

THE SEXUAL HEALTH DIVIDE

People are experiencing a gap in understanding the importance of sexual health and comfort levels in addressing related issues. There is a need to reduce barriers to addressing issues and improving people's sexual health outlook.

SEX IS CENTRAL

64 percent say their sex life impacts their overall life satisfaction...even more than time spent on themselves (56%) or quality of friendships (51%)



DIFFICULT LINKS

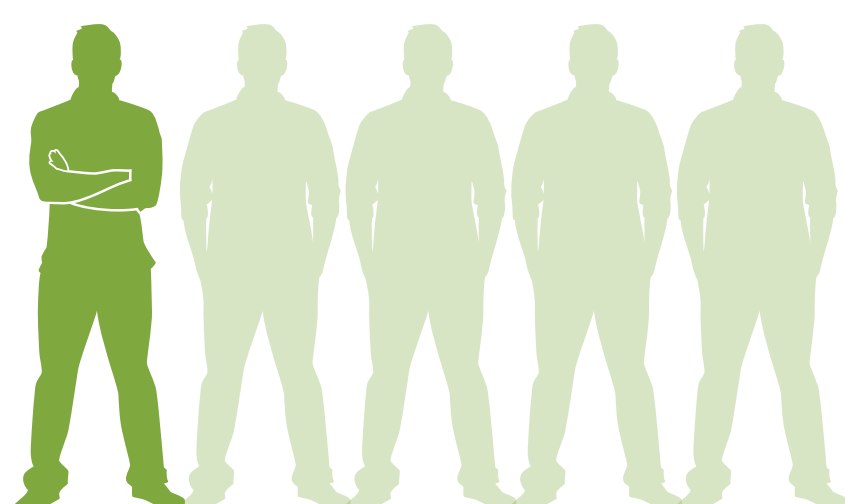
However, surveyed Americans facing sexual health problems are suffering



Feel healthy



Feel satisfied with sex life



Nearly 1 in 5 (19%) avoid sex altogether because of the sexual health problems they face

COMMUNICATION CHALLENGES

69 percent have never talked to a healthcare professional about problems that make it hard to have or enjoy sex

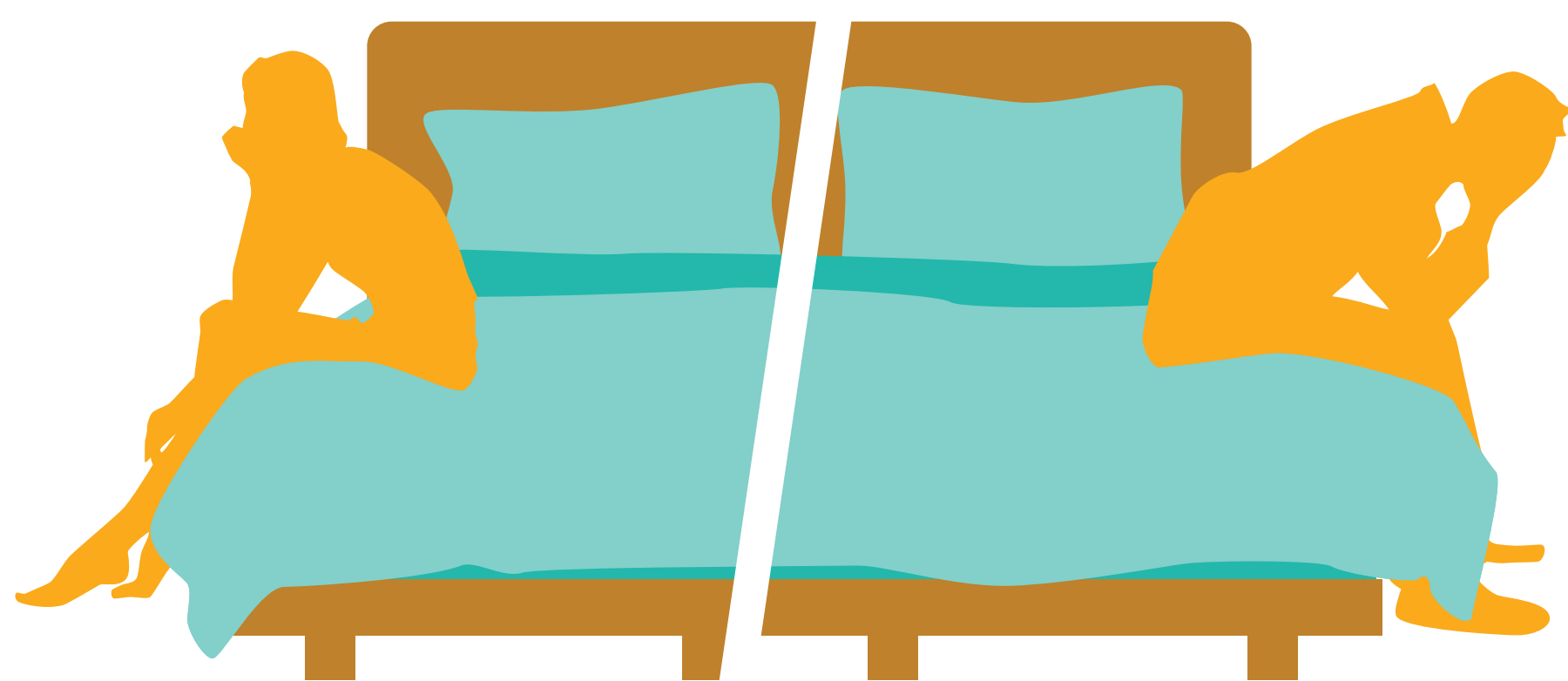
26 percent say that embarrassment about talking to a doctor is a barrier to addressing their sexual health issues



37 percent believe that embarrassment is an obstacle for their partners as well

UNCERTAIN FUTURES

46 percent tend to put off addressing relationship issues or never fully resolve them



More than a third (41%) of those surveyed – aged as young as 40 – believe they are resigned to a worse sex life in 20 years

This survey was conducted by Kelton between July 16th and July 29th, 2014 among 3,015 Americans ages 40-74 (1,503 men and 1,512 women) who are sexually active, in committed relationships, and dealing with at least one sexual health issue, using an e-mail invitation and an online survey. All respondents either experience or have a partner experiencing one of the following issues: erectile dysfunction, premature ejaculation, prostate issues, low testosterone, decreased sexual desire, inability in achieving orgasm, painful erections, overactive bladder, vaginal dryness or atrophy, painful sexual intercourse, or hormonal changes due to menopause. The margin of error is +/- 1.8 percentage points at the 95 percent confidence level.