

Study of 2,392 US nationals, all aged 18 and over.

Please check the correct definitions of the items listed below:

Gigabyte

1	An insect commonly found in South America	27%
2	Unit measure for digital information	61%
3	A large mouthful of food	12%

Blue Sky Thinking

1	An open-minded approach	45%
2	Thinking about sky that is blue	31%
3	Star gazing	24%

SEO

1	Safe Energy Optimisation	41%
2	Standard Engine Output	36%
3	Search Engine Optimisation	23%

Migraine

1	An intense headache	68%
2	A type of rice	29%
3	The act of moving country	3%

USB

1	A standard connection for different technical devices	82%
2	Acronym for country in Europe	12%
3	A type of bean	6%

Texting

1	Sending a message on a mobile device	97%
2	Writing long passages of text by hand	2%
3	Writing code for the internet	1%

Motherboard

1	The printed circuit board in a computer	54%
2	The deck of a cruise ship	42%
3	The name for a female managing director	4%

Dialect

1	A bowel illness	6%
2	Doctor who cyborgs	3%
3	A form of speech specific to a region	91%

MP3		
1	Encoding format for digital audio	62%
2	A cleaning product	15%
3	Star Wars Robot	23%

Blu-Ray		
1	A soul singer famous in the 1930s	12%
2	Marine animal	18%
3	An optical disc format for storage of HD video & audio	70%

Hash Browns		
1	A shoe brand	5%
2	Pan fried potato pieces	81%
3	A word or phrase used on social media with the # sign	14%

Software		
1	Programs used to operate computers	73%
2	Furnishings and home accessories	12%
3	Comfortable clothing	15%

Jargon		
1	Words used by professionals which may be hard to understand	83%
2	A planet in our solar system	5%
3	A type of meat	12%

HTML		
1	The main road structure throughout England	10%
2	Sexually-transmitted disease	11%
3	Programming language used to make websites	79%

Scientology		
1	An extra-curriculum science lesson	18%
2	A religious system	69%
3	A cocktail which glows in the dark	13%

Tablet Computer		
1	A computer that reminds users about tablet medication and when to take it	2%
2	A mobile computer	88%
3	A computer chip the size of a pill	10%

Is it important to have a good knowledge of technology in this day and age?		
1	Yes	61%
2	No	39%

ENDS