



## ***NEWS***

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### **‘Last-minute’ Brits let down by slow computers**

- 59% have been let down by PCs, laptops, and mobiles at the last minute
  - Over £768 million lost each month due to these failures

**London, xx July 2014** – With summer holidays approaching, new research\* released today reveals that people in the UK are being let down at the last minute because technology unexpectedly fails to work or is too slow.

The research, commissioned by the memory and storage experts at [Crucial.com](http://Crucial.com), reveals that over half of us in the UK (51%) are leaving tasks to the last minute as we think our PCs or mobiles will make them quicker (76%) and easier (68%). Top last-minute activities include looking up travel directions, routes, and times (33%), shopping (23%), making payments, (18%), contacting friends/relatives (10%), and booking holidays (10%).

Unfortunately, more than half of us (59%) have also been let down at the last minute, with 55% of people suffering setbacks at least once a month. The failures include devices freezing (66%), not connecting to the internet (53%), being painfully slow (51%), running out of battery (26%), and resetting themselves (18%). The implications of home or mobile technology failing at the last minute include having to pay more for items, travel, or services (30%), getting flustered and sweaty (21%), getting lost (13%), crying (3%), and losing a job (1%).

Roddy McLean, a computer upgrade expert from Crucial.com, said, “We’re all used to jumping online last minute to look up information or make a purchase. However, if your computer is running slowly or is slow to boot up, these sorts of activities become stressful. In the case of a slow-running computer, a

simple memory upgrade could mean the difference between an easy day and last-minute trauma. Our advice is to act before it's too late.”

Although people think that using home or mobile technology to organise their lives is cheaper (37%), over £768 million<sup>1</sup> is being wasted each month due to technology failures, resulting in people paying more for holidays, shopping items, or services. People in the UK are also wasting over 97,000 days<sup>2</sup> each month trying to rectify issues caused by home or mobile technology failing them at the last minute.

Finally, although 56% say they are too dependent on technology and would struggle to cope if they lost it, only 16% would turn to traditional methods to complete a task, such as looking at a paper map or calling a timetable hotline.

### **-Ends-**

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\*Research carried out by Censuswide in June 2014. It included 2,000 UK respondents, aged 16–65, and was carried out online.

UK population figures of 64,100,000 supplied by the Office for National Statistics 2013 records: <http://www.ons.gov.uk/ons/rel/pop-estimate/population-estimates-for-uk--england-and-wales--scotland-and-northern-ireland/2013/stb---mid-2013-uk-population-estimates.html>.

### **Notes:**

#### **About Crucial.com**

Crucial.com is a leading online retailer specialising in computer memory (RAM) upgrades and solid state drives (SSDs), and is an online destination of Micron Technology, Inc., one of the world's leading manufacturers of computer memory products. Crucial.com offers more than 250,000 upgrades for nearly every computer system: home and business, old and new, PC and Mac<sup>®</sup> computers. Utilising a suite of easy-to-use, free online tools, including the [Crucial<sup>®</sup> System Scanner](#) and the [Crucial Memory Advisor<sup>™</sup>](#) tools, consumers are able to quickly assess, select, and purchase compatible memory upgrades to restore computer performance, improve system reliability and increase productivity. For more information, visit <http://uk.crucial.com/gbr/en>.

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<sup>1</sup> Average number of people let down by technology at least once a month = 55%

55% of total population = 35,255,000 (64,100,000/100 x 55)

35,255,000 (number of people let down by technology at least once each month) x £21.80 (average amount technology failures cost each person through paying more for items, travel, services and fixing the technology and through lost earnings) = £768,559,000

<sup>2</sup> 35,255,000 (number of people let down by technology at least once each month) x 240 (average number of seconds wasted when technology fails them at a crucial moment) / 60 (to find minutes) / 60 (to find hours) / 24 (to find days) = 97,931 days.

## **About Micron**

Micron Technology, Inc. is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit [www.micron.com](http://www.micron.com).

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