

Diamond research reveals men more likely to lie about their age than women

Submitted by: pr-sending-enterprises

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It's usually women who are expected to be sensitive about getting older, but new research from Diamond car insurance specialists has revealed men are more likely than women to tell white lies about their age. One in ten of the men questioned said they have lied about how old they are on their birthday, compared to one in fourteen women.

The study also surprisingly showed that we're less likely to lie about our age the older we get. Men and women aged over 45 are the least likely to lie about their age, whilst those aged 25 to 35 are the most likely to.

Similar numbers of men (9%) and women (8%) have also asked friends and family not to mention their real age on their birthday because they felt too old. Despite being the youngest age group polled, more 18-24 year olds said they've insisted on this, the highest out of any of the age groups questioned.

Diamond car insurance (<http://www.diamond.co.uk>) managing director, Dave Halliday said, "Getting older is a touchy subject for many of us but it did come as a surprise that it's us men who are more likely to tell fibs about our age on our birthday. And no, I'm not going to tell you how old I am!"

Over a quarter (28%) of those questioned said they don't do anything on their birthday, whilst half said they just do something small. 15% said they always make sure they do something special every year and 7% of people just celebrate their 'big' birthdays.

But just because many men and women don't want to celebrate, this doesn't mean they don't want their loved one to make a fuss. 50% said they would prefer it if no one made a fuss of their birthday however almost one in five (19%) have claimed they didn't want a fuss made but have been disappointed when no one did.

Again, there's a marked difference between the genders. Three out of five men compared to two out of five women would rather no one made a fuss, but three out of five women compared to almost one out of five men said they would be disappointed if no one actually made a fuss.

Diamond is running a competition in-line with their 16th anniversary celebrations with a SEAT Mii and £500 to spend in New Look as prizes. Entrants are asked to visit www.diamond-roadtrip.co.uk (<http://www.diamond-roadtrip.co.uk>) and tell Diamond about their perfect road trip to win.

About Diamond

Diamond, (a trading name of EUI Ltd) launched in 1997, and is part of Admiral Group plc. Diamond offers its customers up to £300 of Handbag Cover and £300 of Child Seat Cover free as part of their comprehensive policy. Diamond writes its motor insurance business to a consortium of insurers, these being: Admiral Insurance Company Limited, Admiral Insurance (Gibraltar) Limited, and Great Lakes Reinsurance (UK) plc. The Admiral Group employs over 4,900 people in the UK and has over 3 million

customers.

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