

LELO

THE LELO UK'S ECONOMY OF

ORGASMS REPORT



• 2018 •

Foreword

At LELO UK we know that having an orgasm - whether that be on your own or with a partner - makes you feel fantastic, both during the actual act and afterwards. With this in mind, we thought it would be interesting to find out how often people are having them, how they impact their day to day life and to see what could happen if the people of the UK had more of the big O's.

Compared to our European counterparts and friends across the pond, the UK is often thought of as being sexually repressed and at times, a tad miserable, but we also know from research that happiness increases productivity and what makes you happier than being sexually fulfilled?

Working alongside award winning financial journalist, Rosanna Spero and our Sex Expert Valerie Tasso, LELO UK has discovered that orgasms could help with productivity and indeed help the UK's economy, and by quite a lot!

We're really proud of this report - being sexually fulfilled and satisfied is something that we at LELO feel is a basic human right and it's completely free! As a result of this research, we have decided to introduce a new initiative where we are offering our UK employees the opportunity to take up to four days a year as a "self love day". Like a duvet day, with a naughty twist, these are days where our UK staff can do whatever they want to explore their happiness and what makes them tick with the hope that they'll come to work the next day with a spring in their step and be as productive as possible.

Read on to discover, how, why and by how much orgasms could help the UK's economy but also the UK population in general.

Enjoy!

Rachael Nsofor,
LELO UK General Manager

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Meet our experts:

Rosanna Spero, an award winning financial journalist, has been writing for almost 30 years, working and freelancing for a range of publications including The Daily Mail, Daily Telegraph and Daily Mirror and House Beautiful, Move or Improve and Source.

She has also written a number of books, including Every Woman's Guide to Personal Finance, and has worked with brands such as Aviva, AXA, AA, Allianz, More Th>n, RBS, Standard Life, BMW and Tesco.



Rosanna Spero

Valerie Tasso



Valerie Tasso is a sex-therapist, researcher and Brand Ambassador for LELO.

Throughout her career Valerie has obtained several university degrees including Economical Sciences, Foreign Applied languages and in 2006 she graduated in Sex Therapy from The Institute of Sexology in Madrid.

Valerie also lectures in universities and has written over eight essays and books on sexuality.

Introduction

LELO set out to find out what regular orgasms could do for the economy. Would they make us richer or just happier?

Most people would agree orgasms are a good thing. They make us feel happier, more alive, less anxious and more tolerant of the world around us.

But what if the benefits were even wider than this? That every time we had an orgasm we helped the UK economy through better productivity, helping to reduce costs of goods and increase wages? And should the benefits of an orgasm be formalised into normal employment practice?

We reviewed a whole range of scientific research into happiness and productivity and their links to sexual activity. We also undertook exclusive research with 2,000 people to find out their attitudes to sex and whether having an orgasm made them happier. We asked them if this happiness extended into the next day and its effect on their productivity at work.

The question of whether orgasms make us happier and thus more productive is important as the UK is struggling with productivity.

It lags behind other major economies and has remained fairly stagnant since the 2007 financial crash. In fact the latest figures from the Office of National Statistics (ONS) show, while productivity in the UK increased by 0.9% in the first three months of 2018, as compared to the same period in 2017, it was still a fall of 0.4% against the last quarter of 2017 ⁽¹⁾. Why rates of growth are so low are being called the 'productivity puzzle' by economists. To try and solve the problem, economists and academics are looking at the different factors surrounding productivity.

One reason LELO believes, is people are unhappy, struggling with money worries and concerns about Brexit and future job security. So we want to make people happier in a way that doesn't cost the economy a fortune.

And it is not just us that think this. There is now a large body of research that shows the happier a worker is, the more productive they are.



A report, Happiness and Productivity, co-authored by Andrew Oswald, Professor of Economics at the University of Warwick ⁽⁴⁾ revealed respondents were between 10-12% more productive after having their happiness increased, and some saw a 20% spike in productivity.

If this boost in happiness could be translated into the workplace, a 10% increase could translate to an increase in GDP of an incredible £45.2 billion to £551.2 billion based on the latest figures for the second quarter of 2018. If the 20% increase could be maintained, then **GDP COULD RISE BY A WHOPPING £90.4 BILLION TO £596.4 BILLION.** ⁽⁵⁾



Gross Domestic Product:

Gross Domestic Product (GDP) is a key Government statistic on how the UK economy is performing. It is the total of all goods and services produced in the economy.

Individual productivity is often measured through Gross Value Added (GVA) statistics. So on an individual basis a 10% increase could translate to a weekly increase in productivity (known as labour output per hour) of £129.13 per person - from £1,291.30 to £1,420.43. If we were all 20% more

productive then our weekly productivity could increase by £258.26 a week. If every one of the 32.4 million people working in the UK increased their productivity by 10% this could add £3.5 billion a week to productive output and if they increased it by 20% it could mean an increase of an amazing £7.1 billion a week ⁽⁶⁾.

Another way to look at it is a 20% increase in productivity could mean we could all work a four day week!

So how can an orgasm help?

Orgasms increase our happiness because of the hormones they release into our bodies. Because these hormones stay in our systems, when we get up and go to work the next morning we are happier and so more productive. So what happens when we have sex? These are the chemicals that are triggered when we orgasm.

How sex improves productivity:

When we orgasm our brains become flooded with dopamine, and in the period immediately after oxytocin, prolactin and endorphins. These hormones leave us feeling more relaxed and bonded with our

partners or the people around us. Since these feelings can last for long periods of time, the benefits are felt when we go to work, where the happiness translates to increased productivity.⁽⁵⁾



Dopamine: A chemical messenger in the brain, technically known as a neurotransmitter, which is responsible for sending signals from the central nervous system. It is what allows information to be passed from one neurone to another. Dopamine is the central chemical in our brain regulating how we perceive and experience pleasure.

Endorphins: These are also neurotransmitters and are responsible for our feelings of pleasure. The majority of our emotions are processed by our brain's limbic system, which is rich with opioid receptors. When endorphins reach the opioid receptors we experience pleasure and a sense of satisfaction.

Oxytocin: Known as the love hormone as it is released when we hug and have intimate contact. It makes us feel more trusting and connected to our partners and the people around us. Oxytocin is secreted by the posterior lobe of the pituitary gland, a pea-sized structure at the base of the brain.

Prolactin: This hormone works as a dopamine inhibitor, curtailing our sex drives once we orgasm and providing us with feelings of satiation and sexual gratification. The happy feelings caused by our orgasms are carried along by prolactin.

From bedroom to the office

Given we have all these hormones making us feel happier and more relaxed in our body, it stands to reason we will be happier and more productive the next day at work. The academics agree.

A report published last year, From the Bedroom to the Office: Workplace Spillover Effects of Sexual Activity at Home, states; "Our study demonstrates that sexual behaviour does in fact positively impact both job satisfaction and job engagement the next day as a function of increased positive affect. As the boundary between work and home life continues to erode through technology and increasing expectations of availability, employers would be wise to consider practices (such

as limiting urgent-response e-mails in the evening) when employees may be engaging in physical intimacy (which appears to positively affect work behaviour the following day). Relatedly, employees who seek advancement within their organisations or who rely upon their own work engagement to generate income (such as self-employed persons or those doing contract work) should be especially mindful of tending to their sex lives."

Keith Leavitt, an Associate Professor at the College of Business, Oregon State University, who co-authored the report says: "Having sex the night before makes you wake up in a good mood which affects the way you approach the rest of the day. The idea of making time for sex sounds clinical but is sensible. The idea of tracking how many steps we take every day sounded weird 20 years ago, but we now know how important physical activity is for us."

LELO UK's exclusive research* backs up the report. Almost four in five of the 2,000 people surveyed said they felt happier and less stressed after having an orgasm and two thirds said they were more

productive at work the next day. Of those having sex, but not necessarily an orgasm, three quarters said they felt happier and less stressed after having sex and two thirds said they were more productive at work the next day.

Men felt the benefits of sex and orgasms more than women with almost 50% of men always feeling happier and less stressed, against 38% of women after an orgasm and 30% after sex. There was less of a gender difference in our perceived increased productivity with **66% of men and 63% of women noticing an increase in their productivity at work the next day.**



And the benefits don't just last 24 hours - some 40% of respondents believed they were **STILL MORE PRODUCTIVE UP TO FIVE DAYS LATER**. Interestingly, women were more likely than men to feel the benefits of an orgasm or having had sex for up to two days after the event, while more than one in nine men still benefited two to three days later, against one in 12 women after an orgasm and one in 14 after sex.

Sex therapist Valerie Tasso, says: "Having an orgasm will definitely translate into the workplace as you will be happier, less tense and less stressed. Also we spend a lot of time at work and come home stressed.

We need to channel all that bad energy into something pleasurable - an orgasm. Which in turn makes us feel better about going back to work, as we are happier and more relaxed, so our relationships with people at work will be better and our productivity will be better.

"Feeding your body with all the neurohormones produced by an orgasm - such as oxytocin and endorphins - on a daily basis has long term benefits. As erotic human beings we need orgasms like we need food and drink."

But can orgasms lead to higher wages?

In his 2013 discussion paper *The Effect of Sexual Activity on Wages*,⁽³⁾ Dr Nick Drydakis, Associate Professor in Economics at the Lord Ashcroft International Business School of Anglia Ruskin University concludes: "Those employees having sex more than four times a week receive the statistically significant highest wages. Moreover, the outcomes suggested that wage returns to sexual activity are statistically significant higher for those between 26 and 50 years of age."

In addition he reports: "Maslow's (1954) Need Hierarchy Theory claims the happier and more fulfilled individuals are in their

lives, the more productive and successful they will be in their work, translating to higher wages. The theory concludes that people need to love and be loved (sexually and non-sexually) by others. In the absence of these elements, many people become susceptible to loneliness, social anxiety, and depression that affect their working life. As we discussed, sexual activity is a key aspect of personal health and social welfare that influences individuals across their life span."

However, the amount we earn doesn't have an effect on our sexual activity linked happiness. According to the University of



Warwick's Andrew Oswald, in his 2004 co-authored paper 'Money, Sex and Happiness: An Empirical Study': "The paper estimates happiness equations in which sexual behaviour is included as an independent variable. Frequency of sexual activity is shown to be positively associated with happiness. The effect of sex on happiness is statistically well-determined, monotonic and large. This is true for males and females, and for those under and over the age of 40.

"What is the connection between income and the frequency of sex? ...it is zero for both men and women. We know from these equations that money does seem to buy greater happiness. But it does not buy more sex." (2)



Why productivity is important:

Essentially productivity is the efficiency in which resources can be transformed into goods, by a company or an economy. Increased productivity means greater output from the same amount of input. Increasing productivity leads to better living standards through cheaper goods and services and potentially higher wages as businesses become more profitable.

So increased numbers of orgasms should produce a virtuous circle of happiness, increased productivity, better living standards and less stress leading to more orgasms and more productivity!

LELO UK's research underlines the importance of happiness. 94% of respondents said they were more productive when they were happy, and almost half claimed to be less happy if they hadn't had an orgasm or sex for a few days. For three quarters of them, this translated into reduced productivity.

Marginally more men claim to be miserable if they haven't had sex or an orgasm for a few days, but the 25-34 age group suffer the most, with almost two thirds unhappy without a recent orgasm or sex. **Almost eight in ten of this age group also claimed to be less productive without sex or an orgasm to boost their mood.**

Alex Bryson, Professor of Quantitative Social Science at the Department of Social Science at UCL looked at happiness in his 2012 National Institute of Economic and Social Research (NIESR), discussion paper Are you happy while you work?

This asked respondents to measure their happiness in the moment via a 'happiness' app. It showed that sex and intimacy had the most positive effect on respondents with work coming second from bottom.

Mr Bryson says: "Satisfaction with personal relations feeds through to life and could compensate for relative dissatisfaction of working. And what are known as positive and negative shocks do spill over into behaviours, so whether people are nice or nasty to each other after an incident that makes them happy or sad."

He also believes happiness can mean people actually turn up to work, so are more productive just by being in the workplace. Since the UK lost 12.5 million working days to stress, anxiety or depression in 2016/17 (7) - 23.8 days on average per person - making people happier should be a top priority from both a social and economic perspective.

For an economy as a whole, increased productivity can lead to increased gross domestic product (GDP). This means the economy has more tax revenue to spend on social services such as healthcare, education, welfare and public transport.

Office of National Statistics (ONS) definition of productivity

Labour productivity is calculated by dividing output by labour input. Output refers to gross value added (GVA), which is an estimate of the volume of goods and services produced by an industry, and in aggregate for the UK as a whole. Labour inputs are measured in terms of workers, jobs (“productivity jobs”) and hours worked (“productivity hours”).

Richard Heys, ONS deputy chief economist says: “Productivity is a key factor in material prosperity. As productivity grows, this enables incomes, profits and tax revenue to increase.”

Justin Urquhart Stewart, Co-founder and Head of Corporate Development at Seven Investment Management says: “The more efficient you are the better it is for the economy. If you are doing something like making a bed, it could take you half a day. But if you did it in two hours, you could get several beds built in the same time frame and improve profits. We see how people’s mood affects their productivity all the time, from a football team winning the night before to having an orgasm.”

Working a four day week

Perpetual Guardian, a New Zealand based trustee firm believes a four day working week could be the way forward to improve productivity. It conducted an eight week trial in March giving all its employees a free day off each week, which showed no drop in output.

Perpetual Guardian founder Andrew Barnes says: “Our analysis of the results shows the objectives of the trial were successfully met. The key areas we sought to measure including work-life balance, engagement, organisational commitment and work stimulation all showed positive increases - a powerful combination that leads to job satisfaction.

Our leadership team reported there was broadly no change in company outputs pre and during the trial.”

Almost four in five employees reported happiness with their work-life balance, against just over half in survey run the year before, and work satisfaction and job engagement all improved.

The firm is now looking at ways to implement the four day week on a permanent basis.⁽⁹⁾



Conclusion

With the UK's economic future uncertain due to the effects of Brexit and potential instabilities in the wider global economy, anything that can improve productivity should be explored. If increased happiness can improve GDP, by as much as £90,445 million if a 20% improvement could be sustained, then it is worthy of further research.

Alternatively letting people work a four day week, as their increased happiness had already improved productivity, could well further increase happiness and potentially productivity.

Orgasms have proven benefits. They make us happier, improve our relationships with other people and increase our productivity at work. Encouraging people to take time out to orgasm should be a priority.

According to LELO UK's research we're having sex on average seven times a month and masturbating nine times a month, with vibrators and dildos used eight times a month as part of these orgasm giving activities.

But LELO UK would like to see more sexual pleasure given to the British workforce. It is now offering its staff the opportunity to take up to four days a year as a self-love day's holiday and would like other companies to follow its lead. 57% of workers agree, saying a self-love day would reduce their stress and make them happier.

And evidence suggests employers who increase their employees' satisfaction increase productivity. UCL's Alex Bryson, reports links between worker wellbeing and productivity in his co-authored 2017 paper 'Does employees' subjective well-being affect workplace performance?'

In it he says: "We find a clear, positive and statistically significant relationship between the average level of job satisfaction at the workplace and workplace performance.....We cannot robustly demonstrate causality, and our longitudinal analyses are based on observations some years apart. Nevertheless, our findings are consistent with the proposition that employers who are able to raise employees' job satisfaction may see improvements in the performance of their workplace across a variety of different performance metrics. These benefits appear to outweigh the costs employers may incur in trying to raise subjective well-being because they are apparent, not only in relation to labour productivity but also for workplace financial performance."

Sex therapist Valerie Tasso agrees. She says: "Self love days are a great idea as they will help to normalise orgasms, whether that's through masturbation or sex with a partner. The benefits of masturbation are huge. You are on your own so you don't have to pretend and there is no one to judge you. You can make as much noise and pull as many faces as you like.

Male and female orgasms are the same in terms of the brain and release of hormones so they would be equally good for both sexes."

The science is compelling and the feel good factor indisputable - orgasms are good for us.

So whether employers sanction it or not, we can all do our bit to improve our productivity and add a bit of happiness to our lives by increasing the number of orgasms we have each week!



Source:

- * Research carried out by Opinion Matters on behalf of LELO UK between: 18/07/2018 to 23/07/2018. 2,006 UK adults were questioned.
- 1. <https://www.ons.gov.uk/employmentandlabourmarket/peoplein-work/labourproductivity/articles/ukproductivityintroduction/januarytomarch2018>
- 2. <http://www.andrewoswald.com/docs/finalsentscanjsex04.pdf>
- 3. <https://www.iza.org/en/publications/dp/7529/the-effect-of-sexual-activity-on-wages>
- 4. http://wrap.warwick.ac.uk/63228/7/WRAP_Oswald_681096.pdf
- 5. <https://en.wikipedia.org/wiki/Orgasm>
- 6. Number of workers part time and full time:
<https://www.ons.gov.uk/employmentandlabourmarket/peoplein-work/employmentandemployeetypes/datasets/summaryoflabourmarketstatistics>

Labour output data:
<https://www.ons.gov.uk/employmentandlabourmarket/peoplein-work/labourproductivity/datasets/annualbreakdownofcontributionswholeeconomyandsectors>

Hours worked per week:
<https://www.ons.gov.uk/employmentandlabourmarket/peoplein-work/earningsandworkinghours/timeseries/ybuy/lms>

<https://www.ons.gov.uk/employmentandlabourmarket/peoplein-work/employmentandemployeetypes/bulletins/uklabourmarket/july2018#actual-hours-worked>
- 7. <http://www.hse.gov.uk/statistics/dayslost.htm>
- 8. Increase in GDP worked out by subtracting GVA from GDP, increasing GVA by 10% and 20% and then adding back the difference between the two original figures <https://www.ons.gov.uk/-search?q=uk+quarterly+gdp+tables>
- 9. <https://www.perpetualguardian.co.nz/our-services/four-day-working-week-trial>

