

Abstract

Mating selection preference has subjected to continuous changes in society and demonstrated the uniqueness of each culture. This current study investigated the expressed mate preference on 10 selected mating features among the working single adults in Hong Kong through a rating questionnaire. Despite gender and cultural difference, this study also explored the influence of one's income level on their mating preference priority. One hundred and eighty set of data were used for analysis regarding gender and income level differences. Culture pattern was found that relatively higher preferences on family-centered, easy-going personality and emotional stability. Result also reviewed three significant gender differences: males' higher preference on physical attractiveness, females' higher preference on family-centered personality and financial prospects. Besides, effect of income level was obtained on education and politic compatibility. Interestingly, significant interaction between income level and gender was found on emotion stability. Comparison between current findings and result of previous studies were discussed in term of similar and differences to the West and East. Possible explanations for the findings were evaluated with focus on Hong Kong's culture and social structure. Suggestions for modification and direction for further studies were illustrated.