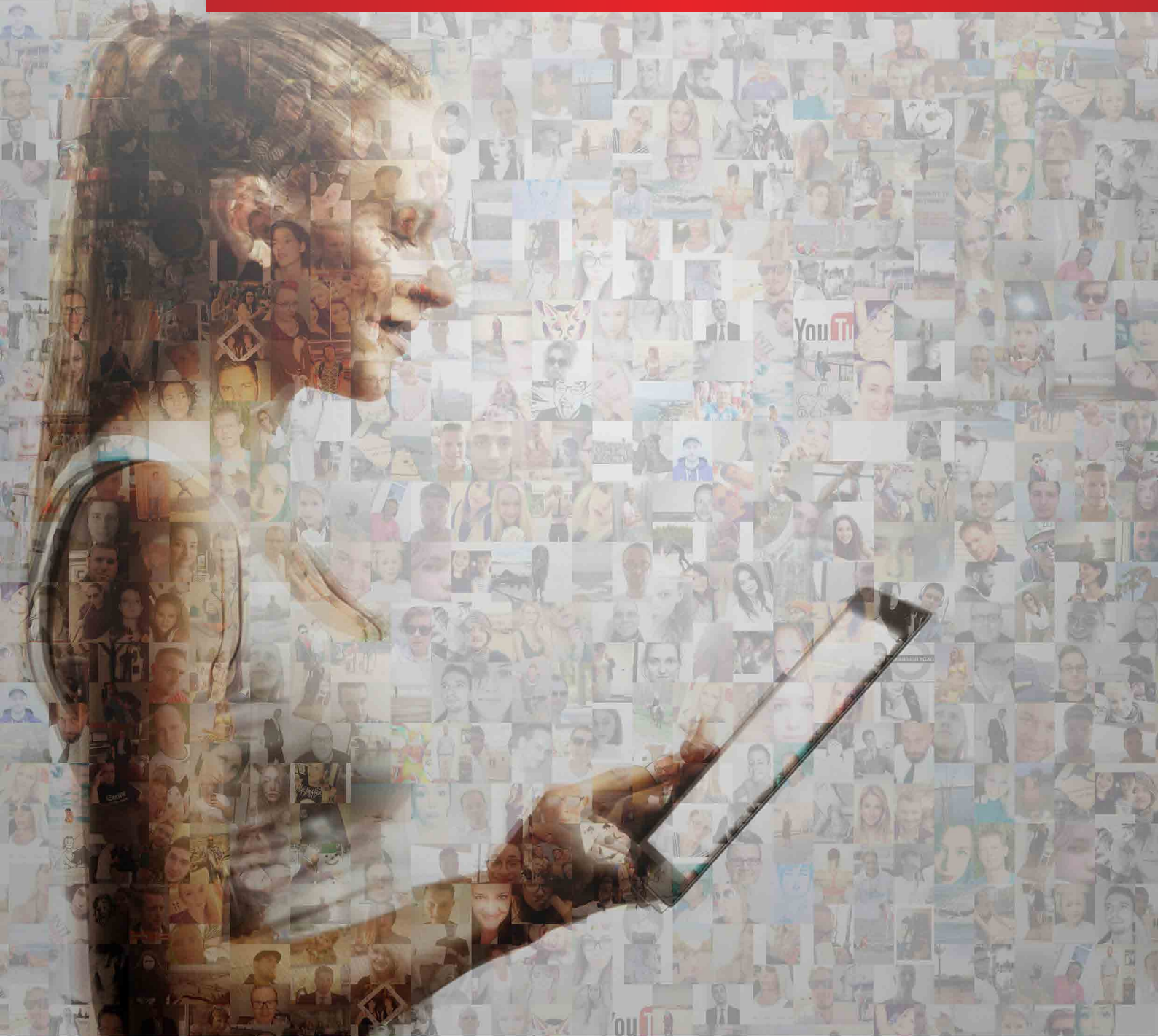




DatingScout.se Study 2019/20

- the secret habits of online daters (backed by data)

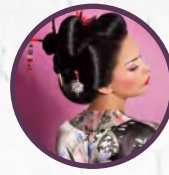


Study Summary

An in-depth analysis of more than **22 million profile pictures** from **online daters** all around the globe shows us: The way online daters present themselves **differs widely** between the **Denmark, Finland, Sweden** and **other countries**, but there are some **common aspects**, too. There is no guarantee of success in online dating, but this study shows that **paying lots of attention** to your **profile images** is a good way to start!

Fun Facts Sweden

➤ **86.26%** of Swedish **Geishas** are **lesbian** online daters.



➤ V-O-L-V-O, my Volvo. Internationally, **100%** of pictures with the **Swedish Volvo V70** go to the Swedish online daters. What a surprise!

➤ Since Titanic, we already know that the heart of a woman is like a deep blue ocean, which means that men need a boat. Internationally, **52.29%** of pictures with **windjammers** are uploaded by Swedish online daters.

➤ Did you know that rats are rather social? They even take care of weak and injured rats in their social group. Most **rats** are found on the pictures of **lesbian** online daters.

They hold **71.52%** of the share here.



➤ Globally, **100%** of pictures showing **harness racing** are uploaded by Swedish men.

➤ **50.03% women and 49.97%** of **men** show tempting seductive poses while in bed. Perfect match!

➤ "What does the fox say?" Most people won't know, but closest to the answer are the **gay online daters**: They hold **57.58%** of the share of pictures with the silent animal.



➤ Dreaming of getting old together and sitting on the porch while drinking lemonade in the afternoon? **54.80%** of all **farmhouse** pictures are uploaded by **Swedish online daters**.

➤ Jamming, blocking, and rolling are mostly for the lesbian online daters. **92.68%** of **roller derby pictures** are uploaded by them.

➤ "I can fix your anything as well as your heart." This visual statement is solely displayed by men. **100% of machinist** are **male online daters**.

➤ Who wouldn't want a man that can smoothly groove his way into your heart?

63.40% of all **sousaphones** are to be seen among the **gay online daters**.



➤ In Sweden, the **gender ratio** of online daters **posing with toddlers** on their profile is **nearly balanced** with **49.61%** women and **50.39%** men showing that they have absolutely no problem taking care of kids.



➤ Sitting on a stance and aiming at **Bambi** - **98.04%** of **foresters** are **male** online daters.

➤ "Here's to looking at you, kid". **97.21%** of **close-up** pictures are uploaded **by women**.

➤ "Where's the man that can ease a heart's pain like a satin gown?" – **96.07%** of pictures with **luxurious satin** are uploaded by **women**.

➤ Always on the bright side of life? Apparently. And that's why **94.33%** of pictures with **sun hats** are uploaded by **female online daters**.

➤ Bear Grylls have shown it and the **academic Swedish** would like to prove it: Pictures in the **wilderness** rank on #2 here.

➤ In Sweden, the gender ratio of men and women displaying the subtle message "**I want to get married**" on their pictures is nearly **perfectly balanced** with **49.48%** women and **50.54%** men.

➤ Sweden is **among the top 5** countries of online daters **boasting** and trying to **seduce with luxury**.

➤ Sweden **ranks second** when it comes to online daters that simply love **wine** and won't hesitate to show that on their profile picture.

➤ **38%** of women post pictures of themselves enjoying the spotlight. But almost **double than that, 62%** of men are more proud of being and **performing on stage**. These include pictures of themselves singing or playing an instrument in front of a crowd.

➤ **Both male (51%)** and female (**49%**) alike enjoy **ice skating** in Sweden.

➤ Swedish men and women have a common interest in **drawings and art**. **51%** of art related images are uploaded by **men** and **49%** are uploaded by women.

➤ **Swedish women** like showing off their **hunting skills** the most (20%) in comparison to Finnish and Danish women (19% and 14%). The **biggest hunters** are **straight males from Denmark** (80%).

➤ Swedish males play the **trombone** a lot. **83%** of posted trombone pictures are uploaded by men.

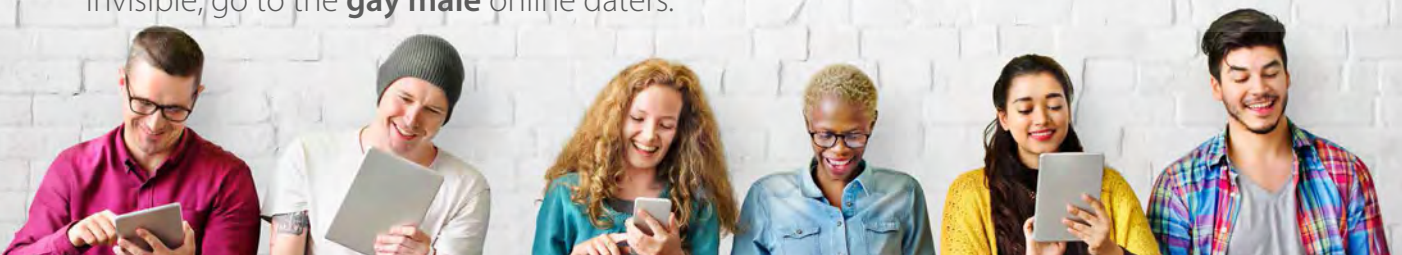
➤ The **afro/natural hairstyle** for PoC is the **most popular** in Sweden. **Men and women alike** are fans of the natural hairstyle.

➤ Most male online daters in Sweden have brown hair - against the popular belief of blonde Swedish guy (in fact, most guys have blonde hair in Denmark and Finland).



Fun Facts Finland

- A life without love is like a tree without fruit? Seems like the Finnish online daters have a **liking for birches** to express their **loneliness**. **74%** of all pictures with birches internationally were uploaded in Finland.
- They are wet, slippery and have their special odour: **Barramundi** (as well as most other fish) are held by **men** on their profile pictures in **100% of all cases**.
- Mystical or creepy? Either way, **61.07% of all pictures** with **moors** are from the Finnish online daters.
- Nordic skating? Of course this sport is very popular among the Finnish online daters, but more than that, we even get to see plenty of online daters **doing axel jumps**. More than **55% of all axel jump pictures** are uploaded in Finland.
- Summer, wine and a guy playing the jazz guitar? This needn't be a dream in Finland; **96.13%** of all **Jazz guitars** are uploaded by **men**.
- You go, girls! In Finland we have the **highest international share** of **ladies** posing with **BMW series 5**.
- They might not be as cold as ice, but they know how to skate on it: **96.91%** of pictures with **ice skating dances** are uploaded by the Finnish **women**.
- Donuts and drifts: Unsurprisingly, **100% of offroad racing** pictures are **uploaded by male** online daters.
- **95.82%** of all Finnish online dating **foresters** are **men**. We just hope they don't shoot Bambi.
- Cheers to you, gay online daters, for keeping it sober. **80.58%** of pictures with **soft drinks** go to the **gay male online daters**.
- Gladiators of love? **61.54%** of pictures with **ancient roman architecture** go to the **gay male** online daters.
- Turn your love and spotlight on. But the pictures might not turn out too good: **60.51%** of pictures with **lens flare** and **flashlight**, that leaves the majority of the picture invisible, go to the **gay male** online daters.



➡ **Lesbian** online daters love pussy-cats. **78.32%** of pictures with fluffy, hairy **cats** were uploaded by them.

➡ Seems like the lesbian online daters have a passion for fluffy and cute animals: **76.30%** of **keeshonds** are uploaded by **lesbian** online daters.



➡ "Step on the **rollercoaster** of love with me and enjoy the ride" – A visual statement predominantly, in **71.34%** of all cases, made by **lesbian** online daters.

➡ Amongst the **Finnish academic** online daters, **photobombing** is very popular and ranks on #5 of very academic motives.

➡ Of all three countries analysed in this study, Finland is the one with the **most women uploading really naughty** pictures with adult content. But it's still only **45%** here compared to men with **55%**.

➡ **Men** in Finland are into **Arts and Crafts**. Almost **79%** of the pictures related to **Art and drawings** are uploaded by **men** (76% of them are straight, 24% are gay) and **only 21%** of them by **females**.



➡ Especially the Finnish **females**, online daters hand out invitations in(to) their bed: Nearly **56%** **pose in their beds**, with puppy dog eyes or a seductive bedroom look.

➡ Finland has the **least female online daters** compared to all the other countries that were analysed in this study, with just **16.86%**.

➡ Finland **ranks second** when it comes to **pictures with weapons**. Yet, you can't hunt with a water gun, can you?

➡ Gay users like to **keep in shape** and post pictures in **activewear** (**63%** vs **37%** straight users).

➡ **Boys and girls alike** share their pictures with **pigs** (**58%** to **42%**).



➡ **18%** of **women** in Finland are sporting a **beard or moustache** in their pictures? Most of them are **Snapchat filters** though.

➡ Out of all the pictures related to **American football**, **22%** of them are uploaded by **women** who portrait themselves **playing the sport**. **Gay males** in Finland aren't American football Fans at all. **0%** uploaded pictures playing the sport.



➡ **100%** of pictures in **sea captain uniform** come from **straight male** users.

➡ Finnish **women** have the most **tattoo pictures** out of the women in **Scandinavia** with **48%**.

➡ Girls in Finland **don't really like to visit rock concerts**. Only **23%** of pictures at a rock concert were uploaded by the Finnish women.



Fun Facts Denmark

- Preparing for the battle of love? **87.05%** of all **Sergeant Majors** seeking for love are from Denmark.
- Knock on wood! **44.58%** of all pictures with **Carpenters** are from Denmark.
- Good behaviour or wise choice to keep the wild side secret? Of all countries, Denmark online takes **1.48%** of **all night club pictures**.
- Surprise, surprise – **87.63%** of all **pride parade** pictures are from **gay** online daters.
- Raise your voice, online daters – and claim the woman of your dreams. **100%** of **public speech** pictures are uploaded by **men**.
- There can only be one captain on a ship – and the Danish **men** make that very clear, holding **100%** of all **sea captain** pictures.
- **100%** of photos with **money** or **gambling** are uploaded by **men**.
- "If you can't stand the heat, step out of the kitchen" – is something the Danish men are more likely to say in their pictures: **96.52%** of **chefs from** Denmark are **male**.
- Ready to get married off? **100%** of **bridal party pictures** are from **females**.
- "The ripest peach is the highest on the tree" – and Danish women love them. **98.54%** of all pictures with **peaches** are uploaded by the **female online daters**.
- In Denmark the gender ratio of online daters **seducing** in(to) their bed is nearly equally balanced with **49.89%** women and **50.11%** men.
- "Sometimes you just have to throw on a crown and remind them who they are dealing with". **97.56%** of pictures with **headpieces and crowns** are from **women** – yet, the crowns might just be Snapchat filters.
- Some say your truck is a reflection of who you are – and here, most **trailer trucks** are seen among the **male online daters over 55**.



➤ They might not be armor, but are still willing to aim at their dream-woman. **Male online daters between 18 and 24** love practicing their shooting skills by **playing skirmish**.

➤ Girls, better watch your back...ground. Especially young **ladies between 18-24** tend to upload **mirror-selfies with sinks and toilets** in the fore- and background...



➤ We didn't know this was a thing, but apparently multi-captured **selfies** taken with **smartphones and webcams** on a personal computer are a thing among the youngest age group of female online daters.

➤ In Denmark the gender ratio of online daters **seducing with nudity** is nearly **perfectly balanced** with **50.45% women** and **49.55% men** showing off their bodies on their profile pictures.

➤ **37%** of pictures in **cheerleading uniform** are uploaded by **men**.



➤ Denmark is the only one of the three countries analysed here, where **men outnumber women with wedding pictures**. So, the women needn't be afraid that they won't "put a ring on it".

➤ The Danish love **hard spirits** - here it ranks on **#1** before beer and any other drink.

➤ Danish **academics can't stand pasta, flutes or harps**.

➤ While Denmark's straight females and lesbians enjoy playing **paintball** at about nearly the same percentage (**12%** and **17%**), straight males and homosexuals don't share the same passion for the sport (**72%** and **0%** respectively).

➤ **92%** of the pictures with **trumpets** come from Danish **men**.



➤ **Maserati** pictures are posted **only** by **straight men**.

➤ Danish **women don't play the flute** (or at least don't post pictures of it) with **0%**.

➤ On the other hand, the **harp** is an instrument that is **mostly played** and shown on **female** profiles (**60%**).



Did you know that...

- ▶ online dating experts at DatingScout analysed the data of more than **22 million profile pictures** from **Denmark, Finland, Sweden and 13 other countries** and compared them? (Page 12)
- ▶ **about 20%** of all pictures in online dating websites are **selfies**?
- ▶ on average, pictures uploaded from **men in Denmark and Sweden are 4.2, in Finland 4.4**, whilst **women in Denmark and Finland upload 4.6 and 4.5 pictures in Sweden**? (Page 25)
- ▶ the **average male** online dater from **Scandinavia** has a beard and/or blonde or **brown hair**? (Page 27)
- ▶ **men preferably pose with wild animals and fish** but also tamed housecats? (Page 37)
- ▶ the **average female** online dater from Scandinavia has **long, brown hair**? (Page 44)
- ▶ **nearly one fourth** of recognisable **photo spots** are **beaches and bays**? (Page 54)
- ▶ **more than 75%** of pets shown on photos are **dogs**? (Page 61)
- ▶ **beer and spirits** are the **most seen beverages** on pictures and are seen nearly **275x more often than water**? (Page 68)
- ▶ **most** online daters from Scandinavia **drive BMWs**? (Page 70)
- ▶ **sports and art** are the **most popular hobbies and interests** among online daters? (Page 71)
- ▶ **fitness and extreme sports** are the **first choice** for Danish, Finnish and Swedish online daters when it comes to keeping fit? (Page 73)
- ▶ there are **more male musicians** than female ones among the Scandinavian online daters? (Page 75)
- ▶ **leather jackets** are **most likely** to be spotted on the profiles of **gay men** who are body image conscious, whereas **lesbian** online daters have a weakness for sharing their profile with **kittens**? (Page 78)
- ▶ **pasta and french fries** are **unlikely to be spotted on profiles of academics** - just as harps and... flutes? (Page 82)
- ▶ the **gender ratios** of online daters with **wedding photos and pictures with children** is **nearly equal**? (Page 87)
- ▶ **more than 80%** of pictures **posing with luxury vehicles** are from **men**? (Page 95)
- ▶ the **gender ratio** is **most balanced** in **Sweden** and **least** in **Finland** of the **Scandinavian countries**? (Page 100)
- ▶ **7.37% of online daters from Sweden, 3.93% of Danish and 2.75% of Finnish** online daters are **gay**? (Page 101)
- ▶ **Denmark** has the **happiest** online daters and **Italians** apparently **don't like to smile that much**? (Page 104)
- ▶ the **Australians** are **most likely** to try to seduce with **nudity** and the **Finnish** seem to be more **prudish**? (Page 107)
- ▶ **Austria** has the **most athletic** online daters and the **Irish and Finnish** appear to be **lazy** in comparison? (Page 108)
- ▶ the **Swiss love healthy food** and **Italians** love **fast food**? (Page 108)
- ▶ **Irish and Scottish** online daters are **less likely** to be able to **dispense with alcohol**? (Page 109)
- ▶ the **Americans** show off the **most weapons**? (Page 111)
- ▶ the online daters that **like children the most** compared to other countries are **Danish**? (Page 112)
- ▶ the **most show-offish** online daters can be found in **Switzerland**? (Page 114)
- ▶ nearly **15% of all pictures** show online daters undertaking **some form of sports**?
- ▶ about **13% of all pictures** are **group photos**?
- ▶ **14%** of all online daters **wear glasses**?

Content

Fun Facts Denmark	2
Fun Facts Finland	4
Fun Facts Sweden	6
Did you know that...	8
About us	11
What we did	12
Introduction: What you should know about online dating profile pictures in general	13
Demographic characteristics of the Danish, Finnish and Swedish online dating market	14
Gender distribution	14
Age distribution	15
Regional Insights	16
Men are from Mars? - How men present themselves online	25
The average male Danish, Finnish and Swedish online dater	25
Appearance	26
Hair colours	27
Especially male	28
Very manly: Top 5 motives per age group	29
Brave men?	32
Extreme sports	32
Manly, muddy?	34
Wild animals	35
Sign up now and get your tickets for the gun show	39
"I can be your hero, baby"	40
Finally: Who loves fishing?	41
"Where's my prince charming?" How female online daters present themselves	42
The average Danish, Finnish and Swedish female online dater	42
Appearance	43
Female hair colours	44
Very feminine: Top 5 motives per age group	44
Tiaras, dresses and horses?	48
Horses - Cowgirls or Prince Charming riding along?	49
More girly stuff	50
Top 5 clothing items	50
Top 5 colours in women's pictures	51
Women and sports	52
A general view on Danish, Finnish and Swedish online daters	53
How do Danish, Finnish and Swedish present themselves - regardless of the gender?	53
Most popular motives	54
City, countryside or beach?	54
Snow, sun or rain?	56
Colours	57
What else is on these pictures?	58
First of all, let's talk about bodies!	59
Animals and pets	61
Look, these are my friends	63
Food	65
Drinks	68
Cars	70

Content

Most popular interests and hobbies	71
Travel	72
Sports	73
Music	74
Dancing	77
Lesbian & Gay	78
College, university students and graduates using online dating	82
Suits and uniforms	84
Suit up!	85
Subtle messages	86
"Let's get married"	87
"I want kids and my own family"	89
"I want sex"	90
"Cuddle up to me!"	93
Show me the money: How much does your heart cost?	94
Who's trying to impress with their luxury lifestyle?	94
Luxury cars	95
Dating the rich and glamorous	96
Who's living the dream and owns a private yacht?	97
Denmark, Finland and Sweden compared to other countries	99
- how big are the differences between the nations?	
Facts about the international online dating market	99
Gender ratio	100
Sexual orientation	101
Age distribution	102
International Rankings	103
Online daters abroad	103
Who are the happiest online daters?	104
Who has the most pictures with sad or angry looking people?	104
Who uploads the worst quality photos?	106
Who shows the most skin?	107
X-rated: Who is uploading risqué photos?	107
Which country is the most athletic online?	108
Which country is the healthiest?	108
Which country drinks the most alcohol?	110
Who wears the most hats?	107
Who shows off the most weapons?	109
Who likes children the most?	112
Who takes the most group photos?	110
Which countries have the most online daters ready for marriage?	113
Who shows off their life of luxury the most?	114
Funny sayings	115
Results Summary	116
Expert advice for the perfect profile picture	117
A peek into the future	121
Image credits	123

About us

DatingScout.com is a service that compares online dating sites and apps for you. We're testing all the major dating sites and apps in order to provide you with a reliable and reputable evaluation: Which provider is just right for you? Do they offer fair prices? Are there many fake profiles or bots? With our evaluation, you'll be able to avoid disappointments and only pay for subscriptions that are likely to guarantee success.

There are many different kinds of dating services out there that cater to every need: websites or apps for dating and meeting new people, professional matchmakers or casual dating sites for short-term (erotic) encounters. Also, within these main categories, you'll find hundreds of providers, some of them being for certain interest groups such as vegans, plus-size partners, or religious people.

DatingScout.com is the specialist in helping you find your next new partner whether it is for fun, dates or even for life.

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More than **22 million pictures** have been analysed using artificial intelligence **and +6.000 characteristics**

What we did

More than **22 million profile pictures** of online dating users from 16 countries, including 1,1 million from Denmark, 850.000 from Finland, and 1,4 million from Sweden, have been analysed, evaluated, and transformed into beautiful graphs within an informative as well as highly entertaining study.

Using artificial intelligence and a deep learning algorithm, these pictures were scanned for over 6,000 features and characteristics including hair colour, facial expressions, objects, animals, and backgrounds amongst many other things.

This data has informed a detailed analyses of the online dating market and its preferences when it comes to visual presentation: the ages and genders of online daters, as well as the answer to how these influence their choice of profile picture(s).

This study is the first of its kind to undertake an in-depth analysis of online dating photos on a worldwide scale.



Introduction: What You Should Know about Online

Dating Profile Pictures in General

Profile photos are the key to **influence first impressions**

Every **platform** has its own set of **criteria**

Gender makes a **difference** in the way people respond to a photo

The **visual presentation** of oneself allows much **inference about his or her personality**

Not only **attractiveness** can be displayed through a photo, but **interests** as well

People always say, "Never judge a book by its cover." However, in the world of online dating, you should know that your front page is your story. You only get one chance to make a first impression so how exactly do you ensure that your page has the 'wow' factor and steals the digital spotlight? This question depends entirely on your motive. Are you looking for a casual flirt or an affair? Or perhaps something more serious...

Luckily for you, there are many options to choose from with the presence of dating portals such as for light-hearted fun (dating sites), long-term love (dating agencies) or NSA (casual dating). In addition to these groups, there are also many sub-divisions that can help you narrow down your search in finding your Mr. or Ms. Right (or right now). These include: flirting, vegetarian pairing, and even matchmaking for those of us with "a little more to love," just to name a few out of many.

When it comes to rating photos, it is clear that there are different standards for men and women. While selfies tend to be acceptable for women, they are not so well received when posted by men (especially if they are the only type of photos you'll see on their profiles). Yet, most other criteria can be judged on the same level for both genders.

It's true that the profile photo is the overall initial eye catcher. However, what many fail to remember is that the correct photo elicits the right emotions. By associating an image with positive emotions, the brain can also associate good character traits to that person on the picture as well.

The best example of this would be a smile. This simple gesture can produce hundreds of positive inferences that other facial expressions may not evoke -- for example, a feeling of closeness. In addition, the background of an image may also be crucial to the overall perception of whether this person is fun-loving, athletic, animal-adoring, a couch potato, or a party animal.

Whichever way you look at it, the first impression is made from the profile photo. Be it attractive or repulsive, this image can 'make or break'. So what exactly do online daters show in their photos and how?

Demographic characteristics

of the Danish, Finnish and Swedish online dating market

Gender distribution

For male online daters from Scandinavia, the gender ratio is not too ideal:



In Denmark, we have about 26% women and 74% men, which might make it hard for male online daters to find their match.

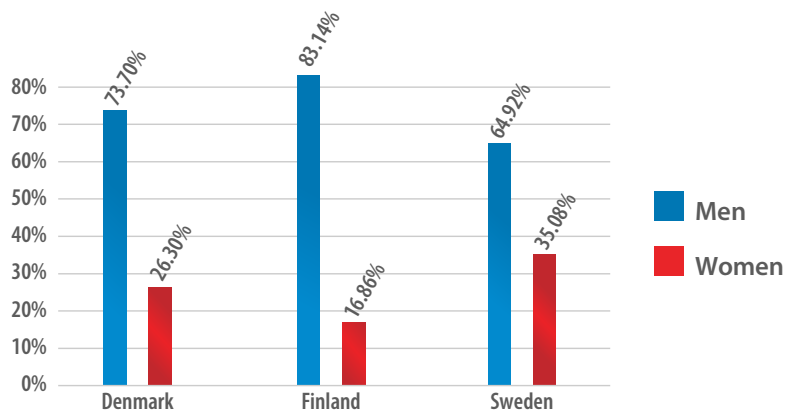


The greatest disparity we have is in Finland with about 17% women to 83% men.



The luckiest online daters are the Swedish people with a ratio of roughly 35% women to 65% men.

Gender distribution



The gender ratio isn't very balanced in the Scandinavian countries - in all countries we have less than 36% women. In Finland, we even have less than 17%

Online dating is nowadays the preferred method to meet a new partner or acquaintance. With a ratio that is rather imbalanced, it shows that the chance for success isn't quite equal for men and women. This means that all online daters should put some thought and quality content into their profiles in order to attract their desired or potential matches.

Age distribution

Looking at the general age distribution of online daters in Scandinavia, we can clearly see that no matter which country, more than 70% of the online daters are 34 years old and below.

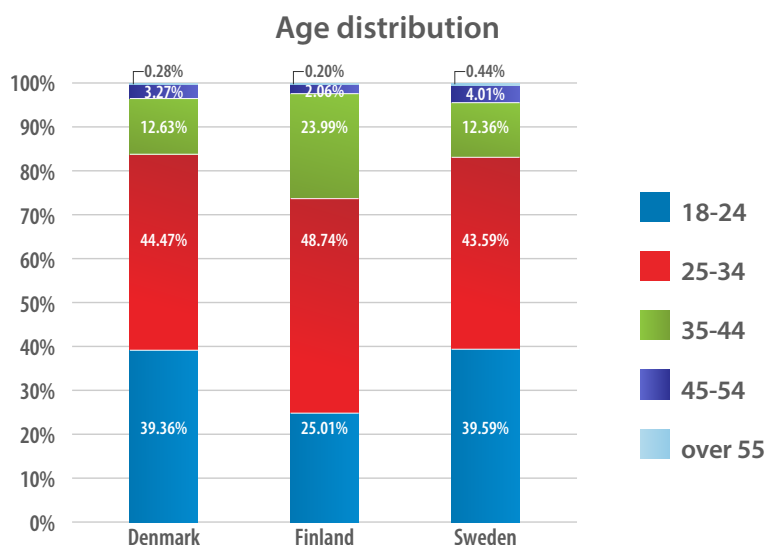


Our comparisons show that there is a little difference between the age distribution among Danish and Swedish daters. Most online daters are between 25 and 34, leaving the age group between 18 and 24 on rank two with only about 40% of online daters. We have very few online daters between 45 and 54, just between 3% and 4%. Ranking last are the online daters who are above the age of 55 with less than 1% of the total share.



In Finland, we have rather few online daters in the age group between 18 and 24 if we compare it to the other countries. Therefore, nearly 50% of online daters are in the age group between 25 and 34 and nearly 25% are between 45 and 54. Yet, as in the other countries, far less than 1% of online daters are above the age of 55.

In every country, at least 70% of people dating online are younger than 35 years old

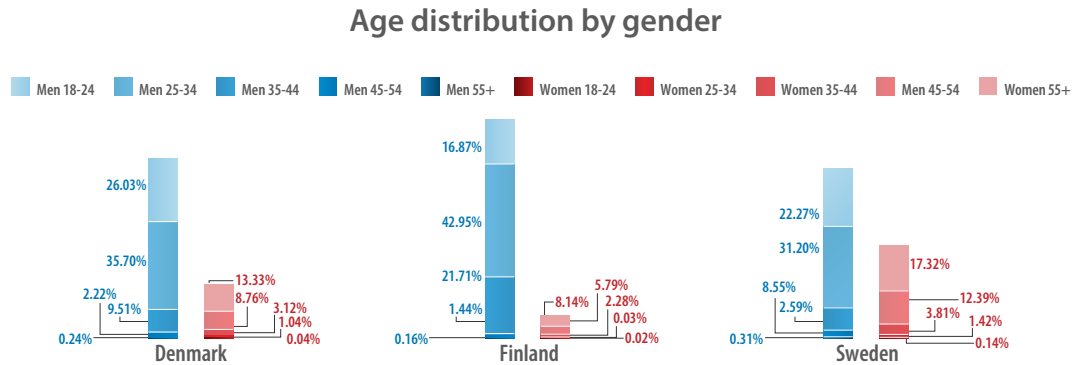


Looking into the gender ratio that is further divided into age groups and gender, we can clearly see that for both genders, most of the online daters (regardless of country) are to be found in the younger age groups; with the difference being that men are mostly 25-34 and women are 18-24.

What could be the reason for that? Women either start online dating earlier (which would explain the huge proportion in the youngest age group) or commit to a (serious) relationship earlier in life. Naturally, this leads to a decreased number of female online daters in the other age groups.

Age distribution by gender

Most male online daters are between 25 and 34, while most female online daters are between 18 and 24



Across all countries, we see that the majority of online daters are men and most likely between 25 and 34. In Denmark and Sweden, the figures for this age group are rather similar. Yet in Finland, there is a clear overspill with nearly 43% of online daters being male and between 25 and 34.

Women, as stated above, are outnumbered in each and every age group. Yet, most females looking for a partner online are between 18 and 24.

Regional Insights

We didn't merely look at the demographic characteristics of online daters across the countries. We also looked into the different regions and what is especially popular in these areas. Therefore, we checked the top tags in the five biggest cities and counties, and what men and women preferably show on their profile pictures.

Top 10 motives in Denmark's biggest cities



Arts and crafts, selfies, and beards rank first in the five largest cities of Denmark

	København	Århus	Odense	Ålborg	Frederiksberg Kommune
1	Arts and crafts	Selfies	Selfies	Beards	Beards
2	Selfies	Beards	Beards	Selfies	Selfies
3	Beards	(Sun-) glasses	Arts and crafts	Arts and crafts	(Sun-)glasses
4	(Sun-)glasses	Arts and crafts	(Sun-)glasses	(Sun-)glasses	Group pictures
5	Smiles	Smiles	Smiles	Smiles	Smiles
6	Group pictures	Group pictures	Group pictures	Group pictures	Sports and fitness
7	Sports and fitness	Sports and fitness	Sports and fitness	Sports and fitness	Muscles
8	Muscles	Muscles	Muscles	Muscles	Arts and crafts
9	Dresses	Travel pictures	Dresses	Profession	Travel pictures
10	Travel pictures	Beach photos	Children	Children	Beach photos

Looking at Denmark's largest cities, we see that arts and crafts are especially popular amongst the online daters from Copenhagen, whilst beards and selfies rank number 1 in Århus, Odense, Aalborg and Frederiksberg. Seems like the hipsters are taking over here. Yet, selfies and beards rank second and third in Copenhagen as well, followed by smiling faces and group pictures. Here, we see that the online daters from Frederiksberg are more likely to upload pictures of them with their family and friends. They also like to share photos of them doing sports, and arts and crafts rank further behind. Over all, cities, glasses, and sunglasses are popular, as well as posing with muscles. Travel pictures made it in the Top 10 as well, but we all know very well that a globetrotter is more attractive than a couch potato.

Interestingly, beach photos are very popular in Frederiksberg, whilst Odense and Aalborg have a rather high amount of pictures with children.

Especially male motives in Denmark's biggest regions



Chest hair and **security workers** are rather frequent motives amongst **male** profiles in **Denmark**

	Hovedstaden	Midtjylland	Syddanmark	Sjælland	Nordjylland
1	Chest hair	Chest hair	Security worker	Chest hair	Chest hair
2	Security worker	Uniforms	Chest hair	Uniforms	Uniforms
3	Uniforms	Wrestling	BMW's	Pilots	Military
4	Topless	Security worker	Uniforms	Security worker	Wrestling
5	Police	Topless	Pilots	Topless	Police
6	Baseball	Military uniforms	Topless	Uniforms	Uniforms
7	Military	Boxing	Military uniforms	Cars	Football
8	Wrestling	Baseball	Wrestling	Military	Topless
9	Ice hockey	Police	Uniforms	Police	Profession
10	Boxing	Cars	Police	Wrestling	Uniforms

In all counties, except for Syddanmark, chest hair is the top motive to be spotted on men's profiles and - unsurprisingly - hardly on women's. Uniforms in general, as well as workwear and military uniforms, are especially prominent on the pictures uploaded by men. Sports such as boxing, wrestling, or ice hockey are hardly to be seen among women. Lastly, in Syddanmark, BMW's rank third when it comes to motives that are most likely to be spotted among men.

Especially female motives in Denmark's biggest regions



Among the Danish women, **cocktail dresses** and **red hair** are very popular

	Hovedstaden	Midtjylland	Syddanmark	Sjælland	Nordjylland
1	Cocktail dresses	Cocktail dresses	Red hair	Cocktail dresses	Cocktail dresses
2	Red hair	Red hair	Cocktail dresses	Red hair	Red hair
3	Little Black Dress	Little Black Dress	Little Black Dress	Little Black Dress	Little Black Dress
4	Ball gowns	Ball gowns	Ball gowns	Freckles	Ball gowns
5	Gothic style	Freckles	Lingerie	Lingerie	Lingerie
6	Freckles	Lingerie	Tongue	Ball gowns	Costumes
7	Lingerie	Smiles	Leggings and tights	Leggings and tights	Horses
8	Leggings and tights	Costumes	Horses	Costumes	Leggings and tights
9	Costumes	Leggings and tights	Smiles	Horses	Tongue
10	Tongue	Horses	Costumes	Smiles	Smiles

Looking at the motives that are especially prominent on women's profiles, we can see that a cocktail dress is at the top of the list in all counties, except for Syddanmark. Other popular clothing items are Little Black Dresses, leggings, and ball gowns, which are mostly found in wedding pictures or graduation photos. Likewise, it seems that Copenhagen's ladies have a liking for black clothing because gothic style is rather often to be seen here. Other features mostly presented by women are freckles and yes, smiles. You might think it is sad that men appear to be frowning more, but there is scientific proof that women are more attracted to men who are NOT smiling on their photos.

We can't likewise quite explain why, but costumes are very popular among women. We've seen kittens, seductive maids, and flawless unicorns.

By the way, in most cases, more than 95% of those with red hair are spotted on women.

Top 10 motives in Finland's biggest Cities



Selfies and beards are the **most popular motives** in the five biggest cities in **Finland**

	Helsinki	Espoo	Tampere	Vantaa	Oulu
1	Selfies	Beards	Selfies	Beards	Beards
2	Beards	Selfies	Beards	Selfies	Selfies
3	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses
4	Sports and fitness	Sports and fitness	Arts and crafts	Sports and fitness	Sports and fitness
5	Arts and crafts	Muscles	Smiles	Muscles	Muscles
6	Smiles	Smiles	Sports and fitness	Arts and crafts	Arts and crafts
7	Muscles	Arts and crafts	Muscles	Smiles	Smiles
8	Group pictures	Group pictures	Dresses	Group pictures	Group pictures
9	Beach photos	Travel pictures	Group pictures	Beach photos	Beach photos
10	Travel pictures	Beach photos	Beach photos	Hats	Hats

Looking at the five largest cities in Finland (Helsinki, Espoo, Tampere, Vantaa and Oulu), we see that selfies and beards are at the top of the list all throughout. Glasses and sunglasses rank third before sports and fitness, arts and crafts, and smiles. Group pictures are very common just like travel pictures and beach photos. Yet, in Vantaa and Oulu people prefer to pose with hats instead of posing in front of historic monuments or in cities around the globe.

State especially male



In **Uusimaa** and other major countries, **chest hair** is most likely to be found among men, while in **Pohjois-Pohjanmaa**, **cars** rank number 1

	Uusimaa	Varsinais-Suomi	Pirkanmaa	Pohjois-Pohjanmaa	Etelä-Pohjanmaa
1	Chest hair	Chest hair	Chest hair	Cars	Military uniforms
2	Uniform	Military uniforms	Military uniforms	Profession	Topless
3	Military uniforms	Topless	Topless	Military uniforms	Profession
4	Topless	Wrestling	Profession	Drums	Arts and Crafts
5	Wrestling	Baseball	Uniforms	Topless	Fishing
6	Police	Uniforms	Weapons	Chest hair	Guitars
7	Pilot	Football	Motocross	Luxury vehicles	Musician
8	Profession	Police	Football	Uniforms	Beards
9	Ice Hockey	Profession	Motorcycles	Fishing	Cars
10	Football	Drums	Drums	Motocross	Team sports

Some say it's hot, some want it waxed or trimmed -- either way, chest hair is among the top motives to be found on men's profiles. It is only in Pohjois-Pohjanmaa and Etelä-Pohjanmaa that cars and military uniforms rank first. Yet, soldiers are found in every country and due to military duties, these pictures are especially prominent amongst the younger male age groups. Additionally, men like to show off each and every kind of uniforms and workwear, whether it be a uniform of pilots, police officers, or doctors. In Varsinais-Suomi and Pirkanmaa, we have a rather big share of men playing drums. They are maybe dreaming of becoming the next big drummers in bands like Sunrise Avenue or the Rasmus.

Especially female motives in Finland's biggest regions



Cocktail dresses and red hair are typically female motives in Finland

	Uusimaa	Varsinais-Suomi	Pirkanmaa	Pohjois-Pohjanmaa	Etelä-Pohjanmaa
1	Cocktail dresses	Red hair	Cocktail dresses	Red hair	Red hair
2	Ball gowns	Little Black Dress	Red hair	Ball gowns	Ball gowns
3	Red hair	Lingerie	Little Black Dress	Lingerie	Lingerie
4	Little Black Dress	Ball gowns	Lingerie	Leggings and tights	Costumes
5	Lingerie	Leggings and tights	Leggings and tights	Horses	Smiles
6	Freckles	Horses	Costumes	Costumes	Selfies
7	Gothic style	Costumes	Smiles	Smiles	Jewellery
8	Leggings and tights	Smiles	Selfies	Selfies	Group pictures
9	Family pictures	Selfies	Activewear	Jewellery	Animals
10	Yoga	Activewear	Horses	Swimwear	Food pictures

Cocktail dresses and red hair are top motives that are to be found on women's profiles throughout Finland's five biggest counties. Also, ball gowns and dresses of all kinds are very effeminate. Freckles and horses, enticing lace and lingerie clothing, and jewellery are top motives on women's pictures as well. But then again, what woman would want to date a man wearing a bra or squeezing into a little black dress? Selfies are typical among females just as family pics in Uusima or snapshots with all kinds of animals in Etelä-Pohjanmaa are. Sporty girls are most likely to be spotted in Varsinais-Suomi or Pirkanmaa.

Top 10 motives in Sweden's biggest Cities



Hipsters taking over!
Selfies, beards and (sun-)glasses are on the Top 3 in **Sweden's** five biggest cities

	Stockholm	Göteborg	Malmö	Uppsala	Sollentuna och Upplands Väsby
1	Selfies	Selfies	Selfies	Selfies	Selfies
2	Beards	Beards	Beards	Beards	Beards
3	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses	(Sun-)glasses
4	Arts and crafts	Arts and crafts	Group pictures	Group pictures	Group pictures
5	Group pictures	Sports and fitness	Smiles	Smiles	Smiles
6	Sports and fitness	Smiles	Arts and crafts	Sports and fitness	Sports and fitness
7	Smiles	Group pictures	Sports and fitness	Muscles	Arts and crafts
8	Muscles	Muscles	Muscles	Travel pictures	Muscles
9	Travel pictures	Travel pictures	Travel pictures	Beach photos	Travel pictures
10	Beach photos	Beach photos	Beach photos	Dresses	Dresses

Selfies, beards, and (sun-)glasses - just as in the first two countries analysed above, these mainstream hipster motives are on top of the list in Sweden's five biggest cities. Whilst in most cities, group pictures and arts and crafts rank fairly high, Göteborg's singles seem to be more into sports. Throughout all cities, smiling faces rank high as well, while travel pictures and the classic beach photos barely made it in the top 10. Lastly, just like fitness, showing abs and muscles is equally important as part of the online daters' healthy lifestyle. Such lifestyle statement pictures are to be found on profiles of men and women.

Especially male motives in Sweden's biggest regions



Wolverines everywhere!
Hairy chests are
extremely popular
among **Swedish men**

	Stockholm	Västra Götalands län	Skåne län	Östergötlands län	Uppsala län
1	Chest hair	Chest hair	Chest hair	Chest hair	Chest hair
2	Security worker	Security worker	Security worker	Topless	Wrestling
3	Topless	Athlete	Topless	Military uniforms	Topless
4	Uniforms	Topless	Pilot	Wrestling	Military uniforms
5	Wrestling	Military uniform	Military uniform	Uniforms	Profession
6	Ice Hockey	Ice Hockey	Ice Hockey	Profession	Uniforms
7	Military uniforms	Baseball	Pilots	Drums	Weapons
8	Police	Profession	Baseball	Football	Beards
9	Football	Pilots	Wrestling	Motocross	Bodybuilding
10	Baseball	Police	Police	Weapons	Fishing

Not just because Wolverine's chest hair became popular again - and the Swedish men know that. Throughout all counties, hairy chest is the top motive that is (unsurprisingly) popular among men and hardly or actually never found on women's profiles. Security workers, topless photos, and uniforms and workwear made it in the top 5. In Uppsala län, even fishing made it in the top 10, whilst in Östergötlands län, Motocross ranks ninth.

Especially female motives in Sweden's biggest regions



The primary **female** motives in **Sweden**?
Cocktail dresses, red hair, and Little Black Dresses

	Stockholm	Västra Götalands län	Skåne län	Östergötlands län	Uppsala län
1	Cocktail dresses	Cocktail dresses	Cocktail dresses	Red hair	Red hair
2	Red hair	Red hair	Red hair	Little Black Dress	Little Black Dress
3	Little Black Dress	Little Black Dress	Little Black Dress	Ball gowns	Ball gowns
4	Ball gowns	Ball gowns	Ball gowns	Lingerie	Lingerie
5	Freckles	Lingerie	Freckles	Horses	Leggings and tights
6	Lingerie	Freckles	Gothic style	Leggings and tights	Costumes
7	Gothic style	Costumes	Lingerie	Tongue	Tongue
8	Leggings and tights	Leggings and tights	Leggings and tights	Costumes	Smiles
9	Costumes	Tongue	Costumes	Family pictures	Horses
10	Yoga	Horses	Smiles	Smiles	Selfies

In Sweden, we have a pretty interesting list with regard to women's preferences in the top five biggest counties. There are still some differences, however. Cocktail dresses, little black dresses, ball gowns, and red hair are popular throughout. Yet, women in Stockholms län and Skåne län are most likely to have dark sides or at least a liking for dark colours and black clothing. Women from Uppsala and Östergötlands län, on the other hand, like to express their cheeky side by showing their tongues.

Västra Götalands län and Östergötlands län have a high share of women posing with horses, and Stockholms län has the highest share of women stretching, flexing, and practicing yoga poses. The costumes couldn't be any more diverse, by the way: We have girls with (floral) crowns, Santa Claudias, and skeleton girls.

Men are from Mars?

How men present themselves online

Physical attractiveness
and cultural capital are
important factors



Most male online daters
upload **only one profile
picture**

The average male Danish, Finnish and Swedish online dater

What does he look like? How does he present himself on dating platforms? Is it possible to detect specific male characteristics when it comes to profile pictures? We will take a look at both sides to this question. We took an in-depth study of the motives that are popular among certain age groups as well as typical male clichés, valid for boys of any age. (Later, we'll also have a look into the motives of the ladies, we promise.)

From the long history of mankind, we know that males have more chances to succeed when physical attractiveness correlates with cultural capital at a high level. Looking into our data, we can see that many men are trying to satisfy these requirements by using pictures of themselves while training at the gym or showing their possessions like cars, tech gadgets, or luxury items.

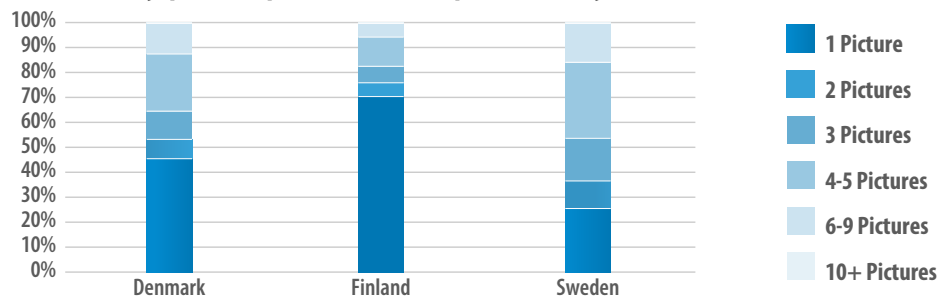
But how much do men actually reveal of themselves? The first thing to look at here is the number of profile pictures. The **average** number of **profile pictures** for **Danish** and **Swedish** online daters is **4.35**; for the **Finnish** men it is slightly less with **4.2**. However, looking into the detailed chart, we can see that those with only "one" profile picture holds the biggest proportion. In fact, 70% of men in Finland have only one picture uploaded on their profiles. To be honest, since there is no such thing as the perfect profile picture, you shouldn't take the risk. Having only one photo leaves the other person suspicious. Are you hiding yourself? More importantly, why are you hiding yourself?

Luckily, though, there is quite a great percentage of men sharing around 4 to 5 profile pictures. Only a few have 2 to 3 pictures in Denmark and Sweden. Some have 6 to 9, but generally, most have hardly more than 10. Our recommendation: While three good pictures are roughly enough to succeed in online dating, two or even just one won't convince many potential partners. Then again, having more than 10 pictures is simply too much.

Comparing the countries with each other, it is interesting to see that the Finnish online daters upload less than the others, and Swedish men upload the most.

Most male online daters upload **only one profile picture**

How many profile pictures are uploaded by men?



Appearance

What are the most distinctive characteristics in male appearance?



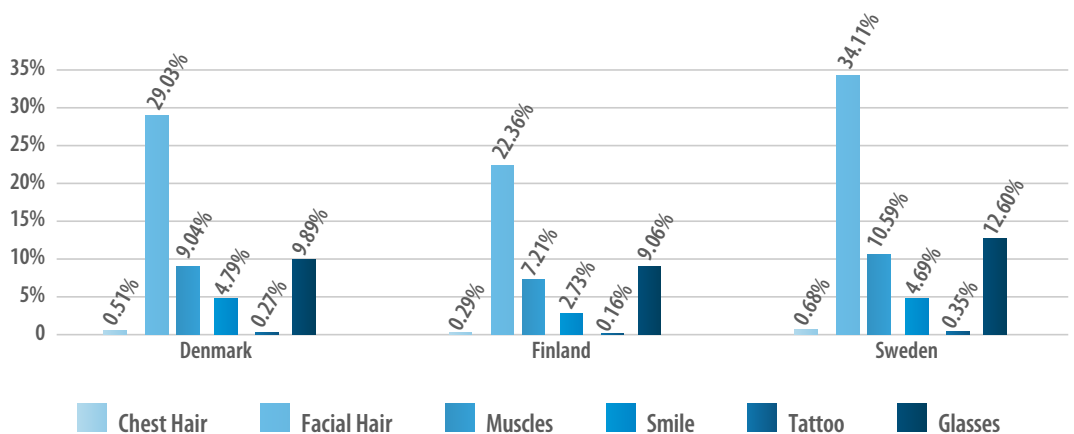
Roughly $\frac{1}{4}$ to $\frac{1}{3}$ of men's pictures feature a beard. Muscles are to be seen on about 7% to 11% of the pictures. The most bearded guys are from Sweden and the least bearded from Finland. The most sporty guys and men with glasses are from Sweden as well. Seems as if the Swedish men are really trendy and go with the flow of brawny, beardy and "nerdy".

The most number of pictures with smiling faces (among men) are to be found in Denmark, followed by Sweden with only a slight difference. Tattoos are hardly to be seen across all countries.

Nearly $\frac{1}{3}$ of the pictures uploaded by men show a beard

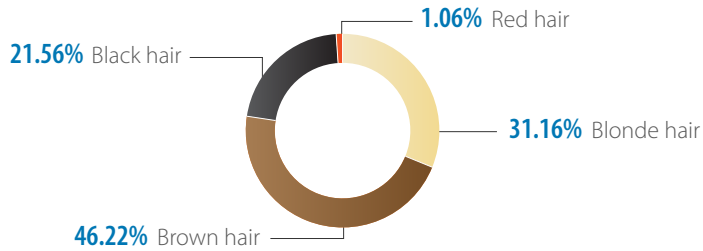
Glasses and sunglasses are present in 9-13% of all pictures, while the most wearers of glasses are to be found in Sweden

Male appearance characteristics

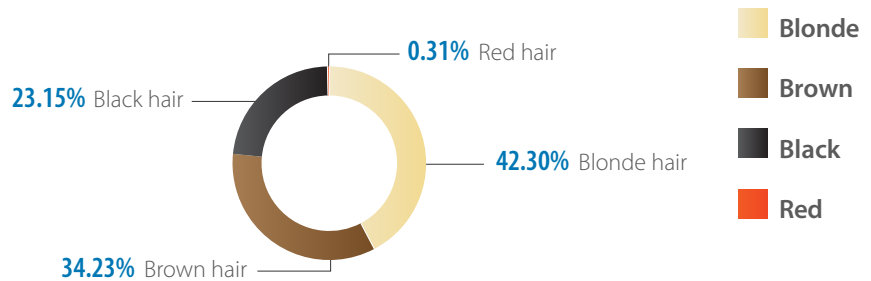


Hair colours

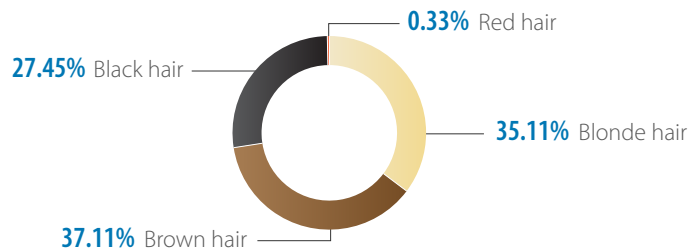
Denmark male hair colours



Finland male hair colours



Sweden male hair colours



Most male online daters from Sweden have brown hair, whilst in Denmark and Finland blonde hair is the most popular



Most male online daters in Denmark (36.81%) and Finland (42.30%) have blonde hair - so, blonde hair is seen in more than $\frac{1}{3}$ of men in all cases. Brown hair is spotted on nearly the same rate, just slightly less (Denmark: 36.28%, Finland: 34.23%). Black hair is to be seen in about $\frac{1}{4}$ of men in all cases (Denmark: 26.62%, Finland: 23.15%), whilst red hair hardly appears (Denmark: 0.29%, Finland: 0.31%).



In Sweden, brown hair (37.11%) slightly outnumbers blonde hair (35.11%) among the male online daters. Yet, here we also only have a difference of two percent. Black hair ranks third with 27% before red hair with 0.33%.

Disclaimer: Only the four most detected hair colors were included here, apologies to all lovely hipsters, punks and free spirits out there with coloured hair...






Very manly:

Top 5 motives per age group

Especially male

What else is really highly masculine? We took a brief look on traits that are often seen in men's pictures but rarely or never in women's.

Men cliché the cliché: chest hair, uniforms, and cars are included in the overall top 5 with so many motives in nearly every country

		
1 Chest hair	Uniform	Chest hair
2 Bare chest	Chest hair	Bare chest
3 Uniform	Bare chest	Uniform
4 Cars	Police	Military
5 Mechanic	Wrestling	Police



Across Scandinavia, chest hair is found solely among men (which is rather normal). Topless photos are primary motives as well (what a surprise). Likewise, uniforms (e.g. police and military) are rather popular among men. In Denmark, pictures of men with cars and mechanics get to be in the top 5, whereas in Finland, wrestling photos made it in the top list.

Denmark

Very manly: Top 5 motives per age group



	18-24	25-34	35-44	45-54	over 55
1	Hockey	Art	Pitbulls	Berries	Paramedic
2	Soccer	Bartender	Tiger	Ferrari	Jeep
3	DJ	Snowboarding	Money	Champagne	Wolf
4	Suits	Siberian Husky	Cello	Oldtimer	Chevrolet
5	Volkswagen	Boxing	Bulldogge	Saxophone	Bowling

What can we say about male online daters between 18 and 24 in Denmark? Well, first and foremost, they love their sports: hockey and soccer. Both are in the first two ranks, respectively. Young men in this country seem to love going out to do some disc jockey activities as well, although some are only fond of listening to famous DJs. If you will check the third most popular motive, men in this age group obviously like to suit up - these pictures were most likely taken during a graduation ceremony or a family event. Lastly, Danish young men are fond of posing with cars, especially the Volkswagen.

Men who are 25 to 34 years old are into other sports such as snowboarding and ice boxing, but they show a cultivated side as well. We can say that arts in its entirety (of all kinds and in all forms) may be considered as the most frequent motive here. Additionally, they love drinking (as well as mixing drinks and posing in bars). You may also notice that Siberian Huskies rank number 4. Well, no one can resist a husky's charme.

Pitbulls rank number 1 for male online daters between 35 and 44, followed by... tigers? Yes, "Life of Pi" men of this age group team up with these wild cats for fierce online dating profile photos. Next is money: but not just pictures of stacks, no. Most money pictures are related to gambling. Cello and bulldogs rank number 4 and 5, respectively.

As to older men between 45 and 54, most are into healthy berries. As a luxury leisure, they also like Ferraris, champagne, and oldtimers. And yes, indeed, they are into Jazz as saxophones rank number 5 here.

The oldest age group of Danish online daters shows of their social side: Paramedics rank number 1 among them. Jeeps, wolves, Chevrolets and Bowling take the other ranks.

Finland

Very manly: Top 5 motives per age group



	18-24	25-34	35-44	45-54	
1	Hockey	Art	Bartender	Sea captain	Chevrolet
2	Uniform	Boxing	Asian Food	Lion	Porsche
3	Suit	Party	Chihuahua	Trombone	Birds of Prey
4	Academic robe	Festival	Cake	Champagne	Parasailing
5	Skating	Dancing	Rottweiler	Ford	Helicopter

It's no secret that men love sports, and they are not shy to share their passions on their dating profiles, but why all the game play? Anyway, hockey ranks on number 1 here for those who are 18 to 24 years old.

Next are uniforms of all types and kinds but predominantly, military. Suits rank on three before academic robes and skating.

Men between 25 and 34 are into arts and boxing, but it seems like they also love to live it up by going to parties, visiting festivals, and dancing - no surprise, we suppose?

Bartenders rank on number 1 in the following age group. Why, you ask? We guess that men in this age like heading out to bars and restaurants instead of being the bartender.

Asian food comes in second right before... wait, what? Yes. Chihuahuas are rather popular in this age group. In fact, they are more popular than cake and Rottweilers. As the Finnish man progresses in life, so does his online dating profile. Between 45 and 54, Sea captains rank on number 1, followed by fierce lions, trombones, and of course, champagne. Lastly, they seem to like cars, particularly a Ford one..

The oldest group of Finnish online daters is into vehicles of any kind. They love Chevys, Porsche and... Helicopters (#5). Birds of Prey rank on number 3, whilst the extreme sport of parasailing ranks on number 4 - Chapeau, men.

Sweden

Very manly: Top 5 motives per age group



	18-24	25-34	35-44	45-54	over 55
1	Hockey	DJ	Sharks	Champagne	Paramedic
2	Skating	Bungee Jumping	Inuit dogs	Money	Ferrari
3	Soccer	Dancing	Chevrolet	Mechanic	Jeep
4	Academic robe	Rodents	Collie dogs	Coffee	Ford
5	Suits	Boxing	Skulls	Cocktail	Chocolate

Surprise, surprise - the young Swedish love hockey, skating, soccer, graduation pictures and suits, whilst the 25 - 34 love DJs, dancing and extreme sports plus boxing. The one thing surprising here: Rodents. We are not to sure why, but maybe guys in this age just have a passion for cute, furry pets, that you needn't take out for a walk? Anyway, sharks are to be found among the slightly older (35 - 44), followed by Inuit dogs, Chevys, Collie dogs and... Skulls. Maybe the skulls express that they don't want to wait for love until they die? Who knows?

Finally, while men above 45 either love to live it up with champagne, money, and cocktails or work hard as mechanics and turn into coffee-addicts, men of the oldest age group, on the other hand, show their social side as paramedics or simply enjoy chocolate. Yet, they also team up with cars to show their need for speed and action: Ferraris, Jeeps and Fords rank on 2 to 4.

Young Scottish lads are more into instruments than others, yet they enjoy soccer and partying just as much.

Brave men?

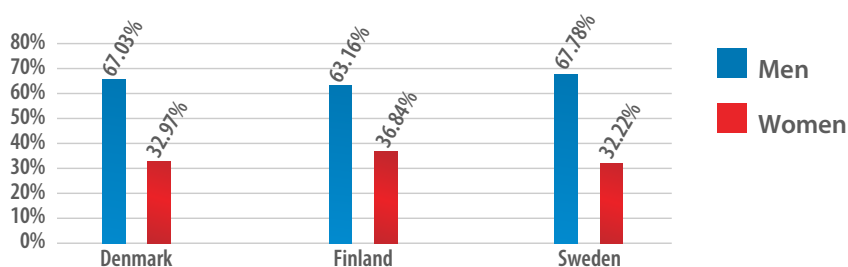


What else can be said about the modern male online dater? The answer is quite simple: he hasn't changed much since the Stone Age, except for the tools he uses to prove his mettle. He wants to be displayed as a hero by showing his masculinity and courage.

Extreme sports

Bungee jumping, skydiving or motocross riding – we've summed up all types of extreme sports and checked the male/female ratio. Most pictures, almost almost two thirds, come from men in the total chart.

Who's showing extreme sports?



Almost **70%** of pictures
doing extreme sports
are from **men**

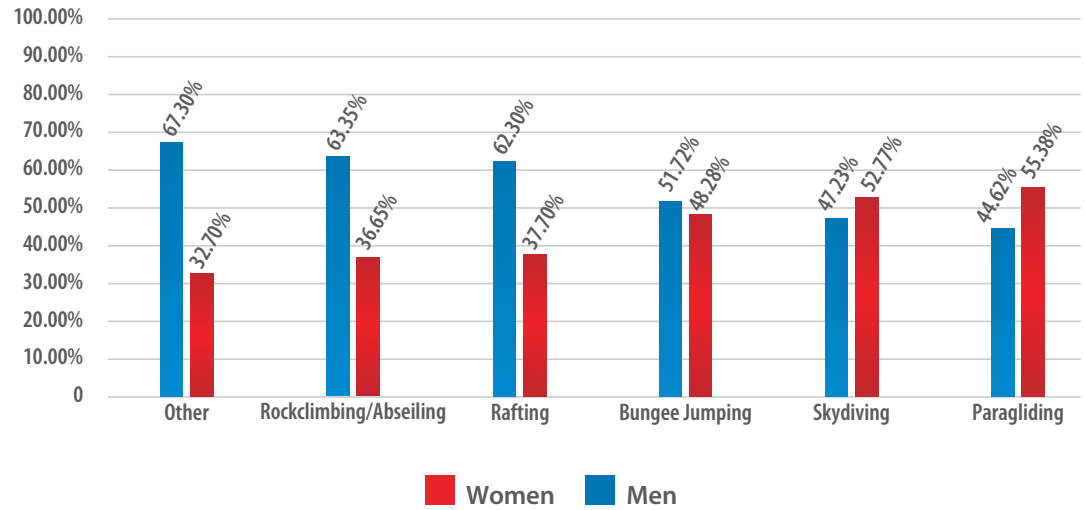


There are clearly more men than women who are into extreme sports, even though Finland takes the highest share with 36.84% of women having a daring personality and engaging in risky sports.

A more detailed look reveals that some types of extreme sports attract more women: bungee jumping, skydiving, and paragliding are nearly uniformly distributed. These may be once-in-a-lifetime-adventures, which women want to experience and show proof in their profiles that they did it, so their share is higher here.

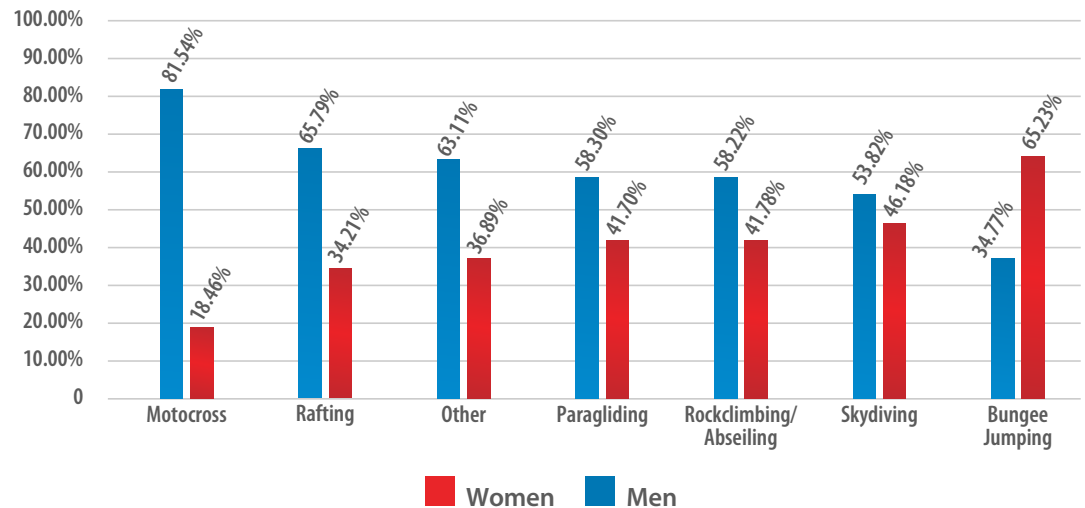
Rockclimbing is especially popular among men, whilst Paragliding or Bungee Jumping is nearly as or even more popular among women as well

Gender ratio extreme sports Denmark



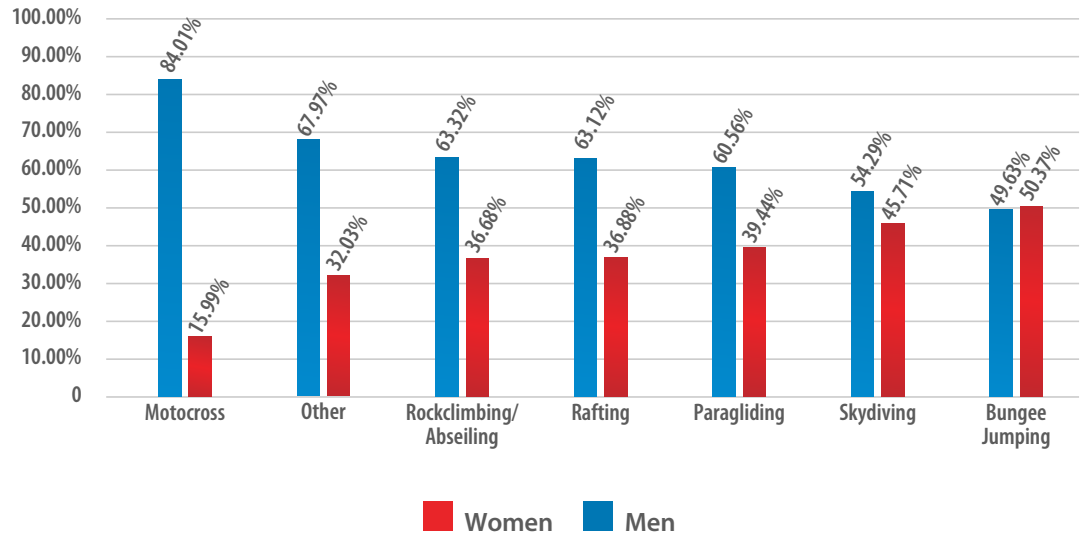
In Denmark the gender distribution doesn't show a major difference of the percentages for men and women. Yet, rockclimbing is a sport especially performed by men with a ratio of 63/37, whereas Skydiving and paragliding are especially popular among women.

Gender ratio extreme sports Finland



In Finland, Motocross is the extreme sport especially performed by men with more than 80% of the total share. On the contrary, the extreme sport especially performed by women is bungee jumping with 65% of the total share.

Gender ratio extreme sports Sweden

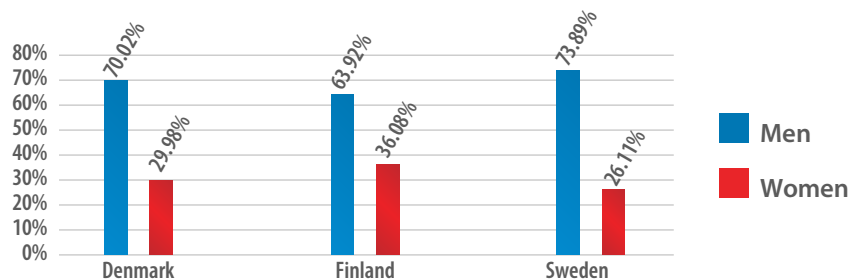


In Sweden Motocross ranks on number 1 when it comes to extreme sports especially performed by men, holding a share of 84%. Bungee jumping is, as in the other countries, popular among women as well, even though they outnumber their male counterparts only slightly, with a share of 50.37%.

Manly, muddy?

Well, here we go: men and mud – some men love to unleash their inner dog and become as dirty as possible, and we see why this can be really fun. This also reveals quite a lot about his personality – that he loves adventures, doesn't take himself too seriously, and he definitely seeks a woman who does not need to check her face in the mirror every other minute. He's the type of guy to start food fights and accept every single silly bet that is offered to him. His energy is endless (just to let you know what you are getting yourself into). For some, that may be too much. For others, he's a rare gem that should be embraced. And, before we forget, more than a quarter of all mud-loving people are female. These girls are just as much fun but may request a hot shower sooner rather than later.

Manly, muddy?



Men love mud – almost **70%** of pictures displaying **muddy bodies and faces** are from **male** online daters.

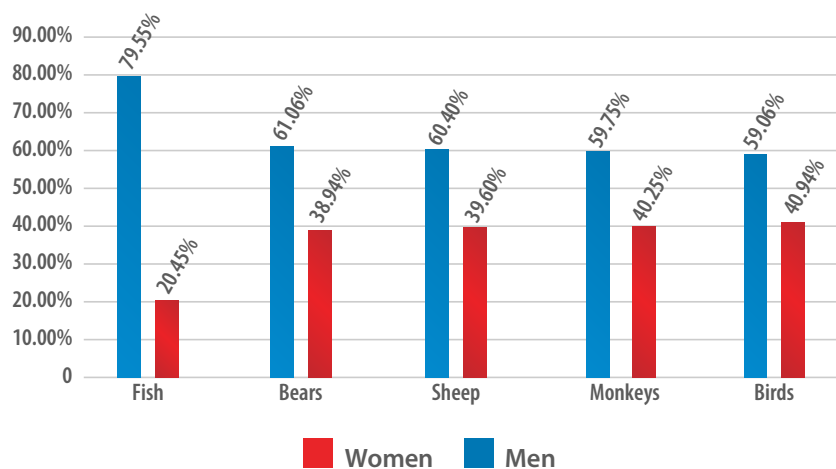


The most male mud lovers are to be found in Sweden, whilst the most female mud lovers are from Finland – about 36% of muddy pictures are uploaded by women here. Yet, the distribution clearly does not vary too much. Men are indeed the greater litter louts in Scandinavia.

Wild animals

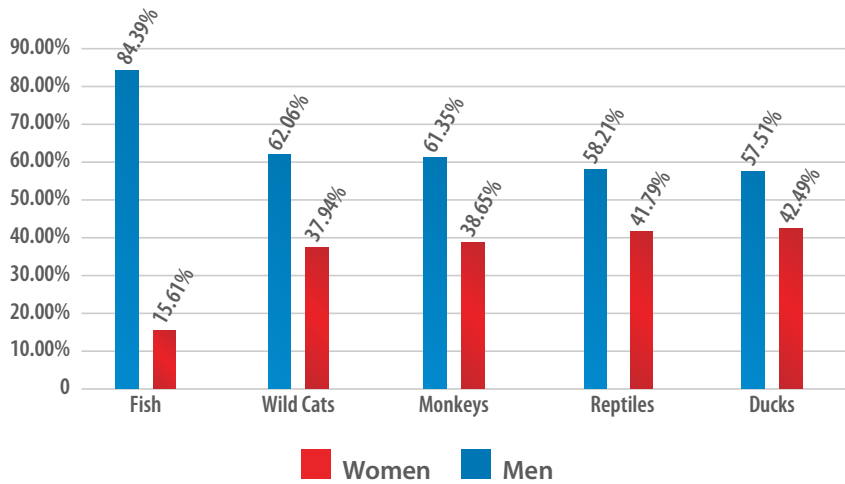
Men prefer posing with **wild animals**, especially with wild cats, birds and fish

Who meets with wild animals in Denmark?



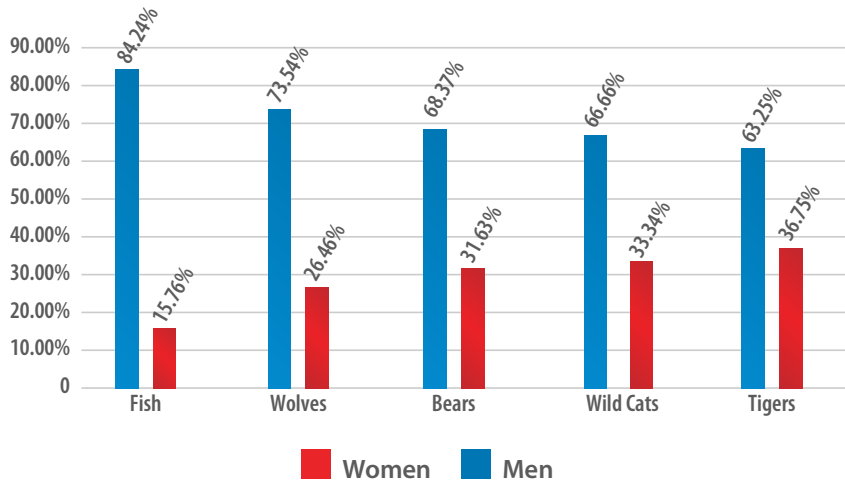
In Denmark, men apparently absolutely love fishing - about 80% of all pictures with the slippery and wet pisces are uploaded by men here. Second in line are... bears? Yes, bears. But we are not solely talking about big brown bears. We are also referring to pandas and, of course, teddy bears. Yet, you shouldn't neglect the impact of a strong man with fierce and fluffy sheep, which rank on number 3. Next in line are monkeys and apes, followed by birds.

Who meets with wild animals in Finland?



In Finland, pisces come first as well – here, even with nearly 85% of the share coming from the male online daters. Second come wild cats such as tigers, lions, and cheetahs. These wild creatures are followed by monkeys, reptiles and ... not to be underestimated: wild ducks.

Who meets with wild animals in Sweden?



Swedish men proudly present their catches – just like the other Scandinavian anglers. Fish are the number one species on the profiles of Swedish online daters. On rank two, we have the online daters running with wolves on the prowl. Next are beards, whether stock photos, brown or teddy bears, then followed by wild cats, specifically tigers.

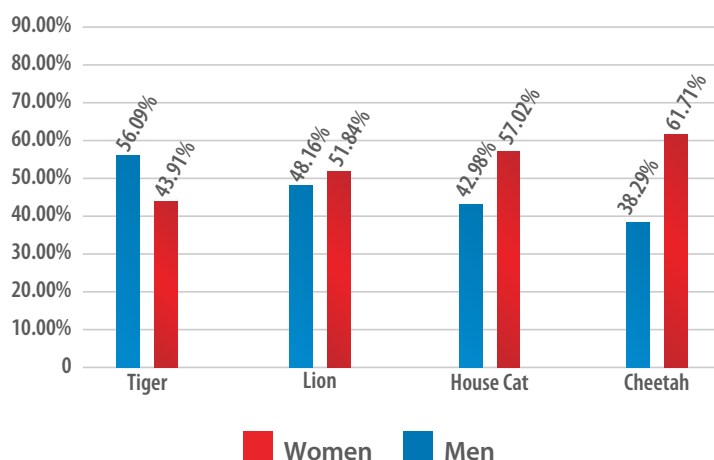
All in all, women are less likely to present themselves with wild animals, but it can't be said that such animal love is a completely manly habit. It just happens to be done more by men. Naturally we, at DatingScout, love cats. Hence, we decided to take a deeper look into these purrrcentages:

It seems that both of our male and female online daters have a certain feline for large and small cats.

The male online daters seem to love their pussy cats – no matter if it is domesticated or not. They outnumber the women in nearly every country.

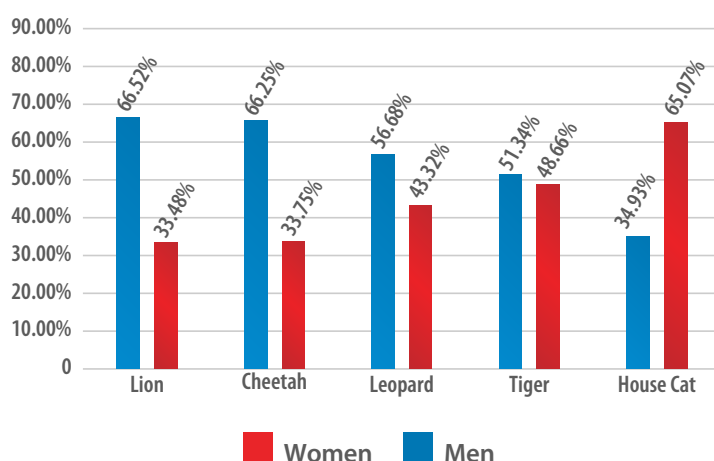
Men prefer wild cats
over tamed
domesticated cats

Denmark: Wild cats or house cats?

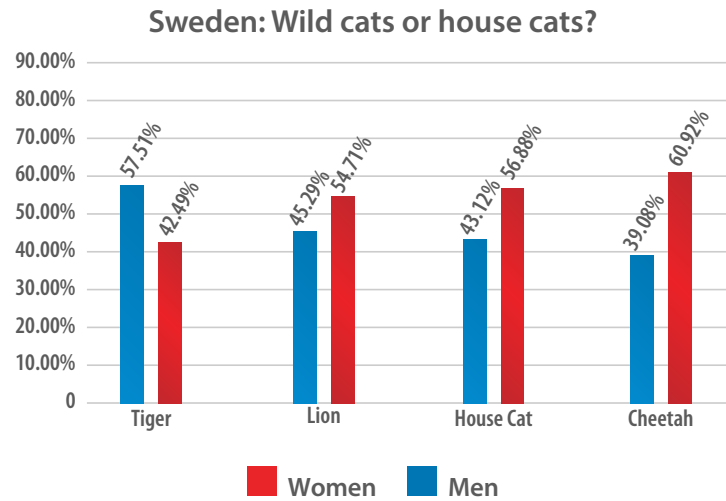


In Denmark we can see that tigers are preferred by men with 56% of the share, whilst lions, house cats and cheetahs are more likely to be spotted and women's profiles.

Finland: Wild cats or house cats?



In Finland it is evident that men have a preference for big cats: Lions, cheetahs, leopards and tigers are more likely to be seen on men's profiles, whereas house cats are more likely to be spotted by women with a ratio of 65% to 35%.



In Sweden solely the lions are more likely to be spotted on men's profiles, whilst house cats, cheetahs and leopards are to be seen on women's profiles more often.

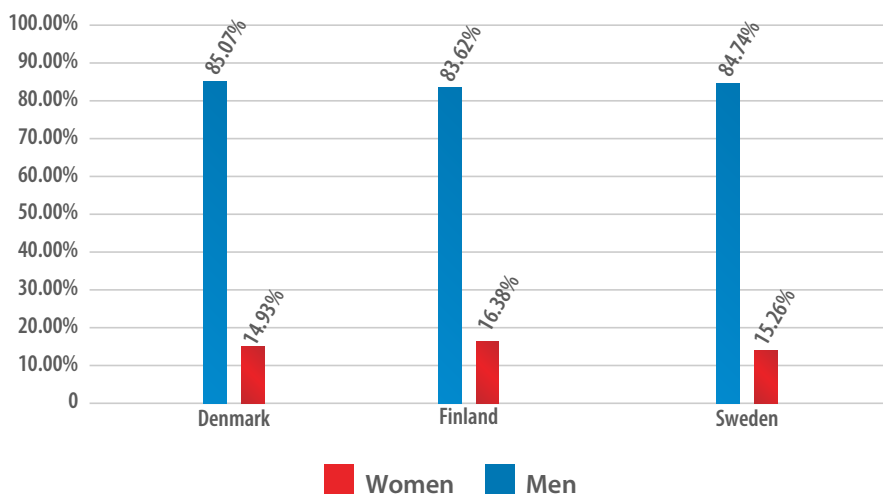
Sign up now and get

your tickets for the gun show

'Bang, bang, my baby shot me down' was once a hit, but usually, women aren't that attracted to men with weapons. And yet, we have come to see that men here do not only show their bare arms, but also bear arms!

Women tend to be more caring and conceal creatures with only a maximum 16% of armed pictures going to them. The other whopping maximum 85% (in terms of parading a piece on their profile) go to their male counterparts... So, why is this the case?

Who's showing their weapons?



More than 80% of pictures with **weapons** are to be seen on the profile of **male online daters**

Men will always be men: Fighting for a cause and showing strength through the wielding of a weapon. Perhaps, it is a simple aspect of biology from the time of Stone Age when men had to be masculine and had to be the protector, or simply a matter of psychology that men like to show off how they can handle dangerous arms. Unfortunately, the data has not yet led us to a clear answer.



Over all countries, we have a share of more than 80% going to the male online daters. The highest male share and lowest female share is to be found in Denmark, whilst the share is approximately the same in Sweden. In Finland, we have the most women with guns: about 16%.

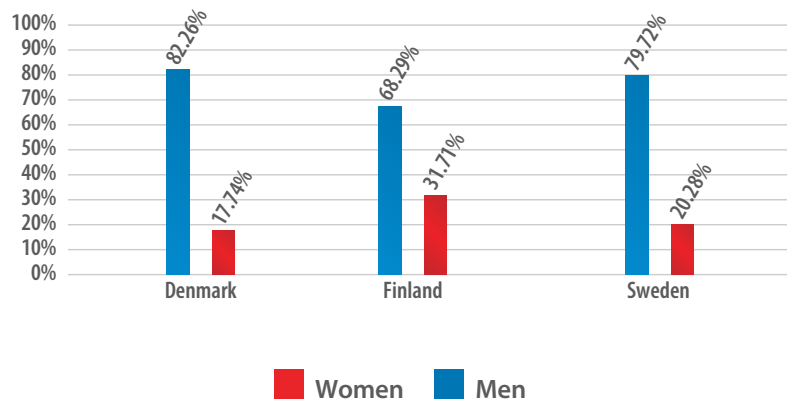


"I can be your hero, baby"

Women love to be charmed and are in constant need to be rescued, according to the standard superhero tale, which is "bad villain captures princess, superhero flies, runs or jumps to the rescue". But, dear men, if women loved their supernatural rescuers so much, why is it that superhero comic books are rather a male thing? While we are not against the great pop culture domain of comic books, we must say something about male online daters dressing up as superheroes. Yes, there is a market share for almost everything but please consider that you might just look plain silly with Hulk hands or wearing a Superman cape. Still, we're also talking about a 9% to 19% superheroine share here. Yet, it is doubtful that any man would complain about meeting Catwoman or Lara Croft.

68% to 82% of
superheroes are male

Who dresses up as superhero(ine)?



In Denmark, we have the highest share of superheroes (82%) and the lowest of superheroines (18%). The ratio in Sweden is rather similar with 80% male and 20% female superhero(ine)s.



The Finnish girls love to dress up or pose with superhero(ine)s. About 30% of these DC and Marvel-inspired pictures are uploaded by women.

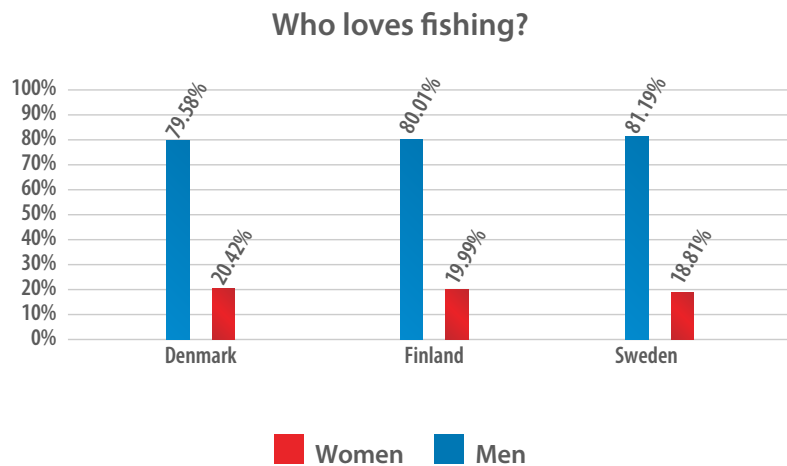
Finally: Who loves fishing?

If he doesn't shoot or dress up silly, he might just be a man who loves nature and shows his skills as a provider: a fisherman with his rod and proudest catch. With more than 80% in every country, there are definitely more men going fishing than women.



Throughout all Scandinavian countries, there is a maximum of 20% fisherwomen (and a minimum of 19%) - so in all countries about 80% of people proudly holding up their catch of the day are men.

More than 80% of all
fisherpeople in our
data are male





“Where’s my prince charming?”

How female online daters

present themselves

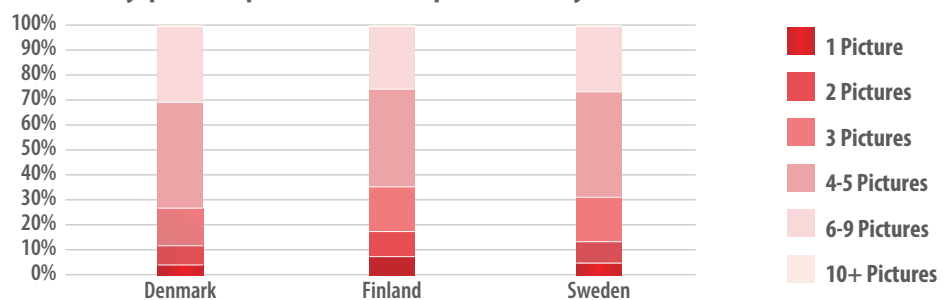
The average Danish, Finnish and Swedish female online dater

How do women like to present themselves online? Evolutionary scientists have found that physical traits do indeed matter: women who look more feminine and healthier are preferred by men, though looks are of course, influenced by individual taste.

We took a detailed look at women in our study:

Most women love to offer a broad view of themselves with 4 to 5 or 6 to 9 profile pictures. The average number of pictures in Denmark and Finland is 4.6, while in Sweden is 4.5. Only very few women decide to show less. While three pictures, if they aren’t all selfies from the same angle, can still provide good insights, two or just one image is probably not enough here. Yet, having more than ten pictures is not recommended either - you should keep some surprises until you guys meet.

How many profile pictures are uploaded by women?



Most **women** in Scandinavia are using **4 to 5 pictures** in their dating profiles.



In all of our Scandinavian countries, we can clearly see that the majority of women upload more than three profile pictures. Finnish women are more likely to upload less than three and more than 10. Just keep in mind: sometimes, less can be more.

Appearance

What is the characteristic in Denmark, Finland, and Sweden that women are most proud of? If we take all the pictures of women and check the most frequent traits, long hair comes in first – not a complete surprise to us. Muscles aren't popular among women as compared to men, but that's okay - if men are bulky and brawny, this gives women the opportunity to show their graceful side.

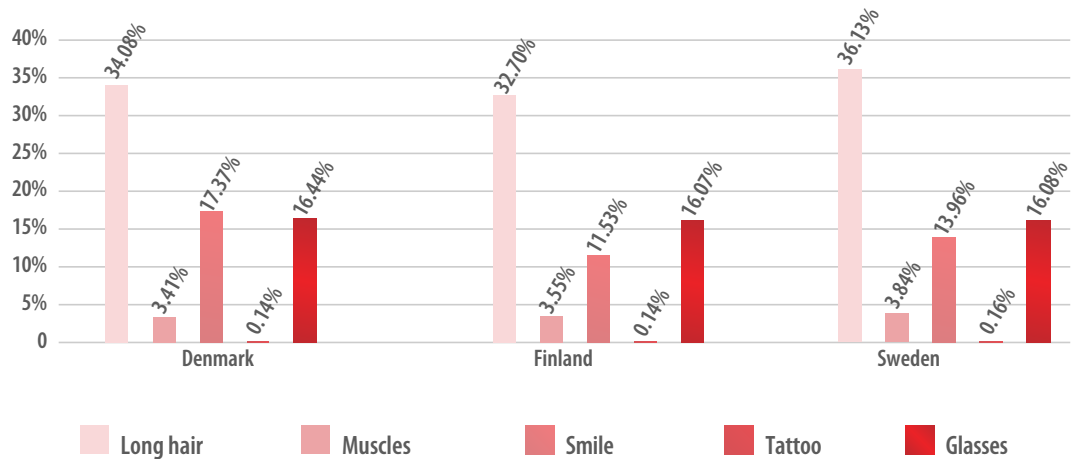


Scandinavian girls love to show off their long hair. In fact, on about one third of all female pictures, you will find women with long hair. The other pictures might hide the length, with a ponytail or bun, or might be rocked by a woman with a flawless short hair cut. We see muscles in about 3% to 4% of all pictures uploaded by females, with the lowest share found in Denmark.

Long hair is a typical female trait in pictures

Sunglasses and spectacles are to be found on **16%** of all female pictures, while **smiles** are detected on **every tenth** picture.

Female appearance characteristics

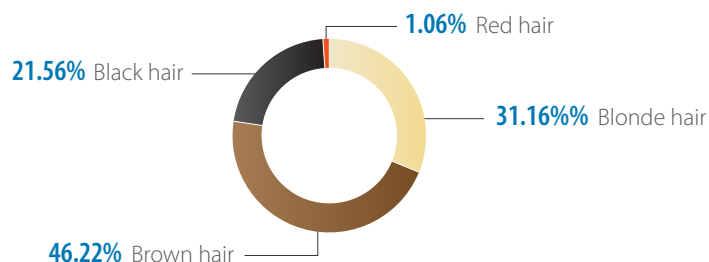


The most detected hair colour here is clearly brown. With more than 40% in all countries, most of the female online daters from Scandinavia are brunette. They are followed respectively by women with blonde hair at about 30% and black hair at about 25%.

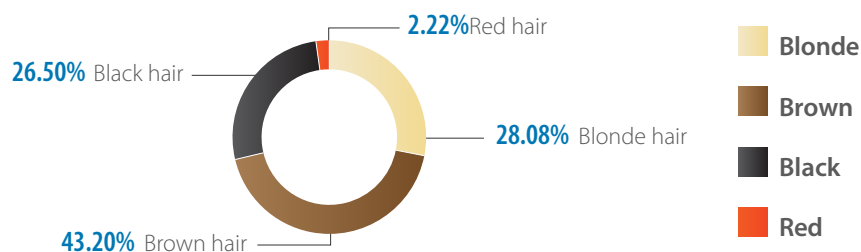
Red hair is very seldom among all countries, but most likely to be spotted among the Finnish online dating women.

Hair colours

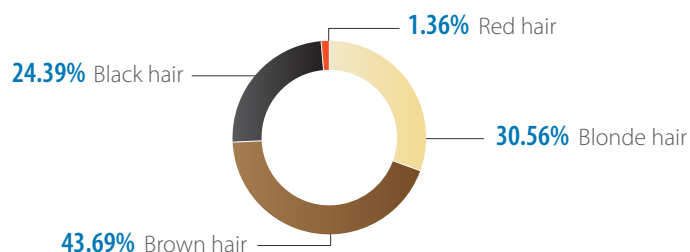
Denmark female hair colours



Finland female hair colours



Sweden female hair colours



Most female
online daters have
brown hair



The most detected hair colour is clearly brown here. With more than 40% in all countries, most of the female online daters from Scandinavia are brunette, followed by blonde hair about 30% and black hair at about 25%. Red hair is very seldom among all countries, but most likely to be spotted among the Finnish online dating women.

Very feminine: Top 5 motives per age group



	18-24	25-34	35-44	45-54	over 55
1	Lingerie	Rain	Sharks	Champagne	Mouse
2	Gothic Style	Kangaroo	Berries	Rabbit	Yorkshire Terrier
3	Cocktail Dresses	Bungee Jumping	Inuit Dogs	Cake	Ducks
4	Purple or Pink	Train	Soft Drinks	Small Terrier Dogs	Birds of Prey
5	Jeeps	Volleyball	Pitbulls	Beagle	Paragliding

So, how do women of various ages in Denmark present themselves online? We have found some typical, as well as some rather surprising motives in this ranking. Looking at the top 10 motives in the youngest age group, we see a lot of motives that are thought of as very girly: dresses and effeminate colours such as purple or pink. But seductiveness, gothic style and jeeps are rather likewise popular among this age group.

Women between 25 and 34 seem to love travelling and going on adventures: That's why kangaroos and bungee jumping might rank so high here. Likewise, they seem to like this idea: be left outside in the rain, wait for their future partner to come up, and hang on until they shelter them with an umbrella. This seems interesting. Anyway, trains and volleyball made it under the top 5 here as well. Furthermore, trains and volleyball made it under the top 5 here as well.

Middle-aged women enjoy their lives with fierce and tamed animals, while women between 45 and 54 surround themselves with champagne, cake and small dogs.

The oldest age group of Danish female online daters show us that age is nothing but a number as they even go paragliding or pose with animals.



	18-24	25-34	35-44	45-54	over 55
1	Lingerie	Family Pics	Seafood	Water	Ballett
2	Gothic Style	Northern Dogs	Horses	Leopard	Fireworks
3	Long Dresses	Skydiving	Freckles	Shih Tzu	Berries
4	Cocktail dresses	Red hair	Reading	Giraffe	Boston Terrier
5	Little Black Dress	Volleyball	Tiger	Cocktail	Pole Dancing

What about Finnish female online daters? We took an in-depth look at all motives that are predominant in certain age groups:

In the youngest age group we have a lot of seductive clothing: cocktail dresses, lingerie and the Little Black Dress are very popular among this age group. Surprisingly, Gothic styles as well – but we all know that phase where style is changed every season. Family pics are to be found in the following age group (25-34) more frequently, as well as Northern dogs, thrilling skydives, red hair and volleyball.

Female online daters between 35 and 44 love seafood as well as horses, reading and tigers. A pretty bifurcated list but we think it's good to have more than one side of personality. Additionally, freckles are to be spotted more frequently in this age group.

In the age group between 45 and 54 women enjoy the luxury life with cocktails and plenty of animals. But don't forget to stay hydrated: water is on rank 1 here. The oldest women have a sense for the beauty of performing arts: they love ballet and modern dancing, although they appreciate fireworks and boston terriers as well. And again we have berries, but maybe the ladies just want to show that they are still cheeky fruits.



	18-24	25-34	35-44	45-54	over 55
1	Lingerie	Kangaroos	Yoga	Small Terrier dogs	Mouse
2	Gowns	Alaskan Malamutes	Culture-specific clothing	Seafood	Ice cream
3	Little Black Dress	Pole Dancing	DJ	Leopard	Rain
4	Gothic style	Red hair	Inuit Dogs	Chocolate	Berries
5	Long hair	Golden Retriever	Mud	Freckles	Cake

The Swedish list resembles the one of Scandinavia in general: in the youngest age group, we have a lot of dresses, seductive lingerie, and gothic style pictures. Women between 25 and 34 love animals and dancing, but also show off their flexibility and abs with pole dance. Red hair is especially popular in this age group as well.




Middle-aged women stay fit with Yoga, enjoy their lives at the nightclubs, or show off their ethnicity in culture-specific clothing. But apparently, If women get muddy and don't care about it, they are mostly 35 and 44.

Women between 45 and 54 have a passion for dogs as much as their passion for wild animals and chocolate. And as seen in the other countries as well, ladies above 55 years of age are living the good life: ice cream, berries and cake are among the top 5 here.

Tiaras, dresses and horses?

What else is really very feminine? We took a brief view at traits that are often seen in women's pictures but rarely or never in men's.

Here's our top 5:

		
1 Miniskirt	Uniform	Cocktail Dress
2 Cocktail Dress	Cocktail Dress	Fringe haircuts
3 Bikini	Fringe haircuts	Lingerie
4 Fringe haircuts	Red hair	Red hair
5 Red hair	Lingerie	Little Black Dress

In some way it is pretty obvious that we're finding many especially "girly" things here with this way of sorting our data. These are all things that are, and almost, never seen in men's profile pictures. (Though we've spotted some funny guys in tight dresses with feather boas...).



Unsurprisingly miniskirts rank the highest, followed by cocktail dresses and bikinis. But then again, it would be somewhat strange spotting men in these typically female clothing items, wouldn't it? Having a fringe haircut is an especially popular hairstyle and so is red hair (no matter if dyed or natural), which is spotted more on female heads.



Finnish women pose with miniskirts and cocktail dresses as well, yet some pictures also show the ladies in playful lace lingerie. What might be the intention here? We can only guess – later on we will take an in-depth look into subtle messages of these.



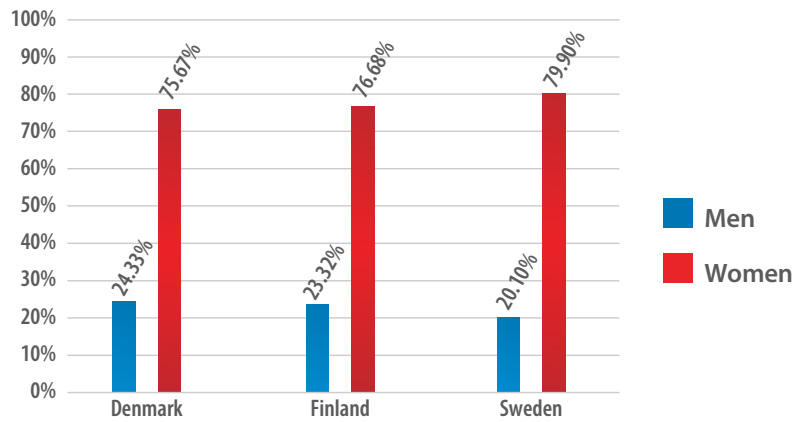
Swedish girls love Cocktail dresses and fringes as well as lingerie and red-coloured hair. Yet, instead of miniskirts, Little Black Dresses made it up into the top 5.



There might be a chance to meet a **real Prince Charming** - or at least a **skilled cowboy**.

Horses - Cowgirls or Prince Charming riding along?

Who loves horses?






Throughout all countries we have 75% to 80% female online daters posing with at least one horse. Yet, the possibility of finding prince charming is highest in Sweden: Here we have almost 25% of men with their steed.

More girly stuff



Sunglasses are very popular among women

Top 5 clothing items

		
1 (Sun)glasses	(Sun)glasses	(Sun)glasses
2 Leggings	Leggings	Leggings
3 Dresses	Dresses	Dresses
4 Jewellery	Jewellery	Jewellery
5 Hats	Hats	Hats






We took an in-depth look at the clothing items that are worn most often by female online daters across all Scandinavian countries. Believe it or not, in all of them, the list is exactly the same. Glasses are number 1, followed by leggings and dresses, whether long or short. Jewellery is in fourth place and then hats come last. This list sounds like the Scandinavian women enjoy casual and stylish clothing. This is pretty normal, but the right execution is the key.

Top 5 colours in women's pictures

Black is the **most detected** colour on women's pictures



			
1	Black	Black	Black
2	Blue	White	Blue
3	White	Blue	White
4	Red	Red	Red
5	Pink	Red	Pink

Not so girly here: black comes in first place as it is the most detected colour. We'll see later in details why is this so. Pictures with blue waters or sky colours rank on number 2, but blue is the usually dominant colour in the pictures (Although in Finland, white ranks prior to blue – we guess that this is due to monochrome pictures). Blue dresses and gowns are also on the rise. White ranks on 3 in Denmark and Sweden – not only white clothing, but also monochrome photography of mostly white colour.

But hey, we also have some "female" colours – red and pink. A little bit of princess flair is essential, we guess.

Women and sports




We've already seen that the Scandinavian online daters love sports. So we checked what the most popular ones are:

Top 5 most popular sports among female Danish, Finnish and Swedish online daters






Female online daters from the Denmark, Finland and Sweden seem to be brave and tough: They love risky sports as well as fitness, athletics and water sports. Dancing comes last in our top 5, but we will look at the details of this later. We also noticed that whilst Danish women love swimming, the Finnish and Swedish women love to go skiing. Either way, it's still a pretty tough list.

Fitness is the most detected sport in women's profiles

		
1 Fitness	Fitness	Fitness
2 Extreme sports	Extreme sports	Extreme sports
3 Boating	Boating	Boating
4 Running	Running	Skiing
5 Swimming	Skiing	Running

Above is a pretty cool list, but we have also looked at sports that are especially performed by women and seldom or not at all by men. Here are our top 3:

Pilates, Yoga and Dancing are sports with many women and not many men

		
1 Pilates	Pilates	Yoga
2 Yoga	Yoga	Pilates
3 Dancing	Dancing	Dancing



Pilates, Yoga, and Dancing are sports especially performed by women. But then again, men aren't really into flexing their bodies or are known to have flexible joints, isn't it?



How do Danish, Finnish and Swedish

present themselves - regardless of the gender?

We've analysed more than **1 million pictures** from Scandinavia:
340,000 from **Denmark**
360,000 from **Finland**
and **380,000** from **Sweden** and more than **22 million** in total

A general view on Danish, Finnish and Swedish online daters

As we've clearly seen, there are many differences in the way men and women handle their online dating profiles. But they also have a lot in common and such will be revealed in the following chapter when we look at their favourite spots and backgrounds, friends and other subjects in pictures.

Generally speaking, the online daters' pictures of themselves are sharp and clearly in focus, but showing or surrounding themselves with cherished items or people. This adds to the overall impression, allowing visitors to understand better their personality type.

However; only **75.1%** of all pictures in **Denmark**, **56.1%** in **Finland** and **77.4%** in **Sweden** clearly show a person.

Overall, the profile picture is the key in online dating because from that and other images, we can surmise whether the person is the right match for us; not just from their looks, but from what their images represent.

Travel pictures are always a good idea to show wanderlust or open-mindedness. Beach, mountains, famous landscapes or tropical surroundings show the interesting places that you have been to.

Or you can show your social life, with friends or at parties, but make sure that you are not the only one who finds these snapshots hilarious and that they represent you well. There are many other things we've detected as add-ons in the pictures like pets, family, food and so on. All these give clues and hints about the person behind the picture, so let's take a closer look in the upcoming chapters...



Most popular motives

Backgrounds matter! Online daters should definitely present themselves outside their flats or living rooms. A nice surrounding is always a good chance for a lovely picture. This counts for Instagram as well as for dating profiles.

Pictures with natural light is better than pictures that have been taken inside. It gives more charm to the complexion and it also shows that a person likes being outside.



City, countryside or beach?

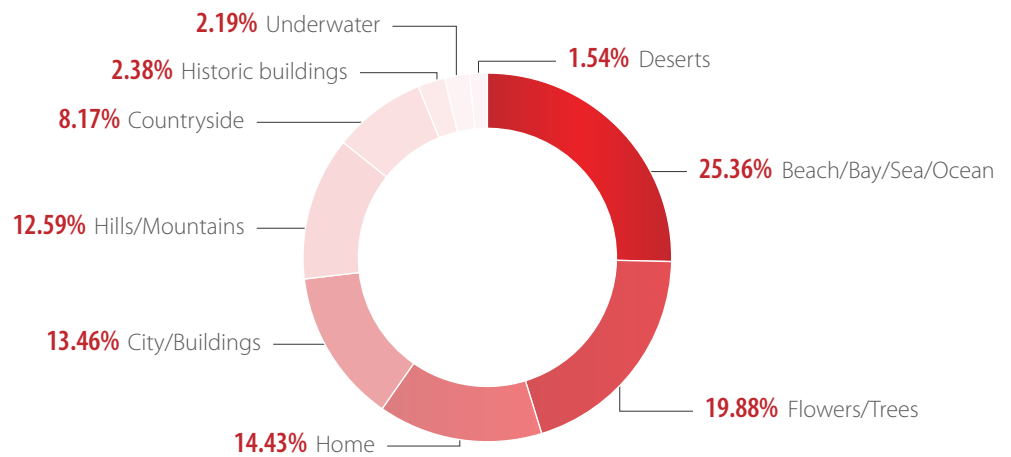
So, what do the Scandinavian people choose to surround themselves with? Ranking first in all cases, we have beaches and bays. But it is no surprise that we like to present ourselves when we are at our most relaxed and happy state, chilling on dreamy beaches with cocktails or enjoying the sun. Next in line are pictures with flowers and trees in the background. Ranking third are pictures taken at home, but if you decide to take your photo at home, you need to check whether the room is messy, and if so, clean it! There is nothing more embarrassing or unattractive than an untidy person or toothpaste dots on the mirror when taking a selfie in the bathroom.

Urban surroundings rank four in Denmark and Finland. The Swedish online daters prefer mountains and hills (which rank five in Denmark and Finland).

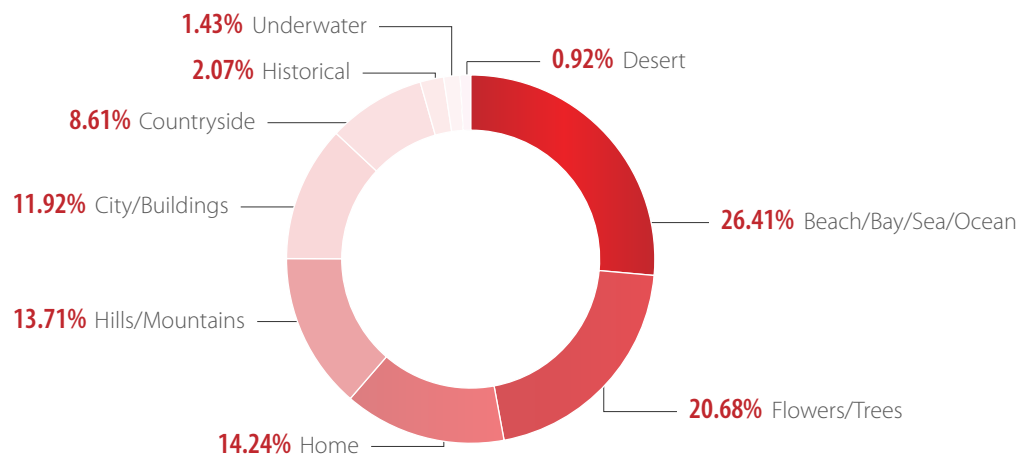
Greenland as well as historical monuments follow. Underwater and desert pictures - two extremes, are the least favoured with very low percentages.

Most Danish, Finnish and Swedish online daters prefer **beaches and bays** as **backgrounds**

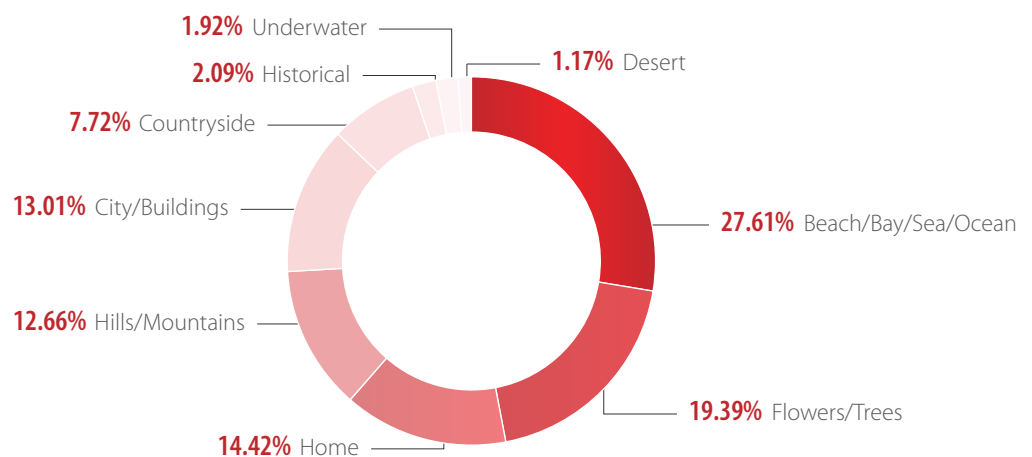
Denmark: The most popular scenery



Finland: The most popular scenery



Sweden: The most popular scenery

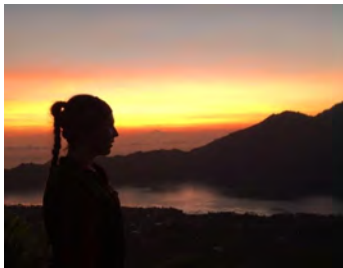


Snow, sun or rain?



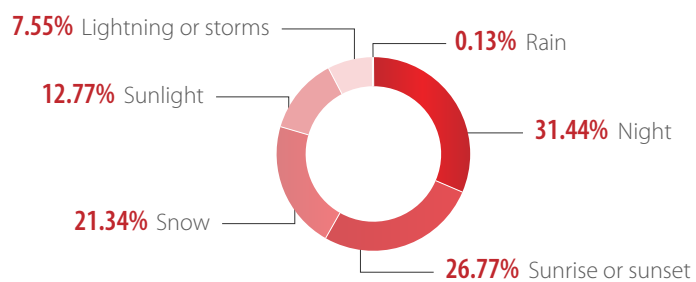
Pictures where weather conditions are clearly visible are rarer than people might think. The ubiquitous selfie, where the person is the main focus, with the minimum amount of background is not given any weather tag. So, only about a tenth of all pictures feature some visible climate.

In Denmark, Finland and Sweden, pictures taken at night are very popular. Seems like the Scandinavian are real night owls that stagger through the night hitting one pub after the other.



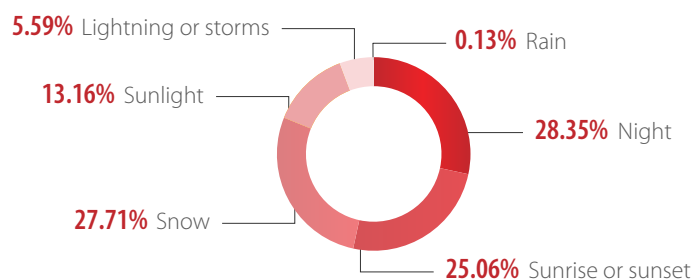
Sunsets are romantic, but not really suitable for pictures

Denmark: What's the best weather?



In Denmark, night pictures are followed by sunrises and sunsets, and then pictures with snow. Natural sunlight ranks fourth and was detected on more than 10% of the pictures. Lightning and storms, as well as rain, are less likely to be seen. But then again, online daters should present themselves as 'always looking on the bright side of life', as suggested by Monty Python.

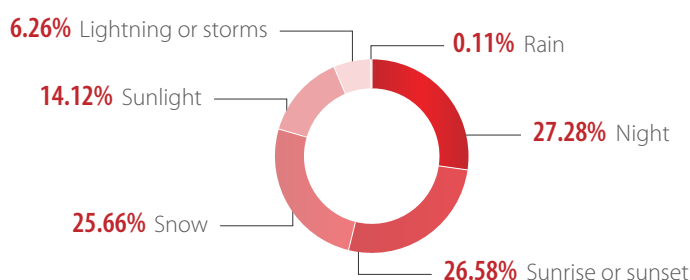
Finland: What's the best weather?



Finnish online daters also love pictures taken during the night, but pictures with snow rank second here. Who could resist the beautiful snow villages and icy vastness in Lapland, anyway? Next in line are romantic photos with sunrises and sunsets in the background, followed by pictures with or in the ray of sunlight with 13%. Lastly are stormy and rainy pictures.

Pictures during the night are just as popular in Sweden as in the other countries. Sunrises and sunsets rank second before pictures with snow that take a share of about 26%. Pictures taken at night and sunrises and sunsets have only slightly more. Sunlight ranks third, followed by 6% of stormy pictures, and 0.11% of pictures with people standing in the (pouring) rain.

Sweden: What's the best weather?



Colours

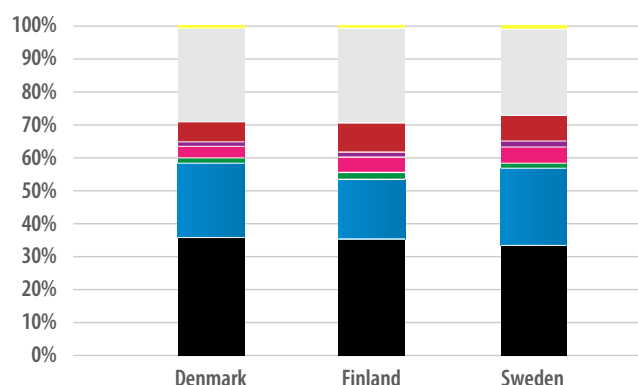


I want it painted black: more than a third of all pictures have a dominant black feature in them. These include: monochrome pictures, pictures taken at night, and pictures with black clothing.

Next in line is the colour white. These pictures include the same surroundings: black and white pictures, pictures taking with bright skies, and white clothing. Blue ranks third as with blue skies, oceans, blue clothing, and filters that add a strong blue tint to the pictures.

The most attractive colour, according to scientists, is red. Pink, on the other hand, is mostly associated with women. Indeed, the majority of all "pink" photos are from female profiles. Very rarely seen as dominant colours in a picture are purple, green, and yellow.

The most popular colours



Black Blue Green Orange Pink Purple Red White Yellow

Monochrome filters and pictures at night or with bright skies all sum up to a huge share of black and white pictures here.

What else is on these pictures?



It's not only the backgrounds that we've analysed. A huge number of pictures also feature other things or people rather than just the face. These include friends, children, animals, objects like cars or musical instruments, along with food and drink. Let's take a look at these in turn.



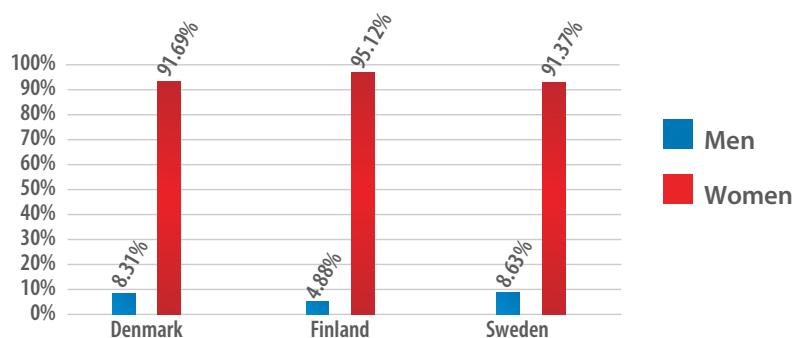
First of all, let's talk about bodies!

It's not a rarity to come across people who are barely dressed when browsing through profiles on regular dating platforms. Men and women equally show-off their bodies, either at the gym or at the beach, and some selfies show attire of just underwear or lingerie.



Throughout all countries, more than 90% of pictures in underwear are uploaded by women. Yet, sometimes the detected underwear is more of a crop-top with lace on it. Most men with underwear were found in Sweden.

Who loves to show off their bodies in underwear?

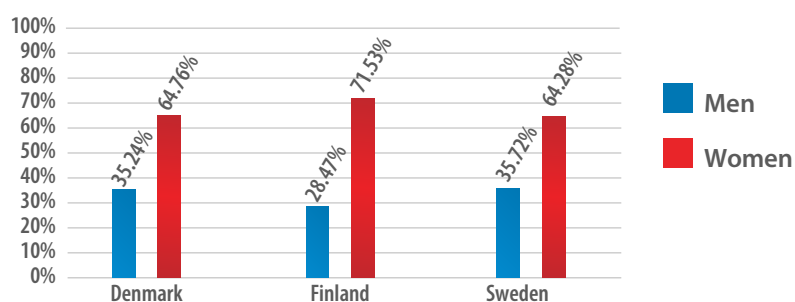


Swimwear and lingerie are most popular among women, whereas **chests**, hairy or not, are almost solely a men's thing.



However, things are a bit different when it comes to swimwear: Drinking a martini, chilling on the beach, or posing in front of beautiful, plain or interesting backgrounds - no matter where, the ladies from Scandinavia love showing-off their curves in sexy bikinis. More than 64% of pictures with swimwear go to the ladies. In Finland, it's even more than 70%.

Who loves to show off their bodies in swimwear?

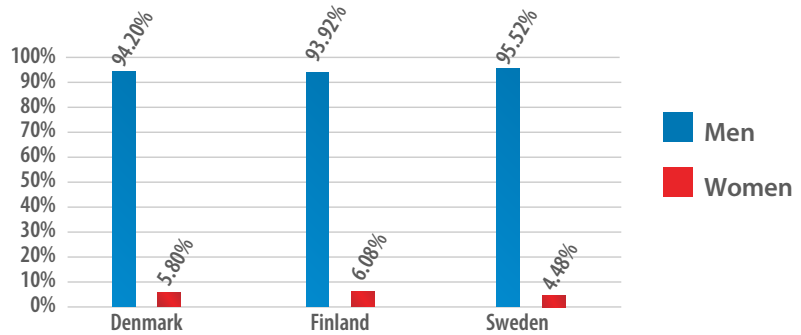


Swimwear and lingerie are most popular among women, whereas **chests**, hairy or not, are almost solely a men's thing.



Would it make sense to hit the gym every day without showing its effects? Correct, not at all. That's why in Scandinavia, more than 93% of topless photos are from men.

Who enjoys being topless?



In Denmark nearly 6% of women show themselves topless. Yet, in some cases the AI just didn't spot any straps due to tube tops.



In Finland, we have the most topless women with a bit more than 6%. But as mentioned before: Maybe they are just wearing a top without straps and bra.



Most topless men can be found in Sweden with a majority of about 96%

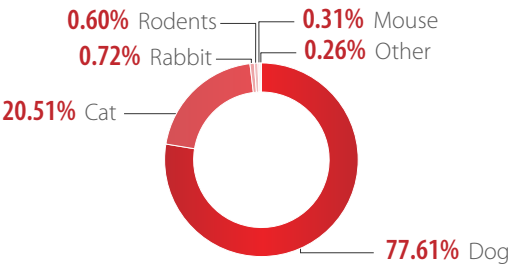


Animals and pets



It is crystal clear that the Scandinavian online daters’ most favourite pet is the dog. More than 80% of all pet pictures feature a “good boy” or “good girl”.

Denmark: The most popular pets

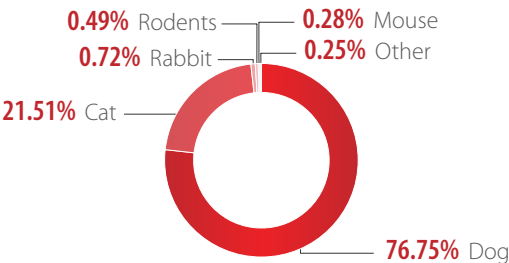


More than 75% of all pet pictures feature a dog



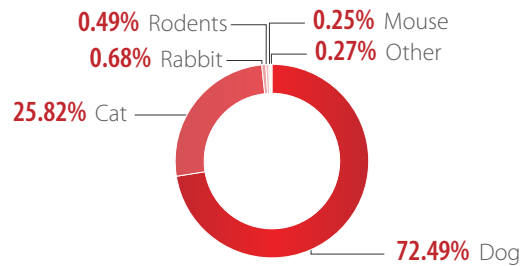
In Denmark we have 78% doggos followed by 21% cats. The last ranks are held by rabbits, other rodents and mice with less than 2%.

Ireland: The most popular pets



Finnish online daters love to team up with dogs just as frequently: They hold 77% of the share here as well. These are followed by cats with 22% and as in Denmark, the last ranks of rodents and other pets taking less than 2%.

Sweden: The most popular pets



The preferred pet of the Swedish online daters is typically a dog with 72%. Cat lovers are only at 25.8% and the remainder of pets are made up of rabbits, guinea pigs, hamsters, and mice.




Most dog owners have a strong bond with their four-legged friends, and owners are renowned for being responsible, reliable and outgoing.

Top 10 Denmark, Finland and Sweden animal friends



"Wildlife holiday experiences" - are a frequent photo motive.

Horses are the third most detected animal in online dating pictures

			
1	Dogs	Dogs	Dogs
2	Horses	Cats	Cats
3	Cats	Horses	Horses
4	Fish	Fish	Fish
5	Birds	Birds	Birds
6	Whales and Dolphins	Cows and Bulls	Cows and Bulls
7	Cows and Bulls	Wild cats	Whales and Dolphins
8	Wild Cats	Whales and Dolphins	Wild Cats
9	Camels	Monkeys	Goats
10	Elephant	Camels	Camels



Dogs, horses, and cats go unchallenged for the top 3 places. We've already taken a closer look at horses and their owners or riders. Fish are next in line, but we all well know that the Scandinavians just love fishing. Fish, however, can be both a bait (when on the rod) or an "animal friend" when met underwater or at the aquarium. Birds include chicken and pigeons, but also exotic cockatoos, peacocks, or giant ostriches. We have come to realise that even though pictures of exotic animals such as elephants are rare occurrences. The Scandinavians are more keen on their world travels to capture their precious moments with their animal friends.



Look, these are my friends

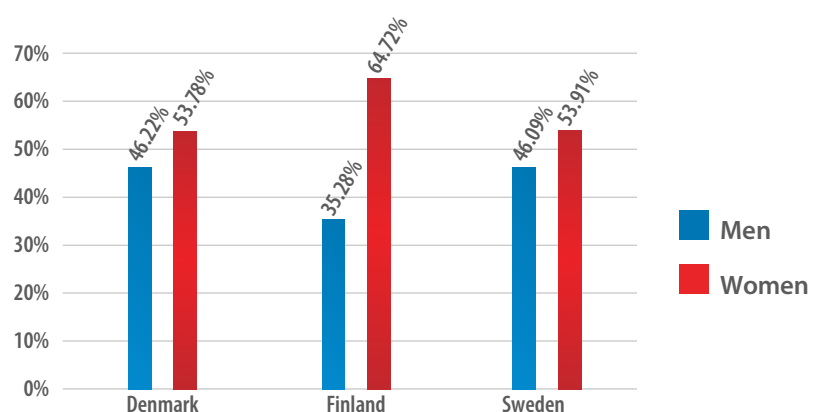
Many online daters like to give viewers an insight to their social life. When online daters present themselves within their social circle, the message is "Look, I'm not a sad person sitting alone at home."

Earlier, as we learned that the average number of profile pictures uploaded by online daters is five, we recommend that at least three of the pictures must be the profile's owner. Otherwise, the focus isn't clear enough. Likewise, as every online dater wants to avoid questions like "Who's that hot friend with you, on your right?", you need to use group pictures with caution.



Men and women, almost equally, present group photos. It should be noted that pictures with friends of the opposite gender might cause suspicion, especially when they show them as being really close, cuddly, or intimate.

Who teams up with their friends?

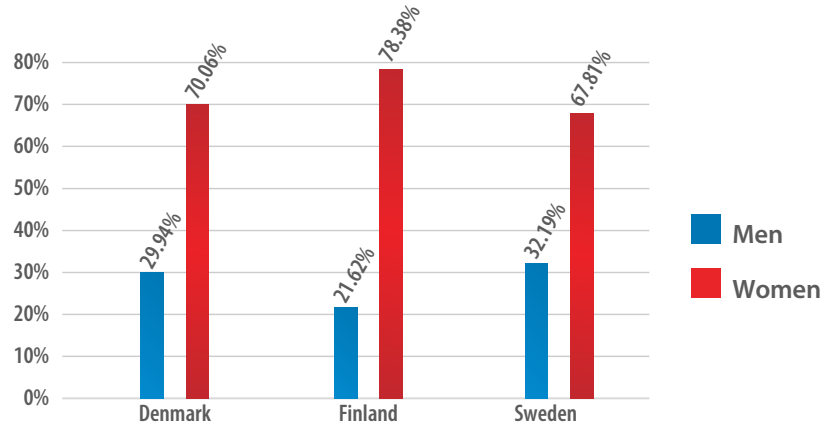


Men pose with their friends or families a little **more frequently** than **women**

It might just be a peck on the cheek, but you better watch out especially when it lands on the cheek of someone of the opposite sex. No one wants to feel intimidated, even though he or she is supposedly 'just a friend'.

It might just be a peck on the cheek, but you better watch out, especially when it lands on the cheek of someone of the opposite sex. No one wants to feel intimidated, even though he or she is supposedly 'just a friend'.

Who tends to kiss other people?



Women are more likely to be seen kissing other people



The most pecks are to be seen on female profiles who hold 70% of the share.



It is the same in Northern Ireland: female online daters definitely outnumber their male counterparts when it comes to uploading pictures showing them being affectionate and kissing other people, by 78% to 22%.



In Sweden, most peck-pics are from women - slightly more than two thirds to be exact. But, be reassured: sometimes these kisses are only from or to a child.

So, our investigations have shown that cuddling or kissing is more of women's thing. Pictures tagged with "kiss" show kisses to friends or children, but we've also seen some images where people are romantically kissing someone else and presenting themselves as a happy couple, when they are looking for new acquaintances through online dating services.



Food

About 2% of all pictures show food in them

Is it true that the way to an online dater's heart is through his stomach? Well, online dating isn't Instagram, so food featured on profile pictures is a bit rarer here. However, one in fifty pictures shows something more or less yummy.

So, we took a closer look at what the online daters like to eat. Enjoying food shows that you're a bon vivant who appreciates a good meal and that you do not restrict yourself to a boring diet.

What is more popular – fast food or healthy snacks?

Top 5 meals or snacks



1	Meat	Meat	Meat
2	Fast food	Fast food	Fast food
3	Vegetables	Vegetables	Vegetables
4	Cake	Cake	Seafood
5	Sweets	Sweets	Cake

Danish, Finnish, and Swedish people love **tasty meat dishes and delicious desserts**

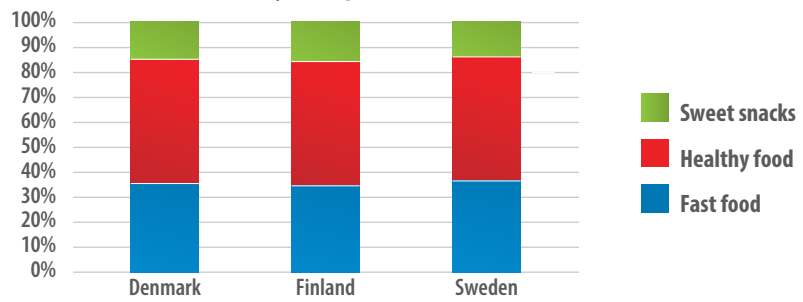


Meat, fast food, cake, and sweets might not seem like a well-balanced diet. But then again, you only live once. At least, vegetables rank third throughout all countries and in Sweden, seafood even made it under the top 5 instead of sweets.

Fast food is more popular than **healthy meals** on online dating pictures



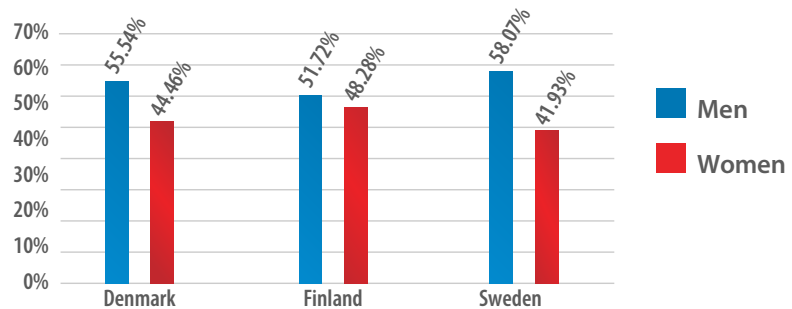
What's on your plate?



Basically, there are no major differences here. Whatever your favourite is, pizza, burger or fried food, fast food is the number one favourite in all countries, only followed by healthy food. Desserts are not to be seen that often other than amongst Northern Irish online daters, where they are nearly as popular as eating healthy food.

But who are these fast food lovers? Is it mostly men or women who indulge in eating fast food or healthy food? In both cases, it's the men who are a slightly ahead - which is quite surprising.

Who prefers fast food?



Men enjoy **fast food** a little more than women. For **healthy food** the ratio is **nearly the same**.



In Denmark, we can clearly see that fast food is more prevalent amongst the men: 56% of all pictures with burgers, fries and pizza go to the male online daters.



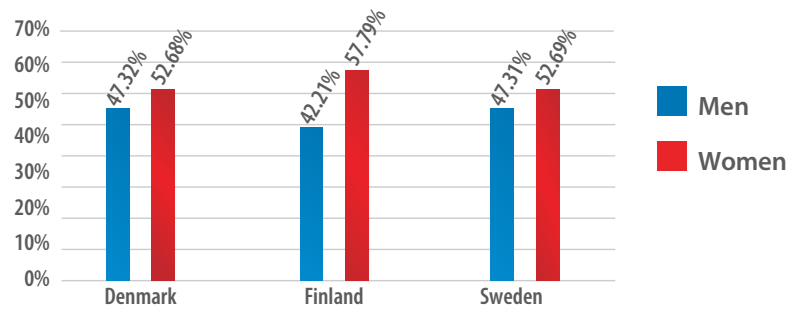
In Finland, it is slightly less evident that men prefer junk food with 52% of the total share.



Swedish men also prefer deep fried food to healthy salads. At least more than their female counterparts.

In most cases, we've detected a **slightly higher number of healthy food** images appearing on **women's** online dating profiles than men's

Who enjoys eating healthy food?



In Denmark, slightly more women go for healthy food with 53% to 47% of men eating salad and vegetables.

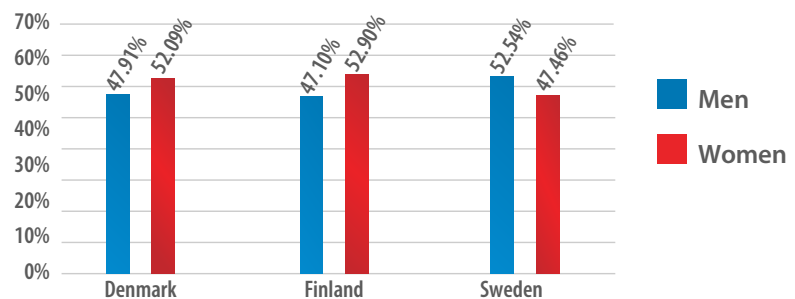


In Finland, it is more evident that women prefer healthy food. They take 58% of the share here.



Swedish men and women both love healthy food. At least, they pretend to on their online dating profiles.

Men oder women? Who are the bigger sweet-eaters?



Sweets: Both genders love them, but women outnumber men a tiny bit



In Denmark, we can see that the share of dessert lovers is pretty much even between the sexes. Both men and women are not shy in showing that they have a sweet-tooth on their online dating profiles.



In Finland, it is just as evident that both genders can't resist chocolate, biscuits, and ice cream.

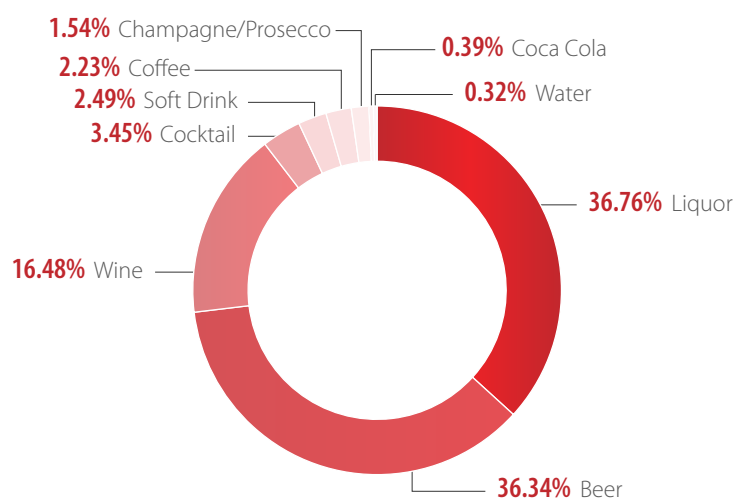


In Sweden, we have slightly more sweet eaters among the men. Fifty three percent of pictures go to the women who have a sweet tooth.

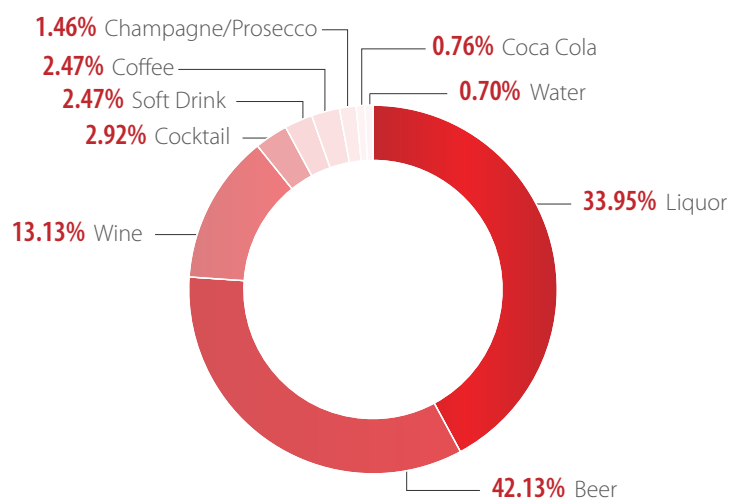
Drinks

Which drink should you hold in your hand when taking an online dating profile picture? We've checked what beverages are the most popular ones to pose with.

Denmark: The favourite beverages

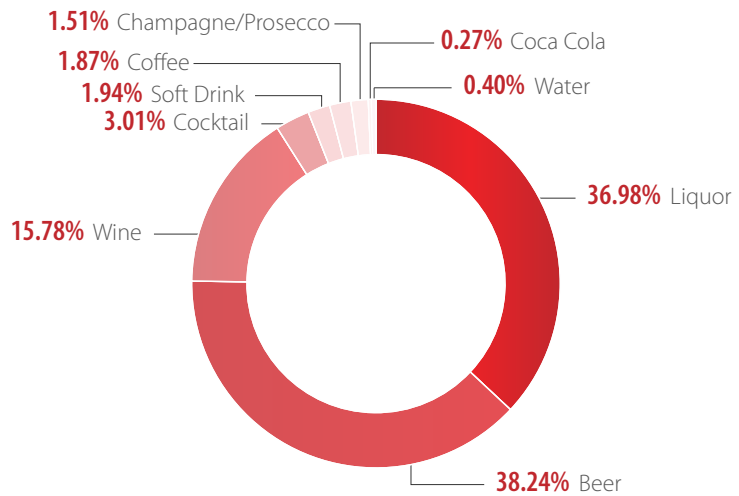


Finland: The favourite beverages



Beer and liquor are the most popular drinks on dating profile pics while **non-alcoholic drinks** are very rare

Sweden: The favourite beverages



In Denmark, we can see that, by far, the drink of choice is hard liquor. Nearly 37% of all pictures with beverages contain shots and bottles of spirits. Beer is not far behind with more than 36%. In the third place is wine with 16%. This does not leave too much for the non-alcoholic beverages since cocktails are the next in line. Soft drinks, coffee and water are in last place.



Interestingly, in Finland, beer ranks higher than hard spirits. However, water is still in the last place.



In Sweden, beer and hard spirits are pretty close to each other, but the golden water still takes the lead. Yet, non-alcoholic drinks are still on the last ranks and the livers seem to be suffering among the Scandinavian online daters.




Cars



Which cars are the most popular on dating profiles? While we must say that only a small number of online daters pose with their beloved vehicles, we still took a look at the most popular model here:

Top 5 car brands on dating profiles

BMW's are the most popular cars

		
1 BMW	BMW	BMW
2 Audi	Audi	Audi
3 Volkswagen	Mercedes	Mercedes
4 Mercedes	Ford	Volvo
5 Ford	Volkswagen	Volkswagen



The Danish online daters preferably go with German brands: BMW ranks on one here, followed by Audi (as in the other countries as well). Rank three is held by Volkswagen and followed by Mercedes, and Ford on the last rank.



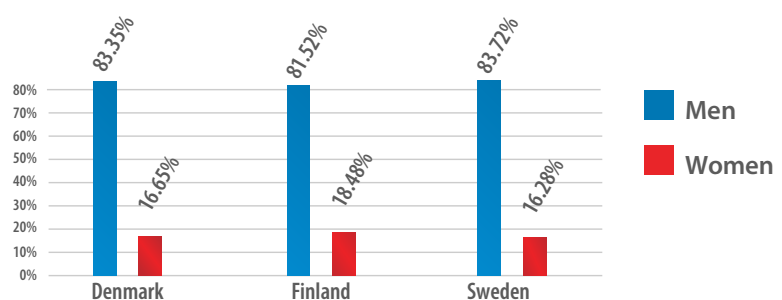
In Finland Mercedes ranks on three, followed by Ford, and Volkswagen on the fifth rank.



The Swedish list is pretty much the same, except for the fact that Volvos rank on four, and therefore have kicked Fords out of the top 5.

A lot more men pose with their cars than women

Who tends to pose with their car?



Well, this isn't really a surprise to us. In at least 80% of all cases, men upload pictures of cars.








Most popular interests and hobbies

Many online daters love to share pictures of activities that interest them and hobbies they enjoy doing. This created some interesting observations.

Top 10 most popular interests and hobbies from Danish, Finnish and Swedish online daters

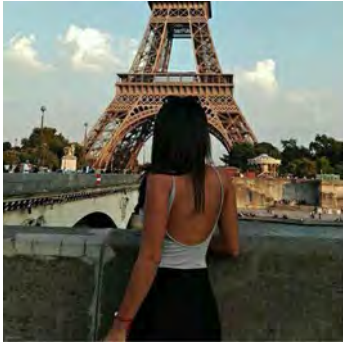
Scandinavian online daters love **sports** above anything else

		
1 Sport	Sport	Sport
2 The Arts	The Arts	The Arts
3 Travel	Travel	Travel
4 Party	Fishing	Party
5 Bar or restaurant	Party	Bar or restaurant
6 Family & friends	Bar or restaurant	Family & friends
7 Fishing	Family & friends	Fishing
8 Cooking	Cooking	Cooking
9 Weapons	Education	Weapons
10 Education	Shopping	Education



Just as we have hypothesised, sports is at the absolute top here. There's nothing the Danish, Finnish and Swedish love more than being physically active and partaking in a wide variety of sports. May it be indoors or outdoors, in a team, or alone at the gym. The Arts rank second here. It seems like the Scandinavian online daters are culture vultures and like drawings, visiting art museums, and other open events. What will travelling, which ranked at third place, in other countries tell us about their wanderlust and sightseeing habits? Will it be a staycation or a trip abroad to perhaps sunnier climates? All will be revealed in the next few pages. Unsurprisingly, bars and restaurants have also made it into the top 10. People are social creatures. They love socialising with family and friends. May it be at parties or other events. Another interesting tidbit is, even though the Scandinavians love fishing, we were still quite surprised to see that fishing is more popular than all things academic, cooking and weaponry.

The most popular landmark is the **Eiffel Tower**. It is also the most popular **internationally**



Travel

As described previously, wanderlust and travel are two big themes on pictures. We have gathered a list of the top tourist attractions and landmarks as detailed below.

Top 10 most photographed landmarks from Danish, Finnish and Swedish online daters

		
1 Eiffel Tower (France)	Eiffel Tower (France)	Eiffel Tower (France)
2 Grand Canyon National Park (USA)	Grand Canyon National Park (USA)	Grand Canyon National Park (USA)
3 Houses of Parliament (England)	Colosseum (Italy)	Golden Gate Bridge (USA)
4 Golden Gate Bridge (USA)	Houses of Parliament (England)	Houses of Parliament (England)
5 Colosseum (Italy)	Golden Gate Bridge (USA)	Colosseum (Italy)
6 Brooklyn Bridge (USA)	Prague (Czech Republic)	Brooklyn Bridge (USA)
7 Brandenburg Gate (Germany)	Brooklyn Bridge (USA)	Tower Bridge (England)
8 London Eye (England)	Tower Bridge (England)	Central Park (USA)
9 Tower Bridge (England)	Chicago (USA)	Empire State Building (USA)
10 Hollywood Sign (USA)	London Eye (England)	London Eye (England)






Paris, the city of love with the iconic Eiffel Tower, is the number one top landmark to visit. Anyone and everyone who has ever been to Paris have surely taken a pic of this world famous French landmark. Some travel there solely to take magnificent photos. US landmarks also rate highly within these lists, followed by the European countries of England and Italy.

Sports

We confirm that the British and the Irish love being sporty. With the upcoming list, we'll show you which sports are the most featured in the online dating profile pictures of both men and women.

Top 10 sports detected in online dating profiles

Fitness and bodybuilding are the most popular sports among Danish, Finnish and Swedish online daters

		
1 Fitness & Bodybuilding	Fitness & Bodybuilding	Fitness & Bodybuilding
2 Extreme sports	Extreme sports	Extreme sports
3 Sailing	Sailing	Sailing
4 Running	Running	Skiing
5 Swimming	Skiing	Running
6 Football	Hiking	Swimming
7 Watersports	Swimming	Rockclimbing
8 Skiing	Rockclimbing	Watersports
9 Rockclimbing	Football	Surfing
10 Hiking	Watersports	Football



Eat, sleep, train, repeat. Fitness and bodybuilding are the most featured sports among the online daters of the UK regardless of gender. Extreme sports rank second even though in most cases, it is more of a once-in-a-lifetime bungee jump or similar activity. However, online daters simply love showing their adventurous side. Following these, in order of popularity, high octane sports such as: football, running and swimming are featured more often. Pictures of daring and defiant rock climbers are more prevalent than those playing rugby or hiking and cycling. Playing rugby, hiking and cycling rank at the bottom.



As well as fitness, bodybuilding and extreme sports, the Swedish just love surfing. Yes, surfing made it under the top 10 here.

Music

The **lonesome guitarist** is someone you'll meet frequently in online dating

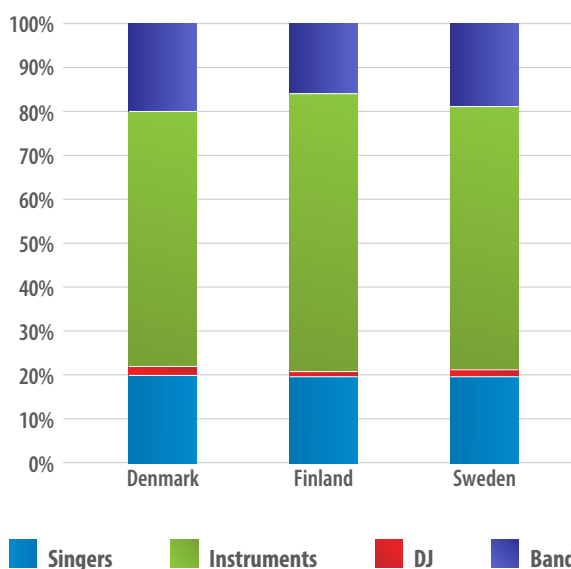


"Music was my first love. And it will be my last?" That might be true for some online daters who like to share their pics with their musical instruments, band mates, or turntables. Musicians are incredibly popular for being known as passionate and cool, or so one might think. On the other hand, they might be tricky people, too. Potential partners need to find out sooner, rather than later, just how dedicated they are to their music. Are they the type to just occasionally grab their guitar during a bonfire to play "Wonderwall" or are they going to be terribly offended if you haven't yet listened to that one B-side from their favourite band's first drummer which has, so they say, deeply influenced all of the band's later work and even affected the whole genre?

So, let's see who's making music.

Most musicians that we've found just like to pose with their precious musical instrument whether it is in their room, outdoors or within a circle of friends. These pics make up the biggest share with almost 75%. In second place are pictures of rock band musicians showing themselves amongst their bandmates on stage or in the rehearsal room. Singers holding a microphone are ranked third, still almost a fifth of all musicians. DJs, mixing on their turntables, surprisingly only make up roughly 2% in the online dating music industry.

Who are the online dating musicians?

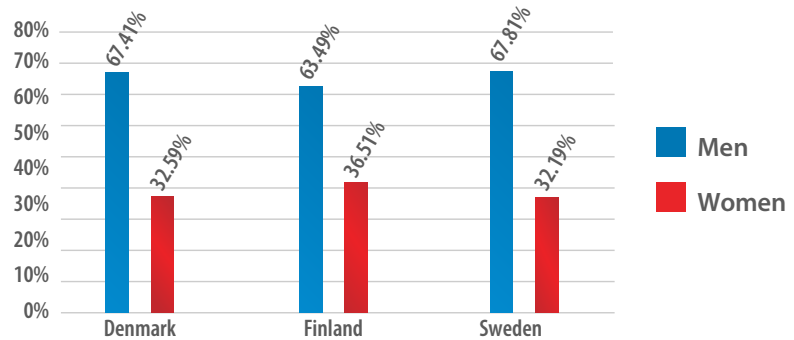


Our next step was to analyse the gender distribution of these musicians.

We can see that men, by far, take the largest share.

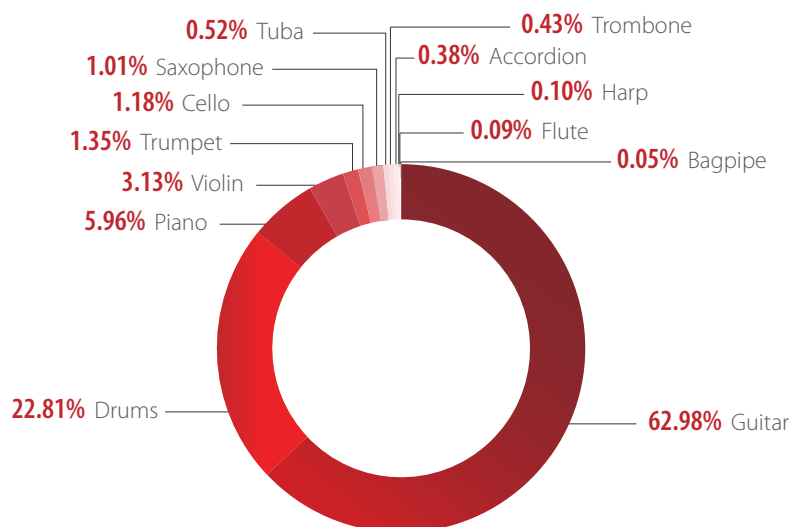
Male musicians are more numerous than **female musicians** on online dating sites

Who's making music - men or women?

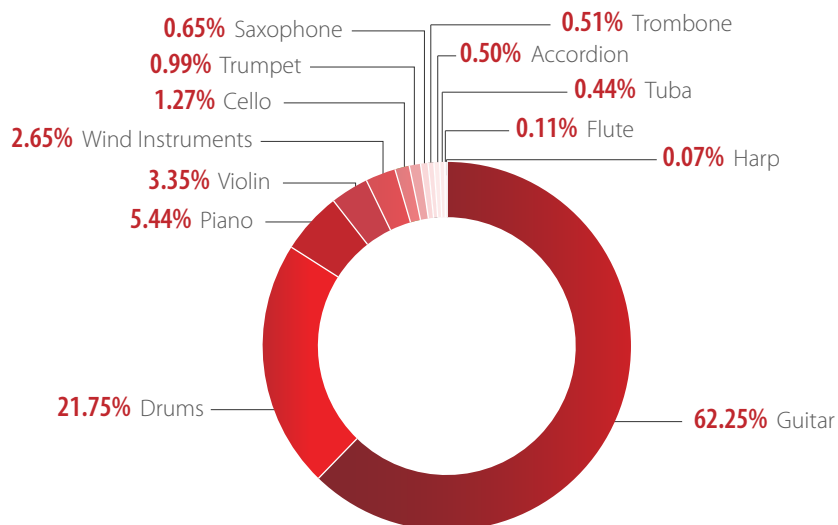


Which musical instrument is the most featured, though? Almost two-thirds are of guitars or bass guitars. They clearly outrank other musical instruments. Playing the drums comes in second with about a quarter of all online dating musicians keeping to the beat. Playing the piano or keyboards is less frequent, although keyboard players are present in many bands. Violins, whilst in the top four, only account for less than 3% of the share, so they are seldom seen. All other musical instruments might only take up a small share of the rankings but they still reflect their owners passion for making music. It takes some commitment to fit yourself and your tuba into a decent looking online dating profile. Of that you can be sure!

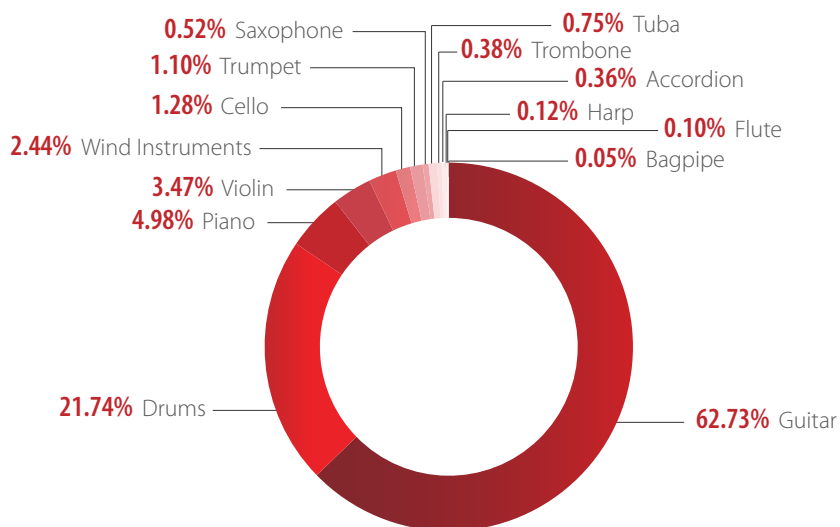
Denmark: Most popular musical instruments



Finland: Most popular musical instruments



Sweden: Most popular musical instruments



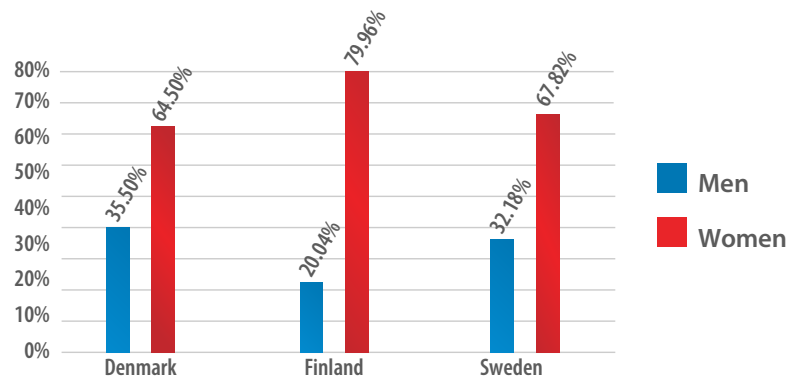
Dancing



Who's got rhythm in their soul (apart from the drummer)? Ladies, it's you! Almost two-thirds of all dancing online daters are female. There are male dancers too. We've even seen some on a pole – true story.

Who is more likely to be seen **shaking their hips**? It's the women. More than **65%** of the dancing photos are from the **female** gender.

Who tends to pose with their car?



Generally speaking, women like men who can "boogie to music" and show their moves on the dance floor. After all, perhaps they'll expect them to, one day, rock a wedding waltz with them.



Lesbian & Gay

Is online dating a preferred method of meeting partners within the LGBT community? Yes!

For this chapter, we have observed if some photo habits are similar amongst gay daters compared to straight daters of the same gender. For all lists regarding “most popular” photo habits, we did not find any differences between heteros and gays.

Top 10 motives with a high gay share



- 1 Concert Dance
- 2 Briefs
- 3 Mirror selfie
- 4 Floral arrangements
- 5 Artwork
- 6 Leather jacket
- 7 Monuments and historic buildings
- 8 Urban places
- 9 Interior design
- 10 Yoga



- Briefs
- Tongue
- Art
- Sketch drawing
- Children
- Bare Chested Ness
- Leather jacket
- Glasses
- Floral arrangements
- Professional a portrait photos



- Sleeping
- Modern Arts
- Tongue
- Activewear
- Laughter
- Temple
- Floral arrangements
- Festival
- Fur
- Children

Briefs and **chest hair** have a high percentage of being features in **gay's profile photos**



Danish gay males usually show off their bodies and style. They hold a high share of pictures with briefs and leather jackets. Additionally, mirror selfies rank third while concert dance make it under the top five. History and architecture made it under the top 10, as well as yoga.



In Finland, briefs and the art lead in the rankings. Cheeky pictures of tongues out, sketch drawings, and pictures with children also rank high. The next ranks are taken by bare chests, leather(-jackets), glasses, flowers, and professional portrait photos.



Sweden's list is dominated by the sweet and/or seductive bed pictures, followed by modern arts, and cheeky tongue pictures. Activewear and pictures with laughter made it under the top 5 as well, before ancient monuments, festivals and fur.

Interesting enough, most gay men on the online dating scene seem to be interested with aesthetics. Pictures show a high percentage of clothing and personal grooming. These men know how to kill it in the profile photo game.

Top 10 motives with a high lesbian share



1	Red hair	Red hair	Cat
2	Cat	Pink and purple	Tongue
3	Pink and purple	Costumes	Anime comic
4	Paintings	Coloured hair	Pink and purple
5	Green	Cat	Costumes
6	Underwear	Bangs	Modern Arts
7	Plants	Underwear	Fur
8	Costumes	Fur	Bangs
9	Flower	Singing	Toys
10	Art	Flowers	Paintings

Cats and red hair are the most common features in lesbian profiles



The Danish lesbians are into red hair and cats, costumes, and arts. But also flowers and plants dominate in their pictures.



Finland's lesbians love red hair and cats as well as bangs and fur. It seems like they are more of fashionistas.



Swedish lesbian pictures reflect a comic and anime lifestyle with costumes, fur and bangs. However, cats still reign on the top 10 list with toys as well as arts and paintings.

Our first impression of lesbian women is that they seem to be more lifestyle orientated. Showing a love for animals, fashion and comics, these ladies choose to display well rounded hobbies for their potential online dating matches. Whilst some of these topics may not be everyone's cup of tea, we can all agree: cats are the lesbian's favourite pet.

Top 5 sports with a high gay share



1	Yoga	Dancing	Dancing
2	Dancing	Swimming	Yoga
3	Ice skating	Ice skating	Ice skating
4	Horse riding	Fitness	Fitness
5	Swimming	Running	Horse riding

Yoga and Dancing are popular amongst the **gay** online daters as well as **ice skating** and **swimming**



Basically, Yoga and Dancing, as well as ice skating are in all lists, but there are a few differences between the countries as well:



Cowboys made it under the top list here as well. Among the top five, we have horse riding ranking fourth before swimming.



Contrary to that, gay men in Finland prefer swimming to yoga and fitness. They'd also prefer running to horsebacks.






In Sweden, the top three are followed by fitness and horse riding.

We have learned, from our research that these guys have an affinity for core strength. They choose not to boast out loud about their masculinity, unlike their hetero counterparts. This leaves more to the imagination by showing off their meticulous physical fortitude in activities such as dancing, yoga and pilates

Top 5 sports with a high lesbian share

Lesbian online daters
love yoga and dancing as
much as **martial arts**

		
1 Yoga	Dancing	Dancing
2 Martial Arts	Yoga	Skating
3 Dancing	Team sports	Skateboarding
4 Hiking	Scuba Diving	Martial Arts
5 Wrestling	Football	Soccer



Across the countries, yoga and dancing are generally popular amongst lesbians.



In Denmark, Martial Arts rank second for the lesbian online daters, whilst hiking and wrestling land under four and five. That's a pretty tough list!



The Finnish lesbians prefer dancing and yoga on the first ranks, followed by a variety of team sports such as scuba diving and football.



Swedish lesbians are skatergirls. Skating and skateboarding rank second and third, followed by martial arts and soccer.

Top 5 sightseeing spots with a high gay share (both genders):

The LGBT community
love **travelling across** all
countries of **the world**,
especially visiting castles.

		
1 Berlin (Germany)	Mather Point (USA)	Balmoral Hotel (Scotland)
2 Anfield Stadium (England)	Old Town Square (Czech Republic)	Alhambra Palace (Turkey)
3 Rijksmuseum Amsterdam (Netherlands)	Edinburgh (Scotland)	Bruges (France)
4 Gullfoss (Iceland)	Central Park (USA)	East Side Gallery (Germany)
5 Grand Place Brussels (Belgium)	Berlin (Germany)	Church of the Savior on Blood (Russia)






Travel is preferred by almost everyone no matter what your sexual orientation is. Our data shows that the LGBT community online daters' display of wanderlust doesn't differ that much from the hetero community. However, if we're looking into landmarks with a high consolidation of gay folks, we find destinations all around the world to be popular. This crowd knows how to explore the world as well as sites closer to home. Intriguingly enough, they also are pretty big fans of castles...who would've thought?

College and university

students and graduates using online dating

Are there things that (fresh) graduates, college and university students would rather *not* do? Here are five things that are *unlikely* to be spotted in an academic's profile:

Why pasta? Why french fries? Honestly, we have thought a lot about why academics dislike bacon and ice cream, but we can't infer any causation.

		
1 Pasta	Spiders	French fries
2 Alfa Romeo	Cricket	Mitsubishi
3 Mazda	Ostrich	Chevrolet
4 Harp	Hippopotamus	Nissan
5 Flute	Mazda	Honda

As you can see, this table shows very surprising and confusing motives that we really cannot explain. We'll let the data speak for itself and just point out a few funny motives:



Seriously? Pasta? We don't get it. How could one resist this Italian edible temptation? Anyway, more unlikely things here are: Alfa Romeos, Mazdas and.. harps and flutes? Anyone who assumed that academics play harps and flutes are wrong in this case.



Okay, most people don't like spiders, but it seems like the Finnish academics especially hate them. Additionally, ostriches and hippopotamus aren't very likely to be spotted on an academic's profile.






In Sweden, certain types of car brands are rather unpopular among academics - or maybe just posing with cars in general? Either way, the most shocking discovery is that Swedish academics apparently can't stand french fries.

We then looked at things the other way around: which things are more likely to be seen on an academic's profile than on a non-academic's one?

Top 5 motives with the highest academic share

Graduation pics and beaches: An interesting list of "very academic" motives

		
1 Graduation pictures	Suits	Mountains
2 Historic monuments	Basketball	Wilderness
3 Wedding reception	Stand up paddling	Graduation pictures
4 Mountains	Beach	Historic monuments
5 Walking	Photobombing	Orations

Boom bang choo choo train, c'mon academics, do your thang! We can definitely get behind graduation pics being high on the academic rankings...but photobombing? Hmmm...perhaps too much studying has gone to our students' heads and they are in need of a break from their mental strain?



In Denmark, graduation pictures are on the top of the list, followed by historic monuments, wedding receptions, and mountains. We guess academics here are into events such as travelling and hiking.



In Finland, suits and basketball rank first and second respectively. Additionally, beaches and stand up paddling are in the top 5 list. Last are photobombing pictures, which show that academics are extroverts as well.



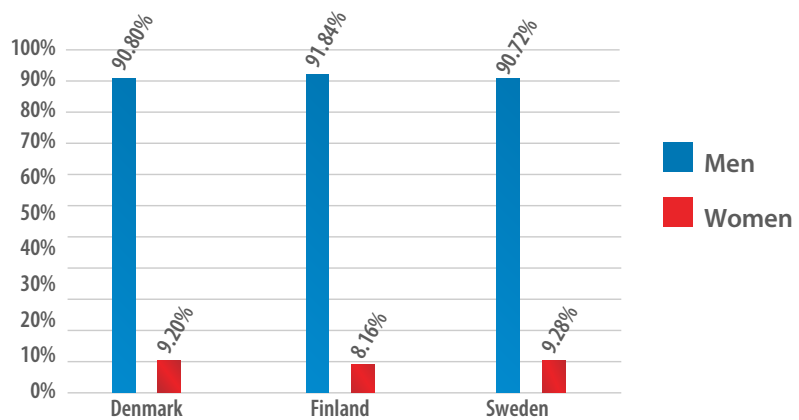
The Swedish list is lead by mountains and wilderness, followed by graduation pictures and historic monuments. The last position here are pictures of orations. All in all a typically academic list.

Suits and uniforms



Why are uniforms considered so attractive? Well, is it because they mostly make the owner look smart, authoritative and strong? They also mostly relate to a certain profession, and certain professions often come with the phrase, *"you know what they say about..."* (in both positive and negative stereotypes). Nevertheless, we took a look at all the pictures of people in professional uniforms and these are the outcomes:

Who wears uniforms?



90% of all pictures of people in **uniforms** are of **men**

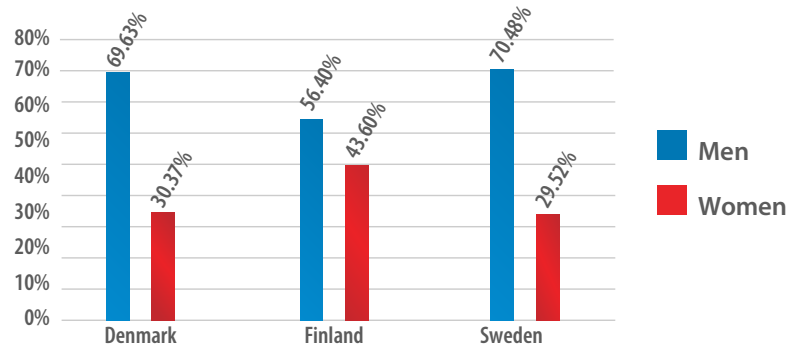


As we can see, across the Scandinavian countries, it is at least a whopping 90% of men who are proud to be seen in uniform.

Suit up!

Next, we looked at the “suit-ratio” – who is dressing up in business style?

Who wears suits?



While men still take the bigger share here, about a third of all online daters rocking a business suit are women. “Nothing suits you like a suit” – true for many out there!



Subtle messages

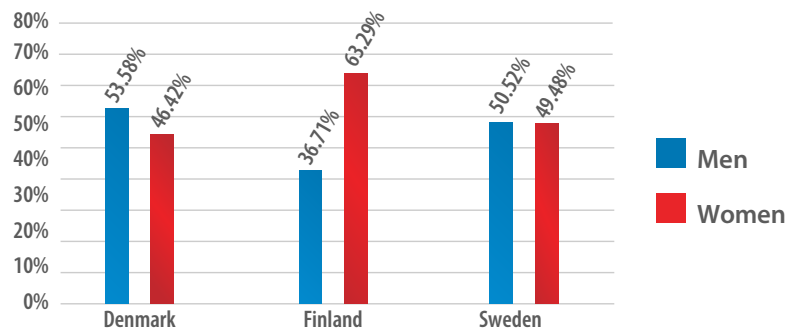
What else can be “read” in profile pictures? There are some motives that have extra subtle messages besides: “look at me”, “I’m handsome/cute”, “look how fun I am and how far I’ve been.” Some of these messages are “I want sex” or “I’m ready to get married.” It is just an interpretation, of course, but it is not that far fetched. On the following pages, we’ll be delving into this “secret subtext” of online dating pictures and identifying who uses it.

"Let's get married"



It clearly isn't the first thing one should say to a potential partner. That could be creepy or needy. However, sending out a subtle message about being ready and that you are looking for a serious relationship is one way to do it. If an online dater has a picture of themselves as a bridesmaid or best man on their profile, it says two things: they have a social circle of friends who are on that stage in life and are getting married so they, too, might be ready for the big day. Secondly, that they are held in high esteem to be trusted and respected to undertake this important role. This can only be seen as a sign of them being a good person. We were pretty surprised to see that it is mostly the best man or ushers, more than the bridesmaids, who like to upload their romantic pictures of being the honoured mate, "Put a ring on it", guys.

Gender ratio of online daters with wedding pics



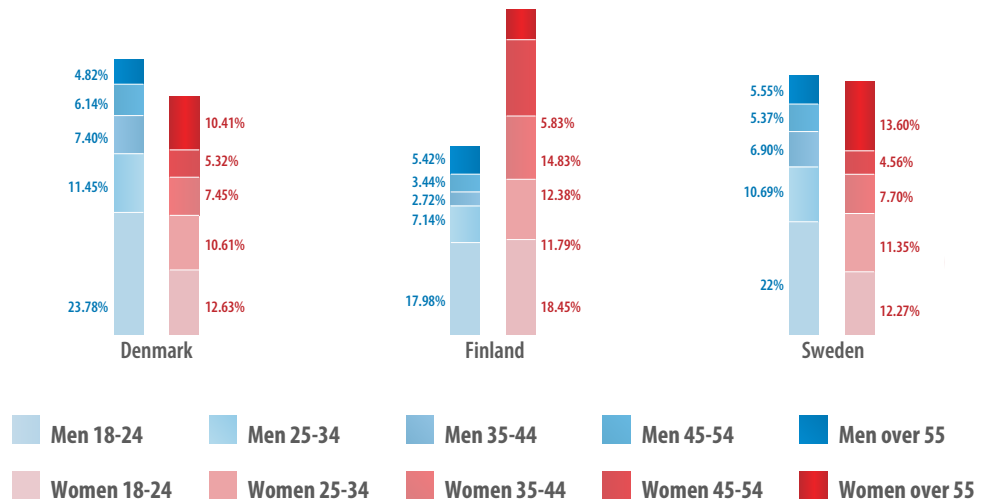
Surprisingly, it is mostly **young men** who upload during weddings



The ratios are basically the same, yet in Finland, more than 60% of wedding pics were uploaded by women. In Denmark and Sweden, we have slightly more men attending weddings.

We've also looked at the age distribution within the genders. It is even more surprising that it is specifically young men who are proud to upload pics of the special day.

Who looks like he or she wants to marry?



Who would've thought? Most people on wedding pics are under the age of 24 among the male online daters. Among women, they are either in the youngest age group or in the oldest.

Surprisingly, in Denmark and Sweden, we have a lot of older women, over the age of 55, posing at weddings on their online dating profiles. We guess that they are just at the age where they want to marry off their own children.

"I want kids and my own family"

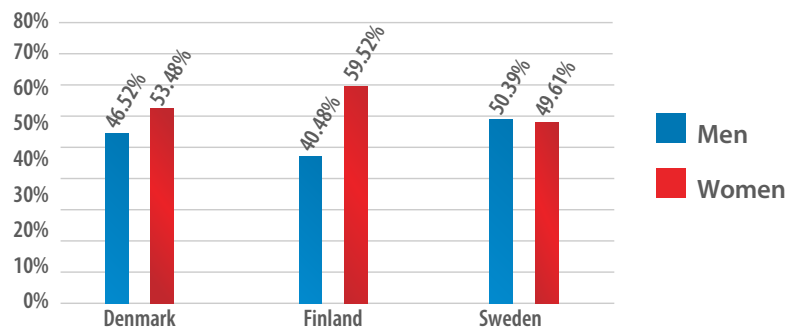


What good reasons are there for showing yourself with kids on your online dating profile? Firstly, of course, having your own child on your profile might attract a supportive and understanding partner who may or may not have their own kids already, too. Secondly, if the child is not your own, this still conveys that you are good with kids and perhaps, might show that you are open to having kids yourself. If you don't want to send either of these messages, better stay away from being in pictures with kids.

More **women** share their pictures with **children** across Scandinavia

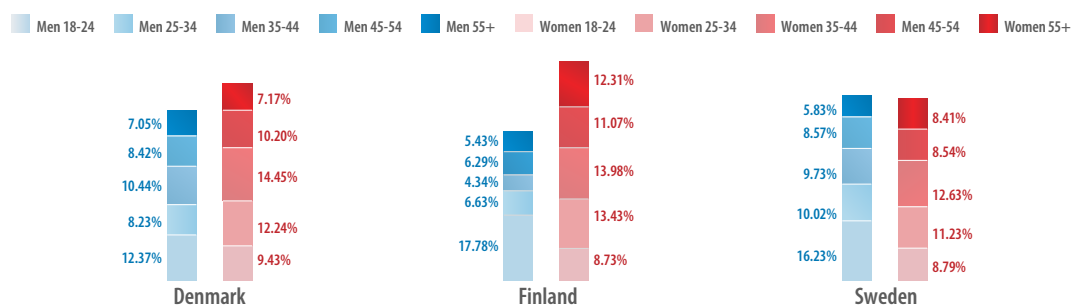


Online daters with children on their pictures



Comparing the gender ratios of Denmark, Finland and Sweden, we only see slight differences and are surprised that men outnumber women in Finland whilst the ratios are rather balanced in the other countries. Why may this be? Either men just like to team up with toddlers to convince women of their familial bond and their willingness to be responsible – or they just hope that the "baby bonus" softens the females' hearts.

Age distribution of online daters with children on their pictures



We reviewed which age groups are likely to have their picture taken with babies or toddlers the most. To our surprise again, it's mostly the youngest group of 18-24 year old men, while young females are rather unlikely to picture themselves with toddlers.

Maybe the young men are more likely to take photos with their younger siblings? It is also quite interesting that the gender ratio is pretty even across all age groups.

We can only conclude that as the men or women over the age of 55 have the least number of happy family photos with grandchildren, it's not particularly popular in online dating.

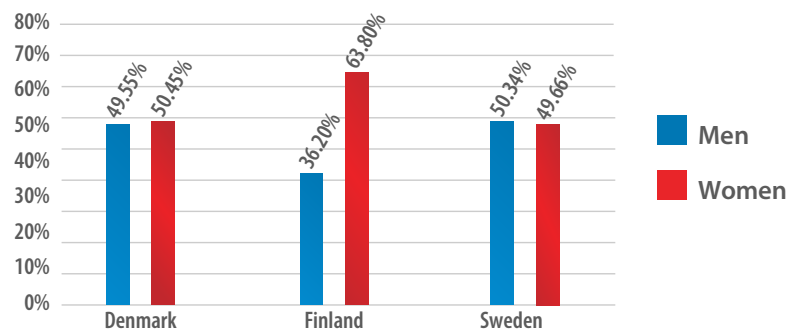
"I want sex"



More women than men portray themselves as seductive in their pictures

Some profiles literally scream: "I'm looking for sex." We're talking about profiles with lots of seductive poses, underwear, leather or even nudity. It is so blatant that online daters must know that they are conveying this message. A lot of online daters are looking for casual relationships on dating services, so pictures including nudity are not uncommon. We even found more women than men showing their bodies this way.

Gender ratio of online daters seducing with nudity

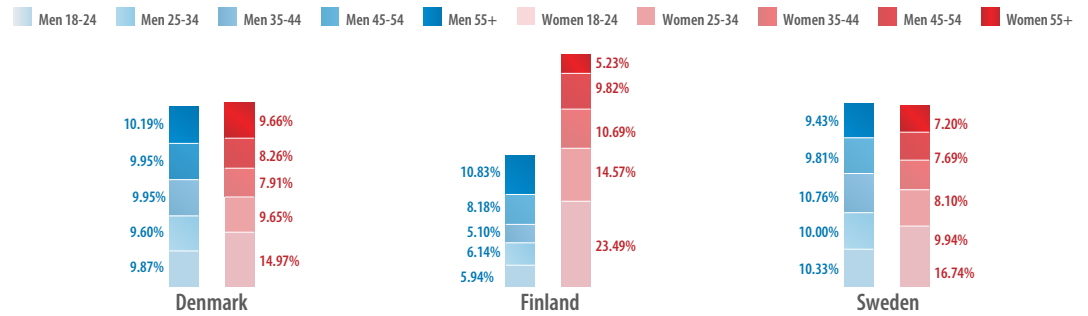


Across Scandinavia, in most countries the percentages do not differ too widely from each other. From a 50.45% to 49.55% in Denmark to a 49.66% to 50.34% in Sweden, it is a nearly equal share showing off nudity and seducing with it.



Yet, in Finland, women seducing with nudity outnumber men with a percentage of 64. What shall we say towards that? We guess the Finnish women just know what they want and aren't afraid to show it.

Age distribution of online daters seducing with nudity



Across Scandinavia, the percentages per age group do not differ too widely among men. There is only a 10% difference in each and every age group.



The Danish women in the youngest age group are the ones with the most amount of nudity with 15%. Yet, the other shares of the age groups aren't too far away with percentages about 10.



In Finland, we have a incredible 23% of pictures showing nudity among the youngest age group of females, whereas the men between 18 and 24 only hold about 6% here.

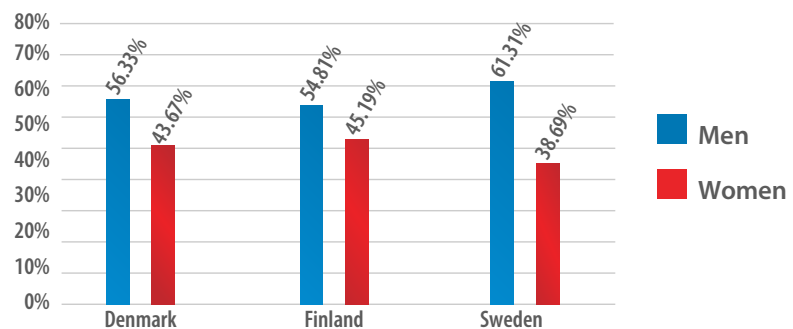


In Sweden, most pictures showing nudity go to the women between 18 and 24 as well, yet all the other age groups are quite similar.

"...I really want sex, no offense"

On everyday online dating platforms, there are some users uploading especially "dirty" pictures, which go beyond the normal lingerie shot taken in the bedroom, even though these are more often than not blocked from normal dating sites. These are rather rare but in these instances, it is the men who are taking the bigger share at roughly 60%.

"Naughty, naughty" - Gender ratio of naughty online daters

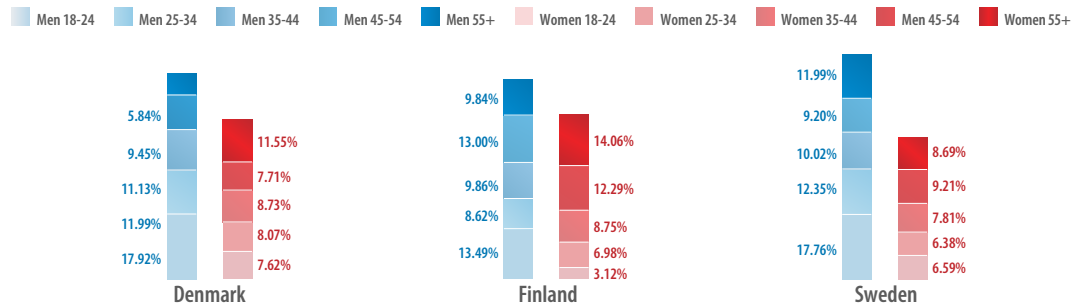


Men are uploading
X-rated pictures
more often than women



Across Scandinavia, it's clearly the men who are not afraid to show their desperation or mere lust for erotic activities. Just over 55% of X-rated photos go to the male's account.

Age distribution of naughty online daters



The percentages per age group are pretty balanced. However, more men above 55 upload X-rated pictures in Sweden and more women above 55 in Finland. Other than that, most men uploading X-rated pictures are in the youngest age group with 13-18% throughout all countries.



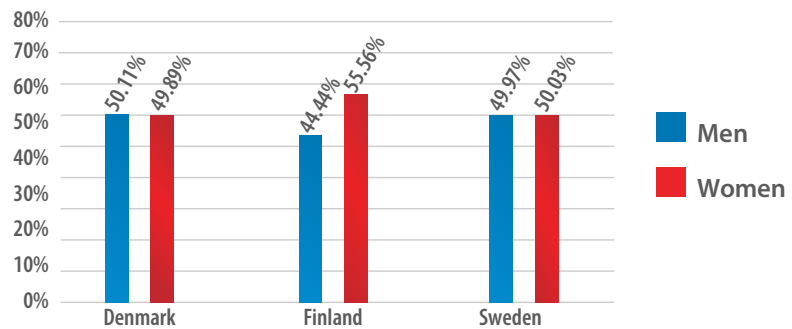
Snuggle alert - about 50% of pictures in bed come from women

"Cuddle up to me!"

Another classic online dating motive with a subtle message is the one where they are "lying in bed, with puppy dog eyes, and glancing into the camera". Whoever has these on their profile is in desperate need of a good hug, a shoulder massage and tender cuddling all night long. However, could it be a romantically disguised "sex message" too?

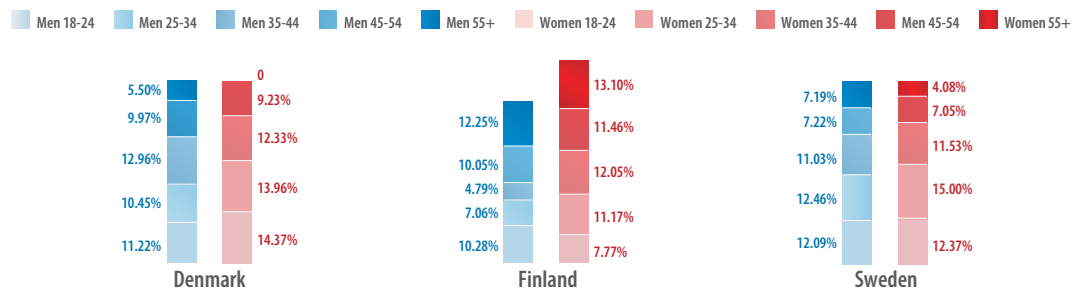
The numbers show that more men than women give out free invitations to their cuddle zone or the bed.

Gender ratio of online daters using their powers of seduction to get bedded



Across Scandinavia, we have a range of 50% to 56% of invites to bed coming from female online daters.

Age distribution of online daters seducing in(to) their bed



Pictures of folk sleeping are popular among all age groups



In the Denmark most sleepy heads are females between the ages of 18 and 24 with about 14%. This is followed by women over the age of 25 with 13%. There are no women above 55 to be seen napping.



In Finland, most pictures napping are uploaded by the oldest female age group with 13%, followed by men in the oldest age group with 12%.



In Sweden. We hardly have elder people posing to seduce on their bed. Most sleepy heads are females between 25 and 34, followed by women 25-34 and men 25-34.



Show me the money:

How much does your heart cost?

Who's trying to impress with their luxury lifestyle?

Showing possessions and money to attract potential partners online - does that work? How do the rich (or wannabe rich) online daters show their wealth off?

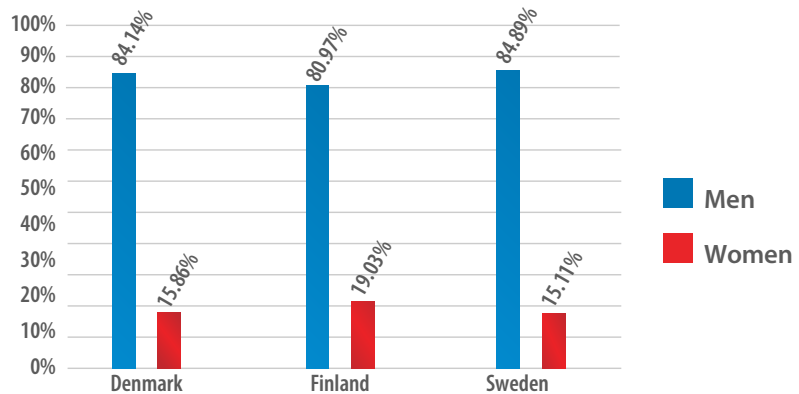
Luxury cars

Lamborghinis, Maybachs, classic Porsches and Hummers - only a few can afford them, but we can clearly tell who brags about them more: men, of course.

About 80-85% of all luxury car images come from male online daters, while women are way more modest in this regard. It could be, on the other hand, that it's just cars. We'll see, on the next pages, if women take a bigger share of the other luxury goods.

Gender ratio of online daters using their powers of seduction to get bedded

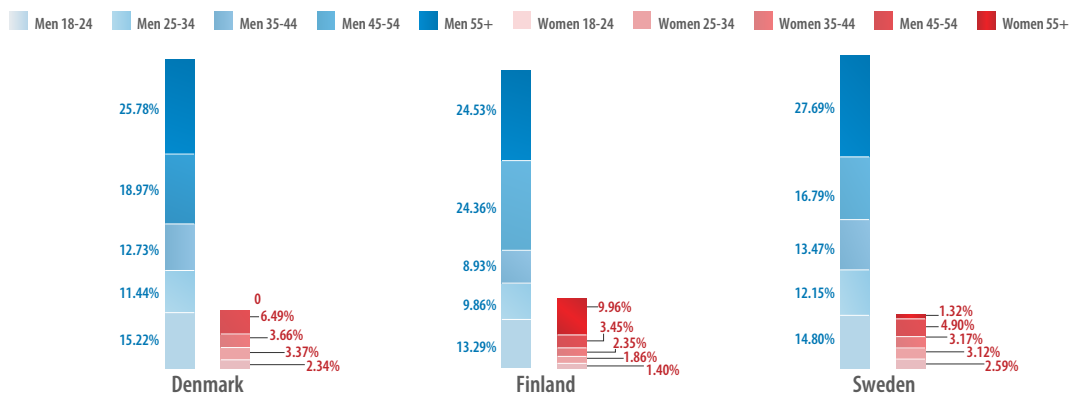
Luxury cars are men's thing.



Across Scandinavia, there is no great difference with between 80%-85% men posing in their luxury cars.

Age distribution of online daters with luxury cars

It's the **women over 45** who have the largest **female** percentage for **luxury cars** at just 6-13%



Is the difference across ages surprising? Not really. It is no surprise that men, over the age of 45, would have made their money by this stage in their life and don't mind showing how far they have come in the world on their online dating profiles.



In Denmark, there are no women above 55 posing with luxury vehicles, but most women with luxury cars are to be found in the age group between 45 and 54 with 6%.



In Finland, we have the highest percentage of women posing with luxury vehicles in the age group above 55 with about 10%.

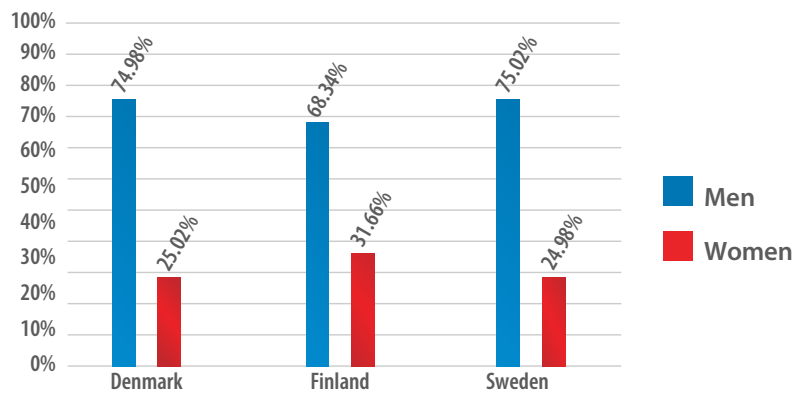
Swedish online daters posing with luxury cars are mostly men. Among the women, the highest percentage is in the age group between 45 and 54.

Dating the rich and glamorous

What else are signs of a luxury lifestyle, apart from cars? Amongst other things, we spotted golf, sailing, luxury yachts, jewellery and, everyone's favourite celebratory tippie: champagne.

Surprisingly, again the ladies' percentage is only just slightly higher than in the previous chart for luxury cars. It is clearly apparent that way more men like to "impress" with money. Men like to prove that they have the means to provide and "spoil" a potential partner with private jet flights and gemstones, while women are more modest about their valuables and private about their lifestyle...*perhaps protecting themselves from predators looking for a sugar mummy!*

Gender ratio of rich and glamorous online daters



Less than a quarter of all luxury lifestyle pictures come from women



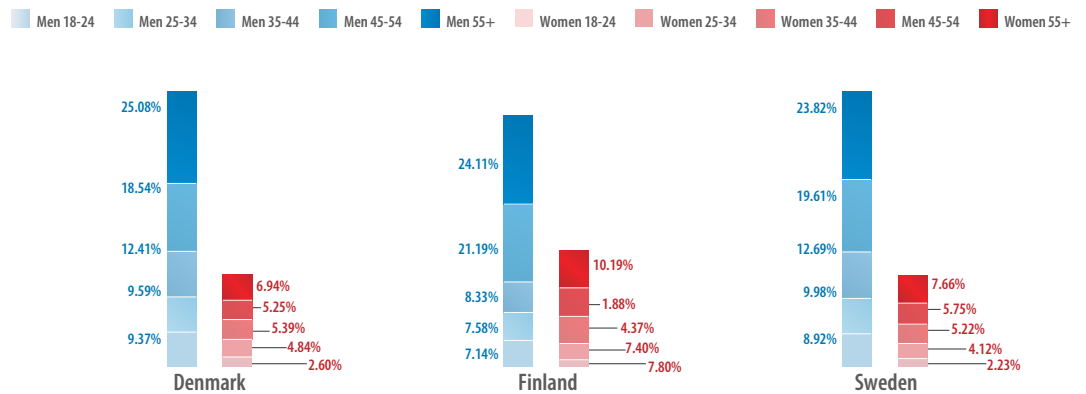
Across Scandinavia, we have a range of 68% to 75% of invitations to the lifestyle of the rich and famous going on the male's account.

The likelihood of meeting rich men online increases with their age. The older they get, the more they tend to show their achievements on their profiles. Well, who wouldn't want to show off their private helicopter?

Most online daters living the **lifestyle of the rich and famous** are male and over 55 years of age



Age distribution of online daters with luxury cars

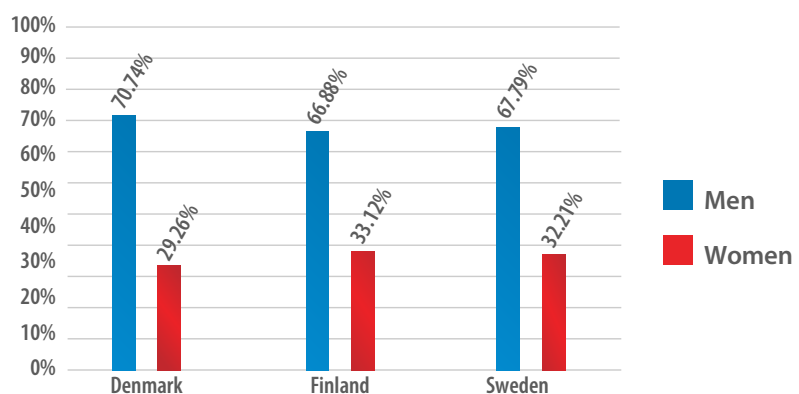


Across Scandinavia, as expected, most luxury items were mostly posted by men over 55, followed by the slightly younger men between 45 and 54 years of age. Again, in the same way as showing off their luxury car, it is only the ladies over the age of 55, who like to show off their status symbol.

Who's living the dream and owns a private yacht?

Lastly, we've looked at the one special luxury item that everyone dreams of - a private yacht. Wouldn't that be great? For some online daters, this dream has already come true (though we can't say for sure if the picture wasn't taken during a once-in-a-lifetime holiday). You would imagine that there would be lots of women, adorned in swimsuits, sun worshipping on these yachts? Well - yes and no. They are outnumbered by their male counterparts.

Gender ratio of online daters with yachts



Even though rare, **yachts** are more likely to be displayed on **men's profiles**



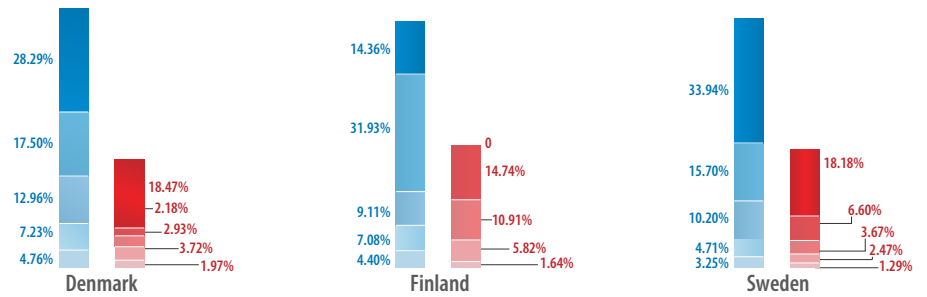
Across the Scandinavian countries, only about one third of pictures with yachts are uploaded by the ladies.

"Rich kids" really seem to be more of an Instagram thing. Obviously, in online dating you're supposed to meet up with the people you connect with at some point. You don't want to be unmasked as someone who tells porky-pies, do you? You should always be able to live up to your online dating profile, hashtag whatyouseeiswhatyouget...understand?

Age distribution of online daters with yachts

Men 18-24 Men 25-34 Men 35-44 Men 45-54 Men 55+ Women 18-24 Women 25-34 Women 35-44 Men 45-54 Women 55+

Most online daters with yachts are men above 55



Across most of Scandinavia, it's the same story with the older guys over 55 years of age flashing their cash in the form of yachts.



In Finland, we have most yacht owners among the males in the age group between 45 and 54. There are no women above 55 with yachts. Therefore, among the women the highest percentage is again to be found between 45 and 54.



Denmark, Finland and Sweden compared to other countries - how big are the differences between the nations?

Facts about the international online dating market

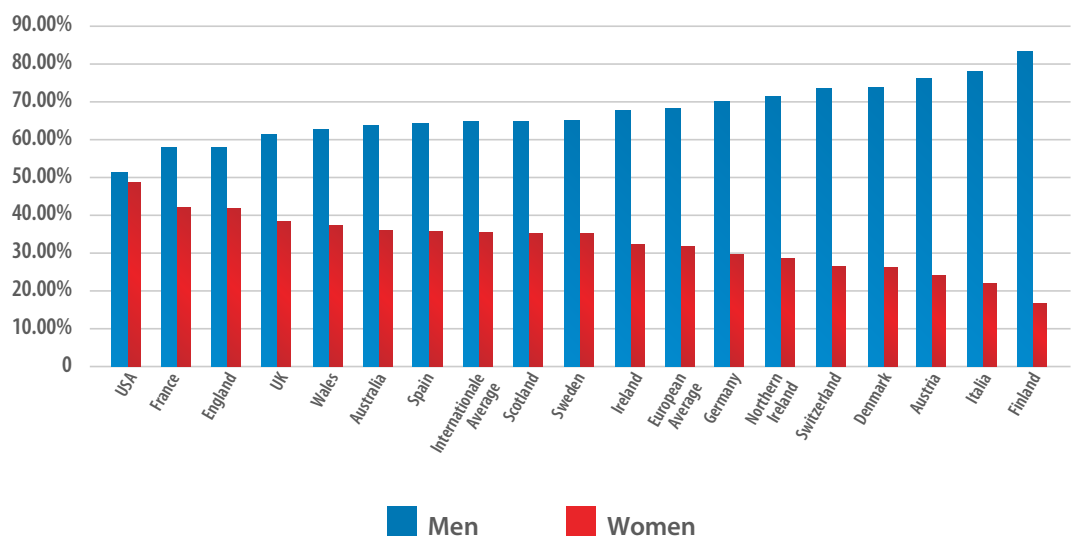
By how much do the Danish, Finnish and Swedish online daters differ from other nations? What's typical for the Scandinavian compared to European neighbours and cousins in the USA and Australia - and what isn't? Who takes top spot for pictures that include drinking alcohol, sport, luxury items and provocative nude poses? Let's find out!

Gender ratio

Let's look at the gender ratio on an international basis. Which countries have high and low chances of finding a partner? The more even the genders are in terms of proportion, the higher the stakes are for every online dater to find a good match.

Finland has least female online daters of all countries with just 16.86%. Denmark's gender ratio is slightly better with 26.30% women while Sweden is in the international middle range with 35.08% women.

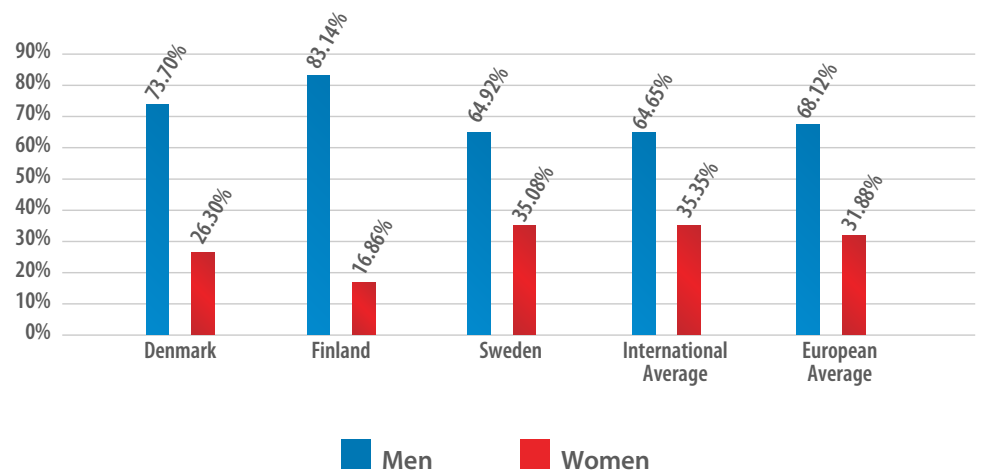
Gender ratio of online daters internationally



The European average shows that **less than half** of all online daters are female

Looking at the international average in line with the European average and our three analysed Scandinavian countries, we can see that Sweden is above the European average, yet slightly has less women than in international average.

Gender ratios compared to the European and International average



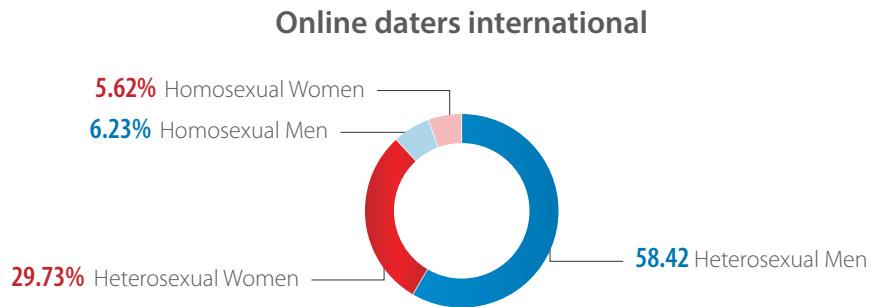
The **international average**, in line with **Denmark, Finland and Sweden**, shows that **around one third** of all online daters are **female**

Sexual orientation

Now, we are going to take a brief at the percentage of online daters' sexual orientation internationally.

It appears that most online daters are straight, men with 58% and women with nearly 30%.

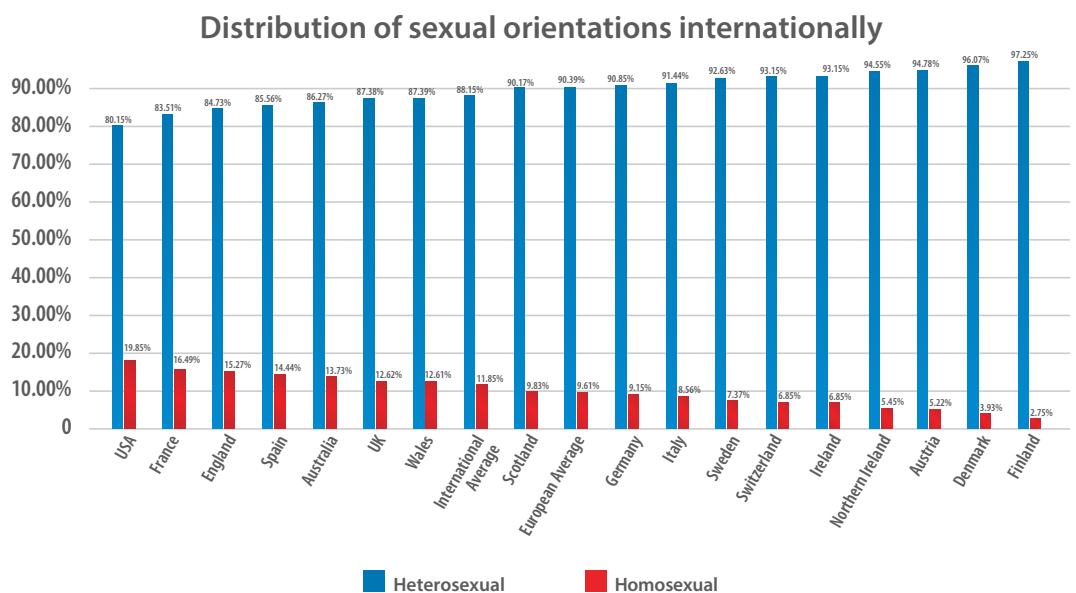
Generally speaking, for every straight woman there are **two straight men** in the world of online dating



Now that we have data from across the US, Australia and Europe, where do we find the lowest and highest share of gay online daters?

The Finnish have a surprisingly low share of gays with less than 3%. Germany, in line with the European average, has just less than 10% looking for a partner of the same sex, which is below the international average of almost 12%. The UK, Spain, and France are all above these averages but none outnumber the US, which has the highest share of gay online daters at nearly 20%.

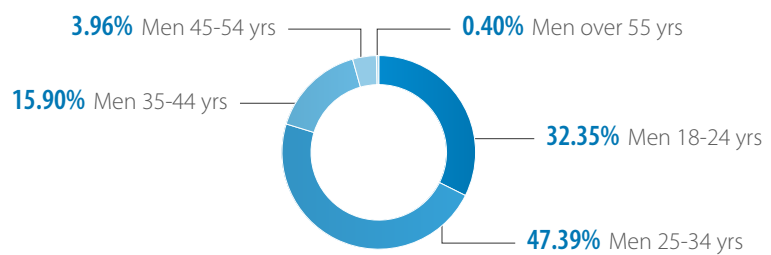
Sweden (7.37%) and Denmark (3.93%) are in the last third when it comes to gay online daters as well.



Age distribution

The age composition for international male online daters is almost the same as with Scandinavia, most being between the ages of 25 to 34. This group are followed by the younger lads below the age of 25. This leaves at least 20% of the share to the older age group, over the age of 34, still looking for a partner.

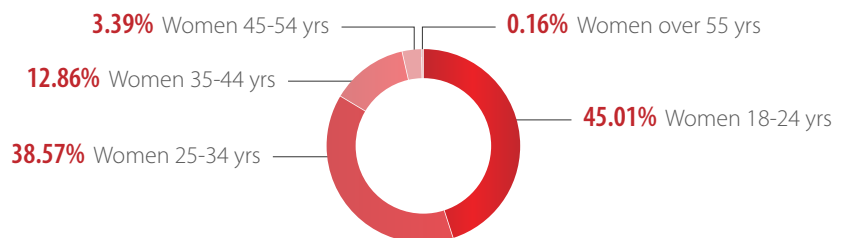
Age distribution of male online daters international



Most male online daters are **between ages 25 and 34**

On an international level, the female group between 18-24 is 45%. The second largest piece of the pie, at 39% is held by women ages 25-34.

Age distribution of female online daters international



Most female online daters are **between 18 and 24 internationally**

International Rankings



Online daters abroad

Which online daters log into dating services and apps whilst travelling? While we can only guess about their intention, we can tell you the numbers. The largest share comes from Switzerland, followed by Austria and Sweden. Scotland ranks 4th here, long before Wales, England and Northern Ireland.

The country, however, known for their **“amore”** surprisingly comes in last: Italy takes the smallest share here.

Looking for a partner abroad?



Most travelling daters are from **Switzerland**



Danish are the **happiest** online daters

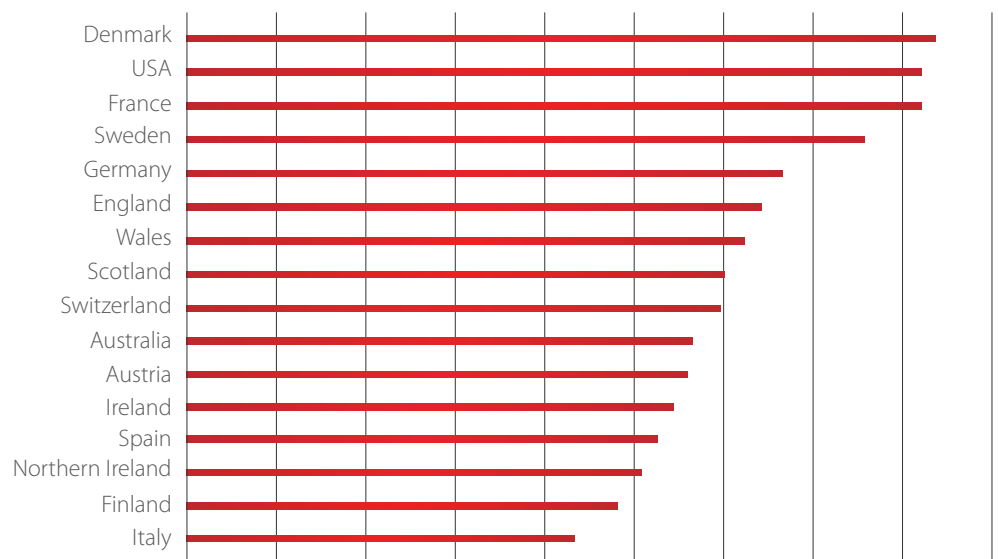
Ciao, bella: **Italians** have the **lowest** rate of happiness in this ranking

Who are the happiest online daters?

The luck of the Danish - these people are the most likely to show how happy they are in their pictures by smiling, grinning and having fun. The Americans rank second here and can be proud about that. Being open-minded and showing positive emotions in pictures deserve a big thumbs up.

The most "serious" are the Italians, Finns, and Northern Irish. For these, a common cliché seems proven. On the other hand, the French and the Italians are not really known for frowning or having a sad face.

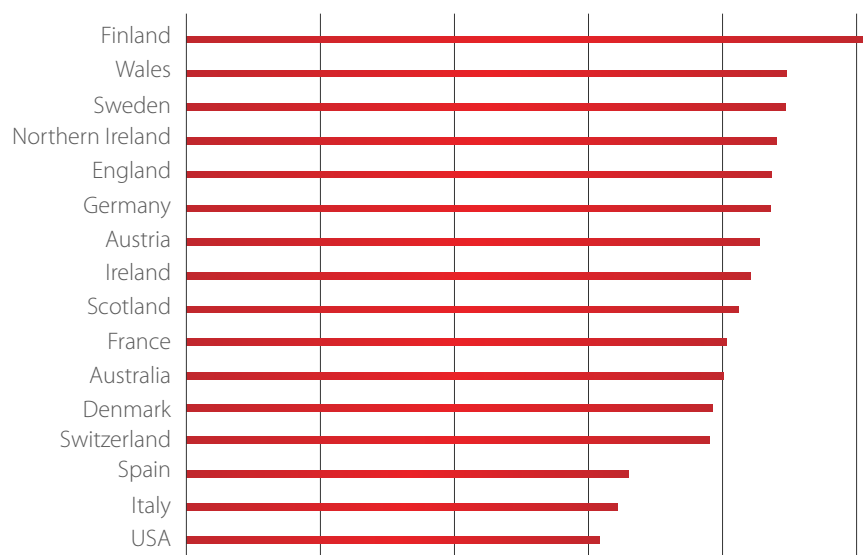
Who has the happiest online daters?



Who has the most pictures with sad or angry looking people?

Just as there's a certain number of happy pictures, there is almost the same percentage of people who aren't so happy and are pulling a face. Maybe they just want to share all their personality traits with the viewers on their profile. This is not the same list, as shown above but just switched upside down. No, it's a whole new list with some more surprises.

Online daters with bad moods?



Men show their **angry** side more than women

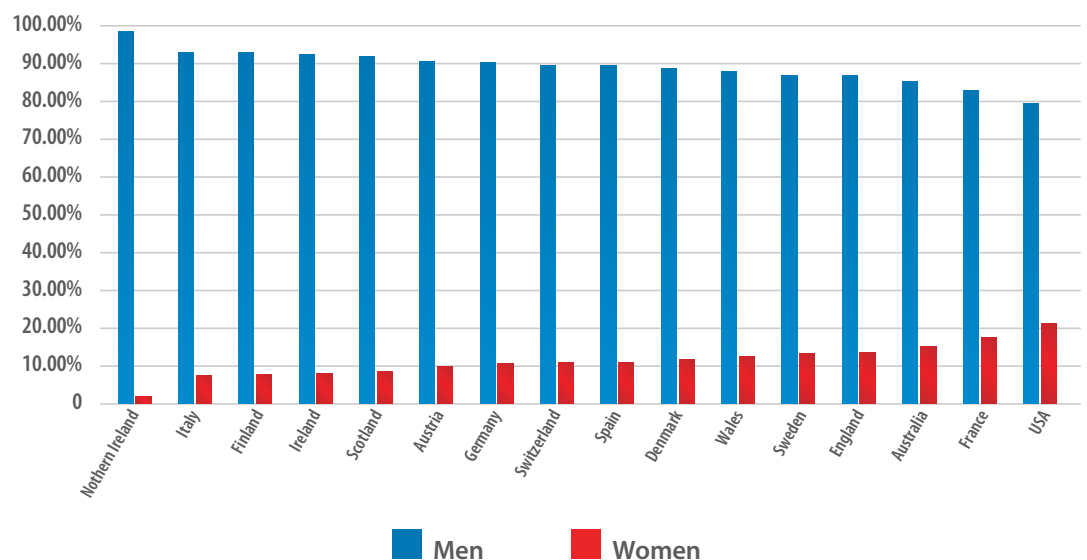
In Finland, we found the most pictures with angry-looking people on them. Wales comes in second before Sweden and Northern Ireland. The US ranks last after Spain and Italy - guess the Italians like to stay neutral and not show too much emotion. Denmark here is on the fourth-last position.

Men or women - who shows their angry side more?

You would think that having a grumpy face would not be a successful online dating tactic. With that in mind, we looked at which gender tends to show their Mr. or Mrs. Potato angry eyes.

Our results seem to reflect the old-age cliché with men ranking highest in unenthusiastic faces and woman the lowest. Perhaps, this goes back to the stone-age days where showing no emotion is a sign of strength.

Gender ratio of online daters in a bad mood



In Northern Ireland, it's clearly more men with bad moods, while in the USA, we have the highest share of female hulks. Finland ranks third, while Denmark and Sweden are way further behind.

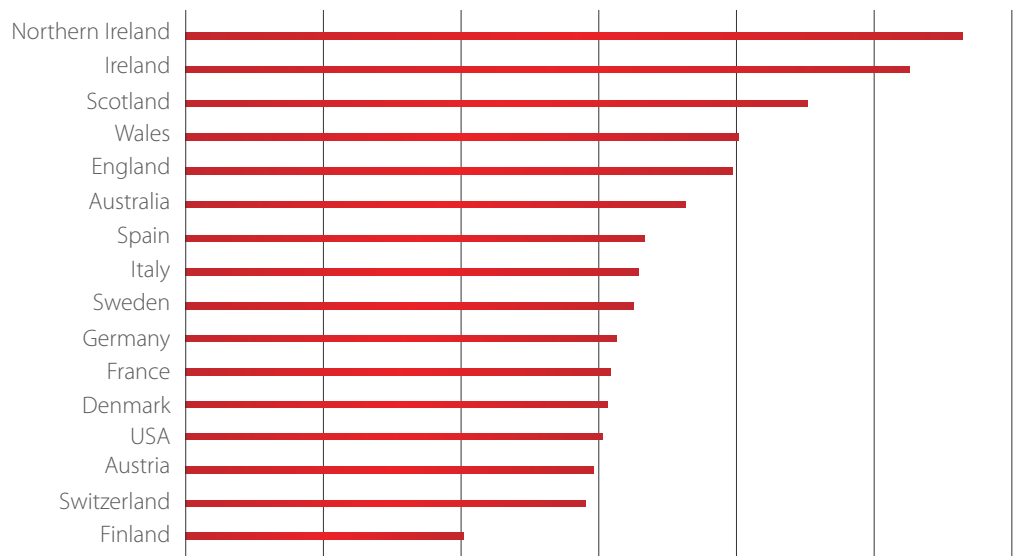


The worst are probably the Northern Irish photographers:
Their photos are the most underexposed

Who uploads the worst quality photos?

Who is number 1 at uploading the worst quality photos? Sorry, but this would be Northern Ireland. Northern Ireland is the main exporter of underexposed photos, with their low content quality and appearance. Coming in second is Ireland, followed by Scotland. Our data shows further that the less faux pas photos belong to the Austrians, Swiss and Finnish.

Who uploads the worst pictures?





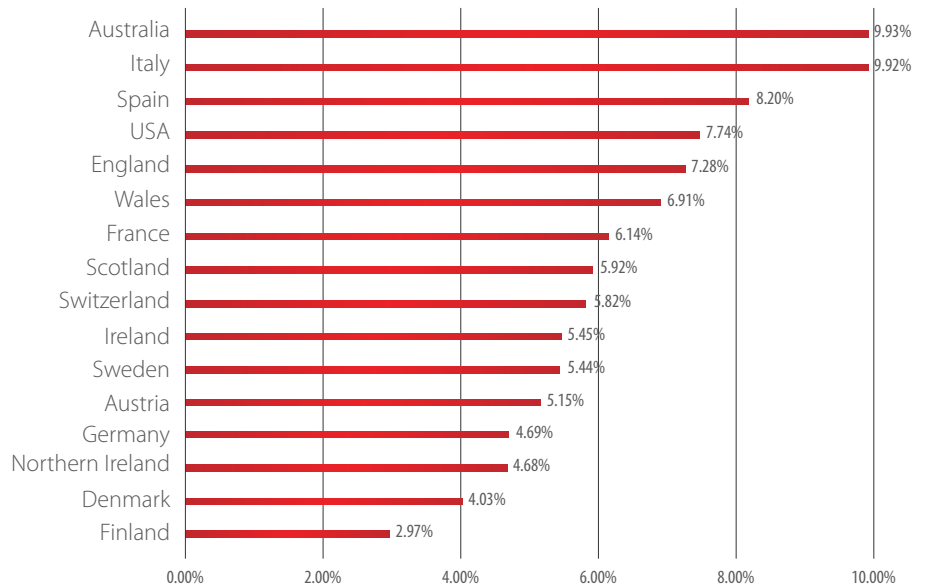
The **most open** online daters are the **Australians**

The **most modest** of online daters are the Northern **Irish**, the **Danish** and the **Finnish**.

Who shows the most skin?

Who shows off their assets the most? In first place are the Australians. They are closely followed by the Italians, who are also not stingy with their naked charms. In third place are the Spaniards, followed by the Americans and English. Northern Ireland, Denmark and Finland seem to be rather shy here.

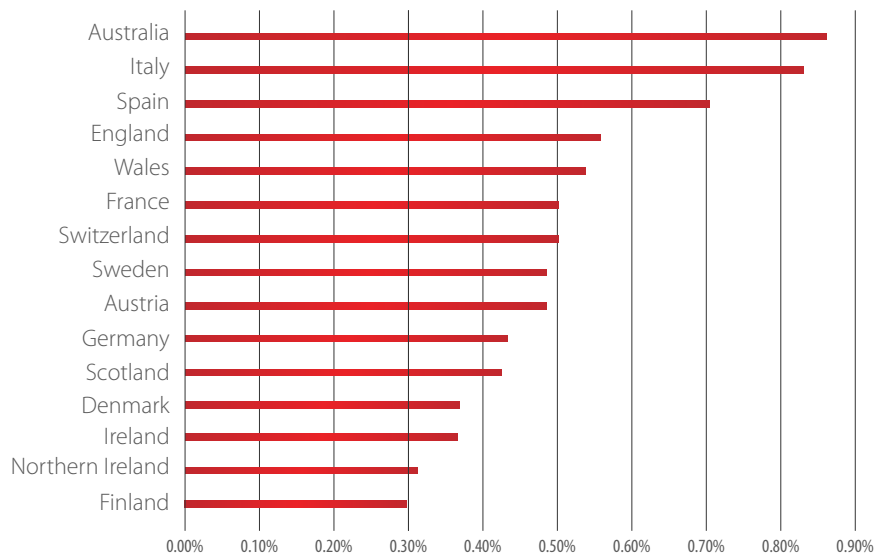
Online daters showing off what they've got



X-rated: Who is uploading risqué photos?

Coming in at number one (as maybe expected) are the Australians, followed closely by the Italians and the Spaniards. Maybe this has something to do with the weather. On the other hand, the Irish, Northern Irish and Finnish are relatively modest when it comes to baring skin, therefore making risqué photos even less of a possibility. Internationally, online dating - in general terms - is very civilised. Sweden is in the middle here and ranks higher than Denmark, which is the fourth-last country.

Where are the naughtiest online daters from?





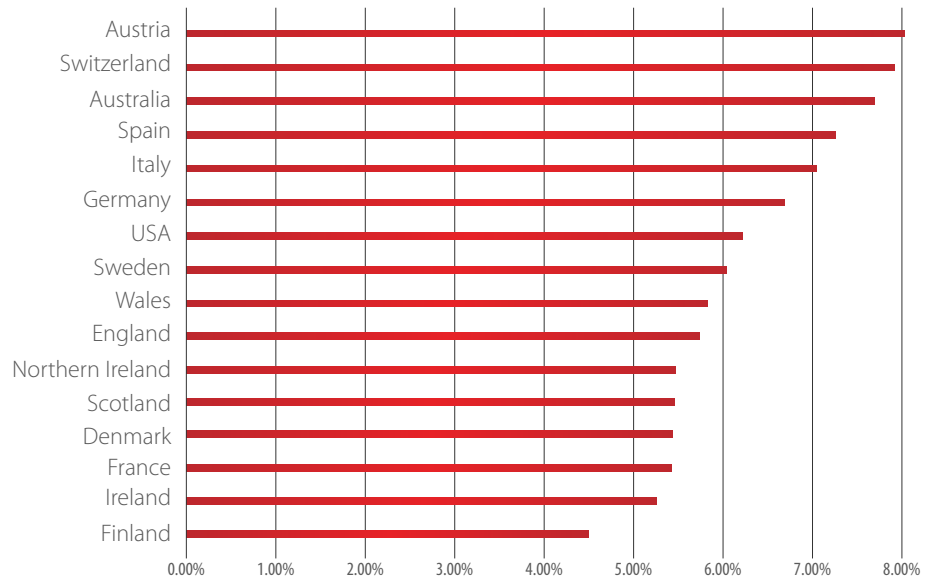
Austria has the **most sporty** online daters

The **least sporty** award goes to **Ireland and Finland**

Which country is the most athletic online?

Contrary to popular opinion, the Austrians are the sportiest when it comes to taking part in sport. The Swiss and Australians follow closely behind. The most unsporty online daters can be found in France, Ireland and Finland. Denmark ranks fourth-last again, whilst Sweden is in the middle section. On an international comparison, however, it is striking that there are essentially no major gaps and differences in the athleticism of online daters.

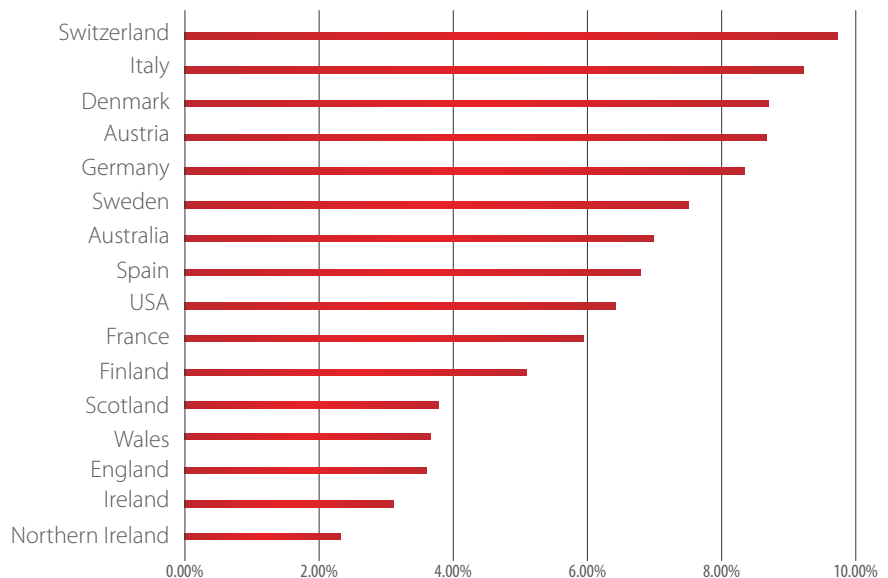
Who has the most athletic online daters?



Which country is the healthiest?

Are the sportiest online daters also the healthiest eaters? Not necessarily. In first place, we see the Swiss. Coming in second are the Italians, followed closely by the Danish. Those who are eating the least servings of fruit and vegetables are the English, Irish and Northern Irish. Tsk tsk, lads. Sweden ranks sixth, whilst Finland is sixth-last.

Which online daters prefer healthy food?



The **Swiss, Italians and Danish** eat the **highest percentage** of fruit and vegetables

England, Ireland and Northern Ireland enjoy the **least amount** of fresh produce



Italians enjoy the most fast food...no wonder: their pizza is so good

In **last place** the least fast food loving award goes to the **Welsh, Finnish and Northern Irish**



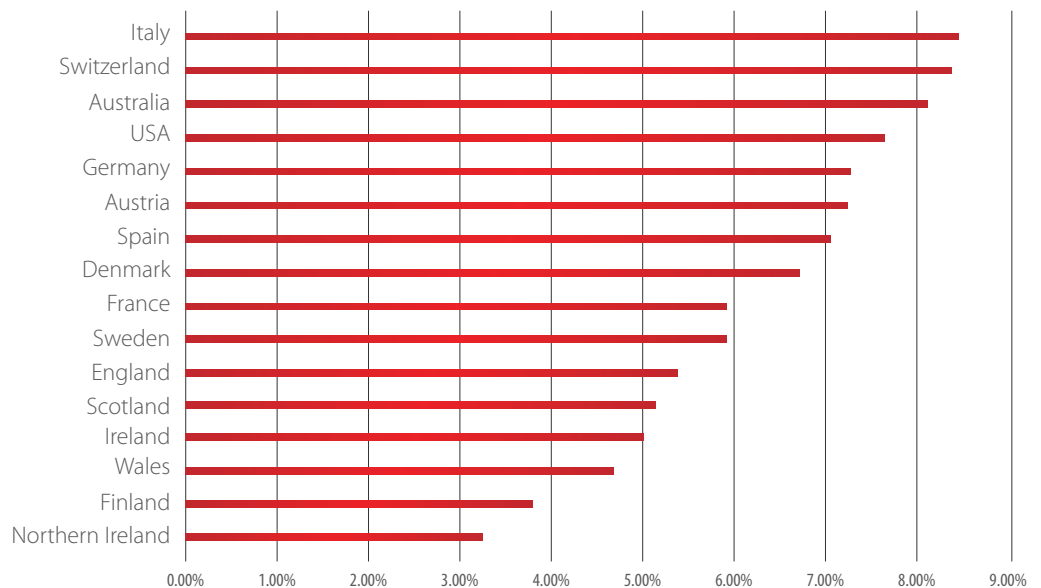
The Northern Irish show off the most alcohol in their profile photos

The Germans, French American and Finnish are least to brag about their alcoholic exploits in profile photos

Who eats the most fast food?

As with our sports correlation, it is incorrect to say that those who eat the least amount of fresh produce must be eating fast food. You're in the clear Brits, because the winners of this category are the Italians. In second place, we have the Swiss. The third place goes to the Australians. The home of fast food, the USA is next while Germany is in fifth place. The countries that eat the least amount of fast food are Wales, Finland and Northern Ireland. Denmark and Sweden are to be found in the middle.

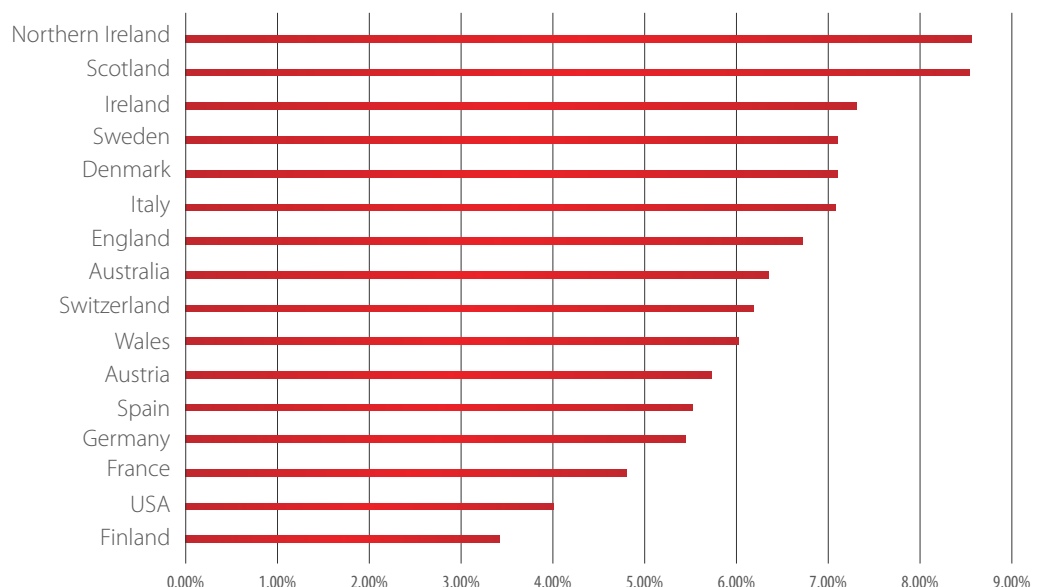
Which online daters can't resist fast food?



Which country drinks the most alcohol?

Which international online daters can be seen raising a glass the most? No, it's not the beer guzzling Germans, nor the all-night partying English. The first place goes to the Northern Irish. Then in second and third place are the Scots and Irish - perhaps this has something to do with their celtic blood? Sweden and Denmark rank fourth and fifth. Seldom do we see the Germans, Finnish, French or Americans with drink in hand.

Which online daters enjoy their alcohol the most?



Who drinks the most beer?

"Oh, if it's beer, it must be the Germans." Not so fast, slick. We've caught you there. Surprisingly enough, it isn't the pro스팅 partners of mid Europe but Brits who take the cake or should we say, pint. Followed by Ireland, the UK and Australia as the top 5. Unfortunately, Germany is only ranked at number 12 in the beer list (strange huh?). Sweden and Denmark rank on 8th and 9th, while Finnish seem to dislike beer.

Germany is only number 12 on the list of most beer drinkers

Beer drinking online daters by popularity

1 Northern Ireland	9 Denmark
2 Scotland	10 Switzerland
3 Ireland	11 Austria
4 England	12 Germany
5 Australia	13 Spain
6 Wales	14 USA
7 Italy	15 France
8 Sweden	16 Finland

Who drinks the most wine?

Perhaps the French who are almost always accompanied by a baguette and an assortment of cheeses? Aha, but this cliché is not supported by our analysis. It seems that the number one place goes to the Danish, followed closely by the Swedish and Italians. How's that for a plot twist? Finland, once more, is close to the end of the list.

Ranking of wine lovers

1 Denmark	9 Spain
2 Sweden	10 Germany
3 Italy	11 England
4 Switzerland	12 Wales
5 France	13 Australia
6 Northern Ireland	14 Ireland
7 Austria	15 Finland
8 Scotland	16 USA



Hats off (or should we say on) to the **Americans**.

They seem to be the most fashion forward in the headwear game

Finland and Spain tend to avoid hats the most



Unsurprisingly, the USA has the most weapons

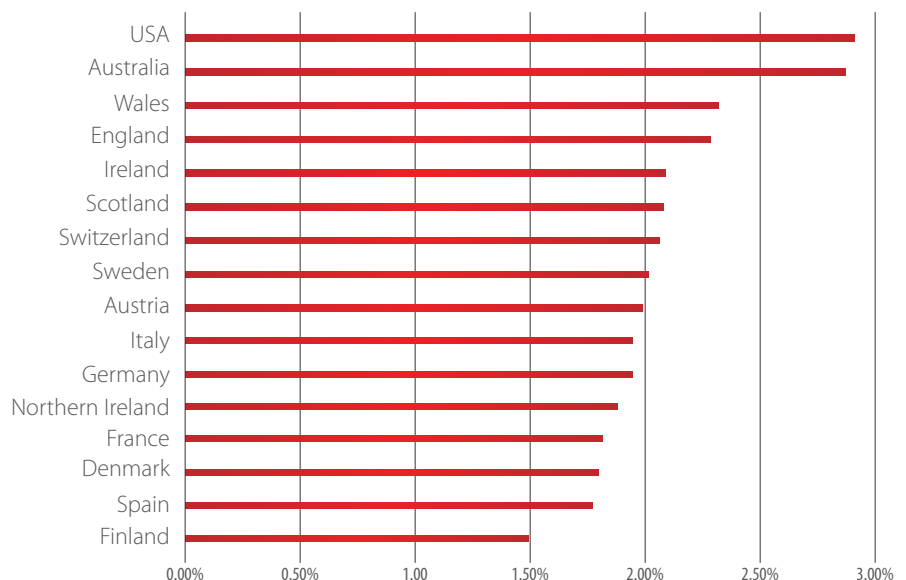
Second place goes to **Finland**

Ireland, Italy and France seem to be our pacifists

Who wears the most hats?

It seems that Americans are the most headwear trendy bunch on online platforms, with impressively high numbers in our ranking, they seem to be dominating the hat industry. Coming in a close second place would be the Australians (perhaps they need a lot of sun protection down under?) and third the Welsh, which we could only assume they fancy for the warmth aesthetic. Lastly we see Denmark, Spain and Finland- so much for the sombreros of Seville.

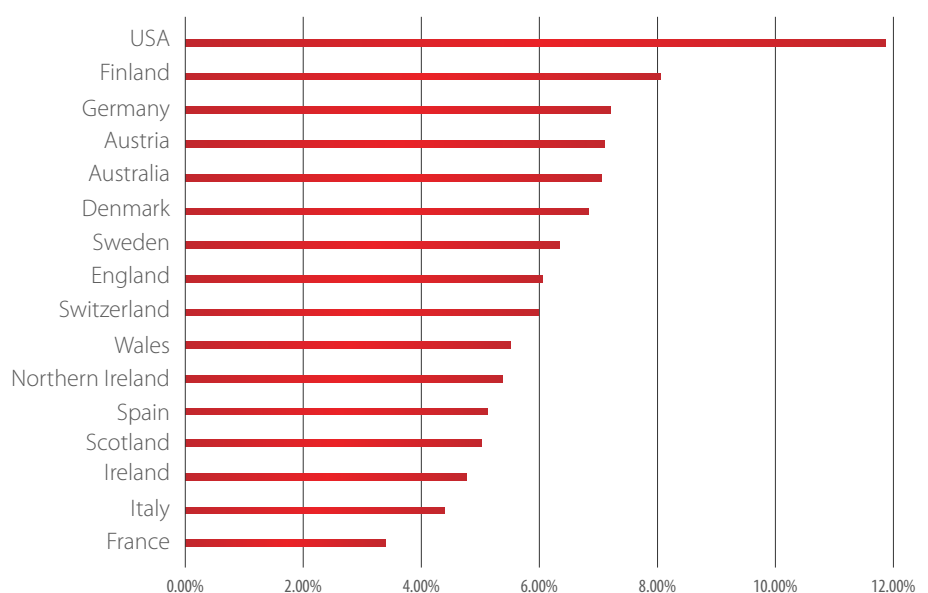
Online daters wearing hats



Who shows off the most weapons?

Hardly a surprise; the American online daters have won this by a long shot. America, the beautiful, is truly the land of gun toters and the Second Amendment. Number two, unforeseen by us, is Finland followed by Germany. However, the pacifist countries are Ireland, Italy and France.

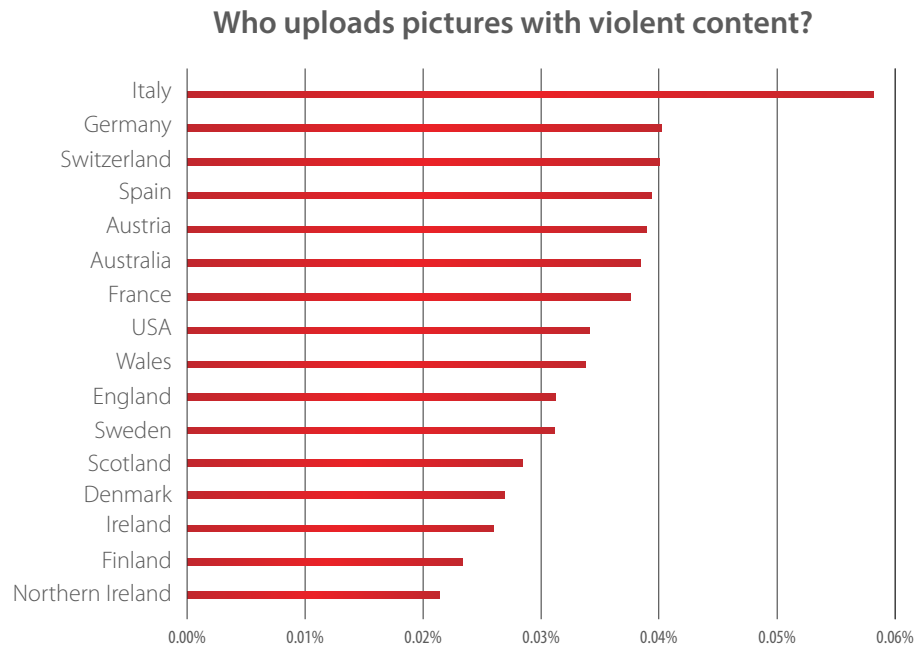
Online daters with weapons



Who uploads the most pictures with violent content?

The content displaying the most violence on profile pictures will probably be found among the Italians and Germans. Fortunately, most of the time, it's just fake blood photos and Halloween related images. In many cases, it is simply a mistake in recognition: some daters just look very angry. In third place are the Swiss. Those with less tendency to show blood are the Irish, Finnish, and Northern Irish. Denmark and Sweden are to be found in the last half as well.

Italians tend to display the most violent content

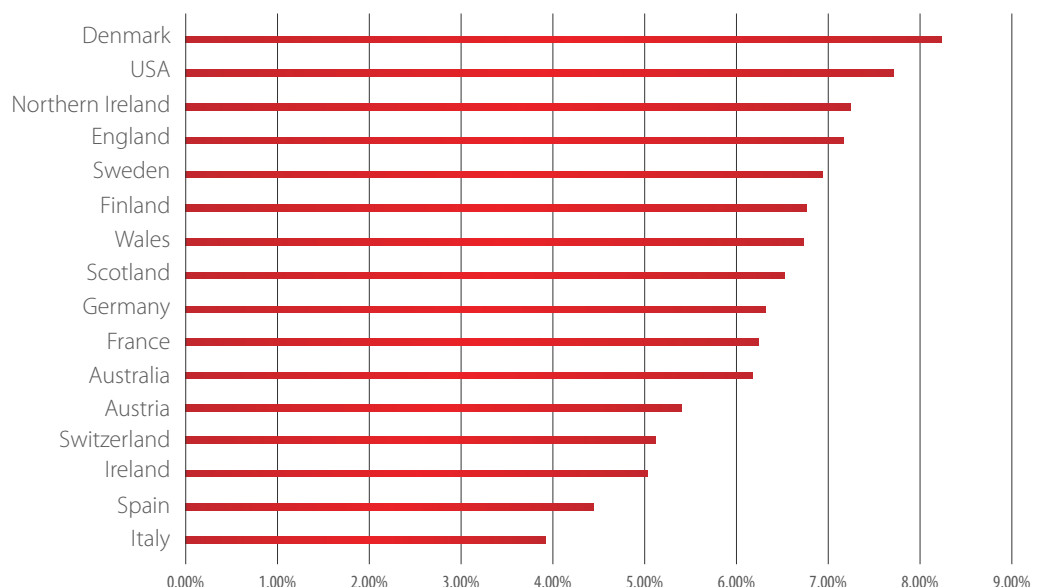


Who likes children the most?

Which online daters display the most eagerness to share their photos with children? The Danish! Our studies have shown that the Danish are number one in showing interest in having children, followed by the Americans and Northern Irish. Sweden and Finland rank fifth and sixth. Interestingly enough, the same cannot be said for the Irish, Spanish and Italians. We wonder why that could be.

The Danish, Americans and Northern Irish prove to be the most child-friendly countries

Which online daters love kids?



Ireland, Spain and Italy are the least eager to have children

Who takes the most group photos?

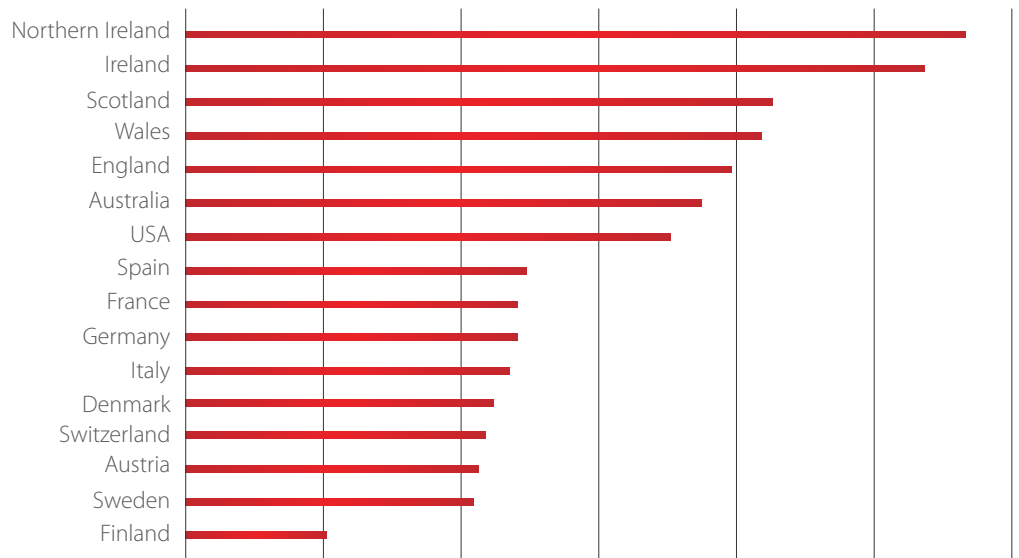
The Northern Irish seem to be the most enthusiastic about showing off their friends. Second to them are the Irish, and then our Scottish pals. Contrary to popular belief, the party loving Welsh only come in at number four (perhaps it's due to their love of selfies). Lower in the table we see, almost neck and neck, the Austrians and Swedish followed by the Finnish.



Ireland, UK and Australia portray themselves as social butterflies

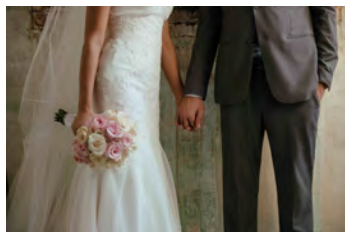
Austria, Sweden and Finland tend to prefer the solo photo spotlight

Who loves to take group pictures?



Which countries have the most online daters ready for marriage?

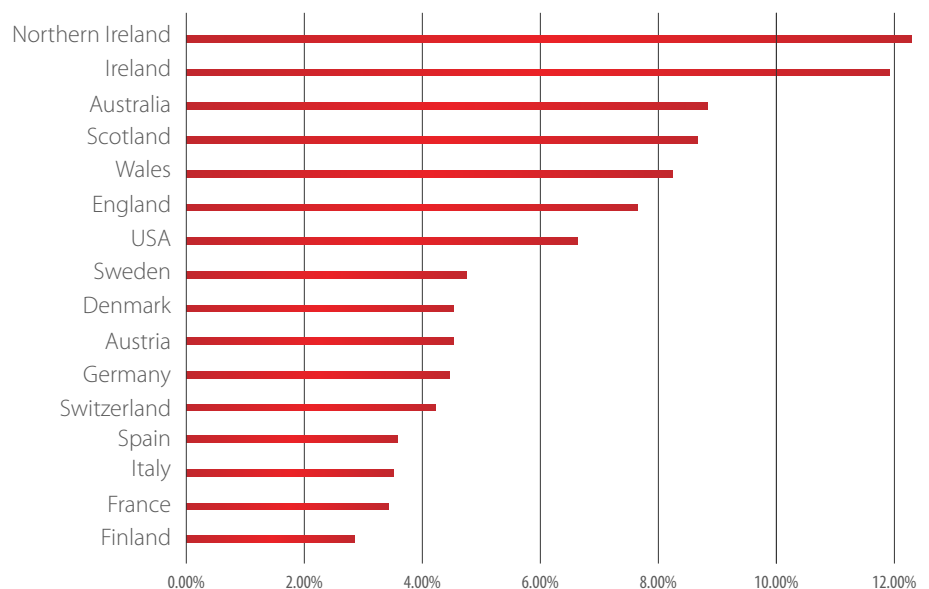
It seems that the wedding bells are ringing in the hearts of our Northern Irish. Our data shows a high number of clues for those looking for that special relationship. These online daters can't wait to name the day. Behind the Northern Irish, we can see the Irish and Australians but our data also shows that in terms of looking for the "one," Italy, France and Finland tend to just look for the "one right now." Sweden and Denmark can be found in the middle of the ranking.



The Northern Irish are the most eager to tie the knot

Studies show **Italy, France and Finland** prefer to take it slow

Which online daters can't wait to get married?



Who shows off their life of luxury the most?

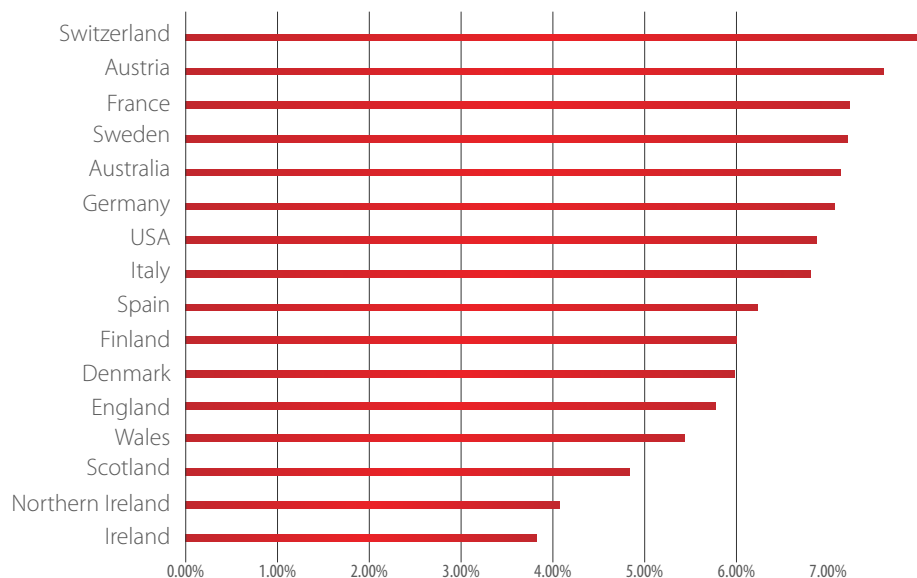
Who is most likely to persuade a potential suitor with a status symbol? Why, it's our Swiss consorts of course! Especially in the online dating market. We see many profiles displaying fancy cars, boats or glamorous places. Next in the line for flaunting are the Austrians and French (who would have thought?). Sweden ranks fourth. However, our most humble online daters seem to come from Scotland, Northern Ireland and Ireland.



**Especially Swiss
online daters can't resist
showing off their luxury**

**The Scottish and Irish
seem to be more humble
when it comes to luxury**

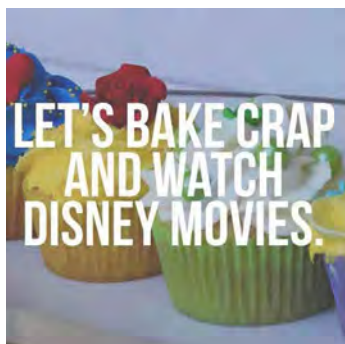
Who can't stop showing off their luxury?



Funny sayings

Sometimes a picture is worth a thousand words. So here we go with our favourite sayings and memes used by online daters:

Ideal date: we go get tacos. I eat 13.
You are very impressed and not at all grossed out.



- I want gay married couples to be able to protect their marijuana plants with guns
- Don't grow up. It's a trap!
- "Tell me a little about yourself" - "Ugly, but lovable"
- If you had to choose between drinking wine every day or being skinny. What would you choose? Red or white?
- Soup of the day: Champagne
- I am presently experiencing life at a rate of several wtf's per hour.
- I prefer not to think before speaking. I like being just as surprised as everyone else by what comes out of my mouth.
- I am not always right, but when I am it's usually all of the time
- You had me at "I hate everyone too"
- If you ever masturbated to my pictures, you owe me a fucking Valentines Day gift
- You were so attractive until you texted me with your hideous grammar
- I wanna get married in 2-3 years. So I need one of you to act right... Thanks.
- I would like to apologise to anyone I have not yet offended. Please be patient. I will get to you shortly.
- If we meet offline and you look nothing like your pics, you're buying me drinks until you do
- My body type is: occasionally goes to the gym, but will always choose happy hour and pizza
- My life right now is like that Rihanna song: Work, work, work, work, work then I don't understand the rest
- I want to be the reason you look down at your phone and smile... then walk into a pole.
- Single and ready to... get nervous around anyone I find attractive
- Somebody left a shopping list in a shopping trolley that said "Wine and some shit to eat with wine". So I am pretty sure my soulmate is out there.
- If by "thug life" you mean baking cupcakes in my underwear while drunk on a friday night, then yes...I choose the thug life
- Just in case no one has told you today: Good morning, I believe in you, you're doing great. Nice arse.
- I'm not saying I'm Batman. I am just saying nobody has ever seen me and Batman in a room together
- I'm just here to make friends. - Yeah, sure. And I am just on Pornhub to see if the plumber fixes the sink.
- I want food, cuddles, attention and exercise. I am basically a puppy.
- Immature: A word boring people use to describe fun people
- I can't promise you the world, but I can promise you this: I will buy you tacos and touch your butt
- Perks of dating me: you will be the hot one
- **This is a very serious text post with no hidden meaning.**
- Soup of the day: beer
- Surround yourself with tacos, not negativity
- Life's short, text him first
- "Uhm, so will the dog in your profile picture be joining us?"
- Not a catfish
- You look good, but what ya mind like?
- Call me old fashioned, but I prefer women with eyebrows made out of hair
- Relationships are like two people asking each other where they want to eat until one of them dies
- Do you like Mexican? Because I'll wrap you in my arms and make you my baeritto
- Education is important, but big biceps are importanter
- Date a girl who's cute AF but can also eat a whole pizza by herself
- I think you're suffering from lack of vitamin me
- Don't let anyone treat you like a yellow starburst, you are a pink starburst
- Just dropped my new single...It's me...I'm single
- I struggle between looking good naked and treat yo'self

Results Summary

Based on the detailed analysis of profile pictures, the study provided a comprehensive insight into the composition and portrayal of the American, Australian and European online dating markets.

Modern gender stereotypes were proven to be accurate representations; women are not afraid to portray themselves as sexy, and men choose to display their courage by being adventurous and engaging in extreme sports. In general, the healthy lifestyle is currently trending. Women, as well as men, attach great importance to their bodies; working out is just as important as eating right. However, play closely follows work as seen by many beach photos and exotic destinations shared online.

The numbers of men and women are rather unbalanced in the online dating pool, with a 35% to 65% ratio internationally. However, regardless of this fact, both genders still need to focus on showing their best side.

It is important to be aware of what and who you are looking for: a partnership? A fling or an affair? Depending on desire and expectation, the perfect photo can be chosen. Those looking for a partnership should emphasise their character. If you want to flirt, you should present yourself as an open person. In the search for an affair, the body should clearly be in focus.

Expert advice for the perfect profile picture

Contrary to the old saying “don’t judge a book by its cover”, in the world of online dating, your front page is your story. The image you choose to give as your first impression, is the one that can make or break a potential partner’s interest. Alas, fear not! We are here to provide you with some sure-fire tips on how to succeed and choose your best side to display.

First things first, let’s talk about keeping it casual. A good profile should have about four or five photos. Just enough to show a little bit about a person to keep the viewer intrigued. Some excellent examples would be: one nice portrait (or selfie if you must), a photo of your last holiday, taking part in sport or a picture of you doing your favourite activity. The more realistic the photo, the better since people can spot a fake if you’re too posed. Honesty is the best policy here.

Typically, as in real life, in the online game men are usually the first to make contact. Studies show that women are often the more timid sex when it comes to interacting. When putting together the perfect profile, this must be kept in mind. Although, just how does one gain interest from potential partners?

1. Tips for the ladies

Granted, most men are looking for the perfect aesthetic, but this is not all. They are also interested in seeing a woman’s personality (short or long term affairs included). The best way to do this is to promote your interests.

- Sure, women might be quick to display their femininity. However, ladies, please do **not** upload **only selfies**. This is just too much. We know you are lovely but show us how lovely your personality is as well. By adding some photos of your travels, hobbies and outings with friends you have a much higher chance of distinguishing yourself from the pack and letting your uniqueness shine.
- Show us those luscious locks. Whether you are a blonde bombshell, bodacious brunette or ravishing redhead, your hair is fabulous. Putting it up in ponytails and hiding it away under hats is not the way to grab a man’s attention.
- **Roll back those filters.** Not everyone finds your Snapchat puppy face as sweet as you do, nor that over beautified Photoshop Instagram glam. If you must, keep a light filter on. Don’t hide who you are. If you meet someone in real life they will eventually notice that you do not indeed have the porcelain skin of a goddess.
- Leave a little to the imagination. Often, women are eager to show a little skin. This could be that one amazing bikini photo you took at the beach this summer, or when you went for a dip in the pool to show off your unicorn floaty, but keep in mind to **keep it tasteful**. Avoid lingerie shots or too much skin. This often makes men think that you are unintelligent, so just remember to keep it classy and sassy.

- **Careful with the sprogs!** One tip we would like to stress is to avoid posting photos with kids that are not your own. Studies show that many women feel the need to show their soft side and do so by posing with little ones. This can scare some men away who are not aware that this woman doesn't actually have kids. So, it is best to leave the loving shots to those mommas (or single ladies) who are looking for a family man.
- **Don't be afraid to show your success.** Are you a rough and tough business woman? Do you have goals and aspirations? Well then, go ahead and show them! Our studies show that around a third of all profile photos contain women dressed in business attire. Many people believe that this would eliminate potential partners, but let us tell you something; if he can't handle you being you, do you really want him anyway?
- Ease up on the makeup. Darling, you are divine. Calm down with all those cosmetics. Our studies show that men are more attracted to the **natural look**. Massive falsies, fully caked on face and eyebrows, that look as if they'll wash away at the end of the day, tend to turn a guy's attention away.
- You're never fully dressed without a **smile**. One aspect everyone can agree on is a good grin to get the conversation going. Our advice: every woman should have at least one good photo of them lit up with a smile. Whether your style is a coy beam or a display of pearly whites, enjoy yourself and be yourself. This is the best way to get the guy.

2. Tips for men

When it comes to choosing a partner, women can be a bit more picky. Not only does physical attractiveness play a significant role, but the display of cultural capital as well. Profiles are inspected very carefully for similarities.

- When trying to attract women, it is true, **muscles** can be very convincing. Just please avoid any posed shirtless mirror selfies with flexed biceps; as this is painfully staged and won't persuade most. If you must use your body, then get a good mid workout pic or keep the muscle pics as a secondary approach. Beware though, this act of showing off can most of the time be interpreted as "I just want sex" in male subtext, or some women may think "he's all brawn and no brain".
- But wait, this does not mean that sporty photos are unwanted. If your passion includes fitness or athletics, then by all means show it all as perhaps you are looking for a potential partner who can join in with you.
- Next, we must move on and consider, what impression do our clothes give? 'Clothes make the man and no, we are not talking about a brand or price, but your **style**. Your individual style leaves a lot to be interpreted about your personality from online peers. Some have a set style, and some have a changing style. Are you a hipster, trend setter, fashion victim or nature boy? Show it and go with it and if it fits, by all means suit up for your next shot.

- Although **smiling** is well accepted on the female side, for men's photos it does not always have a similar positive effect. This is due to the fact that smiling does not express the dominance and masculinity we all expect from a man. In our study, we have found it is actually quite rare for men to post a photo of themselves smiling, but it still can have an impact. We are not saying to snap a big toothy grin of a selfie but there are some pros to being natural and expressing a moment of joy. And as we all know, the right mischievous grin can leave a girl weak at the knees.
- **Beard culture**: if you got it, flaunt it. Many women like these manly aesthetics. However, it's not one size fits all, as the beard should fit the man. Just because facial hair is natural, it does not mean it should be allowed rein free. Gentlemen, make sure you are well groomed. There is not much else that has such a significant impact on a man's face than a proper beard.
- **Drinking is evidence of sociability** and this is where the best snapshots (and later profile pictures) are often taken. More men than women, as our analysis shows, like to be seen with an alcoholic drink in hand. This brings up an issue of style, what exactly should a man be drinking? Naturally, the answer should be whatever he pleases, but when it comes to profile pictures, watch out. If you choose beer, please avoid a can and those colourful cocktails or Prosecco may be taken the wrong way by the ladies.
- **Remember to use status symbols sparingly.** "My house, my car, my boat" should never be the main focus of a dating profile photo.

Overall tips for the perfect profile picture:

When it comes to choosing a partner, women can be a bit more picky. Not only physical attractiveness plays a high role, but the display of cultural capital as well. Profiles are inspected very carefully for similarities.

- We often see a lot of men and women wearing **sunglasses**. As practical as these are for sunny days, they **don't float the boat when it comes to first impressions**. We want to see our matches, as they say "eyes are the window to the soul", but they also say, if he's not showing his face, what exactly is he hiding?
- **Sharp photos are essential.** Blurry, pixelated photos are not taken seriously and make you unrecognisable.
- **Red** is not a must-have for dating platforms, but definitely increases flirting opportunities. The colour red is the most attractive colour for men and women.
- **Lighting** makes all the difference. Natural light comes first as flash photography can often leave a person looking washed out or show unflattering angles.

- **The background of a photo says a lot** about a person. Bad: photos in your living room. Worse: photos in the bathroom with the toilet in the background.
- **Beware of group photos:** They should not be the main profile picture because how is someone supposed to know which one is you? True, they show you are sociable but be careful about alcoholic adventures, choose to show yourself with a good friend or colleague if you must.
- Got the travel bug? Go ahead and show it. By sharing your best holiday snapshots you're showing your wanderlust and courageous personality.
- Although **extreme sports** are fun, don't exaggerate with daring stunts. This portrayal of excessive courage could have the opposite effect on potential partners by creating uncertainty such as "How am I supposed to keep up with that?"
- **Black and white photos** are attractive and have the ability to show a certain expressiveness of the face. A portrait in black and white can often be better than a colourful photo.
- **Bad selfies are a no-go.** Worst case scenario being a bathroom shot with the toilet in sight – can you please not?
- As cool as technology is and **if you are a big tech enthusiast**, our word of caution is for you; be careful not to look too nerdy. Nobody wants to date a (seemingly) someone who looks like a couch potato.

A peek into the future

The world of online dating is continuously expanding. With thousands of options in the United States alone, the possibilities are seemingly endless. No matter who or what type of relationship is being sought, there will always be an opportunity for success. However, regardless of platform there is one aspect that is universal; first impressions matter the most. The first impression relies heavily on the profile photo one chooses. Therefore, those who want to have a high success rate in their online dating ventures should pay particular attention to their choice of picture.

This quantitative study is a snapshot of the American and international online dating market in 2019.

The comparison page of DatingScout.com offers all the important information and reviews for online dating. For users looking for a relationship, the comparison of dating agencies is recommended. In the category of singles dating, you'll find the winning services for flirting and meeting new people. Anyone looking for a casual adventure will surely find the right one after browsing this category on our website. The free study series of DatingScout.co.uk is available here: www.datingscout.co.uk/studies.

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