

Majority of Americans Plan to Watch Presidential Inauguration

Inauguration viewed by those who will watch as a “historical moment”

PRINCETON, NJ (January 19, 2009) - A new mobile survey by Lightspeed Research reveals that more than half (56%) of Americans plan to watch the presidential inauguration on January 20, mostly because they “want to watch this historical moment.”

Conducted earlier this month through the Lightspeed Research Mobile Phone Panel — people who have agreed to take surveys via cell phone — the nationwide poll of 1,233 people shows that of those planning to watch the inauguration, 77% say they’ll do so at home, 14% at work, 5% at a friend or family member’s house, 2% at a restaurant/bar or community gathering place, and 2% at other places.

When asked how they plan to watch the inauguration, 85% say they’ll watch it on television (71% in real time and 14% after recording it), 14% will watch on their computers (8% live in real time and 6% after recording it), and 1% plan to attend the event.

As for their main reason for watching the inauguration, 40% say they “want to watch this historical moment,” 30% “want to hear what our new president has to say,” 15% “have a great interest in Barack Obama specifically,” 10% “generally enjoy politics,” and 5% have “other” reasons.

Only 22% of those surveyed say they are not planning to watch the presidential inauguration (live or later). When asked their main reason for planning to skip it, nearly half (48%) say they “do not have interest in Barack Obama specifically,” 28% “do not have an interest in politics,” 12% “have obligations that will prevent me from watching it,” 11% have “other” reasons, and 1% “will not have access to a television or computer.”

Just as many people (22%) responded with “maybe” when asked whether they plan to watch the event.

About Lightspeed Research:

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

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