

Intel Corporation

2200 Mission College Blvd.
P.O. Box 58119
Santa Clara, CA 95052-8119



Fact Sheet

CONTACT: Claudine Mangano
(408) 765-0146
claudine.a.mangano@intel.com

Fun Facts: Consumers and PC Multitasking

For PC users, the need to do only one thing at a time is a thing of the past. According to a recent survey by Intel Corporation, Americans multitask -- perform multiple PC functions simultaneously -- to accomplish more, save time and enjoy themselves in the process. The survey also revealed that many Americans are becoming more advanced in their computing desires, outpacing the capabilities of the PCs they own.

- **76 percent of computer users say they multitask at least occasionally or frequently on the PC.**
*"I abuse it (computer) to do millions of things at one time. I am currently listening to music, downloading off the Internet and chatting WHILE taking this survey."
(survey verbatim – male, age 21)*
- **Nearly 60 percent of respondents feel bored when a computer function makes them wait, so they do something else on the computer at the same time.**
*"I can't wait for the Internet to respond so I play card games while waiting."
(survey verbatim – female, 58)*
- **37 percent of respondents feel that PC work should be combined with PC play. Playing a PC game while burning a CD is the most popular multitasking combination.**
"I can download data, listen to tunes, burn a CD, and write a letter. I can do the one main intellectual task (the letter), have the computer do the donkey work (CD and download) and be entertained." (survey verbatim – male, 54)
- **Nine out of 10 PC users have experienced problems while trying to perform multiple processor-intensive tasks on the PC. Problems include computer freezes, time lags, function shut-downs, choppy screens and audio distortion.**

“While listening to music, the video won’t come up or the music just stops.” (survey verbatim – female, 18)

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- **Nearly 50 percent of people owning a PC that is three years or older do not trust their computers to handle more than one high-powered task at the same time.**

“My computer is old so it doesn’t allow me to do as much as I would like at the same time.” (survey verbatim – female, 18)

This national quantitative study was sponsored by Intel Corporation and conducted under the direction of The Brain Group, an international research and strategy agency. Fieldwork was executed using a proprietary questionnaire that was fielded by Harris Interactive as an Opinion Poll in October 2002. The national survey sample consisted of 2,651 Internet users ages 18 and over surveyed on a series of questions covering computer habits, issues and attitudes. The sample was balanced by age and gender to represent the U.S. online adult population. The margin of error is +/-3 percent

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