

IPSOS LOVE LIFE SATISFACTION 2025

A 30-Country Global
Advisor Survey

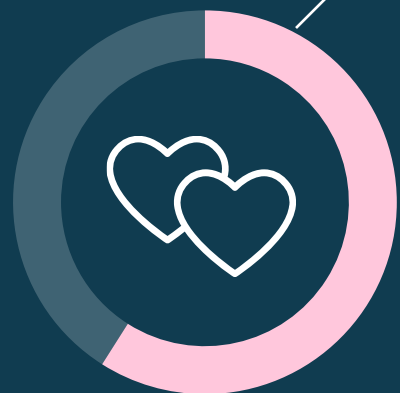
February 2025

Love Life Satisfaction in numbers



76%

on average across 30 countries say they feel loved. This is highest in Mexico (86%) and lowest in Japan (55%).



59%

say they're happy with their romantic/sex life.

82%



of those who are married/partnered are satisfied with their relationship.

83%



of people in high-income households are satisfied with feeling loved vs. 67% of those in low-income households.

Millennials most satisfied with their romantic/sex life

Gen Z



Millennials



Gen X



Baby Boomers



Love Life Satisfaction Index

The Love Life Satisfaction Index* brings together how people feel about love, romance and relationships in a single indicator.

It brings together how satisfied people are with the love in their life, their sex lives and their relationship with their partner.

Countries in LATAM and Asia are most satisfied with their “love lives”. Colombians top the table for being the most happy generally about their love life and the most satisfied with their sex lives in particular.

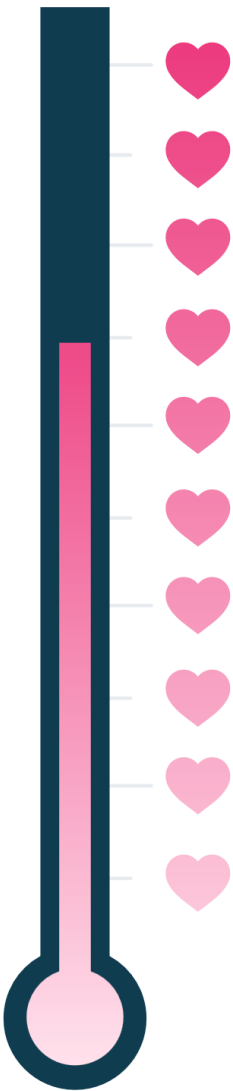
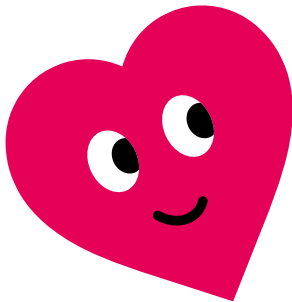
Thailand ranks second on the index and

Thais are the most satisfied with their partners.

Japan and South Korea have the lowest level of satisfaction among the countries surveyed for this report.

Brazil is outlier in Latin America, being the only country from the region in the bottom half of the table.

Meanwhile the Netherlands and Spain are the only European countries to make it into the top ten, while much of the region is, relatively speaking, lacking satisfaction with their love lives compared to the rest of the world.



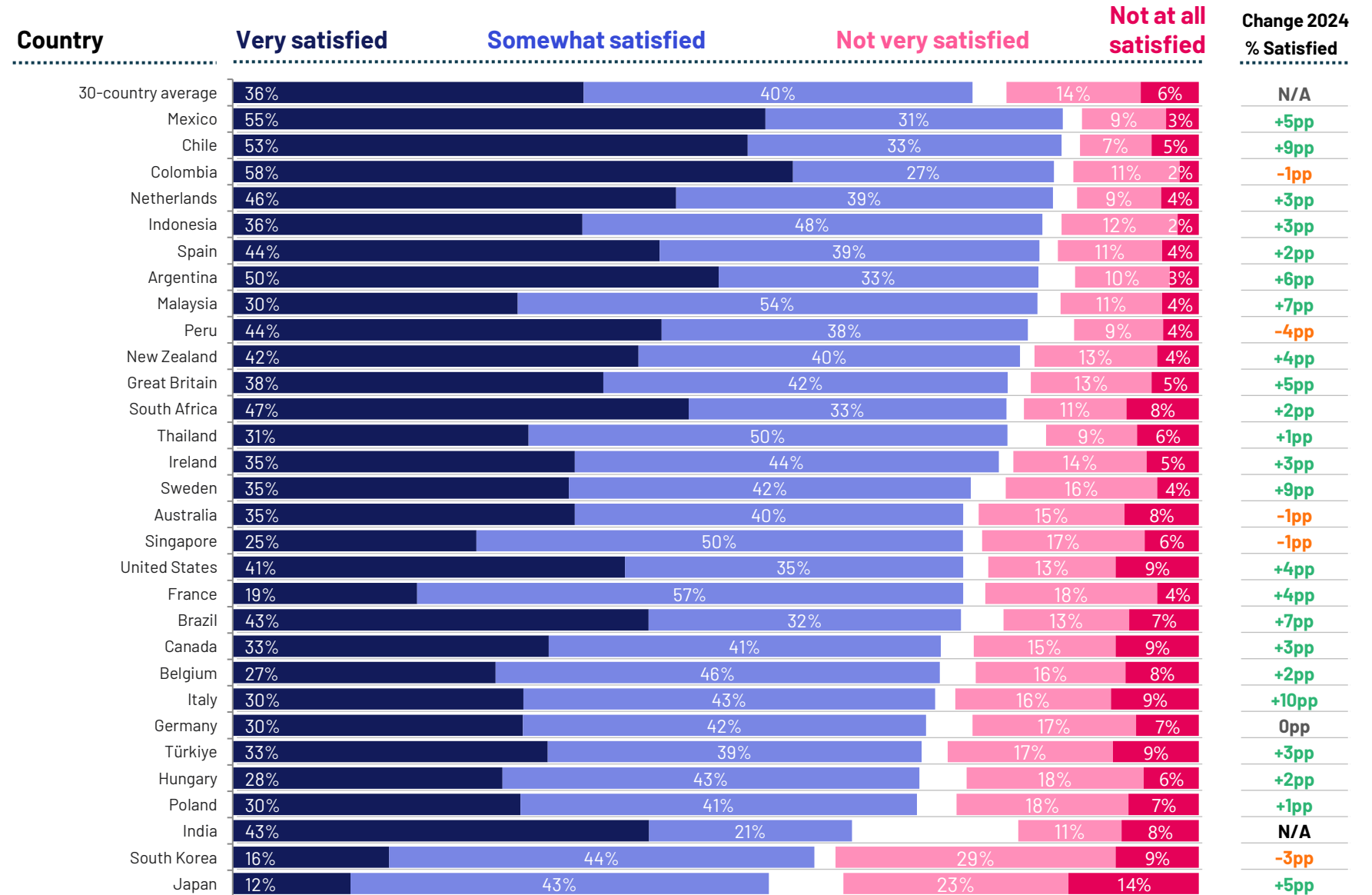
Colombia	82
Thailand	81
Mexico	81
Indonesia	81
Malaysia	79
Chile	79
Netherlands	79
Peru	79
Spain	78
Argentina	78
South Africa	77
Great Britain	75
New Zealand	75
Ireland	74
United States	72
Australia	71
Singapore	71
France	71
Brazil	71
Belgium	70
Italy	70
Sweden	69
Canada	68
Hungary	68
Poland	67
Germany	67
India	63
South Korea	59
Japan	56

**The index is an average of the three questions asked on love, romance and relationships. The score is out of 100.*

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

Feeling loved

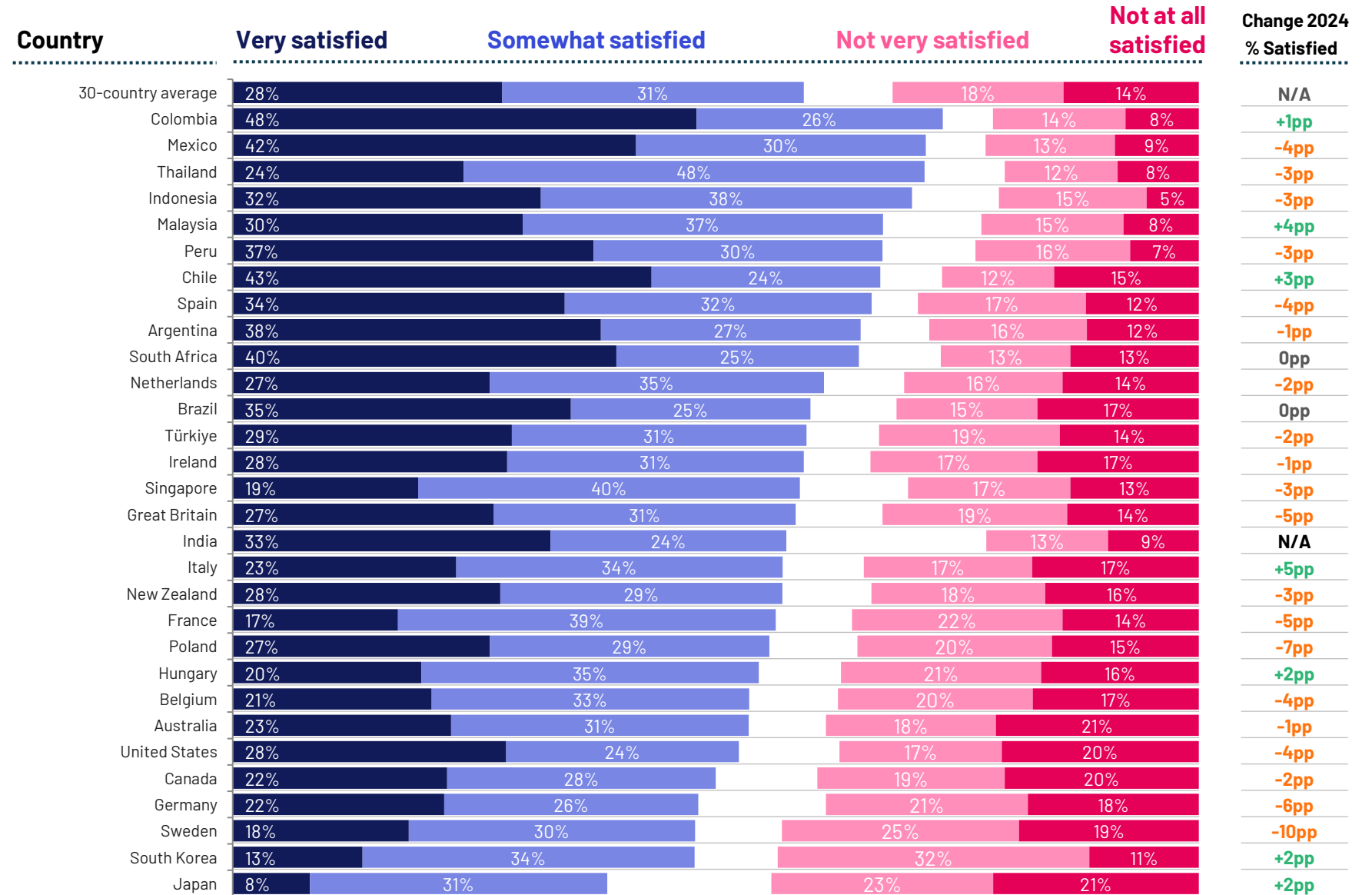
Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025



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

My romantic/sex life

Base: Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

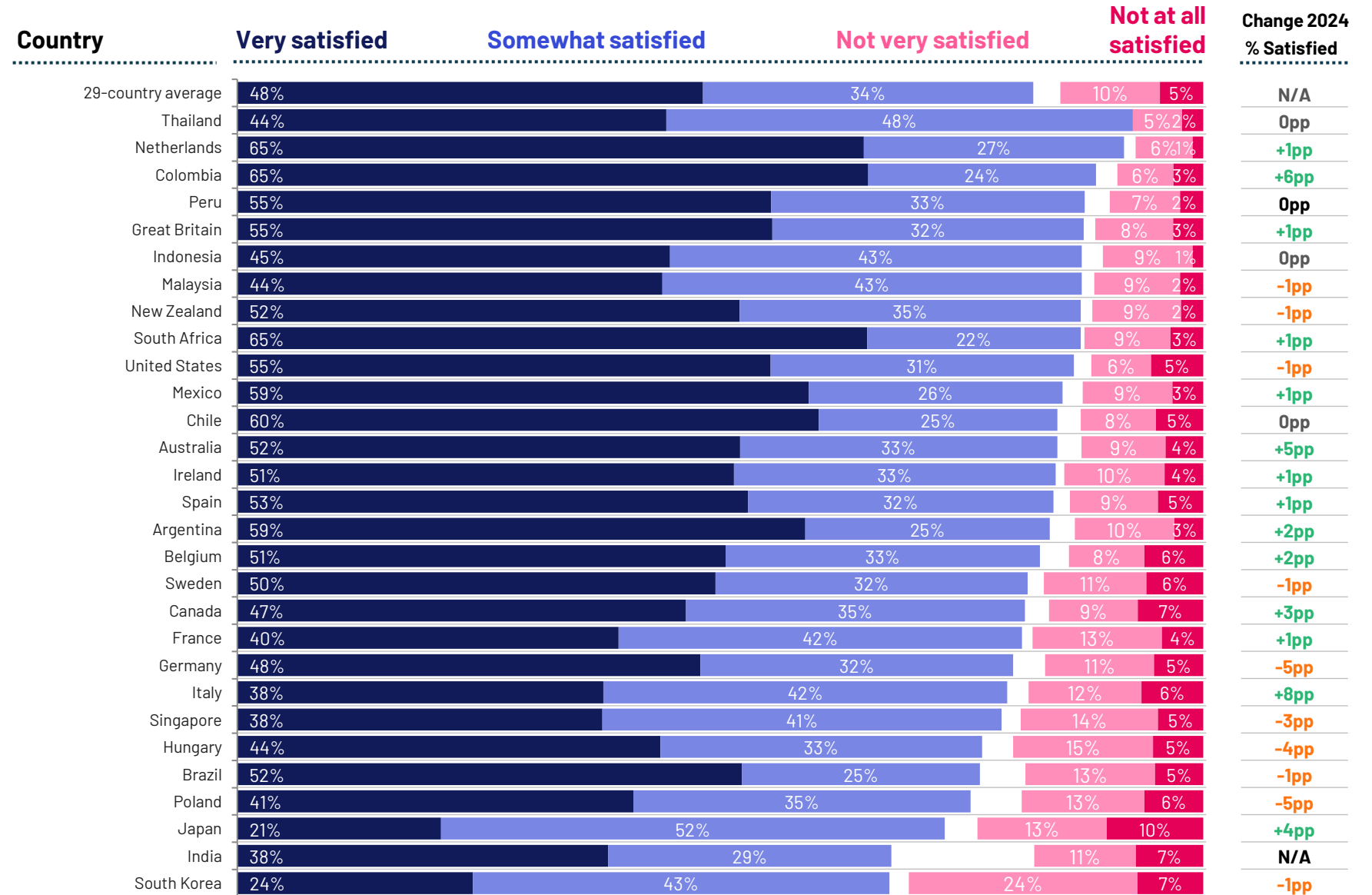


Overall, how satisfied are you with each of the following aspects of your life:

My relationship with my partner/spouse*

*Asked only of those who are married or partnered

Base: Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

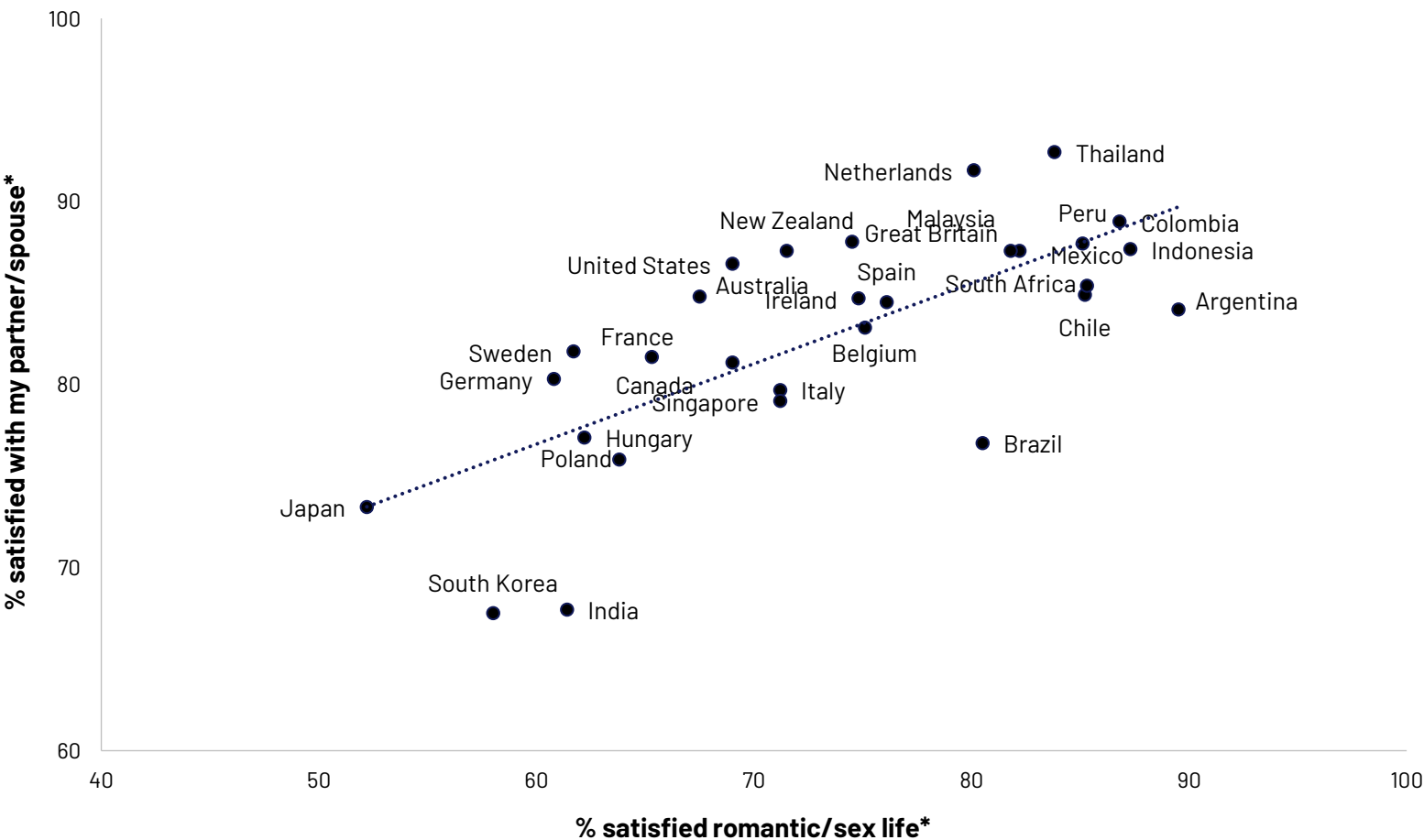


Happiness with sex life and partner are correlated

People in countries that are more satisfied with their relationship with their partner are more likely to be happy with their romantic/sex life.

However, there are countries that are outliers. In Brazil, South Korea and India people are less satisfied with their partner compared to their level of satisfaction with their romantic/sex life overall.

% satisfied with their partner vs % satisfied with their romantic/sex life



*Includes only of those who are married or partnered

Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025



Money does bring love life happiness

Those on a higher income are more likely to feel loved and be happier with their romantic/sex lives.

Eighty-three per cent of high-income earners across 30 countries say they are satisfied with the love in their life compared to 76% of those on a middle income and 69% on a low income.

The same is true when it comes to their romantic/sex life. Sixty-seven of people with a high income are satisfied with their sex life compared to only 51% of low-income earners.

Q: Overall, how satisfied are you with each of the following aspects of your life: **Feeling loved**

30-Country Average



Q: Overall, how satisfied are you with each of the following aspects of your life: **My romantic/sex life**



Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Little difference in satisfaction across generations

A lot is made of differences across age groups and generations, but when it comes to their love lives there is not much between them.

While four in five Baby Boomers are satisfied with the love in their life, three in four among the other generations are happy.

While Millennials are slightly happier with their romantic/sex lives, attitudes are similar across the other age groups.

Q: Overall, how satisfied are you with each of the following aspects of your life: **Feeling loved**

30-Country Average



Q: Overall, how satisfied are you with each of the following aspects of your life: **My romantic/sex life**



Base: 23,765 adults under the age of 75 across 30 countries between 20 December 2024 and 3 January 2025

Methodology

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, December 20, 2024, and Friday, January 3, 2025. For this survey, Ipsos interviewed a total of 23,765 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, 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, France, Germany, Great Britain, Italy, Mexico, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South

Korea, Sweden, Thailand, and Türkiye. 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, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye 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.

For more information

Jamie Stinson

Content Director
Ipsos Knowledge Centre

Jamie.Stinson@ipsos.com