



# STUDY OF SEXUAL BEHAVIOR AND ATTITUDES

Analytical report

November 2021



**Data collection technic:** self-filling questionnaire via mobile application.



**Target audience:** males and females aged 18-60, living in cities with 50,000 inhabitants and more



**Number of successful interviews:** 1099



**Field period:** October 29, 2021, at 19:00 – 21:30.

# SUMMARY

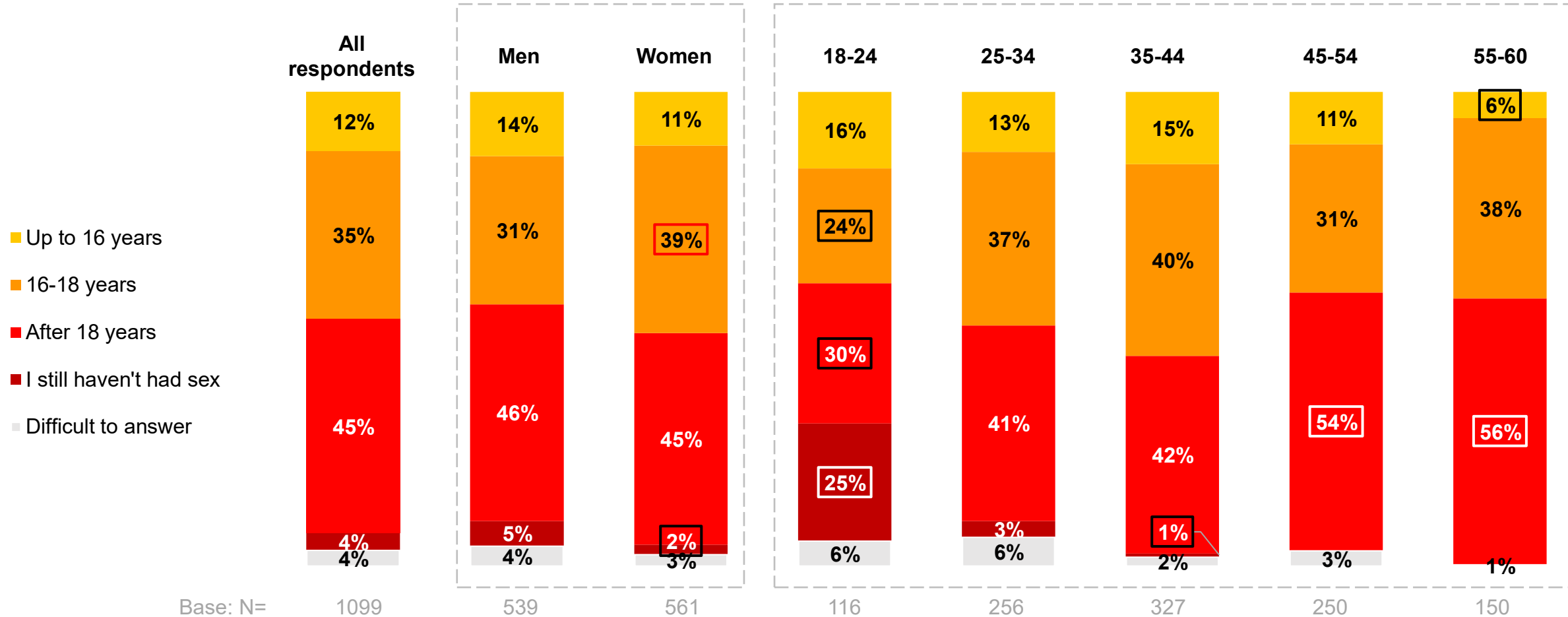
- The vast majority of respondents are optimistic about their sex life. This is manifested in the description of emotional perception, satisfaction with frequency and sex life in general.
- **Sex is an important part of a relationship with a partner** - 78% of respondents say so. The basis of the relationship with a partner differs depending on sexual satisfaction. Sexually dissatisfied people are more likely to point out that sex is not important in their relationship, and common property together with fear of loneliness bind them more often.
- **The ability to talk about sex with a partner is related to sexual satisfaction:** a significantly higher percentage of those who are sexually satisfied are free to talk about sex and sexual fantasies with a partner (70% compared to 50% of those who are sexually dissatisfied).
- **Satisfaction with sex life affects the level of happiness:** among sexually satisfied people there is a significantly higher percentage of happy people, compared to all respondents and those who are sexually dissatisfied.
- **Satisfaction with sex life affects sexual attitudes and behavior:** sexually dissatisfied respondents are more likely to think about sex with other people (not partners), as well as have lovers. But at the same time, they are much more likely to be willing to maintain a relationship with a partner that does not satisfy them sexually.
- **Marriage is seen as a tool for regulating sexual relations:** 80% say that marriage requires unconditional fidelity, but when getting older, respondents are more likely to believe that betrayal does not necessarily lead to a breakup.



# **SEXUAL EXPERIENCE**

# FIRST SEXUAL EXPERIENCE

The majority of respondents (45%) had their first sexual experience after 18 years. This percentage is significantly higher among the age groups 45-54 and 55-60. At the same time, a quarter of the 18-24 age group still had no sexual experience. Residents of Kyiv are much more likely to report their first sex before the age of 16 - 19%, compared to 12% among all respondents.



Base: N= 1099

539

561

116

256

327

250

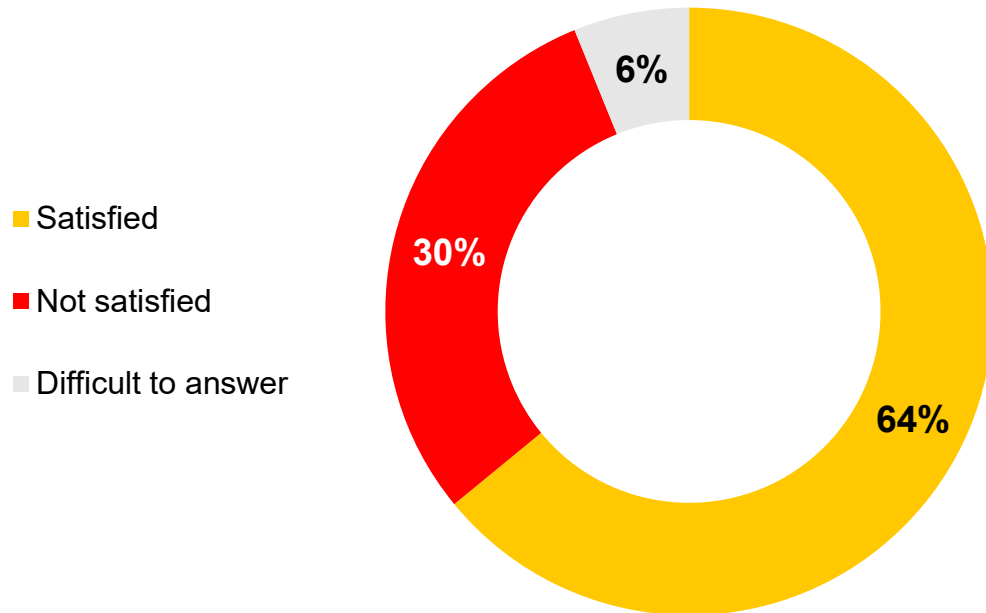
150

Statistically significant differences **above** / **below** for the group compared with the indicator as a whole. Women are compared to men.

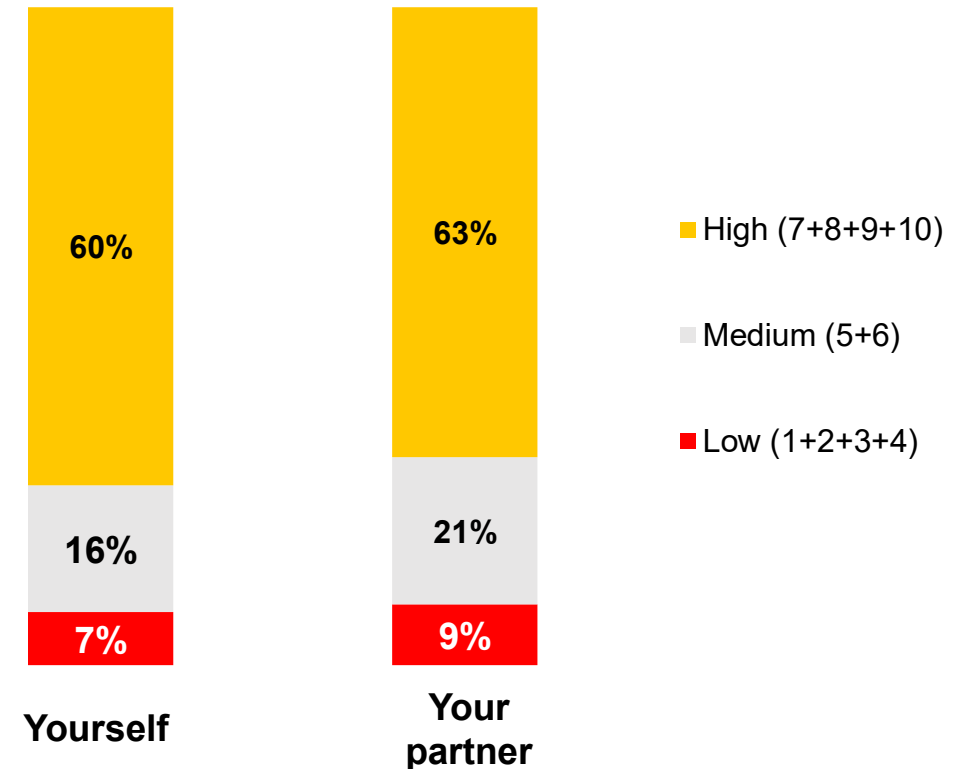
# SATISFACTION WITH SEXUAL LIFE

64% of respondents indicate satisfaction with their sex life. The highest percentage of sexually dissatisfied is among the age group 18-24 (44%). There are no significant differences between men and women. High marks are mostly used when evaluating themselves and their partner as a sexual partner. Women tend to evaluate themselves worse as a sexual partner, and sexually dissatisfied - both themselves and their sexual partner.

**Sex life satisfaction:**



**Evaluation as a sexual partner:**



Base: respondents who had sexual experience, N = 1060

Are you happy with your sex life?

How would you rate yourself as a sexual partner?

How would you rate your partner as a sexual partner?

# SATISFACTION WITH SEXUAL LIFE

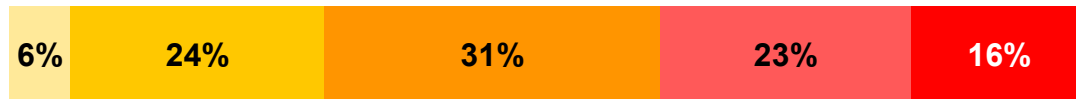
## Sexually satisfied

### Sex



■ Чоловік ■ Жінка

### Age



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-60

### The level of happiness



■ Happy ■ Both happy and unhappy ■ Unhappy ■ Difficult to answer

### Attitude to pleasure



■ It is important to enjoy life in all available forms  
 ■ It is more important to follow social rules in life  
 ■ Difficult to answer

## Sexually dissatisfied

### Sex



■ Чоловік ■ Жінка

### Age



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-60

### The level of happiness



■ Happy ■ Both happy and unhappy ■ Unhappy ■ Difficult to answer

### Attitude to pleasure

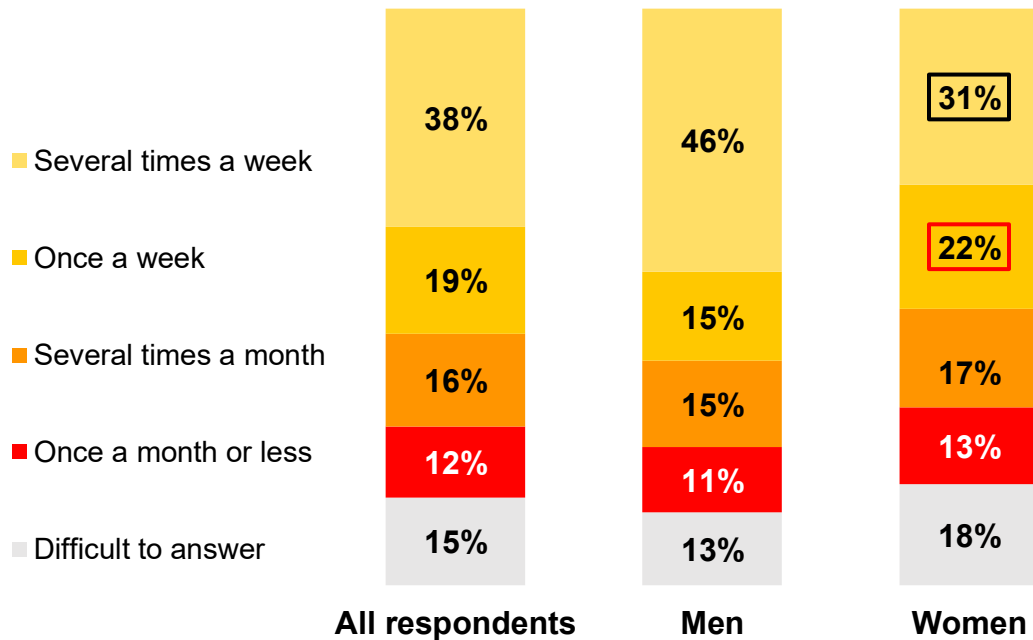


■ It is important to enjoy life in all available forms  
 ■ It is more important to follow social rules in life  
 ■ Difficult to answer

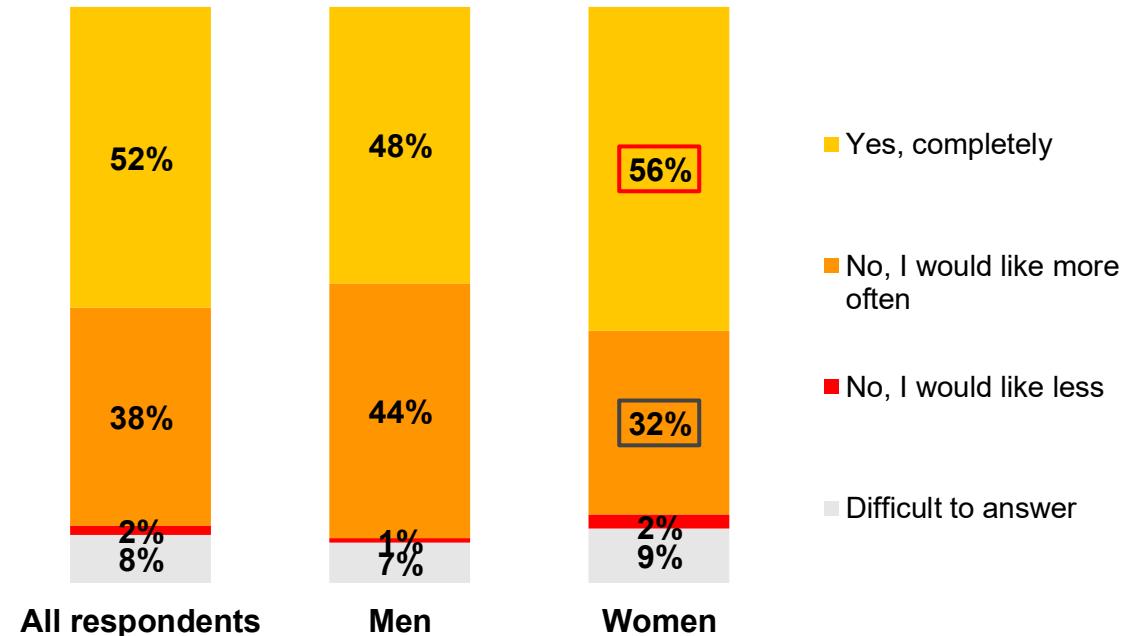
# FREQUENCY OF SEXUAL ACTIVITY

The vast majority of respondents (57%) have sex once a week or more. Men say they have sex more often than women: 46% say it happens several times a week compared to 31% among women. Majority are satisfied with the frequency of sexual intercourse but 38% express a desire for a more active sex life. The most satisfied with the frequency are women (56%) and the age group 55-60 (72%). Men want more sex.

Frequency of sexual intercourse:



Satisfaction with the frequency of sexual intercourse:



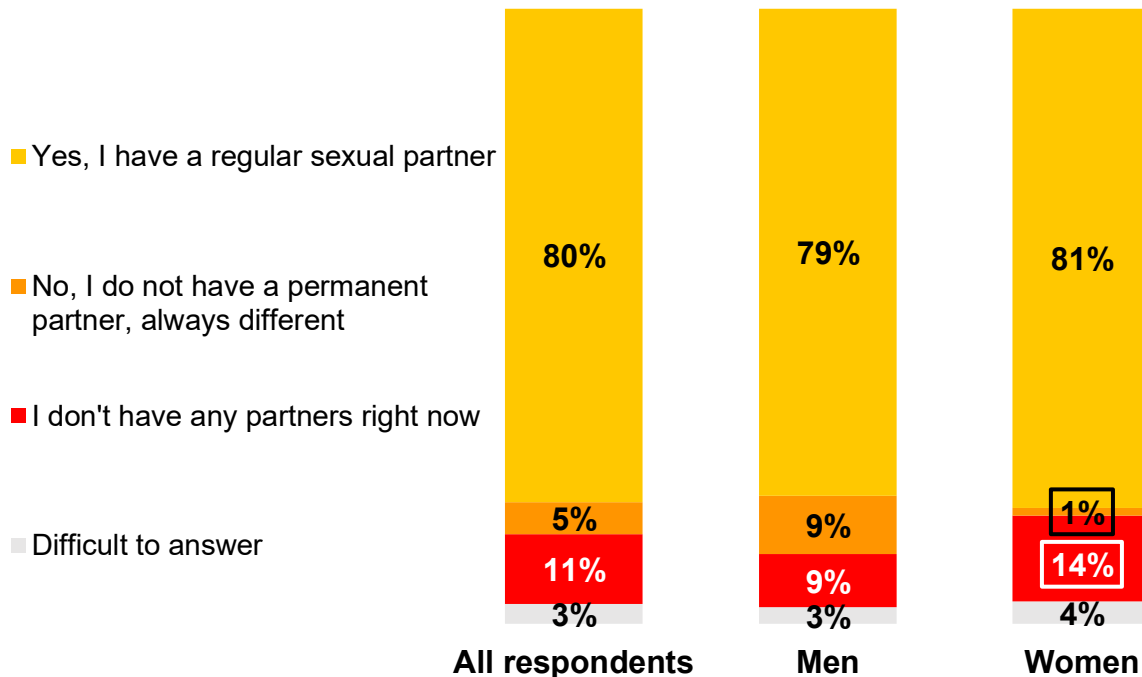
Base: respondents who had sexual experience, N = 1060  
 How often do you usually have sex?  
 Are you happy with the frequency of your sexual intercourse?



# THE IMPORTANCE OF SEX IN RELATIONSHIPS

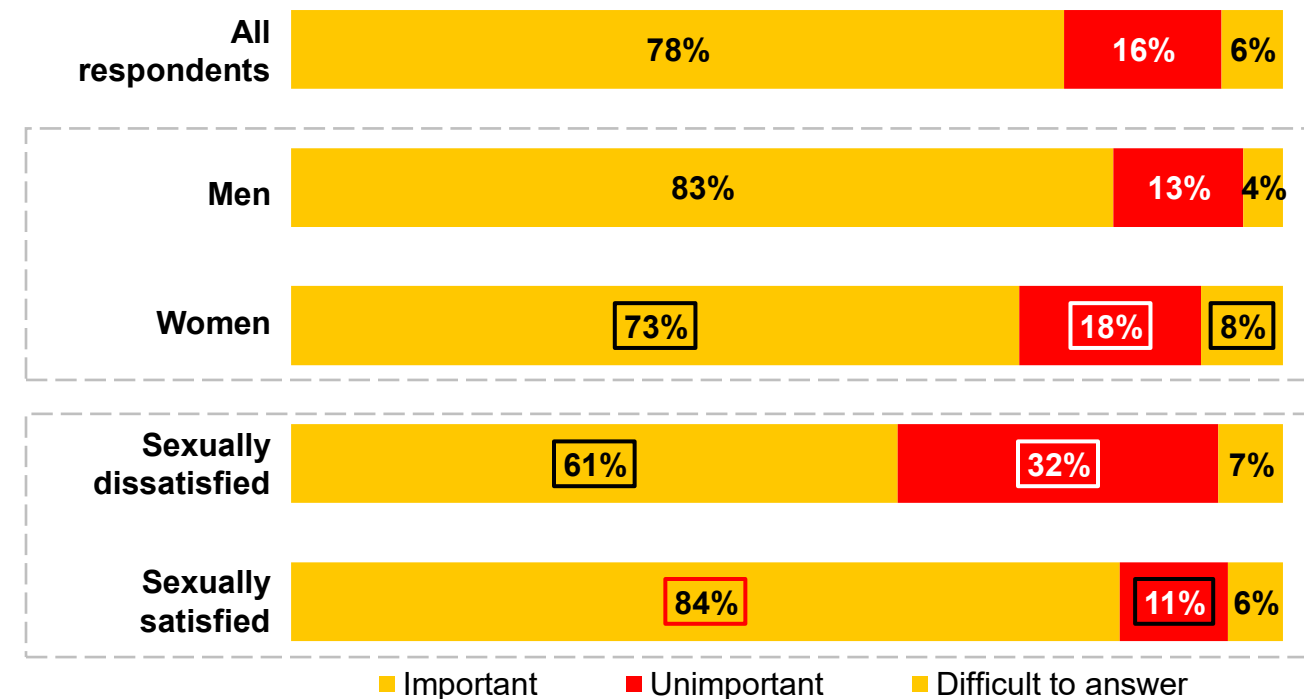
80% of respondents have a permanent sexual partner. Compared to men, women are less likely to report having sex with different partners. 78% of respondents declare the importance of sex in a relationship with a partner. Moreover, sexually dissatisfied people are more likely to indicate that sex is not important to them (32%, compared to 11% of sexually satisfied people). Also for women in a relationship sex is less important (73% among women vs 83% among men). At the same time, we remember that the share of satisfied and dissatisfied with sex life is almost equal among women and men.

## Having a permanent sexual partner:



Base: respondents, N=1099

## The importance of sex in a relationship:

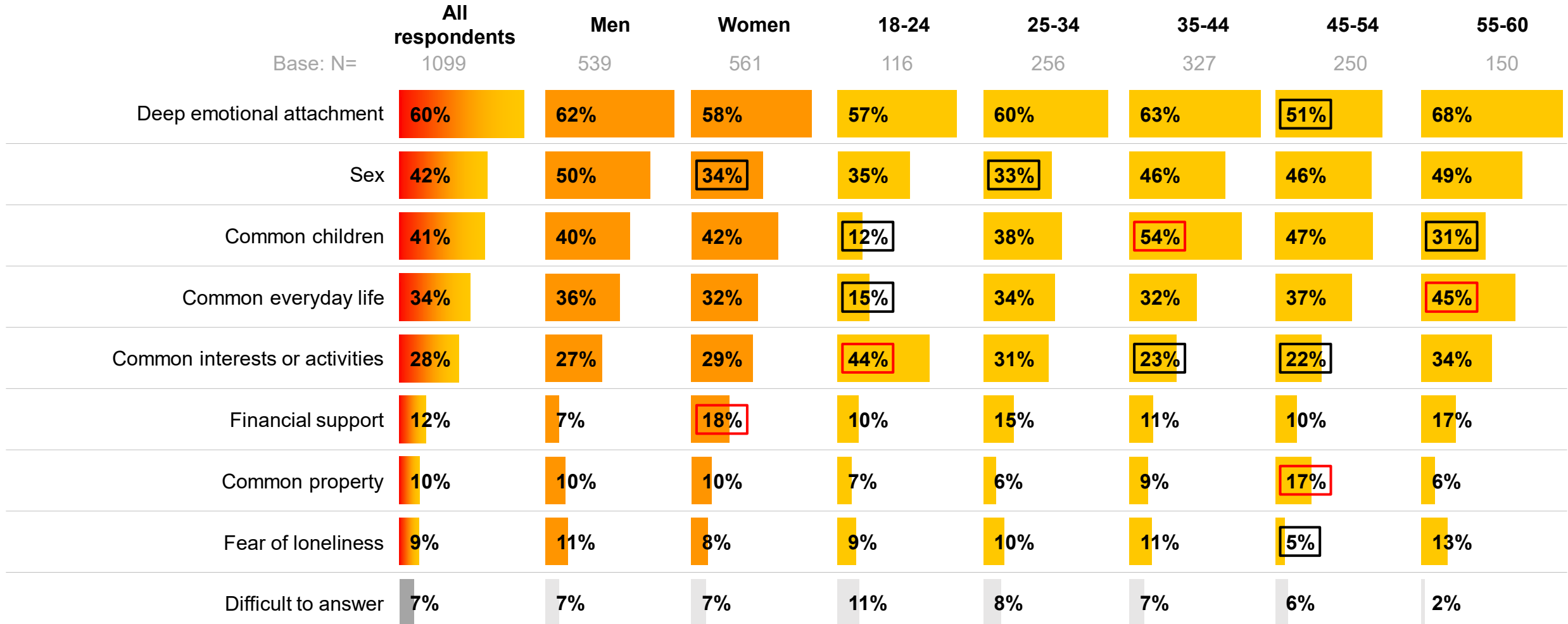


Base: respondents who had sexual experience, N=1060

Statistically significant differences **above** / **below** for the group compared with the indicator as a whole.

# FOUNDATION OF RELATIONS WITH A PARTNER

For most people the relationship with a partner is based on deep emotional attachment. Sex and children are on the second place. For the age group 18-24, relationships are much more often based on the presence of common interests or activities, and for the age group 55-60 it is based on common everyday life.



Base: all respondents, N = 1099

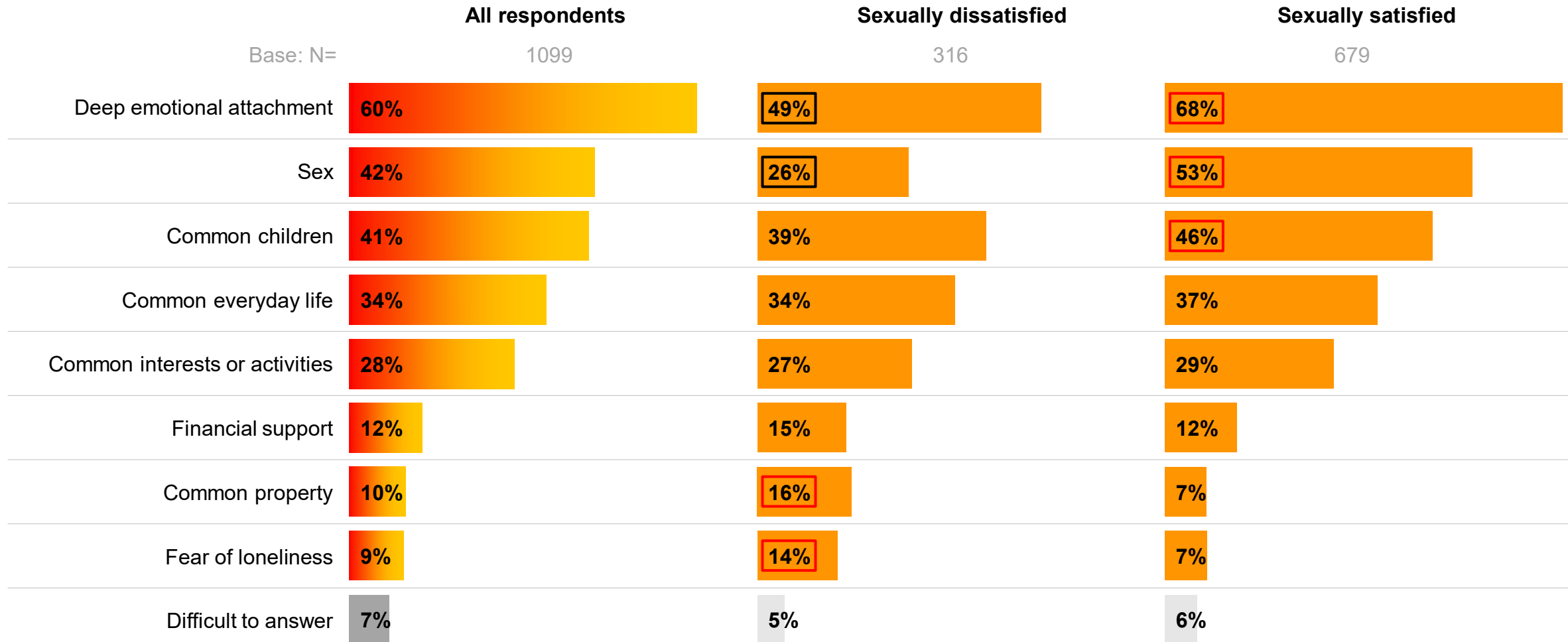
Choose from up to 3 alternatives that describe what your relationship with your partner is based on.




Statistically significant differences **above** / **below** for the group compared with the indicator as a whole. Women are compared to men

# FOUNDATION OF RELATIONS WITH A PARTNER

The basis of the relationship with a partner differs depending on sexual satisfaction. Satisfied people are more likely to choose deep emotional attachment and sex, while common property with fear of loneliness bind dissatisfied people more often. In general, dissatisfied respondents answered the question about the foundation of the relationship less intensively, indicating fewer answer options.



Base: all respondents, N = 1099  
Choose from up to 3 alternatives that describe what your relationship with your partner is based on.

 Statistically significant differences **above** / **below** for the group compared with the indicator as a whole.

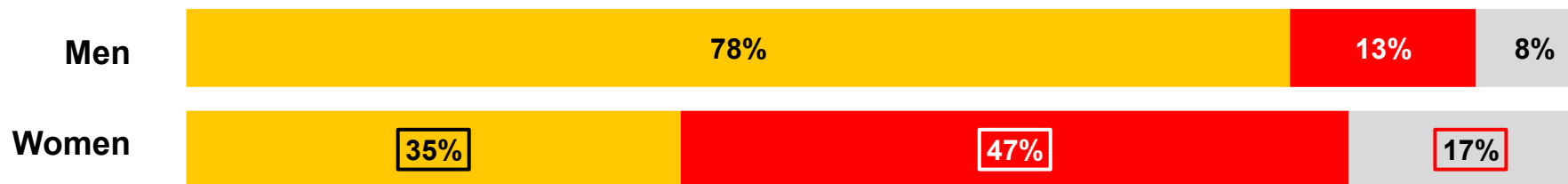


# **SATISFACTION WITH SEXUAL LIFE**

# ORGASM

Women are less likely than men to reach orgasm during sex: only 35% of respondents report orgasm during each sexual intercourse, compared to 78% of men. Orgasm simulation is also more common among women: 64% say they have done it at least once in their life, while among men it is 23%.

## I reach orgasm during sex with my partner every time



## At least once in my life I simulated an orgasm



■ Yes ■ No ■ Difficult to answer

Base: respondents who had sexual experience, N = 1060

How often do you usually reach orgasm during sex?

Is the following statement true for you: 'I reach orgasm during sex with my partner every time'?

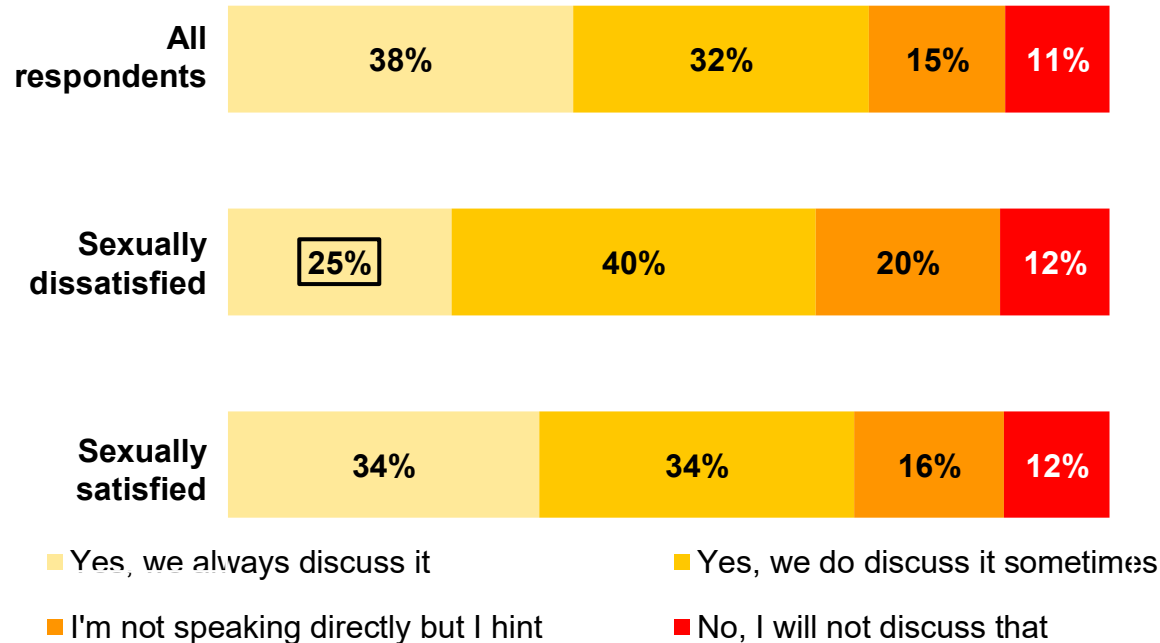
Is the following statement true for you: 'At least once in my life I simulated an orgasm'?

Statistically significant differences **above** / **below** for women compared to men.

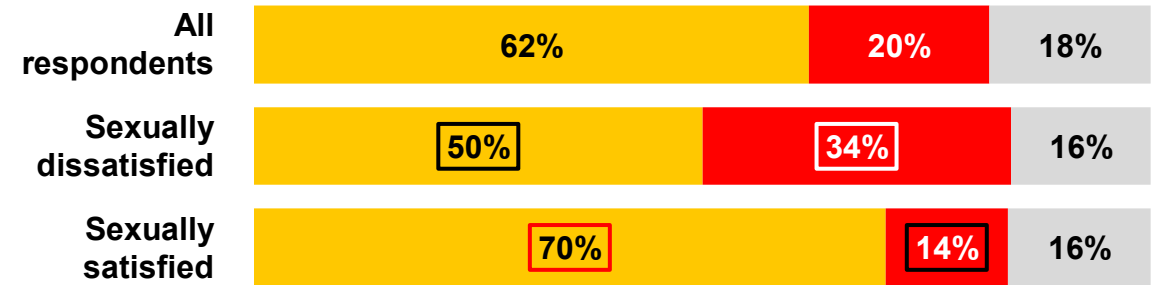
# DISCUSSION OF SEX

Discussion of sex goes beyond intimacy: 51% of respondents say they are not ashamed to talk about sex in public. The vast majority discuss with their sexual partners what they did not like during sex (68%), as well as sex in general and personal sexual fantasies (62%). It is important to note that among the sexually satisfied there is a significantly higher percentage of those who are free to talk about sex and sexual fantasies with a partner (70%, compared to 50% among the sexually dissatisfied).

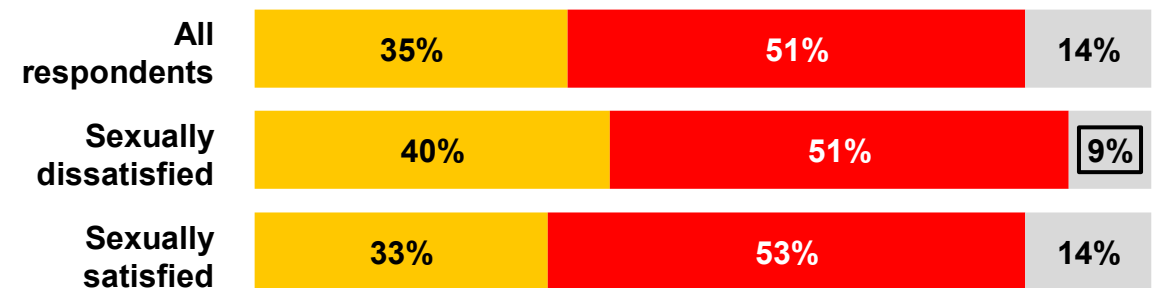
## Do you discuss sex with your partner?



## I am free to talk about sex and my sexual fantasies with my partner



## I'm ashamed to talk about sex in public



Base: respondents with a partner (permanent or temporary), N = 906

Base: respondents who had sexual experience, N = 1060

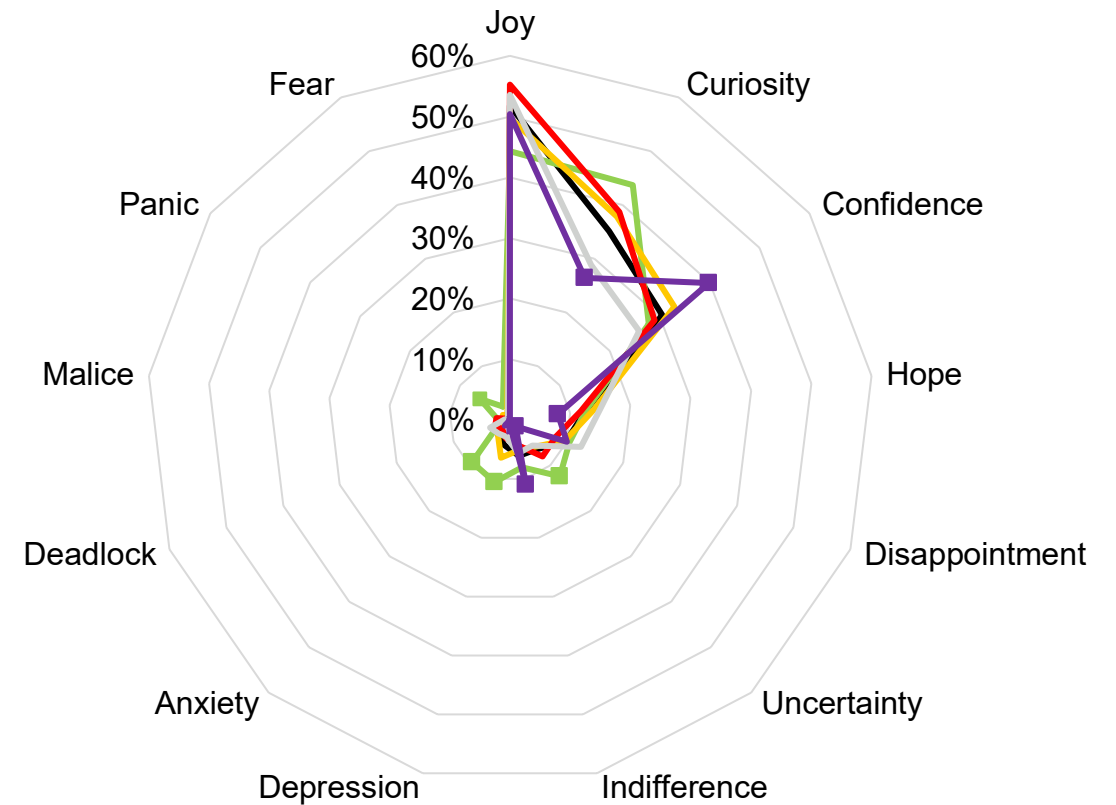
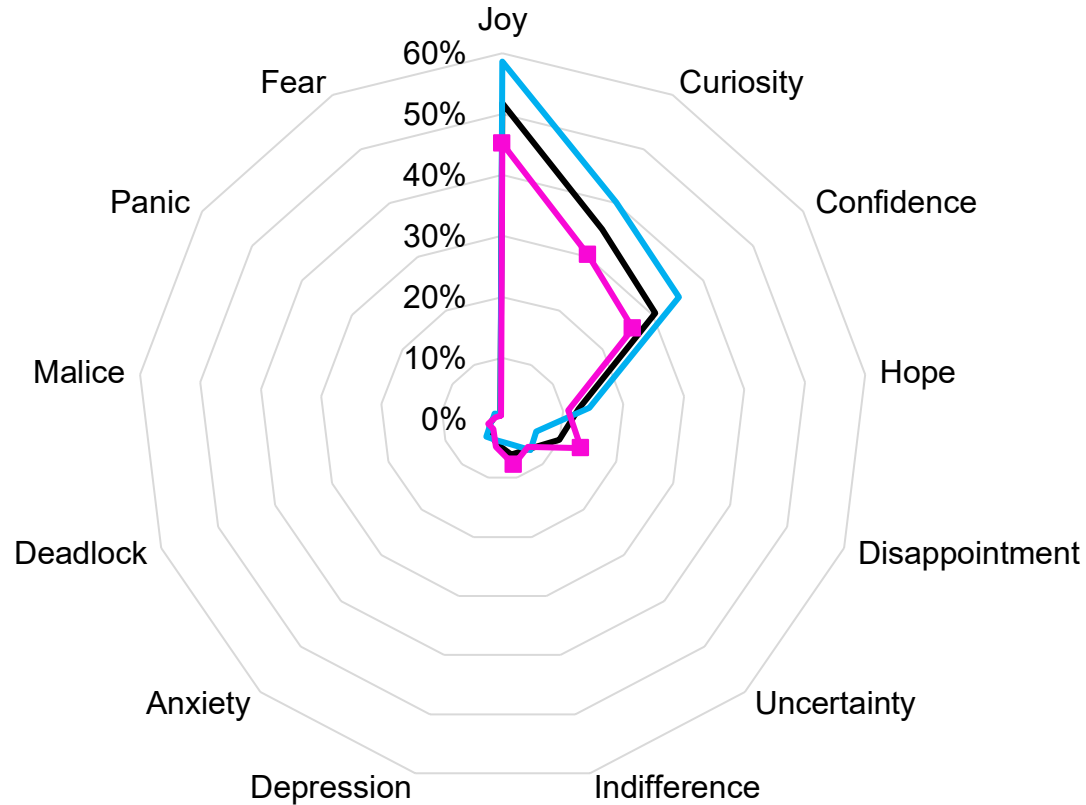
If you don't like something during sex, will you tell your partner about it?  
 Is the following statement true for you: 'I am free to talk about sex and my sexual fantasies with my partner'?  
 Is the following statement true about you: 'I'm ashamed to talk about sex in public'?

Statistically significant differences **above / below** for 14 the group compared with the indicator as a whole.

# EMOTIONAL PERCEPTION OF SEXUAL LIFE



The vast majority of respondents experience positive emotions about their sex life, such as joy, curiosity, confidence. People aged 18-24 are more likely to experience curiosity and a negative range of emotions (uncertainty, depression, anxiety, and panic), which can be explained by lack of sexual activity and / or lack of experience. Older people are more likely than others to feel confident.

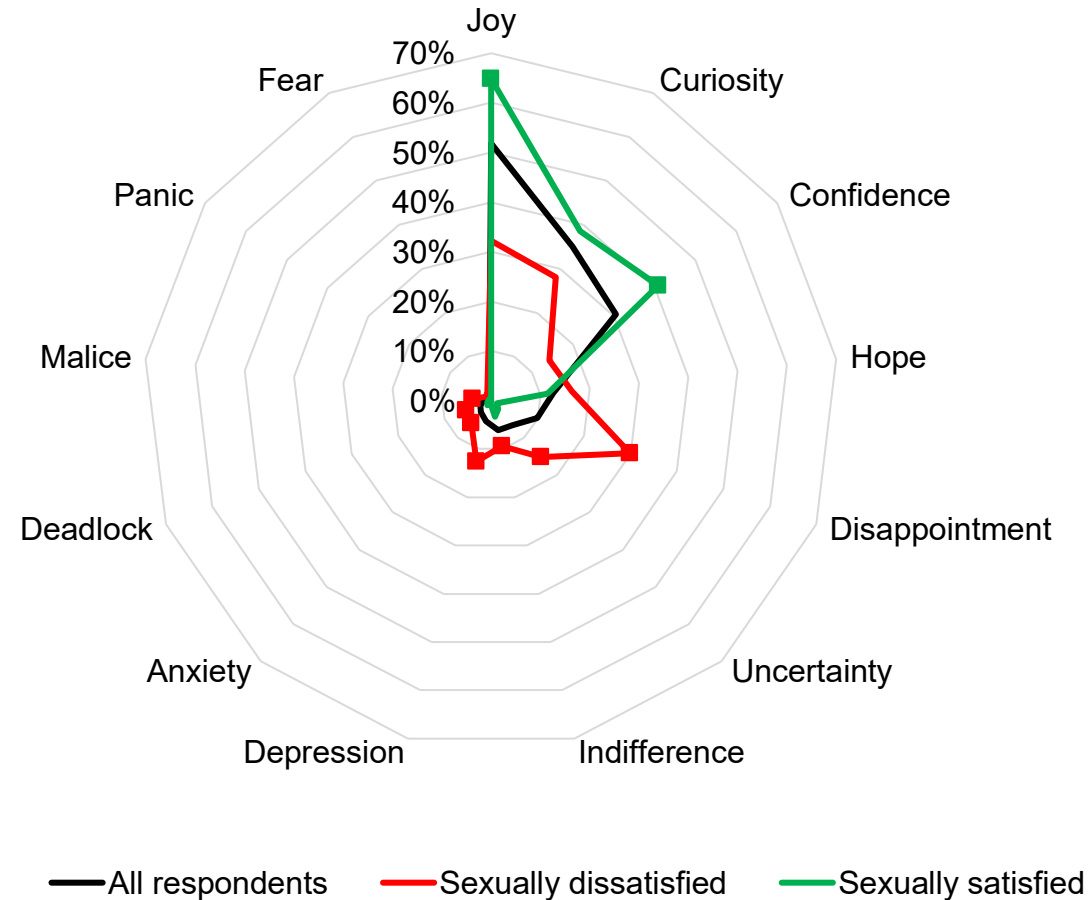


— All respondents — Men — Women

— All respondents — 18-24 — 25-34 — 35-44 — 45-54 — 55-60

# EMOTIONAL PERCEPTION OF SEXUAL LIFE

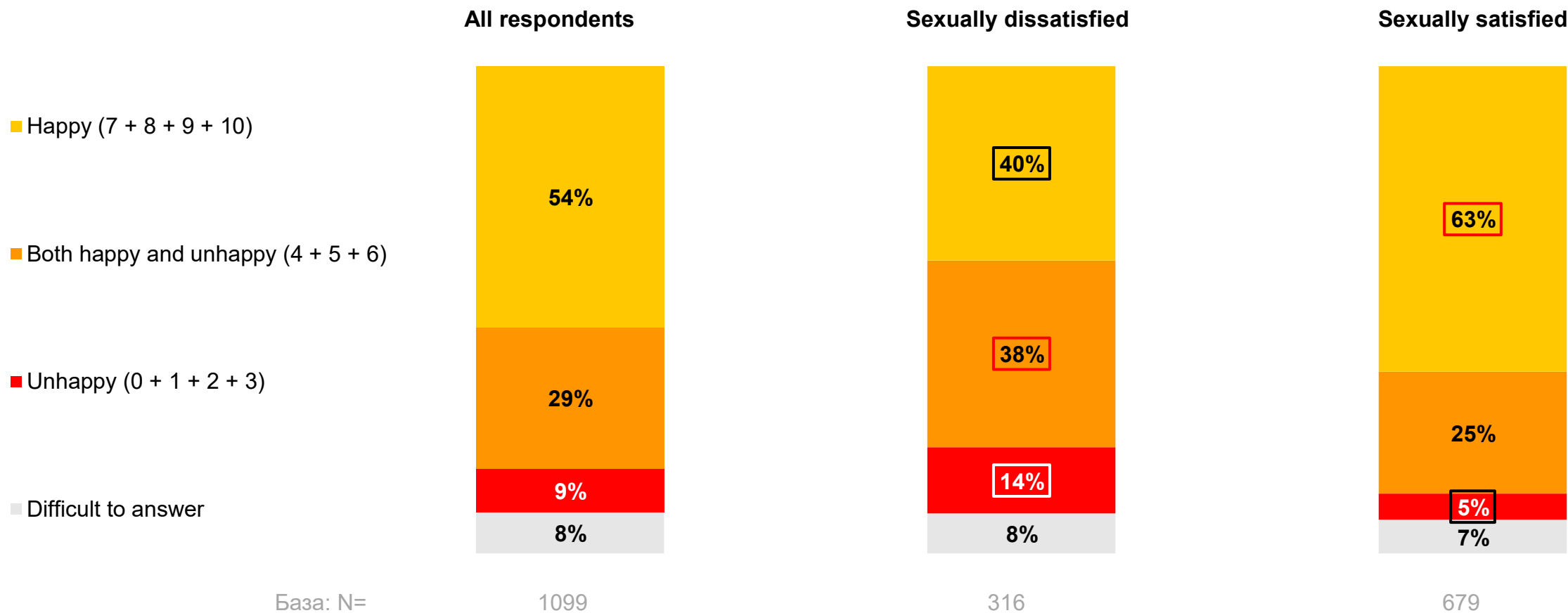
Emotional perception is also influenced by satisfaction with sexual life: dissatisfied people more often choose negative emotions. Still, joy remains the most pronounced emotion.





# LEVEL OF HAPPINESS

Satisfaction with sexuality is associated with the experience of happiness. The percentage of happy people among the sexually satisfied is significantly higher - 63%, compared to 54% among the entire sample, and 40% among the sexually dissatisfied.



База: N=

1099

316

679

Base: all respondents, N = 1099

Please tell us how happy you are at the moment on a scale from 0 to 10, where '0' means 'generally unhappy' and '10' means 'very happy'.

Statistically significant differences **above** / **below** for the group compared with the indicator as a whole.



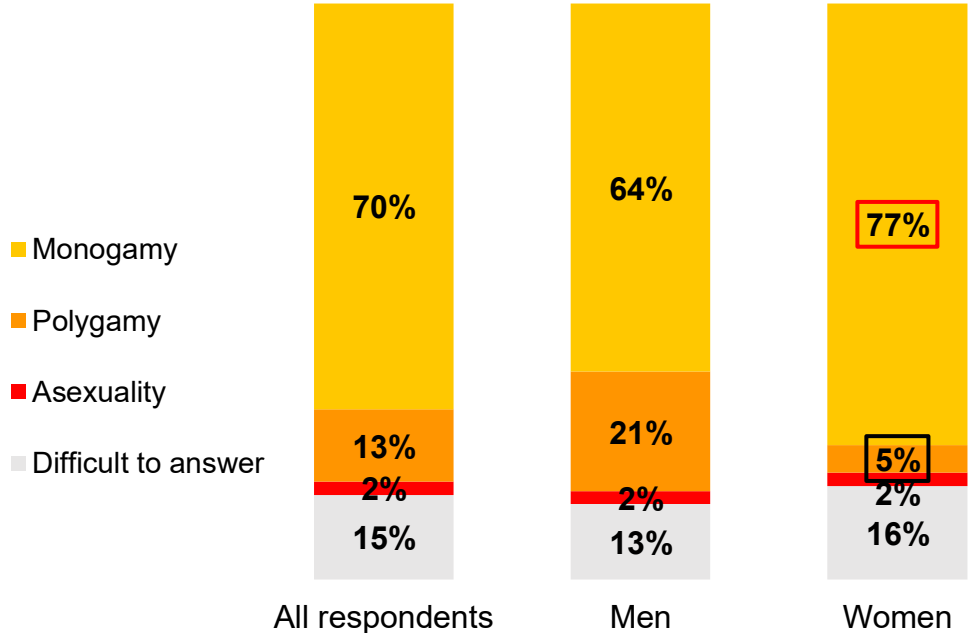
# **ATTITUDE TOWARDS SEXUAL LIFE**

# THE DESIRED WAY OF SEXUAL LIFE

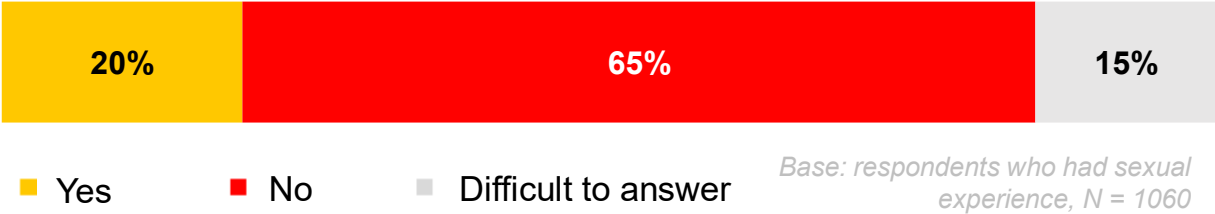


If they could choose their sex life, the vast majority of respondents (70%) would be monogamous. Moreover, women are more likely to choose a monogamous lifestyle compared to men (77% vs 64%). 86% are of the opinion that it is better to have sex with a regular partner but 20% would not mind an open relationship with others. There is more men among these 20%.

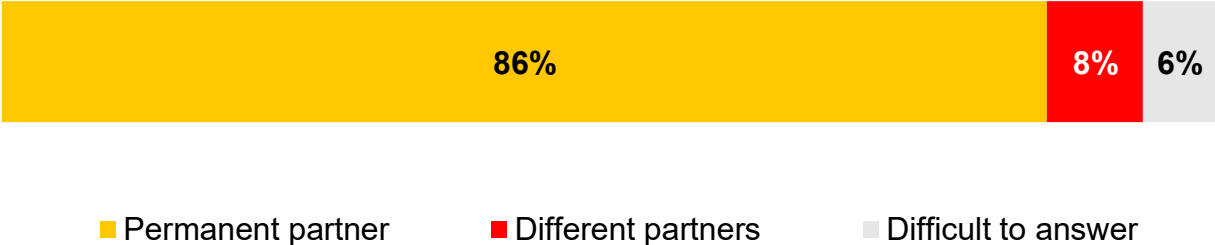
The desired way of sexual life



Consent to open relations with other partners:



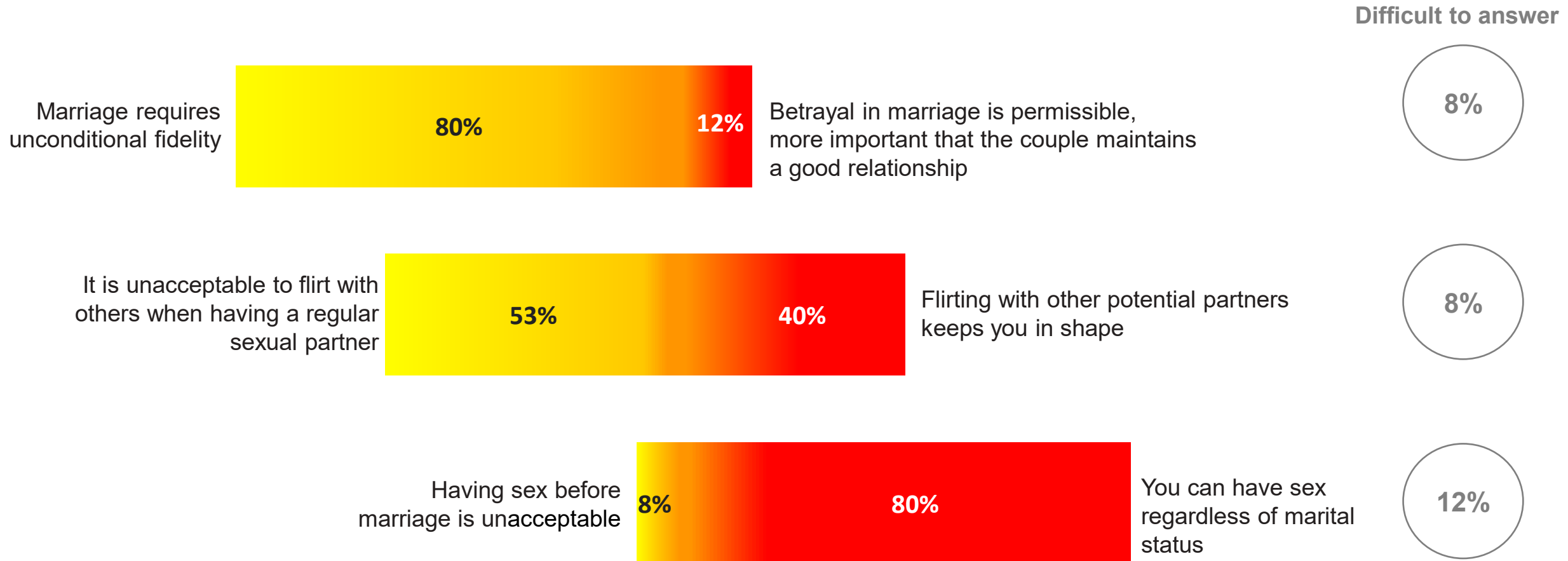
It is better to have sex with:



Base: all respondents, N = 1099  
 If you had the opportunity to choose your sex life, which one would you choose?  
 Is the following statement true for you: 'I would agree to an open relationship with other partner (s) if my partner agreed'?  
 Which statement do you agree with the most?

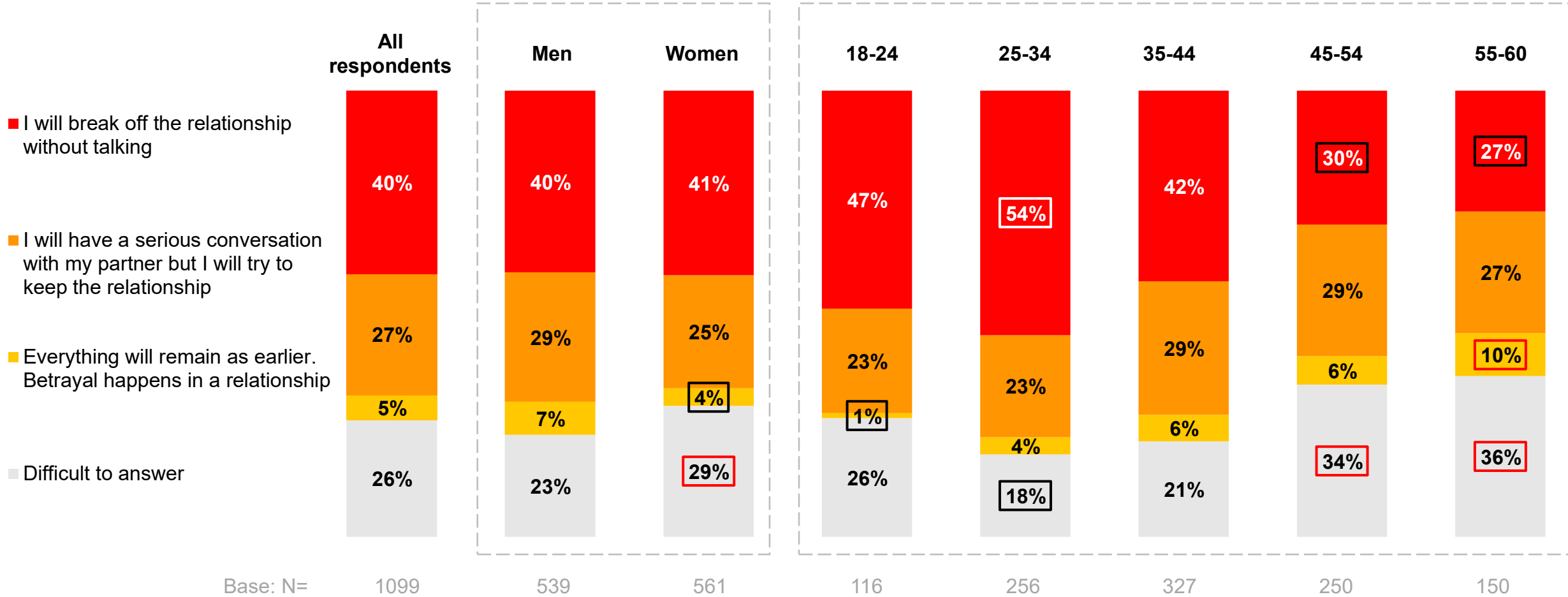
# SEX, MARRIAGE AND FIDELITY

Sex before marriage is acceptable: the vast majority of respondents (80%) believe that sex is acceptable regardless of marital status. Marriage is perceived as a tool for regulating sexual relations: 80% declare that marriage requires unconditional fidelity. But for 40% of respondents flirting with others in the presence of a permanent sexual partner is perceived positively.



# ATTITUDE TO BETRAYAL IN RELATIONSHIPS

In case of betrayal by a partner 40% will break up the relationship without further ado. This percentage is significantly higher among the age group 25-34, and lower among the age group 45-60. The 55-60 age group is much more likely to express the opinion that nothing will change in the relationship because betrayals occur (10%, compared to 5% of the entire sample).



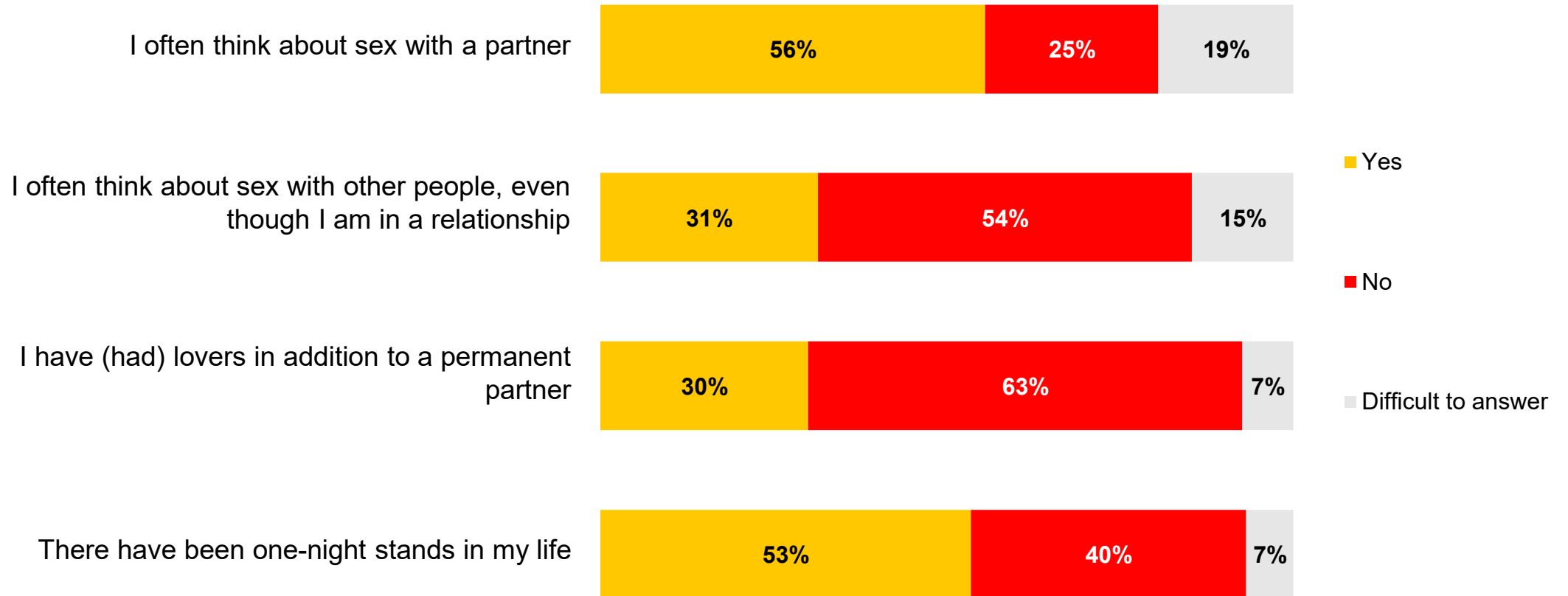
Base: all respondents, N = 1099  
 What will you do if you find out that your partner has betrayed you:

Statistically significant differences **above** / **below** for the group compared with the indicator as a whole. Women are compared to men.



# **CHARACTERISTICS OF SEXUAL BEHAVIOR**

# SEXUAL BEHAVIOR



Base: respondents who had sexual experience, N = 1060

Is the following statement true for you: 'I often think about sex with a partner'?

Is the following statement true for you: "I often think about sex with other people, even though I'm in a relationship"?

Is the following statement true for you: 'I have (had) lovers in addition to a permanent partner'?

Is the following statement true for you: 'There have been one-night stands in my life'?

# SEXUAL BELIEFS

I am free to talk about sex and my sexual fantasies with my partner



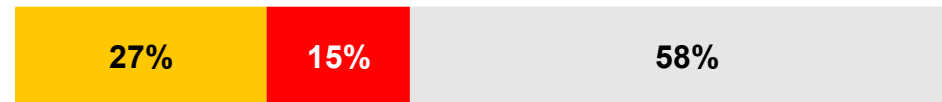
I will keep a relationship with a partner who does not satisfy me sexually if I like him / her as a person



I should not deny my partner sex, even if I do not want to



Sometimes I feel ashamed and guilty about my sex life



I would agree to an open relationship with other partners if my partner agreed



■ Yes

■ Difficult to answer

■ No

Base: respondents who had sexual experience, N = 1060

Is the following statement true for you: 'I will keep a relationship with a partner who does not satisfy me sexually if I like him / her as a person'?

Is the following statement true for you: 'Sometimes I feel ashamed and guilty about my sex life'?

Is the following statement true for you: 'I should not deny my partner sex, even if I do not want to'?

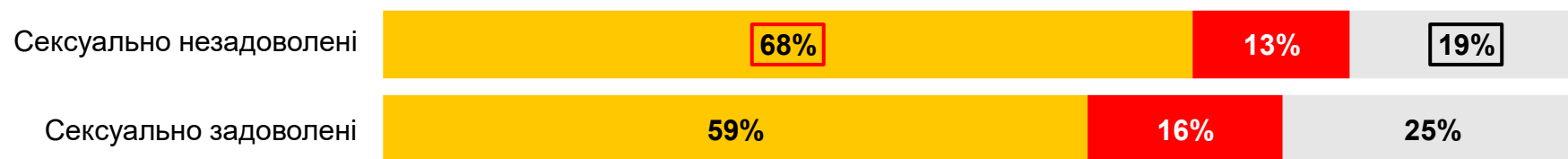
Is the following statement true for you: 'I am free to talk about sex and my sexual fantasies with my partner'?



# IMPACT OF SEX SATISFACTION ON RELATIONSHIPS

Sexually dissatisfied people are more likely to think about sex with other people, as well as have lovers. At the same time, they are much more likely to be willing to keep a relationship with a partner that does not satisfy them sexually.

**I will keep a relationship with a partner who does not satisfy me sexually if I like him / her as a person**



**I often think about sex with other people, even though I am in a relationship**



**I have (had) lovers in addition to a permanent partner**



Statistically significant differences **above** / **below** for the group compared with the indicator as a whole.

Base: respondents who had sexual experience, N = 1060

Is the following statement true for you: 'I will keep a relationship with a partner who does not satisfy me sexually if I like him / her as a person'?

Is the following statement true for you: "I often think about sex with other people, even though I'm in a relationship"?

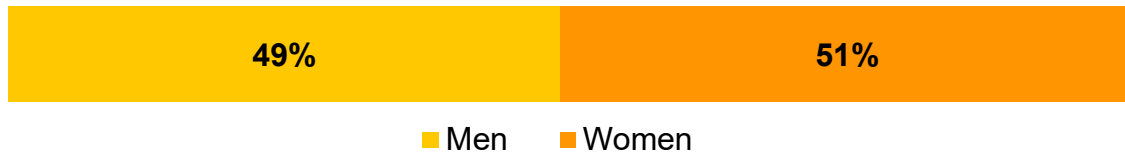
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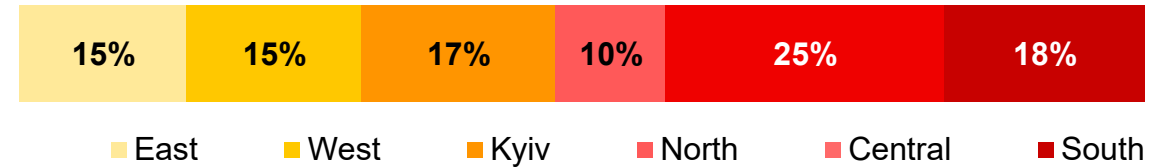
# **SAMPLE STRUCTURE**

# SAMPLE STRUCTURE

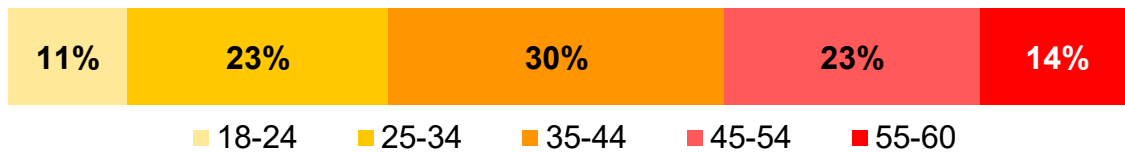
## Sex



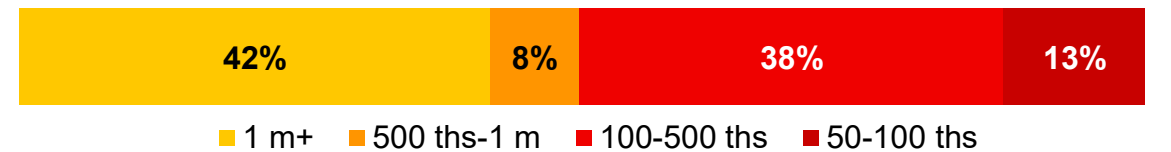
## Region



## Age



## The size of the settlement



# Gradus

Research  
Company

