

Media Release

Laugh me tender: romantic Aussies value sense of humour more than looks

- New research from eharmony reveals humour as the most desirable trait beating a good personality, financial status and being good in bed
- But the male appetite for beauty still persists – almost a third of Aussie men would rather have a Margot Robbie lookalike than an exceptionally funny partner, while 45% of women said they prefer a partner to be funny than good looking
- Singles beware – joking about bodily functions on dates is likely to wind up in disaster

Good news for budding comedians – 73% of love-struck Aussies care more about laughter in a relationship than good looks, financial status or being good in bed.

That's according to new research commissioned by eharmony, which questioned people about their 'must have' qualities in a partner. Following a good sense of humour (27%), personality (25%) and intelligence (11%) came in at numbers two and three. Physical appearance (10%) and personal values (7%) rounded out the top five.

And even though both sexes rate sense of humour as their top trait, women are more likely to understand that looks fade but laughs are forever, with 45% choosing humour over looks.

Men were divided with 30% specifying a good sense of humour was more important than appearance, while another third said when given the choice between a beauty or a belly-aching laugh, they prefer a woman who looks good.

Overall, 75% of us believe the ability to tickle our funny bones makes a partner more attractive, and more than half (55%) specifically find it a turn on. But it's not just any type of laugh we're after with a quick wit deemed to be the most appealing type of humour (41%) followed by observational humour (24%) and slapstick comedy (10%).

Meanwhile, toilet jokes should be given the flush on a date, the survey found with only 2% of Aussies finding them funny.

eharmony psychologist Sharon Draper comments: *"It's human instinct to be drawn to people who make us feel good, make us laugh and fill our lives with joy, so it makes sense that we want that in a relationship. The ingredients that ultimately make a partnership work long-term are more than skin deep, as lust and chemistry can quickly burn out."*

"Sharing the same sense of humour and being able to laugh about daily life and each other's little foibles can help a relationship and marriage last the distance. But it's important to understand your partner's sensitivities which often means laughing with each other - and not at each other."

"While many people searching for a relationship may feel that prospective partners are sizing up their financial standing, career, physique and face, our results show otherwise. People are far more interested in what lies beneath the surface."

Despite the hunger for humour, males on average only rated their partner a 6.4 out of ten on the funny scale, while females gave their blokes a slightly more generous 7.4.

Men regard themselves to be quite the comedians, with nearly a quarter (24%) rating themselves a seven out of ten, and 22% awarding themselves an eight.

Females seem more modest, with most women (21%) scoring themselves as a seven, while 19% thought they were only a five out of ten.

Rachael Lloyd of eharmony adds: *“We’ve done a lot of scientifically-based research via our members about humour and attraction. We know that it’s super important and we’ve established nine different types of humour from witty word play to toilet humour.*

“Essentially what people mean when they say they want someone with a good sense of humour is that they want someone with their sense of humour. All of this contributes to compatibility – the core foundation for lasting love.”

TOP RATING HUMOUR

1	Wit/wordplay - using words and ideas in a quick and inventive way to create humour	41%
2	Observational humour - finding the humour in your surroundings and everyday life	24%
3	Physical or slapstick - using your body and movement for comedic effect	10%
4	Improvisational humour - taking a theme or a moment and making a set of jokes about them in quick succession	9%
5	Self-deprecating humour - making yourself the focus of your jokes by highlighting your flaws	5%
6	Dark humour - finding humour in something that is usually solemn or sad	5%
7	Surreal humour - using strange and absurd jokes or behaviour to illicit laughter	4%
8	Bodily humour - using the appearance or bodily functions of the human body as a joke (includes toilet humour)	2%

MOST IMPORTANT TRAITS IN A PARTNER

1	Good sense of humour	27%
2	Personality	25%
3	Intelligence	11%
4	Physical appearance	10%
5	Personal values (political beliefs, morals, etc.)	7%
6	Maturity	6%
7	Religious beliefs	3%
7	Confidence	3%
7	Sensitivity	3%
8	Good in bed	2%
8	Fun/sense of adventure	2%
9	Financial standing	0%
9	Willingness/desire to have kids	0%
9	Career/occupation	0%

For more information about eharmony or to sign up, visit eharmony.com.au

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