IPSOS LOVE LIFE SATISFACTION 2025 (IRELAND)

A 30-Country Global Advisor Survey

February 2025



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Global Love Life Satisfaction in numbers



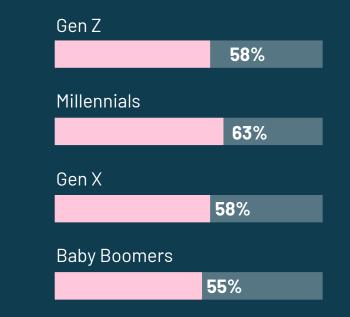


on average across 30 countries say they feel loved. This is highest in Mexico (86%) and lowest in Japan (55%).



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

Millennials most satisfied with their romantic/sex life









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

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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.

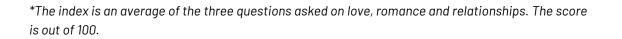
It brings together how satisfied people are with the love in their life, their sex lives and their relationship with their partner.

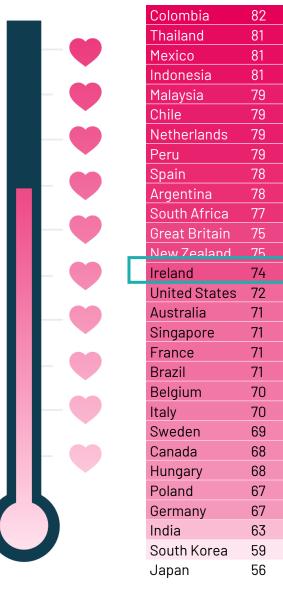
Countries in LATAM and Asia are most satisfied with their "love lives" with Columbia highest followed by Thailand and Mexico.

In **Ireland**, we scored a 74 on the index – 14th overall. How do we score for each area of the index?

79% of us are satisfied with "feeling loved"
higher for those aged 50-74 (86%)

- 59% of us are satisfied with our romantic/sex life – higher for men at 62%. Columbia is the most satisfied at 74%.
- For those who are married or with a partner, 85% are satisfied with the relationship – with 51% are very satisfied
- In Ireland we see differences across generations for satisfaction with romantic/sex life: Gen Z are most satisfied 62%, followed by Millennials (60%), Baby Boomers (59%) and Gen X (57%). Irish Gen Z are more satisfied than the global Gen Z average of 58% and so are our Baby Boomers compared to the global average 55%.







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

Feeling loved

Country	Very satisfied	Somewhat satisfied	ewhat satisfied Not very satisfied		Not at all satisfied	Change 2024 % Satisfied
30-country average	36%		40%	14%	6%	N/A
Mexico	55%		31%		9% 3%	+5pp
Chile	53%		33%	7	'% 5%	+9pp
Colombia	58%		27%	11% 2 <mark>%</mark>		-1pp
Netherlands	46%		39%	(3% 4%	+3pp
Indonesia	36%		48%	1	2% 2 <mark>%</mark>	+3pp
Spain	44%		39%	11	11% 4%	
Argentina	50%		33%		0% <mark>3%</mark>	+6pp
Malaysia	30%	54%		11	% 4%	+7рр
Peru	44%		38%	(3% 4%	-4pp
New Zealand	42%	40%		13%	4%	+4pp
Great Britain	38%		42%	13%	5%	+5pp
South Africa	47%		33%	11%	8%	+2pp
Thailand	31%	50%		9%	6%	+1pp
Ireland	35%		44%	14%	5%	+3pp
Sweden	35%	42%		16%	4%	+9pp
Australia	35%	40%		15%	8%	-1pp
Singapore	25%	50%		17%	6%	-1pp
United States	41%	35%		13%	9%	+4pp
France	19%	57%		18%	4%	+4pp
Brazil	43%		32%	13%	7%	+7рр
Canada	33%	41%		15%	9%	+3рр
Belgium	27%	46%		16%	8%	+2pp
Italy	30%	43%		16%	9%	+10pp
Germany	30%	42%		17%	7%	Орр
Türkiye	33%	39%		17%	9%	+3рр
Hungary	28%	43%		18%	6%	+2pp
Poland	30%	41%		18%	7%	+1pp
India	43%	21		11%	8%	N/A
South Korea	16%	44%	29	9%	9%	-3рр
Japan	12%	43%	23%		14%	+5pp



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

My romantic/sex life

Country	Very satisfied	ry satisfied Somewhat satisfied		Not at all ed satisfied	Change 2024 % Satisfied
30-country average	28%	31%	18%	14%	N/A
Colombia	48%		26%	14% 8%	+1pp
Mexico	42%	3	0%	13% 9%	-4pp
Thailand	24%	48%		12% 8%	-3рр
Indonesia	32%	38%		15% 5%	-3pp
Malaysia	30%	37%		15% 8%	+4pp
Peru	37%	30%		16% 7%	-3рр
Chile	43%	242	% 12%	6 15%	+3pp
Spain	34%	32%	179	% 12%	-4pp
Argentina	38%	27%	16	12%	-1pp
South Africa	40%	25%	13	% 13%	Орр
Netherlands	27%	35%	16%	14%	-2pp
Brazil	35%	25%	15%	17%	Орр
Türkiye	29%	31%	19%	14%	-2pp
Ireland	28%	31%	17%	17%	-1pp
Singapore	19%	40%	17%	13%	-3pp
Great Britain	27%	31%	19%	14%	-5pp
India	33%	24%		13% 9%	N/A
Italy	23%	34%	17%	17%	+5pp
New Zealand	28%	29%	18%	16%	-3pp
France	17%	39%	22%	14%	-5pp
Poland	27%	29%	20%	15%	-7pp
Hungary	20%	35%	21%	16%	+2pp
Belgium	21%	33%	20%	17%	-4pp
Australia	23%	31%	18%	21%	-1pp
United States	28%	24%	17%	20%	-4pp
Canada	22%	28%	19%	20%	-2pp
Germany	22%	26%	21%	18%	-6pp
Sweden	18%	30%	25%	19%	-10pp
South Korea	13%	34%	32%	11%	+2pp
Japan	8%	31%	23%	21%	+2pp



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

Country	Very satisfied	Somewhat satisfied	Not very satisfi	Not at all ed satisfied	Change 2024 % Satisfied
29-country average	48%		34%	10% 5%	N/A
Thailand	44%		48%	5%2 <mark>%</mark>	Орр
Netherlands	65%		27%	6%1%	+1pp
Colombia	65%		24%	6% <mark>3%</mark>	+6pp
Peru	55%		33%	7% 2 <mark>%</mark>	Орр
Great Britain	55%		32%	8% <mark>3%</mark>	+1pp
Indonesia	45%		43%	9% 1%	Орр
Malaysia	44%		43%	9% 2 <mark>%</mark>	-1pp
New Zealand	52%		35%	9% 2 <mark>%</mark>	-1pp
South Africa	65%		22%	9% 3%	+1pp
United States	55%		31%	6% 5%	-1pp
Mexico	59%		26%	9% <mark>3%</mark>	+1pp
Chile	60%		25%	8% 5%	Орр
Australia	52%		33%	9% 4%	+5pp
Ireland	51%		33%	10% 4%	+1pp
Spain	53%		32%	9% 5%	+1pp
Argentina	59%		25%	10% 3%	+2pp
Belgium	51%		33%	8% 6%	+2pp
Sweden	50%		32%	11% 6%	-1pp
Canada	47%		35%	9% 7%	+3pp
France	40%		42%	13% 4%	+1pp
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Brazil	52%		25%	13% 5%	-1pp
Poland	41%		35%	13% 6%	-5pp
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South Korea	24%	43%		24% 7%	-1pp

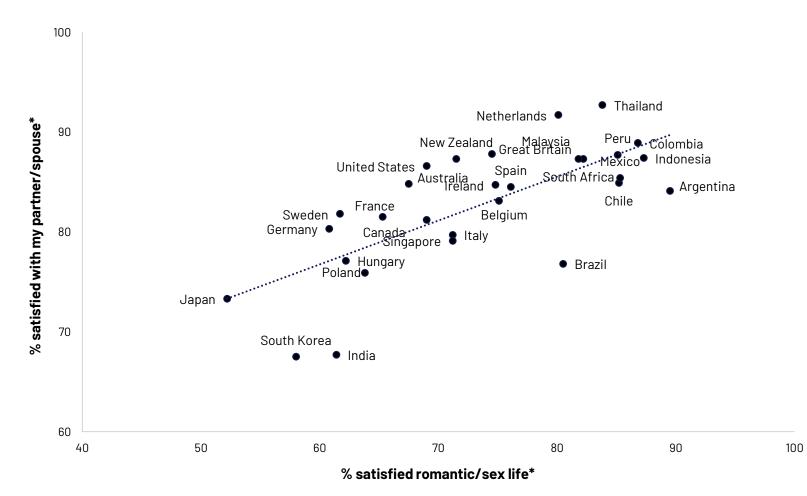


Happiness with sex life and partner are correlated

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



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





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 is there is not much between them.

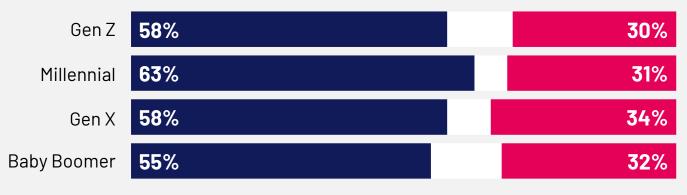
While four in five Baby Boomers are satisfied with the love in their life, three in four among the other generations are happy.

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





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

Deirdre Kelly Associate Director <u>Deirdre.Kelly@ipsos.com</u>

Kieran O'Leary Director <u>Kieran.Oleary@ipsos.com</u>

