



eharmony Launches Dating Diaries Report Series and Uncovers New Data on Work, Love, and Expectations

Formerly known as the [Happiness Index](#), our annual dating trends report is rebranding to '**Dating Diaries**' — a quarterly series of timely consumer studies that uncover candid insights into how Canadians really feel about their love lives, and the trends we're forecasting for the months to come. Each report theme will be different, and for our first edition, we're focusing on what's impacting daters right now: **Work, Relationships & Expectations**.

In 2023, jobs look different than they did pre-pandemic. The dust has settled, but the impact on Canadian professionals remains. Work-life is unstable and continues to evolve. Whether you WFH, have a hybrid approach, or head in-person to work daily, these changes in our work lives are affecting our love lives, and vice versa. In fact, **16% of respondents in a relationship are considering changing jobs due to their partner's job flexibility**. Meanwhile, **47% of singles are willing to change their jobs for an employer with better fertility or childcare benefits**. The looming threat of a recession is affecting big decisions today (**17% of couples postponed an engagement due to economic uncertainty and 15% delayed a wedding**) and down the line (**53% of Gen Z and Millennials in relationships are either undecided or report not wanting to have children in the future**).

This report uncovers Canadians' shifting mindsets on big life choices like navigating careers, having (or not having) children, plus their attitudes toward sex.

The choice to have kids. While over half (63%) of Gen Z and Millennial respondents in relationships are open to having kids or having more kids, 37% are either undecided or report not wanting to have children in the future. *"The decision to have a child is deeply complex,"* shares Minaa B., an eharmony relationship expert. *"Folks who are already coupled might be facing the realization of all that comes with parenting such as time, energy, resources, finances, and most importantly, stability."*

- 40% of respondents in relationships **who do not want** children feel closer to their partners knowing they're on the same page about this.
- 50% of singles **who do not want** children see cost as the main barrier. 35% cited the impact children would have on their independence. 22% only want to have children if they find the right partner.
- **Vocalizing your needs early:** 16% of daters think it's right to mention wanting kids when first messaging on a dating app.

Daters know their options and want to work for companies that have good fertility and childcare benefits. 47% of singles would change their jobs for an employer with better fertility or childcare benefits.

- 73% of single respondents are open to using fertility tests so they know their options sooner than later when it comes to having children.



- While people are open to having conversations about fertility with people they're dating, only 36% are worried about their own fertility.

What does family planning look like in 2023? Among those in relationships who do want children, 25% might adopt and 26% would consider fertility tests. Followed by 16% IVF, 15% fostering a child, 14% egg freezing, 13% surrogacy and 12% freezing embryos. 45% none of the options provided.

Workplaces for many changed from the boardroom to the bedroom. Among respondents in a relationship, 52% still work completely on-site, and 23% work remotely or hybrid. And, 16% of respondents in a relationship are considering changing jobs due to their partner's job flexibility.

Different work styles can put a strain on relationships. *"Varying work styles (hybrid/remote) can create resentment and frustration in couples who feel like they aren't equally contributing to the relationship,"* shares Laurel House, an eharmony relationship expert. *"Communication is essential to set up a relationship for success. Communicate boundaries and expectations around each of your work styles to ensure you're on the same page."*

- 28% say they do more than their fair share of chores/tasks around the home because they have more flexibility than their spouse/partner
- 27% say their spouse/partner should do more chores/tasks around the house because their spouse/partner spends more time working at home than they do
- 22% want to travel/live away from home more than their spouse/partner is able to
- 22% say their spouse/partner spends too much time at the office/working outside their home
- 19% say the person who works alone from home should do more chores/household tasks because they spend more time at home

The hustle and grind culture might not be here to stay. *"We have switched our priorities from a full focus on our career to ourselves. Now, we're prioritizing feeling good and fulfilled,"* House shares. And the data backs this up. 31% of single working respondents say they are less ambitious than they used to be. 61% of those feeling less ambitious say they feel burned out by their job, 52% realize life is too short to prioritize work, and 45% say they want to put more energy toward their personal passions.

- Additionally, 27% of respondents in relationships are not attracted to ambitious people. Respondents who don't find ambitions attractive worry that ambitious people may value personal success over relationships (51%), won't have time for a relationship (29%), or be arrogant (29%).

Navigating a work romance? 65% of single respondents report wanting to flirt with a coworker with only 28% doing so. House explains, *"Although work romances have long been frowned upon, they are also one of the richest sources of relationship opportunity. The key is to go about workplace flirting respectfully, cautiously, and thoughtfully. The occasional compliment, as long as it's not looks-based, is a great place to start."*

- 41% believe they've been flirted with while on a video call



- 51% have dated a coworker, especially those between the ages of 21-34 (57%)

Are singles having all the sex? Single people are having more sex than last year (up 33%!). And they're up for experimenting in the bedroom. While for those in relationships, 29% report having less sex than a year ago. Here are the sex trends we're seeing for singles in the bedroom for this year:

- Different positions (70%)
- Oral sex (67%)
- Massage (65%)
- Sex toys (53%)
- Dirty talk (52%)
- Role-playing (40%)
- Watching porn together (40%)
- Introducing other people into their sex life (23%)

House shares, *"Exploring in the bedroom creates different ways to connect and be playful. It's not just about the outcome of the orgasm, but about having fun together, trying new things, and exploring one another. We've kept that quarantine mentality of experiencing life in a space we feel safe: the bedroom."*

Quality > Quantity. 64% of respondents in relationships reported that they focus more on quality time, while 5% said they focus more on sex, and 31% said it's an equal split. Minaa B. explains, *"People are now more in tune with their emotional needs and mental health, which has led people to desire closeness, emotional safety, and space for vulnerability. Our current culture is eager and hungry for connection and companionship, which happens mostly in spending quality time together."*

Stress takes the fun out of the bedroom. Respondents in relationships report satisfying sex lives. At least half of respondents in relationships frequently orgasm (53%), see sex as important (46%), and are happy with their sex life (40%). However, 42% say stress has a negative impact on their sex lives.

About "The Dating Diaries" Report

The Dating Diaries: Work/Life Edition in Canada 2023 report was commissioned by eharmony and conducted by Harris Interactive. This is the first year of the Dating Diaries and uses historical data and year over year comparisons from previous research. It was fielded online between January 3rd and January 12th, 2023 and surveyed over 1,000 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.com or download the app available on both [iOS](#) and [Android](#).

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