

FUEL CYCLE INFOGRAPHIC

HONESTY: Where Truth Lies

How much do Market Researchers & Customer Experience Professionals lie? What is the industry correlation to the national average? In honor of National Honesty Day we decided to find out.

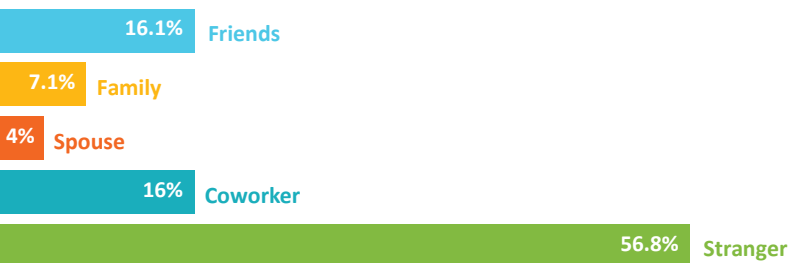
[Check out the results below:](#)

WHO ARE YOU MORE LIKELY TO LIE TO?

ON AVERAGE:

80% of people lie to their family (specifically their parents)

MARKET RESEARCH & CX PROFESSIONALS:



HAVE YOU EVER LIED ON A RESUME?

ON AVERAGE:

57% of people have lied on their resume

MARKET RESEARCH & CX PROFESSIONALS:



HOW MANY TIMES DO YOU LIE IN A 10 MINUTE CONVERSATION?

ON AVERAGE:

60% of people lie at least once during a 10 minute conversation

MARKET RESEARCH & CX PROFESSIONALS:

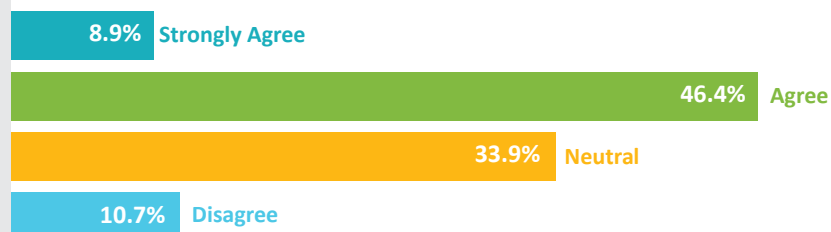


DO YOU THINK LYING IS EVER JUSTIFIED?

ON AVERAGE:

64% of americans believe that lying is sometimes justifiable

MARKET RESEARCH & CX PROFESSIONALS:

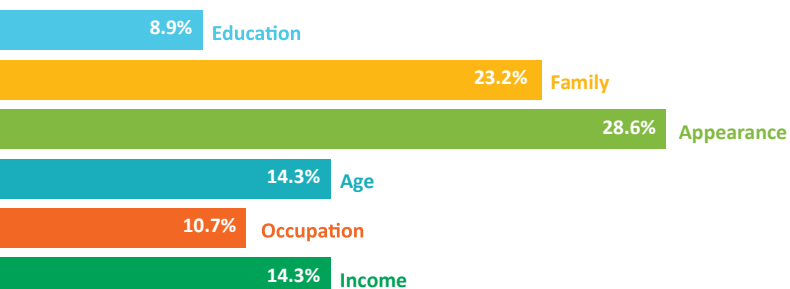


WHAT DO YOU LIE ABOUT THE MOST?

ON AVERAGE:

53% of people lie about their appearance

MARKET RESEARCH & CX PROFESSIONALS:



ABOUT FUEL CYCLE:

FUEL CYCLE is an enterprise-grade SaaS-based online community platform. It gives brands exactly what they need to know about their customers in real-time, with 360-degrees of knowledge- not as data points, but as people, buyers or prospects. With the voice of the customer at their fingertips, our customers are empowered to make decisions that increase both revenue and long-term customer loyalty. Learn more at www.fuelcycle.com.