



The odd mating calls of New Jersey lovebirds

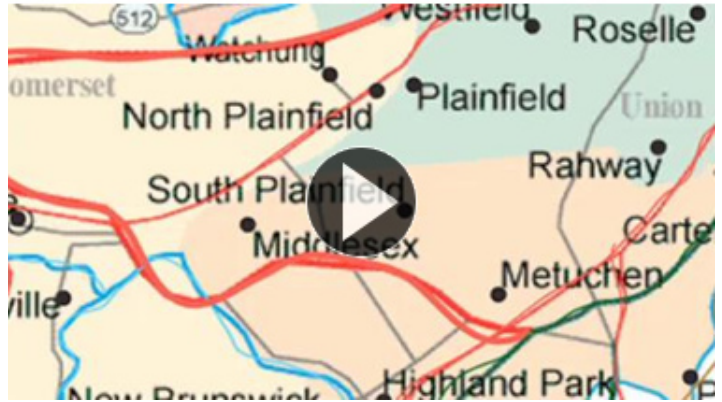


By Brian Donohue/The Star-Ledger
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Never mind the U.S. Census. Artist and musician R. Luke DuBois, a New Jersey native, spent months examining the character differences among the 50 states by examining a far more telling data set: online dating profiles.

He downloaded millions of them, sorted them by zip code and mapped them out. The result is a fascinating look at how residents of New Jersey and other states describe themselves and their perfect mate. On today's Ledger Live video, DuBois discusses what characteristics are unique to New Jersey singles, from a tendency to boast about our wealth, to an apparent taste for eggplant and vodka.

Additional reporting by Star-Ledger staff writer Steve Stirling.



Mapping how New Jerseyans describe themselves on online dating sites

Ledger Live for Friday April 22nd, 2011 - Ledger Live with Brian Donohue. On today's show: We take a fascinating look at how residents of New Jersey and other states describe themselves and their perfect mate on online dating services and sites.

