

# A Woman's World:

Women outpace men in mobile adoption and engagement

## Women significantly more likely than men to text, turn to mobile to avoid in-person interactions

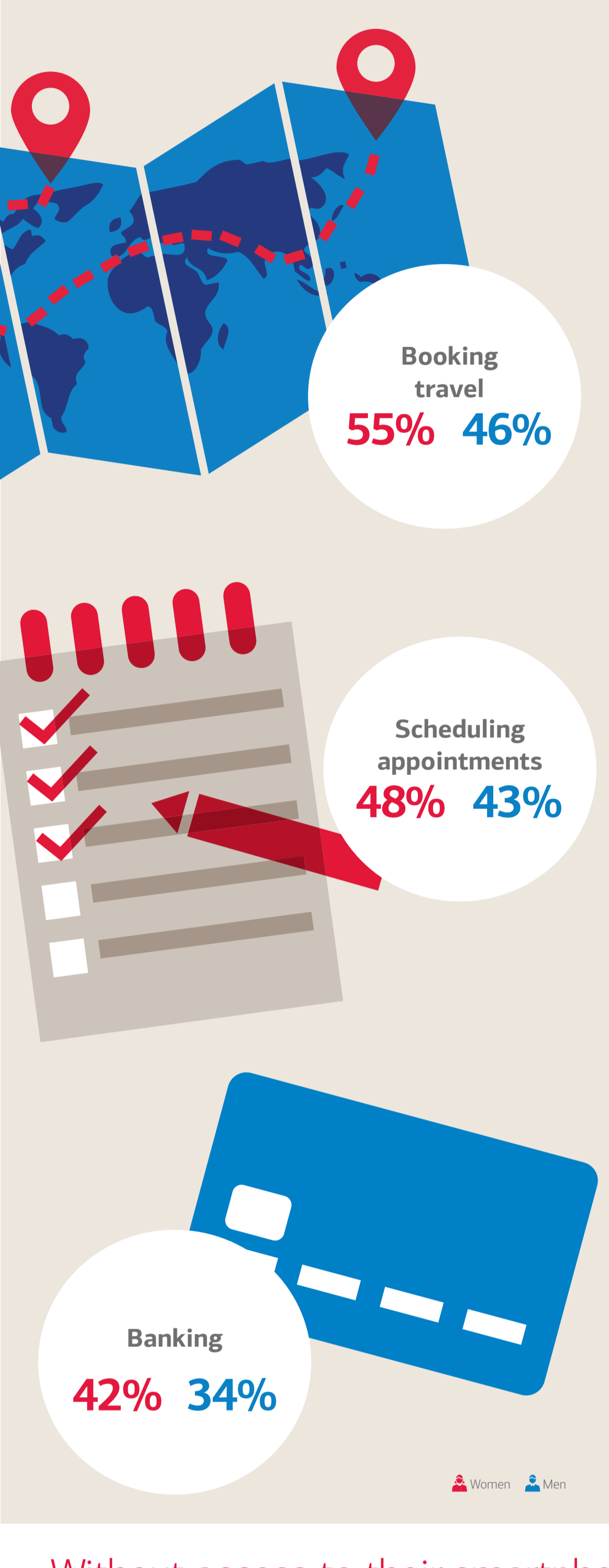
How do you prefer to communicate?



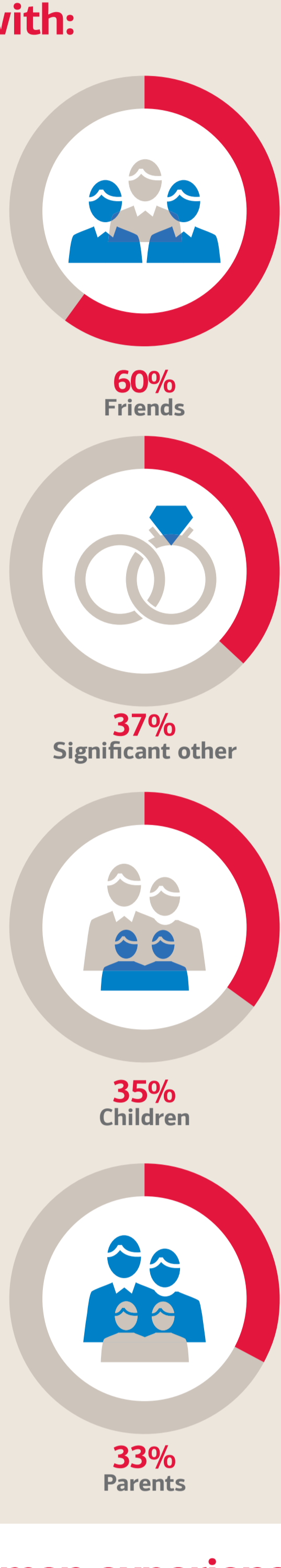
Women are also most likely to text someone in the same room



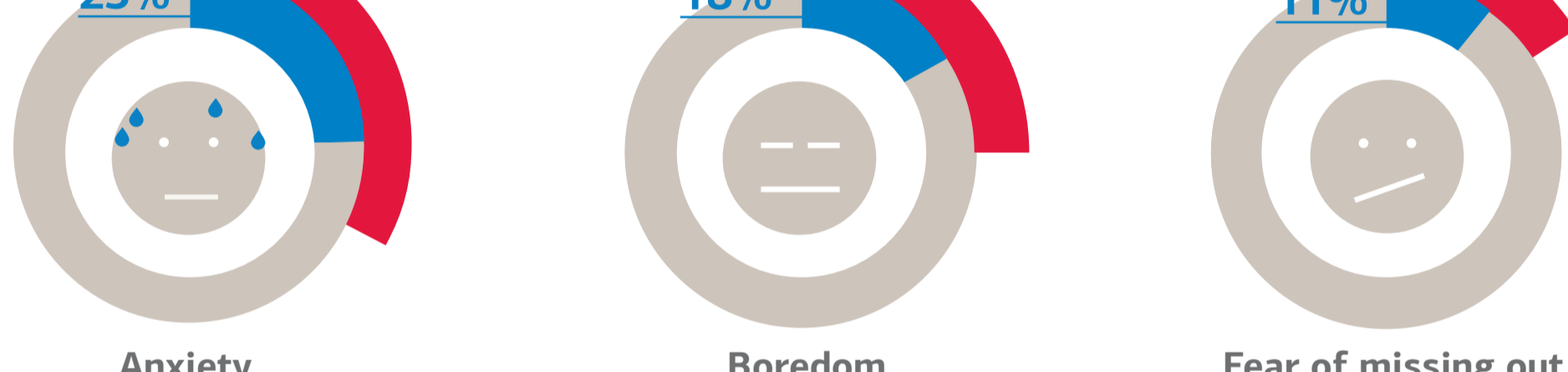
## When it comes to everyday activities, women are more likely to turn entirely to mobile for:



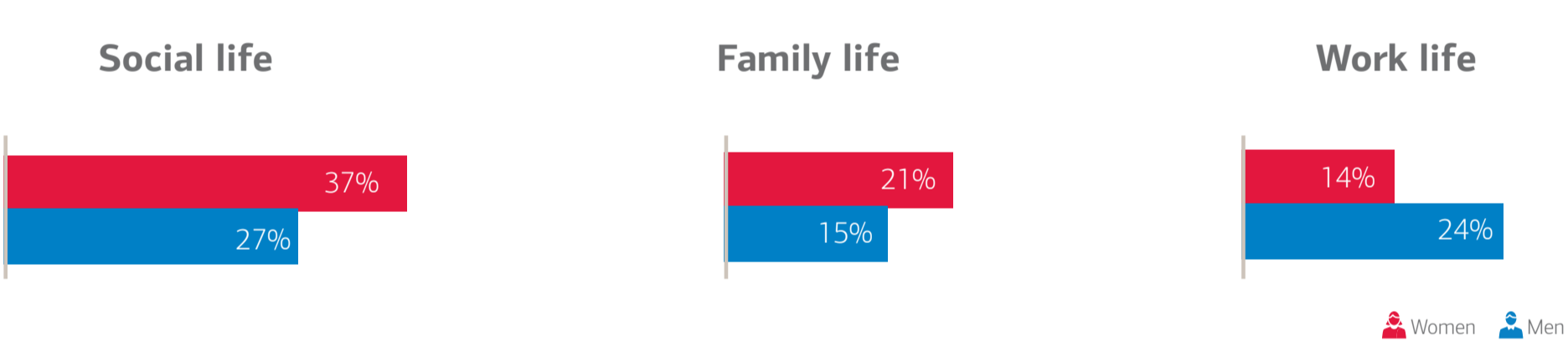
## Women say communicating via smartphone helps their relationship with:



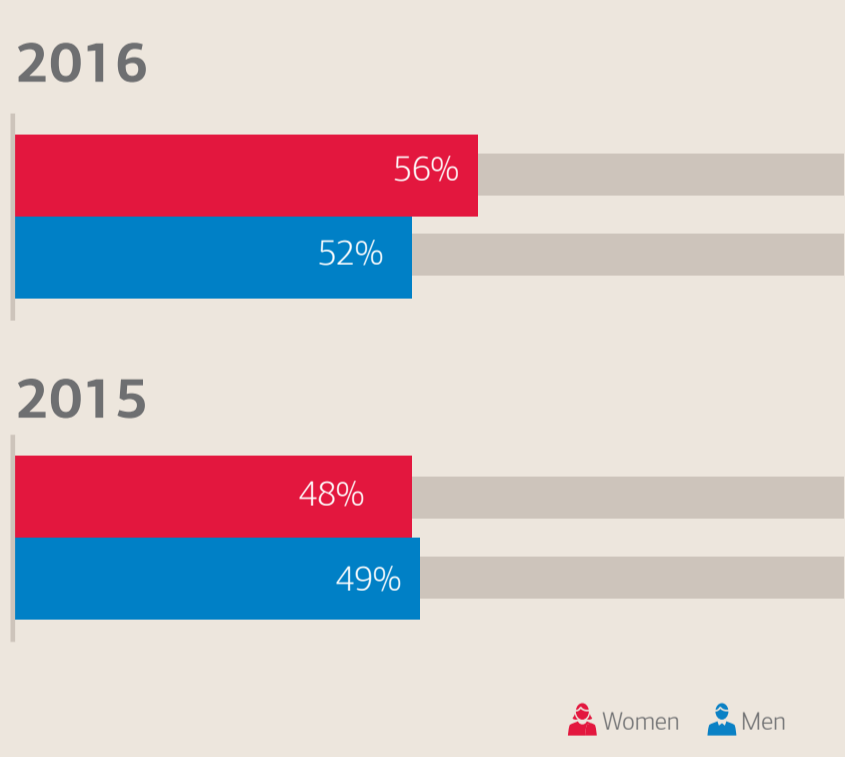
## Without access to their smartphone, women experience:



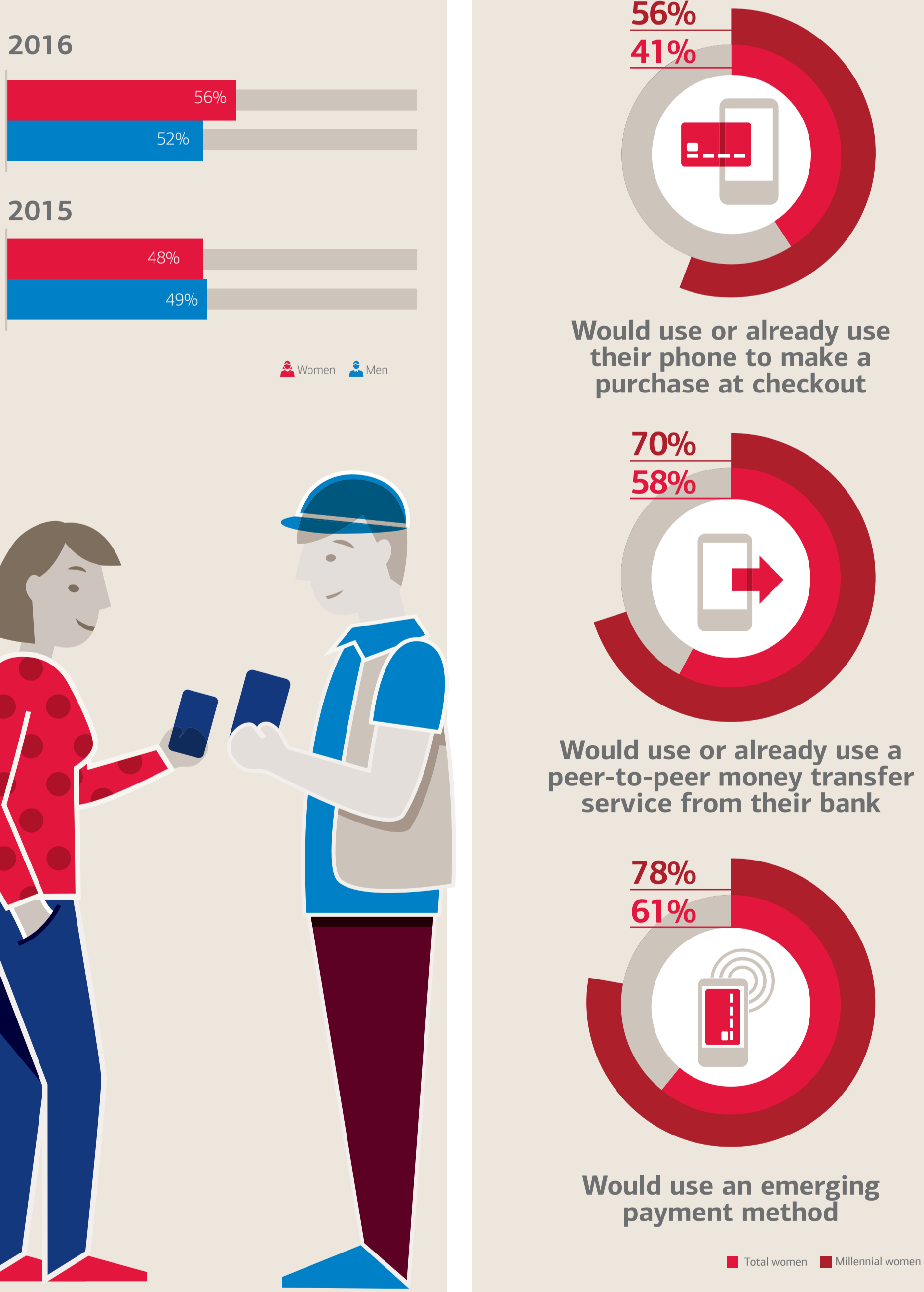
Both men and women feel aspects of their lives would suffer if they were separated from their phones



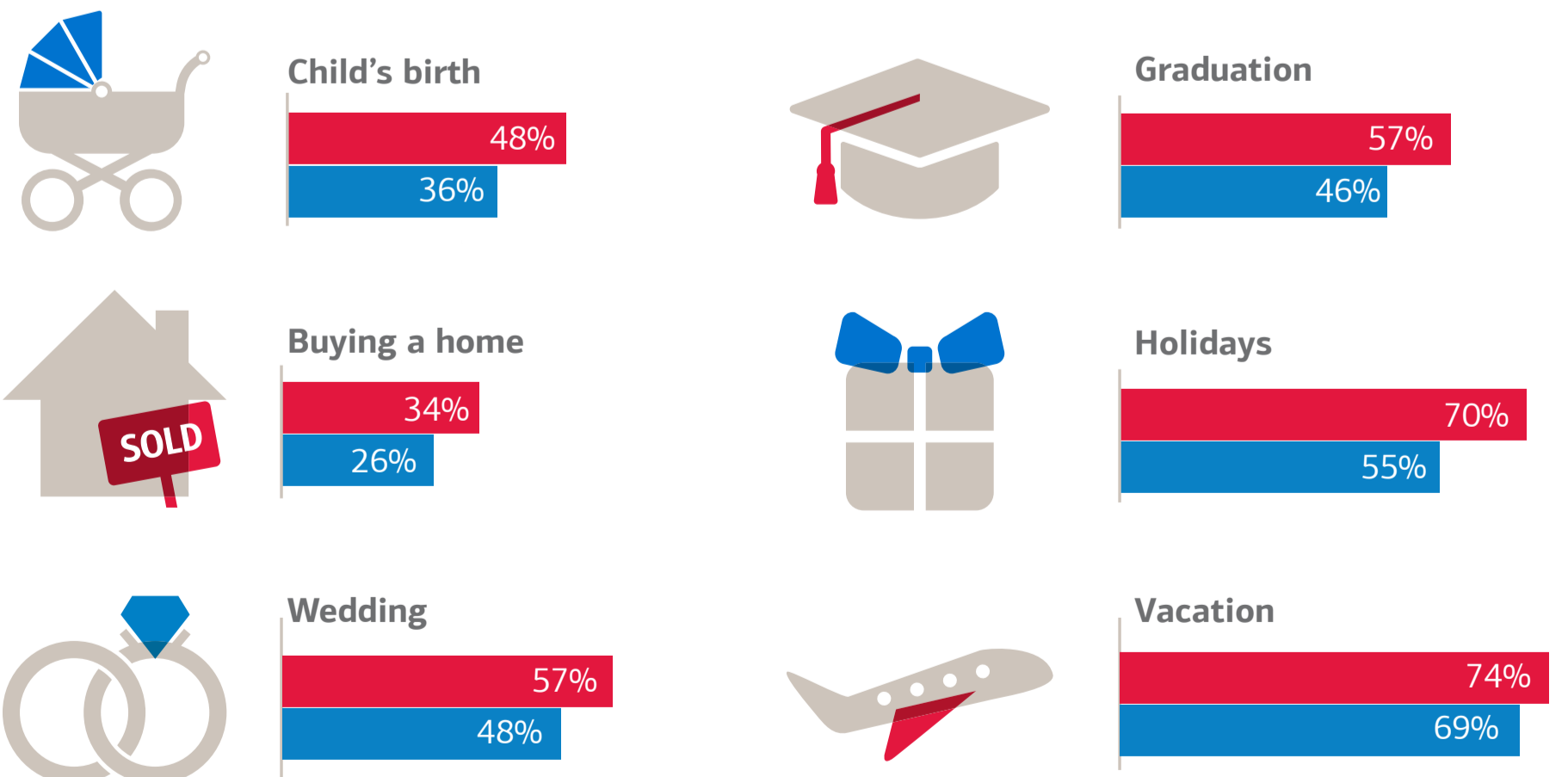
## Women outpace men in mobile banking adoption



## Millennial women view mobile as the way to pay



## Mobile is a must-have for women during life moments



## Engaging in emojis and selfies: Women vs. men

