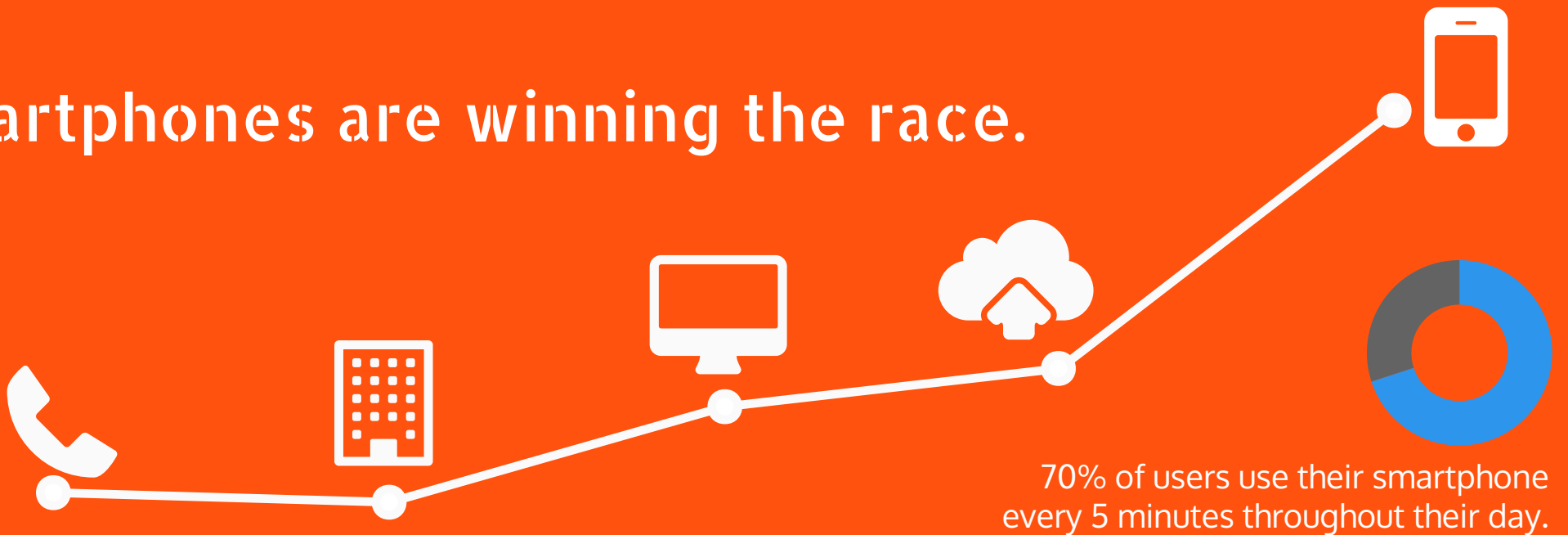


Technology Engagement

Smartphones are winning the race.



Women users are far more engaged



Why do women engage more?

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Men Usage

13%
Less

Usage Hierarchy

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