

MEDIA RELEASE
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Aussie guys romantics at heart, according to Just Car Insurance survey

Australian men may love their cars but they are romantics at heart, according to a recent survey by youth insurer Just Car Insurance.

Despite almost half of respondents naming their car as their number one interest*, it appears that car enthusiasts are still romantics at heart.

"When asked who they'd most like to spend a day with, 29.7 per cent of men and 36.6 per cent of women said they would spend it with their partner," said Andrew O'Hara, National Manager, Just Car Insurance.

"Almost half as many (14 per cent) gave their vote to Paris Hilton, 11.3 per cent voted for Angelina Jolie and 10.8 per cent voted for Michael Schumacher.

"Interestingly, Angelina Jolie was just as popular among women who participated in the survey – almost 15 per cent of women wanted to spend a day with her."

Despite their romantic sentiments, men's generosity did not necessarily extend to their hip pockets – only 5.9 per cent of men would spend their spare cash on their partner.

"However, men were more generous in their spending intentions than women – only 1 per cent of women said they would spend their spare cash on their partners," said Mr O'Hara.

"If they had \$2000, men were almost twice as likely as women to spend it on their car (40.5 per cent versus 18.8 per cent).

"Lower priorities among men were shares/investment (24.3 per cent) and a holiday (10.8 per cent), with spending on their spouse trailing at 5.9 per cent.

"Conversely, women were three times more likely to spend their spare cash on a holiday (30.7 per cent), shares/investment (19.8 per cent), their car (18.8 per cent) and clothes (8.9 per cent).

"Perhaps not surprisingly, men and women differed in the amount of time they spend working on their cars: men were twice as likely to spend up to 15 hours per week working on their cars," said Mr O'Hara.

Five hundred car enthusiasts responded in the survey, conducted online via the Just Car Insurance Web site www.justcarinsurance.com.au in September 2004.

Just Car Insurance specialises in insurance for young drivers and drivers being insured for the first time, Just Car Insurance is underwritten by AAMI, one of Australia's leading car and home insurance companies.

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*Figure sourced from Just Car Insurance online survey March 2004