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**eharmony Survey Data**

**Attractive Professions – August 2022**

* 40% of Aussies think that someone’s job role can have an impact on their perceived attractiveness.
* 27% of respondents actually consider whether a particular job might enhance their desirability when applying for a new role.
* 34% of Aussies say they would not care what their potential partner earns, 14% believe the lowest income that would be acceptable for a potential partner would be over $110,000.
* 59% of Australians ask a new flame what they do for a living on a first date.

Most attractive professions according to Australian men

1. Nurses (30%)
2. Model (27%)
3. Flight attendant (26%)
4. Teacher (26%)
5. Doctor (24%)
6. Lawyer (23%)
7. Personal trainer (20%)
8. Dancer (19%)
9. Musician (18%)
10. Scientist (17%)

Most attractive professions according to Australian women

1. Doctor (36%)
2. Tradie (35%)
3. Firefighter (33%)
4. Engineer (29%)
5. Lawyer (28%)
6. Police (28%)
7. Pilot (26%)
8. Vet (26%)
9. Architect (26%)
10. Teacher (24%)

Least attractive professions according to Australian men

1. Truck driver (29%)
2. Funeral director (28%)
3. Exotic dancer (24%)
4. Cleaner (22%)
5. Politician (22%)
6. Security guard (19%)
7. Real estate agent (16%)
8. Lawyer (15%)
9. Tradie (10%)
10. Accountant (9%)

Least attractive professions according to Australian women

1. Exotic dancer (36%)
2. Funeral director (34%)
3. Truck driver (29%)
4. Politician (28%)
5. Cleaner (26%)
6. Security guard (19%)
7. Real estate agent (19%)
8. Model (16%)
9. Bartender (14%)
10. Dancer (13%)



Media release For immediate issue

**What’s up Doc? Healthcare workers take out hottest profession**

* Doctors, tradies and firefighters are the top three most attractive professions, according to Australian women
* While nurses, models and flight attendants are the top three most attractive professions, for Australian men
* Almost half of Aussies (40%) think that someone’s job role can have an impact on their perceived attractiveness.
* More than a quarter (27%) of respondents actually consider whether a particular job might enhance their desirability when applying for a new role.
* While a third (34%) of Aussies say they would not care what their potential partner earns, around one in ten (14%) believe the lowest income that would be acceptable for a potential partner would be over $110,000.
* Most (59%) Australians ask a new flame what they do for a living on a first date.

According to new research by dating app eharmony, almost half of Aussies (42%) think that someone’s job can influence their attractiveness.

In fact, more than a quarter (27%) of respondents admitted to considering whether a particular job might add to their perceived attractiveness when applying for a new role.

Aussies consider professions so important that the majority (59%) make sure to ask a potential partner what they do for a living on a first date.

**Number one professions**

Healthcare workers took out top spots for both men and women, showing COVID-19 has made us feverish for partners who can take care of us.

Nurses are at the top of the attractive ladder for almost a third (30%) of Aussie men and female doctors followed closely behind at fifth, with a quarter of men (24%) asking to be seen by the doc.

A third (27%) of Aussie women put doctors at the top of their list with the profession eliciting the thoughts of McDreamy and George Clooney with a stethoscope.

**Earnings are important**

Many Aussies won’t admit to prioritising the earnings of a potential partner when it comes to finding love.

A third (34%) of Aussies say they wouldn’t care what their potential partner earns, but at least one in 10 (14%) admit the lowest income that is acceptable for a potential partner would be $110,000.

This standard is significantly higher than the national median personal income of just under $42,000 (according to the Australian Bureau of Statistics 2021 Census), illustrating we’re quite a materialistic nation.

**A man in uniform**

Aussie women couldn’t flick the stereotype of loving a man in uniform, with more than two-thirds (70%) prioritising them in the desirable jobs list.

However, the most attractive uniform was not the traditional police, firefighter or paramedic threads. Instead, the tradie uniform won the top spot of the attired fellas, with the tool-wielders coming in at second place with Aussie women.

**eharmony psychologist Sharon Draper comments:**

“We commonly associate traits with certain careers; nurses are caring, lawyers are strong-willed and so forth. We then use these traits to make judgements about a potential partner and our compatibility with them.

“Not only does someone’s job tell you about their personality, but it also tells us about the compatibility of your lives together. We know some jobs keep people away from each other longer than others or require more hours working late at home, and this may or may not fit with our lifestyle and what we’re looking for in a relationship.

“Ultimately, it’s just another way to get to know a potential partner and learn more about them. One aspect of a person’s life doesn’t define them, but acts as a puzzle piece that may or may not fit our picture of our future lives.”

**Table one - Most attractive professions according to Australian men**

|  |  |
| --- | --- |
| **Ranks** | **Professions** |
| 1. | Nurse (30%) |
| 2. | Model (27%) |
| 3. | Flight Attendant (26%) |
| 3. | Teacher (26%) |
| 5. | Doctor (24%) |
| 6. | Lawyer (23%) |
| 7. | Personal Trainer (20%) |
| 8. | Dancer (19%) |
| 9. | Musician (18%) |
| 10. | Scientist (17%) |

**Table two - Most attractive professions according to Australian women**

|  |  |
| --- | --- |
| **Ranks** | **Professions** |
| 1. | Doctor (36%) |
| 2. | Tradie (35%) |
| 3. | Firefighter (33%) |
| 4. | Engineer (29%) |
| 5. | Lawyer (28%) |
| 5. | Police (28%) |
| 7. | Pilot (26%) |
| 8. | Vet (26%) |
| 9. | Architect (26%) |
| 10. | Teacher (24%) |

**Table three - Least attractive professions according to Australian men**

|  |  |
| --- | --- |
| **Ranks** | **Professions** |
| 1. | Truck driver (29%) |
| 2. | Funeral director (28%) |
| 3. | Exotic dancer (24%) |
| 4. | Cleaner (22%) |
| 5. | Politician (22%) |
| 6. | Security guard (19%) |
| 7. | Lawyer (15%) |
| 8. | Real estate agent (16%) |
| 9. | Tradie (10%) |
| 10. | Accountant (9%) |

**Table four - Least attractive professions according to Australian women**

|  |  |
| --- | --- |
| **Ranks** | **Professions** |
| 1. | Exotic dancer (36%) |
| 2. | Funeral director (34%) |
| 3. | Truck driver (29%) |
| 4. | Politician (28%) |
| 5. | Cleaner (26%) |
| 6. | Security guard (19%) |
| 7. | Real estate agent (19%) |
| 8. | Model (16%) |
| 9. | Bartender (14%) |
| 10. | Dancer (13%) |

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**Research methodology**

Unless otherwise stated, the new research was conducted by Pure Profile on behalf of Soda Communications in July 2022, among a nationally representative sample of 2,000 AUS adults (18+).

**About**[**eharmony.com.au**](http://www.eharmony.com.au)

eharmony launched in 2000 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 32 bespoke dimensions of compatibility. These are powerful indicators of relationship satisfaction. On average, every 14 minutes someone finds love on eharmony. [www.eharmony.com.au/tour](http://www.eharmony.com.au/tour)