

Dazed Studio presents  
**BROADCASTS FROM TOMORROW**

# DOES SEX STILL SELL?

**GEN Z ON SEX, LOVE & RELATIONSHIPS**

Results from the Big Dazed Sex Survey

DAZED STUDIO



**TODAY**

**01. FOREPLAY** Introduction

**02. THE CLIMAX** The Findings

**03. PILLOW TALK** Summary & Questions from the audience







**LET'S TALK ABOUT**

**SEX SEX SEX**

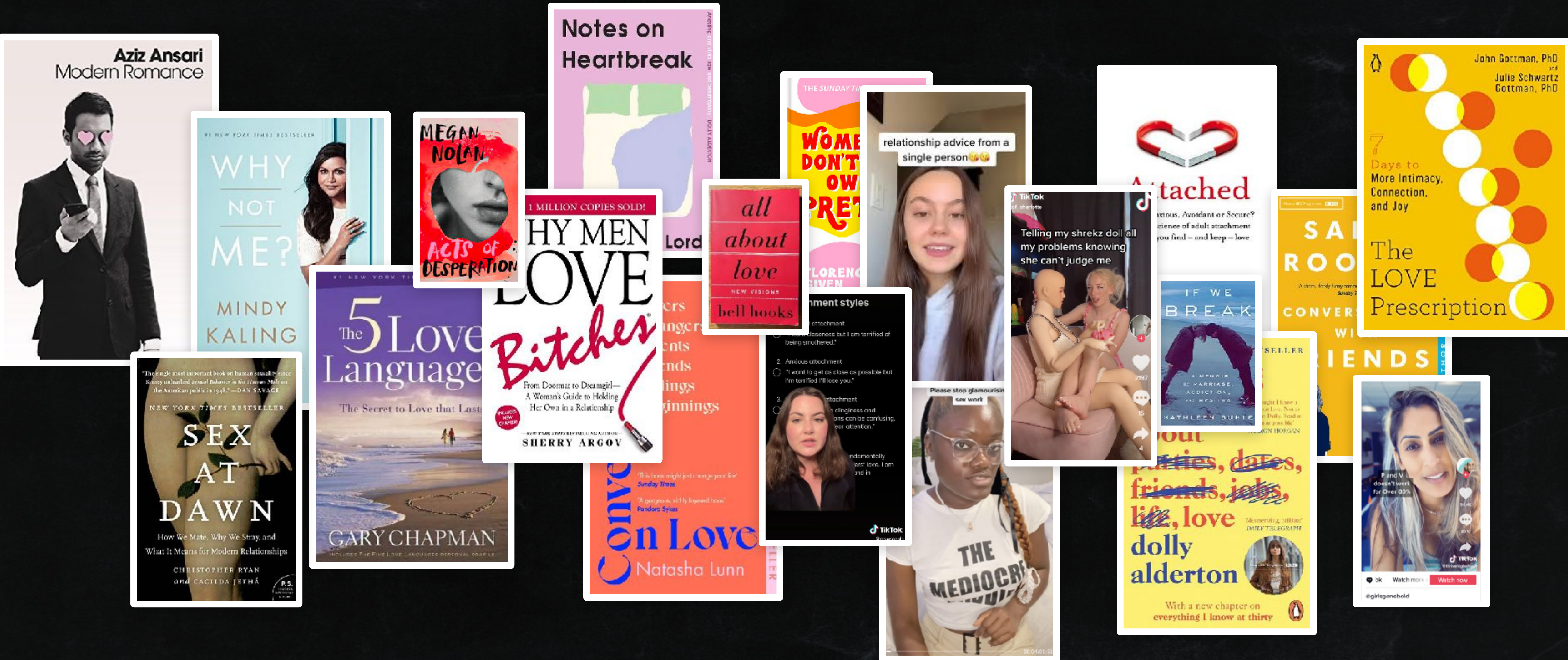
**LOVE & RELATIONSHIPS**

*...but why?*

Sex, love and relationship content has outperformed any other content type (excluding fashion) for the last 10 years on Dazed.



# POST-PANDEMIC, WE'RE SELF-REFLECTING & RE-EVALUATING OUR RELATIONSHIPS



*"People have continued to engage in reflection through self-empowerment books, podcasts and therapy." (BBC, 2022)*





**50%**

of **GEN Z** describe themselves as **HAPPILY SINGLE.**  
(Youthsight, 2021)

When asked **WHAT RELATIONSHIP IS MOST IMPORTANT TO YOU AT THIS POINT IN YOUR LIFE?** 27% of Gen Z said “self”, which comes in higher than with parents (21%), friends (13%) or significant others (22%).

(Dazed, 2022)



# WE'RE IN THE MIDST OF AN INTIMACY... *epidemic.*

Rates of sexual activity have been in decline for years,  
but the drop is most pronounced for adults under age 25.  
For Gen Z, a rise in sexlessness has coincided with a decline in mental health.

(The Kinsey Institute and Lovehoney Study 2021)



# CULTURAL DRIVERS

## Youth are in a loneliness & **MENTAL HEALTH CRISIS**

*Telstra's Talking Loneliness report* (2021) found that one in two Gen Z (54%) and Millennials (51%) reported that they regularly feel lonely.

## Our **EVOLVING RELATIONSHIP** with technology

One study found 'higher levels of technology use adds up to significantly less time spent together as a couple, less satisfaction and connection, and higher levels of depression and anxiety.'

(Utah State University Study, 2019)

## Shifting **VALUES AROUND IDENTITY** & sexuality

Gen Z is more open than previous generations about their gender identity and sexuality."

57% of Gen Z agree "Most people's sexual orientation falls somewhere in between straight or gay."

(YPulse, 2022)



# DAZED EXPLORED THIS TOPIC WITH OUR EDITORIAL CAMPAIGN; THE FUTURE OF SEX



LIFE & CULTURE  
The future of heterosexuality



LIFE & CULTURE  
The future of gay sex



LIFE & CULTURE  
The future of contraception is male



FASHION  
Will fashion ever be 'taboo' again?



LIFE & CULTURE  
Mutual metabation: the future of dating is virtual reality



BEAUTY FEATURE  
The women whose boyfriends are made out of plastic



LIFE & CULTURE  
The great positivity pushback: how sex negativity became normal



SCIENCE & TECH  
Forget creepy robots – wearable tech is the future of sex



LIFE & CULTURE  
Can digital spaces help heal sexual trauma?



SCIENCE & TECH  
Could sex for procreation soon be obsolete?



## **SURVEY**

5000+ global  
respondents



## **Desk Research**

Global reports, articles,  
research papers

## **Experts**

Interviews with leading  
experts



**PUTTING**  
*ALL OF THIS*  
**INTO CONTEXT...**



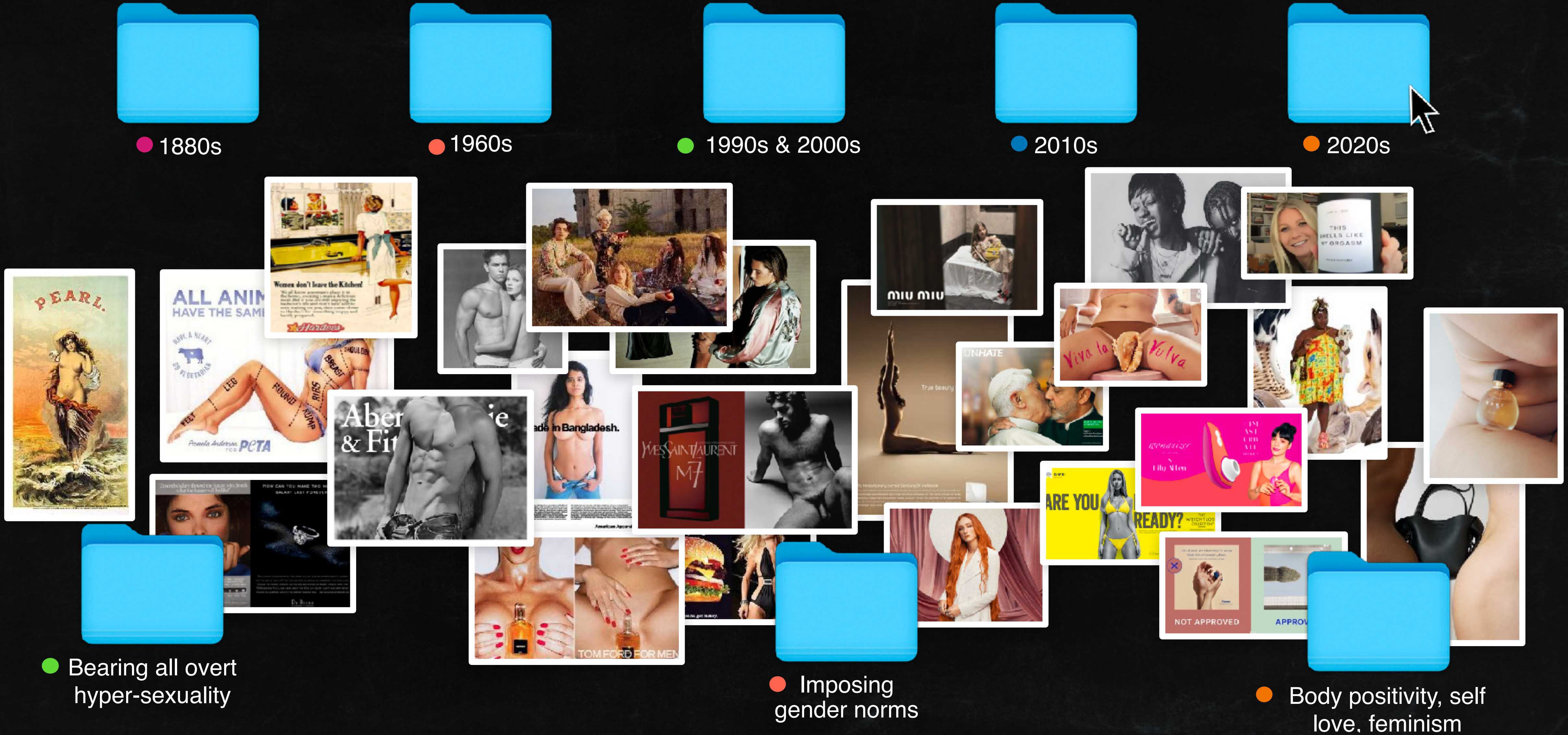
# THERE IS *NO* *DENYING* THAT **SEX** GRABS *ATTENTION*

One of the earliest ads to use nudity as a marketing technique came from a company called Pearl Tobacco.  
In 1871, the brand included a woman's naked torso on its packaging.

The imagery created a buzz, and other companies started embracing sexual imagery as a sales tactic,  
but the world has shifted dramatically since then.



# A HISTORY OF SEX IN ADVERTISING



The Geena Davis Institute on Gender in Media (2017) found that women were 48% more likely to be shown in the kitchen than their male counterparts. Moreover, men are 89% more likely to be depicted as smart in comparison to women.



# SEXUAL *divvies*?

“For thousands of years, males have seen women not as women could be, but only as males want them to be.”

(Christopher Ryan, Sex at Dawn: The Prehistoric Origins of Modern Sexuality)



# IT'S STILL A *MAN'S* WORLD.

**72%**

feel negative about the representation  
of **WOMEN IN MAINSTREAM PORN.**

(Dazed Sex Survey, 2022)

**30%**

of female leads 'were shown wearing revealing  
clothing', compared to **ONLY 7% OF MEN.**

(Plan International, 2018)

“Heterosexual women are having the least number of orgasms of any demographic.”

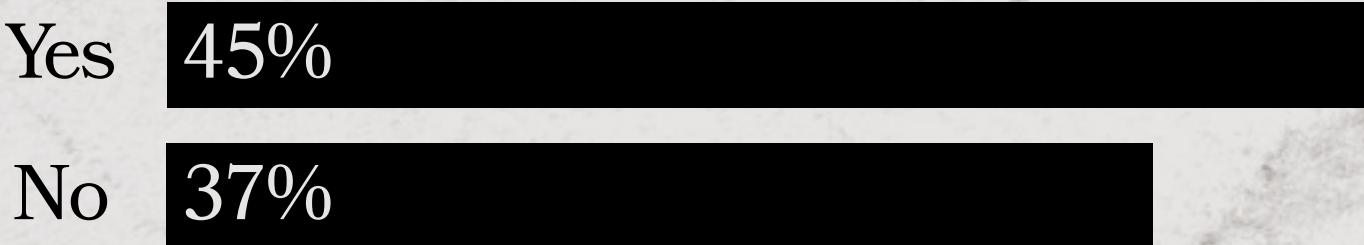
(Archives of Sexual Behaviour, 2018)



# OPPOSITES *ATTRACT.*

The research has shown many differences of opinions within the survey responses.  
This could reflect cultural and social divides that are happening at a more macro level and counter movements.

1. Would you describe your SEXUALITY as Fluid?



2. Do you BELIEVE in love at first sight?



3. You're NOT married, do you want to be?



4. Would you have sex on CAMERA?



5. Do you always use PROTECTION?

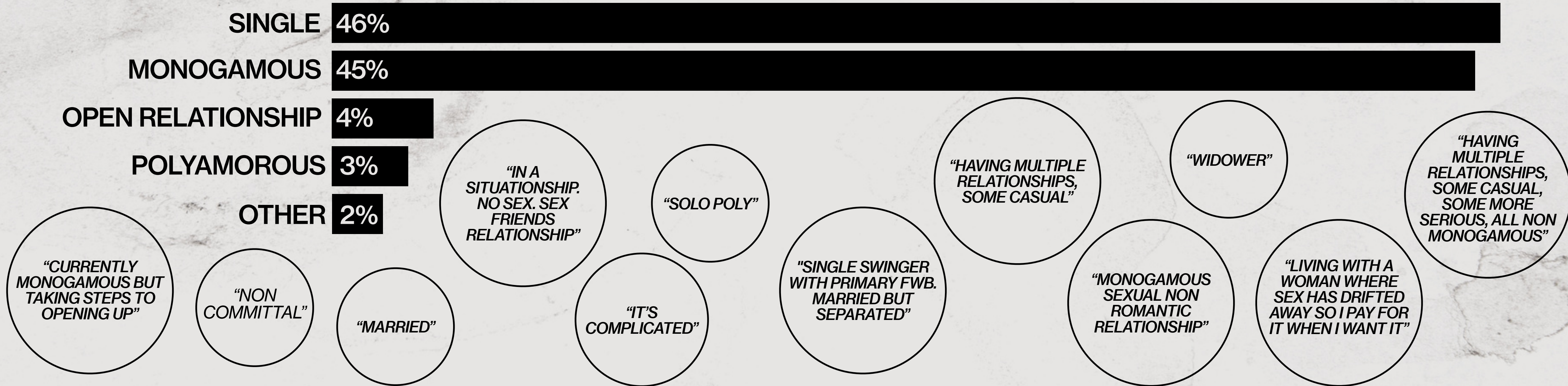


Gen Z are the MOST SAFE, when it comes to sex.



# RELATIONSHIP STATUS; *IT'S COMPLICATED.*

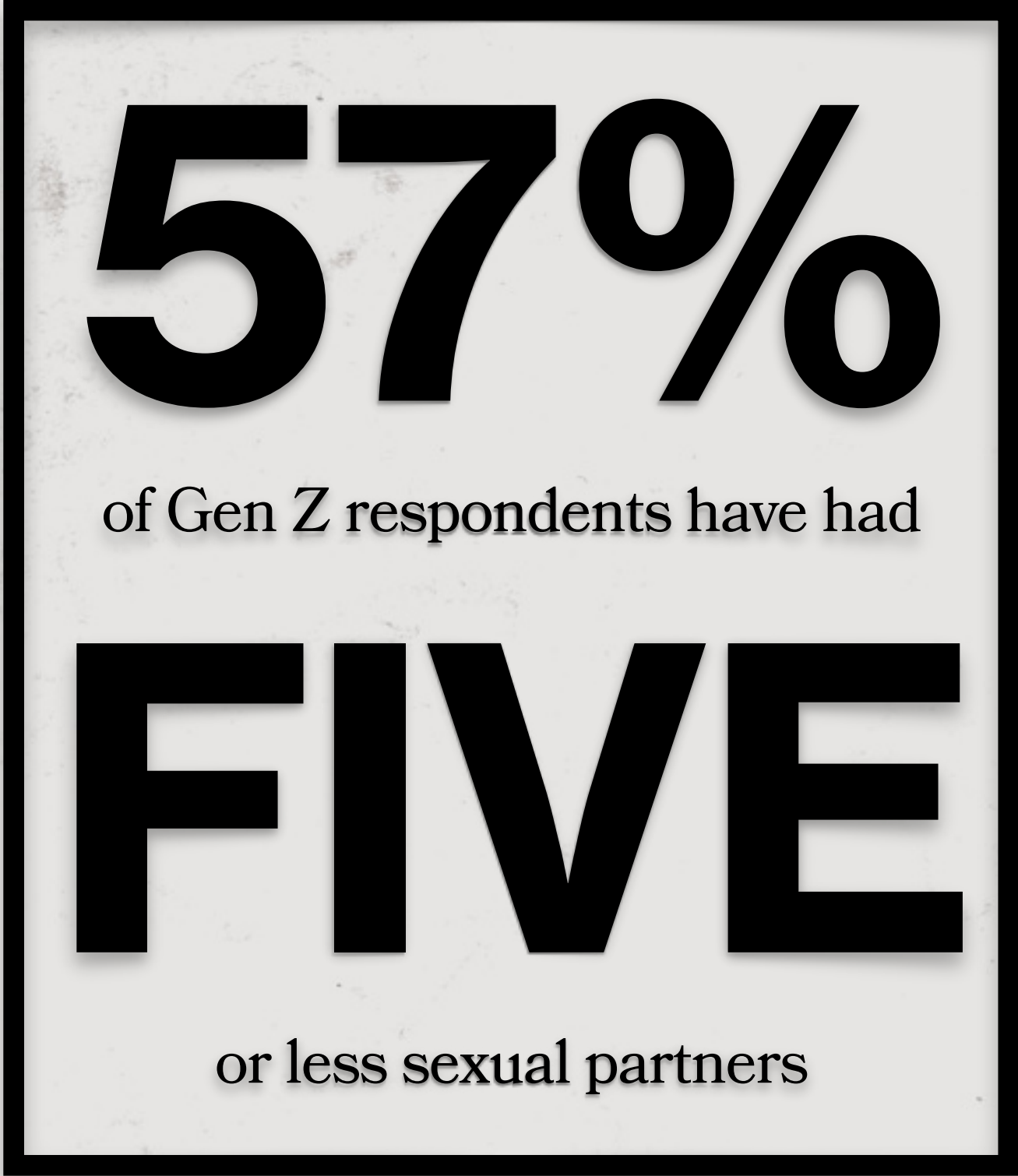
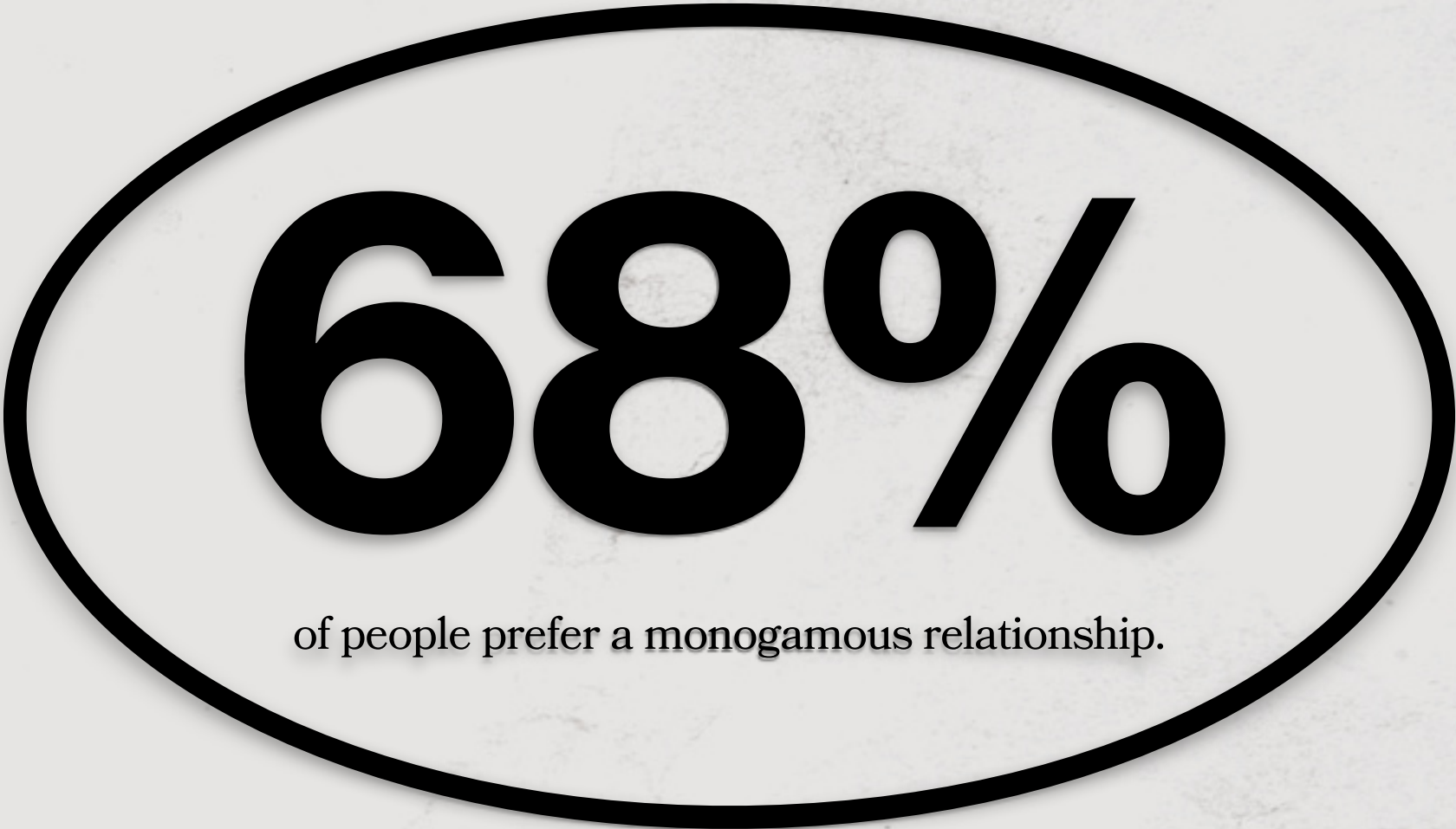
WHEN ASKED ABOUT THEIR RELATIONSHIP STATUS, IT WAS CLEAR THAT IT IS COMPLEX AND NUANCED...



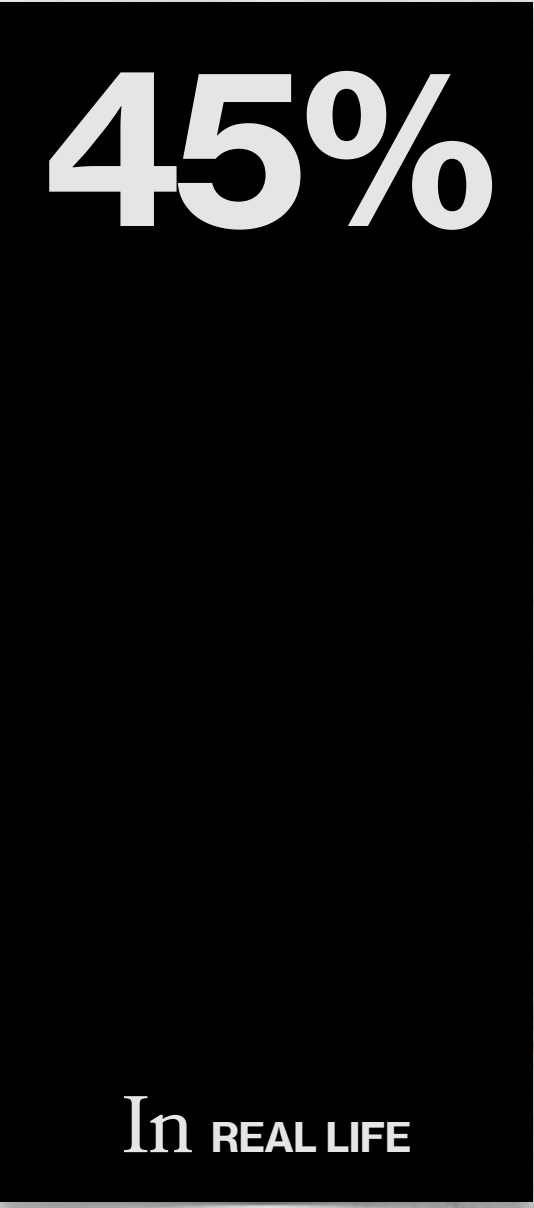


# AUDIENCE SNAPSHOT

Most people have been in love **TWICE.**  
Most of Gen Z have been in love **ONCE.**



How **THEY** met  
their **PARTNERS**





A large, glossy, 3D red number '022' is the central focus, set against a black background. To the right of the numbers is a smaller, glossy red sphere. The numbers and sphere have a high-gloss finish, reflecting light and creating bright highlights and shadows.

# THE CLIMAX

The Findings



**8 THINGS WE  
LEARNED FROM  
THE BIG *SEX* SURVEY.**



# 01. **SEX**UALITY IS *FLUID*.

50% of GEN Z describe their sexuality as fluid, the highest of any age group.  
Sexual fluidity increased as age decreased (Dazed Sex Survey, 2022)



# 01. SEXUALITY IS FLUID

**GEN Z PREFER TO BE EXPERIMENTAL AND UNDEFINED,  
WHICH IS CHANGING HOW THEY EXPRESS THEMSELVES.**

## THE RISE OF FLEXUALITY

**1 IN 2 YOUNG PEOPLE SAY THEY  
ARE NOT 100% HETEROSEXUAL**

(YouGov, 2015)

**52%** of Americans aged between **13**  
to **20** claim to be queer “to some  
degree”, compared to just **24%** of  
their older counterparts.

(JWT Study 2016).

## IDENTITY IN FLUX

**NON-BINARY PEOPLE DESCRIBE  
THEIR SEXUALITY AS THE  
MOST FLUID (51%),** very closely  
followed by women (**50%**).

(Dazed Sex Survey, 2022)

**25%** of Gen Z expect their  
gender identification to change  
throughout their lives.  
(Irregular Labs x Gucci, 2021)



DAZED X CALVIN KLEIN Explore the nuances of queer identity in the QUEER LENS PROJECT.





# 02. THE *RISE* of the **SEX** **POSITIVITY** *Movement*

Half of the daters Bumble surveyed in the U.S. said they're feeling more confident about what they want and need from a sexual partner, leading to an increased openness to sexual experimentation (Bumble, 2021).



## 02. THE RISE OF THE SEX POSITIVITY MOVEMENT

# SEX AND WELLNESS COLLIDE AMID RENEWED RESPECT FOR A BROADER SPECTRUM OF SEXUAL PREFERENCES

### KINKS GO MAINSTREAM

Nearly **50% OF THE GENERAL POPULATION HAS TRIED SOME FORM OF BDSM IN THEIR LIVES.**

(Journal of Sexual Medicine, 2017)

### THE RISE OF SEX EDUCATION

People are taking sex education into their own hands. **1 IN 3 WOMEN THINK FORMAL SEX EDUCATION HAS FAILED THEM,** over half of whom wish they'd been taught about female pleasure.

(One Poll, 2021)

### SEXERTAINMENT; SEX & ENTERTAINMENT MERGE

**41% HAVE NOT BEEN TO A SEX PARTY,** but would like to. **11%** have been and would like to go again.

(Dazed Sex Survey, 2022)

The global sexual wellness market is estimated to reach \$37.2 billion by 2023, an increase of over 11 million since 2017 (Statista, 2021).



SEXUAL Wellness + Sex EDUCATION REVOLUTION



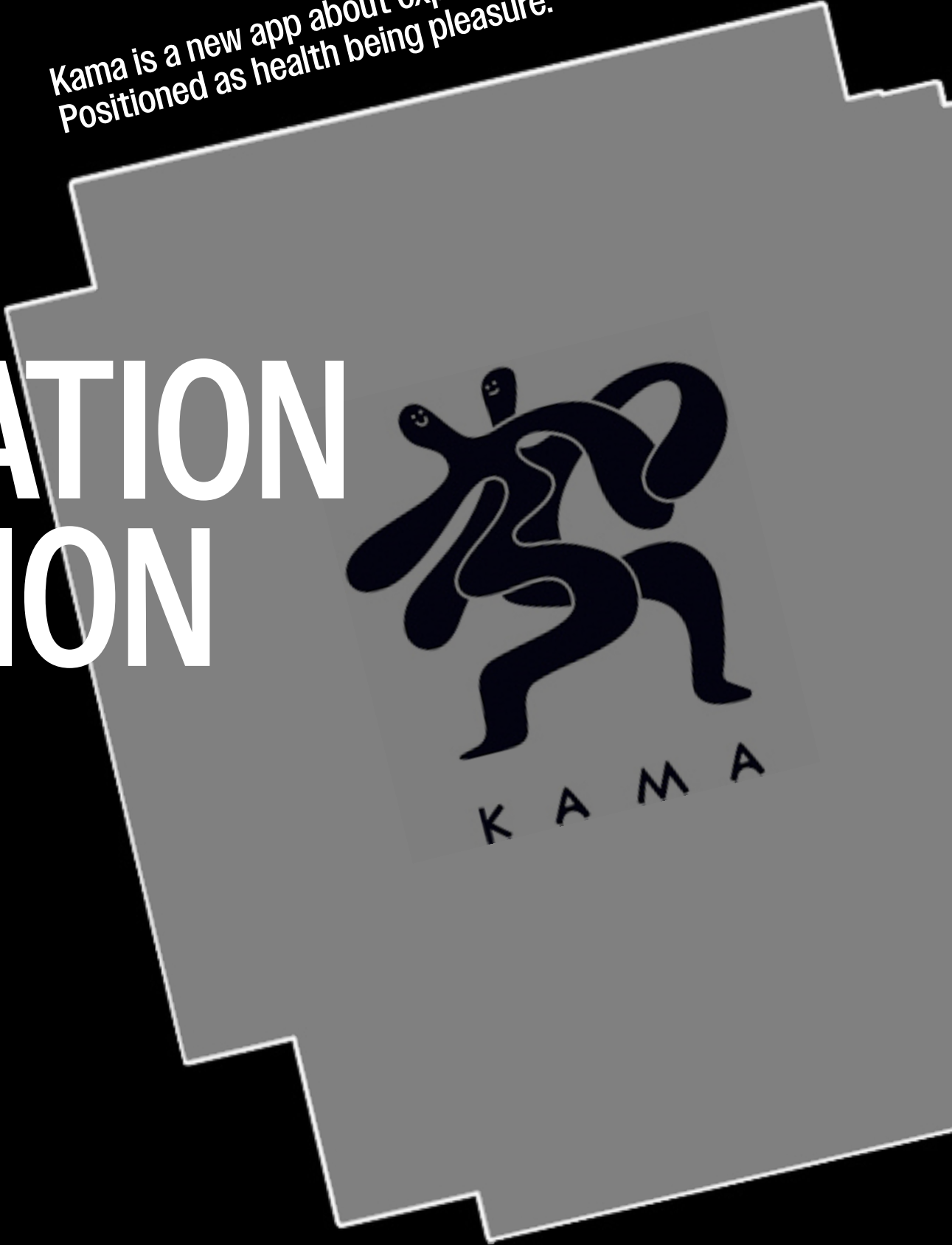
Cult Beauty goes Sex Positive, introducing a 'Sexual Wellness & Pleasure' category.



The sexually liberated social network where Kittens come first, Killing Kittens is a shame-free community for dating, sex ed and so much more.



Kama is a new app about exploring sexual pleasure. Positioned as health being pleasure.





03. **SEX** BECOMES  
*POLITICAL.*

Representation matters.



## 03. SEX BECOMES POLITICAL

**IN A LANDSCAPE DOMINATED BY THE WHITE MALE GAZE,  
MARGINALISED IDENTITIES ARE SEEKING EMPOWERMENT.**

### **THE RISE OF FEMINIST PORN**

**22% OF PEOPLE WATCH  
FEMINIST PORN**, which is  
most popular amongst Gen Z.

(Dazed Sex Survey, 2022)

### **PORN HAS A MORE NEGATIVE IMPACT ON WOMEN & NON-BINARY PEOPLE**

Women & non-binary people  
believe that porn has impacted  
how they've been treated, over  
**50%** more than men.

These groups are significantly more likely to  
experience sexual harassment online than men.  
(Dazed Sex Survey, 2022)

### **CHALLENGING TABOOS & STEREOTYPES**

Criminalising clients of sex  
workers has been found to  
increase stigma, violence and  
police prejudice against the  
workers themselves.

(Levy, J, 2015)



TIKTOK is a playing field for  
SUBVERTING STEREOTYPES, giving rise  
to trends like #BIMBOTOK, which  
challenge outdated tropes.



TikTok #slutera #bimbotok #barbiecore



Sex Workers Rights UK Protests



# 04. *Chastity* IS IN.

Traditional becomes the new non-conformist.



## 04. CHASTITY IS IN

**TODAY'S YOUTH ARE REBELLING AGAINST AN OVERSEXUALISED MEDIA LANDSCAPE, GIVING RISE TO A NEW COHORT OF 'PURITEENS'.**

### **A GENERATIONAL DRY SPELL**

Most people are not having any sex at the moment, **GEN Z ARE HAVING THE LEAST SEX OUT OF ANY AGE GROUP.**

(Dazed Sex Survey, 2022)

Sex toy brand Lelo, has forecasted 'Outercourse' (non-penetrative sex) as a trend for 2022.

### **IMPULSE CONTROL**

**GEN Z ARE THE LEAST LIKELY TO HAVE HAD A ONE NIGHT STAND** (20% less than any other age group surveyed).

(Dazed Sex Survey, 2022)

### **VALUED TRADITIONS**

**50%** of Gen Z want to get married.

**68% WOULD PREFER TO HAVE A MONOGAMOUS RELATIONSHIP OVER ANY OTHER KIND.**

(Dazed Sex Survey, 2022)



# HOW THIS PLAYS OUT IN CULTURE...



"The TikTok girls are aestheticising Catholicism – and not in a subversive, code-switching way; more like in a revelling in guilt and 'we need God more than ever' (The Polyester Podcast, 2022)



GUCCI's 2022 campaign embraces the modesty of times of old.



# 05. RE-THINKING ROMANCE.

“Women and men should not marry, for  
love is like the seasons—it comes and goes.”

YANG ERCHE NAMU, writer



## 05. RE-THINKING ROMANCE

# THERE'S MORE CHOICE IN THE DATING WORLD THAN EVER BUT IS ALL THIS CHOICE MAKING IT HARDER TO FIND THE RIGHT MATCH?

### THE RISE OF DATING APPS & DECLINE IN SPONTANEITY

**45%** of respondents have met their partners in real life (this decreased the younger the age group), followed by dating apps (**25%**).

**“THEY ARE TAKING THE EXCITEMENT OUT OF DATING AND ARE MAKING PEOPLE WAY TOO COMFORTABLE AND LESS CONFIDENT AT THE SAME TIME”. 18-24, Male, UK**

(Dazed Sex Survey, 2022).

### COMMITMENT TO SELF

*What is your relationship status?*  
“I have multiple relationships some casual some more serious all non monogamous.”

Female, 25-34, UK, Bisexual

“I’m scared that by pushing open my schedule, and making space for another person, I’d lose out on so much else; my friends, my relationship with myself.”

Annie Lord, Writer & Podcaster

### THE CASUALISATION OF SEX

Finding love doesn’t come easy. About one-third (**34%**) of US adults are on apps because they want to have something fun to do, and **26% USE APPS TO HAVE CASUAL SEX.**

(YouGov, 2021)

**“I MET MY EX IN REAL LIFE AT AN EVENT, WHILE I MEET MY CASUAL SEXUAL PARTNERS ON DATING APPS”**

25-34, Non-binary, Italy

(Dazed Sex Survey, 2022)



"I feel like I have been in many different types of love at many different times with people. I think it is a feeling more than a commitment that tells me I love something."

"I'm not actually sure, it could be never, it could be dozens of times. How do you distinguish what's love from what isn't."

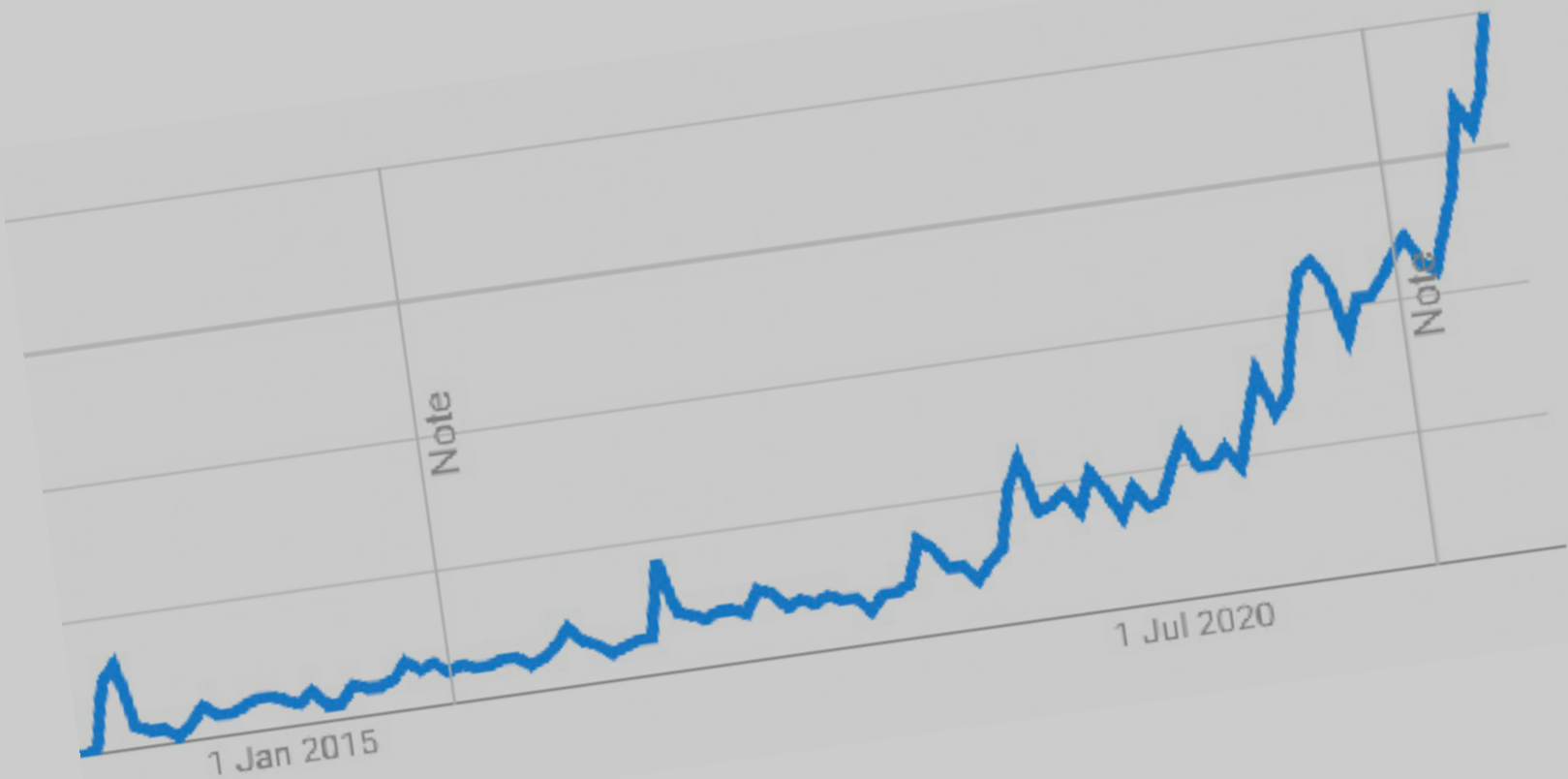
"I thought I was in love but now that I actually am in love, with someone who loves me, I realise the other 'love' was toxic and one-sided."

"It's hard to define the word love, do we mean love in the form of Disney movies and romanticised novels or the real world love, I believe that attraction could be considered love but not as intense or serious."



# HOW THIS PLAYS OUT IN CULTURE...

(Google Trends, 2022)



Situationships - the grey area between casual sex and a relationship - have gained worldwide interest across all ethnicities, genders and sexualities. (BBC, 2022)

Sinhetics is an LA based company who began making male sex dolls in 2016. When their expanded portfolio was posted on Reddit, they instantly sold out.



"A lot of women are fed up with the behaviours of men and having sexual and companionship needs met by a sex doll is becoming more desirable. A sex doll won't leave you, judge, criticise or shame you."

(Dazed, 2022)



# 06. *TECH* **TURN** ON *or TURN OFF?*

## GEN Z CRAVE INTIMACY

“Technology helps educate, satisfy & allow me to explore, but it's also made me make decisions in the past that I've not felt comfortable with.”  
18-24, Female, USA

(Dazed Sex Survey, 2022)



## 06. TECH TURN ON OR TURN OFF?

### GEN Z CRAVE INTIMACY.

#### AUTHENTICITY IS OUR NUMBER 1 DESIRE

Our survey revealed  
that **AMATEUR PORN IS  
THE MOST FAVOURED** style  
of porn by a long stretch (**62%**)

(Dazed Sex Survey, 2022)

#### NOTHING BEATS THE REAL THING

**44%** of people would not have sex  
with a humanoid robot, compared  
to only **19%** of people who would.

**92% OF PEOPLE HAVE  
NOT USED VR IN THEIR SEX  
LIFE, AROUND 1/3 OF WHOM  
WOULD NEVER USE IT.**

**87%** of people haven't had sex in  
the metaverse, just over a third of  
them never would.

(Dazed Sex Survey, 2022)

#### DIGITAL SPACES AREN'T GOING ANYWHERE

The growing presence of tech  
in our sex lives can't be denied.

**88% OF PEOPLE BELIEVE  
IT IS POSSIBLE TO FORM  
MEANINGFUL RELATIONSHIPS  
IN A VIRTUAL SPACE.**

(Tidio, 2021)



WHEN ASKED DO YOU ENJOY USING DATING APPS?

NEUTRAL 68%

NO 38%

YES 20%

“Helps me to find willing partners. These aren’t dating apps, they’re sex apps”

“Men are not cool on dating apps”

“You can find out much more in real life in 5 minutes”

“Most r just after one night stands”

“Meet loads of people to bang”

“Easier to find hookups”

“They fun to waste time and maybe have hope of some kind”

“Convenient for hookups”



# HOW THIS PLAYS OUT IN CULTURE...



Speed dating makes a comeback amid dating app fatigue, driving a 63% surge on Eventbrite.



Tech facilitates intimacy. Ferly, a sex-education platform promotes mindful sexual experiences.



# 07. *NEW* **RELATIONSHIP** *GOALS*

## BEYOND MONOGAMY

*"Marriage," "mating," and "love" are socially constructed phenomena that have little or no transferable meaning outside any given culture."*

— Christopher Ryan, *Sex at Dawn: The Prehistoric Origins of Modern Sexuality*



## 07. NEW RELATIONSHIP GOALS

# PEOPLE ARE MORE OPEN TO FINDING INTIMACY OUTSIDE OF MONOGAMOUS RELATIONSHIPS.

### INTIMACY IS NO LONGER EXCLUSIVE

“We don’t have a word for the opposite of loneliness, but if we did, I could say that’s what I want in life... It’s not quite love and it’s not quite community; **IT’S JUST THIS FEELING THAT THERE ARE PEOPLE, AN ABUNDANCE OF PEOPLE** who are in this together.”

Yale Student Marina Keegan aged 22, Thinkhouse

### OPEN AND EVOLVING RELATIONSHIPS

Queer, Gay, Pansexual and Bisexual would most prefer to have an open relationship than any other sexuality.

**15% OF PEOPLE IN RELATIONSHIPS ARE IN A RELATIONSHIP WITH MORE THAN ONE PERSON.**

(Dazed Sex Survey 2022)



# HOW THIS PLAYS OUT IN CULTURE...



LOVE by Gaspar Noe explores the complexity associated with LOVE means now.



Desigual took Miami Art Basel by storm with the presentation of their "Love Different" 2020 collection.



# 08. *SEX*ually EXPOSED

The need for more regulation.

There's a heightened sense of importance around safety when it comes to sex & relationships. 14% of Bumble users indicated they've added more steps than ever before to screen potential sexual partners (Bumble, 2021)



## 08. SEXUALLY EXPOSED

# THERE IS CONFLICT BETWEEN ALLOWING SEXUAL FREEDOM AND PROTECTING YOUNG OR VULNERABLE PEOPLE FROM EXPLOITATION

### EXPOSED TO PORN FROM A YOUNG AGE

**9% OF THE GEN Z WERE UNDER 10 YEARS OLD WHEN THEY FIRST WATCHED PORN** (this was the highest age group).

(Dazed Sex Survey, 2022)

A new report shows the scale of child sexual exploitation and abuse online is increasing.

(WeProtect Global Alliance, 2021)

### MORE MODERATION IS NEEDED

**31% HAVE EXPERIENCED SEXUAL HARASSMENT ONLINE.** Gen Z were the highest age group. Receiving unsolicited images, abusive comments and online grooming were the highest kinds of sexual harassment.

(Dazed Sex Survey, 2022)

One-third of under-18s lie about their age on social media.

(Ofcom, 2022)

### SAFETY ISN'T ALWAYS OUR PRIORITY

**30% DON'T USE PROTECTION AT ALL (GEN Z ARE THE MOST SAFE WHEN IT COMES TO SEX)**

(Dazed Sex Survey, 2022)

In Britain, the National Survey of Sexual Attitudes and Lifestyle shows participation in heterosexual anal intercourse among 16 to 24 year-olds, rose from **12.5%** to **28.5%** over the last few decades. Up to 25% of women with experience of anal sex report they have been pressured into it at least once.

(BMJ Study, 2022)



# HOW THIS PLAYS OUT IN CULTURE...



'Algospeak' refers to people changing terms used to discuss sex or other prohibited topics in order to bypass AI moderation.



Tech platforms double-down on user safety.



## IN SUMMARY

# DOES **SEX** *STILL* SELL?

Sex still sells, but not the way it used to.  
Today, it's not about baring all, but embracing desire,  
love and intimacy in all their forms.

In fact, overtly sexual ads tend to be a turnoff for anyone other than men,  
as proved by a recent study by the University of Illinois which found that  
females actually disliked ads with sexual appeal, whilst males liked them.

Sex will always be a fundamental human need but how it's communicated and  
expressed is constantly evolving.



*Brand Takeaways:*  
**HOW TO** *Sell with* **SEX**



LOOK OUTSIDE of your industry to DISRUPT  
the tropes of SEXUALITY AND GENDER.

Off-White's gender neutral beauty line, Paperwork, moves away from traditional beauty tropes by looking to industrial design and manufacturing to represent its gender neutrality.



SEX isn't just about the main act. **BUILD INTIMACY** by appealing to the **SENSES**. Think about **SIGHT, SOUND & TOUCH**.

Pleasure Finder by MysteryVibe Offers sex education via voice assistant, in the hope that hearing human voices will help people have more open and intimate conversations about sex.



# LESS IS MORE

SUBTLE cues are often more powerful than OVERT SEXUALITY.







SEX DOESN'T HAVE to be SERIOUS.  
Think about using HUMOUR, WIT & SYMBOLS  
to represent SEX, DESIRE & LOVE.



Work with the RIGHT PARTNERS  
to address the ISSUES that impact  
GEN Z in an open and relatable way.





ENGAGE AND INVOLVE the communities  
who inspire your AESTHETICS.

Members of the MMA and leather  
dyke community take centre stage  
in Ella Boucht's SS23 collection



**WHAT'S NEXT?**





# THE FUTURE OF **SEX** *LOVE & Relationships*

Predictions told through SCI-FI media.

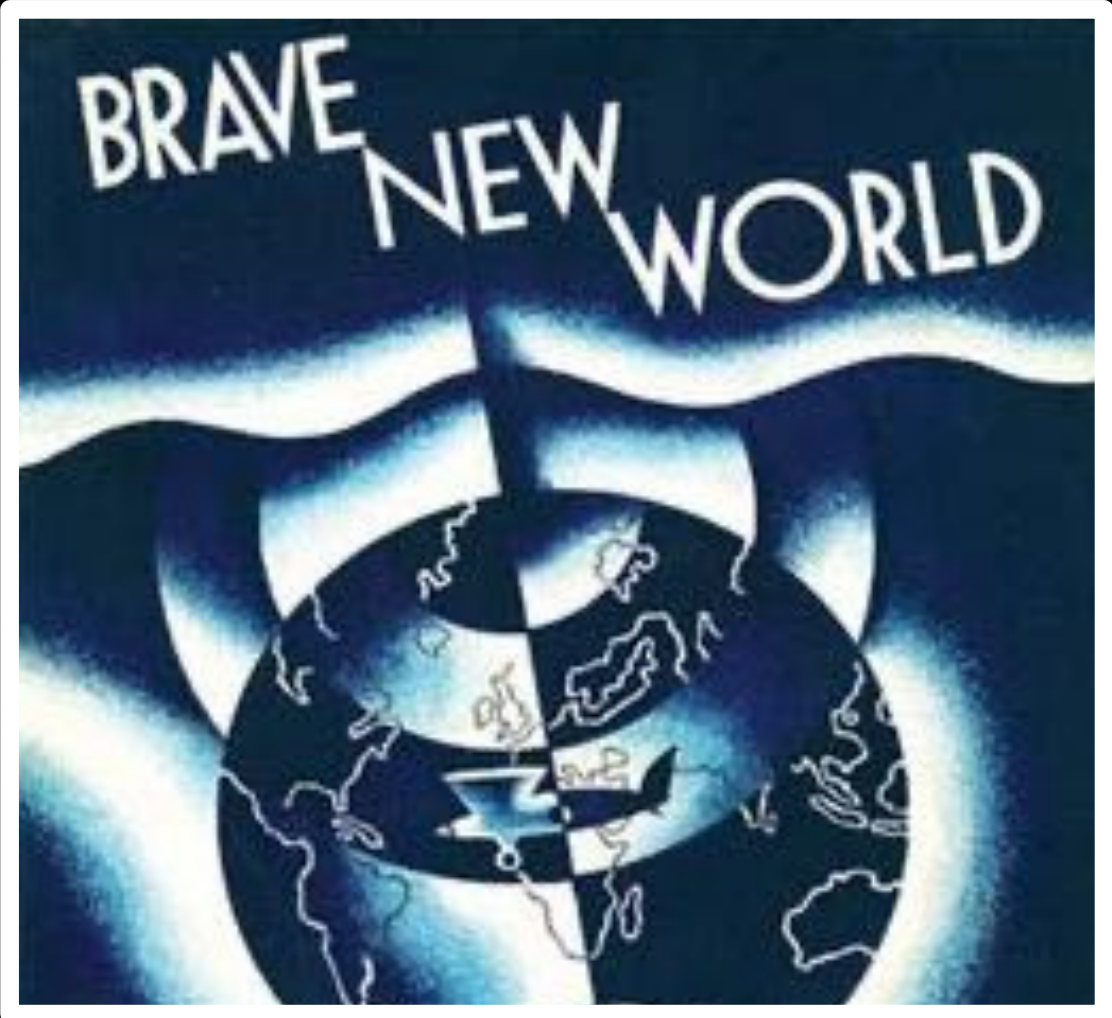
Three years before making *Minority Report*, director Steven Spielberg assembled a supergroup of deep thinkers who conceptualised many of the movie's most enduring visions of the future.



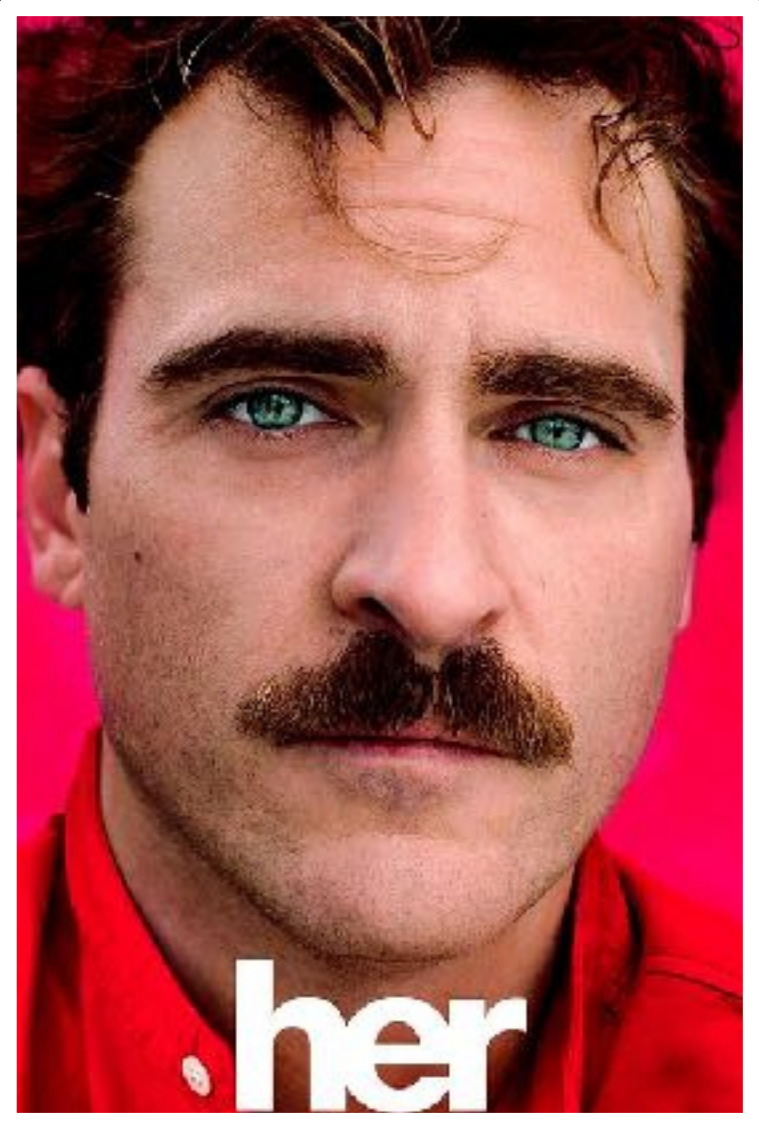
The Rise of Polyamory  
& Non Monogamy



Metaverse and  
Avatar Relationships



Babies Born  
in Factories



AI Relationships

# THE FUTURE OF SEX

Looking to the past,  
A rise in Traditional  
Values and Ritual



Peak Population,  
Decline in Fertility



Extreme Surgery  
as the New Sex



Humanoid  
Relationships



A large, three-dimensional, glossy red graphic of the letters 'as' in a stylized, cursive font. The letters are highly reflective, showing bright highlights and shadows. The 'a' is on the left and the 's' is on the right, with a small red sphere at the end of the 's' tail.

# PILLOW TALK

Summary & Questions  
from the audience







**THANK YOU**



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