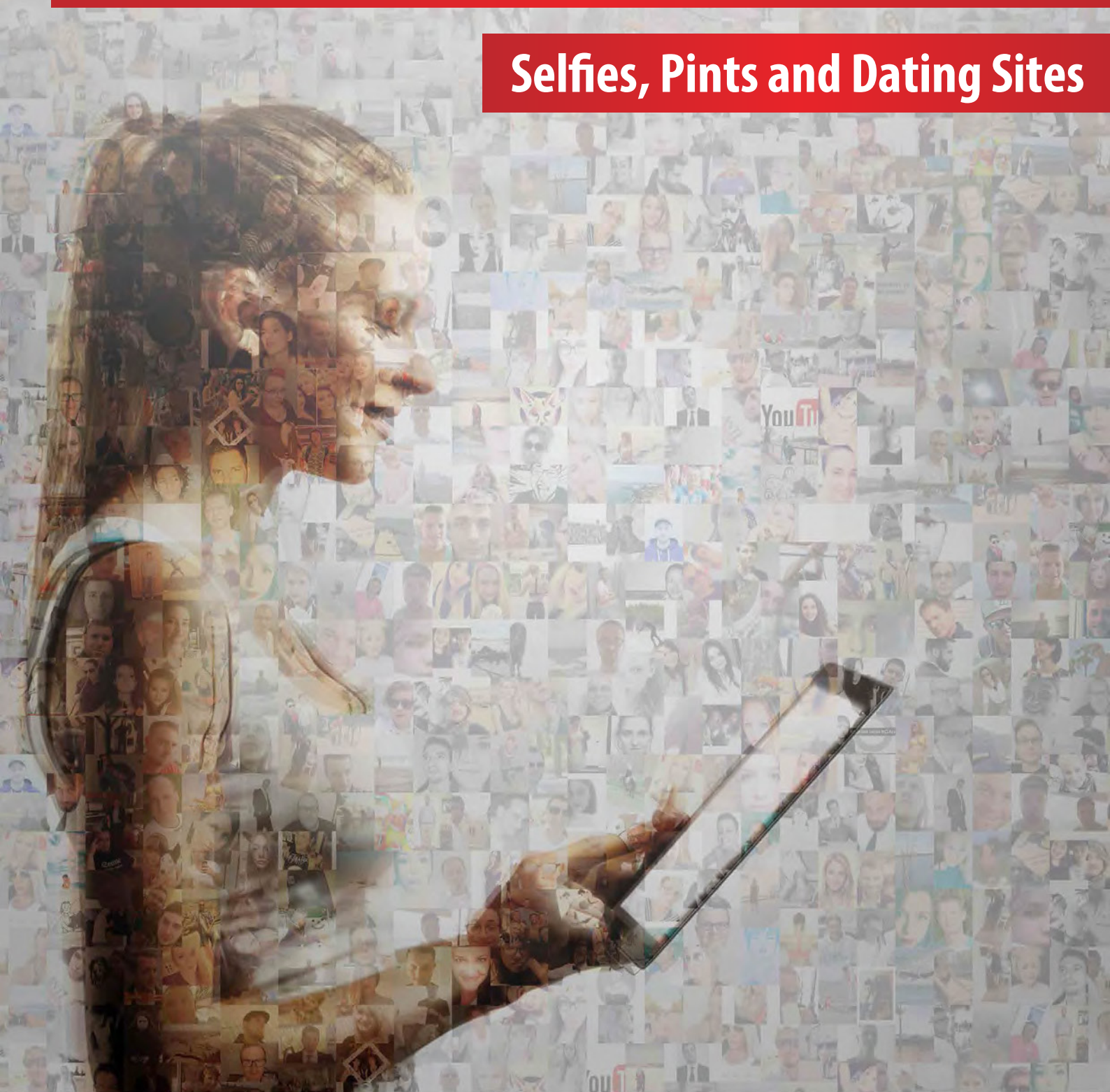


# DatingScout.co.uk Profile Pictures Study 2021/2022:

## Selfies, Pints and Dating Sites



### Study Summary

A deep dive analysis of more than **22 million profile pictures** from **online daters** all around the globe shows us: The way online daters present themselves **differs widely** between the **UK, Ireland** and **other countries**, but there are some **common aspects** too. There is no guarantee of success in online dating, but this study shows that **paying lots of attention** to your **profile images** is a good way to start!



# Fun Facts UK

➤ Hello Abbey Road, there were a lot of **zebra crossing pics** in our analysis, uploaded by **two-thirds** men and **one-third** women.



➤ **Ground control to Major Tom**, isn't it peculiar that **83%** of pics with **astronauts** are also **man-made**?

➤ Bad news for **Doctor Who fans**, only **4%** of all **telephone booth** pics resemble a **Tardis**. Good news for male Whovians: **70%** of these **Tardis pics** are from women!

➤ Well, bad news again, we also saw some **weeping angels**. Watch out!

➤ It might be a cliché that women like shiny, sparkling gems made of silver and gold - well, so do men, at least if it is in the form that resembles a cup. **89%** of **trophy themed snapshots** come from male online daters.



➤ Even though **swans** in the UK belong to the Queen, only **28%** of all swan pictures come **from UK residents**.

➤ **Splish Splash, I was taking a bath...**and took a pic! **Bathtub** pics are uploaded by **57%** woman and **43%** men. The largest share goes to women between 18-24 - **21,2%**.

➤ **The House of Parliament** as well as the **Tower Bridge** both made it under the Top 10 photographed landmarks internationally.



➤ Though it is unsure if they're doing it because they're a romantic, pyromaniac or just hungry for a grilled piece of meat - **91%** of all **bonfire pics** were uploaded by men.

➤ **87%** of all **ale pics** are from **straight** online daters.

➤ **The well loved local breed of dog, the Yorkshire Terrier** is the most balanced motive with shares overall of just over **50%** for men and just under **50%** for women.



➤ Whilst UK men apparently have accepted the **national weather situation**, women won't let go of their beloved **sun hats**, no matter of the circumstances. **95%** of pics featuring this headwear are from the **ladies**.



# Fun Facts Ireland

- The (online dating) world does not seem to be ready yet for this sport: **100%** of **Hurling pics** are indeed from Ireland.



- **Pennywise vs. Harley Quinn:** Clown costumes come in at **40%** for Irish women and **60%** for Irish men.

- Green grass and young cattle, a typical Irish scene? **More than 50%** of all pics with **calves** come from **Irish online daters**.

- The Irish have the **highest share** of all the countries of the British Isles when it comes to pictures in front of **castles and other historical monuments**.

- **Mirror selfies** are far more popular among gay online daters in Ireland.

- Soccer themed pictures have a **97%** male share.

- Thanks to **Snapchat filters** (mostly), **moustaches** have a **female share** of roughly **more than 20%** in Ireland.



- Irish **men and women** have an equal affection for **ancient ruins**. The gender ratio for this motive is almost exactly **50/50**.

- Only about **15%** of all **bodybuilding** pics are uploaded by **academic** Irish online daters.

- A celtic mythological warrior named **Finn MacCool** could **suck his thumb** and gain knowledge through it. A whole bunch of Irish online daters, of which **83%** are **women**, simply look ridiculous when doing the same on their dating profile.



- Whilst there are in fact more **sheep** than people in Ireland, there are twice as many **sheep pics** on **men's** profiles than on women's...





# Fun Facts Northern Ireland

- **Who's afraid of the dark?** The Northern Irish upload **the least amount** of **really dark pics** among all countries we've analysed (only **3.4%**).
- But on the other hand, they also **rank lowest** when it comes to pictures with the **sun**.
- Pictures of cute **puppies** are seen **twice as frequent** in **men's profiles** than in women's.
- The Northern Irish have the **highest international share** of **trailer truck pics** - and they're **all from men**.
- **Elephants** are especially popular among academic online daters, men and women alike.
- **Gay online daters** can be spotted more often with **marine mammals** like whales or dolphins than others. Almost **75%** of these pictures are uploaded by them.
- **Within the UK**, the most pics with **alcoholic beverages** can be found in Northern Ireland.
- **The Northern Irish rank lowest** for holiday pics from the **Caribbean**.
- **Girls night out!** There are more **party pics** from women than from men, **61%** to **39%**.
- Maybe Northern Irish **men** prefer summer and daytime fun? **64%** of all **swimming pool** pics are from them.
- **60%** of all **cocktail dresses** pics are from women **between 18-24**.
- A variety of toys like teddy bears or Barbies can be found in **women's profiles** and moreover, they even hold their favourite cuddly in **75%** of these pictures.





# Fun Facts England

- Of all the British Isles, England had the **highest concentration of bacon pics**. Who's eating the bacon? We have noticed that **most bacon eaters** are to be found among **lesbian** online daters in England.
- In England, **pineapples** are **rather likely** to be spotted on **academics' profiles**. They take **62.5%** of the share here.
- **BMWs** are rather **unpopular among** the **gay** online daters in England - just in the same way as tasty burgers are.
- Isn't it strange, that even though women are held to be the best cooks, most of the pictures of chefs are from **men**? **92.5%** of the English chefs are male.
- "Running with wolves and I'm on the prowl" - even though once sung by Sia, in this case it applies to men: nearly **89%** of **pictures with wolves** go to **male English online daters**.
- Looking at the distribution of pictures with bananas, we stumbled upon the fact that **most pictures with bananas** are uploaded by **gay men**...
- No matter if you consider them to be scary or beautiful creatures, **crows** are **most likely** to be found on profiles of **gay men**.
- It doesn't matter if it's topped with jam, maple syrup or nutella: **lesbian** online daters take the **highest share** when it comes to **pancakes** - more than **95%**.
- More than **80%** of **bubbles blown** are from **lesbian online daters**.
- Off to Beverly Hills! The **English** love heading to the States and **posing in front of the Beverly Hills** sign - they hold **100%** of the share internationally.
- Of all countries of the British Isles, the **English folks** take the **highest share** of **redheads**.





# Fun Facts Scotland

➤ +++ Breaking News +++ The Scottish online daters hold the **highest share** of spotted **bagpipes** internationally +++ **67.78%** of all bagpipe pictures were uploaded by Scots +++ **100%** of these pictures were **uploaded by men** +++ Additionally, Scottish folk hold the **highest share internationally**, when it comes to **traditional dresses**. And in this case we are, of course, talking about kilts.



➤ Academics seem to have a **passion for showing their wild side** with pictures of **leopards** - they hold 100% of the share here.

➤ Non-academics on the other hand appear to have a sweet tooth with the **highest share** of pics with **chocolate**.

➤ Pasta is amore - **Gay males** hold the **highest share** when it comes to pictures with **pasta**.

➤ They say money can't buy happiness, but have you ever seen someone crying in a Porsche? **All pictures with Porsches** go to the **male online daters** in Scotland.



➤ Do academics have a fondness for dangerous animals? **More than 80% of pictures with sharks** go to **students and graduates**.

➤ "A girl without freckles is like a night without stars." But does that apply to men as well? Apparently not: only **5%** of men had freckles in their profile pics.

➤ Even though women are thought to be the caring gender, **all** the pictures of **paramedics** go to **men** in Scotland.

➤ Ever heard of **Còsagach**? It's the latest interior trend and stands for the Scottish idea(l) for creating a **cozy and comfortable** home. By the way: this is shown nearly equally by **men (45%)** and **women (55%)**.

➤ Dreaming of becoming Scrooge McDuck and having an exuberant money bin? The **Scottish** online daters are **most likely** to be **spotted with money** or gambling. Of all British countries they take the highest share.



➤ "Pilates? Thought you said 'Pie & Lattes'" Could this be the reason why **Scottish men (47%)** enjoy **pilates** as much as Scottish women **(53%)** do?





# Fun Facts Wales

- The **academic** online daters take the **highest share** of **snow angel pictures** in Wales.
- Well, whereas other people like to portray themselves with beers, the Welsh **non-academics** go with **bears** instead. They hold the highest share of photos with small and large Paddingtons.
- Seems like **non-academics**, also, have a weakness for fierce and strong animals: **Dobermann dogs** are most likely to be spotted on the profiles of these online daters.
- "Burn not your house to rid the mouse" is nothing **Welsh lesbians** would say: They are **most (82%) likely** to upload pictures **with mice**.
- Aiming for the stars? **Nearly 80%** of pictures doing a **high jump** are from **gay male** online daters.
- **75%** of **body piercing lovers** in Wales are gay and only **25%** straight. Maybe these users see their body as an empty canvas, ready to be decorated.
- **Cheerleading** is mostly for **straight females** (86%) and men, who like to surround themselves with beautiful women tossing pompons.
- **Acrobatics** are **just as popular among** Welsh **women** as among Welsh **men**.
- The Welsh online daters take the **highest share** of pictures with **elephants - internationally**.
- Modern-day Mozarts are most likely to be gay men with nearly **75%** of pictures showing them "tickling the ivories" on their **keyboards**.
- **Lesbian online daters** are most likely to be seen rollerblading - they hold **80%** of all pictures with **rollerblades** - groovey.
- Tossing, turning, intense body contact: Of course we are talking about **martial arts** and **all** of the pictures of people grappling are from **men**.





## Did you know that...

- ▶ online dating experts at DatingScout analysed the data of more than **22 million profile pictures from the UK, Ireland and 11 other countries** and compared them? (Page 12)
- ▶ **about 20%** of all pictures in online dating websites are **selfies**?
- ▶ the average amount of profile pictures is **4.4** for **British and Irish men**, **4.8** for **British women** and **4.4** for **Irish women**, while the **international average** is just **4**?
- ▶ the **average male** online dater from the **UK or Ireland** has a **beard** and/or **brown hair**? (Page 19)
- ▶ **men preferably pose with wild tigers and lions** but also tamed housecats? (Page 29)
- ▶ the **average female** online dater from the **UK or Ireland** has **long, brown hair**? (Page 36)
- ▶ **nearly one fourth** of recognisable **photo spots** are **beaches and bays**? (Page 49)
- ▶ **more than 80%** of pets shown on photos are **dogs**? (Page 56)
- ▶ **beer** is the **most seen beverage** on pictures and is seen nearly **200x more often than water**? (Page 65)
- ▶ **most** online daters from the **UK and Ireland drive BMWs**? (Page 67)
- ▶ **sports and art** are the **most popular hobbies and interests** among online daters? (Page 69)
- ▶ **fitness and extreme sports** are the **first choice** for British and Irish online daters when it comes to keeping fit? (Page 71)
- ▶ there are **more male musicians** than female ones among British and Irish online daters? (Page 73)
- ▶ **Hairy chests** are **most likely** to be spotted on the profiles of **gay men**, who are body image conscious whereas **lesbian** online daters have a weakness for sharing their profile with **kittens and rabbits**? (Page 76)
- ▶ **Bacon and ice cream** are **unlikely to be spotted on profiles of academics** - just as pasta and... berries? (Page 81)
- ▶ the **gender ratios** of online daters with **wedding photos and pictures with children** is **nearly equal**? (Page 86)
- ▶ **more than 80%** of pictures **posing with luxury vehicles** are from **men**? (Page 97)
- ▶ the **gender ratio** is **most balanced in England and least in Northern Ireland** (Page 104)
- ▶ **12.6% of online daters in the UK** on the one hand, and just **6.9% in Ireland** on the other hand are gay (Page 105)
- ▶ **Denmark** has the **happiest** online daters and **Italians** apparently **don't like to smile that much**? (Page 108)
- ▶ the **Australians** are **most likely** to try to seduce with **nudity** and the **Finnish** seem to be more **prudish**? (Page 111)
- ▶ **Austria** has the most **athletic** online daters and the **Irish and Finnish** appear to be **lazy** in comparison? (Page 112)
- ▶ the **Swiss love healthy** food and **Italians** love **fast food**? (Page 112)
- ▶ **Irish and Scottish** online daters are **less likely** to be able to **dispense with alcohol**? (Page 113)
- ▶ the **Americans** show off the **most weapons**? (Page 115)
- ▶ the online daters that **like children the most** compared to other countries are **Danish**? (Page 116)
- ▶ the **most show-offish** online daters are to be found in **Switzerland**? (Page 118)
- ▶ nearly **15% of all pictures** show online daters undertaking **some form of sports**?
- ▶ about **13% of all pictures** are **group photos**?
- ▶ **14%** of all online daters **wear glasses**?



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## About us

DatingScout.co.uk is a service that compares online dating sites and apps for you. We're testing all the major dating sites and apps in order to provide you with a reliable and reputable evaluation: Which provider is just right for you? Do they offer fair prices? Are there many fake profiles or bots? With our evaluation you'll be able to avoid disappointments and only pay for subscriptions that are likely to guarantee success.

There are many different kinds of dating services out there that cater to every need: websites or apps for dating and meeting new people, professional matchmakers or casual dating sites for short-term (erotic) encounters. Also, within these main categories, you'll find hundreds of providers, some of them being for certain interest groups such as vegans, plus-size partners or religious people.

DatingScout.co.uk is the specialist in helping you find your next new partner whether it is for fun, dates or even for life.

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More than **22 million pictures** have been analysed using artificial intelligence **and +6.000 characteristics**

## What we did

More than **22 million profile pictures** of online dating users from **16 countries**, including 3.8 million from the UK and more than 650,000 from Ireland, have been analysed, evaluated and transformed into beautiful graphs within an informative as well as highly entertaining study.

Using artificial intelligence and a deep learning algorithm, these pictures were scanned for over 6,000 features and characteristics including hair colour, facial expressions, objects, animals and backgrounds amongst many other things.

This data has informed a detailed analyses of the online dating market and its preferences when it comes to visual presentation: the ages and genders of online daters as well as the answer to how this influences their choice of profile picture(s).

This study is the first of its kind to undertake an in depth analysis of online dating photos on a worldwide scale.





# Introduction: What you should know about online dating profile pictures in general

**Profile photos** are key for influencing **first impression**

Every **platform** has its own type of **criteria**

**Gender** makes a **difference** in the response to a photo

The **visual presentation** of oneself allows much **inference to a personality**

Not only **attractiveness** can be displayed through a photo, but **interests** as well

Although they say to never judge a book by its cover, in the world of online dating, your front page is your story. We all know that you only get one chance to make a first impression so how exactly do you ensure that your page has the 'wow' factor and steals the digital spotlight? This question depends entirely on your motive; Are you looking for a casual flirt or an affair? Or perhaps something more serious?...

Luckily for you, there are many options to choose from with such portals for light-hearted fun (dating sites), long-term love (dating agencies) or NSA (casual dating). In addition to these groupings, there are also many sub divisions to help you narrow down your search to find your Mr. or Ms. Right (or right now). These specialisations include: religious dating instead of flirting, vegetarian pairing and even matchmaking for those of us with "a little more to love", to just name three out of many.

When it comes to rating photos, it is clear that there are different standards for men and women. While selfies tend to be acceptable for women, they are not so well received when produced by men (especially if they are the only type of photos). Yet, most criteria can be judged the same for both genders.

It's true that the profile photo is the overall initial eye catcher, however what many fail to remember is that with the correct photo the right emotions can be elicited. By associating an image with positive emotions, the brain can also associate good character traits to the person on the picture as well.

The best example of this would be a smile. With this simple statement one can make many positive inferences that other facial expressions do not evoke like, for example, a feeling of closeness. In addition, the background of an image can also be crucial to the overall perception of whether this person is fun-loving, athletic, animal adoring, a couch potato or a party animal.

Whichever way you look at it, the first impression is made from the profile photo. Be it attractive or repulsive, this image can 'make or break' your reputation. So what exactly do online daters show in their photos and how?

## Demographic characteristics

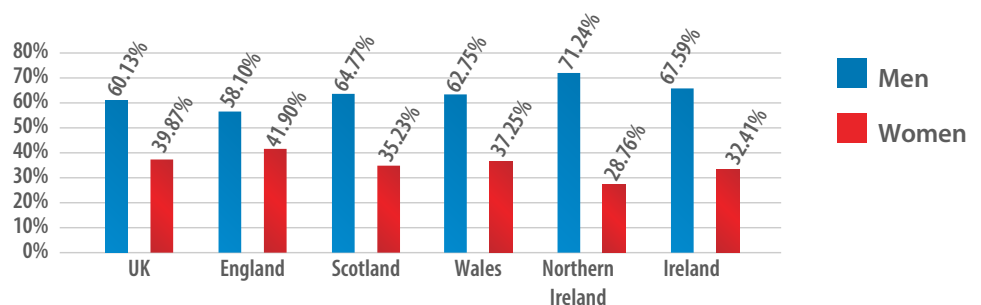
## of the UK & Irish online dating market

The gender ratio isn't very balanced in the UK or Ireland - in all countries we have less than 42% women. In Northern Ireland even less than 30%

### Gender distribution

For male online daters from the British Isles the gender ratio is not too ideal: the luckiest online daters are the English ones with a ratio of roughly 42% women to 58% men, the greatest unbalance we have is in Northern Ireland with about 29% women (to 72% men).

Gender distribution



Online dating is nowadays the preferred method to meet a new partner or acquaintance. With a ratio rather unbalanced, it shows the chance for success isn't quite equal for men and women. This means that all online daters should put some thought and quality content into their profiles in order to attract their desired or potential matches.



In every country  
at least 80% of people  
dating online are  
younger than 35 years

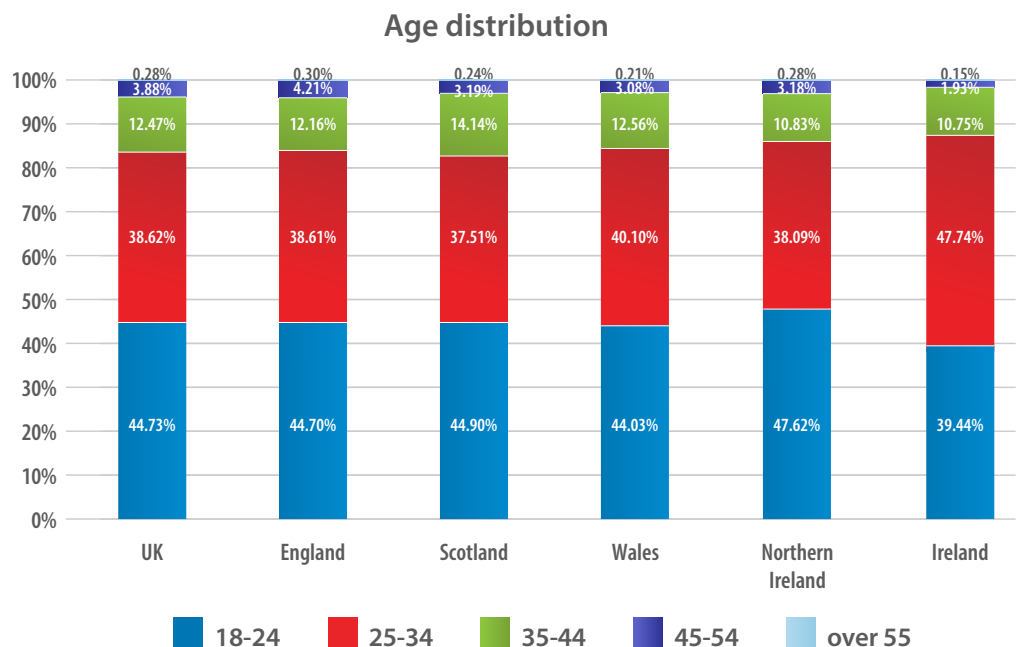


## Age distribution

Looking at the general age distribution for online daters of the British Isles, we can clearly see that in no matter which country - more than 80% of the online daters are 34 years and under.

Comparisons show that there is little difference between Ireland's total age distribution with the UK. In the older age groups between 45-54 years and over 55, we have nearly twice as many older online daters in the UK than in Ireland. Ireland moreover has a larger share of 25-34 year olds, while in the UK, the largest group of online daters is under 25.

The distribution of the age groups in England, Scotland, Wales and Northern Ireland do not differ too much from the overall UK figures.

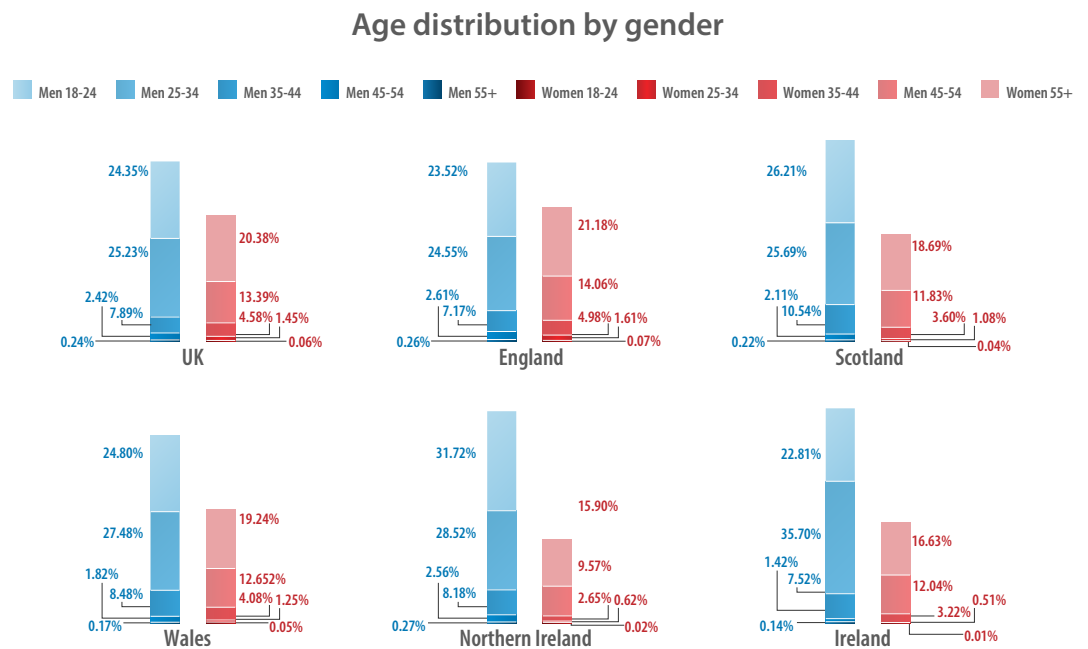


Looking into the gender ratio further divided into age groups, we can clearly see that for both genders the most online daters (regardless of the country) are to be found in the younger age groups; with the difference being that the men are mostly 25-34 and women 18-24.

What could be the reason for that? Women either start online dating earlier, which would explain the huge proportion in the youngest age group, or commit to a (serious) relationship earlier in life. Naturally, this leads to a decreased number of female online daters in the other age groups.

Most male online daters are between 25 and 34, while most female online daters are between 18 and 24

## Age distribution by gender



The profile of gender and age are very similar across the UK but in Scotland and Northern Ireland, the largest share of men are in the youngest age group.



In Ireland we have plenty of men in the age group between 25 and 34: 35.7% of all Irish online daters. Yet, the female online daters of the same age group only make up 12%.

What could be the reason for this overall picture? We've concluded that either people who are older than 35 are not in need of a partner anymore, or they prefer dating without the aid of technology.





## Men are from Mars?

## How men present themselves online

**Physical attractiveness  
and cultural capital are  
important factors**

### **The average male British and Irish male online dater**

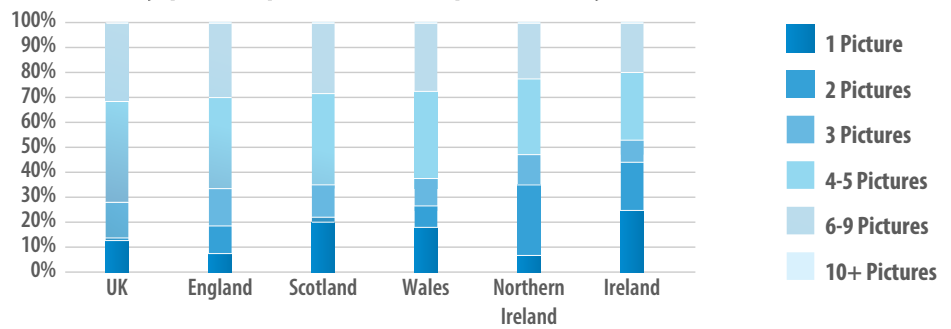
What does he look like? How does he present himself on dating platforms? Is it possible to detect specific male characteristics when it comes to profile pictures? We will have a look at both sides to this question. We took an in-depth look into the motives that are popular among certain age groups as well as typical male clichés, valid for boys of any age. (later we'll also have a look into the motives of the ladies, we promise.)

From the long history of mankind we know that the male chances to succeed increase when physical attractiveness correlates with cultural capital at a high level. Looking into our data, we can see that many men are trying to satisfy these requirements by using pictures of themselves while training at the gym or showing their possessions like cars, tech, or luxury items.

But how much do men actually reveal of themselves? The first thing to look into here is the number of profile pictures. The average number of profile pictures for both British and Irish men is 4.4. Looking into the detailed chart, we can see that 4-5 profile pictures are indeed the biggest proportion. But surprisingly, having 6-9 profile pictures is also popular. Only few men dare to upload less than 4. While three good pictures may still be roughly enough to succeed in online dating, two or even just one won't convince many potential partners. Then again, having more than 10 pictures is simply too much. Comparing the countries of the British Isles with each other, it is interesting to see that Irish men are the most likely to upload just one profile picture, whilst in Northern Ireland it is rather unlikely with two profile pictures being more popular here.

Most male  
online daters upload  
4 to 5 pictures

### How many profile pictures are uploaded by men?



Men in the UK have the highest share of profile pictures in the 4-5 and 6-9 categories. Seems like the British men are rather showy.



Irish men prefer to go with less pictures, which doesn't necessarily mean it's a disadvantage - but only if what's on the picture is absolutely prepossessing. But usually you cannot show different sides and perspectives of yourself with just one picture...



English men like to show themselves and have the highest share of profiles with 6-9 pictures.



Northern Irish men seem to be more shy or at least not that open and have the highest share of profiles with only two pictures uploaded.

### Appearance

What are the most distinctive characteristics in male appearance?

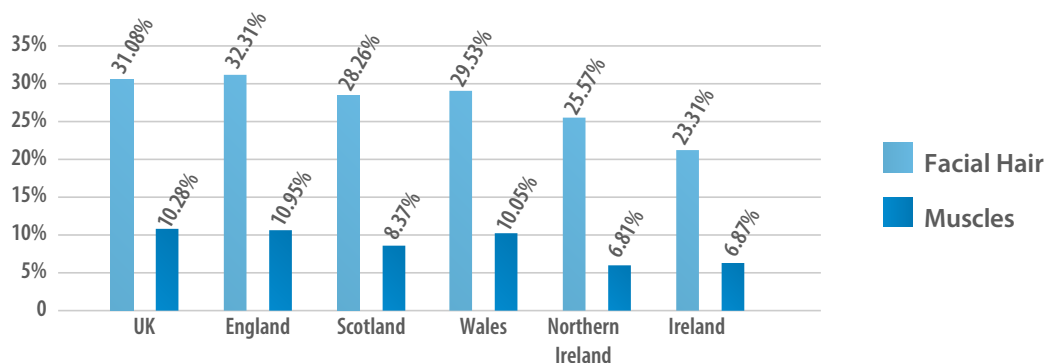


Roughly one fourth to one third of men's pictures feature a beard. Muscles are to be seen on about 10% of the pictures. The most bearded guys are from England, the least bearded from Northern Ireland. The most sporty guys are from England as well. Seems as if the English men are really trendy and go with the flow of brawny and beardy.



Irish men do not seem to be as much into these physical traits as the others, but still nearly a quarter of all male pictures show a beard and muscles are to be seen on about 7% of all uploaded pictures.

### Manly features: Facial hair and muscles



Nearly one third of the  
pictures uploaded by  
men show a beard

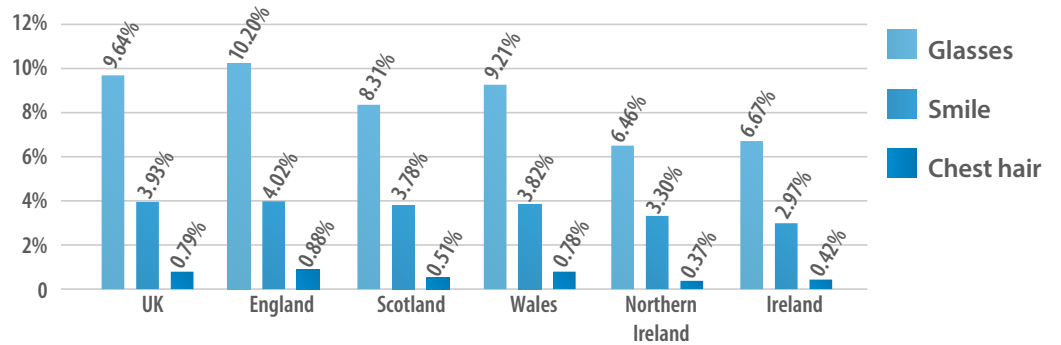




Glasses and sunglasses are present in **6.5-10%** of all pictures, while the most wearers of glasses are to be found in **England**

Glasses, including sunglasses, are present in about 10% of all images. The most men with glasses are from England, while not as many are found on the faces of Northern Irish online daters. Smiling faces are not very popular among British and Irish men, yet most likely to be seen in England.

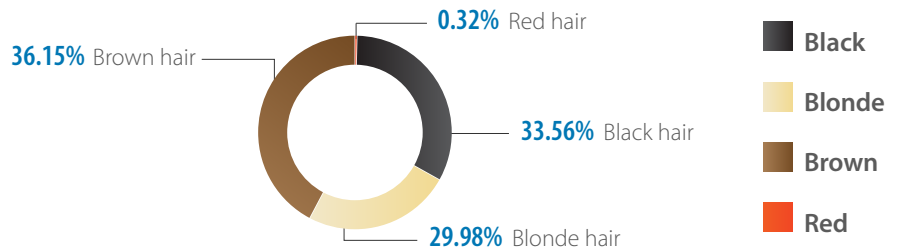
### Male appearance characteristics



### Hair colours

Most male online daters from the UK have **brown hair**

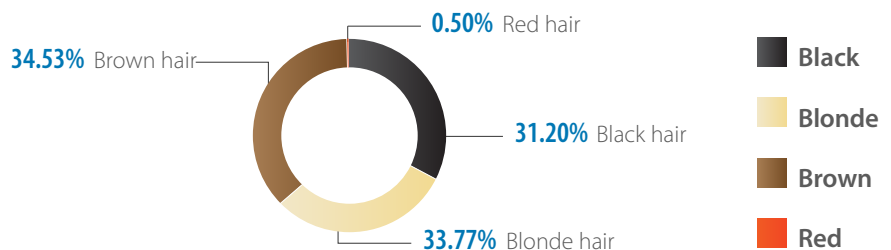
#### UK male hair colours



Most male online daters in the UK have brown hair - but also black hair is seen in more than one-third of all cases. Blonde hair is spotted on nearly 30% of all pictures of men from the UK and, therefore, red hair is the only hair colour that doesn't even take a share of more than 0.5%.

For anyone who believes in clichés - it's time to stop! Redheads aren't so likely to be found among the Irish folks. In fact, only 0.5% of the Irish male online daters have red hair. The most popular hair colour is brown with 34.5%, followed by blonde hair with 33.8% and black hair with 31.2%

#### Ireland male hair colours



Most Irish male online daters have **brown hair**

Disclaimer: Only the four most detected hair colors were included here, apologies to all lovely hipsters, punks and free spirits out there with coloured hair...

Very manly:







## Top 10 motives per age group



### Especially male

What else is really highly masculine? We took a brief look at traits that are often seen in men's pictures but rarely or never in women's.

Men cliché the cliché: chest hair and cars are under the overall top 5 of very manly motives in every country

						
1	Chest hair	Chest hair	Chest hair	Chest hair	Police	Chest hair
2	Beard	Beard	Beard	Bare chest	Chest hair	Bare chest
3	Bare chest	Bare chest	Bare chest	Wrestling	Bare chest	Uniform
4	Porsche	Wrestling	Wrestling	Pilot	Martial Arts	Firefighter
5	Wrestling	Suit	Military uniform	Uniform	Instruments	Police



Across the UK especially body traits like chest hair and beards are to be found solely among men. Also, topless photos are an especially male motive (what a surprise) across the British Isles. Whilst Porsches rank higher than wrestling in the UK, English men have suits and Scottish men have military uniforms in this spot.



In Wales, wrestling is ranked higher than other countries but chest hair and being bare chested is still high up in the table at 1 and 2. Yet, they are followed by pilots and uniforms.



In Northern Ireland, police pics (uniforms and cars) are popular at #1, followed by chest hair and bare chests. Martial arts rank as 4, followed by instruments.



In Ireland we have plenty of firefighter and police uniforms - everyday heroes looking for their counterparts online have unsurprisingly budged chest hair and being topless out of the top spots.

## Very manly: Top 5 motives per age group



	18-24	25-34	35-44	45-54	over 55
1	Rugby	Skateboarding	Trombone	Firefighter	Helicopter
2	Soccer	Rugby	Superhero costumes	Tuba	Pizza
3	Group photos	Kangaroos	Chest hair	Scooter	Porsche
4	Musician	Bungee Jumping	Paintball	Money	Beard
5	Nightclubs	Ice Hockey	French Bulldogs	Volkswagen	Seafood

What can we say about male online daters between 18 and 24 in the UK? Well, first and foremost they love their balls: soccer and rugby rank number one and two here. And of course the young lads team up for photos together. But keep in mind: it's about you on your online dating profile, not your friends. Photos from musicians and from parties at nightclubs are also popular. Men from 25 to 34 are into other sports, such as skateboarding and ice hockey. But they love extreme sports like bungee jumping - maybe on a trip to Australia, since kangaroos rank in the top 5 motives here as well?

Trombones rank on #1 for male online daters between 35 and 44, followed by... superhero costumes? Yes, Clark Kents and Tony Starks are among online daters too and most likely to be found in this age group. And it becomes even more manly here: finally - there is hair growing on the bare chest! Whereas it has been the younger online dating fellas showing off their chest, we finally see the fully developed, hairy male body. Next are paintball and Frenchies.

Older men between 45 and 54 are into tubas, scooters, money and Volkswagens - and of course they show their heroism as well - as firefighters.

The oldest age group is less laid back than expected: these men are up in the air and it is most likely to be in a helicopter or cruising the streets in a Porsche. Of course, men with beards are seen as well, and so are seafood and pizza - enjoy!





	18-24	25-34	35-44	45-54	over 55
1	Rugby	Volleyball	Superhero costumes	Firefighter	Porsche
2	Soccer	Kangaroo	Mouse	Scooter	Helicopter
3	Group photos	Skateboarding	Chest hair	Shepherd Dog	Seafood
4	Musician	Ice Hockey	Bulldogge	Mercedes	Ferrari
5	Disco	Bungee Jumping	French Bulldogs	Giraffe	Beard

Surprise, surprise - the young English love soccer, rugby, chilling with the lads and partying, whilst the 25 - 34's love kangaroos and extreme sports. Superheroes are to be found slightly older at 35 - 44, while men above 45 love to live it up with Mercedes, Porsches, helicopters and Ferraris.



	18-24	25-34	35-44	45-54	over 55
1	Soccer	Rafting	Art	Pilot	Motorcycle
2	Group Photos	Boxing	Wild Cats	Fitness	Luxury Vehicles
3	Musical Instruments	Reptiles	Meat dishes	Whales & Dolphins	Religious Symbols
4	Nightclub	Hockey	DJing	Goats	Luxury leisure
5	Tuxedo	Ice Hockey	Reading	Scuba Diving	Boat

Young Scottish lads are more into instruments than others, yet they enjoy soccer and partying just as much.

25 to 34 year olds love hockey and other sports such as rafting and boxing as well as cuddling their reptiles. But watch it, guys: not every woman is excited by snakes and lizards - even though turtles are kind of cute.

In the following age group we have art, wild cats, meat dishes, more nightlife and relaxing activities, such as reading. Men over 45 like flying, watersports, goats, whales and dolphins and keeping fit. The oldest group of male online daters love the luxury lifestyle - boats, yachts, cars, motorcycles. All the other finer things in life are especially popular with men over 55.



	18-24	25-34	35-44	45-54	over 55
1	Soccer	Rafting	Violins	Helicopter	Boat
2	Group Photos	Goats	Fast Food	Poodles	Religious Symbols
3	Rugby	Academic Dresses	Art	Beer	Luxury leisure
4	Disco	Reptiles	Ice Skating	Meat	Sunrise or sunset
5	Musician	Party	Rafting	Planes	Swimming

Welsh men love ball games as much as the English and Scottish. Goats, art and extreme sports appear among the top 5 through the different age groups. Whilst younger online daters show that they are undertaking more activities, older online daters appear to have more possessions.



	18-24	25-34	35-44	45-54	over 55
1	Soccer	Party	Military	Motocross	Motorcycle
2	Disco	BMW	Golf	Historical Monuments	Musical instruments
3	Musician	Martial Arts	Rock climbing	Golf	Flowers and Trees
4	Rugby	Bare chest	Athletics	Bike	Art
5	Group photos	Boxing	Gym	Religious symbols	Glasses

Northern Irish men are just as much into sports as others, yet the older online daters show more evidence of activity than having possessions. Whilst those above 45 from other nations enjoy driving cars, the Northern Irish love motorcycling, golfing and playing music.



	18-24	25-34	35-44	45-54	over 55
1	Rugby	Art	Construction worker	Firefighter	Luxury leisure
2	Soccer	Audi	Fast food	Lawns	Boat
3	Tuxedo	Uni graduation Gown	Paragliding	Wine	Snow
4	Group photos	Parasailing	Skydiving	Shiba Inu Dogs	Religious symbols
5	Night club	Skateboarding	Lightning	Hunting	Sunrise or sunset

It's no secret that men love sports. And they are not shy to share their passions on their dating profiles, but why all the game play? Anyway, rugby and soccer are especially popular among the youngest age group, followed by suits, group photos and night clubbing.

As the Irishman progresses in life, so does his online dating profile: art becomes popular from the age of 25 to 34, followed by Audis, graduation gowns and photos from graduation parties. Yet, paragliding and skateboarding are also in the top 5 here. Construction workers are # 1 among the online daters above the age of 35, followed by fast food and more extreme sports. Additionally, these men seem to be more electrifying - at least they are most likely to have lightning bolts on their pictures.

The older age group (45 - 54) is into the good life: social activities, being outside, drinking wine, surrounding themselves with lovable, fluffy dogs - let's hope they are not hunting them! You're doing it absolutely right lads (yet, weapons aren't that attractive).

The oldest group of Irish online daters is laid back and living it up: High quality leisure, such as yachts or premium model cars are as popular as enjoying the sunrise or sunset, followed by pictures with snow and cruising on boats.





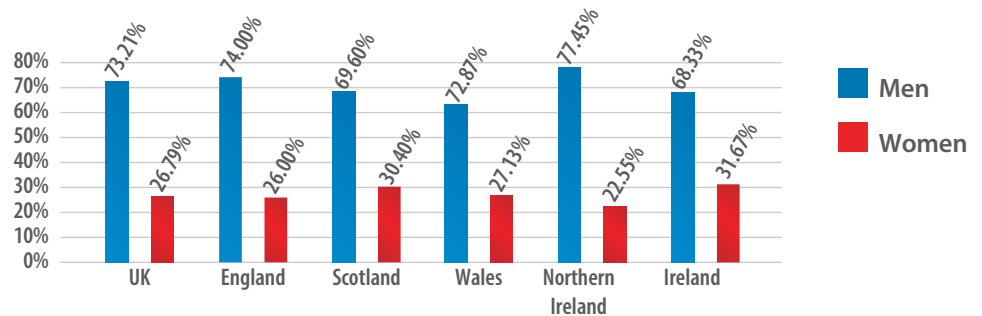
## Brave men?

What else can be said about the modern male online dater? The answer is quite simple: he hasn't changed much since the Stone Age, except for the tools he uses to prove his mettle. He wants to be displayed as a hero by showing his masculinity and courage.

### Extreme sports

Bungee jumping, skydiving or motocross riding - we've summed up all types of extreme sports and checked the male/female ratio. Most pictures, almost three quarters, come from men in the total chart.

Who's showing extreme sports?



Almost **three quarters** of pictures **showing extreme sports** are from **men**



In Great Britain, nearly three quarters of extreme sports pictures are from the men.



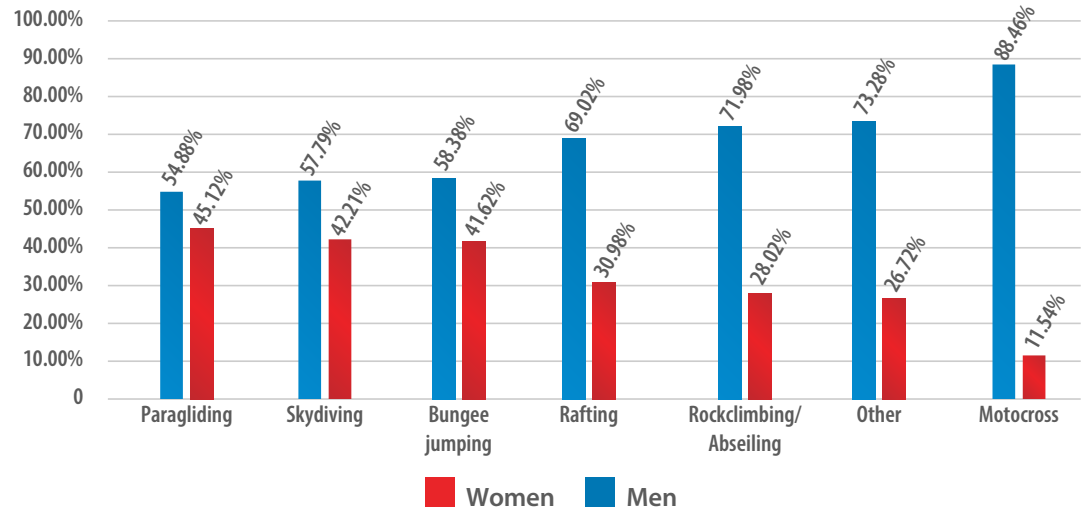
In Northern Ireland, we even have more than 77% of extreme sports pics from the male online daters.



The Irish women seem to be more daring and adventurous: here they take the highest share of all countries of the British Isles.

A more detailed look reveals that some types of extreme sports attract more women: bungee jumping, skydiving and paragliding are nearly uniformly distributed. These may be once-in-a-lifetime-adventures, which women want to experience and show proof in their profiles, so their share is higher here.

### Who's showing which type of extreme sports?



Motocross is especially popular among the men, whilst Paragliding is nearly as popular among women as well.

Bungee jumping, skydiving and paragliding have an almost even gender distribution across the UK and Ireland, whereas motocross seems to be the most male extreme sport of them all. However:



Within the UK, rock climbing belongs to the male-dominated extreme sports - yet, the highest female share is to be found in Scotland, where nearly a third of the rock climbers are women. Also in the UK, paragliding is almost equally enjoyed by both genders. It is only the Northern Irish girls who do not seem to enjoy paragliding as much as their male counterparts.



In Ireland, we can find a gender balanced ratio for paragliding pics - 49% women to 51% men. Additionally, we have a rather high share of rock climbing women, compared with the other countries of the British Isles. Nearly one third of rock climbing online daters here are female.



Scottish women seem to like wild water adventures. Out of all the countries, they have the highest share when it comes to rafting pictures (35,3%). Irish and Northern Irish women, on the other hand, like to stay dry.



Men are dominating the rock climbing photo motive in England. More than three quarters of these pictures are from lads.



Who would have thought - within the UK, Welsh women are the most likely to jump out of a plane with a parachute. 46% of all Welsh skydiving pics are from the ladies. (But the highest female share can be found in Ireland with exactly 50%).



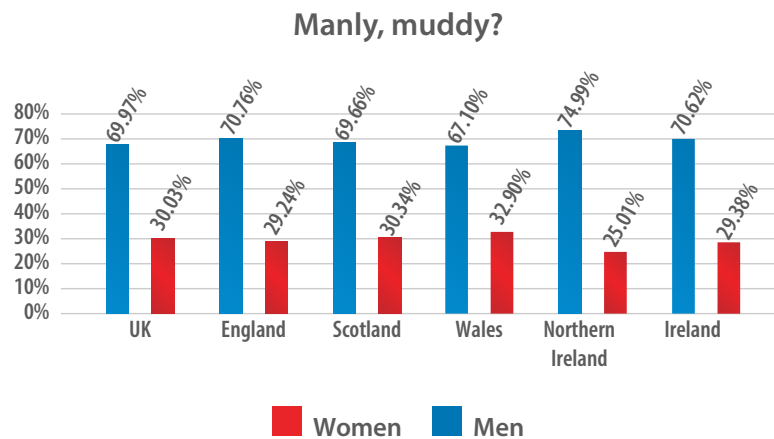
In Northern Ireland, women outnumber men with bungee jumping pics with 62% to 38%.

## Manly, muddy?



Men love mud - more than **three quarters** of pictures displaying **muddy bodies and faces** are from **male** online daters

Well, here we go: men and mud - some men love to unleash their inner dog and become as dirty as possible, and we see why this can be really fun. It also reveals quite a lot about his personality; he loves adventures, doesn't take himself too seriously and definitely seeks a woman who does not need to check her face in a mirror every other minute. He's the type of guy to start food fights and accept every single silly bet that is offered to him. His energy is endless - just to let you know what you are getting yourself into. For some, that may be too much. For others, he's a rare gem that should be embraced. And, before we forget, a quarter of all mud loving people are female. These girls are just as much fun but may request a hot shower sooner rather than later.



The most male mud lovers are to be found in Northern Ireland, whilst the most female mud lovers are from Wales - about 33% of muddy pictures are uploaded by women here, yet the distribution does not vary too much - men are the greater litter louts in the UK.



In Ireland, the trend is the same as it is across the UK with 71% male mud lovers as opposed to 29% female.

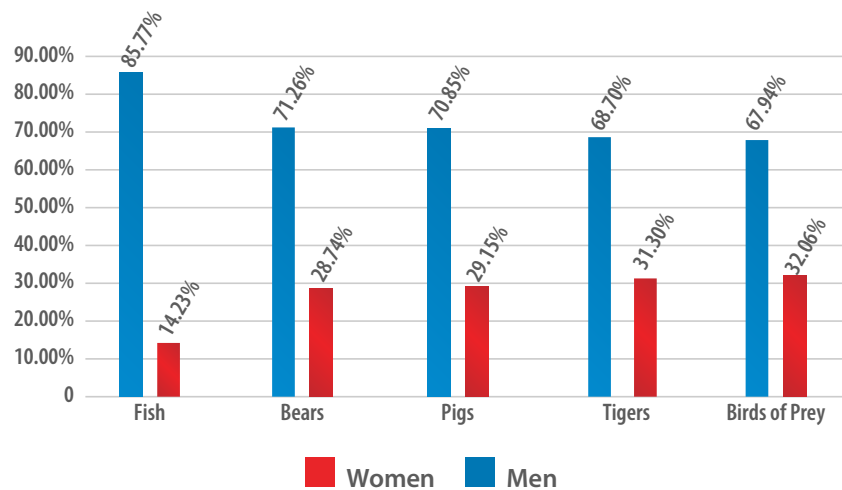


## Wild animals

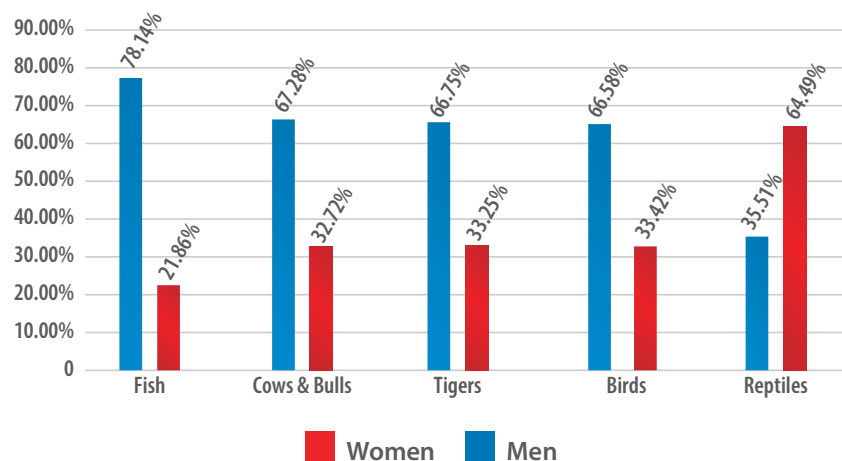
Men prefer posing with **wild animals**, especially wild cats, birds and fish

Who doesn't love wild animals? Does it mostly take a man to tame them? Many online daters love to travel or visit zoos and take pictures with their creature encounters. Let's find out who does it most.

Who meets with wild animals in the UK?



Who meets with wild animals in Ireland?





First thing to notice is that: Irish and British lads prefer different kinds of wild (or partially domesticated) animals on their profiles. Cows and bulls have a high ranking in Ireland whereas the Brits must live dangerous lives with all these bears?

Furthermore, British men love fishing – only 15% of fish(ing) pictures were uploaded by women here. Also popular are... well, pigs but since men love mud, that's not a surprise.

Irish men have a fondness for fishing too – nearly 80% of all photos with fish are uploaded by men. Tigers, birds and reptiles are also to be spotted on Irish male online dating profiles in about two thirds of the cases.

If we look at the pics in the UK in further detail, we can also tell you about these facts:



In England, pictures with pigs have a 68% male share. The same gender ratio applies to pictures with all different kinds of wild cats.



The top 5 animal pics from Northern Irish men are wild and untamed... ducks, pigs, wild cats and llamas - these four are only found next to men. Fishing on rank 5 has attracted a few woman at last, still 96% of fishing pics are from men, again.



In the Scottish top 5 list of male animal friends we found fish (again), followed by monkeys and apes. Cows, bulls, tigers and reptiles have gained the interest of some women here - just about two-thirds of these pictures are from male online daters.

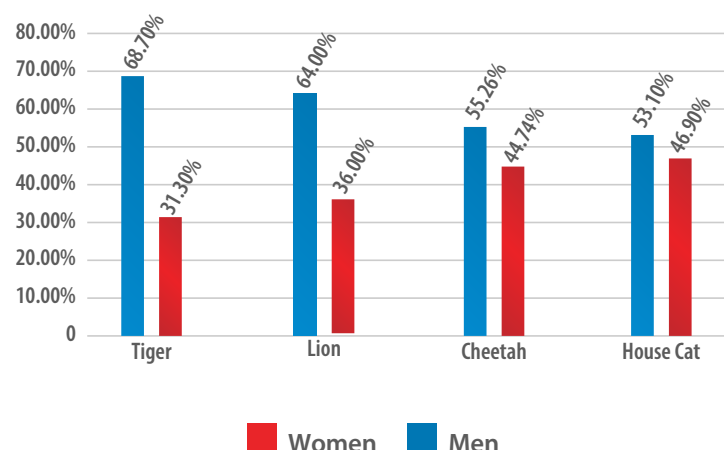


Welsh men proudly present their catches as well as other British anglers - fish are the #1 wild species on Welsh men's profiles. And even though bull riding is hardly to be seen, the Welsh men seem to have a passion for cows and bulls (sometimes even giving them a peck). On spots 3 to 5 we found monkeys, tigers and... turtles?

All in all, women are less likely to present themselves with wild animals, but it can't be said that this is a completely manly habit. It just happens to be done more by men.

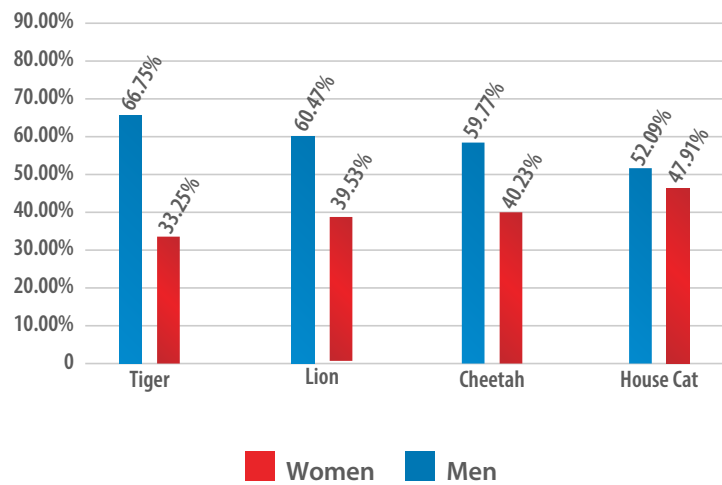
Naturally we, at DatingScout, love cats so we decided to take a deeper look into these *purrrcentage*s:

#### UK: Wild cats or house cats?



Men prefer wild cats  
over tamed housecats.

### Ireland: Wild cats or house cats?



Lions and tigers and big cats, oh my!

It seems that both of our male and female online daters have a certain *feline* for larger and small cats as well.

The male online daters seem to love their pussy cats - no matter if it is domesticated or not. They outnumber the women in nearly every country of the British Isles.



In Scotland the distribution is nearly the same, except for the fact that more women pose next to lions than men - 61% of the pictures with the African big cats go to the fierce female online daters here.



Scottish women have a fondness for lions as Welsh women have for cheetahs. 55% of pictures with the world's fastest animal are uploaded by women here.



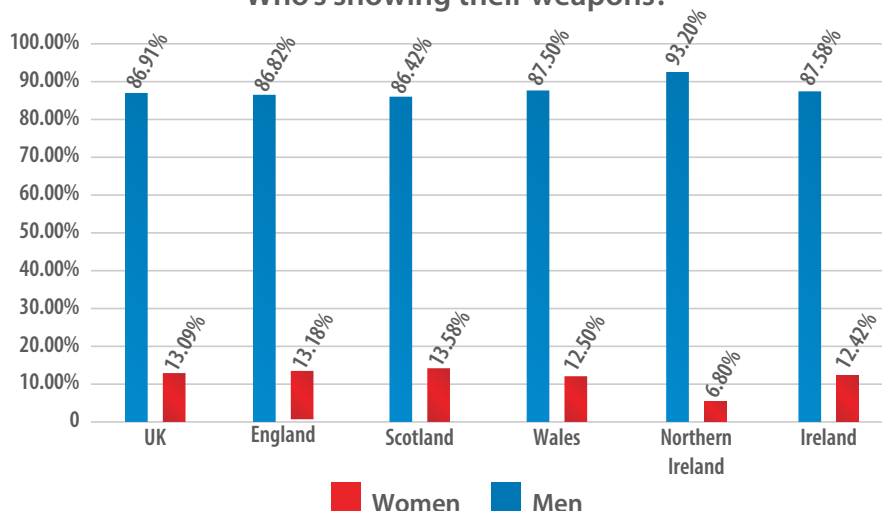
Sign up now and get

your tickets for the gun show

'Bang, bang, my baby shot me down' was once a hit, but usually women aren't that attracted to men with weapons. But yet, we have come to see that the men here not only show their bare arms, but also bear arms!

Indeed, a maximum of 14% of weapon pictures are from women across the British Isles. The whooping rest (in terms of parading a piece on their profile) goes to their male counterparts... So, why is this the case?

Who's showing their weapons?



More than 80% of pictures with **weapons** are to be seen by the **male online daters**

Men will always be men: Fighting for a cause and showing strength through the wielding of a weapon. Perhaps, it is a simple aspect of biology from the time of Stone Age when men had to be masculine and the protector, or simply they like to show off that they can handle dangerous arms - the data has not yet led us to a clear answer.



The highest male share and the lowest female share is to be found in Northern Ireland, whilst all other countries approximately have the same ratio of about 13% of weapon pictures going to the females.



The Irish females are rather pacifistic, as in the other countries of the British Isles - they hold about 12% of the share.



Northern Ireland is an outsider here though with only about 7% of weapon photos going to the apparently very pacifistic female online daters.



## "I can be your hero, baby"

Women love to be charmed and are in constant need to be rescued, according to the standard superhero tale, which is "bad villain captures princess, superhero flies, runs or jumps to the rescue". But, dear men, if women loved their supernatural rescuers so much, why is it that superhero comic books are a rather male thing? Whilst we are not against the great pop culture domain of comic books, we must say something about male online daters dressing up as superheroes. Yes, there is a market share for almost everything but please consider that you might just look plain silly with hulk hands or wearing a superman cape. Still, we're also talking about a 9-19% percent superheroine share here. Yet it is doubtful that any man would complain about meeting Catwoman or Lara Croft.



Across the UK we have a rather high share of females with superhero costumes with a maximum of about one fifth in England.



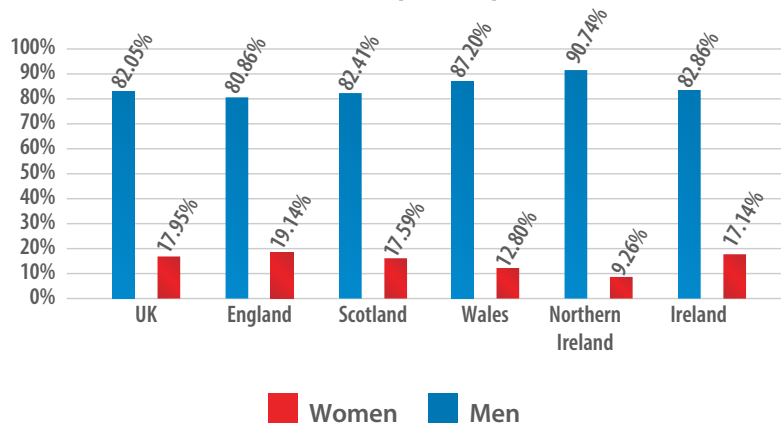
The lowest share of heroines is to be found in Northern Ireland - which makes the females here rather lucky to find their heroic counterparts.



In Ireland we have 17% of Wonder Women and 83% of Clark Kents, Bruce Waynes and Peter Parkers looking for their to-be-rescued counterparts.

More than 80%  
of superheroes  
are male

Who dresses up as superhero(ine)?



## Finally: Who loves fishing?

If he doesn't shoot or dress up silly, he might just be a man who loves nature and shows his skills as a provider: A fisherman with his rod and proudest catch. With more than 80% in every country, there are definitely more men going fishing than women.

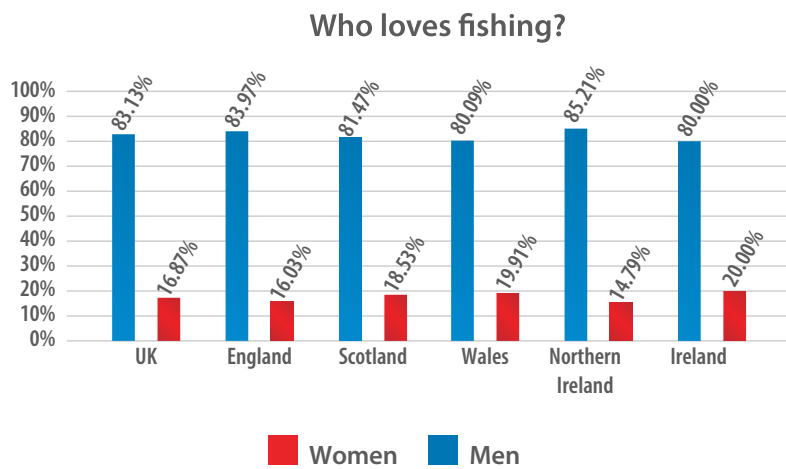


Most British fisherwomen are Welsh, whilst the Northern Irish women are the least enthusiastic.



Ireland has the most fisherwomen - one fifth of online daters proudly holding up their catch of the day are women.

More than 80%  
of all fisherpeople  
in our data are male





**“Where’s my prince charming?”**

**How female online daters**

**present themselves**

### The average British and Irish female online dater

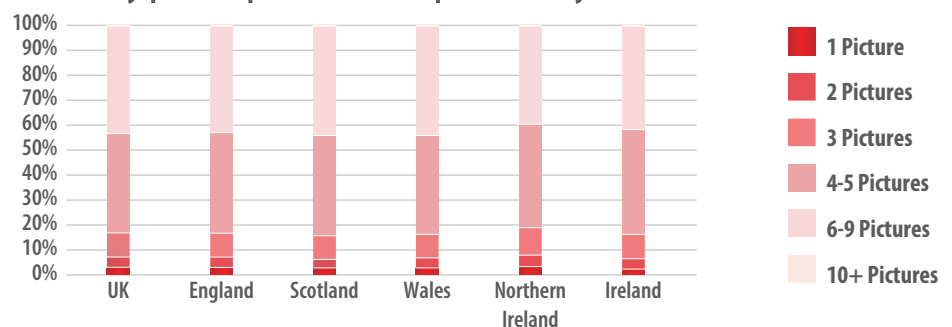
How do women like to present themselves online? Evolutionary scientists have found that physical traits do indeed matter: Women who are looking feminine and healthy are preferred by men, though looks are of course influenced by individual taste.

We took a detailed look at the women in our study:

Most women love to offer a broad view of themselves with 4 to 5 or 6 to 9 profile pictures. The average number of pictures in the UK is 4.8 and in Ireland 4.4.

Only very few women decide to show less. While three pictures, if they aren’t all selfies from the same angle, can still provide good insights, two or just one image are probably not enough here. Yet, having more than ten pictures is not recommended either - you should keep some surprises until you guys meet.

#### How many profile pictures are uploaded by women?



Most **women** in the UK and Ireland are using **4 to 5 pictures** in their dating profiles.



The ratios in the UK are rather balanced: Most women upload a good 4-9 profile pictures without any major exceptions. Only the Scottish women are slightly more likely to overdo their profiles with 10+ pictures. Just keep in mind: Less can be more sometimes.



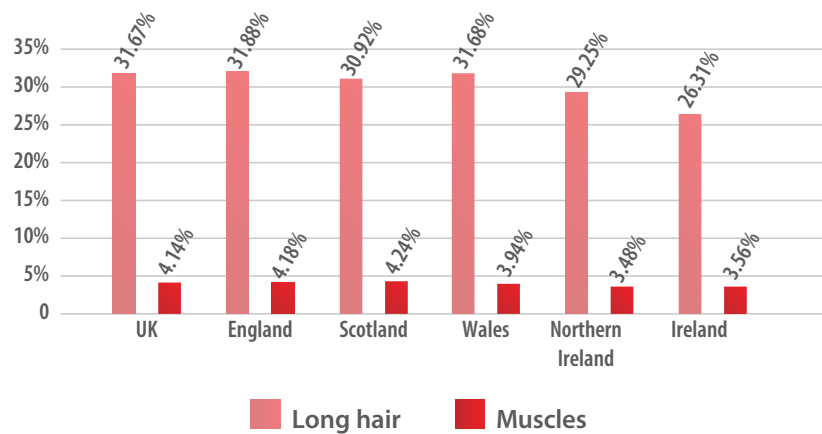
The Irish women are in the standard range as well with uploading a good amount of 4-5 or 6-9 profile pictures in most cases.



## Appearance

What is most characteristic for female online daters in the UK and Ireland? If we take all the pictures of women and check them for the most frequent traits, long hair comes in first - not a complete surprise to us. Muscles aren't as popular among women as by men, but that's okay - if men are bulky and brawny, this gives women the opportunity to show their graceful side.

Female features: Long hair and muscles



Long hair is a typical female trait in pictures



British girls love to show off their long manes - Nearly on one third of all female pictures we can find long hair. The other pictures might hide the length with a ponytail or bun - or might be rocked by a woman with a flawless short hair cut. We see muscles in about 4% of all pictures uploaded by females, with the lowest share to be found in Northern Ireland.



Long hair and muscles are less popular among Irish women. Long hairstyles just take slightly more than one-fourth here and muscles are less to be seen at below 4%.

Female features: Smiles and Glasses



Sunglasses and spectacles are to be found on 12-15% of all female pictures, while **smiles** are detected on **every tenth** picture.



What's more likely? A smile or glasses? Sadly, in all cases it is more likely to spot glasses or sunglasses among the female online daters than them cracking a smile - even though the percentages do not differ too much, it is still a hint for the males to put effort into raising a smile on the women's faces.

Even though the percentages do not differ too widely, the most women smile in Wales with 11.35% and the least in Northern Ireland. English women are more likely to be spotted wearing glasses and sunglasses, unlike the Northern Irish.



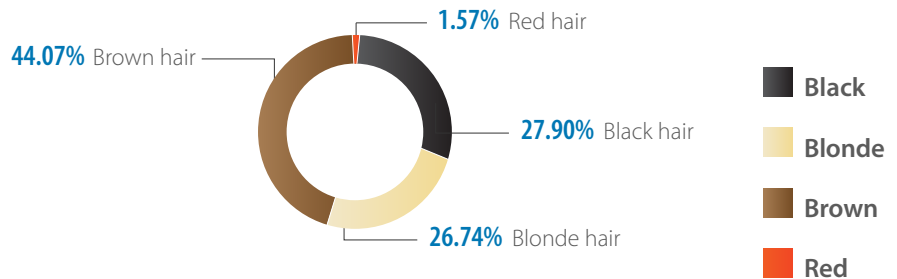
Well, it'd be nice to say that the Irish women smile more often, but actually it is just as likely for them to wear glasses.

## Female hair colours

Most female online daters of the UK have **brown hair**



### UK female hair colours

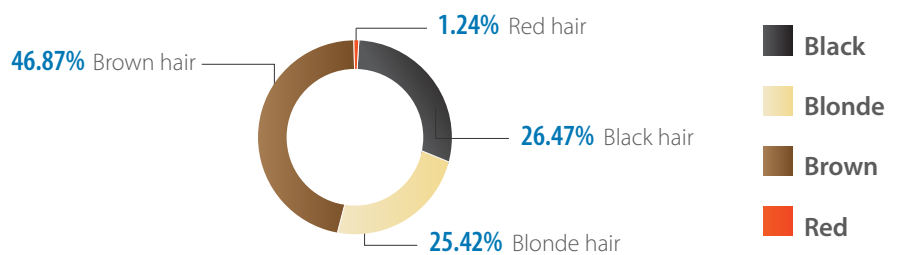


The most detected hair colour is clearly brown here. With a whopping 44%, most of the female online daters from the UK are brunette, followed by black hair at 28% and blonde hair at about 26%.

Contrary to what many believe and the fact that Scotland has indeed the highest international share of redheads (13%), it is not as frequently seen on Scottish women as you might have assumed.

No big surprises here: brown hair (47%) is just as predominant as in the UK, followed by black hair (26%) and blonde hair (25%) and red hair is only spotted in 1.24% of all cases.

### Ireland female hair colours



Most female **Irish** online daters have **brown hair**

## Very feminine: Top 5 motives per age group



	18-24	25-34	35-44	45-54	over 55
1	Cheerleader	Kangaroos	Bus	Coffee	Sportswear
2	Day dress	Snow Angels	French Bulldogs	Collies	Horses
3	Purple or pink	Day dress	Cocktails	Cocktails	At home
4	Lingerie	Bungee Jumping	Sharks	Freckles	Swimming
5	Little black dress	Blue	Cello	Soft Drinks	Blonde hair

So, how do women of various ages present themselves online in the UK?

We have found some typical as well as some rather surprising motives in this ranking. Looking at the top 10 motives in the youngest age group, we see a lot of motives that are thought of as very girly: cheerleading and effeminate colours such as purple or pink.

Women between 25 and 34 seem to love travelling and going on adventures: That's why kangaroos and bungee jumping might rank so high here.

Middle-aged women enjoy their lives with cocktails and dangerous sharks, whereas women between 45 and 54 prefer coffee and soft drinks - but also a little cocktail here and there.

The oldest age group of British female online daters shows us that age is nothing but a number: They enjoy being sporty and love a swim as well as horses.



	18-24	25-34	35-44	45-54	over 55
1	Cocktail Dresses	Day Dresses	Cocktails	Coffee	Sportswear
2	Day Dress	Kangaroos	Yoga	Collie dogs	Bars and restaurants
3	Lingerie	Bungee Jumping	Orange	Soft Drinks	Living room
4	Academic robes	Rain	Bus	Freckles	Muscles
5	Sportswear	Elephants	French Bulldogs	Maltese Dogs	Sunrise and sunset

The English list resembles the one of the UK in general: in the youngest age group we have a lot of dresses, seductive lingerie, graduation pictures, as well as sportswear. Women between 25 and 34 love travelling and extreme sports, but sadly stand in the rain sometimes, waiting for their knight in shining armour to shelter them with an umbrella.

Middle-aged women enjoy their lives with cocktails and are accompanied by French Bulldogs rather often. Women between 45 and 54 have a passion for dogs as much as for coffee. And as seen in the UK in general: age is nothing but a number and the ladies above 55 years of age are just as outgoing and sporty as the younger ladies - except for the pictures taken in the living room.



	18-24	25-34	35-44	45-54	over 55
1	Cocktail Dresses	Academic robes	Freckles	Crossbreed Dogs	Living room
2	Little Black Dress	Reptiles	Golfing	Gym	Fitness
3	Lingerie	Sheep	Healthy Food	Freckles	Art
4	Academic robes	Shopping	Planes	Alcohol	Legs
5	Volleyball	Paragliding	Horse riding	Tattoos	Group pictures

No big surprises in Scotland in the youngest age group: We have sexy dresses, lingerie, graduation pictures and sports. Graduation pictures are to be found in the next age group as well, but: reptiles? Seems like Scottish girls have a liking for exotic creatures - as well as fluffy ones: sheep rank #3 here.

Other than that, Scottish girls between 25-34 are rather normal: shopping and paragliding rank 4 and 5 here.

The age group between 35-44 love sports, such as golfing and horse riding and.. planes? Yes, planes. Maybe they are attracted to pilots and that might be their subtle way of showing it, or they have their own flying licence? Healthy food however ranks three here.

In the age group between 45 and 54 the top 5 list seems rather confusing, but it is true: dogs, fitness, alcohol and tattoos are predominant motives here. The oldest age group is not that uninhibited and enjoys being on their couch, doing some exercises, enjoy art and hang out with friends and family - but, they still don't miss the opportunity to show their legs in stockings, tights or leggings (or mini skirts).





	18-24	25-34	35-44	45-54	over 55
1	Cocktail Dresses	Elephants	Freckles	Crossbreed Dogs	Flowers and trees
2	Lingerie	Fast food	Retriever Dogs	Tongue	Travelling
3	Wedding Pics	Cocktail Dresses	Martial Arts	Biking	Muscles
4	Academic Dresses	Family Pics	Snowboarding	Alcohol	Fitness
5	Legs	Rockclimbing	Skiing	Children	Group pictures

The Welsh women in the youngest age groups love dressing up - literally spoken. Dresses of any kind are predominant in the age group between 18 and 24.

As in the other countries of the UK, women between 25 and 34 have a liking for exotic animals, but also for fast food. Sports like rock climbing are popular, so is spending quality time with the family.

Women between 35 and 44 have a passion for Retrievers and snow - snowboarding and skiing are rather popular among this age group. Another surprise are martial arts - middle-aged Welsh women seem to be rather tough.

Women between 45 and 54 love dogs, are cheeky, like drinking alcohol and spending time with their offspring, while women over 55 enjoy nature, sports and spending time with their friends.



	18-24	25-34	35-44	45-54	over 55
1	Lingerie	Deserts	Tattoos	Festivals	Horses
2	Cocktail Dresses	Gym	Skiing	Athletics	Underwater
3	Wedding Pics	Watersports	Cooking	Crossbreed Dogs	Living room
4	Sportswear	Historical monuments	Snow	Hiking	Swimming
5	Concerts	Kayaking	Cats	Academic dress	Legs

The Northern Irish list doesn't vary too much from the others in the youngest age group, except for the fact that the girls between 18 and 24 love concerts.

The women of the next age group between 25 and 34 love travelling as well as working out, watersports and historical monuments.

The next age group seems to be somewhat more into cold weather, since skiing and snow belong to the top motives here, along with tattoos, cooking and cats.

Female online daters between 45 and 54 accompany their offsprings to their graduation parties, enjoy hiking, festivals and athletic sports.

The oldest age group enjoys being surrounded by horses, swimming and diving as well as showing off their legs or chilling on the couch at home.



	18-24	25-34	35-44	45-54	over 55
1	Cocktail Dresses	Family Pics	Yoga	Academic robes	Flowers and trees
2	Lingerie	Skydiving	Scuba Diving	Crossbreeds dogs	Travelling
3	Sportswear	Desert	Retriever Dogs	Luxury leisure	Glasses
4	Long Hair	Shopping	Biking	Horse riding	Legs
5	Wedding Pics	Hats	Freckles	Athletics	Group photos

What about Irish female online daters? We took an in-depth look at all motives that are predominant in certain age groups:

In the youngest age group we have a lot of seductive clothing: cocktail dresses, lingerie and the Little Black Dress are very popular among this age group. Surprisingly, chilling out in the living room as well - but we all know that phase of life when the couch is more inviting than the "evil world" outside. Family pics are to be found in this age group more frequently, as well as sticking out the tongue cheekily.

Female online daters between 25 and 34 love travelling and adventurous activities like skydiving. Additionally, they are more interested in shopping, partying and going to concerts.

Women between 35 and 44 have a rather surprising top list, since they live it up as much as they take it easy: Yoga and scuba diving, rock climbing and laying in bed.

In the age group between 45 and 54 women enjoy the luxury life and attend the graduation parties of their sprogs. The oldest women have a sense for the beauty of nature: they love flowers, but they appreciate family and friends just as much and love to be sporty and travel the globe. But - this is rather unsurprising: specs are spotted more often in this age group as well.

## Tiaras, dresses and horses?

What else is really very feminine? We took a brief view at traits that are often seen in women's pictures but rarely or never in men's.

### Here's our top 5:

						
1	Miniskirt	Miniskirt	Cocktail Dress	Cocktail Dress	Long hair	Fringe haircuts
2	Cocktail Dress	Cocktail Dress	Fringe haircuts	Fringe haircuts	Dress	Cocktail Dress
3	Bikini	Fringe haircuts	Lingerie	Red hair	Pink	Lingerie
4	Fringe haircuts	Red hair	Red hair	Lingerie	Gown	Little Black Dress
5	Red hair	Lingerie	Little Black Dress	Little Black Dress	Fashion accessories	Red hair

In some way it is pretty obvious that we're finding many especially "girly" things here with this way of sorting our data. These are all things that are, almost, never seen in men's profile pictures. (Though we've spotted some funny guys in tight dresses with feather boas...).



Unsurprisingly miniskirts rank the highest, followed by cocktail dresses and bikinis. But then again it would be somewhat strange spotting men in these typically female clothing items, wouldn't it? Having a fringe haircut is an especially popular hairstyle and so is red hair (no matter if dyed or natural) which is spotted more often on female heads.



English women pose with miniskirts and cocktail dresses as well, yet some pictures also show the ladies in playful lace lingerie. What might be the intention here? We can only guess - later on we will take an in-depth look into subtle messages as these.



Northern Irish girls love their long manes, dresses, pink motives and backgrounds, long gowns and fashion accessories like hats, jewellery and scarves. The Northern Irish girls seem rather stylish and their top 5 list contains rather diverse fashion items.



Scottish and Welsh girls love their fringes, red hair and cocktail dresses as well, but we have also spotted, in many cases, the classy Little Black Dress.



The top 5 list for Irish women does not differ from the others, except for the order. Fringe haircuts rank the highest here, followed by cocktail dresses, lingerie, the Little Black Dress and red hair.

### Shared traits between men and women

Just in case you were wondering, we took a glance at all traits and found those with an equal share between men and women (with a maximum of 1% difference) and here's the surprising top list:

						
1	Arches	Squirrels	Beaches	Acrobatics	Academic dresses	Picnics
2	Bazaars	Courtyards	Forests	Beds	Skylines	Halloween themed pics
3	Trampolines	Samba Dancing	Festivals	Cavalier King Charles Spaniel	Elephants	Cats
4	Chains	Hippopotamus	Havanese dog	Giraffes	Jumping	Parachuting
5	Koalas	Kangaroo	Snowman	Liqueur	Shores	Bathtubs



There are indeed many other motives where the male/female share is almost as balanced - but these were the ones that were most even. Quite a funny and unexpected selection, isn't it? Samba dancing and bathtubs are without a doubt our favourites from these lists.

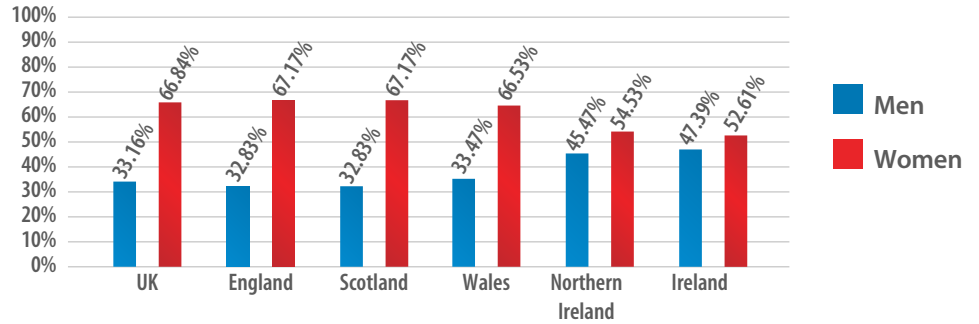




There might be a good chance to meet a real **Prince Charming** - or at least a **skilled cowboy**.

## Horses - Cowgirls or Prince Charming riding along?

### Who loves horses?



The UK has the most unbalanced ratio: one third of pictures show Prince Charming, two thirds a Princess with her steed.



In Ireland the distribution is nearly uniform and we see nearly as many men on horses as women.









In Northern Ireland we, also, have a pretty balanced picture with 45% going to men and 55% to women dating online - so lucky princesses can go enjoy a long hack with their mounted men.

## More girly stuff



Sunglasses are very popular among women

### Top 5 clothing items

						
1	(Sun)glasses	(Sun)glasses	(Sun)glasses	(Sun)glasses	Dresses	Dresses
2	Leggings	Leggings	Leggings	Leggings	(Sun)glasses	(Sun)glasses
3	Dresses	Dresses	Dresses	Dresses	Leggings	Leggings
4	Jewellery	Jewellery	Jewellery	Jewellery	Jewellery	Jewellery
5	Hats	Hats	Hats	Hats	Hats	Hats



We took an in-depth look at the clothing items that are worn most often by female online daters and in fact, the list is quite girly anymore in Britain: glasses are number 1, followed by leggings and dresses - no matter if long or short. Jewellery is in fourth place and then hats. This list sounds like British women enjoy casual and stylish clothing. Pretty normal, but the right execution is key.



Dresses actually rank one here, followed by sunglasses. They look really cool but they also hide the eyes - which is a disadvantage in online dating. Still, many women wear them and sometimes even in all their pictures. The rest of the list is almost the same as in Britain. Girls will be girls.

Blue is the **most detected** colour on women's pictures

### Top 5 colours in women's pictures

						
1	Blue	Blue	Blue	Blue	Blue	Blue
2	Black	Black	Black	Black	Pink	Black
3	White	White	Pink	White	Red	Pink
4	Pink	Pink	Red	Pink	Black	Red
5	Red	Red	White	Red	White	White

Not so girly here: blue comes in first as the most detected colour. Pictures with blue waters or sky have been counted here, when blue was the dominant colour in the picture. Blue dresses and gowns are also on the rise.

Black and white comes from monochrome photography or night pictures. But we also have some "feminine" colours - red and pink. A little bit of princess flair is essential, we guess.



## Women and sports

We've already seen that the British and Irish love sports. So we checked what the most popular ones are:

### Top 5 most popular sports among female British and Irish online daters

**Fitness** is the most detected sport in women's profiles

						
1	Fitness	Fitness	Fitness	Fitness	Fitness	Fitness
2	Extreme sports	Extreme sports	Extreme sports	Extreme sports	Team sports	Extreme sports
3	Team sports	Team sports	Team sports	Team sports	Extreme sports	Team sports
4	Boating	Boating	Dance	Boating	Dance	Dance
5	Dance	Dance	Hiking	Dance	Football	Boating



Women from the UK in general, but especially the ones from England and Wales, seem to be brave and tough: They love risky sports as well as athletics and water sports. Dancing comes last in our top 5, but we will look at this in more detail later.



The Irish women are basically into the same sports, but in a different order of popularity. Tough women for the win!



Scottish women are more into their hiking than their English cousins: likely because of their munros and great hiking routes through Edinburgh.









It is a similar story for the women of Northern Ireland but they seem to be more interested in football than the other ladies.



**Pilates, Yoga and Dancing** are sports with many women and not many men

That's a pretty cool list, but we have also looked at sports that are especially performed by women and seldom or not at all by men. Here are our top 3:

						
1	Pilates	Pilates	Yoga	Pilates	Bungee Jumping	Pilates
2	Yoga	Yoga	Dancing	Yoga	Dancing	Yoga
3	Dancing	Dancing	Ice Skating	Dancing	Yoga	Dancing



Pilates, Yoga and Dancing are sports especially performed by women. But then again: men aren't really into flexing their bodies or known to be very loose jointed.



The same ratings are for Ireland: the Irish women have good sense of rhythm and love to flex and stretch.



Northern Ireland is the only outsider here, where bungee jumping is especially popular amongst women.



We also found Yoga and dancing here, but ice skating ranks on #3, surprisingly.



## How do British and Irish present themselves - regardless of the gender?

We've analysed **nearly 700,000 pictures from Ireland and 3.8 million from the UK** and more than **22 million** in total

### A general view on British and Irish online daters

As we've clearly seen, there are many differences in the way men and women handle their online dating profiles. But they also have a lot in common - such will be revealed in the following chapter when we look at favourite spots and backgrounds, friends and other subjects in pictures.

Generally speaking, the online dater's picture of themselves should be sharp and clearly in focus, but showing or surrounding themselves with cherished items or people. This adds to the overall picture, allowing profile visitors to understand better their personality type.

However; only 66.7% of all pictures in Ireland and 74.1% in the UK clearly show a person.

Overall, the profile picture is key in online dating because from that and other images, we can surmise, whether the person they belong to is the right match for us; not just from their looks, but from what their images represent.

Travel pictures are always a good idea to show wanderlust or open-mindedness. Beach, mountains, famous landscapes or tropical surroundings - show the interesting places that you have been to.

Or you can show your social life, with friends or at parties - but make sure that you are not the only one who finds these snapshots hilarious and that they represent you well. There are many other things we've detected as add-ons in the pictures - pets, family, food and so on. All these give clues and hints about the person behind the picture, so let's take a closer look in the upcoming chapters...



# Most popular motives

Backgrounds matter! Online daters should definitely present themselves outside their homes and living rooms - a nice surrounding is always a good chance for a lovely picture. This counts for Instagram as well as for dating profiles. Natural light is better than pictures that have been taken inside, it's more charming to the complexion and it also shows that a person likes being outside.

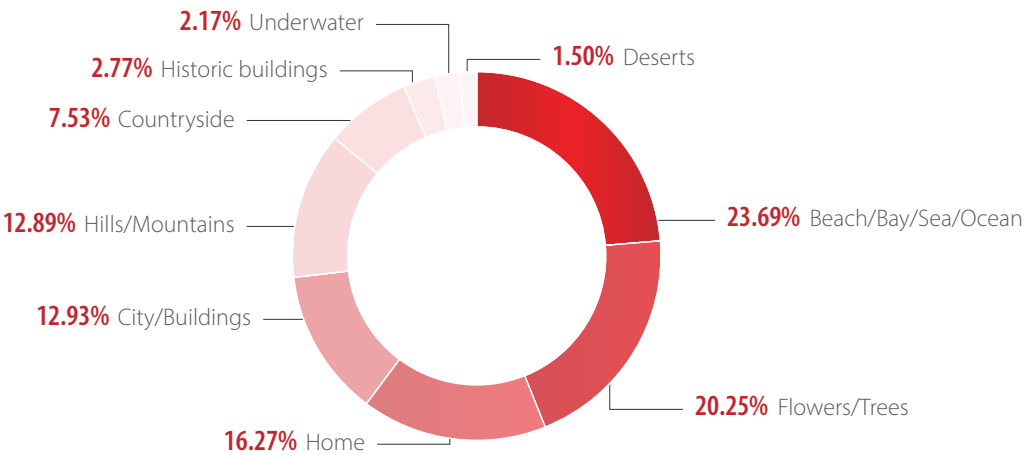
## City, countryside or beach?



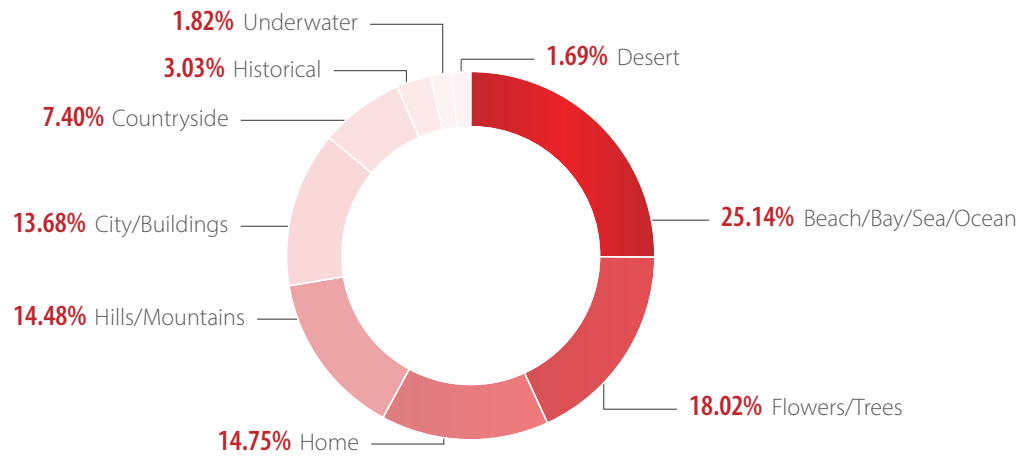
So, what do the British and Irish people choose to surround themselves with? Ranked first in both cases we have beaches and bays. But it is no surprise, that we like to present ourselves when we are at our most relaxed and happy, chilling on dreamy beaches with cocktails or enjoying the sun. Next in line are pictures with flowers and trees in the background. Ranked third are pictures taken at home, but if you decide to take your photo at home, please check whether the room is messy and if so - clean it! There is nothing more embarrassing or unattractive than an untidy room or toothpaste dots on the mirror when taking a selfie in the bathroom. Urban surroundings are rank four before mountains and hills, the countryside as well as historical monuments and buildings. Underwater and desert pictures - two extremes, are the least favoured with very low percentages.

Most British and Irish  
online daters prefer  
beaches and bays as  
backgrounds

UK: The most popular scenery



### Ireland: The most popular scenery



Pictures of beaches and bays are also predominant in England with the distribution being nearly equal.



Northern Ireland has the highest share of pictures taken at home, while the order of the surroundings is still the same.



The order is slightly swapped in Scotland, since hills and mountains rank before pictures taken at home.



Nothing special here, it's the same order as usual; 25% of pictures are of dreamy beaches, 20% are flowers and trees, 15% are at home with 13% with hills and mountains, and so on.



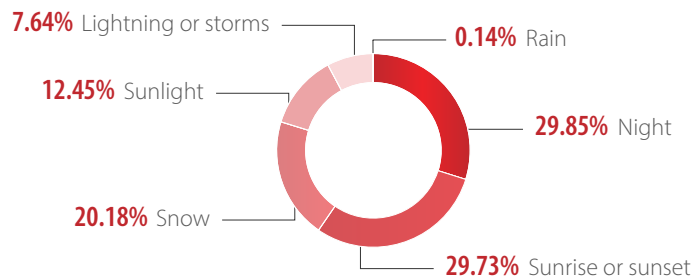
## Snow, sun or rain?

Pictures where weather conditions are clearly visible are rarer than people might think. The ubiquitous selfie, where the person is the main focus, with the minimum amount of background was not given any weather tag. So, only about a tenth of all pictures feature some visible climate. In the UK, pictures taken at night are very popular. Seems like the British are real night owls that stagger through the night hitting one pub after the other. Almost as popular, with a difference of less than 1%, is romantic sunrises and sunsets followed by pictures with snow. Natural sunlight is ranked fourth and was detected on more than 10% of pictures. Lightning and storms, as well as rain, are less likely to be seen - but then again online daters should present themselves as 'always looking on the bright side of life', as suggested by Monty Python.



Sunsets are romantic, but not really suitable for pictures.

### UK: What's the best weather?



English online daters, also, love sunsets and sunrises and are just as active at night-time as UK citizens in general, as shown in the chart above. Snow, sunlight, lightning and storms complete the picture. Yet, it rains a little more in England than in other UK countries.



Northern Irish online daters are night owls as well. Who wouldn't want a fun date over a few beers? Yet, sadly, the Northern Irish pictures are more likely to show rain on their profiles.

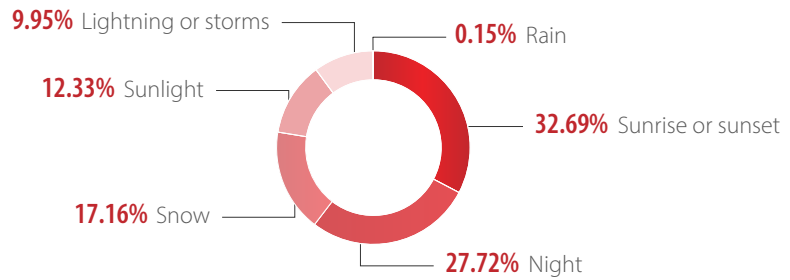


The Scottish prefer to present (their) sunny side, so sunrises and sunsets are ranked first. Rain is least likely to be seen in Scottish pictures.



Welsh online daters are also romantic and surround themselves with sunrises and sunsets, followed typically by party photos taken at night. Additionally, the Welsh are most likely to have pictures with snow as shown in over 20% of photos.

## Ireland: What's the best weather?



A third of Irish photos show romantic sunrises and sunsets, whilst pictures taken at night, at around 28% of the total share are, also, rather popular and take about 28% of the share. Snow is ranked third followed by pictures that simply depict sunshine. Lightning and storms appear on 10% of pictures.

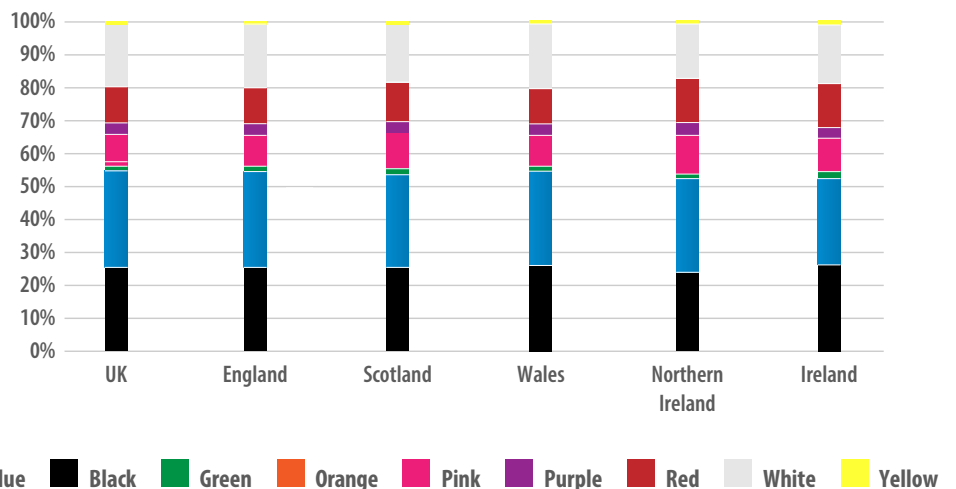
## Colours



I'm blue, da ba dee...: more than a third of all pictures have a dominant blue feature in them. These include; blue skies, oceans, blue clothing and filters that add a strong blue tint to pictures. All these in total outnumber monochrome photographs, which are also quite popular as explained by black and white being ranked as second and third.

The most attractive colour, according to scientists, is red. Pink, on the other hand, is mostly associated with women - and indeed, the majority of all "pink" photos are from female profiles. Very rarely seen as dominant colours in a picture are purple, green and yellow.

## The most popular colours



Filters with blue tint, oceans and blue clothing all sum up to a huge share of blue pictures here.

## What else is on these pictures?



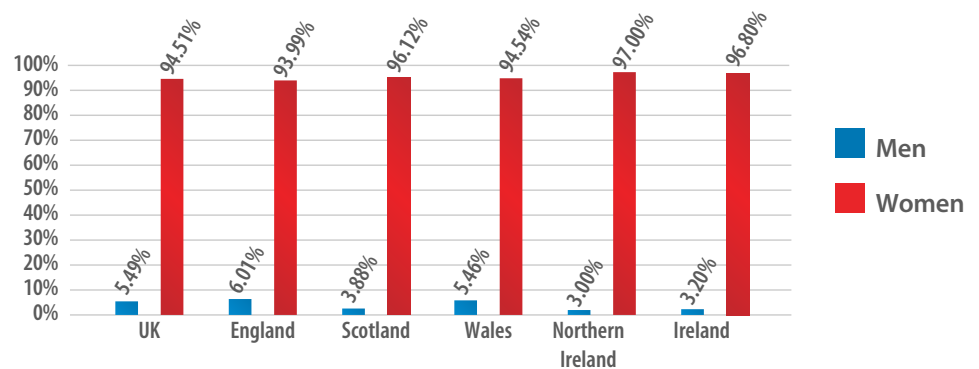
It's not only the backgrounds that we've analysed. A huge number of pictures also feature other things or people rather than just the face. These include: friends, children, animals, objects like cars or musical instruments along with food and drink. Let's take a look at these in turn.



## First of all, let's talk about bodies!

Swimwear and lingerie are most popular among women, whereas **chest**s, hairy or not, are almost solely a men's thing.

Who loves to show off their bodies in underwear?



It's not a rarity to come across people barely dressed when browsing through profiles on regular dating platforms. Men and women equally show-off their bodies, either at the gym or at the beach and some selfies show attire of just underwear or lingerie.



In the UK about 95% of pictures showing underwear go to female online daters and about 5% to men. But then again - men do not look too good in lace bras.



Ireland has a rather low share of men wearing just their underwear compared to the other countries.



Overall, the male online daters of England are most likely to be spotted with nothing on but underwear. Yet, there is still a whopping 94% of women wearing seductive lingerie.



Scottish men are rather unlikely to be spotted in their boxer shorts, but not as unlikely as...



... the Northern Irish men, who really prefer wearing clothes - we guess.



When it comes to showing off their underwear, Welsh men are almost as keen as the English.

Overall at least 94% of the pictures showing people just in their underwear go to female online daters.



Yet, things are a bit different when it comes to swimwear:

Drinking a Martini, chilling on the beach or posing in front of beautiful, plain or interesting backgrounds. No matter where, the ladies from the UK love showing-off their curves in sexy bikinis. 64% of pictures with swimwear go to the ladies.



In Ireland the share of ladies rocking bathing suits, bikinis and other swimwear on their profile pictures is even higher at 71%.

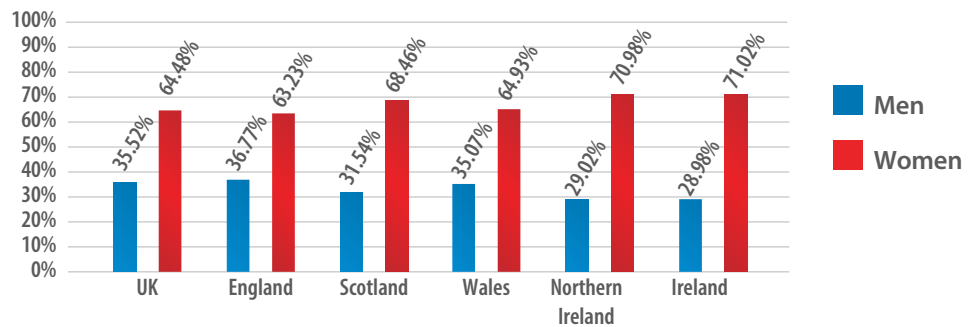


In England and Scotland the share is in general the same as it is in the UK with the large majority of pictures coming from the ladies.



Northern Ireland has a slightly higher share of women in bikinis with 71%.

### Who loves to show off their bodies in swimwear?



Would it make sense to hit the gym every day without showing its effect? Correct, not at all. That's why in the UK 96% of topless photos are from men.

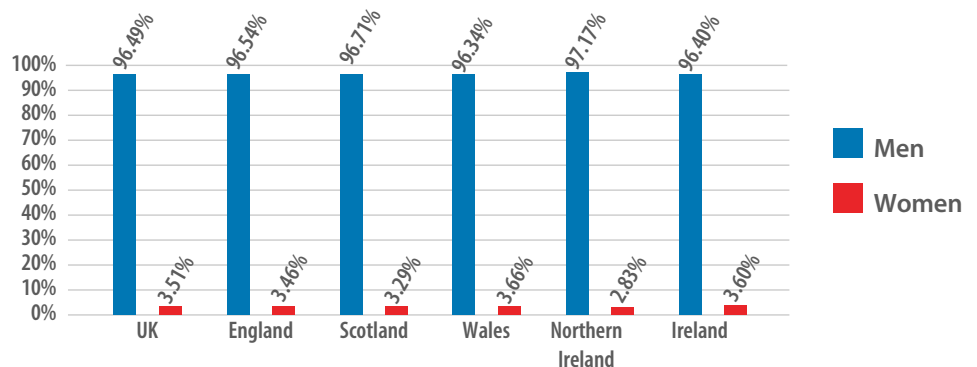


The same applies to Irish men. But then again there are some older topless women who, thankfully, act coy and keep their backs to the camera.



Within the countries of the UK there are slight differences of topless online daters. Yet, the percentage of topless women stays beneath 4%.

### Who enjoys being topless?







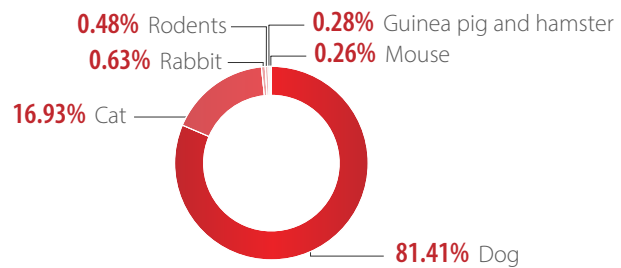
## Animals and pets



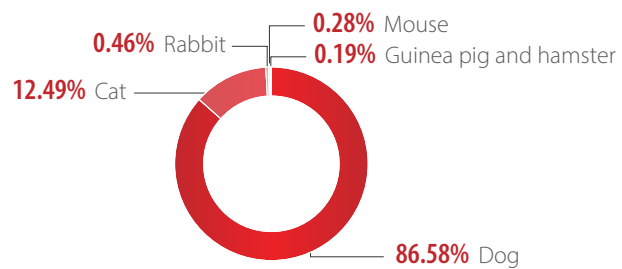
It is crystal clear that the UK and Irish online daters' most favourite pet is the dog. More than 80% of all pet pictures feature a "good boy" or "good girl". Cats, in second place, are also well loved - and win the meme war - but are only to be seen in less than 17% of all pet pictures. This might be because it's not easy to take a cat for a walk? The rest of pet pictures make up, in total, as little as 1.08% and include rodents such as rats and mice.

More than 80%  
of all **pet** pictures  
feature a **dog**

### UK: The most popular pets



### Ireland: The most popular pets





The preferred pet of the English is typically a dog with 81%. Cat lovers are only 12.4% and the remainder of pets are made up of rabbits, guinea pigs, hamsters and mice.



The Scottish have a slighter higher percentage of dog lovers with 83% and therefore less cat lovers. Mice are not so prevalent as they generally are in England or the UK and variations in number are minimal between the British Isles.



The dog is the most popular pet with the Northern Irish online daters who have a share of more than 88%, while cats rank second with 10%. The remaining 1% of pets are made up of cute rabbits.



Wales has a similar percentage of pets as the UK or England: The dog is the undisputed favourite pet.

Most dog owners have a strong bond with their four-legged friends and owners are renowned for being responsible, reliable and outgoing.

For the next list, we've included all animals - wild and domestic ones.

### Top 15 UK and Ireland animal friends



1

Dogs

2

Horses

3

Cats

4

Cows and bulls

5

Birds

6

Elephants

7

Camels

8

Fish

9

Whales and dolphins

10

Goats

11

Monkeys

12

Tigers

13

Sheep

14

Kangaroos

15

Reptiles

1

Dogs

2

Horses

3

Cats

4

Birds

5

Elephants

6

Fish

7

Cows and bulls

8

Whales and dolphins

9

Camels

10

Monkeys

11

Goats

12

Tigers

13

Reptiles

14

Sheep

15

Kangaroos



"Wildlife holiday experiences" - are a frequent photo motive.

Horses are the second most detected animal in online dating pictures



Dogs, horses and cats go unchallenged for the top 3 places. We've already taken a closer look at horses and their owners or riders. Birds include chicken and pigeons, but also exotic cockatoos, peacocks or giant ostriches. Fish however can be both, a bait (when on the rod) or an "animal friend" when met underwater or at the aquarium.



We have come to realise that even though pictures of exotic animals, such as elephants, are rare occurrences, the British are more keen, on their world travels, to capture their precious moments with their animal friends.



Scotland is the only country in the UK where cats are ranked second. Why is that so? Perhaps the Scots simply prefer cuddling up with something furry and fluffy instead of riding through the countryside on horseback. Birds are ranked fourth here, followed by elephants.



Cows and bulls rank fourth in Northern Ireland before birds; but since we know that the best dairy products are from Northern Ireland, we aren't that surprised.



In Wales we, also, have birds and elephants following dogs, horses and cats. Seems like the Welsh, also, like to travel to the East and Africa.



## Look, these are my friends

Many online daters like to give viewers an insight to their social life. When online daters present themselves within their social circle, the message is “look, I’m not a sad person sitting alone at home”.

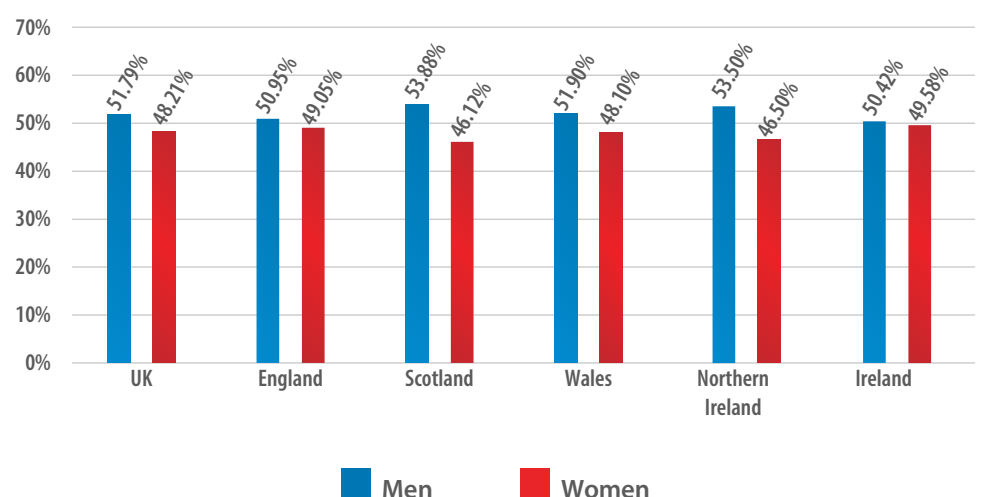
Earlier, as we learned that the average number of profile pictures uploaded by online daters is five, we recommend that at least three pictures are just of the profile’s owner - otherwise the focus isn’t clear enough. Also, as every online dater wants to avoid questions like “who’s that hot friend with you, on your right?” - use group pictures with caution.



Men and women, almost equally, present group photos. It should be clear that pictures with friends of the opposite gender might cause suspicion, especially when they show them as being really close, cuddly or intimate.

Men pose with their friends or families a little more frequently than women

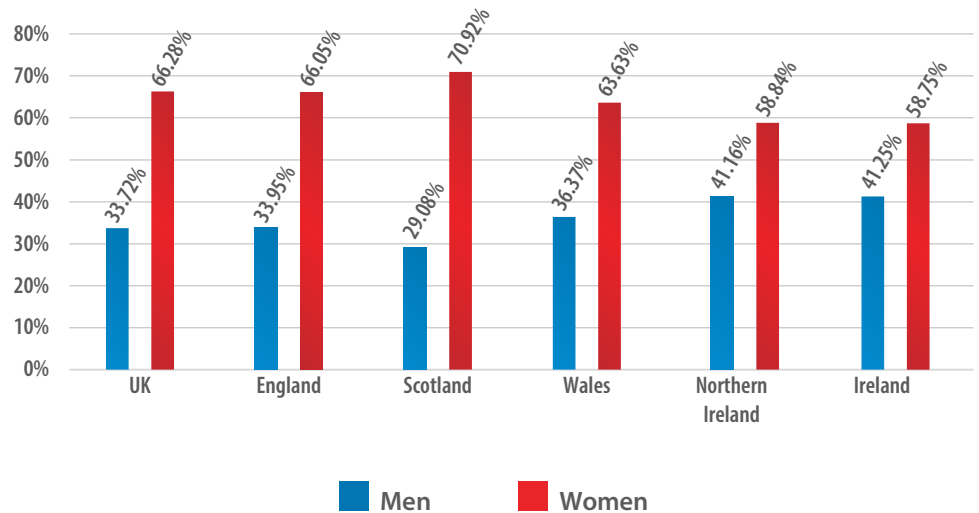
### Who teams up with their friends?



It might just be a peck on the cheek, but you better watch out, especially when it lands on the cheek of someone of the opposite sex. No one wants to feel intimidated, even though he or she is supposedly 'just a friend'.

Women are more likely to be seen kissing other people

### Who tends to kiss other people?



The most pecks are to be seen on female profiles who hold 66% of the share.



It is the same in Northern Ireland: female online daters slightly outnumber their male counterparts when it comes to uploading pictures showing them being affectionate and kissing other people, by 59% to 41%.



In England most peck-pics are from women - two thirds to be exact. But, be reassured: sometimes these kisses are only from or to a child.



The Scottish have a surprisingly disproportionate share with 71% going to the women or wee lassies.



Northern Ireland and Wales are the same in that kisses are to be seen mostly in the profile pictures of females.

So, our investigations have shown that cuddling or kissing is more of a women's thing. Pictures tagged with "kiss" show kisses to friends or children, but we've also seen some images where people are romantically kissing someone else and presenting themselves as a happy couple, when they are looking for new acquaintances through online dating services.





## Food

About 2% of all pictures show food in them

The way to an online dater's heart is through his stomach? Well, online dating isn't Instagram, so food featuring on profile pictures is a bit rarer here, but still one in fifty pictures shows something more or less yummy.

So, we took a closer look at what online daters like to eat. Enjoying food shows that you're a bon vivant who appreciates a good meal and that you do not restrict yourself to a boring diet.

What is the most popular - fast food or healthy snacks?

### Top 5 meals or snacks

British and Irish online daters love a **tasty meat dish and delicious desserts.**

						
1	Meat	Meat	Meat	Meat	Meat	Meat
2	Cake	Cake	Cake	Cake	Cake	Cake
3	Sweet snacks	Sweet snacks	Sweet snacks	Sweet snacks	Sweet snacks	Sweet snacks
4	Vegetables	Vegetables	Vegetables	Vegetables	Seafood	Seafood
5	Seafood	Seafood	Seafood	Seafood	Vegetables	Vegetables



Meat, cake and sweet snacks - might not seem like a well-balanced diet, but then again: you only live once. Vegetables and seafood rank fourth and fifth; so you can still treat yourself and have a healthy lifestyle.



In Ireland the order of popularity has slightly changed: Seafood and vegetables have swapped, which is no big deal.

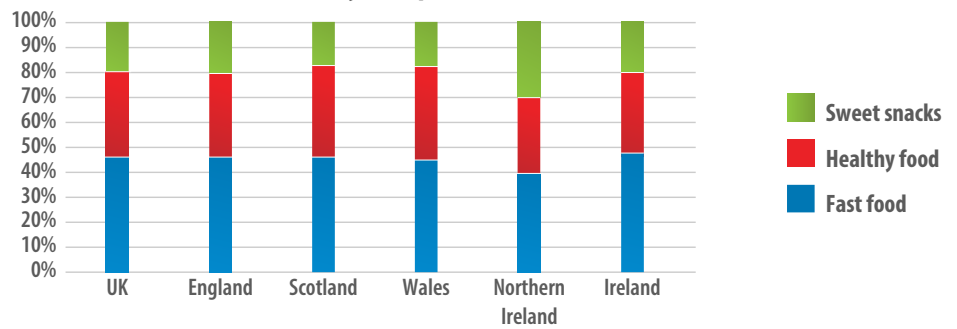


It is the same in Northern Ireland with seafood being slightly more popular than vegetables but who could resist a good lobster or king prawns?

Fast food is more popular than healthy meals on online dating pictures



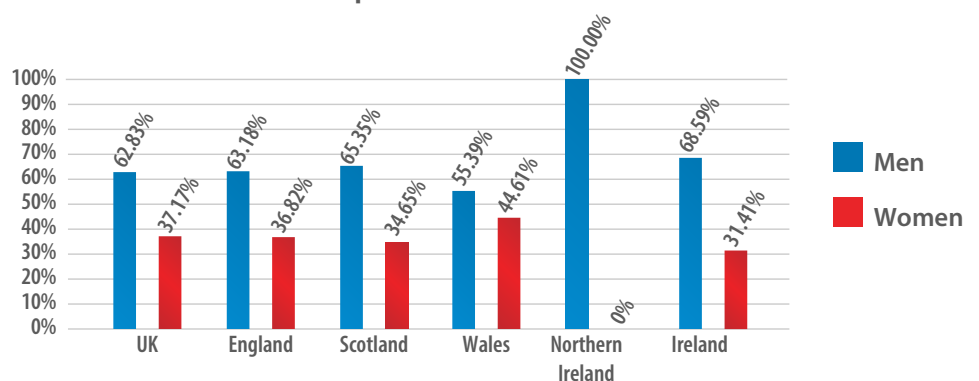
### What's on your plate?



Basically, there are no major differences here. Whatever your favourite one might be - pizza, burger or fried food - fast food is the number one in all countries, followed by healthy food. Sweet snacks are not to be seen that often, other than amongst Northern Irish online daters, where they are nearly as popular as posting healthy food.

But who are these fast food lovers? Is it mostly men or women who indulge in eating fast food or healthy food? In both cases, it's the men who are a slightly ahead - which is quite surprising.

### Who prefers fast food?



Men enjoy fast food a little more than women. For healthy food the ratio is nearly the same.



In the UK we can clearly see that fast food is more prevalent amongst the men: 63% of all pictures with fish & chips, fries and pizza go to the male online daters.



In Ireland it is even more evident that men prefer junk food with 69% of the total share.



English and Scottish men, also, prefer deep fried food to healthy salads - at least more than their female counterparts.



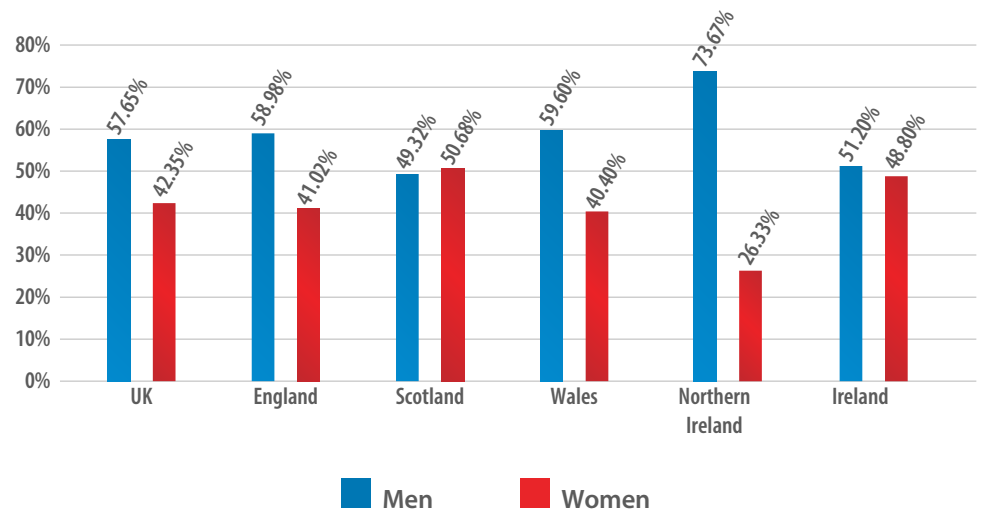
Northern Ireland is a notable exception here: No women posting fast food? Wow! Men, watch your bellies.



Whilst, in other countries, the balance between the sexes is uneven, Welsh women seem unable to resist their junk food cravings - 45% of all fast food pictures go on their account.

In most cases, we've detected **slightly more healthy food** on men's online dating profiles

### Who enjoys eating healthy food?



In the UK we can see that healthy food is slightly more prevalent amongst the men: 58% of all pictures are with fruit, vegetables and salads.



In Ireland it is even more evident that both men and women eat healthy food (or pretend to) on their online dating profiles.



The share in England shows us that even though men might need protein for fitness, they are happy to add healthy salads and vegetables to their dish as well.



Scottish women appear to prefer healthy food, slightly more so than in all the other countries. They, obviously, resist the temptation of the deep fried mars bar.



Northern Ireland is a notable exception here: men seem to enjoy eating their greens more than women - nearly three quarters of the healthy food pictures go to men here.



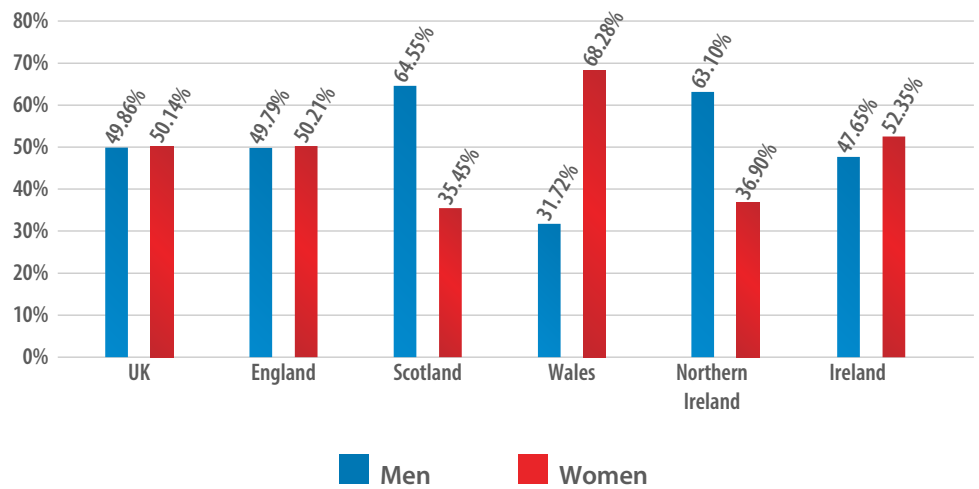
In Wales we have another 60/40 share of photos with healthy food going to the male online daters.

**Sweet snacks: Both genders** love them, but women outnumber men a tiny bit



**Desserts and sweets: Both genders love them!**

### Men oder women? Who are the bigger sweet-eaters?



In the UK we can see that the share of dessert lovers and people with a craving for sweet snacks is pretty much even between the sexes; both men and women are not shy in showing that they have a sweet-tooth on their online dating profiles.



In Ireland it is just as evident that both genders can't resist chocolate, biscuits and ice cream.



The share in England shows us that even though men need protein for their fitness, they go with healthy salads and vegetables as well.



In Scotland and Northern Ireland most sweet-eaters are men - more than 63% of pictures with tooth-decaying sweets go to men.



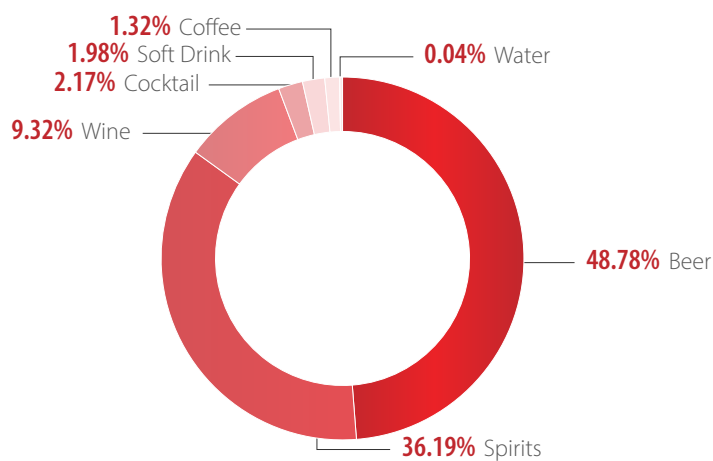
In Wales we have more sweet eaters among the women - 68% of pictures go to the women who have a sweet tooth.



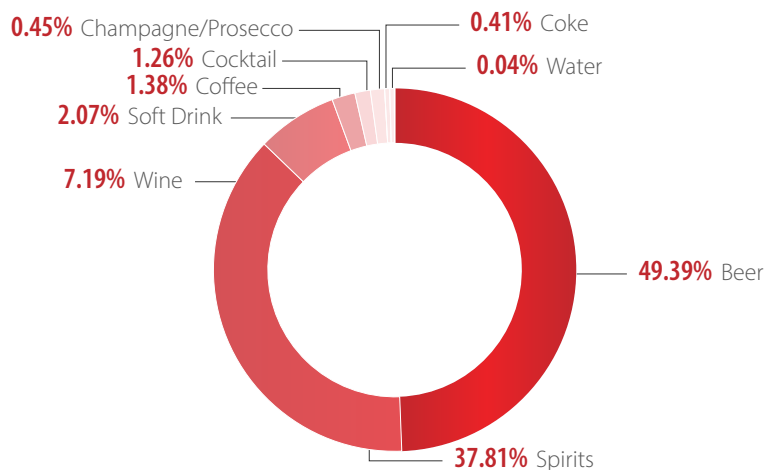
## Drinks

Which drink should you hold in your hand when taking an online dating profile picture? We've checked what beverages are the most popular ones to pose with.

### UK: The favourite beverages



### Ireland: The favourite beverages



**Beer** is the most popular drink on dating profile pics while **non-alcoholic drinks** are very rare





In the UK we can see that, by far, the drink of choice is beer. Nearly 50% of all pictures with beverages contain beer bottles, pint glasses or cans. Spirits are not far behind with more than 36% and in a poor third place is wine with 9% - which does not leave too much of the share for non-alcoholic beverages, since cocktails are the next in line. Soft drinks, coffee and water are in last place.



Interestingly in Ireland soft drinks rank higher than coffee and cocktails - a ray of hope for the livers.



The English and Scots, just in the same way as the UK in general, seem to just enjoy partying.



It is the same in Northern Ireland apart from the fact that there is no water to be seen here - poor livers.



Who would've thought? In Wales soft drinks rank before cocktails! Seems like the Welsh do care more about their livers. Yet, beer and spirits are still the most popular and take the highest share.







# Cars



BMW's are the most popular cars

Which cars are the most popular on dating profiles? While we must say that only a small number of online daters pose with their beloved vehicles, we still took a look at the most popular model here:

## Top 5 car brands on dating profiles

						
1	BMW	BMW	BMW	BMW	Volkswagen	BMW
2	Volkswagen	Audi	Audi	Ford	BMW	Volkswagen
3	Audi	Volkswagen	Ford	Volkswagen	Audi	Audi
4	Ford	Ford	Volkswagen	Audi	Ford	Ford
5	Mercedes	Mercedes	Mercedes	Mercedes	Toyota	Toyota



In the UK most of the online daters just love their "Bimmers". Generally, German cars are the most popular which also include Volkswagen, Audi and Mercedes, in that order. Ford just manages to sneak in at fourth place.

The same applies for England, although Audis are slightly more popular here than Volkswagen.



In Ireland's top 5, Mercedes was replaced by Toyota, yet, German brands are still dominant.



Scottish online daters appear to enjoy cruising more in a Ford than a Volkswagen and Mercedes.



The Welsh love their Fords nearly as much as their BMWs.

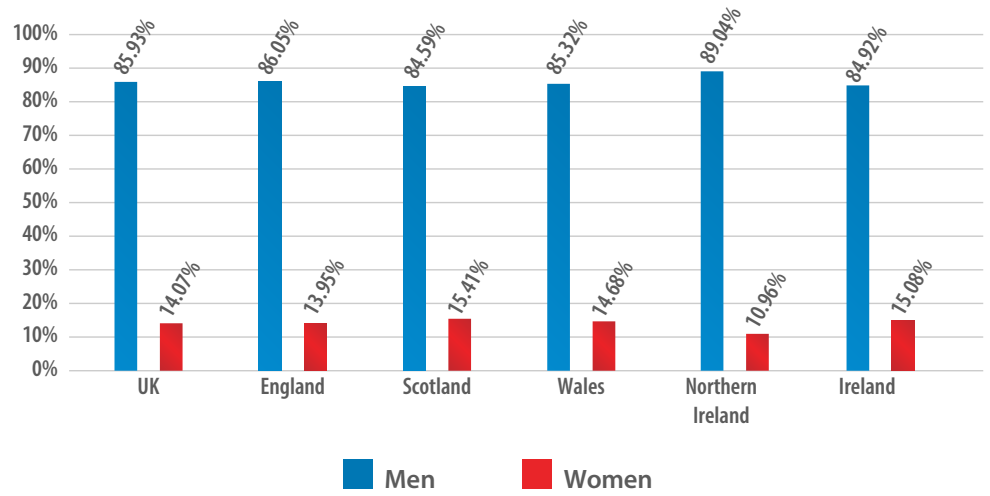


The top three places in Northern Ireland still go to a German brand albeit with Volkswagen ranked number one.

A lot **more**  
**men** than women  
pose with their cars



### Who tends to pose with their car?



Well, this isn't really a surprise to us - in at least 85% of all cases men upload pictures of cars. In Northern Ireland it's even nearly 90%.



# Most popular interests and hobbies

Many online daters love to share pictures of the things that interest them and they enjoy doing. This created some interesting observations.

## Top 10 most popular interests and hobbies from British and Irish online-daters



1	Sport	Sport	Sport	Sport	Sport	Sport
2	The Arts	The Arts	The Arts	The Arts	The Arts	The Arts
3	Party	Party	Party	Party	Travel	Travel
4	Travel	Travel	Travel	Travel	Bar or restaurant	Bar or restaurant
5	Bar or restaurant	Bar or restaurant	Bar or restaurant	Bar or restaurant	Family & friends	Family & friends
6	Family & friends	Family and friends	Family and friends	Family and friends	Education	Education
7	Fishing	Fishing	Fishing	Fishing	Fishing	Party
8	Education	Education	Education	Education	Weaponry	Fishing
9	Cooking	Cooking	Cooking	Cooking	Party	Weaponry
10	Weaponry	Weaponry	Weaponry	Weaponry	Shopping	Shopping

British and Irish online daters love **sport** over and above anything else

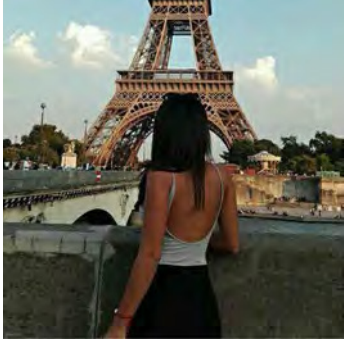
Just as we have guessed, sport is at the absolute top here. There's nothing the British and Irish love more than being physically active and partaking in a wide variety of sports, either indoors or outdoors, in a team or alone at gym. Or at least pretend to do so on their dating profiles. The Arts rank second here - it seems like the British online daters are culture vultures and like drawing(s), visiting art museums and other open events.

The Northern Irish and Irish have more of an irresistible impulse to travel, whilst the other countries prefer to party. What will travelling other countries, at fourth place, tell us about their wanderlust and sightseeing habits? Will it be a staycation or a trip abroad to perhaps sunny climes? All will be revealed in the next few pages.

Not surprisingly, bars and restaurants have also made it into the top 10, just as socialising with family and friends. However, even though the UK is an island, we were still quite surprised to see that fishing is more popular than all things academic, cooking and tough guys who like to pose with their weapons.



The most popular landmark is the **Eiffel tower**. It is also the most popular **internationally**.



## Travel

As described previously, wanderlust and travel are two big themes on pics. We have gathered a list of the top tourist attractions and landmarks as detailed below.

### Top 10 most photographed landmarks from Irish and British online daters



- 1 Eiffel Tower (France)
- 2 Houses of Parliament (England)
- 3 Grand Canyon National Park (USA)
- 4 Colosseum (Italy)
- 5 Tower Bridge (England)
- 6 Golden Gate Bridge (USA)
- 7 London Eye (England)
- 8 Las Vegas (USA)
- 9 Amsterdam (Netherlands)
- 10 Brandenburg Gate (Germany)



- 1 Eiffel Tower (France)
- 2 Golden Gate Bridge (USA)
- 3 Grand Canyon National Park (USA)
- 4 Houses of Parliament (England)
- 5 Colosseum (Italy)
- 6 Cliffs of Moher (Ireland)
- 7 Tower Bridge (England)
- 8 Amsterdam (Netherlands)
- 9 Chicago (USA)
- 10 London Eye (England)



Paris, the city of love, with the iconic Eiffel Tower is the number one top landmark to pose with. Anyone and everyone, who has ever been to Paris, has surely taken a pic of this world famous French landmark with some travelling there solely for this purpose. The Brits for their second choice prefer to stay closer to home and enjoy keeping time with the iconic clock, Big Ben. US landmarks rate highly within these lists, followed by the European countries of England, Italy, Netherlands and Germany.



More or less, the Irish like to be seen at the same attractions as the Brits other than their local beauty spot showing the rugged wild west coast of Ireland at the Cliffs of Moher, which is ranked 6th on the table.





1	Eiffel Tower (France)	Eiffel Tower (France)	Eiffel Tower (France)	Eiffel Tower (France)
2	Houses of Parliament (England)	Edinburgh Castle (Scotland)	Houses of Parliament (England)	Grand Canyon National Park (USA)
3	Grand Canyon National Park (USA)	Grand Canyon National Park (USA)	Grand Canyon National Park (USA)	Golden Gate Bridge (USA)
4	Colosseum (Italy)	Houses of Parliament (England)	Colosseum (Italy)	Houses of Parliament (England)
5	Tower Bridge (England)	Colosseum (Italy)	London Eye (England)	Colosseum (Italy)



The other countries in the UK mostly enjoy visiting the same sites apart from the Scots who love their historic fortress, Edinburgh Castle.

## Sports

We already found out (and knew before) that the British and the Irish love being sporty, with the upcoming list we'll show you, which sports are the most detected ones in online dating profile pictures - men and women combined.

### Top 10 sports detected in online dating profiles



1	Fitness & Bodybuilding	Fitness & Bodybuilding	Fitness & Bodybuilding	Fitness & Bodybuilding	Fitness & Bodybuilding	Fitness and Bodybuilding
2	Extreme sports	Extreme sports	Extreme sports	Extreme sports	Football	Extreme sports
3	Sailing	Sailing	Football	Football	Rugby	Football
4	Football	Running	Running	Sailing	Running	Rugby
5	Running	Swimming	Sailing	Running	Sailing	Running
6	Swimming	Football	Rock Climbing	Swimming	Motorsports	Sailing
7	Rock Climbing	Watersports	Hiking	Rugby	Cycling	Swimming
8	Rugby	Rock Climbing	Swimming	Watersports	Swimming	Hiking
9	Hiking	Cycling	Rugby	Rock Climbing	Hiking	Watersports
10	Cycling	Hiking	Cycling	Hiking	Extreme sports	Rock Climbing

**Fitness and bodybuilding** are the **most popular sport** among British and Irish online daters



Eat, sleep, train, repeat. Fitness and bodybuilding are the most detected sports among the online daters of the UK - regardless of gender. Extreme sports rank second - even though in most cases it is more of a once-in-a-lifetime bungee jump or similar activity. But online daters simply love showing their adventurous side. Following these, in order of popularity, we have high octane sports such as: football, running and swimming. Pics of daring and defiant rock climbers are more prevalent than those playing rugby or hiking and cycling, which come in at the bottom of the table.



As well as fitness, bodybuilding and extreme sports, the Irish just love their team sports: football and rugby - even more so than the English and Scottish but not as passionately as the Northern Irish. The Irish don't seem to take to messing about on the water as much as others and cycling didn't even make it into the top 10 here.



The top 3 places for the English are in line with those for the UK overall: fitness, extreme sports and sailing. Football, however, comes in after running, swimming and, surprisingly, rugby does not even appear in the top 10 list. Additionally, the English folks are more into watersports like jet skiing and diving. Rock climbing, cycling and hiking are at the bottom of the list here.



The sporting habits of the Scots, Northern Irish and Welsh reflect those across the UK here with the exception of motorsports, which has raced across the finishing line in 6th place for the Northern Irish.

## Music

The **lonesome guitarist** is someone you'll meet frequently in online dating



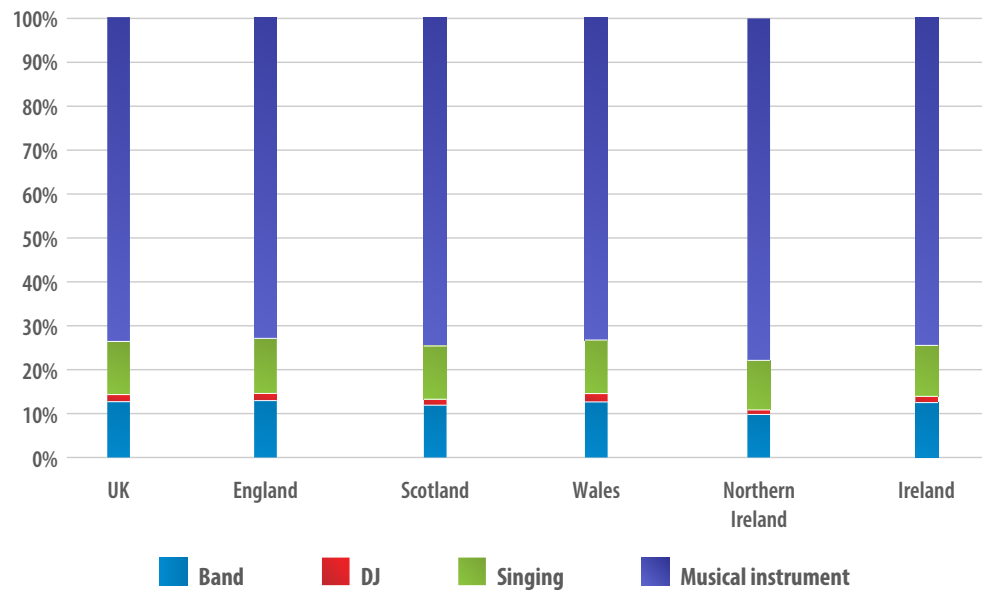
"Music was my first love. And it will be my last?" - that might be true for some online daters who like to share their pics with their musical instruments, band mates or turntables. Musicians are incredibly popular for being known as passionate and cool, so one might think. On the other hand, they might be tricky people too. Potential partners need to find out sooner, rather than later, just how dedicated they are to their music. Are they the type to just occasionally grab their guitar, during a bonfire, to play "Wonderwall"? Or, will they be terribly offended if you haven't yet listened to that one B-side from their favourite band's first drummer which has, so they say, deeply influenced all of the band's later work?

So, let's see who's making music.



Most musicians, that we've found, just like to pose with their precious musical instrument, whether it is in their room, outdoors or within a circle of friends - these pics make up the biggest share with almost 75%. In second place are pics of rock band musicians showing themselves amongst their bandmates - on stage or in the rehearsal room. Singers holding a microphone are ranked third, still almost a fifth of all musicians. DJs, mixing on their turntables, surprisingly only make up roughly 2% in the online dating music industry.

### Who are the online dating musicians?

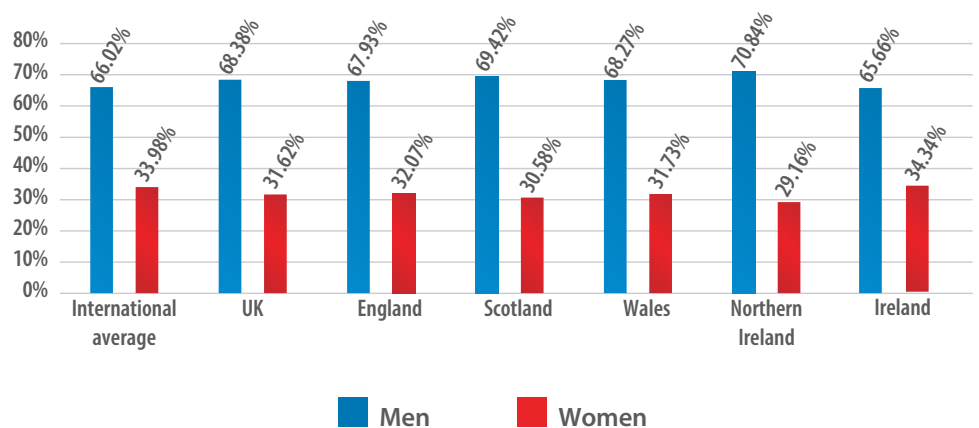


Our next step was to analyse the gender distribution of these musicians.

And we can see: men, by far, take the largest share.

**Male musicians are more prevalent than females**  
in online dating profiles

### Who's making music - men or women?

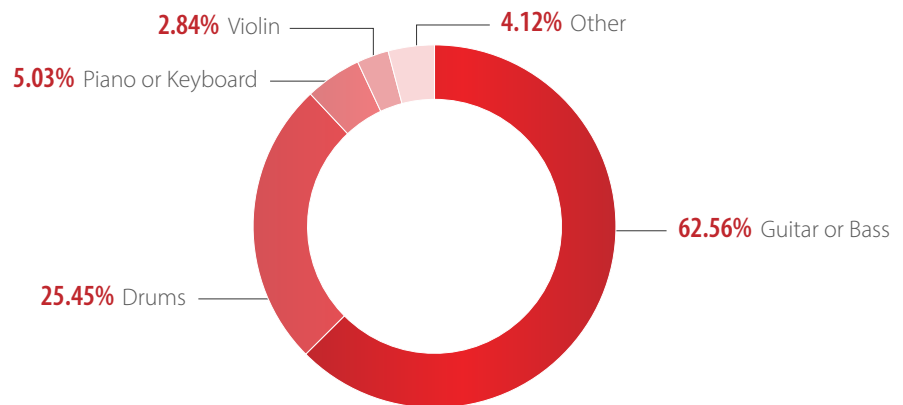




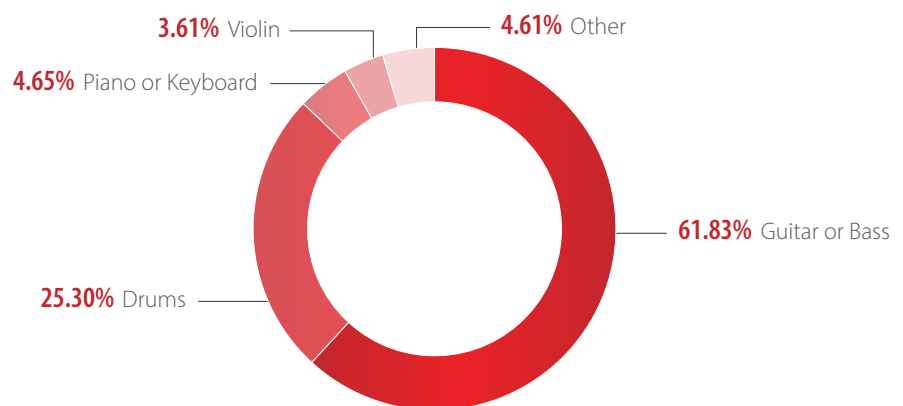
Which musical instrument is the most detected, though? Almost two-thirds are of guitars or bass guitars and they clearly outrank other musical instruments. Playing the drums comes in second with about a quarter of all online dating musicians keeping to the beat. Playing the piano or keyboards is less frequent, although keyboard players are present in many bands. Violins, whilst in the top four, only account for less than 3% of the share, so are seldom seen. All other musical instruments might only take up a small share of the rankings but they still reflect their owners passion for making music. It takes some commitment to fit yourself and your tuba into a decent looking online dating profile, of that you can be sure!

Others:  
Trombone  
Accordion  
Flute  
Harp  
Bagpipes

### UK: Most popular musical instruments



### Ireland: Most popular musical instruments



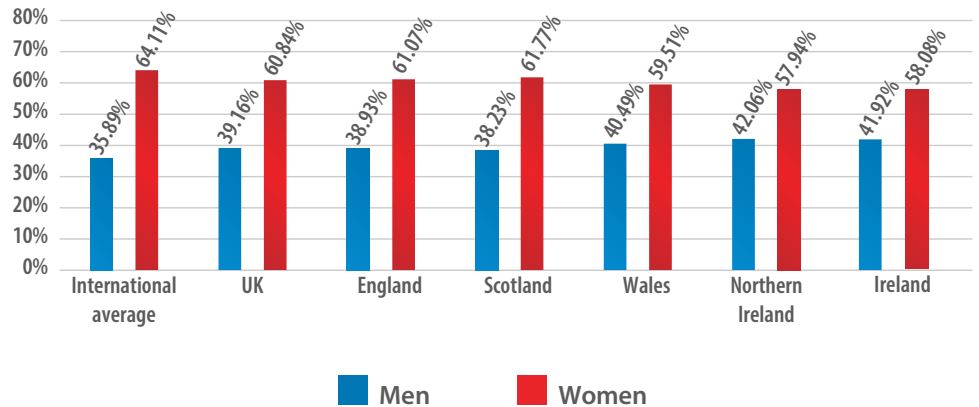
## Dancing



Who is more likely to be seen **shaking their hips**? It's the women more than **70%** of dancing photos are from the **female** gender.

Who's got rhythm in their soul (apart from the drummer)? Ladies, it's you! Almost two-thirds of all dancing online daters are female. There are male dancers too, we've even seen some on a pole - true story.

### Who loves to dance?



Generally speaking, women like men who can "boogie to music" and show their moves on the dance floor. After all, perhaps they'll expect them to, one day, rock a wedding waltz with them.





## Lesbian & Gay

About 13% of UK's online daters are gay, in Ireland it's about 7%.

Is online dating a preferred method of meeting partners within the LGBT community? Yes!

For this chapter, we observed if some motives or photo habits are more popular amongst gay online daters compared to straight online daters of the same gender. For all lists regarding "most popular" motives, we did not find any differences between heteros and gays.

### Top 10 motives with a high gay share

						
1	Briefs	Briefs	Briefs	Briefs	Chest hair	Briefs
2	Chest hair	Chest hair	Chest hair	Chest hair	Glasses	Chest hair
3	Mirror selfie	Modern dance	Leather jacket	Sleeping	Smile	Denim jeans
4	Modern dance	Mirror selfie	Sleeping	Activewear	Close-up pictures	Leather jacket
5	Bathtub	Bathtub	Glasses	Glasses	Drawing	Activewear
6	Leather jacket	Sleeping	Activewear	Leather jacket	Group pictures	Buzz Cut
7	Sleeping	Kisses	Tongue	Tongue	Bare chest	Ancient monuments
8	Kisses	Leather jacket	Children	Children	Selfie	Travelling
9	Denim Jeans	Activewear	Smile	Smile	Black and white photography	Glasses
10	Activewear	Denim Jeans	Close-up pictures	Sunglasses	Night	Smile

**Briefs** and **chest hair** are motives with a high gay share



British gay males are not shy in showing off their bodies and have a high share of pictures featuring briefs and chest hair. Additionally, mirror selfies rank third and modern dance, as well as sitting in the bathtub, make it into the top 5. This is a pretty sexy and revealing list! It seems like they have nothing to hide and like to show what they've got. Cool leather jackets, denim jeans and sporty activewear sneak into the top 10, as well as selfies of "pretending to be asleep".



In Ireland, first places are also taken by briefs and chest hair, yet the Irish appear more sartorial with posing in classic denim jeans and leather jackets (ranked 3rd and 4th) along with a buzz cut and glasses. Culture is also on the list with travelling and visiting monuments. And - gay Irish online daters seem to be able to crack a smile, but not as often as the as their Northern Irish counterparts.



In England mirror selfies are ranked 4th but keep in mind guys: watch the background and keep your mirrors clean!



Is it due to the cooler weather or just James Dean wannabes that put leather jackets in third place for Scotland? The Scots are also cheeky and love to stick their tongues out or team up with toddlers for their pictures. Additionally, smiles and close-up pictures also make it into the top 10.



Amongst the Northern Irish gay men, there is an eclectic mix of artistic talents that include: drawings, group pictures, black and white pictures and photos taken at night, and of course the ubiquitous selfie. They are also happier to bear their hairless chests more than their briefs.




Welsh gay males, like the Scots, love to rock their sunglasses and stick their tongues out, but pictures of being asleep comes before those showing men dressed smartly and well-groomed.

Interesting enough, most gay men on the online dating scene seem to be interested with aesthetics. Pics show a high percentage of clothing and personal grooming - these men know how to kill it in the profile photo game...although we aren't quite certain what visiting ancient monuments have in common with the other items, so we'll put this down to, for the Irish in particular, perfecting the backdrop of pics with interesting places to be seen at.

## Top 10 motives with a high lesbian share

Roller skating and cats are motives with a high lesbian share

						
1	Roller skating	Roller skating	Goth	Goth	Blazer	Cat
2	Rabbit	Rabbit	Kitten	Freckles	Snow	Television
3	Braided hair	Black cat	Knit cap	Kitten	Sheep	Body piercing
4	Cosplay	Cosplay	Anime	Red hair	Christmas	Grocery store
5	Cat	Body piercing	Red hair	Forest	Fitness	Bouldering
6	Body piercing	Gothic	Grass	Grass	Dog	Scarf
7	Gothic	Braided hair	Forest	Tattoos	Underwear	Giraffe
8	Reading	Scarf	Night	Anime	Forest	Hairdresser
9	Protest march	Guitar	Guitar	Night	Travelling	Military camouflage
10	Freckles	Street art	Hat	Soccer	Bridge	Akita Inu



The UK's lesbians are real skater girls with body piercings, freckles and braided hair! Additionally, they love cute and fluffy rabbits and their cats. The gothic culture plays a big part in profile pics as well as reading and fighting for justice at political marches - which also offer the opportunity to dress up.



In Ireland the cat is the lesbian's best friend, as shown in first place and even giraffes, would you believe it, appear way above their favourite dog, the fluffy Akita Inus. Lesbians in Ireland like to display or reveal their body piercings whether in the belly button, nose or mouth. Additionally, we have detected a high concentration of 'supermarket sweep' photos and brave and daring women bouldering. But the list gets even more bizarre with pics in the hairdressers and of wearing military camouflage, not necessarily at the same time - perhaps because they are such a novelty?



English lesbian pics reflect those generally across the UK for roller skating and rabbits but whilst black cats are thought to bring bad luck...perhaps the English lesbians believe, like the ancient Egyptians, that they bring good fortune? Also unique to the English are scarves and street art.



The lesbian Scottish also love all things gothic and kittens, anime and - look there - red hair! Otherwise, the women here are into guitar playing and the outdoors - where the Scottish weather lends itself to wearing eye-catching headwear.



Amongst the Northern Irish top 10, the list is exciting and diverse: here smart-casual veteran lesbians know how to work a blazer and enjoy the great outdoors, in all weathers with sheep on the horizon, even in the snow. Keeping fit is key to be alluring in your underwear but not necessarily, for the Northern Irish, by rollerblading.



What is ranked 10th for Welsh lesbians? Football? Yeah, this is the first time we see girls kicking a ball around across the UK and Ireland: Oggy Oggy Oggy - you go, girls!

Our first impression of lesbian women is that they seem to be more lifestyle orientated. Showing a love for animals, fashion and politics, these ladies choose to display a well rounded display of interests for their potential online dating matches. Whilst some of these topics may not be everyone's cup of tea, we can all agree: rabbits, as well as cats, are the lesbian's favourite pet.

### Top 5 sports with a high gay share



1	Fitness	Fitness	Ice Skating	Fitness	Skateboarding	Fitness
2	Wrestling	Wrestling	Fitness	Wrestling	Hiking	Wrestling
3	Swimming	Swimming	Bowling	Pilates	Fitness	Swimming
4	Ice Skating	Bowling	Wrestling	Swimming	Surfing	Water Rafting
5	Bowling	Ice Skating	Swimming	Ice Skating	Swimming	Hiking

Fitness and wrestling are popular amongst the **gay** online daters as well as **ice skating and bowling**



Basically, straight or gay online daters are mostly into the same sports; fitness and wrestling. The differences are for swimming, ice skating and bowling which are enjoyed more by gays.



In Ireland, water rafting and hiking also made it into the top 5, behind fitness, wrestling and swimming.









In Northern Ireland's top 5, skateboarding comes in first for gay online daters, before hiking, fitness, surfing and swimming.

### Lesbian online daters

love Yoga and dancing as much as **extreme sports**



### Top 5 sports with a high lesbian share

						
1	Yoga	Yoga	Yoga	Yoga	Rounders	Yoga
2	Dancing	Dancing	Dancing	Rounders	Yoga	Roller skating
3	Roller skating	Roller skating	Skateboarding	Dancing	Roller skating	Hockey
4	Rounders	Bungee Jumping	Parasailing	Roller skating	Diving	Paragliding
5	Paragliding	Rounders	Kayaking	Volleyball	Ice Skating	Ice Skating

Across the UK Yoga and dancing are generally popular amongst lesbians as well as skating, rounders and paragliding. With Scotland's islands and sea lochs, it's not surprising that kayaking made it into the top 5.



The team sport hockey ranks third behind Yoga and skating and interestingly, there is no dancing, despite being the home of the famous river dance.



In Northern Ireland, the team sport rounders comes in first, followed by Yoga, roller skating, ice skating and uniquely diving.

### Top 5 sightseeing spots with a high gay share (both genders)

						
1	Frederiksborg Palace (Denmark)	Frederiksborg Palace (Denmark)	Balmoral Hotel (Scotland)	Charing Cross Railway Station (England)	Christ The Redeemer (Brazil)	Hohenzollernbrücke (Germany)
2	Albert Memorial (England)	Accademia di Belle Arti Firenze (Italy)	Alhambra Palace (Turkey)	Marina Bay Sands (Singapore)	London Eye (England)	Belfast Tower (Northern Ireland)
3	Charing Cross Railway Station (England)	Albert Memorial (England)	Grand Canyon National Park (USA)	Brighton Pier (England)	Brandenburg Gate (Germany)	Julia Pfeiffer Burns State Park (USA)
4	Hopi Point (USA)	Hopi Point (USA)	Balmoral Castle (Scotland)	Blenheim Palace (England)	Tower Bridge (England)	Brussels (Belgium)
5	Belvedere (Austria)	Belvedere (Austria)	Caird Hall (Scotland)	Athens (Greece)	Edinburgh Castle (Scotland)	Cinque Terre (Italy)

### The LGBT community

loves **travelling across** all countries **of the world** and **especially visiting castles**.



Travel is key, no matter what your sexual orientation. Our data shows that the LGBT community online daters' display of wanderlust doesn't differ that much from the hetero community for the "most visited" places (see page 70). But, if we're looking into landmarks with a high consolidation of gay folks, we find destinations all around the world. This crowd knows how to explore the world as well as sites closer to home. Intriguingly enough, they also are pretty big fans of castles...who'da thought?



## College and university

### students and graduates using online dating

Are there things that college or university students or grads would rather not do? Here are five things that are unlikely to be spotted on an academic's profile:

#### Why bacon? Why ice cream?

Honestly, we have thought a lot about why academics dislike bacon and ice cream, but we can't explain it.

						
1	Bacon	Horse racing	British Bulldog	Lights	Orange	Pilates
2	Maserati	Sweatshirt	Wrinkles	Wolfdogs	Skulls	Snow Angel
3	Pasta	Milkfish	Military/Marines	Boots	Rain	Ice cream
4	Paramedic	Machine gun	Barber	Off road racing	Mechanic	Body Piercing
5	Berries	Cut flowers	BMW 3 series	Motocross	Ballet	Alligator

Okay well, we are lacking information and explanations here. Why do the academics of the UK dislike bacon? Don't they know what's good for them? And how come the English graduates dislike cut flowers? As you can see, this table shows very surprising and confusing motives that we really cannot explain. But we'll let the data speak for itself and just point out a few funny motives:



What, no bacon or Maseratis? Really? C'mon guys, you should know better. Additionally, eating berries is good for you!



Well, we understand that you might be a pacifist, but what have a beautiful bunch of flowers ever done to you and don't you ever get cold that you might need a sweatshirt?



Okay, the coolest and very unacademic motive is definitely showing off your wrinkles. It seems like the Scottish academics are doing everything right...or are extremely young!



What is it that Welsh academics have got against lights and.. boots?



The Northern Irish list seems more plausible in some ways, but not in others: you would have thought that academics would enjoy a night out at the ballet?



How can anyone dislike yummy ice cream? Yes, we were most surprised about this and just can't explain it. But that's just what our data shows.

We then looked at things the other way around: which things are more likely to be seen on an academic's profile than on a non-academic's one?

### Top 5 motives with the highest academic share

						
1	Cheerleader	Academic robe/gown	Leopard	Cheerleader	Birds of Prey	Pasta
2	Pineapple	Cheerleader	Sharks	Snow Angel	Llama	Flute
3	Banana	Pineapple	Cheerleader	Wombat	Porsche	Cheetah
4	Bagpipe	Banana	Ostrich	Leopard	Ice Skating	Melon
5	Academic dress	Flute	Jeep	Academic robe/gown	Vegetables	Pizza

#### Cheerleading and Pineapples:

An interesting list of "very academic" motives

We can definitely get behind cheerleading being high on the academic rankings...but wombats, flutes and llamas? Hmmm...perhaps too much studying has gone to our students' heads and they are in need of a break and exotic new friends.



Cheerleading, pineapples, bananas, bagpipes and academic robes. Well, it is clear that college students are more likely to attend sports events, like cheerleading and we might even understand that they are health conscious and prefer healthy fruits (but not berries!) and wear academic robes for their graduation... but bagpipes?



Well, we do get the academic robes and fresh fruit, but again it is a mystery why the flute ranks so high.



Okay, the coolest academic motives must be the ones of leopards and sharks. Ostriches are pretty cool as well and we won't say anything against the iconic Jeep for those off-road escapades.



Funnily enough Welsh academics seem to like snow angels, whereas the Irish don't, as shown on the previous table. Welsh academics are also attracted to all things wild like wombats and leopards. They too love to load up pics of cheerleaders and their big graduation day - all somehow pretty mint.



Again the list for Northern Ireland is a pretty mixed bag: what can we say about birds of prey, llamas and ice skating? Not much, but we can agree on that everyone admires a Porsche and knows vegetables are good for you.



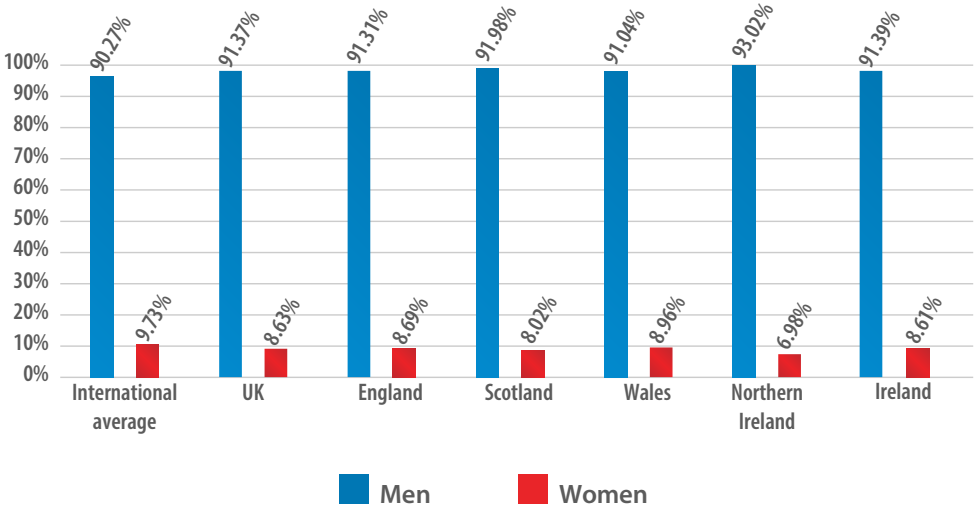
Pasta for the brain, pasta for the gain. The Irish are certainly not carb averse with pizza also sneaking into the list. At least there is fresh melon to balance their diet. And, for entertainment, the Irish seem even more keen than the English on flute music.



## Suits and uniforms

Why are uniforms considered so attractive? Well, is it because they mostly make the owner look smart, authoritative and strong. They also mostly relate to a certain profession, and certain professions often come with the phrase, “you know what they say about...” (in both a positive and potential negative way). Nevertheless, we took a glance at all the pictures of people in professional uniforms and these are the outcomes:

Who wears uniforms?



More than **90%** of all pictures of people in **uniforms** are of **men**

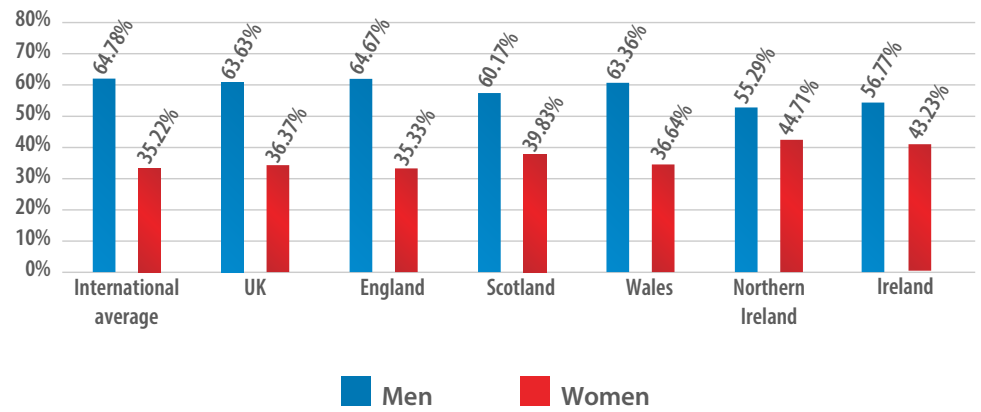


As we can see, across the UK and Ireland, it is at least a whopping 90% of men who are proud to be seen in uniform. Talking 'bout firefighters, policemen, pilots and soldiers.

## Suit up!

Next, we looked at the “suit-ratio” - who is dressing up in business style?

### Who wears suits?



While men still take the bigger share here, more than a third of all online daters rocking a business suit are women. “Nothing suits you like a suit” - true for many out there!



## Subtle messages

What else can be “read” in profile pictures? There are some motives that have extra subtle messages besides: “look at me”, “I’m handsome/cute”, “look how fun I am and how far I’ve been”. These messages are, for example “I want sex” or “I’m ready to get married”. It is just an interpretation, of course, but not that far fetched. On the following pages we’ll be delving into this “secret subtext” of online dating pictures and identifying who uses it.



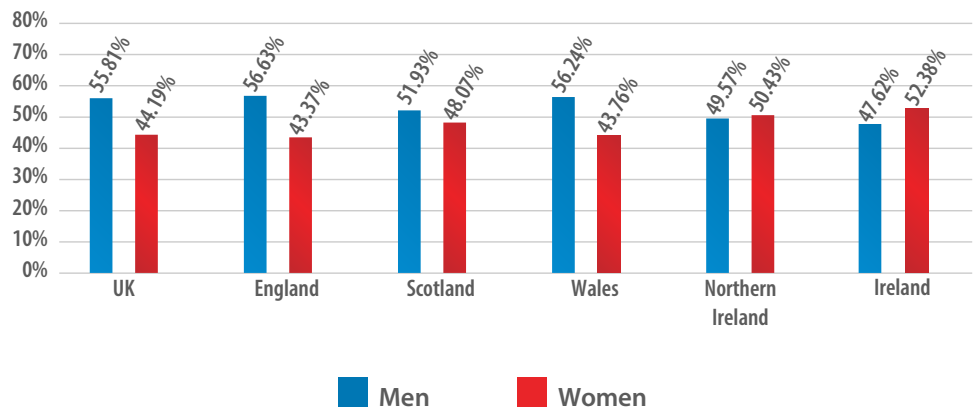
## "Let's get married"



It clearly isn't the first thing one should say to a potential partner - that could be creepy or needy. But sending out a subtle message about being ready and that you are looking for a serious relationship is one way to do it. If an online dater has a picture of themselves as a bridesmaid or best man on their profile, it says two things: they have a social circle of friends who are on that stage in life and are getting married - so they might too be ready for the big day. Secondly, that they are held in high esteem to be trusted and respected to undertake this important role, which can only be seen as a sign of them being a good person. We were pretty surprised to see that it is mostly the best man or ushers, more than the bridesmaids, who like to upload their romantic pics of being the honoured mate - "Put a ring on it", guys.

Surprisingly, it is mostly **young men who** upload pics of themselves at the special day

### Gender ratio of online daters with wedding pics



The ratios are basically the same and we've detected more men with wedding pics than women, even though in Northern Ireland the share is almost even with 50% for women and 50% for men.

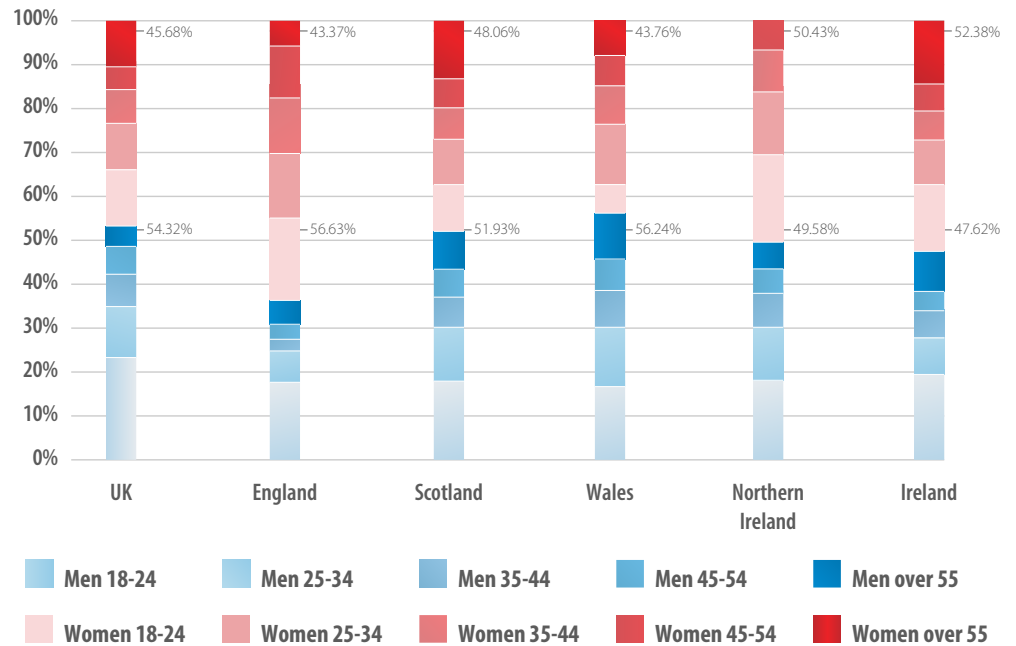


In Ireland, it is the exception with more bridesmaids than the best man in their suit and tie. 52% of wedding pictures were uploaded by women.



We've also looked at the age distribution within the genders. It is even more surprising that it is specifically young men who are proud to upload pics of the special day.

## Who looks like he or she wants to marry?



Who would've thought? Most people on wedding pics are under the age of 24 - no matter if they are men or women.

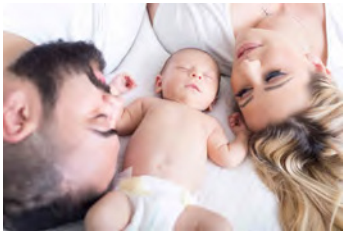


Surprisingly, in Ireland, we have a lot of older women, over the age of 55, posing at weddings on their online dating profiles. But we guess that they are just at the age where they want to marry off their own children (maybe from a previous marriage).



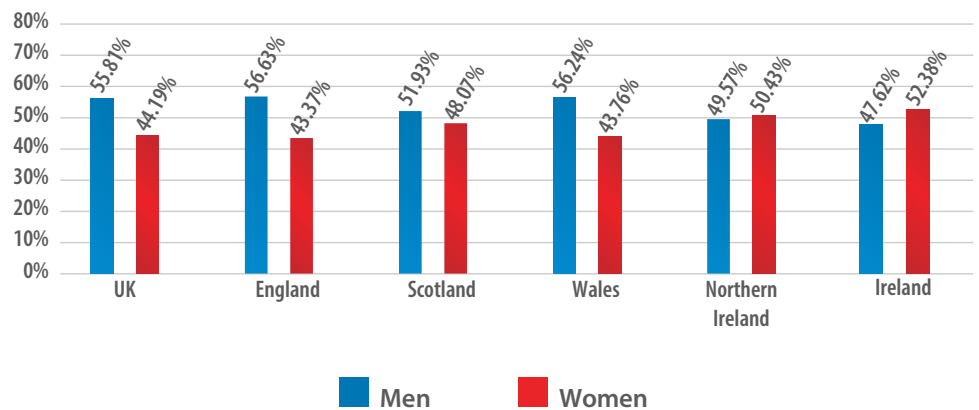
In Northern Ireland, it's the opposite with no women over the age of 55 in wedding pics - but then again these ladies might have been married already and married their children off as well.

## "I want kids and my own family"



What good reasons are there for showing yourself with kids on your online dating profile? Firstly - of course - the child is your own and you are looking for a partner who is supportive and understanding, and maybe has kids already too. Secondly - the child is not your own but a friend's or relative's, however; you still want to convey that you're good with kids and that they mean a lot to you - and, perhaps, you can't wait to have one of your own? If you don't want to send either of these messages, you better stay away from being in pictures with kids.

### Online daters with children on their pictures



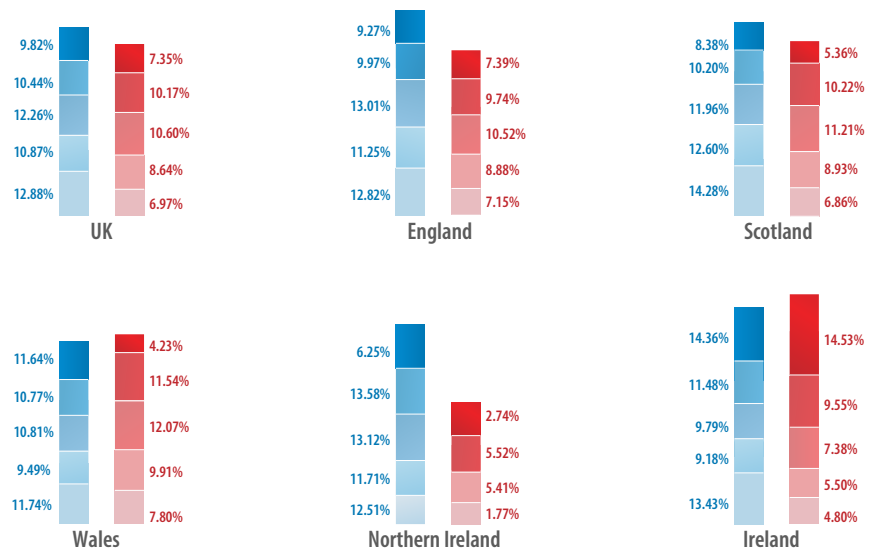
More men share their pictures with **children** across the UK



Comparing the gender ratios of the countries of the British Isles, we only see slight differences here and are surprised that men outnumber the women in each and every country. Why may this be? Either men just like to team up with toddlers to convince women of their familiar bond and their will to be responsible - or they just hope that the "baby bonus" mellows the females' hearts. Another habit of some guys is having a picture of themselves at a (very much) younger age on their profile. This however could be a subtle message of them not wanting to grow up.

## Age distribution of online daters with children on their pictures

Men 18-24 Men 25-34 Men 35-44 Men 45-54 Men 55+ Women 18-24 Women 25-34 Women 35-44 Women 45-54 Women 55+



We then reviewed which age groups are likely to have their picture taken with babies or toddlers the most? To our surprise, again it's mostly the youngest group of 18-24 year old men, while young females are rather unlikely to portray themselves with toddlers.

Maybe the young men are sharing their photos with their younger siblings? It is also quite interesting that the gender ratio is pretty even across all age groups.

We can only conclude that as the men or women over the age of 55 have the least number of happy family photos with grandchildren, it's not particularly popular in online dating.



In Ireland the share of age groups is slightly different, since most online daters with toddlers are to be found in the oldest age group.



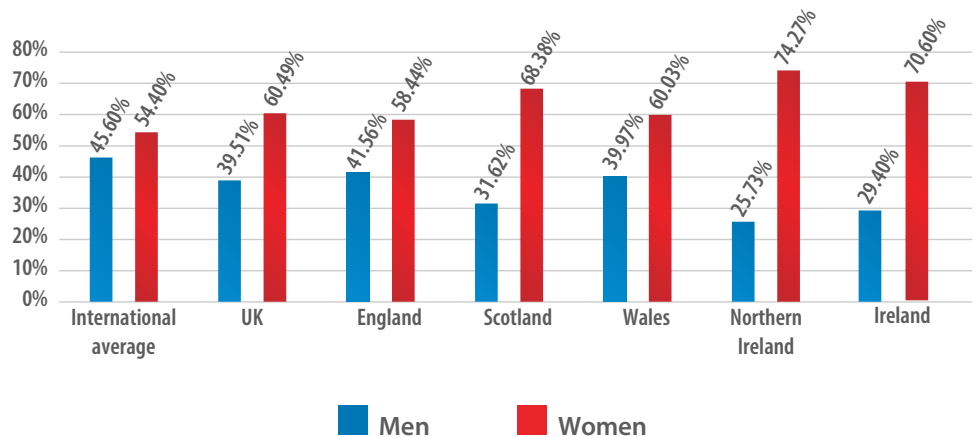
In Northern Ireland we have plenty of men between the ages of 45- 54 with children on their photos, but no women over the age of 55.

## "I want sex"

Some profiles literally scream: "I'm looking for sex". We're talking about profiles with lots of seductive poses, underwear, leather or even nudity. It is so blatant that online daters must know that they are conveying this message. A lot of online daters are looking for casual relationships on dating services, so pictures including nudity are not uncommon. We even found more women than men showing their bodies in this way.



Gender ratio of online daters seducing with nudity



More women than men portray themselves as seductive in their pictures



Across the UK most countries of the UK the percentages do not differ too widely from each other: from a 58% share in England to a 68% share in Scotland in all cases it is more women showing off nudity and seducing with it.



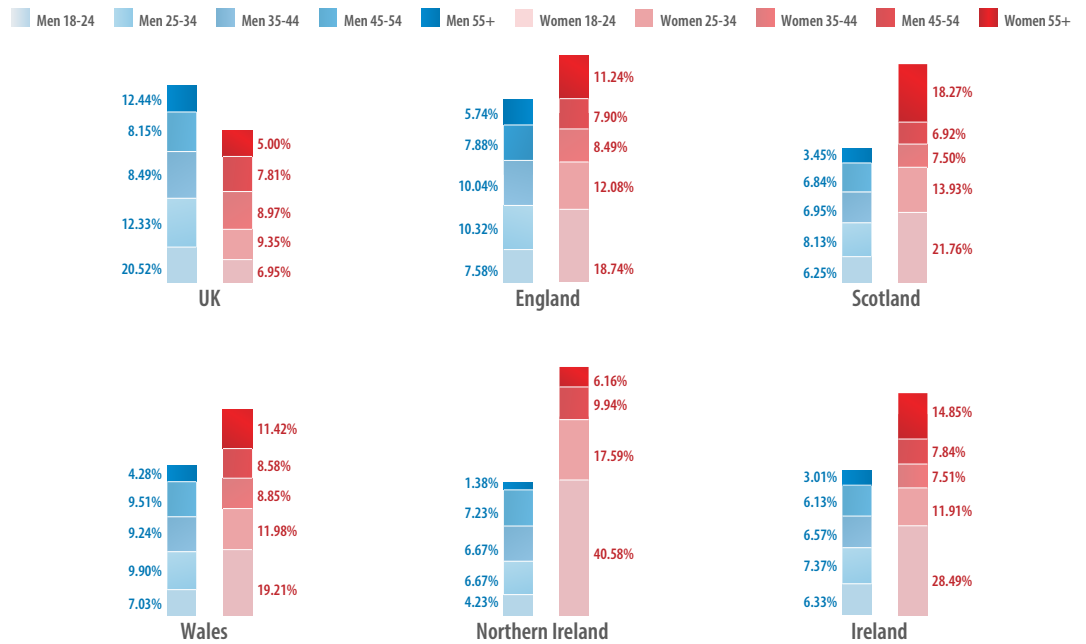
In Ireland we have 70% of pictures with nudity going to the female online daters.



Here we even have nearly three quarters of pictures with a high amount of uncovered body parts going to the female online daters.



## Age distribution of online daters seducing with nudity



Across Great Britain the percentage per age group do not differ too widely, the most females showing off their naked skin are in the youngest age group, taking 19-21% of the total share in every country.



In Ireland, it is significantly higher with 28% of pictures showing nudity belongs to the female age group between 18 and 24.



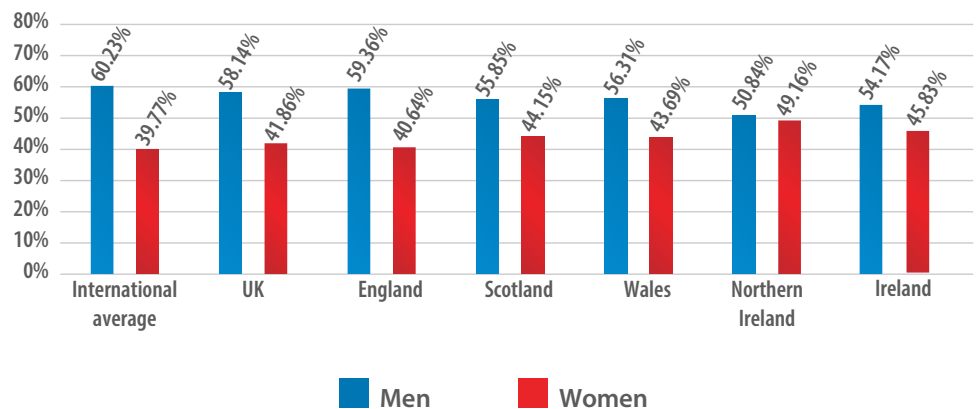
Here, in Northern Ireland, we actually have just over 40% of provocative photos from the youngest group of women. Wow, girls...don't forget, be careful what you wish for, because you just might get it - sex isn't love and if you want to avoid a broken heart, you should focus on other features of your personality.

## "...I really want sex, no offense"

On everyday online dating platforms, there are some users uploading especially "dirty" pictures, which go beyond the normal lingerie shot taken in the bedroom even though there is a high risk of these being blocked from normal dating sites. These are rather rare but in these instances it is the men who are taking the bigger share at roughly 60%.

Men are uploading  
**X-rated pictures**  
more often than **women**

### "Naughty, naughty" - Gender ratio of naughty online daters



Across GB it's clearly the men who are not afraid to show their desperation. Just over 58% of X-rated photos go to the male's account.

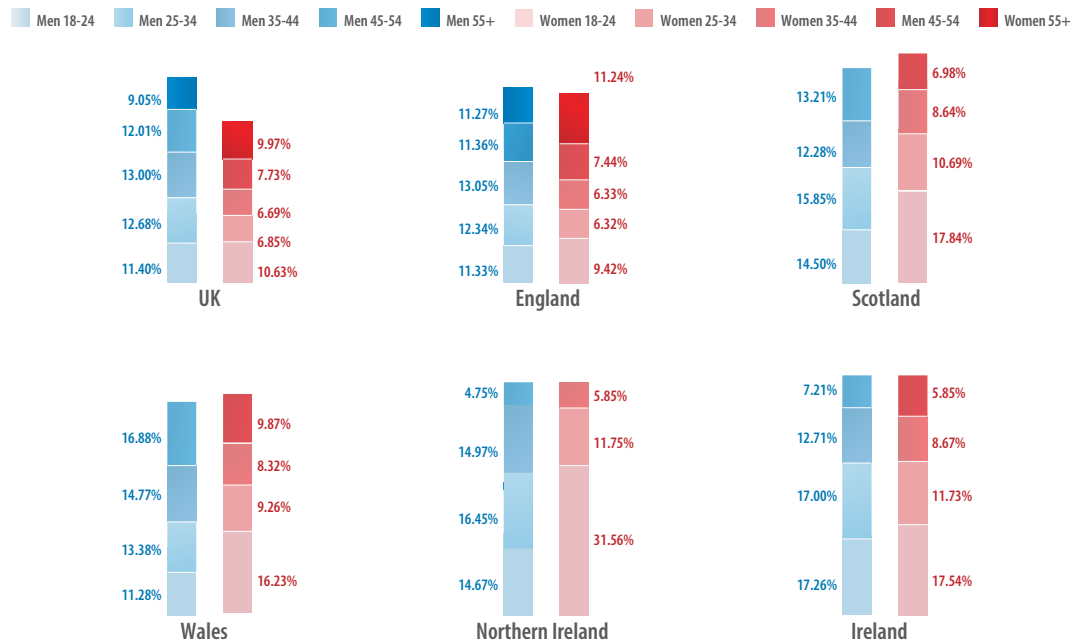


In Ireland it is slightly lower with 54% of X-rated pictures going to men, which makes the ratio between men and women more balanced here.



Here, in Northern Ireland, the ratio is even more balanced - 51% go to the men, 49% to the women. It seems that both, men and women, don't hold back from saying (in this case showing) what they really want and need.

## Age distribution of naughty online daters



The percentages per age group are pretty balanced, even though we have no men above 55 uploading X-rated pictures in Wales or Scotland. Among females the highest share of X-rated pictures go to the Scottish 18-24 year olds with 18% of the total share.



In Ireland men under 34 years old and women under 24 years old make up the highest share (52%).



Here the ratio is even more balanced with 51% for men and 49% for women. It seems that both men and women, equally, don't hold back from parading their assets.

## "Cuddle up to me!"



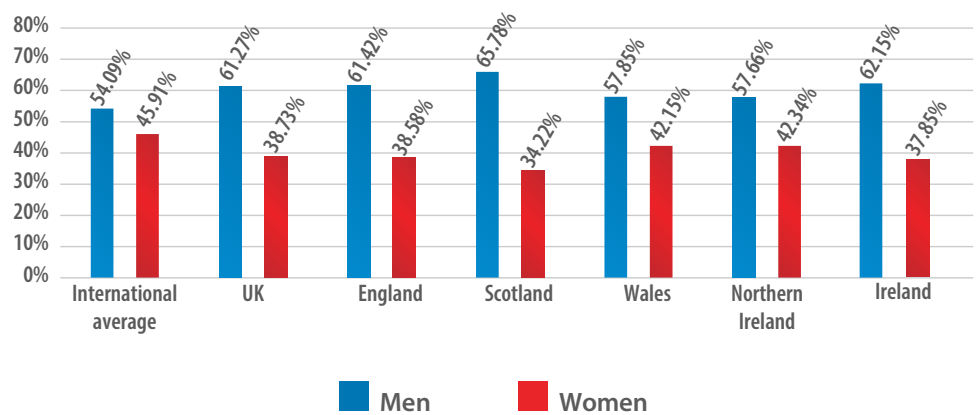
### Snuggle alert

- more pictures in bed come from men.

Another classic online dating motive, with a subtle message, is the one where they are "lying in bed, with puppy dog eyes, and glancing into the camera". Whoever has these on their profile is in desperate need of a good hug, a shoulder massage and tender cuddling all night long. Or, could it be a romantically disguised "sex message" too? How unfair!

The numbers show that more men than women are giving out free invitations into their cuddle zone (the bed).

## Gender ratio of online daters using their powers of seduction to get bedded



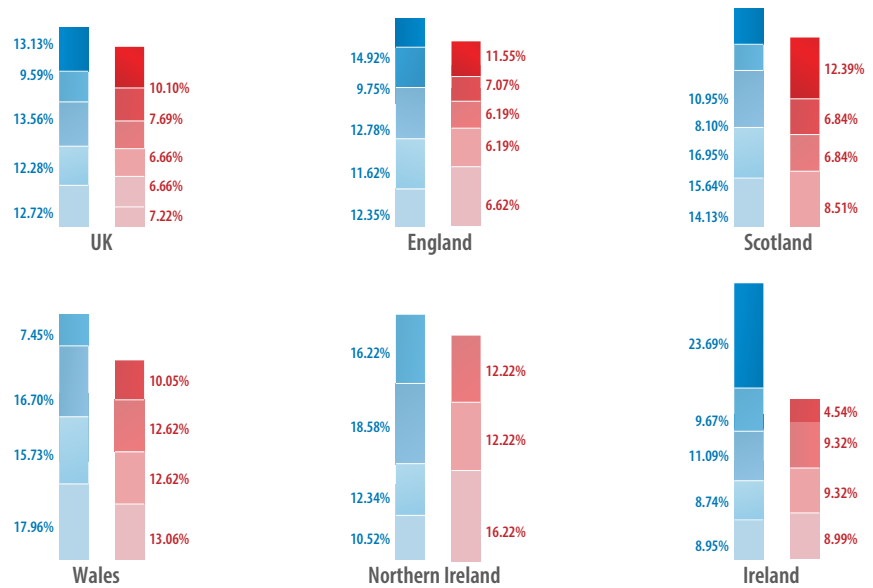
Across the UK we have a range of 58% to 66% of invites in(to) bed coming from male online daters.



In Ireland 62% of pictures that show an inviting horizontal pose are from men.

## Age distribution of online daters seducing in(to) their bed

Men 18-24 Men 25-34 Men 35-44 Men 45-54 Men 55+ Women 18-24 Women 25-34 Women 35-44 Women 45-54 Women 55+



Pictures of folk sleeping are popular among all age groups



In the UK most sleepy heads are male between the ages of 35 and 44 with about 14%, followed by men over the age of 55 with 13%.



In Ireland we have the highest concentration of sleepy heads in the age group of 55+ at nearly 25%. But watch it, guys - you do not want to appear soporific. Let's hope you are full of vitality in your other pictures.



England generally reflects a similar picture to the UK: By the way - looking at the females, the ones mostly taking a nap are over the age of 55.



The Scottish show more younger men posing in their bed and additionally older women - yet, there are none over the age of 55 posing horizontally.



There are no Welsh ladies between 18 - 24 years old posing asleep in their beds and the same applies to women over 55. It is the younger Welsh men, under the age of 44, who make up the largest share of just over 50%.



In Northern Ireland we do not have any women between the ages of 18 - 24 and over 55. Or, men over 55 but there are, however, plenty of younger men trying to lure a bed-mate to share their dreams between 35-54.





**Show me the money:**

**How much does your heart cost?**

### **Who's trying to impress with their luxury lifestyle?**

Showing possessions and money to attract potential partners online - does that work? How do rich (or wannabe rich) online daters show their wealth off?

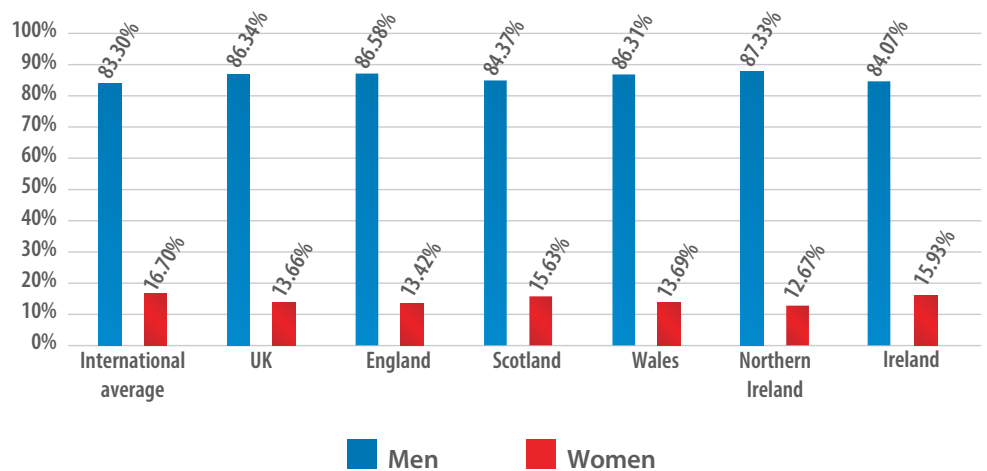
## Luxury cars

Lamborghinis, Maybachs, classic Porsches and Hummers - only a few can afford them, but we can clearly tell who brags about them more: men, of course.

About 83% of all luxury car images come from male online daters, while women are way more modest in this regard. It could be, on the other hand, that it's just cars. We'll see, on the next pages, if women take a bigger share of the other luxury goods.

Luxury cars are a men's thing.

Gender ratio of people trying to impress with luxury cars

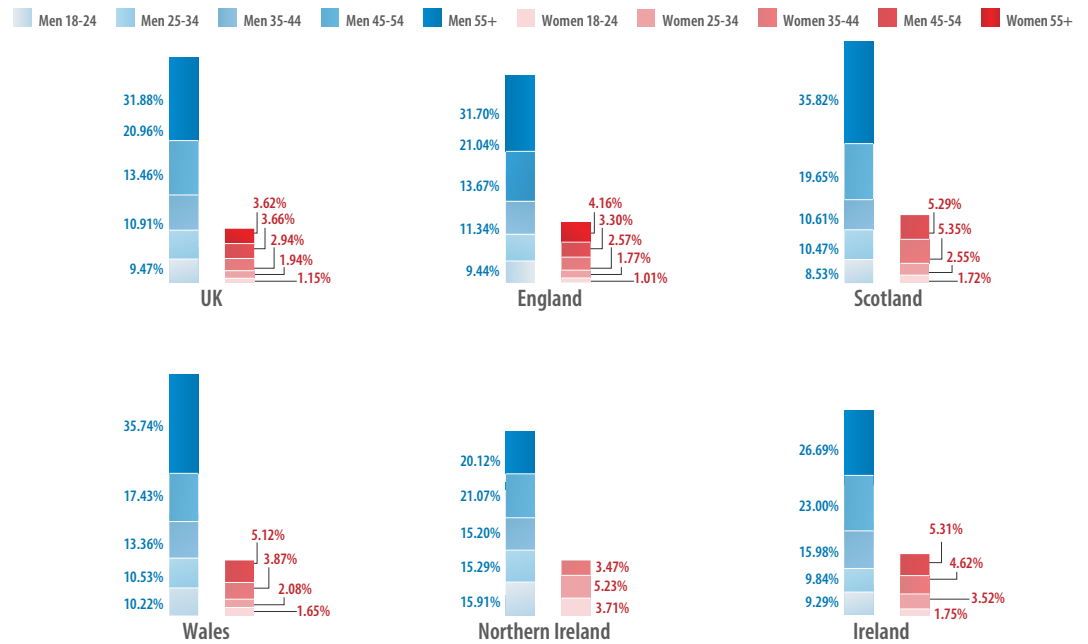


Across the UK, there is no great difference with between 84%-86% of men posing in their luxury cars.



Ireland is in line with the UK, with 84% of personal luxury car pics go to the men.

It's the **women over 55** who have the largest **female** share for **luxury cars** at just 4%.



Is this difference in ages surprising? Not really. It is no surprise that men, over the age of 45, would have made their money by this stage in their life and don't mind showing how far they have come in the world, on their online dating profiles. Except for Northern Ireland, the elderly folk take more than 50% of the share.

Interesting, it's only the English ladies of a certain age, over 55, with luxury vehicles albeit with only 4%.



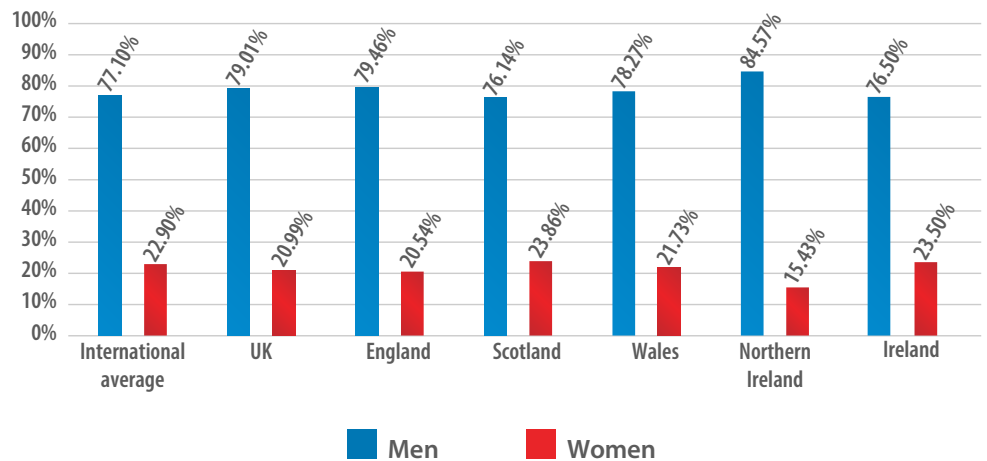
In Ireland, the percentage of men posing with their luxury motors is more even between the 45+ and 55+.

## Dating the rich and glamorous

What else are signs of a luxury lifestyle, apart from cars? Amongst other things, we spotted golf, sailing, luxury yachts, jewellery and, everyone's favourite celebratory tittle - champagne.

Surprisingly, again the ladies share is only just slightly higher than in the previous chart for luxury cars. So, seemingly it is clearly apparent that way more men, than women, like to "impress" with money. Or, men like to prove that they have the means to provide and "spoil" a potential partner with private jet flights and gemstones, while women are more modest about their valuables and private about their lifestyle...*perhaps protecting themselves from predators looking for a sugar mummy!*

Gender ratio of rich and glamorous online daters



Less than a quarter of all luxury lifestyle pictures come from women



Across the UK we have a range of 76% to 85% of invitations to the lifestyle of the rich and famous going on the male's account.

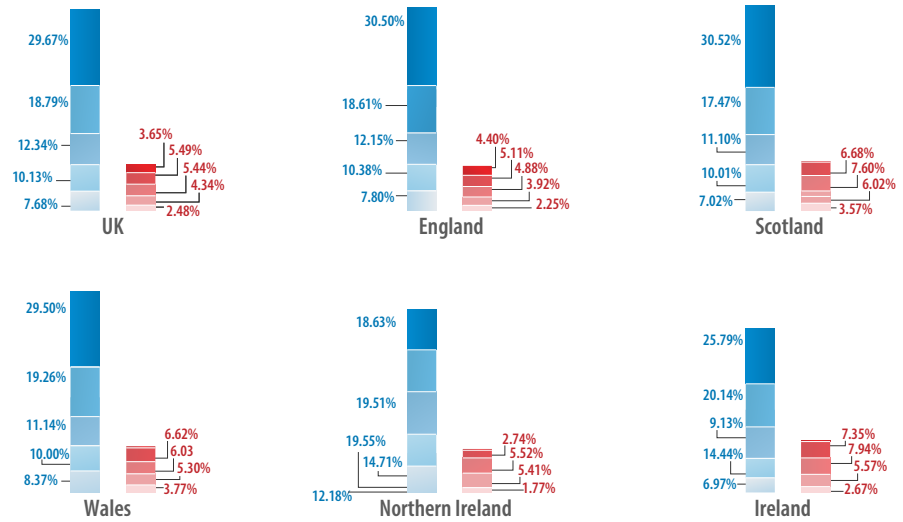


Ireland has, in line with the UK, 76% of pictures portraying a luxurious lifestyle uploaded by men.

The likelihood of meeting rich men online rises with their age. The older they get, the more they tend to show their achievements on their profiles. Well, who wouldn't want to show off their private helicopter?

## Age distribution of the rich and glamorous online daters

Men 18-24 Men 25-34 Men 35-44 Men 45-54 Men 55+ Women 18-24 Women 25-34 Women 35-44 Women 45-54 Women 55+



Most online daters presenting the **lifestyle of the rich and famous** are male and over 55 years of age



Across the UK, as expected, most luxury items were detected by men over 55, followed by the slightly younger men between 45 and 54 years of age. Again, in the same way as showing off their luxury car, it is only the English ladies, over the age of 55, who like to show off their status symbols.



Just like the rest of the UK, except in England, there are no Irish ladies over 55 living the lifestyle of the rich and famous on their dating profiles. The slightly younger women, 45-54, do go a small way to make up the difference with 8% but the older Irish men, 55+, are not afraid to flash their cash with 25% of the share.

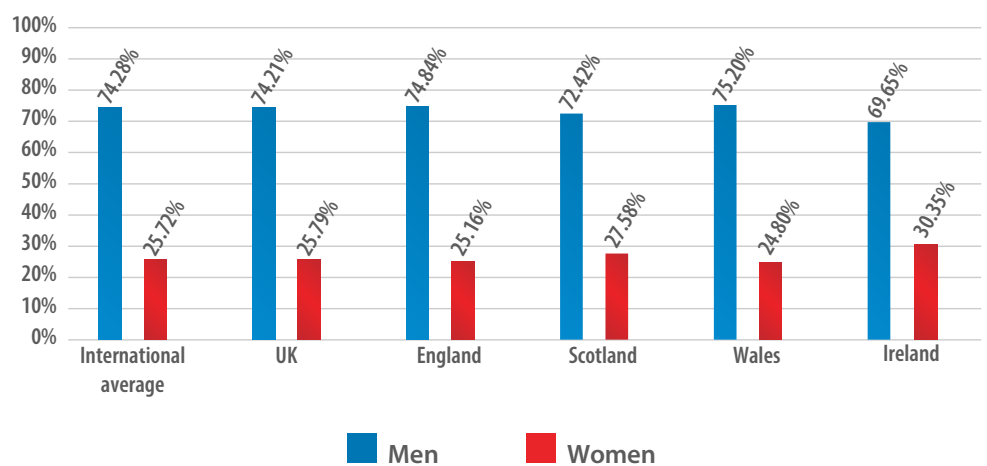


## Who's living the dream and owns a private yacht?

Lastly, we've looked at the one special luxury item that everyone dreams of - a private yacht. Wouldn't that be great? And for some online daters, this dream has already come true (though we can't say for sure if the picture wasn't taken during a once-in-a-lifetime holiday).

You would imagine that there would be lots of women, adorned in swimsuits, sun worshipping on these yachts? Well - yes and no. They are outnumbered by their male counterparts - big time.

### Lifestyle of the rich and famous - gender ratio of online daters with yachts



Even though rare, **yachts** are more likely to be displayed on **men's profiles**



Across most of the UK, only about one quarter of pictures with yachts are uploaded by the ladies. However, there are no pictures of the high life shown from the ladies or gentlemen in Northern Ireland.



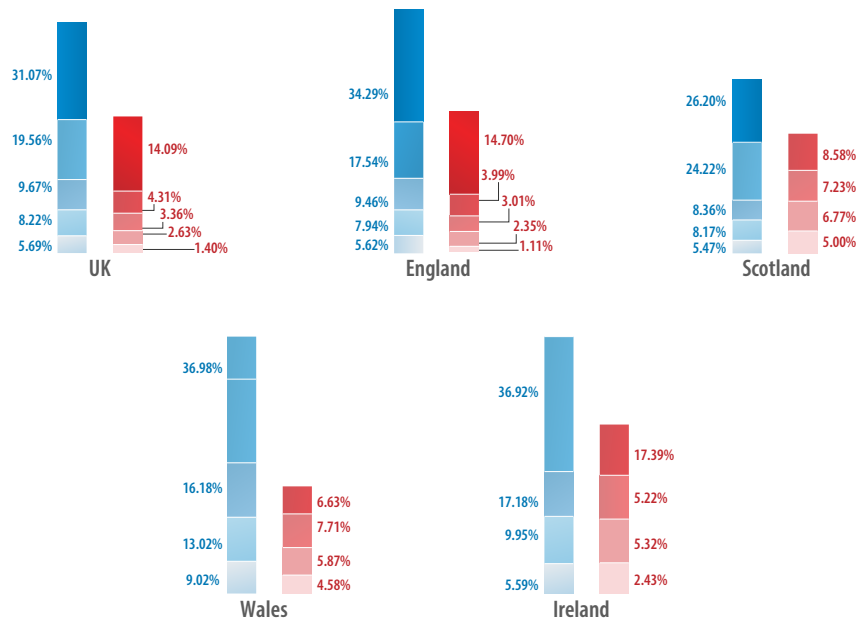
The highest share of yacht pics from the ladies are from the Irish with 30%, which leaves a slightly lower than average 70% from the men.

"Rich kids" really seem to be more of an Instagram thing. Obviously, in online dating you're supposed to meet up with the people you connect with at some point, and you don't want to be unmasked as someone who tells porky-pies, do you? You should always be able to live up to your online dating profile, hashtag whatyouseeiswhatyouget...understand?

## Age distribution of online daters with yachts

Men 18-24 Men 25-34 Men 35-44 Men 45-54 Men 55+ Women 18-24 Women 25-34 Women 35-44 Men 45-54 Women 55+

Most online daters with yachts are men above 55



Across most of the UK, it's the same story with the older guys flashing their cash in the form of yachts. Also, with the older English biddies at 14%.



Overall in Ireland, just like in Wales, there are no older folk stealing the show when it comes to pics of yachts. It is the slightly younger 45-54 year olds who are making a splash with 37% of pictures.



As mentioned above, sadly or wisely, whichever way you choose to look at it, there were no yachts spotted in Northern Ireland.



## **The UK & Ireland compared to other countries - how big are the differences between the nations?**

### **Facts about the international online dating market**

By how much do British and Irish online daters differ from other nations? What's typical for the British and Irish compared to our European neighbours and cousins in the USA and Australia - and what isn't? Who takes the top spot for pictures that include drinking alcohol, sport, luxury items and provocative nude poses? Let's find out!

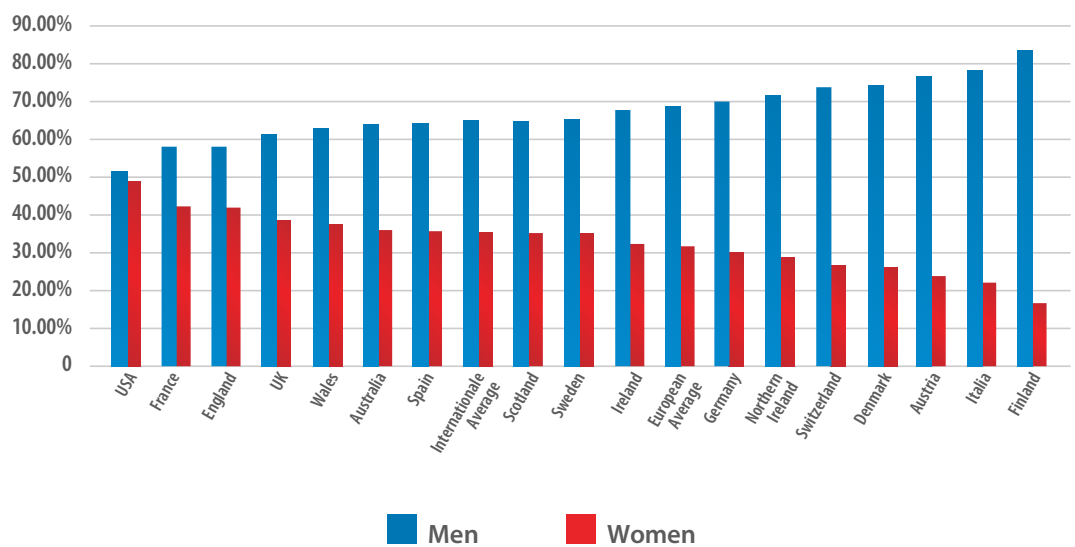
## Gender ratio

Let's look at the gender ratio on an international basis. In which countries are the chances, especially high or low, for finding a partner? The more even the gender, the higher the stakes are for every online dater to find a good match.

The UK has, on average, one of the most even ratios between the genders. The English tip the balance with 41% female and 58% males. In Ireland there are less females with 32.4% leaving over two thirds of the share to the males.

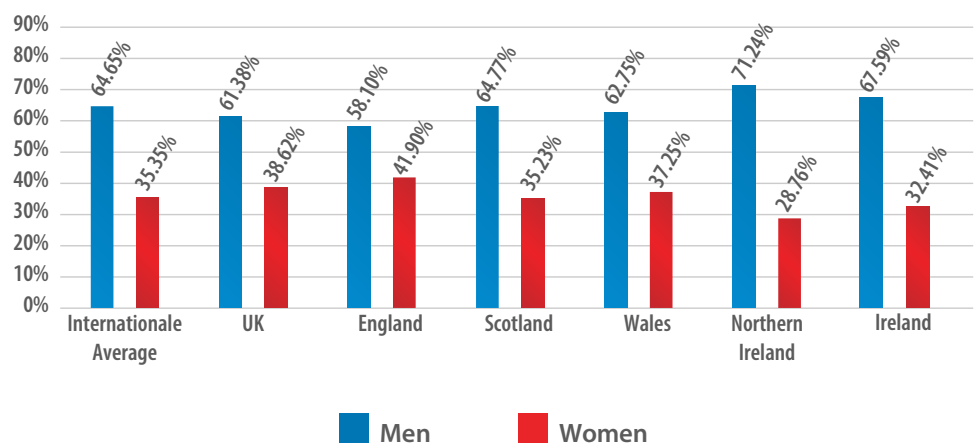
### Gender ratio of online daters internationally

The European average shows **less than half** of all online daters are female



### Gender ratios compared to the international average

The **international average**, in line with **UK and Ireland**, shows that **around one third** of all online daters are **female**.



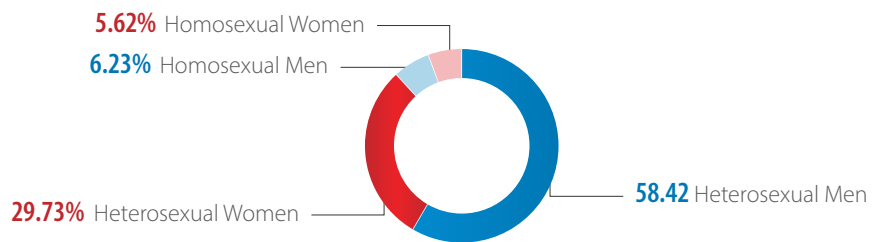
## Sexual orientation

Now we are going to take a brief look at the percentage of online daters' sexual orientation internationally.

It appears that most online daters are straight, men with 58% and women with nearly 30%.

Generally speaking, for **every straight woman** there are **two straight men** in the world of online dating.

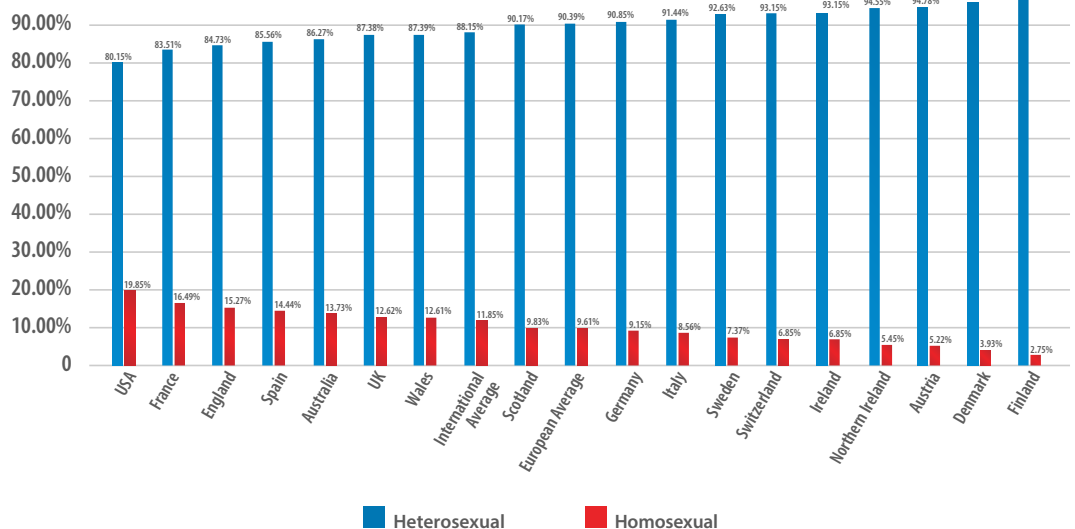
### Online daters international



Now that we have data from across the US, Australia and Europe, where do we find the lowest and highest share of gay online daters?

The Finnish have a surprisingly low share of gays with less than 3%. Germany, in line with the European average, has just less than 10% looking for a partner of the same sex, which is below the international average of almost 12%. The UK, Spain, and France are all above these averages but none outnumber the US, which has the highest share of gay online daters at nearly 20%.

### Distribution of sexual orientations internationally

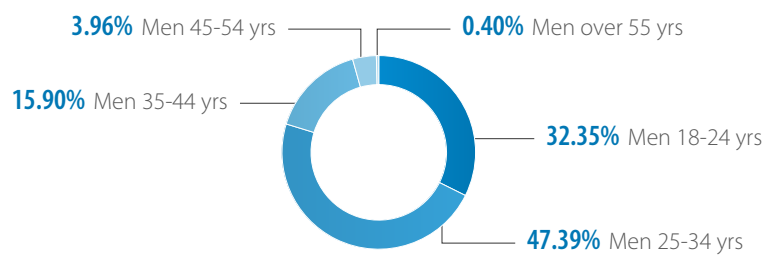




## Age distribution

The age composition for international male online daters is almost the same as the UK and Ireland with most being between the ages of 25 to 34. This group is followed by the younger lads below the age of 25. This leaves at least 20% of the share to the older age group, over the age of 34, still looking for a partner.

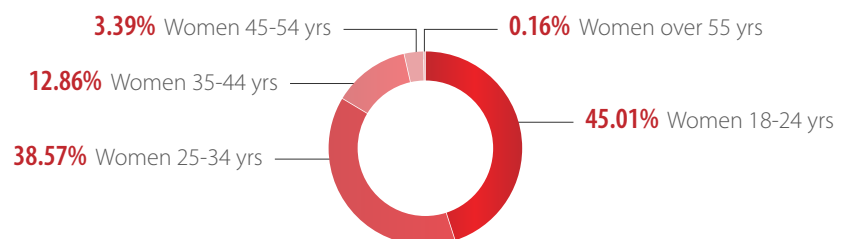
### Age distribution of male online daters international



**Most male** online daters are **between 25 and 34** years of age

We saw earlier, that the British and the Irish women have the largest share in the age group below 25. On an international level, the same group is 45%. The second largest piece of the pie, at 39%, goes to Women between 25 and 34 years, leaving 16% to women older than that. This is altogether quite similar to the British and Irish chart with only a few differences.

### Age distribution of female online daters international



**Most female** online daters are **between 18 and 24**

# International Rankings

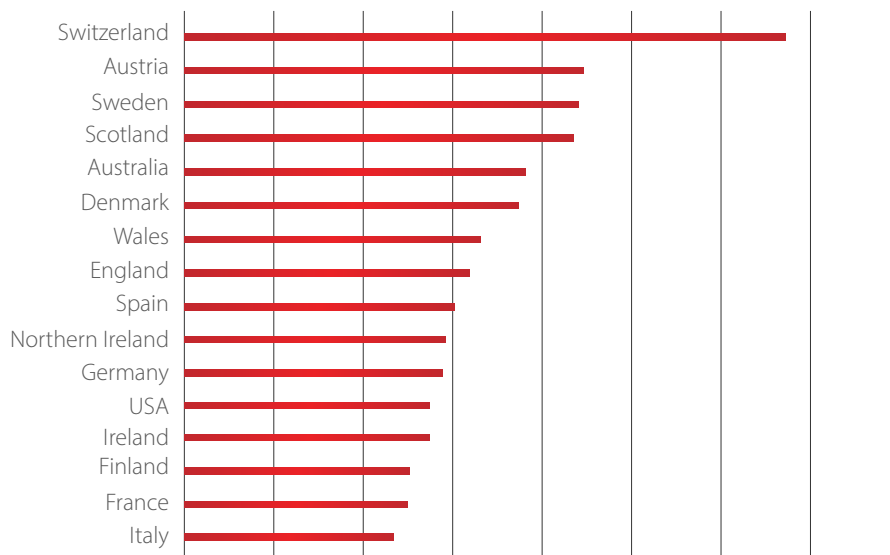


## Online daters abroad

Which online daters log into dating services and apps whilst travelling? While we can only guess about their intention, we can tell you the numbers. The largest share comes from Switzerland, followed by Austria and Sweden. Scotland ranks 4th here, long before Wales, England and Northern Ireland.

The country, however, known for their “amore” surprisingly comes in last: Italians take the smallest share here.

### Looking for a partner abroad?



Most travelling daters are from **Switzerland**



**Danish** are the **happiest** online daters

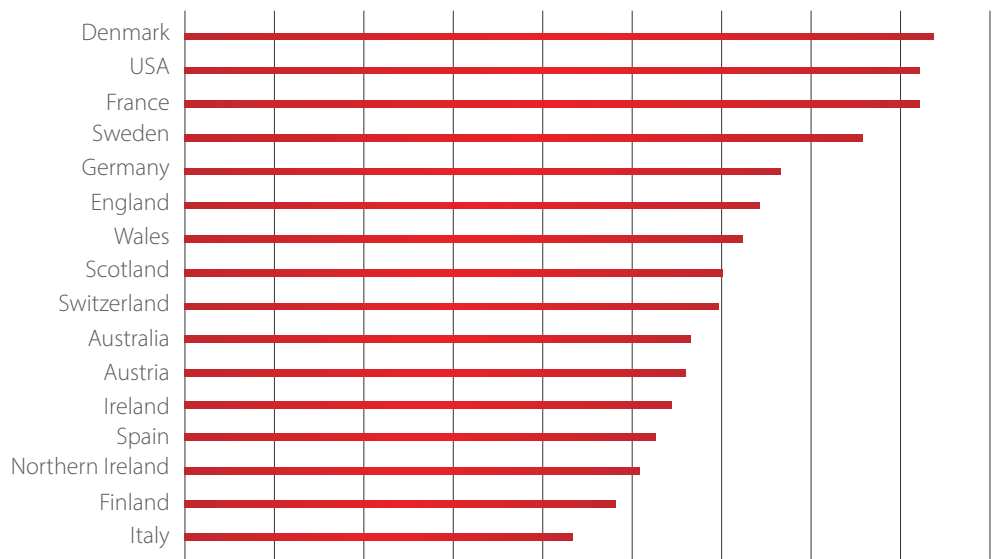
Ciao, bella: **Italians** have the **lowest rate of happiness** in this ranking

## Who are the happiest online daters?

The luck of the Danish - these people are the most likely to show how happy they are in their pictures by smiling, grinning and having fun. The Americans rank second here and can be proud about that. In the UK, England ranks sixth. Being open-minded and showing positive emotions in pictures deserve a big thumbs up.

The most "serious" are the Italians, Finns, and Northern Irish. We can't tell exactly why this is, but would advise them to give smiling in pictures another try.

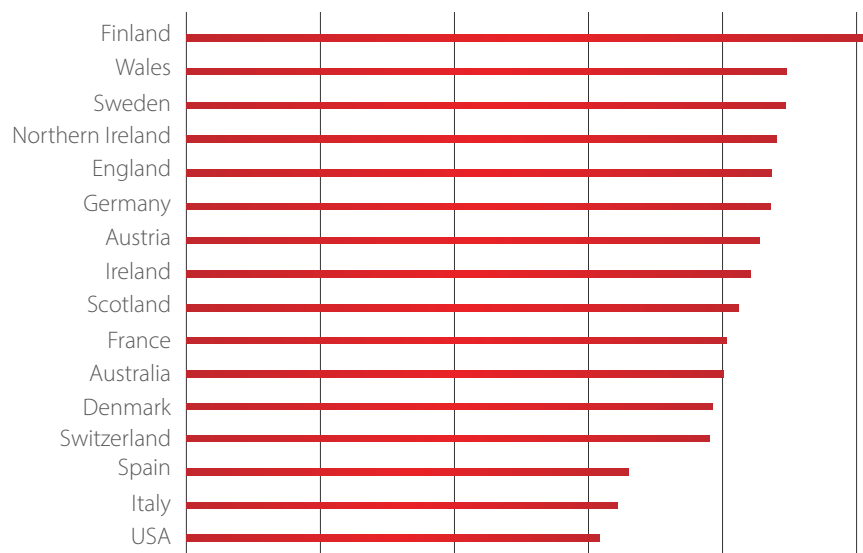
### Who has the happiest online daters?



## Who has the most pictures with sad or angry looking people?

Just as there's a certain number of happy pictures, there is almost the same share of people, who aren't so happy, pulling a face. Maybe they just want to share all their personality traits with the viewers on their profile? This is not the same list, as shown above but just switched upside down. No - it's a whole new list with some more surprises...

### Online daters with bad moods?



**Men** show their **angry side more than women**

Men show their **angry side** more than women

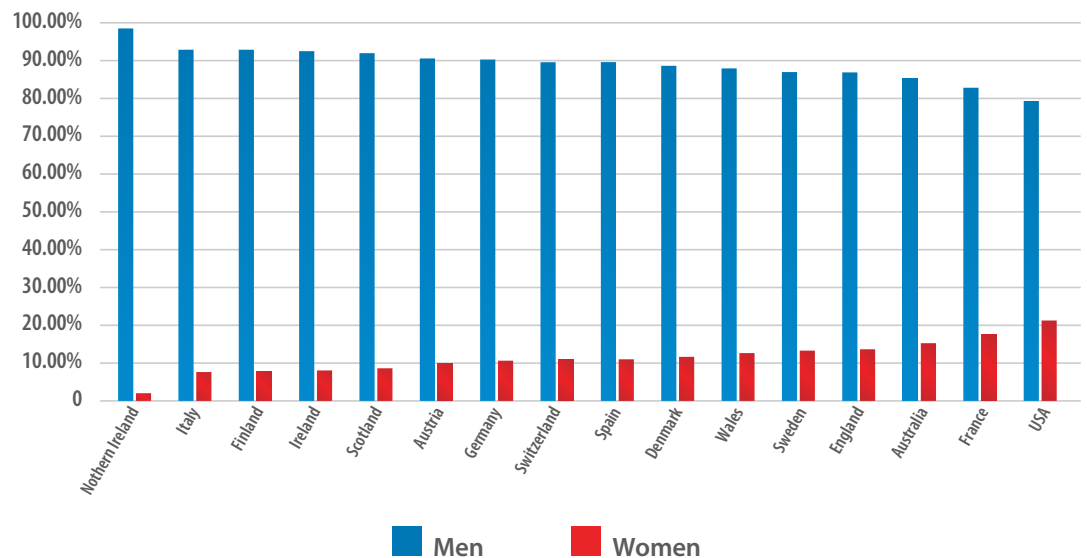
In Finland we found the most pictures with angry looking people on them. Wales comes in second before Sweden and Northern Ireland. The US ranks last after Spain and Italy - guess the Italians like to stay neutral and not show too much emotion?

### Men or women - who's showing their angry side more?

You would think that having a grumpy face would not be a successful online dating tactic. With that in mind, we looked at which gender tends to show their Mr or Mrs Potato angry eyes.

Our results seem to reflect the old-age cliché with men ranking highest in unenthusiastic faces and woman the lowest. Perhaps, this goes back to the stone-age days where showing no emotion was a sign of strength?

Gender ratio of online daters in a bad mood



In Northern Ireland it's clearly more men, while in the USA we have the highest share of female "hulks".

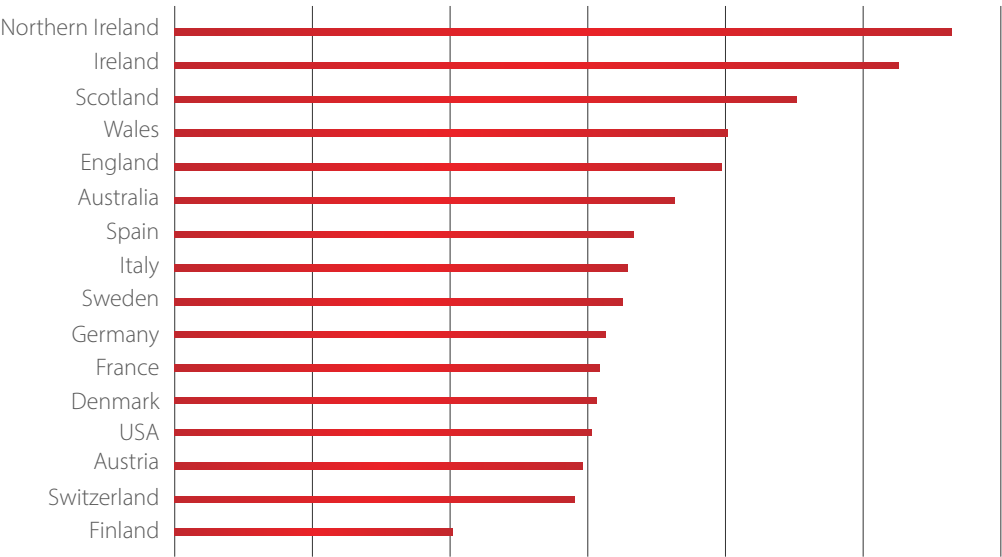


**The worst are probably the Northern Irish photographers:**  
Their photos are the most underexposed

### Who uploads the worst quality photos?

Who is number 1 at uploading the worst quality photos? Sorry, but this would be Northern Ireland. Northern Ireland is the main exporter of underexposed photos, with their low content quality and appearance. Coming in second is Ireland, followed by Scotland. Our data shows further that the less faux pas photos belong to the Austrians, Swiss and Finnish.

### Who uploads the worst pictures?







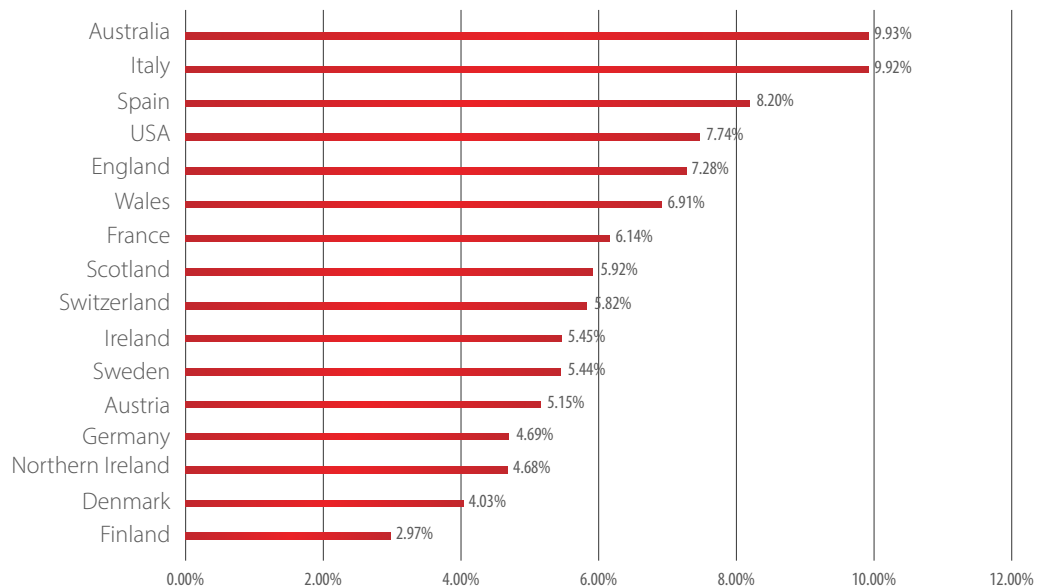
The **most open** online daters are the **Australians**

The **most modest** of online daters are the Northern **Irish**, the **Danish** and the **Finnish**.

## Who shows the most skin?

Who shows off their assets the most? In first place are the Australians - closely followed by the Italians, who are also not stingy with their naked charms. In third place are the Spaniards, followed by the Americans and English. Northern Ireland, Denmark and Finland seem to be rather shy here.

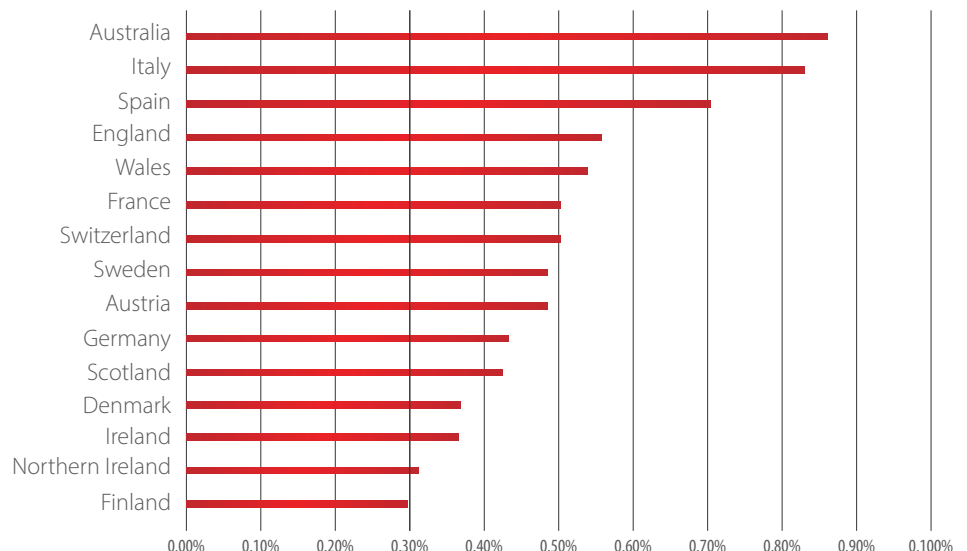
### Online daters showing off what they've got



## X-rated: Who is uploading risqué photos?

Coming in at number one (as maybe expected) are the Australians, followed closely by the Italians and the Spaniards. Maybe this has something to do with the weather? On the other hand the Irish, Northern Irish and Finnish are relatively modest when it comes to baring skin, therefore making risqué photos even less of a possibility. Internationally, online dating - in general terms - is very civilised.

### Where are the naughtiest online daters from?





**Austria** has the **most sporty** online daters

The **least sporty** award goes to **Ireland and Finland**



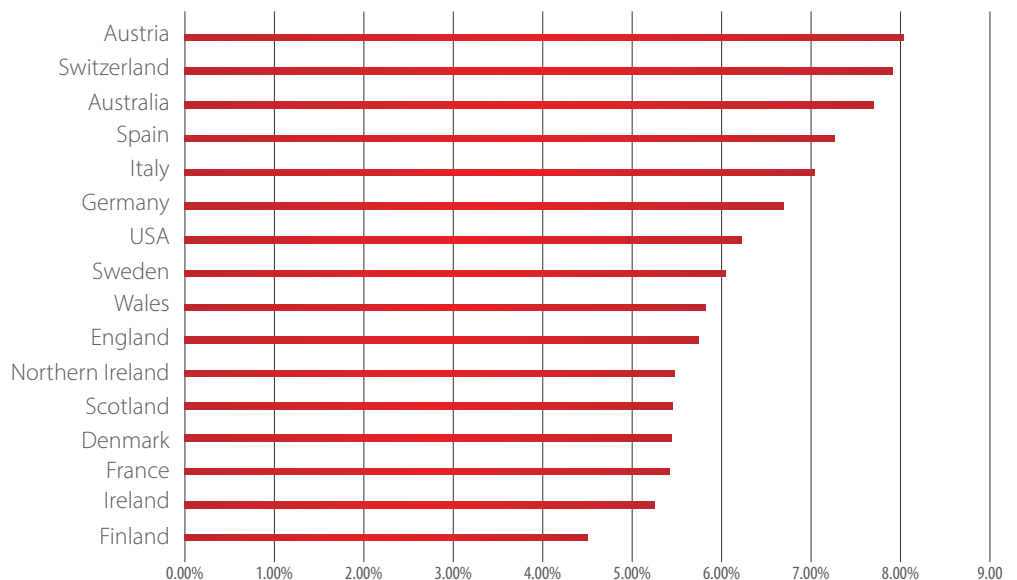
The **Swiss, Italians and Danish** eat the **highest percentage** of fruit and vegetables

**England, Ireland and Northern Ireland** enjoy the **least amount** of fresh produce

## Which country is the most athletic online?

Contrary to popular opinion, the Austrians are the sportiest when it comes to taking part in sport. The Swiss and Australians follow closely behind. The most unsporty online daters can be found in France, Ireland and Finland.

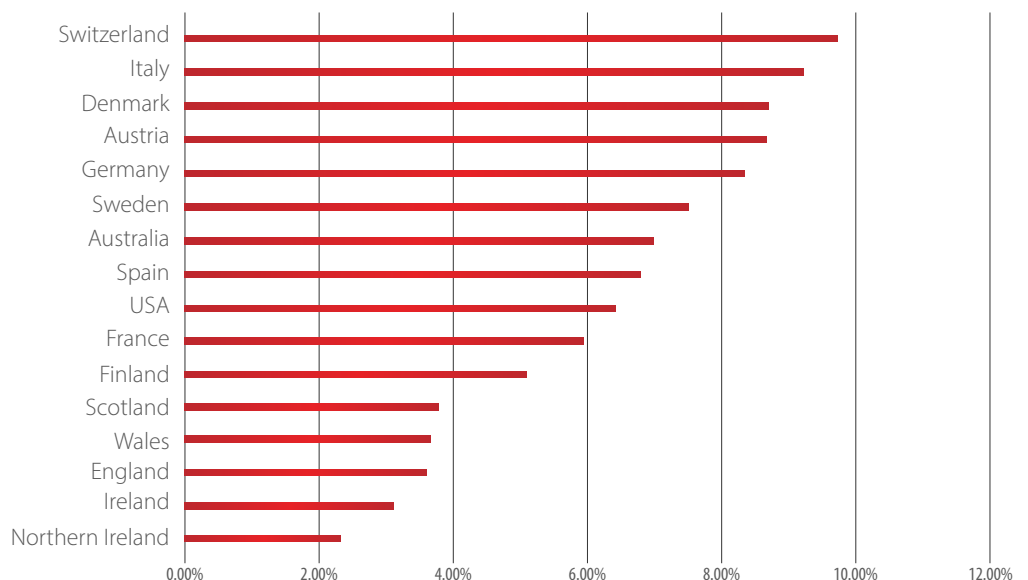
### Who has the most athletic online daters?



## Which country is the healthiest?

Are the sportiest online daters also the healthiest eaters?...not necessarily. In first place we see the Swiss. Coming in second are the Italians, followed closely by the Danish. Those who are eating the least servings of fruit and vegetables are the English, Irish and Northern Irish..tsk tsk lads.

### Which online daters prefer healthy food?





**Italians enjoy the most fast food...**no wonder: their pizza is so good

In **last place** the least fast food loving award goes to the **Welsh, Finnish and Northern Irish**



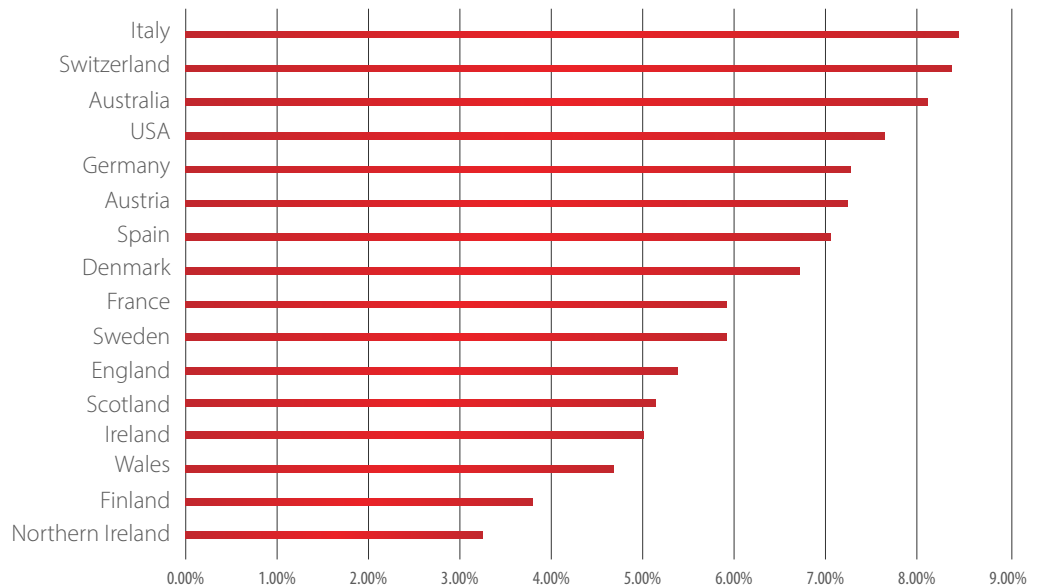
**The Northern Irish** show off the most alcohol in their profile photos

**The Germans, French American and Finnish** are least to brag about their alcoholic exploits in profile photos

## ...and who eats the most fast food?

As with our sports correlation, it is incorrect to say that those who eat the least amount of fresh produce must be eating fast food. You're in the clear Brits, because the winners of this category are the Italians. In second place we have the Swiss. The third place goes to the Australians. The home of fast food, the USA is next and Germany is in fifth place. The countries that eat the least amount of fast food are Wales, Finland and Northern Ireland.

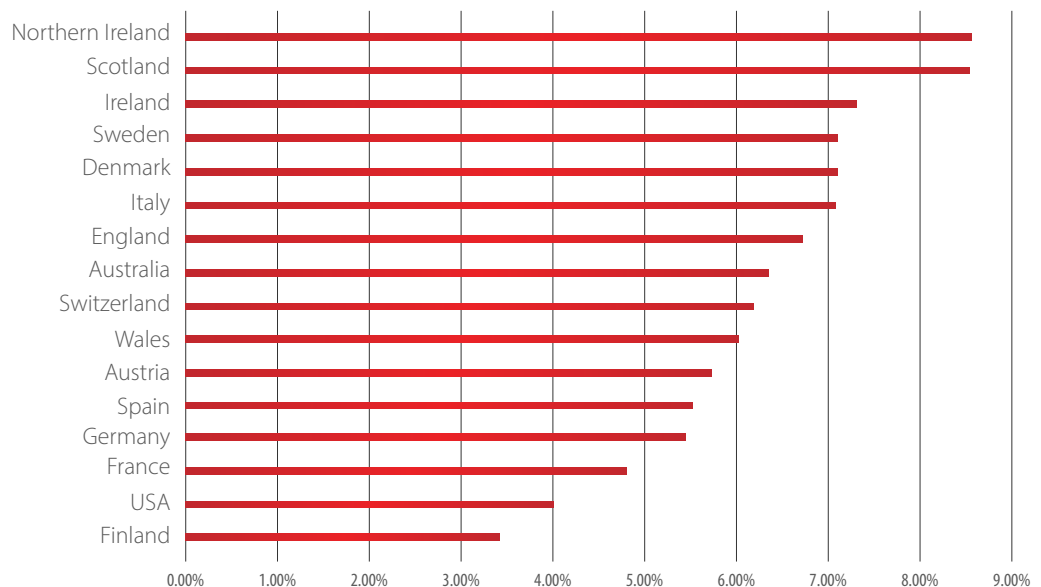
### Which online daters can't resist fast food?



## Which country drinks the most alcohol?

Which international online daters can be seen raising a glass the most? No, it's not the beer guzzling Germans, nor the all-night partying English but first place goes to the Northern Irish. Then in second and third place are the Scots and Irish - perhaps this has something to do with their celtic blood? Seldom do we see the Germans, Finnish, French or Americans with drink in hand.

### Which online daters enjoy their alcohol the most?



## Who drinks the most beer?

"Oh, if it's beer, it must be the Germans"- but not so fast slick, we've caught you there. Surprisingly enough it isn't the pro스팅 partners of mid Europe but us Brits who take the cake or should I say, pint.

**Germany** is only number 12 on the list of most beer drinkers

### Beer drinking online daters by popularity

1 Northern Ireland	9 Denmark
2 Scotland	10 Switzerland
3 Ireland	11 Austria
4 England	12 Germany
5 Australia	13 Spain
6 Wales	14 USA
7 Italy	15 France
8 Sweden	16 Finland

## Who drinks the most wine?

Perhaps the French accompanied with a baguette and an assortment of cheeses? Aha but this cliché is not supported by our analysis. It seems that the number one place goes to the Danish. Followed closely by the Swedish and Italians..how's that for a plot twist?

### Ranking of wine lovers

1 Denmark	9 Spain
2 Sweden	10 Germany
3 Italy	11 England
4 Switzerland	12 Wales
5 France	13 Australia
6 Northern Ireland	14 Ireland
7 Austria	15 Finland
8 Scotland	16 USA



Hats off (or should we say on) to the **Americans**. They seem to be the most fashion forward in the headwear game

**Finland and Spain** tend to avoid hats the most



Unsurprisingly, the USA has the most weapons

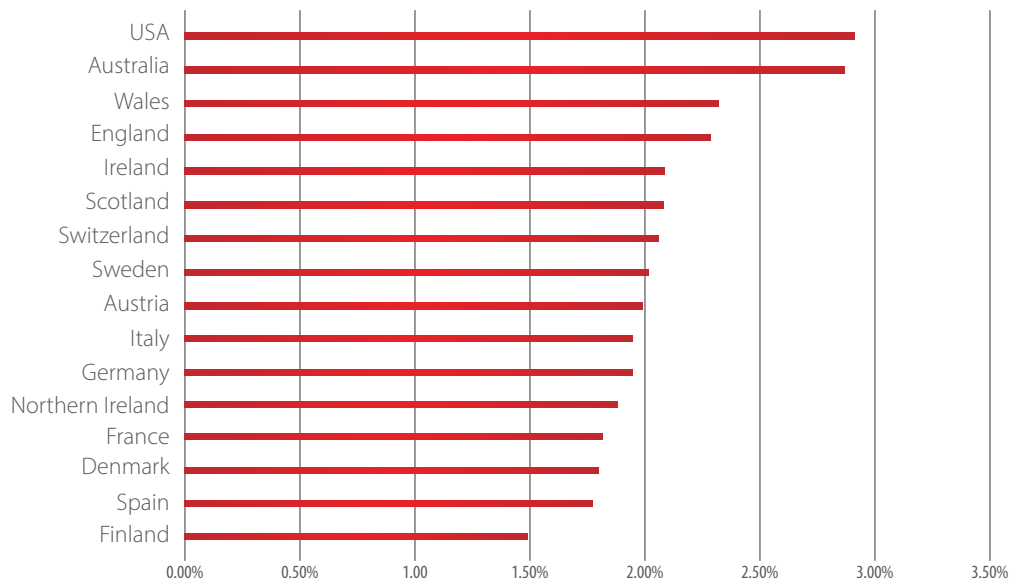
**Second place** goes to **Finland**

**Ireland, Italy and France** seem to be our pacifists

## Who wears the most hats?

It seems that Americans are the most headwear trendy bunch on online platforms, with impressively high numbers in our ranking, they seem to be dominating the hat industry. Coming in a close second place would be the Australians (perhaps they need a lot of sun protection down under?) and third the Welsh, which we could only assume they fancy for the warmth aesthetic. Lastly we see Denmark, Spain and Finland- so much for the sombreros of Seville.

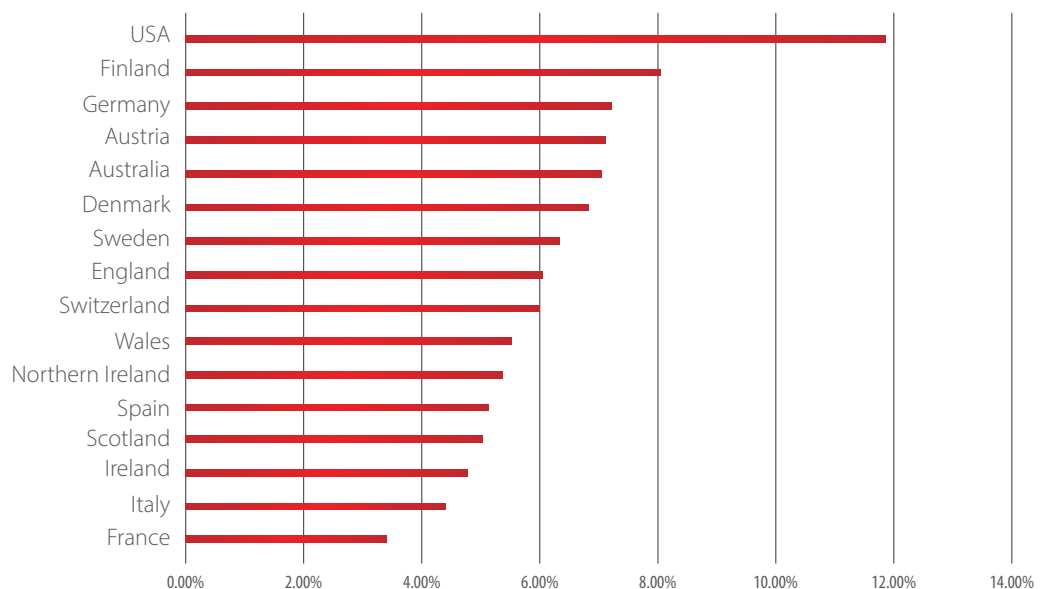
### Online daters wearing hats



## Who shows off the most weapons?

Hardly a surprise; the American online daters have won this by a long shot. America, the beautiful, is truly the land of gun toters and the Second Amendment. Number two, unforeseen by us, is Finland followed by Germany. However, the pacifist countries are Ireland, Italy and France.

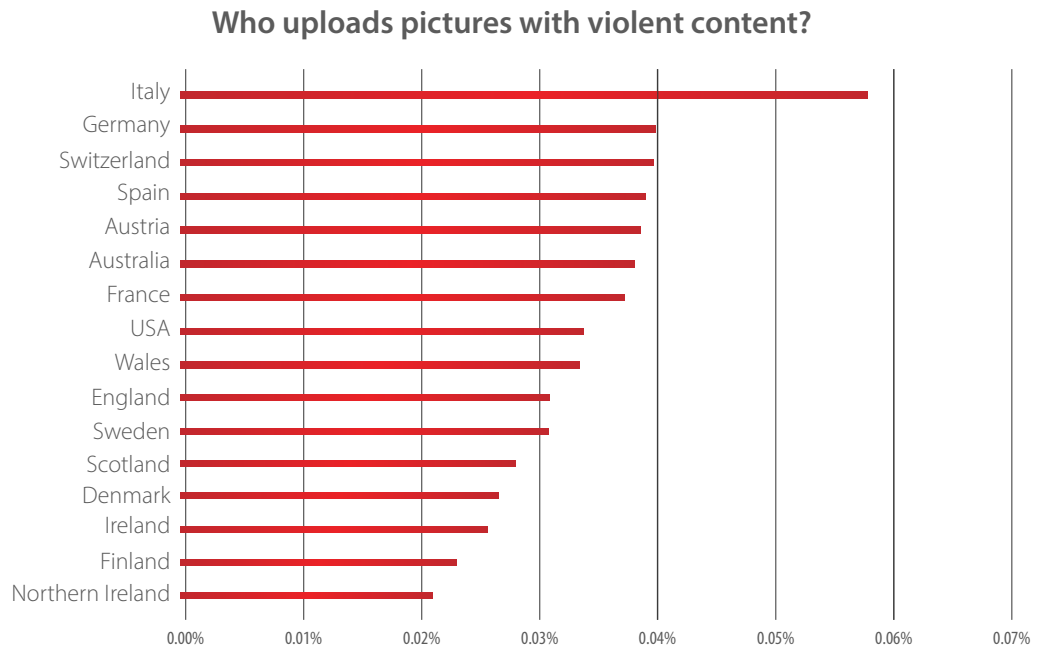
### Online daters with weapons



## Who uploads the most pictures with violent content?

The content displaying the most violence on profile pictures will probably be found among the Italians and Germans. Fortunately, most of the time, it's just fake blood photos and Halloween related images. In third place are the Swiss. Those with less tendency to show blood are the Irish, Finnish, and Northern Irish.

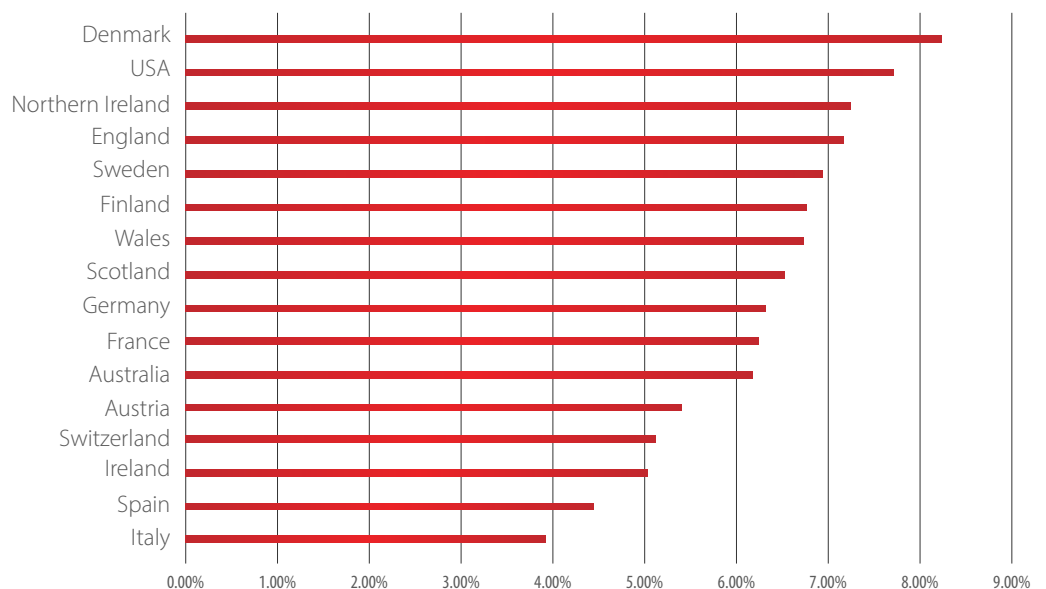
**Italians** tend to display the most violent content



## Who likes children the most?

Which online daters display the most eagerness to share their photos with children? The Danish! Our studies have shown that the Danish are the number one in showing interest in having children, followed by the Americans and Northern Irish. Interestingly enough, the same cannot be said for the Irish, Spanish and Italians. We wonder why that could be.

### Which online daters love kids?



**The Danish, Americans and Northern Irish** prove to be the most child-friendly countries

**Ireland, Spain and Italy** are the least eager to have children



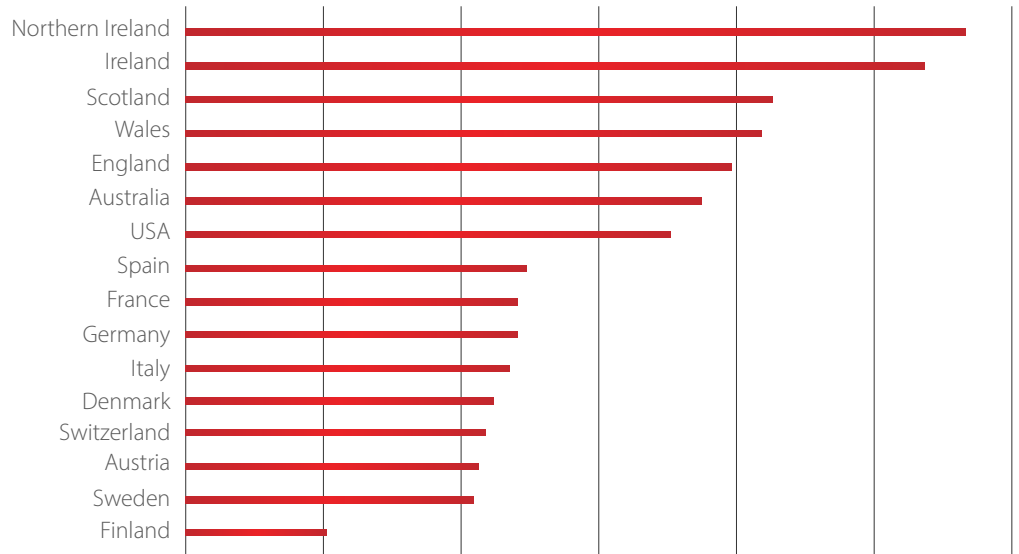
## Who takes the most group photos?

The Northern Irish seem to be the most enthusiastic about showing off their friends. Second to them come the Irish and then our Scottish pals. Contrary to popular belief, the party loving Welsh only come in at number four (perhaps it's due to our love of selfies). Lower in the table we see, almost neck and neck, the Austrians and Swedish followed by the Finnish.

**Ireland, UK and Australia** portray themselves as social butterflies

**Austria, Sweden and Finland** tend to prefer the solo photo spotlight

### Who loves to take group pictures?



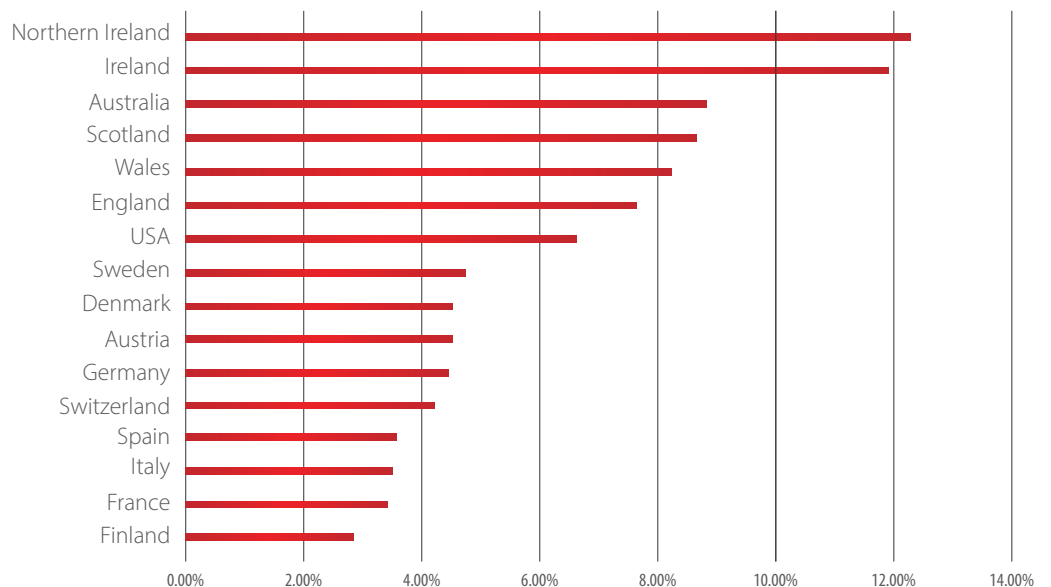
## Which countries have the most online daters ready for marriage?

So it seems the wedding bells are ringing in the hearts of our Northern Irish. With our data showing a high number of clues for those looking for that special relationship, these online daters can't wait to name the day. Behind the Northern Irish, we can see the Irish and Australians but our data also shows that in terms of looking for the "one", Italy, France and Finland tend to just look for the "one right now".

**The Northern Irish** are the most eager to tie the knot

Studies show **Italy, France and Finland** prefer to take it slow

### Which online daters can't wait to get married?



## Who can't stop showing off their life of luxury?

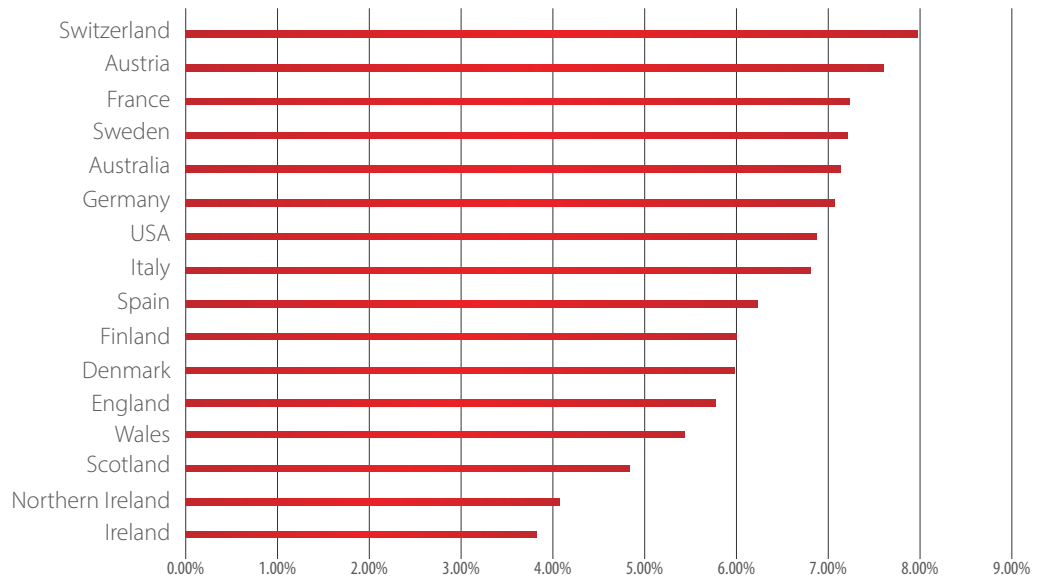
Who is most likely to persuade a potential suitor with a status symbol? Why, it's our Swiss consorts of course! Especially in the online dating market. We see many profiles displaying fancy cars, boats or glamorous places. Next in the line for flaunting are the Austrians and French (who would have thought?). However, our most humble online daters seem to come from Scotland, Northern Ireland and Ireland.



**Especially Swiss  
online daters can't resist  
showing off their luxury**

**The Scottish and Irish  
seem to be more humble  
when it comes to luxury**

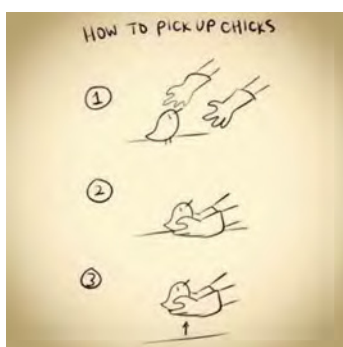
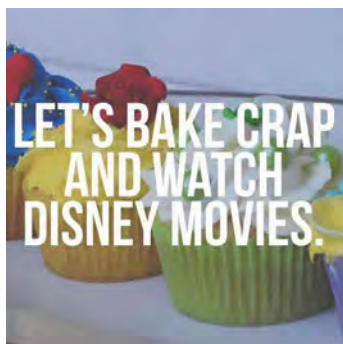
### Who can't stop showing off their luxury?



## Funny sayings

Sometimes a picture is worth a thousand words. So here we go with our favourite sayings and memes used by online daters:

Ideal date: we go get tacos. I eat 13.  
You are very impressed and not at all grossed out.



- I want gay married couples to be able to protect their marijuana plants with guns
- Don't grow up. It's a trap!
- "Tell me a little about yourself" - "Ugly, but lovable"
- If you had to choose between drinking wine every day or being skinny. What would you choose? Red or white?
- Soup of the day: Champagne
- I am presently experiencing life at a rate of several wtf's per hour.
- I prefer not to think before speaking. I like being just as surprised as everyone else by what comes out of my mouth.
- I am not always right, but when I am it's usually all of the time
- You had me at "I hate everyone too"
- If you ever masturbated to my pictures, you owe me a fucking Valentines Day gift
- You were so attractive until you texted me with your hideous grammar
- I wanna get married in 2-3 years. So I need one of you to act right... Thanks.
- I would like to apologise to anyone I have not yet offended. Please be patient. I will get to you shortly.
- If we meet offline and you look nothing like your pics, you're buying me drinks until you do
- My body type is: occasionally goes to the gym, but will always choose happy hour and pizza
- My life right now is like that Rihanna song: Work, work, work, work, work then I don't understand the rest
- I want to be the reason you look down at your phone and smile... then walk into a pole.
- Single and ready to... get nervous around anyone I find attractive
- Somebody left a shopping list in a shopping trolley that said "Wine and some shit to eat with wine". So I am pretty sure my soulmate is out there.
- If by "thug life" you mean baking cupcakes in my underwear while drunk on a friday night, then yes...I choose the thug life
- Just in case no one has told you today: Good morning, I believe in you, you're doing great. Nice arse.
- I'm not saying I'm Batman. I am just saying nobody has ever seen me and Batman in a room together
- I'm just here to make friends. - Yeah, sure. And I am just on Pornhub to see if the plumber fixes the sink.
- I want food, cuddles, attention and exercise. I am basically a puppy.
- Immature: A word boring people use to describe fun people
- I can't promise you the world, but I can promise you this: I will buy you tacos and touch your butt
- Perks of dating me: you will be the hot one
- **This is a very serious text post with no hidden meaning.**
- Soup of the day: beer
- Surround yourself with tacos, not negativity
- Life's short, text him first
- "Uhm, so will the dog in your profile picture be joining us?"
- Not a catfish
- You look good, but what ya mind like?
- Call me old fashioned, but I prefer women with eyebrows made out of hair
- Relationships are like two people asking each other where they want to eat until one of them dies
- Do you like Mexican? Because I'll wrap you in my arms and make you my baeritto
- Education is important, but big biceps are importanter
- Date a girl who's cute AF but can also eat a whole pizza by herself
- I think you're suffering from lack of vitamin me
- Don't let anyone treat you like a yellow starburst, you are a pink starburst
- Just dropped my new single...It's me...I'm single
- I struggle between looking good naked and treat yo'self

## Results Summary

Based on the detailed analysis of profile pictures, the study provided a comprehensive insight into the composition and portrayal of the American, Australian and European online dating markets.

Modern gender stereotypes were proven to be accurate representations; women are not afraid to portray themselves as sexy, and men choose to display their courage by being adventurous and engaging in extreme sports. In general, the healthy lifestyle is currently trending. Women, as well as men, attach great importance to their bodies; working out is just as important as eating right. However, play closely follows work as seen by many beach photos and exotic destinations shared online.

The numbers of men and women are rather unbalanced in the online dating pool, with a 65% to 35% ratio internationally. However, regardless of this fact, both genders still need to focus on showing their best side.

It is important to be aware of what and who you are looking for; A partnership? A flirt or an affair? Depending on desire and expectation, the perfect photo can be chosen. Those looking for a partnership should emphasise their character. If you want to flirt, you should present yourself as an open person. In the search for an affair, the body should clearly be in focus.

## Expert advice for the perfect profile picture

Contrary to the old saying “don’t judge a book by its cover”, in the world of online dating, your front page is your story. The image you choose to give, as your first impression, is the one that can make or break a potential partner’s interest. Alas, no fear! We are here to provide you with some sure-fire tips on how to succeed and choose your best side to display.

First things first, let’s talk about keeping it casual. A good profile should have about four or five photos. Just enough to show a little bit about a person to keep the viewer intrigued. Some excellent examples would be; one nice portrait (or selfie if you must), a photo of your last holiday, taking part in sport or a picture of you doing your favourite activity. The more realistic the photo, the better as people can spot a fake if you're too posed. Honesty is the best policy here.

Typically, as in real life, in the online game men are usually the first to make contact. Studies show that women are often the more cautious sex when it comes to interacting. When putting together the perfect profile, this must be kept in mind. Although, just how does one gain interest from potential partners?

### 1. Tips for the ladies

Granted, firstly most men are looking for the perfect aesthetic, but this is not all. They are also interested in seeing a woman’s personality (short or long term affairs included). The best way to do this is to promote your interests.

- Sure, being the more beauty obsessed gender, women are quick to display their femininity. However, ladies please do not upload only selfies. This is just too much. We know you are lovely but show us how lovely your personality is as well. By adding some photos of your travels, hobbies and outings with friends you have a much higher chance of distinguishing yourself from the pack and letting your uniqueness shine.
- Show us those luscious locks. Whether you are a blonde bombshell, bodacious brunette or ravishing redhead, your hair is fabulous. Putting it up in ponytails and hiding it away under hats is not the way to grab a man’s attention.
- Roll back those filters. Not everyone finds your snapchat puppy face as sweet as you do, nor that over beautified photoshop Instagram glam. If you must, keep a light filter on. Don’t hide who you are... if you meet someone in real life they will eventually notice that you do not indeed have the porcelain skin of a goddess.
- Leave a little to the imagination. Often, women are eager to show a little skin. This could be that one amazing bikini photo you took at the beach this summer, or when you went for a dip in the pool to show off your unicorn floaty, but keep in mind to keep it tasteful. Avoid lingerie shots or too much skin. This often makes men think that you are unintelligent, so just remember to keep it classy and sassy.

- Careful with the sprogs! One tip we would like to stress is to avoid posting photos with kids that are not your own. Studies show that many women feel the need to show their soft side and do so by posing with little ones. This can scare some men away who are not aware that this woman doesn't actually have kids. So, it is best to leave the loving shots to those mommas (or single ladies) who are looking for a family man.
- Don't be afraid to show your success. Are you a rough and tough business woman? Do you have goals and aspirations? Well then, go ahead and show them! Our studies show that around a third of all profile photos contain women dressed in business attire. Many people believe that this would eliminate potential partners, but let us tell you something; if he can't handle you being you, do you really want him anyway?
- Easy on the makeup. Darling, you are divine. Calm down with all those cosmetics. Our studies show that men are more attracted to the natural look. Massive falsies, fully caked on face and eyebrows, that look as if they'll wash away at the end of the day, tend to turn a guy's attention away.
- You're never fully dressed without a smile. One aspect everyone can agree on is a good grin to get the conversation going. Our advice; every woman should have at least one good photo of them lit up with a smile. Whether your style is a coy beam or a display of pearly whites, enjoy yourself and be yourself. This is the best way to get the guy.

## 2. Tips for men

When it comes to choosing a partner, women can be a bit more picky. Not only does physical attractiveness play a significant role, but the display of cultural capital as well. Profiles are inspected very carefully for similarities.

- When trying to attract women, it is true, **muscles** can be very convincing. Just, please avoid any posed shirtless mirror selfies with flexed biceps; as this is painfully staged and won't persuade most. If you must use your body, then get a good mid workout pic or keep the muscle pics as a secondary approach. Beware though, this act of showing off can most of the time be interpreted as "I just want sex" in male subtext, or some women may think "he's all bod and no brain".
- But wait, this does not mean that sporty photos are unwanted. If your passion includes fitness or athletics, then by all means show it all as perhaps you are looking for a potential partner who can join in with you.
- Next we must move on and consider, what impression do our clothes give? 'Clothes make the man' and no we are not talking about a brand or price, but your **style**. Your individual style leaves a lot to be interpreted about your personality from online peers. Some have a set style, and some have a changing style. Are you a hipster, trend setter, fashion victim or nature boy? Show it and go with it and if it fits, by all means suit up for your next shot.



- Although **smiling** is well accepted on the female side, for men's photos it does, according to studies, not always have a similar positive effect- this is due to the fact that smiling does not express the dominance and masculinity expected from a man. In our study we have found it is actually quite rare for men to post a photo of themselves smiling, but it still can have an impact. We are not saying to snap a big toothy grin of a selfie but there are some pros to being natural and expressing a moment of joy. And as we all know, the right mischievous grin can leave a girl weak at the knees.
- Beard culture; if you got it, flaunt it. Many women like these manly aesthetics. However, it's not one size fits all, as the beard should fit the man. Just because facial hair is natural, it does not mean it should be allowed free rein. Gentlemen, make sure you are well groomed. There is not much else that has such a significant impact on a man's face than a proper beard.
- **Drinking is evidence of sociability** and this is where the best snapshots (and later profile pictures) are often taken. More men, than women, as our analysis shows like to be seen with an alcoholic drink in hand. Which brings up an issue of style, what exactly should a man be drinking? Naturally, the answer should be whatever he pleases, but when it comes to profile pictures, watch out. A beer bong might not send the right message. Also double check the look on your face - you surely don't want to look like a drunkhead on your dating profile.
- **Remember to use status symbols sparingly.** "My house, my car, my boat" should never be the main focus of a dating profile photo.

### Overall tips for the perfect profile picture:

When it comes to choosing a partner, women can be a bit more picky. Not only physical attractiveness plays a high role, but the display of cultural capital as well. Profiles are inspected very carefully for similarities.

- We often see a lot of men and women wearing **sunglasses**. As practical as these are for sunny days, they **don't float the boat when it comes to first impressions**. We want to see our matches, as they say "eyes are the window to the soul", but they also say, if he's not showing his face, what exactly is he hiding?
- **Sharp photos are essential.** Blurry, pixelated photos are not taken seriously and make you unrecognisable.
- **Red** is not a must-have for dating platforms, but definitely increases flirting opportunities. The colour red is the most attractive colour for men and women.
- **Lighting** makes all the difference. Natural light comes first as flash photography can often leave a person looking washed out or show unflattering angles.

- **The background of a photo says a lot** about a person. Bad: photos in your living room. Worse: photos in the bathroom with the toilet in the background.
- **Beware of group photos:** They should not be the main profile picture because how is someone supposed to know which one is you? True, they show you are sociable but be careful about alcoholic adventures, choose to show yourself with a good friend or colleague if you must.
- Got the travel bug? Go ahead and show it. By sharing your best holiday snapshots you're showing your wanderlust and courageous personality.
- Although **extreme sports** are fun, don't exaggerate with daring stunts. This portrayal of excessive courage could have the opposite effect on potential partners by creating uncertainty such as "How am I supposed to keep up with that?"
- **Black and white photos** are attractive and have the ability to show a certain expressiveness of the face. A portrait in black and white can often be better than a colourful photo.
- **Bad selfies are a no-go.** Worst case scenario being a bathroom shot with the toilet in sight – can you please not?

## A peek into the future

The world of online dating is continuously expanding. With thousands of options in the United Kingdom and Ireland alone, the possibilities are seemingly endless. No matter who or what type of relationship is being sought, there will always be an opportunity for success. However, regardless of platform there is one aspect that is universal; first impressions matter the most. The first impression relies heavily on the profile photo one chooses. Therefore, those who want to have a high success rate in their online dating ventures should pay particular attention to their choice of picture.

This quantitative study is a snapshot of the British, Irish and international online dating market in 2019.

The comparison page of [Datingscout.co.uk](https://www.datingscout.co.uk) offers all the important information and reviews for online dating. For users looking for a relationship, the comparison of dating agencies is recommended. In the category of singles dating, you'll find the winning services for flirting and meeting new people. Anyone looking for a casual adventure will surely find the right one after browsing this category on our website. The free study series of [DatingScout.co.uk](https://www.datingscout.co.uk) is available here: [www.datingscout.co.uk/studies](https://www.datingscout.co.uk/studies).

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