



Survey: 53% of Office Computer Users Say 'No Thanks' To Professional IT Help When Fixing Computer Problems At Work

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The Pollack PR Marketing Group
310-556-4443
wostedt@ppmgcorp.com
spollack@ppmgcorp.com

Boise, Idaho, April 08, 2013 ♦ In an era when the performance of office computers can help achieve success in a fast-paced business world, new research reveals that a majority of office workers with computers (53%) are opting to either fix their own computer problems or ask a co-worker/someone else for help instead of relying on an IT professional/helpdesk.

The nationwide survey (2,144 U.S. adults), conducted online in March 2013 by **Harris Interactive** on behalf of **Crucial.com** and in conjunction with the recently launched search for America's next great office computer superstar (www.crucialsuperstar.com), also revealed that 29% of office computer users cite computer problems (lost files, slowness, crashes, etc.) as the top reason for reduced productivity in the office. Office computer problems trumped co-workers (25%), workload (22%), management (22%) and customers/clients/vendors (15%) when it comes to negatively affecting worker productivity in the office.

"It is interesting that while computers play such a pivotal role in the flow of an office's workload, many employees are choosing to remedy their computer issues without the assistance of a trained IT professional," says Roddy McLean, marketing director, Crucial.com. "As the modern office worker is more reliant on the performance of their computer, they have also become more adept at finding a do-it-yourself solution when a computer crisis strikes."

The survey results come in support of the launch of a national contest that seeks to recognize those everyday office workers who come to the aid of co-workers that have fallen victim to everyday office computer chaos. The contest encourages people to nominate their own unsung office heroes at www.CrucialSuperstar.com for a chance to reward their office superstar with \$5,000 cash, a \$5,000 BestBuy.com gift certificate for the office, and the title of America's **Official Unofficial Office Computer Go-To Superstar**.

In addition, the survey also found that in the office, male computer users (46%) are significantly more likely than female computer users (25%) to fix their own computer problems at work, and young men, aged 18-34, are 61% more likely to do so.

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Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Crucial.com from March 14-18, 2013 among 2,144 adults ages 18 and older, among which 1,012 are employed and work in an office with computers. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Will Ostedt at wostedt@ppmgcorp.com.

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