

**Barna Group**

Knowledge to navigate a changing world

Proven Men

## SEXUAL BEHAVIOR STUDY 2014

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A survey of U.S. adults 18 and older

Research commissioned by:  
Proven Men

Research conducted by:  
Barna Group  
Ventura, California

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## INTRODUCTION

This report contains the findings from a series of questions commissioned by Proven Men in a nationwide study of adults ages 18 and older. The study, known publicly as OmniPoll<sup>SM</sup>, is a shared-cost research study conducted by Barna Research Group (a division of Barna Group). OmniPoll<sup>SM</sup> included an online survey of 1,000 adults conducted in April 2014.

Organizations commission questions in OmniPoll<sup>SM</sup> on a pay-per-item basis, while Barna Research includes a variety of demographic and theolographic<sup>TM</sup> variables for cross-tabulation purposes.

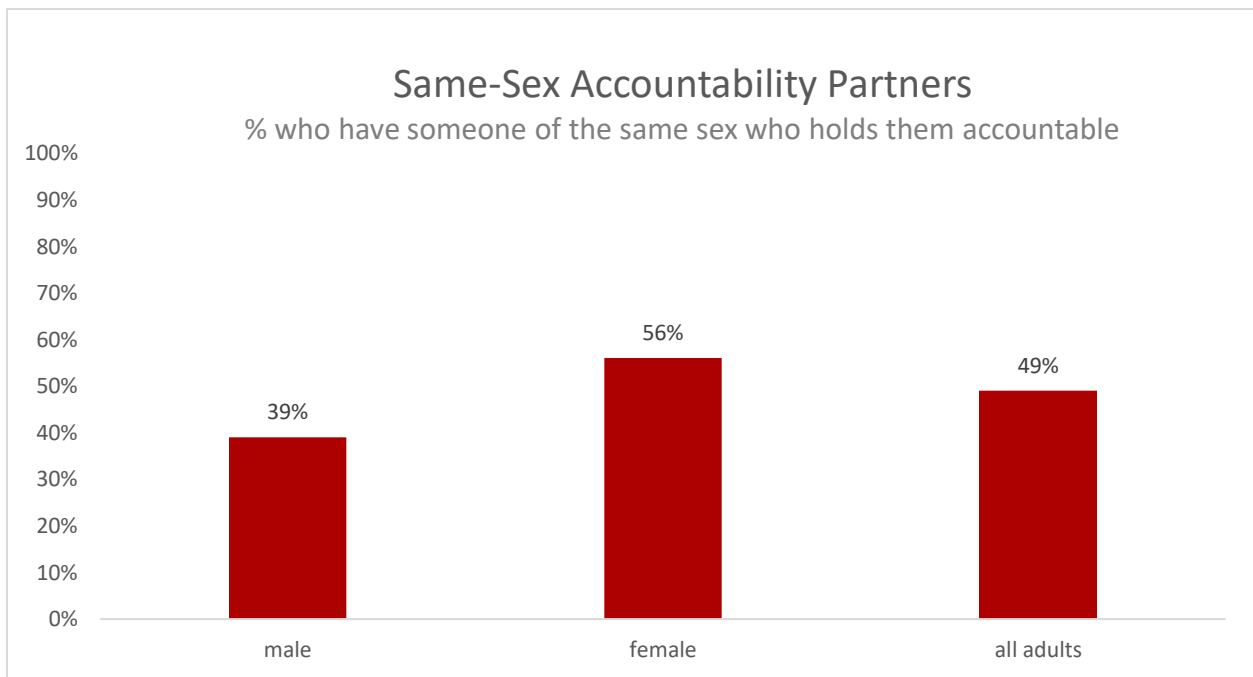
Respondents were told that the questions they were about to answer would be about sexuality, sexual behavior and pornography, and were given a chance to opt out. Slightly more men than women chose to continue the survey. Ninety-two percent (92%) of those who began the survey opted to continue with these questions. Only those respondents who opted to stay in the survey are included in this report.

This report contains the key findings of the online surveys completed for this research study. Following this Introduction is the Data Analysis section, a written explanation of the research results that also includes the implications of the data. The Appendix contains data tables, a description of the research methodology and definitions of terminology used in this report. Detailed, cross-tabulated data tables are provided separately.

DATA ANALYSIS

**Accountability Relationships**

About half of American adults have a relationship with a person of the same sex with whom they talk about their life and struggles, and who holds them accountable for their choices. The percentage is higher among women, 56% of whom have this kind of friendship, than among men; just two out of five men have an accountability partner (39%). Those who had a close relationship with their father when they were growing up (51%) are somewhat more likely than those who did not (42%) to have an accountability relationship as adults.



**Table 1 | Same Sex Accountability Partner**

Question: Currently, is there someone of the same gender as you that you regularly talk to about your daily life struggles and who helps hold you accountable?

	all US adults	gender		relationship with father	
		male	female	close	not close
yes	47%	39%	56%	51%	42%
no	49	56	41	43	56
not sure	4	5	3	6	3
	n= 994	516	479	545	444

### ***Parents and Information about Sex***

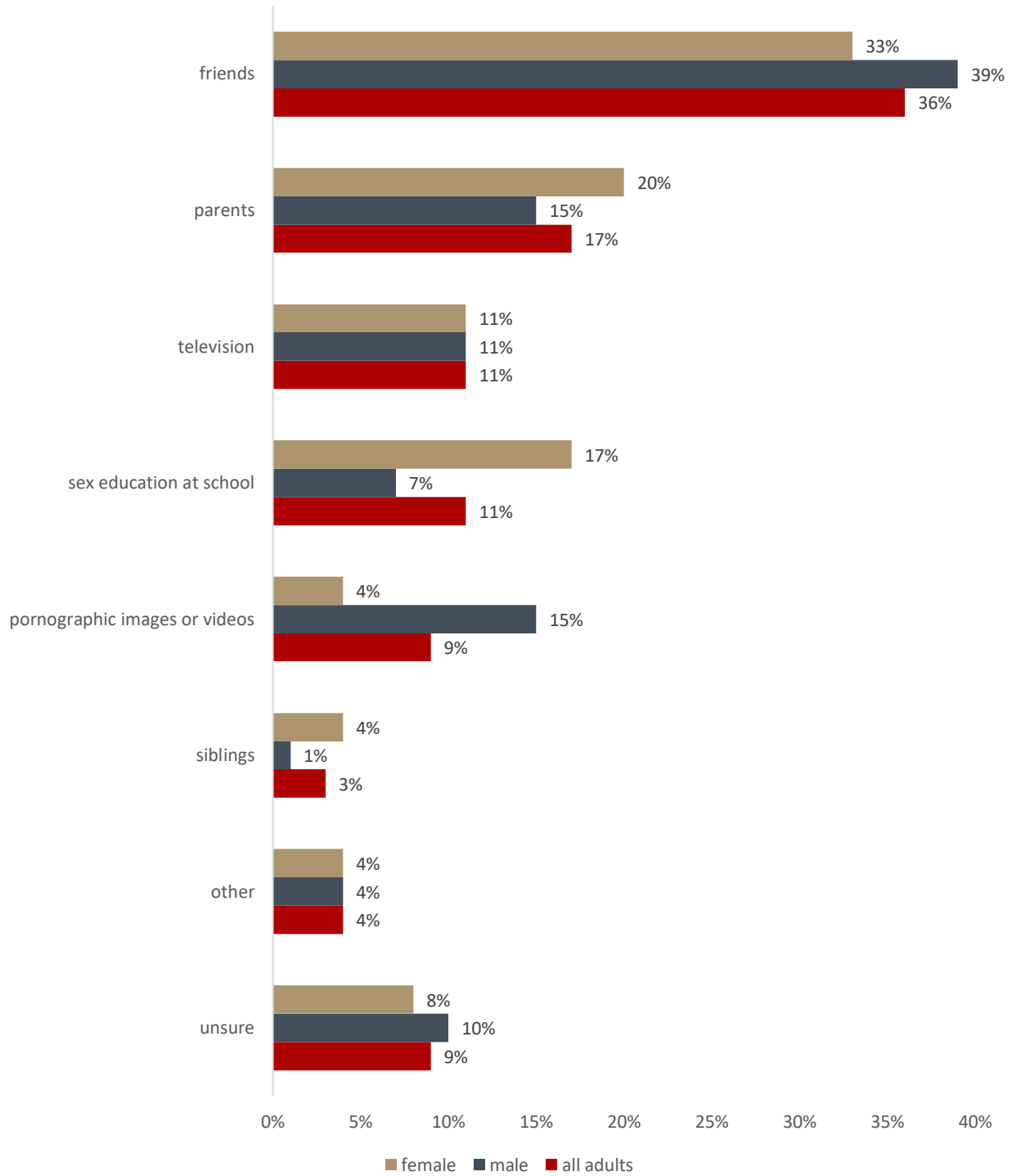
U.S. adults report that, in their growing-up years, their primary source of information about sex was friends (36%). Men are slightly more likely (39%) than women (33%) to have learned about sex primarily from their friends.

Among men, parents and pornographic material tie for second place: 15% of men report one or the other as their primary source of information about sex. Women are more likely to have learned about sex primarily from their parents (20%) or from sex education at school (17%). Those who had a close relationship with their father (20%) are slightly more likely than those who did not (15%) to have learned about sex primarily from their parents.

Just one in ten adults reports they felt “very comfortable” going to their parents with questions about sex. Men (13%) are more likely than women (9%) to say this, and adults who had a close relationship with their father (14%) are twice as likely as those who did not (7%) to say they were very comfortable addressing questions about sex to their parents.

A plurality report they were “not at all comfortable” talking with their parents about sex (38%); women (42%) are more likely than men (34%) to say so, as are those who were not close with their father (42%), compared to those who did have a close relationship with their father (34%).

### Primary Source of Information About Sex



**Table 2 | Primary Source of Information about Sex**Question: Growing up, what was your *primary* source of information about sex?

	all US adults	gender		relationship with father	
		male	female	close	not close
friends	36%	39%	33%	33%	39%
parents	17	15	20	20	15
television	11	11	11	11	11
sex education at school	11	7	17	13	10
pornographic images or videos	9	15	4	9	10
siblings	3	1	4	3	2
other	4	4	4	3	5
not sure	9	10	8	9	8
	<i>n</i> = 999	518	481	516	478

**Table 3 | Level of Comfort Discussing Sex with Parents**

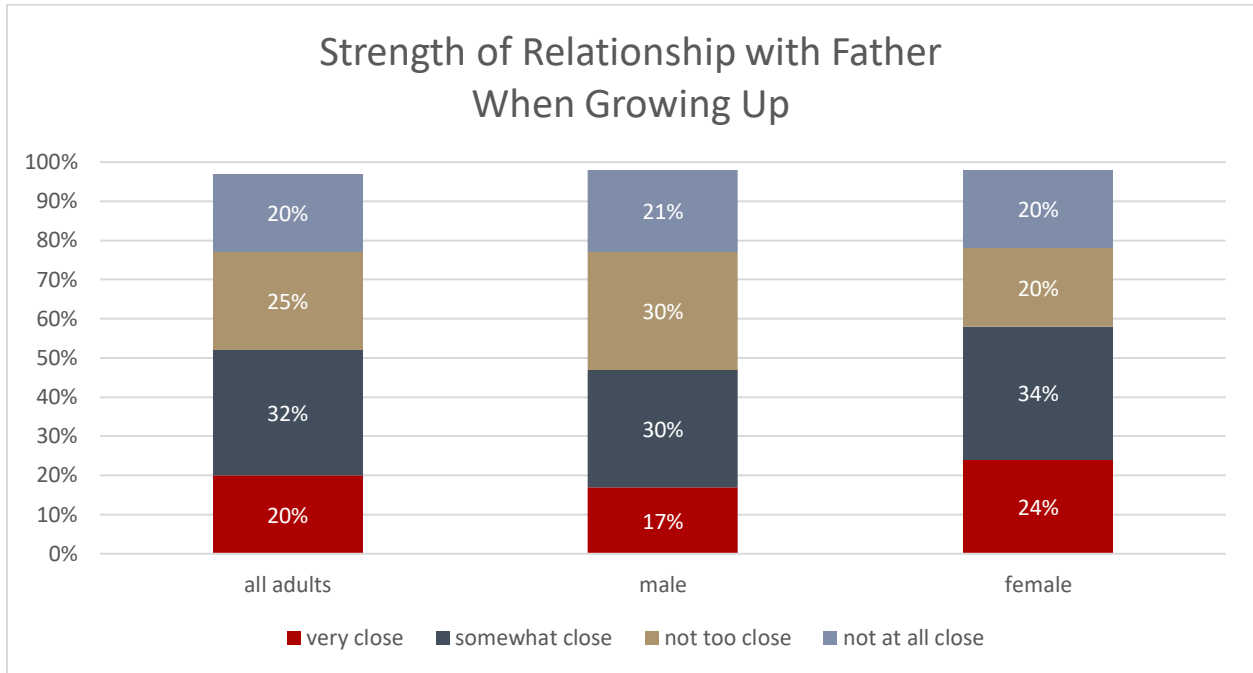
Question: When growing up, did you feel comfortable going to your parents with questions about sex?

	all US adults	gender		relationship with father	
		male	female	close	not close
very comfortable	11%	13%	9%	14%	7%
somewhat comfortable	24	29	19	26	22
not very comfortable	27	25	30	26	29
not at all comfortable	38	34	42	34	42
	<i>n</i> = 996	518	478	517	475



### Relationship with Father

Slightly more than half of all adults report having a close relationship with their father during their growing-up years (very + somewhat close = 52%). Women (58%) are more likely than men (47%) to report a close relationship with their father.



**Table 4 | Relationship with Father**

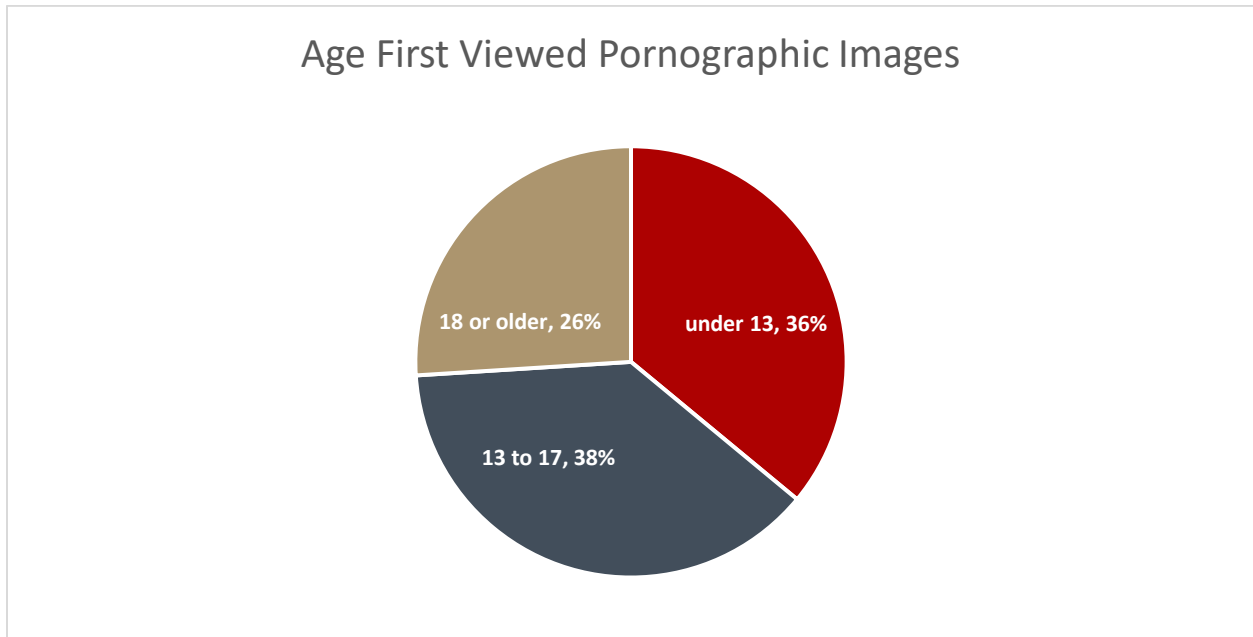
Question: Thinking back to when you were growing up, before you became an adult, how close was your relationship with your father?

	all US adults	gender	
		male	female
very close	20%	17%	24%
somewhat close	32	30	34
not too close	25	30	20
not at all close	20	21	20
don't know	3	3	2
	n= 995	516	480

### *Age of Sexual Experiences*

A majority of adults had seen pornography by the time they were 14 years old (55%). The median age was 13 years old for men and 16 years old for women. Seven in ten men had seen porn by the time they were 14 (69%), compared to about two in five women (37%). Men (13%) are twice as likely as women (6%) to have seen pornography before the age of 10.

A majority of adults first had sexual intercourse between the ages of 15 and 18 (51%)—this is true for women (median age, 18) and men (median age, 17). However, men (7%) are three times as likely as women (2%) to have first had sex before the age of 13, and more likely (11%) than women (7%) to have first had sex between the ages of 13 and 14. On the other hand, women (22%) are more likely than men (15%) to have waited to have sex until after they turned 21.



**Table 5 | Age Exposed to Pornographic Images**

Question: Thinking back, at what age do you remember seeing your first pornographic image or video, or have you never seen pornography?

% among those who have seen pornography	all US adults	gender		relationship with father	
		male	female	close	not close
under 10	10%	13%	6%	11%	9%
10 to 12	26	33	18	23	30
13 to 14	19	23	13	16	21
15 to 17	19	17	22	22	16
18 to 20	15	10	20	15	15
21 or older	11	3	21	14	9
<i>median age</i>	<b>14</b>	<b>13</b>	<b>16</b>	<b>15</b>	<b>13</b>
<i>n=</i>	919	498	422	477	439

**Table 6 | Age of First Intercourse**

Question: Thinking back, at what did you first engage in sexual intercourse, or have you never had sex or sexual intercourse?

	all US adults	gender		relationship with father	
		male	female	close	not close
under 13	4%	7%	2%	4%	5%
13 to 14	9	11	7	10	9
15 to 16	22	23	22	22	23
17 to 18	29	29	30	26	33
19 to 20	17	16	18	19	15
21 and older	18	15	22	20	16
<i>median age</i>	<b>18</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>17</b>
<i>n=</i>	859	443	416	450	406

## Internet Pornography

Eight out of ten adults, both women and men, do not have a pornography-blocking filter installed on their computer or cell phone (82%). Among those who did not have a close relationship with their father, the proportion is closer to nine out of ten (87%). One in ten U.S. adults have a filter on both their computer and cell phone (10%), one in twenty have a filter only on their computer (6%) and 1% have installed a filter just on their phone. Adults who had a close relationship with their father (13%) are twice as likely as those who did not (7%) to have filters on both devices.

One-quarter of men (25%) and one in five women (20%) say they have erased their Internet browsing history to hide their viewing of porn or other explicit content. One in six men (16%) and one in twenty women (5%) have installed a phone app or computer software that provides access to sexually explicit content.

### Table 7 | Have a Pornography Filter

Question: Do you currently have an Internet filter installed on your cell phone or computer which blocks pornography?

	all US adults	gender		relationship with father	
		male	female	close	not close
yes, on both cell phone and computer	10%	11%	10%	13%	7%
yes, only on computer	6	6	7	7	6
yes, only on cell phone	1	1	1	1	*
do not have filter	82	83	82	78	87
<i>n</i> =	999	517	481	516	478

\* indicates less than one-half of one percent

### Table 8 | Erased Internet Browsing History

Question: Have you erased your Internet browsing history in the last 30 days because you know it will show that you looked at pornography or sexually explicit content?

	all US adults	gender		relationship with father	
		male	female	close	not close
yes	22%	25%	20%	22%	22%
no	78	75	81	78	78
<i>n</i> =	996	515	481	517	475

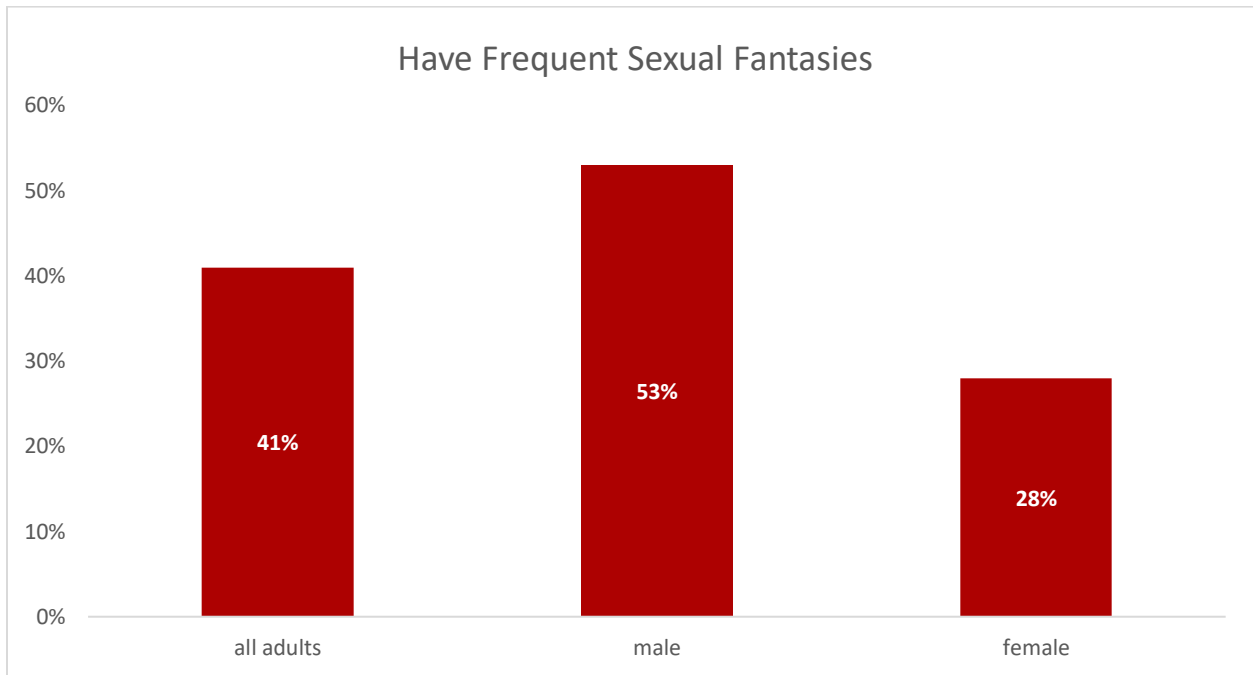
**Table 9 | Access to Pornographic Apps or Programs**

Question: Do you have any cell phone applications or computer programs that are designed to provide access to sexually explicit content?

	all US adults	gender		relationship with father	
		male	female	close	not close
yes	11%	16%	5%	12%	9%
no	89	84	95	88	91
	<i>n</i> = 995	516	479	513	478

### ***Sexual Fantasies***

More than half of U.S. men (53%) and nearly three in ten women (28%) report having frequent sexual fantasies. Among those who do have frequent fantasies, a majority of both women and men is comfortable with them. About one in six adults say some of their fantasies are unwanted (16%).



**Table 10 | Frequent Sexual Fantasies**

Question: Do you find yourself having sexual fantasies often?

	all US adults	gender		relationship with father	
		male	female	close	not close
yes	41%	53%	28%	43%	39%
no	59	47	72	57	61
<i>n</i> =	995	517	478	513	478

**Table 11 | Comfort Level with Sexual Fantasies**

Question: Would you say that any of your sexual fantasies are unwanted or are you comfortable with them?

% among those who have sexual fantasies often	all US adults	gender		relationship with father	
		male	female	close	not close
comfortable with them	81%	80%	84%	81%	82%
some of them are unwanted	16	17	15	16	16
not sure	3	3	1	3	2
<i>n</i> =	408	274	134	222	184

### *Use of Pornography*

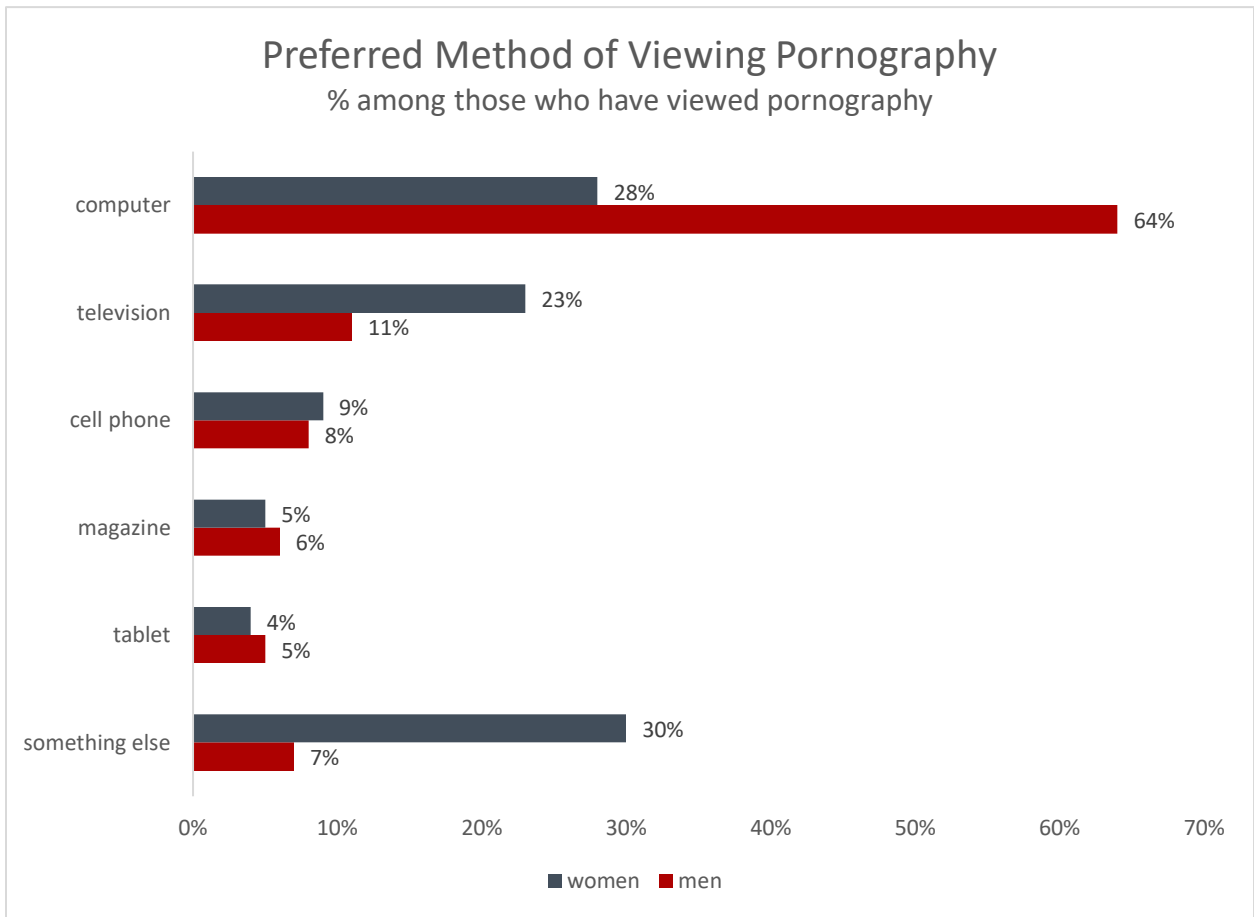
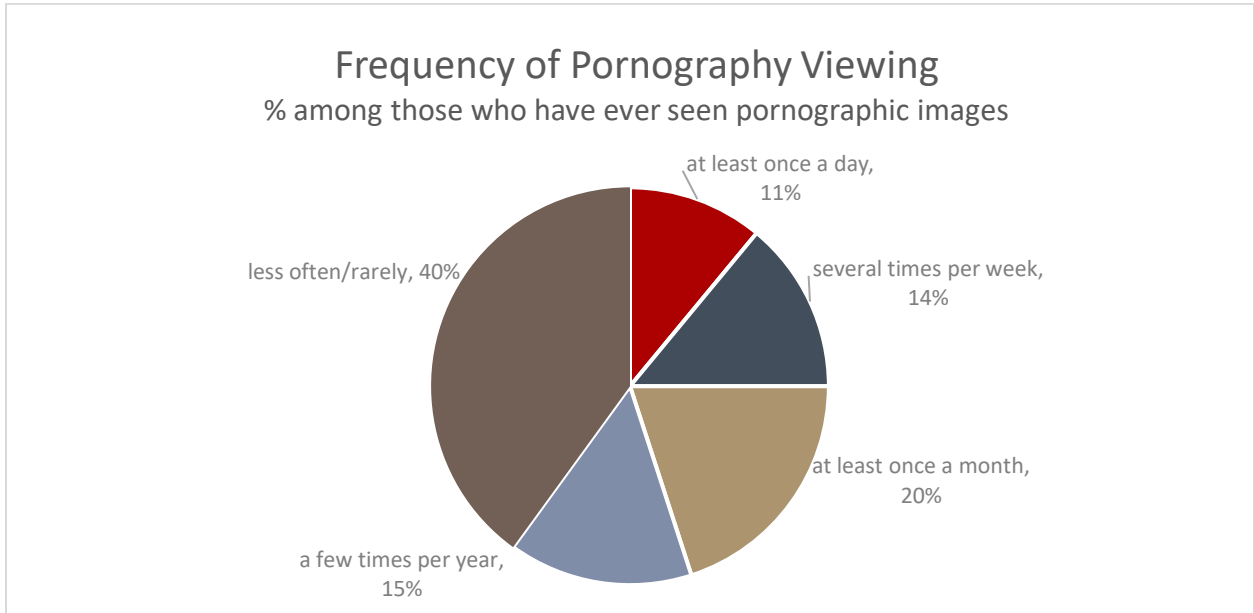
Nearly one in five men view pornography at least once a day (18%), compared to 3% of women. Another one-third of men view porn multiple times per month (36%), compared to 12% of women. Three out of five women rarely view pornography (60%); this is true of one in four men (23%). Those who report having a close relationship with their father (44%) are slightly more likely than those who did not (36%) to rarely view pornography.

Among men who view sexually explicit material, a two-thirds majority prefers to use the computer (64%); fewer than three out of ten women prefer this method (28%). Women (23%) are twice as likely as men (11%) to prefer television, and three times as likely (30%) as men (7%) to say they prefer a medium not listed among the options. Women and men were equally likely to prefer a cell phone (9% all adults), magazine (6%) or tablet (5%).

A majority of women (54%) and a plurality of men (32%) say they have not viewed sexually explicit images at work in the past three months. Another three out of ten women (30%) and men (28%) have done so just one time. One in six men (16%) has done so two to five times, and one in ten (10%) has done so six to ten times. About equal proportions of men have viewed porn at work 11 to 20 times (8%) and more than 20 times (7%) during the past three months.

More than one-third of men (36%) and about one in seven women (14%) have thought they should view less pornography. Among those who think so, three out of ten men (30%) and 12% of women have thought they may have an addiction to porn. Adults who had a close relationship with their father (31%) are twice as likely as those who did not (16%) to admit they might have a pornography addiction.





**Table 12 | Frequency of Pornography Viewing**

Question: How often do you look at either a pornographic image or video?

% among those who view pornography	all US adults	gender		relationship with father	
		male	female	close	not close
several times a day	4%	6%	1%	5%	3%
at least once daily	7	12	2	4	11
several times a week	14	21	6	15	14
several times a month	11	15	6	10	12
at least once a month	9	12	6	7	11
a few times per year	15	11	19	15	14
less often	40	23	60	44	36
<i>n=</i>	916	497	419	474	439

**Table 13 | Preferred Method of Viewing Pornography**

Question: When you look at a pornographic image or video, which of the following do you prefer using most?

% among those who view pornography	all US adults	gender		relationship with father	
		male	female	close	not close
computer	47%	64%	28%	43%	51%
television	17	11	23	20	13
cell phone	9	8	9	8	9
magazine	6	6	5	5	7
tablet	5	5	4	4	5
something else	17	7	30	19	16
<i>n=</i>	910	495	415	469	437

**Table 14 | Pornography Viewership at Work**

Question: How many times have you looked at pornography while at work in the past 3 months?

% among those who view pornography	all US adults	gender		relationship with father	
		male	female	close	not close
have not done this	41%	32%	54%	40%	42%
once	29	28	30	25	32
2-5 times	13	16	8	15	10
6-10 times	7	10	4	9	6
11 to 20 times	6	8	3	7	4
more than 20 times	5	7	2	4	6
<i>median (among those who have viewed pornography at work)</i>	2	3	1	2	1
<i>n=</i>	271	186	85	147	121

**Table 15 | Excessive Use of Pornography**

Question: Have you ever thought that perhaps you should view less pornography?

% among those who view pornography	all US adults	gender		relationship with father	
		male	female	close	not close
yes	26%	36%	14%	28%	24%
no	66	56	79	65	69
not sure	8	8	7	8	8
<i>n=</i>	915	497	418	474	438

**Table 16 | Recognition of Addiction**

Question: Based on your understanding of an "addiction," have you ever thought you might have an addiction to pornography?

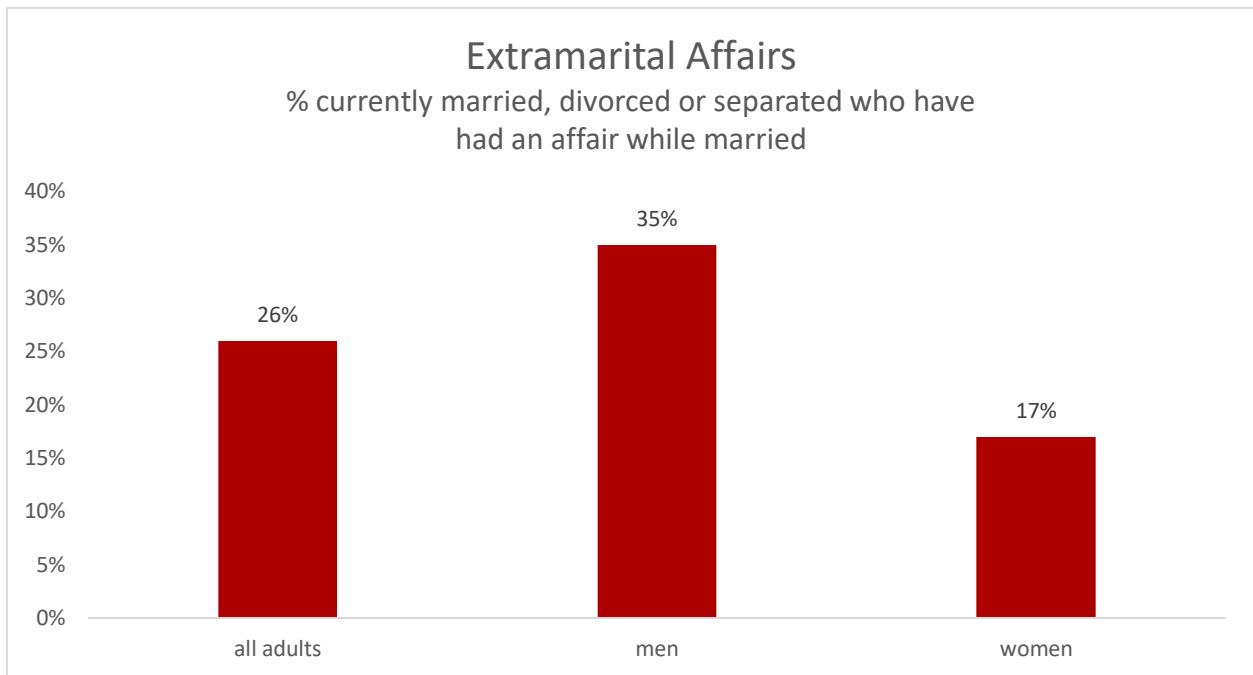
% among pornography viewers who think they should view less	all US adults	gender		relationship with father	
		male	female	close	not close
yes	25%	30%	12%	31%	16%
no	66	58	85	61	72
not sure	10	12	3	8	12
<i>n=</i>	311	218	93	171	138

### ***Extramarital Sexual Encounters***

More than one-third of men (35%) and one in six women (17%) report having had a sexual encounter with someone other than their spouse, while they were still married.

Among women who have had a sexual encounter outside their marriage, nearly two-thirds have done so with one partner who is not their spouse (63%). About one in twenty has had two extramarital sexual encounters (18%), and another one in ten has had three or four. About one in ten has had encounters five or more people other than their spouse (9%).

One-quarter of men who have had a sexual encounter outside their marriage have done so with one person who is not their spouse (24%). About one-third has had sexual encounters with two to four people (35%) and about two in five has had five or more (39%).



**Table 17 | Extramarital Affair**

Question: Have you ever had a sexual encounter—while married—with a person besides your spouse?

% among those who have been married	all US adults	gender		relationship with father	
		male	female	close	not close
yes	26%	35%	17%	26%	25%
no	74	65	83	73	74
not sure	1	1	1	1	*
	<i>n</i> = 540	268	271	291	246

\* indicates less than one-half of one percent

**Table 18 | Number of Sexual Encounters Outside of Marriage**

Question: About how many different partners have you had sexual encounters with while married, not counting your spouse?

% among those who have been married and who have had an affair	all US adults	gender		relationship with father	
		male	female	close	not close
1	38%	25%	63%	36%	40%
2	17	17	18	17	18
3-4	16	18	10	17	15
5-9	12	15	6	15	7
10 or more	17	24	3	15	20
<i>median</i>	2	3	1	2	2
	<i>n</i> = 137	91	46	76	60

## RESEARCH QUESTIONS

1. Currently, is there someone of the same gender as you that you regularly talk to about your daily life struggles and who helps hold you accountable?
  1. Yes
  2. no
  3. don't know
  
2. The next several questions are about sexuality, sexual behavior, and pornography—a very sensitive topic to many. Your honest answers will be extremely helpful to us as we seek to understand the attitudes and perceptions that Americans have toward sex and relationships. If you're not comfortable with this subject matter, you can opt out below and will be advanced to the next section of the survey.

Would you like to proceed?

  1. Yes
  2. No [terminate]
  
3. Growing up, what was your *primary* source of information about sex?
  - a. television
  - b. parents
  - c. friends
  - d. siblings
  - e. pornographic images or videos
  - f. sex education at school
  - g. not sure
  - h. other (*please specify*): \_\_\_\_\_
  
4. When growing up, did you feel comfortable going to your parents with questions about sex?
  - a. Very comfortable
  - b. Somewhat comfortable
  - c. Not very comfortable
  - d. Not at all comfortable

5. Thinking back to when you were growing up, before you became an adult, how close was your relationship with your father?
  - a. very close
  - b. somewhat close
  - c. not too close
  - d. not at all close
  - e. don't know
  
6. Thinking back, at what age do you remember seeing your first pornographic image or video, or have you never seen pornography? [DROPDOWN, RANGE 1-99] Drop-down with ages, and include an N/A check box; also set up QA check – age cannot be more than what was entered for Q1.
  
7. Thinking back, at what age did you first engage in sexual intercourse, or have you never had sex or sexual intercourse? [DROPDOWN, RANGE 1-99] Drop-down with ages, and include an N/A check box; also set up QA check – age cannot be more than what was entered for Q1.
  
8. Do you currently have an Internet filter installed on your cell phone or computer which blocks pornography?
  - a. yes, on both my cell phone and computer
  - b. yes, only on my computer
  - c. yes, only on my cell phone
  - d. no
  
9. Have you erased your Internet browsing history *in the last 30 days* because you know it will show that you looked at pornography or sexually explicit content?
  - a. yes
  - b. no
  
10. Do you have any cell phone applications or computer programs that are designed to provide access to sexually explicit content?
  - a. yes
  - b. no
  
11. Do you find yourself having sexual fantasies often?
  - a. yes
  - b. no

[ASK Q12 IF Q11=yes, else skip to instructions before Q13]

- 12.** Would you say that any of your sexual fantasies are unwanted, or are you comfortable with them?
- some of them are unwanted
  - I am comfortable with them
  - not sure

[SKIP Q13-17 IF Q6 = N/A]

- 13.** How often do you look at either a pornographic image or video?
- Several times a day
  - At least once daily
  - Several times a week
  - Several times a month
  - At least once a month
  - a few times per year
  - less often

- 14.** When you look at a pornographic image or video, which of the following do you prefer using most?
- cell phone
  - tablet
  - computer
  - magazine
  - television
  - something else



- 15.** When you look at a pornographic image or video, which of the following do you prefer using most?
- a. cell phone
  - b. tablet
  - c. computer
  - d. magazine
  - e. television
  - f. something else

- 16.** How many times have you looked at pornography while at work in the past 3 months?-[Number drop-down, 0-9999 and include an N/A check box]  
(--)

- 17.** Have you ever thought that perhaps you should view less pornography?
- a. Yes           CONTINUE
  - b. No            SKIP NEXT QUESTION
  - c. not sure    SKIP NEXT QUESTION

- 18.** Based on your understanding of an “addiction,” have you ever thought you might have an addiction to pornography?
- a. yes
  - b. no
  - c. not sure

[ASK ONLY IF MARRIED, SEPARATED OR DIVORCED]

- 19.** Have you ever had a sexual encounter – while married – with a person besides your spouse?
- a. yes
  - b. no
  - c. not sure

[ASK ONLY IF Q19=A]

- 20.** About how many different partners have you had sexual encounters with while married, not counting your spouse? [Number drop-down ; 1-999]  
(--)

## METHODOLOGY

The data contained in this report originated through a research study conducted by Barna Group of Ventura, California. The questions were commissioned by Joel Hesch of Proven Men. The study included 1,000 online surveys conducted among a representative sample of adults, ages 18 or older, nationwide. The online surveys were conducted from April 16, 2014, through April 24, 2014. The sampling error for this study is +/- 3.1 percentage points, at the 95% confidence level. The final incidence rate for this study was 85%.

## GUIDE TO SURVEY DATA

Do you remember reading the results of a survey and noticing the fine print that says that the results are accurate within plus or minus three percentage points (or some similar number)? That figure refers to the “range of sampling error.” The range of sampling error indicates the accuracy of the results and is dependent upon two factors: 1) the sample size and 2) the degree to which the result you are examining is close to 50 percent or the extremes, 0 percent and 100 percent.

You can estimate the accuracy of your survey results using the table below. First, find the column heading that is closest to your sample size. Next, find the row whose label is closest to the response percentages observed for a particular question from your survey. The intersection of the row and column displays the number of percentage points that need to be added to, and subtracted from, the observed result to obtain the range of error. There is a 95 percent chance that the true percentage of the group being sampled is in that range.

<u>Result</u>	<u>SAMPLE SIZE</u>											
	<u>100</u>	<u>200</u>	<u>300</u>	<u>400</u>	<u>500</u>	<u>600</u>	<u>800</u>	<u>1000</u>	<u>1200</u>	<u>1500</u>	<u>2000</u>	<u>2500</u>
05 or 95	4.4	3.1	2.5	2.2	2.0	1.8	1.5	1.4	1.3	1.1	.96	.87
10 or 90	6.0	4.3	3.5	3.0	2.7	2.5	2.1	1.0	1.7	1.6	1.3	1.2
15 or 85	7.1	5.1	4.1	3.6	3.2	2.9	2.5	2.3	2.1	1.9	1.6	1.4
20 or 80	8.0	5.7	4.6	4.0	3.6	3.3	2.6	2.5	2.3	2.1	1.8	1.6
25 or 75	8.7	6.1	5.0	4.3	3.9	3.6	3.0	2.8	2.5	2.3	1.9	1.7
30 or 70	9.2	6.5	5.3	4.6	4.1	3.8	3.2	2.8	2.7	2.4	2.0	1.8
35 or 65	9.5	6.8	5.5	4.8	4.3	3.9	3.3	3.1	2.8	2.5	2.1	1.9
40 or 60	9.8	7.0	5.7	4.9	4.4	4.0	3.4	3.1	2.8	2.5	2.2	2.0
45 or 55	9.9	7.0	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0
50	10.0	7.1	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0

Note that the above statistics only relate to the sampling accuracy of survey results. When comparing the results of two subgroups (e.g., men versus women), a different procedure is followed and usually requires a greater sample size. Further, there is a range of other errors that may influence survey results (e.g. biased question wording, inaccurate data tabulation) -- errors whose influence cannot be statistically estimated.