



## **Pfizer Reveals What-The-Facts of Sexual Habits**

### ***Survey conducted to find out the bedroom habits and satisfaction levels of sexual partners***

**KUALA LUMPUR, 14 April 2017** - While sexual intercourse might be perceived to be an unplanned, 'spur-of-the-moment' act, the findings from Pfizer's Global Sexual Habits Survey unveiled that for a change, men actually do plan for something in their lives – sexual intercourse, and surprisingly they do so hours in advance.

Prof Dato Dr Zulkifli Md. Zainuddin, Consultant Urologist, shared, "These survey results tell us that this group of men is not necessarily looking to be sexually spontaneous, but instead they enjoy planning the act of sexual intercourse and knowing what to expect. In fact, it does not come as a surprise to us that 83% of ED medication users always or sometimes planned a specific time in advance to have sexual intercourse. Not only that, time also played an important factor when it comes to planning as seven out of 10 (70%) men typically had sexual intercourse within one hour of dosing and almost all men (96%) had sexual intercourse within four hours of dosing."

Given that sex is at the very core of human nature, people should be more open to discussing the topic, especially when it comes to sexual performance. Amongst the sex-related problems experienced by men, one of the more commonly identified obstacles to a healthy sex life is erectile dysfunction (ED). However, ED is perceived as a taboo topic of conversation amongst men regardless if they are in a long-term relationship, single or in the dating scene. This reluctance to discuss their *private* issue means that many are suffering in silence. Not only so, this suffering can bring stress and frustration as they are unable to perform under the sheets which in turn affect their emotions and confidence.

What many men and even some women fail to understand is that ED is not a benchmark of the men's sexual desire. ED is more often than not caused by various factors such as situational anxiety, depression, loss of confidence, doubt, embarrassment or negative feelings about his body, or unrealistic expectations of sexual performance.<sup>1</sup> And in a fast pace and competitive environment, these trigger factors are very common.

The stress and frustration that men endure can have a direct impact on the relationship they have with their sexual partners – and to some extent, it may even cause marital disharmony. In some cases, men do not have an outlet for their anxiety; they can turn to other vices, or even withdraw emotionally and physically from their partners. This is most likely due to their fear that any physical affection will prompt a request or desire for intercourse from their partners and remind them of their inability to achieve an erection.

There is also a general misconception that ED only affects men. What people often do not realise is that ED also affects their partners just as much – because ED is a shared symptom, it needs support from their partners and understanding from the men themselves. The best way to approach this is through open discussion. This is supported by Pfizer's study which also corroborates that there is need for sexual partners to discuss openly about ED. Sexual partners need to communicate their sexual needs as well as



their ability to perform. By communicating openly, it puts less pressure on sexual partners and hence they will be able to plan their special moment together with satisfaction.

Since the topic of ED is not openly discussed and accepted, men often feel that they are alone in their ailment. But studies have shown that around one in every 10 men has a sex-related problem, such as ED. It is so common that regardless of age, you, your best friend or even your neighbour may have it, yet, everyone is reluctant to open-up and discuss the issue. The most current data indicate that 69.5% of Malaysian men above 40 years of age have ED. Out of this data, men above 60 years of age showed a higher prevalence of ED.<sup>2</sup>

That said, ED is not an end to their sex life. The good news is that ED is a treatable condition. It can be treated with medication or by making lifestyle choices such as reducing alcohol intake, stopping smoking and changing eating habits. First and foremost, it is to break the taboo that surrounds ED. This gives men the freedom to stand up and accept the fact that they have from ED. From there, they need to speak-up and seek help from their doctors on how they can overcome their condition.

"53% of men in Malaysia consider a healthy sex life to be critical for a healthy marriage. Don't get discouraged and let ED affect your relationship. The most important element to regaining sexual function is to know that there are many steps you can take to improve your condition, such as exercising and practicing a healthy and balanced diet", said Prof Dr George Lee, Consultant Urologist from Gleneagles Hospital Kuala Lumpur. In the meantime, as you are working towards your goal of overcoming erectile dysfunction, you can still enjoy intimacy; all it takes is a little planning. Past research also shows that disagreements related to sex can be very difficult to resolve successfully.<sup>4</sup> We know you're eager, but it really does pay to plan and discuss with your partner about your condition".

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### **About Erectile Dysfunction**

Erectile dysfunction, or ED, is the inability to attain and/or maintain penile erection sufficient for satisfactory sexual performance. ED is a very common condition. It is estimated that half of all men between the ages of 40 and 70 will have it to some degree and it is predicted that by 2025, the number of men suffering with ED worldwide will rise to over 300 million men.<sup>3</sup>

### **About Global Sexual Habits Survey**

Pfizer conducted the Global Sexual Habits Survey to better understand the sexual habits, behaviors, and treatment satisfaction of men who reported taking an ED medication. Men in seven countries (Brazil, China, Italy, Japan, Russia, Taiwan and Turkey) were screened by Ipsos, an independent market research company, via a self-administered online 20-question survey (October 7– November 2, 2015). Screening criteria included male gender, aged 40-70 years (except 35-65 in Russia and 30-70 in Brazil) and haven taken ED medication in the last three months prior to the survey.

### **About Pfizer Malaysia**



Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 350 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

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<sup>1</sup> Edguidance.com. Psychological Causes. Available at: <http://edguidance.com/psychogenic/>. Date accessed: 1 March 2017

<sup>2</sup> The Star Online. Getting to know ED. 2013. Available at: <http://www.thestar.com.my/lifestyle/health/2013/11/24/getting-to-know-erectile-dysfunction/>. Date accessed: 24 February 2017

<sup>3</sup> Ayta IA, McKinlay JB, Krane RJ. The likely worldwide increase in erectile dysfunction between 1995 and 2025 and some possible policy consequences. *BJU Int* 1999;84: 50–6.

<sup>4</sup> Rehman, U. S., Janssen, E., Newhouse, S., Heiman, J., Holtzworth-Munroe, A., Fallis, E., & Rafeali, E. (2011). Marital satisfaction and communication behaviors during sexual and nonsexual conflict discussions in newlywed couples: A pilot study. *Journal of Sex & Marital Therapy*, 37(2), 94-103.