



## **The Vast Majority of Singles are Feeling Optimistic About Their Love Lives in 2022**

*eharmony's fifth annual 'Happiness Index' study found that single daters are clearer about what they want in a partner, becoming increasingly sober curious, and more comfortable asking for what they want in the bedroom than before the pandemic started.*

**LOS ANGELES, CA** – As we teeter on the edge between our pre- and post-pandemic selves, many Canadians are reevaluating how we live our lives. The 2022 Happiness Index, an annual report commissioned by eharmony and conducted by Harris Interactive, reveals that while many aspects of our lives remain unpredictable, Canadians are optimistic about dating in 2022, and are overwhelmingly happy in their relationships. The report uncovers the new non-negotiables for dating and relationships, how people are prioritizing the practices they have built for themselves during the pandemic (like sober curiosity and mental wellbeing), and explores how their sex lives have shifted over the past year.

For the first time ever, the Happiness Index expanded beyond people currently in relationships to explore trends among single daters. Despite the challenges of entering the third year of a global pandemic, the Happiness Index found that 74% of single daters are optimistic about dating in 2022. They're clearer about what they want, and they're not afraid to ask for it.

### **Compared to pre-pandemic times, among daters:**

- 71% are clearer about what they want in a partner.
- 51% say they feel more comfortable sharing their sexual likes/dislikes with partners.
- 34% report having a higher libido.

“During the at-home years of the pandemic, we have reclaimed, redefined, reevaluated, reinvigorated, and reframed who we wanted to be, who we used to be, and who we are now,” said Laurel House, an eharmony relationship expert. “In this process, we’ve had a lot of time to focus on ourselves, our purpose and what makes us happy. When you’re happier with yourself you put out positive energy, which pulls in love.”

What do daters in Canada want? 75% say they are more likely to date those who support their goals, and 63% report being more attracted to people doing personal growth work including therapy. More than half of single daters are prioritizing their own self-care post-lockdown (57%), and 51% of those who've done so agree that prioritizing their self-care has helped them find love. Respondents are also carving out more time for themselves, with 39% of single daters feeling more comfortable saying no to social invites than before the pandemic. When it comes to investing in their own self-care, 33% of single daters report going to therapy/counseling to help their mental wellbeing within the last year. Daters don't think



couples counseling is limited to those in long-term relationships, either — 36% think it’s appropriate to go to therapy with a partner after dating for one year or less.

“When we care for ourselves we learn to recognize how much control we have over our own happiness and emotional wellbeing,” said Minaa B., an eharmony relationship expert. “This can allow people to find connections less stressful since they are not expecting their partner to fill all their emotional needs.”

Additional key takeaways from the 2022 study include:

**Canadian couples are overwhelmingly happy in their relationships (70%).**

Happiness levels rise among those who have participated in couples therapy (67%), workouts (80%), date nights (82%) with their partners. Additionally,

- 69% agree that having someone to be with has positively affected their life.
- 56% of couples report that the past year positively impacted their respect for one another.
- 43% agree that their relationship has gotten stronger over the past year.

**Just make sure you’re on the same page about socializing, priorities and COVID-19 protocols.**

Nearly one-third of respondents in relationships say learning that they have different priorities in life has negatively affected their relationship (30%). House explains, “there has been an increased weight placed on social awareness, like COVID protocols. This has opened a conversation with couples about where they stand on topics like political issues and health practices.”

- 25% of respondents in relationships report that their social lives negatively affect their relationship.
- Following the loosening of COVID-19 restrictions in many areas, 30% of respondents in relationships say spending less time with their partner has had a negative impact on their relationship.
- 30% of respondents in relationships say learning that they have different COVID-19 protocols than their partner has negatively affected their relationship.

**20 percent of respondents in relationships say they have more sex now than a year ago (though this number climbs to 44% among 21-34 year-olds).**

“Because the pandemic has created years-long physical distance from so many of our loved ones, we are craving more physical intimacy,” House said. “That need has increased our sensitivity and libido. With higher libido, we feel more comfortable and confident talking about our preferences and being vulnerable.”

- 31% of all single daters purchased a sex toy during the pandemic.
- Among couples:
  - Over half of people frequently orgasm (52%), are very happy with their sex life (40%).
  - Frequency of sex correlates very strongly with relationship happiness, with those having sex at least weekly being happiest.



- (Very and Fairly Happy: Daily 76%, Weekly 77%, Monthly 67%, Every 2-3 months 63%, Less Often 57%, No Sex 51%)
- In the bedroom, the most well liked aspect in a partner is a similar sex drive (29%), followed by good communication (27%).
- In the past year, over 20% of people in relationships have had a desire for more sex and a desire for their partner to initiate sex more often (22%, respectively).

### **Better Communication = Better Sex.**

78% of those in a relationship say they feel more connected to their partner when they vocalize what they want. In addition, quality time was a primary love language for couples in 2021, with 58% of people spending more time together in the past year vs. 2020. "Communication around our true needs and wants has become a priority. And communication creates deeper connection, which results in better sex," shares House. Here's what those in relationships tried last year to spice up their sex lives:

- Oral sex: 36%
- Different positions: 35%
- Massage: 27%
- Dirty talk: 20%
- Using sex toys: 17%
- Watching porn together: 13%
- Role-playing: 10%

### **Being sober-curious isn't just a fast fad. It's a trend in the dating world.**

[Nearly 1 in 4 Canadians](#) reported their drinking increasing during the pandemic. Post-lockdown, many of us are reevaluating our relationships with alcohol. Minaa B. explains, "As people are becoming more educated on mental health and wellness, they're shifting to habits that better serve their mind and body."

- 64% of daters have considered restricting their drinking to some extent this past year, with 18% considering not drinking at all.
- 22% of daters report being more comfortable abstaining from alcohol in social settings or on dates than they were pre-pandemic.
- The vast majority of daters say they would consider dating someone who doesn't drink (90%).

To learn more about the "The Happiness Index," visit eharmony's Happiness Index 2021 page at <https://bit.ly/happinlove2022-ca>, and join the conversation on [Instagram](#), [Twitter](#) and [Facebook](#) using #happyinlove.

### **About "The Happiness Index" Report**

The Happiness Index in Canada 2022 report was commissioned by eharmony and conducted by Harris Interactive. This is the fifth year of the Happiness Index survey and was fielded online between December 15th-31st, 2021 and surveyed 3,000 participants. Participants qualified if they were aged 21+



and were either married, cohabiting, in a relationship, or were currently dating. Results were weighted to be nationally representative by age, gender, and region.

**About eharmony**

Los Angeles-based eharmony has helped over 2 million people find real love. As one of the original dating platforms, eharmony has been at the forefront of creating meaningful relationships based on its innovative Compatibility Matching System. The company operates in the United States, Canada, the United Kingdom and Australia. For more information visit [www.eharmony.ca](http://www.eharmony.ca) or download the app available on both [iOS](#) and [Android](#).

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