

LOVE LIFE SATISFACTION AROUND THE WORLD

A 32-country Global Advisor survey

February 2023

For more information: www.ipsos.com/en/valentines-day-how-satisfied-are-people-their-love-life

GAME CHANGERS



LOVE LIFE SATISFACTION GLOBALLY

Q. Overall, how satisfied are you with each of the following aspects of your life

% very/somewhat satisfied with...

32-country average

Feeling loved

76%

The relationship with their partner or spouse*

84%

Their romantic or sex life**

63%

Highest among:

Married (83%)
Boomers (80%)
Upper income (79%)

Upper income (87%)
Higher education (86%)

Married (75%)
Upper-income (70%)
Millennials (68%)

Highest in:

Netherlands (90%)
Indonesia (87%)
Argentina (84%)
China (84%)

Indonesia (94%),
Netherlands (94%)
Thailand (90%)
Malaysia (90%)

China (79%)
Indonesia (75%)
Thailand (75%)

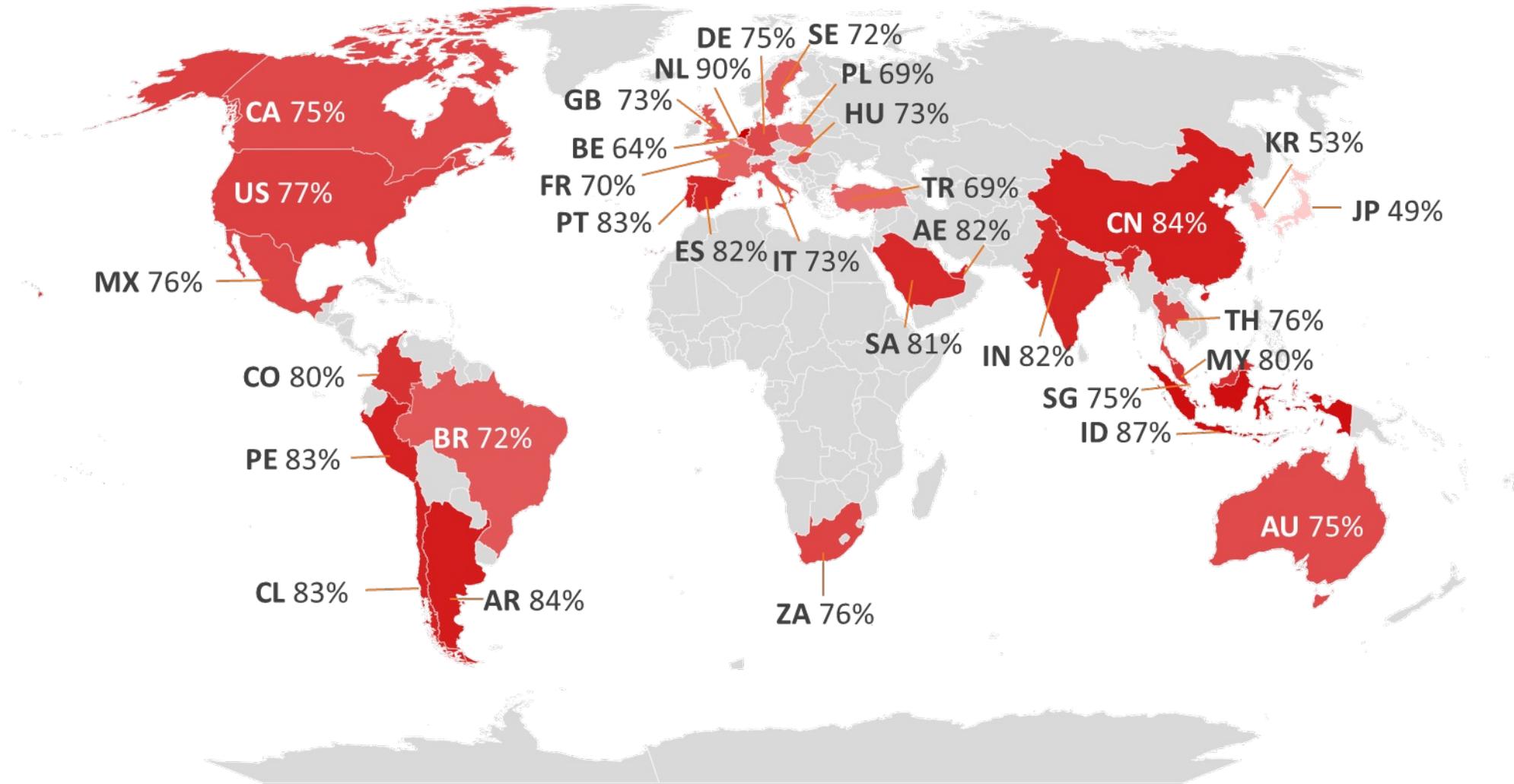
* Asked only of those who are married or partnered

** Not asked in Saudi Arabia and UAE

Base: Each question was asked of approximately 50% of all 22,508 online adults under the age of 75 across 32 countries, interviewed Dec. 22, 2022 – Jan.6, 2023. The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population.

FEELING LOVED

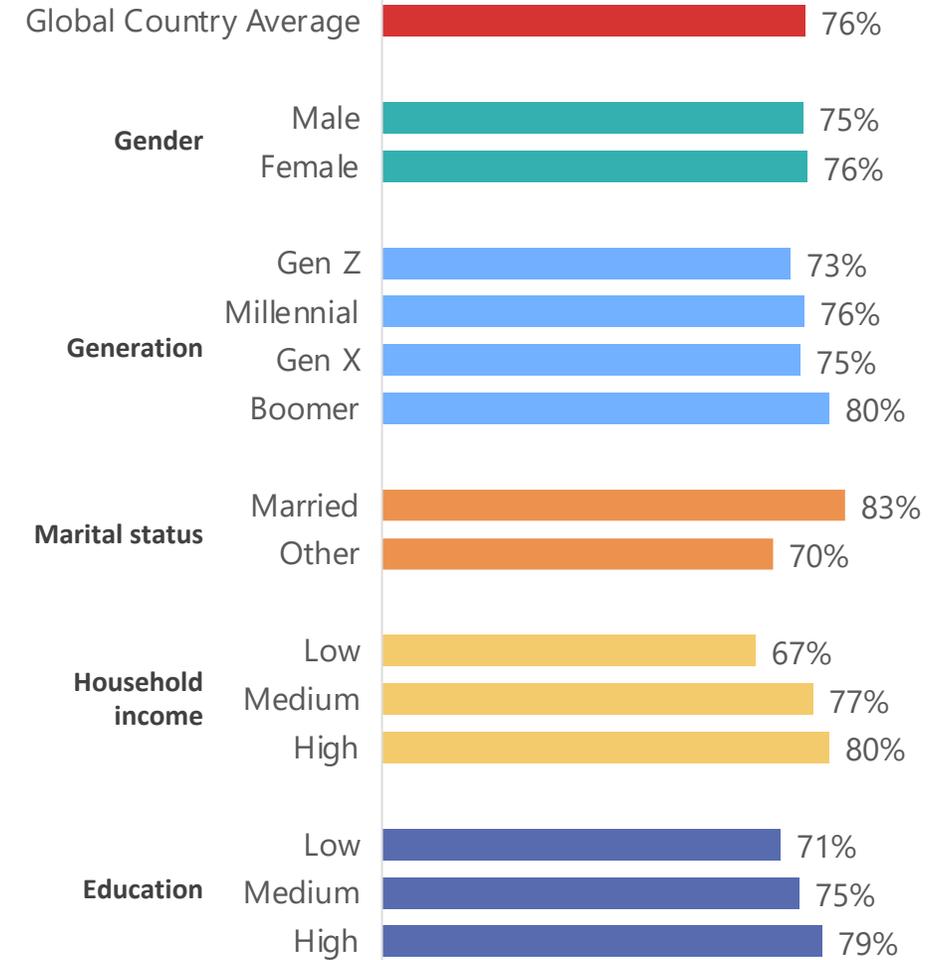
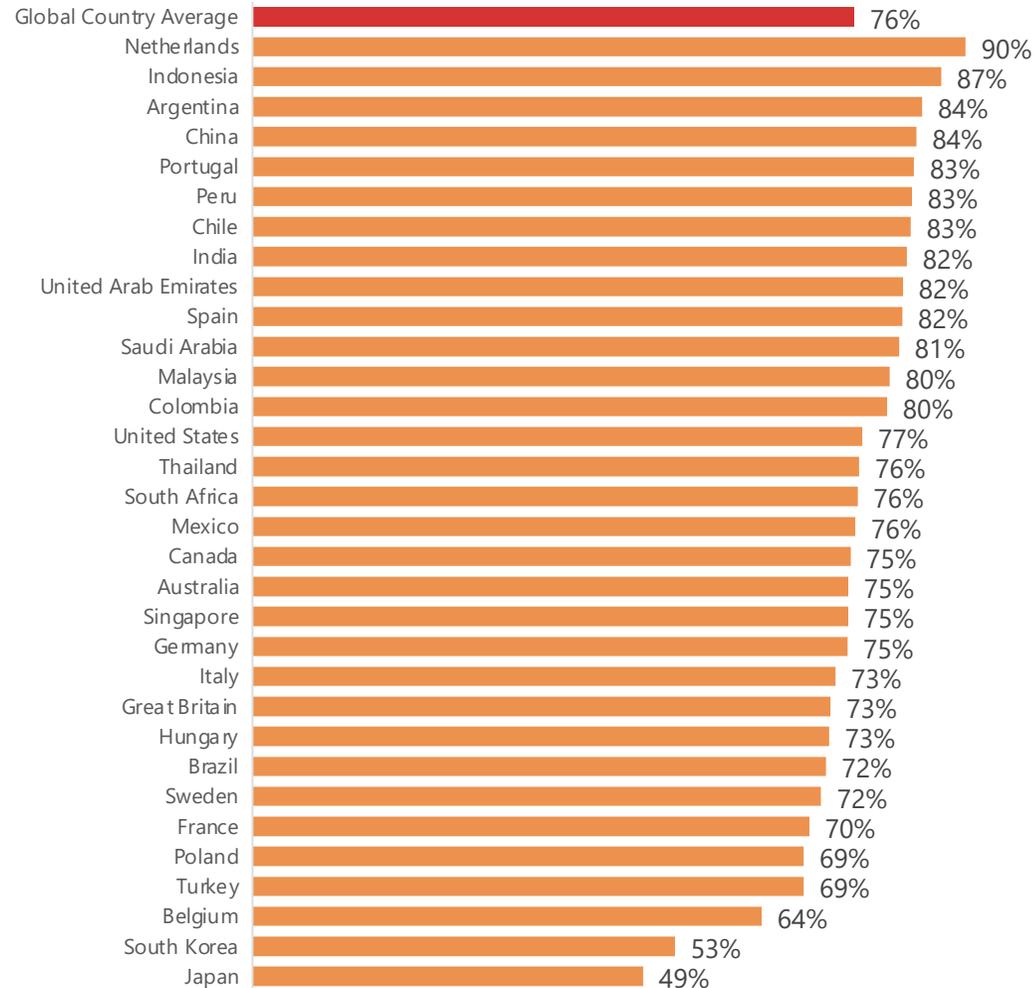
% very/somewhat satisfied



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FEELING LOVED

% very/somewhat satisfied

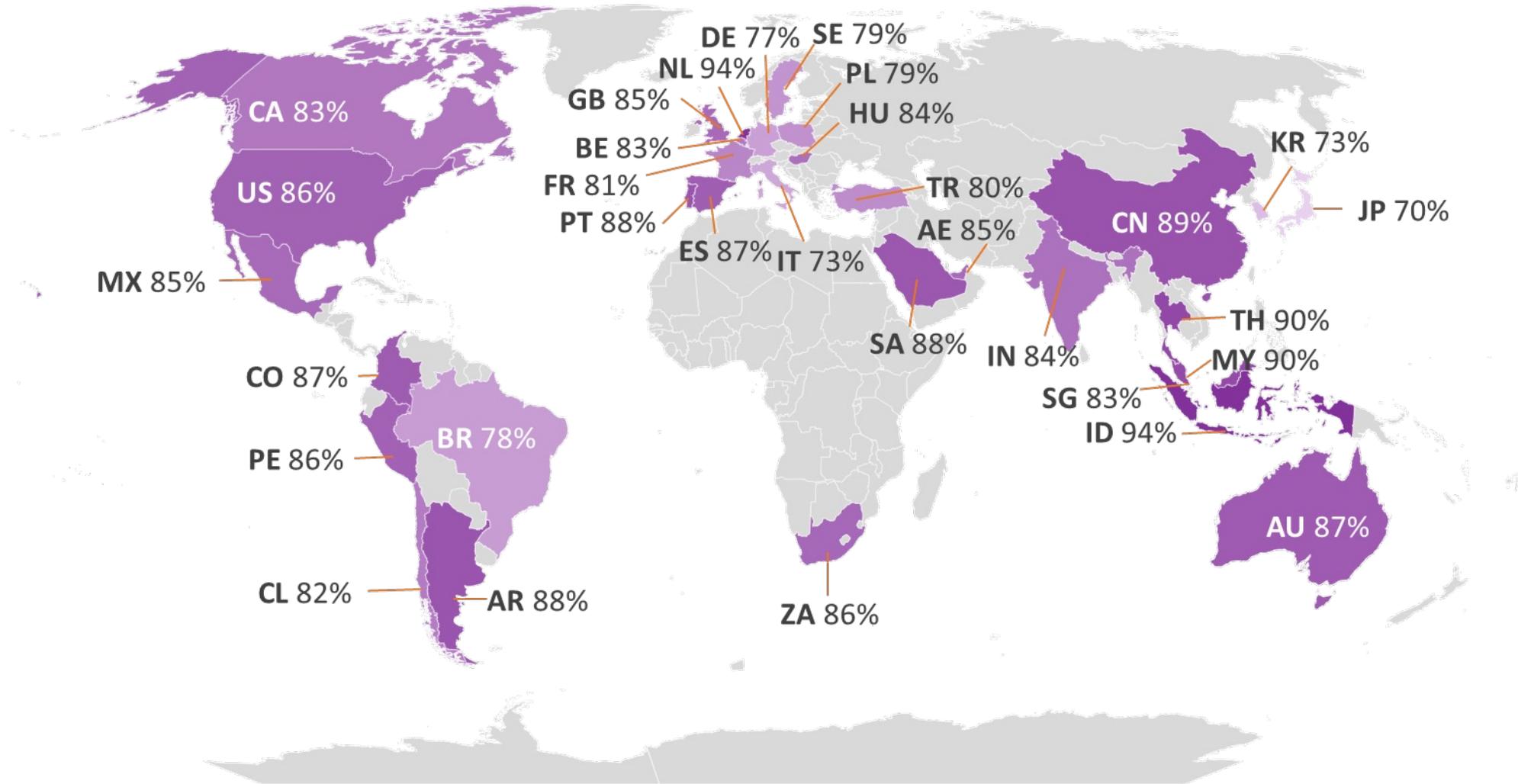


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MY RELATIONSHIP WITH MY PARTNER/SPOUSE

% very/somewhat satisfied



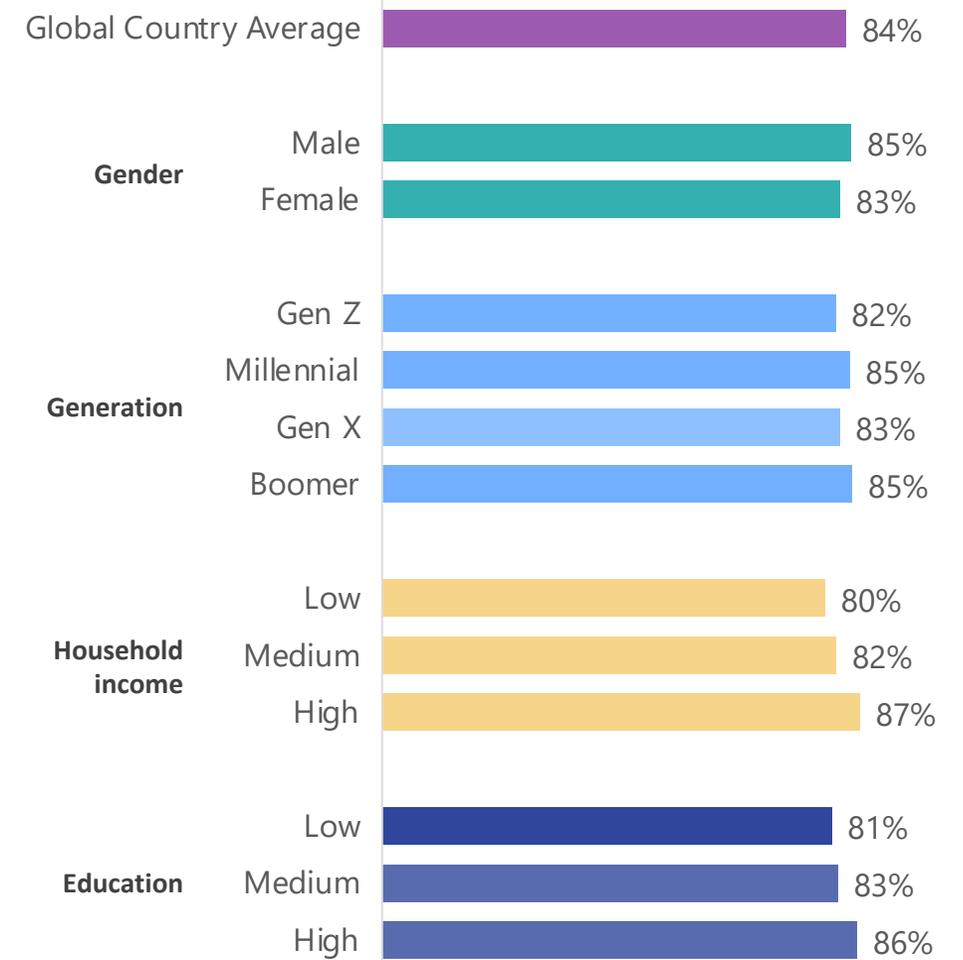
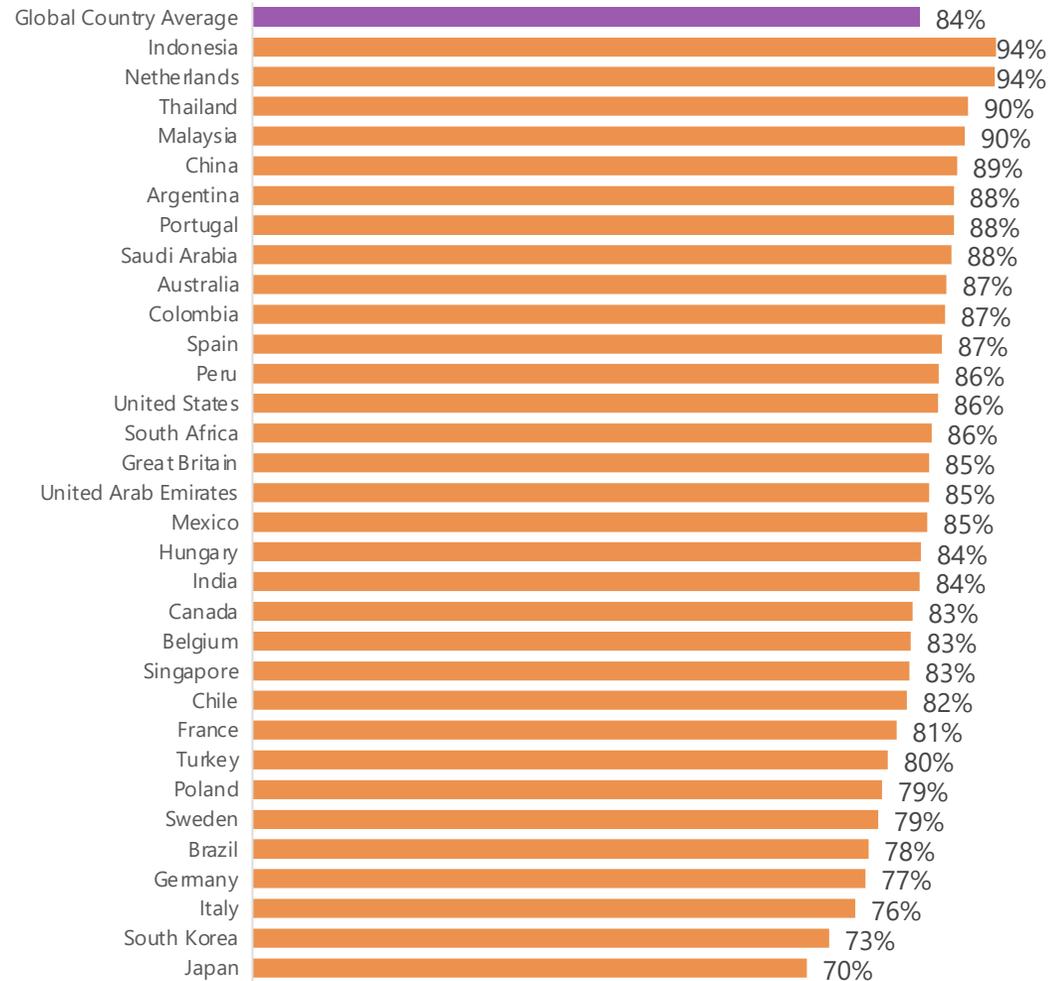
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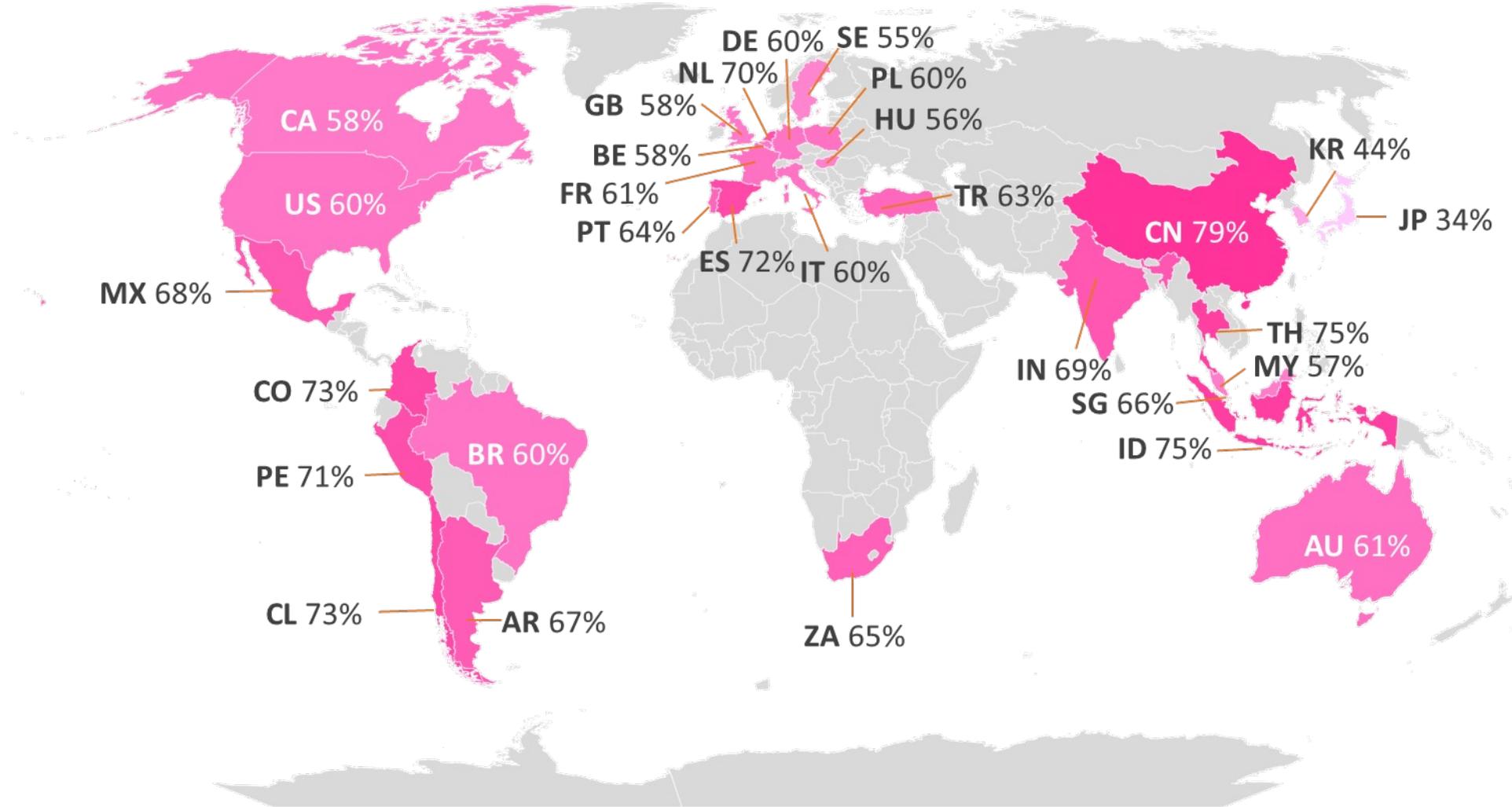
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MY ROMANTIC/SEX LIFE

% very/somewhat satisfied



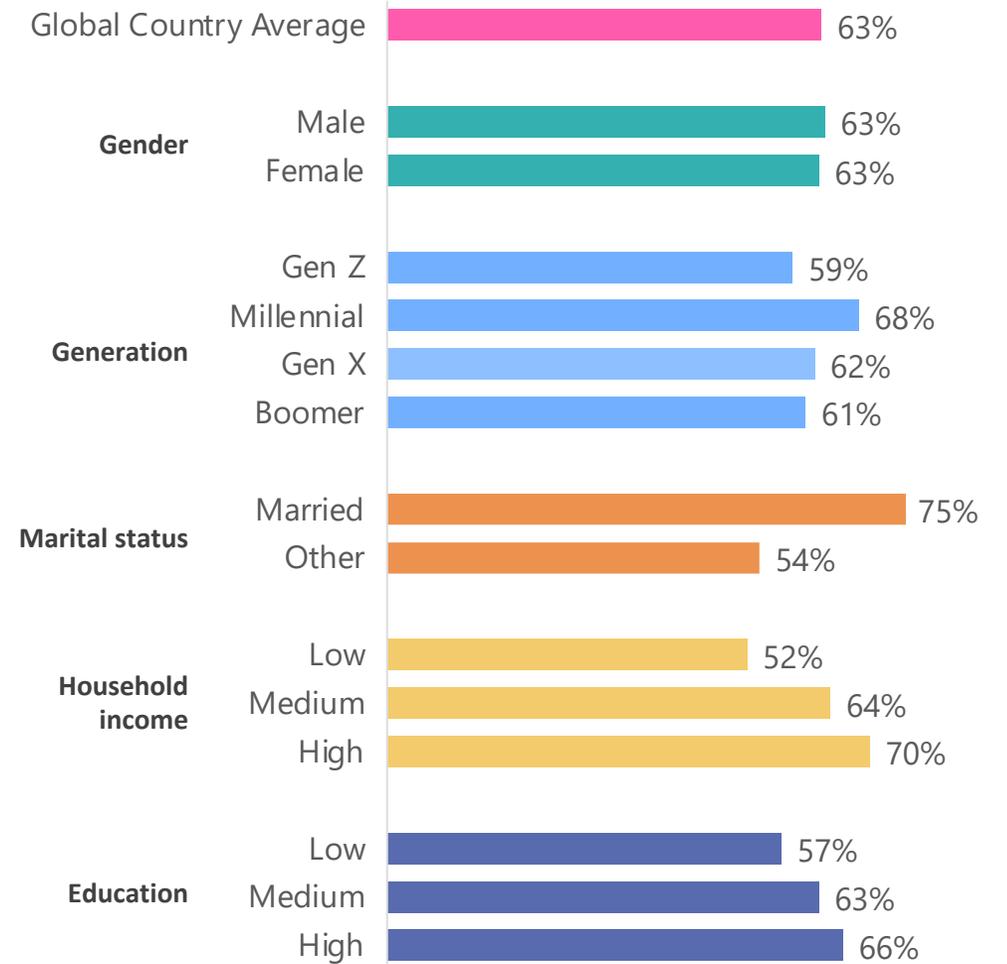
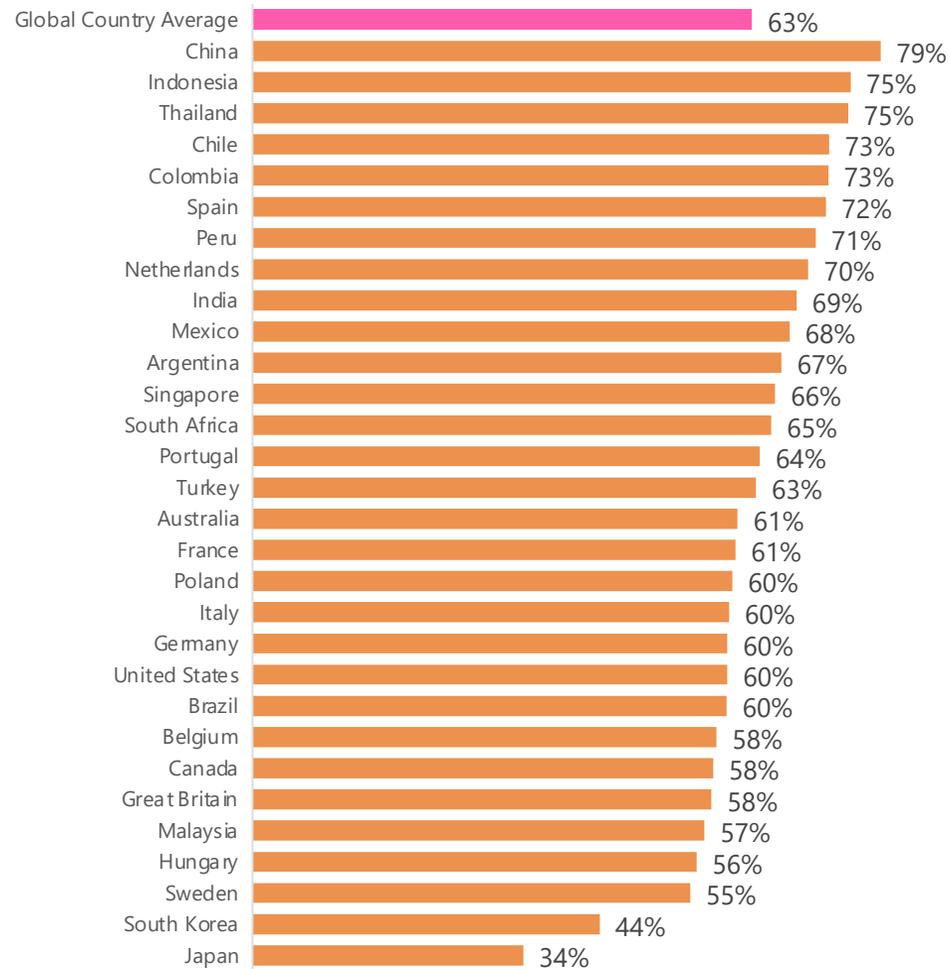
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Base: Asked of approximately 50% of all 21,507 online adults under the age of 75 across 30 countries, interviewed Dec. 22, 2022 – Jan. 6, 2023

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Methodology

These are the findings of a 32-country Ipsos survey conducted December 22, 2022 – January 6, 2023, among 22,508 adults aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries, via Ipsos's Global Advisor online survey platform.

Each country's sample consists of: ca. 2,000 individuals in Japan; 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Spain, and the U.S.; and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Malaysia, Mexico, the Netherlands, Peru, Poland, Portugal, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.

Each of the three questions reported herein were asked of approximately 50% of all respondents in each country.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, Switzerland, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The Global average reflects the average result of all the countries and markets where the survey was conducted that year. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.8 percentage points and of 500 accurate to +/- 5.4 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.