AGEING ON DATE | Patterns of behavior of elderly people on Meetic

WHICH ARE THE MOST POPULAR ANSWERS? – The map visualizes all the answers given by users for their self-description, grouped by category.
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**HOW DO MEN SEEKING WOMEN DESCRIBE THEMSELVES?** – The visualization highlights the 5 more frequent characteristics that a man seeking for a woman uses to describe himself.
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HOW DO MEN SEEKING WOMEN DESCRIBE THEMSELVES? – The visualization highlights the 5 more frequent characteristics that a man seeking for a man uses to describe himself.
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HOW DO MEN SEEKING WOMEN DESCRIBE THEMSELVES? – The visualization highlights the 5 more frequent characteristics that a woman seeking for a woman uses to describe herself.
AGEING ON DATE | Patterns of behavior of elderly people on Meetic

HOW DO MEN SEEKING WOMEN DESCRIBE THEMSELVES? – The visualization highlights the 5 more frequent characteristics that a woman seeking for a man uses to describe herself.
## Patterns of behavior of elderly people on Meetic

### HOW DO MEN DESCRIBE THEIR IDEAL MAN?
- The visualization highlights the 5 more frequent characteristics that a man indicates as important for his ideal man.
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HOW DO MEN DESCRIBE THEIR IDEAL MAN? – The visualization highlights the 5 more frequent characteristics that a man indicates as important for his ideal woman.
AGEING ON DATE | Patterns of behavior of elderly people on Meetic

HOW DO MEN DESCRIBE THEIR IDEAL MAN? – The visualization highlights the 5 more frequent characteristics that a woman indicates as important for her ideal man.
HOW DO WOMEN DESCRIBE THEIR IDEAL WOMAN? – The visualization highlights the 5 more frequent characteristics that a woman indicates as important for her ideal woman.

AGEING ON DATE | Patterns of behavior of elderly people on Meetic

TABLE 04 | L

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Via Durando 10, 20158 Milano – I
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T +39 02 2399 7808
How much correspondence is there between the dreamed woman (by women) and the reality Meetic woman profile? Find it our observing colors...

### MEETIC - IDEAL WOMEN VS REAL WOMEN

<table>
<thead>
<tr>
<th>Feature</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Some College</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associates Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PhD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Masters</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### ENTERTAINMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Out</td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Evening with Friends</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cinema</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theatre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### INTERESTS

<table>
<thead>
<tr>
<th>Interest</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel / Sightseeing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gardening / Landscaping</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping / Antiques</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### RELATIONSHIP STATUS

<table>
<thead>
<tr>
<th>Status</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Divorced</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Widowed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Currently Separated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unspecified</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DIET

<table>
<thead>
<tr>
<th>Diet</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Careful Diet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetarian/Vegan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat/Potatoes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DO I WANT KIDS

<table>
<thead>
<tr>
<th>Desire</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Way</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Probably Not</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Sure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsatisfied</td>
<td></td>
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</tbody>
</table>

### MARRIAGE IS...

<table>
<thead>
<tr>
<th>Importance</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
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</thead>
<tbody>
<tr>
<td>Not Necessary</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Won't Do Again</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Important</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Out of Question</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Important</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### INCOME

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
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</thead>
<tbody>
<tr>
<td>£0</td>
<td></td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>£0-£50</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>£51-£100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£101-£150</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£151-£200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£201-£250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£251-£300</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>£301-£350</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>£351-£400</td>
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</table>

### RELIGION

<table>
<thead>
<tr>
<th>Religion</th>
<th>Ideal Woman</th>
<th>Real Woman</th>
<th>Correspondence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spiritual but not religious</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian / Other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian / Protestant</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian / Catholic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christian / Protestant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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MEETIC - IDEAL MEN VS REAL MEN

How much correspondence is there between the dreamed man (by women) and the reality Meetic man profile?
Find it out observing colors...

EDUCATION

SOME COLLEGE
ASSOCIATES DEGREE
BACHELOR DEGREE
MASTERS
PHD
HIGH SCHOOL
N/A

ENTERTAINMENT

DINING OUT
EVENING WITH FRIENDS
THEATRE
CINEMA
MUSIC/CONCERTS
N/A

INTERESTS

TRAVEL/SIGHTSEEING
DINING OUT
THEATRE
MUSIC
COOKING
GARDENING/LANDSCAPING
SHOPPING ANTIQUES

RELATIONSHIP STATUS

DIVORCED
WIDOWED
NEVER MARRIED
CURRENTLY SEPARATED
SEPARATED
N/A

DIET

EVERYTHING
HEALTHY
CAREFUL DIET
MEAT/POTATOES
GOURMET
N/A

DO I WANT KIDS

NO WAY
NO
NOT SURE
PROBABLY NOT
DEFLNTLY
N/A

MARRIAGE IS...

NOT NECESSARY
IMPORTANT
WON'T DO AGAIN
VERY IMPORTANT
OUT OF QUESTION
N/A

INCOME

0
£0-£35
£0-£675
£675-$25
<£25
£25
N/A

RELIGION

CHRISTIAN/PROTESTANT
CHRISTIAN/OTHER
CHRISTIAN/CATHOLIC
SPIRITUAL/NOT RELIGIOUS
AGNOSTIC
N/A

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SPEED UP WORKSHOP | 22-24TH MAY 2012
Find it out observing colors...

How much correspondence is there between the dreamed woman (by a man) and the reality Meetic woman profile?

EDUCATION
- SOME COLLEGE
- ASSOCIATES DEGREE
- BACHELOR DEGREE
- PHD
- HIGH SCHOOL
- N/A

ENTERTAINMENT
- DINING OUT
- EVENING WITH FRIENDS
- CINEMA
- THEATRE
- MUSIC/CONCERTS

INTERESTS
- COOKING
- MUSIC
- OUTDOORS
- TRAVEL/SIGHTSEEING
- DINING OUT

RELATIONSHIP STATUS
- DIVORCED
- WIDOWED
- CURRENTLY SEPARATED
- SEPARATED
- NEVER MARRIED
- N/A

DIET
- EVERYTHING
- HEALTHY
- CAREFUL DIET
- MEAT/POTATOES
- VEGET/VEGAN

DO I WANT KIDS
- NO WAY
- PROBABLY NOT
- NO
- NOT SURE
- SOMEDAY
- N/A

MARRIAGE IS...
- NOT NECESSARY
- IMPORTANT
- SACRED
- WON'T DO AGAIN
- VERY IMPORTANT

INCOME
- N/A
- £0
- £25
- £150
- £000-£150
- £100

RELIGION
- CHRISTIAN/PROTESTANT
- CHRISTIAN/OTHER
- CHRISTIAN/CATHOLIC
- SPIRITUAL/NOT RELIGIOUS
MEETIC - IDEAL MEN VS REAL MEN

How much correspondence is there between the dreamed man (by men) and the reality Meetic man profile?

Find it out observing colors...

- **EDUCATION**
  - Some College
  - Associates Degree
  - Bachelor Degree
  - High School
  - PhD
  - N/A

- **ENTERTAINMENT**
  - Dining Out
  - Evening with Friends
  - Theatre
  - Cinema
  - Bars/Pubs
  - Music and Concerts
  - N/A

- **INTERESTS**
  - Travel/Sightseeing
  - Music
  - Cooking
  - Theatre
  - TV

- **RELATIONSHIP STATUS**
  - Never Married
  - Currently Separated
  - Divorced
  - Widowed
  - Married
  - Currently Separated
  - Never Married

- **DIET**
  - Everything
  - Careful Diet
  - Healthy
  - Vegetarian/Vegan
  - Meat/Potatoes
  - N/A

- **DO I WANT KIDS**
  - No Way
  - Probably Not
  - Not Sure
  - Someday
  - Definitely Not
  - N/A

- **MARRIAGE IS**
  - Not Necessary
  - Important
  - Out of Question
  - Sacred
  - Very Important
  - N/A

- **INCOME**
  - £0
  - <£25
  - Moderate
  - 001-£35
  - £25
  - N/A

- **RELIGION**
  - Christian/Protestant
  - Christian/Catholic
  - Other
  - Christian
  - Spiritual Not Religious
  - Agnostic
  - N/A