



THE STATE OF CONSUMER SPENDING

GENDER DISCONNECTS

on Diversity and Inclusivity in the U.S. and U.K.

ABOUT FIRST INSIGHT



We help businesses create more profitable products and experiences with predictive digital testing software.

First Insight's Experience Management (XM) software helps retailers and brands increase profitability by using predictive analytics to deliver the best possible product, brand, customer, and employee experiences.

Our digital testing platform combines voice of customer data, AI, and a proprietary algorithm to help you understand product and concept performance before investing.

What We Do



Digital product testing



Increase speed to market



Price optimization



Inform inventory buy-depth decisions



Account management support



Quantity and prove value delivery



Understand Your Customer

Learn how to maximize outcomes and drive growth with First Insight. Schedule a personalized meeting with us today.

[REQUEST DEMO](#)

The State of Consumer Spending: Gender Disconnects on Diversity and Inclusivity in the U.S. and U.K.

First Insight conducted a consumer study in the U.S. and the U.K. on shopping habits, purchase behavior and influences driving purchase decisions. As diversity and inclusion issues gain greater attention in retail worldwide, the study explored similarities and differences between male and female shoppers in the U.S. and U.K. related to the importance of diversity factors when making shopping decisions and expectations by consumers in both regions following the launch of an offensive product.

Findings include:

1. U.S. men and women are largely aligned with inclusivity and diversity factors ranking about equal in importance to both genders.
2. In the U.K., men and women are divided on the importance of diversity and inclusion factors, which are more important to male shoppers.
3. More women than men in both the U.S. and U.K. expect immediate accountability and action following the launch of an offensive product.
4. Women in both the U.S. and U.K. believe inclusivity through extended sizing to be the most important diversity and inclusivity factor for retailers and brands.
5. Over 40% of both U.K. and U.S. consumers are shopping frequently on mobile devices, and the majority are checking Amazon before making a purchase elsewhere.
6. When shopping in physical retail stores, U.S. consumers are visiting mass department stores most often, while U.K. shoppers are most frequently visiting discount retailers.

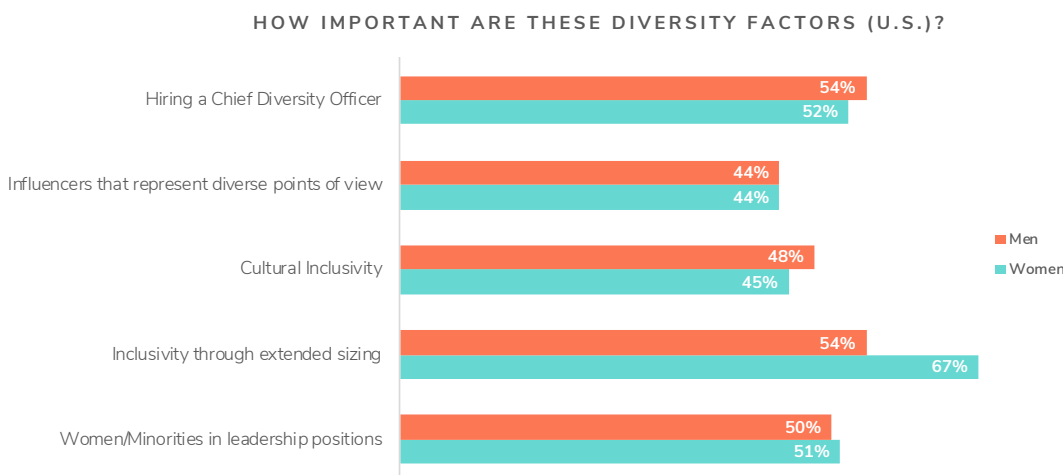
First Insight's findings are based on the results of a U.S. consumer study of a targeted sample of more than 1,000 U.S. respondents, and a similar study of more than 500 respondents in the U.K., both fielded in September 2019. The study was completed through proprietary sample sources among panels who participate in online surveys.

First Insight is the world's leading digital product testing platform that empowers retailers and brands to incorporate the Voice of the Customer into the design, pricing, planning, and marketing of new products. Through the use of online consumer engagement, the First Insight solution gathers real-time consumer data and applies predictive analytic models powered by machine learning and AI to create actionable insights, which drive measurable value.

The State of Consumer Spending: Gender Disconnects on Diversity and Inclusivity in the U.S. and U.K.

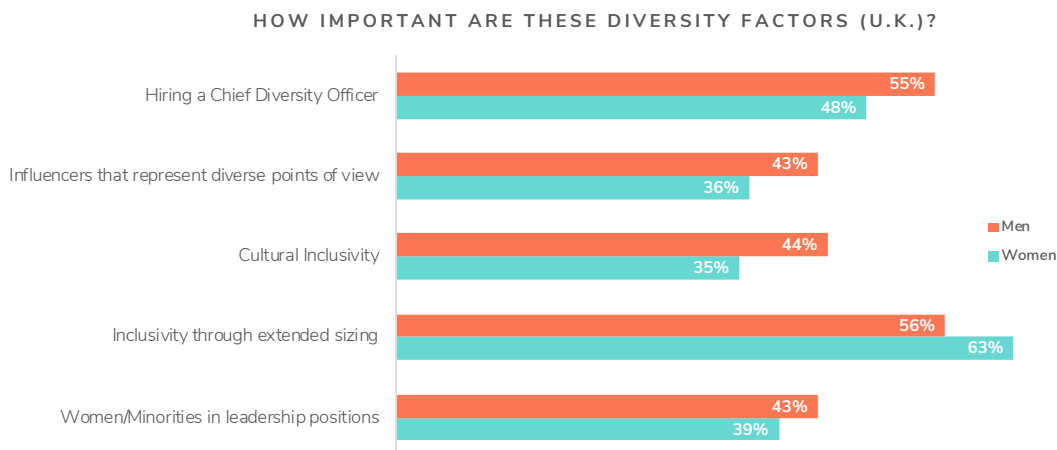
U.S. Men And Women Value Women and Minorities In Leadership Positions Equally And Believe A Chief Diversity Officer Would Benefit Retailers and Brands

According to the study, in the U.S., about half of both men and women surveyed consider having women and minorities in leadership positions as important and feel it would benefit retailers and brands to hire Chief Diversity Officers. Similarly, about half of U.S. men and women (48 percent versus 45 percent) ranked cultural inclusivity important, and 44 percent of both genders responded that influencers that represent diverse points of view are important.



In the U.K., More Men than Women Believe Inclusivity Factors Are Important

Only 39 percent of women in the U.K. stated that having women and minorities in leadership positions was important compared to 43 percent of men, and only 35 percent of women felt that cultural inclusivity is important compared to 44 percent of men. Having influencers with a diverse point of view was even less important to U.K. women (36 percent) compared to 43 percent of men, and while more than half of male respondents (55 percent) felt that retailers would benefit from hiring a Chief Diversity Officer, only 48 percent of women in the U.K felt the same way.

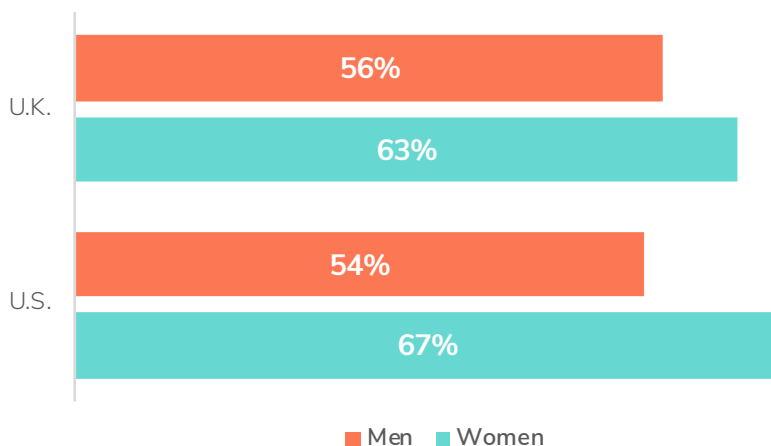


The State of Consumer Spending: Gender Disconnects on Diversity and Inclusivity in the U.S. and U.K.

Inclusivity Through Extended Sizing Most Important Diversity and Inclusivity Factor for Women in Both Regions

Women in both the U.S. and the U.K. considered inclusivity through extended sizing the most important diversity factor, with 67 percent of women in the U.S. and 63 percent of women in the U.K. ranking it as important. Fifty-four percent of U.S. men and 56 percent of U.K. men felt the same.

IMPORTANCE OF INCLUSIVITY THROUGH EXTENDED SIZING



Women in Both the U.S. and the U.K. Expect Greater Accountability than Men After Offensive Product is Launched

With several high-profile missteps by brands gaining significant attention in recent months, the survey also explored the impact of presenting offensive products on shoppers in both regions, and found more women expect accountability and action in how these companies respond.

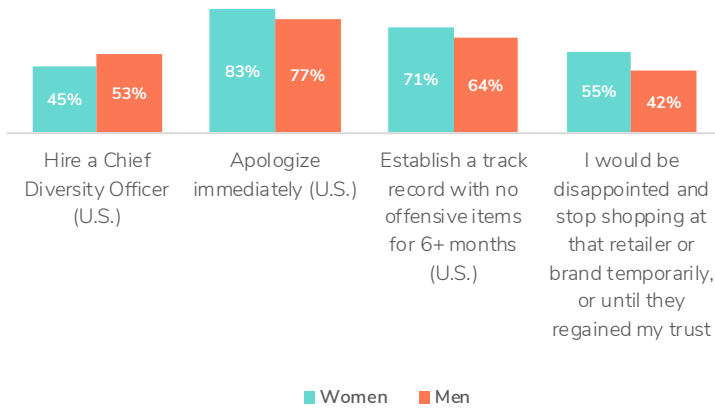
Eighty-three percent of women and 77 percent of men in the U.S. felt that an immediate apology was important. In the U.K. 86 percent of women and 74 percent of men felt it was important.

Women in both the U.S. (55 percent) and the U.K. (58 percent) noted that following the release of an offensive product, they would stop shopping at that retailer or brand temporarily, compared to men in the U.S. (42 percent) and the U.K. (47 percent).

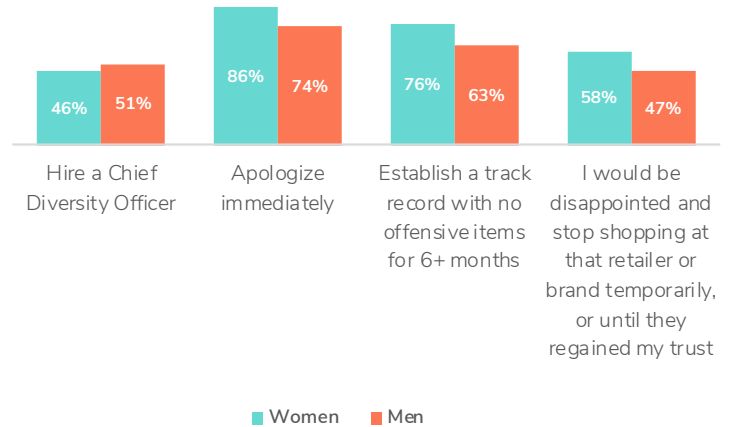
The majority of respondents in both the U.S. (71 percent of women and 64 percent of men) and U.K. (76 percent of women and 63 percent of men) also felt that retailers and brands needed to establish a track record with no offensive items for six or more months before they would purchase from them again.

The State of Consumer Spending: Gender Disconnects on Diversity and Inclusivity in the U.S. and U.K.

WHAT SHOULD BRANDS/RETAILERS DO FOLLOWING AN OFFENSIVE PRODUCT LAUNCH? (U.S.)



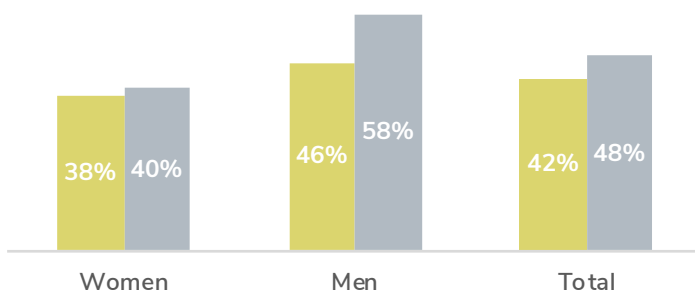
WHAT SHOULD BRANDS/RETAILERS DO FOLLOWING AN OFFENSIVE PRODUCT LAUNCH? (U.K.)



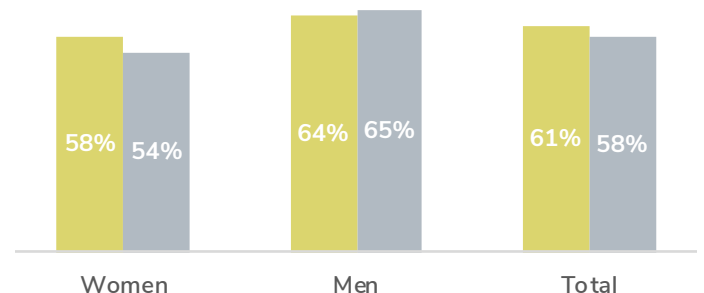
Both U.K. and U.S. Shoppers Are Mobile Shopping and Checking Amazon Before Making a Purchase Elsewhere

The survey also compared other in-store and online consumer shopping behavior trends between the U.S. and U.K, and found that 42 percent of U.S. respondents are shopping on mobile devices six or more times per month, versus 48 percent of those in the U.K. The majority of both U.S. (61 percent) and U.K. (58 percent) shoppers check products and prices at Amazon before looking or buying elsewhere.

MOBILE SHOPPING SIX OR MORE TIMES PER MONTH



I CHECK AMAZON.COM FOR PRODUCTS AND PRICING BEFORE LOOKING/BUYING ANYWHERE ELSE



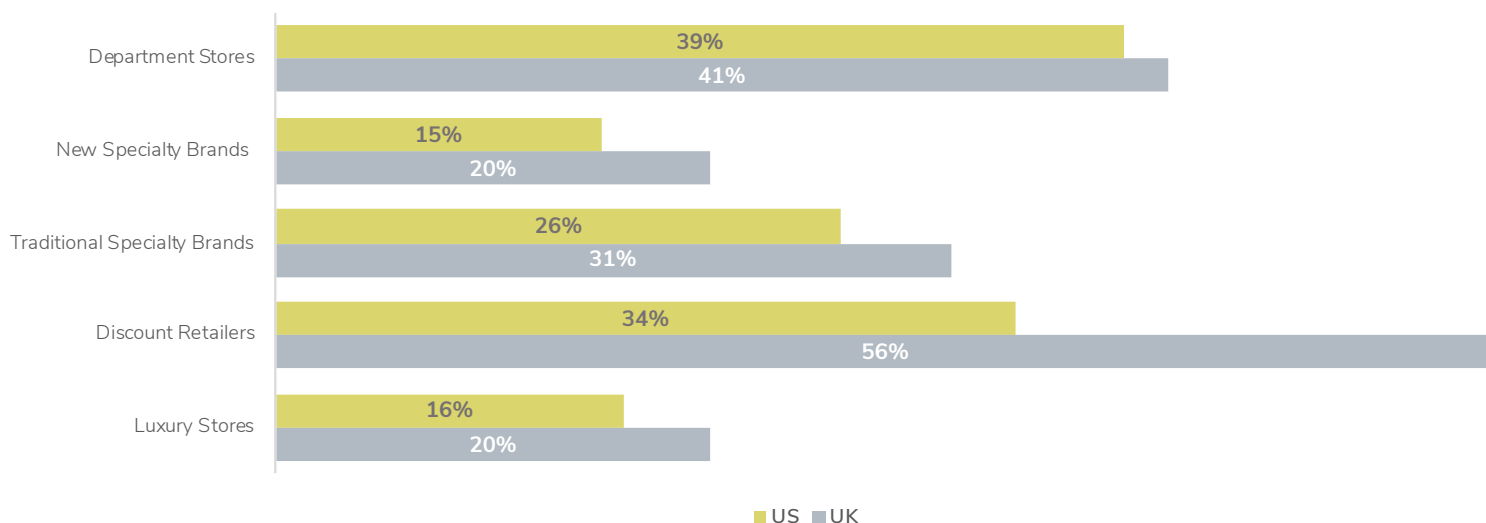
■ U.S. ■ U.K.

The State of Consumer Spending: Gender Disconnects on Diversity and Inclusivity in the U.S. and U.K.

In Physical Retail, U.S. Shopping is Taking Place Most Frequently at Mass Department Stores, UK Shopping Most Frequently at Discount Retailers

Thirty-nine percent of U.S. respondents are shopping at mass department stores four times a month or more, compared to 41 percent of respondents in the U.K. However, fifty-six percent of U.K. respondents are visiting discount retailers four or more times a month, compared to only 34 percent of U.S. respondents.

SHOPPING FREQUENCY PER OUTLET – 4X PER MONTH OR MORE



Conclusion

First Insight conducted a consumer study that explored similarities and differences between male and female shoppers in the U.S. and U.K. related to the importance of diversity factors when making shopping decisions and expectations by consumers in both regions following the launch of an offensive product. As diversity and inclusivity are growing in importance in retail across the world, the study found that consumers are broadening their expectations of retailers and brands beyond simply offering extended sizes. Consumers now expect them to evolve with the cultures they serve, and scrutinize the decision-makers they hire and the processes in place for taking their products to market. With countless retailers and brands continuing to make significant missteps by selling offensive designs, it will be extremely important that brands listen to their customers, test products at the early stages of the development process, and bring in a more diverse base of talent at every level of the organization to ensure products will resonate with their customers vs. offending them.

Contacts

First Insight

Gretchen Jezerc | gretchen.jezerc@firstinsight.com
SVP of Marketing

Media

Stacy Berns | sberns@bcg-pr.com • Michael McMullan | mmcmullan@bcg-pr.com
Berns Communications Group | (212) 994-4660

About First Insight

First Insight is the world's leading digital product testing platform that empowers retailers and brands to incorporate the Voice of the Customer into the design, pricing, planning, and marketing of new products. For more information, visit: www.firstinsight.com.