

Valentine's Day: Correlations Between Relationship Status and Happiness, Financial Situation

Respondents in 15 Countries Who are in a Relationship are More Likely to Say They are Happy (78%) Than Those Not (67%); They Are Also More Likely to Rate Their Current Financial Situation as Strong (29%) Than Those Not (21%)

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Respondents in 15 Countries Who are in a Relationship are More Likely to Say They are Happy (78%) Than Those Not (67%); They Are Also More Likely to Rate Their Current Financial Situation as Strong (29%) Than Those Not (21%)

New York – Respondents in 15 developed countries around the world who are in a relationship are more likely to say they are 'happy' (78%) than those who are not (67%). They are also more likely to rate their personal financial situation as strong (29% versus 21% for those not in a relationship).

The findings reflect a new poll by global research company Ipsos on behalf of Reuters News. The research was conducted online in the following countries: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and the United States.

Is Love the Key to Happiness?

The study compared those who are in a relationship – married or domestic partnership – with those who are not – single, divorced or widowed. Those in a relationship (78%) are more likely to say they are happy than those who are not (67%), a gap of 11 points.

Nine in ten (91%) of those in Sweden who are in a relationship say they are happy, compared with 76% of those who are not. They are followed by Canada (90% in a relationship vs. 78% not), Australia (89% vs. 77%) and the United States (89% vs. 74%).



On the other end, those in Hungary who are in a relationship are least of the 15 countries to report they are happy (53% vs. 51%), followed at the bottom by Spain (59% vs. 57%) and Argentina (65%) where those in a relationship are equally likely to say they are happy than those who are not.

	Relationship	Not	GAP
Total	78%	67%	11%
Sweden	91%	76%	15%
Canada	90%	78%	12%
Australia	89%	77%	12%
United States	89%	74%	15%
Germany	87%	67%	20%
Belgium	85%	78%	7%
Great Britain	85%	73%	12%
France	84%	73%	11%
Poland	78%	64%	14%
Japan	77%	53%	24%
Italy	72%	64%	8%
South Korea	66%	56%	10%
Argentina	65%	65%	0%
Spain	59%	57%	2%
Hungary	53%	51%	2%

Love and Finances

Those in a relationship (29%) are also more likely to say they would rate their current personal financial situation as 'strong' (rate 5, 6 or 7 out of 7) than those who are not (21%), a gap of 7 points.

Six in ten (60%) in Sweden who are in a relationship rate their current personal financial situation as strong, compared with 40% of those who are not – a gap of 20 points, the biggest among all countries studied. They are followed again by



Canada (45% in a relationship vs. 27% not), the United States (42% vs. 27%) and Australia (37% vs. 25%).

Those in a relationship in Italy are least likely to say so (11% vs. 12%), followed at the bottom by Japan (16% vs. 11%) and Hungary (12% vs. 17%), where the trend is flipped.

	Relationship	Not	GAP
Total	29%	21%	7%
Sweden	60%	40%	20%
Canada	45%	27%	18%
United States	42%	27%	15%
Australia	37%	25%	12%
Germany	38%	27%	11%
Belgium	28%	28%	0%
Great Britain	31%	26%	5%
France	25%	19%	6%
Spain	22%	20%	2%
Argentina	23%	17%	6%
South Korea	22%	11%	11%
Poland	17%	15%	2%
Hungary	12%	17%	-5%
Japan	16%	11%	5%
Italy	11%	12%	-1%

These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@52” wave between December 4-18, 2013. The monthly Global @visor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 12,085 in 15 countries were interviewed: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and the United States. Interviews were conducted in December among adults aged 18-64 in the US and Canada and aged 16-64 in all other countries. Approximately 1000+ individuals



participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Mexico, Poland, South Korea and Sweden, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations.

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