

Ideal Partner Survey results part 1:

Long-term partners

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.**

The first round of results to be released concerns the respondents' **ideal long-term partner.**

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:

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

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

Survey respondents by sexual orientation:

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

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

Survey respondents by age:

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

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

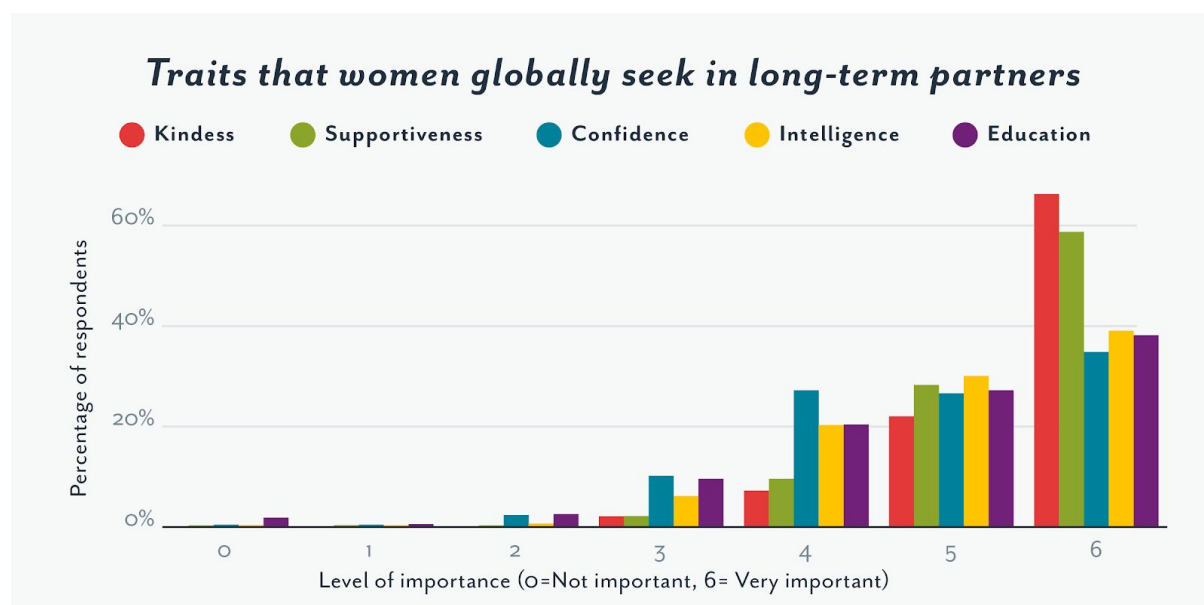
Findings

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.

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).

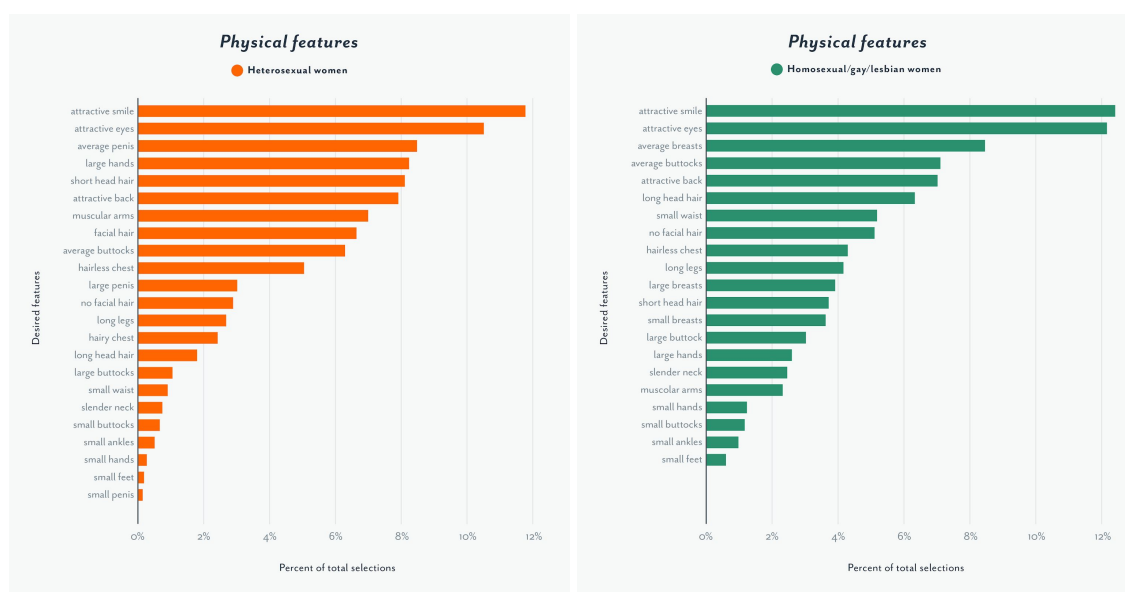


Ambition, financial security, attractive face, assertiveness and attractive body were less likely to be chosen as very important qualities for a long-term partner (52.1%, 44.2%, 41.3%, 37.0%, and 22.3% chose very important, respectively).

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 are an attractive smile and attractive eyes.

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

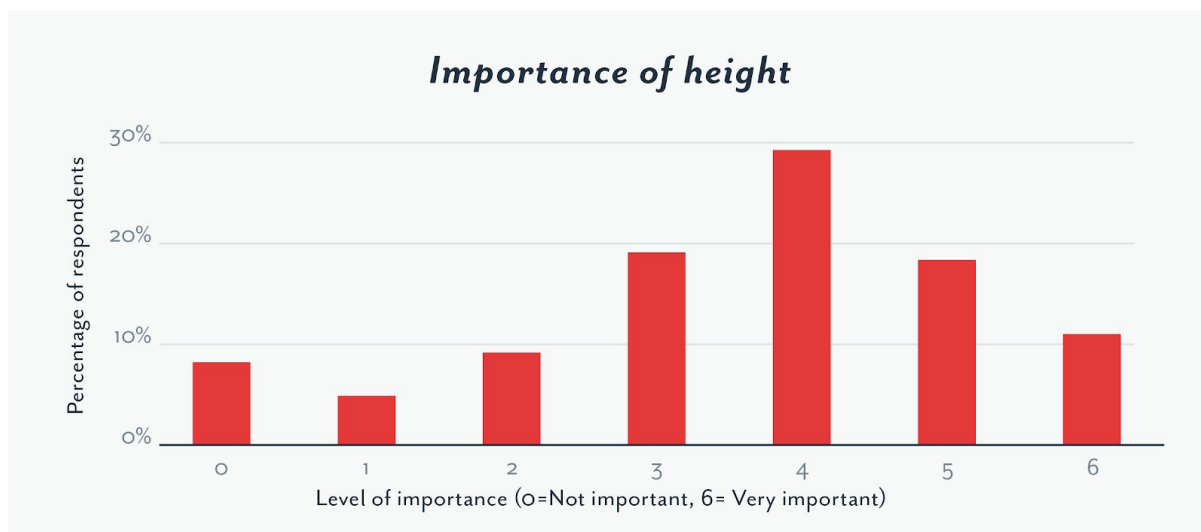
Short hair, large hands, an attractive back, muscular arms and facial hair were the next traits most frequently selected as desirable.

For women who identified as lesbian, gay or homosexual:

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

The importance of height and body type

Most heterosexual women place moderate to high importance on their partner's height, and 32.6% of women view 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 say that body type is only moderately important, and only 17.4% of women view body-type as very important. Very muscular physiques are generally not popular — they were only chosen by 2.5% of heterosexual women. “Average” body-types are 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.

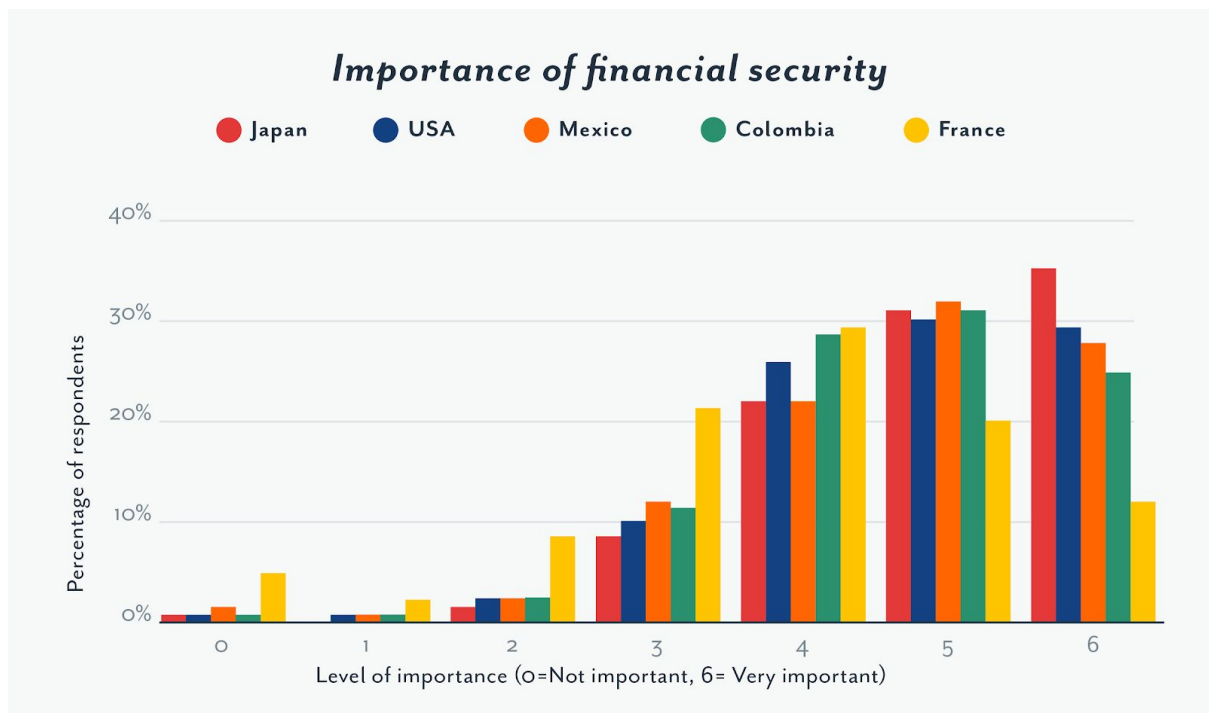
National idiosyncrasies

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. 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).



Religious similarity

Women living in the U.S. place 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. 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).

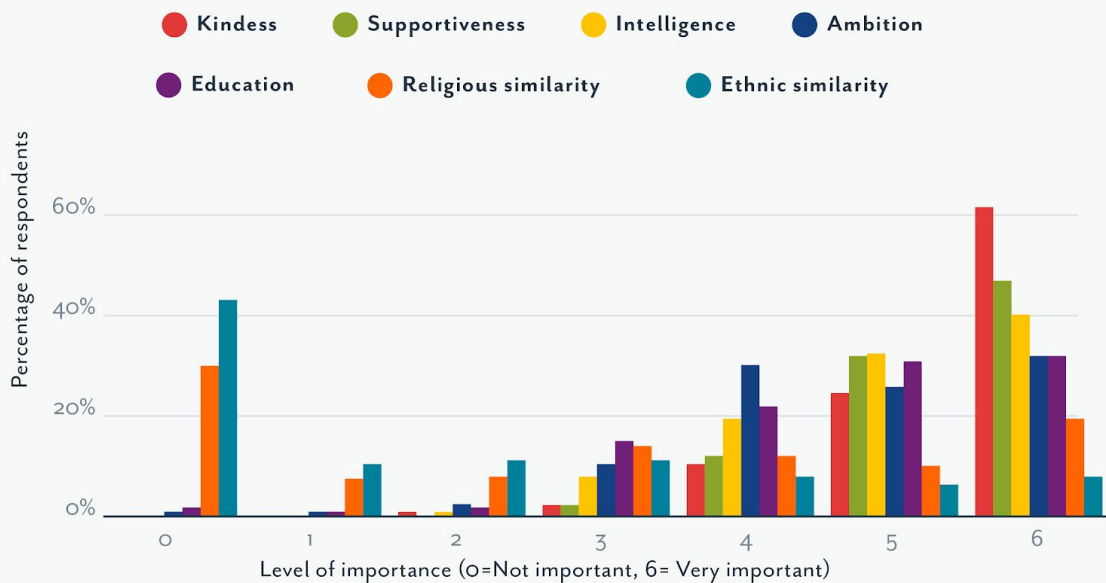
Physical appearance

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

Findings relating to men living in the U.S.

696 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.

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



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.

What's next?

Additional analysis will be released in future, relating to short-term partner ideals, and global similarities and differences in partner-preferences.

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