

# SOUTH AFRICANS FIND JOY IN RELATIONSHIPS DESPITE ECONOMIC PRESSURES

Ipsos Love Life Satisfaction 2026

Ipsos in South Africa

12 February 2026

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## FEELING LOVED

81%



South Africa

77%



Global Country Average

Question:

Overall, how satisfied are you with:  
Feeling loved

(% Total Satisfied)

## ROMANTIC/SEX LIFE SATISFACTION

63%



South Africa

60%



Global Country Average

Question:

Overall, how satisfied are you with:  
My romantic / sex life

(% Total Satisfied)

## PARTNER/SPOUSE RELATIONSHIP SATISFACTION

83%



South Africa

82%



Global Country Average

Question:

Overall, how satisfied are you with:  
My relationship with my partner/spouse\*

(% Total Satisfied) \*Asked only of those who are married or partnered

# South Africa's love life satisfaction 2026

Love tops happiness list while money tops unhappiness list

## TOP DRIVERS OF HAPPINESS



Question:

Please choose the top three areas of your life that are contributing to you feeling happy - South Africa

## TOP DRIVERS OF UNHAPPINESS

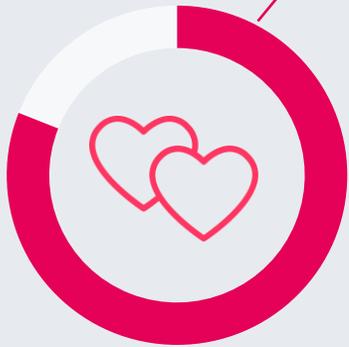


Question:

Please choose the top three areas of your life that are contributing to you feeling unhappy - South Africa

# FEELING LOVED

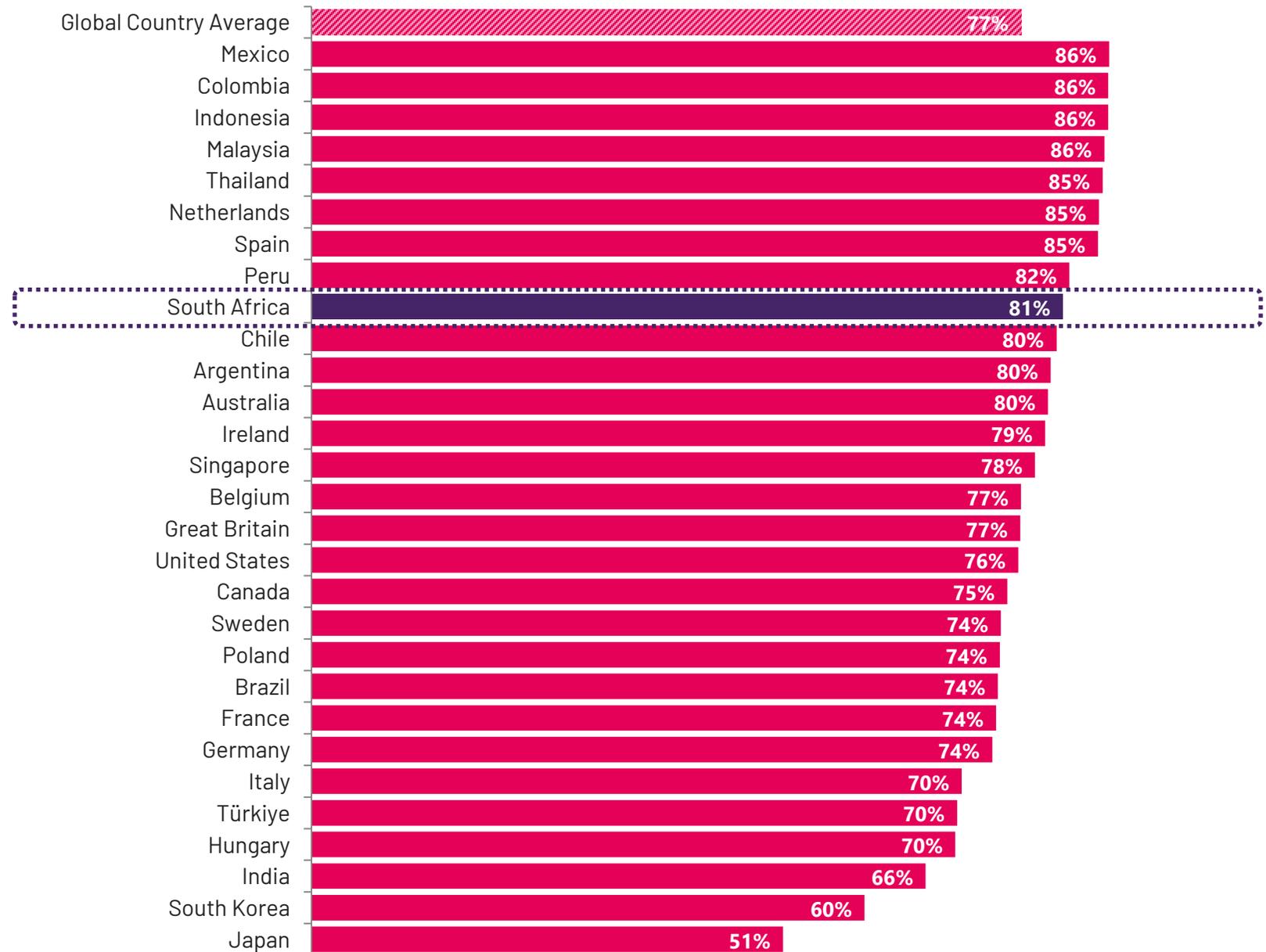
South Africa ranks 9th globally – ahead of the United States, Great Britain, Canada, Germany, and France



**81%**

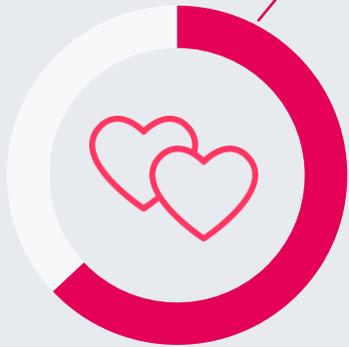
of South Africans say they're feeling loved.

Overall, how satisfied are you with each of the following aspects of your life - Country by Country (% satisfied with feeling loved)



# ROMANTIC/SEX LIFE SATISFACTION

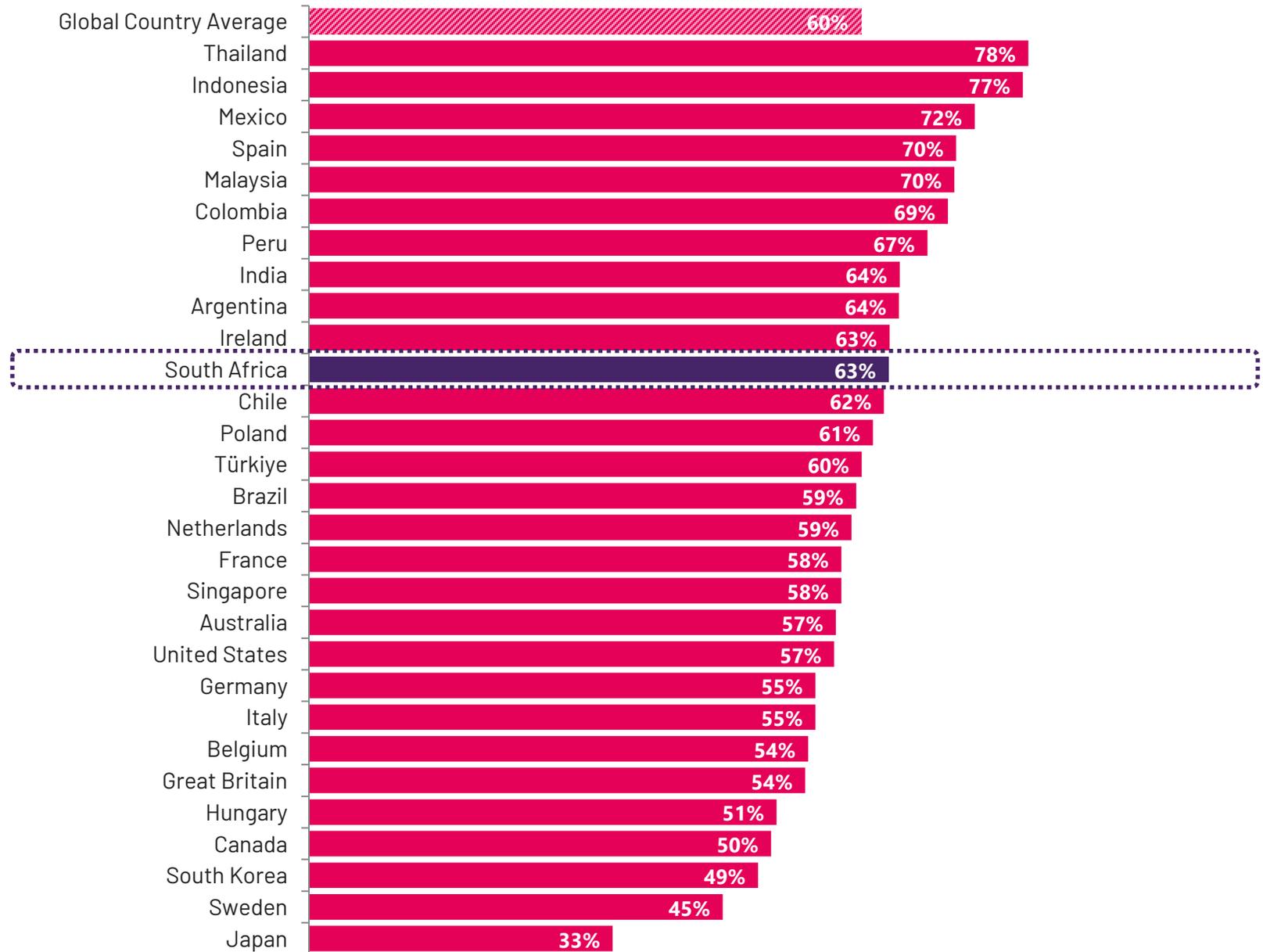
South Africa outperforms the United States, Great Britain, France and Germany



**63%**

of South Africans say they are satisfied with their romantic/sex life

Overall, how satisfied are you with each of the following aspects of your life - Country by Country  
(% satisfied with my romantic/sex life)



# The financial-love paradox

Money troubles cause distress, but love creates happiness

## AMONG UNHAPPY SOUTH AFRICANS

75%



**blame their financial situation**

*Question:*

*Please choose the top three areas of your life that are contributing to you feeling unhappy  
(57% global country average)*

## AMONG HAPPY SOUTH AFRICANS

26%



**credit their finances**

51%



**credit feeling loved**

*Question:*

*Please choose the top three areas of your life that are contributing to you feeling happy  
(37% global country average feeling loved)*

# Survey Methodology in detail

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Wednesday, December 24, 2025 and Friday, January 9, 2026. For this survey, Ipsos interviewed a total of 23,268 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, 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, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Spain, and the U.S., and 500 individuals each in Argentina, 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, 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, Saudi Arabia, 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.

# THANK YOU

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