UNIVERSITY OF OKLAHOMA

GRADUATE COLLEGE

CHOOSING DATES AND MATES: COLLEGE STUDENT RATINGS OF SELF AND POTENTIAL OPPOSITE-SEX PARTNERS

A Dissertation

SUBMITTED TO THE GRADUATE FACULTY

in partial fulfillment of the requirements for the

degree of

Doctor of Philosophy

By

AMBER BLYTHE JOHNSON
Norman, Oklahoma
2005

Downloaded from SHAREOK. Persistent Handle URL: https://hdl.handle.net/11244/850

UMI Number: 3163016

Copyright 2005 by
Johnson, Amber Blythe

All rights reserved.



UMI Microform 3163016
Copyright 2005 by ProQuest Information and Learning Company.
All rights reserved. This microform edition is protected against
unauthorized copying under Title 17, United States Code.

ProQuest Information and Learning Company
300 North Zeeb Road
P.O. Box 1346
Ann Arbor, MI 48106-1346

CHOOSING DATES AND MATES:
COLLEGE STUDENT RATINGS OF SELF
AND POTENTIAL OPPOSITE-SEX PARTNERS

A Dissertation APPROVED FOR THE
DEPARTMENT OF PSYCHOLOGY

BY

Dr. Joseph L. Rodgers

Dr. Lynn Devenport

Dr. Bridget Murphy-Kelsey

Dr. Carolin Showers

Dr. Ann Beutel

©Copyright by AMBER BLYTHE JOHNSON 2005
All Rights Reserved.

Acknowledgements

This dissertation would not have been completed without the support of various people. First, I would like to thank Dr. Rodgers, my major professor and the chair of my committee. I appreciate the chance he took on a student known as the "Potpourri of Psychology". He has given me a tremendous amount of guidance, support, and patience over the past six years. I have the utmost respect for him as a researcher and as an individual.

Personally, I would like to thank my husband, Bo, for his unending love, support, and patience. He has been a valuable friend, editor, and even research assistant. I also appreciate the unconditional encouragement that I have received from my brother, Blair, and my parents, Kathi and Lewis Beckett, Nina and Blaine Johnson, and Larry Anderson. I would also like to thank Linda Gissberg for her friendship, patience, and support (statistical and non-statistical) throughout this project. There are many other people whom have inspired or encouraged me, and while I won't mention them individually, I truly appreciate their help.

I would also like to thank Dr. Beutel, Dr. Bosson, Dr. Devenport, Dr. Murphy-Kelsey, Dr. Showers, and Dr. Toothaker for their advice, encouragement, and guidance. I would also like to give my appreciation to Nicole Porté, an undergraduate psychology student, for her valuable data management assistance.

Table of Contents

List of Tables	vi-vii
List of Illustrations	viii
Abstract	ix
Introduction	1
Chapter 1: Background	3
Chapter 2: Study Summary	9
Chapter 3: Method	19
Chapter 4: Results of Goals 1 and 2	29
Chapter 5: Discussion of Goals 1 and 2	39
Chapter 6: Results of Goal 3	47
Chapter 7: Discussion of Goal 3	53
Chapter 8: Conclusions	65
References	72
Tables 1-20	75
Figures 1-8	95

List of Tables

Table 1: Mean attribute ratings (and standard deviations) across all stimuli for female and male participants. 75

Table 2: Intercorrelations of attribute ratings across all stimuli for female participants. 76

Table 3: Intercorrelations of attribute ratings across all stimuli for male participants. 77

Table 4: Female participant mean attribute ratings of 12 male stimulus individuals. 78

Table 5: Male participant mean attribute ratings of 12 female stimulus individuals. 79

Table 6: Multiple Regression results regressing dimension coordinates onto attribute ratings for female participants. 80

Table 7: Multiple Regression results regressing dimension coordinates onto attribute ratings for male participants. 81

Table 8: Regression results regressing dimension coordinates onto date/mate choices for female and male participants. 82

Table 9: Average correlations between self attribute ratings and date Choice attribute ratings and self attribute ratings and mate choice attribute ratings within participants and across attributes for female and male participants. 83

Table 10: Average standard deviations across participants of self, date choice, and mate choice attribute ratings for female and male participants. 84

Table 11: Correlations between self attribute ratings and date choice attribute ratings within attributes and across participants for female participants. 85

Table 12: Correlations between self attribute ratings and mate choice attribute ratings within attributes and across participants for female participants. 86

Table 13: Correlations between self attribute ratings and date choice attribute ratings within attributes and across participants for male participants. 87

Table 14: Correlations between self attribute ratings and mate choice attribute ratings within attributes and across participants for male participants. 88

Table 15: Standard deviations of self attribute ratings and date choice attribute ratings within attributes and across participants for female participants. 89

Table 16: Standard deviations of self attribute ratings and mate choice attribute ratings within attributes and across participants for female participants. 90

Table 17: Standard deviations of self attribute ratings and date choice attribute ratings within attributes and across participants for male participants. 91

Table 18: Standard deviations of self attribute ratings and mate choice attribute ratings within attributes and across participants for male participants. 92

Table 19: Correlations between most-preferred date attribute ratings and most-preferred mate attribute ratings for female and male participants. 93

Table 20: Correlations between self, current-partner, and ideal-partner attribute ratings for female and male participants. 94

List of Illustrations

Figure 1: Female participant two-dimensional stimulus space of 12 male stimulus individuals. 95

Figure 2: Male participant two-dimensional stimulus space of 12 female stimulus individuals. 96

Figure 3: Female participant subject space. 97

Figure 4: Male participant subject space. 98

Figure 5: Female participant stimulus space with attribute vectors. 99

Figure 6: Male participant stimulus space with attribute vectors. 100

Figure 7: Female participant stimulus space with attribute, date-choice, and mate-choice vectors. 101

Figure 8: Male participant stimulus space with attribute, date-choice, and mate-choice vectors. 102

Abstract

The current study examines the relationships between perceptions of others, decisions regarding dates and mates, and perceptions of self. Fifty-two female and fifty-one male participants viewed video clips of opposite-sex individuals, made similarity, attribute, date, and mate ratings of these individuals, and made personal attribute ratings. Results of multidimensional scaling and regression analyses suggested that female participants relied on perceptions of personality and resources for selecting dates and mates and male participants relied on perceptions of physical attractiveness and personality for selecting dates and mates. Results of correlational analyses provided evidence for positive assortative mating and allowed for the comparison of similarity, complementarity, contrast, and optimization theories of interpersonal attraction.

Choosing dates and mates:

College student ratings of self and potential opposite-sex partners

Introduction

How do people choose a date? How do people choose a mate? What drives a person's perceptions of attractiveness? Is their self-perception related to their attractions to others and to their relationship choices? This study examines the relationships between perceptions of others, decisions regarding dates and mates, and perceptions of the self. To further understand attraction, three primary questions are addressed: First, what attributes do people use to evaluate individuals of the opposite-sex? Second, how do perceptions influence preferences/choices of relationships? Third, how are these preferences related to perceptions of the self?

The primary motivation for the current study is to develop a better understanding of mate attraction and selection. One type of mate selection that has received attention from both evolutionary and social psychologists is assortative mating (Buss, 1985; Keller, Thiessen, & Young, 1996). Assortative mating is a mating strategy that is nonrandom and is routinely found to be positive, which indicates people typically mate with similar others (Vandenberg, 1972). Traditionally, assortative mating has been studied from an evolutionary standpoint, whereas social psychologists have focused more on interpersonal attraction. The goal of the current study is to combine these two perspectives to gain a greater understanding of the psychology of assortative mating specifically and mate preferences in general. Studying assortative mating by combining these two different perspectives provides the opportunity to further appreciate the relationship between evolutionary psychology and social psychology.

In examining preferences in mate selection, it is important to distinguish mate selection from date selection. Evolutionary psychologists distinguish between short-term and long-term mate selection (Stewart, Stinnett, & Rosenfeld, 2000). Evidence suggests females assign greater importance to good looks in short-term mates (dates) whereas resources are more important in long-term mates. This supports the idea that people may not always choose the same individual for a date as they would for a mate. This idea necessitates the examination of dating and mating separately, to understand their similarities and differences.

Evolutionary psychologists and social psychologists offer theories regarding mate selection that are often similar. However, evolutionary psychologists have focused more on sex differences in preferences (Buss, 1989; Buss & Barnes, 1986). For example, findings suggest that males express more interest in attributes signaling high reproductive value (i.e. physical attractiveness) whereas females express more interest in attributes signaling high resource potential (Buss, 1989). Social psychologists, on the other hand, have focused more on theories regarding interpersonal attraction such as similarity, complementarity, contrast, and equity/exchange (Hatfield, Traupmann, Sprecher, Utne, & Hay, 1985; Klohen & Mendelsohn, 1998; Thiessen, Young, & Delgado, 1997; Wilson, 1989). Although each of these theories provides evidence for nonrandom mating, there is no consensus as to the underlying processes. The current study examines these theories and endeavors to gain a better understanding of the preferences underlying assortative mating specifically and mate attraction in general.

Chapter 1: Background

Recent research has asked, "do birds of a feather flock together or do opposites attract?" Both evolutionary research on assortative mating and social psychological research suggest that couples are typically more similar than chance would allow on characteristics such as age, race, religion, ethnic background, socioeconomic status, education, psychological characteristics, cognitive abilities, personality, antisocial behavior, and physical attributes such as height and attractiveness (Buss, 1985; Krueger et al., 1998; Thiessen, Young, & Delgado, 1997). Recent research also suggests that couples that are more similar report greater dyadic adjustment and marital compatibility (Aube & Koestner, 1995; Houts, Robins, & Huston, 1996). On the other hand, on some traits people may seek a partner dissimilar to themselves, or someone complementary. For example, Buss (1984) reported a negative submissiveness correlation among couples, which suggests that submissive individuals might be attracted to those who are more dominant and vice versa. In summary, birds of a feather do flock together on many attributes, but opposites do attract on at least a few others.

In general, social psychological research on interpersonal attraction has focused on the matching phenomenon, which is the tendency for people to choose partners who are a good match in attributes such as attractiveness (Wong, McCreary, Bowden, & Jenner, 1991). Often, individuals seek out or match with others whose attractiveness is similar to their own on a majority of attributes (i.e. similarity theory; Berscheid, Dion, Walster, & Walster, 1971). In other cases, individuals may match across attributes. For example, individuals may trade off traits such as their own physical attractiveness for intelligence or other desirable traits in their partner. This economic-based equity or

exchange theory of matching suggests that individuals choose potential partners to exchange their traits as assets and find the best bargain (Hatfield, Traupmann, Sprecher, Utne, & Hay, 1985; Kenrick, 1994; Rusbult, 1980). Exchange theory allows for partners to be both similar and different, suggesting the potential for combining similarity and complementarity.

Social psychological research has also suggested that matching may depend on various individual differences. D'Agostino and Day (1991) found that androgynous students were more likely to choose a similar other as an intimate partner, whereas gender-typed individuals were more likely to choose someone complementing them in their gender-typed role. Another approach based on an individual differences model suggests that individuals mate based on their self-liking, such that individuals higher in self-liking will choose someone similar whereas individuals lower in self-liking will choose someone complementary (Klohen & Mendelsohn, 1998). Although people generally choose others that are similar on a majority of characteristics, there may also be individual differences in preferences.

The contrast theory is another theory based on similarity. This theory suggests that for at least some attributes "we want someone rather similar to ourselves but still just different enough to create a comfortable contrast in the correct direction" (Wilson, 1989, p. 387). Specifically, contrast theory assumes that individuals prefer a similar but not identical partner. Therefore, this theory is compatible with similarity and complementarity theories given that "people are in a sense torn between similarity and difference, as in the case of a tall man who wants a woman who is shorter but not too much shorter than himself" (Wilson, 1989, p. 391). In terms of evolutionary psychology,

choosing a similar mate increases the probability of passing on shared genes to offspring (Thiessen & Gregg, 1980; Thiessen, Young, & Delgado, 1997). However, it may also be necessary to choose someone slightly dissimilar so as to avoid genetic inbreeding. For example, Bateson (1982) found that Japanese quail more often chose to mate with their first cousin rather than their sibling. Therefore, contrast theory suggests that individuals seek a similar but not identical partner.

In comparing the various theories of interpersonal attraction, it is important to consider the relationship between self-evaluations and preferences. Research on the matching hypothesis suggests there may be an important difference between a social preference, which may be ideal and not necessarily related to self-evaluations, and a social choice, which is more likely related to self-evaluations (Wong, McCreary, Bowden, & Jenner, 1991). After first examining a slide with a male and then examining another slide with a female including a short description, participants rated the likelihood that the male would ask out the female and the likelihood she would accept. Results revealed that although participants expected attractive individuals to match, they did not expect unattractive individuals to match. In regard to preferences, these findings did not support the similarity theory and alternatively supported a type of optimization suggesting that people prefer partners that are optimal or the most attractive on a particular attribute. Wong and colleagues concluded that "most individuals are attracted to physically attractive others, but real world considerations cause them to find someone of their own level of physical attractiveness" (1991, p. 29-30).

Other research on the cognitive processes underlying mate selection suggests that there is a strong relationship between self-perceived mate value and the importance

placed on attributes in a long-term partner (Buston & Emlen, 2003). Buston and Emlen found that individuals with higher self-perceptions were more discriminating in their mate preferences than individuals with lower self-perceptions. This may be due to a "cognitive mechanism that translates self-perceived score on one trait into a comparable mate-preference score for the same trait (the likes-attract hypothesis)" (Buston & Emlen, 2003, p. 8808). Their results suggest that in Western society, people use similarity as the basis for forming their preferences for long-term partners. Ultimately, these findings suggest the importance of self-evaluations when exploring mate preferences.

A primary method used to study attraction asks participants to rate the importance or desirability of certain characteristics in choosing a mate (Buss & Barnes, 1986; Buss, 1989). For example, Buss (1989) asked participants across 37 cultures, on scales ranging from 0 (*irrelevant or unimportant*) to 3 (*indispensable*), how important or desirable 20 characteristics would be in choosing a mate. Although there were some traits preferred by both males and females, they also found sex differences in a number of preferences. On average, females valued characteristics indicating resource acquisition more highly than did males, and males valued characteristics associated with reproductive capacity more highly than did females. These findings have held across research paradigms and across time (Bereczkei & Csanaky, 1996; Buss, Shackelford, Kirkpatrick, & Larsen, 2001; DeRaad, & Doddema-Winsemius, 1992; Goode, 1996; Greenlees & McGrew, 1994; Sprecher, Sullivan, & Hatfield, 1994; Thiessen, Young, & Burroughs, 1993).

In addition to sex differences in preferences, Buss and Barnes (1986) also addressed differences in consensually preferred characteristics and individually preferred characteristics. Their results suggest that attributes consensually preferred include: good

companion, considerate, honest, affectionate, dependable, intelligent, kind, understanding, interesting to talk to, and loyal. Analogous to this idea of consensual traits is Li's notion of necessities (Li, Bailey, Kenrick, & Linsenmeier, 2002). Using a mate-screening design, Li and colleagues found that men and women focused on characteristics that were necessities, such as intelligence and kindness, before considering luxuries. In this context, men viewed physical attractiveness as a necessity and women viewed resources as a necessity. Li et al.'s view is consistent with Buss's notion of consensual traits such that some necessities may be consensually preferred by all or a specific group of individuals (i.e. men or women), and other traits, like artistic ability, are individually preferred and considered luxuries (Buss & Barnes, 1986).

Another attraction research paradigm examines differences in the selection of a long-term relationship partner and the selection of a short-term date. Research generally converges on the finding that both men and women are more selective for a long-term partner (Stewart, Stinnett, & Rosenfeld, 2000). Stewart and colleagues found that women rated the desire for children, good housekeeping, and good earning capacity as more important in a long-term partner than in a short-term partner. Men also rated the desire for children and good housekeeping as more important in a long-term partner than in a short-term partner and additionally rated dependability as more important in a long-term partner. In terms of sex differences in desired characteristics for short-term partners, women desired earning capacity, dependability, humor, and ambition more than men whereas men desired physical attractiveness and good heritability more highly than women. Furthermore, for long-term partners women desired earning capacity, ambition, and kindness and understanding more than men, whereas men desired physical

attractiveness and adaptability more highly than women. In another study, Scheib (2001) found that women focused more on physical attractiveness ("good genes") in extra-pair mateships (a mateship in which one or more partners already has a long-term mate) and focused more on good character in long-term partners. Research generally suggests that both males and females may be differentially motivated, and thus make different choices, when selecting for a short-term versus a long-term partner.

Chapter 2: Study Summary

The purpose of this study was to gain a greater understanding of the relationship between perceptions of self and others and how these perceptions translate into attraction. Within this framework, the attributes individuals used to evaluate others of the opposite-sex were examined in comparison to how they used these same attributes to evaluate themselves. The relationship between perceptions and choices of potential dates or relationship partners was also examined.

To evaluate how participants perceive and rate attractiveness, young men and women from video segments of the television show *elimiDATE* (Warner Brothers, 2001) were used as stimuli. This show presents real interactions between potential relationship partners. Participants in this study viewed video clips of and took notes on 12 opposite-sex individuals and subsequently rated the similarity between these 12 stimulus men/women. After making these judgments, participants then rated each stimulus individual on 20 attributes (Buss & Barnes, 1986; Buss, Shackelford, Kirkpatrick, & Larsen, 2001; Costa & McCrae, 1988; Stewart, Stinnett, & Rosenfeld, 2000). Participants were then asked to rank the 12 stimulus men/women according to whom they would most like to date and with whom they would most like to be in a long-term relationship. Participants also rated the degree to which they felt they had gotten to know each of the 12 stimulus men/women. Finally, participants rated themselves, their current relationship partner, and their ideal relationship partner on the same 20 attributes. After finishing these tasks, participants provided demographic information and information about their current relationship. Lastly, as a validity check, participants were asked to recall what they were thinking about when making the similarity ratings.

Hypotheses and Predictions

There were three specific research goals in the current study, ordered so that each goal led naturally to the next. The first goal was to define the dimensions underlying perceptions of potential dates/mates. The second goal was to relate those perceptions to preferences/choices for these individuals as short-term dates and long-term mates. The third goal was to relate these perceptions and preferences/choices for the individuals to the participant's own personal characteristics. Underlying each goal were specific hypotheses and predictions.

Each goal also answered one of the questions put forth in the introduction. Goal one addressed the first question: What attributes do people use to evaluate individuals of the opposite-sex? Or, restated, what drives a person's perceptions of attractiveness? Goal two addressed the second question: How do perceptions influence preferences/choices of relationships? In essence, how do people choose a date and how do people choose a mate? Finally, goal three addressed the third question: How are preferences related to self-perception? In other words, is self-perception related to perceptions of others, attractions to others, and to preferences/choices?

Goal number one was addressed by collecting similarity data from both male and female participants reflecting their perceptions of a set of potential dates/mates. A Multidimensional Scaling analysis was used to identify potential dimensions on which participants relied for their perceptions. Perceptions were viewed as a first step in defining preferences. For example, it was assumed that men perceived women at least in part through the dimensions they used to define their preferences (and vice versa). Goal

one served the purpose in this study of creating a cognitive map to use in addressing goals two and three.

Prediction One: It was expected that attributes important to evolutionary theory—e.g. physical attractiveness of women and resources of men (Buss, 1989)—would be identified as a primary component underlying participants' perceptions of potential dates and mates.

Prediction Two: Given that men and women distinguish between choosing a short-term date and a long-term mate (Stewart, Stinnett, & Rosenfeld, 2000), it was expected that both male and female participants would perceive individuals in a way that would be conducive to distinguishing potential dates from potential mates. Therefore, it was expected that a secondary dimension would consist of attributes that distinguish between preferences for dates and mates.

Goal number two was addressed by relating participant preferences/choices for dates/mates to the dimensions identified in goal number one. Buss and Barnes (1986) defined a taxonomy of three types of preferences for human mate selection: consensual preferences, sex-specific preferences, and individual preferences. Consensual preferences are characteristics that are consensually desired by all men and women. Other characteristics show a sex difference in preference, and still other characteristics show individual differences in preference. It was expected that consensual attributes that everyone attends to—e.g. intelligence and kindness—were likely to emerge as important to both male and female preferences. Further, evolutionary theory predicts a sex difference in this regard: an attractiveness dimension should be identified as more

important for male preferences, whereas a resources dimension should be identified as more important for female preferences.

> Prediction Three: For both long-term and short-term mating, it was expected that there would be a sex difference in preferences/choices. Male preferences for female stimuli would be dominated by physical attractiveness and its correlates, with other relevant preference dimensions emerging as well. Female preferences for male stimuli would be dominated by resources and its correlates, with other relevant preference dimensions emerging as well. Therefore, it was expected that the primary dimension would be related to preferences for both dates and mates.

Additionally, it was expected that the way preferences/choices map onto perceptions would differ for short-term versus long-term mating. Given that men and women are more selective for a long-term partner and sometimes focus on different attributes in dates and mates, it was expected that preferences would vary between dates and mates for both female and male participants (Scheib, 2001; Stewart, Stinnett, & Rosenfeld, 2000).

> Prediction Four: Given that men and women are more selective for long-term partners, it was expected that characteristics considered to be necessities and that are consensually preferred would be important in both short-term and long-term relationship choices. Additionally, characteristics considered luxuries and that are individually preferred would be more important in long-term relationship choices and considered luxuries in a date (Li, Bailey, Kenrick, & Linsenmeier, 2002; Stewart,

Stinnett, & Rosenfeld, 2000). Therefore, traits such as emotional stability and maturity, dependability, conscientiousness, creativity and artistic ability, and kindness and understanding should be more important for selecting long-term mates for both men and women. It was expected that these attributes specific to long-term mate preferences would be found in the secondary dimension (prediction two). Therefore, the primary dimension would include attributes that are consistently related to choices for both dates and mates and consensually preferred by both females and males. Additionally, this dimension should also include attributes that are consensually preferred within-sex (prediction three).

Goals one and two were designed to set the stage for goal three. The purpose of goals one and two was to replicate past findings with a new methodology. Goal three was a potentially new contribution that blended social psychology and evolutionary psychology. Goal three was addressed using the perceptions and preferences/choices identified in goals one and two. Specifically, the personal features of the participants were evaluated in relation to the features underlying perceptions and the preferences/choices of the rated individuals. Goal three was composed of two projects that assessed models of mating and assortative mating in particular. Project one evaluated assortative mating for each individual participant (using attributes as replications). Project two evaluated assortative mating for each attribute (using individual participants as replications). Each will be described.

Project one of goal three examined how assortative mating relates to date and mate preferences/choices within participants and across attributes, and assessed the

relationships between several theories of attraction. The relationships between the participant's personal attribute ratings and the attribute ratings of each rank-ordered date/mate choice (from 1st choice to 12th choice) were examined using correlations defined within participants and across attributes. Considering the ratings themselves, variances, and correlations between self-ratings and date/mate choice ratings, permitted four different theories of mate preferences/choices to be compared and evaluated.

Generally, the social and evolutionary psychology literature have shown that individuals are attracted to similar others on a majority of attributes. This has been called similarity theory or positive assortative mating (Buss, 1985). Therefore, an unattractive individual might not expect to attract the best-looking date/mate and might adjust their preferences accordingly to find another less attractive individual. Based on this theory, high positive correlations would be expected between self-ratings and those of the most-preferred partner on a majority of attributes. Another form of similarity theory, contrast theory, has proposed that individuals seek someone similar, but not too similar. Therefore, it would be expected that individuals would have a moderate positive correlation on a majority of traits with their most-preferred partner (Wilson, 1989). Alternatively, the complementarity theory would expect negative correlations for individuals—because someone low on a certain trait desires someone high on that trait to complement their weakness, and vice versa. Finally, the optimization theory would expect that if each individual is attempting to optimize on their preferences and seek the most attractive individual, then ratings might only weakly correlate, if at all. In this case, everyone would be after the best mate they can find regardless of similarity or complementarity.

Finally, the exchange theory would expect that an individual may exchange his/her traits as assets and find the best bargain across attributes, such as trading his/her intelligence for another individual's attractiveness (Hatfield et al, 1985; Rusbult, 1980). The trading of attributes predicted by exchange theory was not evaluated in the current study (i.e. exchanging attractiveness for intelligence) given that all analyses were either within-attribute (individual participants are treated as replications in project two) or such that the individual attributes were not examined (individual attributes are treated as replications in project one). Therefore, exchange theory offered no clear predictions in the analyses involved in projects one and two and should be evaluated in future analyses.

These four theories (all except exchange theory) were evaluated for each individual. Potentially, individual participant responses could support different theories. The results shown were averaged across individuals to evaluate the overall trend. Additionally, the relevant correlations were defined for first choice date/mate, second choice date/mate, etc., to observe patterns across decreasing levels of preferences. These models were also evaluated as they explained both short-term and long-term preferences/choices. Evolutionary research has shown that individuals are more selective in long-term partners, suggesting a potential difference between the results for dates and mates (Stewart, Stinnett, & Rosenfeld, 2000). Therefore, if individuals were basing their preferences/choices on similarity and are more selective of long-term partners, they would show increased positive assortative mating as opposed to positive assortative dating. If individuals were basing their preferences/choices on complementarity and were more selective of long-term partners, then they would show increased complementarity

(larger negative correlations) in choosing long-term partners relative to short-term partners.

Prediction 5a: Similarity theory would predict approximately equal variance in the self ratings and most-preferred date/mate ratings—with a high correlation between them—for a majority of participants and on average (measured within participants and across attributes).

Prediction 5b: Contrast theory would predict similar variances, but with positive and moderate correlations with the most-preferred date/mate, for a majority of participants and on average.

Prediction 5c: Complementarity theory would predict similar variances, but with negative correlations with the most-preferred date/mate, for a majority of participants and on average.

Prediction 5d: Optimization theory would predict very low variances and systematically high levels of the most-preferred date/mate ratings, with approximately zero correlations with the most-preferred date/mate, for a majority of participants and on average.

One possible outcome from the current study was that correlations from different individuals would support different theories. However, it was anticipated that one of the four theories would be supported more often on average. Specifically, it was expected that a variant of the similarity theory, the contrast theory (Prediction 5b), would be supported in this analysis. Given the attraction to similar others in conjunction with the need to avoid genetic inbreeding, it was expected that participants would be most attracted to someone similar (but not

identical) on a majority of attributes (Wilson, 1989). It was also anticipated that this would hold for both short-term and long-term relationship selection but more strongly for long-term relationships because of increased selectivity (Stewart, Stinnett, & Rosenfeld, 2000).

Project two of goal three measured assortative mating within each attribute and across participants, starting with the most-preferred date and the most-preferred mate and then for the second-choice date/mate, etc. The relationship between self attribute ratings and the degree that each individual is similar to their most-preferred date/mate on each attribute was also examined. High similarity between self attribute ratings and the most-preferred stimulus individuals, would suggest similarity theory for that attribute. If participants are only moderately similar to the most-preferred stimulus individuals, this would support the contrast theory for that attribute. If the participants have the opposite valence from the most-preferred stimulus individuals on a given attribute, this would suggest complementarity theory. However, if there were no matching between participants and the most-preferred stimulus individuals, this would suggest optimization theory for that attribute. For each attribute, the four models were evaluated in terms of which was most closely supported for that attribute for both short-term and long-term relationships.

> Prediction 6a: Similarity theory would predict a high positive correlation between self and most-preferred date/mate ratings on a given attribute and on a majority of attributes (measured within attributes and across participants).

Prediction 6b: Contrast theory would predict a moderate positive correlation between self and most-preferred date/mate ratings on a given attribute and on a majority of attributes.

Prediction 6c: Complementarity theory would predict a negative correlation between self and most-preferred date/mate ratings on a given attribute and on a majority of attributes.

Prediction 6d: Optimization theory would predict uniformly high ratings of the most-preferred date/mate, regardless of self-ratings, leading to a low or zero correlation on a given attribute and on a majority of attributes.

A possible outcome of these analyses was that different attributes would potentially support different theories. Therefore, it was anticipated that while a majority of attributes would support a specific theory, a handful of other attributes would support several varying theories. A majority of attributes indicating either positive or negative correlations would offer support for either of the similarity or complementarity theories. A majority of attributes suggesting only moderate positive correlations would support contrast theory. A majority of attributes with zero or small correlations would support the optimization theory. Based on the literature review, it was expected that for a majority of attributes there would be moderate positive correlations between self and date/mate choices, suggesting support for contrast theory. Furthermore, given the extent that men and women are more selective of mates than dates, it was expected that this relationship would be stronger for mate choices than for date choices (Stewart, Stinnett, & Rosenfeld, 2000).

Chapter 3: Method

Participants

A total of 54 females and 52 males participated in exchange for credit toward a course requirement. Data from two females and one male was deleted because they did not provide complete data or did not follow directions. This left 52 females and 51 males in the final sample (N=103). Participants were recruited from the Introductory Psychology Participant Pool and received 1.5 research credits for their participation. All participants were heterosexual, never-married undergraduate students. The average age of female participants was 18.60 (*sd* = .98, *range* = 17-21); the average age of male participants was 19.39 (*sd* = 1.58, *range* = 18-25). In terms of ethnicity, 75% (n=39) of the female participants and 80.39% (n=41) of the male participants were Caucasian. Of the remaining 13 female participants, 2 were African-American, 2 were Asian-American, 6 were Native-American, 2 were Hispanic, and 1 participant was classified as Other. Of the remaining 10 male participants, 4 were African-American, 1 was Asian-American, 1 was Native-American, and 4 participants were classified as Other. In terms of year in school, 76.92% of the female participants and 66.67% of the male participants were freshmen.

Participants viewed the video in groups of two to five and completed the required questionnaires individually. To decrease the influence of other participants and increase participant privacy, all participants were separated by partitions. To control for experimenter sex, a male research assistant instructed male participants and a female research assistant instructed female participants.

Materials and Procedure

After completing informed consent forms, participants were told by the experimenter that they would be completing two primary tasks. Participants were informed that they would be viewing video segments of 12 individuals of the opposite-sex and would subsequently be making judgments about these individuals. Participants were then assured of the confidentiality of their responses. They were also told:

> When I ask you to give your judgments and impressions of other people during this session, I want you to be aware that there are no right or wrong answers—so try not to be concerned with how you think you should respond. Instead, just try to give your honest and genuine responses.

Next, the experimenter asked participants if they had any questions and asked them "to not make *any* noises or communicate with other participants during the study (and) if you have a cell phone, please make sure it's turned off now." The experimenter then turned off the lights in the room to show the video clips.

Stimulus Viewing. The first task involved viewing opposite-sex stimulus individuals in clips taken from the show *elimiDATE* (Warner Brothers, 2001). The show involves a young man/woman meeting young women/men and selecting 1 of the 4 individuals to date. Participants viewed approximately the first minute of 3 separate episodes. This segment of the 30-minute show occurs before the choosing process begins and consists of all four potential dates introducing themselves. The actual choosing process was not shown so that participants would not be biased by obvious preferences of the target dates within the show. Each clip showed 1 individual meeting 4 opposite-sex women or men. Therefore, among these 3 clips, participants observed 12 opposite-sex individuals. These clips were selected such that the stimulus individuals were as heterogeneous as possible, including levels of attractiveness.

Prior to the beginning of the stimulus viewing, participants were told:

> You will now be watching the video clips. You will watch them 3 times in all. The first time through we would you like you to just form an impression of each of the 12 men/women. The second and third times you will be taking more specific notes about these individuals.

The video clips were shown such that each stimulus man/woman was viewed for approximately 15 seconds. In this first viewing, the stimulus men/women were shown with no pauses between each stimulus individual.

After viewing the video clips once, participants viewed the clips a second time so that they could take notes to assist them in remembering their impressions. Therefore, after the first viewing, participants were provided with a form with the names of the 12 men/women (in the order they were viewed) and told:

> Now you will be viewing the video clips again. There will be a 30-SECOND gap between each man/woman in which we would like you to take written notes on the characteristics, attributes, and details that you notice that helped you to form an impression. There are no right or wrong responses.

Finally, to ensure that participants had enough time to form an impression of and take notes regarding each stimulus individual, they viewed the video clips a third time. This time the experimenter said:

> Now you will be viewing the video clips once again. This time there will be a 15-SECOND gap between each man/woman during which you may take additional notes on the characteristics, attributes, and details that you notice that helped you to form an impression. Again, there are no right or wrong responses.

Upon completion of the third viewing, the experimenter then turned the lights back on and told the participants, "Now you will be filling out these questionnaire packets." While passing out the first questionnaire packet (the similarity judgments), the experimenter asked them to keep their packets "face-down until instructed."

Similarity Judgments. After the 3 viewings of the 12 stimulus individuals, participants made similarity judgments of the stimulus individuals. After passing out the first packet, the experimenter said, "Please turn your packet over and we will read the directions." The experimenter then introduced participants to this task by stating:

> Now you will complete several questionnaire packets. For the first task, we would like you to judge the similarity of the 12 men/women that you just formed an impression of. Before we begin this task, we would like you to practice making these kinds of judgments. For each of the examples below, please rank each item listed below the standard item, in order of similarity to the standard item. Please use the numbers 1 through 4 with 1 representing the most similar and 4 representing the least similar (for each set). After you have made these ratings, please do not proceed so I can give you further instructions.

Participants then completed a practice similarity rank-ordering on the following items: apple, banana, corn, orange, and tangerine. Upon completion of this practice task, the experimenter said:

> That was just for practice. You will next be making these same types of ratings on the men you just viewed. Before you begin, do you have any questions on how to make these types of ratings? Please remember that it is important that you do not communicate with other participants or make noise during the study. Please raise your hand if you have any questions while completing the packets. When you are finished with each packet, please turn it face down on your desk and I will bring you the next packet. From this point on, you do not need to wait for verbal instructions before completing the packets. However, please carefully read all instructions on every packet. You may begin.

Individually, each male/female participant rated the similarity of the 12 females/males. The exact directions on the packet said:

> For each man/woman listed (1-12), please rank the other young men/women listed below that standard man/woman in order of similarity to the standard man/woman. Use the numbers 1 through 11 with 1 standing for the most similar and 11 standing for the least similar.

Participants were presented with 1 of the 12 stimulus individuals and asked to rank order the other 11 stimuli in terms of similarity to the target stimulus from 1 (*most similar*) to

11 (*least similar*). Participants repeated this procedure such that each of the 12 men/women served as the target stimulus once, a procedure that produced conditional rank orders. Both male and female participants made 132 similarity judgments of the opposite sex. The order of stimulus presentation was consistent with the order in which they were viewed. This allowed participants to more easily use their notes to assist them in making the similarity judgments. The amount of time required to complete this task was relatively short, taking approximately 25 minutes. This paradigm is a standard and carefully investigated protocol for collecting similarity data to use in multidimensional scaling (e.g., Davison & Jones, 1983; Torgerson, 1952, 1958).

The experimenter then collected the similarity judgments packet and gave the participant the attribute ratings packet.

Attribute Ratings. Directions in the attribute ratings packet stated:

> We are also interested in your ratings of the 12 men/women on several attributes or characteristics. Please read each attribute and then indicate your rating of the target individual by writing one number from the following scale in the space next to each attribute for each man/woman.

Participants made attribute ratings of the 12 men/women on each of 20 attributes that were gathered from previous research (Buss & Barnes, 1986; Buss, Shackelford, Kirkpatrick, & Larsen, 2001; Costa & McCrae, 1988; Stewart, Stinnett, & Rosenfeld, 2000). Participants rated each of the 12 individuals they had previously viewed for each attribute on a Likert scale ranging from 1 (*not at all*) to 7 (*very much*). The attributes were presented in alphabetical order below each of the target individuals. Therefore, they rated the first individual on all 20 attributes, then the second individual and so on until they had rated all 12 individuals.

The attributes included: *agreeable, ambitious, conscientious, creative and artistic, dependable, easygoing, educated, emotionally stable and mature, exciting personality, extraverted, good earning capacity, has sense of humor, intelligent, kind and understanding, neurotic, open to experiences, physically attractive, romantic, sociable,* and *trustworthy and honest*. Only those attributes that were expected to have some apparent variance across individuals in the video clips were included. From the list of attributes previously used by Buss and colleagues, the following were excluded: *religious, good housekeeper, wants children, good heredity,* and *healthy*. Also, *college graduate* was changed to *educated* (Buss & Barnes, 1986; Buss, Shackelford, Kirkpatrick, & Larsen, 2001). The attribute *gets along well with others* was also excluded, given that the interactions of the stimulus individuals with others were fairly limited (Stewart, Stinnett, & Rosenfeld, 2000). Mean ratings on the 20 attributes for each of the 12 males and each of the 12 females were calculated across each of the 20 attributes.

The experimenter then collected the attribute ratings packet and gave the participant the dating/mating choices and confidence ratings packet.

Dating/Mating Preferences/Choices. The participants were then asked to make decisions about the stimulus individuals. Directions stated, "We would also like you to make some judgments regarding the twelve young men/women that you saw in the video clips." Participants were first asked, "In theory, if you could have a date with one of these young men/women this Friday night, which of the twelve individuals would you be most likely to choose?" Participants provided a rank-order response from 1 (*most like to date*) to 12 (*least like to date*). They were next asked, "In theory, if you were going to be in a

long-term relationship with one of these individuals, with which of the twelve individuals would you choose to be in a long-term relationship?" and asked to provide a rank-order response from 1 (*most like to be in a relationship with*) to 12 (*least like to be in a relationship with*).

Confidence Ratings. In this same packet, participants were also asked to rate their familiarity/knowledge of each stimulus individual. This task assessed if the video clips provided enough time for participants to form an impression. Specifically, participants were asked to "rate each of the men/women in the video in terms of how familiar you feel with them (how well you got to know them)" using a Likert scale ranging from 1 (*not at all*) to 7 (*very well*). The experimenter then collected this packet and provided the participant with the personal attribute ratings packet.

Personal Attribute Ratings. Participants were then asked to rate themselves on the 20 attributes (in addition, participants rated their current partner—if applicable—and their ideal partner on these attribute scales, although these ratings are not the primary interest of the current research). Directions stated, "Please rate yourself, your current relationship partner (if applicable), and your ideal relationship partner on the list of attributes by writing one number from the following scale in the space next to each attribute." Participants again used a Likert scale ranging from 1 (*not at all*) to 7 (*very much*). These ratings were collected in order to examine the relationship between personal characteristics and perceptions and preferences/choices.

The experimenter then collected the personal attribute ratings and provided participants with the demographic data and similarity judgment recall packet. The experimenter also collected the video clip note-taking sheet at this time.

Demographic Data. On the demographic questionnaire, participants provided their age, gender, race/ethnicity, and year in school. They were also asked, "Are you in a current relationship?" to which they circled *yes* or *no*. If the participant answered *yes* they were then asked "How long have you been in this relationship?" to which they could respond by placing a number in the blank next to *years* and a number in the blank next to *months*. Females were also asked "What was the date that your last menstrual period began?" so that the relationship between menstrual cycle and decisions or perceptions of attractiveness could be examined. Although directions stated that a calendar was available, none of the participants used the available calendar (some participants did consult their planner or phone to determine the precise date).

In regard to the show *elimiDATE* (Warner Brothers, 2001), participants were also asked "How familiar are you with the show *elimiDATE*?" to which they could respond using a scale ranging from 1 (*not at all familiar*) to 7 (*very familiar*). Participants were also asked "Have you seen any of these particular episodes of *elimiDATE* before?" to which they could respond with *yes*, *no*, or *unsure*.

Similarity Judgment Recall. After providing demographic information, directions stated, "For your final task, we would like you to think back to when you made similarity ratings of the twelve men/women." Participants were then asked, "Please recall what features or characteristics of the men/women were important to you as you were making your similarity ratings, and write those down." These responses provided a validity check and increased confidence in using attribute ratings to interpret the stimulus space.

Upon completion of this last packet, participants were debriefed. Participants were then thanked for their participation and asked to provide their name and university

identification number in order for them to receive course credit. This sheet was not associated with their questionnaire packets in any way.

Analyses for Goal One

Multidimensional scaling is a technique that allows for the examination and enhanced understanding of participant perceptions. Weighted multidimensional scaling was used to scale both stimulus and participant points and to examine the dimensions used in similarity perceptions of the stimulus individuals. Multiple regression analyses were used in predicting average attribute ratings from the stimulus coordinates to help define and interpret the dimensional space. A high multiple correlation between average attribute ratings and dimension coordinates suggests a strong relationship between the specific attribute and the dimension.

Analyses for Goal Two

External unfolding (Carroll, 1972) was used through regression analyses to examine the relationship between date choice, long-term relationship choice, and the stimulus space. The participant choice vectors and the attribute vectors from the first analysis allowed evaluation of Predictions 3 and 4.

Analyses for Goal Three

Finally, using correlation techniques, the relationships between attribute self-ratings, stimulus attribute ratings, and choice rankings were examined using the appropriate correlations and variances defined earlier. Project one correlated self attribute ratings with the attribute ratings of each rank-ordered date and each rank-ordered mate within participants and across attributes. Therefore, each participant had a correlation across all 20 attributes representing his/her self attribute ratings with each rank-ordered

date choice (1^{st} to 12^{th}) and each rank-ordered mate choice (1^{st} to 12^{th}) for a total of 24 correlations per participants. Project two correlated self attribute ratings with the attribute ratings of each date choice and each mate choice but within attributes and across participants. Therefore, for each of the 20 attributes, there was a correlation between self attribute ratings and the attribute ratings of each rank-ordered date choice (1^{st} to 12^{th}) and a correlation between self attribute ratings and the attribute ratings of each rank-ordered mate choice (1^{st} to 12^{th}), for a total of 48 correlations for each of the 20 attributes (representing female dates and mates and male dates and mates) resulting in 960 correlations. These correlations were conditional on the attributes defined as important in goal one. For example, if only 5 attributes significantly predicted the dimensions, then the above correlations would be completed on these 5 attributes.

Additional Analyses

Other variables such as relationship status and menstrual cycle were also evaluated and controlled for during the various analyses. Additional analyses were also conducted comparing self attribute ratings to current-partner and ideal-partner attribute ratings and comparing the attribute ratings of the most-preferred date and the most-preferred mate.

Chapter 4: Results of Goals 1 and 2

Stimulus Validity

Given the popularity of the show *elimiDATE* (Warner Brothers, 2001) among college students, it was important to address concerns regarding the show's validity as a research tool. In the demographic questionnaire, participants were asked, "How familiar are you with the show *elimiDATE*?" to which they responded using a scale ranging from 1 (*not at all familiar*) to 7 (*very familiar*). Female participants reported an average familiarity of *elimiDATE* of 5.33 ($sd = 1.73$) and male participants reported an average familiarity of 4.96 ($sd = 1.98$). This suggests that most participants were at least moderately familiar with the show. Participants were also asked, "Have you seen any of these particular episodes of *elimiDATE* before?" to which they could respond with *yes*, *no*, or *unsure*. Of the 52 female participants, 46 said they had not seen these episodes, 4 were unsure, and 2 reported that they had seen these episodes. Of the 51 male participants, 44 reported that they had not seen these episodes, 4 were unsure, and 3 reported that they had seen these episodes. Together, these results suggest that although many participants were familiar with the show *elimiDATE*, virtually none of the participants had seen these particular episodes.

Confidence Ratings

It was also a concern as to whether three 15-second exposures provided enough time for participants to form an impression of each individual. To address this concern, participants were asked to "rate each of the men/women in the video in terms of how familiar you feel with them (how well you got to know them)" using a Likert scale ranging from 1 (*not at all*) to 7 (*very well*). Several participants did not follow the

directions for this task and used the same rank order response that they had used on the preceding task rather than the Likert response. Therefore, only 46 of the 52 female participants and only 40 of the 51 male participants provided complete familiarity data. Initially, a separate familiarity analysis was conducted for each of the 12 stimulus individuals for both male and female participants. However, given that the results for each stimulus individual were consistent with the results averaging across all stimulus individuals, only the averaged results are presented. Female participants reported an average familiarity of the stimulus individuals of 4.58 (sd = 1.57) and male participants reported an average familiarity of 4.75 (sd = 1.46). These results suggest that participants felt that they had sufficient time to form an initial impression and get to know each of the stimulus individuals.

Relationship Status

Thirty-three of the fifty-two female participants and twenty-nine of the fifty-one male participants reported they were in a current relationship. To assess the influence of relationship status on the multidimensional scaling results, separate multidimensional scaling analyses were conducted for participants based on relationship status (in a relationship or not in a relationship). In this investigation, four multidimensional scaling analyses were conducted (two for female participants and two for male participants). The primary concern was whether relationship status was related to perceptions of the stimulus individuals. Weighted multidimensional scaling produces a subject space representing the participants as vectors reflecting how they weight the dimensions in the cognitive map. Therefore, the subject space of each relationship status level was

compared (separately for female and male participants) to compare the degree participants at each relationship status weight the dimensions.

The average participant vector angle in the weighted MDS subject space for female participants in a relationship was 41.70 degrees (*sd* = 4.72, *range* = 31.32 to 52.36) whereas the average angle for those not in a relationship was 40.16 degrees (*sd* = 7.65, *range* = 25.52 to 56.96). The average vector angle for male participants in a relationship was 42.89 degrees (*sd* = 5.56, *range* = 34.19 to 61.78) whereas the average vector angle for those not in a relationship was 39.88 degrees (*sd* = 6.80, *range* = 42.12 to 50.12). The results of two Satterthwaite two-independent samples t'-tests revealed that there was not a significant difference between the participant vector angles for those in a relationship and those not in a relationship for female participants (t' (26) = -.80, p = .43) or for male participants (t' (40) = -1.69, p = .10). Based on these results it was not necessary to control for relationship status in the MDS analyses.

Goal One. Multidimensional Scaling

Goal one involved creating a cognitive map of the dimensions used in perception. Weighted multidimensional scaling (WMDS) analyses (see Young & Hamer, 1987) were conducted on the similarity ratings to produce a stimulus space modeling the perceived distances between the stimulus individuals. The stimulus space for female participants can be seen in Figure 1, and the stimulus space for male participants can be seen in Figure 2. The results of several multidimensional analyses suggested that for both females and males a one-dimensional solution was not appropriate (*SAS default badness-of-fit* = .37/ .38 for females/males). Although the three-dimensional solution offered a better fit (*SAS default badness-of-fit* = .18/.19 for females/males) than the two-

dimensional solution (*SAS default badness-of-fit* = .25/.25 for females/males), the third dimension for both female and male participants was not obviously interpretable. Thus, the two-dimensional solution was the solution used in subsequent analyses. The axes of Figures 1 and 2 were rotated 180 degrees so that positive attribute ratings would correspond to positive ratings on the coordinate axes. This increased the ease of subsequent interpretations of the stimulus space.

Weighted multidimensional scaling also produces a subject space representing the participants as vectors reflecting how they weighted the two dimensions in the cognitive map. The subject space for female and male participants may be seen in Figures 3 and 4 respectively. The subject space indicates how each participant weighted the dimensions by showing every participant as a coordinate on the two-dimensional space. The average participant vector for female participants was 40.01 degrees (sd = 4.65) and the average participant vector for male participants was 40.65 degrees (sd = 6.22), suggesting that both female and male participants relied slightly more on dimension one in making their similarity ratings (a 45 degree angle would reflect equal weighting). The results of a Satterthwaite two-independent samples t'-test revealed that the difference between the female and male participant vector angles was not significant, $t'(92.5) = -.58$, $p = .56$. Visual examination of the space suggested that male participants provided more variable similarity responses. To test the equality of participant vector variances for female and male participants, the participant vector angles were converted to variance measures using an r transformation (O'Brien, 1981). The results of a Satterthwaite two-independent samples t'-test revealed that the variances were not significantly different, $t'(69.4) = -1.85$, $p = .07$. Therefore, male participant and female participant behavior was not

significantly different in terms of mean weighting of the dimensions or the variability of those weights.

Normally, the weighted multidimensional scaling model constrains the interpretable directions in order to correspond directly to the coordinate axes (Kruskal & Wish, 1978). However, when there is large error or low participant variability, this constraint may be relaxed. Figures 3 and 4 suggest relatively low participant variability (i.e., generally high consensus and no participant strongly weighted one dimension to the exclusion of the other), so that the interpretations of the underlying dimensions might not perfectly correspond to the axes.

Goal One. Regression Analyses

Regression analyses were conducted using the attribute ratings to assist in the interpretation of the dimensions. Attribute ratings were made for each stimulus individual on a Likert scale ranging from 1 (*not at all*) to 7 (*very much*). Mean attribute ratings (and standard deviations) across stimulus individuals may be seen in Table 1 for both female and male participants. Mean ratings suggest that, in general, the stimulus individuals were rated at least average or above average with some variability. Correlations among the attribute ratings (across all stimuli) may be seen in Table 2 (female participants) and Table 3 (male participants). Tables 4 (female participants) and 5 (male participants) include separate mean attribute ratings for each of the 12 stimulus individuals, averaged across the participants. The attribute rating of the stimulus individual with the highest average rating is indicated in bold. These results suggest that the stimulus individuals were perceived as variable in their attributes: The same individual was not always selected to have the highest score across every attribute. Furthermore, the ranges of mean

attribute ratings for female participants (1.52 to 6.10) and male participants (1.51 to 6.29) suggest substantial variability in perceptions of the men and women within each attribute.

Each of the 20 regression analyses (Kruskal & Wish, 1978) consisted of the 2 dimension coordinates of each stimulus individual as predictor variables which were regressed onto the stimulus individual's ratings on one of the 20 attributes (resulting in 20 regression analyses for male participants and 20 regression analyses for female participants). The regression results for female participants may be seen in Table 6 and Figure 5 and the results for male participants may be seen in Table 7 and Figure 6. All attributes were significantly predicted by the dimension coefficients. To ease interpretation of the stimulus space attributes with R^2 less than .20 and dimension coefficients below .50 were not shown.

As seen in Table 6 and Figure 5, the following attribute ratings predict dimension one for female participants are (in order): kind/understanding, emotionally mature, trustworthy/honest, dependable, agreeable, romantic, creative, intelligent, educated, and good earning capacity. The following attribute ratings predict dimension two (in order): good earning capacity, creative, and educated. Dimension one, which corresponds approximately to the first (horizontal) coordinate axis, may be interpreted as representing the degree to which each stimulus individual is appealing, primarily in terms of personality. Stimulus individuals such as Jarrod, Jason, and Josh were perceived as having likable personalities and as having more positive attributes, whereas Chris, Reed, and Dean were perceived as being less likable and as having fewer of the desirable traits. The second dimension, which does not correspond to the second (vertical) coordinate axis (and is somewhat correlated with the first axis), may be interpreted as representing

resources. Joey, Jason, and Steven were perceived as more financially resourceful, whereas Brian and Matt were perceived as less financially resourceful and more creative.

As seen in Table 7 and Figure 6, for male participants, dimension one predicts the following attribute ratings (in order): physically attractive, romantic, emotionally mature, intelligent, educated, and kind/understanding. Dimension two predicts the following attribute ratings (in order): kind/understanding, agreeable, trustworthy/honest, and dependable. Regression results suggest that dimension one, which corresponds closely to the first coordinate axis, may be interpreted as the degree that each stimulus individual is perceived as generally appealing, with physically attractive the strongest predictor. Ashley, Michelle, Samantha, and Teetzia were perceived as more appealing females whereas Jackaay, Nicole, and Angelle were perceived as less appealing. Dimension two, which does not correspond to the vertical coordinate axis (and is somewhat correlated with the first axis), may be interpreted as representing likable personality. Lauren, Samantha, and Stacey were perceived as more likable, and Angelle, Sarah, and Nicole were perceived as less likable.

Goal Two: Regression Analyses

Goal two consisted of relating participant preferences or choices for dates and long-term relationship partners to the dimensions identified in goal one. Regressing dimension-one and dimension-two coordinates for the stimulus individuals onto the rank-order date and mate preferences accomplished this. Four regression analyses were conducted. The four criterion variables consisted of the following: female participant rank-order preferences for a short-term date, female participant rank-order preferences for a long-term mate, male participant rank-order preferences for a short-term date, and

male participant rank-order preferences for a long-term mate (the rank order scores were reverse scored so that a higher score would be indicative of a higher preference/like). In each analysis, the dimension-one and dimension-two stimulus coordinates predicted the rank-order preference. For each of the four regression analyses, a separate regression was conducted for each participant (52 females, 51 males) and results were averaged to produce the four analysis results shown in Table 8. The positions of the date-choice and mate-choice vectors on the stimulus space may be seen in Figures 7 and 8 for female and male participants respectively.

For female participants, both regression analyses were significant with an R^2 of .45 (Table 8). For choice of a short-term date and a long-term mate, dimension one, appealing, more strongly predicted preferences. In both cases, as ratings on dimension one became more positive, ratings of preference increased (although the most-preferred individual was ranked 1, the rank order scores were reverse scored) resulting in a positive relationship. Therefore, for short-term dates and long-term mates, female participants preferred more appealing stimulus men, primarily in terms of personality. For dimension two, as attribute ratings of resources became more positive, preference increased to the most-preferred individual, again resulting in a positive relationship. Therefore, female participants preferred the stimulus men who were more resourceful both as a short-term date and as a long-term mate. This dimension was only slightly less predictive than was dimension one. Inspection of the vectors in Figure 7 shows the mate vector oriented slightly more toward dimension two than the date vector. However, the two vectors show that mate/date ratings were highly correlated.

For male participants, both regression analyses were significant with an R^2 of .56 (Table 8). For choice of a short-term date and a long-term mate, dimension one, appealing, more strongly predicted preferences. In both cases, as ratings on dimension one became more positive, preference increased (although the most-preferred individual was ranked 1, the rank order scores were reverse scored), resulting in a positive relationship. Therefore, for a short-term date and a long-term mate, male participants preferred stimulus women who were perceived as more appealing—meaning primarily more physically attractive. It is worth noting that the date vector in Figure 8 is slightly closer to physically attractive than the mate vector, and the mate vector oriented slightly more toward dimension two than the date vector. Nevertheless, the vectors are highly correlated. On dimension two, as ratings on dimension two, likable personality, became more positive, preference increased, resulting in a negative relationship. For short-term dates and long-term mates, male participants preferred stimulus females with more likable personalities. However, this dimension was slightly less predictive than dimension one.

Goal Two: Menstrual Cycle Analyses

Previous research has suggested that female sexual preferences change across the menstrual cycle (Penton-Voak et al., 1999). To examine this relationship in the current study, female participants were asked, "What was the date that your last menstrual period began?" SAS was then used to calculate the number of days since their last period to determine the day of their cycle and this value was paired with a probability representing conception risk on that day (Wilcox, Dunson, Weinberg, Trussell, & Baird, 2001). This probability was then added as a control variable to the regression analyses in Goal two

predicting short-term mate preferences and long-term mate preferences from the two-dimensional space. The regression results suggested that menstrual cycle did not have a relationship with date (β = -.10, t = -.02, p = .98) or mate (β = .22, t = .05, p = .96) preferences.

Chapter 5: Discussion of Goals 1 and 2

To gain a better understanding of mate selection, it is important to first consider general perceptions of attractiveness. Therefore, the first goal was to define the dimensions underlying perceptions of potential dates/mates. Additionally, it is also important to consider differences between the types of partners that were being chosen. Therefore, the second goal involved relating perceptions to preferences/choices for these individuals as short-term dates and long-term mates. Understanding the results of these first two goals allows for a better understanding of the projects involved in goal three.

The results of the regression analyses predicting attribute ratings from the dimension coordinates (see Tables 6 and 7 and Figures 5 and 6) suggest that although female and male participants both relied more on dimension one in their perceptions of similarity, dimension one may have a slightly different interpretation for female participants as opposed to male participants. For female participants, dimension one represents the degree each stimulus individual is perceived as appealing, primarily in terms of personality; for male participants, dimension one again represents the degree each stimulus individual is perceived as appealing, but primarily in terms of physical attractiveness. For female participants, dimension two may be interpreted as representing the degree that each stimulus male is perceived as having resources and for male participants it may be interpreted as the degree that each stimulus female is perceived as having a likable personality.

Prediction one stated that attributes important to evolutionary theory—e.g. physical attractiveness of women and resources of men (Buss, 1989)—would be identified as a primary component underlying participants' perceptions of potential dates

and mates. Support was found for this prediction for both male and female participants. Dimension one was interpreted as representing the degree that female stimuli were appealing, and more specifically, were physically attractive to male participants. For female participants, dimension one was interpreted as representing the degree that each male stimulus was appealing, primarily in terms of personality. However, the attributes earning capacity and education were also related to the female participants' perceptions of appealingness in dimension one and also to their perceptions of financial resourcefulness in dimension two.

Given evidence that men and women distinguish between short-term and long-term mates (Stewart, Stinnett, & Rosenfeld, 2000), it was anticipated that both male and female participants would perceive the stimulus individuals so as to distinguish potential dates from potential mates. More specifically, prediction two stated that a secondary dimension would consist of attributes that distinguish between these two types of preferences. For female participants, dimension two was interpreted as representing the degree of financial resourcefulness; for male participants, dimension two was interpreted as representing the degree to which each female stimulus has a likable personality. Given evidence suggesting that females perceive resources and males perceive dependability as more important for a long-term mate, it is possible that the interpretations of dimension two are consistent with the behavior of distinguishing short-term from long-term mates. This distinction might underlie participants' perceptions of potential dates/mates. These results are consistent with prediction two, although this possibility will be explored further in goal two.

Goal Two

The focus of goal two was predicting participant preferences or choices for short-term and long-term relationship partners in relation to the dimensions identified in goal one (see Table 8 and Figures 7 and 8). Regression results revealed that perceptions of appealingness strongly predicted both date and mate choices. Female participants preferred stimulus men who were more appealing, primarily in terms of personality; male participants preferred stimulus women who were more appealing, primarily in terms of physical attractiveness. Although not as strong of a relationship, women also preferred their dates and especially their mates to be financially resourceful, whereas men also preferred their dates and especially their mates to have more likable personalities.

The vectors in Figures 7 and 8 show that the mate vectors are oriented slightly more toward dimension two than are the date vectors and the date vectors are oriented slightly more toward dimension one than are the mate vectors. Although the date choice vector is slightly closer to dimension one than is the mate choice vector, the regression results suggest that both male and female participants relied primarily on appealingness perceptions in making both types of choices. The regression results also suggest that male and female participants relied more on secondary perceptions for making mate choices. Additionally, the two vectors show that mate/date ratings were highly correlated suggesting a strong relationship between these two types of preferences/choices. Although this was not statistically analyzed, it is also of interest to note that male-participant choice vectors are slightly closer to dimension one than are female-participant choice vectors. This is consistent with the idea that males have lower minimum criteria

for dates than females do, and thus females may be more selective of dates (Kenrick, 1994).

Prediction three suggested that for both short-term and long-term mating, there would be a sex difference in preferences/choices with male preferences being dominated by physical attractiveness and female preferences being dominated by resources. Male preferences for both dates and mates were dominated by general appealingness, with physical attractiveness being the strongest component of this dimension. However, overall appealingness dominated female preferences and although the appealingness dimension included resources, personality attributes were stronger components. The secondary dimension was primarily composed of resources, and although it did not dominate female preferences, it was a unique secondary dimension, which suggests that female participants did perceive resources to be important. Overall, these results provide partial support for prediction three.

Prediction four stated that there would be a difference in preferences for short-term and long-term partners. Specifically, characteristics considered to be necessities and that would consensually be preferred by men and women should be important in both short-term and long-term relationship choices. However, characteristics considered to be luxuries and that would be individually preferred should be more important in long-term relationship choices and would be considered luxuries in a date (Li, Bailey, Kenrick, & Linsenmeier, 2002; Stewart, Stinnett, & Rosenfeld, 2000). Therefore, traits that would be desired more for a long-term mate, such as emotional maturity, dependable, conscientious, creative, and kind/understanding would be more important for selecting long-term mates for both men and women. It was expected that the secondary dimension

of perceptions would consist of attributes more strongly related to mate choices whereas the primary dimension would consist of attributes related to both date choices and mate choices. Additionally, it was anticipated that the primary dimension would also include attributes dominating perceptions, which would include attributes suggesting sex differences in preferences.

For male participants, dimension one, consisting of ratings of appealingness (including physically attractive, romantic, emotionally mature, intelligent, educated, and kind/understanding) was strongly related to choices for both a date and a mate. For female participants, attributes related to appealingness (including kind/understanding, emotionally mature, trustworthy/honest, dependable, agreeable, romantic, creative, intelligent, educated, and good earning capacity) were related to choices for both a date and a mate. Men and women may perceive these attributes to be necessities when looking for both a date and a mate.

For both female and male participants, a secondary dimension more strongly predicted choices for a mate than for a date. For male participants, this dimension included indicators of a likable personality such as kind/understanding, agreeable, trustworthy/honest, and dependable. For female participants, this dimension included attributes related to resources such as good earning capacity, creative, and educated. Although it was predicted that attributes preferred more in a mate than in a date may be thought of as luxuries that show individual differences, another interpretation is that the attributes in this secondary dimension are necessities but necessities more specific to a mate. The attributes in this secondary dimension might not show as much individual variation in preference as would be expected in a luxury and as compared to other

attributes. This interpretation is consistent with the findings of Li and colleagues; they classified physical attractiveness as a necessity for men, status and resources as necessities for women, and kindness and intelligence as necessities for both men and women (Li, Bailey, Kenrick, & Linsenmeier, 2002). An example of an attribute classified as a luxury is creativity. Individual differences in luxuries will be further addressed in the discussion of goal three.

Therefore, when men and women are first selecting a potential date and mate, there may be primary necessities, such as physical attractiveness or kindness, which are perceived as a necessity for both a date and a mate. For men specifically, overall appealingness may be perceived as a primary necessity in selecting both a date and a mate, whereas having a likable personality or being dependable may be perceived as a secondary necessity and more important for a mate. For female participants, it is important to consider why earning capacity and education could be classified as both primary and secondary necessities. It is possible that when a woman considers a man's personality and its correlates to be a primary necessity for both a date and a mate, education and earning capacity might be suggestive of a good personality, good genes, and commonalities. Additionally, some resources are necessary for beginning any type of relationship. However, the importance and level of resources may increase when a woman considers a man's potential as a mate and his ability to offer support. Therefore, women might consider personality and its correlates (including resources) as a primary necessity when choosing both a date and a mate, but resources might increase in importance, possibly reflecting status attainment, and be perceived as a secondary necessity and important in selecting a mate.

In terms of prediction four, it is important to note that the subject spaces (Figures 3 and 4) suggest that both female and male participants perceived attributes predicting dimension one, appealingness, to be more important in making their ratings. Dimension one included some attributes that males and females consensually preferred (kind/understanding, romantic, intelligent, educated, emotionally mature), however, there were several attributes indicating a sex difference. Female participants perceived the attributes trustworthy/honest, dependable, agreeable, creative, and good earning capacity as primary necessities whereas male participants perceived physical attractiveness as a primary necessity. Therefore, not every attribute perceived as a primary necessity was consensually preferred by males and females. This is consistent with the prediction that the primary dimension should include attributes indicating sex differences (in addition to those consensually preferred) given their importance in perceptions. This finding is also consistent with Li et al.'s notion of necessities; traits that are necessities may be preferred by all or a specific subgroup of individuals (Li, Bailey, Kenrick, & Linsenmeier, 2002). Men and women might perceive individuals of the opposite sex in terms of primary necessities, which may be consensually preferred within-sex or between-sex. However, when they are distinguishing potential dates from potential mates, secondary necessities may be consensually preferred within-sex.

Overall, prediction four was supported in that that there were characteristics that were perceived as a primary necessity in choosing both a date and mate, whereas other characteristics were perceived as more important in a mate. Although it was predicted that emotional maturity, dependable, conscientious, creative, and kind/understanding would be more predictive of mate choices and considered luxuries. However,

kind/understanding and emotional maturity were considered primary necessities for both female and male participants whereas creative and dependable were classified as secondary necessities for female and male participants, respectively. Therefore, this portion of the prediction was not completely supported.

The regression analyses from goal two were also repeated in order to control for menstrual cycle timing. A possible explanation for the lack of an effect may be related to relationship status. Given that most of the females were in a current relationship (n=33, 63%), a large number of these participants might have been on some form of hormonal birth control, which was not assessed due to time constraints and privacy issues. Therefore, these results may not be conclusive.

Chapter 6: Results of Goal 3

Goal Three, Project One: Correlations and Variances

Goal three involved evaluating the personal features of the participants in relation to the features underlying their date/mate choices. Project one examined how assortative mating relates to date-mate preferences/choices within participants and across attributes. This involved running a separate analysis for each individual participant that correlated their personal attribute ratings with the attribute ratings of each of their date/mate choices (1^{st} to 12^{th}). Overall, there were 12 correlations across date choice (comparing self attribute ratings with the attribute ratings of each date choice from 1^{st} choice to 12^{th} choice) and 12 correlations across mate choice (comparing self attribute ratings with the attribute ratings of each mate choice from 1^{st} choice to 12^{th} choice) for each female and male participant. After separate correlations were computed for every participant, these correlations were averaged for female and male participants separately to produce 24 correlations (12 female and 12 male) across date choice and 24 correlations (12 female and 12 male) across mate choice, resulting in a total of 48 correlations. These average correlations may be seen in Table 9. Analyses were also conduced to compare variances of personal attribute ratings and the variances of attribute ratings for each date/mate choice (across attributes). Table 10 shows the standard deviations (averaged from the within participants analyses) for the self and for each date and mate choice across attributes.

Before examining the results, it is important to note 39 (75%) of the 52 female participants and 39 (76%) of the 51 male participants matched their first-choice date stimulus and their first-choice mate stimulus. Only 13 (25%) of the female participants

and 12 (24%) of the male participants did not match their first-choice date stimulus and their first-choice mate stimulus. However, only 14 (27%) of the 52 female participants and 8 (16%) of the 51 male participants matched their complete rank-ordering of date stimuli with their complete rank-ordering of mate stimuli.

The average correlations in Table 9 suggest that participant self attribute ratings were more positively correlated with their most-preferred date/mate and more negatively correlated with their least-preferred date/mate, with a systematically negative trend across date/mate choice. For example, female participants rated themselves as more similar to their first-choice date (.28) than to their fourth-choice date (.15), their eighth-choice date (-.14), or to their last-choice date (-.20). This was consistent for both male and female participants along both date and mate choices. Although correlations with the most-preferred date and mate were positive, they were only moderate in size.

The average standard deviations in Table 10 indicate that participant attribute ratings of the self and the most-preferred dates/mates were less variable as compared to the attribute ratings of the least-preferred dates/mates, with a systematically increasing trend in variability across date/mate choice. For both female and male participants, the variability of self attribute ratings was more similar to the variability of their most-preferred date and their most-preferred mate, but less similar to the variability of their least-preferred date and their least-preferred mate. Overall, the standard deviations generally fell between 1.1 and 1.9 indicating a low range of variability.

Goal Three, Project Two: Correlations

Project two of goal three examined how assortative mating related to date and mate preferences/choices within attributes and across participants. A separate analysis

was conducted for each attribute correlating the particular self attribute rating with the ratings of the same attribute for each date choice (1^{st} to 12^{th}) and each mate choice (1^{st} to 12^{th}) across all participants. Overall, there were 12 correlations across date choice and 12 correlations across mate choice for each of the 20 attributes across all female participants and for each of the 20 attributes across all male participants, resulting in a total of 960 correlations. Correlations for female participants with date and mate choices may be seen in Tables 11 and 12 respectively. The correlations for male participants with date and mate choices may be seen in Tables 13 and 14 respectively.

On average, female and male participants were more positively correlated with their most-preferred dates and mates than with their least-preferred dates and mates. However, these positive correlations were generally low to moderate. Examination of the individual correlations indicates the number of and size of positive correlations decrease as rank order increases from first choice to twelfth choice for both dates and mates for female and male participants. The average correlations across rank-order choice (at the bottom of each table) revealed the same systematically negative trend as was found in project one: participants chose dates and mates that they perceived themselves to be more similar to (as seen in the positive correlations) and showed less preference for potential dates and mates that were perceived as different (as seen in the negative correlations). The primary exception was for the attribute exciting personality: female participants were more negatively correlated with higher preferred dates and mates and more positively correlated with less preferred dates and mates.

To understand competing theories of mate selection, it is important to examine the correlations within attributes. To simplify the analysis and subsequent understanding of

assortative mating by attribute, the focus will be on the most-preferred individuals. Additionally, a value of .20 will be used as a cut-off for marginally significant r-values that were non-significant due to sample size.

In examining the correlations displayed in Tables 11 and 12, female participants were similar to both their most-preferred date and their most-preferred mate for the attributes extraverted and neurotic. Additionally, they were marginally negatively correlated with their most-preferred mate and date for the attributes creative and exciting personality, although the trend was stronger with the most-preferred date. Female participants were moderately positively correlated with their most-preferred date and mate for the attributes ambitious, conscientious, good earning capacity, sense of humor, intelligent, sociable, and trustworthy/honest. However, female participants were more moderately similar to their most-preferred date for the attribute romantic and they were more moderately similar to their most-preferred mate for the attributes agreeable, educated, kind/understanding, and open to experiences. Female participants were not correlated with their most-preferred date and mate choices for the attributes dependable, easygoing, emotionally mature, and physically attractive.

In examining the significant correlations displayed in Tables 13 and 14, male participants were highly similar to both their most-preferred date and mate choices for the attributes educated and neurotic. Participants were also moderately positively correlated with their most-preferred date and mate for the attributes agreeable, conscientious, extraverted, good earning capacity, and sense of humor. Male participants were more moderately similar to their most-preferred date on the attributes dependable, exciting personality, kind/understanding, and sociable, whereas they were more moderately

similar to their preferred-mate for the attributes intelligence, and physically attractive. Male participants were not highly correlated with their date/mate choices for the attributes ambitious, creative, easygoing, emotionally mature, open to experiences, romantic, or trustworthy/honest.

To further understand how assortative mating is related to date/mate preferences/choices, standard deviations were computed within attributes and across participants for the following: self attribute ratings, the attribute ratings of each date choice (1^{st} to 12^{th}), and the attribute ratings of each mate choice (1^{st} to 12^{th}). Standard deviations were calculated separately for female and male participants. Standard deviations for female participants and their date and their mate choices may be seen in Tables 15 and 16 respectively. Standard deviations for male participants and their date and their mate choices may be seen in Tables 17 and 18 respectively. Consistent with project one of goal three, the results indicate that participant attribute ratings of the self and the most-preferred dates and mates were less variable as compared to the attribute ratings of the least-preferred dates and mates, with a systematically increasing trend in variability across date/mate choice for both female and male participants. This trend is most easily identified in the average standard deviations at the bottom of each table. There were also several within-attribute differences (which will receive focus in the discussion section) that may be seen in Tables 15 through 18.

Additional Analyses: Short-Term Mate and Long-Term Mate Comparisons

Attribute ratings for the most-preferred date and most-preferred mate were also compared to one another for those participants providing complete rank-order preference data. Correlation results may be seen in Table 19 for both female and male participants.

The most-preferred date and most-preferred mate are highly positively correlated. All correlations were significant for both female and male participants. These results were expected given that a majority of female and male participants matched their first-choice date and mate. The sample size of female participants (n=13) and male participants (n=12) that chose a different most-preferred date and most-preferred mate was not large enough to examine these correlations separately. The largest correlations for female participants were for the following attributes: exciting personality, emotionally mature, neurotic, and physically attractive. The highest correlations for male participants were for the following attributes: neurotic, exciting personality, sociable, and ambitious. The lowest correlations for female participants were for the attributes open to experiences and creative. For male participants, the lowest correlations were for the attributes creative and agreeable.

Additional Analyses: Personal Attribute Rating Comparisons

Additional correlation analyses were conducted examining the relationships between self attribute ratings, current-partner attribute ratings, and ideal-partner attribute ratings. Results of these correlation analyses may be seen in Table 20 for both female and male participants. The largest positive correlations were between self attribute ratings and ideal-partner attribute ratings. These correlations were generally positive and moderate to high. Furthermore, there were consistent moderate positive correlations between self attribute ratings and current-partner attribute ratings. Current-partner and ideal-partner ratings were generally less correlated, although still somewhat positive.

Chapter 7: Discussion of Goal 3

The overarching purposes of goal three were to evaluate assortative mating and assess the relationships between competing theories of attraction. The personal attributes of the participants were evaluated in relation to the attributes underlying their date/mate choices. Project one examined how assortative mating related to date and mate preferences/choices within participants and across attributes. Project two examined these relationships within attributes and across participants.

Goal Three: Project One

The results of project one provided support for non-random assortative mating within participants and across attributes. The average correlations (see Table 9) revealed that both female and male participants were most similar to their most-preferred date (rank 1) and they were least similar to their least-preferred date (rank 12), with a systematically negative trend. The same similarity trend was found for female and male participants for their mate choices, with participants being most similar to their most-preferred mate (rank 1) and least similar to their least-preferred mate (rank 12). As preference increased, similarity increased suggesting that participants were positively assorting.

In terms of standard deviations, participant attribute ratings of the self and the most-preferred dates/mates were less variable as compared to the attribute ratings of the least-preferred dates/mates, with a systematically increasing trend in variability across date/mate choice. It is appropriate that the variability of self attribute ratings was similar to the variability of the most-preferred date/mate attribute ratings given that participants perceived themselves to be more similar to their most-preferred dates/mates rather than

their least-preferred dates/mates. Participants gave dissimilar date/mate choices more variable attribute ratings (ranging from 1 to 7) across attributes than the more similar individuals, perhaps because they perceived them as different from themselves.

The overall relationship between similarity and preference suggests that participants were positively assorting. Note this is the opposite of what would be predicted by complementarity theory, which suggests that opposites attract (Prediction 5c). Although the correlations with the most-preferred date and most-preferred mate were generally in the positive direction, as predicted by similarity theory (Prediction 5a), they tended to be small to moderate in size, which does not fit with similarity theory's prediction of high positive correlations. Additionally, the positive non-zero correlations (systematically ordered with the rank order), despite the low variance, suggest that participants were neither optimizing nor choosing the same highest-value date or mate (Prediction 5d).

The only remaining primary theory is contrast theory (Prediction 5b). As a less extreme version of similarity theory, contrast theory suggests that people tend to choose a partner that is similar to them although not identical. The within-participant correlations were moderately positive. Additionally, the variances of self, most-preferred date, and most-preferred mate attribute ratings were similar. Both of these results were predicted by contrast theory. Therefore, the results from project one suggest that assortative mating patterns are consistent with contrast theory.

Goal Three: Project Two

The results of project two also offer support for nonrandom positive assortative mating. As indicated by the average correlations and the systematic negative trend at the

bottom of Tables 11, 12, 13, and 14, participants were selecting more similar stimulus individuals as their most-preferred dates and most-preferred mates and were selecting less similar individuals as their least-preferred dates and mates. Consistent with project one of goal three, the results from project two also indicated that female and male participant self attribute ratings and the attribute ratings of the most-preferred dates/mates were less variable as compared to the attribute ratings of the least-preferred dates/mates, with a systematically increasing trend in variability across date/mate choice (see Tables 15, 16, 17, and 18). Participants were the most attracted to similar stimulus individuals and perceived dissimilar stimulus individuals as more variable in their attribute ratings.

To understand competing theories of mate selection, only the marginally significant and significant correlations were examined. Additionally, to simplify the interpretation of assortative mating by attribute, the correlations between self and most-preferred date were examined. Likewise, the correlations between self and most-preferred mate were also examined.

A majority of the within-attribute correlations were moderately positive, which suggests support for contrast theory. However, female participants were positively correlated with both their most-preferred date and mate on the attributes extraverted and neuroticism. Male participants were also positively correlated with both their most-preferred date and mate on the attributes educated and neuroticism. These correlations are slightly more positive than a majority of the other correlations, which suggests support for similarity theory for these specific attributes (Prediction 6a). Additionally, female participants were moderately negatively correlated with their most-preferred date and slightly negatively correlated with their most-preferred mate in terms of the attributes

creative and exciting personality. This suggests support for complementarity for these specific attributes (Prediction 6c).

It is of interest that of the attributes supporting either similarity or complementarity theories, only creativity for female participants and only education for male participants were predicted by either the primary or secondary dimensions. Therefore, a majority of the attributes supporting similarity and complementarity theories were not a primary component of the dimensional interpretations (see Tables 11, 12, 13, and 14). This indicates people might exhibit more variability in assorting based on attributes which consist of more individual preferences and that are considered luxuries: exciting personality, extraverted, and neurotic. Therefore, even though people might show common interests in attributes classified as necessities, attributes classified as luxuries might reflect more individual preference.

The literature does support low positive correlations on personality variables such as extraversion and neuroticism (Buss, 1985). People might find partners with similar levels of extraversion and neuroticism more appealing because these similarities might increase partner compatibility. Furthermore, the literature also supports a positive correlation in educational level as would found for male participants (Buss, 1985). This may be the result of proximity, such that male college students might expect to be in relationships (both short- and long-term) with females that are also college students. Female participants exhibited more similarities in education with their mate selections than with their date selections. This suggests a stronger preference for this attribute in a long-term partner, which is consistent with a preference for resources in a long-term mate.

Female participants were more attracted to men who were dissimilar in creativity and exciting personality: female participants high in creativity and an exciting personality preferred men who had less creativity and less of an exciting personality. The literature does not suggest a general complementarity trend in these attributes (Buss, 1985); therefore, given that these correlations are relatively low and negative, this trend may be specific to this sample and these stimulus individuals. However, it is also possible that female participants preferred men who would compliment them in terms of creativity and an exciting personality such that the female participants would be balanced in areas in which they considered themselves either extreme or weak.

There were a number of attributes in which participants were moderately correlated to both their most-preferred date and mate. Both female and male participants were moderately positively correlated with both their most-preferred date and mate on the attributes of conscientious, good earning capacity, and sense of humor. Female participants were moderately positively correlated with both their most-preferred date and mate on the attributes of ambitious, intelligent, sociable, and trustworthy/honest, whereas male participants were moderately positively correlated with both their most-preferred date and mate on the attributes of agreeable and extraverted.

These low to moderate positive correlations might indicate either individual variation in preference or modest common preferences in these specific attributes. Therefore, it is reasonable to expect that some of these attributes would be important to the dimensional interpretations and classified as necessities. Three of the seven attributes for female participants and one of the five attributes for male participants were components of the dimensional interpretations and were considered either primary or

secondary necessities. Therefore, while there are attributes that could be identified as luxuries that show more individual variation and some positive assortment, there are other attributes on which participants moderately assorted that are necessities. Overall, these correlations are consistent with contrast theory (Prediction 6b) given their low to moderate positive values.

The literature suggests that attributes related to personality, socioeconomic status, or cognitive abilities should show low to moderate positive correlations (Buss, 1985). Attributes labeled as luxuries that are consistent with contrast theory, such as sense of humor and social life, show less variation in individual preference than attributes labeled as luxuries that are consistent with similarity theory. Attributes labeled as necessities that are consistent with contrast theory, such as agreeableness and earning capacity, show less common preference and more variation in individual preference than attributes labeled as necessities that are consistent with optimization theory. People may generally prefer someone slightly similar to themselves (but not identical) in personality, socioeconomic status, and cognitive abilities in order to allow for some slight contrast and possible enhancement on these attributes.

Optimization theory (Prediction 6d) predicted uniformly consistent ratings of the most-preferred date and mate across participants, regardless of self attribute ratings, leading to a low or zero correlation and low variability as indicated by standard deviations. Given the number of attributes with positive correlations, it is not likely that individuals generally optimize. However, there were several attributes in which participants did not correlate with either their most-preferred date or mate.

Female participants did not correlate with either their most-preferred date or mate on the attributes dependable, easygoing, emotionally mature, and physically attractive. For the attribute physical attractiveness, given that the correlations are lower but the mate choice variability is slightly higher, the trend is less clear. However, it is still possible that female participants were selecting the most optimally physically attractive men for both dates and mates. Examination of the standard deviations (Tables 15 and 16) of the remaining attributes reveals low variability in these ratings, such that females were optimizing on the attributes dependable, easygoing, and emotionally mature, two of which were primary necessities.

Male participants did not correlate with their most-preferred date or mate on the attributes ambitious, creative, easygoing, emotionally mature, open to experiences, romantic, and trustworthy/honest. For the attribute trustworthy/honest, given that the correlations are lower but the date choice variability is slightly higher, the trend is less clear. However, it is still possible that male participants were selecting the most trustworthy and honest women for both dates and mates. Examination of the standard deviations (Tables 17 and 18) of the remaining attributes reveals low variability such that male participants were optimizing on the attributes ambitious, creative, easygoing, emotionally mature, open to experiences, and romantic, two of which were primary necessities.

Although participants were not optimizing on a majority of attributes it is of interest to note that several of the above-mentioned attributes were classified as either a primary or secondary necessity. Given the expectation that necessities would show low variability and common preference, participants might have been optimizing on several

of these highly preferred attributes. A majority of female participants might have been interested in acquiring high levels of dependability, emotional maturity, and an easygoing nature. Furthermore, given the fact that the female participants were young college students, they may have had similar preferences in a high level of physical attractiveness. Generally, male participants might desire someone romantic as a date/mate, which suggests intimacy. Some men might also desire someone ambitious and easygoing. Although these two attributes did not rank highly in terms of common desire (primary or secondary necessity), and may not have been perceived as necessary as other attributes (i.e. physical attractiveness), they might still be attributes that are commonly preferred by men.

While the above-mentioned correlations are generally consistent between the most-preferred date and the most-preferred mate, there were several attributes in which there was a difference in the correlations between the most-preferred date and the most-preferred mate. Female participants were more positively related to their preferred mate on the attributes agreeable, educated, kind/understanding, and open to experiences. Male participants were more positively related to their preferred mate on the attributes intelligent and physically attractive. It is of interest that five of these six attributes were primary necessities. On the other hand, female participants were more positively correlated to their most-preferred date on the attribute romantic whereas male participants were more positively correlated to their most-preferred date on the attributes dependable, exciting personality, kind/understanding, and sociable. Additionally, it is of interest that one of these five attributes was a primary necessity and two of these five attributes were secondary necessities. These attributes represented a mixture of primary and secondary

necessities with luxuries, with no clear trend. The higher correlation was typically moderate, suggesting further support for contrast theory. This suggests that these attributes would be a mixture of luxuries and necessities due to variation in individual preference or modest common preferences.

Interestingly, female participants showed a greater number of low to moderate positive correlations with primary necessities (attributes associated with dimension one) than did male participants. This may have been partly because the date and mate vectors of male participants were slightly closer to dimension one than were the date and mate vectors of female participants (see Figures 7 and 8). Therefore, male participants may have had a slightly stronger preference for the attributes associated with dimension one in selecting dates and mates than did female participants, allowing for more variability in these preferences for female participants. This might suggest that women rely on a greater number of classifications or dimensions in forming initial impressions of men, whereas men may be more one-dimensional when forming initial impressions of women. Again, this is consistent with the idea that males have lower minimum criteria for dates than females do, and thus females may be more selective of dates and rely on the secondary dimension more when making date and mate choices (Kenrick, 1994).

It was originally predicted that assortative mating was expected to be stronger for mate choices than for date choices (Stewart, Stinnett, & Rosenfeld, 2000). The results showed that only 4 of the 20 attributes significantly showed this trend for female participants and only 2 of the 20 attributes significantly showed this trend for male participants. Most of the correlations were consistent across most-preferred date and most-preferred mate. Although there were a few differences identified as important in

distinguishing dates and mates, there was also a substantial degree of overlap in preferences for these two types of relationships as indicated by the high degree of proximity between the date and mate vectors in the stimulus spaces (see Figures 7 and 8). One possibility (as subsequently mentioned under limitations) is that although participants had enough time to form an initial impression of the stimulus individuals, they did not have enough time to develop preferences that would inherently distinguish dates from mates. It is also possible that while there are a few differences between date and mate choices, there is a substantial degree of overlap that must also be accounted for. The discussion of additional analyses will further address this issue.

Across projects one and two of goal three, it is clear that participants were assortatively mating. Overall consensus across the analyses from projects one and two suggest support for contrast theory, such that participants chose a partner that was similar to themselves but not identical. However, the correlations within attributes and across participants suggest that, although participants may have been assorting based on contrast theory on a majority of attributes, on a few attributes, participants were assorting based on similarity or complementarity or were even optimizing. These findings may shed light on the various literature results suggesting different methods of assortment or selection. Although there is a general trend of contrasting across attributes, there is evidence for other methods such as similarity, complementarity, and optimization within attributes.

Additional Analyses

One additional analysis correlated the attribute ratings of the most-preferred date and the most-preferred mate (see Table 19). The results revealed a large positive correlation for every attribute. When coupled with the correlations between the date and

mate vectors (Figures 7 and 8), these results suggest that, whereas there may be some theoretical differences between a short-term and long-term mate, there also are substantial similarities. The largest correlations were on attributes that were not identified as secondary necessities (attributes distinguishing date and mate choices). Furthermore, one of the lowest correlations for female participants was for the attribute creative. Likewise, one of the lowest correlations for male participants was for the attribute agreeable. Both of these attributes were classified as secondary necessities. It makes sense that the lowest correlations would be on attributes classified as secondary necessities, given that secondary necessities distinguish long-term mates from short-term mates. However, a specific pattern in terms of primary necessities or luxuries may be difficult to discern given that the majority of participants chose the same most-preferred date and most-preferred mate.

A final additional analysis involved correlating self attribute ratings, current-partner attribute ratings, and ideal-partner attribute ratings (see Table 20). The moderate positive correlations between self, current-partner, and ideal-partner ratings provide further evidence for nonrandom assortative mating. It is of interest to note that the largest correlations were between self attribute ratings and ideal-partner attribute ratings, whereas the lowest correlations were between current-partner attribute ratings and ideal-partner attribute ratings. These results suggest that although people may prefer an ideal partner that is more similar to them, reality may necessitate finding a date/mate that contrasts them more than their ideal preference. Furthermore, college age men and women, and freshmen in particular, may have more unrealistic conceptions of their ideal partner.

This is consistent with the notion that there might be a difference between social preferences and social choices (Wong, McCreary, Bowden, & Jenner, 1991). Wong and colleagues found that participants did not necessarily anticipate matching between similar others, suggesting differences between preferences and choices. However, participants themselves were not a part of the relationship dyad and were considering the potential relationships as strictly between two other people (who were strangers, incidentally), which may have resulted in optimizing. People may consider their self-concept more when considering a real partner and may only consider preferences when thinking about their ideal partner. Generally, when the self is involved, as it was in the current study, similarity or contrast theories may be applied. Finally, it is also a possibility that the trend in personal attribute rating correlations is the result of sample-size given that only 33 of the 52 female participants and 29 of the 51 male participants reported that they had a current partner.

Chapter 8: Conclusions

Limitations and Threats to Validity

The primary goal in the current study was internal validity and to infer legitimate causal relations. However, there are several limitations and possible threats to the internal validity of this study.

First, the direction of causal influence is a concern. Given the correlational nature of the data, it is possible that participants perceived the most-preferred individuals as similar after developing a preference rather than being initially attracted to more-similar individuals. This seems less likely given the order of the methodology. Participants first completed the similarity and attribute ratings before completing the date/mate choices. However, direct causal statements are inappropriate given the correlational nature of the study. It is more appropriate to discuss the relationship between the variables in reference to the strength of the methodology.

Another concern is the validity of the dimensional interpretations. Although participants' attribute ratings of the stimulus individuals were regressed onto the multidimensional space to validate the interpretation of the dimensions, it can only be said that participants behaved as if they used these attributes in rating their similarity. As a validity check, participants were asked after completing the study to list any characteristics they were thinking about while making their ratings.

The validity-check results supported the multidimensional interpretations for female participants: they primarily reported that they thought about personality and secondarily thought about resources. For example, one participant stated that "personality characteristics were important primarily" and another participant reported "their

personalities were what made them so attractive." There were also suggestions that resources were primarily and secondarily important. One participant reported interest in "if they had a job, personality, looks, if they brought a gift, if they had a home, if they were looking for a relationship." Participants often reported interest in jobs, education, and careers. Although looks were sometimes considered, they were not the primary salient attribute. One participant reported she looked at, "personality, looks (somewhat), intelligence, macho-ness, and enthusiasm." Another participant reported that "personality was the most important characteristic; while I got a first impression from their physical looks, when they opened their mouths, that's what really mattered." In summary, the female participants primarily thought about personality and its different correlates.

The validity-check results also supported the dimensional interpretations for male participants: they first considered appealingness primarily in terms of physical attractiveness and secondarily thought about how likeable the stimulus personalities were. One participant reported interest in "attractiveness, how nice they seemed, and personality." Another reported interest in a "pretty face, nice body, nice personality, and (if they) worked," and another participant described thinking about "(if the females were) hot or not, agreeable or not, personality, and age." One participant said "with all of the girls I noticed the physical attributes first, then I would listen to them speak about themselves." Male participants also focused on the various correlates of physical attractiveness. For example, participants described interests in the female's "tan, attractiveness, social skills, intelligence, smile, face, and body," the female's "body features, facial features, eyes, and lips," and the female's "height, personality, energy, attractiveness, hair color, body, tan, and smile." Overall, the above results not only

provided greater confidence in the interpretations of the dimensions for the female and male participant stimulus spaces but also a better understanding of what participants were thinking about while completing the similarity ratings.

A second concern related to causality is the order of the completion of the stimulus attribute ratings and personal attribute ratings. Given that participants completed attribute ratings on the stimuli prior to completing the ratings on the self, it is possible that stimuli ratings influenced self-ratings. Piloting and careful explanation of procedures suggested that this was not a substantial concern. Furthermore, participants completed their date and mate choices between completing the stimulus attribute ratings and the personal attribute ratings.

A third concern related to internal validity is the degree to which the actual stimuli limit causal validity. Three clips from the show *elimiDATE* (Warner Brothers, 2001) were used as the stimuli. Given that the show involves one person meeting four people and choosing one of them as a subsequent date, the show itself is inherently directed at short-term or casual dating. However, this goal of the show was less obvious to the study participants because they only saw the introductions. In other words, the participants themselves could choose to focus on either short-term or long-term relationships as directed in the study. However, it is still possible that participants had enough time to form an initial impression but did not have enough time to get to know the stimulus individuals well enough to fully distinguish date/mate features (as indicated by the closeness of the date and mate vectors in Figures 7 and 8). Given the current study's focus on initial impressions, a new study could be developed that would allow

participants time to form a more substantial impression of stimulus individuals and determine whether date/mate features could be further distinguished.

A fourth concern related to internal validity is the variability of the people that are on the show. There is a selection bias to the extent that only certain types of people that are selected and/or choose to be on television, and these types of people may not be representative of all types of potential dates/mates. People interested in and selected to be on television may generally be more attractive and outgoing. Furthermore, given the focus on competitive interactions, the show may tend to attract more aggressive individuals.

There are several ways internal validity was increased. First of all, to address the selection bias regarding the individuals on the show, it was essential to choose stimulus individuals that were highly variable (in personality, vocation, physical attractiveness, location in the United States, etc.). Mean attribute ratings (see Tables 4 and 5) suggest that the participants perceived variability in the stimulus individuals such that participants rated some individuals higher than others within each attribute. To address the issues of within-clip comparisons and the short-term dating nature of the show, only one-minute clips, as opposed to longer clips, were shown. These shorter clips showed each individual's self-description and the initial meeting without showing the competitors interacting. By avoiding the actual dating interactions, participants could focus on each individual independently from the other three competitors in each clip. Furthermore, this decreased the emphasis on the short-term dating nature of the show and allowed participants to consider long-term relationship partners.

External validity, or the broad generalizability of the study's results, was not a primary goal of this study. First of all, given that participants were college students, it would be difficult to generalize to other adult populations. In addition, using such specific stimulus individuals in clips from the show *elimiDATE* (Warner Brothers, 2001) might preclude generalizing broadly to general dating and mating partners. Future studies may be conducted to examine these effects in other settings and with other stimuli

In Conclusion

The purpose of the current study was to answer several primary questions. The first question was what attributes do people use to evaluate individuals of the opposite-sex? Male and female participants relied on perceptions of the degree to which the person of the opposite-sex was appealing, which was primarily driven by physical attractiveness for male participants and by personality for female participants. In distinguishing long-term mates from short-term mates, male participants relied on perceptions of personality-related attributes whereas female participants relied on perceptions of resource-related attributes. Different attributes characterized each sex's perceptions of attractiveness.

The second question was how do perceptions influence preferences/choices of relationships? In general, female and male participant perceptions of the degree to which the opposite-sex individual was appealing (attributes representing primary necessities) were strongly related to their choices for both a date and a mate. Male participants' perceptions of personality and female participants' perceptions of resources or status attainment (attributes representing secondary necessities) were more strongly related to their choice of a mate than a date.

The final question was how are these preferences related to self-perception? Projects one and two found support for nonrandom assortative mating such that female and male participants were the most attracted to similar others and the least attracted to dissimilar others. Positive assortative mating occurred primarily through contrasting, such that participants preferred a date/mate that was similar yet not identical. However, the correlations within attributes and across participants suggest that, although there is a general trend of contrasting across attributes, on a few attributes there is evidence for other methods such as similarity, complementarity, and optimization.

To gain a better understanding of the preferences underlying assortative mating specifically and mate selection in general, the perspectives of evolutionary and social psychology were examined simultaneously. To accomplish this goal, theories of interpersonal attraction were related to the "three levels of preferences in sexual selection: those that are shared by most individuals, those that vary according to sex, and those that vary among individuals" (Buss, 1985, p. 49). The results of the current study showed that in choosing similar others as dates and mates, there were higher correlations on a variety of individual-differences attributes (luxuries) as opposed to other commonly-desired attributes (necessities). This suggests that individuals may prioritize primary necessities that are commonly desired in both dates and mates. These attributes may show a degree of optimization in selection, such that everyone shows a preference for them. Individuals may secondarily prioritize necessities that are commonly preferred in a mate more so than a date. Finally, given the enhancement of genetic reproduction by mating with similar others, individuals may seek out dates and mates at least moderately or highly similar on a variety of attributes. Given the individual variation in preference on

attributes with higher correlations, a majority of these attributes might be considered luxuries. Individuals may assort more on attributes that are considered luxuries. Furthermore, choosing a moderately similar mate increases the probability of passing on shared genes to offspring and avoiding genetic inbreeding. Overall, this study suggests that men and women prefer dates and mates that are moderately similar yet not identical.

References

Aube, J., & Koestner, R. (1995). Gender characteristics and relationship adjustment: Another look at the similarity-complementarity hypotheses. *Journal of Personality, 63(4),* 879-904.

Bateson, P. (1982). Preferences for cousins in Japanese quail. *Nature, 295,* 236.

Bereczkei, T., & Csanaky, A. (1996). Mate choice, marital success, and reproduction in a modern society. *Ethology and Sociobiology, 17,* 17-35.

Berscheid, E., Dion, K. L, Walster, E., & Walster, G. W. (1971). Physical attractiveness and dating choices: A test of the matching hypothesis. *Journal of Experimental Social Psychology, 7,* 173-189.

Buss, D. M. (1984). Marital assortment for personality dispositions: Assessment with three different data sources. *Behavior Genetics, 14,* 111-123.

Buss, D. M. (1985). Human mate selection. *American Scientist, 73,* 47-51.

Buss, D. M. (1989). Sex differences in human mate preferences: Evolutionary hypotheses tested in 37 cultures. *Behavioral and Brain Sciences, 12,* 1-49.

Buss, D. M., & Barnes, M. (1986). Preferences in human mate selection. *Journal of Personality and Social Psychology, 50(3),* 559-570.

Buss, D. M., Shackelford, T. K., Kirkpatrick, L. A., & Larsen, R. J. (2001). A half century of mate preferences: The cultural evolution of values. *Journal of Marriage and the Family, 63(2),* 491-503.

Buston, P. M., & Emlen, S. T. (2003). Cognitive processes underlying human mate choice: The relationship between self-perception and mate preference in Western society. *Proceedings of the National Academy of Sciences of the United States of America, 100(15),* 8805-8810.

Carroll, J. D. (1972). Individual differences and multidimensional scaling. In R. Shephard, A. Romney, & S. Nerlove (Eds.), *Multidimensional scaling: Theory and applications in the behavioral sciences Vol. I, Theory.* New York: Seminar Press.

Costa, P. T., & McCrae, R. R. (1988). Personality in adulthood: A six-year longitudinal study of self-reports and spouse ratings on the NEO Personality Inventory. *Journal of Personality and Social Psychology, 54,* 853-863.

D'Agostino, J. V., & Day, S. K. (1991). Gender-role orientation and preference for an intimate partner. *Psychological Record, 41(3),* 321-328.

Davison, M. L. & Jones, L. E. (Eds.). (1983). Multidimensional scaling and its applications [Special issue]. *Applied Psychological Measurement, 7(4).*

DeRaad, B., & Doddema-Winsemius, M. (1992). Factors in the assessment of human mates: Differential preferences in German and the Netherlands. *Personality and Individual Differences, 13(1),* 103-114.

Goode, E. (1996). Gender and courtship entitlement: Responses to personal ads. *Sex Roles, 34(3/4),* 141-169.

Greenlees, I. A., & McGrew, W. C. (1994). Sex and age differences in preferences and tactics of mate attraction: Analysis of published advertisements. *Ethology and Sociobiology, 15,* 59-72.

Hatfield, E., Traupmann, J., Sprecher, S., Utne, M., & Hay, J. (1985). Equity and intimate relations: Recent research. In W. Ickes (Ed.), *Compatible and incompatible relationships.* New York: Springer-Verlag.

Houts, R. M., Robins, E., & Huston, T. L. (1996). Compatibility and the development of premarital relationships. *Journal of Marriage and the Family, 58,* 7-20.
Keller, M. C., Thiessen, D., & Young, R. K. (1996). Mate assortment in dating and married couples. *Personality and Individual Differences, 21,* 217-221.
Kenrick, D. T. (1994). Evolutionary social psychology: From sexual selection to social cognition. In M. P. Zanna (Ed.), *Advances in experimental social psychology, Vol. 26, pp. 75-121.* San Diego, CA: Academic Press.
Klohen, E. C., & Mendelsohn, G. A. (1998). Partner selection for personality characteristics: A couple-centered approach. *Personality and Social Psychology Bulletin, 24(3),* 268-278.
Krueger, R. F., Moffitt, T. E., Caspi, A., Bleske, A., & Silva, P. A. (1998). Assortative mating for antisocial behavior: Developmental and methodological implications. *Behavior Genetics, 28(3),* 173-186.
Kruskal, J. B., & Wish, M. (1978). *Multidimensional scaling* Sage University Paper series on Quantitative Applications in the Social Sciences, series no. 07-011. Beverly Hills and London: Sage Publications.
Li, N. P., Bailey, J. M., Kenrick, D. T., & Linsenmeier, J. A. W. (2002). The necessities and luxuries of mate preferences: Testing the tradeoffs. *Journal of Personality and Social Psychology, 82(6),* 947-955.
O'Brien, R. G. (1981). A simple test for variance effects in experimental designs. *Psychological Bulletin, 89(3),* 570-574.
Penton-Voak, I. S., Perrett, D. I., Castles, D. L., Kobayashi, T., Burt, D. M., Murray, L. K., & Minamisawa, R. (1999). Menstrual cycle alters face preferences. *Nature, 399,* 741-742.
Rusbult, C. E. (1980). Commitment and satisfaction in romantic associations: A test of the investment model. *Journal of Experimental Social Psychology, 16,* 172-186.
Scheib, J. E. (2001). Context-specific mate choice criteria: Women's trade-offs in the contexts of long-term and extra-pair mateships. *Personal Relationships, 8,* 371-389.
Sprecher, S., & Duck, S. (1994). Sweet talk: The importance of perceived communication for romantic and friendship attraction during a get-acquainted date. *Personality and Social Psychology Bulletin, 20(4),* 391-400.
Sprecher, S., Sullivan, Q., & Hatfield, E. (1994). Mate selection preferences: Gender differences examined in a national sample. *Journal of Personality and Social Psychology, 66(6),* 1074-1080.
Stewart, S., Stinnett, H., & Rosenfeld, L. B. (2000). Sex differences in desired characteristics of short-term and long-term relationship partners. *Journal of Social and Personal Relationships, 17(6),* 843-853.
Thiessen, D., & Gregg, B. (1980). Human assortative mating and genetic equilibrium: An evolutionary perspective. *Ethology and Sociobiology, 1,* 111-140.
Thiessen, D., Young, R. K., & Burroughs, R. (1993). Lonely hearts advertisements reflect sexually dimorphic mating strategies. *Ethology and Sociobiology, 14,* 209-229.
Thiessen, D., Young, R. K., & Delgado. (1997). Social pressures for assortative mating. *Personality and Individual Differences, 22(2),* 157-164.
Torgerson, W. S. (1952). Multidimensional scaling: I. Theory and method. *Psychometrika, 17,* 401-419.
Torgerson, W. S. (1958). *Theory and methods of scaling.* New York: John Wiley.

Vandenberg, S. G. (1972). Assortative mating, or who marries whom? *Behavior Genetics, 2,* 127-157.

Warner Brothers (Producer). (2001). *elimiDATE* [Television series]. Oklahoma City: KOCB.

Wilcox, A. J., Dunson, D. B., Weinberg, C. R., Trussell, J., & Baird, D. D. (2001). Likelihood of conception with a single act of intercourse: Providing benchmark rates for assessment of post-coital contraceptives. *Contraception, 63,* 211-215.

Wilson, W. (1989). Brief resolution of the issue of similarity versus complementarity in mate selection using height preferences as a model. *Psychological Reports, 65,* 387-393.

Wong, F. Y., McCreary, D. R., Bowden, C. C., & Jenner, S. J. (1991). The matching hypothesis: Factors influencing dating preferences. *Psychology, A Journal of Human Behavior, 28 (3/4),* 27-31.

Young, F. W., & Hamer, R. M. (1987). *Multidimensional scaling: History, theory, and applications.* Hillsdale, New Jersey: Lawrence Erlbaum.

Table 1

Mean attribute ratings (and standard deviations) across all stimuli for female and male participants

	Female Participants	Male Participants
Agreeable	3.79 (1.75)	4.25 (1.61)
Ambitious	4.06 (1.83)	4.77 (1.37)
Conscientious	3.61 (1.81)	4.29 (1.58)
Creative	3.75 (1.75)	4.41 (1.39)
Dependable	3.56 (1.74)	4.14 (1.42)
Easygoing	4.58 (1.72)	4.54 (1.64)
Educated	3.72 (1.62)	4.38 (1.47)
Emotionally Mature	3.45 (1.78)	4.13 (1.59)
Exciting Personality	3.88 (1.81)	4.38 (1.60)
Extraverted	4.84 (1.58)	4.68 (1.46)
Good Earning Capacity	3.60 (1.74)	4.19 (1.35)
Sense of Humor	3.78 (1.65)	4.24 (1.39)
Intelligent	3.53 (1.60)	4.25 (1.39)
Kind/Understanding	3.53 (1.75)	4.13 (1.60)
Neurotic	3.34 (1.74)	3.39 (1.74)
Open to Experiences	4.86 (1.59)	4.85 (1.36)
Physically Attractive	3.35 (1.84)	4.50 (1.87)
Romantic	3.35 (1.73)	3.98 (1.54)
Sociable	4.82 (1.55)	4.80 (1.36)
Trustworthy/Honest	3.58 (1.76)	4.29 (1.48)

Table 2

Intercorrelations of attribute ratings across all stimuli for female participants

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	.33*	.49*	.54*	.59*	.49*	.37*	.57*	.46*	.04	.28*	.44*	.47*	.69*	-.25*	.18*	.37*	.53*	.32*	.65*
2	-	1	.47*	.25*	.55*	.09*	.62*	.48*	.31*	.09*	.68*	.31*	.61*	.36*	-.12*	.07	.43*	.41*	.22*	.40*
3	-	-	1	.44*	.56*	.20*	.42*	.46*	.28*	-.02	.40*	.30*	.45*	.50*	-.10*	.06	.34*	.46*	.17*	.50*
4	-	-	-	1	.41*	.39*	.30*	.39*	.50*	.12*	.13*	.50*	.38*	.54*	.03	.27*	.25*	.44*	.28*	.44*
5	-	-	-	-	1	.25*	.66*	.71*	.30*	-.12*	.58*	.34*	.66*	.68*	-.24*	-.02	.33*	.58*	.15*	.72*
6	-	-	-	-	-	1	.16*	.31*	.47*	.22*	.01	.43*	.19*	.44*	-.17*	.39*	.21*	.34*	.43*	.38*
7	-	-	-	-	-	-	1	.64*	.31*	-.01	.71*	.32*	.80*	.48*	-.19*	-.02	.39*	.50*	.16*	.54*
8	-	-	-	-	-	-	-	1	.37*	-.08*	.54*	.34*	.67*	.66*	-.29*	.03	.42*	.61*	.18*	.65*
9	-	-	-	-	-	-	-	-	1	.39*	.26*	.69*	.39*	.44*	-.14*	.41*	.45*	.40*	.51*	.37*
10	-	-	-	-	-	-	-	-	-	1	.02	.33*	.01	-.01	.15*	.46*	.12*	.04	.41*	-.03
11	-	-	-	-	-	-	-	-	-	-	1	.26*	.69*	.32*	-.14*	.01	.44*	.45*	.14*	.40*
12	-	-	-	-	-	-	-	-	-	-	-	1	.47*	.52*	-.04	.43*	.33*	.44*	.48*	.40*
13	-	-	-	-	-	-	-	-	-	-	-	-	1	.57*	-.18*	.07	.45*	.56*	.21*	.59*
14	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-.22*	.16*	.32*	.67*	.24*	.76*
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.16*	-.13*	-.18*	-.02	-.27*
16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.18*	.21*	.51*	.10*
17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.55*	.36*	.35*
18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.34*	.64*
19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	.21*
20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1

Note: 1=Agreeable, 2=Ambitious, 3=Conscientious, 4=Creative, 5=Dependable, 6=Easygoing, 7=Educated, 8=Emotionally Mature, 9=Exciting Personality, 10=Extraverted, 11=Good Earning Capacity, 12=Sense of Humor, 13=Intelligent, 14=Kind/Understanding, 15=Neurotic, 16=Open to Experiences, 17=Physically Attractive, 18=Romantic, 19=Sociable, 20=Trustworthy/Honest.

* $p < .05$

Table 3

Intercorrelations of attribute ratings across all stimuli for male participants.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	45*	32*	42*	59*	50*	48*	50*	45*	16*	38*	46*	47*	66*	-15*	25*	41*	43*	39*	60*
2	-	1	26*	39*	51*	28*	55*	44*	43*	20*	53*	37*	56*	44*	-11*	22*	33*	34*	38*	49*
3	-	-	1	27*	36*	11*	33*	31*	11*	-06*	28*	09*	29*	30*	-15*	-07	39*	31*	07	31*
4	-	-	-	1	46*	41*	33*	27*	45*	23*	29*	47*	36*	45*	-03	31*	21*	23*	32*	42*
5	-	-	-	-	1	45*	63*	60*	40*	12*	52*	39*	60*	67*	-21*	16*	35*	45*	32*	68*
6	-	-	-	-	-	1	35*	45*	46*	18*	26*	53*	35*	55*	-20*	37*	30*	28*	37*	47*
7	-	-	-	-	-	-	1	66*	29*	06	67*	24*	81*	53*	-24*	09*	44*	50*	27*	59*
8	-	-	-	-	-	-	-	1	38*	-01	58*	28*	66*	59*	-25*	23*	51*	54*	30*	59*
9	-	-	-	-	-	-	-	-	1	41*	29*	66*	35*	47*	-07	50*	31*	32*	51*	42*
10	-	-	-	-	-	-	-	-	-	1	15*	44*	07	10*	12*	38*	01	07	41*	10*
11	-	-	-	-	-	-	-	-	-	-	1	31*	67*	43*	-13*	15*	40*	46*	33*	52*
12	-	-	-	-	-	-	-	-	-	-	-	1	34*	47*	-02	44*	15*	22*	48*	43*
13	-	-	-	-	-	-	-	-	-	-	-	-	1	56*	-21*	14*	48*	51*	31*	60*
14	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-22*	26*	40*	47*	36*	73*
15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	06	-26*	-23*	-03	-21*
16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	14*	16*	44*	19*
17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	71*	29*	36*
18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	37*	45*
19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	39*
20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1

Note: 1=Agreeable, 2=Ambitious, 3=Conscientious, 4=Creative, 5=Dependable, 6=Easygoing, 7=Educated, 8=Emotionally Mature, 9=Exciting Personality, 10=Extraverted, 11=Good Earning Capacity, 12=Sense of Humor, 13=Intelligent, 14=Kind/Understanding, 15=Neurotic, 16=Open to Experiences, 17=Physically Attractive, 18=Romantic, 19=Sociable, 20=Trustworthy/Honest.

* $p < .05$.

Table 4

Female participant mean attribute ratings of 12 male stimulus individuals.

	BRETT	BRIAN	BRYCE	CHRIS	DEAN	JARROD	JASON	JOEY	JOSH	MATT	REED	STEVEN
Attributes: Agreeable	3.4	3.4	4.4	2.1	3.0	4.9	4.2	4.2	**5.5**	4.5	2.3	3.5
Ambitious	3.4	4.0	4.2	3.1	4.0	4.2	5.5	**5.6**	4.6	2.6	3.9	3.4
Conscientious	3.2	3.3	3.9	2.3	3.2	4.2	4.5	4.7	**5.0**	3.3	2.6	3.3
Creative	3.5	4.1	3.8	2.9	2.4	5.0	3.3	4.3	5.0	**5.6**	2.4	2.8
Dependable	2.6	2.8	3.7	2.4	3.1	4.3	**5.3**	4.8	4.9	3.0	1.9	3.9
Easygoing	4.7	4.4	5.0	3.7	3.9	5.5	4.1	4.6	5.3	**5.8**	3.8	4.4
Educated	3.2	3.2	3.7	3.1	3.2	4.1	**6.0**	5.2	4.1	3.0	2.9	3.1
Emotionally Mature	2.6	2.3	3.8	2.2	3.1	4.7	**5.1**	4.6	4.7	2.9	1.9	3.4
Exciting Personality	4.0	**4.9**	4.3	2.7	3.2	4.9	3.5	4.7	3.9	4.4	3.0	3.2
Extraverted	5.1	**6.0**	4.8	4.4	4.8	5.0	3.8	5.1	4.5	5.0	5.5	4.4
Good Earning Capacity	3.2	3.3	3.7	2.8	3.6	3.7	**6.1**	5.1	4.1	1.5	2.9	3.2
Humor	3.8	4.7	4.3	2.7	2.9	4.2	3.4	4.4	4.0	**4.7**	3.0	3.4
Intelligent	2.9	3.3	3.6	2.7	3.0	4.1	**5.6**	4.8	4.0	3.1	2.4	2.9
Kind/Under-standing	3.1	3.0	3.7	2.1	2.7	4.8	4.2	4.2	**5.2**	4.3	1.7	3.4
Neurotic	3.5	**4.6**	3.0	4.4	3.0	2.5	2.7	3.1	2.8	3.5	4.0	3.1
Open to Experiences	5.5	**5.9**	5.1	4.1	4.4	5.5	3.9	4.8	4.9	5.1	5.0	4.2
Physically Attractive	2.8	3.5	2.6	2.4	4.1	4.3	3.8	**4.9**	4.4	2.0	3.4	2.1
Romantic	2.8	2.9	3.1	2.2	3.2	4.4	4.1	4.7	**4.7**	2.9	2.4	2.9
Sociable	5.2	**5.7**	5.3	3.8	4.6	5.0	4.5	5.4	5.2	4.7	4.9	3.8
Trustworthy/ Honest	3.1	3.0	3.6	2.1	3.0	4.6	4.5	4.3	**5.2**	3.8	1.9	3.9

Note. The rating of the stimulus individual with the highest mean rating on a specific attribute is indicated in bold.

Table 5

Male participant mean attribute ratings of 12 female stimulus individuals

	ANGELIKA	ANGELLE	ASHLEY	JACKAAY	LAUREN	MARY	MICHELLE	NICOLE	SAMANTHA	SARAH	STACEY	TEETZIA
Attributes: Agreeable	3.9	2.2	5.0	4.0	**5.0**	5.0	4.9	3.6	4.9	3.5	4.6	4.6
Ambitious	4.3	3.8	5.0	4.5	4.8	5.0	**5.5**	5.1	5.4	3.8	5.2	4.8
Conscientious	4.2	3.8	5.0	2.9	3.9	4.5	4.8	4.4	**5.0**	4.1	4.4	4.5
Creative	4.2	3.2	4.4	5.0	4.4	5.1	4.6	4.3	**5.3**	3.7	4.4	4.5
Dependable	3.9	2.5	4.8	3.7	4.6	4.4	4.8	3.9	**5.1**	3.1	4.7	4.2
Easygoing	4.3	2.7	4.9	5.1	**5.8**	5.1	4.5	4.0	4.8	3.9	4.8	4.6
Educated	4.3	3.1	4.8	2.9	4.6	4.4	**5.9**	4.2	5.2	3.5	5.3	4.3
Emotionally Mature	4.1	2.6	**5.1**	2.4	4.9	4.2	4.9	4.0	4.6	3.1	5.0	4.7
Exciting Personality	4.2	2.9	4.7	**5.3**	5.1	4.9	4.2	3.9	4.6	3.9	4.3	4.7
Extraverted	4.7	4.8	4.7	**6.1**	4.8	5.0	4.1	4.7	4.2	4.4	4.3	4.6
Good Earning Capacity	4.0	3.3	4.6	3.0	4.3	4.1	4.9	4.3	4.8	3.6	**5.0**	4.3
Humor	3.9	3.0	4.4	**5.8**	4.9	5.0	4.1	3.9	4.4	3.7	4.3	3.9
Intelligent	3.8	2.8	4.7	2.9	4.6	4.6	**5.8**	3.9	5.1	3.5	5.1	4.3
Kind/Under-standing	3.9	1.7	4.8	4.0	4.6	4.6	4.7	3.7	**5.9**	3.1	4.5	4.2
Neurotic	3.6	4.0	2.9	**4.7**	2.9	3.3	2.8	3.6	2.9	3.9	2.9	3.2
Open to Experiences	4.6	3.9	5.1	**5.6**	5.3	5.4	4.5	4.6	4.6	4.8	4.9	5.0
Physically Attractive	4.8	2.9	**6.3**	1.5	5.0	4.3	5.6	3.7	5.5	4.2	3.9	6.3
Romantic	4.2	3.0	**5.4**	2.1	3.9	4.0	4.8	3.6	5.0	3.1	3.8	5.0
Sociable	4.8	3.8	5.3	**5.3**	5.0	5.2	4.9	4.5	4.9	4.4	4.7	4.8
Trustworthy/ Honest	4.1	2.8	4.7	4.0	4.8	4.3	5.0	3.9	**5.5**	3.3	4.8	4.3

Note: The rating of the stimulus individual with the highest mean rating on a specific attribute is indicated in bold.

Table 6

Multiple Regression results regressing dimension coordinates onto attribute ratings for female participants.

Attribute	R^2	*Dimension 1* β	*Dimension 2* β
Agreeable	**.29** +	**.92** *	-.13 +
Ambitious	.13 +	.44 +	.54 +
Conscientious	.17 +	.72 +	.21 +
Creative	**.29** +	**.73** +	**-.55** +
Dependable	**.33** +	**.92** +	.45 +
Easygoing	.11 +	.45 +	-.33 +
Educated	**.24** +	**.64** +	**.52** +
Emotionally Mature	**.33** +	**.95** +	.47 +
Exciting Personality	.07 +	.37 +	-.28 +
Extraverted	.04 +	-.19 +	-.26 +
Good Earning Capacity	**.27** +	**.54** +	**.76** +
Sense of Humor	.11 +	.37 +	-.37 +
Intelligent	**.24** +	**.71** +	.38 +
Kind/Understanding	**.32** +	**.99** +	-.05
Neurotic	.10 +	-.47 +	-.33 +
Open to Experiences	.06 +	.00	-.39 +
Physically Attractive	.09 +	.38 +	.42 +
Romantic	**.20** +	**.74** +	.29 +
Sociable	.02 +	.16 *	-.17 +
Trustworthy/Honest	**.28** +	**.93** +	.12

*$p < .05$, + $p < .01$

Table 7

Multiple Regression results regressing dimension coordinates onto attribute ratings for male participants.

Attribute	R^2	*Dimension 1* β	*Dimension 2* β
Agreeable	**.22** +	.48 +	**.57** +
Ambitious	.08 +	.21 +	.34 +
Conscientious	.08 +	.45 +	.00
Creative	.10 +	.10	.42 +
Dependable	**.21** +	.39 +	**.52** +
Easygoing	.14 +	.17 +	.60 +
Educated	**.21** +	**.52** +	.41 +
Emotionally Mature	**.20** +	**.60** +	.38 +
Exciting Personality	.07 +	.09	.42 +
Extraverted	.05 +	-.31 +	.05
Good Earning Capacity	.10 +	.34 +	.24 +
Sense of Humor	.14 +	-.12 *	.50 +
Intelligent	**.25** +	**.58** +	.44 +
Kind/Understanding	**.32** +	**.51** +	**.75** +
Neurotic	.07 +	-.41 +	-.19 +
Open to Experiences	.03 +	-.02	.23 +
Physically Attractive	**.43** +	**1.23** +	.00
Romantic	**.28** +	**.81** +	.09
Sociable	.04 +	.10	.25 +
Trustworthy/Honest	**.21** +	.37 +	**.56** +

$*p < .05$, + $p < .01$

Table 8

Regression results regressing dimension coordinates onto date/mate choices for female and male participants.

Preference	R^2	*Dimension 1* β	*Dimension 2* β
Female Participants:			
Short-Term Mate	.45 +	1.77 +	.63 +
Long-Term Mate	.45 +	1.84 +	.83 +
Male Participants:			
Short-Term Mate	.56 +	2.35 +	.28 *
Long-Term Mate	.56 +	2.27 +	.60 +

*$p < .01$, + $p < .0001$

Table 9

Average correlations between self attribute ratings and date choice attribute ratings and self attribute ratings and mate choice attribute ratings within participants and across attributes for female and male participants.

	Female Participants		Male Participants	
	Date[1]	Mate[2]	Date[3]	Mate[4]
	r	r	r	r
Choice:				
1st	.28	.34	.31	.31
2nd	.25	.20	.32	.28
3rd	.13	.16	.24	.23
4th	.15	.12	.22	.22
5th	.04	.02	.11	.20
6th	-.00	.04	.08	.12
7th	.02	-.08	.14	.08
8th	-.14	-.13	.04	.02
9th	-.11	-.11	.06	-.03
10th	-.12	-.14	.01	.05
11th	-.14	-.14	-.13	-.12
12th	-.20	-.25	-.13	-.13

[1] The sample size for choice of date is based on an N of 46, given that 6 of the 52 female participants did not follow directions correctly (except for the 7th choice which is based on an N of 45 due to missing data).
[2] The sample size for choice of mate is based on an N of 47, given that 5 of the 52 female participants did not follow directions correctly (except for the 9th and 10th choices which are based on an N of 46 due to missing data).
[3] The sample size for choice of date is based on an N of 45, given that 6 of the 51 male participants did not follow directions correctly (except for the 8th and 12th choices which are based on an N of 44 due to missing data).
[4] The sample size for choice of mate is based on an N of 46, given that 5 of the 51 male participants did not follow directions correctly (except for the 8th and 12th choices which are based on an N of 45 due to missing data).

Table 10

Average standard deviations of self, date choice, and mate choice attribute ratings within participants and across attributes for female and male participants.

	Female Participants		Male Participants	
	Date[1] sd	Mate[2] sd	Date[3] sd	Mate[4] sd
Self	1.31	1.32	1.27	1.27
Choice:				
1st	1.27	1.25	1.17	1.14
2nd	1.32	1.33	1.14	1.20
3rd	1.38	1.37	1.10	1.14
4th	1.31	1.37	1.17	1.15
5th	1.30	1.39	1.17	1.12
6th	1.39	1.40	1.16	1.18
7th	1.37	1.44	1.12	1.12
8th	1.50	1.45	1.18	1.18
9th	1.44	1.48	1.25	1.25
10th	1.47	1.50	1.21	1.24
11th	1.60	1.62	1.35	1.45
12th	1.60	1.62	1.86	1.81

[1] Standard deviations are averages of the standard deviations of complete data from 46 of the 52 female participants (except for 7th choice which is based on a sample size of 45 due to missing data).
[2] Standard deviations are averages of the standard deviations of complete data from 47 of the 52 female participants (except for 9th choice which is based on a sample size of 46 due to missing data).
[3] Standard deviations are averages of the standard deviations of complete data from 45 of the 51 male participants (except for 8th choice which is based on a sample size of 44 due to missing data).
[4] Standard deviations are averages of the standard deviations of complete data from 46 of the 51 male participants (except for 8th choice which is based on a sample size of 45 due to missing data).

Table 11

Correlations between self attribute ratings and date choice attribute ratings within attributes and across participants for female participants

Date Choice:	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:												
Agreeable	.01	.20	.24	.05	.28	-.01	.28	.18	.14	.05	-.11	-.16
Ambitious	.28	.27	.05	.20	.02	-.02	-.01	-.25	-.19	-.34*	-.17	-.04
Conscientious	.33*	.39*	.10	.20	-.13	.03	.23	-.19	.01	-.05	-.25	-.10
Creative	-.20	.11	.09	.28	.22	.15	.08	-.17	.02	.18	.37*	.33*
Dependable	.07	-.14	.15	.05	-.09	-.02	-.15	-.09	.01	-.05	-.02	-.03
Easygoing	.13	-.39*	-.09	-.02	-.02	-.32*	-.06	-.13	-.25	-.09	-.30*	-.17
Educated	.03	.02	-.13	-.06	-.22	-.11	-.08	-.19	.14	-.16	.01	-.03
Emotionally Mature	.03	.37*	-.11	-.08	-.05	.20	.09	.08	.28	.04	.01	.13
Exciting Personality	-.25	-.23	.15	-.07	-.03	-.11	.01	-.10	.04	-.16	-.14	.03
Extraverted	.60*	.22	.34*	.30*	-.17	-.02	.04	.03	-.05	-.02	.07	-.10
Earning Capacity	.23	.04	-.14	-.04	-.00	-.03	-.18	-.26	-.29	-.30*	-.08	-.25
Sense of Humor	.42*	.11	.22	.07	.04	.08	.15	-.16	-.37*	-.34*	-.15	-.30*
Intelligent	.32*	.08	.11	.11	.14	-.09	-.09	-.10	.01	.01	.14	.08
Kind/Understanding	.01	.22	-.09	-.05	.01	.01	.00	.09	.11	.17	-.06	.20
Neurotic	.60*	.57*	.18	.26	.55*	.44*	.15	-.00	.04	.31*	-.05	-.09
Open to Experiences	.02	.27	.38*	.07	-.02	.19	.16	.08	-.13	-.07	-.21	-.03
Physically Attractive	-.12	-.04	-.13	.13	.11	.23	-.19	.08	-.09	.07	-.01	.07
Romantic	.33*	.08	.02	.11	.02	.18	.29	.30*	.05	.21	.09	-.02
Sociable	.22	.06	.38*	.30*	-.00	.18	.21	-.32*	-.35*	-.06	-.24	-.38*
Trustworthy/Honest	.27	.25	.31*	.16	.17	.13	.21	.08	.26	.02	.07	.12
Avg. Correlations	.17	.12	.10	.10	.04	.05	.06	-.05	-.03	-.03	-.05	-.04

Note. Correlations are based on complete date-choice data from 46 of the 52 female participants.

* $p < .05$

Table 12

Correlations between self attribute ratings and mate choice attribute ratings within attributes and across participants for female participants

Mate Choice:	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:												
Agreeable	.26	.15	.17	.26	.13	.04	.04	.30*	-.07	.36*	-.06	-.08
Ambitious	.31*	.31*	.09	.11	-.03	.00	-.06	-.08	-.16	-.31*	-.18	-.23
Conscientious	.35*	.26	-.07	.21	-.04	.06	-.02	-.01	-.12	-.08	-.14	-.18
Creative	-.05	-.12	.08	.25	.20	-.08	.11	.05	.06	.18	.33*	.29*
Dependable	-.02	.03	.21	.26	-.32*	-.05	-.16	-.14	-.08	.05	.08	-.04
Easygoing	.16	-.16	.19	.03	-.07	.39*	-.28	-.43*	.10	-.10	-.35*	-.13
Educated	.21	.06	.07	-.12	-.08	-.23	-.06	-.10	.04	-.08	-.02	-.08
Emotionally Mature	.04	-.01	-.11	.04	.23	-.09	.02	.06	-.01	.24	-.03	-.21
Exciting Personality	-.11	-.17	.00	-.05	-.17	.04	-.01	-.11	.25	.02	-.17	.11
Extraverted	.50*	.21	.17	.26	.11	.12	.01	-.09	-.11	.04	.23	-.18
Earning Capacity	.42*	-.09	.02	-.12	-.02	-.27	-.03	-.39*	-.20	-.21	-.07	-.29
Sense of Humor	.25	.22	.32*	-.11	.15	.21	.02	-.34*	-.14	-.43*	-.08	-.36*
Intelligent	.32*	.27	.29	-.09	.11	-.09	.11	.00	.05	.09	.02	.11
Kind/Understanding	.22	-.01	-.09	.15	.00	.07	.04	.00	.04	.19	.07	.09
Neurotic	.56*	.50*	.29	.21	.46*	.36*	-.01	.06	.08	.05	.27	-.03
Open to Experiences	.20	.04	.23	.28	.06	.21	-.01	.12	.09	.09	-.14	-.14
Physically Attractive	-.08	-.04	.15	-.26	.02	.10	.14	.09	-.11	-.02	.02	-.09
Romantic	.12	.17	.16	.06	.26	.26	.02	.10	.02	.17	-.10	.02
Sociable	.28	.03	.24	.33*	-.05	.32*	-.15	-.18	-.20	-.15	-.36*	-.37*
Trustworthy/Honest	.26	.35*	.21	.34*	.08	.24	-.05	.13	.15	.12	.01	.18
Avg. Correlations	.21	.10	.13	.10	.05	.08	-.02	-.05	-.02	.01	-.03	-.08

Note. Correlations are based on complete date-choice data from 47 of the 52 female participants.

* $p < .05$.

Table 13

Correlations between self attribute ratings and date choice attribute ratings within attributes and across participants for male participants

Date Choice:	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:												
Agreeable	.30*	.19	-.08	.03	.03	-.10	-.13	.03	-.05	.04	-.08	-.10
Ambitious	.13	.29*	.08	.05	-.15	-.16	-.01	-.09	.09	.03	-.05	-.31*
Conscientious	.21	.44*	.32*	.23	.07	-.07	.12	.12	.07	.01	-.13	-.04
Creative	.18	-.04	.36*	-.03	.27	.03	.32*	-.08	.15	.05	.06	-.03
Dependable	.22	.02	-.03	.37*	-.09	-.04	.04	-.22	.09	.16	-.01	-.20
Easygoing	.13	.32*	-.02	.33*	.32*	-.01	.25	.05	-.08	-.02	-.07	-.25
Educated	.51*	.32*	.04	.03	.13	.10	-.08	.05	.12	-.13	-.14	-.43*
Emotionally Mature	.01	.31*	-.12	-.12	.01	.17	-.01	-.15	.18	.22	.03	-.34*
Exciting Personality	.21	.21	.05	.10	.08	.23	.18	.11	.07	.15	.19	.11
Extraverted	.41*	.24	.45*	.11	.21	.34*	.23	-.18	.10	.07	-.01	.11
Earning Capacity	.40*	.33*	.31*	.00	.17	-.03	.07	.02	.08	.08	-.25	-.21
Sense of Humor	.26	.15	.08	.14	.08	.11	.08	.10	.22	.14	.17	-.16
Intelligent	.13	.20	.03	.08	.03	-.06	-.10	-.04	.21	.19	.12	-.41*
Kind/Understanding	.34*	.21	.16	.13	-.05	-.03	.20	-.04	-.09	-.04	.05	-.04
Neurotic	.71*	.74*	.54*	.56*	.23	.31*	.29	.49*	.37*	.34*	-.02	-.31*
Open to Experiences	.18	-.00	.02	.14	-.10	.02	-.38*	-.19	-.23	-.03	.01	-.00
Physically Attractive	.18	.07	-.07	-.02	.01	-.05	-.13	-.19	-.03	-.05	-.15	-.20
Romantic	-.08	.23	.12	.04	.09	.01	-.01	-.09	.05	.16	-.15	-.12
Sociable	.23	.20	.20	.18	-.11	-.12	.05	-.48*	-.10	-.15	-.17	-.14
Trustworthy/Honest	.09	.23	.24	.25	.01	-.06	.09	-.21	-.02	-.02	-.06	-.11
Avg. Correlations	.24	.23	.14	.13	.06	.03	.05	-.05	.07	.06	-.03	-.16

Note: Correlations are based on complete date-choice data from 45 of the 51 male participants.
* $p < .05$.

Table 14

Correlations between self attribute ratings and mate choice attribute ratings within attributes and across participants for male participants

Mate Choice:	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:												
Agreeable	.20	.02	.01	.07	-.06	-.07	-.15	-.07	.06	.02	.02	-.11
Ambitious	.17	.25	-.23	.06	-.01	.03	.13	-.19	.13	.07	-.06	-.26
Conscientious	.22	.42*	.31*	.21	.20	.05	.15	-.17	-.07	-.10	-.03	.02
Creative	.07	.02	.30*	.12	.13	.27	.08	-.10	.11	.25	-.10	-.02
Dependable	.10	.13	-.17	.14	.22	-.14	.08	-.25	.12	.05	.16	-.20
Easygoing	.16	.21	-.02	.01	.35*	.11	.18	.01	-.25	.18	-.10	-.29*
Educated	.52*	.20	.06	.08	.14	.16	.02	-.05	.11	-.18	-.18	-.31*
Emotionally Mature	.17	-.05	-.05	.19	.00	.02	.06	-.25	-.12	.32*	.08	-.23
Exciting Personality	.17	.21	.19	.02	.18	.06	-.04	.38*	.09	.21	-.03	.17
Extraverted	.33*	.30*	.48*	.18	.27	.19	.04	.04	.14	.34*	-.26	.11
Earning Capacity	.35*	.19	.23	.19	.28	.05	-.12	.00	.14	-.10	-.16	-.06
Sense of Humor	.35*	.16	.08	.36*	.26	-.02	-.27	.31*	.10	.13	.19	-.13
Intelligent	.20	.03	.03	.15	-.20	.15	.06	.01	.21	.10	.02	-.36*
Kind/Understanding	.12	.33*	.09	.22	-.11	.31*	.22	-.19	-.05	.05	-.27	.19
Neurotic	.74*	.61*	.63*	.47*	.49*	.48*	.20	.40*	.24	.42*	-.01	-.18
Open to Experiences	.08	-.08	.05	-.16	.11	.06	-.07	-.31*	-.25	-.12	-.20	.09
Physically Attractive	.23	.10	-.20	-.08	-.03	-.14	-.22	.09	-.22	-.09	-.31*	.01
Romantic	-.02	-.01	.08	.20	.28	.01	-.14	-.07	.12	.19	-.12	-.13
Sociable	.14	.12	.05	.26	.19	.03	-.18	-.33*	-.12	-.01	-.20	-.14
Trustworthy/Honest	.18	.19	.05	.07	.25	-.10	-.01	-.09	-.15	.05	.01	-.07
Avg. Correlations	.22	.17	.10	.14	.15	.07	.00	-.04	.02	.09	-.08	-.10

Note. Correlations are based on complete date-choice data from 46 of the 51 male participants.

* $p < .05$.

Table 15

Standard deviations of self attribute ratings and date choice attribute ratings within attributes and across participants for female participants.

		Date Choice:										
	Self	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:													
Agreeable	1.1	1.2	1.3	1.4	1.3	1.5	1.5	1.7	1.5	1.6	1.5	1.6	1.5
Ambitious	1.0	1.5	1.3	1.6	1.5	1.6	1.7	1.8	1.8	1.8	1.7	1.9	1.7
Conscientious	1.3	1.4	1.2	1.6	1.4	1.8	1.5	1.8	1.7	1.8	1.8	1.8	2.0
Creative	1.6	1.2	1.7	1.6	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.9	1.7
Dependable	0.7	1.3	1.2	1.6	1.4	1.4	1.6	1.7	1.4	1.5	1.4	1.7	1.7
Easygoing	1.2	1.1	1.3	1.3	1.3	1.7	1.4	1.7	1.5	1.7	1.7	1.9	2.0
Educated	0.7	1.4	1.3	1.5	1.3	1.5	1.4	1.5	1.6	1.5	1.4	1.5	1.5
Emot. Mature	0.8	1.2	1.3	1.5	1.4	1.5	1.5	1.7	1.4	1.2	1.4	1.4	1.2
Exciting Pers.	1.1	1.4	1.4	1.6	1.5	1.6	1.7	1.8	1.7	1.6	1.7	1.9	1.9
Extraverted	1.6	1.5	1.3	1.7	1.5	1.3	1.6	1.5	1.8	1.7	1.5	1.9	2.0
Earning Cap.	1.3	1.5	1.6	1.5	1.4	1.5	1.7	1.6	1.7	1.7	1.5	1.4	1.6
Sense of Humor	0.9	1.3	1.2	1.5	1.5	1.3	1.7	1.6	1.7	1.6	1.6	1.8	1.6
Intelligent	0.7	1.3	1.4	1.5	1.5	1.4	1.3	1.6	1.5	1.4	1.2	1.3	1.5
Kind/Understd.	1.0	1.4	1.4	1.5	1.4	1.7	1.5	1.5	1.4	1.5	1.6	1.4	1.4
Neurotic	1.5	1.6	1.6	1.7	1.4	1.7	1.6	1.7	1.7	1.5	1.9	1.8	2.0
Open	1.3	1.1	1.1	1.7	1.3	1.5	1.6	1.7	1.6	1.4	1.6	1.9	2.2
Phys. Attractive	1.2	1.1	1.5	1.6	1.8	1.6	1.4	1.6	1.5	1.5	1.3	1.7	1.4
Romantic	1.4	1.0	1.3	1.7	1.6	1.5	1.5	1.6	1.4	1.4	1.5	1.5	1.3
Sociable	1.1	1.1	0.9	1.2	1.4	1.4	1.3	1.6	1.7	1.7	1.7	1.7	1.9
Trust/Honest	0.8	1.3	1.4	1.7	1.7	1.5	1.6	1.6	1.3	1.5	1.6	1.5	1.5
Averages	1.1	1.3	1.3	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.7	1.7

Note. Standard deviations are based on complete date-choice data from 46 of the 52 female participants.

Table 16

Standard deviations of self attribute ratings and mate choice attribute ratings within attributes and across participants for female participants.

		Mate Choice:										
	Self	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:													
Agreeable	1.1	1.2	1.3	1.5	1.5	1.6	1.6	1.6	1.5	1.5	1.7	1.6	1.5
Ambitious	1.0	1.4	1.6	1.7	1.5	1.3	1.8	1.8	1.7	1.5	1.8	1.9	1.9
Conscientious	1.2	1.0	1.4	1.6	1.6	1.8	1.6	1.8	1.8	1.8	1.8	1.8	1.6
Creative	1.6	1.2	1.7	1.6	1.7	1.6	1.5	1.8	1.7	1.8	1.7	2.0	1.9
Dependable	0.7	1.0	1.1	1.6	1.5	1.4	1.6	1.5	1.5	1.5	1.6	1.5	1.3
Easygoing	1.3	1.2	1.4	1.4	1.6	1.5	1.7	1.8	1.7	1.8	1.9	2.0	2.0
Educated	0.8	1.5	1.4	1.4	1.4	1.3	1.3	1.3	1.5	1.5	1.5	1.4	1.4
Emot. Mature	0.9	1.0	1.2	1.5	1.4	1.7	1.4	1.6	1.5	1.4	1.5	1.3	1.3
Exciting Pers.	1.1	1.3	1.6	1.4	1.8	1.5	1.7	1.9	1.7	1.6	1.9	1.9	1.9
Extraverted	1.7	1.4	1.5	1.5	1.5	1.5	1.7	1.4	1.6	1.8	1.7	1.8	1.9
Earning Cap.	1.3	1.5	1.6	1.6	1.5	1.5	1.5	1.4	1.4	1.7	1.6	1.4	1.5
Sense of Humor	0.9	1.2	1.3	1.3	1.6	1.5	1.6	1.5	1.8	1.8	1.8	1.8	1.5
Intelligent	0.8	1.4	1.5	1.5	1.6	1.3	1.3	1.2	1.4	1.2	1.5	1.4	1.3
Kind/Understd.	1.0	1.1	1.4	1.5	1.4	1.6	1.5	1.5	1.5	1.6	1.6	1.5	1.5
Neurotic	1.5	1.7	1.5	1.5	1.5	1.8	1.6	1.7	1.6	1.9	1.8	1.7	1.9
Open	1.3	1.1	1.2	1.4	1.5	1.5	1.6	1.5	1.7	1.6	1.6	1.9	2.0
Phys. Attractive	1.2	1.4	1.4	1.7	1.8	1.6	1.6	1.7	1.5	1.6	1.5	1.5	1.4
Romantic	1.4	0.9	1.4	1.4	1.8	1.7	1.6	1.4	1.5	1.4	1.4	1.5	1.3
Sociable	1.2	1.0	1.1	1.3	1.6	1.3	1.3	1.7	1.7	1.6	1.8	1.6	1.8
Trust/Honest	0.7	1.2	1.4	1.7	1.8	1.6	1.4	1.4	1.5	1.5	1.5	1.4	1.6
Averages	1.1	1.2	1.4	1.5	1.6	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.6

Note. Standard deviations are based on complete mate-choice data from 47 of the 52 female participants.

Table 17

Standard deviations of self attribute ratings and date choice attribute ratings within attributes and across participants for male participants

		Date Choice:										
	Self	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:													
Agreeable	0.7	1.0	1.3	1.1	1.3	1.3	1.5	1.5	1.5	1.6	1.5	1.2	2.0
Ambitious	1.2	1.0	1.2	1.1	1.3	1.1	1.0	1.3	1.4	1.3	1.2	1.6	2.0
Conscientious	1.5	1.3	1.2	1.3	1.3	1.3	1.3	1.4	1.6	1.4	1.7	1.9	1.8
Creative	1.5	1.0	1.1	1.1	1.3	1.2	1.5	1.5	1.2	1.3	1.4	1.7	2.0
Dependable	1.2	1.1	1.2	1.1	1.3	1.3	1.6	1.3	1.3	1.4	1.3	1.4	1.5
Easygoing	1.0	1.1	1.2	1.3	1.6	1.2	1.6	1.5	1.6	1.7	1.4	1.9	2.3
Educated	0.8	1.3	1.1	1.2	1.4	1.4	1.2	1.5	1.3	1.5	1.1	1.3	1.6
Emot. Mature	1.0	1.0	1.2	1.2	1.5	1.2	1.5	1.5	1.5	1.5	1.3	1.5	1.4
Exciting Pers.	1.2	1.1	1.2	1.2	1.3	1.4	1.5	1.5	1.4	1.8	1.6	1.7	2.3
Extraverted	1.5	1.1	1.2	1.2	1.4	1.4	1.7	1.5	1.3	1.6	1.3	1.7	1.8
Earning Cap.	1.3	1.2	1.1	1.1	1.4	1.3	1.1	1.4	1.3	1.5	1.0	1.2	1.4
Sense of Humor	0.7	0.9	1.1	1.0	1.2	1.1	1.3	1.3	1.3	1.6	1.3	1.6	2.1
Intelligent	0.8	1.2	1.3	1.3	1.3	1.3	1.2	1.5	1.5	1.4	1.3	1.3	1.4
Kind/Understd.	0.9	1.1	1.3	1.3	1.4	1.5	1.5	1.3	1.5	1.7	1.3	1.5	1.8
Neurotic	1.7	1.7	1.6	1.6	1.6	1.7	1.7	1.6	1.7	1.7	1.5	1.8	2.3
Open	1.2	1.2	1.0	1.0	1.1	1.1	1.4	1.4	1.2	1.4	1.5	1.7	1.8
Phys. Attractive	0.9	0.5	0.8	1.0	1.2	1.2	1.1	1.4	1.2	1.5	1.4	1.4	1.1
Romantic	1.1	1.1	1.3	1.2	1.2	1.4	1.2	1.3	1.2	1.4	1.3	1.4	1.1
Sociable	1.2	1.1	1.1	1.2	1.0	1.1	1.2	1.2	1.1	1.6	1.2	1.7	1.9
Trust/Honest	1.0	1.4	1.2	1.2	1.3	1.4	1.3	1.5	1.4	1.5	1.3	1.3	1.5
Averages	1.1	1.1	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.3	1.5	1.8

Note. Standard deviations are based on complete date-choice data from 45 of the 51 male participants.

Table 18

Standard deviations of self attribute ratings and mate choice attribute ratings within attributes and across participants for male participants.

		Mate Choice:										
	Self	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Attribute:													
Agreeable	0.7	1.2	1.2	1.2	1.4	1.3	1.5	1.4	1.5	1.5	1.7	1.5	2.1
Ambitious	1.2	1.0	1.3	1.1	1.8	1.2	1.1	1.4	1.2	1.4	1.2	1.4	2.1
Conscientious	1.5	1.1	1.2	1.3	1.4	1.3	1.5	1.5	1.5	1.4	1.6	1.8	2.1
Creative	1.5	0.9	1.2	1.1	1.3	1.2	1.2	1.4	1.3	1.5	1.6	1.6	2.0
Dependable	1.2	0.9	1.1	1.3	1.2	1.3	1.4	1.3	1.3	1.1	1.4	1.3	1.6
Easygoing	1.1	1.1	1.3	1.2	1.4	1.2	1.7	1.5	1.5	1.8	1.6	1.9	2.4
Educated	0.8	1.1	1.1	1.3	1.2	1.4	1.3	1.5	1.3	1.5	1.2	1.4	1.5
Emot. Mature	1.0	1.0	1.3	1.1	1.3	1.3	1.3	1.6	1.4	1.5	1.4	1.3	1.3
Exciting Pers.	1.2	1.1	1.2	1.1	1.5	1.4	1.5	1.4	1.5	1.8	1.9	1.8	2.3
Extraverted	1.5	1.1	1.3	1.2	1.5	1.4	1.3	1.4	1.4	1.5	1.6	1.7	1.9
Earning Cap.	1.3	1.1	1.3	1.2	1.2	1.1	1.2	1.4	1.3	1.5	1.1	1.1	1.4
Sense of Humor	0.7	1.0	1.2	1.1	1.1	1.1	1.2	1.2	1.2	1.5	1.6	1.7	2.1
Intelligent	0.8	1.2	1.3	1.4	1.2	1.4	1.3	1.5	1.3	1.4	1.2	1.3	1.4
Kind/Understd.	1.0	1.1	1.3	1.4	1.4	1.2	1.5	1.3	1.7	1.3	1.4	1.6	1.9
Neurotic	1.7	1.8	1.4	1.5	1.7	1.6	1.6	1.6	1.6	1.9	1.6	1.9	2.3
Open	1.2	1.2	1.2	1.1	1.1	1.1	1.3	1.4	1.3	1.4	1.6	1.8	1.8
Phys. Attractive	0.9	0.8	1.0	1.0	1.2	1.1	1.5	1.5	1.3	1.5	1.5	1.5	1.4
Romantic	1.1	1.2	1.2	1.1	1.2	1.2	1.2	1.4	1.2	1.5	1.3	1.4	1.3
Sociable	1.2	1.0	1.3	1.1	1.1	0.9	1.2	1.1	1.3	1.5	1.5	1.7	2.0
Trust/Honest	1.0	1.1	1.3	1.2	1.3	1.4	1.4	1.2	1.4	1.3	1.4	1.4	1.6
Averages	1.1	1.1	1.2	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.4	1.6	1.8

Note. Standard deviations are based on complete mate-choice data from 46 of the 51 male participants.

Table 19

Correlations between most-preferred date attribute ratings and most-preferred mate attribute ratings for female and male participants

Attribute	Female Participants Date-Mate r	Male Participants Date-Mate r
Average across all participants	.82	.84
Agreeable	.64	.58
Ambitious	.69	.86
Conscientious	.68	.66
Creative	.54	.48
Dependable	.74	.69
Easygoing	.80	.74
Educated	.81	.78
Emotionally Mature	.90	.64
Exciting Personality	.91	.88
Extraverted	.85	.78
Good Earning Capacity	.81	.72
Sense of Humor	.79	.80
Intelligent	.86	.80
Kind/Understanding	.65	.78
Neurotic	.90	.97
Open to Experiences	.52	.78
Physically Attractive	.90	.63
Romantic	.88	.81
Sociable	.86	.87
Trustworthy/Honest	.82	.79

Note: All correlations are significant at $p < .05$.

Table 20

Correlations between self, current-partner, and ideal-partner attribute ratings for female and male participants

	Female Participants			Male Participants		
Attribute:	**Self/ Partner r**	**Self/ Ideal r**	**Partner/ Ideal r**	**Self/ Partner r**	**Self/ Ideal r**	**Partner/ Ideal r**
All Attributes	.23	.38	.31	.24	.50	.34
Agreeable	.33*	.35^{+}	.43^{+}	.12	.56^{+}	.46^{+}
Ambitious	.23	.72^{+}	.19	.21	.62^{+}	.46^{+}
Conscientious	.47^{+}	.47^{+}	.48^{+}	.41*	.41^{+}	.43*
Creative	-.10	.22	.52^{+}	.20	.64^{+}	.49^{+}
Dependable	.03	.29*	.22	.11	.47^{+}	.42*
Easygoing	-.36*	.30*	.07	-.22	.60^{+}	-.01
Educated	.55^{+}	.49^{+}	.15	.54^{+}	.30*	.41*
Emotionally Mature	.31	.07	.12	.19	.48^{+}	.01
Exciting Personality	.38*	.39^{+}	.14	-.00	.53^{+}	.14
Extraverted	.32	.45^{+}	.72^{+}	.40*	.67^{+}	.64^{+}
Good Earning Capacity	.58^{+}	.43^{+}	.39*	.59^{+}	-.00	.48^{+}
Sense of Humor	.12	.55^{+}	.39*	.30	.55^{+}	.17
Intelligent	.42^{+}	.17	.36*	.28	.39^{+}	.55^{+}
Kind/Understanding	.16	.43^{+}	.06	.13	.42^{+}	.21
Neurotic	.56^{+}	.71^{+}	.73^{+}	.67^{+}	.77^{+}	.68^{+}
Open to Experiences	.20	.53^{+}	.42*	-.12	.73^{+}	.02
Physically Attractive	.29	.22	.28	.31	.45^{+}	.31
Romantic	-.01	.38^{+}	.26	.32	.60^{+}	.27
Sociable	.07	.41^{+}	.37*	.13	.57^{+}	.20
Trustworthy/Honest	-.02	.11	-.01	.28	.36*	.39*

Note: Correlations are based on N's of 37, 52, 37 and 33, 51, 33 with a few minor variations. The correlations across all attributes are averages of the below correlations.

*$p < .05$. $^{+}p < .01$.

Figure 1

Female participant two-dimensional stimulus space of 12 male stimulus individuals.

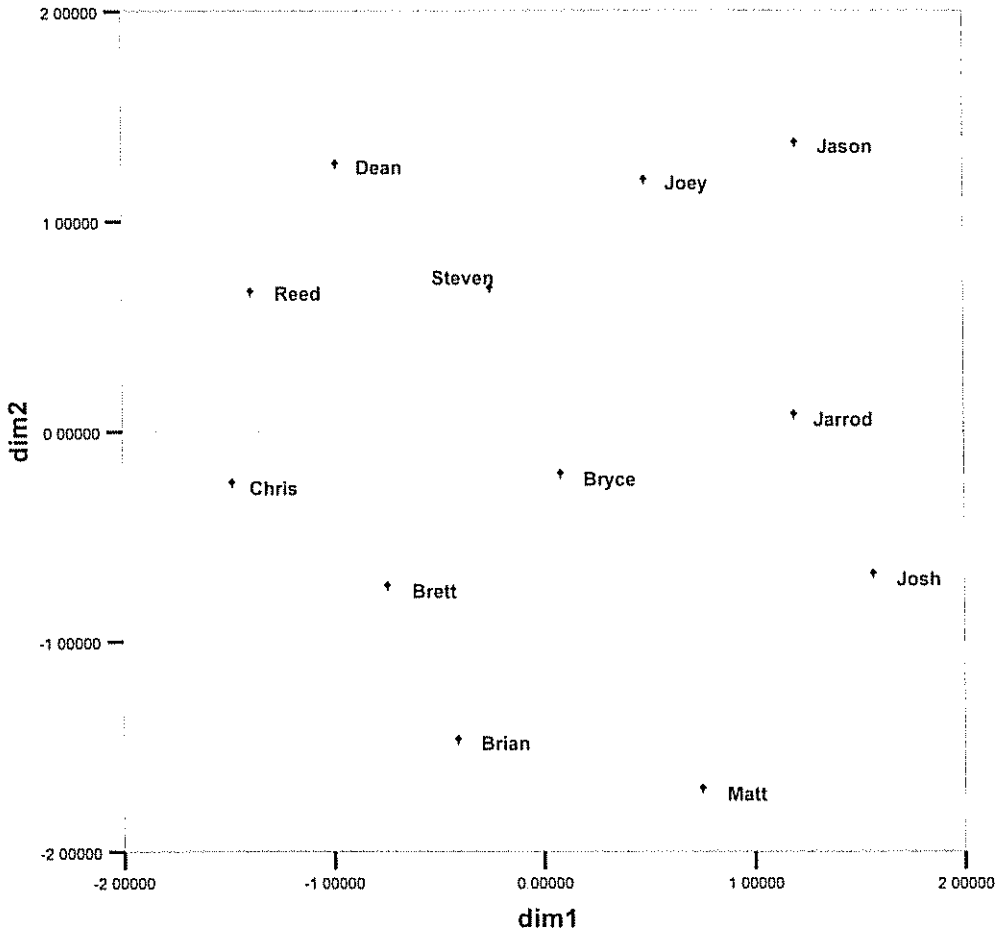


Figure 2

Male participant two-dimensional stimulus space of 12 female stimulus individuals.

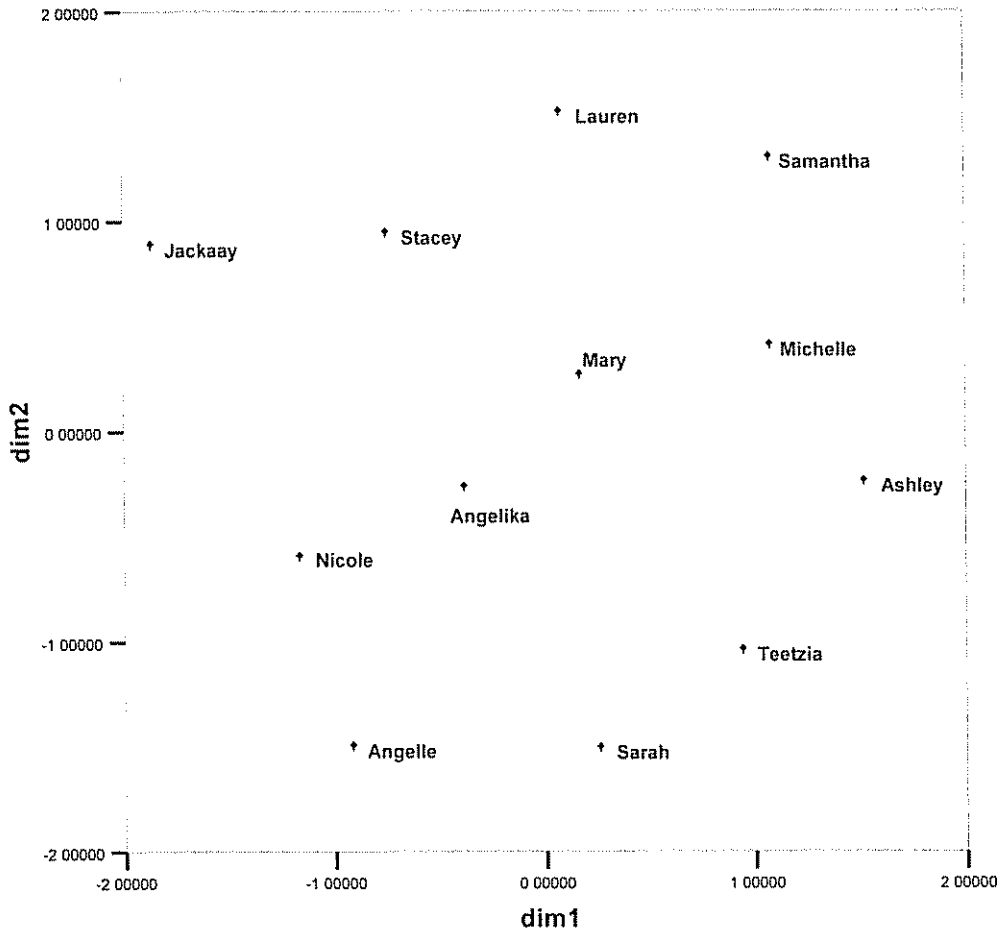


Figure 3

Female participant subject space

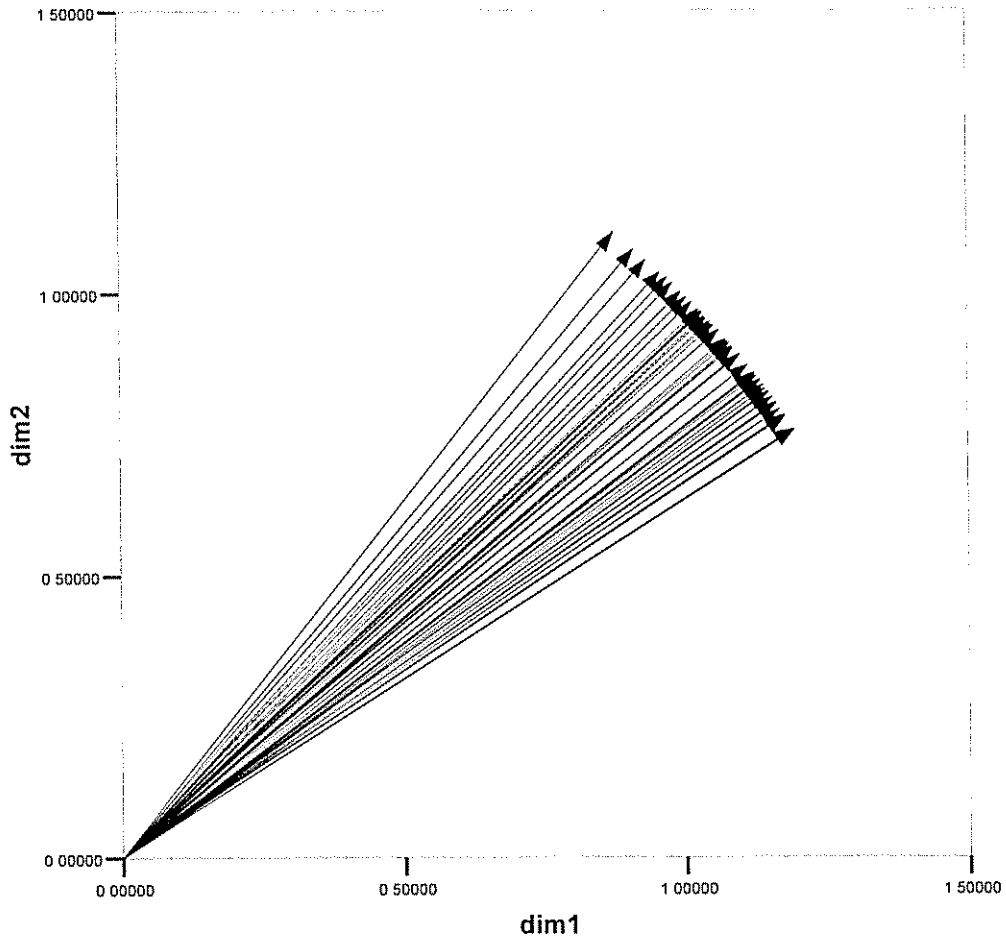


Figure 4

Male participant subject space

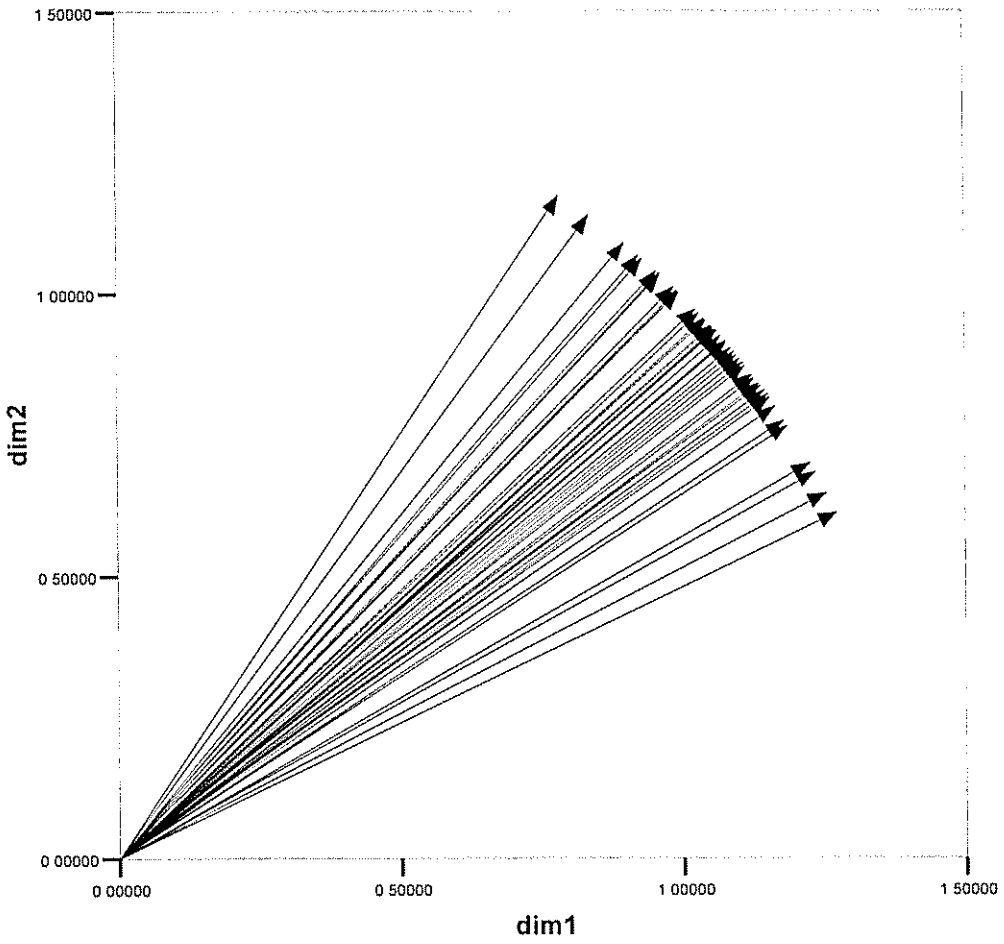


Figure 5

Female participant stimulus space with attribute vectors

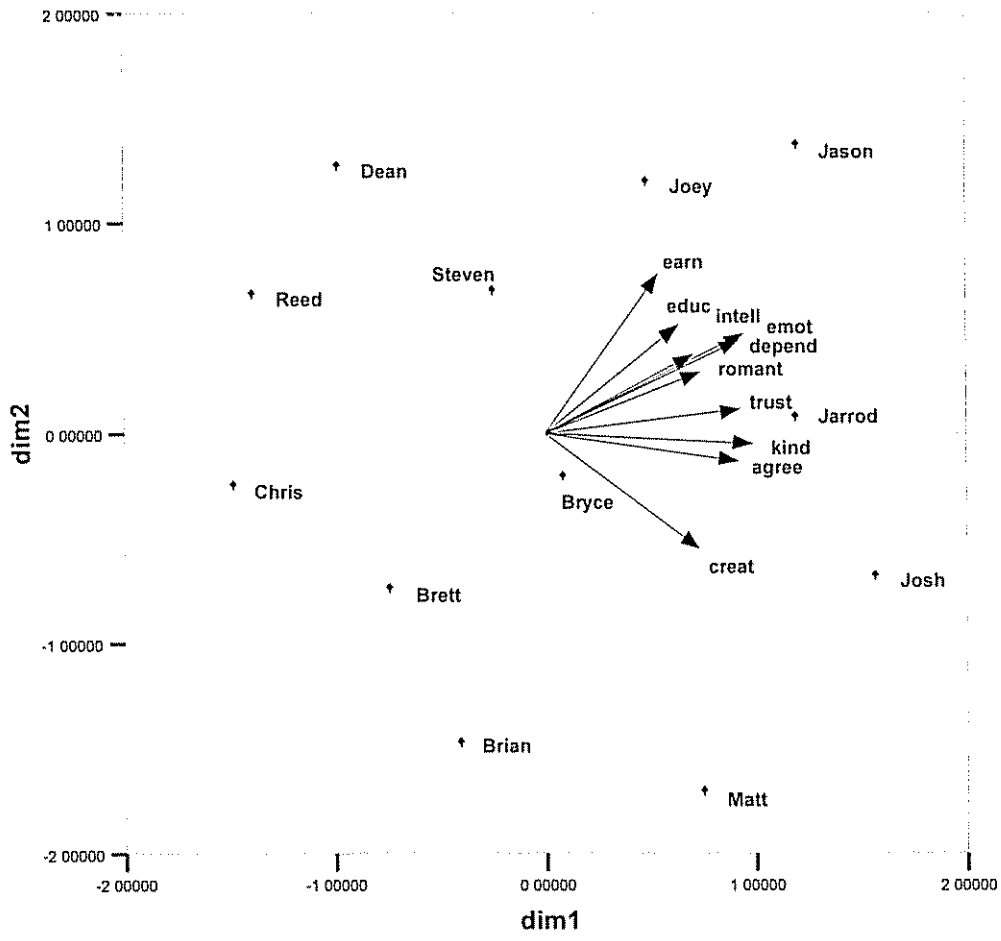


Figure 6

Male participant stimulus space with attribute vectors

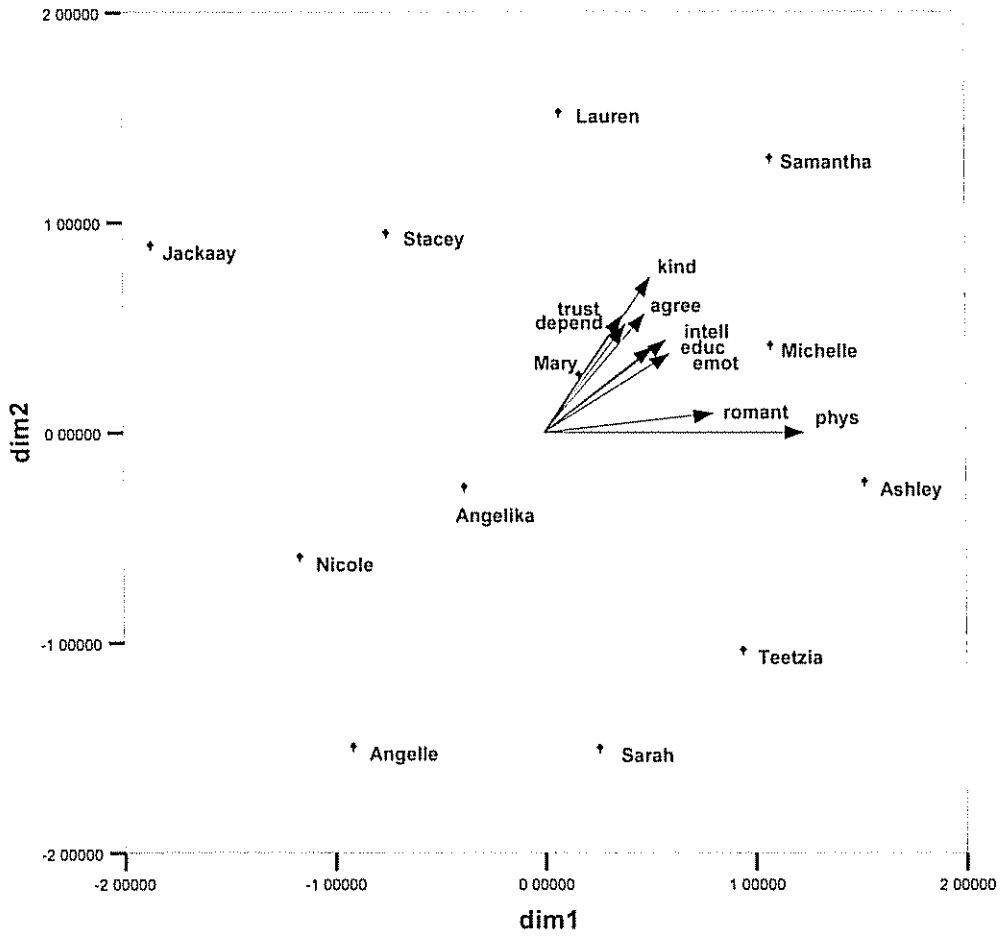


Figure 7

Female participant stimulus space with attribute, date-choice, and mate-choice vectors.

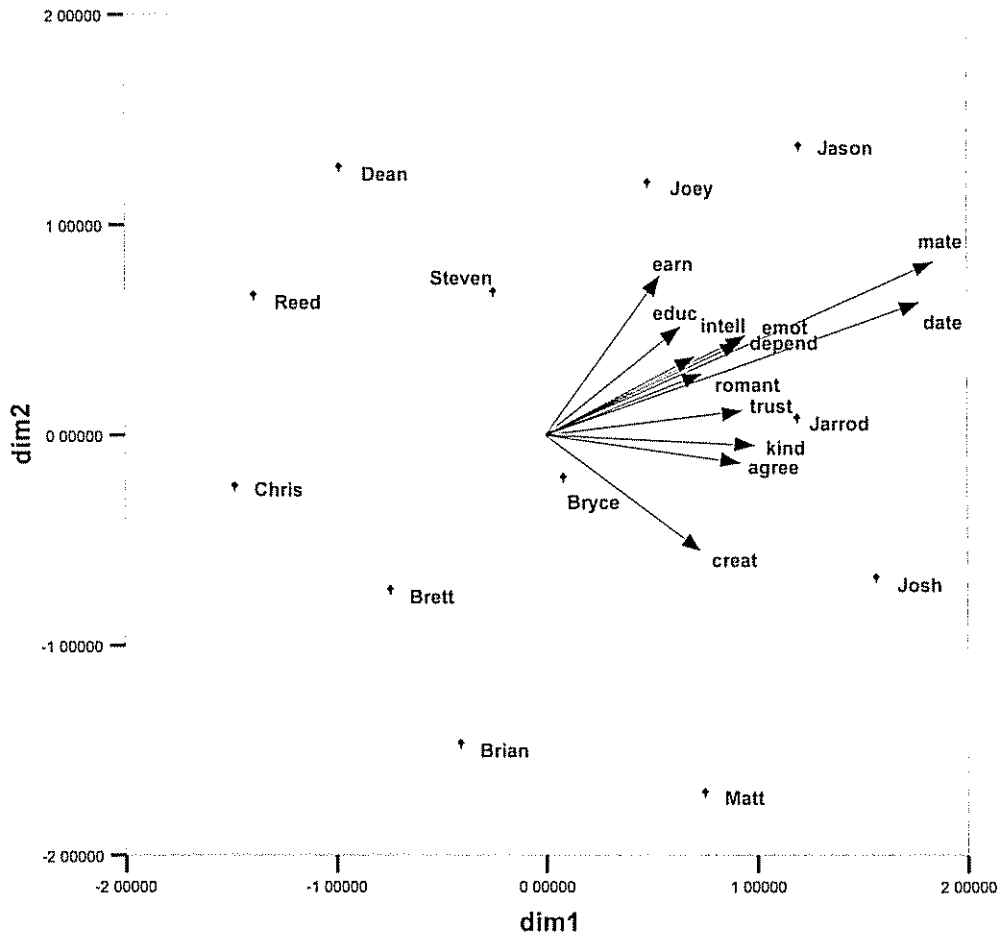
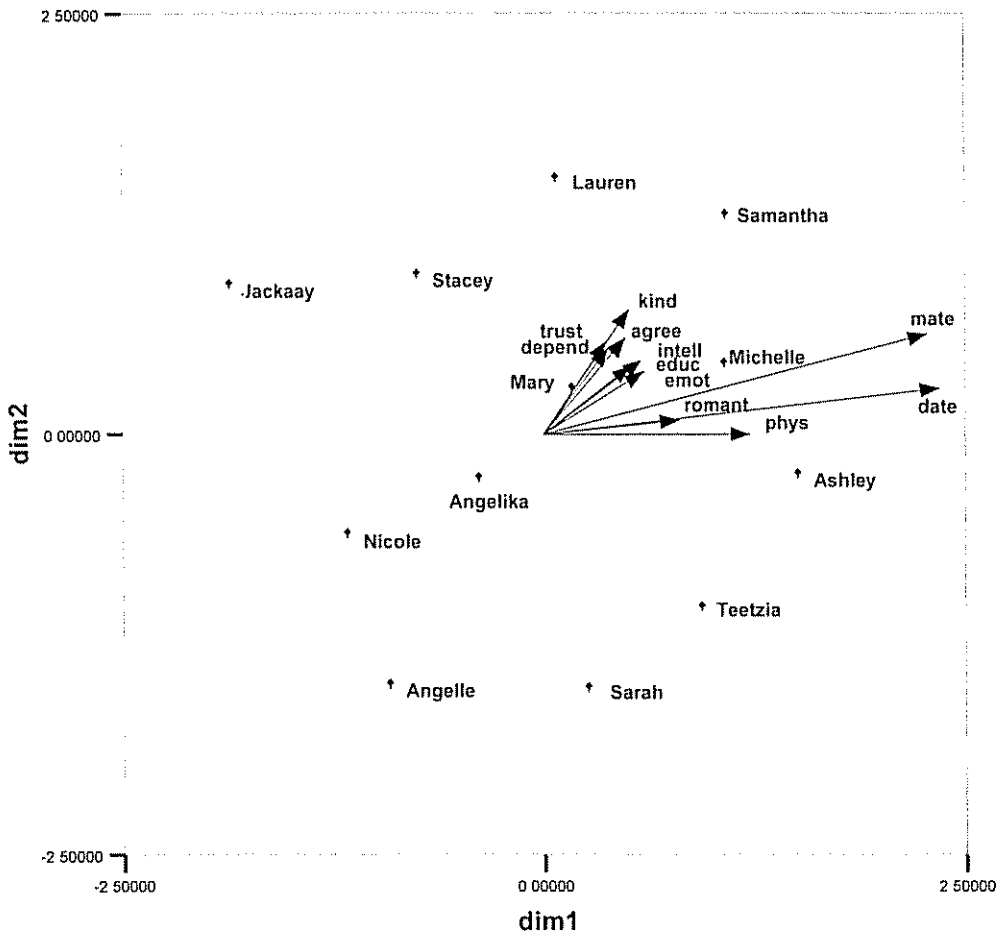


Figure 8

Male participant stimulus space with attribute, date-choice, and mate-choice vectors



Note. The horizontal and vertical axes range from –2.5 to +2.5 (as opposed to –2.0 to +2.0 like the previous stimulus space Figures) in order to incorporate the date and mate choice vectors.