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.


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.