

Rank Ordering of Mate Preferences Across 7 Decades, by Participant Gender

Characteristic	Men							Women						
	1939	1956	1967	1977	1984-1985	1996	2008	1939	1956	1967	1977	1984-1985	1996	2008
Dependable character	1	1	1	3	3	2	2	2	1	2	3	3	2	2
Emotional stability, maturity	2	2	3	1	2	3	3	1	2	1	2	2	3	3
Pleasing disposition	3	4	4	4	4	4	5	4	5	4	4	4	4	7
Mutual attraction love	4	3	2	2	1	1	1	5	6	3	1	1	1	1
Good health	5	6	9	5	6	6	7	6	9	10	8	9	9	9
Desire for home, children	6	5	5	11	9	9	9	7	3	5	10	7	6	4
Refinement, neatness	7	8	7	10	10	11	11	8	7	8	12	12	12	13
Good cook, housekeeper	8	7	6	13	13	14	13	16	16	16	16	16	16	15
Ambition, industriousness	9	9	8	8	11	10	10	3	4	6	6	6	7	8
Chastity	10	13	15	17	17	16	18	10	15	15	18	18	17	18
Education, intelligence	11	11	10	7	5	5	4	9	14	7	5	5	5	5
Sociability	12	12	12	6	8	7	6	11	11	13	7	8	8	6
Similar religious background	13	14	13	14	12	12	16	14	10	11	13	15	14	14
Good looks	14	15	11	9	7	8	8	17	18	17	15	13	13	12
Similar education background	15	14	13	12	12	12	14	12	8	9	9	10	10	11
Favorable social status	16	16	16	15	14	17	15	15	13	14	14	14	15	16
Good financial prospect	17	17	18	16	16	13	12	13	12	12	11	11	11	10
Similar political background	18	18	17	18	18	18	17	18	17	18	17	17	18	17