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**THE HIGH MAINTENANCE OF HIGH-TECH TOPS OPINION RESEARCH CORPORATION “OUCH POINT” STUDY**

*Four in 10 who experience problems not likely to purchase again, study finds*

**PRINCETON, NJ – October 3, 2007** — American consumers say their biggest frustration in purchasing a new electronic product is not being able to use it without constantly referring to the instructions, according to findings from the latest “Ouch Point” survey from Opinion Research Corporation (an InfoUSA company, NASDAQ: IUSA).

Nearly one-third (32 percent) of U.S. consumers cited either not being able to use products without constantly referring to the directions (17 percent) or difficulty of assembling the product (15 percent).

“Although the majority of consumers (74 percent) typically read the directions before trying to assemble a new electronic product, 31 percent still said they expect to have problems when using the product for the first time,” said Jeff Resnick, President of Opinion Research USA. “Simplicity wins and companies need to take this into account when preparing instructions while also ensuring that adequate help desk support is in place should a customer need additional guidance.”

The study also pointed out a difference between younger and older generations on the subject of technical support. One quarter (25 percent) of 18-35 year olds were concerned with the training or availability of help desk staff, compared with eight percent of those over 65 who voiced this concern. The older generation was more aggravated by unclear directions and the difficulty of opening and removing the product from the packaging.

Resnick continued, “First impressions really do matter. Four in ten consumers who experience a problem during setup say that they are less likely to purchase another product from the same company in the future.”

Additionally, 41 percent of 18-24 year-olds said the annoyance of returning or getting warranty service on a defective product was one of their top two frustrations, compared to only 11 percent of people over 65.

The survey yielded the following list of High Tech Ouch Points:

Difficulty using the product without constantly referring to directions	17%
Difficulty returning or getting warranty service on a defective product	16%
Difficulty setting up or assembling the product	15%
Opening or removing the product from the package	12%
Difficulty in contacting help desk staff	10%
Poorly trained help desk staff	8%
Difficulty connecting to other devices	7%

Opinion Research Corporation's "Ouch Point" series is a monthly survey examining tolerance thresholds in a variety of common scenarios facing Americans in both their professional and personal lives every day.

Opinion Research Corporation recently announced the launch of its Out of Box Experience (OoBE™), a new product that enables R&D engineers, product managers, software designers, support personnel and marketers to witness consumers' first impressions of a product as it is unpacked, turned on and put to use.

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### **About Opinion Research Corporation**

Founded in 1938, Opinion Research Corporation, an infoUSA company, helps its clients grow their business by leveraging the insights of market research. The firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

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