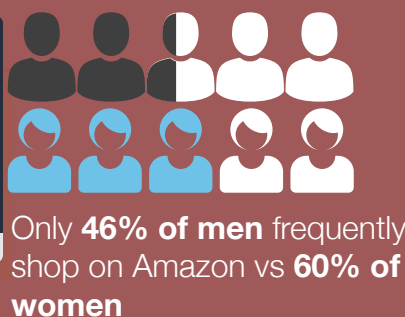


MINDING THE SHOPPING GENDER GAP



MEN ARE MAKING FEWER OF THEIR PURCHASES ONLINE THAN WOMEN



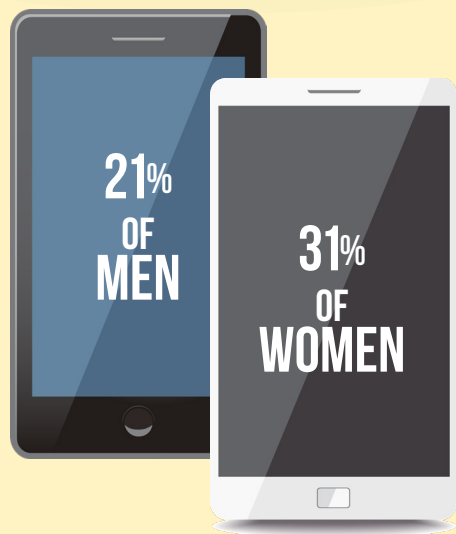
WHY?



44% of men shop in store to touch and feel a product, vs only **33% of women**

FEWER MEN THAN WOMEN ARE PRICE COMPARING ONLINE USING MOBILE OR AMAZON BEFORE THEY BUY

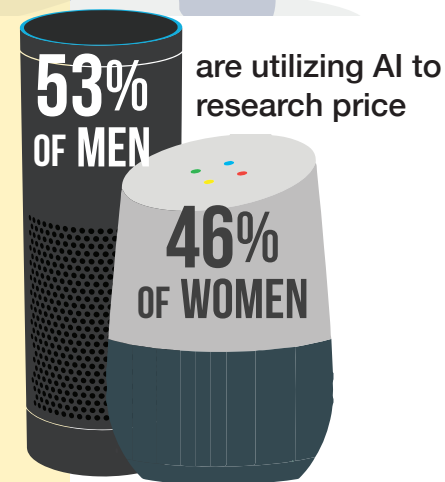
HOWEVER...



frequently use their mobile devices to price compare **while in a physical store**



54% of men say they check on Amazon.com for products and prices before shopping elsewhere vs **67% of women**



MEN VS WOMEN AT DISCOUNT RETAILERS

FASHION FIRST

Fashion Discounts

42% of Men are likely to shop at full price retailers

VERSUS
18% AT DISCOUNT RETAILERS

38% of Women are likely to shop at discount retailers

VERSUS
31% AT FULL PRICE