

**Go woke go heartbroke: Brits’ latest dating dealbreakers revealed**

**Type or hype? One in three Brits are loved up with someone who doesn’t match their romantic preferences**

* Over half of Brits admit they have a type when it comes to dating, but a whopping one in three (37%) are in long-term relationships with someone who doesn’t reflect these preferences
* One in five (21%) those in relationships also say their partner shares key traits with a parent
* Brunettes outperform blondes in the desirability leagues across both genders, whilst height still matters to women to a third of women
* Both anti-vaxxers and woke folk are dealbreakers for around one in five singles respectively

Over a third of Brits (37%) are in long-term relationships are with someone who isn’t their traditional type, according to new research by dating app eharmony which specialises in compatible matching.

Yet, over half of those polled (58%) admit they avoid dating matches that don’t fit all their chosen criteria, meaning that up to 39 million individuals may be missing out on finding real love.

Four in ten love seekers (40%) admit they have a type when it comes to dating (39% men v 41% women). However, the biggest distinguishers in the desirability league boil down to physical characteristics such a hair colour, height, and body size.

**Physical preferences**

More than twice as many Brits would date a dark-haired match in place of a blonde (20% versus 45%). Redheads appeal to just over one in ten (13%) Brits when it comes to romantic choices.

In terms of gender, dark-haired singles are more appealing to men than blondes (47% v 25%). This challenges the sexist notion that gentlemen prefer blondes.

However, women generally do tick the stereotype for ‘tall dark and handsome’ with up to four in ten females (42%) preferring to date a man with dark hair as opposed to blonde (42%v13). This may be because fairer features are generally associated with slightly more feminine traits.

In addition, one third of women (30%) would opt for a date who’s tall, compared to just one in five men (20%). Interestingly, the presumption that men prefer women with long hair appears to be a myth, with just 2% citing it as a preference.

**Biggest dating dealbreakers**

Issues such as a new love interest being overweight (34%), not making them laugh (32%) or being the wrong age for them (44%) lead the national dealbreakers list.

However, polarised political leanings can also pour cold water over romantic choices. Indeed, one in five Brits (22%) would avoid dating an anti-vaxxer, or anyone they considered ‘too woke’ (19%).

What’s more, around one in five (19%) Brits would call time on a date who wasn’t compatible in bed, which indicates good sex is still very much on the national agenda.

**Size and spend**

In terms of body size, a third of men (32%) would prefer to date someone of slim build, compared to just under a quarter of women (22%).

When it comes to finances, the genders are split. Around a third of women would prefer to date a financially secure match (29%) versus 16% of men. This could be partly due to evolutionary instincts that encourage women to find partners who can provide for children.

**Traits**

Trustworthiness is the number one desired trait for both genders overall (68%), with females prioritising it more than men (73% versus 63%). This is followed by kindness (64%), and sense of humour (61%).

What’s more, almost one in five of those in relationships (21%) say their partners shares key traits with their mother or father.

**Celebrity types**

Of those polled, a healthy chunk (39%) say they aren’t romantically interested in any celebrities, which may signify how much the cost-of-living crisis has dampened the usual showbiz fascination.

However, Johnny Depp is the most appealing type according to just under one in ten women (9%), whereas ex-wife Amber Heard is the desired type for just two per cent of men. This demonstrates when negative personality traits are associated with a person – in this case due to a roll of unfavourable publicity for Ms Heard - their perceived attractiveness takes a hit.

**eharmony relationship expert Rachael Lloyd comments:** “It’s not that surprising that so many people have a pre-conceived idea about their type, but it is unfortunate that this can act as a barrier to finding love. The fact that almost one in four of those in relationships are with partners who do not typically reflect their preferences, proves that our libidinous leanings can be unreliable.

In the world of online dating, it’s easy to make snap judgements based on appearance. But numerous scientifically based studies demonstrate that long after the sexual chemistry has peaked, its high compatibility that determines romantic success or failure.

Also, interesting to see that anti-vaxxers and woke singles do not score well in the desirability league. This suggests most Brits don’t want to be drawn into polarising debates over cosy Netflix or cocktails.”

**ENDS**

**About eharmony**

eharmony launched in 2000, and now forms part of the ParshipMeet Group the international market leader in matchmaking. Real love remains at the heart of everything we do. In an increasingly fast-paced dating culture, we take a more bespoke and supportive approach to creating relationships. Our unique Compatibility Matching System brings together like-minded singles who share core values and personality traits, which are key indicators of relationship success. We are constantly evolving our matching system, designed by psychologists, which measures each member’s profile across 32 dimensions of compatibility - factoring in traits such as kindness, openness, and communication style. The results speak for themselves – every 14 minutes someone finds love on eharmony. Take our virtual tour at [www.eharmony.co.uk](http://www.eharmony.co.uk).

**Methodology**

Unless otherwise stated, data is based on research commissioned by Walnut in May 2022, comprising a nationally representative sample of 2,000 UK adults (18+). The nationally representative profile is based on census data collected by National Office for Statistics.