



News Fact Sheet

CONTACT: Chris Dotts
480-554-7959
christine.dotts@intel.com

Intel-Newsweek Study: Technology Innovation

Nov. 16, 2009 – An Intel-Newsweek study released today found that despite one of the worst recessions in history, Americans have increasing faith in technology innovation as an engine of economic growth but are plagued with doubts about the nation’s ability to maintain its global leadership mantle. Additional findings revealed American and global perspectives on technology and innovation. Detailed study findings can be found below. More information on the study and its implications can be found in this week’s Newsweek magazine, available on newsstands now.

Key Findings

Technology and Innovation – Economic Significance

Americans firmly believe technology and innovation will be a driver of economic growth, but have doubts about America’s ability to lead in the long-term.

Impact on the economy

- The study found that 78 percent of Americans believe that technological innovation is more important than ever in driving U.S. economic success.
- More than half (61 percent) of Americans say that the downturn has hurt the U.S.’s ability to innovate.
- Americans doubt about their ability to maintain leadership among global entities, with just 33 percent saying that the United States will be the global leader in tech innovation during the next 30 years.

The role of education

- Americans’ technology and innovation doubts are largely based on a perceived gap between the United States and other nations in the quality of math and science education (82 percent think the United States lags behind other countries).
- Nearly half of all global study participants agree that the United States lags on quality of math and science education; however, two-thirds of Chinese see Americans as a leader in this area.

The role of U.S. government

- Some Americans want government to offer incentives to spur innovation and 78 percent think a national innovation initiative would be effective.
- Ultimately, 57 percent of Americans expect the combination of large businesses and small start-ups as most likely to deliver the next big innovation.

Global Perspectives

Impact of technology innovation

- A global majority across the U.S., China, Germany and the United Kingdom say that technology and innovation are more important than ever for the United States' economic success over the next 30 years.
- 81% of Europeans say that technology innovation has improved the quality of their lives, and 74% say it has had positive impact on their national economy.
- Chinese are most enthusiastic about technological innovation and about its impact on their own lives and on the future of their local and national economies
 - 91% say technological innovation has significantly improved their quality of life
 - 93% say that technological innovation has had a positive impact on China's economy

Who leads today, who will lead in the future

- Americans and Chinese give the United States significantly more credit for being a technologically innovative country today (U.S., 73 percent; China, 82 percent).
- Americans are equally split over whether they will stay ahead or fall behind China in driving future innovation (41 versus 40 percent).
- Europeans are less optimistic than other nations about their own future as only 14 percent see a European country delivering on technology innovation over the next 30 years.
- Chinese shows confidence in its future success as 54 percent of Chinese predicted it will pioneer the next society-changing technology and overtake the U.S. over the next 30 years.

Who should play a role of influence in technology innovation

- In Europe, over 75 percent polled in Germany and the United Kingdom are supportive of a "national innovation initiative" in their countries.
- 73 percent of Chinese believe government should help develop technology innovations, yet more believe it will come from universities or academia.

How we define technology innovation

- Differences exist in how nations view and define innovation:
 - Americans tend to think of innovation in technical terms (emphasize math and science, view tech products as fruits of innovation).
 - Chinese hold a more abstract definition (emphasis on productivity, efficiency and creative problem solving).
 - Europeans more closely resemble the American position.

Methodology

This survey was conducted online between Sept. 28 and Oct. 13, 2009 in China, Germany, the United Kingdom and the United States by Penn, Schoen & Berland Associates on behalf of

Newsweek and Intel. Survey participants included 4800 adults, ages 18 and older, across four countries. Interviews were conducted among these audiences:

- General population: Representative sample of 1,000 adults in each country.
- Business elites: Sample of 200 respondents per country who are top wage earners, hold a college or advanced degree, follow news and politics closely and regularly read the top business news publications in their country.

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