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News Release

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Europeans on laptop PCs: confident, image-conscious and passionate!

Research reveals Europeans are confident about their technology know-how while many favour their laptop PCs over chocolate!

SWINDON, UK, January 07, 2008 – Results from a European survey¹ of laptop PC users released today by Intel, reveals that 98 percent² rate their laptop PC skills highly and a remarkable 67 percent boast that they are advanced in their knowledge going as far as classing themselves as ‘experts’. The male respondents seem more self-assured than the women when it comes to their laptop PC skills, with 26 percent ranking themselves as ‘experts’, whereas just eight percent of women give themselves such a high ranking. Respondents from Italy and Spain seem to be leading the pack when it comes to laptop PC know-how, with respondents in both countries proudly stating that they are laptop PC pros, whilst the more modest Brits feel they have intermediate skills. The survey also revealed that, confident in their knowledge, consumers freely shop, bank and socialise online and consider their laptop PCs as part of their lifestyle.

Laptop PC users polled feel safe and competent shopping online on a daily basis. Lured by the ease and convenience, these virtual shoppers are regularly browsing online – nearly 70 percent do so once a week or more – no doubt beating the queues during the busy New Year sales. Online banking is another popular pursuit, with 75 percent of respondents confident enough to manage their money online.

¹ The survey questioned 2700 laptop PC owners from the Czech Republic, France, Germany, Italy, Poland, Russia, Spain, Sweden and the UK.

² A combination of expert, advanced and intermediate responses – see table 1.

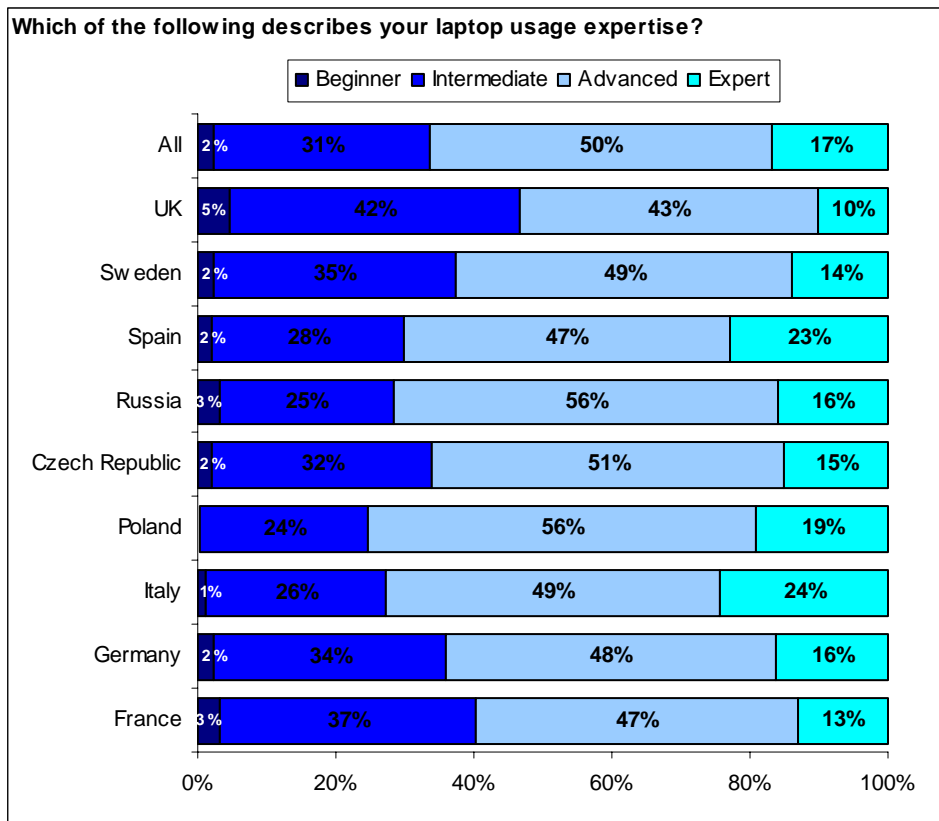
A question of style - For the majority of consumers, their laptop PCs are not just a tool, but a lifestyle accessory. Some 74 percent see their laptop PCs as a reflection of their personality, an accessory that must project the right image to the world. Notably the Italian respondents - renowned for their attention to image and style - are the most preoccupied with their laptop persona, with 86 percent conscious of what their model says about them. The German respondents, on the other hand, are far more concerned with practicality and a model that reflects how tech-savvy they are. Respondents from Russia and Poland are the least concerned with style, with almost half claiming it is not important.

A lifeline - Respondents confirm the advent of social networking – which has fuelled the popularity of sites like Facebook³ - nine in ten stating they rely on their laptop PCs for communication. In line with the true female communicative style, women were more likely than men to use their laptop PCs for communication. One in four admits their laptop PC is so integral to their lifestyle that they take it on holiday with them while one in three would be prepared to give up sweets and chocolates for an entire year rather than sacrifice their laptop PCs!

Today's clued-up laptop PC users know exactly what they want when choosing a laptop PC, and are not afraid to demand more. Whether it is longer battery life, energy efficiency or HD-DVD capabilities, sought by 60 percent, 56 percent and 72 percent of respondents respectively, consumers' expectations are high. The male respondents are more likely to want a great gaming experience from heightened multimedia capabilities, while the female respondents care more for storing treasured photos and videos.

As consumers become increasingly demanding it is vital that laptop technology continues to improve and evolve to meet their expectations. Intel will introduce the latest generation of Intel® Centrino® processor technology based laptops in January 2008, providing users with improved performance and battery life in addition to enhanced HD-DVD functionality and including the award-winning 45nm Intel Core™2 Duo processor.

³ Online social media tool with over 127.3 million European members (comScore, 2007), allowing friends to meet and reconnect with each other online.



About the research

Intel commissioned leading research company Loudhouse to reveal trends and attitudes of laptop users across nine European countries: the Czech Republic, France, Germany, Italy, Poland, Russia, Spain, Sweden and the UK. Using an online methodology, 2,700 laptop users were questioned in December 2007 – 300 interviews in each country.

Gender profiles were evenly split between male and female and responses came from the following age groups:

- 18 – 24 years: 38 percent
- 25 – 34 years: 40 percent
- 35 – 44 years: 14 percent
- 45 – 54 years: 5 percent
- 55+: 3 percent

About Intel

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