why do (some) women prefer feminine men?

Personality traits matter in partner choice in cultures with biparental care and/or long-term pair bonds.
Masculine faces ascribed -ve personality traits (Perrett et al. 1998)

do all women prefer feminine men all the time?

Penton-Voak et al. 1999
Changes in masculinity preferences during the menstrual cycle suggest (1) hormone levels influence perceptions of potential mates and (2) preferences are not 'fixed', they are variable.

**does masculinity preference cross modalities?**
Key points

- Exaggerated sex-typical shape cues are one example of non-average traits preferred in many non-human animals.
- But feminine traits seem to be preferred in both male and female faces, potentially because they signal pro-social behaviors.
- Some women do prefer masculine men though, suggesting attraction is complex.