

# Survey Results White Paper

This paper reports the results of study undertaken in August 2014. The survey was undertaken for Adult Match Maker (AMM) Australia's largest adult dating site.



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## Method

A questionnaire was designed by Dr Michelle Mars and uploaded to Survey Monkey. The research population was drawn from AMM's active member database, event partners and also promoted via social media.

The questionnaire asked participants to describe their sexual identity and the things they like to do sexually. Participants were advised that their answers were confidential and no identifying information was recorded. The survey was setup to not record or track IP addresses. The survey only allowed one computer to take the survey, after taking the survey it was not possible to take it again from the same computer. The database mail out went to 400,000 active AMM members (male, female, couples) and 7,631 people completed the survey. The response rate of 1.9% is in line with estimates of between 1-3% for direct mail-outs.

The four key areas covered in the questionnaire were, sexuality, sexual identity, monogamy and polymory, and sexual fantasies.

The range of questions included:

- current sexual identity,
- who participants usually had sex with and
- who they sometimes have sex with,
- thoughts and intentions about who they would like to have sex with,
- if they would consider having sex with someone of a different gender to their usual partner,

## Under the Covers Sex Survey by AdultMatchMaker.com.au

- sexual fantasies and
- gender identity.

Gender identity categories in the survey included:

- Woman (of any gender history and/or experience)
- Man (of any gender history and/or experience)
- Not a woman or a man
- Trans/transgender person
- Intersex—i.e., physical variations that are not strictly “female” or “male”
- Prefer not to say
- Other (please specify)

Results are discussed below.

## Results

### Sexual Identity

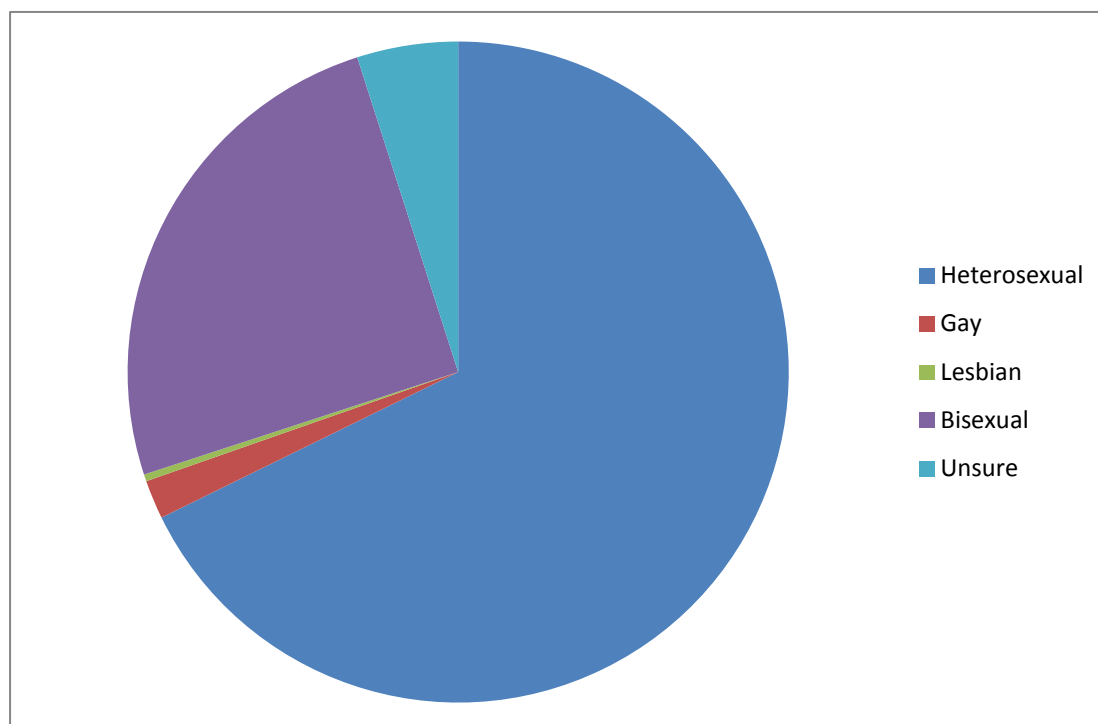


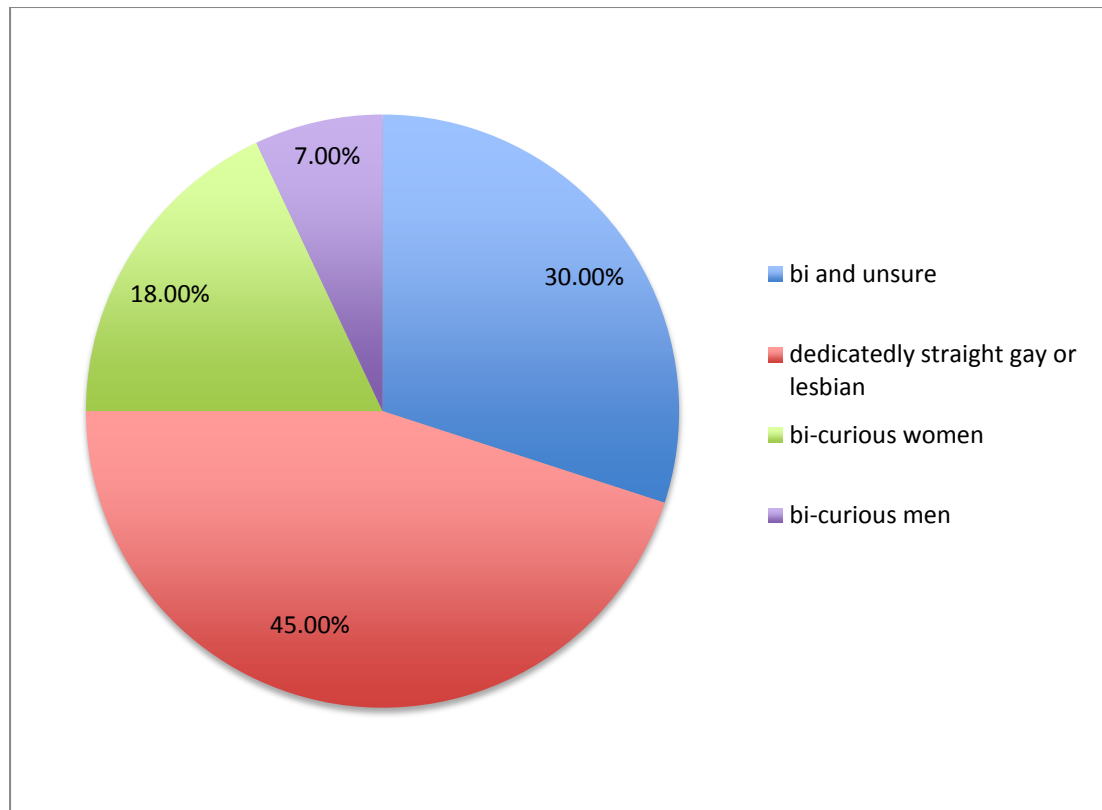
Figure 1: Results for those who identified as "other" have been excluded from this calculation.

### *What is your current sexual orientation/sexual identity?*

Answer Options	Response Percent	Response Count
Heterosexual	67.7%	5169
Gay	1.9%	145
Lesbian	0.3%	26
Bisexual	25.1%	1914
Unsure	4.9%	377
Other (please specify)		198
<b>Answered question</b>		<b>7631</b>

## Sexuality

68% of participants identified as heterosexual, 25% identified as bi-sexual and 5% as unsure, 0.4% of women identified as lesbian, 1.6% of men identified as gay. In addition to those who identified as bi-sexual, 18% of women and 7% of men who identified as exclusively gay, lesbian, or heterosexual indicated that they are open to an experience with someone who was of a different gender to their usual partner (bi-curious).



The overall results of the survey show that approximately half of all participants who do not identify as bisexual have thought about having sex with someone of a different gender to their usual partner or partners.

*I have thought about having sex with people of a different gender to my usual sexual partner/s*

Answer Options	Response Percent	Response Count
Yes	39.0%	
No	41.6%	
I am bisexual	19.4%	

Over 70% of participants who would consider having sex with someone of another gender if requested by a partner

*I am exclusively attracted to one gender but if my partner wanted to have sex with me and someone of a different gender I would consider it.*

Answer Options	Response Percent	Response Count
Yes	73.7%	5313
No	26.3%	1892
		<b>7205</b>

## Monogamy and Polyamory

Approximately 85% of the sample has had sex with more than one person at some point in their lives

### *Having sex with more than one person at a time*

Answer Options	Response Percent	Response Count
Is something I do or have done often	15.6%	1188
Is something I have done	40.6%	3102
Is something I would like to do	27.7%	2117
Is something I think about	10.9%	835
Is something I would never consider	4.2%	320
Describes my primary relationship	0.9%	69

Only 10% of the sample categorically states that they would not have sex outside of a relationship. However, the comments in this category suggest that people would like their partners to be involved in the experience.

Who would people have sex with outside of a primary relationship?

- 50% either one woman or one man
- 20% per cent are looking for threesomes
- 15% are on the lookout for bisexual people
- 5% for transsexual people
- 10% no-one/ I would not do this

## Fantasies

The respondents have a wide range of sexual fantasies.

### *My sexual fantasies include*

Answer Options	Response Percent	Response Count
<b>Straight sex</b>	79.7%	5743
<b>Gay sex</b>	17.3%	1245
<b>Lesbian sex</b>	32.3%	2326
<b>Bisexual sex</b>	43.3%	3118
<b>Trans sex</b>	22.9%	1653
<b>Having sex with myself</b>	17.7%	1274
<b>Multiple partners</b>	73.9%	5322
<b>Multiple genders</b>	30.0%	2164
<b>Kinky sex</b>	59.6%	4296
<b>BDSM</b>	29.3%	2110
<b>My partner(s)</b>	47.3%	3405
<b>Sex toys</b>	56.8%	4094
<b>Pornography</b>	53.3%	3838
<b>Being a slut [all genders]</b>	34.6%	2493
<b>Swinging</b>	56.8%	4094
<b>Tantric Sex</b>	22.6%	1626
<b>Fetish arousal</b>	27.5%	1984
<b>Voyeurism</b>	44.1%	3174
<b>Exhibitionism</b>	36.6%	2635
<b>Ravishment</b>	15.0%	1080
<b>Water sports (Golden showers)</b>	20.6%	1484
<b>Anal sex</b>	58.4%	4205
<b>Strap on sex</b>	29.5%	2125
<b>Group Sex / Orgies / Gang Bang</b>	57.3%	4132
<b>Role play</b>	41.9%	3018
<b>Naturism / Nudity</b>	42.5%	3061

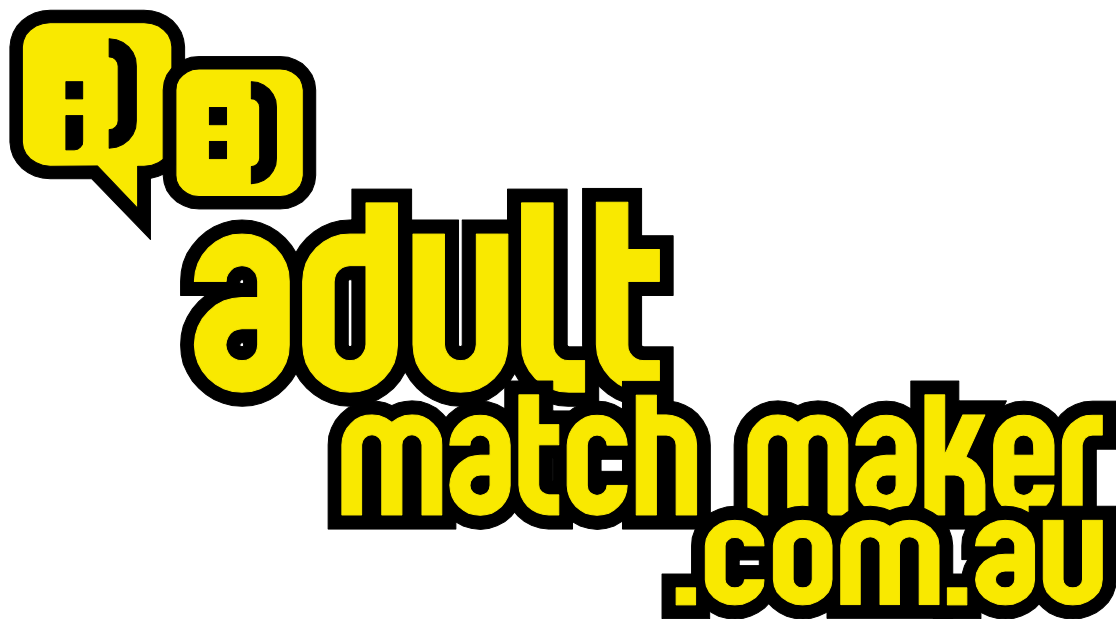
## Discussion

The results of this survey tell us that AMM's clients and community of interest are less likely to identify as heterosexual than the general Australian population. They are likely to be open to new sexual experiences such as sex with multiple genders and multiple partners. They have an interest in kink and may be polyamorous. The results of this survey are not representative of all Australians and cannot be generalised outside of the research population.

Sex and sexuality have traditionally been socially taboo subjects in Australia. Currently interest in the health and happiness related aspects of sex is increasing<sup>1</sup>. We know that the frequency of sexual encounters is diminishing and that women are now having less sex than they were in the 1950s<sup>2</sup> but that doesn't mean that our interest in sex and sexual partners is diminishing. In Australia *Dating Services* is a 113 million dollar industry with an annual growth rate of 4.8%. Online dating services have grown significantly over the last 5 years as consumers have become increasingly comfortable with the industry's technological offerings<sup>3</sup>

## Conclusion

On the basis of our population sample we can conclude that sexually active and sexually interested Australians are considering, and participating in, a wide range of sexual practices and that the boundaries around sexual identity are softening.



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1 <http://link.springer.com/article/10.1007/s11205-013-0267-1>

2 <http://www.kinseyinstitute.org/resources/FAQ.html>

3 <http://www.ibisworld.com.au/industry/dating-services.html>