

# CONDOM CHECK 2025



A report from RFSU on Nordic attitudes and  
behaviour regarding sex and condoms

# INTRO

### About Condom Check

Since 2009, RFSU has conducted an annual Nordic survey to map Nordic people’s sexual and condom habits. The survey covers areas such as usage, attitudes, knowledge, and behaviour, with a particular focus on young people aged 16–35.

### About the survey

The survey was conducted in August 2025 as an online survey via the Bilendi panel in Sweden, Norway, Denmark, and Finland. Data collection targeted a nationally representative sample of people aged 16–65, with over 1000 interviews conducted in each country and a particular focus on the age group of 16–20. Results are partly compared with previous surveys conducted in the summers of 2019, 2020, 2022, 2023, and 2024. Statistical reliability has been ensured through significance testing.



# NORDIC SUMMARY

## USE

# CONDOM USE IN THE NORDICS IS INCREASING AGAIN – BUT NOT IN DENMARK

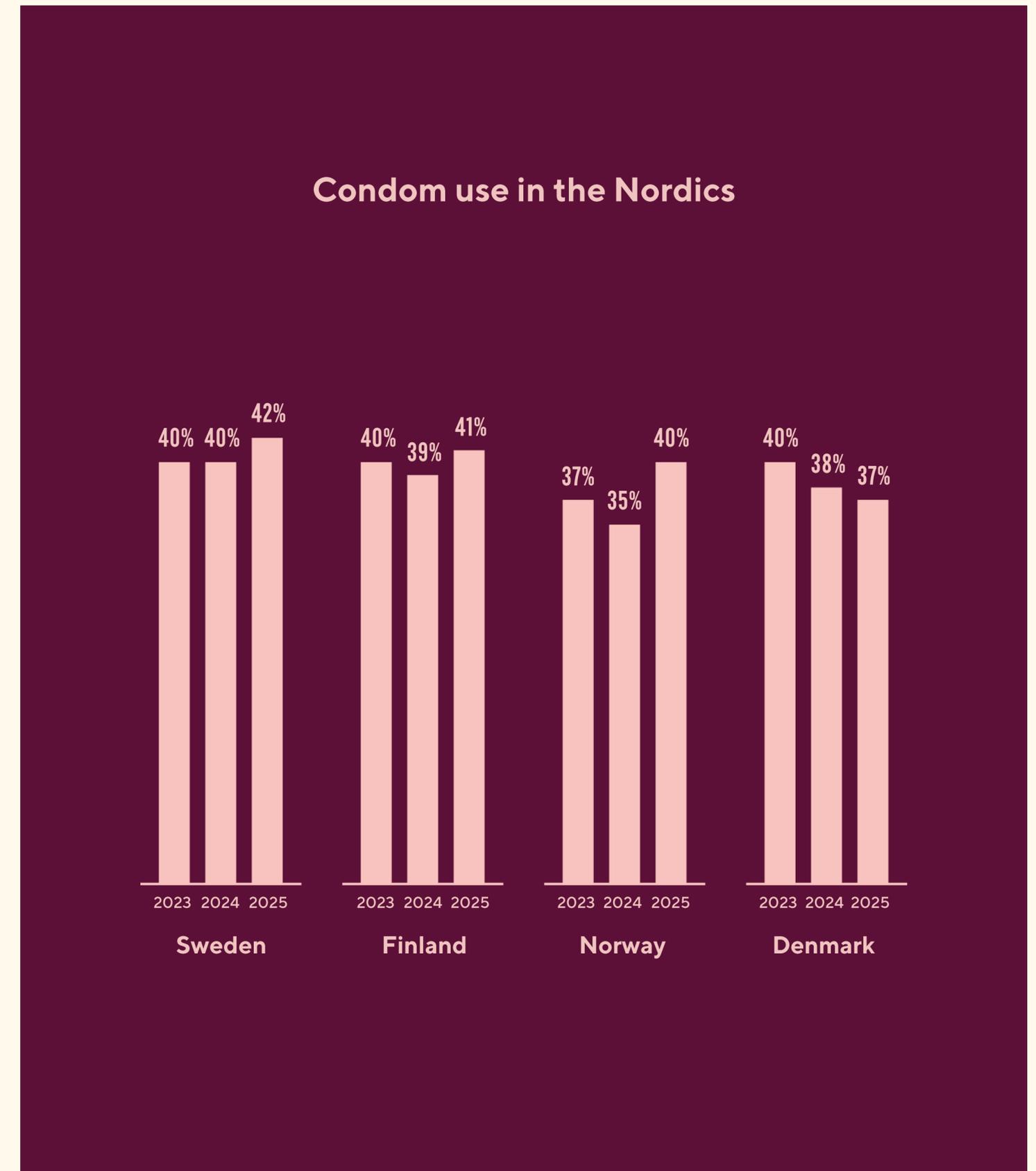
During 2024, a break in the trend occurred in Nordic people's condom use when the share who used condoms decreased in all countries except Sweden, where the trend remained unchanged.

In 2025, the trend turned upward again – in Sweden, condom use increased from 40 to 42 percent and in Finland from 39 to 41 percent.

Condom use increased the most in Norway, from 35 to 40 percent, which is the highest condom use recorded in Norway in five years.

In Denmark, however, condom use continued to decrease: from 40 percent in 2023 to 38 percent in 2024 and now 37 percent in 2025. This means Danes are now the worst in the Nordic region at using condoms.

Condoms remain the most common contraceptive method in the Nordic region: 29 percent state that it is their most common contraceptive method (in 2024 the corresponding figure was 28 percent).

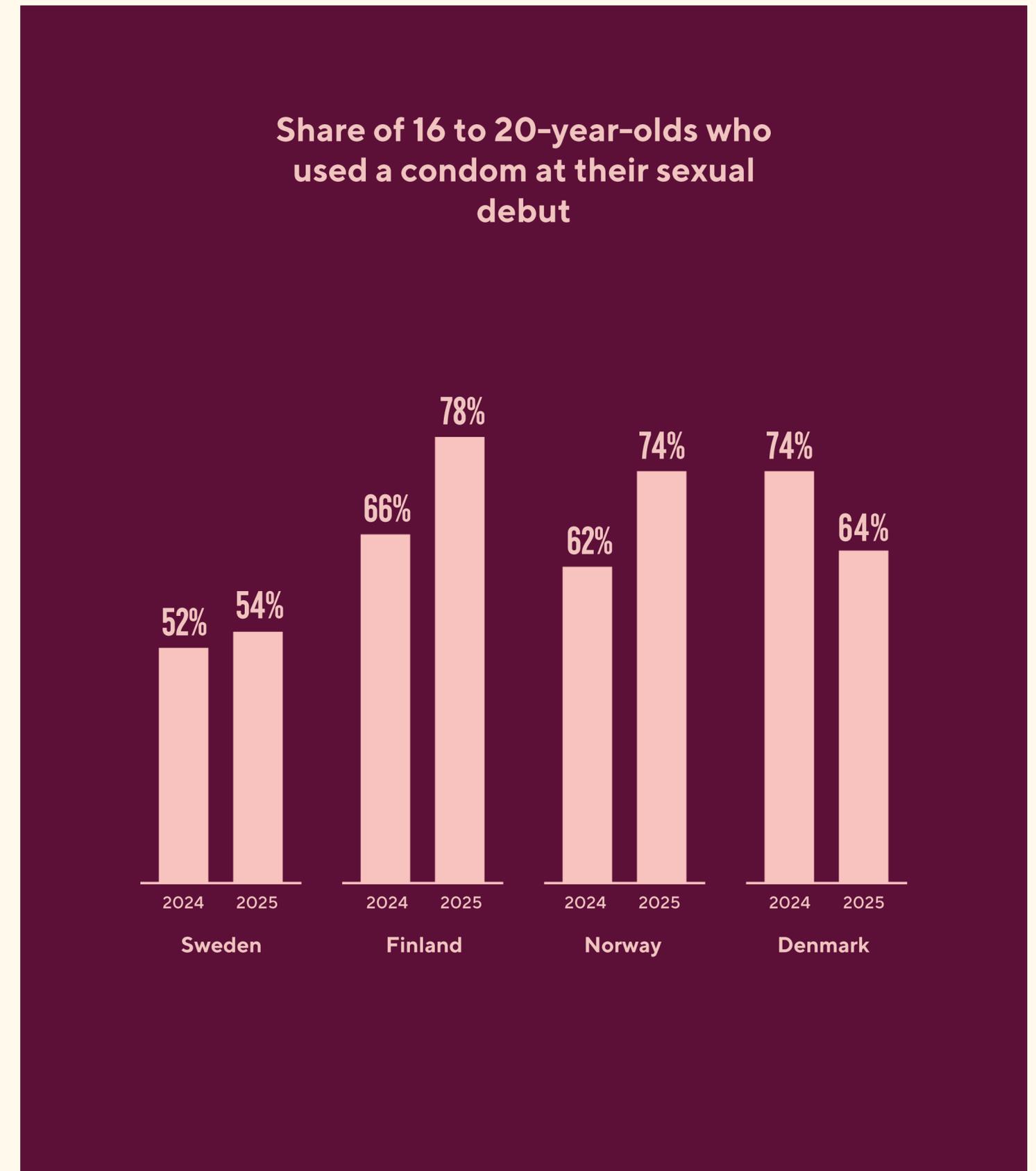


## USE

# MORE YOUNG PEOPLE USED CONDOMS AT THEIR SEXUAL DEBUT – SWEDISH YOUTH STILL LOWEST

The share of young people aged 16–20 who used a condom at their sexual debut has increased in all Nordic countries except Denmark, where it decreased from 74 to 64 percent. Despite this, Swedish young people are still the least likely to use a condom at sexual debut (54 percent). Usage is highest among Finnish youth (78 percent), followed by Norwegian youth (74 percent).

The share of young people (16–20) who used a condom the last time they had sex with a new partner has also increased: in Sweden from 47 to 50 percent, in Norway from 50 to 56 percent, and in Finland from 60 to 68 percent. In Denmark, this share has also decreased: from 61 percent in 2024 to 50 percent in 2025.

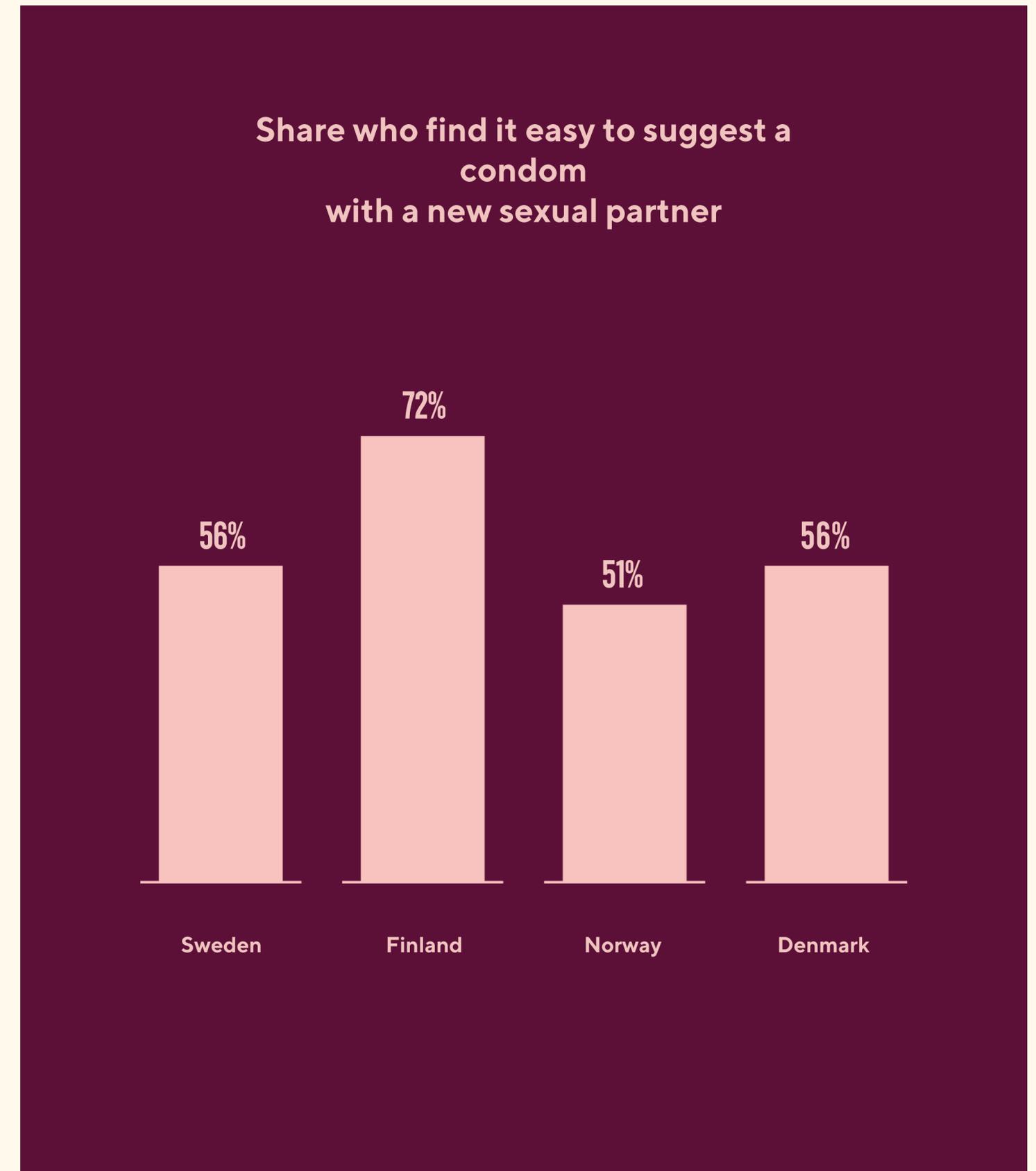


USE

# HARDEST FOR NORWEGIANS TO SUGGEST CONDOMS – EASIEST FOR FINNS

72 percent of Finns think it is easy to suggest a condom when having sex with a new partner, which remains the highest in the Nordic region. In the other countries, fewer people find it easy: 56 percent in Sweden, 56 percent in Denmark, and 51 percent in Norway. In 2024, the corresponding figure in Norway was 53 percent, which means the share who find it easy to suggest a condom has decreased slightly.

Norway is also the country where people most strongly feel it is hardest to suggest a condom the second time (if one was not used the first time). 48 percent of Norwegians say condoms become harder to suggest the second time, compared with 35 percent in Sweden, 31 percent in Denmark, and 26 percent in Finland.

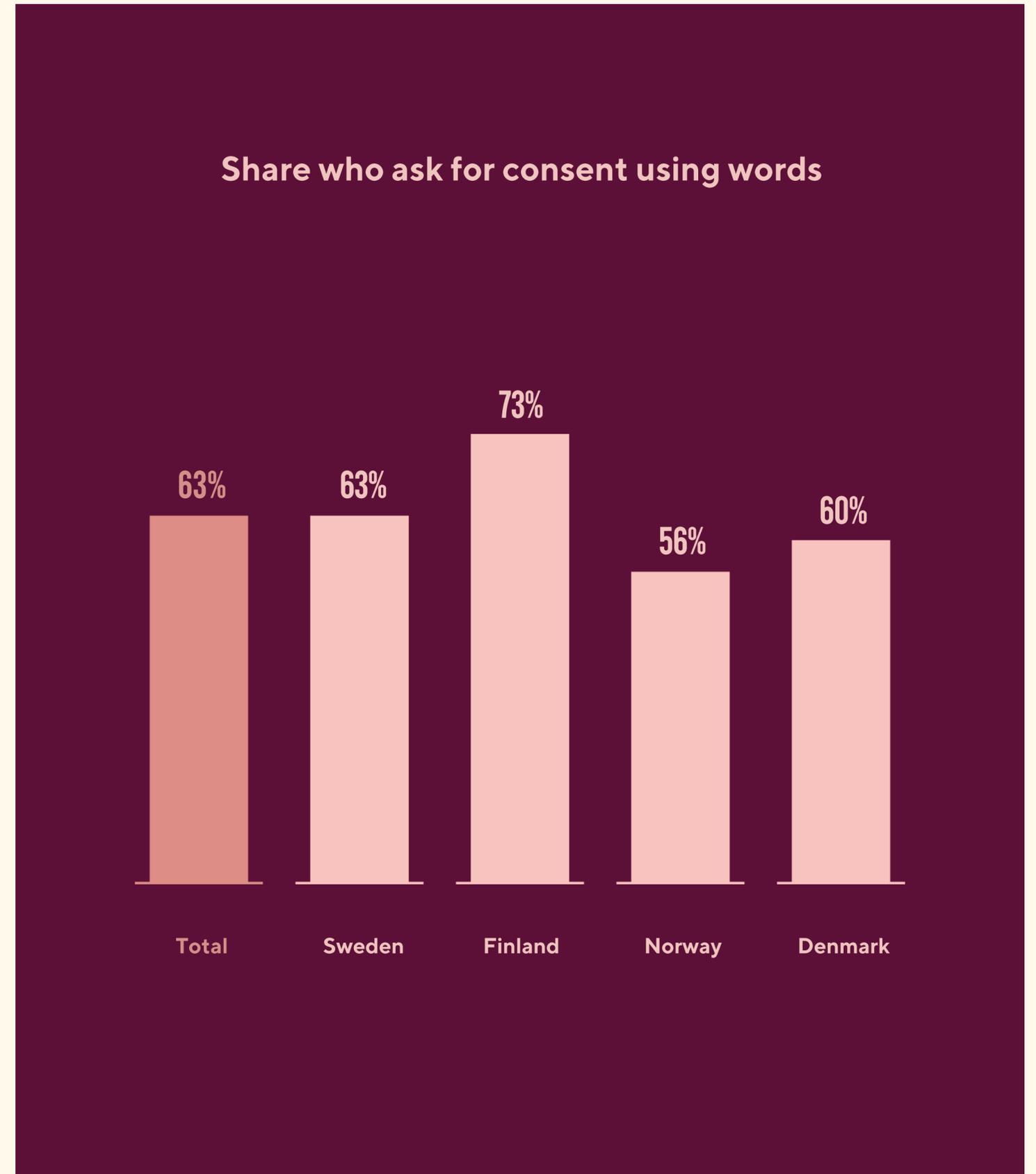


USE

# FINNS OFTEN GAIN CONSENT BY ASKING – NORWEGIANS OFTEN USE BODY LANGUAGE

Finns remain the Nordic cohort that most often uses words to request sexual consent: 73 percent initiate sex by asking a direct question. The next most common verbal approach is among Swedes (where 63 percent use a direct question), followed by Danes (60 percent).

In Norway, asking is slightly less common (56 percent). Instead, Norwegians prefer initiating sex through body language (71 percent). The share of Norwegians who ask for consent by asking has also decreased since the previous year, when the corresponding figure was 59 percent.



# SWEDEN



**USE**



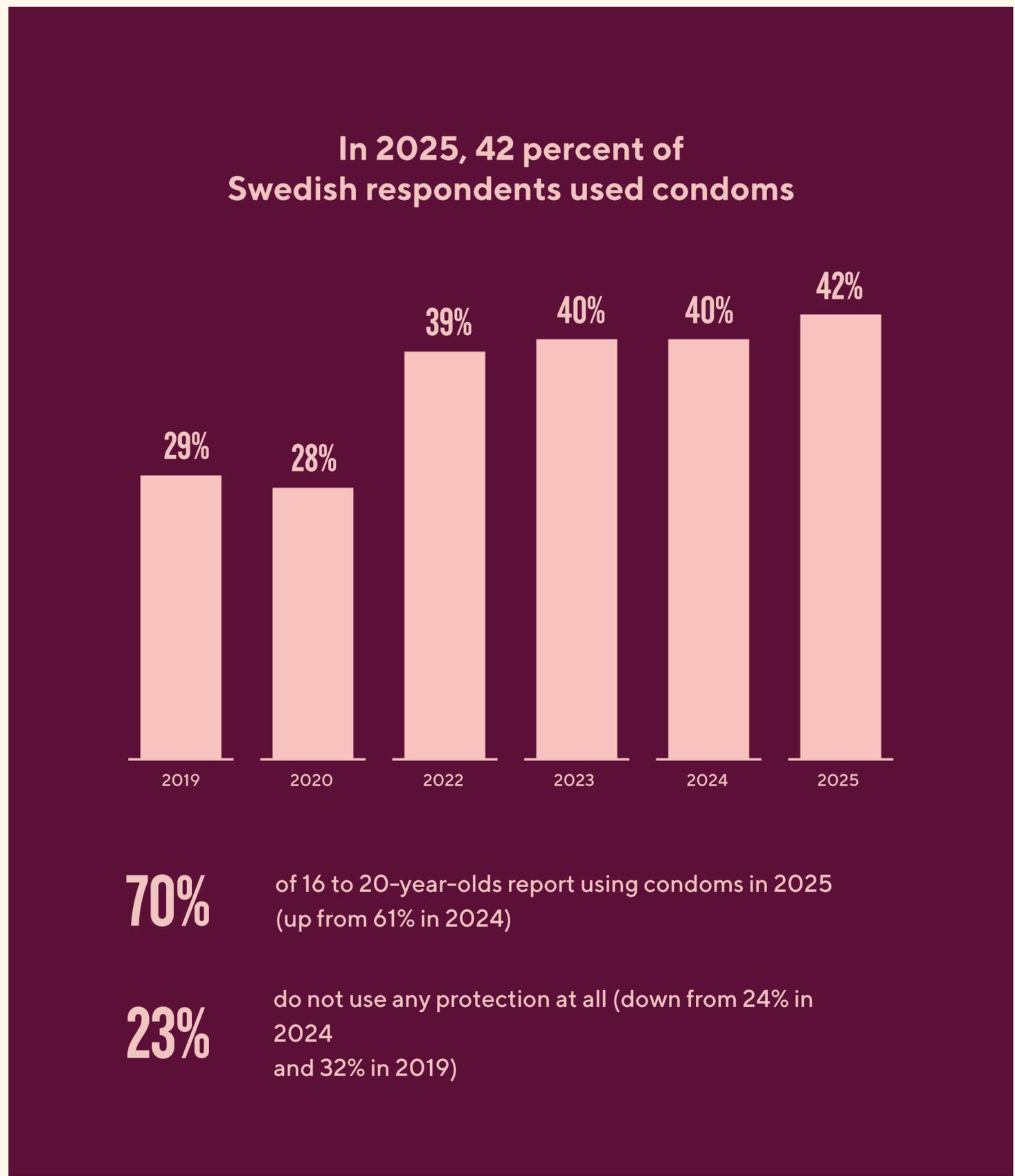
USE

# CONDOM USE IS INCREASING AMONG YOUNG PEOPLE

In 2025, 42 percent of Swedes (16–65) say they used condoms, which is a slight increase compared with the prior three years when the share was essentially unchanged (39 percent in 2022, 40 percent in 2023, and 40 percent in 2024).

The increase in condom use is driven by young people: 58 percent of 16–35-year-olds used condoms in the past year, compared with 56 percent in 2024. The largest increase is among the youngest: 70 percent of 16–20-year-olds report using condoms in 2025, compared with 61 percent in 2024.

At the same time, the share who do not use any protection continues to decrease and is now 23 percent (compared with 24 percent in 2024 and 32 percent in 2019).



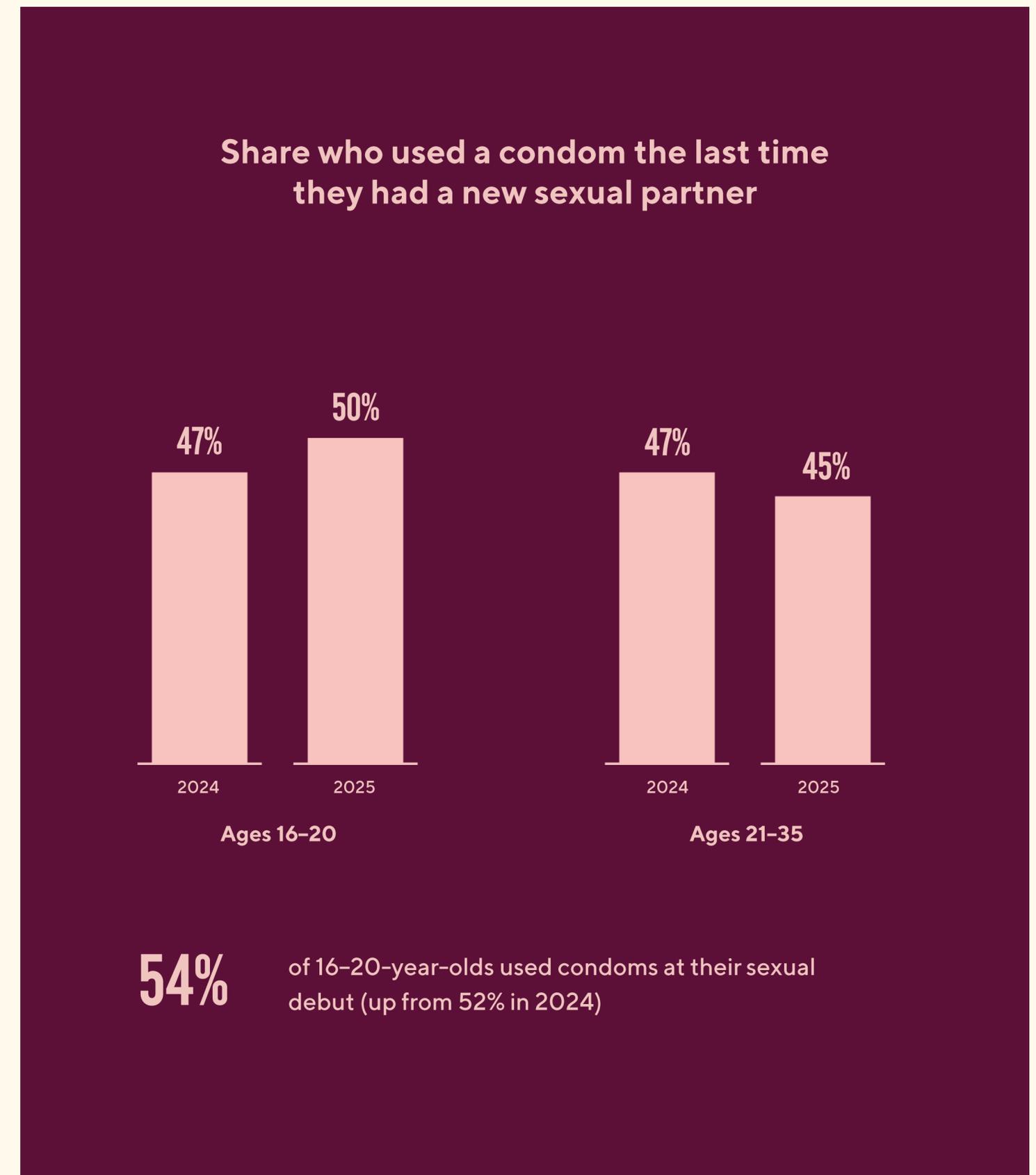
## USE

# MORE YOUNG PEOPLE USED CONDOMS WITH A NEW PARTNER AND DURING THEIR SEXUAL DEBUT

42 percent of Swedes used a condom the last time they had sex with a new partner, which is a slight decrease compared with the previous year (44 percent). ••The share of adults aged 21–35 who used a condom the last time they slept with someone new also decreased: from 47 to 45 percent.

Among the youngest, aged 16–20, the share who used a condom the last time they had a new sexual partner increased from 47 to 50 percent.

The share of 16 to 20-year-olds who used a condom at their sexual debut has also increased, from 52 percent in 2024 to 54 percent in 2025.



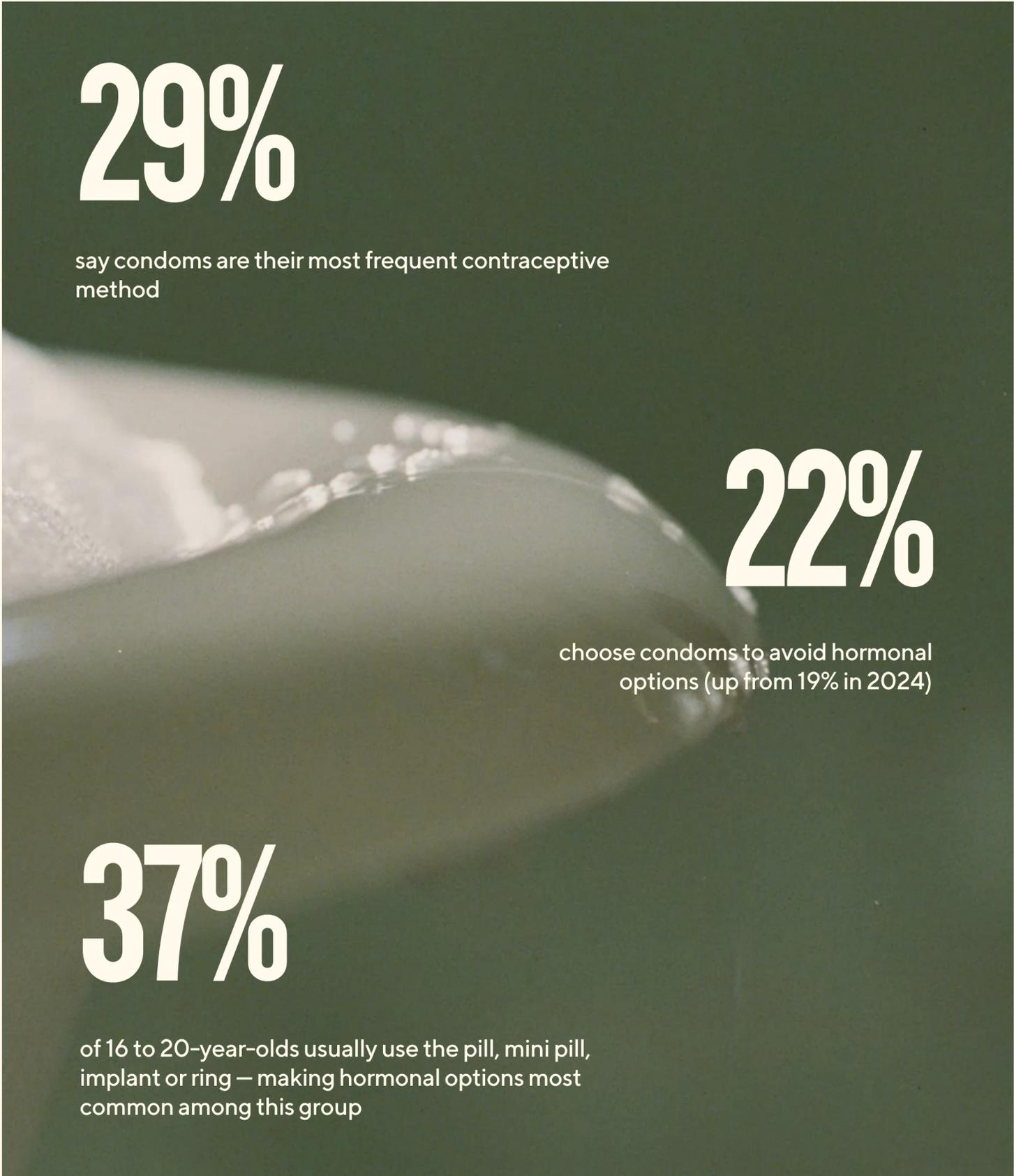
## USE

# CONDOMS ARE SWEDES' MOST POPULAR CONTRACEPTIVE – HORMONAL OPTIONS ARE COMMON AMONG YOUNGER PEOPLE

Condoms are the most popular contraceptive method among Swedes: 29 percent say condoms are their most frequent method. This is followed by the contraceptive pill, mini pill, implant or ring (16 percent) and an IUD (12 percent).

Among younger people, aged 16–35, hormonal options are more common than in the rest of the population: 32 percent say condoms are their most common contraceptive method and 25 percent use hormonal contraception. Among the youngest, hormonal options are even more common than condoms: 37 percent use the contraceptive pill, mini pill, implant or ring, while 33 percent use condoms.

The most cited reasons for using condoms are protection against pregnancy (43 percent) and sexually transmitted infections (34 percent), followed by not wanting to use contraception that contains hormones (22 percent). The share who choose condoms to avoid hormonal methods has increased since 2024 (when it was 21%).



# 29%

say condoms are their most frequent contraceptive method

# 22%

choose condoms to avoid hormonal options (up from 19% in 2024)

# 37%

of 16 to 20-year-olds usually use the pill, mini pill, implant or ring – making hormonal options most common among this group

# ATTITUDES



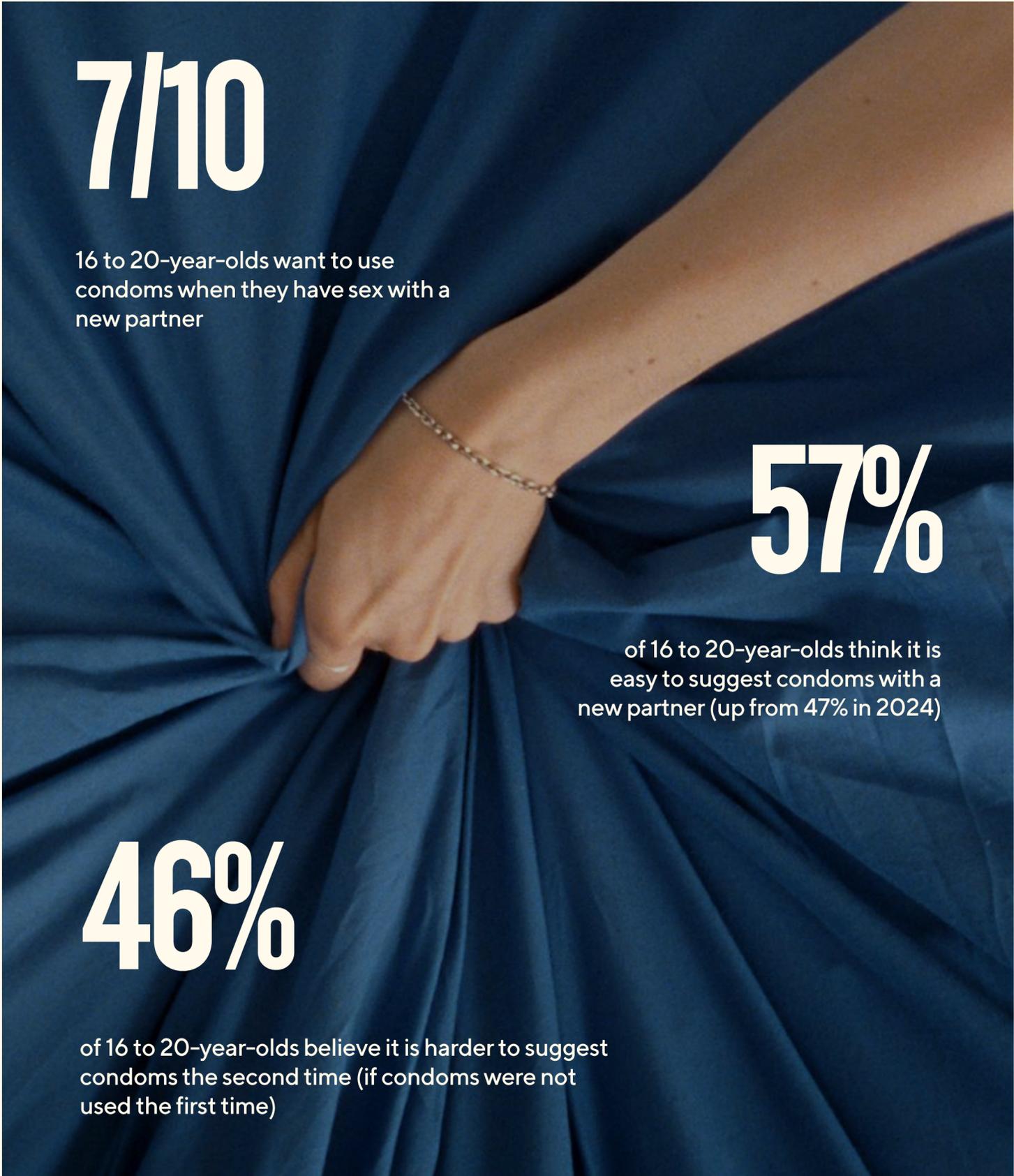
## ATTITUDES

# MORE YOUNG PEOPLE WANT TO USE CONDOMS AND FIND IT EASY TO SUGGEST THEM – ALBEIT HARDER IF IT WASN'T USED THE FIRST TIME

Swedes' intentions to use condoms has decreased slightly since 2024: 66 percent state they would use a condom with a new partner, compared with 68 percent in 2024. Among 16 to 20-year-olds, the trend is the opposite: 70 percent intend to use a condom when they have sex with someone new, up from 65 percent in 2024.

56 percent think it's easy to suggest using a condom when having sex with a new partner, roughly in line with 2024 (55 percent). Among the youngest (16–20), the share who think it is easy to suggest condoms increased from 47 to 57 percent.

Meanwhile, more young people (16–20) believe condoms are harder to suggest the second time they have sex with someone (if condoms were not used the first time). 46 percent of 16 to 20-year-olds think it is harder, compared with 35 percent in the broader population (16 to 65) who think this.



7/10

16 to 20-year-olds want to use condoms when they have sex with a new partner

57%

of 16 to 20-year-olds think it is easy to suggest condoms with a new partner (up from 47% in 2024)

46%

of 16 to 20-year-olds believe it is harder to suggest condoms the second time (if condoms were not used the first time)

## ATTITUDES

# CONTINUED POSITIVE ASSOCIATIONS WITH CONDOMS – MORE YOUNG PEOPLE PERCEIVE IT AS SEXY

Associations with someone who suggests using a condom remain positive; the most common are responsible (61 percent), mature (43 percent), and considerate (42 percent).

Among young people, it is also more common for condoms to be perceived as something sexy. 12 percent of 16 to 20-year-olds and 7 percent of 21 to 35-year-olds perceive a person who suggests using a condom as sexy, compared with 5 percent among 36 to 65-year-olds.

How Swedes perceive a person  
who suggests using a condom

RESPONSIBLE 61% (2024: 57%)

MATURE 43% (2024: 44%)

CONSIDERATE 42% (2024: 42%)

EXPERIENCED 26% (2024: 27%)

CONFIDENT 25% (2024: 23%)

# COMMUNICATION



## COMMUNICATION

# YOUNG PEOPLE ARE BETTER AT COMMUNICATING ABOUT SEX – AND CONSIDER COMMUNICATION MORE IMPORTANT

Broadly, 63 percent think communication is a very important part of a satisfying sexual experience, a share that is somewhat higher among women (68 percent) than men (58 percent). The figure is also slightly higher among those aged 16–35 (65 percent) than people aged 36–65 (62 percent).

Young people also consider themselves good at communicating about sex with their partner. 72 percent of 16 to 35-year-olds believe they are good at communicating about sex, while the figure is 68 percent among 36 to 65-year-olds.

Swedes feel they are good at expressing their boundaries (74 percent). Many said they are better at communicating about their partner's preferences (71 percent) than their own (67 percent).



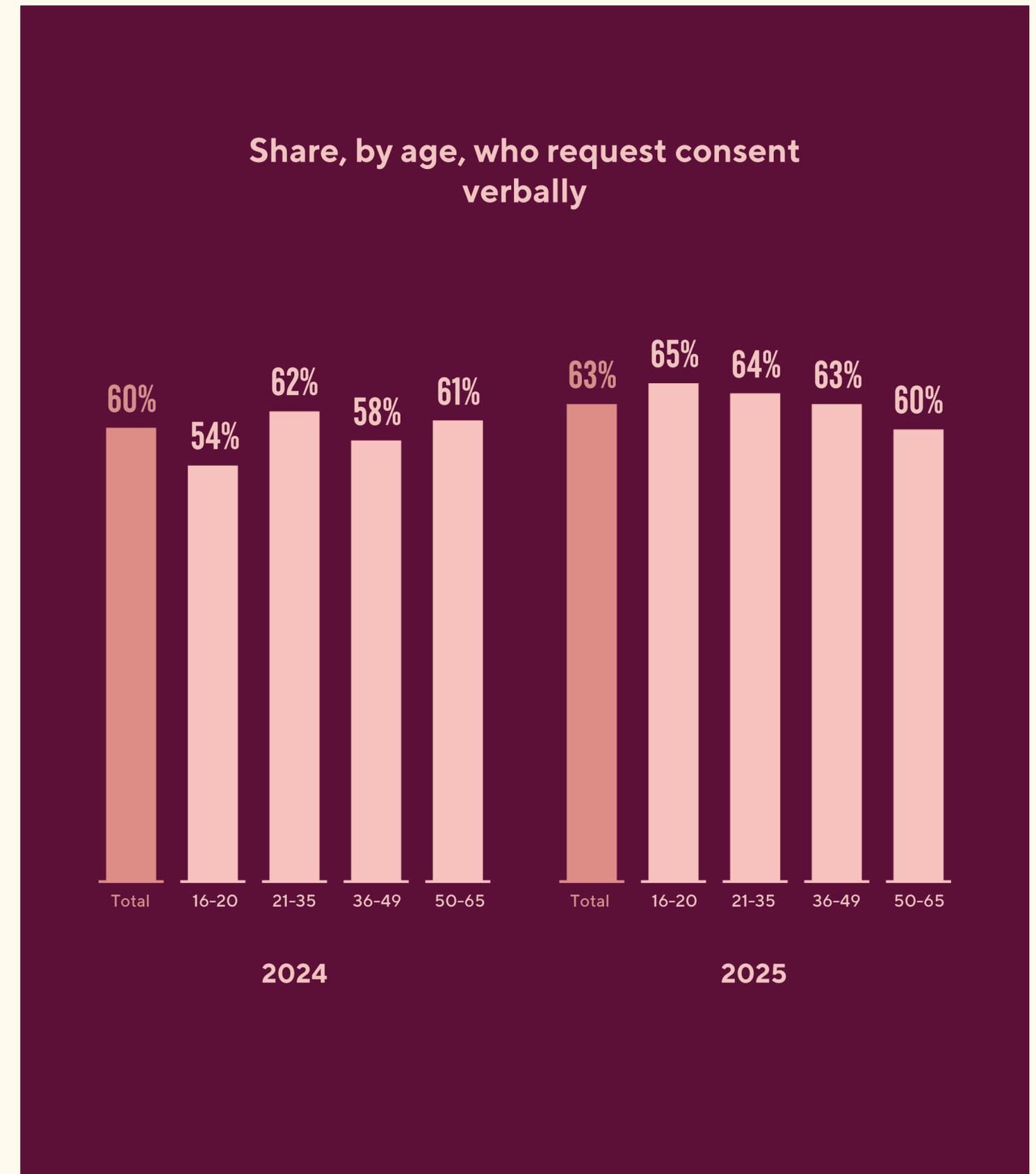
## COMMUNICATION

# BODY LANGUAGE IS THE MOST COMMON WAY OF ASKING FOR CONSENT – YOUNG PEOPLE ARE MORE VERBAL THAN OLDER PEOPLE

When it comes to how sex is initiated, 63 percent of Swedes ask for consent directly, which is an increase on 2024 (60 percent). However, the most common approach among respondents is body language (70 percent).

Using a direct question is most common among younger people aged 16–35 (64 percent); fewer people aged 50–65 use this method (60 percent). Among the youngest group (16–20), the share who ask for consent verbally has increased from 54 to 65 percent between 2024 and 2025.

The most common associations with consent are respect (74 percent), self-evident/obvious (57 percent), and mutuality (53 percent). Young people aged 16–20 generally have stronger associations with the word; more than others, they link it to clarity, willingness, acceptance and approval.



# NORWAY

Sex Drive  
Freedom block 6-9



**USE**



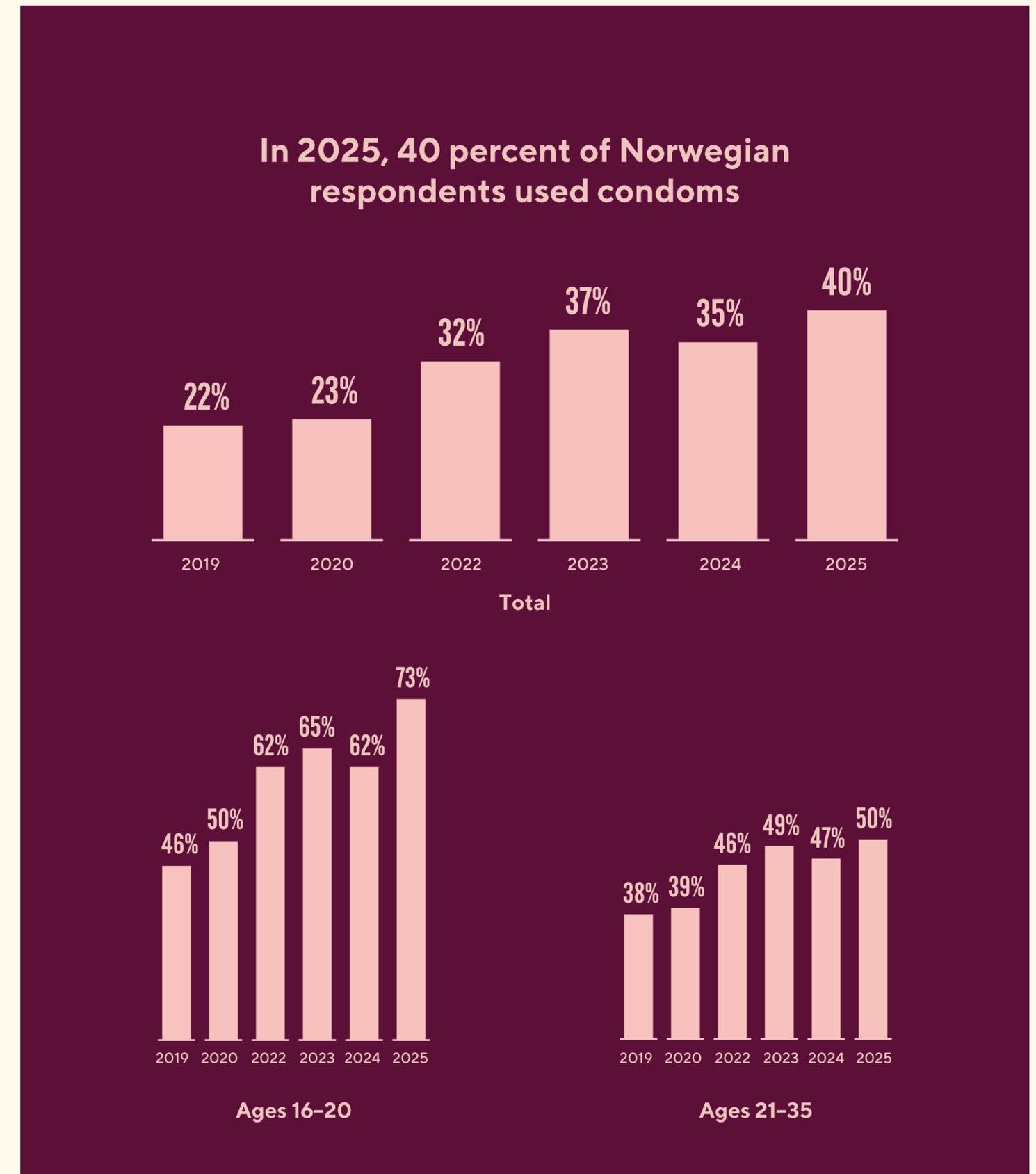
## USE

# HIGHEST CONDOM USE IN NORWAY IN FIVE YEARS – BIGGEST INCREASE IS AMONG YOUNG PEOPLE

In 2025, 40 percent of Norway's respondents say they've used condoms, which is a large increase on the previous year (35 percent) and the highest share in five years.

The increase has mainly occurred amongst young people: the share of 16 to 20-year-olds who report using condoms in 2025 increased from 62 (in 2024) to 73 percent. Condom use has also increased among 21 to 35-year-olds (from 47 to 50 percent) and among 36 to 49-year-olds (from 28 to 36 percent).

The frequency of condom use has also increased: 18 percent of Norway's respondents report that they often use condoms, compared with 11 percent in 2024; the share who say they never use condoms decreased from 49 to 44 percent. The share who do not use any protection at all is 23 percent (in 2019, it was 33 percent).



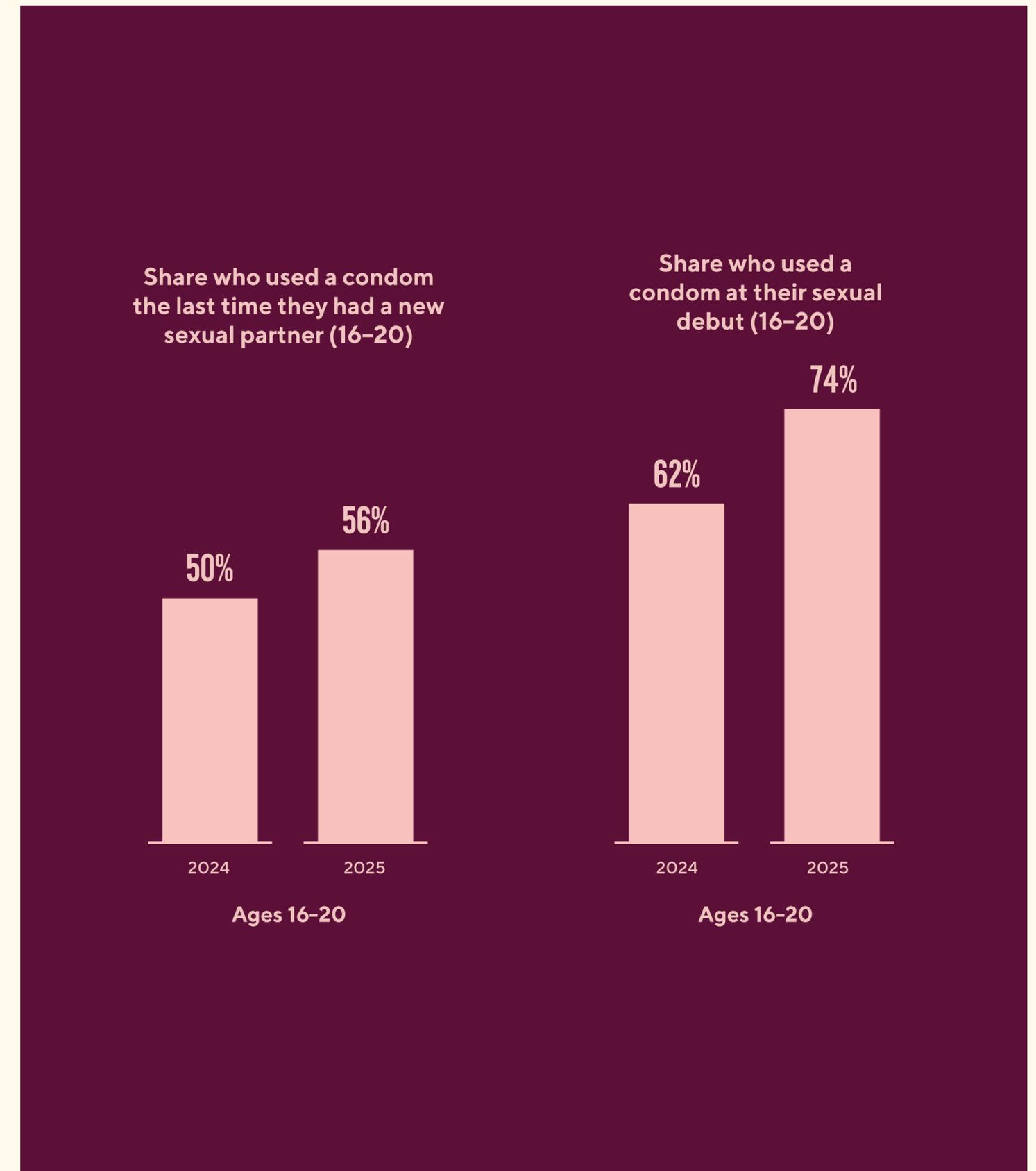
## USE

# MORE YOUNG PEOPLE USED CONDOMS WITH A NEW PARTNER AND DURING THEIR SEXUAL DEBUT

4 in 10 Norwegian respondents (39 percent) say they used a condom the last time they had sex with a new partner, which is in line with the previous year when the corresponding share was 40 percent. The share of young adults aged 21–35 who used a condom the last time they slept with someone new is also in line with 2024 (40 percent).

Among the youngest (16–20) cohort, the share who used a condom the last time they had sex with a new partner increased from 50 to 56 percent.

The share of young people aged 16–20 who used a condom during their sexual debut also increased, from 62 percent in 2024 to 74 percent in 2025.



USE

# CONDOMS ARE NOW NORWEGIANS' MOST POPULAR CONTRACEPTIVE METHOD

Condoms have overtaken hormonal methods (the contraceptive pill, mini pill, implant or ring) as Norwegians' most common contraceptive method. 28 percent of Norwegians say they usually use condoms – an increase on the previous year, when the figure was 24 percent. The next most common methods are hormonal methods (22 percent), followed by an IUD (12 percent).

Among young people, condoms are now also more popular than hormonal methods: 37 percent of 16 to 35-year-olds say condoms are their most frequent contraceptive method, and 33 percent say it's the pill, mini pill, implant or ring. In 2024, hormonal methods were most common among young people (37 percent), followed by condoms (30 percent).

The most cited reasons for using condoms are protection against pregnancy (37 percent) and STI prevention (28 percent). The share who chose condoms to avoid hormonal methods increased from 21 to 24 percent between 2024 and 2025.



# 28%

say condoms are their most frequent contraceptive method (making it the most popular method)

# 37%

of 16 to 35-year-olds use condoms – meaning it has overtaken hormonal methods as young Norwegians' most popular method

# ATTITUDES



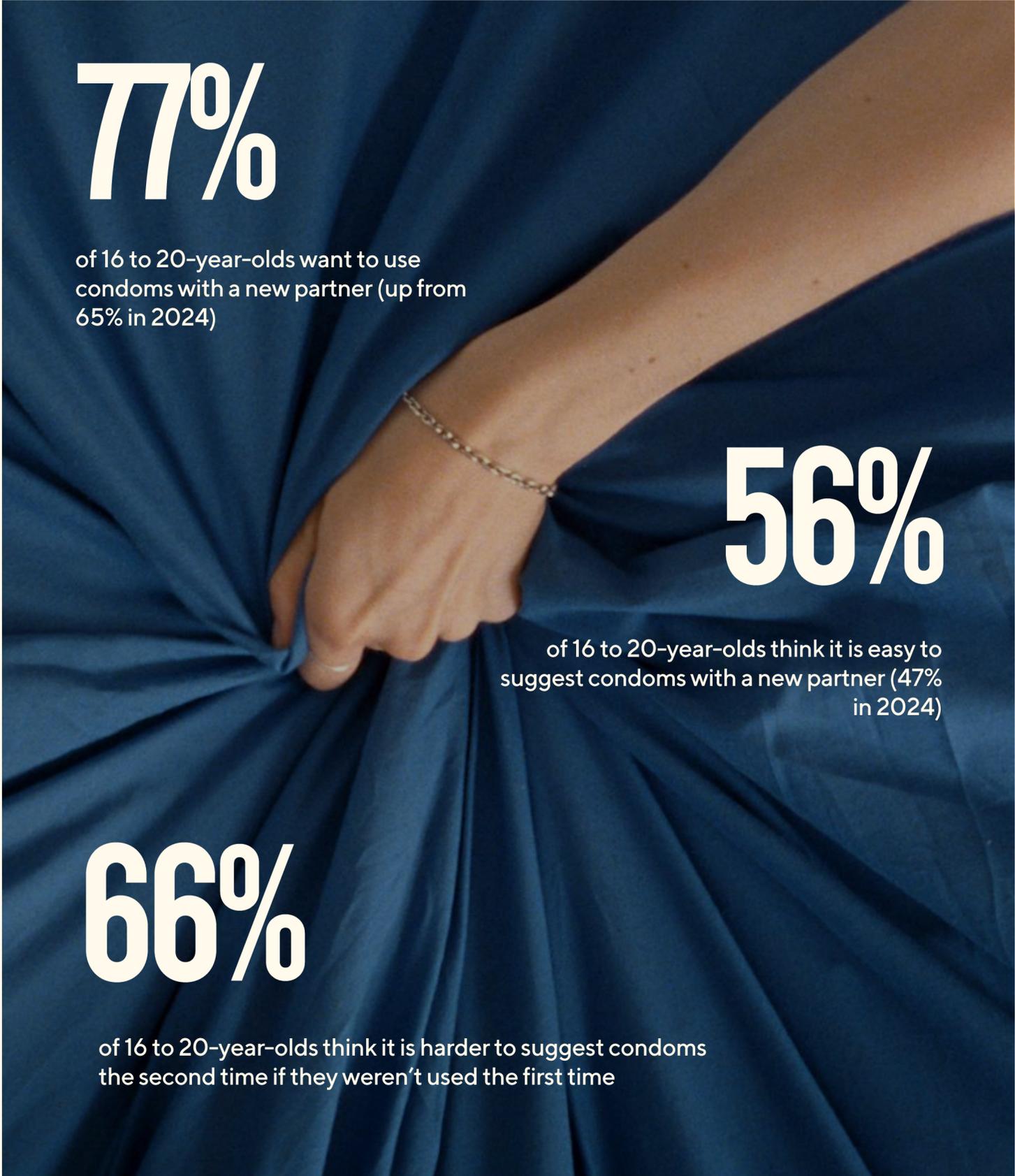
## ATTITUDES

# MORE YOUNG NORWEGIANS WANT TO USE CONDOMS AND FIND IT EASY TO SUGGEST THEM – ALBEIT HARDER IF NOT USED THE FIRST TIME

64 percent of Norway's respondents say they would use a condom with a new partner, which is in line with 2024 (63 percent). In the 21–35 age group, intention to use condoms decreased slightly on the previous year, from 67 to 65 percent. Among the youngest, 16 to 20-year-olds, the trend is reversed: 77 percent intend to use condoms with someone new, up from 65 percent the previous year.

51 percent of Norway's respondents think it is easy to suggest condoms with a new partner, which is slightly lower than the previous year (53 percent). Among the youngest (16–20), the share who think it is easy increased from 47 to 56 percent, making this cohort the group that finds it easiest to suggest condoms.

That said, more young people think it is harder to suggest condoms the second time they have sex with someone (if condoms were not used the first time). 66 percent of 16 to 20-year-olds and 58 percent of 21 to 35-year-olds think it is harder, compared with 48 percent in the overall Norway cohort.



# 77%

of 16 to 20-year-olds want to use condoms with a new partner (up from 65% in 2024)

# 56%

of 16 to 20-year-olds think it is easy to suggest condoms with a new partner (47% in 2024)

# 66%

of 16 to 20-year-olds think it is harder to suggest condoms the second time if they weren't used the first time

# COMMUNICATION



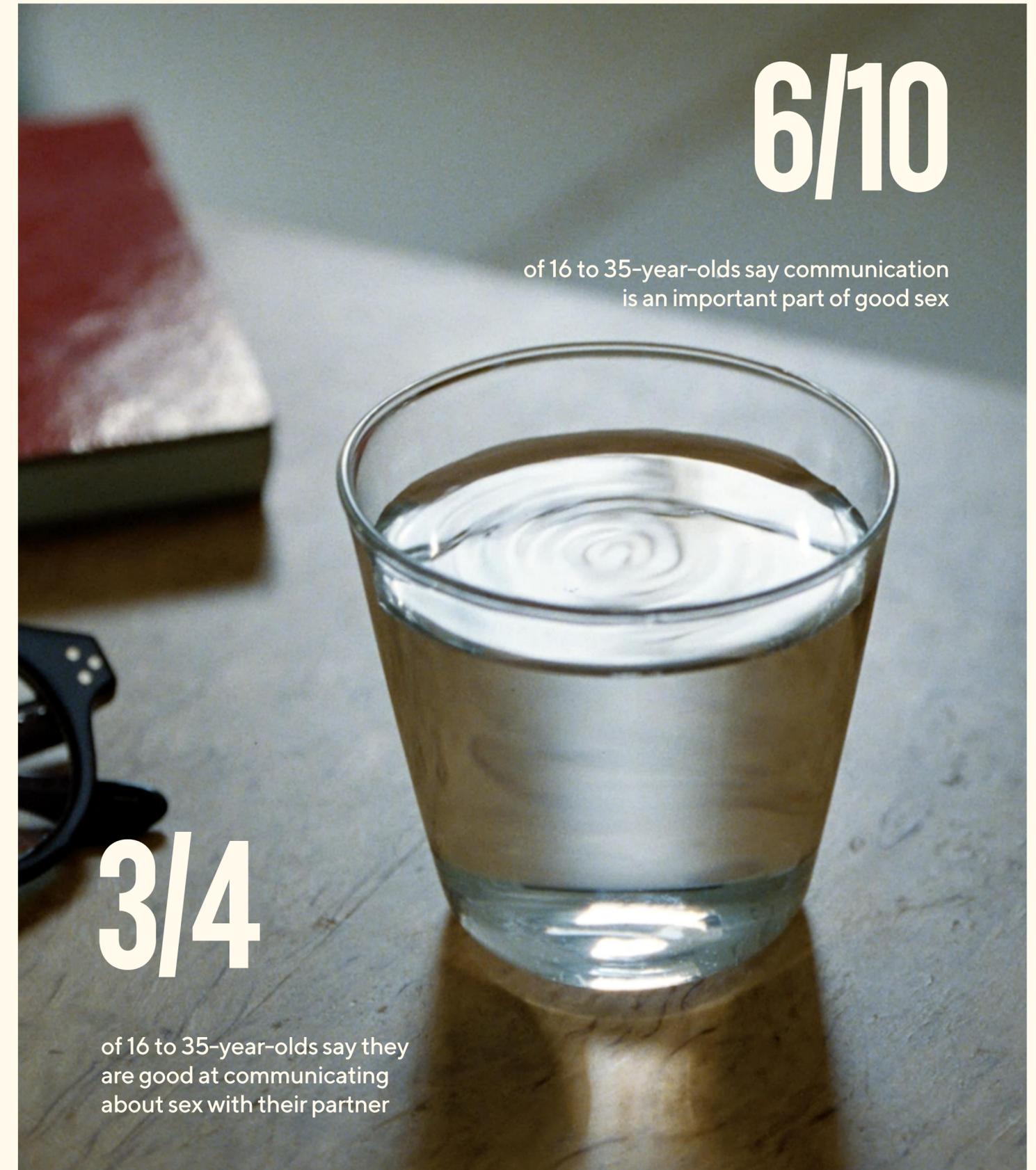
## COMMUNICATION

# YOUNG PEOPLE ARE BETTER AT COMMUNICATING ABOUT SEX – AND REGARD COMMUNICATION AS MORE IMPORTANT

**56 percent think communication is a very important part of a satisfying sexual experience, a share that is higher among women (66 percent) than men (47 percent) and higher among young people aged 16–35 (60 percent) than people aged 36–65 (54 percent).**

**Young people also consider themselves better at communicating about sex with their partner: 75 percent of 16 to 35-year-olds think they are good at communicating about sex, compared with 64 percent among 36 to 65-year-olds.**

**Norwegians feel they are good at communicating where their own boundaries are (76 percent). More said that they are better at communicating about their partner's preferences (74 percent) than their own (69 percent).**



# 6/10

of 16 to 35-year-olds say communication is an important part of good sex

# 3/4

of 16 to 35-year-olds say they are good at communicating about sex with their partner

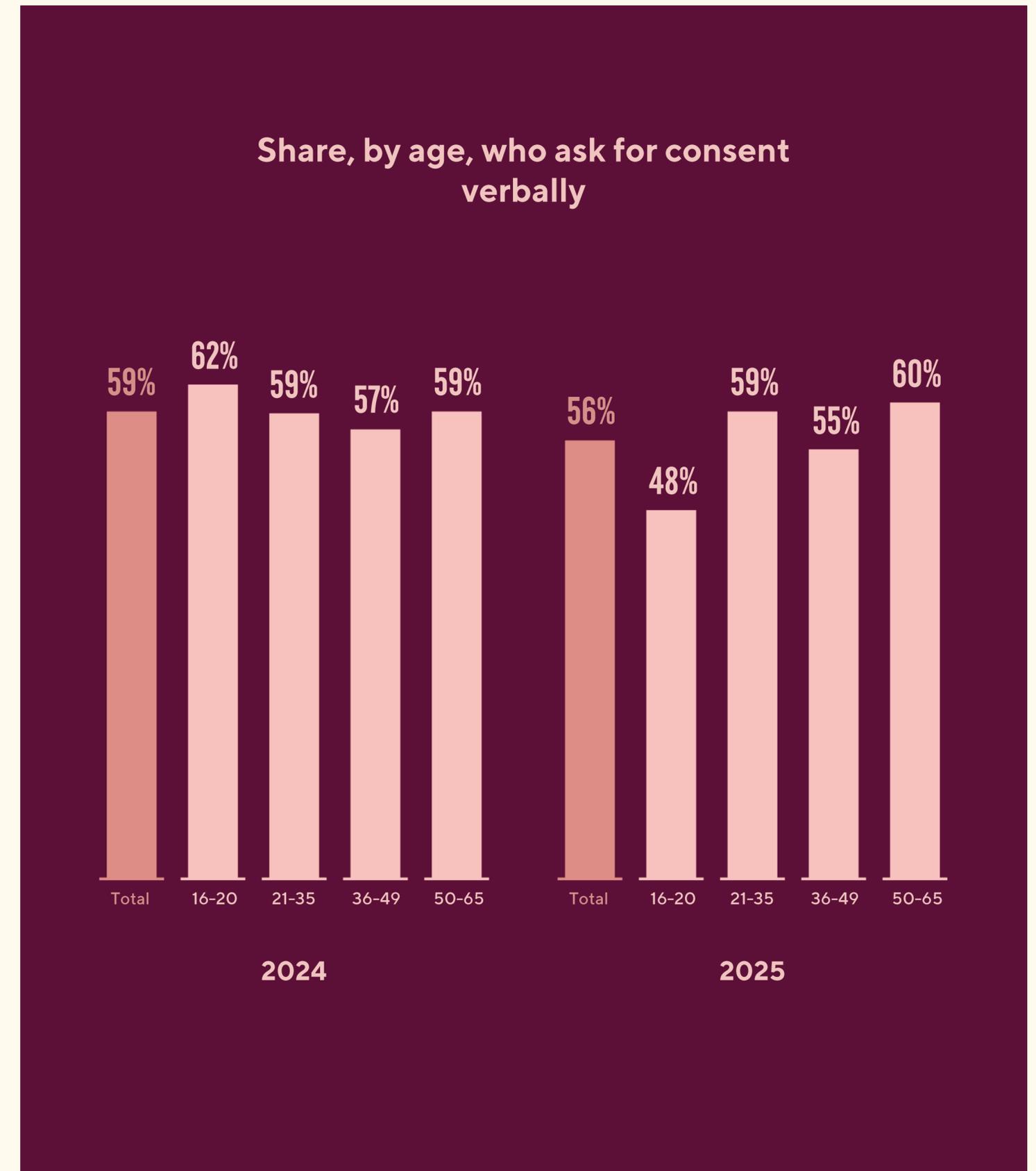
## COMMUNICATION

# BODY LANGUAGE IS THE MOST COMMON WAY OF ASKING FOR CONSENT – YOUNG PEOPLE ARE LESS VERBAL THAN OLDER PEOPLE

When it comes to how sex is initiated, 56 percent of Norwegians use a direct question, which is a decrease on the previous year (59 percent). Instead, more people use body language (71 percent), which has also increased since 2024 (68 percent).

Using a direct question is most common among 21 to 35-year-olds (59 percent) and 50 to 65-year-olds (60 percent). It is least common among 16 to 20-year-olds, where the share who ask verbally in Norway decreased from 62 to 48 percent between 2024 and 2025.

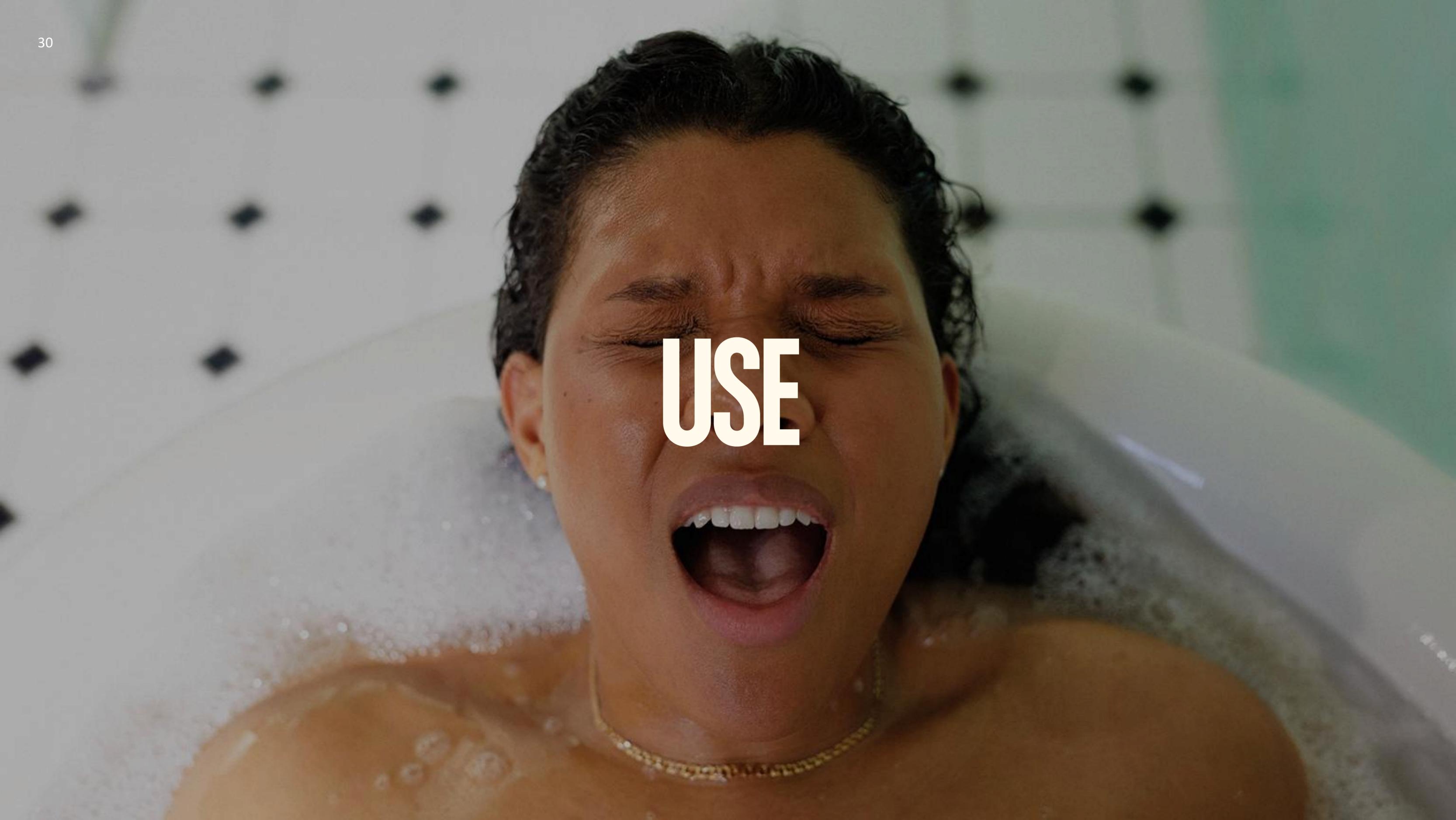
The most common association with consent is respect (71 percent). Young people aged 16–20 link it more to approval, but also to negative words such as impractical, difficult and unclear.



# DENMARK



**USE**

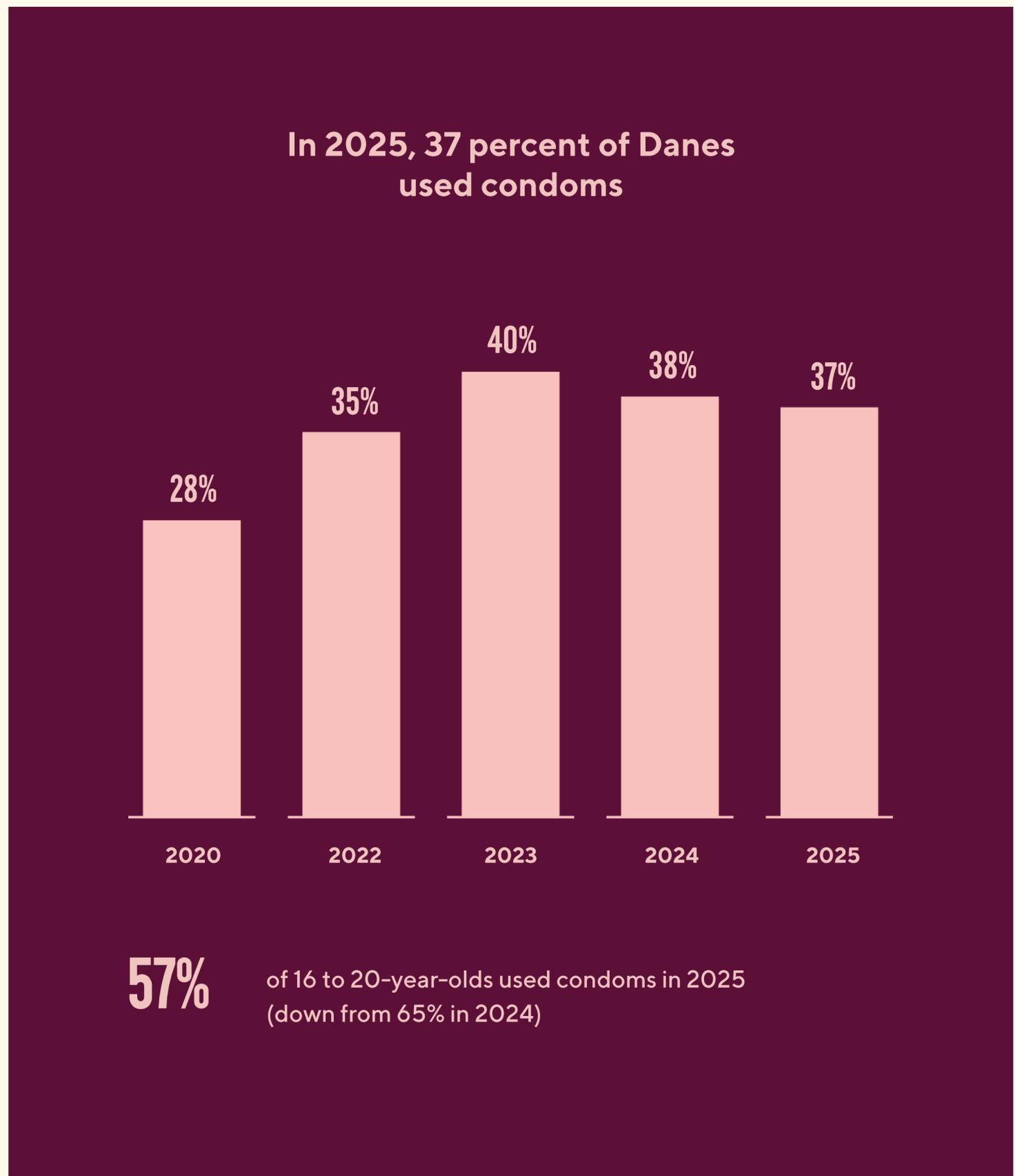


USE

# CONDOM USE IN DENMARK IS DECLINING – BIGGEST DECREASE IS AMONG TEENAGERS

In 2025, 37 percent of Danes have used condoms, which means a continued decline in condom use that has been ongoing for a few years (38 percent in 2024; 40 percent in 2023). The decline is most clearly seen among the youngest cohort, 16 to 20-year-olds, where use has decreased from 65 to 57 percent between 2024 and 2025.

Among 21 to 35-year-olds, however, use has moved in the opposite direction, increasing from 48 to 51 percent between 2024 and 2025. Meanwhile, the share who do not use any protection continues to decrease and is now 26 percent (compared with 27 percent in 2024 and 32 percent in 2019).

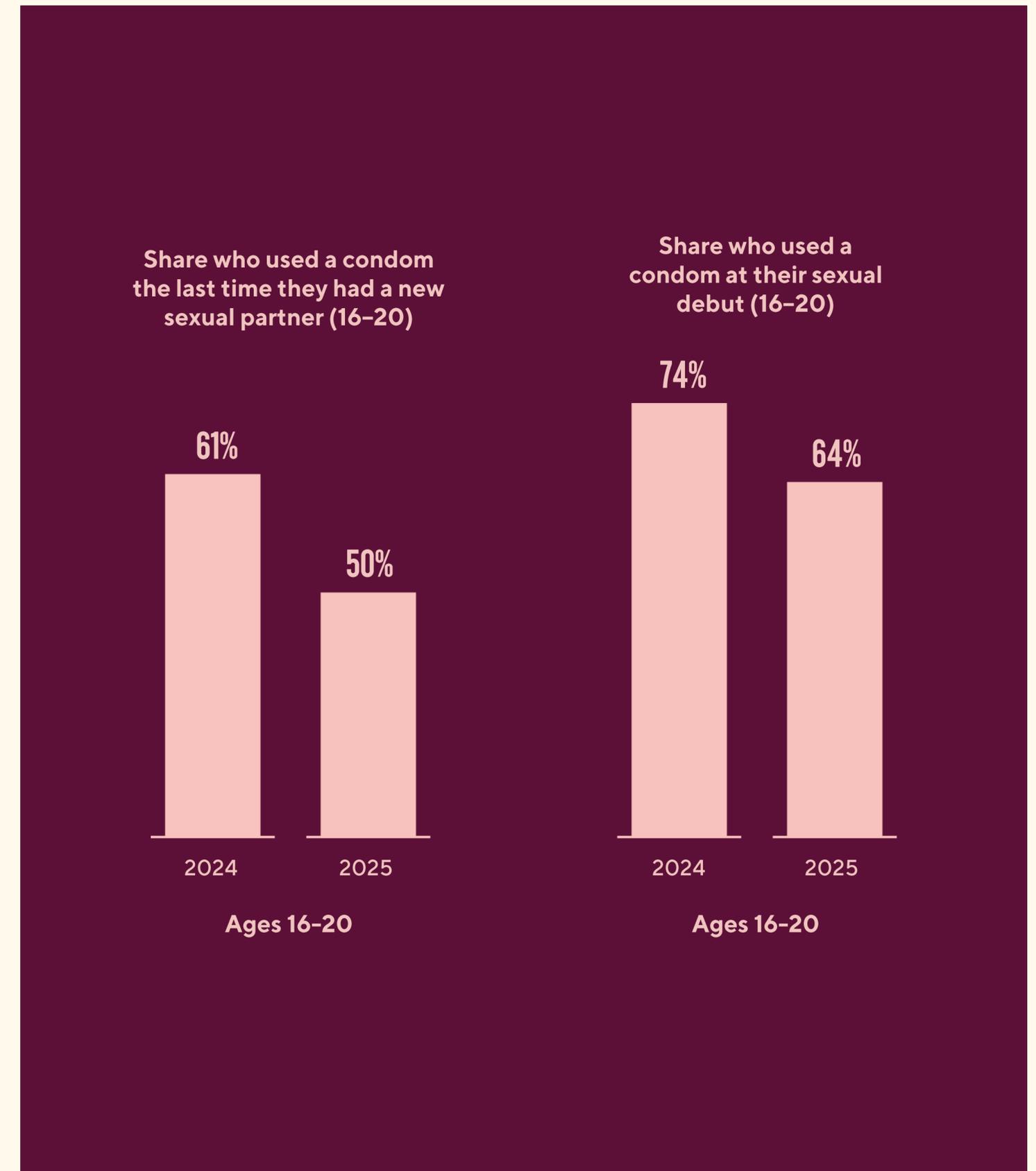


# USE FEWER YOUNG PEOPLE USE CONDOMS WITH A NEW PARTNER – AND FEWER USED THEM DURING THEIR SEXUAL DEBUT

49 percent of Danes used a condom the last time they had sex with a new partner. The share has decreased over the past few years (50 percent in 2024; 52 percent in 2023).

Among the youngest Danish cohort, aged 16–20, the decline is particularly apparent: in 2024, 61 percent reported using a condom the last time they had sex with a new partner; in 2025, the same figure was 50 percent.

The share of young people who used a condom at sexual debut has also decreased: in 2024, 74 percent of 16 to 20-year-olds reported using a condom the first time they had sex, compared with 64 percent in 2025.



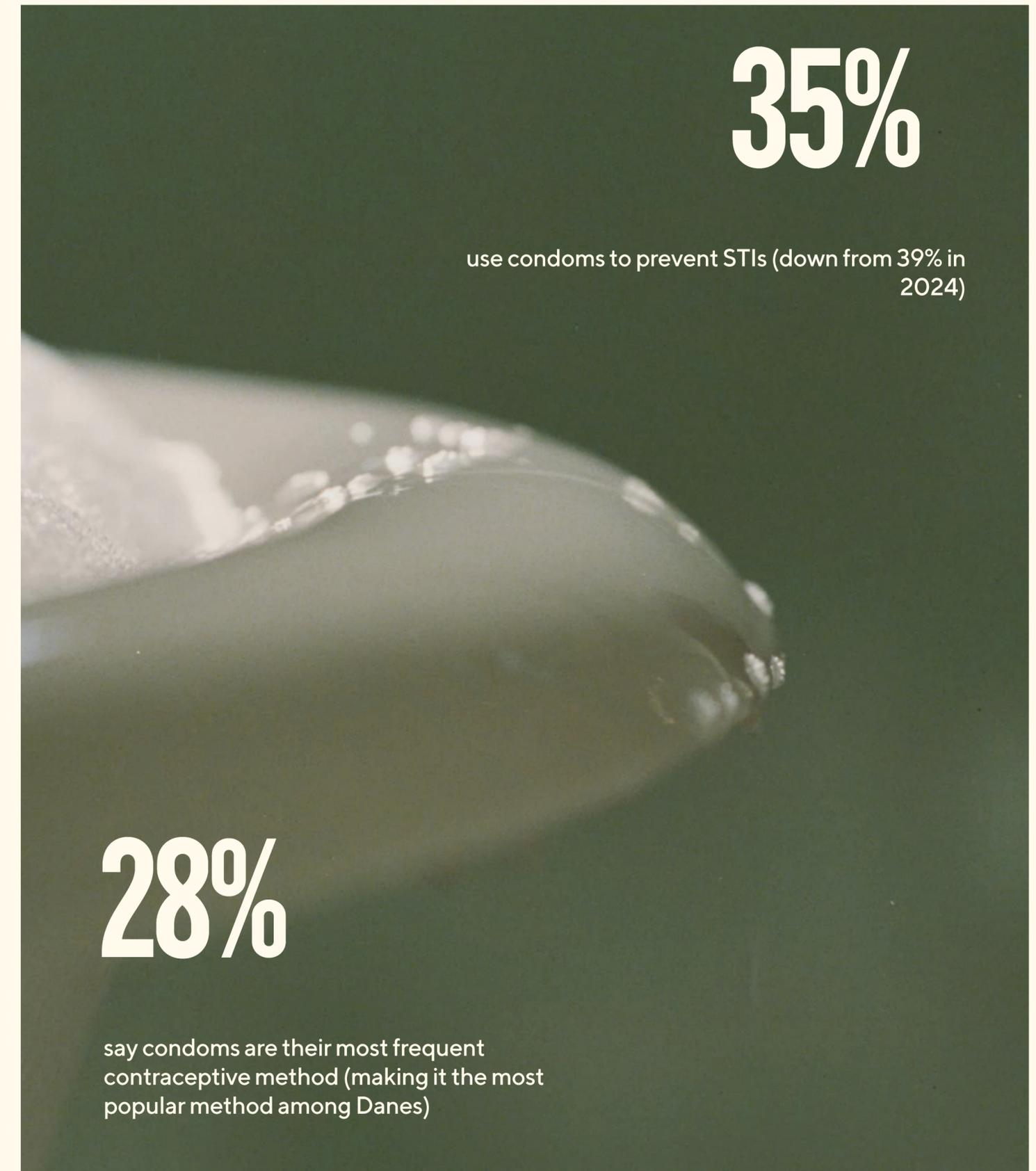
USE

# CONDOMS REMAIN DANES' MOST POPULAR CONTRACEPTIVE METHOD – THOUGH FEW USE THEM FOR STI PREVENTION

Condoms remain the most popular contraceptive method among Danes: 28 percent say condoms are their most frequent method, which is essentially in line with the previous year (29 percent). The next most common methods are the contraceptive pill, mini pill, implant or ring (19 percent), followed by an IUD (14 percent).

Among young people aged 16–20, hormone-based contraceptives are most popular (34 percent). That said, the share who use the pill, mini pill, implant or ring has decreased compared to the previous year, when the figure was 44 percent.

The most common reason for using condoms is pregnancy prevention (47 percent). 35 percent cite STI prevention, which is a decrease on the previous year's 39 percent.



# ATTITUDES



## ATTITUDES

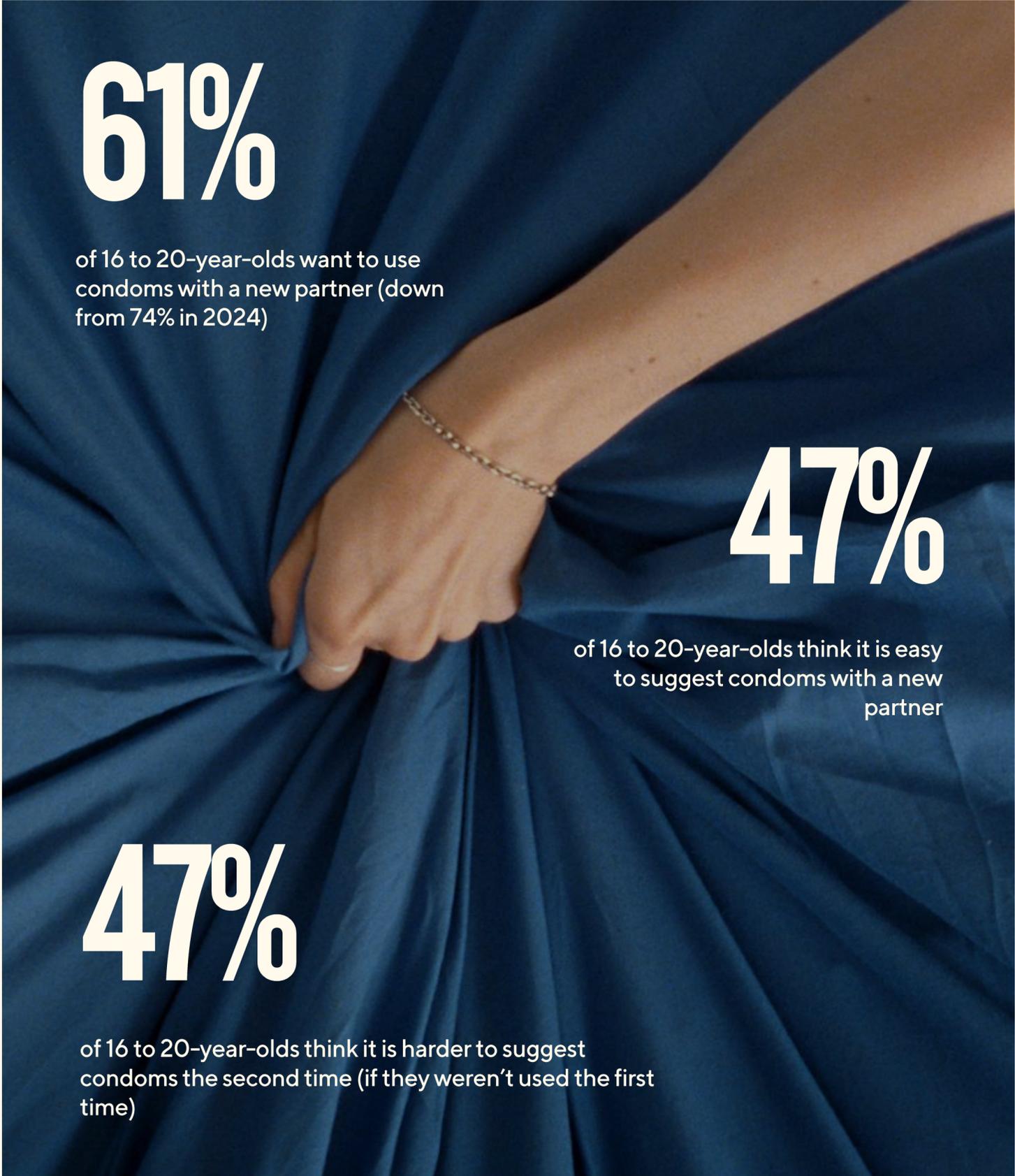
# YOUNG PEOPLE'S INTENTION TO USE CONDOMS IS DECREASING – THEY FIND IT HARD TO SUGGEST WITH A NEW PARTNER

70 percent of Danes say they would use a condom with a new partner – a small increase compared with 2024 (68 percent). In the 21–35 age group, intention to use condoms also increased slightly from 75 to 76 percent.

Among the youngest, 16 to 20-year-olds, the trend is the reverse: 61 percent intend to use condoms with someone new, down from 74 percent the previous year – and the lowest figure in five years.

56 percent of Danes think it is easy to suggest condoms with a new partner, which is an increase compared with 2024 (51 percent). It is easiest for 21 to 35-year-olds (61 percent). The youngest group, 16–20, found it hardest to suggest condoms; only 47 percent consider it easy.

More young people also think condoms are harder to suggest the second time they have sex with someone (if condoms were not used the first time). 47 percent of 16 to 20-year-olds and 40 percent of 21 to 35-year-olds think it is harder, compared with 31 percent in the broader Danish cohort.



**61%**

of 16 to 20-year-olds want to use condoms with a new partner (down from 74% in 2024)

**47%**

of 16 to 20-year-olds think it is easy to suggest condoms with a new partner

**47%**

of 16 to 20-year-olds think it is harder to suggest condoms the second time (if they weren't used the first time)

# COMMUNICATION



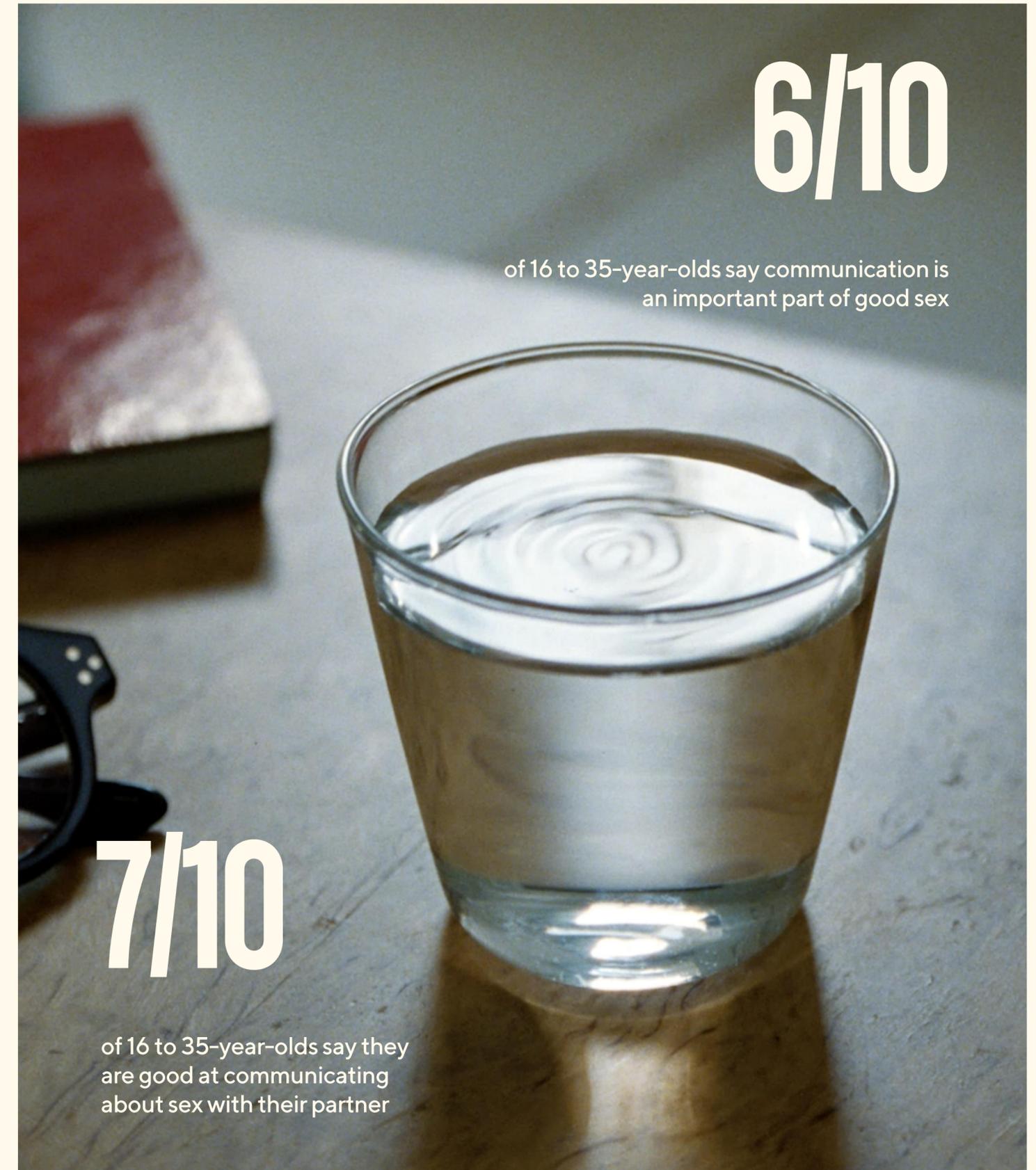
## COMMUNICATION

# YOUNG PEOPLE ARE BETTER AT COMMUNICATING ABOUT SEX – AND THEY REGARD COMMUNICATION AS MORE IMPORTANT

59 percent of Danish respondents think communication is a very important part of a satisfying sexual experience, a share that is higher among women (64 percent) than men (54 percent). It is also higher among young people aged 16–35 (63 percent) than people aged 36–65 (55 percent).

Young Danes consider themselves good at communicating about sex with their partner: 70 percent of 16 to 35-year-olds think they are good at communicating about sex, compared with 67 percent among 36 to 65-year-olds.

Danes are better at communicating where their own boundaries are (75 percent), though more are better at communicating about their partner's preferences (72 percent) than their own (64 percent).



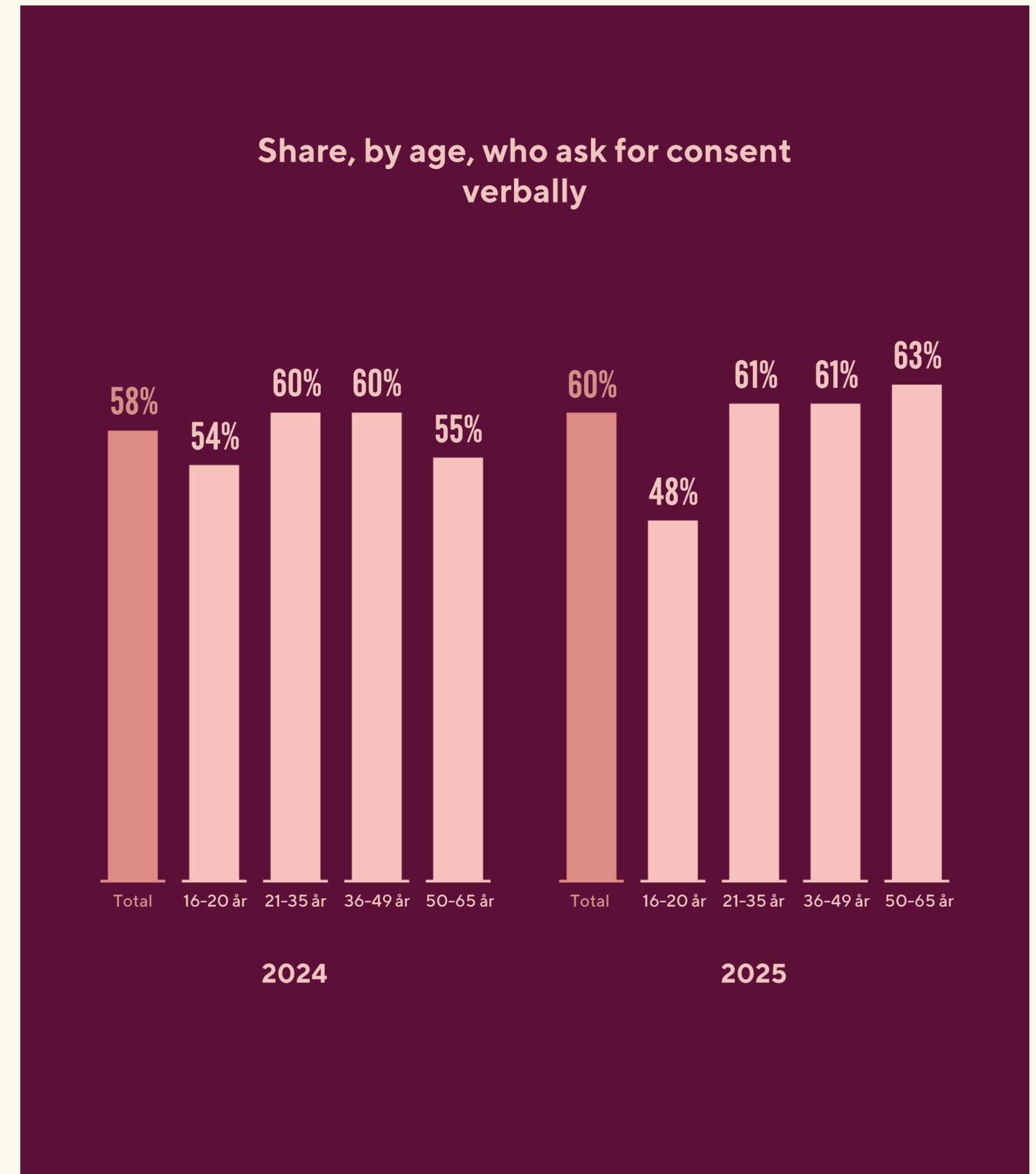
## COMMUNICATION

# BODY LANGUAGE IS THE MOST COMMON WAY OF ASKING FOR CONSENT – YOUNG PEOPLE ARE LESS VERBAL THAN OLDER PEOPLE

When it comes to how sex is initiated, 60 percent of Danes use a direct question, which is a slight increase compared with 2024 (58 percent). However, using body language remains most common (66 percent).

Using a direct question is most common among 50 to 65-year-olds (63 percent), an increase from 2024 when the figure was 55 percent. It is least common among 16 to 20-year-olds, where the share who ask verbally decreased from 54 percent in 2024 to 48 percent in 2025.

The most common association with consent is respect (64 percent). Young people, aged 16–20, link it more to approval but also to negative words such as impractical, difficult and unclear.



A white horse is rearing up on its hind legs in a lush green field. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect. The background consists of a line of trees under a clear sky. The word "FINLAND" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

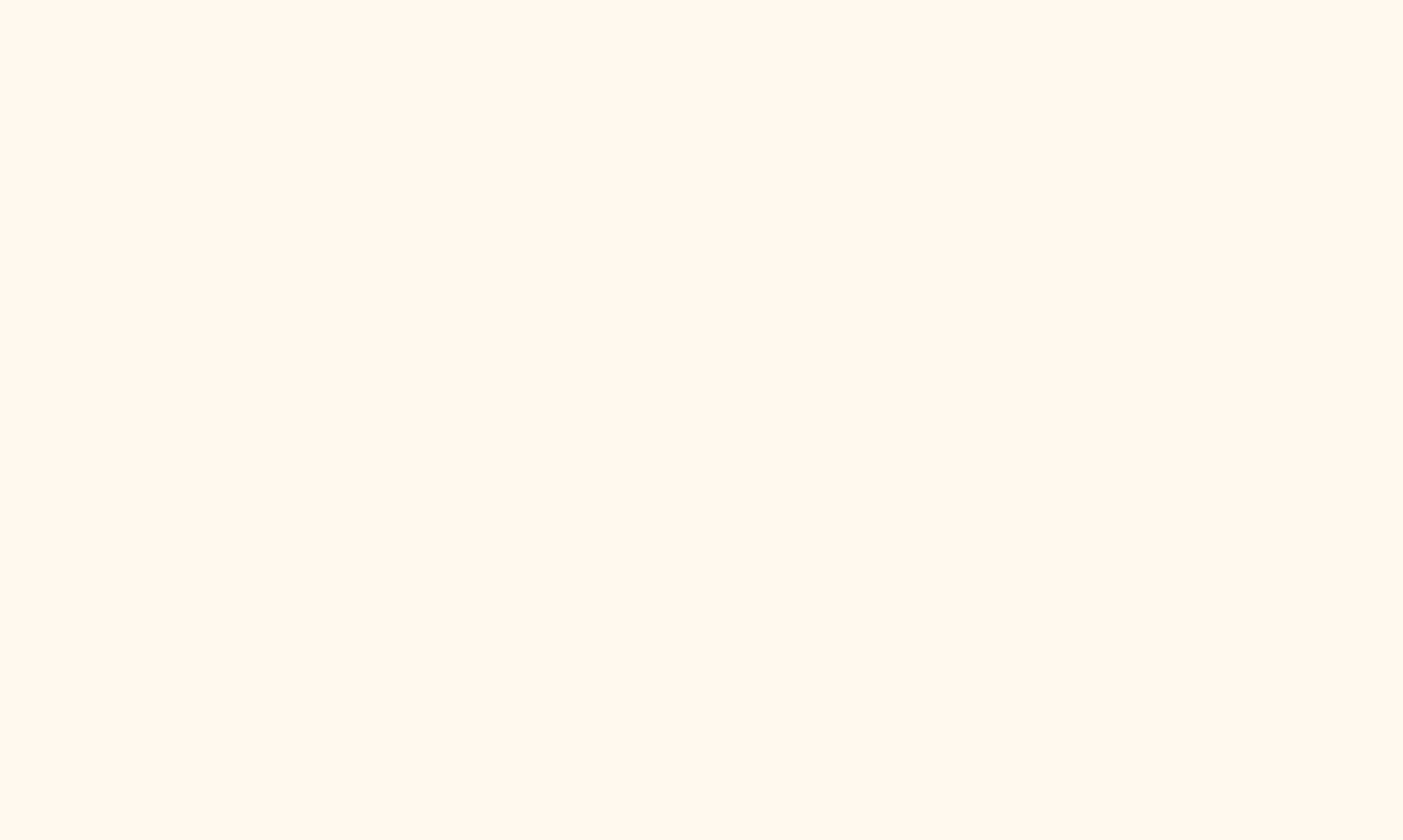
# FINLAND

**USE**



USE

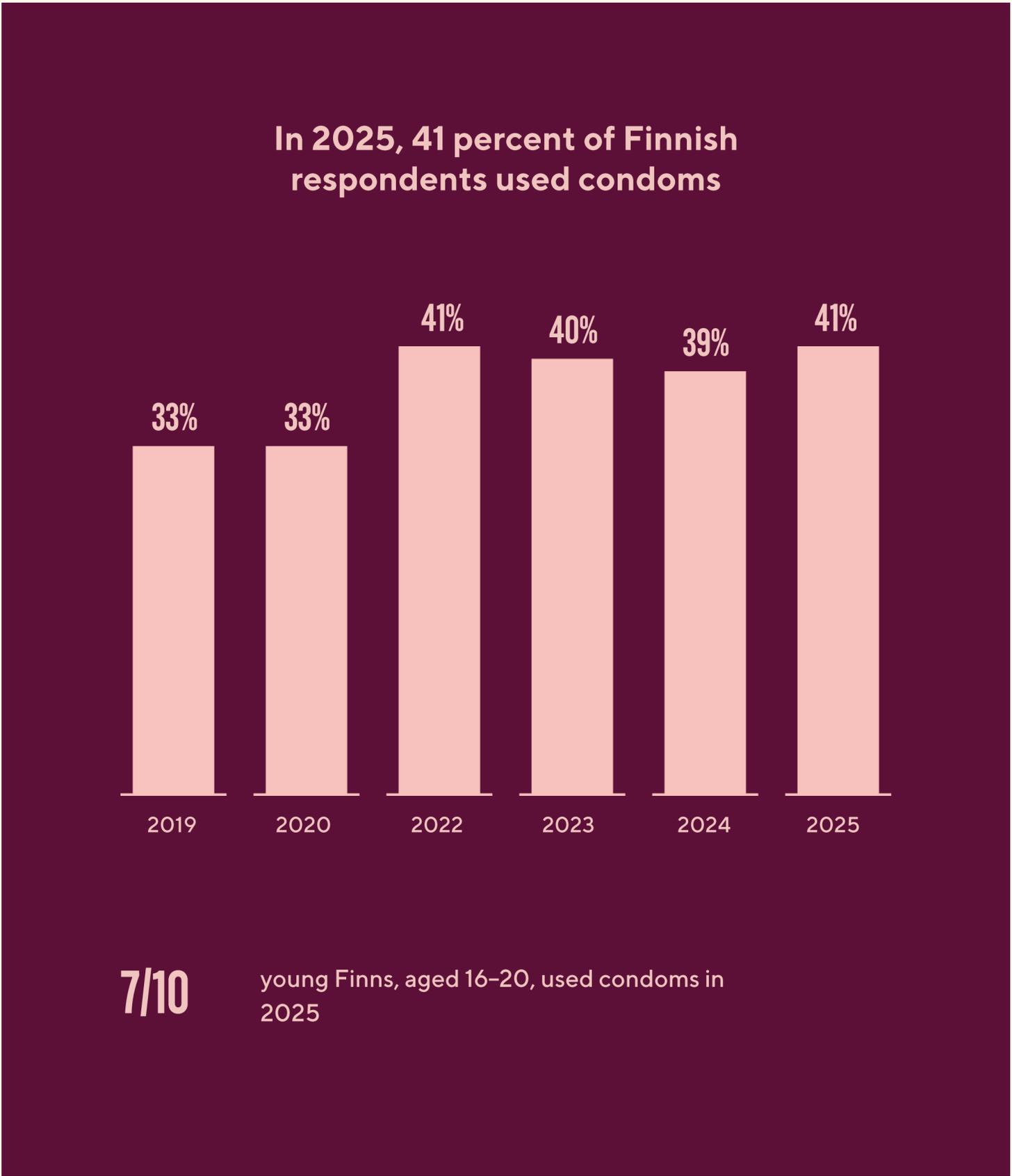
# CONDOM USE IN FINLAND IS INCREASING



In 2025, 41 percent of Finnish respondents used condoms – an increase on the previous year, when the figure was 39 percent.

Among young Finnish people, condom use is stable: 70 percent of 16 to 20-year-olds and 53 percent of 21 to 35-year-olds say they used condoms in 2025, in line with 2024’s results.

Meanwhile, the share who do not use any protection continues to decrease and is now 25 percent (compared with 27 percent in 2024 and 31 percent in 2019).



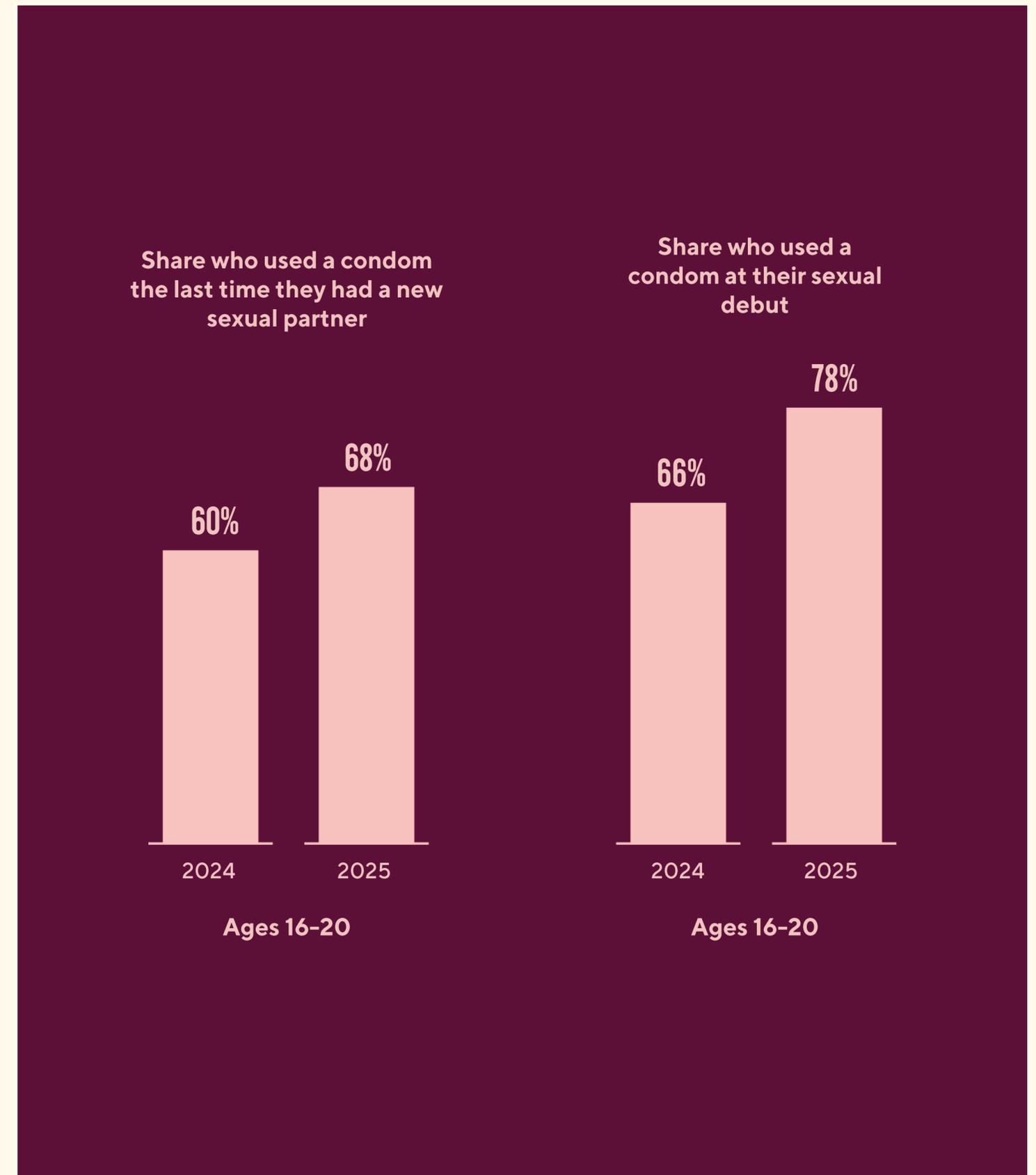
## USE

# MORE YOUNG PEOPLE USE CONDOMS WITH A NEW PARTNER – AND MORE USED THEM AT THEIR SEXUAL DEBUT

Just over half (54 percent) of Finns used a condom the last time they had sex with a new partner, which is a slight decrease on the previous year's 55 percent (and 57 percent in 2023).

The share of young adults, aged 21–35, who used a condom the last time they slept with someone new also decreased slightly, from 60 to 59 percent.

Among the youngest Finnish cohort (16–20), the share who used a condom the last time they had sex with a new partner increased from 60 to 68 percent. The share of young Finns, aged 16–20, who used a condom at their sexual debut also increased, from 66 percent in 2024 to 78 percent in 2025.



USE

# CONDOMS ARE INCREASING IN POPULARITY AMONG FINNS – ESPECIALLY YOUNG PEOPLE

**32 percent of Finnish respondents say condoms are their most frequent contraceptive method, a steady increase from 30 percent in 2024 and 28 percent in 2023.**

**The next most popular categories are hormone-based methods such as the pill, mini pill, implant or ring (15 percent) and the IUD (also 15 percent). Hormonal contraception has decreased in popularity since 2024 (when 17 percent opted for it).**

**Among young people, condom popularity is increasing even more than in the general Finnish respondent base: 58 percent of 16 to 20-year-olds say condoms are their most frequent method, compared with 50 percent in 2024 and 41 percent in 2023.**

**The most common reasons for using condoms are STI prevention (47 percent) and pregnancy prevention (46 percent).**



# 32%

of Finns say condoms are their most frequent contraceptive method (making it the most popular method)

# 58%

of 16 to 20-year-olds say condoms are their most frequent contraceptive method (up from 50% in 2024 and 41% in 2023)

# ATTITUDES



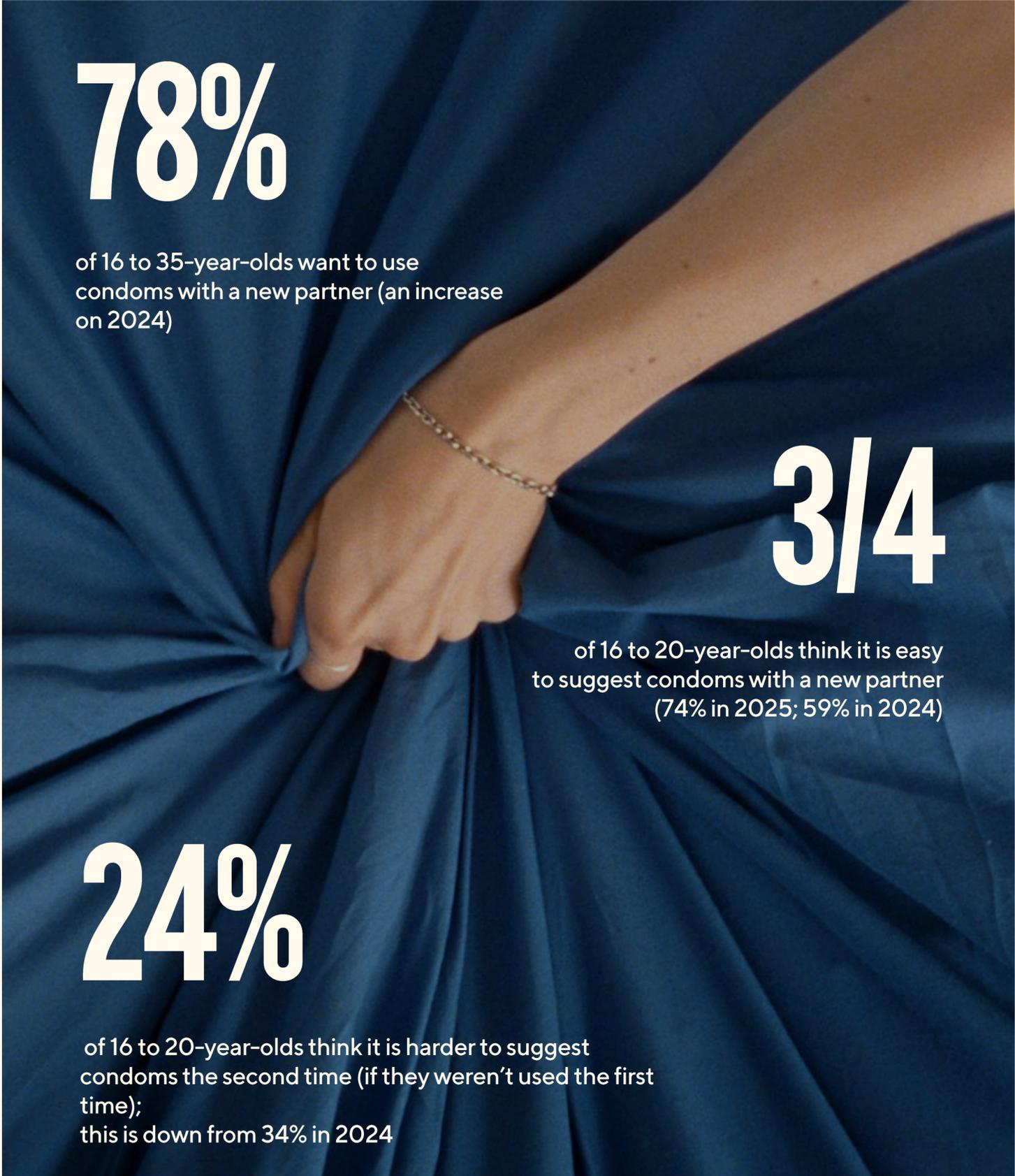
## ATTITUDES

# MORE YOUNG PEOPLE WANT TO USE CONDOMS AND FIND IT EASY TO SUGGEST THEM – EVEN IF THEY WEREN'T USED THE FIRST TIME

71 percent of Finnish respondents say they would use a condom with a new partner – a slight increase compared with 2024 (69 percent). Among young people, intention increased more: in the 21–35 age group, from 75 to 78 percent – and among the youngest (ages 16–20) from 70 to 78 percent.

72 percent of Finns think it is easy to suggest condoms with a new partner, in line with 2024. The biggest increase occurred among 16 to 20-year-olds, where the share who think it is easy increased from 59 to 74 percent.

There is also a positive trend among young people regarding whether it is harder to suggest condoms the second time (if they weren't used the first time): the share of 16 to 20-year-olds who think it is harder decreased from 34 to 24 percent.



# 78%

of 16 to 35-year-olds want to use condoms with a new partner (an increase on 2024)

# 3/4

of 16 to 20-year-olds think it is easy to suggest condoms with a new partner (74% in 2025; 59% in 2024)

# 24%

of 16 to 20-year-olds think it is harder to suggest condoms the second time (if they weren't used the first time); this is down from 34% in 2024

# COMMUNICATION



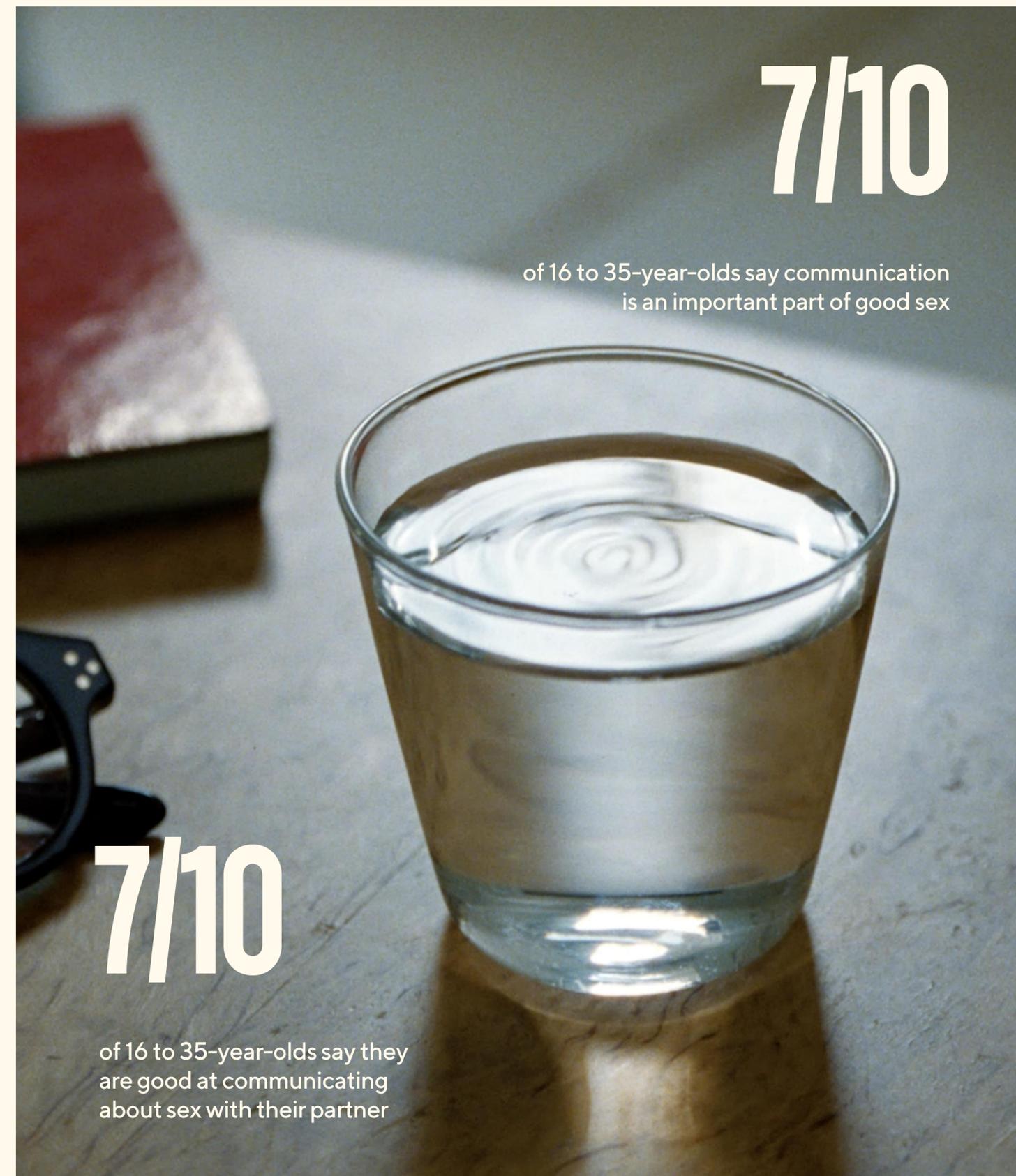
## COMMUNICATION

# YOUNG PEOPLE ARE BETTER AT COMMUNICATING ABOUT SEX – AND REGARD COMMUNICATION AS MORE IMPORTANT

65 percent of Finnish respondents think communication is a very important part of a satisfying sexual experience, a share that is higher among women (75 percent) than men (55 percent), and higher among young people aged 16–35 (69 percent) than people aged 36–65 (61 percent).

Young people also consider themselves good at communicating about sex with their partner: 69 percent of 16 to 35-year-olds believe they are good at communicating about sex, compared with 61 percent among 36 to 65-year-olds.

Finnish respondents feel they are better at communicating where their own boundaries are (78 percent). More are better at communicating about their partner's preferences (73 percent) than their own (66 percent).



# 7/10

of 16 to 35-year-olds say communication is an important part of good sex

# 7/10

of 16 to 35-year-olds say they are good at communicating about sex with their partner

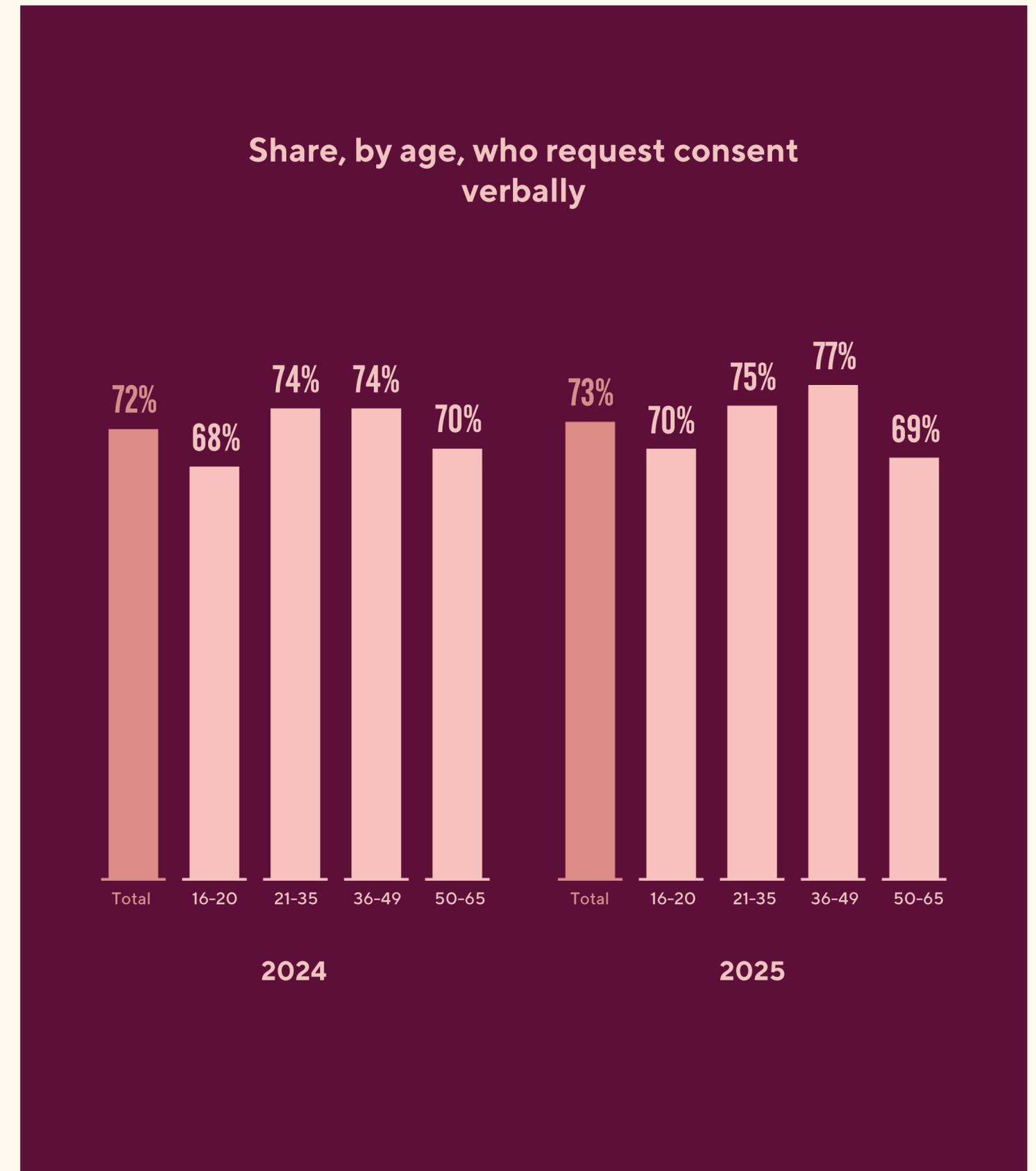
## COMMUNICATION

# FINNS REQUEST CONSENT BY ASKING

When it comes to how sex is initiated, 73% of Finnish respondents use a direct question, making it the most common approach, followed by body language (70%). The results are in line with 2024, when it was 72% and 70%, respectively.

Among young people, aged 16–35, it is slightly more common to use body language than a direct question. The share of young people who ask verbally increased since 2024 from 71% to 73%, while the share who use body language decreased from 78% to 74%.

The most common associations with consent are respect (66%) and acceptance (61%). Young people, aged 16–20, connect it more to “self-evident/obvious”.





**FOR THE FREEDOM OF EVERY BODY**

The survey was conducted using Bilendi's online survey in panels in Sweden, Norway, Finland and Denmark in August 2025.