

Little White Lies



The research for Golden Goose was carried out between :14 / 10 / 2011 and 19 / 10 / 2011
Sample: 501 UK adults who have or currently use an online dating website aged between 25 - 50

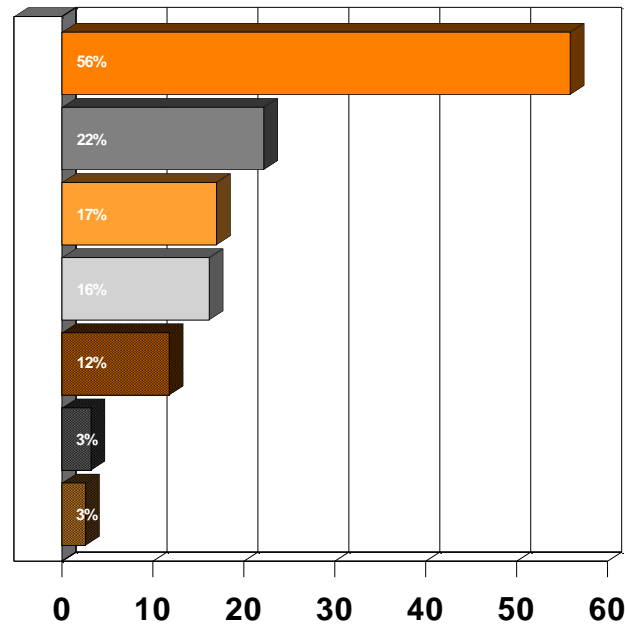
Question One

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?

Absolute Base % Respondents	
Base	501 100.0%
Q1	
I have never lied about my appearance on an online dating profile	280 55.9%
My weight	111 22.2%
How you currently look e.g. used an old photograph	85 17.0%
Physique / body shape	81 16.2%
My height	59 11.8%
Bust size	16 3.2%
Other - please specify	13 2.6%

Question One

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?



- I have never lied about my appearance on an online dating profile
- My weight
- How you currently look e.g. used an old photograph
- Physique / body shape
- My height
- Bust size
- Other - please specify

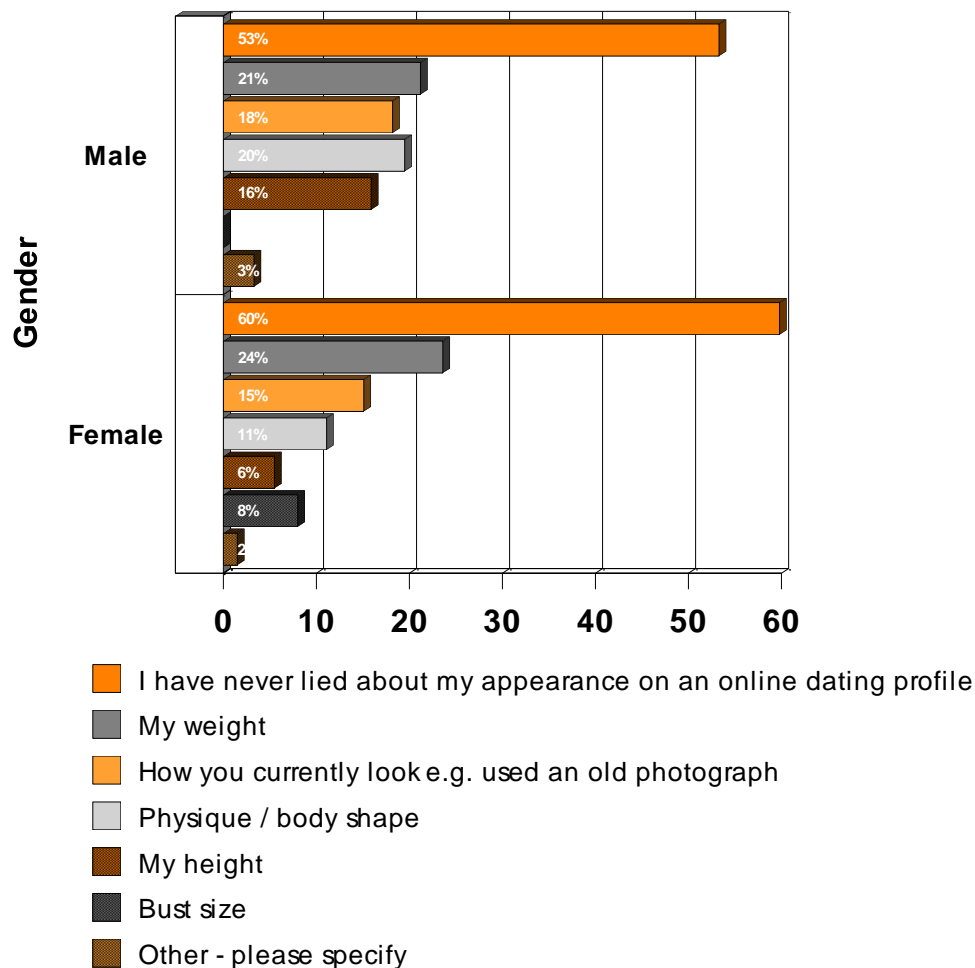
Question One Cross Tabulation With Gender

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	501	302	199
Q1			
I have never lied about my appearance on an online dating profile	280 55.9%	161 53.3%	119 59.8%
My weight	111 22.2%	64 21.2%	47 23.6%
How you currently look e.g. used an old photograph	85 17.0%	55 18.2%	30 15.1%
Physique / body shape	81 16.2%	59 19.5%	22 11.1%
My height	59 11.8%	48 15.9%	11 5.5%
Bust size	16 3.2%	- -	16 8.0%
Other - please specify	13 2.6%	10 3.3%	3 1.5%

Question One Cross Tabulation With Gender

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?



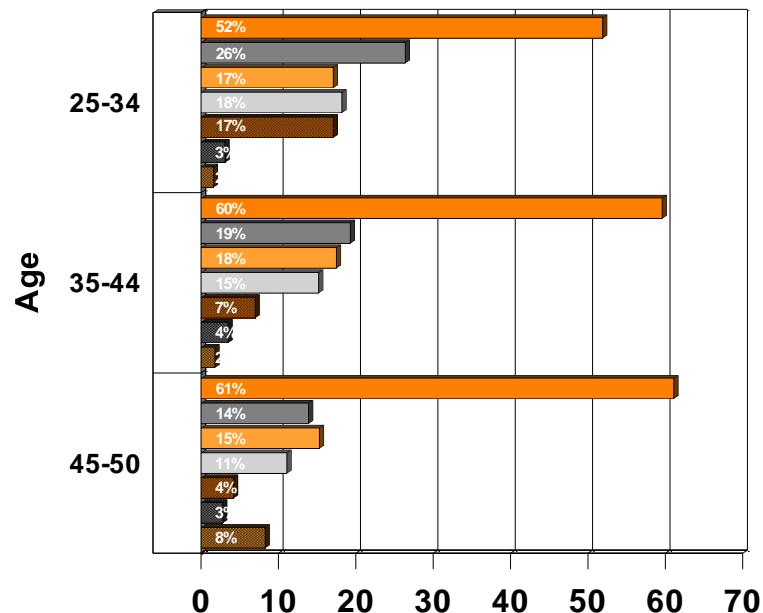
Question One Cross Tabulation With Age

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	501	258	171	72
Q1				
I have never lied about my appearance on an online dating profile	280 55.9%	134 51.9%	102 59.6%	44 61.1%
My weight	111 22.2%	68 26.4%	33 19.3%	10 13.9%
How you currently look e.g. used an old photograph	85 17.0%	44 17.1%	30 17.5%	11 15.3%
Physique / body shape	81 16.2%	47 18.2%	26 15.2%	8 11.1%
My height	59 11.8%	44 17.1%	12 7.0%	3 4.2%
Bust size	16 3.2%	8 3.1%	6 3.5%	2 2.8%
Other - please specify	13 2.6%	4 1.6%	3 1.8%	6 8.3%

Question One Cross Tabulation With Age

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?



- I have never lied about my appearance on an online dating profile
- My weight
- How you currently look e.g. used an old photograph
- Physique / body shape
- My height
- Bust size
- Other - please specify

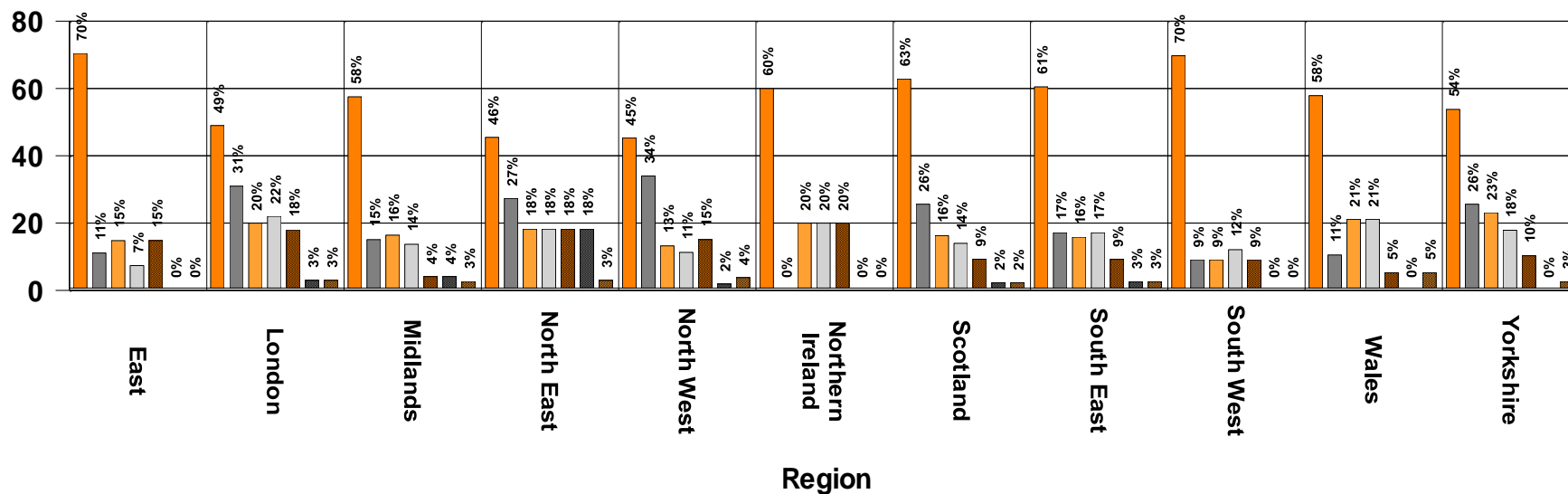
Question One Cross Tabulation With Region

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?

Absolute Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	501	27	100	73	33	53	5	43	76	33	19	39
Q1												
I have never lied about my appearance on an online dating profile	280 55.9%	19 70.4%	49 49.0%	42 57.5%	15 45.5%	24 45.3%	3 60.0%	27 62.8%	46 60.5%	23 69.7%	11 57.9%	21 53.8%
My weight	111 22.2%	3 11.1%	31 31.0%	11 15.1%	9 27.3%	18 34.0%	- -	11 25.6%	13 17.1%	3 9.1%	2 10.5%	10 25.6%
How you currently look e.g. used an old photograph	85 17.0%	4 14.8%	20 20.0%	12 16.4%	6 18.2%	7 13.2%	1 20.0%	7 16.3%	12 15.8%	3 9.1%	4 21.1%	9 23.1%
Physique / body shape	81 16.2%	2 7.4%	22 22.0%	10 13.7%	6 18.2%	6 11.3%	1 20.0%	6 14.0%	13 17.1%	4 12.1%	4 21.1%	7 17.9%
My height	59 11.8%	4 14.8%	18 18.0%	3 4.1%	6 18.2%	8 15.1%	1 20.0%	4 9.3%	7 9.2%	3 9.1%	1 5.3%	4 10.3%
Bust size	16 3.2%	- -	3 3.0%	3 4.1%	6 18.2%	1 1.9%	- -	1 2.3%	2 2.6%	- -	- -	- -
Other - please specify	13 2.6%	- -	3 3.0%	2 2.7%	1 3.0%	2 3.8%	- -	1 2.3%	2 2.6%	- -	1 5.3%	1 2.6%

Question One Cross Tabulation With Region

When completing an online dating profile, have you ever lied about any of the following regarding your appearance?



■ I have never lied about my appearance on an online dating profile

■ My weight

■ How you currently look e.g. used an old photograph

■ Physique / body shape

■ My height

■ Bust size

■ Other - please specify

Question One Cross Tabulation With Industry Sector

When completing an online dating profile, have you ever lied about any of the following regarding your appearance? – *please see Excel Spreadsheet*

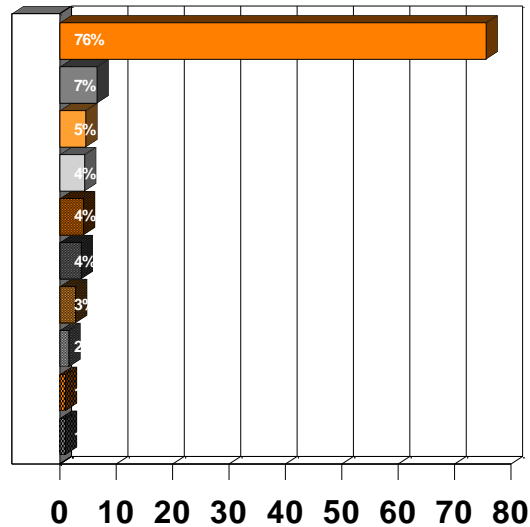
Question Two

When completing an online dating profile, have you ever lied about your age?

Absolute Base % Respondents	
	Base 501 100.0%
Q2	
No, I have never lied about my age	379 75.6%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	33 6.6%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	23 4.6%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	22 4.4%
Yes, I have claimed to be up to a year older than I am/ was at the time	21 4.2%
Yes, I have claimed to be up to 5 years younger than I am / was at the time	19 3.8%
Yes, I have claimed to be up to a year younger than I am / was at the time	14 2.8%
Yes I have claimed to be up to 7 years older than I am/ was at the time	8 1.6%
Yes, I have claimed to be up to 10 years older than I am / was at the time	5 1.0%
Yes, I have claimed to be up to 10 years younger than I am / was at the time	5 1.0%

Question Two

When completing an online dating profile, have you ever lied about your age?



- No, I have never lied about my age
- Yes, I have claimed to be up to 2 years younger than I am / was at the time
- Yes, I have claimed to be up to 2 years older than I am/ was at the time
- Yes, I have claimed to be up to 5 years older than I am/ was at the time
- Yes, I have claimed to be up to a year older than I am/ was at the time
- Yes, I have claimed to be up to 5 years younger than I am / was at the time
- Yes, I have claimed to be up to a year younger than I am / was at the time
- Yes I have claimed to be up to 7 years older than I am/ was at the time
- Yes, I have claimed to be up to 10 years older than I am / was at the time
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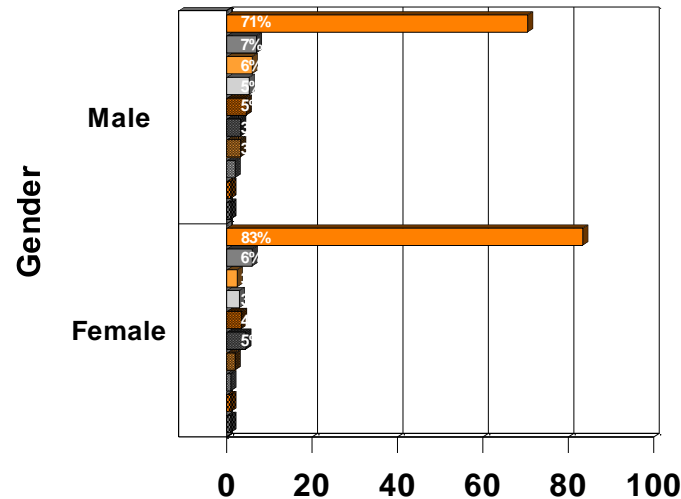
Question Two Cross Tabulation With Gender

When completing an online dating profile, have you ever lied about your age?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	501	302	199
Q2			
No, I have never lied about my age	379 75.6%	213 70.5%	166 83.4%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	33 6.6%	21 7.0%	12 6.0%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	23 4.6%	18 6.0%	5 2.5%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	22 4.4%	16 5.3%	6 3.0%
Yes, I have claimed to be up to a year older than I am/ was at the time	21 4.2%	14 4.6%	7 3.5%
Yes, I have claimed to be up to 5 years younger than I am / was at the time	19 3.8%	10 3.3%	9 4.5%
Yes, I have claimed to be up to a year younger than I am / was at the time	14 2.8%	10 3.3%	4 2.0%
Yes I have claimed to be up to 7 years older than I am/ was at the time	8 1.6%	6 2.0%	2 1.0%
Yes, I have claimed to be up to 10 years older than I am / was at the time	5 1.0%	3 1.0%	2 1.0%
Yes, I have claimed to be up to 10 years younger than I am / was at the time	5 1.0%	3 1.0%	2 1.0%

Question Two Cross Tabulation With Gender

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- Yes, I have claimed to be up to 5 years older than I am/ was at the time
- Yes, I have claimed to be up to a year older than I am/ was at the time
- Yes, I have claimed to be up to 5 years younger than I am / was at the time
- Yes, I have claimed to be up to a year younger than I am / was at the time
- Yes I have claimed to be up to 7 years older than I am/ was at the time
- Yes, I have claimed to be up to 10 years older than I am / was at the time
- Yes, I have claimed to be up to 10 years younger than I am / was at the time

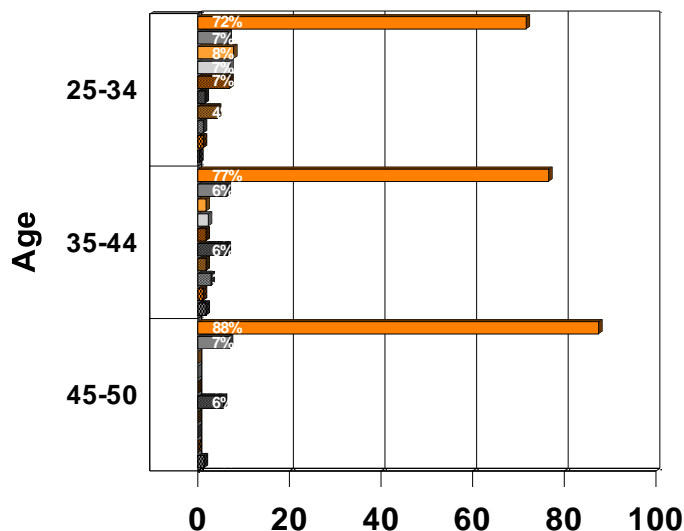
Question Two Cross Tabulation With Age

When completing an online dating profile, have you ever lied about your age?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	501	258	171	72
Q2				
No, I have never lied about my age	379 75.6%	185 71.7%	131 76.6%	63 87.5%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	33 6.6%	17 6.6%	11 6.4%	5 6.9%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	23 4.6%	20 7.8%	3 1.8%	- -
Yes, I have claimed to be up to 5 years older than I am/ was at the time	22 4.4%	18 7.0%	4 2.3%	- -
Yes, I have claimed to be up to a year older than I am/ was at the time	21 4.2%	18 7.0%	3 1.8%	- -
Yes, I have claimed to be up to 5 years younger than I am / was at the time	19 3.8%	4 1.6%	11 6.4%	4 5.6%
Yes, I have claimed to be up to a year younger than I am / was at the time	14 2.8%	11 4.3%	3 1.8%	- -
Yes I have claimed to be up to 7 years older than I am/ was at the time	8 1.6%	3 1.2%	5 2.9%	- -
Yes, I have claimed to be up to 10 years older than I am / was at the time	5 1.0%	3 1.2%	2 1.2%	- -
Yes, I have claimed to be up to 10 years younger than I am / was at the time	5 1.0%	1 0.4%	3 1.8%	1 1.4%

Question Two Cross Tabulation With Age

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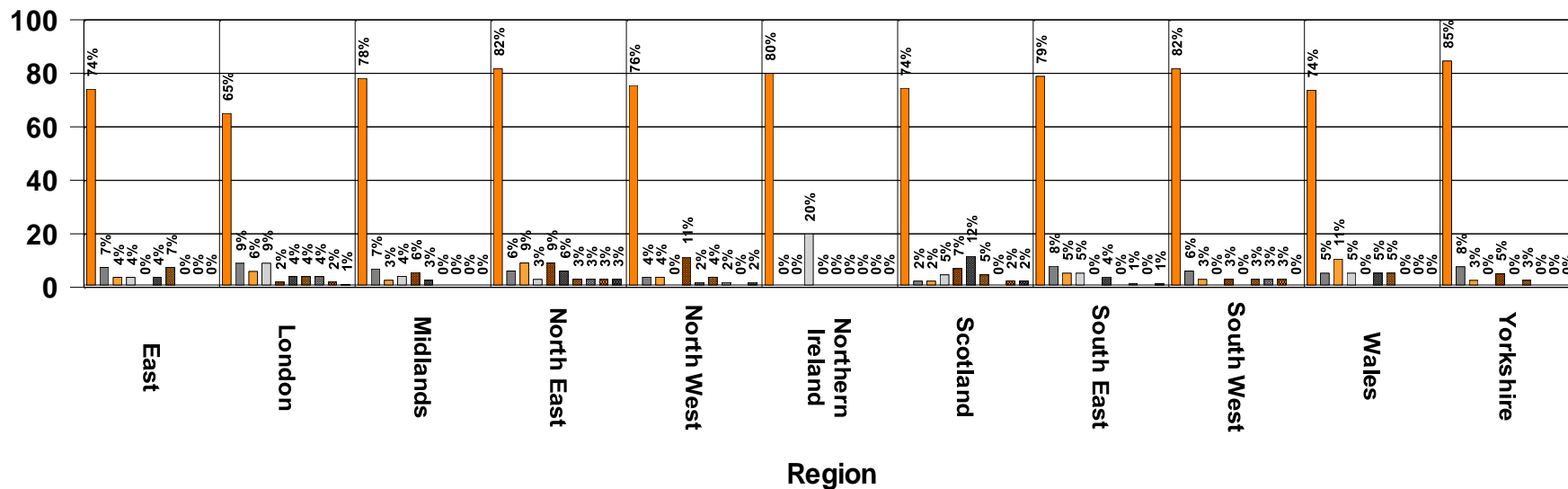
Question Two Cross Tabulation With Region

When completing an online dating profile, have you ever lied about your age?

Absolute Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	501	27	100	73	33	53	5	43	76	33	19	39
Q2												
No, I have never lied about my age	379 75.6%	20 74.1%	65 65.0%	57 78.1%	27 81.8%	40 75.5%	4 80.0%	32 74.4%	60 78.9%	27 81.8%	14 73.7%	33 84.6%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	33 6.6%	2 7.4%	9 9.0%	5 6.8%	2 6.1%	2 3.8%	- -	1 2.3%	6 7.9%	2 6.1%	1 5.3%	3 7.7%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	23 4.6%	1 3.7%	6 6.0%	2 2.7%	3 9.1%	2 3.8%	- -	1 2.3%	4 5.3%	1 3.0%	2 10.5%	1 2.6%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	22 4.4%	1 3.7%	9 9.0%	3 4.1%	1 3.0%	- -	1 20.0%	2 4.7%	4 5.3%	- -	1 5.3%	- -
Yes, I have claimed to be up to a year older than I am/ was at the time	21 4.2%	- -	2 2.0%	4 5.5%	3 9.1%	6 11.3%	- -	3 7.0%	- -	1 3.0%	- -	2 5.1%
Yes, I have claimed to be up to 5 years younger than I am / was at the time	19 3.8%	1 3.7%	4 4.0%	2 2.7%	2 6.1%	1 1.9%	- -	5 11.6%	3 3.9%	- -	1 5.3%	- -
Yes, I have claimed to be up to a year younger than I am / was at the time	14 2.8%	2 7.4%	4 4.0%	- -	1 3.0%	2 3.8%	- -	2 4.7%	- -	1 3.0%	1 5.3%	1 2.6%
Yes I have claimed to be up to 7 years older than I am/ was at the time	8 1.6%	- -	4 4.0%	- -	1 3.0%	1 1.9%	- -	- -	1 1.3%	1 3.0%	- -	- -
Yes, I have claimed to be up to 10 years older than I am / was at the time	5 1.0%	- -	2 2.0%	- -	1 3.0%	- -	- -	1 2.3%	- -	1 3.0%	- -	- -
Yes, I have claimed to be up to 10 years younger than I am / was at the time	5 1.0%	- -	1 1.0%	- -	1 3.0%	1 1.9%	- -	1 2.3%	1 1.3%	- -	- -	- -

Question Two Cross Tabulation With Region

When completing an online dating profile, have you ever lied about your age?



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- Yes, I have claimed to be up to 10 years younger than I am / was at the time

Question Two Cross Tabulation With Industry Sector

When completing an online dating profile, have you ever lied about your age?
– *please see Excel Spreadsheet*

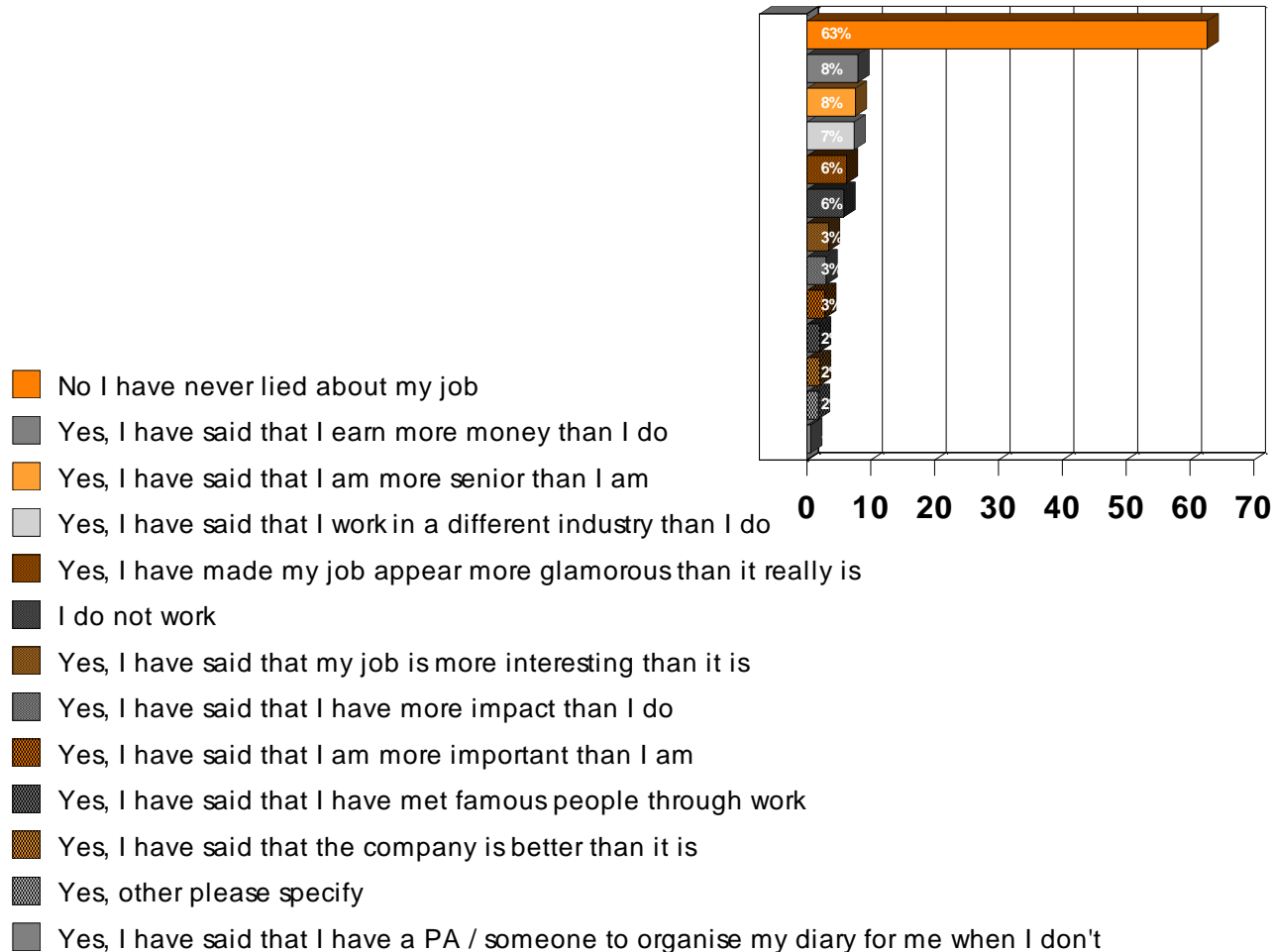
Question Three

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?

Absolute Base % Respondents	
Base	501 100.0%
Q3	
No I have never lied about my job	314 62.7%
Yes, I have said that I earn more money than I do	40 8.0%
Yes, I have said that I am more senior than I am	38 7.6%
Yes, I have said that I work in a different industry than I do	37 7.4%
Yes, I have made my job appear more glamorous than it really is	31 6.2%
I do not work	29 5.8%
Yes, I have said that my job is more interesting than it is	17 3.4%
Yes, I have said that I have more impact than I do	15 3.0%
Yes, I have said that I am more important than I am	14 2.8%
Yes, I have said that I have met famous people through work	10 2.0%
Yes, I have said that the company is better than it is	10 2.0%
Yes, other please specify	9 1.8%
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	3 0.6%

Question Three

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?



Question Three Cross Tabulation With Gender

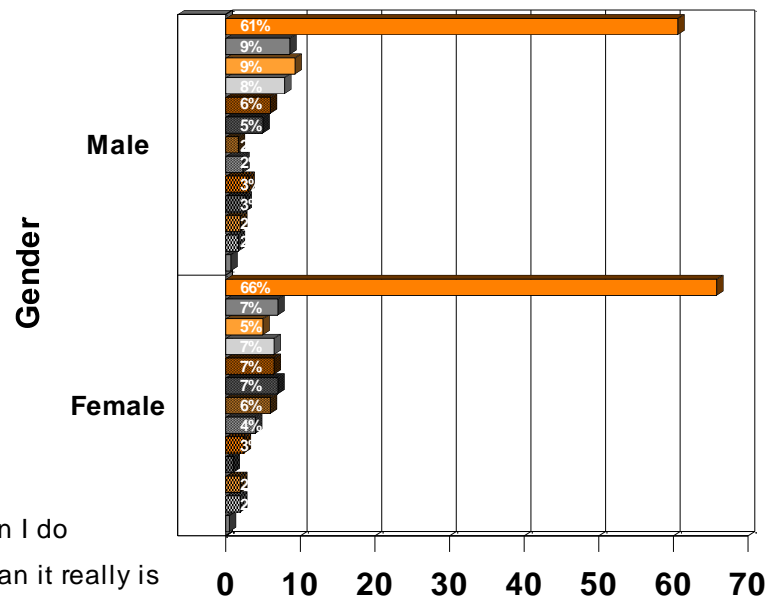
When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	501	302	199
Q3			
No I have never lied about my job	314 62.7%	183 60.6%	131 65.8%
Yes, I have said that I earn more money than I do	40 8.0%	26 8.6%	14 7.0%
Yes, I have said that I am more senior than I am	38 7.6%	28 9.3%	10 5.0%
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Yes, I have said that my job is more interesting than it is	17 3.4%	5 1.7%	12 6.0%
Yes, I have said that I have more impact than I do	15 3.0%	7 2.3%	8 4.0%
Yes, I have said that I am more important than I am	14 2.8%	9 3.0%	5 2.5%
Yes, I have said that I have met famous people through work	10 2.0%	8 2.6%	2 1.0%
Yes, I have said that the company is better than it is	10 2.0%	6 2.0%	4 2.0%
Yes, other please specify	9 1.8%	5 1.7%	4 2.0%
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	3 0.6%	2 0.7%	1 0.5%

Question Three Cross Tabulation With Gender

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- Yes, I have said that I work in a different industry than I do
- Yes, I have made my job appear more glamorous than it really is
- I do not work
- Yes, I have said that my job is more interesting than it is
- Yes, I have said that I have more impact than I do
- Yes, I have said that I am more important than I am
- Yes, I have said that I have met famous people through work
- Yes, I have said that the company is better than it is
- Yes, other please specify
- Yes, I have said that I have a PA / someone to organise my diary for me when I don't



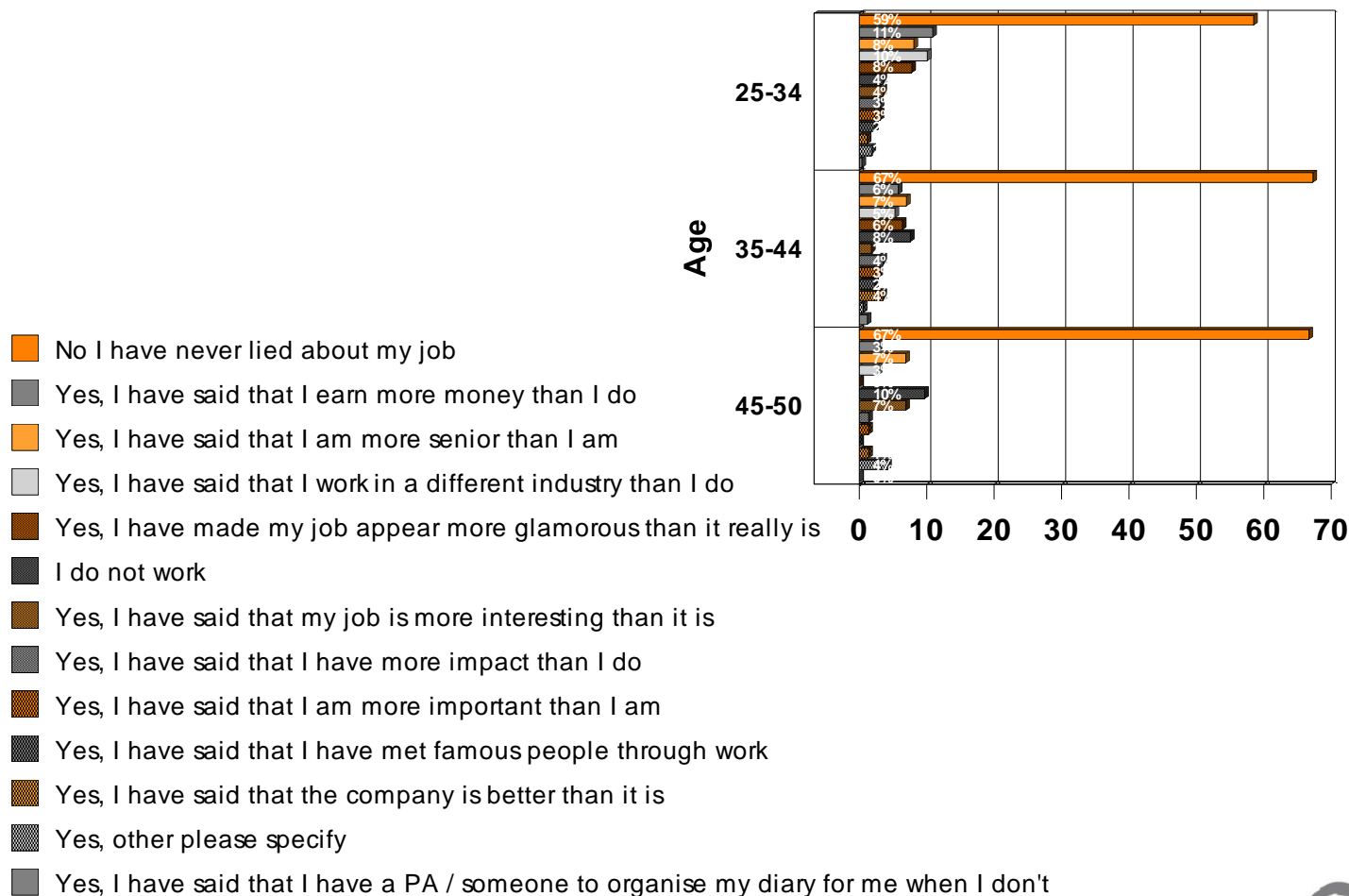
Question Three Cross Tabulation With Age

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	501	258	171	72
Q3				
No I have never lied about my job	314 62.7%	151 58.5%	115 67.3%	48 66.7%
Yes, I have said that I earn more money than I do	40 8.0%	28 10.9%	10 5.8%	2 2.8%
Yes, I have said that I am more senior than I am	38 7.6%	21 8.1%	12 7.0%	5 6.9%
Yes, I have said that I work in a different industry than I do	37 7.4%	26 10.1%	9 5.3%	2 2.8%
Yes, I have made my job appear more glamorous than it really is	31 6.2%	20 7.8%	11 6.4%	- -
I do not work	29 5.8%	9 3.5%	13 7.6%	7 9.7%
Yes, I have said that my job is more interesting than it is	17 3.4%	9 3.5%	3 1.8%	5 6.9%
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Yes, I have said that I have met famous people through work	10 2.0%	6 2.3%	4 2.3%	- -
Yes, I have said that the company is better than it is	10 2.0%	3 1.2%	6 3.5%	1 1.4%
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Question Three Cross Tabulation With Age

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?



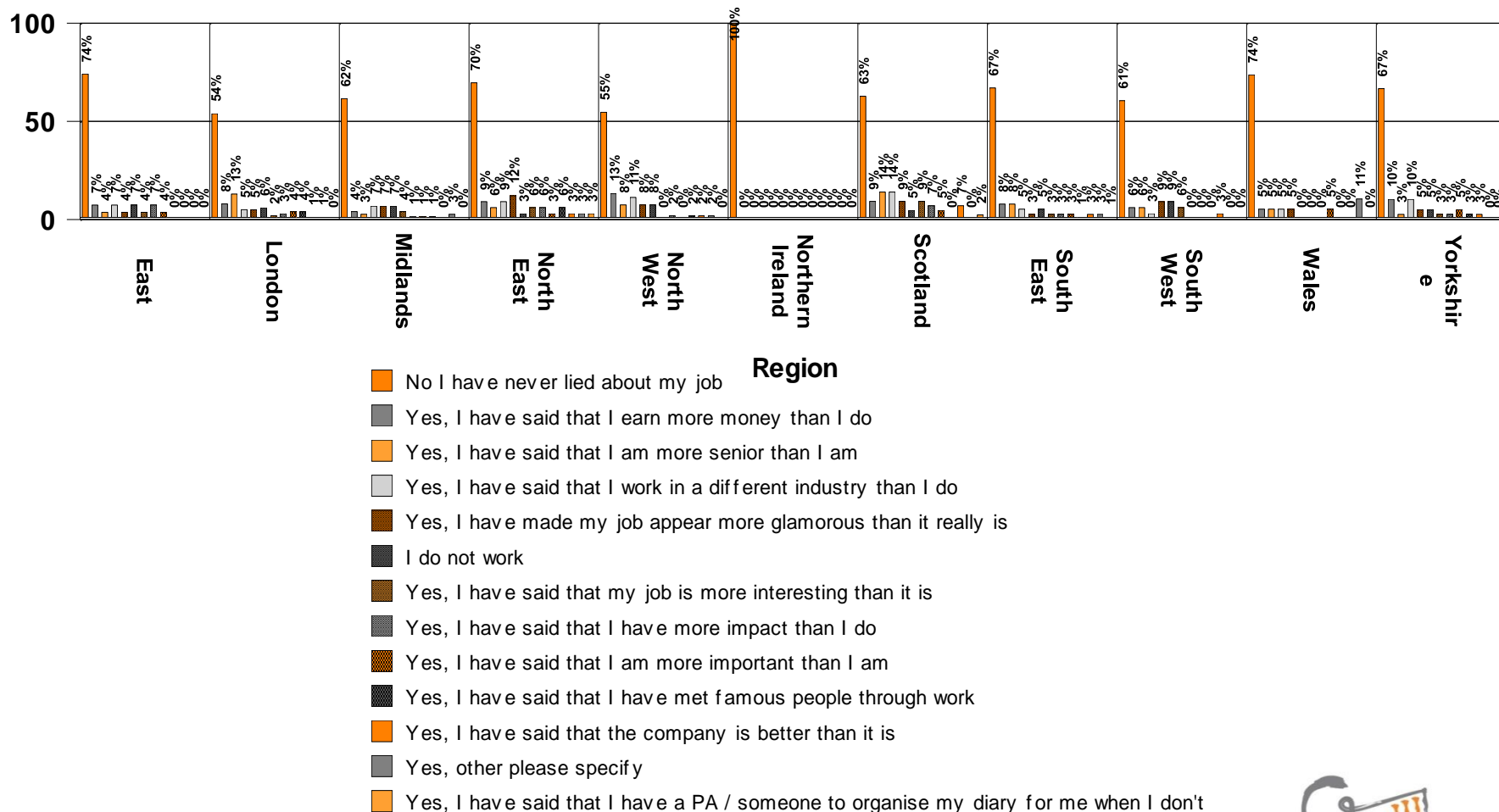
Question Three Cross Tabulation With Region

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?

Absolute Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	501	27	100	73	33	53	5	43	76	33	19	39
Q3												
No I have never lied about my job	314 62.7%	20 74.1%	54 54.0%	45 61.6%	23 69.7%	29 54.7%	5 100.0%	27 62.8%	51 67.1%	20 60.6%	14 73.7%	26 66.7%
Yes, I have said that I earn more money than I do	40 8.0%	2 7.4%	8 8.0%	3 4.1%	3 9.1%	7 13.2%	- -	4 9.3%	6 7.9%	2 6.1%	1 5.3%	4 10.3%
Yes, I have said that I am more senior than I am	38 7.6%	1 3.7%	13 13.0%	2 2.7%	2 6.1%	4 7.5%	- -	6 14.0%	6 7.9%	2 6.1%	1 5.3%	1 2.6%
Yes, I have said that I work in a different industry than I do	37 7.4%	2 7.4%	5 5.0%	5 6.8%	3 9.1%	6 11.3%	- -	6 14.0%	4 5.3%	1 3.0%	1 5.3%	4 10.3%
Yes, I have made my job appear more glamorous than it really is	31 6.2%	1 3.7%	5 5.0%	5 6.8%	4 12.1%	4 7.5%	- -	4 9.3%	2 2.6%	3 9.1%	1 5.3%	2 5.1%
I do not work	29 5.8%	2 7.4%	6 6.0%	5 6.8%	1 3.0%	4 7.5%	- -	2 4.7%	4 5.3%	3 9.1%	- -	2 5.1%
Yes, I have said that my job is more interesting than it is	17 3.4%	1 3.7%	2 2.0%	3 4.1%	2 6.1%	- -	- -	4 9.3%	2 2.6%	2 6.1%	- -	1 2.6%
Yes, I have said that I have more impact than I do	15 3.0%	2 7.4%	3 3.0%	1 1.4%	2 6.1%	1 1.9%	- -	3 7.0%	2 2.6%	- -	- -	1 2.6%
Yes, I have said that I am more important than I am	14 2.8%	1 3.7%	4 4.0%	1 1.4%	1 3.0%	- -	- -	2 4.7%	2 2.6%	- -	1 5.3%	2 5.1%
Yes, I have said that I have met famous people through work	10 2.0%	- -	4 4.0%	1 1.4%	2 6.1%	1 1.9%	- -	- -	1 1.3%	- -	- -	1 2.6%
Yes, I have said that the company is better than it is	10 2.0%	- -	1 1.0%	- -	1 3.0%	1 1.9%	- -	3 7.0%	2 2.6%	1 3.0%	- -	1 2.6%
Yes, other please specify	9 1.8%	- -	1 1.0%	2 2.7%	1 3.0%	1 1.9%	- -	- -	2 2.6%	- -	2 10.5%	- -
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	3 0.6%	- -	- -	- -	1 3.0%	- -	- -	1 2.3%	1 1.3%	- -	- -	- -

Question Three Cross Tabulation With Region

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job?



Question Three Cross Tabulation With Industry Sector

When completing an online dating profile or being on a date set up via an online dating website, have you ever lied about your job? – *please see Excel Spreadsheet*

Question Four

What industry did you say that you worked in?

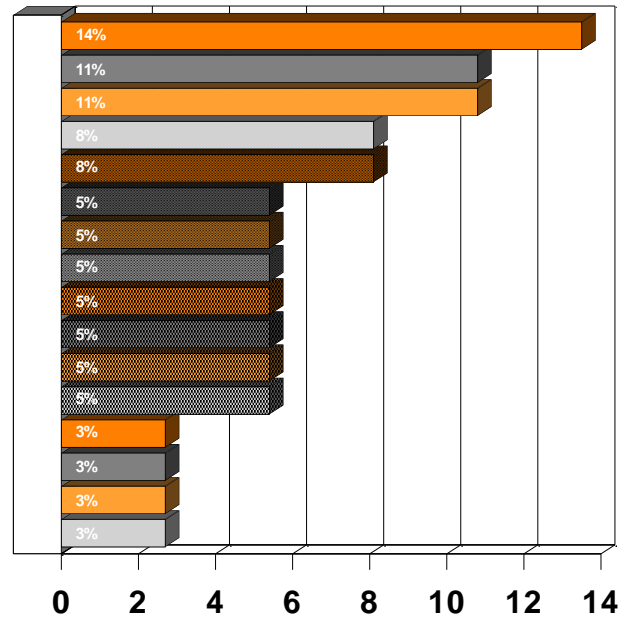
Absolute Base % Respondents	
Base	37 100.0%
Q4	
Other	5 13.5%
Professional Finance	4 10.8%
Film industry	4 10.8%
Professional HR	3 8.1%
Professional - Sales	3 8.1%
Professional - Marketing	2 5.4%
Healthcare	2 5.4%
Manufacturing, Engineering & Utilities	2 5.4%
Travel & Transport	2 5.4%
Entertainment	2 5.4%
Music	2 5.4%
Public Sector	2 5.4%
Professional IT & Telecoms	1 2.7%
Professional - Media	1 2.7%
Retail, Catering & Leisure	1 2.7%
Model / actress	1 2.7%

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Question Four

What industry did you say that you worked in?



Question Four Cross Tabulation With Gender

What industry did you say that you worked in?

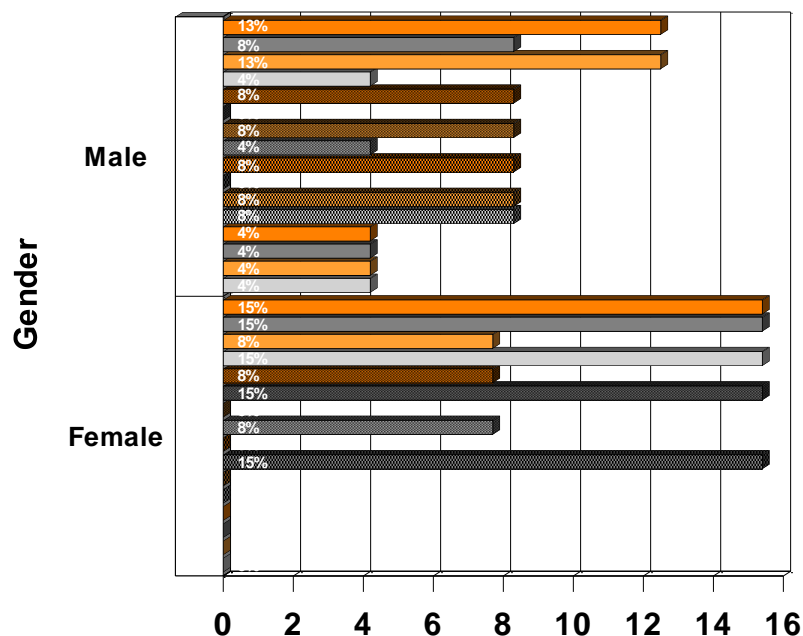
Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	37	24	13
Q4			
Other	5 13.5%	3 12.5%	2 15.4%
Professional Finance	4 10.8%	2 8.3%	2 15.4%
Film industry	4 10.8%	3 12.5%	1 7.7%
Professional HR	3 8.1%	1 4.2%	2 15.4%
Professional - Sales	3 8.1%	2 8.3%	1 7.7%
Professional - Marketing	2 5.4%	- -	2 15.4%
Healthcare	2 5.4%	2 8.3%	- -
Manufacturing, Engineering & Utilities	2 5.4%	1 4.2%	1 7.7%
Travel & Transport	2 5.4%	2 8.3%	- -
Entertainment	2 5.4%	- -	2 15.4%
Music	2 5.4%	2 8.3%	- -
Public Sector	2 5.4%	2 8.3%	- -
Professional IT & Telecoms	1 2.7%	1 4.2%	- -
Professional - Media	1 2.7%	1 4.2%	- -
Retail, Catering & Leisure	1 2.7%	1 4.2%	- -
Model / actress	1 2.7%	1 4.2%	- -

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Question Four Cross Tabulation With Gender

What industry did you say that you worked in?



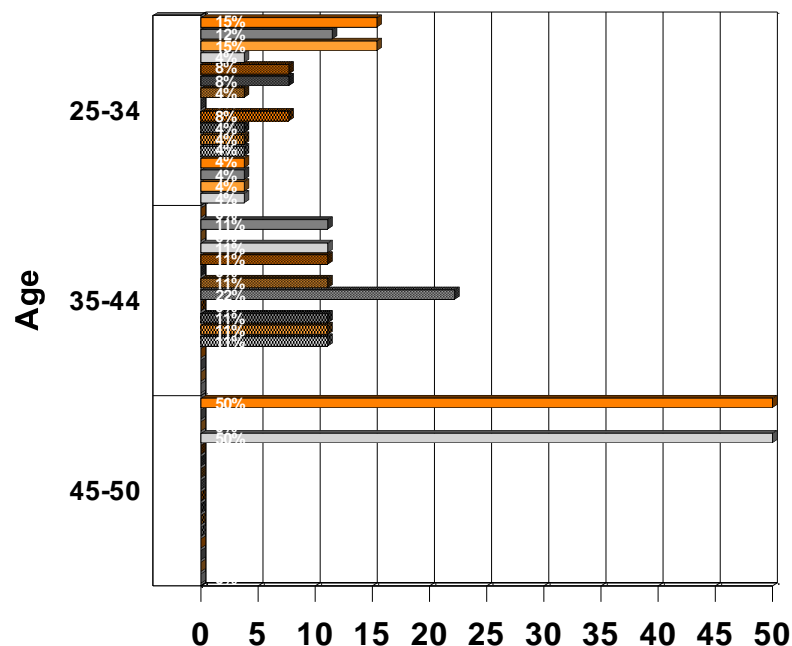
Question Four Cross Tabulation With Age

What industry did you say that you worked in?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	37	26	9	2
Q4				
Other	5 13.5%	4 15.4%	- -	1 50.0%
Professional Finance	4 10.8%	3 11.5%	1 11.1%	- -
Film industry	4 10.8%	4 15.4%	- -	- -
Professional HR	3 8.1%	1 3.8%	1 11.1%	1 50.0%
Professional - Sales	3 8.1%	2 7.7%	1 11.1%	- -
Professional - Marketing	2 5.4%	2 7.7%	- -	- -
Healthcare	2 5.4%	1 3.8%	1 11.1%	- -
Manufacturing, Engineering & Utilities	2 5.4%	- -	2 22.2%	- -
Travel & Transport	2 5.4%	2 7.7%	- -	- -
Entertainment	2 5.4%	1 3.8%	1 11.1%	- -
Music	2 5.4%	1 3.8%	1 11.1%	- -
Public Sector	2 5.4%	1 3.8%	1 11.1%	- -
Professional IT & Telecoms	1 2.7%	1 3.8%	- -	- -
Professional - Media	1 2.7%	1 3.8%	- -	- -
Retail, Catering & Leisure	1 2.7%	1 3.8%	- -	- -
Model / actress	1 2.7%	1 3.8%	- -	- -

Question Four Cross Tabulation With Age

What industry did you say that you worked in?

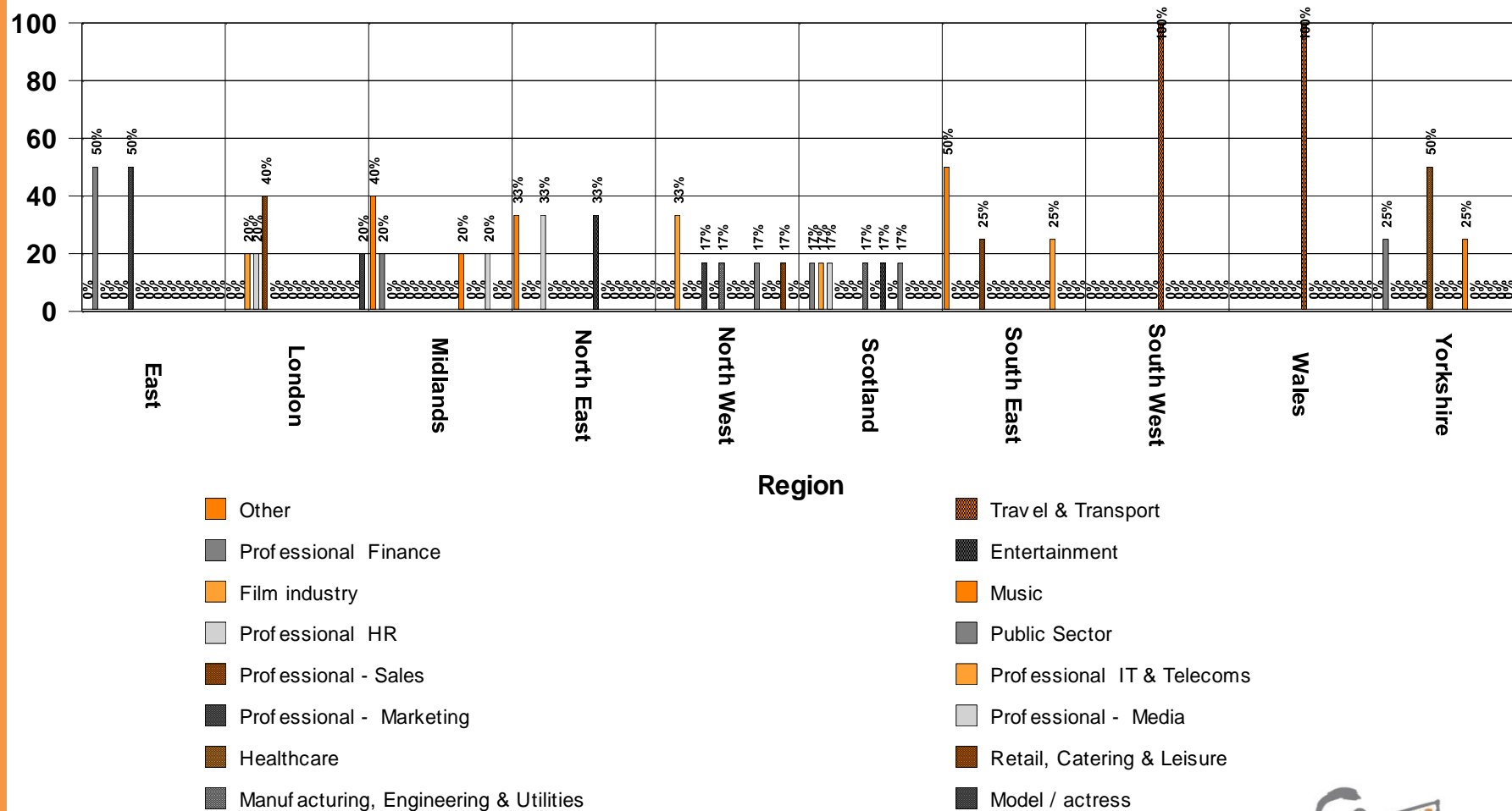


What industry did you say that you worked in?

[illegible]

Question Four Cross Tabulation With Region

What industry did you say that you worked in?



Question Four Cross Tabulation With Industry Sector

What industry did you say that you worked in? – *please see Excel Spreadsheet*

Question Five

Have you ever lied about any of the following when completing an online dating profile or being on a date set up via an online dating website? – *please see Excel Spreadsheet*

Question Six

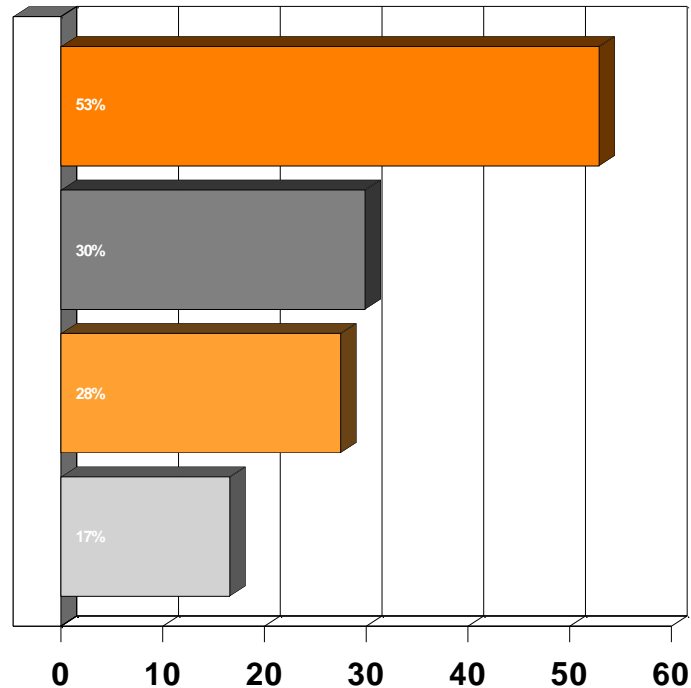
Which of the following statements do you agree with?

Absolute Base % Respondents	
Base	501 100.0%
Q6	
I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life	265 52.9%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	150 29.9%
I have met people through a dating website and felt that they had misrepresented themselves	138 27.5%
None of the above	83 16.6%

Question Six

Which of the following statements do you agree with?

- ☒ I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real
- ☐ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☐ I have met people through a dating website and felt that they had misrepresented themselves
- ☐ None of the above



Question Six Cross Tabulation With Gender

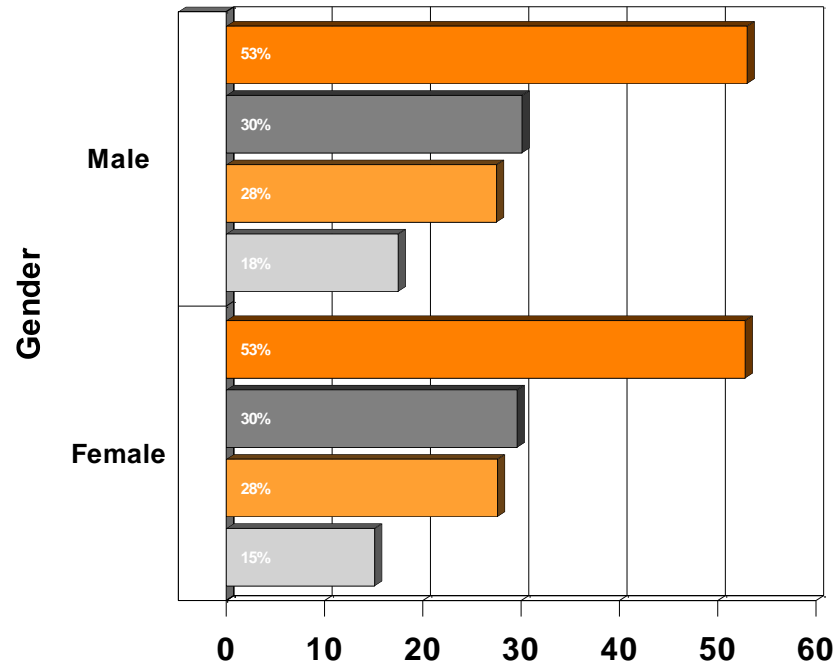
Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	501	302	199
Q6			
I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life	265 52.9%	160 53.0%	105 52.8%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	150 29.9%	91 30.1%	59 29.6%
I have met people through a dating website and felt that they had misrepresented themselves	138 27.5%	83 27.5%	55 27.6%
None of the above	83 16.6%	53 17.5%	30 15.1%

Question Six Cross Tabulation With Gender

Which of the following statements do you agree with?

- ☒ I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life
- ☒ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☒ I have met people through a dating website and felt that they had misrepresented themselves
- ☐ None of the above



Question Six Cross Tabulation With Age

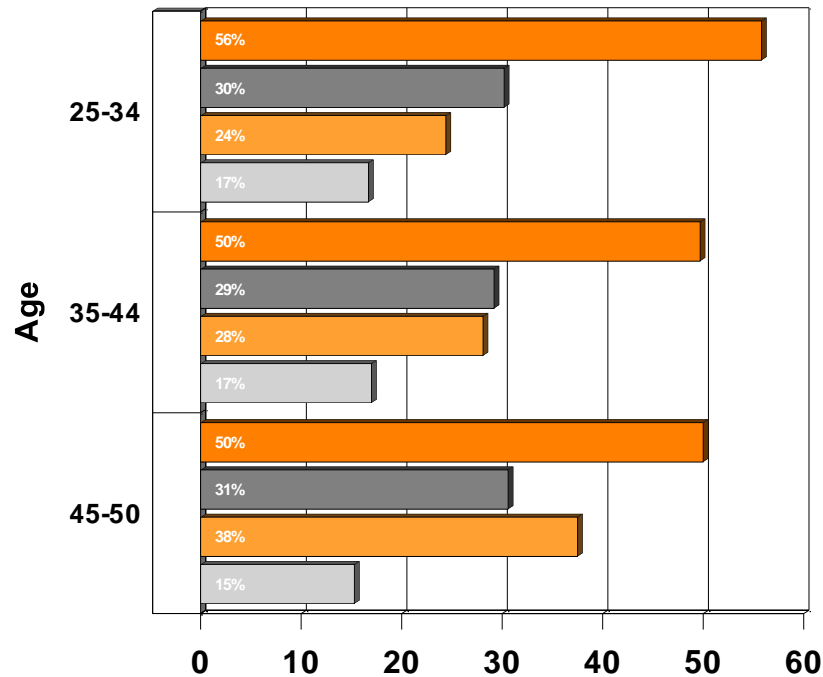
Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	501	258	171	72
Q6				
I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life	265 52.9%	144 55.8%	85 49.7%	36 50.0%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	150 29.9%	78 30.2%	50 29.2%	22 30.6%
I have met people through a dating website and felt that they had misrepresented themselves	138 27.5%	63 24.4%	48 28.1%	27 37.5%
None of the above	83 16.6%	43 16.7%	29 17.0%	11 15.3%

Question Six Cross Tabulation With Age

Which of the following statements do you agree with?

- ☒ I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life
- ☒ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☒ I have met people through a dating website and felt that they had misrepresented themselves
- ☐ None of the above



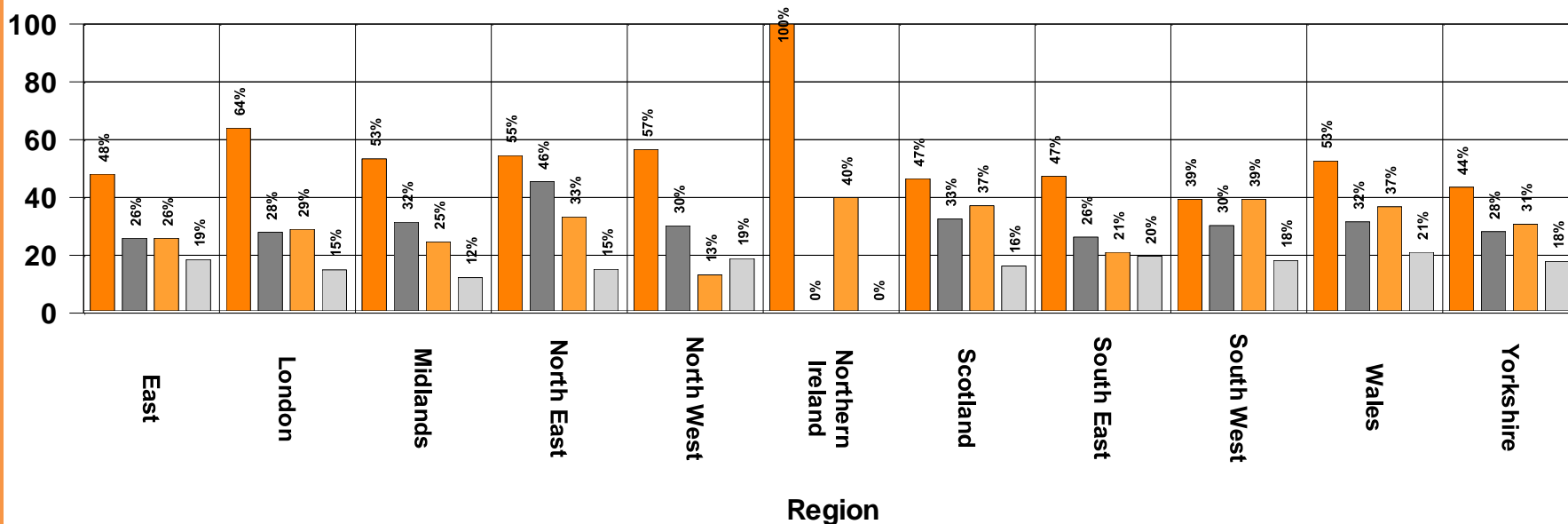
Question Six Cross Tabulation With Region

Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	501	27	100	73	33	53	5	43	76	33	19	39
Q6												
I think people on on-line dating sites up-sell / exaggerate their appearance and assets to appear more appealing than ...	265 52.9%	13 48.1%	64 64.0%	39 53.4%	18 54.5%	30 56.6%	5 100.0%	20 46.5%	36 47.4%	13 39.4%	10 52.6%	17 43.6%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	150 29.9%	7 25.9%	28 28.0%	23 31.5%	15 45.5%	16 30.2%	- -	14 32.6%	20 26.3%	10 30.3%	6 31.6%	11 28.2%
I have met people through a dating website and felt that they had misrepresented themselves	138 27.5%	7 25.9%	29 29.0%	18 24.7%	11 33.3%	7 13.2%	2 40.0%	16 37.2%	16 21.1%	13 39.4%	7 36.8%	12 30.8%
None of the above	83 16.6%	5 18.5%	15 15.0%	9 12.3%	5 15.2%	10 18.9%	- -	7 16.3%	15 19.7%	6 18.2%	4 21.1%	7 17.9%

Question Six Cross Tabulation With Region

Which of the following statements do you agree with?



- I think people on online dating sites up-sell / exaggerate their appearance and assets to appear more appealing than they actually are in real life
- When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- I have met people through a dating website and felt that they had misrepresented themselves
- None of the above

Question Six Cross Tabulation With Industry Sector

Which of the following statements do you agree with? – *please see Excel Spreadsheet*