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2014 US Women's Car Buying Report

Reviews Show Very Positive Experiences for Women by Brand

PITTSBURGH, PA - Last year, women purchased an estimated 27.5 million ⁽¹⁾ vehicles – an impressive 75,000 units a day. Women-Drivers.com, the premier car dealer review site focusing on women consumers, has released a comprehensive [2014 US Women's Car Buying and Dealership Report](#) detailing the experiences women have shopping, buying, leasing and servicing their vehicles at car dealerships.

The research comes from over 2,900 women's surveys from the company's website. From these surveys, the company generates a Women Satisfaction Index® or WSI score. The range is from a 5.0 (the highest) to 1.0 (the lowest).

"We are thrilled to publish this first-ever report. While women have felt underserved by the auto industry in the past, our data and analytics show that on the whole, women are having very positive experiences today at car dealerships. Not surprisingly, when studying the data by brand and certainly by dealership, distinct differences are revealed," shared company President and Car Buying Advocate, Anne Fleming.

Unlike other 5-star review sites, Women-Drivers.com offers women the opportunity to write a quick review and then opt-in to a 'deeper dive' survey to share more thoroughly about her dealership visit. Fleming continues "Almost 90% of the reviewers opt-in to the survey. To say we were surprised and delighted by this percentage is an understatement. The bottom line is that women are receptive and generous regarding sharing their experiences and visits at the dealership," said Fleming.

The data collected by the company is used by manufacturers and dealerships to better understand, improve and shape the customer's experience and engagement, as well as to take the guesswork out of marketing and selling to women.

Key Findings

- When shopping for a vehicle, the average WSI was 4.25. The top five rated shopping brands by women are Ford, Jeep, Chevrolet, Mitsubishi and Mercedes-Benz

- When purchasing a vehicle, the average WSI was 4.65. The top five rated purchasing brands by women are Mercedes-Benz, Dodge, Mitsubishi, Jeep and Lexus
- When leasing (a subset of purchasing), the average WSI was 4.80
- When servicing a vehicle, the average WSI was 4.38. The top five rated servicing brands by women are Mercedes-Benz, BMW, Lexus, Honda and Volkswagen
- Women visit 2 dealerships prior to buying a car. Seventy-two percent of women who leave without purchasing, do not return to that dealership.
- When shopping, 55% of women go to the dealerships by themselves. 76% of them would recommend their sales advisor.
- When buying, 45% of women go to the dealerships by themselves. 94% of them would recommend their sales advisor
- Top reasons women don't go to service department at original dealership:
 1. Not satisfied with last visit
 2. Didn't like how she was treated
 3. Inability to get issue resolved to her satisfaction
 4. Cost of service
- The top requested item by women who have to leave their car overnight for service? A car to drive home – typically a service reserved for luxury brands.

[To download a complete copy of the 2014 US Women's Car Buying Report, CLICK HERE.](#)

NOTE: Some brands are not represented in this report due to small sample size.

(1) 2013 CNW Research and NADA DATA

About Women-Drivers.com --- Women-Drivers.com is the premier car dealer women's review service, connecting women to Certified Women-Drivers Friendly® Car Dealers. We encourage extraordinary commercial experiences and lasting relationships between these two groups. The Company provides innovative web-based marketing solutions that build trust and transparency, resulting in greater sales and servicing from women. Follow us on Twitter@womendrivers.