



| Lippe ■ Taylor

W♀MEN'S HEALTH BEHAVIOR INDEX

ARE YOU HAPPY WITH YOUR SEX LIFE?

1 I CAN'T GET NO SATISFACTION!

60%

of women believe their sex life could be better



2 BUT I COULD GET SATISFACTION IF...

54%

want more sensual touching



60%

want more sexual intercourse



2 HOW MUCH IS ENOUGH?



28%

of women are having sex 2 to 7x/week



33%

report 1-4x/month



25%

only sex a couple of times/year or "can't remember the last time"

4 VARIETY IS THE SPICE OF LIFE

60%

are trying new things in the bedroom

89%

women 45-55 are the most experimental



5 IT'S PRIME TIME FOR WOMEN!

46%

believe they are in their sexual prime right now, no matter what age they are



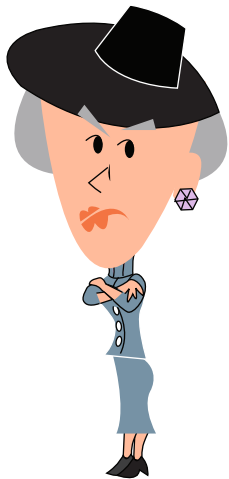
6 LIKE A FINE WINE, SEX CAN GET BETTER WITH AGE...BUT ONLY FOR SOME

54%

say sex is more pleasurable as they've gotten older

WHY DOES IT GET BETTER?

- More comfortable with their body (70%)
- More time with their partner (50%)

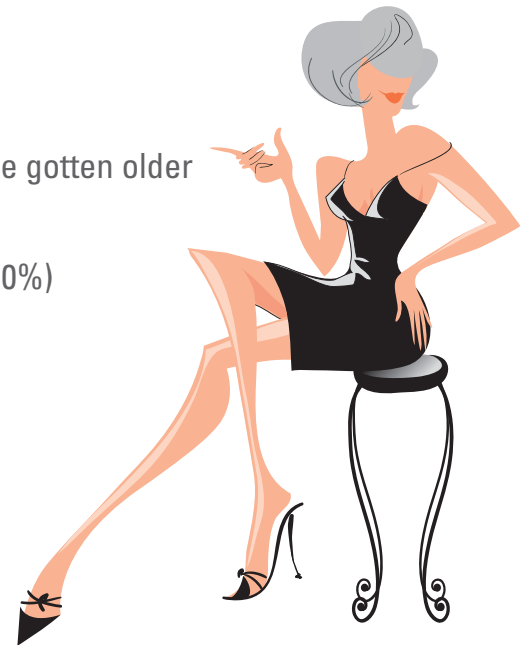


46%

say it's worse as they age

WHY?

- 70% -- decrease in sex drive
- 46% say it's due to vaginal dryness and pain



7 NOT TONIGHT... I HAVE A STOMACH ACHE?

Most frequent reasons for avoiding sex include:

48%

Concerns about weight



27%

- Digestive issues (16%)
- Bladder problems (11%)



only **10%**
cited headaches



Research methodology:

The “HealthyWomen/Lippe Taylor Women’s Health Behavior Index” was fielded online among 1,092 HealthyWomen.org members from April 21 –29, 2015. The sample is comprised of U.S. women aged 18 years and older. To obtain a complete copy of the survey, please contact Lance Buckley (lbuckley@lippetaylor.com).

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