

## DRIVING SKILLS KEY TOOL FOR FINDING A POTENTIAL PARTNER

**41% feel driving helps attract a potential partner-**

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**Online PR News – 04-October-2011** - 41% feel driving helps attract a potential partner-

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- 41% of Irish males believe being able to drive makes them more attractive and increases their chances of finding the perfect partner
- A quarter of the population (23%) say their car colour represents their personality
- Almost 1 in 3 (30%) adults aged 16-54 believe computer driving games have improved their driving skills
- 90% of adults with children would make every effort to help their child get a full licence if it improved their employability

The above findings were revealed in a nationwide survey of 1,000 adults looking at attitudes towards driving and cars, conducted by QUINN-direct.

The research findings found that men continue to align attractiveness with motoring skills, with 41% of males, in higher socio economic groups, revealing that being able to drive improves their chances of getting a partner.

Irish singletons are also more likely to believe that their car colour represents their personalities, with 23% of single Irish adults aged 16+ revealing that the colour of their car reflects their personality.

As technology plays a leading role in modern life, almost a third of the population aged between 16 and 54 believe that their hand eye coordination for driving has improved as a result of playing computer driving games. 31% of males are more likely to agree with this sentiment compared to 24% of women.

Unsurprisingly, the recession and high unemployment levels have had a significant impact on our attitude to motoring and learning how to drive. However, when it comes to improving a child's employability by having a licence, it seems parents are willing to go the extra mile to get their children a licence. In fact, an impressive 90% of adults with children agree that if their child's employability was improved by having a full driving licence they would make every effort to help them learn to drive.

Commenting on the findings, John McDonagh, Head of Consumer Insurance at QUINN-direct, said: "In these difficult times parents will use all the tools at their disposal to help their children to get on in life and having a full licence is certainly one way to bolster their CV. Learning to drive can be an unwelcome expense in these challenging times which is one reason why we have recently teamed up with the Irish School of Motoring to make the exercise more affordable for parents. We are offering learner drivers a rebate of €250 off their [car insurance](#) once they complete a package of 12 lessons with ISM. T&C apply. This offer is limited between the dates of 29/07/2011 and 27/12/2011.

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