

Survey: Average Person Forms A First Impression In Just 27 Seconds!

by Ben Renner

NEW YORK — You better have your introduction down to a speedy art on that next blind date or job interview. A recent survey finds you only have about 27 seconds to make a good first impression on someone new.

In fact, the survey of 2,000 Americans revealed that seven out of ten people say they decide how they feel about new people before the person even says a word. The study, commissioned by Dollar Shave Club, sought to find out what assumptions we make when meeting someone new, why we make those assumptions, and how fast it takes us to judge a new book by its cover.

Researchers found that in order to leave positive first impressions, smiling, being polite, smelling nice, being a good listener, and making eye contact are most important. Conversely, smelling bad, acting arrogantly, and dressing poorly were the top ways to leave a bad impression.

A person's scent was found to be extremely memorable. The overwhelming majority of respondents (85 percent) said they'll have a more favorable opinion of someone if they don't have body odor. Yet interestingly, only 68 percent say they actually put a lot of thought into how they smell before going on a date.

Speaking of dating, three in five respondents said they make first impression judgments on dates much faster on average than they would in other social situations. What's more, the average respondent believes that they know just 15 minutes into a first date whether they want to go on a second date and 20 minutes in whether or not they want to go home with someone. Similarly, researchers found the average person claims they'd end a date after 16 minutes if it was going poorly.

But first impressions don't just happen upon first meeting. Two-thirds of respondents believe it's a good idea to Google your date before you actually spend time with them.

Whether it's a date or simply meeting friends of friends, confidence is especially important when it comes to first impressions. Eighty-three percent of those surveyed say they're more likely to feel positively about a person who seems confident in themselves.

As for other contributions to making a good impression, the survey found that one's ability to hold a good conversation, along with their body language, tone of voice, and fashion sense all play a role in how you will be judged — of course, in just 27 seconds.

| The survey was conducted by OnePoll in December 2018.

Passengers Were Stranded on Tarmac After Hours-Long Flight Delay. That's When the Pilot Made a Surprise Announcement.

Jul. 9, 2014 1:44am [Oliver Darcy](#)

It's probably not an announcement passengers aboard one Frontier Airlines flight expected.

After an already delayed Denver-bound plane was forced to temporarily land at a Wyoming airport until severe weather cleared up, passengers were left stranded on the tarmac for about an hour.



The 160 individuals aboard the Monday night flight were growing hungry and tired — and the pilot knew it. That's when he made a surprise announcement over the loudspeaker.

“He said ‘Ladies and gentleman, Frontier Airlines is known for being one of the cheapest airlines in the US, but your captain is not cheap,’” passenger Logan Marie Torres, who is also Miss Colorado U.S. Teen 2014, [told KDVR-TV](#). “‘I just ordered pizza for the entire plane.’”

A Frontier Airlines pilot ordered pizza for an entire plane after they were delayed due to severe weather. (Image source: Logan Torres via WESH-TV)

Cheyenne Domino's Pizza manager Andrew Ritchie told The Associated Press he got a call at about 10 p.m. Monday just as he was about to send employees home. He says the pilot told him he needed to feed 160 people — fast.

“I need to feed my whole plane,” the caller told him, [according to WESH-TV](#). “Lucky me, I hear 160 people.”

Ritchie says his crew made about 35 pizzas and delivered them to the airport, where the driver handed the food off to flight attendants.

One of the passengers [sent KUSA-TV a picture](#) of flight attendants handing pizza boxes to people. The television station reports that the flight to Denver, which originated in Washington, D.C., left Cheyenne about 10:30 p.m., shortly after the pizzas arrived.

The Associated Press contributed to this report.

United Builds Its Credibility Account

BY [Dana Blankenhorn](#) | 09/16/13 - 09:53 AM EDT

NEW YORK ([TheStreet](#)) - When I was in journalism school, 35 years ago, we talked a lot about credibility. Credibility is something you build brick by brick, day by day. But it can all come tumbling down with a single mistake. I've seen that throughout my career. An attention deficit can be a huge burden to a journalist, because although I may have written more interesting copy than my co-workers, I also made mistakes. I paid for them with my jobs, and lost my credibility.

Which I then proceeded to build back, brick by brick and day by day.

In the age of social media, we're all journalists. And we all have credibility accounts that can be quickly depleted, based not just on our actions but on how we react to things. When we screw up, it's better to take the hit than to deny the stupid things we do.

That's an important lesson for California schoolchildren, but also for the school district claiming that, in monitoring their social media use, it's "protecting them." It's an important lesson for countries like Turkey and China, too. Credibility doesn't mean control, it means honesty and respect for opponents.

This is an important lesson for any business, especially one marketing [consultants](#) like to describe as "customer-facing." An airline, for instance.

United Continental Holdings' ([UAL](#)) **United Airlines** faced a test of credibility last week. For 15 minutes, it accidentally gave away some tickets booked at its Web site. Purchasers paid only the 9/11 security fee, totaling \$5 or \$10.

The airline decided, after some consideration, to honor the tickets.

The result was stories such as [this one, on a Patch site](#) near the company's Chicago headquarters. It was about a family getting a Disneyland vacation for just \$60.

The goodwill from stories like that, United concluded, was worth the [financial](#) hit.

[The Bureau of Transportation Statistics estimates](#) there are 643 million passengers booked each year on U.S. airlines. That's about 1.76 million per day. Given United's 15.8% [market share](#), we can figure it got about 278,000 of them.

But if the glitch lasted only 15 minutes, one-ninety sixth of a day, perhaps only 3,000 tickets were given away. At an average cost of \$300, the loss may have come to \$900,000. When you have sales of more than \$37 billion in a year you can afford that, far more than you can afford rescinding the tickets in full view of everyone.