

Sample 1000 Adult Interviews
 Conducted July 21 - 23, 2015
 Margin of Error ±4%

1. In what circumstances do you think news organizations should be allowed to publish details of the sex lives of people in the following groups, assuming the people involved want the information kept private?

	Should be allowed in all circumstances	Should be allowed if the information is newsworthy	Should never be allowed	Not sure
Ordinary People	5%	19%	63%	13%
Celebrities	8%	28%	50%	14%
Politicians	14%	32%	40%	14%

2. Do you think it is reasonable or unreasonable for people in the following groups to expect that their sex lives will be kept private?

	Reasonable	Unreasonable	Not sure
Ordinary People	82%	9%	9%
Celebrities	49%	39%	12%
Politicians	44%	43%	13%

3. If someone is cheating on their partner do you still think that it is reasonable or unreasonable for them to expect that their sex lives will be kept private?

Reasonable	32%
Unreasonable	50%
Not sure	19%

4. How open are you with people you are close to about your sex life?

Very open	12%
Somewhat open	24%
Not very open	28%
Not at all open	31%
Not sure	5%

5. If you discovered that someone close to you was cheating on their partner, what would you do? Select all that apply.

Would tell their partner	18%
Would confront person cheating	37%
Would support the person cheating	2%
Would do nothing	28%
Not sure	23%