

People and Their PCs: The State of Personal Technology

Americans Choose Computers Over Caffeine, Carbs and Cash

May 18, 2017 — A new Intel survey conducted by Ipsos released today revealed that computers are one of our most trusted technology devices. Nearly eight in 10 Americans surveyed report that even though they have other devices, they rely on their computers do the things those smartphones, tablets and other devices cannot.

The study also revealed that almost half (46 percent) of Americans surveyed reporting they need their computer as much as their best friend and 63 percent feeling less connected to others without their computer.

With an explosion of innovation in technology and entertainment, people are relying on computers more to experience these new innovations, such as virtual reality and gaming. Consumers are beginning to have high expectations for their technology experiences, which outdated technology can't provide.

Survey highlights include:

Computer Dependence

- On average, Americans surveyed report they can go 18 days without talking to their family members but only 13 days without their computer this year.
- Computers also top caffeine (53 days), carbohydrates (19 days), and cash (50 days) with Americans surveyed reporting they would rather go without each of these for more days than go without their computer (13 days).
- Half of Americans surveyed report they would rather eat nothing but vegetables for a week than go without their computer, with parents significantly more likely than non-parents to agree (62 percent vs. 44 percent).
- Some activities are just best on a computer. The top three things Americans prefer to do on their computers versus other devices (e.g. smartphone, tablet, etc.) include:
 - Online shopping (66 percent)
 - Watching and streaming TV, shows, and movies (62 percent)
 - Editing content like photos/videos (49 percent).
- While 63 percent of Americans surveyed report they would feel less connected to others if they didn't have their computers, parents are significantly more likely than non-parents to report this (73 percent vs. 58 percent).

Tech Stress

- While we love our technology, the experience isn't always rosy. Speed is a top tech pet peeve with seven out of 10 (72 percent) Americans surveyed saying that slow start up times, slow download times, and websites loading slowly are their biggest tech frustrations.
- Almost half (48 percent) of Americans surveyed say their blood pressure rises when their

outdated technology doesn't allow them to get things done.

- Over two-thirds (68 percent) of Americans surveyed report they would feel anxious if they couldn't use their computer for more than week.
- Sixty-three percent of Americans surveyed would like to multitask more on their computer (e.g. edit documents, watch videos, communicate with others).

Your Secrets are Safe with...

- Half (51 percent) of Millennials and one-third (34 percent) of Americans surveyed say their computers hold their biggest secrets.
- Two out of three (64 percent) Americans surveyed report their most important things are stored in their computer (e.g., family records, photos, financial info, etc.) instead of in their phone.
- Almost half (47 percent) of American men surveyed admit they have created a computer password so their spouse or significant other can't see all their personal information, compared to only one in four women who do the same.
- No wonder we protect our screens: 44 percent of Americans surveyed admit they sometimes peek at other people's personal technology devices to see what they are doing.

Oh, the Places You'll Go with Virtual Reality

- Top everyday things people want to do in VR include:
 - Watch movies (43 percent)
 - Tour a hotel room or Airbnb before booking it (37 percent)
 - Try out a new haircut/style (36 percent)
 - Preview home renovations before starting the process (36 percent)
- Seventy-eight percent of Americans surveyed want to experience "bucket list" type items in VR. Top VR bucket list destinations include:
 - Visit the great pyramids (41 percent)
 - Walk through the Amazon rainforest (38 percent)
 - Walk on the moon (36 percent)
 - Visit the top museums around the world (e.g., Smithsonian, Louvre, etc.) (34 percent)
 - See a volcano erupt in Hawaii (34 percent).

Survey Methodology

The Intel online survey was fielded among 2,552 Americans, 18+ in March 2017 to understand Americans' perspectives about computer usage, personal technology, smart home technology, virtual reality and gaming. The survey was fielded via Ipsos.

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