

**Survey Highlights**

Between July 25, 2019 to September 12, 2019 Ashley Madison, the world's leading married dating website<sup>1</sup>, asked more than 2,000 of their female members a variety of infidelity and sexuality related questions. The study spanned 10<sup>2</sup> countries with a diverse group of women who all shared the common theme of being involved with non-monogamous relations. The questions were intended to gain insight on the true nature of female infidelity. The following are the results.

**Legend:**

Unless stated otherwise, all data points are listed percentages.

Data point with “\*Weighted Average” in the question represent the weighted average of the respondent’s answers.

Data points with “(Select all that apply)” in the question represent the questions where multiple options could be selected.

ARG - Argentina

AUS - Australia

BRA - Brazil

CAN - Canada

CHL - Chile

COL - Colombia

MEX - Mexico

USA - United States of America

*How often does your spouse perform oral sex on you when you ask for it?*

	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
<b>Rarely</b>	<b>32.1</b>	17.4	41.5	20.5	32.6	23.1	11.1	8.8	34.5	28.00	28.2	33.4	33.3	35.1	22.2
<b>Always, he enjoys it</b>	<b>28.7</b>	17.4	28.3	38.4	30.6	38.7	33.3	29.4	26.8	30.67	31.5	29.3	26.3	22.7	16.7
<b>Sometimes</b>	<b>15.5</b>	26.1	15.1	15.2	16.0	15.4	11.1	29.4	14.7	18.67	14.8	15.7	15.6	16.5	11.1
<b>They never have</b>	<b>15.2</b>	26.1	9.4	20.5	15.3	15.4	22.2	5.9	15.0	8.00	13.8	14.4	17.4	23.7	22.2
<b>A lot</b>	<b>8.6</b>	13.0	5.7	5.3	5.6	7.7	22.2	26.5	8.9	14.67	11.8	7.2	7.3	2.1	27.8

*How often does your spouse make you orgasm?*

	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
<b>Rarely</b>	<b>28.7</b>	17.4	29.6	26.32	32.7	23.1	11.1	11.8	29.8	20.0	25.0	30.0	32.4	28.4	27.8
<b>Most of the time</b>	<b>21.4</b>	30.4	22.2	13.2	21.8	23.1	11.1	44.1	21.3	18.7	27.9	19.7	18.7	20.0	22.2
<b>Every time</b>	<b>16.6</b>	30.4	18.5	22.4	17.7	7.7	33.4	17.7	15.1	29.3	16.2	17.2	14.4	14.7	11.1
<b>On occasion</b>	<b>13.3</b>	8.7	7.4	20.39	11.6	15.4	22.2	8.8	12.6	10.7	12.7	13.7	14.7	9.5	5.6
<b>My spouse never has</b>	<b>11.4</b>	8.7	13.0	9.21	10.2	15.4	11.1	8.8	12.1	8.0	8.1	9.9	13.8	23.2	27.8
<b>Half of the time</b>	<b>8.7</b>	4.3	9.3	8.6	6.1	15.4	11.1	8.8	9.1	13.3	10.1	9.5	6.1	4.2	5.6

*What is the primary reason you chose to cheat?*

	Total	By Country					By Age					
		ARG	AUS	BRA	CAN	USA	18-29	30-39	40-49	50-59	60-69	70+
<b>Lonely/bored in my marriage</b>	<b>28.0</b>	21.7	28.3	8.7	34.5	30.3	31.0	25.2	28.9	26.5	28.7	35.3
<b>More satisfying/adventurous sex</b>	<b>15.7</b>	30.4	13.2	22.0	14.2	14.7	18.3	16.8	15.6	15.7	15.8	-
<b>Spouse lost sex drive/suffers chronic illness</b>	<b>13.2</b>	13.0	13.2	6.0	13.5	15.0	7.0	6.0	11.0	21.9	19.8	23.5
<b>Spouse cheated first</b>	<b>9.8</b>	8.7	11.3	16.7	4.0	8.8	7.0	12.1	10.4	8.0	5.9	11.8
<b>Make up for missed sexual experiences</b>	<b>8.5</b>	13.0	13.2	14.7	9.5	6.7	9.9	8.1	9.1	8.6	9.9	-
<b>Allows me to be someone else</b>	<b>7.5</b>	13.0	7.6	13.3	9.5	6.0	5.6	8.4	8.7	4.9	4.0	23.5
<b>Can't communicate with spouse</b>	<b>6.7</b>	-	1.9	10.0	5.4	6.9	11.3	6.7	5.5	6.8	9.9	-
<b>Sex more frequently</b>	<b>6.2</b>	-	5.7	2.0	6.1	7.4	4.2	8.7	6.7	4.3	4.0	-
<b>It is dangerous/fun</b>	<b>4.5</b>	-	5.7	6.7	3.4	4.2	5.6	8.1	4.1	3.1	2.0	5.9

1 Based on the number of member sign-ups since 2002.

2 Including the United Kingdom and Spain

How would you describe your marriage? (Select all that apply)

	Total	By Country				By Age					
		AUS	BRA	CAN	USA	18-29	30-39	40-49	50-59	60-69	70+
Functional	39.6	35.1	35.3	43.7	39.9	34.2	43.6	39.4	39.0	35.6	31.6
Sexless	33.4	35.1	20.3	37.8	35.2	17.1	20.7	34.0	44.4	40.4	42.1
Loving	29.7	31.6	15.0	31.1	32.3	29.0	34.4	28.5	28.9	26.0	10.5
Staying together for the kids	27.5	29.8	30.1	30.5	27.5	27.6	33.4	34.0	20.5	5.8	-
Cooperative	25.4	24.6	26.1	25.2	25.4	23.7	26.6	27.3	25.3	15.4	15.8
Mundane	23.6	24.6	2.6	29.1	27.9	17.1	21.6	25.4	26.2	14.4	21.1
Loveless	16.1	14.0	17.0	16.6	16.2	13.2	14.4	14.3	17.9	20.1	31.6
Purely financial	13.2	14.0	9.8	14.6	14.3	9.2	12.1	12.1	14.6	18.3	15.8
Purely platonic	12.4	14.0	6.5	16.6	13.6	9.2	7.9	10.5	17.6	19.2	10.5
Non-Existent	9.7	8.8	6.5	25.2	9.6	15.8	4.6	9.6	12.5	12.5	10.5
The best sex you have ever had	8.6	5.3	11.8	10.6	7.5	18.4	11.8	8.2	5.1	1.9	21.1
The best lover you've ever been with	8.2	7.0	6.5	8.6	8.4	18.4	12.1	6.1	5.4	5.8	21.1
Exciting	7.6	7.02	9.2	7.3	7.4	18.4	7.9	6.7	6.3	6.7	10.5
The worst lover/sex you've ever had	7.0	5.3	5.2	9.3	7.6	9.2	4.3	5.2	12.5	6.7	5.3
Divorce	6.6	8.8	9.2	4.0	6.1	6.6	5.9	5.9	6.9	10.6	5.3
Purely sexual	2.6	3.5	5.2	5.0	1.7	7.9	3.3	2.7	1.5	-	-
Arranged	2.1	-	1.3	2.0	1.3	7.9	2.3	2.5	0.6	1.0	-

Is extramarital sex better than marital sex? If so, why? (Select all that apply)

	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Allows me to experiment more sexually	45.3	30.4	47.4	41.8	51.0	38.5	33.3	31.4	46.2	44.2	43.7	46.2	46.9	42.6	42.9
Allows me to have more frequent sex than with my spouse	41.7	39.1	19.3	24.2	46.4	23.1	11.1	37.1	45.7	27.3	34.5	41.6	47.5	50.9	42.9
It's novel and new	39.1	21.7	42.1	45.1	40.5	38.5	44.4	54.3	37.3	37.7	42.7	41.6	37.9	23.2	33.3
Allows me to adventure with sexual fantasies	38.1	26.1	36.8	36.0	45.1	46.2	22.2	40.0	38.0	35.1	35.8	38.4	42.4	34.3	33.3
There is a sense of danger and illicitness to it	32.4	17.4	35.1	39.9	36.6	38.5	11.1	25.7	31.0	32.5	37.8	32.7	31.9	22.2	14.3
They prioritize my pleasure	30.8	17.4	33.3	24.8	31.4	-	-	17.1	32.6	26.0	30.0	33.3	29.6	27.8	23.8
I haven't had extramarital sex	10.4	-	12.3	9.2	9.2	7.7	11.1	14.3	11.0	23.4	9.8	8.9	9.3	11.1	28.6
Marital sex is better	9.4	8.7	8.8	8.5	9.2	7.7	11.1	8.6	9.7	10.4	12.1	8.6	8.4	8.3	9.5

Have you ever considered getting a divorce or separation?

	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Yes	72.6	52.2	60.0	81.2	75.7	72.7	44.4	53.1	72.7	64.0	72.2	75.5	73.4	65.7	45.0
No	27.4	47.8	40.0	18.8	24.3	27.3	55.6	46.9	27.3	36.0	27.8	24.5	26.6	34.3	55.0

How many affair partners have you had?

	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
*(Weighted Average)	5.7	5.3	5.2	5.6	6.3	5.8	2.8	9.8	5.6	4.0	5.6	8.6	6.6	4.3	2.0

How would you feel if your spouse was cheating on you? (Select all that apply)

	Total	By Country							By Age					
		ARG	AUS	BRA	CAN	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+	
I wouldn't care	27.6	43.5	17.5	29.4	29.0	14.3	28.5	25.0	23.1	27.8	29.2	36.7	30.0	
Disappointed	27.2	4.4	35.1	18.3	23.9	42.9	28.5	39.5	31.9	24.2	23.5	26.6	35.0	
They have before	27.0	21.7	24.6	39.2	18.7	48.6	26.2	31.6	31.6	28.0	25.3	13.8	35.0	
Upset/angry	26.1	8.7	33.3	20.3	21.9	25.7	27.5	43.4	29.6	25.3	19.9	26.6	20.0	
Shocked	21.9	30.4	33.3	10.5	24.5	22.9	22.2	25.0	22.8	21.1	20.2	21.1	40.0	
Jealous	21.5	13.0	22.8	24.8	18.7	20.0	21.6	32.9	28.7	21.5	15.2	15.6	5.0	
Relieved	21.3	8.7	24.6	17.7	29.7	2.9	21.8	19.7	19.2	21.9	24.7	14.7	25.0	
Sad	15.7	-	17.5	11.8	14.2	20.0	16.5	22.4	15.6	16.2	15.2	9.2	15.0	
Empathetic	14.2	26.1	12.3	9.8	18.7	11.4	13.8	19.7	15.3	15.2	13.7	3.7	10.0	
Stressed	9.5	4.4	14.0	8.5	7.1	2.9	10.5	21.1	11.1	9.3	7.4	3.7	10.0	
Embarrassed	8.2	-	8.8	7.2	5.2	-	9.6	19.7	10.4	8.4	4.5	5.5	5.0	
Happy	7.5	4.4	1.8	3.3	14.2	-	7.7	6.6	6.5	7.2	6.6	13.8	5.0	

On a scale from 1 to 10 how would you rate your sex life... \*(Weighted Average)

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
...With your affair partners?	8.0	8.4	8.0	7.7	8.1	9.3	8.4	8.4	8.0	6.8	7.7	8.2	8.9	8.3	6.2
...Before you got married?	6.7	7.0	6.5	6.5	6.5	6.8	7.5	7.7	6.8	6.1	6.8	6.9	6.6	6.7	5.6
...With your spouse?	4.9	6.3	4.8	5.3	4.9	5.3	6.3	6.3	4.8	5.6	5.3	5.0	4.2	4.5	5.7

Have you become less attracted to your spouse?

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Yes	64.0	72.7	62.5	62.0	65.8	66.7	77.8	75.8	63.1	45.2	55.7	66.5	70.5	70.3	60.0
No	36.0	27.3	37.5	38.0	34.2	33.3	22.2	24.2	36.9	54.8	44.3	33.5	29.5	29.7	40.0

Do you still love your spouse?

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Yes	74.2	56.5	76.8	56.2	74.0	54.6	88.9	53.1	78.2	90.5	76.6	75.8	68.5	64.7	61.1
No	25.8	43.5	23.2	43.8	26.0	45.5	11.1	46.9	21.8	9.5	23.4	24.2	31.5	35.3	38.9

How many years into your marriage with your spouse did you...

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
...Have your first affair? *(Weighted Average in years)	7.0	6.6	8.8	7.1	7.9	6.9	5.8	5.8	7.2	2.9	5.6	7.8	8.6	8.3	8.7
...Notice a decline in sexual quality? *(Weighted Average in years)	5.6	6.6	6.2	6.2	5.7	6	6.8	5.0	5.4	2.8	4.3	5.9	6.6	6.7	8.0
...Notice a decline in sexual frequency? *(Weighted Average in years)	5.1	5.4	5.5	4.8	5.4	4.7	6.8	3.8	5.1	2.8	3.7	5.3	6.2	4.5	7.8

Do you feel like women are judged more harshly than men for infidelity?

	Total	By Country							By Age					
		ARG	AUS	BRA	CAN	CHL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Yes	91.8	96.3	83.6	98.9	87.2	95.0	97.5	91.4	90.4	91.0	92.6	92.1	91.2	91.7
No	8.2	3.7	16.4	1.1	12.8	5.0	2.5	8.6	9.6	9.0	7.4	7.9	7.8	7.3

How have your affair(s) affected your marriage? (Select all that apply)

	Total	By Country							By Age					
		ARG	AUS	BRA	CAN	CHL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
No change	32.1	27.3	33.3	23.8	35.6	16.7	13.3	34.3	33.3	29.9	32.5	33.2	34.4	31.3
Less tension	31.3	36.4	35.3	31.3	37.0	25.0	43.3	29.7	27.5	33.0	29.2	32.6	33.3	37.5
Happier marriage	22.3	22.7	21.6	21.1	24.0	8.3	26.7	22.1	29.0	25.1	20.7	19.8	24.0	18.8
The sex is better	16.7	27.3	9.8	23.1	16.4	33.3	40.0	14.7	23.2	21.7	16.2	13.1	11.5	18.8
Enhanced communication	15.0	18.2	13.7	11.6	18.5	8.3	10.0	14.8	24.6	17.5	14.4	13.1	9.4	12.5
More cooperative	12.9	4.6	11.8	10.9	18.5	8.3	6.7	12.8	14.5	15.1	12.4	13.1	6.3	12.5
More frequent sex	12.7	13.6	7.8	14.3	17.1	8.3	26.7	11.4	17.4	15.5	12.8	9.6	9.4	12.5
Less/no sex	12.6	9.1	11.8	11.6	11.0	8.3	10.0	13.3	10.1	10.7	13.6	13.4	11.5	12.5
Poor communication	10.5	-	11.8	12.9	11.6	16.7	10.0	9.8	8.7	11.3	11.6	9.0	7.3	12.5
More tension	9.3	-	3.9	8.2	5.5	16.7	3.3	11.0	11.6	11.7	9.9	6.4	8.3	6.3
Less frequent sex	7.1	9.1	11.8	10.2	6.9	33.3	10.0	5.8	11.6	6.5	8.1	6.7	3.1	6.3
Led to separation/divorce	6.5	4.6	7.8	9.5	6.2	8.3	10.0	5.8	2.9	6.5	5.9	7.4	9.4	6.3
Less cooperative	4.8	4.6	2.0	3.4	5.5	16.7	3.3	5.1	5.8	5.8	5.1	4.2	3.1	-
The sex is worse	4.8	4.6	5.9	7.5	3.4	-	3.3	4.5	5.8	6.2	4.9	3.8	3.1	-

Do you believe extramarital sex is morally wrong, and do you feel guilty for it?

	Total	By Country							By Age					
		ARG	AUS	BRA	CAN	CHL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
It is morally wrong, I don't feel guilty	36.9	29.6	41.0	43.1	39.2	30.0	27.5	35.8	30.4	32.4	40.4	39.7	30.9	30.4
It is not morally wrong, I don't feel guilty	31.5	55.6	24.6	29.3	33.5	50.0	57.5	29.8	33.0	32.4	27.7	32.0	47.2	34.8
It is morally wrong, I do feel guilty	25.1	7.4	29.5	22.7	19.6	10.0	12.5	27.4	33.0	28.0	24.3	22.6	17.9	30.4
It is not morally wrong, I do feel guilty	6.6	7.4	4.9	5.0	7.6	10.0	2.5	7.0	3.6	7.2	7.6	5.8	4.1	4.4

Do you think that having kids is a reason why you haven't pursued divorce or separation?

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Yes	43.2	39.1	48.2	47.3	42.2	50.0	22.2	35.5	43.0	35.1	50.3	51.4	36.4	18.6	5.0
No	29.7	47.8	35.7	27.3	29.3	41.7	55.6	19.4	29.3	21.6	22.7	26.8	35.5	46.1	65.0
I don't have kids	17.9	8.7	8.9	14.7	17.7	8.33	11.1	25.8	19.0	39.2	19.0	13.7	16.4	23.5	15.0
I have divorced/separated	9.2	4.4	7.1	10.7	10.9	-	11.1	19.4	8.7	4.1	8.0	11.8	11.8	11.8	15.0

How often do you watch porn and/or read erotica?

	Total	By Country							By Age					
		ARG	AUS	BRA	CAN	CHL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Weekly	30.9	26.9	41.7	34.4	32.7	40.0	31.7	29.6	36.1	34.6	38.9	25.8	17.6	4.2
Daily	14.0	3.9	6.7	18.6	18.0	15.0	12.2	13.4	22.7	20.1	15.2	8.1	4.0	4.2
Monthly	13.1	19.2	13.3	14.8	10.3	10.0	9.8	13.1	7.6	13.7	13.1	12.9	17.6	8.3
I used to but not anymore	10.6	15.4	6.7	11.5	12.2	-	2.4	10.8	7.6	8.1	6.6	18.0	12.8	25.0
Bi-Weekly	9.2	3.9	10.0	7.1	7.7	5.0	14.6	9.7	11.8	9.2	9.1	8.6	8.8	16.7
2 to 5 times a year	7.7	3.9	10.0	3.3	7.7	-	9.8	8.1	1.7	5.0	6.7	10.2	16.8	12.5
I have never, and have never considered it	5.2	19.2	1.7	4.9	4.5	5.0	4.9	5.3	1.7	2.8	5.0	6.5	10.4	12.5
Bi-Monthly	3.8	-	6.7	1.1	5.8	5.0	7.3	3.9	1.7	2.8	4.3	3.8	6.4	-
I have never, but I have considered it	3.5	3.9	3.3	3.8	0.6	10.0	7.3	3.6	5.0	2.5	2.1	5.1	4.0	16.7
Yearly	2.0	3.9	-	0.6	0.6	10.0	-	2.6	2.5	1.7	1.3	4.0	2.4	-

How often do you masturbate?

	Total	By Country						By Age					
		ARG	AUS	BRA	CAN	COL	USA	18-29	30-39	40-49	50-59	60-69	70+
Weekly	41.2	46.2	48.3	45.9	46.1	30.8	39.4	34.7	41.5	43.9	40.9	37.4	12.5
Daily	20.9	7.7	16.7	20.4	19.5	15.4	22.3	34.7	24.4	22.3	16.7	13.0	4.2
Bi-Weekly	10.9	11.5	16.7	8.3	12.3	-	11.1	7.6	9.9	10.6	11.3	13.0	20.8
Monthly	10.3	3.9	6.7	6.1	14.9	7.7	10.5	5.1	9.9	10.5	10.8	9.8	16.7
I have never, and have never considered it	6.8	3.9	1.7	6.1	-	-	2.7	1.7	4.0	2.1	3.2	4.9	20.8
I used to but not anymore	5.1	7.7	1.7	6.6	3.3	-	5.4	9.3	3.7	3.5	6.2	8.1	12.5
Bi-Monthly	3.1	7.7	5.0	-	0.7	15.4	3.4	1.7	1.1	2.7	4.8	4.1	4.2
2 to 5 times a year	3.1	3.9	3.3	1.1	2.0	7.7	3.3	0.8	4.3	1.9	3.8	6.5	-
I have never, but I have considered it	1.9	7.7	-	4.4	1.3	15.4	1.4	3.4	1.1	1.8	1.9	2.4	8.3
Yearly	0.5	-	-	1.1	-	7.7	0.5	0.8	-	0.6	0.5	0.8	-

How often do you use sex toys?

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Weekly	30.7	11.1	36.7	23.7	31.2	10.0	7.7	19.5	33.0	19.7	32.1	31.3	32.3	30.9	12.5
I used to but not anymore	10.9	18.5	8.3	11.3	9.7	10.0	7.7	7.3	11.1	6.0	9.3	11.9	9.9	14.6	20.8
Monthly	10.6	22.2	15.0	9.0	11.7	15.0	23.1	4.9	11.4	4.3	9.6	13.0	13.7	9.8	12.5
Bi-Weekly	10.3	-	13.3	5.1	13.0	10.0	7.7	4.9	11.1	7.7	10.4	9.4	10.2	13.8	16.7
I have never, but I have considered it	10.1	14.8	5.0	30.5	7.1	25.0	15.4	22.0	6.9	28.0	14.8	8.2	6.7	5.7	4.2
Daily	9.9	3.7	8.3	4.5	11.7	5.0	-	4.9	11.2	17.1	11.0	9.4	8.6	6.5	8.3
2 to 5 times a year	5.9	3.7	5.0	3.4	7.8	5.0	15.4	12.2	5.5	3.4	4.8	7.3	5.6	4.9	-
Bi-Monthly	3.8	3.7	5.0	2.8	2.0	5.0	-	4.9	4.1	3.4	2.0	3.6	4.8	7.3	4.2
I have never, and have never considered it	2.5	18.5	3.3	8.5	4.6	10.0	15.4	14.6	4.4	7.6	5.4	4.2	7.3	4.9	16.7
Yearly	1.4	3.7	-	1.1	1.3	5.0	7.7	4.9	1.2	2.5	0.9	1.6	0.8	1.6	4.2

How often do you go to sex parties?

	Total	By Country							By Age						
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
I have never, but I have considered it	41.1	40.7	41.4	45.5	43.5	38.9	53.9	56.4	39.1	52.1	49.4	42.5	34.2	26.4	26.1
I used to but not anymore	11.1	3.7	10.3	9.6	13.0	11.1	7.7	-	11.9	6.0	9.7	11.6	11.7	16.0	4.3
I have never, and have never considered it	4.6	48.2	39.7	35.4	35.1	38.9	23.1	38.5	38.9	28.2	30.4	36.6	45.7	47.2	60.9
2 to 5 times a year	3.1	-	1.7	0.6	2.0	-	7.7	-	3.8	2.6	3.7	2.4	3.0	4.8	-
Yearly	2.8	7.4	5.2	3.4	2.6	11.1	-	-	2.5	2.6	3.4	2.4	2.7	2.4	4.3
Monthly	1.9	-	-	3.4	2.0	-	-	-	2.0	4.2	1.4	2.1	1.1	3.3	-
Bi-Monthly	0.7	-	-	0.6	1.3	-	7.7	2.6	0.6	-	0.9	0.8	0.8	-	-
Bi-Weekly	0.5	-	1.7	0.6	0.7	-	-	2.6	0.4	1.7	0.3	0.5	0.8	-	-
Daily	0.4	-	-	1.1	-	-	-	-	0.3	2.6	0.3	0.2	-	-	4.3
Weekly	0.4	-	-	-	-	-	-	-	0.6	-	0.6	0.8	-	-	-

What is the main moment do you see as being a catalyst for your affair?

	Total	By Country						By Age					
		ARG	AUS	BRA	CAN	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Physical change	19.0	23.8	18.4	16.7	28.7	17.2	21.7	14.9	21.0	21.8	22.5	26.7	18.8
Traumatic event	18.0	19.1	26.5	24.2	16.9	20.6	20.1	17.9	20.6	19.6	20.1	25.6	25.0
After having kids	16.2	23.8	24.5	16.7	21.3	24.1	18.1	20.9	29.2	20.5	9.7	9.3	-
Relocation/move	10.1	14.3	8.2	19.7	9.6	10.3	10.5	23.9	11.2	11.0	11.1	7.0	12.5
Illness/accident	7.4	4.8	12.2	1.5	8.8	-	9.7	3.0	4.5	8.6	10.4	14.0	25.0
After the kids moved out	6.6	9.5	2.0	5.3	3.7	13.8	8.3	-	0.4	6.6	16.3	9.3	12.5
Career change	6.4	4.8	2.0	9.1	8.1	6.9	7.2	10.5	6.7	9.0	4.8	5.8	6.3
Losing a job	2.7	-	2.0	3.8	2.2	3.5	3.5	7.5	3.8	2.2	3.8	1.2	-
Cosmetic surgery	1.1	-	4.1	3.0	0.7	3.5	1.0	1.5	2.6	0.7	1.4	1.2	-

Who have you told about your infidelity? (Select all that apply)	Total	By Country					By Age					
		ARG	AUS	BRA	CAN	USA	18-29	30-39	40-49	50-59	60-69	70+
Friends	54.6	51.9	62.1	53.9	56.8	53.8	53.64	51.44	60.6	53.3	44.3	22.7
No one	32.7	14.8	34.5	35.6	29.7	32.8	32.2	35.6	29.7	31.2	35.3	59.1
Spouse	15.7	11.1	12.1	5.0	20.0	17.7	19.1	17.0	14.1	15.8	16.4	4.6
Siblings	12.9	14.8	6.9	7.2	14.8	14.5	15.5	10.9	12.6	14.4	13.9	13.6
Co-workers	11.7	3.7	8.6	9.4	12.9	12.3	15.5	12.9	13.1	8.0	9.8	-
Therapist/psychiatrist	9.4	25.9	5.2	8.3	5.8	10.2	10.9	6.6	10.2	8.8	12.3	9.1
Strangers	7.4	14.8	5.2	5.6	8.4	7.6	14.6	8.1	8.4	5.0	4.1	-
Parents	6.1	-	1.7	5.0	7.1	6.8	11.8	6.3	6.9	4.4	2.5	-
Hairstylist/aesthetician	5.1	-	10.3	4.4	5.8	5.1	6.4	2.9	4.7	6.6	6.6	9.1
Children	4.8	-	5.2	2.2	4.5	5.4	1.8	1.7	4.4	6.1	12.3	9.1
Extended family	4.8	-	3.5	3.3	6.5	5.5	11.8	4.02	4.7	3.6	5.7	4.6
Neighbors	1.8	-	-	0.6	1.9	2.2	7.3	1.7	1.5	0.3	2.5	-
Roommates	1.7	3.7	-	-	0.7	2.3	12.7	1.2	0.8	0.8	-	-
Religious authority	1.2	-	-	1.7	1.3	1.2	3.64	0.9	1.3	0.8	0.8	-

Do you abide by any of these extramarital affair rules? (Select all that apply)	Total	By Country								By Age					
		ARG	AUS	BRA	CAN	CHL	COL	MEX	USA	18-29	30-39	40-49	50-59	60-69	70+
Always use protection	45.2	51.9	35.6	66.9	40.0	80.0	78.6	67.5	40.6	58.2	55.5	44.2	38.4	32.3	33.3
Must be a certain age (or in a range)	41.2	25.9	49.2	33.7	49.0	35.0	50.0	50.0	40.8	39.1	35.2	40.5	45.1	48.4	50.0
Must be married or attached	28.5	33.3	23.7	35.9	27.1	25.0	42.9	27.5	27.5	20.9	28.8	29.5	32.9	20.2	16.7
No one nightstand	27.3	14.8	27.1	8.3	38.7	5.0	21.4	25.0	29.8	30.9	20.6	26.3	29.5	39.5	29.2
Never be emotionally involved	21.5	37.0	13.6	31.5	16.8	35.0	57.1	37.5	19.5	37.3	26.7	19.0	18.9	15.3	16.7
Must be a certain race/ethnicity	20.6	-	18.6	6.6	23.2	-	7.1	7.5	24.8	19.1	17.7	19.7	22.8	29.8	25.0
Never in public, in a certain area	18.5	14.8	15.3	35.4	23.9	15.0	21.4	17.5	15.4	40.0	18.9	16.7	15.9	17.7	16.7
Must be fit/better looking than my spouse	18.0	11.1	27.1	16.0	23.2	15.0	-	22.5	17.6	19.1	14.8	18.7	20.3	20.2	8.3
I don't have any of these rules	15.6	33.3	20.3	10.5	15.5	5.0	7.1	7.5	16.4	15.5	13.7	16.7	14.5	17.7	29.2
Never know too much about them	10.3	7.4	13.6	23.8	9.0	15.0	14.3	7.5	8.0	17.3	9.6	9.5	10.6	12.9	-
Never meet at night/day	3.7	3.7	1.7	4.4	3.2	5.0	-	2.5	4.0	5.5	3.8	3.2	3.3	5.6	12.5
Never longer than a month, a year, etc.	2.9	-	1.7	3.3	2.6	-	7.1	5.0	3.2	8.2	4.4	2.2	2.2	2.4	-

\*Based on a survey of 2,066 female members of Ashley Madison between July 25, 2019 and September 12, 2019

With more than 60 million people who have joined worldwide since 2002, Ashley Madison is the original and premiere destination for married dating.

For more information please contact: [media@ashleymadison.com](mailto:media@ashleymadison.com)

Total is representative of the average of all respondents.

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Not all countries are represented equally. If a country is removed from one of the questions it is because their sample for that question was statistically insignificant.

Not all questions were answered by all respondents.

Data is representative of Ashley Madison's female member respondents.