

# LOVE LIFE SATISFACTION AROUND THE WORLD

**A 31-country  
Global Advisor survey**

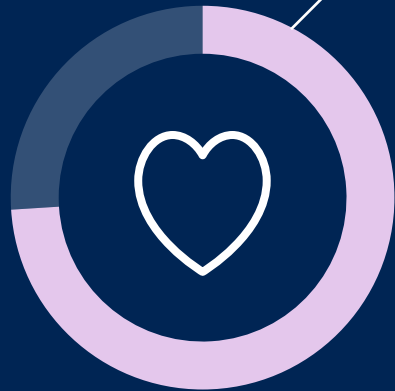
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**February 2024**

**GAME CHANGERS**

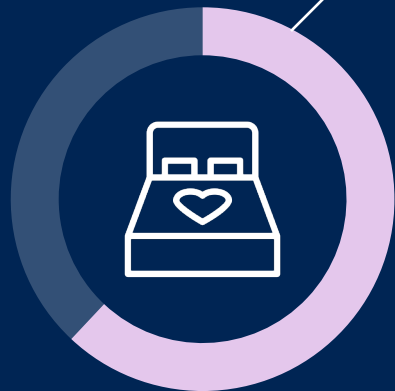


# KEY FINDINGS



**74%**

on average globally say they **feel loved**. This is highest in Colombia and Peru (both 86%) and lowest in Japan (51%)



**62%**

(on average across 31 countries) say they are **happy with their romantic/sex life**

**83%** 

of those who are married/partnered say they are **satisfied with their relationship**

**82%** 

of **married/partnered people** are satisfied with feeling loved vs. 68% of those who aren't married/partnered

**67%** 

of the **“Millennial Generation”** (now aged mostly in their 30s) are satisfied with their romantic/sex lives, ahead of (Gen Z, 59% Gen X, 61% and Boomers 59%)

**37%** 

of people in **Japan** are satisfied with their romantic/sex life, the lowest satisfaction of the 31 countries in our survey

**85%** 

of people in **higher-income households** are satisfied with their relationship with their partner/spouse\* vs. 78% in lower-income households.

*\*Asked only of those who are married or partnered*

# LOVE LIFE SATISFACTION GLOBALLY

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

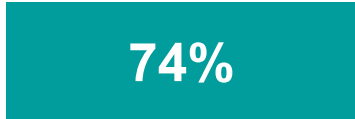
% very/somewhat satisfied with...  
(31-country average)

Change since  
last year

Highest among:

Highest in:

Feeling loved



+2pp

Married (82%)  
Upper income (80%)  
Boomers (77%)

Colombia (86%)  
Peru (86%)  
India (84%)  
Netherlands (82%)

The relationship with their  
partner or spouse\*

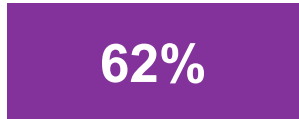


-1pp

Upper income (85%)  
Higher education (84%)  
Boomers (84%)  
Millennials (84%)

Thailand (92%)  
Netherlands (91%)  
Indonesia (88%)  
Peru (88%)  
Malaysia (88%)  
New Zealand (88%)

Their romantic or  
sex life



-1pp

Married (74%)  
Upper-income (70%)  
Millennials (67%)

India (76%)  
Mexico (76%)  
China (75%)  
Thailand (75%)

\* Asked only of those who are married or partnered

Base: 24,269 online adults under the age of 75 across 31 countries, interviewed Dec. 22, 2023 – Jan. 5, 2024

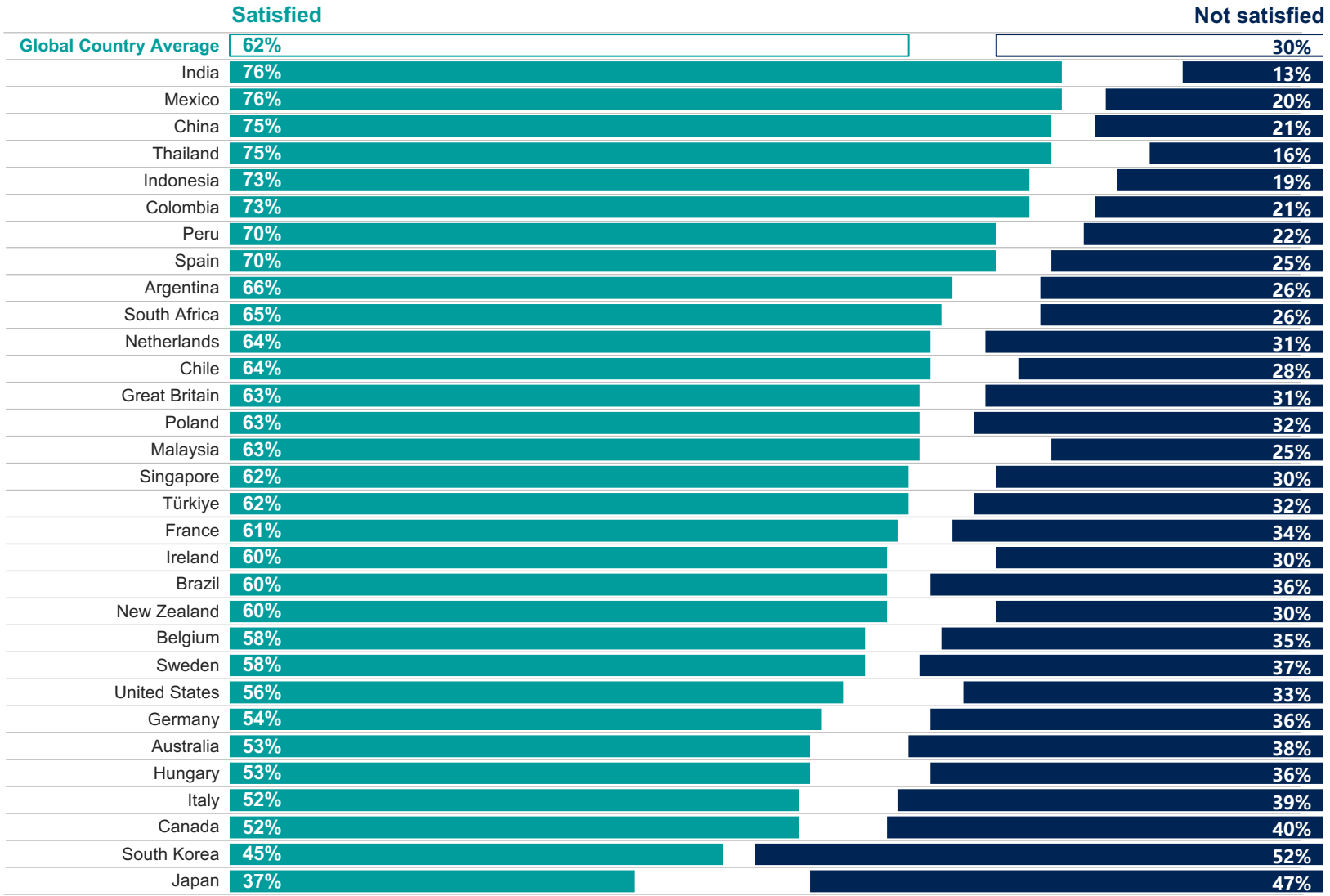
The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



Q

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

### My romantic/sex life



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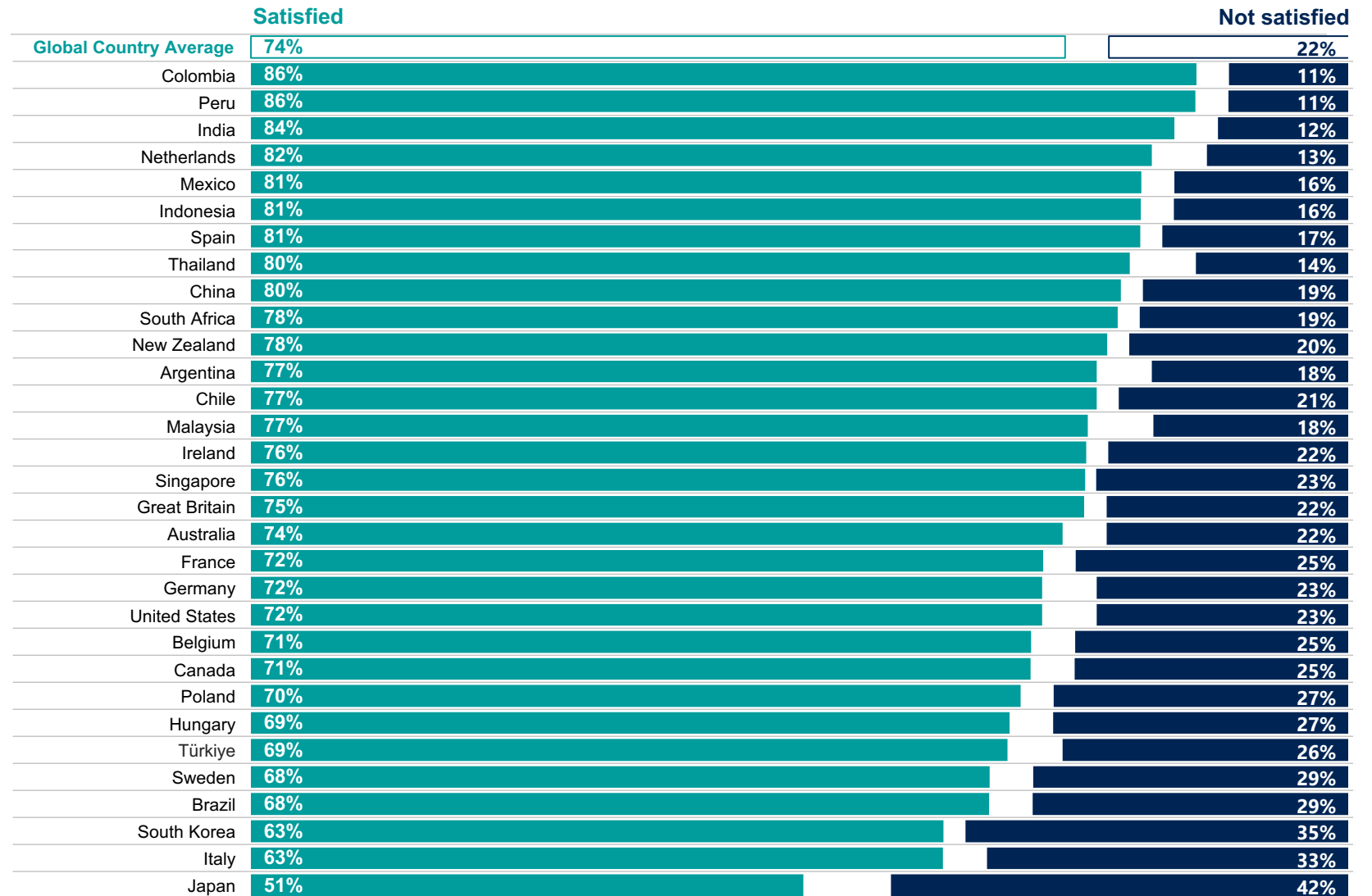




Q

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

## Feeling loved



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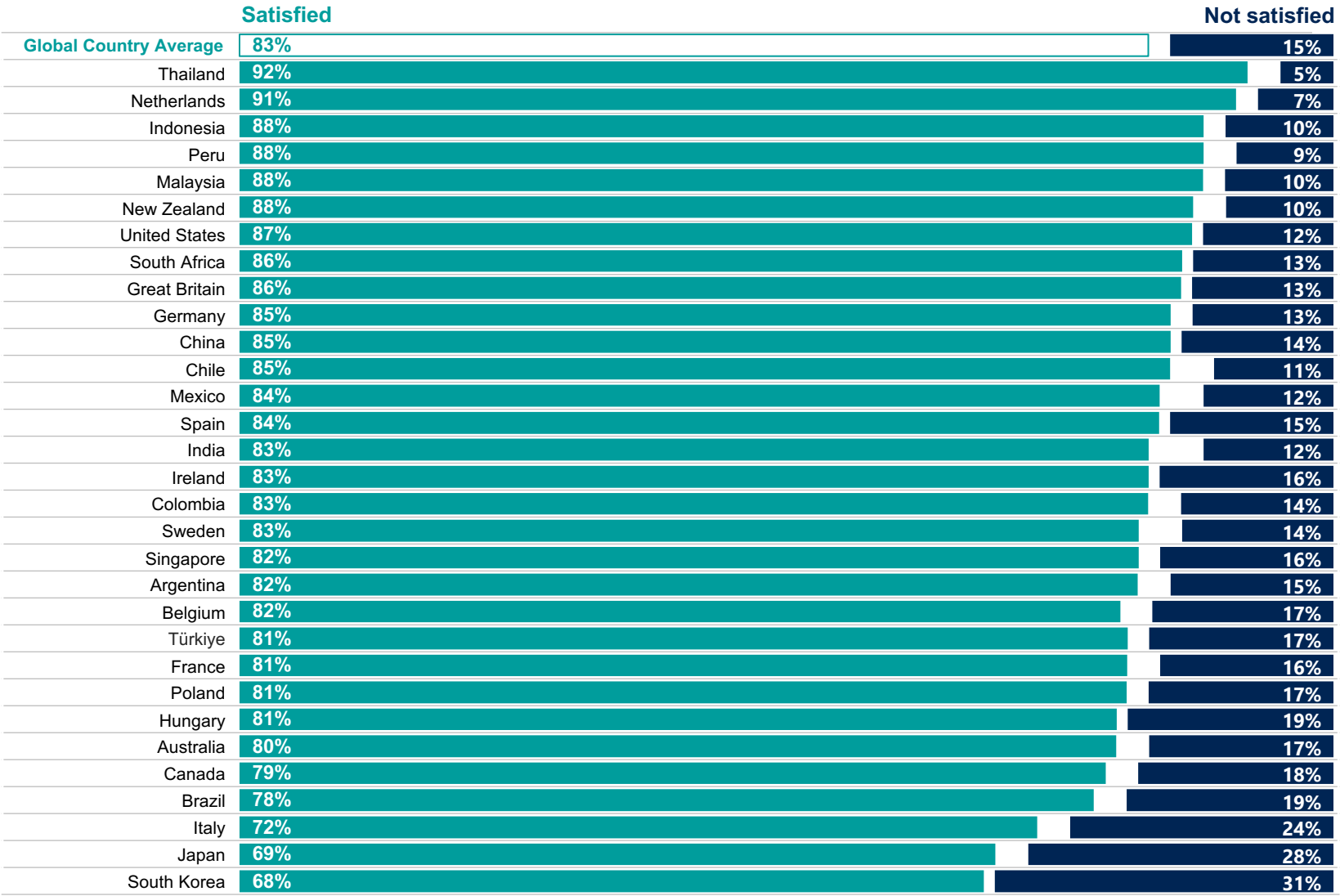
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Overall, how satisfied are you with each of the following aspects of your life?

## My relationship with my partner/spouse\*



\*Asked only of those who are married or partnered

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# MEN AND WOMEN



## South Korean women more satisfied with spouse/partner

Essentially the same proportion of men (83%) and women (82%) are, on average globally, satisfied with their relationship with their partner/spouse.\*

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.

*\*Asked only of those who are married or partnered*



## Colombian, Peruvian men and women feeling loved

Again, there's little difference at a global level between how satisfied men (74%) and women (75%) are with feeling loved.

Where satisfaction with love is the highest (Colombia and Peru both at 86%) there's little difference between genders, with 86% of men and 87% of women in Colombia being satisfied. It's a similar pattern in Peru where 86% of men and 85% of women are satisfied with feeling loved.

On the other end of the spectrum 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%).



## Less than one in three men in Japan satisfied with romantic/sex life

At a global level just over three in five men (62%) and women (62%) are satisfied with their romantic/sex life.

People are most satisfied in Mexico and India (both at 76%). While there's little difference between satisfaction levels of men (74%) and women (78%) in India, there's a bigger divide in Mexico (81% of women are satisfied with their romantic/sex lives vs. 71% of Mexican men).

On the other end of the scale, people in Japan are the least satisfied with their romantic/sex life out of 31 countries and there's a 9pp satisfaction gap between women (42%) and men (31%) in Japan.



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



Feeling loved



The relationship with their partner or spouse\*



Their romantic or sex life



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# LOVE ACROSS THE AGES

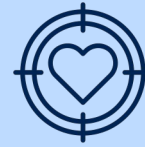


## Millennial glow

At a global level, Millennials (67%) are the most satisfied with their romantic/sex lives, while the younger (Gen Zers, 59%) and older (Gen Xers, 61%; Boomers, 59%) generations are a bit less satisfied.

India and Mexico are the most satisfied overall. 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.

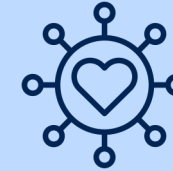
In Mexico it's a different story where 97% of Boomers, 76% of Gen Zers, 75% of Gen Xers and 72% of Millennials say they're satisfied with their romantic/sex life.



## Where is the love

Overall, there is a broadly consistent picture by age. Boomers (77% on average globally) are the most likely generation to report feeling satisfied with feeling loved, followed closely by Millennials (75%), Gen Xers (74%) and Gen Zers (72%).

But there are some differences by country to explore. For example, people in Japan are the least likely to say they're satisfied with feeling loved and there's a 10pp gap between how loved Boomers feel (56%) versus Gen Xers (46%). The younger generations in Japan aren't faring much better with only about half of both Gen Zers (50%) and Millennials (48%) reporting they're satisfied with feeling loved.



## Majority rules

There's little difference when it comes to those who are married/partnered feeling satisfied with their partner/spouse between the generations (84% of both Boomers and Millennials, 81% of Gen Xers and 80% of Gen Zers)

Across the 31 countries where Ipsos did polling those in South Korea are the least satisfied with their romantic relationship. In South Korea, there's a 10pp gap between Millennials (71%) and Gen Zers (61%) satisfaction levels with their partner/spouse, while Boomers (68%) and Gen Xers (67%) have very similar satisfaction levels.



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



Feeling loved



The relationship with their partner or spouse\*



Their romantic or sex life



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# Methodology

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 22, 2023 and Friday, January 5, 2024. For this survey, Ipsos interviewed a total of 24,269 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

India's sample represents a large subset of its urban population - social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which 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.

When percentages do not sum up to 100 or the difference appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

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

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# GAME CHANGERS

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

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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.**

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

