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NEWS RELEASE

The 4 Most Common White Lies Adults Have Told

KRC's Pulse Poll Reveals the Areas Where Telling a Fib is Most Common

WASHINGTON, DC – July 15, 2015 – Things aren't always what they seem – 90% of adults admit to ever having told a white lie. KRC Research's Pulse Poll asked adults to be honest about when they're not being honest, and reveals the most common things you should question when someone tells you.

Here are the four most common things adults admit to having lied about:

- **Their whereabouts.** Your friend might not be where they say they are – 35% of adults have lied about their whereabouts.
- **Their preferences.** Does your sweetheart really want to go see the newest chick flick? 29% of adults have lied about their preferences.
- **Their income.** Champagne tastes on a beer budget – 22% of adults have lied about how much money they make.
- **Their age.** There's no harm in skipping a birthday...or a few. 16% of adults have lied about how old they are.

Less common lies adults have told include their relationship status (14%), their professional qualifications (10%), and their height (6%).

To learn more about the KRC Pulse Poll, visit: www.krcresearch.com.

Survey Methodology

The KRC Pulse Poll nationwide survey was conducted online by KRC Research in June 2014 among 500 American adults ages 18 and older.

About KRC Research

KRC Research is a Washington, DC-based full service market research firm and part of the Interpublic Group of Companies. We offer global quantitative and qualitative market research solutions that can help our clients make the best strategic decisions. We use proven methodologies, proper sampling techniques, and pull from over 30 years of experience interpreting consumer feedback.