

hims & hers

LET'S TALK ABOUT

SEX



THE 2022 REPORT

Introduction

We've got sex on the brain. We talk about, think about, and Google about sex more than almost anything else. In fact, an online search for "sex" yields nearly 11 billion results—1.5X more results than there are people on Earth. The global sex toy market is projected to reach \$62.32 billion by the end of the decade.¹ Pornhub is still one of the most trafficked sites in the world (right after Amazon, right before Netflix),² and OnlyFans—the social media platform aimed to "elevate the world's online erotica," according to its founder—adds half a million subscribers each day.³

Yet, for how popular a topic sex is, there's still so much we don't know. Studies about how often the average person thinks about sex, for example, give a range from 10 to 10,000 times each day (if you believe the myth that men think about sex every seven seconds). Headlines argue that Gen Z is the least sexually active generation to date,⁴ yet they are also the generation expanding the sexuality spectrum most,⁵ which makes a generational apples-to-apples comparison nearly impossible.

With this in mind, we set out to find out what Americans think about sex by conducting research into the realities of sex in America. According to our research, secrecy surrounding sex still abounds: Half of America fantasizes about sexual activities they would never do in real life, nearly half (47%) fake orgasms, and a third have a sex toy that no one else knows about.⁶ In other words, much of our sex life is still under wraps, even to our partners. So where does this leave us?

More than simply feeling as though we're in the dark, we experience a deep disconnect between what we believe and what is really true when it comes to sex. This dissonance breeds shame and makes it difficult to have honest conversations about sex, leading many of us to assume our sex lives aren't up to par. In fact, 72% of America rates their sex life as average (29%) or below average (43%) when comparing it to that of their peers.⁷

"Most of the people I've been around and talked to in America are not happy with their sex lives," says sexologist and life strategist Octavia Vance, which syncs up with our finding that 85% of America would like to change at least one thing about their sex lives, from having better orgasms (22%) to having more sexual confidence or a better libido (both 18%).⁸

Vance also notes that one of the biggest issues—and fears—that people face about sex is judgment. "There's shame and guilt still built around sex. We feel like we can't have the sex life of our dreams because we can't fully be who we desire to be sexually, because we're deathly afraid of being scrutinized for it."



63% of Americans agree with the statement, "My overall quality of life would improve if my sex life improved."

1. Businesswire, May 2022

2. Similarweb, June 2022

3. OnlyFans, August 2022

4. Newsweek, October 2021

5. Gallup, February 2022

6. Hims & Hers Nationally Representative Study, April 2022

7. Hims & Hers Nationally Representative Study, April 2022

8. Hims & Hers Nationally Representative Study, April 2022

Sex in 2022

This year, seismic political shifts have made sex even more top-of-mind for the average American. As we write this paper, *Roe v. Wade* has just been overturned, launching a ripple effect of economic concerns, medical crises, and culture wars over reproductive rights, the future of same-sex relationships, and social progress. In fact, 79% of Americans say that the overturning of *Roe v. Wade* has *already* changed their behaviors surrounding sex in at least one way, from more proactively educating their children about sex and pregnancy to having less sex.⁹

This comes, of course, on the heels of two years of social distancing during a pandemic that has forever changed the state of sex in America, a topic we'll explore further in this paper. And all of this is set against a backdrop of rapidly evolving attitudes toward gender and sexuality. Case in point: The full acronym for the queer community has expanded threefold over the past generation, from LGBT to LGBTQQIP2SAA, not including the "+" that signifies even more possibilities. On top of this, Gen Z women are overturning sexual conventions with nearly half (42%) *not* identifying as heterosexual or wanting to define their sexuality at all (a topic we explore in Myth 7).¹⁰

There is also a growing awareness of how sex impacts our *lives as a whole*, not just what happens in the bedroom. "Sex isn't isolated. It has a profound

“Sex has a profound impact on mood, self-esteem, and motivation. It’s an integral part of quality of life....”

—Dr. Peter Stahl, MD and SVP of Men’s Sexual Health and Urology at Hims & Hers

impact on mood, self-esteem, and motivation,” Dr. Peter Stahl, MD and SVP of Men’s Sexual Health and Urology at Hims & Hers, explains. “It’s an integral part of quality of life that has far-reaching impacts into, really, all aspects of health, mental and physical.” And 63% of America agrees with the statement, “My overall quality of life would improve if my sex life improved.” With this in mind, we set out to lift the veil on America’s sex lives.¹¹

79%

of Americans have changed at least one behavior surrounding sex —from more proactively educating their children about sex to having less sex themselves—because of the overturning of *Roe v. Wade*.

9. Businesswire, May 2022

10. Similarweb, June 2022

11. OnlyFans, August 2022

About the Report

Let's Talk About Sex: The 2022 Report is the first-ever annual sex report from Hims & Hers. To start this meaningful dialogue about sex, we tapped into primary data and consumer trends, as well as interviews with subject matter experts and customers. **Our research revealed 9 myths and 1 truth about sex in America** regarding a range of topics from how

much sex we're having (turns out, that's not the right question) to the impact of social distancing on our sex lives (it's complicated).

Ultimately, the goal of this study is to uncover the realities of sex in America, normalize everyday sexual health conditions, and help people embrace healthier, happier, and more confident sex lives.

METHODOLOGY

This report is based on results from a 5,234-person online survey, conducted in April 2022, of 4,500 nationally representative¹² adults between 18 and 65 years old and 734 Hims & Hers customers.

In addition, a separate, 2,000-person nationally representative survey among 18- to 65-year-olds was conducted in July 2022 to address attitudes toward sexual and reproductive rights after the Supreme Court's decision to overturn *Roe v. Wade*.

Findings were analyzed using 40 different demographic and psychographic cuts, including gender (when we refer to "women" and "men," we include all

people who self-identify as such), age, region, race and ethnicity, relationship status, and sexual orientation (heterosexual, bisexual, gay, lesbian, pansexual, asexual, queer, etc.), among other areas of interest.¹³ In-depth trends research and a series of interviews with 8 experts in sexual psychology, health, and education further informed findings for this report.

All data and quotes in this study are from these sources, unless otherwise noted. Hims & Hers engaged independent research firm Culture Co-op to conduct and analyze research and findings.

EXPERTS:

- **DR. DENISE ASAFU-ADJEI**, Urologist and Medical Advisory Board, Hims & Hers
- **DR. LAWRENCE JENKINS**, Urologist and Medical Advisory Board, Hims & Hers
- **DR. BETH PAUSIC**, Clinical Psychologist and Director of Behavioral Health at Hims & Hers
- **DR. RACHEL RUBIN**, Urologist and Sexual Medicine Specialist
- **CAROLINE SPIEGEL**, Founder and CEO of Quinn
- **DR. PETER STAHL**, MD and SVP of Men's Sexual Health and Urology at Hims & Hers
- **OCTAVIA VANCE**, Sexologist and Life Strategist
- **MARGOT WEISS**, Associate Professor of American Studies and Anthropology at Wesleyan University

12. The sample is representative of the country's population by age, gender, region, and race/ethnicity

13. Demographic analysis included generation (Gen Z, Millennials, Gen Xers, Boomers), gender (cis female, cis male, transgender female, transgender male, gender nonbinary), sexuality (heterosexual, bisexual, gay, lesbian, pansexual, asexual, other sexuality), race (White, Black/African American, Hispanic, Asian, American Indian/Alaska Native, Pacific Islander, other race), region (Northeast, South, West, Midwest), relationship status (single-not dating, single-dating, married/civil union, monogamous relationship, open relationship, divorced/separated, widowed), parenting status, political affiliation (Democrat, Republican, Independent, other political party), and other demographic cuts

THEME 01



**MORE
MORE
MORE**

How much sex are we really having?

MYTH

“Everyone’s having more sex than I am”

REALITY

Everyone’s worried that everyone’s having more sex than they are

01

Arguably the most top-of-mind question when it comes to sex is, “How much?”—as in, how much other people are having, how much I am having, and what the difference between the two is. It’s simple math, but the problem is: There are few proxies for the first part of the equation. After all, peers can be either private or, worse, posturing; pop culture gives us different answers; and porn certainly doesn’t reflect reality.

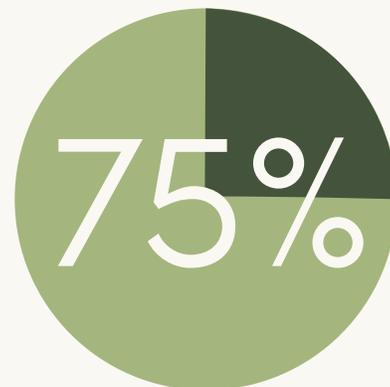
All of this aside, here is what we do know: 25% of Americans—30% of women, 20% of men, and 39% of gender nonbinary people—report not having had sex in the past month, yet 95% assume everyone else has. Or take this data point: Almost half of Americans (46%) say they are having sex less than once per week, but 75% assume the average American has sex weekly or more. Either way you look at it, our sex frequency radar is way off.

There is no “right” amount of sex: Actually, doctors *have* reached consensus on how much sex is normal: It depends. “When someone asks, ‘How many times a week should I be having sex?’ or ‘How many orgasms should I be having?’ I’m like, that really varies,” Dr. Denise Asafu-Adjei, Urologist and Medical Advisor for Hims & Hers, explains.

Dr. Peter Stahl, MD and SVP of Men’s Sexual Health and Urology at Hims & Hers, agrees: “There’s incredible variability amongst couples’ sex lives. There are lots of couples who have sex once or twice

a month and they are super happy with that. And there are other couples for whom not being able to have sex 2, 3, or 4 times a week is really a relationship stressor.”

But even with medical consensus that there is no “normal,” America is wary. “It’s hard to convince people that there truly isn’t a standard sex life,” Dr. Asafu-Adjei says. “There is a spectrum and I feel like people have a false sense [that there is a number]. It’s really different for everyone.”



of America assumes other
people have sex once a
week or more;
only 54% of Americans
actually do.

MYTH

Americans want to have more sex

REALITY

**Americans want to have
different sex**

02

As fixated as America is with “How much?” it turns out that that’s the wrong question to begin with. Most Americans are not looking to have more sex—they want to have *different* sex. In fact, when asked what they’d like to improve with their sex lives, 78% of Americans don’t name “more sex” as one of those things. Instead, nearly three-quarters (72%) are interested in sex trends they haven’t tried, ranging from sexual voyeurism to solo polyamory (see Top Sex Trends America Wants to Try on page 8).

But switching sex up isn’t as simple as trying the latest sex trend: According to Caroline Spiegel, Founder and CEO of Quinn, a female-centric sex app for audio erotica, the difference is in the details. “When I look at what’s performing the best [on Quinn], it’s the audios with the most context, plot, detail, and emotion. Users want sex that exists in a fantasy life, not necessarily the fantasy of a specific act,” she told us.

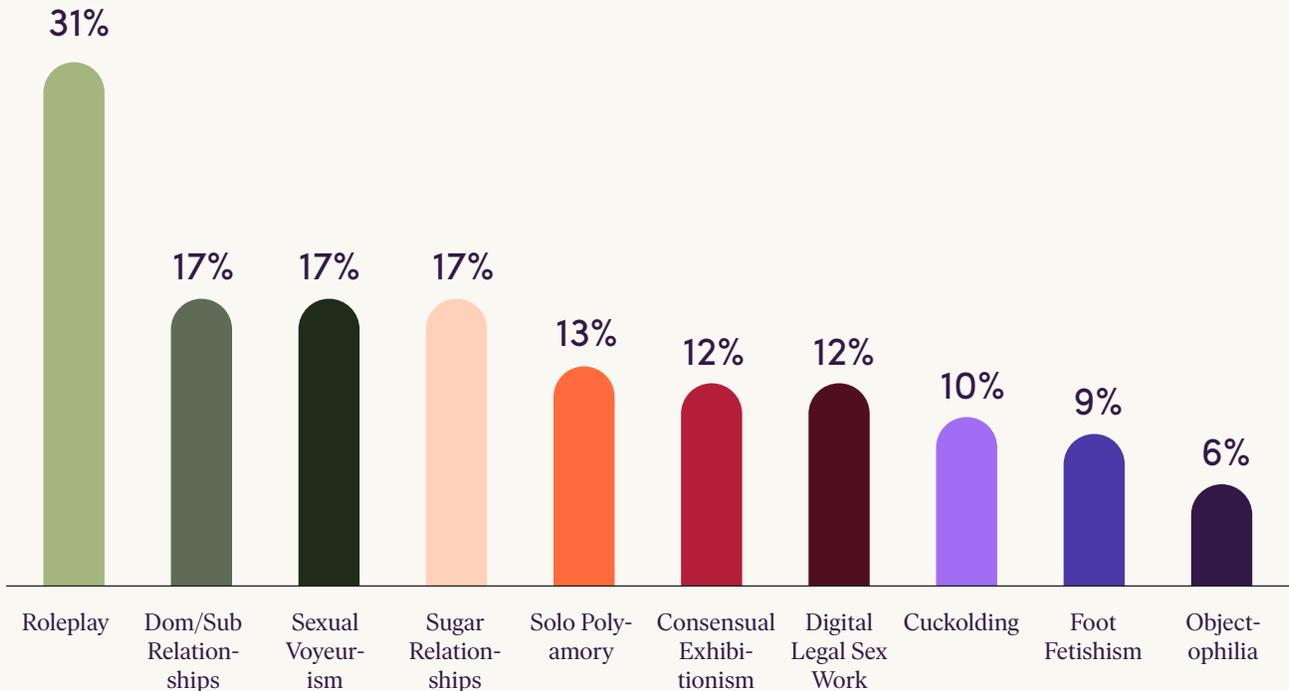
Like Spiegel, sexologist Octavia Vance believes fantasy plays a big role in the sex equation for women: [In the context of discussing the role of fantasy for women] “They often say things like, ‘If he would just be more sexually open with me, then I could be more sexually expressive and have a better sex life,’” she explains. “So many women fear judgment from others, especially the judgment of their own husbands.” But wanting different sex rather than more sex isn’t

“People have become more curious. They’re doing a lot more than we are taking stock of.”

—Dr. Denise Asafu-Adjei, Urologist and Medical Advisory Board, Hims & Hers



Top Sex Trends America Wants to Try



just on women's wishlists. Men are looking for variety over frequency as well, a topic we cover in Myth 3.

Different sex is also about moving beyond the labels of "straight" and "gay." Approximately one-third (32%) of Gen Z does *not* identify as heterosexual, as compared to just 17% of Americans overall. Instead, younger generations are taking a more fluid, open-ended approach to discovering their sexuality.

A number of Gen Z celebrities have recently identified as pansexual, and a growing number of young people refuse labels that limit their sexual expression, opting instead to be 'beautifully themselves.'

Furthermore, gender nonbinary individuals are breaking not just the gender binary but also the *sexual* binary. 92% of gender nonbinary people do *not* identify as heterosexual, instead identifying as pansexual (23%), bisexual (17%), queer (14%), lesbian (13%), asexual (12%), gay (4%), or simply "other" (9%).

Roleplay: Engaging in a fantasy scenario with a partner(s), such as acting like strangers, teacher/student, or other people

Dom/Sub Relationships: A relationship with a consensual power imbalance consisting of a dominant and a submissive partner

Sexual Voyeurism: Observing others while they are engaging in sexual acts

Sugar Relationships: A mutually beneficial relationship in which one partner offers financial or material gain in return for companionship or intimacy from another partner

Solo Polyamory: Having multiple sexual or intimate partners without the goal of a monogamous relationship or romantic partnerships

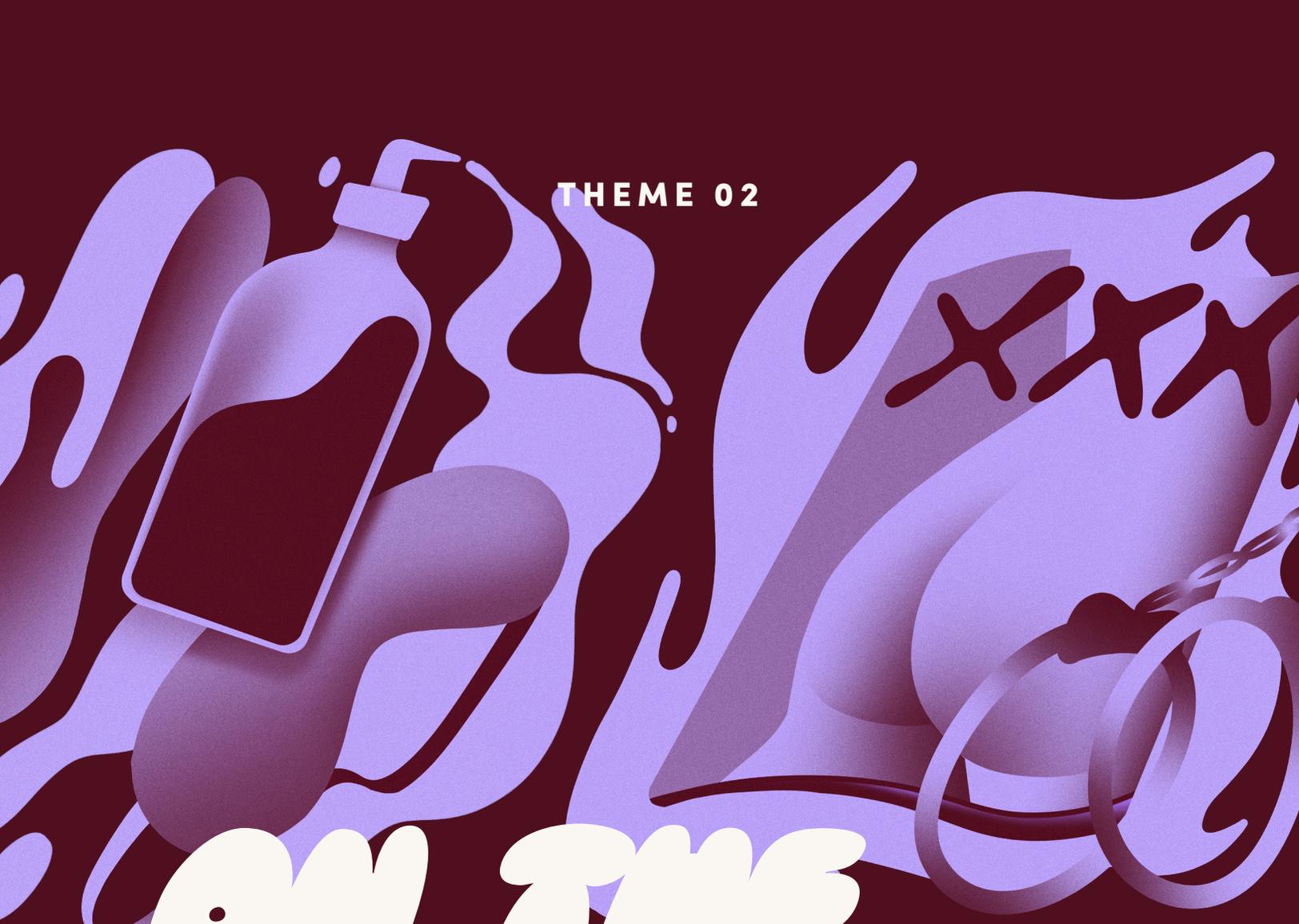
Consensual Exhibitionism: Being seen naked by others, or being seen engaging in sexual activities by others

Digital Legal Sex Work: Getting paid to perform sexually on a legal online platform, such as OnlyFans

Cuckolding: An individual "making" their partner watch them "cheat" with another person outside of the relationship, to the enjoyment of all parties

Foot Fetishism: Using the feet for visual or physical stimulation

Objectophilia: Engaging in a sexual and/or romantic relationship with an inanimate object(s)

The background features a stylized illustration in shades of purple and blue. On the left, a hand holds a spray bottle. On the right, a hand holds a tool with a chain, possibly a power drill or a similar device. The overall aesthetic is modern and graphic.

THEME 02

ON THE BASIS OF GENDER

How men and women get it done

MYTH

Men want sex, women want romance

REALITY

**Everyone wants a little
tenderness**

03

In the mid-90s, sex and relationship dynamics were summed up in one, quick celestial quip: *Men Are from Mars, Women Are from Venus*. The book sold 15 million copies and was the “highest ranked work of nonfiction” in the 90s,¹⁴ so it’s no wonder that, a quarter of a century later, the stereotype sticks. When it comes to sex and relationships, men are assumed to be aloof (read: clueless—the book’s words, not ours), while women are colorful, romantic, intimate, and in tune. As the title implies, men and women orbit sex and relationships on two completely different paths and need a cosmic intervention—or, in this case, a self-help book—to collide and connect.

But our research revealed something quite different: Either the universe has shifted or we were

never from those planets to begin with. Today, men are channeling their inner Venus while women are anchoring down in relationship realities (aka, Earth). Twice as many men as women (32% vs. 16%) say they prefer sexual fantasies to relationship realities.

This sexual-fantasy vs. reality divide widens with age: A full 94% of women 55+ choose relationship realities over sexual fantasies, as compared to 72% of men 55+ who choose fantasies and 28% who choose reality. What’s more, older men are more romantic. When asked what they cherish more—romance or sleep—a majority of Boomer men (53%) choose romance versus a majority of Gen Z men (60%) who choose sleep.

2X

as many men as women say they prefer
sexual fantasies to relationship realities.

14. HarperCollins, 2017

MYTH

Only women fake orgasms

REALITY

Everyone does

04

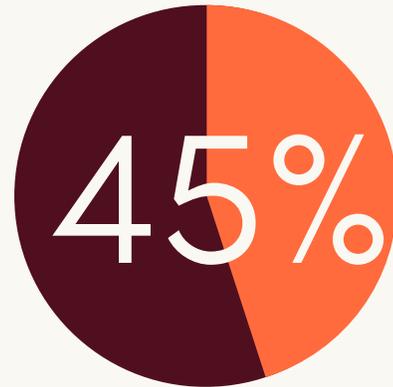
Men are constant climax machines, and women are all stuck at the starting line, right? So the stereotypes (and far too many shows) would have us believe. But the truth is far more complicated.

It's true that 15% of women have never orgasmed, either by themselves or with a partner. For many women, it's one of their biggest sexual stress points. "There are women out there, and I'm talking about women in their 20s and 30s, that have never had an orgasm," Octavia Vance, sexologist and relationship strategist, told us. "They think their body is broken. They think they can't be fixed or that they're undeserving of orgasms."

Whereas men, as the story goes, suffer from the opposite problem—not being able to last long enough and, consequently, reaching orgasm too quickly: 25% of men worry about lasting longer, 3X more than women who do (8%).

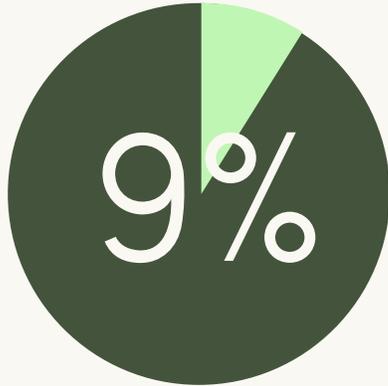
14 Minutes in Heaven

It turns out the proverbial 7 minutes in heaven may not be enough. According to our study, nearly half of America (including 50% of men and 47% of women) says it takes more than 10 minutes to reach an orgasm, with the average American coming in at 14.09 minutes.



Nearly half (45%) of Gen Z and Millennial men say they fake orgasms from time to time.

But it turns out the inverse is also true: Men and non-binary people struggle to orgasm, too, and—wait for it—*also* fake it. In fact, 39% of men and 52% of non-binary people say they fake orgasming from time to time. Among the men, Gen Z and Millennial men fake it most (45%). Also surprising? More than one quarter of men (28%) and half (50%) of nonbinary people say it's difficult or impossible for them to orgasm during penetrative sex, and 30% of men (and 40% of non-binary people) say they have a difficult time reaching an orgasm without the help of a sex toy or masturbation—nearly the same percentage as women (36%).



Nearly 1 in 10 (9%) of men report they have never orgasmed.

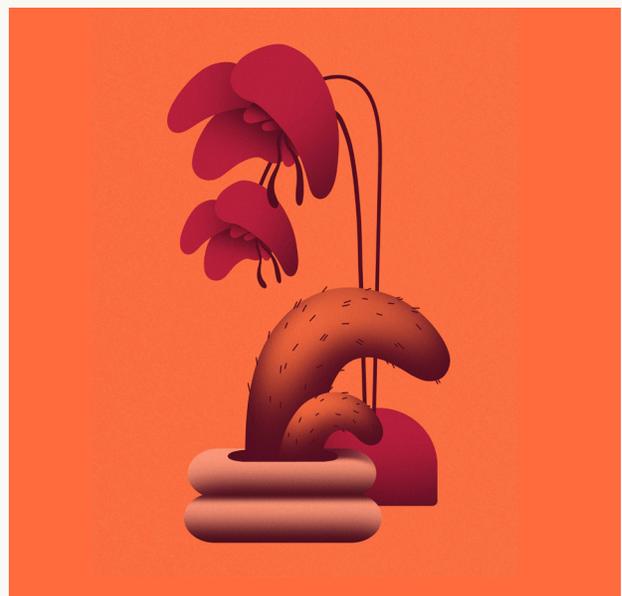
The path to reaching an orgasm isn't always a straightforward one: More than just feeling good, orgasming is important because it is the "gold star" of sex—or "the biological cue that there was success," as Caroline Spiegel, Founder and CEO of Quinn, put it. But as she also points out, reaching an orgasm can be a catch-22: "The more you think about orgasming, the less likely you are to do it." This can create a performance pressure cooker for men and women alike, 30% of whom agree, "Sex stresses me out," and who both name the inability to orgasm as a key reason why.

For gender nonbinary individuals, sex is an even bigger stressor: 40% say sex stresses them out, and 31% say the inability to orgasm is a stress point. Part of the issue? People have different paths to reaching an orgasm, a topic we break down in the O, Baby! sidebar.

O, Baby!

Here's a snapshot of how people orgasm differently.

- A majority of men reach orgasm penetratively (58%), whereas a majority of women (53%) and nonbinary people (68%) reach orgasm by masturbating.
- A majority of men (65%) and nonbinary people (64%) reached orgasm for the first time in their tweens and teens, whereas a majority of women (56%) didn't have their first orgasm until their 20s or later.
- Women are nearly 2X more likely to reach orgasm with a sex toy (44%) than men are (24%), and 40% of nonbinary people say they have difficulty reaching an orgasm without a sex toy.



THEME 03

SEX FOR THE AGES



The stats on generational gaps

MYTH

Male sexual dysfunction happens after 40

REALITY

Sexual dysfunction can happen at any age

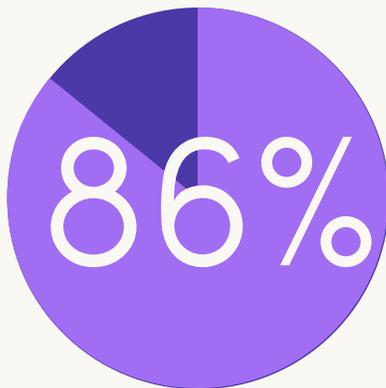
05

If women are stereotyped as losing their libido with age, men are supposed to lose their sexual stamina. 86% of America believes that sexual dysfunction is directly related to age and that the average age men experience sexual dysfunction is 43. In fact, almost one quarter of people we surveyed (23%) believe that sexual dysfunction for men *can't even occur* before 40.

This perception runs as rampant in culture as it runs counter to medical facts. "Erectile dysfunction is not a disease of older people," Dr. Peter Stahl,

MD and SVP of Men's Sexual Health and Urology at Hims & Hers, asserts. "It's a condition that affects men of all ages." Backing this up, 33% of Hims customers with erectile dysfunction (ED) are between 25 and 40 years old, and nearly half (45%) are under 45.

Dr. Lawrence Jenkins, also a Urologist and Medical Advisor for Hims & Hers, thinks the percentage of men who suffer from sexual dysfunction may be underreported, as not every man who suffers from ED, for example, seeks help. "I would guess erectile dysfunction under 40 affects at least half of all guys at some point in time," adding, "I'd say almost 100% of guys have had at least one bad encounter [during sex] when things didn't work right."



86%
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related to age.

Sexual dysfunction is more common and age-agnostic than America thinks: ED is just one of the sexual hurdles men face. Taken together, 66% of men we surveyed have experienced *at least one* sexual dysfunction in the past year, from ED (19%) to low sex drive (17%) to performance anxiety (14%) to premature ejaculation (13%). And while there is a positive correlation between age and sexual dysfunction for men—70% of Boomer men report experiencing sexual dysfunction as compared to 57% of Gen Z men—the data proves sexual dysfunction isn't nearly as age-dependent as society has led us to believe.

However, what does impact *younger* men more than their older counterparts is the stigma that

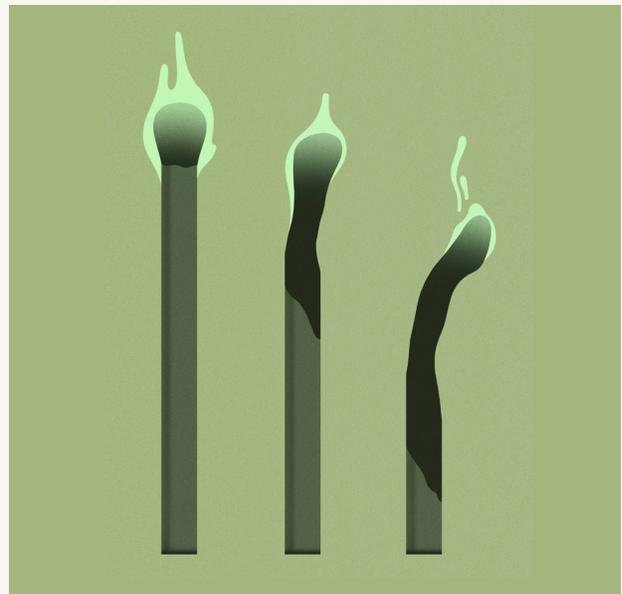
“Our society has pushed men to be the manliest man possible. Guys don’t go to the doctor for chest pain, they don’t go to the doctor for diabetes. But when they have problems with getting an erection—that’s when they become concerned.”

—Dr. Lawrence Jenkins, Urologist and Medical Advisory Board, Hims & Hers

comes with it. 55% of Gen Z men, as compared to 46% of Boomer men, agree that sexual performance medication has stigma in our society. So perhaps it’s unsurprising that 39% of Gen Z men, as compared to 30% of Boomer men, say they feel lonely or isolated because of an aspect of their sex life, such as a medical issue.

Dr. Beth Pausic, Clinical Psychologist and Director of Behavioral Health at Hims & Hers, says the stigma, particularly for younger men, is real. “Even in 2022, there is such a *thing* about being able to perform sexually. If a man can’t perform, there’s this stigma that exists—men feel they are less than.” Dr. Lawrence Jenkins agrees that not being able to sexually perform “erodes at masculinity” and is tied to a long-standing, albeit outdated, “be a man” mentality. “Our society has pushed men to be the manliest man possible. Guys don’t go to the doctor for chest pain, they don’t go to the doctor for diabetes. But when they have problems with getting an erection—that’s when they become concerned.”

Also at play, according to Dr. Denise Asafu-Adjei, Urologist and Hims & Hers Medical Advisor, is sexual education. “Sexual education is still, in my opinion, not very balanced between men and women. I find women to be far more educated about their sexual



being before men are,” she told us. “Young women are exposed to their sexual being as teenagers. They start menstruation, go to the OBGYN as a teen, and come face to face with questions around their sexual being. There isn’t an earlier moment in a lot of guys’ lives where they deal with their sexual health maybe outside of an annual doctor’s visit.”

MYTH

Older women don't want to have sex

REALITY

Older women want to have sex,
but aren't

06

The sex gap is real: One standout statistic that emerged from our study points to the “sex gap” between women and men: 26% of women aren't having sex compared to just 15% of men. A first reaction to this finding may be, “Well, women wait longer to have sex,” or “They have lower libidos,” or “They just aren't in the mood.” None of these are true—but more on that later. Another question this data begs is, “Who

are the guys having sex with—other men?” Maybe, although 87% of men describe themselves as heterosexual, so it seems unlikely that same-sex relationships alone can make up for the gap.

The reality is that women hit a sexual glass ceiling as they age. Men enjoy an active sex life well into their midlife, while women's sex lives slow way down...but not by choice. Whereas women under 45 report having about the same amount of sex as men are having, the sex gap between women and men widens dramatically as women age (see The Sex Gap on page 17).

But before writing this off as menopause or women lacking libido, think again: According to our study, 80% of women 45+ who aren't having sex are *not* happy about it, and a recent study conducted on Facebook found that 40% of midlife women want *more* sex.¹⁵

“There's this idea that young men need pleasure [and] young women need to behave. Women need to just show up and make sure everyone is taken care of. And that's a problem.”

—Dr. Rachel Rubin, Urologist and Sexual Medicine Specialist

80%
of women 45+ who aren't having sex aren't happy about it.

15. The Guardian, April 2022

“The idea that women have low libidos and men have high libidos is absurd,” Dr. Rachel Rubin, Urologist and Sexual Medicine Specialist, explains, emphasizing that menopause, or women losing sex drive with age, isn’t the issue. “There are many postmenopausal women with super high libidos who love sex and have great orgasms. And I have many male patients with very low libidos who are wishing that their libidos were higher for their partners.” All of this points to the fact that women aren’t losing their sex drive with age—yet they aren’t having as much sex as men are.

This “sexual glass ceiling” is arguably amplified by sex being a more male-oriented experience—one that is ingrained in societal norms, according to Caroline Spiegel, Founder and CEO of audio erotica platform Quinn. Speaking for her generation, Gen Z, she explains: “A lot of women I talk to learned sex as a series of how-tos [for men]. Not what feels good for them,

but rather, ‘This is how you give a blow job,’ or ‘This is how you make the man orgasm.’”

Spiegel traces this back to women’s equality, or lack thereof. “For thousands of years, women didn’t have the same rights as men. Their economic power was directly tied to their spouse,” she points out. “And I think that has been reflected in their sexual pleasure. The way we have sex today reflects a history of men’s pleasure as the most important.” This begs the question: Are older women having less sex because they have yet to fully explore (or prioritize) their changing sexual desires and needs?

Regardless of the reasons for the “sexual glass ceiling,” women may soon break through it. Gen Z women are leading a new sexual revolution, a topic we explore in the next myth; as they age up, the sex gap may finally close for good.

The Sex Gap

Percent of women vs. men who have been sexually active in the past month¹⁶



¹⁶ Findings on gender nonbinary respondents were not statistically significant

MYTH

The sexual revolution ended in the 70s

REALITY

A new one is just getting started

07

It might be tough to imagine that the sexual revolution is still alive and thriving when the Supreme Court just overturned *Roe v. Wade*. But progress isn't a straight line and, as it turns out, neither is the sexual revolution. It's true that 58% of Gen Z women disagree with the overturning of *Roe v. Wade* (as compared to 48% of Gen Z men and 50% of Millennial women), but reproductive rights aside, Gen Z women are overturning sexual precedents and making their own rules—stigmas be damned!

Take porn, for example, which social norms insist is primarily a male pastime. Today, nearly as many

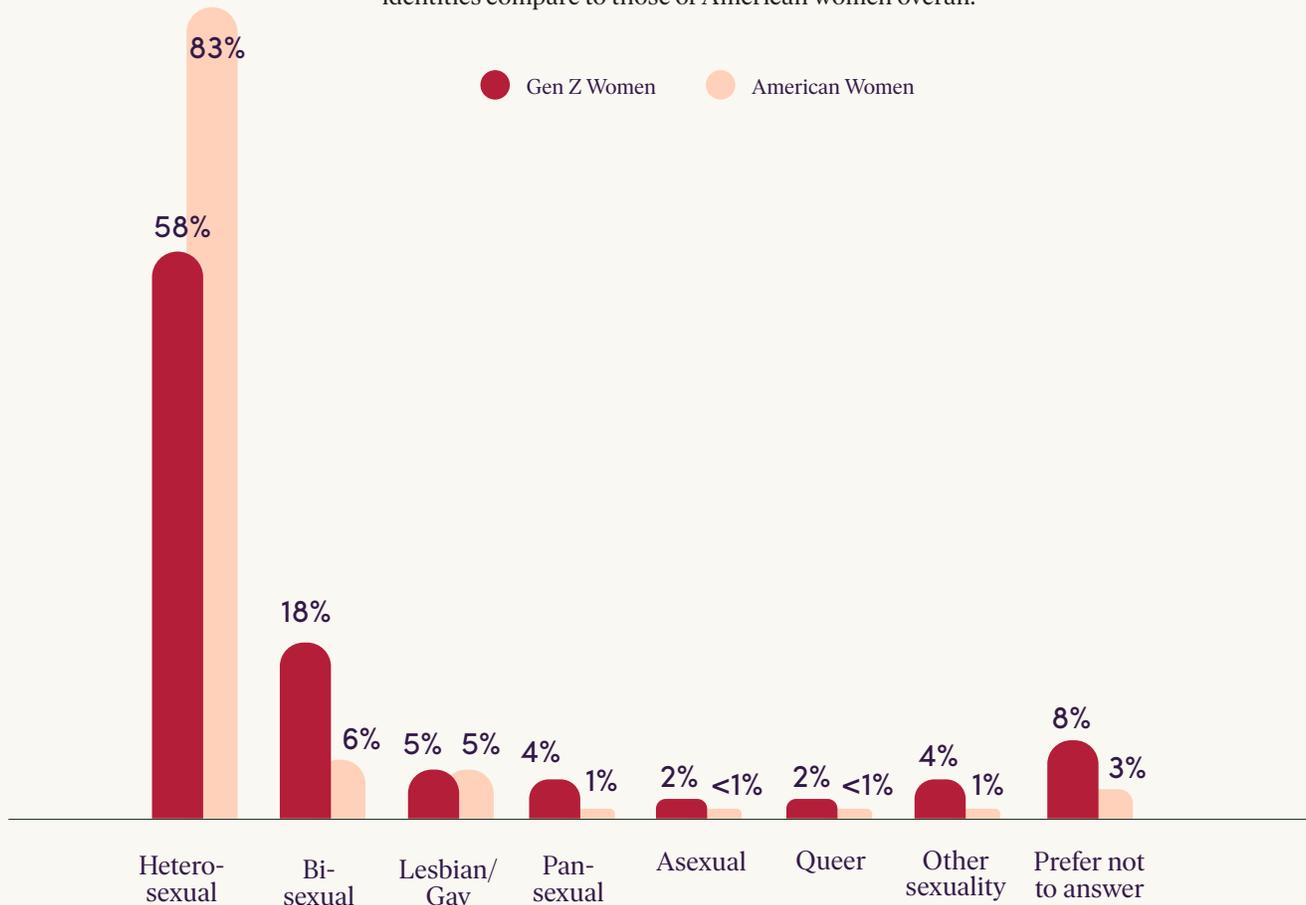
Gen Z women have watched porn alone in the past year (39%) as have Gen Z men (43%). This highlights a stark generational divide with the Boomer generation: Only 8% of Boomer women have watched porn alone in the past year compared to 51% of Boomer men. And while this could be dismissed as life stage-based rather than generational, 32% of Boomer women say they have *never* watched porn, as compared to 18% of Gen Z women who haven't. Of course, watching porn isn't solely a marker of female progress, but it is a marker of the sexual-fantasy tables turning.

“[Gen Z women] want to understand their own fantasies more. They're curious, they're intellectual, they're political.”

—Caroline Spiegel, Founder and CEO of Quinn

Sexuality, Interrupted

Gen Z women are the least likely to self-identify as heterosexual, shaking up traditional sexuality norms. Here's a look at how their identities compare to those of American women overall.



One reason for this shift might be that women's attitudes toward sexuality have changed. Gen Z women are, statistically speaking, the most sexually exploratory demographic, with 42% not identifying as heterosexual (see *Sexuality, Interrupted* above), and 75% being interested in one or more emerging sexual trends—more than 2X as interested as older women (32%).

"[Gen Z women] want to understand their own fantasies more," says Caroline Spiegel, Founder and CEO of Quinn. "They're curious, they're intellectual, they're political, and it's cool." Spiegel goes on to say that the next generation of women are not unlike the

Gloria Steinem-esque women who revolutionized sex in the 60s and 70s. "I imagine that they will be creating a much better society than we live in now around sex." Margot Weiss, Professor of American Studies and Anthropology at Wesleyan University, agrees. "It's a more fluid time than this mythical past when there were only hard-core normative people and radical fringe people," she says. In other words, Gen Z women aren't radical or fringe—they're just shaking up the heteronormative status quo.

THEME 04



ANXIETY

Opening the incognito window on porn

MYTH

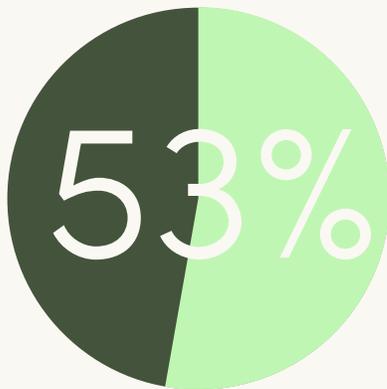
Porn turns men on

REALITY

It also stresses them out

08

32% of Americans say most of their sex education comes from pornography, making it the top source of America's sexual savvy. However, according to medical professionals, porn provides more of a sex mis-education. "It's not that porn can't be fun," Dr. Rachel Rubin, Urologist and Sexual Medicine Specialist, explains. "But it's not helpful in terms of understanding what's 'normal' when it comes to sexual health."



53%
of men say porn has
changed their perception
of sex entirely.

This is particularly true for men, who are more likely to turn to porn to turn them on, only to find it stresses them out. Half of men (53%) say porn has changed their perception of how long they should last and how erect their penis should be, and an equal 53% say porn has changed their perception of sex altogether.

While porn influences women, too, historically it has been made "by men, for men," as Caroline Spiegel, Founder and CEO of Quinn, put it. "In mainstream visual porn, the man is usually the "agent" and his gratification is the focus—women are there in service of the man's pleasure." As such, producers delivered content that was bigger, longer, and hotter, and that finished stronger. "Pornography can be problematic if it's someone's barometer for what their sex life could be," Dr. Denise Asafu-Adjei, Urologist and Medical Advisor for Hims & Hers, noted. To Dr. Asafu-Adjei's point, some research suggests a correlation between compulsive porn consumption and erectile dysfunction, or porn-induced erectile dysfunction (PIED). The reasoning is that what leads a person to become aroused online may not carry over into real life.¹⁷

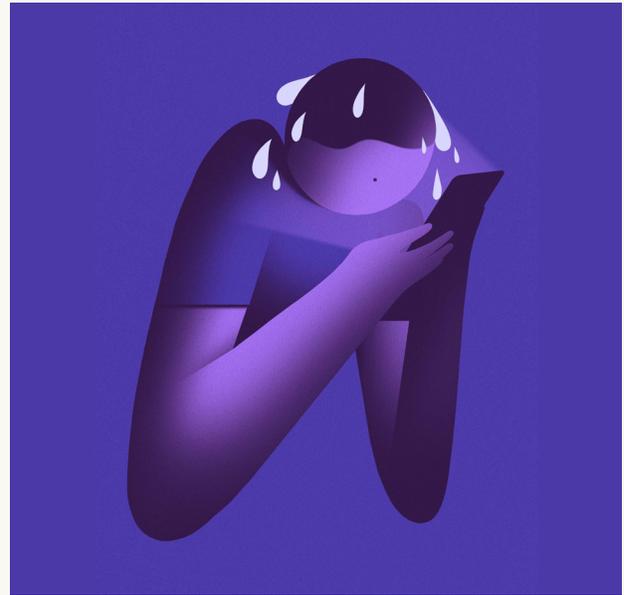
17. Psychology Today, April 2021

Watching too much porn could become a bigger problem for future generations: Dr. Asafu-Adjei says the exaggerated version of sex that plays out on porn is becoming even more problematic. “It’s a lot easier to access porn now than it was 20 years ago, and so younger and younger guys [are watching] it,” says Asafu-Adjei.

Perhaps it’s not a coincidence then that young men are more stressed out about sex—35% of Gen Z men say sex stresses them out, as compared to 13% of Baby Boomers. And, statistically speaking, porn has made a bigger impression on the sex lives of Gen Z men: 54% of them, as compared to 37% of Baby Boomer men, say porn has changed their perception of what sex should be like.

Maybe even more problematic? It creates a cognitive dissonance between what sex is supposed to look like and what romance is supposed to look like. Hollywood and the porn industry are writing very different scripts. “If you go to the most viewed video on Pornhub this week, compared to the *Atonement* scene, or compared to *The Notebook*, it’s like, ‘How are young people supposed to make sense of what their sex lives are supposed to look like?’” says Caroline Spiegel, Founder and CEO of Quinn.

But drawing a line between the porn you watch and the sex life you have isn’t that simple. “I think that the relationship between fantasy porn and reality sex is not a binary,” says Margot Weiss, Professor of American Studies and Anthropology at Wesleyan University. “While it’s true that what you want to watch in porn is not necessarily what you want to do in your actual life, it’s also not the case that fantasy is disconnected from actual life. It’s not just a totally different realm that has no relationship to the real world.” In other words, it’s a blurry line. For men (and women), this confuses the baseline of sex in America further, making it even more stressful to discern what’s okay and what’s not, what’s normal and what’s “Hollywood.”



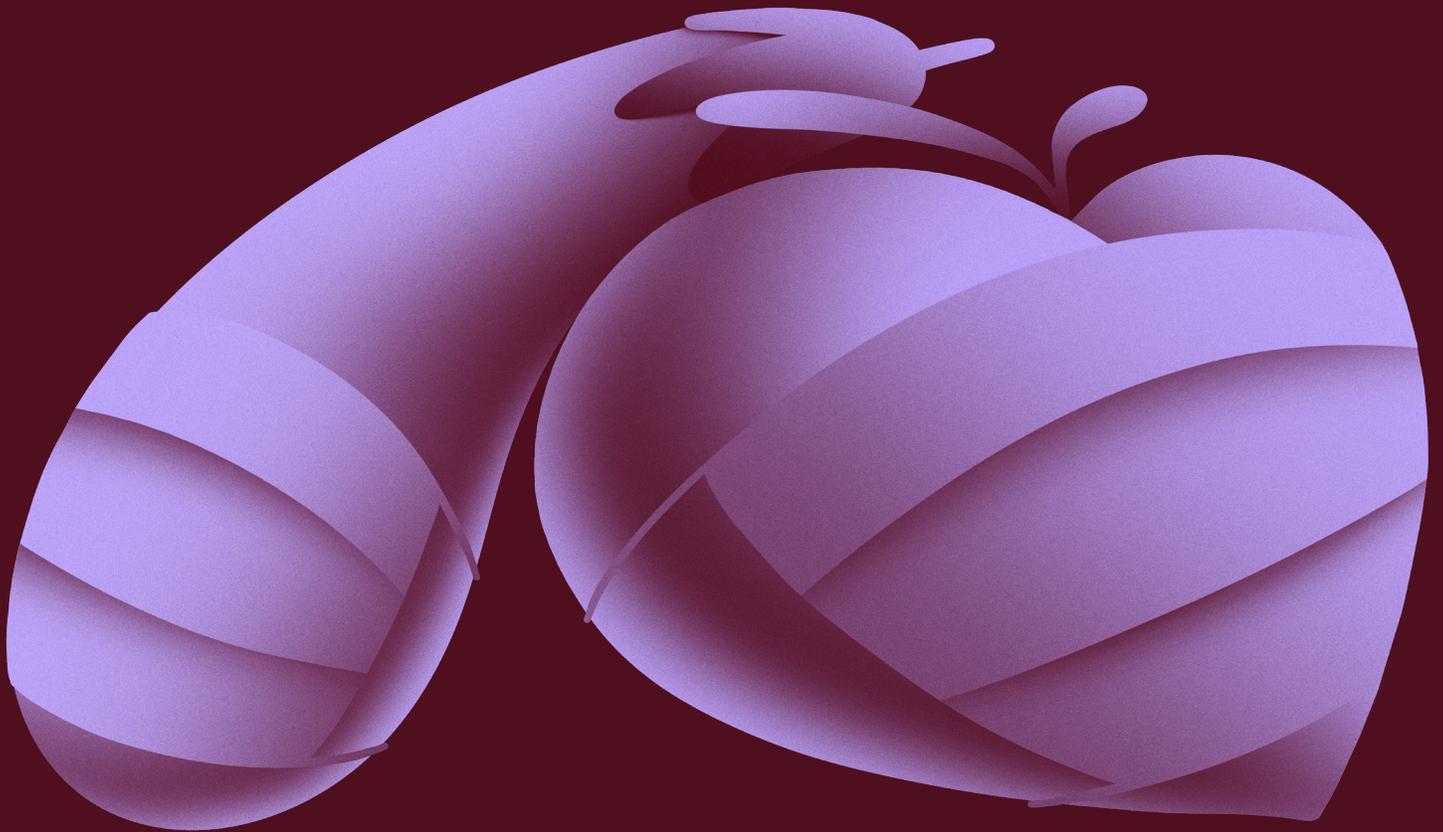
“We need to have normalized conversations with young men about sex not only so that they know what to expect, but also so they don’t look to a fantasy as a benchmark to what they should be.”

—Dr. Denise Asafu-Adjei, Urologist and Medical Advisory Board, Hims & Hers

THEME 05

TANK

IT OFF



Unmasking how the pandemic affects sex

MYTH

Social distancing slowed down our sex lives

REALITY

Social distancing switched up our sex lives

09

The pandemic has forever changed Americans' sex lives. The mental, physical, and medical impact of COVID-19 on the country's experiences with sex and attitudes toward it are far more profound than social distancing slowing down our sex lives, or making for an awkward reentry back into the dating scene (although that's happening, too). Put another way, not every American was baking sourdough bread during the pandemic: 79% of America actively switched up their sex lives in one way or another, from becoming more experimental, to discovering kinks, to learning about new sex topics and trends.

But that's only part of the story. What has also changed is our perceptions of sex, and the value it holds in our lives: 17% of Americans say they value sex more than they did pre-pandemic, and 16% report their sex life has become more important to their mental health.

Even more profound: the pandemic also paved the way for more telehealth platforms, giving Americans additional ways to connect with healthcare providers discreetly and on their terms. "During COVID, the proliferation, acceptance, and really the first widespread experimentation with telehealth resulted in providers and patients alike realizing that you can treat a lot of conditions remotely," Dr. Peter Stahl, MD and SVP of Men's Sexual Health and Urology at Hims & Hers.

This is a game changer, as 35% of Americans say they have *never* talked to their doctor about their

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sexual health, likely because they aren't comfortable doing so. Providers often find patients will be more candid during a telehealth consultation than when they speak to a doctor in-person. "Asynchronous, digitally-native telehealth creates a fully flexible and private clinical intake experience that empowers patients to report their symptoms honestly and without fear of embarrassment. This is especially important and freeing for patients dealing with sensitive and personal conditions like sexual dysfunction."

THEME 06

THE
TRUTH
IS...

Where do we go from here?

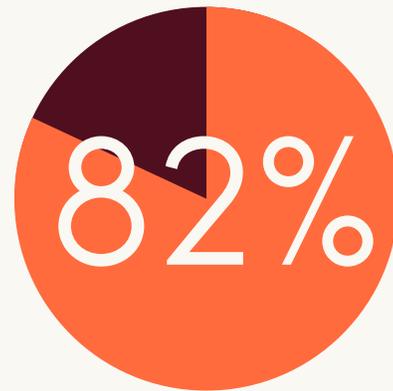
TRUTH

Americans are suddenly less confident in their sexual freedoms

10

Regardless of which side of the political fence Americans sit on, the overturning of *Roe v. Wade* has left people even more confused about sexual freedoms. At a basic level, it's difficult for many Americans to understand why abortion rights that have been legal for more than 50 years now don't exist anymore, when the country's majority, pro-choice stance hasn't budged: 62% of Americans believe abortion should be legal in all or most cases.¹⁸

And while the politics of it all would have us believe this is a binary issue, the reality is muddy. The overturned ruling highlights a complicated spectrum of opinions that don't fall neatly into pro-choice or pro-life boxes. For example, people can be both pro-life for themselves and pro-choice for others, at the same time. Likewise, nuanced considerations such as how the pregnancy occurred, the duration of

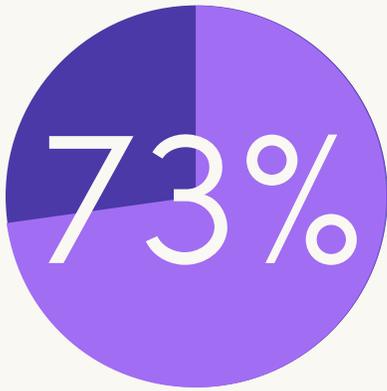


82%
of Americans agree (60%)
or somewhat agree (22%)
that women should have the
right to an abortion.

65%

65%
of Americans believe that the overturning of *Roe v. Wade* will
have a large impact on our society, beyond just abortion rights.

18. Pew Research, July 2022



73% of America is worried that the overturning of Roe v. Wade is just the beginning, and other laws related to sexual freedom will be overturned.

the pregnancy, and the viability of the fetus, all tip the morality scale in one direction or the other for many.

Adding to the confusion, laws vary based on state lines, which—let’s face it—have nothing to do with sex, life, and personal choice. The only thing that *is* clear is that sex, and the “rights” and “wrongs” surrounding it, have become *less* clear.

The overturning of Roe v. Wade has also created a slippery slope of concerns over what’s next to go. Same sex marriage? Transgender rights? Gender equality? A woman’s right to birth control? The separation of church and state? Also concerning: If the government has the final say on *maintaining* a pregnancy, do they also have the final word on how people achieve a pregnancy, such as the legality of using IVF? Can they restrict—or mandate—how many children people can have?

With big questions like this looming, it’s not surprising that the top emotions Americans express when asked about the Supreme Court decision, other than “angry” (37%), are emotions in gray areas, such as concerned (40%), nervous (22%), confused (21%), and lost (21%). (See the full spectrum of emotions in America’s Emotional Response to Roe v. Wade above).

With all of this in mind, Americans are looking elsewhere for the clarity on abortion rights and help

America’s Emotional Response to Roe v. Wade

85% of America had an emotional response to the overturning of Roe v. Wade. Here’s how the country felt, by the numbers.

Q: What emotions, if any, do you feel about the overturning of Roe v. Wade?

40% Concerned

37% Angry

22% Nervous

21% Confused

15% Lost

13% Happy

13% Hopeful

13% Neutral

12% Satisfied

9% Excited

8% Proud

that they aren’t getting from the government. Outside of relying on their partners and medical professionals, people name healthcare brands as the most reliable source for sex and health advice (the government came in last, tied with religious organizations).

69% agree that healthcare brands should *specifically* take a stance on Roe v. Wade, and 86% say healthcare companies have a key role to play in reproductive support, from offering counseling and therapy (57%) to providing free birth control to those in need (69%). According to Dr. Rachel Rubin, Urologist and Sexual Medicine Specialist, access to resources like this is fundamental: “Sexual health is health. It’s a human right.”

Conclusion

The state of sex in America is as much about the numbers that tell a story of the fantasies, realities, perceptions, and truths common among us as it is about the nuances within our individual sex lives. As Dr. Denise Asafu-Adjei, Urologist and Medical Advisory Board Member, Hims & Hers, puts it, sex is diverse. “Everyone’s normal is different.”

It’s also fast-changing. Seemingly overnight, the overturning of *Roe v. Wade* created a ripple effect of conversations about sexual health (one in four Americans have discussed the decision with friends and family), which is influencing our sexual behaviors in real time, and shaping what the future of sex will look like.

Furthermore, new social norms, an up-and-coming generation, and new digital health resources are all at play, changing how America perceives sex, what they want from it, and how they access information and care related to sexual wellness. “We’re beginning to see people focusing on topics related to sexuality that nobody ever talked about before,” says Dr. Beth Pausic, Clinical Psychologist and Director of Behavioral Health at Hims & Hers. “I think that’s a fantastic development.”

Hims & Hers believes deeply in having open and honest dialogues about sex and other stigmatized issues impacting people’s everyday lives. Hims & Hers provides resources to help people achieve healthier, happier, and more confident sex lives—in fact, in our survey of 734 Hims & Hers customers, 90% say their experience with Hims & Hers has improved their sex lives—paving a path for all people to feel their best.

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For more information on the *Let’s Talk About Sex* report or Hims & Hers, go to The2022SexReport.com or reach out to press@forhims.com.