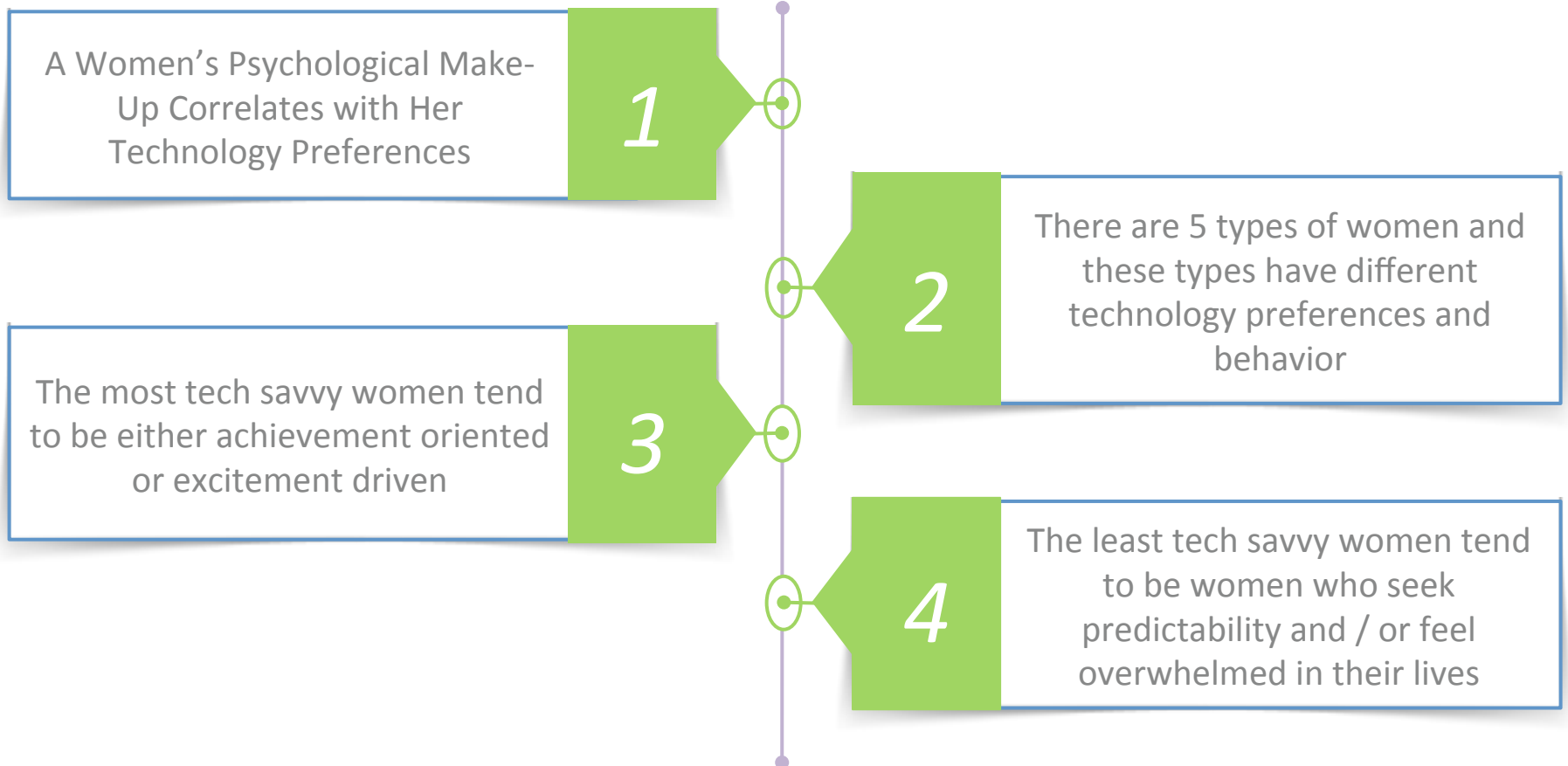

Study Executive Summary

Insights in Marketing's latest research on women and technology uncovered the following key insights:



Methodology



Nationally Representative Sample:

N = 1700 women

N = 1700 men

(Representative samples of Caucasians, English Speaking Hispanics and African Americans)

Ages: 18-67

Conducted: Winter 2013

US Only