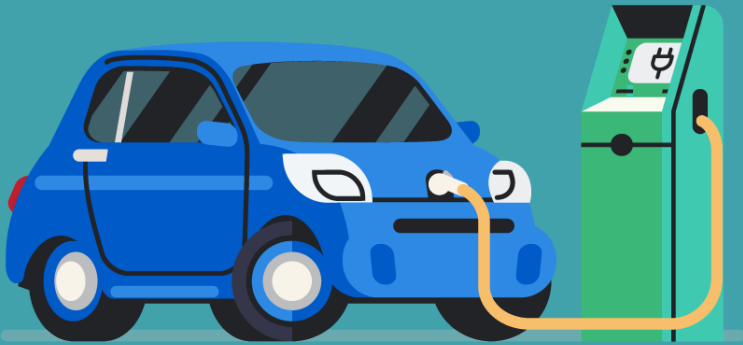
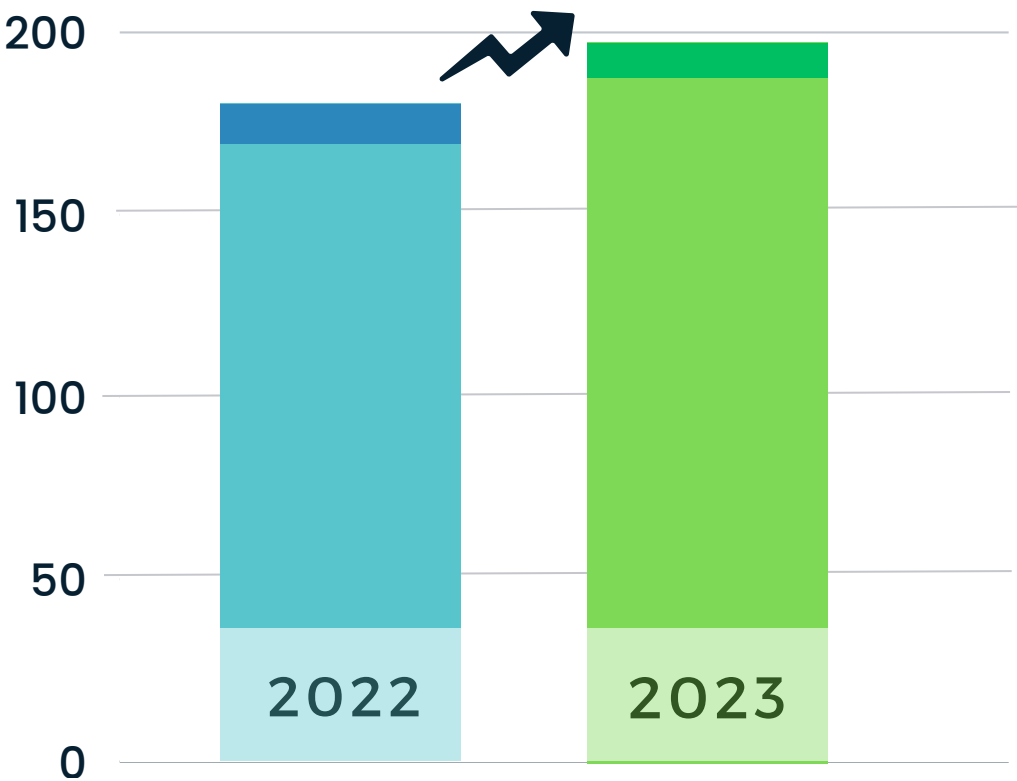


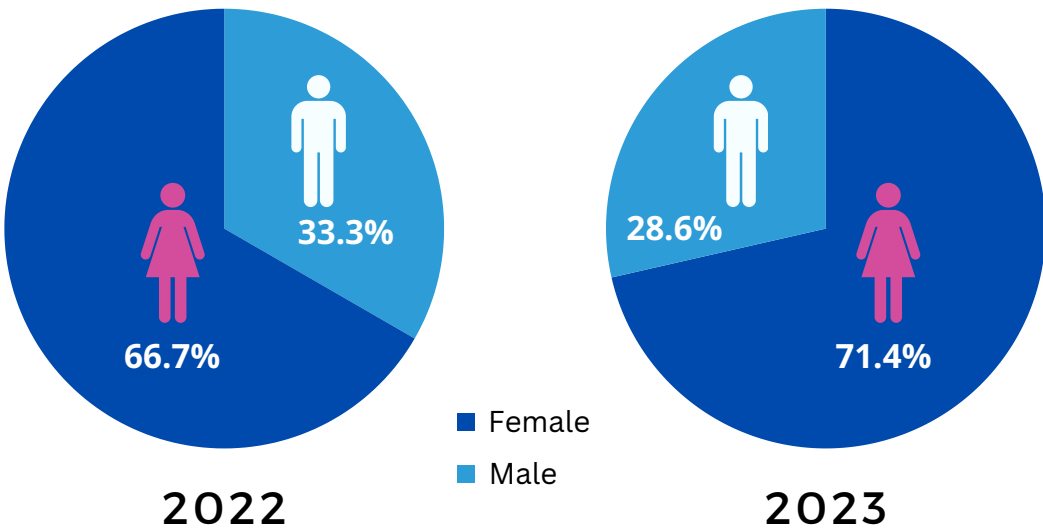
# SHOULD THE ELECTRIC VEHICLE (EV) INDUSTRY IMPLEMENT A STRATEGY BASED ON GENDER FACTORS TO BOOST THE GROWTH OF EV CAR SALES?



THE AMOUNT OF ELECTRIC VEHICLES (EVS) IN THE UNIVERSITY OF BATH



GENDER DISTRIBUTION AMONG EV CAR DRIVERS IN THE UNIVERSITY OF BATH



The data presented in **the two pie charts contradicts the findings of the 2022 AutoTrader survey in the UK**. According to the survey, only 20% of women displayed interest in electric cars. [1]

## TO ATTRACT MORE MALE CUSTOMERS IN THE LOCAL BATH AREA, UNDERSTANDING WHY MEN ARE INTERESTED IN ELECTRIC VEHICLES COULD BE THE KEY.

1

Men prefer early adoption of new tech [2]

2

Men also tend to show more brand loyalty to a specific manufacturer of EV [2]



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The charts show a rise in electric car use at the University of Bath from 2022 to 2023, with more female drivers than males, contrary to national trends. Exploring factors that attract men to electric cars could inform marketing strategies, potentially boosting sales among male customers by featuring ads from their preferred brands in Bath.

### Resources

[1] <https://metro.co.uk/2022/10/03/women-dont-feel-safe-charging-their-electric-cars-at-night-17491799/>  
[2] <https://www.thestreet.com/electric-vehicles/survey-says-men-are-more-likely-to-adopt-evs>