

Serbia

Use of computers in Belgrade area and Serbia

The aim of this article is to reveal trends pertaining to the use of laptop and desktop computers in Belgrade and Serbia. The latest data show that laptop computers are still not as popular as desktops and those households which own a desktop are more likely to own a laptop as well.

The famous words of IBM's Tomas Watson Jr. that he foresaw "a market potential for only five computers" have been proven to be wrong since the year 1950 when they were spoken. Technological development and innovations have reduced the production costs for computers so that today they are available to the majority of the population and are significantly easier to use. Further progress has increased the availability of laptop computers and it is very interesting to observe how they perform on the market. Therefore, here we present the latest data collected in the Belgrade area and the whole of Serbia.

If we examine the data from September 2008 collected in the Belgrade area, we can conclude that 23% of respondents said that their household owns a laptop computer. The majority of laptop users are people aged 45 to 75 years who have a university or junior college degree. Slightly over half of them are in full-time employment and they mostly work as managers or other professionals (professors, engineers, doctors etc).

The data referring to use show that, among households which own laptops, three quarters of the users use their laptop once a day. Some 19% of users say they use their laptop several times per week. Toshiba and Fujitsu appear to hold top positions, while Dell is ranked third. Other brands do not show such high performance.

The data concerning the use of laptop computers at work indicate similar trends. Our respondents from Belgrade said that they usually use a laptop computer every day. It appears that the use of laptop computers in public places such as cafés or public transportation is not at all common. However, the use of laptops in cars is more common.

More than half of the laptops in the Belgrade area were purchased in 2007 and 2008 while some 20% were bought in 2006. Purchases in the period between the year 2000 and 2005 also amount to a fifth of the total.

The data from the nationally representative GfK Omnibus research conducted in September 2008 shows the following: it appears that around one third of Serbian citizens aged 20-29 have laptops in their household. Respondents who have attained secondary education levels report high scores with around 56% of them saying that their homes are equipped with laptops. It appears that laptop computers are especially popular among young people even if they do not have a permanent job and even though they are still students.

Furthermore, it is interesting to compare the data for desktop and laptop computers. The data from the September 2008 Omnibus show clearly that the households which own desktop computers also tend to own laptop computers. It is safe to say that the day when laptops will replace desktop computers has not yet arrived in Serbia. In addition, it appears that the people with a university degree tend to use both types of computers more than others do.



If we analyze the data regarding the current professional and employment status, it appears that one in two top managers owns both a laptop and a desktop computer. Students also tend to use both desktop and laptop computers, but the desktop to laptop ratio favours the desktop, the ratio being 5.6 desktops to one laptop.

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