



# Men are From Mars, Women are From Venus...or Maybe Not?

*New Insights on Male Shoppers*

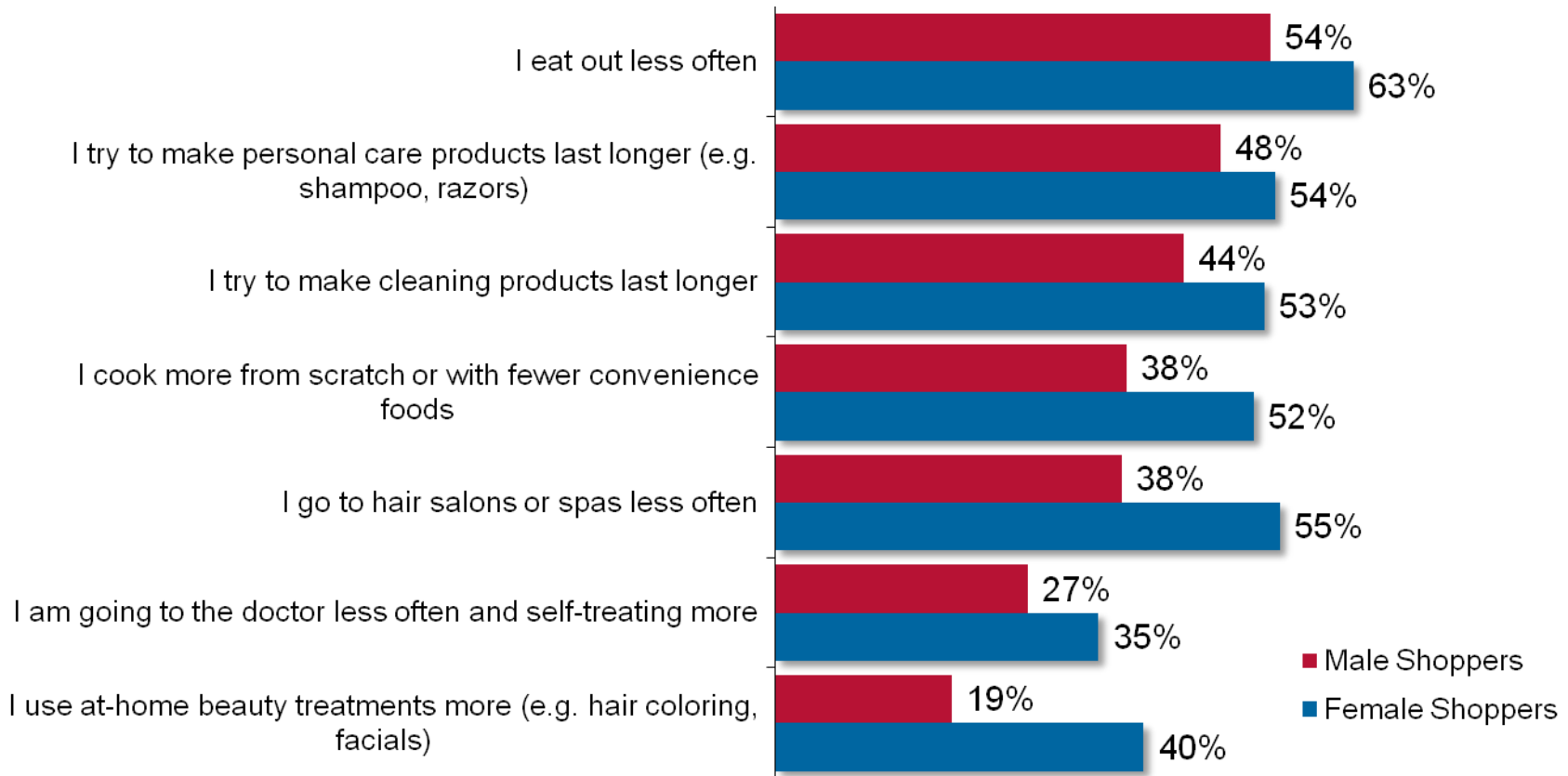
SymphonyIRI Point of View  
*May 2011*

  
SymphonyIRI Group

Insight.  
Innovation.  
Impact.

# Difficult Economic Conditions Have Prompted Consumers to Become More Self Reliant in Many Ways

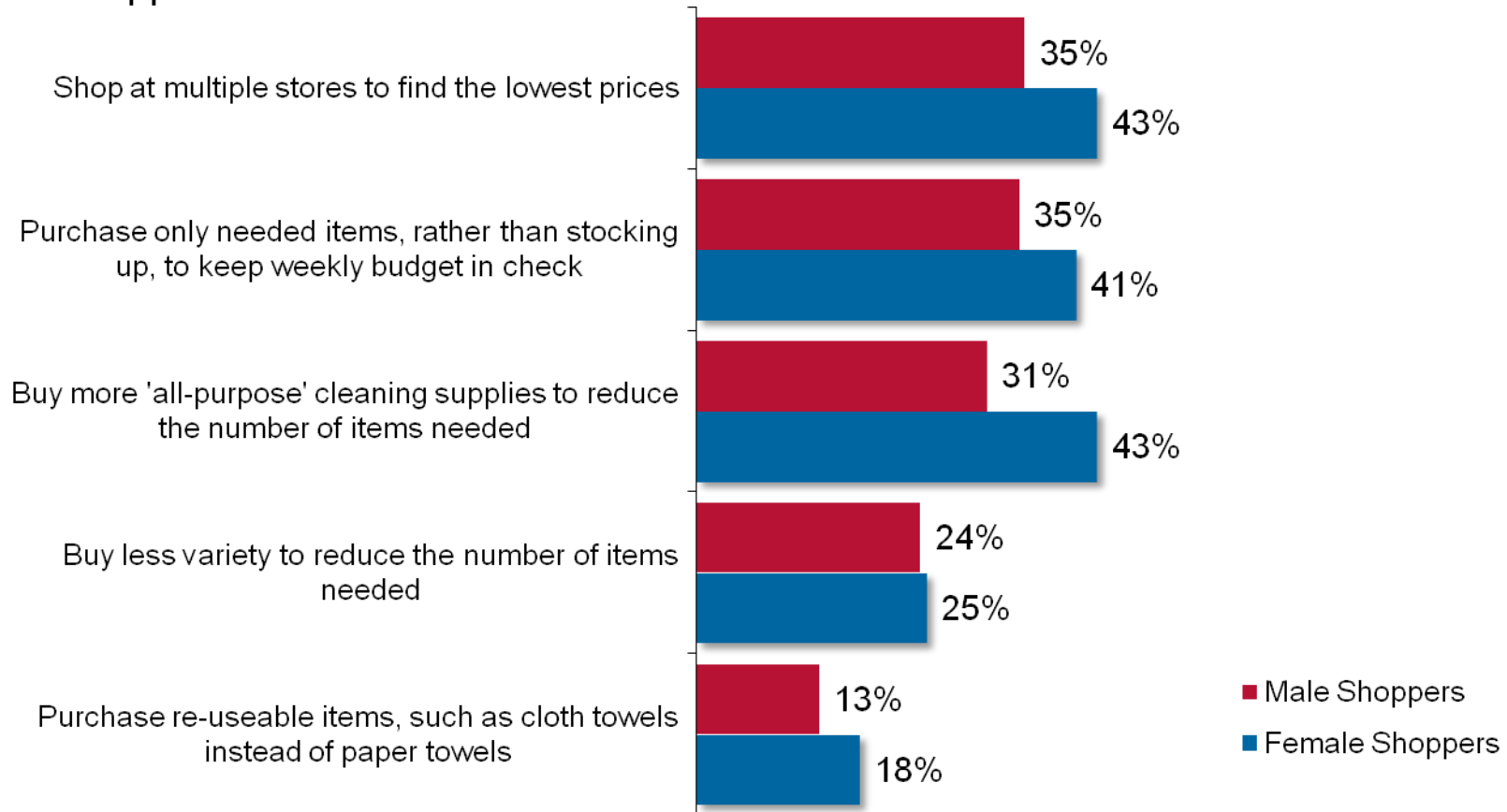
## Recession Driven Ritual Changes % of Shoppers- Top 2 Box Responses



Source: Symphony IRI MarketPulse, January 2011

# Shoppers' Daily Rituals Have Changed in Response to Financial Pressures, but Fewer Men Have Made Compromises in Their Daily Routines

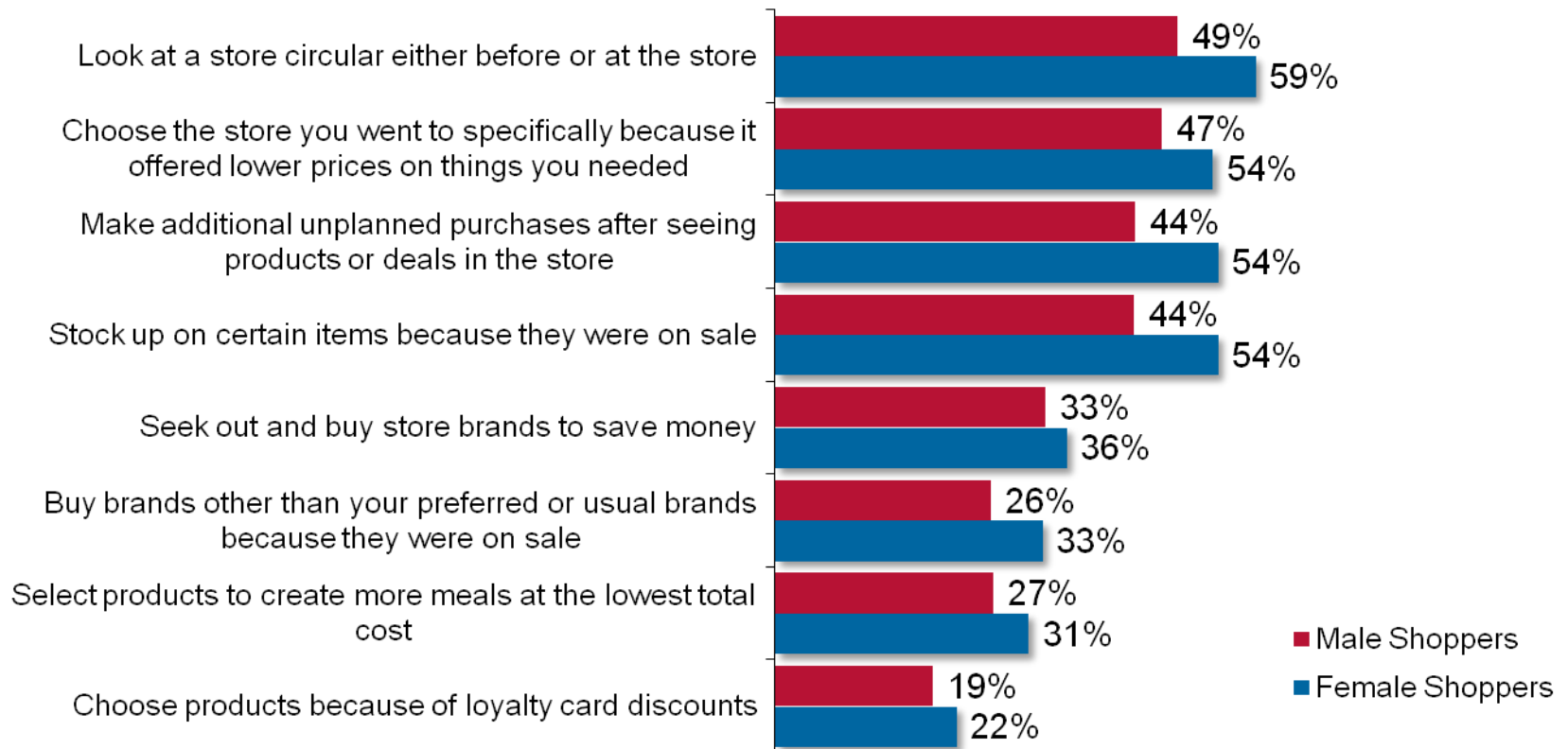
## Money-Saving Strategies % of Shoppers



Source: Symphony IRI MarketPulse, January 2011

# Shopping Trips Are Generally Well-Planned And Deliberate, but Impulsive Purchases Occur, Particularly among Male Shoppers

## Shopping Behaviors % of Shoppers

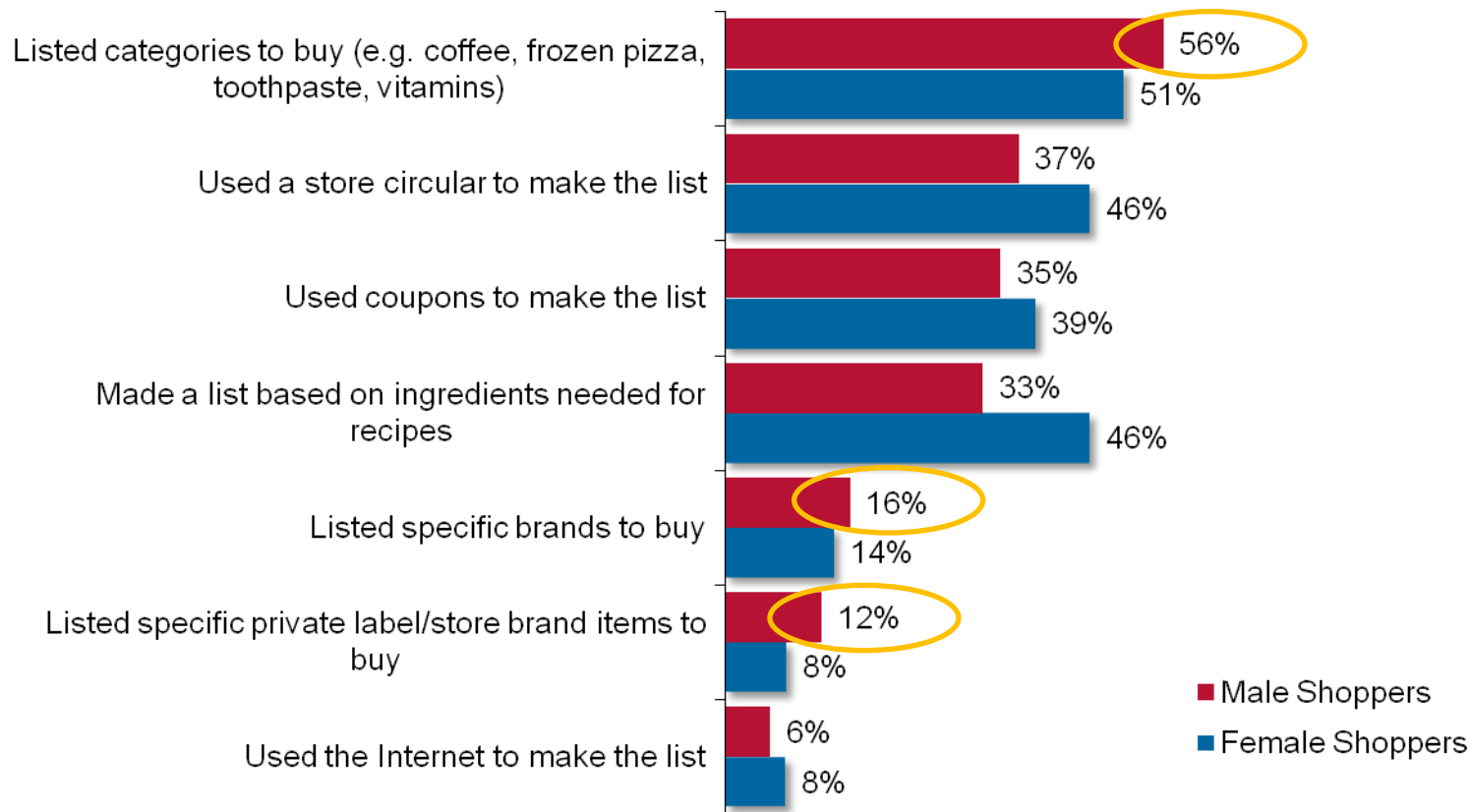


Source: Symphony IRI MarketPulse, January 2011

# Grocery Lists Are Quite Specific in Today's Conservative Marketplace, with Men Showing a Higher Propensity to Itemize

## List-Making Behaviors

% of Shoppers

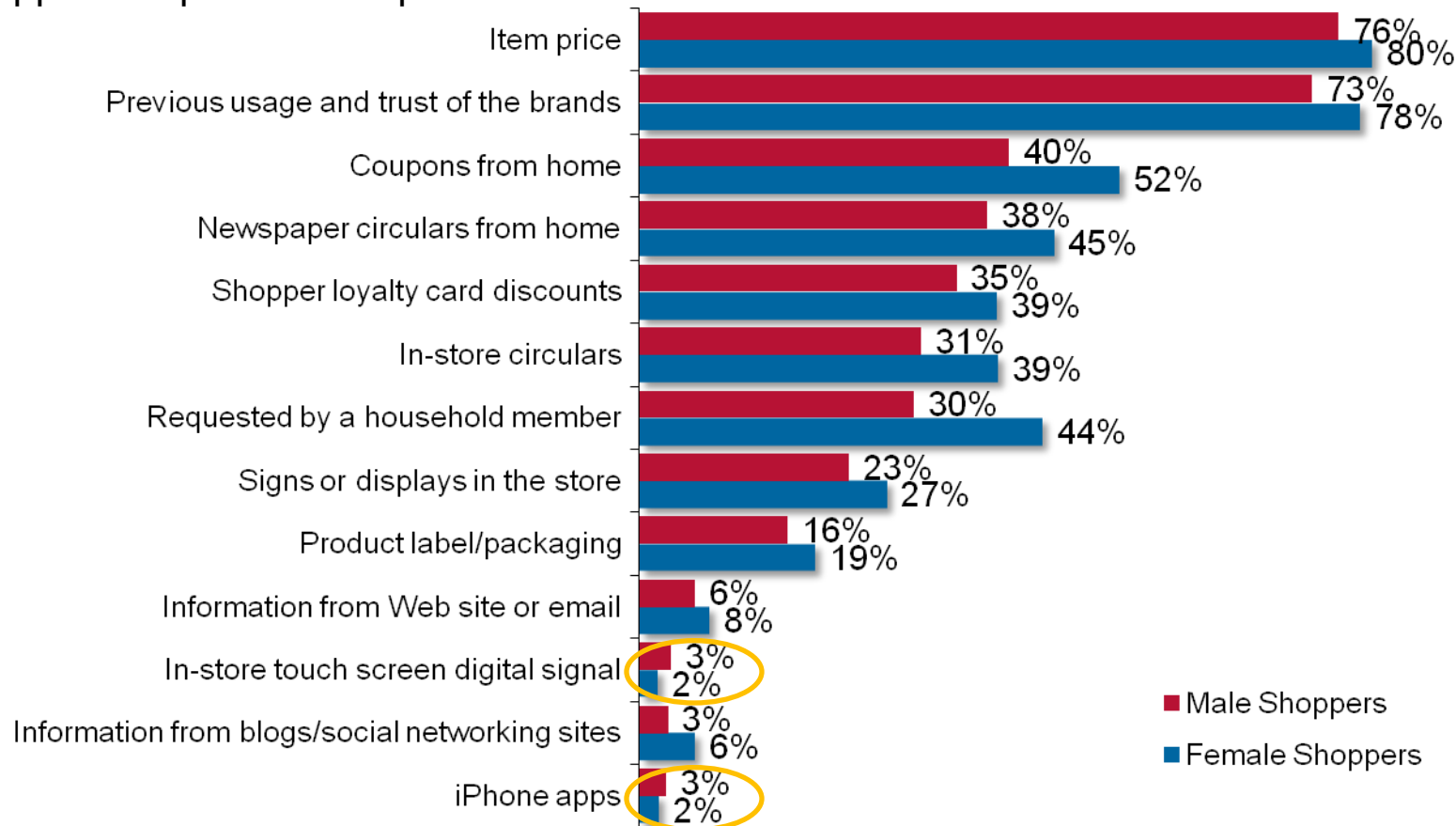


Source: Symphony IRI MarketPulse, January 2011

# The “Traditional” Way of Shopping Is Very Much Alive, but Men Are Leading the Way in the Adoption of New Media as a Tool for Saving Money on CPG Purchases

## Brand Selection Process

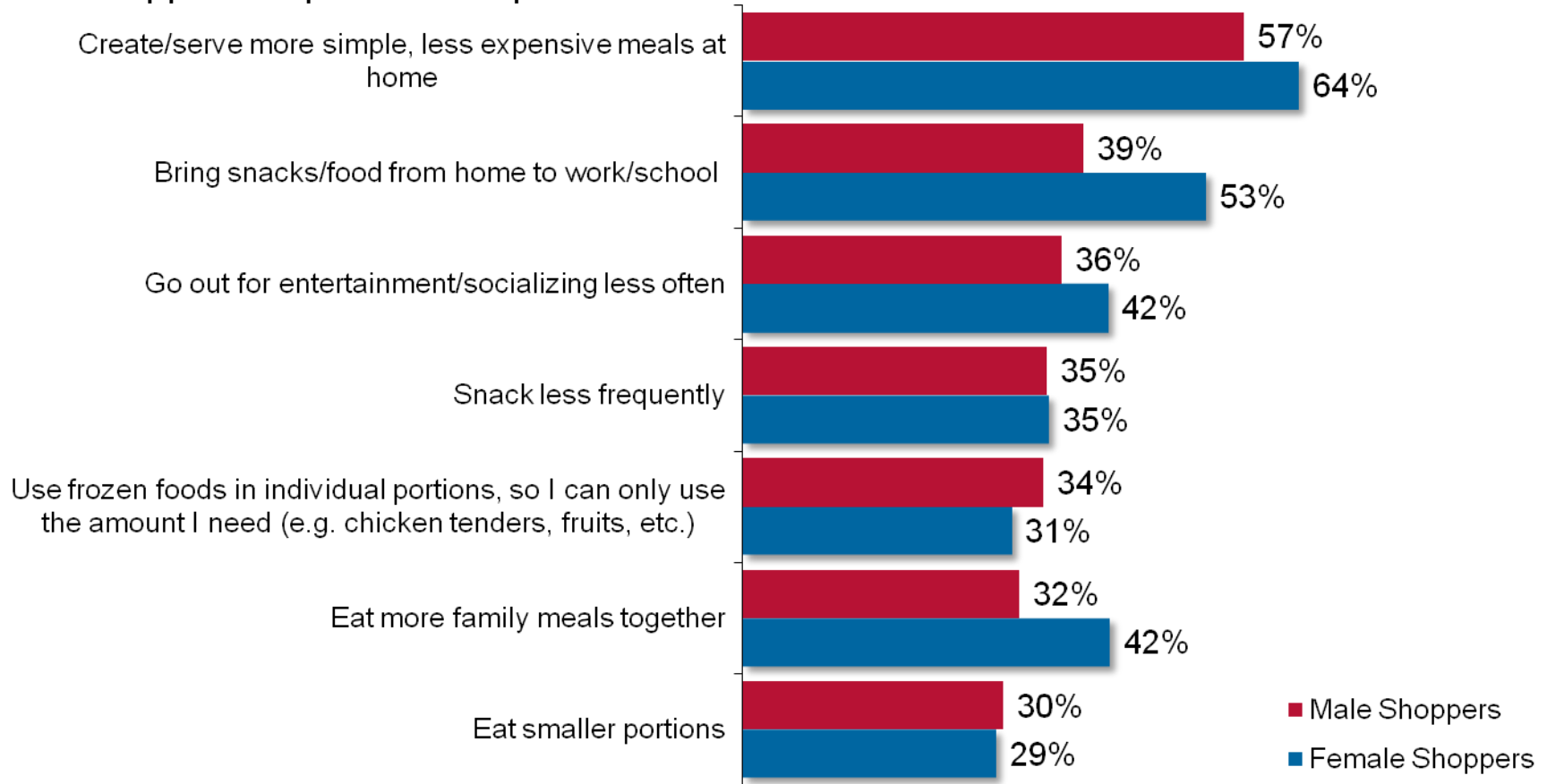
% of Shoppers- Top 2 Box Responses



Source: Symphony IRI MarketPulse, January 2011

# Conservative Behaviors Will Remain Pervasive in the Coming Months across Male and Female Segments of the Population

## Lifestyle Behaviors: In the Coming Year % of Shoppers- Top 2 Box Responses

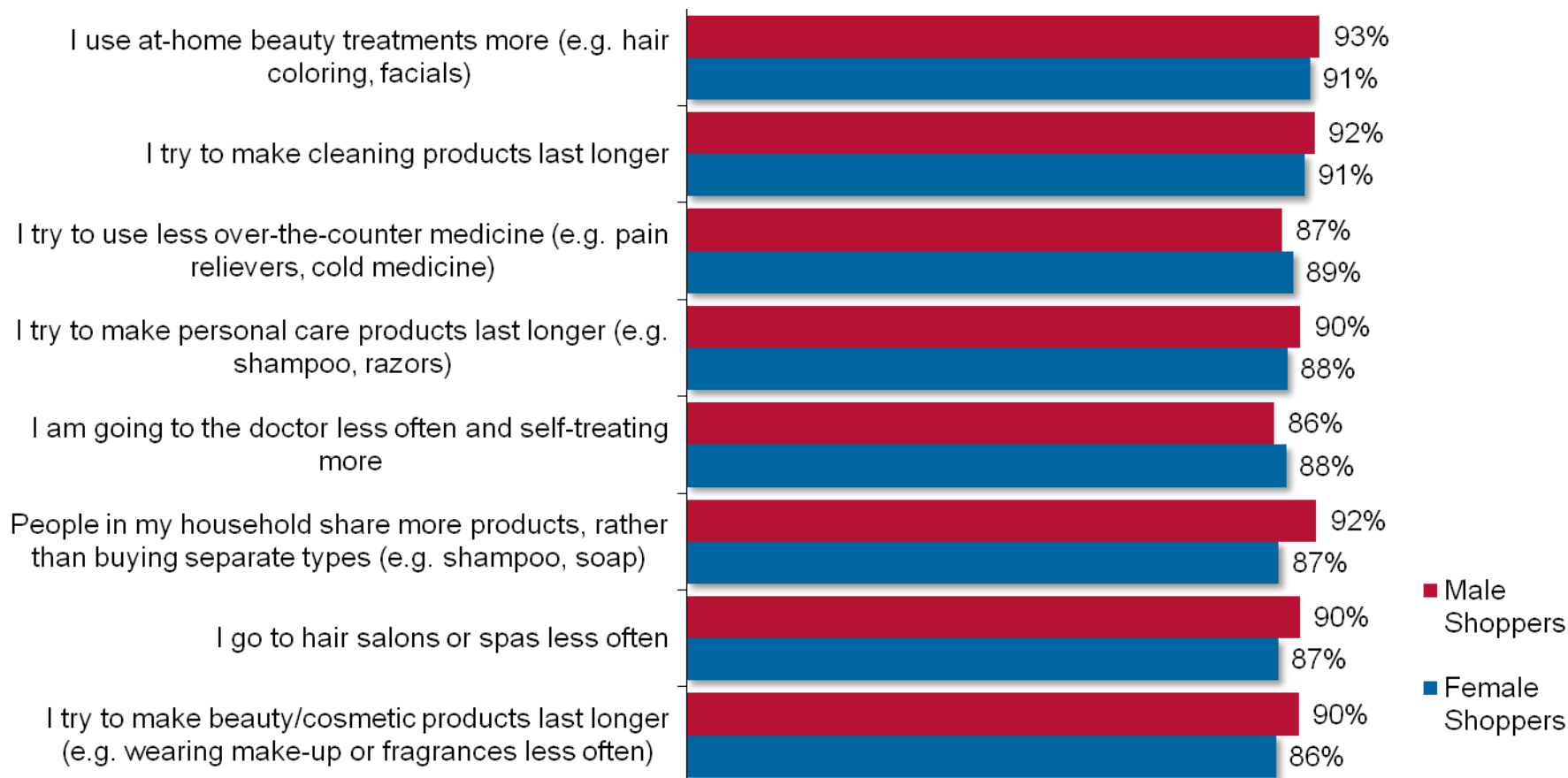


Source: Symphony IRI MarketPulse, January 2011

# A Vast Majority of Consumers Expect That They Will Continue to Embrace Home-Based, Self Reliant Rituals in the Coming Year

## Recession Driven Ritual Changes: In the Coming Year

% of Shoppers- Top 2 Box Responses

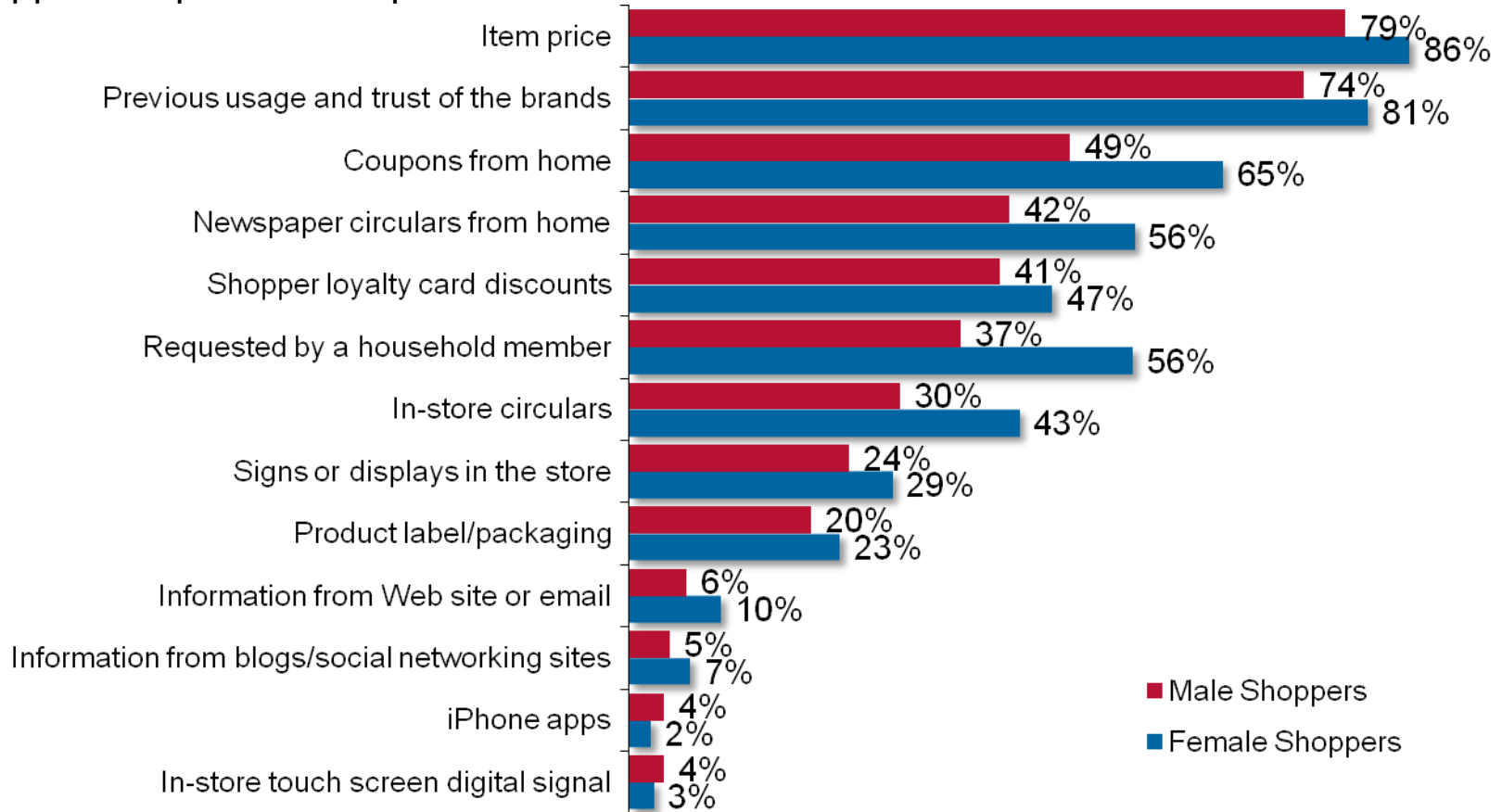


Source: Symphony IRI MarketPulse, January 2011

# Male Shoppers Will Continue to Carefully Evaluate Price Versus Previous Brand Experience When Making Product Selections in the Coming Year

## Brand Selection Process: In the Coming Year

% of Shoppers- Top 2 Box Responses



Source: Symphony IRI MarketPulse, January 2011

# Recommendations & Conclusions

Invest to understand male shopper perceptions around your categories/brands

Support detailed pre-planning behavior with price/value messaging that begins to impact the male shopper at home

Encourage additional purchases by heavily leveraging cross promotion/cross-merchandising