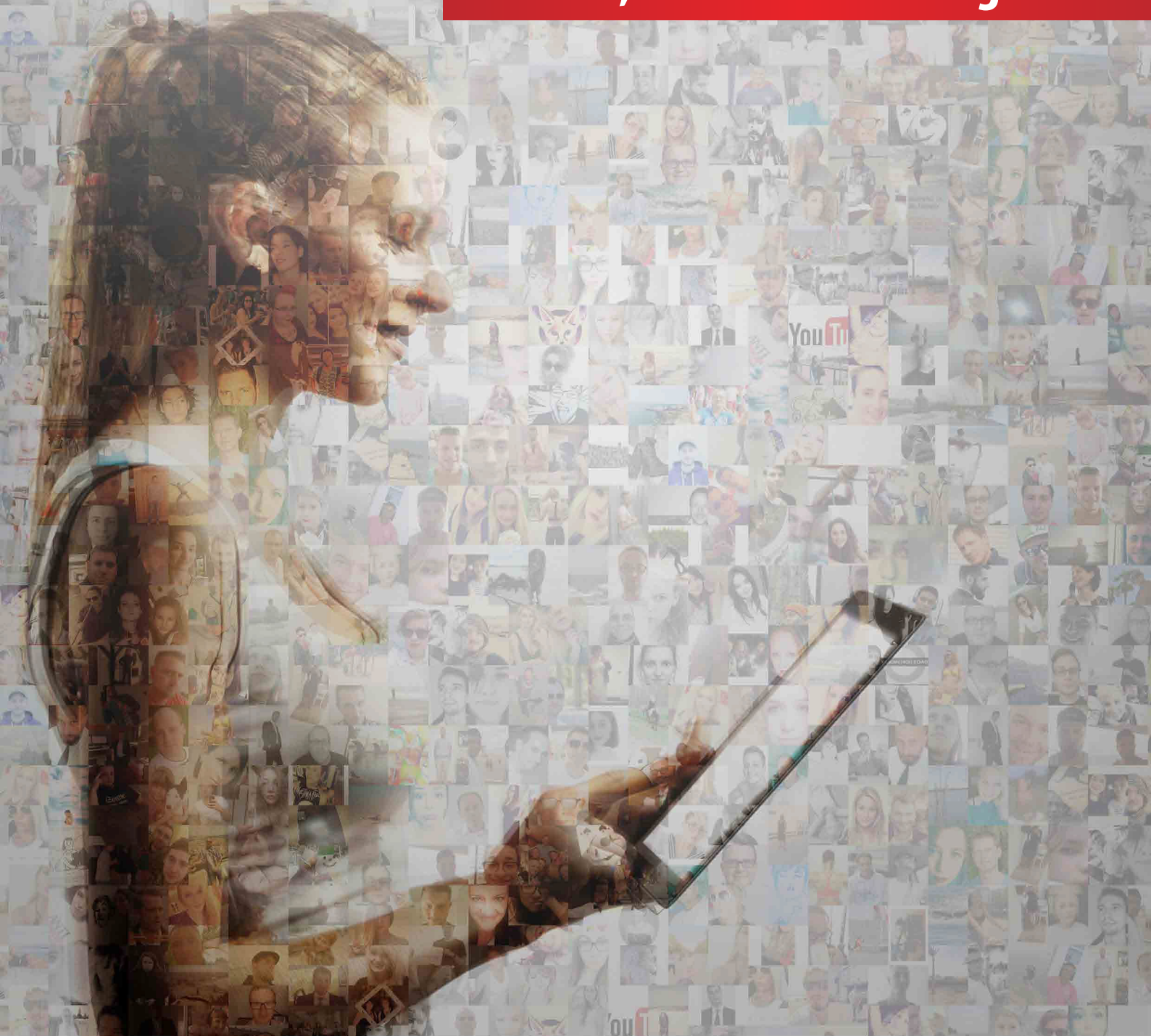# DatingScout

DatingScout Profile Picture Study 2021/2022:
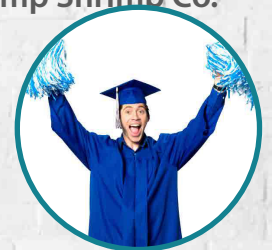
Selfies, Trucks and Dating Sites

Study Summary

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

Fun Facts

👉 **68%** of **bathroom mirror selfies** (including toilet) are from **women**

👉 The place with the **highest male picture share** is the **Anheuser-Busch brewery** in Missouri

👉 Very academic? The **koala: 65%** of pictures with a koala are from **academics**

👉 Some like it hot? All pictures with **chilies** are from **men**

👉 Especially male? **Bagpipes: 95%** of pictures with bagpipes are from **men**

👉 Aayeee batter batter batter, Saaawingg! **US** has the **third highest percentage** of **Baseball** themed photos

👉 Surprisingly, **bald eagles** are the **second least favorite animal** for academics on their pictures.

👉 A puurrfect **50%** of academics and non academics alike prefer **hairless cats**

👉 More than **20%** of pictures with **bacon** on it are from the **people from the US**

👉 Favorite international getaway for academics is **Basilica di San Lorenzo,** Firenze

👉 Academics and non academics share an equal love of eating at **Bubba Gump Shrimp Co.**

👉 **Sip, sip, ney?** The US ranks lowest in photos with **Champagne**

👉 **Cheerleading** is very academic. Nearly **75%** of all cheerleaders have or are about to earn an **academic degree.**

👉 Nearly **80%** of pictures where **erotic literature** is enjoyed come from **women**

👉 Tell me about it, Stud. **American men** are in the top four ranking for **bodybuilders** shown online

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

Content

Content

About us:

DatingScout.com 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 reviews you'll be able to avoid disappointments and paying for subscriptions that you don't need.

There are many different kinds of dating services out there: Websites or apps for dating and meeting new people, professional matchmakers or casual dating sites for short-term (erotic) encounters. And 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.com helps singles connect on the web to find their new partner for fun, dates or even for life.

Publisher of the study:

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What we did

More than **22 million profile pictures** of online dating users from **13 countries,** including 4.9 million from the USA have been analyzed, 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 colours, facial expressions, objects, animals and backgrounds amongst many other things.

With the data gained from this, we're able to present 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 take an in depth analysis of online dating photos on a worldwide scale.

Did you know that...

- online dating experts at DatingScout analyzed data of more than **22 million profile pictures from the US and 15 other countries** and compared them? (Page 6)

- **about 20 percent** of all pictures in online dating are **selfies?**

- that **Americans** upload the **most pictures, 4.8 in average,** while the **international average is 4?**

- the **average male** american online dater is **5'8" tall, bearded** and has **black hair?** (Page 12)

- **men prefer wild tigers and lions** to the tamed housecat? (Page 19)

- the **average female** american online dater has **long, brown hair** and is **5'5" tall?** (Page 23)

- **nearly one third** of the recognizable **photospots** show **forest and nature?** (Page 32)

- **more than 80%** of animals shown on photos are **dogs?** (Page 36)

- **beer** is the **most seen beverage** on pictures and is seen **160x more often than water?** (Page 41)

- **most US-American** online daters **drive Jeeps?** (Page 42)

- **sports** and **travelling** are the **most popular hobbies** and interests among US-american online daters? (Page 43)

- **fitness** and **extreme sports** are the **first choice** for american online daters when it comes to sports? (Page 44)

- there are **more male singers** than female ones among american online daters? (Page 45)

- **Spiders, skulls and tattoos** are rather **unlikely to be spotted on profiles of academics** (Page 50)

- the **gender ratios** of online daters with **wedding pics and pictures with children** on them is **nearly equal?** (Page 54)

- **more than 80%** of pictures **posing with luxury vehicles** are from **men?** (Page 59)

- the **gender ratio** is **most balanced in the US** and **every fifth online dater** here is **bi- or homosexual?** (Page 64)

- **Ireland** has the **happiest** online daters and **Italians** apparently **don't like to smile that much?** (Page 67)

- the **Australians** are **most likely** to seduce with **nudity** and the **Germans** seem to be more **chase?** (Page 69)

- **Australia** has the **most athletic** online daters and the **Irish** people seem to be **more lazy** in comparison? (Page 70)

- the **Italians love healthy food** as much as **fast food?** (Page 70)

- **Irish** online daters are **less likely** to be able to **dispense with alcohol?** (Page 71)

- the **Americans** show off the **most weapons?** (Page 73)

- the online daters that **like children the most** compared with the other countries are **Americans?** (Page 74)

- the **most show-offish** online daters are to be found in **France?** (Page 76)

- Nearly **15% of all pictures international** show online daters **doing sports?**

- About **13% of all pictures** are **group photos?**

- **14%** of online daters international **wear glasses?**

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

Profile photos are the **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. And regardless of gender, it should produce an equally contagious "wow" factor. We all know, if you don't make the best first impression, your impression will be lost, but what exactly is the best way to steal the digital spotlight? This question depends entirely on your motive; What are you looking for? A casual flirt or affair? Or perhaps something more serious...

Luckily for you, there are many options to choose from that fit your online aim. 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 for the Mr./Ms. Right (or right now) These specializations include: 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 in a profile). Although, there are some criteria which 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 as well.

The biggest example would be a smile. With this simple statement one can make many positive inferences that other facial expressions do not evoke. For example, a feeling of closeness. In addition, the background of an image can also be very crucial to the overall perception - is this person fun loving? Athletic? Animal adoring? A complete couch potato or a party animal?

Any way you slice it, the first impression is made from a profile photo. Be it attractive or repulsion, this image can take the cake. So what exactly do online daters show in their photos and how?

Demographic characteristics

of the US online dating market

Gender distribution

The gender ratio is very balanced in the US online dating market

For the US online dater, especially the male ones, they should consider themselves very lucky when it comes to the gender ratio. Our data shows a rough ratio of 49% to 51%, making it the most balanced ratio from all 13 countries we have analyzed.

Gender distribution of US online daters

48.69% female

51.31% male
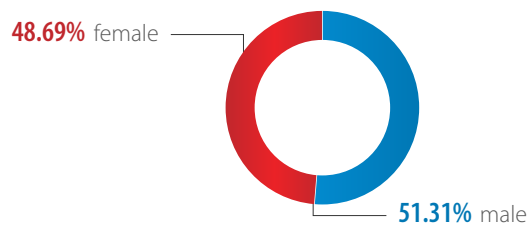
Online dating is nowadays the preferred method to meet a new partner or acquaintance. With a ratio this balanced, it shows the chance for success is quite equal for men and women. This, on the other hand, means that all online daters should put thought and quality content into their profiles in order to attract their desired or potential matches.

Looking into the gender ratio further divided into age groups, we're very surprised to see that young females outnumber their male counterparts. So, for every female using online dating from ages 18-24 there's only roughly 0.7 men for them to date (from the same age group). Considering that women often prefer a partner above their own age, this advantage for young men probably slightly decreases.
The ratio almost exactly switches for people from ages 25 to 34, later the male proportion raises even more. For men above the age of 55, finding a partner online gets really rough, when only 22 percent of the market share goes to women.

Gender ratio within specific age groups

	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55+yrs
Men	41.56%	57.88%	62.16%	62.20%	77.84%
Women	58.44%	42.12%	37.84%	37.80%	22.16%
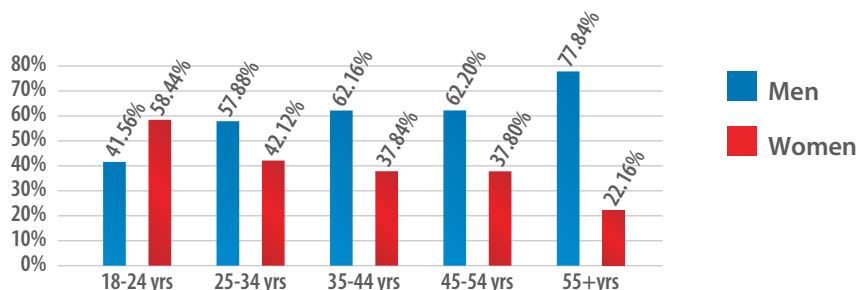
Age distribution

A whopping 84.49% shows most people looking for a partner online are younger than 35 years old.

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

Total age distribution

3.12% 45-54 yrs   0.24% above 55 yrs

11.51% 35-44 yrs   44.49% 18-24 yrs

40.64% 25-34 yrs
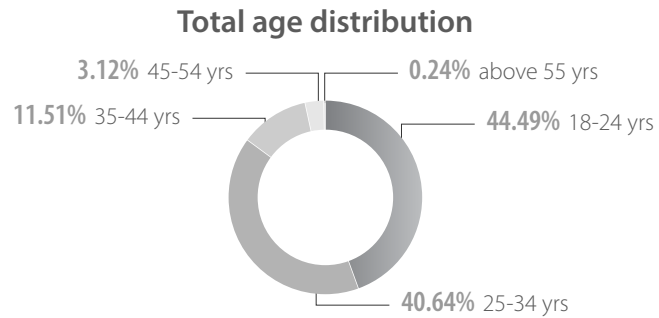
Almost half the men using online dating are between 25 and 34 years old. A little bit more than a third are younger than that. In comparison to the total and the female's chart below, more men are still using online dating platforms or apps above the age of 35.

Male age distribution

3.78% 45-54 yrs   0.36% above 55 yrs

13.94% 35-44 yrs   36.05% 18-24 yrs

45.86% 25-34 yrs
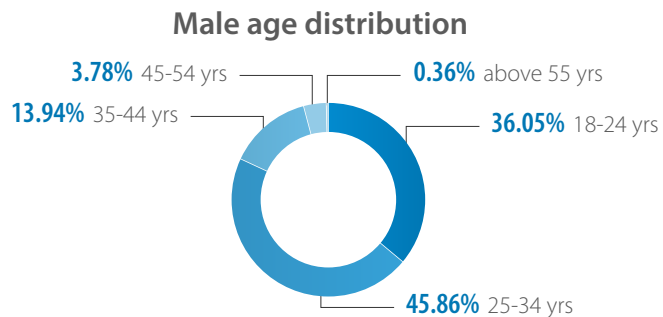
Women however, either start online dating earlier, which would explain the huge proportion of 53.4% in the youngest age group, or commit to a (serious) relationship earlier in life. Naturally, this leads to a decreased number of female online daters in the other age groups.
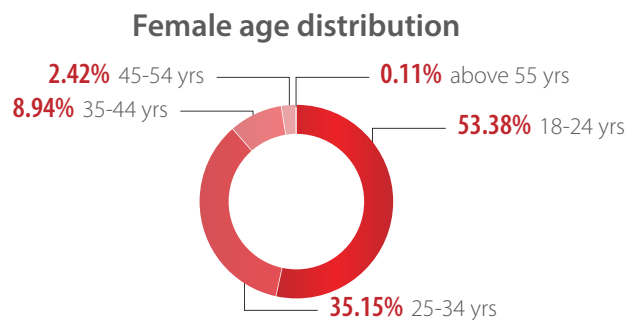
Female age distribution

2.42% 45-54 yrs   0.11% above 55 yrs

8.94% 35-44 yrs   53.38% 18-24 yrs

35.15% 25-34 yrs

Physical attractiveness and cultural capital are important factors

The average male US-American 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. One being what are the most used pictures or motives, as well as what motives are most used by men while being rarely used by women. Later we'll also have a look on the ladies, we promise! From the long history of mankind we know that male chances to succeed are especially good when physical attractiveness and cultural capital meet at a high level. Looking into our data, we 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 show? The first thing to look into here is the number of profile pictures. The average number of profile pictures for US-American men is 4.8 - which is the highest among all countries in the study. 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 almost equally popular. Only few men dare to upload less. While three good pictures may still be roughly enough to succeed in online dating, two or even just one won't convince many potential partner. Then again, having more than 10 pictures is simply too much.

How many profile pictures are uploaded by men?

5.72% 1 profile picture
6.11% 2 profile pictures
11.77% 3 profile pictures
0.21% 10+ profile pictures
39.60% 4-5 profile pictures
36.59% 6-9 profile pictures
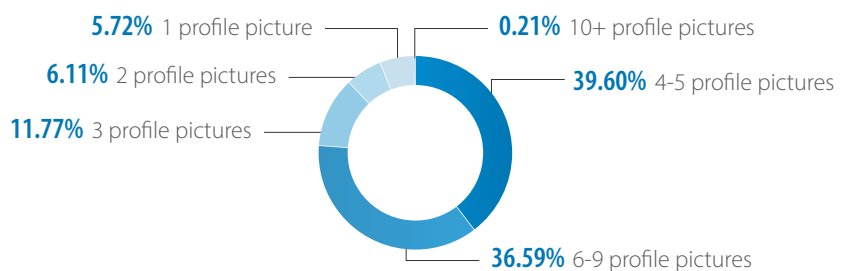
Appearance

What are the most distinctive characteristics in male appearance? We were looking into the most noticed bodily features in male pictures, and here's what we found out: Roughly a third of men's pictures features a beard. Glasses, sunglasses included, are present in about 13% of all images. Guys showing their muscle-bound body/chest make up to 11.42% of all images - in addition a tenth of these images shows a hairy chest - whereas a well detectable smile is only present in less than 5% of all images (a bit disappointing). While other studies show that too much of a smile in a man's face lowers his attractiveness, a sweet grin has many times been proven a successful feature to start a flirt.

Tattoos were very rarely detected within this study. Although the percentage of men with ink in their skin is much higher in total, only few are showing them in their dating profiles. A handful of kinky or playful fellows thought it's a good idea to stick out the tongue. Yes, it's only 0.22% but considering our large data set, that still equals a few thousand whom someone should tell to delete those pictures.

Male apperance characteristics
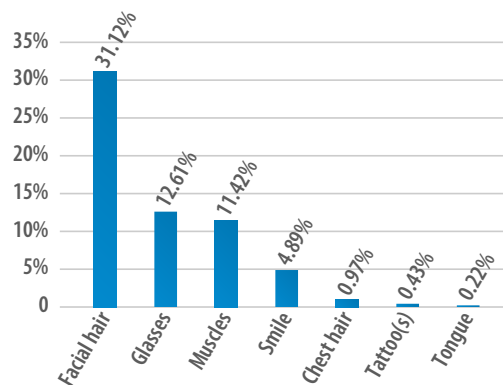
Male hair colors

Only the four most detected hair colors were included here, apologies to all lovely hipsters, punks and free spirits out there with colored hair. Black hair being the most detected one here, brown and blond hair on #2 and #3. Very little redheads were found in our data, less than one percent.

Male hair colors

0.32% Red hair
32.75% Brown hair
42.31% Black hair
24.62% Blond hair
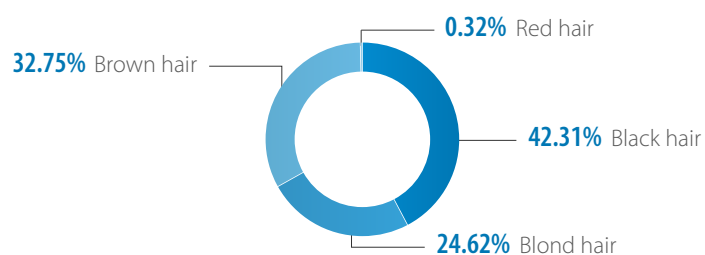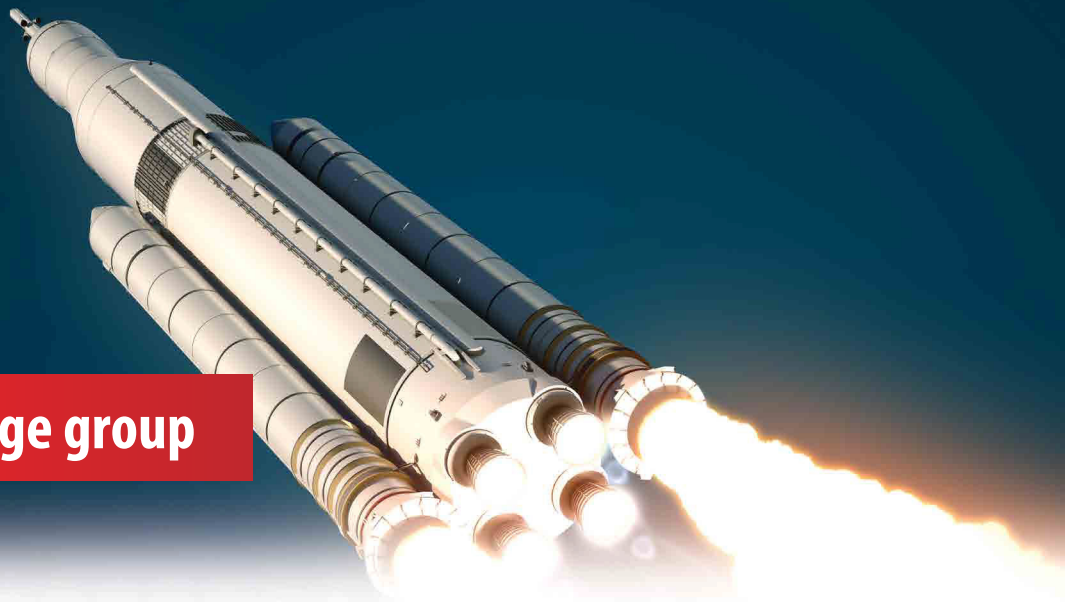
What is most relevant for men in their distinctive age group? What are the differences between younger and older men? We sorted our data in a way that compares male age groups and ranks motives by relative frequency. So: What can be found frequently in male profiles ages 18-24 while being less or rarely present in all other age groups? And so on...

Top 10 male US-American online daters ages 18 to 24

1	Lacrosse	6	Pickup truck
2	Water polo	7	Military
3	Wrestling	8	Ice hockey
4	Football	9	Soccer
5	Baseball	10	Skateboarding

Men aged 18 to 24 years love sports and pickup trucks

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? In American culture masculinity is a hot topic, for us here we believe this to be the main motivator for these strong social media snaps. And it doesn't stop at the adoration of athletics, but one also the fondness for machines. Oh yes, we are talking big ole 'Merican trucks. Our studies show that pickup trucks rank number six in this specific age group. The truck is not only a symbol of strength, but individualism, a concept many Americans strive to achieve in their youth.

Top 10 male US-American online daters ages 25 to 34

1 Military	6 Bungee jumping
2 Paintball	7 Disc jockeying
3 Card Games	8 Groomsman
4 Fire Juggling	9 Pitbull
5 Music recording	10 Bouldering

As the man progresses in life, so does his online dating profile. As we previously saw from our study of younger daters, there is a high portrayal of individualism and machismo. However, moving forward the men begin to present themselves having more brain over brawn. With such activities as musical talents, card expertise and interest in commitment, we must say that we see these grown men as looking for a little more out of their online matches than the younger demographics...Regardless, men will be men, so no one can entirely escape the allure of sports or even a quick pic of a tough pet.

Top 10 male US-American online daters ages 35 to 44

1 Memes or pictures with text	6 Superhero cosplay
2 Lion	7 Coast or haven
3 Combat sports	8 Railroad tracks
4 Snooker or pool	9 Big cats
5 Markets and busy streets	10 Red carpet

One does not simply post a meme onto their profile...or do they?
After a quick stint with the more refined style of digital dating portrayals, our guys start to head to show off a sillier side. With memes, superhero costumes, trains and big kitty cats being in the top ranking profile pictures, we see that even with age, boys will be boys.

Top 10 male US-American online daters ages 45 to 54

1	Palm trees	6	Bicycle sports
2	Savanna	7	Morning red sky
3	Different types of helmets	8	Clip art images
4	Flags	9	Golf
5	Weight lifting	10	Antique cars

Middle age is a myth they say, or as we've learned from our study, a cliche? Fellows from 45 to 54 demographic tend to present themselves as the laid back, live it up, Hallmark gift card guy. With pictures of pleasant palm trees, memorable morning skies and sizzling savannas, we can see from the data that our men choose not to only stay fit physically but introspectively as well.

Top 10 male US-American online daters ages above 55

1	Chopper	6	Fishing
2	Watercrafts	7	Winter sports
3	Food	8	Dogs
4	Luxury vehicles	9	Fish
5	Marathon	10	Swimming

Our study shows the 55 and over crowd are anything but senior. With high percentages in sports, these men seem to be ready to keep on living the high life. As shown above, we can see they still enjoy some quality pet time and a good meal. Over all, these aging macho men can be found out and about taking in some pleasurable pastimes.

A boast of bravery

What else can be said about the modern online dater? The answer is quite simple: They haven't changed much since the stone age, except for the gear. They want to be displayed as heroes, by showing their strength and spine.

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?

28.00% Women

72.00% Men
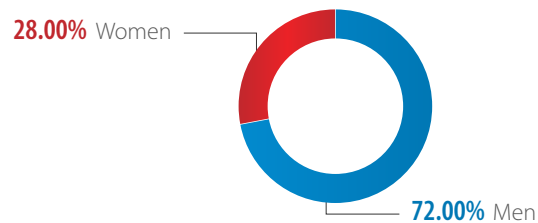
A more detailed look reveals that some types of extreme sport attract more women: Bungee jumping, skydiving and paragliding. These may be once-in-a-lifetime-adventures, which women want to experience and show proof in their profiles, so their share is higher here.

Who's showing which type of extreme sports?

	Women	Men
Bungee jumping	39.64%	60.36%
Motocross	12.85%	87.15%
Paragliding	40.94%	59.06%
Rafting	26.32%	73.68%
Rockclimbing	30.88%	69.12%
Skydiving	41.21%	58.79%
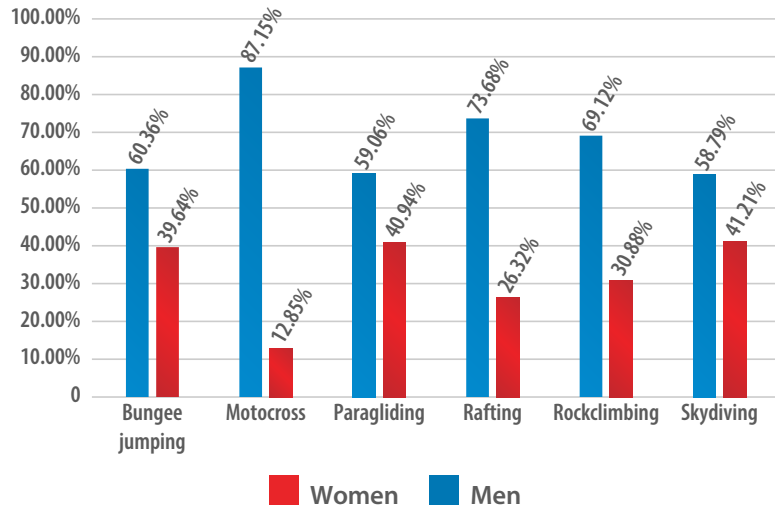
Manly = muddy?

Well, there we go: Men and mud - Some men love to release 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 the personality of a man when he shows himself like that: He loves adventures, doesn't take himself too seriously and definitely seeks a woman who does not need to check a mirror every other minute. He's the type of guy to start food fights or accept every single silly bet that is offered to him. His fun 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 is female. These girls are just as fun but may request a hot shower sooner or later.

Who loves mud?

25.00% Women

75.00% Men
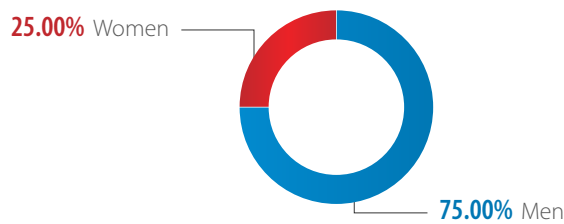
Wild animals

Who loves wild animals? Is it still mainly the male 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?

Animal	Men	Women
Birds	64.85%	35.15%
Whales & Dolphins	56.94%	43.06%
Wild Cats	58.44%	41.56%
Camels	55.24%	44.76%
Elephant	57.00%	43.00%
Reptiles	54.95%	45.05%
Monkeys and Apes	65.67%	34.33%

■ Women ■ Men
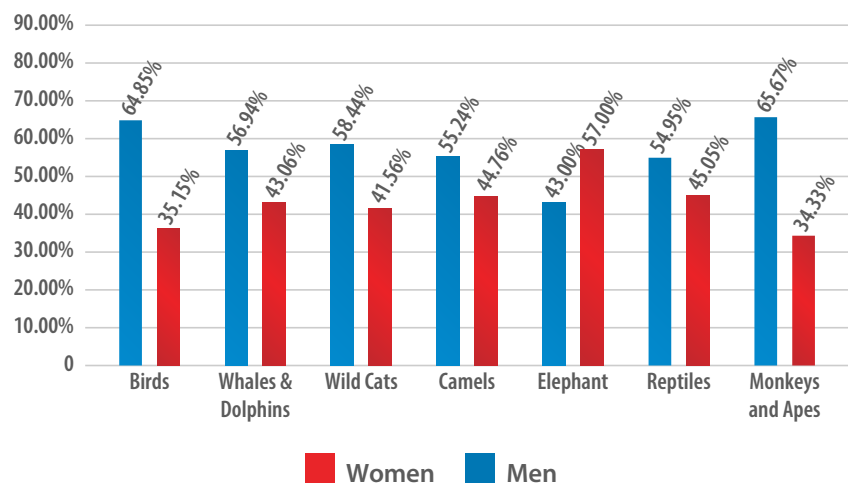
Women are only slightly less likely to show themselves with wild animals, but it can't be said that this is a completely manly habit. It just happen to be a bit more that men do it. Surprisingly, reptiles come in second for "most women", which should disprove the belief that animals need to be cuddly and fluffy in order to win over a woman's heart. Elephants too aren't exactly known for being furry and still return the biggest female share in this chart.

Naturally we at DatingScout love cats so we decided to take a deeper look into these *purrr*centages:

Wild cats or house cat?
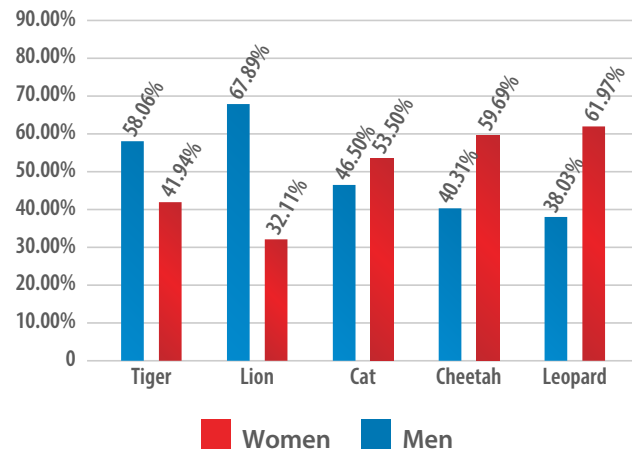
Lions and tiger and big cats, oh my!
It seems that male or female, our online daters have a certain *feline* for larger cats.

Sign right up and get

your tickets to the gun show

Being the land of the free and home of the brave that the United States is, their take on dating profiles shows that these men and women choose not only to show bare arms but their right to bare arms. Woman tend to be the more carry and conceal creature with only a 17% chance of brandishing on their bio but our photo studies show men come in with whopping 83% in terms of parading a piece on their profile…However, why may this be?

83% of **pictures with arms** are from **male online daters**

Who's showing their weapons?

17.00% Women

83.00% Men
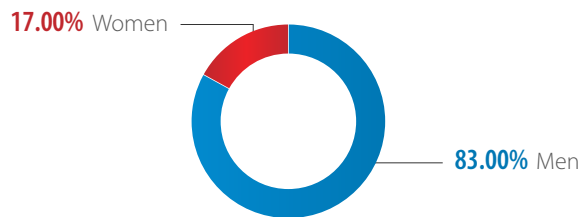
Many believe that the answer to this lies in the well held history of our country. Fighting for what is ours and showing strength through the wielding of a weapon. Perhaps it is a simpler biological aspect- men must be masculine and portray themselves as protectors, or simply the cowboy culture made its mark and everyone wants to be John Wayne, Dirty Harry, Clint Eastwood-esk rebel without a cause..the data has not yet led us to a clear answer. In all, it is simply the American way.

"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? While we don't want to speak 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 always consider that you might just look silly with these hulk hands or superman cape. Still, we're also talking about a 23 percent superheroine share here. Yet it is doubtful that any man would complain about meeting Catwoman or Lara Croft.

Who dresses up as superhero(ine)?

23.00% Women

77.00% Men
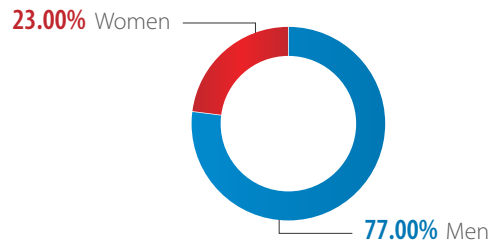
Finally: Who loves fishing?

If he doesn't shoot or dress up silly, he might just be a man who loves nature and show his skills as a provider: A fisher with his rod and proudest catch. With 84 percent, there are definitely more men going fishing than women.

Who loves fishing?

15.88% Women

84.12% Men
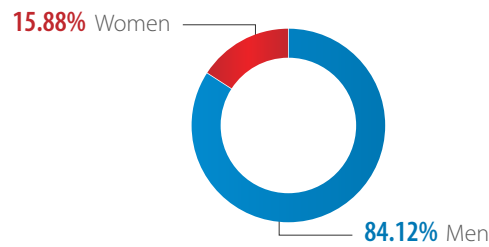
84% of all fishers in our data are male

The average US-American female online dater

How do women like to present themselves online? Evolutionary scientists have found that physical traits matter indeed: 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 6 to 9 profile pictures. The average number of pictures is 5, which is the highest among all countries in the study.

Also popular is a number of 4 to 5 pictures - still enough to make a good impression. 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 might not be enough here. Having more than ten pictures is not recommended - you should keep some surprises until you guys meet.

Most women in the US are using 6 to 9 pictures in their dating profiles

How many profile pictures do women upload?

2.87% 1 profile picture
3.34% 2 profile pictures
8.08% 3 profile pictures

0.40% 10+ profile pictures
39.60% 4-5 profile pictures
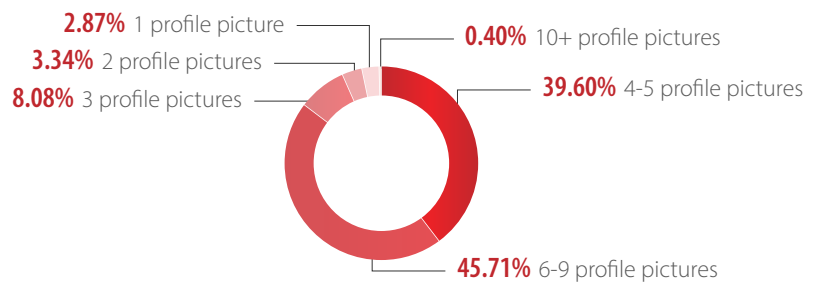
45.71% 6-9 profile pictures

Appearance

What is most characteristic for female online daters in the US? If we take all pictures of women and check them for the most frequent traits, long hair comes in first - not a complete surprise to us. Smiling, however, is in the second place and the number here is much higher than in the male chart - women like to smile more often. Still it's only 13.44% of all pictures that show a well detectable smile. This number may thus not include cute smirks.

About 4.5 percent of women show their abs, arms and other muscles. Sticking out the tongue is a thing that 0.65 percent of female daters do, other traits are even rarer. Visible tattoos are present in less than 0.25 percent, cute freckles and piercings are barely seen at all.

Female appearance characteristics
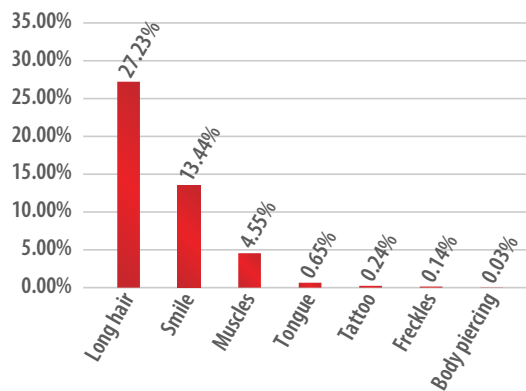
Female hair colors

When it comes to hair colors, the most detected one is brown. A large share of 45 percent goes to this color. About 31 percent of pictures with visible hair show black hair, 23 percent are blonde women. The share of redheads is very little, just roughly more than one percent.

Female hair colors
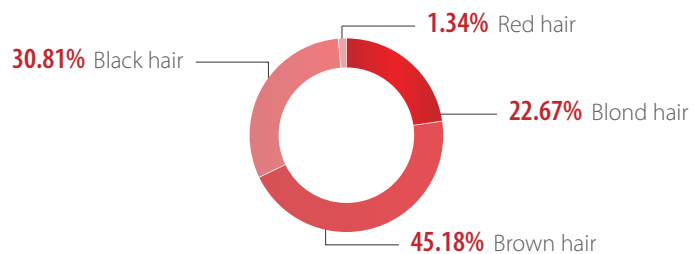
1.34% Red hair
30.81% Black hair
22.67% Blond hair
45.18% Brown hair

Very feminine: Top 10 motives per age group

What is most relevant for women in their distinctive age group? What are the differences between younger and older women? Again, we sorted our data in a way that compares female age groups and ranks motives by relative frequency. So, what can be found frequently in female profiles ages 18-24 while being less or rarely present in all other (female) age groups?

Top 10 female US-American online daters ages 18-24:

|			
1	Cheerleading	6	Volleyball
2	Hedgehogs	7	Miniskirts
3	Violets	8	Swimsuits/Bikinis
4	Pumpkins	9	Peaches
5	Bathroom/Toilet	10	Bras

We found some typical and some rather surprising motives in this ranking. While cheerleading is obviously very popular and thus a picture often used in social media as well as online dating, we can't quite figure out these hedgehogs ranking on #2? Number 4, pumpkins on the other hand, is an overall quite iconic motive around Halloween but seemingly especially popular amongst young women. Number 5 - selfies in front of a bathroom mirror - should be abandoned better sooner than later. Why are these still here? Looking at the rest of the Top10, we're seeing sports, fruit and lots of skin. Young women love hanging out at the beach or have nights out with their friends. They also love showing their self-confidence.

Top 10 female US-American online daters ages 25-34:

1	Satin	6	Blouses
2	Handbag	7	Photo booth snapshots
3	Bridesmaid	8	Roller derby
4	Dekoletté/Cleavage	9	Academic cap
5	Leather or fetish clothes	10	Cocktail dresses

Woman between 25 and 34 love to put the **focus on themselves** and **their clothes** but also show their **achievements**

A fine mix of traits concerning the appearance as well as hobbies and achievements can be found here. Satin is mostly seen in fine dresses and these photos are thus very feminine or even sexy. We see many bridesmaids in this age groups. If these women use pictures like that in online dating, they may speak out a subtle wish for a serious relationship - read more about this later in this study. Clothing that is meant to be truly sexy and seducing and nothing less is also mostly seen in this age group. On the other hand, women show their sporty side once again, this time with roller derby. Also they're graduating college or university and love showing their academic caps .

Top 10 female US-American online daters ages 35-44:

1	Red carpets		**6**	Sport climbing
2	Knit caps		**7**	Historical landmarks
3	Calligraphy		**8**	Track and field athletics
4	Marathon		**9**	Skiing
5	Fedora		**10**	Canoe sports

Red carpets vs. knit caps: Both socialites and **down-to-earth-women** are present in this age group

Celebrity-Alert - or what? We're seeing a lot of red carpets here with very stylish women in elegant clothing. But it gets right back to basics on #2: Cute knit caps are very popular among this age group. Having pictures with motivational quotes on them is also something we've seen a lot here. And now it gets really sporty: Marathon, climbing, track and field athletics, canoe sports and skiing are all present here. Also, women at age 35 to 44 appreciate culture and traveling.

Top 10 female US-American online daters ages 45-54:

1	Cowboy hats		**6**	Swimming
2	Christmas trees		**7**	Bodybuilding
3	Cruiser		**8**	Mixed-breed Dogs
4	Flowers		**9**	Sailing
5	Fur clothing		**10**	Jogging

Cowboy hats and cruisers - women between 45 and 54 are very outgoing

Another interesting mix of traits. Let's start with the cowboy hat - yeeeehaw. Are these party accessories or an expression of true country love? Second is Christmas trees, well that's lovely and shows affection to the holiday season and expresses a certain wish for romance.

Cruisers are a very cool thing too - ladies ages 35-44 may be in for a ride across the country. Again we're seeing lots of sport in this ranking (Swimming, bodybuilding, sailing and jogging) but also some other motives. We can pretty safely assure you that there's no Cruella De Vil in our data - dogs and fur clothing show up very unrelated in this top list, promise.

Grown-up but
not stay-at-home at all:
Women older than 55

Top 10 female US-American online daters ages above 55:

1	Food		**6**	Museums
2	Dogs		**7**	Ocean
3	Vehicles		**8**	Vision care
4	Endurance sports		**9**	Drawing
5	Family		**10**	Portrait photography

Women older than 55 are very down-to-earth here. They love food, their family and pets. Glasses are seen more often here and while still enjoying sports, art is also very important here. Either in a museum or with an own canvas to fill. Some women in this age group may not be too familiar with selfies or snapshots, so they use a professional portrait like in their IDs as their profile picture.

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 (at least a 99 percent women share).

Here's our top 10:

Cocktail dresses are solely for women

1	Cocktail dresses	6	Little black dress
2	Tiaras	7	Bachelorette party
3	Mini skirts	8	High heels
4	Swimsuits	9	Scarfs
5	Corsets	10	Sunflowers

In some ways 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…).

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

1	Dolphins	**6**	Baby carriages
2	Chapels	**7**	Castles
3	Christmas	**8**	Frogs
4	Chihuahuas	**9**	Volleyball
5	Pastry icing	**10**	Waves

Now that's one revealing list. Men share an equal affection to all these things. In our heads we paint a picture….of the man with a cupcake, in front of a romantic castle, with a stroller and a tiny chihuahua next to him. Isn't that lovely?

Horses - Cow girls or Prince Charming riding in?

Who loves horses?

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

55.48% Women

44.52% Men
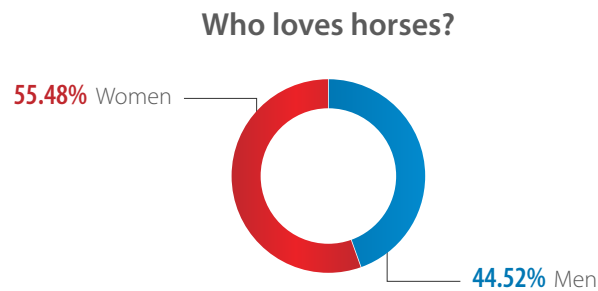
The numbers show it pretty clear: Horses are popular among both genders. American men and women both show much affection to nature and to these beautiful animals.

More girly stuff

Top 5 clothing items

1	Sunglasses
2	Leggings
3	Dresses
4	Swimsuits
5	Jewelry

Sunglasses are very popular among women

Sunglasses look really cool but they also hide the eyes - which is a disadvantage. Still, many women use them and sometimes even in all their pictures.

Leggings come in second here - a very popular clothing item. They can look really good on women but also have been ridiculed a lot. Still, any item someone feels comfortable and confident with should be fine in a profile picture.

Dresses, swimsuits and jewelry also made it to the Top 5. Jeans or other trousers haven't even made it to the Top 10.

Top 5 colors in women's pictures

1	Blue
2	Black
3	Red
4	Pink
5	White

Blue is the most feminine shade

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

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

We've already seen that US-Americans love sports. So we checked what the most popular ones are:

Top 5 most detected sports among female US-American online daters

1	Fitness
2	Extreme Sports
3	Running
4	Dancing
5	Surfing

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

That's a pretty cool list - though it might show that these are mostly individual sports. As dancing includes cheerleading, this is the only sport that is done within a group or a team within this list.

Top 3 sports especially performed by women
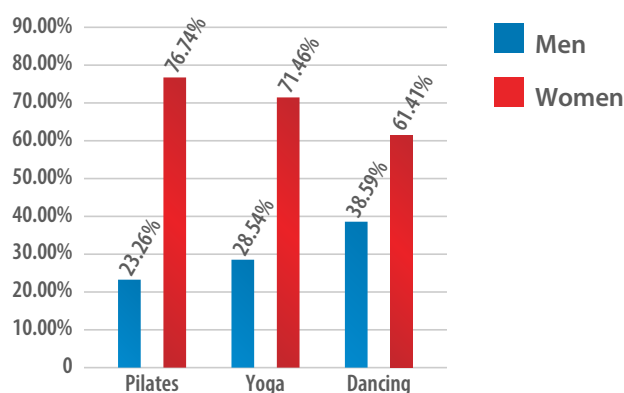
Pilates, Yoga and Dancing are sports with many women and not many men

We've found three sports where women outnumber their male counterparts. Sports with an equal number of men and women are for example beach volleyball, ice skating and parachuting.

How do Americans present

themselves - regardless of the gender?

We've analysed **4.9 million** pictures from the US and more than **22 million** in total

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 favorite spots and backgrounds, friends and other subjects in pictures.

Generally speaking, the online dater should be in focus on the pictures, but showing or surrounding themselves with cherished items or people adds to the overall picture profile visitors get from the personality of a person.

But: Only 63.4 percent of all pictures clearly show a person. Pictures in which the face can be fully seen are even rarer at 31.2 percent.
The overall picture is the highlight in online dating. We can tell from the sum of images we've seen on a profile if the person they belong to could be a good match. Not only just from their looks, but from what they show.

Travel pictures are always a good idea to show wanderlust or open-mindedness. Beach, mountains, famous landscapes or tropical surroundings - show the places 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, accessories 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...
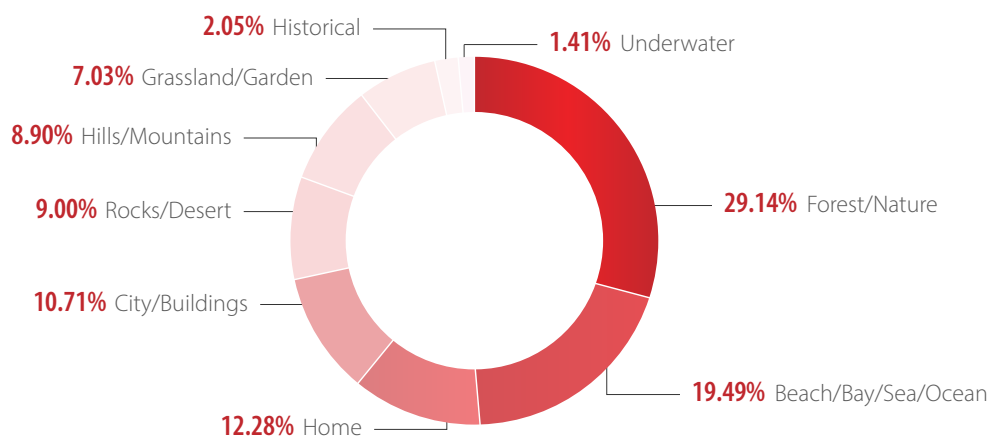
Most popular motives

Backgrounds matter! Online daters should definitely present themselves outside their apartments or 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?

We were pretty surprised to see these results here - forest beats beach by large. A whopping 29 percent of all pictures shows trees, forests or flowers. With only roughly 20 percent beaches coming in second. Pictures at home or inside buildings are less popular, still the living room couch is a favourite spot for many Americans. We have to add here that the home needs to be visible in order to be counted. So indeed these 12.28 percent are only pictures featuring a couch, a desk, chair or any other furniture or items that our AI could identify as interior in order to tag these pictures with "home" or "room"- the real number of inside pics, including many selfies where, at most, a white wall is seen in the back, is thus a little higher.

With so many great cities in this country, it is no surprise that they also show up in this ranking. Deserts, mountains, and lovely gardens also find their spot here. Rare are pictures in front of historical sides, underwater pictures are even more exotic.

Most American online daters prefer **forest and nature as backgrounds**

Which sceneries are the most popular for nice pictures?

2.05% Historical
7.03% Grassland/Garden
8.90% Hills/Mountains
9.00% Rocks/Desert
10.71% City/Buildings
12.28% Home
1.41% Underwater
29.14% Forest/Nature
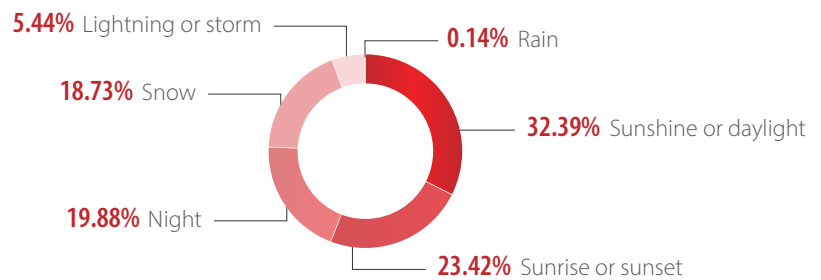**19.49%** Beach/Bay/Sea/Ocean

Snow, sun or rain?

Sunsets are romantic, but not really suitable for pictures

Pictures with "visible weather" are rarer than people might think. Selfies that mostly show the person itself and not much surrounding are not given any weather tag. So, only about a tenth of all pictures features some visible climate. A third shows simple and nice daylight or sunshine. Romantic or spectacular sunrises and sunsets come in second. Pictures at night, for example in front of illuminated skylines, are the third most favourable. Snow still has a large share too - Americans love winter sports and Christmas, or do we not? Least favourable are lightning, storms and rain - obviously.

What's the best weather to meet online daters?

5.44% Lightning or storm
0.14% Rain
18.73% Snow
32.39% Sunshine or daylight
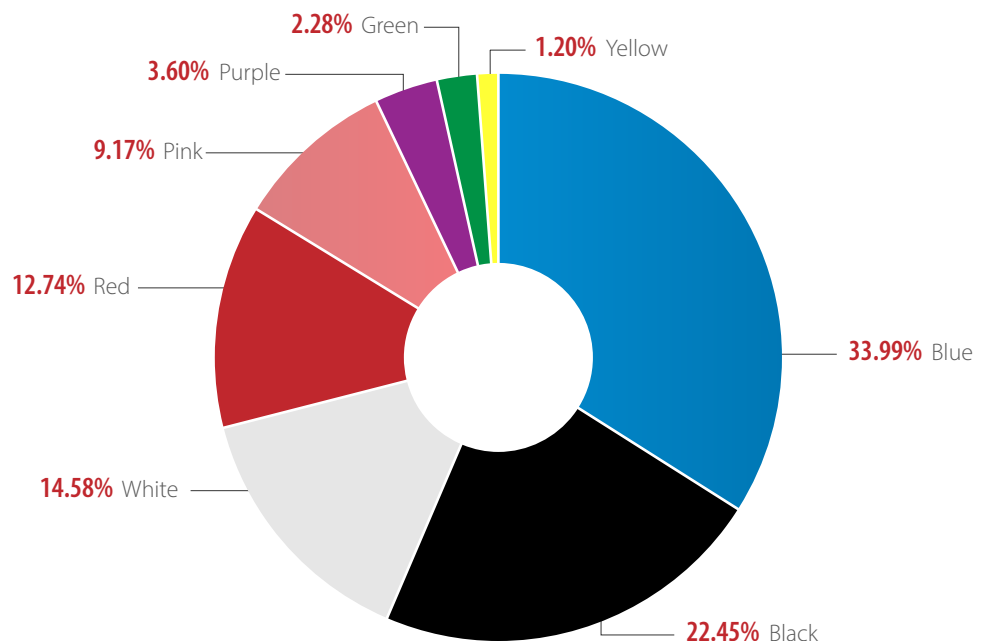**19.88%** Night
23.42% Sunrise or sunset

Colors

I'm blue, da ba dee…: More than a third of all pictures have a dominant blue feature in them. That includes blue sky, ocean, blue clothing but also filters that add a strong blue tint to a picture. These all summed up are outnumbering monochrome photographs, which are otherwise as well quite popular and also explain black and white in the second and third rank.

Red is a color which, according to scientists, is the most attractive one. Pink on the other hand is mostly associated with women - and indeed, 92% of all "pink" photos are from female profiles. Very rare as dominant colors in a picture are purple, green and yellow.

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

What colors are used most often in online dating pictures?

2.28% Green
1.20% Yellow
3.60% Purple
9.17% Pink
33.99% Blue
12.74% Red
14.58% White
22.45% Black

It's not only the backgrounds that we've analyzed. A huge number of pictures also feature other things or people or focuses on features other than the face. Friends, children, animals, objects like cars or instruments - and also food or drinks. Let's have a look at these.

First of all, let's talk about bodies!

Swimwear is most popular among women, whereas **chests,** hairy or not, are almost solely a men's thing

It's not a completely rare thing to come across slightly dressed people when browsing through profiles on regular dating platforms. Men and women equally show their bodies, either at the gym or at the beach. But also selfies in underwear or lingerie are uploaded. About 2.5 percent of all images uploaded by women are featuring underwear and 3.2 percent of all men show their naked chest (mostly from behind).

Who shows the most skin?

Category	Women	Men
Underwear	92.15%	7.85%
Swimwear	71.25%	28.75%
Topless	4.12%	95.88%

Legend: Women (red), Men (blue)
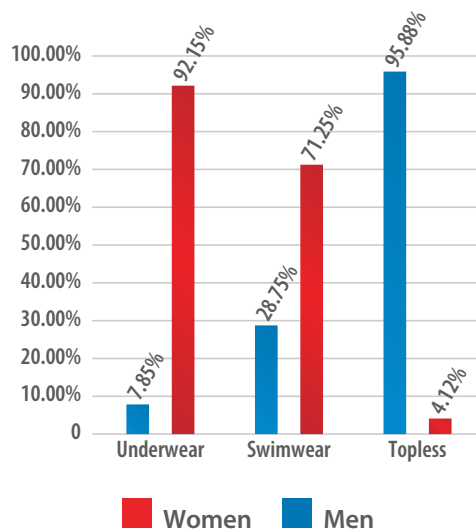
It is already crystal clear to see who the most favorite pet of US-Americans is: The dog. More than 80 percent of all pet pictures feature a "good boy" or "good girl". Cats come in second, so they are clearly a very popular animal too - and win the meme war - but are only to be seen in 16 percent of all pet pictures. The rest is little as 1.08 percent and includes rodents, rats and mice.

What pets do US-American online daters have?

1.08% Others

16.24% Cat

82.68% Dog
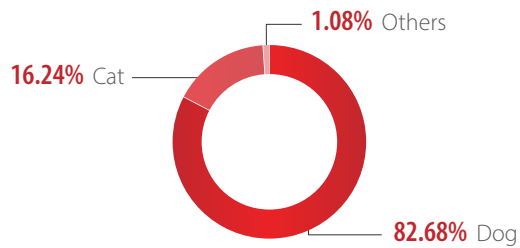
Top 5 most detected dog breeds:

1. Crossbreed
2. Terrier
3. Labrador Retriever
4. Bulldog
5. Pitbull

Dogs mean a lot of responsibility and have a strong bound to their owners. So a "dog person" is said to be reliable, outgoing and is able to take over the responsibility for an animal that needs a lot of attention and care.
A wide variety of crossbreeds take up the #1 spot in the ranking for the most popular breed. These include schnoodles (schnauzer + poodle), bulloxers (American bulldog + boxer), tamascan dogs (Siberian husky + Alaskan malamute) among many, many others.
Terriers, Labrador Retrievers, Bulldogs and Pitbulls also rank very high here.

Top 20 American animal friends

Dog
Cat
Horse
Fish
Birds
Cows & Bulls
Whales & Dolphins
Caneks
Elephant
Tiger
Goats
Reptiles
Ducks
Monkey
Rabbit
Giraffe
Lama
Sheep
Kangaroo
Lion

"Holiday encounters" with exotic animals are a frequent photo motive

Horses are the third most detected animals in online dating pictures
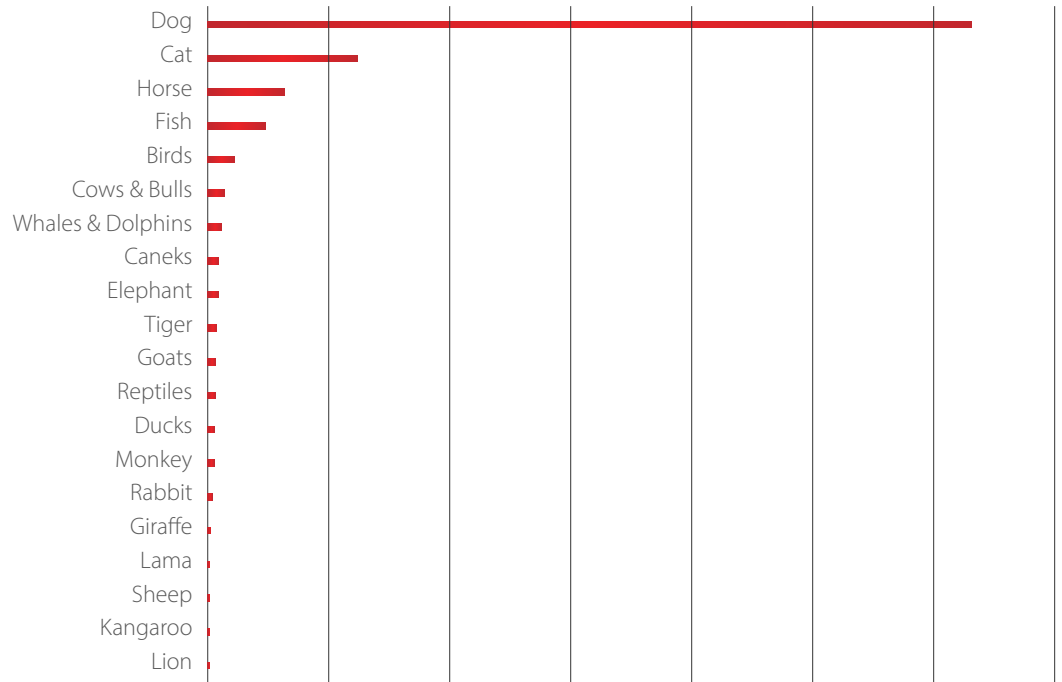
We've already taken a closer look on horses and their owners or riders. Fish however can be both, a bait (when on the rod) or an "animal friend" when met underwater or at the aquarium. Birds include chicken and pigeons, but also exotic cockatoos, peacocks or giant ostriches. A bit of country feeling on #6 - cows and bulls also made it to the top 10, along with dolphins, camels, elephants and tigers.

The rest of the list are rarer occurrences and include pets as well as exotic and domestic creatures.

Giving insights to the social life is something that many online daters do. Almost a fifth (18.5 percent) of all pictures include other people such as friends, family or even children.
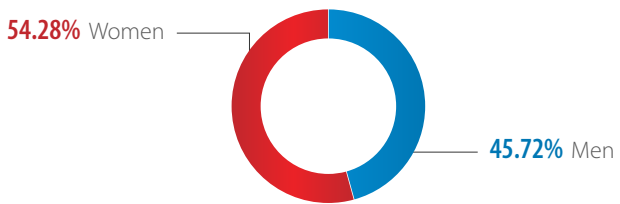
When online daters show themselves within their social circle, the message is "look, I'm not a sad person sitting alone at home".

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

Men and women almost equally use group photos. While we can't say exactly in numbers who the other people are, it should be clear that pictures with friends of the opposite gender might cause suspicion, especially when they are really close, cuddly or intimate.

Who teams up with their friends for photos?

54.28% Women

45.72% Men

Women pose with their **friends or families** a bit **more frequently** than **men**

Who tends to upload pictures kissing other people?

66.94% Women

33.06% Men

Women are **more likely** to be seen **kissing other people**
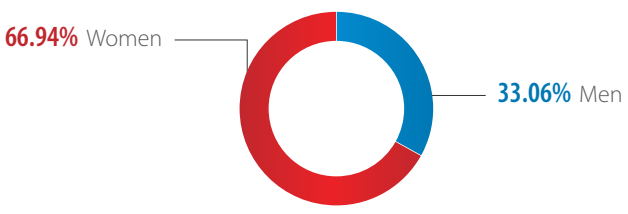
We learn that cuddling or kissing is more of a women's thing. Pictures tagged with "kiss" show them giving (cheek) kisses to their friends or children, but we've also seen a bunch of couple images who are looking for new acquaintances through online dating services.

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

About 2 percent of all pictures have food in them

Thus, we took a closer look at what online daters eat or present themselves with. Enjoying food shows that you're a bon vivant who appreciates a good meal and you're not on a strict diet.
So, what can we see here? Is it more fast food or healthy snacks?

Top 10 meals or snacks

*US-American daters love a **good piece of meat or delicious sweets***

1	Meat		6	Pizza
2	Cake		7	Melon
3	Sweets		8	Fries
4	Seafood		9	Chocolate
5	Asian		10	Burger

What's on your plate, singles of America?

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

16.75% Sweets

39.57% Healthy food

43.68% Fast food
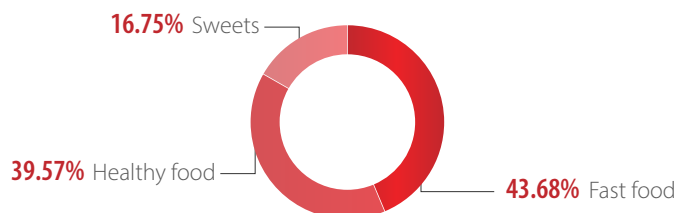
Pizza, burgers and fried food - American online daters love their fast food. Healthy meals only take up about 40% in this chart.

But who are these fast food lovers? We've looked at the gender ratio for both fast food and healthy food and in both cases, men are a bit ahead of women - which is quite surprising.

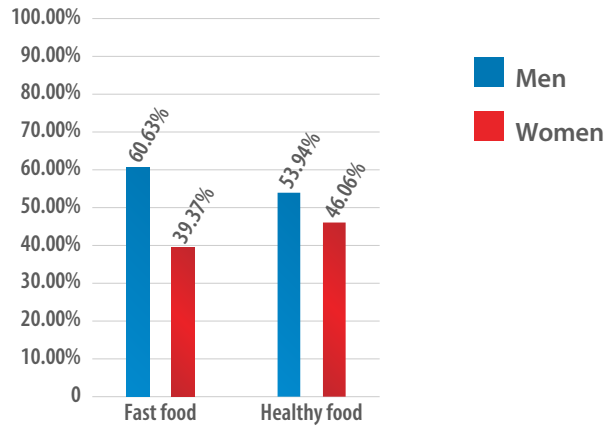**Fast food versus Healthy food - Who eats what?**

Men enjoy **fast food** a bit more than women. For **healthy food** the ratio is **nearly even**

Legend:
- Men (blue)
- Women (red)

Fast food: Men 60.63%, Women 39.37%
Healthy food: Men 53.94%, Women 46.06%

For the next chart, the tables turn slightly: We're looking at all those sweet teeth in our data: Who loves sugar, candy and chocolate more than the other? Women are slightly ahead of men here, but there's no real peak.

Sweets: Both genders love them, but women outnumber men a tiny bit

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

44.65% Men

55.35% Women

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.

Surprisingly, beer takes the biggest share here: 48.1 percent, that's quite a lot. Beer is very popular among all age groups. Looking at genders, men take the bigger share here - 85 percent of all beer drinkers are men.
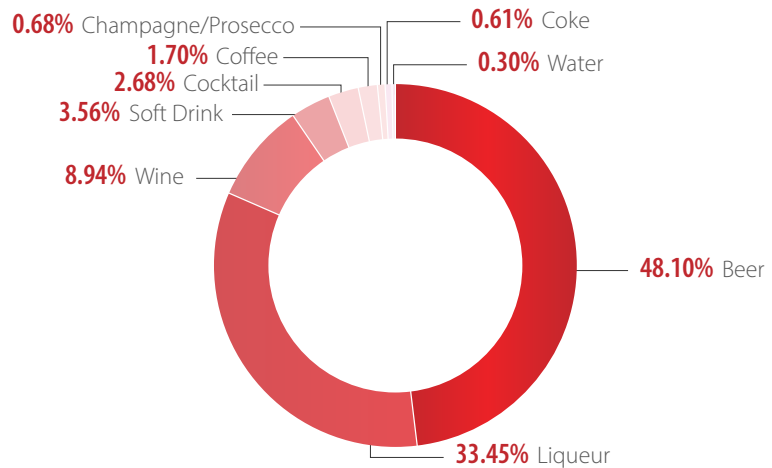
Liqueur on #2 is also a rather frequent add-on in online dating pictures, still men take the bigger share here as well. Wine ranks at about 9 percent and all other beverages are even rarer to be seen. Most of these drinks are alcoholic, too. We're guessing that water or juice just isn't exciting enough to be featured on a dating profile pic.

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

The American's favourite beverages

0.68% Champagne/Prosecco
1.70% Coffee
2.68% Cocktail
3.56% Soft Drink
8.94% Wine
0.61% Coke
0.30% Water
48.10% Beer
33.45% Liqueur

American online daters love to party, we'd say. Still we need to talk with the men. They outnumber women on any alcoholic drink in this list, even champagne or cocktails. So, please guys, use these pictures with caution. Make sure you're not looking wasted. Not every woman appreciates a "beercules".

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

Top 5 car brands on dating profiles

Jeep, Ford and Chevys - three American brands are taking the **top spots** here

1	Jeep
2	Ford
3	Chevrolet
4	Honda
5	BMW

Americans love their own car brands and their SUV's and pickup trucks. So we clearly have a winner on #1: The jeep. A Japanese and a German brand also made it to our Top 5 here.

If we look at the gender ratio for "posing with a car", men clearly win this round. Only about 17 percent of all car pictures come from women.

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

Who tends to pose with their car?

83.14% Men   **16.86%** Women

It is a very good idea to show things that you like on your pictures, many online daters already act this out and thus we were able to create some more interesting rankings here.
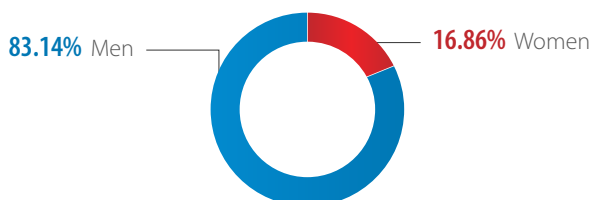
**Top 10 most popular interests and hobbies from US-American online-daters**

Americans love sports over anything else

1	Sports	6	Fishing
2	Travel	7	Toys
3	Party	8	Tech
4	Restaurants and Bars	9	Religion and culture
5	Movies and TV	10	Weapons

Just as we have guessed, sports are at the absolute top here. There's nothing Americans love more than being physically active with a wide variety of sports, either in a team or alone at the gym or outside.

Travel only ranks second here, and we'll see on the next page what the most detected sightseeing spots are. Will they all be within the country or do Americans also frequently travel the globe? Party, bars and restaurants also made it to the Top 5, Movies and TV have some passionate fans in online dating too. We were quite surprised to see fishing here, even more than about the rest of the list, which is toys, tech, religion and culture (We've counted churches, crucifixes and other religion related traits here) and, of course, weapons - which we've discussed in an earlier chapter of this study already. Altogether, this seems to be a pretty American list, right?

Travel

The most popular landmark is the **Eiffel Tower.** It is also the most popular **internationally**
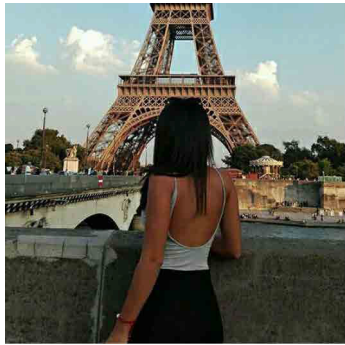
As earlier described, wanderlust and travel are two large themes. We have gathered a list of the top tourist attractions and landmarks:

Top 10 most photographed landmarks from US-American online daters

1	Eiffel Tower (France)		6	Big Ben (United Kingdom)
2	Golden Gate Bridge (USA)		7	Hollywood Sign (USA)
3	Grand Canyon National Park (USA)		8	Disney World (USA)
4	Chicago (USA)		9	Tower Bridge (United Kingdom)
5	Colosseum (Italy)		10	Las Vegas (USA)

Paris, the city of love, with the iconic Eiffel Tower is the number one top landmark to take a picture with. Everyone who has ever been to Paris surely took one, some might even have travelled there solely for that purpose. Six of the remaining nine spots in this top list are going to US landmarks, two are in London and only one is from a non English speaking country: Italy.

Sports

We already found out (and knew before) that America loves 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 US-American online dating profiles

Fitness is the most popular one here, but some other **iconic American sports** also made it to the Top 10

1	Fitness		6	Football
2	Extreme sports		7	Surfing
3	Sailing/Boating		8	Motorsports
4	Running		9	Baseball
5	Swimming		10	Dancing

Why is fitness in the top spot here? Well, men and women love to show their muscles at the gym. They also love to show how adventurous they can be by jumping out of planes or into canyons with a rope tied to the feet. It is quite surprising that the iconic team sports - football, baseball or basketball don't take up the top spots here. The latter one even only made it to #25 in the most detected sports in this analysis. Seeing "dancing" in #10 is on the other hand quite entertaining.
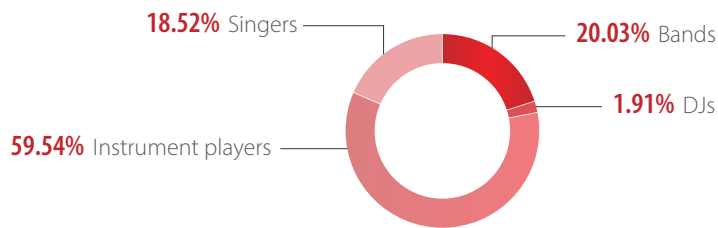
Music

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

"Music was my first love, and it will be my last?" - that might be true for some of these online daters who are presenting themselves with their instruments, band mates or turntables. Musicians are incredibly popular, passionate, cool people, one might think. They might be tricky people on the other hand too. Potential partners have to find out sooner rather than later if he or she just occasionally grabs the guitar during a bonfire to play "Wonderwall" or if they'll be terribly offended and can't believe that you haven't yet listened to that one B-side from the dummer's first band from their favorite band, which has, so they say, deeply influenced all of the band's later work and even affected the whole genre.
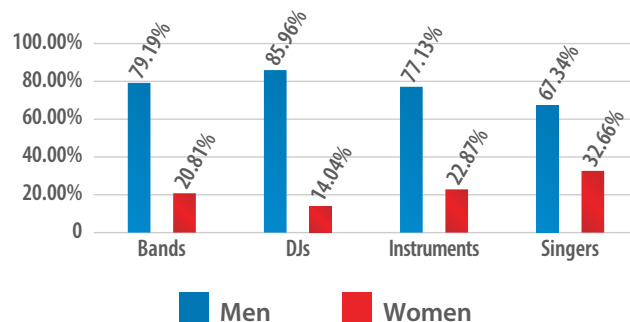
So, let's see who's making music. Most musicians we've found just display themselves with an instrument somewhere - in their room, outside or in a circle of friends - they make up the biggest share of almost 60 percent here. On #2 are the bands. Musicians showing themselves among their bandmates - on stage or in their rehearsal room. People with a microphone in their hands are on rank 3, still almost a fifth of all musicians. DJs behind turntables only make up roughly 2 percent in the online dating music industry.

Who are the online dating musicians?

18.52% Singers

20.03% Bands

1.91% DJs

59.54% Instrument players

In the next step we've checked the gender distribution among these musicians. And we can see: Men take the bigger share here in all parts. The biggest male share we've found is among DJs, the smallest among singers. Why is it that way? Is rock 'n' roll still a male stronghold? The biggest female share is among singers, but it's still only less than a third.

Who's making music - men or women?

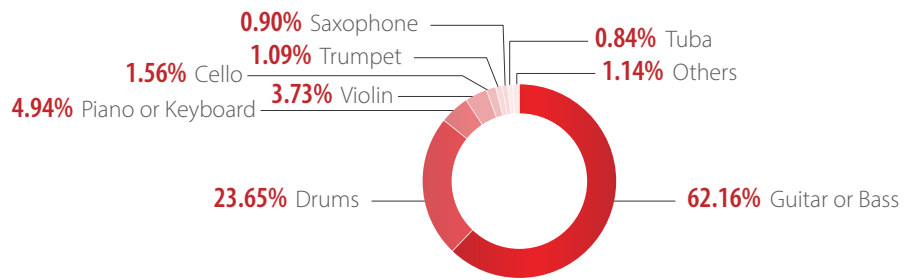|	Bands	DJs	Instruments	Singers
Men	79.19%	85.96%	77.13%	67.34%
Women	20.81%	14.04%	22.87%	32.66%

■ Men   ■ Women

Which instruments are the most detected ones, though? Almost two thirds are guitars or bass guitars, they clearly win this ranking. Playing drums comes in second, about a quarter of all online dating musicians know their rhythm. Playing piano or keyboard is already way less frequent, although keyboard players are present in many bands. All other instruments only take up rather tiny shares in this ranking, still they show their owners passion for making music. It takes some commitment to fit yourself and your tuba on a decent looking online dating profile, of that you can be sure.

Others:
- Trombone
- Accordion
- Flute
- Harp
- Bagpipes

Which instruments are most shown in online dating?

0.90% Saxophone
1.09% Trumpet
1.56% Cello
4.94% Piano or Keyboard
3.73% Violin
0.84% Tuba
1.14% Others
23.65% Drums
62.16% Guitar or Bass

Dancing

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

Who loves to dance?

61.41% Women
38.59% Men
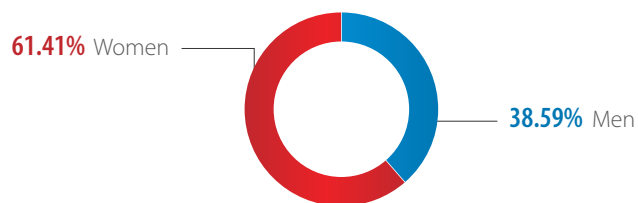
Who is more likely to be seen **shaking their hips?** It's the women - more than **60%** of dancing photos are from the **female** gender

Generally spoken, women like men who can "move to the music" and show their skills on the dancefloor. After all, some day they'll maybe expect them to rock a wedding waltz with them.

About 19.8 percent of US-American online daters are gay, with 18.7 percent of all men and 21 percent of all women in online dating looking for a partner of the same sex. This proportion is much higher than in the general demographic statistic of the country, where about 3.8 percent identify as homosexual.

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

For this chapter, we checked, if some motives or photo habits have high peaks among the gay daters when compared to the straight ones of the same gender. For all lists regarding "most popular" motives, we did not find any differences between heteros and gays.
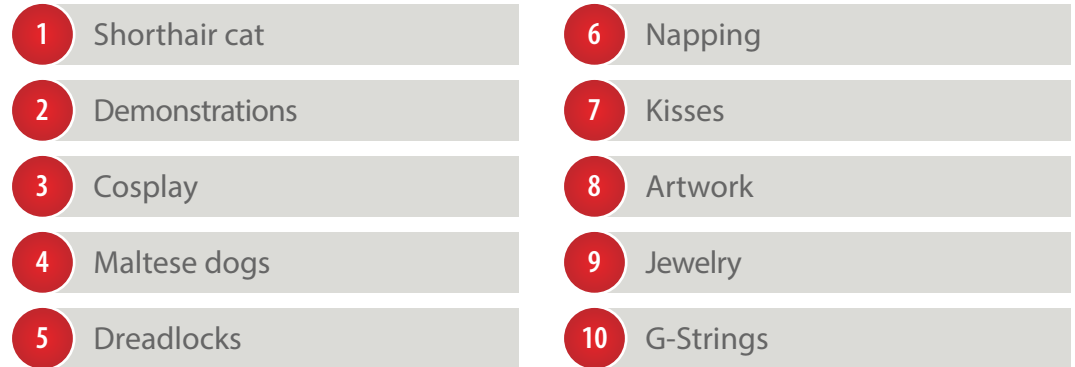
Top 10 motives with a high gay share

Briefs and **ballet** are motives with a high gay share

1	Briefs	6	Marsupials
2	Ballet	7	Leather jackets
3	Chest hair	8	Red carpets
4	Hands in pocket	9	Tartan pattern
5	Denim	10	Balloons

Interestingly enough, the gay men of online dating seem to be very interested with aesthetics. Showing high percentages in articles of clothing and personal grooming, these men know how to kill it in the profile photo game...although we aren't quite so certain what marsupials or balloons share in common with the other items of the list, so we'll chalk it down to a fun factor.

Top 10 motives with a high lesbian share

|			
1	Shorthair cat	**6**	Napping
2	Demonstrations	**7**	Kisses
3	Cosplay	**8**	Artwork
4	Maltese dogs	**9**	Jewelry
5	Dreadlocks	**10**	G-Strings

Lesbian women seem to be more lifestyle oriented in their first impressions. Showing a love for animals, art and politics, these ladies choose to have a well rounded display of interests for their potential online dating matches. While some of these topics may not be everyone's cup of tea, we can all agree: napping is a solid point of interest.

Some more facts regarding the overall appearance:

- Gay men are smiling more often in their pictures than straight men
- Lesbian women tend to show piercings or tattoos more often than straight women
- Both gays and lesbians are sticking out their tongue more often
- Gay men appear lightly dressed more often than straight men
- Lesbian women wear hats or caps more often than straight women

Top 5 sports with a high gay share

1	Yoga
2	Dancing
3	Swimming
4	Pilates
5	Running
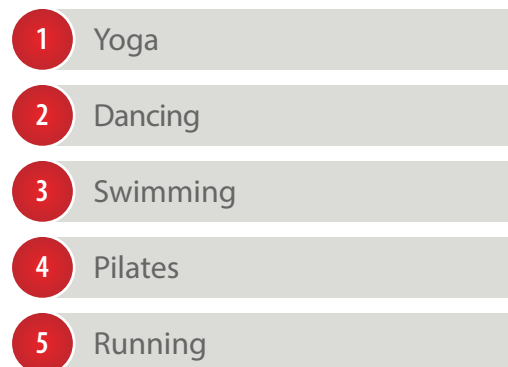
Due to our research, we have learned that these guys have an affinity for core strength. They choose not to boast out loud about their masculinity like their hetero counterparts, but leave more to the interpretation by showing off their meticulous physical fortitude in such activities as dancing, yoga and Pilates.

Top 5 sports with a high lesbian share

1. Billards
2. Rugby
3. Cricket
4. Skateboard
5. Soccer

Although they show themselves to be clever and confident, these women also display some tenacious characteristics. With a large level of high impact sports on display (Rugby and Soccer? Yaaass girls, get it), it may be hard to judge these books by their covers.

Top 10 sightseeing spots with a high gay share (both genders)

1. Georgetown University, D.C.
2. Hagia Sophia, Turkey
3. Angels Landing, Utah
4. Getty Villa, California
5. Copenhagen, Denmark
6. Hong Kong
7. Disney World, Orlando
8. Copacabana Beach, Brazil
9. Disney California Adventure Park
10. Montréal, Canada

Disney World is very popular, especially Universal's Islands of Adventure with the **Wizarding World of Harry Potter**

Travel is key, no matter what your sexual orientation may be. Our data shows that the LGBT communities online dater display of wanderlust doesn't differ far from that of the hetero community - for "most visited" the same list applies. But, if we're looking into landmarks with a high consolidation of gay folks, we're finding destinations such as Hong Kong, Denmark and Brazil. This crowd knows how to explore international as well as on the home front. Intriguingly enough, they also are pretty big Disney fans...who'da thought?

College and university

students and graduates

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

- Spiders
- Tattoos
- Skulls
- Pasta
- Strawberries

Yes, we were most surprised about the last two, too. And we can't quite explain. There is no reason for college and university students or grads to not enjoy either of these yummy things. 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 10 motives with the highest academic share

1	Cheerleading	6	Rugby
2	Snow Angels	7	Elephants
3	Standard dancing	8	Softball
4	Kangaroos	9	Track & Field Athletics
5	Bananas	10	Volleyball

Boom bang choo choo train, c'mon academics do your thang! We can definitely get behind cheerleading being high on the academic rankings...but snow angels, kangaroos and bananas? Hmmm...perhaps too much studying has got to our coed's heads and they are in need of some down time, an exotic new friend and a snack.

While we already found six kinds of sports in this list that are proven to be very academic, here's "tables turned" - the top 3 least academic sports:
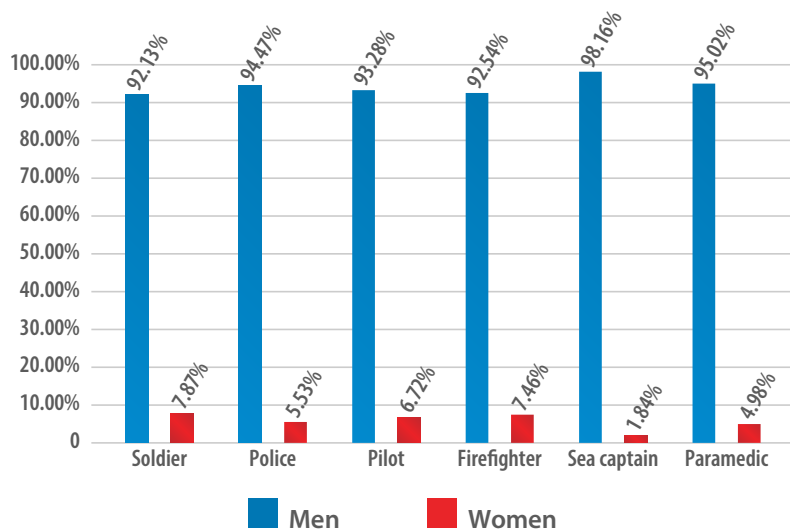
- Skateboarding
- Motorsports
- Billiards

Why are uniforms attractive? Well, mostly they dress their owner pretty well and make them look competent 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 potentially negative way).

Nevertheless, we took a glance at all the pictures of people in professional uniforms and these are the bars:

Gender ratio for professions requiring a uniform

Profession	Men	Women
Soldier	92.13%	7.87%
Police	94.47%	5.53%
Pilot	93.28%	6.72%
Firefighter	92.54%	7.46%
Sea captain	98.16%	1.84%
Paramedic	95.02%	4.98%

■ **Men** ■ **Women**

Suit up!

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

Who wears suits?

65.81% Men

34.19% Women
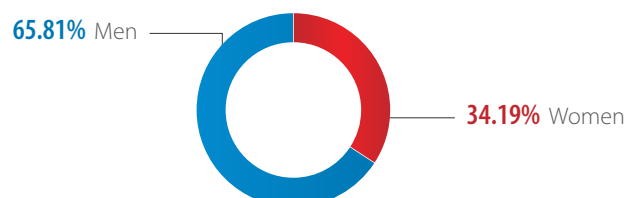
Subtle messages

What else can be "read" in profile pictures? There are some motives that are giving out an extra subtle message besides "look at me", "i'm handsome/cute" or "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 an interpretation, of course, but not far fetched. On the following pages we're looking into this "secret subtext" of online dating pictures and who uses it.
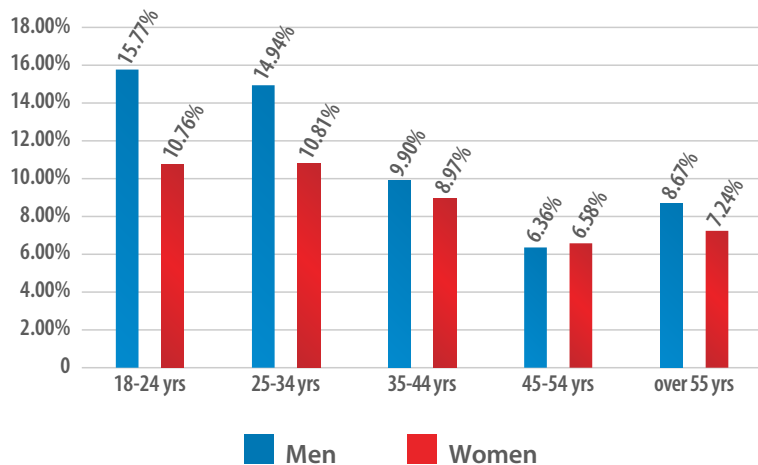
"Let's get married"

It clearly isn't the first thing one should tell a potential partner - that could be creepy or needy. But sending out a subtle message about being ready and looking for a serious relationship is one way to do it. If online daters have pictures of them as bridesmaids or groomsmen on their profiles, it says two things: They have a social circle in which people/friends are getting married - so they might consider this an option for them too. Second, it shows they are considered suitable for this important role, so they also have a high stance among their social circle - which can be seen as a sign of them being a good person. We are pretty surprised to see more groomsmen than bridesmaids here. About 56% of all wedding pics go to male online daters. "Put a ring on it", guys.

Gender ratio online daters with wedding pics

55.65% Men

44.35% Women
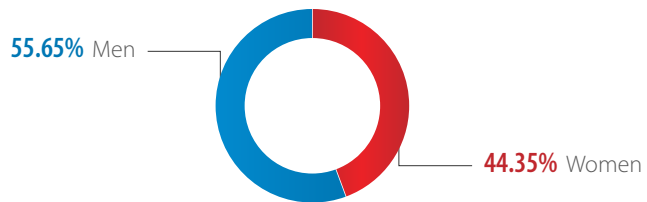
We've also looked at the age distribution within the genders. It is even more surprising that young men especially, are presenting are presenting themselves on wedding pics. While women still take their fair share here, they are almost everytime outnumbered by their male counterparts.

Who looks like he or she wants to marry?

Age	Men	Women
18-24 yrs	15.77%	10.76%
25-34 yrs	14.94%	10.81%
35-44 yrs	9.90%	8.97%
45-54 yrs	6.36%	6.58%
over 55 yrs	8.67%	7.24%

■ Men   ■ Women

**Young men** seem to display themselves with **wedding pics** the most, surprisingly

"I want kids and my own family"
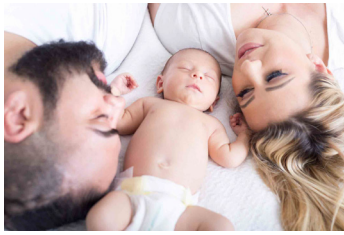
What are good reasons for showing yourself with kids on your online dating profile? First - of course - it's your own and you are looking for a partner who is supportive and understanding and maybe has kids already too. Second - it's not your own but a friends or relatives one but you still want to show that you're good with them and that they mean a lot to you - and you can't wait to have one of your own. If you want to send neither of these messages, you should stay away from pictures with kids. We found quite a lot of pictures with kids and the gender ratio is almost even with about 53 to 47 percent.

With about **53%** of pictures with children going to **women,** the **share is nearly equal**
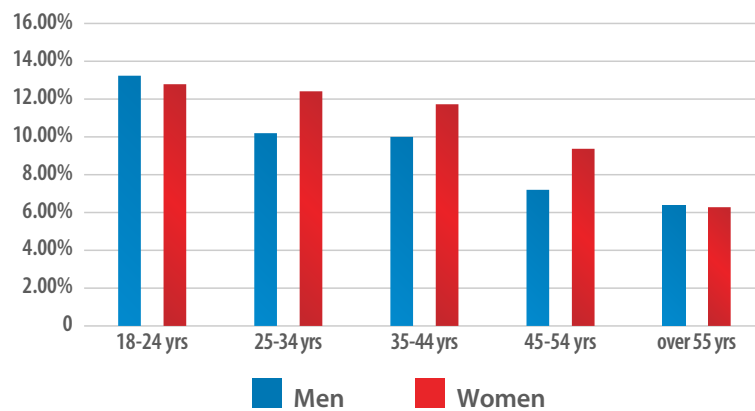
Gender ratio of online-daters with children in their pictures

47.16% Men

52.84% Women
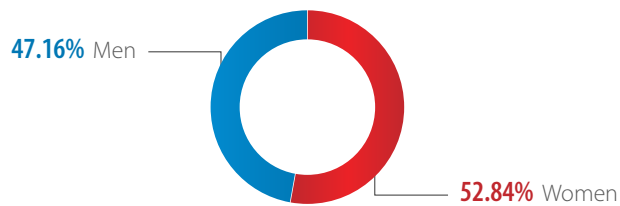
We then looked into the age distribution - which age groups are displaying themselves with babies or toddlers the most? To our surprise, again it's the youngest group of 18-24 year olds, and it's even more men. Maybe they are showing themselves with their younger siblings? It is also quite interesting that the gender ratio is pretty even across all age groups.

As the lowest numbers come from men or women above the age of 55, we conclude that showing grandchildren isn't a thing that is particularly popular in online dating.

Age distribution of online daters with children on their pictures

|	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	over 55 yrs
Men	13.20%	10.20%	10.00%	7.20%	6.40%
Women	12.80%	12.40%	11.80%	9.40%	6.20%

■ **Men** ■ **Women**

"I want sex"

Some profiles literally scream this: "I'm looking for sex". We're talking about profiles with lots of nudity, underwear, leather or seductive poses. If online daters display themselves in that manner, they're exactly transporting this message. A lot of online daters are looking for hook-ups on dating services so pictures including nudity aren't exactly a rare thing. We even found more women than men showing their bodies in that manner.

Gender ratio of online-daters seducing with nudity

46.00% Men

54.00% Women
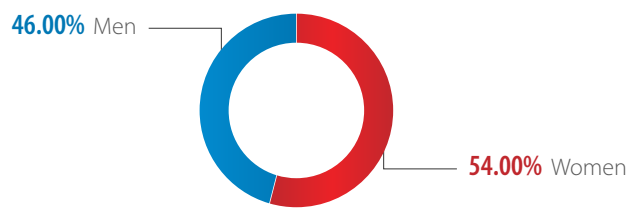
Again we also looked into the age distribution and we found that young women between 18 and 24 take the biggest share here. It could be that they are inexperienced with online dating or a bit naive to chose such pictures for their profiles - on the other hand they could be especially self-confident and chose to live their (love) life the way they like it.

Underwear and nudity becomes slightly less popular with rising age - still all age groups and genders take their fair share here.

**Age distribution of online daters seducing with nudity**
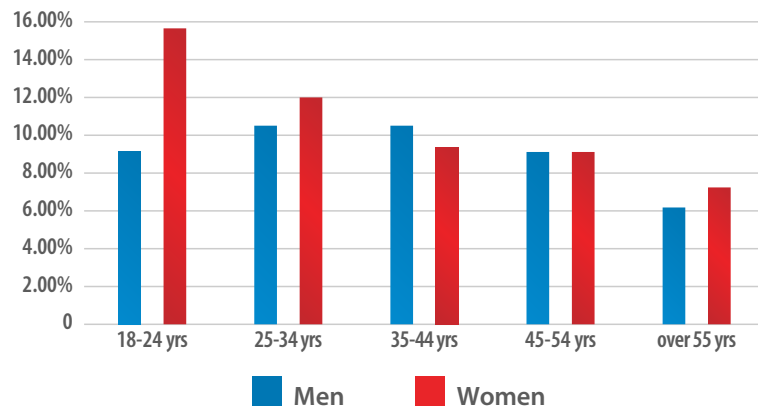
"...I really want sex, no offense"

Even on everyday online dating platforms, some users are uploading especially "dirty" pictures which go beyond the standard bedroom underwear shot. By a high chance of getting blocked from normal dating sites, these are rather rare but still present. Here, men are taking the bigger share at roughly 60 percent.

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

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

60.13% Men

39.87% Women
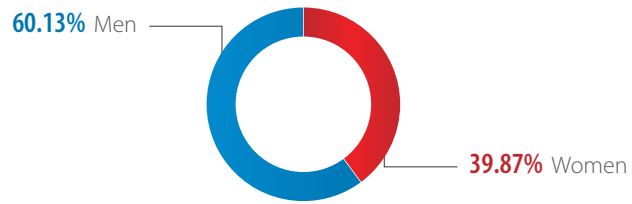
If we look at the age distribution, (young) men are now the naughtier ones. Up until the oldest age group, they outnumber women when it comes to rather x-rated pictures with lots of nudity. There comes along a big surprise: Women over the age of 55 seem to be the naughtiest ones in our analysis.

Age distribution of naughty online daters

	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	over 55 yrs
Men					
Women					
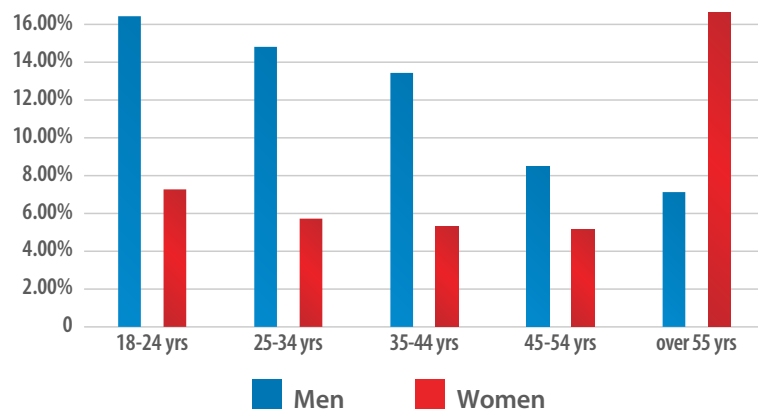
Snuggle alert - 57 percent of pictures in bed come from men

"Cuddle with me!"

Another pretty classic online dating motive with a subtle message is the "laying in bed with puppy dog eyes glancing into the camera" one. Whoever has these on their profile is in desperate need of a good long hug, a neck 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), still almost 43 percent of all "cuddle pics" come from women.

"Let's get (back) to bed" - Gender ratio of online daters seducing in(to) their beds

57.19% Men

42.81% Women
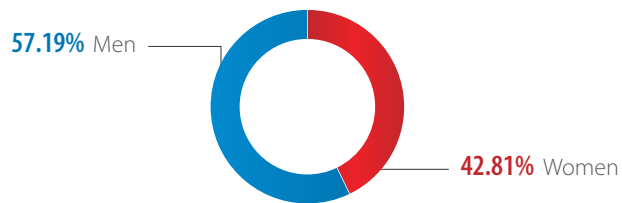
Looking at the age distribution, there are no huge surprises to detect. Just that the ladies above the age of 55 are taking the smallest share this time. But we just saw that they like showing what they got and not covering themselves in blankets.

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

	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	over 55 yrs
Men					
Women					
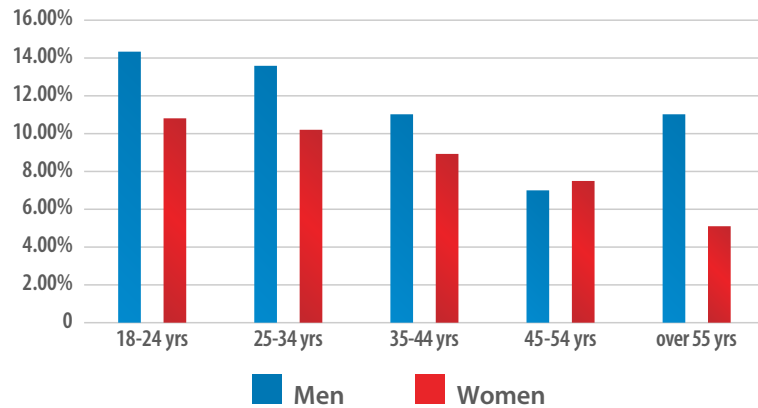
Show me the money:

How much does your heart cost?

Who's trying to impress with luxury?

Showing possessions and money to attract potential partners online - does that work? How do rich (or wannabe rich) online daters use their wealth to display themselves?
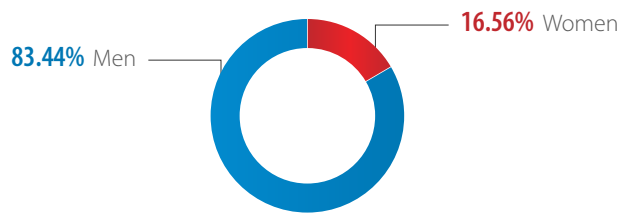
Luxury cars

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

About 83 percent of all luxury car images come from male online daters, while women are way more modest here. It could be the cars, on the other hand. We'll check on the next pages if women take a bigger share with other luxury goods.
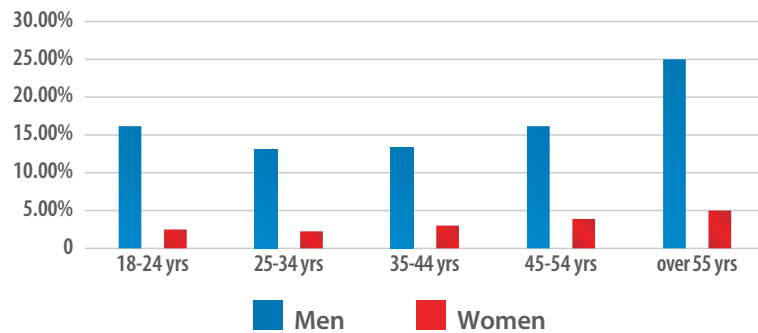
Luxury cars are a **men's** thing

Gender ratio of online daters posing with luxury vehicles

16.56% Women

83.44% Men

So, how old are the online daters who can afford a luxury car and proudly pose with them? We did find some "rich kids of online dating" - most likely mom and dad were the gifters here. But, the biggest share of 25 percent of all luxury car images goes to men over 55 years.

The biggest **female** share for **luxury cars** is at just **5 percent** for **women older than 55**

Age distribution of online daters with luxury cars

|	18-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	over 55 yrs
Men	16%	13%	13.5%	16%	25%
Women	2%	2%	3%	4%	5%

■ Men ■ Women

Dating rich

What else are signs of luxury, apart from cars? We counted golfing, sailing, yachts, jewelry and champagne among other things.

The female share is surprisingly just a tiny bit higher than in the last chart. Apparently, more men than women like to "impress" with money. Or men like to show that they can "spoil" a potential partner with private jet flights and gemstones while women again are the more modest ones and protect their possessions better?

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

Gender ratio of rich and glamorous online daters

78.88% Men   **21.12%** Women
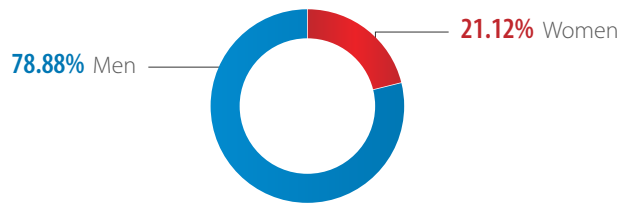
The likeliness of meeting rich men online rises with their age. The older they get, the more they tend to present their achievements on their profiles. But well, who wouldn't show his private helicopter if he or she has one?

Age distribution of the rich and glamorous online daters

Legend: ■ Men ■ Women
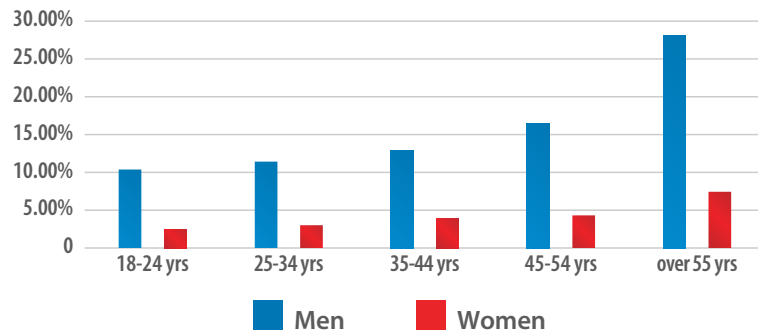
Lastly, we've checked one special luxury item everyone dreams of - their own private yacht. Wouldn't it be nice? For some online daters, this dream has already come true (Though we can't say for sure if the picture wasn't taken during a once-in-a-lifetime holiday).
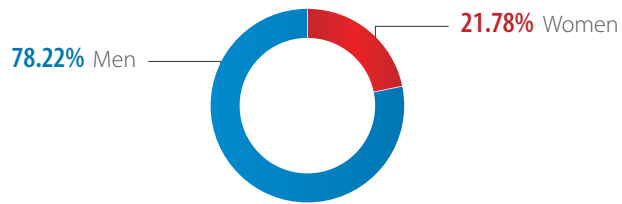
You would think that lot's of women in swimsuits showing themselves sunbathing on boats and yachts? Well - yes and no. They are outnumbered by their male counterparts - big time.

Yachts are rare, but more often displayed on **men's profiles**

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

78.22% Men **21.78%** Women

The age distribution chart doesn't differ much from the previous one - again, the older men take the bigger share here. "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 a liar, 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 Women
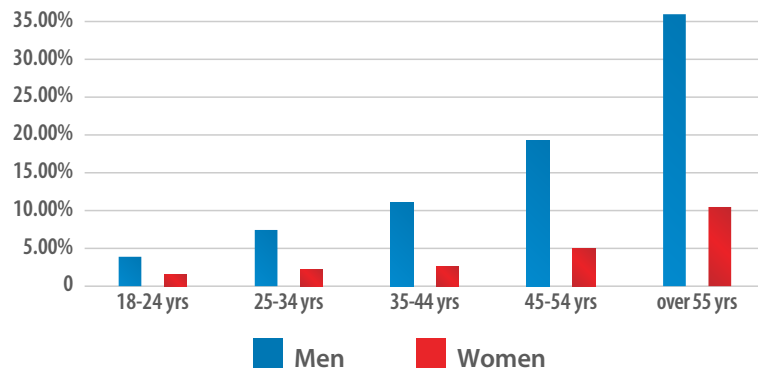
The USA compared to other countries - how big are the differences between the nations?

Facts about the international online dating market

How much do US online daters differ from European or Australian ones? What's typical for the US compared to other nations - and what isn't? In a ranking, who's taking the top spots for, e.g., sports, luxury, nudity or drinking alcohol? Let's find out...
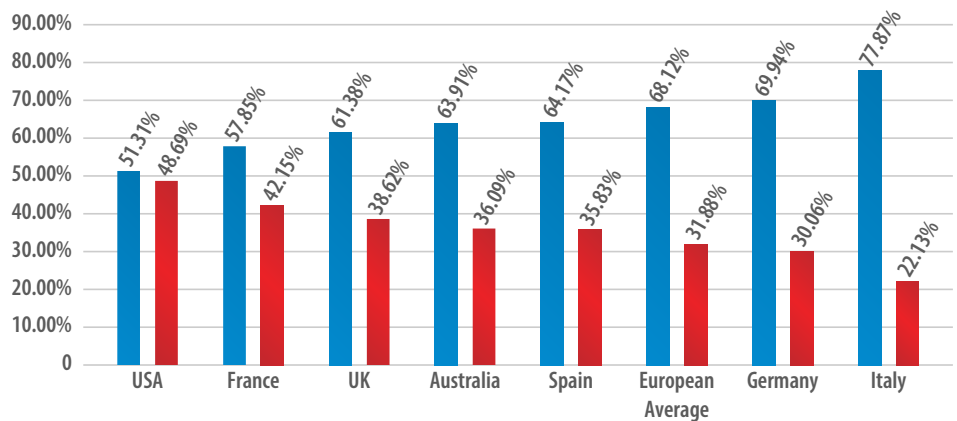
Gender ratio

The **gender ratio** in the **US** is the **most even one** compared to other countries

Let's look at the gender ratio on international level. In which countries are the chances especially high or low for finding a partner? The more even a gender ratio is, the higher the stakes for every online dater to find a good match.
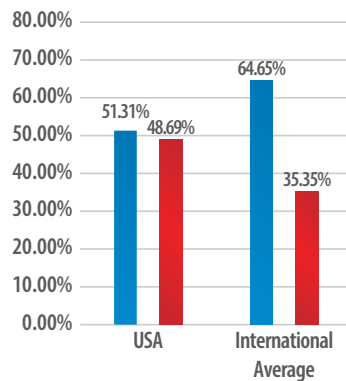
The US has indeed the best ratio with 51 to 49 percent men and women. France and the UK are next in this ranking. Male online daters of the other hemisphere in Australia have it a lot worse already. Europe as a total even a little more. Italy is at the very end of this list - poor Casanovas!

In the European average, less than a third of all online daters are female

Gender ratio of US online daters compared to other nations

	USA	France	UK	Australia	Spain	European Average	Germany	Italy
Men	51.31%	57.85%	61.38%	63.91%	64.17%	68.12%	69.94%	77.87%
Women	48.69%	42.15%	38.62%	36.09%	35.83%	31.88%	30.06%	22.13%

In the **international average** slightly more than a **third** of all online daters are **female**

Gender ratio of US online daters compared to the international average

	USA	International Average
Women	51.31%	35.35%
Men	48.69%	64.65%

■ Women ■ Men

Sexual orientation

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

Earlier we took a brief look into the ratio of the sexual orientation in the United States, now we're looking into the international numbers.

Most online daters are straight men, about 58.4%. About 29.7% are straight women. We can already see that on an international level, the share of gay online daters is much smaller than in the US. 6.2 percent gay men and 5.6 percent gay women are looking for a partner online. This comes closer to the general demographic share of the gay community than the almost 20 percent of gays in the US online dating market.
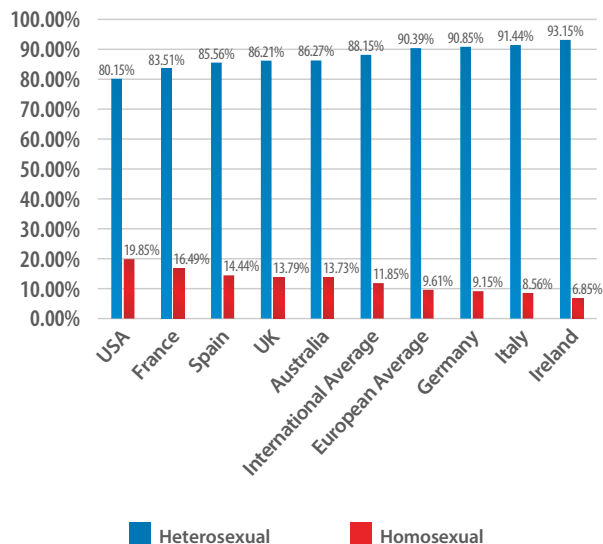
Online daters internationally

5.62% Homosexual Women
6.23% Homosexual Men
29.73% Heterosexual Women
58.42 Heterosexual Men
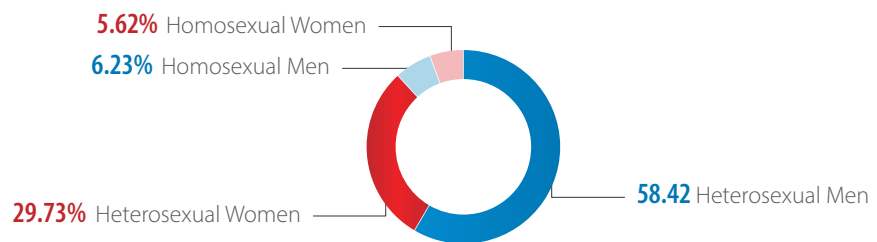
Now we're looking into our data on the country level. We've got data from the US, all across Europe and from Australia: Where do we find the least and the most gay online daters?

The Irish, surprisingly, have the lowest share of gays with only 6.85%. In Germany, still less than 10 percent are looking for a partner of the same sex, which is below the European average of 9.6% and also below the international average of almost 12%. The UK, Spain, and France are all above these averages, but none are outnumbered by the US, which have the highest share of gay online daters from all countries we've analyzed.

Distribution of sexual orientation internationally

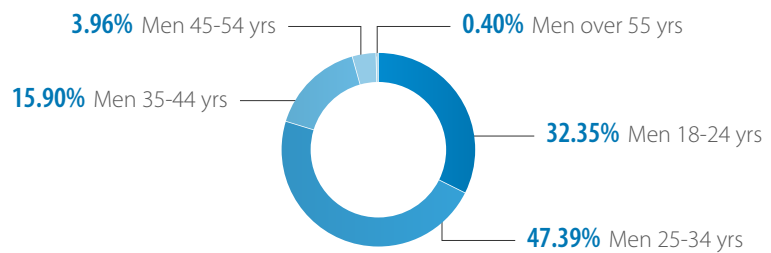|	Heterosexual	Homosexual
USA	80.15%	19.85%
France	83.51%	16.49%
Spain	85.56%	14.44%
UK	86.21%	13.79%
Australia	86.27%	13.73%
International Average	88.15%	11.85%
European Average	90.39%	9.61%
Germany	90.85%	9.15%
Italy	91.44%	8.56%
Ireland	93.15%	6.85%

Age distribution

The age distribution for male online daters almost doesn't differ on an international level compared to the numbers for only the US. The largest age group is men between the ages of 25 to 34 years. Second largest group is men below the age of 25. 20.26% are still looking for a partner when older than 34 - this group is a bit smaller amongst US men with just 18.08%

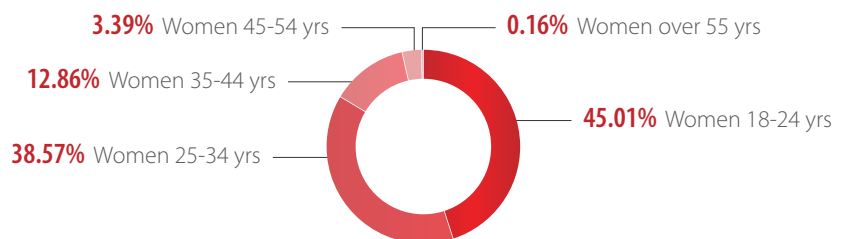**Most male** online daters are **between 25 and 34** years old

Age distribution of male online daters internationally

3.96% Men 45-54 yrs — **0.40%** Men over 55 yrs

15.90% Men 35-44 yrs — **32.35%** Men 18-24 yrs

47.39% Men 25-34 yrs

We saw earlier, that US women have the largest share in the age group below 25 - a whopping 53.38%. On an international level, the same group is much smaller - just 45.01%. The second largest piece of the pie is at 38.57% here, while being a bit smaller in the US with 35.15%. We can conclude from the numbers, that internationally, more women are still looking for a partner above the age of 34: 16.41% compared to 11.47% in the United States.

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

Age distribution of female online daters internationally

3.39% Women 45-54 yrs — **0.16%** Women over 55 yrs

12.86% Women 35-44 yrs —

38.57% Women 25-34 yrs — **45.01%** Women 18-24 yrs

Online daters abroad

Most travelling daters
are from **Australia**

Which online daters log into the dating services and apps while travelling? While we can only guess about their intention, we can tell you the numbers. The largest share comes from our Aussie friends, known to be friendly people. Brits, Scots & Co. (a.k.a. the United Kingdom's inhabitants) come in second. On rank #4 are the US online daters who also won't say no to a nice holiday encounter. The nation known for their *amore* is surprisingly on the last rank here: Italians take the smallest share here.

Lookin for a partner abroad?

Australia	
UK	
European Average	
USA	
Spain	
Ireland	
Germany	
France	
Italy	
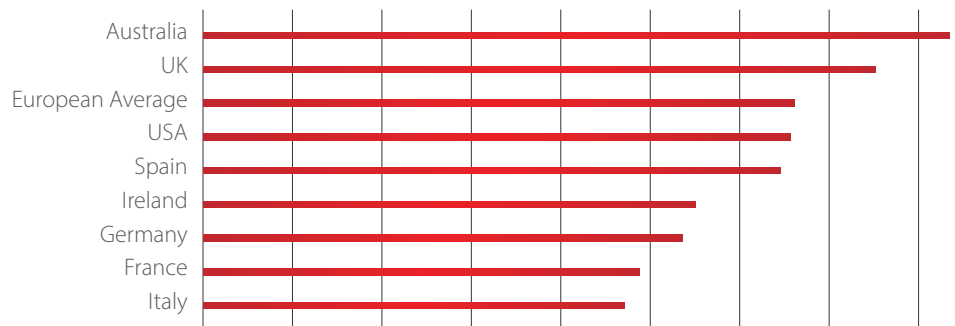
**Irish** people are the **happiest** online daters

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

Who has the happiest online daters?

The luck of the Irish - These folks show their happiness the most in their pictures, by smiling, grinning and having fun. We Americans rank second here and can be proud about that. Open-mindedness and showing positive emotions in pictures deserve a big thumbs up.

The most "serious" folks are Italians, the French and Germans. To the latter ones, a common cliché seems proven, French and Italians are on the other hand not really known for pulling a serious or sad face.

Who has the happiest online daters?
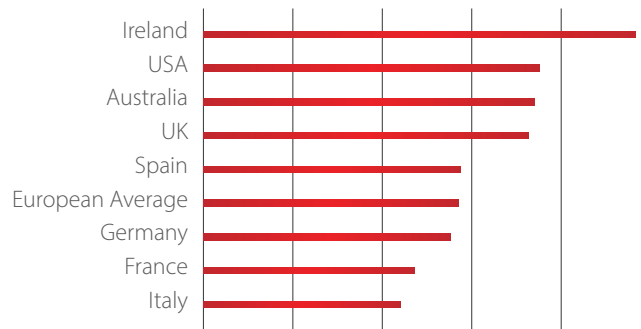
Who has the most pictures with sad or angry looking people?

Just like there's a certain amount of happy pictures, a fair share of people pulling a face is also amongst our large set of data. Maybe some people want to share their whole mood set with the viewers of their profile? Our ranking isn't the one above, just switched upside down, it's a whole new list with some more surprises.
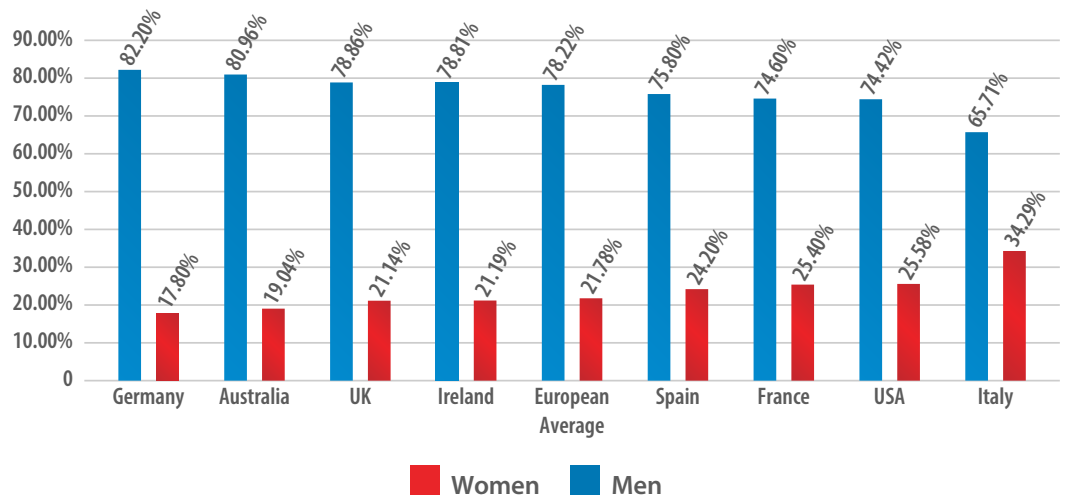
Online daters with bad moods?
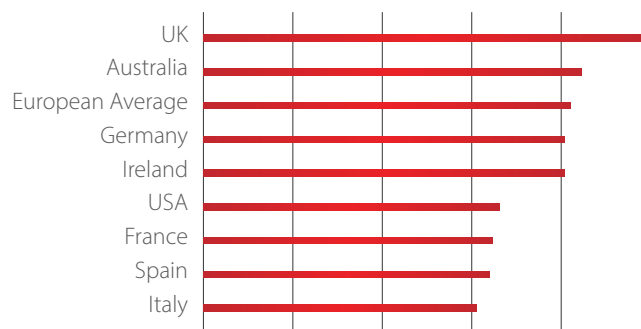
Men or women - who's showing their angry side more?

For this facial impression, which seems unlikely to grant success in online dating, we've looked into the gender ratio in particular. Which gender tends to show angriness more?

Our results seemed to be a cliché, with men ranking highest in non enthused faces and women lowest. Perhaps this goes back to displaying traits of masculinity vs. feminism?

Gender ratio of online daters with bad moods

	Germany	Australia	UK	Ireland	European Average	Spain	France	USA	Italy
Men	82.20%	80.96%	78.86%	78.81%	78.22%	75.80%	74.60%	74.42%	65.71%
Women	17.80%	19.04%	21.14%	21.19%	21.78%	24.20%	25.40%	25.58%	34.29%

■ Women ■ Men

Who uploads the worst photos?

Who is #1 one at uploading the most photos with the worst quality?

Sorry, but this would be Ireland. Ireland is the main exporter of underexposed photos, with their low content quality and appearance. Coming in second would be the UK, followed by the Germans in third. Our data shows further that the less faux pas photos belong to the Spanish, Americans and French.

Who uploads the worst pictures?
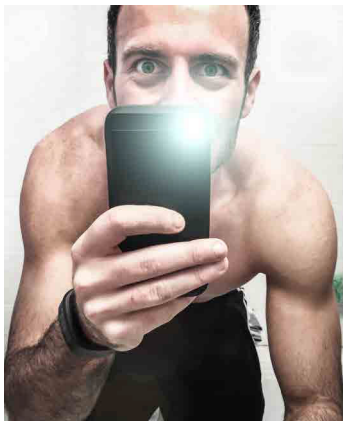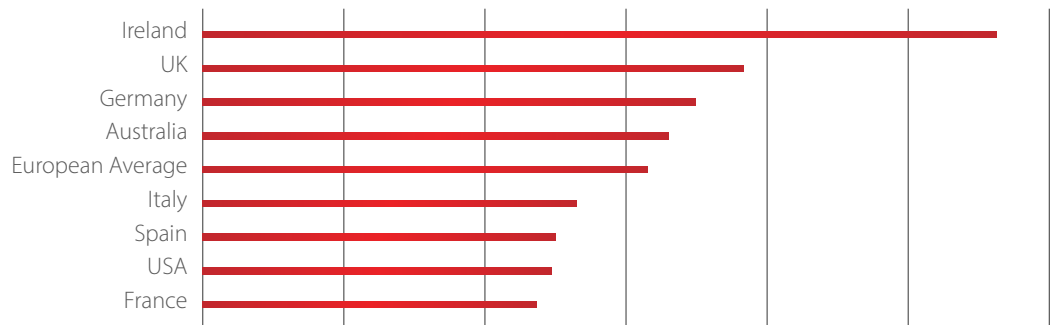
Ireland
UK
Germany
Australia
European Average
Italy
Spain
USA
France

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

The **most modest** of online daters are the **Irish and Germans**
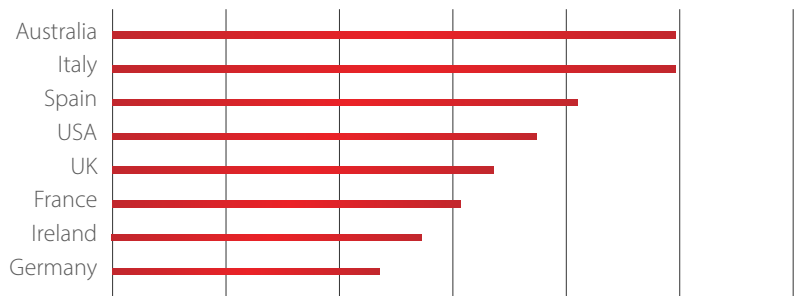
Who shows the most skin?

Who uses 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. Germany shows to be the shyest of the bunch, c'mon, loosen up, guys!

Online daters showing off what they've got

Rated X: Who is uploading the dirtiest photos?

Coming in number one (as maybe expected) are the Australians, followed closely by the Italians and the Spaniards. On the other hand, the French, German and Irish are relatively withdrawn when it comes to baring skin, therefore making risqué photos even less of a possibility. Internationally, online dating - in general terms - is very civilized.

Where are the naughtiest online daters from?

Which country is the most athletic online?

Contrary to popular opinion, the Australians are the sportiest - when it comes to showing up in sporting activities. The Spanish and Italians follow next. The most unsporty online daters can be found in the UK, France and Ireland. On an international comparison, however, it is striking that there are essentially no major gaps and differences in the athleticism of online daters.

Australia has the **most sporty** online daters

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

Which country has the most athletic online daters?

Australia
Spain
Italy
Germany
USA
UK
France
Ireland

Which country is the healthiest?

Are the sportiest online daters also the healthiest eaters? Not necessarily. In first place we see the Italians. Coming in second are the Germans, followed closely by the Aussies. Those who are taking the least serving of fruits and vegetables are the French, English and Irish..tsk tsk lads
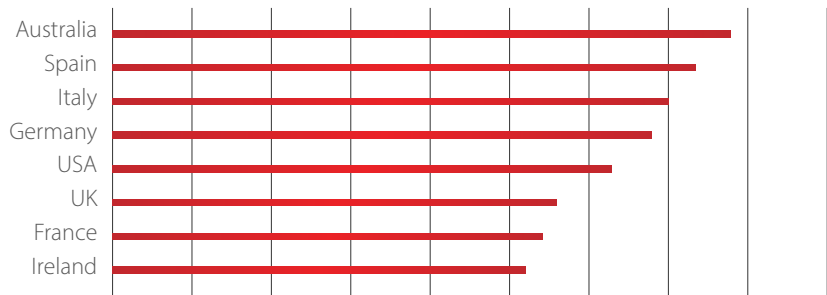
The Italians, Germans and Australians eat the **highest percentage** of fruits and vegetables

France, the UK and Ireland, enjoy the **least amount** of produce

Which online daters prefer healthy food?

Italy
Germany
Australia
Spain
USA
France
UK
Ireland
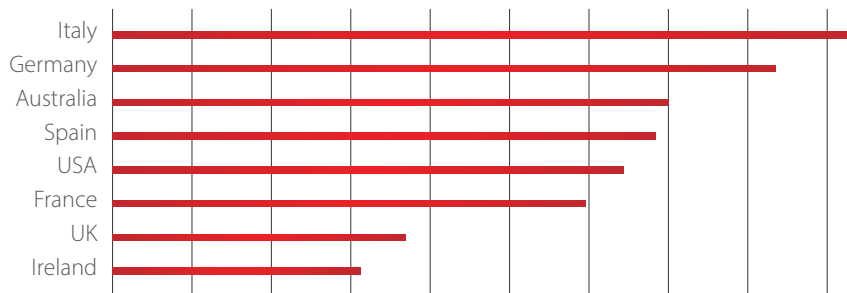
...and who eats the most fast food?

As with our sports correlation, it is false to say who eats the least amount of produce must be eating the most amount of fast food. You're in the clear Brits, because the winner of this category is the Italians. In second place we have the Australians. The number three place goes to the Americans. Germany is next and Spain is in 5th place. The countries that eat the least amount of fast food are France, UK and Ireland.

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

The **last place** winners in the fast food loving award are the **French, English and Irish**

Which online daters can't resist fast food?

Italy
Australia
USA
Germany
Spain
France
UK
Ireland
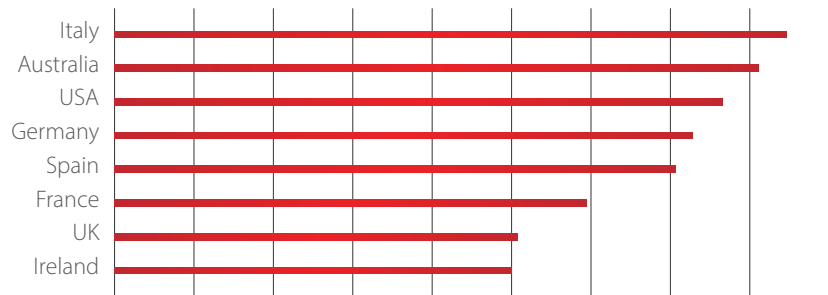
Which country drinks the most Alcohol?

Which online can be seen raising a glass the most? No it's not the beer famous Germans, nor the party synonymous English, but the first place holder goes to the Irish. Then the second place goes to the Brits and third is taken over by the Italians. Seldom do we see the Germans, French or Americans showing off their drinks.

The Irish show off the most alcohol in their profile photos

The Germans, French and Americans are the least likely to brag about their alcoholic exploits in profile photos

Which online daters can't dispense with alcohol?

Ireland
UK
Italy
Australia
Spain
Germany
France
USA
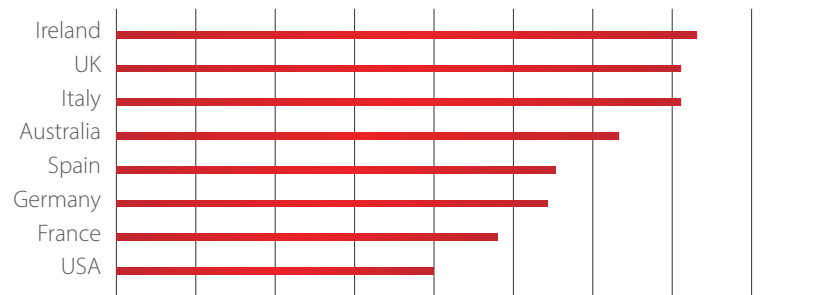
Who drinks the most beer?

"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 prosting partners of mid europe but the Brits who take the cake or should we say pint. Followed by Ireland and Australia as the top three. Unfortunately, Germany is only ranked at number 5 in the beer list.

Ranking of beer drinking online daters

1	UK	5	Germany
2	Ireland	6	Spain
3	Australia	7	USA
4	Italy	8	France

US is only number **7** on the list of online dating **beer drinkers**

Who drinks the most Wine

Perhaps the French accompanied with a baguette and assortment of cheese? Aha not to be mistaken, but this cliché does not hold up in our rankings. It seems that the number one place goes to the Australians. Followed closely by Germany, Spain and France...How's that for a plot twist?

Ranking of wine lovers

| 1	Australia	5	Italy
2	Germany	6	UK
3	Spain	7	Ireland
4	France	8	USA

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 UK, which we could only assume they fancy for the warmth aesthetic. Lastly we see France, Ireland and Spain- so much for the sombreros of Seville.

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

Ireland and Spain tend to avoid hats the most

Online daters wearing hats

USA
Australia
UK
Italy
European Average
Germany
France
Ireland
Spain
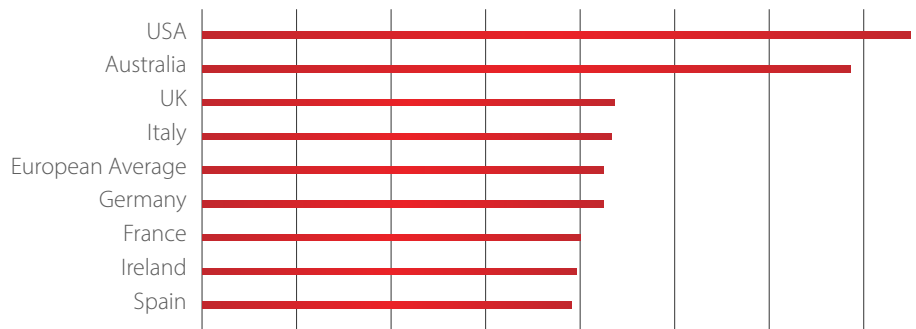
Who shows off the most weapons?

Hardly a surprise; the American online daters have won this ranking by a long shot. America the beautiful is truly the land of gun toters and #2amendment. Number two, unforeseen to us, is Australia followed by Germany taking third place. However, the pacifists of our group and Spain, Ireland and France.
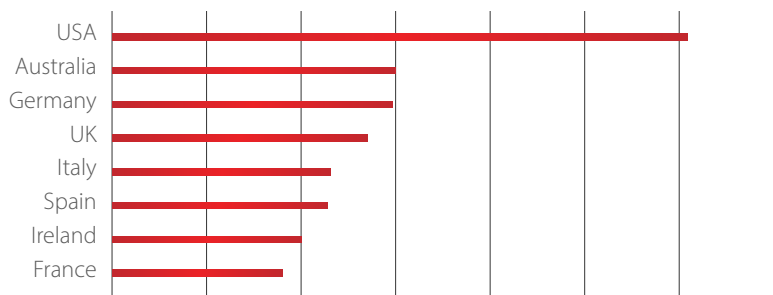

Unsurprisingly, the USA has the most weapons

Second place goes to **Australia**

Spain, Ireland and France seem to be our pacifists

Online daters with weapons

USA
Australia
Germany
UK
Italy
Spain
Ireland
France

Who uploads the most pictures with violent content?

Italians tend to display the most violent content

The content displaying the most violence on the profile pictures of online daters will probably be found among the Italians and Germans. Fortunately, most of the time, it's just fake blood photos and Halloween related images. Or in many cases, it is actually simply a mistake in recognition: Some daters just look very angry. In third place are the Australians. Those with little tendency to show blood are the Americans (contradictory one may say), Irish and Spanish.

Who uploads pictures with violent content?

Italy
Germany
Australia
France
European Average
UK
USA
Ireland
Spain
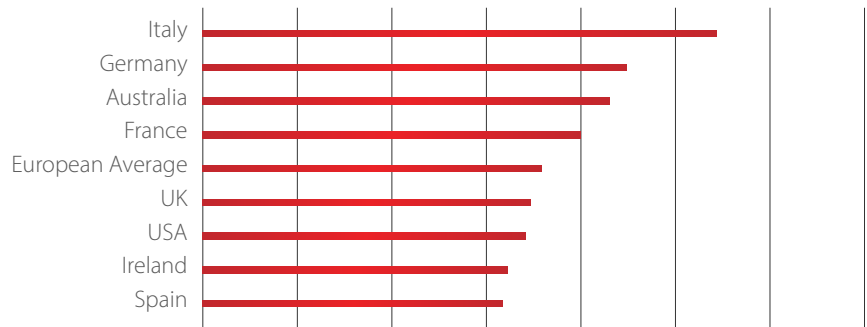
Who likes children the most?

Which online daters display the most eagerness to have children? Us in the home front, apparently. Our studies have shown that the Americans are the number one ranking daters to show interest in having children. Perhaps it's our sunny social dispositions that make us so eager to embrace the family life. Interestingly enough, the same cannot be said for Italians, we wonder why that could be.

The US, UK and Germany prove to be the most child friendly countries

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

Which online daters love kids?

USA
UK
Germany
France
Australia
Ireland
Spain
Italy
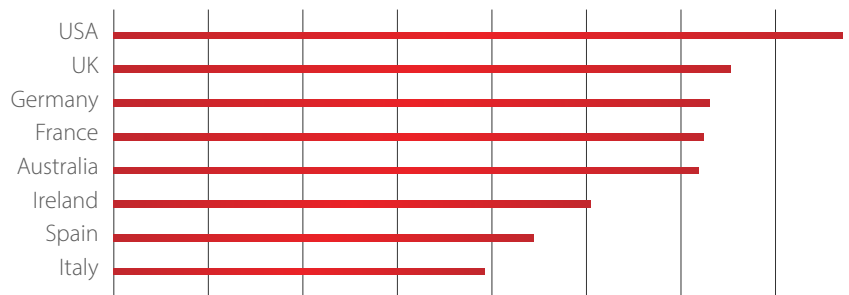
Who takes the most group photos?

The Irish seem to be the most enthusiastic about showing off their group of friends, second to them come the Brits and third our Aussie pals. Contrary to popular belief, the Americans only rank number four (perhaps it's due to our love of selfies). In last place we see there's a close ranking of the French, German and Italians.

Ireland, UK and Australia portray themselves as the most social butterflies

France, Germany and Italy tend to prefer the solo photo spotlight

Who loves to take group pictures?
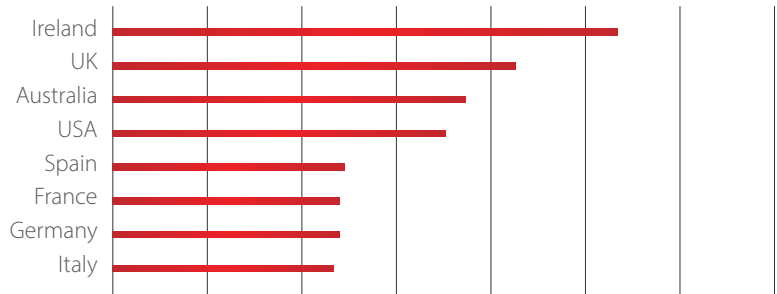
Which countries have the most marriage ready online daters?

So it seems the wedding bells are ringing in the hearts of our Irish friends. With our data showing the high percentage of matrimony goals, these online daters can't wait to commit. Followed behind we see the Australians and English (probably influenced by their Irish neighbors) but our data also shows that in terms of looking for the "one", Spain, Italy and France tend to just look for the "one right now".

The Irish are the most eager to tie the knot

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

Which online daters can't wait to get married?

Especially French online daters can't resist showing off their luxury

The Irish folk seems to be more humble when it comes to luxury
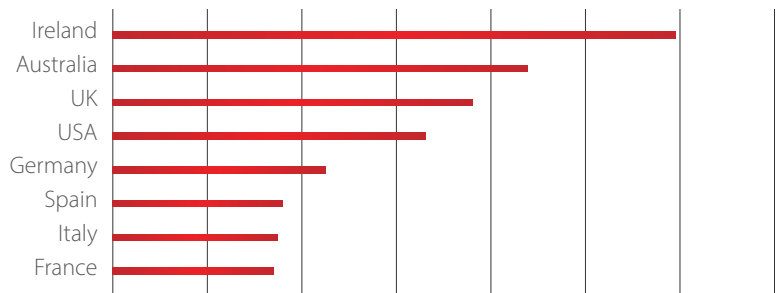
Who shows off the most luxury?

Who is most likely trying to persuade with a status symbol? It's our French consorts, apparently. Especially in the online dating market. We see many profiles showing off fancy cars, boats or off somewhere being glamorous. Next in the line of flaunting is the Australians and Germans (who would have thought?) However, our most humble online daters seem to come from Spain, the UK and Ireland.

Who can't stop showing off their luxury?

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

It's a Match!
You and wine liked each other.

LET'S BAKE CRAP AND WATCH DISNEY MOVIES.

HOW TO PICK UP CHICKS

Congratulations on meeting your soulmate while using an app on the toilet.

someecards
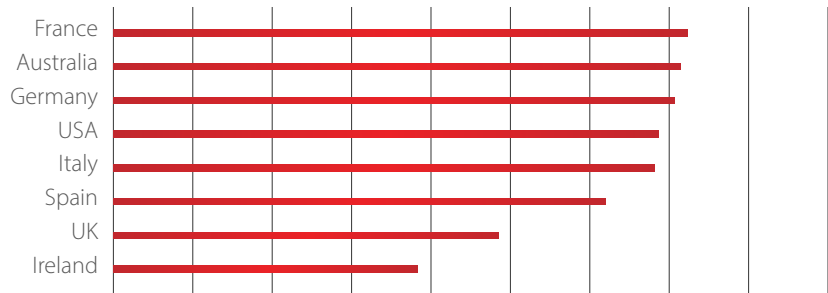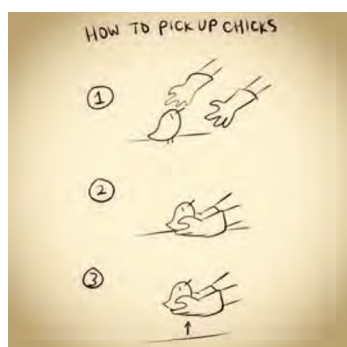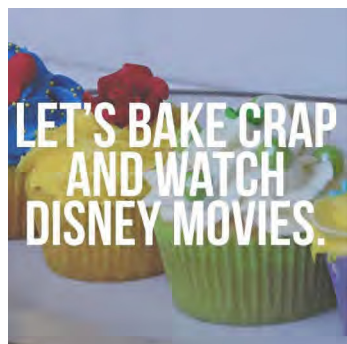
Funny sayings

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

- I want gay married couples to be able to protect their marijuana plants with guns
- Don't grow up. It's a trap!
- 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 am not always right, but when I am it's usually all of the time
- You had me at "I hate everyone too"
- You were so attractive until you texted me with your hideous grammar
- I would like to apologize 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 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.
- Somebody left a grocery list in this cart 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 chose the thug life
- Just in case no one has told you today: Good morning, I believe in you, you're doing great. Nice butt.
- 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
- Surround yourself with tacos, not negativity
- Life's short, text him first
- „Uhm, so will the dog in your profile picture be joining us?"
- 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

Results Summary

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

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.

Men and women are rather closely tied in the online dating pool, with a 49 percent to 51 percent ratio. They are the most evenly balanced rankings in our study (compared to the other fifteen countries). 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 emphasize 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 show your first impressions can either 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 bit about a person, and just a little to keep them intriguing. Some excellent examples would be: one nice portrait (or selfie if you must), a photo of your last vacation, a photo of you playing sports or a picture of you doing your favorite activity. The more realistic the better, people can tell if you're posed. Honesty is the best policy here.

As typical as in person, in the online game men are usually the first to make contact. As a woman, studies show they are often the more timid sex when it comes to interactions. 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, men are first looking for the perfect aesthetic, but this is not all. They also are really interested in seeing personality (short term affairs or long included). The best way is to show them 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 draw attention.

- Show us those luscious locks. Whether you are a bombshell blonde, bodacious brunette or ravishing redhead, your hair is fabulous. Putting it up in ponytails and hiding away in hats are not some images that will 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 like on your profile photo.

- Leave a little to the imagination. Often times 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 comes off to men as you being unintelligent. Just remember to keep it classy and sassy the next time you are feeling yourself.

• Careful with those kiddos! 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 off their soft side and do so by posing with little ones. On the other hand, this can scare some men away who are not informed this women 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? Have you 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 this would eliminate potential partners, but let us tell you something; if he can't handle you being you, do you really want him anyways?

• Easy on the makeup. Darling, you are divine. Calm down on 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 thing 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 pearl whites, enjoy yourself and be yourself. This is the best way to get the gain the guys.

2. Tips for men

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.

• When trying to attract women, it is true, **muscles** can be very convincing. Just, please avoid any posed shirtless mirror selfies with flexed biceps; this is painfully staged and won't persuade most. If you must use your body, then get a good mid workout candid 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 body and no brain".

• But wait, this does not mean that sporty photos are unwanted. If your passion includes fitness or athletics, than by all means show it off. Perhaps you are looking for a potential partner who can join in with you.

• Next we must move on and consider our clothed impression. The clothes makes the person, and no we are not talking about a brand or price but the style. Your individual style leaves a lot to be interpreted about your personality from online peers. Some have a set style, and and some have an evolving *style* that changes. 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 taken well on the female side, for men's photos it does not always have a similar positive effect - this is due to the fact it does not express the dominance and masculinity we all expect from a man. In our study we have found it's actually quite rare for men to post a photo 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 having a good natural moment of joy shown. And as we all know, the right mischievous grin can leave a girl weak in the knees.

• Beard culture; if you got it, flaunt it. Many women receive these manly aesthetics well. However, it's not a one size fits all, the beard should fit the man. Just because facial hair is natural, does not mean it should be allowed free rein. Gentlemen, make sure you are well groomed. There is not much else that has such an impact on a man's face. as his beard.

• **Drinking is evidence of sociability** and this is where the best snapshots (and later profile pictures) are often taken. More men than women have presented themselves in our analysis with (alcoholic) drinks. 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. If you choose beer, please avoid from a can and those colorful cocktails or prosecco may be taken the wrong way by the ladies.

• **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:

• 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 unrecognizable.

• **Red** is not a must-have for dating platforms, but definitely increases flirting opportunities. The color red is the most attractive color for men and women.

• **Lighting** makes all the difference. Natural light comes first as flash can often leave a person washed out looking or show unflattering angles.

• **The background of a photo says a lot** about a person. Bad: photos solely from inside your home. Better: pics of you being outside and active (in the park, the city, hiking in the mountains, at the beach, etc...)

• **Beware of group photos:** They should not be main picture of a profile, how is someone supposed to know which one is you? True, they show you are social but be careful about drinking adventures, choose to show yourself with a good friend or colleague if you must.

• 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 colorful 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 States alone, the possibilities are seemingly endless. No matter who or what type of relationship is being sought out, 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 American and international online dating market in 2019.
The comparison page of DatingScout.com offers all important information and reviews for online dating. Our dating barometer uses the Facebook profile to personally identify suitable online dating portals on a scientific basis. For users looking for a relationship, the comparison of dating agencies is recommended. In the category single dating, you'll find the winning services for flirting and meeting new folks. 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.com is available here www.datingscout.com

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