

# Why Romance Heats Up in Retirement

*Study finds retirees heating up their golden years*

Stacey Tisdale - June 1, 2016



While many of us working folks struggle to make time for passion and play, it seems that retirees are lighting up their golden years with love and romance.

**A study by Merrill Lynch and Age Wave** finds that 69% of retirees say retirement leisure is a great time for romance.

Anthony Bland, managing director and market executive at Merrill Lynch, shared with BE.com why retirement is a great time for romantic adventure.

**BE.com:** A majority of your surveyed retirees say retirement leisure is a great time for romance. Why is that?

**Bland:** Many of our clients find that retirement leisure presents a great opportunity for romance because they view their retirement as the time to take care of themselves. As social relationships built in the workplace tend to fade and leisure replaces the time spent on work and raising a family, retirees can focus more on cultivating new relationships or deepening existing ones.

**BE.com:** Many people consider their financial situation when thinking about their ability to commit to a relationship. Does money play a role in the fact that retirees find this time in their lives good for romance?

**Bland:** Indirectly, money may play a role. When financial matters are settled, many of the retirees we work with tend to be more relaxed and at ease. Given their newfound availability of time and financial resources, retirees tend to be more likely to take long overdue romantic cruises or remote vacation getaways that may not have been feasible to take while working and raising a family.

**BE.com:** How much of a role should a partner or potential partner's finances play in their romantic relationships?

**Bland:** We have seen various approaches to finance and relationships and it all boils down to the nature and goals of the partnership. Finances matter more to some than others and we encourage our clients to make the decisions that are best for their situation. I view finances and romance in the same rhetorical category as beauty...the approach is in the eye of the beholder.

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