

## News release

### ***More than a fifth of people in Cambridgeshire are dissatisfied with their sex life.***

More than a fifth (22%) of people in Cambridgeshire (including Peterborough and Fenland) are dissatisfied with their sex life, and a third (33%) has experienced a sexual problem, according to new figures from Relate Cambridge. The same study found that just over a fifth (21 percent) of people living in the East said that low libido or differing sex drives is placing a strain on their relationship.

The figures are taken from a report by Relate and Relationships Scotland, [\*Let's talk about sex\*](#). The UK wide study included over 5000 respondents, 490 of whom were from the East of England.

With sexual satisfaction strongly linked to overall relationship quality and health and wellbeing, Relate Cambridge is encouraging people in this area to talk more openly about sex, and to seek support early on if they are unhappy with their sex life. Relate Counsellor, Elaine Taylor at Relate Cambridge said:

“It’s a shame that so many people locally are dissatisfied with their sex life, particularly as this can have a knock on effect on relationships and overall wellbeing. Part of the problem here is that many couples find talking about sex awkward so instead of bringing up any issues and tackling them, they suffer in silence. We’d all benefit from talking more openly about sex and getting into the habit of checking in regularly with our partners.

“If you’re experiencing a sexual problem of any kind, or aren’t feeling happy with your sex life, we’d also encourage you to get in touch with Relate Cambridge at the earliest possible stage. Sex Therapy can help you to work out what’s causing the problem, and improve communication and intimacy, so that you can enjoy a healthy sex life again. Your sex life is important to your happiness so it’s worth paying attention to.”

#### **Relate Cambridge’s tips for talking to your partner about sex**

- Don’t feel you should be able to understand all of each other’s sexual needs without communicating them. Everyone is different and we aren’t mind readers.

- Get into the habit of having regular chats about how your sex life is going. Consider scheduling in a time for them.
- Pick the right time and place. It's best to start conversations about sex when you're both relaxed and without any distractions. Avoid initiating a conversation about sex after or during an argument.
- Don't worry if you aren't used to talking about sex. It's possible to learn how to. It may feel strange at first but soon it'll be second nature.
- Be honest. If you're finding it awkward talking to your partner about sex, tell them just that. It's likely they are feeling the same way.
- Talk openly but sensitively. Saying "I hate it when you touch me like that" may be hurtful so instead why not say "I'd really like it if you tried touching me like this."
- If you're still finding things difficult, do consider Sex Therapy. Sex Therapists are non-judgmental and provide a safe environment to discuss sex in.

Relate Cambridge provides Sex Therapy services (including our recently launched Sex Addiction Service). This includes [group therapy](#) and [individual therapy](#) for the treatment of sex addiction and sexually compulsive behaviour.

Follow these links or see our website for further details.

Don't hesitate to get in touch by contacting Relate Cambridge on 01223 357424

[www.relatecambridge.org.uk](http://www.relatecambridge.org.uk)

**ENDS**

**For all media enquiries contact Elaine Taylor on 01302 347712**

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**Relate Cambridge – supporting relationships at every stage of your life**

\* All statistics unless otherwise stated are taken from a YouGov survey of 5,071 UK adults (over 16) across England, Wales, Scotland, and Northern Ireland. Fieldwork was undertaken between 18<sup>th</sup> June and 7<sup>th</sup> July 2016. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 16+). YouGov is a member of the British Polling Council. The results of our poll were weighted to make the data more representative of the population in terms of age, gender, region and country, and an indicator of social class (based on census information). Any inaccuracies are the sole responsibility of Relate. National figures are contained in the [let's talk about sex](#) report. Unfortunately it is not possible to compare different regions of the UK,

**Notes to editors:**

- Relate and Relationships Scotland have released the [let's talk about sex](#) report to raise awareness of the importance of relationships for individuals and society. We are working together to let people know how relationship support, including Sex Therapy, can help people of all ages, at all stages of their relationships.

- Relationships Scotland's network provide relationship counselling, family mediation, child contact centres and other family support services across all of mainland and island Scotland. Their work supports individuals, couples and families experiencing relationship difficulties. Around 20,000 people have contact with our services each year.
- Relate champions the importance of strong and healthy relationships as the basis of a thriving society.
- Relate's couple counselling work delivers an estimated £11.40 of benefits for every £1 spent.