Which Type of Women Are You?

The study uncovered 5 types of women, each with her own views and behavior toward technology

17% of women
successful : driven : conflicted

TECH-DEPENDENT THERESA
"I am alyways on the go, but I use my smartphone to keep me on track and connected to others."

23% of women
experiential : open : spontaneous

EARLY-ADOPTER AMANDA
"I can't wait to try out the latest technologies and share my experiences with others!"

23% of women
traditional : consistent: devoted

SIMPLIFY MY LIFE SALLY
"Technology helps me be efficient and gives me more time to focus on my family."

17% of women
realistic : brooding: overwhelmed

HESITANT HANNAH
"I am guarded about sharing personal info online, but social media gives me more control."

20% of women
happy : balanced : fulfilled

CAUTIOUS CAMILLE
"I'll use technoloies that have been tried and true, but I would much rather be actively engaged in life vs. experiencing it online."

i|M

What is Her Psychological Make-Up?

She is successful, driven and conflicted

Tech-Dependent Theresa
(17% of Women)

"I am driven and I work hard to succeed at whatever I set my mind to. With everything on my plate, though, I can get pretty stressed and I worry about people judging my decisions."

I'm Motivated By:

Achieving my goals; being recognized for my accomplishments; buying nice things

23%of women
experiential : open : spontaneous

EARLY-ADOPTER AMANDA
"I can't wait to try out the latest technologies and share my experiences with others!"

17%of women
successful : dr
conflicted

TECH-DE
"I am alwa
my smartphon
track and connec

17%of women
realistic : brooding: overwhelmed

HESITANT HANNAH
"I am guarded about sharing personal info online, but social media gives me more control."

20%of women
happy : balanced : fulfilled

CAUTIOUS CAMILLE
"I'll use technoloies that have been tried and true, but I would much rather be actively engaged in life vs. experiencing it online."

Views on Technology

She is a heavy user and earlier adopter of technology than other women

I find:	Tech-Dependent Theresa	A/O Women
Tech to be important	76%	69%
I am very comfortable trying new tech	71%	63%
I can figure out new tech without any problems	59%	50%
I hear/learn about new things sooner than others	49%	32%
Family and friends come to me with questions about tech	45%	36%
I'm the first to try new technology	36%	19%

i|M

Source: IIM Proprietary data. Use device regularly or strongly/somewhat agree (A/O= all other)

Smartphone Use

Smartphones help her manager her hectic schedule and stay connected online

61%

use a smartphone

(vs. 59% for A/O Women)

57%

say they can't live without their smartphone

(vs. 41% A/O Women)
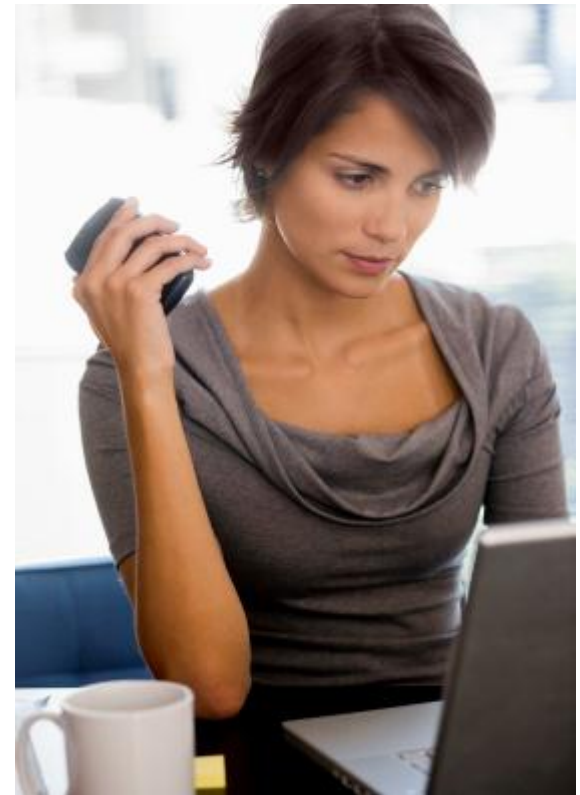
Perspective on the Internet

The web serves as both a social outlet and a resource

59%

main source of entertainment for me

(vs. 43% Total Women)

65%

one of my favorite things to do in my free time

(vs. 49% Total Women)

50%

like to keep my personal webpages updated with information about my life

(vs. 32% Total Women)

49%

good way to meet new people

(vs. 32% Total Women)

27%

download music

(vs. 20% Total Women)

21%

look for employment online

(vs. 16% Total Women)

i|M

Social Media Use

She uses sites geared toward networking and connections to increase her efficiency and social currency

I use:	Tech-Dependent Theresa	A/O Women
Facebook	75%	75%
YouTube	63%	50%
Twitter	39%	22%
Instagram	33%	18%
Google+	30%	26%
Pinterest	29%	27%
Tumblr	23%	6%
LinkedIn	21%	11%

56%
Say social media is an important part of their life

(vs. 46% for A/O Women)

Source: IIM Proprietary data. Use at least once a week on average (A/O= all other)
.

What is Her Psychological Make-Up?

She is traditional, consistent and devoted

Simplify My Life Sally
(23% of Women)

"I'm traditional and it gives me comfort to know I'm doing things the same way my mother and grandmother did before me. It's important for me to teach my values and traditions to my children too."

I'm motivated by:
Sharing important traditions with my family; developing close bonds with those who share my belief system

Views on Technology

She is interested in new technologies if they can make her life easier

I agree that:	*Simplify My Life Sally*	*A/O Women*
I use tech to make my life easier	80%	77%
I like to wait until a tech it is well-established before I try it	74%	71%
Tech is important to me	74%	69%
Tech helps make my life more organized	73%	68%
I hear/learn about new things sooner than others	33%	35%
I'm the first to try new technology	20%	23%

Source: IIM Proprietary data. Strongly/somewhat agree (A/O= all other)

15

i|M

Smartphone Use

She's more likely to use a smartphone than other women, but she's not engaged with all the bells and whistles

62%

use a smartphone

(vs. 59% for A/O Women)

50%

Will always keep a household (landline) telephone, no matter how much my cell phone service improves

(vs. 45% of Total Women)

Perspective on the Internet

She's a light user of the internet, but finds value in being able to stay connected to other to learn about new products

I believe that:	Simplify My Life Sally	Total Women
People put too much private information on the Internet	88%	85%
The internet is a great way to gather information on products/services I am considering purchasing	85%	82%
The Internet is a great way to communicate with family/friends	83%	81%

Social Media Use

She is less engaged on some social media sites because she doesn't see how they would fit into her repertoire

I use:	Simplify My Life Sally	A/O Women
Facebook	75%	75%
YouTube	48%	54%
Pinterest	30%	27%
Google+	24%	28%
Twitter	19%	27%
Instagram	17%	21%
LinkedIn	10%	14%
Tumblr	5%	10%

Source: IIM Proprietary data. Use at least once a week on average (A/O= all other)
.

What is Her Psychological Make-Up?

She is happy, balanced and fulfilled

Cautious Camille
(20% of Women)

"I like to know what I am doing, where I am going, and what my end goal is. Having these all planned out makes me feel content and in control."

I'm motivated by:

Having a plan and sticking to it; living a purposeful life; keeping my life on the right path; maintaining happiness and a sense of calm

Views on Technology

She's not very knowledgeable or confident with new technology and doesn't adopt it until it has been validated

I find that:	Cautious Camille	A/O Women
I use tech as a way to make my life easier	72%	79%
Tech helps make my life more organized	64%	71%
I am very comfortable trying new tech	60%	66%
I rely on others for tech advice	52%	47%
I can figure out new tech without any problems	46%	53%
I use tech as a way to make my life easier	72%	79%

Source: IIM Proprietary data. Scale very much like me/like me (A/O= all other)

21

Smartphone Use

She only needs mobile products that get the job done, without a lot of "extras"
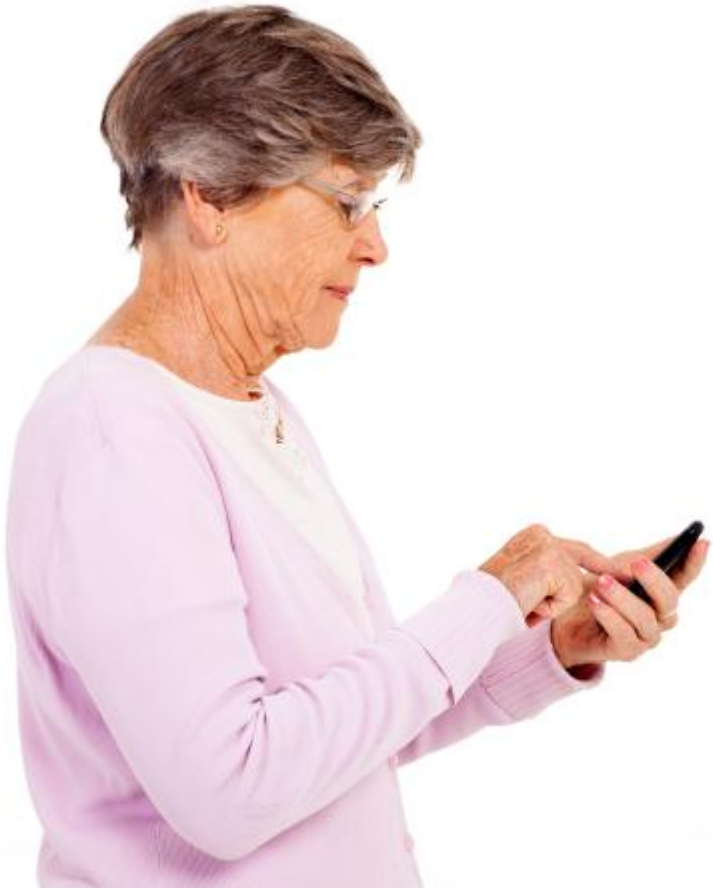
56%

use a smartphone

(vs. 60% for A/O Women)

only 50%

say text messaging is an important part of my daily life

(vs. 56% Total Women)

i|M

Perspective on The Internet

She is a light user of the Internet and is discerning about the online activities she chooses to engage in

I agree that:	Cautious Camille	A/O Women
I would feel disconnected without the Internet	41%	49%
Going online is one of my favorite pastimes	39%	49%
The Internet is a main source of entertainment	33%	43%
Instant messenger keeps me in touch with my friends	29%	39%
The Internet is a good way to meet new people	22%	32%
I would feel disconnected without the Internet	41%	49%

23

i|M

Social Media Use

She is more likely to be actively living life vs. passively experiencing it via social media

I use:	Cautious Camille	A/O Women
Facebook	67%	77%
YouTube	47%	54%
Google+	29%	27%
Pinterest	21%	29%
Twitter	20%	26%
Instagram	18%	21%
LinkedIn	13%	13%
Tumblr	3%	10%

Source: IIM Proprietary data. Use at least once a week on average. (A/O= All Other).

What is Her Psychological Make-Up?

She is realistic, brooding and overwhelmed

Hesitant Hannah
(17% of Women)

"Frankly, my life isn't where I want it to be, so I try to deal with it one day at a time. Ultimately, I only have myself to rely on."

I'm motivated by:

Gaining control in difficult situations, coming up with a plan for the future, moments when I can truly be myself

Views on Technology

She is not open to nor is she comfortable with the new technology until it has become tried and true

77%

I like to wait until a technology has been out a while and is well-established before I try it

(71% for A/O Women)

11%

I'm the first to try new technology

(25% for A/O Women)

53%

I am very comfortable with trying new technology

(67% for A/O Women)

i|M

Smartphone Use

She is less likely to use a smartphone due to her limited resources and social discomfort

Only 49% use a smartphone

(vs. 62% for A/O Women)

and, 38% use a cell phone

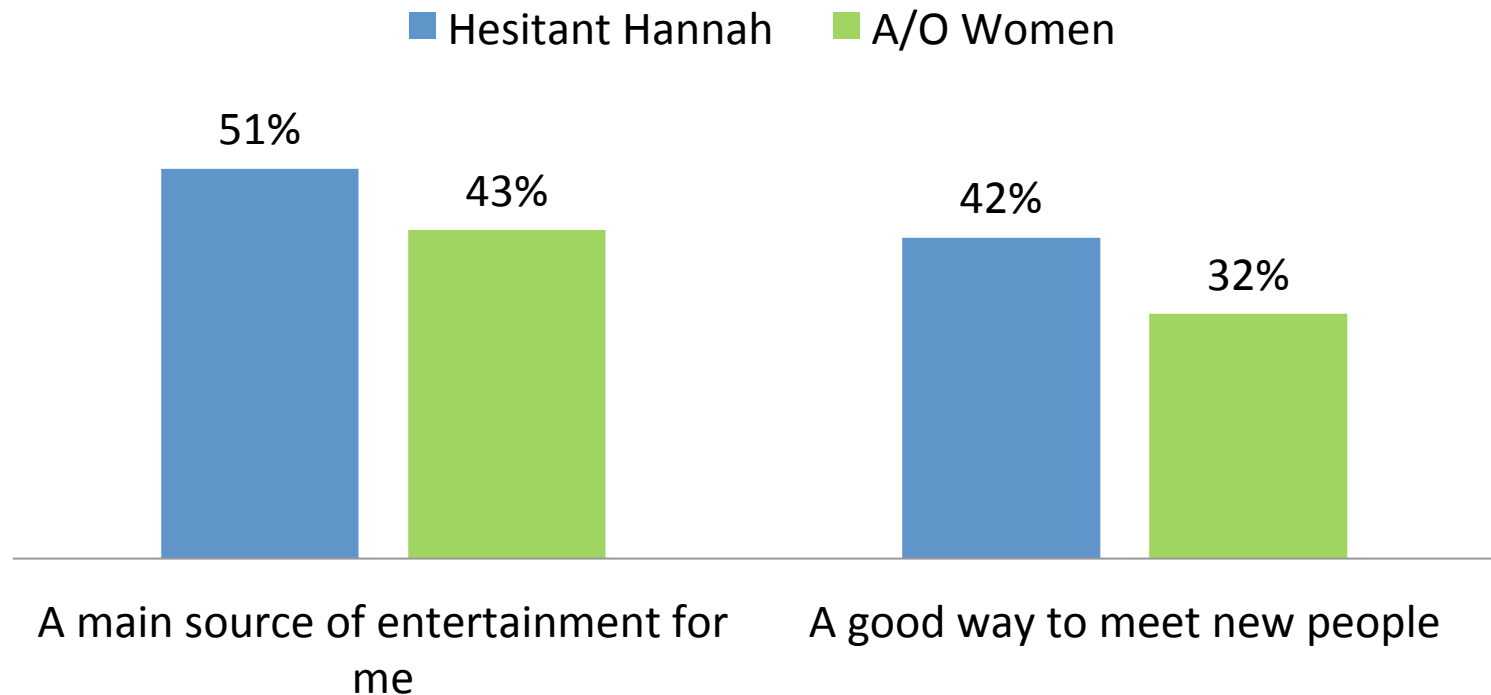(vs. 29% for A/O Women)

Perspective on the Internet

She uses the Internet as a form of entertainment and as a way to socially engage with ease

The Internet Is:

■ Hesitant Hannah   ■ A/O Women

	Hesitant Hannah	A/O Women
A main source of entertainment for me	51%	43%
A good way to meet new people	42%	32%

i|M

Social Media Use

She is not too engaged with social media, preferring not to divulge personal information

I use:	Hesitant Hannah	A/O Women
Facebook	77%	75%
YouTube	46%	54%
Pinterest	21%	29%
Google+	20%	28%
Twitter	19%	26%
Instagram	9%	23%
Tumblr	5%	10%
LinkedIn	4%	15%

What is Her Psychological Make-Up?

She is experience-driven, open and spontaneous

Early-Adopter Amanda
(23% of women)

"I try to live each day to its fullest and I'm excited about what the future holds. I love being adventurous – otherwise life would be boring."

I'm motivated by:
Discovering new and interesting things in life; being free to make my own decisions; uncovering what the future holds for me

Views on Technology

She is very comfortable experimenting with new technology and serving as a go-to resource for others

I tend to:	Early-Adopter Amanda	A/O Women
Use tech as a way to make my life easier	87%	75%
Believe tech is important to me	78%	68%
Be comfortable trying new tech	74%	62%
Figure out new tech without any problems	58%	49%
Hear/learn about new things sooner than others	44%	32%
Answer family/friends' tech questions	43%	36%

Source: IIM Proprietary data. Scale strongly/somewhat agree (A/O= all other)

33   i|M

Smart Phone Use

She likes her mobile presence to strongly reflect her personality

67% use a smartphone

(vs. 57% for A/O Women)

53% mobile phone is a source of entertainment

(vs. 37% of Total Women)

47% I couldn't live without my smartphone

(vs. 43% of A/O Women)

40% mobile phone is an extension of my personality

(vs. 26% of Total Women)

Perspective on The Internet

She willingly dives into the Internet and is a more engaged web user than other women

59%
main source of entertainment for me
(vs. 43% of Total Women)

53%
instant messenger keeps me in touch with my friends
(vs. 39% of Total Women)

47%
like to keep my personal webpages updated with information about my life
(vs. 32% of Total Women)

i|M

Internet Use

She seeks out variety in the kinds of online activities she chooses to participate in

28% download music

(vs. 20% of Total Women)

27% listen to streaming radio (ex. Pandora, iHeart radio)

(vs. 20% of Total Women)

23% look for employment online

(vs. 16% of Total Women)

15% posted a comment or review on a blog, online forum, message or bulletin board

(vs. 11% of Total Women)

Data shown is based off Past 30 Day behavior
Source: Dec 2011- Dec 2013 Doublebase GfK MRI weighted to Population (000).

i|M

Social Media Use

She fuels her need for new experiences by engaging in social media

53%

Say social media is an important part of their life
(vs. 46% of A/O Women)

I use:	Early-Adopter Amanda	A/O Women
Facebook	81%	73%
YouTube	58%	51%
Pinterest	34%	26%
Google+	31%	26%
Twitter	29%	24%
Instagram	25%	19%
LinkedIn	16%	12%

i|M