

NORTH AMERICAN SURVEY

WHAT DO NORTH AMERICANS WANT?

Eighty percent of men and 69% of women agreed that in relationships, they want a partner who reveals the truth about what tempts them – even when the truth hurts. Despite the consequences, where relationships are concerned, ignorance is not bliss... Information is!

To better understand today's romantic environment, we asked North Americans to tell us how inclined they are to act on their temptations. When it comes to temptations, we wanted to explore our deepest, darkest wants and desires while answering the age old question: how far would you go if you thought no one would ever find out?

They want
the **TRUTH**
and nothing
but the truth



A BOOK TO TEMPT EVERY MAN AND WOMAN...

Imagination is a powerful tool that has been helping all of us through the recent economic downturn. We discovered that more than 75% of male and female respondents (three out of four North Americans) agreed books were one temptation they refused to give up during the recent recession. Dining out, vacations and shopping sprees were sacrificed instead.

RISKY BUSINESS...

Thanks to the economic downturn and increased tension in the workplace, it's no surprise that some co-workers are getting feisty at work. While 15% of male and 10% of female respondents admitted to having sabotaged a co-worker, colleagues aren't the only ones who should be worried. Twenty-three percent of men and women have revealed a boss's mistakes to their boss's superior in the hope of furthering their own careers.

With pay cuts and layoffs looming, we've become more curious than ever about how our colleagues are being compensated, but how far are we willing to go to find out? Interestingly, more than half of women, (56%) and 39% of men have peeked at a colleague's paycheck. Beware, you never know who's looking over your shoulder...

Employers, take note! If an interviewee looks too desperate to land that position, call the references. Twenty-one percent of women versus 14% of men think it's acceptable to embellish their résumés. Remember ladies, think twice about what you write down – your reputation is on the line.

Though women are more likely to lie on their résumé in order to secure their dream job, men are more likely to use others to get ahead – 15% of North American male respondents admitted to taking credit for someone else's work, versus 8% of female respondents.

LIFE'S LITTLE PLEASURES...

Who knew we could be so easy to please? While one in two male respondents (50%) are tempted most by sex, a little more than half of North American women (56%) revealed that they are tempted by food first and foremost! It looks like life's greatest pleasures are the simplest ones. Next time you're craving sweets in the sack, grab some whipped cream from the fridge and spice up your bedroom repertoire.

CHANGE, CHANGE, CHANGE...

Need for greed? The obsession with money and power contributed to a difficult year, but where do we stand now? According to our survey, there has been a paradigm shift. Only 15% of men and women were enticed by money while 95% thought power was a temptation they could live without.

STICKY FINGERS...

We don't know if it's the adrenaline rush or the inability to control our desires, but the temptation to take something that isn't ours is age-old. Check your wallets, everyone – 20% of women versus 13% of men admitted to taking money from their significant other's purse/wallet without their knowledge. According to our survey, 33% of men are also most tempted to shoplift. Warning – the activity may be exhilarating in the heat of the moment, but when you get caught, it's not much fun.

Our survey also revealed that twice as many men (27%) versus women (12%) are tempted to steal something from a friend. If you're still looking for that favorite golf club or cashmere scarf, ask around – chances are someone knows exactly where it is.

TEMPTOMETER

Throughout the recession, what has been the one indulgence you would not sacrifice for savings?



Source: Harlequin Romance Report 2010: Tempted

THE WHOLE TRUTH AND NOTHING BUT THE TRUTH...

We may not like what we hear, but we will certainly go to great lengths to uncover the truth. Sixty-six percent of male and female respondents have been tempted to snoop around in their significant other's personal belongings to find out what they might be hiding.

Both men and women agree that lying on your income tax return is wrong (95%), but is flirting with someone you know, whether it's your boss or best friend's significant other, off limits? Apparently not – 29% of North American male and female respondents think it's completely harmless.

Believe it or not, one in two men (50%) and 33% of women surveyed believe that lusting after someone other than their partner is completely harmless. Our survey also revealed that one in five women (20%) and, shockingly, almost half of the men (43%) surveyed have been tempted to hook up with their friend's significant other. We wonder how much of that desire their partners are aware of...

I DO...

Don't worry, ladies – your partner may be further ahead of the curve than you think. While half of female respondents (50%) chose to leave bridal magazines out in the open to ensure their significant other gets the hint that they're waiting for a proposal, a surprising number of men (33%) have actually placed a ring on hold at the jewelry store long before an engagement was even discussed.

*The survey was conducted online at www.HarlequinRomanceReport.com (the "Web site") by Harlequin Enterprises Limited ("Harlequin") between September 17, 2009 and October 31, 2009. The survey was open to all adults over the age of 18. The Web site was visited by more than 3,000 men and women from around the world. Survey results reflect the opinions of respondents and do not necessarily reflect those of Harlequin or its affiliated companies.