

FIRST AND LUST N.Y. Men Go for Sex in Free Time — but Gals Want Family & Friends

By BILL HOFFMANN

New York City men have sex on the brain, while women of the Big Apple would rather spend more time with their kids, family and friends.

That's the conclusion of a new survey of how residents of the World's Greatest City most like to spend their free time.

Pollsters at **J. Walter Thompson**, which conducted the survey for The Post, gave 531 New Yorkers 21 and older a "time wallet" with \$1,000 to spend at \$1 a minute on a list of possible activities.

The most important activity for men was "having passionate sex" — for which they invested 82 minutes of their time, while women opted for just 56 minutes.

The top item for women was spending quality time with their kids, members of their extended family and friends, investing 116 minutes for that.

But New York City men aren't even close to being the nation's most sex-obsessed.

The poll found guys in the rest of the county invested an average of 117 minutes on "passionate sex," compared to the Big Apple male's 82 minutes.

But our women are hornier than gals in the rest of America — with their investment of 56 minutes topping the national 48-minute average.

Marian Salzman, who follows trends for J. Walter Thompson and conducted the poll, blames the reduced sex drive of New York men on the sheer excitement of our town.

"There's so much going on in New York. It's not a one-cow town and New York men have so much else going on they don't put their time and energy into sex," Salzman told The Post.

"Basically, they're doing everything else but spending time in bed."

So why are city women more charged up in the bedroom than the rest of the country?

"It's about empowerment — women in New York City feeling they have the right to every kind of pleasure. Here, there is a much more empowered female than the national sample," Salzman explained.

The survey also found that women in the Big Apple like to cuddle more than men here — 49 minutes for gals vs. 35 minutes for guys.

And men apparently like dining out almost as much as they do sex.

They invested 79 of their 1,000 minutes in eating at their favorite restaurants, only three minutes less than they did for sex.

But New York women apparently would rather have a good meal than a good roll in the hay — they invested 72 minutes in eating, vs. their 56 minutes for sex.

And our women said they'd spend 59 of their 1,000 minutes going to live theater and concerts — slightly more time than they invest in passionate sex.

In contrast to the "time wallet" findings, the same group was asked what the "right" amount of time was for typical daily activities and their answers reveal that city guys and gals let the work week affect the frequency of their sex romps.

Asked what the "right amount" of time to make love on any given weekday is, men said 81 minutes, while women said 80.

But once the weekend rolls around and we can relax, men say an average of 117 minutes of sex is what they like on a Friday, Saturday or Sunday night, while women give the activity 122 minutes.

And New Yorkers *really* love to watch TV.

They say the right amount of time for watching TV in the evening is an average 124 minutes for men and 215 minutes for women.

TV isn't the only media source in the picture, however.

New Yorkers also like to read newspapers — men an average of 53 minutes and women, 56 minutes.

And while the poll didn't ask which paper New Yorkers favored, we bet dollars to doughnuts it's The Post.

New Yorkers' Wise Spending

Given a "time wallet" of \$1,000 to spend at \$1 a minute, New Yorkers would buy:

MEN

1	Passionate sex	82 minutes
2	Dining out	79 minutes
3	Kids, family, friends	70 minutes
4	Theater and concerts	60 minutes
5	Watching sports	42 minutes
6	Cuddling with loved one	35 minutes
7	Golf, tennis, biking	24 minutes
8	Going to the movies	23 minutes
9	Boozing	18 minutes
10	Shop for antiques/flea markets	18 minutes

WOMEN

1	Kids, family, friends	116 minutes
2	Dining out	72 minutes
3	Theater and concerts	59 minutes
4	Passionate sex	56 minutes
5	Spa treatments	51 minutes
6	Cuddling with loved one	49 minutes
7	Going to the movies	14 minutes
8	Shop for antiques/flea markets	14 minutes
9	Watching sports	11 minutes
10	Golf, tennis, biking/boozing	7 minutes