

A Majority of Americans View the “Tech Geek” Label as a Compliment

New data from Crucial.com shows society admires tech aptitude more than ever before

Boise, Idaho– January 21, 2015 – While the profile of the typical “tech geek” remains overwhelmingly male, the label itself has transitioned from a negative to a positive connotation, according to new data released today in the Crucial.com Tech-Know Meter Survey. A majority of Americans (58 percent) consider being deemed a “tech geek” to be a compliment. Additionally, society places a high priority on the development of tech skills, with approximately 1 in 3 participants preferring students be taught tech and IT skills over reading and writing. The independent survey, which was commissioned by Crucial.com and conducted by GMI Research, found that “tech geek” status is more revered than perhaps ever before.

Geek is the New Chic

- **Romantic Desirability:** Almost half of women (45 percent) identified tech entrepreneurs as the most desirable potential spouse, compared to only 5 percent of women who would prefer a football player for a spouse. More than 1 in 3 women want a significant other who is tech savvy (38 percent).
- **Financial Success:** Eighty-eight percent of respondents felt that tech savviness improves the candidacy of a job applicant, and 60 percent think tech geeks have the earning potential to become billionaires.
- **Status Symbol:** Nearly 1 in 5 men (19 percent) have bragged about tech to their friends, while a vast majority of respondents wish to improve their personal tech savviness (81 percent of men and 74 percent of women).

When it comes to perceptions of tech-know, men were almost twice as likely to identify themselves as fluent in tech terminology and language (66 percent as opposed to just 38 percent of women). On the whole, men tend to be more interested in the latest IT innovations than women (68 percent versus 49). Women, on the other hand, tend to be more humble with regards to tech knowledge and use. Although 52 percent of women surveyed do not know how to change a printer’s toner cartridge and 63 percent feel overwhelmed by tech sometimes, a near majority reported being unafraid to ask for tech help when needed (48 percent).

“Americans recognize how prevalent tech has become in everyday life,” said Crucial.com Marketing Manager, Ed Walker. “These findings demonstrate that society has warmed to people who are the most capable of fixing and improving the devices we rely on, both in our personal and professional lives.”

For additional information about the [survey](#), Crucial, or computer memory upgrades, visit [Crucial.com](#).

Research findings are based on a survey conducted in the US between December 10 and December 17, 2014, which polled 1,000 adults aged 18-65 about their tech aptitude. The survey was completed through GMI’s Global Test Market double opted in panelists who have registered to participate in online surveys. Respondents who were invited to participate in this survey were split equally on gender. Differential sampling was done to account for response rate differences by demographics. Quotas were



also set in the survey to ensure that over representation of the age and gender groups involved did not occur.

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