**Abstract**

Dating is becoming a dominant of the online world, but there is still the question of what determines mate preference and choice. This thesis examines the personality characteristics of men in the context of mate preferences. The aim of this thesis is to examine the relationship between men's personality characteristics and their preferences for an ideal partner. The thesis asks whether personality characteristics influence partner preference in ideal female partners or whether the personality level is negligible. The theoretical part presents the most important approaches to mate preference and mate choice. The theoretical part mostly supports the homogamy theory. The quantitative research examines men aged 20-35 using the *NEO Personality Inventory* and the *Ideal Partner Scale*. The research was done by an online questionnaire ($N = 95$) and five hypotheses were tested using statistical analysis. Statistical analysis of the data revealed that a man's personality characteristics has an influence on his mate preferences, but not as great as we would have thought. A statistically significant result was confirmed for hypothesis H1: Men with a higher **Agreeableness** factor in NEO will significantly more prefer partners with a higher **Warmth** factor. H2: Men with a lower factor of **Openness to Experience** in NEO, will significantly prefer partners with a lower factor of **Status**. H4: Men with a higher **Extraversion** factor in NEO will significantly less prefer a partner with the **Attractiveness** factor.