

Two out of ten people find watching football more exciting than having sex

Football may be the most important of the least important things. Still, sex wins over football, as only twenty per cent of those surveyed will choose watching football over sex.

A survey by the world-leading sexual wellness brand [LELO](#) discovered that, contrary to common belief, men are rarely inclined to turn down sex to watch football. Even in the dawn of the FIFA World Cup to be held in Qatar this winter.

A poll of 11,000 supporters worldwide shows that only 20 per cent will say 'no' to their other half so they can watch the football instead, and would go celibate to see their team win the championship. Also, one in five thinks their significant other is a *football widow*.

51% would have sex even though football is on TV, 8% would have a quickie, and a further 8% would position themselves so that they can see the TV while having sex, the survey claims. As reassuring as that is, a quarter of the participant claim they would be thinking of football during sex. And one in three participants admitted they occasionally come up with a white lie so they could watch football.

Losing interest in sex from time to time is common, and libido levels vary throughout life. It's also normal for your interest to not match your partner's sometimes. While only one in five would choose football over sex, 45% of those surveyed say their team winning a game would make them horny. Others claim they would be affected by their team losing - 41% would lose interest if their team lost, and 25% would want to have seven more following their team losing.

Note to Editors: All media inquiries can be directed to pr@lelo.com

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories and soy massage candles. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

"It's commonly believed that people, men, in particular, will forget about everything during the World Cup, including their better halves. The survey conducted by LELO addressed a common sex myth that sports decrease desire. This survey says that sex still is a priority, and it makes sense since we all are emotional, sexual beings that need love, attention and affection." says Luka Matutinović, LELO CMO.

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