

# Driving by Gender

What do women—and men—want in a car? We let the data do the talking.

## WHO'S MORE KEEN TO GO GREEN?

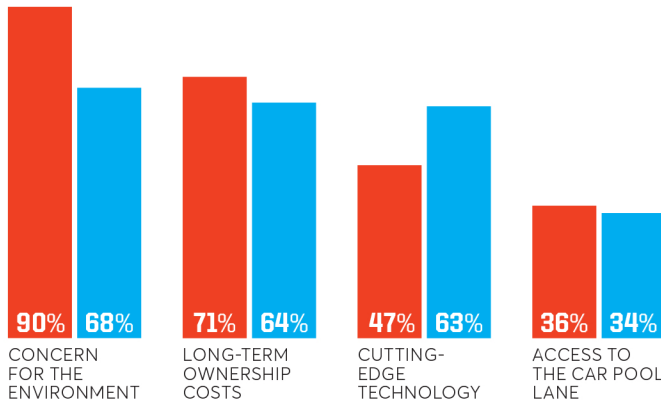
LIKELY TO BUY A **HYBRID** AS THEIR NEXT VEHICLE



REASONS FOR BUYING AN ELECTRIC VEHICLE

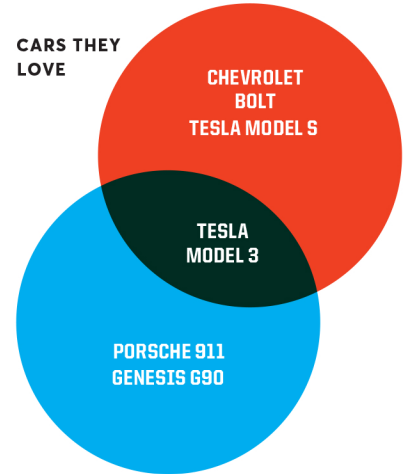


REASONS FOR BUYING AN ELECTRIC VEHICLE



Source: AAA 2018 Electric Vehicle Consumer Survey.

## CARS THEY LOVE

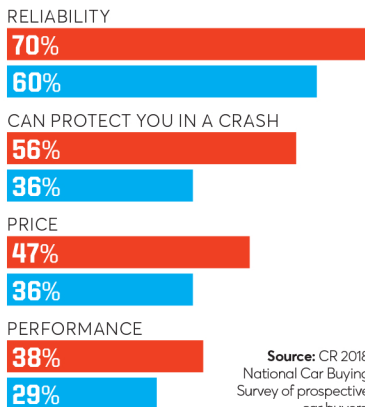


## CARS THEY HATE

- Women's Dislikes:** HYUNDAI TUCSON, JEEP CHEROKEE, CHEVROLET CRUZE
- Men's Dislikes:** NISSAN SENTRA, ACURA ILX, LEXUS IS

Source: 2018 Consumer Reports Auto Survey.

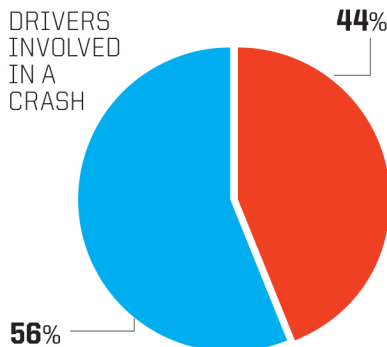
## WHAT'S EXTREMELY IMPORTANT WHEN BUYING A CAR?



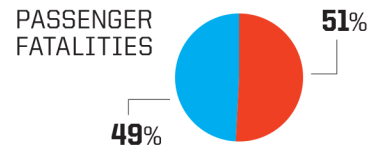
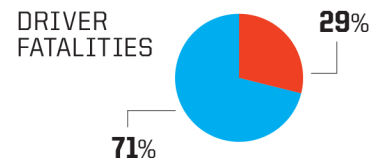
Source: CR 2018 National Car Buying Survey of prospective car buyers.

## WHO'S MORE SAFETY-CONSCIOUS?

Women are more concerned about safety features, but maybe men ought to be: They are far more often a victim in fatal car crashes, especially when they're the driver.



Source: NHTSA data from 2016 (latest available).



Source: IIHS data from 2017 (latest available).