



Sexual Wellbeing

Global Survey

07|08



Part Two:

In The Bedroom



Today's Agenda

- Introduction
- What *Do We Do* In The Bedroom?
 - Activities
 - Frequency
 - Products used
 - Inhibitions and pressures
- What Would We *Really Like To Do* In The Bedroom?
 - Activities
 - Products
 - What might happen in the future?
- Key Messages
- Appendix





Introduction



“In The Bedroom” Covers A Range Of Activities

- “In the Bedroom” refers to **all aspects of sexual behaviour** – not just penetrative sex
 - Intercourse
 - Foreplay
 - Oral sex
 - Vaginal sex
 - Masturbation (solo or mutual)
 - “Other activities” (e.g massage, role play, telephone sex)
 - Products used solo or mutual (e.g vibrators, lubricants, delay spray/cream)
 - Contraception
- “Having sex” includes masturbation on your own for 21%, masturbation with partner for 30%, oral sex for 38% and for 9%, does not include penetrative sex.



What We Do “In The Bedroom” Is Important

- We know that our sexual **satisfaction** is directly affected by:
 - Frequency of having sex
 - Duration of intercourse/foreplay
 - Feelings of **excitement** and **variety**
 - The range of different **activities** we are involved in
 - The range of **products** used
- What we do in the bedroom affects **satisfaction** with our sex life and in turn our **sexual** and **general** wellbeing



Satisfaction With What We Do “In The Bedroom” Is Mediocre (Amongst The Sexually Active)

- 37% fully satisfied “I have **sex as frequently** as I would like”
- 35% fully satisfied “**Sex lasts as long** as I would like”
- 40% fully satisfied “**Foreplay lasts as long** as I would like”
- 38% fully satisfied “I have **foreplay as frequently** as I would like”
- 42% fully satisfied “My sex life is **exciting**”
- 45% fully satisfied “There is enough **variety** in my sex life for me”
- 40% fully satisfied “I feel **uninhibited** during sex (not self conscious)”
- 51% fully satisfied “I am **fully comfortable** telling my partner what I do in bed”



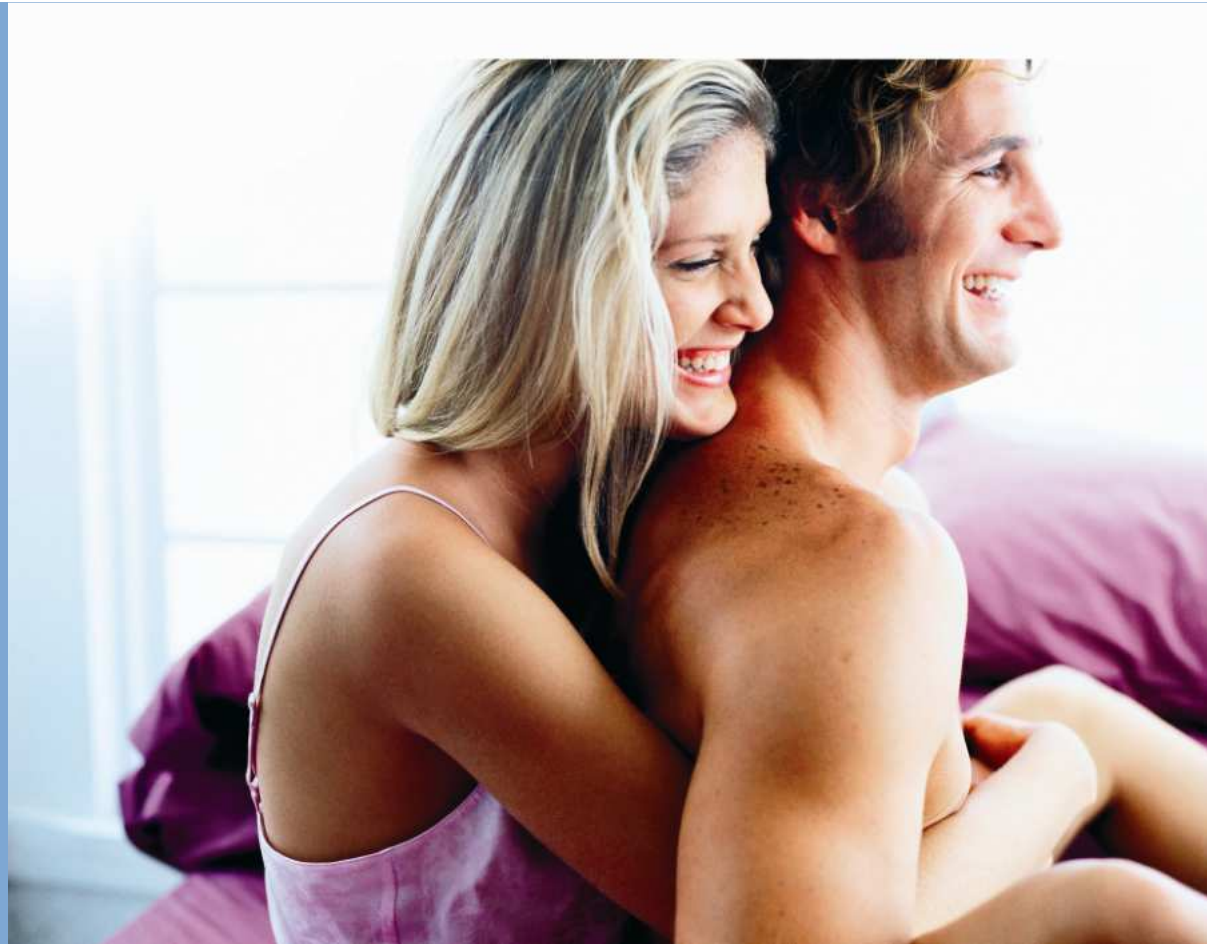
The Purpose Of This Presentation

“To describe what people do ‘in the bedroom’

“To understand what may be preventing people from doing things they might want to do ‘in the bedroom’ – the inhibitions and pressures”

“To understand what people would like to be doing ‘in the bedroom’ and what they imagine they might be doing in the future”





What Do We Do In The Bedroom?



People's Sex Lives Include A Range Of Activities (1)

	Vaginal Sex	Giving/ receiving a massage	Giving Oral Sex	Receiving Oral Sex	Wearing sexy underwear
Heterosexual Male	85%	72%	62%	67%	30%
Heterosexual Female	83%	67%	59%	58%	55%



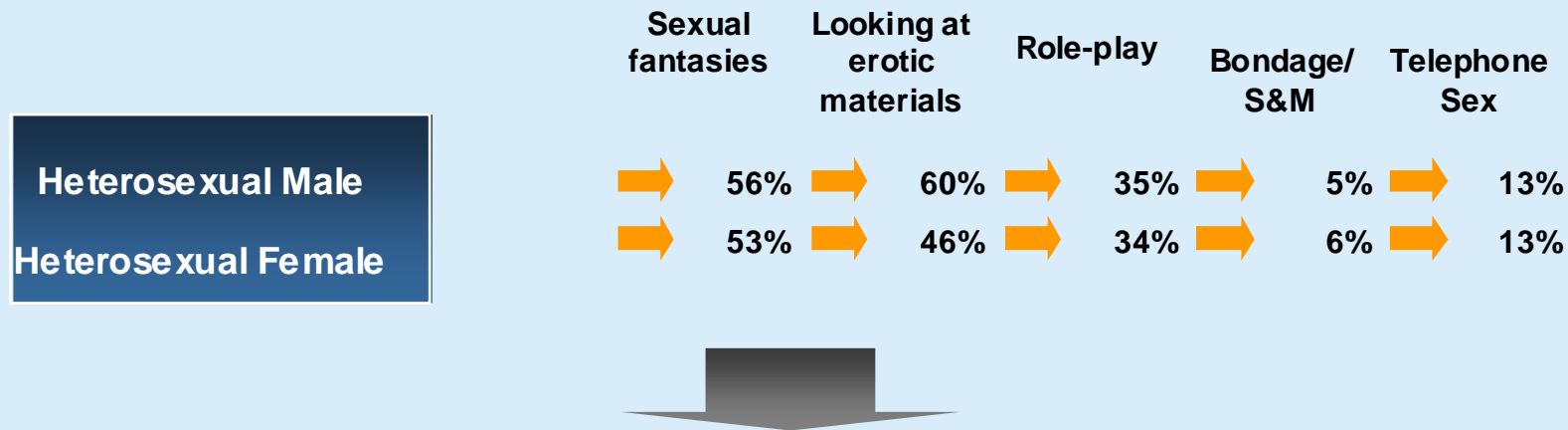
% Taking part in each activity

- High incidence of oral sex

*Weighted Base: All Respondents weighted (1021) – excludes those who declined to answer
Except vaginal sex (non gay and non virgin only) and anal sex (excludes non virgin)*



People's Sex Lives Include A Range Of Activities (2)



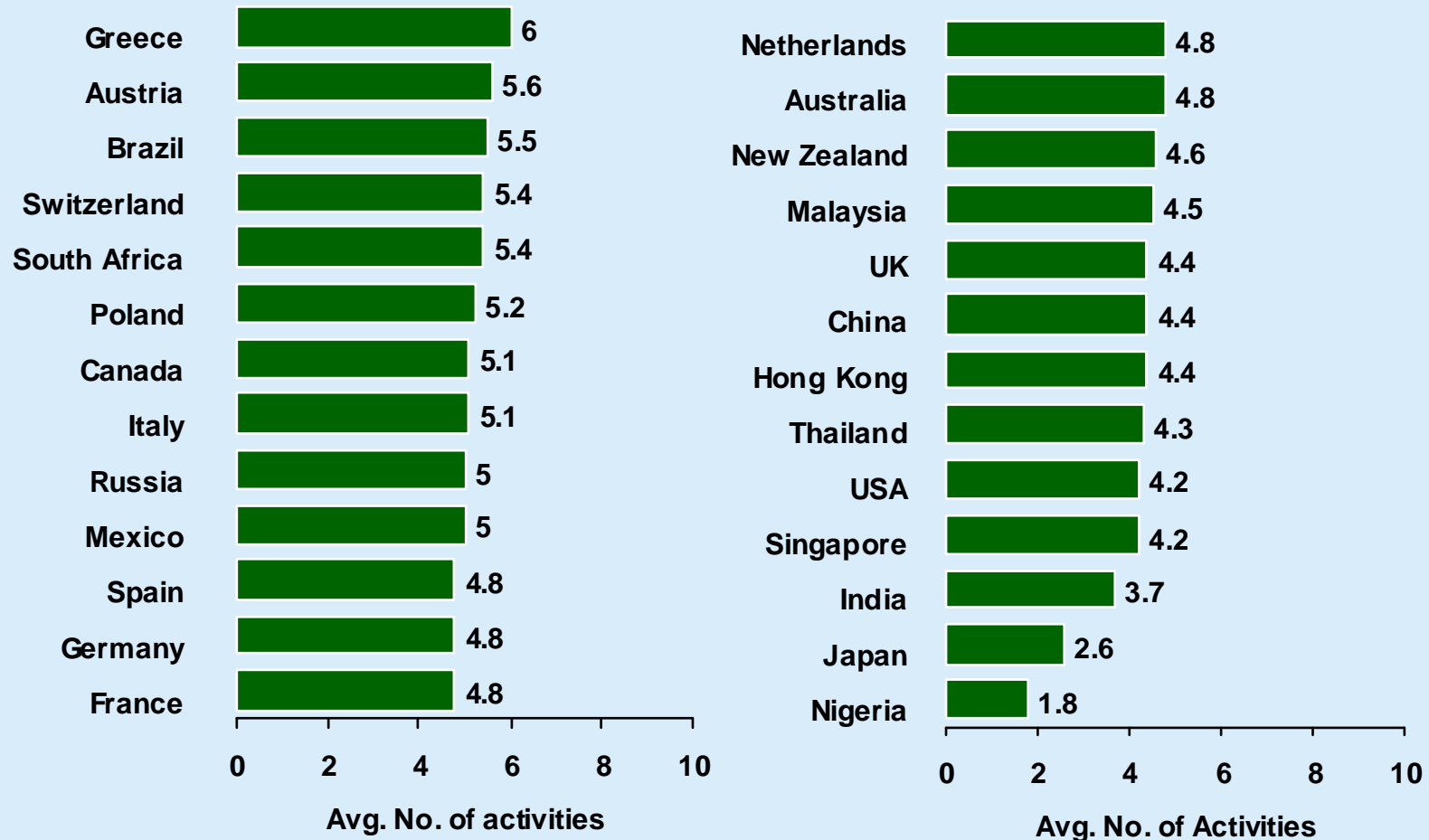
- High incidence of other activities
 - Particularly amongst 25-34 year olds – mention 4.70 activities on average compared to 4.24 across the total base
- % Taking part in each activity*

Weighted Base: All Respondents weighted (1021) – excludes those who declined to answer



However, The Range Of Activities Varies Significantly By Country

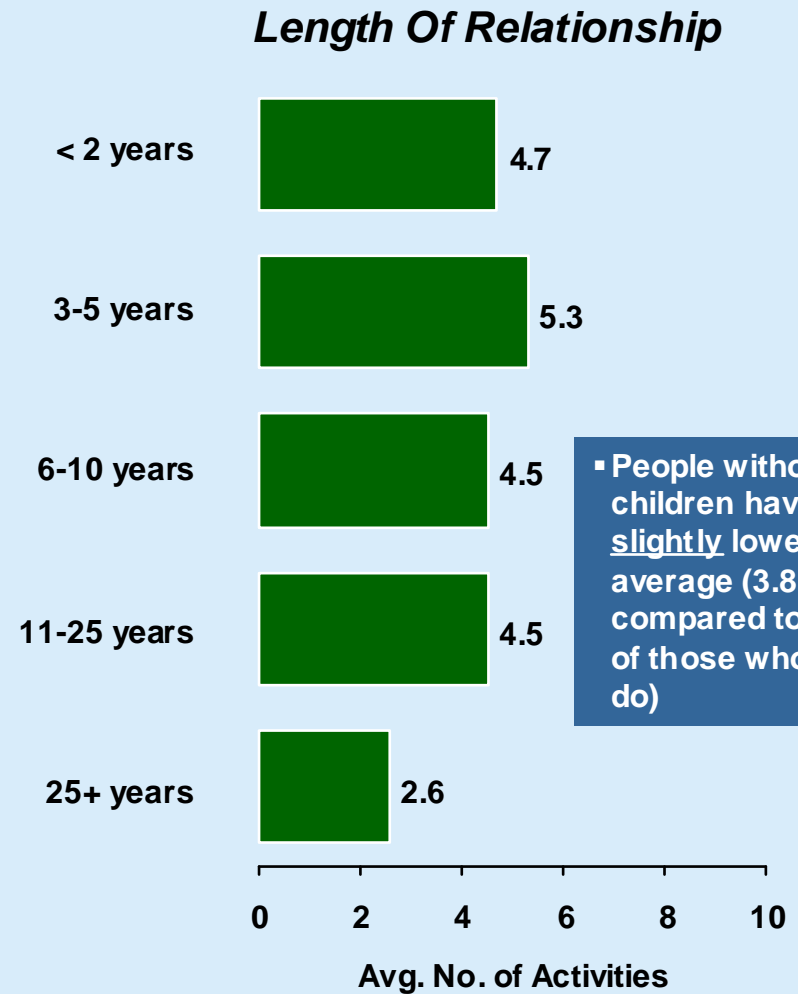
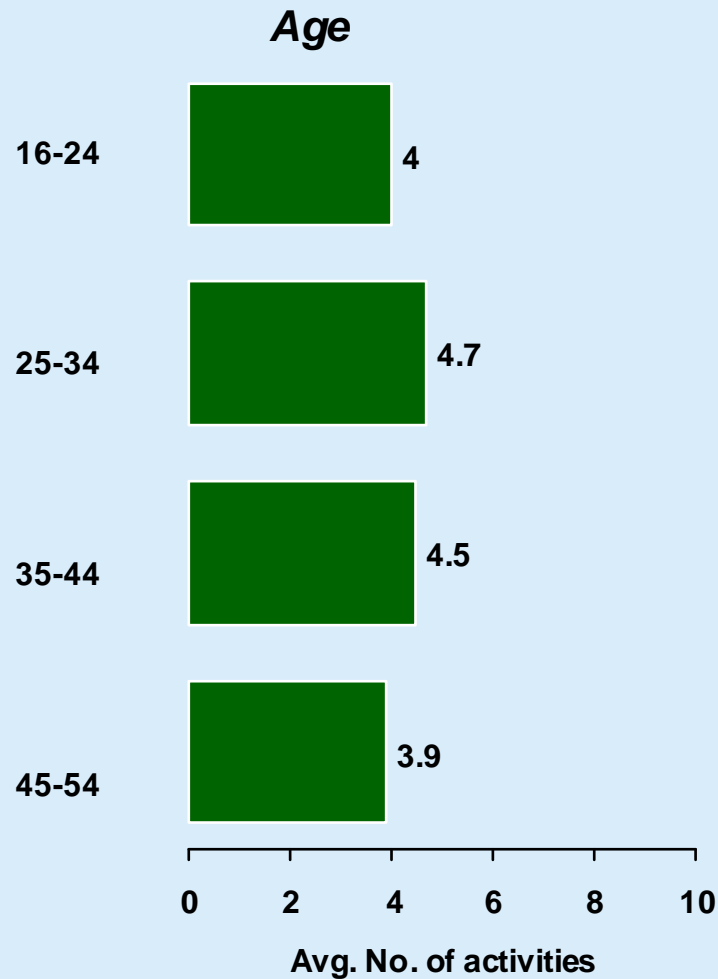
Average no. of activities by country



Weighted Base: All Respondents weighted (26,028) – excludes those who decline to answer



We Are More Adventurous In The Early Years Of A Relationship



▪ People without children have slightly lower average (3.8 compared to 4.6 of those who do)

Note: base size for 55+ too small to comment on (57 weighted, 26 unweighted)

Weighted Base: All Respondents weighted (1021) – excludes those who decline to answer



Older People “Indulge” Too

**50% of 55+
give oral sex**

**28% of 55+
act out sexual
fantasies**

**26% of 55+
look at erotic
materials**



Higher Incidence Of Sexual Activities With The Exception Of Giving Anal Sex When In A Relationship But Not Living With Partner (1)

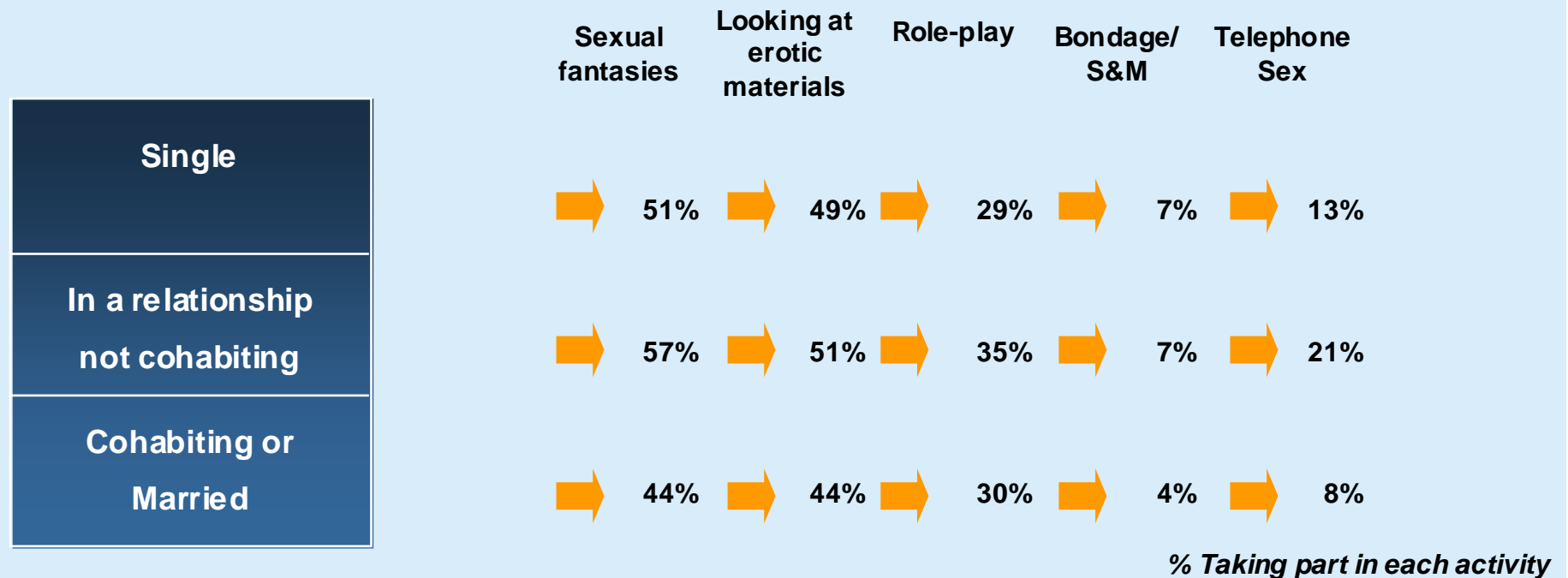
	Vaginal Sex	Giving/ receiving a massage	Giving Oral Sex	Receiving Oral Sex	Wearing sexy underwear
Single	→ 69%	→ 49%	→ 34%	→ 38%	→ 30%
In a relationship not cohabiting	→ 77%	→ 73%	→ 67%	→ 67%	→ 41%
Cohabiting or Married	→ 76%	→ 64%	→ 54%	→ 55%	→ 39%

% Taking part in each activity

Weighted Base: All Respondents weighted (1021) – excludes those who declined to answer
Except vaginal sex (non gay and non virgin only) and anal sex (excludes non virgin)



Higher Incidence Of Sexual Activities When In A Relationship But Not Living With Partner (2)



Weighted Base: All Respondents weighted (1021) – excludes those who declined to answer



Almost Everyone Has Or Currently Does Masturbate

- **87%** of us have **masturbated** at some point
 - 53% of men masturbate **weekly**, compared to 22% of women
 - Frequency of having sex has little impact on frequency of masturbation
- Around one in ten of us feel it is **not acceptable** for a man (11%) or a woman (10%) to masturbate or self pleasure
 - Although, across the globe opinions on masturbation vary significantly



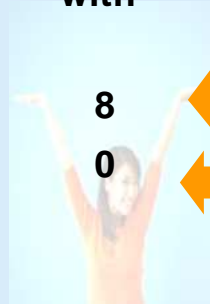
- 14% of **Singapore** respondents believe masturbation is **harmful** (compared to the average of 16% globally)



Number Of Sexual Partners Varies Considerably

- The **number** of sexual partners **varies** considerably from person to person
 - Male Heterosexuals: 35% had sex with one woman and 6% had slept with more than 20
 - Female Heterosexuals: 49% had sex with one man and 1% had slept with more than 20

Average Number of
women had sex
with



Heterosexual Male
Heterosexual Female

Average Number
of **men** had sex
with

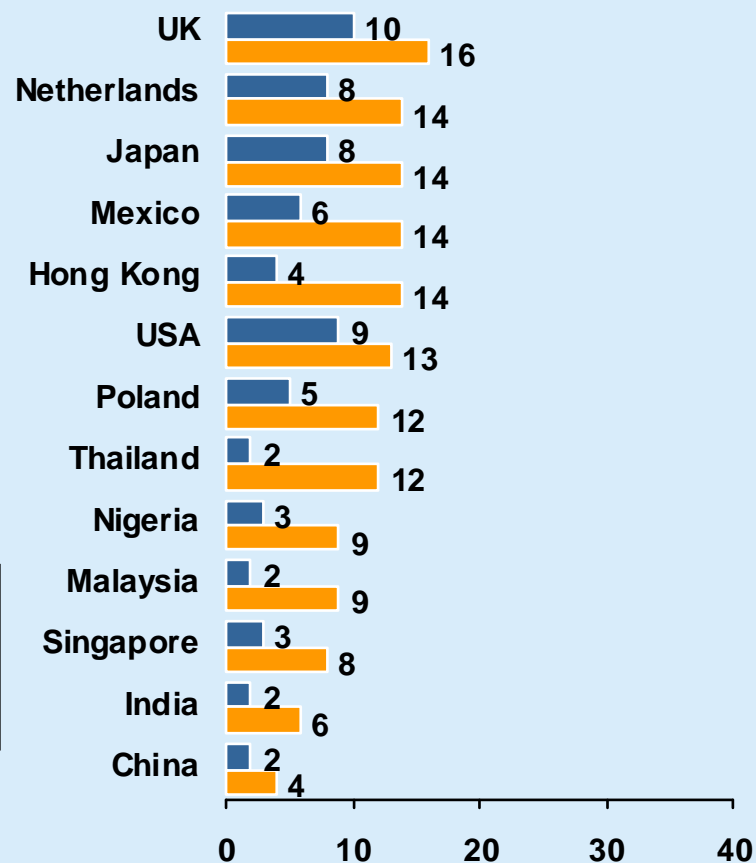
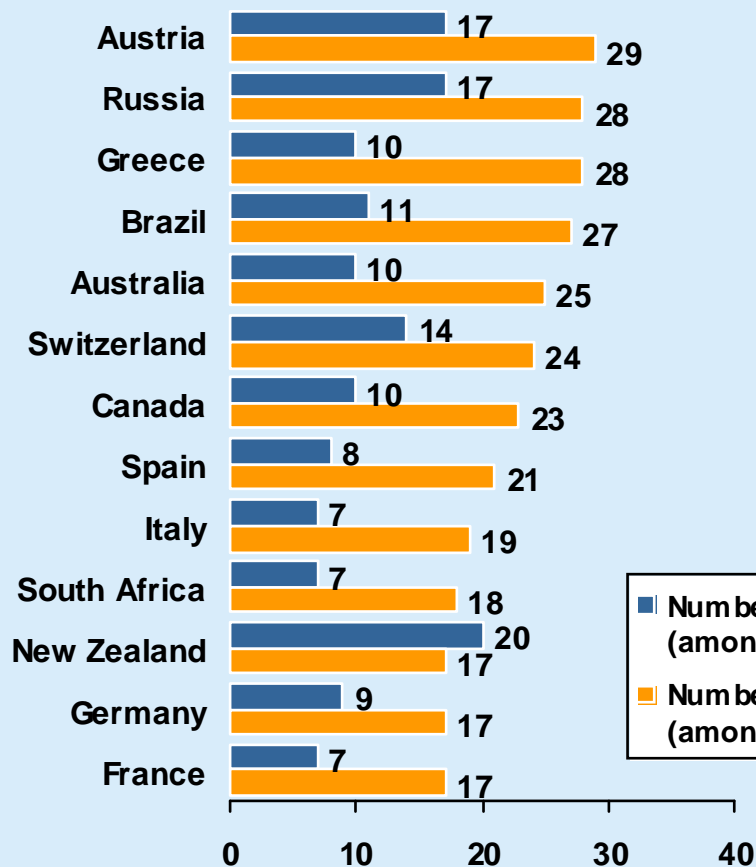


- Singles have a higher average of sexual partners than people in relationships:
 - **Hetero female:** *single* - 3 partners, *relationship not living with partner* – 7 partners and *cohabiting/ married* – 2 partners
 - **Hetero male:** *single* - 10 partners, *relationship not living with partner* – 4 partners and *cohabiting/ married* – 9 partners

Weighted Base: All non virgins (632) – excludes those who declined to answer



Average Number Of Men And Women Had Sex With (Amongst Heterosexuals)



Weighted Base: All Non-Virgins (22,040), All Respondents (26,028)



We Are Not Having Sex As Frequently As We Would Like As Relationships Pale


- Two thirds (67%) of us are having sex **at least once a week**
- 25% **About twice** a week (29% if have children)
- The only things slowing us down are **age** and length of a **relationship**



- Yet 60% agree we are having sex as **frequently** as we would **like**
 - Agreement highest when single (70% vs 63% if in a relationship but not living with partner)
 - Agreement levels are the same whether people have children or not




There Is Room To Improve The Duration Of Foreplay, Particularly For Women

- We know the **duration** of foreplay impacts on sexual **satisfaction**, but are we doing it enough?
- 
- Just two thirds of us (64%) agree we are having **foreplay** as **frequently** as we would like
 - But this is lowest when married/cohabiting (63% agree vs 69% in relationship not living with partner, 65% for singles)
 - Males have higher agreement (70% vs 57%)
 - Agreement levels are the same whether people have children or not
 - On average 14 minutes are spent on foreplay, regardless of gender
 - Those not in a relationship spend longer on foreplay (15 minutes vs 14 minutes)
 - Men are more likely to agree foreplay **lasts** as long as they would **like** (68%)
 - Women are not as convinced (56%)

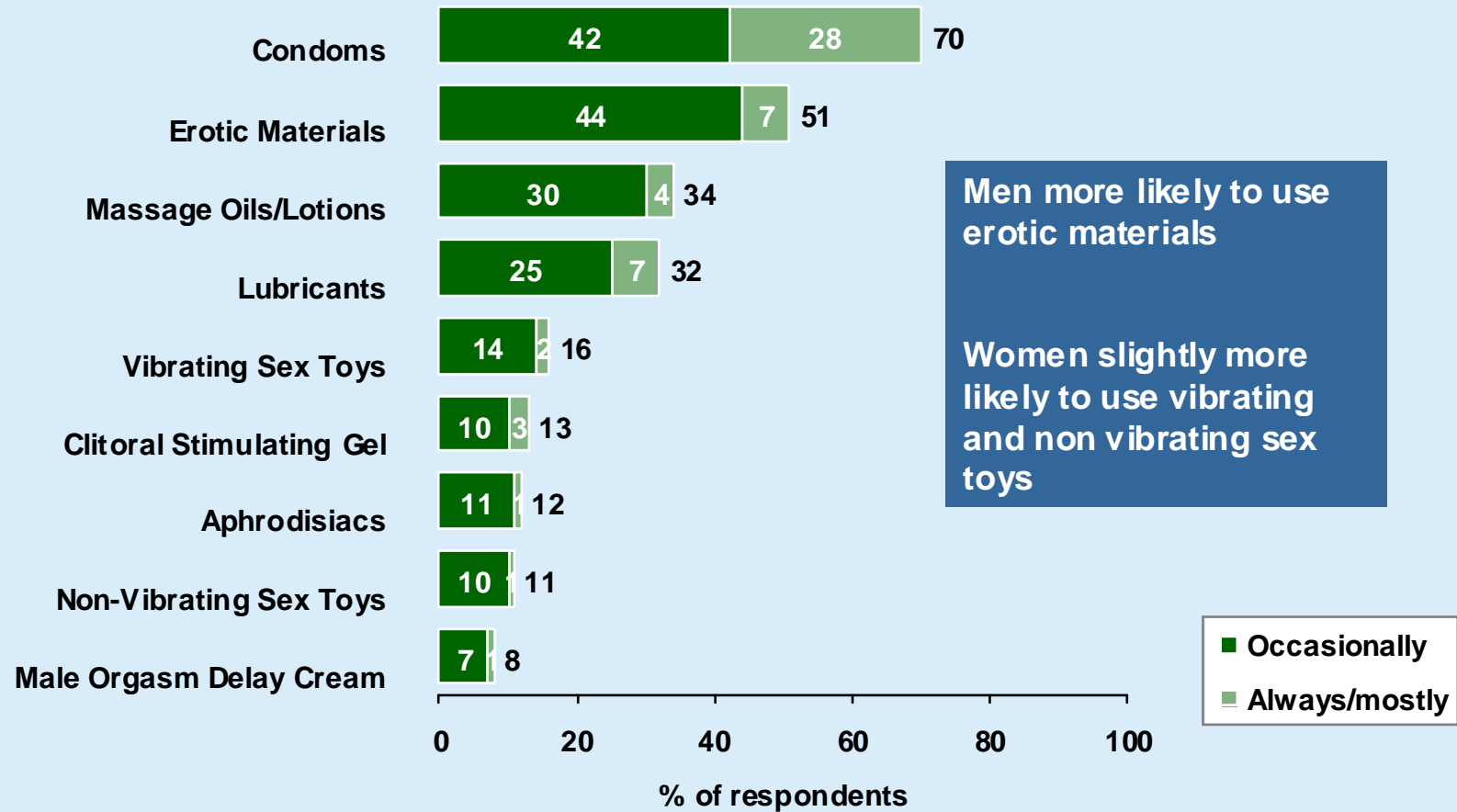


Duration Of Intercourse Declines If Married/ Co-habiting

- Like foreplay, we know the **duration** of intercourse impacts on sexual **satisfaction**
 - The **younger** we are and the **fresher** the relationship, the **longer** we spend on intercourse
- 
- Compare an average of **18 minutes** for 16-24 year olds to an average of just **14.5 minutes** for those aged 45-54
 - Length of intercourse is the shortest once married/cohabiting (14 minutes vs 18 minutes when in a relationship not living with partner and 19 minutes when single)
 - Those without children have longer intercourse 17 minutes vs 14 minutes
- Slightly more men agree sex lasts **as long as we would like** (59% vs 53%)
 - Agreement lowest when married/cohabiting 55% vs 75% if single (60% if in a relationship and not living with partner)
 - As with frequency of sex, there is clearly room for improvement



A Range Of Products Are Used



Weighted Base: All Respondents weighted (1021) – excludes those who declined to answer



Product Usage By Age

% Use Product At All

	Age			
	16 - 24	25 - 34	35 - 44	45 - 54
Massage oils / lotions	21%	35%	35%	34%
Condoms	77%	76%	67%	70%
Lubricants	24%	30%	28%	40%
Male orgasm delay spray / cream	15%	9%	8%	6%
Clitoral stimulation gel	10%	10%	12%	12%
Erotic materials	54%	52%	50%	48%
Aphrodisiacs	10%	13%	12%	13%
Vibrating sex toys	18%	18%	15%	14%
Non-vibrating sex toys	8%	13%	11%	8%

Note: base size for 55+ too small to comment on (57 weighted, 26 unweighted)

Weighted Base: All Respondents weighted (1021) – excludes those who decline to answer



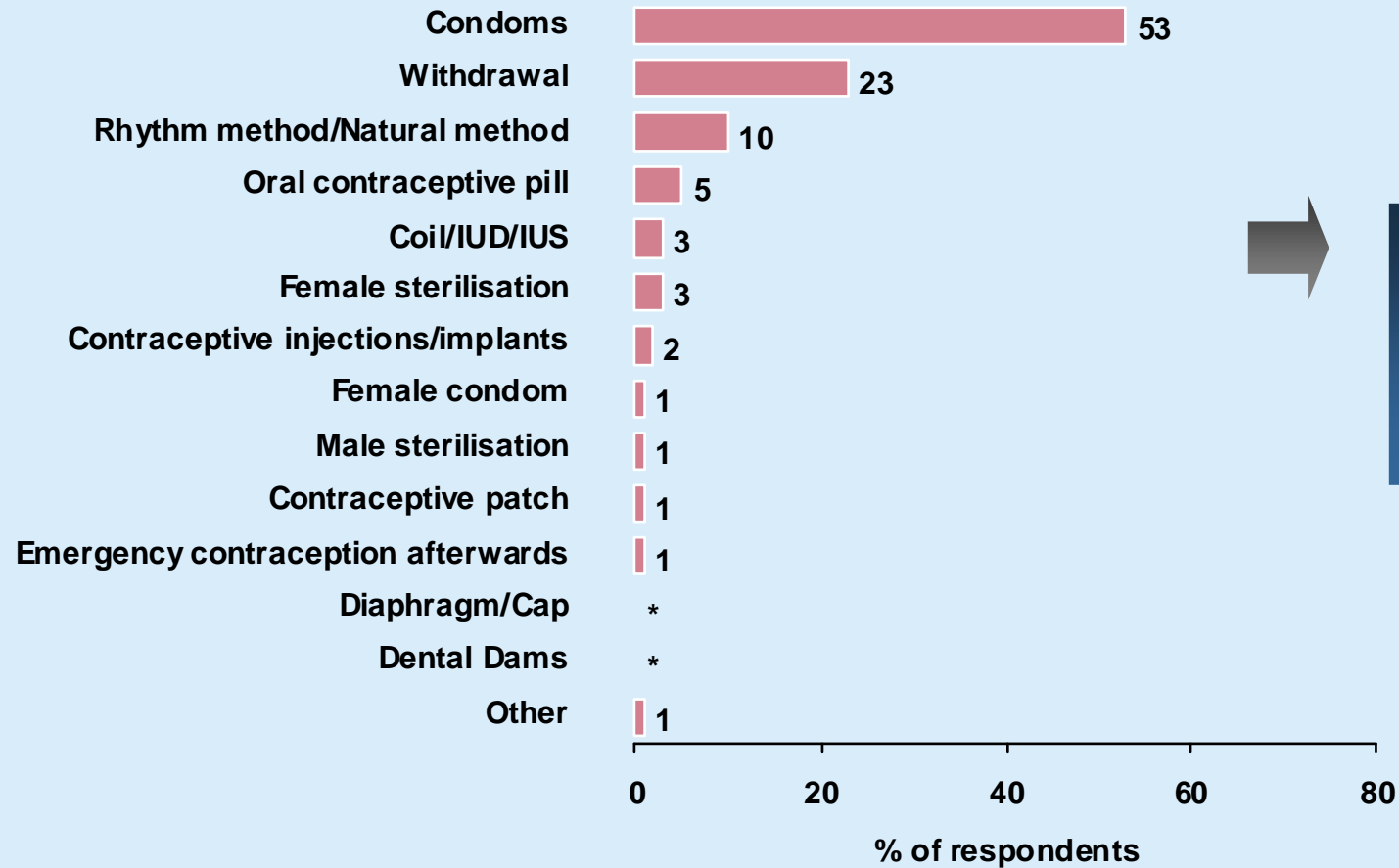
Attitudes To Sex Products



- 14% actively agree that **sex toys play a key role in sexual enjoyment** while 15% actively disagree
- Just under a third (31%) actively agree that **sex aids are easily available**, this varies significantly by country



Contraceptive Method Used



Frequency of wearing condoms:

- 5% Never
- 16% Rarely
- 33% Sometimes
- 25% Often
- 21% Always

Weighted Base: All sexually active weighted (700) – excludes those who declined to answer



Not Being Able To Communicate Prevents Us Doing Everything We Want To Do “In The Bedroom”

- It's good to talk (improves satisfaction), however...



- **Nearly a half (49%)** do not actively agree that we are fully comfortable telling our partner what we would like to do in bed
 - Women are **less comfortable** discussing their preferences than men
- **A fifth (20%)** discuss sex with friends

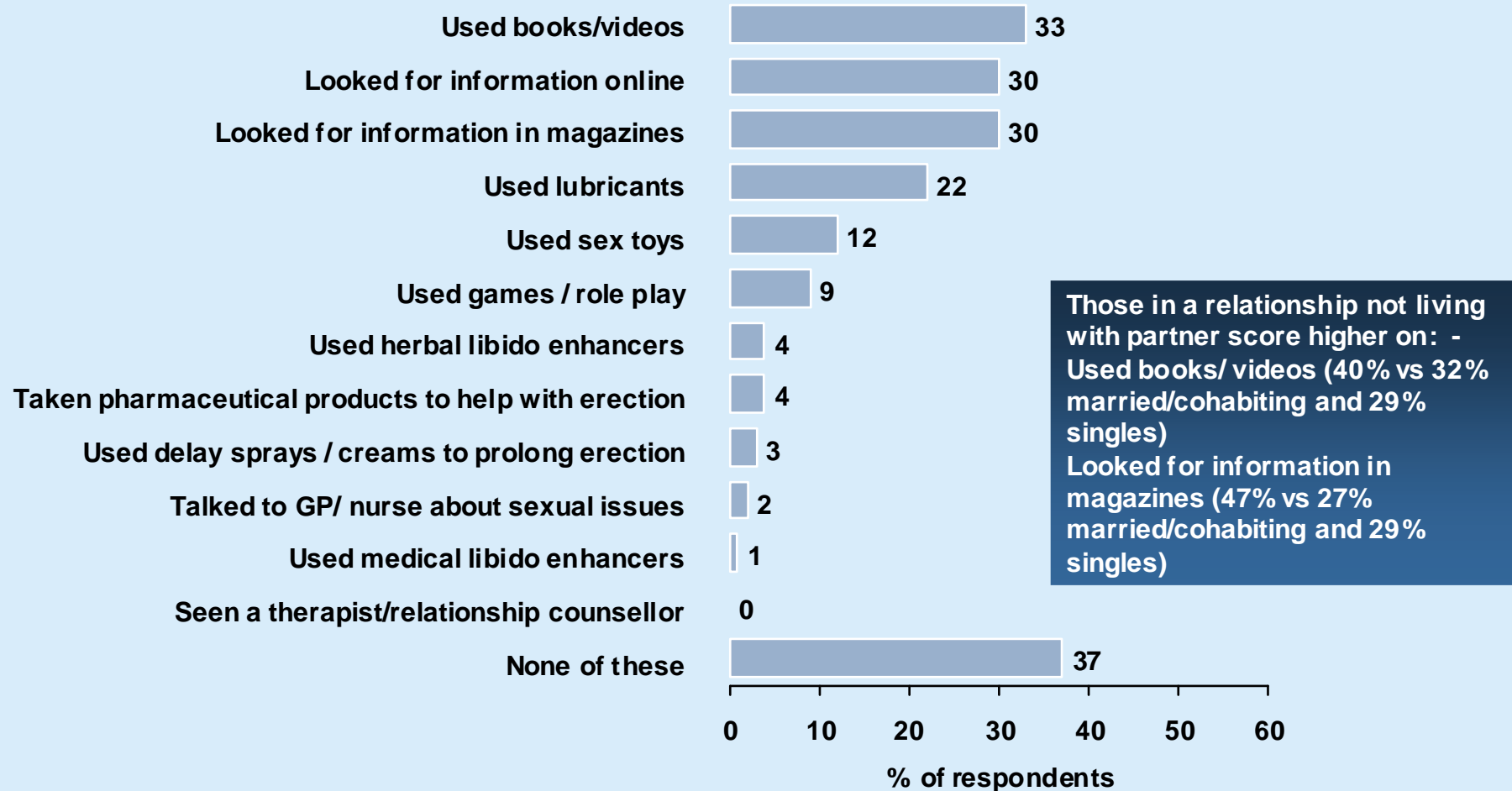




What Would We *Really Like To*
Do “In The Bedroom”?



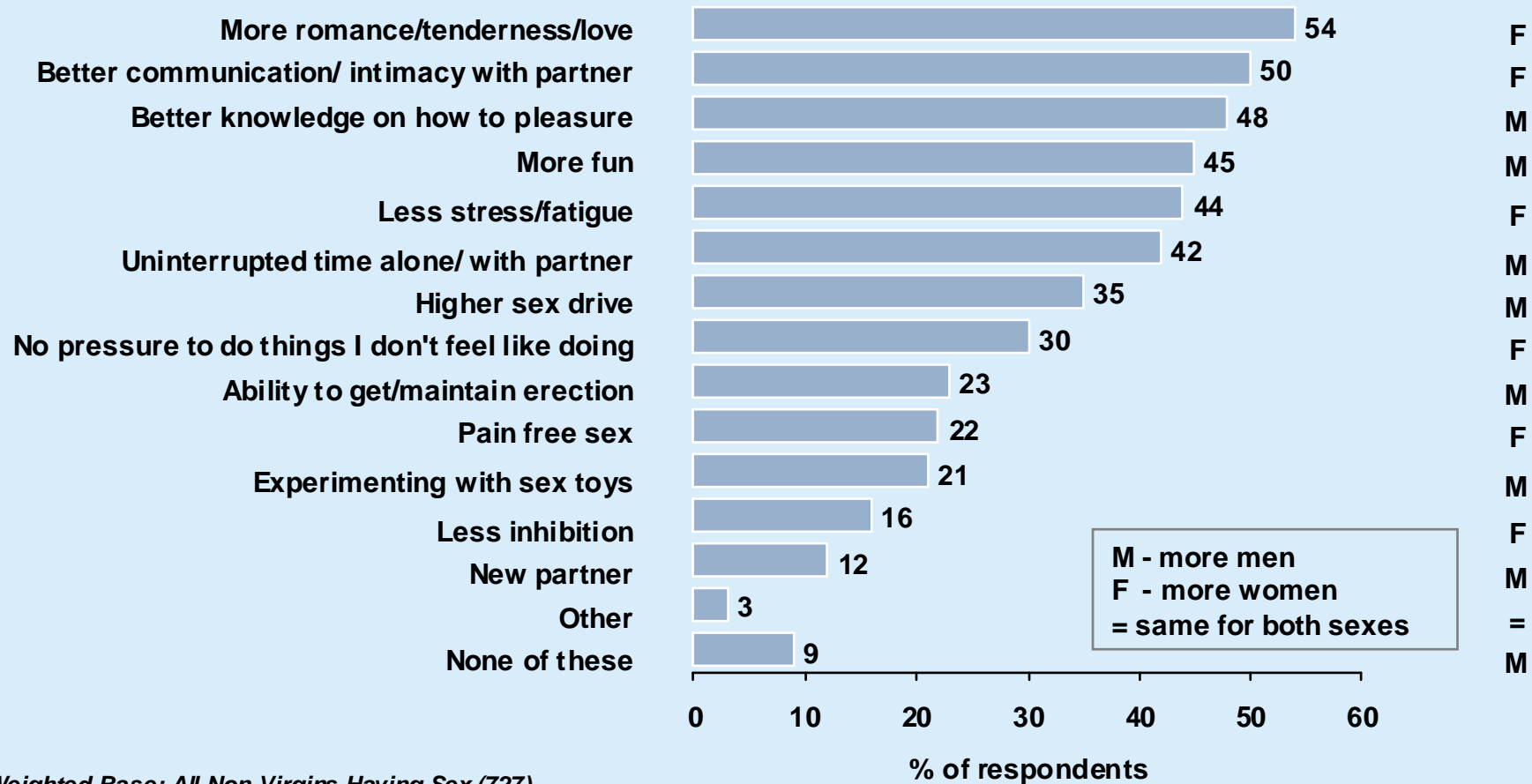
Relatively Few Steps Have Been Taken By People To Improve Their Sex Lives



Weighted Base: All Non Virgins (795) – Excludes those declining to answer (unweighted: 742)



More Romance, Better Communication And Knowledge On How To Pleasure Would Improve Satisfaction



Weighted Base: All Non Virgins Having Sex (727)



Improvements Vary By Relationship Status

- Singles are looking for:
 - Romance/tenderness/love (62% vs 52% married/cohabiting)
 - Better knowledge on how to pleasure (63% vs 48% married/cohabiting)
 - No pressure to do things they don't feel like doing (50% vs 26% married/cohabiting)

- Those in a relationship but not living with partner wish for:
 - Better knowledge on how to pleasure (69% vs 44% married/cohabiting)
 - Uninterrupted time with partner (65% vs 40% married/cohabiting)
 - Romance/tenderness/love (60% vs 52% married/cohabiting)
 - Better communication/intimacy (55% vs 48% married/cohabiting)
 - Experimenting with sex toys (42% vs 16% married/cohabiting)

- Those married/cohabiting long for
 - Higher sex drive (34% vs 25% singles)

Weighted Base: Single (54), In relationship not living with partner (94), Married/cohabiting (565)



Interest In Activity By Age

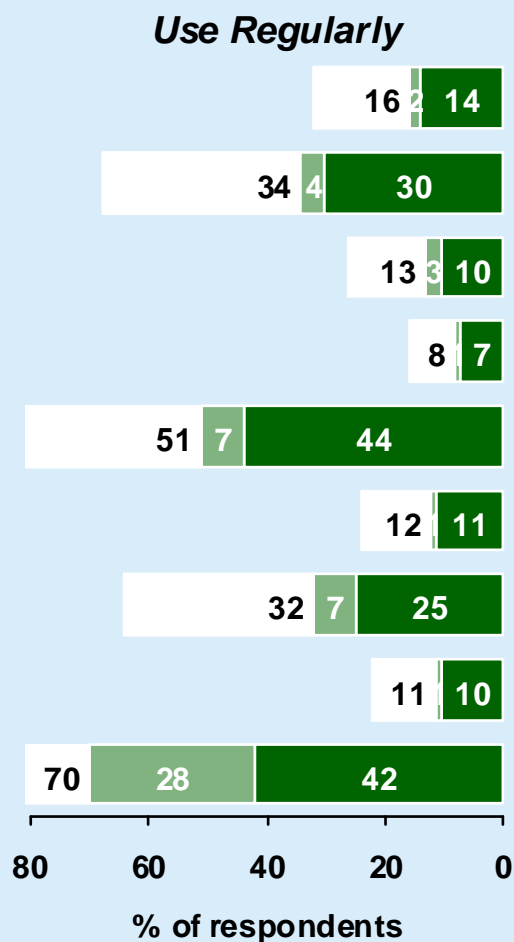
	Age			
	16 – 24	25 – 34	35 – 44	45 - 54
Wearing sexy underwear	37%	25%	18%	10%
Giving / receiving massage	48%	33%	36%	20%
Vaginal sex	6%	15%	8%	7%
Giving oral sex	30%	16%	14%	7%
Receiving oral sex	46%	27%	21%	21%
Sexual fantasies	27%	27%	24%	13%
Looking at erotic materials	21%	10%	15%	16%
Roleplay	50%	33%	22%	11%
Bondage / S + M	20%	20%	17%	7%
Telephone Sex	16%	14%	17%	9%

Note: base size for 55+ too small to comment on (57 weighted, 26 unweighted)

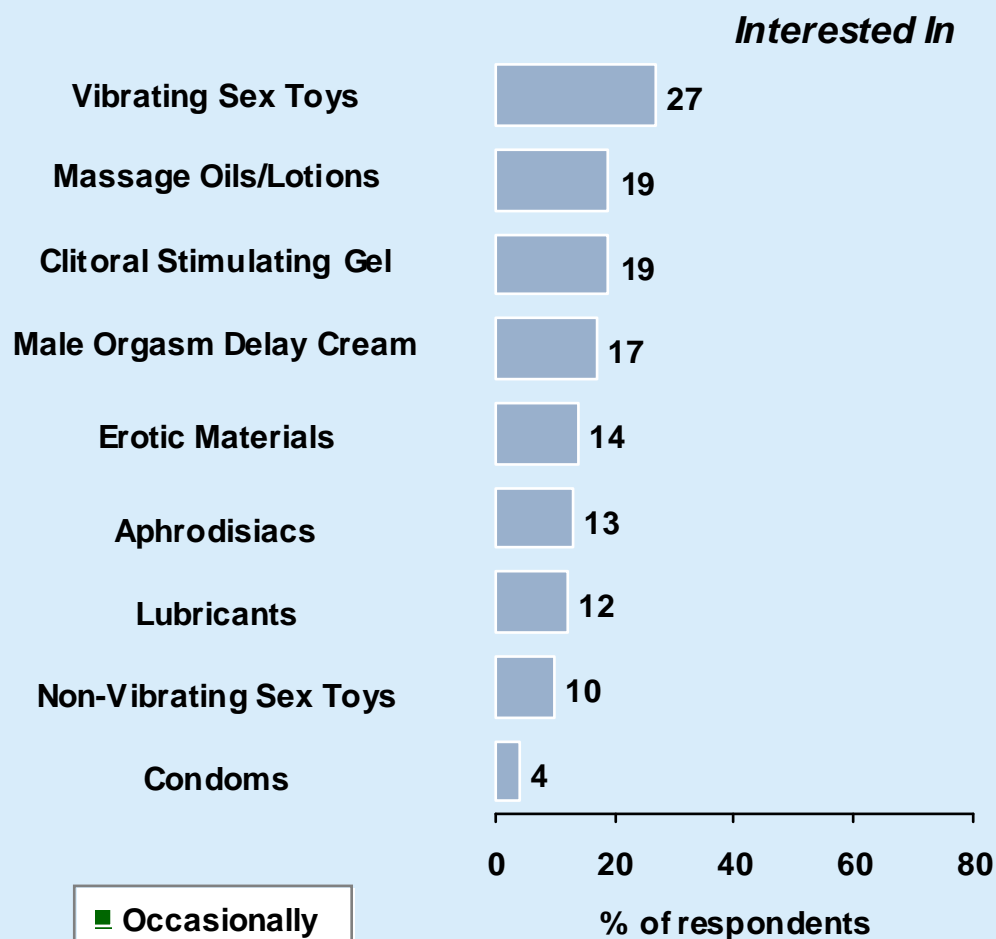
Weighted Base: All Respondents (Non-virgins) who don't take part in activity



High Interest In Using Products They Don't Currently



Weighted Base: All Respondents (1021)



Weighted Base: All Respondents Who Didn't Use That Product



Interest In Products By Age

	Age			
	16 - 24	25 - 34	35 - 44	45 - 54
Clitoral stimulating gel	19	18	26	11
Massage oils/lotions	33	23	15	17
Vibrating sex toys	41	29	27	21
Aphrodisiacs	12	12	10	17
Male delay spray/cream	15	18	18	15
Lubricants	29	14	8	9
Non-vibrating sex toys	20	11	9	7
Erotic materials	26	11	16	11
Condoms	1	8	6	-

Note: base size for 55+ too small to comment on (57 weighted, 26 unweighted)

Weighted Base: All Respondents who don't use that product

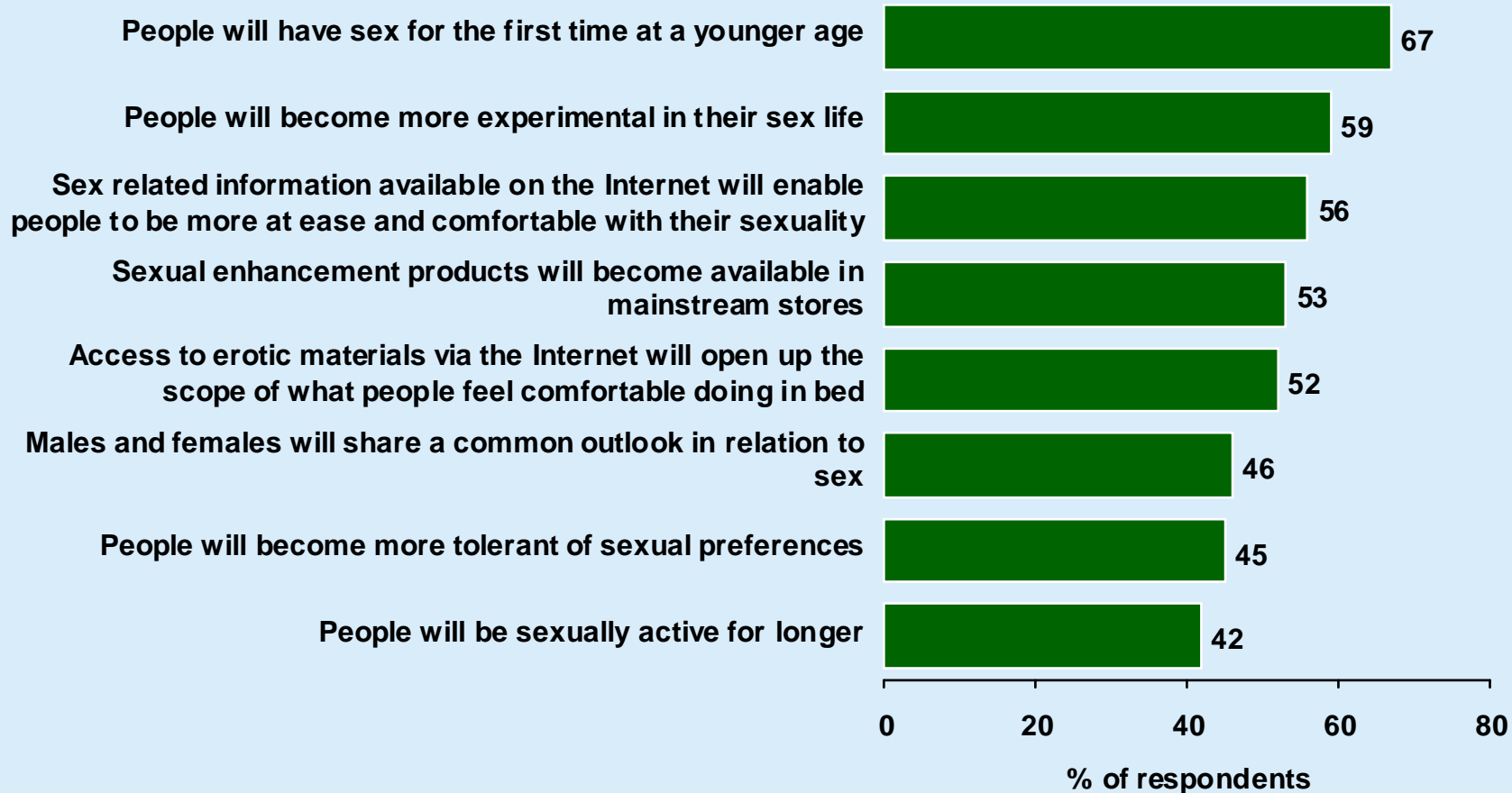


Attitudes To Buying Sex Products

- **57%** of us agree it **is acceptable** for products aimed at improving your sex life to be available in **mainstream stores** – such as supermarkets, pharmacies etc
- Just over a half (**58%**) would like **all sex products** to be located in **same part of a store**



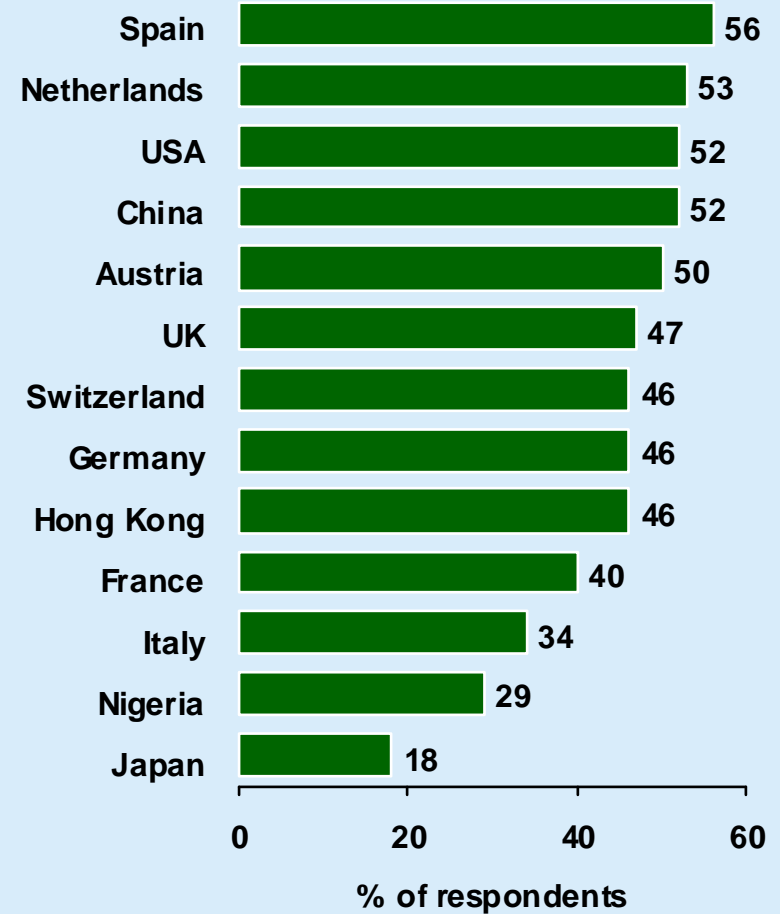
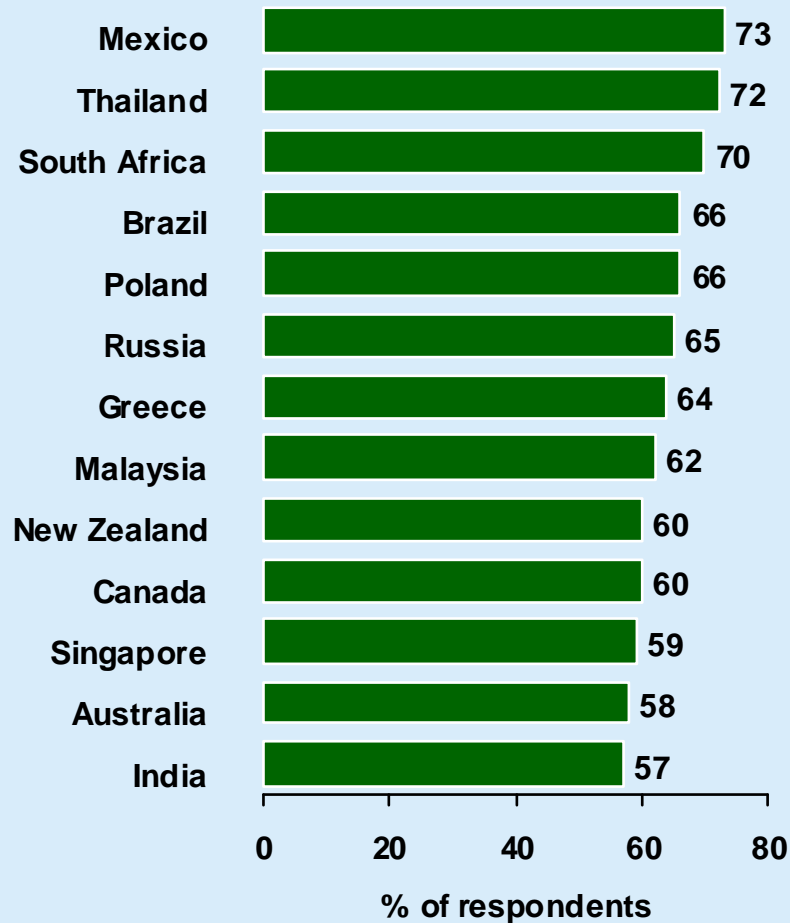
Things Likely To Happen In Next 10 Years



Weighted Base: All Respondents weighted (1021) – excludes those who decline to answer



% Believing People Will Become More Experimental In Their Sex Life In The Next 10 Years



Weighted Base: All Respondents weighted (26,028) – excludes those who decline to answer





Appendix: About SWGS



From GLOBAL SEX SURVEY to SEXUAL WELLBEING GLOBAL SURVEY

Global Sex Survey – was world's largest survey of its kind
- the most reliable barometer of changing sexual habits,
attitudes and trends globally and locally.

Sexual Wellbeing Survey - a new initiative & progression
-focus on sexual wellbeing – what it is, why it is important

The Sexual Wellbeing Global Survey results will be released over five installments. The first installment launched in April focused on Sexual Satisfaction. In The Bedroom is the second installment.





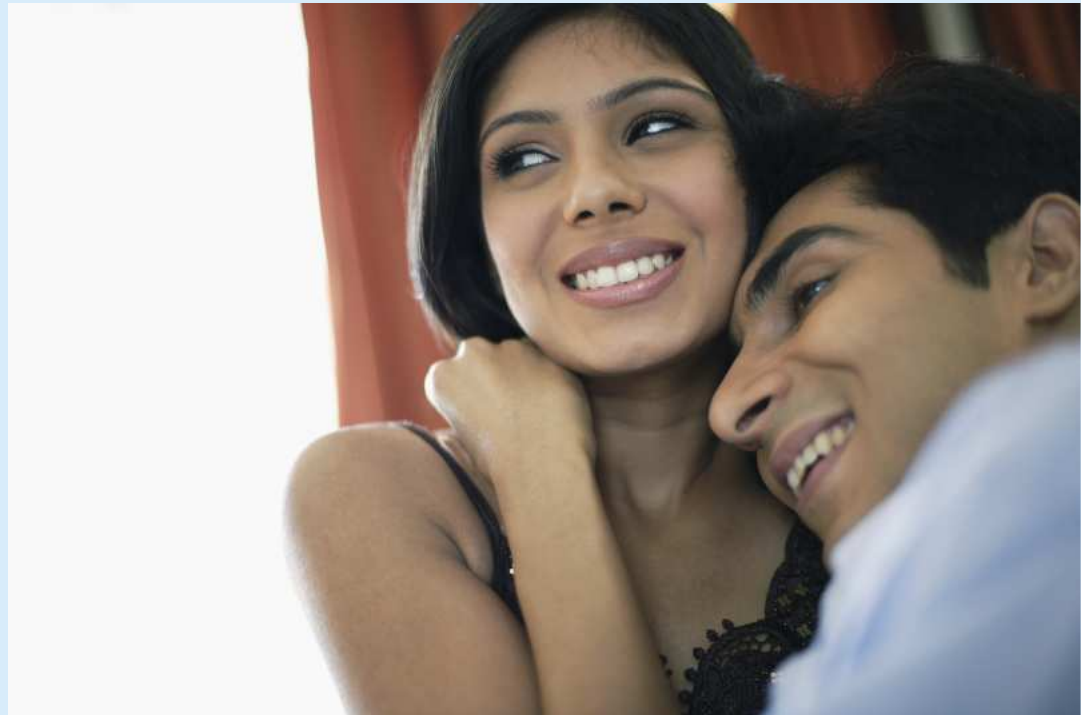
What is Sexual Wellbeing?



What is Sexual Well-Being

Quite simply, sexual wellbeing is a contented state of being happy & healthy pertaining to sexual matters & relations.

Sexual wellbeing, a balance of physical, emotional and sociological factors, is vitally important to our overall wellbeing, regardless of gender and age.





Why Sexual Wellbeing



Why Sexual Well-Being

- As the market leader of branded condoms, lubricants and devices, Durex is always keen to further improve our understanding of what better sex means and what people want to fulfil their sexual aspirations and enjoy better sex.
- For many years it has been assumed that sexual wellbeing plays an essential role in general wellbeing but there has been little real evidence to support this.
- Our survey provides an unprecedented insight into all areas of sexual wellbeing – sex, relationships, health and wellbeing – giving us a clear picture of how people view their sex lives today.





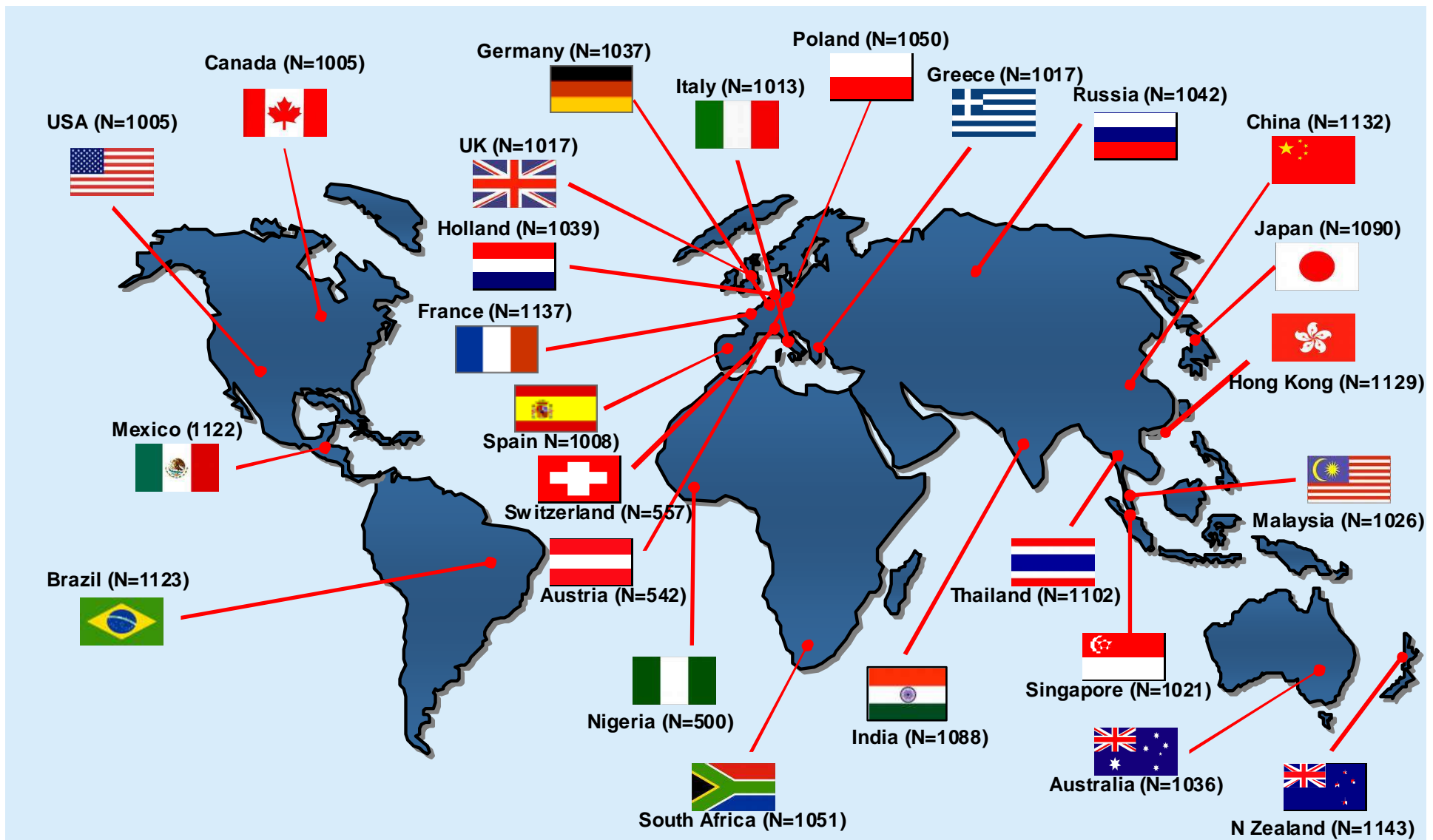
SWGS Methodology



SWGS Methodology

- The Durex Sexual Wellbeing Global Survey was conducted during August and September 2006.
- The survey was conducted in 26 countries, with a total number of 26,032 respondents





N = 26,032 interviews, 20-30 minutes in length, conducted online across 26 countries in Aug / Sep 2006



SWGS Methodology

- An online approach was adopted in 25 countries: Australia, Austria, Brazil, Canada, China, France, Germany, Greece, Hong Kong, Italy, Japan, India, Malaysia, Mexico, Netherlands, New Zealand, Poland, Russia, Singapore, Spain, South Africa, Switzerland, Thailand, UK, USA.
- For Nigeria a face-to-face/self completion approach was adopted, due to the low use of internet and telephone in this country.



SWGS Methodology

- Harris Interactive, the pioneer in online research, was appointed to conduct the survey.
- Online is an advantage for this sensitive topic area, which required honesty and openness.
 - no interviewer bias
 - done in the privacy of their home at a time that is most convenient to them
- An efficient means of data collection that reaches a large number of people within a short timeframe, combined with high data accuracy/quality.
- Need for global coverage and comparability across markets.





Singapore Demographic Data



Basic Singapore Demographic Data

- » Age of Participation: 18 +
- » Sample Size Target: 1,000
- » No. of Interviews Achieved: 1,021
- » Gender (%): Male (51%) Female (49%)
- » Age:
 - 18 – 19 (0%)
 - 20 – 24 (11%)
 - 25 – 34 (28%)
 - 35 – 49 (48%)
 - 50 – 64 (13%)
 - 65 + (1%)



Basic Singapore Demographic Data

- » Sexual history: Non virgin (84%)
 Virgin (16%)

- » Relationship Status: Single, not dating (14%)
 Dating, not in relationship (8%)
 Relationship not living with partner (12%)
 Living with partner (3%)
 Married (61%)
 Getting divorced/ separated (2%)



Thank You

