

SURVEY CODEBOOK

Live Cam Platform Usage Survey 2026

The complete reference for this survey: every question as it was asked, its routing and base, and the full response distribution for all 254 answer categories.

471

RESPONSES

49

QUESTIONS

303

USER ROUTE

168

NON-USER ROUTE

How to read this codebook

The conventions used throughout, and what each figure on a question card means.

Question identifier

Each question keeps the identifier it carries in the questionnaire, **Q3 – Q51**, so a number always refers to the same question wherever it is cited. Numbering begins at Q3 because the opening fields are administrative and carry no analytical content, as does the closing consent tick.

Short name

The lowercase mnemonic beside each identifier — **spend_monthly**, **tip_barriers** — is a stable, analysis-friendly handle for that variable, assigned by this codebook.

Route and base

Q3 is the screener and the only question every respondent saw. Answering Regularly or Sometimes routes a respondent down the **user** path (Q4–Q44, n=303); answering Never or It happened once or twice in the past routes them down the **non-user** path (Q45–Q51, n=168). The two paths are mutually exclusive and together account for all 471 respondents. A question outside a respondent's route was never shown to them, so it is not counted as missing.

Percentages

All percentages are of respondents who **answered that question** — the figure printed as “answered n” on every card — not of the 471 total. For single-select questions the categories sum to 100%. For the 14 multi-select questions each respondent could pick several options, so the categories sum above 100% and each is best read as its own yes/no indicator.

Category codes

The number in the left margin of each card orders the categories by frequency, highest first. Answers were recorded as text labels rather than numeric codes, so these are a convenience for recoding rather than a reproduction of the questionnaire's own option numbering. Multi-select options are coded **Q11_1**, **Q11_2** ... because each becomes its own binary variable.

Bar lengths

Bars are scaled within each question against its most-selected category, which is highlighted in pink. They compare categories inside one question, never across questions.

Missing data

The dataset is close to complete: exactly one item non-response occurs across the whole survey (Q5, one respondent on the user route). Every other question was answered by every respondent routed to it.

Method & data quality

How the survey was run, how the answers were processed, and the checks the tabulations passed.

Fieldwork

Responses were collected online between **30 January** and **1 April 2026**. **471** responses were received and all 471 are included; none were excluded or set aside.

Composition

The screener splits the sample into **303** respondents who watch cam sites regularly or sometimes, and **168** who never have or did so only once or twice. Questions on viewing, spending and performer preferences were asked only of the first group; perception questions only of the second.

Single- and multi-select questions

35 of the 49 questions accept one answer; the remaining 14 accept several. On a multi-select question a respondent's selections are recorded together, and several answer labels contain commas of their own, so selections were separated by matching against the full set of options offered for that question rather than by splitting on punctuation. Every multi-select answer in the survey resolved exactly, with no unparsed remainder.

Checks

The 35 single-select questions each sum to exactly their answered n. The route split is exact: $303 + 168 = 471$, with no respondent in both groups and none in neither. All 254 categories documented here were tabulated from the response data for this codebook and independently re-checked against it.

Rounding

Percentages are rounded to one decimal place, so a column may total 99.9% or 100.1%. Counts are exact; where a percentage matters, the underlying n is printed beneath it.

Interpreting these figures

No weighting or post-stratification was applied. The figures describe the 471 people who answered this survey and are not projected to cam viewers as a whole. Percentages on the smaller non-user base (n=168) carry a wider margin of error than those on the full sample, and small categories on any question should be read with that in mind.

Variable index

All 49 questions in the order they were asked, grouped into the eleven thematic blocks used in the rest of this codebook.

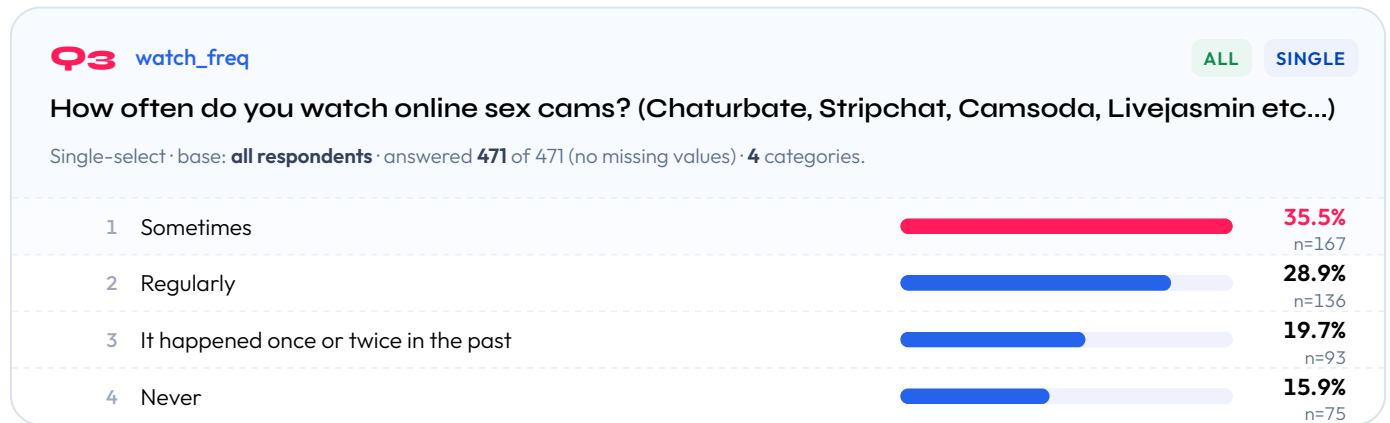
ID	SHORT NAME	QUESTION	ROUTE / TYPE		CATS	ANSWERED
Screener & routing						
Q3	watch_freq	How often do you watch online sex cams? (Chaturbate, Stripchat, Camsoda, Livejasmin etc...)	ALL	SINGLE	4	471
Discovery & adoption						
Q4	first_contact	How did you first come across cam sites?	USER	SINGLE	5	303
Q5	tenure	How long have you been using live cam sites?	USER	SINGLE	4	302
Q6	visit_freq	How often do you visit live cam sites?	USER	SINGLE	5	303
Q7	daypart	When do you usually use cam sites?	USER	SINGLE	5	303
Q8	platforms_tried	How many cam platforms have you tried so far?	USER	SINGLE	5	303
Q9	platforms_used	Do you usually use one cam platform or several?	USER	SINGLE	3	303
Platform type & churn						
Q10	site_model	Do you mostly use Freemium or Premium cam site?	USER	SINGLE	3	303
Q11	freemium_reasons	Why do you use Freemium cam sites?	USER	MULTI	7	303
Q12	premium_reasons	Why do you use Premium cam sites?	USER	MULTI	5	303
Q13	churn_reasons	What usually makes you stop using a cam site?	USER	MULTI	7	303
Content mix						
Q14	other_content	Do you consume other types of adult content besides live cam sites?	USER	MULTI	7	303
Q15	cam_share	Among all the types of adult content you consume, what share do live cam sites represent?	USER	SINGLE	5	303
Spending behaviour						
Q16	spend_limits	Do you usually set spending limits for yourself before using cam sites?	USER	SINGLE	5	303
Q17	usage_type	Which best describes your typical usage?	USER	SINGLE	5	303
Q18	first_spend_timing	After watching cams for the first time, when did you first buy tokens or spent money?	USER	SINGLE	6	303
Q19	spend_monthly				5	303

ID	SHORT NAME	QUESTION	ROUTE / TYPE		CATS	ANSWERED
		On average, how much do you spend per month on cam sites?	USER	SINGLE		
Q20	spend_max_day	What's the most you have spent on a cam site in one day?	USER	SINGLE	6	303
Tipping drivers						
Q21	tip_motivators	What usually motivates you to tip?	USER	MULTI	7	303
Q22	tip_barriers	What discourages you from tipping?	USER	MULTI	6	303
Sessions, pricing & overspend						
Q23	private_price_ceiling	What price would you consider too high for a private session?	USER	SINGLE	7	303
Q24	visit_duration	On average, how much time do you spend on the site per visit?	USER	SINGLE	4	303
Q25	private_duration	How much time do you usually spend in a Private Session?	USER	SINGLE	6	303
Q26	overspend_triggers	What usually makes you spend more money than you initially planned?	USER	MULTI	6	303
Trust, risk & privacy						
Q27	spend_regret	Have you ever regretted spending money on cam sites?	USER	SINGLE	5	303
Q28	scam_experience	Have you ever experienced or suspected a scam on a cam site?	USER	SINGLE	3	303
Q29	payment_trust	How much do you trust cam platforms to handle payments?	USER	SINGLE	5	303
Q30	privacy_concern	How concerned are you about the privacy of your data when using cam sites?	USER	SINGLE	4	303
Engagement & emotional involvement						
Q31	chat_participation	How often do you participate in the chat?	USER	SINGLE	4	303
Q32	emotional_involvement	How would you describe your emotional involvement with models?	USER	SINGLE	4	303
Q33	performer_breadth	How many performers do you usually watch over time?	USER	SINGLE	5	303
Q34	performer_loyalty	How long do you typically follow the same performer?	USER	SINGLE	5	303
Q35	mood_effect	Has using cam sites ever affected your mood afterward?	USER	SINGLE	4	303
Q36	use_reasons	What are your main reasons for using cam sites?	USER	MULTI	7	303
Q37	addiction_self	Do you personally consider your use of live cam sites to be addictive?	USER	SINGLE	4	303
Performer preferences & discovery						
Q38	performer_priorities	When watching a performer, what matters most?	USER	MULTI	7	303

ID	SHORT NAME	QUESTION	ROUTE / TYPE		CATS	ANSWERED
Q39	room_exit_reasons	What makes you leave a cam room quickly?	USER	MULTI	6	303
Q40	schedule_importance	How important is schedule consistency to you?	USER	SINGLE	3	303
Q41	offline_reaction	How do you usually react when your favorite performer is offline?	USER	SINGLE	4	303
Q42	room_atmosphere	What kind of cam room atmosphere do you usually prefer?	USER	SINGLE	6	303
Q43	discovery_methods	How do you usually discover new performers?	USER	MULTI	5	303
Q44	first_watch_trigger	What usually makes you watch a performer for the first time?	USER	SINGLE	5	303
Non-user perceptions						
Q45	familiarity	How familiar are you with live cam sites?	NON-USER	SINGLE	4	168
Q46	heard_where	Where have you mostly heard about live cam sites?	NON-USER	MULTI	6	168
Q47	nonuse_reasons	What are the main reasons you've never / barely used live cam sites?	NON-USER	MULTI	8	168
Q48	perceptions	Which statements best match your perception about cam sites?	NON-USER	MULTI	6	168
Q49	discomfort	What would make you most uncomfortable about using cam sites?	NON-USER	SINGLE	6	168
Q50	trial_triggers	In what situation, if any, would you consider trying / returning on a live cam site?	NON-USER	SINGLE	6	168
Q51	appeal_vs_other	Compared to other adult content, how appealing do cam sites seem to you?	NON-USER	SINGLE	4	168

Screenener & routing

The single question every respondent saw. Its answer assigns each record to the user or non-user route.



Discovery & adoption

How viewers arrived, how long they have been watching, and how often.

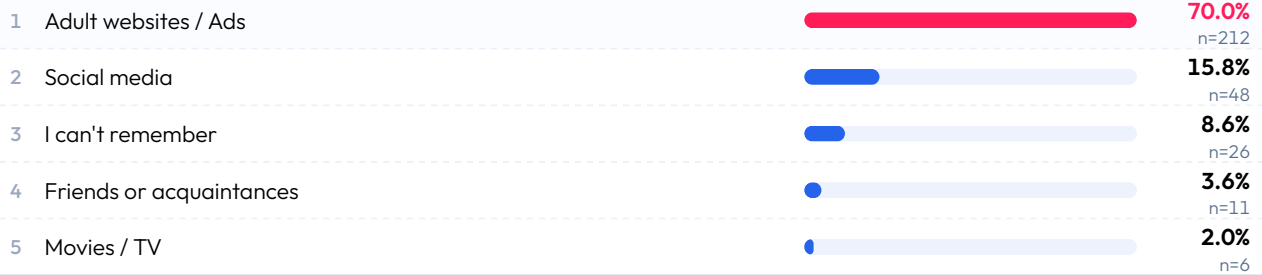
Q4 first_contact

USER

SINGLE

How did you first come across cam sites?

Single-select • base: **user route** • answered **303** of 303 (no missing values) • 5 categories.



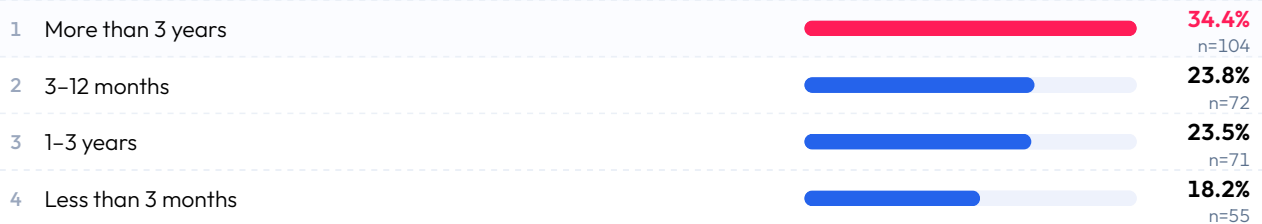
Q5 tenure

USER

SINGLE

How long have you been using live cam sites?

Single-select • base: **user route** • answered **302** of 303 (1 missing) • 4 categories.



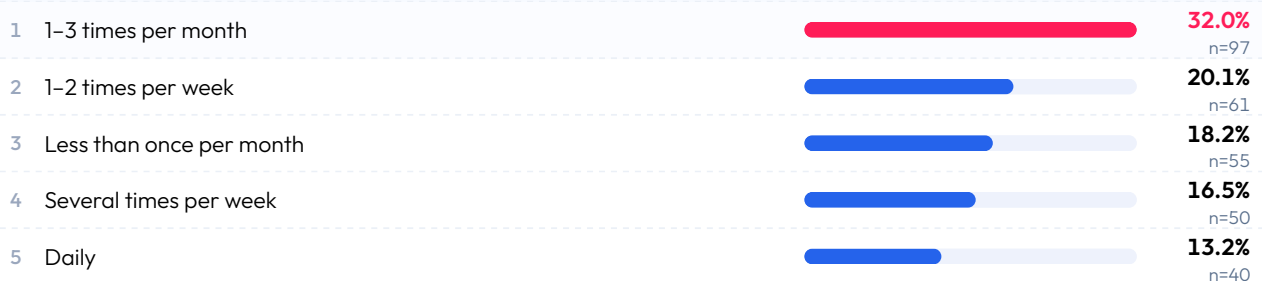
Q6 visit_freq

USER

SINGLE

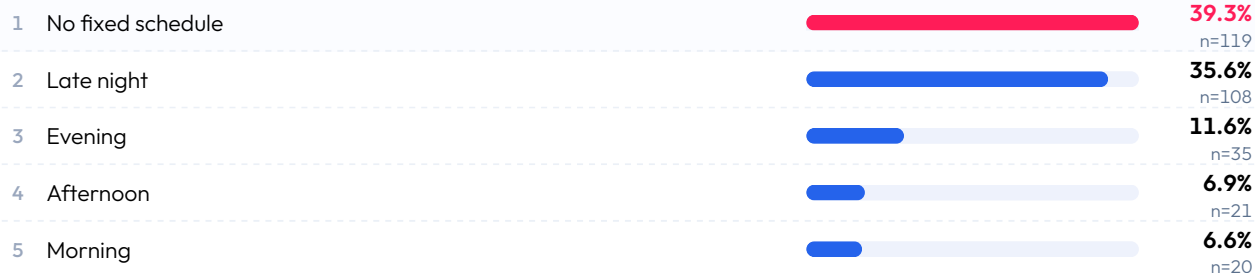
How often do you visit live cam sites?

Single-select • base: **user route** • answered **303** of 303 (no missing values) • 5 categories.



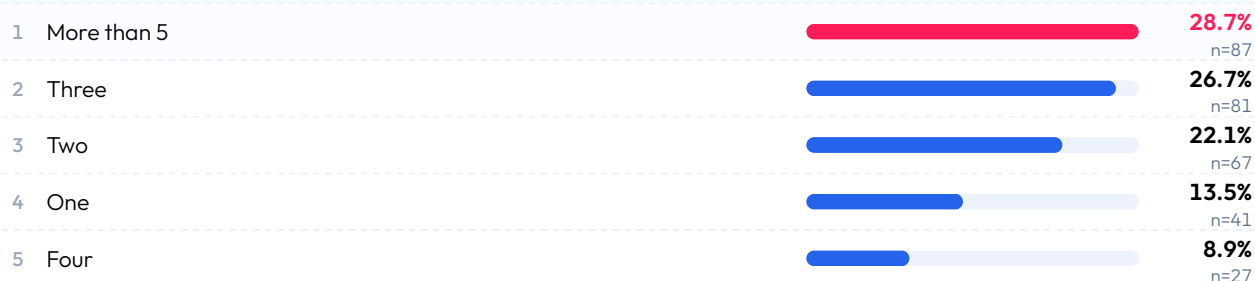
When do you usually use cam sites?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



How many cam platforms have you tried so far?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



Do you usually use one cam platform or several?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 3 categories.



Platform type & churn

Freemium versus premium, the reasons behind each, and what makes viewers leave.

Q10 site_model

USER SINGLE

Do you mostly use Freemium or Premium cam site?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 3 categories.

1	Freemium (Chaturbate, Stripchat, Camsoda...)		71.6% n=217
2	Both		22.4% n=68
3	Premium (Livejasmin, Streamate, Jerkmate...)		5.9% n=18

Q11 freemium_reasons

USER MULTI

Why do you use Freemium cam sites?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · 7 categories. Percentages are of respondents answering, so they sum above 100%.

Q11_1	Because most shows are free		54.8% n=166
Q11_2	Because it's cheaper overall		38.3% n=116
Q11_3	Because the models feel more amateur		22.8% n=69
Q11_4	Because of the site (ease-of-use, features, etc...)		22.1% n=67
Q11_5	Because it's more entertaining		16.8% n=51
Q11_6	I don't use Freemium cam sites		9.9% n=30
Q11_7	Because I don't know any premium sites		8.3% n=25

Q12 premium_reasons

USER MULTI

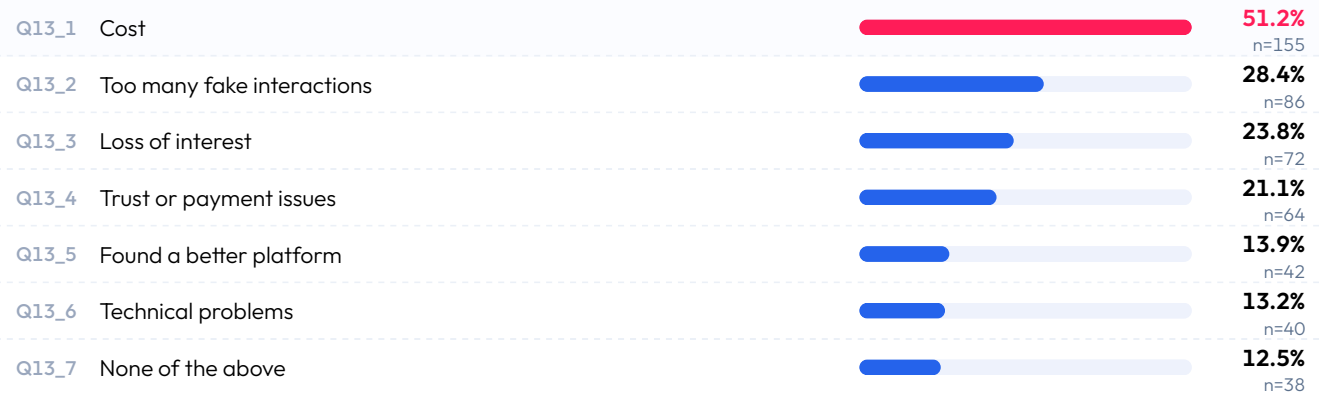
Why do you use Premium cam sites?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories. Percentages are of respondents answering, so they sum above 100%.

Q12_1	I don't use Premium cam sites		63.0% n=191
Q12_2	Because of the deeper connection with models		20.8% n=63
Q12_3	Because the models feel more professional		18.5% n=56
Q12_4	Because of the site (ease-of-use, features, etc...)		10.9% n=33
Q12_5	Because I don't know any Freemium sites		3.3% n=10

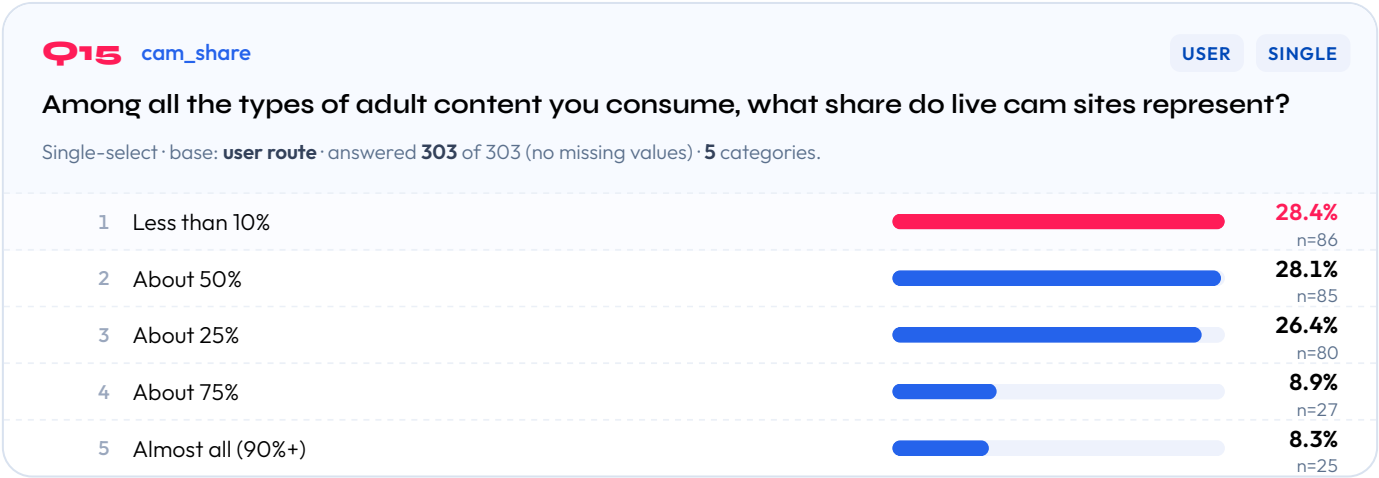
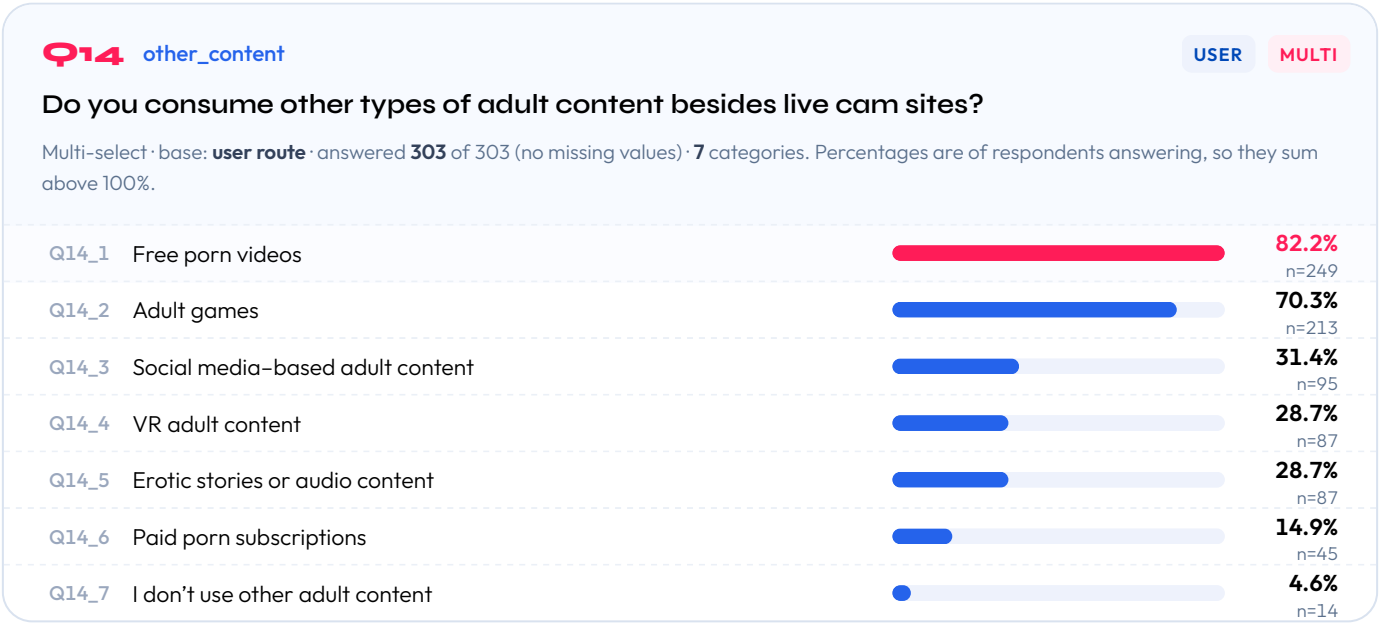
What usually makes you stop using a cam site?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · 7 categories. Percentages are of respondents answering, so they sum above 100%.



Content mix

Where live cams sit among other adult content.



Spending behaviour

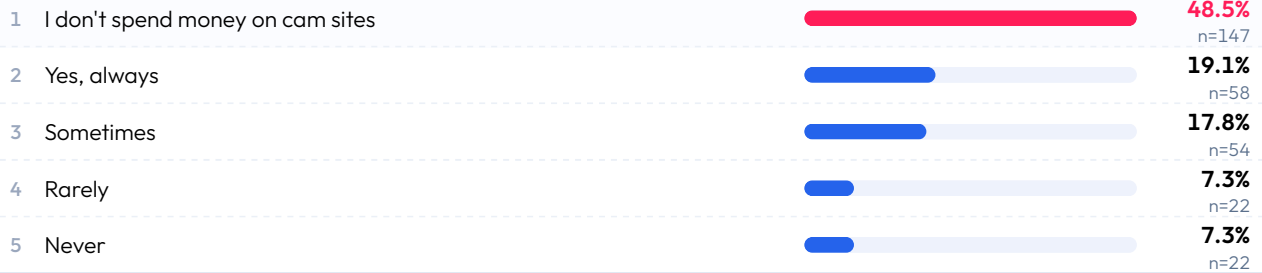
Limits, conversion to first spend, and monthly and single-day amounts.

Q16 spend_limits

USER SINGLE

Do you usually set spending limits for yourself before using cam sites?

Single-select • base: **user route** • answered **303** of 303 (no missing values) • 5 categories.

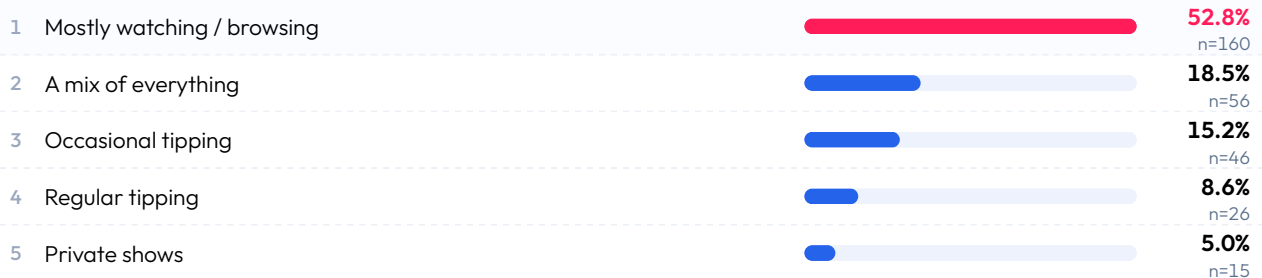


Q17 usage_type

USER SINGLE

Which best describes your typical usage?

Single-select • base: **user route** • answered **303** of 303 (no missing values) • 5 categories.



Q18 first_spend_timing

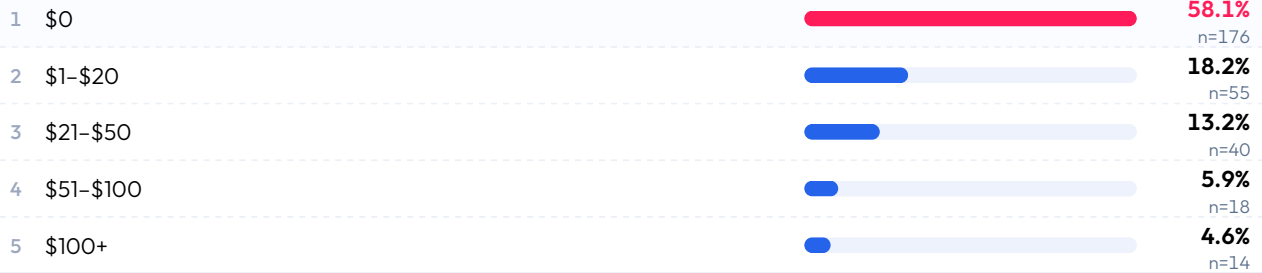
USER SINGLE

After watching cams for the first time, when did you first buy tokens or spent money?

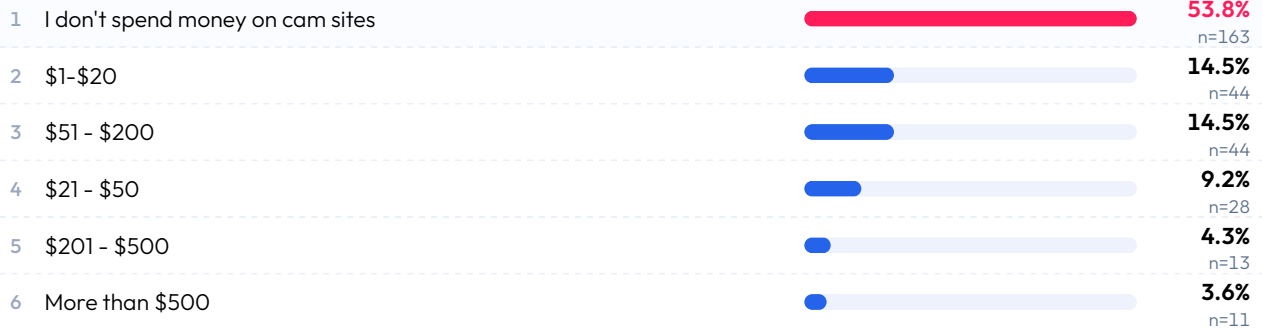
Single-select • base: **user route** • answered **303** of 303 (no missing values) • 6 categories.



On average, how much do you spend per month on cam sites?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.

What's the most you have spent on a cam site in one day?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 6 categories.

Tipping drivers

What pushes viewers to tip and what holds them back.

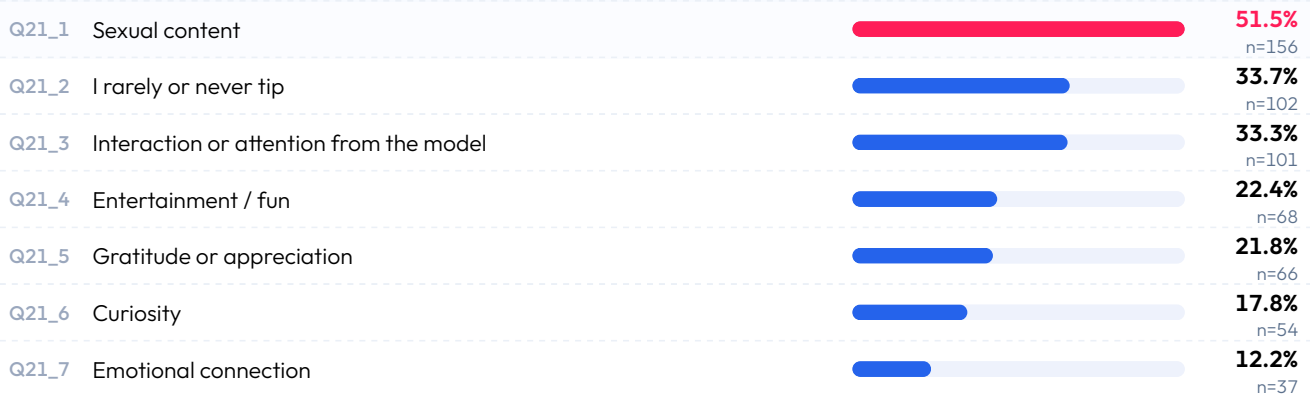
Q21 tip_motivators

USER

MULTI

What usually motivates you to tip?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **7** categories. Percentages are of respondents answering, so they sum above 100%.



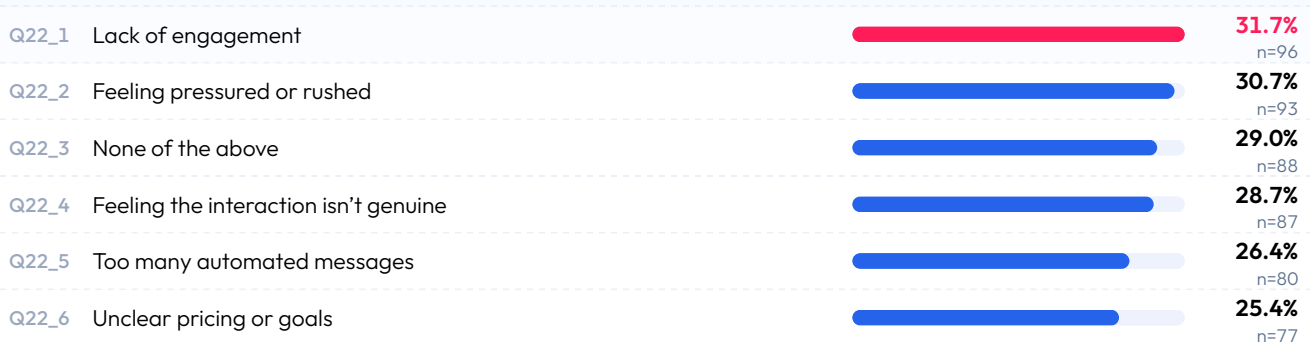
Q22 tip_barriers

USER

MULTI

What discourages you from tipping?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **6** categories. Percentages are of respondents answering, so they sum above 100%.



Sessions, pricing & overspend

Time per visit, private-session length and price ceilings, and what drives spending past plan.

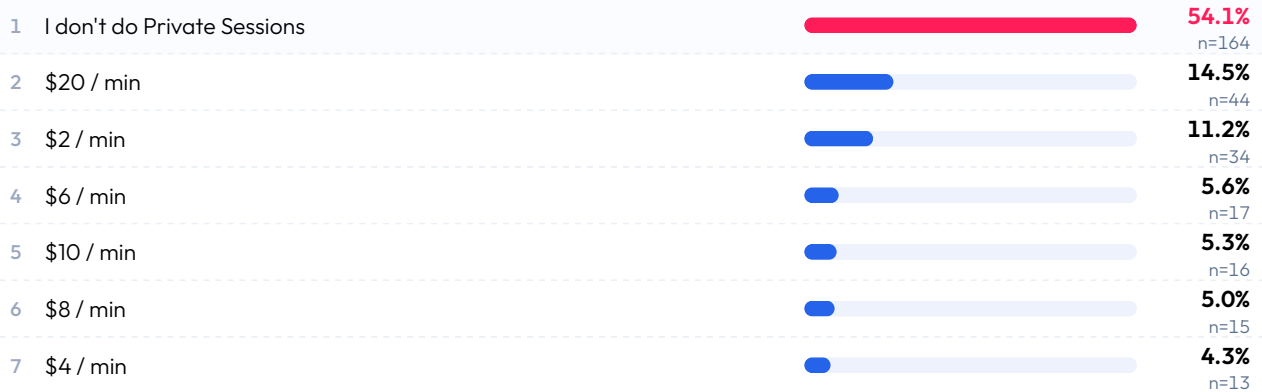
Q23 private_price_ceiling

USER

SINGLE

What price would you consider too high for a private session?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 7 categories.



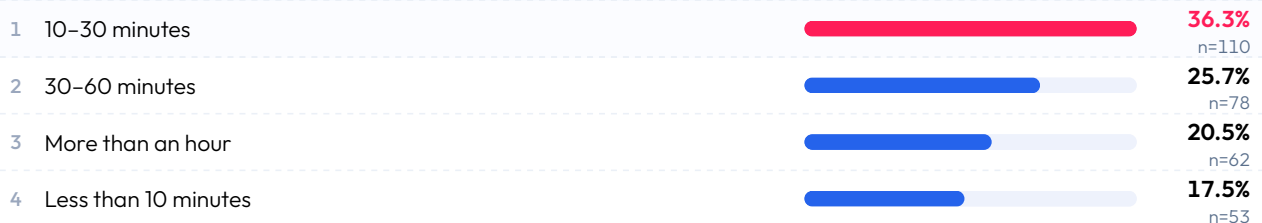
Q24 visit_duration

USER

SINGLE

On average, how much time do you spend on the site per visit?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.



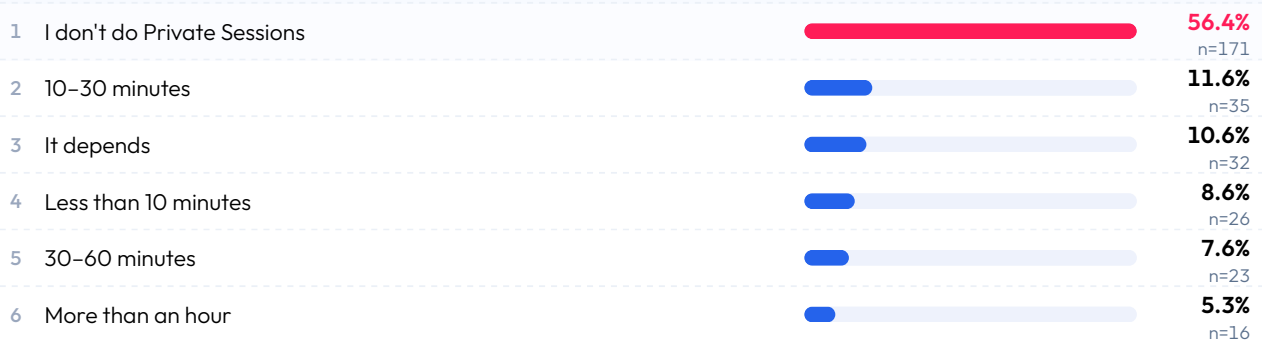
Q25 private_duration

USER

SINGLE

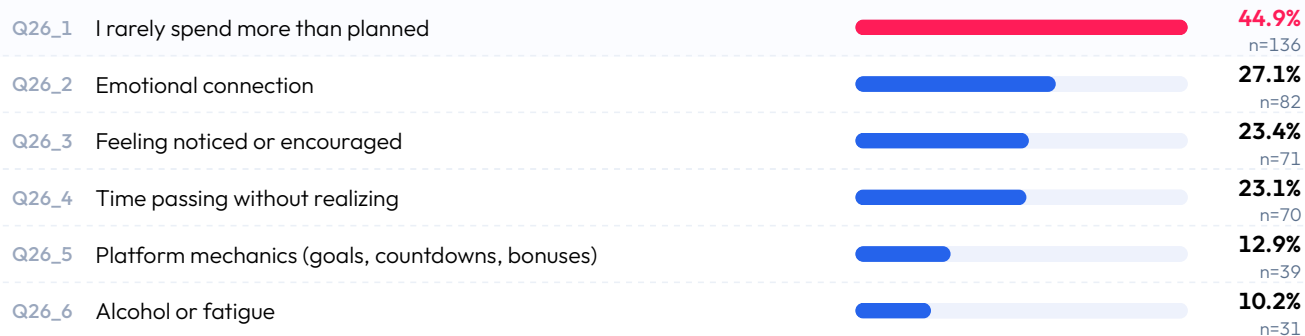
How much time do you usually spend in a Private Session?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 6 categories.



What usually makes you spend more money than you initially planned?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **6** categories. Percentages are of respondents answering, so they sum above 100%.



Trust, risk & privacy

Regret, suspected scams, payment trust and data-privacy concern.

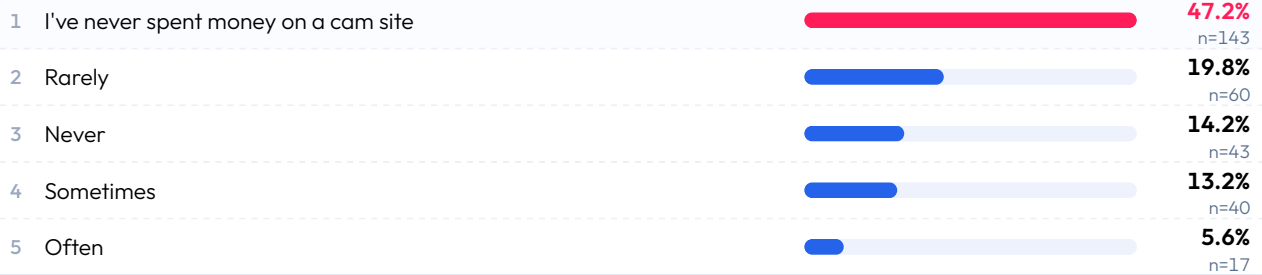
Q27 spend_regret

USER

SINGLE

Have you ever regretted spending money on cam sites?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



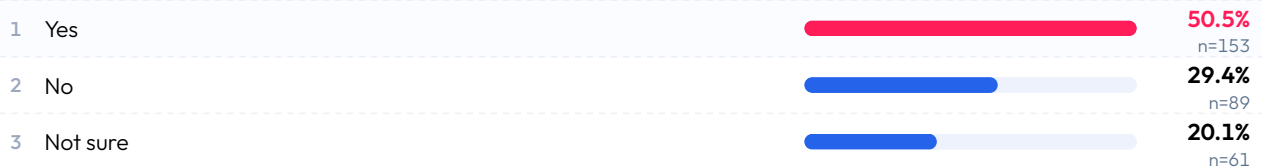
Q28 scam_experience

USER

SINGLE

Have you ever experienced or suspected a scam on a cam site?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 3 categories.



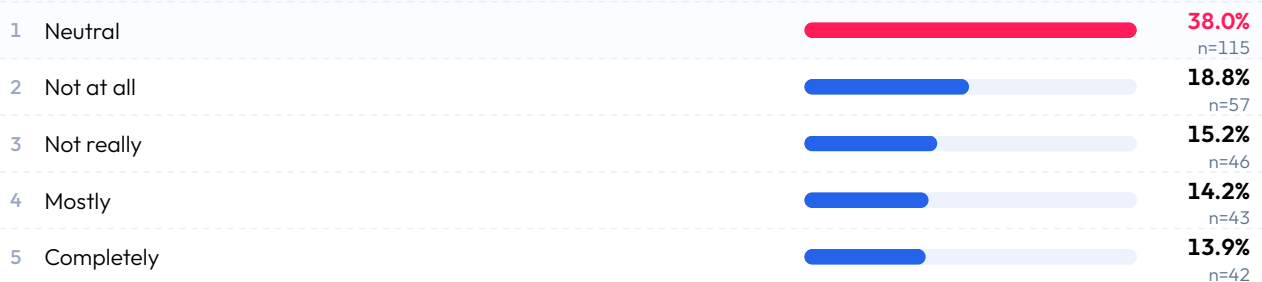
Q29 payment_trust

USER

SINGLE

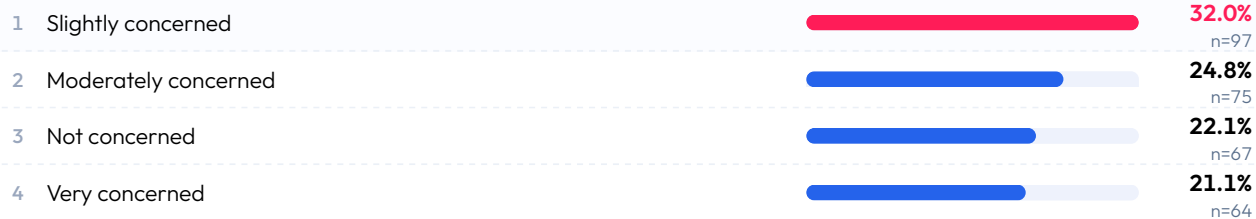
How much do you trust cam platforms to handle payments?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



How concerned are you about the privacy of your data when using cam sites?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.



Engagement & emotional involvement

Chat behaviour, attachment to performers, motivations, and self-assessed addiction.

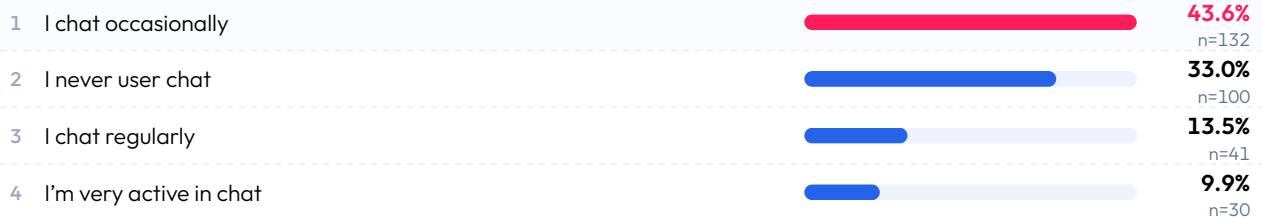
Q31 chat_participation

USER

SINGLE

How often do you participate in the chat?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.



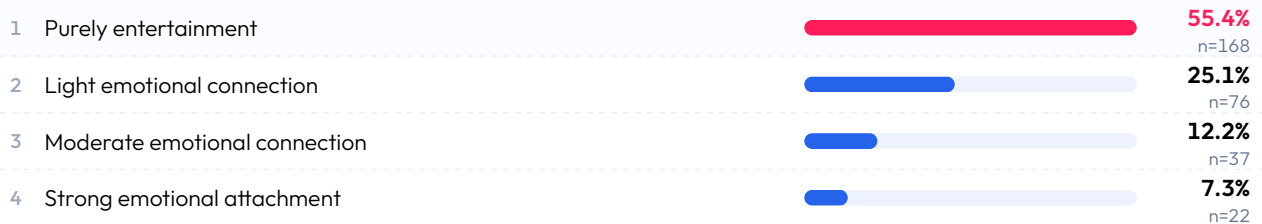
Q32 emotional_involvement

USER

SINGLE

How would you describe your emotional involvement with models?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.



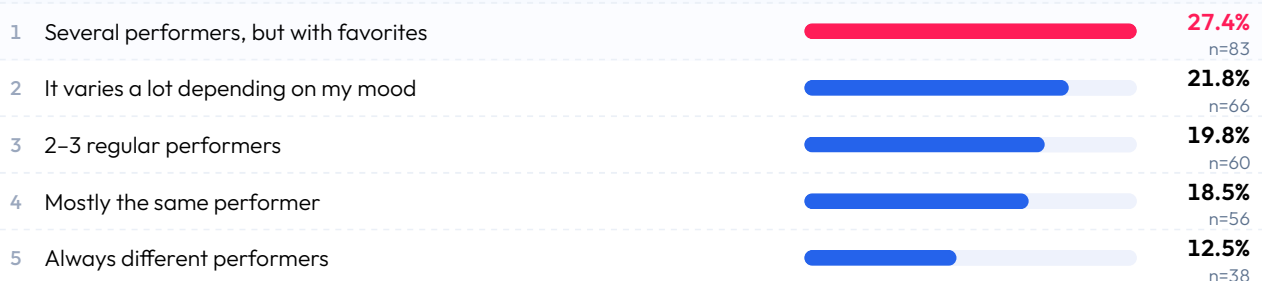
Q33 performer_breadth

USER

SINGLE

How many performers do you usually watch over time?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



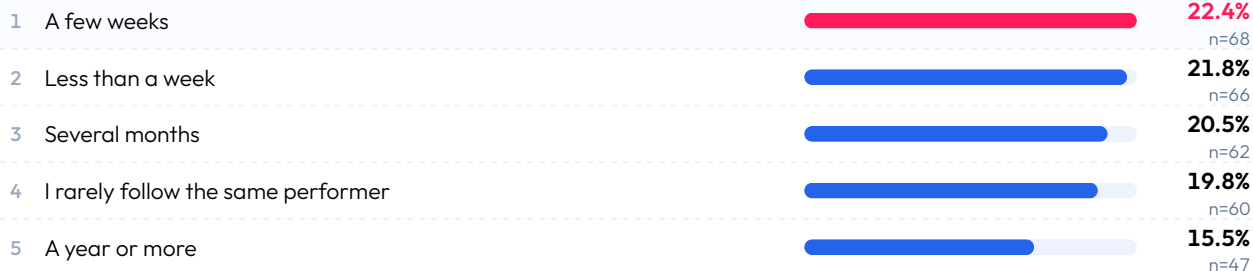
Q34 performer_loyalty

USER

SINGLE

How long do you typically follow the same performer?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 5 categories.



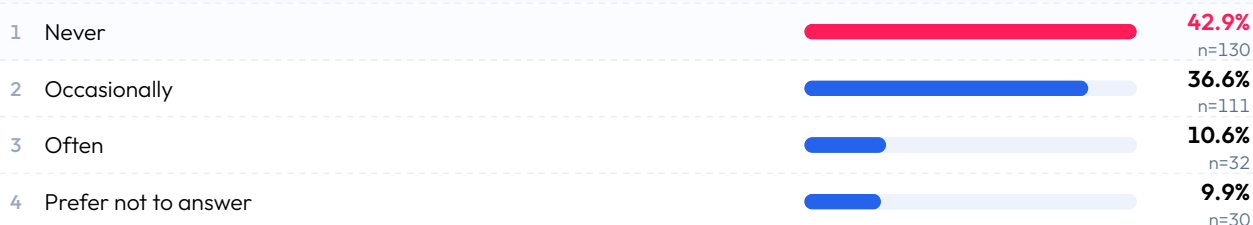
Q35 mood_effect

USER

SINGLE

Has using cam sites ever affected your mood afterward?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.



Q36 use_reasons

USER

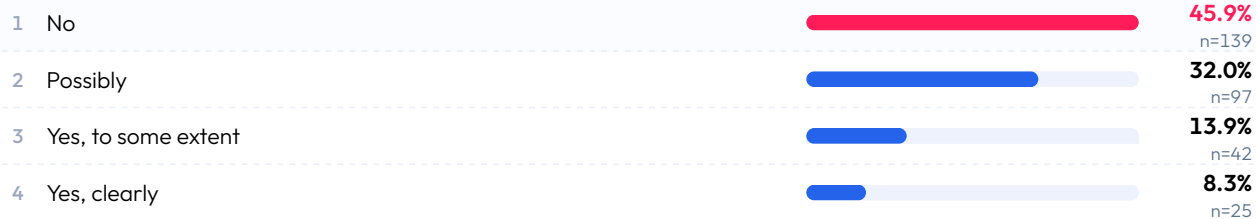
MULTI

What are your main reasons for using cam sites?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · 7 categories. Percentages are of respondents answering, so they sum above 100%.



Do you personally consider your use of live cam sites to be addictive?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · 4 categories.

Performer preferences & discovery

What viewers value in a performer and how they find new ones.

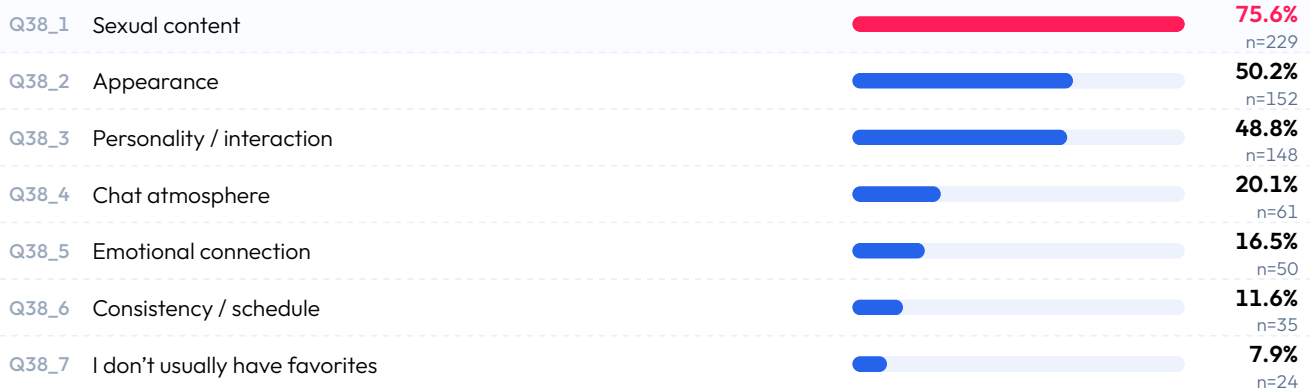
Q38 performer_priorities

USER

MULTI

When watching a performer, what matters most?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **7** categories. Percentages are of respondents answering, so they sum above 100%.



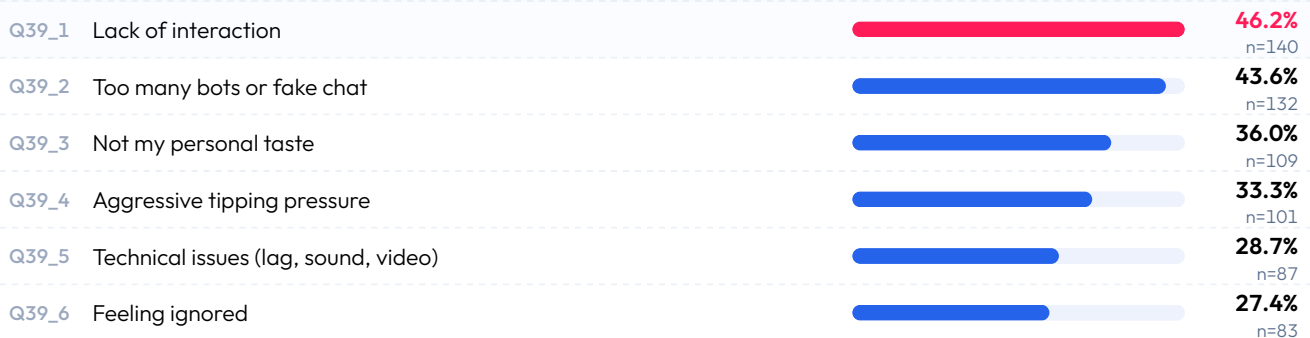
Q39 room_exit_reasons

USER

MULTI

What makes you leave a cam room quickly?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **6** categories. Percentages are of respondents answering, so they sum above 100%.



Q40 schedule_importance

USER

SINGLE

How important is schedule consistency to you?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · **3** categories.

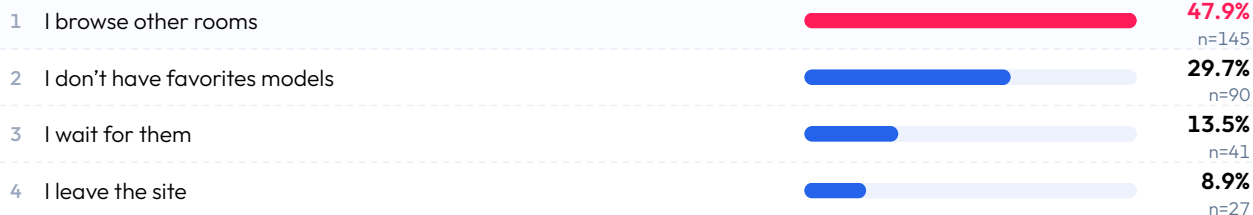


Q41 offline_reaction

[USER](#)[SINGLE](#)

How do you usually react when your favorite performer is offline?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · **4** categories.

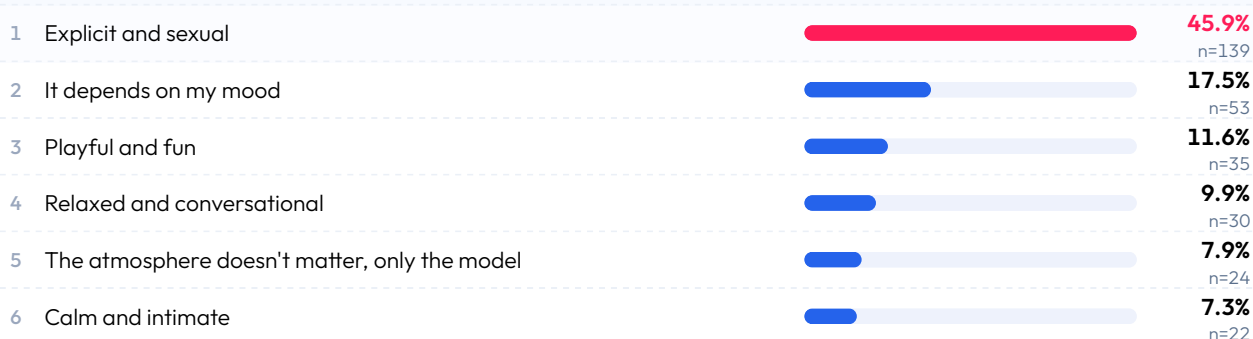


Q42 room_atmosphere

[USER](#)[SINGLE](#)

What kind of cam room atmosphere do you usually prefer?

Single-select · base: **user route** · answered **303** of 303 (no missing values) · **6** categories.

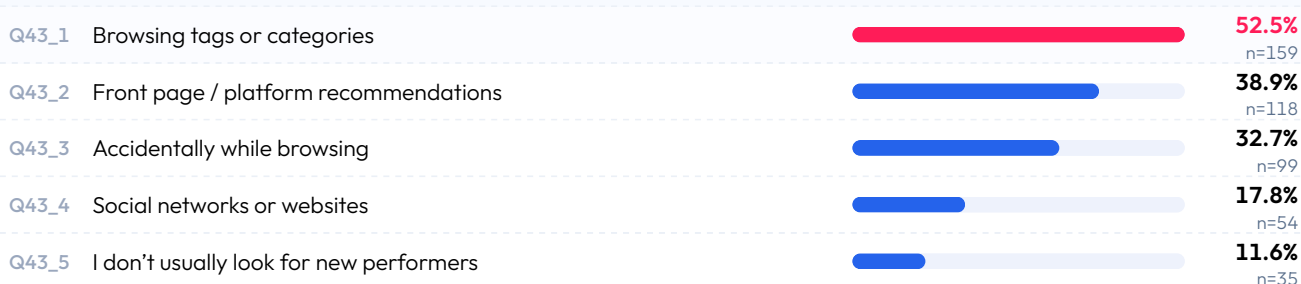


Q43 discovery_methods

[USER](#)[MULTI](#)

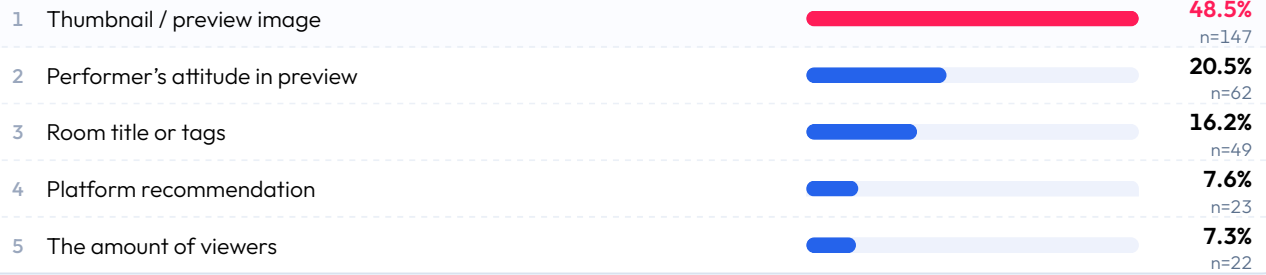
How do you usually discover new performers?

Multi-select · base: **user route** · answered **303** of 303 (no missing values) · **5** categories. Percentages are of respondents answering, so they sum above 100%.



What usually makes you watch a performer for the first time?

Single-select · base: user route · answered 303 of 303 (no missing values) · 5 categories.



Non-user perceptions

Asked only of respondents who never watch, or watched once or twice in the past.

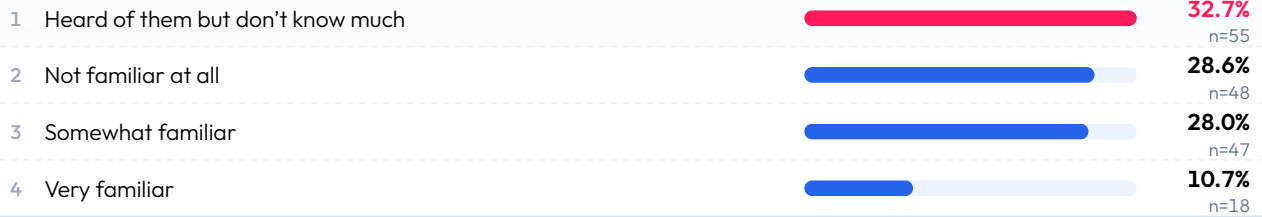
Q45 familiarity

NON-USER

SINGLE

How familiar are you with live cam sites?

Single-select · base: **non-user route** · answered **168** of 168 (no missing values) · **4** categories.



Q46 heard_where

NON-USER

MULTI

Where have you mostly heard about live cam sites?

Multi-select · base: **non-user route** · answered **168** of 168 (no missing values) · **6** categories. Percentages are of respondents answering, so they sum above 100%.



Q47 nonuse_reasons

NON-USER

MULTI

What are the main reasons you've never / barely used live cam sites?

Multi-select · base: **non-user route** · answered **168** of 168 (no missing values) · **8** categories. Percentages are of respondents answering, so they sum above 100%.



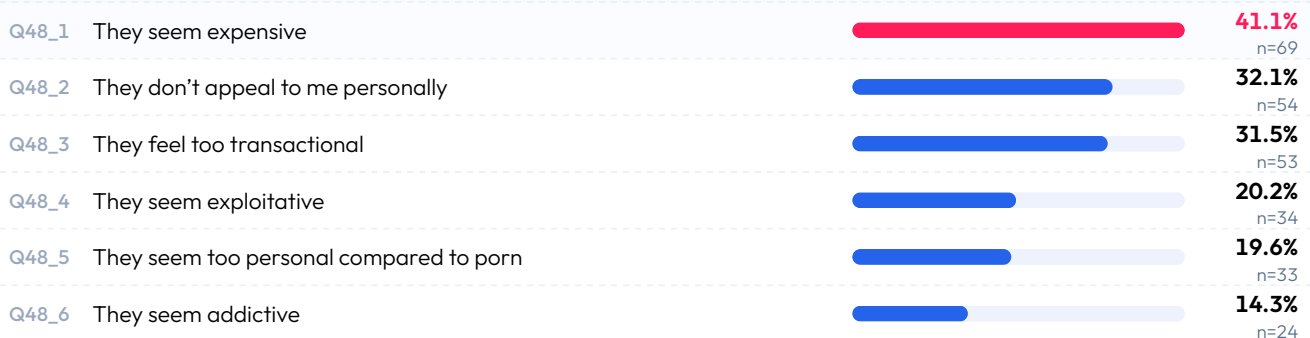
Q48 perceptions

NON-USER

MULTI

Which statements best match your perception about cam sites?

Multi-select · base: **non-user route** · answered **168** of 168 (no missing values) · **6** categories. Percentages are of respondents answering, so they sum above 100%.



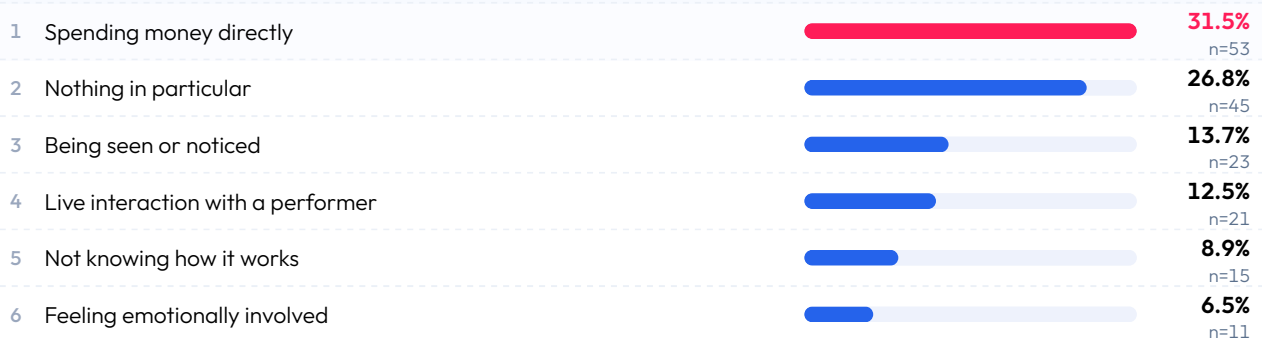
Q49 discomfort

NON-USER

SINGLE

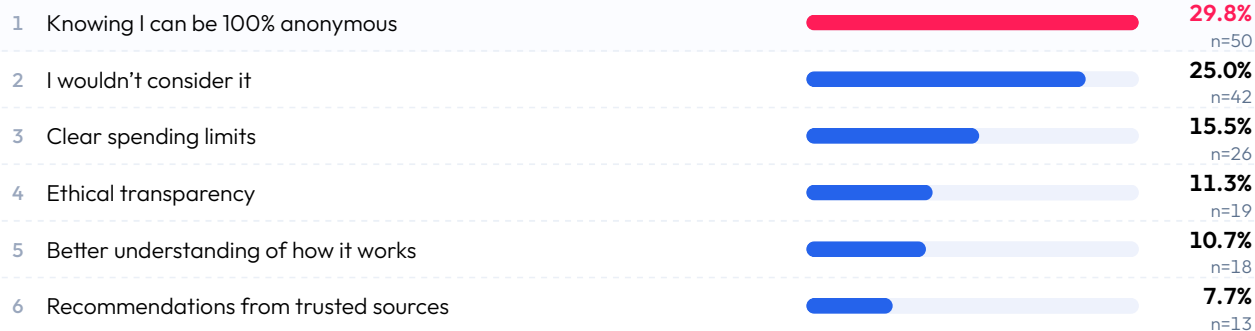
What would make you most uncomfortable about using cam sites?

Single-select · base: **non-user route** · answered **168** of 168 (no missing values) · **6** categories.



In what situation, if any, would you consider trying / returning on a live cam site?

Single-select · base: non-user route · answered 168 of 168 (no missing values) · 6 categories.



Compared to other adult content, how appealing do cam sites seem to you?

Single-select · base: non-user route · answered 168 of 168 (no missing values) · 4 categories.

