

'Every inch matters' on speed dates

BY MICHAEL PICKARD

SHORTER men have been dealt a blow by academics who found that 'size does matter' when it comes to the dating game.

Height was one quality women found especially attractive when it came to speed daters, said a study.

Marilyn Monroe would also have been interested to learn that gentlemen do not necessarily prefer blondes.

An analysis of 3,600 men and women at speed-dating sessions across Britain found that every inch (2.5cm) a man has over a rival in height boosts his woman-winning appeal by five per cent.

While weight makes little difference to a man's sex appeal, a woman's hopes of finding love will falter if she's obese.

Women with a body mass index higher than 25 were chosen by 70 per cent fewer men than slimmer females. Being

young also helps. A man's wooing capacity rises by five per cent for every year younger he is than his rivals.

Meanwhile, male smokers only find success among women who also have a nicotine habit, said the research.

Other findings include that men have no preference over hair colour and women with a degree are ten per cent more successful than less brainy ladies.

However, the study also found that success depends on the competition, warning that if Brad Pitt or Angelina Jolie turn up for a spot of speed dating, other people should get their coats. They won't pull (surprise, surprise).

The study was led by Michele Belot and Marco Francesconi of Essex University.