

MICROPROCESSORS AND GPUS

1,800+ B2B RESPONDENTS WHO MAKE OR STRONGLY INFLUENCE COMPUTER AND SERVER PURCHASES
566 CONSUMERS WHO PLAY VIDEO GAMES ON A COMPUTER (DESKTOP OR LAPTOP)

IN SUM: Intel is preferred by business participants who make or strongly influence computer or server purchases, but the data is relatively more favorable for AMD when we zero in on respondents who are more proximally engaged with the category at the moment (ie, made a purchase more recently or expects to make a purchase soon). Intel is still preferred by these more proximally engaged respondents, but the gap between Intel and AMD is narrower when we filter to that audience. When it comes to GPUs, the majority of consumers who said that they play video games on computers are indifferent as to the GPU in the computer they use. The balance are fairly evenly divided, with a slight edge given to Nvidia.

MICROPROCESSORS OVERALL

Among B2B respondents who either make or strongly influence purchase decisions of computers and servers, the majority most recently bought Intel (~70%-80% vs. ~17% AMD). Overall, their opinion of AMD and Intel improved over the past year but a higher percentage said their opinion improved for Intel and a higher percentage prefer Intel over AMD.

MICROPROCESSORS – CROSS-TABBING BY ENGAGEMENT IN THE MARKET

Respondents who were either more recently engaged in purchases or who are planning to make a purchase sooner than later are more likely to have chosen or expect to choose AMD compared to those who are less engaged (purchased more than three months or more than a year ago or expects to purchase more than three months from now or more than a year from now). Again, Intel is still selected by the majority of these respondents, but (importantly), AMD performs better with respondents who have either been in the market more recently or among respondents who expect to be in the market now/in the near future.

GPUS

A high percentage of video gamers who play on computers express indifference as to the GPUs inside of the computer that they play games on, and the balance is fairly evenly split with a slight edge given to Nvidia (19.6%) over AMD (14.1%). Those who prefer AMD are most likely to prefer it because they either think it is better or because it is cheaper. Those who prefer Nvidia are most likely to prefer it because they think it has better quality or graphics or because it is what they have always used.

REPORT NAVIGATOR

CLICK TO JUMP TO SECTION

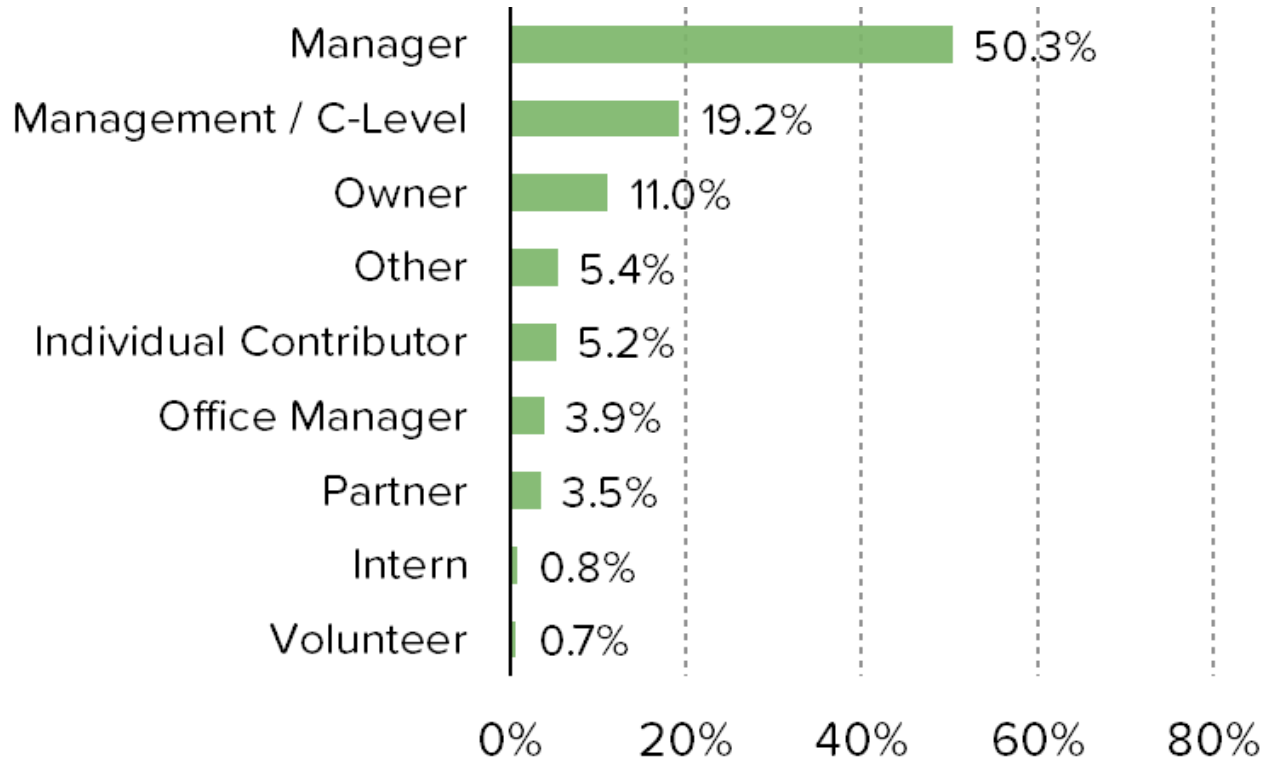
[MICROPROCESSORS](#)

[GPUS](#)

MICROPROCESSORS

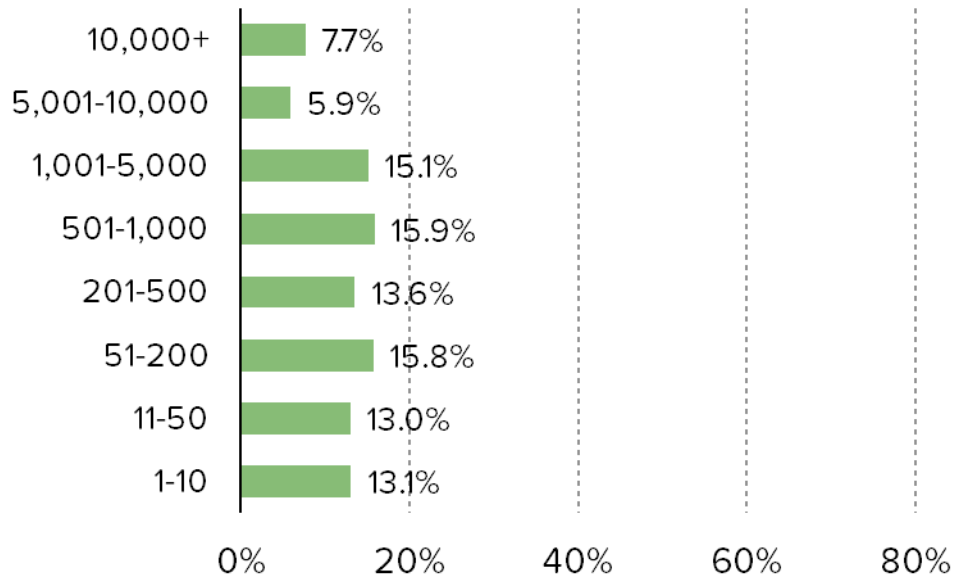
WHAT IS YOUR JOB ROLE?

Posed to all respondents



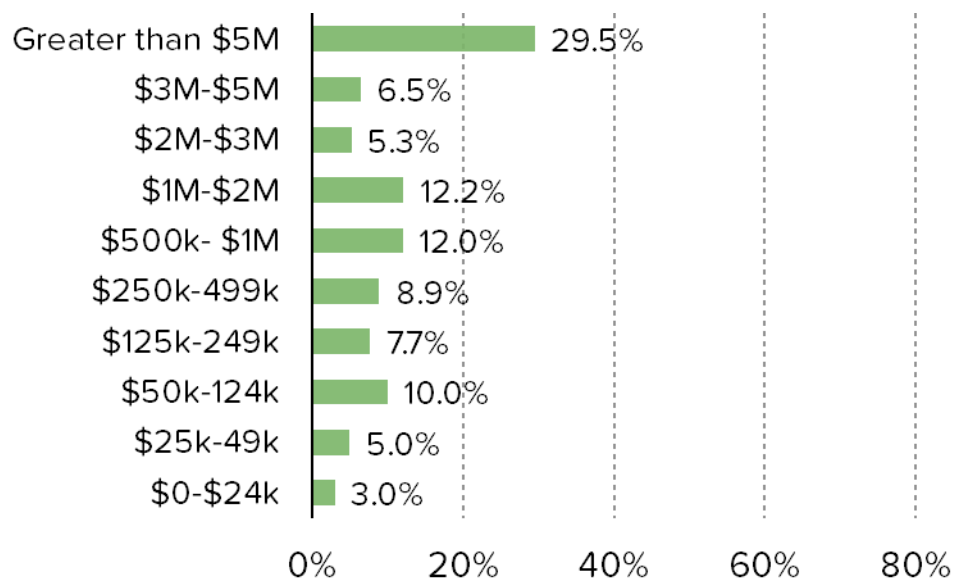
ROUGHLY HOW MANY FULL-TIME EMPLOYEES CURRENTLY WORK FOR YOUR ORGANIZATION?

Posed to all respondents



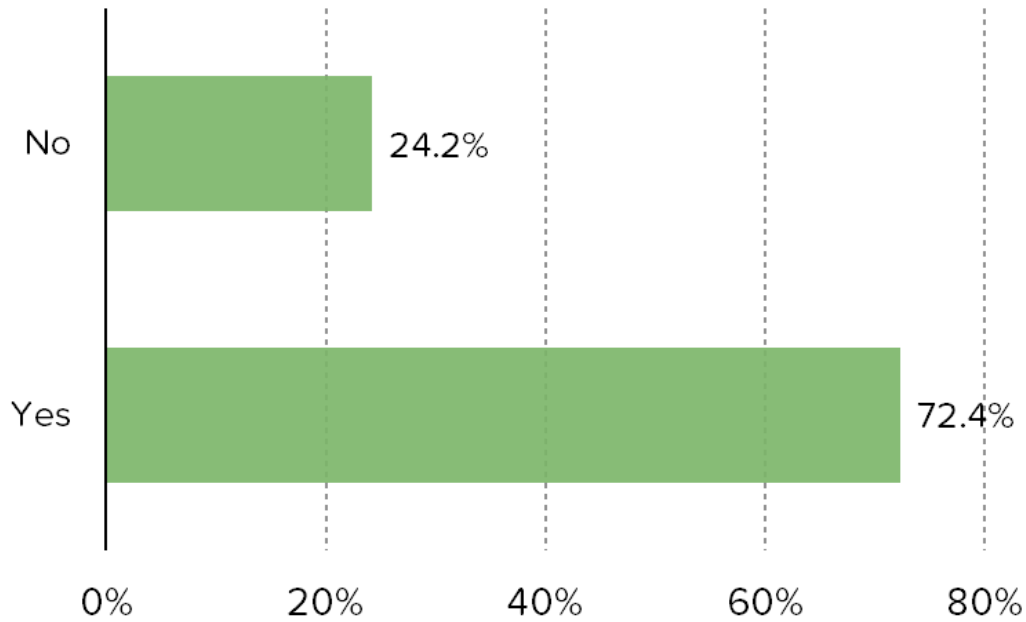
WHAT IS YOUR BUSINESS' ANNUAL REVENUE?

Posed to all respondents



DO YOU MAKE OR STRONGLY INFLUENCE DECISIONS RELATED TO COMPUTERS OR SERVERS FOR YOUR COMPANY?

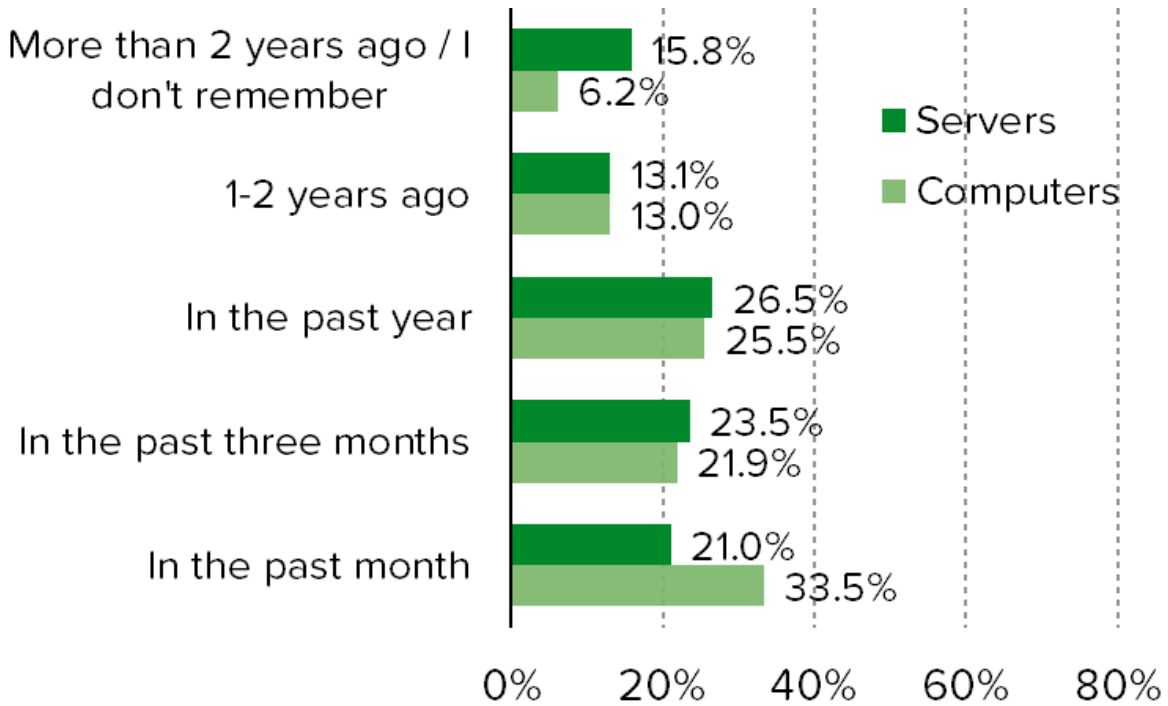
Posed to all respondents



*Respondents who said no were disqualified from taking following questions.

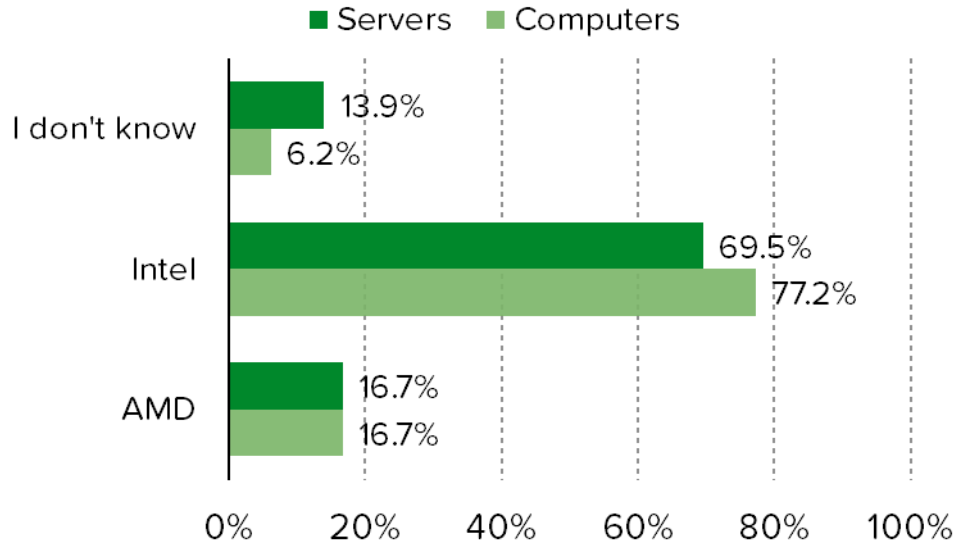
WHEN DID YOUR COMPANY MOST RECENTLY PURCHASE THE FOLLOWING?

Posed to all respondents who make or strongly influence decisions related to computers or servers



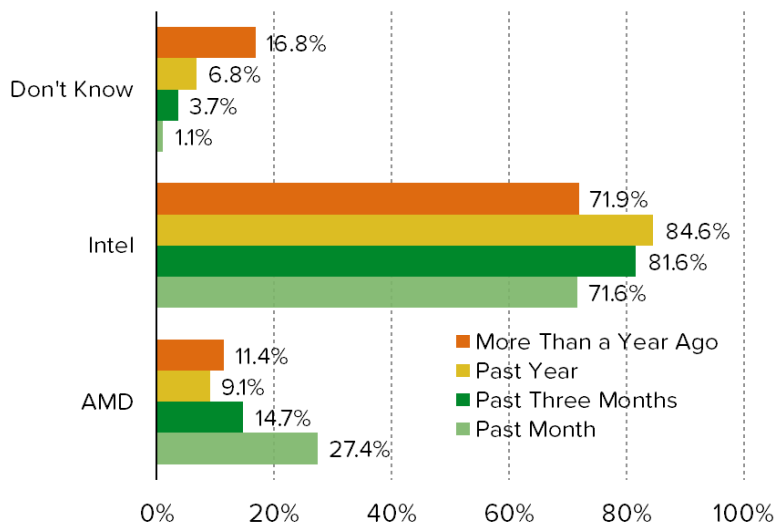
THINKING ABOUT THE LAST TIME YOUR COMPANY BOUGHT THE FOLLOWING, DO YOU RECALL WHAT TYPE OF MICROPROCESSOR IT CONTAINED?

Posed to all respondents who make or strongly influence decisions related to computers or servers

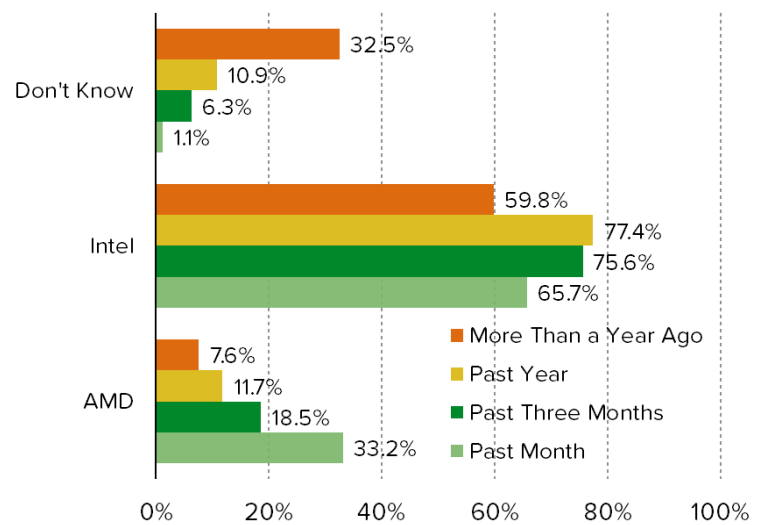


QUESTION ABOVE CROSS-TABBED BY TAKING WHEN THEY MOST RECENTLY BOUGHT COMPUTERS OR SERVERS AND SHOWING WHICH THEY CHOSE.

COMPUTERS

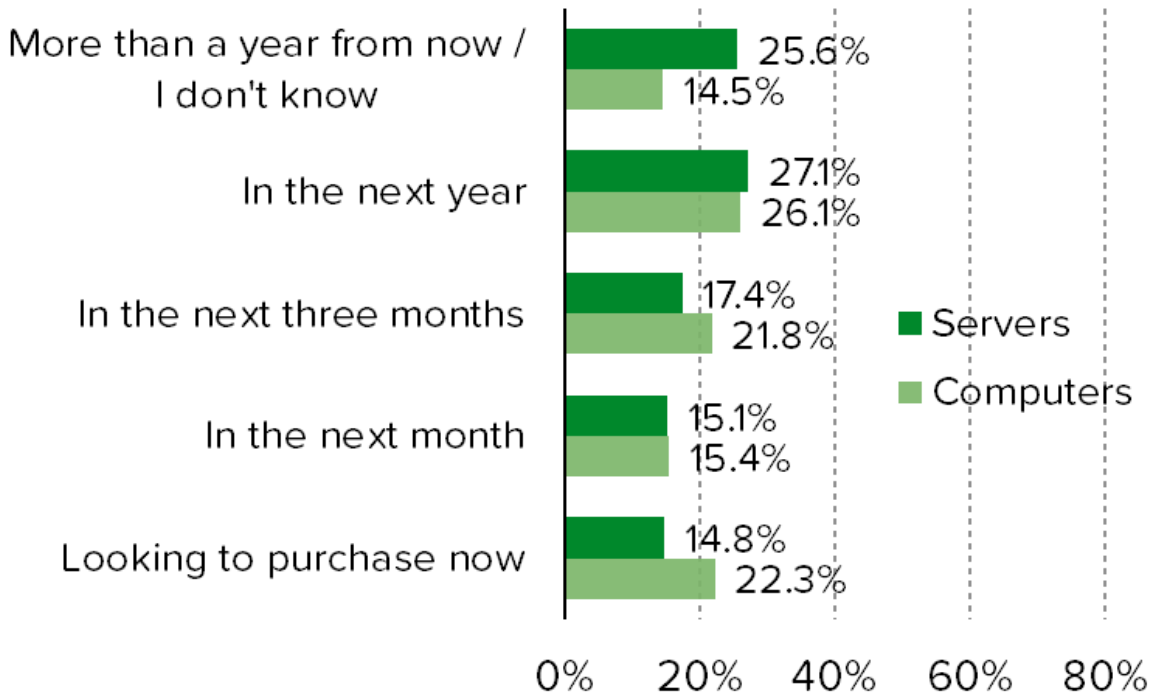


SERVERS



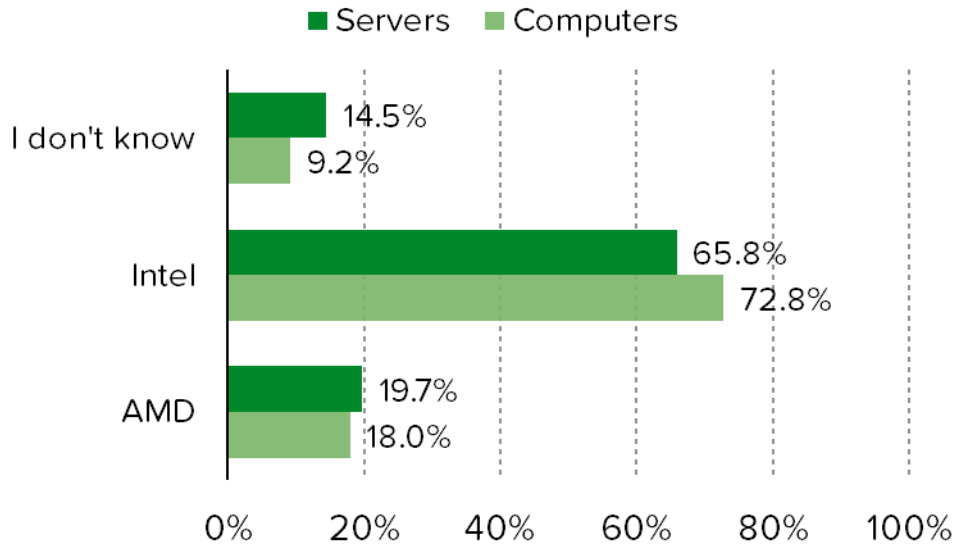
WHEN DO YOU EXPECT TO PURCHASE THE FOLLOWING AGAIN FOR YOUR BUSINESS?

Posed to all respondents who make or strongly influence decisions related to computers or servers



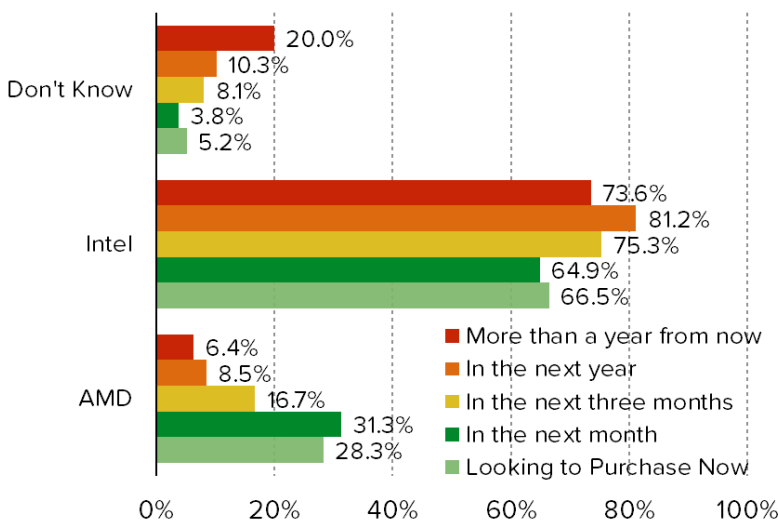
WHEN IT IS TIME TO BUY THE FOLLOWING, ARE YOU MORE LIKELY TO CHOOSE PRODUCTS WITH THE FOLLOWING MICROPROCESSORS?

Posed to all respondents who make or strongly influence decisions related to computers or servers

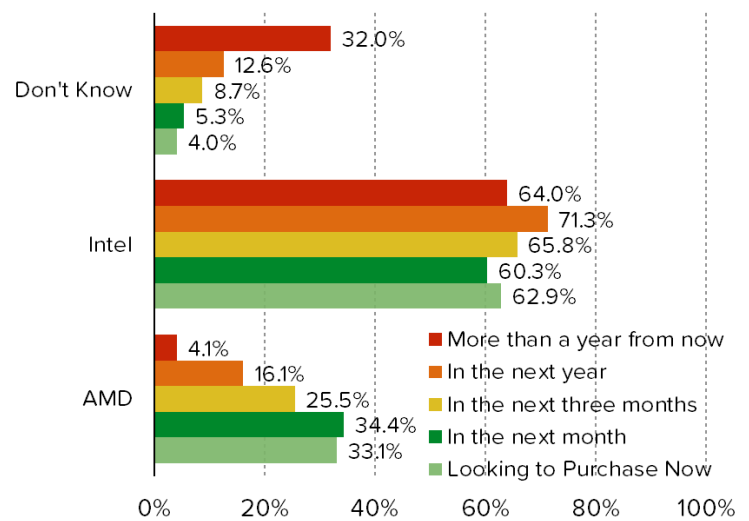


QUESTION ABOVE CROSS-TABBED BY TAKING WHEN THEY EXPECT TO BUY SERVERS OR COMPUTERS AGAIN AND SHOWING WHICH THEY ARE MORE LIKELY TO CHOOSE.

COMPUTERS

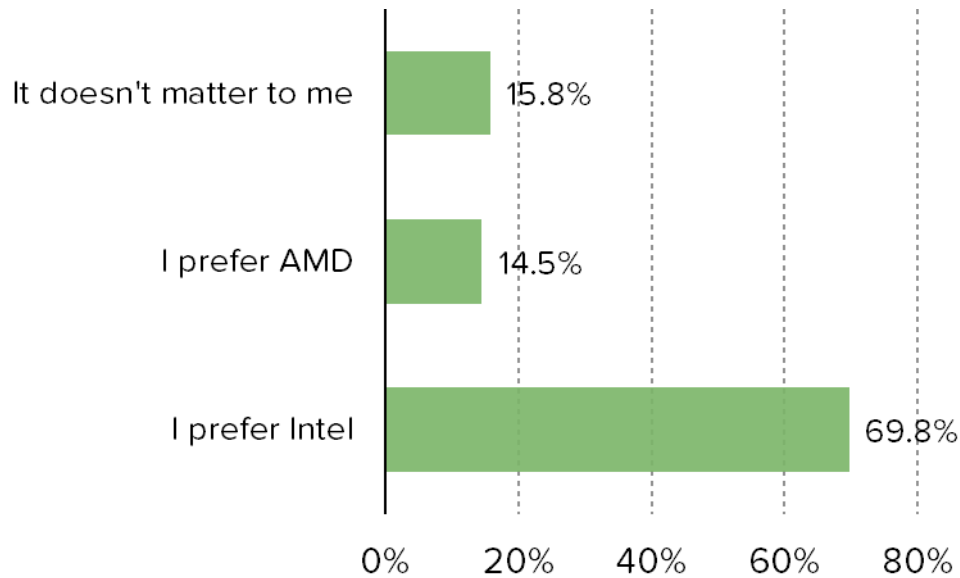


SERVERS



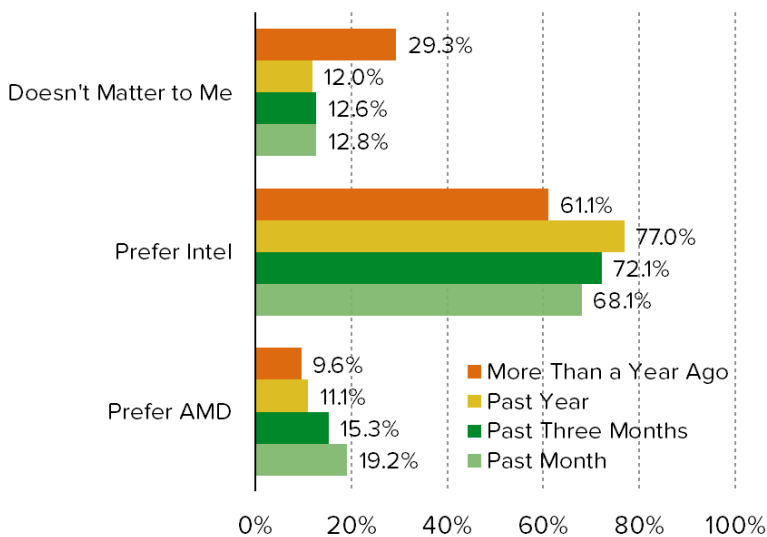
DO YOU HAVE A PREFERENCE FOR MICROPROCESSORS IN THE COMPUTERS AND SERVERS THAT YOU BUY?

Posed to all respondents who make or strongly influence decisions related to computers or servers

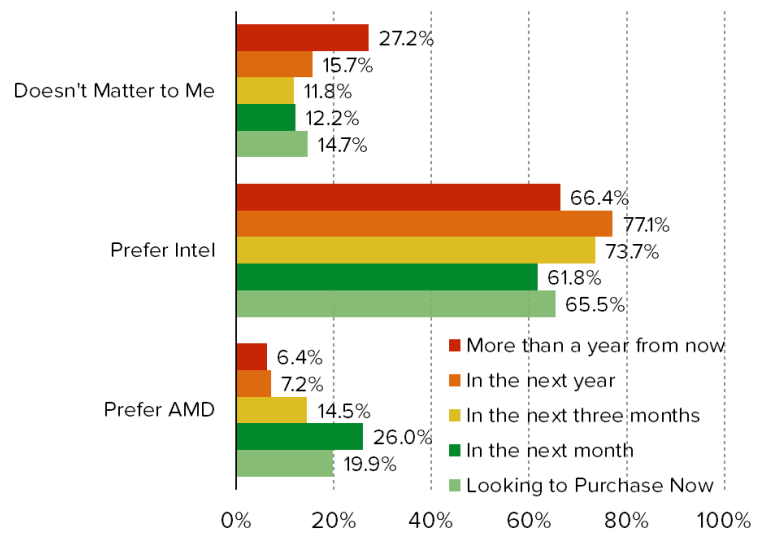


QUESTION ABOVE CROSS-TABBED BY TAKING WHEN THEY MOST RECENTLY AND WHEN THEY EXPECT TO BUY COMPUTERS AND SEEING WHAT THEIR PREFERENCE IS.

BY MOST RECENT PURCHASE



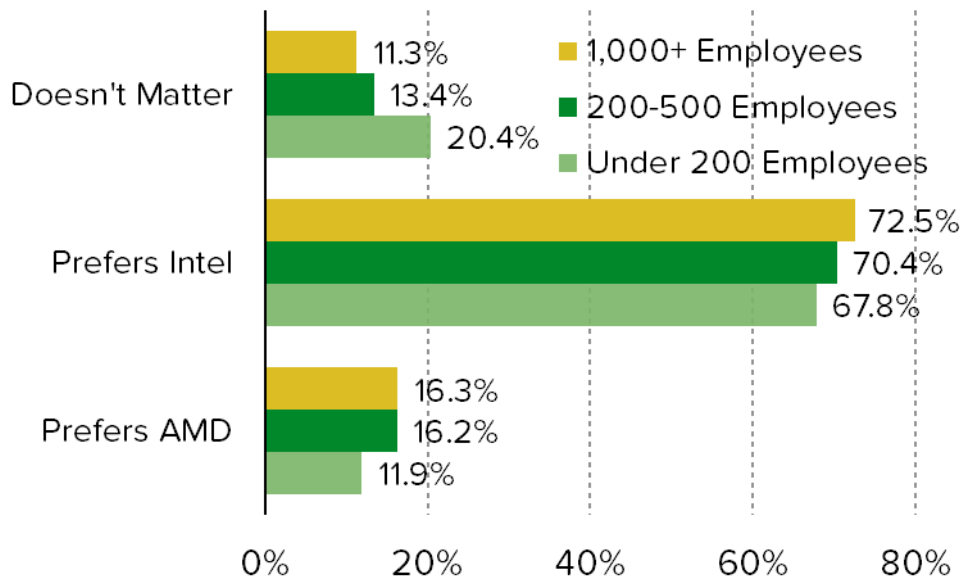
BY WHEN NEXT PURCHASE WILL BE



DO YOU HAVE A PREFERENCE FOR MICROPROCESSORS IN THE COMPUTERS AND SERVERS THAT YOU BUY?

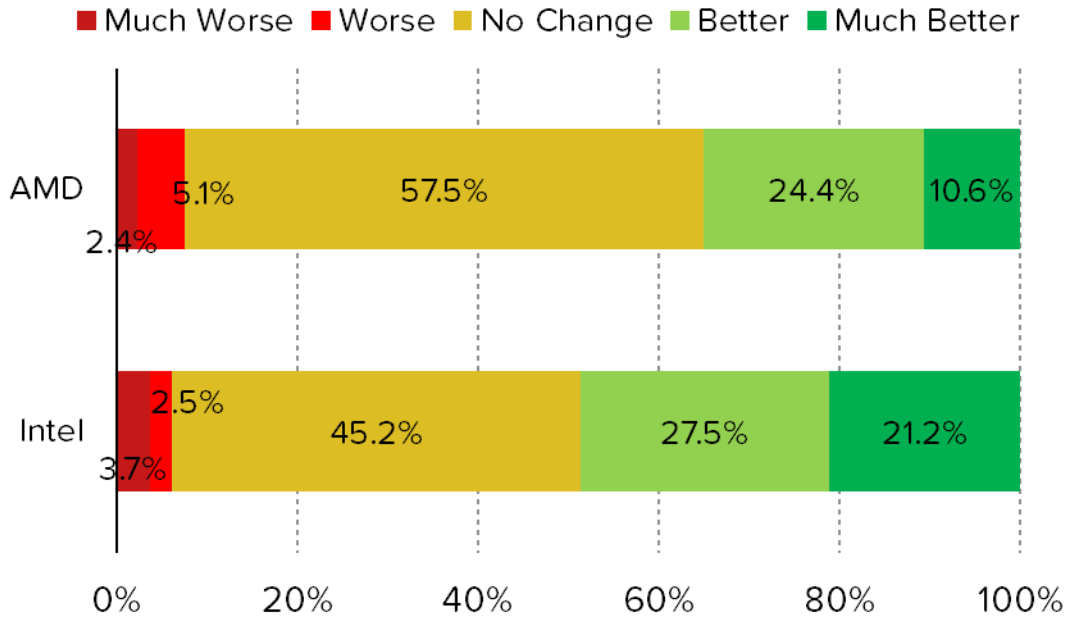
Posed to all respondents who make or strongly influence decisions related to computers or servers

CROSS-TAB BY NUMBER OF EMPLOYEES

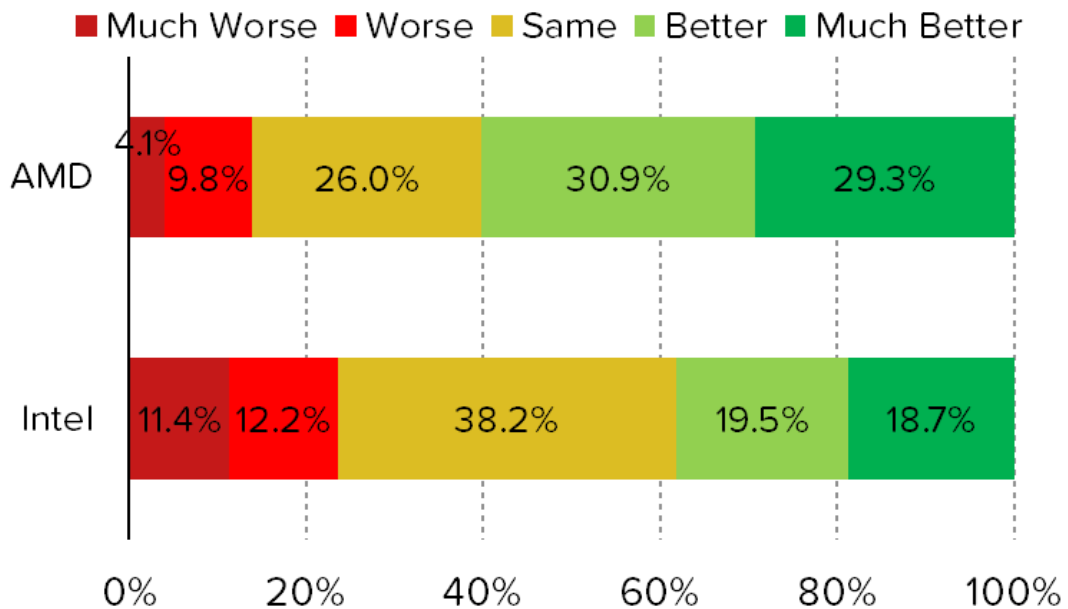


HAS YOUR OPINION OF THE FOLLOWING CHANGED OVER THE PAST 12 MONTHS?

Posed to all respondents who make or strongly influence decisions related to computers or servers



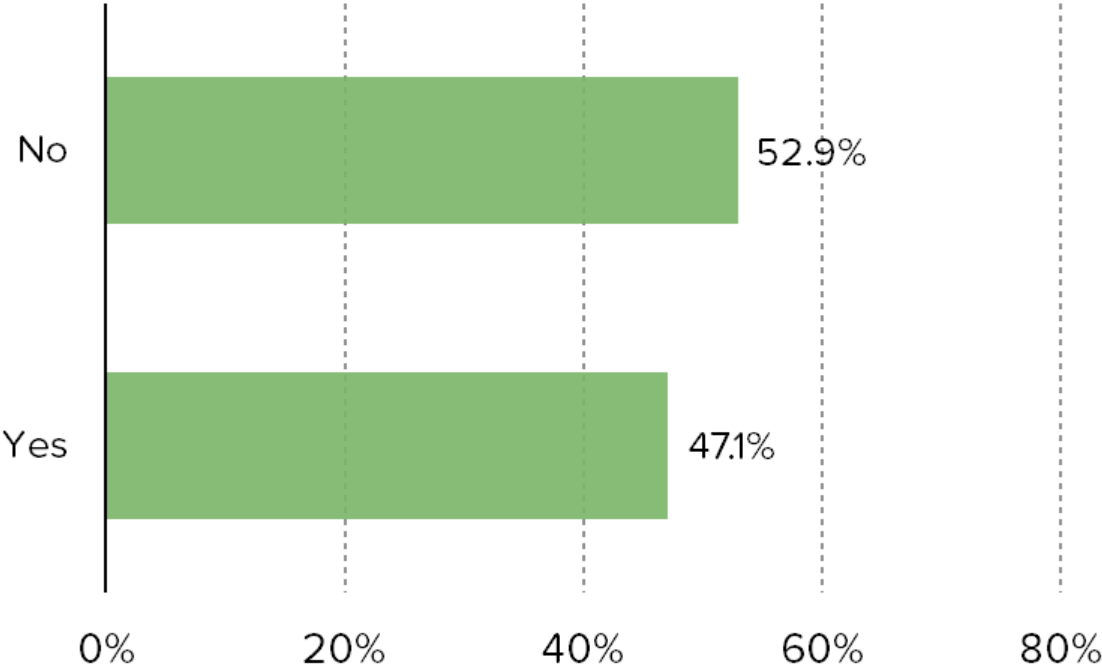
CROSS-TAB: RESPONDENTS WHO SAID THEY PREFER AMD



GPUS

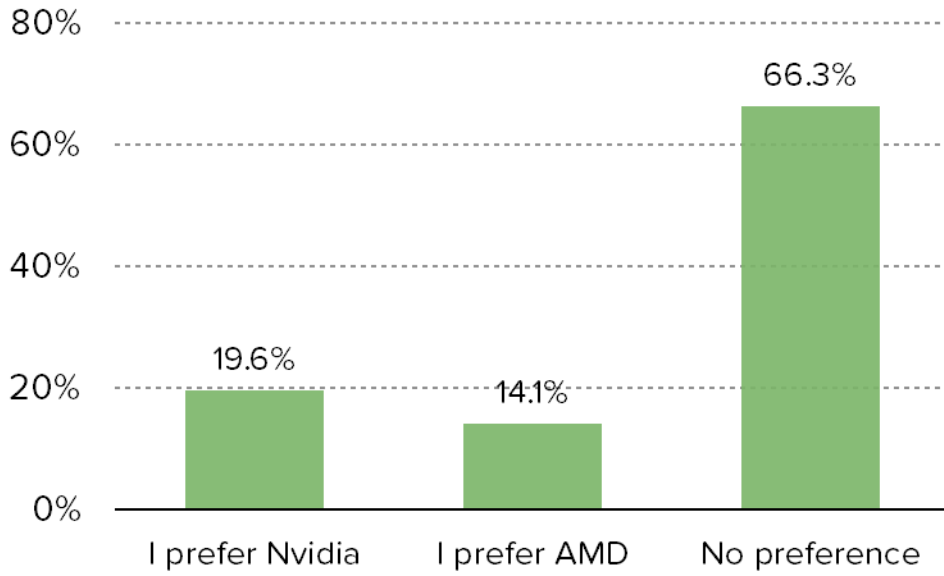
DO YOU PLAY VIDEO GAMES ON A COMPUTER (LAPTOP OR DESKTOP)?

Posed to all respondents



DO YOU HAVE A PREFERENCE WHEN IT COMES TO THE GPUS OF YOUR COMPUTER THAT YOU PLAY GAMES ON?

Posed to all respondents who play video games on a computer



WHY?



AS FAR AS YOU ARE AWARE, HAVE EITHER OF THESE BRANDS' GPUS GOTTEN BETTER OR WORSE OVER THE PAST TWELVE MONTHS?

Posed to all respondents who play video games on a computer

