



Ipsos Insight



Boomers in the Bedroom



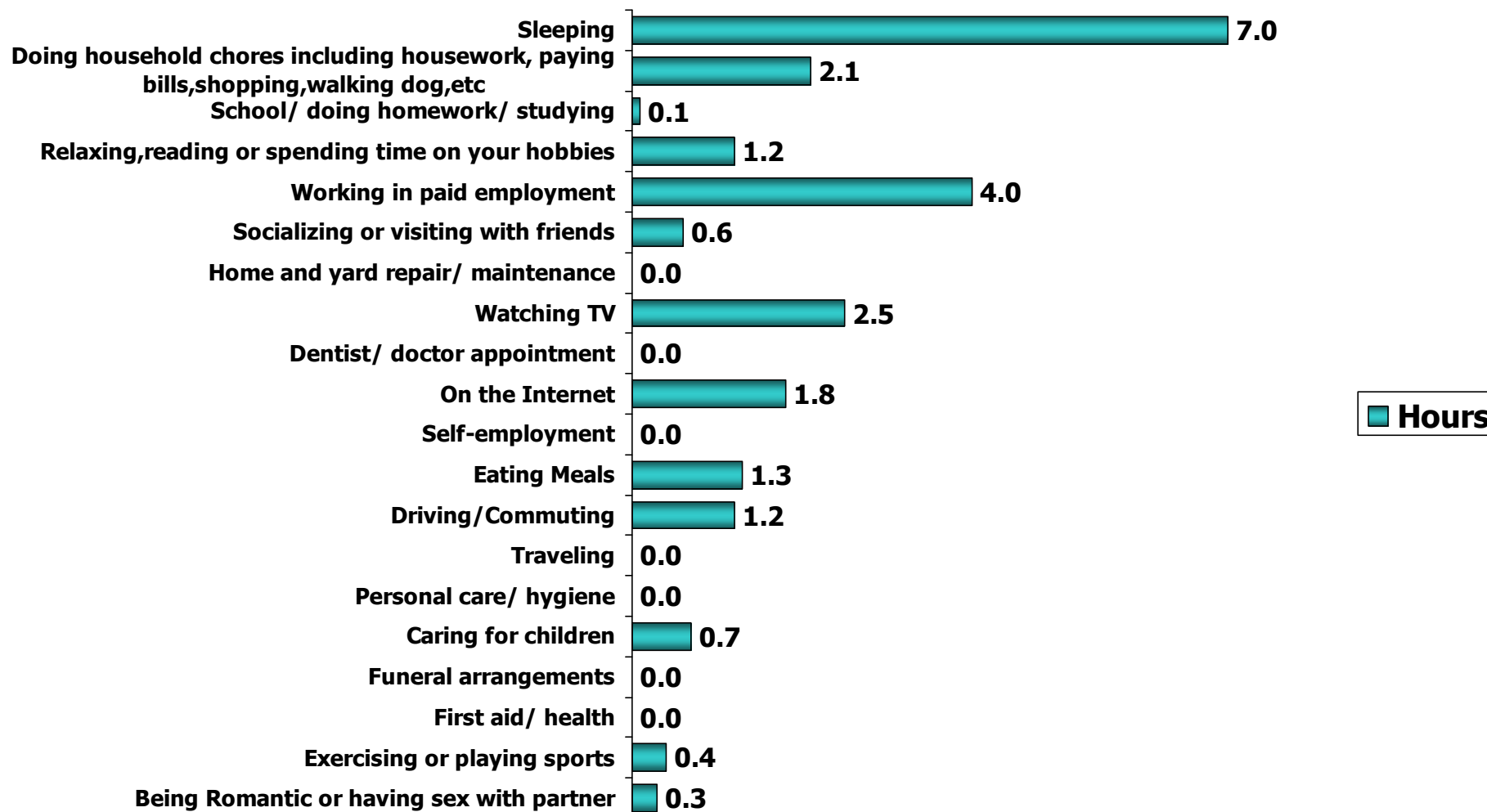
Methodology

- **Online using an Ipsos-maintained website supervised by Ipsos-Direct Online Services division.**
- **Sample generated from Ipsos' online consumer panel (I-Say panel)**
- **Sample size target: 2,000 respondents, 1,000 males and 1,000 females**
 - 2498 respondents
 - 1,314 Males aged 40-64
 - 1,184 Females aged 40-64
- **Sample representative of the above targets. Balanced by region according to Census data.**
- **All coding and data provided by Ipsos-Insight Health.**
- **Survey completed November 2005.**



Average Hours Spent in a Typical Day

Base: All respondents [n=2498]





Agreement With Statements About Society & Sex

I consider myself to be much more sexually liberated than my parents were

87%

The Baby Boomers started a sexual revolution

58%

Top 2 Box
(strongly/somewhat agree)

Having sex makes me feel loved and appreciated

82%

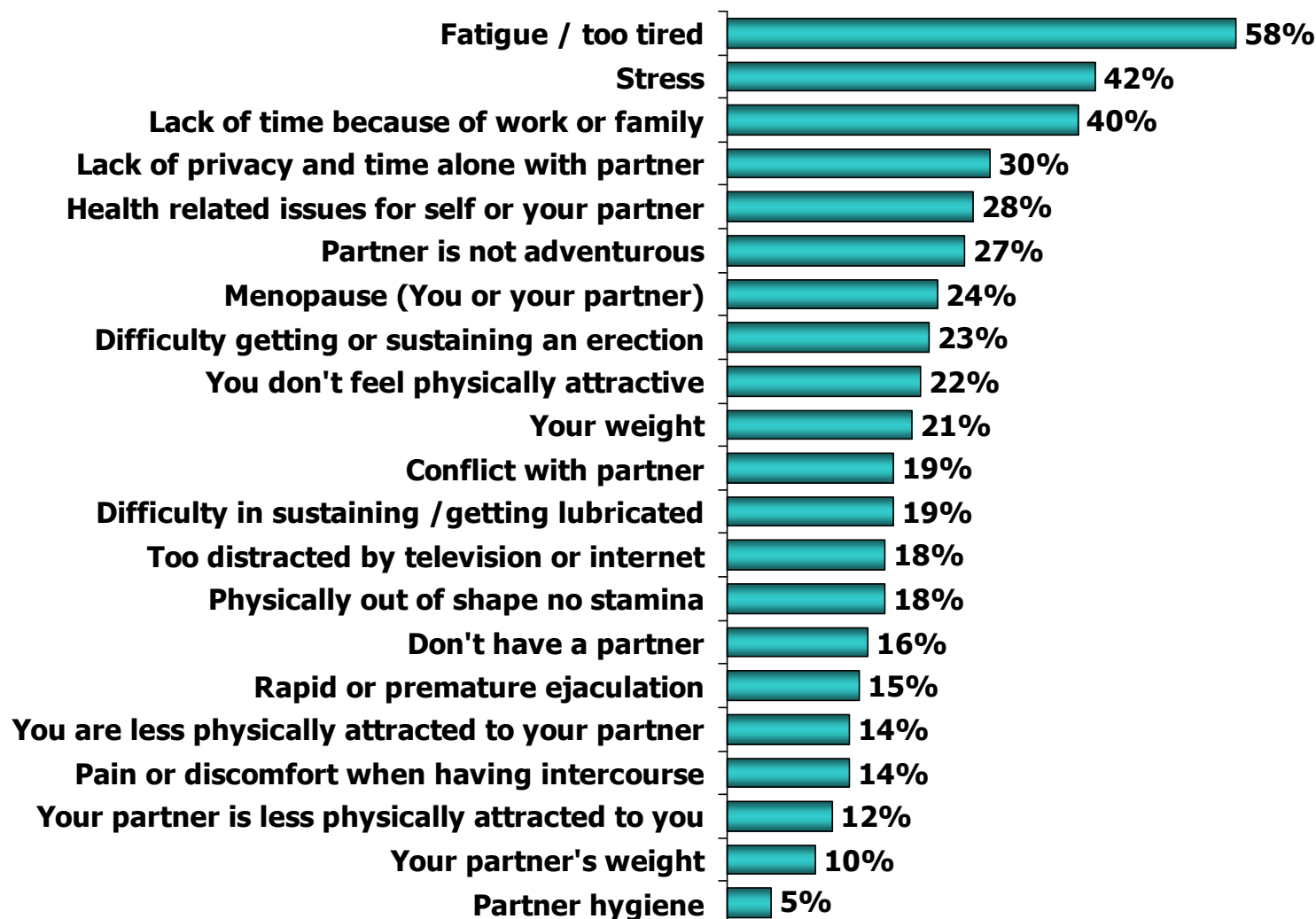
6. Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you find a particular statement hard to answer, please pick the answer you feel comes closest to your feelings.





What Aspects Prevent Enjoyment Of Sex

Base: All respondents [n=2498]



Note: Responses <5% not reported

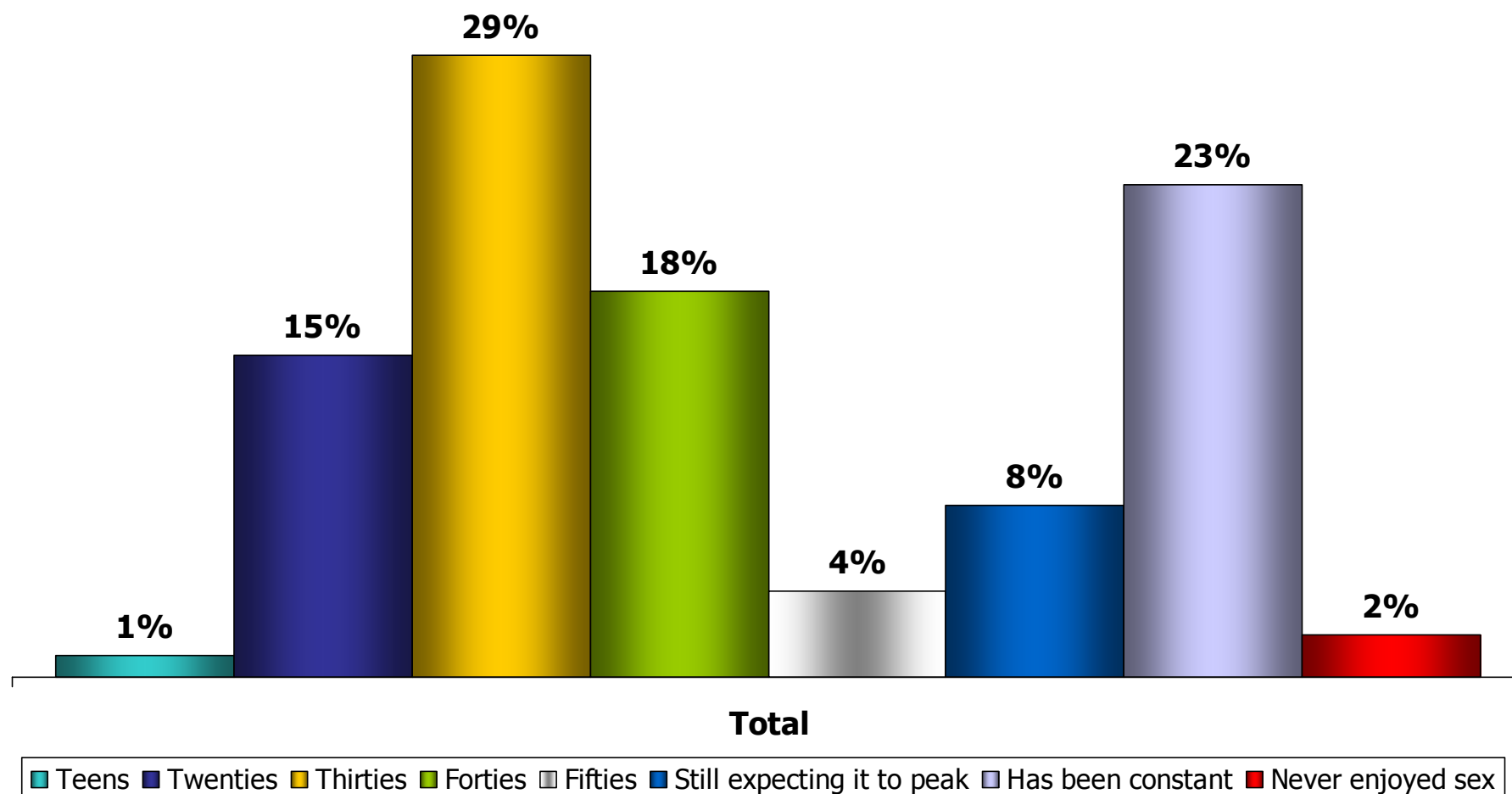
20. These days, do any of the following prevent you from enjoying & having great sex?





Period When Sex Enjoyment Peaked

Base: All respondents [n=2498]



15. Would you say that your enjoyment of sex peaked...





How Sex Life Described – Today Vs. Twenties

	Total	
	Today (n=2498)	Twenties (n=2498)
Base: All respondents		
Intimate	45%	37%
Tender	45%	30%
Romantic	41%	42%
Fun	40%	56%
Spontaneous	31%	57%
Exciting	29%	57%
Predictable	24%	9%
Adventurous	15%	49%
Lonely	15%	8%
Hot	13%	33%
Boring	12%	5%
Awkward	8%	20%
Stamina	8%	26%
Stressful	6%	10%
Wild	6%	28%
Promiscuous	4%	20%
Dirty	3%	8%
Non-existent	3%	0%
Reckless	2%	21%
Infrequent	1%	0%
Other	1%	1%
Do not have sex/ a partner	2%	0%
None of these words	9%	2%

9. From the list below check any of the words that describe your sex life these days.

10. From the list below check any of the words that describe your sex life when you were in your twenties.





How Sex Life Described – Today Vs. Twenties - By Region

Base: All respondents	BC		PRA		ON		PQ		ATL	
	Today	Twenties	Today	Twenties	Today	Twenties	Today	Twenties	Today	Twenties
	(n=324)	(n=324)	(n=405)	(n=405)	(n=940)	(n=940)	(n=640)	(n=640)	(n=189)	(n=189)
Intimate	45%	35%	47%	45%	43%	36%	46%	32%	51%	45%
Tender	44%	26%	43%	32%	42%	28%	52%	33%	40%	44%
Romantic	37%	38%	40%	46%	41%	43%	41%	42%	46%	37%
Fun	42%	59%	43%	61%	41%	58%	36%	45%	46%	42%
Spontaneous	29%	57%	33%	59%	30%	59%	34%	54%	33%	29%
Exciting	22%	58%	29%	60%	28%	58%	34%	54%	35%	22%
Predictable	26%	7%	25%	10%	24%	9%	21%	10%	23%	26%
Adventurous	11%	51%	18%	49%	16%	50%	14%	45%	16%	11%
Lonely	12%	8%	12%	8%	12%	6%	24%	13%	11%	12%
Hot	10%	31%	15%	39%	14%	34%	10%	26%	18%	10%
Boring	11%	4%	11%	6%	12%	5%	14%	6%	12%	11%
Awkward	7%	17%	9%	20%	9%	16%	7%	27%	8%	7%
Stamina	6%	20%	8%	24%	6%	24%	14%	35%	8%	6%
Stressful	6%	11%	6%	11%	7%	8%	5%	10%	6%	6%
Wild	6%	27%	6%	32%	6%	30%	5%	19%	7%	6%
Promiscuous	0	19%	3%	18%	3%	21%	8%	20%	6%	0
Dirty	3%	6%	3%	6%	2%	9%	6%	8%	3%	3%
Non-existent	4%	0	2%	-	4%	1%	1%	-	2%	4%
Reckless	0	24%	2%	22%	2%	22%	3%	19%	2%	0
Infrequent	1%	-	1%	0	2%	0	1%	0	1%	1%
Other	1%	1%	1%	0	1%	1%	1%	0	1%	1%
Do not have sex/ a partner	3%	0	2%	0	3%	0	2%	-	2%	3%
None of these words	8%	2%	10%	2%	9%	2%	7%	2%	10%	8%

9.

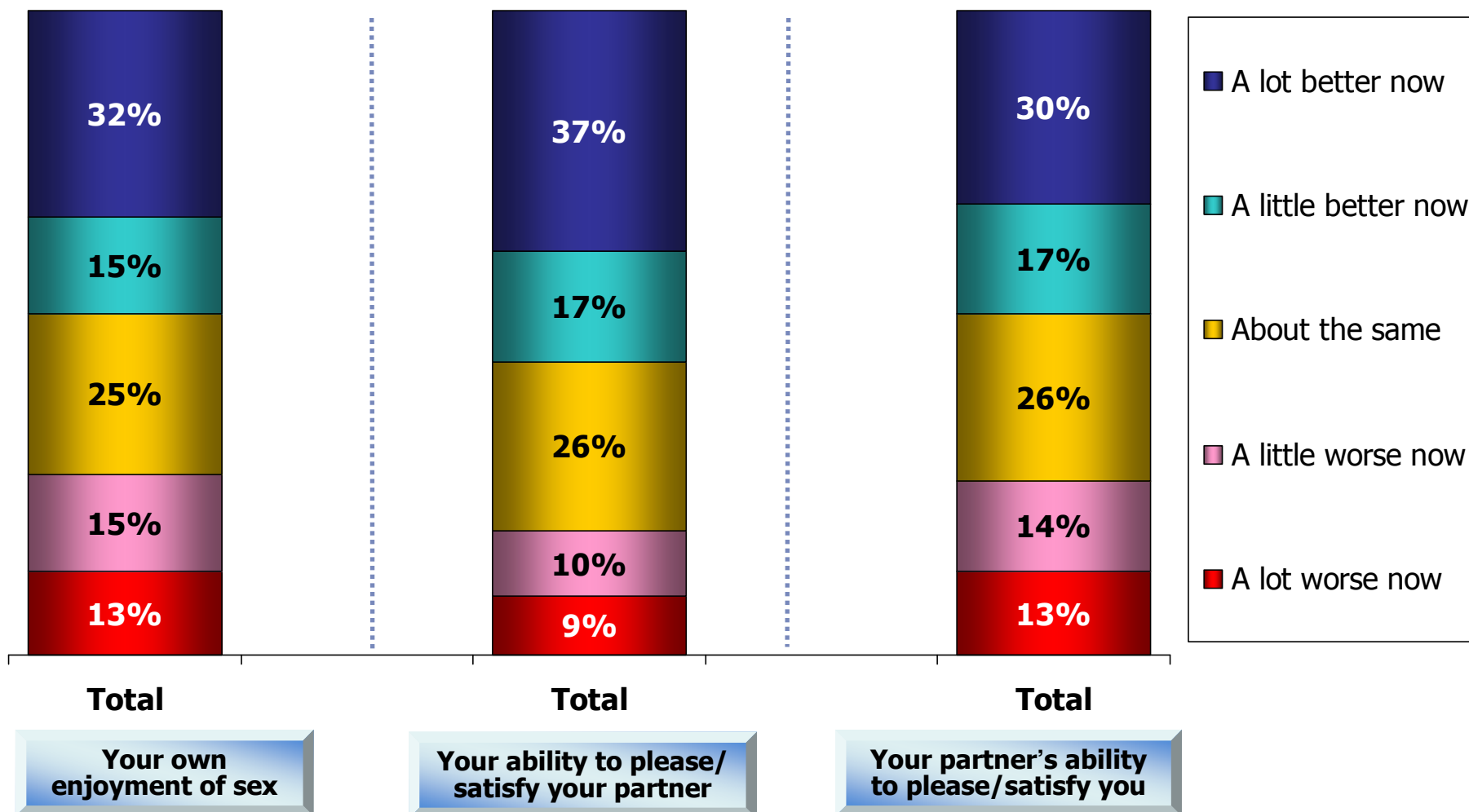
10. From the list below check any of the words that describe your sex life when you were in your twenties.





Whether Aspects Of Sex Life Today Are Better, The Same Or Worse

Base: All respondents [n=2498]



11. Compared to your sex life when you were in your twenties, how would you describe your sex life now with respect to...

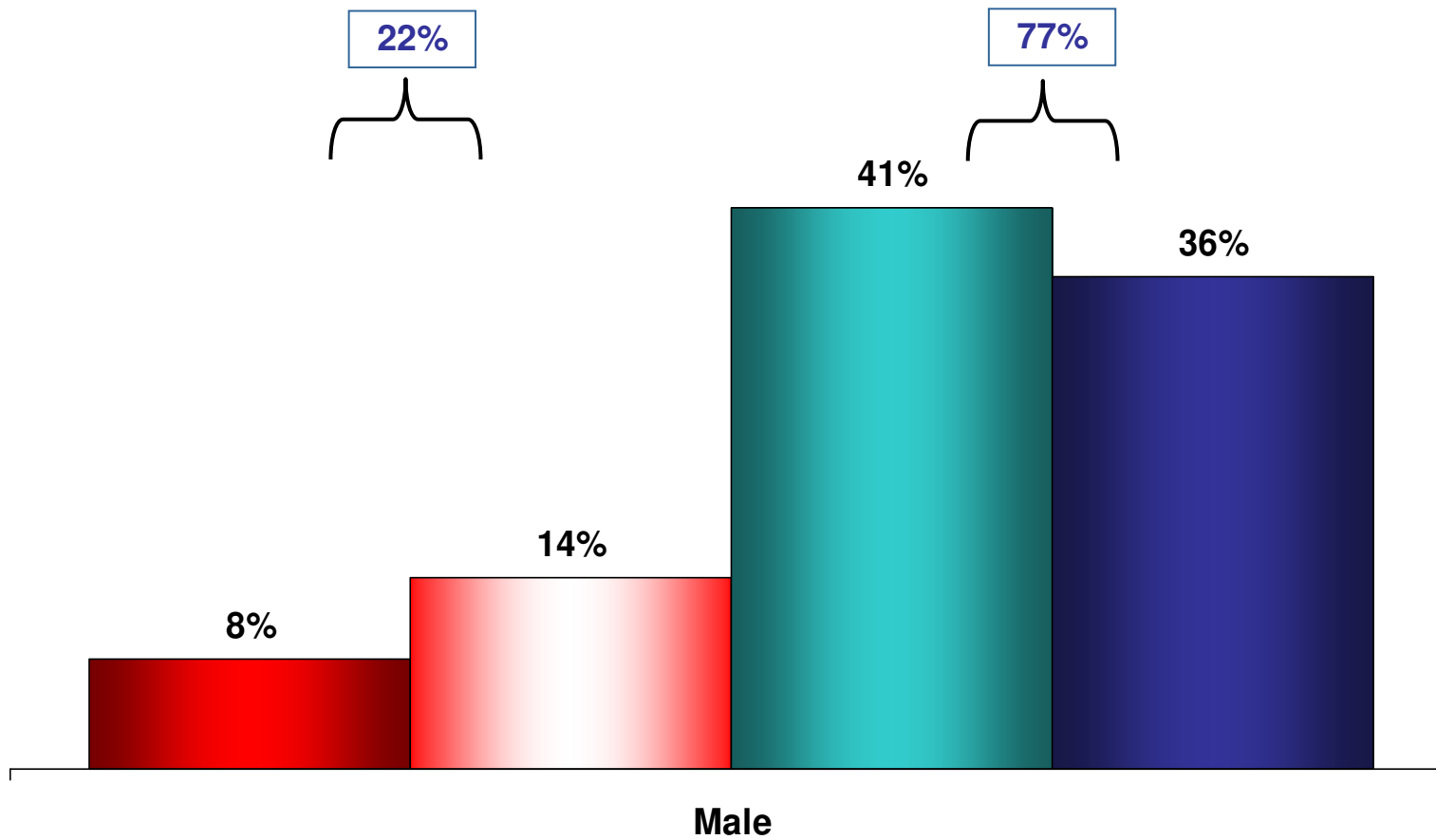




Satisfaction With Overall Erection Quality

Base: All respondents [n=2498]

■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied



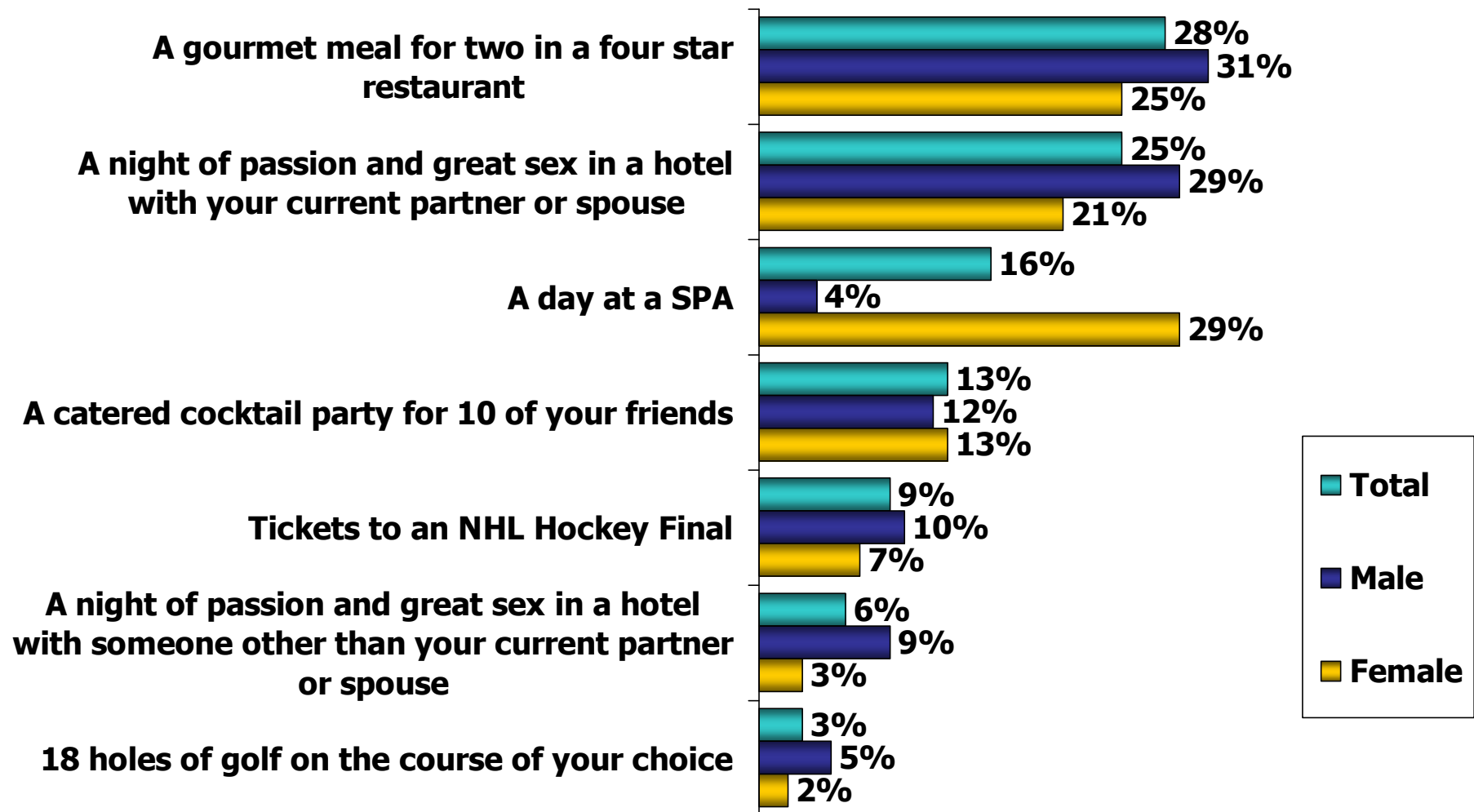
39. In a general sense, how satisfied are you these days with the overall quality of your erections?





What Would Constitute The Ideal Gift Certificate – By Gender

Base: All respondents [n=2498]



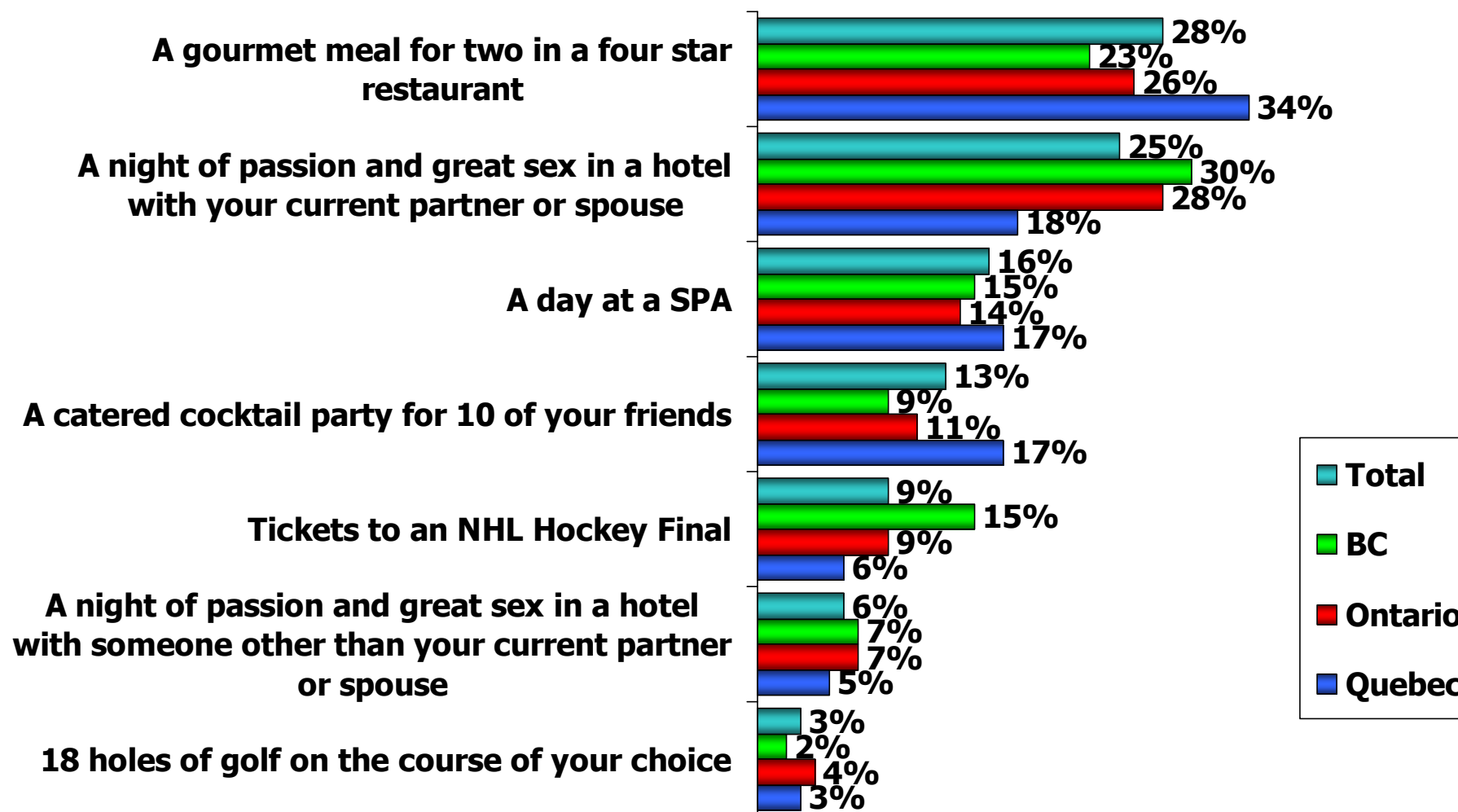
3. If you could receive a "gift certificate" for only one of the following, what would you choose?





What Would Constitute The Ideal Gift Certificate – By Selected Regions

Base: All respondents [n=2498]



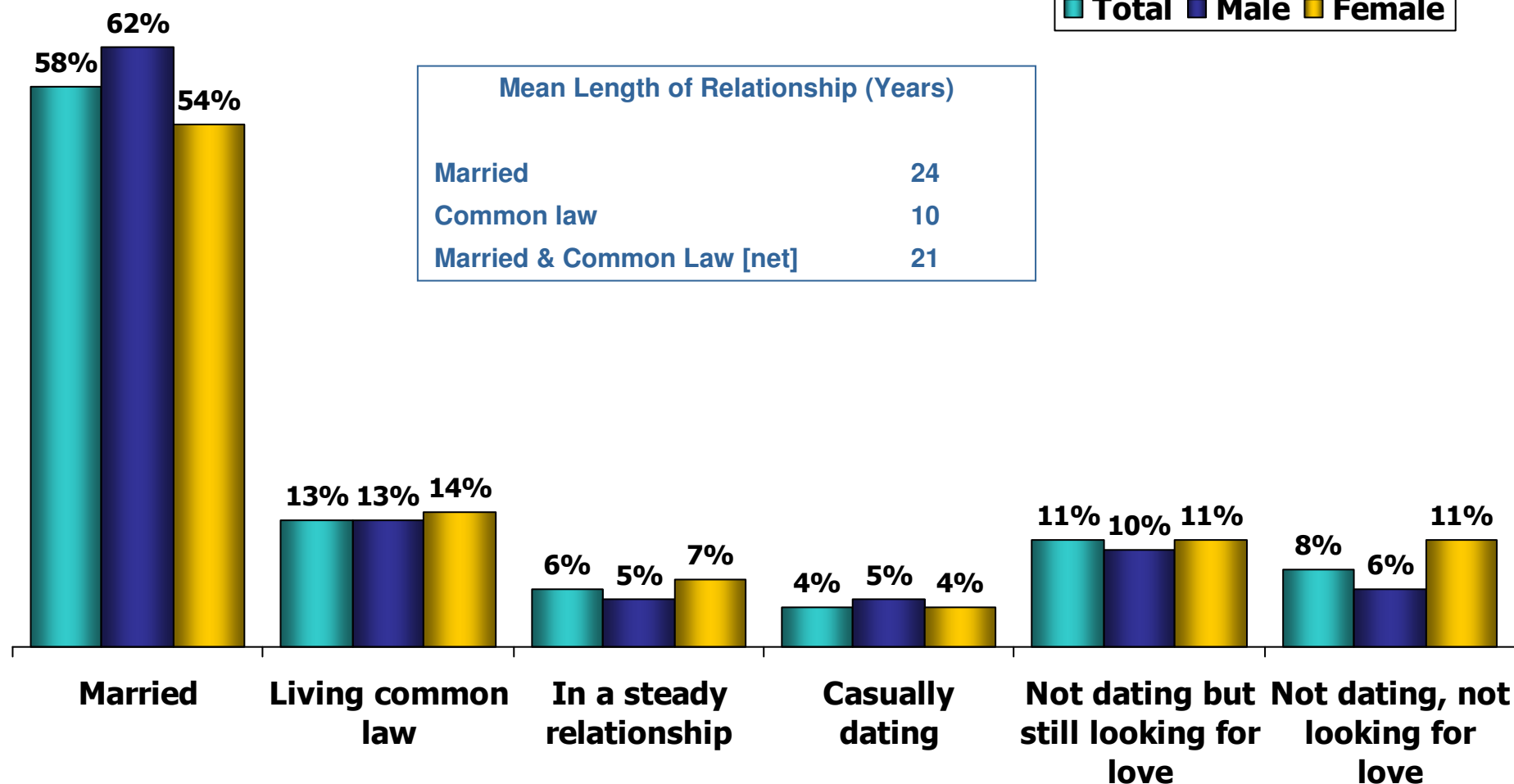
3. If you could receive a "gift certificate" for only one of the following, what would you choose?





Current Relationship Status - By Gender

■ Total ■ Male ■ Female



2. Which of the following best describes your love life these days?

