

real people - real answers

Dating Study

Flirting, Dating, Sex and Love – What Women 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 women really look for in a man

We asked women to choose the qualities they considered important in a prospective partner. Here are the results from one to fourteen, in order of importance.

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



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 - What women really want

- 80%** said that romance is more important than sex.
- 92%** think that how a man dresses and grooms himself is important.
- 77%** think that it is important that a man knows how to cook and clean.
- 98%** said it is important that a man is honest.
- 91%** said that attitude is more important than appearance.
- 96%** said that love is more important than money.
- 85%** said that having common interests is important.
- 67%** said they want a man who wants children.
- 68%** said it didn't matter if the man already has children.
- 66%** said that they'd like a man who has both 'street' and 'book' smarts.
- 100%** said that a man's character is more important than his job.
- 70%** said that it isn't important for a man to share her spiritual beliefs.
- 95%** said that it is more important that a man shows her affection than buys her things.



Fast facts - Flirting stats

We asked women 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 women out of 10
Eye contact and smile	9.2
Smile	9.0
Eye contact	8.4
Confidence	7.5
A quick darting glance followed by a second look	6.7
Wink	5.3
Vulnerability	5.3
A quick darting glance with no follow up glance	4.6
Eyebrow raise	4.5
Subtle flick of the hair	4.0
The head to toe look	3.5



Fast facts, women and flirting - How women feel

- 89%** feel nervous approaching someone they're attracted to.
- 82%** wouldn't approach someone they were interested in if there were no sign of interest from them.
- 70%** said they'd thought someone wasn't interested only to find out that they were flirting.
- 72%** said that they'd avoided eye contact or ignored someone they were attracted to.
- 43%** still think that the man should make the first move.
- 76%** wouldn't feel comfortable approaching a guy if he was with his male friends.
- 96%** said that they'd find it easier to approach someone who was making eye contact and smiling at them.
- 92%** said that hello was the best way to start a conversation.
- 53%** have not called a guy when they said they would.
- 55%** said they had never given a wrong number to a guy.



Fast facts, women and flirting - What women want

- 93%** said that if a guy were interested he should approach, even if she's with a group of girlfriends.
- 87%** like to be offered a drink.
- 51%** don't like it when a guy they don't know touches them whilst flirting.
- 79%** don't like it when a guy looks them up and down.
- 74%** don't like sexual innuendo from a guy they don't know.
- 95%** like to be complimented.
- 60%** like to be flirted with by SMS prior to being asked out.
- 74%** don't like to be asked out by SMS.
- 75%** would like a guy to at least offer to pay with 54% wanting the guy to pick up the tab.
- 96%** said that if they asked 'Do I look fat in this?' or 'Does my bum look big in this?' and it did, they'd want the guy to be honest.
- 97%** said that a guy shouldn't wait more than a couple of days to call them after getting their phone number, with 37% saying that he should call the next day.
- 84%** said it was important that her friends liked him.
- 83%** said that it was important that they liked your friends.
- 90%** said that it was important that your family likes them.

- 94%** said that a guy shouldn't wait more than a couple of days to call after a date.
- 92%** were impressed by a guy who opened doors, pulled out chairs and behaved like a gentleman.



Fast facts - Women and sex

- 68%** said that they wouldn't have sex on the first date.
- 69%** said penis size does matter.
- 77%** were more than happy with average sized penis.
- 44%** said that sexual experience doesn't matter.
- 78%** of respondents said they'd ask their partner to take part in their sexual fantasy. However **58%** said that they'd wait until they'd been dating someone for at least six months before asking them to take part in their fantasy.
- 65%** said that they don't use sex toys.
- 68%** said they'd like their partner to strip for them.
- 81%** would like to strip for their partner.
- 70%** would get a Brazilian wax.
- 58%** prefer talking over silence in the bedroom whilst **7%** like it both ways.
- 95%** would be upset if the man they were interested in didn't return their call after they'd slept with them
- 100%** said that monogamy was important to them.
- 100%** said that the quality of sex was more important than the quantity of the sex.