

# Marketing to Men

New challenges, and rewards

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Quad  G



Consumer Report



# Being your own man

It ain't what it used to be

Man buns aside, the stereotype hangs on:

Men absolutely HATE shopping, right? Mmmm, not so fast.

Though men are generally fast and purposeful shoppers, they're actually just as likely to drop \$1000 on shoes than their female counterparts. And get them behind a laptop or smartphone, and they'll browse, price compare and, well, SHOP.

While some men may treat visiting stores as a problem in need of a quick solution, their full shopping personality is more complex. This report lays out men's collective buying behaviors, media preferences and habits. Like everything else in today's world, the old marketing rules don't necessarily apply.

SNAPSHOT

SPENDING

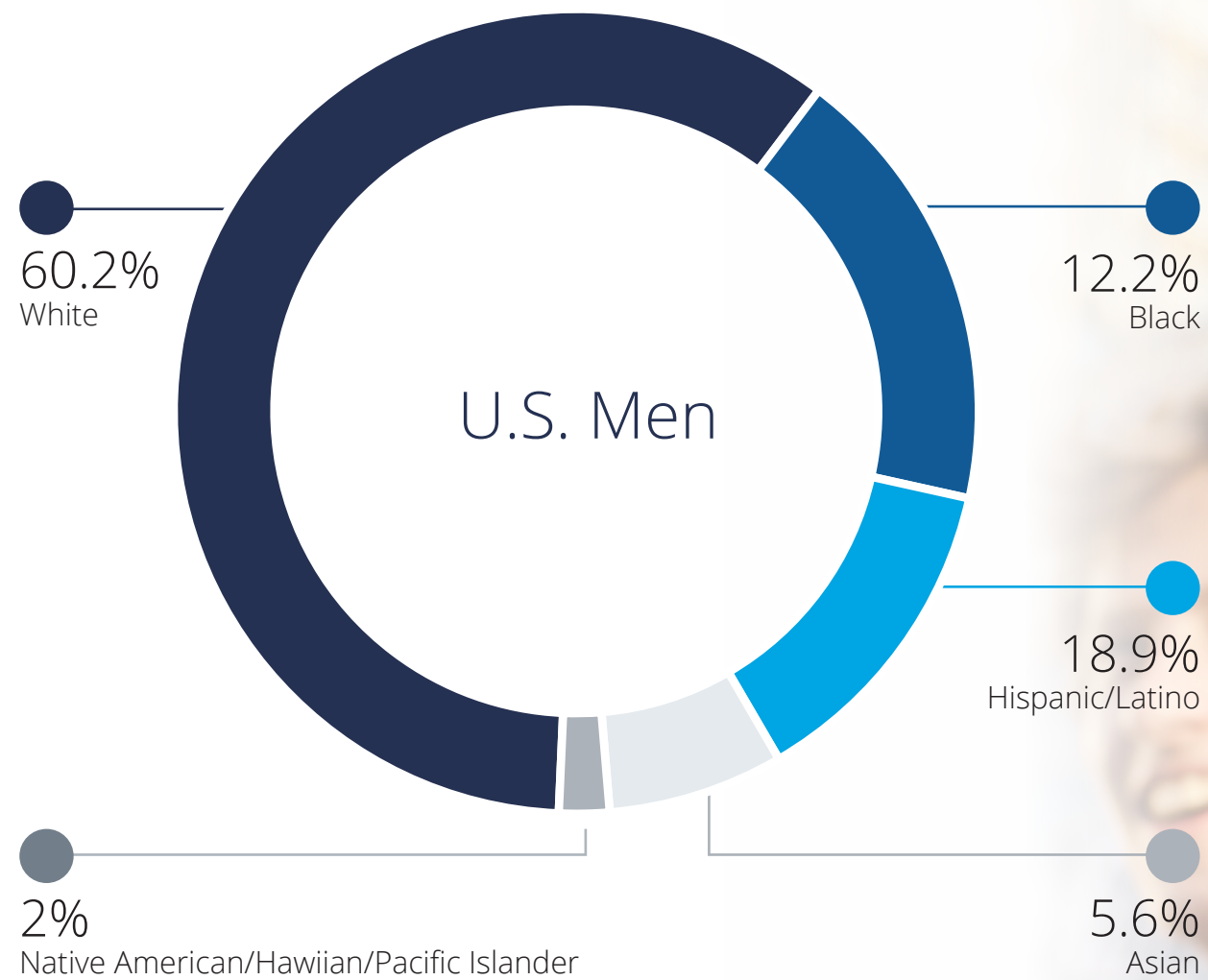
BATTLE OF THE SEXES

MARKETING

MEDIA

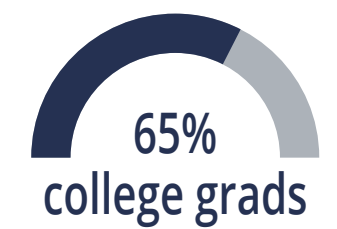
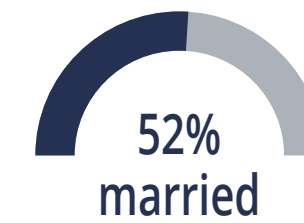
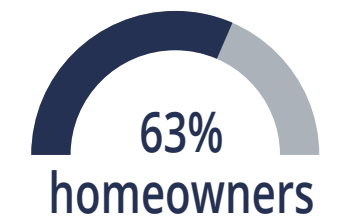
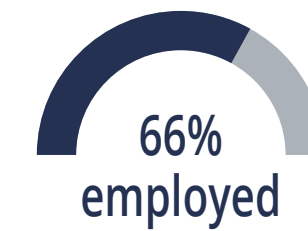
2020 AND BEYOND

## 161.66 million strong

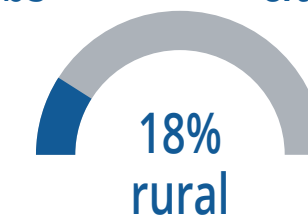
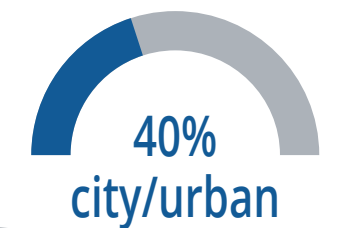
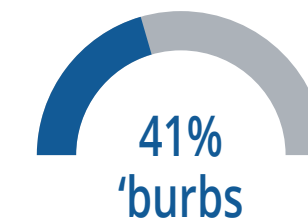


Source: U.S. Census Bureau, Population Division, 2020 (individuals may report more than one race)

### 2020 stats



### Where they live



Source: Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

SNAPSHOT

SPENDING

BATTLE OF  
THE SEXES

MARKETING

MEDIA

2020 AND  
BEYOND

# What's the shop-onomic outlook?

The male shopper is a bit Jekyll and Hyde. Think Jekyll = thoughtful, let's find the best deal. Hyde = get in, get it, get out, and don't look back.

Online, the other hand? Now that's shopping men can really sink their teeth into. And with disposable incomes that still surpass women's, their economic power is a perennial object of desire for brands.



MEN

\$1,072 weekly or \$55,744/year

WOMEN

\$894 weekly or \$46,488/year



## 120% more

Men working full time earned nearly 120% more than full-time female workers in the fourth quarter of 2020, about the same as their advantage in the same period of 2019 (121%).<sup>1</sup>

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SNAPSHOT

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SPENDING

○  
BATTLE OF  
THE SEXES

○  
MARKETING

○  
MEDIA

○  
2020 AND  
BEYOND

# Show me the money



## The manpower behind the almighty dollar

Sure men have it, but what do they do with it? That depends. When it comes to investing, men generally agree they want to find a profitable place to put their money:

I look for profitable ways to invest money.

- Millennial men 60%
- Gen X men 55%
- Boomer men 50%

But a big chunk of them wants that place to be safe, and they think investing in stocks is too risky, with Millennial men the most conservative:

Investing in stocks & shares is too risky.

	Agree	Disagree
Millennial men	50%	36%
Gen X men	43%	42%
Boomer men	43%	43%

Which may be why that generation is more likely to let their spouses or significant others make the decisions:

I am the primary household decision-maker for purchasing financial & investment services.

- Millennial men 49%
- Gen X men 60%
- Boomer men 58%

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SPENDING

BATTLE OF THE SEXES

MARKETING

MEDIA

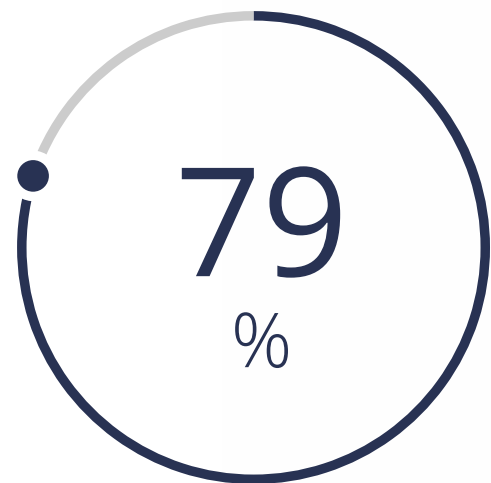
2020 AND BEYOND

# The price has to be right

Both men and women say they look for the lowest price when they shop.

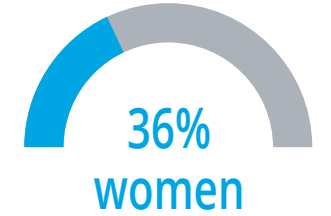
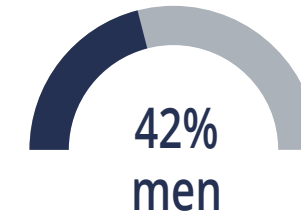
Men

Women

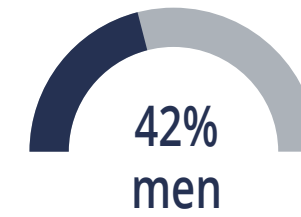


But they part ways when choosing where to spend their precious dollars. Asked which categories they frequently shop, men's top four choices were:

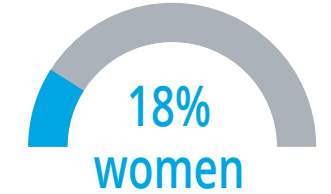
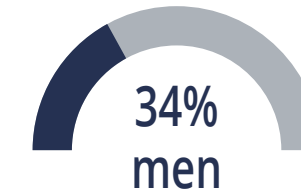
Warehouse/mass merchant



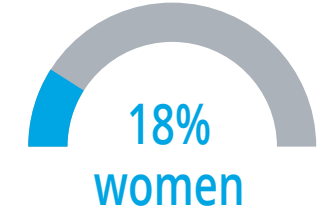
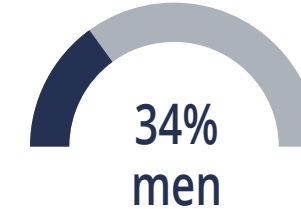
Home improvement/hardware



Home electronics & appliances



Athletic/sport/outdoor apparel & goods



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SPENDING

BATTLE OF THE SEXES

MARKETING

MEDIA

2020 AND BEYOND

# Men vs. women

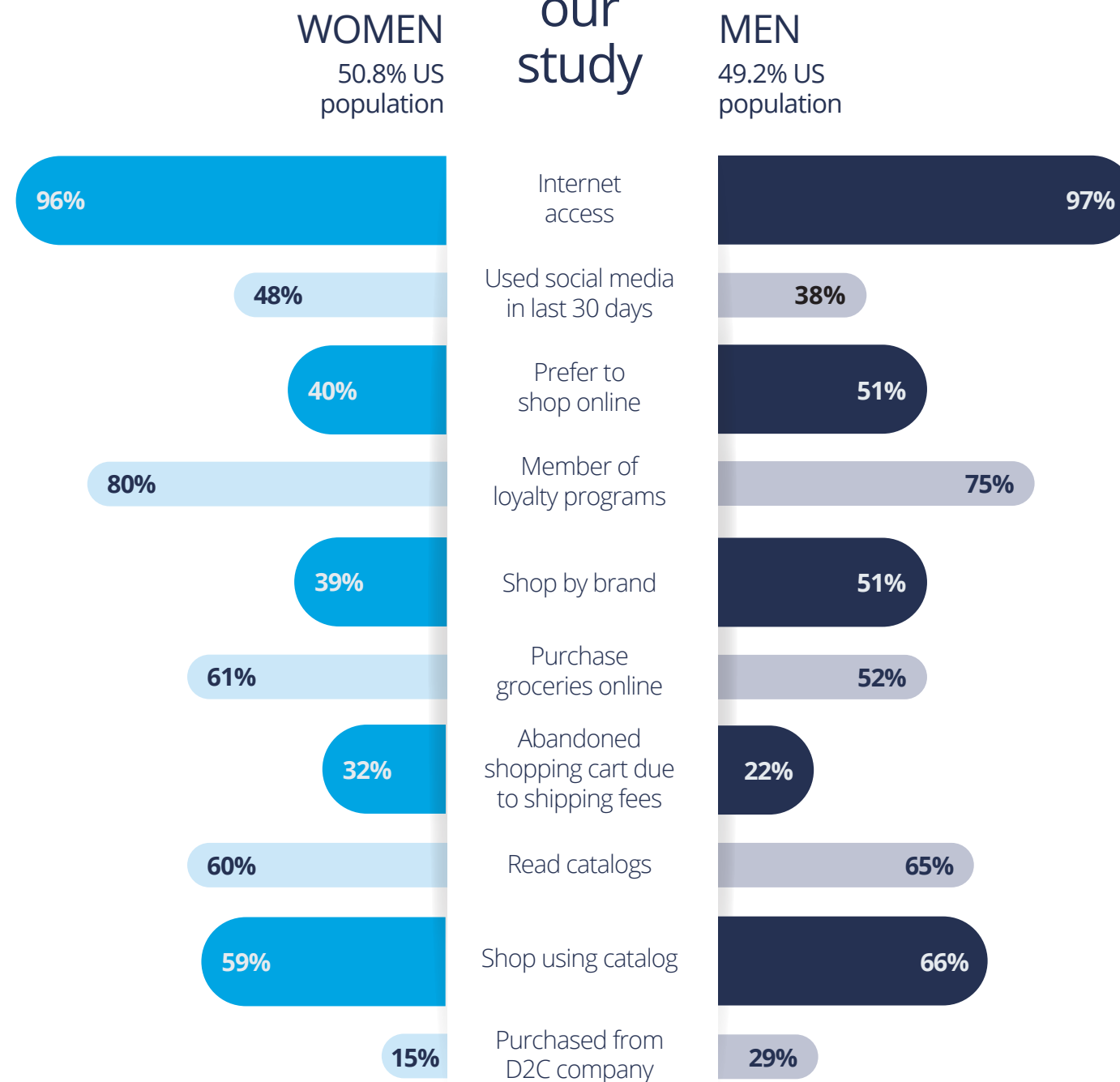
## You say tomato...

Today, men in aprons are everywhere (thank you, Food Network). And gender roles aren't the straightjackets they used to be (thank you, RuPaul). But while everything's more fluid than before, some differences persist. The standout is average pay.

In the U.S., for every \$1.00 a man earned, women made \$0.823.<sup>7</sup>



From our study



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SNAPSHOT

○  
SPENDING

○  
BATTLE OF  
THE SEXES

●  
MARKETING

○  
MEDIA

○  
2020 AND  
BEYOND

# One size doesn't fit all

Men 18-64 have a variety of approaches to shopping. Knowing what buttons to push is the secret to success.<sup>2</sup>

**38%** are  
Influencers

Influencers are practical, family- and friends-oriented consumers, active in their communities. High-end and high-consumption shoppers, they're obsessed with researching purchases. They also appreciate details about a brand's commitment to issues like corporate social responsibility, ethical sourcing, eco-friendly manufacturing, etc. They care about those affected by such issues, and prefer pictures of people wearing/using the products they're shopping for, not the goods alone.

**26%** are  
Go-Getters

Hardworking, self-confident and content, Go-Getters strive to improve themselves and see their personal worth reflected in their possessions. They're also self-indulgent; they like to reward themselves with small pleasures when they shop. Go-Getters prize shopping/buying that's easy. They want direct, concise descriptions of products. Simple-to-respond-to offers. Almost effortless returns. Stores that make them feel comfortable and at home.

**19%** are  
Trailblazers

These shoppers want the latest and greatest gadgets, to be leaders in their fields, have big ideas and short attention spans. They're "cut-to-the-chase" kind of people who like having fun. Shopping for them needs to engage their emotions. Imagery with elements of adventure, even danger appeals to them. They want purchases that reinforce their image and respond to simple, impactful messaging with a high degree of personalization.

**17%** are  
Loyalists

Slow to change, Loyalists find a product or brand they like and stick with it. They are all about "Made in America" and the American Dream. Not very active as consumers, they want well-organized, detailed product information they can study, for reassurance they're making the right choice. Endorsements, certifications, third-party reviews resonate. Loyalists prefer a predictable shopping experience where they follow a routine. Nothing unconventional, please.





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SNAPSHOT

○  
SPENDING

○  
BATTLE OF  
THE SEXES

●  
MARKETING

○  
MEDIA

○  
2020 AND  
BEYOND

# The right trigger

## The keys to his wallet

When it comes to advertising and media, men can be a tough sell. Since they tend to buy as they need, marketer can't rely on tried and true tactics like price comparisons and off-season sales. And speed is a priority for male shoppers. But some traditional methods still hold.

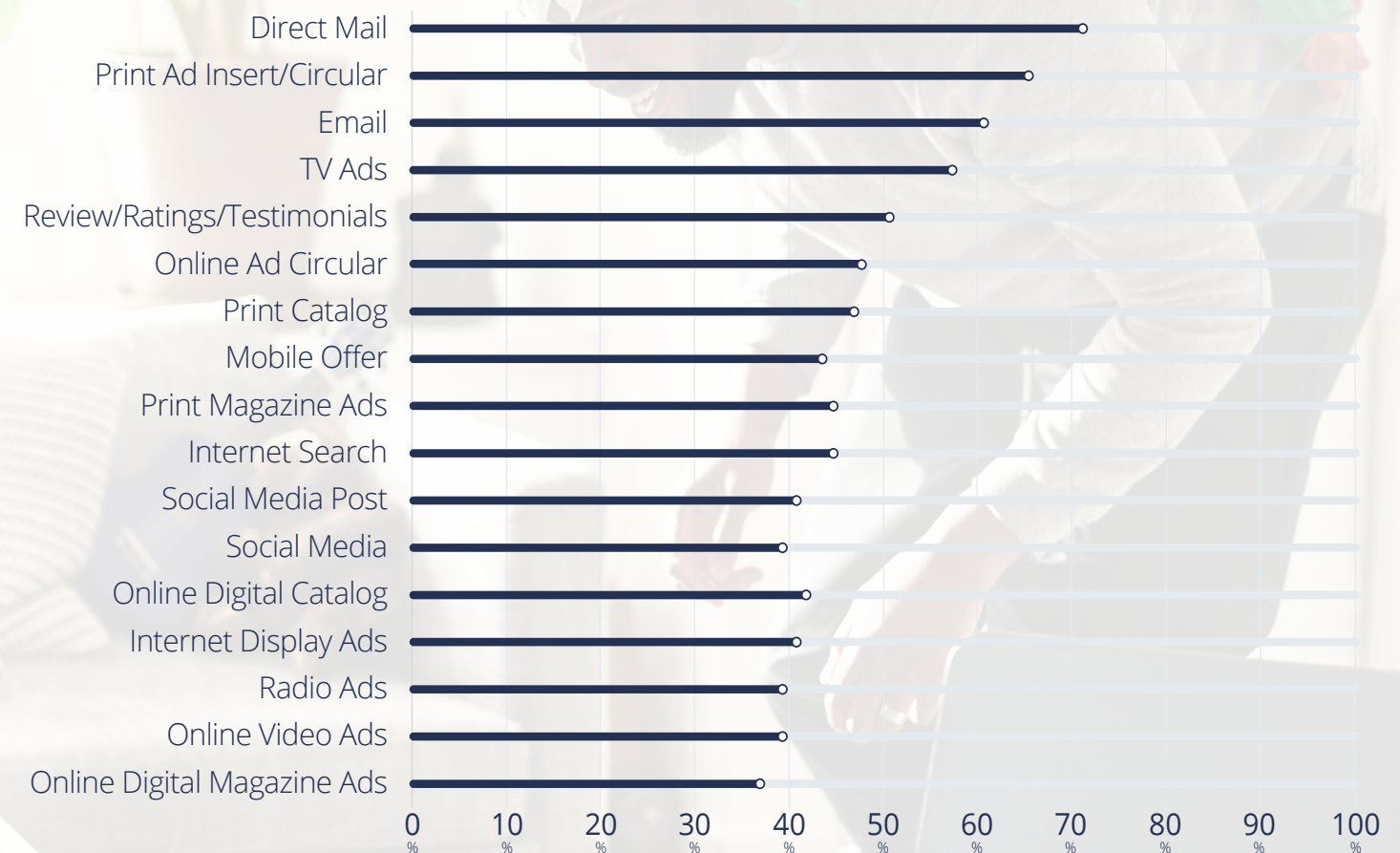
### Types of offers he responds to

- Coupon 63%
- Percent off 54%
- Dollars off 53%
- Gift card 53%



Read direct mail every day

### What gets his attention?



Source: Quad/Graphics Customer Focus® 2020 Research Study

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SPENDING

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BATTLE OF  
THE SEXES

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MARKETING

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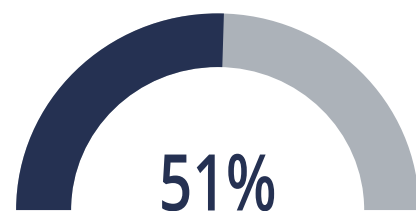
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2020 AND  
BEYOND

# Planet of the apps

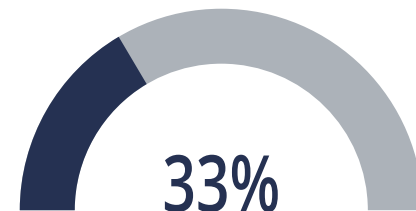
Traditions hang on, but men like their toys. The opportunity to engage and motivate is brighter when men get in front of a screen, with lots of apps to play with.

*For all their shopping,*  
men prefer to do it online,  
either via<sup>4</sup>

computer



mobile app



51% of men have a mobile app for the grocery store they shop.<sup>3</sup>

(Compares with 43% of women.)






# Sociability anyone?



Men's social media use is neck-and-neck with women's across most platforms. But they like those little birdies and videos more, recipes and crafts less.

What social media platforms do you use?

	Men	Women
 Twitter	43%	26%
 YouTube	59%	52%
 Pinterest	20%	32%

Source: Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

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SNAPSHOT

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SPENDING

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BATTLE OF  
THE SEXES

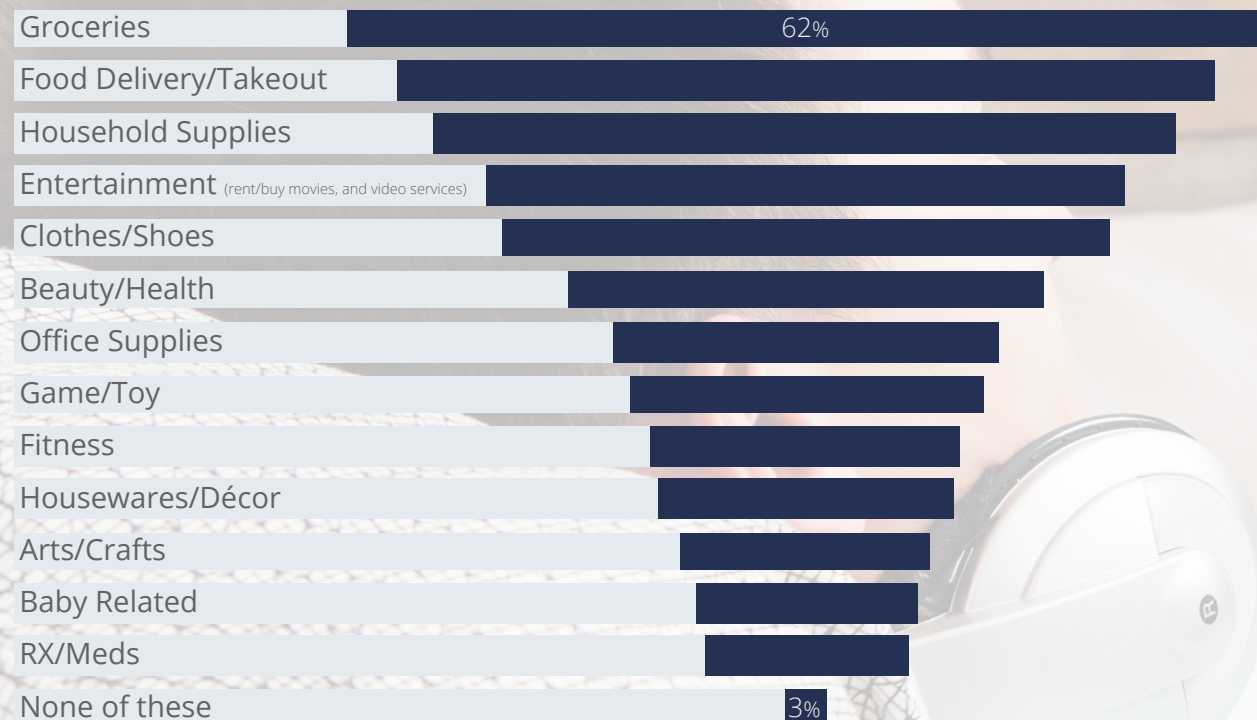
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2020 AND  
BEYOND

# New 2020 behaviors

The COVID-19 crisis has changed men's buying habits.



Source: All data: Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.



29  
%

As a result of COVID-19, 29% of men pay more attention to advertised sales to save money

Source: All data: Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

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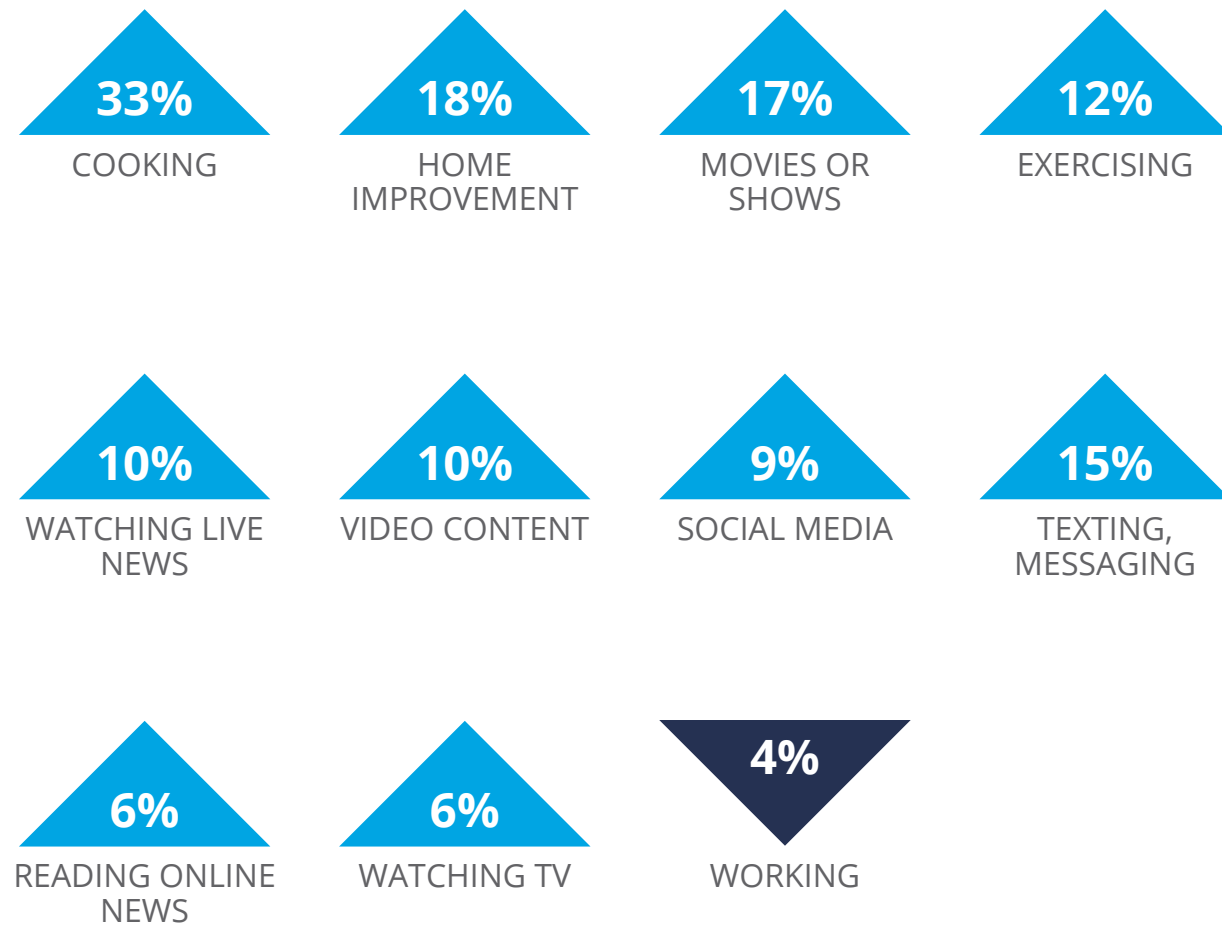
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MEDIA

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2020 AND  
BEYOND

# We're all in this together

2020 threw a wrench into the marketplace that's affecting the activities of ALL Americans.



Source: McKinsey & Company COVID-19 Consumer Pulse Survey (6/15 - 6/21/2020)



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SPENDING

BATTLE OF THE SEXES

MARKETING

MEDIA

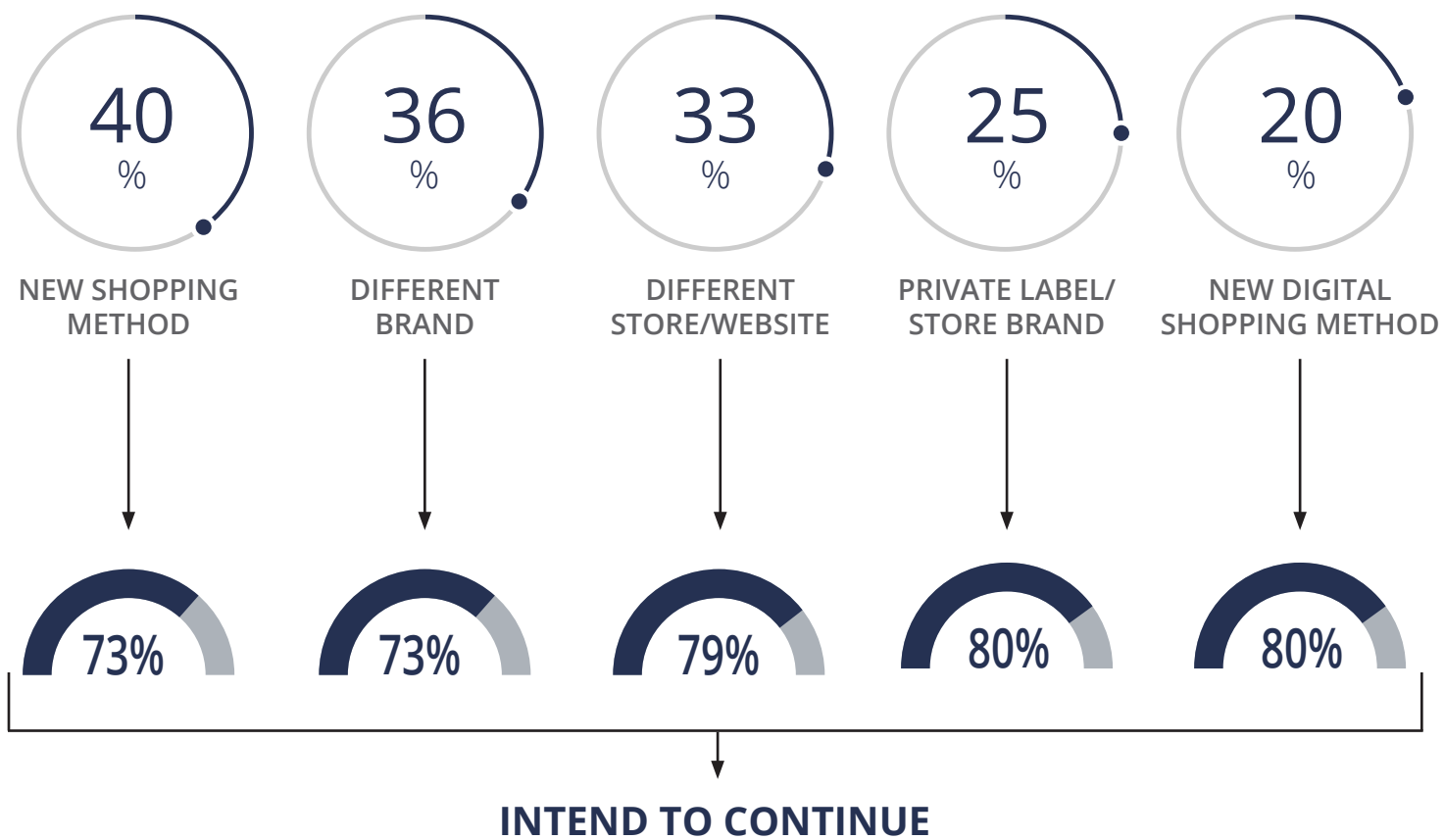
2020 AND BEYOND

# Forever changed?

# 75%

75% of U.S. consumers tried a new shopping behavior during the crisis, and most intend to continue it.

Here's what they've tried:



Source: McKinsey & Company COVID-19 Consumer Pulse Survey (6/15 - 6/21/2020)

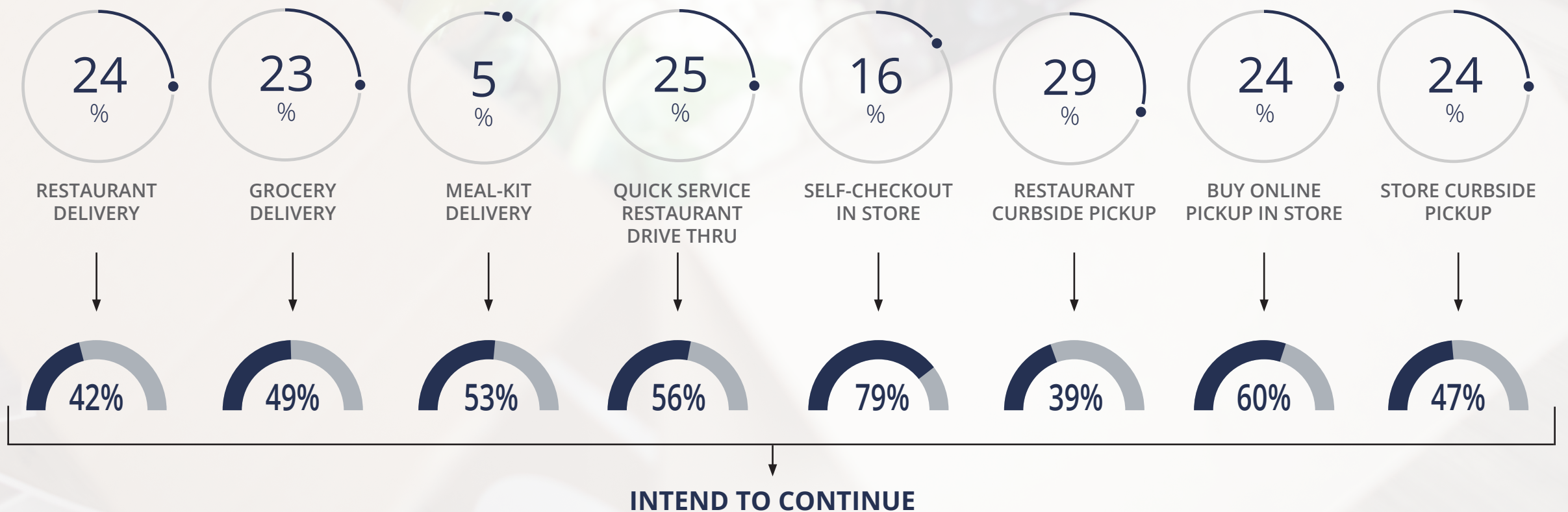




# Connected, but not in touch



Americans also picked up some low-touch habits in 2020.





# The Bottom Line

While we ARE all in it together, men emerged from 2020 in better economic shape than women (let's not talk about anybody's waistline). COVID-19 hurt men's health more than women's—men are almost twice as likely to die from the disease.<sup>8</sup> But they have lost fewer jobs than women since March 2020—3.83 million vs. 4.64 million for women.<sup>9</sup> And their average weekly full-time wage is still higher.

So it's no wonder men remain an object of desire for marketers, worth every bit of the extra effort it can take to motivate them to buy.



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## WHO IS QUAD

Quad is a worldwide marketing solutions partner dedicated to creating a better way for clients. Our data-driven, integrated marketing platform helps clients reduce complexity, increase efficiencies and enhance marketing spend effectiveness. With a client-centric approach, leading-edge technology and single-source simplicity, Quad has the resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, publishing and healthcare.

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## WHAT IS QUAD CUSTOMER FOCUS®?

Quad Customer Focus® is a proprietary research study , conducted annually since 2001. It surveys 2,000 adults, 18 years and older, to analyze consumer shopping behaviors and media preferences. Participants are selected to accurately represent U.S. household demographics, based on Census Bureau data. The surveys of 150+ questions are conducted online (75%) and by telephone (25%). The 2020 study took place Aug. 20 to Sept. 27, 2020.

<sup>1</sup>U.S. Bureau of Labor Statistics, "Median usual weekly earnings of full-time wage and salary workers by selected characteristics, quarterly averages, not seasonally adjusted," January 21, 2021

<sup>2</sup>Quad Customer Focus® 2020 Study © Quad/Graphics, Inc., Quad Accelerated Insights © Quad/Graphics, Inc.

<sup>3</sup>Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

<sup>4</sup>Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

<sup>5</sup>Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

<sup>6</sup>Quad Customer Focus® 2020 Study © Quad/Graphics, Inc.

<sup>7</sup>U.S. Bureau of Labor Statistics. (2021), Table 39: Median weekly earnings of full-time wage and salary workers by detailed occupation and sex, Labor Force Statistics from the Current Population Survey

<sup>8</sup>Nature, "The coronavirus is most deadly if you are older and male," August 28, 2020

<sup>9</sup>Source: Bureau of Labor Statistics, Jan. 8, 2021

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See how we can help.

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