



## Rise of the "Techno-sexual" as more women admire tech savvy gents over car bonnet boosters

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**Glasgow, UK, January 24, 2013** - A new generation of men are winning over the hearts and minds of their female counterparts according to research<sup>1</sup> released today from computer upgrade site Crucial.com. Men who really know about technology, including how to fix and upgrade it, are being duly dubbed "Techno-sexuals", with nearly two-thirds (59%) of women surveyed saying they most admire guys who have the ability to improve their hardware. This compares to a lesser 49% who love a bloke who can tinker under the car bonnet.

Such is the increase in prowess of "Techno-sexuals" that nearly 40% of men surveyed admitted to having exaggerated about their tech know-how credentials, including their ability to mend and upgrade gadgets, computers and laptops in an attempt to impress the fairer sex. Though women may admire those that really know their stuff, guys that try to bluff their way without proving it may get caught out, with 80% of women never believing those that are all mouth and no action. And with a massive 81% of those surveyed experiencing the issue of a poorly performing computer or laptop, many blokes are missing the opportunity to prove their tech skills through actions like a simple computer memory upgrade which could impress the apple of their eye.

The Techno-sexual trend seems to be growing as we become more dependent on technology in our everyday lives. In fact, 60% of people surveyed wished they knew more about technology over the likes of cars (33%), property (28%), music (17%), fashion (14%) or sport (11%)<sup>1</sup>.

"Heroes today are becoming more Mark Zuckerberg than Jeremy Clarkson, as our busy lives become increasingly dominated by our use of technology," said Roddy McLean, a computer upgrade expert from Crucial.com. "Technology impacts everyone's lives, so it's not surprising that people wish they had a better understanding of it and how to fix or upgrade it when it doesn't perform. The truth is it's not as hard, or as confusing, as people think. Upgrading the hard drive or memory in a computer may sound 'techy' and difficult, but it's really easy and quick to do, if you follow the right guidance."

For more information about how to find an affordable memory upgrade for nearly any computer, visit [www.crucial.com/uk](http://www.crucial.com/uk).

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<sup>1</sup>The survey, conducted by The Leadership Factor, polled more than 2,000 men and women within the UK. This involved 813 men and 1195 women in the UK, aged 18-70.

### About Crucial.com

Crucial.com is a leading online retailer specializing in computer memory (RAM) and solid state drives (SSD), and is operated by a subsidiary of Micron Technology, Inc., one of the world's leading manufacturers of computer memory products. Crucial.com offers more than 250,000 compatible products for nearly every computer system: home and business, old and new, PC and Mac® computers. Utilizing a suite of easy-to-use, free online tools, including the Crucial® System Scanner and the Crucial Memory Advisor™ tool, crucial.com makes it easy to find a compatible upgrade to improve computer performance and restore system reliability. For more information, visit [www.crucial.com](http://www.crucial.com).

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