

# CORE|DATA

## ASIA

### Seniors and Relationships Survey

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October 2016

# KEY FINDINGS

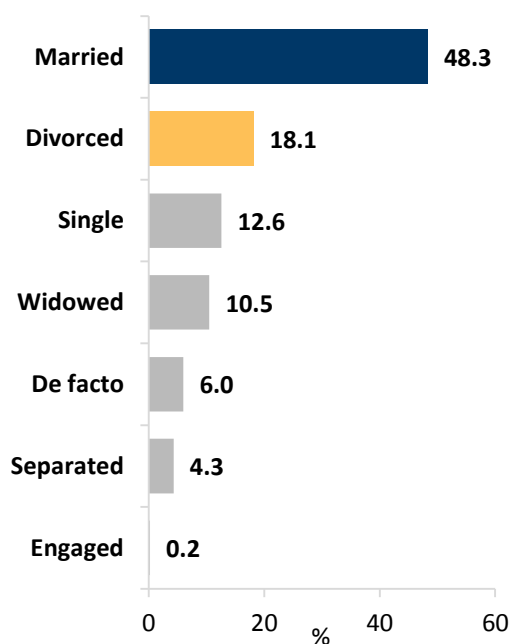
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- **Most Australian seniors are socially active and happy with their current social life**, particularly those in a committed relationship
- Australian seniors are also actively embracing social media, primarily to keep in touch with family and friends. Some have even made new friends through social media
- However, **the feeling of loneliness can still rear its ugly head among seniors** who are single, separated, divorced or widowed, particularly during the festive season and key calendar moments of anniversaries and birthdays
- Companionship is at least as important, if not more important, than romance for practically all Australian seniors, with a widely held view that seniors still need love and intimacy with a partner the same way younger people do
- **Dating for seniors presents unique challenges and 'starting again' can prove problematic** amid an increasingly competitive dating scene and various psychological barriers
- While online dating could potentially help seniors, there is a widely held perception that 'you can't get to know people properly online'
- Despite these challenges, **Australian seniors appear to be more progressive in their relationships**, and have never been more comfortable with what they want from a partner and a relationship
- Seniors are more likely to jump into more 'unique' relationship arrangements and are less likely to jump into long-term committed relationships

# MAIN FINDINGS

## RELATIONSHIP STATUS

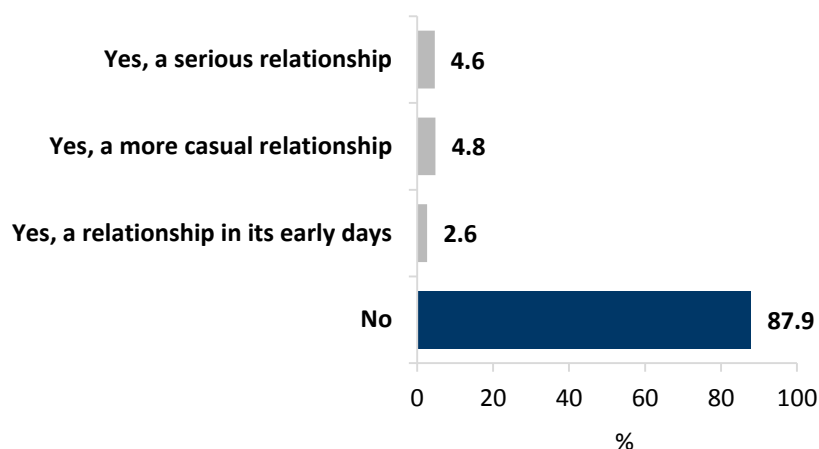
What best describes your current relationship status?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: What best describes your current relationship status?

Close to half (48.3%) of respondents are married, while almost one in five (18.1%) are divorced. Similar proportions are either single (12.6%) or widowed (10.5%).

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



Source: CoreData - Senior Relationships Survey (October 2016)

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

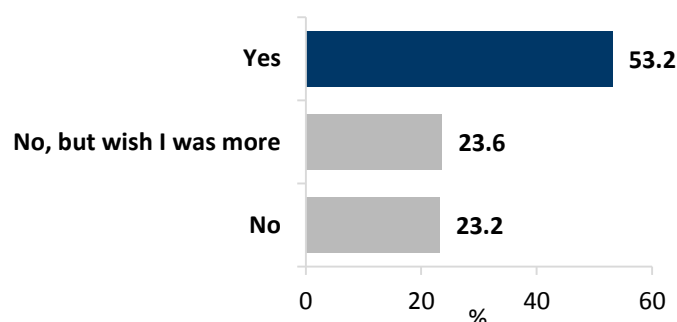
Among respondents who are single, divorced, separated or widowed, nearly one in eight (12.0%) are in a relationship with a partner at the moment. Along with those who are married, engaged or in a de facto relationship, these respondents make up 60.0% of the sample and can be collectively referred to as 'committed seniors'.

The vast majority (87.9%) of respondents who are single, divorced, separated or widowed are not currently in any form of relationship. These respondents make up 40.0% of the sample and can be collectively referred to as 'unattached seniors'.

## SOCIAL ACTIVITY

- Most Australian seniors consider themselves to be socially active and are happy with their current social life, however, many admit they sometimes feel a bit socially isolated
- Unattached seniors tend to be less socially active, less happy with their current social life and more likely to sometimes feel a bit socially isolated, suggesting that being in a committed relationship has a positive impact on social well-being
- Australian seniors also appear to be more progressive in their relationships, with more 'unique' relationship arrangements and greater inclination to leave unhappy relationships than in the past
- Australian seniors are also embracing social media, primarily to keep in touch with family and friends. Some have even made new friends through social media

Do you consider yourself socially active?

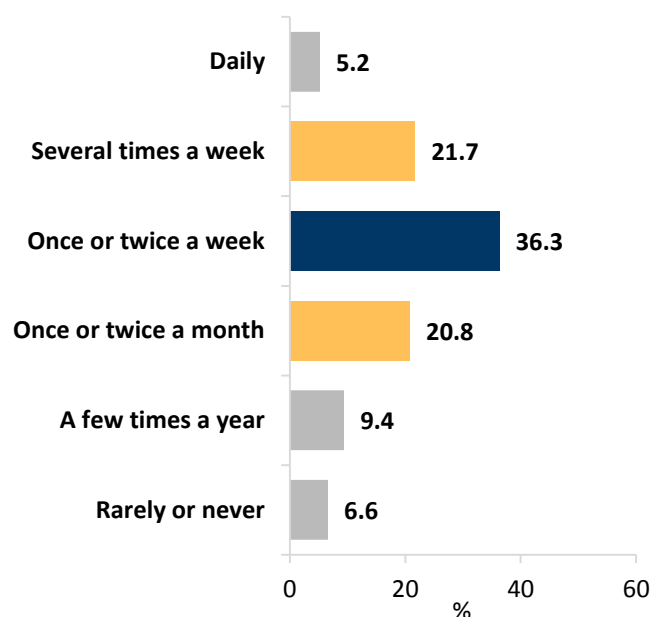


Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Do you consider yourself socially active?

Most (53.2%) respondents consider themselves to be socially active. However, close to one in four (23.6%) wish they were more socially active.

Committed seniors are more likely to consider themselves to be socially active (61.2% vs. 41.3%), while unattached seniors are more likely to wish they were more socially active (28.5% vs. 20.3%).

How often do you usually engage in social activities (including just catching up with friends)?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: How often do you usually engage in social activities (including just catching up with friends)?

The vast majority (84.0%) of respondents engage in social activities, including catching up with friends, at least once or twice a month. More than a quarter (26.9%) engage in social activities several times a week or more.

## What are your favourite social activities?

*"I am a visual artist, (retired art teacher living on age pension). I paint. I attend as many art exhibitions as I can, including openings. I subscribe to the NGV and Heide MOMA and MONA in Hobart, plus on the email newsletters of art, music and general cultural organisations. I love music and attend music events when I can. I enjoy eating out and do so when I can afford it, in particular visiting wineries. I like bush and beach walks. I engage in a limited way in horse related activities (the passion of my "partner"). I visit friends and family as often as I can. I occasionally go to movies, but prefer live performances at the Arts Centre - theatre plays, opera, etc." (Divorced, Male, 69 years old, VIC)*

*"Playing bridge, and sometimes other card games. Being with my grandchildren, including sometimes collecting them after school or sport etc. Family dinners and interacting with my adult married children and sometimes their friends. Eating out with friends approx. every couple or three weeks. Occasional lunch or dinner party at home, or homes of friends. Playing golf with friends and attempting in a hopeless sort of way to reduce my handicap (know it is now never going to happen). Talking on the telephone with distant family overseas, and sometime friends overseas." (Married, Male, 74 years old, NSW)*

*"I love talking to my friends, either in person, on the phone or online. My husband and I also volunteer at a state school once a week, which is just about our favourite day of the week. I also regularly have lunch with all my friends I went to school with, and also friends I have worked with over the years." (Married, Female, 73 years old, QLD)*

*"Heavily involved with my car club, fish regularly with mates, camping with friends, holidaying with mates, my children with my caravan, going to the gym three times a week, day and week-end drives. Occasionally eating out with friends or attending BBQ's at friends' houses." (Divorced, Male, 67 years old, NSW)*

*"Aqua aerobics, gentle exercise group with seniors catching up with friends for lunch usually once a week, going to the movies, AFL football, attend most games during a season. Visiting galleries and exhibitions." (Married, Female, 65 years old, VIC)*

*"Having a drink and chat with friends at our house or theirs. Visiting children/grandchildren and attending their birthday parties and attending any of their sporting activities." (Married, Male, 66 years old, QLD)*

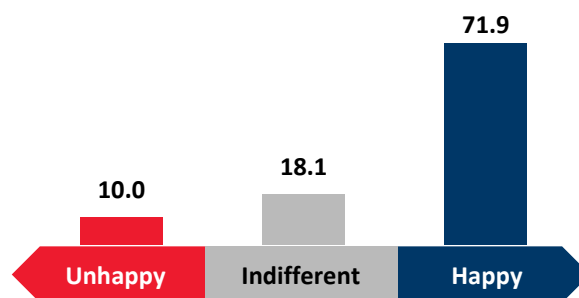
*"Going to watch the latest movies. Going opportunity shopping with my wife looking for bargains. Going out with my wife to restaurants. Catching up with my family." (Married, Male, 70 years old, VIC)*

*"Red wine Wednesday (catching up with friends), The Shed (catching up with other friends), going for a ride with friends ad or others for an event or just a ride!" (Single, Male, 60 years old, WA)*

*"Going to Movies with a friend. Catching up with friends and former work mates for lunch or a coffee. Having friends over to my place to play cards and chat." (Widowed, Female, 61 years old, WA)*

*"Coffee with friends. Bible study--I lead the group of ladies. Church services and social activities. Scrap-booking with crafty friends, walking the dog." (Widowed, Female, 70 years old, VIC)*

Are you happy with your current social life?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: Are you happy with your current social life?

The large majority (71.9%) of respondents are happy with their current social life. Only one in 10 (10.0%) are unhappy with their current social life.

Committed seniors are considerably more likely to be happy with their current social life (81.2% vs. 58.0%), while unattached seniors are more likely to be unhappy with it (16.0% vs. 6.0%).



## What are the barriers you see to improving your social life?

*"I am chronically ill and have some mobility problems which make it difficult for me to socialise much. Currently, I am unable to drive but hope that this situation will change by the end of the year. Also, I need to attend many medical and allied services appointments so have little time to socialise." (De facto, Female, 68 years old, QLD)*

*"I am lonely, I miss my wife who passed away. At night I do not enjoy going out at night as that something we used to do when my wife was alive. Also I have huge financial problems and I do not have spare cash to improve my social life I just stay at home." (Widowed, Male, 72 years old, NSW)*

*"I don't suffer fools gladly and most people seem interested in trivia and small talk, or alternatively to be dogmatically adhered to a set of beliefs they haven't thought through very well. I'm therefore seen as dismissive and arrogant." (Single, Male, 54 years old, WA)*

*"I find people are more interested in what they can get from you rather than get to know people. A lot of people become very self-important which makes me wary of wanting to know them." (Married, Male, 57 years old, NSW)*

*"Not being able to just go out without the fear of someone loaded with alcohol or being high on "ice", being aggressive and indifferent to other people's feelings." (Single, Male, 57 years old, QLD)*

*"Health issues - Solar urticaria makes it hard for me to go out in daylight, and cluster headaches impact everything while I am in the midst of a cluster." (De facto, Male, 58 years old, NSW)*

*"Don't have a barrier, am ok with my own company most of the time, I find social life a bit mundane, boring, full of shallowness and to some extent sad." (Widowed, Male, 69 years old, VIC)*

*"I am not a drinker and many social activities revolve around bars and the like which I do not enjoy; I am not very confident approaching strangers." (Divorced, Male, 51 years old, WA)*

*"My partner lives about 1200 km away and visits every few months for 3 weeks. I have not been socially involved in my small town for some years." (Divorced, Female, 73 years old, NSW)*

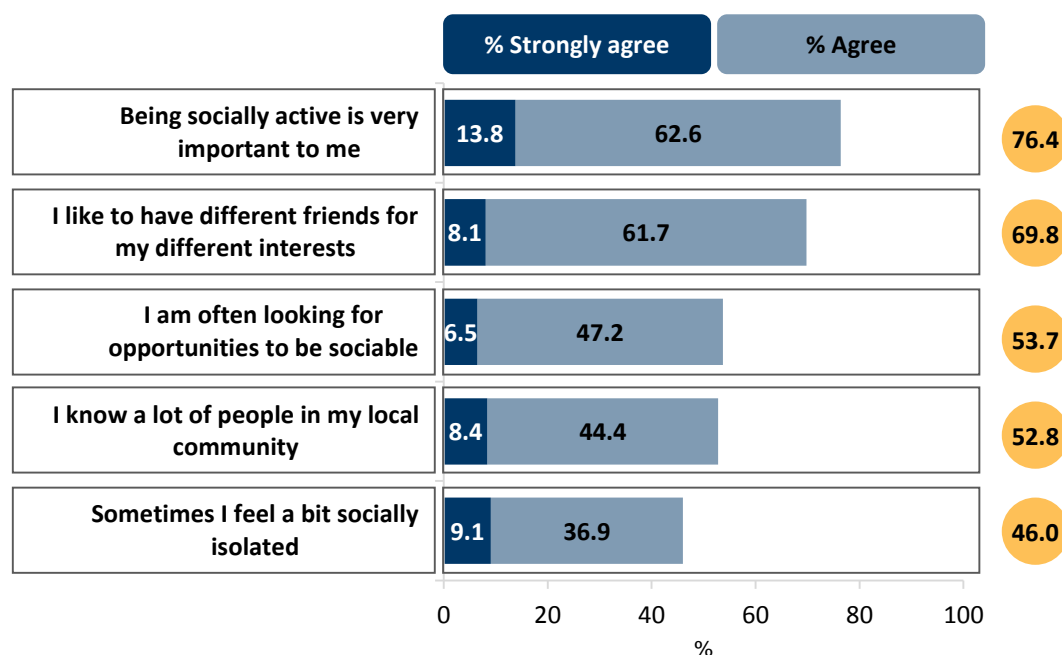
*"Since finishing work, and my divorce, my "friends" have vanished. I have lost all interest in going out and finding new friends at my age." (Divorced, Female, 59 years old, QLD)*

*"Mobility - cannot drive, cannot manipulate steps or rough surfaces, limited public transport in country town (can't get into buses, anyway!)" (Single, Female, 73 years old, NSW)*

*"I battle with chronic Post Traumatic Disorder and all that comes with it, I find it difficult to socialise as I am on edge most of the time." (Married, Male, 67 years old, QLD)*

*"Looking after a spouse who has suffered a stroke and therefore needs my attention, therefore it sometimes gets a little hard to go out." (Married, Female, 59 years old, SA)*

How much do you agree with the following statements about your social activity?



Source: CoreData - Senior Relationships Survey (October 2016)

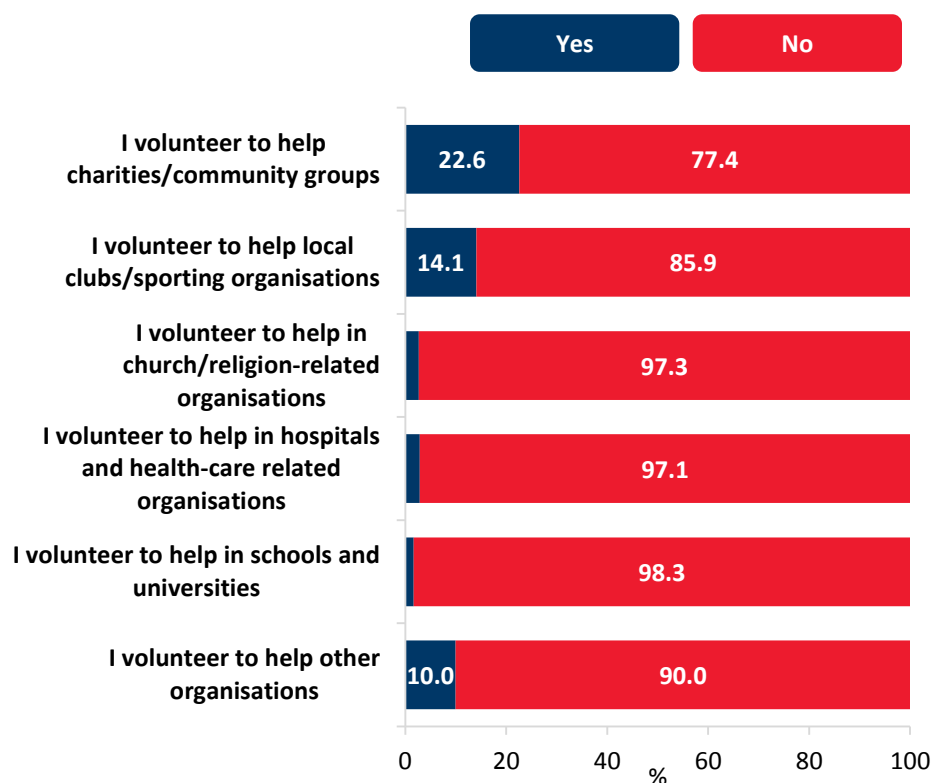
Question: How much do you agree with the following statements about your social activity?

Among seniors who are socially active or wish to be more active, the majority agree or strongly agree that being socially active is very important to them (76.4%) or that they like to have different friends for their different interests (69.8%).

More than half also agree or strongly agree that they are often looking for opportunities to be sociable (53.7%) or that they know a lot of people in their local community (52.8%).

However, nearly half (46.0%) sometimes feel a bit socially isolated. Unattached seniors are considerably more likely to say they sometimes feel a bit socially isolated (58.8% vs. 38.7%).

Are you involved in any volunteer activities?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Are you involved in any volunteer activities?

More than one in five (22.6%) respondents volunteer to help charities or community groups, while one in seven (14.1%) volunteer to help local clubs or sporting organisations.

Males are more likely than females to volunteer at local clubs or sporting organisations (18.7% vs. 9.9%). Across the states, Western Australian seniors are the most likely to volunteer to help charities or community groups (28.0%).

Please specify the organisation/s you volunteer to.

*"As I said before, we volunteer at the state school our grand-daughter used to go to before she went on to high school. My husband helps out in the classroom, & I work in the library, repairing and covering books." (Married, Female, 73 years old, QLD)*

*"Teaching at U3A, singing with the Sing Australia choir at nursing homes etc., teaching scripture in schools, cleaning the church, leading Bible studies, helping at church fete." (Married, Female, 65 years old, NSW)*

*"I am the Chairman of my Owners Corporation at my Strata Plan. There are approx. 100 apartments and approx. 260 owner/ residents. Have been Chair for 7 years. Very busy." (Married, Male, 74 years old, NSW)*

*"I'm an active member of Toastmasters which is a non-profit community based self- improvement group assembly. I also help demonstrate Old Time dancing once a week." (Separated, Male, 52 years old, VIC)*

*"Ballajura seniors club, north metro health service community advisory council, nurses and midwives excellence awards committee as a community representative." (Widowed, Female, 68 years old, WA)*

*"I am a dog foster mother for our local shelter. I also do lots of online work, signing petitions, writing emails, etc., mainly for animal welfare." (Widowed, Female, 57 years old, WA)*

*"Convocation of University of WA; Ausdance; local Museum; local Art Gallery' music education groups especially Dalcroze eurhythmics." (Married, Female, 81 years old, WA)*

*"Local craft co-operative, when able - political party, when able - local art gallery, when able (awaiting hip replacement)." (Single, Female, 73 years old, NSW)*

*"Miami High School, Robina Op Shop, Gold Coast Airport Marathon, Jupiters Pan Pacific Masters Game, National Trust Events." (Married, Female, 68 years old, QLD)*

*"I organise cars from my car club to put on displays at various charity, schools, fetes and other types of events." (Divorced, Male, 67 years old, NSW)*

*"Our regular Church. Husband also volunteers for Lions, and local Residents Association - I support him with these." (Married, Female, 70 years old, SA)*

*"As a professional actor I volunteer my time to assist in raising money for a hospital and its subsidiaries." (Married, Male, 70 years old, SA)*

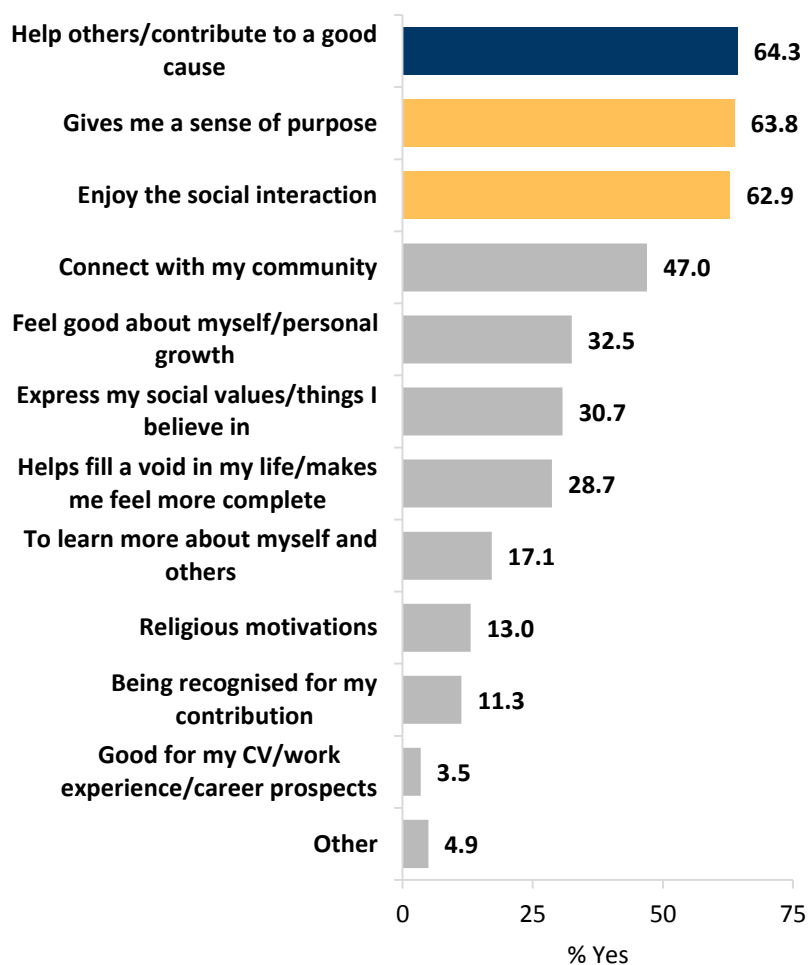
*"Birdlife Australia; DEWNR; Foul Bay Area Progress Assoc.; Computers in Education Group of South Australia." (Single, Male, 68 years old, SA)*

*"Cancer research, medical and nutritional advice, self- counselling others who are distressed/unwell." (Divorced, Female, 76 years old, NSW)*

*"I am on the committee and a Victorian representative for an Australia wide china collecting club." (Married, Female, 76 years old, VIC)*

*"St Vincent de Paul Home Visits, Women's Information Service, Social Committee at my local church." (Widowed, Female, 61 years old, WA)*

### Why do you volunteer?



\*Multiple answers allowed

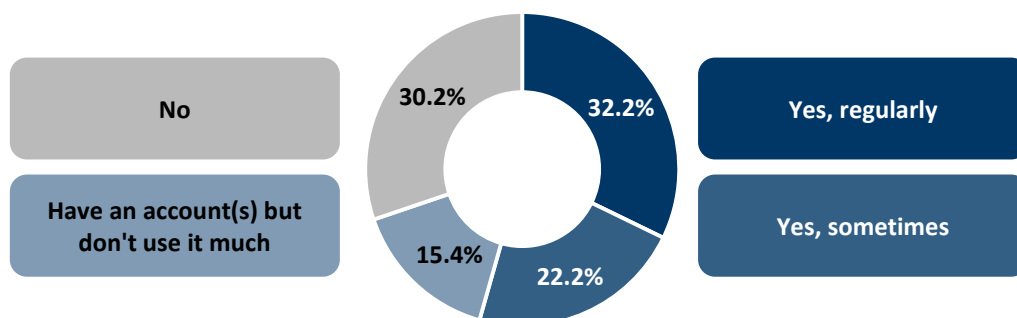
Source: CoreData - Senior Relationships Survey (October 2016)

Question: Why do you volunteer?

Among seniors who are involved in volunteer activities, the majority cite helping others or contributing to a good cause (64.3%), giving them a sense of purpose (63.8%) or enjoying the social interaction (62.9%) as reasons for being involved. Close to half (47.0%) say they volunteer to connect with their community.

Unattached seniors are more likely to attribute their involvement to a desire to connect with their community (53.8% vs. 42.8%), while committed seniors are more likely to attribute their involvement to an enjoyment of the social interaction (67.0% vs. 56.2%).

Are you currently active on any social media networks?



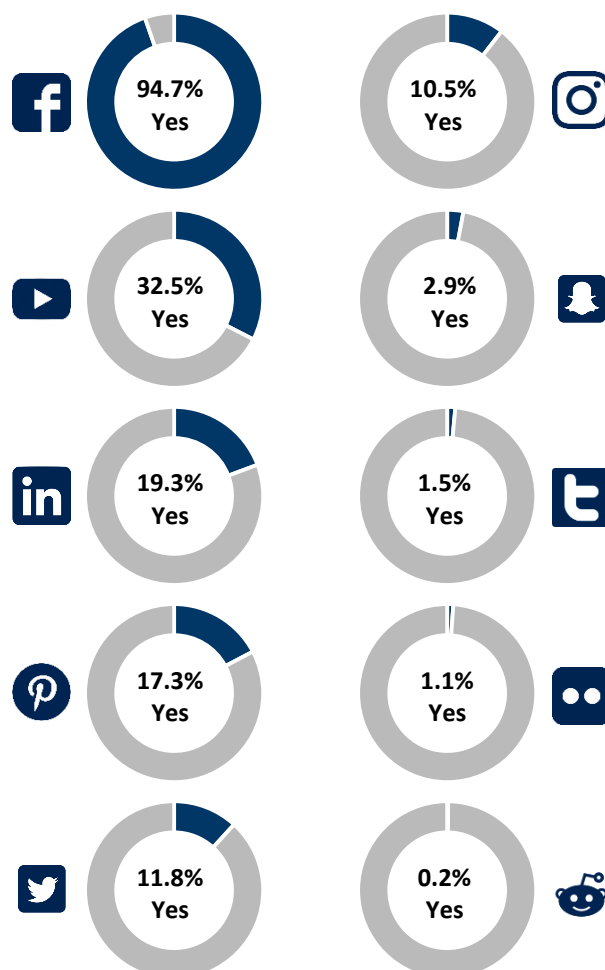
Source: CoreData - Senior Relationships Survey (October 2016)

Question: Are you currently active on any social media networks?

Most seniors are currently active on social media networks, with close to a third (32.2%) of respondents saying they are regularly active on social media and more than one in five (22.2%) sometimes active.

Females are more likely to be active on social media networks (61.1% vs. 47.1%).

Have you used any of the following social media networks?



\*Multiple answers allowed

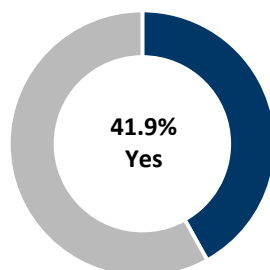
Source: CoreData - Senior Relationships Survey (October 2016)

Question: Have you used any of the following social media networks?

Almost all respondents who are active on their social media have used Facebook (94.7%). Close to one in three (32.5%) have used YouTube, while close to one in five (19.3%) have used LinkedIn. Pinterest (17.3%) and Twitter (11.8%) round out the top five.

Males are more likely to have used YouTube (38.8% vs. 28.1%), while females are more likely to have used Pinterest (23.8% vs. 8.0%).

Have you ever made new friends through social media networks?

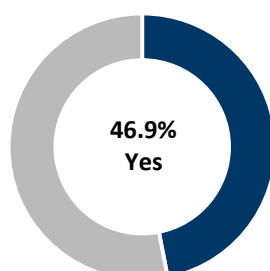


*Source: CoreData - Senior Relationships Survey (October 2016)*

*Question: Have you ever made new friends through social media networks?*

Among those who are active on social media, more than two in five (41.9%) claim to have made new friends through social media networks.

Did you end up meeting any new friends in person?



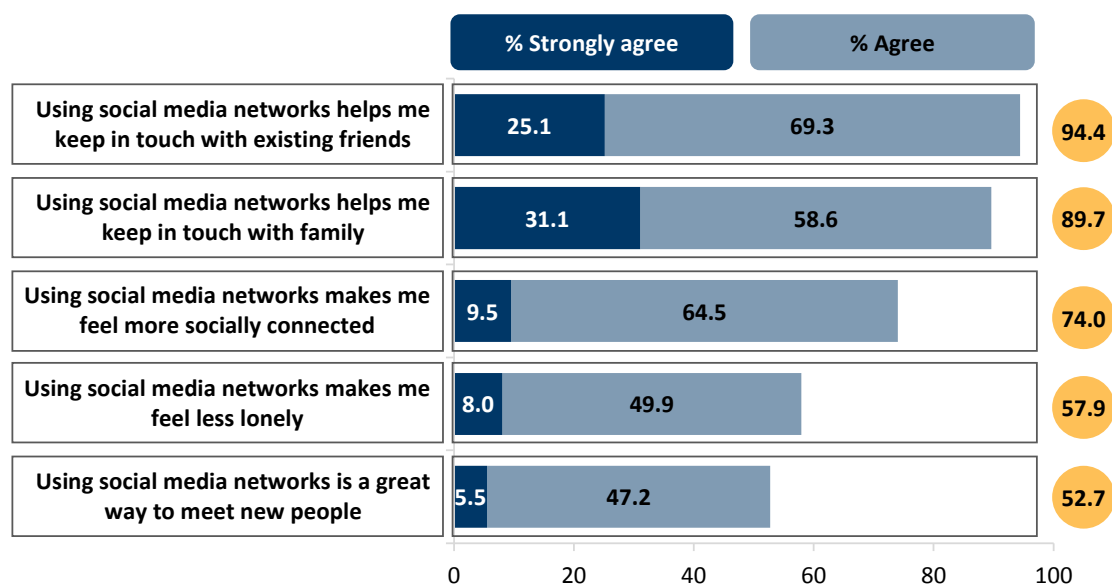
*Source: CoreData - Senior Relationships Survey (October 2016)*

*Question: Did you end up meeting any new friends in person?*

Among those who are active on social media and have made friends through social media networks, close to half (46.9%) say they ended up meeting their new friends in person.



How much do you agree with the following statements about using social media networks?



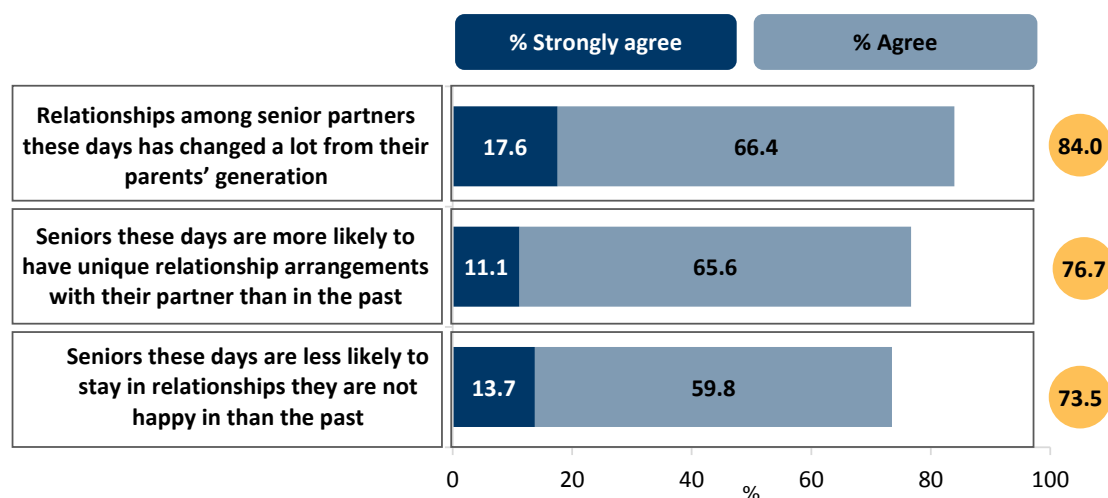
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you agree with the following statements about using social media networks?

The vast majority of respondents who are active on social media agree or strongly agree that using social media networks helps them to keep in touch with existing friends (94.4%) or family (89.7%). The majority also agree or strongly agree that social media networks make them feel more socially connected (74.0%), less lonely (57.9%) or say that they are a great way to meet new people (52.7%).

Males are more likely to agree or strongly agree that using social media networks is a great way to meet new people (62.3% vs. 45.9%).

How much do you agree with the following statements about senior relationships between partners?



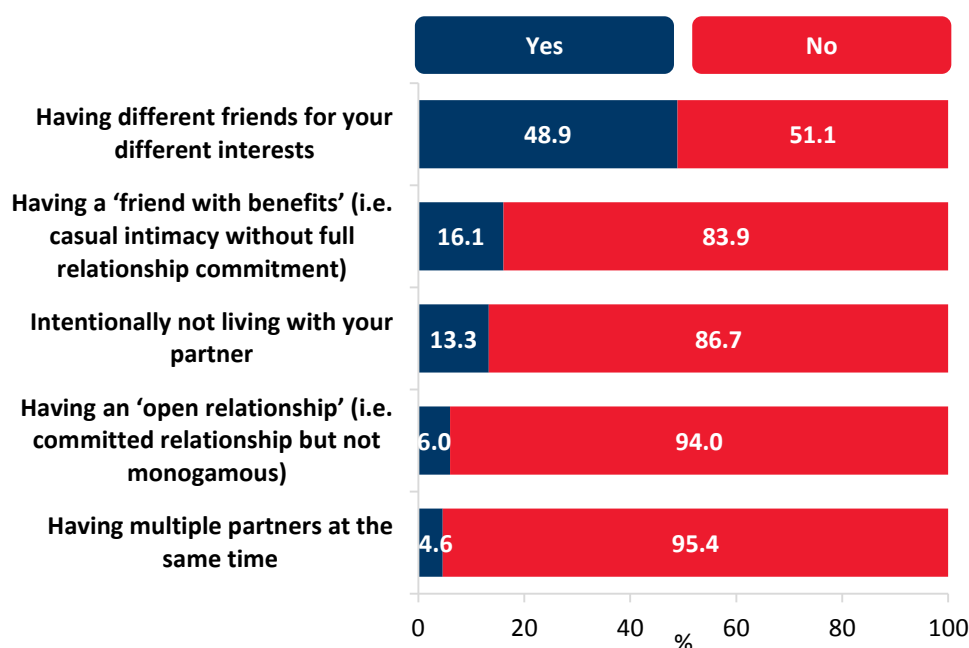
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you agree with the following statements about senior relationships between partners?

The vast majority (84.0%) of respondents agree or strongly agree that relationships among senior partners these days have changed a lot from their parents' generation. A large number also agree or strongly agree that seniors these days are more likely to have unique relationship arrangements with their partner than in the past (76.7%) or are less likely to stay in relationships they are not happy in than the past (73.5%).

Unattached seniors are more likely to agree or strongly agree that seniors these days are less likely to stay in unhappy relationships (81.8% vs. 68.4%). By gender, females are more likely to hold this view (79.8% vs. 66.7%).

Have you ever been in any of the following types of relationships past the age of 50 years old?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: Have you ever been in any of the following types of relationships past the age of 50 years old?

Close to half (48.9%) of respondents say they have had different friends for different interests past the age of 50. Close to one in six (16.1%) have had at least one 'friend with benefits' past the age of 50, while 13.3% admit that they have intentionally not lived with their partner.

A minority report having had an 'open relationship' (6.0%) or multiple partners at the same time (4.6%) past the age of 50.

## DATING

- Most Australian seniors who are single, widowed, divorced or separated are not currently active in the dating scene
- For seniors, dating seems to present unique challenges in an increasingly competitive dating scene
- While online dating could potentially help seniors, there is a widely held perception that 'you can't get to know people properly online'

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



Source: CoreData - Senior Relationships Survey (October 2016)

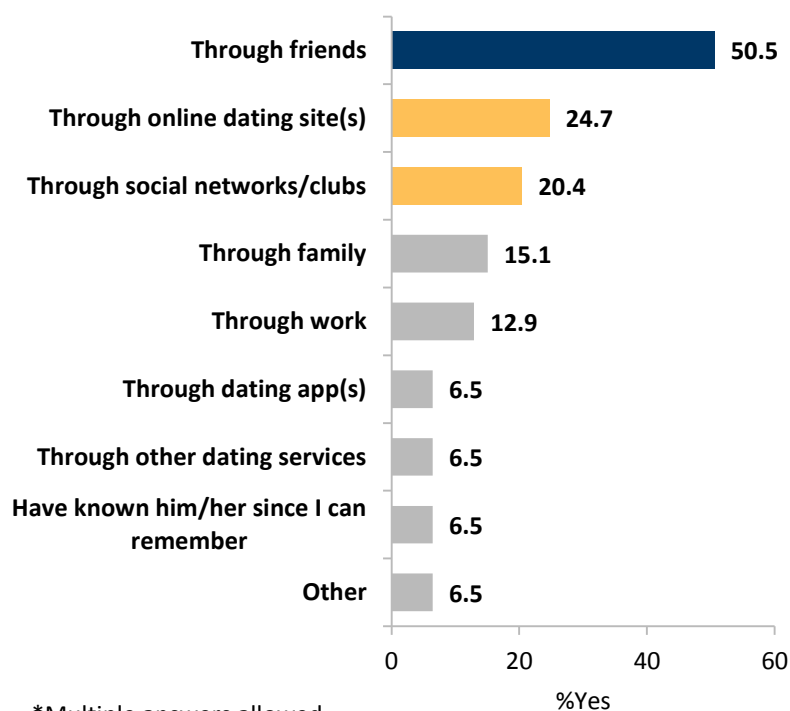
Question: Are you currently dating at all (whether casually or more seriously)?

Among respondents who describe themselves as single, widowed, divorced or separated, more than one in 10 (11.6%) say they are currently dating, whether it is with one person or more, while a similar proportion (8.8%) admit they are not currently dating but hope to be soon.

However, the large majority (79.6%) say they are not dating anyone at all, whether casually or more seriously.

Males are nearly twice as likely to say they are currently dating or hope to be dating soon (28.4% vs. 14.6%).

## How do/will you meet people for dating?



\*Multiple answers allowed

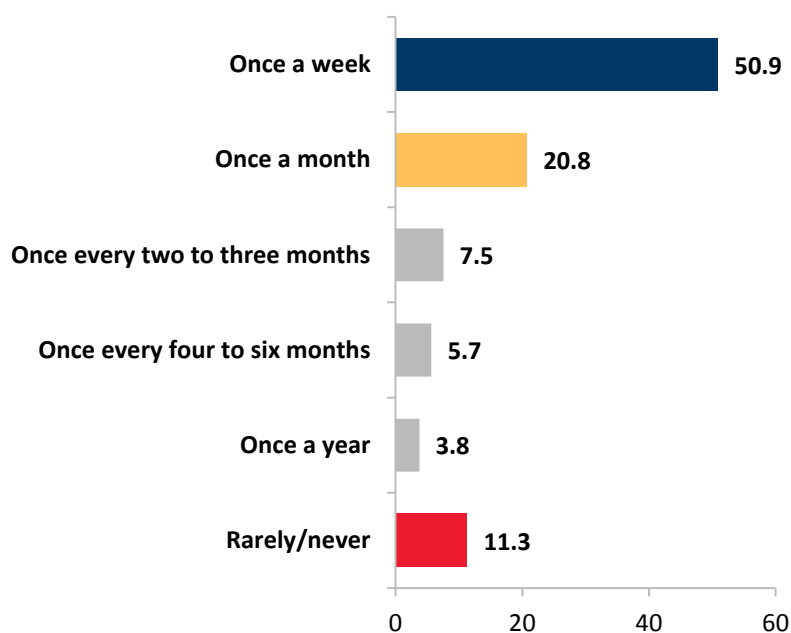
\*\*Sample size is low. Findings are indicative only

Source: CoreData - Senior Relationships Survey (October 2016)

Question: How do/will you meet people for dating?

Half (50.5%) of respondents who are currently dating or hope to be dating soon say they have met or will meet people for dating through friends. Close to a quarter (24.7%) point to online dating sites, while one in five (20.4%) point to social networks or clubs.

How often do you usually go on dates?



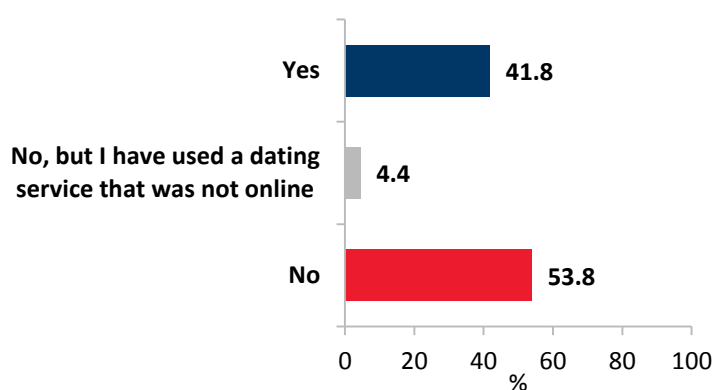
\*Sample size is low. Findings are indicative only

Source: CoreData - Senior Relationships Survey (October 2016)

Question: How often do you usually go on dates?

More than half (50.9%) of respondents who are currently dating say they usually go on dates once a week. A further one in five (20.8%) say they go out on dates once a month.

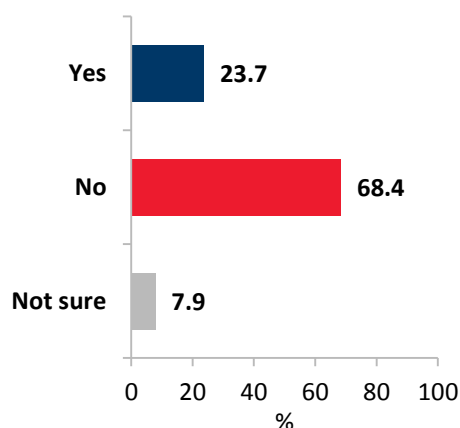
Have you ever used an online dating site or app past the age of 50 years old?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: Have you ever used an online dating site or app past the age of 50 years old?

Was this online dating site particularly aimed at seniors (i.e. 50 years plus)?



*\*Sample size is low. Findings are indicative only*

*Source: CoreData - Senior Relationships Survey (October 2016)*

*Question: Was this online dating site particularly aimed at seniors (i.e. 50 years plus)?*

Among respondents who have not met or will not meet people through dating apps or online dating sites, more than two in five (41.8%) have actually used an online dating site or app past the age of 50, although these dating sites or apps are not typically aimed at seniors.

What was the dating site called?

*"Aussie senior." (Divorced, Male, 65 years old, WA)*

*"Companions." (Separated, Male, 57 years old, VIC)*

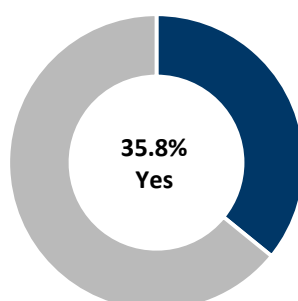
*"Mature dating." (Single, Female, 53 years old, QLD)*

*"Older dating online." (Divorced, Male, 70 years old, SA)*

*"POF." (Divorced, Male, 57 years old, VIC)*

*"RSVP." (Divorced, Male, 70 years old, QLD)*

Would you ever consider online dating?



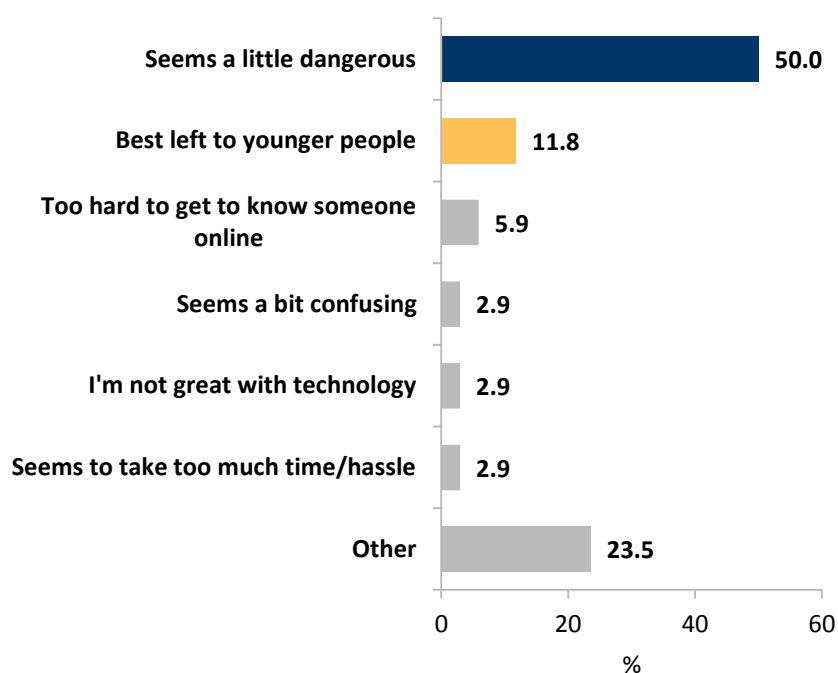
*\*Sample size is low. Findings indicative only*

*Source: CoreData - Senior Relationships Survey (October 2016)*

*Question: Would you ever consider online dating?*

More than a third (35.8%) of respondents who have never used an online dating site or app past the age of 50 or have used an offline dating service say they would consider online dating.

#### Why would you not consider using online dating services?



\*Sample size is low. Findings indicative only

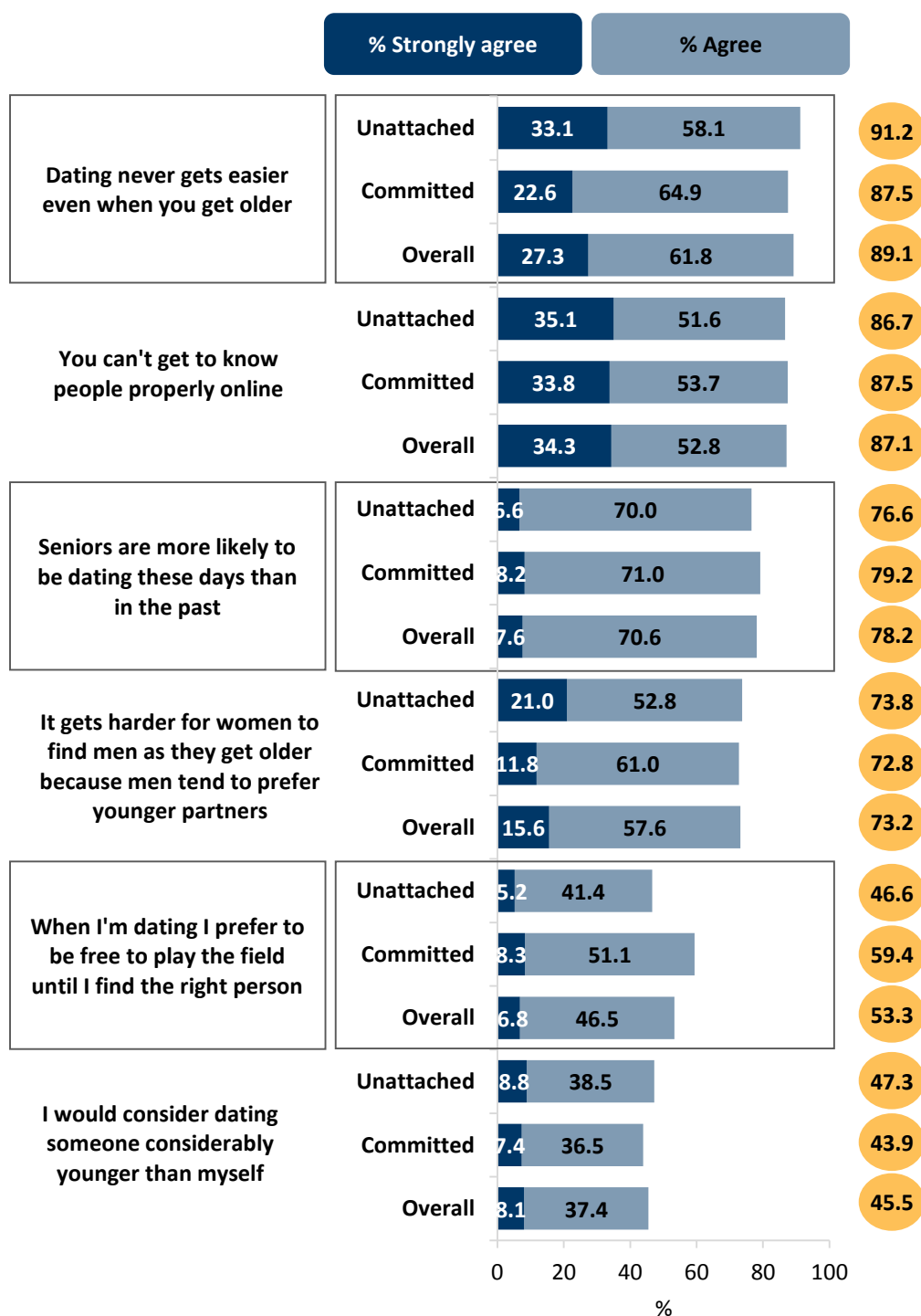
Source: CoreData - Senior Relationships Survey (October 2016)

Question: Why would you not consider using online dating services?

Among those who would not consider online dating, the most commonly cited reason is that it 'seems a little dangerous' (50.0%).



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



Source: CoreData - Senior Relationships Survey (October 2016)

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

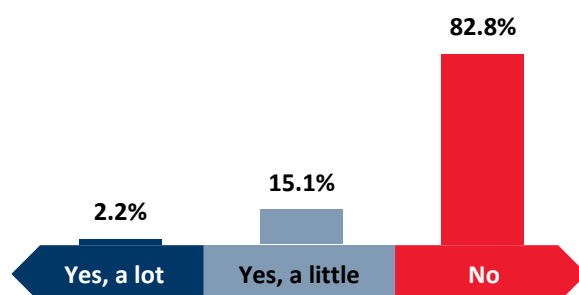
The vast majority of respondents agree or strongly agree that dating never gets easier even when one gets older (89.1%) or that one cannot get to know others properly online (87.1%). Many respondents also agree or strongly agree that seniors are more likely to be dating these

days than in the past (78.2%) or that it gets harder for women to find men as they get older because men tend to prefer younger partners (73.2%).

Around half of respondents agree or strongly agree that they prefer to be free to play the field until they find the right person when dating (53.3%) or that they would consider dating someone considerably younger than them (45.5%).

Committed seniors are more likely to prefer to be free to play the field when dating (59.4% vs. 46.6%). Male seniors are considerably more likely to consider dating someone considerably younger than them (59.9% vs. 32.2%).

**Do your family, friends or children ever disapprove that you are/hope to be dating?**



*Source: CoreData - Senior Relationships Survey (October 2016)*

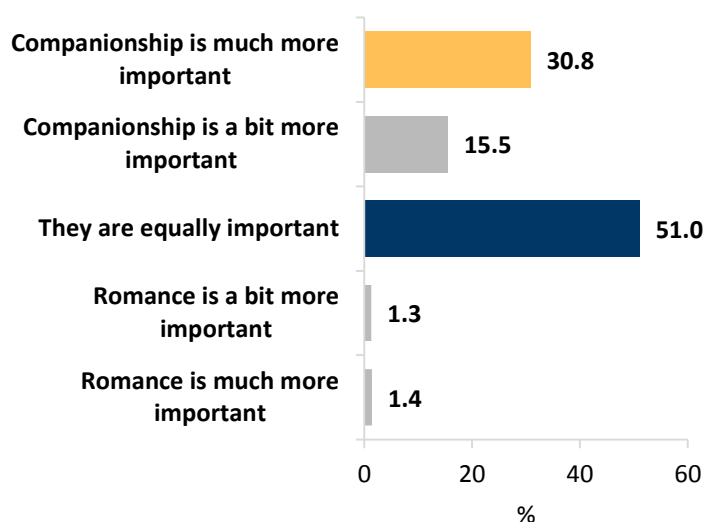
*Question: Do your family, friends or children ever disapprove that you are/hope to be dating?*

More than one in six (17.3%) respondents who are currently dating or hope to be dating soon admit their family, friends and children have disapproved of their decision. However, the vast majority (82.8%) say their children, family and friends have never disapproved of them dating or planning to date.

## COMPANIONSHIP VS. ROMANCE

- Companionship is at least as important, if not more important, than romance for practically all Australian seniors, with a widely held view that seniors still need love and intimacy with a partner the same way younger people do
- Romance is not dead, however, with most committed seniors claiming their partner or someone they are dating has done something romantic for them lately

As you get older, how important to you are the companionship versus the romantic aspects of a relationship with your partner?

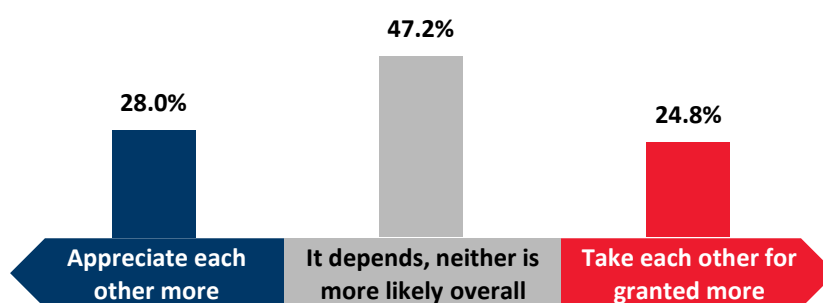


Source: CoreData - Senior Relationships Survey (October 2016)

Question: As you get older, how important to you are the companionship versus the romantic aspects of a relationship with your partner?

More than half (51.0%) of respondents believe that companionship and romance are equally important aspects of a relationship with their partner. However, a similar proportion (46.3%) believe companionship is more important than romance.

Generally speaking, do you think as they get older, partners are more likely to start to take each other for granted or appreciate each other?

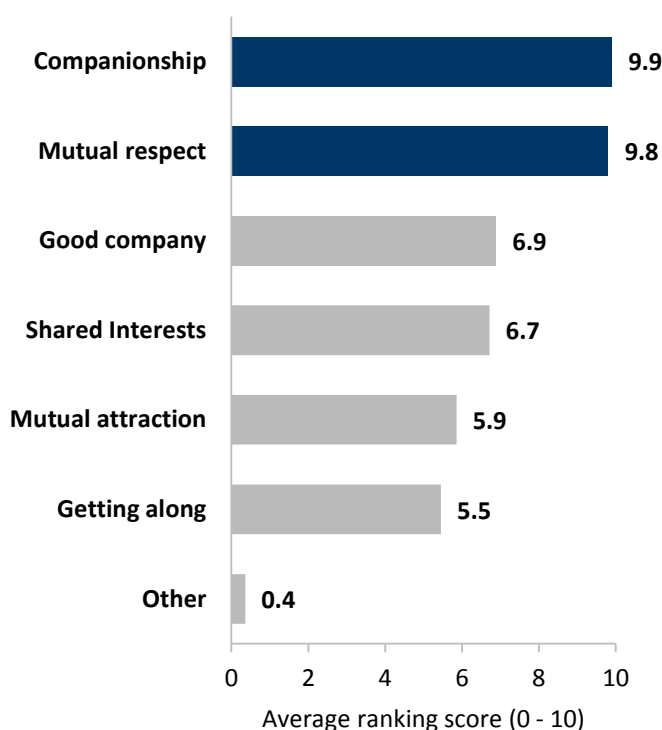


Source: CoreData - Senior Relationships Survey (October 2016)

Question: Generally speaking, do you think as they get older, partners are more likely to start to take each other for granted or appreciate each other?

Close to three in 10 (28.0%) respondents think that as they get older, partners are generally more likely to appreciate each other more. Committed seniors in particular, are more likely to hold this view (33.0% vs. 20.5%). However, one in four (24.8%) hold the opposite view, that partners are generally more likely to take each other for granted.

What are the most valued aspects of having a partner to you? Please rank your top three so that the first is the most valued.

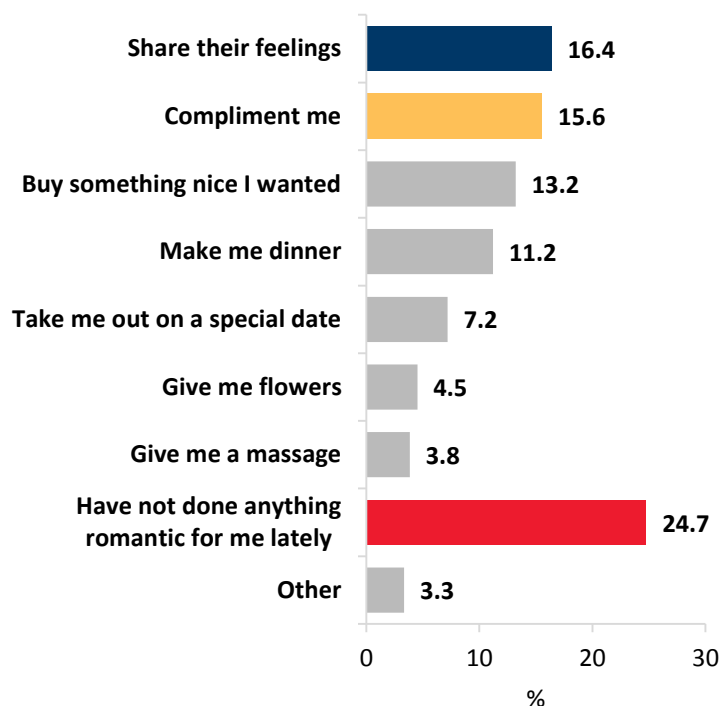


Source: CoreData - Senior Relationships Survey (October 2016)

Question: What are the most valued aspects of having a partner to you?

The most valued aspects of having a partner are companionship (9.9) and mutual respect (9.8). Rounding out the top three valued aspects of a partnership is having good company (6.9).

What is the most romantic thing your partner or someone you are dating has done for you lately?



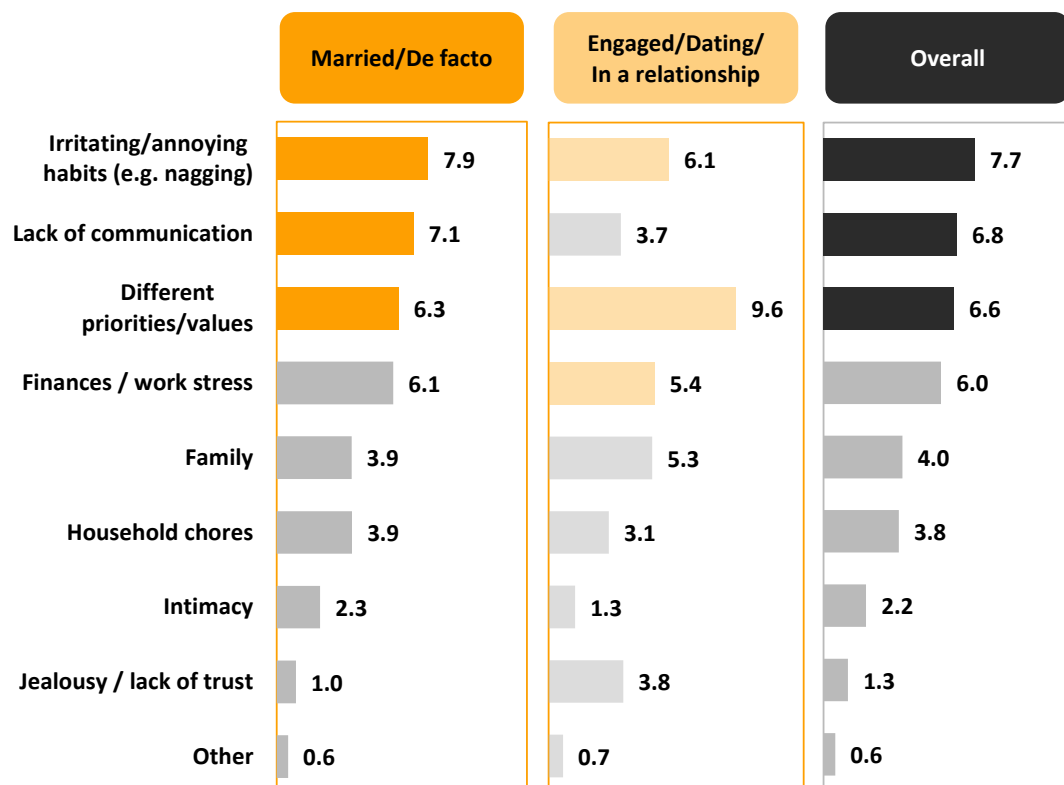
Source: CoreData - Senior Relationships Survey (October 2016)

Question: What is the most romantic thing your partner or someone you are dating has done for you lately?

Three in four (75.3%) committed respondents claim their partner or someone they are dating has done something romantic for them lately. The most commonly cited romantic acts are 'share their feelings' (16.4%) and 'compliment me' (15.6%).

However, one in four (24.7%) claim their partner or someone they are dating has not done anything romantic for them lately.

What are typically the greatest sources of tension and/or arguments in your relationship with your partner or someone you are dating?



Average ranking score (0 - 10)

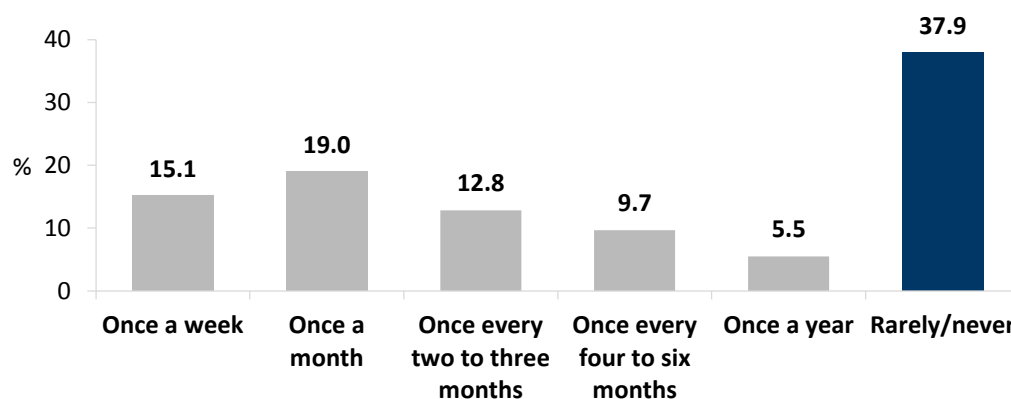
Source: CoreData - Senior Relationships Survey (October 2016)

Question: What are typically the greatest sources of tension and/or arguments in your relationship with your partner or someone you are dating?

Committed seniors say the greatest sources of tension or arguments in their relationship are irritating/annoying habits (7.7), lack of communication (6.8) and having different priorities/values (6.6).

Irritating/annoying habits present the greatest source of tension or arguments among seniors who are married or in a de facto relationship (7.9). On the other hand, differing priorities/values present by far the greatest source of tension or arguments among seniors who are engaged or dating (9.6).

How often do you usually go on a 'date night' with your partner?



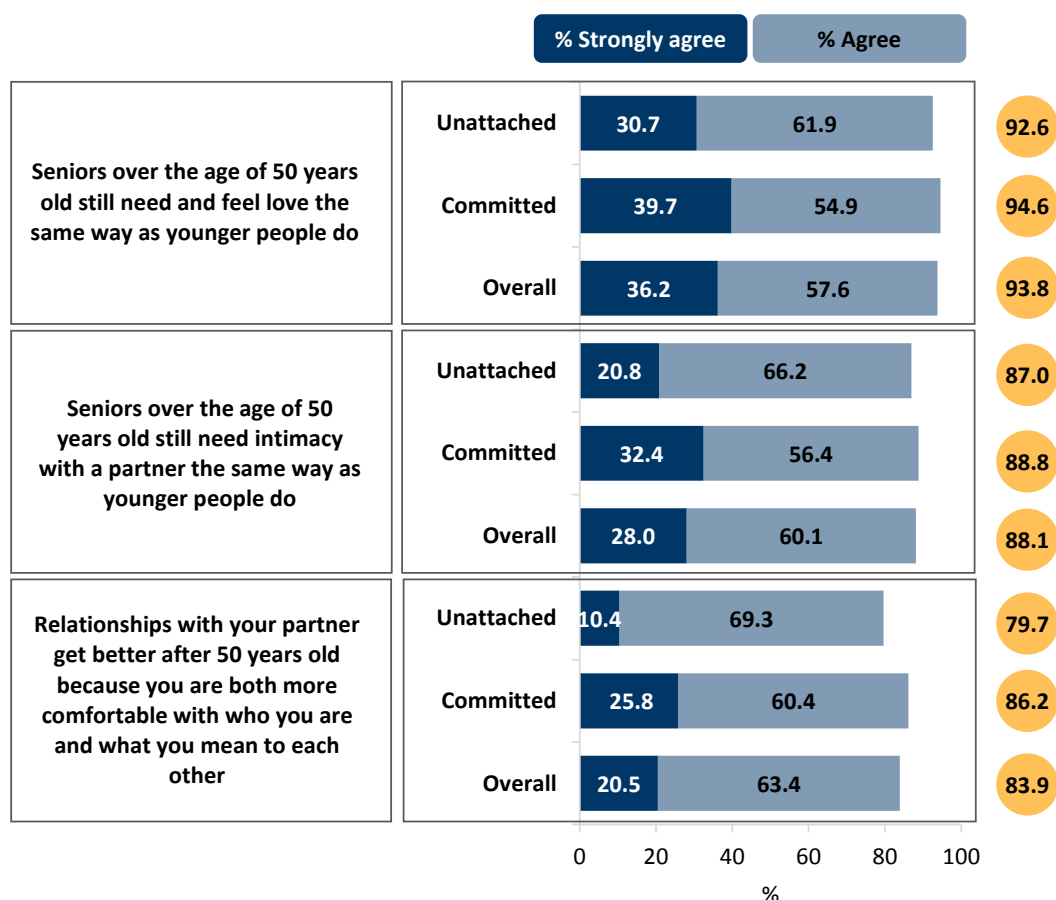
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How often do you usually go on a 'date night' with your partner?

Close to half (46.9%) of committed seniors say they go on a 'date night' with their partner at least once every two to three months. However, close to two in five (37.9%) claim they rarely or never have date nights.

Males are more likely to say they go on a 'date night' at least once every two to three months (54.6% vs. 38.4%), while females are more likely to say they rarely or never go on date nights (47.5% vs. 29.3%).

How much do you agree with the following statements about love after 50 years old?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you agree with the following statements about love after 50 years old?

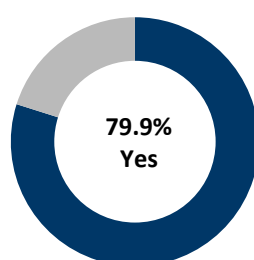
The overwhelming majority (93.8%) of respondents agree or strongly agree that seniors over the age of 50 still need and feel love the same way as younger people do. The vast majority agree or strongly agree that seniors over 50 need intimacy with a partner or that relationships get better after turning 50 years old because they are both more comfortable with who they are and what they mean to each other (88.1% and 83.9% respectively).



## LONELINESS AND KEY CALENDAR MOMENTS

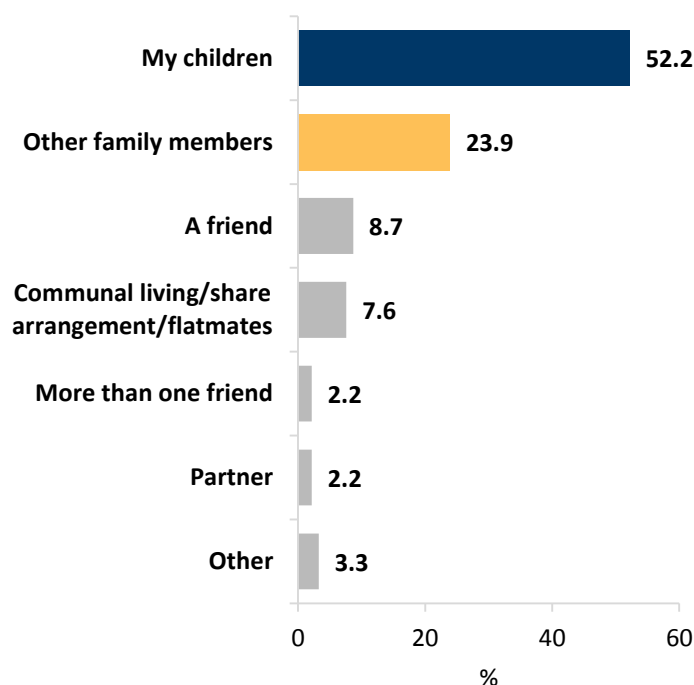
- The feeling of loneliness can rear its ugly head among seniors who are single, separated, divorced or widowed, particularly during the festive season and key calendar moments of anniversaries and birthdays
- The fear of feeling lonely is also enough for some seniors to dread holidays or the festive seasons
- Watching television or listening to the radio, spending time on hobbies and pets and volunteering are the most common ways for seniors to avoid feeling lonely

Do you live alone?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Do you live alone?

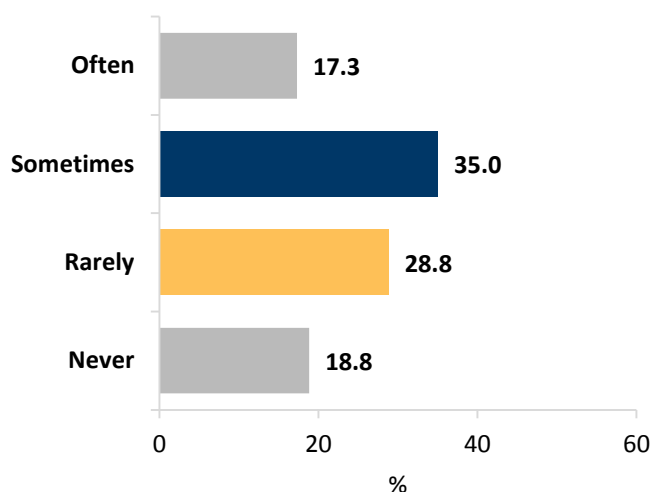
Who do you currently live with?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Who do you currently live with?

The large majority (79.9%) of respondents who are not married or in a de facto relationship say they live alone. Those who do not live alone most commonly live with their children (52.2%) or other family members (23.9%).

#### Do you ever find yourself getting lonely?

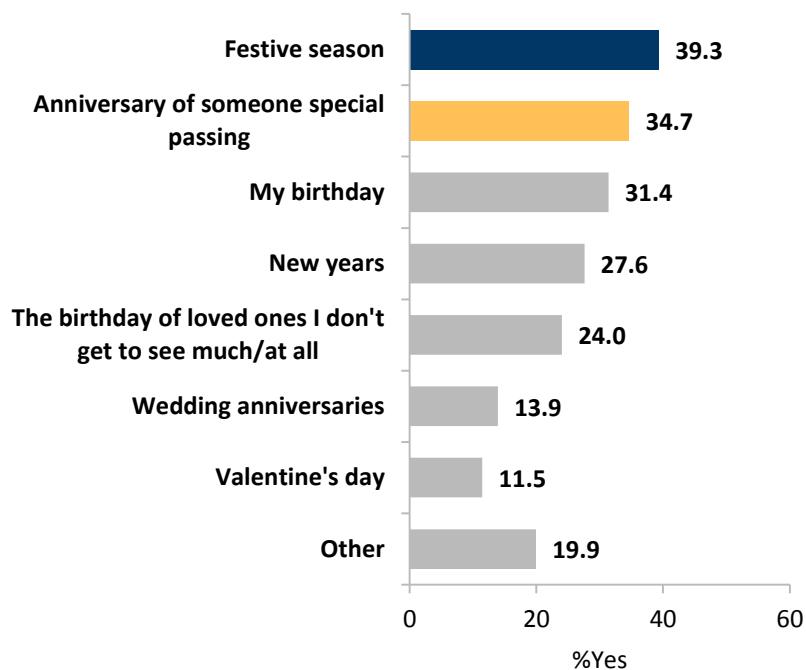


Source: CoreData - Senior Relationships Survey (October 2016)

Question: Do you ever find yourself getting lonely?

The vast majority (81.1%) of respondents who are single, separated, divorced or widowed admit to having experienced loneliness in the past. Less than one in five (18.8%) claim that loneliness is never a problem for them.

Are there any times of year you tend to feel lonely?

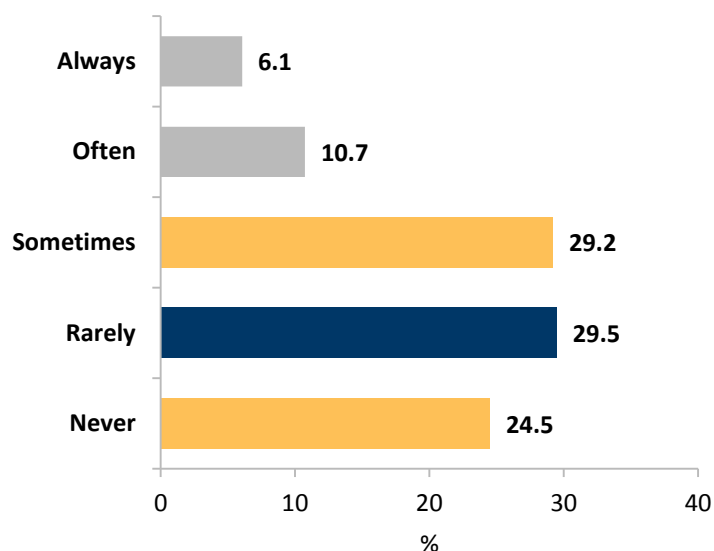


\*Multiple answers allowed

Source: CoreData - Senior Relationships Survey (October 2016)

Question: Are there any times of year you tend to feel lonely?

Do you ever dread holidays or the festive seasons out of fear of being lonely and/or alone?



Source: CoreData - Senior Relationships Survey (October 2016)

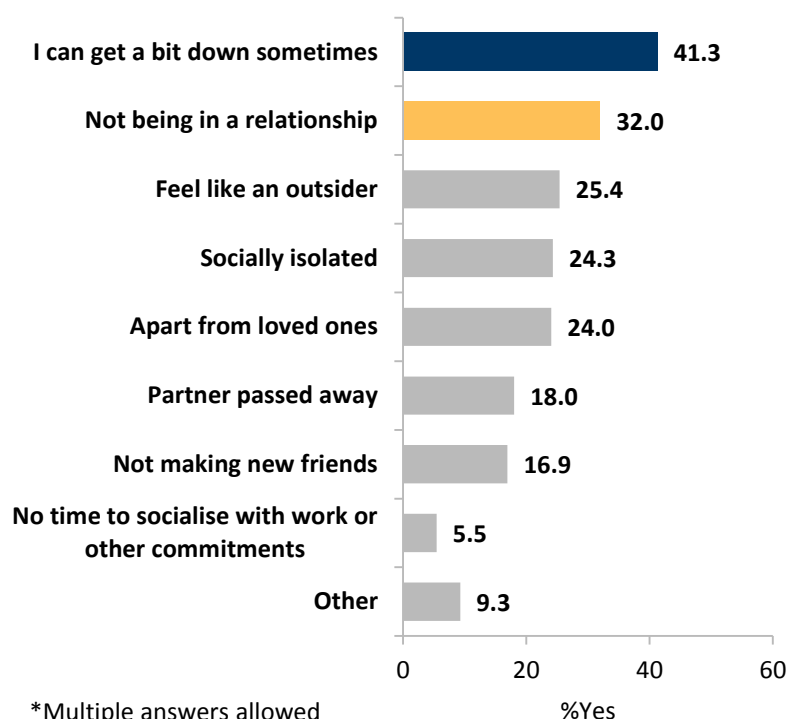
Question: Do you ever dread holidays or the festive seasons out of fear of being lonely and/or alone?

Among those who have experienced loneliness, the feeling tends to be most prevalent during the festive season (39.3%), an anniversary of someone special passing (34.7%) or their birthday (31.4%).

Furthermore, close to half (46.0%) say they dread holidays or festive seasons at least sometimes out of fear of being lonely.

Females are more likely to say they feel lonely during the anniversary of someone special passing (40.3% vs. 27.5%) or their birthdays (35.9% vs. 25.6%). Females are also more likely to dread festive seasons or holidays at least sometimes out of fear of being alone (51.2% vs. 39.2%).

#### What tends to be the source of your loneliness?



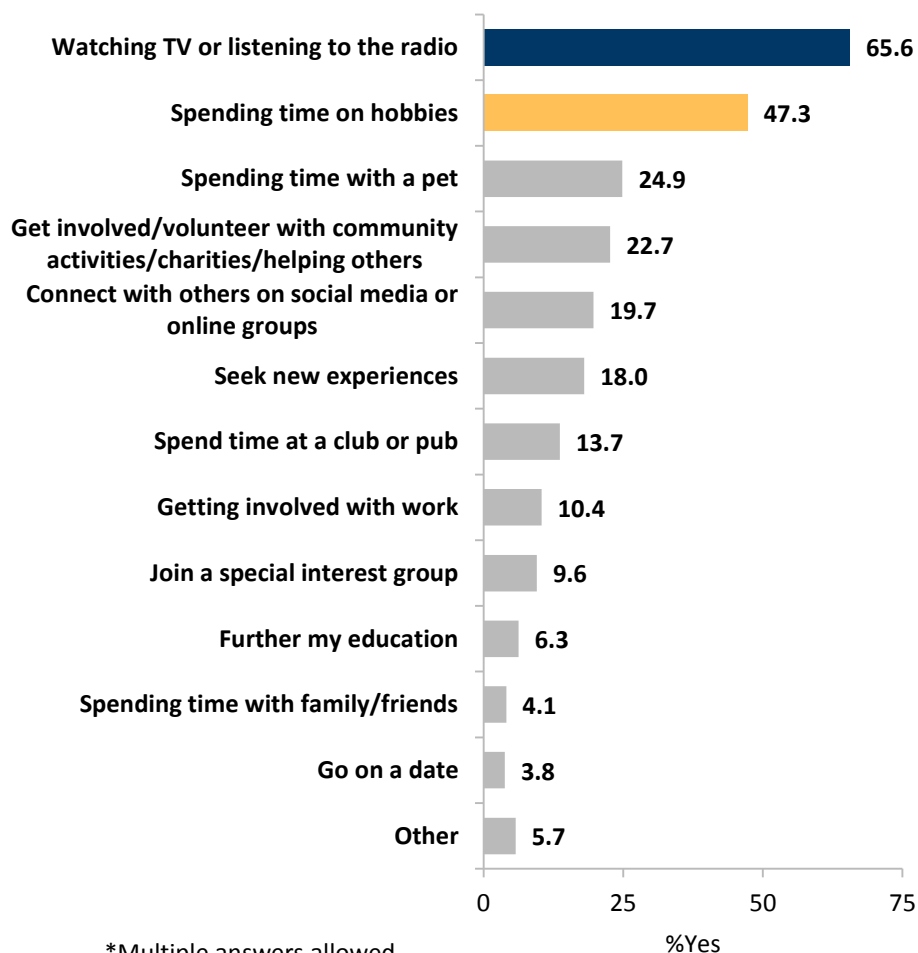
Source: CoreData - Senior Relationships Survey (October 2016)

Question: What tends to be the source of your loneliness?

Among those who have experienced loneliness, the most commonly cited sources are 'I can get a bit down sometimes' (41.3%), 'not being in a relationship' (32.0%) and 'feel like an outsider' (25.4%).

Males are more likely to say the source of their loneliness is social isolation (31.9% vs. 18.4%), while females are more likely to say it is because their partner passed away (23.8% vs. 10.6%).

How do you avoid feeling lonely or what makes you feel better when you do?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: How do you avoid feeling lonely or what makes you feel better when you do?

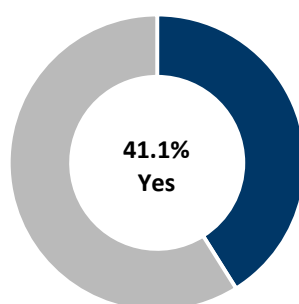
Watching TV or listening to the radio (65.6%), spending time on hobbies (47.3%) and spending time with a pet (24.9%) are the most commonly employed strategies to avoid feeling lonely or make themselves feel better.

Females are more likely to spend time on hobbies (52.4% vs. 40.6%) or with their pet (32.5% vs. 15.0%) to avoid feeling lonely or make themselves feel better.

## SENIORS STARTING AGAIN

- Many seniors have found themselves single after the age of 50 and claim it took a long time for them to start dating or establish a serious relationship again
- Starting again can prove problematic for seniors, with hurdles such as fears of incompatibility, 'past baggage' and geographical differences
- Nonetheless, seniors have never been more comfortable with what they want from a partner and are less likely to jump into long-term committed relationships

Even if you are in a relationship, have you ever been single after the age of 50 years old?

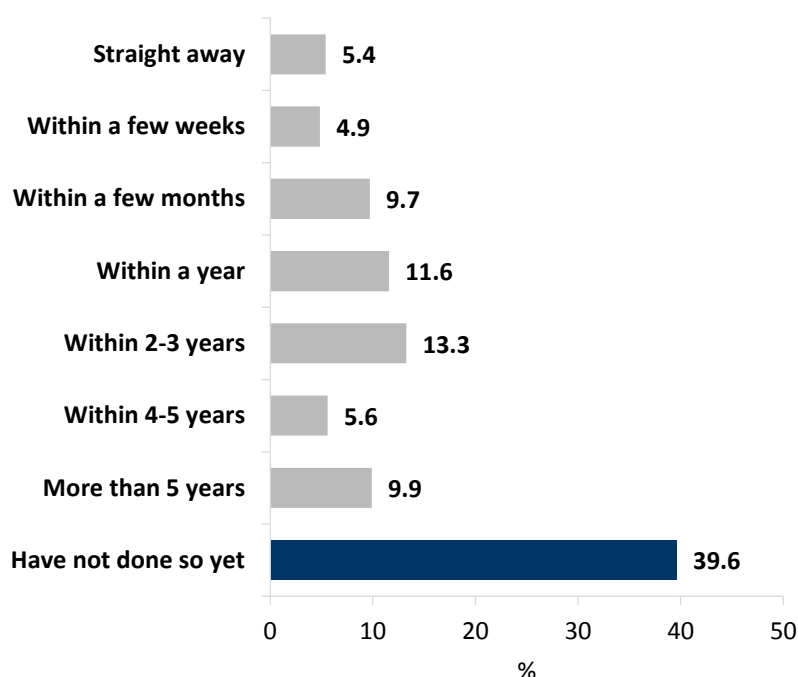


*Source: CoreData - Senior Relationships Survey (October 2016)*

*Question: Even if you are in a relationship, have you ever been single after the age of 50 years old?*

More than two in five (41.1%) respondents who are not single now claim to have been single at least once after the age of 50.

How long did it take you to start dating again or commence a new relationship after your previous relationship?



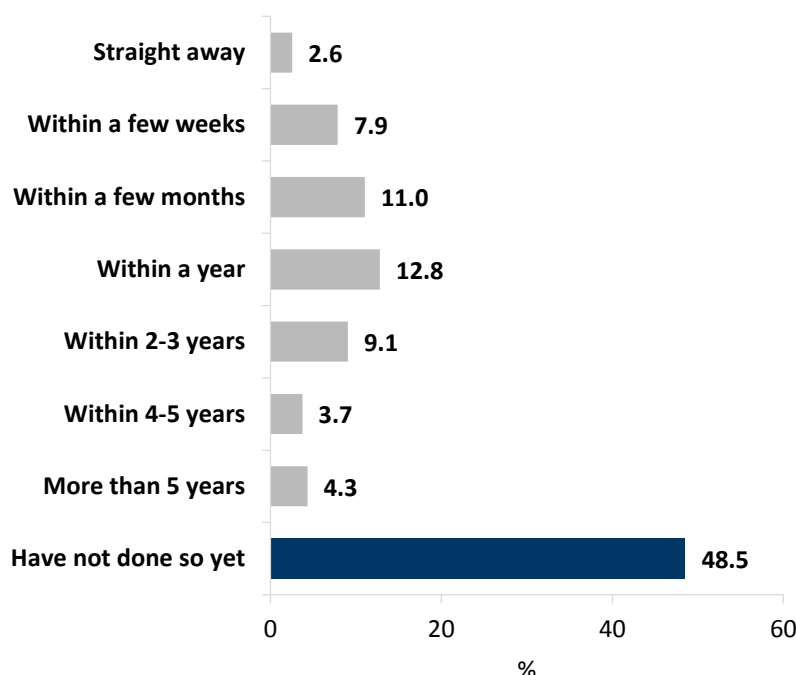
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How long did it take you to start dating again or commence a new relationship after your previous relationship?

Close to a third (31.6%) of respondents say they started dating again or commenced a new relationship no longer than a year after their previous relationship. However, close to two in five (39.6%) claim they have not done so yet.

Males are more likely to say they started dating again or commenced a new relationship no longer than a year after their previous relationship (41.0% vs. 22.1%), whilst females are more likely to claim they have not started dating again or commenced a new relationship (50.2% vs. 29.1%).

How long did it take you to establish a serious relationship again?



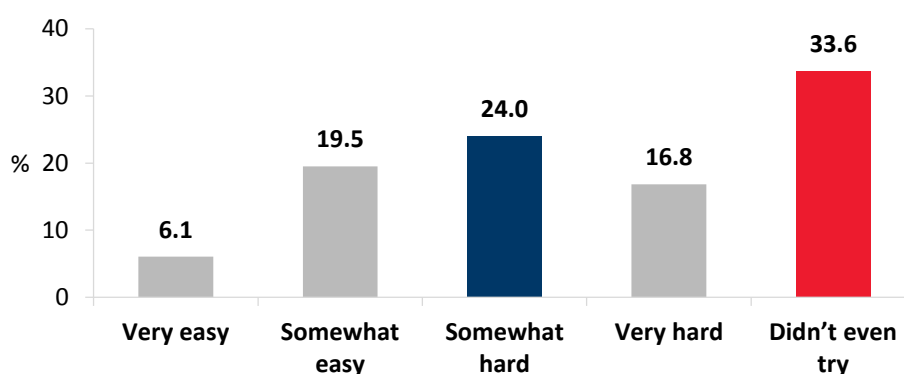
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How long did it take you to establish a serious relationship again?

Similarly, more than a third (34.3%) of respondents say it took them no longer than a year to establish a serious relationship again, while close to half (48.5%) claim they have not done so yet.

Again, males are more likely to say that it took them no longer than a year to establish a serious relationship again (40.5% vs. 27.6%), while females are more likely to claim they have not commenced a serious relationship again (58.0% vs. 39.8%).

Did you find it hard to establish another partner relationship past the age of 50 years old?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: Did you find it hard to establish another partner relationship past the age of 50 years old?



More than two in five (40.8%) respondents admit they found it somewhat or very hard to establish another partner relationship past the age of 50, while more than a quarter (25.6%) say they had the opposite experience. However, a third (33.6%) claim they did not even try to start another partner relationship.

Committed seniors are substantially more likely to say it was somewhat or very easy to establish a partner relationship past the age of 50 (54.7% vs. 9.4%), while unattached seniors are more likely to say they did not even try (47.4% vs. 8.8%).

Males are more likely to say establishing a partner relationship past the age of 50 was somewhat or very easy (32.9% vs. 17.9%), while females are more likely to admit they did not even try (42.7% vs. 25.0%).

## What did/do you find hardest about establishing another partner relationship past the age of 50 years old?

*"I am pretty clear on what I want, which includes maintaining a degree of independence, but if a man likes you they often want to 'possess' you and for you to be there for them all the time. If the right person came along I would be more willing to give up some of my independence, but not completely - I need someone who I can have a good conversation with. I have only met one man who I feel really understands me, but he is a bit of a hermit, so now our friendship is mostly via email with visits about 2 - 3 times a year. I think he is quite 'damaged' and does not want any sort of relationship it seems, so I am thankful for his friendship but never push it, as when I tried before, he simply disappeared." (Single, Female, 65 years old, SA)*

*"Living in a remote area I went to online dating sites, found males were looking for one night stands or straight out sex, while I was looking for friendship first and if a relationship develops ok. Hard to find someone who was willing to take it slow till we got to know each other, and then move on, but luckily after two years and a false start of a relationship which lasted 5 months (he went back to his ex) I found someone wonderful, we went out for about 3 months and then moved in together and married 2 years later, we have been married two years, renovated a house together (his) recently sold my place... and are blissfully happy." (Married, Female, 62 years old, TAS)*

*"Generally at this age we all have past baggage that we bring with us, in some cases the others family can come between us possibly worrying about losing their inheritance, or just being controlling. In my case, after 35 years of marriage to a person with whom I expected to grow old with and who I adored and nursed for 5 years of cancer, watching her deteriorate to the day she died has soured my view on life and left me somewhat indifferent to life in general." (Widowed, Male, 69 years old, VIC)*

*"Most women in Australia are so self-absorbed and also only look for men who are supremely good looking i.e. Australian women are superficial and only look from the outside. They are also selfish. My partner is from Thailand and is loving, caring, hard-working and not selfish at all. It is a pleasure doing things for my Thailand partner, whereas when I had an Australian partner all she did was criticise everything I did or said." (Divorced, Male, 52 years old, ACT)*

*"My darling husband died and I had spent many years caring for him, which I was more than happy to do, but it meant I lost my work and social connections. Now I have no money and can't afford to go out. Men are generally looking for someone young. I don't meet many people and the men I meet generally aren't a patch on my husband. I miss him terribly." (Widowed, Female, 57 years old, WA)*

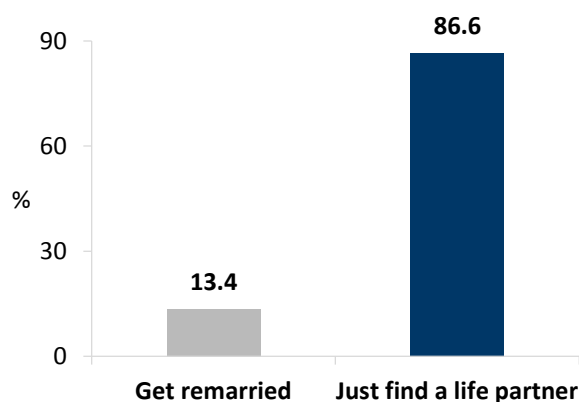
*"The hardest part is actually meeting someone who is compatible. There are seniors dating sites etc. but it is a nerve wracking experience to meet up with a stranger when you are older and have previously been married for nearly 40 years." (Widowed, Female, 61 years old, WA)*

*"To begin a new relationship and to learn each other's habits after many years of being previously married to my late husband. The same applied to my new husband following the death of his wife." (Married, Female, 79 years old, QLD)*

*"The body has changed. I can't trust males anymore. Not wanting to become a couple so that I don't have to share or lose what I have obtained in my life as I have lost everything in the past." (Widowed, Female, 68 years old, QLD)*

*"Just not the men around or obvious that they are wanting a companion for any reason. Tried dating sites but few people in my area and it costs so much I am in a regional country town." (Widowed, Female, 72 years old, VIC)*

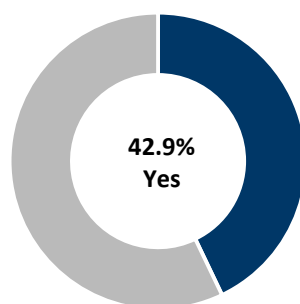
If you find yourself single past the age of 50 years old and are seeking a relationship, do you think it is important to get remarried or just find a life partner?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: If you find yourself single past the age of 50 years old and are seeking a relationship, do you think it is important to get remarried or just find a life partner?

Seniors are substantially more likely to say that if they find themselves single past the age of 50 and seeking a relationship it is important to just find a life partner as opposed to getting remarried (86.6% vs. 13.4%).

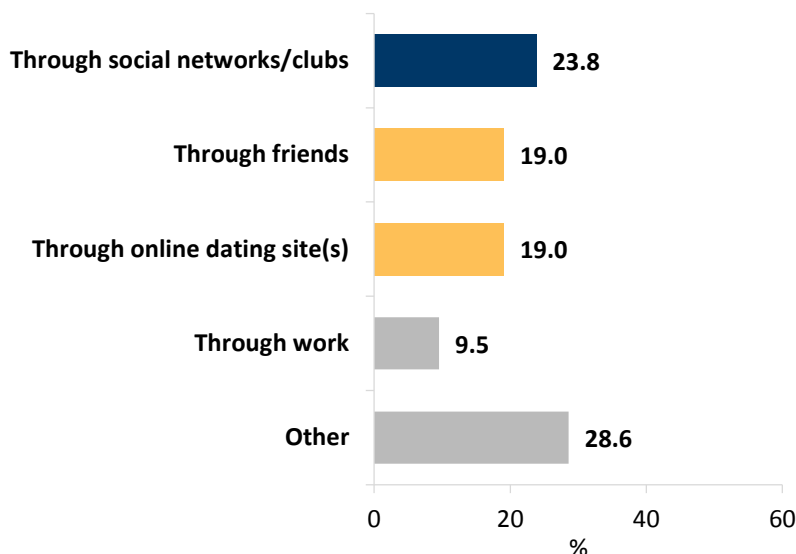
Do you think you are just as likely to fall in love again when you are older (over 50 years old) than when you were younger?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Do you think you are just as likely to fall in love again when you are older (over 50 years old) than when you were younger?

More than two in five (42.9%) respondents say they are just as likely to fall in love again when they are older (over 50 years old) than when they were younger.

### How did you meet your new partner?

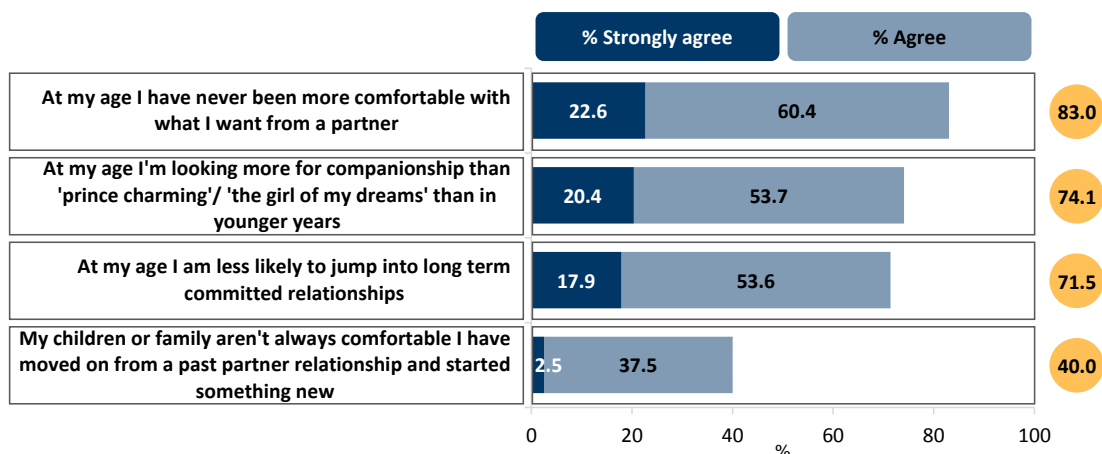


Source: CoreData - Senior Relationships Survey (October 2016)

Question: How did you meet your new partner?

Among unattached seniors who are in serious relationships, they most commonly say they met their new partner through social networks/clubs (23.8%), friends and online dating sites (both 19.0%).

### How much do you agree with the following statements about starting new partner relationships after 50 years old?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you agree with the following statements about starting new partner relationships after 50 years old?

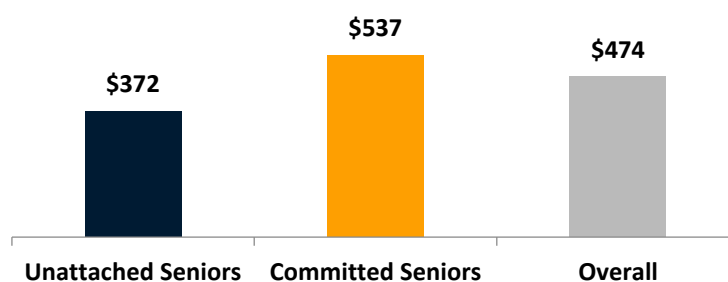
The vast majority (83.0%) of separated, divorced or widowed respondents who are in some form of relationship agree or strongly agree that at their age they have never been more comfortable with what they want from a partner. The large majority also agree or strongly agree that at their age they are looking more for companionship (74.1%) or that they are less likely to jump into long term committed relationships (71.5%).

Two in five (40.0%) agree or strongly agree that their children or family are not always comfortable they have moved on from a past partner relationship and started something new.

## COST OF RELATIONSHIPS

- Relationships invariably cost money, even for seniors
- Committed seniors tend to spend more on Christmas presents, drinks, food or entertainment activities and social life and activities than unattached seniors
- Although some feel that the cost of relationships presents a financial burden to them, many others are comfortable with how much they are spending on the various social activities

How much do you typically spend on Christmas presents for family and friends each year?

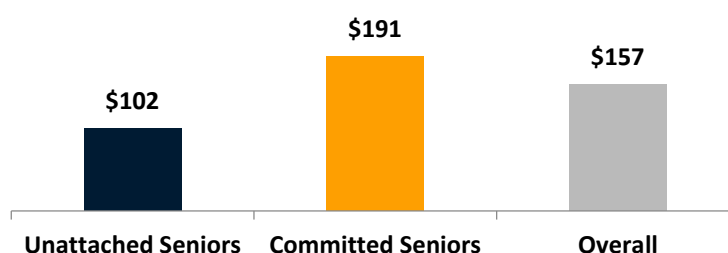


Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you typically spend on Christmas presents for family and friends each year?

Respondents typically spend an average of \$474 on Christmas presents for family and friends each year. On average, committed respondents spend more than unattached respondents (\$537 vs. \$372).

How much do you typically spend on paying for drinks, food or entertainment activities for family and friends each month?

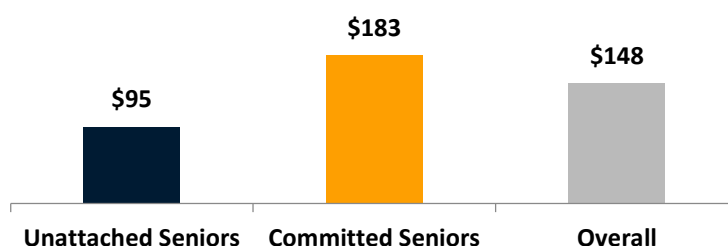


Source: CoreData - Senior Relationships Survey (October 2016)

Question: How much do you typically spend on paying for drinks, food or entertainment activities for family and friends each month?

Respondents typically spend an average of \$157 each month on paying for drinks, food or entertainment activities for family and friends. On average, committed respondents spend nearly twice as much as unattached respondents on drinks, food or entertainment activities for family and friends (\$191 vs. \$102 each month).

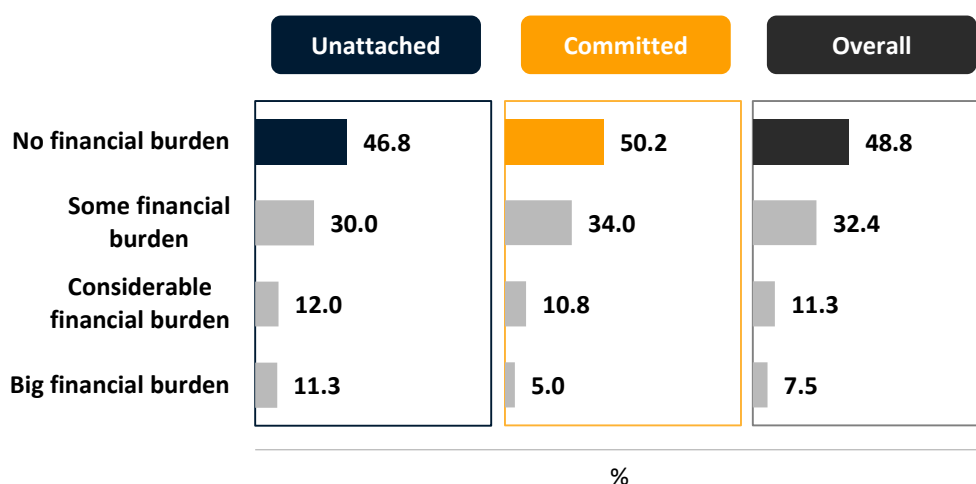
How much do you typically spend on paying for your social life and activities each month?



Source: CoreData - Senior Relationships Survey (October 2016)  
Question: How much do you typically spend on paying for your social life and activities each month?

Respondents typically spend an average of \$148 on their social life and activities per month, with committed respondents spending nearly twice as much as unattached respondents (\$183 vs. \$95).

Do you ever find the money you spend on social activities is a bit of a financial burden (even if you don't mind the sacrifice)?

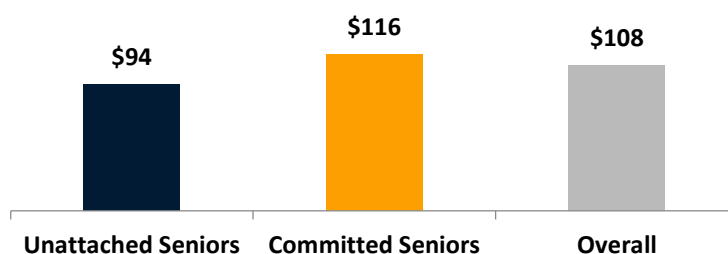


Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Do you ever find the money you spend on social activities is a bit of a financial burden (even if you don't mind the sacrifice)?

Close to one in five (18.8%) respondents say the money they spend on social activities is a considerable or big financial burden, while a further third (32.4%) admit it is some financial burden.

However, close to half (48.8%) say the money spent on social activities is not a financial burden at all.

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)?

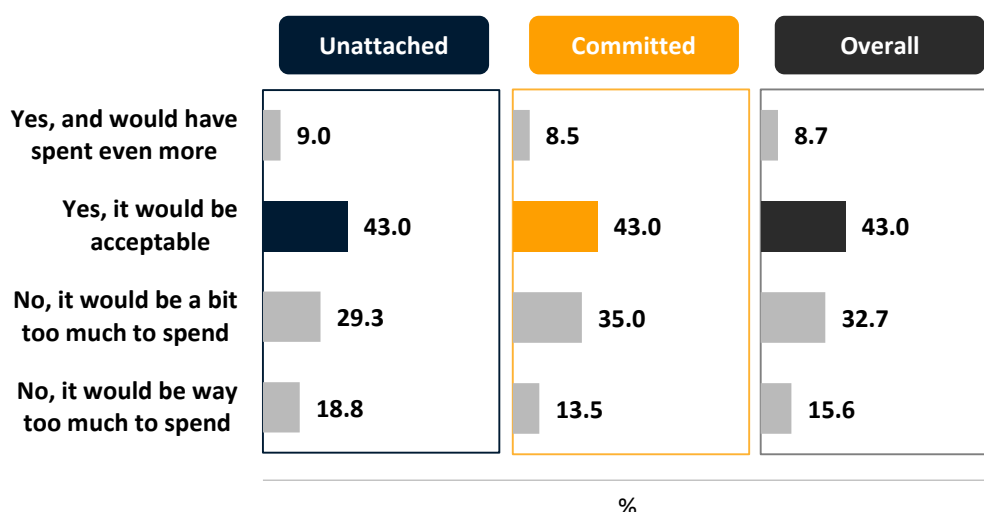


Source: CoreData - Senior Relationships Survey (October 2016)

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)?

On average, respondents say that \$108 is an acceptable amount to spend on a first date to cover both people, whether they pay for themselves or not. This figure is higher among committed respondents than unattached respondents (\$116 vs. \$94).

Think back to 30 years ago, would the equivalent amount of money be acceptable to spend on a first date back then?



Source: CoreData - Senior Relationships Survey (October 2016)

Question: Think back to 30 years ago, would the equivalent amount of money be acceptable to spend on a first date back then?

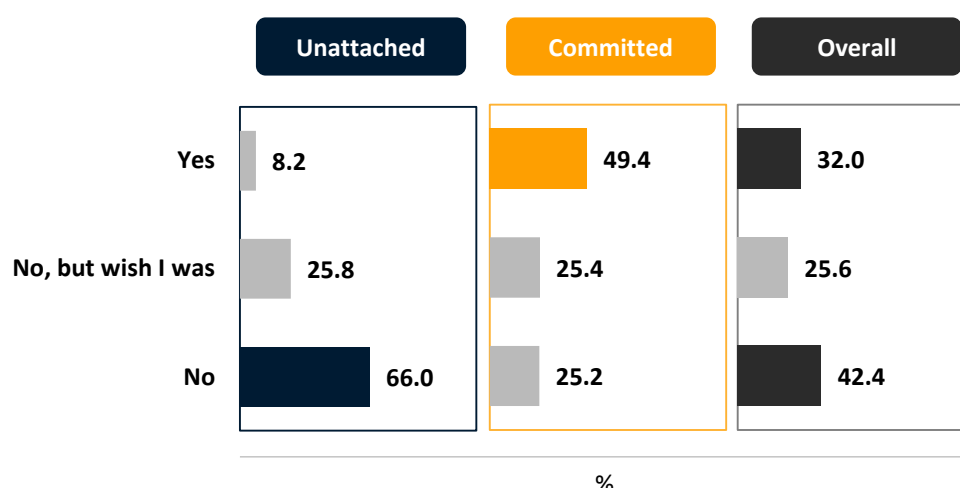
Close to half (48.3%) of respondents say that the equivalent 'acceptable' amount to spend on a first date would have been too much to spend 30 years ago. However, more than two in five (43.0%) believe this amount would still have been acceptable 30 years ago.



## INTIMACY

- Many seniors remain sexually active and are happy with their current sex life. Males tend to be more sexually active than females – yet are more likely to be dissatisfied with their current sex life
- Seniors tend to be less adventurous sexually, however, with only a small number having sent or received intimate messages or photos through text or online communications

Do you consider yourself sexually active?

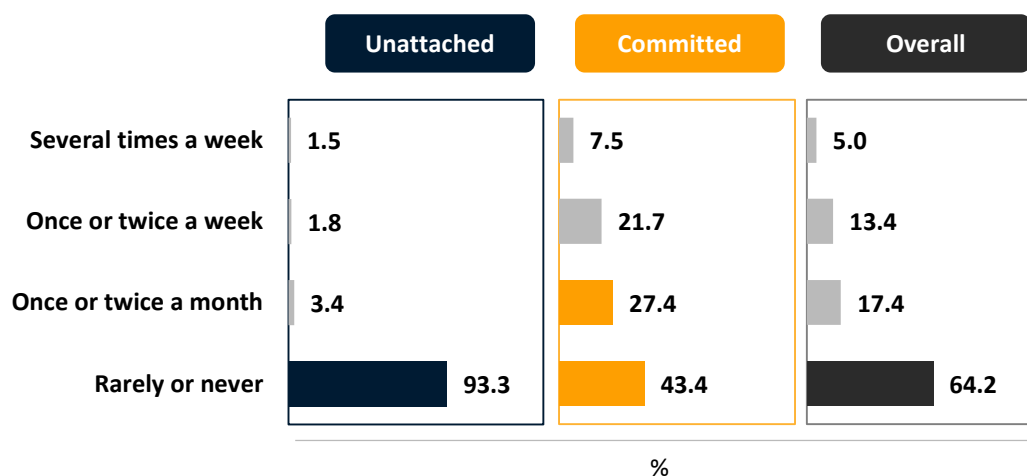


Source: CoreData - Senior Relationships Survey (October 2016)  
Question: Do you consider yourself sexually active?

Close to a third (32.0%) of respondents consider themselves to be sexually active, while one in four (25.6%) wish they were more sexually active. Two in five (42.4%) claim they are not sexually active.

Committed seniors are more likely to consider themselves to be sexually active (49.4% vs. 8.2%), while unattached seniors are more likely to say otherwise (66.0% vs. 25.2%). Female seniors are more likely to say they are not sexually active (57.2% vs. 28.5%).

How many times would you estimate that you have intimate relations in the average month?



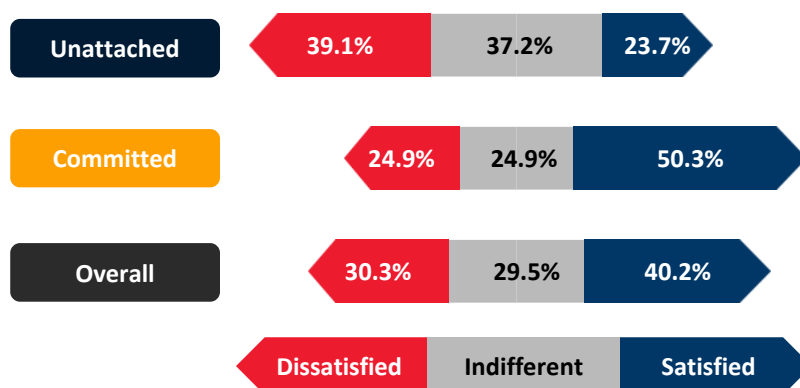
Source: CoreData - Senior Relationships Survey (October 2016)

Question: How many times would you estimate that you have intimate relations in the average month?

In an average month, more than a third (35.8%) of respondents estimate that they have intimate relations at least once or twice a month, including close to one in five (18.4%) who have intimate relations at least once or twice a week.

Committed seniors are substantially more likely to say they have intimate relations at least once or twice a month (56.6% vs. 6.7%), while unattached seniors are more than twice as likely to say they rarely or never engage in intimate relations in an average month (93.3% vs. 43.4%).

How satisfied are you with your current sex life?



Source: CoreData - Senior Relationships Survey (October 2016)

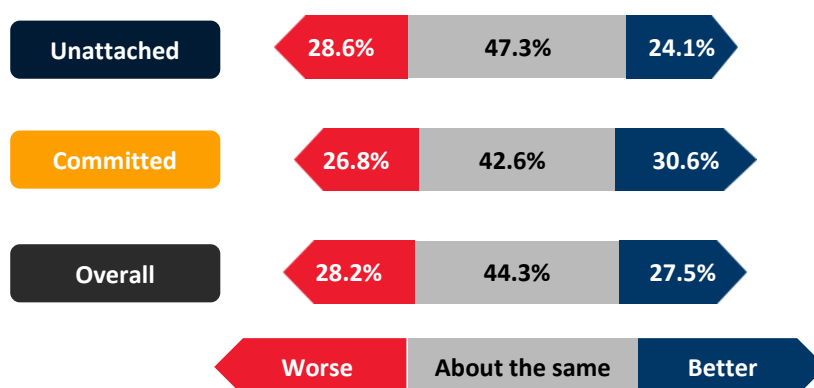
Question: How satisfied are you with your current sex life?

Two in five (40.2%) respondents say they are satisfied with their current sex life, while three in 10 (30.3%) are dissatisfied.

Committed seniors are more than twice as likely to be satisfied with their current sex life (50.3% vs. 23.7%), while unattached seniors are more likely to be dissatisfied (39.1% vs. 24.9%).

Males are more likely to be dissatisfied with their current sex life (36.1% vs. 23.8%).

#### Do you think sex gets better with age?

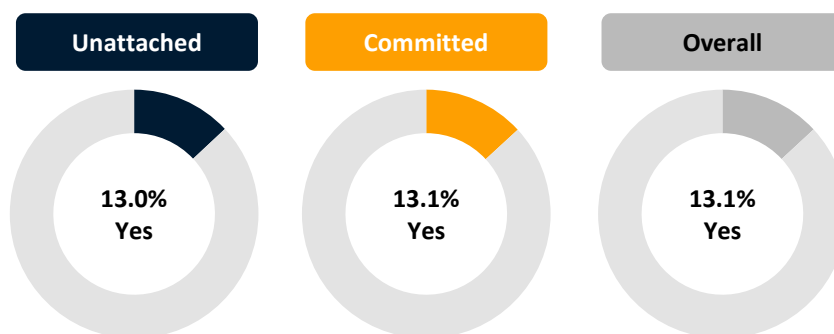


Source: CoreData - Senior Relationships Survey (October 2016)

Question: Do you think sex gets better with age?

Close to three in 10 (27.5%) respondents think sex gets better with age, although a similar proportion (28.2%) believe it gets worse.

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

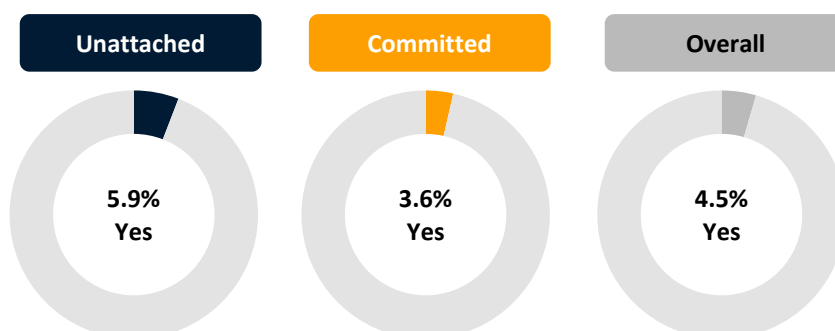


Source: CoreData - Senior Relationships Survey (October 2016)

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

Close to one in seven (13.1%) respondents have 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 - Senior Relationships Survey (October 2016)

Question: Past the age of 50 years old, have you ever sent an intimate photo of yourself to someone through text or online communication?

Only 4.5% of respondents say they have sent an intimate photo of themselves to someone through text or online communication past the age of 50.

## DEMOGRAPHICS

Gender	
	Percentage
Female	52.4%
Male	47.6%
<b>Total</b>	<b>100.0%</b>

Area	
	Percentage
The capital city of my state/territory	57.0%
A regional centre	29.4%
A rural area	13.6%
<b>Total</b>	<b>100.0%</b>

Educational Attainment	
	Percentage
Primary	1.1%
Part of high school	16.5%
Completed high school	24.9%
Diploma or certificate qualification	34.2%
Degree qualification	13.2%
Postgraduate qualification	10.1%
<b>Total</b>	<b>100.0%</b>

Living Arrangements	
	Percentage
Living alone (never had children)	12.2%
Living with flatmate(s) (never had children)	1.3%
Living with parents/siblings (never had children)	1.2%
Living with partner only (never had children)	6.7%
Living with your children (under 18 years) at home	3.7%
Living with your children (over 18 years) at home	9.8%
Living with your children (both over and under 18 years) at home	2.8%
Children have all left home	58.7%
Other	3.6%
<b>Total</b>	<b>100.0%</b>

Employment Status	
	Percentage
Full-time paid employment	12.6%
Part-time paid employment	10.0%
Self-employed	5.7%
Casual employment	3.2%
Transitioning to retirement and working part time	0.7%
Fully retired	50.9%
Full-time home duties	4.9%
Maternity leave	0.0%
Unemployed / not in paid employment	4.8%
Student	0.2%
On a disability pension	7.0%
<b>Total</b>	<b>100.0%</b>

Occupation	
	Percentage
Business owner	13.3%
Manager	10.2%
Professional	21.0%
Technician	3.2%
Trades worker	3.5%
Community and personal service worker	6.7%
Clerical and administrative worker	15.6%
Sales worker	7.6%
Machinery operators and driver	4.1%
Labourer	7.6%
Other	7.3%
<b>Total</b>	<b>100.0%</b>

Personal Income	
	Percentage
\$20,000 or less	30.7%
\$20,001 to \$30,000	29.5%
\$30,001 to \$40,000	11.8%
\$40,001 to \$50,000	7.8%
\$50,001 to \$60,000	5.1%
\$60,001 to \$70,000	3.1%
\$70,001 to \$80,000	2.8%
\$80,001 to \$90,000	2.3%
\$90,001 to \$100,000	1.6%
\$100,001 to \$125,000	2.2%
\$125,001 to \$150,000	1.0%
\$150,001 to \$200,000	1.2%
More than \$200,000	0.9%
<b>Total</b>	<b>100.0%</b>

Household Income	
	Percentage
\$50,000 or less	58.2%
\$50,001 to \$75,000	17.8%
\$75,001 to \$100,000	9.2%
\$100,001 to \$125,000	5.1%
\$125,001 to \$150,000	4.6%
\$150,001 to \$200,000	2.8%
\$200,001 to \$250,000	1.6%
\$250,001 to \$350,000	0.7%
\$350,001 or more	0.0%
<b>Total</b>	<b>100.0%</b>

Investment Portfolio	
	Percentage
I have no investments	38.2%
\$50,000 or less	12.0%
\$50,001 to \$150,000	15.9%
\$150,001 to \$250,000	8.0%
\$250,001 to \$350,000	5.7%
\$350,001 to \$450,000	4.2%
\$450,001 to \$550,000	2.8%
\$550,001 to \$650,000	2.0%
\$650,001 to \$750,000	2.1%
\$750,001 to \$1 million	4.6%
More than \$1 million to \$3 million	3.9%
More than \$3 million to \$5 million	0.5%
More than \$5 million	0.1%
<b>Total</b>	<b>100.0%</b>

# CORE DATA

## ABOUT US

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, 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 five 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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