Male and female consumers show striking similarities in mobile usage attitudes and behaviors.

However, mobile marketing is growing in popularity among both male and female consumers between the ages of 26-49 in the United States.

**Satisfaction with Mobile Offerings**

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>39.0%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Neutral</td>
<td>31.4%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>9.6%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>20.1%</td>
<td>26.0%</td>
</tr>
</tbody>
</table>

**Gender-Specific Mobile Behavior**

- 32.29% of males
- 29.82% of females

use a mobile device to research before making a purchase

- 57.3% of males
- 61.9% of females

- 9.6% of males
- 7.3% of females

- 45.8% of males
- 42.8% of females

- 40.5% of males
- 42.2% of females

- 46.0% of males
- 48.4% of females

- 57.6% of males
- 57.1% of females

- 57.8% of males
- 47.4% of females

- 62.7% of males
- 56.4% of females

- 61.7% of males
- 58.6% of females

Despite the hype of location- and time-based services, only

- 16.7% of males
- 19.6% of females

want marketing messages sent to them based on their current location.

**Survey Demographics**

Data refers to 1,126 survey respondents (415 males and 711 females) in the United States between ages 26-49.

**To win in an omnichannel world, CPG marketers must put themselves in the consumer’s shoes — no matter his or her gender. Mastering mobile marketing and execution presents an opportunity to integrate and enhance the end-to-end shopper experience for a growing group of revenue-generating, tech-savvy consumers — MEN.**