



Americans Rate Sexual Satisfaction Low, Report Desire For More Pleasure According to New Trojan® Survey

Makers of Trojan brand condoms introduce Ecstasy™ and new vibrator products

Princeton, NJ – July 1, 2009 – Americans rate their sexual satisfaction as only just above average (6.5 out of 10) according to findings from a new survey released today by the makers of Trojan® Brand Condoms. While US men and women report having sex 84 times a year, or seven times a month, 71 percent say they are always looking for ways to increase pleasure in the bedroom, with 60 percent agreeing pleasure aids such as vibrators or massagers could really spice up lovemaking.

Increased vibrator usage could bode well for America’s overall sexual health. According to another recent study from researchers at the Center for Sexual Health Promotion at Indiana University, there is something to be said about vibrator usage and sexual health¹.

A National Pleasure Deficit?

The survey, commissioned by Trojan through StrategyOne and measuring sexual frequency and satisfaction, finds only about one fifth (21 percent) of respondents are “extremely satisfied” with their sex lives and one in three (30 percent) are generally “dissatisfied.”

Not surprisingly, two-thirds of Americans (62 percent) wish they were having sex more often, while a small, yet surprising, number of people report having too much sex (4 percent). Men (73 percent) are more likely than women (53 percent) to want more frequent sex.

Further, 83 percent of Americans believe good sex is an important part of overall health and wellbeing, and 76 percent say they are looking for ways to make their sex lives more exciting. Seventy-five percent believe “sex without an orgasm is like the Fourth of July without fireworks,” an appropriate descriptor with the Fourth of July being a traditional boom time for condom sales.

Fireworks Drive Condom Sales

“The Fourth of July is historically a big sales event for condom manufacturers and distributors,” said Jim Daniels, Vice President of Marketing for Trojan Brand Condoms. “When the holiday falls on a long weekend, another traditional condom sales driver, the resulting sales spike can be even more pronounced making it an ideal time to introduce new products into the marketplace.”

¹Herbenick, D., Reece, M., Sanders, S.A., Dodge, B., Ghassemi, A., & Fortenberry, J.D. (2009). Prevalence and characteristics of vibrator use by women in the United States: Results from a nationally representative study. *Journal of Sexual Medicine*, 6, 1857-1866.

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To help enhance the pleasure of Americans, the makers of Trojan Brand Condoms recently released their newest product innovation, Trojan Ecstasy, which is available in Ultra Ribbed™, Magnum™ and Her Pleasure™ varieties (average SRP of \$9.99) and employs a groundbreaking new design. This new design has resulted in some of the highest pleasure and satisfaction consumer test scores in Trojan product history.

“With Trojan Ecstasy, we took a completely different approach to design and created a condom shape that was actually bigger at the tip to allow for a more natural fit for him. The condom is also lubricated on both sides for an incredibly natural feel for both partners,” said Mike Harrison, chief principal scientist and condom innovator for Trojan Brand Condoms. “By doing this we created a condom that feels like nothing is there.”

The makers of Trojan Brand Condoms are also introducing the newest addition to their innovative vibrations line-up, the Trojan Her Pleasure Vibrating Mini™. Available for an SRP of \$19.99, the Trojan Her Pleasure Vibrating Mini joins other Trojan Vibrations products, including the new Trojan Multi-Speed Vibrating Ring™ and Her Pleasure Vibrating Touch Fingertip Massager™. These products are available at select retailers nationwide.

The Cities of Ecstasy

While Trojan Ecstasy condoms will be available nationwide, the Trojan States of Pleasure survey points to sexual pleasure and frequency discrepancies among the largest US metropolitan areas. According to the data, sexual satisfaction is highest in Atlanta (73 percent) and New York (71 percent) and lowest in San Francisco (63 percent) and Philadelphia (64 percent).

Meanwhile, Houston residents have the most sex per year by a large margin, with residents reporting having sex 101 times annually. Atlanta ranks second in sexual frequency (88 times per year), while San Franciscans report having the least sex (60 times per year). Philadelphia, Dallas-Fort Worth and Chicago all report the second lowest rates of sexual activity at 73 times per year.

Sexual Frequency by City (per year):

1. Houston	101
2. Atlanta	88
3. Washington D.C.	86
4. Los Angeles	82
5. New York	80
6. Boston	79
7. Chicago	73
8. Dallas/Ft. Worth	73
9. Philadelphia	73
10. San Francisco	60

Rates of Sexual Satisfaction by City:

1. Atlanta	73%
2. New York	71%
3. Houston	70%
4. Dallas/Ft. Worth	67%
5. Chicago	66%
6. Los Angeles	66%
7. Washington D.C.	65%
8. Philadelphia	64%
9. San Francisco	63%
10. Boston	60%

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About The Survey

The Survey was conducted on behalf of Trojan brand condoms by StrategyOne, a full-service corporate positioning, market research and strategic communications agency in New York, NY. The survey was conducted online among a sample of 1,000 men and women 18+ using the field services of Greenfield Online. The results are nationally representative of the U.S. and have a margin of error of +/- 3.1 percent at the 95 percent confidence level. A total of 150 surveys were also conducted online among adults 18+ in each of the ten largest U.S. cities. For each city, the results are representative on age, education and ethnicity with a margin of error of +/- 8 percent.

About Trojan®

TROJAN® Brand Condoms are America's #1 condom and have been trusted for over 90 years. TROJAN® Brand Latex Condoms are made from premium quality latex to help reduce the risk of unwanted pregnancy and sexually transmitted infections. Every condom is electronically tested to help ensure reliability. There are over 29 varieties of TROJAN® Brand Condoms. More Americans trust the TROJAN® brand than any other condom. For more information, visit www.trojancondoms.com.

About StrategyOne

Founded in 1999, StrategyOne is a full-service corporate positioning, market research and strategic communications agency with global research capabilities and offices in New York, Washington, DC, Chicago, Atlanta, London and Paris. StrategyOne utilizes a full suite of qualitative and quantitative methodologies to design custom primary research for clients in a wide range of industries to support their communications and marketing objectives.

Contact:

Bjorn Trowery
Edelman
212-704-4556
bjorn.trowery@edelman.com

Allison Goldstein
Edelman
212-704-4511
allison.goldstein@edelman.com