

## INTEL DIGITAL DREAMS STUDY

The "Intel Digital Dreams" study pulses Americans' technological aspirations, and reveals the nation's appetite is strong for access and ownership of cutting-edge technology. This holiday season – from technophones to technophiles – people are anxious to get their hands on emerging technologies, and 3-D printers and robots top the wish lists of what they'd gift to themselves this year.

### "WAIT AND SEE" IS NOT FOR ME



I'm more likely to buy my own technology than wait and see what is under the tree.

**77%** NATIONALLY

### PATIENCE IS NOT MY VIRTUE



I have anxiety, frustration and anger that I can't try new technology in person that I read and see in the news.

**58%** NATIONALLY

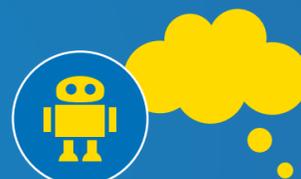
### TRY BEFORE I BUY



I'm more likely to purchase new technology if I have touched or interacted with it.

**81%** NATIONALLY

### MY DIGITAL DREAMS THIS HOLIDAY



If money is no object, I'm dreaming of personal robots and 3-D printers.

**28%** NATIONALLY



## FUN FACTS NATIONALLY



### Stress Relieving Tech

If people owned a...

- ▶ **3-D Printer** they would make personal gifts
- ▶ **Personal Robot** it would make meals



### Gender Differences

**84% of men vs. 71% of women** more likely to buy their own technology than receive as gift

**70% of women vs. 58% of men** more likely to use a personal robot to relieve holiday stress

**9% of men vs. 6% of women** would take their holiday robot to their holiday party



### SURVEY METHODOLOGY

An omnibus survey was conducted using the field services of TNS from October 25-29, 2014 among a nationally representative sample of Americans (n=2,500). The margin of error for total Americans (n=2,500) is ±1.9%, this means if the study were replicated, the study findings would not vary by more than 1.9 percentage points for total Americans 95 times out of 100.

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