



Birmingham: The best place to be single in the UK

- **72% of single Brits lie on their dating profile**
- **People in Birmingham lie the least when looking for love online**

Birmingham has been crowned the best place to find 'the one' in the UK, as new research reveals Brummies are the least likely to stretch the truth about themselves, when looking for love online.

Mobile phone insurance provider, [Insurance2go](#), polled the nation to reveal the most common lies that are told when chatting to potential dates online.

Nicknamed 'kittenfishing'¹, telling white lies is a tactic used to make your online dating profile more appealing to other singles. Tricks include anything from using an old profile picture, to downright lying about accomplishments.

The five most common lies told on dating profiles are:

1. Saying they are younger than they really are (23%)
2. Saying they are taller than they are (16%)
3. Saying they exercise more than they do (15%)
4. Exaggerating their job title (14%)
5. Claiming they weigh less (11%)

The places in the UK which lie the least on their dating profile are:

1. Birmingham
2. Leeds
3. Cardiff
4. Sheffield
5. Bristol

For many singletons, admitting to a new love interest when they have told a lie on their profiles seems to be the best policy. Nearly half (45%) of British singles who've lied on their dating profile are currently in a relationship with someone they lied to, and a quarter (25%) said they told their other halves about the little white lies which may have enticed them initially.

Across the nation, women are more likely to lie about their height (17%) than men (7%), as well as their job title (14% versus 13%). Despite this, it seems men are much more dishonest in their dating pursuit; they are twice as likely as women to lie about their salary (8% versus 4%), and also lie more about their weight (9% versus 6%), cooking skills (8% versus 6%) and social life (10% versus 7%).

As a nation of dog lovers, it may be considered understandable to learn that 4% of the nation have lied about their love of dogs. This doubled in Manchester (8%), which could become a problem for some when it's time to settle down!

Flicking through the array of images that singletons use, it may be noticed that most profiles will display a photograph taken from an exotic corner of the world, so it's no surprise to see that 8% of dating app users claim to have travelled more than they truly have.

Commenting on the research, Duncan Spencer, Managing Director of Insurance2go said:
"Unfortunately, online dating is extremely competitive - especially with the Tinder-induced swiping culture we have. However, the sheer amount of people who are lying on their profile across the UK is pretty shocking!

"However, it's great to see that some cities are following the honesty in the best policy rule and aiming to be as truthful on their dating profiles as possible. For the sake of all the singletons across the country who are looking for the one online, we hope more cities follow suit!"

To find out more about browsing for love online, visit
<https://www.insurance2go.co.uk/media-centre/2017/september/11/browsing-for-love/>

ENDS

Notes to Editor:

1,000 UK adults were surveyed using TLF panel www.tlfresearch.co.uk
For more information please contact rachel.pountney@epiphanyolutions.co.uk

[1] Cities most likely to lie about X:

Lie	City Least Likely to lie
Age - said I'm older	Sheffield (4%)
Age - said I'm younger	Nottingham (9%)
Height - said I'm taller	Leeds (7%)
Height - said I'm shorter	Leeds (4%)
Job title/responsibilities	Leeds (10%)
Salary	Cardiff (3%)
Said I exercise more than I do	Cardiff (8%)
Weight - said I weigh less	Liverpool (5%)
Weight - said I weigh more	Bristol (2%)
Said I own my property when I don't	Birmingham (1%)
Exaggerated my cooking skills	Glasgow (1%)
Exaggerated my social life	Birmingham (4%)

Said I like dogs when I don't	Birmingham (1%)
Said I like cats when I don't	Manchester (0%)
Lied about which football team I support	Bristol (0%)
Lied about my relationship status	Edinburgh (1%)
Said I've travelled more than I have	Cardiff (2%)
Exaggerated my life experiences	Birmingham (1%)
Profile picture is old	Glasgow (3%)

References

1. <https://hingeirl.com/hinge-reports/kittenfishing-its-catfishing-lite-and-youve-definitely-experienced-it/>

About Insurance2go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>