



LOVE IN THE TIME OF COVID

Q1 2022



Study & Sample Spec



Respondents

Australian National representative Sample 18+ years

New Zealand National representative Sample 18+ years

Sample Size

N=1001

N=465

Methodology

Online Survey

Online Survey

Survey Length

2 minutes

2 minutes

Fieldwork timing

Q1 2022

Q1 2022

A pandemic love story?

The stats that show the impact on relationships in the time of COVID.



Sydney, Australia, 04/04/2022 – A study of n= 1466 Australians and New Zealanders by Octopus Group finds that more than

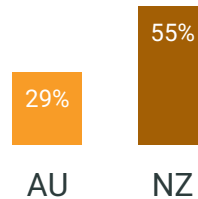
8 out of 10 couples who met before the pandemic feel it has had either a **positive** or no effect on their relationship (83%).

Longer standing relationships



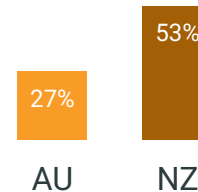
37%

of couples who met before the COVID pandemic feel emotionally closer to their partner



36%

of couples who met before the pandemic report an improvement in the quality of communication with their partner



The fresher the relationship the more polarizing the pandemic impact on relationships.

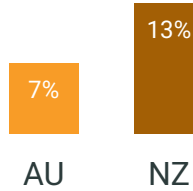
... 4 in 10 couples (43%) who have dated for under six years felt no impact

...vs 6 in 10 (59%) of those couples who have been together for more than six years.

Finding New love

Cupid struck over the past few years, with **9%** of those we interviewed **finding love** during the pandemic.

...much higher amongst **New Zealanders** vs **Australians**

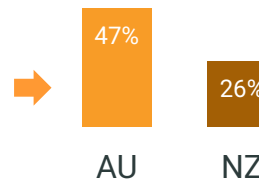


This has been more predominant for younger age groups, with **59%** of those that started a new relationship being under 34 years old.



38% of relationships that started during the pandemic met via a dating app.

...this is significantly more common for **Australians** than **New Zealanders**



Top relationship challenges for new couples who met during the pandemic:

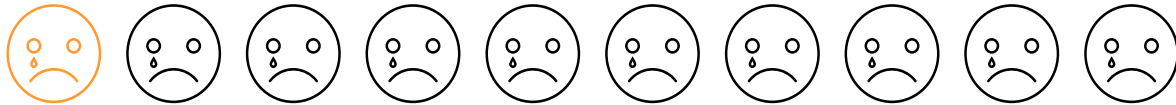


Base: Au n=1001 NZ n= 465

Broken Hearts

However, not all were lucky in love.

More than **1 in 10 people** across AU and NZ experienced a break-up during the pandemic

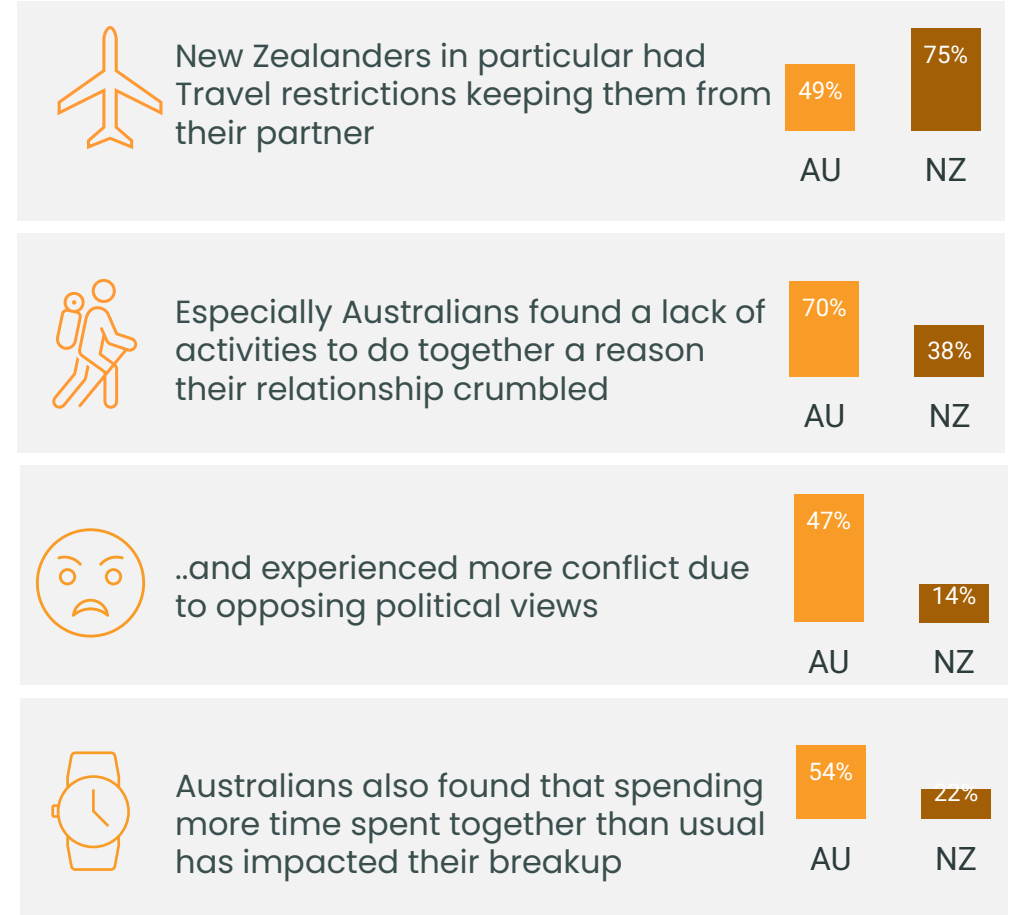
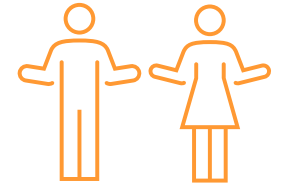


9% of **Australians** experienced a break-up during COVID, whilst **New Zealanders** had almost double the rate of break-ups at 17%

Overall, **62%** say that COVID had an impact on their relationship break-up.

→ This is significantly higher in **Australia (85%)** vs **New Zealand (35%)**

Top reasons for break-ups during the pandemic:



Commenting on the findings....

Octopus Group's John Karathomas, director of Octopus Group, says "It is clear that there have been highs and lows in relationships over the last couple of years.

The stark differences in the impact felt by Australians and New Zealanders suggests how the differences in restrictions and in pre-COVID relationship status have played a role in the pressures and barriers to love as well as cementing relationship happiness.

Context around this important part of consumers lives is important for organisations to understand in successfully navigating the range of emotions their audiences are experiencing coming out of COVID times."

About this study

This survey was fielded online between 25/02/2022 and 15/03/2022 via Octopus Groups proprietary respondent panels. 1,000 nationally representative Australians and 500 New Zealanders were interviewed about their relationship experiences in the past couple of years, Octopus group is ISO accredited, all data is save in onshore servers and in adherence to local privacy laws .

About Octopus Group

Octopus Group is an Australian owned and operated research and insights company. Established in 2017 they have fast grown and established Australia's largest online research panel amongst a host of other online research capabilities to deliver critical access to consumer understanding for organisations.

For more information about the study findings, please contact.

Name: John Karathomas

Email: john@octopusgroup.com.au

Number: 0414285451

<https://octopusgroup.com.au/>