

Sample 1000 Adult Interviews
 Conducted March 6 - 8, 2015
 Margin of Error ±3.9%

1. Do you agree or disagree to answer a few questions about pornography?

Agree93%
 Disagree7%

2. How often do you watch porn?

Asked of those who agreed to answer questions about pornography

Once a day or more5%
 More than once a week10%
 More than once fortnight4%
 More than once a month9%
 More than twice a year7%
 Less than twice a year21%
 I have never watched porn34%
 Prefer not to say7%
 Don't know3%

3. Has ever watched porn

Asked of those who agreed to answer questions about pornography

Yes56%
 No34%
 Prefer not to say / Don't know10%

4. Have you ever considered watching porn?

Asked of those who have never watched porn

Yes18%
 No79%
 Don't know3%

5. How old were you when you first started watching porn?

Asked of those who have watched porn

Under 16	20%
16-17	15%
18-20	23%
21-24	13%
25-29	8%
Over 30	15%
Don't know	6%

6. Have you ever watched porn with a partner (current or ex)?

Asked of those who have watched porn

Yes	62%
No	33%
Not applicable – I have never had a partner	5%

7. Do you personally consider watching porn to be morally acceptable or morally wrong?

Morally acceptable	39%
Morally wrong	38%
Not sure	23%

8. Has watching porn influenced what you do in your sex life?

Asked of those who have watched porn

Yes it has	38%
No it has not	54%
Don't know	9%

9. Thinking generally, if you had the choice, would you prefer your partner...?

Did watch porn	10%
Didn't watch porn	42%
I don't mind either way	42%
Don't know	6%

10. Do you think watching porn has a positive or negative impact on someone's sex life?

Very positive	3%
Positive	14%
Neither positive nor negative	45%
Negative	17%
Very negative	17%
Prefer not to say	3%