



Sexual Wellbeing

Global Survey

07|08

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



Today's Presentation

- What is Sexual Wellbeing
- Why Sexual Wellbeing
- SWGS Methodology
- Singapore Demographic Data
- Our Initial Focus: Sexual Satisfaction
- General Satisfaction Level
- Drivers of Sexual Satisfaction: Physical
- Drivers of Sexual Satisfaction: Emotional
- Issues Lowering Satisfaction Levels
- Improving Satisfaction Levels





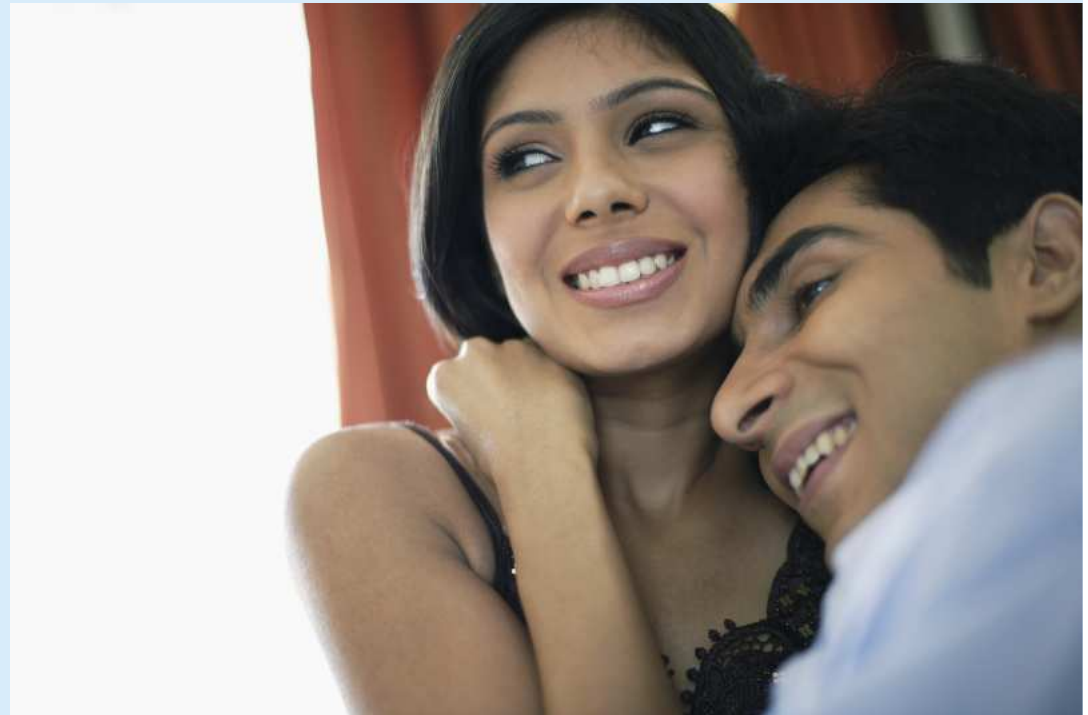
What is Sexual Wellbeing?



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.





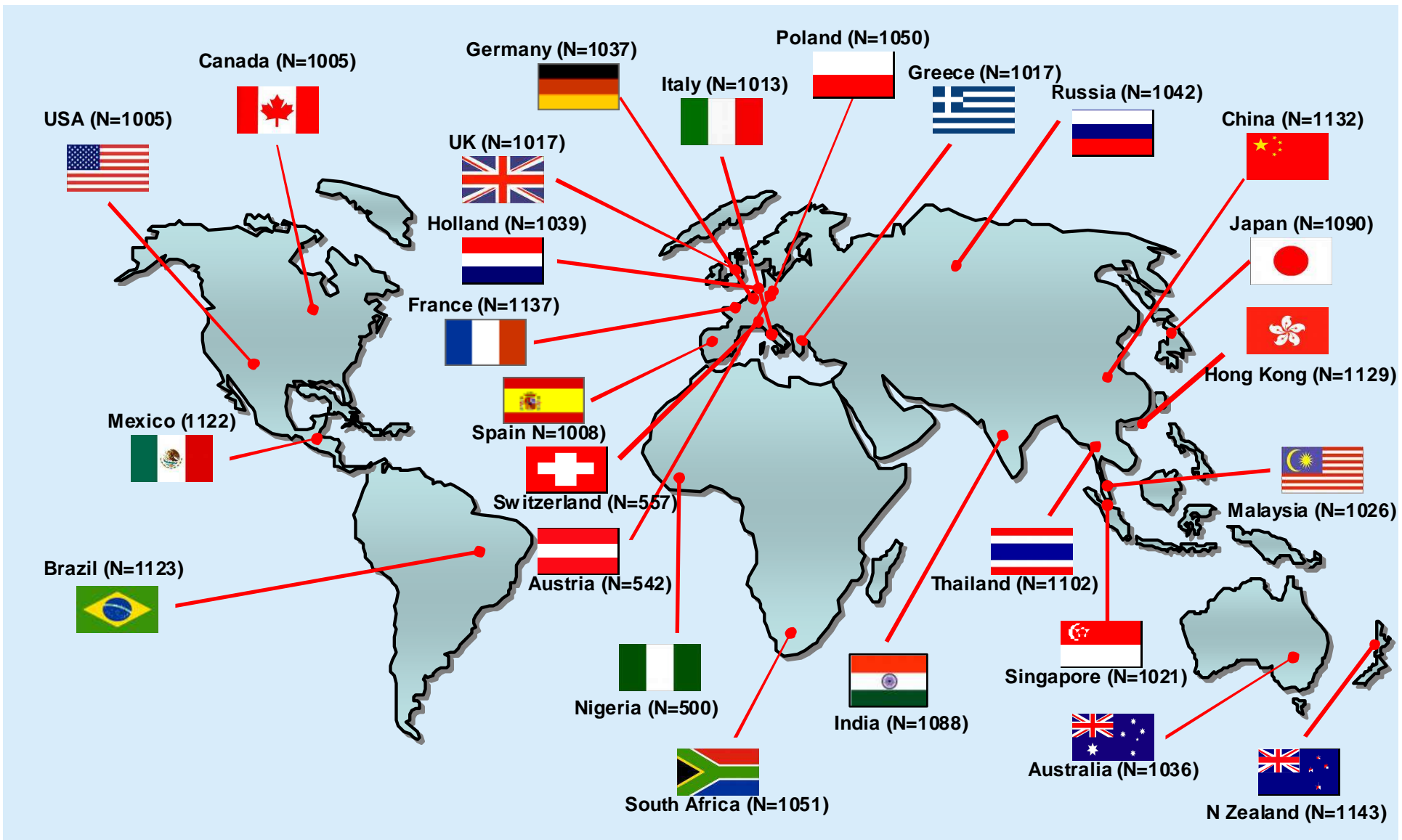
SWGS Methodology



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%)



Satisfaction





Our Initial Focus:
*Sexual
Satisfaction*



Sexual Satisfaction

- > Sexual Satisfaction was chosen to launch the findings because it provides a broad overview on the physical and emotional aspects of sex and sexual conditions, as well as showing how these can impact on satisfaction levels.
- > It also identifies ways in which satisfaction levels can be boosted. As such, this seemed a sensible starting point.
- > A series of reports will follow on other specific subject areas including sexual experimentation, physical pleasure, emotional aspects of sex, first sex and sex education.





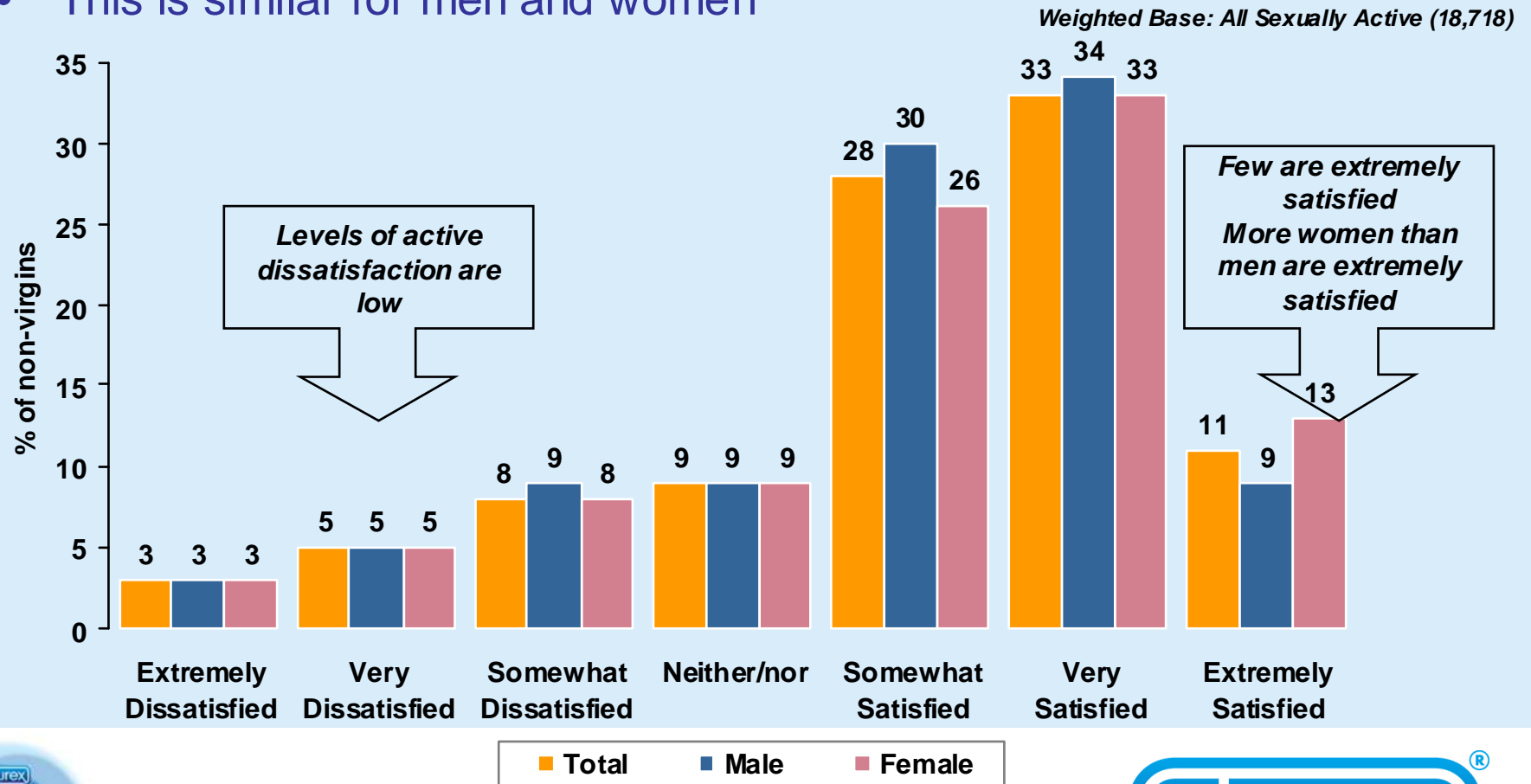
General
Satisfaction
Level:

*Exciting, Mediocre
or Boring?*

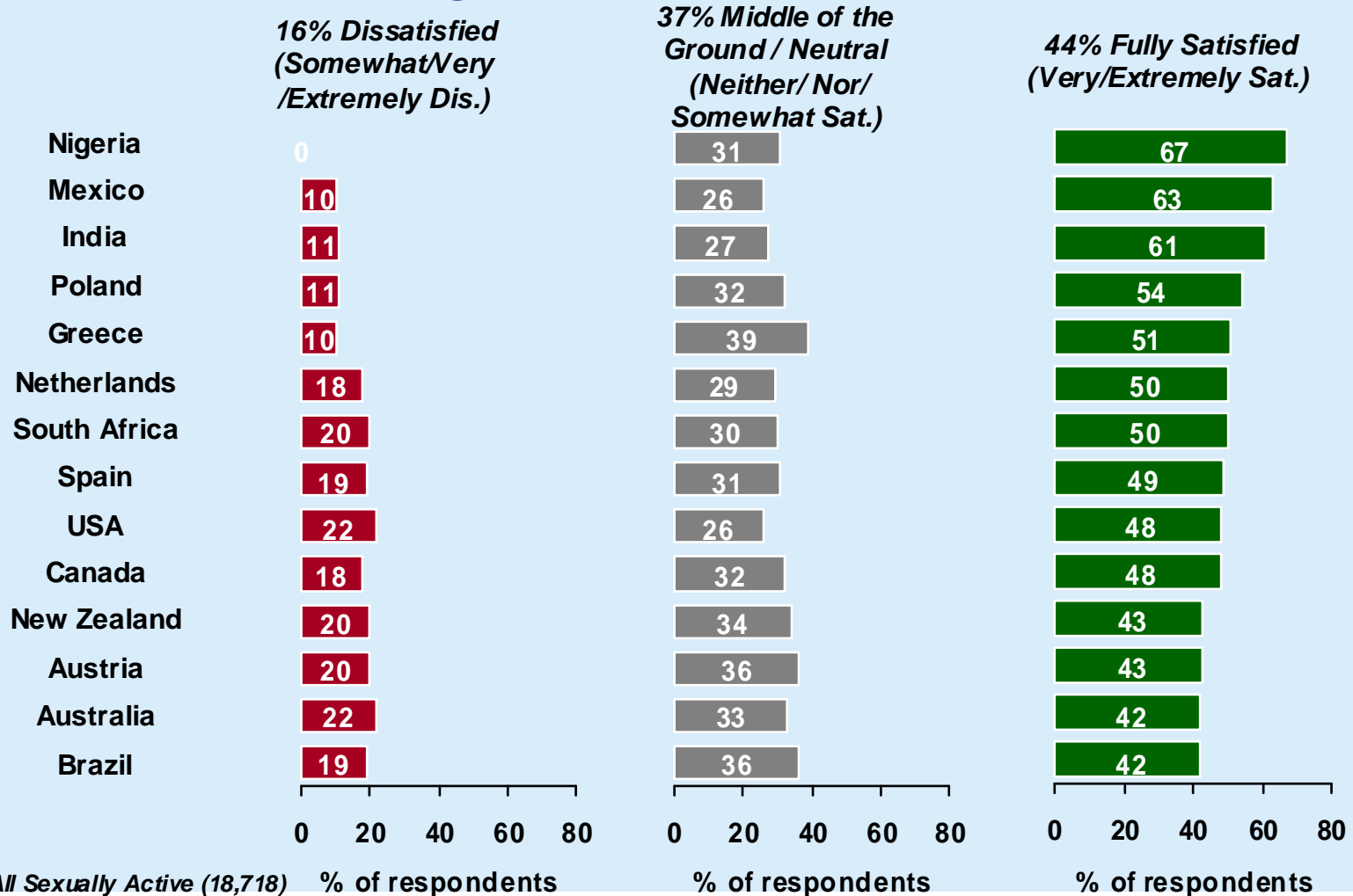


Global Sexual Satisfaction can be described as Mediocre

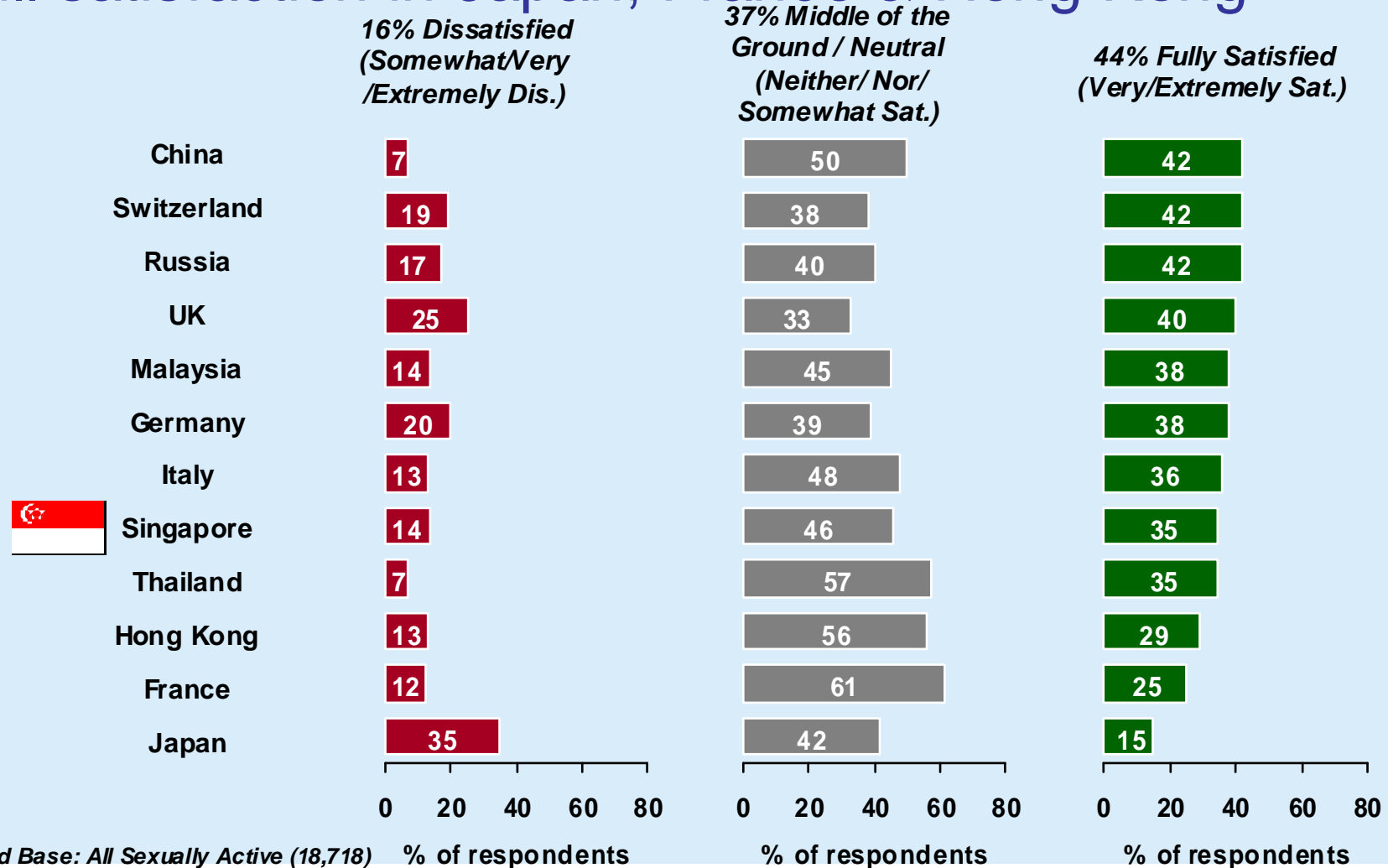
- Just 44% are fully satisfied (i.e. very or extremely satisfied)
- This is similar for men and women



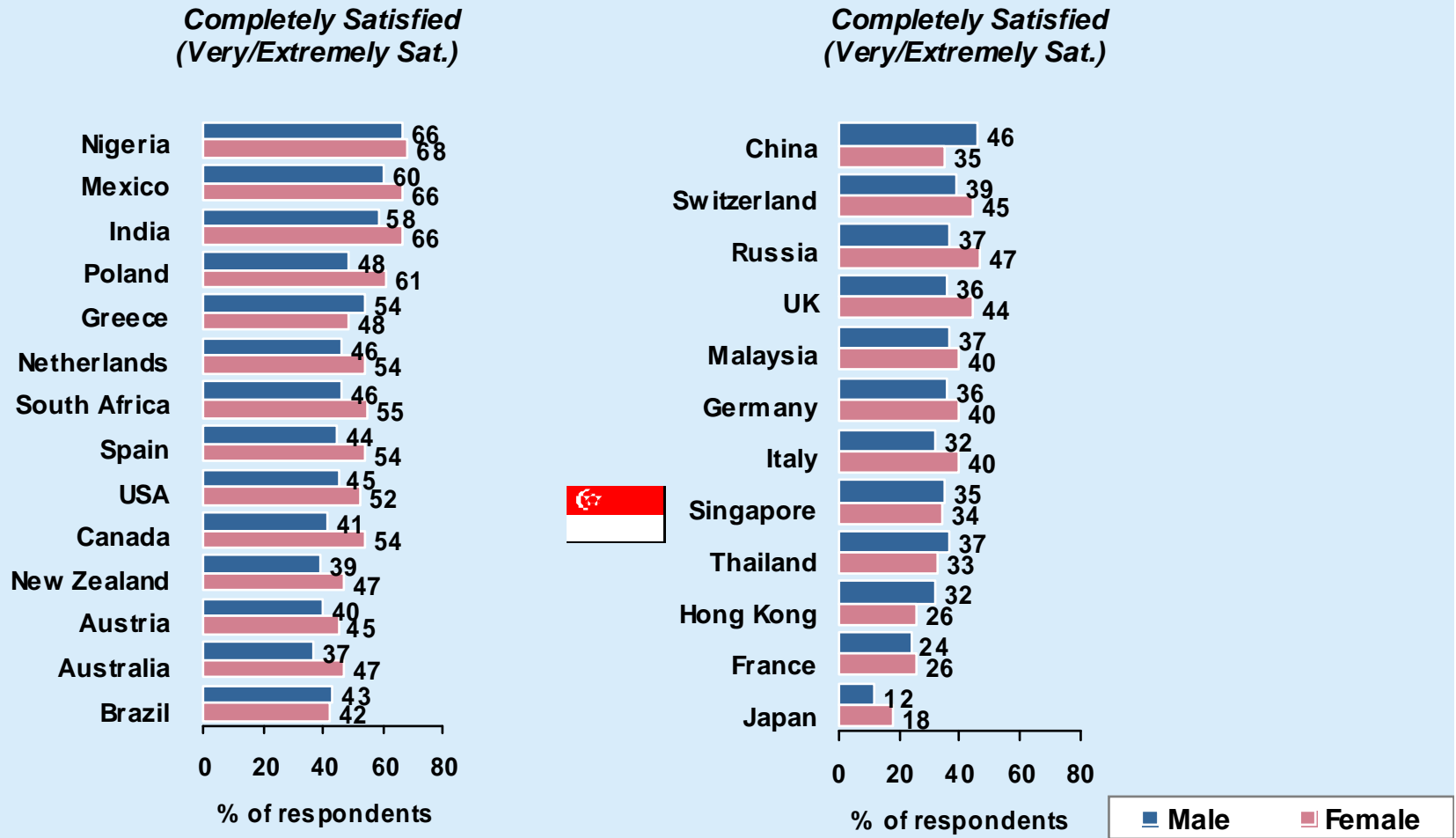
General Satisfaction Levels – highest levels of full satisfaction In Nigeria, Mexico, India & Poland



General Satisfaction Levels – lowest levels of full satisfaction in Japan, France & Hong Kong



Sexual Satisfaction By Gender



Weighted Base: All Sexually Active (18,718)





What are the Drivers of Sexual Satisfaction?

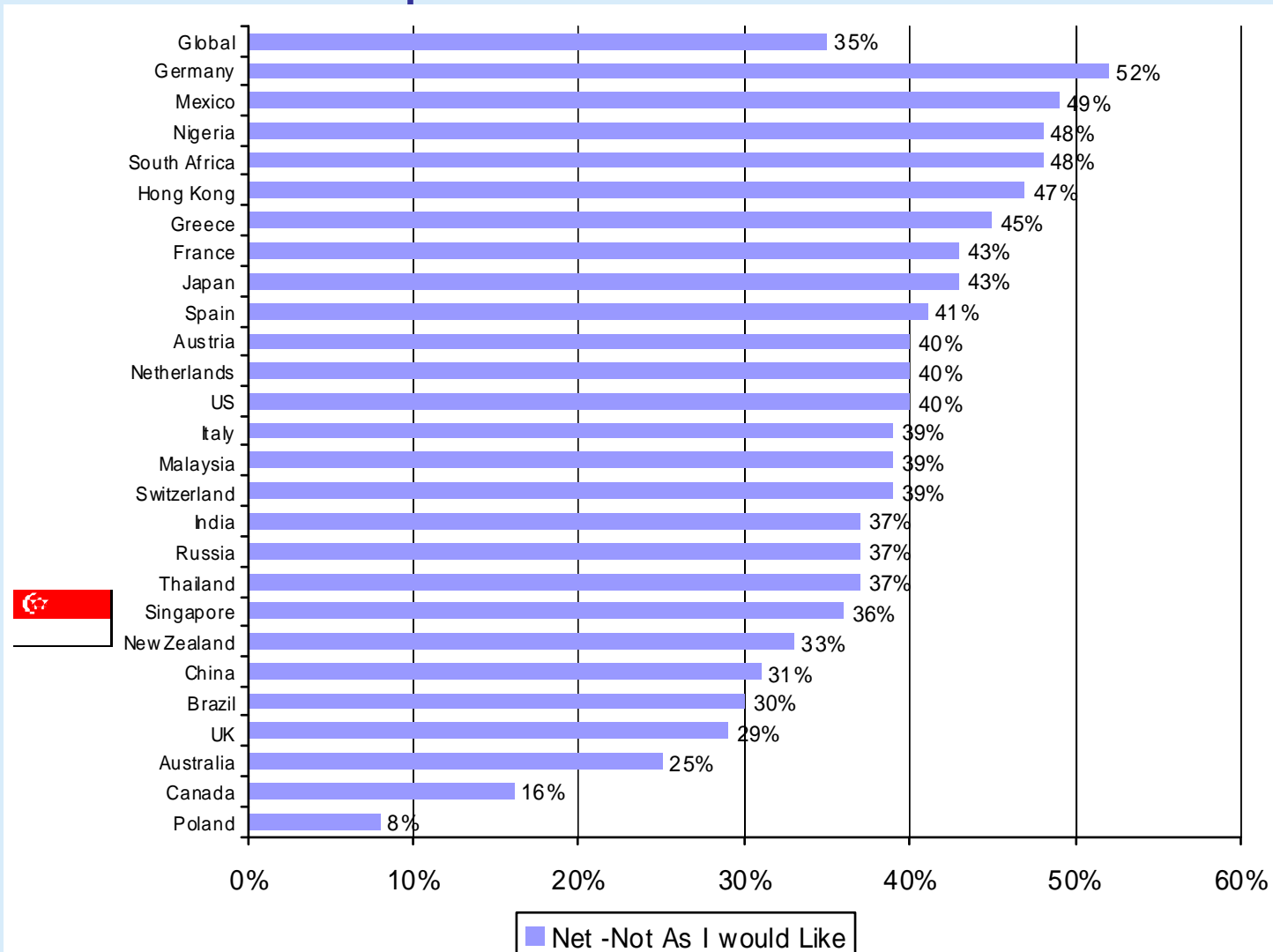
The Physical Side of Sex



In general terms, we need to be free from stress and be in good physical and mental health.



How Stressed People Feel



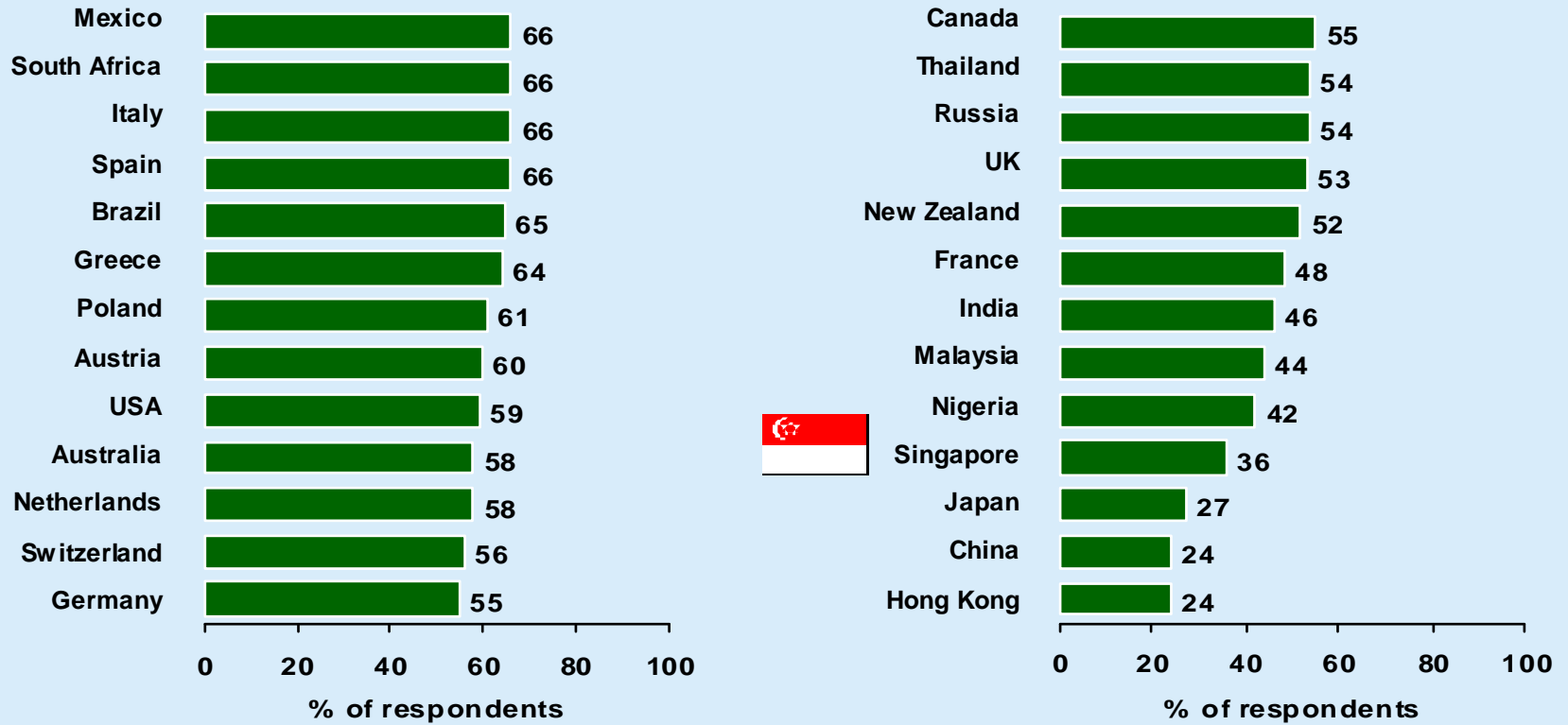


Achieving an **orgasm** is the key driver for sexual satisfaction. With men more likely to achieve an orgasm.



Frequency of Orgasm

% who always/almost always experience an orgasm

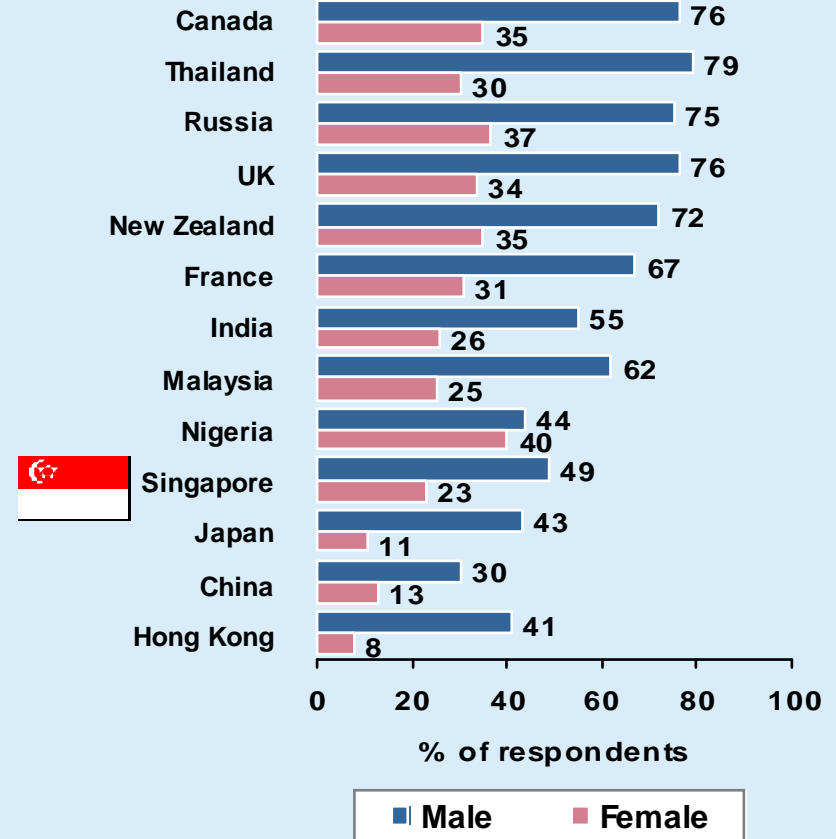
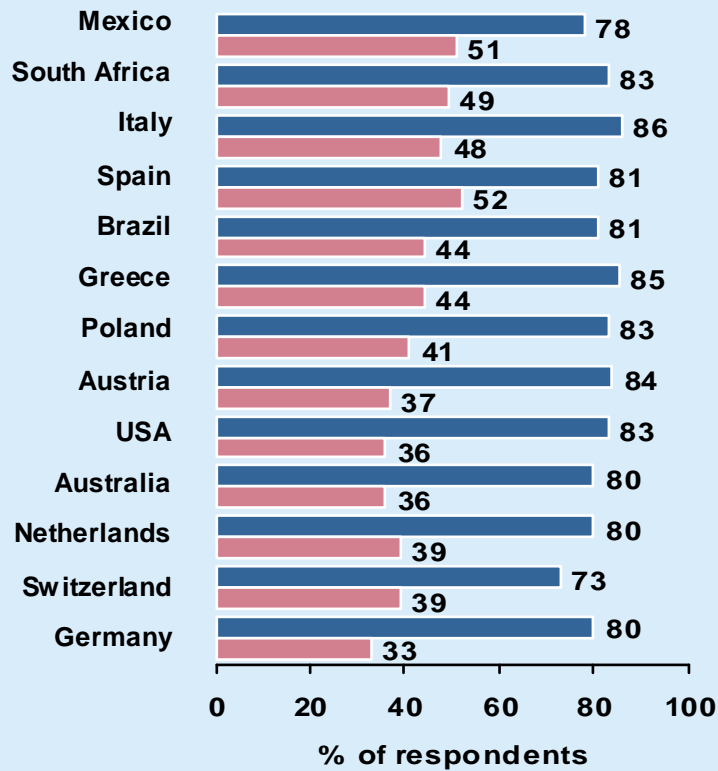


Weighted Base: All Non Virgins (22,040)



Frequency of Orgasm by Gender

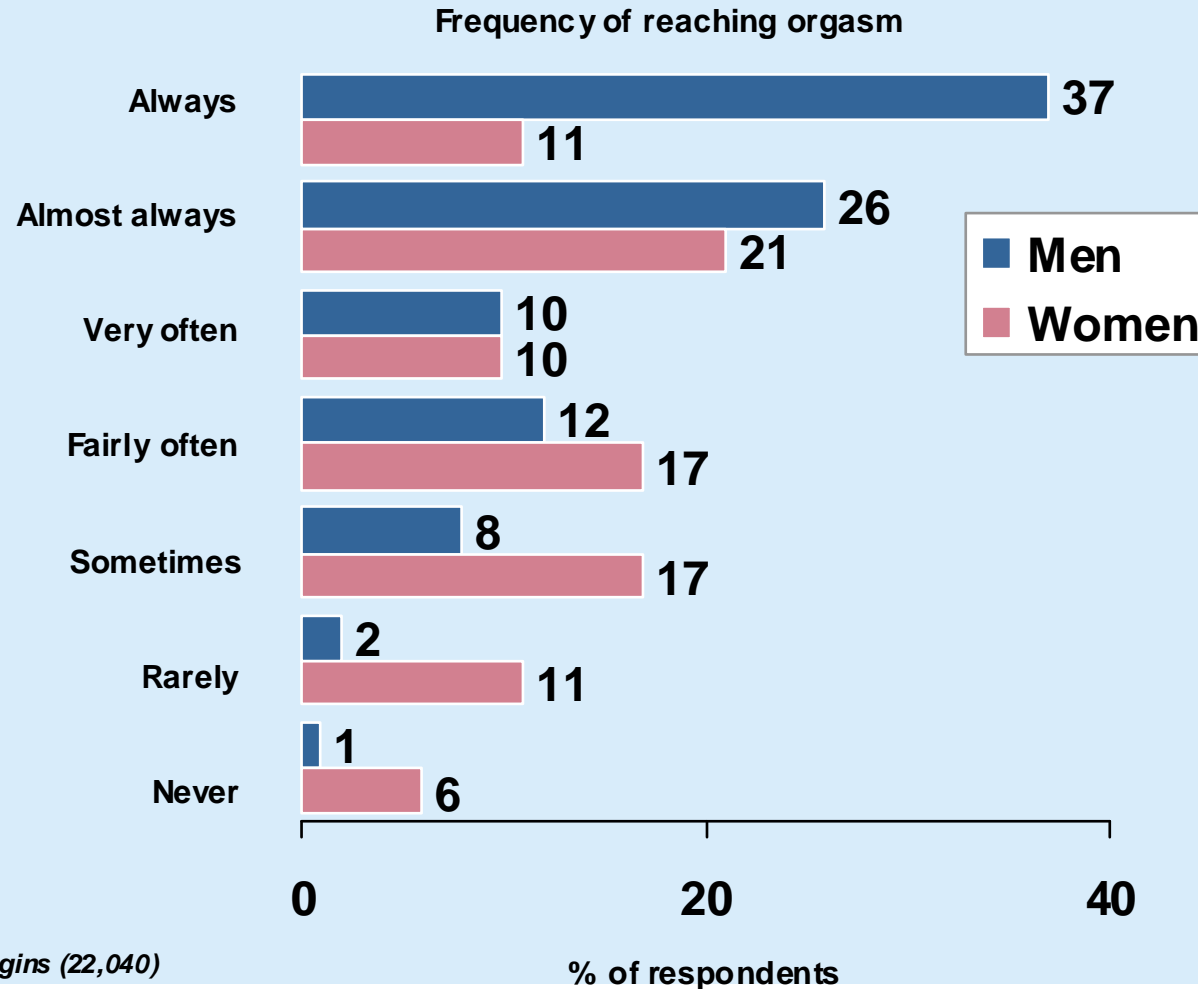
Overall 64% of males and 32% of females always/almost always experience an orgasm



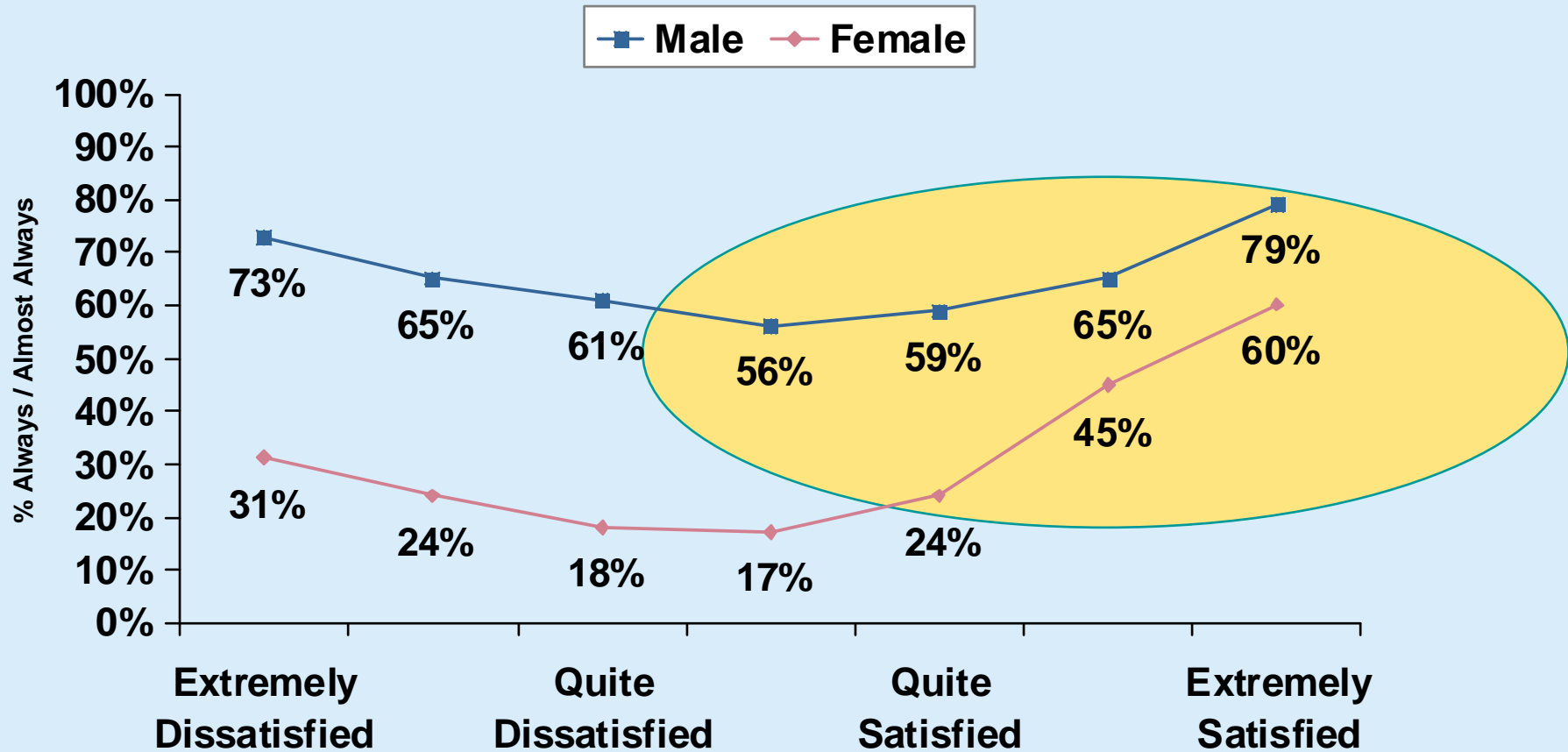
Weighted Base: All Non-Virgins (22,040), Male (11,359) Female (10,681)



Women achieve orgasm less frequently than men

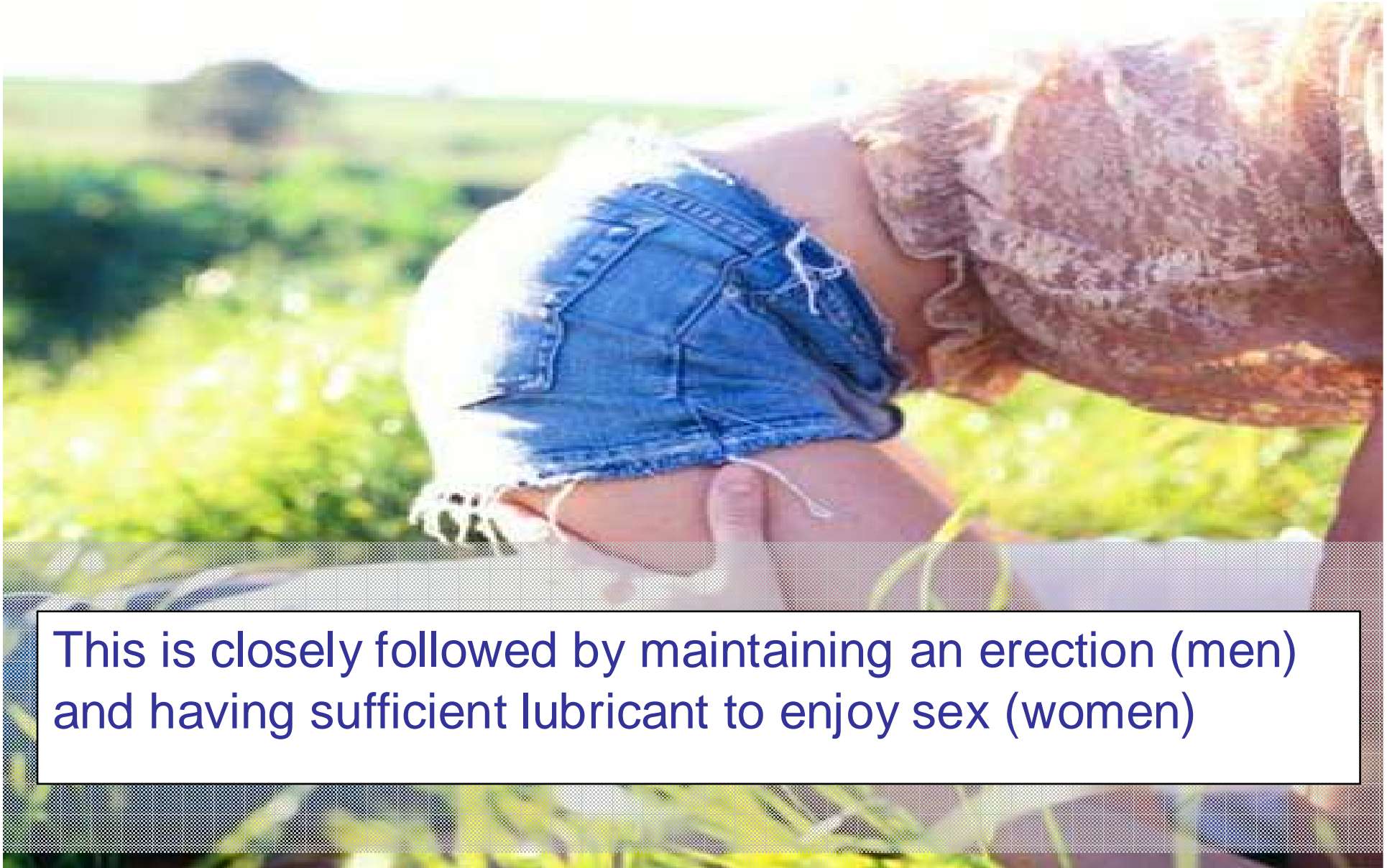


For women, frequency of reaching orgasm has an impact on being fully satisfied

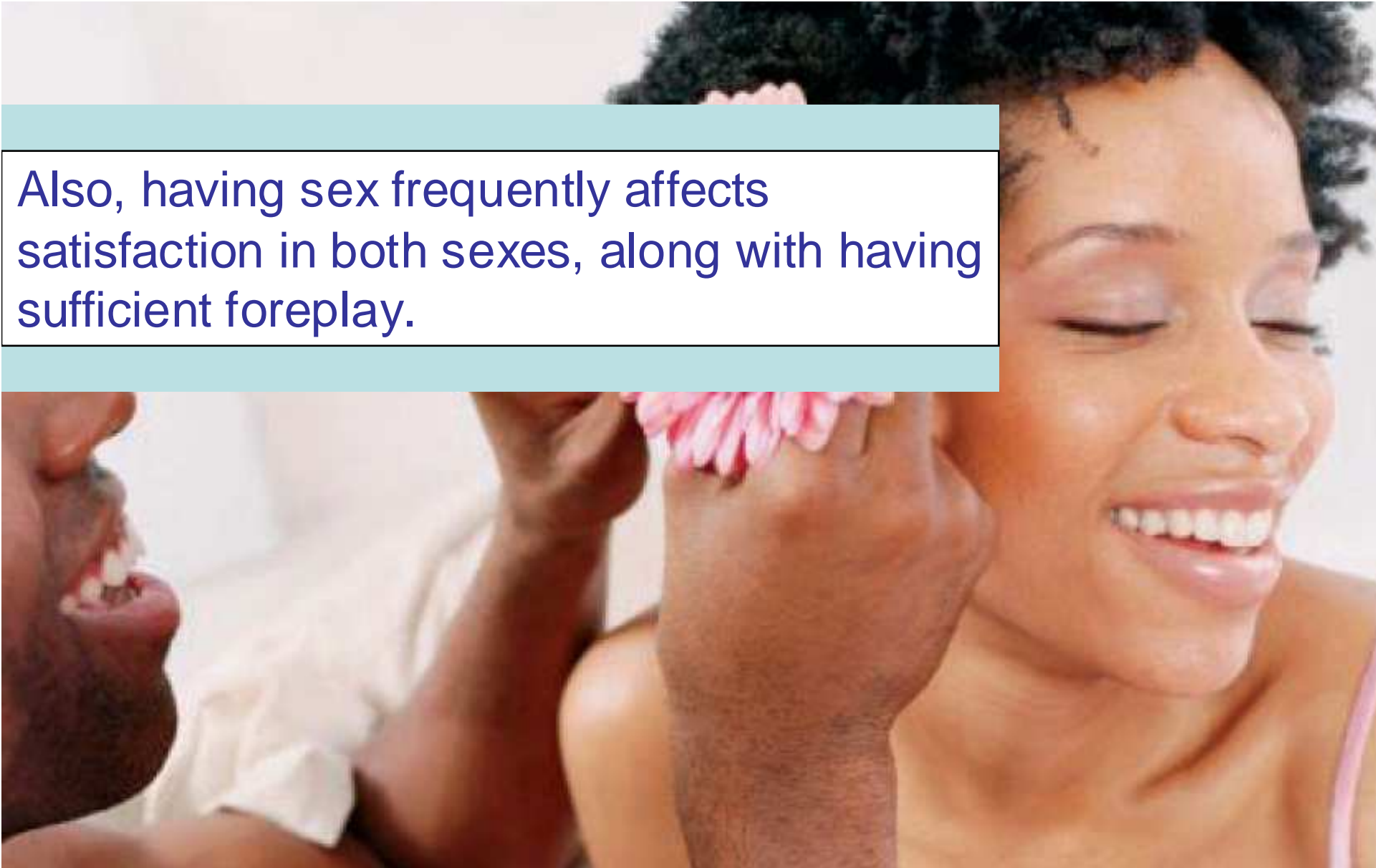


Weighted Base: All Non Virgins (22,040)





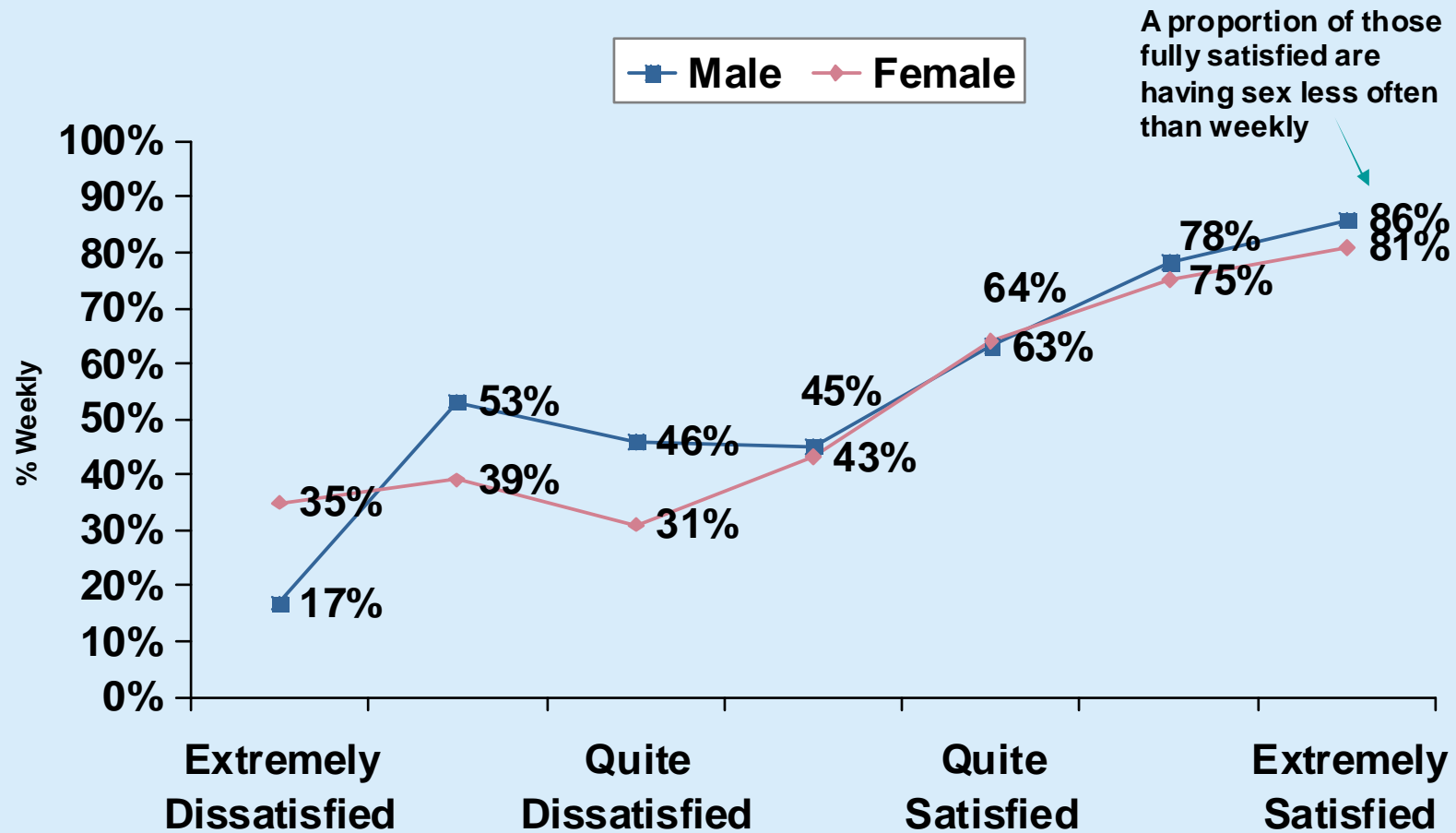
This is closely followed by maintaining an erection (men) and having sufficient lubricant to enjoy sex (women)



Also, having sex frequently affects satisfaction in both sexes, along with having sufficient foreplay.



Frequency of sex has a strong impact on being fully satisfied



Weighted Base: All Sexually Active (18,718)

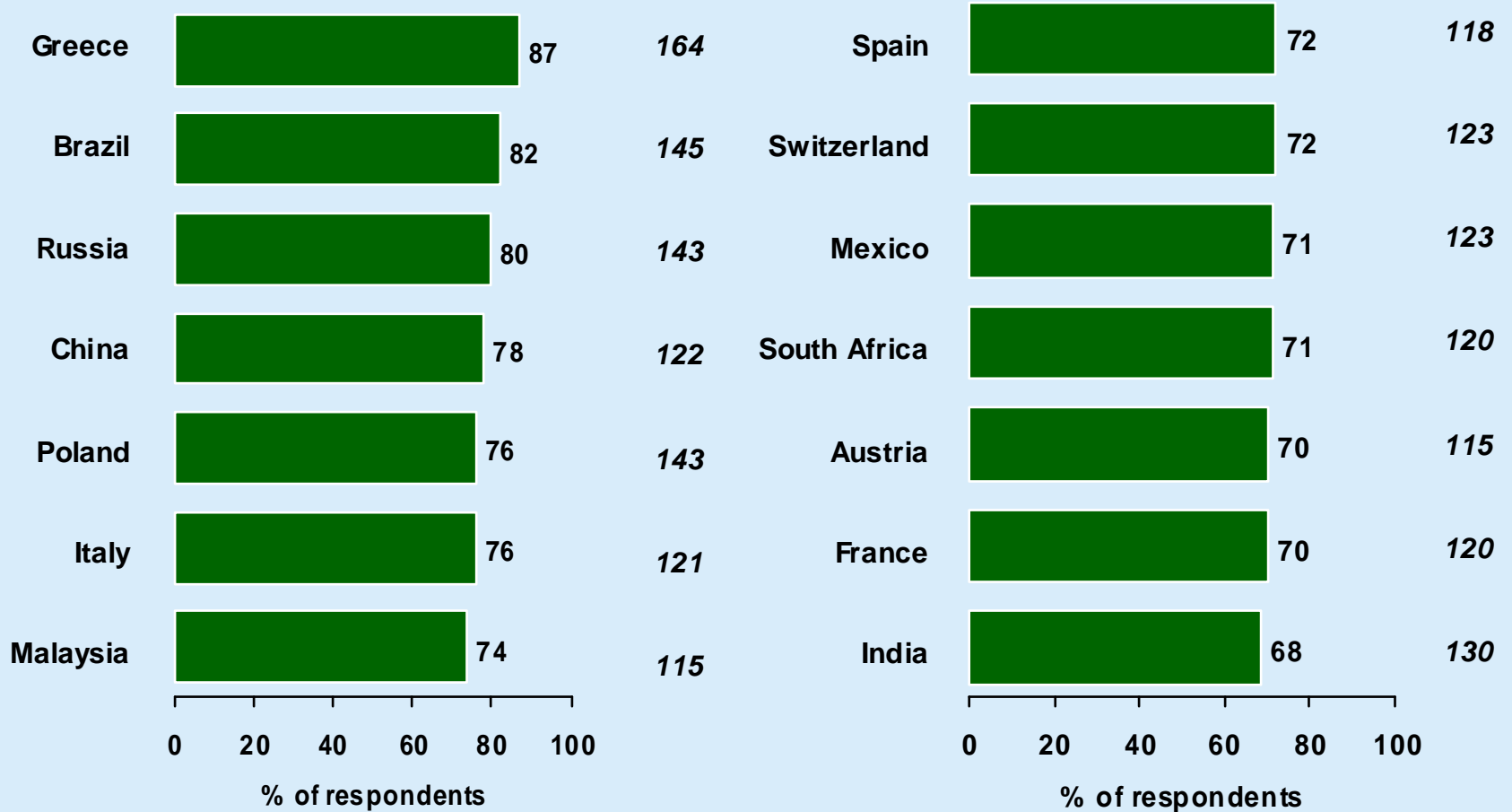


Frequency of Sex

62% of respondents have sex weekly

Yearly Average
Total = 103

Yearly Average



Weighted Base: All Non Virgins (22,040)

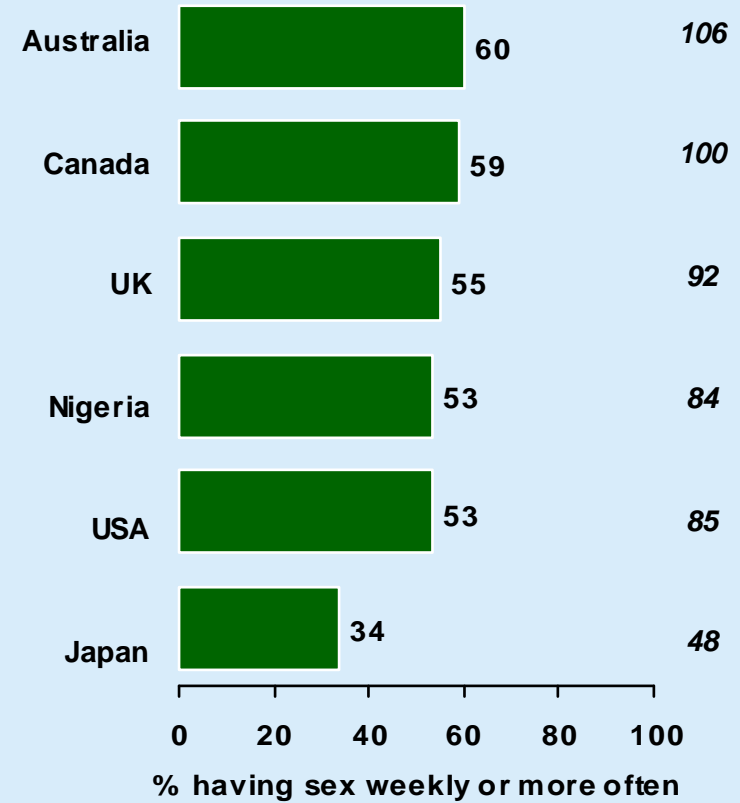
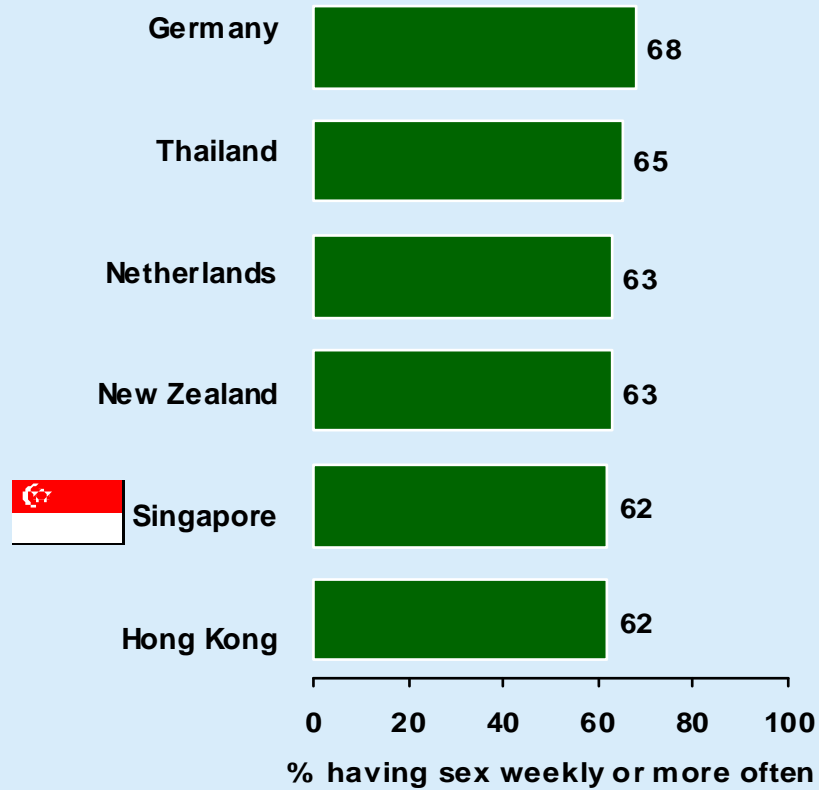


Frequency of Sex

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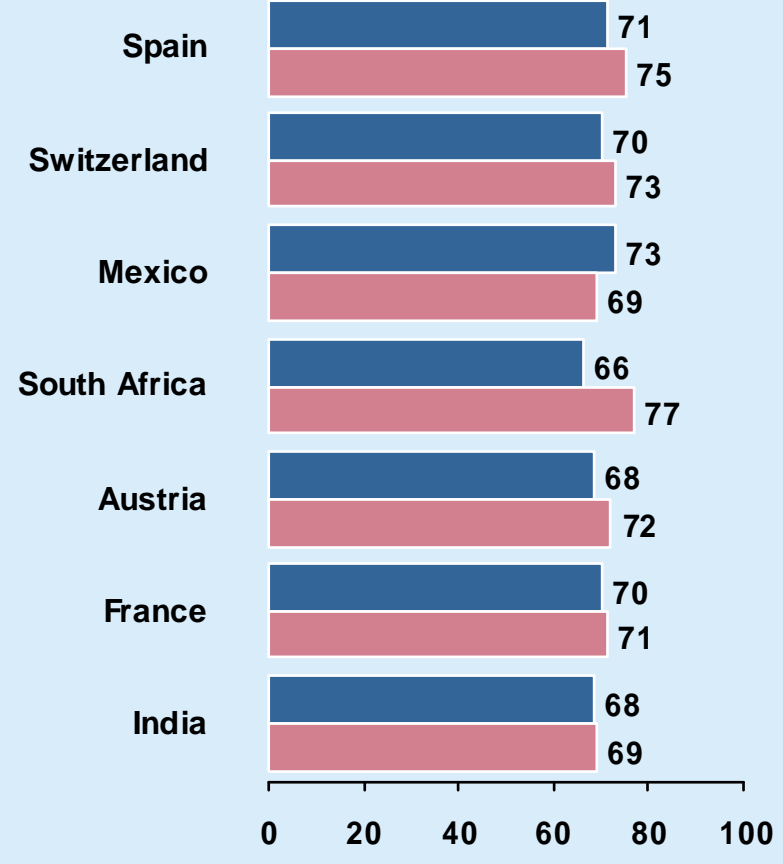
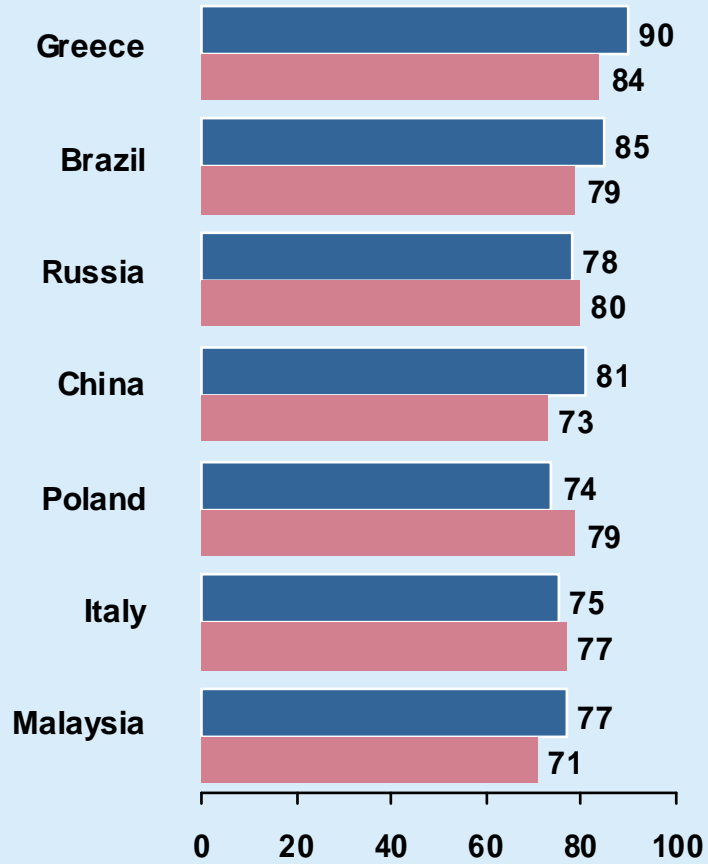
**Yearly
Average**



Weighted Base: All Non Virgins (22,040)



Frequency of Sex by Gender



% of respondents

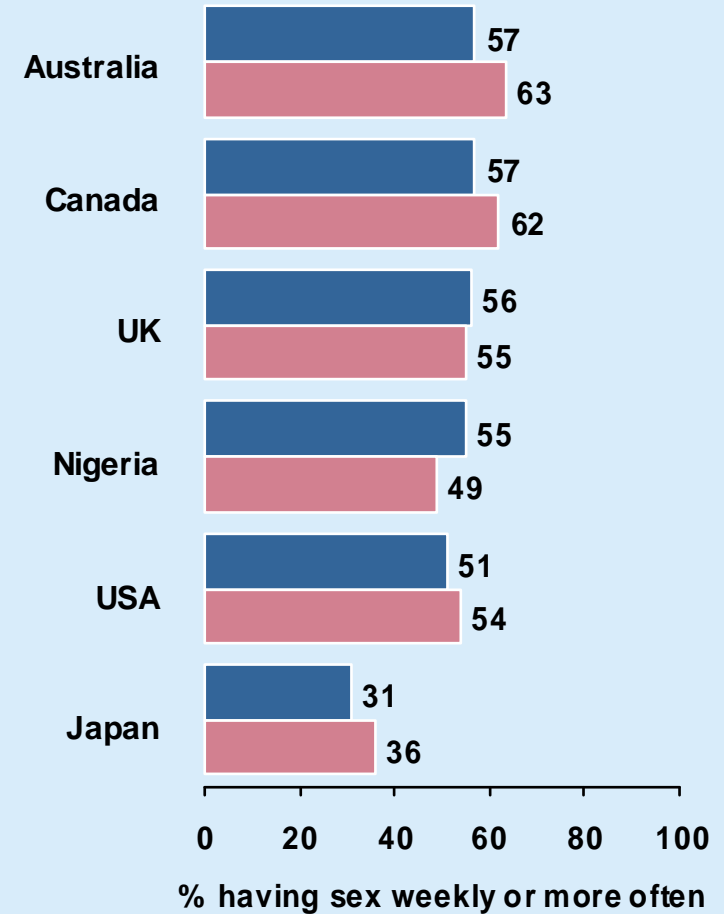
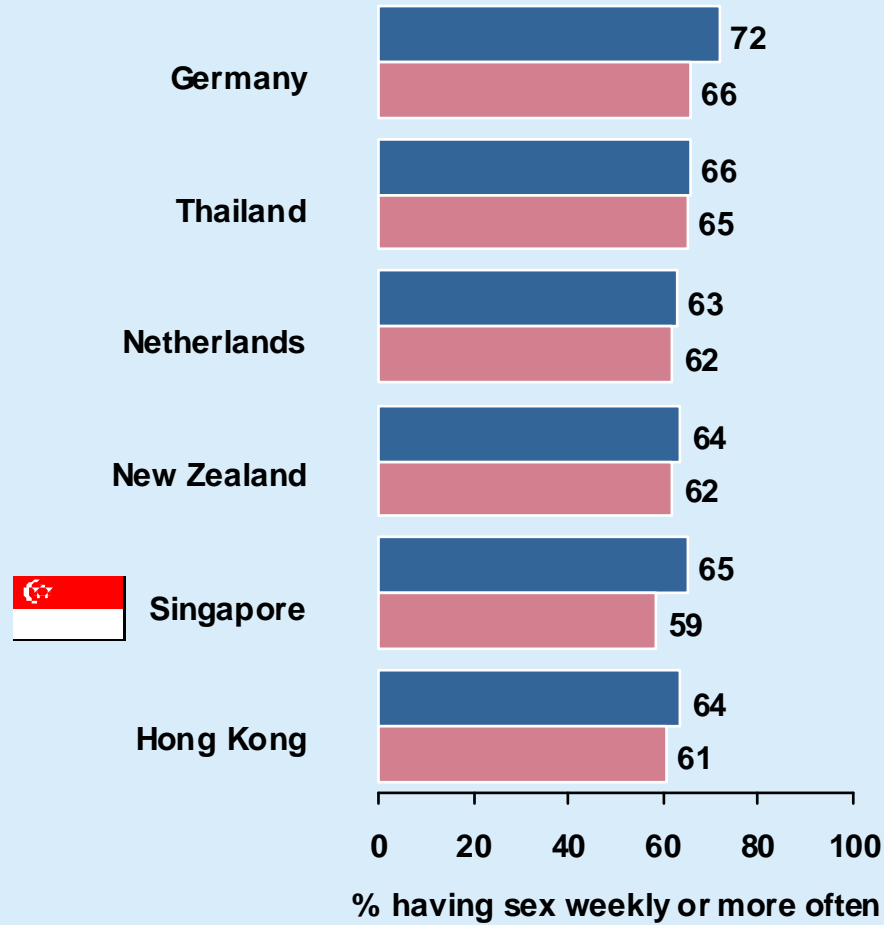
% of respondents

Weighted Base: All Non-Virgins (22,040), Male (11,359) Female (10,681)

■ Male ■ Female



Frequency of Sex by Gender

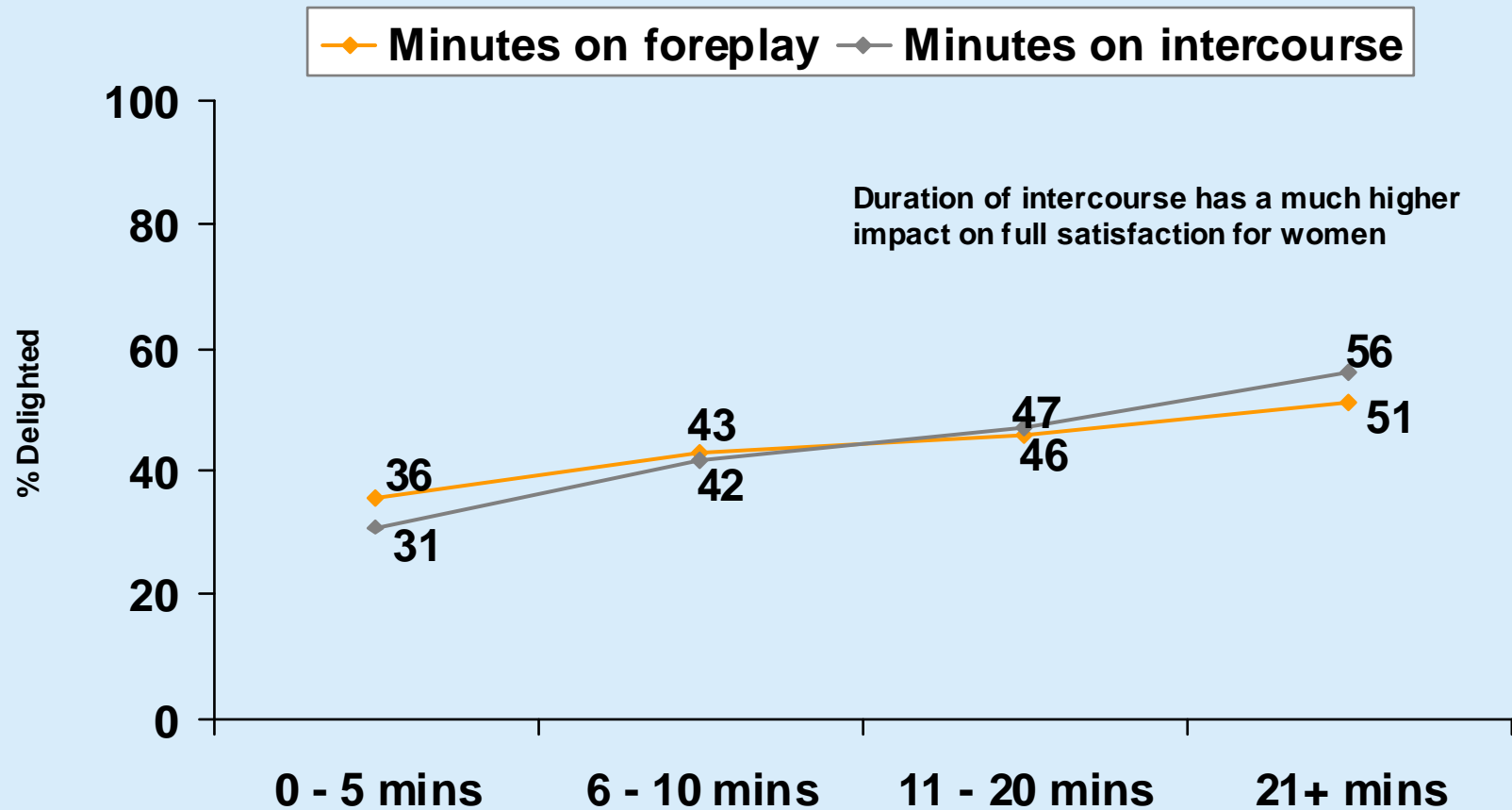


Weighted Base: All Non-Virgins (22,040), Male (11,359) Female (10,681)

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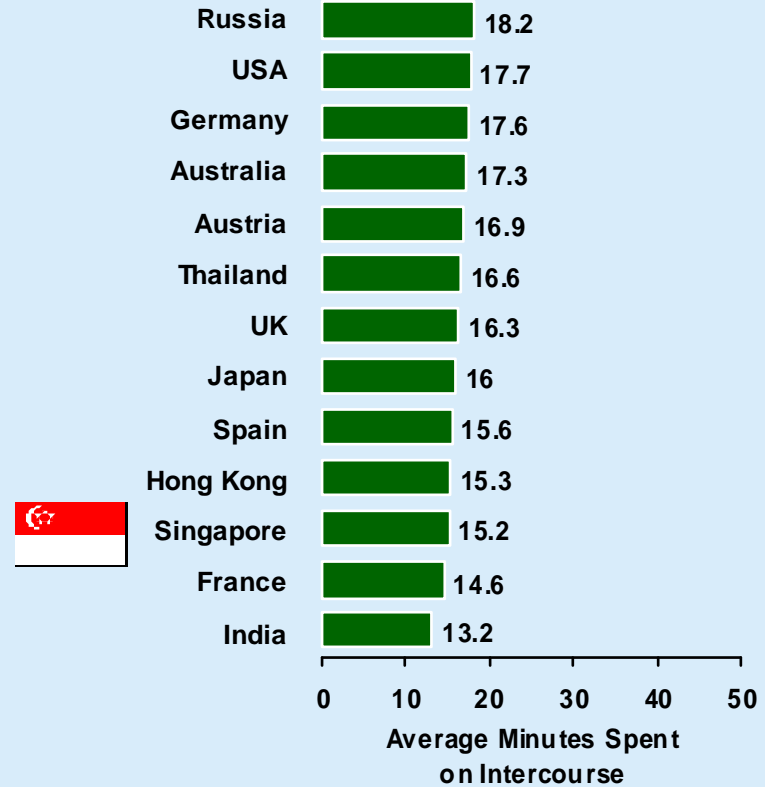
Duration of foreplay/intercourse impacts on being fully satisfied



Weighted Base: All Sexually Active (18,718)



Time Spent on Intercourse

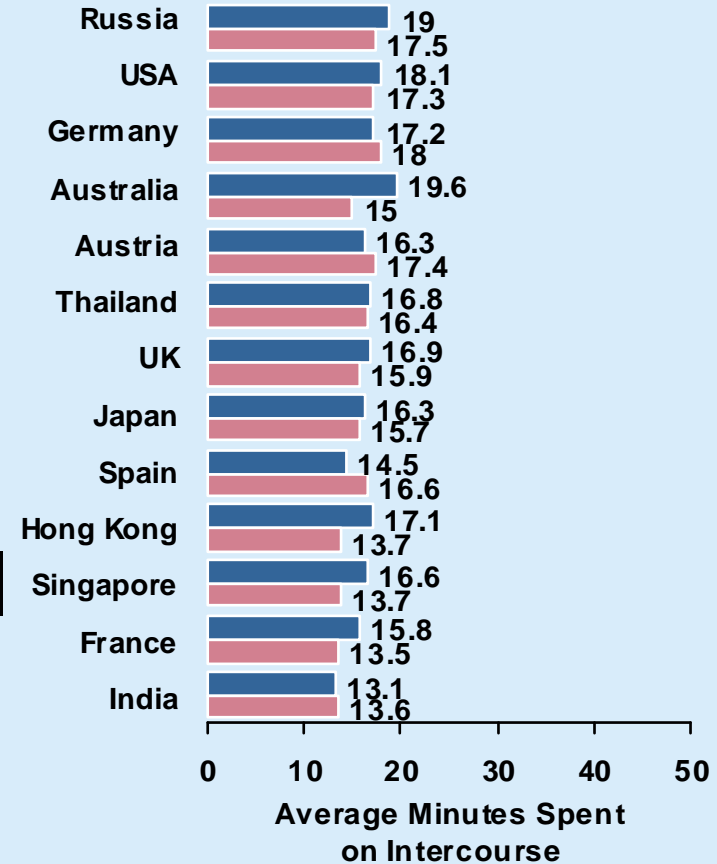
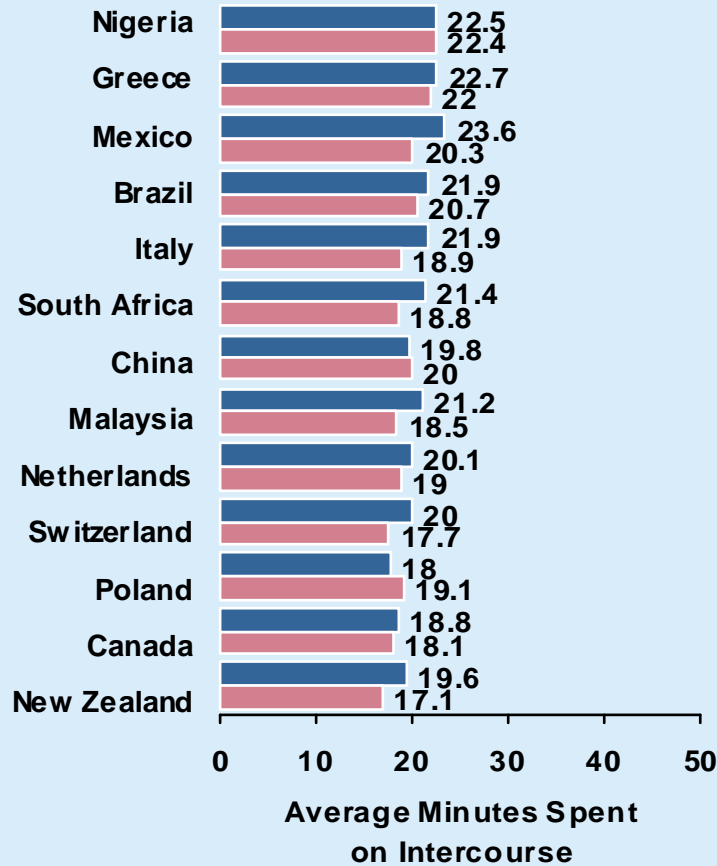


Weighted Base: All Non Virgins (22,040)



Time Spent on Intercourse By Gender

Male Average = 18.7
Female Average = 17.8



Weighted Base: All Non-Virgins (22,040), Male (11,359) Female (10,681)

■ Male ■ Female



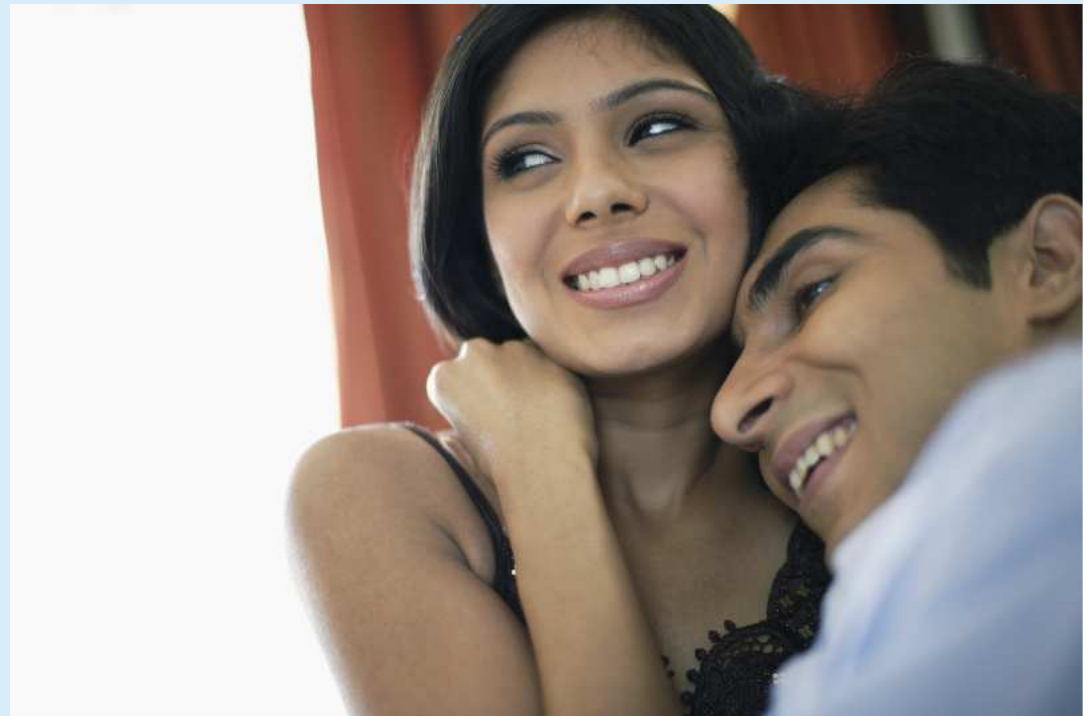


What are the Drivers of Sexual Satisfaction?

The Emotional Side of Sex

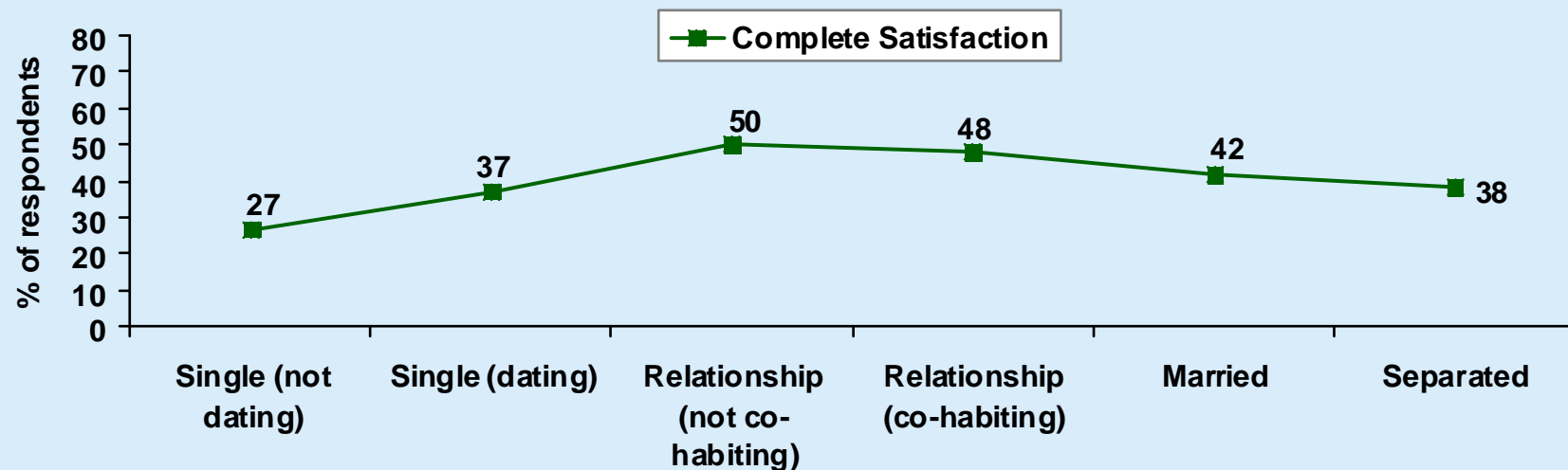


Feeling close to your partner, feeling loved, respected and secure all impact strongly on achieving sexual satisfaction.



Complete satisfaction is higher within relationships

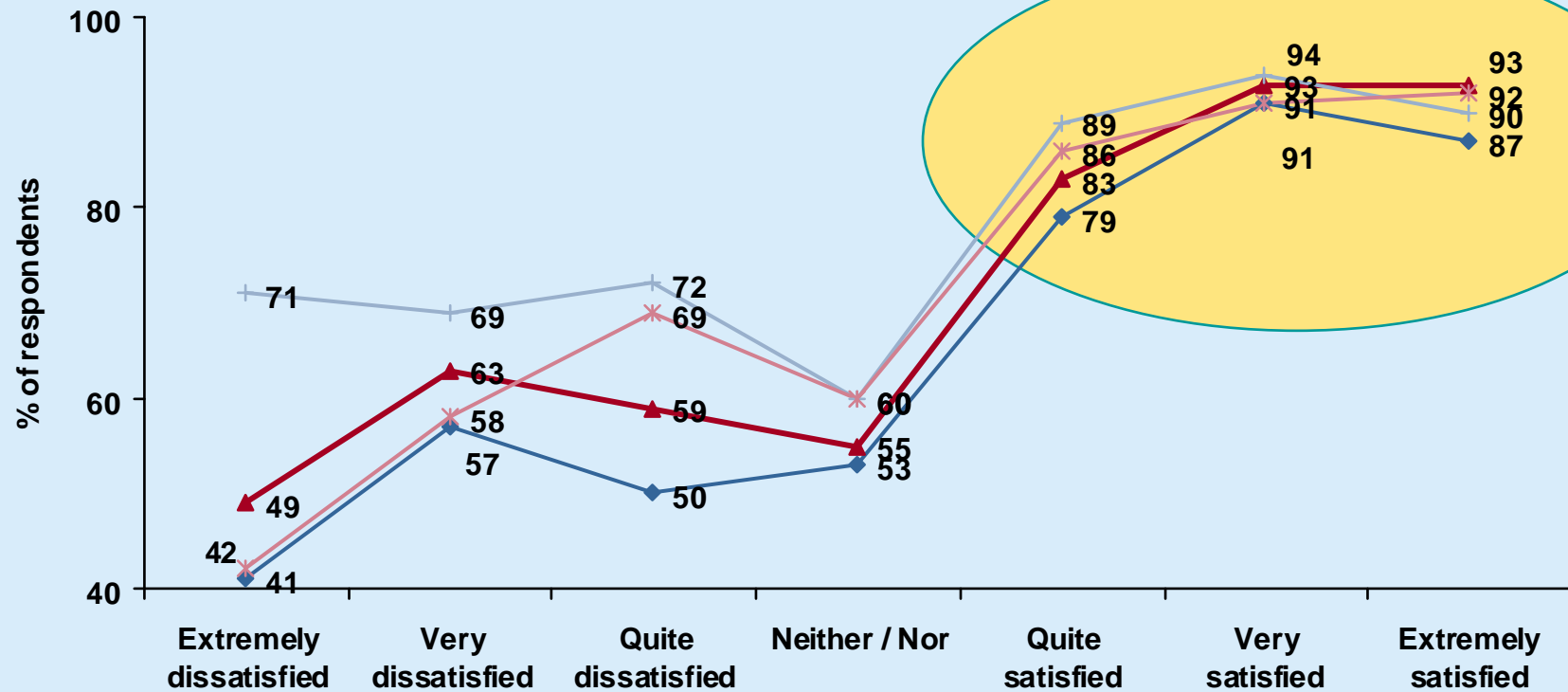
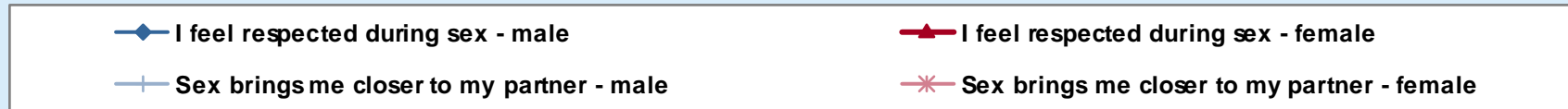
- For both men and women full satisfaction is achieved when in a relationship (cohabiting or not) but not married
- However, full satisfaction levels in men are more likely than women to decrease as commitment increases
 - Full Satisfaction is higher for men when not cohabiting (54% vs 47%)
 - While higher for women when married (45% vs 40% men)



Weighted Base: All Sexually Active (18,718); All Non Virgins (22,040)



Respect and Intimacy are key for full satisfaction

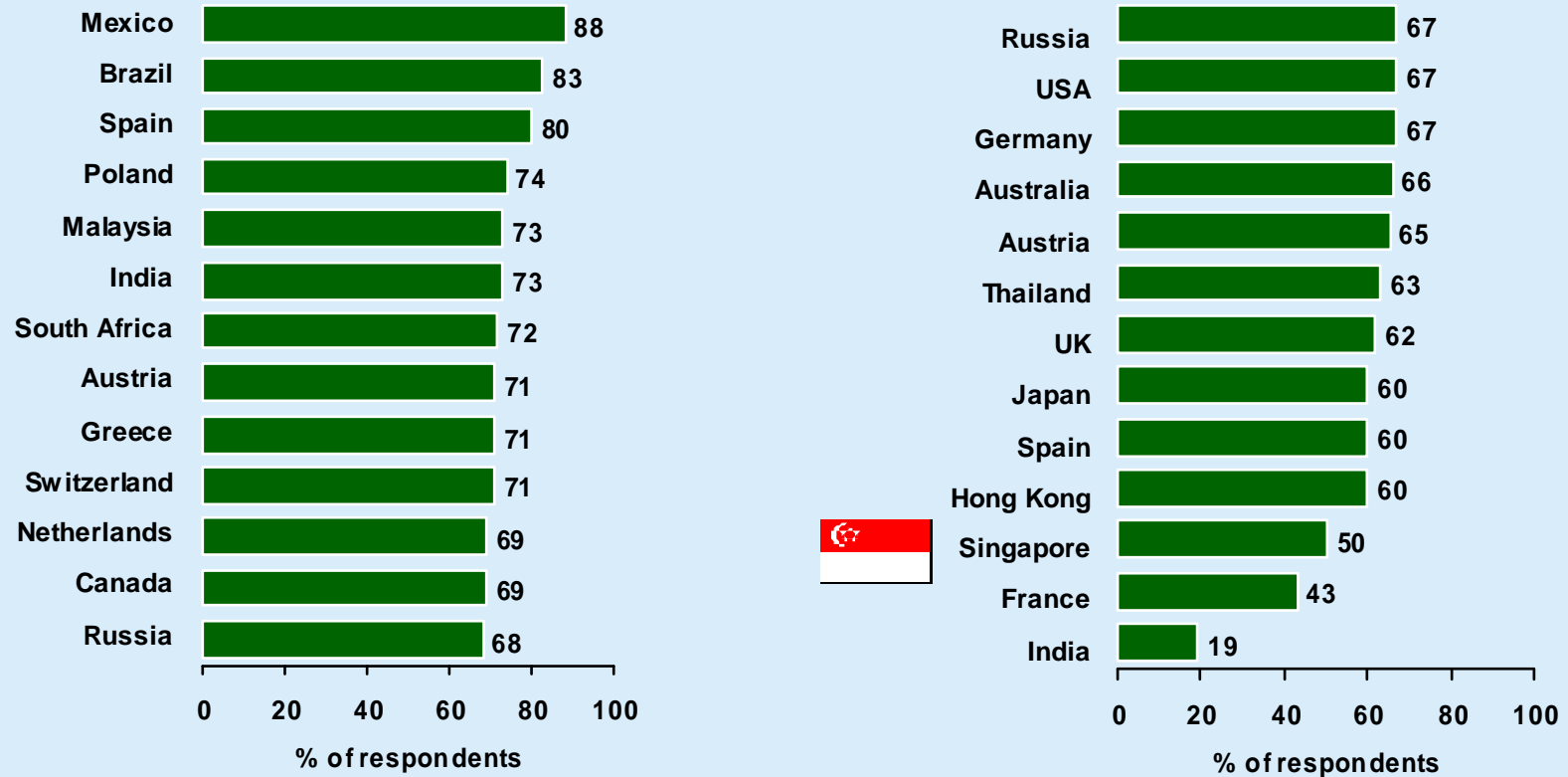


Weighted Base: All Sexually Active (18,718)



Respected During Sex

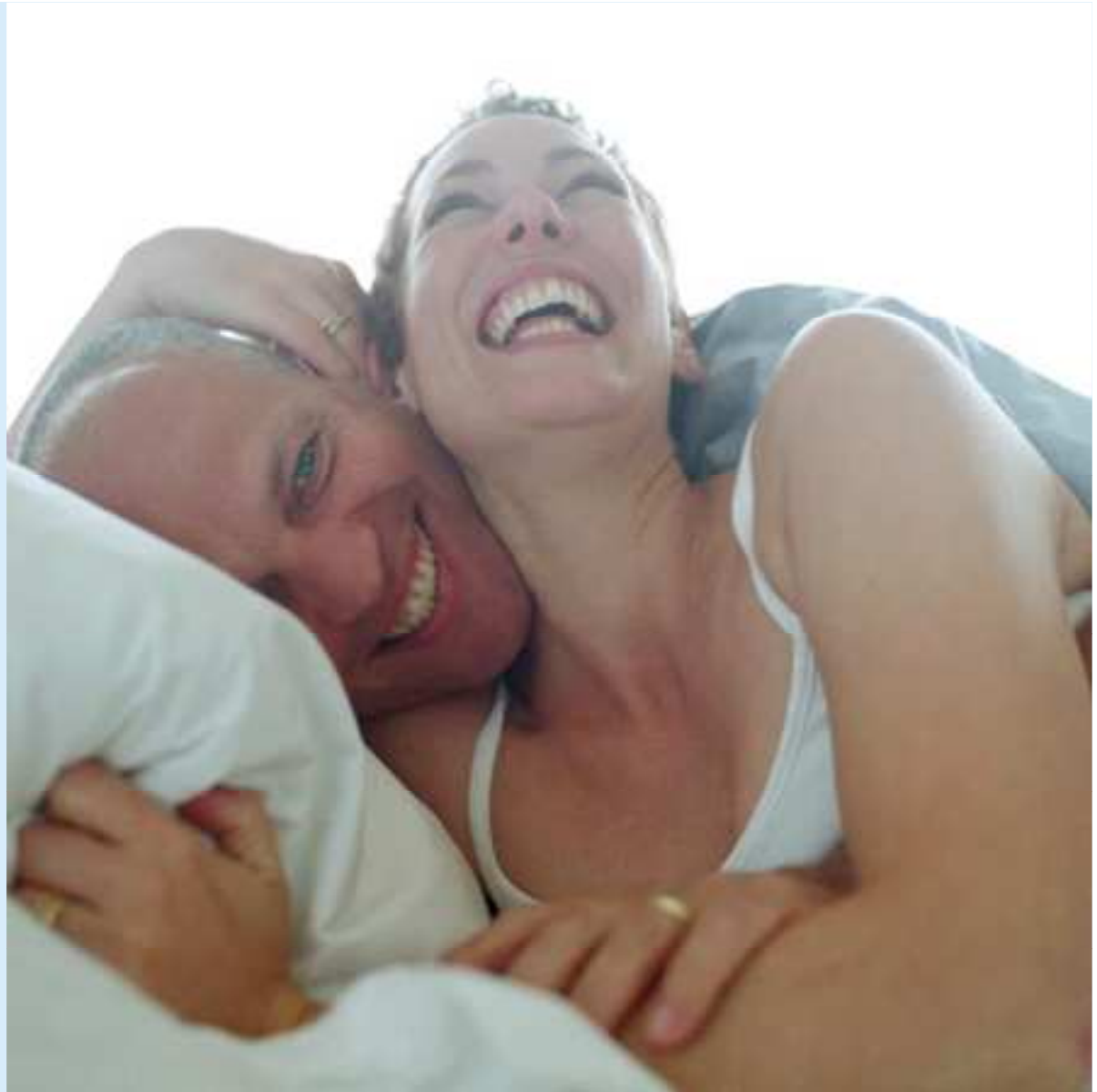
% who agree/agree strongly that they feel respected during sex



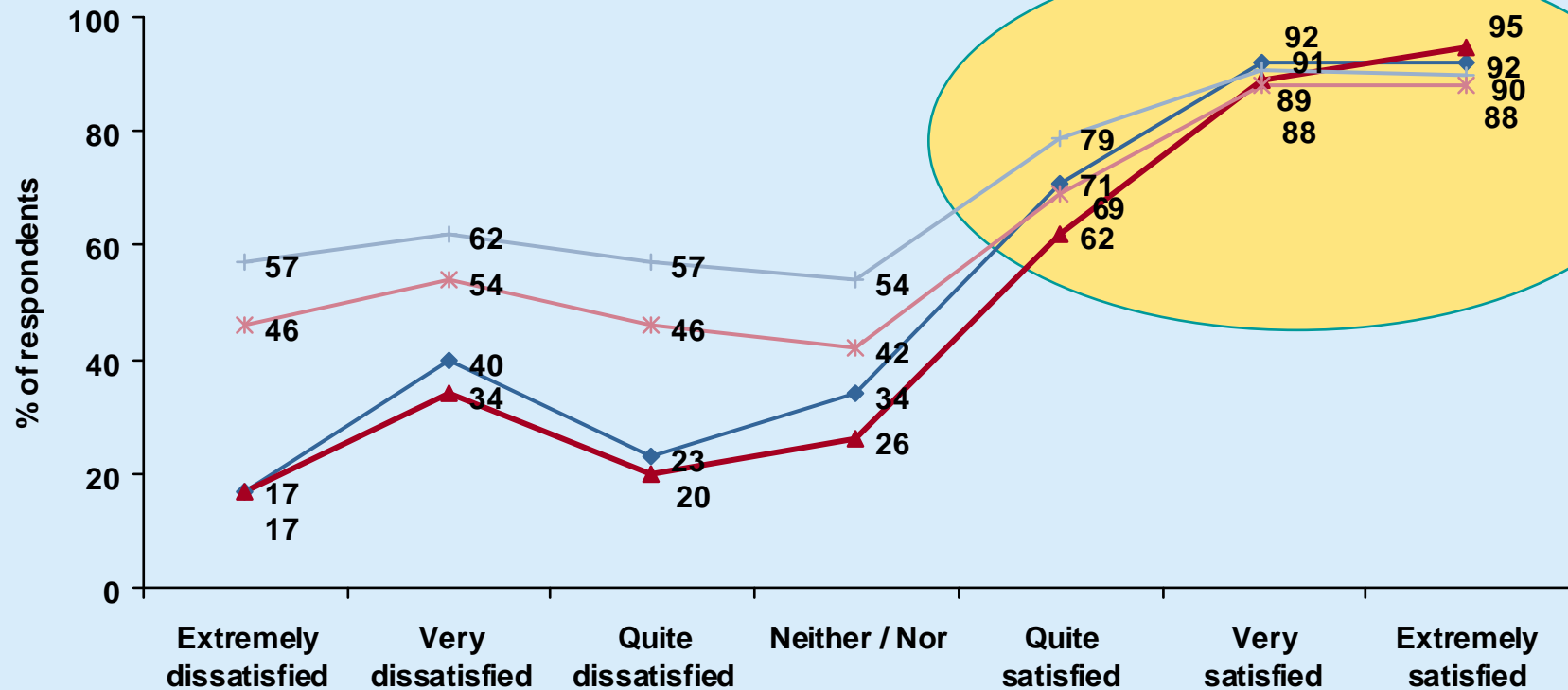
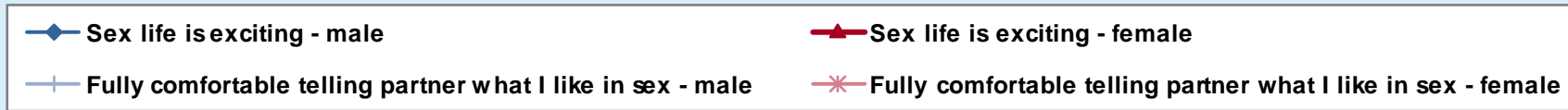
Weighted Base: All Sexually Active (18,718)



Achieving sexual satisfaction is enhanced by having an *exciting sex life*, which unfortunately decreases during the duration of a relationship.



Excitement and being fully comfortable with our partners are key for full satisfaction



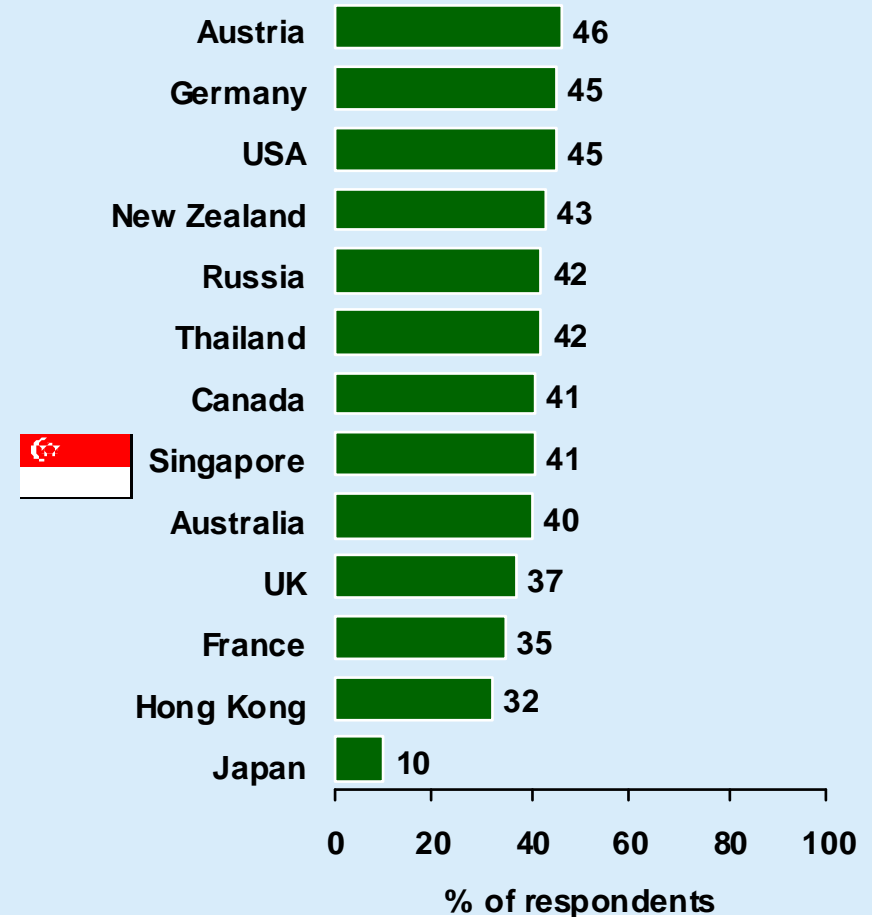
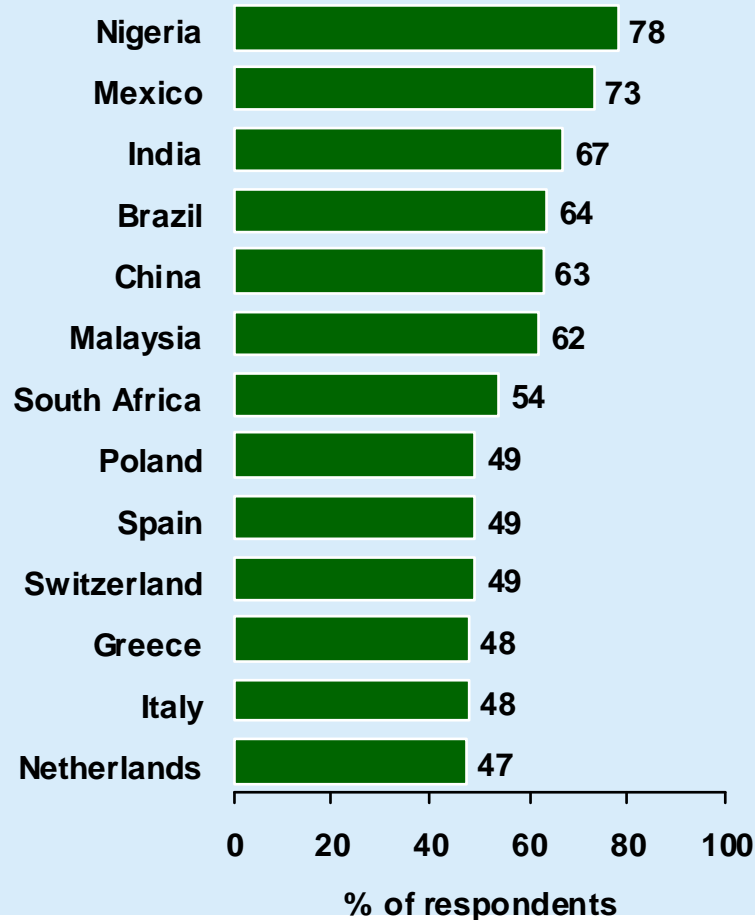
Weighted Base: All Sexually Active (18,718)



Perceptions of excitement in sex life vary a great deal by country

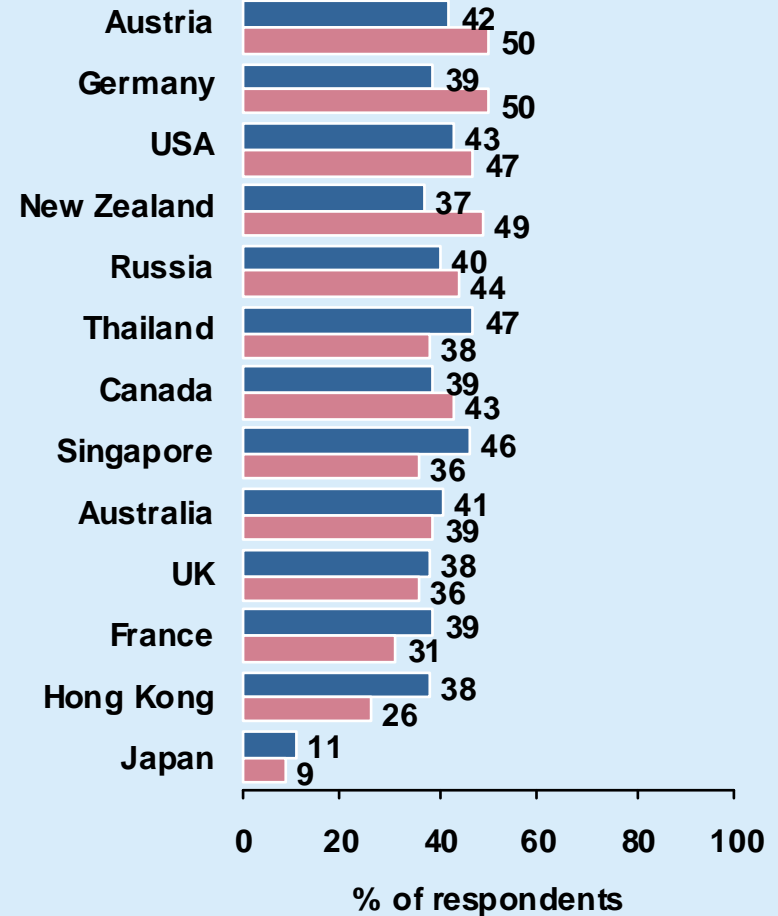
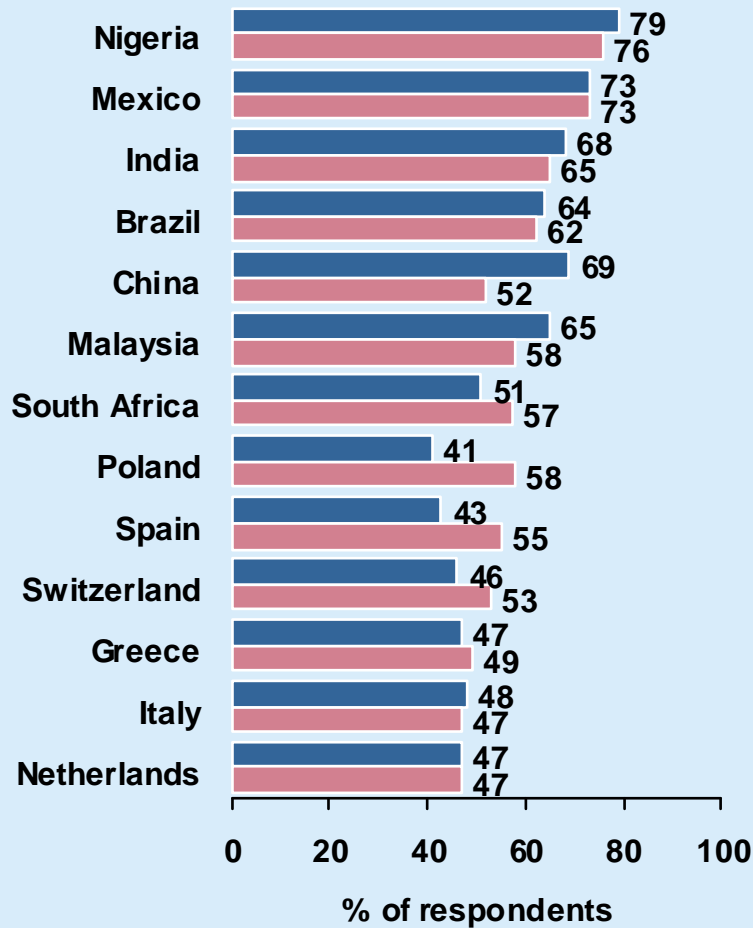
% who agree/agree strongly that their sex life is exciting

Weighted Base: All Sexually Active (18,718)



Excitement similarly rated by men & women

51% of males and 47% of females agree/agree strongly that their sex life is exciting



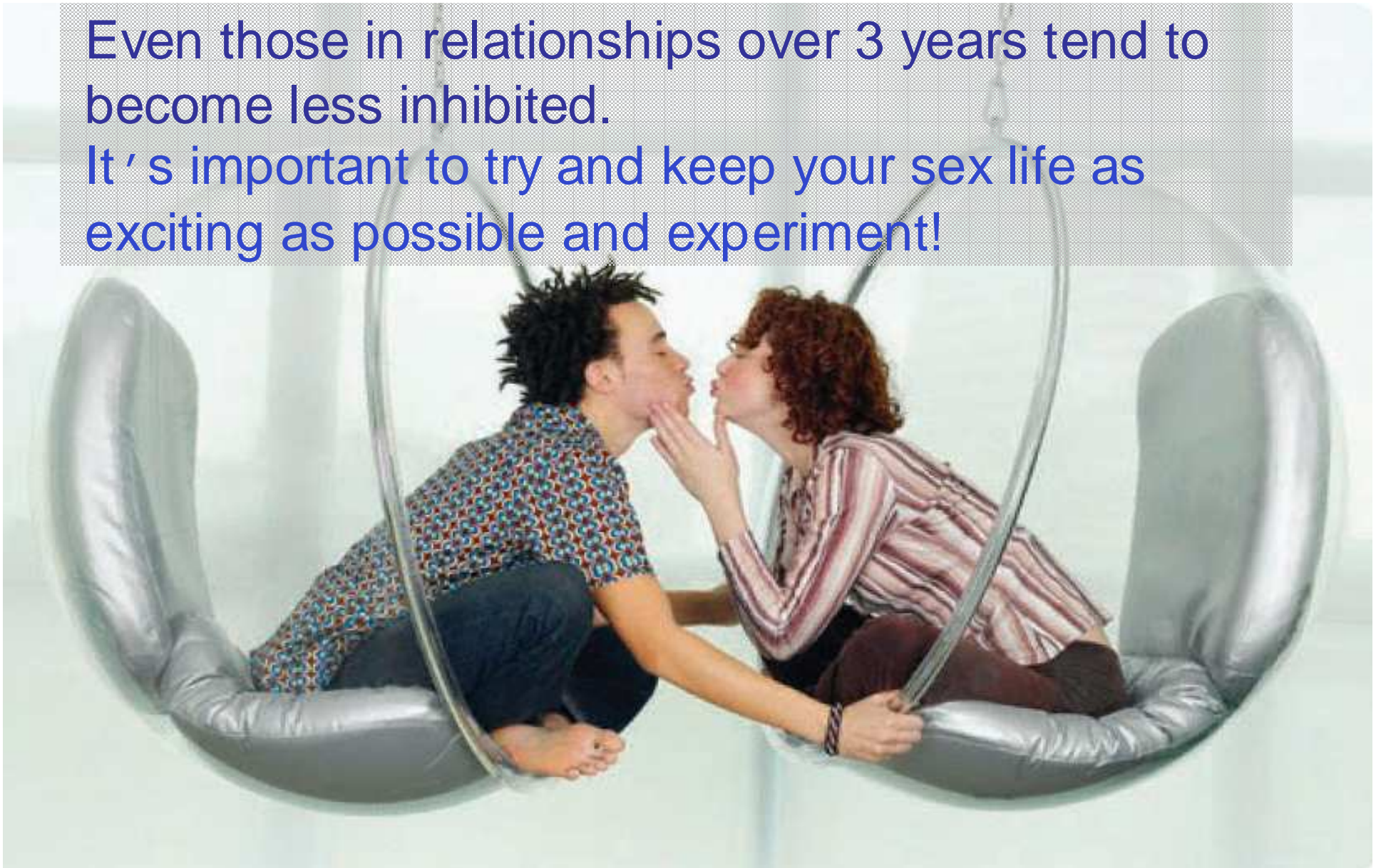
Weighted Base: All Sexually Active (18,718), Male (9,878) Female (8,840)

■ Male ■ Female



Even those in relationships over 3 years tend to become less inhibited.

It's important to try and keep your sex life as exciting as possible and experiment!






What have we learned?

What issues are lowering satisfaction levels?



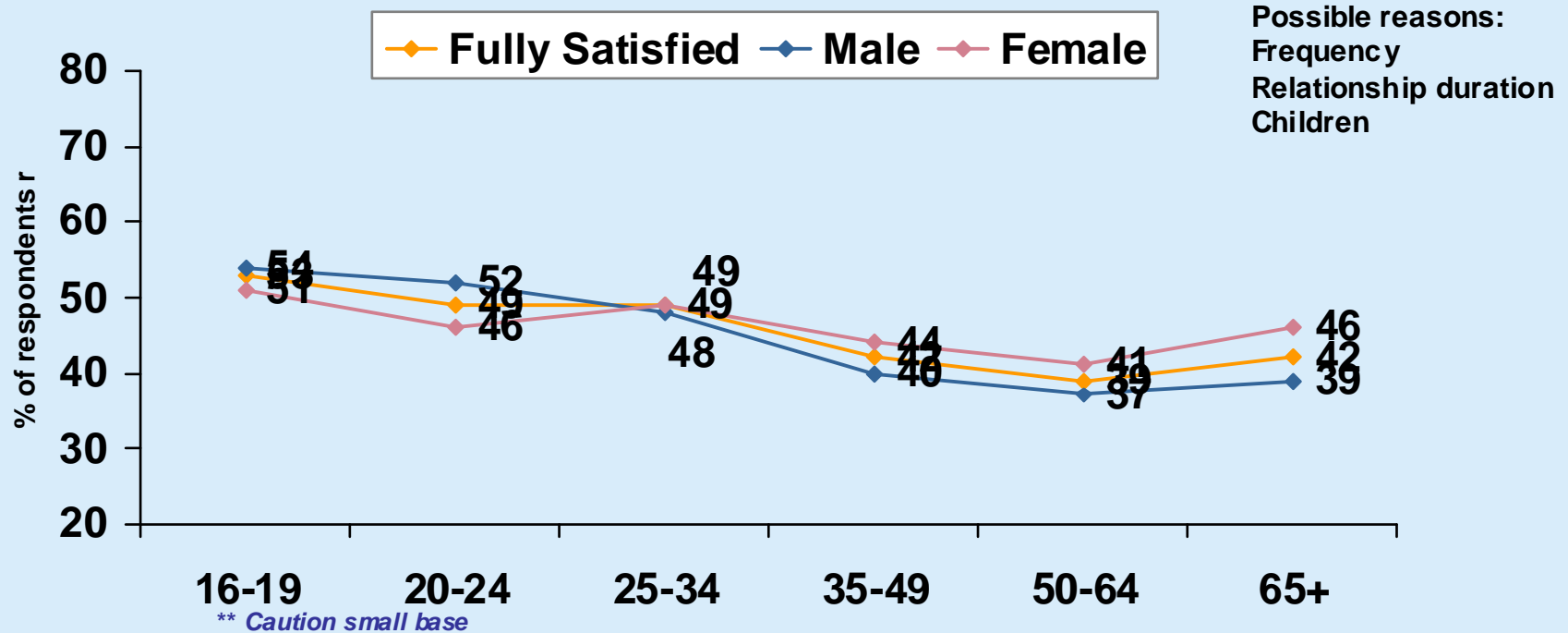
A romantic couple is shown in profile, embracing and smiling at each other on a beach. The man is shirtless, and the woman is wearing a light-colored top. The background is a soft-focus view of the ocean and sky.

We can group the issues causing lower satisfaction levels broadly into two categories: Time and Physiological.



Levels of full satisfaction decline with age – and more strongly for men than for women

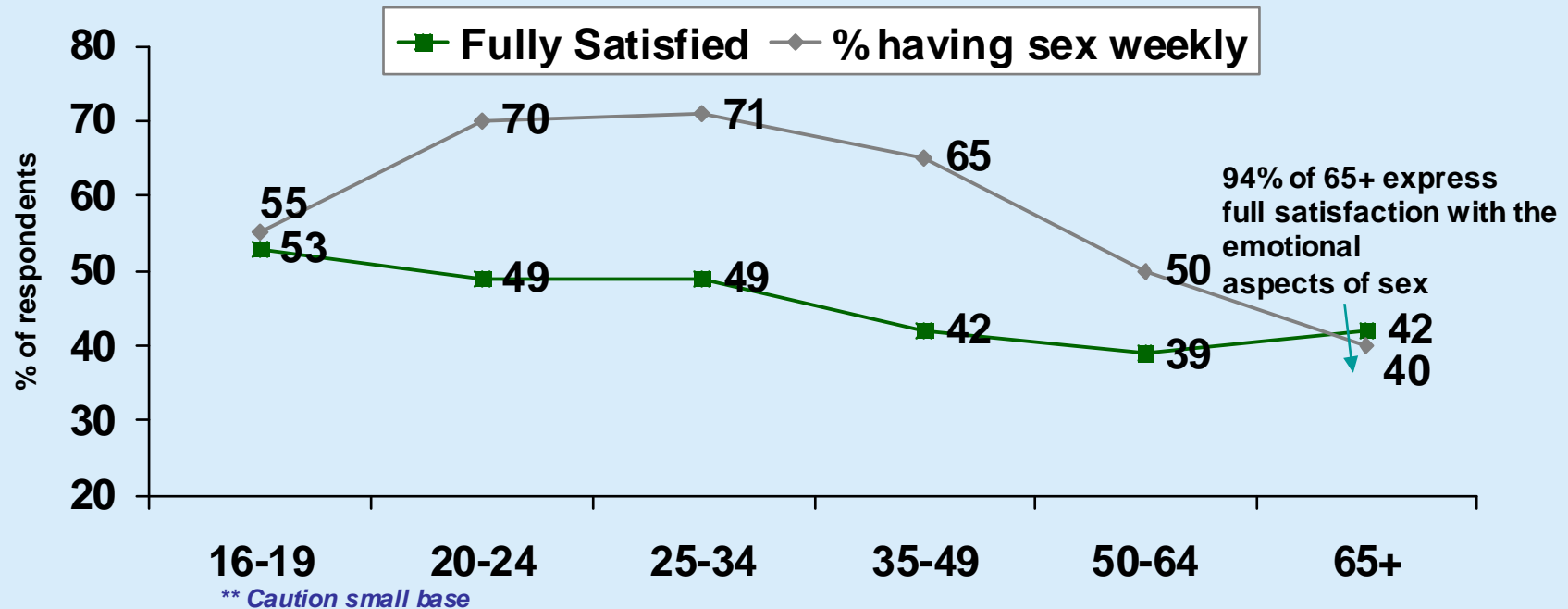
- Up to the age of 25, levels of full satisfaction are greater for men than women
- As they get older (34+) more women than men tend to be more fully satisfied with their sex life



Weighted Base: All Sexually Active (18,718)



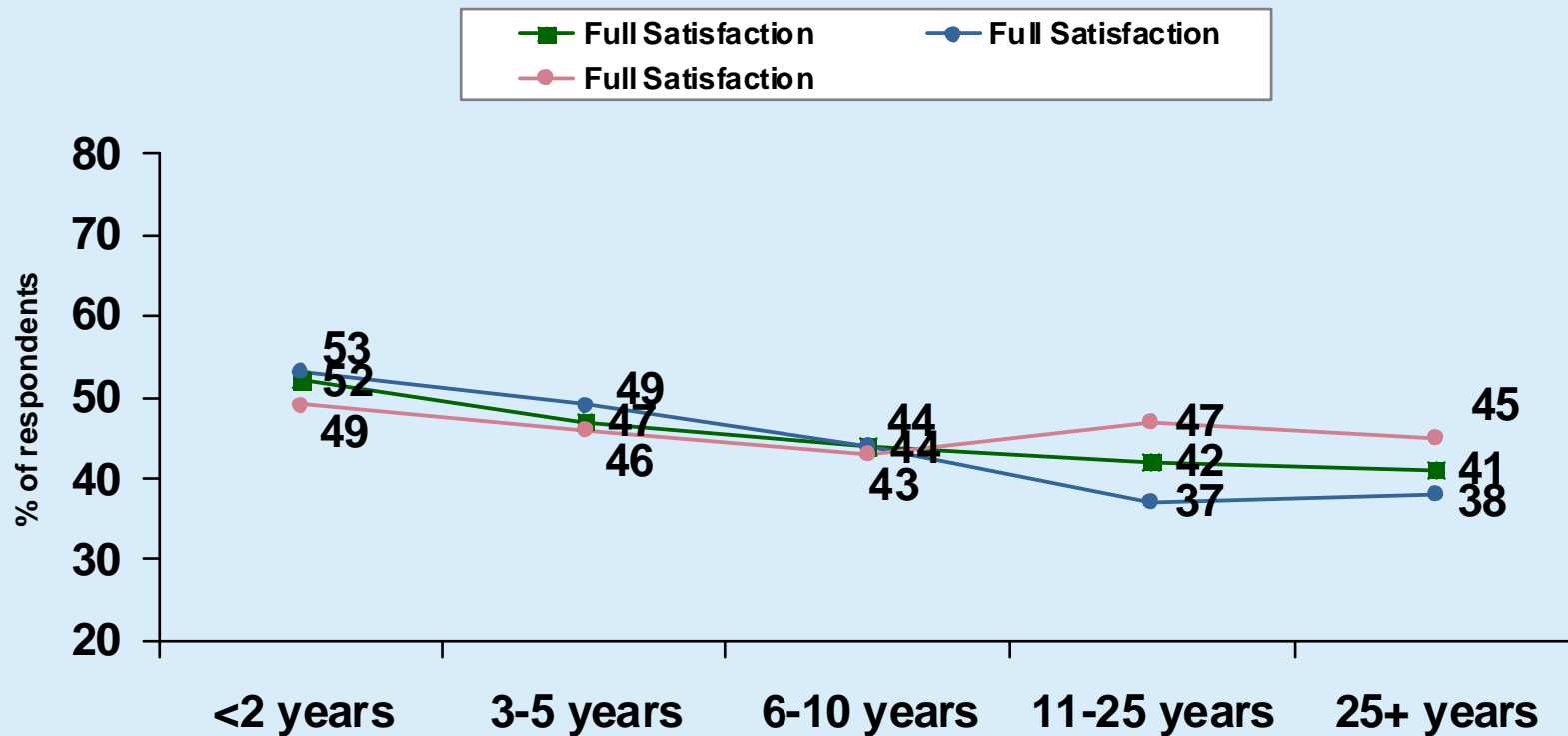
The decline in the frequency of sex with age is a factor in explaining this



Weighted Base: All Sexually Active (18,718); All Non Virgins (22,040)



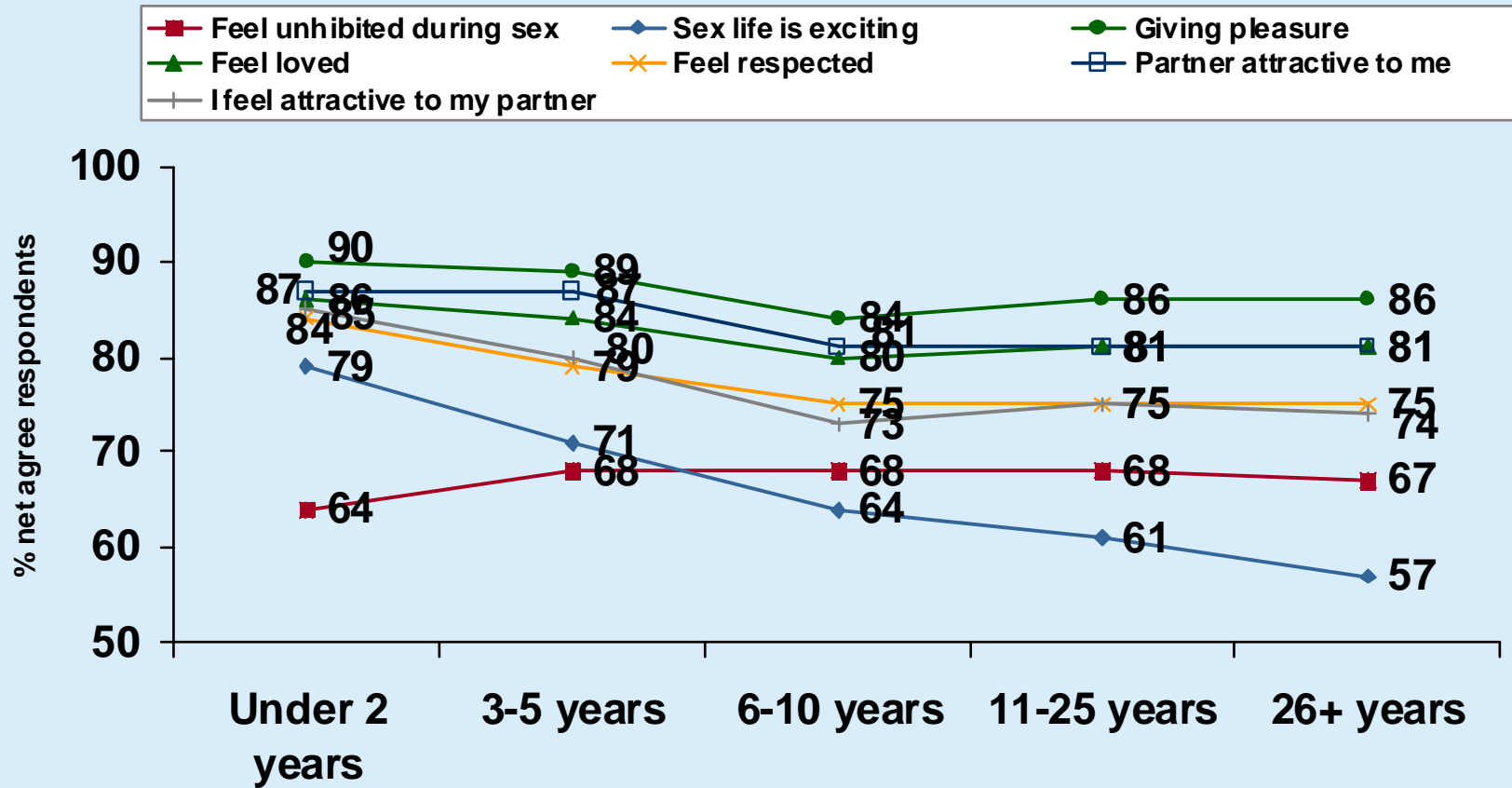
However, full levels of satisfaction decline during long term relationships (5+ years) – particularly for men



Weighted Base: All Sexually Active (18,718); All Non Virgins (22,040)



Excitement decreases with the duration of relationship

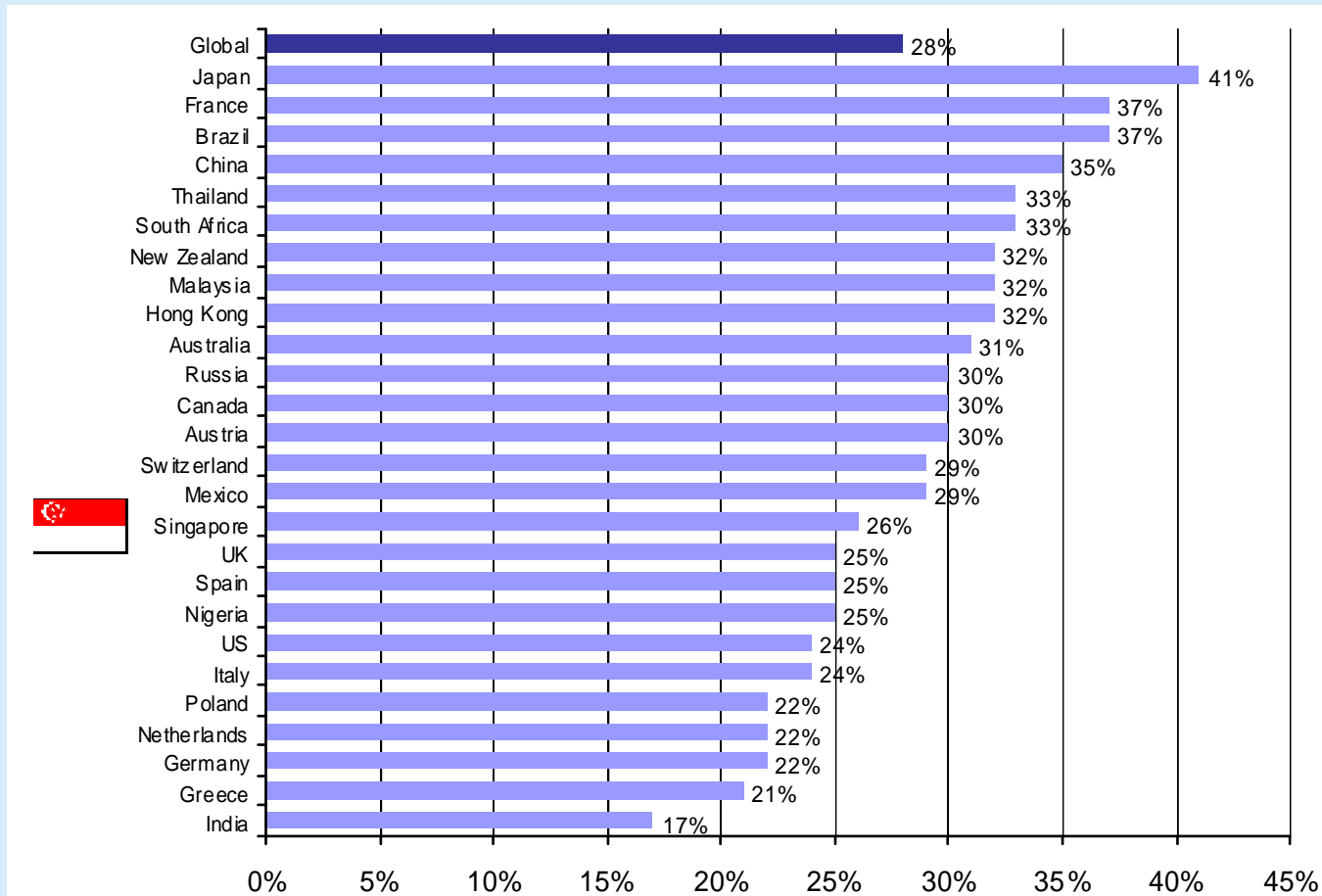


Weighted Base: All Sexually Active (18,718); All Non Virgins (22,040)



Painful Sex

Currently experiencing or have ever experienced



Current sexual health problems have a strong impact on fully satisfaction

<i>% Currently experiencing...</i>	<i>Base</i>	<i>% Dissatisfied</i>	<i>% Middle of the Ground/ Neutral</i>	<i>% Fully Satisfied</i>
Vaginal dryness	876	29	36	35
Loss of libido	944	53	35	12
Difficulty in having an erection	675	48	35	17
Difficulty in sustaining an erection	866	46	36	18
No sexual health problems	15,703	13	38	49

Weighted Base: All Non Virgins (22,040)

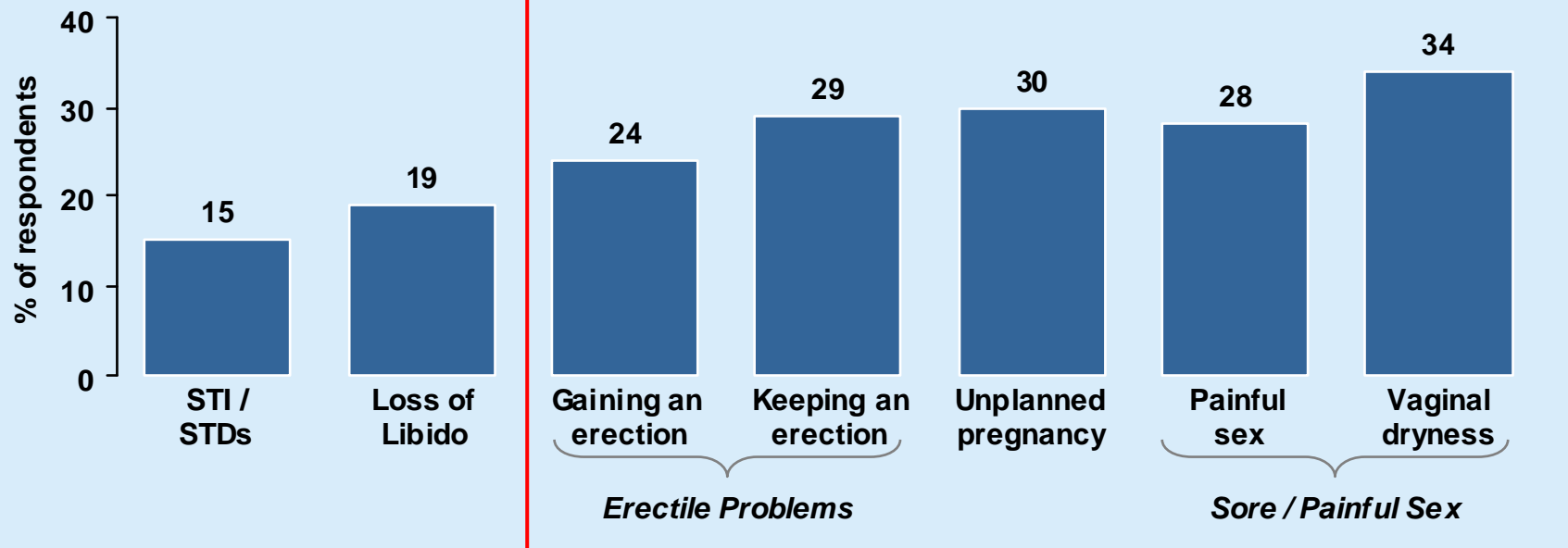
N.B. Bases too small to investigate other health issues



Sexual Health Problems

- Sexual health problems experienced by all ages
- In Singapore, erectile dysfunction readings are at 21% (gaining an erection) and 29% (keeping an erection).

% experienced ever

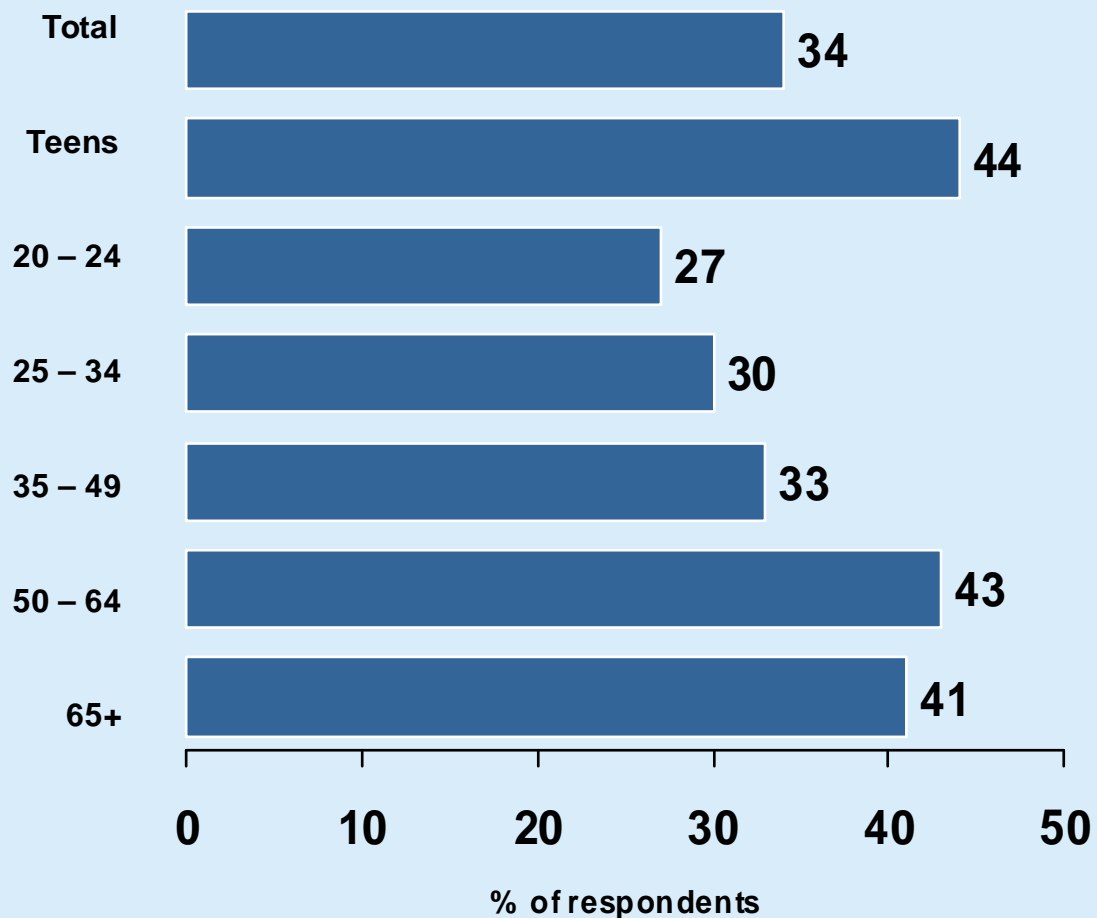


Weighted Base: All Non Virgins (22,040)



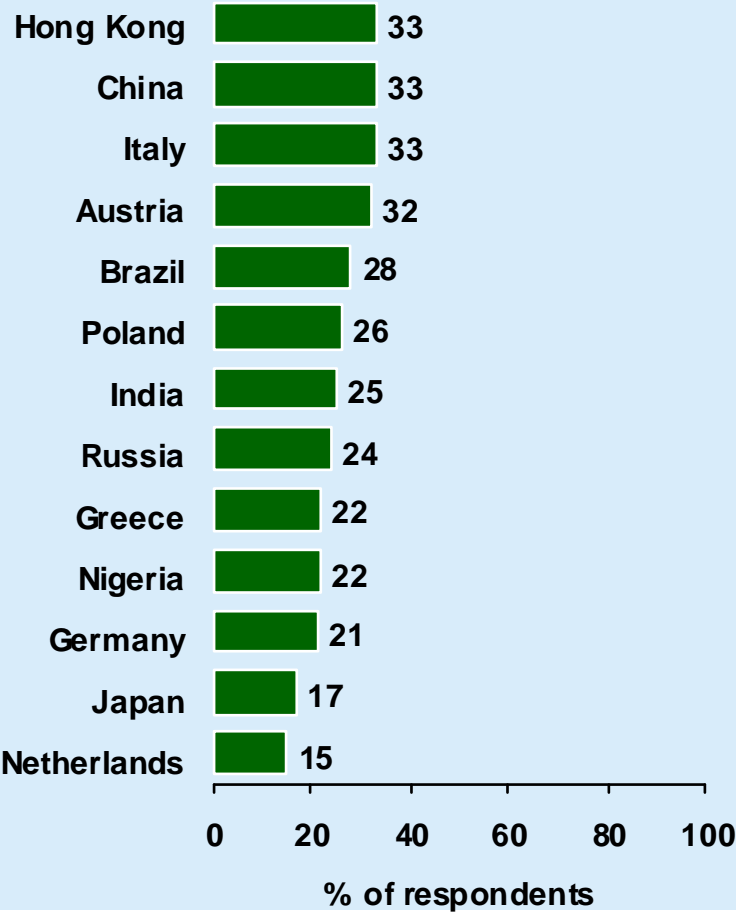
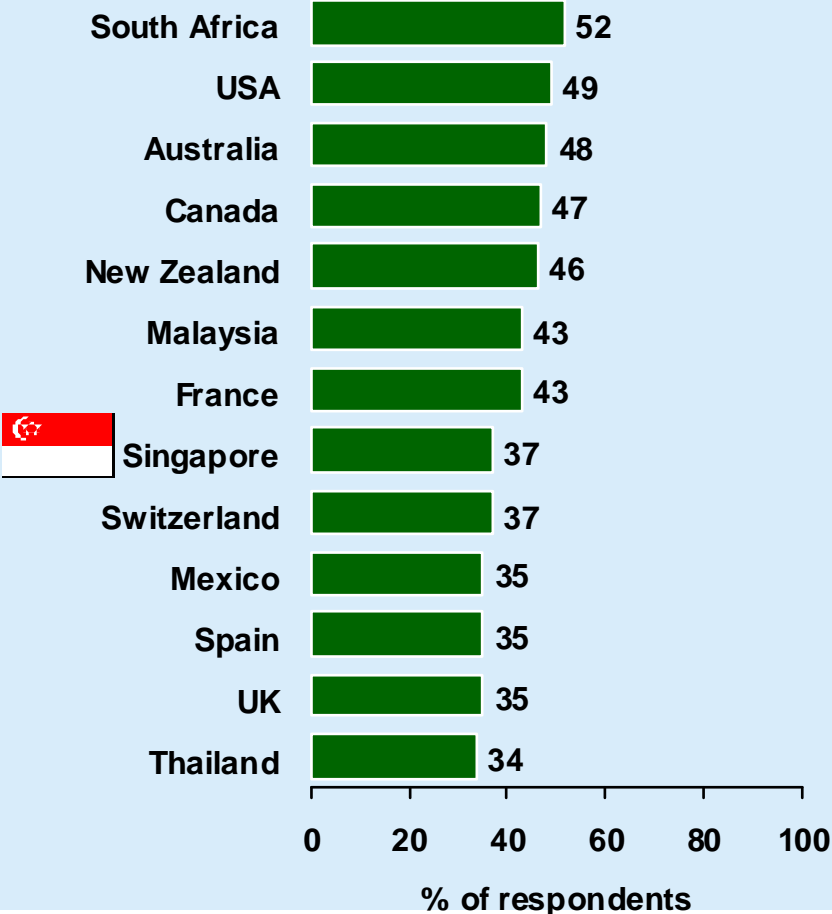
Vaginal Dryness

Not Just A Problem For Older Women



Vaginal Dryness – currently experiencing or have every experienced (self-reported)

Overall 34% have ever experienced



Weighted Base: All Non Virgins Female (10,681)

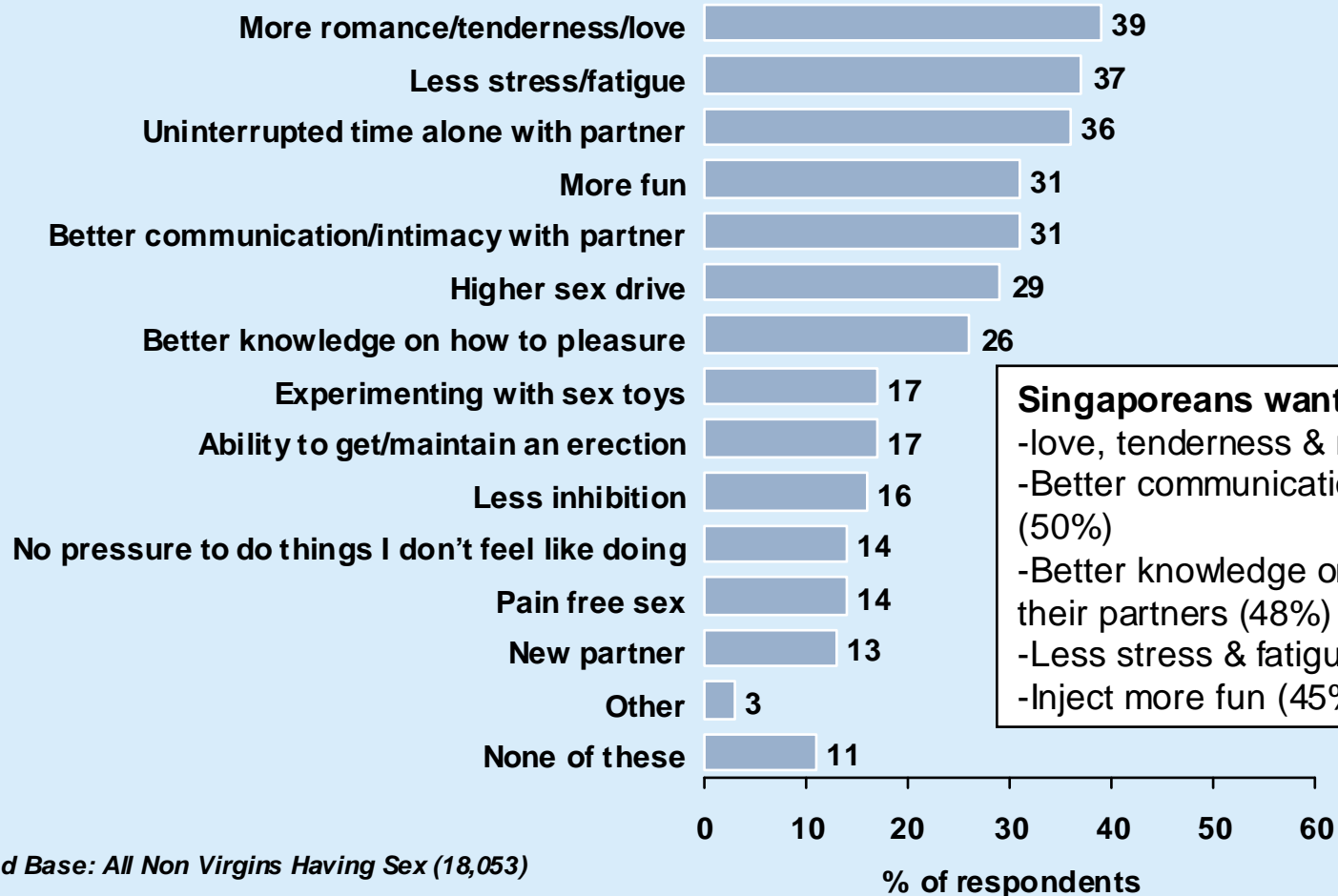




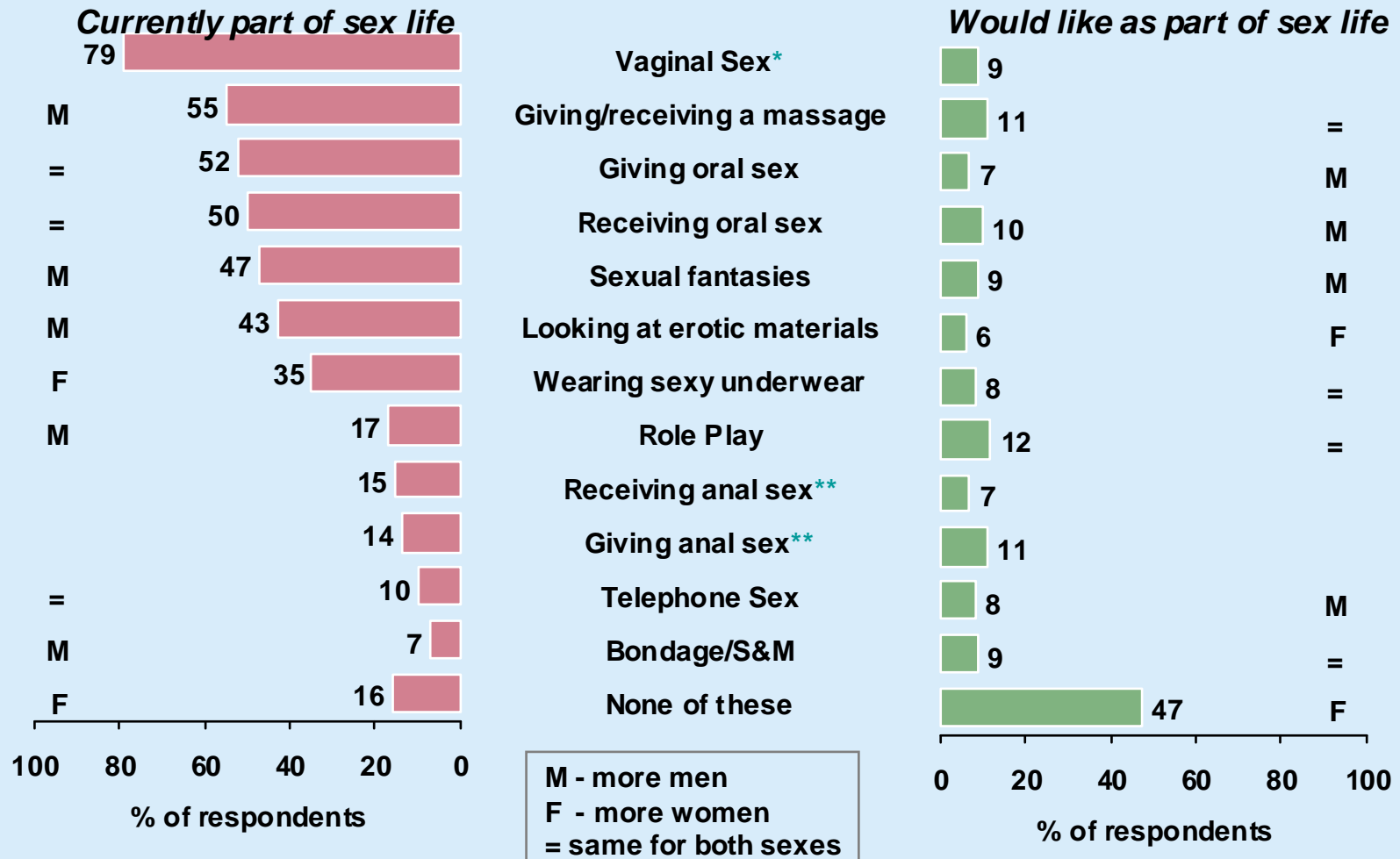
So how do
we improve
sexual
satisfaction?



More Time, more Romance and more Fun would improve satisfaction



Half would like to take part in a sexual activity they don't do currently



Base: All Respondents weighted (26,028)
* Non-gay, Non-virgins
** Non Virgins

Weighted Base: All Respondents
That Do Not Take Part In All
Activities (24,184)

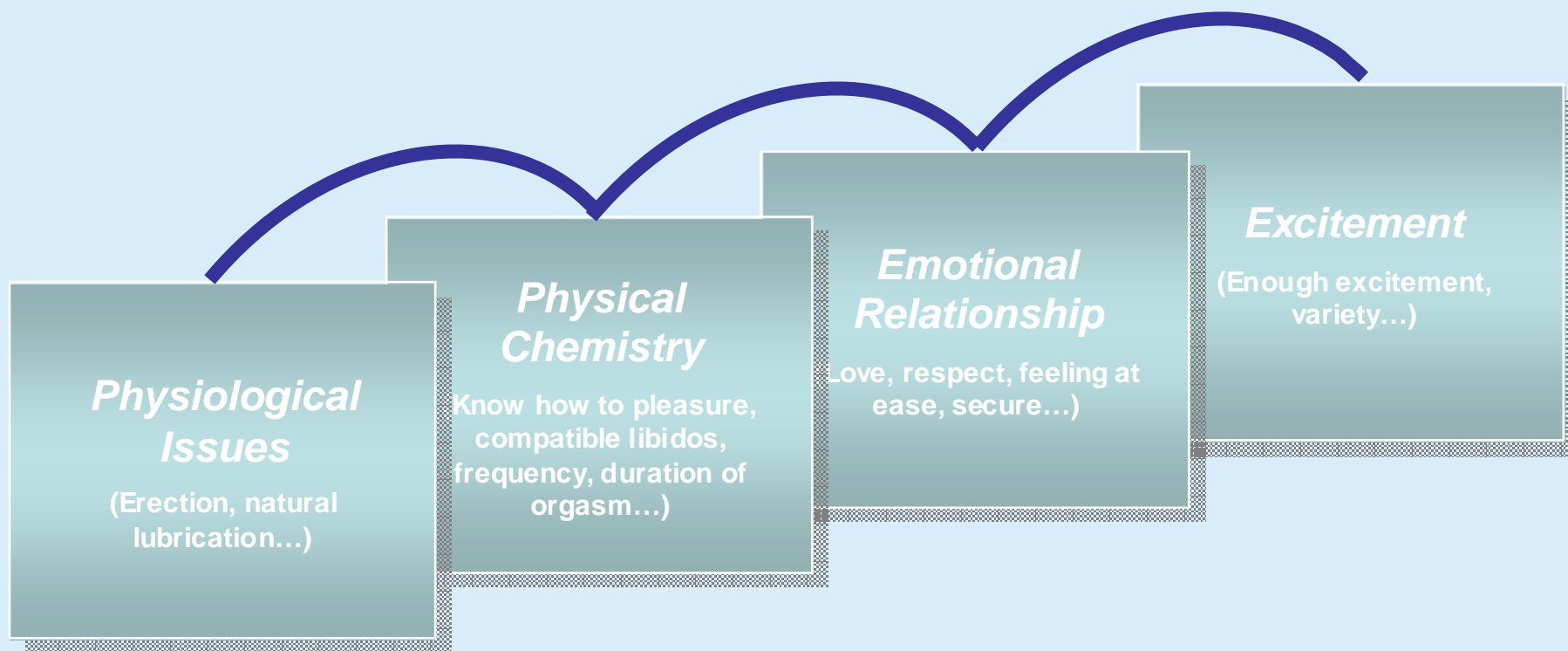


How Can Satisfaction Levels Be Improved?

- People around the world need to take more effort and initiative to improve and enjoy their sex lives!
 - To devote time and energy to their sex lives
 - To get more fun from their sex lives
 - To take part in sexual activities and use products that they don't do currently
- People around the world need help to enjoy their sex lives!
 - Sexual health conditions (e.g., vaginal dryness) can be overcome
 - Products can enhance the ability to achieve an orgasm
 - Advice and products can enhance fun and excitement



Satisfaction Horizon....



Thank You

