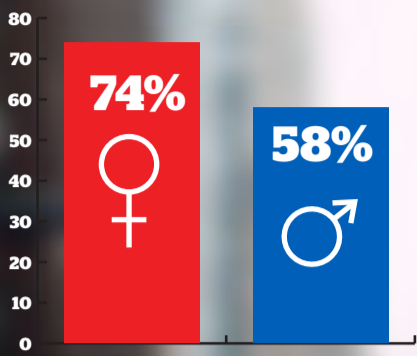


Battle of the Sexes

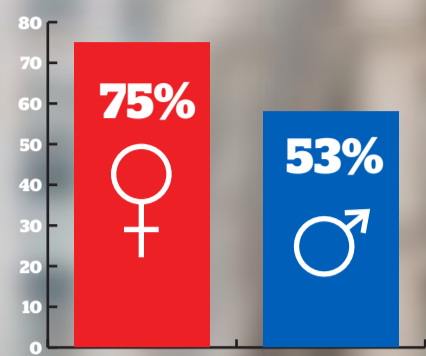
Smartphone Edition

One of the most utilized forms of communication tech is fueled by a battle of the sexes. How do you use your Smartphone?



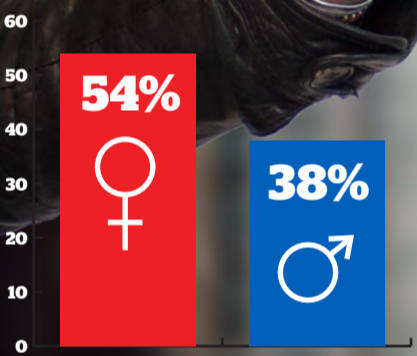
More women take photos with their Smartphones than men

Picture Perfect



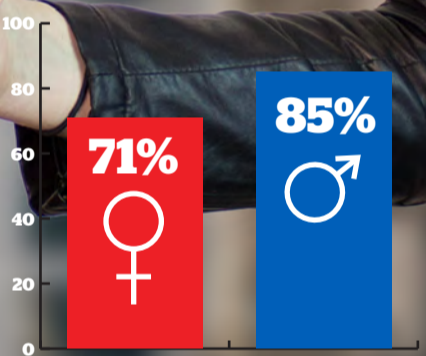
More women utilize social media on their Smartphone compared to men

Social Setting



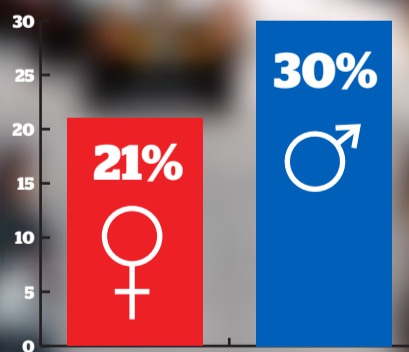
Women are 16 percent more likely to shop online than men

Smart Shopping



Men are more likely to text to ask someone out on a first date than women

Want to Go Out?



More men believe that it's acceptable to respond to text messages while on a date

Text Timing

