

# A comment by Sammi Cole, Lovehoney

We built the Lovehoney brand on an ethos of delivering sexual happiness to all, but as time has progressed, so has what sexual happiness means across age, gender and location. This study was important to us to really get to know what our customers want in the bedroom and what's stopping them from having a truly fulfilling sex life in 2019.

This study shows how our sex lives evolve throughout our lives, how adventurous different nations are prepared to be and how sexually fulfilled we feel, both physically and emotionally. It will ultimately ensure we're able to continue fulfilling our brand promise to customers in the future.

*Sammi Cole* is Lovehoney's sex and relationships writer. She works on sex-positive content on Lovehoney's websites that span three continents, nine countries, and twenty time zones.

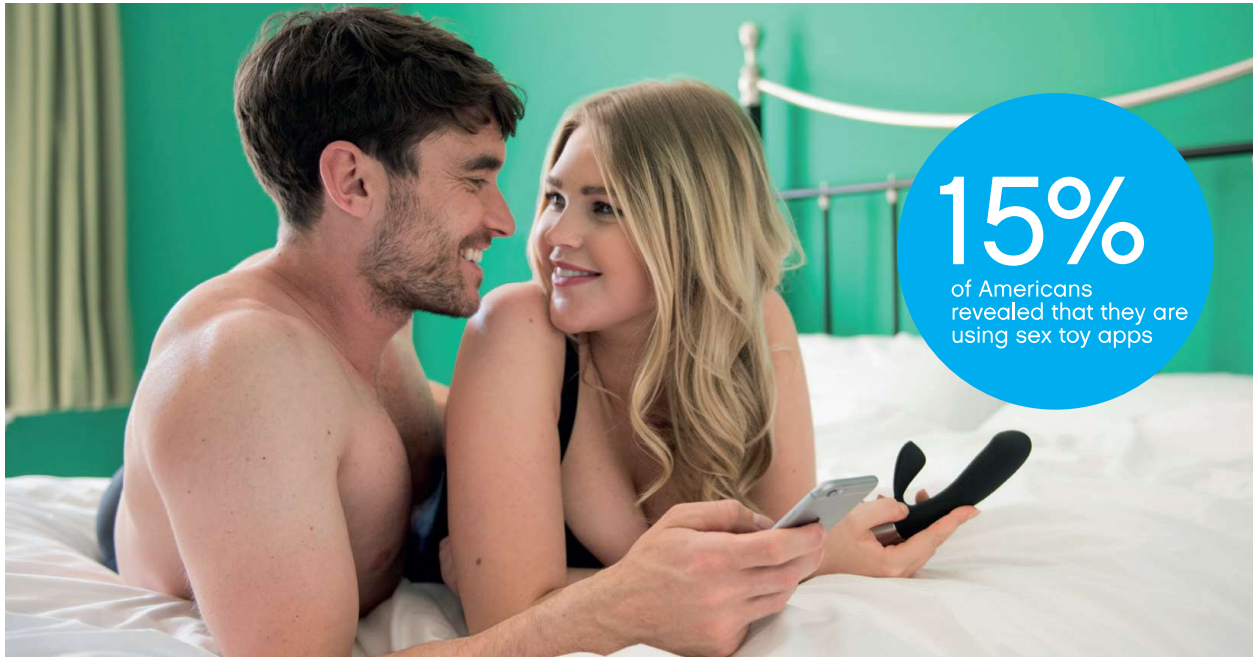


## Study Methodology

- We surveyed 3,000 people online, across the US, UK and Australia
- Ages ranged from 18 to 65+
- We chose a representative panel across gender, ethnicity, relationship status and sexual orientation, living in small towns, big cities and rural areas
- The research was independently conducted by Savanta



## Does Technology Make You Happier?



# The great tech turn-on: half of us go hi-tech to improve sexual happiness

As technology becomes more prevalent in every aspect of our lives, it's no surprise that it's playing a role in our sexual happiness too. What may be more surprising is the role technology plays across the age groups, with 10% of over-55s using video sex as part of their sexual repertoire.

Americans are the most willing to let tech do the talking, with more of them embracing sexting, video sex and sending sexy images than the UK or Australia. 15% of Americans are using sex toy apps, such as app-controlled vibrators, compared to 12% of Brits and one in ten Australians.

### **PUT A RING(TONE) ON IT**

Delving deeper into the use of sex toy apps, these are most popular amongst engaged couples. Couples are also leading the naturist charge, with over a third (36%) claiming to send nude images. Perhaps absence really can make the heart grow fonder – so long as you have your phone with you.

## Toy tech

Sex toy tech has exploded in recent years, especially with the growth of “teledildonics” (the technology that allows users to control sex toy functions from practically anywhere on the globe). Now, with the advances made by companies like We-Vibe and Lovense, and Lovehoney's Desire collection, long-distance couples can enjoy intimacy from thousands of miles away with just the touch of a button.

- Sammi Cole, Lovehoney



**THE LOVEHONEY SEXUAL HAPPINESS STUDY 2019**

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