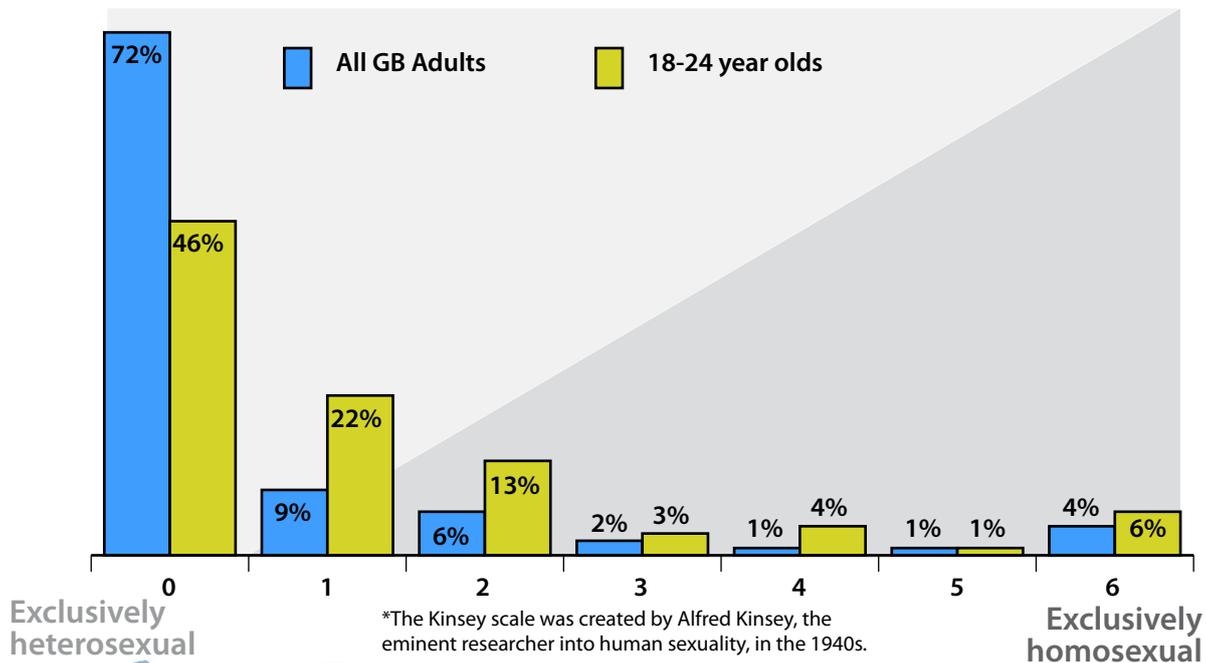


Sexuality

Young people have an open-minded approach to their own sexuality

The Kinsey* scale plots individuals on a range of sexual dispositions from exclusively heterosexual at 0 through to exclusively homosexual at 6. YouGov simply asked people to place themselves on the sexuality scale.

British adults were asked to place themselves on the Kinsey scale, ranging from 0 (completely heterosexual) to 6 (completely homosexual)



These figures are not measures of active bisexuality - overall, 89% of the population describes themselves as heterosexual - but putting yourself at level 1 allows for the possibility of homosexual feelings and experiences.

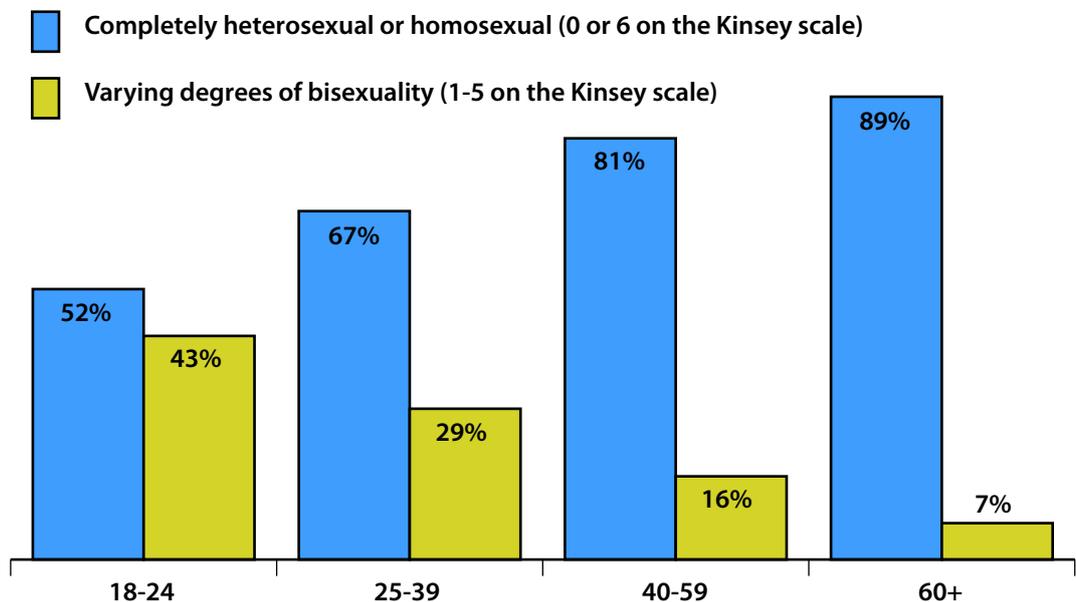
A total of 1% identified as asexual (without any sexual feelings), 3% were unsure of their orientation and the remaining 1% reflected the rounding up of the figures in each category to create whole numbers.

When YouGov asked 1,632 British adults to rank their sexuality on the Kinsey scale, a clear difference emerged - the younger the age group, the less likely a person is to see their sexuality as fixed in stone.

In the younger age group there is little difference between those who have a flexible view of their sexuality (43%) and those who consider their sexuality as fixed, either completely heterosexual or completely homosexual (52%). In the oldest age group the difference is much greater.



British adults were asked to place themselves on the Kinsey scale, ranging from 0 (completely heterosexual) to 6 (completely homosexual), age breakdown



Of the 52% of 18-24 year-olds who place themselves entirely at one end of the scale or the other, 46% say they are completely heterosexual and 6% say they are completely homosexual.



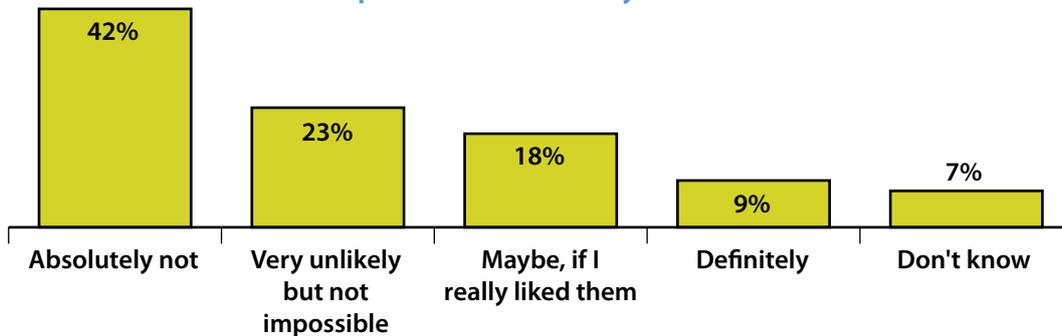
Thinking about sexuality, which of the following comes closer to your view?

Responses from 18-24 year olds



Those who identified as heterosexual were asked:
 "If the right person came along at the right time, do you think it is conceivable that you could be attracted to a person of the same sex?"

Responses from 18-24 year olds



People of all ages now accept the idea that sexual orientation is not just a choice between two opposites. Overall **60%** of heterosexuals and **73%** of homosexuals support the idea that people can be at different points along a scale when it come to sexuality.

However, there is a noticeable difference across age groups.

32% of those aged 60+ felt there was no middle ground in terms of sexuality.

68% of the 60+ age group replied 'Absolutely not' when asked if they could ever be attracted to someone of the same sex.

Some issues

- Do you think that people are more open minded about sexuality today than in earlier generations?
- Does it matter what sexuality a person is?
- Do you think attitudes will continue to change about sexuality?
- Why are these findings important?

Source: YouGov www.yougov.co.uk