



# Sexual Satisfaction Survey 2021

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We pride ourselves on helping people lead exciting and fulfilling sex lives. Whether you enjoy kink or more traditional methods of sexual gratification, our job is to help you have as many mind-blowing experiences as possible. And the only way to truly achieve that is to get intimate between the sheets with you all.

We set out on a journey of erotic discovery to understand just how satisfied the UK population is, what gets you off and how the P-word (pandemic) has affected your experiences.

We surveyed 1,000 people aged 18 and up of all sexual preferences, relationship status and gender to get a good grasp of what boudoir experiences the UK is having. Perhaps the most exciting statistics from our survey shows that practice really does make for perfection, with 45% of people aged 65 and older feeling sexually fulfilled most of the time (compared to 40% of 18-24 year olds).

But that doesn't mean that the older generation can't learn a thing or two from the young'uns to enhance their experiences even further, with 19% of 18-24 year olds having multiple orgasms every time they have sex (compared with a mere 4% of people who are 65 and older).

So, without further ado (because we can't keep our learnings to ourselves for one second longer), please enjoy our sexual wellness report.

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# Is the UK sexually fulfilled?

## Men are having 20% more orgasms than women

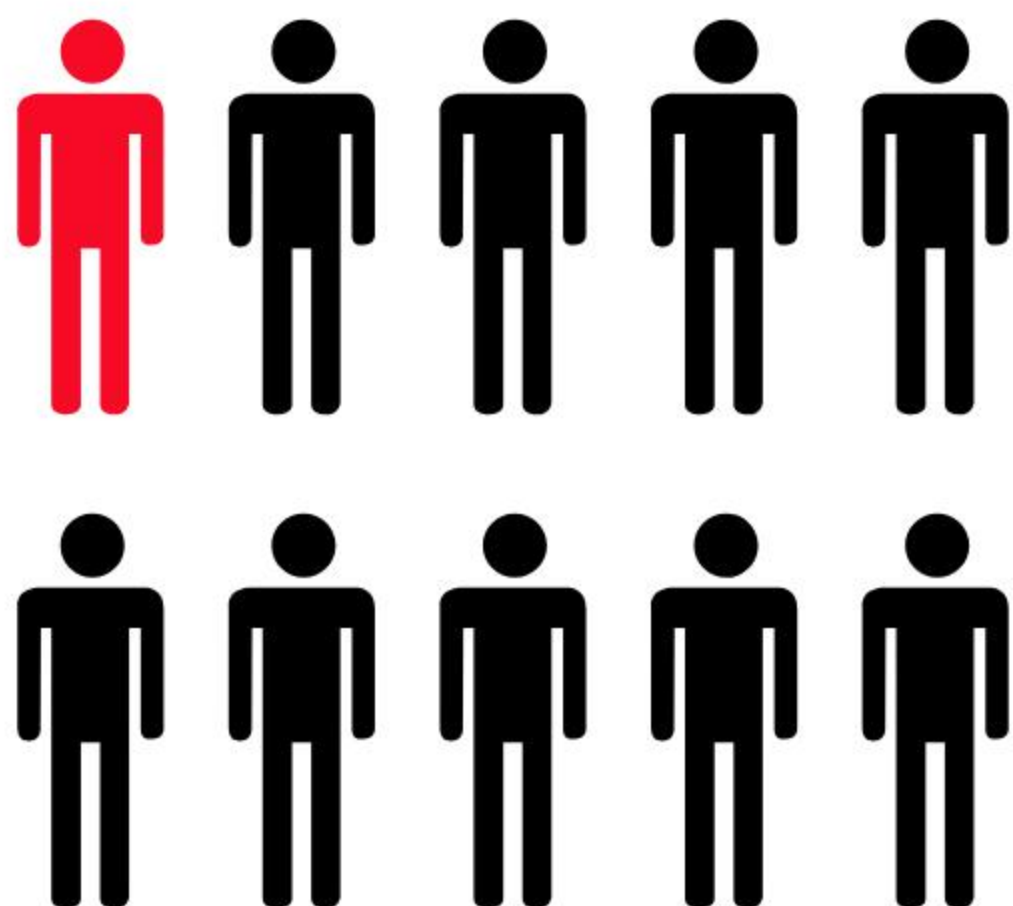
We've collected the data, scoured every last piece of information and crunched the numbers. And what did we discover?

The UK is sexually UN-fulfilled.

Yes, that's right. We said it. Not only do one in ten of our survey respondents admit that they rarely feel fulfilled, but 12% of women have never pleasured themselves, men experience 20% more orgasms than women on average and half of the UK have never used a sex toy.

Not to mention Covid causing a sex drought, with 13% of women and 9% of men admitting that they have had no sex at all during the pandemic.

## 1 in 10 Adults rarely feel sexually fulfilled



## Half the UK rarely or never uses sex toys with a partner



■ Every time (6.69%) ■ Often (11.88%)  
 ■ Occasionally (17.37%) ■ Rarely (17.17%)  
 ■ Never (46.91%)

However, it isn't all doom and gloom. It appears that pleasure lies in the palm of your hand or at the tip of your fingers, with 72% of women and 82% of men saying that they orgasm most of the time when masturbating.

It also seems that heterosexual couples may be able to learn a little something about sexual expression from the LGBTQ+ community. When asked how often they orgasm, the biggest numbers came from respondents who identified as 'bisexual', with 22% saying that they regularly experience multiple orgasms with partners. We also found that 46% of homosexual people who took the survey play with toys during sex with a partner. In comparison, 51% of heterosexual people never enhance sex with a partner with toys.

Let's dive a little deeper into our stats...



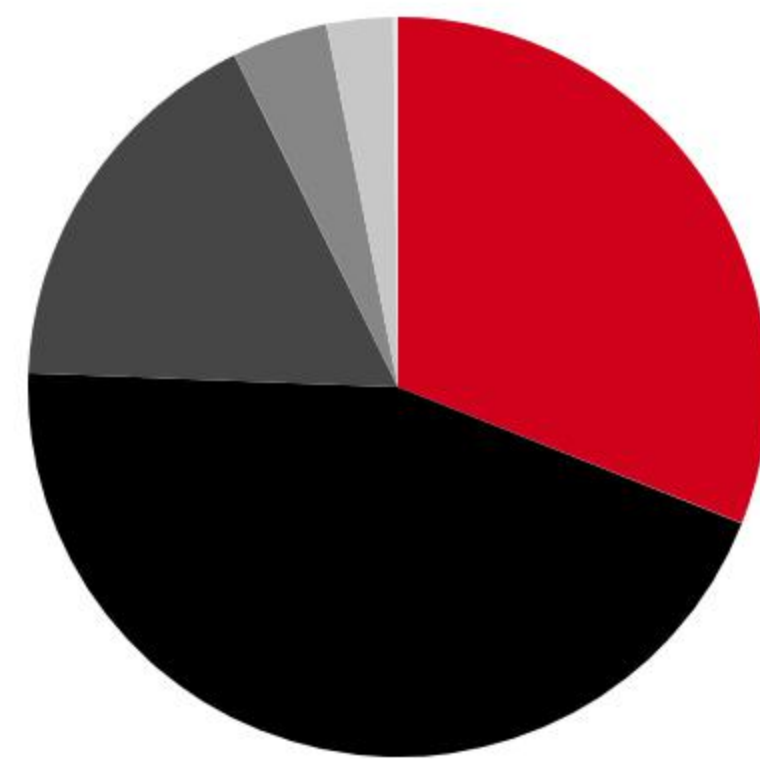
# Married couples orgasm more

1 in 5 UK adults say they orgasm less than 50% of the time when having sex with a partner

Anyone who says that marriage signals the end of your sex life might want to check their facts. Almost half of the married respondents that we surveyed (45%) say they orgasm every time they have sex, with 17% enjoying regular multiple orgasms.

They are also the most likely to feel fulfilled whenever they hop into bed with their significant other, compared to unwed couples. This may be because they have had the time and opportunity to explore each other's bodies and feel comfortable enough to explain what really gets them off.

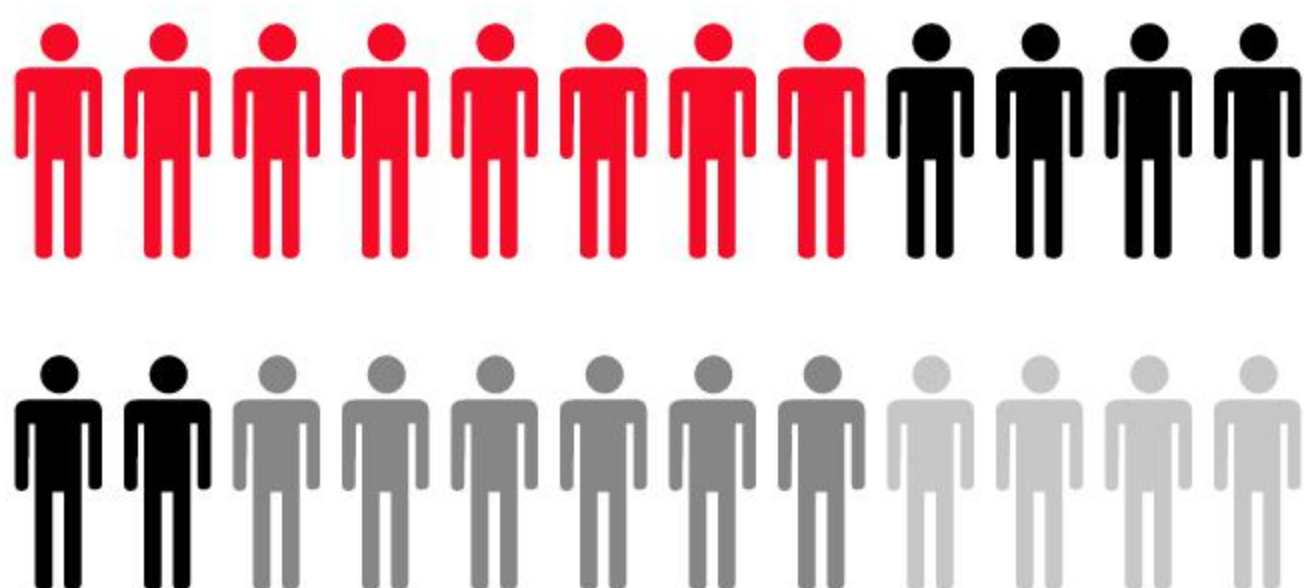
How often married couples feel fulfilled during sex



■ Every time (31.01%) 
 ■ Most of the time (44.61%)  
■ Occasionally (17.1%) 
 ■ Hardly Ever (4.19%)  
■ Only During Masturbation (2.89%) 
 ■ Never (0.2%)

17% of UK adults regularly have multiple orgasms

Regularly use sex toys with a partner



■ Married (33.33%) 
 ■ Single (25%)  
■ In a relationship (25%) 
 ■ Co-habiting (16.67%)

It appears that alone time exploration is just as satisfying as sex with their significant other, with 40% of married respondents claiming to climax at least once during masturbation, and 16% experiencing multiple orgasms. That doesn't mean that there isn't room for improvement, though, as 10% of the married people we surveyed have never tried solo play.

We recommend turning playtime into literal play, and introducing toys into the mix; 54% of our married couples reported never using toys during masturbation and 47% divulged that toys have never played a role in sex.



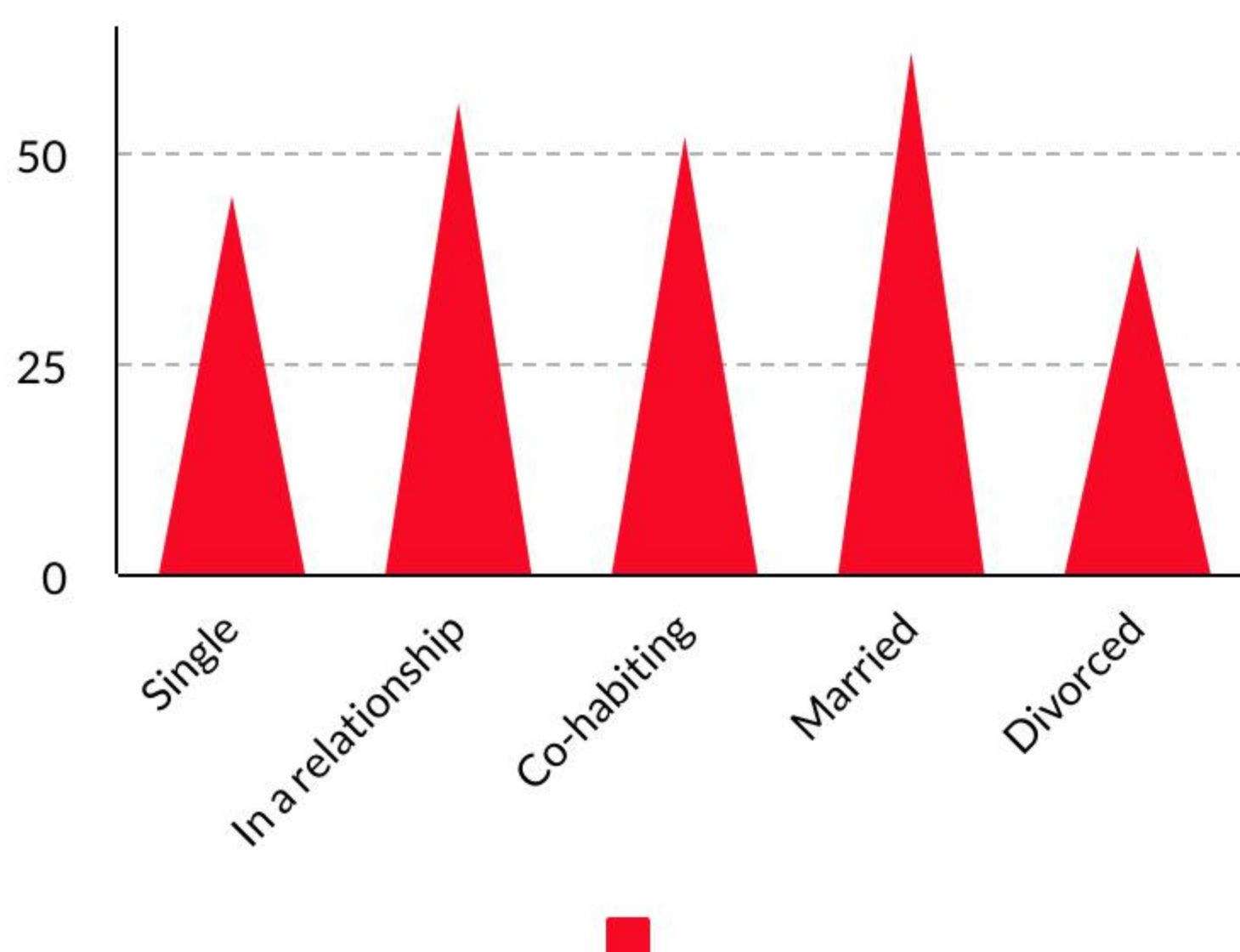
# Absence makes the heart grow fonder

23% of couples who don't live together regularly use toys during sex

Couples living apart are experiencing the most orgasms during masturbation, as 64% of respondents who live apart from their partner claimed to climax at least once every time they engage in solo play, and 16% said that they regularly experience multiple orgasms.

One possible reason for this is that living apart means solo play can be a more prominent part of your sex life, and less concern for the enjoyment of a significant other means you are able to give yourself entirely to your own pleasure. This group is also most likely to use toys when having sex, with 23% saying they use them often or every time they engage in sex with a partner. This combination of self-exploration and enhancing their sex lives with toys is clearly working, as 51% said that they orgasm at least once every time they have sex.

Regularly orgasm during sex with a partner



27% of couples who live together use sex toys to masturbate

Rarely feel sexually fulfilled



■ Divorced (42.42%) 
 ■ Single (27.27%)  
■ In a relationship (12.12%) 
 ■ Married (10.61%)  
■ Co-habiting (7.58%)

We saw similar results from our single participants, as 48% say that they feel sexually fulfilled most of the time - the highest percentage of respondents based on relationship status. Singletons also use toys during masturbation more than anyone in a relationship, married, divorced or widowed, with 17% saying they use them often or every time. Conversely, 17% of our singletons orgasm less than 50% of the time during sex.

It seems that knowing your body and scheduling a date night with yourself is the key to a fulfilling sex life.



# Is age really just a number?

90% of over 65s say they rarely or never masturbate with sex toys

When it comes to enhancing sexual experiences, 18-34 year olds are certainly leading the way. 26% of people aged 18-24 often play with toys while masturbating compared to just 1% of individuals aged 65 and older. In fact, 86% of people over 65 have never pleasured themselves with a toy; almost double the amount of our youngest survey respondents.

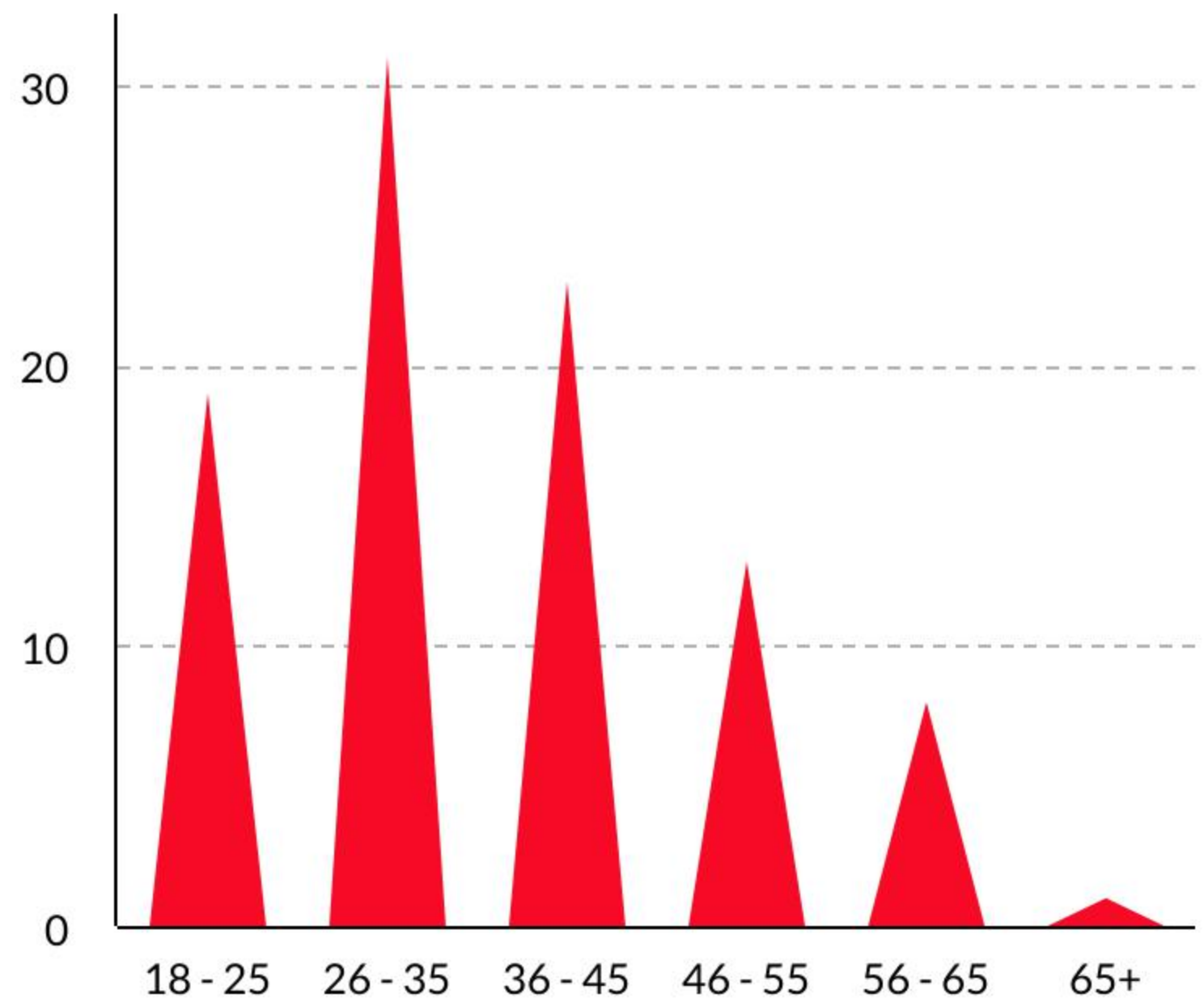
## Younger people are more willing to use toys in the boudoir

Younger generations are also most likely to include toys when having sex with their partner, as 31% of respondents aged 25-34 say they use toys with a partner often. Whereas 74% of those aged 65+ admitted never including toys during sex.

That could explain why 59% of people aged between 25 and 34 orgasm every time they have sex, and 24% said that they regularly climax multiple times in a single session.

10% of 18 - 24 year olds have never masturbated

Millennials are leading the way with sex toys



■ % of respondents who often use sex toys with partners

## Age isn't just a number when it comes to satisfaction

Despite the lack of s-exploration when it comes to toys and solo play, the 65+ age group reported being more sexually satisfied than their younger counterparts, with 77% saying they feel fulfilled most of the time, or every time, they have sex.

It seems that there are no complaints from the older generations; however, we were interested to discover how much more satisfaction could be had through the use of toys and masturbation. There is a whole world of pleasure out there waiting to be discovered.



# The fulfilment gap still exists

It seems that little has changed when it comes to the disparity between sexual fulfilment and gender, with 92% of men orgasming most of the time during sex compared to just 72% of women. The tables have turned, however, when it comes to masturbation, with 17% of women enjoying multiple orgasms regularly versus 12% of men.

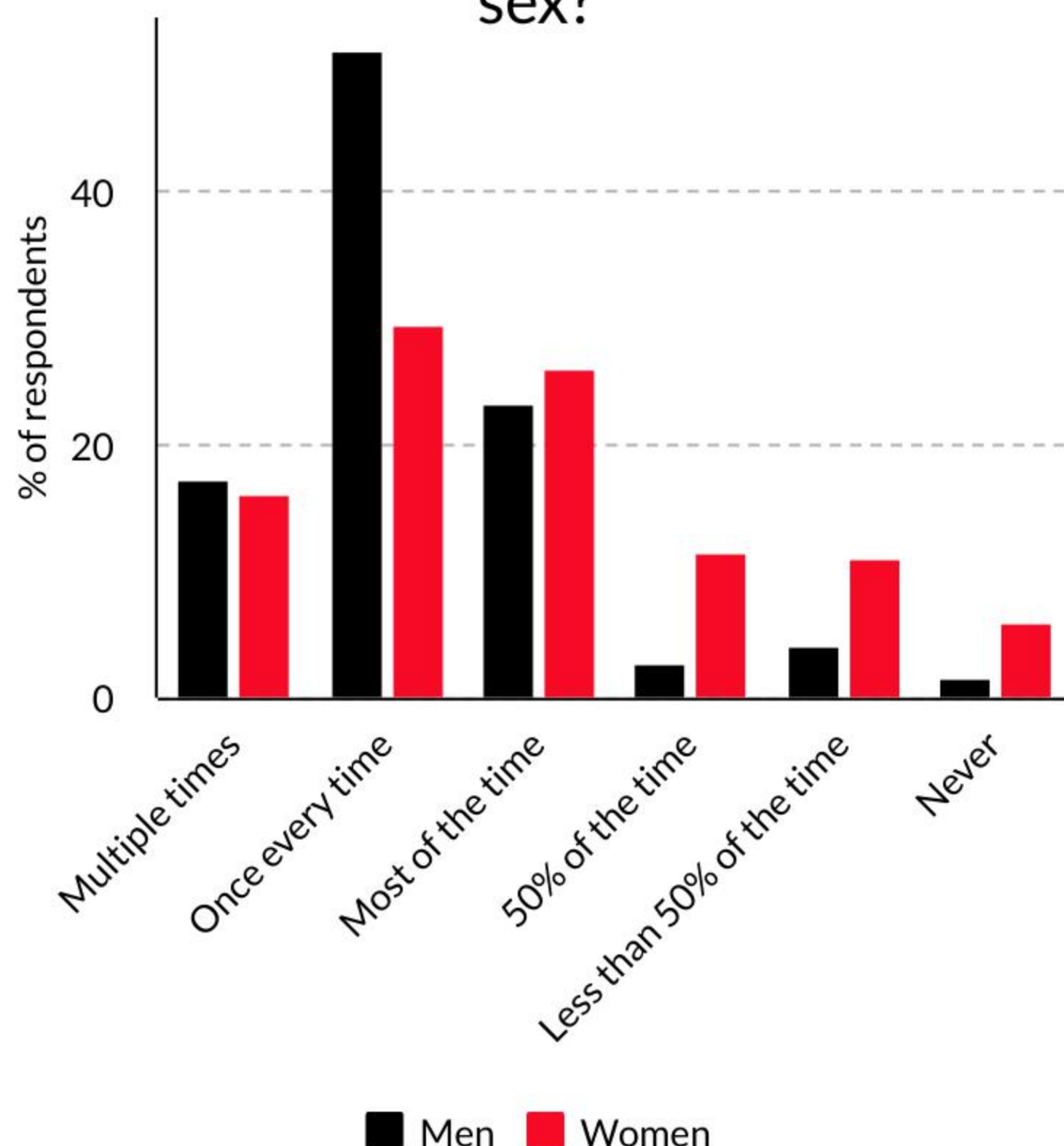
Interestingly, women seem to be much more open to inviting toys into the bedroom, with 15% regularly using toys in sex play compared to 8% of men. The same was true of masturbation, with more women enhancing their experience with toys than men (30% v 14%).

## How often do you feel sexually fulfilled?



- Every time I have sex (28.14%)
- Most of the time (44.01%)
- Occasionally (18.16%)
- Hardly ever (4.59%)
- Never (3.59%)
- Only during masturbation (1.5%)

## How often do you orgasm during sex?



## 12% of women have never masturbated

Generally, men seem to be more sexually fulfilled, with 5% of women who took our survey claiming to hardly ever feeling satisfied during sex and 5% stating that they only ever find fulfilment through masturbation.

It's clear that we need to empower women to take control of their pleasure and be more vocal when it comes to what makes them achieve climax. With 6% of women never achieving orgasm during sex, it seems that further education is required to help partners understand that sex isn't merely about penetration and there is a lot more fun to be had. That is a mission we are happy to take on.



# The effect of the P-word on our Ds and Vs

## 1 in 5 UK adults are having less sex in the pandemic due to stress/lack of motivation

The pandemic; a topic we are all sick of hearing about but can't help tuning in whenever possible. When we asked our group of survey-takers how COVID-19 has impacted their sex life, the answers were surprisingly varied.

Couples who live apart seem to be suffering the most, as 20% say they are having sex less often thanks to pesky lockdown restrictions. In fact, the inability to meet face-to-face, enforced social distancing and reduced opportunities to go on dates are all resulting in many UK adults not getting the level of action they once did, as 15% of single respondents said that lockdown rules meant they were having less sex than ever, and 30% said that they have had no sex at all during the pandemic.

Sex is a known method of relieving stress, but 24% of couples, both living together and apart, stated that sex has lessened since the outbreak because of stress levels being heightened or feeling less motivated in the bedroom.

## 22% of couples living together say they are having more sex than ever before

However, for some people lockdown hasn't put too much of a dampener on things, as 9% of single people admitted to having more sex than ever with multiple partners since the outbreak.

Bisexual people were the main culprits here, with 23% of respondents saying they are engaging in more sex with multiple partners than before the pandemic. This compared with 6% of heterosexual people claiming the same.

## The pandemic is causing a sex draught for 40% of the UK



- I'm having more sex (25.35%)
- I'm having less sex (28.84%)
- I'm having no sex (10.78%)
- It has had no effect (35.03%)

While we think that a hint of danger can add some much wanted spice to a rendezvous, we do highly recommend dating yourself or a toy if lockdown restricts you from meeting your partner/s. There are some wonderful apps out there that target long distance relationships that can keep you satisfied until you're able to safely meet up again.



## Summary & Advice

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“I believe that the need for self-love is more important than ever, especially with the stress and uncertainty caused by a global pandemic. By engaging with our bodies and learning what we like and dislike, and then having those open and honest conversations with any partners, the UK can enjoy a more fulfilled sex-life.

“While stress levels may be heightened, intimacy can be a form of relief. Sex can be so much more than penetration, as I’m sure the women who have never experienced an orgasm during sex will tell you. Whether it’s external stimulation with toys or sharing a steamy bath with a partner, we could harness the enforced lockdown to find deeper levels of intimacy with our partners.

“And for those who are single, take this time to treat your body like royalty. You deserve to enjoy a fulfilled sex life, and with a little help from us you won’t need an extra set of hands.

I got into this business to help as many people understand and explore the many facets of sex in a safe way. It’s clear that we still have a way to go for the UK to truly harness sexual fulfillment, but that simply means that there is so much more to be discovered and we will be there with you every step of the way.”

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