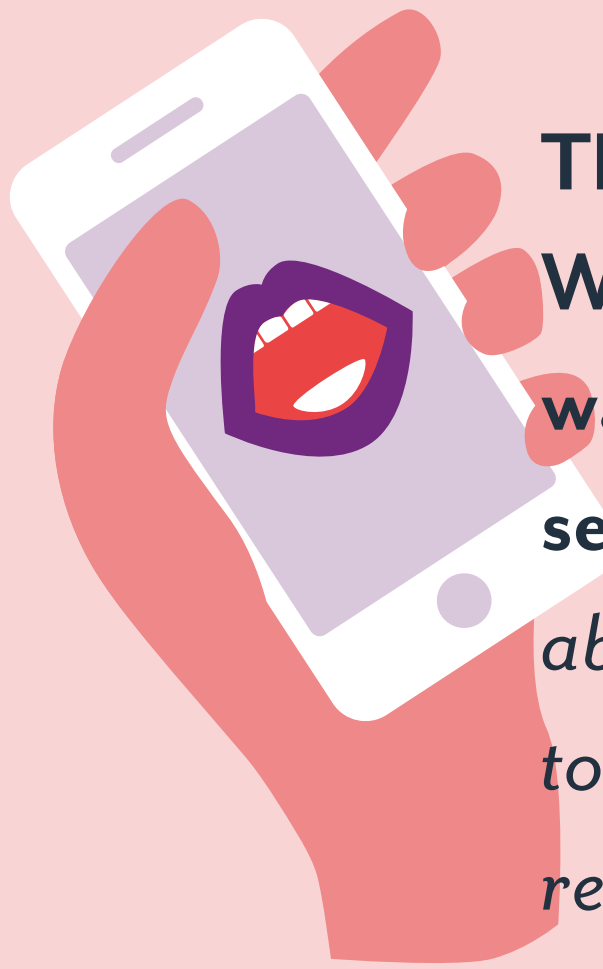


TECHNOLOGY & MODERN SEXUALITY: Results from Clue and Kinsey's INTERNATIONAL SEX SURVEY

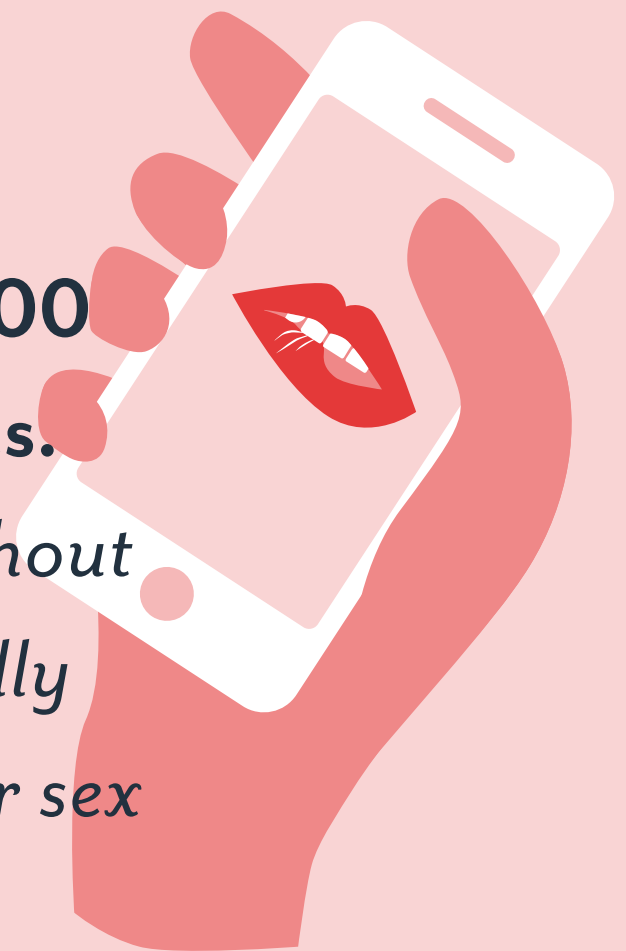


TECHNOLOGY IS CHANGING THE WAY WE LIVE, and a big part of that includes the way we navigate our intimate relationships and **sexuality**. *We're interested in learning more about how people use technology for intimacy – to connect with potential partners, keep their relationships exciting, or track aspects of their sex lives.*

Together with the Kinsey Institute, the world's premier research organization for human sexuality and relationships, we conducted one of the world's largest international sex surveys (translated into 15 different languages) to better understand how these technologies are being used, how they benefit their users, and how they might be improved.

OUR SURVEY RECEIVED OVER 140,000 RESPONSES from 198 different countries.

The results of the study, conducted throughout June 2017, reveal how people internationally incorporate and rely on technology in their sex lives, dating habits, and sexual education.



Using technology to...

FIND A DATE

30%



OF ALL RESPONDENTS USE DATING APPS.

BUT it's not all about hook-ups.

15% use apps to find a partner

10% use apps for one-night stands

EVEN 18- TO 20-YEAR-OLDS are looking for something more serious.

7% use dating apps for hook-ups, vs 9% for both short-term and long-term relationships.



“TECHNOLOGY TODAY HAS AN IMPACT ON NEARLY EVERY ASPECT OF OUR LIVES. You can meet your soulmate with the push of a button or learn about sex on your smartphone.

Our report, based on responses from our extensive and amazingly engaged community, allows us to examine these behaviors, and see how they differ across cultures, sexual orientations, and age groups. I find it most compelling that while apps are so common in so many countries and cultures, **technology doesn't yet dominate our sex lives and relationships.** Instead, it's part of the whole picture.

—IDA TIN, CEO and co-founder of Clue



is the least desired relationship.

34%



OF AMERICANS have used apps to find sexual or romantic partners.

18% for a long-term relationship.

18% for a short-term relationship.

11% for one-night stands.

9% to find regular sex with no romantic connection.

12% for chatting and sexting.

“USING APPS TO FIND EITHER LONG-TERM OR SHORT-TERM PARTNERS, but not friends with benefits, may signal a reliance on tech/apps for either commitment or spontaneity, but not for regular sex with no romantic connection.

—AMANDA GESSELMAN, Research Scientist at the Kinsey Institute



SWEDES

ARE THE MOST LIKELY TO USE AN APP TO FIND A PARTNER.

46% have used a dating app.

21% for a one-night stand or casual hook-up.

23% for a long-term partner.

RUSSIANS



ARE THE LEAST LIKELY TO USE APPS FOR HOOK-UPS

Only 3% reported doing so.

Using technology to...

LEARN ABOUT SEX

18%



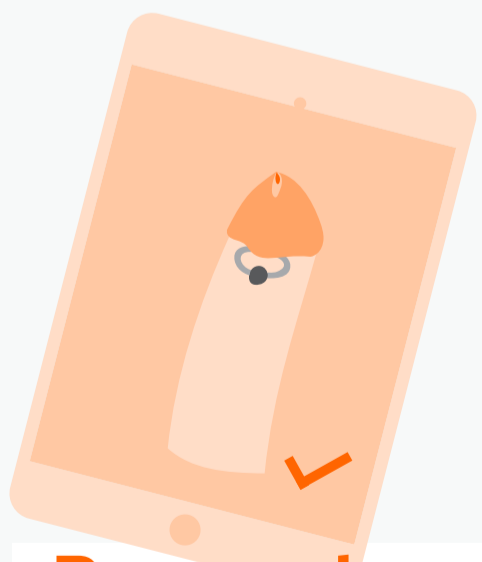
OF ALL RESPONDENTS
USE AN APP TO
LEARN ABOUT SEX.



SEXUAL LIVES ARE

CONSTANTLY EVOLVING, and this signals a sort of 'lifelong learning' aspect. Regardless of their experience level, people feel like there's more to learn and are seeking out that knowledge to create better experiences.

—KINSEY INSTITUTE



Respondents with sexual experience are essentially just as likely (19%) to use apps to learn about sex/intimacy as those with no experience (17%).

19%



OF AMERICANS have used apps to learn more about sex.

CHINESE



ARE THE MOST LIKELY TO USE APPS TO LEARN ABOUT SEX.

32% reported that they have.

12% Dutch and

11% Singaporeans are the least likely.

MEN (27%) are more likely than

WOMEN (18%) to use an app

to learn more about sex.



Cultural norms of masculinity make it difficult to speak to friends about these issues. This finding shows **THAT MEN ARE LOOKING FOR OTHER WAYS TO LEARN ABOUT SEXUAL INTIMACY.**

—KINSEY INSTITUTE

Using technology to...

SEXT

67%

OF ALL RESPONDENTS
HAVE SEXTED.



41% reported using SMS text messaging.

Younger respondents

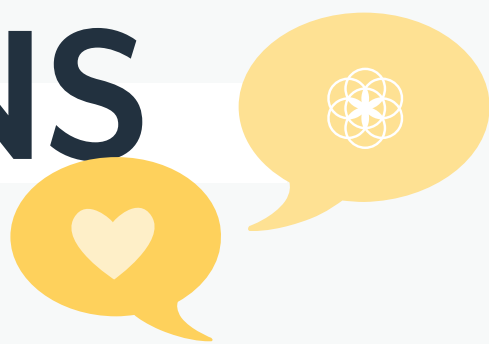
are less likely to use SMS (33%).



AMERICANS

ARE MOST LIKELY
TO SEXT VIA

SMS message (65%),
followed by Snapchat (38%).



LEAST LIKELY TO SEXT:

34% JAPAN

30% SOUTH KOREA



MOST LIKELY TO SEXT:

77% SOUTH AFRICA

74% USA



AVERAGE USE OF SEXTING:

54% FRANCE

54% ITALY

SNAPCHAT

FOR SEXTING? — By age:

18-20: 43%

21-24: 31%

25-34: 16%

34-44: 5%

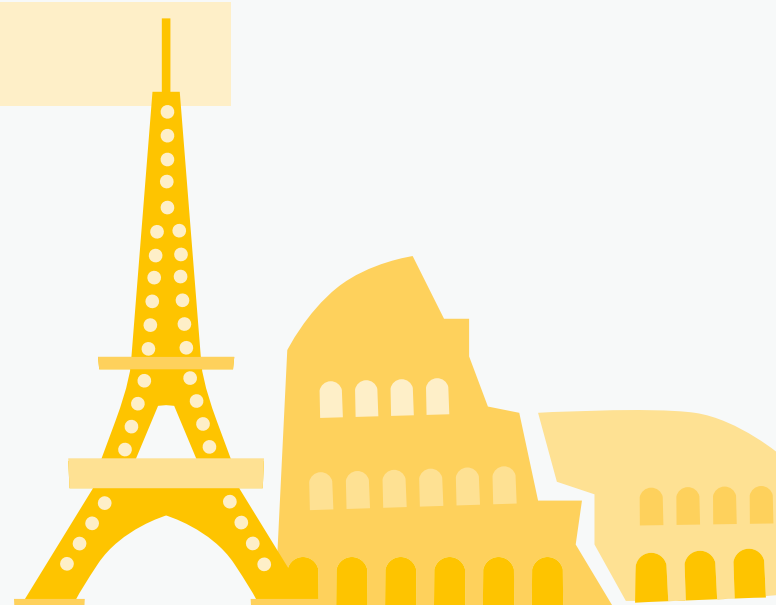
45-54: 3%

“

The amount of people here who have sexted is much higher than our previous research, conducted with a sample collected in 2012, that showed 21% of people had sexted (see Garcia, Gesselman, Siliman, Perry, Coe, & Fisher, 2016).

This increase, and this large of a proportion of respondents, suggests that **INCORPORATING TECH INTO OUR PRIVATE LIVES IS BECOMING NORMAL**—sexting may be becoming a new, but typical, step in a sexual or romantic relationship.

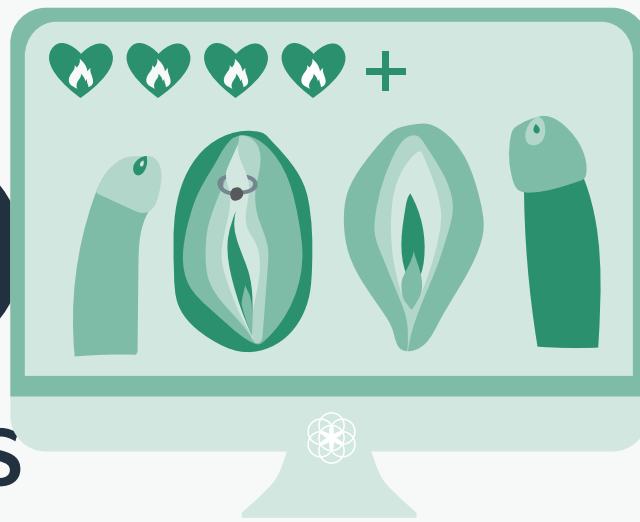
—KINSEY INSTITUTE



Using technology to improve...

RELATIONSHIPS

12%



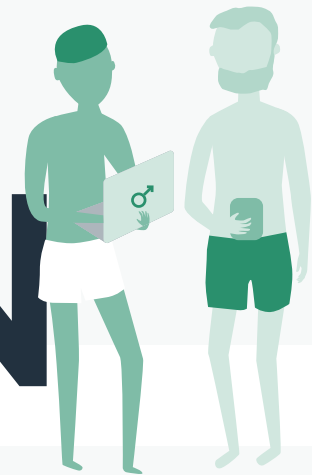
OF ALL RESPONDENTS
USE APPS TO IMPROVE THEIR
SEXUAL RELATIONSHIPS.

“

That so few people reported app use as detrimental or not useful demonstrates that the simple act of getting information and opening lines of communication can improve relationships, WHICH CAN IN TURN IMPROVE LIVES.

—KINSEY INSTITUTE

MEN



...ARE MUCH MORE LIKELY to use an app to improve their sexual relationships (23%).

...ARE MORE LIKELY to use apps to get comfortable with their partners' bodies (4% vs 2%) and to learn ways for safer sex (4% vs 1%) than women.

<1% felt that using an app to improve their relationship was **DETRIMENTAL OR USELESS.**



Using technology to track...

SEXUAL ACTIVITY

40%



USED AN APP TO TRACK SEX

52% FILIPINOS

45% AMERICANS

23% Respondents from

THE UNITED ARAB EMIRATES

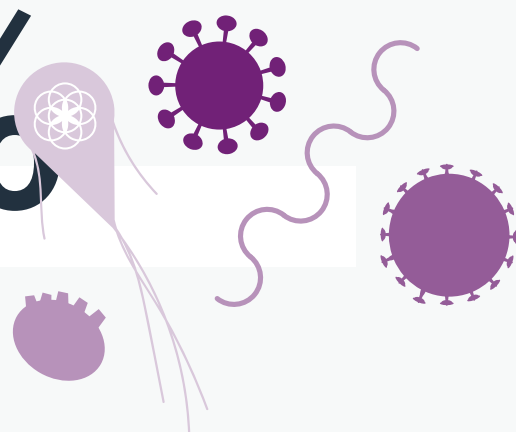
...have used an app to track sex.

Only 3%



USED AN APP to track sexual satisfaction

Only 1%



USED AN APP to track sexually transmitted diseases

“

THIS SUGGESTS THAT PEOPLE ARE RELYING ON TECHNOLOGY FOR THE MORE EXTERNAL FEATURES OF SEXUAL ENCOUNTERS, like regularity and number of partners, *but may not be as willing to involve tech in the more private aspects of the experience, like bodily and health facets.*

THIS MAY BE A RESISTANCE TO TECH IN SUCH A PERSONAL DOMAIN, fear about such personal and potentially damning information being leaked (e.g., in the case of STIs, or a partner finding out they haven't been performing satisfactorily), or it could be a reflection of how women are socialized to think about what sex is and isn't for—with women's pleasure ranking lower on the list.

—KINSEY INSTITUTE

Plus...

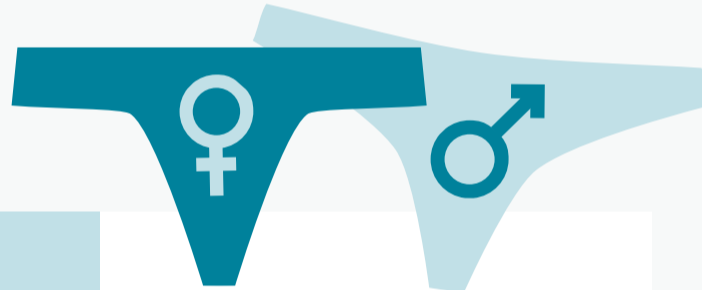
LGBTQA+ responses

Respondents who identified as a sexual or gender minority were **MORE LIKELY** to have used an app to find a partner.

“ **THIS SIGNALS TECH AS A POTENTIALLY MORE COMFORTABLE ENVIRONMENT OR A SAFER SPACE** than in-person or face-to-face encounters for those on the **LGBTQ** spectrum who are seeking romantic and sexual partners.

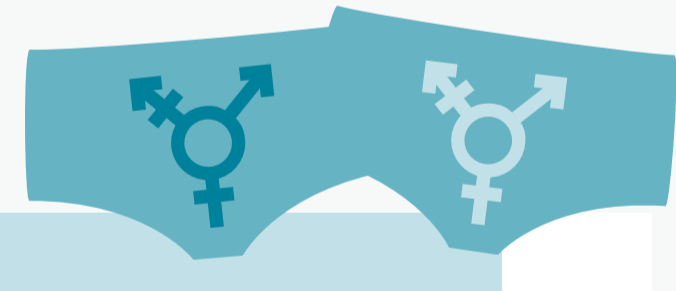
—KINSEY INSTITUTE

28%



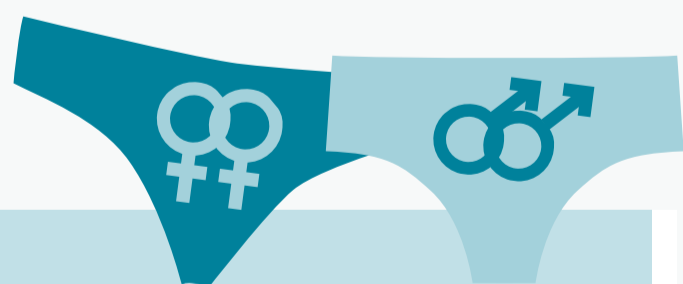
of **HETEROSEXUAL PEOPLE** use dating apps
VS

44%



of **BI/PANSEXUAL PEOPLE**

49%



of **HOMOSEXUAL PEOPLE**

55%



of **QUEER PEOPLE**

INTER-NATIONALLY



a larger proportion of queer (15%), and bisexual and pansexual respondents (8%) are in **OPEN RELATIONSHIPS** than the average across all sexual orientations (3%).

33% of queer respondents and 23% of bi/pansexual respondents use apps to find **SHORT-TERM RELATIONSHIPS** (compared to the average of 14% across all sexual preference categories).

“ While certainly not all, or even most, people identifying as LGBTQ are engaging in consensual non-monogamous relationships, some research has shown that they are more likely to have had these experiences than are heterosexual people (see Hauptert, Gesselman, Moors, Fisher, & Garcia, 2016).

There’s no clear answer as to why, but some researchers speculate that being involved in relationships that are **ALREADY ‘AGAINST THE SOCIETAL NORM’** (i.e., not heterosexual) may create more of an open-mindedness toward other non-normative relationship styles.

—KINSEY INSTITUTE

More information:

ALTHOUGH the use of technology plays a significant role in the lives of young people now more than ever, the study was restricted to respondents who were 18 years of age or older. Because the study focused on romantic and sexual behavior, this restriction gives a clear picture of technology's role in the private lives of adults, who are more likely to have the relevant life experiences.

The number of male and genderqueer/nonbinary respondents is statistically legitimate. It should be noted, however,

that there were comparatively fewer participants in these categories (2,500 male respondents, and 2,100 gender queer/nonbinary respondents, compared to 134,000 female respondents).

This is the second global survey conducted by Clue. The first, published in February 2016, investigated menstrual taboos across the world and found 5,000 euphemisms for "period." The study looked into cultural norms surrounding comfort in talking about periods, likelihood of missing school/work due to menstruation, and more.

**Download Clue today to
TRACK YOUR SEX LIFE AND
LEARN MORE ABOUT SEX.**