The purpose of this study was to examine the intentions of mid-life women (ages 50-64) to search for sexual health information online. In recent years, mid-life women’s rates of STIs and HIV have increased due to more frequent engagement in unprotected sex. While mid-life women are interested in being more knowledgeable about their sexual health, there is currently a lack of relevant and age appropriate sexual health resources. With virtually non-existent interventions addressing the sexual health of mid-life women, the present study takes the initial first steps to ascertain the sexual health needs of mid-life women in the U.S. By employing an adapted version of the Theory of Reasoned Action (TRA), mid-life women from a national social organization for women over the age of 50 participated in an anonymous online questionnaire to indicate their intentions to utilize the Internet for sexual health information. Survey results revealed the attitudes, subjective norms, motivations to use the Internet, trust in the Internet, and intentions mid-life women have to obtain information about their sexual health online. Survey results also identified the reasons mid-life women search for sexual health information online based on their demographic background, medical history, relationships, and prior experiences with technology. Participants demonstrated an
overall mean intention score of 3.74, however, further testing through a t-test and ANOVA found varying levels of intention. Mid-life women who had a sexually transmitted infection (STI) in the past year, had a sexual health screening in the past year, or identified as being Caucasian had significantly higher intention than their counterparts. Furthermore, correlations analyses suggested significant positive relationships for mid-life women who had high intentions to search for sexual health information online would be more likely to identify as Caucasian, previously had an STI, or previously searched for sexual health information online, as well as demonstrate positive attitudes, subjective norms, motivation, and trust in searching for sexual health information online. Hierarchical regression analyses indicated that mid-life women’s attitudes, subjective norms, previous online search behaviors, and dating status were significant predictors of searching for sexual health information online. The reasons mid-life women utilized the Internet to answer their sexual health questions were attributed to their previous thoughts, feelings, and behaviors online as well as their current relationship status. The results of this study provide health educators and healthcare professionals the opportunity to view evidence of the need for age appropriate sexual health education for mid-life women. Additionally, this study provides critical information about the need for developing and implementing eHealth based sexual health programming for mid-life women.