

## **LIFESTYLES VALENTINE'S DAY SURVEY PROVES SEX IS BETTER THAN CHOCOLATE!**

**New York, NY – February 6, 2006:** For those that may have thought that chocolate is better than sex, finally proof that sex IS better than chocolate! According to a nationwide survey commissioned by condom brand LifeStyles and conducted by Harris Interactive®, U.S. women are more likely to want to have sex this Valentine's Day (52%) than to receive the traditional cards (45%), flowers (41%), chocolates (30%), jewelry (27%) and lingerie (10%).

The LifeStyles Condoms Valentine's Day survey also found that more U.S. women want sexual satisfaction this Valentine's Day than want chocolate and items such as jewelry and lingerie, but amazingly a card or flowers are desired by more women than sexual satisfaction!

**Base: All U.S. women**

<b>Valentine's Day</b>	<b>% who received last year (2005)</b>	<b>% who want this year (2006)</b>
Card	44%	45%
Flowers	24%	41%
Sexual Satisfaction	16%	32%
Chocolate	26%	30%
Jewelry	8%	27%
Lingerie	2%	10%
Other	11%	13%
Nothing	34%	17%
Decline to answer	2%	3%

\* Multiple responses were allowed in an online survey conducted by Harris Interactive® on behalf of LifeStyles Condoms

The LifeStyles Condoms survey differentiated between 'sex' and 'sexual satisfaction' to find that while 52% of women want to have sex this Valentine's Day, just 32% of women say they desire sexual satisfaction that day. The research shows that just 27% of women admit to having had sex last Valentine's Day while 16% of women say they received sexual satisfaction that day in 2005.

Carol Carrozza from LifeStyles Condoms said, "These Valentine's Day research results are in line with our own previous research which has shown us that around 60% of the women having sex are receiving sexual satisfaction. The 40% left unsatisfied is why we created the '4Play By Lifestyles' range which includes novelty items to enhance sexual activity along themes such as touch, taste, tease and even vibes, to help couples relax and have fun during sex to assist in satisfaction, as well as our very new SUSTAIN FOR MEN product, which is a performance enhancer supplement."

### **The LifeStyles Condoms Valentine's Day Survey of women also reveals that:**

- Many more women want jewelry and lingerie than indicated they received these gifts last year
- 34% responded they did not receive anything last year. 17% of women don't want anything this year
- Desire for sex on Valentine's Day drops dramatically in U.S. women aged 45+
  - 76% of U.S. women aged 18 to 34 want to have sex on this Valentine's Day
  - 67% of U.S. women aged 35 to 44 want to have sex on this Valentine's Day
  - 50% of U.S. women aged 45 to 54 want to have sex on this Valentine's Day
  - 24% of U.S. women aged 55+ want to have sex on this Valentine's Day
- For this Valentine's Day, a majority of younger women (53% of ages 18 – 34) desire sexual satisfaction, which is far greater than the 22% of U.S. women ages 35+ desiring sexual satisfaction.
- Women who have never married (42%) are more likely than married (28%) and divorced, separated or widowed (25%) women to want sexual satisfaction for this Valentine's Day.

**For more information, more images of 4Play By LifeStyles or interviews with Carol Carrozza from LifeStyles Condoms, contact Joe Naughton on 212 377 1971 or at [joe@dreamcoat.biz](mailto:joe@dreamcoat.biz)**

### **About the Survey**

Harris Interactive® fielded the online survey on behalf of Ansell Limited between January 24 and 26, 2006 among a nationwide sample of 1,195 U.S. women 18 years of age or older. The data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity and propensity to be online. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample of women have a sampling error of plus or minus 4.5 percentage points. This online sample is not a probability sample.

### **About Harris Interactive®**

Harris Interactive Inc. ([www.harrisinteractive.com](http://www.harrisinteractive.com)), based in Rochester, New York, is the 13<sup>th</sup> largest and the fastest-growing market research firm in the world, most widely known for *The Harris Poll*® and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value. Harris Interactive serves clients worldwide through its United States, Europe ([www.harrisinteractive.com/europe](http://www.harrisinteractive.com/europe)) and Asia offices, its wholly-owned subsidiary Novatris in Paris, France ([www.novatris.com](http://www.novatris.com)), and through an independent global network of affiliate market research companies. EOE M/F/D/V

### **About LifeStyles Condoms / ANSELL**

LifeStyles is a division of Ansell Healthcare LLC, a global leader in healthcare barrier protective products with operations in the Americas, Europe and Asia. Information on Ansell and its products can be found at <http://www.ansell.com>

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