

# Gender Analysis: Practices that Drive Overall Performance





# Introduction



Advantage Group International analyzed 2017 USA Advantage Report data by gender.

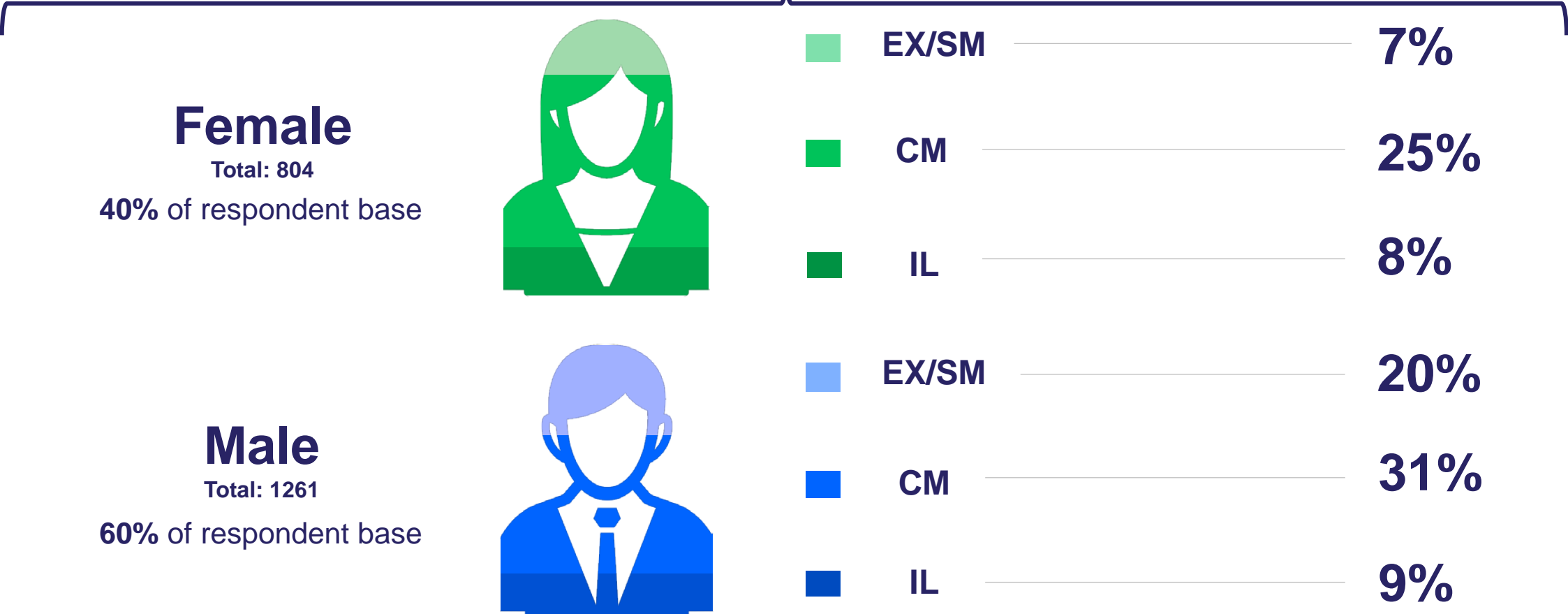
Our Hypothesis:

**Male and female respondents have differing priorities regarding the practices that drive Overall Performance.**

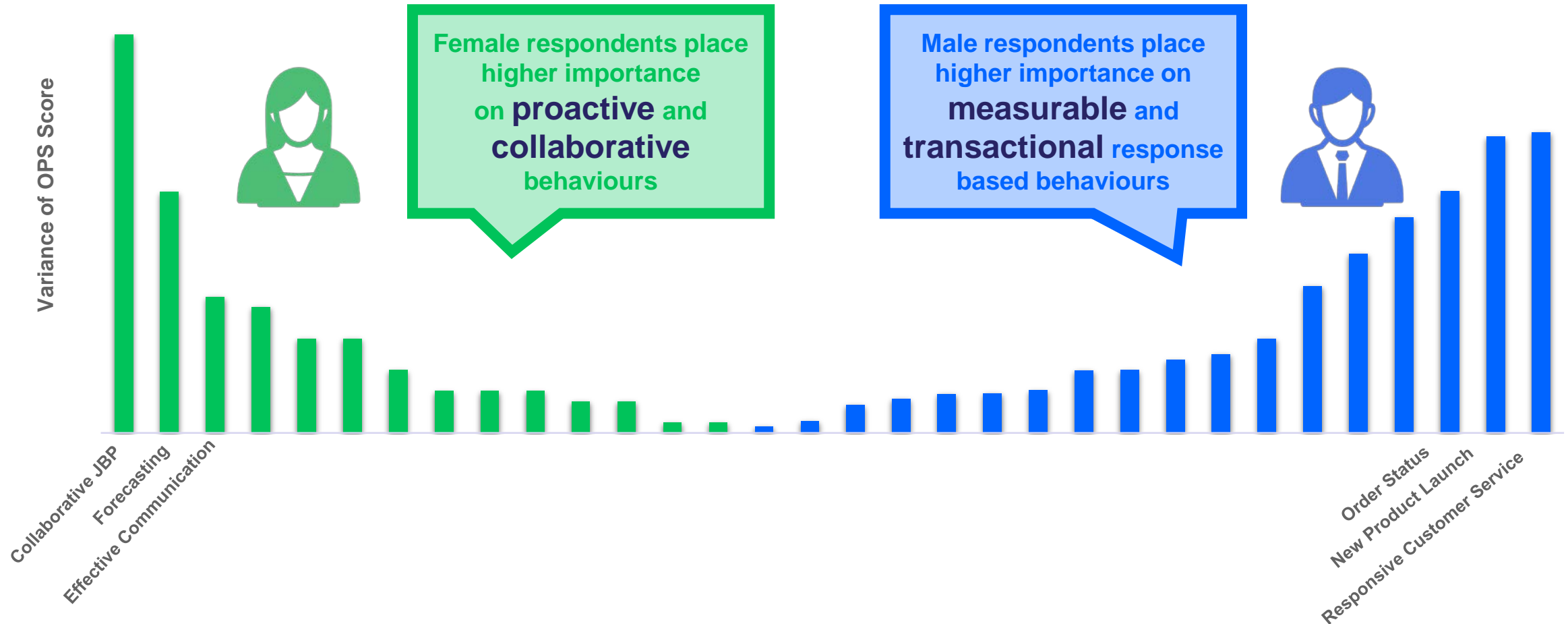
Understanding how gender differences impact perceptions about business performance can provide valuable insight into the relationships between retailers and suppliers.

# 2017 Advantage Report USA Gender Study

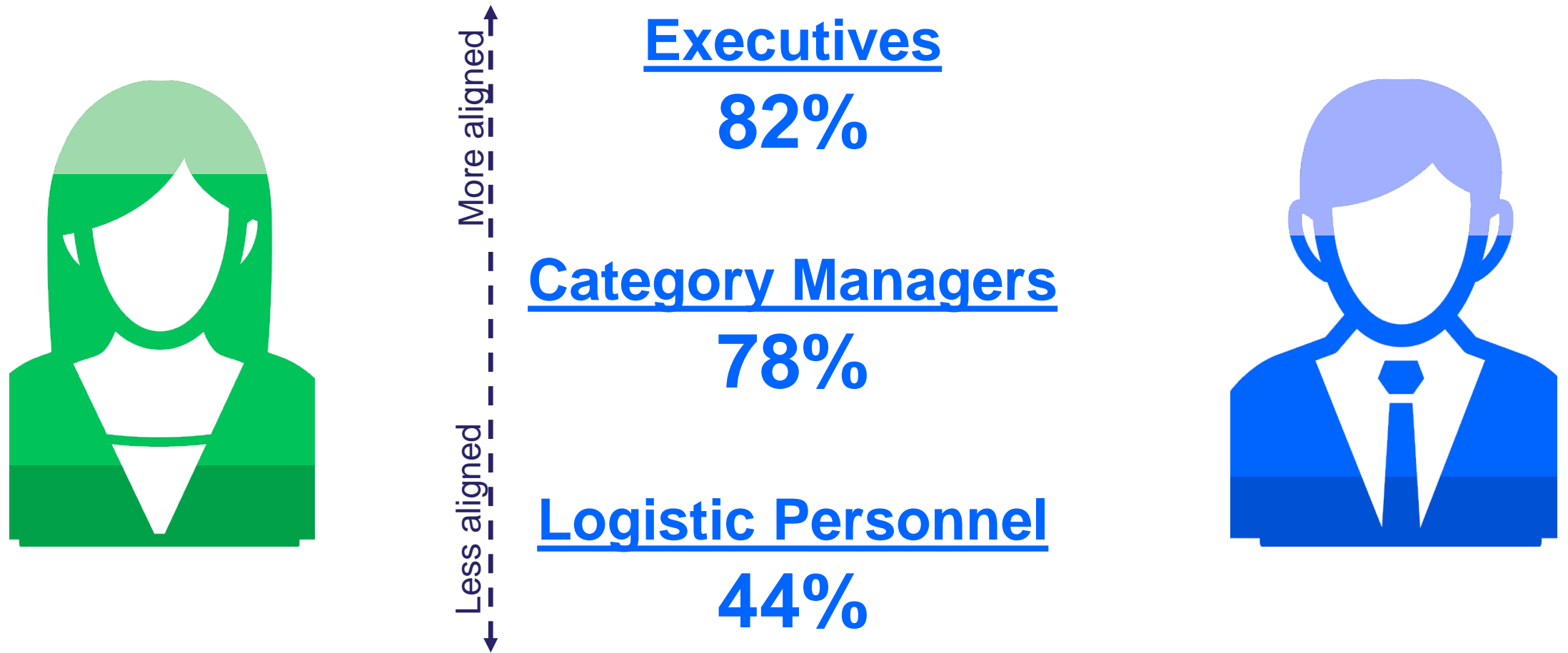
Total: 2,065 (100% of respondent base)



# There are Clear Distinctions between Genders on Practices that Drive Overall Performance

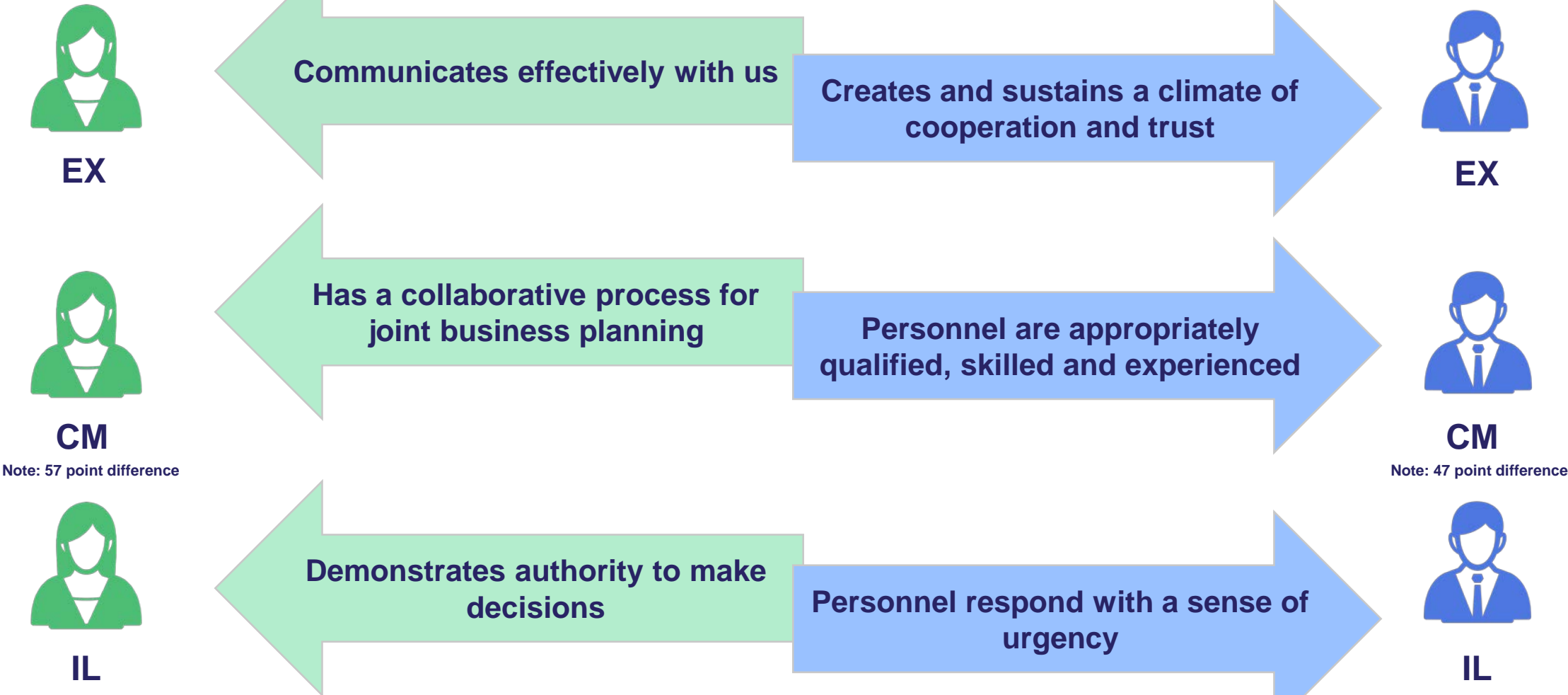


# The Strongest Alignment between Genders is at the Executive/Sr. Management Level



% based on the alignment of Practices with a difference of +/- 20 Points Importance Score

# Across All Functions, There are Notable Differences in what Both Genders Consider Important in Driving Overall Performance



Note: 57 point difference

Note: 47 point difference



## Conclusion



Being aware of differences in priorities or perceptions about what is important to your customers will help to align and strengthen your business relationships.

At Advantage, we know that better relationships drive better business results.

# There are Always Opportunities to Improve.

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