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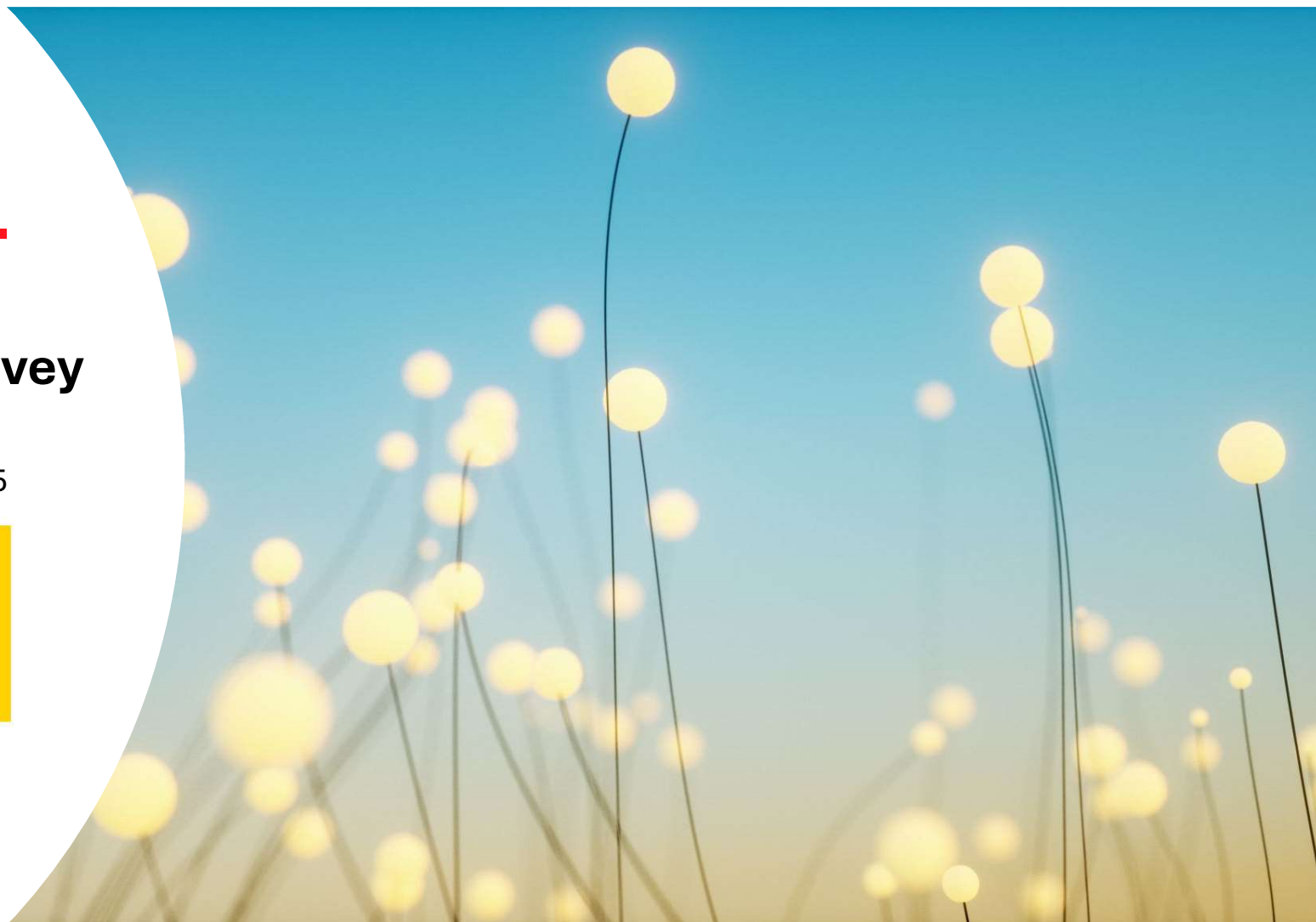
REPORT

Sex Survey

January 2025



DATE 2025-01-21



REPORT

Methodology



Methodology



Method

Canadian online survey
via Leger's LEO panel
(n= 1578) / 18 years
or older

Respondents had the option of completing
the survey in English or in French and were
randomly recruited using LEO's online panel.



When

In field from the 17th
to the 19th of
January 2025



Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than $\pm 2.5\%$,
(19 times out of 20)



Weighting

Results were weighted
according to **age, gender,**
mother tongue, region,
education and presence of
children in the household
to ensure a representative
sample of the Canadian
population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The data presented have been rounded. However, the data before rounding were used to calculate the amounts presented and therefore may not correspond to the manual addition of these figures.



Questions







Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses:
aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in <i>Le Journal de Montréal</i> and <i>The National Post/Postmedia</i> September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 Canadian Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

REPORT

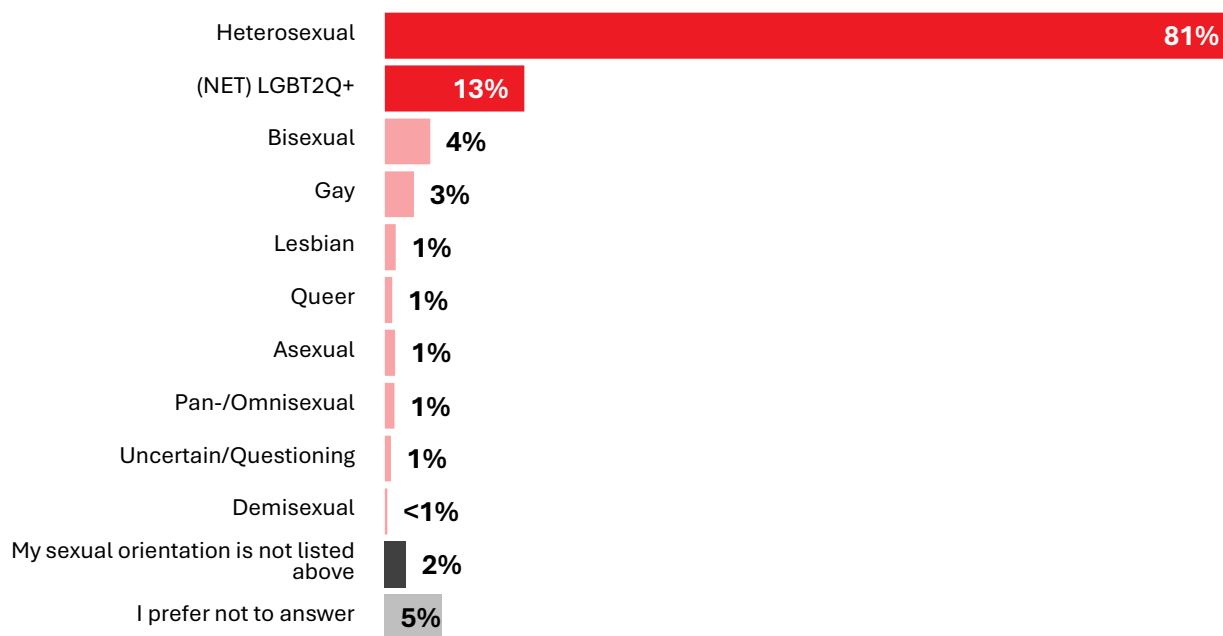
Detailed Results



The vast majority (81%) of Canadians identify as heterosexual (straight), with 13% part of the LGBTQ2Q+ community.

Q1 What is your sexual orientation?

Base: All respondents (n=1578)



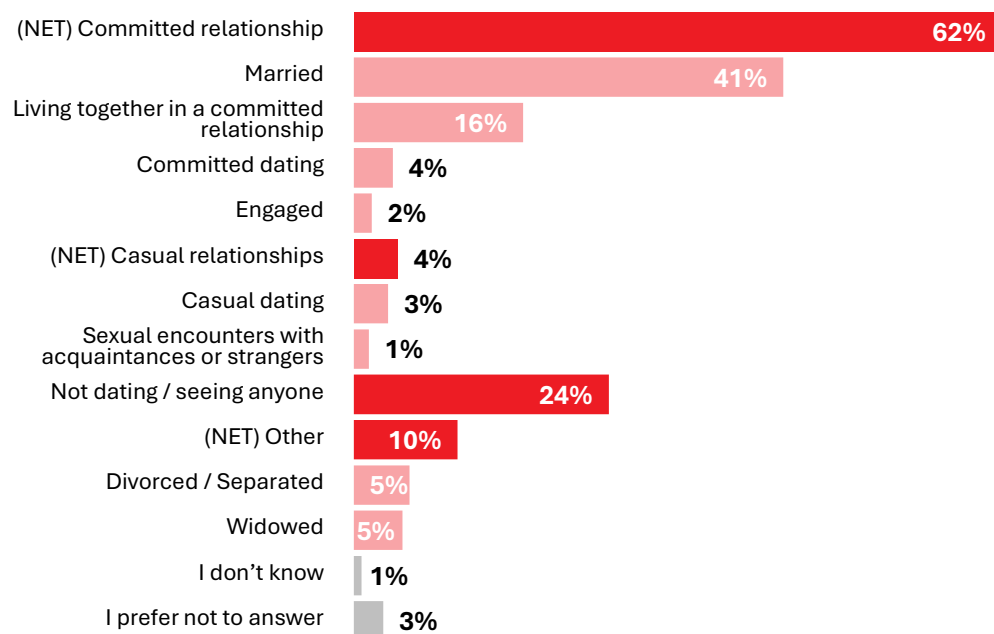
Those most likely to identify as heterosexual are older (aged 55+), single, and/or Caucasian (white) vs. their counterparts. Conversely, those aged 18-34 and/or BIPOC are more likely to identify as part of the LGBT2Q+ community.

Q1 What is your sexual orientation?
Base: All respondents (n=1578)

	Gender			Age			Region						Ethnicity		Relationship Status		
	Total	Male	Female	18-34	35-54	55+	BC	Alberta	MB/SK	Ontario	Quebec	Atlantic Canada	White	BIPOC	Committed	Single	Other
n=	1578	786	792	371	485	722	162	138	135	625	417	101	1190	379	359	1004	183
Heterosexual	81%	80%	82%	69%	81%	89%	76%	80%	83%	83%	81%	78%	85%	71%	78%	84%	81%
(NET) LGBT2Q+	13%	14%	13%	24%	11%	8%	19%	8%	8%	13%	13%	18%	11%	18%	4%	4%	4%
Bisexual	4%	4%	5%	9%	3%	2%	6%	2%	2%	5%	4%	7%	4%	6%	3%	3%	3%
Gay	3%	5%	<1%	3%	3%	2%	5%	1%	2%	2%	4%	1%	3%	3%	3%	2%	4%
Lesbian	1%	<1%	2%	2%	1%	1%	1%	<1%	<1%	1%	2%	1%	1%	1%	1%	1%	<1%
Queer	1%	<1%	1%	1%	1%	<1%	3%	<1%	1%	<1%	1%	<1%	<1%	1%	2%	1%	2%
Asexual	1%	<1%	1%	1%	1%	<1%	1%	<1%	<1%	2%	<1%	1%	1%	1%	<1%	1%	<1%
Pan-/Omnisexual	1%	1%	1%	3%	1%	<1%	1%	<1%	1%	1%	<1%	5%	1%	1%	1%	1%	<1%
Uncertain/Questioning	1%	1%	<1%	2%	<1%	<1%	<1%	1%	<1%	<1%	1%	2%	<1%	1%	1%	<1%	<1%
Demisexual	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	1%	<1%	1%
My sexual orientation is not listed above	2%	2%	2%	3%	2%	2%	2%	4%	1%	2%	2%	2%	1%	4%	6%	4%	4%
I prefer not to answer	5%	6%	5%	7%	7%	3%	6%	11%	9%	4%	5%	3%	3%	10%	16%	12%	14%

Most (62%) are in a committed relationship of some kind, primarily married, with 24% single and not dating, and 4% in more casual relationships.

Q2 What is your current relationship status?
Base: All respondents (n=1578)



Those in a committed relationship (and married) are significantly more likely to be heterosexual and/or older (aged 55+), while those aged 18-34 and/or identify as BIPOC are more likely to be single/not dating or living unmarried in a committed relationship. Casual relationships are more likely to be among men, those aged 18-34, and/or part of the LGBT2Q+ community.

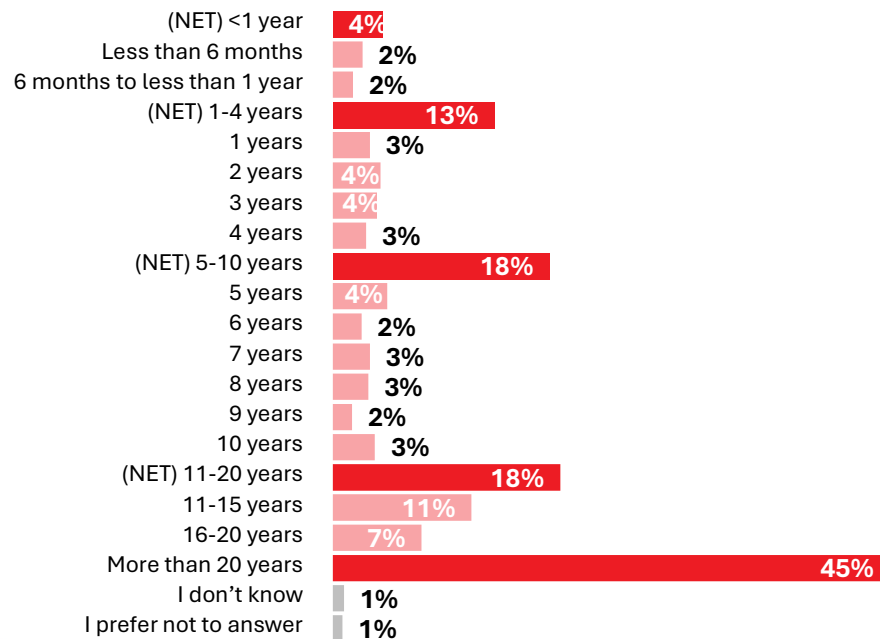
Q2 What is your current relationship status?

Base: All respondents (n=1578)

		Gender		Age			Region		Ethnicity		Sexual Orientation		
		Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	White	BIPoC	Hetero- sexual	LGBT2Q+
n=		1578	786	792	371	485	722	417	1161	1190	379	1301	198
(NET) Committed relationship		62%	61%	63%	52%	64%	67%	61%	62%	64%	57%	64%	57%
Married		41%	42%	40%	20%	40%	55%	24%	46%	42%	39%	45%	23%
Living together in a committed relationship		16%	15%	17%	23%	19%	10%	31%	12%	18%	11%	15%	27%
Committed dating		4%	3%	5%	7%	3%	2%	4%	4%	3%	6%	4%	5%
Engaged		2%	2%	2%	4%	2%	<1%	2%	2%	2%	1%	1%	4%
Not dating / seeing anyone		24%	25%	23%	37%	23%	17%	27%	23%	23%	30%	23%	29%
(NET) Casual relationships		4%	6%	3%	8%	5%	1%	3%	4%	4%	6%	4%	9%
(NET) Other		10%	7%	13%	1%	7%	18%	10%	10%	11%	5%	10%	8%

Those in a relationship of some kind tend to have been in it for five or more years (81%), with 45% having been in a relationship for more than 20 years.

Q3 How long have you been in your current relationship?
Base: Those in a relationship (n=1046)



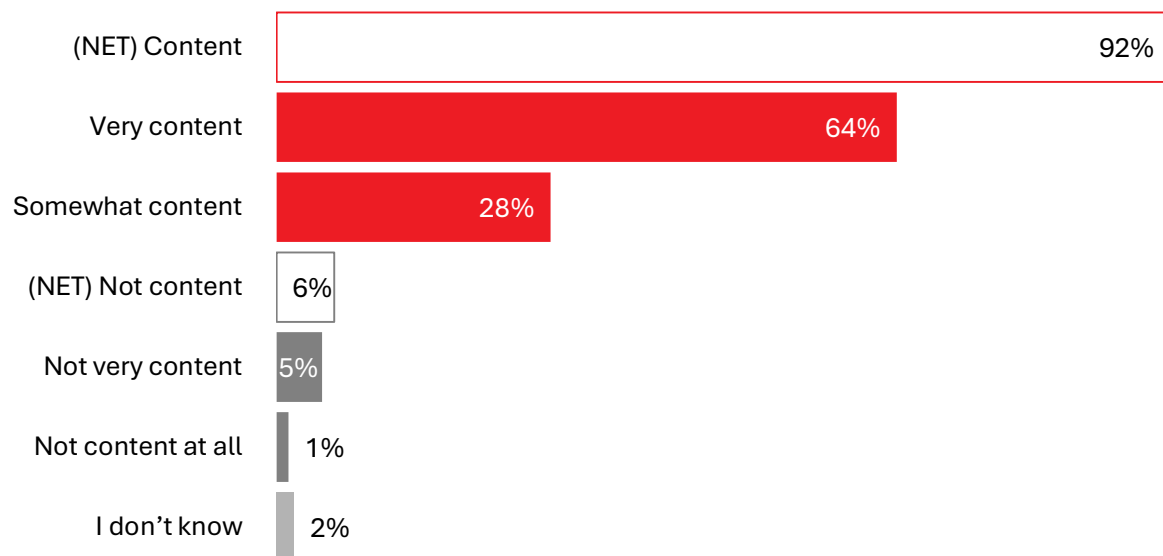
Those who have been in a relationship of some kind for more than 20 years are significantly more likely to be aged 55+, heterosexual, content in their relationship, in a monogamous relationship, and be Caucasian (white) vs. their counterparts. Those in relationships for between 1 and 10 years tend to be younger, LGBT2Q+ individuals, and those who are non-monogamous.

Q3 How long have you been in your current relationship?
Base: Those in a relationship (n=1046)

	Gender			Age			Ethnicity		Sexual Orientation		Relationship Contentment		Relationship Type	
	Total	Male	Female	18-34	35-54	55+	White	BIPoC	Hetero- sexual	LGBT2Q +	Content	Not Content	Mono- gamous	Not Mono- gamous
n=	1046	526	520	220	335	491	806	237	888	124	973	60	916	74
(NET) <1 year	4%	4%	4%	9%	5%	1%	4%	6%	4%	7%	4%	4%	4%	5%
(NET) 1-4 years	13%	14%	12%	34%	12%	2%	12%	17%	11%	21%	12%	27%	11%	27%
(NET) 5-10 years	18%	17%	18%	36%	22%	4%	15%	28%	15%	34%	18%	16%	17%	32%
(NET) 11-20 years	18%	20%	17%	14%	31%	11%	17%	21%	20%	13%	19%	18%	20%	11%
More than 20 years	45%	44%	47%	3%	28%	82%	51%	26%	49%	23%	46%	34%	47%	21%

The good news is that almost all Canadians in a relationship are highly content, with the majority feeling very content.

Q4A How content are you in your current relationship?
Base: Those in a relationship (n=1046)



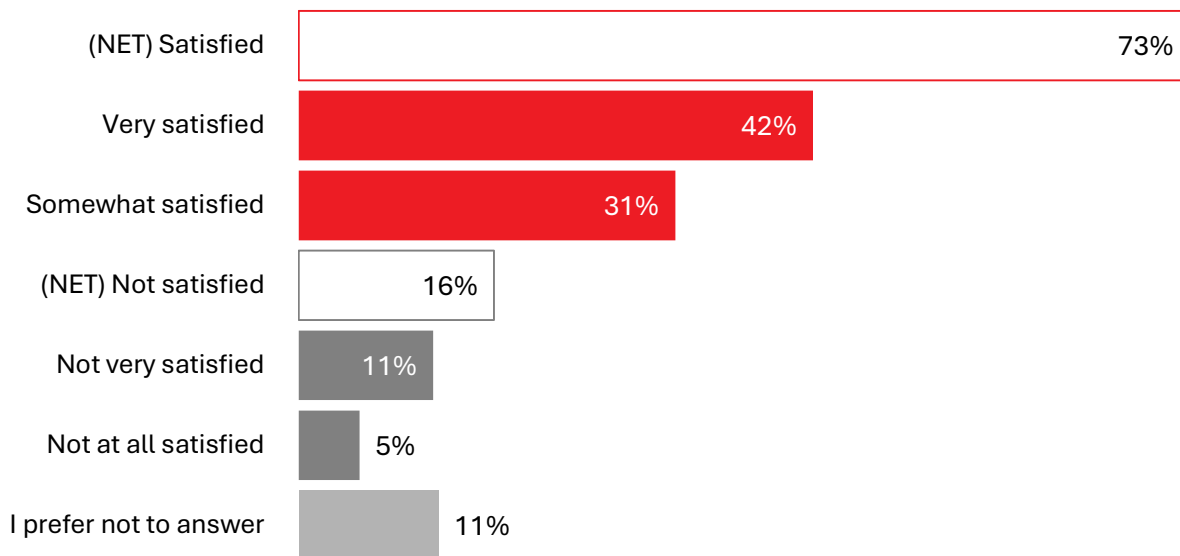
Older Canadians (aged 55+), those outside Quebec, and those in a monogamous relationship are significantly more likely to say they are very content in their relationship. Men and/or those in a non-monogamous relationship are more likely to feel not at all content.

Q4A How content are you in your current relationship? Base:
Those in a relationship (n=1046)

	Gender			Age			Region		Ethnicity		Sexual Orientation		Relationship Type	
	Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	White	BIPOC	Hetero-sexual	LGBT2Q +	Mono-gamous	Not Mono-gamous
n=	1046	526	520	220	335	491	267	779	806	237	888	124	916	74
(NET) Content	92%	91%	93%	89%	90%	96%	93%	92%	93%	90%	93%	88%	95%	79%
Very content	64%	64%	64%	58%	60%	70%	55%	67%	65%	62%	65%	56%	68%	40%
Somewhat content	28%	27%	29%	31%	30%	25%	38%	26%	28%	28%	28%	32%	27%	39%
(NET) Not content	6%	7%	5%	9%	6%	4%	6%	6%	6%	6%	6%	9%	4%	18%
Not very content	5%	4%	5%	7%	5%	4%	5%	4%	5%	5%	5%	6%	4%	9%
Not content at all	1%	3%	<1%	2%	2%	<1%	1%	1%	1%	1%	1%	3%	<1%	9%
I don't know	2%	2%	2%	2%	3%	<1%	1%	2%	1%	3%	1%	3%	1%	3%

Not only are Canadians mostly content in their relationships, but they are also sexually satisfied.

Q6 How sexually satisfied are you in your current relationship?
Base: Those in a relationship (n=1046)



Generally, Canadians show similar levels of sexual satisfaction in their relationships, but those very satisfied are those outside Quebec, those in monogamous relationships, and those who are content in their relationship. Non-monogamous and discontented Canadians are more likely to not be sexually satisfied in their current relationship (and in fact be not at all satisfied).

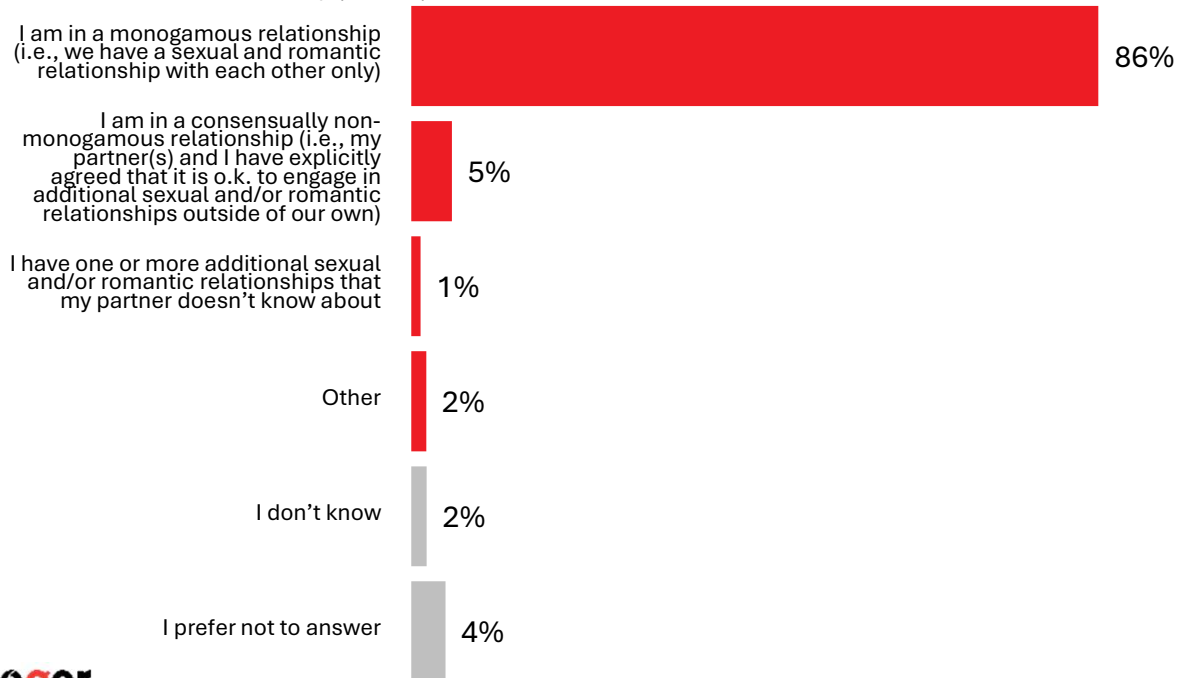
Q6 How sexually satisfied are you in your current relationship?
Base: Those in a relationship (n=1046)

	Gender			Age			Region		Sexual Orientation		Relationship Contentment		Relationship Type	
	Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	Hetero-sexual	LGBT2Q +	Content	Not Content	Mono-gamous	Not Mono-gamous
n=	1046	526	520	220	335	491	267	779	888	124	973	60	916	74
(NET) Satisfied	73%	74%	72%	76%	72%	71%	72%	73%	72%	76%	77%	22%	75%	61%
Very satisfied	42%	42%	42%	41%	41%	44%	36%	44%	41%	44%	45%	6%	43%	27%
Somewhat satisfied	31%	32%	30%	35%	32%	28%	36%	29%	31%	32%	32%	16%	31%	34%
(NET) Not satisfied	16%	18%	14%	17%	16%	15%	18%	15%	16%	20%	13%	68%	15%	35%
Not very satisfied	11%	12%	10%	12%	10%	11%	13%	10%	11%	13%	10%	25%	10%	21%
Not at all satisfied	5%	6%	4%	5%	5%	4%	5%	5%	5%	7%	3%	44%	4%	15%
I prefer not to answer	11%	8%	15%	7%	12%	14%	9%	12%	12%	4%	11%	10%	10%	4%

The majority of those currently in a relationship say it's monogamous. However, 5% are in a consensually non-monogamous relationship and 1% are in an additional sexual or romantic relationship that their partner does not know about.

Q4 How would you describe your current relationship?

Base: Those in a relationship (n=1046)



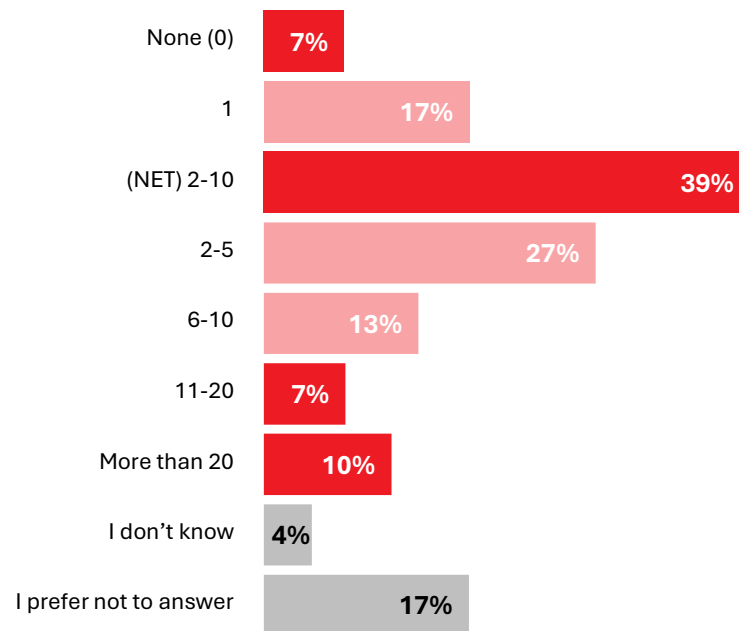
Monogamous relationships are primarily among older Canadians, heterosexuals, Caucasian individuals, and those who are content with their relationship. The 5% of those in a consensually non-monogamous relationship tend to be younger, those who are BIPOC, and those who are part of the LGBT2Q+ community. Men are more likely than women to have additional relationships their partner is unaware of.

Q4 How would you describe your current relationship? Those in a relationship (n=1046)

		Gender		Age			Region		Ethnicity		Sexual Orientation		Relationship Contentment		
		Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	White	BIPoC	Hetero-sexual	LGBT2Q +	Content	Not Conten
n=		1046	526	520	220	335	491	267	779	806	237	888	124	973	60
I am in a monogamous relationship		86%	83%	88%	80%	85%	89%	85%	86%	91%	71%	91%	62%	88%	59%
I am in a consensually non-monogamous relationship		5%	6%	4%	10%	6%	2%	5%	5%	3%	12%	3%	21%	5%	12%
I have one or more additional sexual/romantic relationships that my partner doesn't know about		1%	2%	<1%	1%	2%	<1%	2%	1%	1%	1%	1%	3%	1%	7%
Other		2%	1%	2%	3%	2%	2%	1%	2%	1%	4%	2%	4%	1%	7%
I don't know		2%	2%	2%	3%	<1%	3%	1%	2%	1%	4%	1%	6%	1%	8%
I prefer not to answer		4%	5%	4%	3%	5%	4%	5%	4%	3%	8%	3%	4%	4%	9%

A quarter (27%) have had between 2 and 5 sexual partners in their lifetime, with 39% having had between 2 and 10. Ten percent have had more than 20 partners.

Q5 How many sexual partners have you had in your lifetime?
Base: All respondents (n=1578)



Those with 2-10 sexual partners in their lifetime are more likely to be older, Quebecers, heterosexuals, Caucasian (White), and in a non-committed relationship. Those who have had more than 20 partners are more likely to be men, aged 35-54, part of the LGBT2Q+ community, and in a non-monogamous relationship.

Q5 How many sexual partners have you had in your lifetime?

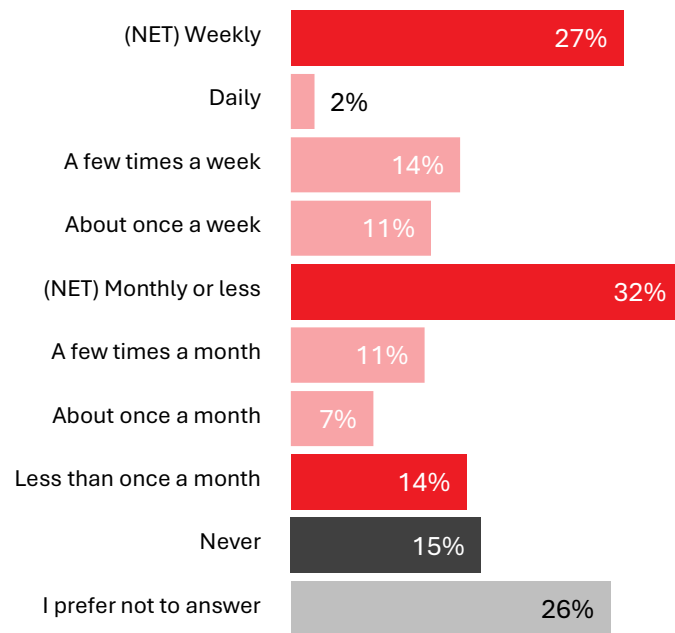
Base: All respondents (n=1578)

	Total	Gender		Age			Region		Ethnicity		Sexual Orientation		Relationship Status			Relationship Type	
		Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	White	BIPoC	Hetero-sexual	LGBT2Q +	Com-mitted	Single	Other	Mono-gamous	Not Mono-gamous
n=	1578	786	792	371	485	722	417	1161	1190	379	1301	198	1004	359	183	916	74
None (0)	7%	8%	5%	18%	3%	2%	4%	7%	4%	15%	6%	10%	1%	23%	<1%	1%	6%
1	17%	15%	19%	20%	12%	18%	13%	18%	16%	19%	17%	15%	22%	6%	12%	23%	11%
(NET) 2-10	39%	39%	40%	35%	36%	45%	47%	37%	43%	30%	42%	37%	43%	32%	51%	44%	37%
2-5	27%	26%	28%	28%	21%	31%	34%	25%	28%	25%	28%	26%	29%	20%	35%	29%	30%
6-10	13%	13%	12%	7%	15%	14%	13%	12%	15%	6%	14%	10%	13%	12%	16%	15%	6%
11-20	7%	7%	6%	6%	8%	5%	9%	6%	7%	6%	7%	6%	7%	8%	7%	7%	6%
More than 20	10%	14%	7%	6%	16%	8%	13%	10%	10%	10%	9%	18%	10%	10%	13%	9%	34%
I don't know	4%	4%	4%	1%	4%	5%	2%	4%	4%	4%	4%	6%	4%	5%	4%	4%	2%
I prefer not to answer	17%	13%	20%	13%	20%	16%	13%	18%	16%	16%	16%	8%	14%	17%	12%	13%	5%

A quarter (27%) engage in sexual activity at least once a week (2% engage daily), and 32% have sexual activity at least once a month. One-in-seven engage less than once a month (14%) or not at all (15%).

Q7 How often do you engage in sexual activity?

Base: All respondents (n=1578)



Those engaging in sexual activity at least weekly are men, those under age 55, Quebecers, those part of the LGBT2Q+ community, and those who are sexually satisfied in their current relationship. Those not sexually satisfied are having sex monthly or less often (or never). Canadians who are in a non-monogamous relationship are more likely to be engaging in sexual activity monthly or less often vs. their monogamous counterparts (who are more likely having sex once a week).

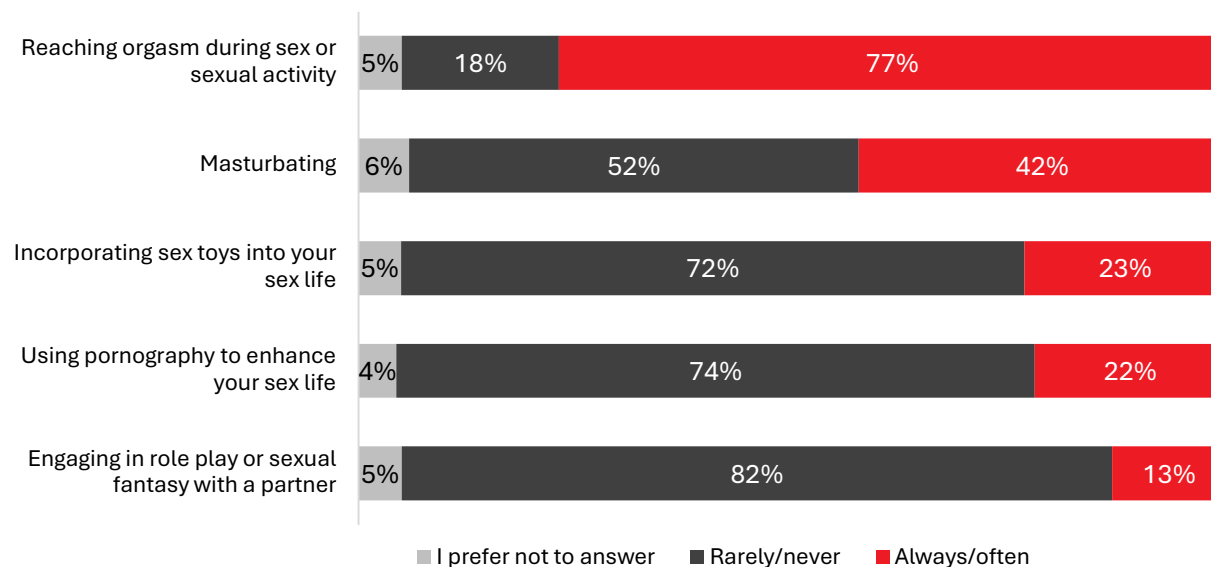
Q7 How often do you engage in sexual activity?

Base: All respondents (n=1578)

		Gender		Age			Region		Sexual Satisfaction		Sexual Orientation		Relationship Status			Relationship Type	
	Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	Satis- fied	Not Satisfied	Hetero- sexual	LGBT2Q +	Com- mitted	Single	Other	Mono- gamous	Not Mono- gamous
n=	1578	786	792	371	485	722	417	1161	763	175	1301	198	1004	359	183	916	74
(NET) Weekly	27%	31%	23%	37%	32%	16%	32%	26%	44%	16%	26%	36%	34%	15%	15%	36%	33%
Daily	2%	3%	1%	2%	2%	1%	2%	2%	3%	1%	1%	5%	2%	2%	1%	2%	4%
A few times a week	14%	16%	12%	19%	16%	8%	14%	14%	23%	6%	14%	14%	17%	8%	10%	18%	19%
About once a week	11%	12%	11%	16%	14%	6%	15%	10%	18%	9%	11%	16%	15%	6%	3%	16%	9%
(NET) Monthly or less	32%	34%	30%	28%	34%	33%	33%	32%	35%	58%	33%	36%	36%	25%	31%	35%	51%
A few times a month	11%	10%	12%	10%	13%	10%	14%	10%	17%	9%	11%	14%	14%	5%	6%	14%	21%
About once a month	7%	9%	5%	7%	7%	6%	5%	7%	8%	17%	7%	6%	8%	4%	5%	8%	15%
Less than once a month	14%	15%	14%	10%	14%	17%	13%	14%	10%	32%	15%	16%	13%	17%	20%	13%	15%
Never	15%	14%	16%	16%	7%	21%	12%	16%	3%	23%	16%	15%	6%	36%	33%	7%	5%
I prefer not to answer	26%	21%	30%	18%	27%	30%	23%	27%	18%	3%	26%	14%	24%	25%	21%	23%	11%

Sexually active Canadians usually achieve orgasm during sex (77%) and many masturbate (42%); fewer incorporate sex toys, pornography, or role play into their sex life.

Q8 Thinking about your sexual habits, how often do you engage in each of the following activities:
Base: Those engaging in sexual activity (n=932)



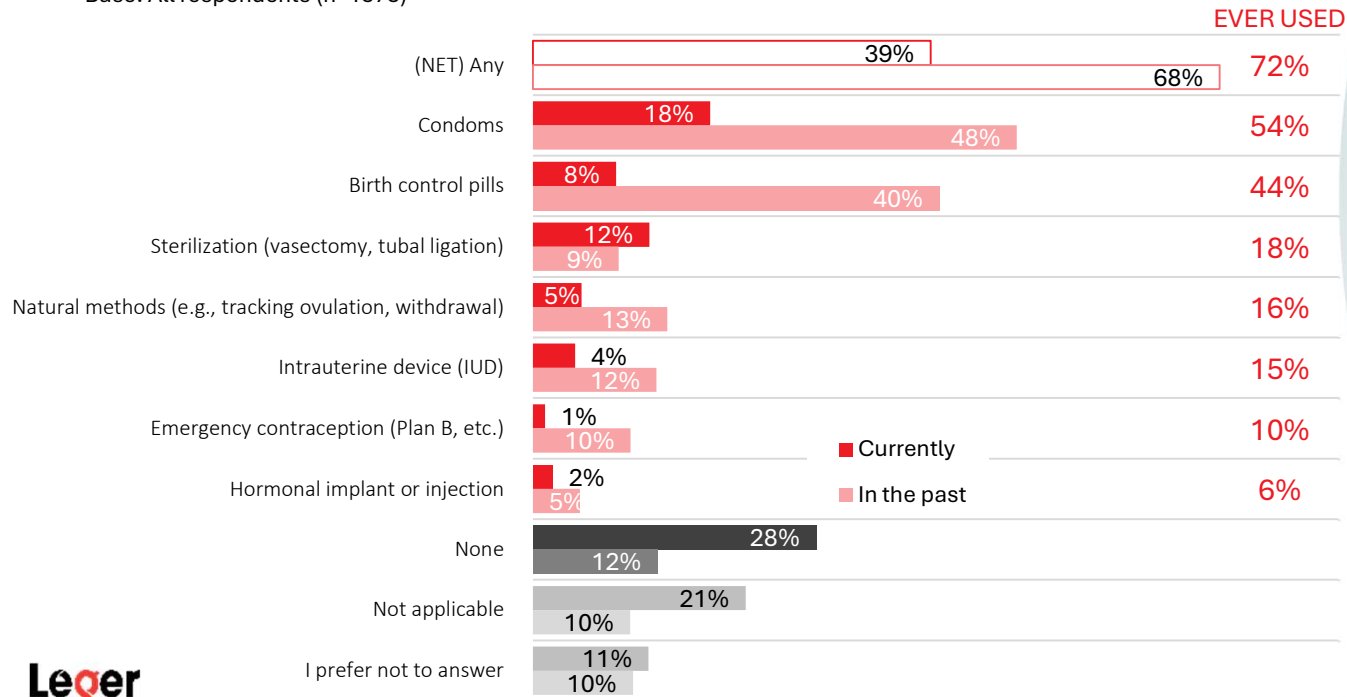
Men, those aged 18-34, those in a non-monogamous relationship, and/or those part of the LGBT2Q+ community are more likely to engage in most activities vs. their counterparts. Those in a non-monogamous relationship are more likely to incorporate masturbation and pornography into their sex life, while those who are sexually satisfied in their current relationship are significantly less likely to use either of these habits but are more likely to reach orgasm during sex and/or incorporate sex toys or role play into their sex life.

Q8 Thinking about your sexual habits, how often do you engage in each of the following activities:
Base: Those engaging in sexual activity (n=932)

ALWAYS/OFTEN	Gender			Age			Region		Sexual Satisfaction		Sexual Orientation		Relationship Status			Relationship Type	
	Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	Satisfied	Not Satisfied	Heterosexual	LGBT2Q +	Committed	Single	Other	Mono-gamous	Not Mono-gamous
n=	932	513	419	251	321	360	270	662	592	129	766	141	699	142	84	650	60
Reaching orgasm during sex or sexual activity	77%	82%	72%	75%	79%	76%	77%	77%	83%	67%	78%	74%	80%	71%	73%	82%	70%
Masturbating	42%	53%	30%	48%	48%	31%	50%	40%	34%	58%	41%	53%	37%	62%	54%	35%	69%
Incorporating sex toys into your sex life	23%	21%	25%	33%	28%	9%	18%	25%	26%	17%	21%	33%	23%	22%	26%	23%	41%
Using pornography to enhance your sex life	22%	31%	11%	29%	24%	14%	23%	22%	15%	35%	21%	27%	17%	41%	26%	14%	54%
Engaging in role play or sexual fantasy with a partner	13%	19%	7%	19%	15%	6%	10%	14%	14%	3%	12%	19%	11%	18%	27%	11%	21%

Two-thirds (68%) of Canadians have used some sort of contraception in the past and 39% are currently using it. Condoms are the most popular form of contraception (54% have used them at some point) followed by birth control pills (with 44% having ever used them).

Q9 Which of the following contraceptive method(s), if any, do you currently use, and which have you used in the past?
Base: All respondents (n=1578)



Birth control is used/has been used by significantly more women, those aged 35-54, Caucasians, heterosexuals, and those in committed relationships. Birth control pills and sterilization are most favoured by women and those in monogamous relationships, while condoms are more popular among those outside of Quebec and those in a committed relationship. Younger Canadians (aged 18-34) prefer natural methods, emergency contraception, and hormonal implants or injections. Men, those aged 18-34, BIPoC individuals, those part of LGBT2Q+, and single people in a non-committed relationship are more likely to not use it at all vs. their counterparts.

Q3 How long have you been in your current relationship?

Base: Those in a relationship (n=1046)

EVER USED	Gender			Age			Region		Ethnicity		Sexual Orientation		Relationship Status			Relationship Type	
	Total	Male	Female	18-34	35-54	55+	Quebec	Rest of Canada	White	BIPoC	Hetero-sexual	LGBT2Q +	Com-mitted	Single	Other	Mono-gamous	Not Mono-gamous
n=	1578	786	792	371	485	722	417	1161	1190	379	1301	198	1004	359	183	916	74
(NET) Any	72%	65%	77%	68%	76%	71%	74%	71%	75%	63%	74%	72%	76%	61%	82%	78%	84%
Condoms	54%	56%	51%	52%	62%	48%	47%	56%	54%	54%	55%	57%	58%	48%	52%	59%	69%
Birth control pills	44%	25%	62%	39%	44%	47%	43%	44%	50%	26%	47%	36%	48%	36%	53%	50%	36%
Sterilization	18%	10%	21%	9%	18%	24%	21%	17%	21%	12%	20%	14%	23%	9%	20%	23%	21%
Natural methods	16%	15%	16%	21%	17%	11%	13%	16%	15%	18%	16%	13%	19%	8%	13%	19%	18%
Intrauterine device	15%	10%	20%	17%	19%	11%	11%	16%	15%	15%	15%	16%	16%	12%	20%	15%	24%
Emergency contraception	10%	9%	12%	19%	12%	3%	7%	11%	9%	14%	10%	15%	11%	9%	11%	11%	11%
Hormonal implant or injection	6%	6%	5%	10%	6%	2%	5%	6%	5%	9%	5%	10%	6%	4%	6%	6%	13%
None/not applicable	19%	25%	14%	24%	13%	22%	20%	19%	17%	26%	18%	26%	17%	31%	14%	16%	16%
I prefer not to answer	9%	10%	8%	8%	11%	8%	5%	10%	8%	11%	8%	2%	8%	8%	4%	7%	1%

REPORT

Respondent Profile



Detailed Methodology

Weighted and Unweighted Sample

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 450,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panelists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older.

Detailed Methodology

Sampling Frame

The table below presents the geographic distribution of respondents before weighting and after weighting.

REGION	Unweighted	Weighted
British Columbia	162	216
Alberta	138	176
MB/SK	135	102
Ontario	625	613
Quebec	417	365
Atlantic Canada	101	106

GENDER	Unweighted	Weighted
Male	786	772
Female	792	806

AGE	Unweighted	Weighted
Between 18 and 34	371	422
Between 35 and 55	485	505
55 or over	722	651

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