

# Global *Survey* 2001



Global survey into sexual attitudes and behaviour

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### How the research was conducted

The 2001 Global Survey is the largest ever research project undertaken by Durex. Now in its sixth year, the project has doubled in size since it was first launched and was this year carried out in 28 countries - selected by Durex to represent its global universe. A total of 18,500 sexually and non-sexually active adults aged 16 to 55 were surveyed, split equally between men and women. The interview method selected in each country was designed to maximise respondent co-operation and encourage honest answers. Responses are analysed by sex, age and marital status giving a detailed picture of behavioural differences.

## Introduction

The 2001 Durex Global Survey reveals that despite the worldwide spread of HIV/AIDS and the increasing number of people with sexually transmitted infections (STIs) almost half the global population (46%) remains unconcerned about becoming infected.

And coming at a time when the United Nations has called for international action to fight the pandemic, the statistics are cause for concern.

Almost four in 10 (38%) are still taking no measures to protect themselves from HIV/AIDS or another STI, and the 2001 Global Survey also reveals stark differences in the attitudes of people within individual nations.

The UN has outlined that education is key in fighting HIV/AIDS and the survey reveals that globally 85% of 16-20 year olds are now learning about sex in school - significantly more than previous generations.

And it seems that although there are wide variations in the way sex education is taught across the world, young people are listening with 16-20 year olds showing greater personal concern about HIV/AIDS than any other age group.

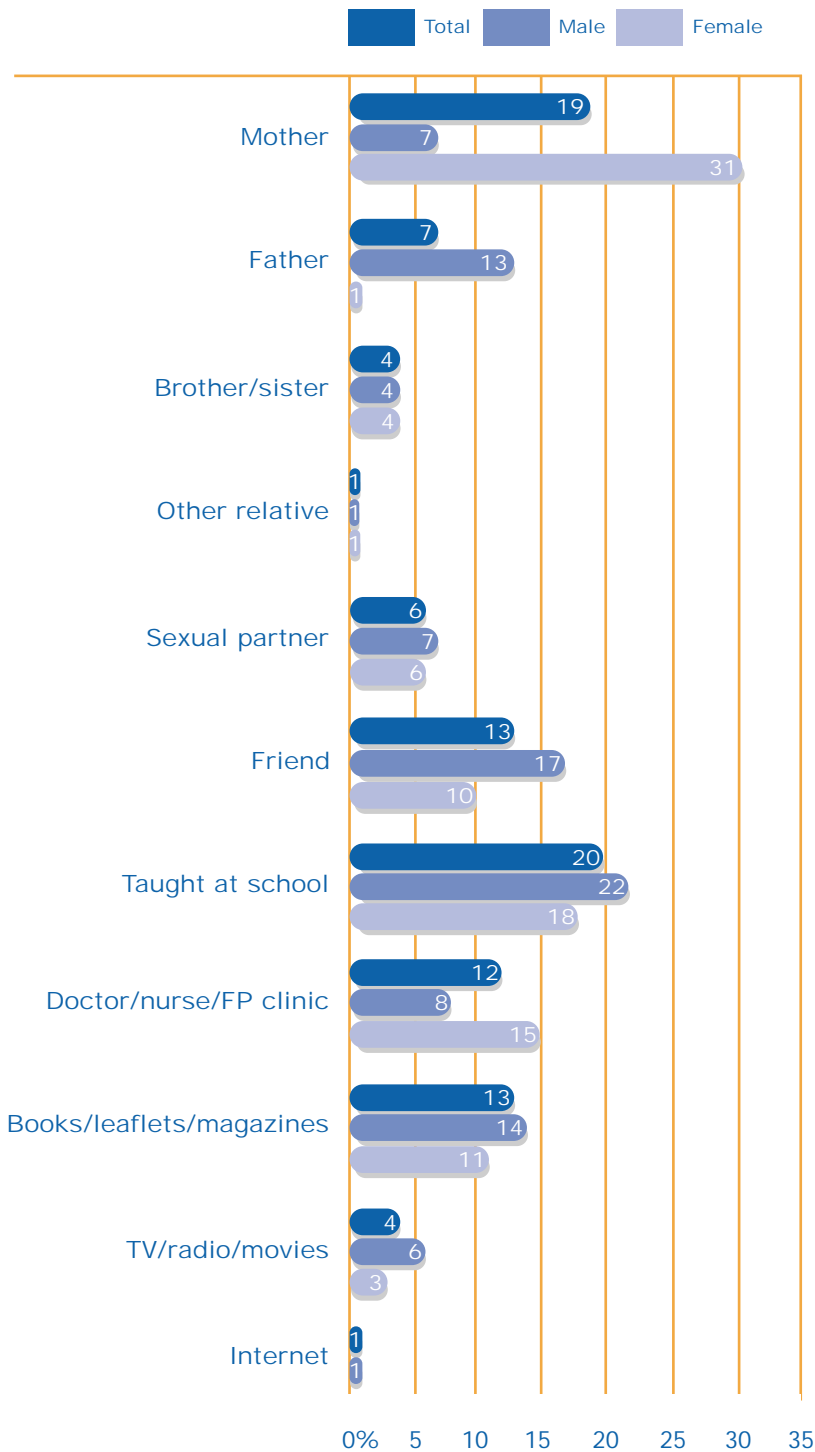
Just 7% admit they don't use contraception, compared with almost three in 10 of the over 45s (28%), and almost two thirds (64%) use condoms to protect themselves from STIs and unplanned pregnancies.

## Sex education in school



- Three in 10 people claim they did not receive sex education in school.
- Younger people are more likely to have learned the facts of life in the classroom - 85% of 16-20 year olds compared with 49% of the over 45s.
- The average age across the world for first receiving sex education in school is 13.9, however 7% said they were 10 or under.
- Today's 16-20 year olds were first taught about sex at an average age of 13.1 - more than a year earlier than the over 45s (14.7).
- The age of learning about sex in school varies across the world with people in India (16.1), China (15.9), Malaysia and Thailand (both 15.6) being taught latest.
- Sex education is taught earliest in Holland (12.5), Japan, Mexico and Britain (all 12.6) and Germany (12.8).
- However, in some countries people are more likely to have learned about sex from sources other than school. Eight in 10 Greeks claim not to have had sex education at school, compared with 68% of Russians and two thirds of Italians.
- Just 1% of Thais, 6% of Taiwanese and 12% of Americans claim not to have received sex education in the classroom.

## Preferred source of sex education



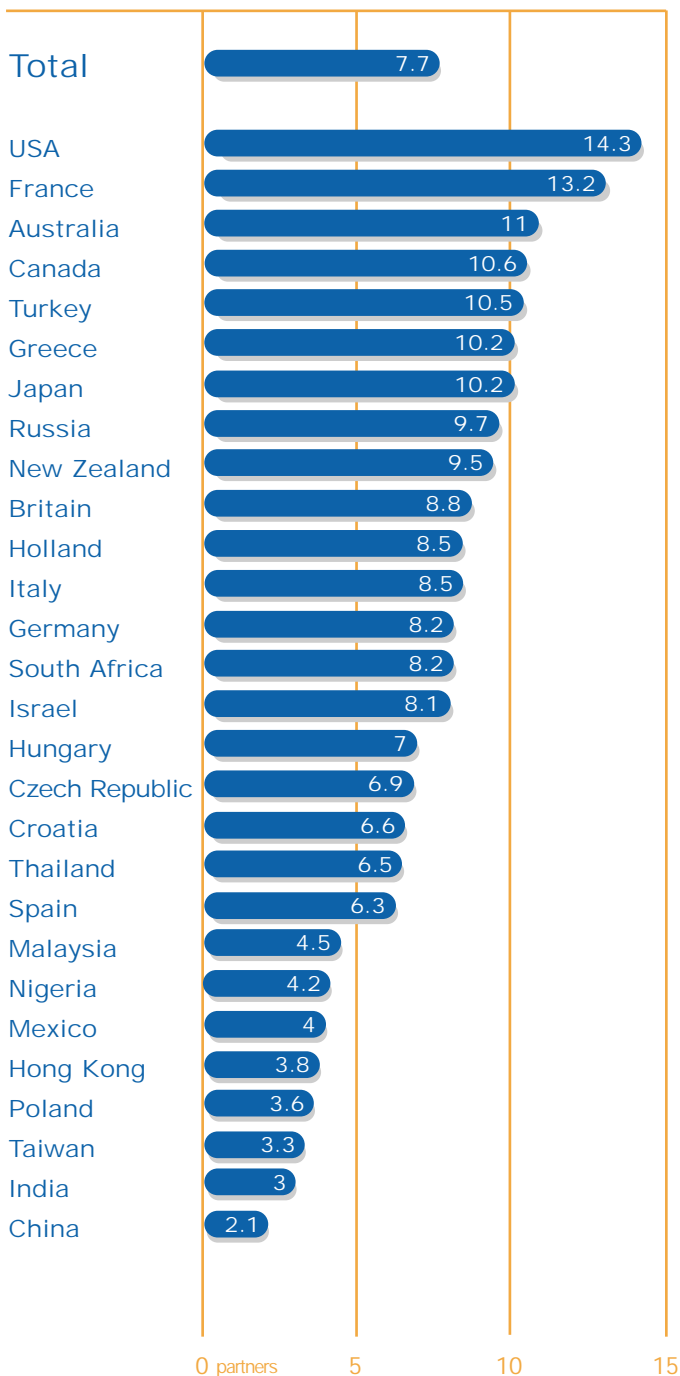
- A fifth of people would prefer to learn about sex in school rather than from any other source.
- However, 19% would like to receive sex education from their mother, while 13% prefer to learn from either friends or books, leaflets and magazines.
- Women would rather learn from their mothers - 31% compared with 7% of men.
- Men would prefer to be taught in school - 22% compared with 18% of women.
- Younger age groups would prefer to learn about sex in school - 23% of 16-20 year olds, compared with 18% of the over 45s.
- More than a fifth of the over 45s (21%) would have preferred to learn from their mothers, compared with 17% of 16-20 year olds.
- Preferences on learning about sex vary across the world. While the Australians, Japanese and British prefer to learn in school, the Poles, Americans and Dutch would rather receive sex education from their mothers.
- The Chinese and Croatians would prefer to use books, leaflets and magazines, while Nigerians would rather learn from friends.

## Getting started



- People worldwide are having sex for the first time at an average age of 18.
- Almost a third (32%) admit they were 16 or under when they lost their virginity.
- Young people continue to have sex for the first time at a younger age than previous generations. While the over 45s were 18.7 and those aged 25-34 were 17.9, 16-20 year olds were an average age of 16.
- Men are slightly younger than women when they have sex for the first time - 17.6 compared with 18.4.
- The Americans are having sex younger than those in any other country (16), followed by the Germans (16.6), French (16.7), British and New Zealanders (both 16.9).
- People in China are the oldest (22) followed by those in Taiwan (20.6), India (20.3) and Malaysia (20).
- More people in America had sex at the age of 16 or under than any other country - six in 10 compared with 51% of Germans and 50% of the French and New Zealanders.

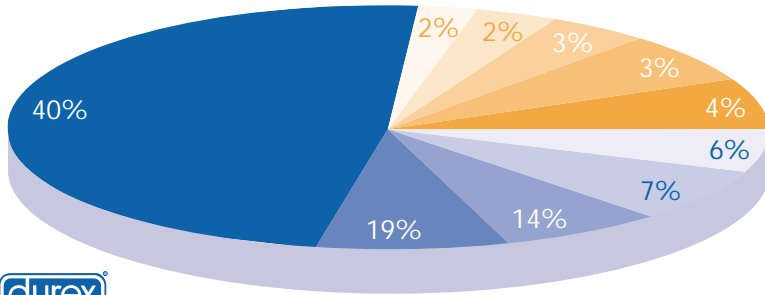
## Number of sexual partners



- People around the world who are sexually active have an average of 7.7 sexual partners.
- Almost three in 10 (28%) have only had one partner, while 16% have had sex with more than 10 people.
- Men claim to have significantly more partners than women - 10.7 compared with 4.6.
- And just 18% of men have only had one partner, compared with almost four in 10 women (39%).
- Those aged 16-20 have already had 4.7 partners, while those aged 35-44 and the over 45s have had sex with 8.7 people.
- The Americans have had more partners than anyone else - 14.3 compared with the French (13.2), Australians (11) and Canadians (10.6).
- The Chinese have had the fewest sexual partners - 2.1 compared with the Indians (3), Taiwanese (3.3) and Poles (3.6).
- In India 77% of people have only had one partner, compared with seven in 10 in China and 52% in Taiwan.
- Just 11% of people in France, Germany and America have only had sex with one person.

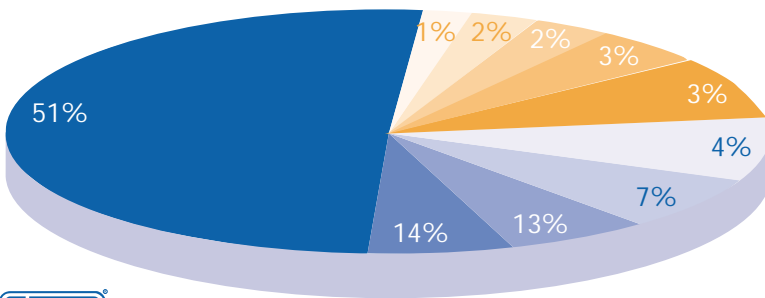
## Main method of contraception

### Total



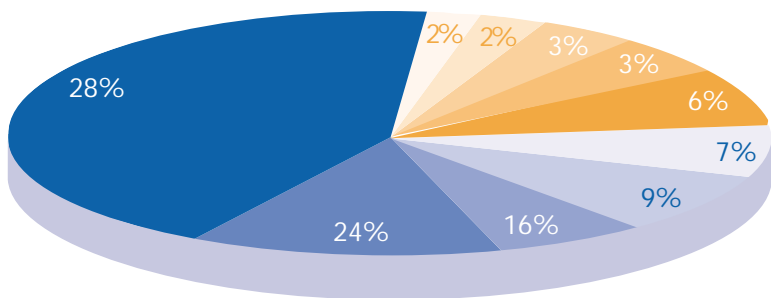
Base: all sexually active adults

### Male

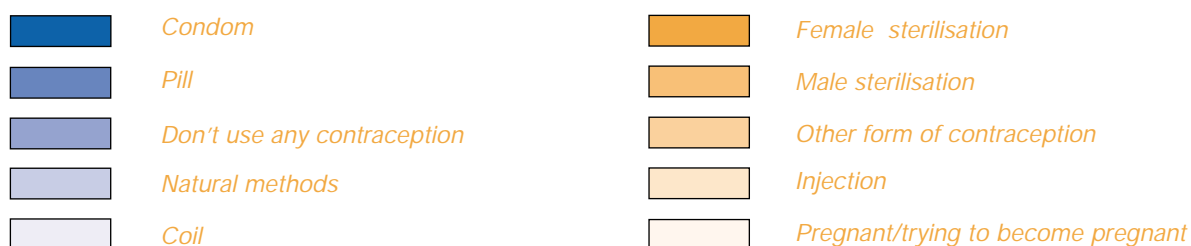


Base: all sexually active males

### Female



Base: all sexually active females

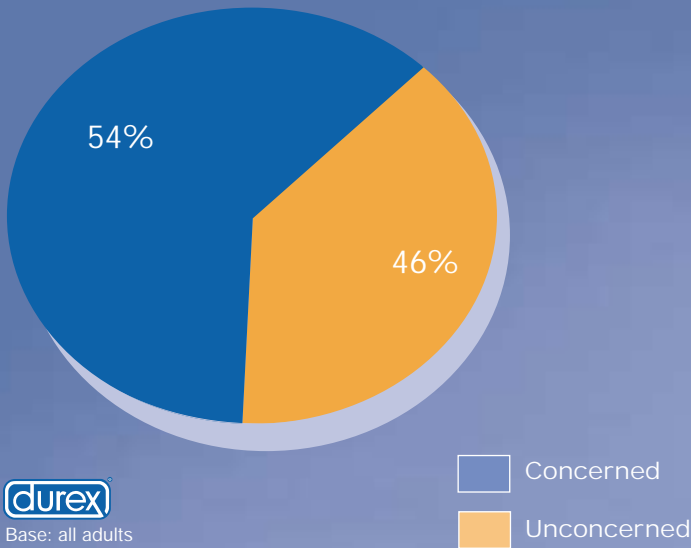


- The condom is the most popular form of contraception globally with four in 10 choosing it ahead of any other form of protection.
- It is most popular among 16-20 year olds. Almost two thirds (64%) choose condoms, compared with 26% of the over 45s.
- Almost a fifth (19%) of people around the world use the pill as their main form of contraception.
- Fourteen per cent use no contraception at all and 7% use natural methods.
- The over 45s are more likely than younger people to take risks by not using contraception - 28% compared with 7% of 16-20 year olds.
- Israelis are more likely than any other nationality not to use contraception - 40% choose not to protect themselves compared with 23% of Croatians and 21% of Poles.
- The condom is most popular in Japan (76%), Greece (64%), Spain and Taiwan (both 58%).
- The pill is most favoured in Germany (50%), Hungary (43%), Holland and France (both 38%).

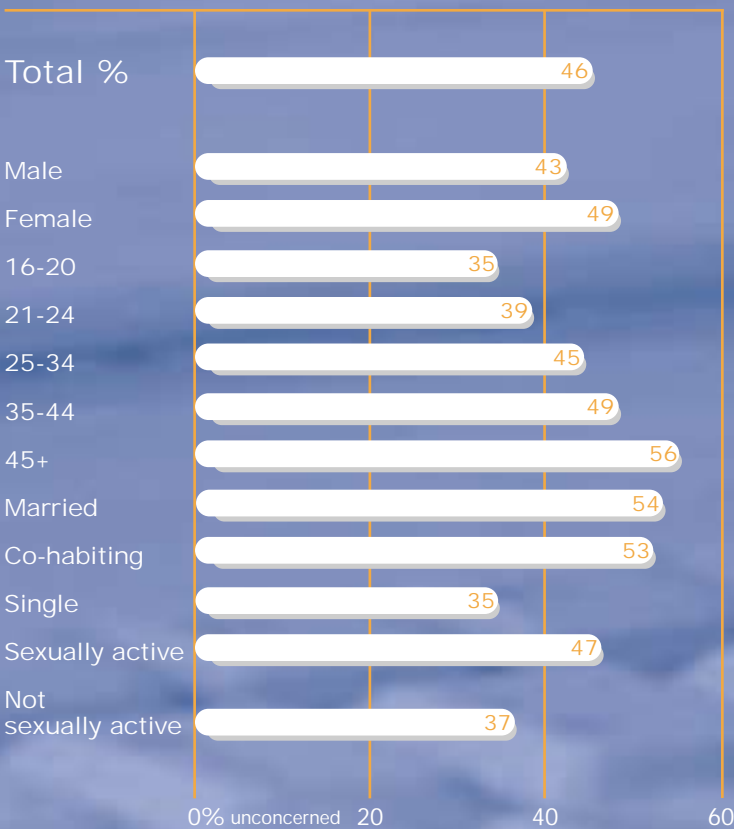
## Main method of contraception

	Condom	Pill	Coil	Female sterilisation	Male sterilisation	Natural methods	Injection	Emergency contraception/ morning after pill	Other contraception	Don't use any contraception	Pregnant/trying to become pregnant
<b>Total %</b>	40	19	6	4	3	7	2	0	3	14	2
Australia	24	28	1	9	17	4	1	0	2	9	5
Britain	27	24	5	7	11	3	3	1	1	14	4
Canada	40	23	1	9	7	3	1	0	1	13	2
China	44	2	32	7	1	3	0	0	3	7	1
Croatia	29	7	11	0	0	25	0	1	2	23	2
Czech Republic	24	33	10	1	0	13	0	3	3	13	0
France	28	38	9	2	0	3	0	0	2	16	2
Germany	27	50	6	5	3	2	0	0	0	6	1
Greece	64	4	4	1	0	14	0	0	1	11	1
Holland	25	38	4	5	12	2	1	0	1	10	2
Hong Kong	51	17	2	3	1	6	7	2	0	9	2
Hungary	26	43	11	2	0	3	0	1	1	12	1
India	43	6	1	14	3	10	0	0	4	15	4
Israel	23	25	7	0	0	0	0	0	1	40	4
Italy	41	23	3	0	0	14	0	0	2	14	3
Japan	76	1	1	0	1	3	1	1	3	12	1
Malaysia	48	5	0	1	0	20	0	2	3	19	2
Mexico	39	6	12	9	1	5	2	0	3	20	3
New Zealand	36	25	2	7	9	3	4	0	3	8	3
Nigeria	49	10	0	1	0	8	4	0	3	20	5
Poland	43	15	4	0	0	12	0	0	4	21	1
Russia	37	9	15	1	0	14	0	0	5	17	2
South Africa	48	19	0	5	2	2	10	0	1	11	2
Spain	58	14	4	3	4	2	0	0	2	12	1
Taiwan	58	3	8	5	0	5	0	1	5	13	2
Thailand	43	23	2	9	2	6	4	1	2	7	1
Turkey	42	10	15	0	0	9	1	0	3	18	2
USA	46	16	1	8	4	4	2	0	1	15	3

## Concern over HIV/AIDS and other STIs



**durex**  
Base: all adults



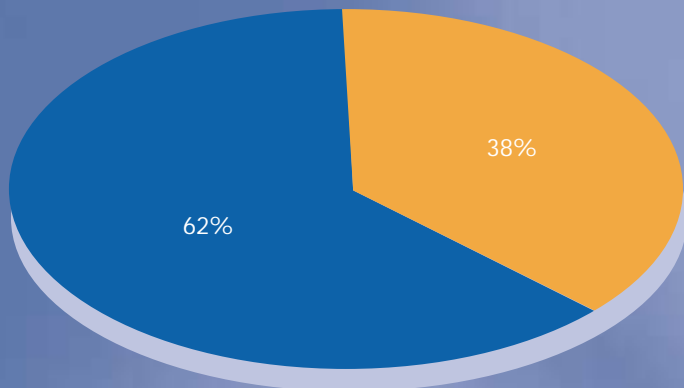
- Almost half those questioned (46%) said they are not personally concerned about contracting HIV/AIDS or another STI.
- Women are slightly less concerned than men - 49% admit they don't worry compared with 43% of men.
- Married people are less worried than those who are single - 54% compared with 35%.
- Those aged 16-20 are more concerned than any other age group. Almost two thirds (65%) said they worry, compared with 55% of 25-34 year olds and 44% of those over 45.
- Concern is higher among those who have not had sex - 63% admit they are worried, compared with 53% of those who are sexually active.

## Concern over HIV/AIDS and other STIs

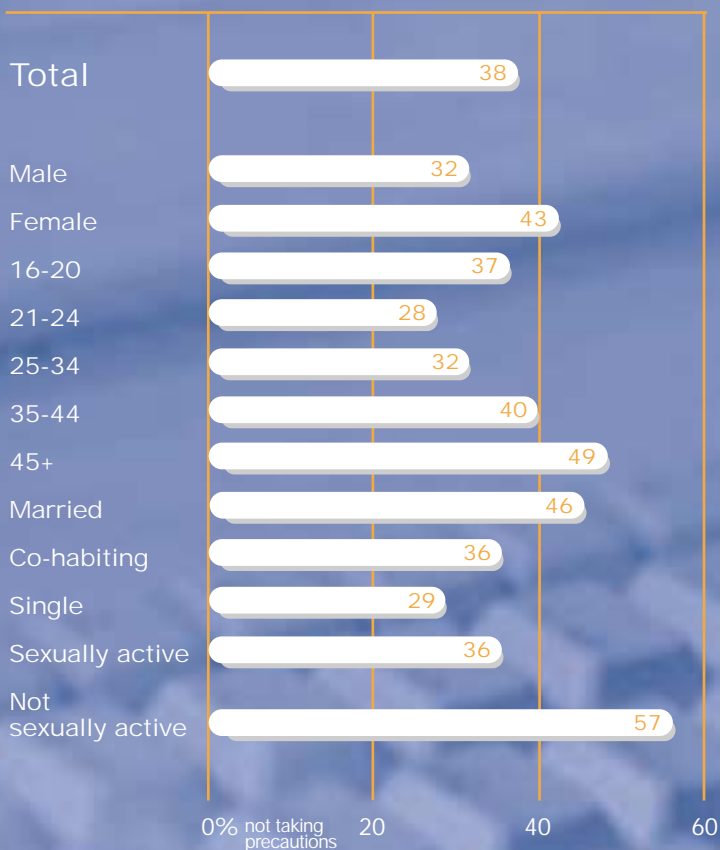
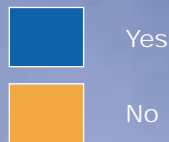


- People in Poland are less likely than those in any other nation to worry about contracting HIV/AIDS or another STI - almost eight in 10 (79%) admit they are unconcerned.
- The French (72%) and Hungarians (68%) also show lower levels of concern.
- Turks are the most likely to worry - 98% admit they are concerned.
- People in Nigeria (95%) and Hong Kong (92%) also show a high level of concern.

## Protection against HIV/AIDS



**durex**  
Base: all adults



**durex**  
Base: all adults

- Almost four in 10 people (38%) admit they do not take measures to prevent contracting HIV/AIDS or another STI.
- Women are less likely to take precautions than men - 43% admit they don't, compared with 32% of men.
- It's the over 45s who are least likely to take measures to protect themselves - 49% compared with 37% of those aged 16-20 and 28% of 21-24 year olds.
- The Taiwanese (59%), Germans (57%) and Chinese and Poles (both 54%) are least likely to take preventative measures.
- South Africans and Nigerians (both 81%) and Thais (77%) are most proactive when it comes to protecting themselves.

## Preventative measures

	Stay faithful to one partner	Always use condom with regular partner	Always use condom with new partner	Quiz partner(s) about sexual history	Always use condoms for casual sex	Take regular AIDS tests	Insist partner(s) take - takes AIDS tests	Not have sex
Total %	62	25	27	12	20	7	4	7
Australia	75	17	33	16	28	5	4	7
Britain	76	30	37	15	26	4	2	6
Canada	69	25	33	22	23	15	9	11
China	71	26	12	4	12	2	0	2
Croatia	68	11	13	16	11	1	2	9
Czech Republic	70	15	19	22	21	3	1	3
France	60	27	49	21	21	16	9	2
Germany	65	19	52	19	35	17	10	2
Greece	46	34	43	11	32	7	3	4
Holland	71	13	33	17	28	4	2	3
Hong Kong	53	29	26	12	20	2	2	3
Hungary	80	10	18	5	12	1	0	4
India	63	25	17	10	15	12	10	15
Israel	49	27	24	11	18	4	3	4
Italy	48	26	33	10	15	4	1	4
Japan	62	59	49	18	46	11	12	3
Malaysia	56	23	18	14	15	7	6	19
Mexico	61	36	16	11	11	6	7	5
New Zealand	68	27	35	13	22	5	4	13
Nigeria	55	22	17	4	14	1	2	12
Poland	63	23	23	7	7	0	0	4
Russia	67	18	25	9	14	6	3	1
South Africa	69	32	29	6	14	14	9	2
Spain	51	40	25	8	19	4	2	6
Taiwan	59	33	13	5	12	2	3	7
Thailand	50	18	22	9	40	5	7	3
Turkey	52	19	21	4	15	3	1	15
USA	59	29	28	15	15	15	8	16

- Of those people taking measures to protect themselves from HIV/AIDS, more than six in 10 (62%) stay faithful to one partner.
- A quarter always use a condom with a regular partner, while 27% always use one with a new partner.
- Seven per cent of people choose not to have sex, while 11% take a regular AIDS test or insist their partners take one.
- Women are more likely than men to stay faithful, while men are more likely than women to use condoms to protect themselves.
- Staying faithful is a more popular measure with the over 45s than with any other age group, while 16-20 year olds are more likely to use condoms.
- Taking AIDS tests is most common with individuals in Germany (17%), France (16%), the USA and Canada (both 15%).
- The number of people choosing not to have sex to protect themselves from HIV/AIDS and other STIs is highest in Malaysia (19%), the USA (16%), Turkey and India (both 15%).

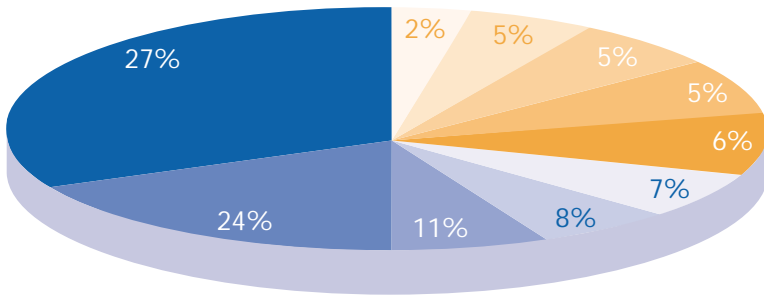
## Frequency of sex



- On average, people across the world are having sex 97 times a year.
- Almost six in 10 (59%) claim to make love at least once a week, while 4% say they have sex every day.
- Men claim to be more sexually active than women - 102 times a year compared with 91.
- Those aged 21-34 are having sex the most - 113 times a year, compared with 70 for the over 45s.
- People living together (145) have sex more often than those who are either married (100) or single (86).
- The Americans have sex more than any other nation at an average of 124 times a year, followed by the Greeks (117), South Africans and Croatians (both 116) and New Zealanders (115).
- People in Japan (36), Hong Kong (63), Taiwan (65) and China (72) have sex the least.
- One in 10 people have never had sex.

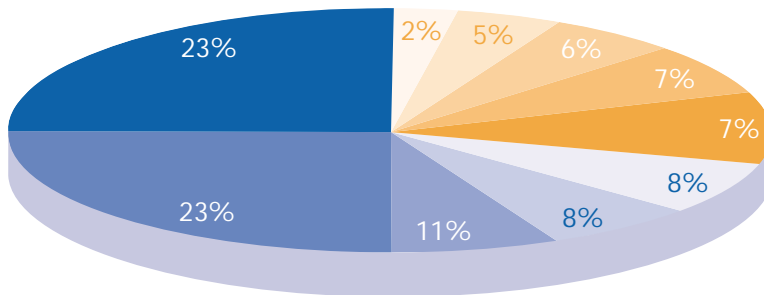
## Where would you most like to have sex?

Total



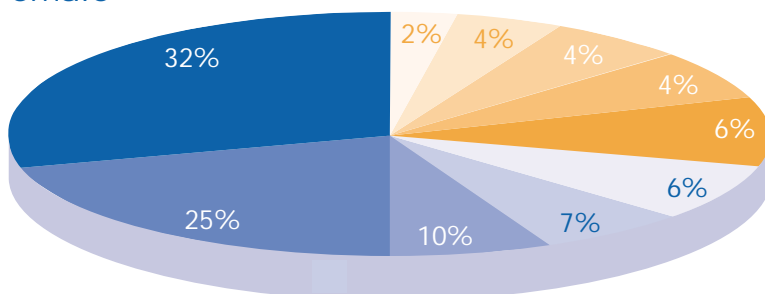
**durex**  
Base: all adults

Male



**durex**  
Base: all males

Female



**durex**  
Base: all females

- More than a quarter of people (27%) would like to have sex on a beach, ahead of a jacuzzi, spa or hot tub (24%) or in the woods (11%).
- Eight per cent would like to have sex in a car, while 7% prefer a swimming pool.
- The over 45s are more likely to want to make love in the woods or in a field than any other age group. Cars and swimming pools are more popular with 16-20 year olds than with any other age group.
- People in Hong Kong would rather have sex in the office than anywhere else, while Nigerians would prefer a swimming pool.
- Russians would prefer to be in the woods, while the Taiwanese opt for sex in a car.

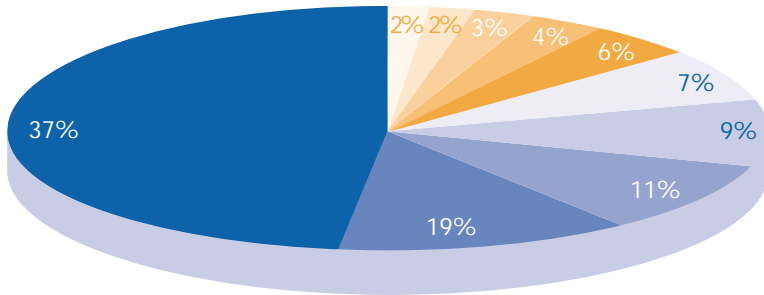


# Lifestyle preferences

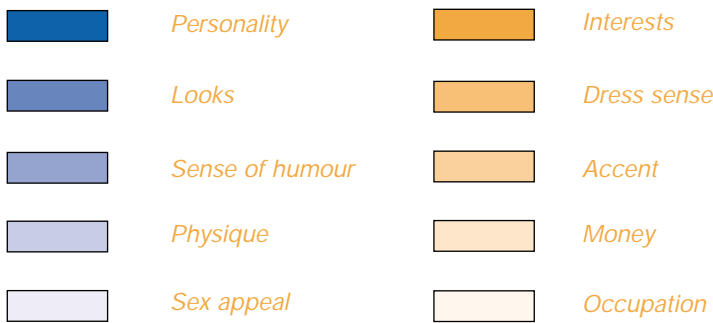
	Champagne	Chocolates	Going out with friends	Playing sport	Sex	Shopping	Sleeping	Watching sport	Watching TV	Working	Surfing the internet
Total %	3	6	22	10	19	10	7	5	9	7	2
Australia	3	6	23	10	32	7	5	2	6	4	2
Britain	6	9	22	7	31	8	4	3	5	3	2
Canada	3	6	23	10	32	7	5	2	6	4	2
China	2	5	12	7	5	12	10	10	23	9	5
Croatia	3	8	21	10	21	12	5	4	6	9	1
Czech Republic	5	6	23	10	17	7	16	6	6	3	1
France	8	12	26	6	30	5	4	2	4	2	1
Germany	5	5	25	8	33	5	8	3	3	3	2
Greece	1	6	35	10	23	9	4	3	2	7	0
Holland	3	5	16	7	36	13	4	1	4	3	8
Hong Kong	1	5	17	12	3	21	7	13	13	3	5
Hungary	3	9	25	7	19	8	8	4	13	4	0
India	1	4	21	8	3	13	2	3	14	30	1
Israel	2	4	20	8	23	12	6	6	13	3	3
Italy	3	8	20	9	38	10	4	2	2	3	1
Japan	1	2	21	15	7	13	20	8	7	4	2
Malaysia	2	4	22	14	4	13	6	6	17	8	4
Mexico	1	2	18	20	6	10	3	6	11	21	2
New Zealand	5	6	33	12	18	8	3	3	3	6	3
Nigeria	1	6	17	11	7	7	6	11	16	17	1
Poland	3	8	19	7	15	12	6	6	16	7	1
Russia	6	9	25	6	15	6	5	5	11	11	1
South Africa	3	3	21	8	15	14	2	7	14	12	1
Spain	2	2	35	9	35	6	6	1	2	2	0
Taiwan	5	4	22	20	3	8	8	5	16	6	3
Thailand	3	4	10	14	4	7	20	6	18	13	1
Turkey	3	6	24	12	17	12	6	3	7	9	1
USA	6	7	16	6	33	14	5	3	4	4	2

- People around the world would rather go out with friends than have sex - 22% compared with 19%.
- A further 10% would prefer to either play sport or go shopping.
- Men would prefer to have sex - 28% compared with 10% of women, while women would rather go out with friends - 26% compared with 18% of men.
- Women are more likely to prefer shopping - 17% compared with 2% of men, while men prefer playing sport - 14% compared with 6% of women.
- Surfing the internet and watching sport are the least favourite activities for women, while men are least likely to prefer shopping or chocolate.
- The over 45s are more likely than any other age group to prefer to work or watch TV, while going out or playing sport are more popular with 16-20 year olds than older people.
- Australians and Italians would rather have sex, while Indians and Mexicans would prefer to work.
- The Thais would prefer to sleep, while the Chinese like to watch TV.

# What attracts you to a partner?



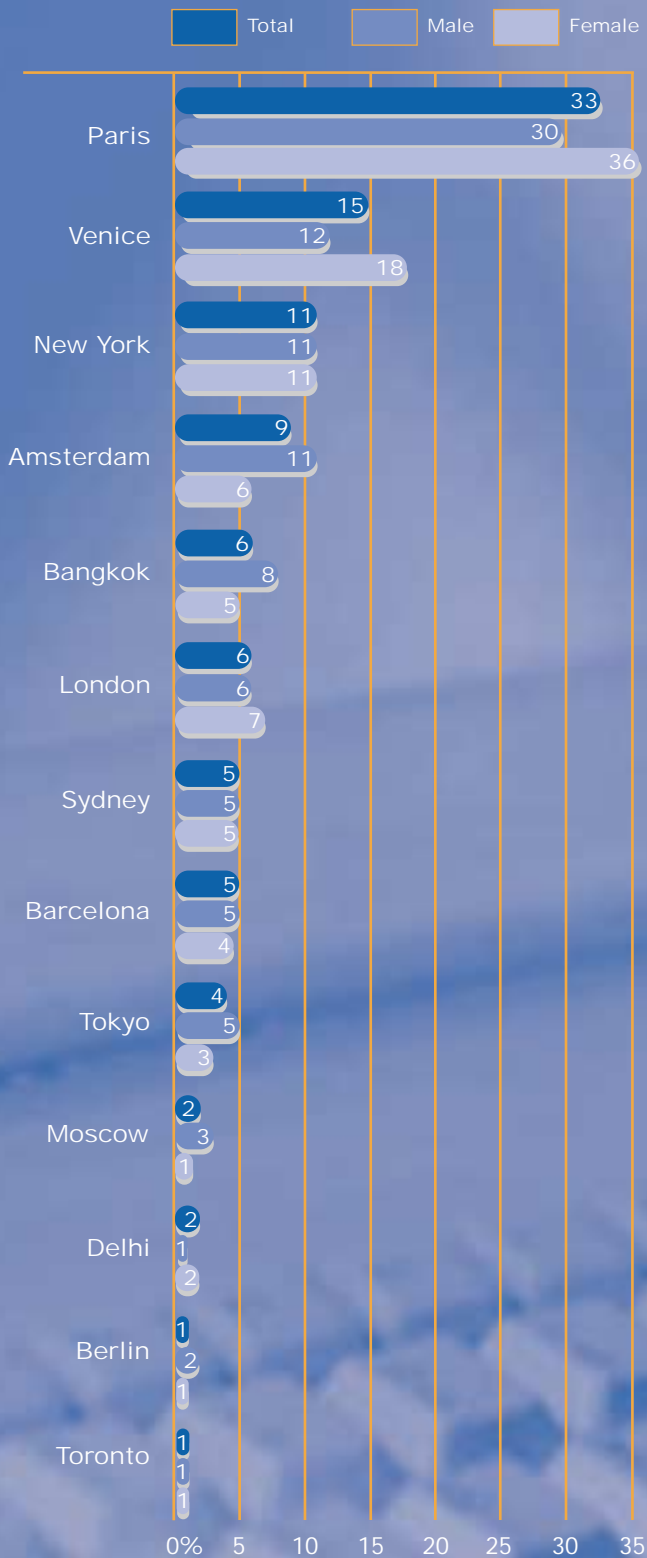
- Almost four in 10 people (37%) are initially attracted to someone's personality before anything else.
- Just under a fifth (19%) are attracted by looks, while 11% opt for a person's sense of humour.
- Only 2% are attracted to either money or occupation.
- Women are more attracted by personality than men - 42% compared with 31%, while men prefer looks - 23% compared with 15% of women.
- While the over 45s are more likely to be attracted by personality, looks are more important to 16-20 year olds than any other age group.
- A quarter of Spaniards are attracted by physique, while 15% of Indians notice accent before anything else.
- Fifteen per cent of Italians are attracted by sex appeal, while 18% of Britons are drawn to a person's sense of humour.



	Accent	Dress sense	Interests	Looks	Money	Occupation	Personality	Physique	Sense of humour	Sex appeal
16-20	3	6	5	24	1	1	33	11	10	6
21-24	3	6	6	22	2	1	35	9	9	7
25-34	3	5	6	19	2	2	36	10	10	7
35-44	3	4	6	17	2	3	38	8	12	7
45+	3	3	7	17	2	2	41	8	11	6



## World's sexiest city



- Paris is considered the sexiest city by a third of people across the world, followed by Venice (15%) and New York (11%).
- Both men and women would choose the French capital ahead of any other city. However, Amsterdam is more popular with men than women and women are more keen than men on Venice.
- Everyone loves Paris except Nigerians who prefer New York.
- New York is more popular with 16-20 year olds than with any other age group.

Global  
*Survey2001*





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