

BlackBerry Backlash?

Americans Split on 'Always On' Culture

Toronto (February 15, 2007) – As the idea of a wireless nirvana picks up new momentum at the 3GSM World Congress in Barcelona with a slew of new products announced this week, new research finds many users of wireless devices such as BlackBerry, Palm Treo and other similar ‘smartphones’ struggle with the blurring of boundaries between life and work.

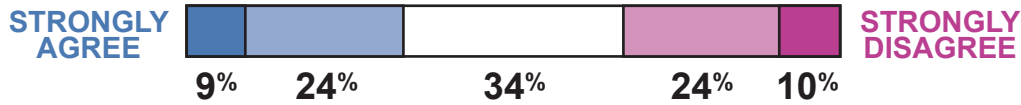
Among key highlights of the research:

- The jury is split on whether devices like BlackBerry or Treo liberate or chain people to their work.
 - 33% agreed with the statement “devices like BlackBerry chain you to work more than they liberate you.” 34% were neutral and the balance, 34%, disagreed.
 - Surprisingly, among those who own a BlackBerry or a similar device, the results were not all that different: 34% agreed with the statement, 37% disagreed and 29% were neutral.
- While smartphones give users ability to get work done outside the office, the survey showed that owners were somewhat more likely to work long hours, not less. Among those who own a BlackBerry or a similar device, 19% worked for more than 50 hours a week, compared to 11% average.
- Among owners of BlackBerry or a similar device, 53% agreed with the statement “I don’t have enough ‘me’ time,” compared to 40% average. Among women owners, two-in-three, 65%, agreed.
- The typical owner is 35 years of age – 54% completed college and 61% have kids in the home (much higher than the 41% national average). Average household income of owners is \$94,000 per year, about 50% higher than the national U.S. average.
- When asked to choose between time and money, 56% those who own a BlackBerry or a similar device chose ‘time’ and 44% chose money.

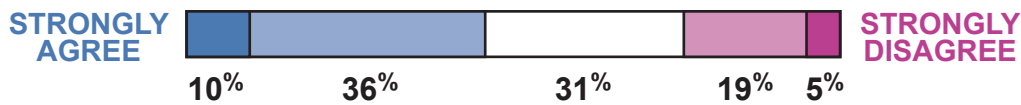
Comment – Contrary to shiny happy ads suggesting we do more in less time, in fact, there is evidence to suggest that we simply do more, more of the time. While being ‘always on’ in a social context is a natural for young people, many of those in the 25-54 age group with families and corporate jobs are struggling with work-life blending. There is a need for the mainstream workplace culture to offer ways to counterbalance. And wireless carriers need to take note of the polarization of opinion on this subject.

TECHNOLOGY = LIBERATION?

Devices like the BlackBerry chain you to work more than they liberate you.



Technology like email and cell phones give people more time to do the things they like.



Base: Total Online U.S.

“On one hand all these new technologies are supposed make things better for you... more organized... but on the other hand they make you available to get called in the evening, emailed at night...”

- Research Participant
(Female, 32)

This information comes from *Digital Life America*, a syndicated consumer trend study. Between June and late September 2006, the research covered nationally representative samples of over 2,600 Americans by telephone (1,016) and online (1,600). The results cited in this release come from the online component and are accurate to plus or minus 2.4 percent, 19 times out of 20.

To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

For More Information, contact:

David Ackerman
dackerman@srgnet.com
1.866.358.5986 x 25

Kaan Yigit
kyigit@srgnet.com
1.866.358.5986 x 22