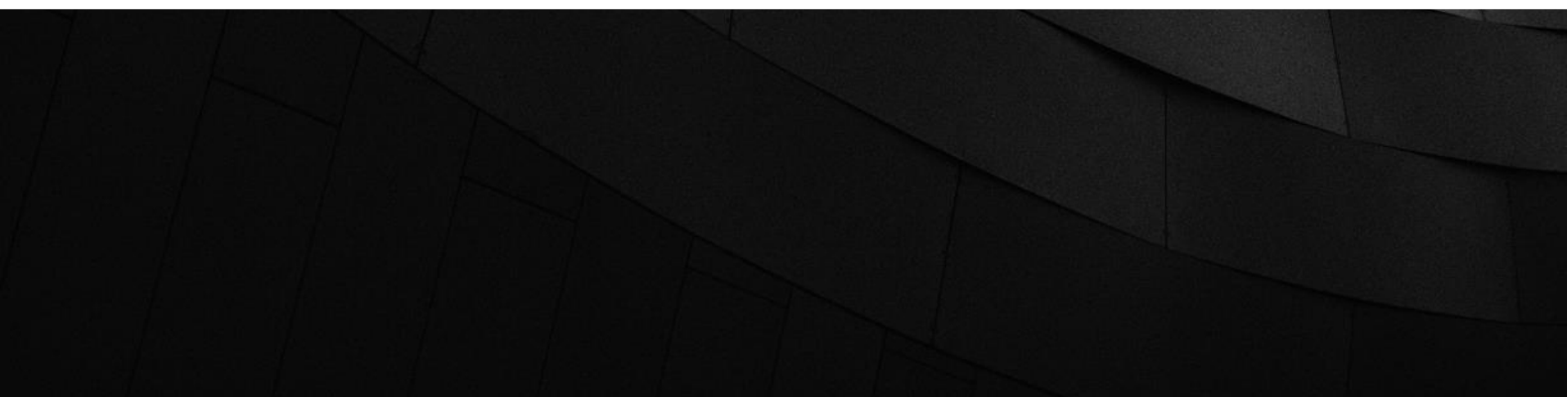


# THE AUSTRALIAN SENIORS SERIES

## MODERN DATING REPORT

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SEPTEMBER 2019



## KEY FINDINGS

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### Dating Aussie seniors have taken to online dating sites...

- Senior Australians who are dating or hope to be dating typically meet people they would consider dating through their friends or online
- Although some dating seniors say they have never used dating services, many have used online dating sites and to a lesser extent, have attended social events for singles and used mobile dating apps
- Among those who have used or use dating sites and apps, they tend to generally use the mainstream ones over senior specific sites and apps

### ...And they turn out to be frequent users with a preference for the free ones

- Dating Australian seniors frequently use online dating sites even as much as daily to several times a week, typically use one site at a time and generally prefer ones that are free
- Their favourite thing about using a dating website is they feel it is a safe way of talking to people without having to meet in person although only a few have recommended a dating website to their family or friends
- Dating seniors also have decided to use dating websites due to feeling having nothing to lose and feeling lonely as well as feeling comfortable using the technology for the purpose of dating

### However, Aussie seniors still think falling in love the old-fashioned way is the best way

- Generally, Australian seniors believe younger generations should be able to do what makes them happy without judgment although they also feel the younger ones rely too heavily on dating websites and apps rather than the more traditional ways of dating
- Although many Australian seniors think their contemporaries are more likely to be dating these days than in the past, the vast majority believe dating never gets easier even when gets older and that it gets harder for women to find men due to older men preferring younger partners
- However, most also believe older generations prefer to fall in love through more traditional ways of dating than through dating apps or websites and that one cannot get to know people properly online
- Interestingly the vast majority of Australian seniors believe seniors these days are less likely to stay in unhappy relationships and more likely to have unique relationship arrangements with their partner than in the past

### Dating expectations and aspirations for Aussie seniors

- When seniors started dating again, their physical appearance is one of the top aspects they considered particularly their hairstyle, makeup, clothes as well as their weight
- A sense of humour, companionship and an interesting personality are some of the top things dating Australian seniors look for in a partner
- Many dating Australian seniors cite companionship, love and physical intimacy as their key hopes and have anticipated starting a serious relationship with someone when they started dating again

### Dating Aussie seniors also prefer to date people younger than them

- Even if most dating Australian seniors prefer to date someone the same age as them, a good number prefer to date someone younger as opposed to someone older
- Dating Australian seniors consider an average of 10 years as the 'acceptable' dating age gap, with males saying an average of 13 years to females' 7 years
- Nearly all dating seniors think an older man with a slightly younger woman and an older woman with a slightly younger man are 'acceptable' couple structures, while most of them also think gaps in couples' ages have widened compared with when they were dating in their youth

### Better experience but higher cost for dating these days

- Many dating Australian seniors say they are dating less now compared to when they were in their 20s, in their 30s and in their 40s although they are more confident and have better dating experience
- They also say the average acceptable amount of money to spend on a first date to cover both people is \$94, feel this cost more than when they were younger and think the bill should be equally split between both people
- However, most dating Australian seniors believe expectations of what should be spent on a date are too high and that dating is too expensive these days

### Physical intimacy is an important aspect of dating

- The large majority of dating Australian seniors generally kiss on a first date; however, it would take them more than three dates before they share greater physical intimacy than just a kiss
- Most also consider themselves to be sexually active or wish they were and believe physical intimacy is an important part of dating
- Nearly all dating Australian seniors think getting older should not stop someone from exploring their sexuality, while most believe it is more common for seniors to come out as non-heterosexual and seniors are more accepting non-heterosexual seniors than they used to be

### Different set of challenges and rewards for blended families

- Of the minor proportion of Australian seniors who are currently part of a blended family, the vast majority say their children were supportive when they became a blended family
- Their family and friends' reaction to meeting their new partner are generally positive especially their grandchildren and friends and have helped their broader family accept the relationship sooner
- Although many seniors that are part of blended families say their relationship with their children and or grandchildren have stayed the same since they became a blended family, the change for other seniors lean towards the positive rather than the negative
- Christmas may not be more difficult than usual for most Australian seniors from blended families but some say they have had difficulty navigating and sharing time over Christmas between their different families
- Some Australian seniors from blended families have updated their existing insurance policies or have purchased new ones when they started a blended family as well as have updated their will

# MAIN FINDINGS

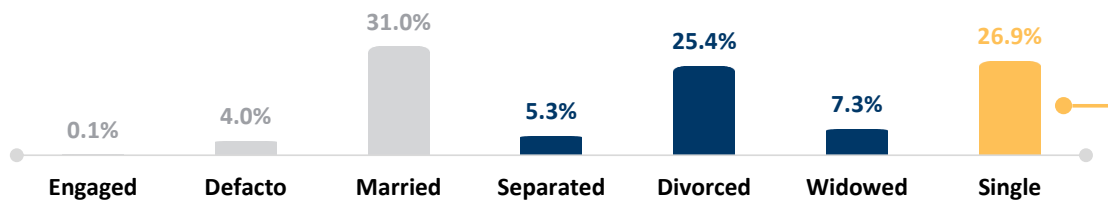
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## RELATIONSHIP STATUS AND DATING

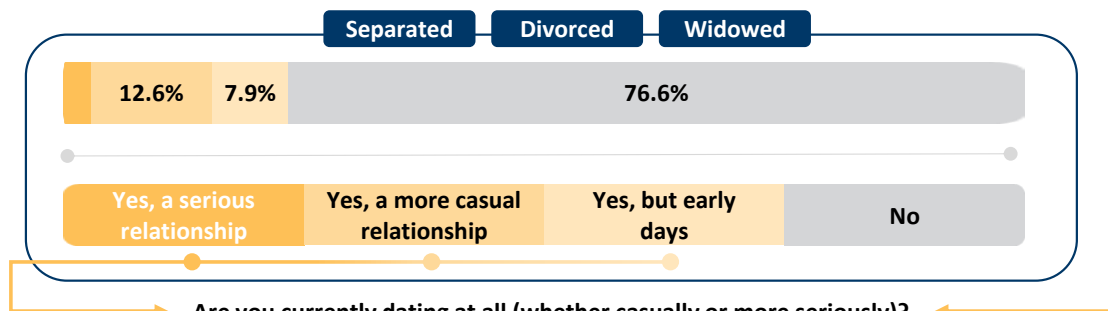
- Senior Australians who are dating or hope to be dating typically meet people they would consider dating through their friends or online
- Although some dating seniors say they have never used dating services, many have used online dating sites and to a lesser extent, attending social events for singles and using mobile dating apps
- Among those who have used or use dating sites and apps, they tend to generally use the mainstream ones over senior specific sites and apps
- For dating seniors who have never used a dating app or website, the majority prefer to meet people in person and are wary about the potential danger these apps and websites present

What best describes your current relationship status? Do you consider yourself to be in a relationship with a partner at the moment? Are you currently dating at all (whether casually or more seriously)? How often do you usually go on dates?

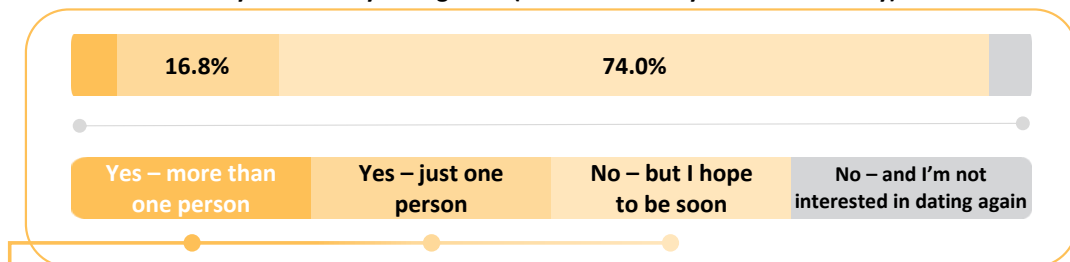
**What best describes your current relationship status?**



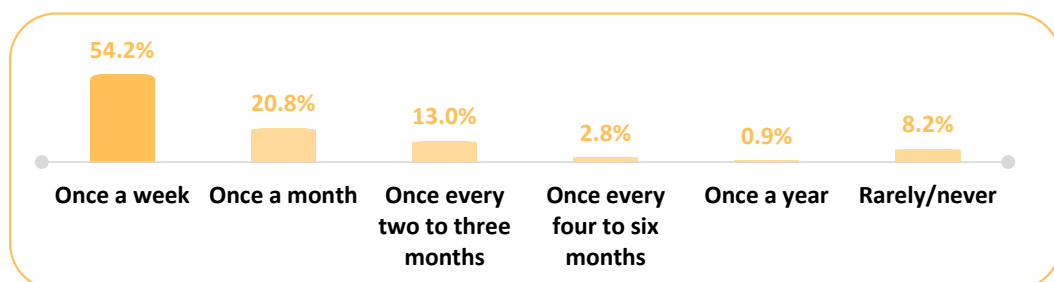
**Do you consider yourself to be in a relationship with a partner at the moment?**



**Are you currently dating at all (whether casually or more seriously)?**



**How often do you usually go on dates?**



Source: CoreData - Dating and Romance Survey (November 2018)

Question: What best describes your current relationship status? Do you consider yourself to be in a relationship with a partner at the moment? Are you currently dating at all (whether casually or more seriously)? How often do you usually go on dates?

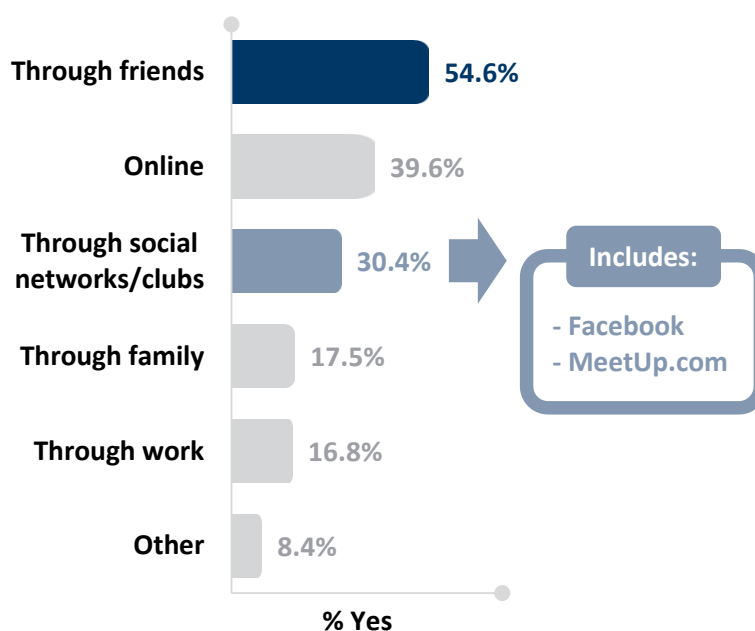
More than a third (35.0%) of seniors are either married or in de facto relationships ('committed seniors'). The remaining portion of seniors are unattached, with similar proportions of single (26.9%) and divorced (25.4%) seniors.

Among separated, divorced or widowed seniors, more than one in five (23.3%) consider themselves to be in a relationship with a partner at the moment with varying degrees of seriousness.

For single seniors or seniors who are not in a serious relationship, more than one in five (21.6%) are currently dating just one or more than one person, while the large majority (74.0%) are not but hope to be dating soon.

For seniors who are dating just one or more than one person, more than half (54.2%) usually go on dates once a week, while one in five (20.8%) say they go on dates once a month.

How do you typically meet people you would consider dating? Please specify these social networks/clubs in which you typically meet people you would consider dating.



*\*Multiple answers allowed*

*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: How do you typically meet people you would consider dating?*

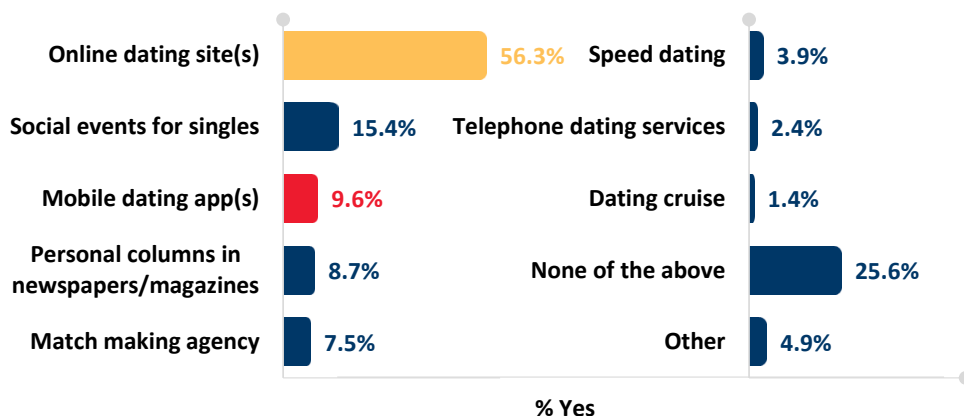
*Please specify these social networks/clubs in which you typically meet people you would consider dating.*

Among respondents who are dating or hope to be dating ('dating' for the purposes of this study), more than half (54.6%) say they typically meet people they would consider dating through their friends, while almost two in five (39.6%) say online. Almost a third (30.4%) cite social networks or clubs while similar proportions say they meet people they would consider dating through family (17.5%) or work (16.8%).

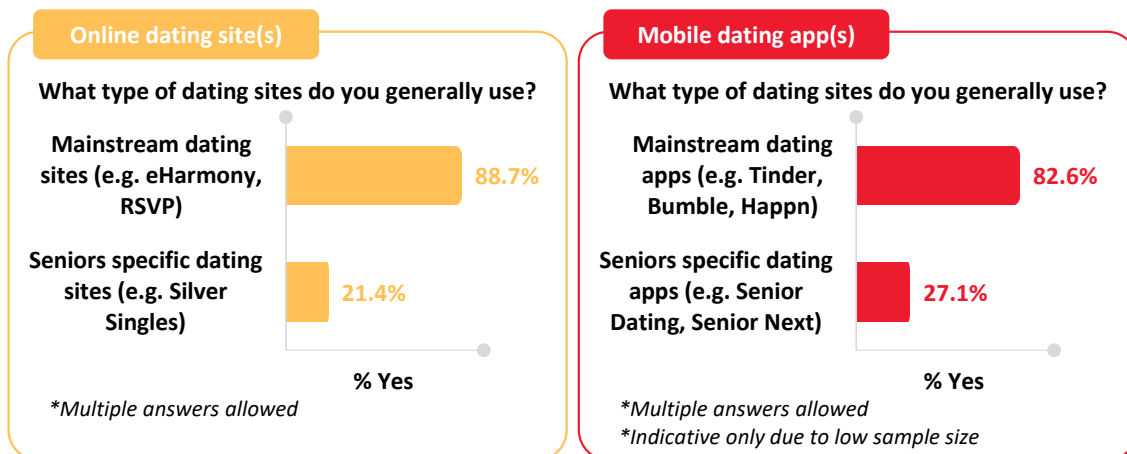
The top social networks or clubs seniors meet people they would consider dating include Facebook and MeetUp.com.

Have you ever used any of the following dating services? What type of dating sites do you generally use? What type of dating apps do you generally use?

**Have you ever used any of the following dating services?**



\*Multiple answers allowed



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever used any of the following dating services? What type of dating sites do you generally use? What type of dating apps do you generally use?

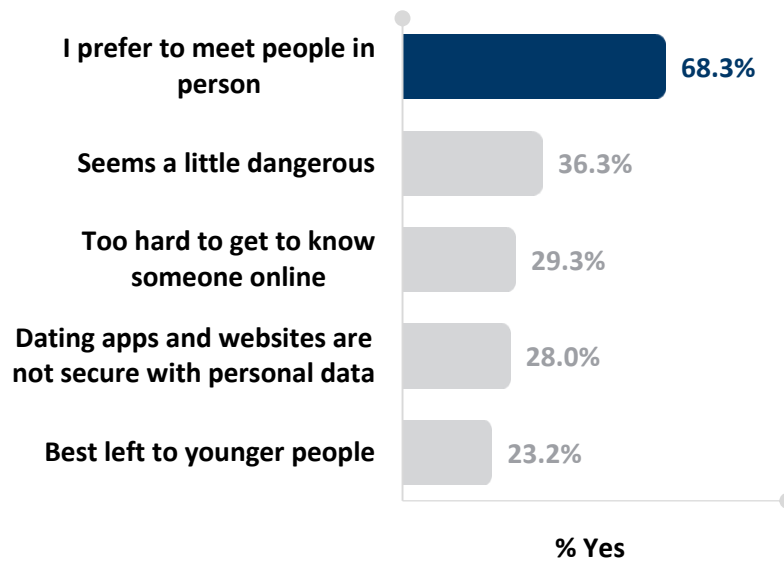
Although a quarter (25.6%) dating seniors say they have never used any of the dating services listed, close to three in five (56.3%) say they have used online dating sites while more than one in seven (15.4%) have attended social events for singles. Less than one in 10 say they have used mobile dating apps (9.6%), personal columns in newspapers or magazines (8.7%) and match making agencies (7.5%).

The vast majority of seniors who have used online dating sites generally use the mainstream ones such as eHarmony and RSVP (88.7%), while the remaining portion use senior specific dating sites such as Silver Singles (21.4%).

It is a similar case for those who have used mobile dating apps with the vast majority typically going for the mainstream apps such as Tinder, Bumble and Happn over senior specific ones such as Senior Dating and Senior Next.



Why have you never used a dating app or website?



*\*Multiple answers allowed*

*\*Top 5 responses only*

*Source: CoreData - Dating and Romance Survey (October 2018)*

*Question: Why have you never used a dating app or website?*

Among dating seniors who have never used a dating app or website, more than two-thirds (68.3%) prefer to meet people in person while more than a third (36.3%) think these apps or websites seem a little dangerous. Similar proportions attribute their non-usage of dating sites and apps to the difficulty in getting to know someone online (29.3%), insufficient security with personal data (28.0%) and appropriateness of such apps to younger people (23.2%).

Female seniors are more likely to say they have never used a dating app or website thinking these seem a little dangerous (51.6% vs. 20.1%). Seniors aged 70 years and above are the most likely to have never used a dating app or website particularly due to thinking these are best left to younger people, seem a little dangerous and not being great with technology.



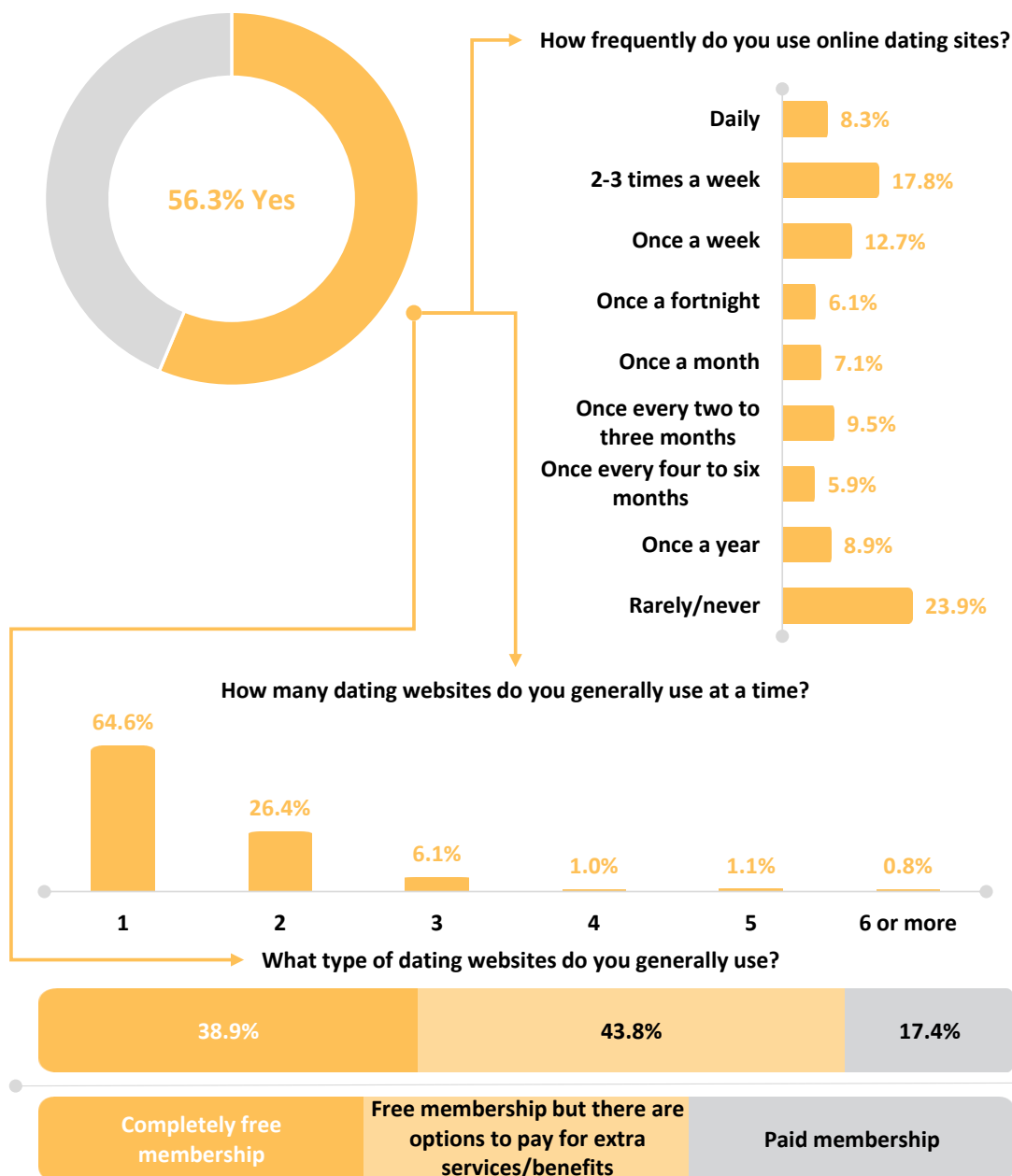
## DATING APPS AND WEBSITES

- Dating Australian seniors frequently use online dating sites even as much as daily to several times a week, typically use one site at a time and generally prefer ones that are free
- Their favourite thing about using a dating website is they feel it is a safe way of talking to people without having to meet in person although only a few have recommended a dating website to their family or friends
- Dating seniors also have decided to use dating websites due to feeling having nothing to lose and feeling lonely as well as feeling comfortable using the technology for the purpose of dating
- A good number have met or made new friends through a dating website rather than finding a romantic partner even though they do not see or talk to one another very often
- These findings are largely mirrored by dating seniors who have used mobile dating apps
- Generally, Australian seniors believe younger generations should be able to do what makes them happy without judgment although they also feel the younger ones rely too heavily on dating websites and apps rather than the more traditional ways of dating
- Although many Australian seniors think their contemporaries are more likely to be dating these days than in the past, the vast majority believe dating never gets easier even when gets older and that it gets harder for women to find men due to older men preferring younger partners
- However, most also believe older generations prefer to fall in love through more traditional ways of dating than through dating apps or websites and that one cannot get to know people properly online
- Interestingly the vast majority of seniors believe seniors these days are less likely to stay in unhappy relationships and more likely to have unique relationship arrangements with their partner than in the past

*\*This section is for seniors who are dating and have either used online dating sites or mobile dating apps ('dating seniors')*

How frequently do you use online dating sites? How many dating websites do you generally use at a time? What type of dating websites do you generally use?

Have you ever used online dating site(s)?



Source: CoreData - Dating and Romance Survey (October 2018)

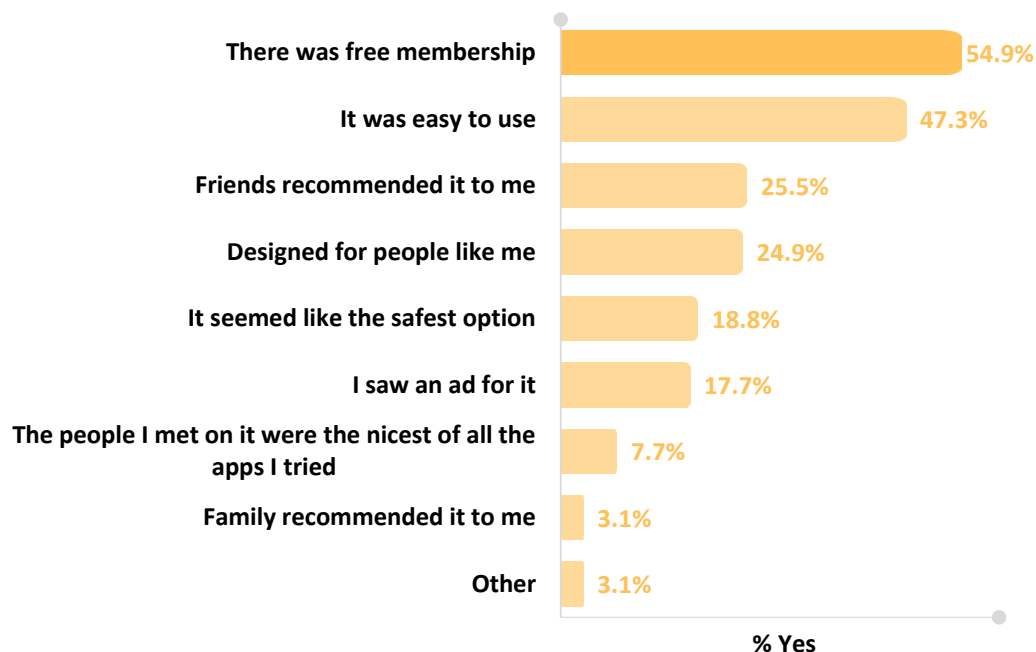
Question: Have you ever used online dating site(s) (Have you ever used any of the following dating services)? How frequently do you use online dating sites? How many dating websites do you generally use at a time? What type of dating websites do you generally use?

Although close to a quarter of dating seniors who have used online dating sites say they rarely use these, similar proportions say they use these sites daily to several times a week (26.1%) to weekly to once a month (25.9%).

Most seniors generally use one dating website at a time, while more than a quarter (26.4%) say they use two sites at a time.

Many seniors say they generally use online dating sites with either completely free membership (38.9%) or free membership with option to pay for extra services/benefits (43.8%). Close to one in five (17.4%) have paid memberships to online dating sites.

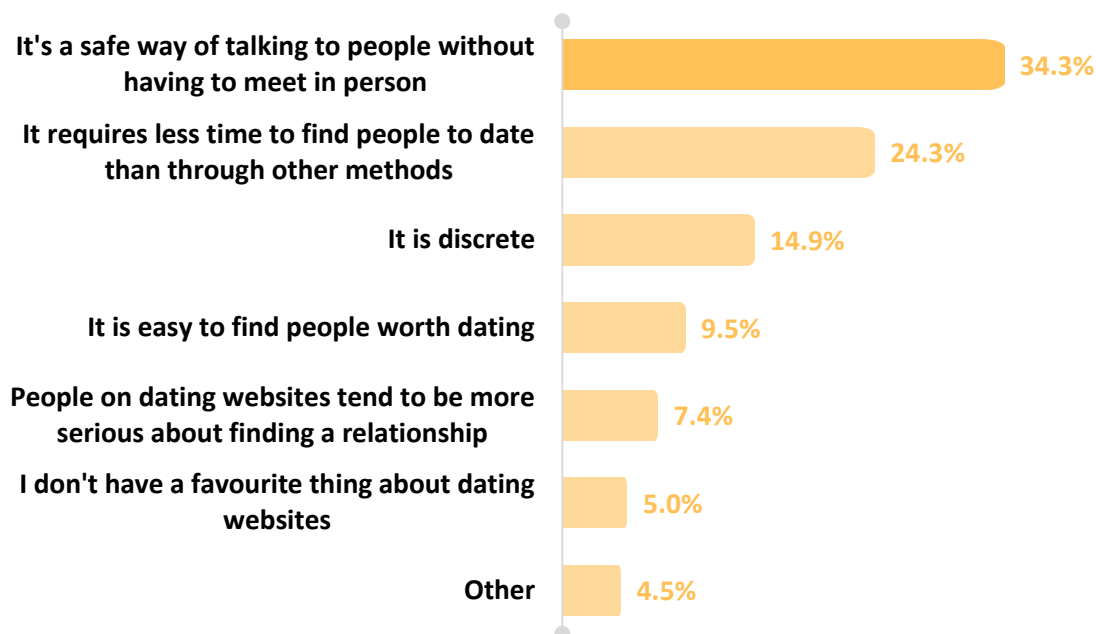
Why did you choose to use this/these particular dating website(s)? What is your favourite thing about using a dating website?



*\*Multiple answers allowed*

*Source: CoreData - Dating and Romance Survey (October 2018)*

*Question: Why did you choose to use this/these particular dating website(s)?*



*Source: CoreData - Dating and Romance Survey (October 2018)*

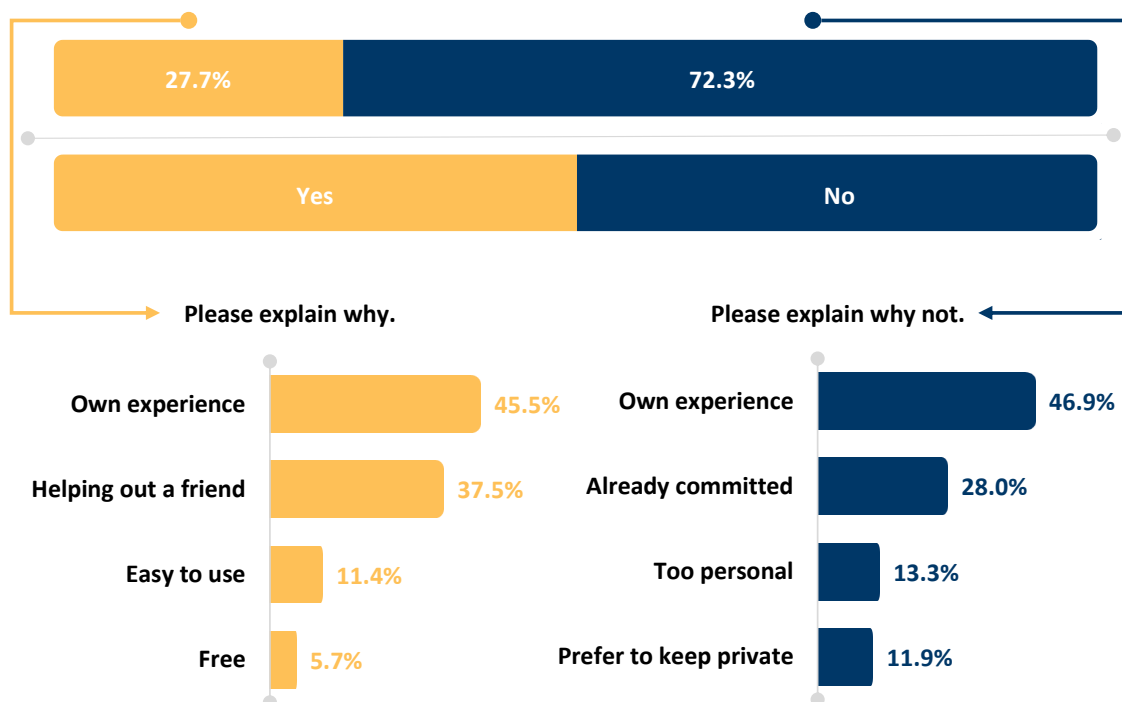
*Question: What is your favourite thing about using a dating website?*

More than half (54.9%) of dating seniors say they have chosen to use those particular dating websites due to free membership, while close to half (47.3%) cite ease of use. A quarter say their friends recommended the site or sites to them (25.5%) or these sites are designed for people like them (24.9%), while similar proportions attribute their choice to deeming these sites as the safest (18.8%) and seeing ads for these sites (17.7%).

More than a third (34.3%) say their favourite thing about using a dating website is they feel it is a safe way of talking to people without having to meet in person, while almost a quarter (24.3%) say it requires less time to find people to date than through other methods. One in seven (14.9%) say their favourite thing about using a dating website is its discretion.

Have you ever recommended a dating website to family or friends?

Have you ever recommended a dating website  
to family or friends?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever recommended a dating website to family or friends? Please explain why/why not.

More than a quarter (27.7%) of dating seniors say they have recommended a dating website to family or friends, while the large remainder say they have not (72.3%).

Among those who have recommended dating websites to family or friends, they cite reasons such as their positive experience and desire to help out a friend. For those seniors who have not recommended a site, their hesitation or refusal stem from their negative experience and the fact that their friends are already committed.

#### Please explain why

*"A friend was looking for someone to meet." (Female, 70 years old, VIC)*

*"Because I met a couple of nice people through a dating website." (Female, 74 years old, WA)*

*"Easy to use and meet people you looking for." (Male, 69 years old, NSW)*

#### Please explain why not.

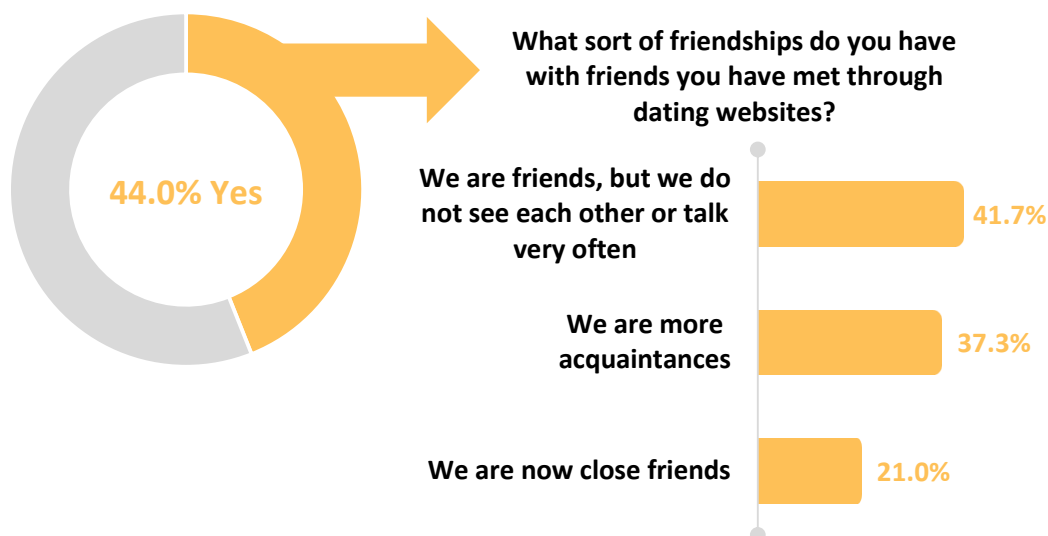
*"All my friends are either married or not interested in dating sites." (Female, 55 years old, QLD)*

*"Because I found that 99% of the time, if you are a single male, your chances of finding some-one who is honest and does not lie is impossible because there is absolutely no-one who can match that type of profile." (Male, 57 years old, NT)*

*"I prefer that my friends do not know that I am using a dating site." (Male, 89 years old, VIC)*

Have you ever met or made new friends through a dating website rather than finding a romantic partner? What sort of friendships do you have with friends you have met through dating websites?

**Have you ever met or made new friends through a dating website rather than finding a romantic partner?**

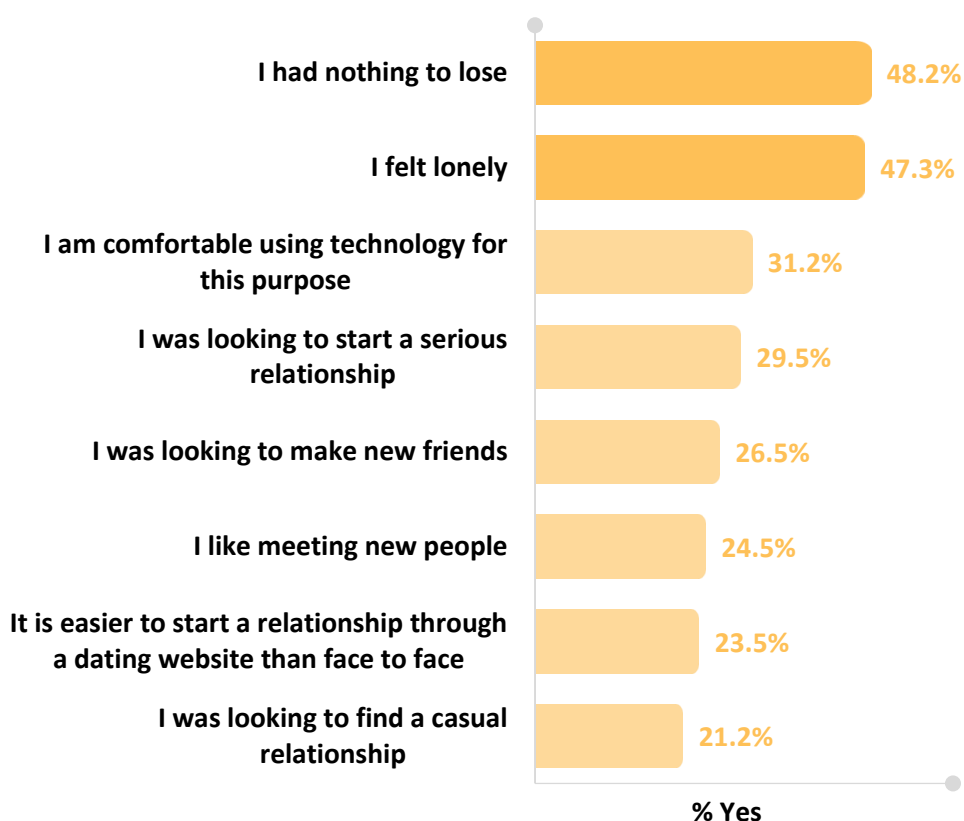


*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Have you ever met or made new friends through a dating website rather than finding a romantic partner? What sort of friendships do you have with friends you have met through dating websites?*

More than two in five (44.0%) of dating seniors say they have met or made new friends through a dating website rather than finding a romantic partner. Of these, more than one in five (21.0%) say they consider the ones they have met as close friends now, while close to two-fifths think the friendships are more of acquaintances. More than two in five (41.7%) say the new friends they have met through dating websites are people they consider to be friends but do not see or talk to very often.

Why did you decide to use dating websites?



*\*Multiple answers allowed*

*\*Top 8 responses only*

*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Why did you decide to use dating websites?*

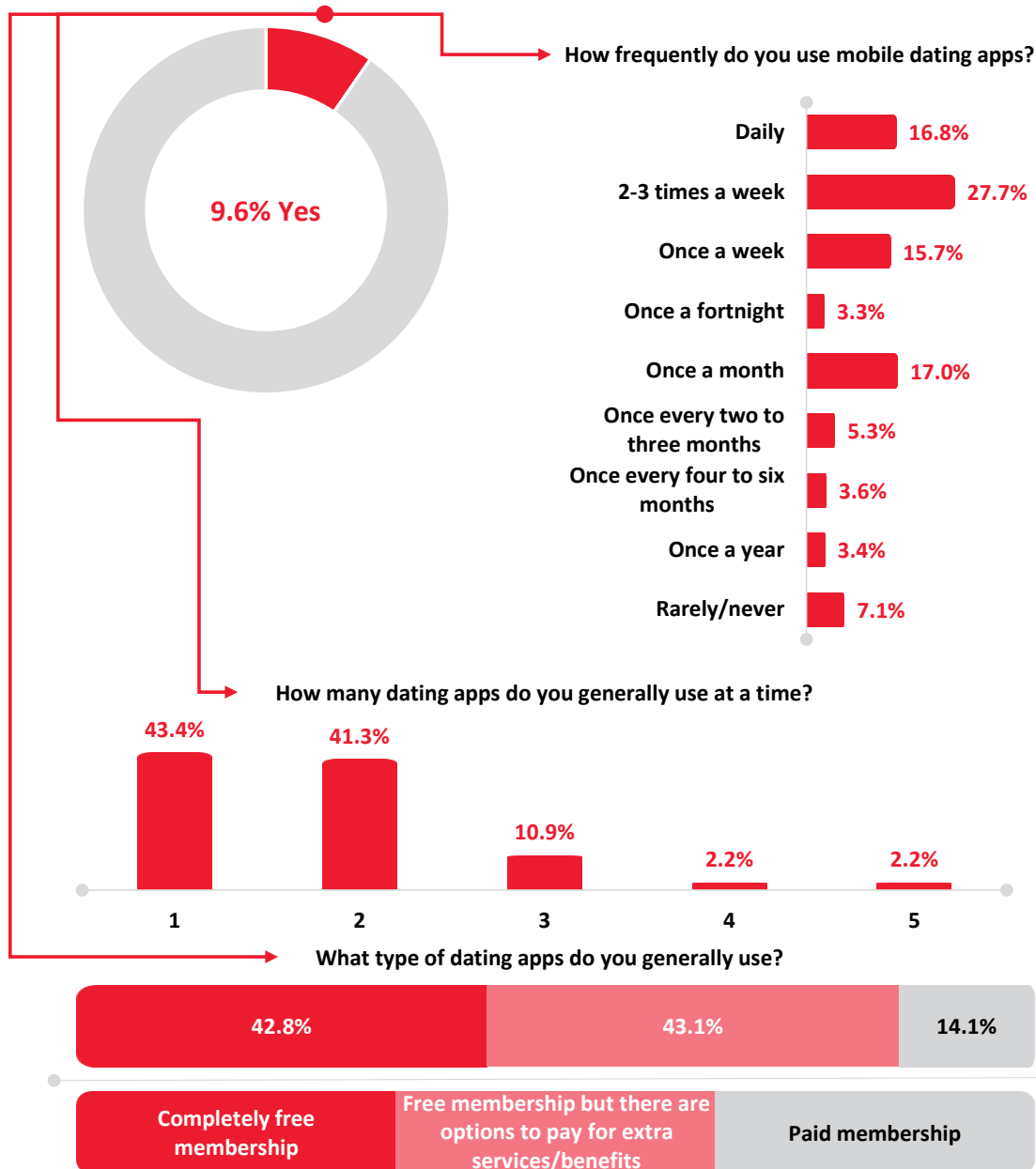
Similar proportions of dating seniors who have used dating websites say they decided to use one since they felt they had nothing to lose (48.2%) and felt lonely (47.3%). Similar proportions say they were feeling comfortable using the technology for this purpose (31.2%), looking to start a serious relationship (29.5%) and looking to make new friends (26.5%). Close to a quarter point to liking meeting new people (24.5%), thinking it is easier to start a relationship through a dating site than face to face (23.5%) and looking to find a casual relationship (21.2%).

Male seniors are more likely to say they felt nothing to lose (54.5% vs. 42.6%) and they were looking to find a casual relationship (30.7% vs. 12.6%) compared to their female counterparts in deciding to use dating websites.



How frequently do you use mobile dating apps? How many dating apps do you generally use at a time? What type of dating apps do you generally use? How much would you estimate paying for dating app membership in the past year?

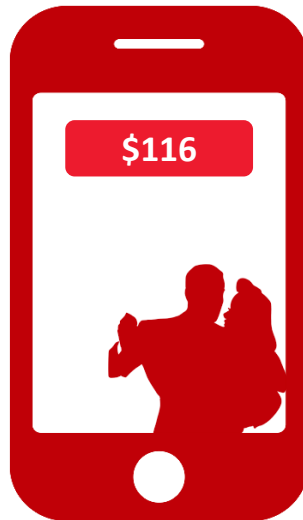
Have you ever used mobile dating app(s)?



*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever used mobile dating app(s) (Have you ever used any of the following dating services)? How frequently do you use mobile dating apps? How many dating apps do you generally use at a time? What type of dating apps do you generally use?



*\*Indicative only due to low sample size*

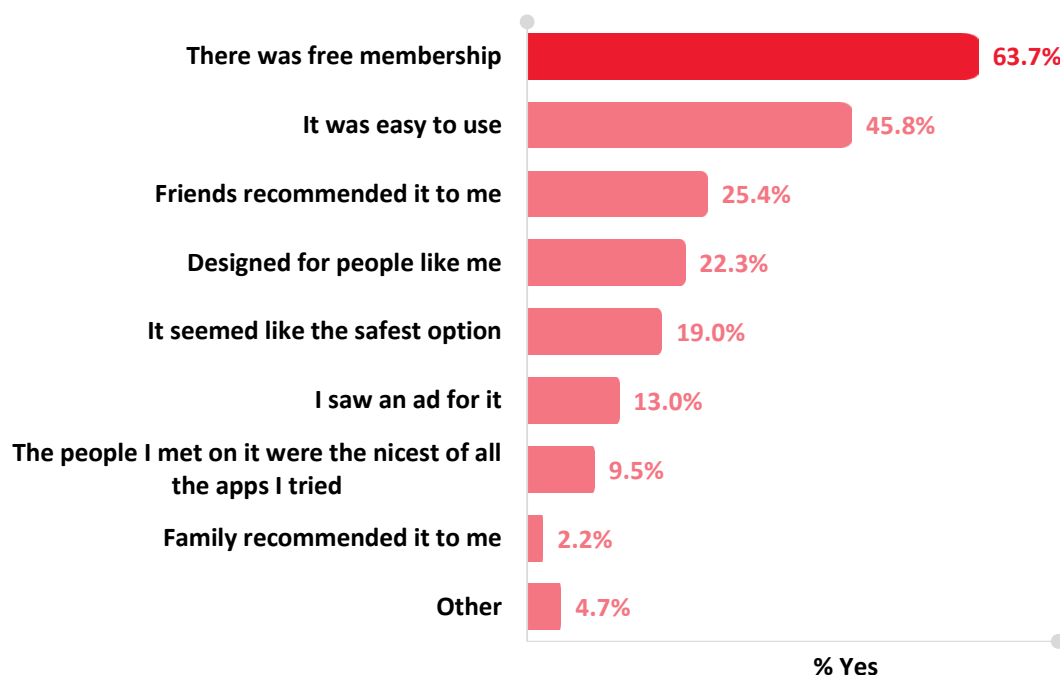
*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: How much would you estimate paying for dating app membership in the past year?*

More than two in five (44.5%) of dating seniors who have used mobile dating apps say they use these sites daily to several times a week while more than a third say they use these apps weekly to once a month (36.0%).

Similar proportions of seniors generally use one (43.4%) or two (41.3%) dating apps at a time as well as generally use mobile apps with either completely free membership (42.8%) or free membership with option to pay for extra services/benefits (43.1%). One in seven (14.1%) have paid memberships to these mobile dating apps. For those who have paid memberships, they estimate paying \$116 in the past year.

Why did you choose to use this/these particular dating app(s)? What is your favourite thing about using a dating app?

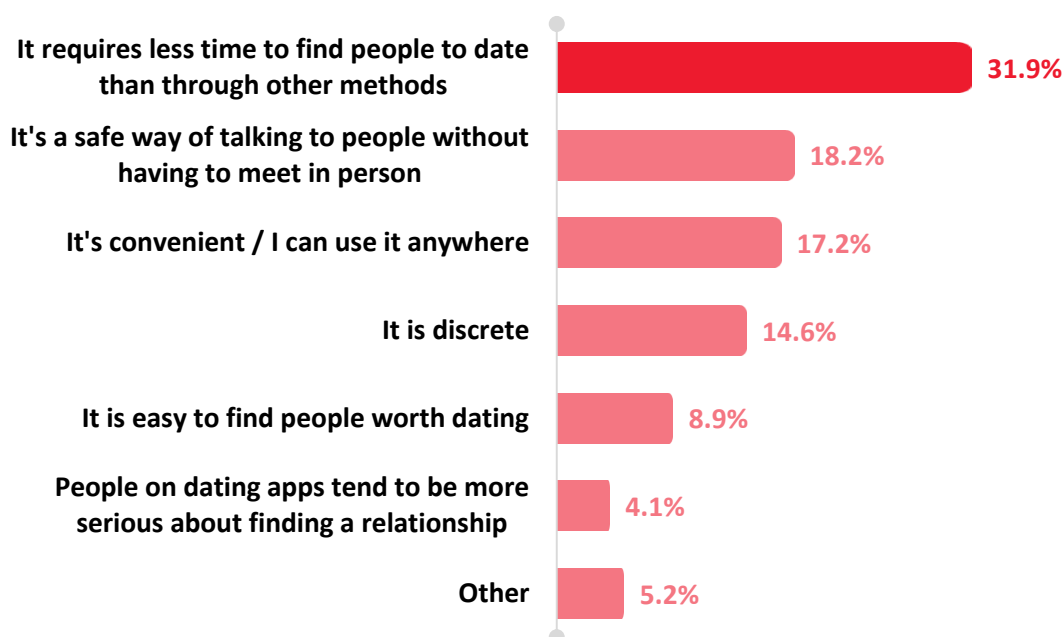


*\*Multiple answers allowed*

*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Why did you choose to use this/these particular dating app(s)?



*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: What is your favourite thing about using a dating app?

Close to two-thirds (63.7%) of dating seniors say they have chosen to use specific mobile dating apps due to free membership, while close to half (45.8%) mention ease of use. A quarter say their friends

recommended the apps to them (25.4%) or these apps are designed for people like them (22.3%), while close to one in five attribute their choice to deeming these apps as the safest (19.0%).

Close to a third (31.9%) say their favourite thing about using a mobile dating apps is it requires less time to find people to date than through other methods, while similar proportions cite feeling it is a safe way of talking to people without having to meet in person (18.2%) or the apps' convenience (17.2%).

Have you ever recommended a dating app to family or friends?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever recommended a dating app to family or friends? Please explain why/why not.

Three in 10 (30.8%) dating seniors say they have recommended a dating app to family or friends, while the rest say they have not (69.2%).

Among those who have recommended dating apps to family or friends, they cite reasons such as their own experience and desire to help out a friend. For those seniors who have not recommended an app, their hesitation or refusal stem from the recommendation being too personal and that they prefer to keep their activity in these apps private.

**Please explain why.**

*"I had met somebody I really liked and my friend was really wanting to meet a nice man." (Female, 60 years old, NSW)*

*"If they are interested - I talk about my experience. Actually - a surprising number of people I know are very interested." (Female, 71 years old, QLD)*

*"I've really enjoyed it so far." (Female, 50 years old, QLD)*

Please explain why not.

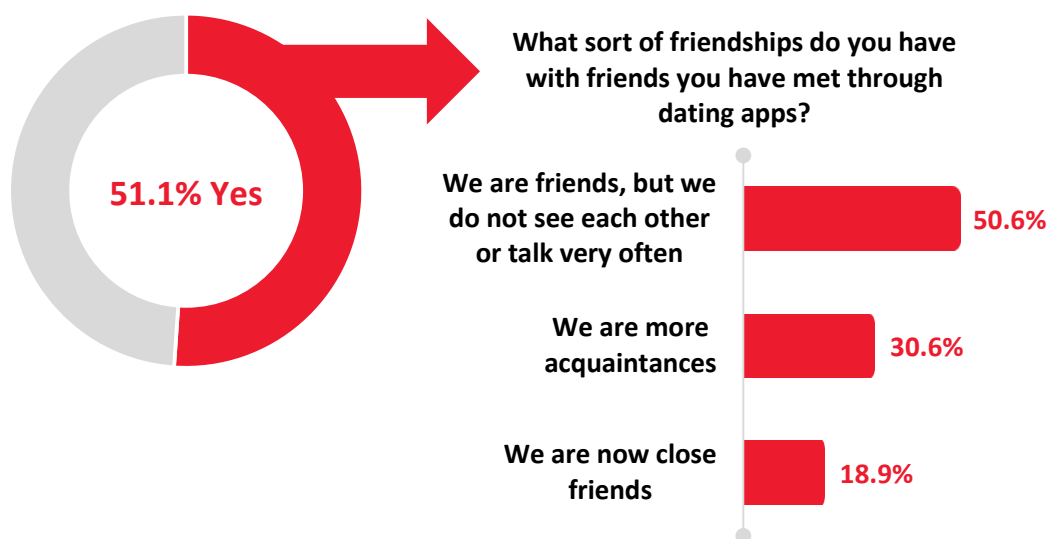
*"All my family and friends are in a relationship." (Male, 50 years old, NSW)*

*"Because I think it is extremely personal and my friends would not be interested." (Male, 68 years old, NSW)*

*"Don't want people to know I use one." (Male, 58 years old, VIC)*

Have you ever met or made new friends through a dating website rather than finding a romantic partner? What sort of friendships do you have with friends you have met through dating websites?

**Have you ever met or made new friends through a dating app rather than a romantic partner?**



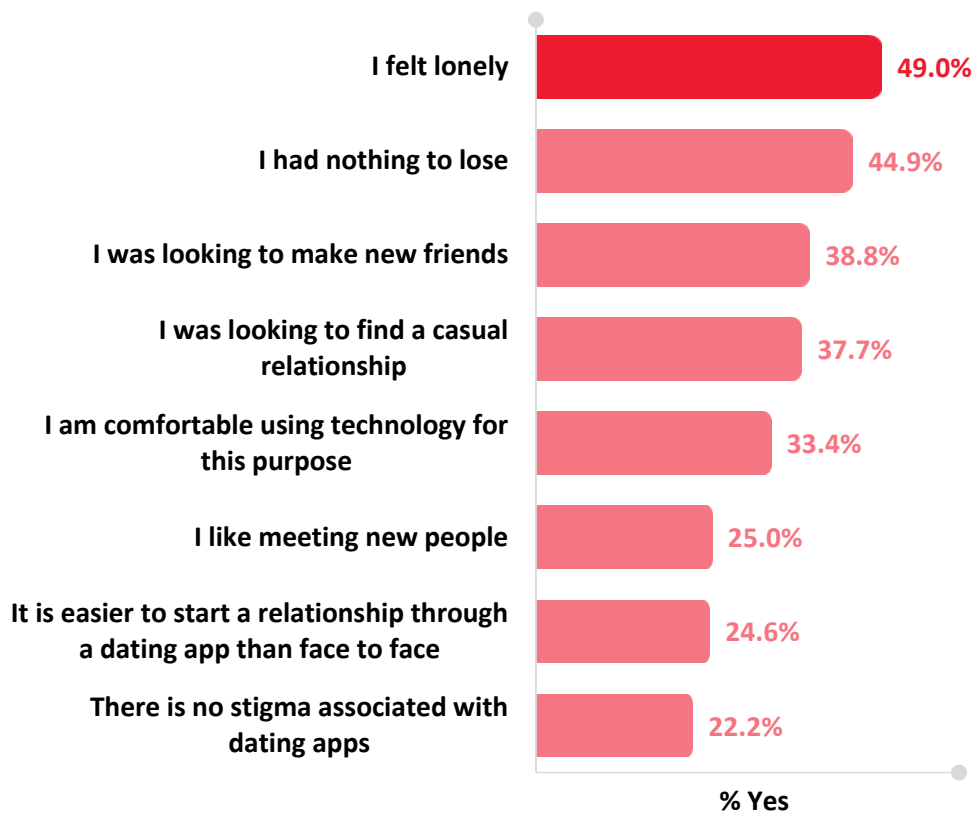
*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever met or made new friends through a dating app rather than a romantic partner? What sort of friendships do you have with friends you have met through dating apps?

More than half (51.1%) of dating seniors say they have met or made new friends through a dating app rather than finding a romantic partner. Of these, close to one in five (18.9%) say they consider the people they have met as close friends now, while three in 10 (30.6%) think the friendship is more of acquaintances. Half (50.6%) say the new friends they have met through dating apps are people they still consider to be friends but do not see or talk to very often.

Why did you decide to use dating apps?



*\*Multiple answers allowed*

*\*Top 8 responses only*

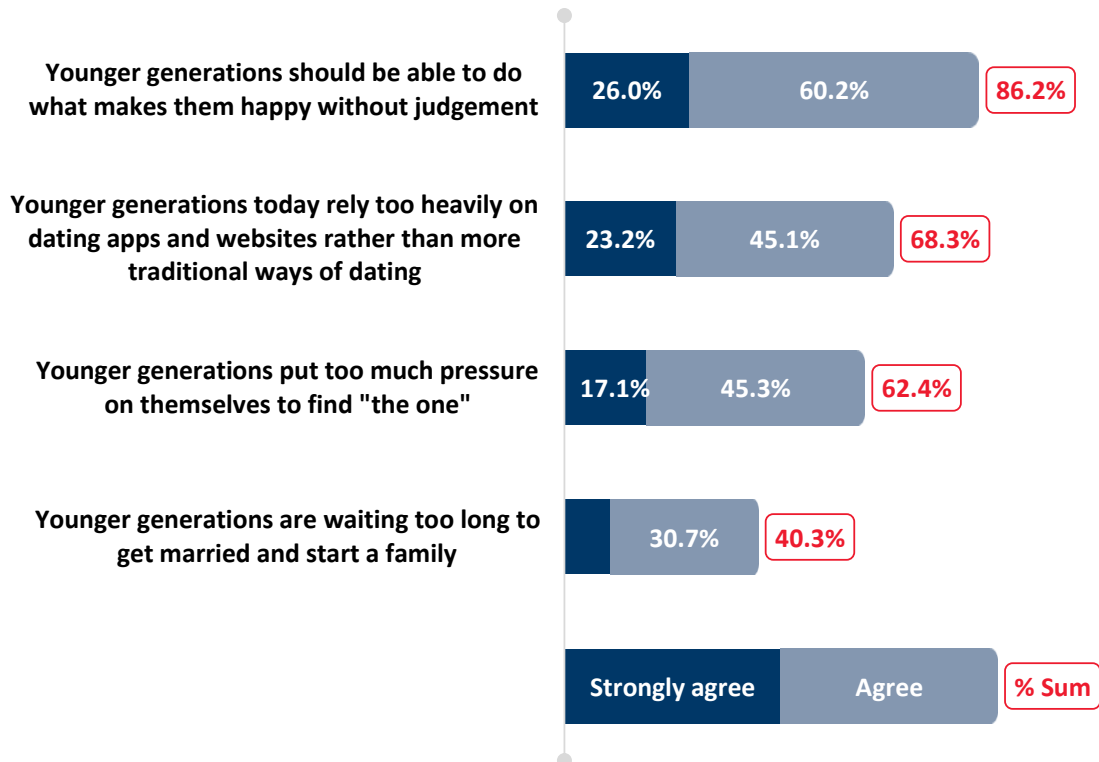
*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Why did you decide to use dating apps?

Similar proportions of dating seniors who have used dating apps say they decided to use one since they felt lonely (49.0%) and felt they had nothing to lose (44.9%). Similar proportions say they were looking to make new friends (38.8%), looking to find a casual relationship (37.7%) and feeling comfortable using the technology for this purpose (33.4%).

How much do you agree with the following statements about younger generations and dating?



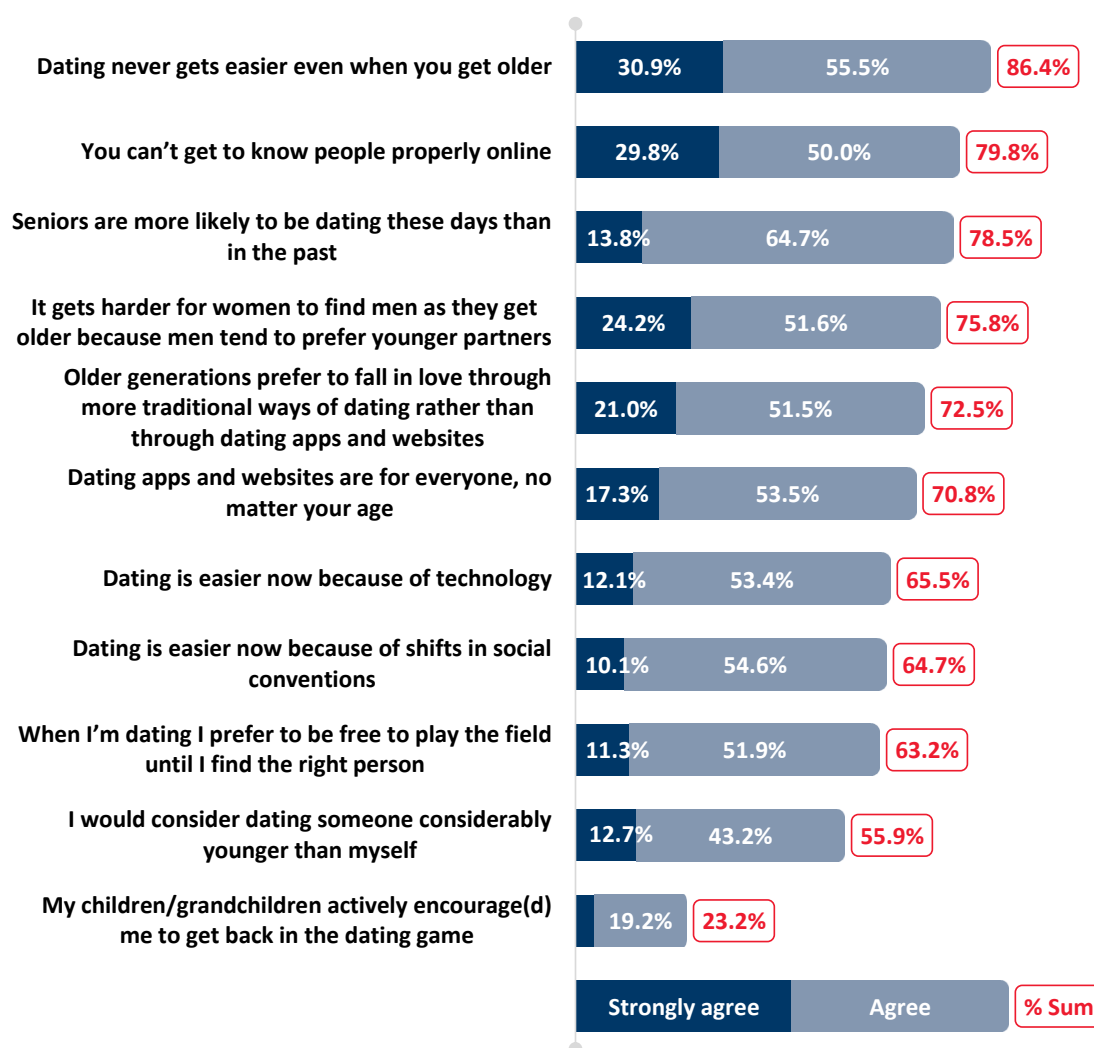
Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about younger generations and dating?

The vast majority of seniors believe younger generations should be able to do what makes them happy without judgment (86.2%). Similar proportions feel younger generations today rely too heavily on dating apps and websites rather than the more traditional ways of dating (68.3%) and put too much pressure on themselves to find 'the one' (62.4%). Two in five (40.3%) think younger generations are waiting too long to get married and start a family.



How much do you agree with the following statements about dating?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about dating?

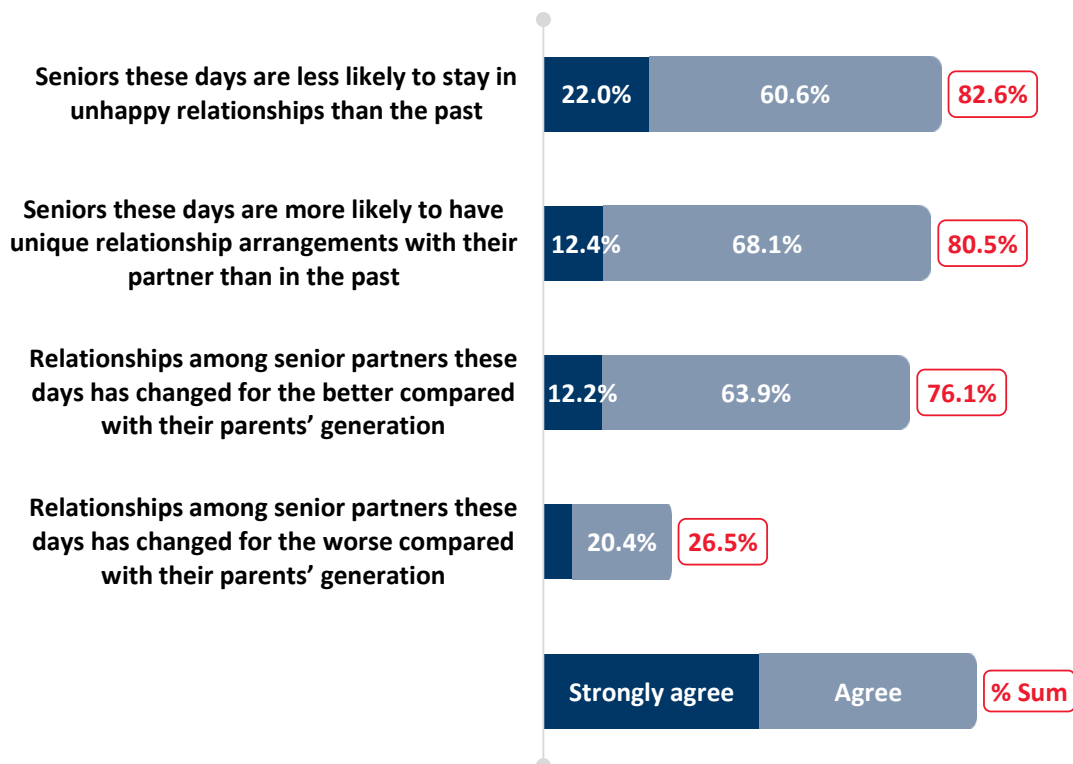
Close to nine in 10 (86.4%) seniors believe dating never gets easier even when one gets older, while the large majority think it gets harder for women to find men as they get older because men tend to prefer younger partners (75.8%).

Many might think seniors are more likely to be dating these days than in the past (78.5%), but close to three-quarters believe older generations prefer to fall in love through more traditional ways of dating rather than through dating apps and websites (72.5%) and that one cannot get to know people properly online (79.8%).

However, seven in 10 (70.8%) seniors think dating apps and websites are for everyone no matter their age, while similar proportions believe dating is easier now because of technology (65.5%) and of shifts in social conventions (64.7%).

Other seniors say they prefer to be free to play the field until they find the right person when they are dating (63.2%) and would consider dating someone considerably younger than themselves (55.9%). A minor portion (23.2%) say their children or grandchildren actively encouraged them to get back in the dating game.

How much do you agree with the following statements about relationships among senior couples?



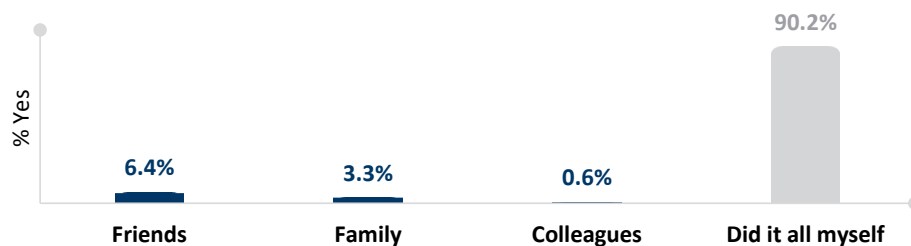
Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about relationships among senior couples?

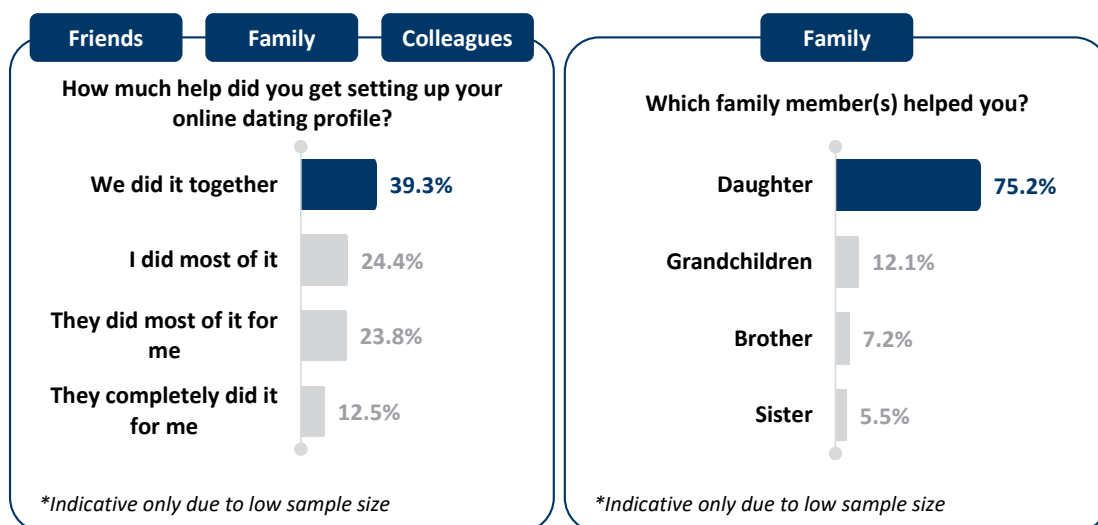
The vast majority of seniors believe seniors these days are less likely to stay in unhappy relationships (82.6%) and more likely to have unique relationship arrangements with their partner than in the past (80.5%), while more than three in four think relationships among senior partners these days has changed for the better compared with their parents' generation (76.1%). However, there are some seniors who think relationships among senior partners these days has changed for the worse compared with their parents' generation (26.5%).

Did you get any help from friends, colleagues or family to set up your online dating profile? How much help did you get setting up your online dating profile? Which family member(s) helped you?

**Did you get any help from friends, colleagues of family to setup up your online dating profile?**



*\*Multiple answers allowed*



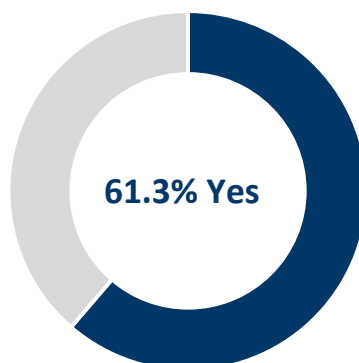
Source: CoreData - Dating and Romance Survey (November 2018)

Question: Did you get any help from friends, colleagues or family to setup up your online dating profile? How much help did you get setting up your online dating profile? Which family member(s) helped you?

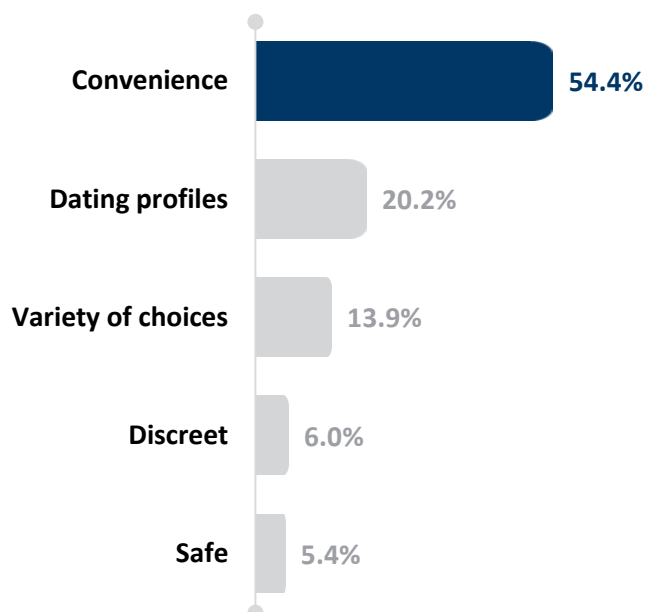
Among dating seniors who have used either online dating sites or mobile dating apps, the overwhelming majority set up their online dating profile by themselves (90.2%) while less than one in 10 (9.8%) say they had help from friends, family or colleagues.

Of those who have had help setting up their online or mobile dating profiles, most say they did it together and of those who had family set up their profiles, most say their daughters or grandchildren helped them.

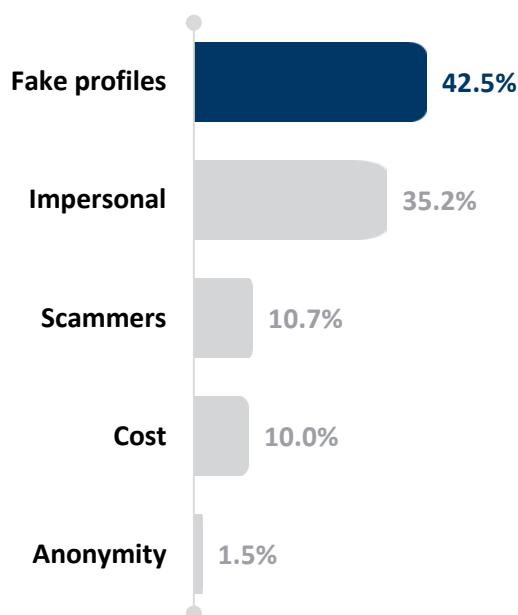
Do you think technology has made dating an easier activity than you've previously experienced? What do you like most about using technology for dating? What do you like least about using technology for dating?



Source: CoreData - Dating and Romance Survey (November 2018)  
Question: Do you think technology has made dating an easier activity than you've previously experienced?



Source: CoreData - Dating and Romance Survey (November 2018)  
Question: What do you like most about using technology for dating?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: What do you like least about using technology for dating?

More than three in five (61.3%) dating seniors think technology has made dating an easier activity than they have previously experienced.

Seniors like convenience the most about using technology for dating, while fake profiles are some of the things they like the least.

#### What do you like most about using technology for dating?

*"It seems that is the way society is going. It almost seems you don't exist if you are not on Facebook etc. For those too lazy to move around, the technology allows them to be out there without being out there." (Male, 61 years old, VIC)*

*"It is quick and you can be relatively anonymous until you choose not to be. You can choose whether to pursue to a face to face meeting." (Female, 58 years old, VIC)*

*"Getting to 'know' a person before actually meeting them. You can sometimes tell from the wording if a person is genuine or not." (Female, 69 years old, NSW)*

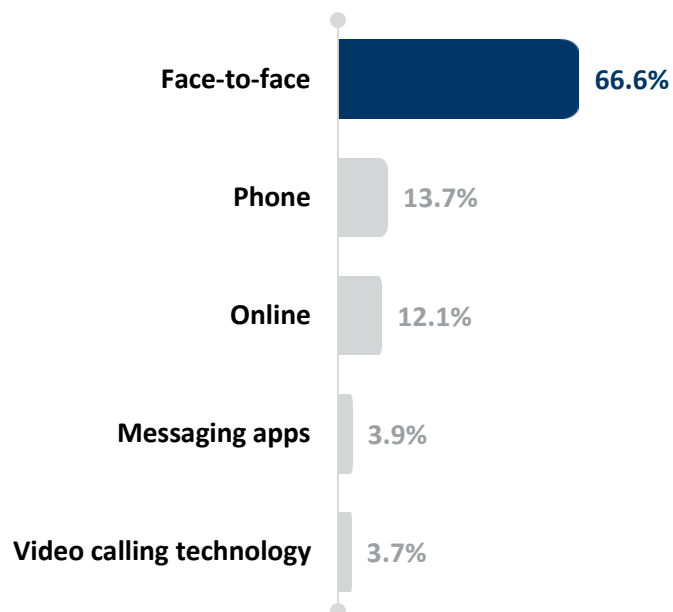
#### What do you like least about using technology for dating?

*"I feel uncomfortable about meet people outside of a social setting where there are other people I know. It can be dangerous." (Female, 64 years old, SA)*

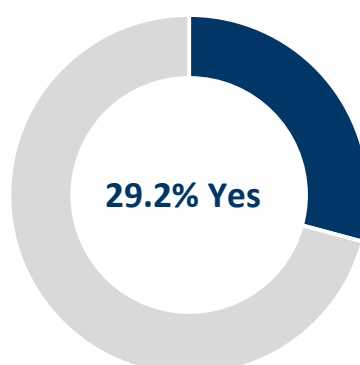
*"People are too set in their ways and if profile not exactly what they want, will not talk." (Male, 66 years old, SA)*

*"Very impersonal. Physical attraction still very important to me so not interested in online chat." (Female, 52 years old, SA)*

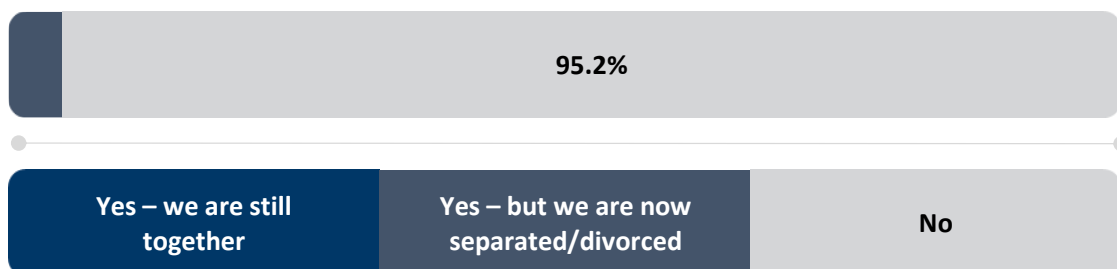
Which of the following do you prefer when meeting potential partners for the first time? Are you or have you ever been in a long-distance relationship and using technology to keep in touch? Have you married someone that you met on a dating app or website?



Source: CoreData - Dating and Romance Survey (November 2018)  
Question: Which of the following do you prefer when meeting potential partners for the first time?



Source: CoreData - Dating and Romance Survey (November 2018)  
Question: Are you or have you ever been in a long-distance relationship and using technology to keep in touch?



Source: CoreData - Dating and Romance Survey (November 2018)  
Question: Have you married someone that you met on a dating app or website?

Although the majority of dating seniors prefer meeting potential partners face-to-face for the first time (66.6%), similar proportions say they prefer to meet potential partners for the first time via phone (13.7%) or online (12.1%).

Close to three in 10 (29.2%) seniors say they are or have been in a long-distance relationship and used technology to keep in touch.

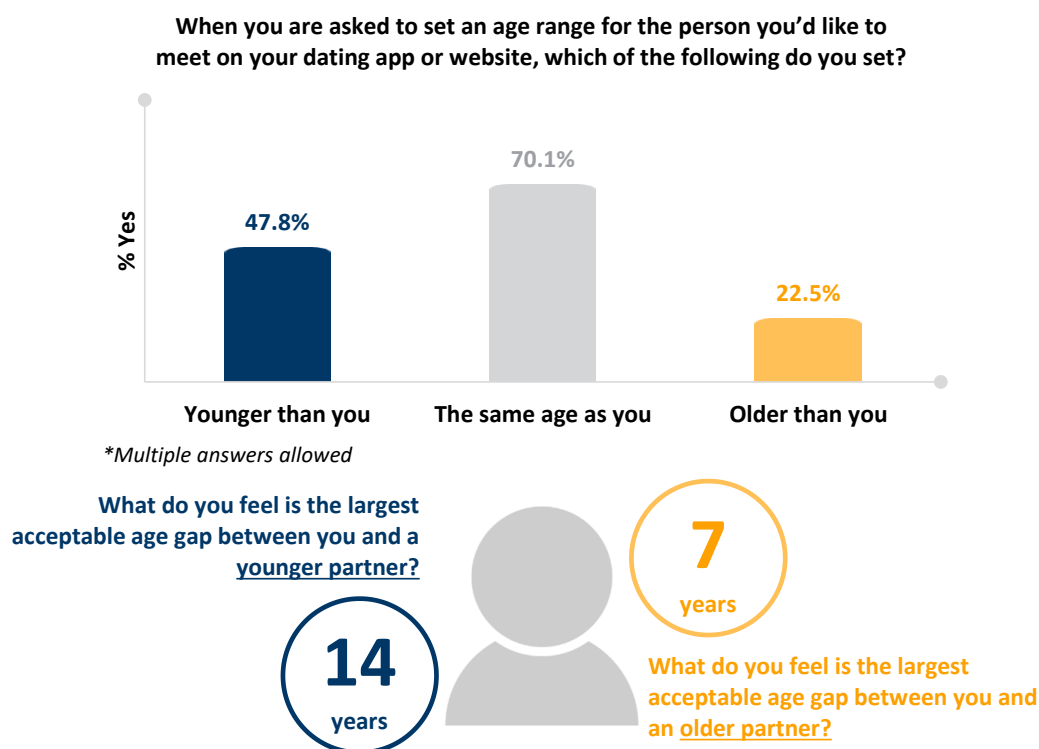
Among dating seniors who have used either online dating sites or mobile dating apps, a very minor portion (4.8%) say they married someone they met on a dating app or website but are now separated or divorced while the overwhelming majority say they have not married anyone they met via online dating sites or mobile dating apps (95.2%).



## DATING AGE AND PROFILE

- Even if most dating Australian seniors prefer to date someone the same age as them, a good number prefer to date someone younger as opposed to someone older
- Dating Australian seniors consider an average of 10 years as the 'acceptable' dating age gap, with males saying an average of 13 years to females' 7 years
- Nearly all dating seniors think an older man with a slightly younger woman and an older woman with a slightly younger man are 'acceptable' couple structures, while most of them also think gaps in couples' ages have widened compared with when they were dating in their youth

When you are asked to set an age range for the person you'd like to meet on your dating app or website, which of the following do you set? What do you feel is the largest acceptable age gap between you and a younger partner? What do you feel is the largest acceptable age gap between you and an older partner?



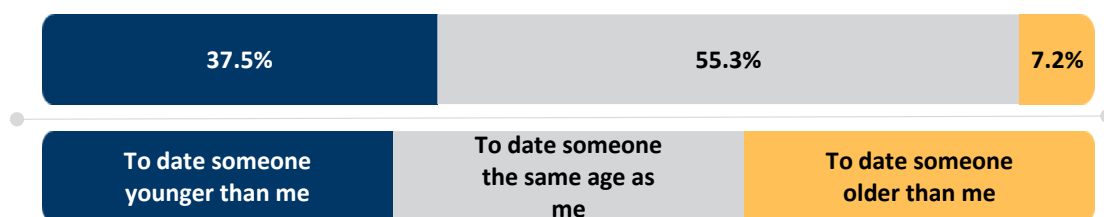
Source: CoreData - Dating and Romance Survey (November 2018)

Question: When you are asked to set an age range for the person you'd like to meet on your dating app or website, which of the following do you set? What do you feel is the largest acceptable age gap between you and a younger partner? What do you feel is the largest acceptable age gap between you and an older partner?

Although the large majority of dating seniors who have used dating sites or apps say they set the age range for the person they'd like to meet as the same age as them (70.1%), close to half (47.8%) set the age range to younger than them while more than one-fifth say they set it as older than them (22.5%).

For those who have set the age range as younger than them, the largest acceptable age gap between them and a younger partner is approximately 14 years. Among those who have the age range as older than them, the largest acceptable age gap between them and an older partner is an average of 7 years.

Which of the following would you prefer? What do you consider to be an 'acceptable' dating age gap in years?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Which of the following would you prefer?



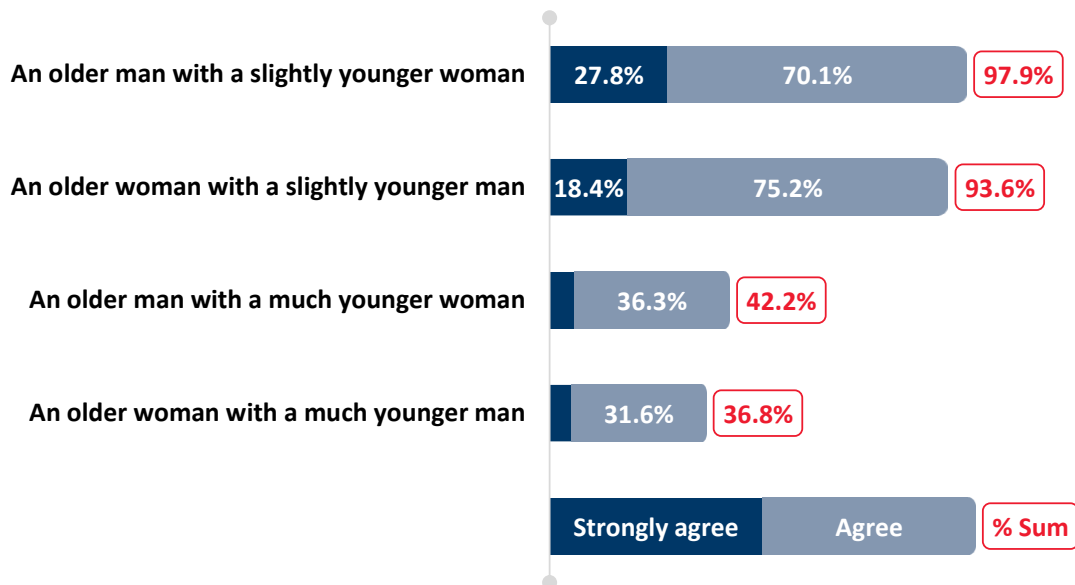
Source: CoreData - Dating and Romance Survey (November 2018)

Question: What do you consider to be an 'acceptable' dating age gap in years?

More than half of dating seniors who have used dating sites or apps say they prefer to date someone the same age as them (55.3%), while close to two in five (37.5%) say they'd like to date someone younger than them. Females are more likely to prefer to date someone the same age as them (68.5% vs. 41.0%), while males are more likely to prefer to date someone younger than them (56.0% vs. 20.4%).

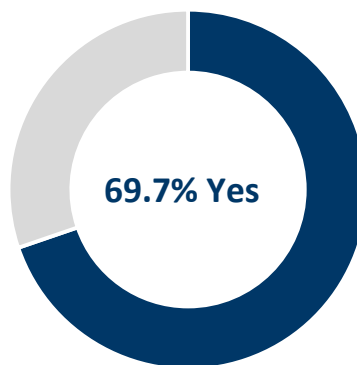
Dating seniors consider an average of 10 years as the 'acceptable' dating age gap, with males saying an average of 13 years to females' 7 years.

How much do you agree that the following couple structures are 'acceptable'? Do you think the gaps in couples' ages have widened compared with when you were dating in your youth?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree that the following couple structures are 'acceptable'?



Source: CoreData - Dating and Romance Survey (November 2018)

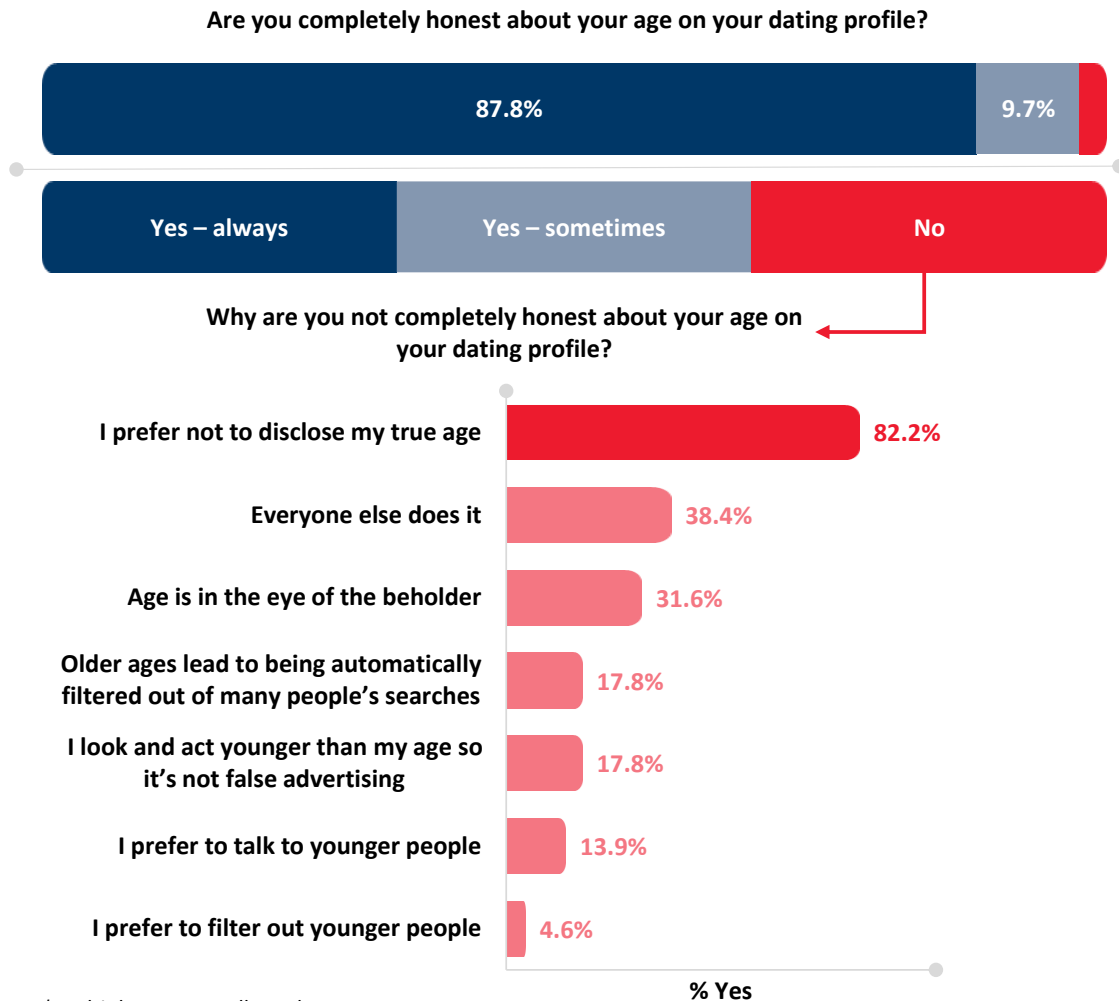
Question: Do you think the gaps in couples' ages have widened compared with when you were dating in your youth?

The overwhelming of dating seniors think an older man with a slightly younger woman (97.9%) and an older woman with a slightly younger man (93.6%) are 'acceptable' couple structures. However, fewer seniors think an older man with a much younger woman (42.2%) and an older woman with a much younger man (36.8%) are still 'acceptable' couple structures.

Males are more likely to believe that an older man with a much younger woman and an older woman with a much younger man are 'acceptable' couple structures compared to females.

Close to seven in 10 (69.7%) dating seniors think gaps in couples' ages have widened compared with when they were dating in their youth, with females more likely to say this than males (76.1% vs. 62.9%).

Are you completely honest about your age on your dating profile? Why are you not completely honest about your age on your dating profile?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Are you completely honest about your age on your dating profile? Why are you not completely honest about your age on your dating profile?

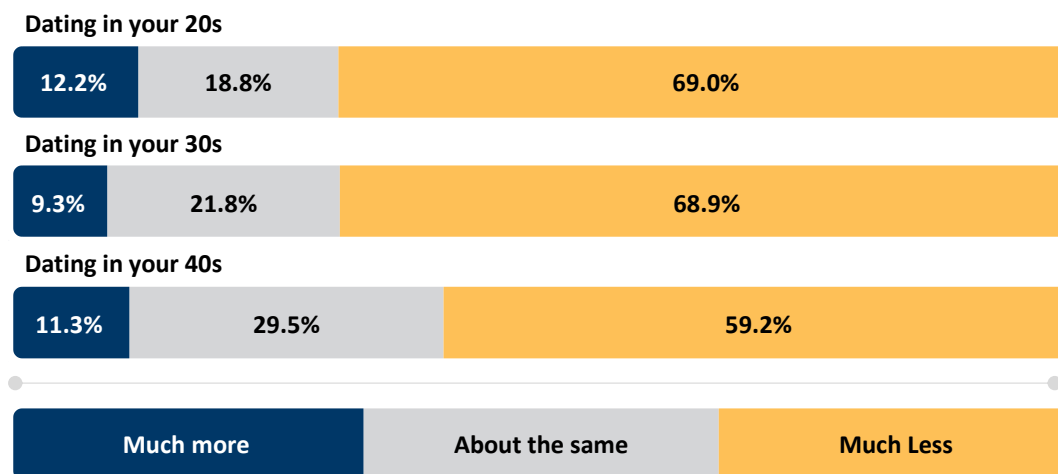
The overwhelming majority of dating seniors say they are completely honest about their age on their dating profile (97.5%).

Of the minor portion of those who are not honest about their age on their dating profile, most prefer not to disclose their true age.

## DATING HABITS

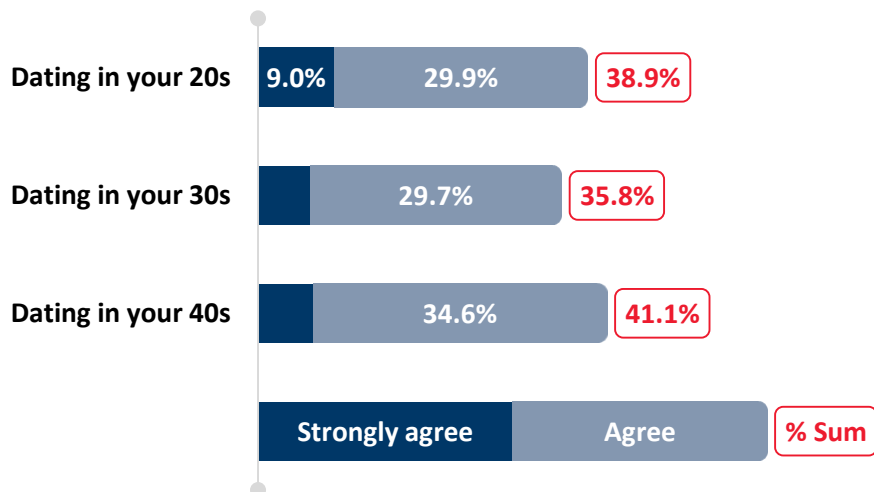
- Many dating Australian seniors say they are dating less now compared to when they were in their 20s, in their 30s and in their 40s although they are more confident and have better dating experience
- They also say the average acceptable amount of money to spend on a first date to cover both people is \$94, feel this cost more than when they were younger and think the bill should be equally split between both people
- However, most dating Australian seniors believe expectations of what should be spent on a date are too high and that dating is too expensive these days
- When seniors started dating again, their physical appearance is one of the top aspects they considered particularly their hairstyle, makeup, clothes as well as their weight
- A sense of humour, companionship and an interesting personality are some of the top things dating Australian seniors look for in a partner

Would you say you are dating more or less now compared to the following? How much do you agree that your experience of dating is better now compared to the following? How much do you agree that you are more confident dating now compared to the following?



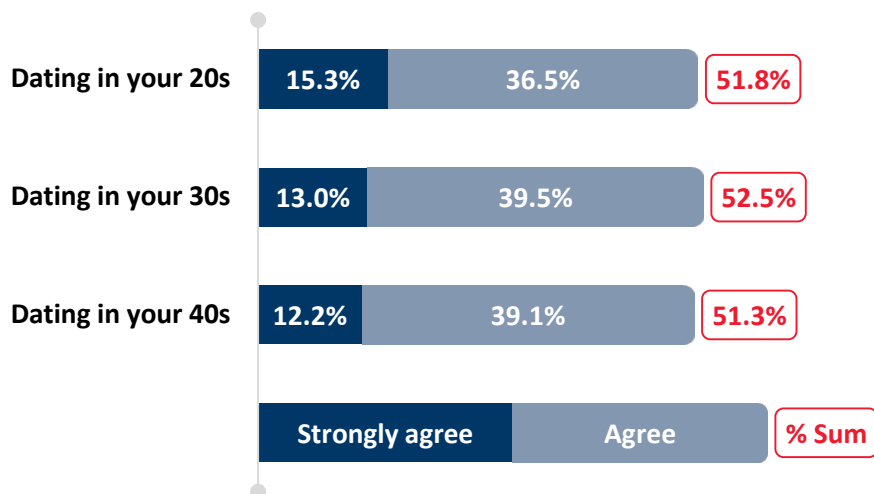
Source: CoreData - Dating and Romance Survey (November 2018)

Question: Would you say you are dating more or less now compared to the following?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree that your experience of dating is better now compared to the following?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree that you are more confident dating now compared to the following?

Many seniors say they are dating less now compared to when they were in their 20s (69.0%), in their 30s (68.9%) and in their 40s (59.2%).

Similar proportions say their experience of dating is better now compared to when they were in their 20s (38.9%), in their 30s (35.8%) or in their 40s (41.1%).

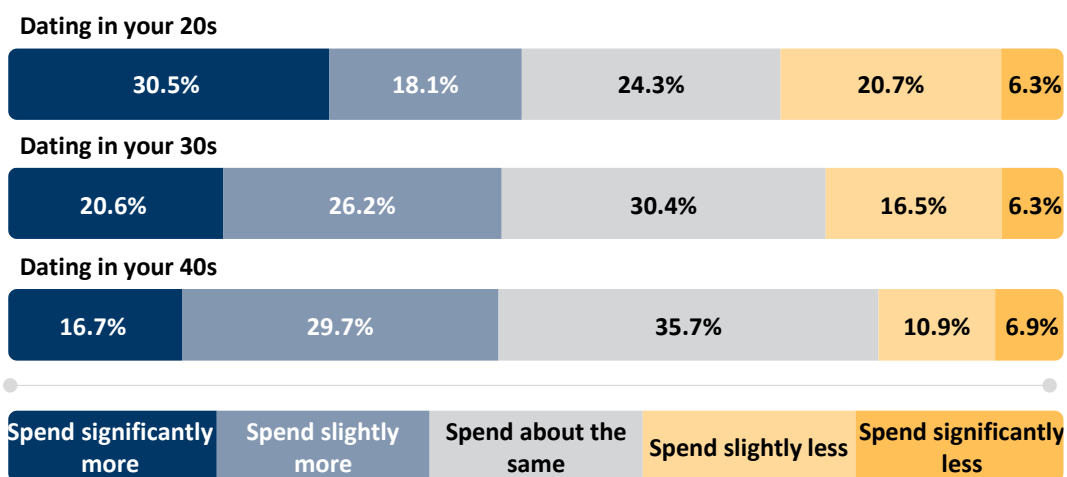
In terms of confidence, more than half of dating seniors say they are more confident dating now compared to when they were in the 20s (51.8%), in their 30s (52.5%) or in their 40s (51.3%).

What would be an acceptable amount of money to spend on a first date (to cover both people whether they pay for themselves or not)? How does the cost of a first date now differ to the following?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: What would be an acceptable amount of money to spend on a first date (to cover both people whether they pay for themselves or not)?



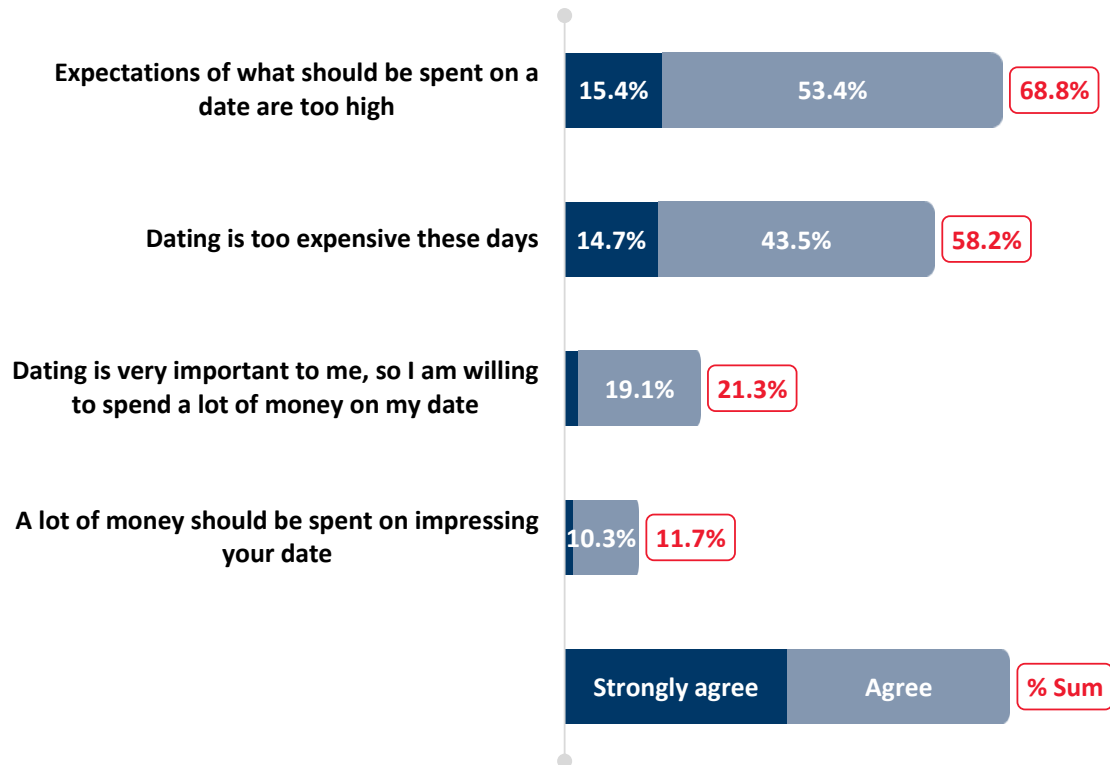
Source: CoreData - Dating and Romance Survey (November 2018)

Question: What would be an acceptable amount of money to spend on a first date (to cover both people whether they pay for themselves or not)?

Dating seniors say the average acceptable amount of money to spend on a first date to cover both people is \$94. This is slightly lower than \$108 from a previous ASIA study (Senior Relationships 2016).

Although a good number say the cost of a first date now is about the same as in the past, close to half of dating seniors say the cost is more compared to first dates when they were in their 20s (48.6%), in their 30s (46.8%) or in their 40s (46.4%).

How much do you agree with the following statements about the cost of dating?



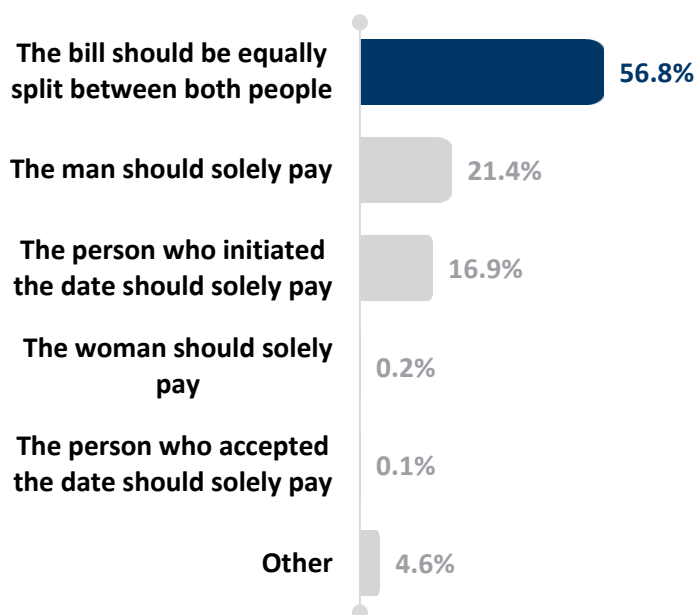
Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about the cost of dating?

Most dating seniors believe expectations of what should be spent on a date are too high (68.8%) and that dating is too expensive these days (58.2%). To a much lesser degree, more than one in five (21.3%) say dating is very important to them so they are willing to spend a lot of money on their date and one in nine (11.7%) think a lot of money should be spend on impressing their date.



Who do you generally think should pay for the first date?

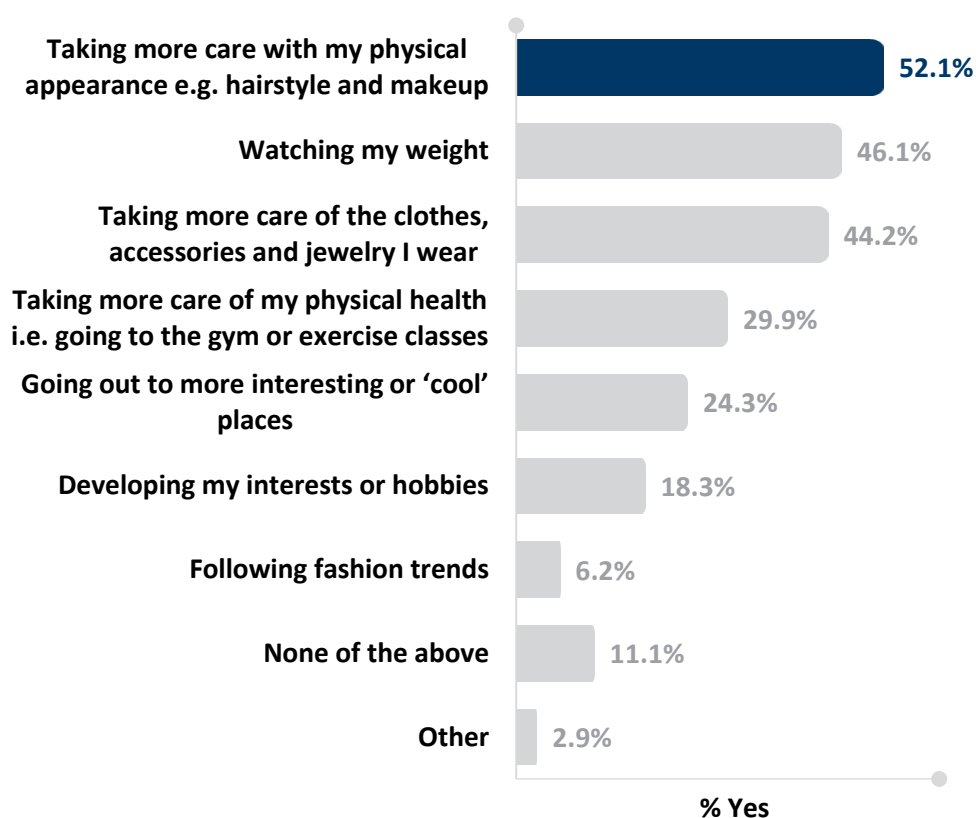


Source: CoreData - Dating and Romance Survey (November 2018)

Question: Who do you generally think should pay for the first date?

Close to three in five (56.8%) dating seniors think the bill should be equally split between both people for the first date, while more than one-fifth (21.4%) say the man should solely pay. One in six (16.9%) feel the person who initiated the date should solely pay.

When you started dating again did you consider any of the following?



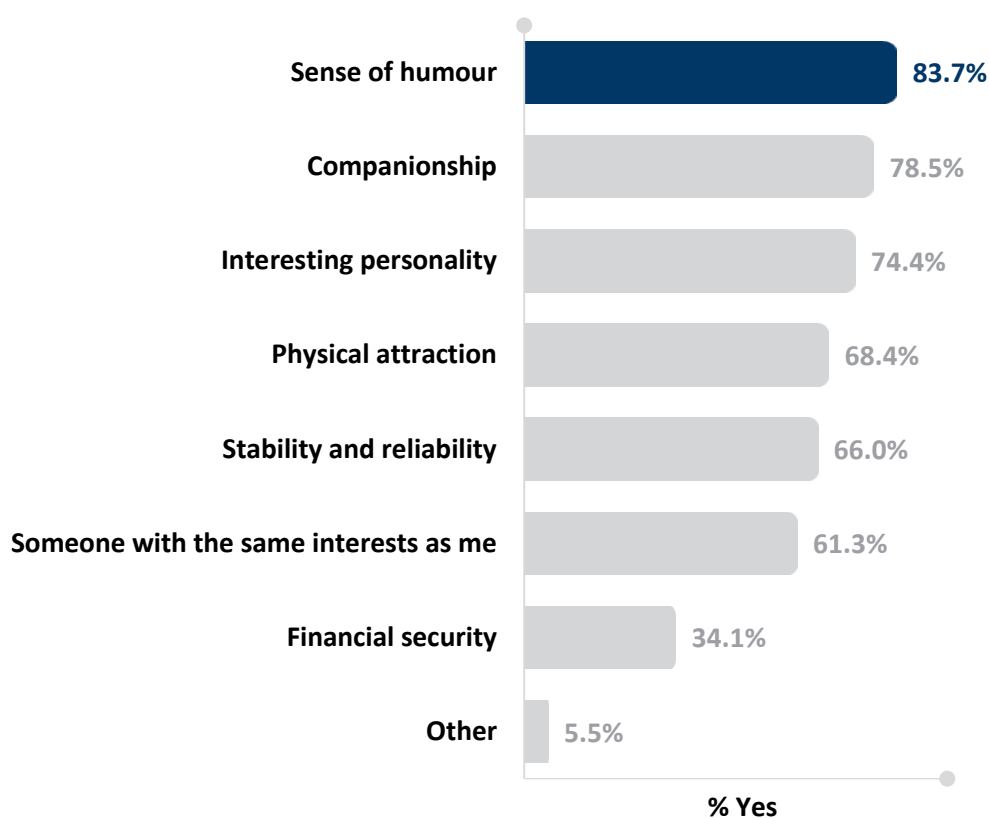
*\*Multiple answers allowed*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: When you started dating again did you consider any of the following?

When seniors started dating again, their physical appearance is one of the top aspects they considered specifically about taking more care of their physical appearance such as their hairstyle and makeup (52.1%), watching their weight (46.1%) and taking more care of the clothes, accessories and jewelry they wear (44.2%). Other dating seniors have also considered taking more care of their physical health (29.9%), going out to more interesting or 'cool' places (24.3%) and developing their interests or hobbies (18.3%).

What do you look for in a potential partner?



*\*Multiple answers allowed*

*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: What do you look for in a potential partner?*

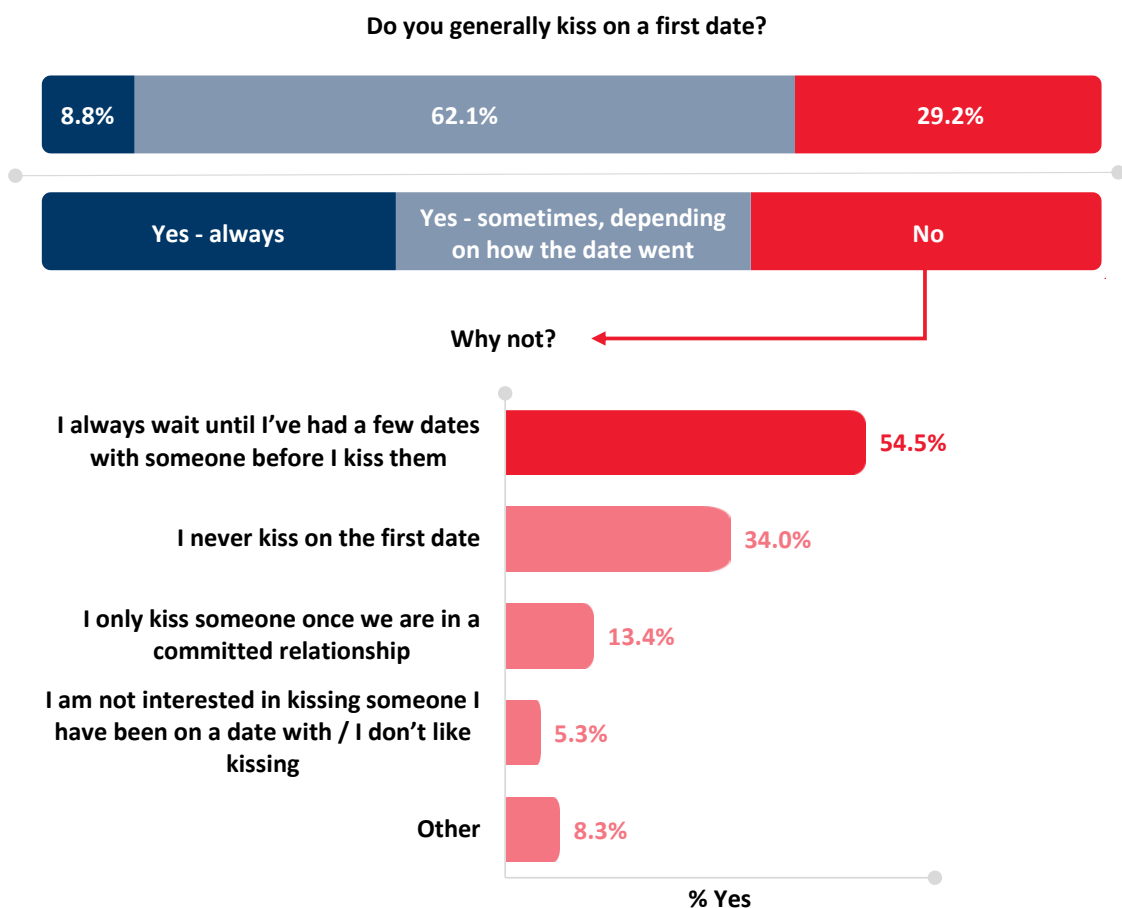
Most dating seniors look for sense of humour (83.7%), companionship (78.5%) and an interesting personality (74.4%) in a potential partner. Physical attraction (68.4%), stability and reliability (66.0%) and having the same interests as them (61.3%) are also important things dating seniors consider in a potential partner. More than a third (34.1%) count financial security as something they also look for.

## INTIMACY

- The large majority of dating Australian seniors generally kiss on a first date; however, it would take them more than three dates before they share greater physical intimacy than just a kiss
- Most also consider themselves to be sexually active or wish they were and believe physical intimacy is an important part of dating
- Some dating Australian seniors have used technology to send or receive an intimate message but fewer have ever sent an intimate photo of themselves
- Nearly all dating Australian seniors think getting older should not stop someone from exploring their sexuality, while most believe it is more common for seniors to come out as non-heterosexual and seniors are more accepting non-heterosexual seniors than they used to be

Put in designed textbox: This research is trying to understand what modern relationships among Australian seniors look like these days. An important part of this is considering the role that intimacy and sexuality plays so the next section covers questions on these topics.

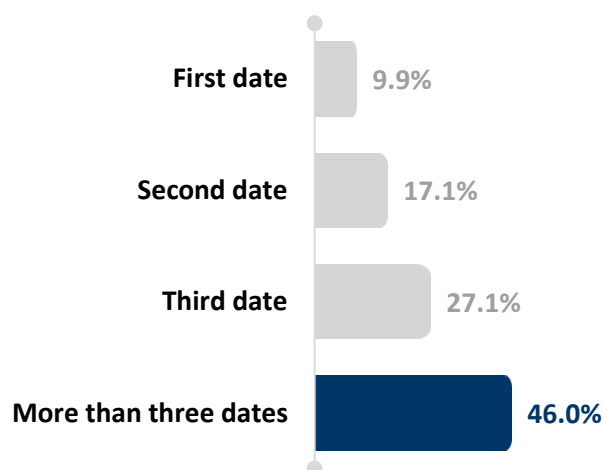
Do you generally kiss on a first date? Why not? If you form a connection with someone and consider pursuing a relationship, how many dates do you generally have before sharing greater physical intimacy than just a kiss? Do you consider yourself to be sexually active?



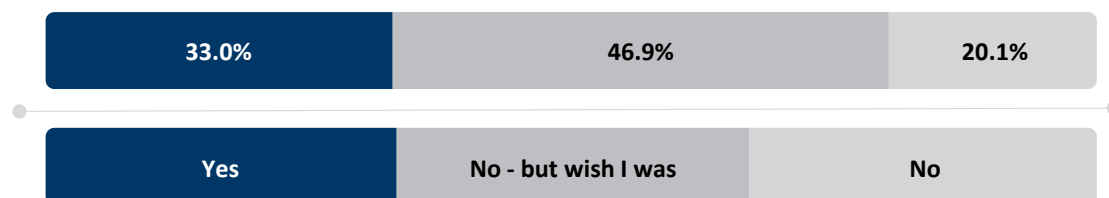
*\*Multiple answers allowed*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Do you generally kiss on a first date? Why not?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: If you form a connection with someone and consider pursuing a relationship, how many dates do you generally have before sharing greater physical intimacy than just a kiss?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: Do you consider yourself to be sexually active?

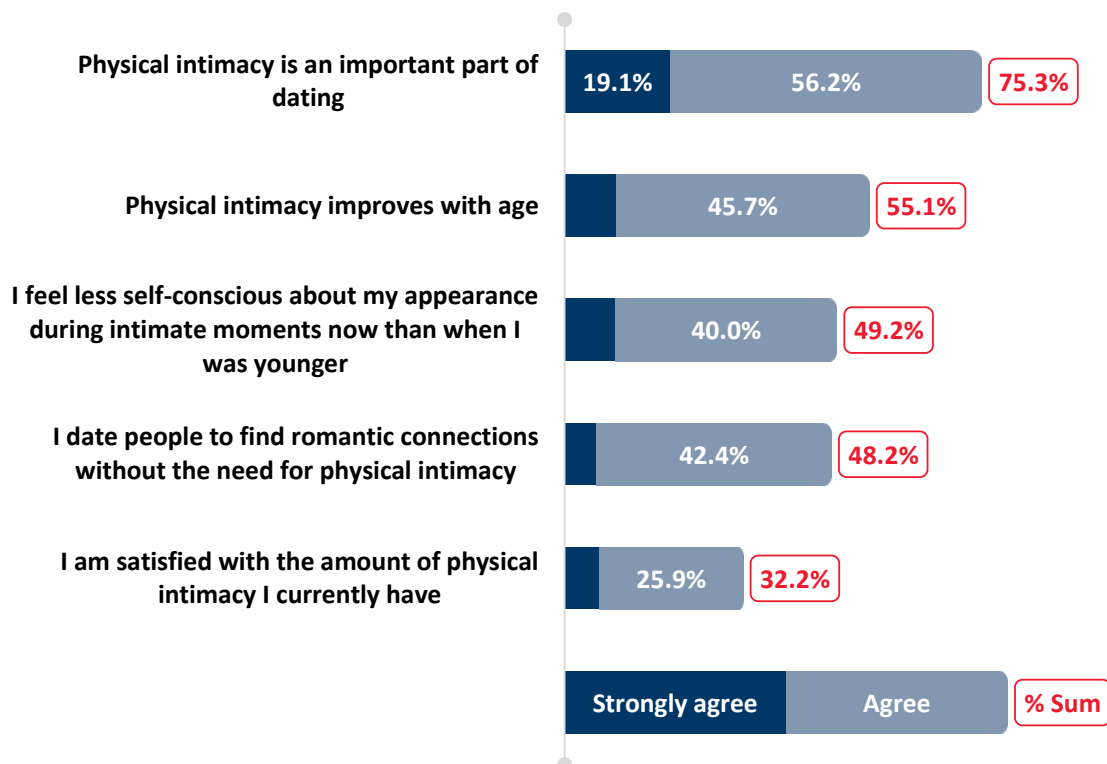
Seven in 10 (70.9%) dating seniors say they generally kiss on a first date, mostly depending on how the date went. Of those who do not kiss on a first date, more than half (54.5%) say they always wait until a few more dates with someone before they kiss them, while more than a third (34.0%) never kiss on the first date. Close to one in seven (13.4%) only kiss someone once they are in a committed relationship.

Close to half (46.0%) of seniors say it would take more than three dates before they share greater physical intimacy than just a kiss if they form a connection with someone and consider pursuing a relationship. Less than one in 10 say they would do this after the first date (9.9%), more than one in six (17.1%) say on the second date and more than a quarter (27.1%) say on the third date.

Males are more likely to share greater physical intimacy than just a kiss after the first date (16.9% vs. 3.3%) or the second date (24.0% vs. 10.5%), while females are more likely to do the same after more than three dates (62.9% vs. 28.0%).

A third of dating seniors (33.0%) consider themselves to be sexually active, while close to half (46.9%) are not but wish they were and one in five (20.1%) are not sexually active. Males are more likely to say they are sexually active (40.2% vs. 25.8%), while females are more likely to say they are not (27.1% vs. 13.0%).

How much do you agree with the following statements about physical intimacy?

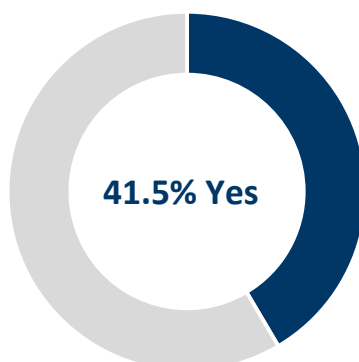


Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about physical intimacy?

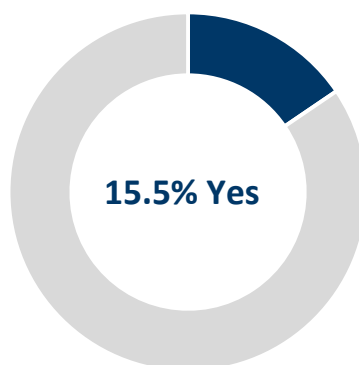
The large majority of dating seniors believe physical intimacy is an important part of dating (75.3%), while close to three in five (55.1%) think this improves with age. Similar proportions feel less self-conscious about their appearance during intimate moments now than they were younger (49.2%) and date people to find romantic connections without the need for physical intimacy (48.2%). Almost a third (32.2%) are satisfied with the amount of physical intimacy they currently have.

Have you ever used technology to send or receive an intimate message? Past the age of 50 years old, have you ever sent an intimate photo of yourself to someone through text or online communication?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever used technology to send or receive an intimate message?

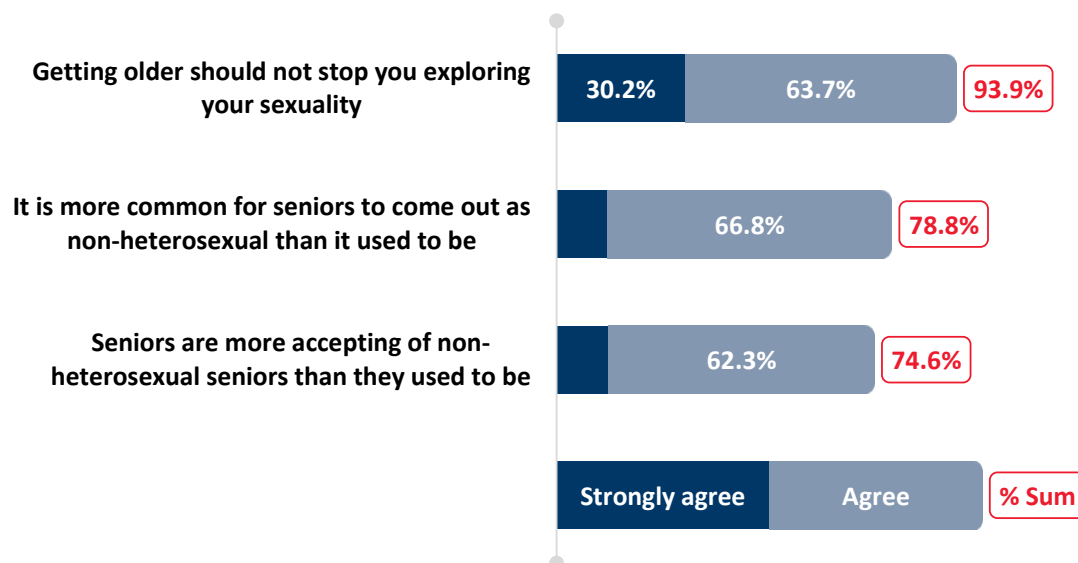


Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: Past the age of 50 years old, have you ever sent an intimate photo of yourself to someone through text or online communication?

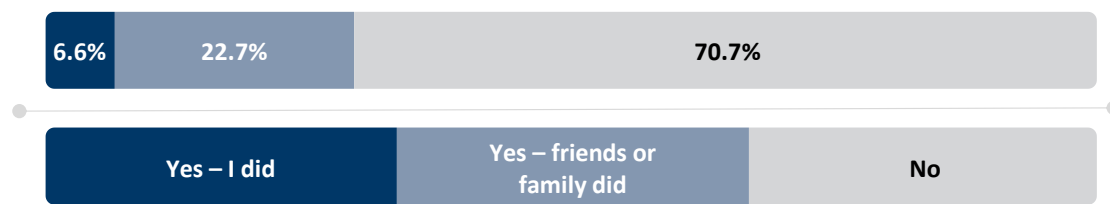
More than two in five (41.5%) dating seniors have used technology to send or receive an intimate message but only close to one in six (15.5%) have sent an intimate photo of themselves to someone through text or online communication past the age of 50 years old.

Male seniors are more likely to have used technology to send or receive an intimate message compared to female seniors (48.5% vs. 35.0%).

How much do you agree with the following statements about sexuality? Do you know anyone who has come out as same-sex attracted later in life?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: How much do you agree with the following statements about sexuality?



*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Do you know anyone who has come out as same-sex attracted later in life?*

Nearly all dating seniors think getting older should not stop someone from exploring their sexuality (93.9%). Similar proportions say it is more common for seniors to come out as non-heterosexual than it used to be (78.8%) and seniors are more accepting non-heterosexual seniors than they used to be (74.6%).

Close to a quarter of seniors say they know family or friends who have come out as same-sex attracted later in life (22.7%), while a minor proportion say they themselves have come out (6.6%).



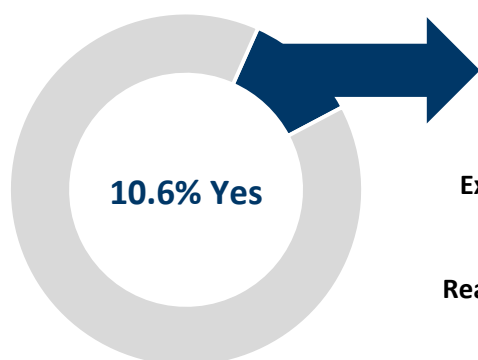
## BLENDED FAMILIES

- Of the minor proportion of Australian seniors who are currently part of a blended family, the vast majority say their children were supportive when they became a blended family
- Their family and friends' reaction to meeting their new partner are generally positive especially their grandchildren and friends and have helped their broader family accept the relationship sooner
- Although many seniors that are part of blended families say their relationship with their children and or grandchildren have stayed the same since they became a blended family, the change for other seniors lean towards the positive rather than the negative
- Christmas may not be more difficult than usual for most Australian seniors from blended families but some say they have had difficulty navigating and sharing time over Christmas between their different families
- Some Australian seniors from blended families have updated their existing insurance policies or have purchased new ones when they started a blended family as well as have updated their will

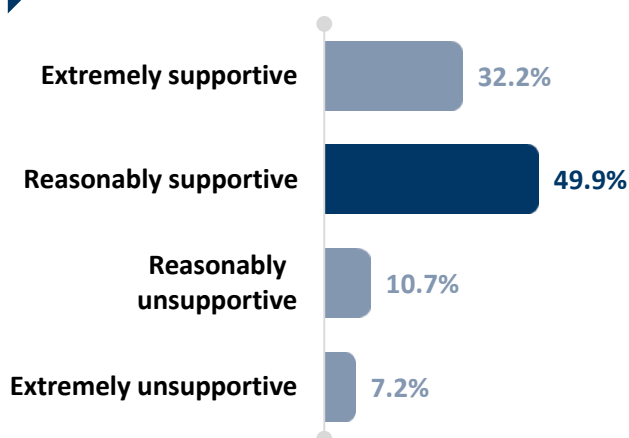
Put in designed textbox: The next section of the survey covers the topic of blended families. The definition of a blended family is one consisting of a couple, the children they have had together, and their children from previous relationships. This can also include families where one person has not previously had children before. For example, a single man with no children marries a woman with a child and then has a child with her)

Are you currently part of a blended family? How supportive were your children when you became a blended family? What do you see as the main positives of a blended family? What do you see as the main challenges of a blended family?

**Are you currently part of a blended family?**



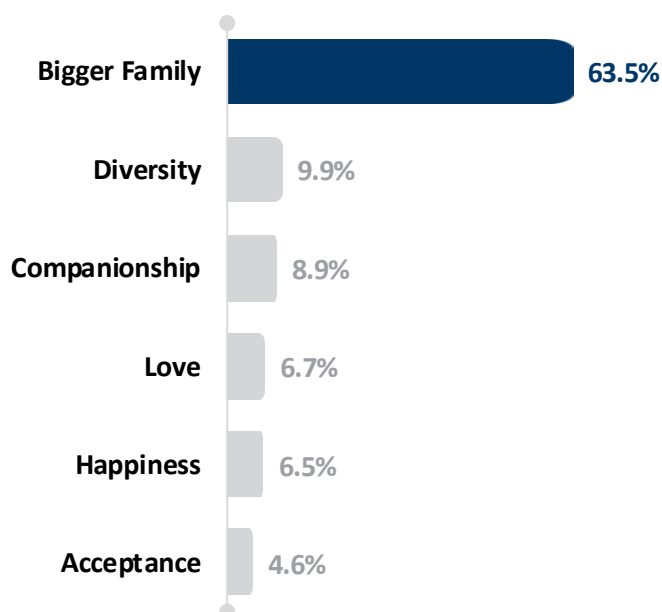
**How supportive were your children when you became a blended family?\***



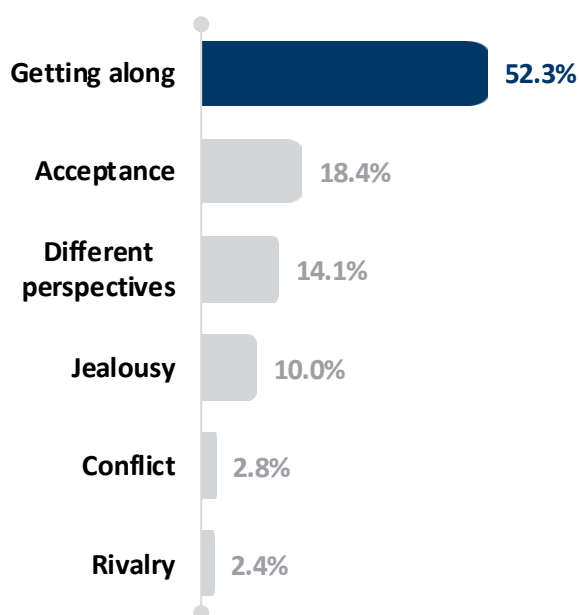
*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Are you currently part of a blended family? How supportive were your children when you became a blended family?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: What do you see as the main positives of a blended family?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: What do you see as the main challenges of a blended family?

One in 10 (10.6%) seniors say they are currently part of a blended family. Of these, the vast majority say their children were supportive when they became a blended family (82.1%).

Seniors part of blended families cite their family growing in size as the main positive of being part of one. However, seniors also say not everyone in the family getting along is one of the many challenges they have faced in becoming blended families.

**What do you see as the main positives of a blended family?**

*"The effort and commitment made to get to know and become closer with people who are not related to you, but will be part of your life as they are now family." (Female, 54 years old, VIC)*

*"Bigger family, in a sense, more fun. My parents were the blended family, I had to accept my half-sister and brothers. With time I learnt to love them." (Female, 57 years old, WA)*

*"I feel that it would add security on all fronts. That is would be great for the children and the couple as long as they were suitably matched." (Female, 72 years old, WA)*

**What do you see as the main challenges of a blended family?**

*"Bringing 2 families together with different backgrounds, parenting styles, different beliefs about parenting, different interests. Expectations. In short, just about everything, especially to start." (Female, 67 years old, SA)*

*"So much trouble and not worth it and what happens when one person dies and the property which should rightfully go to the children of that one gets taken by the other partner - not right." (Female, 61 years old, NSW)*

*"Clear definition of roles and responsibilities. It takes time to build a relationship to a child you don't know. Managing the expectations of ex-partners." (Female, 50 years old, VIC)*

How did each of the following people react to meeting your new partner? Did your children's reaction to your new relationship impact other people in your life? Did your children's reaction to your new relationship impact other people in your life?

How did each of the following people react to meeting your new partner?

**Family (excluding children)**



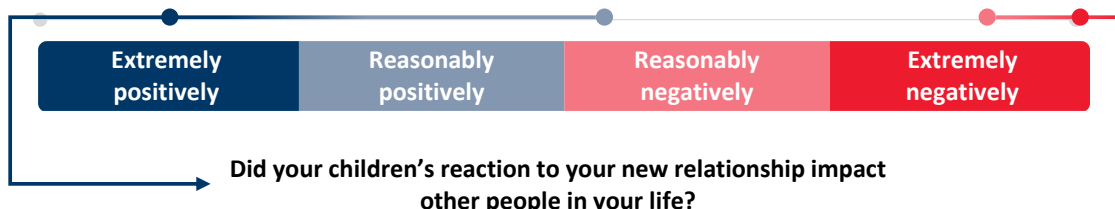
**Friends**



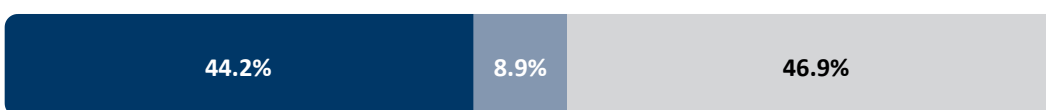
**Your grandchildren**



**Your children**



Did your children's reaction to your new relationship impact other people in your life?

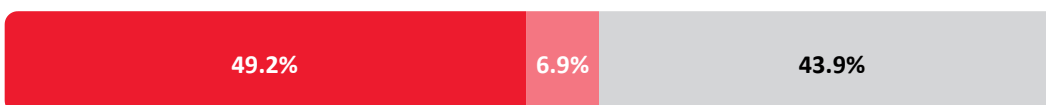


Yes, it helped my broader family accept the relationship sooner

Yes, it improved my children's relationship with my new partner

No

Did your children's reaction to your new relationship impact other people in your life?



Yes, it made it harder for my broader family to accept the relationship

Yes, it negatively impacted my children's relationship with me / my new partner

No

*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

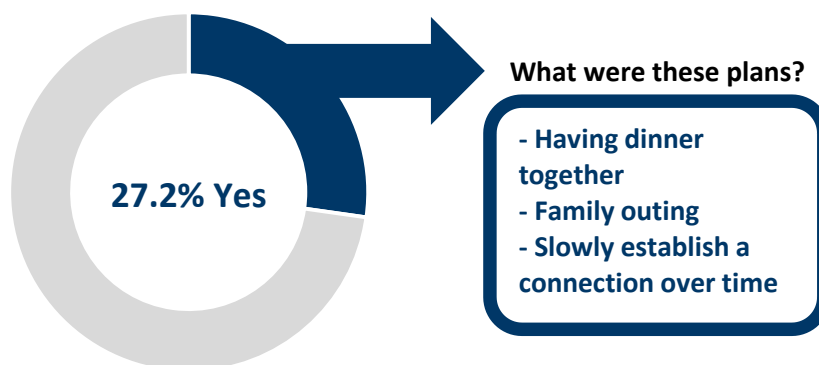
Question: How did each of the following people react to meeting your new partner? Did your children's reaction to your new relationship impact other people in your life?

Seniors that are part of blended families say their family and friends' reaction to meeting their new partner are generally positive especially their grandchildren and friends.

Although a good number of seniors say their children's positive reaction to their new relationship has not impacted the other people in their life, more than two in five (44.2%) say it did by helping their broader family accept the relationship sooner. This is similar to those whose children reacted negatively which made it harder for their broader family to accept the relationship.

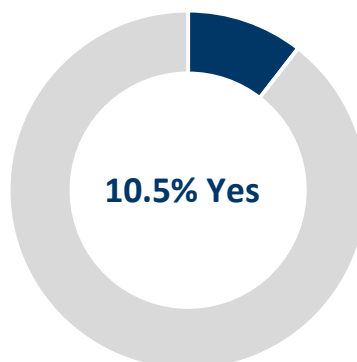
Did you put in plans in place for introducing new partners to your children? What were these plans?  
Have you avoided introducing a partner to your children out of fear of being judged?

**Did you put in plans in place for introducing new partners to your children?**



*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Did you put in plans in place for introducing new partners to your children? What were these plans?*



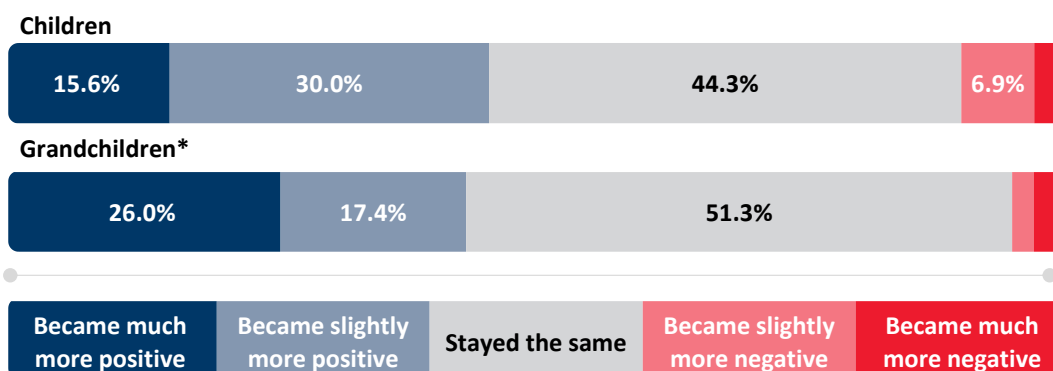
*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Have you avoided introducing a partner to your children out of fear of being judged?*

More than a quarter of seniors that are part of blended families have put in plans in place for introducing new partners to their children (27.2%), including making time to have dinner together and taking a trip outside town.

One in 10 (10.5%) say they have avoided introducing a partner to their children out of fear of being judged.

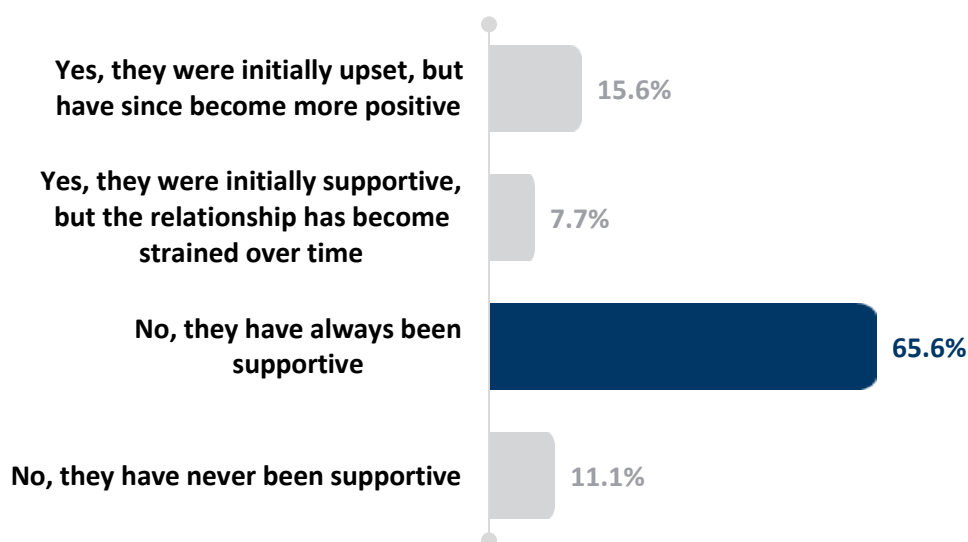
How has the relationship changed with the following people since you became a blended family? Did your family's initial reaction to your new relationship change over time?



*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: How has the relationship changed with the following people since you became a blended family?



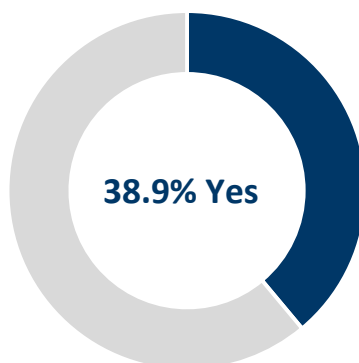
Source: CoreData - Dating and Romance Survey (November 2018)

Question: Did your family's initial reaction to your new relationship change over time?

Although many seniors that are part of blended families say their relationship with their children and or grandchildren have stayed the same since they became a blended family, the change for other seniors lean towards the positive rather than the negative.

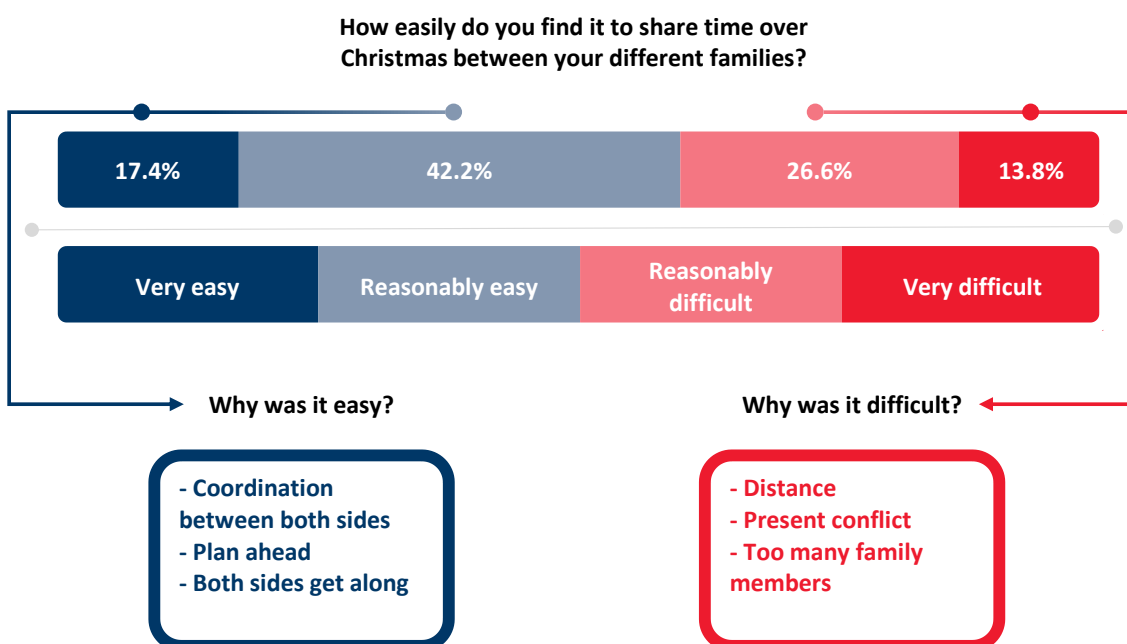
The majority of seniors from blended families say their family's initial reaction to their new relationship did not change over time since they have always been supportive (65.6%).

Do you find the Christmas period more difficult to navigate since you have become a blended family? How easily do you find it to share time over Christmas between your different families? Why was it easy/difficult? How did you decide which family to visit first over Christmas?



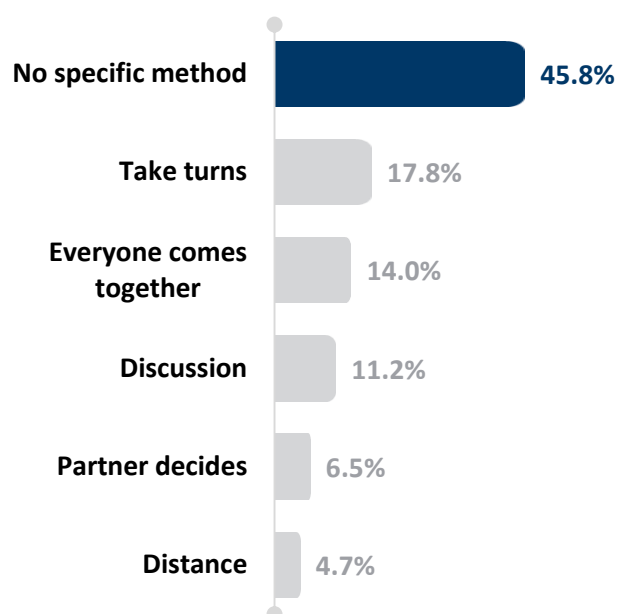
Source: CoreData - Dating and Romance Survey (November 2018)

Question: Do you find the Christmas period more difficult to navigate since you have become a blended family?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How easily do you find it to share time over Christmas between your different families? Why was it easy/difficult?



Source: CoreData - Dating and Romance Survey (November 2018)  
 Question: How did you decide which family to visit first over Christmas?

Although many seniors from blended families do not find the Christmas period more difficult to navigate, close to two in five (38.9%) say they have had difficulty navigating that specific period since they have become a blended family.

Close to three in five (59.6%) seniors from blended families find it easy to share time over Christmas between their different families, while the remaining portion say otherwise (40.4%).

For seniors who found it easy to share time over Christmas, they cite both sides coordinating with each other and taking time to plan ahead as reasons for the ease. On the other hand, the geographic distance between families and ongoing conflict are just some of the reasons behind the difficulty of sharing time over Christmas between their different families.

Most seniors don't have a specific method to determine which family to visit first over Christmas. For those that do, they either take turns every year or celebrate the holiday together.

#### Why was it easy?

*"Make a time plan to fit everyone in and be with children and grandchildren irrespective of biological parent. Christmas is a time for joy and sharing and there is no place for negative feelings."* (Female, 72 years old, QLD)

*"It was easy because both families are very reasonable people who respect the other relationships."* (Male, 65 years old, QLD)

*"Arrangements are discussed leading up to Christmas with everyone agreeing to the dates."* (Male, 62 years old, WA)



### Why was it difficult?

*"Everyone wanted to be the centre of attention and not communicate reasonably with my new partner. Tension was evident all day, and it was a relief to close the door at the end of the day."*

*(Female, 61 years old, QLD)*

*"Everyone has different plans and tend to go in all directions. The only way to celebrate Christmas together on recent years was to have on a day that was not a public holiday."*

*(Female, 62 years old, NSW)*

*"Taking turns doesn't always work. Distance between families."*

### How did you decide which family to visit first over Christmas?

*"Whoever is around. Whoever wants to be in your life. More importantly spend time with family who have kids."*

*(Female, 65 years old, WA)*

*"We took it in turns each year, or split up to visit our respective parents."*

*(Female, 51 years old, QLD)*

*"Flip of a coin to see who gets Christmas day and who gets Boxing Day."*

*(Male, 66 years old, WA)*

*"By whatever the plans are (i.e. who is having Christmas first)."*

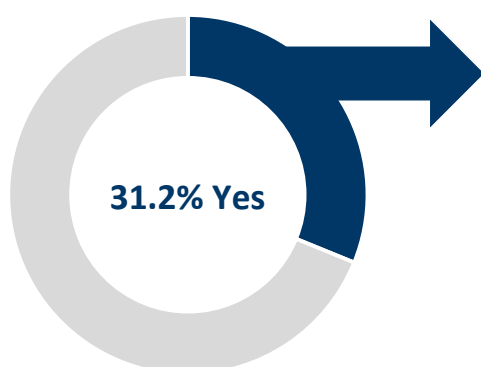
*(Female, 59 years old, WA)*

*"Everyone is spread out so much that it is not an issue."*

*(Male, 65 years old, QLD)*

Do you find that any stresses and strains of having a blended family can take some of the fun out of Christmas compared to having a non-blended family? How does it take some of the fun out of Christmas?

**Do you find that any stresses and strains of having a blended family can take some of the fun out of Christmas compared to having a non-blended family?**



**How does it take some of the fun out of Christmas?**

- Jealousy between families
- More stress than fun

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Do you find that any stresses and strains of having a blended family can take some of the fun out of Christmas compared to having a non-blended family? How does it take some of the fun out of Christmas?

Close to a third (31.2%) of seniors from blended families say they find stresses and strains of having a blended family can take some of the fun out of Christmas compared to having non-blended families, while the rest say otherwise.

Seniors cite Jealousy between families and the holiday being more stressful than fun as some of the ways having a blended family takes some of the fun out of Christmas.

*"Concessions are made that might not suit you or your partner. So it becomes 'the talk' and stressful leading up to the day." (Female, 56 years old, VIC)*

*"It is awkward and I feel guilty about my partner and my children's relationship. They never talk." (Male, 69 years old, QLD)*

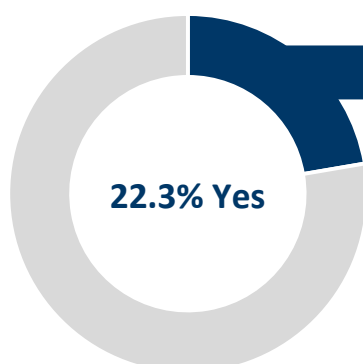
*"Jealousy. Selfishness. They want everything on their terms. Not prepared to compromise." (Female, 65 years old, WA)*

*"People might not get along, issues might come up from the past." (Female, 54 years old, VIC)*

*"Moods and jealousy." (Male, 63 years old, NSW)*

Did you update any of your insurance policies or purchase new ones when you started a blended family? What insurance policies did you update or purchase? Have you updated your will since starting a blended family?

**Did you update any of your insurance policies or purchase new ones when you started a blended family?**

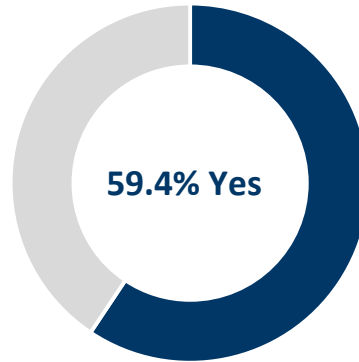


**What insurance policies did you update or purchase?**

- Life insurance
- Home and contents

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Did you update any of your insurance policies or purchase new ones when you started a blended family? What insurance policies did you update or purchase?



*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: Have you updated your will since starting a blended family?*

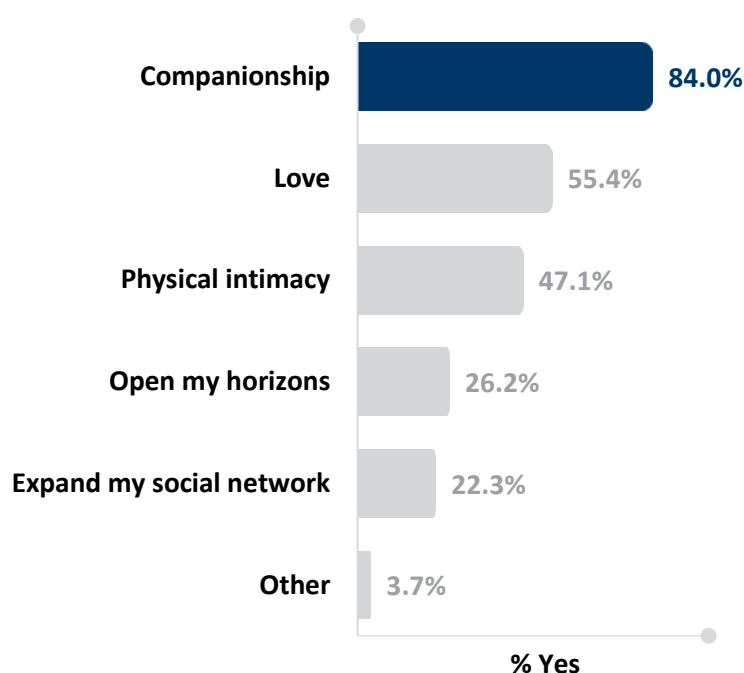
More than one in five (22.3%) seniors from blended families say they have updated their existing insurance policies or have purchased new ones when they started a blended family, with life insurance as the most popular insurance policies they have either updated or purchased.

Close to three in five (59.4%) say they have updated their will since starting a blended family.

## DATING EXPECTATIONS

- Many dating Australian seniors cite companionship, love and physical intimacy as their key hopes and have anticipated starting a serious relationship with someone when they started dating again
- Only a few have experienced disapproval from their family, children or friends that they are dating or hope to be dating
- Dating Australian seniors also celebrate Valentine's day less now than when they are younger and feel it is not that important to celebrate 'romantic' dates such as this day
- However, this does not stop them from spending money on their partner, typically shelling out around \$30 or Australia-wide, this amounts to roughly \$150.5 million per year

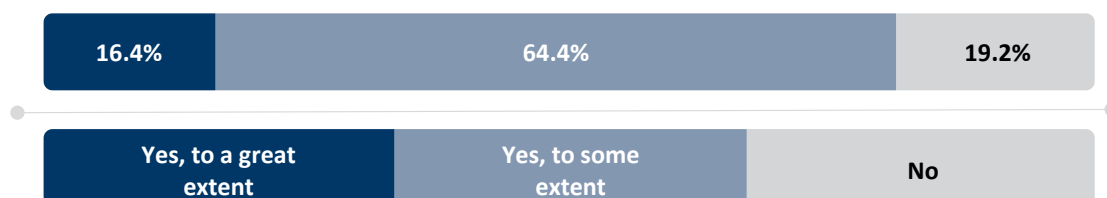
What were your key hopes when you started dating again? When you started dating again, did you anticipate starting or intend to start serious relationship with someone? Which of the following applies to you?



*\*Multiple answers allowed*

*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: What were your key hopes when you started dating again?*



*Source: CoreData - Dating and Romance Survey (November 2018)*

*Question: When you started dating again, did you anticipate starting or intend to start serious relationship with someone?*



*\*Indicative only due to low sample size*

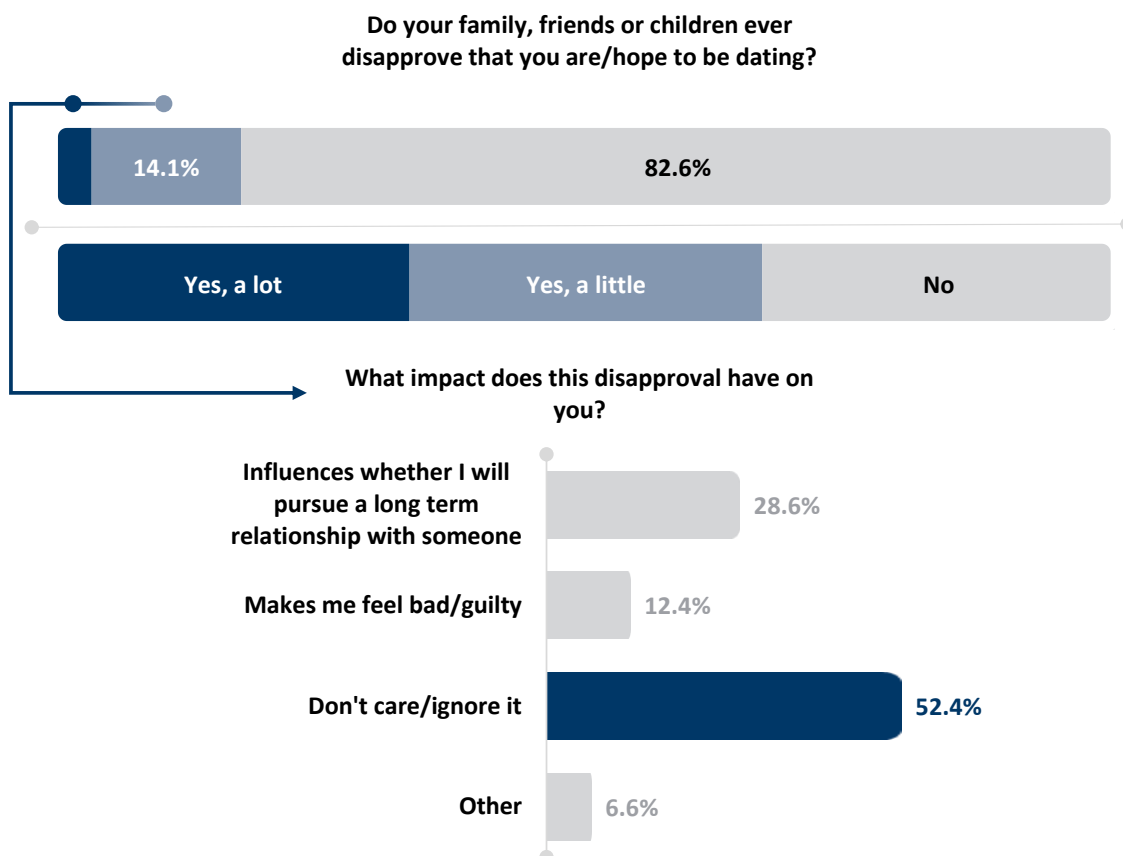
Source: CoreData - Dating and Romance Survey (November 2018)

Question: Which of the following applies to you?

The vast majority of dating seniors cite companionship as one of their key hopes or goals when they started dating again (84.0%). Many also have listed love (55.4%) and physical intimacy (47.1%), while similar proportions say they hoped to open their horizons (26.2%) and expand their social network (22.3%) when they started dating again.

Four in five (80.8%) dating seniors say they anticipate starting or intend to start a serious relationship with someone when they started dating again. However, close to three in five (57.6%) say that if they found a partner who did not want to start a serious relationship, they would continue dating them compared to those who would stop dating if their partner does not want a serious relationship (42.4%).

Do your family, friends or children ever disapprove that you are/hope to be dating? What impact does this disapproval have on you?

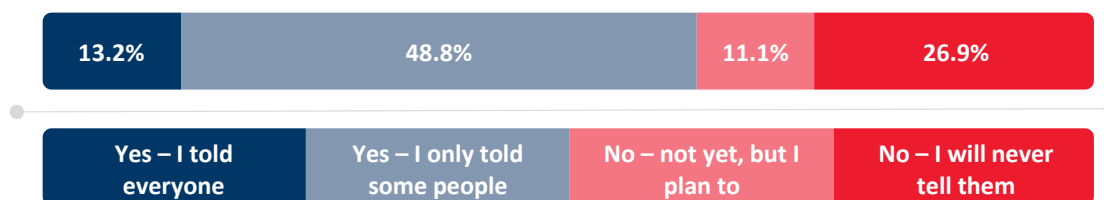


Source: CoreData - Dating and Romance Survey (November 2018)

Question: Do your family, friends or children ever disapprove that you are/hope to be dating? What impact does this disapproval have on you?

Although the vast majority of dating seniors say their family, friends or children have not disapproved of them dating or hoping to be dating, close to one in five (17.4%) have experienced disapproval. Of these respondents, more than half (52.4%) do not care or have ignored the disapproval, while close to three in 10 (28.6%) say this have influenced whether they would pursue a long term relationship with someone.

Did you tell your friends and family that you're using a dating app or website?

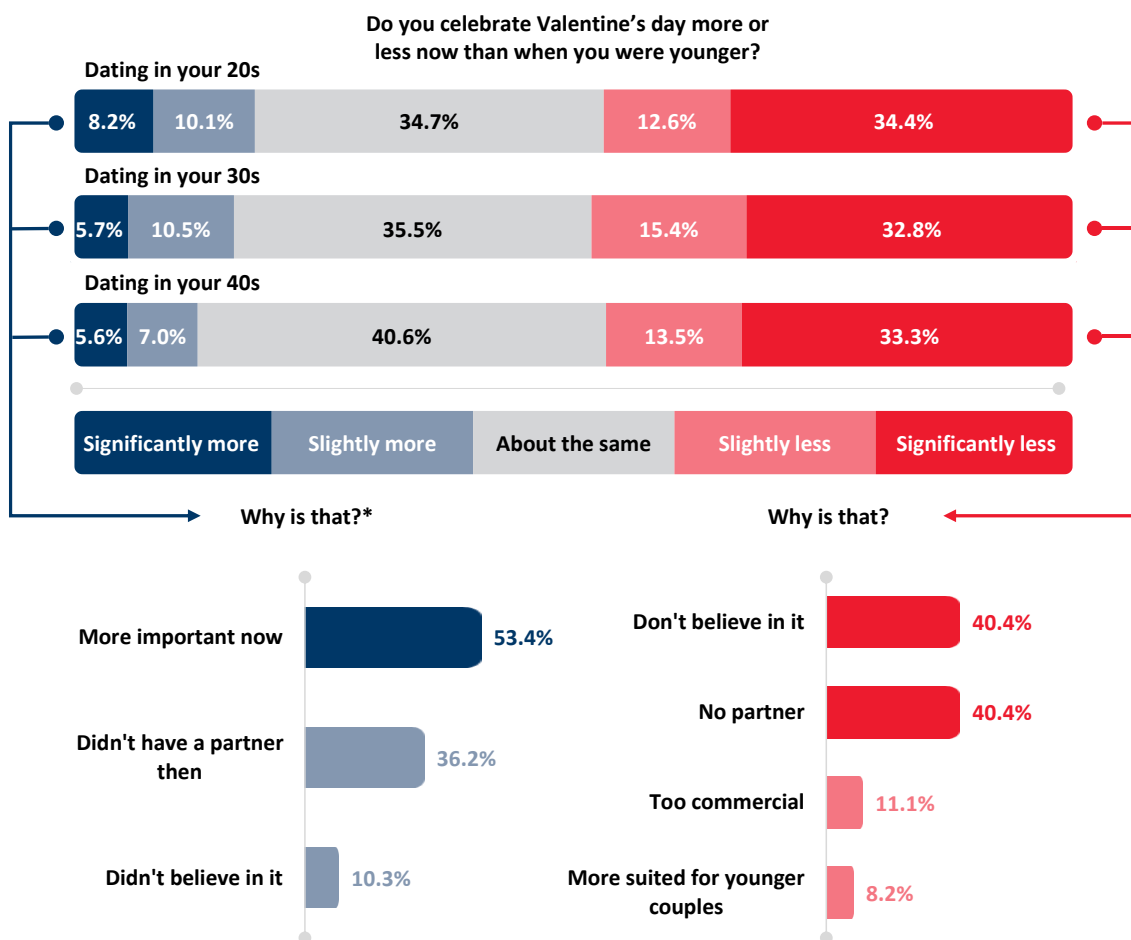


Source: CoreData - Dating and Romance Survey (November 2018)

Question: Did you tell your friends and family that you're using a dating app or website?

Among dating seniors who have used online dating sites or mobile dating apps, more than three in five (62.0%) have told their family and friends that they are using a dating app or website, while one in nine (11.1%) plan to. More than a quarter (26.9%) have no plans of telling their family and friends that they use dating websites or apps.

Do you celebrate Valentine's day more or less now than when you were younger? Why is that?



\*Indicative only due to low sample size

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Do you celebrate Valentine's day more or less now than when you were younger? Why is that?

Similar proportions of dating seniors say they celebrate Valentine's day less now compared to when they were in their 20s (47.0%), in their 30s (48.2%) or in their 40s (46.8%).

Among those who celebrate less, they cite not believing in the holiday or not having a partner as reasons behind the decrease in celebration, while for those who say they celebrate more now, they point to the holiday having more importance as you get older as the main factor for doing so.

#### Why is that? (Significantly/slightly more)

*"As you get older you realise you do need to make a greater effort to acknowledge such celebrations.*

*As you get older you know you must not take it for granted that the relationship is ok and on track, but that you have to make the effort, and take advantage of such occasions to show the person that you care and they are special. When you are no longer the "Spring chicken", more effort is required."*

*(Male, 71 years old, VIC)*

*"Special occasions mean more as you get older."* (Male, 62 years old, TAS)

*"I had a partner then."* (Female, 57 years old, VIC)

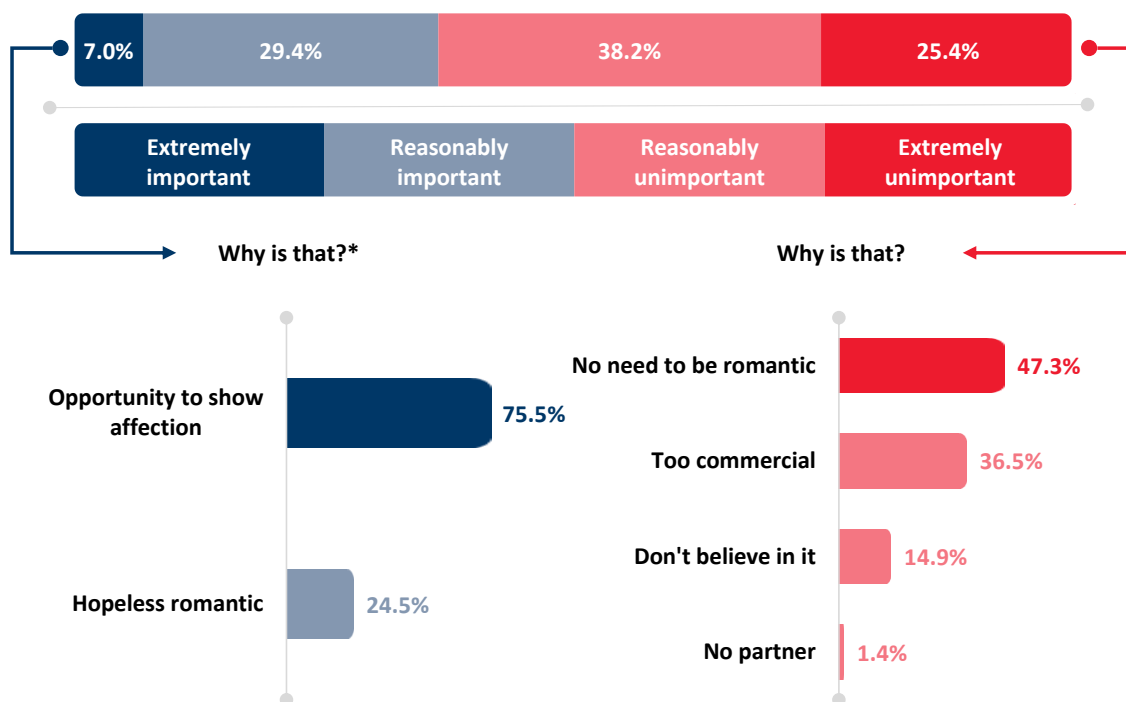
### Why is that? (Significantly/slightly less)

*"I have been solo for so long that it has no meaning to me - and I may even be kind of envious."*  
(Female, 64 years old, SA)

*"I've never celebrated Valentine's Day."* (Female, 71 years old, SA)

*"It is more for younger couples."* (Male, 67 years old, WA)

### How important is it to you to celebrate 'romantic' dates like Valentine's day? Why is that?



\*Indicative only due to low sample size

Source: CoreData - Dating and Romance Survey (November 2018)

Question: How important is it to you to celebrate 'romantic' dates like Valentine's day? Why is that?

Although more than a third (36.4%) of dating seniors say it is important to celebrate 'romantic' dates like Valentine's day, the remaining portion feel otherwise (63.6%).

Among those who say it is unimportant to celebrate 'romantic' dates, they cite not needing a special holiday to be romantic and the holiday itself being too commercial as reasons behind not giving it much importance, while for those who say such dates are important, they see it as an opportunity to show their partners affection as they are not always able to do so on other days of the year.

### Why is that? (Extremely/reasonably important)

*"For passionate romantics, the only reason is to make the partner feel loved respected and impassioned."* (Male, 67 years old, VIC)

*"I think it shows you care about that person."* (Female, 60 years old, QLD)

*"It's traditional & shows your partner that you still love them."* (Male, 52 years old, VIC)



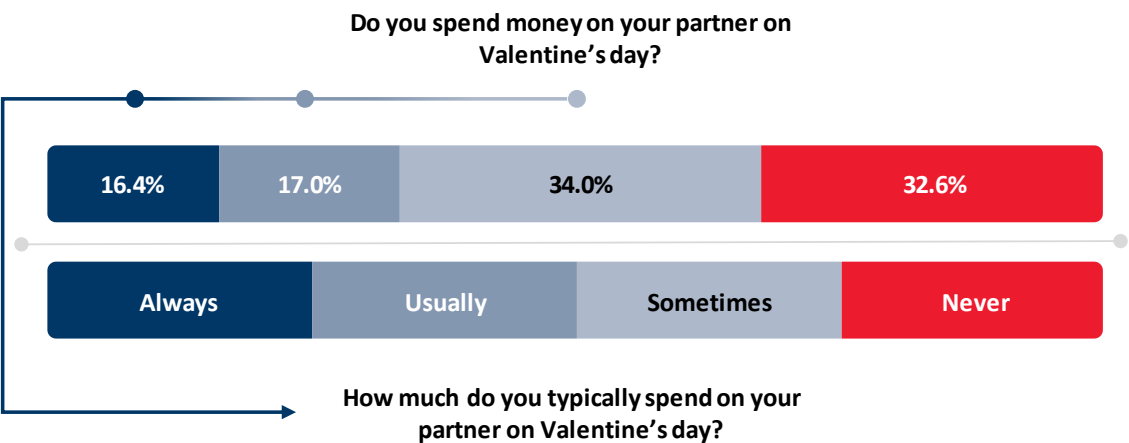
Why is that? (Extremely/reasonably unimportant)

*"I've never believed in the commercialism of valentine day... I'm happy to buy flowers and treat my partner anytime." (Male, 50 years old, TAS)*

*"Just a made up celebration, one should celebrate love every day." (Female, 60 years old, NSW)*

*"Love should be shown everyday not just on commercial dates." (Female, 52 years old, WA)*

Do you spend money on your partner on Valentine's day? How much do you typically spend on your partner on Valentine's day?



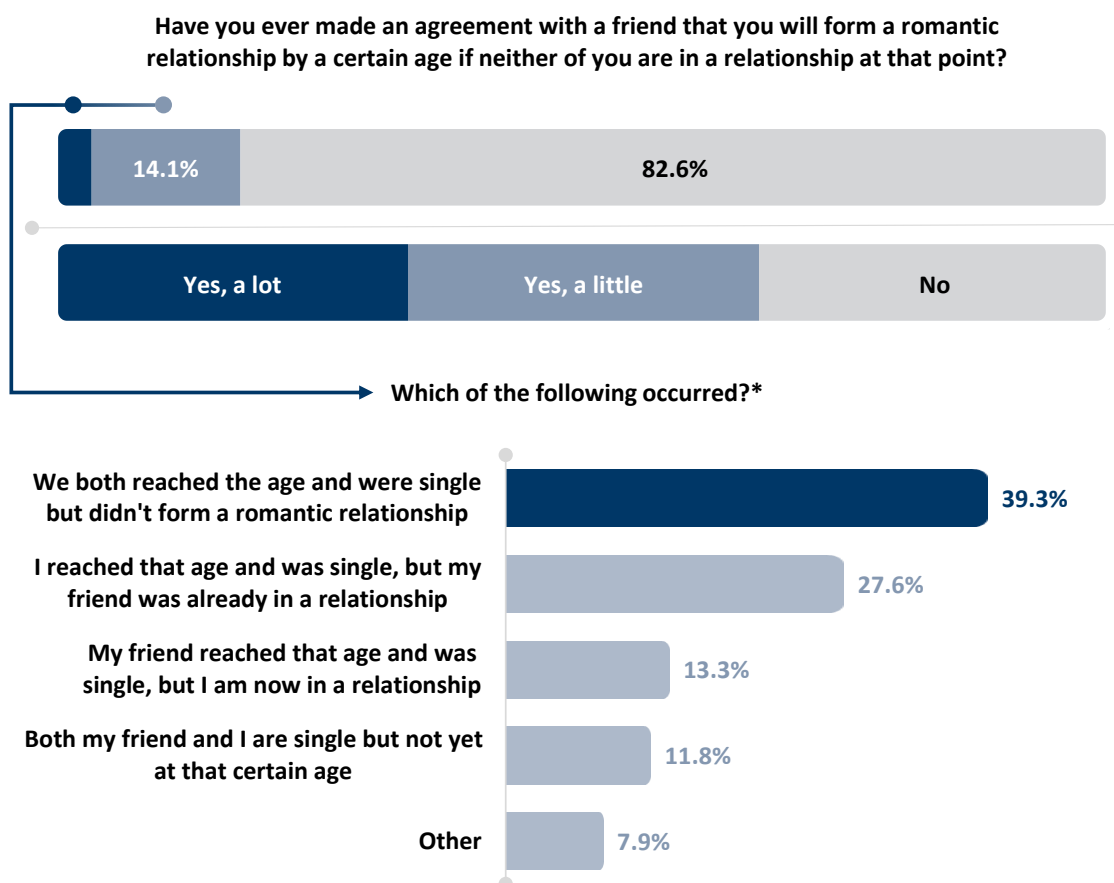
Source: CoreData - Dating and Romance Survey (November 2018)  
Question: Do you spend money on your partner on Valentine's day? How much do you typically spend on your partner on Valentine's day?

More than two-thirds (67.4%) of dating seniors say they spend money on their money on Valentine's day, estimating the amount to be around \$30. Australia-wide, this amounts to roughly \$150.5 million per year.

## FUTURE INTENTIONS

- Many dating Australian seniors are open to the idea of reconnecting with people they have previously dated or been in a relationship with regardless of whether it was casual or serious
- For married Australian seniors, some have or would renew their vows with their partner and say the renewal of vows or the idea of one have refreshed or positively impacted their relationship
- Although the vast majority of single Australian seniors say they have more freedom when single compared to being in a relationship, similar proportions express opposing feelings about being single with some saying they are happy to be single while others are saying they often feel lonely and would like to be in a relationship

Have you ever made an agreement with a friend that you will form a romantic relationship by a certain age if neither of you are in a relationship at that point? Which of the following occurred? Are you open to the idea of reconnecting with people you have previously dated or been in a relationship with?



*\*Indicative only due to low sample size*

Source: CoreData - Dating and Romance Survey (November 2018)

Question: Have you ever made an agreement with a friend that you will form a romantic relationship by a certain age if neither of you are in a relationship at that point? Which of the following occurred?



Source: CoreData - Dating and Romance Survey (November 2018)

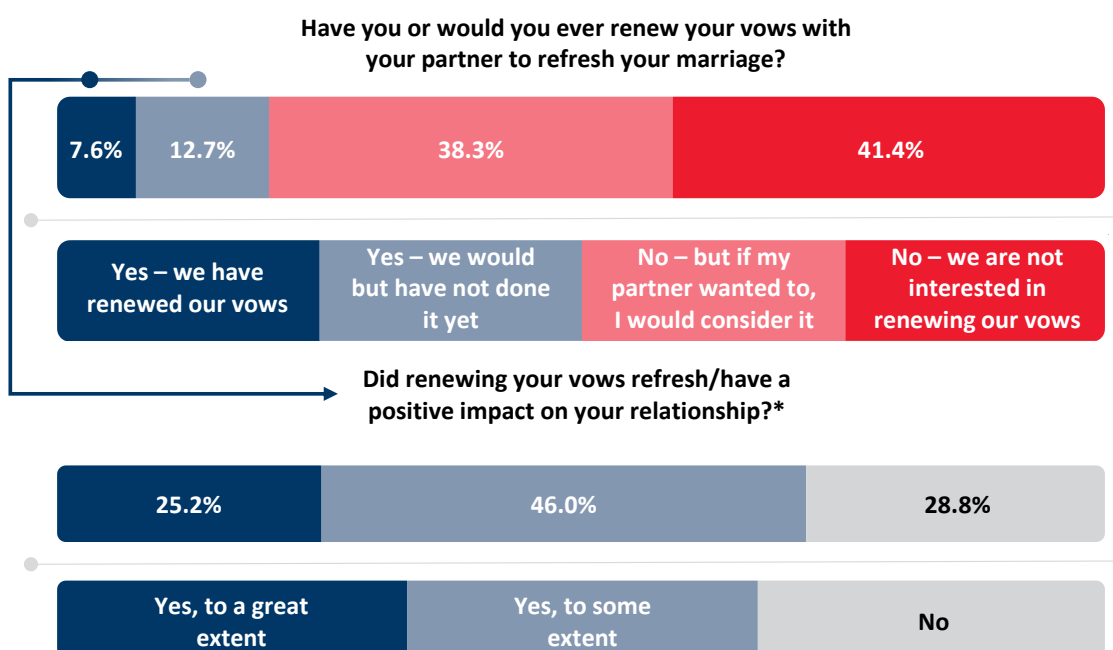
Question: Are you open to the idea of reconnecting with people you have previously dated or been in a relationship with?

Although the overwhelming majority of dating seniors have never made an agreement with a friend that they will form a romantic relationship by a certain age if neither of them are in a relationship at that point, a very minor portion say they have made such arrangement (6.4%).

Among those who say they have made an agreement with a friend, they both reached the age and were single but did not form a romantic relationship or they reached that age and was single but their friend was already in a relationship are the common scenarios that actually occurred.

Half (50.4%) of the dating seniors say they are open to the idea of reconnecting with people they have previously dated or been in a relationship with regardless of whether it was casual or serious, while one in 10 (10.0%) say they are open but only with people they have casually dated.

Have you or would you ever renew your vows with your partner to refresh your marriage?  
Did renewing your vows refresh / have a positive impact on your relationship?



\*Indicative only due to low sample size

Source: CoreData - Dating and Romance Survey (November 2018)

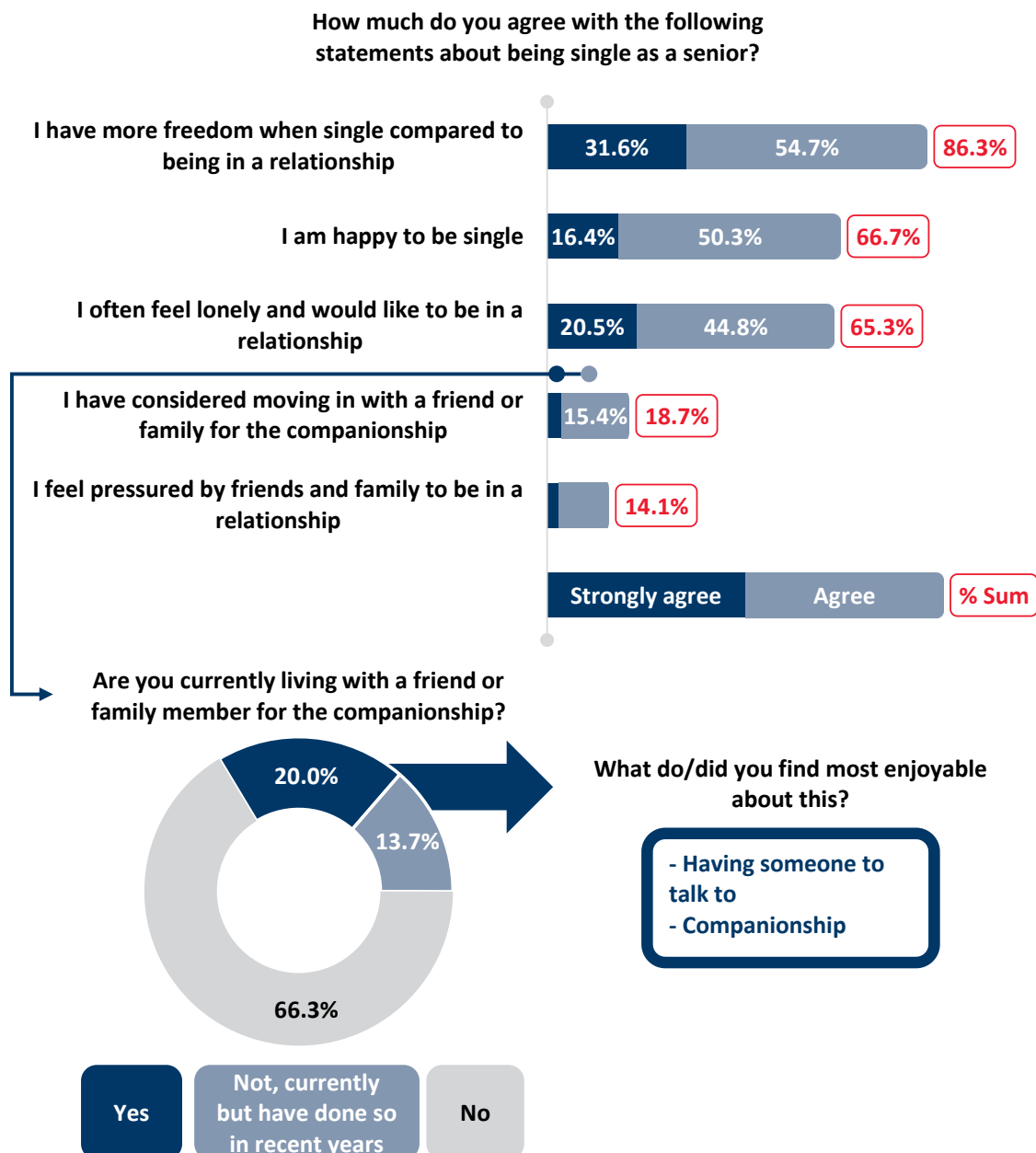
Question: Have you or would you ever renew your vows with your partner to refresh your marriage? Did renewing your vows refresh/have a positive impact on your relationship?

One in five (20.3%) married seniors say they have or would renew their vows with their partner to refresh their marriage, while close to two-fifths (38.3%) say they would consider it if their partner

wanted to. More than two in five (41.4%) married seniors say they are not interested in renewing their vows.

Of those who have renewed or would renew their vows, the large majority say the renewal of vows or the idea of one have refreshed or positively impacted their relationship (71.2%).

How much do you agree with the following statements about being single as a senior? Are you currently living with a friend or family member for the companionship? What do/did you find most enjoyable about this?



Source: CoreData - Dating and Romance Survey (November 2018)

Question: How much do you agree with the following statements about being single as a senior?

Are you currently living with a friend or family member for the companionship? What do/did you find most enjoyable about this?

The vast majority of single seniors say they have more freedom when single compared to being in a relationship (86.3%). However, similar proportions express opposing feelings about being single with

two-thirds (66.7%) saying they are happy to be single, while 65.3% saying they often feel lonely and would like to be in a relationship.

To a much lesser extent, fewer single seniors feel pressured by friends and family to be in a relationship (14.1%) and have considered moving in with a friend or family for the companionship (18.7%). Of the latter, a third (33.7%) say they are either currently living with a friend or family member for companionship or have done so in recent years. Having someone to talk to and the simple companionship a friend or family member provides are some of the things they have found most enjoyable about this experience.

*"It was nice to have someone to talk to and eat meals with and perhaps work in the garden together. Go on picnics or just a day out without having to do so on your own." (Female, 69 years old, NSW)*

*"I have someone to share my thoughts with, to laugh with and just generally to know how each person's day was, plus I'm not as lonely." (Female, 56 years old, VIC)*

*"Living with family members means sharing a lot of responsibilities, which makes life easier." (Female, 63 years old, WA)*

*"Having someone to have a glass of wine with or spontaneously go out somewhere." (Female, 50 years old, WA)*

*"Conversation and relaxing together (cooking, gardening, etc.) after work." (Female, 55 years old, NSW)*

## DEMOGRAPHICS

Gender	
Female	51.9%
Male	48.1%
Total	100.0%

Age	
50 - 59 years old	37.7%
60 - 69 years old	41.7%
70 years old & above	20.6%
Total	100.0%

Generation	
Generation X	11.3%
Baby Boomers	77.3%
Pre-Boomers	11.5%
Total	100.0%

State	
ACT	1.9%
NSW	17.1%
NT	1.5%
QLD	19.4%
SA	14.7%
TAS	4.6%
VIC	21.3%
WA	19.6%
Total	100.0%

No. of children	
One	18.8%
Two	42.4%
Three	23.8%
Four or more	15.0%
Total	100.0%

Grandchildren	
Yes, grandson(s) only	9.5%
Yes, granddaughter(s) only	9.3%
Yes, grandson(s) and granddaughter(s)	45.6%
No	35.5%
Total	100.0%

Work status	
Full-time paid employment	18.9%
Part-time paid employment	9.5%
Self-employed	6.9%
Casual employment	4.7%
Transitioning to retirement and working part time	2.0%
Fully retired	39.7%
Full-time home duties	3.8%
Unemployed/not in paid employment	5.4%
On a disability pension	7.0%
Other	1.9%
Total	100.0%

Children	
Yes, son(s) only	18.7%
Yes, daughter(s) only	13.8%
Yes, son(s) and daughter(s)	39.2%
No	28.3%
Total	100.0%

Personal income	
\$20,000 or less	21.2%
\$20,001 to \$30,000	30.9%
\$30,001 to \$40,000	13.4%
\$40,001 to \$50,000	7.6%
\$50,001 to \$60,000	7.4%
\$60,001 to \$70,000	3.8%
\$70,001 to \$80,000	3.2%
\$80,001 to \$90,000	3.3%
\$90,001 to \$100,000	1.8%
\$100,001 to \$125,000	2.8%
\$125,001 to \$150,000	2.6%
\$150,001 to \$200,000	1.1%
More than \$200,000	1.0%
Total	100.0%

Household income	
\$50,000 or less	60.4%
\$50,001 to \$75,000	15.9%
\$75,001 to \$100,000	10.1%
\$100,001 to \$125,000	4.3%
\$125,001 to \$150,000	4.3%
\$150,001 to \$200,000	2.6%
\$200,001 to \$250,000	1.7%
\$250,001 to \$350,000	0.3%
\$350,001 or more	0.4%
Total	100.0%

Investment portfolio	
I have no investments	43.0%
\$50,000 or less	11.7%
\$50,001 to \$150,000	11.0%
\$150,001 to \$250,000	8.6%
\$250,001 to \$350,000	6.7%
\$350,001 to \$450,000	4.1%
\$450,001 to \$550,000	3.3%
\$550,001 to \$650,000	2.0%
\$650,001 to \$750,000	3.8%
\$750,001 to \$1 million	2.4%
More than \$1 million to \$3 million	2.9%
More than \$3 million to \$5 million	0.3%
More than \$5 million	0.1%
Total	100.0%

Wealth Segments	
Mass Market	70.1%
Mass Affluent	21.3%
Core Affluent	6.5%
HNW	2.2%
Total	100.0%

## ABOUT COREDATA

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CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.





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