



# **Ideal Partner Survey**

Results

## Ideal Partner Survey Results

In 2018, Clue joined forces with researcher Tanja Gerlach at the [University of Göttingen](#) and [MyONE Condoms](#) to conduct **one of the biggest and most comprehensive surveys ever done about what women look for in a partner**, including both long-term and short-term partners. Long-term partners were defined as committed, exclusive, sexual relationships while short-term partners included casual, sexual relationships such as hookups or one-night stands.

### Who participated in the survey?

We received 68,068 responses from 180 countries. Note that depending on the analysis, only certain subsections of these responses were used.

#### Survey respondents by gender:

*Only women and men were included in the results (in their respective sections).*

Gender	Number of respondents
Women (includes cisgender and transgender)	64,860
Men (includes cisgender and transgender)	2,043
Genderqueer/nonbinary	839
Prefer not to say	225
None of the above	58
Other	43

#### Survey respondents by sexual orientation:

*For general traits, all sexual orientations were included; for body features, only straight/heterosexual responses were used.*

Sexual orientation	Number of respondents
Straight/heterosexual	54,621
Bisexual/pansexual	9,602
Lesbian/gay/homosexual	1,507
Queer	829
Prefer not to say	634
Asexual	562
Other	313

### Survey respondents by age:

For analyses, the sample of men was stratified by age groups to match the distribution of women.

Age	Number of respondents
18-24	40,593
25-29	12,181
30-34	7,395
35-39	4,108
40+	3,791

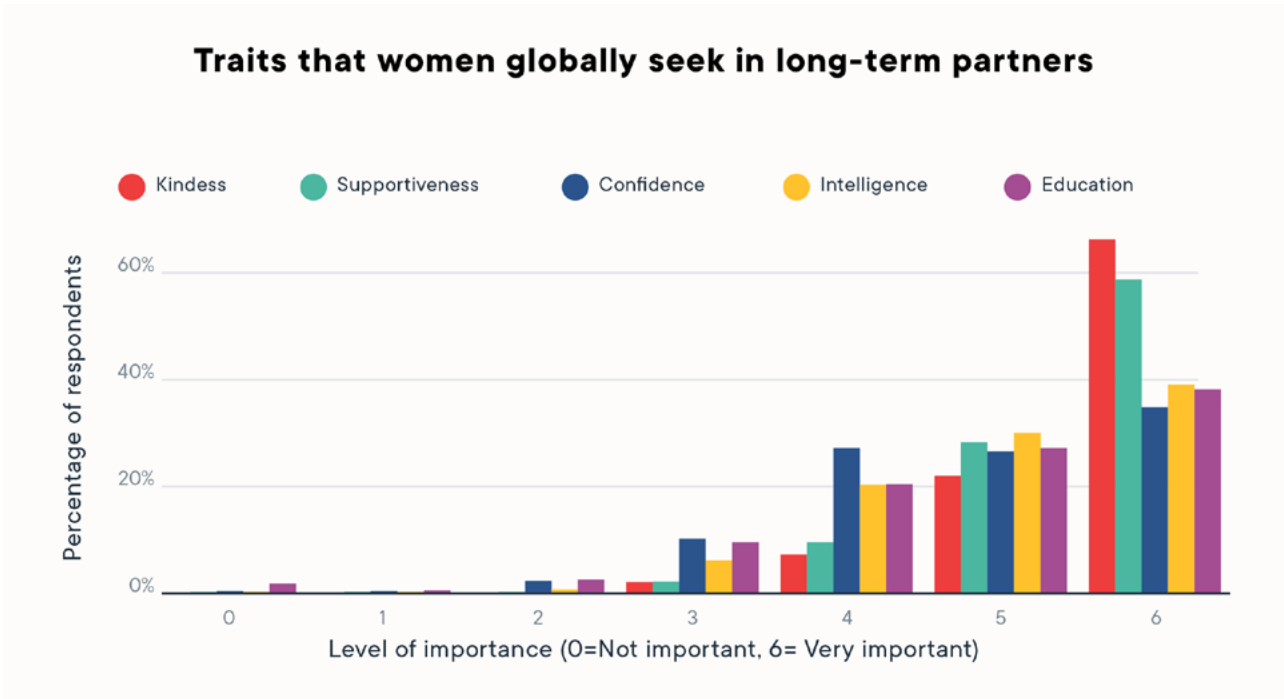
Respondents were asked to rate the importance of different characteristics on a scale from 0 (not at all important) to 6 (very important).

We then grouped respondents into categories for those that rated a characteristic as not important (those that selected 0 or 1), moderately important (those that selected 2, 3, or 4), or very important (5 or 6). Percentages reflect these groupings.

### Part 1: Long-term partners

#### What women globally seek in long-term partners

Kindness, supportiveness, intelligence, education, and confidence were rated as very important traits in a long-term partner (the most frequently selected rating for all was 6; 88.9%, 86.5%, 72.3%, 64.5%, and 60.2% chose very important, respectively).

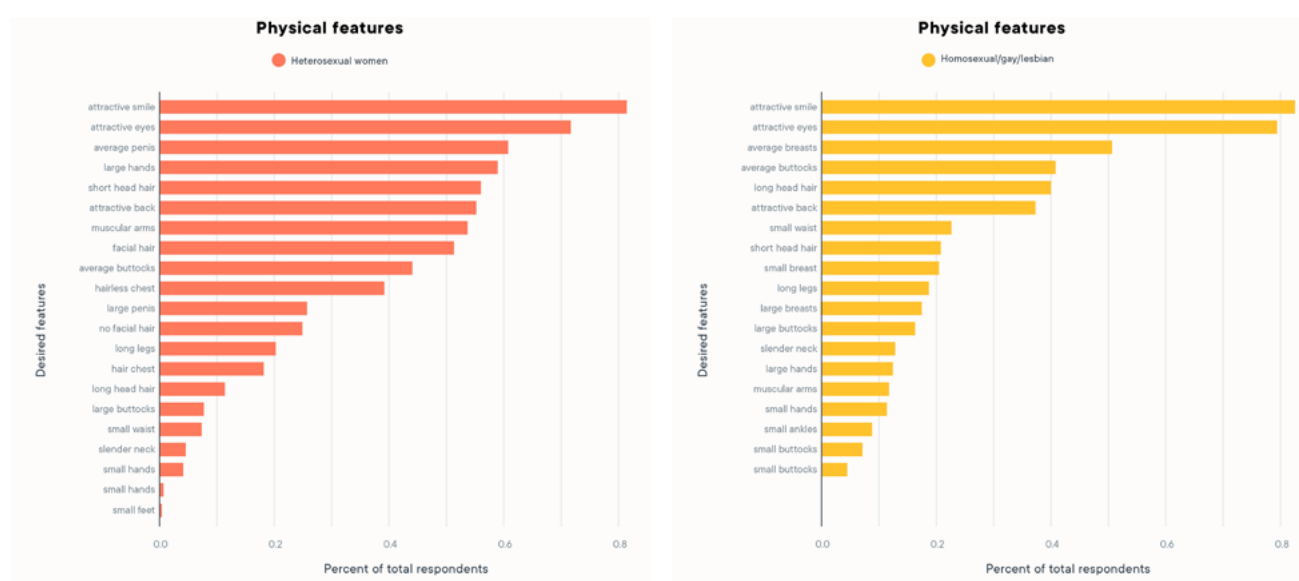


Ambition, financial security, attractive face, assertiveness and attractive body were less likely to be chosen as very important qualities for a long-term partner (52.1%, 44.2%, 41.3%, 37.0%, and 22.3% chose very important, respectively).

46.1% of respondents said that desire to parent was very important when choosing a long-term mate, while an additional 41.1% said that it was moderately important (6 was the most frequently selected rating).

Few women said that ethnic similarity or religious similarity were important traits for a long-term partner (For ethnic similarity, 9.8% chose very important while 54.1% chose not important. For religious similarity, 25.4% chose very important, while 35.0% chose not important.).

## The most important physical features for heterosexual and homosexual women



### For women who identified as heterosexual:

The most important physical features to women seeking long-term relationships were an attractive smile and attractive eyes.

This was followed by an average-sized penis, which is considerably more desirable than a large penis. Women with more sexual experience were more likely to place more importance on penis size.

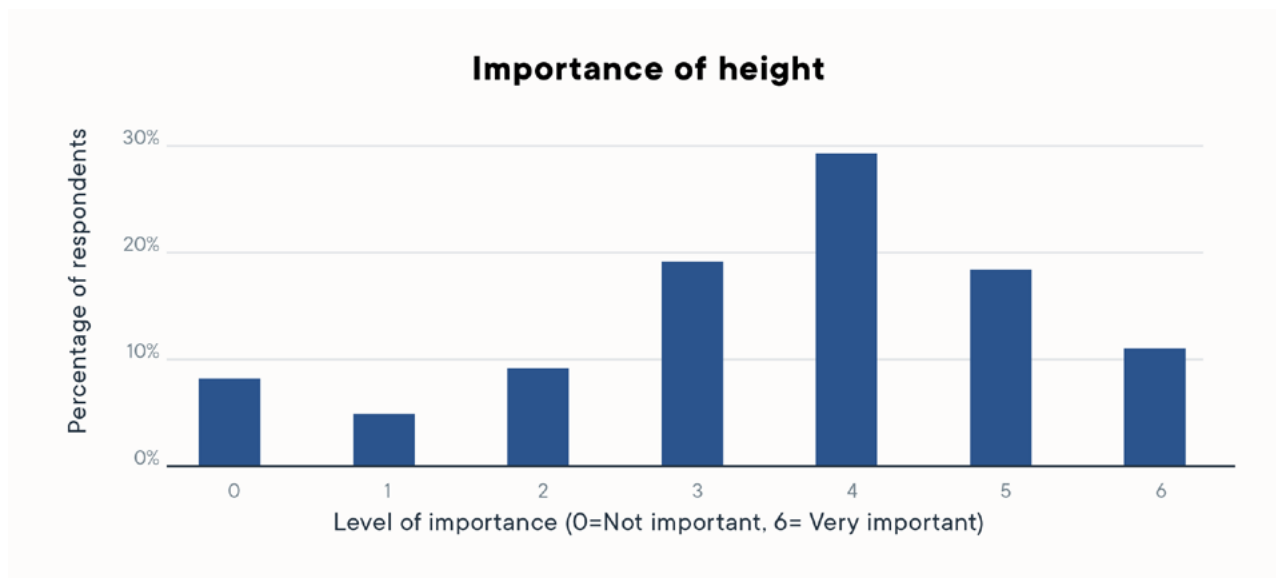
Short hair, large hands, an attractive back, muscular arms and facial hair were the next traits most frequently selected as desirable.

### For women who identified as lesbian, gay or homosexual:

The most desirable physical features were an attractive smile, attractive eyes, average breasts, average buttocks, attractive back, and long hair, respectively.

## The importance of height and body type

Most heterosexual women placed moderate to high importance on their partner's height, and 32.6% of women viewed a long-term partner's height as very important. In terms of how tall an ideal partner should be, 90.7% of women said that they preferred their long-term partner to be taller than them (81.7% said taller than them and 10.0% said much taller than them).



Most women said that body type is only moderately important, and only 17.4% of women view body-type as very important. Very muscular physiques were generally not popular — they were only chosen by 2.5% of heterosexual women. “Average” body-types were the most popular (44.8%) followed by “fit, athletic” (34.8%).

Women had mixed opinions on the importance of sexual experience. While 50.7% of respondents said that it was moderately important, 25.4% said not important, and 24.0% said very important. When asked to choose the level of sexual experience that was desirable, most said a moderate level of experience was desirable.

## National idiosyncrasies

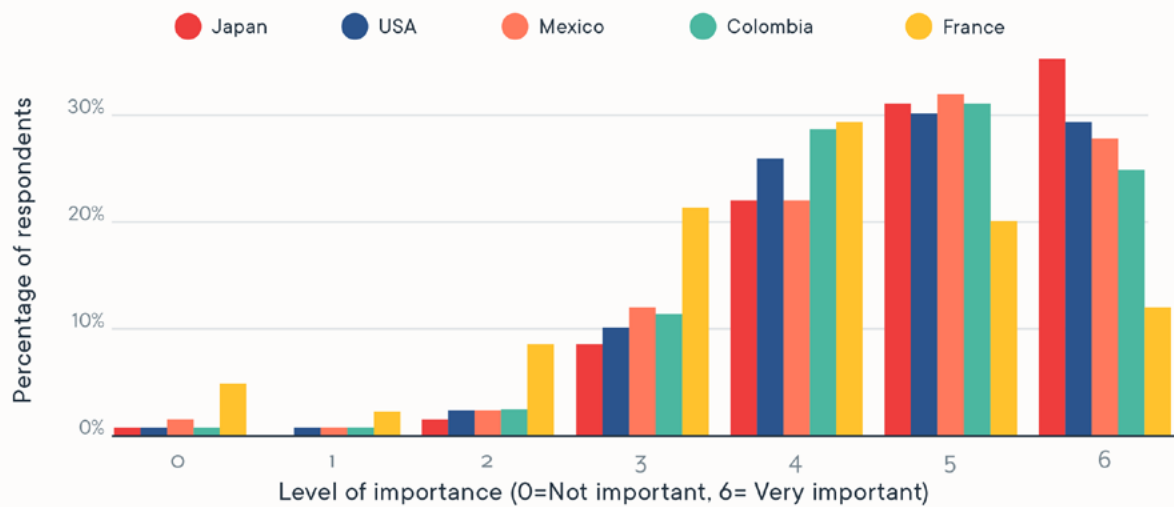
The countries we received the most responses from were France, the United States of America, Germany, Mexico, Brazil, Italy, Spain, the United Kingdom, Canada, Denmark, Colombia, Japan, Argentina, and Russia —these are the countries included in the following analysis:

### Financial security

Japan, Mexico, the U.S.A. and Colombia had the highest percentage of respondents stating that the financial security of a long-term partner was very important (66.7%, 60.8%, 59.8%, and 58.9%, respectively).

European women were less likely to place importance on their partner's finances with less than 45% of women in Italy, Spain, Germany, Denmark, the UK, and France saying that financial security was very important (38.1%, 38.31%, 38.5%, 41.9%, 42.4%, and 34.0%, respectively).

## Importance of financial security



## Religious similarity

Women living in the U.S.A. placed the highest importance on a long-term partner's religious similarity (39.5% said that it was very important). This was followed by Colombia (35.2%), Brazil (33.0%), and Japan (31.9%).

The countries that had the lowest percentage of respondents stating that religious similarity is very important were Germany (20.8%) and France (21.2%).

## Education

Women in Colombia, Mexico, and Brazil most frequently stated that education was very important (82.0%, 80.8%, 80.7%, respectively), while women from countries like Denmark and the U.K. were less likely to find education as very important (55.4% and 50.2%, respectively).

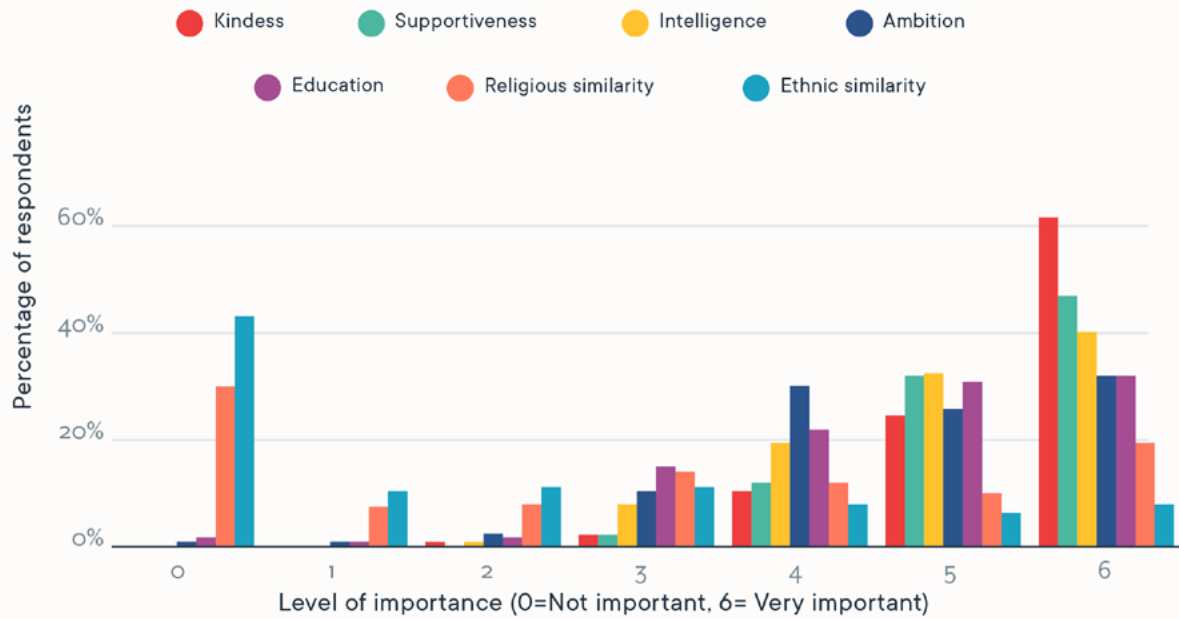
## Political similarity

Women in Brazil and the U.S.A. were the most likely to say that political similarity was very important (44.2% and 43.6%, respectively), while France, Mexico, and Russia were the least likely (19.6%, 17.1%, 15.5%, respectively).

## Physical appearance

In most countries, the most frequently selected desired body type was "average," while women living in the U.S.A., Italy, and Russia were more likely to prefer long-term partners with athletic body-types.

## Traits that U.S. men seek in long-term partners



### Findings relating to men living in the U.S.

636 responses were analyzed after restricting the sample to men from the United States and then stratifying the responses so that the age distribution matched that of the women. Physical features were based on the responses from only heterosexual men.

#### Desired characteristics

Kindness, supportiveness, intelligence, education, and ambition, were considered very important by most men (the most frequently selected rating for all was 6. 85.5%, 84.4%, 72.2%, 58.0%, and 55.6% ranked each respective trait as very important).

Religious similarity, and ethnic similarity were not considered important (most frequently selected rating for all = 0).

#### Physical features

The most frequently chosen traits that were desirable in a long-term partner were an attractive smile, attractive eyes, average breasts, an average buttocks, and long hair, respectively.

Average breasts, large breasts, and then small breasts were selected as desirable, in that order.

#### Sexual experience

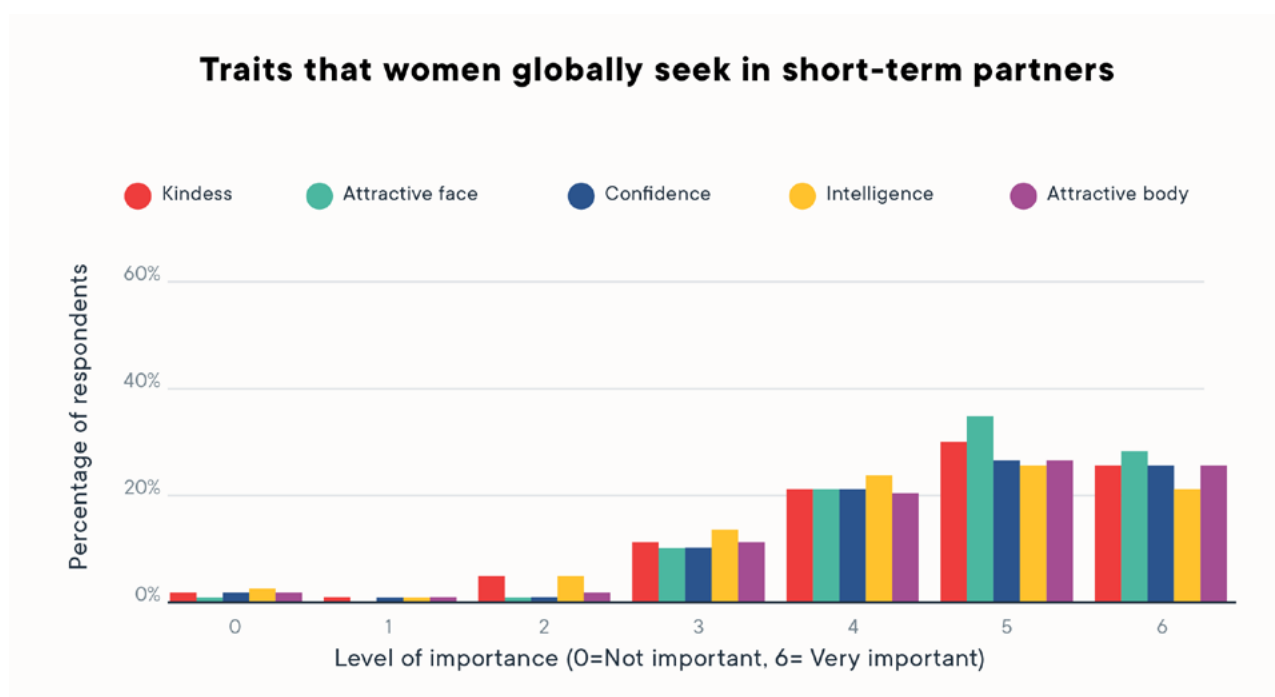
42.8% of men said that sexual experience was not important, while 16.1% said it was very important, with most stating that a moderate level of experience was desired.

## Part 2: Short-term partners

### What women globally seek in short-term partners

In comparison to long-term relationships where personality traits were more highly regarded, women were more likely to view physical traits such as an attractive face and attractive body as very important for a short-term partner (an attractive face was rated very important by 65.8% of women when thinking about a short-term partner versus 41.3% for a long-term partner while an attractive body was rated as very important by 63.0% of women for a short-term partner versus 22.3% for a long-term partner).

Kindness still topped all other personality and background traits, with 63.4% of women selecting it as very important. Confidence and intelligence were also important (58.8% and 50.5% of women chose very important for each trait, respectively).



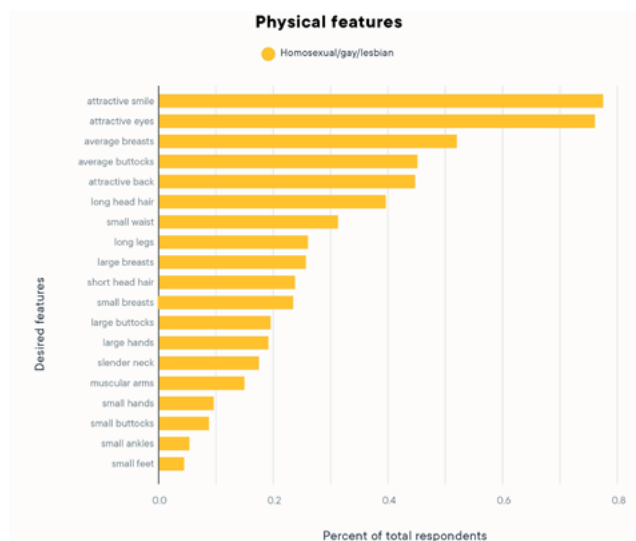
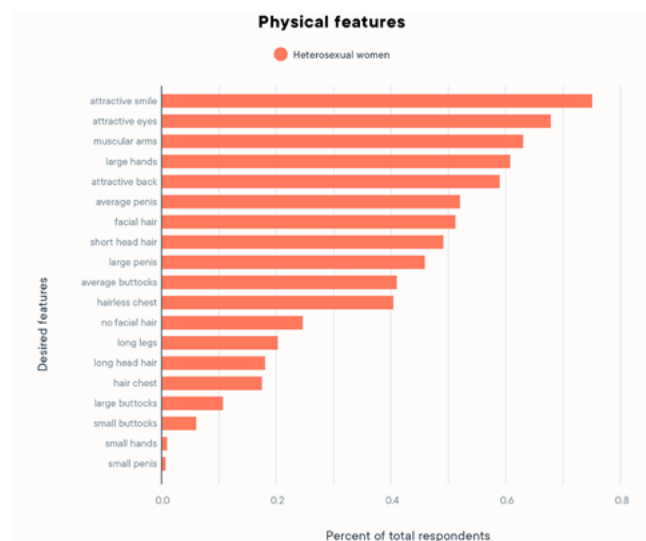
Religious similarity and ethnic similarity were seen as unimportant. Only 11.6% of women selected religious similarity as very important for a short-term partner, while 56.4% selected not at all important. 9.9% of women selected ethnic similarity as very important while 57.8% chose not at all important.

As expected, desire to parent was not a sought-after trait for a short-term partner. It was selected by only 6.7% of respondents as a very important trait for short-term partners, but by 46.1% of respondents for a long-term partner.

59.0% of women said that sexual experience was very important in a short-term partner, with 58.4% saying that a high level of experience was desired. Sexual experience was more important in short-term versus long-term relationships (only 23.2% of women said that sexual experience was very important in a long-term relationship).



## The most important physical characteristics for heterosexual women and homosexual women



### For women who identified as heterosexual:

Similar to long-term partners, an attractive smile and attractive eyes were the most frequently selected as desirable body features in a short-term partner, chosen by 74.7% and 67.0% of respondents, respectively. This was followed by muscular arms, large hands, and an attractive back (chosen by 63.9%, 61.4%, and 59.3% of respondents, respectively).

An average-sized penis was preferred to a large penis. 52.9% chose an average-sized penis as a desirable trait, while 46.4% chose large penis (respondents could have selected both as desirable).

Facial hair was more desirable than a clean-shaven face (chosen by 51.1% of respondents versus 24.9%, respectively).

Shorter head hair was preferred over long hair (chosen by 49.7% of respondents versus 17.4%, respectively).

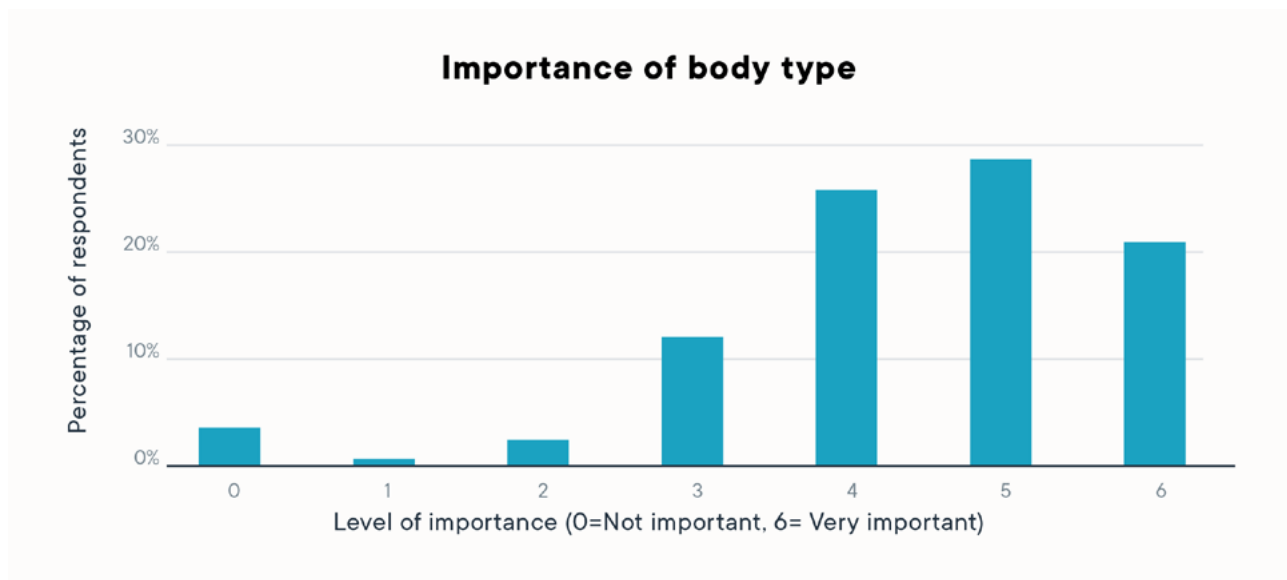
### For women who identified as lesbian, gay or homosexual:

An attractive smile and attractive eyes were also the most frequently selected desirable body features in a short-term partner for homosexual women (chosen by 77.1% and 75.4% of respondents, respectively). This was followed by average breasts, average buttocks, and an attractive back (chosen by 52.9%, 46.0%, and 45.5% of respondents, respectively).

Longer head hair was preferred over short hair (chosen by 40.0% of women versus 23.6%, respectively).

### The importance of height and body type

89.5% of heterosexual women prefer a short-term partner to be taller than them (11.7% of these respondents said much taller than them). Only 11.9% of women view height as unimportant in a short-term partner.



51.8% of women view body type as very important in a short-term partner. “Fit, athletic” body types were the most popular, followed by “average” (chosen by 50.3% and 29.1% of women, respectively). Only 7.8% prefer “very muscular” physiques.

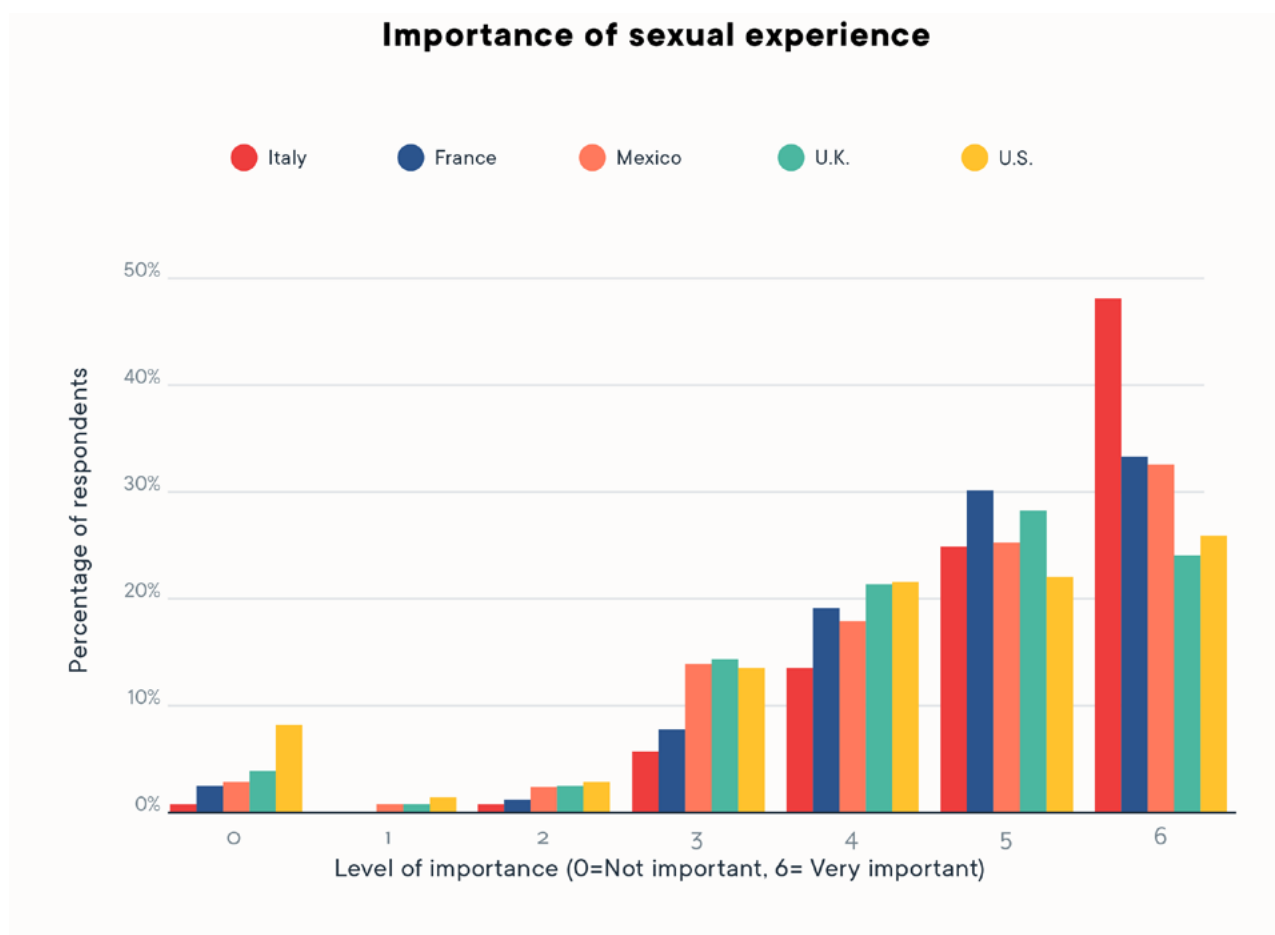
## National idiosyncrasies

As with long-term partners, the countries we received the most responses from were France, the United States of America, Germany, Mexico, Brazil, Italy, Spain, the United Kingdom, Canada, Denmark, Colombia, Japan, Argentina, and Russia —these are the countries included in the following analysis:

### Financial security

Mexican, Colombian, and Russian women were the most likely to view the financial security of a short-term partner as very important (54.4%, 52.9%, and 48.7% selected very important, respectively). On the other end of the spectrum, 14.3%, 11.1%, and 10.3% of British, Danish, and French women ranked financial stability as very important, respectively.

## Sexual experience and attractiveness



Italian and French women placed the highest importance on a short-term partner's sexual experience (75.5% and 65.7% rated sexual experience as very important, respectively), while women from the U.K. and the U.S. were the least likely to seek sexual experience (52.3% and 51.1% selected very important, respectively). Similarly, women from Italy and France were also most likely to view the attractiveness of a partner's body as very important (72.9% and 71.5% of respondents), and were among the countries that most highly rated facial attractiveness (Denmark was also up there with 74.7%, 74.4% and 73.8% of respondents selecting very important in Denmark, Italy, and France, respectively). In contrast, women from Argentina were the least likely to say that an attractive face and an attractive body were important, with 46.2% and 46.0% choosing very important for each trait, respectively.

### Kindness

Women from Mexico, Argentina, Colombia, and Spain were most likely to view kindness as an important quality in a short-term partner (79.2%, 78.0%, 75.1%, 73.9% selected very important in each country, respectively) as compared to those in France, the U.K., and Germany (58.5%, 52.0%, and 49.5%, respectively).

### Political similarity

In Brazil and the U.S., the political similarity of a short-term partner was more important than for women in other countries (34.3% and 25.2% choose very important in Brazil and the U.S., respectively). On the other end of the spectrum, only 8.8% of women in France and 8.0% of women in Mexico said that political similarity was very important.

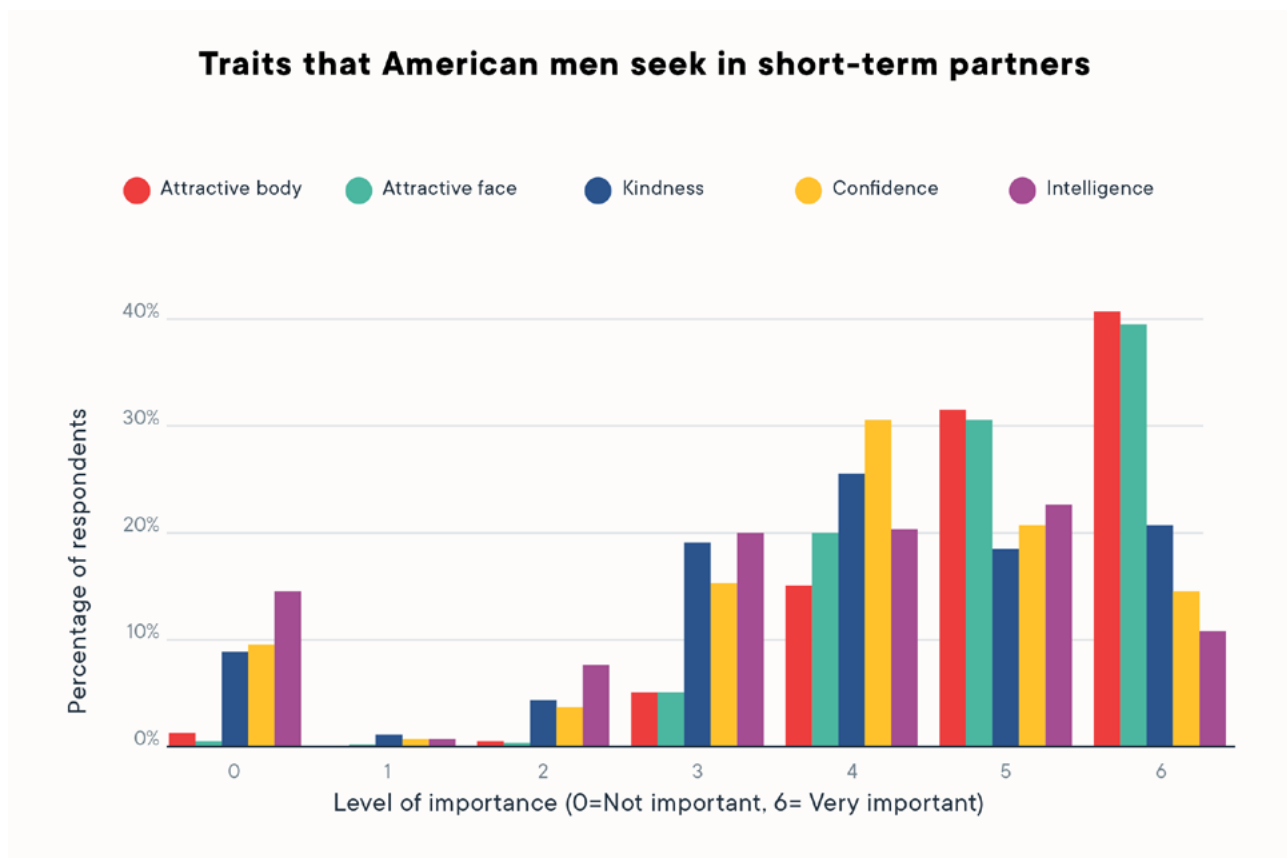
## Physical appearance

While attractive eyes and an attractive smile were the two most popular physical features in almost all countries, Mexican and Japanese women instead favored large hands.

Japan and Russia were the only countries in which women were more likely to prefer a short-term partner having no facial hair to having facial hair.

## Findings related to men living in the U.S.

353 responses were analyzed after restricting the sample to men from the United States and then stratifying the responses so that the age distribution matched that of the women. Physical features were based on the responses from heterosexual men only.



## Desired characteristics

The features most frequently selected by men as very important for a short-term partner were an attractive body and attractive face (70.0% and 68.6% of men selected very important for each trait, respectively).

Traits like kindness, confidence, and intelligence were the next most frequently ranked as very important - but at a much lower rate (41.8%, 38.7% and 36.9%).

## Physical features

The top two most frequently chosen physical traits were attractive eyes and an attractive smile. A large buttocks was the third most popular physical trait (ranked above average or small buttocks). Average breasts and large breasts were equally popular.

54.3% of American men felt that body type was very important in a short-term partner. The most popular body type was “fit”, chosen by 44.7% of American men. This was followed by “curvy, full-figured” (23.0%).

### **Sexual experience**

Sexual experience in a short-term partner was more important for women than men (59.0% of women viewed sexual experience as very important versus 30.9% of American men).

### **What's next?**

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