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Interview dates: October 01 – October 10, 2010  
 Interviews: 1,532 adults  
 Including 945 adults between ages 45 and 65  
 Sampling margin of error for a 50% statistic with 95%  
 confidence is: ±3.5 for all adults.  
 The margin of error is ±3.9 for those 45-65 years old

ASSOCIATED PRESS-LIFEGOESSTRONG.COM  
 RELATIONSHIPS SURVEY  
 CONDUCTED BY KNOWLEDGE NETWORKS  
 October 10, 2010

**NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.**

**Q1.** When you think about how things are going in your life in general, would you say you are...

		18-29	30-44	45-65	66+
Very happy	34	43	32	30	37
Somewhat happy	44	40	44	44	47
Neither happy nor unhappy	10	6	11	11	12
Somewhat unhappy	9	9	10	12	4
Very unhappy	2	2	2	2	2
Refused	1	1	1	0	0

**Q2.** In general, how often do you experience stress in your daily life?

		18-29	30-44	45-65	66+
Extremely often	10	12	12	11	3
Very often	22	16	31	22	13
Moderately often	36	38	34	40	26
Not too often	26	28	17	24	44
Not often at all	6	6	6	3	13
Refused	0	0	0	0	1

**Q3.** Would you say that, in general, your health is...

		18-29	30-44	45-65	66+
Excellent	15	27	12	12	10
Good	55	53	59	53	59
Fair	24	19	24	27	23
Poor	5	0	4	7	7
Very poor	1	1	1	1	1
Refused	0	1	0	0	0

**Q4.** Below is a list of things that can impact some people's quality of life. How important are each of the following to you personally when it comes to your quality of life?

Please rate the importance of each one. How about...

[GRID - RANDOMIZED]

		Extremely important	Very important	Moderately important	Not too important	Not important at all	Refused
Close relationships with family		47	35	14	3	1	1
	18-29	48	34	16	1	1	0
	30-44	46	34	12	4	2	2
	45-65	45	35	15	4	1	0
	66+	53	34	8	3	2	1
Close relationships with friends		24	43	25	6	1	0
	18-29	28	46	21	3	2	0
	30-44	23	47	22	7	2	0
	45-65	21	41	28	7	1	1
	66+	26	36	31	7	0	0
A satisfying sex life		19	32	26	13	10	1
	18-29	23	38	23	11	6	0
	30-44	29	34	21	10	5	1
	45-65	14	33	29	15	7	1
	66+	6	16	29	17	31	1
Financial security		37	44	16	2	1	0
	18-29	35	41	22	1	1	0
	30-44	44	38	14	2	1	0
	45-65	36	45	15	2	1	1
	66+	29	57	12	1	1	0
Good health		49	39	11	0	1	1
	18-29	43	40	15	0	1	1
	30-44	53	34	12	0	1	0
	45-65	47	42	10	0	0	1
	66+	53	39	5	0	1	1
Spirituality		37	26	21	10	6	0
	18-29	38	20	25	9	8	1
	30-44	36	32	20	9	4	0
	45-65	37	25	20	12	6	1
	66+	34	29	19	10	7	2
Romance		19	35	28	11	7	0
	18-29	23	43	28	3	3	0
	30-44	25	35	28	9	3	0
	45-65	15	36	30	12	6	1
	66+	13	20	24	22	21	0

**Q4 CONT.**

		Extremely important	Very important	Moderately important	Not too important	Not important at all	Refused
An active intellectual life		21	46	27	4	1	0
	18-29	29	46	23	2	1	0
	30-44	20	48	26	4	2	0
	45-65	20	47	27	4	1	1
	66+	18	41	32	8	0	1
Connections with your local community		4	16	47	24	7	1
	18-29	5	13	54	21	6	1
	30-44	6	16	47	24	6	2
	45-65	4	19	43	27	7	0
	66+	3	17	47	23	10	0

**Q5. Which comes closest to your view?**

		18-29	30-44	45-65	66+
Sex becomes less important to most people as they get older	50	34	45	51	76
Sex is just as important to most older people as to most younger people	45	55	47	46	23
Sex becomes more important to most people as they get older	5	11	7	2	2
Refused	0	0	0	1	0

**Q6. Which comes closest to your view?**

		18-29	30-44	45-65	66+
Sexual activity is a critical part of a strong relationship	51	52	71	45	29
Couples can have a strong relationship without sexual activity	48	46	29	54	68
Refused	1	1	0	1	2

**Q7.** How satisfied or dissatisfied are you with your sex life?

		18-29	30-44	45-65	66+
Extremely satisfied	12	21	14	7	11
Very satisfied	23	28	24	22	17
Somewhat satisfied	20	18	26	22	10
Neither satisfied nor dissatisfied	23	18	17	23	40
Somewhat dissatisfied	10	6	11	12	8
Very dissatisfied	5	4	3	7	4
Extremely dissatisfied	5	2	6	5	5
Refused	2	2	0	2	4

**Q8.** And compared to 10 years ago, would you say that your own sex life has become more satisfying, less satisfying, or neither more nor less satisfying?

		18-29	30-44	45-65	66+
More satisfying	30	55	37	20	6
Less satisfying	28	6	31	35	37
Neither	41	38	31	44	57
Refused	1	1	0	2	0

**Q10.** Would you say that as you personally have gotten older, sex has become more important to your relationships, less important, or has there been no difference in the importance of sex to your relationships?

		18-29	30-44	45-65	66+
More important	20	36	27	11	5
Less important	34	14	29	42	53
No difference	45	48	43	46	41
Refused	1	2	1	1	1

**Q10a.** Would you say that as you personally have gotten older, your own sex drive has increased, decreased, or stayed about the same?

		18-29	30-44	45-65	66+
Increased	20	45	27	7	2
Decreased	40	13	33	51	66
Stayed about the same	39	40	39	41	31
Refused	1	2	1	1	1

**Q11.** What would you say is your most attractive attribute to others?

**Open-ended response coded**

		18-29	30-44	45-65	66+
<b>Physical – NET</b>	<b>27</b>	<b>45</b>	<b>35</b>	<b>17</b>	<b>11</b>
Eyes	7	9	11	5	*
Smile	7	9	7	7	4
Other face mention	4	11	3	2	4
Chest	2	4	2	1	--
Backside	1	2	2	*	--
Body – specific mention	1	*	4	*	--
Physical/Looks – other mentions	5	10	6	3	3
<b>Non-physical – NET</b>	<b>52</b>	<b>37</b>	<b>41</b>	<b>63</b>	<b>63</b>
Personality/Attitude	16	19	10	17	17
Caring/Kind/Nice	8	2	7	10	11
Humor	7	4	8	9	6
Non-physical/Personality traits – other mentions	21	13	16	27	30
Everything	1	3	*	*	1
Other	2	1	2	3	5
Nothing	2	1	2	2	1
Don't know	5	6	5	6	4
Refused	15	11	19	13	18

*\*Multiple response possible. Percentages sum to greater than 100%.*

**Q12.** In general, how physically attractive would you say you are to others?

		18-29	30-44	45-65	66+
Extremely attractive	2	2	3	2	1
Very attractive	18	33	20	13	8
Moderately attractive	59	51	55	63	63
Not too attractive	16	11	14	17	20
Not attractive at all	4	1	6	4	4
Refused	2	1	3	1	4

**Q13.** What would you say is your most attractive physical attribute?

**Open-ended response coded**

		18-29	30-44	45-65	66+
<b>Physical – NET</b>	<b>67</b>	<b>74</b>	<b>69</b>	<b>68</b>	<b>54</b>
Eyes	17	16	21	18	10
Smile	11	10	8	12	14
Other face mention	13	16	9	15	13
Chest	5	9	8	3	--
Backside	3	6	5	2	1
Body – specific mention	2	3	2	3	2
Physical/Looks – other mentions	16	14	17	16	15
<b>Non-physical – NET</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>8</b>	<b>11</b>
Personality/Attitude	1	1	*	2	1
Caring/Kind/Nice	1	--	--	1	3
Humor	--	--	--	*	--
Non-physical/Personality traits – other mentions	4	2	4	5	7
Everything	1	3	*	*	--
Other	2	3	1	2	6
Nothing	3	3	2	4	2
Don't know	6	4	5	7	6
Refused	17	11	21	15	23

*\*Multiple response possible. Percentages sum to greater than 100%.*

**Q14.** Thinking of the past six months, about how often have you done each of the following?

[GRID - RANDOMIZED]

	Every day	More than once a week	Once a week	Once or twice a month	Less than once a month	Never	Refused
Sexual intercourse	3	20	13	13	13	32	6
18-29	6	27	14	9	11	27	6
30-44	6	31	12	18	9	18	5
45-65	1	14	14	14	18	32	7
66+	0	2	8	6	13	63	9
Sexual touching or caressing	10	23	10	11	13	28	6
18-29	14	24	11	11	13	22	6
30-44	11	31	9	14	11	19	5
45-65	7	21	11	11	16	28	6
66+	6	15	7	7	12	47	7
Oral Sex	1	9	8	11	20	44	7
18-29	4	12	11	11	25	31	6
30-44	2	14	12	14	23	30	5
45-65	0	7	8	11	19	48	7
66+	0	1	1	5	6	79	8
Self stimulation	4	12	11	15	17	35	7
18-29	6	14	14	17	14	30	6
30-44	4	16	18	14	16	26	6
45-65	3	11	7	16	20	36	7
66+	0	4	6	8	16	57	10

**Q15.** Thinking of the past seven days, did you do any of the following?

[GRID - RANDOMIZED]

	Yes	No	Refused
Sexual intercourse	38	57	6
18-29	45	50	5
30-44	52	43	5
45-65	34	60	6
66+	12	81	7
Sexual touching or caressing	46	49	5
18-29	55	40	5
30-44	52	43	5
45-65	41	53	6
66+	31	63	6
Oral sex	19	75	6
18-29	23	73	4
30-44	29	65	6
45-65	17	77	7
66+	4	89	7
Self stimulation	31	63	6
18-29	35	59	6
30-44	39	56	5
45-65	29	64	7
66+	14	79	6

**Q16.** Which of the following best describes your current relationship status?

		18-29	30-44	45-65	66+
Single and not dating	16	24	18	16	3
Single and dating	13	33	11	7	2
Engaged	5	12	5	2	1
Married	48	29	54	52	52
Divorced and dating	4	0	5	6	1
Divorced and not dating	6	0	3	11	9
Separated and not dating	1	1	1	2	1
Separated and dating	0	1	0	1	0
Widowed and not dating	6	0	1	3	29
Widowed and dating	1	0	1	1	2
Refused	1	0	0	1	1

**Q17.** Do you currently have a regular sexual partner, or not?

		18-29	30-44	45-65	66+
Currently have a regular sexual partner	64	65	77	63	39
Currently do NOT have a regular sexual partner	35	33	23	36	59
Refused	1	1	0	2	3

**Q18.** How many sexual partners do you currently have?

[ask if YES to Q17, Q17 = 1]

[number box]

		18-29	30-44	45-65	66+
1	94	96	91	95	97
2	3	4	4	1	3
3	1	0	1	1	0
Refused	2	0	4	3	0

**Q19.** Have you had at least one sexual partner within the past 6 months, or not?

[ask if NO to Q17 or REFUSED]

		18-29	30-44	45-65	66+
Have had at least one sexual partner within the past 6 months	19	21	23	24	4
Have not had ANY sexual partners within the past 6 months	80	75	77	74	94
Refused	1	4	0	1	2

**Q19a.** How important is it that both partners be physically attracted to each other in order for them to have a healthy sexual relationship? Is it...

		18-29	30-44	45-65	66+
Extremely important	28	38	35	21	17
Very important	41	42	34	44	42
Moderately important	24	17	25	27	28
Not too important	4	2	4	4	6
Not important at all	3	1	2	2	6
Refused	1	0	0	1	1

**Q20.** In general, would you describe your [current/primary/most recent] sexual partner as:  
 [ask if YES to Q17 or YES to Q19]

		18-29	30-44	45-65	66+
Extremely physically attractive	20	36	22	11	13
Very physically attractive	40	41	40	38	49
Moderately physically attractive	33	21	32	41	29
Not too physically attractive	5	2	5	6	6
Not at all physically attractive	1	0	1	3	1
Refused	1	0	1	1	1

**Q21.** What would you say is your [current/primary/most recent] sexual partner's most attractive physical attribute?  
 [ask if YES to Q17 or YES to Q19]

**Open-ended response coded**

		18-29	30-44	45-65	66+
<b>Physical – NET</b>	<b>70</b>	<b>72</b>	<b>71</b>	<b>69</b>	<b>48</b>
Eyes	11	17	9	10	4
Smile	8	7	6	9	11
Other face mention	9	9	6	11	4
Chest	9	5	14	9	5
Backside	5	7	5	6	--
Body – specific mention	10	13	9	8	7
Physical/Looks – other mentions	18	14	22	16	17
<b>Non-physical – NET</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>10</b>	<b>10</b>
Personality/Attitude	3	4	1	3	4
Caring/Kind/Nice	1	--	--	1	2
Humor	*	--	*	*	--
Non-physical/Personality traits – other mentions	4	1	4	6	4
Everything	4	9	4	2	3
Other	2	3	1	2	2
Nothing	1	1	*	2	3
Don't know	1	--	1	2	--
Refused	16	10	18	14	34

*\*Multiple response possible. Percentages sum to greater than 100%.*

**Q22.** Would you say your PARTNER...

[ask if YES to Q17 or YES to Q19]

		18-29	30-44	45-65	66+
Wants to have sex <u>MORE OFTEN</u> than you want to have sex	32	34	34	32	24
Wants to have sex <u>LESS OFTEN</u> than you want to have sex	26	15	28	32	26
Wants to have sex <u>ABOUT AS OFTEN</u> as you want to have sex	28	51	36	35	34
Refused	3	0	2	2	16

**Q23.** Have you ever fantasized about having sex with a partner other than your [current/primary] sexual partner, or haven't you done that?

[ask if YES to Q17]

		18-29	30-44	45-65	66+
Yes, have fantasized about having sex with someone other than my [PARTNER STATUS] partner	55	46	59	60	46
No, have never fantasized about having sex with someone other than my [PARTNER STATUS] partner	42	54	37	37	47
Refused	3	0	4	3	7

**Q23a.** Have you ever discussed sexual issues with a medical doctor, or haven't you done that?

		18-29	30-44	45-65	66+
Have discussed sexual issues with a medical doctor	26	21	21	34	24
Have never discussed sexual issues with a medical doctor	73	78	79	66	73
Refused	1	1	0	1	4

**Q24a.** How well do you feel your medical doctors were able to answer your questions about sexual issues? Would you say that they were able to answer your questions?

[ask if YES to Q23a]

		45-65
Extremely well	15	18
Very well	39	35
Moderately well	28	30
Not too well	13	13
Not well at all	5	3
Refused	0	1

*\*Too few respondents age 18-44 or 66+ to report.*

**Q25a.** Have you ever had any problems related to sexual functioning, or not?

		18-29	30-44	45-65	66+
Have had sexual functioning problems	22	10	18	29	27
Have never had sexual functioning problems	76	90	81	69	67
Refused	2	0	0	2	5

**Q26a.** Have you ever sought treatment from a medical professional for any problems related to sexual functioning, or haven't you done that?

[ask if Q25a = 2]

		45-65
Yes, have sought treatment	37	46
No, have NOT sought treatment	62	53
Refused	1	1

*\*Too few respondents age 18-44 or 66+ to report.*

**Q26b.** Have you ever taken any kind of medicine or had any treatment for any problems related to sexual functioning, or haven't you done that?

		18-29	30-44	45-65	66+
Yes, have taken medication or treatment	8	2	3	12	14
No, have not taken medication or treatment	91	96	97	86	85
Refused	1	1	0	2	1

**Q26c.** Before the first time you started taking medicine or having treatment for problems related to sexual functioning, did you discuss your treatment plan with your primary sexual partner, or did you keep it a private matter between you and your medical doctor?

[ask if Q26b = 2(YES)]

		45-65
Discussed the treatment plan with my primary sexual partner	71	69
Kept it a private matter between me and my medical doctor	28	31
Refused	1	0

*\*Too few respondents age 18-44 or 66+ to report.*

**Q27.** When did you first have sexual intercourse? Was it...

[ask if EVER MARRIED, Q16 = 4-10]

		30-44	45-65	66+
Before you were married for the first time, with a different partner other than your first spouse	57	75	62	33
Before you were married for the first time, with your first spouse	20	14	21	26
After you were married for the first time, with your first spouse	18	8	14	33
Refused	4	3	3	8

*\*Too few respondents age 18-29 to report.*

**Q28.** Do you think you still have more to learn about sex, or do you think you've pretty much learned everything there is to know about sex?

		18-29	30-44	45-65	66+
Have more to learn about sex	45	59	49	43	23
Have pretty much learned everything there is to know about sex	52	39	50	54	69
Refused	3	2	1	3	8

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**DEMOGRAPHICS**

**AGE**

18-29	22
30-44	26
45-65	37
66+	15

**GENDER**

		18-29	30-44	45-65	66+
Male	48	49	49	49	44
Female	52	51	51	51	56

**EDUCATION**

		18-29	30-44	45-65	66+
Less than high school	13	14	11	11	21
High school	31	30	28	32	36
Some college	28	36	27	27	20
Bachelors degree or higher	28	20	34	30	24

**RACE / ETHNICITY**

		18-29	30-44	45-65	66+
White, Non-Hispanic	68	61	59	73	82
Black, Non-Hispanic	11	16	12	11	4
Other, Non-Hispanic	5	4	8	5	3
Hispanic	14	17	19	10	11
2+ Races, Non-Hispanic	1	1	2	1	0

**CENSUS REGION**

		18-29	30-44	45-65	66+
Northeast	19	18	18	19	21
Midwest	21	20	21	22	22
South	37	38	37	37	38
West	23	25	24	22	20

## MARITAL STATUS

		18-29	30-44	45-65	66+
Married	46	28	52	51	51
Single (never married)	6	0	1	3	32
Divorced	13	1	9	23	13
Widowed	2	1	4	3	2
Separated	24	51	25	15	2
Living with Partner	8	18	9	5	2

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## METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

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