

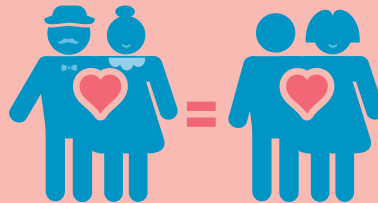
# Never Too Old For Love

WHY LOVE REALLY MATTERS AS WE AGE

SENIORS 75+ ARE SETTING THE RECORD STRAIGHT - LOVE & ROMANCE ISN'T JUST FOR THE YOUNG.



**7 IN 10**  
**SENIORS**  
BELIEVE THAT YOU'RE  
**NEVER TOO OLD**  
**FOR LOVE**



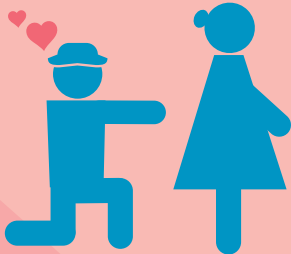
**JUST AS MANY SENIORS**  
HAVE ROMANTIC PARTNERS  
AS THOSE IN GENERATION Y



**88% OF SENIORS**  
**AGREE**  
COMPANIONSHIP IS SOMETHING  
THEY COULDN'T DO WITHOUT

## IT'S MEN WHO ARE THE TRUE HOPELESS ROMANTICS, NOT WOMEN

MEN AGE 75+  
ARE MORE  
**IN LOVE**  
**WITH LOVE**  
THAN WOMEN THEIR SAME AGE



**83% OF MALE**  
**SENIORS** SAY  
LOVE & ROMANCE  
IS IMPORTANT,  
COMPARED  
TO **JUST 56%**  
**OF WOMEN**



MEN ARE NEARLY  
**2X AS LIKELY**  
**TO TRY &**  
FIND WAYS TO **SPICE**  
**UP THEIR LOVE LIVES**  
(56% vs 29%)

## SENIORS UNDERSTAND WHY LOVE REALLY MATTERS AS WE AGE

**98% OF SENIORS BELIEVE**  
THAT KEEPING SOCIALLY  
ACTIVE IS EQUALLY IMPORTANT  
TO SUCCESSFUL AGING AS GOOD  
PHYSICAL HEALTH.



RESEARCH SHOWS **SOCIAL ACTIVITY** HAS A  
COMPARABLE IMPACT ON MORTALITY AS  
SMOKING AND ALCOHOL. [i] REGULAR SOCIAL  
INTERACTION MAY HELP **LESSEN THE RISK OF**  
**DEVELOPING ALZHEIMER'S DISEASE.** [ii]



Source: Revera Report on Romance. Revera Inc. in partnership with Leger Marketing surveyed older adults aged 75+, Boomers and Generation Y, to find out about their expectations and experiences with social interaction as they age.

[i] Holt-Lunstad J, Smith TB, Layton JB. Social relationships and mortality risk: a meta-analytic review. PLoS Med. 2010 Jul 27;7(7):e1000316.

[ii] <http://www.alzheimer.ca/en/About-dementia/About-the-brain/Brain-health/Be-socially-active>. Accessed January 11, 2012.