

Stats on 50+ dating on line for the first time

Submitted by: Dr Catherine Dating Guru

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SINGLE OVER-50s CANNOT REMEMBER THE LAST TIME THEY WENT ON A DATE

Two thirds are still hopeful of finding love later in life

New research released today reveals that more than a third (37%) of single over-50s are unable to recall the last time that they went on a date and an additional third (29%) haven't been on one in the last five years. However, the study by Dr Catherine Dating Guru – the personal coaching service set up by academic and businesswoman Dr Catherine Baudino, to assist those over 50 who are venturing into online dating – also reveals that two thirds (66%) believe it's never too late to find love.

Data from the ONS reveals that in 2017 the 45-49 age bracket recorded the highest number of divorces in comparison to all other age ranges for both males and females, opening up a realm of newly single potential daters. However, unlike the millennial generation who use online dating as their first port of call, the over-50s tend to shy away with 39% still preferring to meet someone in real life and 14% not confident that they will find anyone online.

The research also highlighted the priorities and qualities considered most important in relationships for over-50s singles, with companionship (1), wellbeing (2) and sex (3) taking the top three places.

When it comes to what over-50s are looking for in a partner, the research reveals that the top three qualities are trustworthiness (1), personality (2) and of course, a good sense of humour (3).

Dr Catherine Baudino, Founder of Dating Guru & Life Coach comments: "Online dating opens up such a huge range of opportunities – some good and some not so good – however, our generation is not as au fait with the concept as those of the younger generations. After being widowed three years ago I entered the world of online dating on a whim and I can genuinely say I haven't looked back and I urge others in the same boat as me to do the same.

"51% of those surveyed said that meeting new people was what they enjoyed most about online dating. My tailored service aims to help instil confidence in mature daters and a passion for enjoying the journey as well as opening up the possibility to finding love again."

Dr Catherine Dating Guru will be hosting a workshop on 30th September alongside award-winning US anchor Stephanie Goetz on the 'Language of Love'. There will be plenty of opportunities to mingle with attendees of both sexes and across a large age range.

Attendees can expect the following topics to be covered:

1. Communicating on Dating Sites:

- Profile and picture
- Ice breakers
- Your first date
- The Dos and Don'ts of internet dating.

2. Communicating with your loved one:

- How do you have a good conversation?
- In a relationship, how do you keep that on-going communication with your partner?
- How do you deal with difficult subjects?

To book your tickets now please visit:

<https://www.eventbrite.com/e/an-evening-with-dr-catherine-and-stephanie-goetz-the-language-of-love-tickets-71773982915>

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NOTES TO EDITORS:

About Dr Catherine Baudino

After a successful academic and business career, 10 years ago Dr Catherine set up her own consultancy as a professional life coach and leadership consultant. Widowed 3 years ago, she decided - on a whim - to plunge into the world of online dating. This new, exciting and sometimes overwhelming world is filled with opportunities and pitfalls. Dr Catherine is now focused on helping men and women who, like her, are over 50, and who might need advice and support as they navigate this new world.

About the service

Whether you're an online dating veteran or it's your first foray into any kind of dating in years, Dr Catherine and her team of expert stylists, photographers and coaches will be able to help. They provide advice and support throughout the whole process, from personal styling, photoshoots, date coaching, venue selection and their dating concierge service – whatever the client needs. In everything they do, the goal is to make online dating safe and fun. In the words of a client, 'you are there for the journey'.