

Introduction

More than 150,000 lovers worldwide took part in what we believe is the largest ever online survey exploring sexual attitudes and behaviour across the globe.

The research revealed people have sex an average of 127 times a year and that almost three quarters of us are happy with our sex lives. It's the Eastern Europeans who are the most sexually active with the Hungarians, Bulgarians and Russians all topping the 150 mark each year.

And while the Americans are well below the global average when it comes to frequency of sex, they're still seen as one of the world's sexiest nationalities - second only to the Brazilians.

Forty five per cent of people have had a real life one night stand, although virtual reality sex by phone, text or e-mail is clearly a growing phenomenon. However, this new techno trend is still no substitute for the classic turn on of sexy underwear, lubricants and sex toys.

English footballer and Real Madrid star David Beckham topped the sexiest man league table while American actress Jennifer Lopez took the female crown.



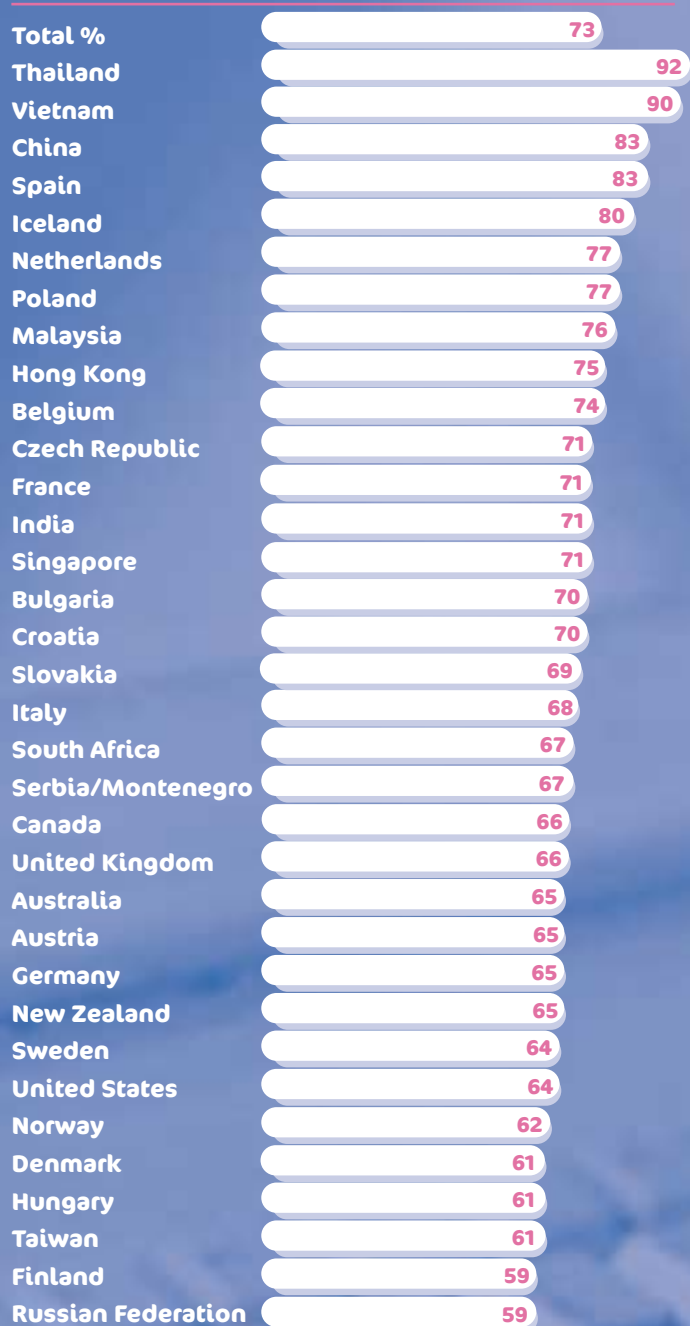
How the research was conducted

The 2003 Global Survey is the largest research project undertaken by Durex. Now in its seventh year, the survey has tripled in size since its launch and now covers 34 countries.

This is the second year that the research has been carried out via the durex.com website with more than 150,000 people completing this youth-focused survey.

Their responses have been analysed by sex and age to give an in-depth picture of behavioural differences.

Are you happy with your sex life?



GLOBAL SEX SURVEY

- Almost three in four people worldwide (73%) claim to be happy with their sex lives
- Lovers in Thailand (92%), Vietnam (90%) and China (83%) top the contentment chart while the Finns and the Russians (both 59%) are the least happy
- Globally, slightly more women than men are sexually satisfied - 74% compared to 72%, and it's the 21-34 year olds who are happiest with three in four laying claim to a great sex life



Base: all sexually active adults

Frequency of sex



- Sexually active adults worldwide are having sex 127 times a year on average
- Hungarians (152) and Bulgarians (151) are the most sexually active, while Russia - the nation least happy with its sex life - achieves a top three place
- Lovers in Singapore are the least amorous, having sex just 96 times a year - the only nation to dip below the magic 100 mark
- The 25-34 year old age group is the most sexually active at 135 times a year, followed by the 21-24 year olds (133) and 35-44 year olds (122)



Base: all sexually active adults

Have you ever...?



	Had a one night stand	Paid for sex	Had phone/text/e-mail sex	Faked an orgasm	Had sex with your boss	Had sex with your best friend's partner	Had sex with someone of the same sex	None of the above
Total %	45	11	28	26	3	10	8	32
Australia	60	9	43	47	7	12	17	18
Austria	52	9	29	38	3	18	10	22
Belgium	39	4	23	25	2	8	11	38
Bulgaria	57	9	20	29	5	10	6	26
Canada	52	9	50	43	6	12	14	20
China	32	22	18	12	2	7	4	43
Croatia	56	6	34	32	3	8	8	24
Czech Republic	51	9	23	27	4	13	10	29
Denmark	65	10	39	34	5	14	13	20
Finland	68	8	41	36	4	11	11	17
France	44	6	20	28	3	8	11	35
Germany	37	6	30	30	3	16	10	33
Hong Kong	20	25	23	15	2	8	8	45
Hungary	54	12	36	29	5	9	9	24
Iceland	71	10	30	42	6	9	10	19
India	24	17	28	13	4	10	6	46
Italy	36	10	23	24	5	8	6	35
Malaysia	31	17	24	17	3	7	6	44
Netherlands	44	6	32	25	2	8	11	32
New Zealand	64	11	45	46	5	13	13	17
Norway	70	11	42	31	4	10	12	16
Poland	39	4	24	21	3	10	5	40
Russian Federation	60	22	21	24	5	18	10	22
Singapore	30	18	28	21	2	6	8	41
Slovakia	49	8	19	23	5	12	7	34
South Africa	61	16	41	33	5	15	13	19
Spain	43	9	25	27	3	7	8	34
Sweden	59	3	40	37	3	9	6	23
Taiwan	20	14	22	21	1	6	4	48
Thailand	54	24	19	24	2	8	13	19
United Kingdom	54	6	52	42	6	12	13	19
United States	54	10	54	44	6	13	17	17
Vietnam	75	34	6	18	3	5	3	10
Serbia/Montenegro	59	13	28	25	6	10	5	23

- Forty five per cent of people globally have had a one night stand while almost three in ten (28%) have had phone, text or e-mail sex
- More than a quarter (26%) have faked an orgasm - 48% of women have, compared to just 12% of men
- One in ten sexually active adults has had sex with their best friend's partner - 12% of men compared to 7% of women - but only 3% have had an amorous encounter with their boss
- Seven per cent of 16-20 year olds have had a same sex affair, rising to 11% among the over 45s



Base: all adults

What is your favourite sexual position?



GLOBAL SEX SURVEY

	Missionary	Partner on top	Rear entry (doggy style)	Spoons	Sixty-nine	Standing up	Other
Total %	20	29	28	5	7	2	9
Australia	18	30	28	6	6	2	10
Austria	22	30	23	6	7	2	10
Belgium	15	34	26	5	7	3	10
Bulgaria	10	30	25	5	9	3	18
Canada	18	32	27	5	7	3	8
China	19	28	31	8	6	3	5
Croatia	15	27	32	9	6	2	9
Czech Republic	20	32	30	2	9	1	6
Denmark	16	26	30	7	8	1	12
Finland	21	27	33	4	4	1	10
France	23	5	37	6	12	3	14
Germany	27	33	18	6	7	2	7
Hong Kong	23	34	28	2	7	3	3
Hungary	20	24	25	7	11	1	12
Iceland	15	29	29	4	7	1	15
India	24	35	19	3	11	5	3
Italy	18	35	28	7	6	1	5
Malaysia	24	29	27	3	7	2	8
Netherlands	16	32	33	5	6	1	7
New Zealand	21	32	24	5	6	2	10
Norway	17	30	33	5	6	1	8
Poland	22	28	29	4	7	2	8
Russian Federation	20	26	28	10	5	1	10
Singapore	25	27	30	3	7	2	6
Slovakia	19	33	30	3	7	1	7
South Africa	17	35	26	5	6	2	9
Spain	18	33	23	2	8	2	14
Sweden	23	23	29	7	5	1	12
Taiwan	23	32	31	2	6	2	4
Thailand	32	28	17	5	8	2	8
United Kingdom	19	31	28	5	6	2	9
United States	22	31	30	4	4	2	7
Vietnam	94	2	2	0	1	1	0
Serbia/Montenegro	14	27	29	12	7	2	9

- Partner on top wins the award for the world's favourite sexual position - voted for by almost three in ten (29%)
- More than a third of Italians (35%) prefer this position compared to just 5% of French lovers and 2% of Vietnamese
- Globally, sex standing up is the least likely choice among men and women (both 2%)
- The classic missionary position remains first choice for one in five people around the globe (20%)



Base: all sexually active adults

Which of the following sex enhancers have you used?

	Lubricants	Vibrators and/or sex toys	Handcuffs/bondage	Enhancing condom (e.g. ribbed, dotted)	Pornographic movies or magazines	Novelty underwear	None
Total %	27	19	15	39	38	28	24
Australia	68	48	32	55	54	28	8
Austria	37	28	31	33	28	45	20
Belgium	32	23	23	33	29	14	32
Bulgaria	9	8	9	27	24	45	31
Canada	62	43	32	48	51	24	11
China	18	10	3	43	43	18	29
Croatia	20	19	20	51	53	26	18
Czech Republic	48	34	16	42	58	33	15
Denmark	37	40	36	34	48	40	17
Finland	42	38	33	41	38	51	14
France	42	15	11	32	35	47	19
Germany	27	21	25	29	21	38	23
Hong Kong	21	13	7	31	34	22	31
Hungary	33	28	20	50	53	47	13
Iceland	54	55	35	43	57	46	13
India	26	8	7	36	37	15	20
Italy	21	13	9	36	21	40	28
Malaysia	31	11	6	27	42	16	26
Netherlands	35	31	27	30	39	52	16
New Zealand	62	42	30	48	50	25	11
Norway	51	51	32	43	61	39	11
Poland	15	11	11	46	32	13	28
Russian Federation	19	11	9	31	30	35	35
Singapore	30	15	8	31	39	19	26
Slovakia	19	14	5	22	27	38	34
South Africa	51	33	20	43	48	25	16
Spain	23	16	10	27	39	51	18
Sweden	35	24	21	30	36	40	23
Taiwan	24	17	5	40	38	23	26
Thailand	15	6	4	34	32	20	30
United Kingdom	45	44	38	53	42	37	11
United States	67	49	33	53	55	29	8
Serbia/Montenegro	16	12	12	39	34	43	25

*Question not asked in Vietnam



GLOBAL SEX SURVEY

- Almost four in ten people worldwide (39%) choose condoms to spice up their sex life
- Pornographic movies or magazines, novelty underwear and lubricants are also widely used sex aids
- More than a third of women have used condoms, pornographic material and sexy underwear to enhance their sex lives
- Men's top three turn ons are condoms, porn and lubricants



Base: all sexually active adults

What is the sexiest profession?



GLOBAL SEX SURVEY

	Firefighter	Police Officer	Doctor/Nurse	Footballer	Tennis Star	Air Steward/ess	Teacher	Model	Masseur	Pop/Rock Star	Actor/Actress	Lawyer	Secretary	Soldier
Total %	6	3	10	5	4	9	2	21	10	6	7	4	8	5
Australia	17	5	9	6	2	7	2	13	7	11	7	5	4	5
Austria	8	4	14	6	3	6	2	12	5	14	11	5	3	7
Belgium	2	3	4	6	4	11	2	16	17	10	7	4	9	5
Bulgaria	3	4	12	4	6	10	1	19	12	5	10	4	8	2
Canada	21	5	9	3	3	3	5	14	6	11	7	4	5	4
China	1	3	9	5	5	8	2	45	3	3	6	1	4	5
Croatia	2	2	16	3	3	19	5	10	11	3	5	6	5	10
Czech Republic	5	3	13	3	2	23	2	15	8	5	5	4	8	4
Denmark	8	6	15	4	2	8	3	15	10	8	5	4	5	7
Finland	15	8	11	6	2	7	2	10	5	9	5	3	7	10
France	16	1	16	3	2	12	1	14	13	4	6	2	6	4
Germany	4	4	10	8	2	5	2	16	19	9	6	3	3	9
Hong Kong	8	2	14	3	2	8	4	37	1	2	7	2	7	3
Hungary	4	1	13	2	3	14	2	17	12	6	6	4	11	5
Iceland	12	4	10	11	3	12	3	17	5	5	7	2	3	6
India	2	3	11	5	7	7	2	25	7	5	13	2	4	7
Italy	6	3	20	4	2	10	3	9	15	7	8	4	6	3
Malaysia	5	3	8	9	2	12	2	31	3	5	9	3	4	4
Netherlands	3	4	9	4	2	11	2	17	15	9	8	4	7	5
New Zealand	18	6	8	6	3	6	3	12	5	10	7	5	4	7
Norway	9	6	16	3	3	12	2	13	8	8	6	5	4	5
Poland	4	4	6	5	5	2	2	13	21	6	6	5	16	5
Russian Federation	2	1	15	2	7	14	2	19	13	6	8	3	6	2
Singapore	4	4	12	3	2	15	4	28	3	4	7	4	5	5
Slovakia	4	4	15	3	3	15	3	17	7	4	6	7	7	5
South Africa	6	1	9	4	5	9	3	20	7	11	9	7	4	5
Spain	13	3	8	5	3	5	2	17	16	6	9	2	7	4
Sweden	10	2	8	13	2	8	2	16	9	7	4	5	4	10
Taiwan	1	1	12	4	3	18	2	36	2	4	3	2	8	4
Thailand	1	3	5	6	4	6	2	18	4	12	17	1	16	5
United Kingdom	18	3	13	6	2	5	4	9	5	13	6	3	5	8
United States	15	4	9	3	3	4	6	14	7	12	8	3	4	8
Vietnam	0	1	2	7	6	15	1	41	5	3	12	1	4	2
Serbia/Montenegro	1	2	21	2	4	17	3	12	10	5	7	4	9	3

- Models are the world's sexiest professionals according to more than one in five people across the globe (21%) followed by masseurs and doctors or nurses (all 10%)
- More than a quarter of men (26%) vote for models, with doctors or nurses in second place and air stewardesses and secretaries also highly rated
- Women rank footballers and rock stars way behind models (14%), masseurs (13%) and firefighters (12%)



Base: all adults

The sexiest nationalities



GLOBAL SEX SURVEY

- One in ten people think Brazilians are the sexiest people on earth, followed by Americans (9%) and the French (8%)
- Women's top choices are the Italians (12%) and the Spanish (11%) while men opt for Chinese women (11%) and Brazilians (10%)



Base: all adults

Who is the sexiest man?



	Justin Timberlake	George Clooney	Ben Affleck	David Beckham	Russell Crowe	Jude Law	Freddie Prinze Jr	Pierce Brosnan	Antonio Banderas	Vin Diesel	Heath Ledger
Total %	7	15	13	20	5	5	3	7	10	10	5
Australia	6	13	11	8	4	8	4	6	4	19	17
Austria	6	24	11	11	4	6	6	4	6	14	8
Belgium	10	14	14	14	3	3	8	3	8	16	7
Bulgaria	5	20	15	12	7	2	0	5	22	10	2
Canada	7	10	12	7	5	7	5	7	5	24	11
China	7	7	3	50	0	3	3	20	7	0	0
Croatia	6	28	9	11	6	6	3	6	9	14	2
Czech Republic	3	20	11	11	6	3	0	14	20	9	3
Denmark	13	13	11	16	2	5	5	5	8	11	11
Finland	8	23	10	19	6	4	2	4	10	12	2
France	7	25	16	7	5	7	2	12	12	7	0
Germany	12	14	18	14	2	2	8	4	4	14	8
Hong Kong	8	13	8	47	3	8	0	5	3	3	2
Hungary	3	19	11	6	6	9	6	9	17	9	5
Iceland	7	15	7	12	5	10	5	5	5	22	7
India	4	16	12	24	8	4	0	20	8	4	0
Italy	6	35	12	12	6	6	0	3	15	5	0
Malaysia	6	8	14	28	6	8	6	11	5	5	3
Netherlands	11	16	16	14	3	3	3	5	11	13	5
New Zealand	6	10	10	10	2	6	4	4	4	27	17
Norway	7	18	7	11	4	7	4	7	7	18	10
Poland	5	22	15	13	8	5	2	5	18	5	2
Russian Federation	7	18	11	14	4	4	4	7	21	10	0
Singapore	6	10	13	23	3	13	3	13	3	10	3
Slovakia	6	25	14	11	5	0	3	11	17	5	3
South Africa	3	10	10	10	3	7	6	6	6	29	10
Spain	4	21	13	32	2	4	4	6	6	6	2
Sweden	14	5	9	30	2	7	9	2	4	14	4
Taiwan	3	13	13	34	6	6	3	13	6	3	0
Thailand	10	6	16	31	3	3	6	13	3	9	0
United Kingdom	24	10	10	12	2	8	6	4	4	12	8
United States	8	13	13	2	5	5	5	8	8	23	10
Vietnam	11	4	7	55	4	4	4	7	4	0	0
Serbia/Montenegro	4	28	11	14	7	4	4	7	14	7	0

- English footballer David Beckham tops the league as the world's sexiest man - voted for by one in five people globally
- Beckham's popularity swings from more than half of all Vietnamese respondents (55%) to just 2% in the US
- American actors George Clooney (15%) and Ben Affleck (13%) also take their places in the world's top three
- Clooney is most popular among the Italians (35%) while Affleck scores most heavily with the Germans (18%)



Base: all adults

Who is the sexiest woman?



GLOBAL SEX SURVEY

	Kylie Minogue	Jennifer Lopez	Nicole Kidman	Beyonce Knowles	Christina Aguilera	Sarah Michelle Gellar (Buffy)	Catherine Zeta Jones	Britney Spears	Halle Berry	Shakira	Holly Valance
Total %	10	16	10	2	8	5	13	12	12	7	5
Australia	17	7	10	4	6	10	10	6	13	6	11
Austria	11	12	6	4	8	8	12	4	17	12	6
Belgium	11	18	10	3	8	11	8	5	14	6	6
Bulgaria	12	15	8	2	5	2	23	3	15	10	5
Canada	9	10	10	5	10	10	10	9	18	7	2
China	4	14	6	1	11	1	20	35	6	1	1
Croatia	11	17	9	3	3	2	15	2	21	11	6
Czech Republic	14	18	14	0	5	3	17	6	12	9	2
Denmark	12	16	10	3	15	6	6	6	12	11	3
Finland	8	17	8	6	6	8	12	6	13	10	6
France	17	16	12	2	4	5	14	5	9	14	2
Germany	10	16	4	4	14	12	6	8	12	10	4
Hong Kong	13	16	21	2	13	3	5	19	3	2	3
Hungary	9	14	8	3	5	6	15	5	16	14	5
Iceland	14	10	7	10	8	3	7	5	24	5	7
India	7	24	12	1	5	3	19	11	8	9	1
Italy	8	22	17	2	5	12	12	2	9	6	5
Malaysia	14	22	11	2	8	5	9	8	9	6	6
Netherlands	13	13	8	5	6	10	13	5	13	8	6
New Zealand	12	10	8	3	6	10	12	6	17	4	12
Norway	11	11	6	7	7	10	8	6	20	10	4
Poland	15	26	10	2	5	3	13	3	12	8	3
Russian Federation	17	17	15	0	5	7	11	10	7	10	1
Singapore	25	16	13	2	4	6	7	7	9	4	7
Slovakia	17	16	9	1	5	3	16	3	16	11	3
South Africa	12	9	10	2	6	9	12	7	20	7	6
Spain	8	18	15	2	4	4	13	4	15	15	2
Sweden	7	16	2	5	11	11	7	9	9	16	7
Taiwan	9	10	30	1	7	1	9	20	4	3	6
Thailand	3	18	16	0	9	6	12	23	3	7	3
United Kingdom	14	8	6	6	10	10	6	8	10	6	16
United States	5	10	10	5	8	8	13	11	17	11	2
Vietnam	1	38	12	0	11	0	7	26	1	4	0
Serbia/Montenegro	14	15	14	1	4	1	14	3	20	11	3

- While actress Jennifer Lopez is the world's sexiest woman (16%), her success is due to her popularity in countries like Vietnam (38%) and Poland (26%) rather than in her native US (10%)
- Welsh actress Catherine Zeta Jones is close behind with 13% of the global vote with American actress Halle Berry and pop star Britney Spears achieving joint third place (12%)
- Zeta Jones is most popular in Bulgaria (23%) while Spears and Berry owe their success to China (35%) and Iceland (24%) respectively



Base: all adults