

# Female Motorist (The) - UK - May 2010

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## What is this report about?

Even today, the automotive industry is still accused of not appreciating women as being car owners and car purchasers in their own right and that instead of focussing on the needs of women themselves, the industry still assumes that car purchasing decisions are still largely made by men rather than by women. Much of this is because the automotive industry and its retail trade is still male-oriented, with insufficient consideration given to the different needs of a female car buyer and car user compared to her male counterpart.

This report identifies the level of car ownership among women, the different aspects of female car ownership, how often they buy cars, how they use them and what they want from cars and the benefits that they seek.

## What have we found out?

- Women place a much greater emphasis than men on purchase price, reliability and safety when choosing a car and this influences their choice of car brands with Ford, Vauxhall, Volkswagen and Toyota being the brands that are preferred by women.
- Fuel economy is the primary reason for wanting to purchase or replace a car for 29% of women with a further 28% of women saying they would like a car with lower mileage and lower running costs.
- With fuel prices remaining close to the record high recorded in April 2010, better fuel economy and greater reliability associated with new and younger used cars, will be more important factors in the decision to replace or buy a car.
- Although women are primarily influenced by the utility benefits of price, reliability and safety when choosing a car, the visual and aesthetic appeal of a car, especially a car they have driven, ridden in or seen being driven is also an important influence.
- As the role of women in society changes with more women combining the roles of income provider, wife, mother and carer of older relatives, women will need cars that are suitable for these different roles throughout their lives.
- Women have traditionally chosen smaller cars for themselves which has gravitated them towards the volume brands, but as more manufacturers including the premium brands introduce smaller cars in their ranges, more women may opt for owning a premium rather than a volume brand car.

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