



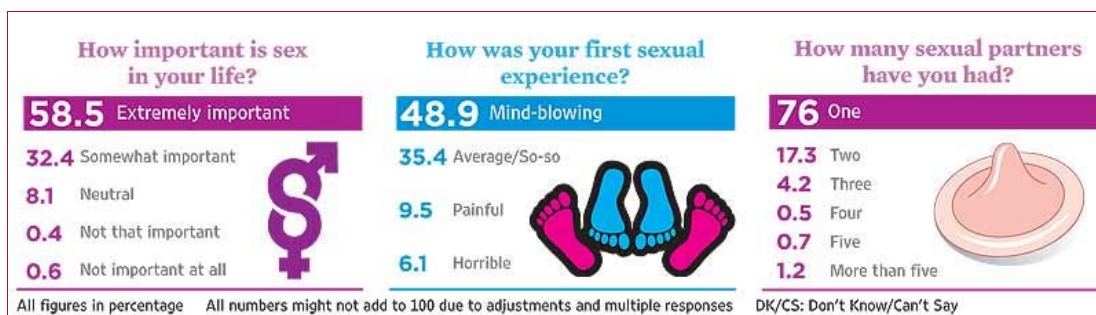
[OUTLOOK-SKORE SEX SURVEY](#) 2012

The Kids Are Alright

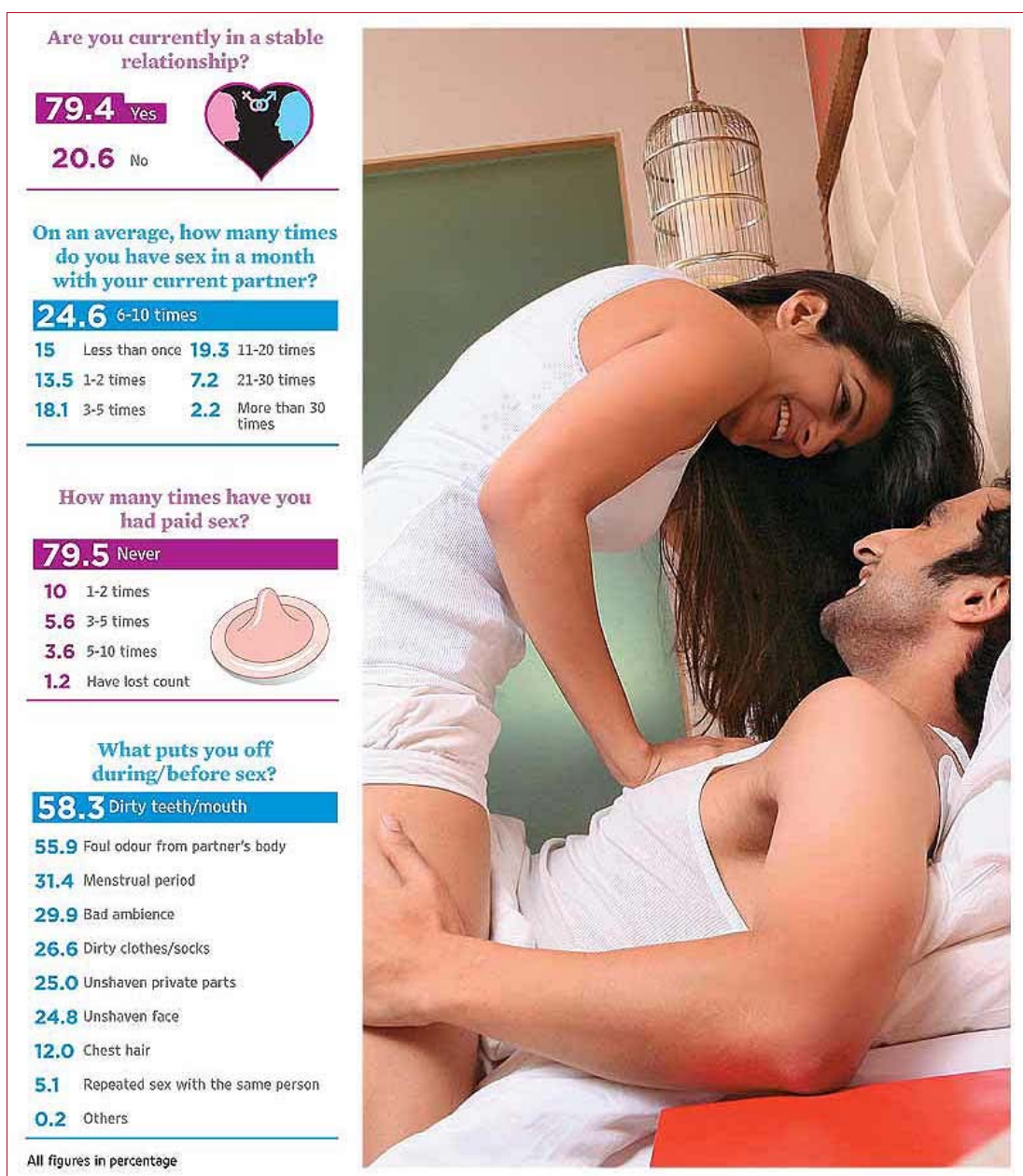
30% of [urban youth](#) don't think there's anything wrong with homosexuality; 73% agree that incest is [a big issue](#) in India

Sex is something which has natural association with youth—raging hormones, infinite possibilities and many, many [naughty discoveries](#). Or so we hope and pray. Given that such [a large proportion of Indians](#) are young, what's the point if they aren't reaping true dividends—sex, and lots of it—in keeping with their demographic? Which is why we at *Outlook* decided to focus on this demanding segment (ages 18-35) in the [Outlook-Skore Sex Survey](#) 2012. Our findings show that, although late bloomers (most of the youth surveyed had their first sexual experience in [the early 20s](#)), urban youth are experimenting and more open about attitudes to sex. There's a clear relaxation here in views on virginity too. There's also greater acceptability about casual sex in [the urban arena](#) (almost 65% respondents acknowledged having what is now referred to as 'buddy sex' before marriage). This growing ease and comfort with sex is evident in two startling disclosures: one, 30% of

urban youth don't think there's anything wrong with homosexuality (29% of urban males admit to having had a homosexual experience at least once). And, secondly, urban youth are talking about the elephant in the room: incest. A stunning 73% of our sample agree that incest is a big issue in India. All this may not add up to a sexual revolution yet but one thing is for sure, our youth are definitely speaking a new sparkling, sexual language.

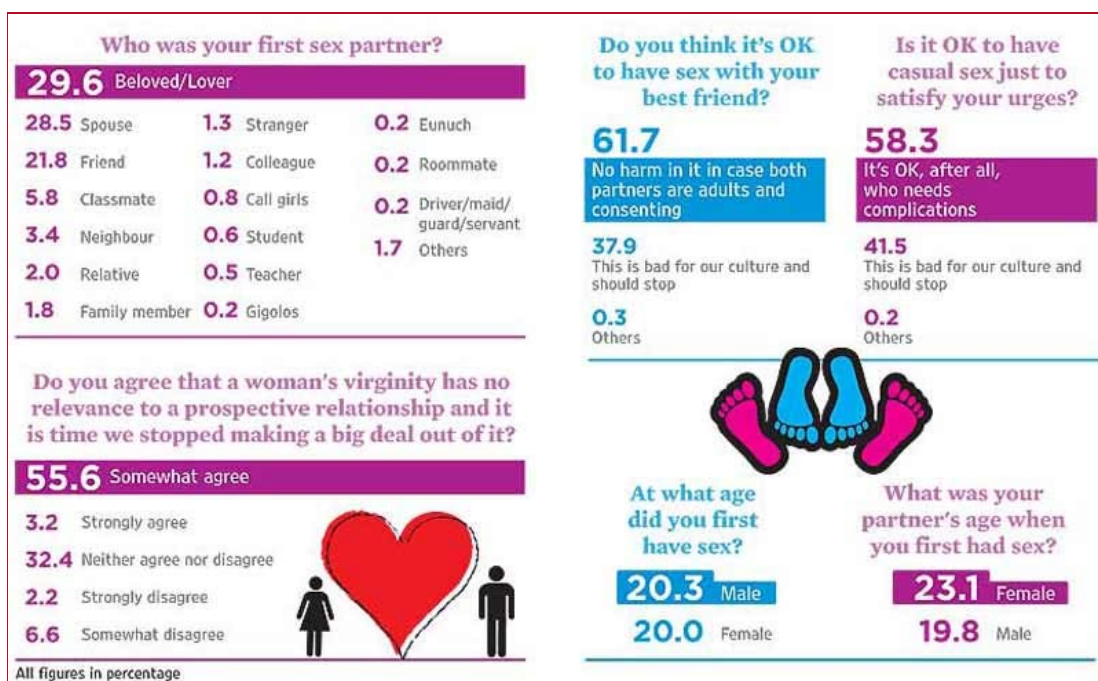


- **25** Percentage of young urbanites who have sex 6-10 times a month. Some 2% said they had sex more than 30 times in the same period.
- **15.5** The average age of boys when they get to know about sex compared to 16 years for girls.



- **64** Percentage of young urban males who think that virginity is not important to a prospective relationship.

- **30** Percentage of young urbanites who don't find anything wrong with homosexuality.



- **65** Percentage of urban males who feel that sex is extremely important for them; the figure is 52 per cent for women.
- **84** Percentage of youngsters in Jaipur in the 18-35 age group who are least satisfied with their current sex life.
- **20** Average age when young urbanites have their first sexual experience. In Calcutta, it's 15 years for men and 17 for women.



What is your ultimate sexual fantasy?

- 52.5** New sexual positions
- 48.7** Oral sex
- 33.0** Watching porn together
- 26.7** Using flavoured condoms
- 22.0** Anal sex
- 12.8** Partner swapping
- 7.1** Watching others having sex
- 6.7** Homosexuality
- 6.1** Use of sex toys
- 4.7** Threesome
- 0.7** Others



All figures in percentage

What's your opinion on masturbation?

- 51** It's a natural thing to do
- 38.8** Masturbation is a great way to pleasure oneself
- 37.8** It is the best way to release sexual tensions
- 30.8** It helps you to fall asleep
- 21.2** It's bad for health
- 18.4** It is unethical, one should avoid doing it
- 14.3** It prevents sexually transmitted diseases (STDs)
- 14.1** You feel guilty after doing it
- 37.8** Others

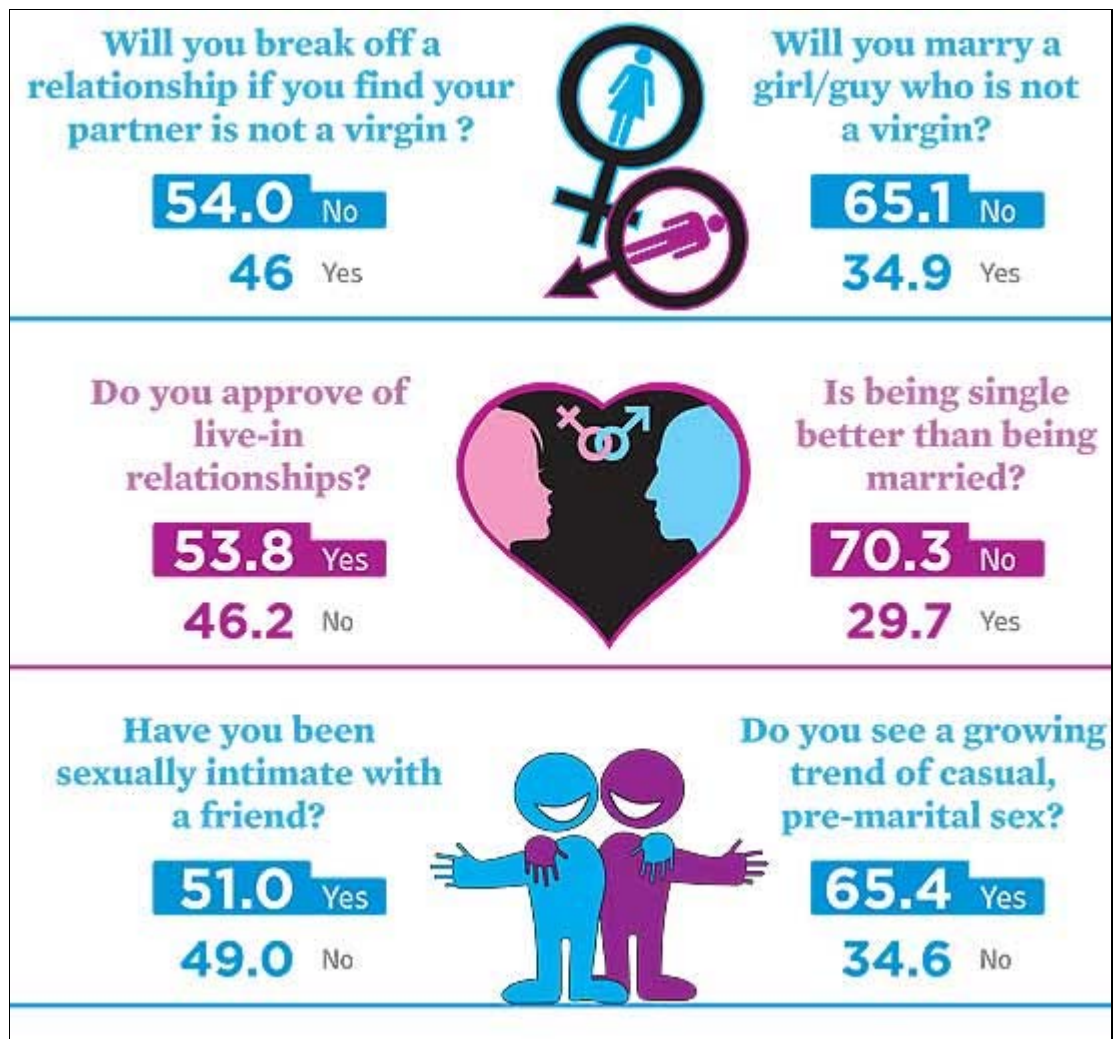
Are you satisfied with your current sex life?

- 49.6** Very satisfied
- 44** Satisfied
- 0.8** Neither satisfied nor dissatisfied
- 4.5** Very dissatisfied
- 1.1** Dissatisfied

What do you find sexually attractive in your partner?

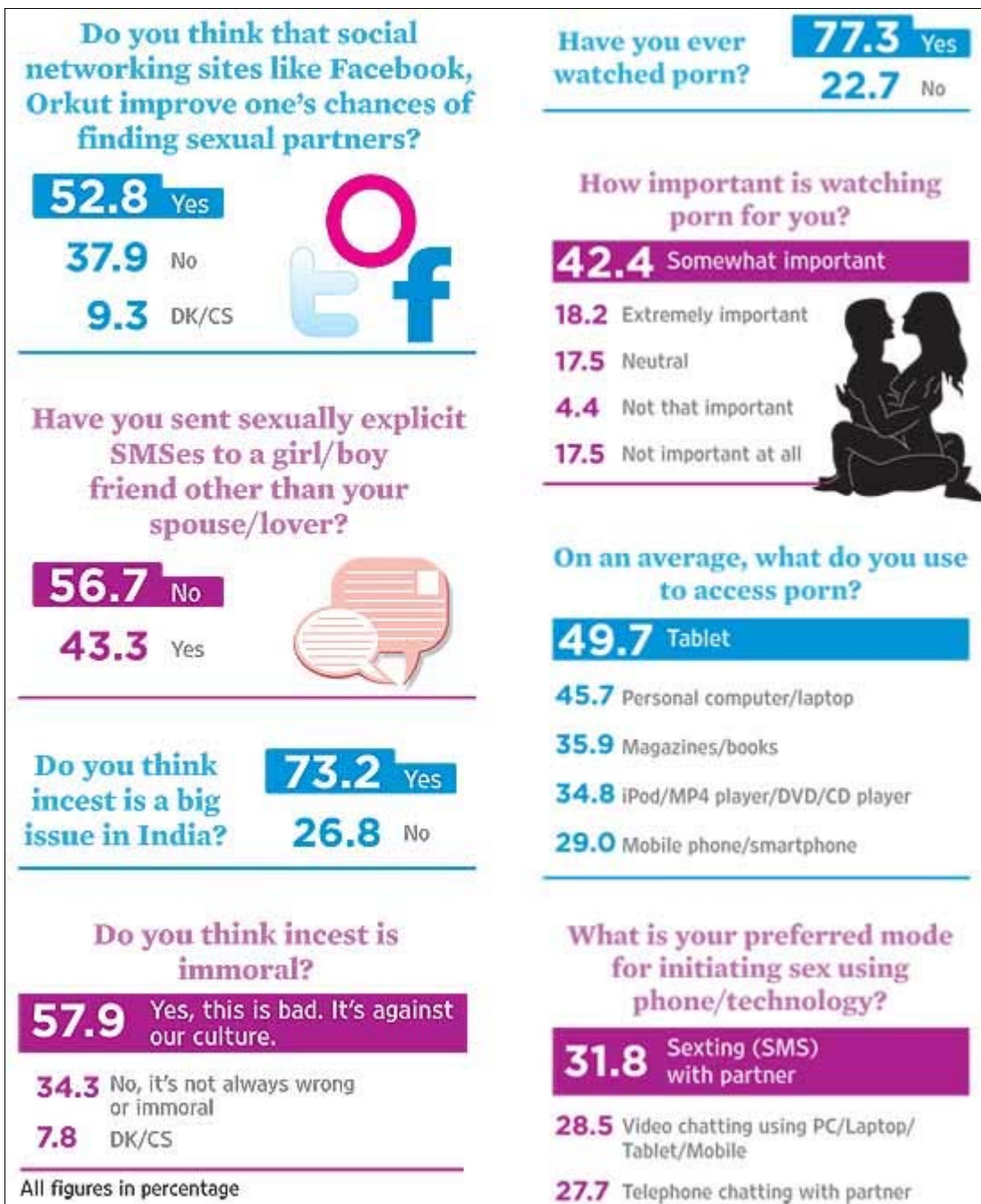
- 3.89** Power/position
- 3.88** Her breasts
- 3.46** His/her face
- 3.71** Personality
- 3.44** Looks
- 3.67** Muscular body
- 3.41** Celebrity status
- 3.52** His/her butt
- 3.24** Caring nature
- 3.48** Intellect
- 2.74** Money

Figures are rated on a scale of 1 to 5, with 5 being most attractive quality



- 49 Percentage of unmarried males who will break off a relationship if they find their partner is not a virgin; 70% women won't marry a non-virgin.
- 29 Percentage of young men who have had a homosexual experience at least once.
- 82 Percentage of women who are in a stable relationship; the figure is 77 per cent for males.





- **96** Percentage of young men who are satisfied with their current sex life; the figure is 91 per cent for women.
- **29** Percentage of young men who claim to have more than one sexual partner compared to 19% women.



FHM INDIA

Which of the following is likely to figure in your sexual fantasy?

- 25.5** Vidya Balan
- 18.8** Sonakshi Sinha
- 16.2** Anushka Sharma
- 7.5** Sania Mirza
- 6.4** Jacqueline Fernandez
- 5.9** Sunny Leone
- 4.1** Sherlyn Chopra
- 2.5** Maria Sharapova
- 2.3** Saina Nehwal
- 2.3** Priyanka Gandhi
- 8.5** Others

Which of the following is likely to figure in your sexual fantasy?

- 24.1** Hrithik Roshan
- 16.9** Ranbir Kapoor
- 14.5** M.S. Dhoni
- 9.8** Virat Kohli
- 9.1** Emraan Hashmi
- 4.7** Abhinav Bindra
- 3.2** Rahul Gandhi
- 2.7** Siddharth Mallya
- 2.0** Abhay Deol
- 1.3** Robert Pattinson
- 11.7** Others



All figures in percentage

METHODOLOGY: The *Outlook-Skore* Sex Survey was conducted by **Marketing and Development Research Associates (MDRA)** in 12 cities: Delhi, Mumbai, Calcutta, Chennai, Bangalore, Hyderabad, Pune, Jaipur, Kochi, Patna, Ahmedabad and Ludhiana among 1,205 respondents. The respondents were selected randomly to prevent any bias creeping into the samples. A structured questionnaire was given to the respondents and face-to-face interviews were conducted to get a picture of the habits of educated urban youth. Opinion was sought on the basis of gender, age group, occupation, education, socio-economic class, marital status and monthly household income. Statistically speaking, the confidence level in the survey findings is 95 per cent with ± 2.82 per cent margin error.

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