IPSOS LOVE LIFE SATISFACTION 2026

A 29-Country Global Advisor Survey

February 2026

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At a glance

29-country average

82%

are satisfied with their **relationship** with their **partner/ spouse**

77%

Feel loved

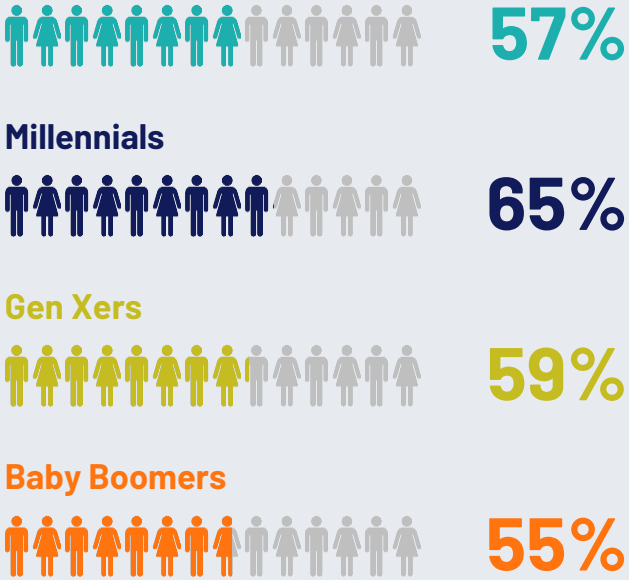
60%

are satisfied with their **romantic/sex lives**

82%

of people in higher-income households **feel loved** vs. **72%** of lower-income people

Satisfaction with **romantic/sex life**:



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Love is in the air

- Just over three-quarters (77% on average across 29 countries) say they feel loved, with those in Colombia (87%) the most likely to say so and those in Japan (51%) the least likely.
- **While money can't literally buy love it doesn't seem to hurt with those in high-income households (82%) reporting feeling loved, followed by middle-income people (78%) and those in lower-income households (72%).**
- A strong majority (82%) of those who are married/partnered are satisfied with their spouse/partner.
- Three in five (60%) are satisfied with their romantic/sex lives, with Millennials* (65%) the most likely to say this and Baby Boomers the least likely (55%).
- **Put a ring on it? Married people (72%) are significantly more likely than unmarried people (50%) to report being satisfied with their romantic/sex lives. And married people (83%) are more likely than unmarried people (72%) to say they feel loved.**

**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979), Baby Boomers (born between 1945-1965) and Silent Generation (born between 1925-1944).*

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Love Life Satisfaction Index

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

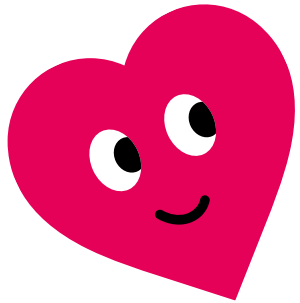
It brings together how satisfied people are with the love in their life, their sex lives and their relationship with their partner.

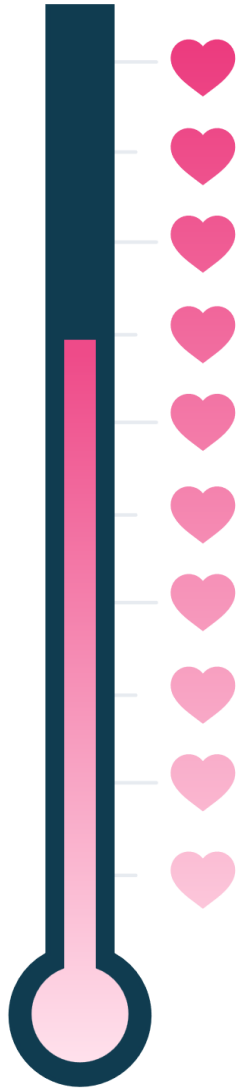
Once again countries in Latin America and Asia are most satisfied with their "love lives". Thais top the table this year for being the most happy with their spouse/partner and their romantic/sex lives out of all 29 countries in the 2026 Index.

Japan and South Korea once again have the lowest level of satisfaction among the countries surveyed for this report. Brazil is again an 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 for the second year running, while much of the region is, relatively speaking, lacking satisfaction with their love lives compared to the rest of the world.

And while Italy and France may be known worldwide as romantic hotspots both countries rank in the bottom ten of the Index this year.





Thailand	86
Indonesia	85
Mexico	81
Spain	81
Colombia	80
Peru	79
Malaysia	78
Netherlands	78
Chile	76
South Africa	76
Argentina	75
Ireland	75
Australia	74
United States	73
Great Britain	72
Poland	72
Singapore	72
Belgium	71
Brazil	71
France	71
Germany	70
Türkiye	70
Canada	69
Italy	68
Sweden	68
Hungary	66
India	66
South Korea	60
Japan	51

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

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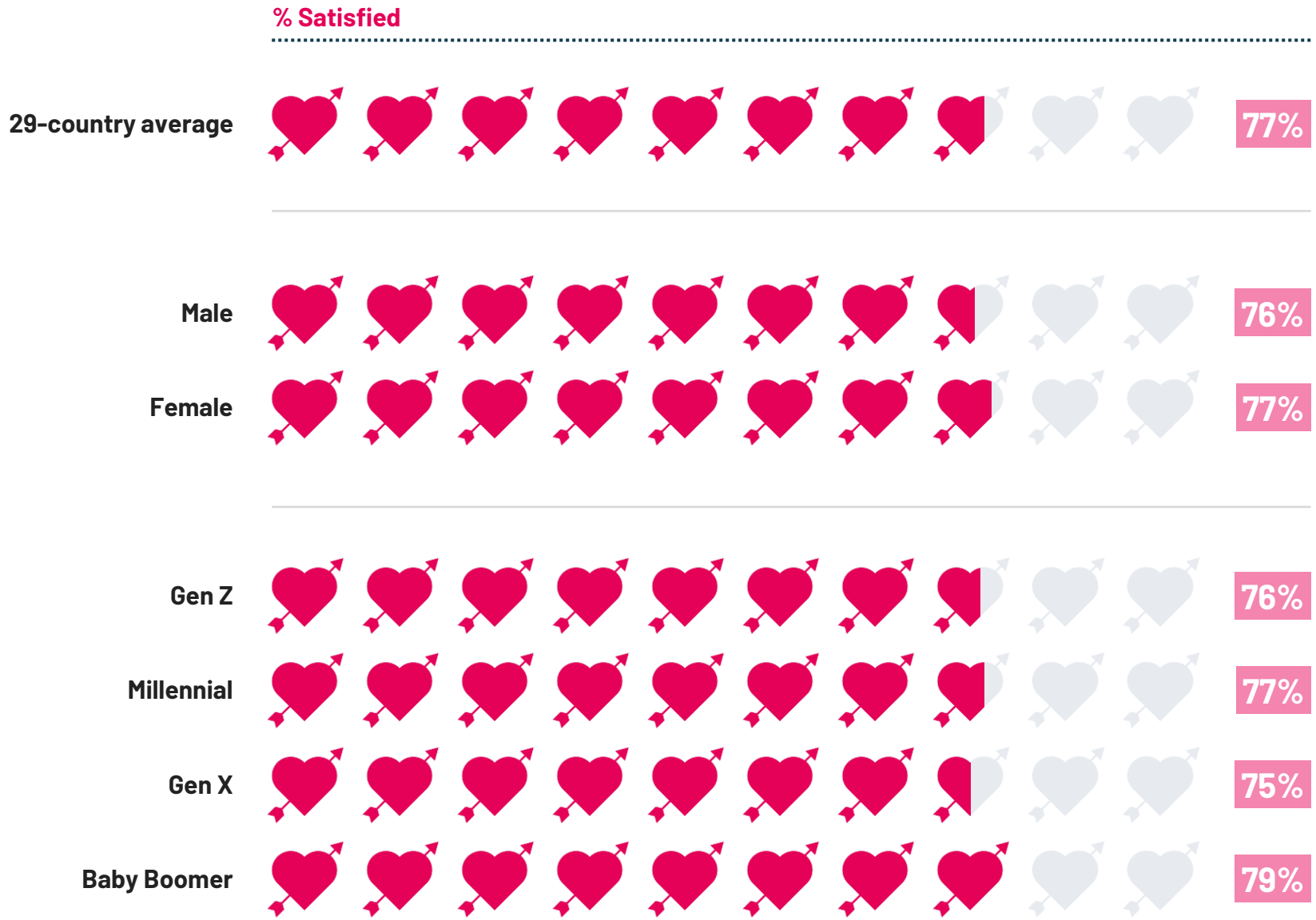
Overall, how satisfied are you with each of the following aspects of your life:

Feeling loved



Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026.

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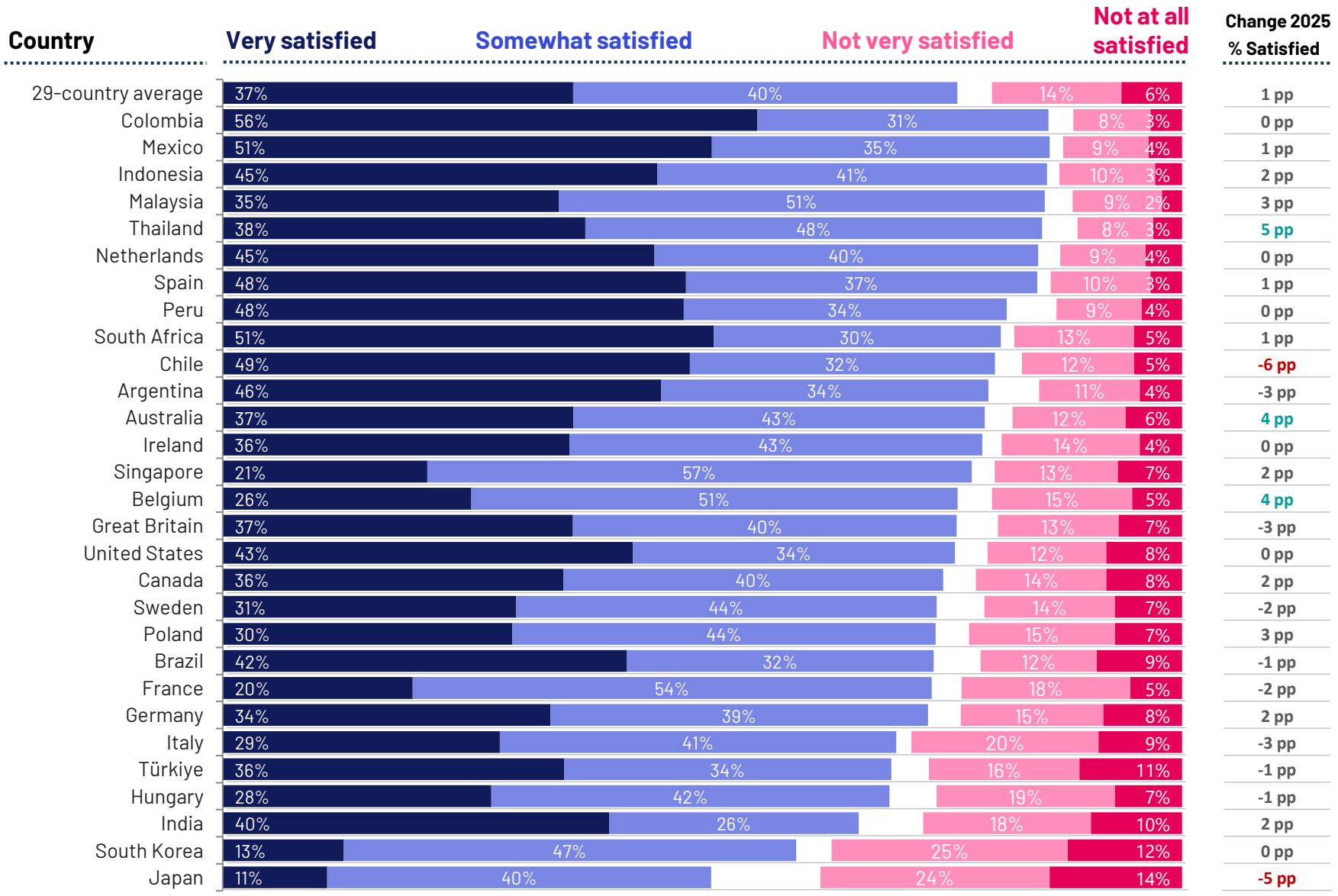

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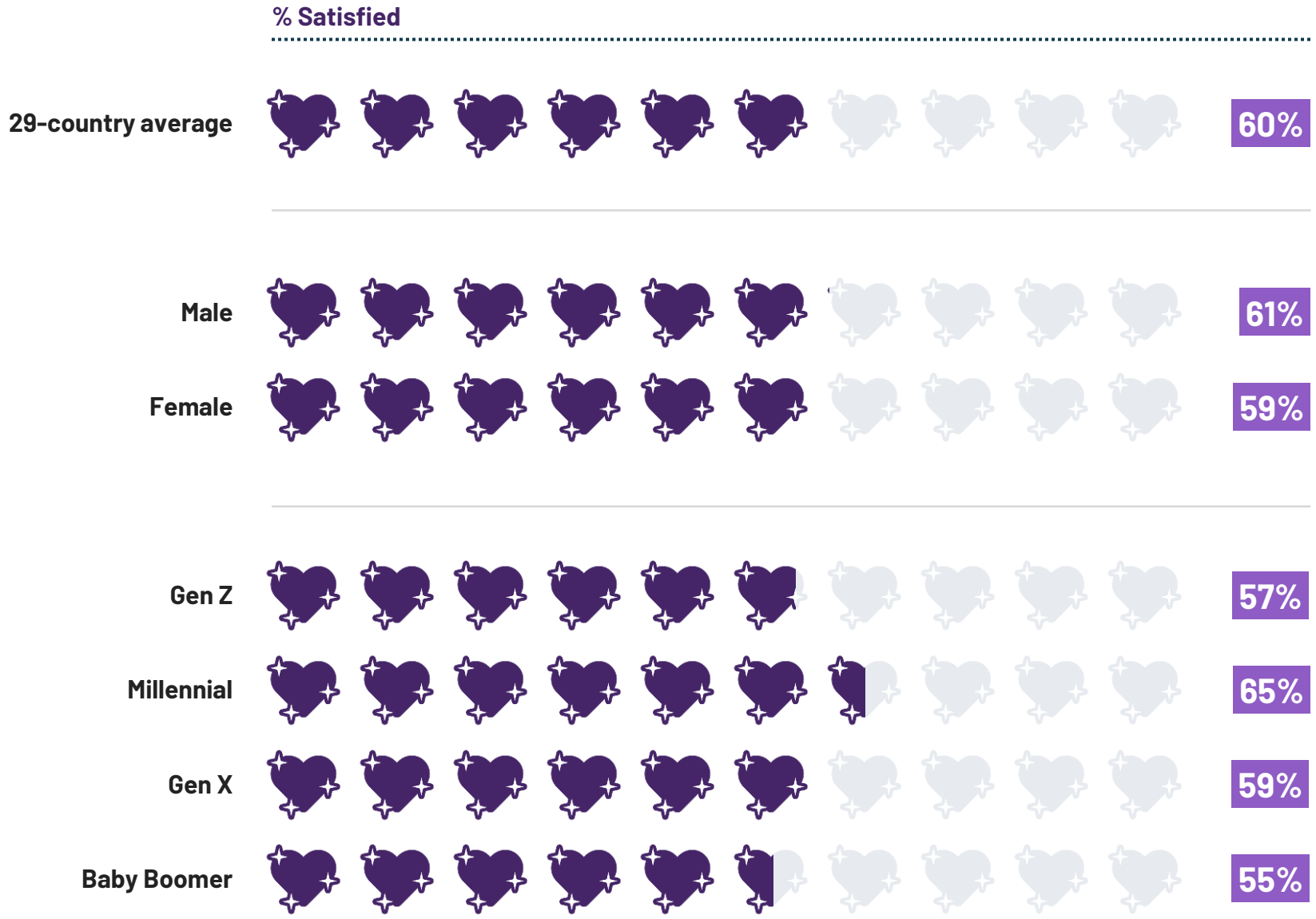
Overall, how satisfied are you with each of the following aspects of your life:

My romantic/sex life



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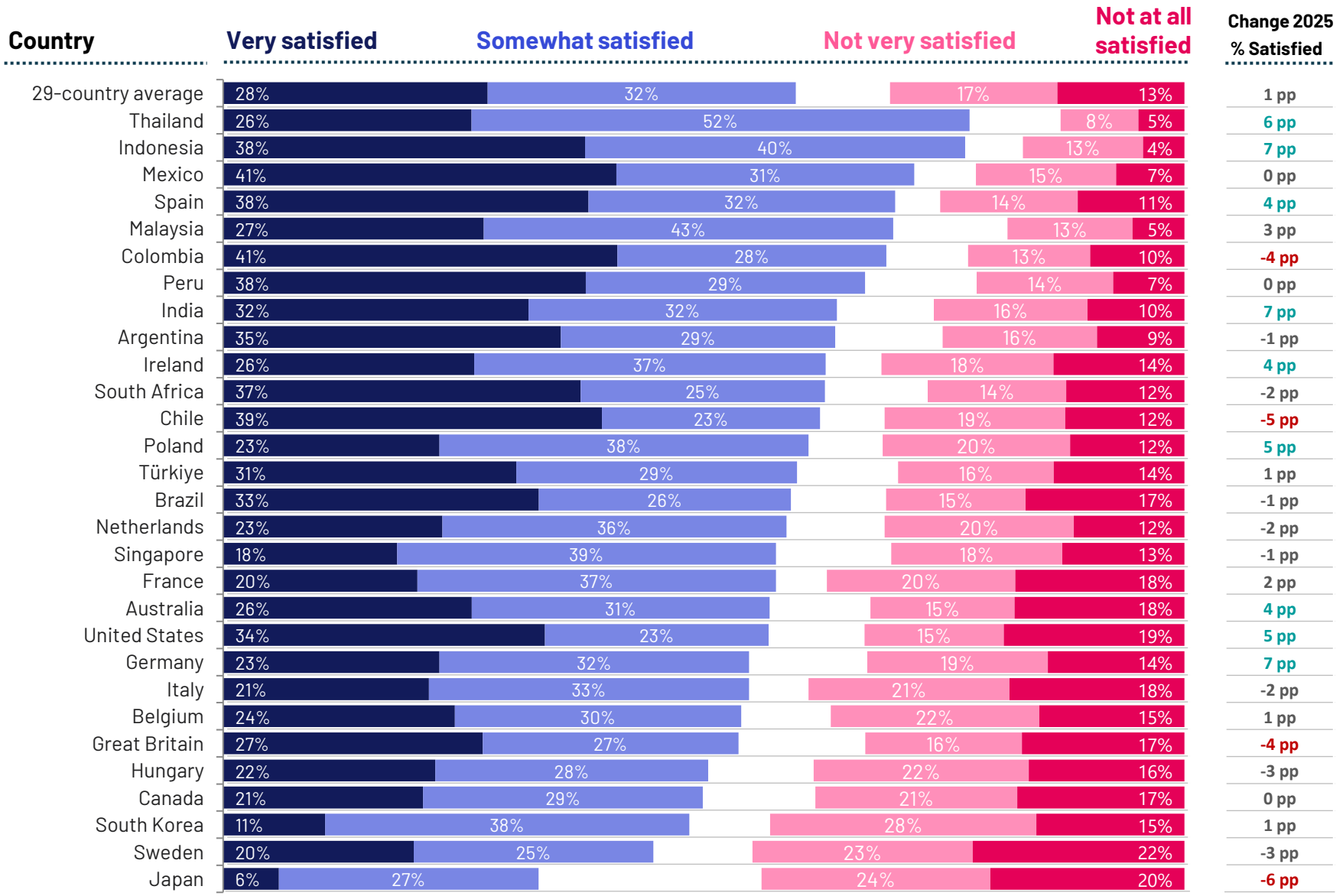

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Overall, how satisfied are you with each of the following aspects of your life:

My relationship with my partner/spouse*

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

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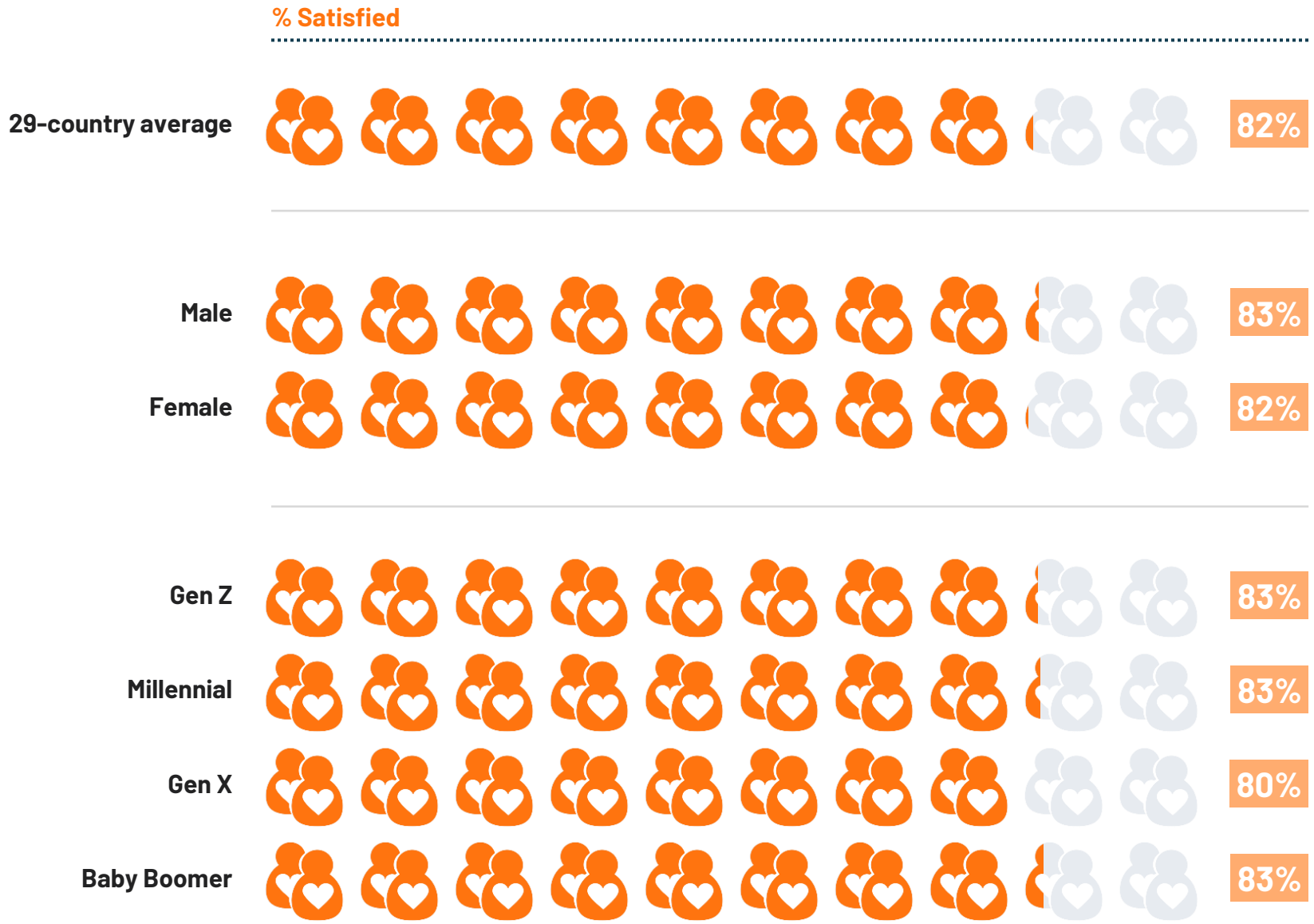

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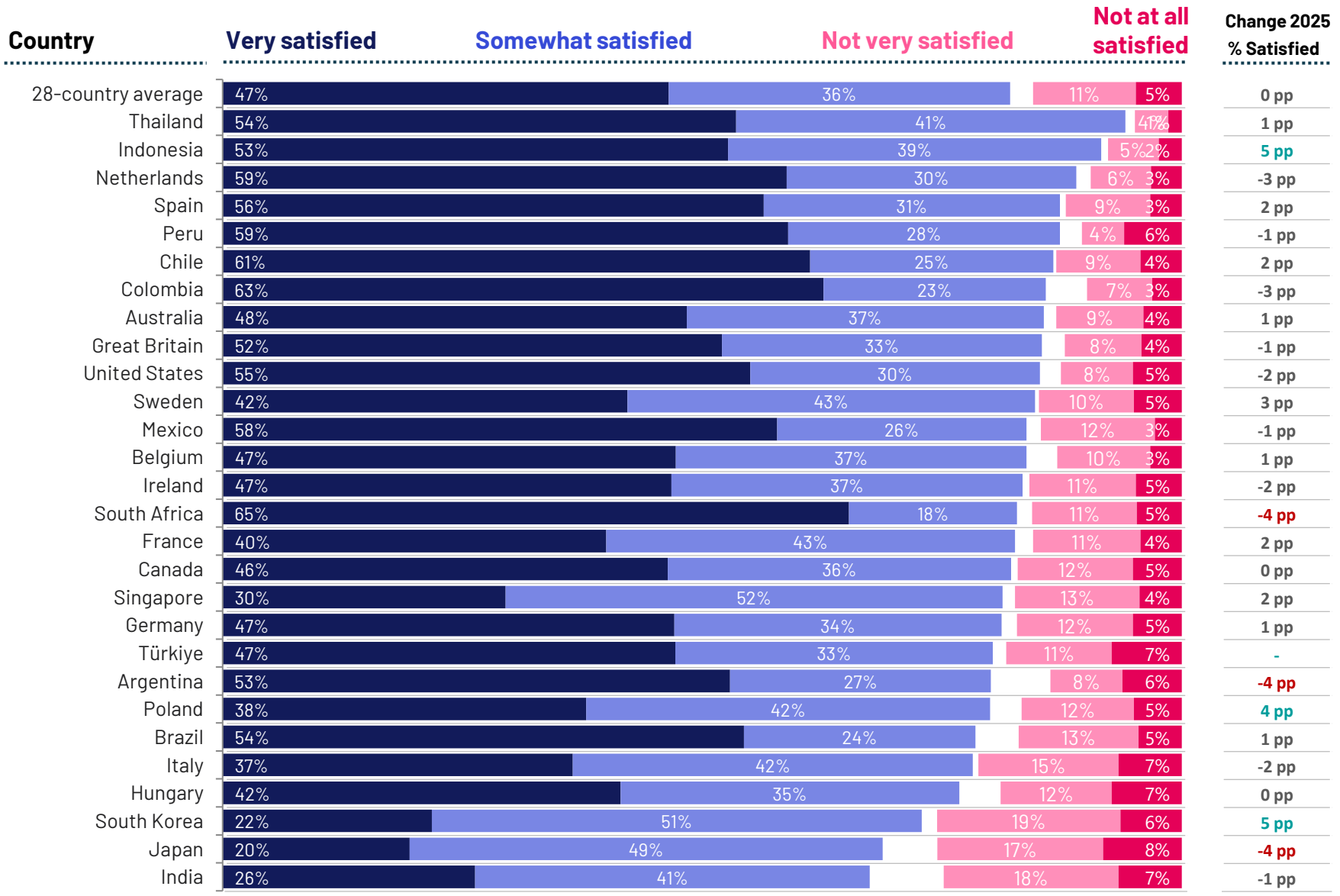

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Can money buy love life happiness?

People in high-income households are more likely to feel loved and be happier with their romantic/sex lives.

High-income people (82% on average across 29 countries) are 10 percentage points more likely than low-income people (72%) to say they're satisfied with the love in their life.

And there's a 14-point gap when it comes to one's romantic/sex life, with 68% of high-income people saying they're satisfied versus 52% of low-income people.

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

29-Country Average

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

Base: 23,268 adults under the age of 75 across 29 countries between 24 December 2025 and 9 January 2026

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Millennials most satisfied with romantic/sex life

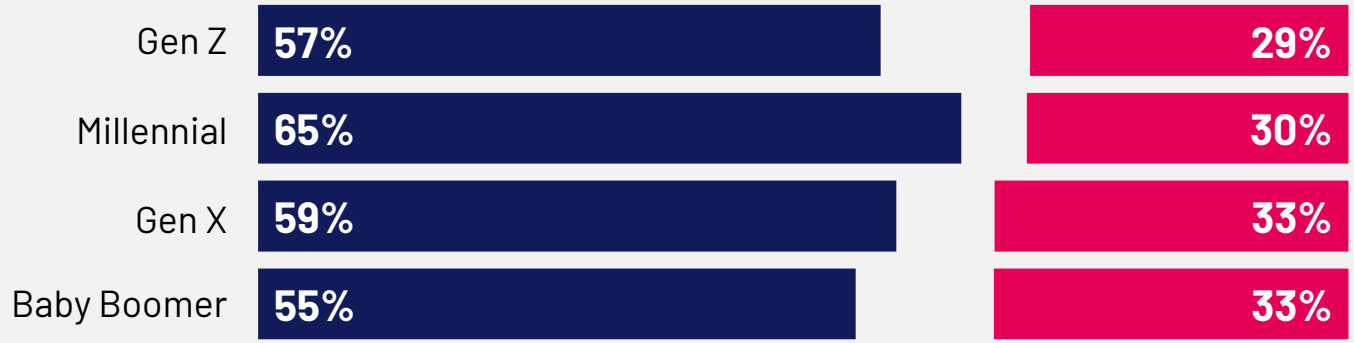
When it comes to feeling loved there's little difference between the generations, with about three in four across ages and stages saying they're satisfied with feeling loved.

But when it comes to one's romantic/sex life Millennials, the oldest of which are turning 46 this year, report being the most satisfied, with almost two-thirds (65% on average globally reporting being satisfied. That's ten points higher than Boomers, the oldest of which are turning 81 this year.

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

29-Country Average

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



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Methodology

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Methodology

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.

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