

The average person tells **three lies** in ten minutes of conversation...

Lie to me*

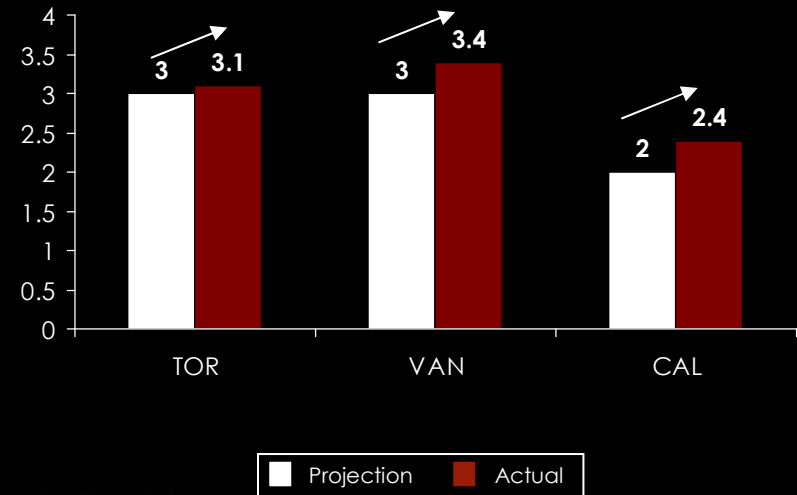
SERIES PREMIERE
JAN 21 WED 9/8c

*The truth is written all over our faces.

Toronto

Vancouver

Calgary



* In a study done in Australia, 73% of doctors said they washed hands, but only 9% did

* 37% of adults think it is often/sometimes okay to lie about one's age

* 65% of adults think it is often/sometimes okay to lie to avoid hurting someone's feelings

* 40% of adults think it is often/sometimes okay for a parent to lie to a child about the parent's past misbehavior

* 81% of us tell "white lies" every day.

* 68% of women lie about their weight on their driver's license

Lie To Me exceeds all expectations with its A25-54 target. The premiere episode of the new Wednesday drama, starring **Tim Roth** as the master of lie detection, overachieved across Canada.

In Vancouver Lie To Me saw a **13%** increase versus its expected ratings along with a **20%** increase in Calgary and **3%** in Toronto.



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