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POLITICO to launch new monthly survey series sponsored by Qualcomm; innovative poll will compare views of Washington insiders and the American public

Washington, D.C., July 15, 2010 – POLITICO announced today a new monthly series of public opinion surveys that will explore the policy and political views of Washington, D.C. insiders compared with the views of the American public. *Power and the People: A POLITICO Poll Series* will be sponsored by Qualcomm Incorporated, a leading developer and innovator of advanced wireless technologies. The poll series will be fielded and published from July 2010 to January 2011.

The first poll in the series will be released Monday, July 19, and will focus on the Gulf Coast oil spill and the response by the federal government. The poll also will include a block of policy and political questions that will repeat each month over the six-month series to offer an in-depth comparison of the attitudes and partisan views of Washington insiders and the general public.

“This poll is going to be mining a rich vein of questions that will illuminate some of the different ways people in Washington and people around the country look at the world,” said John F. Harris, Editor-in-Chief and co-founder of POLITICO.

POLITICO’s team of well-respected editors and reporters will oversee the development and analysis of the surveys. The poll will be conducted by Penn Schoen Berland, an internationally recognized market research firm.

The poll results will be featured on POLITICO’s website along with a video that will break down each survey. The video report and poll results will also be sent to mobile devices. In addition to the poll, POLITICO will invite the public to a special event in Washington, sponsored by Qualcomm this fall. The event, “The Technology Boom: How Technology is Changing Policy, Politics and Media in Washington, D.C.,” will explore a range of public policy and political issues important to both Washington and the general public.

“Our involvement in this poll demonstrates Qualcomm’s commitment to leadership in technology-based innovation and its engagement on the key issues of the day,” said Bill Bold, Senior Vice President, Government Affairs at Qualcomm.

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About POLITICO

POLITICO is a Washington, D.C.-based political journalism organization that distributes its content via the Internet, newspaper, television and radio. Its coverage includes Congress, Washington lobbying, and the 2008 presidential election. POLITICO and POLITICO.com launched in January, 2007 with the mission of covering politics with enterprise, style and impact. POLITICO is a publication of Capitol News Company, LLC.

About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at www.psbresearch.com