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THE WORLD CUP OF SEX

We know who scores the most, who cheats the most, who goes down easiest and who likes to watch from the sidelines.



With shock wins, premature eliminations and enough bizarre moments to keep us talking until 2018, The World Cup in Brazil has been a wild ride.

But it's not the only competition recently to be full of biting, disappointment, satisfaction, and ups and downs.

Luxury sex toy brand LELO has been conducting a massive global sex survey annually since 2009 and this year is their biggest ever. With over 30 countries involved and more than 35,000 21 to 55-year-olds surveyed so far, LELO compared the participants of the World Cup 2014 and revealed exactly who comes out on top off the pitch as well as on it.

We looked closely at the funny old game – sex – and compared which World Cup teams lose in the bedroom but win on the pitch, which has the most stamina, which plays dirtiest and which goes the longest. We know who scores the most, who cheats the most, who goes down easiest and who likes to watch from the sidelines. And today, we're ready to share.

Get ready for kick off in LELO's World Cup Of Sex and see who comes first.

GAME ON.

Don't miss out on your chance to be involved. Visit www.lelo.com/survey to have your voice heard, and to say thanks we'll give you a 20% discount at www.lelo.com

WHAT'S YOUR NUMBER?

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Forget The Golden Boot, who's got Golden Balls this World Cup? Check out the number of sexual partners by country below...

% AVERAGE NUMBER OF SEXUAL PARTNERS

	0	1 - 3	4 - 8	9 - 13	14 - 19	20+
GLOBAL	2	29	26	16	9	18
AUSTRALIA	1	28	25	16	10	20
BELGIUM	1	36	29	16	6	12
BRAZIL	1	23	22	19	11	24
CHILE	1	34	31	16	9	9
COLOMBIA	0	17	38	24	2	19
ENGLAND	1	25	25	19	9	21
FRANCE	1	30	22	18	11	18
GERMANY	1	32	31	14	7	15
GREECE	0	15	36	12	12	25
ITALY	0	28	28	14	10	20
JAPAN	6	44	37	10	2	1
NETHERLANDS	2	38	24	13	6	17
PORTUGAL	0	33	33	16	4	14
SPAIN	2	34	28	15	9	12
SWITZERLAND	0	20	18	21	15	26
USA	2	27	25	17	10	19

- Globally, 55% of people have had 1 - 8 partners.
- Japanese score least: half the population has slept with 8 partners or less.
- Switzerland's on top with 26% of people claiming to have slept with 20 people or more, followed closely by Greece with 25% and England, where 1 in 5 have bedded more than 20 people.

ARE ALL THESE PARTNERS IN RELATIONSHIPS - OR ARE THEY PLAYING AWAY GAMES?

SCORING AWAY FROM HOME

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Foul play is endemic at the top levels of professional football. But which country has been playing away from home more than most? Check out our cheat list below...

% OF PEOPLE WHO HAVE CHEATED

	Yes	No
GLOBAL	29	71
AUSTRALIA	23	77
BELGIUM	22	78
BRAZIL	46	54
CHILE	45	55
COLOMBIA	51	49
ENGLAND	29	71
FRANCE	75	25
GERMANY	24	76
GREECE	24	76
ITALY	43	57
JAPAN	28	72
NETHERLANDS	28	72
PORTUGAL	24	76
SPAIN	33	66
SWITZERLAND	29	71
USA	27	73

- France is the champion sex cheat, with 75% of people admitting to foul play.
- Latin American countries follow closely behind with almost half the populations of Colombia, Brazil and Chile admitting to cheating too.
- Is your partner Belgian or Australian? Lucky you, these nationalities appear to cheat the least. Well, admit the least...

DO PEOPLE CHEAT BECAUSE THEY'RE UNSATISFIED - OR ARE THEY JUST TIRED OF FAKING IT?

FAKING IT

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Footballers are divers. If only our partners went down so easily, right? But it's not only the pitch that's home to amateur dramatics: the bedroom is too. See which country has the most fakers below...

% OF PEOPLE WHO HAVE FAKED AN ORGASM

	Yes	No
GLOBAL	50	50
AUSTRALIA	50	50
BELGIUM	32	68
BRAZIL	56	44
CHILE	64	36
COLOMBIA	70	30
ENGLAND	47	53
FRANCE	35	65
GERMANY	39	61
GREECE	24	76
ITALY	42	58
JAPAN	52	48
NETHERLANDS	34	66
PORTUGAL	24	76
SPAIN	52	48
SWITZERLAND	50	50
USA	52	48

- Half of all sexually active adults worldwide have faked it at one time or another
- Latin Americans are the biggest fakers with 70% of Colombians admitting to faking it, followed closely by Chile and Brazil.
- Portugal and Greece fake the least. Maybe they should hook up?

DO THE COUNTRIES WITH THE WORST LOVERS HAVE THE MOST FAKERS, OR DO COUNTRIES WITH THE 'BEST' LOVERS HAVE THE BEST FAKERS?

THE PRE - MARADONA AWARD

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Sometimes the gulf is wide between the people who say they're the best and the people who are actually the best. So which nation rates itself as the best in bed?

% OF HOW PEOPLE RATE THEIR SEXUAL PERFORMANCE

	Beginner	Novice	Moderate	Advanced	Expert
GLOBAL	3	7	37	42	11
AUSTRALIA	3	7	42	41	7
BELGIUM	0	7	39	47	7
BRAZIL	2	7	30	47	14
CHILE	2	7	39	43	9
COLOMBIA	0	7	34	46	13
ENGLAND	3	6	46	36	9
FRANCE	1	6	42	43	8
GERMANY	2	4	34	51	9
GREECE	3	12	31	39	15
ITALY	2	6	33	45	14
JAPAN	2	7	43	38	10
NETHERLANDS	3	6	33	52	6
PORTUGAL	1	5	18	65	11
SPAIN	1	9	36	47	7
SWITZERLAND	0	4	41	43	12
USA	3	6	35	44	12

- The Greeks, followed closely by the Italians and the Brazilians rate themselves as experts when it comes to the art of love.
- The Dutch are the most modest with only 6% ranking themselves as experts.
- Surprisingly in England less than half the population rank themselves as Moderate or above.

DO THE COUNTRIES WITH THE BEST LOVERS STACK UP TO THE COUNTRIES WITH THE LONGEST-LASTING LOVERS?

PLAYING INTO EXTRA TIME

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While our countries' players are racking up minutes on the pitch, who takes the most time to score in the bedroom?

LENGTH OF AN AVERAGE SEX SESSION IN MINUTES

	1-4	5-9	10-19	20-45	46+
GLOBAL	2	7	26	45	20
AUSTRALIA	2	8	26	45	19
BELGIUM	0	1	27	45	27
BRAZIL	1	5	17	43	34
CHILE	1	6	22	48	23
COLOMBIA	2	4	28	57	9
ENGLAND	1	5	24	45	25
FRANCE	1	4	26	49	20
GERMANY	1	8	26	43	22
GREECE	0	0	30	45	25
ITALY	1	5	26	45	23
JAPAN	2	9	34	36	19
NETHERLANDS	1	5	23	51	20
PORTUGAL	0	1	24	49	26
SPAIN	1	4	25	50	20
SWITZERLAND	2	6	19	46	27
USA	2	7	26	46	19

- The global average for foreplay and intercourse is 32.5 minutes.
- The Brazilians have the most stamina, with more than 34% of people lasting 46 minutes or more.
- In Japan more than 45% of the population last no more than 20 minutes, but Australia holds the record of quickest time to score with 10% of the population calling match time within 10 minutes.

IS IT BETTER TO SCORE EARLY OR TO GET IT IN THE NET DURING EXTRA TIME?

BIGGEST NUMBER OF ASSISTS

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They say football's more than just a game. We say the same about sex, so guess who buys the most sex toys of all the competing nations? Game on.

% AVERAGE NUMBER OF SEX TOYS OWNED

	0	1-2	3-5	6-9	10-15	16+
GLOBAL	13	34	38	13	5	3
AUSTRALIA	7	34	38	13	5	3
BELGIUM	12	33	33	17	4	1
BRAZIL	25	39	25	8	2	1
CHILE	53	35	10	1	1	0
COLOMBIA	21	38	29	5	7	0
ENGLAND	6	31	38	15	6	4
FRANCE	10	35	37	12	4	2
GERMANY	7	28	40	18	4	3
GREECE	38	28	22	12	0	0
ITALY	21	42	25	7	3	2
JAPAN	13	16	42	18	9	2
NETHERLANDS	7	39	36	11	3	4
PORTUGAL	14	42	27	17	0	0
SPAIN	10	41	33	10	4	2
SWITZERLAND	12	34	33	14	4	3
USA	9	32	34	16	6	3

- Sex toy usage is increasing globally but England top the chart with more than 94% of participants having used or owned a sex toy.
- England also ties in first place with the Netherlands with 4% of the population owning a whopping 16 or more pleasure objects.
- Chile comes last with more than half the population saying their toy box is empty.


















THE FULLER THE TOY BOX THE MORE SATISFIED THE OWNER... WHAT DO YOU THINK?

A GOOD PERFORMANCE

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So which of our teams is the most sexually satisfied, and which one's off for an early bath?

% SEXUAL SATISFACTION LEVELS

	1	2	3	4	5
 GLOBAL	7	14	27	35	17
 AUSTRALIA	7	14	27	36	16
 BELGIUM	3	9	27	47	14
 BRAZIL	5	12	27	38	18
 CHILE	3	26	29	29	13
 COLOMBIA	2	11	26	48	13
 ENGLAND	5	9	21	41	24
 FRANCE	1	11	27	44	17
 GERMANY	3	21	29	37	10
 GREECE	9	12	16	39	24
 ITALY	6	11	38	29	16
 JAPAN	6	3	34	38	19
 NETHERLANDS	2	16	23	43	16
 PORTUGAL	3	3	20	53	21
 SPAIN	2	16	31	35	16
 SWITZERLAND	8	11	25	43	13
 USA	5	18	26	39	12

KEY

- 1 Completely Unsatisfied
- 2 Unsatisfied
- 3 Satisfied
- 4 More Than Satisfied
- 5 100% Happy

- It's good news all round with 79% of the world's population saying they are satisfied with their sex lives.
- England and Greece are joint winners with almost a quarter of their country claiming to be completely satisfied in bed. They're followed closely by Japan in third.
- Only 13% of Chileans are fully satisfied.

It's fantastic that regardless of the amount of partners, time taken during sex, or whether an orgasm is faked, most of the world is satisfied with its sex life. And it seems that the more satisfied a country is with its sex life, the less satisfied it is with their team's World Cup performance. (We're looking at you, England.) Coincidence? You be the judge...

Bring up the stats for your team and take the survey at www.lelo.com/survey