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What Women 50+ Know

**VIBRANTNATION.COM RESEARCH SHOWS THAT WHILE SEX  
MAY FRUSTRATE BOOMER WOMEN, THEY ARE TAKING MATTERS  
INTO THEIR OWN HANDS**

***New Survey Challenges Stereotypes of Sexual Passivity for  
Women 50+***

**June 22, 2010 (Louisville, KY)** – A recent sex survey by [VibrantNation.com](http://VibrantNation.com), the leading online community for smart, successful women over 50, challenges long-held stereotypes about sexual passivity among aging women and offers insights to marketers targeting this influential and fast-growing demographic. While a majority of Boomer women are less than satisfied with their sex lives, these vibrant women feel empowered to find their own sources of pleasure and explore alternatives to fulfill their sexual needs.

Nearly 2/3 of Boomer women respondents reported that they are less satisfied with sex than at earlier ages with **31%** saying their sex lives are “nonexistent” and wish it weren’t so. **80%** of all respondents, however, masturbate and **56%** own a vibrator or sex toy(s). An additional **10%** is definitely interested in owning a vibrator or sex toy, though they don’t own one yet. Another **9%** is willing to explore sex with other women.

“As a generation of women known for breaking new ground and finding their own answers, we know that Boomer women are incredibly vibrant and active,” said [Stephen Reily](#), Founder and CEO of VibrantNation.com. “It is not surprising that these women feel empowered to openly take matters into their own hands and they aren’t embarrassed to say so.”

The results of the Vibrant Nation study suggest numerous opportunities for marketers and retailers as sex topics and products go mainstream. Boomer women want these products be brought into the open and offer more women-friendly alternatives.

From a clinical perspective, **22%** of women report that intercourse is painful for them and yet **75%** don’t have a favorite lubricant. In the sex toy category, with relatively few recognizable brand name products currently available, there are clear opportunities to become the product of choice.

“The Vibrant Woman is defying the notion that women who pass the threshold of menopause not only become invisible, but asexual,” added [Carol Orsborn](#), VibrantNation.com Senior Strategist. “Rather, she is a woman who believes she is free from the constraints of the past, and yet to reach her peak. Smart marketers and retailers will look for better ways to cater to this important yet frequently overlooked Boomer demographic.”

Survey results came from approximately 500 smart, successful women aged 50-70 who are VibrantNation.com members, e-newsletter subscribers, Facebook fans, and Twitter followers.

### **About VibrantNation.com**

VibrantNation.com is the leading online community devoted exclusively to the influential and fast-growing demographic of smart, successful women over 50. VibrantNation.com is the place where they can connect with other women at their lifestage and discuss the issues they are passionate about. [www.vibrantnation.com](http://www.vibrantnation.com).

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