**Under embargo until Thursday 26th September 2019**

**PUN-BELIEVABLE: BRITS WITH WORDPLAY SKILLS MOST ATTRACTIVE TO A PARTNER**

* Data scientists at eharmony studied 1,500 subscribers to determine the importance of humour, establishing it as a key requirement for singles seeking love
* The team identified six different types of humour – from surreal to self-deprecating
* Wordplay is the most attractive type of humour (47%) and toilet humour the least with only one in eight (12%) tickled by this type

One of the most attractive traits for singles searching for love is sense of humour – but it has to be the right kind.

This is according to new research from data scientists at [eharmony](http://eharmony.co.uk/dating-advice/dating/sense-of-humour-competition) who studied 1,500 eharmony members and explored the impact each type of humour had on overall levels of attraction.

These styles fall into six distinct types – bodily, dark, physical, self-deprecating, surreal and wordplay. Furthermore, what people mean when they say they would like to find a partner with a ‘good sense of humour’ is that they want someone with a *compatible* senseof humour.

Findings suggest being funny ranks as the third most important trait in terms of attracting a partner, beating good looks, cleverness and even being good in bed.

When looking at the most attractive type overall, wordplay won out – half of Brits (47%) agree they would find a quick-witted partner the best match for them.

After wordplay, self-deprecating humour (31%) – where an individual reflects on their own shortcomings for comedic effect – and dark humour (28%) came out as the next most appealing.

And in a first of its kind, the research suggests that if one half of a couple is gifted at witty wordplay and the other has a dark sense of humour, they’re perfectly matched from a humour perspective, because the two styles blend so well.

On the other hand, and perhaps unsurprisingly, only one in 10 find toilet humour attractive (12%) which suggests those who make jokes about bodily functions could see their date go up in smoke.

In fact, four in 10 (44%) people would be put off a second date if a prospective partner made a crude joke.

Two thirds of Brits (68%) say a good sense of humour is a turn on, leading to one in five (20%) of us having been laughed into bed in the past – with a similar number of men and women admitting as much (21% v 18%).

What’s more, four in 10 Brits (42%) believe having a good sense of humour is superior to brains (17%) and beauty (17%). And, it looks like laughter really is the way to a woman’s heart with just shy of half (45%) finding it one of the most important traits, compared with 38% of men. This far outweighs good looks (10%) and being physically fit (6%).

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| **Table 1: Top 10 traits ranked by importance** | | |
| 1 | Honesty | 59% |
| 2 | Kindness | 51% |
| 3 | Sense of humour | 41% |
| 4 | Respectfulness | 38% |
| 5 | Being fun | 24% |
| 6 | Being clever | 17% |
| 7 | Being good looking | 17% |
| 8 | Being good in bed | 9% |
| 9 | Being physically fit | 8% |
| 10 | Being tall | 3% |

Those in the first few years of their relationship are more likely to appreciate their other half’s humour, with six in 10 (60%) finding their partner funny. On the other hand, those who are married tend to be less impressed – just 40% still think their husband or wife has a good sense of humour, proving that jokes really do get old.

Relationship expert at eharmony Rachael Lloyd comments*: “We all know that a good sense of humour is a very attractive trait. And our research shows that witty wordplay is a big winner if you want to laugh someone into bed.*

*“But our data scientists worked extensively with 1,500 eharmony members to establish that there are actually six distinct types of humour from bodily humour to self-deprecating humour.*

*“This explains why we all have different versions of funny, and what one person thinks is hilarious might leave another cold. Crucially, sharing the same sense of humour is an important part of compatibility and bodes well for long-term relationship success.”*

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| **Table 2: Six types of humour, ranked by percentage who found them among the most attractive in a partner** | | | |
|  | Style of humour | Description | Percentage finding attractive |
| 1 | Wordplay Humour | *Includes puns, emphasis on unexpected meanings and usage of certain words* | 47% |
| 2 | Self-Deprecating Humour | *A style where an individual makes fun of themselves and their shortcomings for the enjoyment of others* | 31% |
| 3 | Dark Humour | *Making light of people and subjects that are generally considered serious or taboo* | 28% |
| 4 | Surreal Humour | *Humour predicated on deliberate violations of causal reasoning, producing events and behaviours that are obviously illogical* | 24% |
| 5 | Bodily Humour | *Includes toilet humour, involving bodily functions (burping, flatulence), as well as humour that is sexual in nature* | 12% |
| 6 | Physical Humour | *Physical acts, including scaring others, pranks, or falling* | 12% |

## *(\*Competition details*

*eharmony and The Comedy Store are offering two people the chance to each win a pair of tickets to a night out at Comedy Store venues in either London or Manchester. To enter, follow* [***@eHarmonyUK***](https://twitter.com/eHarmonyUK) *or* [***@comedystoreuk***](https://twitter.com/comedystoreuk) *on* [***Twitter***](https://twitter.com/eHarmonyUK) *or* [***Instagram***](https://www.instagram.com/eharmonyuk)*, or like* [***eharmonyUK***](https://www.facebook.com/eharmonyuk/) *or* [***The Comedy Store London***](https://www.facebook.com/pages/category/Comedy-Club/The-Comedy-Store-London-154010927893/) *on Facebook and share this competition post on whichever platform you choose. The winners will receive two tickets for The Comedy Store in* [***London***](https://thecomedystore.co.uk/london/) *or* [***Manchester***](https://thecomedystore.co.uk/manchester/)*, with a complimentary glass of fizz. Entrants must be 18 or over, for full terms and conditions click here.*

**ENDS**

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**About the research**

Unless otherwise stated, research was conducted by Opinium on behalf of Third City in July 2019, among a nationally representative sample of 2,000 UK adults.

The omnibus research was grounded in eharmony’s Humour and Love study based on internal data from 1,500 users in 2017. Chief scientists were able to use this insight to categorise love into six distinct types (see ‘six types of humour’).

About [**eharmony.co.uk**](http://eharmony.co.uk/)

eharmony launched in the UK in 2008 with a clear vision: to create more lasting love in the world. The experts at eharmony use an intelligent compatibility matching system (CMS) to match singles, according to 18 dimensions of compatibility. These are powerful indicators of relationship satisfaction. Today eharmony proudly serves a like-minded community of 60 million members globally. On average, someone finds love on eharmony every 14 minutes. Find out more: [www.eharmony.co.uk](http://www.eharmony.co.uk/)