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Global Erectile Dysfunction Poll

Global executive summary prepared for:

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SKIM | Healthcare | August 2011

Introduction

Research objectives



- To collect information on sexual behavior among the general public of men and women over 33 years old
- To identify how people across the globe are similar vs. different in their sexual behaviors
- To identify potential issues with regards to seeking information or getting help for sexual health issues, in particular erectile dysfunction

Sample and methodology

- 10-minute online quantitative survey
- Conducted in the following countries:
 - Austria
 - Belgium
 - Canada
 - Czech Republic
 - Denmark
 - Finland
 - Mexico
 - Portugal
 - Romania
 - South Korea
 - Switzerland
 - United Kingdom
 - United States



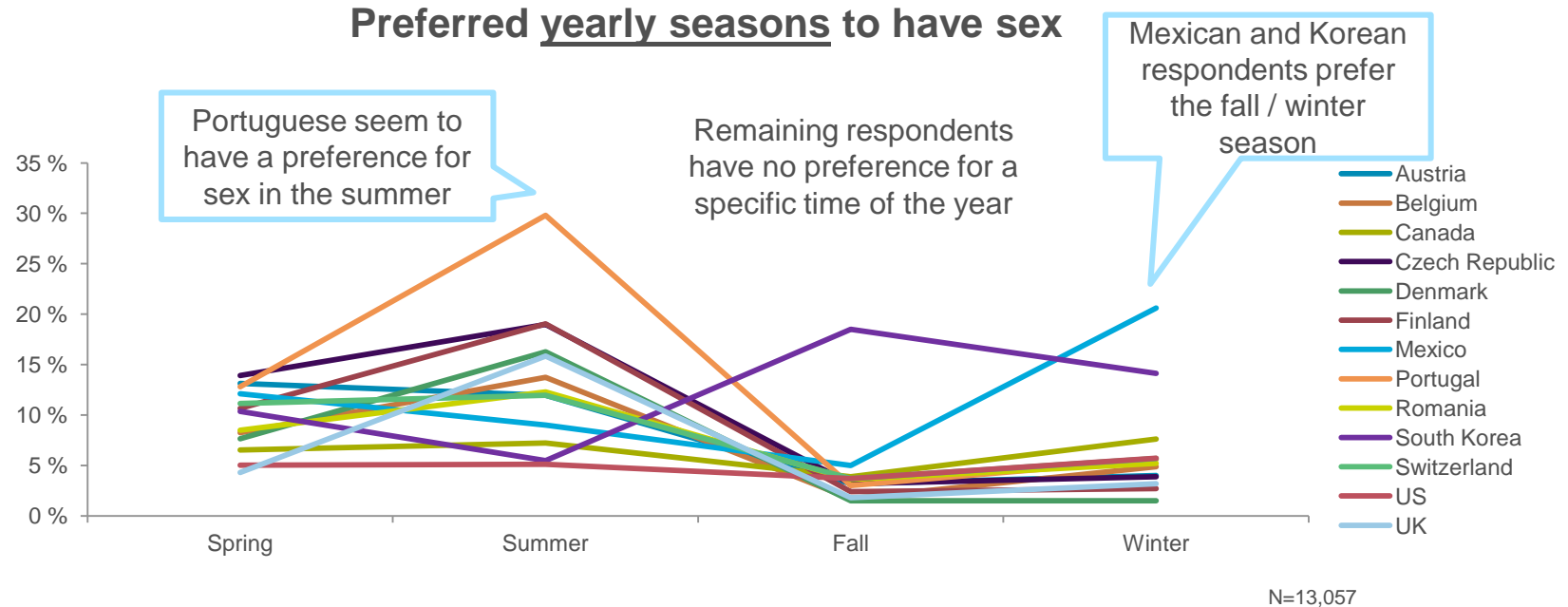
Sample demographic information

	Total sample	Male	Female	Relationship	Average age	34 – 45 y.o.	46 – 60 y.o.	>60 y.o.
Austria	1005	60%	40%	87%	49	43%	43%	14%
Belgium	1007	60%	40%	88%	52	32%	46%	22%
Canada	1010	60%	40%	84%	53	28%	45%	27%
Czech Republic	1006	60%	40%	96%	50	36%	41%	23%
Denmark	1009	60%	40%	90%	51	31%	47%	23%
Finland	1003	60%	40%	82%	52	33%	45%	22%
Mexico	1001	60%	40%	98%	49	39%	48%	13%
Portugal	1001	60%	40%	95%	42	74%	23%	3%
Romania	1001	60%	40%	96%	44	67%	30%	3%
South Korea	1005	60%	40%	80%	48	43%	48%	9%
Switzerland	1005	60%	40%	89%	48	49%	36%	15%
United Kingdom	1004	60%	40%	89%	52	30%	44%	26%
United States	1000	60%	40%	88%	52	30%	45%	25%
Total	13057	60%	40%	89%	49	41%	42%	17%

When and how often do people prefer to have sex?

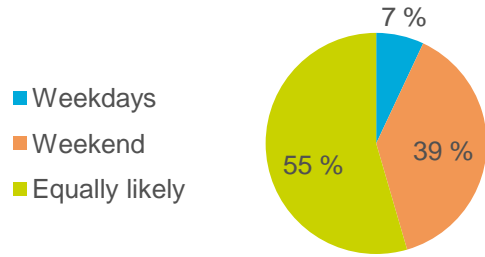
Findings part 1 – Current sexual behavior

People generally prefer to have sex in Spring or Summer, although this may differ in countries with hot climates

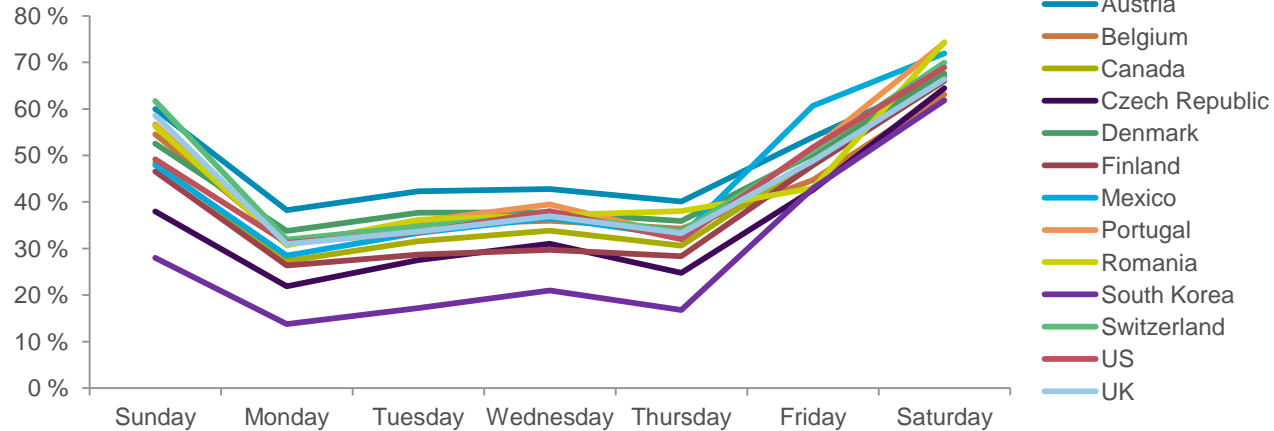


Respondents are more likely and prefer to have sex during weekends, although >50% have no clear preference

Likelihood to have sex on:



Preferred days of the week to have sex

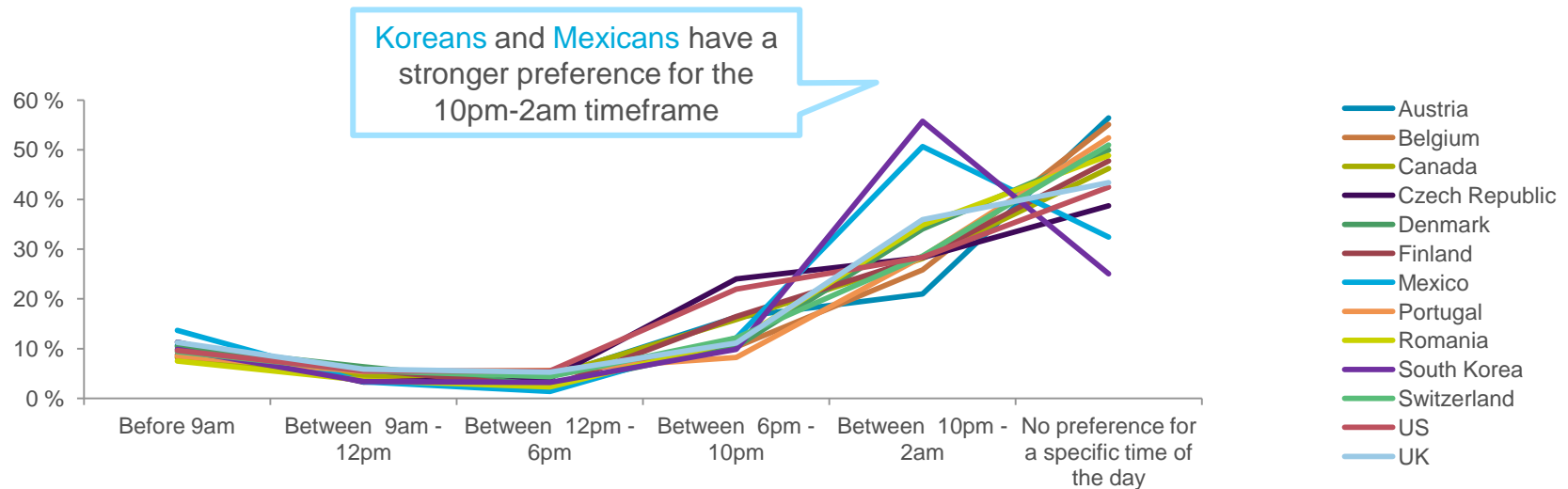


N=13,057



Most respondents prefer to have sex towards the end of the day, although many also have no clear preference

Preferred times of the day to have sex

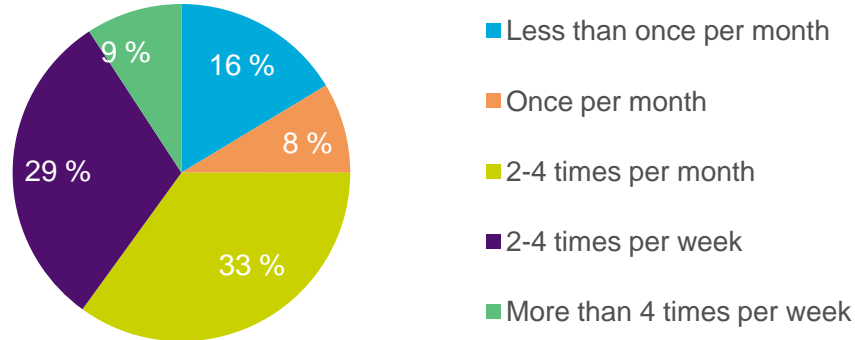


N=13,057



24% of respondents have sex only once per month or less. Mexicans and Portuguese have the most active sex-life

Frequency of sexual contact



Country	Average frequency* (times per week)
Portugal	2.05
Mexico	2.03
Romania	1.96
Austria	1.53
Belgium	1.44
Switzerland	1.43
Czech Republic	1.38
United States	1.37
Canada	1.26
United Kingdom	1.23
Finland	1.21
Denmark	1.10
South Korea	1.04

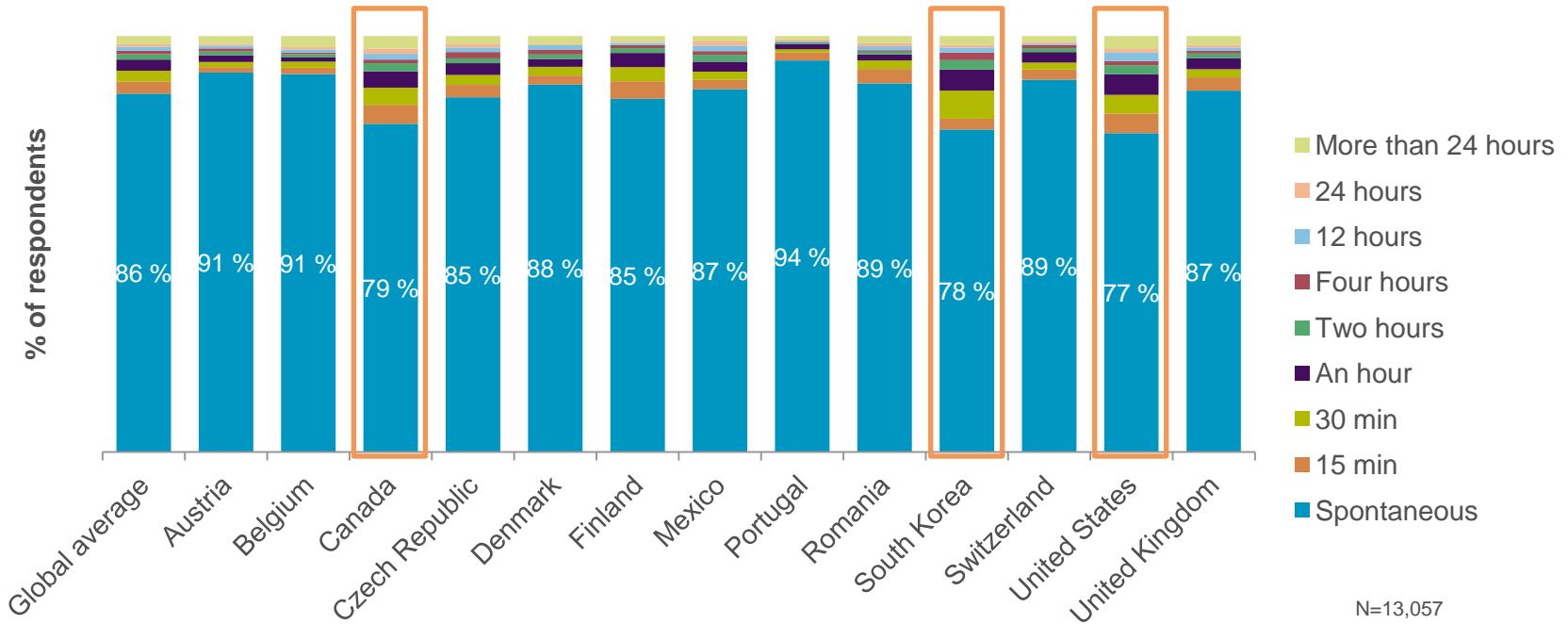
* Frequency may be influenced by average age of respondents

No difference in frequency of sexual contact between men and women.
 Frequency gets lower with increasing age: 1.77 times per week for age group 34- 45 vs. 1.46 times per week for age group 60+

N=13,057



Sex is a spontaneous activity for almost 90%. In South Korea, Canada and US, sex is planned slightly more often



**Spontaneity is 88% for women vs. 85% for men
No difference between age groups**



How often do people use excuses to avoid sex and how open are they to discussing sexual health issues?

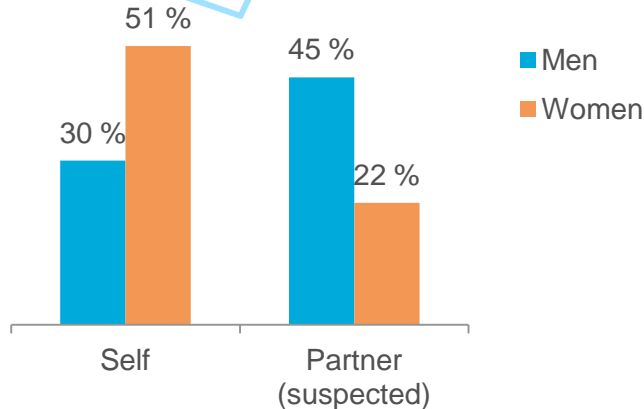
Findings part 2 – Dealing with sexual health issues

Men more often than women suspect their partner to use excuses to avoid sex. >50% of women indeed admit to use excuses

Use of excuses to avoid sex

Koreans and Mexicans more often suspect their partners to use excuses than other countries, while many Romanians admit to use excuses for themselves

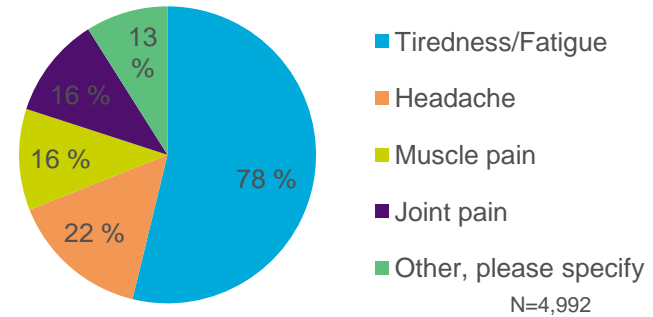
% of men / women using excuses or suspecting partner to use excuses



N=13,057

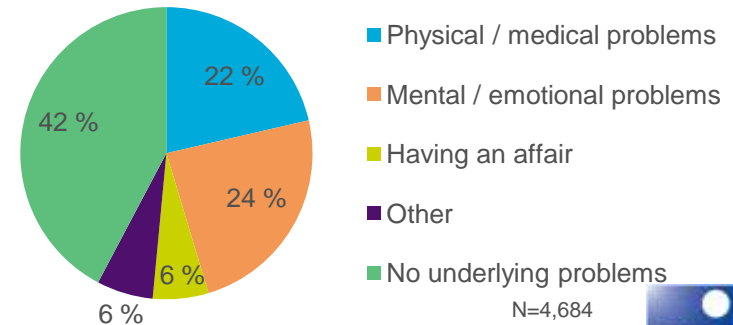
Excuses self

* Total adds up to >100% because of multiple response option



N=4,992

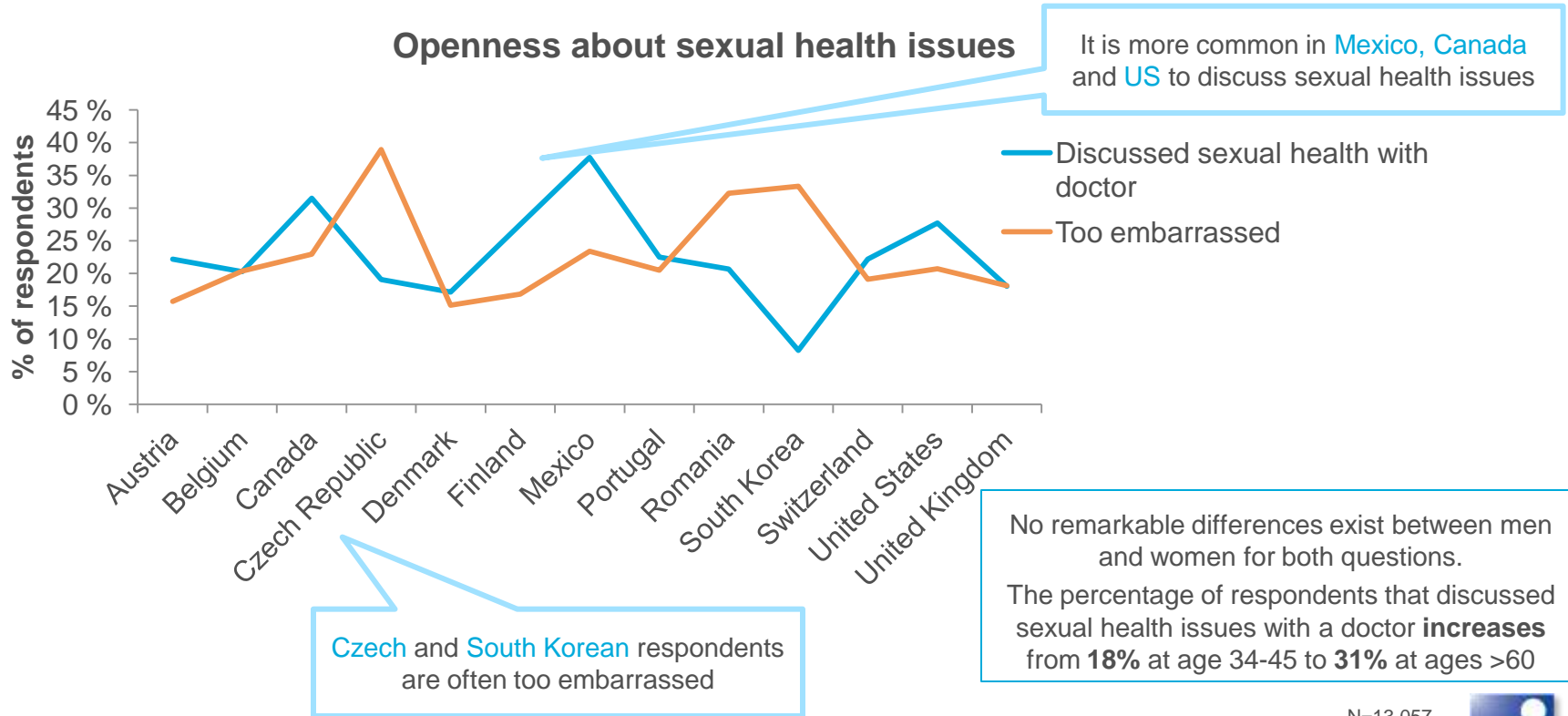
Suspected reasons excuses partner



N=4,684



Cultural differences exist in the openness to discuss sexual health issues with a doctor

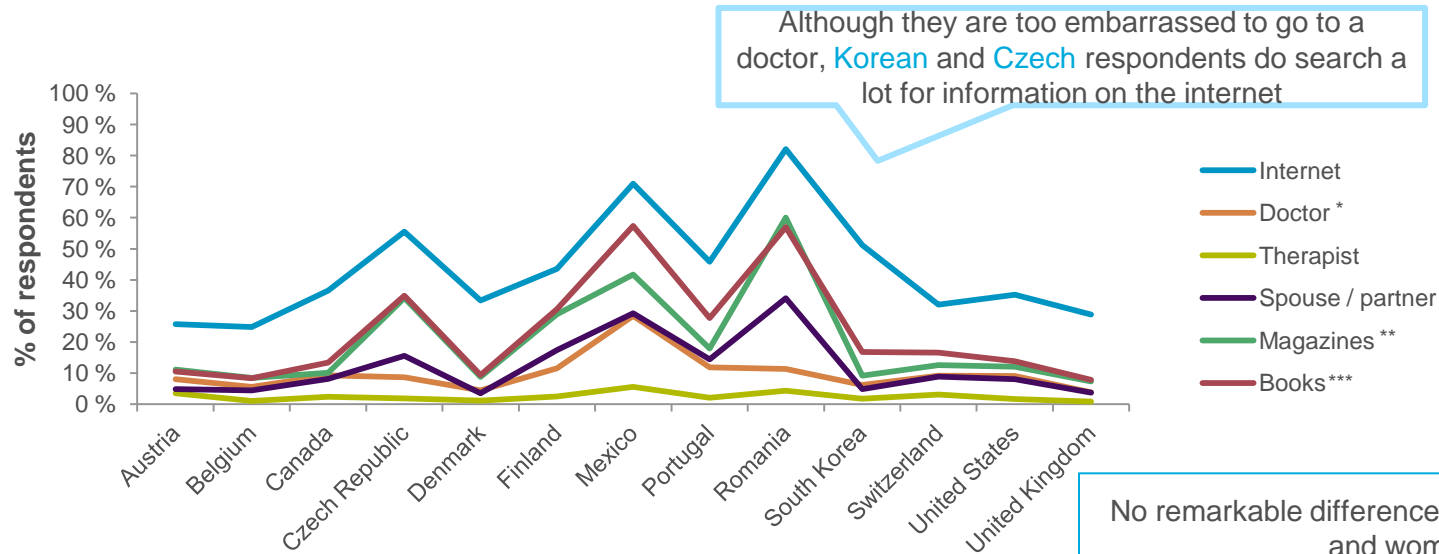


N=13,057



Internet is the most popular information source referred to for sexual health issues – books and magazines follow

Information sources about sexual health issues



* Replaced by « Nurse/pharmacist » in South Korea

** Replaced by « TV/Radio/Other media » in South Korea

*** Replaced by « Friends » in South Korea

N=13,057



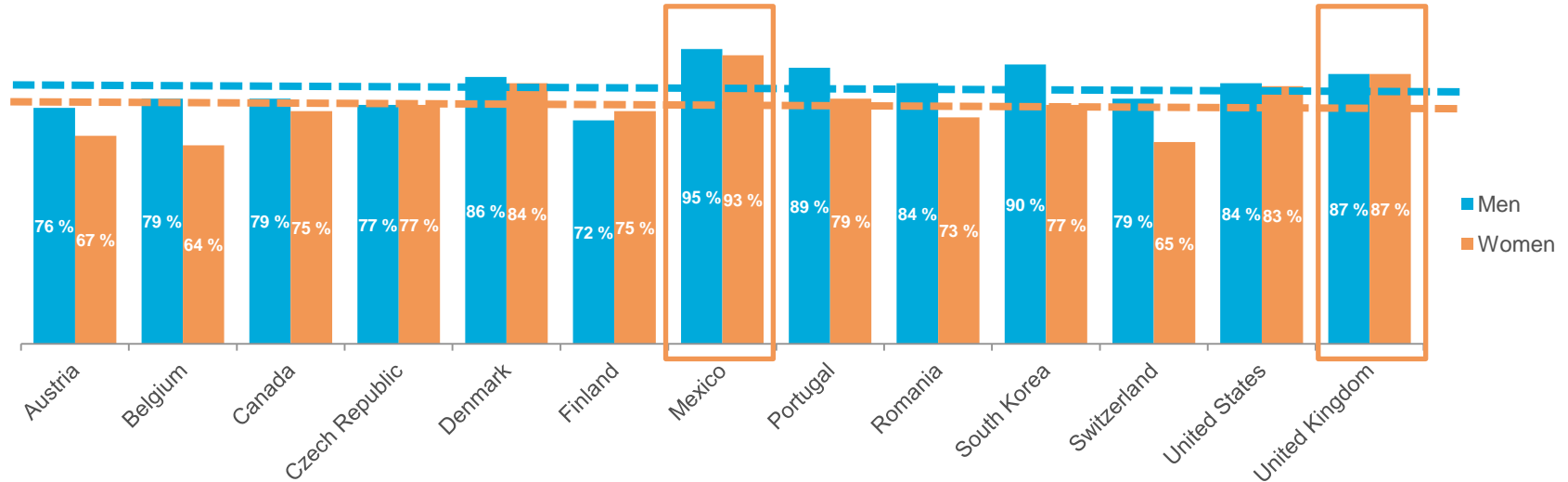
How many men have used ED medication and where did they purchase it?

Findings part 3 – Using and purchasing ED medication



ED is perceived as a strain on the relationship – men only slightly more than women

Perception of ED as a strain in the relationship



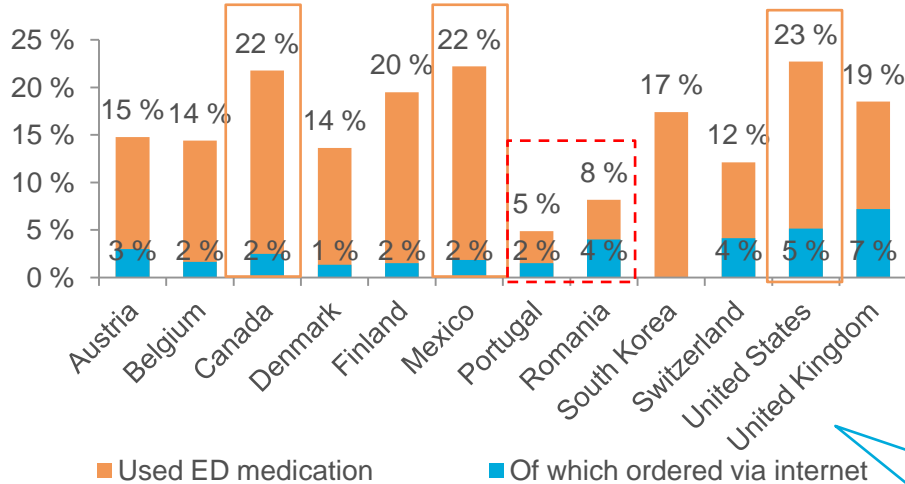
ED is perceived as a strain in the relationship for 80% of the respondents (83% of men and 77% of women).
It is in Mexico and in UK where the strain is perceived by most respondents (94% and 87% respectively)

N=13,057

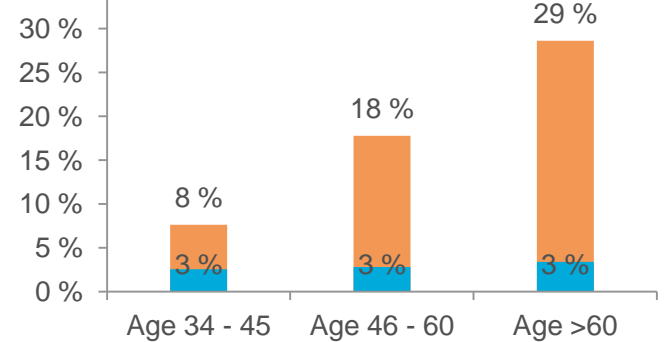


16% of male respondents have used ED medication, although differences between countries and age groups exist

Use of ED medication by men – by country



Use of ED medication by men – by age



Out of the **female** respondents, 10% indicated that her partner ever used ED medications

WARNING: Low ED use in PT & RO related to age distribution in sample!

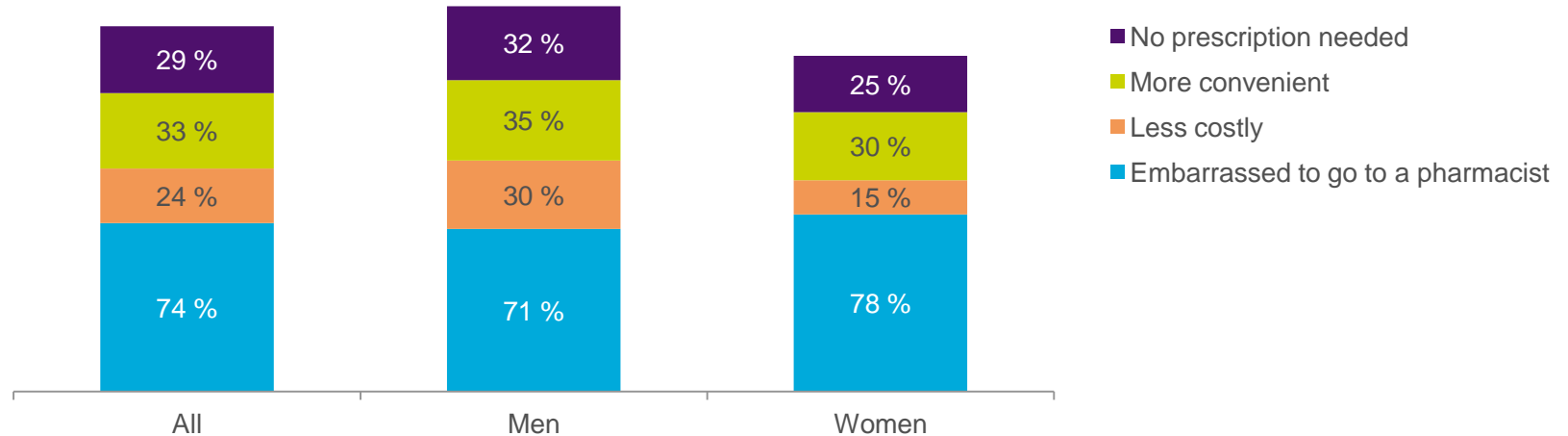
Proportionally, ordering of ED medication via internet is highest in UK (39%) and Romania (49%)

N=7,210



Embarrassment is the main reason for purchasing ED medication online rather than in a pharmacy

Motivation to buy ED medication online



N=11,046



Conclusions

Conclusions

- **The majority of respondents have no time preferences for having sex.** More than 50% have no time preference during the day (and even more in Belgium and Denmark). However, **respondents are a little more likely to have sex on weekends** (39%) over weekdays (7%). South Koreans (59%) and Mexicans (44%) are most likely to have sex during the weekend.
 - **Spring and/or Summer would be slightly preferred** (especially in Portugal for 30%). Notably, 21% of Mexican respondents prefer the Winter and 19% of South Korean respondents prefer the Fall.
 - **Evenings are slightly favored** – 14% prefer practicing sex between 6pm-10pm and this continues to increase to 33% in between 10pm-2am. South Koreans (56%) and Mexicans (51%) have the strongest preference for this later time period.
- **Respondents said to have sex 1.5 times/week: 1/3 of respondents have sex 2-4 times per month** and additionally, 38% would have sex more often. Portugal, Mexico and Romania have the highest frequency of sex (~2 times/week), which is in contrast to Finland, Denmark and South Korea who have the lowest (~1 time/week).
- **Sex is a spontaneous activity for almost 90% of respondents** – Portugal, Austria and Belgium are the most spontaneous, all ~90%. Sex seems to be slightly more planned in Canada (79% prefers spontaneous activity), South Korea (78%) and USA (77%).
 - Generally, women claim to be little more spontaneous than men (88% v 85%, respectively).
 - Generally frequency of sex decreases across age class (but interestingly not for Austria, where frequency decreases less than in other countries: 1.6 for 34-45, 1.5 for 45-60 and 1.2 for >60).

Conclusions

- **Almost 1/3 of respondents suspect their partner to use excuses to avoid sex.** In every country, men suspect their partner more than women of making excuses to avoid sex (45% vs. 22%, respectively). South Koreans, Romanians, Portuguese and Mexicans would be the most suspicious towards their partner.
 - However, even if they suspect their partner of making excuses, **42% feel that there are no underlying problems.** Only Mexico, Austria, Switzerland and Finland are a little more suspicious. ~25% of respondents suspect their partner to experience mental / emotional problems.
 - **1/3 of respondents also admit they use excuses to avoid sex** – globally, 51% of women vs. 30% of men make such excuses. In all countries **more women make excuses than men** – highest in Romania, USA and Denmark.
 - **Most common excuses used to avoid sex is tiredness / fatigue (78%).** This is followed by headaches 22% – which women seem to experience more than men (global average is 14% for men vs. 29% for women). Muscle pain is also an excuse used in North America (29% in Canada and 25% in US).
- **There are large cultural differences observed in openness to discuss sexual health/performance issues with doctor.**
 - **It is more common in the Americas to discuss these openly with your doctor** – Mexico (38%), Canada (31%) and USA (28%). This is in contrast with respondents from countries like Czech Republic (39%), South Korea (33%) and Romania (32%) where respondents are too embarrassed to discuss sexual health with their doctor.
 - Austrians and Nordics claim to be not embarrassed for discussing sexual health issues, but not a lot have done so with their doctor.
 - Discussion of sexual health issues with a doctor increases from 18% for those aged 34-45 to 31% for those aged >60.

Conclusions

- **To research information regarding sexual health issues, respondents commonly use the internet (44%) and this is followed by books (23%) and magazines (20%).**
 - In particular, Romanian, Mexican, Czech and South Korean respondents use the internet frequently to research this topic (82%, 71%, 56% and 51%, respectively). The countries which are the most embarrassed to discuss this topic (e.g. Romania, Mexico, Czech Republic and South Korea) are the ones which use the internet the most to gain information on sexual health issues.
 - **Therapists, doctors and partner are the least used resources to gain information on sexual health issues by respondents** (global average 2%, 10% and 12% respectively).
- **ED is perceived as a strain on the relationship by 80% of respondents – the highest in Mexico: 94%.**
 - **In the majority of countries this strain is felt more by men than women** – globally 83% of men feel it strains the relationship vs. 77% of women. The largest differences between men and women are observed in Belgium (15%), Switzerland (14%) and South Korea (13%).
- **16% of men have used ED medication**, the highest in Americas (e.g. USA: 23%, Mexico: 22%, Canada: 22%) and in Finland (20%). **20% of those people ordered their medication via the internet.**
 - 10% of women globally, indicated they are aware of their partner's use of such medication. This is in fact a slight underestimation.
 - **The leading reason for men to order ED medication online is to avoid embarrassment at the pharmacy** (for 74%).
 - This is closely followed by convenience (more especially in Nordics, Switzerland, US and Austria) and the fact that no prescription is required (like in Mexico or Canada) – these 2 reasons in particular, are overlooked more by women than men.. We can also notice that 35% of Finns and 36% of Canadians think it's because no prescription is needed.



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