

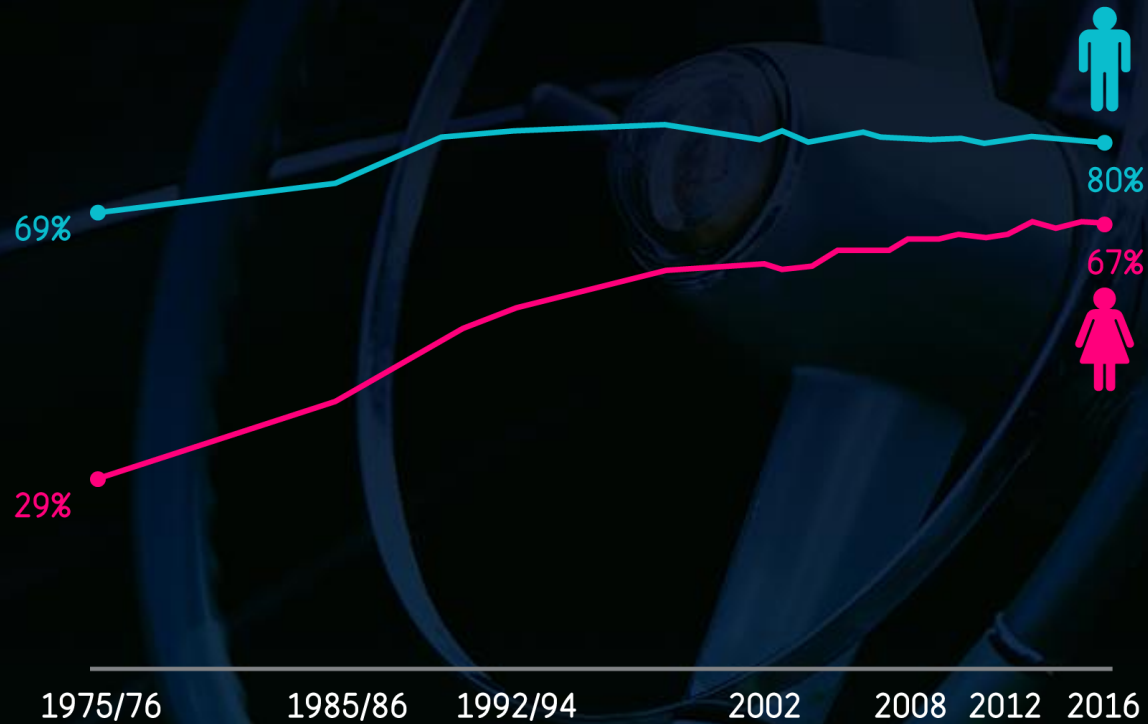


MAGNETIC

Hearst motoring insights

M | The consumer opportunity

FULL CAR DRIVING LICENCE HOLDERS BY GENDER: ENGLAND



Number of women drivers tail-gating men

The proportion of households without a car has fallen from 38% in 1985/86 to 23% by 2016

The proportion of households with more than one car increased from 17% to 34%

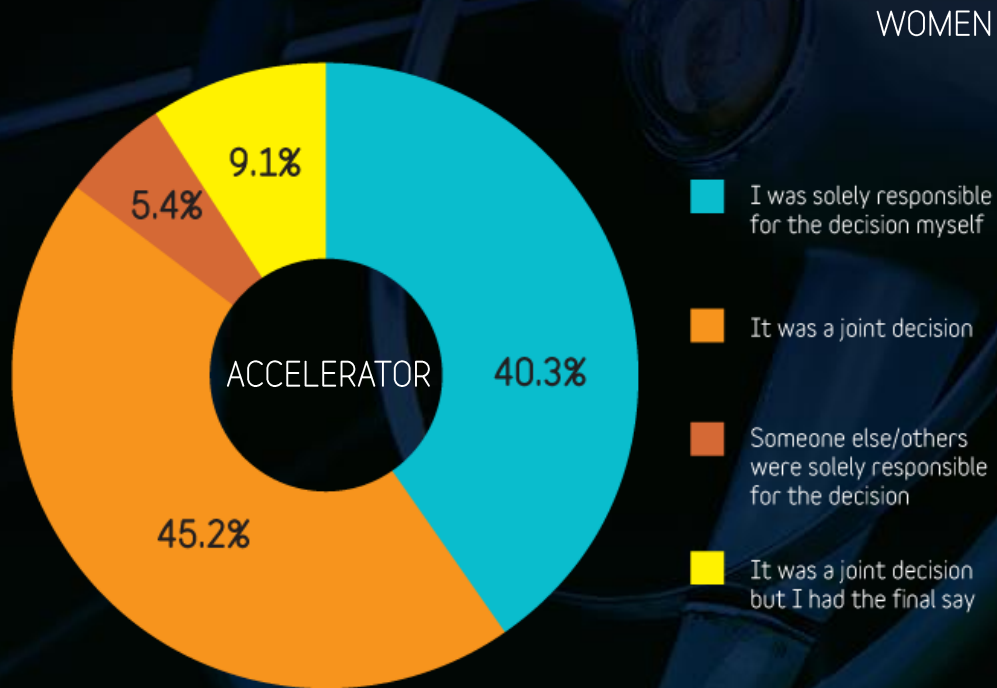
73% of all adults ages 17+ in England held a full car driving license in 2016, an increase from 48% in the mid 1970s

The rate of increase for women has been much greater, whilst the increase for men has remained flat since the 1990s

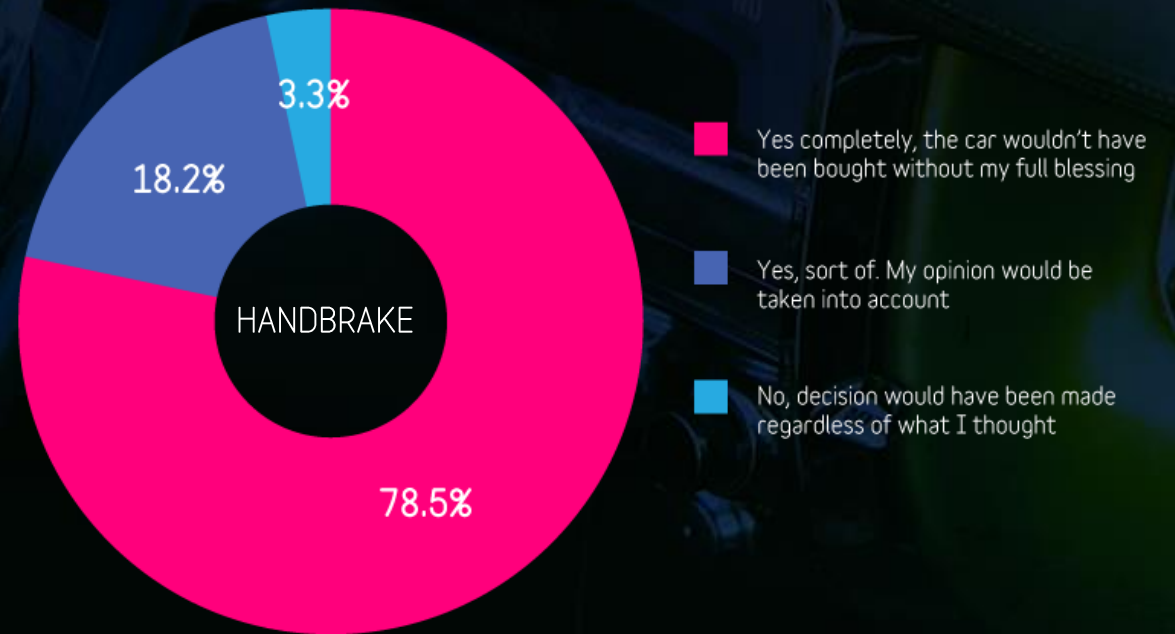
M | The role of women in car decision making

THE ACCELERATOR AND THE HANDBRAKE

Who was most responsible for the decision to buy the car you currently drive?



Could you have vetoed that decision?



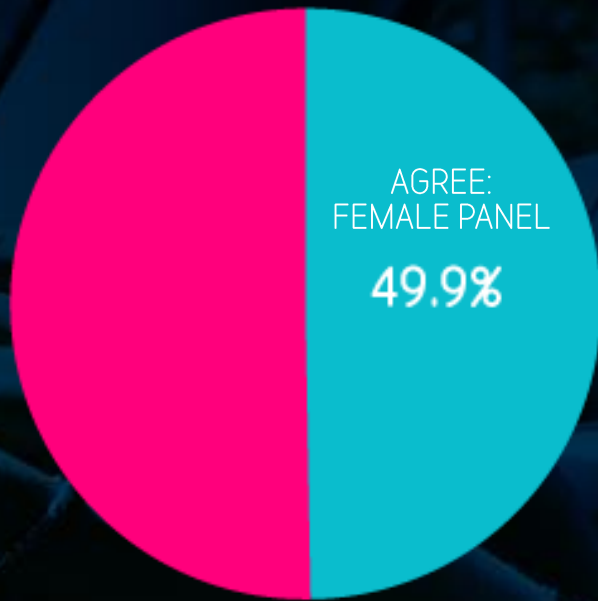


67% OF WOMEN SAID THEY COULD
NOT REMEMBER SEEING ANY CAR ADS
OVER THE PAST MONTH

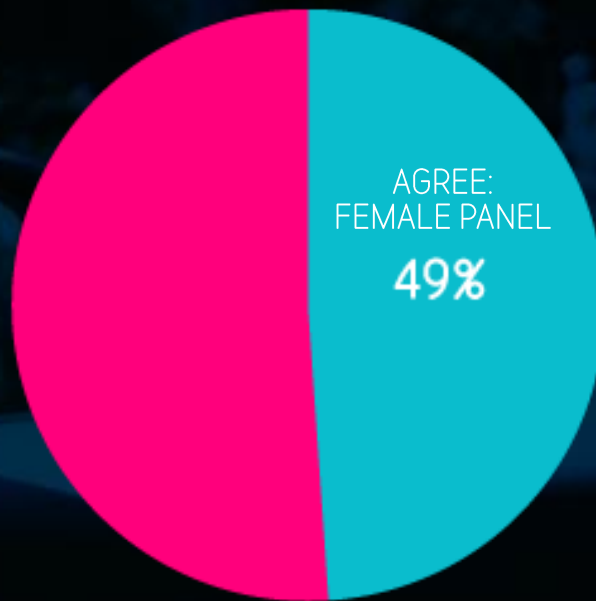


Women are a hard to reach audience

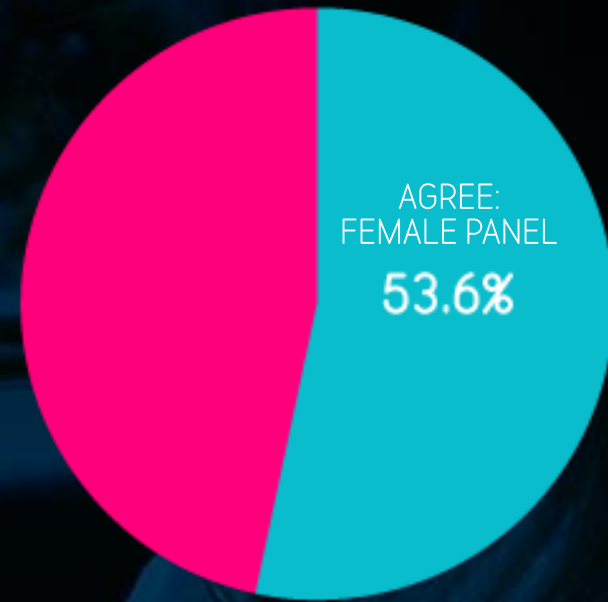
Car companies don't communicate effectively to women



Car advertising is not aimed at women

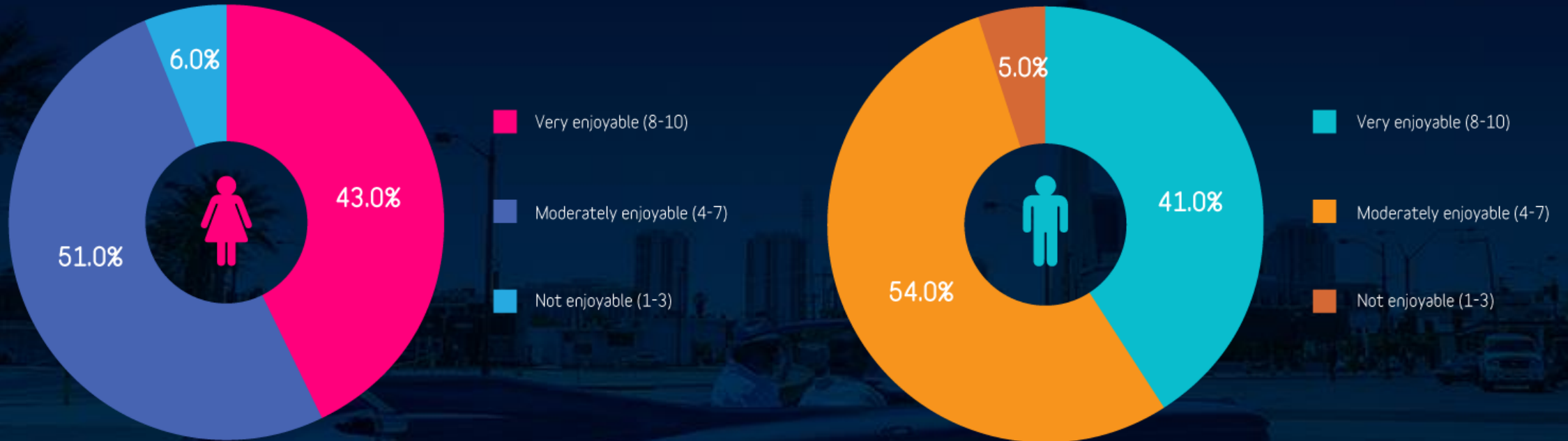


Car advertising can often be patronising to women



M | Don't fall in the trap of stereotyping women

How would you rate your overall car buying process in terms of how enjoyable it was?



Women enjoy the process of buying a car
as much, if not slightly more, than men

Source: Hearst motoring insights

M | Female audiences represent a high value opportunity



#NEW
£20,268

#SECONDHAND
£11,207

#LEASE
£22,147