

Appendix:
What Makes You Click? – Mate Preferences in Online Dating*

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Table 6: Probability of receiving a reply

Variable	Model Estimates				Estimates Including “Days Since Registration” Variable			
	Men		Women		Men		Women	
	Est.	SE	Est.	SE	Est.	SE	Est.	SE
Age								
Age	0.035	0.003	0.008	0.004	0.032	0.003	0.007	0.004
<i>Age difference; mate is</i>								
10+ years younger	-0.840	0.032	-0.020	0.095	-0.794	0.034	-0.018	0.107
5+ years younger	-0.341	0.025	-0.059	0.052	-0.323	0.024	-0.055	0.050
5–10 years older	0.075	0.031	0.185	0.039	0.045	0.034	0.175	0.042
10+ years older	0.290	0.060	0.206	0.082	0.228	0.059	0.181	0.081
Marital status								
Single; divorced	0.066	0.031	0.051	0.058	0.070	0.032	0.046	0.058
Divorced; divorced	0.139	0.042	0.143	0.053	0.144	0.044	0.141	0.052
Reason for joining site								
“Longterm”; “Longterm”	0.161	0.031	-0.026	0.054	0.146	0.033	-0.032	0.049
Children								
Has children; has children	0.241	0.037	-0.172	0.053	0.256	0.041	-0.158	0.053
No children; has children	0.273	0.034	-0.108	0.068	0.283	0.034	-0.098	0.068
Looks rating (percentile)								
11–20	0.160	0.100	-0.062	0.120	0.137	0.115	-0.047	0.124
21–30	0.169	0.105	0.186	0.118	0.155	0.103	0.188	0.116
31–40	0.035	0.132	0.107	0.114	0.028	0.133	0.106	0.116
41–50	0.142	0.132	0.459	0.124	0.125	0.123	0.462	0.127
51–60	0.262	0.102	0.259	0.116	0.254	0.108	0.267	0.129
61–70	0.480	0.119	0.398	0.207	0.455	0.111	0.401	0.203
71–80	0.413	0.135	0.485	0.133	0.414	0.128	0.484	0.137
81–90	0.627	0.122	0.757	0.153	0.626	0.125	0.773	0.169
91–95	0.744	0.128	0.685	0.164	0.736	0.133	0.701	0.192
96–100	0.927	0.129	0.795	0.205	0.913	0.123	0.793	0.225
Has photo	-0.326	0.112	-0.060	0.172	-0.284	0.110	-0.063	0.165
<i>Self-description of looks</i>								
“Very good”	0.424	0.121	0.495	0.192	0.462	0.097	0.483	0.172
“Above average”	0.199	0.092	0.441	0.172	0.236	0.087	0.442	0.160
“Other”	0.356	0.255	-1.020	0.876	0.383	0.270	-1.153	0.895
Height								
Height	0.014	0.009	-0.031	0.011	0.014	0.009	-0.030	0.012
<i>Height difference; mate is</i>								
5+ inches shorter	0.078	0.045	0.524	0.473	0.072	0.047	0.522	0.424
2–5 inches shorter	0.023	0.042	-0.436	0.170	0.018	0.044	-0.436	0.190
2–5 inches taller	0.109	0.072	-0.144	0.095	0.118	0.077	-0.132	0.089
5+ inches taller	0.105	0.301	-0.360	0.101	0.051	0.289	-0.350	0.098
BMI								
BMI	0.369	0.106	-0.035	0.052	0.382	0.114	-0.038	0.053
BMI ²	-0.006	0.002	0.000	0.001	-0.007	0.002	0.000	0.001
<i>BMI difference mate/browser</i>								
Less than 2	-0.366	0.028	-0.178	0.096	-0.363	0.028	-0.168	0.095
More than 2	0.303	0.052	0.270	0.050	0.305	0.058	0.257	0.047

Education								
Some college	-0.011	0.083	-0.150	0.101	-0.012	0.075	-0.139	0.104
College	0.115	0.083	-0.122	0.102	0.110	0.075	-0.098	0.103
Graduate School	0.072	0.079	-0.316	0.103	0.066	0.077	-0.316	0.098
<i>Education level of mate relative to browser</i>								
Less	-0.033	0.023	0.144	0.040	-0.025	0.026	0.149	0.043
More	-0.099	0.024	-0.084	0.044	-0.099	0.023	-0.091	0.040
Income (thousands of dollars)								
Income	-0.002	0.001	0.001	0.002	-0.002	0.001	0.001	0.002
Income ²	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<i>Income of mate</i>								
25k+ less than browser	0.009	0.041	0.105	0.075	0.003	0.043	0.109	0.076
25k+ more than browser	-0.050	0.032	-0.199	0.071	-0.057	0.034	-0.211	0.080
“Only accountant knows”	0.027	0.028	-0.083	0.082	0.020	0.030	-0.089	0.091
“What, me work?”	-0.308	0.049	-0.195	0.148	-0.288	0.048	-0.199	0.148
Race								
White;								
Other	-0.043	0.032	0.133	0.102	-0.051	0.031	0.167	0.100
Black;								
White	-0.944	0.227	-0.853	0.242	-0.971	0.236	-0.849	0.237
Other	-0.671	0.201	0.674	0.566	-0.728	0.217	0.692	0.515
Hispanic;								
White	-0.349	0.075	-0.328	0.144	-0.357	0.078	-0.309	0.147
Other	-0.306	0.188	-0.494	0.484	-0.304	0.207	-0.447	0.486
Asian;								
White	-1.262	0.288	-1.024	0.204	-1.282	0.294	-1.027	0.214
Other	-0.362	0.573	-1.217	0.489	-0.366	0.590	-1.338	0.545
Variables excluded from first-contact choice								
<i>Days since registration (mate)</i>								
less than 4					-0.303	0.029	-0.123	0.054
4–10					-0.343	0.028	-0.205	0.057
11–20					-0.290	0.034	-0.273	0.064
21–50					-0.164	0.028	-0.278	0.049
Log-likelihood		-42,981.9		-11,855.0		-42,989.8		11,785.6
No. Obs.		74,857		17,918		74,560		17,821

Note. The first column shows how different factors affect the probability that a man receives a reply to a first-contact e-mail sent to a woman, and the second column shows how these factors affect the probability that a woman receives a reply from a man. All attribute levels apply to the browser who sent the first-contact e-mail, and the mate attributes apply to the potential mate who decides whether to reply to the first-contact. Fixed effects are included for all users.

Table 7: Preference estimates controlling for strategic behavior

	Men				Women			
	Original Estimates		Controlling for Strategic Behavior		Original Estimates		Controlling for Strategic Behavior	
	Est.	SE	Est.	SE	Est.	SE	Est.	SE
Age								
Age < 30;								
5+ years younger	-0.031	0.036	-0.046	0.052	-0.314	0.131	-0.304	0.170
5–10 years older	-0.569	0.032	-0.564	0.053	-0.092	0.053	-0.091	0.065
10+ years older	-1.096	0.035	-1.069	0.130	-0.873	0.065	-0.877	0.094
Age ≥ 30 and < 40;								
10+ years younger	-0.119	0.022	-0.163	0.065	-0.862	0.090	-0.868	0.159
5–10 years younger	0.143	0.018	0.131	0.027	-0.229	0.043	-0.229	0.061
5–10 years older	-0.431	0.022	-0.433	0.033	-0.129	0.035	-0.129	0.039
10+ years older	-1.145	0.028	-1.143	0.082	-0.667	0.048	-0.675	0.082
Age ≥ 40 and < 50;								
10+ years younger	-0.188	0.024	-0.219	0.059	-1.001	0.061	-1.007	0.082
5–10 years younger	0.150	0.024	0.141	0.033	-0.240	0.042	-0.241	0.047
5–10 years older	-0.440	0.035	-0.435	0.056	0.010	0.039	0.007	0.044
10+ years older	-1.303	0.062	-1.287	0.146	-0.209	0.060	-0.209	0.069
Age ≥ 50;								
10+ years younger	-0.526	0.049	-0.552	0.094	-1.022	0.099	-1.037	0.203
5–10 years younger	0.042	0.051	0.036	0.061	-0.289	0.069	-0.289	0.078
5+ years older	-0.212	0.102	-0.209	0.146	-0.019	0.078	-0.020	0.091
Marital status								
Single; divorced	-0.048	0.015	-0.045	0.021	-0.091	0.032	-0.092	0.035
Divorced; divorced	0.091	0.018	0.095	0.023	0.163	0.031	0.165	0.033
Reason for joining site								
“Longterm”; “Longterm”	0.061	0.012	0.068	0.017	0.226	0.026	0.226	0.033
Children								
Has children; has children	0.230	0.018	0.240	0.047	0.189	0.030	0.189	0.034
No children; has children	-0.257	0.015	-0.249	0.027	-0.363	0.034	-0.363	0.044
Looks rating (percentile)								
11–20	0.090	0.040	0.091	0.042	0.195	0.061	0.202	0.059
21–30	0.359	0.037	0.357	0.042	0.273	0.060	0.278	0.059
31–40	0.468	0.036	0.469	0.040	0.352	0.058	0.362	0.058
41–50	0.490	0.036	0.492	0.042	0.330	0.059	0.338	0.057
51–60	0.682	0.035	0.684	0.046	0.528	0.057	0.532	0.061
61–70	0.726	0.035	0.730	0.047	0.589	0.057	0.598	0.065
71–80	0.830	0.034	0.832	0.050	0.735	0.057	0.742	0.061
81–90	0.966	0.034	0.968	0.052	0.806	0.058	0.812	0.060
91–95	1.158	0.037	1.161	0.056	0.771	0.068	0.775	0.071
96–100	1.261	0.038	1.265	0.058	1.341	0.066	1.343	0.069
Has photo	-0.589	0.038	-0.591	0.060	-0.399	0.066	-0.404	0.079
<i>Self-description of looks</i>								
“Very good”	0.562	0.026	0.564	0.039	0.505	0.056	0.501	0.071
“Above average”	0.273	0.024	0.275	0.028	0.168	0.050	0.167	0.057
“Other”	0.004	0.141	-0.005	0.147	0.097	0.210	0.065	0.213
Height								
5’3–5’4	0.067	0.015	0.064	0.019				
5’5–5’6	0.147	0.017	0.146	0.023	-0.224	0.179	-0.048	0.181
5’7–5’8	0.115	0.021	0.114	0.030	-0.343	0.176	-0.148	0.172
5’9–5’10	0.088	0.029	0.088	0.045	-0.232	0.177	-0.026	0.173
5’11–6’0	0.237	0.046	0.236	0.068	-0.194	0.179	0.013	0.171

6'1–6'2	0.609	0.134	0.614	0.180	-0.166	0.181	0.044	0.172
6'3–6'4					-0.109	0.185	0.103	0.173
6'5+					-0.060	0.194	0.147	0.182
<i>Height difference; mate is</i>								
5'+ shorter	0.491	0.031	0.497	0.050	-2.168	0.640	0.000	0.000
2–5 inches shorter	0.394	0.023	0.395	0.039	-0.677	0.095	-0.637	0.131
2–5 inches taller	-0.701	0.038	-0.702	0.068	0.522	0.051	0.531	0.067
5+ inches taller	-0.935	0.126	-0.986	0.248	0.688	0.064	0.682	0.078
BMI								
18–20	-0.058	0.022	-0.054	0.025				
20–22	-0.223	0.022	-0.219	0.029	0.297	0.130	0.298	0.136
22–24	-0.431	0.024	-0.426	0.043	0.416	0.126	0.420	0.134
24–26	-0.722	0.031	-0.718	0.062	0.466	0.126	0.467	0.133
26–28	-0.876	0.041	-0.877	0.083	0.430	0.129	0.430	0.136
28–30	-1.147	0.056	-1.155	0.118	0.378	0.132	0.377	0.144
30–32	-1.242	0.075	-1.254	0.164	0.213	0.138	0.208	0.143
32+	-1.062	0.067	-1.062	0.140	0.021	0.152	0.021	0.160
<i>BMI difference mate/browser</i>								
Less than 2	0.228	0.018	0.216	0.039	-0.262	0.050	-0.268	0.055
More than 2	-0.226	0.035	-0.217	0.066	0.174	0.032	0.174	0.036
Education								
High school;								
Some college	0.012	0.063	-0.002	0.055	-0.166	0.139	-0.162	0.139
College	-0.102	0.062	-0.113	0.070	-0.334	0.136	-0.331	0.147
Graduate degree	-0.171	0.064	-0.184	0.068	-0.549	0.143	-0.556	0.159
Some college;								
High school	-0.037	0.036	-0.040	0.036	-0.183	0.075	-0.174	0.074
College	-0.116	0.024	-0.119	0.027	-0.179	0.043	-0.178	0.043
Graduate degree	-0.216	0.026	-0.219	0.029	-0.258	0.046	-0.253	0.047
College;								
High school	-0.130	0.030	-0.133	0.034	-0.291	0.075	-0.292	0.093
Some college	-0.107	0.019	-0.109	0.023	-0.201	0.043	-0.206	0.056
Graduate degree	-0.111	0.018	-0.115	0.019	0.009	0.034	0.008	0.040
Graduate degree;								
High school	-0.166	0.036	-0.168	0.041	-0.522	0.086	-0.525	0.094
Some college	-0.105	0.023	-0.107	0.028	-0.483	0.049	-0.486	0.057
College	0.002	0.020	0.003	0.023	-0.215	0.036	-0.219	0.036
Income (thousands of dollars)								
25–35	0.165	0.030	0.168	0.034	0.120	0.134	0.128	0.125
35–50	0.202	0.028	0.199	0.031	0.233	0.125	0.245	0.116
50–75	0.302	0.029	0.300	0.033	0.659	0.123	0.674	0.123
75–100	0.402	0.037	0.403	0.045	0.716	0.128	0.734	0.125
100–150	0.349	0.049	0.346	0.050	0.936	0.129	0.955	0.127
150–200	0.452	0.071	0.450	0.068	0.799	0.136	0.819	0.133
200–250	0.384	0.079	0.380	0.082	0.761	0.152	0.779	0.147
250+					1.103	0.137	1.118	0.142
<i>Income of mate</i>								
25k+ less than browser	-0.044	0.022	-0.045	0.025	-0.143	0.038	-0.143	0.038
25k+ more than browser	-0.018	0.020	-0.019	0.021	-0.013	0.046	-0.016	0.049
“Only accountant knows”	-0.079	0.077	-0.075	0.082	0.794	0.116	0.811	0.112
“What, me work?”	-0.173	0.080	-0.181	0.085	0.488	0.133	0.504	0.126

Occupation

Executive/Managerial	0.041	0.026	0.042	0.027	0.295	0.091	0.287	0.099
Administrative/Clerical/Secretarial	0.061	0.027	0.060	0.029	0.354	0.143	0.345	0.143
Financial/Accounting	0.023	0.028	0.025	0.031	0.185	0.096	0.174	0.102
Manufacturing	0.142	0.074	0.145	0.081	0.277	0.123	0.274	0.136
Sales/Marketing	0.077	0.025	0.079	0.027	0.112	0.092	0.101	0.097
Technical/Science/Engineering/ Research/Computers	0.044	0.028	0.045	0.031	0.095	0.091	0.089	0.096
Teacher/Educator/Professor	0.072	0.027	0.072	0.030	0.078	0.100	0.072	0.100
Service/Hospitality/Food	0.168	0.041	0.172	0.042	-0.266	0.166	-0.305	0.175
Legal/Attorney	0.116	0.034	0.116	0.037	0.575	0.104	0.567	0.112
Law enforcement/Fire fighter	0.061	0.101	0.067	0.110	0.525	0.109	0.510	0.118
Artistic/Musical/Writer	0.211	0.033	0.208	0.034	0.129	0.107	0.120	0.109
Health/Medical/Psychology/ Dental/Nursing	0.149	0.025	0.150	0.029	0.363	0.096	0.350	0.102
Political/Government/Civil	-0.068	0.038	-0.065	0.040	0.131	0.110	0.130	0.121
Transportation	0.121	0.063	0.130	0.061	0.077	0.119	0.064	0.128
Entertainment/Broadcasting/Film	0.081	0.058	0.077	0.057	0.309	0.115	0.297	0.121
Laborer/Construction	-0.208	0.125	-0.213	0.118	-0.026	0.114	-0.048	0.119
Military	-0.003	0.083	-0.001	0.085	0.467	0.111	0.465	0.119
Self employed	0.118	0.026	0.118	0.029	0.171	0.092	0.163	0.098
Other	0.166	0.033	0.166	0.036	0.038	0.111	0.026	0.118
Same occupation	0.077	0.016	0.079	0.016	0.131	0.030	0.132	0.032

Race

White;								
Black	-0.877	0.057	-0.878	0.083	-0.753	0.120	-0.764	0.149
Hispanic	-0.255	0.024	-0.255	0.030	-0.557	0.091	-0.560	0.102
Asian	-0.436	0.029	-0.440	0.054	-1.559	0.240	-1.618	0.271
Other	-0.154	0.025	-0.156	0.027	-0.520	0.075	-0.533	0.084
Black;								
White	-0.428	0.218	-0.491	0.317	-1.780	0.416	-1.035	0.392
Hispanic	-0.498	0.256	-0.517	0.267	-1.960	0.906	2.001	
Asian	-1.124	0.296	-1.173	0.344	-1.593	1.176		
Other	-0.226	0.256	-0.257	0.295	-0.956	0.598	-0.762	0.564
Hispanic;								
White	-0.431	0.093	-0.433	0.117	-0.655	0.232	-0.518	0.275
Black	-0.510	0.239	-0.608	0.413	-0.902	0.509	-0.892	0.480
Asian	-0.806	0.174	-0.812	0.209				
Other	-0.048	0.129	-0.052	0.165	-0.637	0.387	-0.550	0.400
Asian;								
White	-0.608	0.215	-0.558	0.261	-0.087	0.464	0.343	0.381
Black	-1.276	0.788	0.000	0.000	-0.954	0.905		
Hispanic	-0.231	0.293	-0.245	0.478	-0.538	0.601	-0.283	0.555
Other	0.144	0.277	0.183	0.415	-0.371	0.571	0.002	0.533

Religion

Christian (non-Catholic);								
Catholic	-0.090	0.024	-0.089	0.029	-0.100	0.049	-0.103	0.058
Other religion	-0.127	0.022	-0.126	0.024	-0.214	0.043	-0.215	0.053
Not religious	-0.161	0.031	-0.162	0.038	-0.293	0.054	-0.293	0.065
Catholic;								
Christian	-0.082	0.024	-0.082	0.027	-0.149	0.045	-0.149	0.045
Other religion	-0.152	0.022	-0.155	0.025	-0.303	0.042	-0.299	0.046
Not religious	-0.152	0.030	-0.151	0.031	-0.278	0.051	-0.277	0.046
Other religion;								
Christian or Catholic	-0.049	0.017	-0.048	0.019	-0.204	0.033	-0.204	0.040
Not religious	0.026	0.027	0.026	0.027	-0.096	0.043	-0.094	0.041

Not religious;									
Christian or Catholic	-0.181	0.038	-0.184	0.047	-0.197	0.071	-0.206	0.090	
Other religion	-0.093	0.040	-0.092	0.044	-0.114	0.075	-0.124	0.103	
Political views									
Conservative;									
Liberal	-0.237	0.049	-0.237	0.054	-0.402	0.101	-0.415	0.124	
Other	-0.059	0.041	-0.059	0.046	-0.141	0.071	-0.141	0.078	
Liberal;									
Conservative	-0.308	0.050	-0.309	0.061	-0.407	0.074	-0.409	0.078	
Other	-0.079	0.031	-0.078	0.032	-0.205	0.049	-0.209	0.053	
Other;									
Conservative	-0.047	0.018	-0.048	0.020	0.012	0.033	0.013	0.032	
Liberal	-0.044	0.013	-0.044	0.014	-0.030	0.032	-0.028	0.033	
Life-style									
<i>Smoking</i>									
Non-smoker; smoker	-0.096	0.016	-0.096	0.019	-0.344	0.043	-0.339	0.048	
Smoker; smoker	0.593	0.045	0.593	0.057	0.450	0.083	0.457	0.079	
<i>Drinking</i>									
Do not drink;									
Drinks occasionally	-0.180	0.054	-0.180	0.078	-0.043	0.110	-0.027	0.131	
Drinks heavily	-0.216	0.157	-0.199	0.165	-0.211	0.480	-0.415	0.448	
Drink occasionally; drinks heavily	0.028	0.046	0.028	0.043	-0.059	0.149	-0.081	0.179	
<i>Drug Use</i>									
Do not use drugs; use drugs	0.045	0.015	0.046	0.015	0.070	0.029	0.069	0.034	
Use drugs; use drugs	0.056	0.020	0.055	0.021	0.105	0.044	0.106	0.041	
1/Pr(get a reply)			0.013	0.016			0.022	0.020	
Log-likelihood	-166,700.5		-166,788.3		-48,672.6		-48,827.1		
No. Obs.	597,167		597,531		196,363		196,545		
No. of Individuals	3,702		3,702		2,783		2,783		

Note. The first two columns show estimates of the preferences of men and the third and fourth columns show estimates of the preferences of women. Whenever two attributes are shown (e.g. “Hispanic; White”), the first one refers to the browser and the second one refers to the mate. The predicted reply probabilities are based on the estimates including the “days since registration” variable reported in Table 6. We employ bootstrapping to account for the standard error of the reply probability variable. We perform 250 bootstrap replications, and report the means and standard deviations of the parameter estimates across these replications. The model includes fixed effects for each browser.