



Bayer HealthCare

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Sex & the modern woman:

REPORT FINDINGS





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Table of contents

1. Introduction

- a) Vitalsexual woman
- b) Methodology
- c) Comparison

2. Results

- a) How important is sex?
 - i. For Latin America – very important
 - ii. Important in Europe too
 - iii. Sex: most important for Saudi Arabian women – less so for South African
- b) Wellness and reassurance – why sex is important
 - i. Sex makes some women feel attractive
 - ii. Sex and pleasure
 - iii. Sex is healthy
 - iv. Sex boosts women's confidence
- c) Women want sexual satisfaction
- d) Women want spontaneous sex
- e) 40% of women and better sex
- f) Talking about it is essential
- g) How to improve women's sex lives: more spontaneity, more talking, more mutual desire
- h) Erectile dysfunction – a major impact on women's satisfaction
 - i. What women know; how it affects their relationships
 - ii. Erectile dysfunction – commonplace?
 - iii. Confused about erectile dysfunction
 - iv. Erectile dysfunction – affects relationships
 - v. Strong regional variation
 - vi. And if erectile dysfunction continues?
- i) The reality of erectile dysfunction for some women
 - i. Feelings of concern
 - ii. But sadness and annoyance too
 - iii. Some relieved, some unaffected
- j) The causes of erectile dysfunction – according to women: stress, physical illness and psychological problems
 - i. Finding the solution – nearly all would seek help from a professional
 - ii. Responding to ED
- k) Knowledge about drug treatments for ED
 - i. Generally women are not well informed about ED
 - ii. But most say they are aware of drug treatment options
 - iii. And 73% of women believe drug treatments are effective
 - iv. Importantly, women are satisfied after partners' drug treatments
- l) Uncovering the Vitalsexual woman
 - i. Vitalsexuals demand more
 - ii. ED can have greater impact on Vitalsexuals

3. Conclusion

- a) Research leads to definite conclusions
 - i. Sex is important but for different reasons
 - ii. Communication is essential for women
 - iii. Ready to make love

1. Introduction

Sex is important to the world's women – but they want better communications with their partner and more spontaneity... please!

Three quarters of women rate sex as important in their lives, according to a worldwide survey carried out earlier this year. Women state that sex strengthens their relationships and makes them feel that they are attractive to their partner.

“ Relations between men and women depend on sex. It is like a cement ”

Françoise, France, 53, partner with ED
(*Names and nationalities have been changed to protect identity)

Bayer, an international pharmaceutical company, commissioned the research to find out how women feel about their sex lives. Over 12,000 women from 12 different countries took part in the research and their combined responses offer a comprehensive picture of women's views of sex and their enjoyment of it.

The study also explored the impact of male sexual dysfunction or erectile dysfunction (ED) on women's experience of sex and their relationship. It found that three quarters of women surveyed believe that ED can deeply affect their partnership.

Expert Comment: Dr. John Dean, Sexual Physician and Chair of the ESSM, comments: *The "Sex and the Modern Woman" report shows very clearly that the vast majority of mature women see sex as an important part of their lives. They know that it is not everything in life, but it is the cement that binds together men and women in enduring, loving relationships.*

a) Vitalsexual woman

Significantly, researchers discovered the profile of what they are calling the Vitalsexual woman. Across all the countries studied 47% of women exhibited the characteristics attributed to this new profile.

The Vitalsexual woman begins with examining women over the age of 40. These women were discovered by researchers to believe sex is important, spontaneity in their sex life is either essential or important, and that their partner's sexual satisfaction is also either essential or important to them. It's not surprising perhaps then that Vitalsexual women also say that they would either certainly or probably advise their partner to seek help from a doctor should they experience ED.

“ To keep the magic of our sexual relationship alive, spontaneity is key – being able to make love when and where we want to makes me feel young ”

Barbara, UK, 59 partner without ED

The research also discovered that sex is not only important to women, but that communication is important as well. Women want to discuss with their partners how their sex lives could be improved. When asked if there was something that they would improve in their sex lives with their partners, three out of five women said greater communications with their partners or more spontaneity could improve their sex lives.

b) Methodology

Survey covers three continents

The research commissioned by Bayer surveyed women in twelve different countries. These were: Brazil, France, Germany, Italy, Mexico, Poland, Saudi Arabia, South Africa, Spain, Turkey, the United Kingdom and Venezuela. Initially, the researchers conducted an exploratory qualitative phase, interviewing 100 women in total, 50 women in France and 50 Germany. In the quantitative phase, the researchers spoke to around 1,000 women,

either face to face or by telephone, in each of the 12 countries. The research team selected a representative sample of women in terms of both age, from over 18, and socio-economic position. The women were in relationships at the time of interview. All of the 12,065 interviews took place in April or May of 2006.

Expert Comment: Dr. John Dean says *“It is remarkable how similar the attitudes of women from around the world are towards sex. There are interesting cultural differences in sexual motivations between west and east, but sex is important to both, just the same.”*

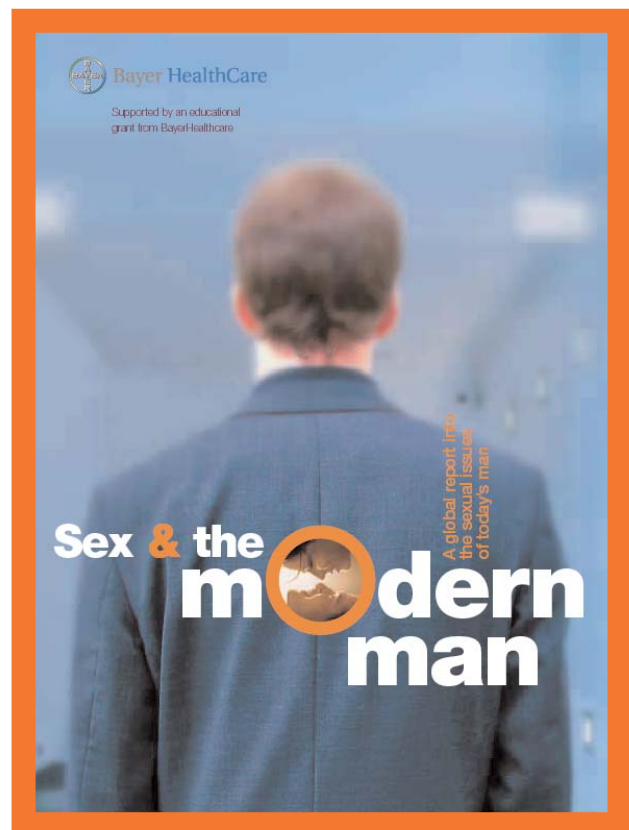
c) Comparison

Men and women share the same sexual needs

Bayer’s research builds on their previous study examining men’s attitudes to sexual relations and the impact of ED on these. Coincidentally the male study (Sex and the Modern Man, published in October 2005) found that men wanted the similar things to the women surveyed: to communicate more with their partners; give them more pleasure; and be more spontaneous in their sexual relationships. This ‘Sex and the Modern Man’ research heralded the discovery of the Vitalsexual man. The Vitalsexual man is over 40, believes that sex is important, cares about the sexual satisfaction of their partner, seeks spontaneity in their sexual relationship and would seek treatment for ED if they had it

This study, develops a greater understanding of women’s attitudes to communication and sexual relations. Uniquely, it establishes women’s perspective on the impact of ED on themselves as partners, their sex lives and their relationship generally. It also explored their knowledge about and understanding of ED and the degree to which women believe ED affected their own quality of life.

This research was prompted in part by the results of Bayer’s previous study of male attitudes and also by



recent medical research indicating that ED has an impact on women’s physical and psycho-sexual well-being as well as the men’s. The new study recognises that ED impacts on a relationship as a whole and not just on the man who suffers directly.

Expert Comment: Dr. John Dean says *“Too many commentators dismiss sex as unimportant in mid-life and beyond, they say, “it is really only men that are interested, middle-aged women don’t care”. They dismiss the importance of treatments for erectile dysfunction (ED) to mature couples and argue that it is only men who benefit. This report contains moving statements from women to show that this is not true. But that’s not all, other research provides objective evidence that ED has a negative on women’s well-being and, in particular, on their experience of sexual desire. There are also data to show treating ED helps both men and women.”*

2. Results

a) How important is sex?

This new research revealed that overall **75% of women worldwide rate sex as important or very important in their lives**. When asked nearly half rated sex as somewhat important, while the remaining 28% rated it as very important. Just 15% of women rated sex as not very important, while 9% felt that it was not important at all.

“ In a loving relationship, sex is as important as feelings or affection: it is 50/50 ”

Marie-Lise, France, 46, partner with ED

i. For Latin America – very important

Latin American women (Brazil, Mexico, and Venezuela) placed a greater importance on sex in their lives. 41% rated sex as very important in their lives as opposed to the worldwide average of 28%.

82% of Venezuelan women rated sex as important in their lives. Over half of Venezuelan women felt that sex was very important, the highest figure in the survey, while a further 30% felt that it was somewhat important. Mexican women give the next highest rating with 80% of women stating that sex is important. However, only one third of Mexican women felt that sex was very important in their lives.

Expert Comment: Dr. John Dean says *“In Latin America, women attach more importance to sexual intimacy and closeness than women from other parts of the world; interestingly, other research confirms that Latin American men are more interested in treatments for ED than men from elsewhere. Latin passion is alive and well!”*

ii. Important in Europe too

European women placed less importance on sex in their lives than their Latin American counterparts. 17% rated it as very important while 58% felt that it was somewhat important.

There are some striking differences between the responses of European women. 80% or over of

all Italian, Polish and Spanish women stated that sex is important in their lives as compared to 61% in both the UK and Turkey. It is notable that while **21% of Italian women felt that sex is very important, only 13% of French women felt the same**. Close to 40% of UK women believe that sex is either not very important or not important at all in their lives, while 30% of German and 32% of Turkish women felt the same way.

iii. Sex: most important for Saudi Arabian women – less so for South African

More Saudi Arabian women rated sex as important as compared with any other country in the survey. 86% rated sex as important with 47%, nearly half, rating it as very important. This is second only to Venezuela in rating sex as very important.

South African women see sex as less important by comparison with the world averages. They still rated it as important with approximately seven out of ten stating that it is either important or somewhat important. This is higher than their counterparts in Turkey and the UK.

Expert Comment: Dr. John Dean says *“It may come as a surprise to many westerners that sexuality is so important to Saudi Arabian women. This confidential survey provides us with an important insight into sex in an unfamiliar culture. In Saudi, and most other Arab societies, sex plays a very important part in marriage; it is a gift to enjoy, and husband and wife have a duty to share it. In the Muslim world in general, sex is clearly reserved to married couples but the Holy Koran is curiously modern in the instruction it gives to the faithful in these matters. Women are to be respected and their needs fulfilled. Foreplay is important and men are commanded, “Let-not the one of you fall upon his wife like a beast (camel) falls. It is more appropriate to set a messenger afore the act”. Equally interesting is the instruction, “Women have rights even as they have obligations in an equitable way”. It is, then, not surprising that Saudi Arabian women affirm the importance to them of sex.”*

b) Wellness and reassurance – why sex is important

The Bayer survey examined the reasons why women think that sex is important in their lives. Women appear to see sex as a major element in promoting a couple’s wellness and stability. Women favour two explanations in particular to explain why sex is important. **Close to six out of ten (58%) of women worldwide see sex as strengthening their relationship. And nearly three out of ten (29%) women find that having sex reassures them that they are attractive to their partners.**

“Our relations are very strained in everyday life. If we did not make love, I would not have known that he could be an angel”

Maria, 48, Brazil, partner with ED

A quarter of the women surveyed state that sex gives them physical pleasure and physical release. **More than a fifth of women believe that sex affects their health positively.** Sex creates a sense of confidence for women too – 18% stating that it makes them feel more confident. See fig 1.

“Making love gives me much pleasure and allows me to be in a good mood, to be healthy”

Elke, Germany, partner without ED

Close to 70% of UK women perceive sex as strengthening their relationship with their partner. A similar number of Polish women share this belief. In general the European countries, with the exception of Turkey, value highly the contribution that sex makes to their relationships. Turkish women stand out in that just 36% feel that sex contributes to their relationship.

Between 54 and 55% of women in Saudi Arabia and the Latin American countries share the view that the relationship building component is important. The South African figure, at 57%, is slightly higher.

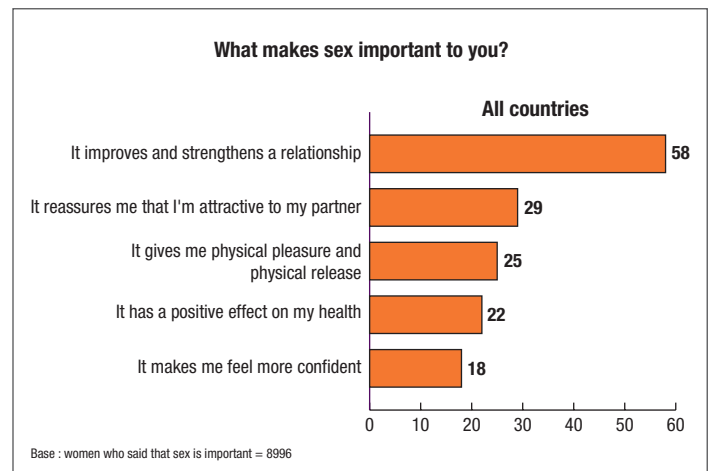


Figure 1: What makes sex important to you

i. Sex makes some women feel attractive

The second most frequently cited reason for the importance of sex is that it reassures women that their partners find them attractive. This is most important for Saudi Arabian, Polish and South African women with 51, 41 and 40% respectively of them choosing this reason. German women also value this aspect of sex highly at 35%.

Mexican, Spanish and Turkish women (15, 16 and 16% respectively) place less emphasis on reassurance as a reason for the importance of sex. Italians too, at 19%, give it a lower rating.

ii. Sex and pleasure

Women throughout the world agree that sex builds bonds in relationships and makes them feel attractive. However, they view its importance as a source of physical pleasure differently. **Close to half (43%) of German women say that sex gives them physical pleasure and physical release. This compares with the world average of 25%.** In the UK, 36% of women state physical pleasure and release as a reason. South Africa follows closely behind with 35%.

Of the Latin American countries, Venezuelan women are more likely to favour physicality with 31% saying that the physical side is important for them. For Brazilian and Mexican women it is less important – 16% and 15% respectively.

With just 13% of the votes, Italian women were the least likely to cite physical pleasure and release as a reason for the importance of sex.

“ It is important that my husband still desires me and finds me physically attractive and that I feel the same way about him ”

Susan, 56, South Africa, partner with no ED

iii. Sex is healthy

When explaining why sex is important for them, slightly over 20% of the women surveyed say that sex has a positive effect on their health. There is however a wide international variation within this overall figure. South American women in Venezuela and Brazil value this aspect of their sex lives most (37% and 36% respectively). Health benefits are important for Turkish women too at 30% but just 24% of South Africans say it has a positive effect on their health.

iv. Sex boosts women's confidence

Close to one in five women worldwide believe that sex boosts their confidence. This is especially the case in Saudi Arabia where 43% of the women state that sex makes them feel more confident. It is also important for Turkish women (27%) and to a lesser extent for Venezuelan women who, at 26%, still rate confidence significantly above the overall average of 18%.

c) Women want sexual satisfaction

85% of women worldwide state that sexual satisfaction is either essential or important for them. Even more women, 89%, say that their partners' sexual satisfaction is essential or important for them. In both cases 52% rate it as essential. See fig 2.

Women in the Latin American countries rate their own and their partners' sexual satisfaction highest. 92% rate their partners' satisfaction as

essential or important while 91% rate their own satisfaction in the same way.

“ Having a sexual relationship is really extremely pleasant. Physical pleasure has a direct effect on psychological wellness ”

Helena, Spain, 52, partner without ED

European women excluding Turkey also rate their partners' satisfaction very highly (90%). They rate their own satisfaction at a lower level of 85%. Two countries, Germany at 77% and the UK at 78%, are significantly below the average – accounting for the lower figure overall.

Almost all of the Saudi Arabian women believe that their partners' sexual satisfaction is essential or important (97%). This is well above the worldwide average. They also rate their own sexual satisfaction highly – at 93%. South African women too place a strong emphasis on their partners' (87%) and their own (84%) sexual satisfaction.

“ It is very reassuring to give my partner some pleasure. I am like a Geisha. It makes me confident ”

Marcela, Venezuela, 46, partner with ED

Turkish women stand out as having significantly different attitudes to their partners' and their own sexual satisfaction. **Three quarters believe that their partners' sexual satisfaction is essential or important.** 68% believe the same for themselves.

d) Women want spontaneous sex

Worldwide 84% of women rate spontaneity in sex as essential or important. The greater part, 52%, sees it as important while it is essential for 32% of all women. Only 12% feel that spontaneity is not very or unimportant.

Saudi and Latin American share the greatest desire for spontaneity - 91% of Saudi women

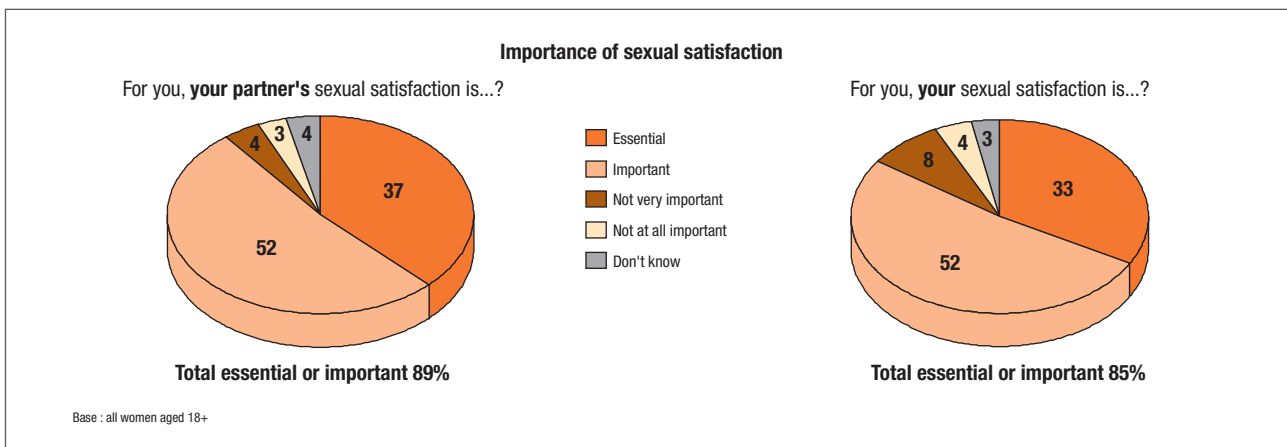


Figure 2: Importance of sexual satisfaction

“ A fulfilling sexual life to me means satisfaction for both me and for my partner. Neither one’s needs are more or less important than the other ”
 Celine, 49, France partner with ED

and 90% of Latin Americans. Spontaneity is essential for almost half of the Saudi Arabian women surveyed. Close to half (44%) of Venezuelan women also see spontaneity as essential.

Only 18% of UK women see spontaneity in their sex lives as essential. This is the lowest figure overall. Fewer European women generally see spontaneity as essential to their sex lives although they do say that it is important. **92% of Italian women rate spontaneity as either essential or important** – the highest figure for Europe with Poland a close second at 91%.

Turkish women place relatively low value overall on spontaneity in their sex lives (65%). However, this masks a significant difference from the worldwide figures. While 32% rate it as essential – well above the European average and on a par with the world figure – only 33% rate it as important.

e) 40% of women seek better sex

The Bayer study examined women’s satisfaction with their sex lives and how they would like to improve it. **81% of women are satisfied to some extent with**

their sex lives. Of these, 45% are very satisfied while 36% are somewhat satisfied. **Saudi Arabian women are the most satisfied overall (92%)** and have the greatest number reporting that they are very satisfied (64%). By contrast, **Turkish women are least satisfied overall (65%)** with just 32% very satisfied with their sex lives.

Addressing the desire for improvement, the survey asked women if they had wished for a better sex life in the past year. **Close to 40% of women reported that they often or sometimes had wished for a better sex life.**

There is a significant difference between the views of women in the Latin American countries and those in Europe excluding Turkey. **Over half of the women in the Latin American survey (55%) stated that they often or sometimes wish for a better sex life.** Over a quarter of Venezuelan women often wished for improvement while slightly less than a quarter of Mexican women expressed the same view.

“ When I make love I like to seize the moment, I don’t want my sex life to be scheduled like an appointment with the hair dresser ”

Marcela, Venezuela, 46, partner with ED

One third of European women express a desire for an improved sex life. French women most want an improvement (37%) with 26% sometimes wishing for an improvement and just 11% often wanting it. In Spain, 14% of women often desire an improvement in their sex lives, the highest such figure for Europe. Their Italian counterparts appear more satisfied with only 4% often wishing for an improvement and 14% sometimes wishing for it.

While South African women are slightly above the world average at 44% and Saudi Arabian women just below at 38%, Turkish women, like the Italians, differ markedly from the rest of the world. Just 4% often want and 22% sometimes want improvement in their sex lives.

f) Talking about it is essential

Almost nine out of ten women worldwide regard communicating with their partners about their sex lives as either essential or important. Only 8% see it as either not very or not at all important. 40% of all women consider such communication as essential while 48% rank it as important.

There are considerable differences between countries and regions both regarding the overall figure and also the breakdown between essential and important in different countries. **European women place a lesser emphasis on communicating with their partners about their sex lives than their Latin American counterparts.** In all, 39% of Latin American women rated sexual communications as essential while 53% saw them as important.

Only 22% of German women felt that communication with their partners is essential for their sex lives – the lowest figure in the survey. Counterbalancing this, **61% of German women rated communications as important – the highest figure for the survey.** Saudi Arabian, (50%), Polish (49%), Spanish (49%), Mexican (47%) and South African (45%) women rated communicating with their partners about their sex lives as essential.

Once again, Turkish women differed markedly from others. While 36% saw communications as essential fewer rated them as important (34%).

“ Open and honest communication with your partner is the best aphrodisiac of all! ”

Jerry, 49, UK, partner without ED

g) How to improve the sex lives of women: more spontaneity, more talk, more mutual desire

Women were asked what they would like to improve about their sex lives.

Worldwide, 34% of women want better communication with their partners about their sexual relations. They also want more spontaneity (24%). 15% would prefer that they and their partners desired each other more. 13% want to give their partner more pleasure while the same percentage want to experience more pleasure themselves. The same percentage (13%) wants to have sex more often. See fig 3 and 4

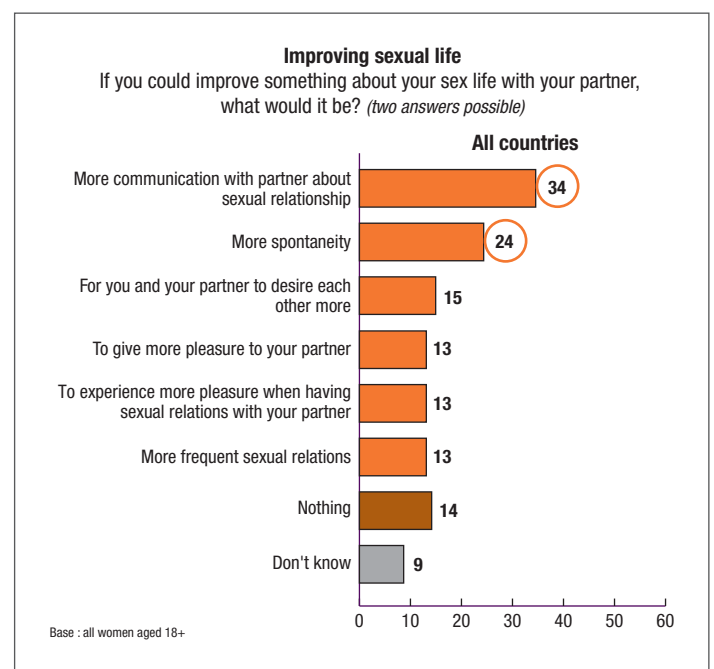


Figure 3: : Improving sexual life

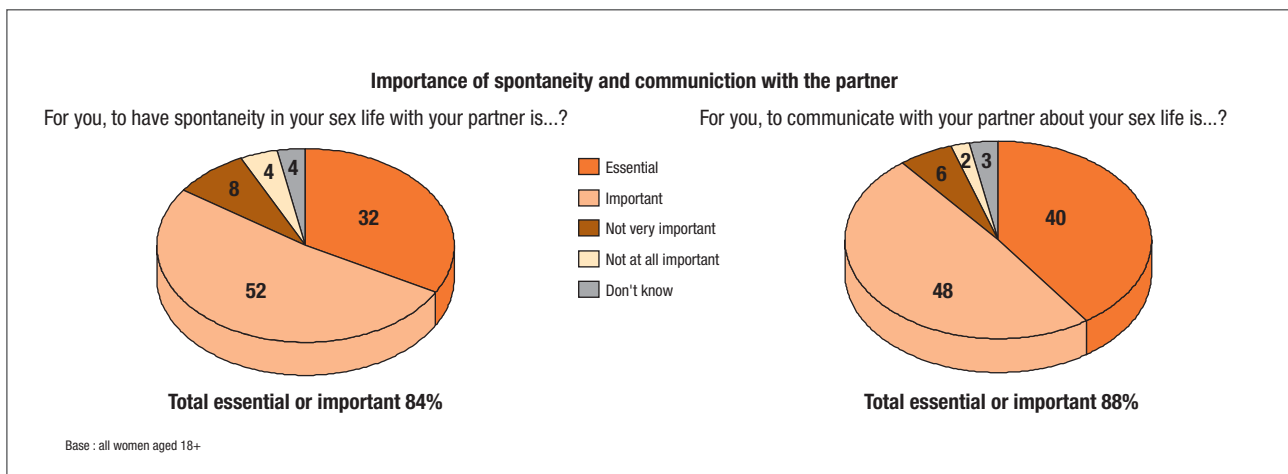


Figure 4: Importance of spontaneity and communication with the partner fig 4

Expert Comment: Dr. John Dean says *“Whenever I talk to a patient about sexual difficulties, I emphasise the importance of good communication – just talking to each other about your desires and your fantasies. Novelty, newness and spontaneity are also important, particularly to couples in long-established relationships. Boredom can be a killer in your sex life and we are just too polite to talk to each other about it. In this report, women themselves make frank statements about the importance of talking, of spontaneity, and of mutual desire. We need to listen to them, particularly us men!”*

Broadly, Latin American women and their European counterparts, excluding Turkey, differ on the improvements that they would like in their sexual relations. **Nearly half of Latin American women (48%) want more communication with their partners about their sexual relations**, as opposed to just 29% in Europe. **European women favour more spontaneity as an improvement:** 26% of European women as opposed to 23% of Latin American.

Significantly more Latin American women (14%) want to experience more pleasure when having sexual relations with their partners than their counterparts in Europe (8%). It is notable that twice as many European women (18%) would prefer to do nothing to improve their relations as compared with Latin American women (9%).

Worldwide, women whose partners experience ED are more likely to want more communication about sexual relations than those whose partners do not, 38% as opposed to 34%. This is more pronounced among European women generally but particularly strongly expressed by Poles, Spaniards and Italians.

h) Erectile dysfunction – a major impact on women’s satisfaction

The study compares satisfaction levels of women whose partner experiences erectile dysfunction with those of women whose partner does not. It is evident that ED impacts strongly on women’s enjoyment of their sex lives.

Over half (52%) of women whose partners experience ED expressed the wish for an improved sex life. This is 15% greater than the figure for women whose partner has never experienced ED.

The differences are most marked in Europe and Saudi Arabia. Excluding Turkey, 47% of women whose partner experiences ED express the desire for an improvement in their sex lives, as against 30% for women whose partner does not suffer from ED. The greatest gap occurs in the UK where 50% of women whose partners have ED express a wish for improvement against 30% for those whose partners do not. The figures for Germany are similar although the gap is slightly smaller.

Turkish women also express a marked difference in their desire for improvement between women whose partner has ED (49%) and those whose partner does not (25%).

The widest gap occurs in the data for Saudi Arabia. 63% of women whose partners suffer from ED expressed the desire for an improved sex life as against 35% whose partners do not.

This amounts to a difference of 28%.

i. Erectile dysfunction – what women know; how it affects their relationships

The Bayer study explores women's understanding of erectile dysfunction (ED) and examines how they believe that it could impact upon their relationship with their partner.

The study approaches these topics from a number of different perspectives. It finds out the extent of the problem. It establishes what women define as erectile dysfunction. It looks at their perceptions of its causes. It analyses their understanding of the choices open to men who suffer from it – including pharmacological ones. It assesses the impact that ED has on women's lives and sexuality. Finally, it finds out where women expect and prefer to get more information on this topic.

ii. Erectile dysfunction – commonplace?

One in every five women report that their current or past partner suffered from ED at least once. 13% state that their partners have suffered ED on more than one occasion. 7% say that it occurred just once.

ED is recorded most frequently in France where 29% of women report that their partner has suffered from this condition. The figure is comparatively high in Germany too where 26% of women say that their partners are ED sufferers.

Women from Turkey record the lowest level of ED in their partners – just 8%. Italy at 12% is the next lowest while Venezuela at 15% is the lowest among the Latin American countries.

iii. Confused about erectile dysfunction

Women are unclear about what exactly constitutes ED in their partners. The survey asked women how they would describe or explain erection difficulties. The women selected from a range of options and could select more than one option.

“ If my partner could be more open and talk about sex and ED, I'm sure it would help us both to feel more comfortable and maybe improve our relationship too. ”

Petra, 52, Germany, partner with ED

23% of women perceive erection difficulties as meaning “a complete absence of an erection”. 30% selected “difficulties in maintaining an erection” while 28% chose “difficulties in getting a sufficiently hard erection”. 23% selected the “don't know” option as a response.

A quarter of all women surveyed believed that premature ejaculation is a form of ED. South African women are most likely to select this option (42%). 35% of Saudi Arabian women also chose this option, as did 33% of Turkish women. In Latin America, 32% of Venezuelan women saw premature ejaculation as a form of erectile difficulty; 30% of Mexican women chose the same option. In the UK, 27% of women selected premature ejaculation.

Expert Comment: Dr. John Dean says “Whilst there are important variations in knowledge and attitudes amongst women in different countries around the world, it is clear that there is a need to make more information available to women about ED and its treatments. Women are traditionally the custodians of family health; they are more practical and have a more positive attitude to looking after themselves than men. Giving them the opportunity to learn about the causes of ED, the other important health problems that are associated with it, and about its treatment, will have a major impact on improving men's health.”

iv. Erectile dysfunction – affects relationships

Women recognise that ED is a common problem with close to 90% agreeing with the statement that it is a common problem that can happen to anyone. A similar, though somewhat smaller number (84%) **feel that it requires treatment by a physician.**

Expert Comment: Dr. John Dean says “Whilst it is very clear from the statements in this report that women experience tremendous compassion for their men with ED, it also causes them personal hurt.”

More than three-quarters of all women believe that ED deeply affects a partnership. However, a similar number see it as a problem that comes and goes and does not last forever. 71% of women perceive ED as having a strong psychological dimension.

More than half of the women surveyed believe that ED is a problem for the man rather than the woman. More than two-thirds of women believe that ED is easily treated with medicines.

v. Strong regional variation

There are differences in both the degree and the intensity with which views on ED are expressed in different parts of the world. **Women in Latin American countries have a much stronger belief that ED can deeply affect relationships.** Overall, 84% of Latin American women perceive it as having such an impact. Within that figure 56% hold that view strongly while 28% hold it to some extent. 70% of European women see ED as having a deep impact on relationships but only 29% hold this view strongly.

A very high percentage of Latin American women (94%) believe that ED requires treatment by a physician. Of these, 73% hold this view strongly. European women are less likely to see ED as requiring medical attention with 77% holding this view and only 36% holding it strongly.

The two continents differ significantly about the treatment of ED too. **Far more Latin American women (85%) believe that it can be easily treated by medicines as opposed to 54% of women holding the same view in Europe.**

Within countries, certain differences stand out. **French (70%) and Saudi Arabian (92%) women perceive ED as being primarily the man’s problem.** Saudi Arabians are also strongly of the view that it can be treated easily with medicines (89%).

“ I thought about my husband’s reaction, not mine ”

Nicole, France, 59, partner without ED

vi. And if erectile dysfunction continues?

More than a quarter of women worldwide believe that prolonged ED could seriously affect their relationship. The Bayer survey sought to find out how women would respond should ED continue indefinitely. Women were asked to speculate how they would feel and react in such circumstances.

Overall 46% of women believed that their relationship would not change much - despite prolonged ED. 22% would try to live other aspects of their lives more strongly. Significantly, 27% believed that it would strongly affect their relationship.

Latin American women are more likely to believe that prolonged ED would strongly affect their relationship (37%). South African women closely follow them in this regard with 32% maintaining that their relationship would be strongly affected. Brazil stands out among these countries in that 45% of its women see ED as strongly affecting their relationship.

“ It is a very serious problem that can destroy the couple. ”

Maria, Mexico, 46, partner with ED

The Latin American countries and South Africa are above the average while the European countries, including Turkey, and Saudi Arabia are below. Fewer

European women believe that prolonged ED would affect their relationship strongly (23%) although 31% of Spanish women hold this view (above the world average). Only 17% of Saudi, and 19% of both German and Turkish women chose this option.

UK women are least likely to be affected by prolonged ED with over six out of ten stating that it wouldn't change much in their relationship.

i) The reality of erectile dysfunction for some women

2,381 women reported that their partner had or continued to suffer from ED. The researchers probed these women's feelings further to find out how exactly that felt as a consequence. The women chose the statement that most closely matched their own feelings.

i. Feelings of concern

One-third of women felt concern for a partner experiencing ED. There was a wide variation in women's responses regionally and country by country. **European women, excluding Turkey, were significantly more concerned for their partners (41%) than women in Latin America (33%).** By contrast with both these **figures only 1% of Saudi Arabian women felt concern for their partner experiencing ED.** See fig 5.

There are marked differences within regions too. **40% of Mexican women recorded feeling concern while only 23% of Brazilian women did.** There are wide variations in Europe too. Over half the UK women expressed concern while 27% did in Poland.

ii. But sadness and annoyance too

Women reported a range of other feelings too – but to a much lesser degree. Worldwide, 11% express feelings of sadness. Again there are differences between Europe and the Latin American countries with 9% of European women recording sadness and a significantly greater number 12% of Latin American choosing that option.

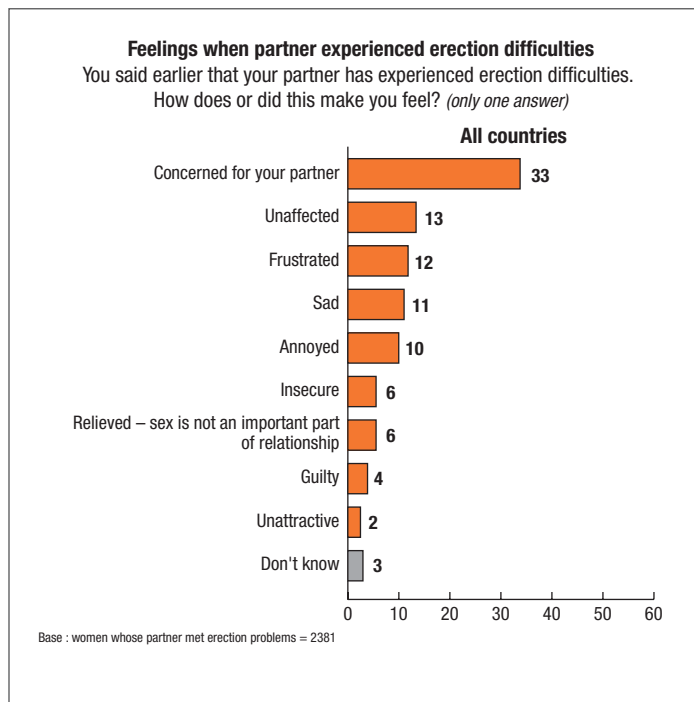


Figure 5: Feelings when partner experienced erection difficulties

ED annoyed 10% of women generally. Latin American women (14%) were significantly more annoyed than their European counterparts (5% – excludes Turkey). ED annoyed 36% of Saudi women whose partners experienced it – the highest figure recorded.

“ It is obsessive. The relationship revolves completely around this problem ”
Alejandra, Brazil, 46, partner with ED

iii. Some relieved, some unaffected

13% of women are of the opinion that they are unaffected by their partner's ED. This figure is higher, at 16%, for both Latin American and European countries. **6% of women are actually relieved that their partner is suffering from ED as sex is not an important part of their relationship.** This figure is greatest for Turkish women where 11% expressed their relief.

j) The causes of erectile dysfunction – according to women: stress, physical illness and psychological problems

The survey established women’s knowledge of and beliefs about the causes of ED. Women chose the two factors, from a set list, most likely to cause erection difficulties. **Women rated stress in daily life and at work as the main cause of ED. 44% opted for this option. The second most selected factor was health problems such as diabetes, hypertension or prostate-related illness (38%).** 30% of women identified psychological problems as a main factor causing ED. Ageing was another reason given, with 26% of women opting for this.

The results suggest that generally women do not feel that problems in relationships cause ED. Only 12% selected this option. Fewer women feel that it is a sign of their lack of attraction to their partner (6%). 5% don’t know what the main causes are.

Latin American countries rated ageing as more important than the other countries in the survey. 32% of these women identified this option as a main factor. A high figure (49%) for Venezuela rated ageing as more important. **French women too were more likely to choose ageing as a reason for ED than other European women (30%).** Among women from other countries, 40% of Saudis placed ageing as an important factor causing ED.

“ I am a bit disappointed because I think that it will never be like before. ”

Celine, 49, France, partner with ED

Saudi women see health issues as the primary cause of ED with 56% selecting the physical health reasons and 36% the psychological reasons. South Africans make a more even selection with more than 10% opting for each reason. These women also rate problems in their relationship more highly than

others do (27%). 17% of South African women also see their partner’s low self-confidence as a main cause of ED.

“ One consequence of over-working is that we do not think about sex anymore ”

Annie, France, 46, partner with ED

i. Finding the solution – nearly all would seek help from a professional

The survey assessed what advice a woman would give her partner should he experience ED. **The vast majority of women, 90%, would definitely or probably advise their partners to see a doctor should they experience erectile difficulties. Women would suggest that their partners seek treatments (79%)** while 76% would propose seeing a therapist or counsellor. See fig 6.

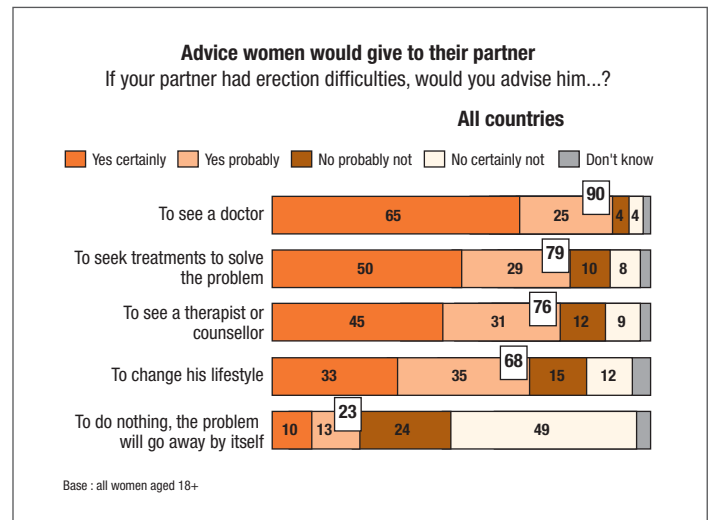


Figure 6: Reactions when partner experienced ED

Two-thirds of women would advise their partner to change their lifestyle as a way of addressing ED problems. 23% of all women believe that they would do nothing if their partner was suffering from ED.

Latin American women are much more likely to advise their partner to seek treatment with 90% saying that they would advise this course of action and

95% suggest that their partner should certainly or probably see a doctor. Of that figure, 73% would certainly advise their men to seek treatment. European women (excluding Turkey) are less likely to advise their partners to seek treatment with 68% opting for this choice.

Turkish women are the most likely to advise their partner to do nothing (39%) followed by Mexicans (34%) and French (32%). Polish women are most likely to advise their partners to change their lifestyle (82%).

ii. Responding to ED

There is a difference between how women believe they would act if their partner suffered from ED and how they actually respond when confronted by it. Less than half of all of the women (48%) whose partners experienced ED said that they talked with them about it. And just under a quarter of women (23%) did nothing. **Only 22% advised their partners to see a doctor.** (Note: women could choose several responses.) This highlights the lack of communication between couples facing ED. See fig 7.

13% of women whose partners suffered from ED reported that their partners went to the doctor on their own. Only 11% of their partners took prescription drugs. 8% of women accompanied their partner to the doctor.

A relatively small percentage of women sought information about ED and its treatments (9%). A few (7%) discussed the problem with their friends.

Latin American women are more likely than European women (excluding Turkey) to advise their partners to see a doctor, 25% as opposed to 15%. Their partners are more likely to take prescription drugs: 9% of Latin Americans as opposed to 4% of Europeans.

28% of European women (excluding Turkey) said that they did nothing when their partner suffered from ED. This figure contrasts with just 19% of Latin American women who gave the same response. Turkish women are the most likely to do nothing (43%).

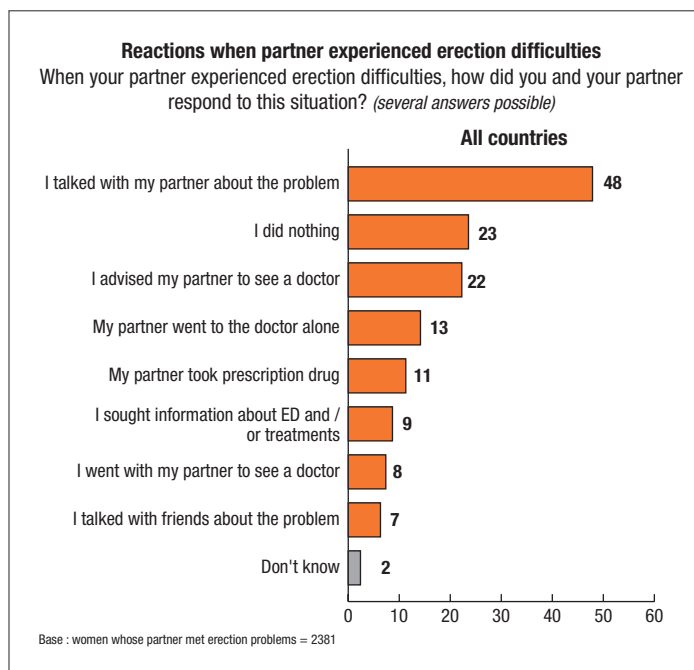


Figure 7: Reactions when partner experienced ED

Nearly half of the Saudi Arabian women whose partners suffered from ED stated that their partner took prescription drugs (48%). Close to a quarter of South African women reported the same (23%) while 20% of Venezuelan women selected this option. **South African, Venezuelan and Saudi women are more likely than other women to advise their partners to see a doctor** (42%, 33% and 27% respectively).

k) Knowledge about drug treatments for ED

i. Generally women are not well informed about ED

59% of women worldwide believe that they are not well informed or not informed at all about ED. Saudi Arabian women buck this trend in that 74% of them believe that they are informed.

“ He makes me understand that he does not want to talk about the subject. ”
Astrid, 50, Germany, partner with ED

There are very marked regional differences in that over 70% of Latin American women do not believe they are properly informed about ED; the corresponding European figure is 59%. Mexican and Spanish women recorded the greatest lack of information at 86% and 76% respectively.

ii. But most say they are aware of drug treatment options

The majority of women (57%) had heard about specific drugs for the treatment of ED, including Levitra, Viagra and Cialis. This figure rose to 67% among women whose partners had suffered from the complaint.

Saudi Arabian women are most aware of the availability of prescription drugs for ED with 93% of women whose partners suffered from it having heard of specific drugs for its treatment. Even among women whose partners were not affected, awareness was very high at 90%. Turkish women were least aware of the availability of drugs for treating ED with only 11% of those whose partners didn't suffer knowing about them and 16% of women who reported that their partners had ED.

Latin American women have a greater awareness of drug treatments for ED than their European counterparts. Three-quarters of women whose partners suffer from the complaint are aware of such treatments while 69% of those whose partners don't suffer are also aware of drug therapies. The respective figures for Europe are 62% and 52%.

Italian women, among Europeans, have the greatest awareness of specific drugs with figures of 80% for those whose partners are ED sufferers and 63% for those whose partners are not. Among Latin American women, those from Venezuela have the greatest awareness with 91% of women with partners suffering from ED and 79% of those who don't are aware of specific drugs for its treatment.

iii. And 73% of women believe drug treatments are effective

The survey explores women's beliefs about the effectiveness of drugs in treating ED. Overall, nearly half of women (48%) believed them to be effective. 35% of women did not have an opinion on their effectiveness. When the "don't know" responses are excluded **73% of women who had an opinion believed drug treatments to be effective.**

There are marked differences between continents and countries. Latin American women when compared to European women (excluding Turkey) generally had a greater belief in drug treatments' effectiveness. Excluding the "don't knows", 78% of these women believed that drug treatments are effective as opposed to 66% in Europe.

There are striking variations between countries. Excluding the "don't knows", *Saudi Arabian women have the greatest belief in the efficacy of drugs, at 91%.* Again, excluding the "don't knows", 83% of Venezuelan women believe drug treatments to be effective.

The high levels of "don't know" responses is noteworthy. These were greatest in Europe and least in Saudi Arabia. Only 9% of Saudi Arabian women opted for a "don't know" response. The UK has the highest "don't know" level at 58% followed by Turkey at 56%.

iv. Importantly, women are satisfied after partners' drug treatments

The survey asked women whose partners have taken drugs to treat ED how satisfied they were. 76% of women worldwide were satisfied, with 13% dissatisfied and a similar percentage undecided or "don't know". Saudi Arabian women recorded the greatest level of satisfaction with 91% satisfied. Over three-quarters of Latin American women were also satisfied. The South African and European figures for satisfaction were lower at 60% and 40% respectively. A relatively high percentage of South African women (21%) chose the "don't know" option. See fig 8.

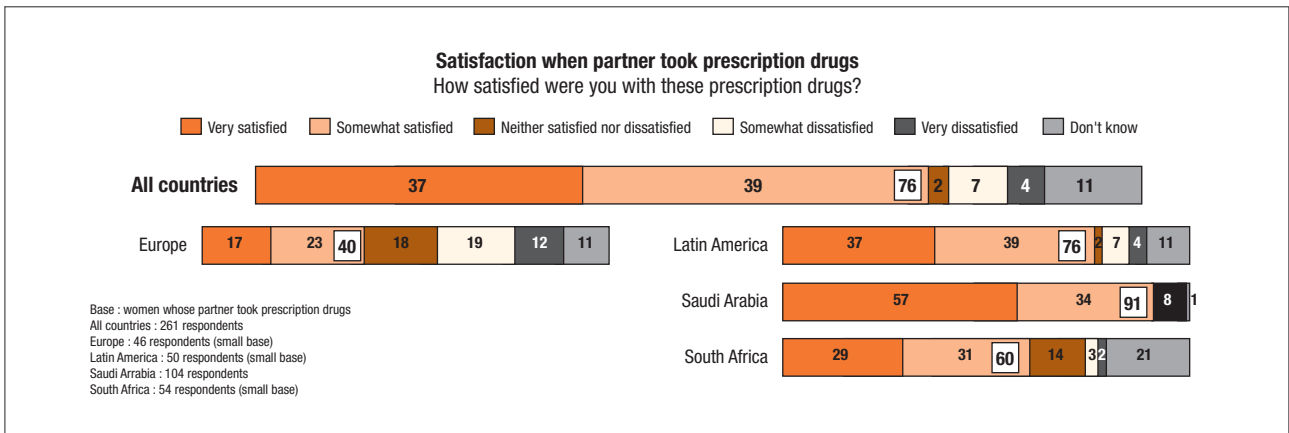


Figure 8: Importance of spontaneity and communication with the partner fig 4

I) Uncovering the Vitalsexual woman

Nearly half of all women aged over forty are Vitalsexuals according to the Bayer research. A Vitalsexual is someone:

- for whom sex is essential or important
- who wants spontaneity in their sex lives
- who believes that their partner's satisfaction is important
- who would advise a partner with ED to seek treatment.

The report found that 47% of the world's women fall into this category. Close to two-thirds of both Latin American and Saudi Arabian women (60%) are Vitalsexuals. Almost the same numbers of Polish women are Vitalsexuals (58%).

The **greatest proportion of Vitalsexuals is aged between 40 and 49 years**. The number decreases with age.

Expert Comment: Dr John Dean says *“Like the Vitalsexual man, the Vitalsexual woman wants more from life; they want to stay healthy, enjoy life, and continue to enjoy great sex. They have the maturity and experience to know that it's good to be a Vitalsexual – having more fun over forty.”*

i. Vitalsexuals demand more

Vitalsexual women are more likely to want to improve their sex life. 78% of Latin American Vitalsexual women want a better sex life. Just over half of European Vitalsexuals express the same preference.

ii. ED can have greater impact on Vitalsexuals

Sexual spontaneity is one of the characteristics that marks out the Vitalsexuals. Therefore any decline can affect the Vitalsexual woman more than her non-Vitalsexual counterpart. **However, Vitalsexuals value communication very highly and almost all (over 90%) are convinced that communication is an essential element of a couple's wellness and stability.**

Vitalsexual women are more likely to discuss ED with their partner. They value their own sexual pleasure highly, almost all think that it is important, and are more likely to address an issue that impedes its attainment.

Expert Comment: Dr. John Dean says *“The Vitalsexual woman experiences sex as an important affirmation of self; her enjoyment of a positive sexual life enhances her sense of well-being – she may feel good for many reasons but this report suggests that good sex makes her feel more attractive, more confident and more secure in her relationship. No-one would argue that sex is the only reason that she feels this way but, equally, no-one should deny its importance.”*

3. Conclusion

a) Research leads to definite conclusions

Women's attitudes to sex differ around the world. They hold certain views in common but place different emphases on the importance of different aspects of their relationships with their partners. Most agree that sex is important in their lives. Three-quarters of all women agree that this is the case.

i. Sex is important but for different reasons

This survey finds that two reasons stand out as to why women find sex important. Most women believe that sex strengthens their relationship with their partner. For some women, sex reassures them that their partners still find them attractive. Women therefore see sex as contributing to the health and stability of their relationship with their partner.

Latin American women are more interested in their personal health and satisfaction than women generally. They place significantly greater emphasis on their own sexual satisfaction than women elsewhere. They also have a greater belief in the positive health benefits that sex can offer. Latin American women are also more likely to look for improvements in their sex life than women elsewhere.

Saudi Arabian women are more likely to find that sex boosts their self-confidence as well as reassuring them that they are attractive to their partner.

ii. Communication is essential for women

Women believe that communication is an essential part of their sex lives. Sex communicates the stability and strength of their relationship; it also reassures them that their partners still find them attractive.

Women want to communicate more with their partners about their sex lives. This is the main change that women would make to their sexual relations. Coupled with the general findings about the importance of sex as a communication, this indicates strongly that women want to have deeper and more meaningful discussions with their partner about their sex lives and how they can be improved and developed.

iii. Ready to make love?

This survey shows that women value spontaneity in their sex lives. This strengthens the finding that women value sex as a communication. Spontaneous sex adds to women's sense of being attractive and reassures them about the intensity of their relationship.



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