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

**Picture Perfect**
- More women take photos with their Smartphones than men (74% vs. 58%)

**Social Setting**
- More women utilize social media on their Smartphone compared to men (75% vs. 53%)

**Smart Shopping**
- Women are 16 percent more likely to shop online than men (54% vs. 38%)

**Want to Go Out?**
- Men are more likely to text to ask someone out on a first date than women (71% vs. 85%)

**Text Timing**
- More men believe that it’s acceptable to respond to text messages while on a date (21% vs. 30%)

1 Between Nov 8 - Dec 17, 2017, 706 online interviews were conducted among a nationally representative sample by Consumer Insights, in partnership with Maritz CX.