

Methodology for the "Sexually Liberal City Index UK 2024"

Published by Lust, April 2024

<https://lustmag.com/the-uks-most-sexually-liberal-cities-2024/>

In order to create a ranking of the most sexually liberal cities in the UK, the 20 biggest cities were surveyed on a number of factors. These include the number of gay bars and sex shops, sex work organisations, sex workers and the number and size of LGBTQI+ events held each year as well as dogging hotspots and swingers clubs. All data was weighted according to the current number of inhabitants per capita in each city.

The research was completed on 19 April 2024.

Factors, definitions and sources

Gay bars:

Information on the number of gay bars in UK cities was taken from the review portal Yelp.

Pride events:

Information on the largest pride events was taken from the website

https://en.wikipedia.org/wiki/List_of_LGBT_events.

Sex shops:

Information on the number of sex shops was taken from the review site Yelp.

Swingers clubs:

Information on the number of swingers clubs was taken from the database of the swingers online-community <https://www.joyclub.com/en/swingerclubs/>.

Dogging hotspots:

Information on the number of dogging hotspots in the UK was taken from the dogging online-

community <https://www.dogging-finder.com/locations/> as well as from the news article

<https://www.essexlive.news/news/essex-news/chelmsford-named-one-uks-dogging-4650136>.

Sex work organisations:

Information on the number of sex work organisations was taken from

https://en.wikipedia.org/wiki/List_of_sex_worker_organizations.

Sex workers:

Information on the number of sex workers was taken from the database of Europe's fastest growing erotic portal <https://erobella.com/uk/>.

Calculation and scoring

To produce a fair ranking, all results for the factors examined were standardised on a scale of 0 to 100. The city with the best score for that factor was given a score of 100, and the city with the worst score for that factor was given a score of 0. All other cities were ranked in between according to their scores. All the scores for all the factors in an area were then added together. The sum was the

score for the study area. Finally, the results of all test areas were added together and this final result was also standardised on a scale of 0 to 100. This was done using a standard normalisation formula.