LAPTOP USERS NEED LONG BATTERY LIFE

AMD

WAKEFIELD

29% of Laptop Users Spend More than 10 Hours a Day Unplugged

The most important feature for a laptop is its portability. Nearly all laptop users say the ability to be "on the go" and work untethered from desks or outlets is important. This is only possible with a laptop that has great battery life.

94%:
the ability to be "on the go" is important

(Asked among those who use a laptop on a regular basis; n=657)

64%:
at least sometimes work somewhere other than their typical workspace

(Asked among those who are employed; n=382)

Hybrid work requires thin and light laptops with reliable all-day battery life. Nearly two-thirds of workers spend at least some time away from their typical workspace.
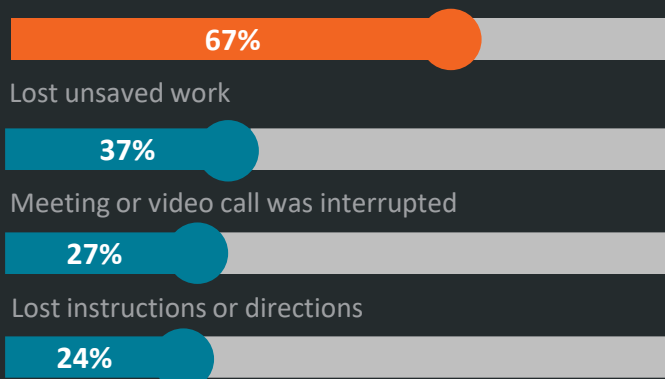
Laptop users are increasingly on the go and don't always have time to charge their laptops. The average user spends more than three hours a day on battery power.

29%:
spend more than 10 hours on battery power

(Asked among those who use a laptop on a regular basis; n=657)

Suffered any consequence from dead battery

67%

Lost unsaved work

37%

Meeting or video call was interrupted

27%

Lost instructions or directions

24%

With increased mobility comes increased risk that laptop users will run out of battery while on the go. More than a third (37%) say they have lost unsaved work, more than a quarter (27%) have had a meeting or video call interrupted by a dying battery, and 24% have lost instructions or directions they needed when a battery died on them.