

Little White Lies



The research for Golden Goose was carried out between : **14 / 10 / 2011** and **19 / 10 / 2011**
Sample: 512 USA adults who have or currently use an online dating website

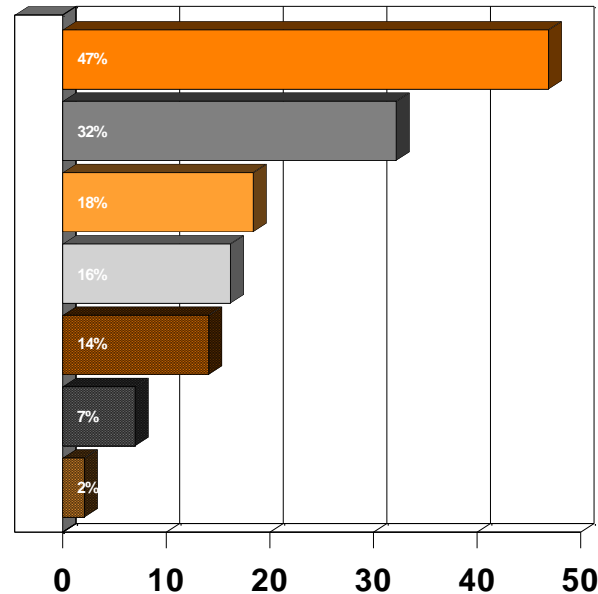
Question One

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

Absolute Base % Respondents	
Base	512 100.0%
Q1	
I have never lied about my appearance on an online dating profile	240 46.9%
My weight	165 32.2%
How you currently look e.g. used an old photograph	94 18.4%
Physique / body shape	83 16.2%
My height	72 14.1%
Bust size	36 7.0%
Other - please specify	11 2.1%

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
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- Physique / body shape
- My height
- Bust size
- Other - please specify

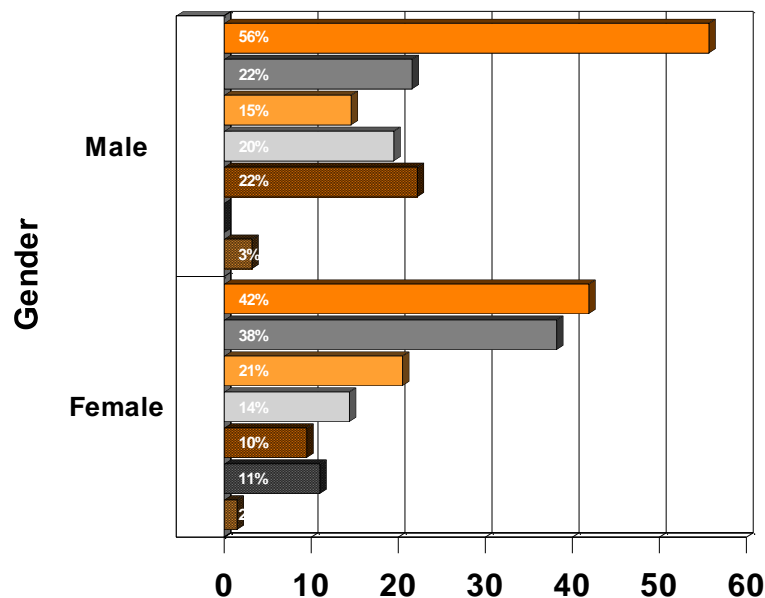
Question One Cross Tabulation With Gender

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	512	185	327
Q1			
I have never lied about my appearance on an online dating profile	240 46.9%	103 55.7%	137 41.9%
My weight	165 32.2%	40 21.6%	125 38.2%
How you currently look e.g. used an old photograph	94 18.4%	27 14.6%	67 20.5%
Physique / body shape	83 16.2%	36 19.5%	47 14.4%
My height	72 14.1%	41 22.2%	31 9.5%
Bust size	36 7.0%	- -	36 11.0%
Other - please specify	11 2.1%	6 3.2%	5 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?



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- My weight
- How you currently look e.g. used an old photograph
- Physique / body shape
- My height
- Bust size
- Other - please specify

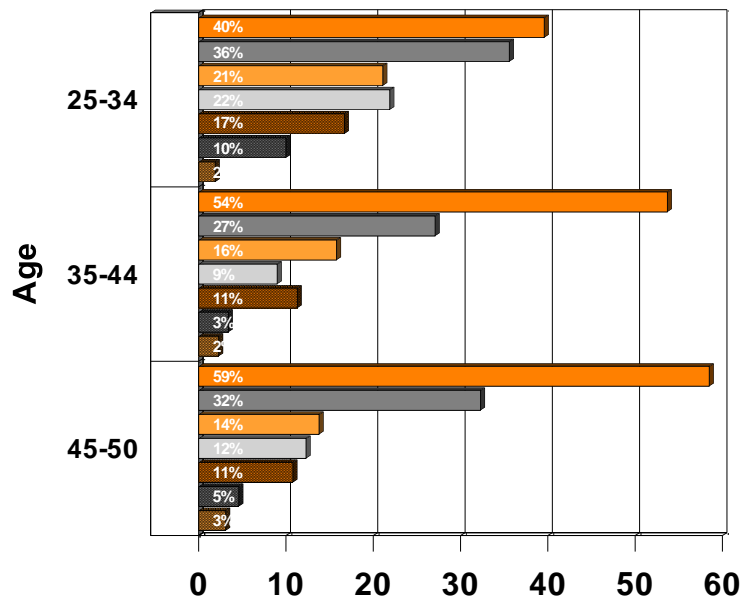
Question One Cross Tabulation With Age

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	512	270	177	65
Q1				
I have never lied about my appearance on an online dating profile	240 46.9%	107 39.6%	95 53.7%	38 58.5%
My weight	165 32.2%	96 35.6%	48 27.1%	21 32.3%
How you currently look e.g. used an old photograph	94 18.4%	57 21.1%	28 15.8%	9 13.8%
Physique / body shape	83 16.2%	59 21.9%	16 9.0%	8 12.3%
My height	72 14.1%	45 16.7%	20 11.3%	7 10.8%
Bust size	36 7.0%	27 10.0%	6 3.4%	3 4.6%
Other - please specify	11 2.1%	5 1.9%	4 2.3%	2 3.1%

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

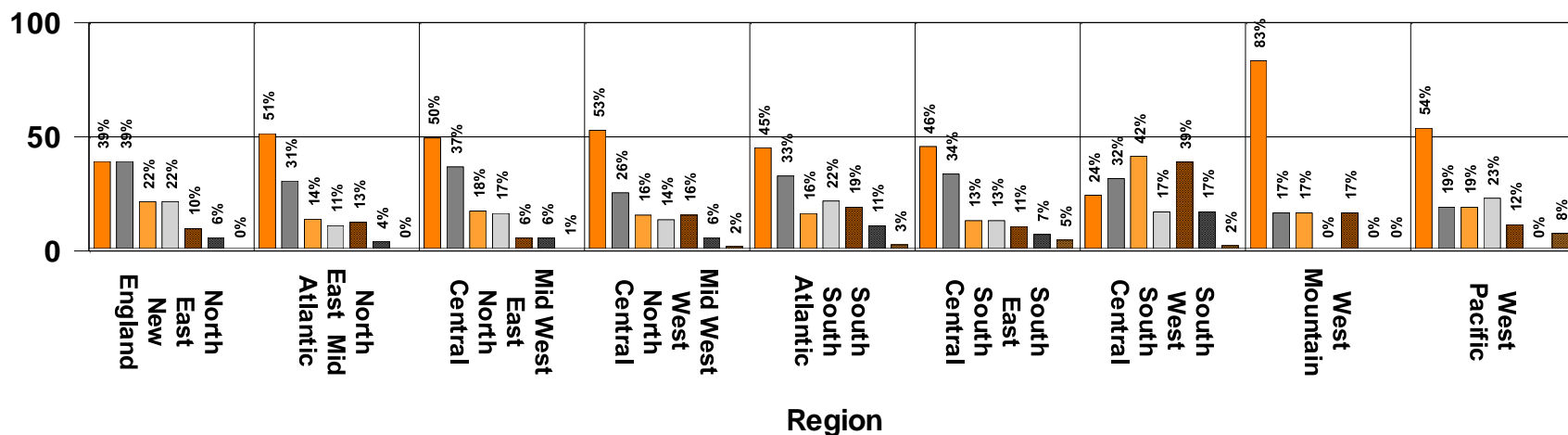
Question One Cross Tabulation With Region

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

Absolute Break % Respondents	Base	Region								
		North East New Eng...	North East Mid Atla...	Mid West East Nor...	Mid West West No...	South Sou- th Atlantic	South East South C...	South We- st South...	West Mountain	West Pacific
Base	512	51	72	103	51	73	83	41	12	26
Q1										
I have never lied about my appearance on an online dating profile	240 46.9%	20 39.2%	37 51.4%	51 49.5%	27 52.9%	33 45.2%	38 45.8%	10 24.4%	10 83.3%	14 53.8%
My weight	165 32.2%	20 39.2%	22 30.6%	38 36.9%	13 25.5%	24 32.9%	28 33.7%	13 31.7%	2 16.7%	5 19.2%
How you currently look e.g. used an old photograph	94 18.4%	11 21.6%	10 13.9%	18 17.5%	8 15.7%	12 16.4%	11 13.3%	17 41.5%	2 16.7%	5 19.2%
Physique / body shape	83 16.2%	11 21.6%	8 11.1%	17 16.5%	7 13.7%	16 21.9%	11 13.3%	7 17.1%	- -	6 23.1%
My height	72 14.1%	5 9.8%	9 12.5%	6 5.8%	8 15.7%	14 19.2%	9 10.8%	16 39.0%	2 16.7%	3 11.5%
Bust size	36 7.0%	3 5.9%	3 4.2%	6 5.8%	3 5.9%	8 11.0%	6 7.2%	7 17.1%	- -	- -
Other - please specify	11 2.1%	- -	- -	1 1.0%	1 2.0%	2 2.7%	4 4.8%	1 2.4%	- -	2 7.7%

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*

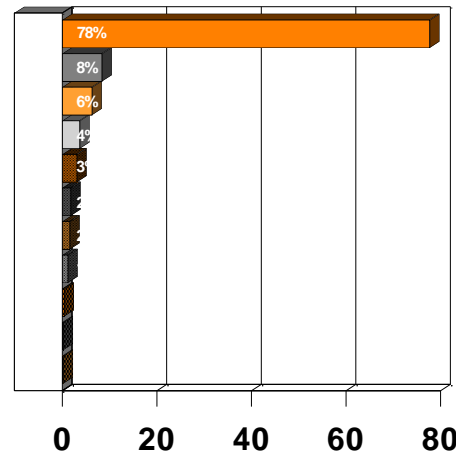
Question Two

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

Absolute Base % Respondents	
	Base 512 100.0%
Q2	
No, I have never lied about my age	398 77.7%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	43 8.4%
Yes, I have claimed to be up to 5 years younger than I am / was at the time	32 6.3%
Yes, I have claimed to be up to a year older than I am/ was at the time	19 3.7%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	16 3.1%
Yes, I have claimed to be up to a year younger than I am / was at the time	9 1.8%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	8 1.6%
Yes, I have claimed to be up to 10 years younger than I am / was at the time	6 1.2%
Yes I have claimed to be up to 7 years older than I am/ was at the time	2 0.4%
Yes, I have claimed to be up to 10 years older than I am / was at the time	1 0.2%
Yes, I have claimed to be more than 10 years older than I am / was at the time (please specify how many years older)	1 0.2%

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 5 years younger 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 2 years older 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 5 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
- ☐ 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 more than 10 years older than I am / was at the time (please specify how many years older)

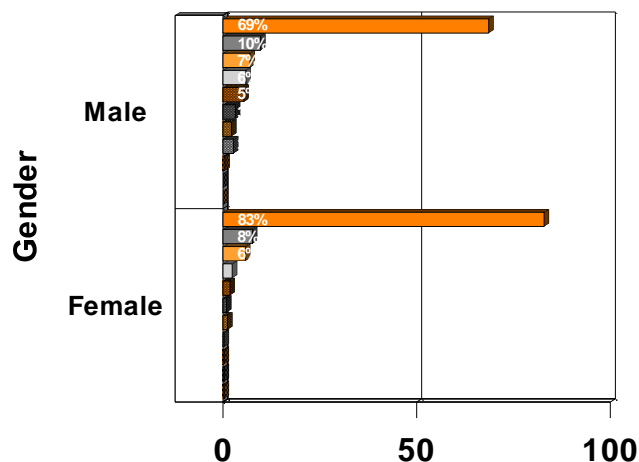
Question Two Cross Tabulation With Gender

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

Absolute Break % Respondents		Gender		
		Male	Female	
	Base	512	185	327
Q2				
No, I have never lied about my age	398 77.7%	127 68.6%	271 82.9%	
Yes, I have claimed to be up to 2 years younger than I am / was at the time	43 8.4%	18 9.7%	25 7.6%	
Yes, I have claimed to be up to 5 years younger than I am / was at the time	32 6.3%	13 7.0%	19 5.8%	
Yes, I have claimed to be up to a year older than I am/ was at the time	19 3.7%	11 5.9%	8 2.4%	
Yes, I have claimed to be up to 2 years older than I am/ was at the time	16 3.1%	10 5.4%	6 1.8%	
Yes, I have claimed to be up to a year younger than I am / was at the time	9 1.8%	6 3.2%	3 0.9%	
Yes, I have claimed to be up to 5 years older than I am/ was at the time	8 1.6%	4 2.2%	4 1.2%	
Yes, I have claimed to be up to 10 years younger than I am / was at the time	6 1.2%	5 2.7%	1 0.3%	
Yes I have claimed to be up to 7 years older than I am/ was at the time	2 0.4%	1 0.5%	1 0.3%	
Yes, I have claimed to be up to 10 years older than I am / was at the time	1 0.2%	- -	1 0.3%	
Yes, I have claimed to be more than 10 years older than I am / was at the time (please specify how many years older)	1 0.2%	- -	1 0.3%	

Question Two Cross Tabulation With Gender

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 5 years younger 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 2 years older 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 5 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
- 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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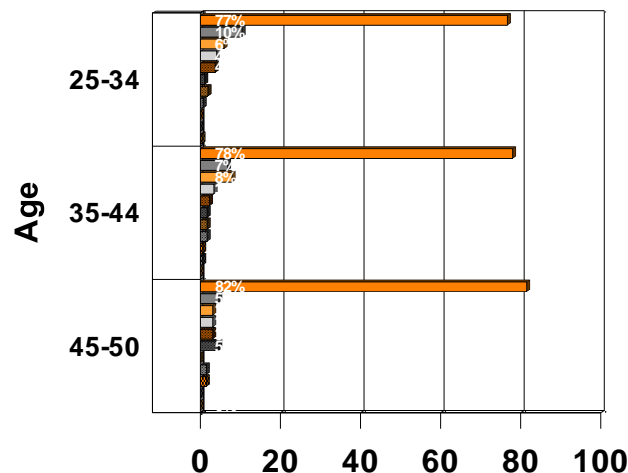
Question Two Cross Tabulation With Age

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 512	270	177	65
Q2				
No, I have never lied about my age	398 77.7%	207 76.7%	138 78.0%	53 81.5%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	43 8.4%	28 10.4%	12 6.8%	3 4.6%
Yes, I have claimed to be up to 5 years younger than I am / was at the time	32 6.3%	16 5.9%	14 7.9%	2 3.1%
Yes, I have claimed to be up to a year older than I am/ was at the time	19 3.7%	11 4.1%	6 3.4%	2 3.1%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	16 3.1%	10 3.7%	4 2.3%	2 3.1%
Yes, I have claimed to be up to a year younger than I am / was at the time	9 1.8%	3 1.1%	3 1.7%	3 4.6%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	8 1.6%	5 1.9%	3 1.7%	- -
Yes, I have claimed to be up to 10 years younger than I am / was at the time	6 1.2%	2 0.7%	3 1.7%	1 1.5%
Yes I have claimed to be up to 7 years older than I am/ was at the time	2 0.4%	- -	1 0.6%	1 1.5%
Yes, I have claimed to be up to 10 years older than I am / was at the time	1 0.2%	- -	1 0.6%	- -
Yes, I have claimed to be more than 10 years older than I am / was at the time (please specify how many years older)	1 0.2%	1 0.4%	- -	- -

Question Two Cross Tabulation With Age

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 5 years younger 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 2 years older 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 5 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
- 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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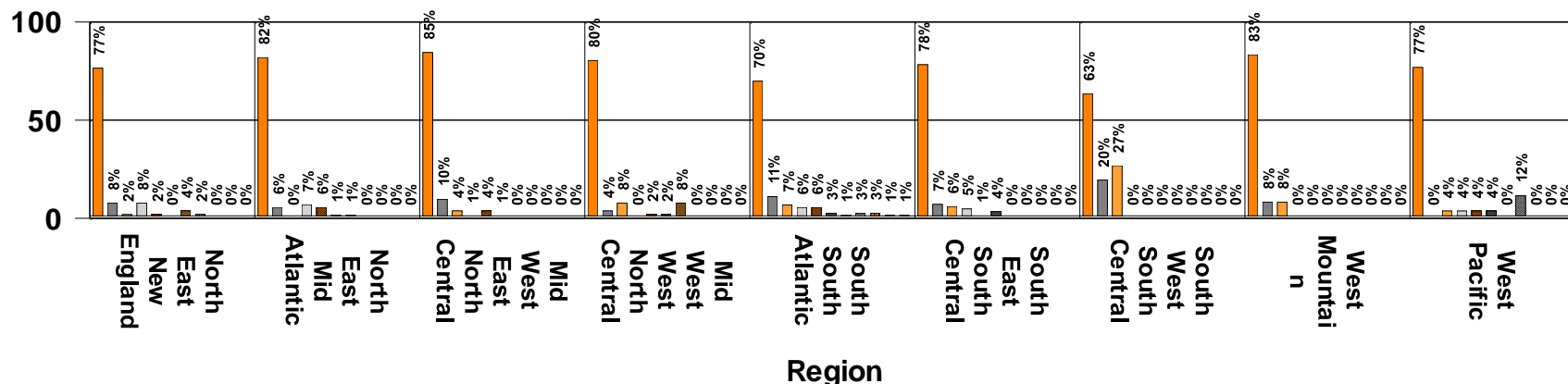
Question Two Cross Tabulation With Region

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

Absolute Break % Respondents	Base	Region								
		North East ...	North East ...	Mid W- est E..	Mid W- est ...	South Sout...	South East ...	South Wes...	West Mou...	West Pacific
Base	512	51	72	103	51	73	83	41	12	26
Q2										
No, I have never lied about my age	398 77.7%	39 76.5%	59 81.9%	87 84.5%	41 80.4%	51 69.9%	65 78.3%	26 63.4%	10 83.3%	20 76.9%
Yes, I have claimed to be up to 2 years younger than I am / was at the time	43 8.4%	4 7.8%	4 5.6%	10 9.7%	2 3.9%	8 11.0%	6 7.2%	8 19.5%	1 8.3%	- -
Yes, I have claimed to be up to 5 years younger than I am / was at the time	32 6.3%	1 2.0%	- -	4 3.9%	4 7.8%	5 6.8%	5 6.0%	11 26.8%	1 8.3%	1 3.8%
Yes, I have claimed to be up to a year older than I am/ was at the time	19 3.7%	4 7.8%	5 6.9%	1 1.0%	- -	4 5.5%	4 4.8%	- -	- -	1 3.8%
Yes, I have claimed to be up to 2 years older than I am/ was at the time	16 3.1%	1 2.0%	4 5.6%	4 3.9%	1 2.0%	4 5.5%	1 1.2%	- -	- -	1 3.8%
Yes, I have claimed to be up to a year younger than I am / was at the time	9 1.8%	- -	1 1.4%	1 1.0%	1 2.0%	2 2.7%	3 3.6%	- -	- -	1 3.8%
Yes, I have claimed to be up to 5 years older than I am/ was at the time	8 1.6%	2 3.9%	1 1.4%	- -	4 7.8%	1 1.4%	- -	- -	- -	- -
Yes, I have claimed to be up to 10 years younger than I am / was at the time	6 1.2%	1 2.0%	- -	- -	- -	2 2.7%	- -	- -	- -	3 11.5%
Yes I have claimed to be up to 7 years older than I am/ was at the time	2 0.4%	- -	- -	- -	- -	2 2.7%	- -	- -	- -	- -
Yes, I have claimed to be up to 10 years older than I am / was at the time	1 0.2%	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -
Yes, I have claimed to be more than 10 years older than I am / was at the time (please specify how many years older)	1 0.2%	- -	- -	- -	- -	1 1.4%	- -	- -	- -	- -

Question Two Cross Tabulation With Region

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 5 years younger 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 2 years older 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 5 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
- 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 more than 10 years older than I am / was at the time (please specify how many years older)

Question Two Cross Tabulation With Industry Sector

When completing an online dating profile, have you ever lied about your age?
- *Please refer to Excel spreadsheet.*

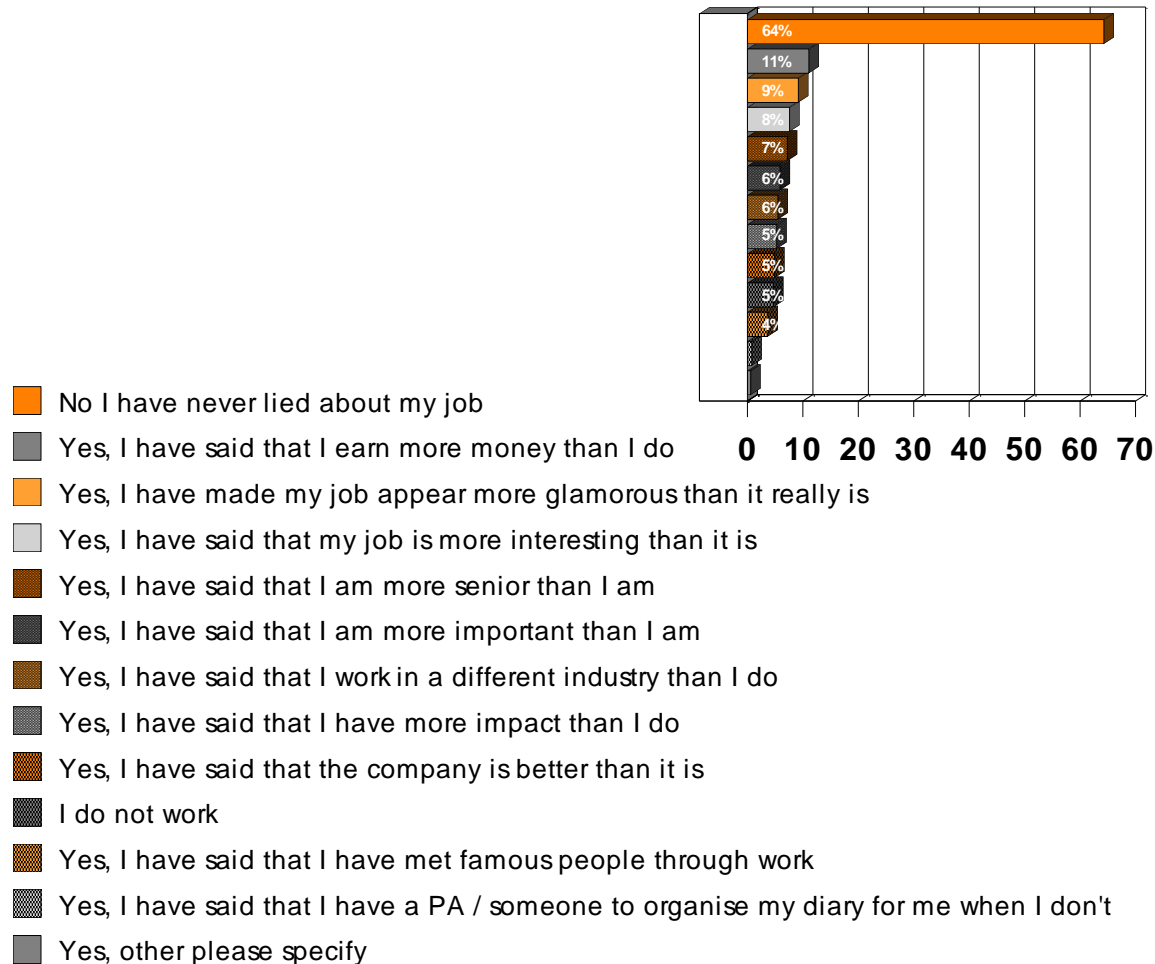
Question Three

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 512 100.0%
Q3	
No I have never lied about my job	329 64.3%
Yes, I have said that I earn more money than I do	57 11.1%
Yes, I have made my job appear more glamorous than it really is	47 9.2%
Yes, I have said that my job is more interesting than it is	39 7.6%
Yes, I have said that I am more senior than I am	37 7.2%
Yes, I have said that I am more important than I am	30 5.9%
Yes, I have said that I work in a different industry than I do	28 5.5%
Yes, I have said that I have more impact than I do	27 5.3%
Yes, I have said that the company is better than it is	25 4.9%
I do not work	24 4.7%
Yes, I have said that I have met famous people through work	19 3.7%
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	4 0.8%
Yes, other please specify	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?



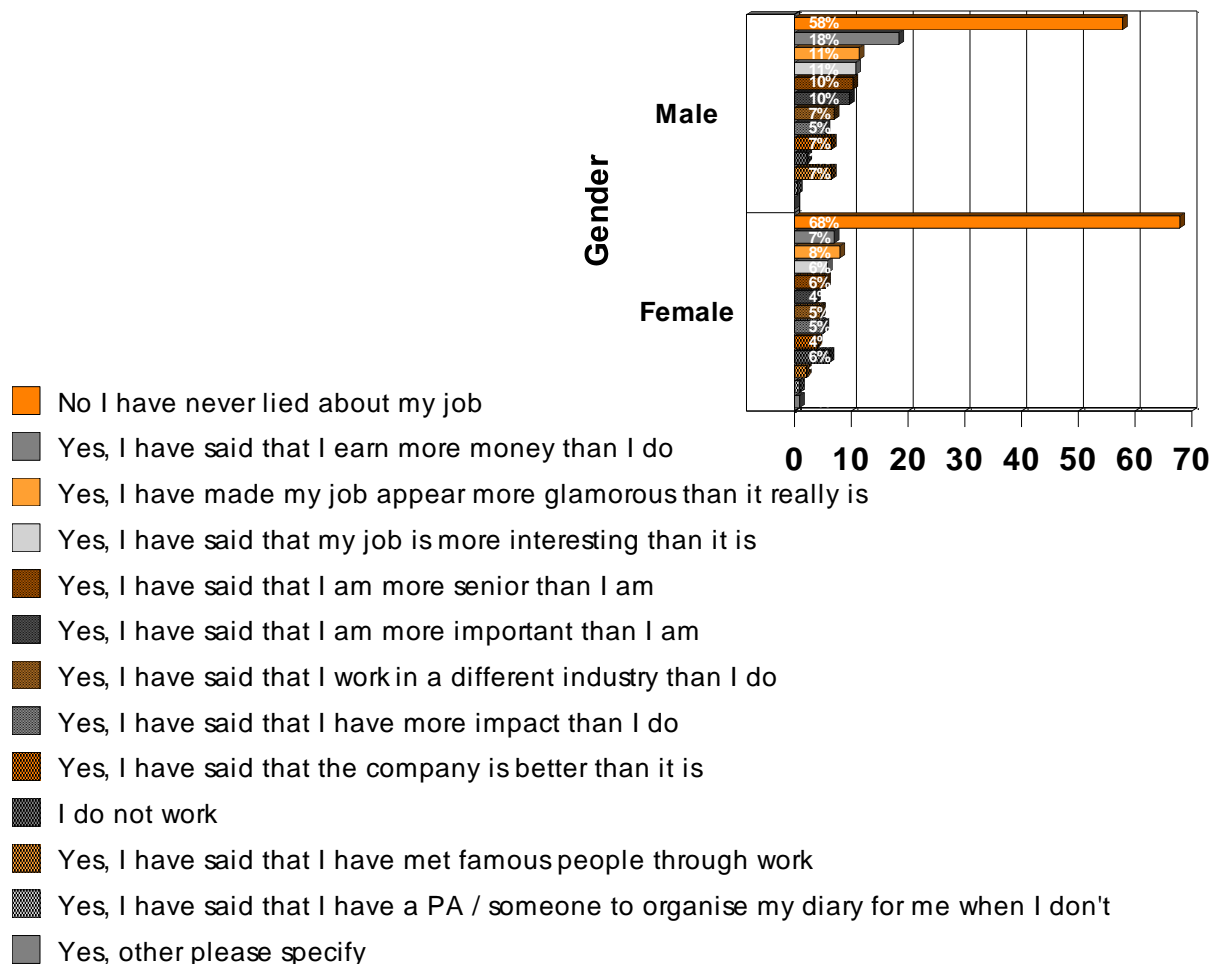
Question Three Cross Tabulation With Gender

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	512	185	327
Q3			
No I have never lied about my job	329 64.3%	107 57.8%	222 67.9%
Yes, I have said that I earn more money than I do	57 11.1%	34 18.4%	23 7.0%
Yes, I have made my job appear more glamorous than it really is	47 9.2%	21 11.4%	26 8.0%
Yes, I have said that my job is more interesting than it is	39 7.6%	20 10.8%	19 5.8%
Yes, I have said that I am more senior than I am	37 7.2%	19 10.3%	18 5.5%
Yes, I have said that I am more important than I am	30 5.9%	18 9.7%	12 3.7%
Yes, I have said that I work in a different industry than I do	28 5.5%	13 7.0%	15 4.6%
Yes, I have said that I have more impact than I do	27 5.3%	10 5.4%	17 5.2%
Yes, I have said that the company is better than it is	25 4.9%	12 6.5%	13 4.0%
I do not work	24 4.7%	4 2.2%	20 6.1%
Yes, I have said that I have met famous people through work	19 3.7%	12 6.5%	7 2.1%
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	4 0.8%	1 0.5%	3 0.9%
Yes, other please specify	3 0.6%	- -	3 0.9%

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?



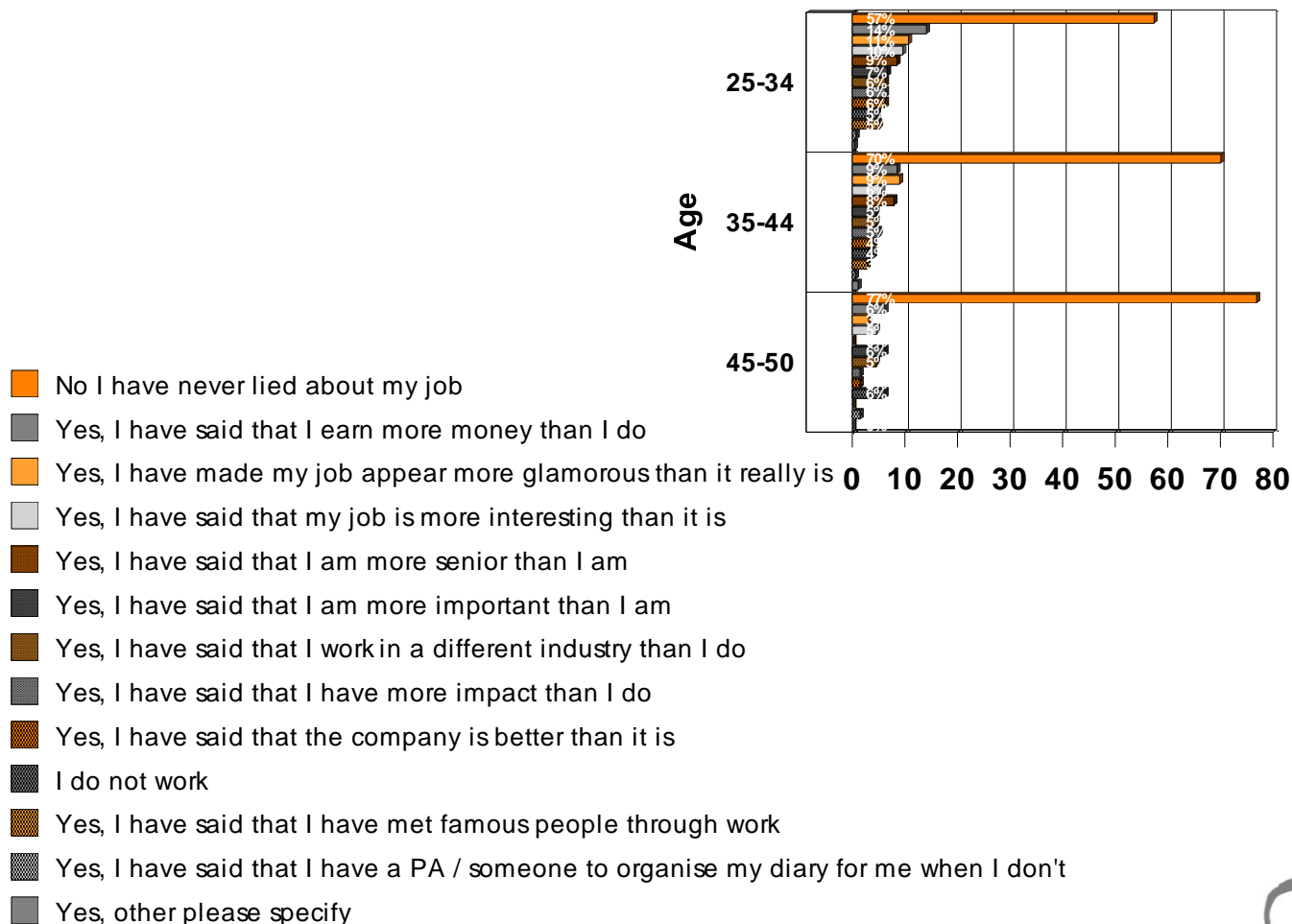
Question Three Cross Tabulation With Age

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	512	270	177	65
Q3				
No I have never lied about my job	329 64.3%	155 57.4%	124 70.1%	50 76.9%
Yes, I have said that I earn more money than I do	57 11.1%	38 14.1%	15 8.5%	4 6.2%
Yes, I have made my job appear more glamorous than it really is	47 9.2%	29 10.7%	16 9.0%	2 3.1%
Yes, I have said that my job is more interesting than it is	39 7.6%	26 9.6%	10 5.6%	3 4.6%
Yes, I have said that I am more senior than I am	37 7.2%	23 8.5%	14 7.9%	- -
Yes, I have said that I am more important than I am	30 5.9%	18 6.7%	8 4.5%	4 6.2%
Yes, I have said that I work in a different industry than I do	28 5.5%	17 6.3%	8 4.5%	3 4.6%
Yes, I have said that I have more impact than I do	27 5.3%	17 6.3%	9 5.1%	1 1.5%
Yes, I have said that the company is better than it is	25 4.9%	17 6.3%	7 4.0%	1 1.5%
I do not work	24 4.7%	13 4.8%	7 4.0%	4 6.2%
Yes, I have said that I have met famous people through work	19 3.7%	14 5.2%	5 2.8%	- -
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	4 0.8%	2 0.7%	1 0.6%	1 1.5%
Yes, other please specify	3 0.6%	1 0.4%	2 1.1%	- -

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?



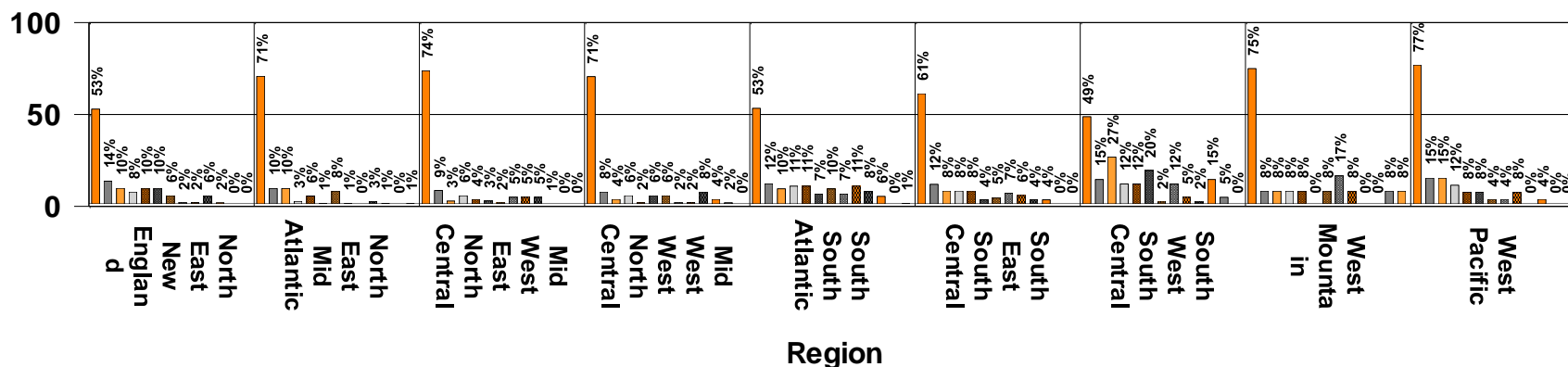
Question Three Cross Tabulation With Region

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								
		North East New En...	North East Mid Atla...	Mid West East Nor...	Mid West West No...	South So- uth Atla...	South East South C...	South We- st South...	West Mountain	West Pacific
Base	512	51	72	103	51	73	83	41	12	26
Q3										
No I have never lied about my job	329 64.3%	27 52.9%	51 70.8%	76 73.8%	36 70.6%	39 53.4%	51 61.4%	20 48.8%	9 75.0%	20 76.9%
Yes, I have said that I earn more money than I do	57 11.1%	7 13.7%	7 9.7%	9 8.7%	4 7.8%	9 12.3%	10 12.0%	6 14.6%	1 8.3%	4 15.4%
Yes, I have made my job appear more glamorous than it really is	47 9.2%	5 9.8%	7 9.7%	3 2.9%	2 3.9%	7 9.6%	7 8.4%	11 26.8%	1 8.3%	4 15.4%
Yes, I have said that my job is more interesting than it is	39 7.6%	4 7.8%	2 2.8%	6 5.8%	3 5.9%	8 11.0%	7 8.4%	5 12.2%	1 8.3%	3 11.5%
Yes, I have said that I am more senior than I am	37 7.2%	5 9.8%	4 5.6%	4 3.9%	1 2.0%	8 11.0%	7 8.4%	5 12.2%	1 8.3%	2 7.7%
Yes, I have said that I am more important than I am	30 5.9%	5 9.8%	1 1.4%	3 2.9%	3 5.9%	5 6.8%	3 3.6%	8 19.5%	- -	2 7.7%
Yes, I have said that I work in a different industry than I do	28 5.5%	3 5.9%	6 8.3%	2 1.9%	3 5.9%	7 9.6%	4 4.8%	1 2.4%	1 8.3%	1 3.8%
Yes, I have said that I have more impact than I do	27 5.3%	1 2.0%	1 1.4%	5 4.9%	1 2.0%	5 6.8%	6 7.2%	5 12.2%	2 16.7%	1 3.8%
Yes, I have said that the company is better than it is	25 4.9%	1 2.0%	- -	5 4.9%	1 2.0%	8 11.0%	5 6.0%	2 4.9%	1 8.3%	2 7.7%
I do not work	24 4.7%	3 5.9%	2 2.8%	5 4.9%	4 7.8%	6 8.2%	3 3.6%	1 2.4%	- -	- -
Yes, I have said that I have met famous people through work	19 3.7%	1 2.0%	1 1.4%	1 1.0%	2 3.9%	4 5.5%	3 3.6%	6 14.6%	- -	1 3.8%
Yes, I have said that I have a PA / someone to organise my diary for me when I don't	4 0.8%	- -	- -	- -	1 2.0%	- -	- -	2 4.9%	1 8.3%	- -
Yes, other please specify	3 0.6%	- -	1 1.4%	- -	- -	1 1.4%	- -	- -	1 8.3%	- -

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?



- No I have never lied about my job
- Yes, I have said that I earn more money than I do
- Yes, I have made my job appear more glamorous than it really is
- Yes, I have said that my job is more interesting than it is
- Yes, I have said that I am more senior than I am
- Yes, I have said that I am more important than I am
- Yes, I have said that I work in a different industry than I do
- Yes, I have said that I have more impact than I do
- Yes, I have said that the company is better than it is
- I do not work
- Yes, I have said that I have met famous people through work
- Yes, I have said that I have a PA / someone to organise my diary for me when I don't
- Yes, other please specify

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 refer to Excel spreadsheet.*

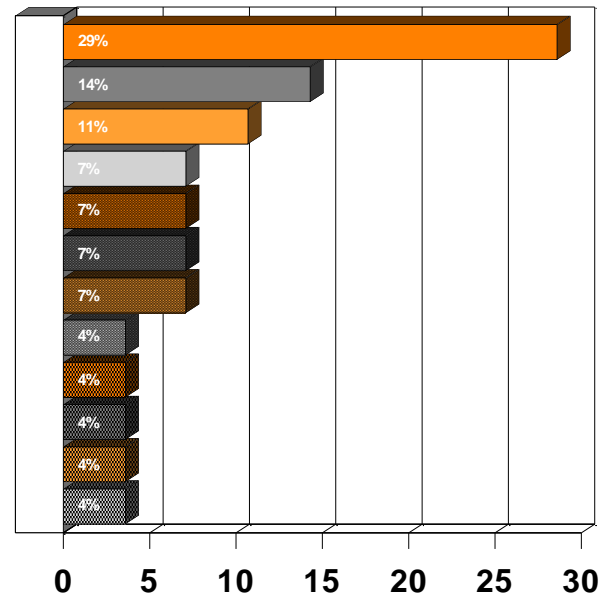
Question Four

What industry did you say that you worked in?

Absolute Base % Respondents	
Base	28 100.0%
Q4	
Other	8 28.6%
Healthcare	4 14.3%
Professional HR	3 10.7%
Professional Legal	2 7.1%
Professional Finance	2 7.1%
Professional - Sales	2 7.1%
Entertainment	2 7.1%
Professional - Media	1 3.6%
Professional - Marketing	1 3.6%
Travel & Transport	1 3.6%
Music	1 3.6%
Public Sector	1 3.6%

Question Four

What industry did you say that you worked in?



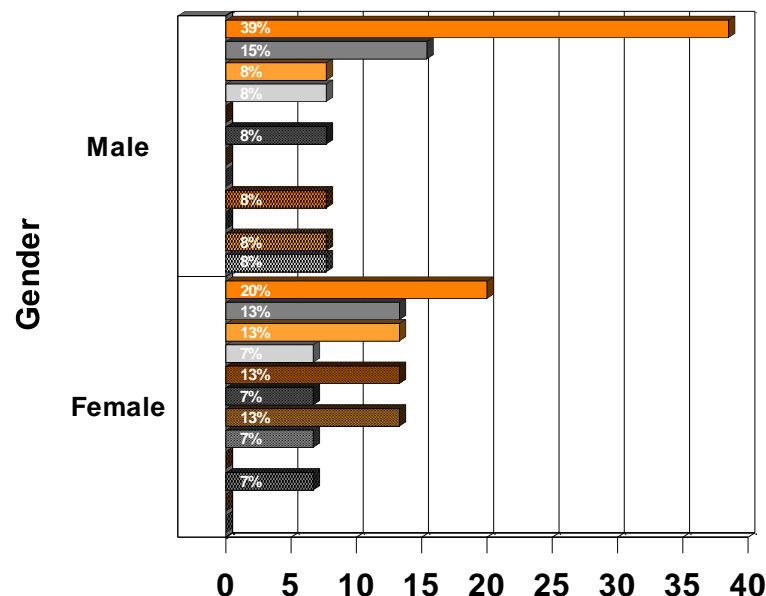
Question Four Cross Tabulation With Gender

What industry did you say that you worked in?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	28	13	15
Q4			
Other	8 28.6%	5 38.5%	3 20.0%
Healthcare	4 14.3%	2 15.4%	2 13.3%
Professional HR	3 10.7%	1 7.7%	2 13.3%
Professional Legal	2 7.1%	1 7.7%	1 6.7%
Professional Finance	2 7.1%	-	2 13.3%
Professional - Sales	2 7.1%	1 7.7%	1 6.7%
Entertainment	2 7.1%	-	2 13.3%
Professional - Media	1 3.6%	-	1 6.7%
Professional - Marketing	1 3.6%	1 7.7%	-
Travel & Transport	1 3.6%	-	1 6.7%
Music	1 3.6%	1 7.7%	-
Public Sector	1 3.6%	1 7.7%	-

Question Four Cross Tabulation With Gender

What industry did you say that you worked in?



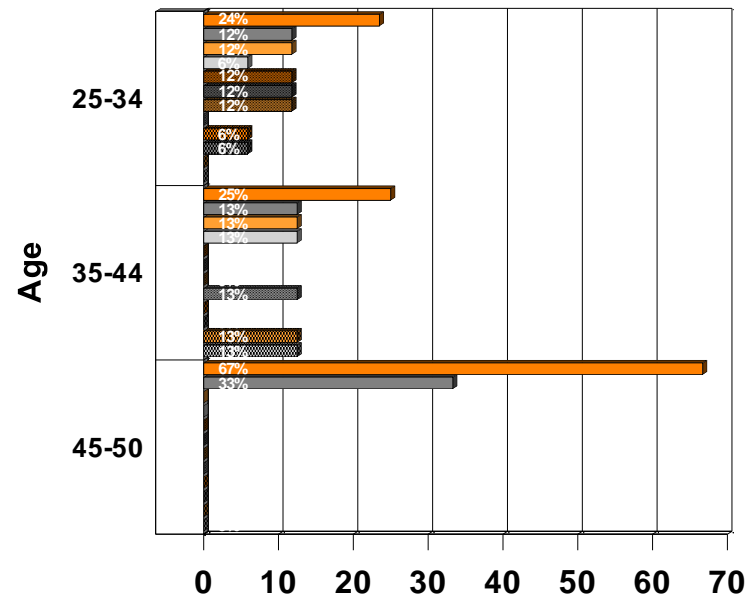
Question Four Cross Tabulation With Age

What industry did you say that you worked in?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	28	17	8	3
Q4				
Other	8 28.6%	4 23.5%	2 25.0%	2 66.7%
Healthcare	4 14.3%	2 11.8%	1 12.5%	1 33.3%
Professional HR	3 10.7%	2 11.8%	1 12.5%	-
Professional Legal	2 7.1%	1 5.9%	1 12.5%	-
Professional Finance	2 7.1%	2 11.8%	-	-
Professional - Sales	2 7.1%	2 11.8%	-	-
Entertainment	2 7.1%	2 11.8%	-	-
Professional - Media	1 3.6%	-	1 12.5%	-
Professional - Marketing	1 3.6%	1 5.9%	-	-
Travel & Transport	1 3.6%	1 5.9%	-	-
Music	1 3.6%	-	1 12.5%	-
Public Sector	1 3.6%	-	1 12.5%	-

Question Four Cross Tabulation With Age

What industry did you say that you worked in?



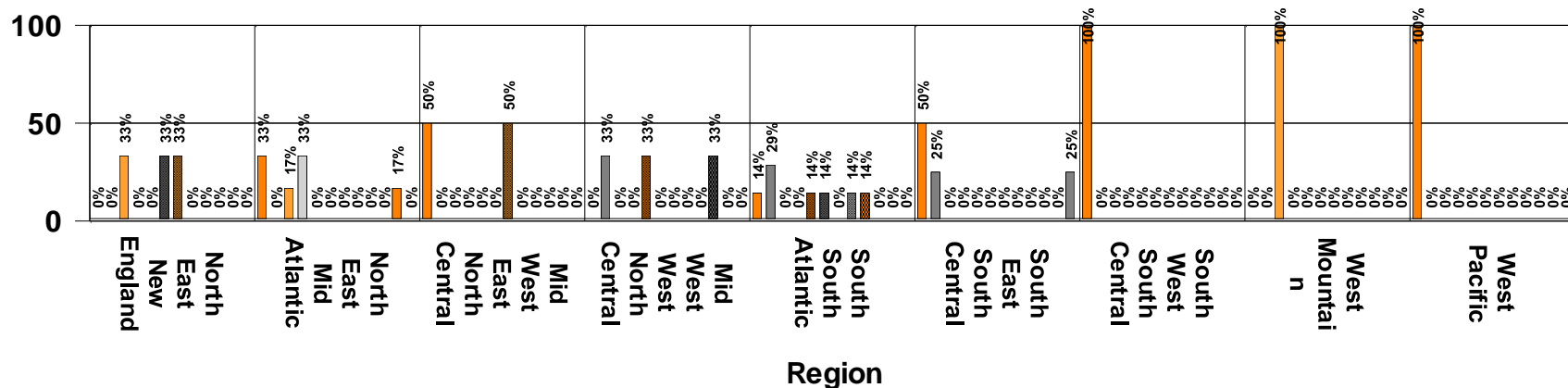
Question Four Cross Tabulation With Region

What industry did you say that you worked in?

Absolute Break % Respondents	Base	Region								
		North East ...	North East ...	Mid W- est E...	Mid W- est W...	South South...	South East ...	South West ...	West Moun...	West Pacific
Base	28	3	6	2	3	7	4	1	1	1
Healthcare	4 14.3%	- -	- -	- -	1 33.3%	2 28.6%	1 25.0%	- -	- -	- -
Professional HR	3 10.7%	1 33.3%	1 16.7%	- -	- -	- -	- -	- -	1 100.0%	- -
Professional Legal	2 7.1%	- -	2 33.3%	- -	- -	- -	- -	- -	- -	- -
Professional Finance	2 7.1%	- -	- -	- -	1 33.3%	1 14.3%	- -	- -	- -	- -
Professional - Sales	2 7.1%	1 33.3%	- -	- -	- -	1 14.3%	- -	- -	- -	- -
Entertainment	2 7.1%	1 33.3%	- -	1 50.0%	- -	- -	- -	- -	- -	- -
Professional - Media	1 3.6%	- -	- -	- -	- -	1 14.3%	- -	- -	- -	- -
Professional - Marketing	1 3.6%	- -	- -	- -	- -	1 14.3%	- -	- -	- -	- -
Travel & Transport	1 3.6%	- -	- -	- -	1 33.3%	- -	- -	- -	- -	- -
Music	1 3.6%	- -	1 16.7%	- -	- -	- -	- -	- -	- -	- -
Public Sector	1 3.6%	- -	- -	- -	- -	- -	1 25.0%	- -	- -	- -

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 refer to 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 refer to Excel spreadsheet.*

Question Six

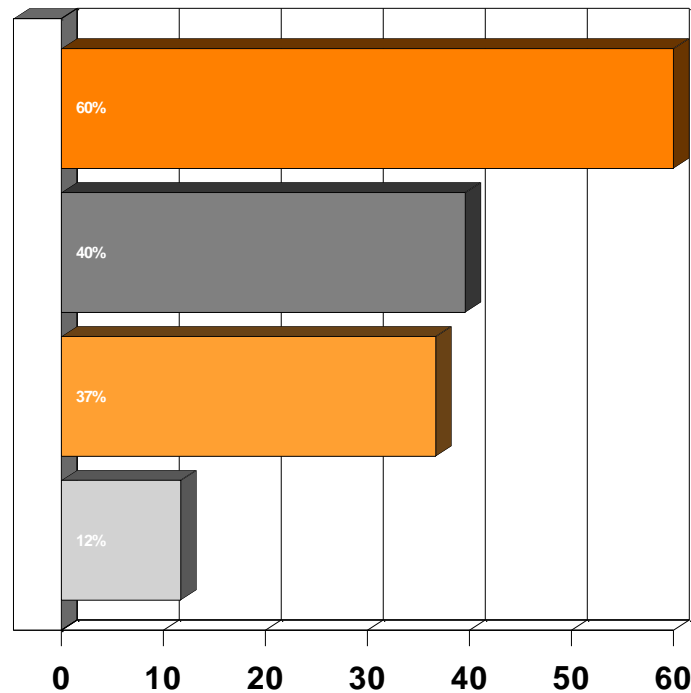
Which of the following statements do you agree with?

Absolute Base % Respondents	
Base	512 100.0%
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	307 60.0%
I have met people through a dating website and felt that they had misrepresented themselves	203 39.6%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	188 36.7%
None of the above	60 11.7%

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 life
- ☒ I have met people through a dating website and felt that they had misrepresented themselves
- ☒ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☐ None of the above



Question Six Cross Tabulation With Gender

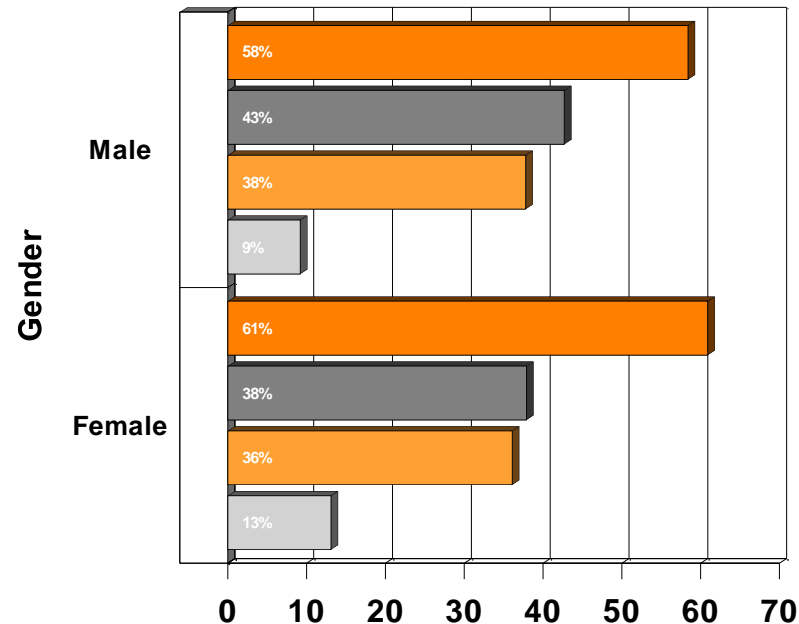
Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Gender	
		Male	Female
Base	512	185	327
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	307 60.0%	108 58.4%	199 60.9%
I have met people through a dating website and felt that they had misrepresented themselves	203 39.6%	79 42.7%	124 37.9%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	188 36.7%	70 37.8%	118 36.1%
None of the above	60 11.7%	17 9.2%	43 13.1%

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
- ☒ I have met people through a dating website and felt that they had misrepresented themselves
- ☒ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☐ None of the above



Question Six Cross Tabulation With Age

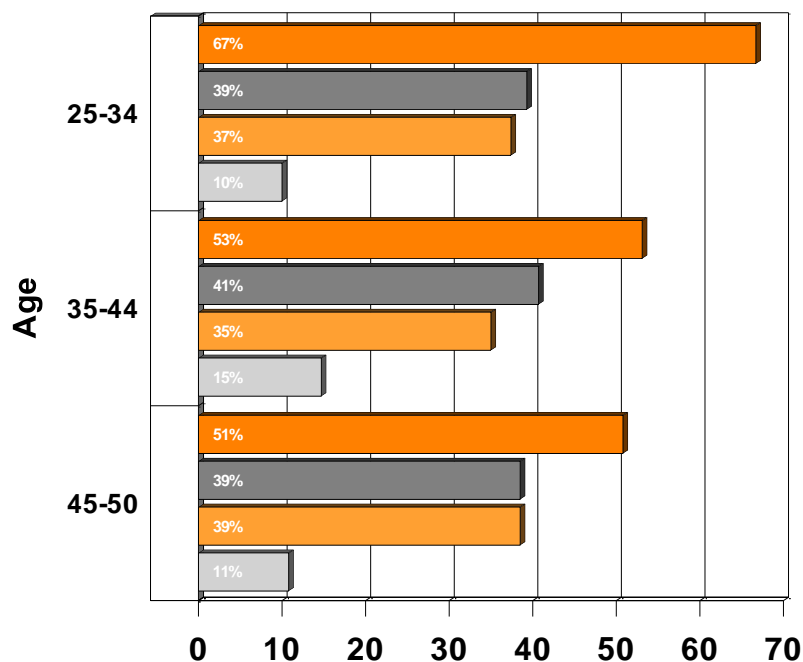
Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Age		
		25-34	35-44	45-50
Base	512	270	177	65
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	307 60.0%	180 66.7%	94 53.1%	33 50.8%
I have met people through a dating website and felt that they had misrepresented themselves	203 39.6%	106 39.3%	72 40.7%	25 38.5%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	188 36.7%	101 37.4%	62 35.0%	25 38.5%
None of the above	60 11.7%	27 10.0%	26 14.7%	7 10.8%

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
- ☐ I have met people through a dating website and felt that they had misrepresented themselves
- ☐ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☐ None of the above



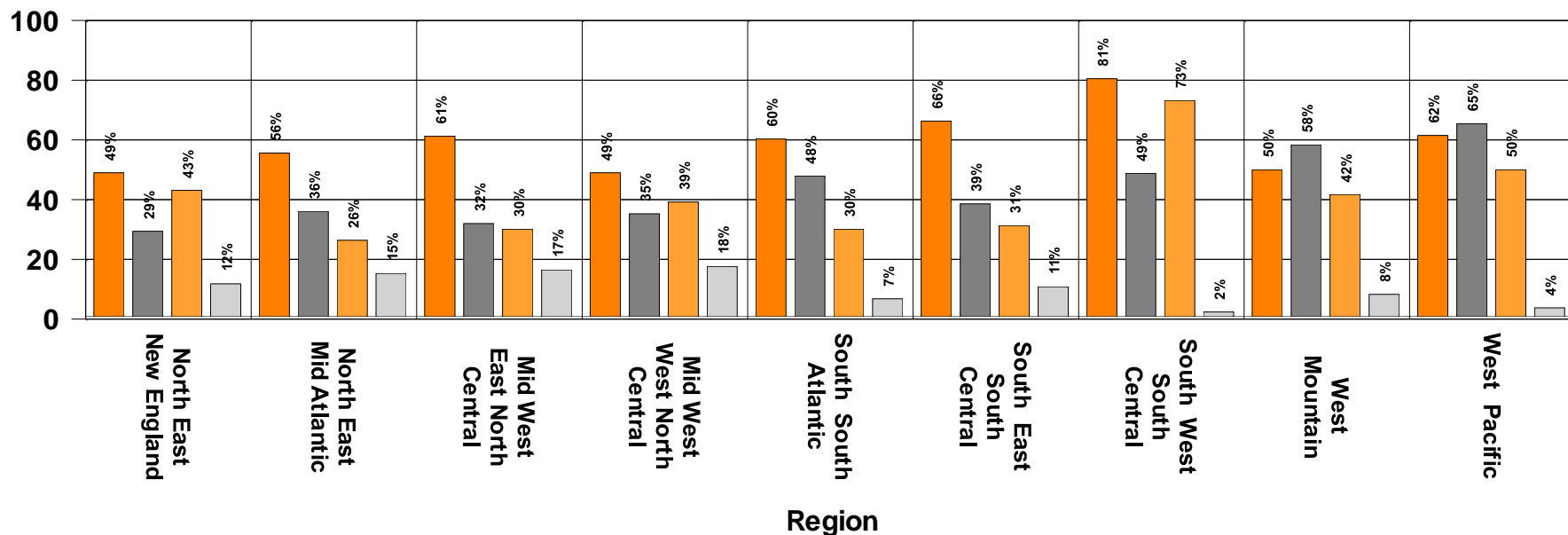
Question Six Cross Tabulation With Region

Which of the following statements do you agree with?

Absolute Break % Respondents	Base	Region								
		North East ...	North East ...	Mid W- est E...	Mid W- est ...	South Sout...	South East ...	South West...	West Mou...	West Pacific
Base	512	51	72	103	51	73	83	41	12	26
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	307 60.0%	25 49.0%	40 55.6%	63 61.2%	25 49.0%	44 60.3%	55 66.3%	33 80.5%	6 50.0%	16 61.5%
I have met people through a dating website and felt that they had misrepresented themselves	203 39.6%	15 29.4%	26 36.1%	33 32.0%	18 35.3%	35 47.9%	32 38.6%	20 48.8%	7 58.3%	17 65.4%
When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly	188 36.7%	22 43.1%	19 26.4%	31 30.1%	20 39.2%	22 30.1%	26 31.3%	30 73.2%	5 41.7%	13 50.0%
None of the above	60 11.7%	6 11.8%	11 15.3%	17 16.5%	9 17.6%	5 6.8%	9 10.8%	1 2.4%	1 8.3%	1 3.8%

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
- ☒ I have met people through a dating website and felt that they had misrepresented themselves
- ☒ When reading other people's profiles, I assume that they have lied and moderate my view of them accordingly
- ☐ None of the above

Question Six Cross Tabulation With Industry Sector

Which of the following statements do you agree with? – *Please refer to Excel spreadsheet.*