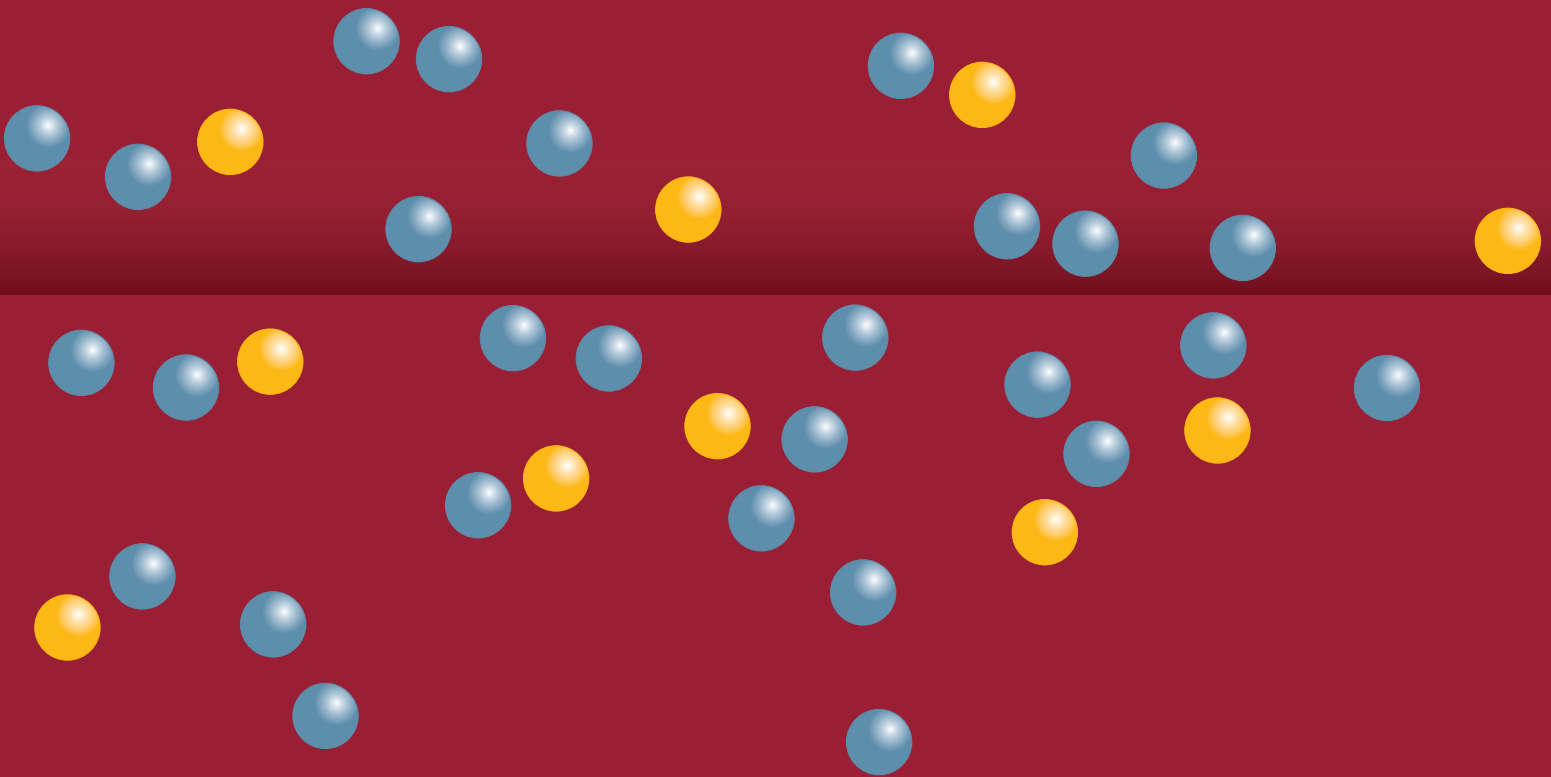


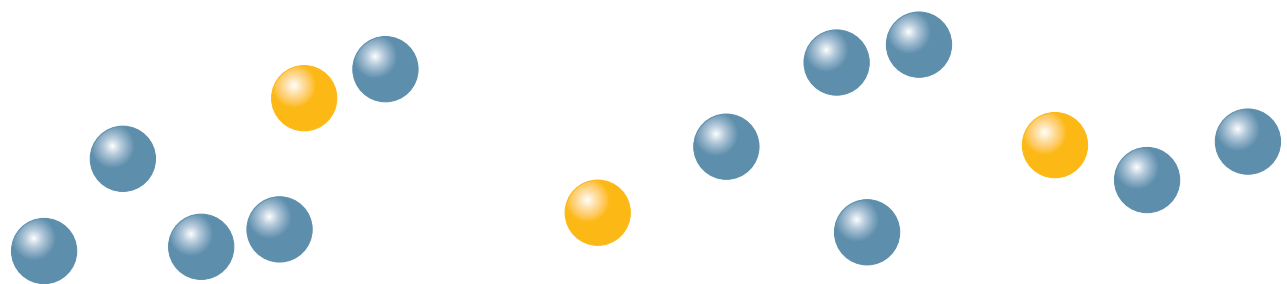
THE BENSIMON BYRNE
**Consumerology
Report**

Gender Myths & Realities

September 2013







Gender Myths & Realities

Men like to shop with friends, drive around in a frugal car that gets good gas mileage, and end the day with a glass of white wine.

Women hate shopping, and prefer to have a beer or whiskey while wearing the jersey of their favourite sports team.

Wait, that doesn't sound right.

It contradicts all of the gender stereotyping we use as shorthand. That was the intent of this twentieth edition of the Bensimon Byrne Consumerology Report: to get underneath gender stereotypes and see how people actually behave.

The preceding descriptions do not characterize all men or all women by any means, but they are true of significant numbers of both genders. This report will look at Canadians' perspectives on products, on marketing, and on retailing from the perspective of gender.

Gender stereotypes

Many of the traditional gender stereotypes seen in advertising exist for a reason: they are largely true. For instance:

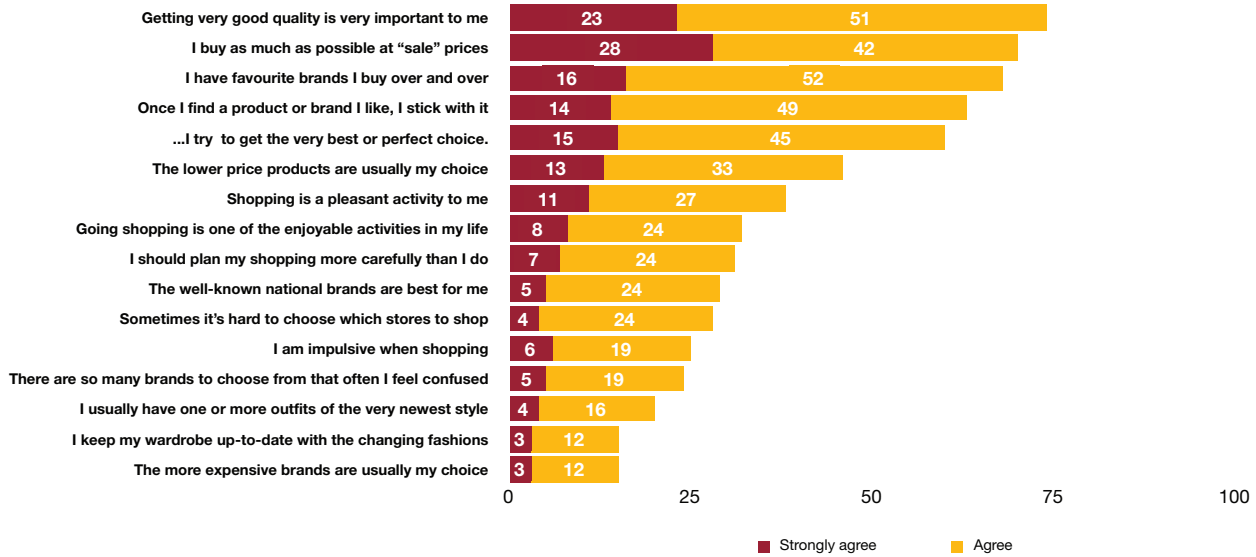
- Most women and men approach shopping differently from each other. For most men, shopping is about function. When shopping, men want to get the product they want and be done with it. Most women are highly motivated to find the product they are looking for at a bargain price. They may or may not enjoy shopping, but they are prepared to do more of it to find the best price. In fact, you are highly unlikely to make a sale to a female consumer at the full list price.
- Women take responsibility for buying many products for other members of the household – a behavior which men are much less likely to display. On the one hand, much of the men's clothing and toiletries found in a home are likely purchased by the woman who resides there. On the other hand, men play the primary role in vehicle purchases and in buying liquor for the home.
- Men are more likely to read a sports magazine than women are, and women are more likely to read a magazine like *People* or *Us* than men are.

Other stereotypes seem not to be true at all:

- Women are marginally more likely than men to love shopping, but those constitute a minority of women. Women are just as likely to hate shopping as men are.
- The vast majority of men are not early adopters of technology. Again, they are more likely than women to upgrade their gadgets as soon as possible, but early adopters are a small niche among men.
- Most women find shopping for personal care products to be a chore that would ideally be minimized.
- Men are every bit as likely as women to be drinking white wine.

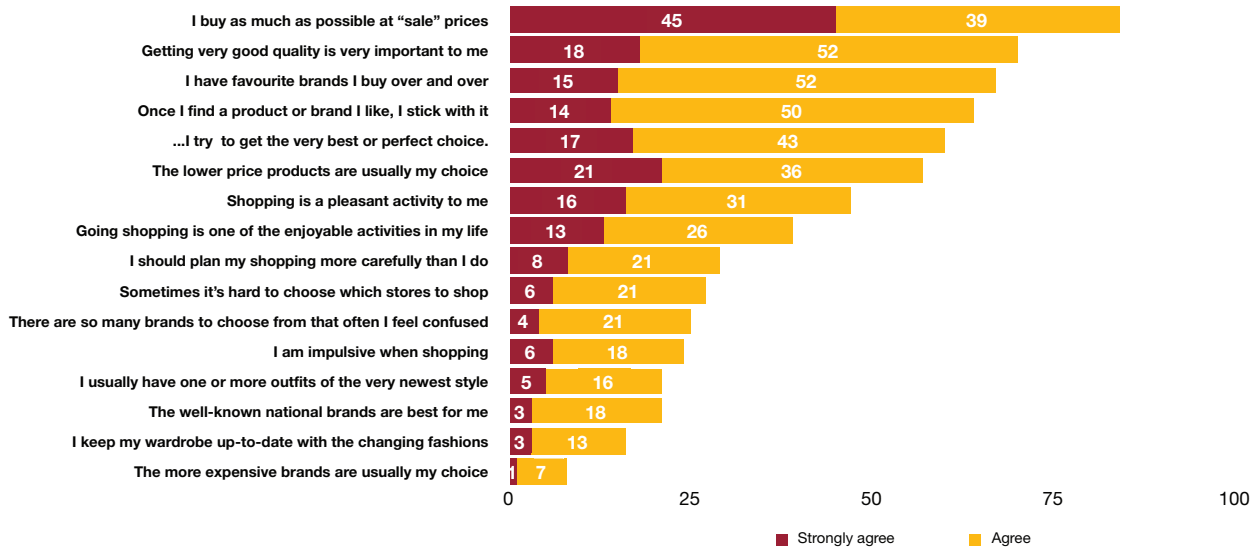
Men: Consumer Priorities

The following contains statements on different interests and priorities some consumers have. Please read each statement, and select whether you strongly agree, agree, in between, disagree or strongly disagree with the statement as a description of you.



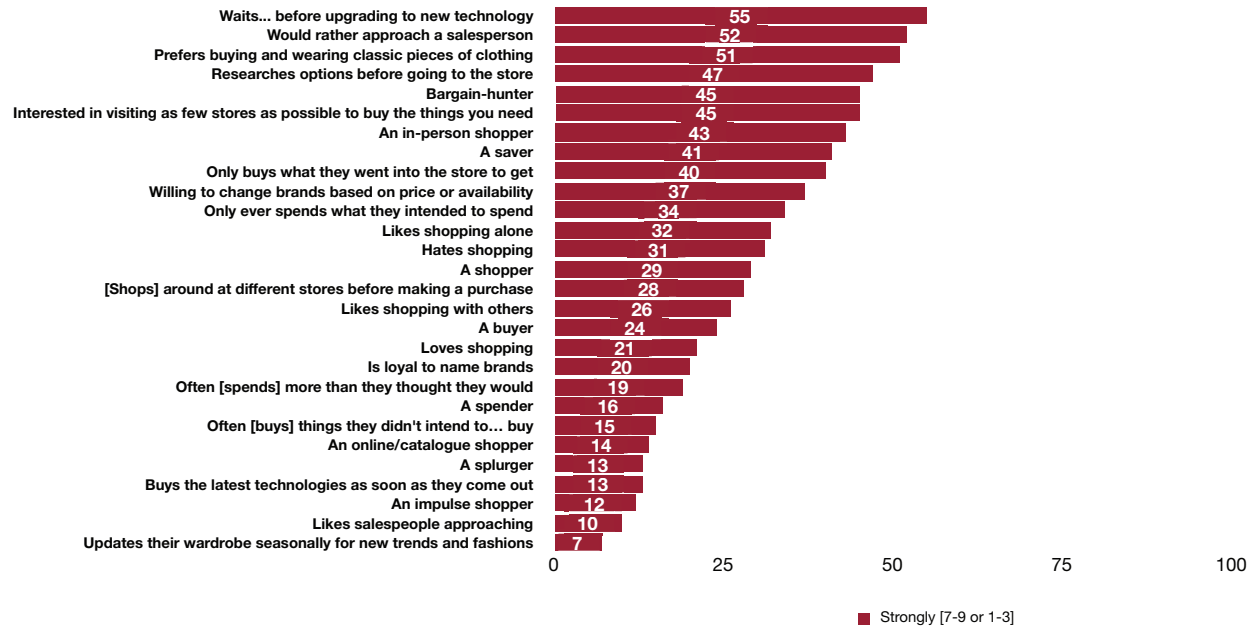
Women: Consumer Priorities

The following contains statements on different interests and priorities some consumers have. Please read each statement, and select whether you strongly agree, agree, in between, disagree or strongly disagree with the statement as a description of you.



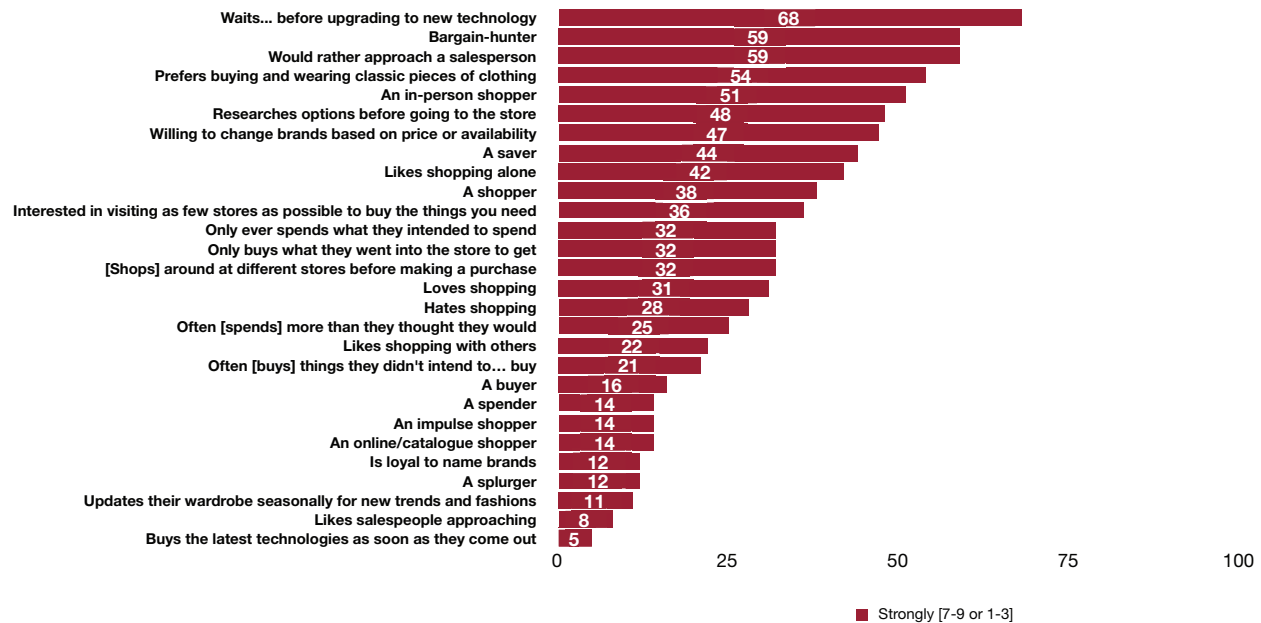
Men: A Behavioural Overview

For each of the following please select which option is more like you - it may not be all the time but more often than the other option. On a scale of 1 to 9 where 1 means **option 1** and 9 means **option 2**, would you say you are someone who is or does the following... Response matrices displayed in decreasing order of popularity.



Women: A Behavioural Overview

For each of the following please select which option is more like you - it may not be all the time but more often than the other option. On a scale of 1 to 9 where 1 means **option 1** and 9 means **option 2**, would you say you are someone who is or does the following... Response matrices displayed in decreasing order of popularity.





Outliers

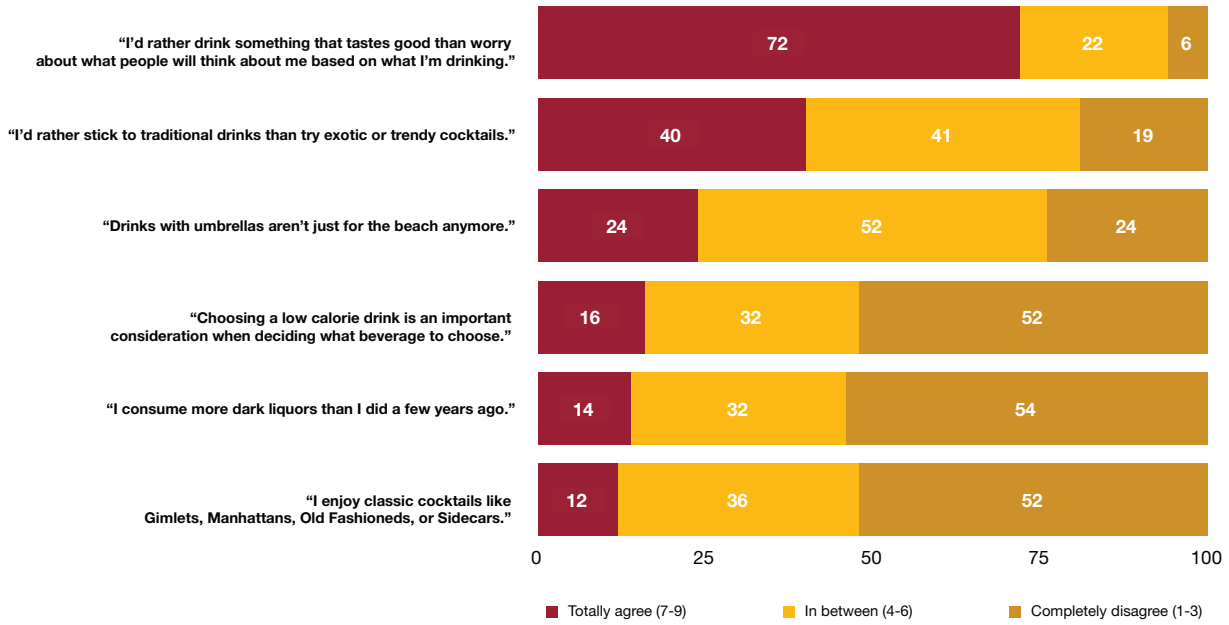
What is most interesting about these survey findings is that underneath the stereotypes, there are substantial numbers of outliers who represent potential markets that adhering to stereotypes would obscure. A detailed look at a few categories will demonstrate this.

Alcohol

- While men are much more likely than women to drink beer, 10% of women drink beer every week, and one-third of women drink some beer every month.
- Men are just as likely as women to drink wine coolers and spritzers.
- Almost one-in-five men give serious consideration to caloric content when choosing a drink.
- Twenty percent of men would prefer a trendy or exciting new cocktail to a traditional drink.
- One-quarter of women are drinking more dark liquors than they did a few years ago.
- Classic cocktails like Gimlets or Old Fashioneds are close to being as appealing to women as they are to men.

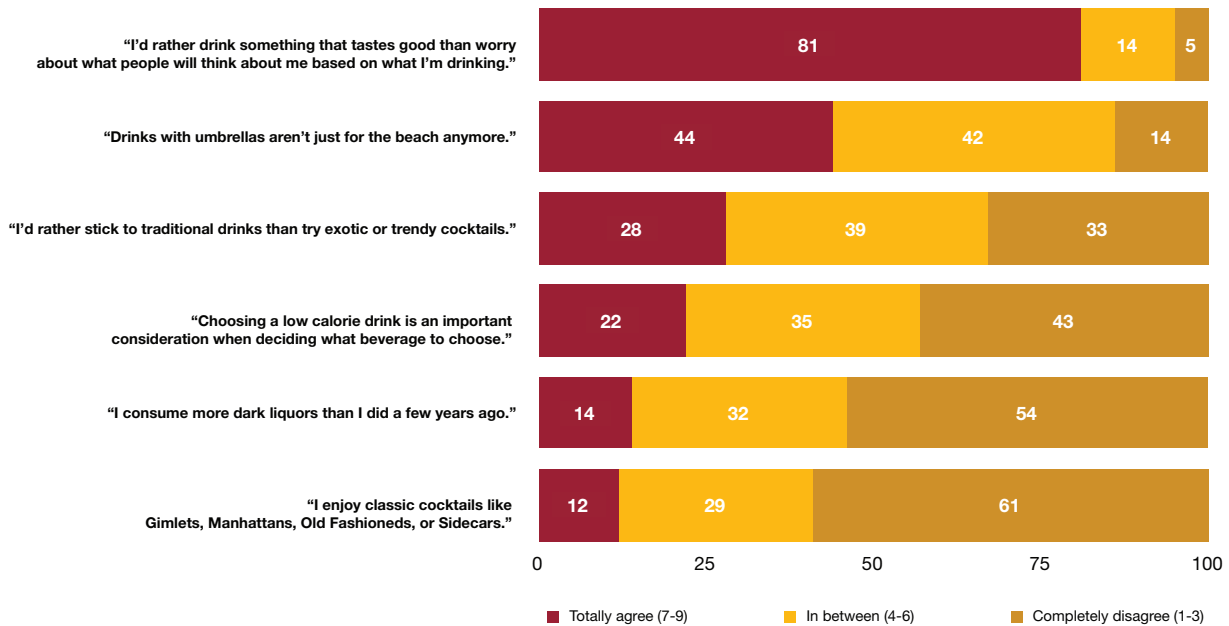
Men: Statements about Alcohol

To what extent do you agree with the following statements that some people have said about shopping for alcohol for themselves?



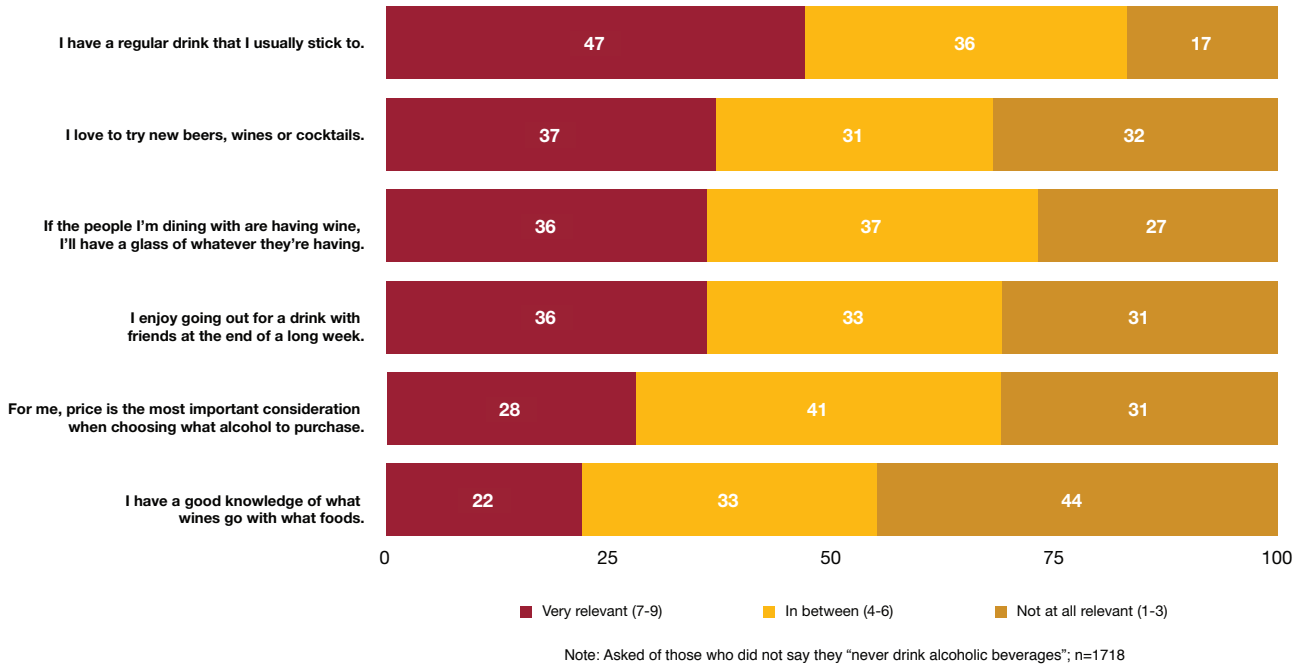
Women: Statements about Alcohol

To what extent do you agree with the following statements that some people have said about shopping for alcohol for themselves?



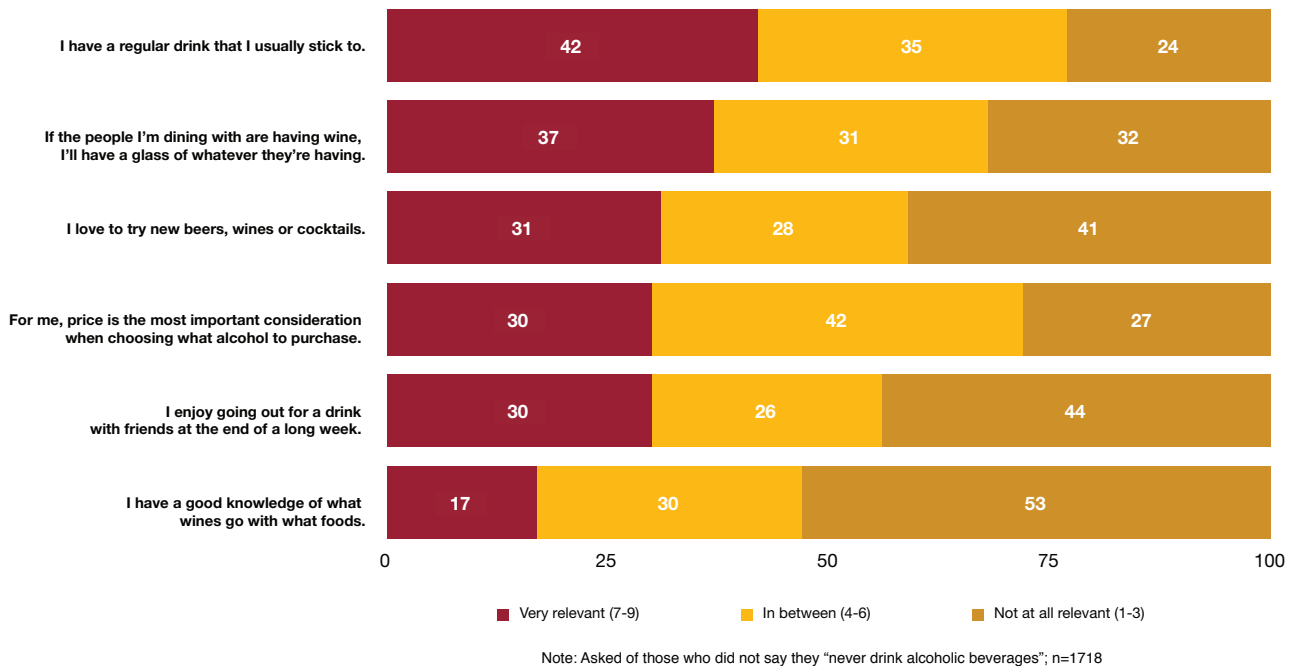
Male Attitudes & Behaviours: Alcohol

How relevant are the following statements to you?



Female Attitudes & Behaviours: Alcohol

How relevant are the following statements to you?

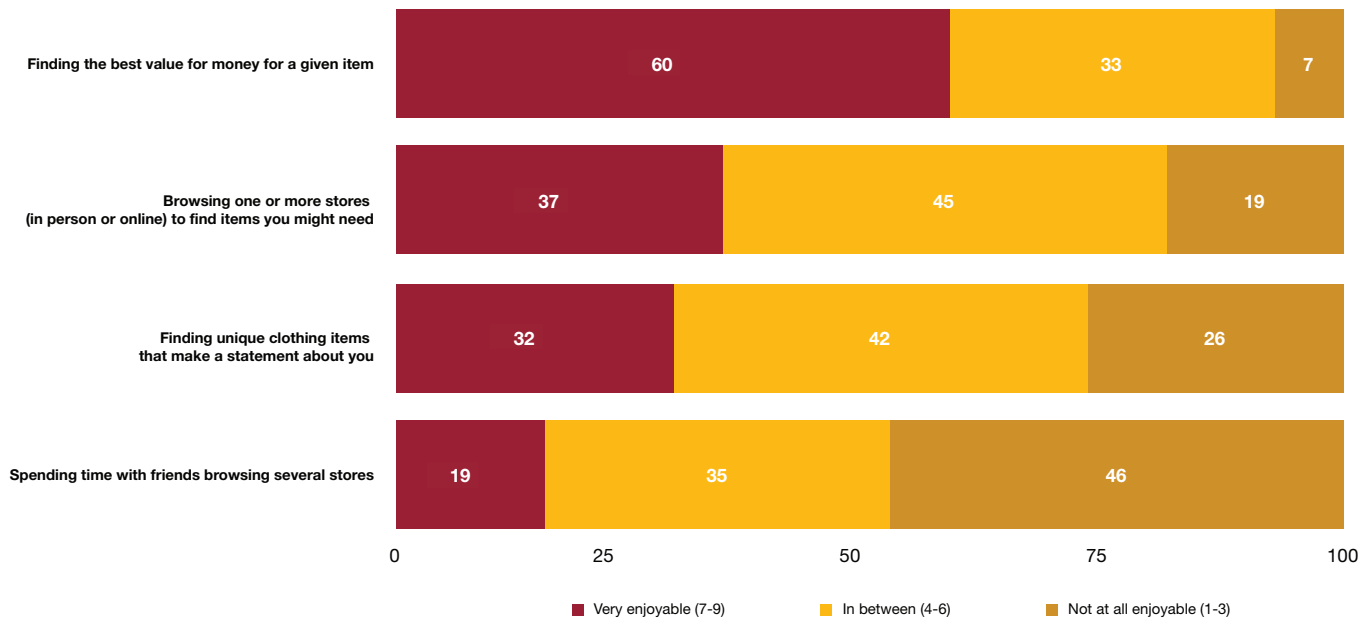


Clothing

- One-third of men enjoy finding a unique piece of clothing that will make a statement about them. An equal number will pop into a store to look at clothing if something in the window catches their eye.
- Almost half of women say that shopping for clothes is an enjoyable experience, but so do almost thirty percent of men. Perhaps not surprisingly, young people of either gender are more likely to enjoy clothes shopping than older people of either gender.
- One-third of men really enjoy shopping until they find a good value on clothing.
- People under the age of 35 – regardless of gender – are much more likely to sacrifice comfort for style than those older than 35.
- Men are much more likely than women to say they love watching sports, but one-in-five women say that they do as well. Twenty percent of women say that watching sports is something they and their spouse/partner do together.
- Almost half of all men have a sports team-branded piece of clothing in their current wardrobe, but so do a quarter of women, and these women likely purchased that article of clothing themselves. A woman under 35 is more likely to wear a piece of sports team-branded apparel than a man over age 55. Men are more likely than women to wear sports team-branded apparel as a fashion statement; women wear it to support their team.
- For both men and women, price is a bigger impediment to the purchase of sports team-branded clothing than the article of clothing's [lack of] style.

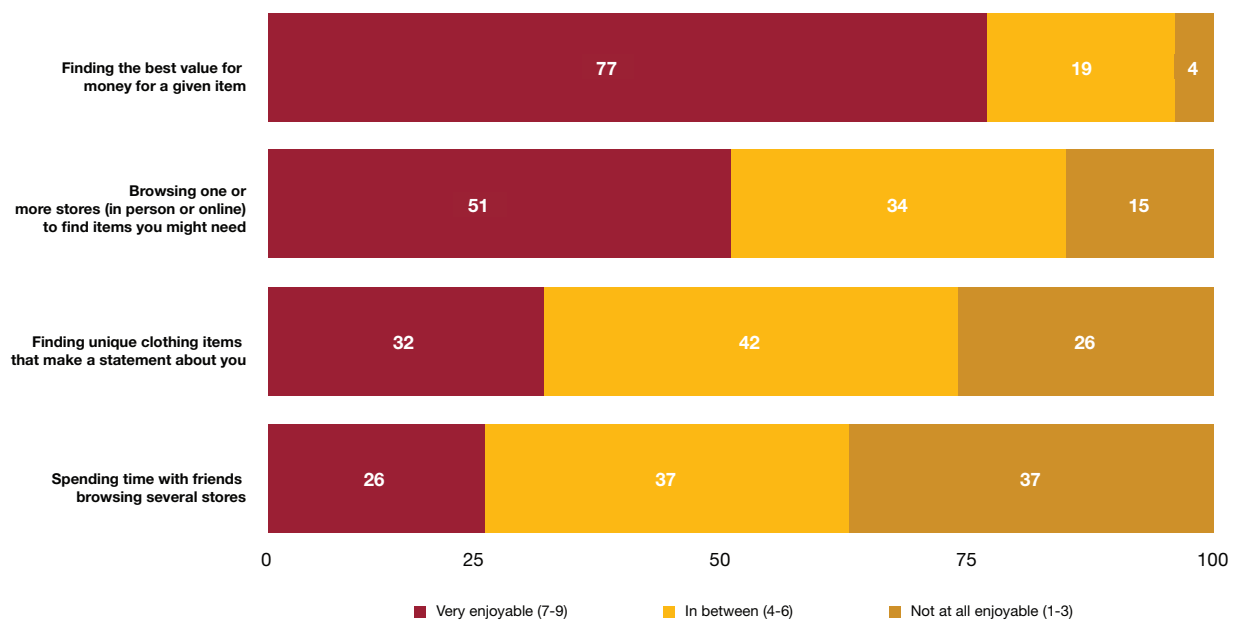
Men: Shopping for Clothing

Thinking about the times when you buy clothes for yourself, how enjoyable do you find following aspects of shopping...?



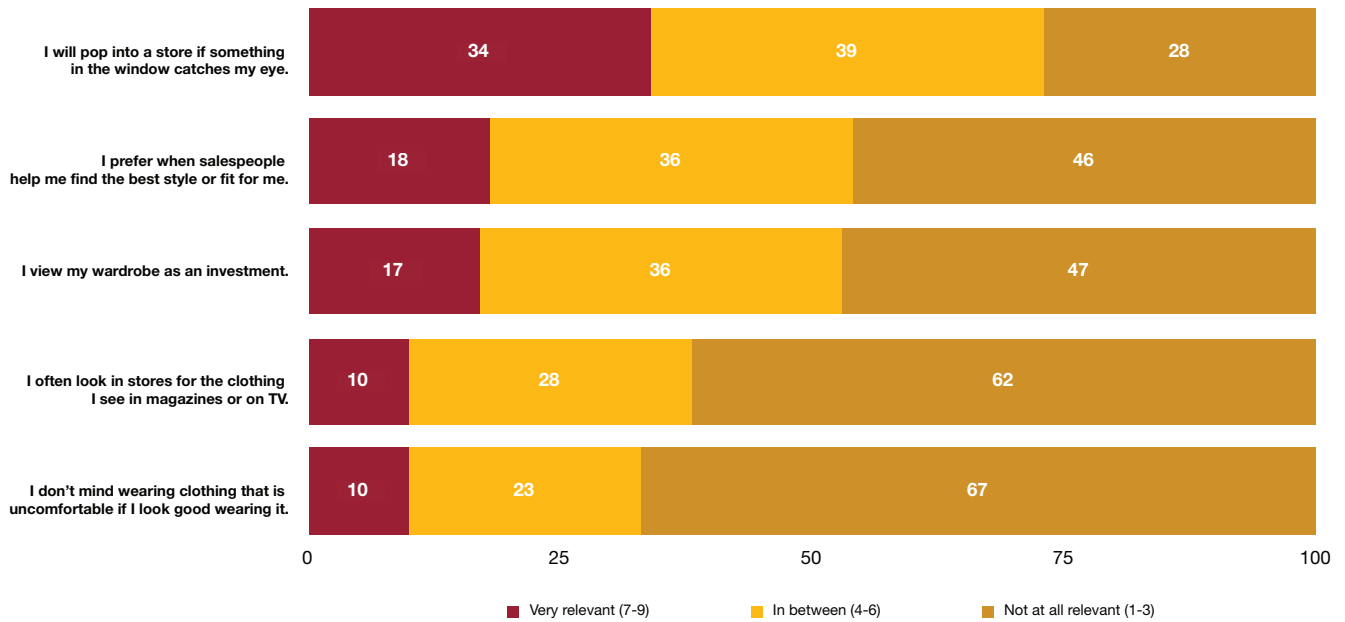
Women: Shopping for Clothing

Thinking about the times when you buy clothes for yourself, how enjoyable do you find following aspects of shopping...?



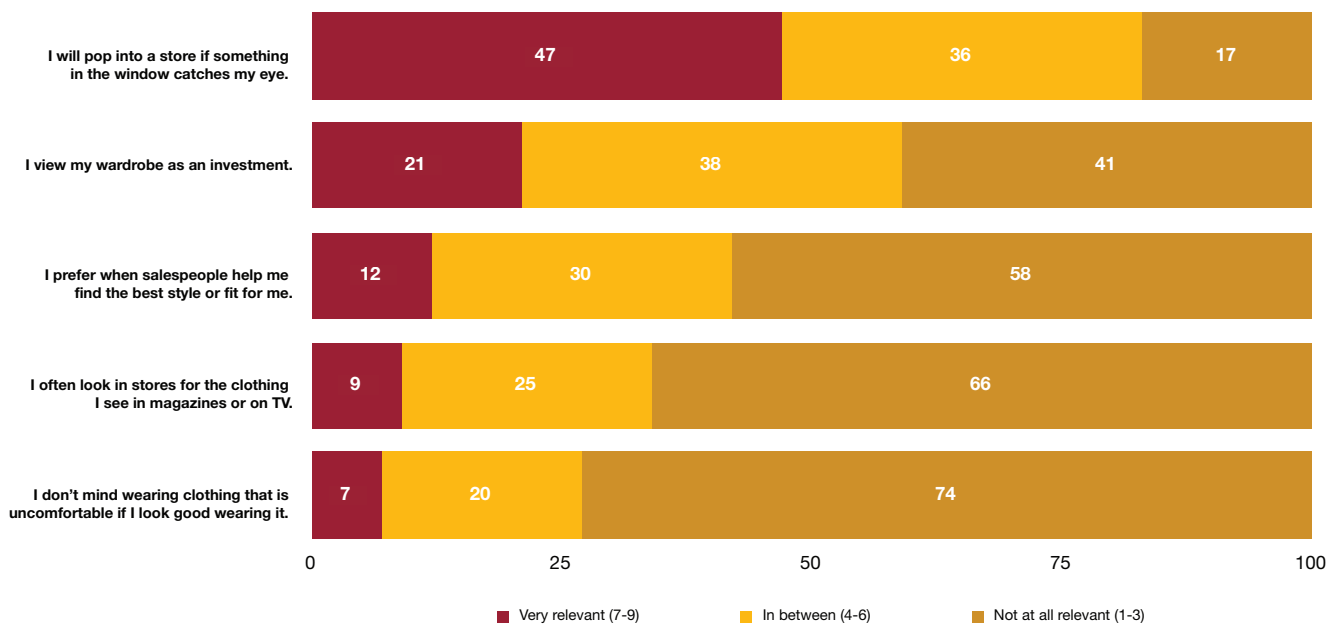
Male Attitudes & Behaviours: Shopping for Clothing

How relevant are the following statements to you?



Female Attitudes & Behaviours: Shopping for Clothing

How relevant are the following statements to you?





Personal Care Products

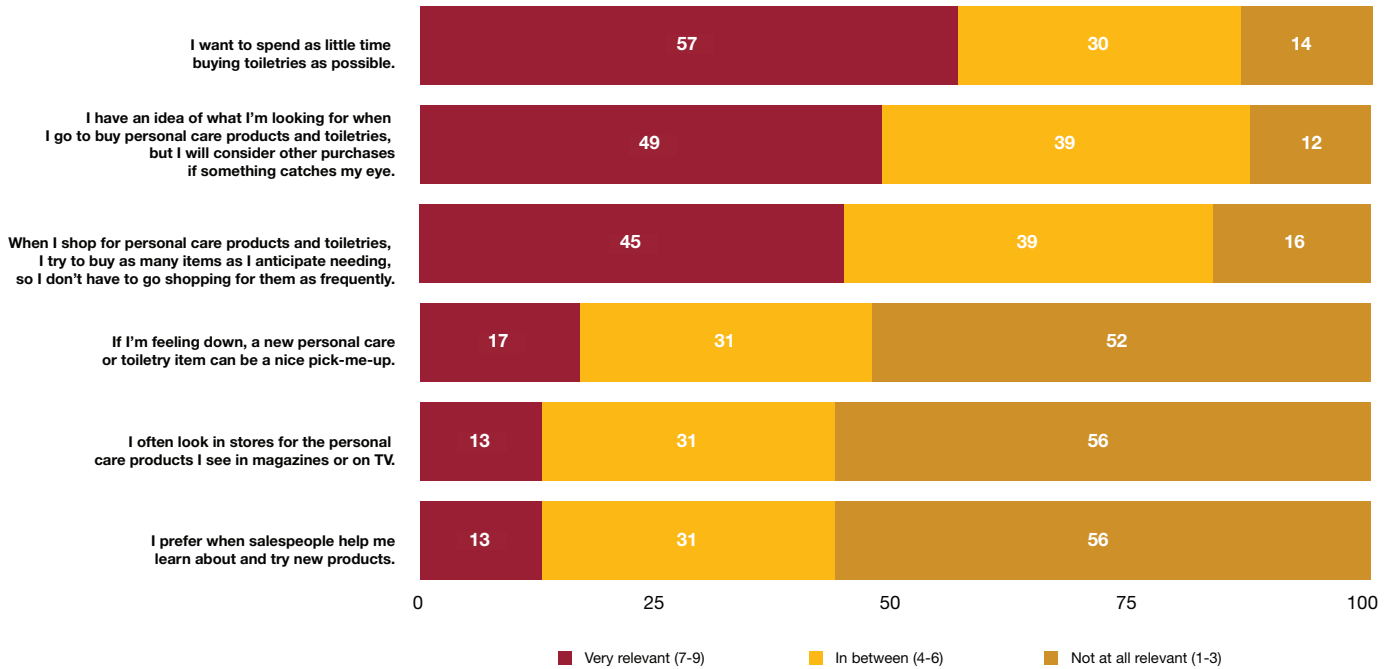
- Very few men or women enjoy shopping for personal care products. In fact, people stock up on them to avoid frequent shopping trips.
- Fewer than seven-in-ten men buy their own personal care products.
- There is a very high degree of brand loyalty among both men and women in this category – 80% say they are buying the same brands they were two years ago.
- Very few women, and only marginally more women than men, say that a new personal care item can be a nice “pick-me-up” when they are feeling down.

Vehicles

- Almost half of men say that they are the sole decision-maker when it comes to the purchase of an automobile, but very few women who have ever lived in a household with a vehicle feel that they were less-than-equal participants in the decision-making process.
- Women tend to be more practical than men when assessing vehicle attributes, placing greater emphasis on safety, gas mileage and lower prices
- However, women are no more interested than men in style and looks of an automobile, and also no less interested in power and performance.
- Industry awards and ratings from organizations like JD Power are important to only about a quarter of men or women.

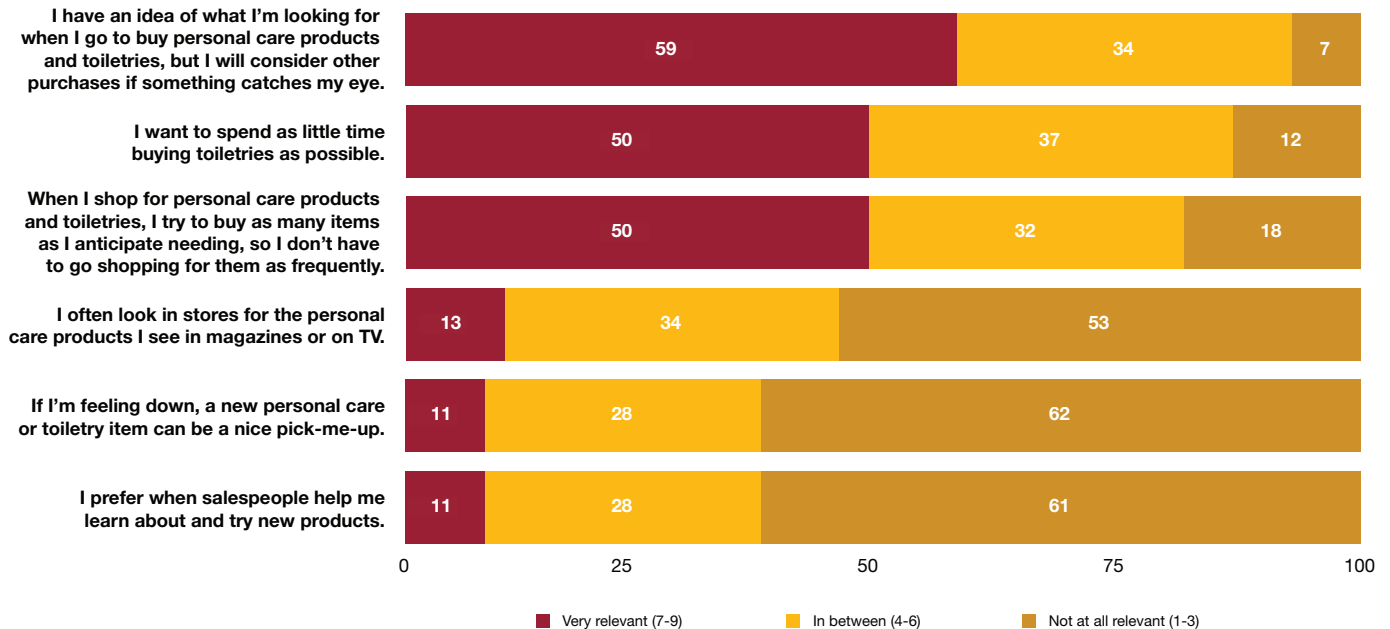
Male Attitudes and Behaviours: Personal Care Items

How relevant are the following statements to you?



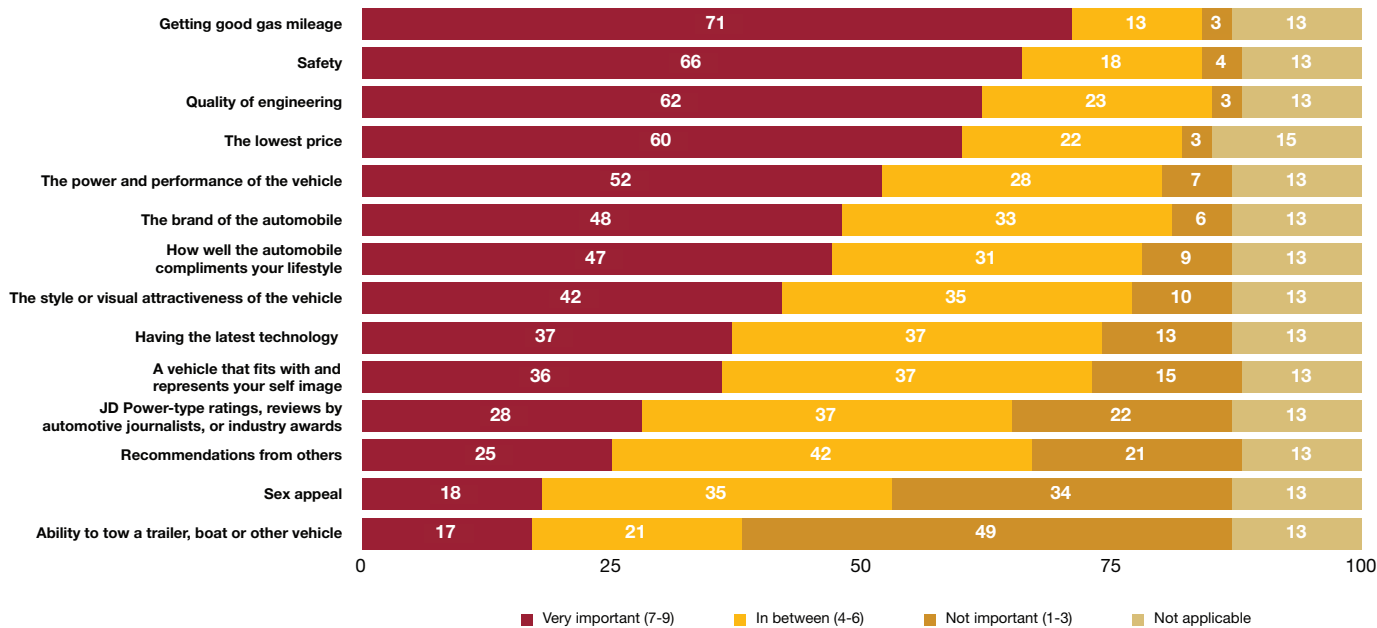
Female Attitudes & Behaviours: Personal Care Items

How relevant are the following statements to you?



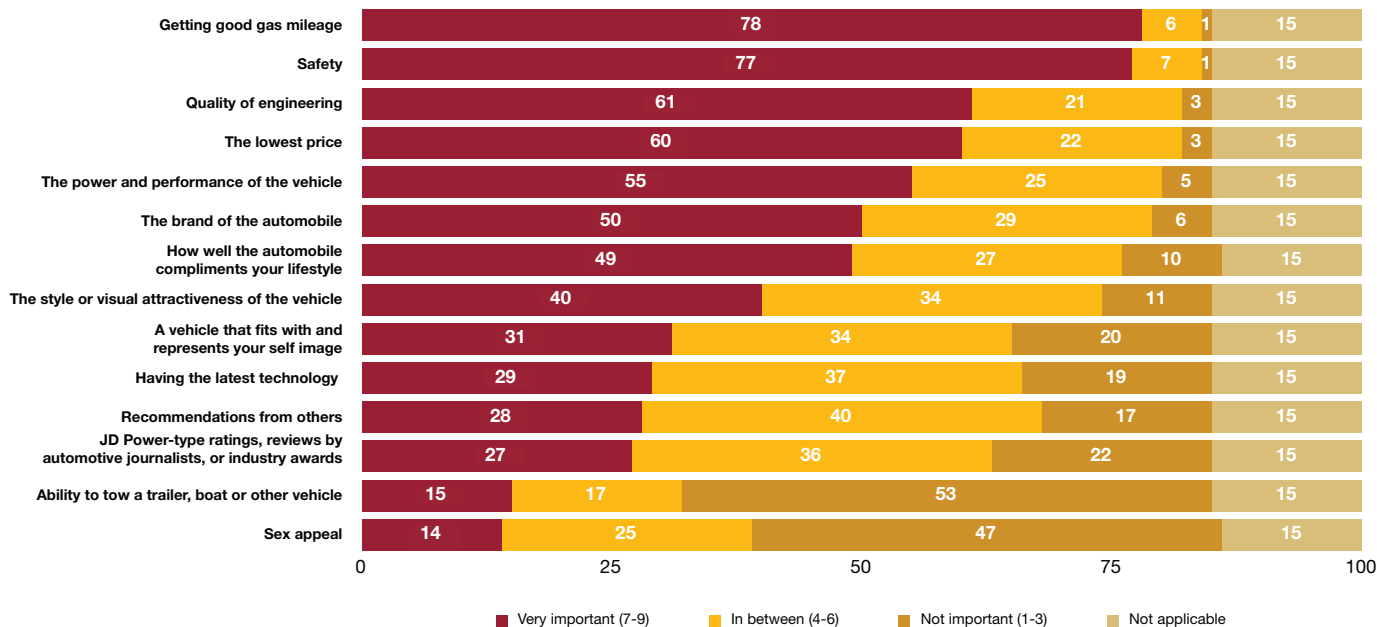
Men: Importance of Automotive Features

Thinking about the next time you buy or lease an automobile, how important will the following be on your decision?
If you never plan on buying or leasing an automobile, select "Not Applicable".



Women: Importance of Automotive Features

Thinking about the next time you buy or lease an automobile, how important will the following be on your decision?
If you never plan on buying or leasing an automobile, select "Not Applicable".



Influence

One of the insights from this study is how much collaboration there is between men and women in purchasing decisions. Both tend to be involved in car-purchasing decisions; men tend to be responsible for buying liquor for the house, while women buy clothes and toiletries for men.

This takes us to the issue of influencers: *how do decisions get made?*

Some of these conclusions are evident from the data mentioned previously. If you are selling men's personal care items, you should be marketing to women as much as to men.

If you are selling cars, remember that most men will have a woman to his side, reminding him of gas mileage and safety, and her voice will be more powerful than expert reviews and awards.

Fewer than half of men buy all their own clothes. They are least likely to buy their own dress clothes. Women are obviously highly influential in clothing purchases.

Alcohol consumption is an area where people are particularly subject to suggestion. One quarter of women (and about one-in-ten men) say that their choices are influenced by others. One third of men say that the image the drink presents of them is more important than the taste of the drink itself. One third of people are strongly inclined to ignore their own preferences and drink wine if somebody else at the table orders it.

Conclusions

Marketing that relies on gender stereotypes may hit on essential truths for many or most people, but they will leave significant niches untouched. There is a market among men for fruity cocktails and white wine, but given male concern about image, these kinds of drinks might be ones they consume at home, rather than in a bar. There is a market among women for sports logo-branded apparel, but they buy it to support their team, not as a fashion statement – and they find it too expensive.

Marketing that ignores the collaborative shopping process between both genders will leave a flank dangerously exposed. Most men have a significant chunk of their wardrobe that was purchased for them, so ignoring the role that women play in selecting men's clothing is a blind spot.

As is generally true, stereotypes obscure as much as they illuminate.

Methodology

From July 19-31, 2013, The Gandalf Group conducted quantitative research in English and French on behalf of Bensimon Byrne, to produce the Consumerology Report 20: Gender.

A national online survey was conducted among 2,002 Canadians proportionate to the gender, age and regional distribution of the Canadian population. Quebec was surveyed in proportion to the province's distribution of English and French speakers.

A survey of this size would have a margin of error of +/- 2.2 percentage points, 19 times out of 20.