



Germany doesn't “do sex” like it wants to!

A study from FUN FACTORY shows: Germans know a lot about sex, yet don't act on their desires.

Bremen, September 2014 – The topics of love and sex are the basis for many studies. For example, how often do Germans do it, where do they act out their desires and with whom, what are the favorite positions, who masturbates or has an affair. Yet most ascertainties don't go beyond the purely physical aspects of sexuality. The campaign “full on LOVE“ wants to find out more! Why is sexuality – either in a relationship or solo – such an important aspect of our lives? What do Germans desire and how do they really love? With a survey of 1,000 men and women, FUN FACTORY – one of the largest manufacturers of aesthetic silicone sex toys in Europe – wanted to find out exactly how satisfied Germany is with its sex life and what areas still leave desires unanswered. The sobering result – there is a clear discrepancy between knowledge, wishes, and reality.

Of course, good sex is simply a ton of fun. But that alone doesn't really explain why sexuality plays such a large role in our society. What is the psychological effect of fulfilling sex, why does it feel so good and what makes sex good anyway?

Why is good sex actually so important?

Nearly three quarters of those surveyed (75% of women and 77% of men) stated that good sex for them is the ultimate proof of trust, love and closeness. Even when 68% of women state that physical satisfaction is ranked second (men 78%), the two sexes are pretty much on the same page with their responses. Lagging a bit behind the top two answers, sex as a way to reduce stress and to relax was enjoyed by the majority (49% of women and 61% of men) of the 1,000 surveyed Germans of varying statuses and ages. Just as many stated that they feel fitter, healthier and more vital after sex (49% of women and 61% of men) or describe a boost of self-confidence (54% of women and 52% of men).

What is the actual satisfaction in German bedrooms?

At this point it has to be said – more than half of those surveyed (56% of women and 55% of men) stated that they are absolutely satisfied with their sex life. As wonderful as this sounds, it is still astounding that the other half of the nation appears to be wrestling with their sex life.



A third of all surveyed (24% of women and 35% of men) admitted in the online survey that they were NOT satisfied with their sex life! This applies equally to those attached and those who are single – 30% of married or living in a partnership and 27% of singles described their sex life as NOT satisfying. This statement suggests that a large number of those surveyed put their personal needs second in a relationship and can't speak about their own wishes.

For only 7% of both sexes would bad sex be a reason to split up. Yet the study shows that for both sexes physical satisfaction and emotional closeness are important building blocks in a fulfilling relationship.

More satisfaction as you get older?

At least in terms of sex, this seems to be the case. Generally 50-70 year olds are the most satisfied with their sex lives at 61%. The age group 30 to 49 is the least satisfied with 50%. In particular, the desire for diversity and the inability to realize this in a partnership seem to go hand in hand here. 39% of 16-29 year olds admit they would like more space to experiment sexually. In the age group 30-49, 36% share this desire. The most satisfied are 50-70 year olds with 33%.

The study also shows that good sex as one gets older is more and more important for a good feeling about your body. While in the 16-29 age group 55% describe a positive effect of sex on physical vitality, this number jumps to 60% in the 30-49 year old group. In the age group 50-70, 62% admit that they feel healthier, fitter and livelier from good sex. Sex is therefore for those surveyed an essential component of well-being and self-confidence even of good health – and particularly for those approaching their golden years.

How do Germans describe their current sex lives? And what are they doing to spice it up?

In the course of the survey, FUN FACTORY was especially interested in finding out what is missing among those surveyed and how open they are to experimenting.

30% of all women and 41% of all men stated that they are basically satisfied, but would still like to make their sex life more exciting and diverse. The desire for more diversity in bed wanes slightly as the participants age. In the age group 16-29 it was 39%. Among the 50-70 year olds it was only 33%.

When asked about erotic aids it then became clear how open Germans really act when it comes to bringing about more diversity in reality. 32% of women surveyed said that a love toy can't enrich sex with a partner and 25% of men felt the same way. This is even more dramatic when it comes to solo sex. Good sex with my partner and still use a toy during solo sex? Only 15% of women and 12% of men agreed. A clear "no" came from 54% of women and 67% of men.



Experience the riches of full on LOVE

The results of this study show how important an open approach to sexuality is and communicating desires and problems in a long-term relationship. One third of Germans are not satisfied with their sex lives, over a third desire more diversity – yet only a few dare to speak up and bring some oomph into the bedroom. And this is exactly what the new campaign **full on LOVE**, created by FUN FACTORY in June 2014, is all about. **full on LOVE** means getting in touch with yourself and understanding your own body. If you know and accept yourself, talk to your partner unhindered, and especially act on your needs and sexuality – whether solo or in a relationship – then you can go through life with greater satisfaction and exude a balanced well-being. Plus, you just feel better in a totally natural way, and you are too. And for those who are satisfied– it's worth it to always examine your own desires anew and be open for new adventures. A sex life can always be even more thrilling!

More detail and easy to use tips for every day at www.fullonLOVE.com/en

Print free of charge. Please send receipt.

About FUN FACTORY:

FUN FACTORY, one of the biggest manufacturers of silicone aesthetic and stylish love toys in Europe has its headquarters in Bremen, right on the Weser river. From the first sketch, to the design, and the technical implementation to the toy's completion – the trends and new releases in the industry are and remain "Made in Germany" and come directly from the Hanseatic city. This is where FUN FACTORY Ltd was founded by Dirk Bauer and Michael Pahl in 1996. In 2003, the first FUN FACTORY subsidiary was founded in the USA. Today the company has over 120 employees and makes customers around the world happy with its products.

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