

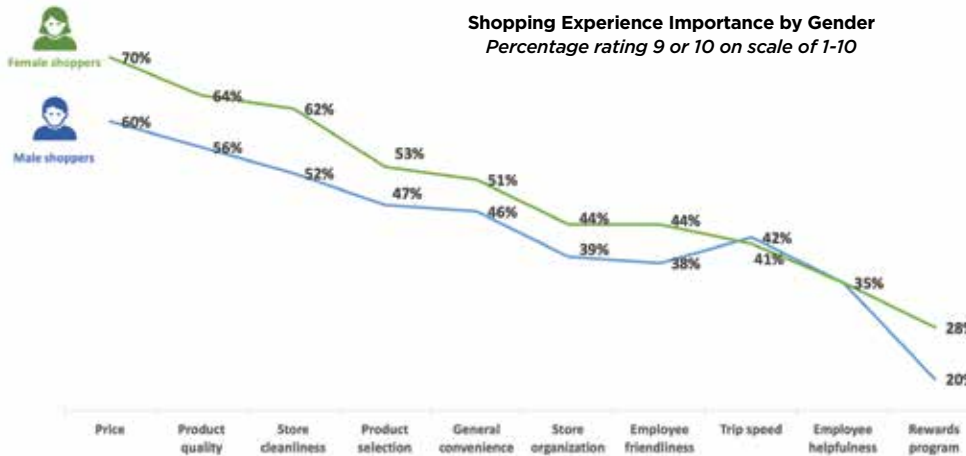


## The Shopping Preferences of Men vs. Women

Store operators need to work harder to meet the needs of female shoppers

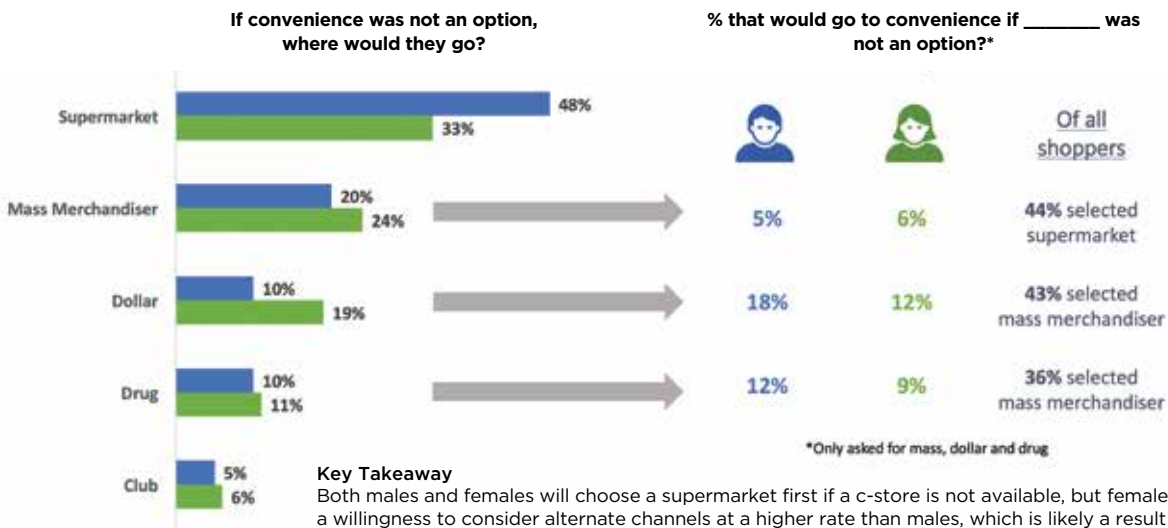
It's been said that men are from Mars and women are from Venus. There's certainly no denying that men and women think and act differently, but how exactly does that translate when it comes to shopping and, more specifically, shopping at convenience stores? EIQ Research Solutions, sister company of *Convenience Store News*, surveyed 1,000-plus c-store shoppers to determine the strengths and weaknesses of varying store types among different demographics. Respondents were asked to evaluate experiences at up to two different retail store types, including convenience, drug, dollar and supercenter.

What is most important to shoppers and how does it differ for females vs. males?



**Key Takeaway**  
All shoppers, regardless of gender, prioritize the factors in a similar order starting with price, product quality and store cleanliness, but store operators will need to work harder to meet the needs of females, who place a higher degree of importance on all factors compared to males, with the exception of trip speed.

How do males and females perceive channels as alternatives for convenience?



**Key Takeaway**  
Both males and females will choose a supermarket first if a c-store is not available, but females overall exhibit a willingness to consider alternate channels at a higher rate than males, which is likely a result of their overall tendency to shop different channels more frequently. C-stores are not currently seen as a substitute by both males and females for most channels, with supermarkets or mass merchandisers more often fulfilling that need.



As a leader, you have the opportunity to boldly define what's next in retail. Our research experts uncover the insights necessary to answer big questions, empowering you to start the conversation. Contact us to discuss how we can work together to build and tell your story. For more information, email us at [untoldstories@ensembleiq.com](mailto:untoldstories@ensembleiq.com).

Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent first approach. Visit [prodegemr.com/ensembleiq](http://prodegemr.com/ensembleiq) for more info.

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