



## PRESS RELEASE

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# Valentine's Day 2024: Love Life Satisfaction in Singapore and in Asia.

3 in 4 Singaporeans are feeling loved; 76% of Singapore couples satisfied with their romantic/sex lives. Indians most satisfied with their romantic/sex lives, while Japanese least satisfied.

**Singapore, 14 February 2024** - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, unveils the results of their latest global survey on love life satisfaction conducted among ~24,000 people in 31 countries, of which includes ~500 Singaporeans.

### Key findings for Singapore:

- Three-quarters (74%) of Singaporeans consider themselves to be happy.
- About the same proportion of Singaporeans (76%) say they are satisfied with feeling loved. Among those who are married or partnered, this figure rises to 88%; for single people it's 70%.
- The vast majority (82%) of Singaporeans are satisfied with their relationship with their spouse/partner.
- Just over three in five of Singaporeans (62%) are satisfied with their romantic/sex life.

Love is in the air for most Singapore couples this Valentine's Day. An impressive 82% of Singaporeans report feeling satisfied with their partner or spouse. This was a shared sentiment between both genders (82% men, 83% women). However, amid high satisfaction rates with partners or spouses, the survey reveals only 62% of Singaporean adults report satisfaction with their romantic or sex lives.

Beyond romantic relationships, the survey explored other human relationships that could contribute to an overall sense of contentment as a notable 74% of Singaporeans consider

themselves to be in a state of happiness, 70% say they feel appreciated, and 69% say they are satisfied with their social life.

With familial relationships, 84% of Singaporeans indicated satisfaction with their relationships with parents, siblings, and cousins, and 87% indicated satisfaction with their relationships with their children.

Outside of the family, 78% of Singaporeans expressed satisfaction with their friendships, and 73% with their co-workers.

**Findings Across the Asia Pacific (Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Thailand)**

Across the Asia Pacific region, Indians report the highest satisfaction with their romantic or sex life (76%), this is followed by China (75%), Thailand (75%), Indonesia (73%), Malaysia (63%), Singapore (62%), New Zealand (60%), Australia (53%), South Korea (45%), and Japan (37%). In India, Millennials top the list at 79%, followed by 76% of Gen Zers, 74% of Gen Xers and 69% of Boomers saying they're satisfied with their romantic/sex lives.

Indians also report the highest satisfaction with feeling loved (84%), this is followed by Indonesia (81%), Thailand (80%), China (80%), New Zealand (78%), Malaysia (77%), Singapore (76%), Australia (74%), South Korea (63%), and Japan at 51%. In Japan, where people are the least satisfied with being loved, there's a 11-percentage point gap between the satisfaction level of men (45%) feeling loved in comparison to women (56%).

In the region, Thais report highest satisfaction with their relationship with their partner or spouse (92%), this is followed by Indonesia, Malaysia, and New Zealand (all at 88%), then China (85%), India (83%), Singapore (82%), Australia (80%), Japan (69%) and South Korea (68%). South Koreans were the least likely to be satisfied with their romantic relationship out of 31 countries where Ipsos did polling and there's a gender satisfaction gap there with 73% of South Korean women saying they're satisfied versus 64% of men. On the flipside, people in Thailand reported being the most satisfied with their relationship with their partner/spouse

and men (94%) and women (91%) there report very similar levels of satisfaction.

## Note to Editors

- Access the **global Press Release** [here](#)
- Access the **global Report with charts** [here](#)
- For further information or to schedule interviews, please contact:  
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## About the study

- These are the findings of a 31-country Ipsos survey conducted December 22, 2023 – January 5, 2024, among 24,269 adults aged 18 and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.
- Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).
- In Singapore, ~500 adults aged 21 – 74 were interviewed.
- Quotas on age, gender and ethnicity were employed to ensure that the sample's composition reflects the overall population distribution, based on Singapore Department of Statistics population estimates.
- The precision of online surveys is measured using a credible interval. In this case, the results reported are accurate to +/- 3.5 percentage points of the views and perspectives of all Singaporeans aged 21 - 74 (at 95% confidence interval). Credible intervals are wider among subsets of the population.

## About Ipsos

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