

**Caress® Forever Survey**  
**July 2015**  
**Results**

**Scent and Touch Can Turn Online Acquaintances into IRL Relationships**

- Though over two in five Americans (18 and over) use dating sites and apps, online interactions aren't enough to seal the deal. More than half of men responded that non-verbal cues are what make a woman unforgettable.
- In fact, a man is more than one and a half times as likely to notice a woman's scent or touch as her eye color.

**He Said, She Said**

- **Chemical romance is real** – Nearly six in 10 men find their significant other desirable because of their soft touch or irresistible scent.
- **Good humor trumps good looks** – Sense of humor is No.1 for women when it comes to reasons they find their significant other sexy
- **Scent is her secret weapon** – Women use the confidence boost their fragrance gives them to ask out their crush (32 percent), get better service at a restaurant or store (20 percent) or capture a bartender's attention (20 percent).

**The Combination of Scent and Touch Keep Couples' Romance Alive**

- **Nearly six in 10 (57%)** men say they find their significant other sexy because of their **soft touch** or **irresistible scent**.
- However, just **half (50%)** of women in relationships are aware that their soft touch or irresistible scent is what makes them sexy to their partner.
- Women are most likely to think their **sense of humor** (58%) makes them sexy to their significant other.

**Online Attractors versus Unforgettable Factors**

- Men are more likely than women to use social media (59 percent vs. 42 percent) or online dating sites and apps (48 percent vs. 35 percent) to meet potential partners
- On average, Americans who date online are currently using two different sites or apps
- Appearance aside, qualities most looked for online are interests (74 percent) and age (72 percent)
- Second-date deal breakers include a lack of physical chemistry (59 percent), non-verbal signals that show lack of interest (42 percent), or an undesirable scent or fragrance (35 percent)

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**About the Caress® Survey**

The Caress® Fragrance & Touch Survey was conducted by Kelton Global online between June 24th and July 2nd, 2015 among 1,031 nationally representative Americans ages 18 and over, using True Sample. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. The margin of error is +/- 3.1 percentage points at the 95 percent confidence level. The margin of error for any subgroups will be slightly higher.