

Retail and Property Research Specialists



Men enjoy shopping!



How many men really love shopping?

>> We all know women love shopping and men hate it. But is this really true, and how many really love it? In an Australia wide survey recently conducted by **Directional Insights** it was found that **17%** of Australians love to shop compared to **3%** who hate it. A further **21%** don't like going shopping and only do it when they have to, but the majority of Australians, at **59%** overall, quite like shopping, depending on what they are shopping for.

So how does this compare between men and women. No surprises that:

- > one quarter of women interviewed love shopping
- > followed by **59%** who quite like it.
- > That means **84%** of women are pro-shopping
- > **15%** of women don't like it and;
- > **1%** stated they hate shopping.

Men don't hate it as much as you might think.

- > **4%** of men stated they hate shopping followed by
- > **28%** saying they don't really like going shopping and only do it when they have to
- > the majority at **68%** either quite like it or love it
- > **60%** of men stated they quite like going shopping, depending what they are shopping for
- > a further **8%** of men love it, which is a third of the result compared to women.

What type of Fashion are we buying?

>> Fashion is always a debated subject and rather than providing answers this piece of information will probably raise a whole lot more questions and debate, mostly about what retailers belong where! In a recent survey conducted across Australia we asked people what type of fashion they typically purchase, four options were given:

Inexpensive Everyday Fashion – Lower priced work/casual wear. Examples include: Lowes, Millers, Suzanne Grae, Payless Shoes and Supre.

Mid Range Fashion – Affordable work/casual wear. Examples include: Sussan, Portmans, Mathers & Just Jeans.

Better End Fashion – More expensive branded work/casual wear. Examples include: Cue, Rodney Clark, NineWest and Country Road.

High End Fashion – Expensive and exclusive designer label wear. Examples include: Polo Ralph Lauren, Saba, Lisa Ho.

- > Overall, **44%** of people interviewed stated they mainly purchase *Mid Range Fashion* followed by;
- > **34%** purchasing *Inexpensive Everyday Fashion* and
- > **17%** purchasing *Better End Fashion*.
- > **4%** stated they purchased *High End Fashion*, and not surprisingly this increased dramatically with an increasing household income.

Interestingly, women were slightly more inclined to purchase *Inexpensive Everyday Fashion* compared to men, and men were slightly more inclined to purchase *High End Fashion* compared to women. Keeping in mind a woman's wardrobe is usually bigger than a man's!

HOW WE CAN HELP YOU

Directional Insights is a research consultancy specialising in the design and delivery of innovative research for shopping centres and other property facilities, including residential, leisure and recreational complexes across Australia and New Zealand.

We have the knowledge, experience and resources to holistically design, manage and deliver your research needs. We have extensive experience in managing customer survey studies, telephone surveys, focus groups, in-depth interviews and executive interviews.

Directional Insights also operates a full subscription service covering a range of shopping and consumer topics. This research is an accumulation of our expert knowledge in these areas and is based on both our qualitative and quantitative research.



CONTACT US

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