To friend zone or start dating – what makes a perfect partner?

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BACKGROUND - studies/results so far
- How do people choose their mates? \( \Rightarrow \) Reproductive potentials attract / likes attract
- What are the most valued characteristics of a partner? \( \Rightarrow \) Warmth, thoughtfulness, humour, trustworthiness, sociability, etc
- Studies mostly on two-part questionnaires, speed-dating, online dating sites, personal ads; in short, analysing two sides of a partner relationship

BUT - how to differentiate between expectations on any member of close social circle and a romantic partner specifically???

METHODS
- Four-part questionnaire: 1) self-perceptions on various traits - 7 questions indicative of physical appearance, personality and socioeconomic status and the importance of the same traits in 2) a potential partner, 3) same-sex friend and 4) opposite-sex friend
- Answers from 34 heterosexual men and 111 heterosexual women - undergraduates, received course credit

RESULTS and CONCLUSIONS
- Women are more demanding than men, except for attractiveness in opposite-sex friends or partners [Fig. 1]
- The most important characteristics in all social counterparts were kindness, interestingness and sense of humour [Fig. 1]
- Most traits in each pair (self-partner, self-s. sex friend, self-opp. sex friend) correlated with each other significantly (not shown here)
- The overall expectations were similar towards friends and partners, but the importance of physical attractiveness and status in a partner in both sexes were rated substantially higher than in friends [Fig. 1]
- People choose not only their partners but all their close ones according to similarity to themselves and a „good personality” is valued in everyone, but it is still high reproductive potential that makes a perfect partner

**Figure 1.** Importance of seven different traits in a potential partner, same-sex friend and opposite-sex friend. N(men) = 34; N(women) = 111

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