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## Over 55s are most active daters, study finds

People approaching or already past retirement age are the most active and experimental of all daters, according to a study for The Sunday Telegraph.

By Ben Leach

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More over 55s have found a partner on the internet, joined a matchmaking club and attended a special singles event than any other age group, research for Stella magazine has found.

Stella commissioned YouGov, the research agency, to interview almost 2,000 men and women of all ages and backgrounds who have been on a date in the past year.



The survey found that almost two-thirds of men and women over 55 have joined an dating website (62 per cent), compared to just over one fifth (21 per cent) of 18-24-year-olds Photo: GETTY

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The results contradict many popular views on dating, as well as some of the stereotypes of the differences

between the two sexes.

The survey found that almost two-thirds of men and women over 55 have joined an dating website (62 per cent), compared to just over one fifth (21 per cent) of 18-24-year-olds.

They also met up with more internet dates (an average of 8.2) and found more relationships online (2.1) than any other age group.

They even met more sexual partners online (an average of 2.4) than any other age group, with the exception of the 45-54-year-old age group (2.6).

Keren Smedley, who runs Experience Matters, a relationship and dating consultancy, said the results dispelled some taboos about the older age groups.

"For most people the idea that our parents or grandparents have sex is taboo, but this is nonsense. The survey shows that people can still lead an active dating lifestyle well into their retirement."

The survey also found that 31 per cent of women bought a new outfit for their first date, 40 per cent varnished their nails, and 15 per cent got a bikini wax.

The study will be published in this Sunday's Stella magazine.

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