

Australians and Love in the 21st Century

With Valentine's Day just around the corner, we at McCrindle Research were curious about how Australians experience love and relationships. In 2012, Google searches for the term "love" skyrocketed on the week of Valentine's Day (Google Trends). This year, we expect results will be no different.

Aussies on the Love Index

While some might argue that marriage in the traditional sense is no longer "in," recently released statistics by the ABS (cat 3310.0) prove this to be untrue down under. The rate of Australians tying the knot each year is significantly more than those doing marrying in parts of North America and Europe. In 2011, 5.4 marriages per 1,000 people took place in Australia whereas only 4.4 took place in Canada, 4.3 in the UK and only 3.7 in France, the birthplace of the 'language of love.'

Diversity of Love in Australia

As an effect of Australia's rich and increasing multiculturalism, we are seeing an increase in the number of marriages between individuals born in different countries – from 29.0% in 1991 to 31.6% in 2011. Even greater is the increase of marriages between individuals both born in the same overseas country – from just 7.9% in 1991 to 12.6% in 2011. Australia is certainly the birthplace of love for a number of migrants initially drawn here for work opportunities, temperate climate conditions, and our laid-back Aussie spirit.

Valentine's Day: The Time for Love?

Valentine's Day is indeed a day of love, with an increase in both weddings and the beginning of new relationships taking place on February 14th. Whilst the day of love landed on a Monday in

Love & Marriage Fast Facts

- 52% of Australians are married, 30% have never married, 12% are divorced, and 6% are widowed.
- The average age of a first-time Aussie bride is now 28 years of age and 29.7 years of age for a first time groom.
- The average age of brides across all marriages, including those who remarry after going through divorce or being widowed, is 29.8 years of age. For grooms, this average age is slightly higher at 31.4 years of age.
- In 2011, 55.8% of weddings featured a bride and groom who were both born in Australia. In 12.6% of weddings, both the bride and groom were born in the same overseas country, and in a staggering 31.6% of marriages, the bride and groom were born in a different country than their partner (ABS).

Love after Many Sights

When picturing romantic love, most of us envision the tell-tale signs of young love as portrayed by modern television. Quite on the contrast, however, a number of individuals are tying the knot (for the first time!) later in life. In fact, 1606 Australian men and 836 women over the age of 50 made marriage vows for the first time in 2011 (ABS).

2011, a weekday normally low on the total wedding count, the number of couples who tied the knot on February 14th 2011 was similar to the total number of weddings normally occurring on a Sunday at the same time of the year.

For those looking for new love leading up to Valentine's Day, rest assured. According to Facebook Data, there are 49% more new relationships formed than break-ups taking place on February 14th, and 22% more new relationships than break-ups on

February 15th. In fact, the odds are in love's favour this month – seasonally, February is the month in which more relationships start than at any other time of the year.

Love and Lyrics

When individuals enter a new romantic relationship, there is often a song that accompanies. Around Valentine's Day last year, the top two love songs played when entering a relationship were "Don't Wanna Go Home," by Jason Derulo and "Love on Top" by Beyoncé (Facebook Data). What will this year's top love songs be? Judging by recent iTunes Charts, we might predict that "Ho Hey" by the Lumineers or "Beneath Your Beautiful" by Labrinth might be the sounds that play from our smartphones.

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