

Sex after 60?

There's no need to worry about losing your libido as you get older



LELO releases new data from its latest survey that probes the sex habits of seniors.

Even though intimacy takes different forms and meanings as we age, it can be just as satisfying. And many game-changing events that have occurred over the last few decades, like peoples' life expectancy being longer than it used to be, have influenced sexuality in the silver years in the most exciting ways.

Based on the responses from 7,000 people aged 50 and older across Europe, the Censuswide survey made on behalf of [LELO](#) reported that 71 per cent had noticed significant changes in their sex life now compared to when they were younger, with 37% saying they have the best sex of their lives now that they have aged. 16% claim that their sex drive had gone up and is now bigger than when they were younger.

Perhaps expectedly, the results showed that most respondents have less sex now than in their youth — still, one in five of those who have sex have it at least once a week, and one in ten three times a week. The survey also found the majority (84%) is most comfortable with having sex in the bedroom, living room (53%) and, surprisingly, in the bathroom (43%), with half of the respondents (55%) revealing that they are more comfortable with experimenting in the bedroom now than ever before.

A closer look at the data shows that sex remains central and [important to seniors](#) and that sex can even get better as one ages. With age comes self-confidence, and self-confidence is crucial for great sex. The survey reveals that 42% of sexually active say that they've gotten more adventurous as they've gotten older, and 16% are comfortable with having multiple partners (6% are VERY comfortable). The most [popular positions](#) to have sex are the usual "suspects" - doggy style, missionary, spooning and cowgirl - but many are more adventurous and opt for wheelbarrow (13%), reverse cowgirl (12%) and scissoring (12%).

The use of sex toys is interesting. Only 23% consider sex toys to be an essential part of their sex life, and out of the most use vibrators (70%) and dildos (49%). Yet, a whopping 45% do not incorporate toys into their sexual experience, even though we know that women who use [vibrators](#) have easier and more frequent

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LELO is not just a sex toy brand; it's a self-care movement aimed at those who know that satisfaction transcends gender, sexual orientation, race, and age. We're offering the experience of ecstasy without shame, the pleasure of discovering all the wonders of one's body, thus facilitating our customers with confidence, that leads to a fulfilled intimate life. LELO AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

orgasms and that a man's comfort with his partner's use of a vibrator is highly related to her sexual satisfaction.

LELO's CMO Luka Matutinović said that "There is a widely accepted myth about senior citizens and their sex life, and that myth is that their sex life is virtually non-existent. It is a deeply rooted fallacy based on people's discomfort with the ageing process. Luckily, in reality, nothing could be further away from the truth. We believe that everyone should celebrate pleasure — perhaps even more in the later years than when you were young. The changes that come with age make people more creative and keen to explore, which leads to them knowing and understanding exactly what they want."

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LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories, soy massage candles. LELOf AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.