



Canadian Sexual Habits Survey Results

#OrgasmsForAll

Survey Sample:

Multiple choice survey of 1,500 Canadian male and female adults

All aged 18-55+

Participants completed an online survey

Survey and results compiled in 2017

Conducted by Canadian consumer research agency Vision Critical/Matchbox

Achieving Orgasm

- 61% of men questioned achieve orgasm every time they engage in sexual activity, compared to 24% of women
- 61% of men questioned achieve orgasm every time they engage in sexual activity, while 76% of women **do not**
- 76% of women questioned do not achieve orgasm every time they engage in sexual activity

Importance of Partner's Orgasm

- 94% of men questioned think it's important that their partner orgasm during sex, however only 46% of women are completely satisfied with how often they orgasm

Expectation of Orgasm

- 82% of men expect to orgasm every time they engage in sexual activity, compared to 47% of women
- 53% of women expect they **won't** orgasm every time during sexual activity compared to 19% of men

Orgasm Satisfaction

- 87% of men orgasm regularly during sex, but only 65% are completely satisfied with how often they orgasm
- Only 24% of women questioned orgasm every time they have sex and only 34% orgasm regularly, however 83% say they are content with how often they orgasm



Canadian Sexual Habits Survey Results

#OrgasmsForAll

Talking About Orgasms

- 54% of women do not feel completely comfortable talking to their partner about the best way to help them achieve orgasm
- 59% of men do not talk to their friends about their sex life
- 53% of women do not talk to their friends about their sex life
- 56% of Canadians questioned do not openly talk to their friends about their sex life
- Millennials are almost twice as likely to talk to their friends about their sex lives than other age groups
- Millennials are most likely to experiment with new ideas to achieve orgasm, with 68% saying they would try a new position

Information About Orgasms

- 39% of women questioned agree that the information available about achieving orgasm is not good enough
- 34% of men questioned agree that the information available about achieving orgasm is not good enough
- 37% of Canadians questioned agree that the information available about improving their orgasms is not good enough
- 47% of women questioned rely on online resources to find information achieving orgasm
- 55% of men questioned rely on online resources to find information on achieving orgasm
- 51% of Canadians questioned rely on online resources to find information on achieving orgasm
- Millennials are most likely to use online resources to find information achieving orgasm

Orgasms and Well-being

- 48% of Canadians questioned believe orgasms make them feel happier
- 50% of Canadians questioned think orgasms are important for their physical and mental well-being
- 50% of Canadians questioned think orgasms help with their stress levels