



## POLL FINDINGS AND METHODOLOGY

### Half of Americans say they have been in a 10+ year age-gap relationship

New Ipsos poll finds that about seven in ten Americans rate sexual satisfaction and fun aspects higher in those relationships who have 10+ years of age difference

#### Topline Findings

**Washington DC, February 22, 2024** -- A new Ipsos poll conducted on behalf of Cougar Life finds that many American adults have engaged in relationships with age-gap of 10+ years — where physical attractiveness and sexual energy are top perceived benefits of dating or marrying someone young whereas emotional maturity and financial freedom are the top perceived benefits of dating or marrying someone older. For those who have been in 10+ years of age-gap relationships, most report positive experiences when it comes to sexual satisfaction, fun or enjoyment in the relationship, and an overall positive experience.

#### Detailed Findings

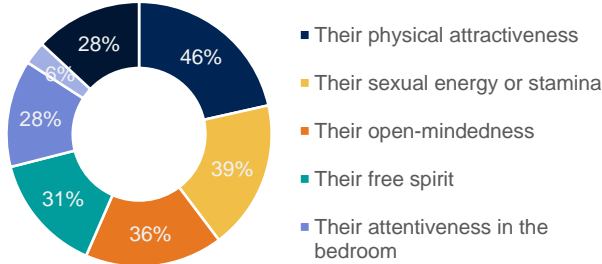
1. A majority of Americans see more benefits to 10+ years of age-gap dating or marrying than challenges.
  - Physical attractiveness (46%) and their sexual energy or stamina (39%) are the top perceived benefits of dating or marrying someone 10+ years younger.
    - Men are more likely than women (58% vs. 36%) to list physical attractiveness as a benefit of dating or marrying someone younger.
    - About half (49%) of the Americans ages 35-54 are more likely compared to 55+ (47%) and 18-34 (43%) to list physical attractiveness as a benefit of dating or marrying someone younger
  - Emotional maturity (59%) and financial freedom (47%) are the top perceived benefits of dating or marrying someone 10+ years older.
    - Men and women (both 59%) are most likely to consider emotional maturity as a benefit of dating or marrying someone older
    - Fifty percent of Americans ages 18-34 are more likely to consider professional success as a benefit of dating or marrying older, versus 41% of those ages 35-54 and 35% of those ages 55+.
2. Americans cite not having anything in common (26%) as the top perceived barrier to 10+ years age difference dating or marrying. However, of the potential barriers asked about, nearly half (48%) said none of the above.
  - Concerns over what others will think decrease with age. Nearly a quarter (23%) of Americans ages 18-34 are afraid of what people might think of them if they engaged in age-gap dating, versus 12% of those ages 35-54 and 7% of those ages 55+.
  - One in three (24%) of Americans ages 18-34 are more likely to think that such partner would not fit in with their friends and family. Moreover, twenty-three percent say that they don't think they would be attracted to someone with a 10+ year(s) of age gap



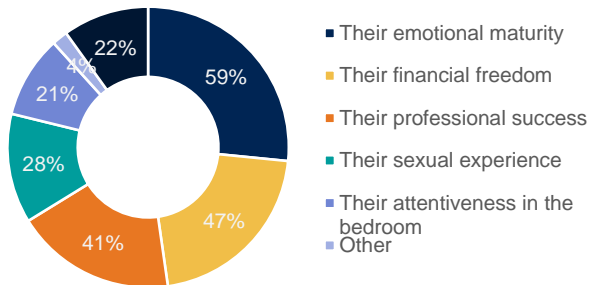


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### Those who consider a benefit of dating or marrying someone 10+ years younger % Selecting



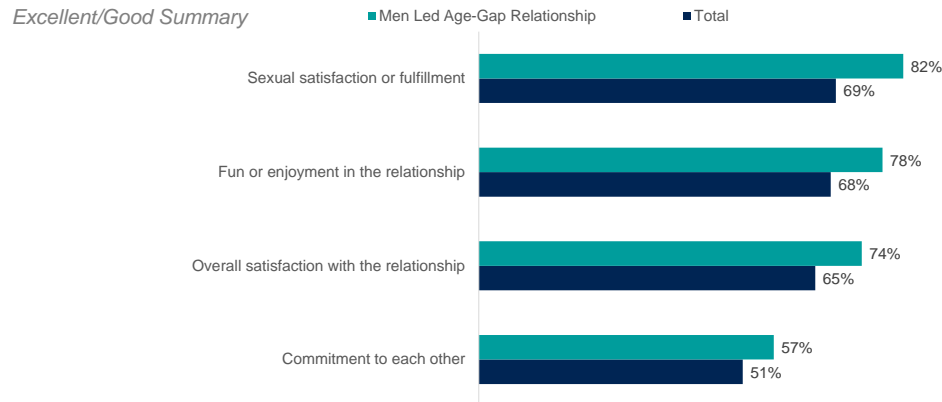
### Those who consider a benefit of dating or marrying someone 10+ years older % Selecting



Base :Q6. How would you rate the following aspects of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner? total (N=1,210)

## Many Americans rate sexual satisfaction and enjoyment aspects high in a 10+ year age gap relationship

How would you rate the following aspects of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner?



Sources: Ipsos survey fielded June 20-23, 2023  
Base :Q6. How would you rate the following aspects of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner? total (N=527), Men Led Age-Gap Relationship (N=201)

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3. Among women who have dated younger men and men who have dated older women, rate sexual satisfaction or fulfillment (69%) and fun or enjoyment in the relationship (68%) aspects as good to excellent.
  - About eight in ten (79%) men vs women (57%) are more likely to rate good to excellent for the sexual satisfaction or fulfillment aspect.
  - While describing the relationship where there was 10+ years of age gap, half (50%) of the Americans said that the older partner paid for experiences (e.g., restaurant tabs, dates, vacations, etc.) vs 44% of those who shared equally, and only 6% of those who said younger partner
  - Initiates sex or intimacy factor is shared equally (59%) compared to the older partner (22%) and the younger partner (19%) while describing the relationship where there was 10+ years of age gap

4. Americans who have had relations with 10+ years age gap are more likely to rate good to excellent physical and sexual connections

- Seventy six percent of men vs women (74%) who rate good to excellent physically (e.g. physical appearance) with their partner
- Eight in ten (80%) Americans ages 35-54 are more likely to rate good to excellent towards physically (e.g. physical appearance) factor followed by ages 55+ (77%) and ages 18-34 (65%).
- About eight in ten (83%) of those who have had relationships with 10+ years age difference agrees and mostly report positive experiences when it comes to expressing their needs and desires to the partner, being themselves, and highly trust partner's intentions for them

*These are the findings of an Ipsos poll conducted between June 20-23, 2023. For this survey, a sample of 1,210 adults and oversample of 201 men that have dated women 10+ years younger than them and 207 women that have dated men 10+ years older than them of age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

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1. Regardless of your current relationship status, which of the following, if any, would you personally consider a benefit of dating or marrying someone 10+ years younger than you?

	<u>Total (N=1210)</u>	<u>Men Led Age- Gap Relationship (N=201)</u>
Their physical attractiveness	46%	70%
Their sexual energy or stamina	39%	53%
Their open-mindedness	36%	53%
Their free spirit	31%	42%
Their attentiveness in the bedroom	28%	48%
Other	6%	11%
None of the above	28%	70%

2. Regardless of your current relationship status, which of the following, if any, would you personally consider a benefit of dating or marrying someone 10+ years older than you?

	<u>Total (N=1210)</u>	<u>Men Led Age- Gap Relationship (N=201)</u>
Their emotional maturity	59%	69%
Their financial freedom	47%	56%
Their professional success	41%	43%
Their sexual experience	28%	46%
Their attentiveness in the bedroom	21%	36%
Other	4%	7%
None of the above	22%	7%





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3. Regardless of your current relationship status, which of the following, if any, would you personally consider a barrier of dating or marrying someone with a 10+ year(s) difference in age than you?

	<u>Total (N=1210)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
I don't think I would have anything in common with them	26%	30%
I don't think I would be attracted to them	17%	16%
I don't think such a partner would fit in with my friends and family	16%	13%
I would be afraid of what other people might think	14%	13%
I don't know anyone else in this type of relationship	9%	6%
None of the above	48%	50%

4. Which of the following, if any, apply to you? Please only consider relationships since you turned 18.

	<u>Total (N=1210)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
I am currently dating someone 10+ years older than me	4%	5%
I am currently dating someone 10+ years younger than me	6%	34%
I have previously dated someone 10+ years older than me	27%	31%
I have previously dated someone 10+ years younger than me	16%	75%
None of the above	57%	*

5. For the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, what was your partner's gender?

- a. Relationship where partner was 10+ years older than you

	<u>Total (N=337)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Male	63%	2%
Female	36%	99%
Non-binary	1%	-
Prefer not to answer	-	-



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5. For the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, what was your partner's gender?

b. Relationship where partner was 10+ years younger than you

	<u>Total (N=281)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Male	23%	-
Female	76%	100%
Non-binary	1%	-
Prefer not to answer	*	-

6. How would you rate the following aspects of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner?

Summary of Excellent/Good

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Sexual satisfaction or fulfillment	69%	82%
Fun or enjoyment in the relationship	68%	78%
Overall satisfaction with the relationship	65%	74%
Commitment to each other	51%	57%

a. Overall satisfaction with the relationship

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	28%	34%
Good	37%	40%
Average	15%	10%
Fair	13%	15%
Poor	7%	1%

b. Sexual satisfaction or fulfillment

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	40%	53%
Good	29%	29%
Average	16%	12%
Fair	10%	5%
Poor	6%	1%





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6 How would you rate the following aspects of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner?

c. Fun or enjoyment in the relationship

	<u>Total (N=527)</u>	<u>Men Led Age- Gap Relationship (N=201)</u>
Excellent	33%	43%
Good	35%	35%
Average	19%	14%
Fair	9%	8%
Poor	4%	*

d. Commitment to each other

	<u>Total (N=527)</u>	<u>Men Led Age- Gap Relationship (N=201)</u>
Excellent	22%	25%
Good	30%	31%
Average	32%	33%
Fair	11%	8%
Poor	7%	1%

7. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, do the following statements better describe the older person in the relationship, the younger person, or both of you equally?

The older partner Summary

	<u>Total (N=527)</u>	<u>Men Led Age- Gap Relationship (N=201)</u>
Pays for experiences (e.g., restaurant tabs, dates, vacations, etc.)	50%	50%
Holds the most power in the relationship	33%	37%
Takes the lead when organizing date nights or social plans	27%	28%
Initiates sex or intimacy	22%	13%





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- 7 Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, do the following statements better describe the older person in the relationship, the younger person, or both of you equally?

### Shared equally Summary

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Takes the lead when organizing date nights or social plans	60%	65%
Initiates sex or intimacy	59%	62%
Holds the most power in the relationship	57%	57%
Pays for experiences (e.g., restaurant tabs, dates, vacations, etc.)	44%	47%

### The younger partner Summary

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Initiates sex or intimacy	19%	26%
Takes the lead when organizing date nights or social plans	13%	7%
Holds the most power in the relationship	9%	6%
Pays for experiences (e.g., restaurant tabs, dates, vacations, etc.)	6%	3%

- a. Holds the most power in the relationship

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
The older partner	33%	37%
Shared equally	57%	57%
The younger partner	9%	6%

- b. Initiates sex or intimacy

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
The older partner	22%	13%
Shared equally	59%	62%
The younger partner	19%	26%







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7. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, do the following statements better describe the older person in the relationship, the younger person, or both of you equally?

c. Takes the lead when organizing date nights or social plans

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
The older partner	27%	28%
Shared equally	60%	65%
The younger partner	13%	7%

d. Pays for experiences (e.g., restaurant tabs, dates, vacations, etc.)

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
The older partner	50%	50%
Shared equally	44%	47%
The younger partner	6%	3%

8. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, how would you rate your attraction or connection to your partner in the following areas?

Summary of Excellent/Good

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Physically (e.g. physical appearance)	75%	85%
Sexually (e.g. sexual chemistry/compatibility)	74%	82%
Intellectually	68%	69%
Emotionally	65%	64%
Spiritually	48%	55%

a. Physically (e.g. physical appearance)

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	37%	45%
Good	38%	40%
Average	19%	13%
Fair	4%	2%
Poor	2%	*





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8. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, how would you rate your attraction or connection to your partner in the following areas?

b. Sexually (e.g. sexual chemistry/compatibility)

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	43%	50%
Good	31%	32%
Average	17%	16%
Fair	6%	2%
Poor	3%	1%

c. Intellectually

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	26%	22%
Good	42%	47%
Average	22%	23%
Fair	6%	5%
Poor	4%	3%

d. Emotionally

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	22%	22%
Good	43%	42%
Average	24%	30%
Fair	6%	4%
Poor	5%	2%

e. Spiritually

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Excellent	17%	16%
Good	31%	39%
Average	31%	33%
Fair	12%	10%
Poor	9%	2%





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9. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, to what extent do you agree or disagree with the following statements?

Summary of Agree

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
I am comfortable expressing my needs and desires to my partner.	83%	92%
My partner lets me be myself.	83%	93%
I feel I can trust my partner's intentions with me.	83%	86%
My partner meets my needs.	82%	93%
I feel pressure to commit to my partner.	41%	46%

a. I feel pressure to commit to my partner.

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Strongly agree	15%	12%
Somewhat agree	27%	35%
Somewhat disagree	33%	35%
Strongly disagree	25%	18%

b. I am comfortable expressing my needs and desires to my partner.

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Strongly agree	41%	40%
Somewhat agree	43%	52%
Somewhat disagree	12%	7%
Strongly disagree	5%	*

c. My partner lets me be myself.

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Strongly agree	47%	46%
Somewhat agree	36%	46%
Somewhat disagree	14%	6%
Strongly disagree	3%	1%





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9. Thinking of the relationship(s) you've had where there was a 10+ year difference in age between you and your partner, to what extent do you agree or disagree with the following statements?

d. My partner meets my needs.

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Strongly agree	43%	49%
Somewhat agree	39%	45%
Somewhat disagree	12%	3%
Strongly disagree	6%	4%

e. I feel I can trust my partner's intentions with me.

	<u>Total (N=527)</u>	<u>Men Led Age-Gap Relationship (N=201)</u>
Strongly agree	39%	38%
Somewhat agree	44%	48%
Somewhat disagree	11%	13%
Strongly disagree	6%	1%



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### About the Study

These are the findings of an Ipsos poll conducted between June 20-23, 2023. For this survey, a sample of 1,210 adults and oversample of 201 Men that have dated women 10+ years younger than them and 207 Women that have dated men 10+ years older than them, age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (N=1,210, DEFF=1.5, adjusted Confidence Interval=+/- 3.5 percentage points).

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)