

Press Releases

For Media inquiries : pr@insure.com

Press release - Survey: Women say attractive men drive black Ford pickup trucks

By [Insure.com](http://insure.com) Posted on January 27, 2014

Jan. 27, 2014 (Foster City, CA) – This Valentine’s Day, those who need dates might find help at the local car dealership. A survey by Insure.com asked men and women to rank the kind of vehicles driven by attractive members of the opposite sex. Respondents ranked styles of car, make and color.

When No. 1 rankings for each category are combined, results show that:

- Women say attractive men tend to drive black Ford pickup trucks.
- The least attractive men drive mail trucks.
- Men say attractive women tend to drive red BMW sports cars.
- The least attractive women drive green minivans.

Women ranked these styles as cars that attractive men drive:

- Pickup trucks: 32%
- Sports cars: 27%
- SUVs: 16%
- Sedans: 11%
- Hybrid or electric: 9%
- UPS truck: 4%
- Minivans: 2%
- Mail truck: 1%

“A full-size truck implies that you can fix a leaky pipe. Regular \$100 fill-ups suggest that you’re not money-obsessive. And regular \$100 fill-ups also suggest that you regularly have \$100,” said Amy Danise, editorial director of Insure.com.

The top makes of car for attractive men, as ranked by women, were Ford (16%), Chevrolet (13%) and Porsche (11%).

“The tag line for the new Ford F-150 is ‘tougher, smarter and more capable,’ which coincidentally would make a great Match.com profile,” observed Danise.

Women overwhelmingly chose black (53%) as the color of car driven by good-looking men, followed by silver (16%) and red (13%).

More than one-third of men envision good-looking chicks in sports cars. Here’s how men ranked car styles for attractive women:

- Sports cars: 39%
- Sedans: 22%
- SUVs: 20%
- Pickup trucks: 10%
- Hybrid or electric vehicle: 6%
- Minivans: 4%

Ladies: Get out the checkbook. The top three makes of car driven by attractive women, as ranked by men, were BMW (16%), Mercedes-Benz (14%) and Porsche (10%). The top colors were red (40%), black (23%) and silver (14%).

“Based on results, I’d recommend a red BMW Z4 for single women,” said Danise. “Two seats signal ‘no kids.’ The fact that it’s expensive means it’s probably leased, which indicates you’re not heavily into commitment. The convertible top says you’re not worried about your hair.”

But a few miscalculations can destroy a driver’s appeal. The top three turn-offs for both men and women were:

1. Cigarette butts in the ashtray.
2. Trash on the seats.
3. Playing bad loud music.

See the full article, with more survey results, at </car-insurance/cars-that-attract-ladies.html>

Methodology

Insure.com surveyed 2,000 licensed drivers age 18 and older. Respondents were split evenly between men and women and distributed across age groups and regions. The online-panel survey was fielded in December 2013.

About Insure.com

Insure.com provides a comprehensive array of information on auto insurance, home insurance, health insurance, and life insurance. The site offers an extensive library of originally authored insurance articles and decision-making tools that are not available from any other single source, including its extensive [car insurance discounts](#) tool. Insure.com is owned and operated by QuinStreet, Inc. (NASDAQ: QNST), one of the largest Internet marketing and media companies in the world. QuinStreet is committed to providing consumers and businesses with the information they need to research, find and select the products, services and brands that best meet their needs. The company is a leader in visitor-friendly marketing practices. For more information, please visit [QuinStreet.com](#).

Twitter: @InsureCom

Press contact:

Amy Danise
860-386-6446
adanise (at) insure.com