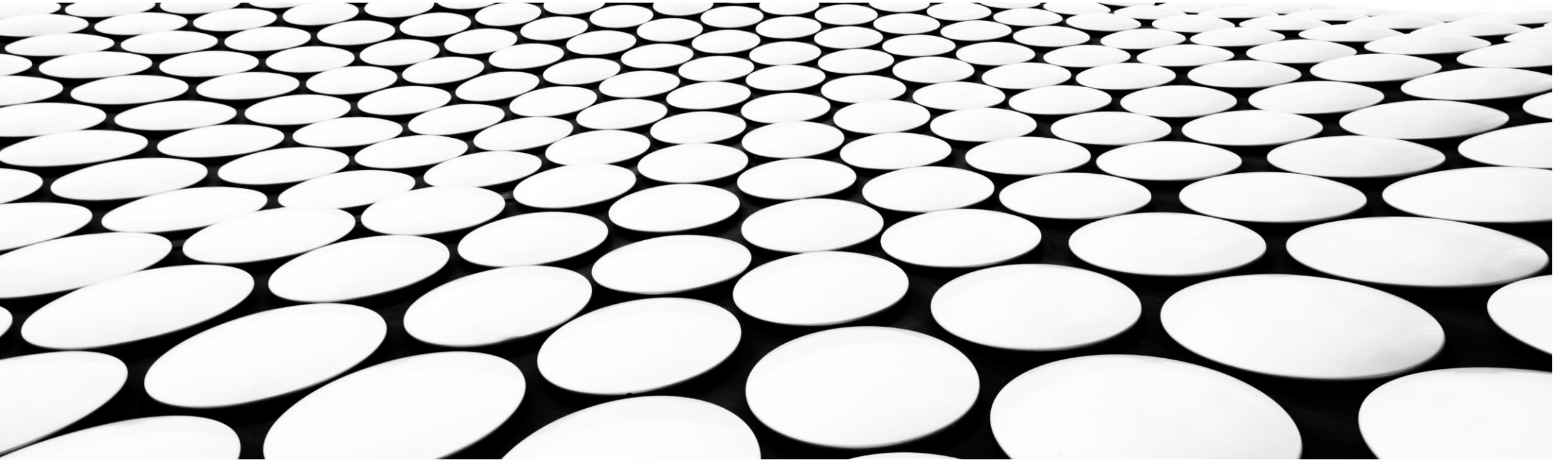


---

# PROFILING OK CUPID PROFILES

WHO'S OUT THERE



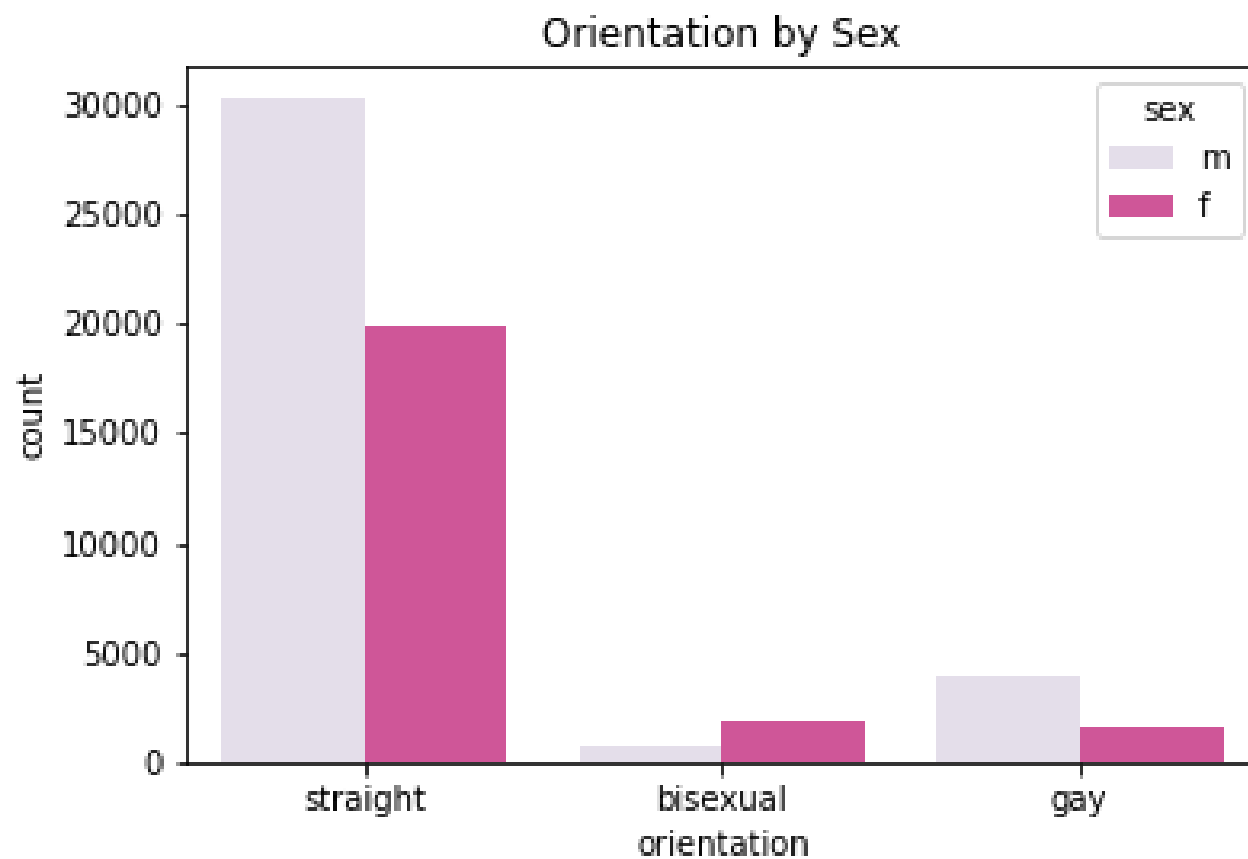


# WHO'S ON OKCUPID?

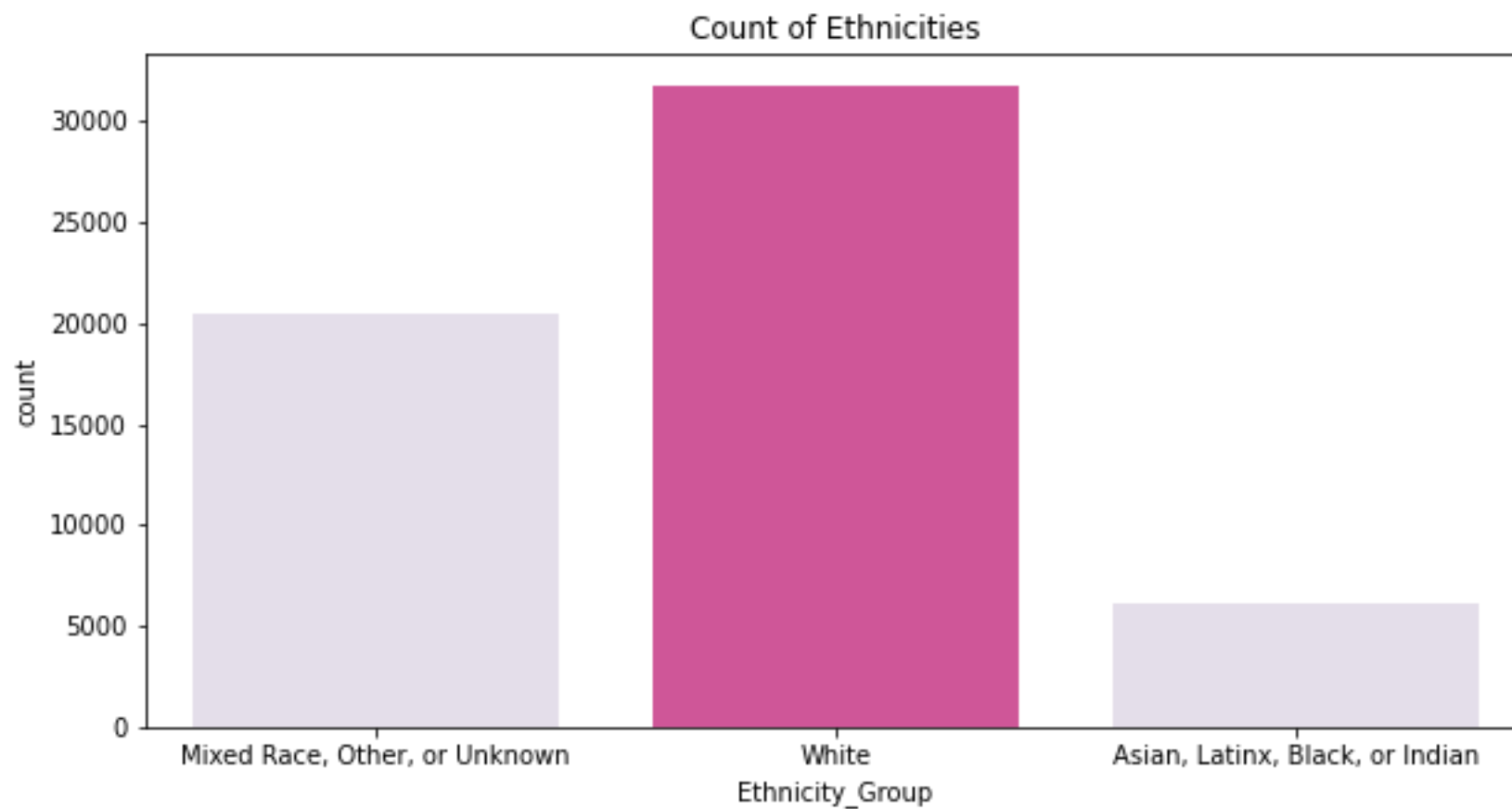
BASICALLY STRAIGHT, WHITE, 30-SOMETHINGS THAT DRINK SOCIALLY BUT DON'T SMOKE



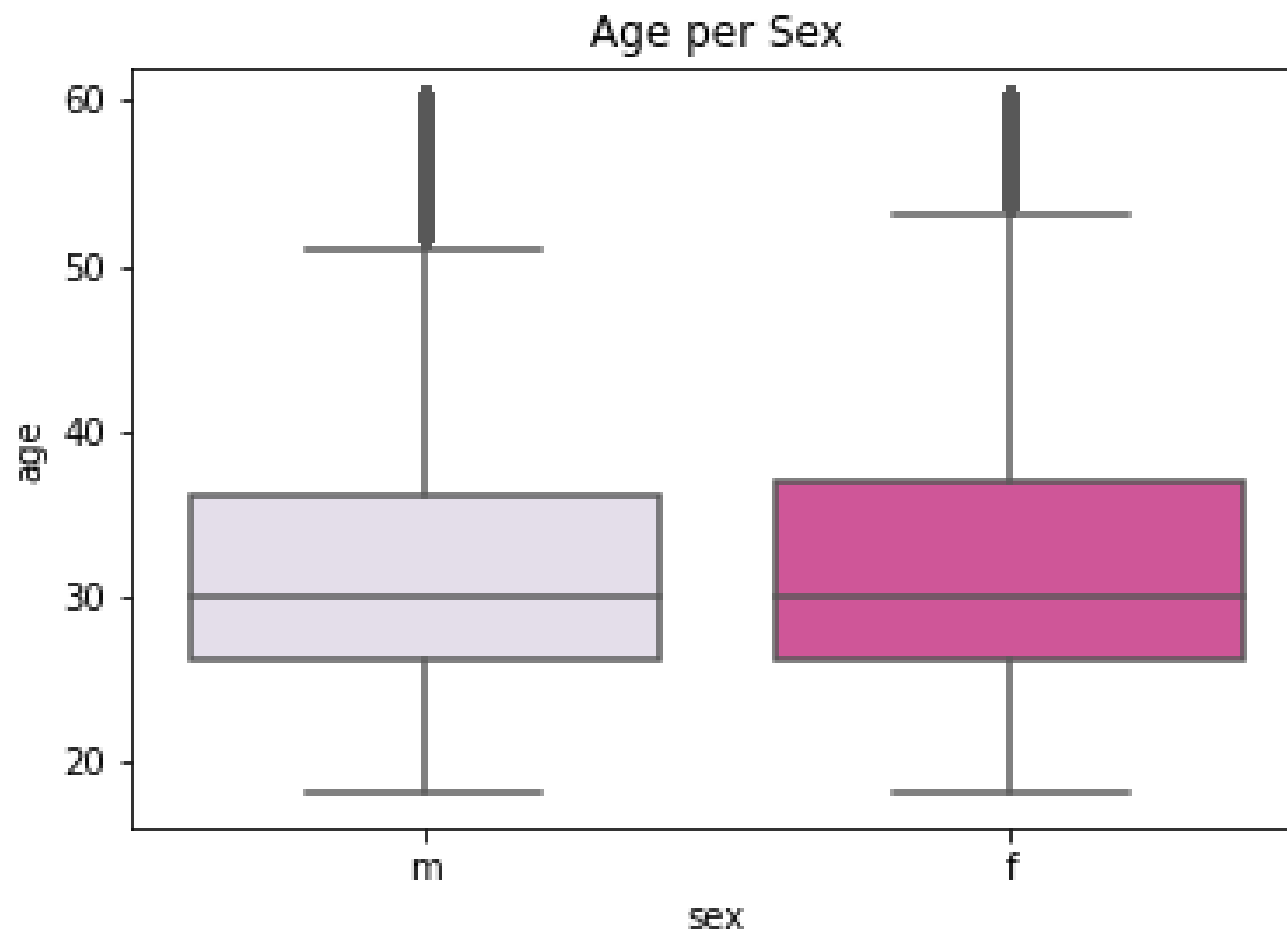
# SEXUAL ORIENTATION



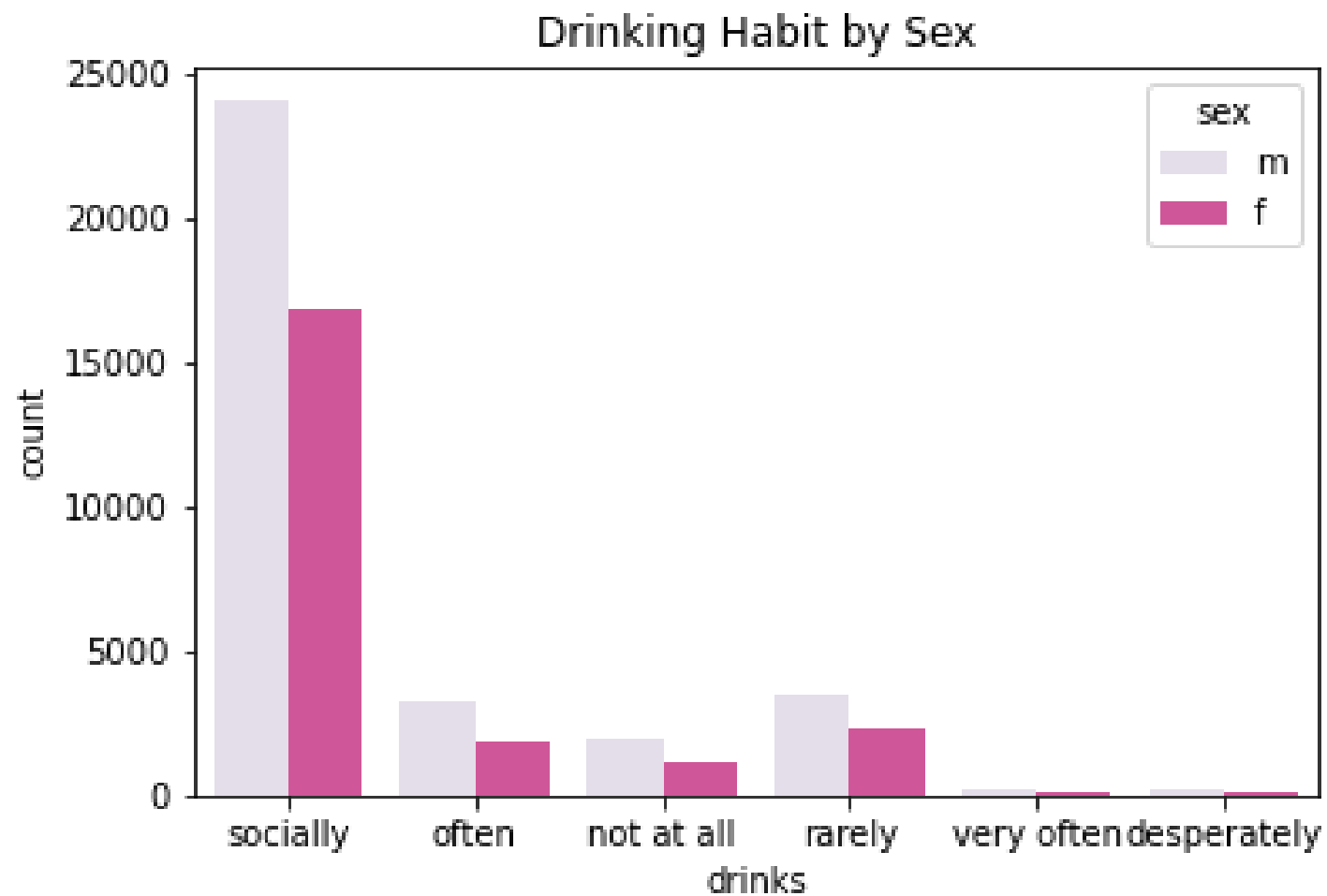
# ETHNICITY



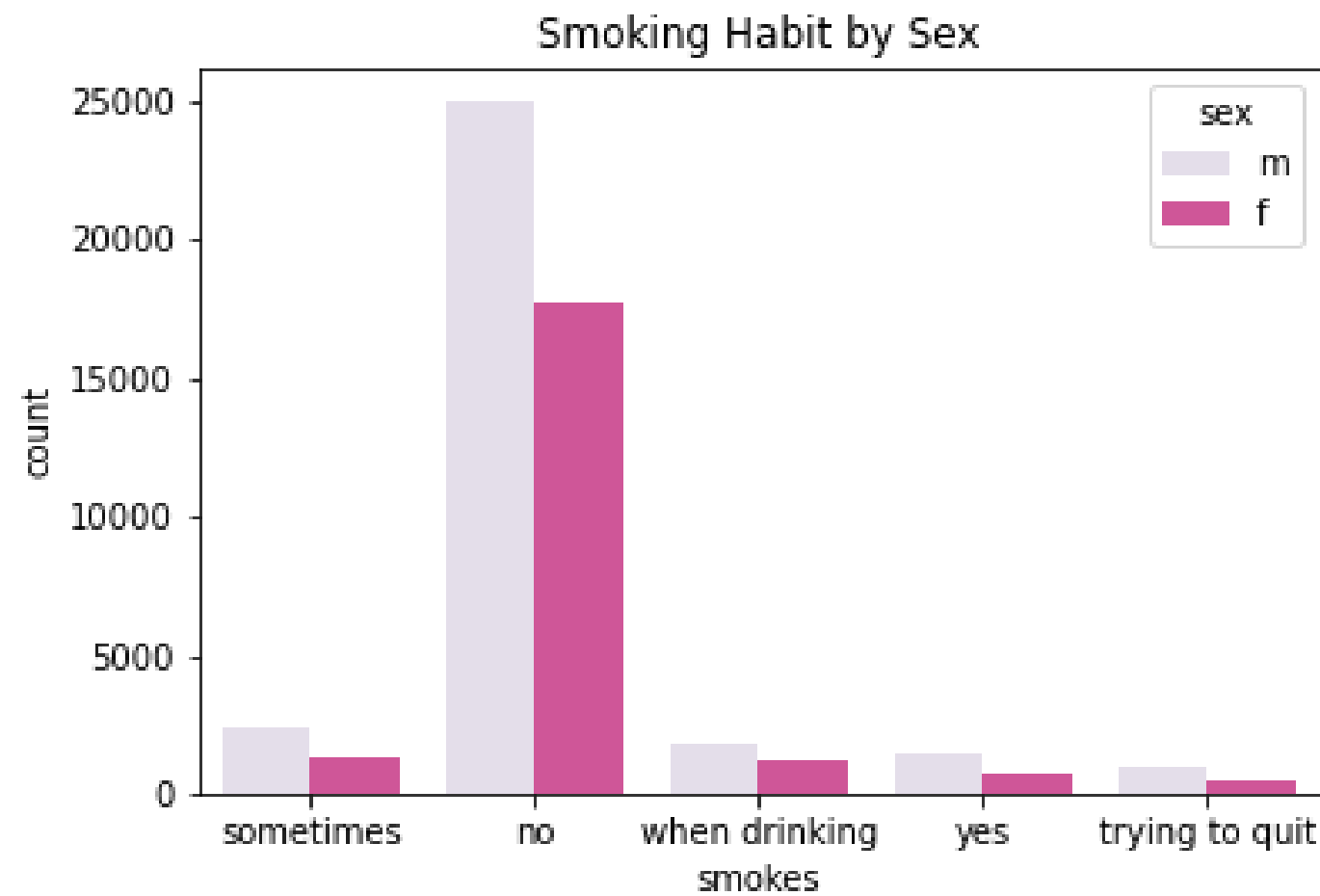
# AGE



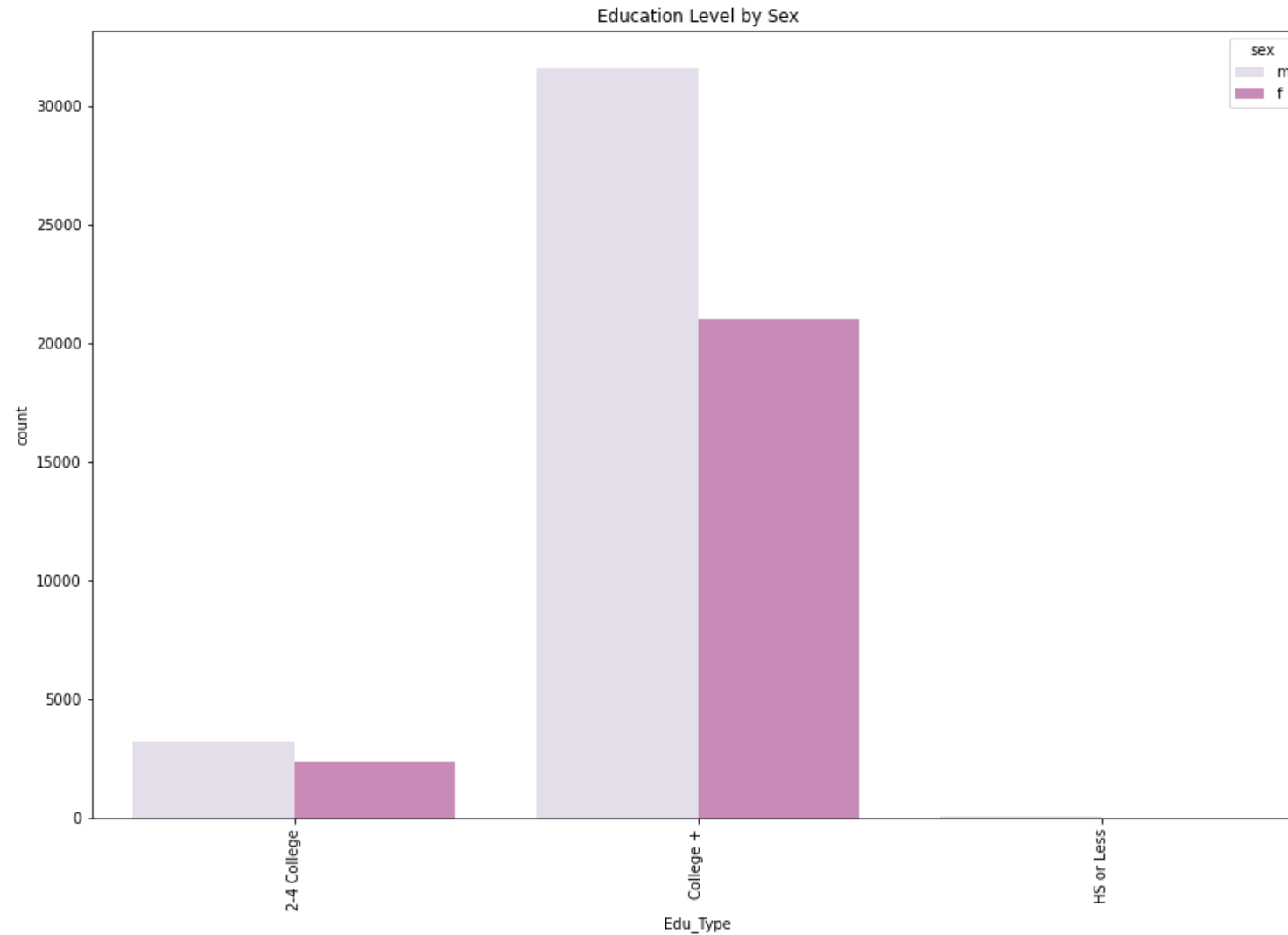
# DRINKING HABITS



# SMOKING HABITS

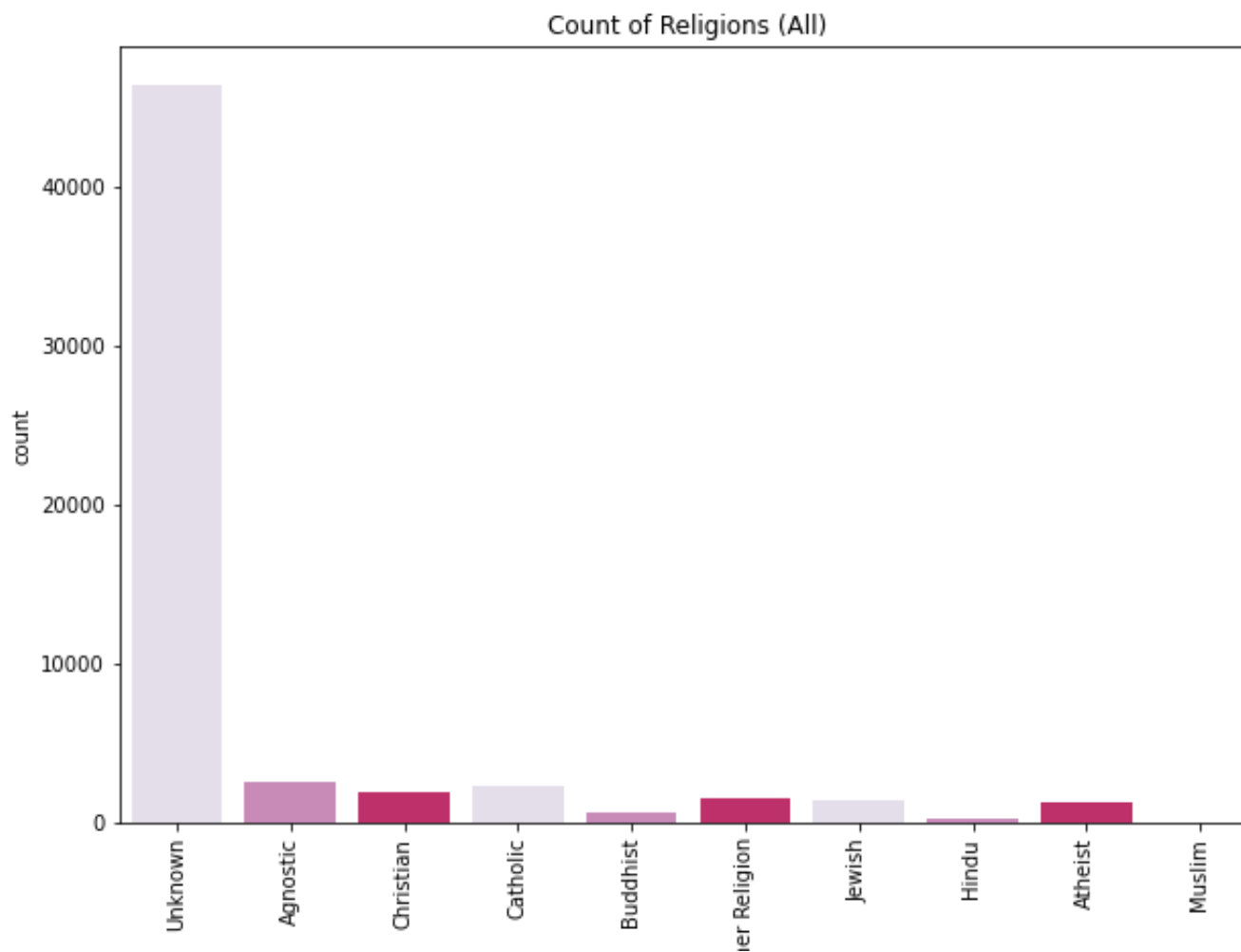


# EDUCATION LEVEL

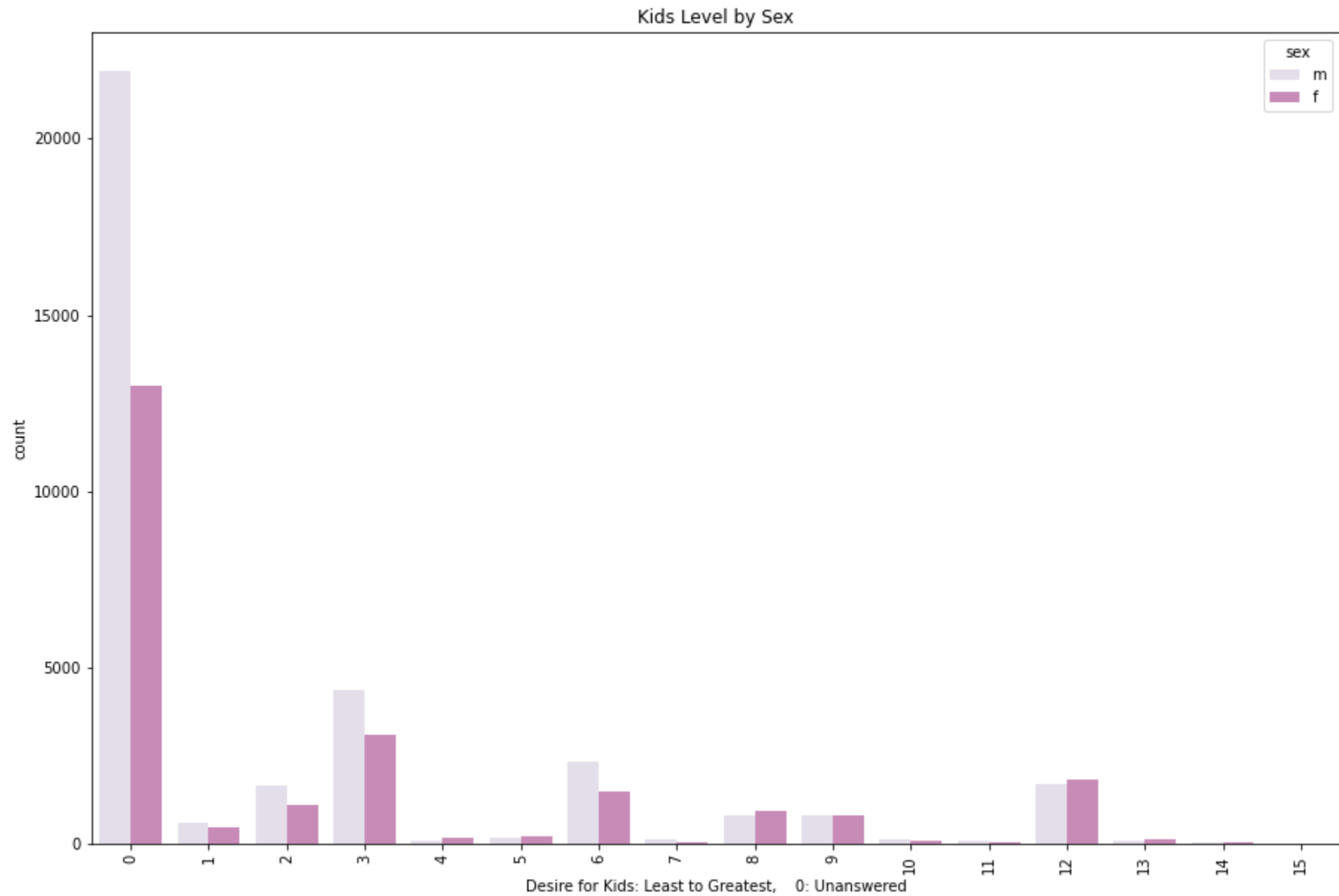




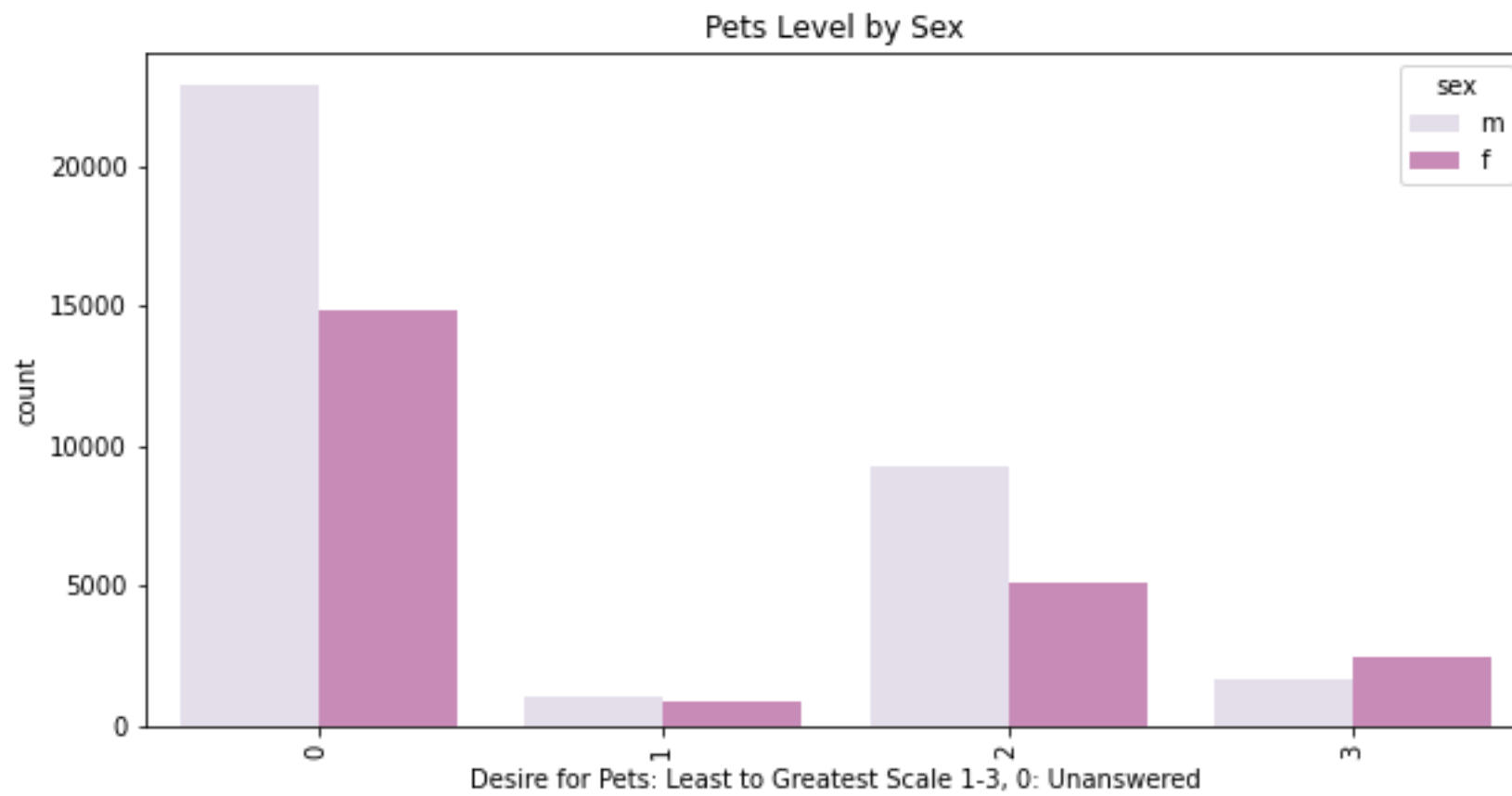
# WE DON'T TALK ABOUT RELIGION...



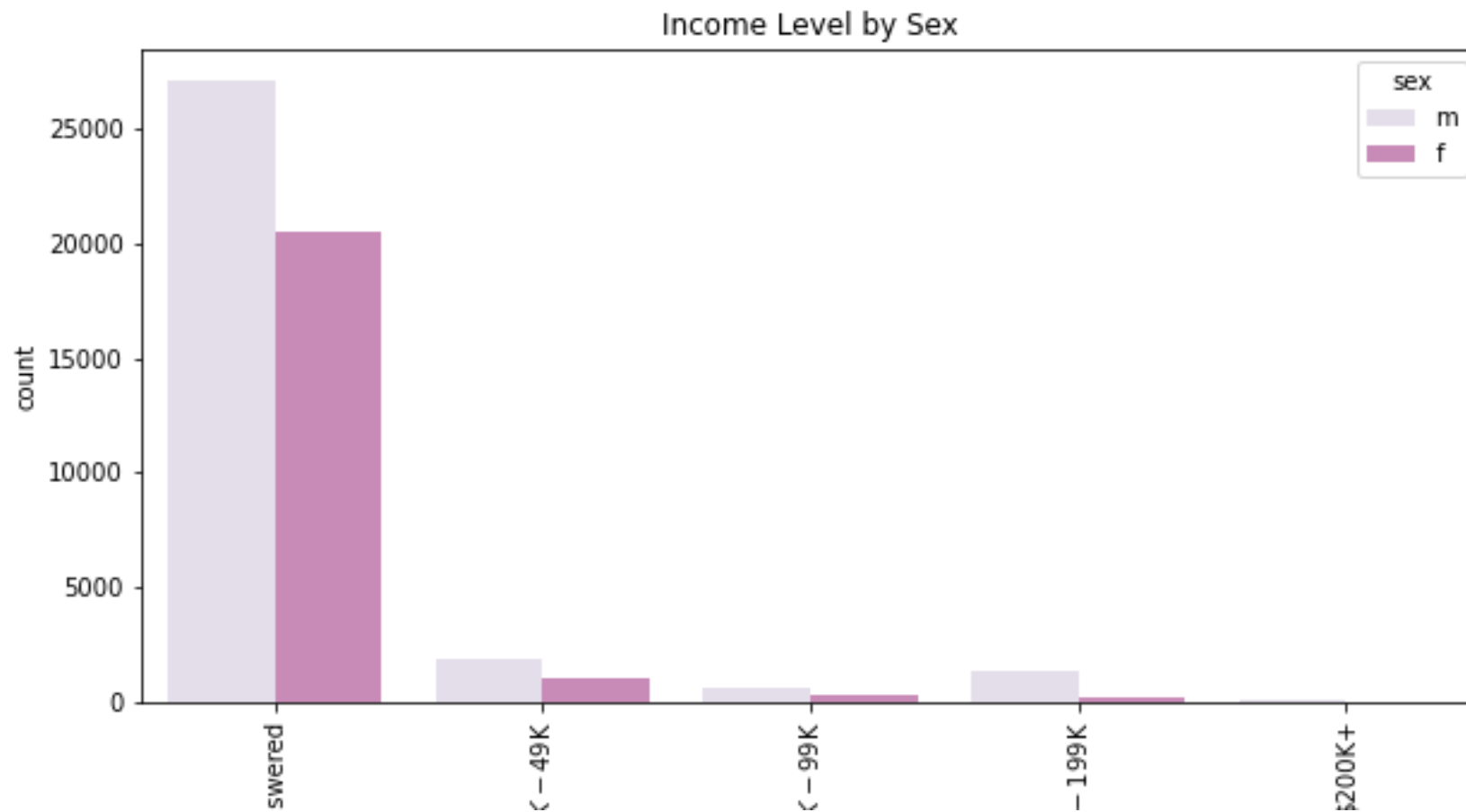
... OR KIDS...



## ... OR PETS...



## ... OR MONEY





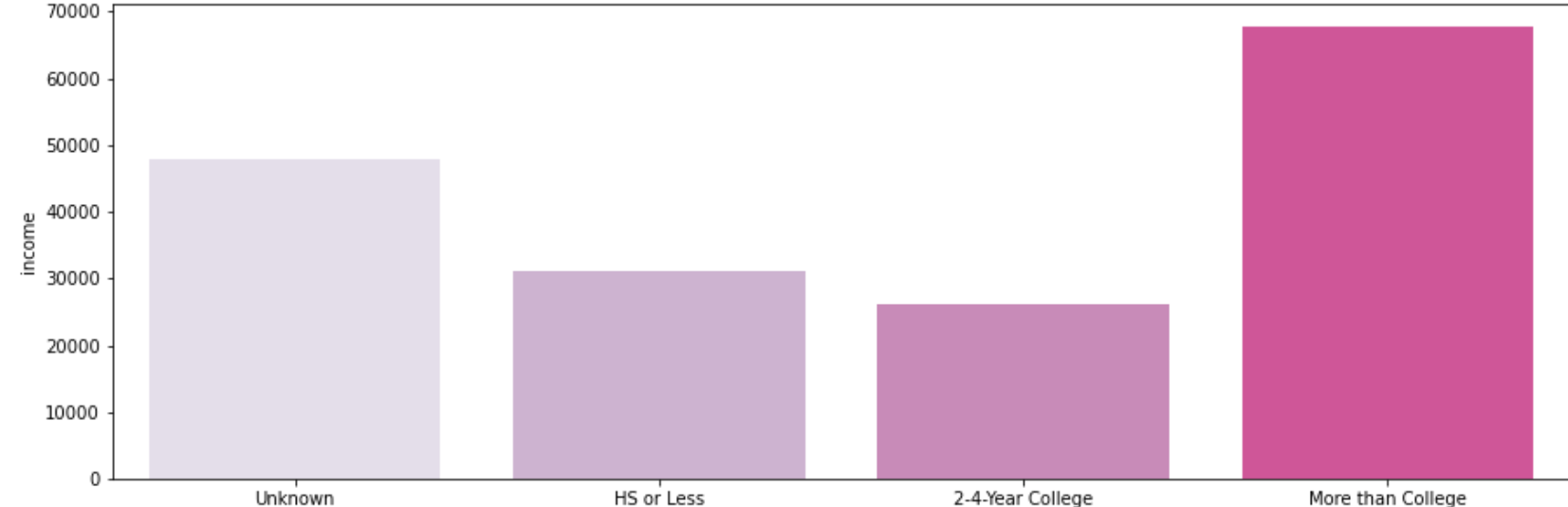
# WHO'S YOUR TYPE?

CORRELATIONS BETWEEN CHARACTERISTICS SHARED

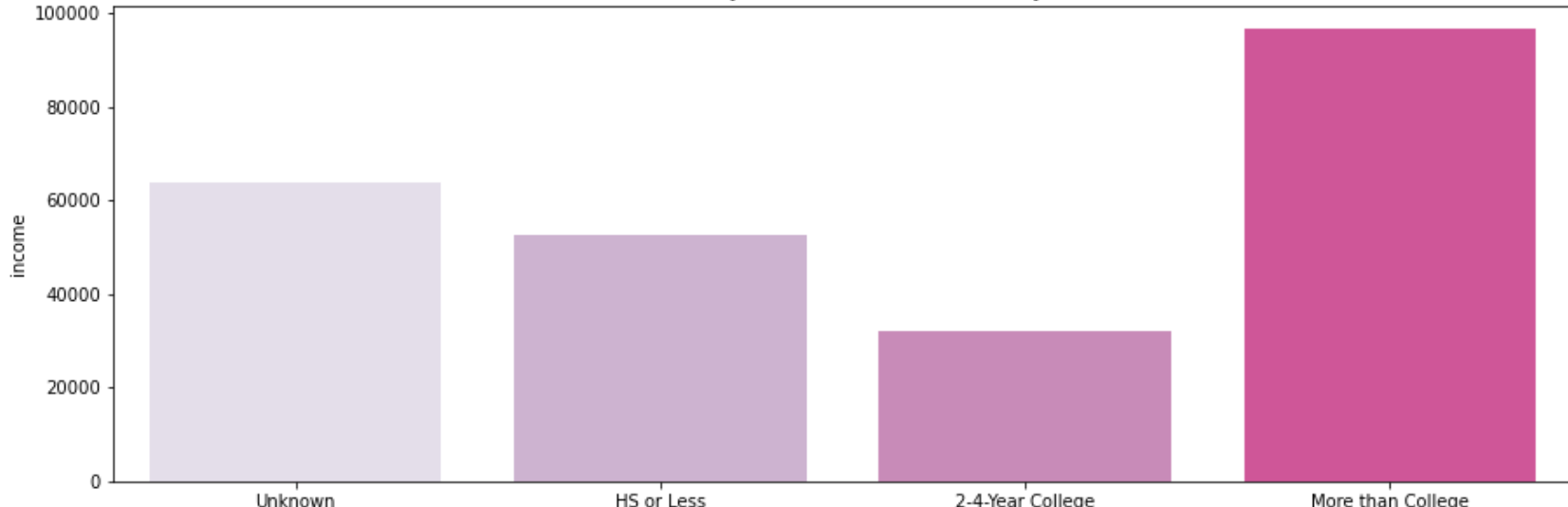


# HIGHLY EDUCATED PEOPLE EARN MORE THAN OTHERS

Income by Education Level (Females Only)

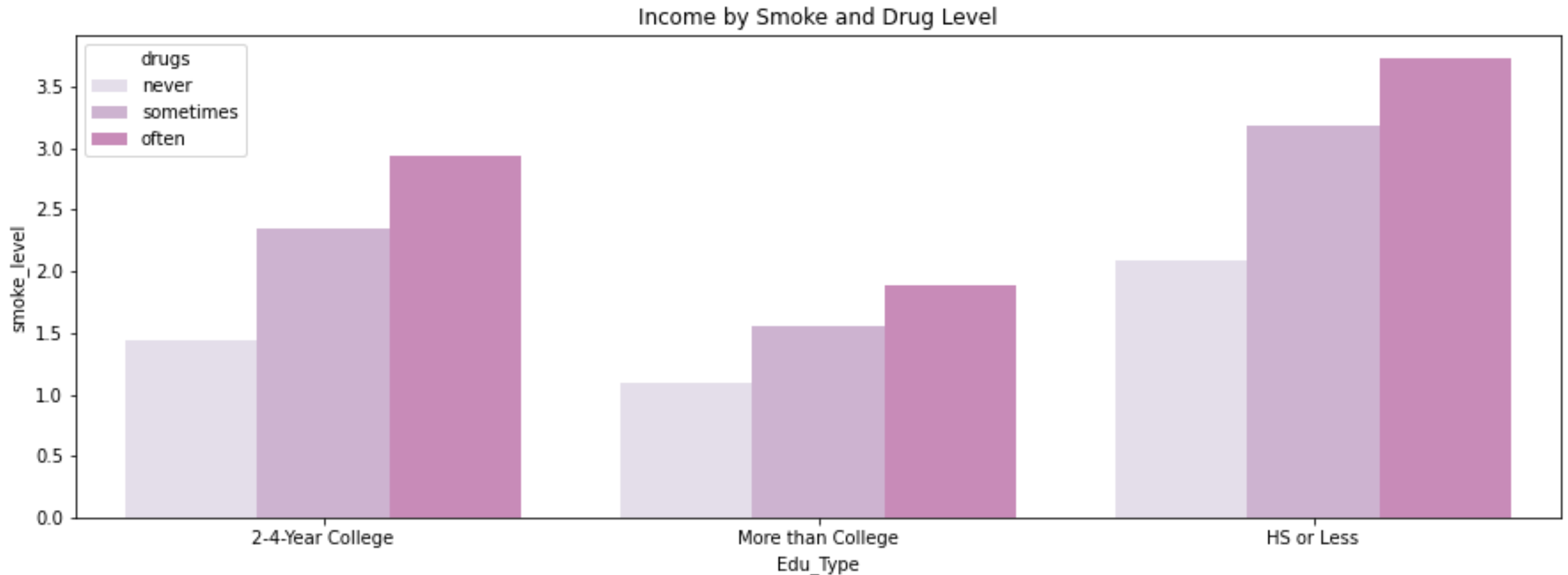


Income by Education Level (Males Only)

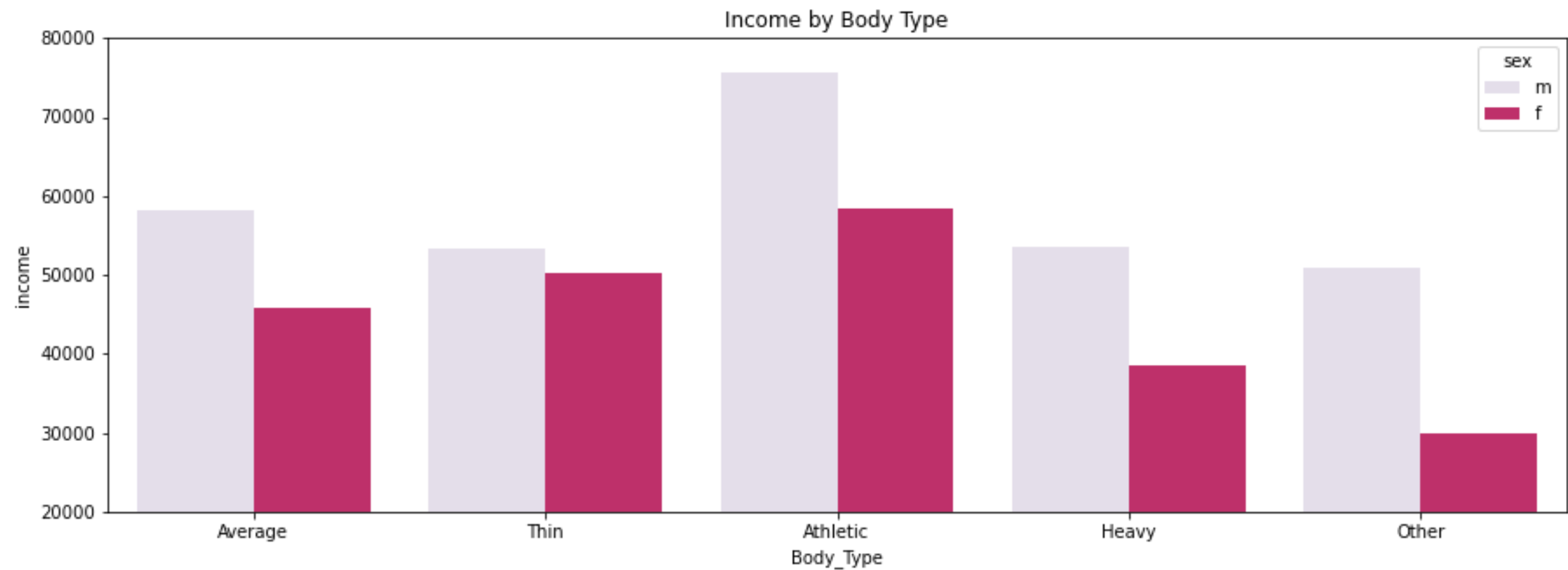


\$\$\$

# HIGHLY EDUCATED PEOPLE DO DRUGS LESS AND SMOKE LESS

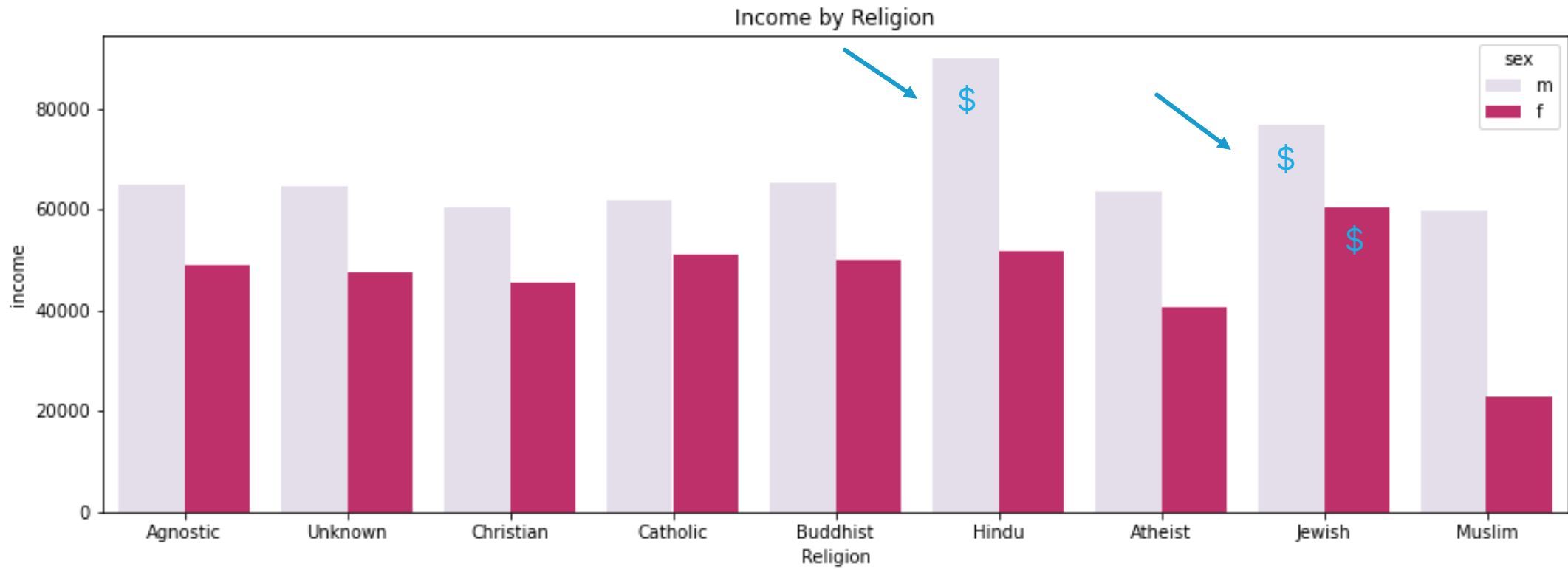


# ATHLETIC TYPES EARN MORE THAN OTHERS

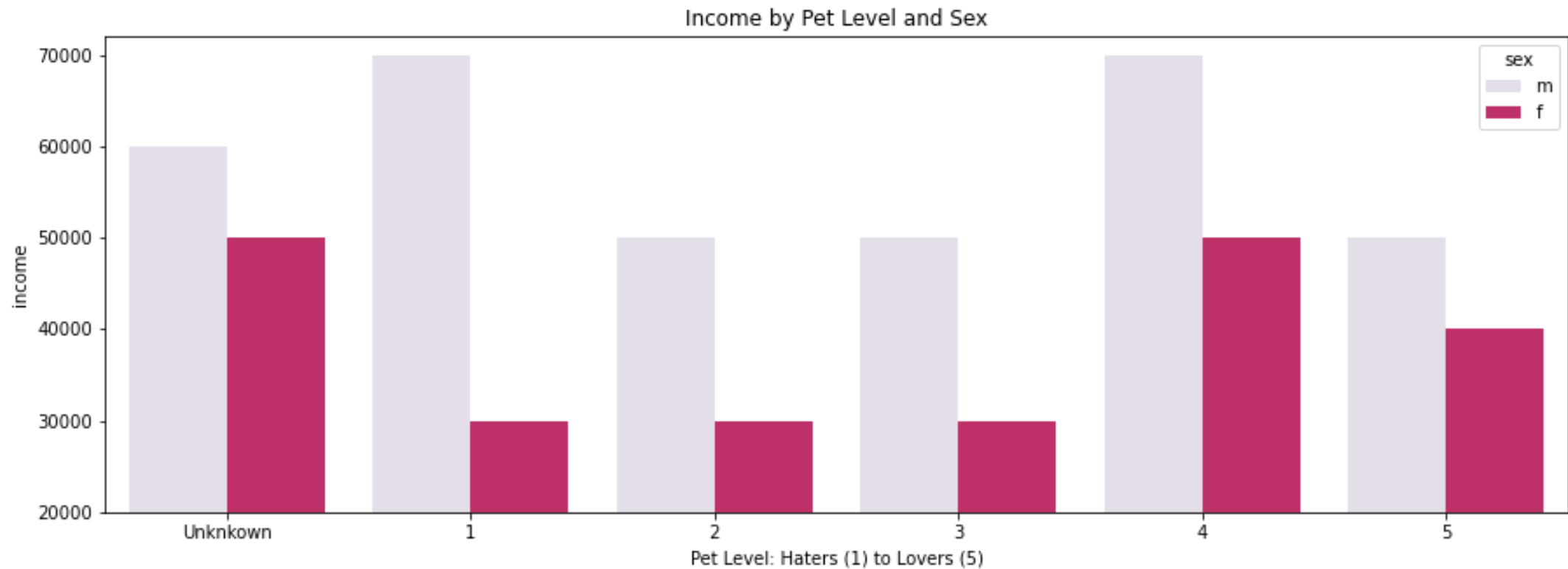




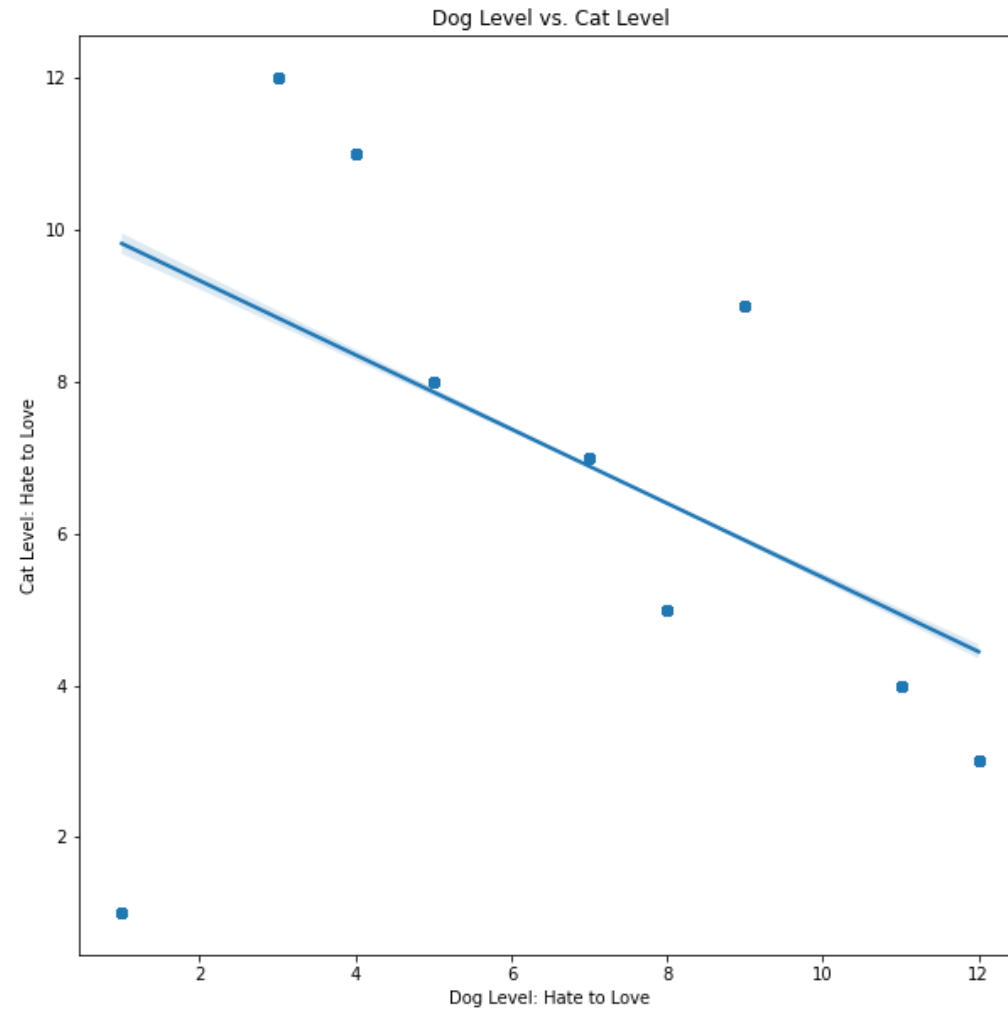
# HINDU MEN AND JEWISH MEN AND WOMEN EARN MORE



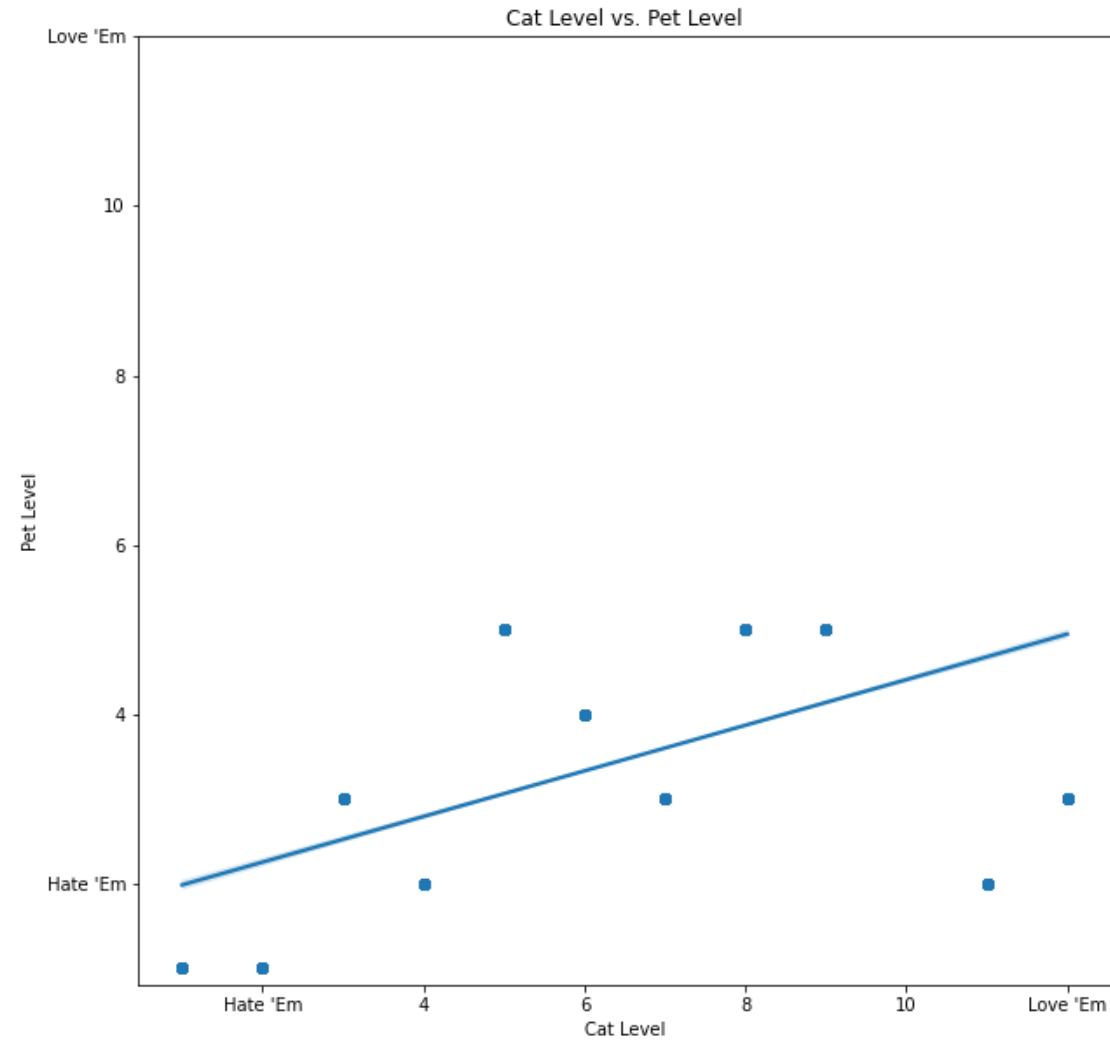
# PET-LOVING AND PET-HATING MEN EARN MORE THAN OTHERS



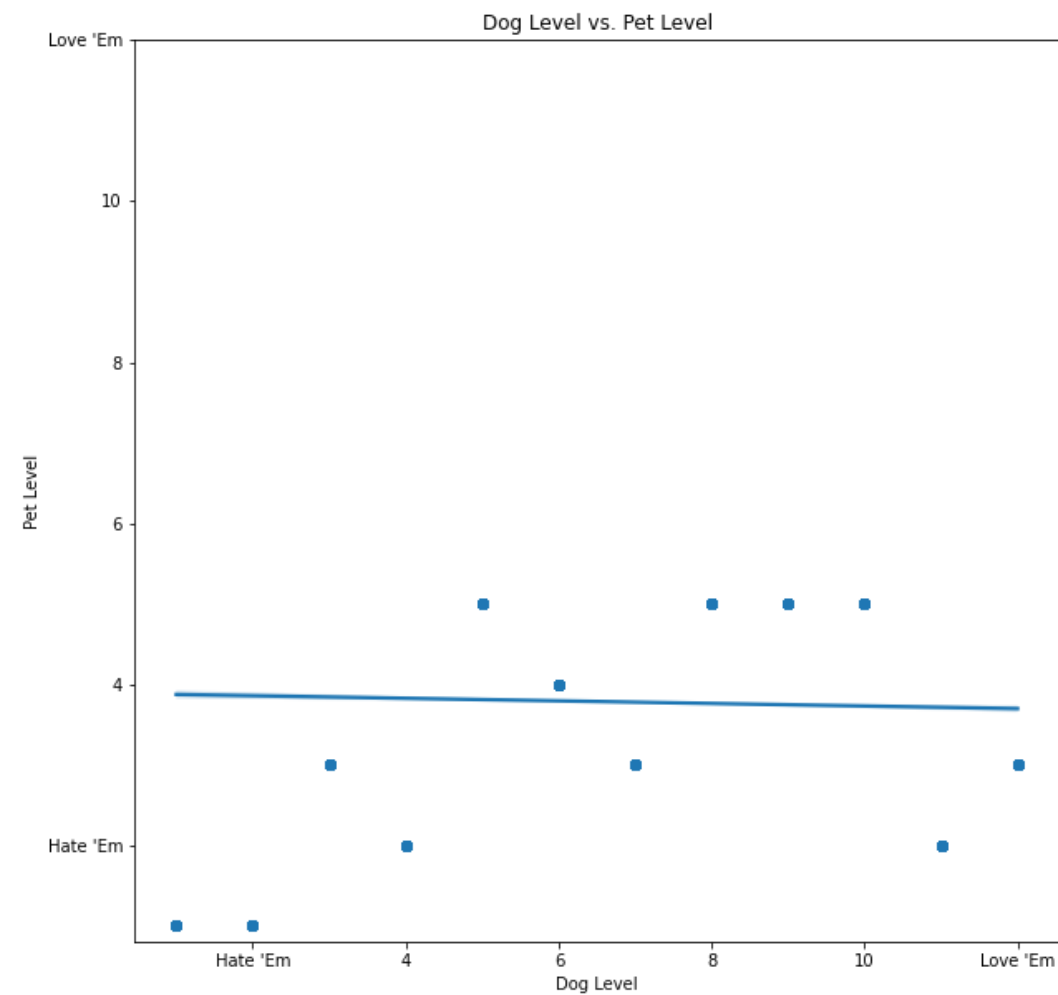
# PEOPLE WHO LOVE DOGS HATE CATS (AND VICE VERSA)



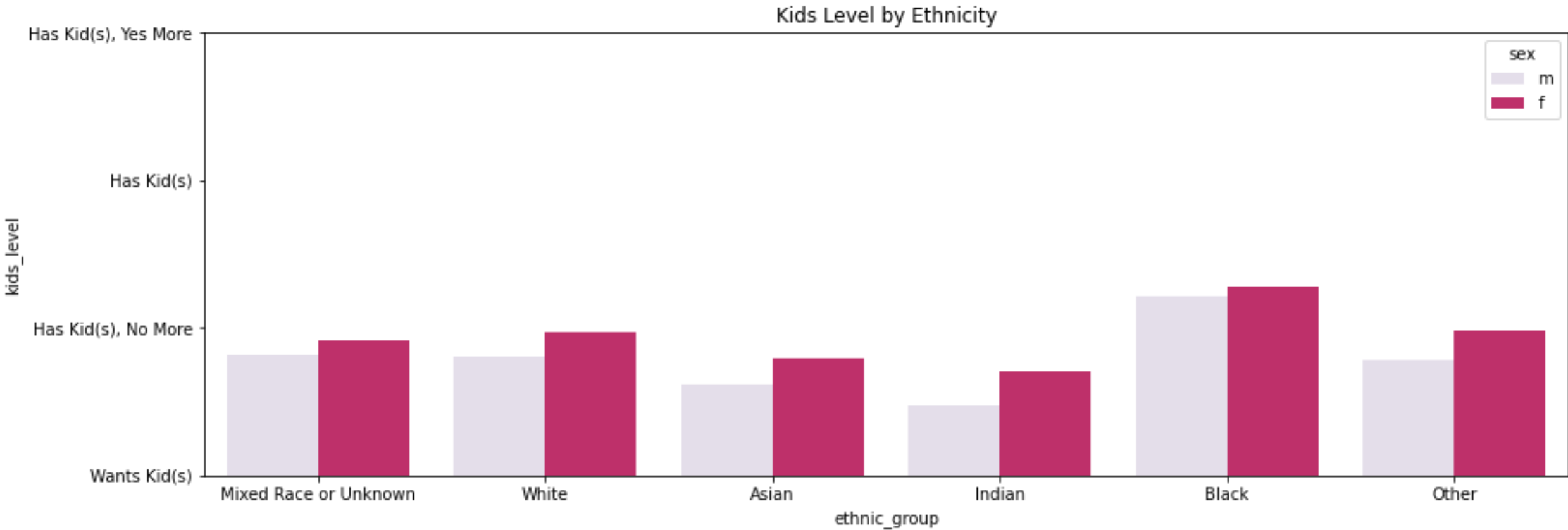
# PEOPLE WHO LOVE CATS LOVE PETS IN GENERAL (AND VICE VERSA)



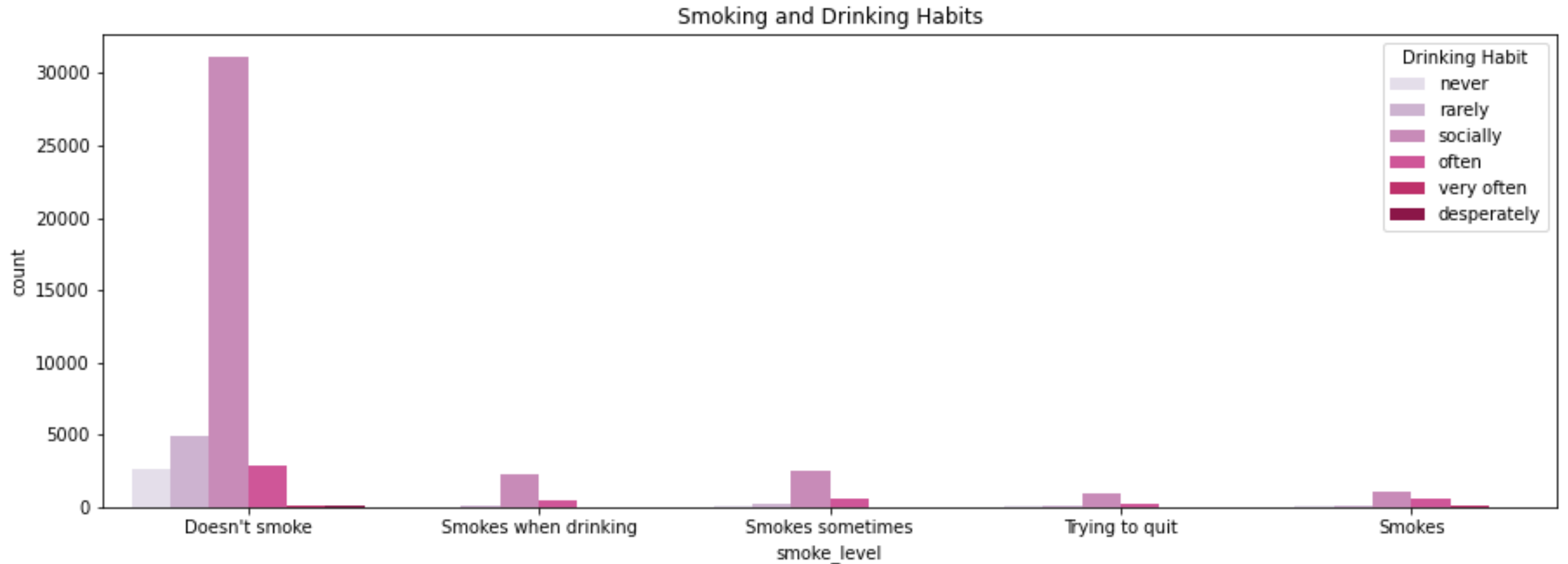
(IN CASE YOU WERE WONDERING ABOUT DOG PEOPLE ON OKCUPID...)



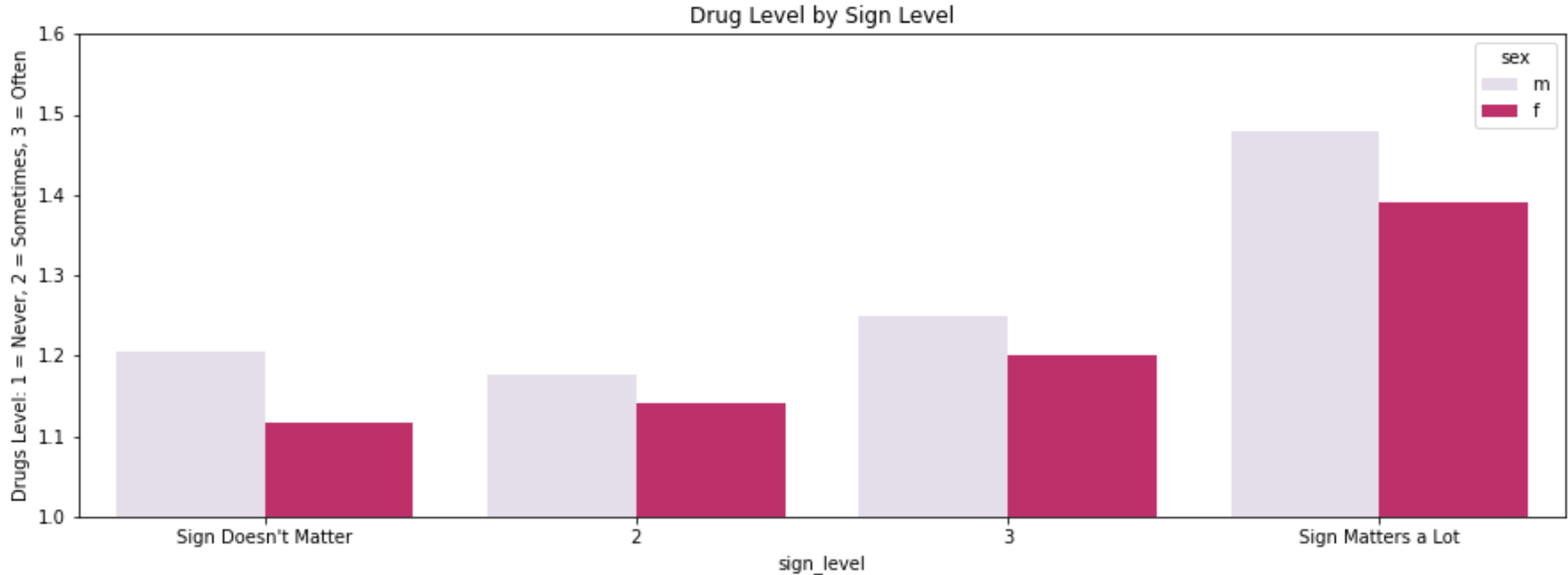
# INDIANS AND OTHER ASIAN PEOPLE AREN'T ENTHUSIASTIC ABOUT KIDS



# PEOPLE WHO DON'T SMOKE DRINK SOCIALLY



# PEOPLE WHO DO MORE DRUGS CARE ABOUT ZODIAC SIGNS





# LASTLY: PEOPLE WHO DON'T SHARE BODY TYPE DRINK AND DO DRUGS MORE THAN PEOPLE WITH OTHER BODY TYPES

