

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1123 adults. Fieldwork was undertaken between 2nd - 3rd November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGovNY
Types**

US_nat Sample: 2nd - 3rd November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

ZYT_q1_1. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have a certain "type" of person I am generally attracted to

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	21%	20%	23%	19%	27%	18%	23%	17%	24%	18%	18%	32%	23%	25%
Somewhat agree	43%	44%	42%	45%	35%	48%	42%	44%	41%	46%	47%	34%	38%	34%
Somewhat disagree	14%	12%	15%	14%	16%	12%	15%	14%	13%	13%	12%	11%	20%	18%
Strongly disagree	8%	10%	6%	6%	9%	9%	8%	7%	9%	7%	9%	8%	7%	8%
Don't know	10%	9%	10%	13%	9%	7%	8%	10%	9%	11%	10%	10%	9%	9%
Prefer not to say	4%	5%	4%	3%	4%	6%	4%	7%	3%	4%	6%	3%	3%	7%
Net: Agree	64%	64%	64%	64%	62%	66%	65%	62%	65%	64%	65%	61%	61%	58%
Net: Disagree	22%	22%	22%	20%	25%	21%	23%	21%	23%	20%	21%	19%	27%	25%

ZYT_q1_2. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a romantic partner

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	4%	5%	4%	7%	4%	2%	5%	3%	5%	4%	4%	4%	5%	7%
Somewhat agree	13%	18%	8%	14%	14%	10%	14%	7%	14%	14%	12%	11%	16%	10%
Somewhat disagree	32%	34%	30%	34%	28%	32%	32%	33%	32%	29%	32%	34%	27%	38%
Strongly disagree	40%	32%	49%	32%	42%	46%	39%	44%	40%	39%	42%	37%	39%	33%
Don't know	7%	7%	6%	9%	7%	4%	4%	6%	6%	11%	6%	6%	10%	5%
Prefer not to say	5%	5%	4%	4%	4%	6%	5%	7%	4%	4%	7%	3%	3%	6%
Net: Agree	17%	23%	11%	21%	18%	12%	20%	11%	18%	18%	16%	16%	21%	18%
Net: Disagree	72%	66%	78%	66%	70%	78%	71%	77%	72%	68%	74%	70%	66%	71%

ZYT_q1_3. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone romantically because they were too short or too tall for my preferences

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	7%	5%	8%	10%	8%	4%	9%	6%	7%	7%	7%	11%	6%	4%
Somewhat agree	16%	16%	17%	21%	15%	12%	16%	10%	17%	21%	12%	15%	26%	31%
Somewhat disagree	24%	22%	27%	24%	22%	28%	19%	28%	24%	27%	25%	28%	22%	19%
Strongly disagree	37%	44%	30%	31%	37%	42%	40%	38%	37%	33%	41%	31%	29%	31%
Don't know	10%	7%	13%	10%	11%	10%	11%	12%	9%	10%	11%	10%	10%	9%
Prefer not to say	5%	6%	5%	4%	7%	5%	6%	7%	5%	3%	4%	7%	7%	6%
Net: Agree	23%	21%	25%	31%	24%	16%	25%	16%	24%	26%	19%	26%	32%	35%
Net: Disagree	61%	66%	57%	55%	59%	69%	59%	66%	61%	59%	66%	57%	51%	50%

**YouGovNY
Types**

US_nat Sample: 2nd - 3rd November 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC

ZYT_q1_1. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have a certain "type" of person I am generally attracted to

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	21%	20%	23%	21%	19%	20%	39%	24%	26%	20%	29%	25%	16%	21%	20%	24%	19%
Somewhat agree	43%	42%	38%	49%	53%	45%	24%	43%	35%	43%	40%	36%	46%	36%	49%	50%	41%
Somewhat disagree	14%	12%	15%	14%	17%	14%	27%	13%	15%	12%	18%	17%	12%	15%	15%	12%	10%
Strongly disagree	8%	11%	8%	6%	2%	8%	--	9%	6%	10%	5%	6%	10%	11%	8%	4%	7%
Don't know	10%	11%	11%	6%	5%	9%	6%	7%	8%	12%	7%	13%	8%	14%	5%	6%	10%
Prefer not to say	4%	4%	5%	4%	4%	5%	5%	4%	10%	3%	2%	3%	5%	3%	3%	4%	12%
Net: Agree	64%	62%	61%	69%	72%	65%	62%	66%	61%	63%	68%	61%	65%	57%	69%	74%	Z,AA,AB 60%
Net: Disagree	22%	23%	23%	21%	19%	22%	27%	22%	21%	22%	23%	22%	22%	26%	23%	Z,AC 16%	17%

ZYT_q1_2. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a romantic partner

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	4%	5%	4%	3%	4%	3%	--	4%	2%	6%	10%	6%	4%	4%	4%	6%	4%
Somewhat agree	13%	13%	10%	16%	14%	12%	23%	17%	3%	13%	7%	14%	11%	13%	11%	15%	11%
Somewhat disagree	32%	30%	33%	32%	33%	33%	31%	30%	27%	30%	40%	32%	31%	31%	34%	29%	33%
Strongly disagree	40%	38%	43%	41%	42%	41%	40%	44%	60%	37%	37%	37%	42%	41%	43%	40%	33%
Don't know	7%	10%	3%	5%	4%	7%	--	2%	R,V,W*	9%	4%	7%	7%	7%	6%	6%	7%
Prefer not to say	5%	4%	6%	3%	4%	5%	2%	2%	9%	4%	2%	4%	5%	4%	3%	3%	11%
Net: Agree	17%	18%	14%	18%	17%	15%	23%	22%	5%	20%	16%	20%	15%	17%	15%	21%	Z,AA,AB 15%
Net: Disagree	72%	68%	76%	73%	75%	73%	71%	74%	87%	67%	77%	69%	73%	71%	77%	70%	67%

ZYT_q1_3. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone romantically because they were too short or too tall for my preferences

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	7%	7%	7%	5%	10%	6%	23%	9%	4%	7%	7%	11%	5%	7%	5%	11%	6%
Somewhat agree	16%	17%	13%	20%	14%	14%	11%	24%	17%	16%	16%	19%	15%	12%	23%	17%	10%
Somewhat disagree	24%	24%	21%	27%	32%	24%	26%	29%	27%	24%	18%	22%	25%	24%	20%	29%	27%
Strongly disagree	37%	36%	41%	35%	34%	38%	21%	28%	37%	38%	50%	33%	39%	38%	40%	32%	35%
Don't know	10%	11%	11%	10%	5%	11%	11%	7%	7%	11%	7%	11%	11%	13%	9%	7%	9%
Prefer not to say	5%	6%	6%	4%	5%	6%	5%	3%	8%	4%	2%	4%	5%	5%	3%	4%	13%
Net: Agree	23%	24%	20%	25%	24%	21%	35%	33%	21%	23%	24%	30%	20%	19%	26%	28%	Z,AA,AB 16%
Net: Disagree	61%	59%	62%	62%	66%	62%	49%	57%	64%	67%	55%	64%	62%	60%	61%	62%	62%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Social networks membership														Age			
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	18 - 24	25 - 34	35 - 54	55+	
	AD	AE	AF	AG	AH	AI	AJ	AK	AM	AN	AO	AP	AQ	AR	AS	AT	AU	

ZYT_q1_1. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have a certain "type" of person I am generally attracted to

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	21%	21%	27%	24%	27%	26%	27%	22%	20%	23%	42%	25%	--	16%	16%	19%	27%	19%
Somewhat agree	43%	43%	39%	48%	44%	45%	41%	47%	42%	46%	33%	23%	34%	42%	48%	43%	35%	48%
Somewhat disagree	14%	14%	13%	13%	12%	11%	13%	13%	15%	14%	8%	18%	--	13%	11%	15%	16%	12%
Strongly disagree	8%	8%	8%	7%	7%	5%	7%	8%	6%	5%	7%	--	8%	12%	10%	5%	9%	9%
Don't know	10%	9%	9%	7%	8%	10%	10%	8%	10%	9%	11%	25%	22%	11%	11%	14%	9%	7%
Prefer not to say	4%	4%	4%	2%	3%	3%	2%	1%	1%	3%	--	9%	35%	6%	2%	4%	4%	6%
Net: Agree	64%	65%	67%	71%	71%	71%	68%	70%	67%	69%	75%	48%	34%	58%	66%	62%	62%	66%
Net: Disagree	22%	22%	21%	20%	19%	16%	20%	21%	21%	20%	14%	16%	8%	26%	21%	20%	25%	21%

ZYT_q1_2. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a romantic partner

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	4%	4%	6%	4%	5%	8%	5%	17%	7%	8%	12%	8%	11%	1%	8%	7%	4%	2%
Somewhat agree	13%	12%	13%	11%	19%	16%	12%	12%	13%	11%	23%	59%	--	13%	13%	15%	14%	10%
Somewhat disagree	32%	31%	32%	38%	29%	27%	27%	36%	32%	33%	30%	10%	24%	34%	32%	35%	28%	32%
Strongly disagree	40%	43%	40%	41%	38%	33%	49%	32%	41%	40%	31%	15%	8%	34%	33%	32%	42%	46%
Don't know	7%	7%	5%	7%	15%	5%	1%	5%	5%	3%	--	22%	--	7%	13%	7%	7%	4%
Prefer not to say	5%	4%	4%	2%	3%	2%	2%	2%	5%	--	9%	35%	11%	2%	5%	4%	4%	6%
Net: Agree	17%	16%	19%	15%	34%	23%	17%	25%	20%	18%	35%	67%	11%	14%	20%	22%	18%	12%
Net: Disagree	72%	74%	72%	79%	67%	60%	75%	68%	74%	72%	61%	25%	32%	68%	65%	67%	70%	78%

ZYT_q1_3. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone romantically because they were too short or too tall for my preferences

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	7%	7%	9%	7%	9%	14%	7%	13%	9%	12%	17%	8%	11%	4%	9%	10%	8%	4%
Somewhat agree	16%	16%	17%	21%	21%	25%	16%	13%	19%	16%	25%	17%	--	15%	20%	18%	15%	12%
Somewhat disagree	24%	24%	24%	25%	24%	18%	25%	32%	24%	24%	18%	33%	24%	21%	30%	22%	22%	28%
Strongly disagree	37%	38%	35%	36%	30%	37%	34%	31%	35%	33%	33%	8%	8%	37%	26%	34%	37%	42%
Don't know	10%	10%	10%	8%	9%	6%	15%	9%	10%	10%	3%	25%	22%	15%	8%	11%	11%	10%
Prefer not to say	5%	5%	8%	2%	6%	2%	3%	2%	4%	4%	4%	9%	35%	9%	1%	5%	7%	5%
Net: Agree	23%	23%	25%	29%	30%	39%	23%	26%	28%	28%	42%	25%	11%	19%	35%	28%	24%	16%
Net: Disagree	61%	62%	59%	61%	55%	53%	59%	63%	59%	57%	51%	41%	32%	58%	55%	55%	59%	69%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYT_q1_4. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am attracted to some races more than others

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	28%	30%	26%	30%	28%	26%	27%	25%	31%	27%	26%	25%	41%	24%
Somewhat agree	31%	33%	29%	33%	29%	30%	32%	28%	31%	32%	30%	23%	J,K,M*	-
Somewhat disagree	15%	15%	14%	14%	12%	17%	14%	14%	13%	19%	15%	18%	-	39%
Strongly disagree	13%	10%	15%	9%	17%	13%	10%	17%	13%	12%	15%	16%	-	16%
Don't know	9%	8%	10%	10%	9%	8%	12%	8%	8%	8%	9%	10%	7%	7%
Prefer not to say	5%	4%	6%	3%	5%	7%	5%	8%	4%	3%	5%	8%	3%	6%
Net: Agree	59%	63%	55%	63%	57%	56%	60%	53%	62%	56%	57%	48%	75%	63%
Net: Disagree	27%	25%	30%	24%	29%	30%	23%	31%	26%	30%	29%	34%	15%	24%

ZYT_q1_5. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone sexually because they were too short or too tall for my preferences

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	8%	7%	8%	12%	9%	2%	9%	4%	8%	9%	6%	10%	12%	9%
Somewhat agree	15%	14%	15%	E	E	12%	17%	8%	17%	16%	12%	13%	23%	22%
Somewhat disagree	22%	19%	24%	E	E	24%	17%	24%	21%	25%	23%	23%	18%	17%
Strongly disagree	39%	48%	30%	19%	14%	39%	38%	42%	39%	34%	41%	38%	32%	35%
Don't know	12%	8%	16%	13%	11%	12%	13%	12%	10%	13%	11%	11%	8%	10%
Prefer not to say	5%	5%	6%	A	5%	6%	7%	8%	3%	6%	5%	5%	7%	7%
Net: Agree	22%	20%	24%	31%	23%	14%	25%	13%	25%	25%	18%	23%	35%	31%
Net: Disagree	60%	67%	54%	E	E	61%	68%	67%	60%	59%	64%	61%	49%	52%

ZYT_q1_6. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a sexual partner

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	7%	10%	4%	14%	5%	3%	7%	6%	8%	7%	7%	3%	12%	6%
Somewhat agree	16%	23%	14%	D,E	E	12%	20%	16%	18%	21%	17%	16%	25%	21%
Somewhat disagree	27%	27%	27%	E	E	29%	31%	27%	22%	31%	28%	25%	22%	30%
Strongly disagree	34%	28%	41%	26%	32%	44%	28%	35%	41%	27%	35%	40%	28%	29%
Don't know	8%	6%	9%	A	9%	8%	8%	8%	7%	7%	7%	9%	9%	9%
Prefer not to say	5%	6%	5%	C	5%	6%	5%	8%	3%	6%	5%	7%	4%	6%
Net: Agree	26%	33%	18%	37%	28%	15%	27%	21%	26%	28%	24%	19%	38%	27%
Net: Disagree	61%	55%	68%	D,E	E	60%	59%	63%	64%	58%	64%	65%	50%	59%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYT_q1_4. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am attracted to some races more than others

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	158
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	28%	30%	26%	27%	26%	27%	26%	31%	19%	31%	25%	28%	27%	28%	32%	27%	19%
Somewhat agree	31%	30%	30%	30%	39%	33%	12%	32%	18%	30%	27%	30%	31%	32%	29%	35%	25%
Somewhat disagree	15%	14%	14%	17%	13%	13%	38%	14%	34%	13%	17%	13%	15%	12%	14%	19%	19%
Strongly disagree	13%	11%	15%	15%	12%	13%	16%	15%	12%	17%	14%	13%	14%	14%	9%	11%	11%
Don't know	9%	9%	9%	9%	6%	9%	--	5%	2%	11%	13%	11%	8%	10%	7%	7%	12%
Prefer not to say	5%	5%	5%	4%	4%	5%	5%	4%	12%	4%	2%	4%	6%	4%	3%	3%	14%
Net: Agree	59%	60%	57%	56%	65%	60%	38%	63%	37%	60%	52%	57%	58%	60%	62%	62%	44%
Net: Disagree	27%	25%	29%	31%	25%	26%	--	29%	49%	25%	33%	28%	28%	26%	28%	28%	31%

ZYT_q1_5. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone sexually because they were too short or too tall for my preferences

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	158
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	8%	8%	6%	8%	6%	6%	18%	6%	2%	9%	18%	12%	5%	8%	5%	13%	7%
Somewhat agree	15%	15%	14%	16%	14%	15%	17%	20%	10%	14%	8%	16%	14%	14%	19%	15%	8%
Somewhat disagree	22%	20%	21%	27%	25%	22%	19%	29%	31%	20%	9%	20%	22%	20%	22%	25%	23%
Strongly disagree	39%	38%	42%	33%	40%	39%	21%	34%	33%	40%	46%	35%	41%	40%	41%	35%	34%
Don't know	12%	12%	13%	12%	7%	13%	11%	7%	13%	12%	14%	13%	12%	14%	10%	9%	14%
Prefer not to say	5%	6%	6%	4%	5%	5%	15%	3%	11%	5%	5%	4%	6%	4%	4%	3%	16%
Net: Agree	22%	24%	19%	24%	22%	21%	35%	26%	12%	24%	26%	28%	19%	21%	24%	28%	14%
Net: Disagree	60%	58%	62%	60%	65%	61%	40%	64%	64%	60%	55%	55%	63%	60%	63%	60%	56%

ZYT_q1_6. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a sexual partner

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	158
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	7%	6%	7%	6%	12%	8%	--	4%	--	8%	10%	13%	5%	4%	10%	10%	6%
Somewhat agree	16%	20%	16%	18%	19%	16%	17%	20%	15%	22%	19%	17%	18%	18%	18%	19%	20%
Somewhat disagree	27%	24%	28%	30%	32%	28%	31%	29%	22%	26%	25%	27%	26%	28%	25%	30%	24%
Strongly disagree	34%	35%	35%	36%	27%	35%	44%	41%	47%	29%	36%	30%	37%	38%	37%	29%	26%
Don't know	8%	10%	7%	7%	5%	8%	8%	4%	2%	10%	7%	9%	7%	8%	6%	7%	11%
Prefer not to say	5%	5%	7%	3%	5%	6%	--	2%	14%	5%	4%	4%	6%	4%	4%	5%	13%
Net: Agree	26%	27%	23%	24%	31%	23%	17%	24%	15%	31%	29%	30%	23%	22%	28%	29%	25%
Net: Disagree	61%	59%	64%	66%	59%	64%	75%	69%	70%	55%	61%	58%	63%	66%	62%	59%	50%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Social networks membership													Age			
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	18 - 24	25 - 34	35 - 54	55+

ZYT_q1_4. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I am attracted to some races more than others

Unweighted base	1123	906	401	301	284	74	338	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	28%	29%	30%	29%	35%	37%	25%	21%	31%	29%	45%	31%	--	25%	31%	30%	28%	26%
Somewhat agree	31%	31%	33%	33%	29%	35%	36%	50%	34%	30%	30%	10%	11%	20%	32%	34%	29%	30%
Somewhat disagree	15%	14%	13%	15%	13%	6%	11%	14%	14%	16%	10%	40%	--	18%	19%	12%	12%	17%
Strongly disagree	13%	12%	13%	12%	11%	14%	16%	10%	12%	11%	9%	--	32%	18%	10%	9%	17%	13%
Don't know	9%	9%	8%	9%	8%	6%	9%	2%	8%	9%	3%	11%	22%	10%	7%	12%	9%	8%
Prefer not to say	5%	4%	4%	2%	3%	2%	2%	3%	1%	4%	4%	9%	35%	9%	1%	4%	5%	7%
Net: Agree	59%	60%	63%	62%	65%	72%	61%	71%	65%	59%	74%	41%	11%	45%	63%	63%	57%	56%
Net: Disagree	27%	27%	25%	28%	25%	20%	28%	24%	26%	27%	19%	40%	32%	36%	29%	21%	29%	30%

ZYT_q1_5. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would reject someone sexually because they were too short or too tall for my preferences

Unweighted base	1123	906	401	301	284	74	338	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	8%	8%	10%	8%	11%	13%	7%	13%	12%	13%	16%	16%	--	3%	14%	11%	9%	2%
Somewhat agree	15%	15%	16%	16%	19%	25%	16%	17%	23%	17%	28%	34%	--	9%	20%	18%	14%	12%
Somewhat disagree	22%	22%	20%	24%	22%	20%	25%	28%	22%	20%	12%	--	--	21%	18%	20%	22%	24%
Strongly disagree	39%	39%	38%	37%	33%	34%	--	36%	34%	36%	32%	38%	18%	43%	40%	35%	31%	39%
Don't know	12%	11%	10%	11%	9%	6%	12%	7%	9%	11%	3%	25%	22%	18%	9%	15%	11%	12%
Prefer not to say	5%	5%	5%	2%	3%	2%	4%	3%	3%	7%	4%	9%	35%	8%	4%	5%	5%	6%
Net: Agree	22%	23%	26%	26%	33%	38%	23%	29%	29%	30%	43%	48%	--	13%	34%	29%	23%	14%
Net: Disagree	60%	61%	58%	61%	55%	54%	60%	62%	58%	52%	50%	18%	43%	62%	53%	51%	61%	68%

ZYT_q1_6. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Looks are more important to me than personality when it comes to finding a sexual partner

Unweighted base	1123	906	401	301	284	74	338	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	7%	7%	10%	10%	13%	7%	7%	18%	9%	10%	13%	8%	--	5%	10%	16%	5%	3%
Somewhat agree	16%	18%	19%	16%	22%	24%	18%	16%	21%	24%	28%	40%	24%	17%	31%	19%	21%	12%
Somewhat disagree	27%	27%	28%	36%	25%	27%	25%	28%	29%	23%	28%	10%	11%	28%	17%	27%	28%	29%
Strongly disagree	34%	36%	33%	31%	29%	33%	40%	30%	32%	28%	20%	8%	--	31%	29%	24%	32%	44%
Don't know	8%	8%	7%	5%	7%	8%	8%	4%	7%	10%	11%	--	22%	8%	10%	9%	8%	6%
Prefer not to say	5%	5%	4%	2%	4%	1%	3%	1%	2%	4%	--	32%	35%	11%	2%	5%	5%	6%
Net: Agree	26%	25%	29%	28%	35%	31%	25%	36%	31%	34%	41%	48%	24%	21%	41%	35%	28%	15%
Net: Disagree	61%	62%	60%	66%	54%	60%	65%	58%	61%	51%	48%	18%	19%	60%	46%	51%	60%	73%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYT_q1_7. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone romantically because they weren't my "type"

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	28%	25%	32%	26%	31%	27%	29%	24%	33%	24%	28%	31%	26%	27%
Somewhat agree	30%	29%	30%	29%	27%	32%	34%	32%	29%	26%	32%	29%	20%	29%
Somewhat disagree	11%	11%	12%	10%	11%	13%	10%	14%	9%	15%	11%	7%	15%	14%
Strongly disagree	16%	20%	11%	17%	17%	14%	13%	13%	16%	19%	14%	17%	23%	13%
Don't know	10%	10%	9%	13%	8%	8%	10%	10%	9%	11%	10%	9%	9%	11%
Prefer not to say	5%	5%	6%	4%	6%	6%	5%	7%	4%	5%	5%	7%	5%	6%
Net: Agree	58%	54%	62%	55%	59%	60%	63%	56%	61%	50%	60%	60%	48%	56%
Net: Disagree	27%	31%	23%	27%	26%	26%	23%	26%	26%	24%	25%	23%	38%	27%

ZYT_q1_8. For the following questions, by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone sexually because they weren't my "type"

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Strongly agree	29%	24%	33%	25%	32%	29%	25%	22%	35%	28%	28%	35%	26%	30%
Somewhat agree	25%	24%	26%	26%	23%	25%	28%	28%	24%	21%	25%	23%	24%	28%
Somewhat disagree	13%	15%	11%	13%	14%	13%	15%	13%	11%	15%	13%	9%	17%	12%
Strongly disagree	17%	22%	12%	15%	17%	18%	15%	16%	15%	22%	17%	16%	20%	12%
Don't know	10%	9%	10%	15%	7%	8%	11%	10%	8%	11%	10%	8%	8%	11%
Prefer not to say	7%	5%	9%	6%	7%	8%	6%	10%	7%	4%	7%	10%	5%	7%
Net: Agree	54%	49%	58%	51%	56%	54%	53%	50%	58%	48%	53%	58%	50%	58%
Net: Disagree	30%	37%	23%	28%	31%	30%	30%	30%	26%	36%	30%	24%	37%	25%

ZYT_q2_1. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a romantic relationship with someone who was your ideal "type"

Unweighted base	723	312	411	178	232	312	146	166	262	130	532	92	53	46
Base: All US adults who have a type	710	352	358	226	217	267	146	151	276	136	474	90	99	47
Yes, and I currently am	42%	43%	41%	44%	43%	40%	46%	43%	43%	36%	46%	38%	32%	36%
Yes, I have been in the past	38%	34%	41%	33%	37%	42%	30%	41%	38%	42%	39%	32%	39%	35%
No, I have not	21%	23%	20%	27%	18%	19%	24%	18%	20%	24%	17%	33%	28%	28%
Don't know	3%	4%	2%	2%	5%	3%	3%	5%	3%	1%	4%	0%	3%	2%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYT_q1_7. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone romantically because they weren't my "type"

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	28%	27%	31%	28%	27%	27%	16%	43%	34%	25%	40%	29%	27%	28%	30%	30%	28%
Somewhat agree	30%	27%	28%	36%	39%	31%	31%	26%	33%	30%	19%	32%	30%	26%	33%	37%	25%
Somewhat disagree	11%	11%	11%	11%	15%	13%	21%	13%	9%	9%	11%	10%	12%	12%	11%	12%	8%
Strongly disagree	16%	18%	17%	12%	8%	14%	25%	12%	12%	18%	17%	15%	16%	18%	18%	9%	13%
Don't know	10%	12%	8%	8%	7%	9%	--	3%	9%	14%	4%	9%	10%	11%	7%	8%	13%
Prefer not to say	5%	6%	5%	5%	4%	6%	5%	3%	4%	4%	6%	4%	6%	5%	3%	4%	13%
Net: Agree	58%	53%	59%	64%	66%	58%	48%	69%	67%	55%	59%	61%	56%	54%	61%	67%	53%
Net: Disagree	27%	29%	28%	23%	23%	27%	46%	25%	21%	27%	28%	25%	28%	30%	29%	21%	21%

ZYT_q1_8. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone sexually because they weren't my "type"

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Strongly agree	29%	27%	33%	26%	28%	27%	13%	37%	42%	27%	36%	31%	27%	29%	28%	33%	23%
Somewhat agree	25%	25%	23%	28%	28%	26%	39%	28%	13%	23%	25%	28%	24%	24%	29%	22%	23%
Somewhat disagree	13%	14%	10%	16%	13%	14%	13%	16%	8%	12%	11%	13%	13%	14%	13%	17%	8%
Strongly disagree	17%	17%	19%	13%	13%	16%	25%	13%	17%	16%	16%	11%	19%	18%	19%	12%	13%
Don't know	10%	10%	9%	13%	9%	11%	--	3%	3%	12%	7%	11%	9%	9%	6%	11%	18%
Prefer not to say	7%	8%	7%	5%	8%	7%	10%	10%	4%	16%	8%	3%	5%	6%	5%	5%	16%
Net: Agree	54%	51%	56%	54%	56%	53%	52%	65%	55%	50%	63%	59%	51%	53%	57%	55%	46%
Net: Disagree	30%	32%	29%	29%	27%	30%	36%	29%	25%	30%	28%	25%	32%	32%	32%	29%	20%

ZYT_q1_1. Have you ever done either of the following? Please select all that apply on each row.

- Been in a romantic relationship with someone who was your ideal "type"

Unweighted base	723	250	239	151	83	360	11	79	34	212	27	168	526	243	228	158	94
Base: All US adults who have a type	710	288	216	131	75	345	9	73	30	228	24	176	499	251	222	146	91
Yes, and I currently am	42%	40%	44%	42%	46%	59%	44%	21%	9%	26%	56%	53%	36%	36%	43%	52%	39%
Yes, I have been in the past	38%	36%	37%	43%	36%	32%	47%	56%	62%	39%	18%	38%	39%	45%	37%	28%	32%
No, I have not	21%	22%	21%	20%	21%	11%	11%	23%	30%	35%	24%	13%	24%	21%	20%	19%	27%
Don't know	3%	5%	1%	2%	3%	3%	--	2%	3%	4%	--	3%	3%	2%	2%	5%	5%



Total	Social networks membership													Age			
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	18 - 24	25 - 34	35 - 54	55+

ZYT_q1_7. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone romantically because they weren't my "type"

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	28%	28%	33%	31%	31%	26%	32%	34%	32%	29%	46%	42%	32%	28%	24%	27%	31%	27%
Somewhat agree	30%	31%	31%	36%	33%	31%	32%	34%	29%	31%	22%	16%	11%	19%	25%	32%	27%	32%
Somewhat disagree	11%	11%	12%	11%	10%	9%	11%	9%	14%	13%	9%	8%	-	12%	11%	10%	11%	13%
Strongly disagree	16%	16%	12%	9%	13%	25%	12%	12%	13%	13%	17%	-	-	19%	23%	13%	17%	14%
Don't know	10%	9%	9%	10%	10%	-	10%	9%	11%	10%	3%	25%	22%	13%	13%	8%	8%	8%
Prefer not to say	5%	5%	4%	2%	3%	-	3%	2%	5%	5%	-	9%	35%	8%	3%	5%	6%	6%
Net: Agree	58%	59%	64%	68%	65%	57%	65%	68%	61%	60%	70%	58%	43%	47%	49%	59%	59%	60%
Net: Disagree	27%	27%	23%	21%	23%	33%	23%	21%	26%	26%	26%	8%	-	31%	34%	23%	26%	26%

ZYT_q1_8. For the following questions, by "type" we mean the type of person you a typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have rejected someone sexually because they weren't my "type"

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Strongly agree	29%	28%	32%	30%	28%	24%	32%	29%	30%	27%	20%	29%	32%	29%	24%	25%	32%	29%
Somewhat agree	25%	26%	30%	30%	29%	35%	26%	38%	27%	27%	35%	31%	-	14%	14%	33%	23%	25%
Somewhat disagree	13%	13%	13%	13%	13%	10%	11%	12%	14%	15%	-	-	11%	14%	19%	9%	14%	13%
Strongly disagree	17%	17%	12%	13%	16%	23%	14%	9%	14%	11%	28%	-	-	19%	20%	13%	17%	18%
Don't know	10%	9%	9%	9%	9%	4%	10%	8%	10%	14%	7%	31%	22%	11%	17%	13%	7%	8%
Prefer not to say	7%	6%	5%	4%	5%	4%	7%	4%	4%	8%	4%	9%	35%	12%	6%	6%	7%	8%
Net: Agree	54%	54%	62%	60%	57%	58%	58%	67%	58%	54%	60%	32%	44%	38%	58%	56%	54%	54%
Net: Disagree	30%	30%	24%	27%	29%	34%	25%	21%	29%	26%	45%	11%	11%	33%	40%	22%	31%	30%

ZYT_q2_1. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a romantic relationship with someone who was your ideal "type"

Unweighted base	723	591	264	211	190	51	218	70	219	118	17	4	2	82	54	125	232	312
Base: All US adults who have a type	710	581	266	197	219	55	203	70	231	125	17	5	3	74	81	145	217	287
Yes, and I currently am	42%	42%	41%	45%	43%	35%	47%	49%	44%	47%	75%	78%	31%	39%	38%	47%	43%	40%
Yes, I have been in the past	38%	37%	40%	36%	35%	38%	38%	32%	37%	37%	19%	22%	-	41%	30%	35%	37%	42%
No, I have not	21%	22%	22%	21%	23%	21%	21%	21%	19%	6%	-	-	-	17%	38%	21%	18%	19%
Don't know	3%	3%	2%	3%	2%	1%	1%	1%	2%	1%	-	-	69%	4%	-	5%	3%	3%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYT_q2.2. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a romantic relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	312	411	179	232	312	148	165	282	130	532	92	53	46
Base: All US adults who have a type	710	352	358	226	217	287	146	151	276	136	474	90	99	47
Yes, and I currently am	8%	10%	7%	16%	8%	2%	10%	5%	9%	7%	6%	8%	13%	15%
Yes, I have been in the past	46%	46%	49%	38%	60%	46%	53%	52%	46%	41%	49%	40%	46%	53%
No, I have not	41%	40%	41%	43%	29%	49%	30%	40%	41%	52%	41%	50%	37%	26%
Don't know	4%	4%	4%	4%	4%	4%	7%	4%	3%	1%	4%	2%	5%	6%

ZYT_q2.3. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone who was your ideal "type"

Unweighted base	723	312	411	179	232	312	148	165	282	130	532	92	53	46
Base: All US adults who have a type	710	352	358	226	217	287	146	151	276	136	474	90	99	47
Yes, and I currently am	36%	36%	37%	40%	35%	33%	37%	40%	37%	29%	36%	31%	39%	21%
Yes, I have been in the past	42%	42%	42%	36%	46%	45%	39%	44%	42%	44%	42%	41%	41%	43%
No, I have not	23%	25%	21%	26%	20%	23%	26%	19%	21%	27%	21%	29%	22%	36%
Don't know	3%	4%	3%	3%	5%	3%	5%	3%	4%	2%	4%	1%	3%	2%

ZYT_q2.4. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	312	411	179	232	312	148	165	282	130	532	92	53	46
Base: All US adults who have a type	710	352	358	226	217	287	146	151	276	136	474	90	99	47
Yes, and I currently am	6%	9%	8%	16%	7%	3%	8%	7%	7%	13%	7%	9%	15%	10%
Yes, I have been in the past	46%	51%	42%	42%	57%	41%	55%	51%	43%	37%	45%	41%	53%	57%
No, I have not	44%	38%	49%	42%	33%	54%	38%	40%	47%	48%	46%	48%	35%	31%
Don't know	2%	3%	2%	2%	3%	3%	3%	2%	3%	2%	3%	1%	1%	2%

ZYT_q3. As a reminder by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc.). To what extent do you think that men or women are more likely to have a "type"?

Unweighted base	1123	484	639	288	371	464	227	261	425	210	810	140	95	78
Base: All US adults	1107	550	557	356	349	402	225	245	422	214	727	137	162	81
Men are much more likely than women	12%	8%	16%	10%	14%	12%	10%	13%	13%	13%	12%	11%	13%	12%
Men are somewhat more likely than women	9%	8%	9%	11%	9%	7%	12%	9%	6%	11%	10%	7%	7%	4%
Men and women are just as likely	42%	40%	43%	42%	39%	44%	41%	40%	40%	47%	43%	31%	42%	48%
Women are somewhat more likely than men	12%	13%	10%	14%	8%	13%	12%	10%	13%	10%	9%	18%	18%	9%
Women are much more likely than men	8%	12%	4%	6%	12%	6%	7%	10%	10%	4%	7%	9%	10%	11%
Don't know	18%	18%	18%	17%	19%	18%	17%	20%	18%	15%	18%	23%	11%	15%

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Education				Marital Status						Children under the age of 18		Income			
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYT_q2.2. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a romantic relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	250	239	151	83	360	11	79	34	212	27	168	528	243	228	158	94
Base: All US adults who have a type	710	288	216	131	75	345	9	73	30	228	24	176	499	251	222	146	91
Yes, and I currently am	8%	11%	6%	6%	9%	10%	21%	7%	5%	7%	--	12%	7%	8%	9%	5%	5%
Yes, I have been in the past	48%	48%	48%	45%	52%	47%	49%	65%	41%	43%	61%	60%	43%	51%	47%	50%	38%
No, I have not	41%	37%	42%	47%	39%	40%	30%	29%	52%	47%	23%	25%	47%	39%	40%	38%	51%
Don't know	4%	4%	4%	4%	1%	3%	--	--	3%	4%	16%	3%	4%	2%	5%	3%	8%

ZYT_q2.3. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone who was your ideal "type"

Unweighted base	723	250	239	151	83	360	11	79	34	212	27	168	528	243	228	158	94
Base: All US adults who have a type	710	288	216	131	75	345	9	73	30	228	24	176	499	251	222	146	91
Yes, and I currently am	36%	35%	38%	30%	47%	51%	22%	24%	15%	20%	46%	48%	31%	32%	38%	48%	26%
Yes, I have been in the past	42%	40%	44%	48%	38%	37%	58%	55%	57%	44%	39%	42%	44%	46%	41%	34%	49%
No, I have not	23%	24%	19%	28%	22%	15%	13%	22%	28%	35%	18%	17%	25%	24%	23%	21%	23%
Don't know	3%	5%	2%	3%	3%	3%	--	1%	3%	5%	3%	3%	4%	2%	2%	5%	6%

ZYT_q2.4. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	250	239	151	83	360	11	79	34	212	27	168	528	243	228	158	94
Base: All US adults who have a type	710	288	216	131	75	345	9	73	30	228	24	176	499	251	222	146	91
Yes, and I currently am	8%	9%	9%	9%	4%	9%	17%	8%	3%	7%	16%	9%	8%	10%	8%	8%	8%
Yes, I have been in the past	46%	47%	48%	40%	47%	45%	51%	64%	26%	45%	57%	58%	41%	49%	45%	46%	42%
No, I have not	44%	40%	42%	50%	48%	44%	33%	27%	71%	48%	30%	32%	49%	41%	45%	42%	48%
Don't know	2%	4%	2%	2%	0%	2%	--	2%	--	3%	3%	3%	3%	2%	2%	4%	1%

ZYT_q3. As a reminder by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you think that men or women are more likely to have a "type"?

Unweighted base	1123	404	387	217	115	554	17	120	57	337	38	275	809	414	336	217	156
Base: All US adults	1107	462	352	188	104	534	14	111	49	363	36	289	774	438	321	197	150
Men are much more likely than women	12%	12%	12%	14%	12%	11%	19%	16%	19%	11%	9%	13%	12%	10%	13%	12%	14%
Men are somewhat more likely than women	9%	7%	8%	13%	10%	9%	8%	5%	5%	10%	7%	8%	9%	7%	10%	10%	8%
Men and women are just as likely	42%	38%	42%	45%	54%	41%	37%	48%	40%	41%	51%	43%	42%	38%	45%	48%	39%
Women are somewhat more likely than men	12%	14%	11%	9%	9%	11%	12%	10%	14%	12%	14%	10%	12%	14%	9%	10%	12%
Women are much more likely than men	8%	10%	9%	8%	1%	10%	20%	6%	2%	8%	8%	10%	6%	11%	7%	8%	4%
Don't know	18%	20%	18%	14%	14%	17%	6%	16%	20%	20%	10%	15%	19%	16%	11%	24%	18%

Cell Contents (Minimum Base: 30 (**), Small Base: 100 (*))

YouGovNY
Types

US_nat Sample: 2nd - 3rd November 2017



Total	Social networks membership													Age			
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	18 - 24	25 - 34	35 - 54	55+

ZYT_q2.2. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a romantic relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	591	264	211	190	51	218	70	219	118	17	4	2	82	54	125	232	312
Base: All US adults who have a type	710	581	266	197	219	55	203	70	231	125	17	5	3	74	81	145	217	287
Yes, and I currently am	8%	9%	12%	10%	12%	16%	8%	20%	12%	14%	24%	31%	31%	2%	12%	17%	8%	2%
Yes, I have been in the past	48%	49%	49%	53%	54%	39%	56%	44%	54%	49%	48%	69%	69%	41%	26%	45%	60%	46%
No, I have not	41%	38%	36%	37%	32%	44%	35%	35%	33%	33%	34%	-	69%	53%	57%	35%	29%	49%
Don't know	4%	4%	3%	1%	1%	2%	1%	2%	6%	-	-	-	-	4%	5%	4%	4%	4%

ZYT_q2.3. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone who was your ideal "type"

Unweighted base	723	591	264	211	190	51	218	70	219	118	17	4	2	82	54	125	232	312
Base: All US adults who have a type	710	581	266	197	219	55	203	70	231	125	17	5	3	74	81	145	217	287
Yes, and I currently am	36%	37%	36%	36%	39%	32%	43%	46%	42%	42%	46%	53%	-	27%	41%	40%	36%	33%
Yes, I have been in the past	42%	42%	42%	41%	43%	36%	38%	33%	42%	44%	37%	47%	69%	49%	28%	40%	48%	45%
No, I have not	23%	22%	22%	24%	21%	31%	23%	21%	19%	14%	15%	-	31%	25%	32%	22%	20%	23%
Don't know	3%	4%	5%	2%	2%	3%	3%	3%	4%	5%	-	-	-	2%	5%	3%	5%	3%

ZYT_q2.4. Have you ever done either of the following?
Please select all that apply on each row.

- Been in a sexual relationship with someone because they were your "type," even though you knew they were the wrong person for you

Unweighted base	723	591	264	211	190	51	218	70	219	118	17	4	2	82	54	125	232	312
Base: All US adults who have a type	710	581	266	197	219	55	203	70	231	125	17	5	3	74	81	145	217	287
Yes, and I currently am	8%	9%	11%	5%	10%	14%	7%	20%	15%	15%	24%	31%	69%	19%	15%	7%	3%	
Yes, I have been in the past	46%	47%	51%	53%	60%	44%	50%	51%	48%	43%	47%	47%	31%	40%	28%	50%	57%	41%
No, I have not	44%	43%	35%	40%	30%	40%	42%	30%	36%	35%	32%	-	69%	53%	56%	34%	33%	54%
Don't know	2%	2%	3%	1%	1%	3%	2%	-	2%	1%	-	22%	-	5%	-	3%	3%	3%

ZYT_q3. As a reminder by "type" we mean the type of person you are typically attracted to (e.g., shy brunettes, ice hockey players who have tattoos, etc). To what extent do you think that men or women are more likely to have a "type"?

Unweighted base	1123	906	401	301	284	74	328	98	333	169	24	8	8	142	88	200	371	464
Base: All US adults	1107	896	400	277	309	78	299	100	343	182	22	10	9	129	122	233	349	402
Men are much more likely than women	12%	12%	13%	12%	12%	20%	15%	12%	13%	11%	21%	-	-	12%	9%	11%	14%	12%
Men are somewhat more likely than women	9%	9%	9%	12%	12%	11%	10%	11%	12%	13%	23%	38%	-	8%	11%	11%	9%	7%
Men and women are just as likely	42%	42%	45%	45%	42%	36%	46%	48%	44%	41%	33%	29%	19%	41%	41%	42%	39%	44%
Women are somewhat more likely than men	12%	12%	7%	9%	8%	8%	8%	9%	9%	14%	6%	-	-	8%	16%	12%	8%	13%
Women are much more likely than men	8%	8%	10%	8%	9%	9%	7%	5%	9%	7%	8%	-	-	11%	7%	6%	12%	6%
Don't know	18%	18%	16%	14%	16%	13%	14%	13%	13%	13%	6%	33%	81%	20%	14%	18%	19%	18%

Cell Contents (C)