YouGov Survey Results

Sample Size: 2340
Fieldwork: 22/05/10 - 25/10/10

		Gender		Social Grade		Age				
Unweighted Base	**Base**	**Male**	**Female**	**ABC1**	**C2DE**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**

If you were talking to a potential partner, which ONE, if any, of the below would you be most flattered to be complimented on?

	Unweighted Base	Base	Male	Female	ABC1	C2DE	18-24	25-34	35-44	45-54	55+
Unweighted Base	2340	2340	1058	1282	1338	1002	210	333	365	475	957
All	2340	2340	1126	1214	1287	1053	281	399	383	445	833
Eyes	132	6%	4%	8%	6%	5%	5%	10%	6%	7%	3%
Smile	169	7%	5%	10%	7%	8%	8%	9%	8%	7%	6%
Hair	21	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%
Figure/physique	236	11%	10%	11%	11%	11%	19%	16%	15%	9%	5%
Style/dress sense	64	3%	3%	3%	3%	3%	6%	3%	4%	3%	2%
Kindness/Generosity	457	18%	19%	18%	18%	19%	11%	9%	10%	25%	25%
Humour	291	13%	16%	10%	13%	13%	10%	14%	18%	10%	13%
Intelligence	419	17%	17%	17%	19%	14%	16%	17%	13%	17%	19%
Weight loss	45	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%
Conversation	203	8%	7%	9%	8%	8%	8%	6%	7%	8%	9%
None of the above	87	3%	4%	3%	4%	3%	1%	2%	2%	3%	6%
Don't know	216	10%	11%	9%	9%	11%	11%	9%	11%	8%	10%

YouGov Survey Results

	Region											
	North East	**North West**	**Yorkshire and the Humber**	**East Midlands**	**West Midlands**	**East of England**	**London**	**South East**	**South West**	**Wales**	**Scotland**	**Northern Ireland**
If you were talking to a potential partner, which ONE, if any, of the below would you be most flattered to be complimented on?												
Unweighted Base	105	248	195	157	200	233	305	307	202	109	227	52
All	98	262	199	171	206	218	290	318	199	115	197	68
Eyes	6%	5%	8%	6%	9%	7%	6%	5%	5%	5%	5%	3%
Smile	9%	7%	6%	6%	7%	7%	8%	7%	7%	7%	11%	6%
Hair	-	1%	1%	1%	2%	1%	1%	1%	0%	2%	1%	-
Figure/physique	11%	9%	11%	8%	13%	12%	13%	12%	11%	8%	9%	15%
Style/dress sense	-	7%	3%	5%	2%	1%	2%	3%	3%	6%	1%	4%
Kindness/Generosity	21%	16%	18%	21%	14%	24%	13%	22%	19%	18%	19%	12%
Humour	17%	14%	12%	13%	15%	13%	13%	14%	10%	10%	12%	9%
Intelligence	15%	14%	17%	17%	16%	17%	17%	15%	24%	15%	16%	27%
Weight loss	3%	2%	2%	2%	4%	2%	1%	3%	1%	3%	1%	6%
Conversation	5%	8%	6%	6%	7%	6%	11%	8%	10%	11%	10%	5%
None of the above	5%	5%	3%	3%	2%	4%	4%	3%	2%	4%	3%	3%
Don't know	7%	12%	13%	12%	11%	7%	10%	8%	8%	10%	11%	9%

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If you were talking to a potential partner, which ONE, if any, of the below would you be most flattered to be complimented on?

	BMI Banded						BMI Banded					
	Male						Female					
	Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight - 25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight -25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese
Unweighted Base	9	304	452	234	32	266	35	470	390	296	63	359
All	13	342	469	238	36	274	37	447	354	283	65	348
Eyes	-	3%	4%	4%	2%	4%	5%	8%	7%	9%	7%	8%
Smile	9%	6%	4%	6%	-	5%	6%	9%	10%	10%	13%	11%
Hair	-	1%	2%	-	3%	0%	-	1%	1%	2%	1%	2%
Figure/physique	-	14%	11%	6%	10%	7%	9%	15%	12%	8%	6%	7%
Style/dress sense	19%	5%	3%	2%	-	2%	-	3%	3%	3%	-	3%
Kindness/Generosity	9%	15%	19%	23%	29%	24%	21%	15%	21%	18%	23%	19%
Humour	38%	15%	17%	15%	3%	14%	16%	9%	11%	11%	11%	11%
Intelligence	-	20%	18%	14%	13%	14%	20%	18%	17%	13%	15%	14%
Weight loss	-	1%	1%	8%	3%	7%	4%	1%	1%	5%	3%	4%
Conversation	7%	7%	8%	7%	8%	7%	6%	12%	7%	7%	4%	7%
None of the above	5%	5%	3%	3%	10%	4%	4%	2%	4%	2%	6%	3%
Don't know	14%	10%	11%	12%	20%	13%	10%	8%	7%	12%	10%	11%

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	BMI Banded						Male	Female	BMI Banded
	Total								
	Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight -25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	NET Overweight	NET Overweight	NET Overweight

If you were talking to a potential partner, which ONE, if any, of the below would you be most flattered to be complimented on?

	Underweight - up to 18.5	Healthy weight - 18.5 – 24.9	Overweight -25 – 29.9	Obese 30 – 39.9	Morbidly obese 40 and over	Net Obese	NET Overweight	NET Overweight	NET Overweight
Unweighted Base	44	774	842	530	95	625	718	749	1467
All	50	790	823	521	100	622	743	702	1445
Eyes	4%	6%	5%	7%	5%	6%	4%	8%	6%
Smile	7%	7%	6%	8%	9%	8%	4%	11%	7%
Hair	-	1%	1%	1%	2%	1%	1%	1%	1%
Figure/physique	6%	14%	11%	7%	8%	7%	9%	10%	9%
Style/dress sense	5%	4%	3%	3%	-	2%	3%	3%	3%
Kindness/Generosity	18%	15%	20%	21%	25%	21%	21%	20%	20%
Humour	22%	11%	14%	13%	8%	12%	16%	11%	13%
Intelligence	15%	18%	18%	14%	14%	14%	16%	15%	16%
Weight loss	3%	1%	1%	6%	3%	6%	3%	3%	3%
Conversation	6%	10%	7%	7%	6%	7%	7%	7%	7%
None of the above	4%	3%	4%	2%	7%	3%	3%	3%	3%
Don't know	11%	9%	9%	12%	14%	12%	12%	9%	10%