

#VOXPOP

Love Is In The Air...

Love is in the air in the Illawarra

With Valentine's Day upon us, IRIS Research tests the love pulse of the Illawarra – with some interesting results...

Judging by the huge response to this VoxPop survey, people of the Illawarra want to talk about love and it is clearly central to our lives – embodying all sorts of hopes, desires and needs.

Life throws up chances for more than one great love in our lives. Both men and women of the Illawarra are overwhelmingly receptive to the possibility of love. 60.5% of respondents agreed with the proposition that there's more than one true love in the course of a person's life. Those who think this outnumber the naysayers by more than 3 to 1, while one in five of us aren't sure.

It's getting harder to find eligible partners these days. It seems that it is getting more difficult for people to find eligible partners in the Illawarra today. Most (56.3%) 'single' respondents (including never married, divorced, separated or widowed) agreed with this proposition. Only one in five (20.7%) did not agree with it, while almost a quarter (23%) of respondents were not sure whether it's getting more difficult to find eligible partners or not.

Most single people indicated that having a partner is part of a fulfilling life. While a healthy 25% of single respondents agreed with the proposition that they were happily single and didn't need a partner for a fulfilling life, most (63.6%) disagreed with the proposition. "Despite changing social attitudes towards single-hood and broader life opportunities these days, the response to this question suggests our desire to share our lives with someone special remains strong," said Peter Watts, Consulting Manager, IRIS Research. "And that many of us view it as going towards making a fulfilling life."

On-line dating is OK. On-line dating is perfectly acceptable these days and does not carry the stigma it may have once done. Six out of 10 respondents (60.9%) are of this view and they outnumbered those with a negative view by more than four times. So if you're single and are concerned about what others might think of you, don't; because this might be the best place to find that someone special.

Most of us claim to be satisfied with our love life. A massive 68.2% of respondents claimed to be satisfied with their love life, which might explain why we are still drawn to partnering-up in life. Sadly 15.5% are not satisfied with their love life which may undermine relationships. 16.3% of respondents were neutral on the question. "We deliberately did not define 'love life' so the response is a very personal interpretation for each respondent," said Peter Watts.

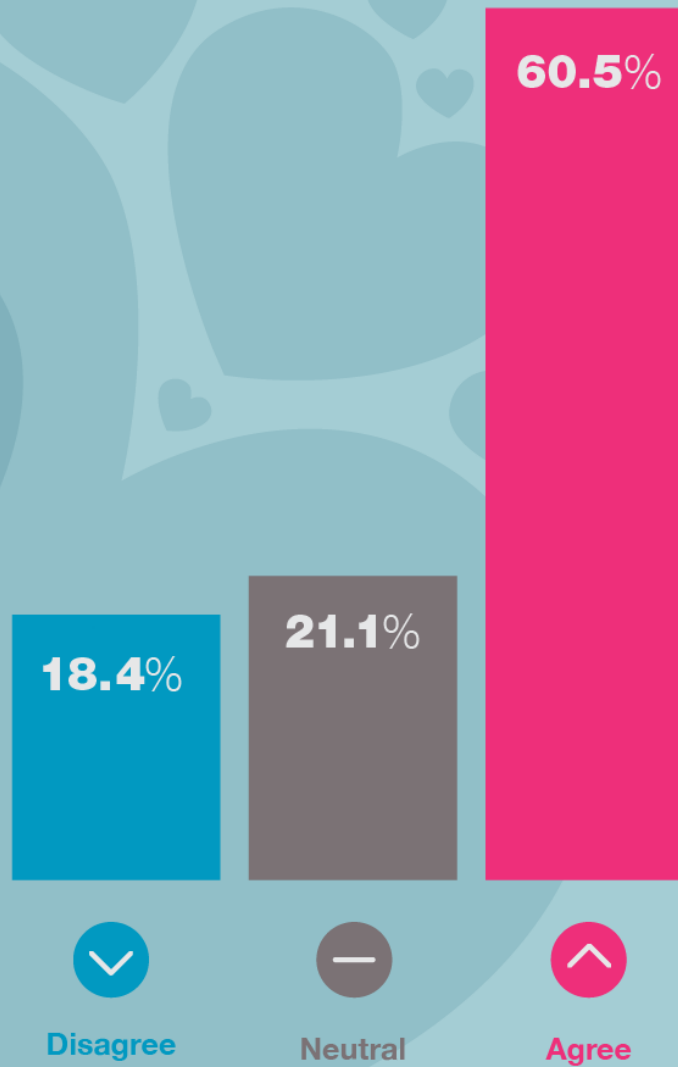
Domestic frictions can be improved with better understanding and communication. When we argue with our partners it's more likely to be about housework (42.6%) and money (37.1). Children (31.5%), work (28.7%) and sex (14.7%) round out the most common problem areas in relationships. Given housework is the leading cause of disagreement and this is about shared domestic values, process and effort, it should be a rectifiable challenge that could lead to increased happiness and harmony.

Valentine's Day...hmmm...we're not sold on it as a special day. We're not much into Valentine's Day, but we do like the idea of everyday being like Valentine's Day. Valentine's Day is not popular with less than one in five (18.0%) respondents planning a surprise for their partner this Sunday. For those who are, there was a diverse range of things planned, with 'Other' at 59%. The most common of the remaining choices were chocolates Champagne and flowers the top three surprise gifts.

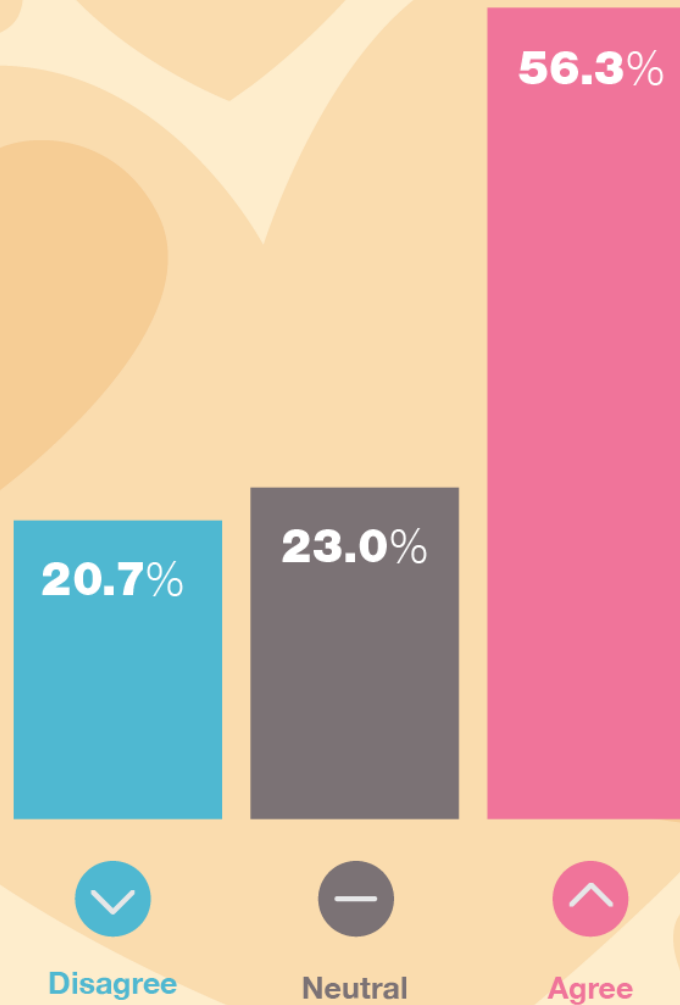
The overwhelming majority of respondents (82%) claimed they have not planned a surprise for the loved-on this Valentine's Day with the main reason being that we just aren't interested and/or don't believe in it. Encouragingly, many respondents who aren't planning a surprise for their loved-one this Valentine's Day claimed that they treated everyday like Valentine's Day.

313 locals responded to the IRIS Love VoxPop run on 9-10 February 2016. As always, we are grateful to the people of the Illawarra for being willing to share their views with us through the #IRISVoxPop series.

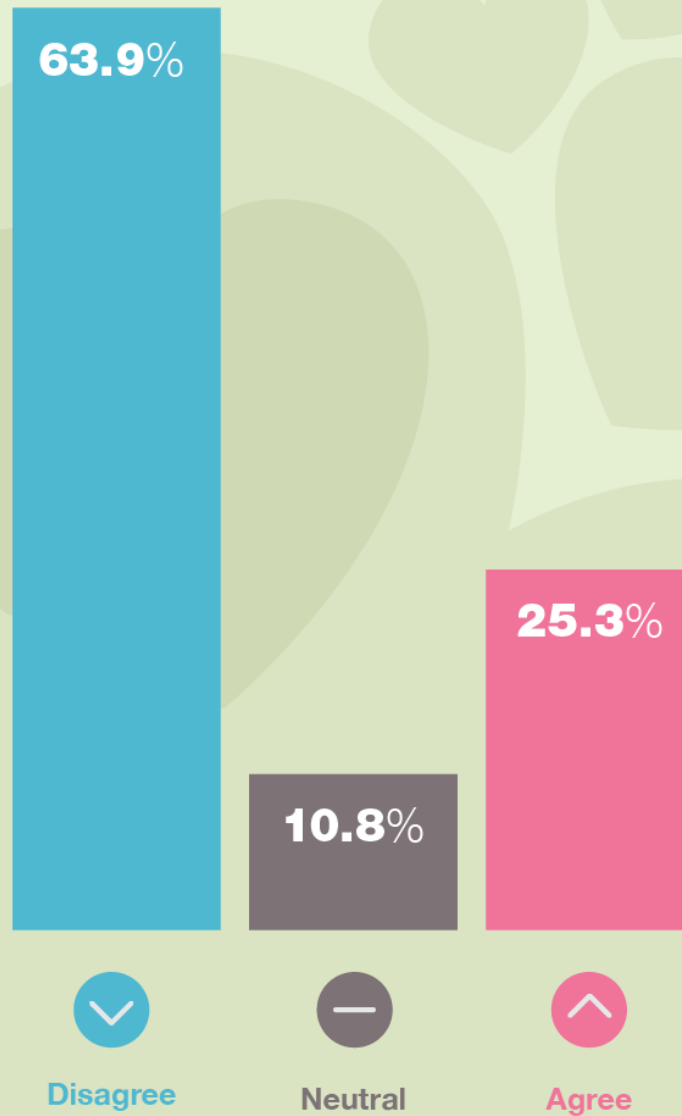
**There's more than
one true love in the
course of a person's life**



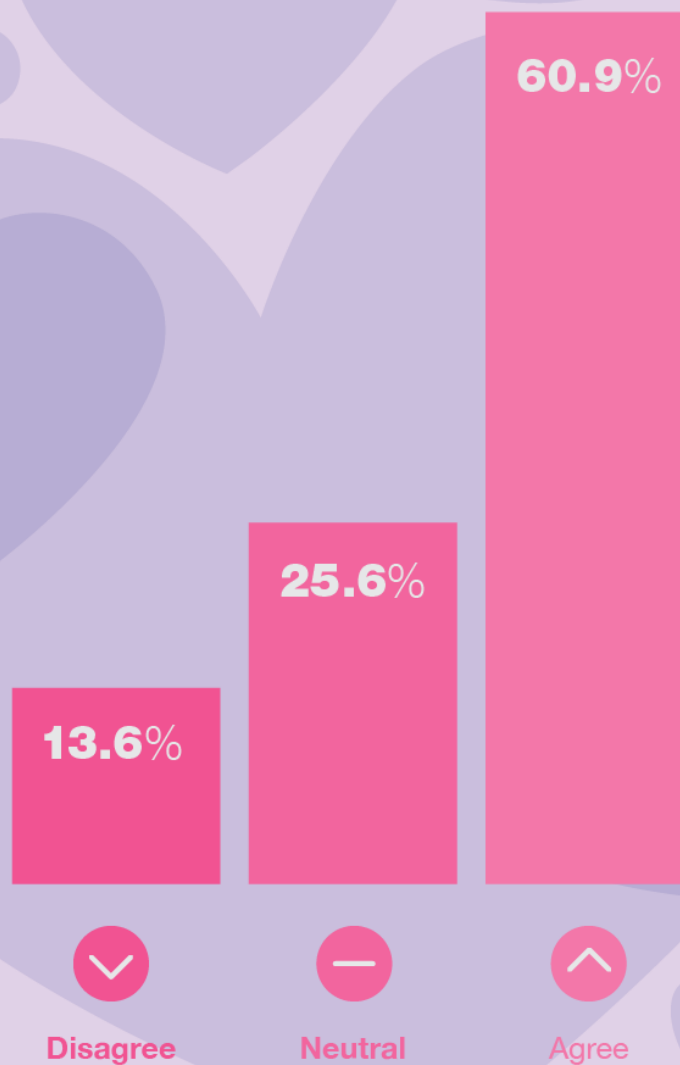
**I find it's getting more difficult
to find eligible partners in
the Illawarra today**



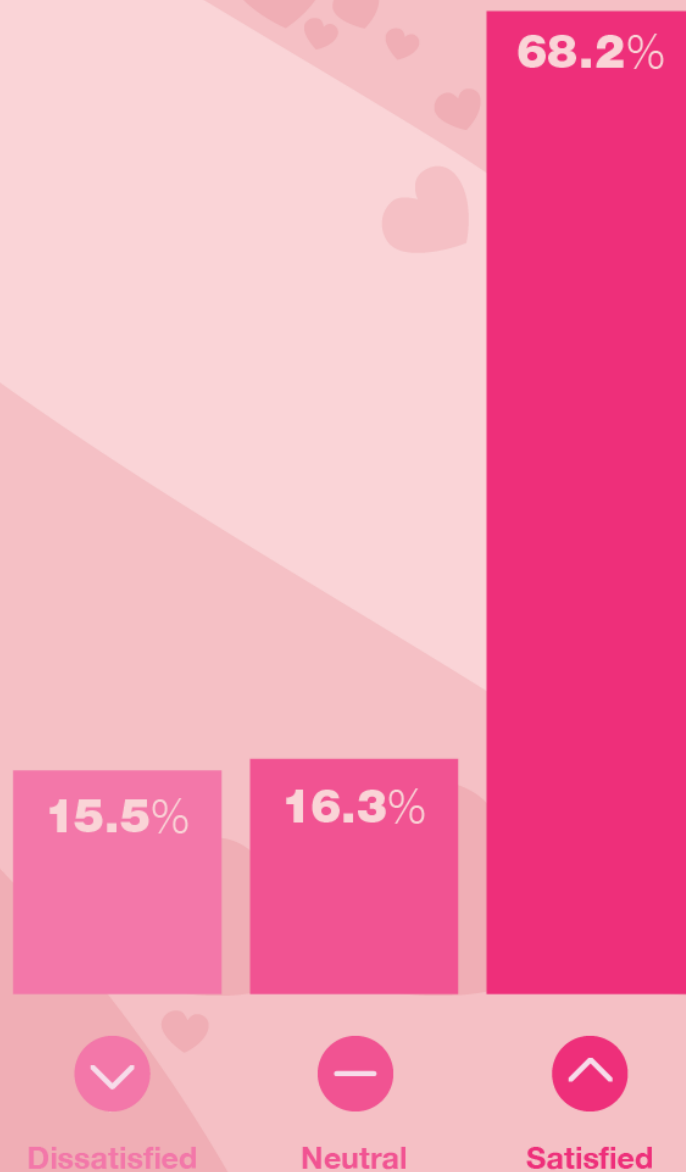
**I am happily single and
don't need a partner
for a fulfilling life**



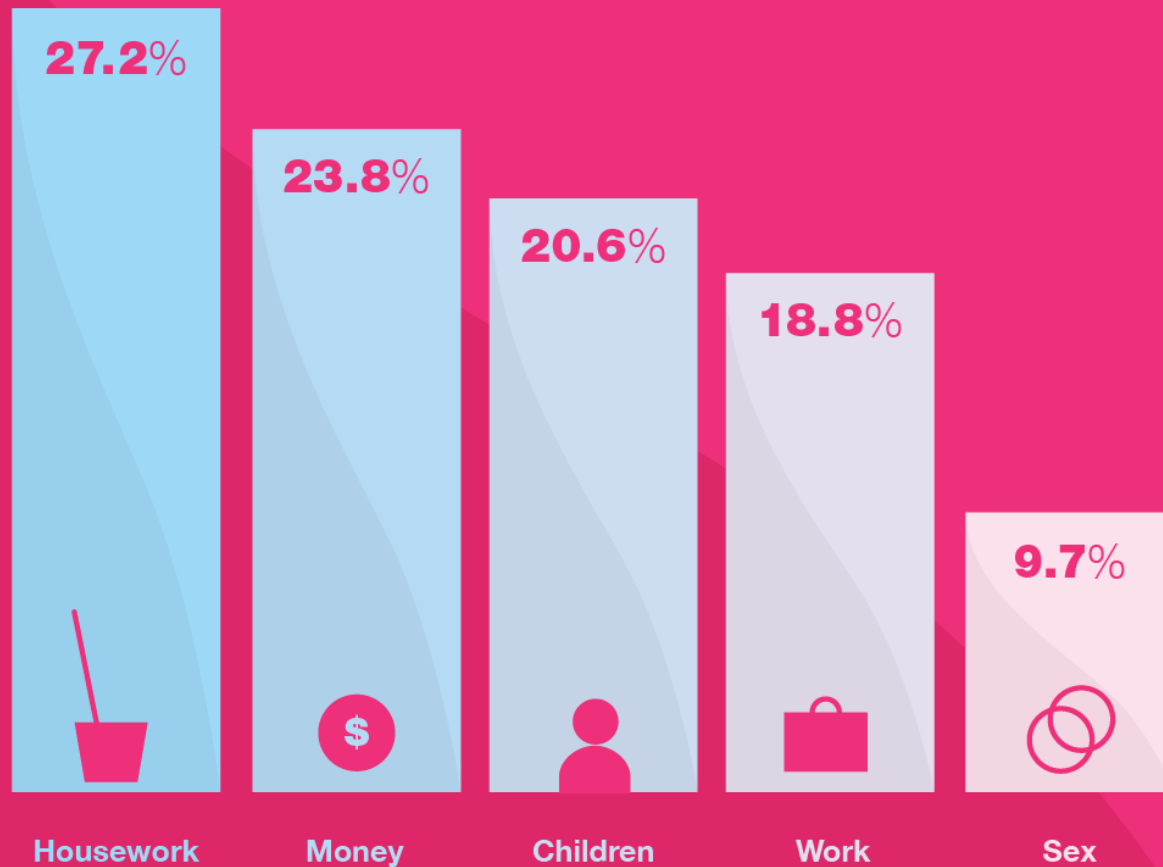
**It is perfectly acceptable to
use on-line dating services
to meet potential partners**



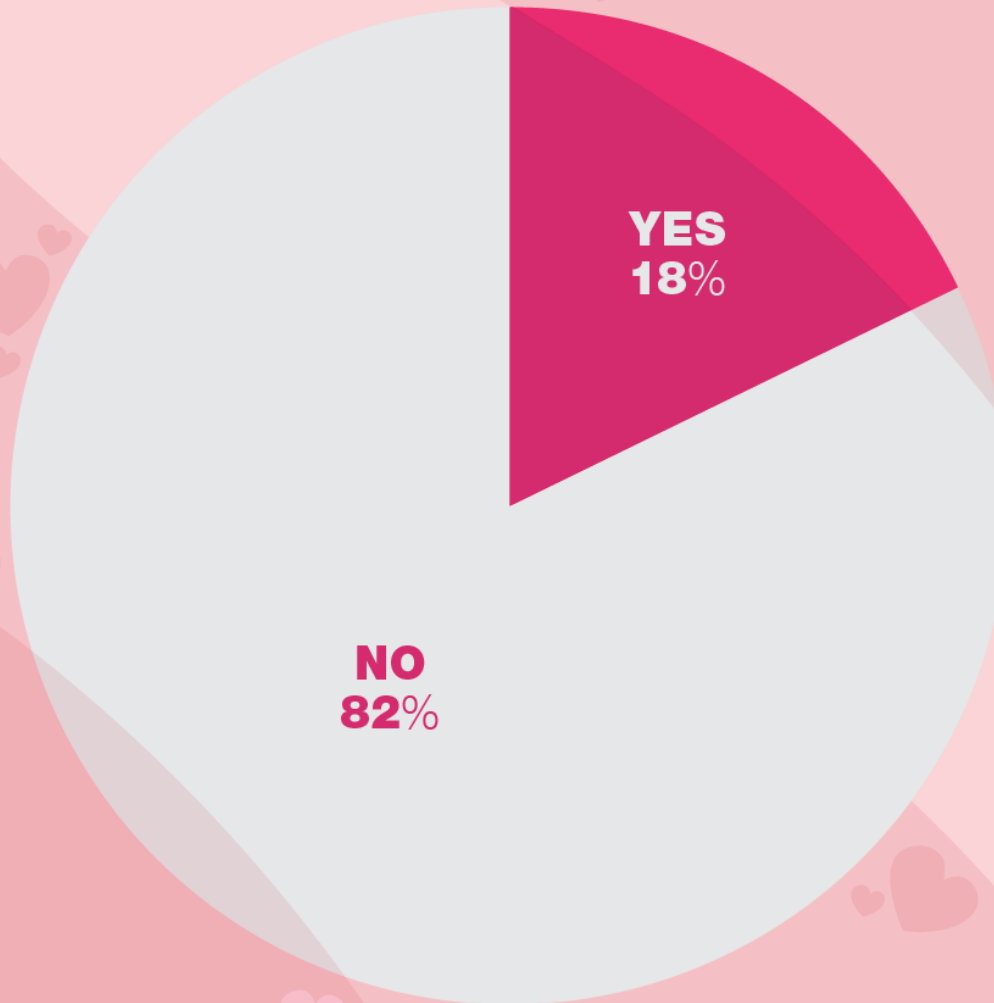
How satisfied are you with your love life?



When my partner and I argue it is most commonly about...



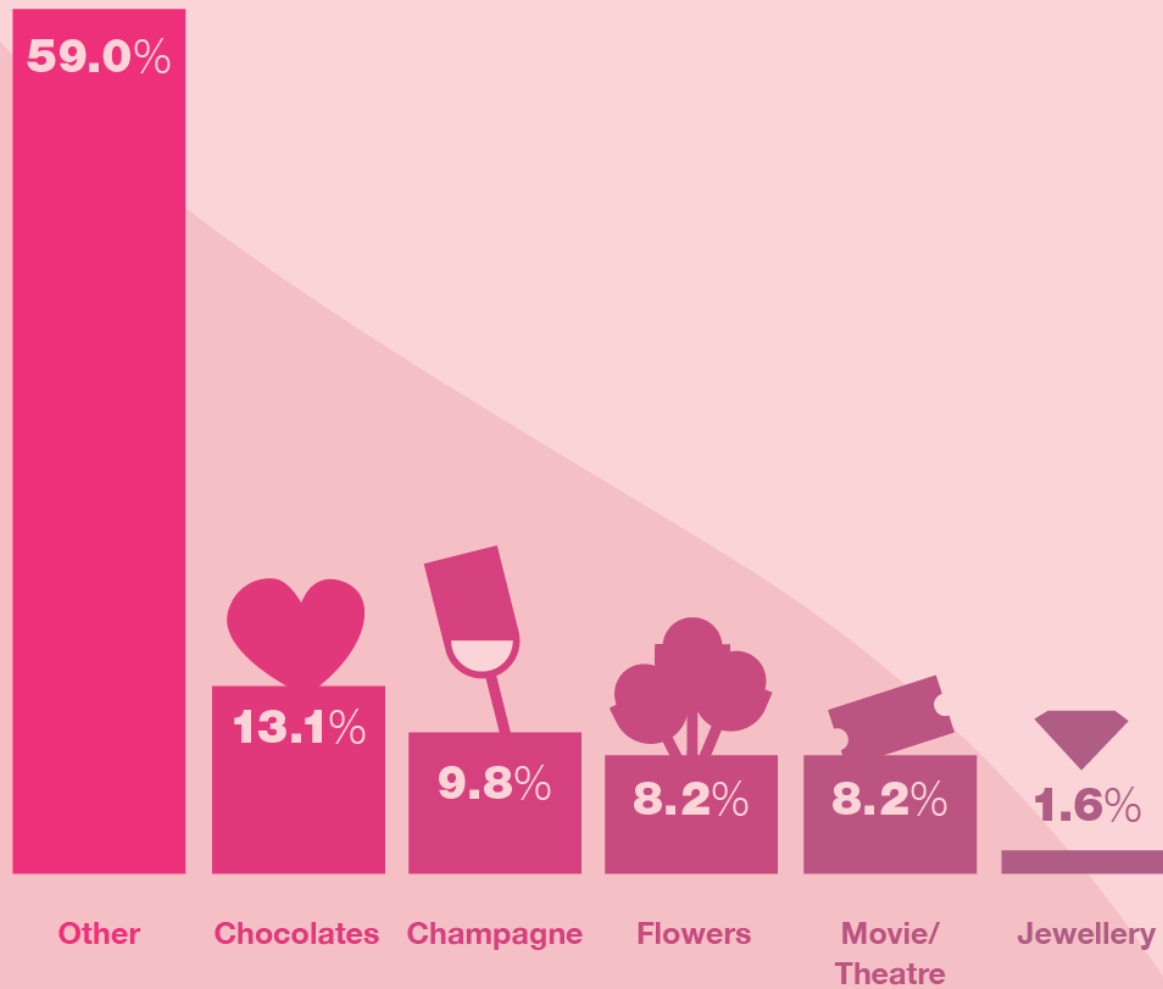
Are you planning a romantic surprise for your loved-one this Valentine's Day?



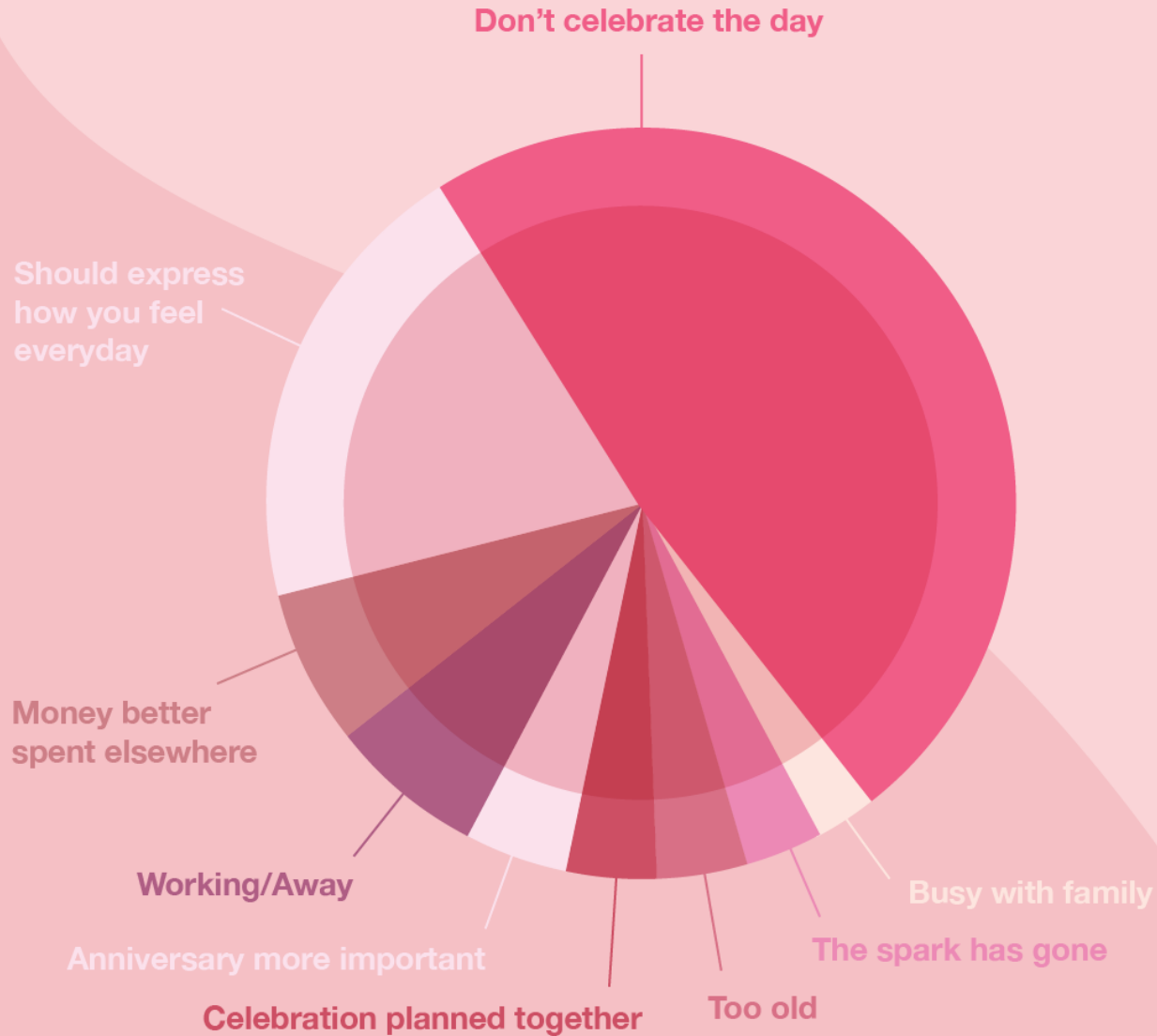
NO
82%

YES
18%

What romantic surprise are you planning for your loved one?



Why aren't you planning a romantic surprise?





www.iris.org.au

research@iris.org.au

(02) 4285 4446

IRIS Research, Level 1 iC Central, Innovation Campus, Squires Way, North Wollongong NSW 2500

Postal Address: UOW, Northfields Avenue Wollongong NSW 2522

ABN 16 002 278 793