



FOR IMMEDIATE RELEASE

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Global Citizens in Relationships Are Looking to Their Partners for Happiness

*63% of Those Who Are Married or in Domestic Partnerships Say their
Spouse Brings Them Greatest Happiness*

New York – Of the 59% of the global population in a solid attachment – married or in a domestic partnership – two thirds (63%) say their relationship with their partner or spouse gives them the greatest happiness, finds a new Ipsos/Reuters poll.

Of those who are in that attachment, three in ten (27%) say finding someone to be with would bring them greatest happiness. Of the 41% not in that attachment, almost half (45%) say so.

Having a good sex life provides the greatest happiness for 38% of those who are married or living with their partners and for 34% of those who are not.

Ipsos interviewed 21,248 people in 23 countries from December 6 to 19, 2011. Of those, 59% (12,627) are married or in domestic partnerships and 41% (8,621) are not.

Married People Not Looking Far for Happiness this Valentine's Day

Six in ten (63%) of those in 23 countries who are married or in domestic partnerships say their relationship with their partner or spouse 'does or could give me greatest happiness.' The rate is four in ten (39%) for those who are not married or in domestic partnerships.

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The greatest proportions of those in committed relationships who say their partner gives them greatest happiness are found in South Africa (82%), Turkey (80%), Mexico (79%), Hungary (71%) and Spain (71%) while the lowest proportions are found in South Korea (40%), Japan (40%), China (46%) and Poland (48%).

Married People Look To Their Sex Lives for Happiness More Than Singles

Four in ten (38%) of married global respondents report that having a good sex life does or could bring them greatest happiness, while three in ten (34%) of those who are not married say so.

Married Brazilians lead the charge on this point of view with six in ten (57%) saying a good sex life does or could bring them greatest happiness. After Brazil, those most likely to say so are married people from Mexico (53%), Russia (52%) and Turkey (52%). Only 15% of those married or in partnerships in Japan report this sentiment, followed next at the bottom of the list by South Korea (19%), Great Britain (25%) and Australia (28%).

Half of Singles Pitch Their Happiness on Finding Someone

Half (45%) of those who are not currently married or in domestic partnerships say finding someone to be with does or could bring them greatest happiness. Interestingly, 27% of those that *are* currently in those relationships also say finding someone to be with would bring them greatest happiness.

Seven in ten (69%) of single Indonesians feel this way about finding someone, with Turkey (57%), Mexico (56%) and Russia (54%) next in line. Single Japanese people are least likely to say finding someone to be with would bring them greatest happiness



(27%), with South Korea (33%), Great Britain (33%) and Italy (34%) joining them at the bottom of the list.

Looking for Love:

Global Citizens, in Rank Order, Who Say Finding Someone to Be With Would Bring Them Greatest Happiness

GLOBAL TOTAL	45%
Indonesia	69%
Turkey	57%
Mexico	56%
Russia	54%
Hungary	52%
South Africa	51%
Brazil	49%
France	48%
Argentina	47%
Germany	47%
Canada	46%
US	46%
Australia	44%
Sweden	44%
Belgium	43%
China	41%
Spain	40%
India	40%
Poland	39%
Italy	34%
Great Britain	33%
South Korea	33%
Japan	27%

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These are some of the findings of an Ipsos Global @visor poll conducted between December 6 and December 19, 2011. The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. The countries reporting herein (23) are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. An international sample of 21,248 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis with the exception of Argentina, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden, Russia and Turkey, where each have a sample 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of the specifically aged adults in that country been polled.

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