

real people - real answers

Dating Study

Flirting, Dating, Sex and Love – What Men Really Want

The ‘Real People - Real Answers’ global study looked into the dating and mating patterns of 1500 singles and consisted of online surveys, seminars, in-depth focus groups and one-on-one interviews.

When quoting this study or statistics please quote ‘Real People – Real Answers’ Dating Study on flirting, dating, sex and love.



The truth about what men really look for in a partner

We asked men to pick the qualities that were most important to them in a prospective partner. Here are the results from one to fourteen, in order of importance.

1. Personality
2. Sense of humour
3. Intelligence
4. Common interests
5. Looks
6. Cleanliness
7. Sexiness
8. Voice
9. Talent
10. Spirituality
11. Money
12. Religion
13. Knowing them through a friend
14. Profession



How much pickier are women than men?

As part of our study we decided to research just how picky women really are compared to men.

We evaluated the match data from 1002 Speed Daters, made up of 504 men and 498 women ranging in age from 22 to 53, taking into account age, sex, the number of ticks given, number of ticks received, and resulting number of matches.²

The study showed that women are almost twice as picky as men giving an average of only 3.9 ticks compared to an average of 6.6 ticks by men.

Women are also four times more likely to write guys off, not willing to give any of their 12 dates a go. Our study also showed that women get pickier as they get older, with women aged 32 to 53 being twice as likely as the women in the 23 to 31 age bracket to give no ticks.



Fast facts, men and flirting - What men really want

- 71%** said that romance was more important than sex.
- 90%** thought that how a woman dresses and grooms herself was important.
- 53%** thought that it was important that a woman knows how to cook and clean.
- 93%** said it was important that a woman was honest at the beginning of a relationship.
- 67%** said that a woman's attitude was more important than her appearance.
- 100%** said that love was more important than money.
- 78%** said that maintaining common interests was important in a relationship.
- 64%** said they wanted a woman who wants children.
- 53%** said that it doesn't matter if a woman already has children.
- 100%** said that a woman's character was more important than her job.
- 100%** said that it was more important that a woman shows him affection than buys him gifts.



Fast facts - Flirting stats

We asked men to rate how attracted they were to the following signals on a scale of one to ten, with ten being very attracted and one being very unattracted. Here's what we found:

Flirting signal	Average score given by men out of 10
Eye contact and smile	8.7
Smile	8.6
Eye contact	8.2
Confidence	7.6
A quick darting glance followed by a second look	7.6
Wink	6.9
The head to toe look	6.4
Eyebrow raise	6.3
Subtle flick of the hair	6.2
Vulnerability	5.8
A quick darting glance (no follow up look)	5.3



Fast facts - How men feel

- 78%** feel nervous approaching someone they're attracted to.
- 54%** wouldn't approach someone they were interested in if there was no sign of interest from them.
- 74%** said they'd thought someone wasn't interested only to find out that they were flirting.
- 65%** said that they'd avoided eye contact or ignored someone they were attracted to.
- 83%** said that either the man or woman should make the first move.
- 21%** said they didn't feel comfortable making the first move.
- 42%** wouldn't feel comfortable approaching a girl if she was with her girlfriends.
- 95%** said that they'd find it easier to approach someone who was making eye contact and smiling at them.
- 91%** said that 'Hello' was the best way to start a conversation.
- 49%** have not called a girl when they said they would.
- 81%** said they had never given a wrong number to a girl.



Fast facts, men and dating - What men want

- 86%** said that if a woman was interested she should approach, even if he's with a group of mates.
- 84%** like to be offered a drink.
- 87%** like it when a girl they don't know touches them whilst flirting.
- 75%** like it when a girl looks them up and down.
- 76%** like sexual innuendo from someone they don't know.
- 96%** like to be complimented.
- 70%** like to be flirted with by SMS prior to being asked out.
- 52%** don't like to be asked out by SMS.
- 51%** of men don't want to pay for you and would prefer to go Dutch. Of the men who'd like to pay, **57%** would like the woman to at least offer to pay for her share.
- 42%** would lie if you asked them, 'Do I look fat in this?' or 'Does my bum look big in this?' and it did.
- 95%** said that women should ask men out.
- 80%** said that a girl shouldn't wait more than a couple of days to call them after getting their phone number, with **36%** saying that she should call the next day.

- 56%** said it was important that their friends liked their prospective partner.
- 64%** said that it was important that they liked your friends.
- 67%** said that it was important that your family likes them.
- 90%** said that a woman shouldn't wait more than a couple of days to call after a date.



Fast facts - What men want

- 100%** like a woman who shows her feelings.
- 77%** said that an emotional woman was a turn-on.
- 100%** like sensitive caring women.
- 74%** like to be complimented in a relationship.
- 79%** wouldn't stay with someone who cheated on them.



Fast facts - The truth about men

- 86%** discuss the girl they're interested in with their friends.
- 70%** tell their friends everything, including what you're like in bed.
- 75%** wouldn't date a girl that his best friend had been dating even if they'd broken up.



Fast facts, men and sex - What men really want

- 49%** said that they wouldn't have sex on the first date.
- 75%** would still see a girl as marriage potential if she'd had sex on the first date.
- 67%** said breast size does matter.
- 76%** were more than happy with average sized breasts.
- 63%** prefer a woman with curves over the heroin chic thin that most women strive for, with the other 37% saying they didn't mind either way.
- 58%** said that sexual experience matters.
- 75%** said they'd ask their partner to take part in their sexual fantasy.
- 94%** said they'd like their partner to strip for them.
- 91%** would like to strip for their partner.
- 80%** would like their partner to have a Brazilian wax.
- 56%** prefer talking over silence in the bedroom whilst 21% like it both ways.