YouGov Survey Results

Fieldwork: 23 July - August 30 2017

	British men	British women	American men	American women	German men	German women	Australian men	Australian women	Danish men	Danish women	Finnish men	Finnish women
Unweighted Sample	**680**	**929**	**454**	**634**	**972**	**1068**	**483**	**525**	**506**	**502**	**502**	**503**
Weighted Sample	779	830	530	543	992	1048	501	507	504	503	503	502
	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your personal preferences in a romantic partner, how would you prioritise each of the following characteristics?

They are good looking

	British men	British women	American men	American women	German men	German women	Australian men	Australian women	Danish men	Danish women	Finnish men	Finnish women
Ranked first	14	5	18	10	17	7	18	10	11	5	16	5
Ranked second	15	6	13	7	17	7	13	7	16	6	12	5
Ranked third	18	9	16	6	14	9	17	16	18	11	19	9
Ranked fourth	20	17	19	13	16	17	19	12	22	19	19	16
Ranked fifth	27	41	25	34	26	35	26	37	28	44	29	40
Ranked sixth	6	21	9	29	10	24	8	19	5	16	6	26

They have a personality I like

	British men	British women	American men	American women	German men	German women	Australian men	Australian women	Danish men	Danish women	Finnish men	Finnish women
Ranked first	52	52	41	38	51	56	42	49	68	69	55	59
Ranked second	23	25	24	26	19	21	23	24	18	17	23	24
Ranked third	14	16	15	20	13	11	15	14	8	10	10	12
Ranked fourth	5	5	8	9	9	7	9	8	3	2	7	3
Ranked fifth	4	2	8	4	6	4	7	4	2	1	3	1
Ranked sixth	2	1	5	3	3	2	3	2	1	1	1	1

They have a sense of humour I like

	British men	British women	American men	American women	German men	German women	Australian men	Australian women	Danish men	Danish women	Finnish men	Finnish women
Ranked first	13	21	9	13	11	17	10	15	8	14	11	14
Ranked second	32	33	23	27	25	32	27	32	37	45	31	32
Ranked third	25	24	25	24	27	26	27	24	25	25	25	28
Ranked fourth	21	14	26	18	20	13	18	16	19	11	20	18
Ranked fifth	8	7	13	11	13	8	14	8	9	3	11	6
Ranked sixth	2	1	5	7	4	5	3	5	2	1	2	3

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	British men	British women	American men	American women	German men	German women	Australian men	Australian women	Danish men	Danish women	Finnish men	Finnish women
Unweighted Sample	680	929	454	634	972	1068	483	525	506	502	502	503
Weighted Sample	779	830	530	543	992	1048	501	507	504	503	503	502
	%	%	%	%	%	%	%	%	%	%	%	%
They are intelligent												
Ranked first	10	8	13	15	8	7	14	10	9	7	7	7
Ranked second	13	14	18	19	17	19	16	19	15	19	14	14
Ranked third	22	20	22	25	24	23	20	20	31	31	22	24
Ranked fourth	26	39	22	28	26	31	25	27	28	29	27	34
Ranked fifth	27	16	20	8	20	14	18	19	14	12	25	17
Ranked sixth	2	4	4	4	5	5	6	5	2	2	4	3
They have/make a decent amount of money												
Ranked first	1	1	2	3	2	1	2	1	0	0	1	1
Ranked second	2	2	4	4	3	3	3	3	1	2	1	2
Ranked third	2	3	6	6	4	7	5	7	3	2	3	3
Ranked fourth	2	5	6	10	6	10	6	11	3	4	3	8
Ranked fifth	9	22	15	27	15	25	13	20	11	20	12	24
Ranked sixth	85	67	68	49	70	55	70	59	81	72	80	62
They have similar interests to me												
Ranked first	10	13	17	20	12	13	13	15	4	5	10	15
Ranked second	16	21	18	17	18	19	18	15	12	12	19	23
Ranked third	20	28	16	18	18	24	15	20	15	21	20	24
Ranked fourth	25	20	19	22	23	22	22	25	25	34	24	21
Ranked fifth	26	13	21	15	21	14	22	14	35	20	20	11
Ranked sixth	3	6	9	8	8	9	9	11	8	8	7	5
Looks vs. Personality												
Ranked personality higher than looks	80	91	69	84	73	88	72	85	77	93	77	93
Ranked looks higher than personality	20	9	31	16	27	12	28	15	23	7	23	7

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YouGov Survey Results

Fieldwork: 23 July - August 30 2017

	British men	French men	French women	Hong Kong men	Hong Kong women	Indonesian men	Indonesian women	Malaysian men	Malaysian women	Filipino men	Filipino women
Unweighted Sample	680	447	568	489	631	616	429	505	806	479	618
Weighted Sample	779	485	530	538	582	539	506	707	604	559	538
	%	%	%	%	%	%	%	%	%	%	%

Thinking about your personal preferences in a romantic partner, how would you prioritise each of the following characteristics?

They are good looking

	British men	French men	French women	Hong Kong men	Hong Kong women	Indonesian men	Indonesian women	Malaysian men	Malaysian women	Filipino men	Filipino women
Ranked first	14	24	11	33	19	35	18	24	9	20	8
Ranked second	15	16	9	21	11	19	12	15	8	16	9
Ranked third	18	19	11	17	17	20	14	15	11	15	11
Ranked fourth	20	17	17	14	17	11	18	16	14	17	13
Ranked fifth	27	20	35	8	21	11	22	18	20	20	26
Ranked sixth	6	5	17	7	17	5	17	13	38	12	33

They have a personality I like

	British men	French men	French women	Hong Kong men	Hong Kong women	Indonesian men	Indonesian women	Malaysian men	Malaysian women	Filipino men	Filipino women
Ranked first	52	39	42	45	53	35	46	42	47	39	41
Ranked second	23	27	26	26	23	26	20	23	23	25	19
Ranked third	14	13	17	12	10	15	12	14	13	17	19
Ranked fourth	5	9	10	7	6	12	10	10	9	10	10
Ranked fifth	4	7	4	6	4	8	8	6	5	6	7
Ranked sixth	2	4	2	4	4	4	4	5	3	3	3

They have a sense of humour I like

	British men	French men	French women	Hong Kong men	Hong Kong women	Indonesian men	Indonesian women	Malaysian men	Malaysian women	Filipino men	Filipino women
Ranked first	13	12	17	6	9	8	9	8	14	10	16
Ranked second	32	17	22	14	22	16	22	21	21	21	26
Ranked third	25	23	30	21	25	18	20	21	21	21	21
Ranked fourth	21	25	17	23	19	32	17	20	20	22	16
Ranked fifth	8	16	10	25	16	19	19	18	12	18	12
Ranked sixth	2	6	4	11	9	7	14	12	11	8	9

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	British men	French men	French women	Hong Kong men	Hong Kong women	Indonesian men	Indonesian women	Malaysian men	Malaysian women	Filipino men	Filipino women
Unweighted Sample	**680**	**447**	**568**	**489**	**631**	**616**	**429**	**505**	**806**	**479**	**618**
Weighted Sample	779	485	530	538	582	539	506	707	604	559	538
	%	%	%	%	%	%	%	%	%	%	%
They are intelligent											
Ranked first	10	9	9	6	8	15	18	11	13	16	17
Ranked second	13	19	18	13	14	26	26	16	20	20	17
Ranked third	22	24	20	20	19	26	27	26	22	23	21
Ranked fourth	26	22	32	26	27	20	16	24	22	23	24
Ranked fifth	27	22	18	24	19	9	8	18	17	15	15
Ranked sixth	2	5	3	12	12	3	5	5	6	3	7
They have/make a decent amount of money											
Ranked first	1	1	1	3	3	3	5	3	9	2	4
Ranked second	2	3	1	5	5	3	10	7	13	3	9
Ranked third	2	4	4	8	9	6	14	9	14	7	12
Ranked fourth	2	6	5	10	15	9	19	12	18	9	15
Ranked fifth	9	9	19	18	26	16	23	16	25	18	24
Ranked sixth	85	77	70	56	42	64	28	52	21	61	36
They have similar interests to me											
Ranked first	10	16	19	7	9	5	3	11	8	13	13
Ranked second	16	17	24	22	25	10	11	18	15	16	19
Ranked third	20	17	19	22	20	15	12	15	19	15	17
Ranked fourth	25	21	19	20	16	17	20	18	17	19	21
Ranked fifth	26	26	14	19	14	36	22	24	20	23	16
Ranked sixth	3	4	5	11	16	17	32	13	22	13	13
Looks vs. Personality											
Ranked personality higher than looks	80	63	81	59	76	52	70	67	82	70	82
Ranked looks higher than personality	20	37	19	41	24	48	30	33	18	30	18

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YouGov Survey Results

Fieldwork: 23 July - August 30 2017

	British men	Singaporean men	Singaporean women	Thai men	Thai women	Vietnamese men	Vietnamese women	Saudi Arabian men	Saudi Arabian women	UAE men	UAE women
Unweighted Sample	**680**	**496**	**534**	**426**	**596**	**545**	**458**	**594**	**406**	**620**	**382**
Weighted Sample	779	506	524	503	519	532	471	571	429	670	332
	%	%	%	%	%	%	%	%	%	%	%

Thinking about your personal preferences in a romantic partner, how would you prioritise each of the following characteristics?

They are good looking

	British men	Singaporean men	Singaporean women	Thai men	Thai women	Vietnamese men	Vietnamese women	Saudi Arabian men	Saudi Arabian women	UAE men	UAE women
Ranked first	14	20	9	33	20	44	21	35	11	28	12
Ranked second	15	18	6	20	15	18	13	18	10	19	11
Ranked third	18	16	9	20	19	14	15	16	13	14	11
Ranked fourth	20	17	14	15	18	10	12	15	17	13	19
Ranked fifth	27	20	23	8	13	9	18	11	30	19	23
Ranked sixth	6	8	40	5	14	5	21	5	19	6	25

They have a personality I like

	British men	Singaporean men	Singaporean women	Thai men	Thai women	Vietnamese men	Vietnamese women	Saudi Arabian men	Saudi Arabian women	UAE men	UAE women
Ranked first	52	49	50	34	33	32	33	29	45	34	43
Ranked second	23	23	21	26	18	30	23	26	20	21	18
Ranked third	14	14	13	15	14	16	17	15	14	18	14
Ranked fourth	5	7	9	13	17	11	11	12	8	11	10
Ranked fifth	4	4	4	7	13	7	10	13	9	9	11
Ranked sixth	2	3	3	4	6	5	6	5	5	6	4

They have a sense of humour I like

	British men	Singaporean men	Singaporean women	Thai men	Thai women	Vietnamese men	Vietnamese women	Saudi Arabian men	Saudi Arabian women	UAE men	UAE women
Ranked first	13	8	16	12	15	4	11	4	6	8	15
Ranked second	32	19	28	22	21	13	19	13	16	17	22
Ranked third	25	24	23	24	19	20	16	24	19	21	23
Ranked fourth	21	23	16	22	18	25	18	27	24	25	17
Ranked fifth	8	17	10	11	16	24	20	22	19	20	13
Ranked sixth	2	9	7	10	11	14	16	9	16	9	9

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	British men	Singaporean men	Singaporean women	Thai men	Thai women	Vietnamese men	Vietnamese women	Saudi Arabian men	Saudi Arabian women	UAE men	UAE women
Unweighted Sample	680	496	534	426	596	545	458	594	406	620	382
Weighted Sample	779	506	524	503	519	532	471	571	429	670	332
	%	%	%	%	%	%	%	%	%	%	%
They are intelligent											
Ranked first	10	9	12	12	13	11	19	15	15	14	15
Ranked second	13	13	16	22	24	20	21	21	25	23	21
Ranked third	22	24	21	28	25	25	20	27	22	23	23
Ranked fourth	26	24	26	25	20	22	21	21	17	22	20
Ranked fifth	27	24	19	8	12	17	11	13	11	13	14
Ranked sixth	2	6	8	5	7	6	7	3	10	5	6
They have/make a decent amount of money											
Ranked first	1	2	3	2	4	1	5	2	4	3	3
Ranked second	2	4	7	4	11	3	10	3	9	6	10
Ranked third	2	7	13	8	11	7	17	4	14	7	10
Ranked fourth	2	9	16	9	12	11	18	10	14	8	15
Ranked fifth	9	17	30	29	23	22	21	16	22	16	19
Ranked sixth	85	61	30	47	40	55	28	65	37	60	43
They have similar interests to me											
Ranked first	10	11	10	7	16	8	10	15	19	12	12
Ranked second	16	23	23	6	11	16	14	19	21	15	18
Ranked third	20	14	22	6	13	18	14	13	17	16	19
Ranked fourth	25	21	19	16	15	22	19	15	20	21	18
Ranked fifth	26	19	14	37	24	21	20	25	9	23	20
Ranked sixth	3	12	13	29	22	15	22	13	14	13	13
Looks vs. Personality											
Ranked personality higher than looks	80	72	85	54	61	46	64	52	79	57	76
Ranked looks higher than personality	20	28	15	46	39	54	36	48	21	43	24

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YouGov Survey Results

Fieldwork: 23 July - August 30 2017

	British men	Indian men	Indian women	Egyptian men	Egyptian women	Norwegian men	Norwegian women	Swedish men	Swedish women
Unweighted Sample	**680**	**519**	**496**	**524**	**478**	**325**	**308**	**507**	**499**
Weighted Sample	779	518	497	511	491	322	311	490	523
	%	%	%	%	%	%	%	%	%

Thinking about your personal preferences in a romantic partner, how would you prioritise each of the following characteristics?

They are good looking

Ranked first	14	17	6	31	12	14	5	14	5
Ranked second	15	16	11	19	9	16	9	12	10
Ranked third	18	17	12	18	13	21	10	23	11
Ranked fourth	20	15	16	13	20	19	22	18	21
Ranked fifth	27	25	27	15	27	24	37	27	40
Ranked sixth	6	10	28	3	20	5	17	4	13

They have a personality I like

Ranked first	52	22	28	36	53	65	66	62	73
Ranked second	23	19	18	23	21	17	20	20	13
Ranked third	14	21	18	17	11	6	7	7	7
Ranked fourth	5	18	17	12	7	6	5	5	5
Ranked fifth	4	13	12	7	6	2	1	4	2
Ranked sixth	2	8	6	5	2	3	1	3	1

They have a sense of humour I like

Ranked first	13	19	19	6	6	5	14	9	8
Ranked second	32	19	22	16	17	28	34	29	37
Ranked third	25	20	20	16	17	30	29	25	26
Ranked fourth	21	16	16	27	27	18	12	22	19
Ranked fifth	8	18	14	27	21	17	8	11	7
Ranked sixth	2	7	10	7	11	1	3	4	3

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	British men	Indian men	Indian women	Egyptian men	Egyptian women	Norwegian men	Norwegian women	Swedish men	Swedish women
Unweighted Sample	680	519	496	524	478	325	308	507	499
Weighted Sample	779	518	497	511	491	322	311	490	523
	%	%	%	%	%	%	%	%	%
They are intelligent									
Ranked first	10	15	22	15	13	6	5	8	7
Ranked second	13	22	23	24	29	15	16	21	18
Ranked third	22	20	23	25	27	23	25	23	28
Ranked fourth	26	22	17	22	16	27	34	27	28
Ranked fifth	27	13	10	11	10	24	17	17	17
Ranked sixth	2	7	4	3	5	4	3	5	2
They have/make a decent amount of money									
Ranked first	1	3	4	1	1	1	1	0	0
Ranked second	2	3	9	3	5	1	1	1	1
Ranked third	2	7	9	5	10	3	4	5	2
Ranked fourth	2	9	16	5	14	5	5	4	5
Ranked fifth	9	16	23	13	22	11	20	12	16
Ranked sixth	85	62	39	72	48	79	69	77	76
They have similar interests to me									
Ranked first	10	23	20	11	14	8	10	8	8
Ranked second	16	20	18	14	19	22	21	16	22
Ranked third	20	16	18	19	23	17	25	18	26
Ranked fourth	25	20	17	21	16	24	21	23	22
Ranked fifth	26	15	14	26	15	21	16	29	18
Ranked sixth	3	6	13	9	13	7	7	6	5
Looks vs. Personality									
Ranked personality higher than looks	80	58	75	55	83	81	92	80	93
Ranked looks higher than personality	20	42	25	45	17	19	8	20	7

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