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Consumers believe social media will become more integrated into daily life, survey shows

LAS VEGAS, D.C., January 7, 2010 – New research introduced today by Penn Schoen Berland CEO Mark Penn at the Consumer Electronics Show (CES) reveals that 6 in 10 Americans believe that the fast-growing social media space will become more integrated into their lives in the future. And that means big changes are afoot when it comes to making friends, finding jobs, and dating.

The survey shows that social media is reaching a saturation point, though participation still skews young and tech-savvy. 74% of respondents report having created a profile on a social network, including 92% of 18-34 year olds.

People who use social media expect their participation in such networks to impact their lives in a number of ways:

- 56% believe they may make new friends
- 47% think they may find a job
- 29% think they may meet someone to date
- 21% think it's possible they'll lose friends
- 16% think it's possible they'll lose a job

Beyond family, friends, and the workplace, respondents also say that social media is impacting their behavior at the cash register. 31% of social media users have made purchases based on social media recommendations and 68% of all respondents believe that such recommendations are the same or better than traditional recommendations. In a key trend, 33% of 18-34 year olds believe that recommendations they receive through social media are better than those they receive through other means.

"It's clear that social media is here to stay – it's not a teen fad," said Penn. "Companies need continue to pay more attention to social media's impact on messaging and communications. And within the consumer electronics space particularly companies will need to take a considered approach to integrating social media into their products. Most consumers aren't convinced that social media is portable."

Social media users currently prefer to access their networks via computer, though a minority say they'd welcome social media integration into other types of widely owned devices. Just 1 in

3 respondents think it's likely that they'd use a social media capability if it existed on their television, and only 1 in 4 would likely use social media integrated with their digital camera.

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About A More Social Future: Social Media & Consumer Electronics

Penn Schoen Berland conducted 1012 Internet interviews with US general population aged 18 and over from December 18-19, 2009. Overall, the margin of error is +/- 3.1%.

About Penn Schoen Berland

Penn Schoen Berland, a unit of the WPP Group (NASDAQ: WPPGY), is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.