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Love Attitudes across the Whole Lifecycle

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Sexuality and love attitudes are intertwining aspects of intimate romantic life through the whole lifecycle. Few investigations, however, traced variation in love style preferences for the middle and late adulthood. We studied love attitudes through the whole lifecycle: age range from teens through eighties (692 participants: 411 females, USA residents). We surveyed the six love attitudes using a short form of the Love Attitude Scale (LAS, Hendrick & Hendrick, 1998) and did regression analysis for several variables of a demographic questionnaire and Schwartz Value Survey. The results showed that the rank of preference for the love attitudes is quite stable over the lifecycle and do not change the order: Eros, Storge and Agape get the most endorsement, while Ludus, Pragma, and Mania get the least endorsement. The three love style attitudes change over the years significantly: Mania decreases, while Storge, and Agape increase. Across their lifecycle, females are overall more pragmatic and less agapic than males. The results provide evidence that gender and marital status, but not urban or rural living influence the love attitudes. All love attitudes, but Eros, are predicted by certain personal values (Conformity, Tradition, Benevolence, Universalism, Self-Direction, Stimulation, Hedonism, Achievement, Power, and Security) over the lifecycle.

key_words: Love attitudes, Lifecycle, Gender, Personal values

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