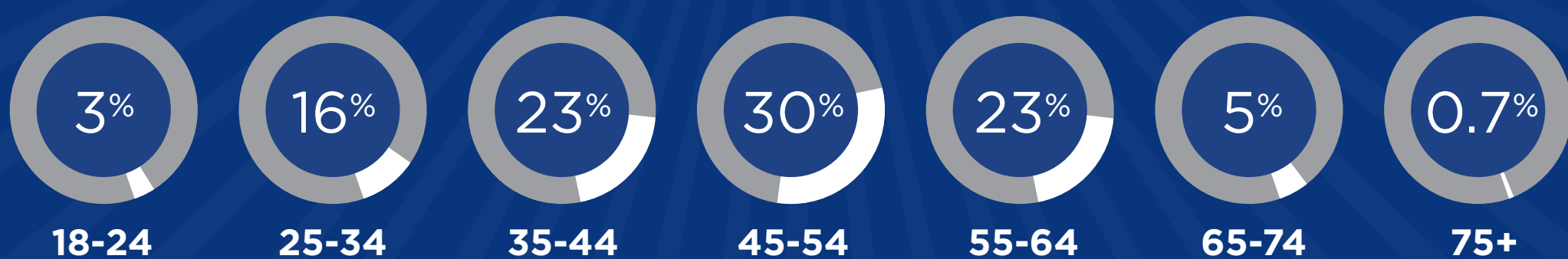


The Science of *Attraction*

Although it sounds like the plot from dozens of bad romantic comedies, recent research suggests that who you are on the inside (your personality) is more important than how you look when it comes to catching the eye of that special someone.

We asked 1,177 people what was most important in a romantic partner. Here's what our sample looked like:

Respondents were **40% male**, **60% female**



Almost everyone said personality was most important in a romantic partner:

