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Future of Technology Poll Compares Attitudes of Americans and Bay Area Residents on Innovation

- **Americans think technology key to solving economic, educational woes; expect major technological breakthroughs in the coming decade**
- **Bay Area on leading edge of technological innovation**

San Francisco, CA, May 25, 2010 – According to a survey released today, Americans resoundingly think the advancement of technology is important to solving the top issues facing America, and most expect to see major technological breakthroughs in the coming decade. *The Bay Area Future of Technology Survey*, conducted by research-based consultancy Penn Schoen Berland in celebration of the opening of its San Francisco office, analyzed Bay Area residents' views versus those of all other US residents on the future of tech innovation. The survey finds that 92% of Americans think technology is important to improving job creation—the top issue for respondents—and 9 out of 10 feel it's critical to our educational system and economy as well. Half of Americans expect technology to make fully functional prosthetics a reality over the next ten years, and a third expect it will lead to a cancer cure over the same period.

The research reveals that Americans are embracing the future of technology in their day-to-day lives as well. From convergence (54% of respondents want one device that does everything they need) to the Cloud (6 in 10 plan to use the Cloud for storage, syncing and apps), it's clear that consumers are excited by innovation.

Bay Area residents, as might be expected given the area's hotbed of tech industry, are different:

- 78% are excited to see what technology companies and groups come out with next (vs. 67% other US residents)
- 60% like to have the latest and greatest technology available (vs. 50% of other Americans)
- 57% want to be involved in making new technologies possible and accessible (vs. 49% other US residents)

However, U.S. residents are essentially on par with Bay Area residents in some areas:

- 49% consider themselves early adopters of technology (vs. 51% of Bay Area residents)

- 49% feel alone when they do not have complete access to technology (vs. 53% of Bay Area residents)

“Whether they are in the Bay Area or not, Americans are almost unanimously agreed that tech innovation is key to improving the most important issues facing us,” said Amy Leveton, Executive Vice President of Penn Schoen Berland. “Companies that not only innovate, but also effectively communicate their innovation, will ultimately win out in the market and create our future landscape.”

The survey also found that online technologies are steadily transforming the way Americans receive entertainment content. 40% prefer to get their video content via stream or download, vs. only 21% who prefer disc formats. On the music side, 33% want to download or stream audio, vs. 18% who use physical discs. Additionally, there’s an intriguing difference in how people prefer to consume video versus audio content; 22% Americans and 33% of Bay Area resident prefer to download songs, while 27% of Americans and 32% of Bay Area residents prefer to stream movies. Possible explanations include the larger size of movie files (and resultant longer wait to download,) the greater storage demands posed by the larger files, and the tendency among users to enjoy their music on-the-go.

“PSB is excited to now have a Bay Area presence. Over the past decade, as a public relations professional, I’ve seen the value of data to communications and marketing efforts rise exponentially,” said Shoshana Deutschkron, Vice President of Penn Schoen Berland’s San Francisco office. “Especially in areas that can be difficult to grasp, like future innovation, companies can’t guess what their audiences know or make public claims without quantitative evidence. Research informs planning efforts and can provide a major asset for public announcement.”

About the Bay Area Technology Survey: Penn Schoen Berland conducted 501 online interviews from May 10-13, 2010 among 251 Bay Area residents (living in or within 20 miles of San Francisco, Oakland or San Jose) and 250 Americans not from the Bay Area. Overall, the margin of error is +/- 4.38%, and the margin of error for the US and Bay Area subgroups is +/- 6.2%.

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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. We have over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. We execute 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.