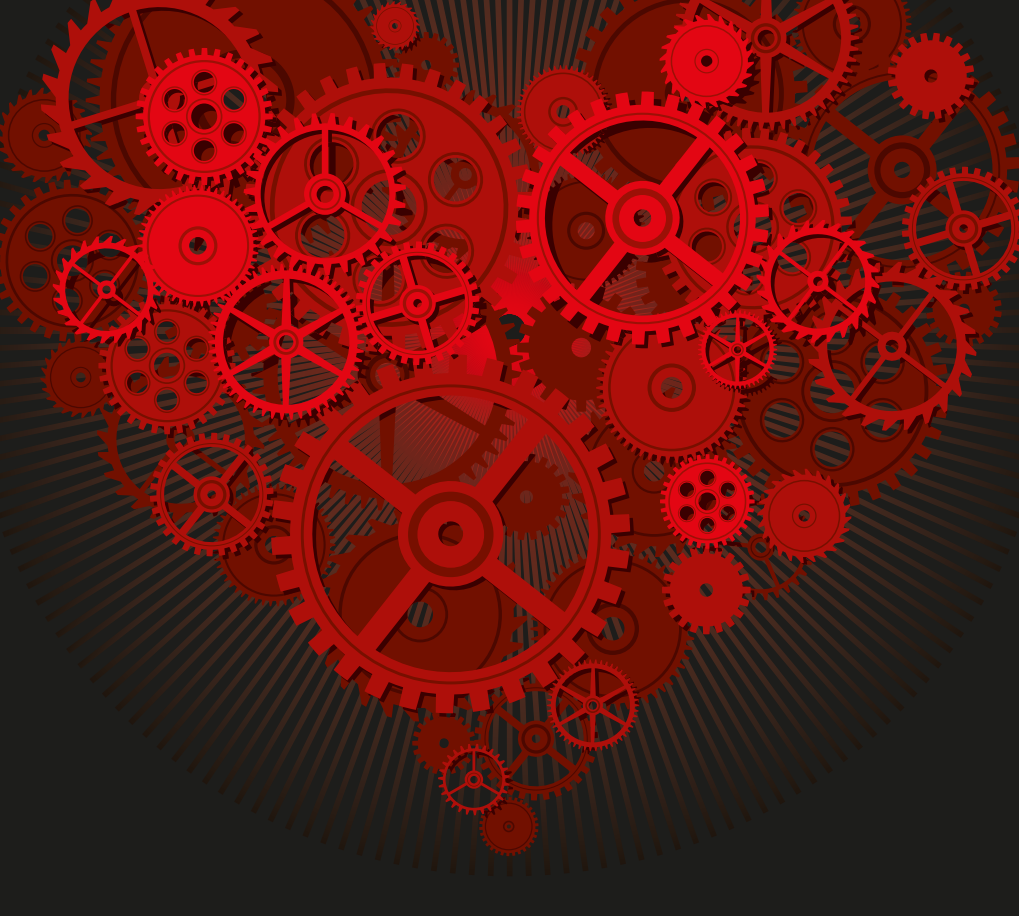


WHAT MAKES US TICK?

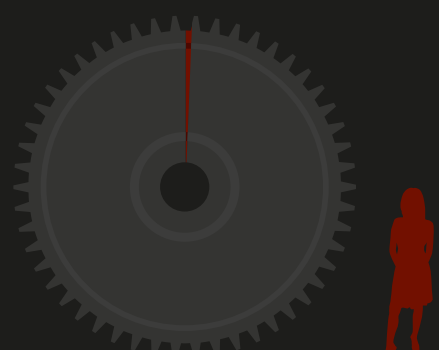
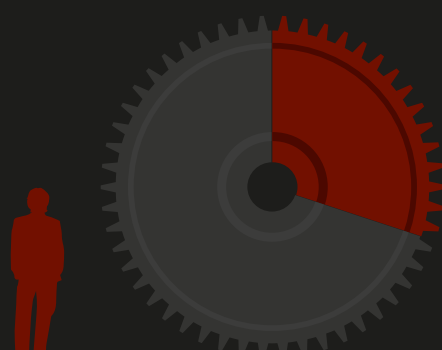


DOES MONEY MAKE YOU MORE ATTRACTIVE?

Perceptions of what the opposite sex desires

30%

2%

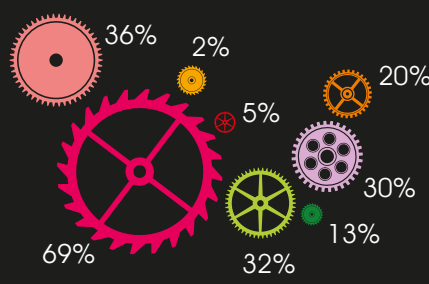
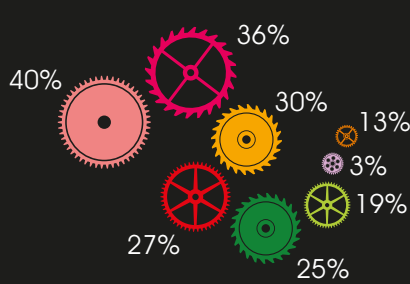


30% of men think women find a high salary / lots of money attractive

Only 2% of women think men find a high salary / lots of money attractive

WHAT MEN THINK WOMEN DESIRE

WHAT WOMEN THINK MEN DESIRE



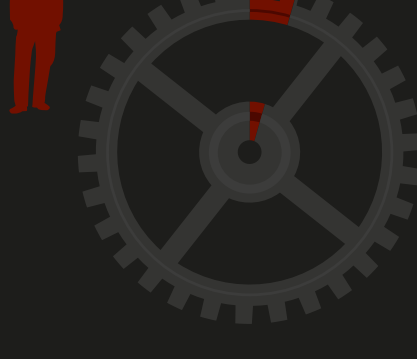
Key

- Sense of humour
- Good looks
- High salary
- Good job
- Good listener
- Well dressed
- Good cooking
- Similar interests

Perceptions of what the same sex desires

16%

37%

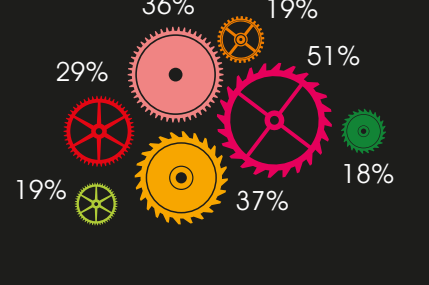
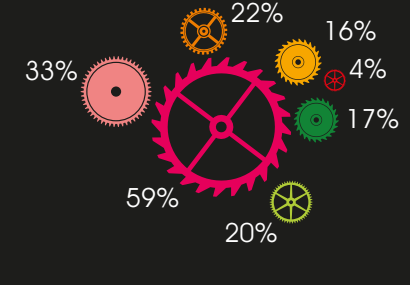


16% of men think other men find high salary / lots of money attractive

37% of women think other women find high salary / lots of money attractive

WHAT MEN THINK MEN DESIRE

WHAT WOMEN THINK WOMEN DESIRE



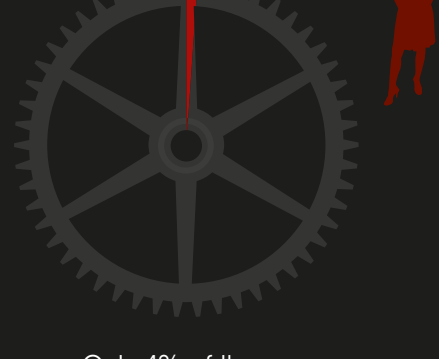
Key

- Sense of humour
- Good looks
- High salary
- Good job
- Good conversation
- Well dressed
- Similar interests

What men and women really desire

6%

4%

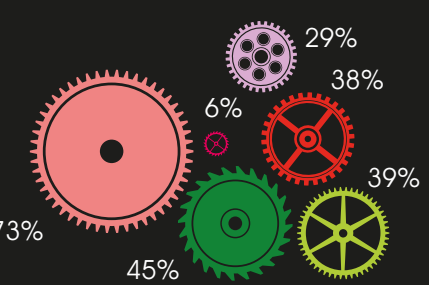
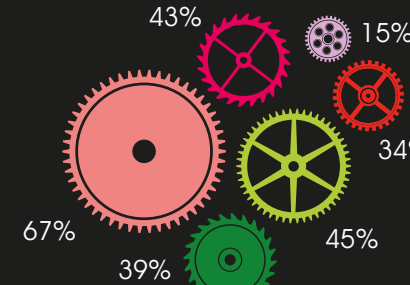


Only 6% of those attracted to men said high salary / lots of money was important

Only 4% of those attracted to women said high salary / lots of money was important

MEN'S GREATEST DESIRES

WOMEN'S GREATEST DESIRES



Key

- Sense of humour
- Good looks
- Good listener
- Similar interests
- Good conversation
- Intelligence

Are we guilty of stereotyping?



30% of women said a man would find good looking attractive. But in fact only 11% of those interested in women were.

36% of men said a woman would find good looking attractive. But in fact it was only 20%.

CONCLUSION

Both men and women think women find money attractive

It seems that both men and women are guilty of stereotyping themselves and each other. If everyone answered honestly, it's clear that men don't need to be the next Richard Branson to attract a partner.

Likewise, women don't need to be the next Nigella in the kitchen - men are much more interested in a good sense of humour or a good conversation!

