



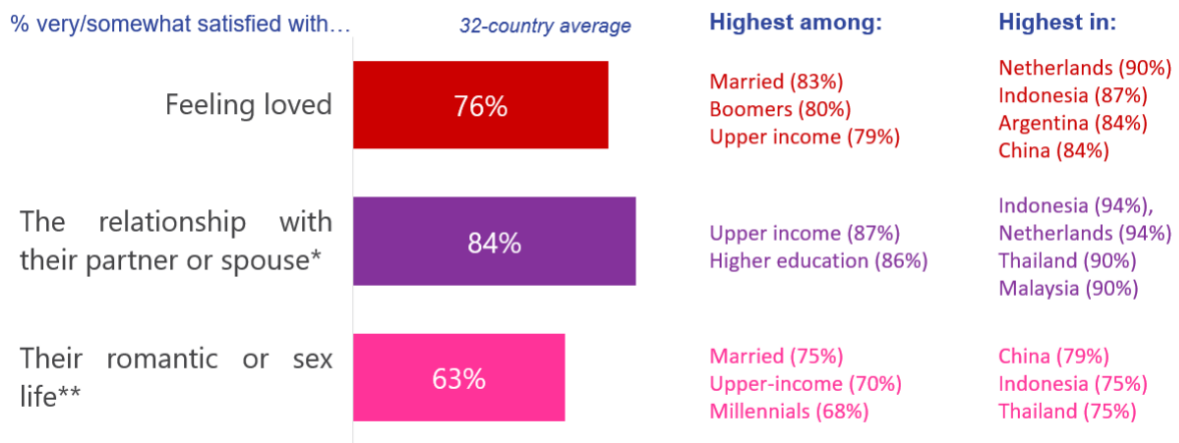
PRESS RELEASE

How satisfied are people with their love life?

Global survey finds Millennials most satisfied with their sex life, but Boomers most likely to feel loved

February 7, 2023 – While Millennials are more likely to be satisfied with their romantic or sex life, Boomers are those who most tend to feel loved, according to Ipsos’s Global Love Life Satisfaction survey released ahead of Valentine’s Day. On average, across 32 countries, more than four in five people who are married or partnered (84%) say they are satisfied with the relationship they have with their spouse or partner, while only two in three of all adults (63%) say they are satisfied with their romantic or sex life.

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



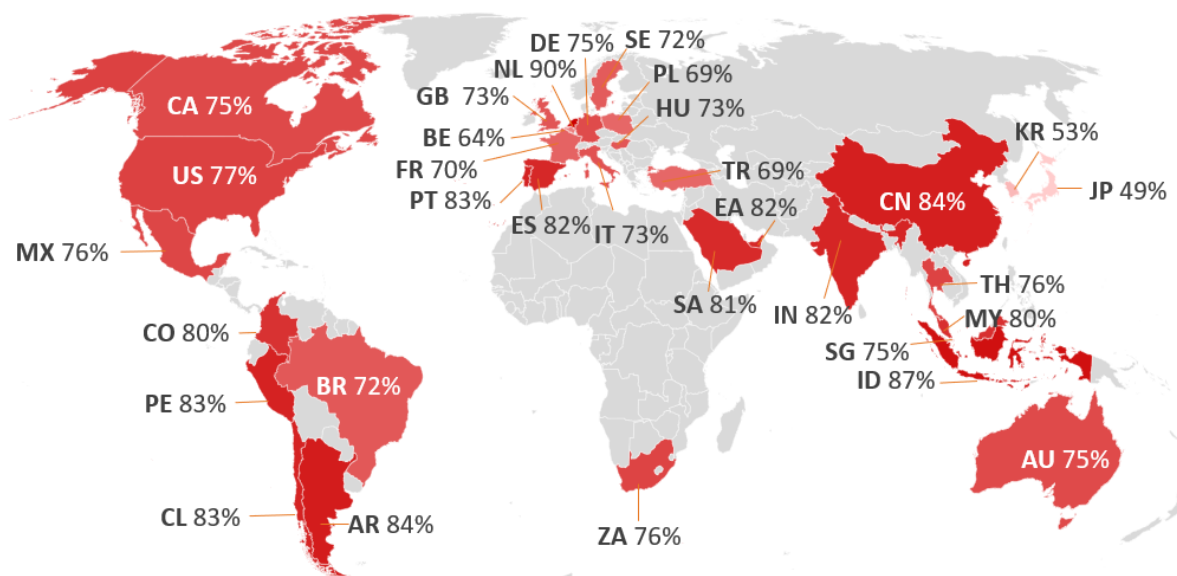
* Asked only of those who are married or partnered
** Not asked in Saudi Arabia and UAE

Majorities in nearly all 32 countries feel loved: on average, three in four (76%) say they are very or somewhat satisfied with how much they feel loved, while one in five (21%) say they are not. The likelihood of feeling loved is highest in the Netherlands (90%), Indonesia (87%), Argentina (84%) and China (84%). It is lowest in Japan (49%), South Korea (53%) and Belgium (64%).

- Feeling loved is more common among Boomers (80%) than it is among Gen Xers (75%), Millennials (76%), and Gen Zers (76%).
- Those who are married or in a committed relationship (83%) are also more likely to feel loved than those who are single (70%).

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% very/somewhat satisfied with feeling loved



Among all adults, a global average of 63% say they are satisfied with their romantic or sex life, while half as many (30%) say they are not. Adults in China (79%), Indonesia (75%) and Thailand (75%) are most likely to report being satisfied with their romantic or sex life. The only two countries surveyed where fewer are satisfied with it than dissatisfied are Japan (34% vs. 49%) and South Korea (44% vs. 51%).

- Millennials (68%) are most likely to be satisfied with their romantic or sex life, compared to Gen Xers (62%), Gen Zers (59%), and Boomers (61%).
- Married/partnered adults (75%) are also more likely than single adults (54%) to be satisfied with it.

On average, only 14% of those in a couple say they are not very or not at all satisfied with their relationship with their spouse or partner, while 84% say they are somewhat or very satisfied. Married or partnered people in Indonesia (94%), the Netherlands (94%), Thailand (90%) and Malaysia (90%) are the most likely to be satisfied with their relationship, while those in Japan (70%) and South Korea (73%) are the least likely.

- Those from high-income households (87%) and with higher education (86%) are slightly more likely to be satisfied with their relationship with their partner or spouse than those from middle- and low-income households (82% and 80%, respectively) and those with a middle or lower level of education (also 82% and 80%, respectively).



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Notably, at a global level, there is no significant difference in how satisfied men and women are with their love life. Men and women are nearly equally likely to be satisfied with their spouse or partner if they have one (85% for men and 83% for women), with their romantic or sex life (63% for both), and with how much they feel loved (75% for men and 76% for women).

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

About the Study

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 was 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.





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

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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 – summarizes 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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