

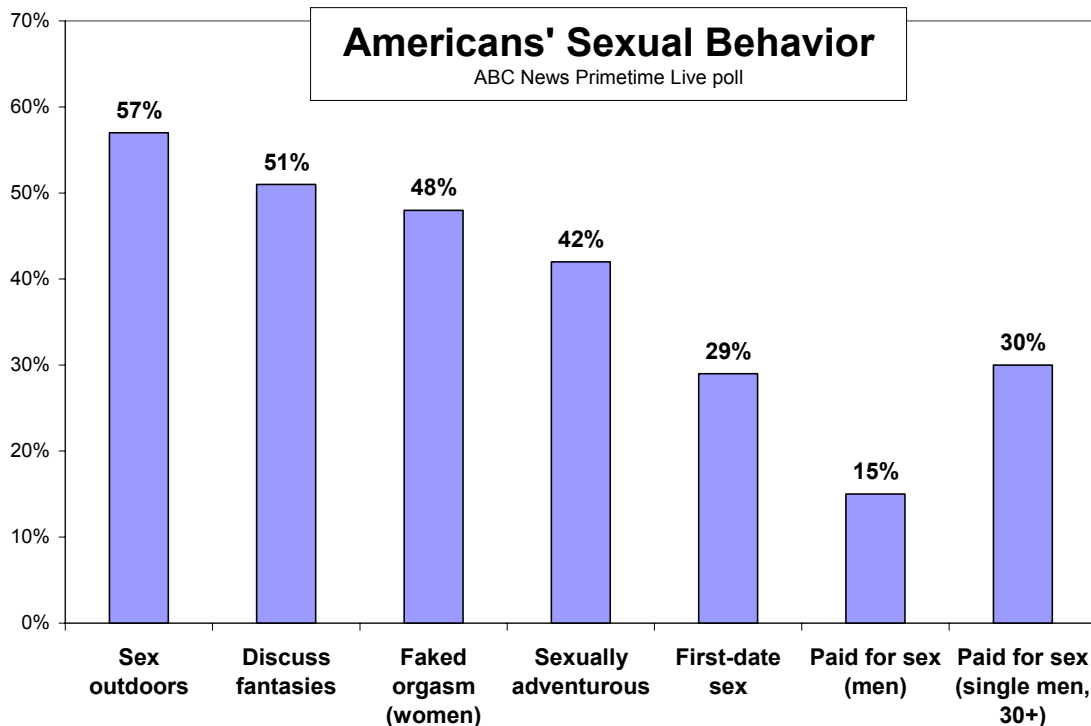
The American Sex Survey: A Peek Beneath the Sheets

Sometimes, it's just about sex.

Usually not: The vast majority of Americans are monogamous and happy about it, expressing satisfaction with their sex lives and a broad preference for emotional commitment in sexual relationships. Most by far prefer marriage to the single life.

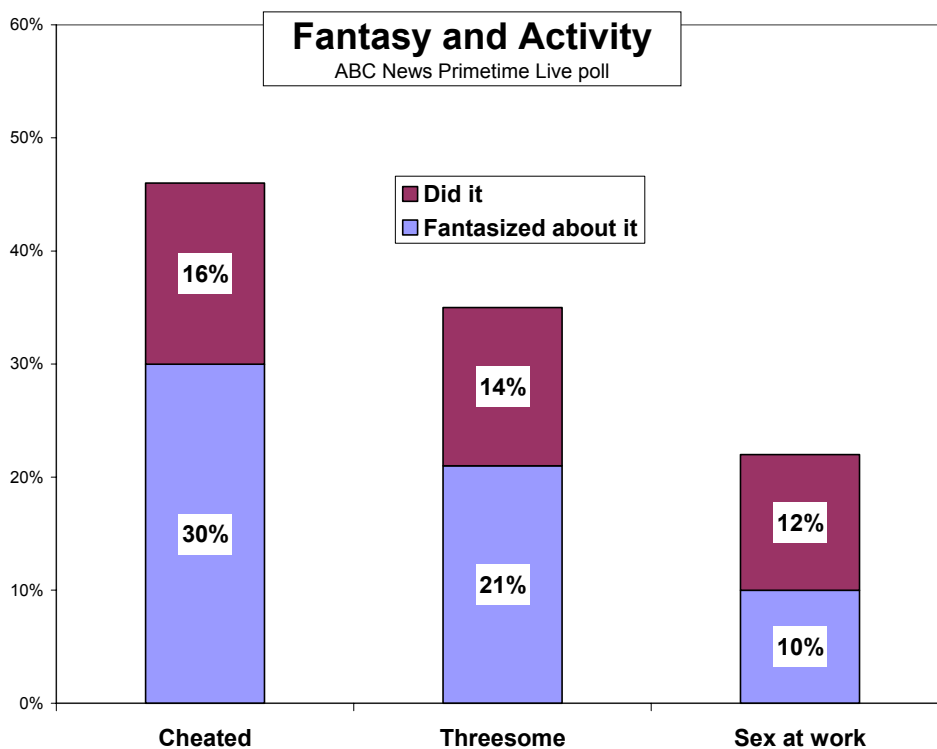
But there's more to sex in America in 2004 than that 1950s picture suggests. A groundbreaking ABC News Primetime Live survey finds a range of eye-popping sexual activities, fantasies and attitudes in this country, confirming some conventional wisdom, exploding some myths – and venturing where few scientific surveys have gone before.

Among the results: Fifty-seven percent of Americans have had sex outdoors or in a public place. Half talk with their partners about their sexual fantasies. Forty-two percent call themselves sexually adventurous. Twenty-nine percent have had sex on a first date, and about as many have had an “unexpected sexual encounter with someone new.” Fifteen percent of men – and three in 10 single men age 30 and older – have paid for sex. About half of women say they've faked an orgasm.



Two-thirds of sexually active Americans sometimes “wear something sexy” to enhance their sex lives, and 30 percent say they and their partner have watched sexually explicit videos. One in five – around 40 million people – say they’ve looked at porn Web sites. As many, men and women about equally, have had “rebound” sex to get over a failed relationship.

In some cases, where activity is less common, fantasy takes over. Among people who are married or living in a committed relationship (or formerly married), 16 percent have cheated on their partner (nearly twice as many men as women) – while more, 30 percent, have fantasized about it. Fourteen percent of adults (and twice as many single men) have had sex in a threesome, while an additional 21 percent have fantasized about that. Twelve percent have had sex at their workplace, and it’s been a fantasy for one in 10 more.



There are other signs of yearning: Among the 55 percent who describe their sexual activity as “traditional,” about three in 10 would like to be more adventurous. And more – four in 10, especially men – would like more adventurousness in their partners.

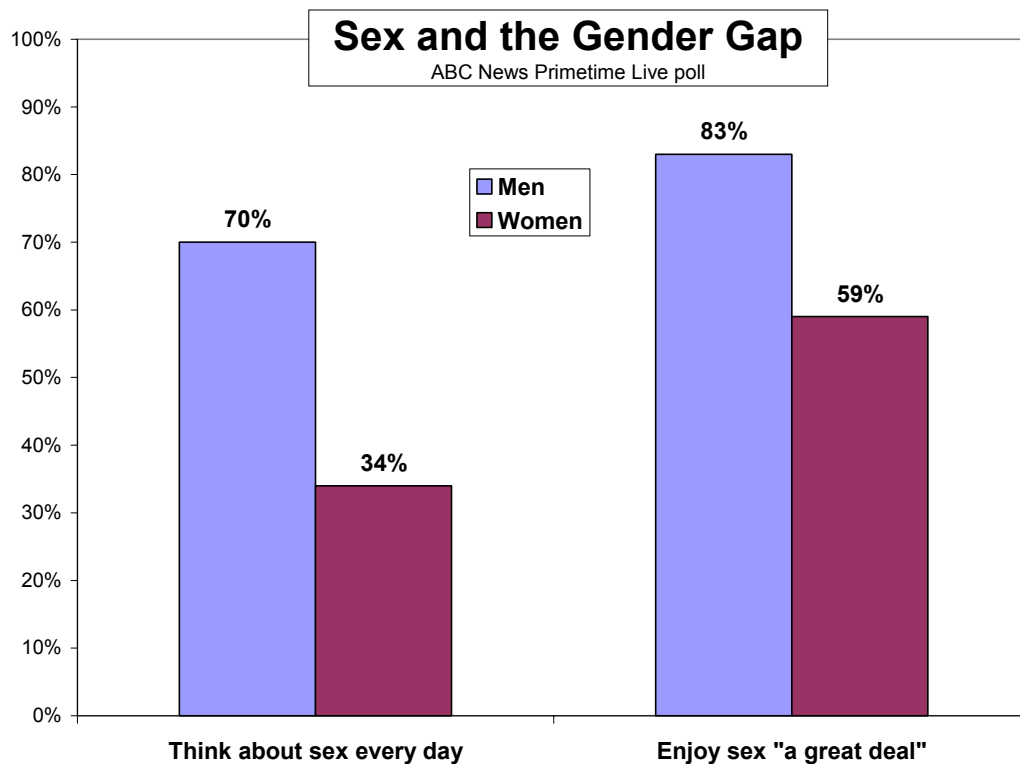
The survey also finds huge differences in sexual attitudes between men and women. It underscores the wages of sin: Divorced or separated men are twice as likely to have been unfaithful in their marriage. And it demolishes the notion that singles are swinging: Even among young singles (under 30), nearly half aren’t dating at all, and among those who are dating, eight in 10 are dating one person exclusively. Monogamy, again, rules the roost.

Moreover, the survey finds that satisfaction with sex does matter. A statistical analysis identifies some of the factors independently related to satisfaction with sex, marriage and life more broadly. Among other findings, it shows that activities such as discussing fantasies with a partner contribute to an exciting sex life, that an exciting sex life contributes to a happy marriage and that a happy marriage contributes to life satisfaction.

These and other findings in this random-sample telephone poll of 1,501 adults paint a remarkable and intimate portrait of sex in America in the 21st century. Many of the frank and personal questions, from foreplay to fantasy, have rarely if ever been asked before in a representative national survey. Other results comport with previous sex research.

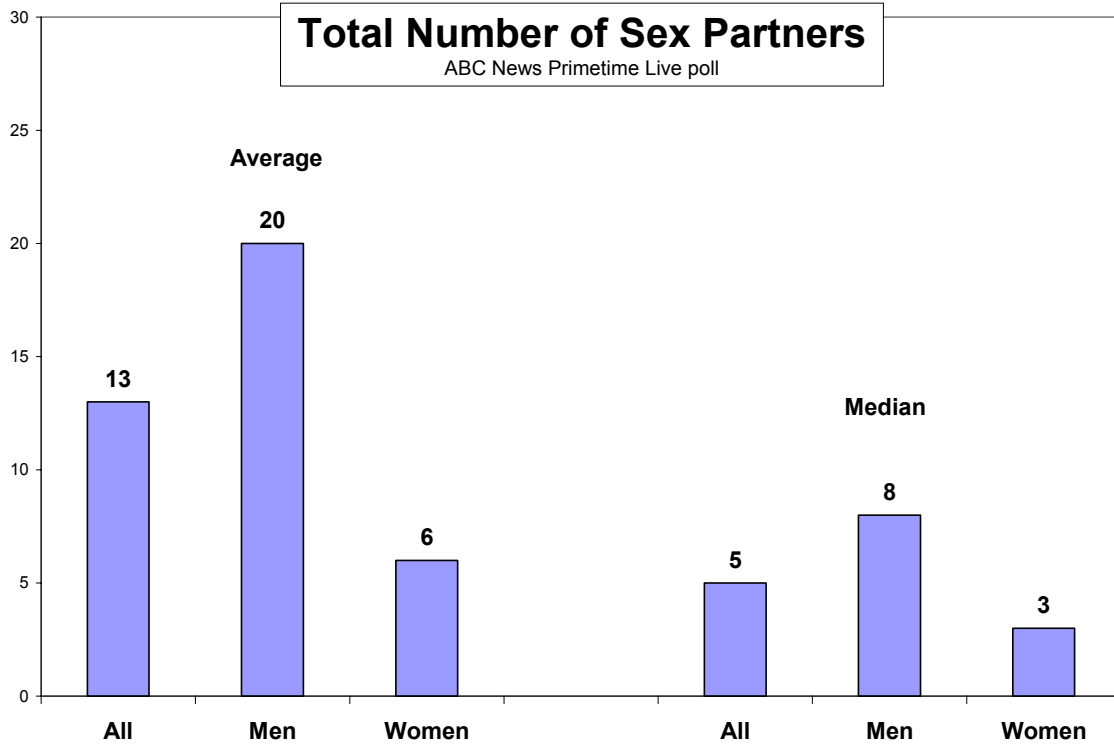
The survey serves as the basis for an exclusive report on sexual attitudes and behavior airing Thursday, Oct. 21 at 10 p.m. Eastern on the ABC News program Primetime Live. A second program, based on a separate survey of sexual attitudes and behavior among teenagers, will air at a later date.

DIFFERENT PLANETS – If women are from Venus, men are well, men. Seventy percent of men think about sex every day – double the rate among women. Indeed 43 percent of men think about sex several times a day; just 13 percent of women do that. Eighty-three percent of men enjoy sex “a great deal”; that falls to 59 percent of women. Women, though, are equally likely to express satisfaction with their sex lives.



Overall, women report an average of six sex partners in their lifetimes, men, 20. But a better gauge of sexual activity for most people is the median, the midpoint between the high and low: Women report a median of three sex partners, men, a median of eight.

The averages are higher because a small number of individuals – especially men – report a very large number of partners. Five percent of the men in this sample reported having had 99 or more sex partners, including four who reported 200, three who reported 300 and one who reported 400. Among women, one percent reported 99 or more partners; the high was 100 (reported by two women).



While there are differences between the sexes, the data are internally coherent; for example, people who report more sex partners, men and women alike, are more apt to describe themselves as adventurous sexually and to say they enjoy sex a great deal.

	--Total Number of Sex Partners--				
	One	2-4	5-10	11-20	21+
All	19%	25	28	12	12
Men	12	16	26	18	20
Women	25	33	29	6	4

In another difference between the sexes, 42 percent of men report having had sex on a first date; that drops to 17 percent of women. Again the data are coherent; women who report having had first-date sex also are much more likely to call themselves sexually adventurous, and they report many more sex partners across their lives – an average of 19, compared with an average of four for other women.

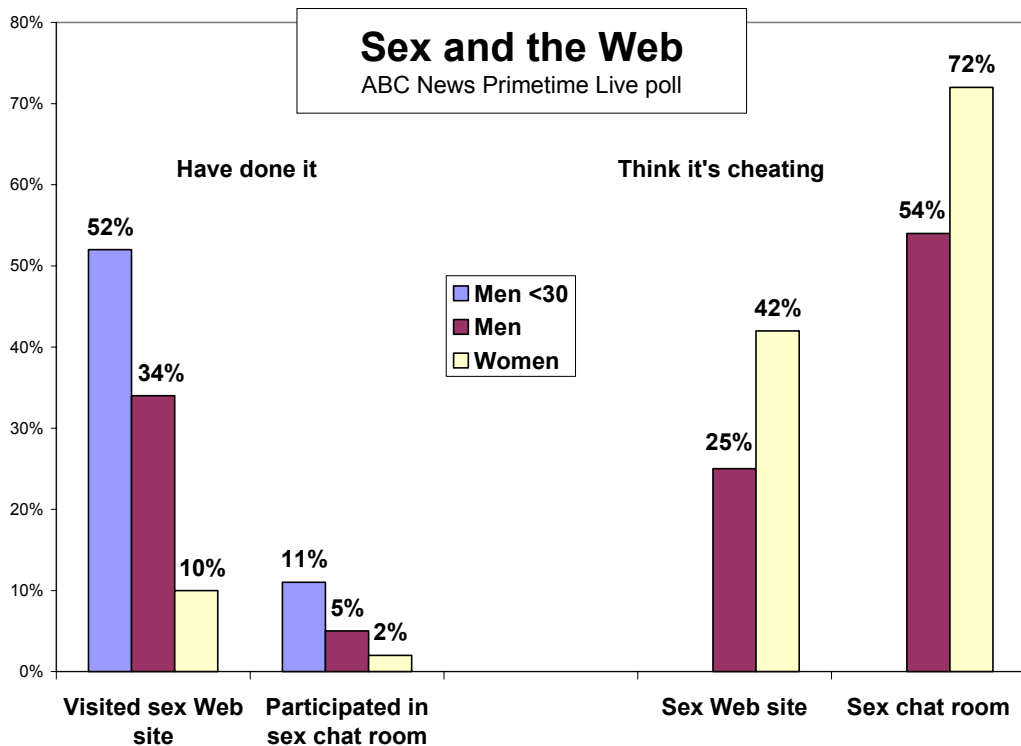
A third of adults would like to have more sex than they do now – but more men, about four in 10, than women, 28 percent. Men, as noted, are more apt to have cheated, much more apt to fantasize about it, and more than twice as likely as women to say it’s acceptable to have casual sex without an emotional relationship – “just doing it for the sex.” (That’s OK with 35 percent of men, compared with 15 percent of women.)

Women also are about half as likely as men to say they’ve had sex in a threesome, unexpectedly with someone new, or at work; and they’re less likely to fantasize about these. A third of men have fantasized about a threesome and 20 percent have fantasized about an unexpected encounter; it’s nine and 10 percent of women, respectively.

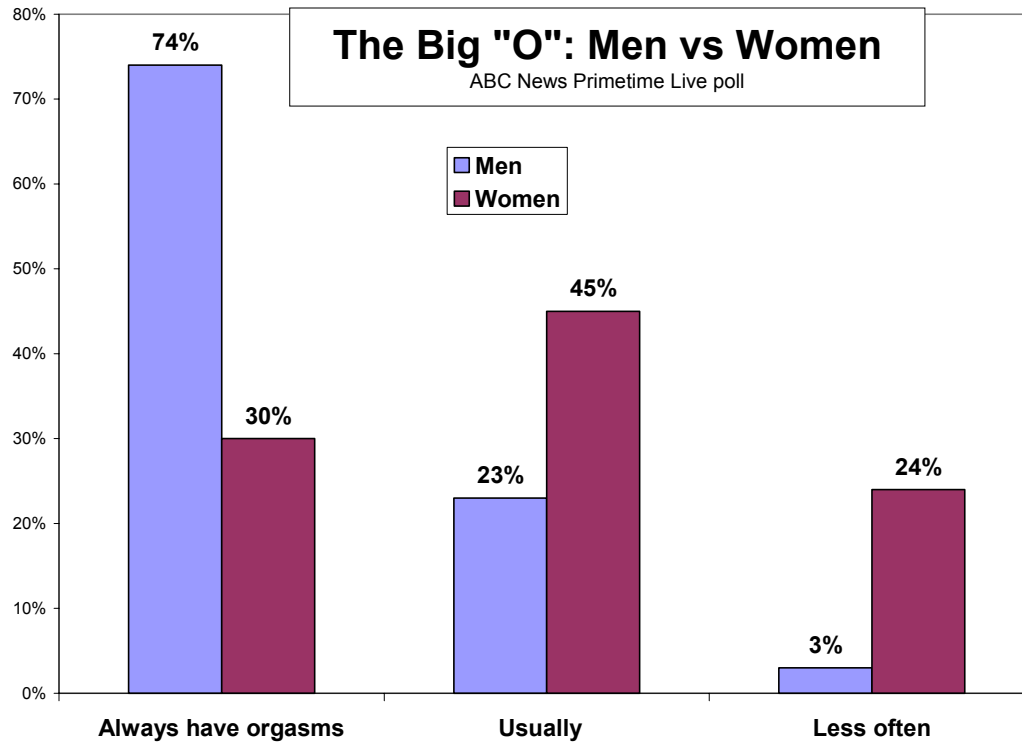
Women are more conservative about sex in other ways. They’re more apt than men to say there’s too much sex on TV, 84 percent to 62 percent. They’re less likely than men to condone sex before marriage, 54 to 68 percent. And 61 percent of sexually active women, compared with 50 percent of men, call themselves sexually traditional, not adventurous.

In other personal predilections, men are twice as likely as women to sleep in the nude (31 percent of men, 14 percent of women), and women are much more likely to prefer to have sex with the lights off (51 percent of women, 27 percent of men).

In the online realm, men are more than three times as likely as women to have looked at a sexually explicit Web site, and doing so spikes among men under 30. Relatively few – but 11 percent of young men – have participated in sex chat rooms. Women are much more likely to regard either of these activities as “being unfaithful.”



THE “O” WORD – Three-quarters of sexually active men say they “always” have an orgasm, while just 30 percent of women say the same. An additional 45 percent of women say they have an orgasm “most of the time,” but not always.



As noted, nearly half of women report having faked an orgasm, but they aren't the only thespians: Eleven percent of men say they've done so too. Asked why they faked it, men and women alike speak mainly about either pleasing their partner or getting done.

Faking orgasms suggests dissatisfaction for some women; it's higher among women who've cheated on a spouse, are dissatisfied with their sex lives and are less than very satisfied with their marriages. But for others that doesn't necessarily hold: Sexually adventurous women are among the most likely always to have orgasms, yet also among the most likely to have faked them.

Women who are more likely always to have an orgasm are more apt to enjoy sex a great deal, think about it often, be satisfied with their sex lives and say their sex lives are very exciting. Always having an orgasm is least common among women age 40 and older, longtime marrieds, those who are less than very satisfied with their sex lives and with their marriage, and those who don't enjoy sex a great deal.

The orgasm gap between the sexes likely explains why men are more apt than women to enjoy sex a great deal. Among people who always have orgasms – disproportionately

men – nearly nine in 10 enjoy sex a great deal. Among those who don't always or usually have orgasms – mainly women – top-level enjoyment drops to 46 percent.

Have orgasms:	Enjoy sex "a great deal"
Always	87%
Usually	74%
Less often	46%

ACCORD – Men and women are more in sync in other areas. Eight in 10 sexually active men and women alike say they have about “the right amount” of sexual foreplay. And they offer identical median estimates of the amount of time they spend having sex, including foreplay: 45 minutes.

Three-quarters of men and women alike are unworried about contracting AIDS or another sexually transmitted disease; widespread monogamy is the likely reason.

In another area of accord, three-quarters of men and women alike say it's more enjoyable to be married than dating. Sexual activity is a likely reason: Just 35 percent of singles are currently involved in a sexual relationship (rising to 51 percent of young singles), compared with 83 percent of couples (and 91 percent of couples excluding seniors).

There is room for improvement. Among people who've had sex in the last year, nearly nine in 10 describe their sex lives as exciting – but far fewer, just over a third, call it “very exciting.” Similarly, while more than seven in 10 women and men alike say they're satisfied with their sex lives, fewer – about half – say they're “very” satisfied. Still, that's greater than high-level satisfaction with jobs or finances, and about equal to the satisfaction people express with their health and social lives.

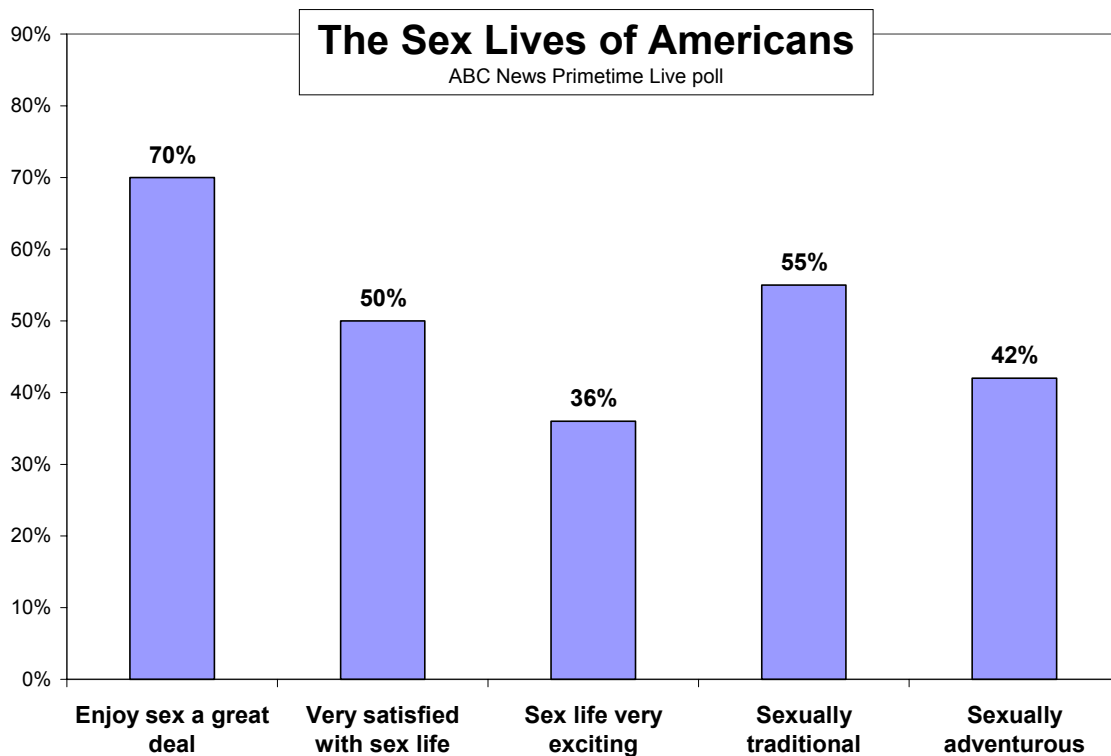
Americans give higher satisfaction ratings to their family lives (68 percent “very” satisfied), but the highest of all to their marriages or committed relationships. Indeed nearly everyone in a married or committed relationship is satisfied with it – 97 percent – including eight in 10 who are “very satisfied,” men and women alike.

BIG PICTURE – The big picture, sexually speaking, is as follows: Ninety-seven percent of adult Americans have ever had sexual intercourse; three percent are virgins. Seventy-eight percent have had sex in the last year (86 percent of men and 70 percent of women). And 64 percent are currently involved in a sexual relationship. (Excluding senior citizens, it's 72 percent.)

Among those who've had sex in the last year, the vast majority – 86 percent – have had a single sex partner in that time period. Far fewer adults, however, have had a single sex partner in their entire lifetime – a quarter of women, and 12 percent of men.

Coupling is the norm: More than eight in 10 Americans are either married (52 percent), living with a partner in a committed relationship (eight percent), widowed (eight percent),

or gave wedlock a whirl but are now separated or divorced (15 percent). Seventeen percent – mainly younger adults – never have married.



Americans say they first had sex at an average age of 18 (17 for men, 18 for women). Seniors report an average first-time age of 19; for adults under 25, it's 16. In a difference between the sexes, half of women, compared with 37 percent of men, say that in retrospect that was too young to start. One percent say they first had sex at age 30 or later; one female respondent said it was at age 50, another at 42 and a man at 39.

First-time sex was too young:
Men 37%
Women 50%

Those who have sex do so with some regularity: Among those currently in a sexual relationship, 85 percent have sex about once a week or more, including 41 percent several times weekly and eight percent have sex daily. And people like it: Eighty-four percent of all women and 95 percent of men enjoy sex, although, as noted, men are much (24 points) more apt to enjoy it “a great deal.”

The times clearly have changed in terms of sexual mores. Fifty-five percent of adults say homosexuality is “OK for some people”; in a 1982 Gallup poll, by contrast, just 34 percent called it an acceptable lifestyle. Sixty-one percent say premarital sex is OK – compared with just 21 percent in a Gallup poll in 1969. Seniors are the only group in

which a majority still says premarital sex is not acceptable; among young singles, by contrast, 76 percent say it's OK.

THE YOUNG AND THE SINGLE – Young singles (under age 30) are less inhibited in some ways, but it isn't quite "Sex and the City" out there. Indeed young singles have sex less frequently than people in a committed relationship (naturally - they lack a ready partner). As noted, they're less likely to be in a sexual relationship.

Young singles are no more satisfied than couples sexually and no more likely to call their sex lives very exciting. Instead it's married (or living-together) young adults who are most apt to call their sex lives very satisfying and very exciting.

	Sex lives	
	Very satisfied	Very exciting
Married/committed under 30	77%	55
Singles under 30	53	36
All 30 and older	46	33

Young singles also are no more likely than anyone else to have had sex on a first date, or to watch sex movies. Compared to all adults, more young singles are virgins (16 percent), particularly young single women.

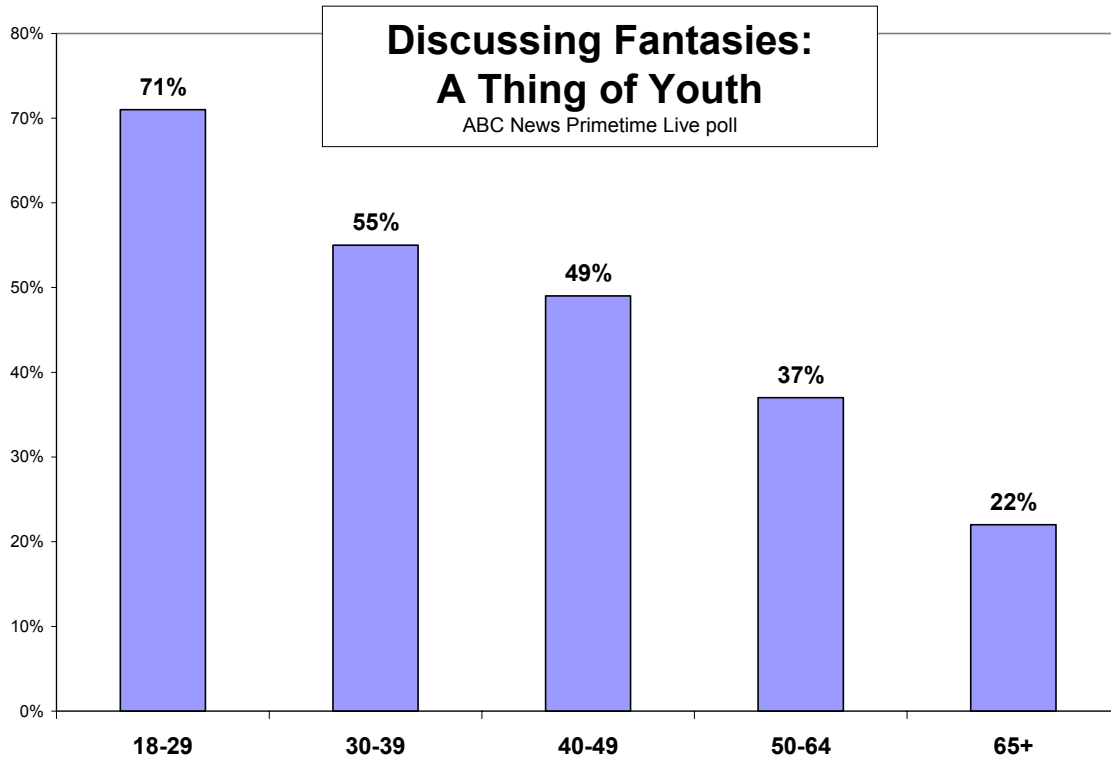
Sexually active young singles don't have more lifetime sex partners (they're still young); they report a median of two partners in the last year, compared with a median of one for other adults. Forty-seven percent of young singles are concerned about contracting AIDS or some other sexually transmitted disease, twice the level of concern among other adults. (Concern about AIDS and other STDs peaks, at 59 percent, among anyone who's had two or more sex partners in the last year.)

There are other ways young singles differ: More, about four in 10, say sex without an emotional relationship is OK. And more (especially young single men) report having had unexpected sex and outdoor sex.

GENERATION GAP – Young adults more broadly, whether single or in a relationship, are more progressive sexually. They're more apt to talk with partners about their sexual fantasies; 71 percent do, compared with 45 percent of their elders. They're more likely to describe themselves and their partners as sexually adventurous. They're more apt to look at sexually explicit Web sites (particularly young men – 53 percent have done so, compared with 26 percent of young women).

Attitudinally, 65 percent of young adults say homosexuality is OK for some people, and 71 percent of young adults condone premarital sex (peaking, as noted, at 76 percent of young singles). Seniors are least likely, by far, to agree.

	Age				
	18-29	30-39	40-49	50-64	65+
Discuss fantasies	71%	55	49	37	22
"Adventurous"	55	46	41	29	19
Premarital sex OK	71	66	69	60	30
Homosexuality OK	65	55	55	56	40



Young adults (again, single and committed alike) also are more apt to have had rebound sex (33 percent, compared with 19 percent of their elders). And 16 percent have had “revenge sex,” that is, “just to get back at someone else” – double the rate among older adults.

One thing young adults surely have is stamina: Adults 30 and older have a median estimate of 45 minutes spent having sex, including foreplay; among those under age 30, it’s a median of 60 minutes.

Older singles (age 30 and up), for their part, are much less likely to be involved in a sexual relationship (29 percent) and much less satisfied with their sex lives. As noted above, older single men are more likely to have cheated on a spouse or partner; and three in 10 of them have paid for sex. Older single men report a lifetime median of 12 sex partners (and an average of 34), the highest for any group; older single women, by contrast, report a median of four partners (and an average of eight).

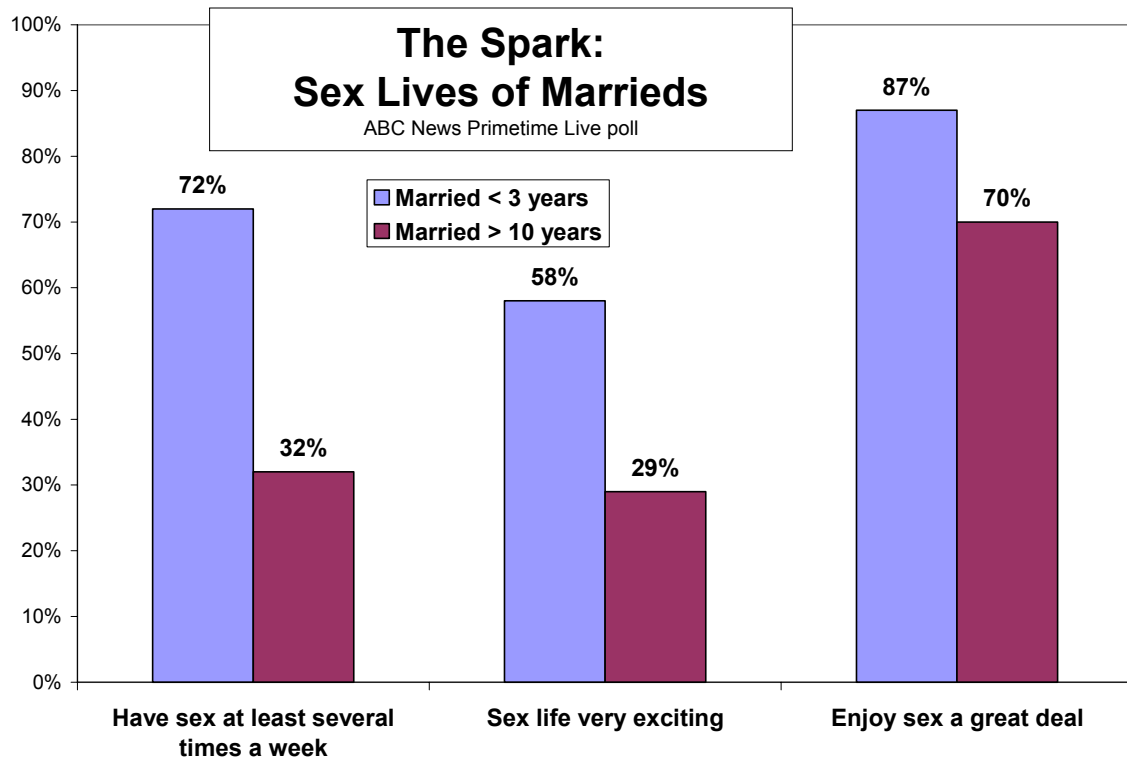
There’s one other notable finding about single men: Regardless of age, 28 percent of them say they’ve had sex in a threesome, double the rate for all adults.

There also are some ways in which late middle-agers stand out: Among adults age 50 to 64, 22 percent have cheated on their partner, more than in any other age group. Twenty-six percent of men in this age group have paid for sex. And most of the small group of men who report very large numbers of sex partners fall into this age category.

THE SPARK – There is clear evidence in this survey that sex loses its spark over time. Among couples who’ve been together less than three years, 58 percent call their sex lives very exciting. At more than 10 years, only half as many, 29 percent, say so.

Similarly, 79 percent of new couples are “very” satisfied with their sex lives, compared with 52 percent of long-term couples. And 87 percent of new couples enjoy sex “a great deal”; among long-term couples it’s 17 points lower.

Not surprisingly, frequency of sex drops as well – at least several times a week for 72 percent of new couples, but just for 32 percent of long-term couples.



Adventurousness can be a firestarter. People who call themselves adventurous sexually are 10 points more apt to be very satisfied with their sex lives, 20 points more apt to enjoy sex a great deal and nearly 30 points more apt to call their sex lives very exciting. They’re also much more likely to have sex at least several times a week – 62 percent of the adventurous do so, compared with 36 percent of sexual traditionalists.

Similarly, couples who sometimes “wear something sexy” are more likely, by 12 to 16 points, to enjoy sex a great deal, to be very satisfied with it and to call it very exciting. Talking about fantasies and watching explicit videos are related to more excitement in sexual relationships, but less so to satisfaction or enjoyment.

Satisfaction, in particular, matters: People who are satisfied with their sex lives are considerably more likely in turn to be satisfied with their overall relationship.

Specifically, among those who are very satisfied with the sex, 90 percent are also very satisfied with their marriage or committed relationship overall. Among those who are just somewhat satisfied with their sex lives, fewer, 71 percent, are very satisfied with their relationship. And among those who aren’t satisfied with the sex, fewer still – 53 percent – are very satisfied with their marriage or partnership.

Moreover, people who aren’t satisfied with their sexual relationship are by far the most likely to cheat on their spouse or partner. Thirty-six percent have done so.

CHEATERS – All told, 16 percent of adults say they’ve strayed from a committed relationship, including 14 percent who’ve had sex outside of that relationship, and two percent who’ve had sexual activity but not intercourse. Twenty-one percent of men say they’ve cheated, as have 11 percent of women.

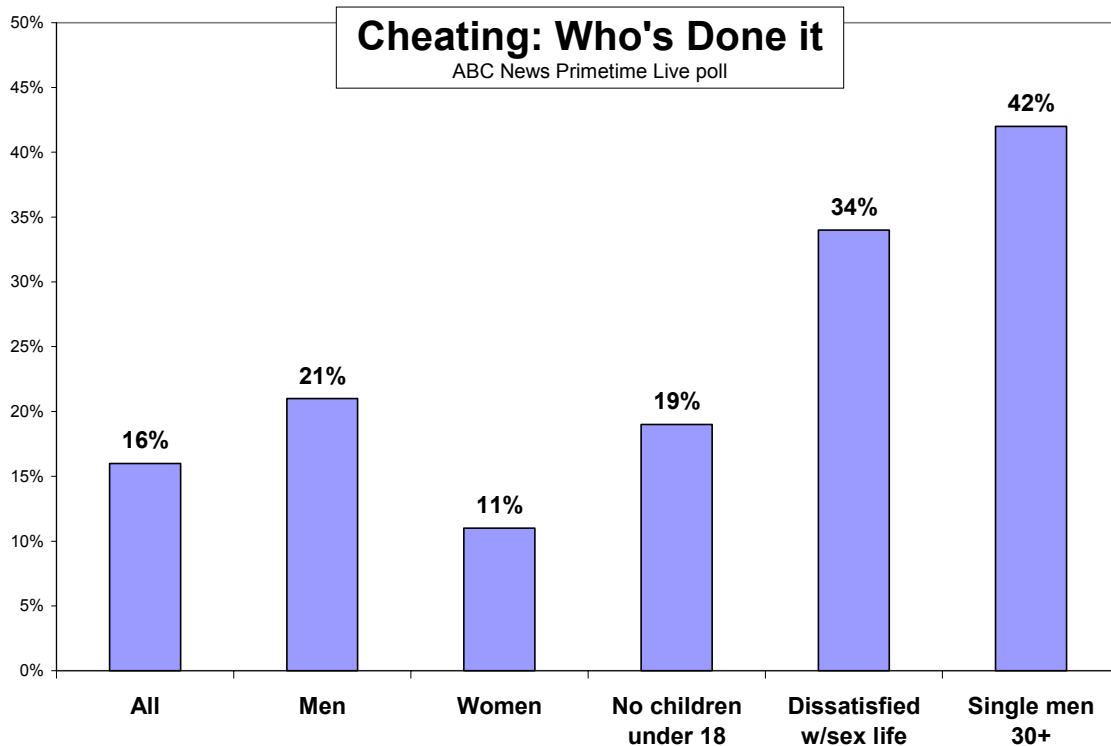
As noted, people who are not satisfied with their sex lives are most likely to have strayed, as are single men over 30 (that includes divorced, separated and widowed men, as well as never-marrieds). People 50 and older in general are more likely than younger adults to have cheated.

	Age			
	18-29	30-39	40-49	50+
Cheated	8%	11	15	21

There’s a division in motivation among cheaters: Forty-five percent (mostly men) say it was mainly to fulfill a physical desire, while 33 percent (more apt to be women) say it was mainly to fulfill an emotional need.

Nearly seven in 10 cheaters say they stepped out with a friend; 39 percent with someone they just met, 37 percent with a co-worker and 15 percent with a neighbor (multiple answers were accepted). Men and women have cheated with a friend about equally; men are more apt to have cheated with a co-worker or someone they’d just met.

Cheaters are busy: They’ve had an average of 29 sex partners in their lifetimes (and a median of 12). They’re more uninhibited and more permissive – more likely to have watched sexually explicit videos, to have paid for sex, and to have had revenge or rebound sex; and more apt to approve of premarital sex and to say it’s OK to have sex without an emotional relationship (45 percent of cheaters say so, compared with 19 percent of others).



In terms of their sexual adventurousness, more than two-thirds of cheaters have had sex outdoors, three in 10 have had sex at work (more than double the overall rate), three in 10 report having had sex in a threesome (twice the rate for all adults) and another quarter have fantasized about it. Also, half of cheaters say they've had "an unexpected sexual encounter with someone new," double the rate among all adults – suggesting that some cheating may be spontaneous rather than planned.

FANTASY TIME – As the results suggest, fantasy plays a role in many Americans' sex lives. Among sexually active adults, 51 percent (men and women alike) say they talk with their partner about their fantasies in order to enhance their sex lives. And as noted, men are more likely to fantasize about threesomes, an unexpected sexual encounter with someone new, or cheating on their spouses.

Looking at pornographic Web sites likewise attracts more men. Fewer men or women fantasize about sex outdoors (likely because so many have done it), or sex at work.

Fantasized about...	All	Men	Women
A threesome	21%	33	9
Unexpected sex	15	20	10
Workplace sex	10	12	7

The role of fantasy in a happy sex life is not clear cut. Discussing fantasies does lend itself to excitement: Forty-four percent of couples who talk about their fantasies call their

sex lives very exciting, compared with 28 percent of those who don't. People who discuss their fantasies with their partner are also 10 points more apt to enjoy sex a great deal. But they're just six points more apt to be very satisfied with their sex life, and no more likely to be satisfied with their marriage or committed relationship.

INTERPLAY– A regression analysis (measuring the effect of one factor by controlling for the influence of others) finds that factors related to Americans' satisfaction with their sex lives include how exciting they rate their sex lives, their frequency of sex (especially for married men), how regularly they experience orgasms, whether they're married or in a committed relationship and, only for people in a relationship, their lifetime number of sex partners (more partners is related to less satisfaction).

Positive contributors to an “exciting” sex life include wearing something sexy, discussing fantasies, age (excitement diminishes with age), being married or in a committed relationship, and frequency of orgasms.

On the negative side, sexual excitement declines with the duration of a marriage or committed relationship – losing the spark. Nonetheless, people who are married or in a committed relationship still are more likely to be satisfied with their sex lives than those who are not in such a relationship, controlling for other factors such as age and frequency of sex.

Items missing from the list of contributors to a satisfying (rather than exciting) sex life also are notable; age, for example, is not a significant predictor. (That's limited of course to people who are active sexually, which excludes most senior citizens.)

Another regression analysis finds that Americans' satisfaction with their sex lives is a significant predictor of their satisfaction with their marriages or committed relationships. Satisfaction with family lives, and to a lesser degree with finances and social lives, also predict satisfaction with marriage, while satisfaction with health and work do not.

While directionality is hard to establish, it seems more plausible that satisfaction with sex fuels satisfaction with marriage than the reverse. That's because more people are very satisfied with their marriages than are very satisfied with their sex lives. If satisfaction with marriage drove satisfaction with sex, this gap would not exist.

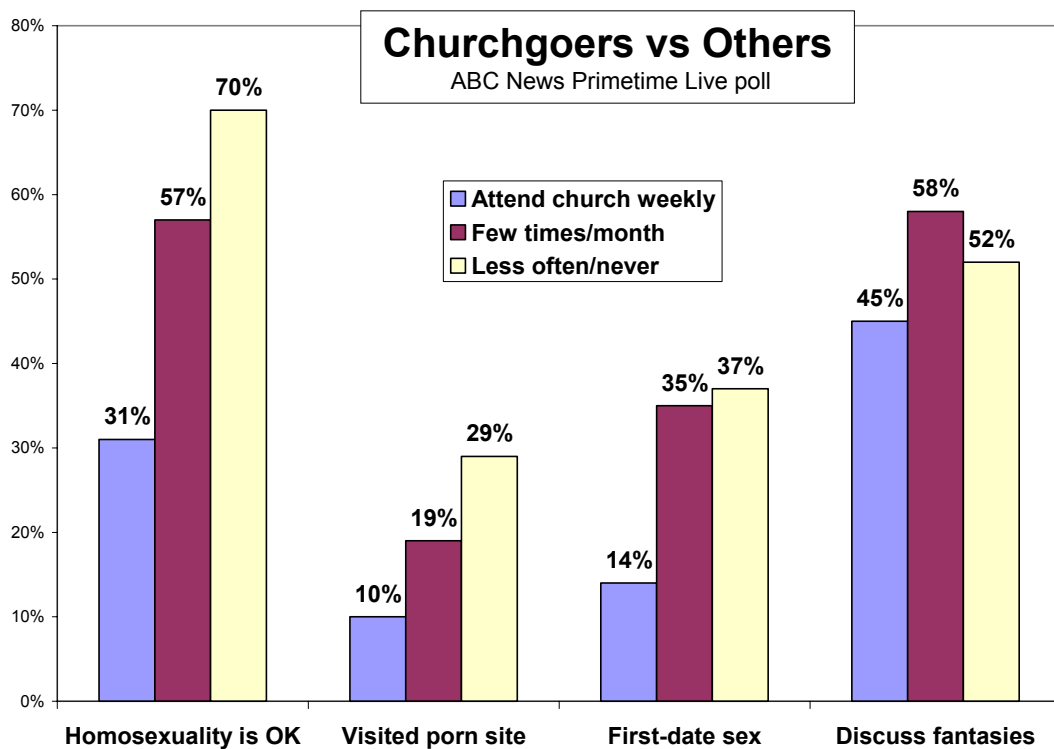
A third regression finds that satisfaction with marriage is a predictor of satisfaction with life overall, along with satisfaction with finances (the strongest predictor) and with health, family life and social life and work. Satisfaction with sex does not directly predict satisfaction with life overall, but it does so indirectly through its positive influence on satisfaction with marriage.

CHURCHGOERS – Religiosity guides sexual attitudes and behavior, with stark contrasts particularly between weekly churchgoers (a third of adults) and those who attend church infrequently or not at all (the “unchurched,” about half).

Attitudinally, most weekly churchgoers say premarital sex and homosexuality are not acceptable; most infrequent attenders hold the opposite view. Ten percent of weekly churchgoers say sex without an emotional attachment is acceptable; it's 36 percent among the unchurched.

Behaviorally, weekly churchgoers are less likely than the unchurched to watch sexually explicit movies, to have had sex on a first date, to have looked at a pornographic Web site, had rebound sex, had a threesome or had sex outdoors. They're less likely to say they've cheated on a spouse. And weekly churchgoers have had half as many lifetime sex partners (an average of eight, median three) as have the unchurched (average of 16, median seven).

At the same time, more than four in 10 weekly churchgoers discuss their sexual fantasies with their partners to enhance their sex lives, think about sex daily, and have had sex outdoors; and just over a third describe themselves as sexually adventurous. Weekly churchgoers are as satisfied as the unchurched with their sex lives, and 10 points more likely to be very satisfied with their marriage or relationship.



REGION – There are some differences by region, largely informed by religiosity – Southerners are more apt to be weekly churchgoers. Seventy-one percent in the Northeast and two-thirds in the West say sex before marriage is OK; fewer Southerners, 54 percent, agree. Northeasterners and Westerners are more apt to call themselves adventurous

sexually and to say homosexuality is OK. And when it comes to being very satisfied with their sex lives, only in the Midwest does a majority give the thumbs up.

IDEOLOGY/POLITICS – Political ideology follows a similar pattern as religious observance – like weekly churchgoers, conservatives are more conservative sexually, liberals less so. That makes sense, not least because conservatives are more frequent churchgoers.

Conservatives are far less likely to accept premarital sex or homosexuality, and half as likely as liberals to say sex without an emotional attachment is OK. They're less apt to have had rebound sex, to call themselves sexually adventurous, to watch sexually explicit movies, to discuss their fantasies, to have had sex outdoors, to have had sex on a first date or to have visited a porn site. At the same time, conservatives are slightly more likely than others to be very satisfied with their relationship and sex lives. Liberals, for their part, are more apt to be sexually adventurous.

In a presidential election year, it's tough not to look at political groups, even though differences here likely are standing in for other factors, such as sex, age, marital status and religiosity. With that proviso, Republicans are around 10 points more likely than Democrats to think about sex daily, to be very satisfied with their marriages and sex lives and to wear something sexy to spice things up; and less likely to say they've cheated.

In a more directly political context, Republicans are less apt to say premarital sex is OK, and 20 points less likely to say homosexuality is OK for some people.

OTHERS – There's a trove of other data in this survey. One result debunks the notion that parents of young children have sex less often; in fact the opposite is so, probably because parents of young kids are themselves young, and sexually active young adults have sex more often.

“Blondes have more fun” also goes the way of myth, at least sexually speaking: Blondes are no more apt than others to express satisfaction or excitement with their sex lives. Indeed blondes are a little less likely than other women to always have an orgasm, and a little more likely to have faked it.

Americans say they're more likely to have sex late at night (44 percent) than any other time of day. Three-quarters have no preference as to weekend or weekday sex, while 22 percent do say they're more apt to have sex on weekends. (“Twice on Sundays,” one respondent quipped.)

About a fifth of adults, 22 percent, sleep in the nude. As noted, men are more than twice as apt as women to do so. People who are less inhibited generally also are more apt to sleep in the buff, including those (disproportionately men) who describe themselves as sexually adventurous, who've had more than 10 sex partners in their lives, who've had sex on a first date, who fantasize and who call their sex lives very exciting.

Asked their sexual orientation, five percent describe themselves as either homosexual or bisexual. As noted, there's a broad difference among groups on whether homosexuality is "OK for some people." Overall 55 percent say it is, including 65 percent of young adults (and 70 percent of young singles), compared with 40 percent of seniors.

Finally, a sex survey can't be complete without a mention of Viagra and similar drugs. Six percent of sexually active Americans say they or their partner take such medications, with its use rising sharply after age 50. Among men 50 and over, 17 percent – one in six – get a little help.

METHODOLOGY – This ABC News Primetime Live survey was conducted by telephone, by female interviewers only, Aug. 2-9, 2004, among a random national sample of 1,501 adults. The results have a 2.5-point error margin for all respondents; as in any poll, sampling error is higher for subgroups. Sampling, data collection and tabulation by TNS of Horsham, Pa.

This survey was conducted in one-on-one telephone interviews with a representative sample of adult Americans who agreed to participate in a study of sexual attitudes and behavior. From the point initial respondents were informed of the subject matter, 92 percent went on to complete the entire questionnaire. The demographic composition of the sample closely matches that of ABC News surveys on other subjects, and the data reflect a high level of consistency across questions, and also with previous research.

The poll was conducted after a review of previous surveys, scientific and non-scientific, on sexual attitudes and behaviors. Many of the questions cover areas rarely if ever examined in national random-sample survey research. Some of the best-known surveys on sex – the Kinsey (1948 and 1953), Masters & Johnson (1966) and Hite (1976) reports – were not based on representative, random samples of the adult population.

Analysis by Gary Langer, with Cheryl Arnedt and Dalia Sussman.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollvault.html>.
Media contact: Adam Pockriss, (212) 456-7243.

Full results follow (*= less than 0.5 percent).

1. How satisfied would you say you are with your life overall at the present time - very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

		-----Satisfied-----			-----Dissatisfied----			No
		NET	Very	Somewhat	NET	Somewhat	Very	op.
8/9/04	All	88	55	33	11	6	5	1
	Men	89	54	36	9	6	4	1
	Women	87	57	30	13	7	5	1

2. How about when it comes to (ITEM), how satisfied do you feel at the present time - very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

8/9/04 - Summary Table

-----Satisfied----- -----Dissatisfied---- None No

	NET	Very	Somewhat	NET	Somewhat	Very	(vol.)	op.
a. Your job, if you work	61	36	26	10	7	4	28	1
b. Your health	87	53	34	12	7	5	NA	*
c. Your social life	87	52	36	13	8	5	NA	*
d. Your finances	72	27	45	27	16	11	NA	1
e. Your family life	92	68	24	8	5	3	NA	1
f. Your sex life All	76	50	26	14	7	7	9	1
Men	79	48	31	17	9	8	3	1
Women	73	51	21	11	5	6	15	1

3. Overall would you describe yourself more as (a fun-loving person) or more as a (serious type)?

	Fun-loving person	Serious type	Both (vol.)	Depends (vol.)	No op.
8/9/04 All	54	33	11	1	*
Men	54	34	10	2	*
Women	55	31	12	1	*

4. Where did you get most of your information about sex when you were a teen-ager? (Teachers at school), (Parents), (Other relatives), (Friends), (Movies and television), (Books and magazines), or some other source?

	Teachers	Parents	Other relatives	Friends	Movies/ TV	Books/ mags.	Other	No opin.
8/9/04 All	12	20	5	39	6	9	8	2
Men	11	12	4	44	7	9	10	2
Women	13	27	6	35	4	9	5	2

5-8 See teen survey.

9. Do you think it's OK or not OK for consenting adults to have sex before they're married?

	OK	Not OK	Depends (vol.)	No opin.
8/9/04 All	61	33	5	1
Men	68	26	5	1
Women	54	40	6	*

10. Do you think it's OK or not OK for teen-agers to engage in intimate sexual activity?

	OK	Not OK	Depends (vol.)	No opin.
8/9/04 All	16	76	8	*
Men	23	67	10	0
Women	10	84	6	*

11. In general, do you feel that homosexuality is OK for some people, or not OK?

	OK	Not OK	No opin.
8/9/04 All	55	42	3
Men	51	48	2
Women	59	37	3

12. Thinking of the sexual content you see on television and in movies, do you feel there is too much, not enough, or about the right amount?

		Too much	Not enough	Right amount	No opinion
8/9/04	All	73	3	22	2
	Men	62	5	31	2
	Women	84	*	14	2

13. How concerned are you personally that you might contract AIDS or some other sexually transmitted disease - very concerned, somewhat concerned, not too concerned or not concerned at all?

		-----Concerned-----			-----Not concerned-----			No
		NET	Very	Somewhat	NET	Not too	At all	op.
8/9/04	All	26	16	10	74	17	57	*
	Men	27	17	9	73	17	56	0
	Women	25	15	10	75	17	58	*

14. Are you yourself married and living with your spouse, not married but living with a partner in a committed relationship, separated, divorced, widowed, or never married?

		Married	Not married, committed	Separated	Divorced	Widowed	Never married	No op.
8/9/04		52	8	3	12	8	17	2

15. (IF MARRIED/LIVING TOGETHER) How long have you been (married to your spouse/living together)?

		<1 year	1-2 years	3-5 years	6-10 years	11+ years	No opin.
8/9/04		5	10	13	16	56	0

16. (IF MARRIED/LIVING TOGETHER) How satisfied are you in your (marriage/relationship): very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

		-----Satisfied-----			-----Dissatisfied----			No
		NET	Very	Somewhat	NET	Somewhat	Very	op.
8/9/04	All	97	81	16	3	3	*	*
	Men	98	83	15	2	2	0	*
	Women	96	79	17	4	4	*	0

17. (IF UNMARRIED OR NOT LIVING TOGETHER) Are you currently dating, or not?

		Yes	No	No opin.
8/9/04	All	36	64	0
	Young singles	54	46	0
	Older singles	29	71	0

18. (IF DATING) Are you dating one person exclusively, or are you dating more than one person?

		One person exclusively	More than one person	No opin.
8/9/04	All	80	19	1

19. (IF DATING) How satisfied are you in your dating relationship(s): very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

		-----Satisfied-----			-----Dissatisfied-----			No
		NET	Very	Somewhat	NET	Somewhat	Very	op.
8/9/04	All	88	57	31	12	7	5	*
	Men	85	50	35	14	7	7	1
	Women	90	63	27	10	7	3	0

20. Overall, what do you personally think is more enjoyable: (to be married), or (to be single and dating?)

		Married	Single and dating	Single and not dating (vol.)	No opin.
8/9/04	All	75	18	2	5
	Men	73	20	2	5
	Women	77	16	2	5

21. Confidentially and for statistical purposes only, are you currently involved in a sexual relationship, or not?

		Yes	No	No opin.
8/9/04	All	64	36	*
	Men	69	31	*
	Women	60	40	*

22. (IF SEXUALLY ACTIVE) In terms of sexual activity would you describe yourself more as (traditional), or more as (adventurous)?

		Traditional	Adventurous	No opin.
8/9/04	All	55	42	3
	Men	50	46	4
	Women	61	36	3

23. (IF SEXUALLY ACTIVE AND TRADITIONAL) Would you like to be more adventurous, or not?

		Yes	No	No opin.
8/9/04	All	29	68	3
	Men	30	67	3
	Women	29	69	3

24. (IF SEXUALLY ACTIVE) In terms of sexual activity would you describe (your spouse/your partner/the person you date) more as (traditional), or more as (adventurous)?

		Traditional	Adventurous	No opin.
8/9/04	All	58	41	1
	Men	61	37	1
	Women	54	45	1

25. (IF SEXUALLY ACTIVE AND PARTNER TRADITIONAL) Would you like (your spouse/your partner/the person you date) to be more adventurous, or not?

		Yes	No	No opin.
8/9/04	All	41	57	2
	Men	48	51	1
	Women	33	64	3

26. On average, how often do you think about sex - a few times a day, about once a day, once every few days, around once a week, or less often than that?

		-----Daily-----			-----Weekly-----			-----Less/Never-----			
		NET	Few times	Once	NET	Every few	Once a week	NET	Less often	Never (vol.)	No op.
8/9/04	All	51	27	24	29	17	12	18	16	2	1
	Men	70	43	27	22	13	9	7	6	1	1
	Women	34	13	22	35	22	14	28	25	3	2

27. Overall, how much do you enjoy sex: a great deal, somewhat, not too much or not at all?

		-Great deal/Somewhat-			----Not too/At all----			Never had sex (vol.)	No op.
		NET	Grt. deal	Smwt.	NET	Not too	At all		
8/9/04	All	89	70	19	8	4	5	1	1
	Men	95	83	12	5	3	2	*	*
	Women	84	59	25	12	5	7	1	2

28. Have you ever had sexual intercourse, or not?

		Yes	No	No opin.
8/9/04	All	97	3	*
	Men	98	2	0
	Women	97	3	*

29. (IF EVER HAD SEX) Have you had sexual intercourse in the last 12 months, or not?

NET table:

		-----Ever had sex-----				Never had sex	No opin.
		NET	-----Last 12-----				
			Yes	No	No op.		
8/9/04	All	97	78	19	*	3	*
	Men	98	86	12	*	2	0
	Women	97	70	26	1	3	*

30. (IF EVER HAD SEX) How old were you when you first had sexual intercourse?

		13 or less	14-15	16-17	18-19	20+	No op.	Avg.
8/9/04	All	8	15	29	26	20	2	18
	Men	13	16	27	23	17	3	17
	Women	4	13	31	28	23	2	18

31. (IF EVER HAD SEX) Do you think that was too young, too old, or about the right age?

		Too young	Too old	About the right age	No opin.
8/9/04	All	44	3	53	*
	Men	37	6	57	*
	Women	50	1	49	*

32. (IF EVER HAD SEX) Have you ever had sex on a first date, or not?

	Yes	No	No opin.
8/9/04 All	29	70	1
Men	42	57	1
Women	17	83	*

33. (IF HAD SEX IN THE LAST TWELVE MONTHS) On average how often do you have sex - every day, several times a week, about once a week, closer to once a month, or less often than that?

	NET	-Every day/several times-			--Once a month/less--			No op.
		Every day	Several times/week	Once a week	Once a month	Less often		
8/9/04 All	41	6	35	34	24	13	11	1
Men	43	8	35	35	21	13	8	1
Women	39	4	35	33	27	13	14	1

34. (IF EVER HAD SEX) Would you like to have sex more often than you do now, less often, or is it about right?

	More often	Less often	About right	No opin.
8/9/04 All	34	2	61	2
Men	41	*	58	1
Women	28	4	64	4

35. (IF HAD SEX IN THE LAST TWELVE MONTHS) How many sex partners have you had in the last 12 months?

	One	2-4	5+	No opin.	Avg.	Median
8/9/04 All	86	11	3	0	1	1
Men	82	14	5	0	2	1
Women	90	8	2	0	1	1

36. (IF EVER HAD SEX) Thinking back to when you first became sexually active, how many sex partners have you had altogether?

	One	2-4	5-10	11-20	21+	No opin.	Avg.	Median
8/9/04 All	19	25	28	12	12	6	13	5
Men	12	16	26	18	20	8	20	8
Women	25	33	29	6	4	3	6	3

37. (IF HAD SEX IN LAST 12 MONTHS) Would you describe your sex life as - just say the number - 1) very exciting, 2) somewhat exciting, 3) not too exciting, or 4) not exciting at all?

	NET	-----Exciting-----		-----Not exciting-----			No op.
		Very	Somewhat	NET	Not too	At all	
8/9/04 All	87	36	50	13	10	4	*
Men	90	39	51	10	7	3	0
Women	83	33	50	17	12	5	*

38. (IF HAD SEX IN LAST 12 MONTHS) To enhance your sex life, do you and your partner ever (ITEM), or not?

8/9/04 - Summary Table

	Yes	No	No opin.
a. Watch sexually explicit movies All	30	70	*

	Men	31	69	*
	Women	30	70	0
b. Wear something sexy	All	66	34	*
	Men	61	38	*
	Women	71	29	0
c. Talk about your fantasies	All	51	49	*
	Men	51	49	*
	Women	51	49	*

39. Within the last few years, have you (ITEM), or not?

8/9/04 - Summary Table

		Yes	No	No opin.
a. looked at a sexually explicit Web site on the Internet	All	21	79	0
	Men	34	66	0
	Women	10	90	0
b. had sex talk in an Internet chat room	All	4	96	0
	Men	5	95	0
	Women	2	98	0
c. Had an emotionally close but not physical relationship with a co-worker, friend or neighbor of the opposite sex	All	24	76	*
	Men	27	73	0
	Women	21	79	*

40. If a person who's married or in a committed relationship (ITEM), would you consider that being unfaithful, or not?

8/9/04 - Summary Table

		Yes	No	No opin.
a. looks at a sexually explicit Web site on the Internet	All	34	63	3
	Men	25	71	4
	Women	42	55	3
b. has sex talk in an Internet chat room	All	64	33	4
	Men	54	42	3
	Women	72	24	4
c. Has an emotionally close but not physical relationship with a co-worker, friend or neighbor of the opposite sex	All	46	50	4
	Men	43	53	4
	Women	49	47	4

41. (and 45) (IF EVER MARRIED OR LIVING TOGETHER) Have you ever had sex with someone other than your (spouse/partner) while you were (married/in this relationship)? (IF NEVER CHEATED) Have you ever had any sexual activity short of intercourse with someone other than your (spouse/partner) while you were (married/in this relationship)?

Q41/45 NET Table:

	Yes	No	No opin.
8/9/04 All	16	84	*
Men	21	78	1
Women	11	88	*

	Yes	No	No opin.
Q41, sex	14	86	*
Q45, sexual activity	2	97	*

42. (IF NEVER CHEATED) Have you ever fantasized about doing that, or not?

Q41/42 NET Table:

	Yes	No	Cheated in Q41	No opin.
8/9/04 All	30	55	14	*
Men	39	42	17	*
Women	23	66	10	*

43. (IF CHEATED) Did you do this mainly to fulfill (an emotional need) or (a physical desire)?

	Emotional need	Physical desire	Both (vol.)	Neither (vol.)	No opin.
8/9/04	33	45	12	3	8

44. (IF CHEATED) Did you ever do this with (ITEM)?

8/9/04 - Summary Table

	Yes	No	No opin.
a. a co-worker	37	63	0
b. a friend	69	31	0
c. a neighbor	15	85	0
d. Someone you just met	39	61	0

45. See 41

46. (IF NEVER CHEATED) If you knew you'd never be caught, would that make you more likely to have sex with someone other than your (spouse/(partner)), or wouldn't it make much difference?

	More likely	Wouldn't make much difference	No opin.
8/9/04 All	3	95	2
Men	4	94	2
Women	2	96	1

47. (IF SEXUALLY ACTIVE) Are you or is your partner taking Viagra or a similar medication, or not? (IF YES) Would you say it's made your sex life better, worse, or had no effect? (IF BETTER) Is that much better, or only somewhat better?*

	Yes	No	No opin.
8/9/04	6	94	*

*Insufficient N for followup data

48. (IF EVER HAD SEX) Thinking about the time since your 18th birthday, have you ever had sex with a person you paid for sex?

	Yes	No	No opin.
8/9/04 All	8	92	0
Men	15	85	0
Women	1	99	0

49. (IF EVER HAD SEX) Have you ever had sex with someone just to get back at someone else - something some people call "revenge sex" - or not?

	Yes	No	No opin.
8/9/04 All	9	90	*
Men	10	90	*
Women	9	91	0

51. (IF EVER HAD SEX) Have you ever had sex with someone just to help you get over a failed relationship - something some people call "rebound sex" - or not?

	Yes	No	No opin.
8/9/04 All	21	78	*
Men	23	76	1
Women	20	80	0

52. Comparing (oral sex) to (sexual intercourse), which do you think is a MORE intimate activity: (oral sex), (sexual intercourse), or are they both equally intimate?

	Oral sex	Sexual intercourse	Both equally	No opin.
8/9/04 All	7	39	50	4
Men	6	39	52	3
Women	7	39	48	5

53. Do you think it's OK or not OK for a person to have oral sex with someone they don't have an emotional relationship with - I mean, just doing it for the sex?

	OK	Not OK	No opin.
8/9/04 All	24	73	3
Men	34	62	4
Women	14	84	2

54. How about intercourse - do you think it's OK or not OK for a person to have sexual intercourse with someone they don't have an emotional relationship with?

	OK	Not OK	No opin.
8/9/04 All	25	73	2
Men	35	63	2
Women	15	83	1

55. (IF EVER HAD SEX) Do you prefer to have sex with some lights on, or with the lights off?

	Lights on	Lights off	No preference (vol.)	No opin.
8/9/04 All	21	39	38	2

Men	29	27	42	1
Women	14	51	33	2

56. What do you usually wear when you are sleeping at night?

		Nothing/ nude	Under- wear	Nightgown/ Pajamas	Shorts/ t-shirt	Sweatshirt/ sweatpants	Something else	No op.
8/9/04	All	22	16	34	23	1	2	1
	Men	31	31	13	21	1	3	1
	Women	14	2	55	25	2	1	1

57. (IF HAD SEX IN LAST TWELVE MONTHS) What time of day do you usually have sex - in the morning, afternoon, evening or late at night?

		Morning	Afternoon	Evening	Late at night	Anytime (vol.)	No opin.
8/9/04	All	11	3	23	44	19	*
	Men	10	2	25	41	22	1
	Women	12	3	21	47	17	*

58. (IF HAD SEX IN LAST TWELVE MONTHS) Are you more likely to have sex (on weekends), (during the week), or is there no difference?

		Weekdays	Weekends	No difference	No opin.
8/9/04	All	1	22	77	*
	Men	2	21	77	*
	Women	1	23	76	*

59. and 60 (IF EVER HAD SEX) For each item I name, please tell me whether that's something you've done, or not. (IF NO TO ITEM ABOVE) Is that something you've ever fantasized about, or not?

Q59/60 NET:

8/9/04 - Summary Table

		Have done	--Have not done--			No op.
		NET	Fant.	Never fant.		
a.	Had sex in a threesome	All 14	86	21	65	*
		Men 19	80	33	47	1
		Women 8	91	9	82	*
b.	Had sex outdoors or in a public place	All 57	43	6	37	*
		Men 62	37	7	30	0
		Women 51	48	4	44	*
c.	Had sex at your workplace, if you work	All 12	87	10	77	*
		Men 17	83	12	70	*
		Women 8	90	7	83	0
d.	Had an unexpected sexual encounter with someone new	All 27	73	15	57	*
		Men 35	64	20	44	*
		Women 19	79	10	70	*

61. (IF HAD SEX IN LAST 12 MONTHS) Including foreplay, on average how long do you spend having sex?

		--30 minutes or less-			-----More than 30 minutes-----							
		NET	15/less	16-30	NET	31-59	NET	1 hr.	2+ hrs.	No op.	Avg.	Med.
8/9/04	All	39	9	30	53	11	41	28	14	9	65	45
	Men	36	8	28	55	11	43	28	16	9	73	45
	Women	41	10	31	50	11	39	27	12	9	56	45

62. (IF HAD SEX IN LAST 12 MONTHS) Would you like to have sexual foreplay last longer than it usually does, shorter, or is it about right?

		Longer	Shorter	About right	No opin.
8/9/04	All	17	2	80	1
	Men	16	2	81	1
	Women	18	2	79	*

63. (IF HAD SEX IN LAST 12 MONTHS) How often do you have an orgasm when you have sex: always, most of the time, only some of the time, or hardly ever?

		-----Always/Most-----			-----Some/Hardly/Never-----			No op.
		NET	Always	Most of the time	NET	Some of the time	Hardly ever/ Never (vol.)	op.
8/9/04	All	87	54	33	13	9	4	*
	Men	97	74	23	3	3	*	*
	Women	75	30	45	24	16	7	1

64. (IF EVER HAD SEX) Have you ever faked an orgasm, or not?

		Yes	No	No opin.
8/9/04	All	30	70	*
	Men	11	89	*
	Women	48	51	*

65. (ASK IF EVER FAKED ORGASM) What's the main reason you did that?

	8/9/04
To please partner	26
To hurry up/get done	22
To not hurt partner's feelings	10
Was tired	9
Sex was not satisfying	7
Boredom	3
Not in the mood	2
Too young/inexperienced	2
Just wanted to	1
Sick/on medication	*
Other	4
No opinion	12

(Verbatims available)

END