

**GPUS AND PROCESSORS VOL 3**  
**1,250+ US CONSUMERS, BALANCED TO CENSUS**

**KEY TAKEAWAYS:**

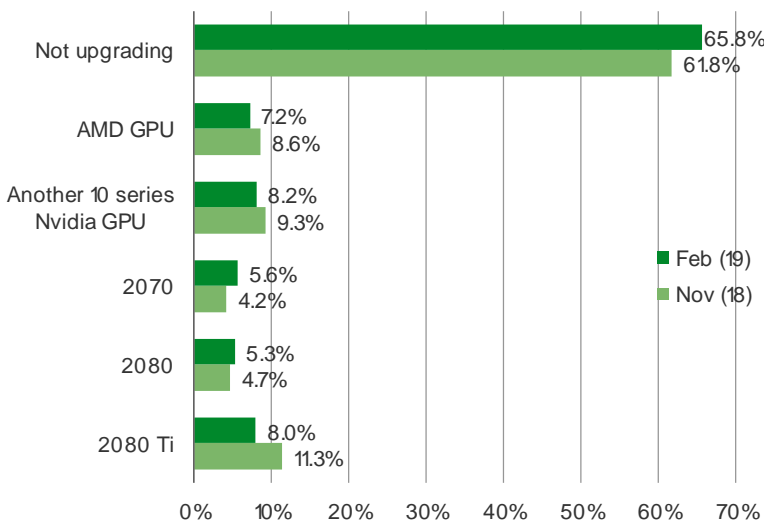
**NVDA VS AMD**

Around two-thirds of PC gamers don't have a preference when it comes to GPUs. Among those who do, the data has been relatively consistent with Nvidia being slightly preferred over AMD. The percentage of gamers who have purchased an after-market GPU declined q/q and a declining percentage plans to purchase after-market GPUs.

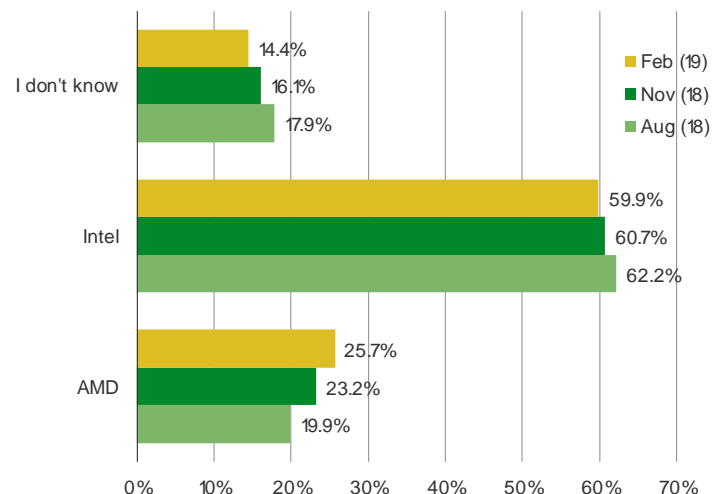
**INTC VS AMD**

AMD vs. INTC share among business participants with visibility into computer and servers purchases remained relatively consistent with an increasing percentage saying they do not know what kind of processor is in the products they most recently purchased. Looking forward, for the second consecutive quarter the percentage who would choose AMD if buying new computers or servers today increased (INTC declined).

**PC GAMERS | DO YOU PLAN TO UPGRADE YOUR GPU?**



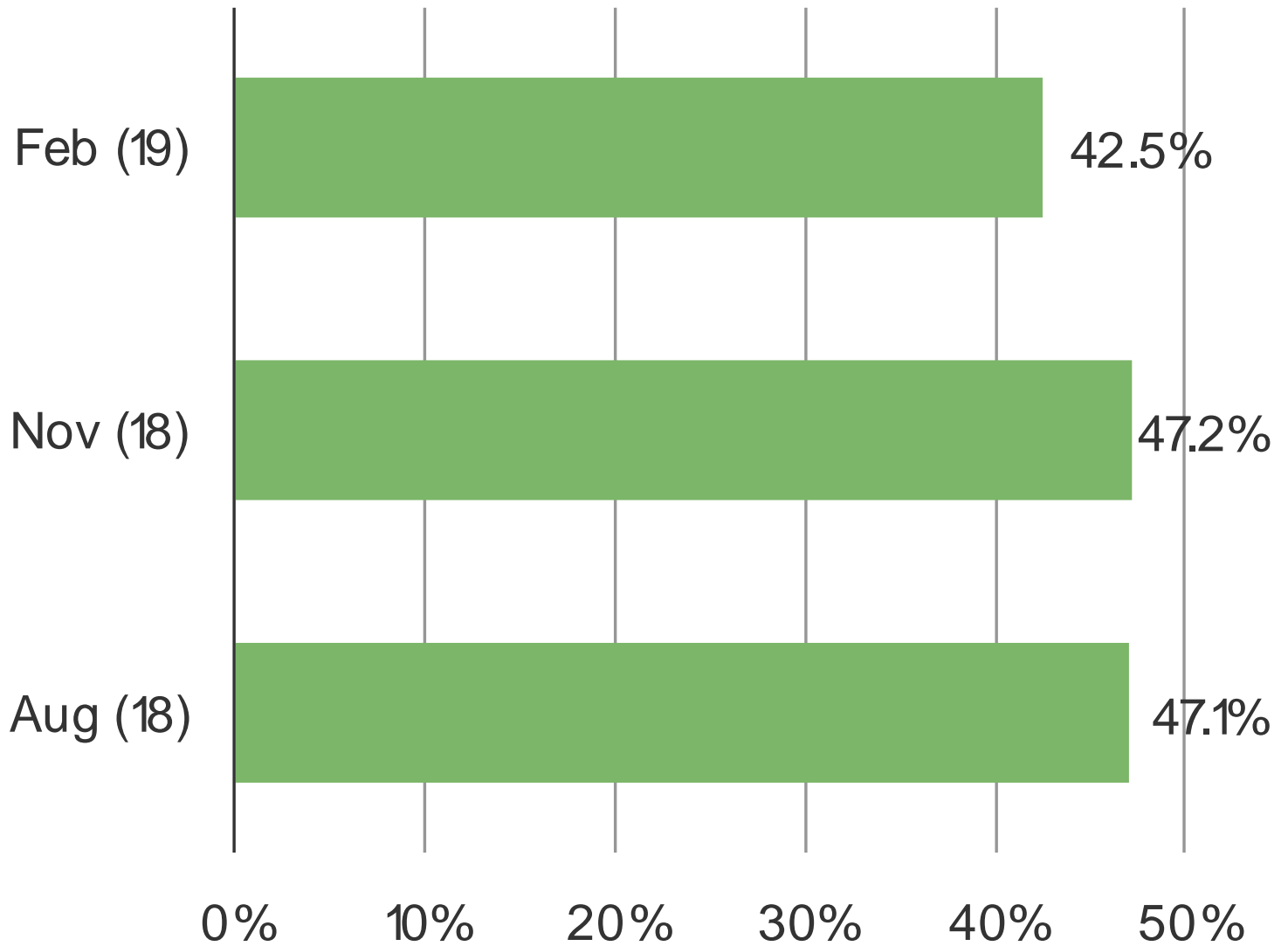
**BUSINESS PARTICIPANTS WITH VISIBILITY | IF YOU WERE BUYING TODAY WHICH PROCESSOR WOULD YOU PICK?**



# GPUS

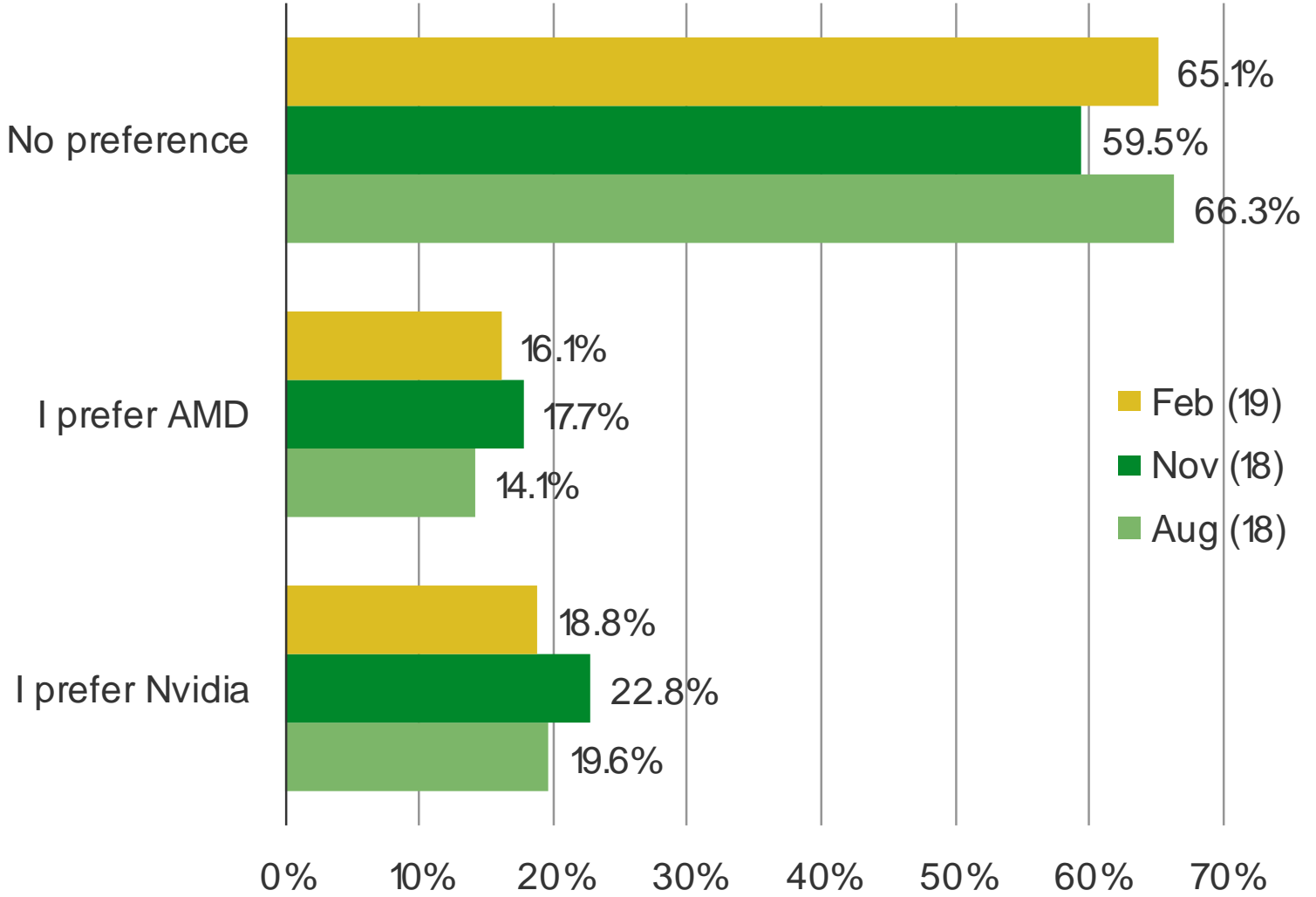
DO YOU PLAY VIDEO GAMES ON A COMPUTER (LAPTOP OR DESKTOP)?

Posed to all respondents



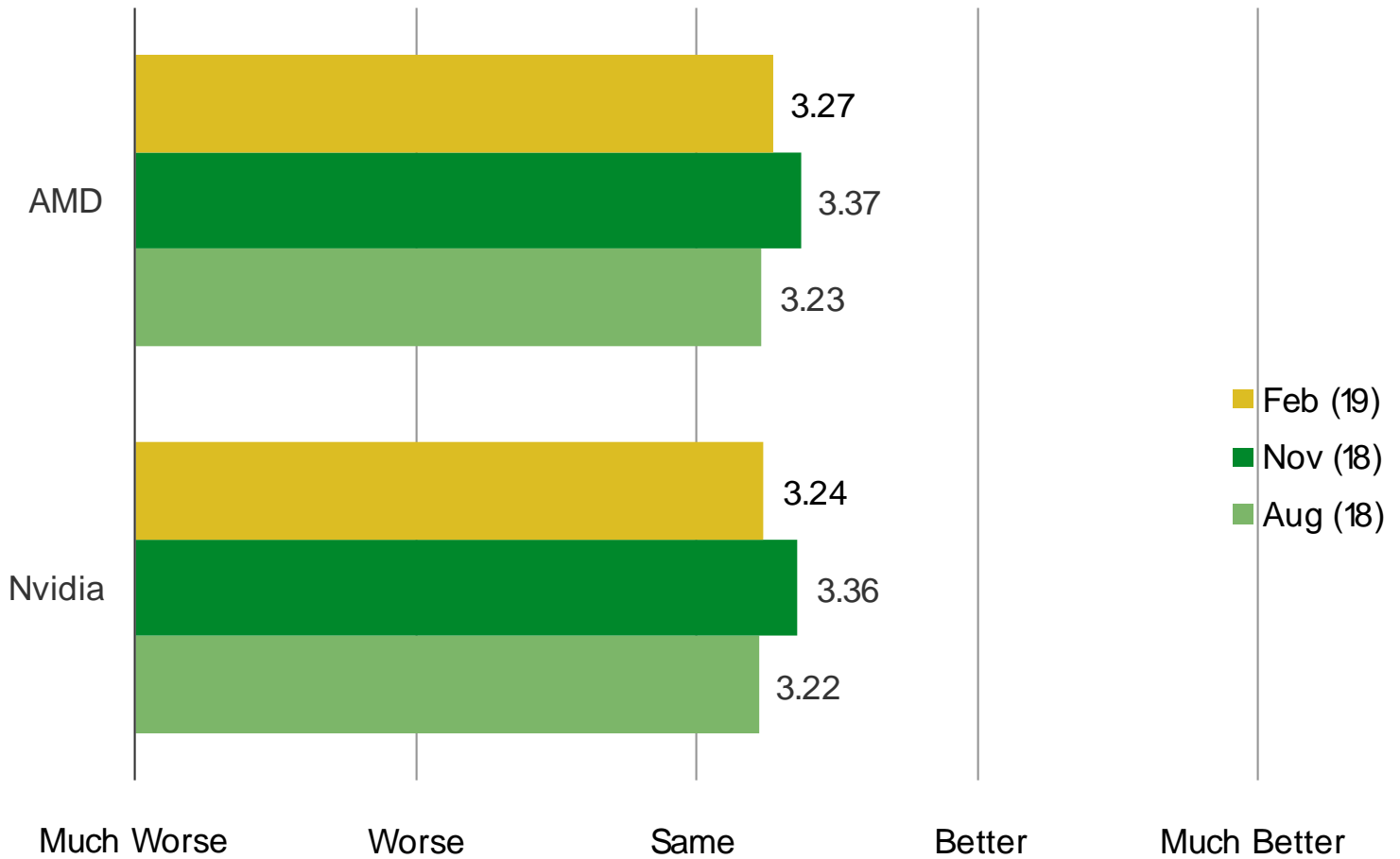
DO YOU HAVE A PREFERENCE WHEN IT COMES TO THE GPUS OF YOUR COMPUTER THAT YOU PLAY GAMES ON?

Posed to respondents who play video games on a computer



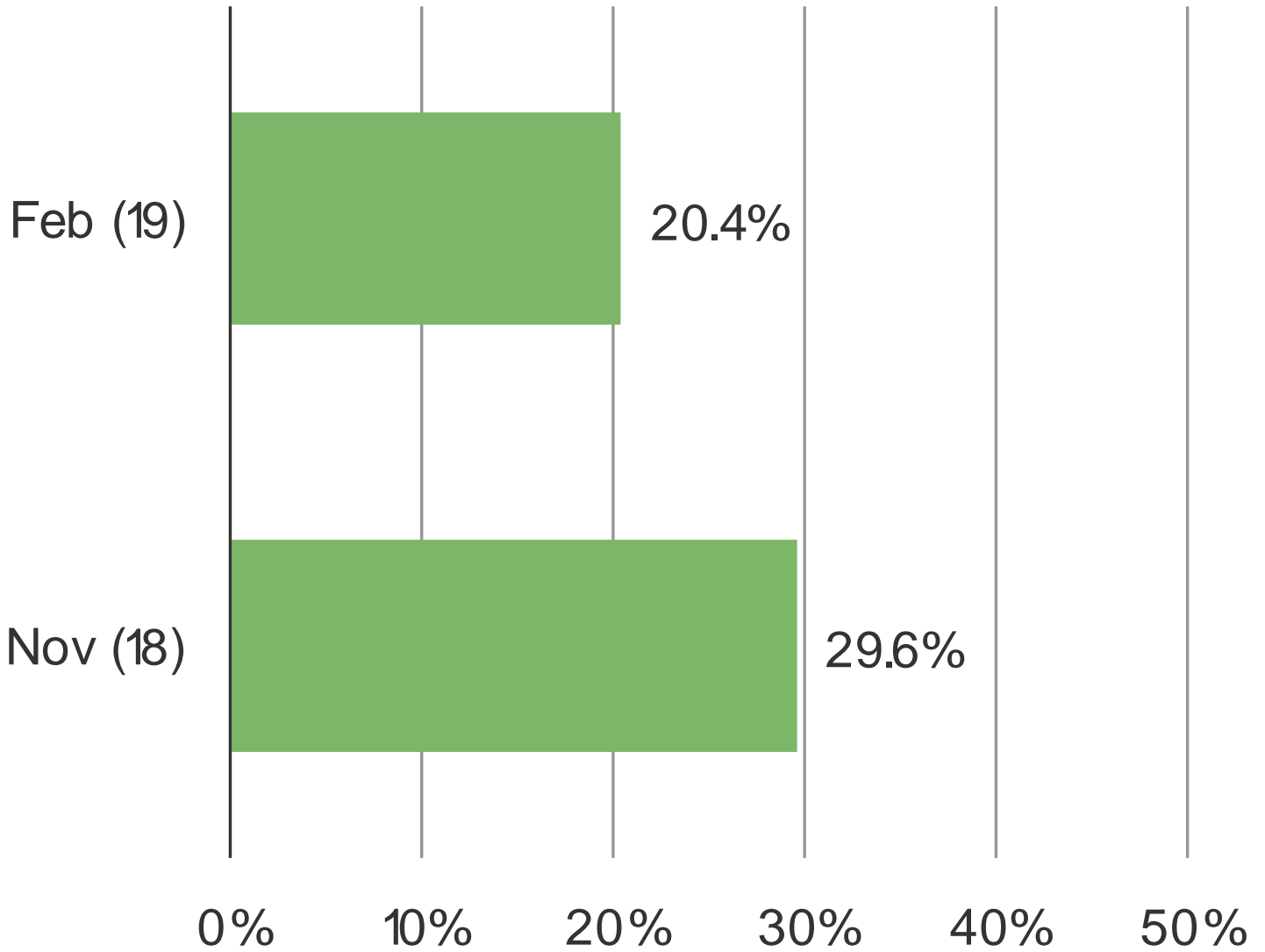
AS FAR AS YOU ARE AWARE, HAVE EITHER OF THESE BRANDS' GPUS GOTTEN BETTER OR WORSE OVER THE PAST YEAR?

Posed to respondents who play video games on a computer



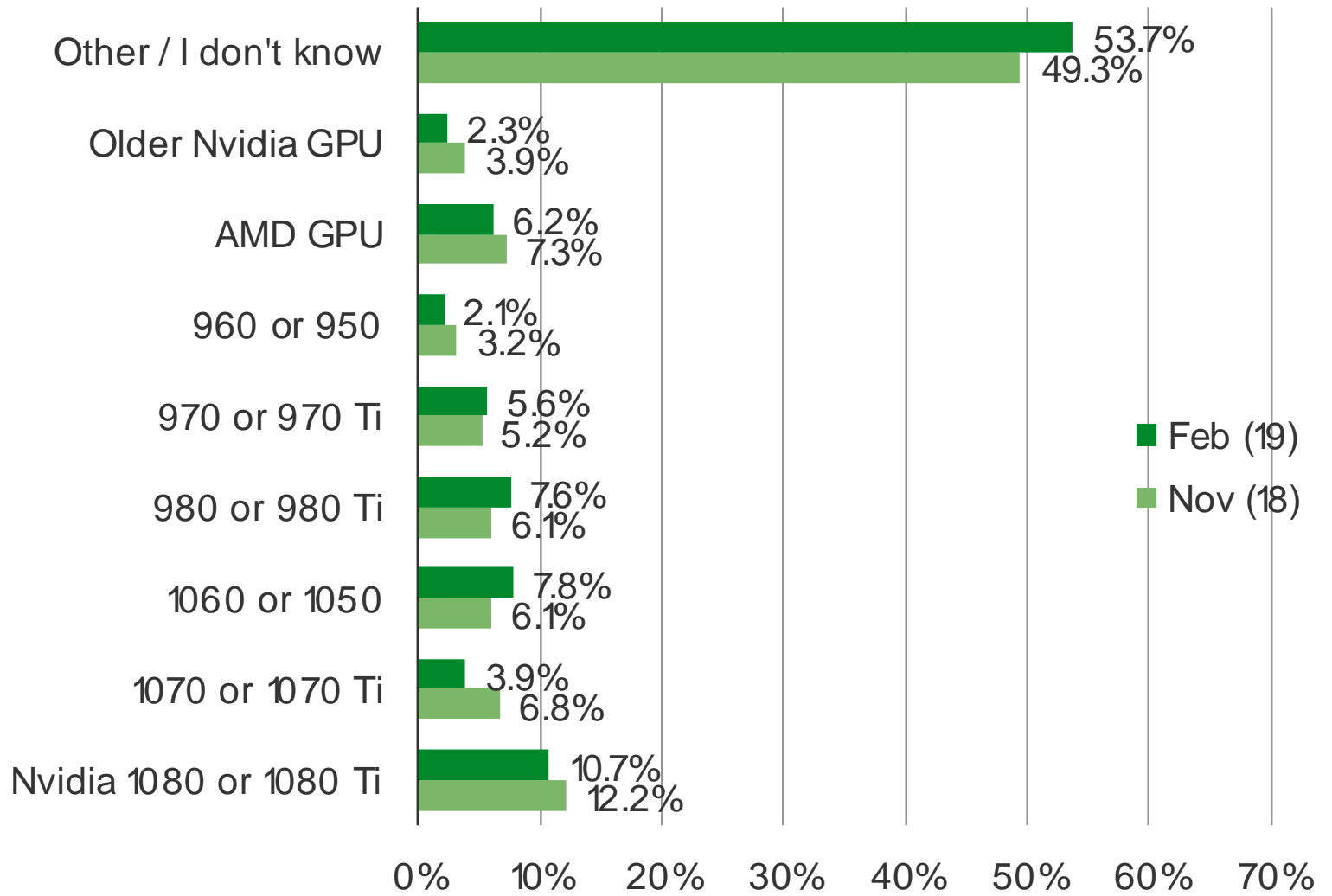
HAVE YOU PURCHASED AN AFTER-MARKET GPU FOR YOUR PC?

Posed to respondents who play video games on a computer



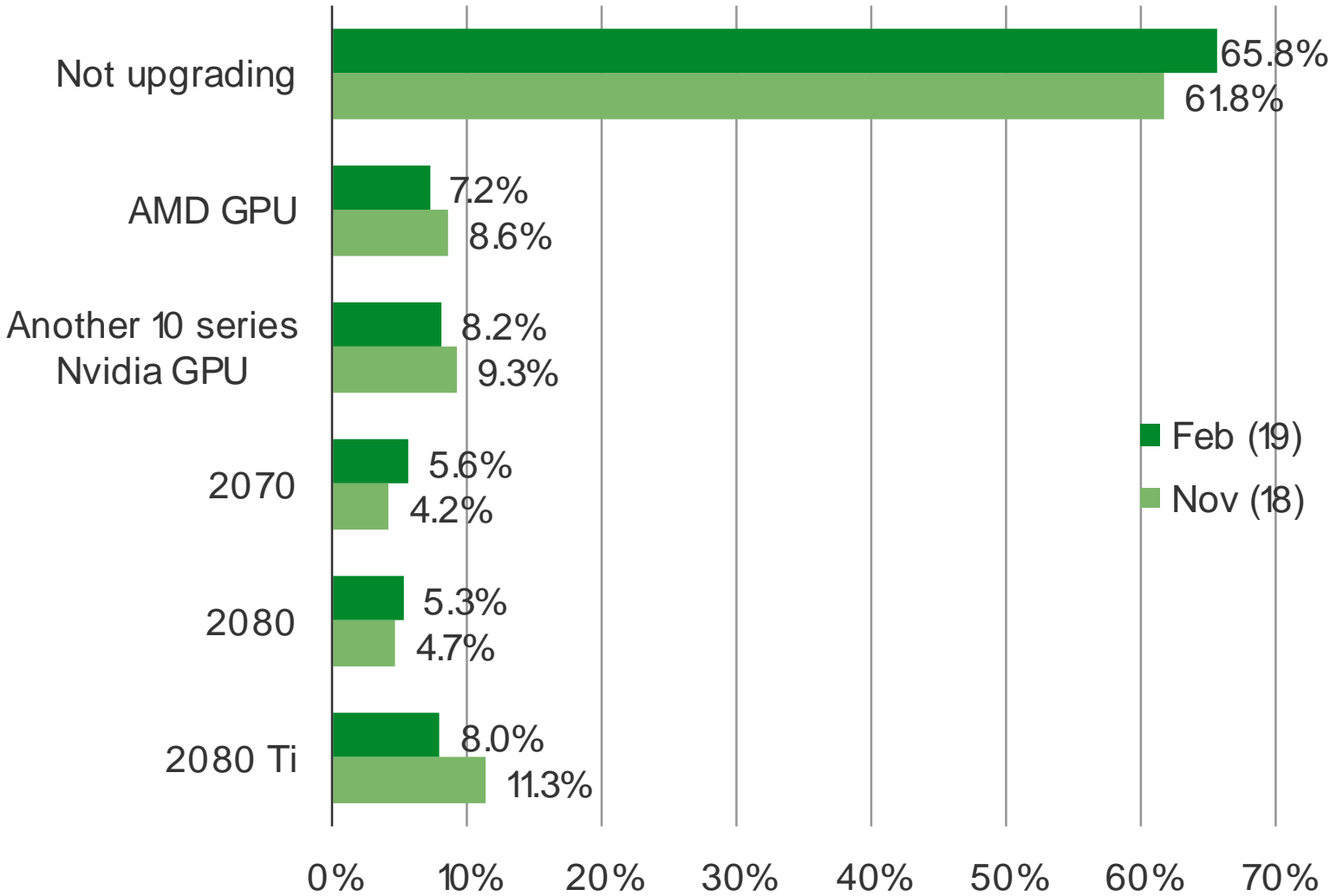
WHICH GPU DO YOU HAVE TODAY?

Posed to respondents who play video games on a computer



DO YOU PLAN ON UPGRADING YOUR GPU TO?

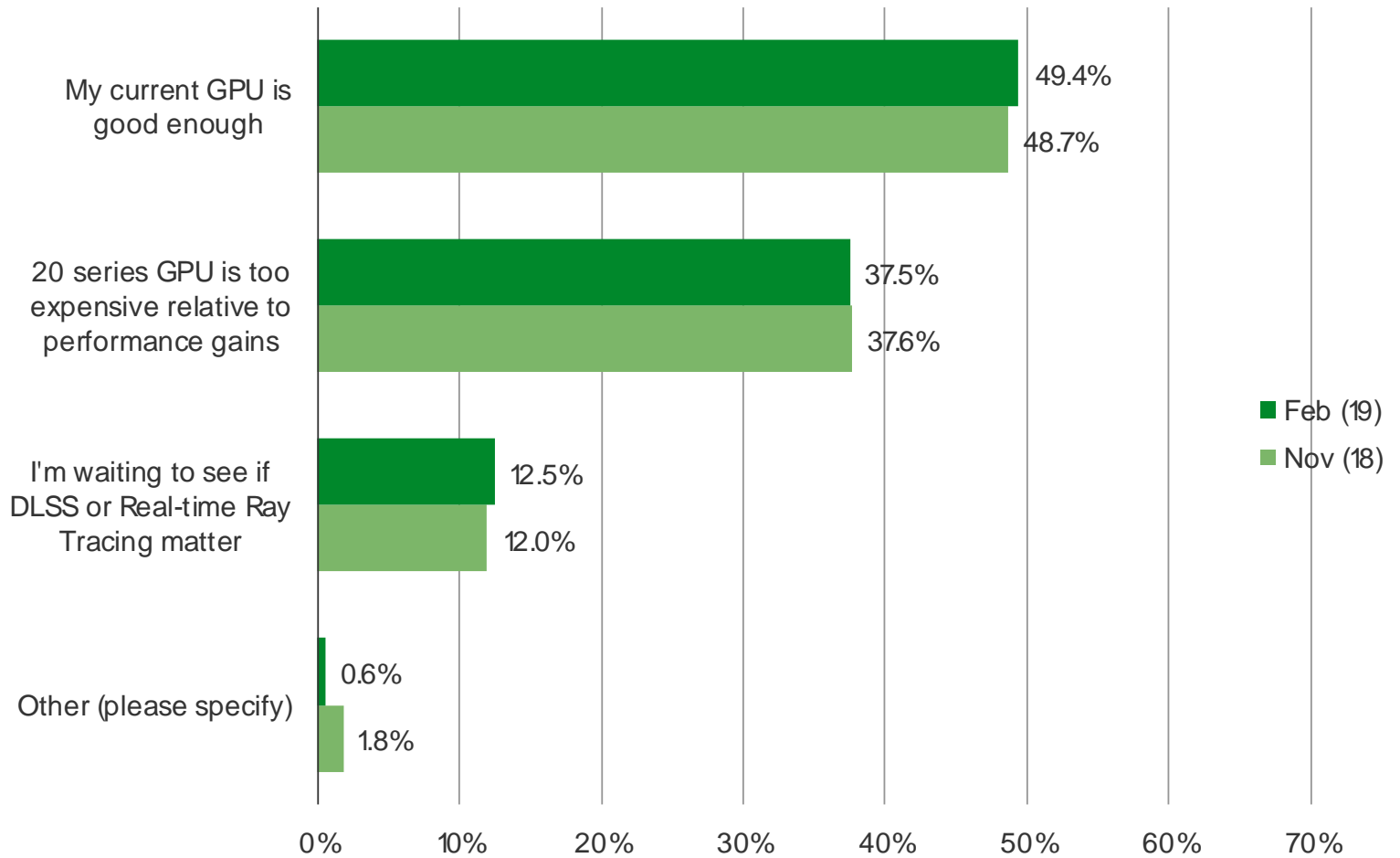
Posed to respondents who play video games on a computer





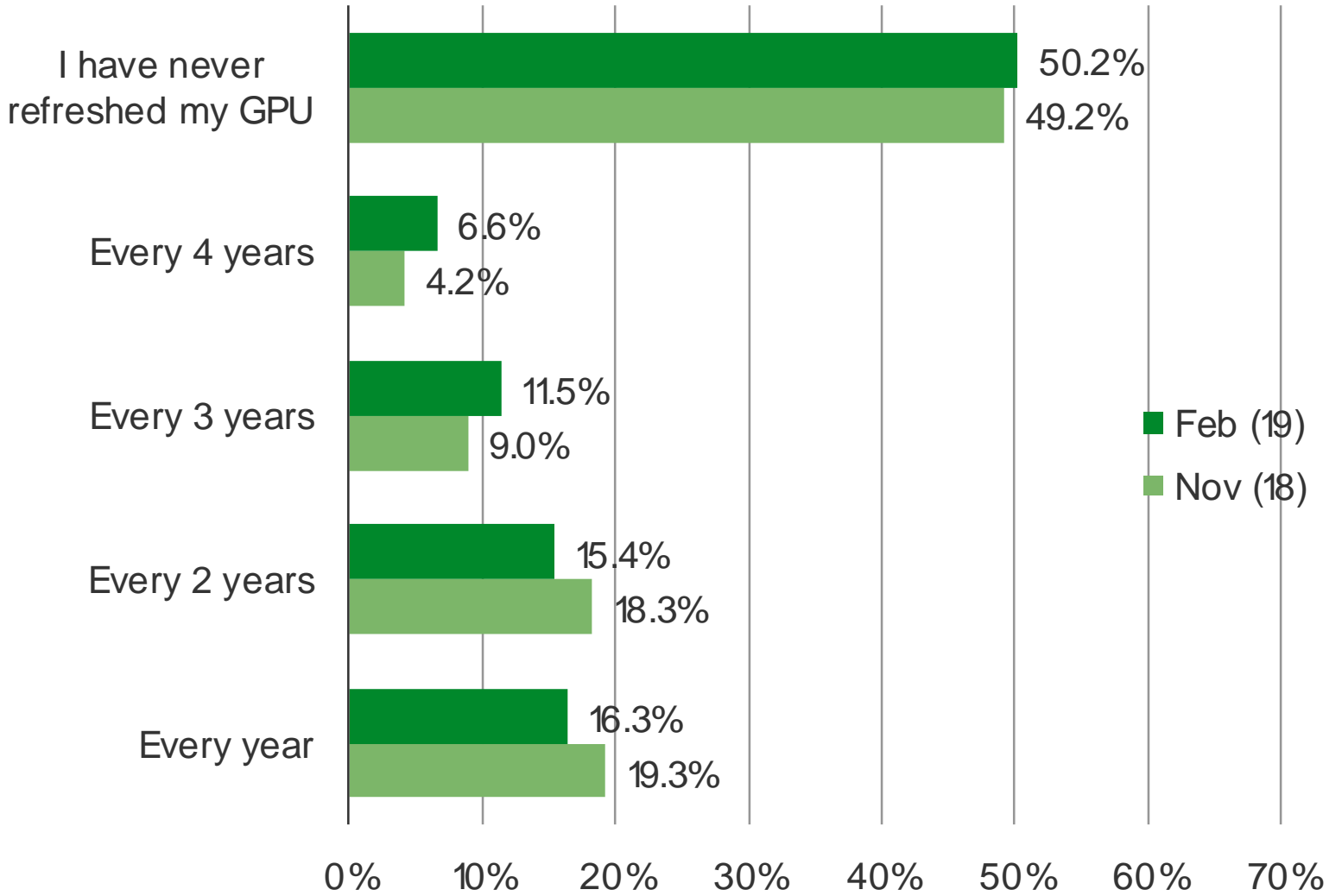
WHICH OF THE FOLLOWING MOST ACCURATELY REPRESENTS HOW YOU FEEL?

Posed to respondents who plan on upgrading their GPU



HOW OFTEN DO YOU NORMALLY REFRESH YOUR GPU?

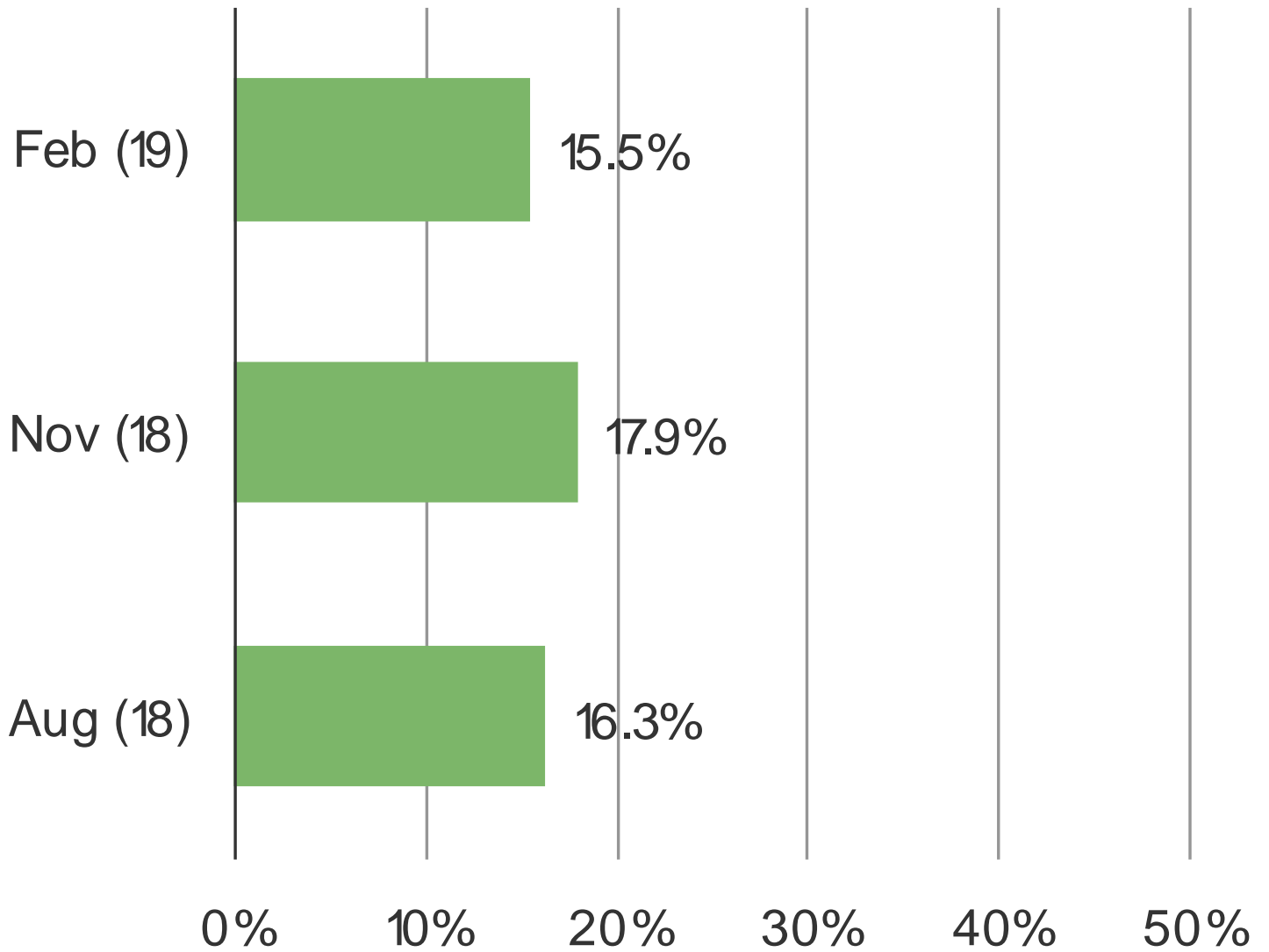
Posed to respondents who play video games on a computer



# MICROPROCESSORS

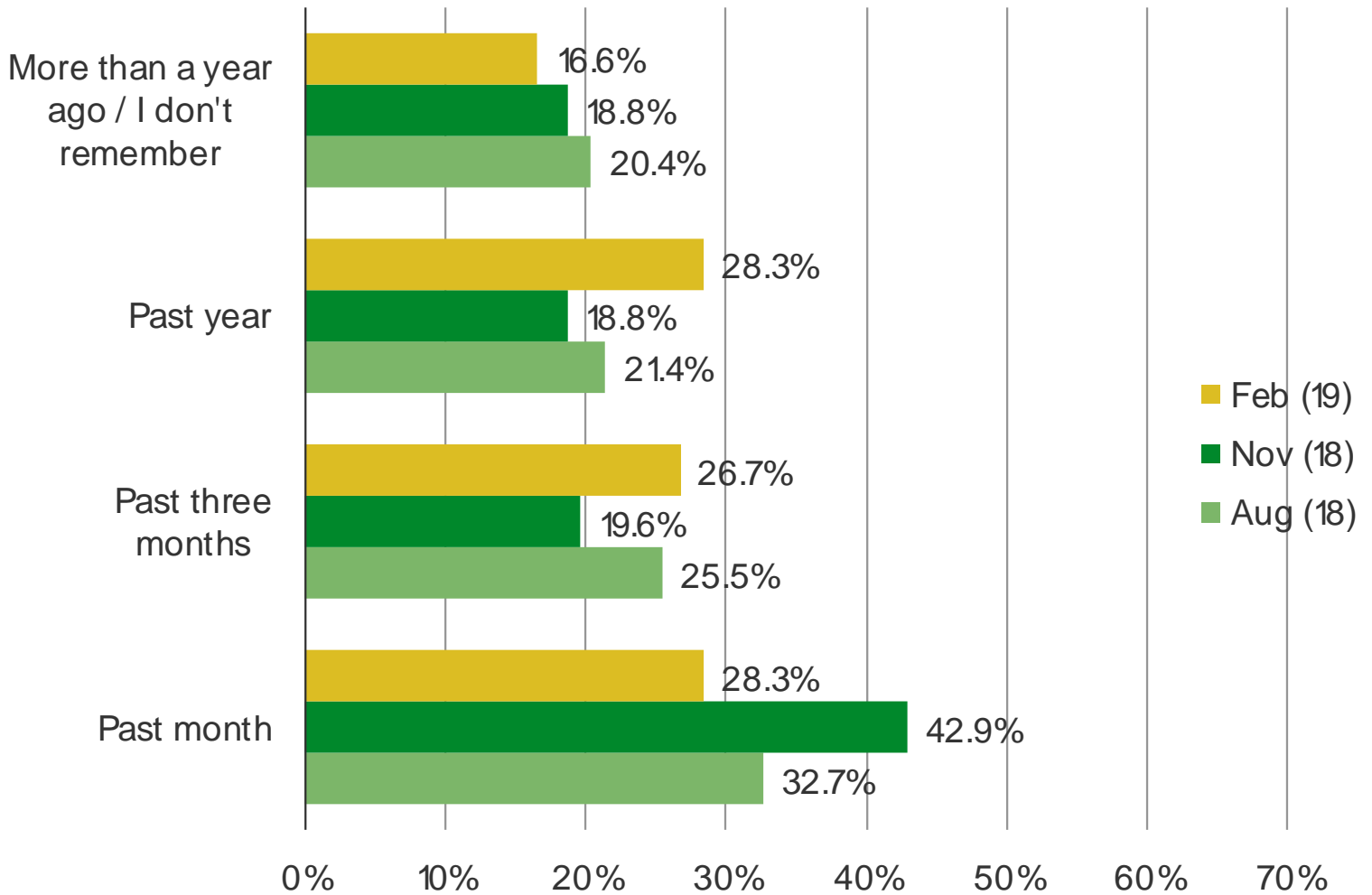
DO YOU WORK AT A COMPANY IN WHICH YOU HAVE VISIBILITY INTO DECISIONS AROUND COMPUTERS AND SERVER PURCHASES?

Posed to all respondents



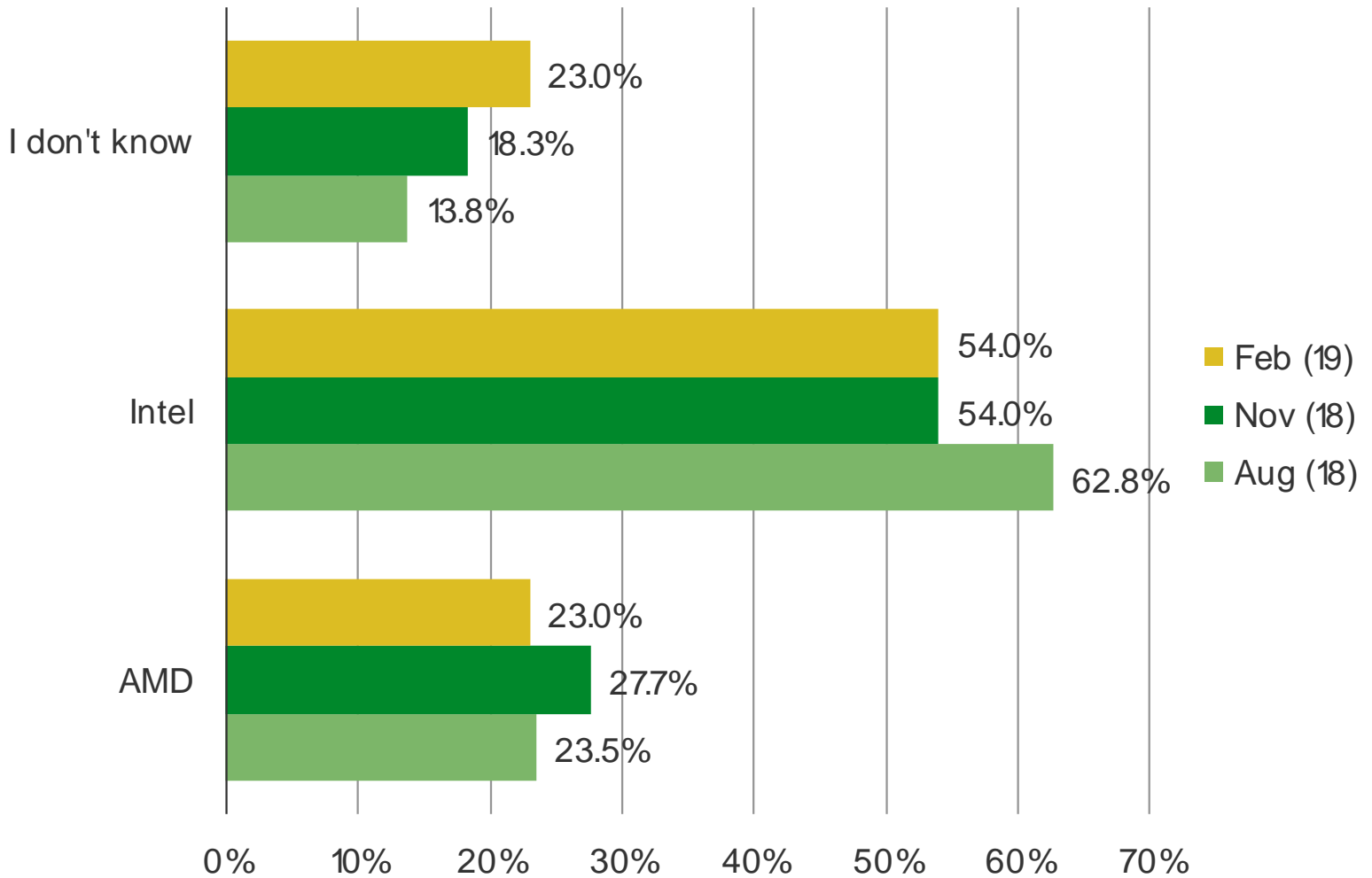
WHEN IS THE LAST TIME THAT YOUR ORGANIZATION PURCHASED COMPUTERS OR SERVERS?

Posed to respondents who have visibility into computer and server purchase decisions



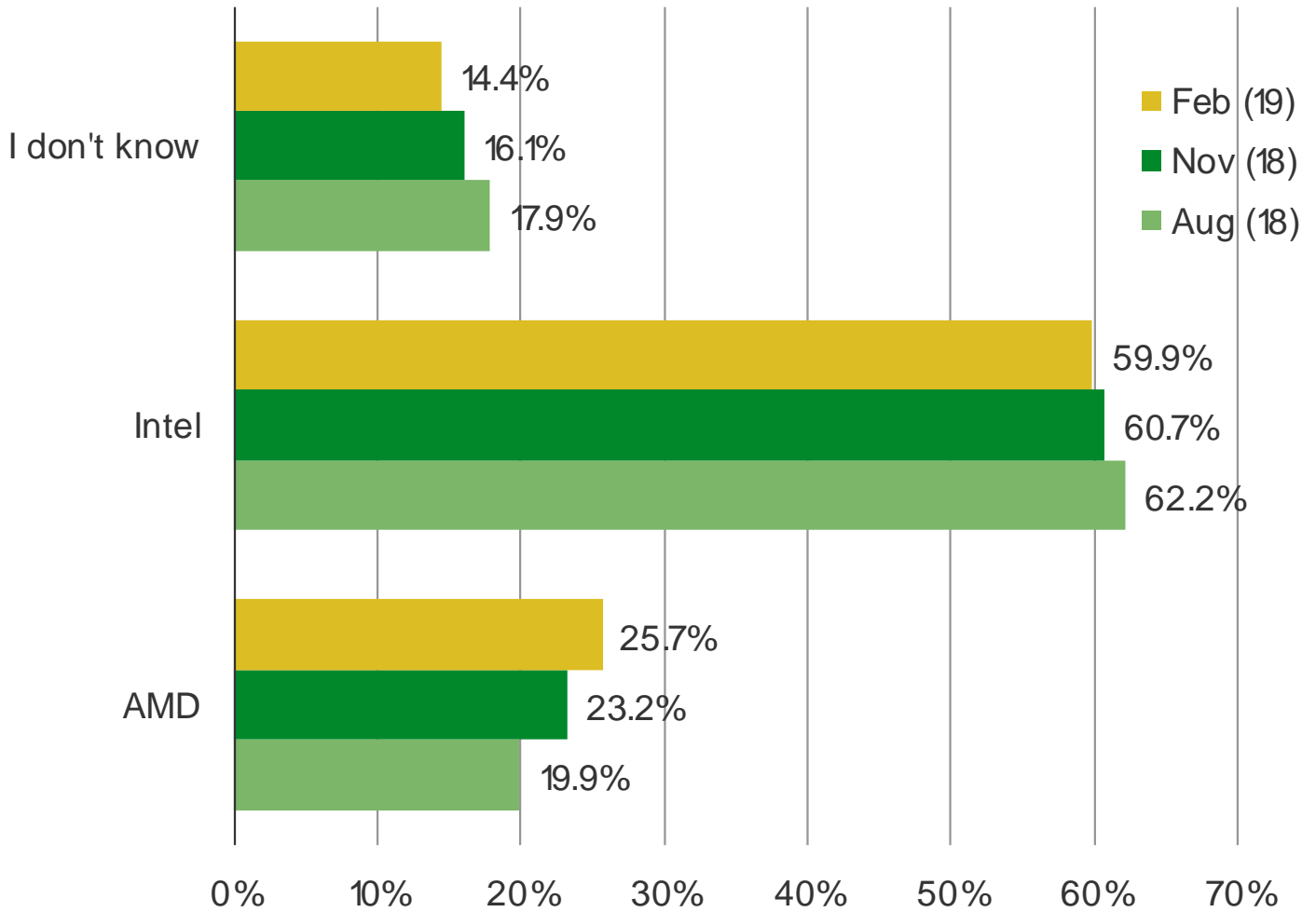
THINKING ABOUT YOUR MOST RECENT COMPUTER OR SERVER PURCHASES, DO YOU REMEMBER IF THE PRODUCT CONTAINED A MICROPROCESSOR FROM...

Posed to respondents who have visibility into computer and server purchase decisions



IF YOU WERE PURCHASING COMPUTERS OR SERVERS FOR YOUR COMPANY TODAY, WHICH MICROPROCESSORS WOULD YOU LIKELY CHOOSE?

Posed to respondents who have visibility into computer and server purchase decisions



AS FAR AS YOU KNOW, HAVE THE MICROPROCESSORS FROM EITHER OF THESE COMPANIES CHANGED OVER THE PAST YEAR?

Posed to respondents who have visibility into computer and server purchase decisions

