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### **Indians & Asians share great relationship with spouse/partner, feel loved, but satisfaction with romance lower - Ipsos Love Life Around the World Survey**

**India/ Asia, February 13, 2023:** February 14 is Valentine's Day. In the spirit of the occasion, Ipsos conducted a worldwide survey that shows interesting findings about how global citizens perceive various aspects of their love life and how satisfied they feel about each of them. Interestingly, global citizens polled were most satisfied with the relationship and bonhomie shared with their spouse/ partner, followed by the feeling of being loved, but satisfaction with romance and sex life was comparatively lower. And similar trend was seen in India and Asia.

These are the findings of the Ipsos Global Advisor 32 country study.

#### **Relationship with Partner/ Spouse**

84% of global citizens claim to be satisfied with the relationship and personal bond they share with their spouse/ partner. Across markets, more number of citizens polled were satisfied with their significant other. In case of Asia, the markets most satisfied with their partners/ spouses were, Indonesia (94%), Malaysia (90%), Thailand (90%), China (89%), Australia (87%), India (84%), Singapore (83%), South Korea (73%) and Japan (70%).

#### **Feeling Loved**

76% of global citizens polled said they feel loved. In Asia Pacific Region, the markets that felt most loved were Indonesia (87%), China (84%), India (82%), Malaysia (80%), Thailand (76%), Australia (75%), and Singapore (75%). South Korea (53%) and Japan (49%) displayed polarized view with only 1 in 2 feeling loved.

#### **Romance/ Sex Life**

On the Romance aspect, there was a general feeling of lower satisfaction, by regions and markets and it was a mixed bag. Markets most satisfied by the levels of romance in their lives included, China (79%), Indonesia (75%), Thailand (75%), India (69%) and Singapore (66%). Mediocre degree of romance existed in Australia (61%) and Malaysia (57%). While





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the markets with lowest satisfaction with romance were Japan (34%) and South Korea (44%).

Elucidating on the findings of the survey, **Amit Adarkar, CEO, Ipsos India** said, *“Urban Indians share a strong bond with their partner/ spouse and there is a tangible feeling of acceptance and being loved, but romance is not keeping pace and is leading to lower levels of satisfaction in defining relationships. Probably, days like the Valentine’s Day is a good way to re-kindle romance in relationships.”*

### 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



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

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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