



EXCLUSIVE SURVEY FROM SHEKNOWS.COM REVEALS WHAT WOMEN REALLY THINK WHEN IT COMES TO VALENTINE'S DAY, SEX AND EXES ON FACEBOOK

Survey says: More women are taking risks in the bedroom, want sex to last longer

Scottsdale, Ariz. (February 7, 2013) – SheKnows.com, the web's largest lifestyle site for women, today announced the exclusive results from its Ultimate Love and Sex Survey, exposing how women really feel about relationships, sex, exes on social media, Valentine's Day gifts and more. The findings from the survey, which polled more than 2,500 women, are featured in a special report as part of the site's February Valentine's Issue on SheKnows.com.

A majority of women surveyed (over 80%), *claim* they are experimental in the bedroom to keep sex interesting – from somewhat experimental by varying things up here and there (52%) to very experimental by trying things like lingerie, sex toys, body contortions and more (30%).

Nearly 80% of women in the survey say they would not leave a guy if he became overweight because looks are not important. Alternatively, most women surveyed (nearly 60%) feel that *they* must stay a certain weight for their significant other.

Stress and fatigue are the most common excuses for not having sex (nearly 30%), but more than 40% of women surveyed said they *never* make excuses when it comes to sex. Only 1.6% of women in the survey use the "I have a headache" excuse.

"On one hand, the survey busts the bad rap women get in the bedroom – we found more women to be experimental and not making excuses when it comes to sex," said Kristin Bustamante, SheKnows executive editor. "On the flip side, women still hold many traditional views of love and sex. The most shocking finding is the double standard: women expect to love their significant other if he gains weight but don't expect the same in return."

Other highlights from the SheKnows Ultimate Love and Sex Survey:

- 60% of women never fake orgasms (yes, 40% do!)
- 35% of women would consider breaking up with a guy over text, email or social media and 35% of women have done just that
- 90% of women would rather have a guy with a great personality than a great body
- Most women surveyed think a good bedroom romp should last between 30 and 45 minutes
- Actual bedroom romps by women in the survey lasted between 10 and 30 minutes (Dare we say, women want more?)
- Women prefer an experience like a spa day or vacation as a Valentine's day gift over flowers or jewelry
- 50% of women appreciate flowers every once in a while but do not expect it every year
- Most women would spend no more than \$100 on a Valentine's day gift for a guy
- 60% of women say you should always wait to have sex past the first date; 40% say "why not?" to sex on the first date
- Nearly 80% of women think fighting is necessary for a healthy relationship
- 60% of women claim they have never cheated
- 50% of women say if they were driven to cheat, it would be because of a strong connection to someone else

- 63% of women say the earliest they have told someone “I love you” is between one and four months
- More than 60% of women say they visit their exes’ Facebook pages
- Women prefer these sex positions: men on top (33%), doggie style (25%) and woman on top (24%)
- 73% of women say it is *not* unattractive if a guy makes less money; it doesn’t matter how much money he makes
- 56% of women say they should not unfriend exes on Facebook

SheKnows Surveys & Methodology

Each month, SheKnows.com surveys our vast audience of engaged female readers and is fast becoming a leading authority on women. The Ultimate Love and Sex survey was conducted online during the month of January 2013, among 2502 readers. Don’t miss our other surveys:

- **Co-branded SheKnows.com and SHAPE magazine survey:** [How does social media affect your body image?](#) (appeared in Jan/Feb issue of SHAPE magazine and on SheKnows.com)
- **Recent survey:** SheKnows [Alpha Woman Survey](#): How dominant are women in their lives? (as part of the SheKnows January online [Alpha Woman Issue](#))
- **Upcoming survey:** SheKnows Dirty Little Secrets: Women tell their blush-worthy behavior (coming in March 2013, Spring Spectacular Issue).

About SheKnows.com

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle communities for women ages 18 to 54 attracting more than 41 million unique visitors (comScore, November 2012), and meets the needs of today’s modern woman with information important to her daily life.

As one of the fastest-growing destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy® Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach.

Recently honored by *Forbes* as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women’s Interests in both 2010 and 2011. For advertisers, sponsorship opportunities and creative integration go well beyond the banner ad and make marketing messages an uninterrupted part of the user experience.

The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

For more information:

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