

## **Back Seat, Windows Up: LOTS of Americans Admit to Fooling Around in a Car** *New Survey Reveals Both Men and Women Rev Their Engines on the Road...in More Ways than One*

**New York, N.Y. – March 25, 2015** – The popular adage “if the car’s a-rockin’, don’t come a-knockin’” has never been more true: according to the results of a new survey conducted on behalf of leading international dating website [AnastasiaDate](#), a majority of both men\* (89 percent) and women (84 percent) admitted to fooling around with someone in a car at some point during their lives, proving that car sex truly is a turn-on for most Americans.

Furthermore, almost half of the male respondents (41 percent) and nearly a third of the female respondents (27 percent) said that they met a special someone or love interest while on a road trip –suddenly, all of those hours spent cooped up in a car seem more bearable.

The results of the survey – which was conducted online in March 2015 and polled over 500 American men and women on the connection between dating, attraction and choice of car – lead to the conclusion that while men and women are receptive to finding, and lusting after, love on the road, they are still particular about the type of car that their significant others drive (and what it says about them).

Female respondents believe that a man’s choice of car represents his economic status (52 percent) and image of himself (67 percent), and when it comes to how they view men who drive exotic / fast cars:

- Fifty-nine percent see them as being wealthy.
- Fifty-nine percent see them as being show-offs.
- Forty-seven percent see them as being arrogant.

When the women were asked to select all of the traits that a man’s expensive car is compensating for:

- Thirty-five percent said a lack of self-confidence.
- Twenty-nine percent said low self-esteem.
- Twenty percent said a smaller than average “member.”

“The nostalgia of a cool car, young love and exotic location is something that still resonates with many Americans across the board,” said Anthony Volpe, AnastasiaDate’s Chief Marketing Officer. “This new data shows that Americans are a little more adventurous than one might imagine, but when it comes to romantic relationships, reliability becomes an important factor. Women want men who are stable, confident and secure, and a guy’s car is one of the most visible representations of this. At AnastasiaDate, we put a lot of emphasis on understanding what women find truly attractive in a partner and use that information to help people connect and develop meaningful, lasting relationships across borders.”

The survey was created in anticipation of this summer’s [Gumball 3000](#), an annual 3,000-mile international motor rally that will run from Stockholm, Sweden, to Las Vegas, Nevada, and include U.S. stops in Reno, San Francisco and Los Angeles. As a Gumball 3000 participant for the second year in a row, AnastasiaDate will be driving a yellow 1969 Chevrolet Camaro Z/28 along the route. Sister-site AsianDate will also be participating in the rally and sporting a red ’69 Camaro Z/28 tribute. The cars were selected as a nod to the iconic Americana “Summer of Love.”

Of the U.S. Gumball Rally pit stops this year, the men and women surveyed agreed that San Francisco is the sexiest city on the route (54 percent and 66 percent, respectively). The sexiest European pit stop, according to the male and female respondents, is Amsterdam (54 percent and 47 percent).

Full survey data is available upon request.

*\*Adults ages 35 and older*

### **Methodology:**

This survey was conducted online within the United States between March 5 and 6, 2015, among 505 adults aged 35 to 60 by SurveyMonkey on behalf of KCSA, via its Audience product. For complete survey methodology, including weighting variables, please contact [anastasia@kcsa.com](mailto:anastasia@kcsa.com).

### **About AnastasiaDate:**

[AnastasiaDate](#) is the leading international dating service that facilitates exciting and romantic companionship with beautiful and interesting women from all over the world. Founded in 1993 by a Russian-American couple, AnastasiaDate now has over 4 million international users and attracts more than 10 million online visits monthly. Additionally, over 1.5 million conversations are exchanged onsite daily. AnastasiaDate is committed to member safety, customer satisfaction and the ongoing pursuit of innovation. Headquartered in Moscow and New York and with additional representation in every country it touches, AnastasiaDate provides a high level of customer service to a worldwide clientele. AnastasiaDate users are able to communicate across a variety of top-notch multimedia platforms, including video chat and a [mobile app](#) for Android devices available in the Google Play store.

### **Media Contacts:**

KCSA Strategic Communications

[anastasia@kcsa.com](mailto:anastasia@kcsa.com)

Direct: 212-682-6566