



Fact Sheet

Intel 'Visual Life' Survey Fact Sheet

According to the recent "Visual Life" study conducted online by Harris Interactive* on behalf of [Intel Corporation](#), the majority of American, German, Chinese, South Korean and Indian adults have visual experiences as defined by creating, documenting, sharing, viewing and living life through visuals including pictures, videos, stories, online posts, online communities, blogs, art, entertainment, emails and letters.

The new [2nd Generation Intel® Core™ processor family](#) is the first "visibly smart" microarchitecture to combine visual and 3-D graphics technology with performance-leading microprocessors on a single chip. These improvements offer consumers dramatically improved PC experiences with better overall power management, greater efficiency and battery life in the areas where most people are computing today: high-definition (HD) video, photos, mainstream gaming, multi-tasking and online socializing and multimedia.

The global survey conducted in the United States, Germany, China, India and South Korea in November revealed interesting findings about consumers' visual lives.

Survey highlights include:

- **Movies Anytime, Anywhere**
 - In the United States, 75 percent of adults who watch movies view the majority of them on TV (including via video/DVDs, rentals or subscription services or cable/satellite providers), while 10 percent watch the majority of the movies they see at the cinema, and 7 percent view movies mostly on their computers.
 - In China, 65 percent of adults who watch movies watch the majority of them on their computers, while 20 percent view them on TV and 7 percent watch them at the movie theater.
 - In Germany, 76 percent of adults who ever watch movies do so mostly on TV, while 10 percent watch them at the cinema and 8 percent view the majority of movies on their computers.
 - In India, 36 percent of adults who watch movies see the majority of them on TV, 28 percent watch them the movie theatre and 27 percent watch the majority of the movies they see on their computers.
 - In South Korea, 37 percent of adults who watch movies go to the cinema for most of them, while 34 percent prefer their computers and 22 percent favor the TV.

- **Majority of Global Adults have Visual Experiences Creating, Documenting, Sharing, Viewing and Living Life Through Visuals**
 - 99 percent of South Korean adults have visual experiences.
 - 99 percent of Indian adults have visual experiences.
 - 98 percent of Chinese adults have visual experiences.
 - 93 percent of German adults have visual experiences.
 - 88 percent of U.S. adults have visual experiences.

- **Photos, Entertainment and Emails are Most Integral to Our Visual Lives**
 - 68 percent of American adults who have visual experiences say photos of family and friends (posted online and physical photos) are the most integral element, more likely than adults in Germany (57 percent), China (55 percent), India (61 percent) and South Korea (58 percent).
 - 71 percent of Chinese adults and 60 percent of South Korean adults who have visual experiences said entertainment (e.g., movies, TV) is the most integral element to how they live life through visual experiences.
 - 70 percent of Indian adults and 60 percent of German adults who live life through visual experiences say emails are most integral to how they live life through visual experiences.

- **What Criteria Is Most Important to Share Visual Experiences**
 - 55 percent of American and German adults said capturing a memory is the most important.
 - 68 percent of adults in China and 65 percent of adults in India said quality of image is most important.
 - 55 percent of adults in South Korea said content and beauty of image are most important.

- **About Half of Global Adults Create Their Own Visual Experiences**
 - 47 percent of American adults and 50 percent of adults in China said they rely on a mix typically creating their own visual experiences and relying on others to create them.
 - 57 percent of adults in Germany, 47 percent of adults in India and 50 percent of adults in South Korea create their own visual experiences.

- **Adults in China, India and South Korea Share Their Visual Experiences More Often**
 - 74 percent of adults in China, 75 percent of adults in India and 70 percent of adults in South Korea share their visual experiences at least once a week.
 - 40 percent of adults in the United States and 57 percent of adults in Germany share less than once a month.

Survey Methodology

The study was conducted online by Harris Interactive on behalf of Intel among a total of 5,115 adults aged 16-64 within Germany, China, India and South Korea from Nov. 25-30, 2010 via its Global omnibus product and among 2,019 adults aged 18 and older from Nov. 19-23, 2010 via its QuickQuery omnibus product in the United States. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them in line with their actual proportions in the population. This data were weighted to reflect the composition of the adult online population in China and India.

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