

BOOMERS IN THE BEDROOM: SEXUAL ATTITUDES AND BEHAVIOURS OF THE BOOMER GENERATION



Ipsos Reid

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BOOMERS IN THE BEDROOM: SEXUAL ATTITUDES AND BEHAVIOURS OF THE BOOMER GENERATION

Kirkland, Quebec – Ipsos Reid today released a new landmark survey titled *Boomers in the Bedroom: Sexual Attitudes and Behaviours of the Boomer Generation*. The study, conducted by Ipsos Reid on behalf of Pfizer Canada the manufacturer of VIAGRA is based upon interviews with 2,498 Canadian baby boomers (aged 40-64).

According to the survey, boomers, on average, are spending only 15 minutes a day – less than two hours a week – on sex and romance. What's more is that both male and female survey respondents say that on average they devote 4-5 hours a day to TV watching and using the Internet – more than 30 hours a week in total. Yet they spend only a fraction of that time being romantic or having sex with their partners.

Other study highlights include:

- Close to 60 per cent of respondents believe “the baby boomers started a sexual revolution,” and 87 per cent consider themselves to be “much more sexually liberated” than their parents’ generation.
- Boomers say they peaked sexually in their 30s, but remember sex in their 20s most fondly –describing it as exciting (57%), fun (56%) adventurous (49%) and wild (28 %).
- If they could receive a gift certificate of their choosing: slightly more would prefer a gourmet meal (28%) for two at a restaurant over a night of passion in a hotel room with their spouse (25%).
- Although Canadian boomers reported that they are having less sex, they report that when they do have sex today, it is intimate (45%) and tender (45%) albeit, a little predictable (24%).
- Overall, the majority of Canadian boomers say that while sex was wild, hot and more frequent in their 20s, their sexual enjoyment was not necessarily better.

Only one-third of men and women rate their sex life as less enjoyable today compared to their twenties (28 per cent).

But, erectile dysfunction is a commonly cited as a source of sexual dissatisfaction for boomers. About one-fourth of Canadian boomer men surveyed say they have “difficulty gaining or sustaining an erection” and only 36% of Canadian men say they are “very satisfied” with their erections.

Survey Background

Building on Pfizer’s strong history of research and the growing leadership in the area of sexual health, Boomers in the Bedroom: Sexual Attitudes and Behaviors of the Boomer Generation provides unique insights into the factors that influence people’s views towards physical intimacy and sexual relationships.

Pfizer Canada Inc is the Canadian operation of Pfizer Inc., the world's leading pharmaceutical company. Pfizer discovers, develops, manufactures and markets leading prescription medicines for humans and animals, as well as many of the world's best-known over-the-counter healthcare products. Pfizer Canada employs more than 2,000 people across the country. Canadian headquarters of Pfizer Global Pharmaceuticals Group is in Kirkland, Quebec.

The survey of 2,498 respondents was conducted in late November 2005 via Ipsos Reid’s on-line panel among 1314 males and 1184 females aged 40-64. The sample was balanced by region according to Census data and can be considered accurate to within +/- 2%

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