

## PRESS RELEASE

### Queensland University of Technology's Behavioural Economics Group (QuBE) & Partners launch Inaugural Australian Sex Survey

**SYDNEY, Australia – July 25 2016** – [Queensland Behavioural Economics Group \(QuBE\)](#), a high performance research team of The Queensland University of Technology has partnered with Australia's largest online dating group – [Giga Pty Ltd](#), [The Eros Association](#), [Australian Sex Party](#) & [Max Black](#), to explore the role that personality, emotion, co-operation, resources (education and income) and attractiveness play for different sexualities, when they search for a potential mate on the internet.

According to IBISWorld, the online dating services industry has estimated revenue of \$3 billion with annual growth rates of 5% between 2010 and 2015. Indeed, in 2016 around half of all single people have used online dating websites to find love & companionship, yet little is known about what motivates them in their search for a potential mate. Stephen Whyte, QuBE researcher & project lead said,

*“Understanding human behaviour in large scale decisions such as choosing a partner, is incredibly important for all social sciences, and is a currently under funded and under researched field. Independent academic research studies such as this one help to inform policy makers and wider society across a range of vitally important areas, for example; gender equity, marriage equality, income inequality, reproductive health and medicine, mental health, social psychology and education, but to name a few.”*

#### The survey design will cover:

- Demographic information; age, occupation, height, weight, sex, education, etc.
- [The Kinsey Scale](#).
- Big 5 personality test.
- [Revised Sociosexual Orientation Inventory](#) (R-SOI).

#### Participation:

The Australian Sex Survey is being conducted via a portal on [www.australiansexsurvey.com.au](http://www.australiansexsurvey.com.au) where participants are invited to complete a short 15 minute anonymous survey – all resulting research work will be done by aggregated analysis, and will not identify any single individual.

#### About the researcher:

Stephen Whyte is a Behavioural and Experimental Economist at the Queensland University of Technology (QUT), Brisbane. He is part of a high performance research team known as the Queensland Behavioural Economics Group (QuBE). His research focus aims to bridge Behavioural Economics, Evolutionary Psychology and Behavioural Ecology's understanding of rational choice in large scale settings. Stephens most recent research focuses on the factors impacting human's

decision making process when choosing a partner. Stephen has conducted research for and worked with a diverse range of industry partners including the Queensland Electoral Commission, the Former Origin Great's (FOG's) ARTIE foundation, the Department of Education, the United Nations as well as Queensland Fertility Group.

#### **About Giga Pty Ltd:**

Giga Pty Ltd is an Australian owned and operated business that specialises in online dating websites with a footprint in Australia and around the world. Having been in business since 2002, their Australian Dating websites have approximately 3 million registered users and are based around communities of like-minded individuals.

[www.adultmatchmaker.com.au](http://www.adultmatchmaker.com.au)

[www.gaymatchmaker.com.au](http://www.gaymatchmaker.com.au)

[www.lesbianmatchmaker.com.au](http://www.lesbianmatchmaker.com.au)

[www.theloveclub.com.au](http://www.theloveclub.com.au)

#### **Survey Partners:**

Appreciation is extended to the Australian Sex survey partners, who have kindly donated prizes and resources to the project.

 eros the adults only association

 AUSTRALIAN SEX PARTY

MAX BLACK

 adultmatchmaker

 QUBE  
Queensland Behavioural Economics Group

 THE LOVE CLUB

 LESBIAN MATCH MAKER

 matchmaker.com.au

#### **Keep in touch:**

For survey results, including information about time-lines of the survey as well as release of the academic paper please visit;

[www.australiansexsurvey.com.au](http://www.australiansexsurvey.com.au)

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