

Boomers prefer to watch TV than have sex: study

*CTV.ca News Staff
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A new study suggests Canadian baby boomers are more likely to fall asleep watching *Law & Order* than exchanging an intimate caress with their partner.

The Ipsos-Reid survey suggests Canadians between 40 and 64 dedicate an average of just 15 minutes a day to sex and romance.

About 40 per cent of boomers surveyed said they don't have enough time for more sex, 58 per cent said they are too tired, and 42 per cent said they are too stressed out to spend more time getting frisky between the sheets. But they said they spent as much as four or five hours per day watching television or surfing the Internet.

However, the boomers surveyed said that although they're having sex less often, the sex isn't any less enjoyable than it used to be. Only 28 per cent of those surveyed said sex was better when they were in their 20s than it is now.

Almost half of the 2,500 boomers surveyed said sex is still intimate and tender, and more than 80 per cent said they feel loved and appreciated after sex.

Boomers said their sexual activity reached its peak when they were in their 30s. When describing sex in their 20s, 57 per cent of boomers said sex then was "exciting," 56 per cent said it was "fun," 49 per cent said it was "adventurous," and 28 per cent said sex in their 20s was "wild."

The survey also found that by a slight margin, boomers prefer good food to good sex. About 28 per cent said they find the lure of a gourmet restaurant tempting, while 25 per cent said they are tempted by the promise of a night of sex.

But in Ontario, making whoopee narrowly edged out cooking, with 28 per cent saying they preferred the Joy of Sex to 25 per cent who preferred the Joy of Cooking.

The survey was commissioned by Pfizer, the maker of Viagra.