

2 BIG REASONS... More Women Aren't Buying EVs

ACCORDING TO THE [J.D. POWER 2021 U.S. ELECTRIC VEHICLE CONSIDERATION \(EVC\) STUDY](#), ONLY 15% OF FEMALE NEW-VEHICLE SHOPPERS ARE VERY LIKELY TO CONSIDER AN EV FOR THEIR NEXT PURCHASE OR LEASE. FOR MALE SHOPPERS, THE NUMBER IS 23% – 8 PERCENTAGE POINTS HIGHER.

Why aren't more women buying electric vehicles? What can automakers, retailers, and other stakeholders do to increase adoption?



Most have never experienced an EV for themselves.

The EVC Study reveals that 56% of female new-vehicle shoppers have never owned, leased, or test-driven an EV. In fact, they've never even sat in an EV! For male shoppers, the number is 46% – 10 percentage points lower.

Why does this matter? Just sitting in an EV causes drivers to be significantly more likely to consider buying one.

Compared to people who have never been in an EV, purchase consideration is 3X higher among people who've sat in one. Providing female shoppers with more opportunities to get into an EV – through things like ride-and-drive events and take-home test drives – will lead to a greater likelihood of purchase consideration.



They haven't put much time or research into EVs—yet.

More than 1 in 3 (34%) female new-car shoppers have spent literally no time or effort researching or learning about EVs. For male shoppers, the number is 22% – a difference of 12 percentage points.

The study also reveals that a general lack of information – across all shopper types – is a key reason why more people aren't yet considering EVs. To accelerate adoption, automakers, retailers, and other stakeholders would do well to proactively educate consumers about the EV ownership proposition through community outreach efforts and online resources. Demystifying EVs will lead to more consumer confidence – and ultimately, sales.

Interested in learning more?

Contact your J.D. Power representative or Stewart.Stropp@jdpa.com directly to learn more.