

Statistics

1. According to the Department of Justice, one of three women in America will be attacked in her lifetime. Given these grim statistics, women or even men need to be extra vigilant in walking by themselves to their cars in parking lots or garages.
2. One of every four rapes takes place in a public area or in a parking garage.
 - a. 29% of female victims reported that the offender was a stranger.
 - b. 68% of rapes occur between the hours of 6 p.m. and 6 a.m.
3. National estimates indicate that almost 1 million criminal/police incidents occurred at Wal-Mart stores in 2004 ;
 - a. 80% of all crimes happen in the parking lot
 - b. 70% of shoppers are women
4. According to The National Women's Study, 683,000 forcible rapes occur every year, which equals 56,916 per month; 1,871 per day; 78 per hour; and 1.3 per minute.
5. Four in ten female drivers feel unsafe while driving alone; The number increases when children are on board
6. When it comes to their family, the survey statistics found 78 percent of women would consider buying OnStar-equipped vehicles for their children and 71 percent hope that their elderly parent would buy a vehicle with a safety and security system like OnStar.
7. **Places where women reported feeling unsafe:** parking garages/lots, streets, public transit, and parks and ravines.
8. The FBI estimates that only 37% of all rapes are reported to the police. U.S. Justice of Department statistics are even lower, with only 26% of all rapes or attempted rapes being reported to law enforcement officials.
9. 25% of rapes take place in a public area or a parking garage
10. The area near your car — or even en route to or from it — has become one of the prime target areas for thugs, thieves, rapists and lunatics because that area offers more protection for your attacker than it does for you, especially if you are in an unlit area, a secluded garage or between larger vehicles.

According to a national crime victimization survey report titled, "[Violence Against Women](#)," conducted and reported by Ronet Bachman, Ph.D., with the U.S. Department of Justice in Washington, D.C., 43 percent of the attacks on women were by strangers and occurred outside the home.

- 53 percent of all attacks occur near home, including in private garages. This figure also includes "follow-homes."
- 36 percent of victimization's occur in parking garages.

WOMEN IN THE MARKETPLACE

1. Women make up 65 percent of the customer base for service centers, and few feel satisfied with the service they receive. Eighty percent of these customers are not satisfied with the service and repairs they receive, and 89% felt they are treated differently because of their gender.
2. Trust is by far the most important fact to the female auto consumer, and convenience is secondary.
3. Two-thirds of the women who patronize aftermarket businesses are college-educated and 15% of these women hold postgraduate degrees.

4. "The primary thing that women look for when they're shopping for a car is the safety features," says Courtney Caldwell, editor in chief and publisher of Road & Travel Magazine. "They do a lot of shopping on safety features for a vehicle because they have concerns for their own personal safety as well as that of their family and their child."

5. Safety is another top concern among female drivers, which explains why [Volvo](#), whose reputation is built on safety, has several cars on the list. "Women generally care much more about safety than men," says Marti Barletta, founder and president of consulting firm The TrendSight Group, and author of PrimeTime Women: How to Win the Hearts, Minds and Business of Boomer Big Spenders. "Take the Volvos on the list: The company doesn't do much marketing specifically to women, yet women gravitate toward their safety features and are clearly responding to the brand."

6. Safety, comfort, practicality and value are top priorities for women car buyers, experts say. Styling, design and performance are also important, but not necessarily more so than practicality.

7. Our all-inclusive list of vehicles with the highest percentage of female primary drivers includes some of the smallest, least expensive cars available, such as the Honda Fit, Kia Spectra and Toyota Yaris. The Fit tops our list encompassing both luxury and non-luxury vehicles, with 80.46 percent driven primarily by women.

8. Marketing to women, is definitely different, Connelly said. "Men respond to things and women respond to people," she noted. "It isn't that men won't respond to people, but women just respond differently. So, we look at this in the types and ways we advertise."

9. Michael Albano of GM's global design group says women's influence in the automotive market has hit an all-time high, noting 85 percent of all vehicle sales decisions are influenced by women with women buying 45 percent of all vehicles. (This information is based on car registration numbers only and does not reflect households where vehicles are shared.)

10. Besides often doing more research than men, women also have different priorities for vehicles. On a list of five priorities for a car, women rank safety as their top concern. Men rank safety fifth and list performance (speed, power, and handling) as their most important feature.

"Women tend to buy more new cars because of safety," Caldwell noted. "They are more concerned about [a car] breaking down. Women are willing to invest more to get safety features in cars."

Women also tend to be more practical when car-shopping, in part because they often make less money than men, she continued. "If money were no object, women probably would choose cars with more safety features that looked cool."

11. (NAPSI)-Consumers list safety as one of their top concerns when purchasing a vehicle. Yet many car buyers-and dealers-are unaware of the different safety features available on today's vehicles. Similarly, many consumers may be unaware that critical safety features are often optional or only available on specific vehicles.

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