

FICTION VERSUS REALITY IN SEX

ABOUT US

At **Bijoux Indiscrets** we believe in passion as a force that emerges from within. That's why we create sensual, superb quality accessories, erotic cosmetics and intimate toys with chic designs to help you to enjoy experiences full of passion and pleasure.



WHY THIS PROJECT?

Right from the **start in 2006**, we been **breaking down barriers against erotic products in consumers' minds**, improving the quality of people's sex lives with an elegant, seductive, emotional approach. Based on this commitment, **we are conducting an in-depth study** to explore the prejudices and taboos that influence and condition our sexual behaviour, such as the fictional view of sex and female masturbation.

METHODOLOGY

As part of this study we carried out:



1,465 online questionnaires with **124** questions each.



30 hours of personal in-depth interviews.



500 hours studying philia, phobias, trends and behaviours.

STUDY SAMPLE

Panel based on sex, age, autonomous region of residence.



1,465 people.



Aged between **18-95 years**.



51% women and **49%** men.

START OF SEXUAL RELATIONS

The majority of Spaniards start having sex between the ages of 15 and 20, with women starting slightly earlier than men. Women engage in sex in a more moderate way than men, however. To illustrate this, almost 25% of Spanish women have had only one sexual partner in their lives, almost double the figure for men.

♂ 64,7% ♀ 67,8%

Had their first sexual relationship between 15 and 20 years old.

♂ 12,8% ♀ 24,2%

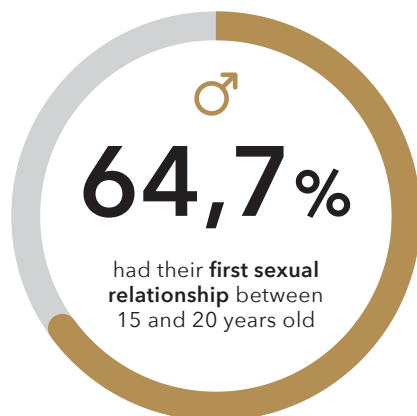
Have only had one sexual partner in their life.

♂ 5,9% ♀ 22,7%

Their first sexual experience was in company, without ever having masturbated.

♂ 38,2% ♀ 36,5%

Have sexual relations various times a week.



FREQUENCY OF SEXUAL PRACTICES

The study shows that, on average, sexual desire is more frequent and more intense in men than in women. 24% of men report feeling sexual desire "continuously". This leads to them taking part in more diverse sexual practices, in greater proportion and with greater frequency, ranging from participation in threesomes to the consumption of pornography and the use of erotic toys and accessories. Women exceed men especially in the use of lingerie.

♂ **24%** ♀ **6,8%**

Feel sexual desire continuously.

♂ **24,3%** ♀ **5,5%**

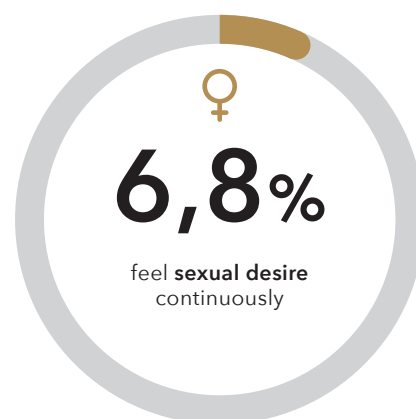
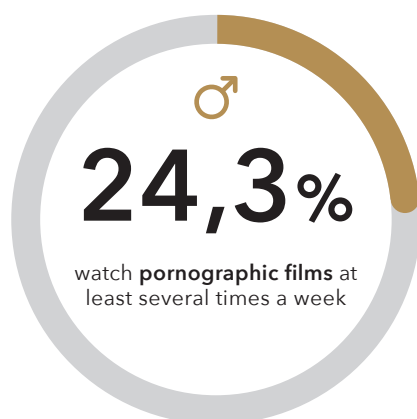
Watch pornographic films at least several times a week.

♂ **18,7%** ♀ **5,6%**

Have had sex in threesomes or groups.

♂ **21,3%** ♀ **33,1%**

Use sensual lingerie as their main erotic accessory.



SATISFACTION WITH ORGASMS

There are different ways of enjoying and expressing orgasms: as many ways as there are individuals. Certain general findings emerge from the study however, such as orgasms are not always reached, there are differences in the satisfaction obtained from orgasms over the course of one's life and differences depending on whether sex is practised individually or in company. All this is influenced by a self-knowledge that is not universal.

♂ 5,2% ♀ 22,5%

Never achieve orgasm during sex or very infrequently.

♂ 19,3% ♀ 30,1%

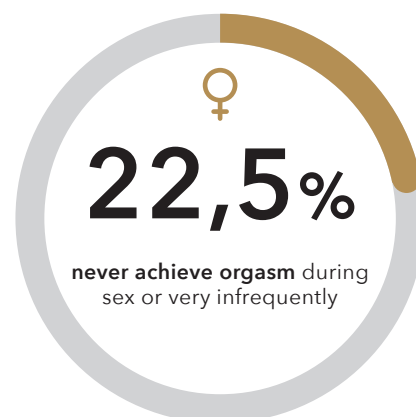
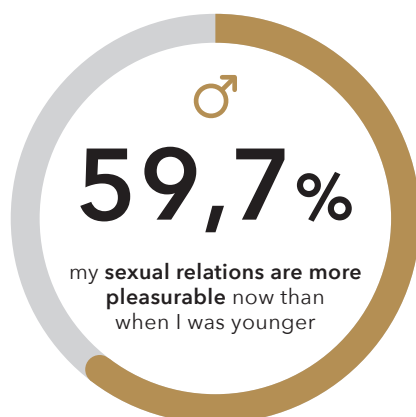
Consider the orgasms they get from masturbation are better than the ones they get in the company of their partners.

♂ 59,7% ♀ 64,6%

My sexual relations are more pleasurable now than when I was younger.

♂ 13,3% ♀ 16,8%

I'm not sure which sexual practices give me most pleasure.



BEHAVIOR REGARDING MASTURBATION

While nearly all the men had masturbated and had had their first experience of sex through masturbation, 11% of the women had never masturbated. Despite masturbating more frequently than women, men seem to suffer from more hang-ups regarding self-stimulation, according to the study.

♂ 1,6% ♀ 11,2%

Have never masturbated.

♂ 20,4% ♀ 13,3%

Feel guilty when they masturbate.

♂ 23,8% ♀ 15,1%

Feel that masturbating behind a stable partner's back is a form of unfaithfulness.

♂ 50,4% ♀ 53,3%

Spend between 6 and 15 minutes when they masturbate.



SOUND AND MOVEMENT DURING SEXUAL RELATIONS

The sound of cries, moans and panting constitutes one of the most common sexual behaviours for expressing approval and satisfaction with sexual practices. The majority of women use sound to excite their partners, although they consider panting to be less indicative of pleasure than men and have a less deterministic view of audible pleasure. Together with sound, movement is thought in general to be indicative of sexual pleasure.

♂ 51,9% ♀ 60%

Use moaning to excite their partners during sex.

♂ 20,4% ♀ 13,3%

Consider that moans as the onset of orgasm approaches should be rhythmical and mechanical.

♂ 43,1% ♀ 34,8%

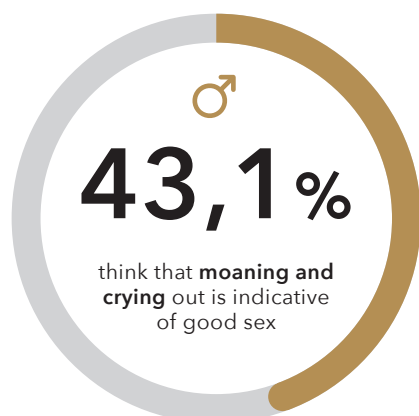
Think that moaning and crying out is indicative of good sex.

♂ 28,1% ♀ 16,9%

It excites men when women are still and they can do as they please.

♂ 69,1% ♀ 61,2%

I like to move a lot and move my partner during sex.



FAKING IT DURING SEXUAL RELATIONS

Despite a widespread belief to the contrary, faking orgasms is not something that only women do. A significant proportion of men have done it and there are no differences between the percentages of men and women who always or almost always fake their orgasms. There is less consensus however about whether the opposite sex does it.

♂ 21,2% ♀ 52,1%

Have faked orgasm at least once.

♂ 19,9% ♀ 43,2%

Fake orgasms to put an end to a sexual episode.

♂ 8,4% ♀ 11,8%

Always or almost always fake orgasms.

♂ 15,6% ♀ 10,4%

Believe that their current partner fakes orgasms.



TABOOS, BELIEFS, PHILIA AND PHOBIAS IN THE REALM OF SEXUAL ACTIVITY

The majority of people interviewed for the study agree that the media and movies offer a distorted view of sex, one that diverges from reality. Even so, both men and women fantasise about their sexual lives being more like in films, although some dream about romantic movies and others about pornographic ones. Half of Spaniards say that their education, as a key to sexual empowerment, has been inadequate.

♂ 66,2% ♀ 62,8%

Consider that films offer a distorted view of sex.

♂ 50,6% ♀ 49,8%

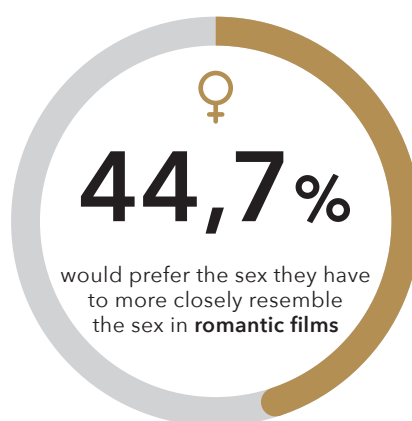
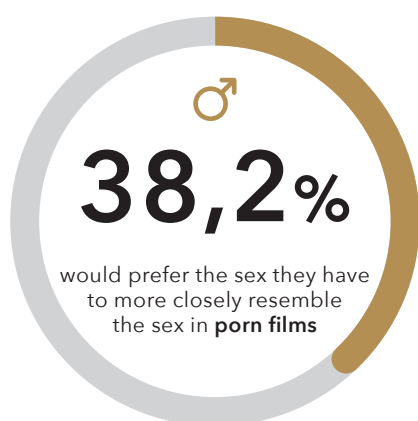
Have not received enough sex education in their lives.

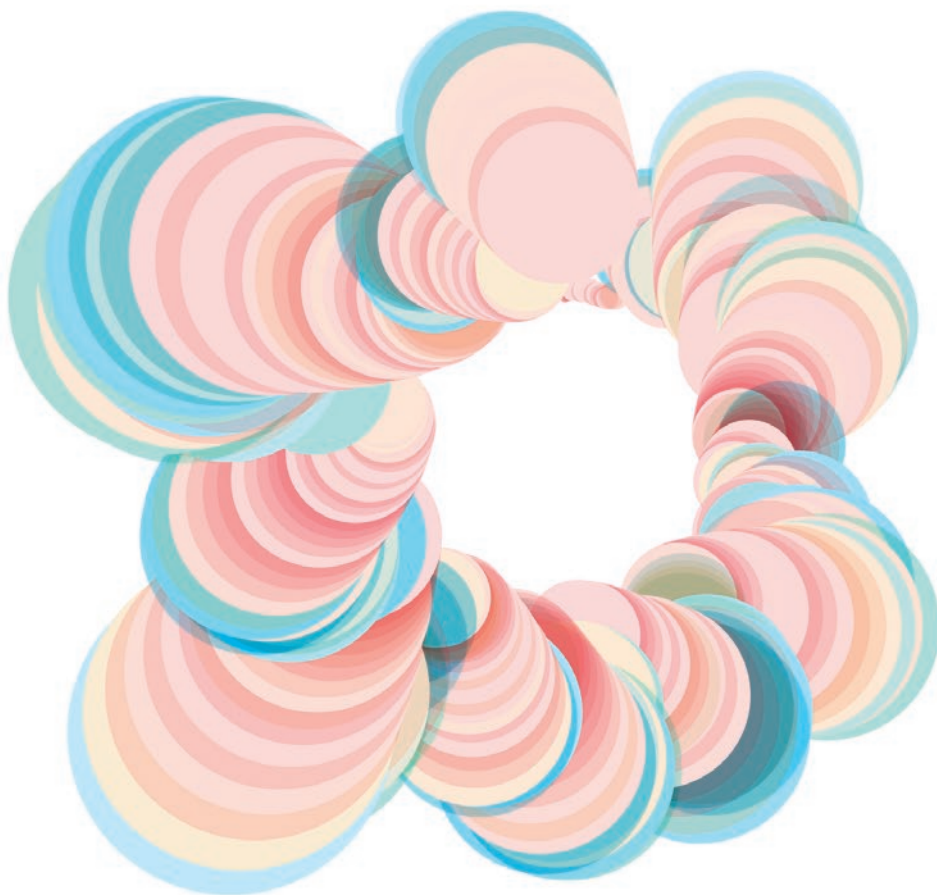
♂ 37,6% ♀ 44,7%

Would prefer the sex they have to more closely resemble the sex in romantic films.

♂ 38,2% ♀ 22%

Would prefer the sex they have to more closely resemble the sex in porn films.





AFTER PARTY

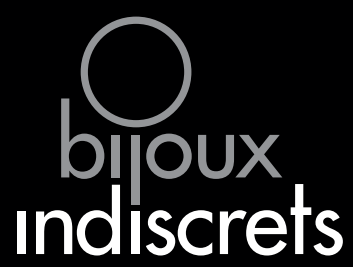


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