

Tech Refresh: Computers Top List of 'Must-Haves' for Back-to-School

Intel Survey Finds Nearly Half of New College Students Are Seeking a Digital BFF; Over Half of Parents Overwhelmed by Tech Choices, Seeking Advice

NEWS HIGHLIGHTS

- Parents and students agree that a new computer is the top tech device needed when heading to college.
- Almost half (45 percent) of incoming college students anticipate they will rely on their technology at school even more than their friends and family.
- Nearly 9 out of 10 parents are seeking advice and information on the type of computer they should purchase for back-to-school, with over half of American parents finding the abundance of tech choices to be overwhelming.

SANTA CLARA, Calif., Aug. 6, 2015 – With students across North America heading back to school this month, an Intel survey conducted by Uthink examined the technology needs and expectations of the incoming freshman class and compared those to their parents' experience a few decades ago. Although the survey highlighted several differences between the two generations' college experience, the findings revealed one area where both students and their parents agree: Technology tops the back-to-school "must-have" supply list, with a new PC as the top necessity for school this year.

In ranking technology at the top of the "must-have" back-to-school list, the survey also revealed that over half of parents in the United States (56 percent) agree that the abundance of technology choices can be overwhelming, and 4 out of 10 American parents (41 percent) consider the process of purchasing new technology to be intimidating.

According to the survey, 9 out of 10 parents and students (89 percent) admit they would like advice on the type of computer to purchase. To help parents and students find the device that best fits their needs, Intel created the [2015 Back-to-School Buyer's Guide](#) to serve as a resource for the latest Intel-powered devices available this season.

Additional survey highlights include:

- **Backpack Throwback:** Looking back at what college life looked like when parents entered school in the '70s and '80s shows just how much times have changed. Parents were most likely to hold notebooks, binders, pencil cases and a library card in their school bag, as well as their high-tech gadget from back in the day: a calculator. Technology is of higher importance in student backpacks today, with smartphones, laptops and tablets topping the list.
- **Digital Dorms:** Many of the dorm room "must-have" items today did not even exist when parents of today's freshmen were in school. Parents revealed that the top five items in their dorm room were an alarm clock, landline telephone, boom box, posters and a toaster oven/hot plate. Today, these items are replaced by new necessities, including a laptop and a smartphone, which both most likely serving a dual purpose as the modern-day alarm clock and boom box that parents coveted years ago.

- **Walk This Way:** Music tends to be a staple in life, but how we listen to it has changed. The high-tech gadget parents were most proud of when they were in college was their Walkman*...or no gadget at all, as they reported to be happy with their cassette tape decks too. Others remember their electronic typewriter as their most-prized tech gadget.
- **Tech Love:** Almost half of students (45 percent) anticipate they will heavily rely on their technology in college – even more than friends, family, significant others or a super-smart lab partner.
- **Information Overload:** More than half of American parents (56 percent) agree that the number of technology choices offered today can be overwhelming, and 4 out of 10 parents (41 percent) admit that the purchasing process can be intimidating.

Back-to-School Tech Shopping – Seeking Intel

Tablets and smartphones with Intel Inside® boast great battery life, lightning-fast web browsing and impressive performance. Intel-based tablets come in various designs, sizes and operating systems to match all preferences. Students can have an upgraded photo-capturing experience with Intel® RealSense™ Snapshot technology found in the [Dell Venue 8 7000 Series*](#) tablet, or amazing visuals such as those brought to life by the fashion-inspired [ASUS ZenPad 10 \(Z300C\)*](#) tablet or the [ASUS ZenFone 2*](#) smartphone that comes with the latest Intel® XMM2760™ 4G LTE-Advanced modem.

Whether packing their life into a dorm room or cramming supplies into a backpack, versatile and multipurpose 2 in 1 devices like the [Lenovo Yoga 3 Pro*](#) and [HP Spectre x360*](#) offer the mobility of a tablet with the power of a full PC so students can accomplish any task at hand, such as writing a term paper or binge-watching Netflix*. Perfect for those always on the go, the newest options are powered by Intel® Core™ M or 5th generation Intel® Core™ processors that offer long battery life and sleek, fanless and lightweight designs.

A reliable option for students and educators, Intel-powered notebooks and Chromebooks* offer one of the smoothest, most efficient computing and web browsing experiences available in a sleek form factor that consumers know and love. The [Acer Chromebook 15*](#) brings affordability and productivity to one's fingertips, while the [Dell XPS 13*](#) boasts a size perfect for the ultra-mobile student.

Desktop PCs have been redefined with portable All-in-One PCs that are a great option for those students who want a system with a sleek, clutter-free design that has full PC capabilities with a keyboard and mouse for writing papers, but also a large screen that is helpful when researching information on the web. Multiple options, such as the [ASUS Portable AiO PT2001*](#), are equipped with multi-touch capabilities and a lay-flat design, so students and their friends can participate simultaneously and enjoy an enriched computing experience together – perfect for sharing photos and videos, or playing games during study breaks.

Mini PCs with Intel Inside represent a more portable, compact form factor to help students stay connected. Options such as the [Acer Revo One*](#) enable convenient and exceptionally affordable connection to any monitor, bringing students all the power without the tower.

INTEL FEATURE RELEASE



Once you are set with your new devices, keep them – and your important information – secure with [McAfee® software](#) that protects your favorite PCs, Macs, and Android and iOS tablets and smartphones. Security is more important than ever with students using multiple devices to stay connected.

For more information on the latest devices available today for students heading back to school, visit: www.intel.com/newsroom/buyersguide.

Survey Methodology

H+K Perspectives, Hill + Knowlton’s research practice, worked with yconic (Uthink.com) to conduct a survey of students entering post-secondary school for the first time this fall 2015, along with parents of students in the same situation. The research combined students from Canada and the United States (n=1000, with an associated margin of error of ± 3.1 percent at a 95 percent confidence interval) and parents of students from Canada and the United States (n=1000, with an associated margin of error of ± 3.1 percent at a 95 percent confidence interval). The research was conducted between the dates of July 3-20, 2015.

About Intel

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