

# MTV GLOBAL AIDS STUDY 2004

## Final Report – 11/18/2004

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### Research Objective/Methodology

Research was conducted to provide MTV Networks International with data on sexual behavior trends among 14-34 year-olds. The study was designed to measure attitudes and opinions on HIV/AIDS-related topics, including condom use, trusted sources of information, general relationship topics and sexual history.

From September 24, 2004 to October 15, 2004, 6,634 men and women between the ages of 14 and 34 were surveyed. The study was posted on 22 MTV websites across the geographic regions of Asia Pacific, Western Europe, Eastern Europe and Latin America:

#### Asia Pacific:

- MTV Asia
- MTV Taiwan
- MTV Korea
- MTV Japan

#### Western Europe:

- MTV Nordic
- MTV Netherlands
- MTV UK
- MTV2 UK
- MTV Base UK
- MTV France
- MTV Spain
- MTV Portugal
- MTV Italy
- MTV Germany
- MTV2 Germany
- MTV Pan Europe

#### Eastern Europe:

- MTV Poland
- MTV Poland Classic
- MTV Romania
- MTV Russia

#### Latin America:

- MTV Latin America
- MTV Brazil

And the study was conducted in 15 languages:

- English
- Spanish (2 versions)
- Portuguese (2 versions)
- French
- Italian
- German
- Dutch
- Polish
- Romanian
- Russian
- Chinese Traditional
- Japanese

## Executive Summary

Reported sexual activity—that is, sexual intercourse (either vaginal or anal)—is prominent among today’s young population. Almost two-thirds report having had sexual intercourse. And while young people report generally high levels of knowledge about HIV/AIDS, only a small percentage indicate knowing **a lot** about the virus/disease. Thus, there undoubtedly exists a need for the development of new programs and/or improvement of existing programs designed for promoting awareness and education, specifically within the Asian Pacific region, where reported knowledge of HIV/AIDS is far lower than in other global regions.<sup>1</sup>

While today’s young adult population recognizes that condoms are an effective method of protection against HIV/AIDS, the vast majority do not use them each time they have sex. While few agree that it is not a big deal to have sex without a condom every now and then (20%), and even fewer (16%) agree that unless you have a lot of sexual partners, you don’t need to use condoms, this “support” of condom use simply is not being demonstrated through the actions of young people. Only 6 in 10 report having used a condom during their first sexual experience. The youth of the Asian Pacific region, along with their Eastern European counterparts, lag behind the regions of Western Europe and Latin America in frequency of condom use. Young adults in these 2 regions (Asian Pacific and Eastern Europe) are statistically less likely to use condoms when they have sexual intercourse.<sup>2</sup>

A brief overview regarding the viewpoints of today’s youth on issues including trustworthy sources of information about HIV/AIDS, attitudes towards relationships, comfort with sexual situations and condom use is presented below.

### Trustworthy Sources of Information/Learning from Sources

Young people identify a number of trustworthy sources of information for learning about HIV/AIDS but report low levels of learning from these sources. Respondents report having learned more about the virus/disease from **traditional sources** (namely doctor/healthcare provider, school/health class and book/brochure) than from any other source. While today’s youth/young adults consider **family and friends** to be relatively reliable HIV/AIDS information resources, they report having actually learned more from their friends than their parents. Latin Americans tend to feel more strongly than persons from other global regions that their parents are both trustworthy sources and an actual source for learning about HIV/AIDS.

In addition to traditional sources and family/friends, the **media** (namely TV programs/specials, newspapers, magazines, Internet or programs on MTV) are considered trustworthy sources that have actually provided education about HIV/AIDS. For example, national news programs are looked upon as trustworthy sources of information, and a vast majority of today’s youth report having learned about HIV/AIDS through TV programs/specials. Males turn to the Internet to learn about HIV/AIDS at a greater rate than females.

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<sup>1</sup> Unless otherwise stated, percentages are based on Top 2/Bottom 2 Box responses throughout analysis

<sup>2</sup> Statistically significant findings throughout this analysis reveal a 95% confidence that a true difference exists between the two sample proportions

## **Effectiveness of Methods of Protecting Against HIV/AIDS**

An alarming finding is the level of effectiveness perceived to exist for birth control pills as a method of protection against HIV/AIDS. About 15% of the total young adult population believes this to be the case, but greater levels are seen within the Asian Pacific and Eastern Europe regions. Sexually active youth tend to hold this view at a statistically greater rate than their non-active counterparts.

As indicated earlier, condoms are highly recognized as an effective measure for protection against HIV/AIDS but are considered to be effective methods by a smaller percentage of non-sexually active respondents than sexually active respondents.

## **HIV/AIDS Testing**

Approximately 20% of young people have been tested for HIV/AIDS. Global differences reveal a much lower rate of testing in the Asian Pacific region than in other regions analyzed. Likewise, males in committed relationships are more likely to have been tested than males in non-committed relationships. While differences also exist between females in these two groups (with a greater percentage of committed females having been tested than non-committed females), the differences are not significant.

The greatest reason for not getting tested is “I am not sexually active, so I don’t think I need to be tested.” This is cause for concern, as many of these same young persons who say they are not currently sexually active have previously engaged in sexual intercourse, yet they feel that their present lack of sexual activity justifies not being tested.

Almost a fifth of those who have not been tested report not knowing where to go to get tested. This lends itself to the earlier suggestion that improvements in education about HIV/AIDS are needed, including how and where to get tested.

Also of significance is the fact that 12% of those within the Asian Pacific region who have not been tested indicate that testing is not available in their area. This is yet another example of the need for new and/or improved programs addressing HIV/AIDS within that region.

## **Preferred Method of Protection against HIV/AIDS**

Condoms are clearly the preferred method of protection against HIV/AIDS, but as indicated earlier, they are used by only about a third of young people each time they have sexual intercourse. And while the vast majority believes that abstinence is an effective measure of protection against HIV/AIDS, only 4% prefer that method of protecting themselves against the virus/disease.

Most sexually active males and females in non-committed relationships say that condoms are their preferred means of protection against HIV/AIDS, but less than 40% use a condom each time they have sexual intercourse.

## Agreement with Relationship Statements

Not unexpectedly, men and women tend to express different views on a selection of general relationship topics. For most evaluated statements, males generally convey stronger levels of agreement, particularly for the following statements:

- ***a wife should not refuse sex with her husband***
- ***if you've been seeing someone for awhile, it is expected that you will have sex***
- ***there is pressure to have sex after a certain age***
- ***it's much harder for a man to say "no" to having sex than a woman***
- ***the decision to use a condom is mostly a man's***

Females are more likely to agree that ***men are more likely to cheat on their partners than women.***

Asian Pacific respondents show significantly higher levels of agreement with the following statements than other regions:

- ***men are more likely to cheat on their partners than women***
- ***women have less power than men when it comes to deciding when they have sex***
- ***the decision to use a condom is mostly a man's***

On statements regarding women, power and sex, agreement levels are moderately low across the board. Less than a fifth of both males and females agree that ***women have less power than men when it comes to deciding when they have sex***, while under 15% of males and females agree that ***women have less power than men when it comes to deciding who they have sex with.***

## Comfort with Sexual Situations

Most are comfortable in situations regarding condom use (***using condoms*** and ***asking partners to use condoms***), with females exhibiting greater levels of comfort than males. Males are less comfortable in ***saying "no" to their partner to having any type of a sexual relation*** as are respondents from the Asian Pacific and Eastern Europe regions.

Again, findings reveal discrepancies in the overall "support" of condom use and their actual level of usage. In spite of reporting high comfort levels in using condoms, the rate of actual use is comparatively low.

## Statements Regarding Condoms

Most report having had a partner who encouraged use of a condom during sex, while less than half say they've been encouraged to have sex without a condom. While males tend to have more relaxed views toward condom use, the study reveals that most male and females do recognize the importance of using condoms. However, once again, this goes against the findings regarding actual condom use, which was found to have been relatively low compared to the levels of support for the theoretical use of condoms and the recognition of condoms being an effective measure to guard against HIV/AIDS.

Generally, Eastern Europeans express more ambivalence about condom use. They typically tend to believe more strongly that it is not a big deal if condoms are not always used, especially if you do not have a lot of sexual partners.

## **Number of Sexual Partners**

On average, persons between the ages of 14 and 34 have had 1.73 sexual partners during the past 6 months. That number is higher for males (1.93) than females (1.50), which is a finding that is prevalent in each global region. However, when comparing data across regions, the study reveals that the average number of sexual partners during the past 6 months is statistically higher in Latin America.

Below is a brief overview of some of the global highlights revealed in the study.

### **Asian Pacific**

- Lowest rates of sexual activity and mean number of sexual partners
- Less knowledge about HIV/AIDS, and lowest testing rates (about half those of all other 3 regions)
- More likely to report lack of testing sites as reason for not getting tested
- Indicate abstinence as most effective means for guarding against HIV/AIDS (Top Box)
- Less comfortable using condoms and talking about sex with partner

### **Latin America**

- Greatest knowledge about HIV/AIDS
- Greater involvement from parents in HIV/AIDS education
- Greatest HIV/AIDS testing
- Most comfortable with using condoms
- Similar levels of condom usage vs. Western Europe and higher than other regions
- Highest mean number of sexual partners

### **Western Europe**

- Greater knowledge of HIV/AIDS than Asian Pacific
- Those living in that region do not see the need to be tested for themselves although they are sexually active
- Similar levels of condom usage as Latin America and higher than other two regions
- Greatest levels of condom use during first sexual experience

### **Eastern Europe**

- Moderate knowledge of HIV/AIDS
- Higher levels of comfort than Asian Pacific and Western Europe with using condoms and discussing what they are comfortable doing/not doing sexually with partners
- Similar levels of condom use to Asian Pacific (less than 2 other regions)
- More likely to agree that it is not a big deal to use a condom because of trust between partners, as well as condoms being needed only when you have a lot of sexual partners
- Second-highest mean number of sexual partners

## Analysis

Following is a detailed analysis of the findings described above. Where noteworthy, the analysis focuses on differences/similarities in responses of males and females, non-sexually active respondents, sexually active respondents in committed relationships (“in a long term relationship” or “married”) and sexually active respondents in non-committed relationships (“single and not dating” or “dating but not in a committed relationship”) and global region differences/likenesses.

### Knowledge of HIV/AIDS Analysis

- **General knowledge of HIV/AIDS is relatively high**, but there is clearly room for greater efforts in educating today’s youth/young adult population. Slightly over half of all respondents report Top 2 Box knowledge (on a 5-point scale), but only 15% say they know “a lot” about the disease.
- **Globally, males (57%) claim to have a superior knowledge of HIV/AIDS than their female counterparts (53%), especially in Asian Pacific (51% vs. 36%) and Latin American (67% vs. 59%).** However, looking at Eastern Europe, women seem more knowledgeable than their male counterparts (60% vs. 53%, respectively). There is no significant difference between genders among Western Europeans.
- **Non-sexually active persons are generally less knowledgeable** (Bottom 2 Box: 14% non-active males, 15% non-active females vs. 7% active/committed males and females, 9% non-committed males, 10% non-committed females).
- **Across geographic regions, the study reveals that reported knowledge of HIV/AIDS is far less in the Asian Pacific region.** Forty-four percent of respondents from the Asian Pacific region report Top 2 Box knowledge of HIV/AIDS, which is significantly lower than knowledge levels reported from each of the other regions analyzed (Latin America 63%, Western Europe 59% and Eastern Europe 56%).

### Trustworthy Sources of Information



**Traditional sources** (doctor/health care provider, school/health class and book/brochure) and **Media** (national news special, MTV program, newspaper article, TV program, magazine article and the Internet) generally stand out as top sources of information for HIV/AIDS education, with both groups garnering mentions by over 90% of all survey respondents (Top 2 Box out of a 5-point scale, where 5 is “extremely trustworthy”). In third place comes **Family and Friends** with 55% in the Top 2 box, followed by **Religious Organizations** and **Celebrities** with 17% and 12%, respectively.

### Traditional sources

- **Doctor/health care provider** is named by the majority of respondents as a trustworthy source of information for learning about HIV/AIDS. While about 91% of all survey respondents select doctor/health care provider as a trustworthy source of information, only 87% of respondents from the Asian Pacific region and 88% from Eastern Europe indicate a doctor/health care provider as a trustworthy source of information, which is far less than that reported by respondents from the two other global regions (95% Latin America, 93% Western Europe).
- In second place among traditional sources, **a book or brochure** receives 76% Top 2 box support as a trustworthy source of information for learning about AIDS. Western Europeans (79%) are more likely to mention this source than Asian Pacific (75%), Latin America (71%) and Eastern Europe (74%).
- **Trailing in third place is school/health class**, with about three-quarters (74%) of respondents indicating this as a trustworthy source of information for learning about HIV/AIDS. Females are more likely to trust this source at 76% vs. 73% for males. Latin Americans are more likely to look upon school/health class as a trustworthy source of information than their counterparts in each of the other regions (81% compared to 74% in the Asian Pacific, 77% in Western Europe and 62% in Eastern Europe).

### Media

- As noted above, **media** is an important trustworthy source of information (92% Top 2 box) for respondents. It is more trustworthy among women (94%) than males (91%).
- **National news specials** are the top media source of information for obtaining knowledge about HIV/AIDS, but females are more likely to hold this viewpoint than males. While about three-quarters of females consider a national news special to be a reliable source of information, only about 68% of males share the same view. National news specials are considered less of a trustworthy source of information among Eastern Europeans (62%) than what is revealed in the regions of the Asian Pacific, Latin America and Western Europe (73%, 72% and 74%, respectively).
- Globally, half (51%) consider MTV programming to be a trustworthy source of information. However, MTV programs stand out in Latin America compared to the other regions (74% vs. to 53% in both the Asian Pacific and 48% each in Western Europe and Eastern Europe).

- About the same percent (54%) feel that **TV programs** in general are a trustworthy source. Asian Pacific (68%) and Latin American (61%) respondents mention it more than their Western and Eastern European (48% each) counterparts.
- **Newspaper articles** and **magazine articles** are trusted by 54% and 46% of global respondents (respectively). Fewer in the Eastern European region trust newspapers compared to the other regions (7% vs. 25% Asia Pacific, 24% Latin America and 18% West Europe).
- **The Internet** is chosen as a trustworthy media source by 40% of respondents globally, a comparatively low percentage.

### **Family and Friends**

- More than half (55%) of global respondents rate **Family/Friends** as a trustworthy source of information on HIV/AIDS. More respondents in Latin America rate this source as trustworthy vs. other regions (64% vs. 48% Asian Pacific, 54% each for Western Europe and Eastern Europe).
- Forty-five percent of total respondents consider their **parents** a trustworthy source, while an even greater percentage within the Latin American group (57%) report the same, which is statistically greater than respondents from other regions.

### **Other Sources - Religious Organizations and Celebrities**

- Less than one-fifth trust **religious organizations** (17%) and only some trust **celebrities** (12%) globally. Those in the Asian Pacific region are more likely to name religious organizations as reliable sources of information, with 28% of total respondents and 30% of males calling them trustworthy.

## How Much Learned About HIV/AIDS from Sources

**Both Media and Traditional Sources are the Top 2 Box leaders** in educating respondents about HIV/AIDS, with 88% of respondents claiming that they have learned “a lot” or “a fair amount” from these sources. Following are **Family and Friends** with 53%, **Staying Alive** with 20%, **Pornography** with 16% and **Religious Organizations** with 8%.

Top 2 Box	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
Media	88%	87%	89%	88%	93%	88%	87%
Traditional Sources	88%	86%	89%	84%	96%	89%	81%
Family/Friends	53%	53%	54%	48%	71%	53%	47%
Staying Alive	20%	18%	22%	23%	25%	20%	17%
Pornography	16%	23%	10%	23%	22%	13%	17%
Religious Org.	8%	10%	6%	15%	9%	6%	5%

### Traditional sources

- For **Traditional Sources**, statistical differences are seen between females and males, with females reporting at a higher rate. These sources are also top mentions across each global region, but while a greater percentage of Latin American respondents indicate traditional sources (96%) are trustworthy, “family/friends” (71%) are a much more frequently-named resource than in any other territory.
- **Brochures** are the top traditional source at 61%, followed closely by a **sex health or health educator** at 60%. Fewer non-active females (60%) learn about HIV/AIDS from brochures than active females in committed relationships (69%) and active females in non-committed relationships (65%). The same is true for males, at 53% for non-actives vs. 63% for active committed and 60% for active non-committed.
- **A doctor/health care provider is also named by a majority of respondents** as a source where information is learned about HIV/AIDS either “a lot” or “a fair amount” at 57%. More females (59%) than males (55%) carry this perspective, but the greatest differences exist across global regions. Responses for a doctor/health care provider as being an actual educator about HIV/AIDS to the respondents is statistically greater among Latin American (73%) respondents than their Asian Pacific, Western and Eastern European counterparts (56%, 55% and 50%, respectively).
- **Eleven points behind a doctor/health care provider is a teacher, with less than half (46%) of respondents saying that they learned “a lot” or “a fair amount” from this source.** From a statistical standpoint, non-active females name a **teacher** at a greater rate than females in active committed and non-active committed relationships (55%, 40% and 44%, respectively).

## Media

- A majority of respondents learn about HIV from a **TV program/special** (68%), a **newspaper article** (59%) and a **magazine** (53%). Other media sources from which respondents say they learned “a lot” or a “fair amount” about HIV/AIDS are **a program on MTV** and **the Internet** by about a third or more at 32% and 39%, respectively.
- A small number (10%) of global respondents learned “a lot” about HIV/AIDS from an **MTV program**. This number increases to 32% when considering those who say they learned “a fair amount.” This is greater in Latin America at 30% compared to the other regions. More males (42%) than females (32%) in the Asian Pacific say they learned from **an MTV program**. However, more females than males learn through **an MTV program** in Western (32% vs. 25%) and Eastern Europe (34% vs. 26%).
- **Males turn to the Internet** to learn about HIV/AIDS at a statistically greater rate (44%) than females (34%), but each of the other media sources (TV programs/specials, newspaper articles, magazines and MTV programs) are reported at a statistically higher rate as sources of actual learning about HIV/AIDS by females than males.

## Friends/Family

- **Only 27% report having learned from parents**, which is markedly below the 45% who consider parents to be trustworthy sources of information. So, while a respectable percentage of the youth/young adult population may consider parents to be reliable sources of information regarding HIV/AIDS, far fewer are actually being educated by their parents. In Latin America, parents are more involved in educating their children about HIV/AIDS than in other global regions (39% vs. the Asian Pacific 20%, Western Europe 29% and Eastern Europe 18%). Respondents learn less from a brother or sister in Latin America (10%) vs. the Asian Pacific (15%), Latin America (25%) and Western Europe (20%).
- **Overall, friends have a slightly greater impact than parents** in educating their peers about issues regarding HIV/AIDS. As indicated above, about 27% of respondents report having learned from parents, but 33% report having learned from friends. In each of the global regions studied, more respondents report having learned about HIV/AIDS through friends than parents.
- **Those respondents in active committed and active non-committed relationships learn more from their boyfriend, girlfriend or sexual partners than those who are not sexually active.**

Top 2 Box: “a lot” or “a fair amount”	Active Com Male	Active Non-Com Male	Non-Active Male	Active Com Female	Active Non-Com Female	Non-Active Female
Learn from Boyfriend, Girlfriend or Sexual Partner	37%	35%	18%	32%	23%	15%

### Staying Alive Website

- A fifth (20%) of respondents mention the **Staying Alive Website** as a source where they learn “a lot” or “a fair amount” about HIV/AIDS. More females than males have learned from the site (22% vs.18%, respectively). Respondents in the Asian Pacific and Western Europe claim to have learned “a lot” or “a fair amount,” more so than the Western and Eastern European regions (23%, 25%, 20% and 17%, respectively).

### Other Sources – Pornography and Religious Organizations

- **Pornography** is named as a source that provides “*a lot*” or “*a fair amount*” of learning about HIV/AIDS by about a fifth (16%) of respondents. This is higher for males across the geographic regions.
- **Religious organizations** are a source of learning about HIV/AIDS for 8% of global respondents. This is higher in the Asian Pacific (15%) and especially among males (20%) in that region.

## Effectiveness of Methods of Protecting Against HIV/AIDS

An overwhelming majority of respondents (94% Top 2 box) find condoms to be an effective method of guarding against HIV/AIDS, with 55% calling them “very effective” and 38% describing them as “somewhat effective.” Both males and females report high effectiveness of condoms (95% and 93%, in Top 2 Box, respectively). However, there are differences across the global regions as Asian Pacific respondents are statistically less likely (87%) to rate condoms as an effective means for HIV/AIDS defense than their counterparts in each of the other global regions (Latin America 96%, Western Europe 97% and Eastern Europe 94%).

- **Sexually active respondents are more likely to state that condoms are effective** in protection against HIV/AIDS than non-sexually active respondents (96% of active/committed males and females, 96% of active/non-committed males and 95% of active/non-committed females vs. 93% non-active males and 89% non-active females).
- **Abstinence is indicated by over three-quarters (78%)** of all survey respondents, with no notable differences between males and females.
- **Eighteen percent of respondents say that having only oral sex** is an effective means of preventing HIV/AIDS, with a significant difference revealed between males and females. While 21% of males look upon oral sex as an effective means of protection against the virus/disease, only 15% of females share that same viewpoint.
- **Birth-control pills are considered to be effective methods of protection against HIV/AIDS by about a fifth of all respondents in the Asian Pacific and Eastern Europe regions (21% and 19%, respectively).** These statistics are significantly higher than those seen in the Latin American and Western European regions (11% and 12%, respectively).
- Within the general population, the study finds that non-sexually active persons using **birth control pills** consider them to be an effective method of HIV/AIDS protection at a higher rate than sexually active persons (21% of non-active males; 22% of non-active females vs. 11% of active/committed males, 9% active/committed females, 14% active/non-committed males and 10% active/non-committed females).
- Only a handful (8%) of the global population mentions **withdrawal** or **pulling out** as an effective method of protecting against the HIV/AIDS disease. However, there is a higher notion in the Asian Pacific region that this is a legitimate method for the prevention of HIV/AIDS than in the other regions comprising this study (16% in the Asian Pacific, 6% in Latin America, 5% in Western Europe and 8% in Eastern Europe describe this method as “very effective” or “somewhat effective”).

## Levels of Agreement with Relationship Statements

**Almost 6 in 10 respondents (59%) find it easy to talk to his/her partner about sex.** A significantly greater percentage of males (62%) hold this view compared to females (57%). Greater differences are seen between persons in committed relationships (84% males, 82% females) and non-committed relationships (67% males, 62% females). Geographic analysis reveals that those in Latin America, Western Europe and Eastern Europe have a greater tendency to agree (66%, 61% and 65%, respectively) than those in the Asian Pacific region (46%).

Top 2 Box (5-point scale, 5 means strongly agree)	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
It's easy to talk to my partner about sex.	59%	62%	57%	46%	66%	61%	65%
Much harder for a man to say "no to having sex than a woman."	50%	56%	43%	54%	53%	44%	57%
If you've been seeing someone for a while, it is expected that you will have sex.	43%	50%	36%	31%	48%	44%	56%
Many men refuse to use a condom.	43%	43%	43%	44%	60%	38%	43%
There is pressure to have sex after a certain age.	41%	48%	34%	37%	52%	39%	45%
Men are more likely to cheat on their partners than women.	36%	34%	39%	54%	42%	26%	39%
A wife should not refuse sex with her husband.	18%	26%	10%	16%	13%	13%	33%
Women have less power than men when it comes to deciding when they have sex.	18%	19%	18%	33%	10%	12%	25%
You will be rejected by your partner if you don't have sex.	18%	22%	14%	17%	16%	18%	20%
The decision to use a condom is mostly a man's.	16%	22%	10%	26%	13%	11%	18%
It's "okay to cheat on your partner if you're not in a committed relationship."	15%	19%	11%	16%	23%	11%	23%
Women have less power than men when it comes to deciding who they have sex with.	14%	15%	14%	24%	8%	8%	26%
I feel a lot of pressure from my friends to have sex.	13%	18%	8%	15%	18%	12%	10%
Asking a partner to use a condom may indicate a lack of trust.	9%	12%	6%	12%	11%	8%	9%
Women don't have a right to ask men to use a condom.	6%	8%	5%	5%	5%	5%	11%

- Males are statistically more likely to agree (56%) that **it's much harder for a man to say "no" to having sex** than females (43%).
- Agreement levels for the statement **many men refuse to use a condom** are significantly higher among Latin Americans (60%) than those in the Asian Pacific (44%), Western Europe (38%) and Eastern Europe (43%). However, **the decision to use a condom is mostly a man's** is a position that is held by a higher percentage of respondents from the Asian Pacific region (26%) than respondents from Latin American (13%), Western Europe (11%) and Eastern Europe (18%).
- Those who are not sexually active are less likely to agree that **if you've been seeing someone for a while, it is expected that you will have sex** (36% males; 24% females).

These percentages differ from responses of sexually active respondents (52% male active/committed, 42% female active/committed, 59% active/non-committed males, 47% active/non-committed females). This point of view is also held by a greater percentage of males (50%) than females (36%).

- While about 41% of today's youth/young adult population agree that **there is pressure to have sex after a certain age**, higher percentages of males (48%) agree than females (34%). Asian Pacific respondents are less likely to agree with this statement (37%) than respondents in Latin America (52%) and Eastern Europe (45%).
- **Pressure from friends to have sex** is felt at a higher rate by males (18%) than females (8%).
- Respondents from the Asian Pacific are statistically more likely to agree with the following statements:
  - **Men are more likely to cheat** (54%)
  - **Women have less power than men when it comes to deciding when they have sex** (33%)
  - **The decision to use a condom is mostly a man's** (26%)
- Likewise, males are more likely to agree (22%) that **the decision to use a condom is mostly a man's**, while females have a greater tendency to agree that **men are more likely to cheat on their partner than a woman** (39%).
- **It's okay to cheat on your partner if you're not in a committed relationship** is a statement that is agreed upon by 19% of males, compared to 11% of females. Among persons in non-committed relationships, 23% of males and 15% of females indicate high levels of agreement compared to 18% of committed males, 10% of committed females, 15% of non-active males and 9% of non-active females.
- With regards to statements concerning sex and rejection, males tend to have stronger levels of agreement than females. Males are statistically more likely than females to agree that **you will be rejected by your partner if you don't have sex** (22% male vs. 14% female) as well as **a wife should not refuse sex with her husband** (26% male vs. 10% female).
- The study reveals no significant differences between males and females regarding the statements **women have less power than men when it comes to deciding who they have sex with** (15% males; 14% females) and **women have less power than men when it comes to deciding when they have sex** (19% males; 18% females). However, both statements are agreed upon by statistically greater percentages of respondents in the Asian Pacific (24% and 33%, respectively) and Eastern Europe (26% and 25%, respectively).
- **Asking a partner to use a condom may indicate a lack of trust** is a common belief held by about 12% of males, compared to 6% of females. This statement is also accepted by a greater percentage of active/non-committed males (14%) than males in committed relationships (10%).

## HIV/AIDS Testing

**HIV/AIDS testing has been conducted on approximately 2 in 10 respondents.** Males have been tested at a greater rate than females (21% vs. 18%).

- **Testing is less prevalent within the Asian Pacific region** (12%) than Latin America (27%), Western Europe (21%) and Eastern Europe (24%). This finding compares to the finding that knowledge of HIV/AIDS is also less prevalent in the Asian Pacific region as earlier stated.
- **Statistical differences are revealed in Latin America between active/committed males and females and their non-committed counterparts.** Those in committed relationships are more likely to have been tested (45% males and females) than sexually active person in non-committed relationships (27% males and 31% females).

Tested ?	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
Yes	20%	21%	18%	12%	27%	21%	24%
No	80%	79%	82%	88%	73%	79%	76%

## Reasons for not getting tested for HIV/AIDS

Among reasons given for not being tested for HIV/AIDS, more than a quarter (26%) report *I am sexually active but I don't think I need to be tested*. This opinion is held by a greater opinion of males (29%) than females (22%).

- Likewise, those in committed relationships are more likely to believe that they simply **do not need to be tested** (60% committed males, 52% committed females) than those in non-committed relationships (36% non-committed males, 29% non-committed females).
- **Lack of testing sites is a reason for not being tested among 12% of the non-tested respondents within the Asian Pacific region.** This statistic is significantly greater than what is reported in Latin America (3%), Western Europe (2%) and Eastern Europe (4%).

Base: Have Not Been Tested For AIDS	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
I am not sexually active, so I don't think I need to be tested	45%	43%	48%	51%	42%	40%	50%
I am sexually active, but I don't think I need to be tested	26%	29%	22%	15%	17%	32%	23%
I would like to, but don't know where to go	18%	20%	16%	22%	22%	13%	19%
I would like to, but I'm embarrassed	14%	16%	12%	18%	15%	12%	11%
Because I'm scared	11%	12%	11%	10%	16%	11%	10%
Testing is not available where I live	5%	6%	4%	12%	3%	2%	4%
Don't know	12%	12%	13%	14%	17%	13%	12%

## Sexuality/Sexual Intercourse

**Most of the survey respondents (79%) identify themselves as heterosexual, while the remaining 21% claim to be either bisexual, gay/lesbian or uncertain about their sexuality.**

- More males identify themselves as gay (11%) versus females who identify themselves as lesbians (1%).
- Active non-committed females are more likely to identify themselves as a bisexual (11% versus 7% each for active committed and non-active females).
- A higher percentage of active non-committed males are gay (14% versus 10% active committed males and 7% non-active committed males).
- Many more non-active females (9%) and non-active males (12%) are uncertain about their sexual preference.

**Among all survey respondents, 63% report having had sexual intercourse.** This statistic is higher for males (65%) than females (60%). Globally, **respondents from the Asian Pacific region are less likely to be sexually active** than their counterparts from each of the other regions. Only 47% in the Asian Pacific region report having had sexual intercourse, compared to 69% in Latin America, 70% in Western Europe and 60% in Eastern Europe.

Sexually Active?	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
Yes	63%	65%	60%	47%	69%	70%	60%
No	37%	35%	40%	53%	31%	30%	40%

## Reasons for Not Having Sexual Intercourse

While a large part of the study pertained to issues concerning sexually active persons, persons who reported never having sexual were asked to report their reasons for never having had sexual intercourse.

- **Having not met the right person** is the overwhelming top reason for not having sex (66%). Females are statistically more likely (70%) to report this reason than males (62%).
- **Worry about sexually-transmitted diseases** and **worry about HIV/AIDS specifically** are reasons reported by 19% and 20%, respectively. In both cases, there are statistical differences between males and females, with females showing a greater tendency to indicate these as reasons (22% and 23%, respectively) than males (17% for both statements).
- **Waiting for marriage** is reported as a reason for not having sex by 35% of non-sexually active Asian Pacific respondents which is the third-highest reason reported by this subset (following **“I haven’t met the right person”** at 64% and **“I am not ready”** at 40%). In each of the other global regions, **waiting for marriage** is reported at a statistically lower rate (Latin America at 16%, Western and Eastern Europe at 9% each).

Base: Never Had Sexual Intercourse	Global Total	Global Male	Global Female	Asia Pacific	Latin America	Western Europe	Eastern Europe
I haven't met the right person	66%	62%	70%	64%	62%	70%	65%
I am not ready	36%	24%	46%	40%	39%	28%	37%
Never had the opportunity	35%	44%	27%	32%	28%	42%	26%
I am too young	29%	21%	36%	35%	33%	21%	28%
I am worried about getting HIV/AIDS	20%	17%	23%	25%	26%	10%	19%
I am worried about getting a sexually transmitted disease	19%	17%	22%	27%	27%	10%	14%
I want to wait until I get married	18%	15%	21%	35%	16%	9%	9%
I'm scared/nervous	18%	14%	21%	19%	19%	15%	15%
I'm worried about getting pregnant	17%	4%	28%	20%	19%	9%	19%
It's against my religious beliefs/values	9%	10%	9%	17%	9%	6%	5%
Other	13%	17%	10%	9%	15%	13%	19%

## Preferred Method of Protection against HIV/AIDS

When asked to choose between **condoms**, **being faithful to one partner** or **abstinence**, overall, 68% of sexually active respondents prefer **condoms**, 27% **being faithful** and the remaining 4% **abstinence** as their preferred method for protection against HIV/AIDS.

- Condom usage preference is driven by those in non-committed relationships (Males: committed 49% vs. 76% non-committed; Females: committed 59% vs. 80% non-committed).
- Interestingly, fidelity (**being faithful to one partner**) is mentioned by more males (48%) and females (38%) in committed relationships.
- While Latin American and Western European respondents are more likely to select **condoms** (80% and 74%, respectively) than respondents from the Asian Pacific (57%) and Eastern Europe (57%), **being faithful to one partner** is more likely to be reported by Asian Pacific and Eastern European respondents (34% and 40%, respectively) than Latin Americans (16%) and Western Europeans (24%).
- Very few (4%) consider **abstinence** as the preferred method of protecting themselves against HIV/AIDS, yet 9% of Asian Pacific respondents feel that it is their preferred method, more so than any other regions (4% for Latin America, 3% for both Western and Eastern Europe).

	Total	Global Male			Global Female			Regions			
	Global	Total	Active Com	Active Non-Com	Total	Active Com	Active Non-Com	Asia Pacific	Latin America	Western Europe	Eastern Europe
Using a condom	68%	67%	49%	76%	70%	59%	80%	57%	80%	74%	57%
Being faithful to one partner	27%	28%	48%	18%	26%	38%	16%	34%	16%	24%	40%
Abstinence	4%	5%	3%	6%	4%	3%	5%	9%	4%	3%	3%

## Comfort with Sexual Situations

There exists a generally high level of comfort (over 70% of sexually active respondents reporting in Top 2 Box on a 5-point scale where 5 means “very comfortable”) with **using condoms**, **asking their partner to use a condom** and **discussing what he/she is comfortable doing or not doing sexually with his/her partner**.

- Females are more comfortable than their male counterparts with **using condoms** (77% females, 71% males) and **asking their partner to use a condom** (78% females, 65% males).
- **Asian Pacific respondents who report having had sexual intercourse are less comfortable with using condoms (66%)** than Latin Americans (85%), Western Europeans (73%) and Eastern Europeans (77%).
- **While a large percentage of sexually active people from Latin America, Western Europe and Eastern Europe are comfortable with discussing what he/she feels comfortable doing or not doing sexually with his/her partner (76%, 72% and 77%, respectively), a significantly lower percentage of Asian Pacific respondents (65%) report the same.**
- Active/committed females in both the Asian Pacific and Latin American regions have a greater tendency to be comfortable with **discussing what she is comfortable doing or not doing sexually with her partner (76% and 91%, respectively)** than sexually active females in non-committed relationships in these regions (55% and 75%, respectively). This same finding exists in both European regions. Among committed females, 77% of Western Europeans and 85% of Eastern Europeans are comfortable in **discussing what she is comfortable doing or not doing sexually with her partner** compared to their non-committed counterparts (61% and 69%, respectively).

Base: Have Had Sexual Intercourse (Top 2 Box)	Total	Global Male		Global Female			Regions				
	Global	Total	Active Com	Active Non-Com	Total	Active Com	Active Non-Com	Asia Pacific	Latin America	Western Europe	Eastern Europe
Using a condom	52%	48%	43%	51%	56%	55%	56%	41%	66%	51%	55%
Asking your partner to use a condom	48%	43%	45%	42%	53%	57%	49%	39%	66%	45%	56%
Discussing what you feel comfortable doing or not doing sexually with your partner	44%	45%	50%	42%	42%	51%	35%	35%	52%	42%	48%
Buying condoms	38%	42%	43%	41%	35%	38%	32%	31%	46%	35%	52%
Saying “no to your partner to having any type of sexual relation”	19%	15%	15%	16%	24%	25%	22%	15%	32%	19%	18%

## Condom Use

### Frequency of Use

Among sexually active respondents, 62% claim to use condoms “always” (33%) or “most of the time” (28%), while under a quarter (23%) say “sometimes” and 13% “never.”

- Non-committed males use condoms at a significantly greater rate (71% in the Top 2 Box) than males in committed relationships (46%). The same phenomenon is seen among non-committed females (70%) and committed females (50%).
- Similar findings are revealed in each of the global regions studied with the exception of the Asian Pacific, where there are no statistical differences in frequency of condom use between persons in committed relationships and those who are not in committed relationships, and Eastern Europe, where there is no difference between non-committed and committed females.

### Use of Condom During First/Last Sexual Experience

- Reported condom use is less for the last sexual experience (54%) than for the first sexual experience (60%). Interestingly, **while 62% of females report using a condom during their first sexual experience, this percentage drops to 51% for the last sexual experience**, while males report almost identical levels of usage during first and last experiences (57% in first experience, 56% during last experience).
- Condom use during the last sexual experience is statistically higher among non-committed persons.
- **With regards to the first sexual experience, Western European respondents report condom use at a statistically greater rate (68%)** than respondents in the Asian Pacific region (45%), Latin America and Eastern Europe (54%). However, no significant findings are revealed with regards to the last sexual experience across the geographic regions analyzed.

## Statements Regarding Condoms

Males' and females' views differ on a variety of statements regarding condoms, with males having a greater tendency to report more relaxed standards on condom use. In each of the highlighted statements below, "Agree" responses among sexually active males are statistically higher than those among sexually active females.

	Total	Males	Females
I have had one or more partners that have encouraged me to have sex with a condom	67%	69%	65%
It is not a big deal if my partner and I don't use a condom; we trust each other	42%	47%	38%
I have had one or more partners that have encouraged me to have sex without a condom	41%	40%	43%
Buying condoms is embarrassing	29%	27%	30%
It is not a big deal to have sex without a condom every now and then	20%	21%	18%
Unless you have a lot of sexual partners, you don't need to use condoms	16%	19%	12%
It is hard to bring up the topic of condoms with a partner	13%	14%	12%

Differences are also revealed across global regions regarding condoms. On statements referring to importance of condom use, Eastern Europeans tend to have more lenient attitudes. In each of the highlighted statements below, "Agree" responses among sexually active respondents within the highlighted region are statistically higher than those among sexually active respondents in each of the other regions. (For the statement *it is not a big deal to have sex without a condom every now and then*, respondents in both Eastern Europe and the Asian Pacific agree at a statistically higher rate than respondents in Latin America and Western Europe).

	Total	Asia Pacific	Latin America	W. Europe	E. Europe
I have had one or more partners that have encouraged me to have sex with a condom	67%	65%	75%	67%	67%
It is not a big deal if my partner and I don't use a condom; we trust each other	42%	35%	28%	43%	54%
I have had one or more partners that have encouraged me to have sex without a condom	41%	42%	46%	39%	44%
Buying condoms is embarrassing	29%	40%	24%	29%	17%
It is not a big deal to have sex without a condom every now and then	20%	27%	11%	17%	29%
Unless you have a lot of sexual partners, you don't need to use condoms	16%	18%	6%	14%	23%
It is hard to bring up the topic of condoms with a partner	13%	17%	18%	13%	6%

### Reactions of Partner If Condom Use Is Proposed

- **“Fine” is the adjective chosen most frequently** by respondents when asked how their partner would react if asked to use a condom (66%). Females are more likely to use this description about their partner (67%) than males (64%). This adjective is less likely to be used by Latin Americans (59%) than others from the Asian Pacific region (69%), Western European region (65%) and Eastern European region (66%).
- **In a distant second and third are “glad” (20%) and “surprised” (16%).** A reaction of “glad” is reported by a significantly greater percentage of males (23%) than females (16%).
- **“Glad” and “surprised” are adjectives that are less likely to describe reactions of partners of Asian Pacific respondents (13% and 10%, respectively)** than those reported by Latin Americans (24% and 16%) and Western Europeans (21% and 17%).
- **Males are more likely to say their partners would react “suspiciously”** (“suspicious that I am cheating” (13% compared to 6% females) and “suspicious that I think he/she is cheating” (11% compared to 7% females), while a greater percentage of females say their partner would be **“disappointed”** (8%) than males (5%).
- **“Disappointed” is an adjective chosen by a statistically higher percentage of Asian Pacific respondents** (12%) than respondents in Latin America (3%), Western Europe (6%) and Eastern Europe (5%).

### Reactions of Respondent if Partner Proposes Condom Use

- **A solid majority of respondents (68%) report being “fine” with being asked by their partner to use a condom.** An even greater percentage (75%) of Asian Pacific respondents use this description, which is significantly higher than what the study reveals for Latin Americans (63%), Western Europeans (67%) and Eastern Europeans (66%).
- **“Glad” is a descriptor used by 28% of total respondents,** with significant differences seen between active/non-committed persons and those in committed relationships. Active/non-committed persons (26% of males and 40% of females) say they’d be “glad” if their partner proposed using a condom at a statistically higher rate than persons in committed relationships (17% of males and 25% of females).
- **Persons in committed relationships (both male and female) are more likely to be “surprised”** if asked by their partner to use a condom (19% males, 21% females) than persons in non-committed relationships (13% males, 14% females).

- **Reactions of suspicion are greater among males:**

- Suspicious that I am cheating (10% Males vs. 7% Females)
- Suspicious that I think he/she is cheating (10% Males vs. 7% Females)

- **Persons in committed relationships are more likely to react with a suspicious eye if asked to use a condom by their partner as evidenced by the table below:**

	TOTAL	Committed		Non Committed	
		Male	Female	Male	Female
Suspicious that I am cheating	8%	15%	9%	8%	5%
Suspicious that I think he/she is cheating	9%	13%	9%	9%	6%

## Number of Sexual Partners in Last 6 Months

Overall, the mean number of sexual partners that respondents report having within the past 6 months is 1.73, with the mean number for Males being 1.93 compared to 1.50 reported by Females.

- **The mean number of partners during the past 6 months reported by males in non-committed relationships is higher (2.15) than that for males currently in committed relationships (1.49).** Likewise, the study reveals that the average sexually active/non-committed female has had 1.75 sexual partners in the past 6 months, compared to 1.23 reported by females in committed relationships.
- **Across regions, Latin American respondents report a statistically higher mean number of sexual partners during the past 6 months at 1.99** (compared to the Asian Pacific mean of 1.65, Western European mean of 1.70 and Eastern European mean of 1.76) and also have a greater rate of multiple partners (2+) than their counterparts from other regions (43% versus 30% among respondents from the Asian Pacific region, 33% Western Europeans and 34% Eastern Europeans).
- **Forty percent of male respondents report having had multiple partners (2 or more) within the past 6 months, while only 29% of their female counterparts indicate having 2 or more sexual partners in the past 6 months.** Not surprisingly, the percentage of non-committed persons reporting multiple partners is noticeably higher than that of committed persons. **While 49% and 41% of males and females, respectively, in non-committed relationships have had 2 or more partners in the past 6 months,** much smaller percentages are indicated among those in committed relationships (22% of committed males, 15% of committed females).

## Experience with Abuse

- Knowledge of someone who has experienced **physical abuse** and **verbal abuse** is reported at different levels, with 27% of respondents indicating knowing someone who has been a victim of **physical abuse** compared to 45% who report having an associate who has experienced **verbal abuse**. Almost a third (30%) say they know someone who has been **pressured into a sexual situation that they did not want to be in**. In each of these cases, females report knowing someone involved in these situations at a statistically higher rate than males (31%, 48% and 34%, respectively, for females vs. 23%, 42% and 27%, respectively, for males).
- Lower percentages of Asian Pacific respondents know individuals who have encountered abusive situations (**physical and/or verbal**) than respondents within each of the remaining global regions included in the analysis. With regards to **verbal abuse**, the differences are statistically significant from each of the other regions (31% of Asians, 59% of Latin Americans-59%, 44% of Western Europeans and 52% of Eastern Europeans). Asian Pacific respondents report knowing someone involved in physically abusive situations at a statistically lower level (21%) than Latin Americans (30%) and Western Europeans (27%).

## General Profile

- Nearly half of respondents fall in the 14-to-19 years of age bucket. Another 35% are between the ages of 20 and 24, and a fifth are between 25 and 34.
  - The average age is 20.75 years old.
- Seventy-two percent of all global respondents are not committed.
  - Half (52%) are single and not dating.
  - A fifth (20%) are dating but not in a committed relationship.
- A quarter of all respondents are in a committed relationship.
  - Only a handful (5%) are married.
    - Married respondents have been together for an average of 3.51 years.
  - Most who are committed have been in a long-term, monogamous relationship (23%) as opposed to being married.