



# Reclaim Your Day: The Impact of AI PCs on Productivity

From chores to choices:  
Unlocking time in the AI era

intel®

# At a glance

## The hidden cost of digital admin

According to a recently commissioned study by Intel, respondents in Germany, the U.K. and France cumulatively lose nearly 15 hours weekly to routine computer tasks – time that could be spent on more meaningful activities. From hour-long email composition to endless file searching, these “digital chores” consume nearly two days of the average working time per week.

## The AI PC opportunity

AI PCs can save people hours weekly through built-in artificial intelligence with features like accelerated task processing, enhanced privacy, and adaptive learning.

## The education gap

Despite their potential, 86% of consumers have never heard of or used an AI PC – yet 40% would consider one for their next upgrade once they understand the benefits. This highlights a critical need to close the awareness gap.

## The human impact

When asked how they would use reclaimed time, 62% would spend it with family, 48% would exercise more, and 92% of full-time employees believe it would help achieve better work-life balance. The AI PC isn't just about faster computing – it's about giving people back their time.

# Introduction

Time is our greatest commodity. Yet every day, whether at work or at home, it is increasingly consumed by the very tools designed to make our lives easier. What if it didn't have to be this way? What if technology could shoulder the burden of our more mundane tasks, giving us freedom to focus on what really inspires us?

AI-powered PCs offer an answer that can transform our daily lives in new and exciting ways. With the AI PC, every person has the opportunity to unlock greater creativity, productivity and time for the things that both interest us and make us uniquely human.

To understand both, the challenge and the opportunity of this new era, Intel conducted a comprehensive survey of 6,000 people, aged 18 and over, across three major European markets: Germany, the U.K. and France. We looked at consumer computer usage habits, their awareness of AI PCs, and crucially, how they would use the extra time they'd gain. This report presents these findings.

The Intel logo is displayed in white lowercase letters on a dark blue square background.

# The hidden cost of computer chores

Our research reveals a startling reality about the average time consumed by routine computer tasks. These “digital chores” have become so embedded in our daily routines that we often fail to recognize their cumulative impact – over the course of a week:

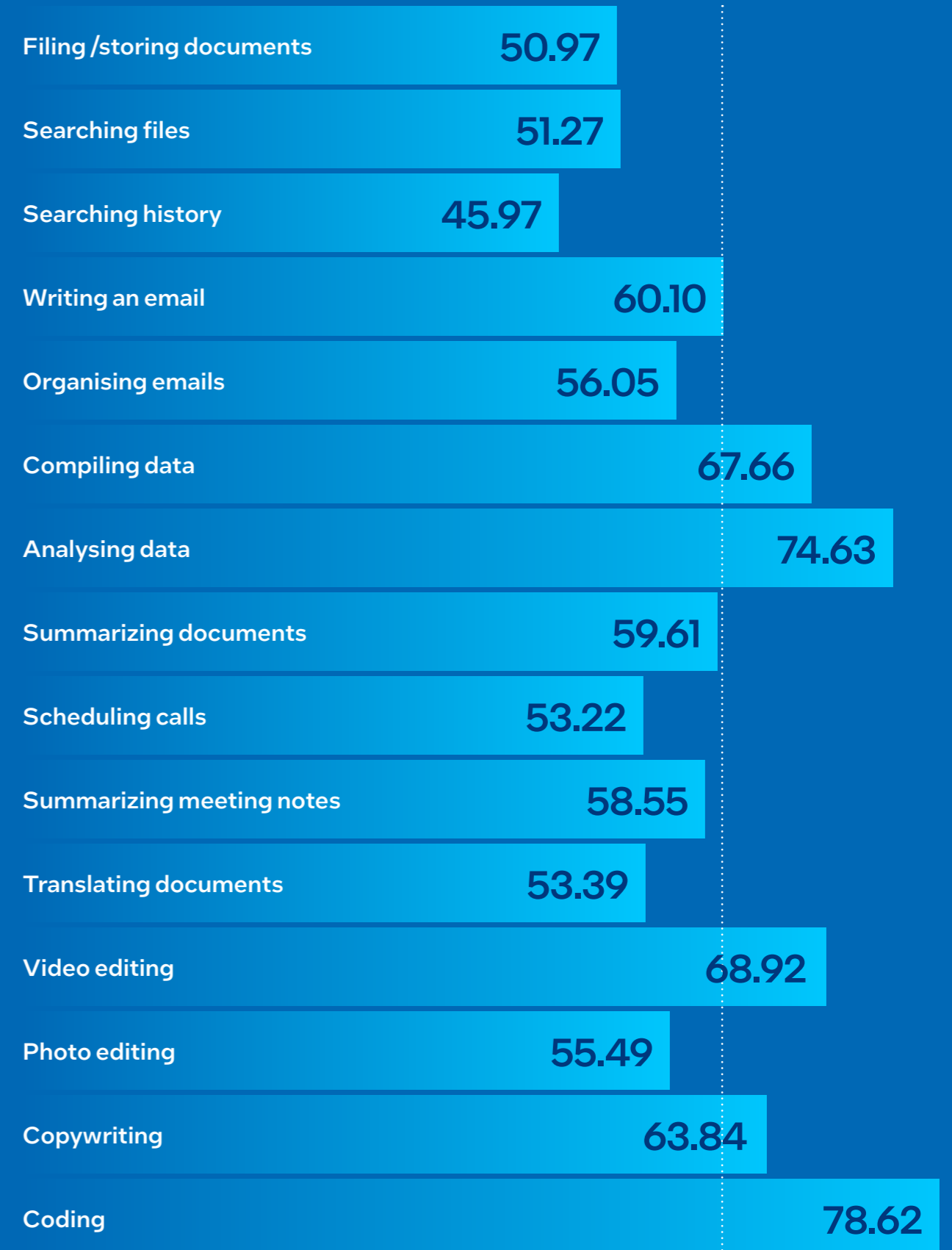
- **File management:** 51 minutes searching for files, filing and storing documents on their PCs.
- **Data handling:** 68 minutes compiling data and a further 75 minutes analysing data.
- **Email writing:** 67 minutes to summarize documents and 72 minutes to write emails, a figure which is even higher among business owners and employees.
- **Call scheduling:** 53 minutes scheduling calls.
- **Inbox management:** 56 minutes organizing emails in their inbox.
- **Note taking:** 59 minutes summarizing meeting notes; this is higher among 25–34-year-olds, who average around 68 minutes summarizing.

The cumulative impact? A staggering **899 minutes** (nearly 15 hours) spent weekly on administrative computer tasks! That equates to an entire waking day for most adults.



## Mean in minutes per week

1 hour



**Total: 899 minutes**



An AI PC is the next evolution in personal computing, integrating artificial intelligence capabilities directly into its hardware and software.

## The AI PC revolution

At this crucial juncture, AI PCs emerge as a transformative solution. But what exactly is an AI PC, and how does it differ from traditional computers?

### What is an AI PC?

An AI PC is the next evolution in personal computing, integrating artificial intelligence capabilities directly into its hardware and software. Unlike traditional computers that either lack AI capabilities or rely heavily on cloud services, AI PCs bring all the computing power in one place. This gives consumers the ability to take productivity, creativity, gaming, entertainment, security, and so much more to the next level.

This architectural shift has several key advantages:

- **Accelerated and power efficient:** Dedicated AI hardware enables faster completion of routine tasks.
- **Enhanced privacy:** Local AI processing keeps sensitive data on your device.
- **Adaptive learning:** The system learns from your usage patterns to provide increasingly personalized experiences.
- **Intelligent resource management:** Smart power distribution extends battery life while maintaining performance.
- **Real-time processing:** Immediate response for AI-enhanced features without cloud latency.

### Quantifying the AI advantage

Early data demonstrates the transformative potential of AI PCs:

- **Productivity gain:** More than 240 minutes saved weekly on routine tasks<sup>1</sup>, which is longer than the average length of a flight from London to Malta.
- **Processing speed:** AI systems can process text near instantly, compared to human typing at 40–60 words per minute<sup>2</sup>.
- **Meeting efficiency:** It can take 4x the length of a meeting for somebody to transcribe the minutes<sup>3</sup>, while AI can transcribe immediately.
- **Battery life:** The latest AI processors enable up to 20 hours of battery life<sup>4</sup>, allowing consumers to work anywhere without fear of needing a power socket. That can mean watching an entire season of your favorite television program or three days of office productivity.

<sup>1</sup> <https://aiarchitects.ai/how-much-time-are-employees-saving-using-ai-each-day/>

<sup>2</sup> <https://www.asaporg.com/efficiency-skills/average-words-per-minute-typing-how-fast-is-fast-enough#:~:text=For%20most%20people%2C%20the%20average,best%20words%20per%20minute%20achievement>

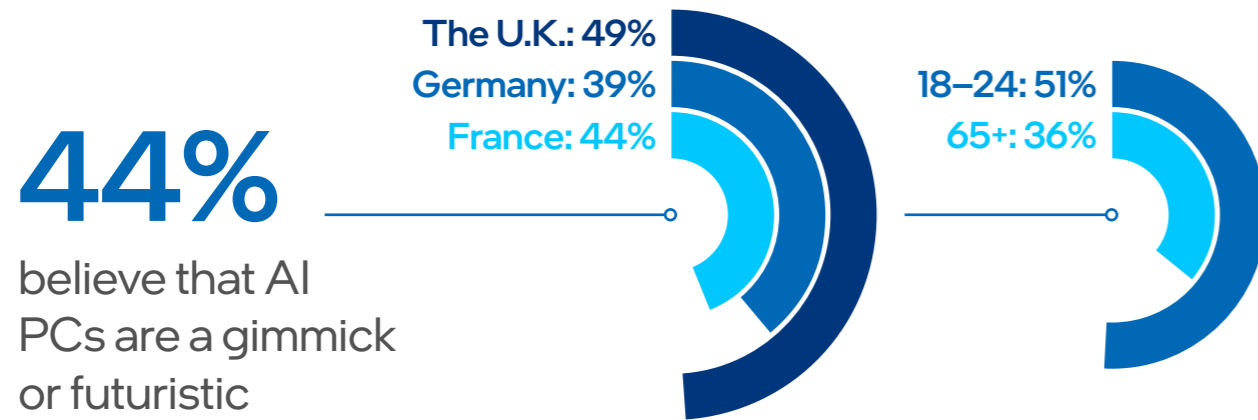
<sup>3</sup> <https://www.mondayroadmap.com/transcription-time-per-audio-hour/>

<sup>4</sup> <https://www.intel.com/content/www/us/en/newsroom/news/core-ultra-200v-series-mobile.html#gs.il10kb>

## The AI PC education gap

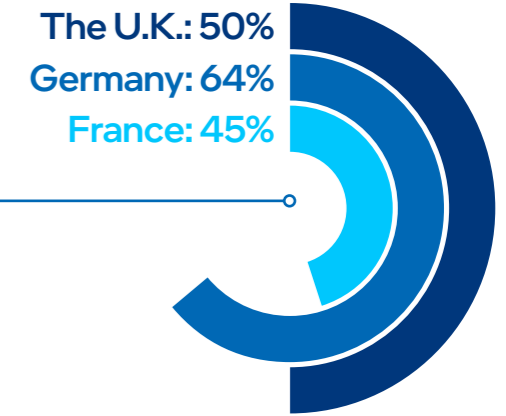
Despite their game-changing potential, our research uncovered a significant awareness and understanding gap on AI PCs.

While AI PCs continue to become more prevalent in the market, 86% of respondents have either never heard of or used an AI PC. This has created misconceptions:



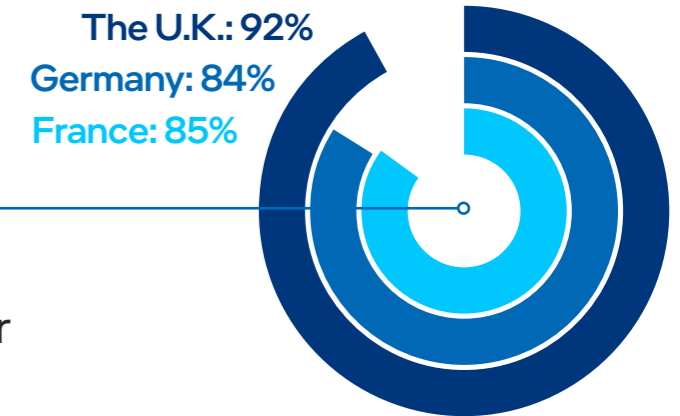
**53%**

believe AI PCs are only for creatives or technical professionals



**86%**

are concerned about the privacy and security of their data when using an AI PC



**17%**

believe AI PCs are not secure or regulated



A more worrying statistic identified that, on average, consumers who own an AI PC spent longer on computer chores than those who had a normal PC or laptop. This finding highlights a greater need: proper education on AI implementation and usage is essential for realizing its potential.

Many AI users spend a long time identifying how best to communicate with AI tools to get the desired answers or response. Organizations providing AI-assisted products must offer greater education in order to truly showcase the potential of 'everyday AI'.

## Reclaiming time for what matters

While AI can't completely remove the need for such computer chores, it can alleviate the lift required to do them – giving people back valuable time to explore other passions. If people had more free minutes in their days, they would spend it:

### Building relationships

- 62% said they would spend more time with family and 51% indicated they'd catch up with friends

### Personal wellness

- 48% of respondents said they would spend more time exercising if they had extra time in their day

### Household tasks

- 40% indicated they would cook more and nearly one-third (31%) saying they would use the time to clean

### Personal growth

- 41% said they would pick up a new project or hobby
- 55% would spend their newfound time reading
- 47% said they would learn a new creative skill - this was significantly higher among 18–34-year-olds (56%)
- 44% would try their hand at learning a new language
- 38% would test their arts & crafts skills

### Professional development:

- 50% said that if they had more time back in their day, they would use it to pursue personal or professional development opportunities. This was significantly higher (65%) among full time employees
- 92% of full-time employees said that having more time back in their day would help them achieve greater work-life balance



92% of full-time employees said that having more time back in their day would help them achieve greater work-life balance



41% would consider an AI PC for their next upgrade

## Consumer interest in AI PCs shows potential

Our research indicates a strong consumer interest in adopting AI PCs once they understand the benefits. Despite some lack of awareness, the potential for widespread adoption is significant:

- 41% would consider an AI PC for their next upgrade
  - Of those who aren't familiar with an AI PC, just 32% would consider purchasing one for their next upgrade, however this jumps to 64% once individuals have experience using an AI PC.
- If they had access to an AI PC, the top three features individuals would use include:
  - Real-time language translation (39%)
  - Optimized file searches (35%)
  - Enhanced cybersecurity (32%)
- 40% feel positive about the adaptive capabilities of AI PCs to better understand their habits and likes

## A time saving revolution

We are standing on the threshold of a new era of personal computing. As more consumers express a desire to reclaim time for what matters most, the AI PC has the potential to not only transform the market but how technology serves and benefits people. By closing the AI education gap, we can unlock this potential.



# Country Snapshots

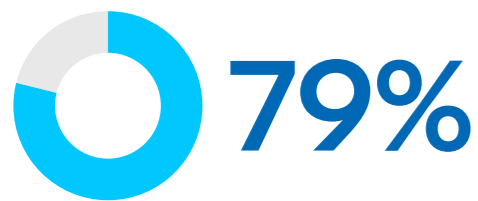


## Top Three Computer Chores

The top three computer chores that take German respondents the longest time, on average, each week to complete are:

- 1 Coding (80 mins)
- 2 Analysing data (70 mins)
- 3 Video editing (66 mins)

## Work-Life Balance



of German respondents believe that having extra time in the day would help them achieve a better work-life balance.

## Personal & Professional Development



More than half of German consumers would be likely to use the extra time in the day to pursue personal or professional development opportunities.

## Awareness of AI PCs



The German market is the most aware of AI PCs, with 28% of respondents either owning or having used one.

## Top Three Ways to Describe an AI PC

German respondents believe that the best three ways to describe an AI PC are:

- 1 For creatives (48%)
- 2 For individuals in a technical role (47%)
- 3 Futuristic (33%)

## Top Features

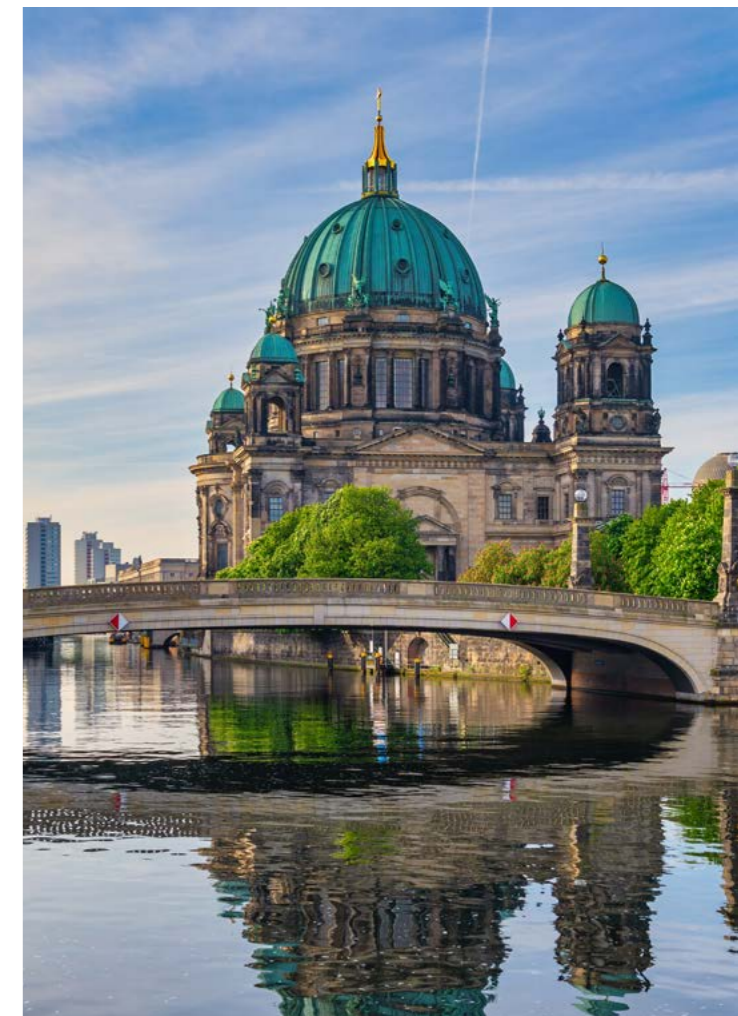
The top three features that German consumers would use an AI PC for are:

- 1 Real-time language translation (50%)
- 2 Searching for files and documents (42%)
- 3 Predictive text input (39%)

## Data Privacy and Security



German respondents were the least concerned of all three nations about the privacy and security of their data when using an AI PC, with only 28% being very or extremely concerned.










 **The U.K.**

 **Top Three Computer Chores**


The top three computer chores that take U.K. respondents the longest time, on average, each week to complete are:

- 1  **Analysing data (91 mins)**
- 2  **Coding (89 mins)**
- 3  **Compiling data (82 mins)**

 **Work-Life Balance**



of U.K. respondents believe having extra time in the day would help them achieve a better work-life balance – the most positive of all nations surveyed.

 **Personal & Professional Development**



More than half of U.K. consumers would be likely to use the extra time in the day to pursue personal or professional development opportunities.




 **Awareness of AI PCs**



Only 8% of U.K. consumers have either used an AI PC before or own one.




 **Top Three Ways to Spend Extra Time**

The top three things U.K. respondents would do with their extra time are:

- 1  **Spending time with family (61%)**
- 2  **Spending time with friends (46%)**
- 3  **Doing sports / exercising (43%)**


 **Top Three Ways to Describe an AI PC**


U.K. respondents believe that the best three ways to describe an AI PC are:

- 1  **Futuristic (40%)**
- 2  **For individuals in a technical role (36%)**
- 3  **For creatives (32%)**

 **Top Features**

The top features that U.K. consumers would use an AI PC for are:

- 1  **Searching for files and documents (31%)**
- 2  **Real-time language translation (30%)**
- 3  **Predictive text input (30%)**
- 4  **Enhanced cybersecurity (30%)**

 **Data Privacy and Security**



The U.K. was the most concerned country about the privacy and security of their data when using an AI PC, with 37% being very/extremely concerned.

 **Daily Computer Tasks**



U.K. consumers are most likely to consider purchasing an AI PC if they learned that it could significantly reduce the time they spent on daily computer tasks (43%).



### Top Three Computer Chores

The top three computer chores that take French respondents the longest time, on average, each week to complete are:

- 1 Copywriting (66 mins)
- 2 Coding (64 mins)
- 3 Video editing (63 mins)

### Work-Life Balance



of French respondents believe that having extra time in the day would help them achieve a better work-life balance.

### Personal & Professional Development



French consumers had the least number of respondents (45%) who said they would be likely to use the extra time in the day to pursue personal or professional development opportunities.

### Awareness of AI PCs



French consumers are the least familiar with AI PCs, compared to respondents in the U.K. and Germany – only 7% of respondents had an AI PC or had used it before.



### Top Three Ways to Spend Extra Time

The top three projects or hobbies that French consumers would explore if they had more time are:

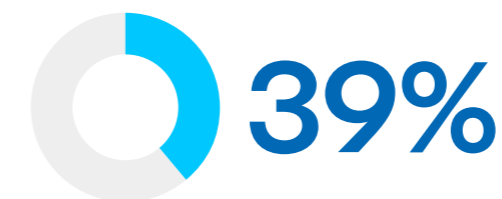
- 1 Spending more time reading (54%)
- 2 Learning a new creative skill (42%)
- 3 Cooking (42%)

### Top Features

The top three features that German consumers would use an AI PC for are:

- 1 Real-time language translation (40%)
- 2 Searching for files and documents (33%)
- 3 Enhanced cybersecurity (33%)

### Daily Computer Tasks



of French respondents agreed that they consider purchasing an AI PC if it could significantly reduce the time spent on daily computing tasks.

## Experience the latest Intel AI PC capabilities

In order to meet the growing demand of today's consumers to be able to create, connect and play on the go, Intel designed the Intel® Core™ Ultra 200V series processors to deliver exceptional performance and long-lasting battery life, underpinned by AI.

Intel Core Ultra 200V series processor delivers up to 120 total platform TOPS (tera operations per second) across central processing unit (CPU), graphic processing unit (GPU) and neural processing unit (NPU). The fourth-generation NPU is up to 4x more powerful than the previous generation and is ideal for running sustained AI workloads while remaining energy-efficient.

## Report Methodology

The survey was conducted among 6,000 interviews with people, aged 18 and above, across Germany, the U.K. and France. The gender split of respondents are 51% male and 49% female, all of whom are from a variety of backgrounds, education levels and job roles. Responses to the survey are not differentiated between professional and personal use.

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