

SEX TECH

New technologies increase sexual confidence among young Americans



SEXY INTERNET

Americans under the age of 35 are displaying an increasingly sexualized use of the internet.

26%

have had sexual relations via a webcam



48%

would like to take part in this type of experience.



32%

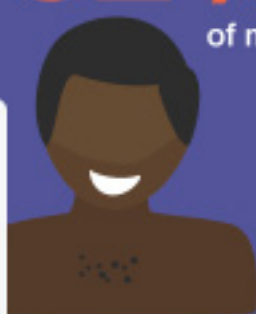
of men

&

21%

of women

have watched a person performing a sex act online



RACY MEDIA

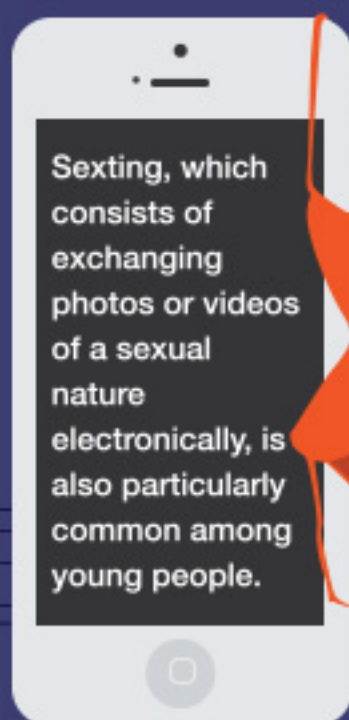
Viewing of live sex shows is increasingly common.

More than 1 out of 4

people have filmed or photographed their exploits with their partner and

More than 1 out of 2

would do so if the timing was right.



Sexting, which consists of exchanging photos or videos of a sexual nature electronically, is also particularly common among young people.

40%

of women have sent photos or videos in which they were nude or semi-clothed



New technology platforms allow young adults to engage in virtual sexual encounters that they would not have had the confidence to carry out in person.

EVERYBODY IS DOING IT!



More than half of Americans that have watched an adult video have had sex while watching it. Most try to copy scenes or positions from it.

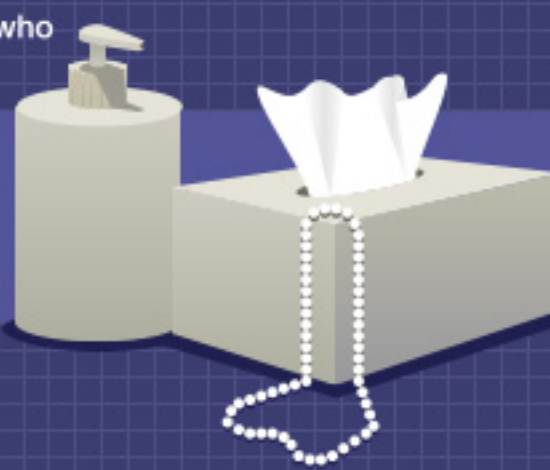
SINGLE PLAYER

The increase in consumption of adult videos has also shown a boom in masturbatory activities.

In the survey, Americans under 35 who admitted to masturbatory activities

88%

Males



79%

Females

SEXUAL DIVERSITY

Modern consumption of adult content is highest among individuals with the most partners, or who have sexual relations most often.



52%

of adult consumers have one sexual relation per day, compared to only 19% of people who do not consume adult media.



32% of viewers of adult materials have had more than one partner during the last four weeks.