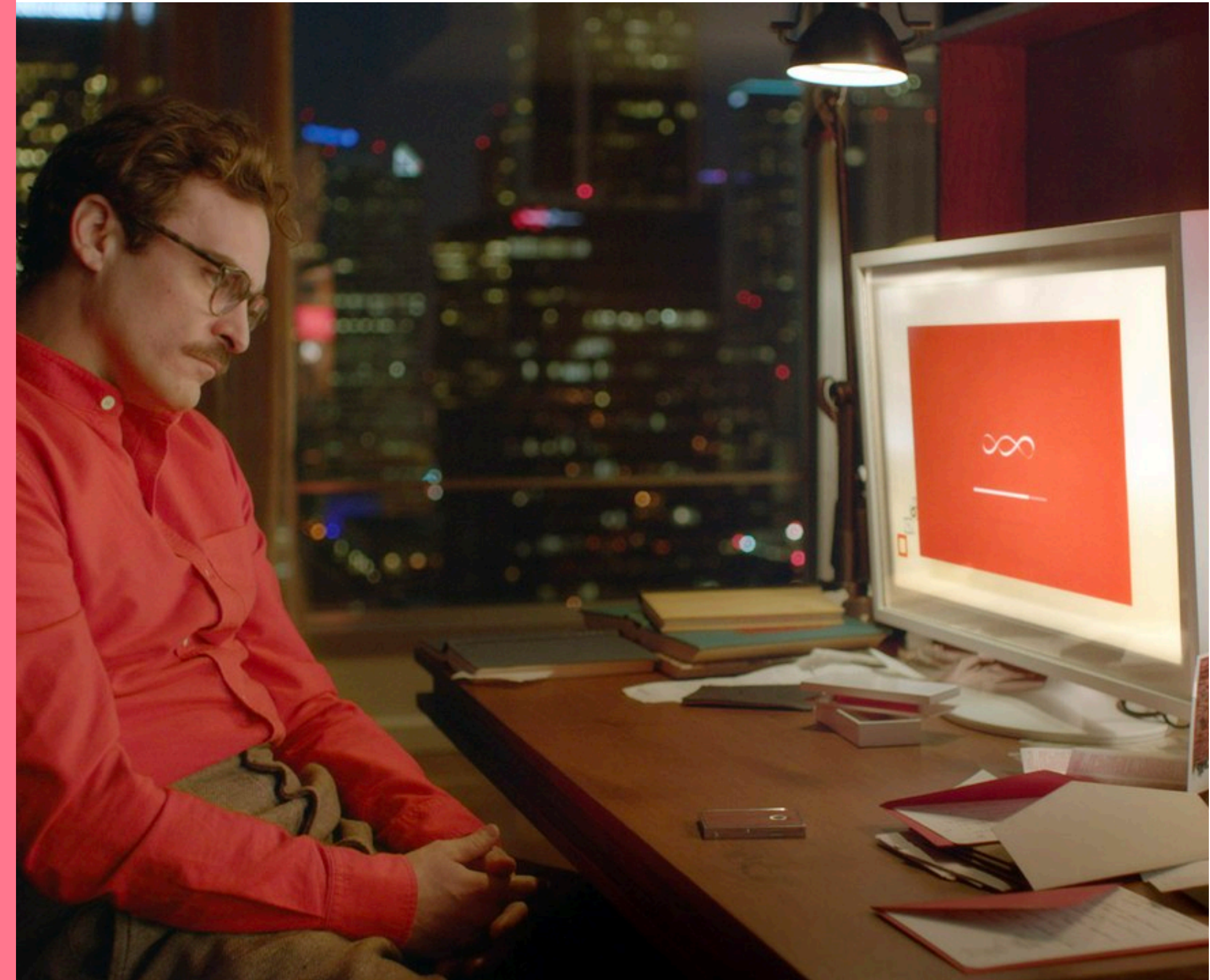


LOVE IN THE DIGITAL AGE

PROSUMER INSIGHTS



METHODOLOGY

- Created by Havas Group, part of Vivendi
- Fielded by Market Probe International in 1Q19
- 17,411 respondents age 13+ in 37 markets

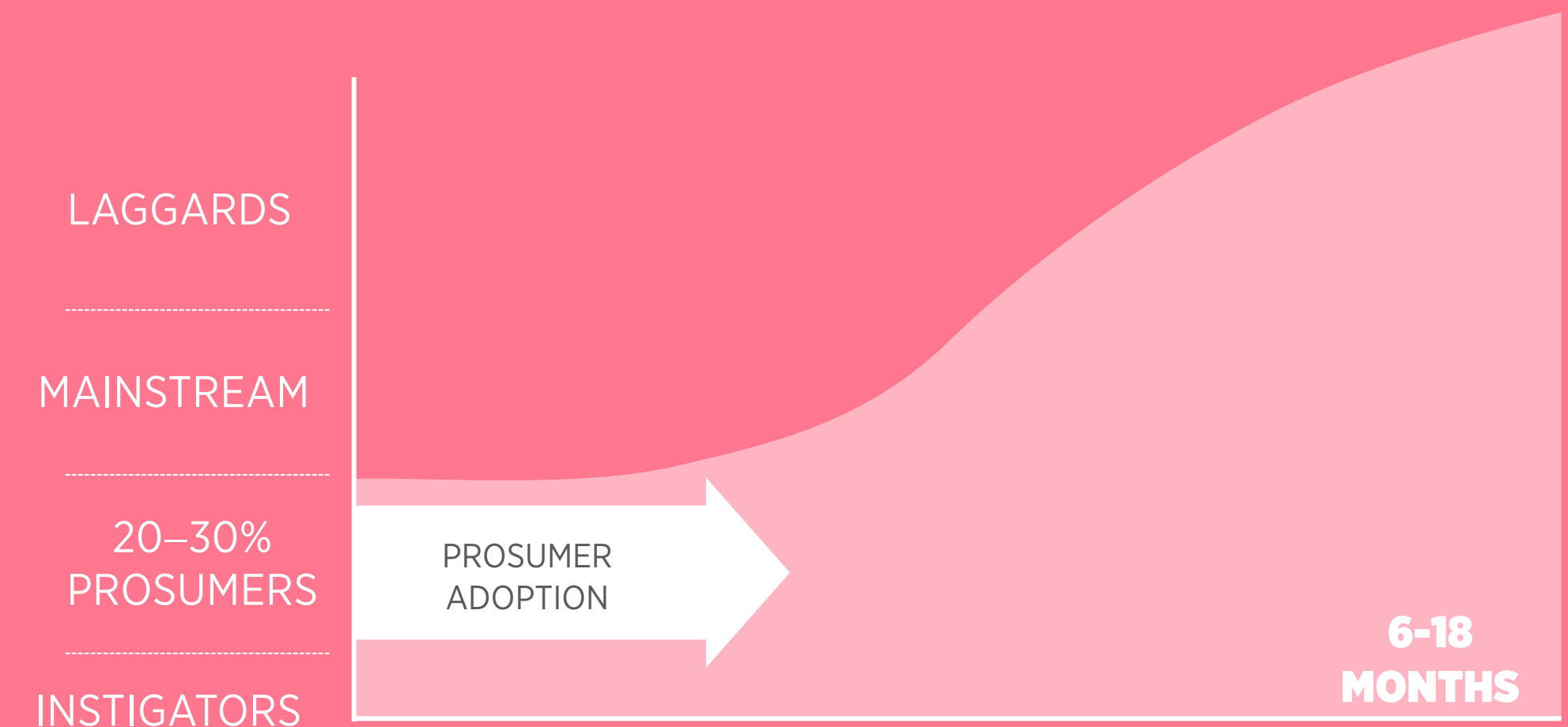
WHO ARE PROSUMERS?

In 2004, the first global Prosumer study was conducted in nine countries. In the ensuing years, Havas Group's Prosumer studies have become instrumental in predicting emerging trends in consumer attitudes and behaviors.

Prosumers are today's leading influencers and market drivers. What Prosumers are doing today, mainstream consumers will likely be doing 6 to 18 months from now.



Australia • Belgium • Brazil • Bulgaria • Cambodia • Canada • Chile • China • Colombia • Czech Republic • Denmark • Estonia • France • Germany • Hong Kong • India • Indonesia • Ireland • Italy • Japan • Korea • Lithuania • Malaysia • Myanmar • Netherlands • Norway • Philippines • Poland • Portugal • Russia • Saudi Arabia • Spain • Thailand • United Arab Emirates • United Kingdom • United States • Vietnam



Source : Havas Worldwide Prosumer survey, 2019

Truth

01

THE FAIRYTALE SYNDROME

THE FANTASY OF ETERNAL LOVE HAS MADE THE LOVE QUEST EVEN MORE UNATTAINABLE

80%

I still believe love can last forever

69%

People who spend their lives without (a) romantic partner(s) are missing out on an important part of life

VS.

+79%

Est. global growth in divorced population, 2000–2030

2

years—the average length of the in-love experience

Showing Prosumer responses; % agreeing strongly/somewhat

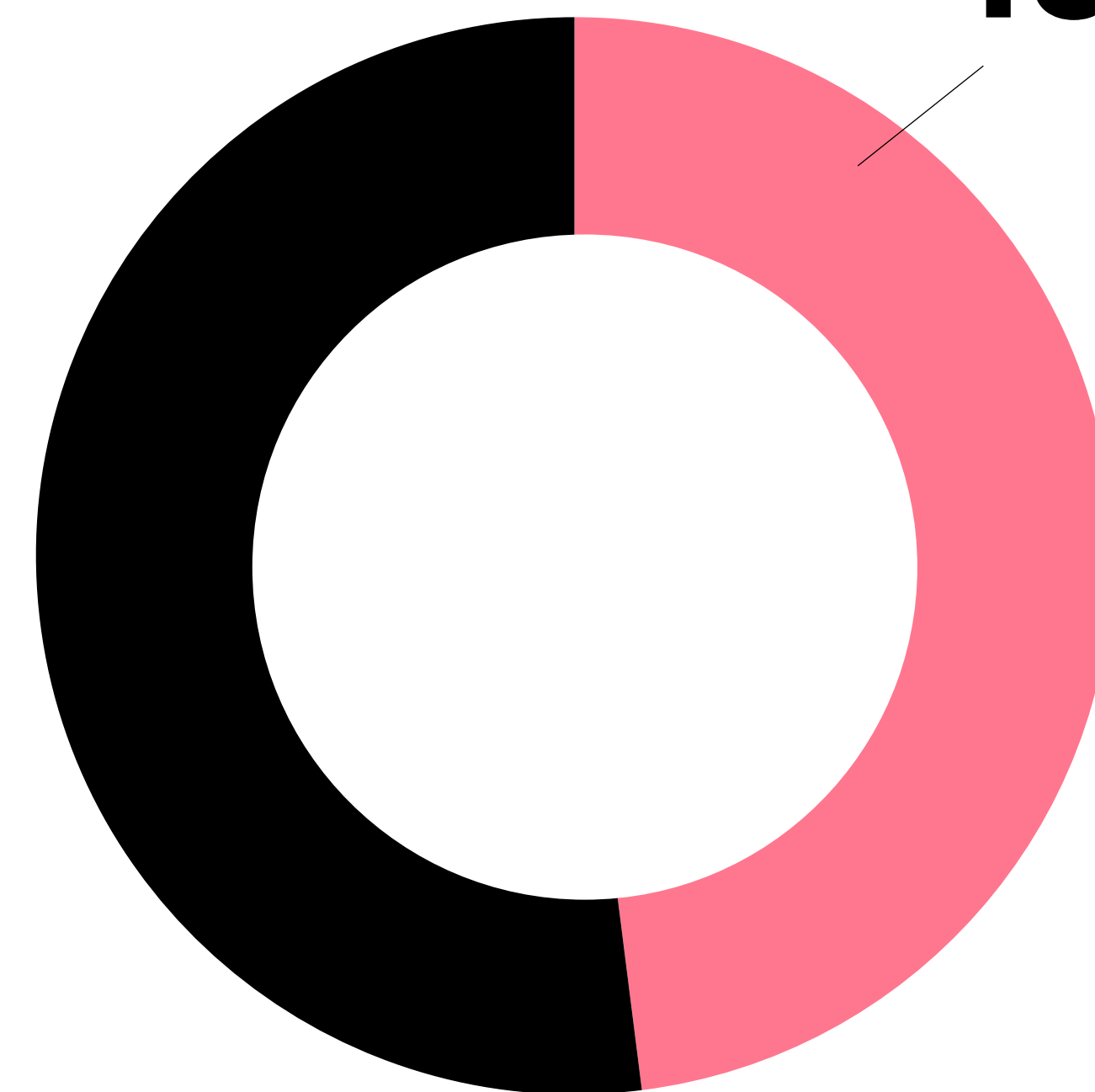
Truth

02

DATING GETS DAUNTING

FINDING LOVE IS NOT
AN EASY GAME

48%



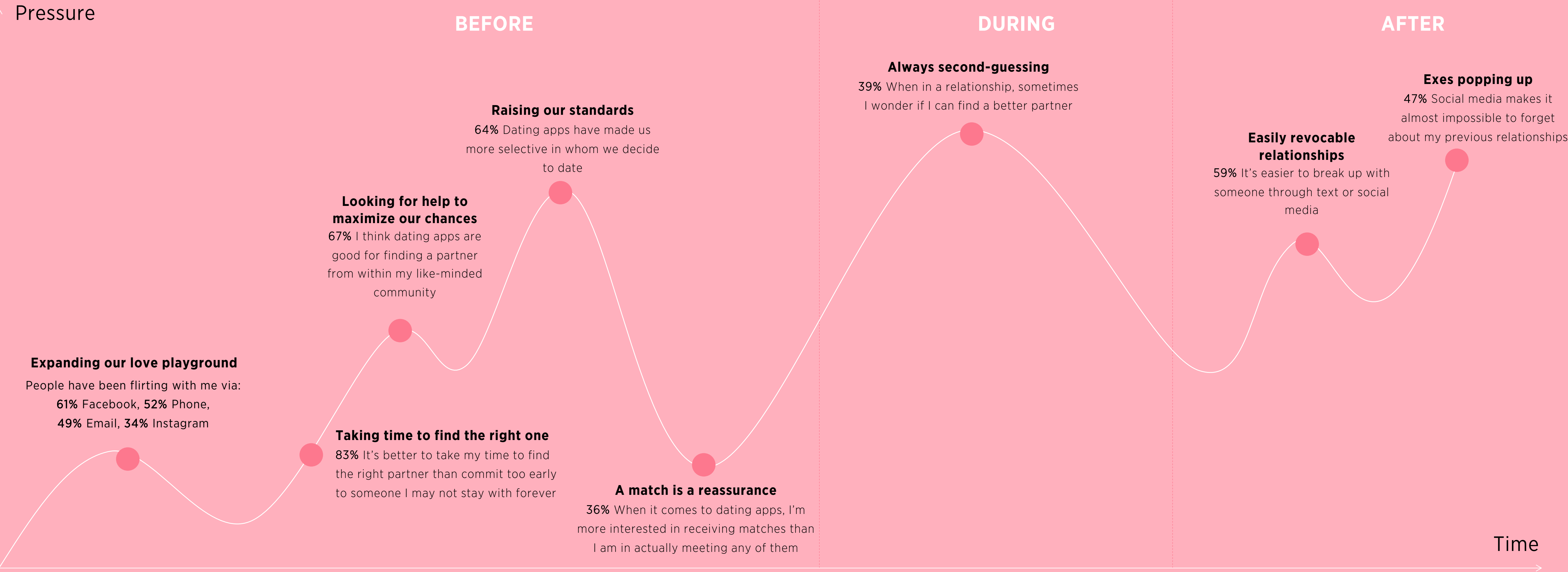
Dating was easier for earlier generations

Showing Prosumer response; % agreeing strongly/somewhat

Truth
03

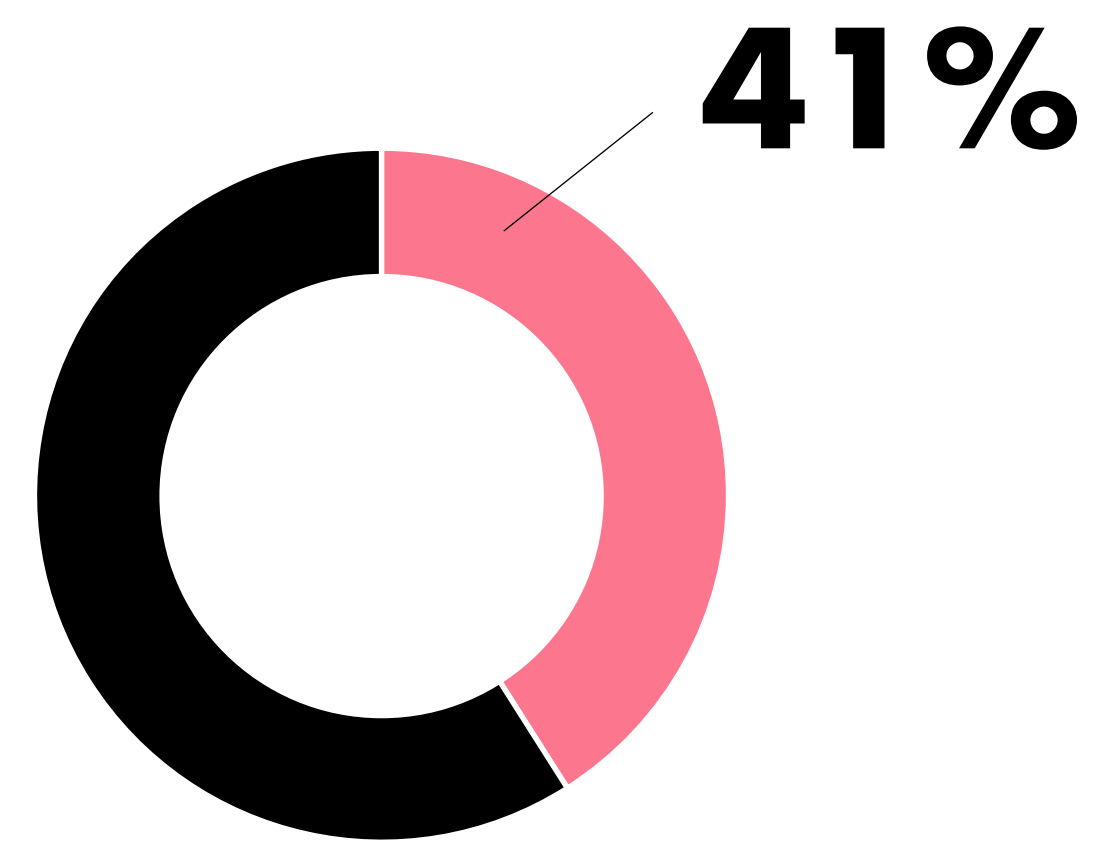
FROM ETERNAL LOVE TO ETERNAL DATING

ALWAYS SEEKING & NEVER SATISFIED

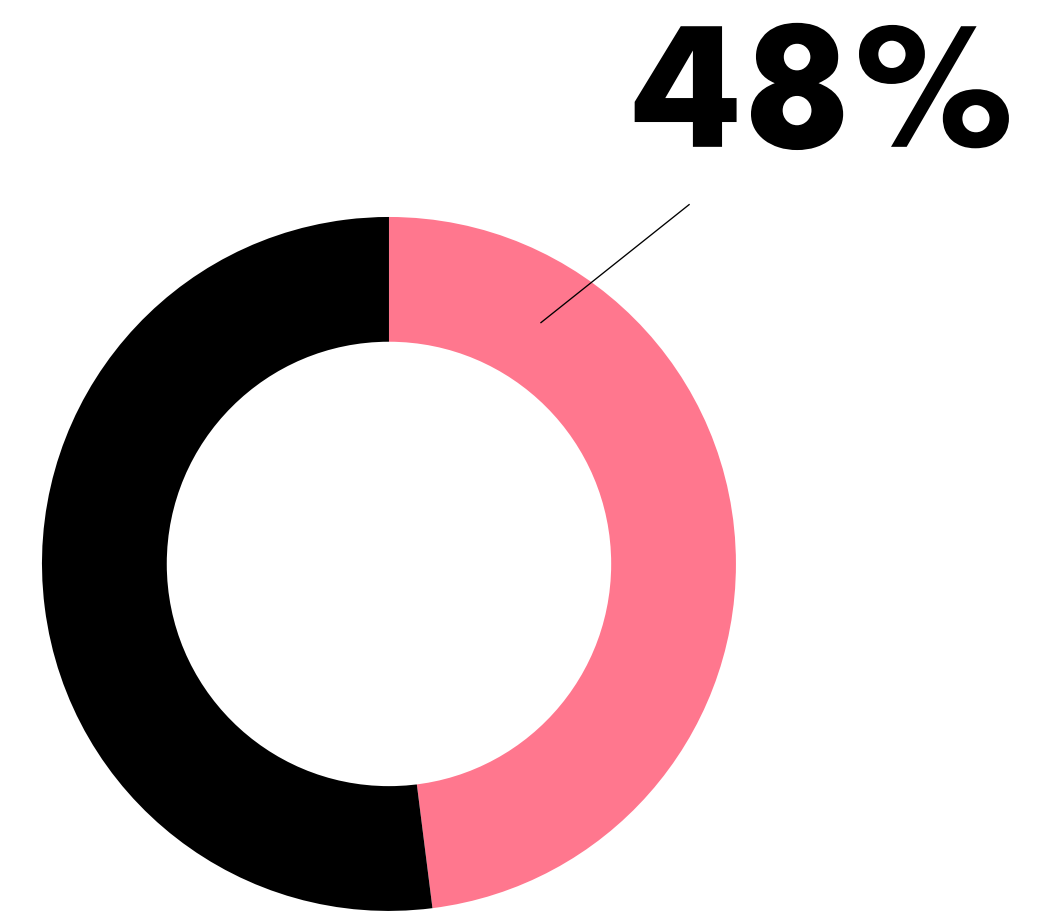


SEX MACHINE

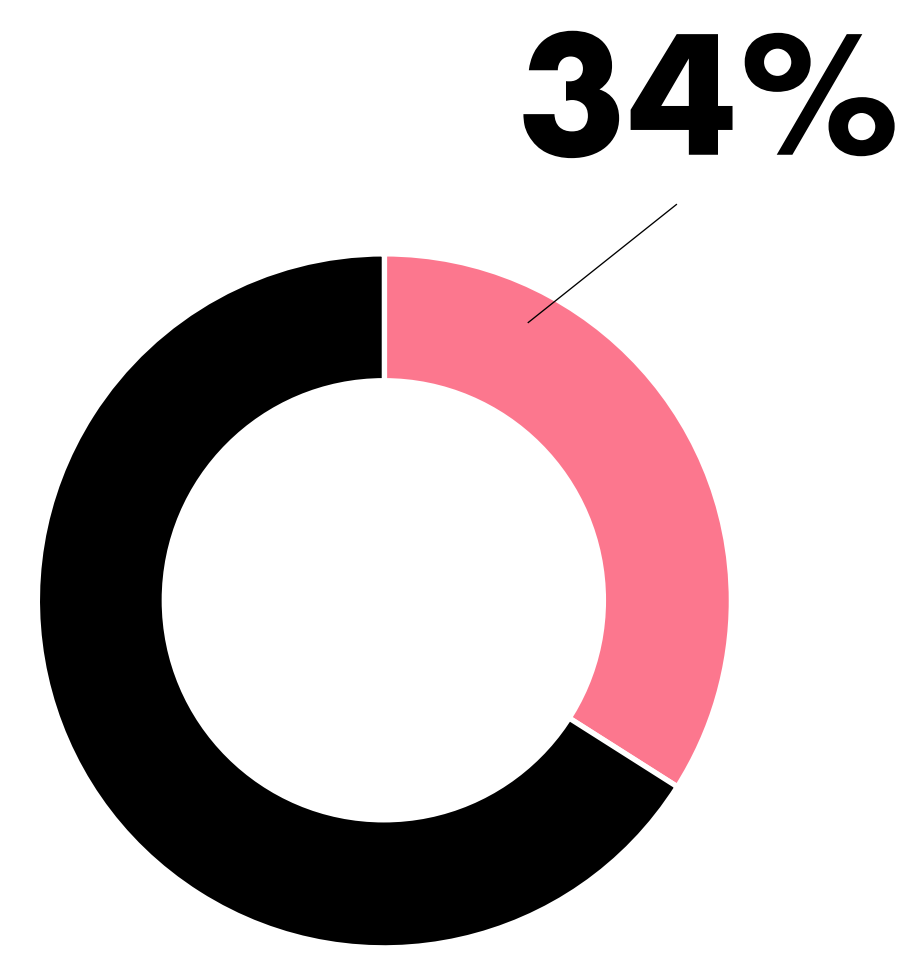
PEOPLE HAVE BECOME PERFORMANCE-OBSESSED AND ANXIOUS TO MEET THE STANDARDS



In the future, I would be willing to monitor my sexual activities and performance for improvement



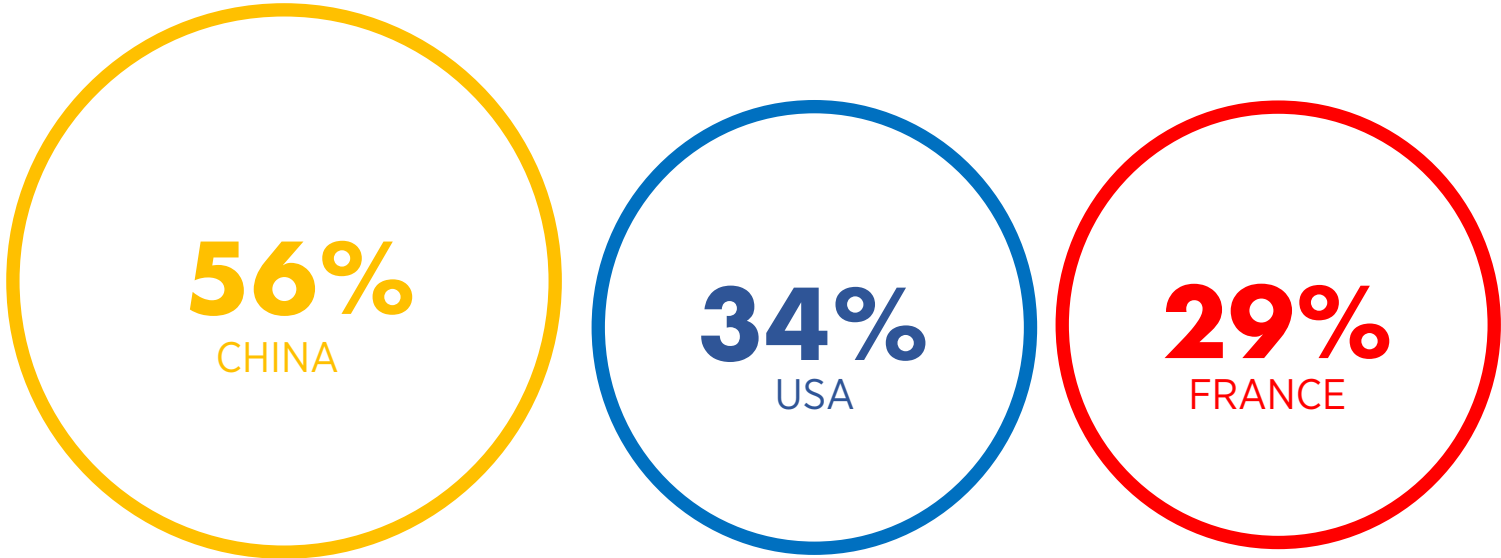
Sex has nothing to do with falling in love



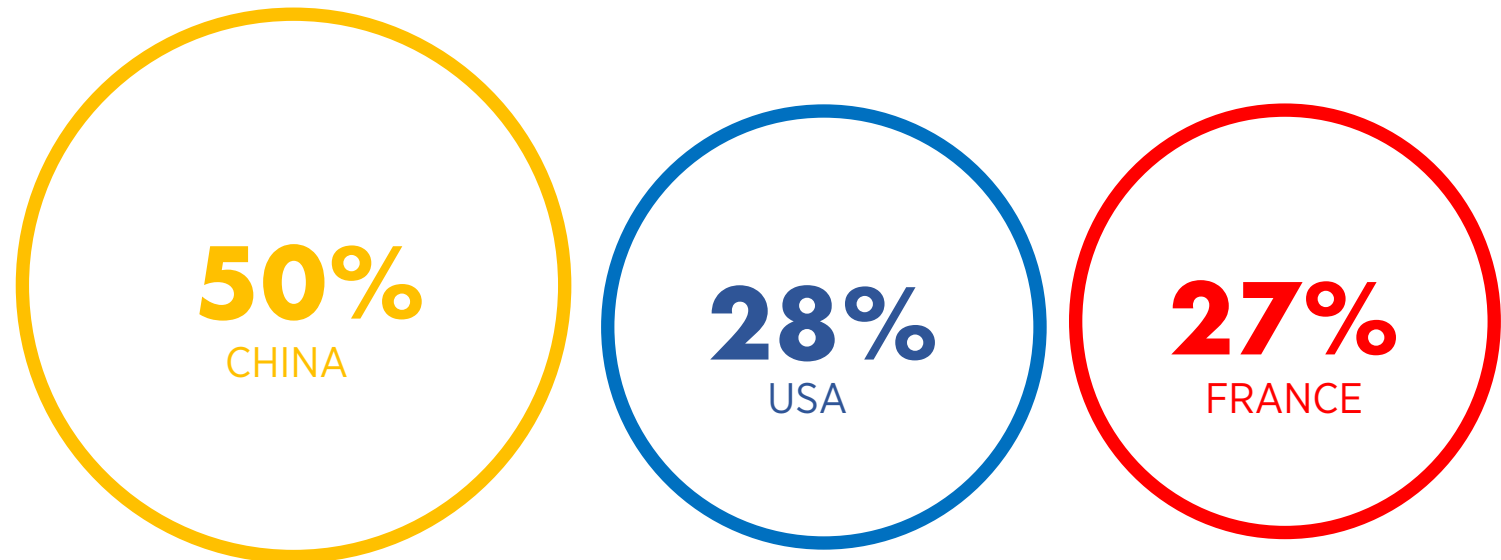
Porn helps me improve my sexual prowess

FOLLOW YOUR HEART.. OR ALGORITHMS?

FOR THE CHINESE, NOTHING IS SAFER
THAN TRUSTING AN ALGORITHM



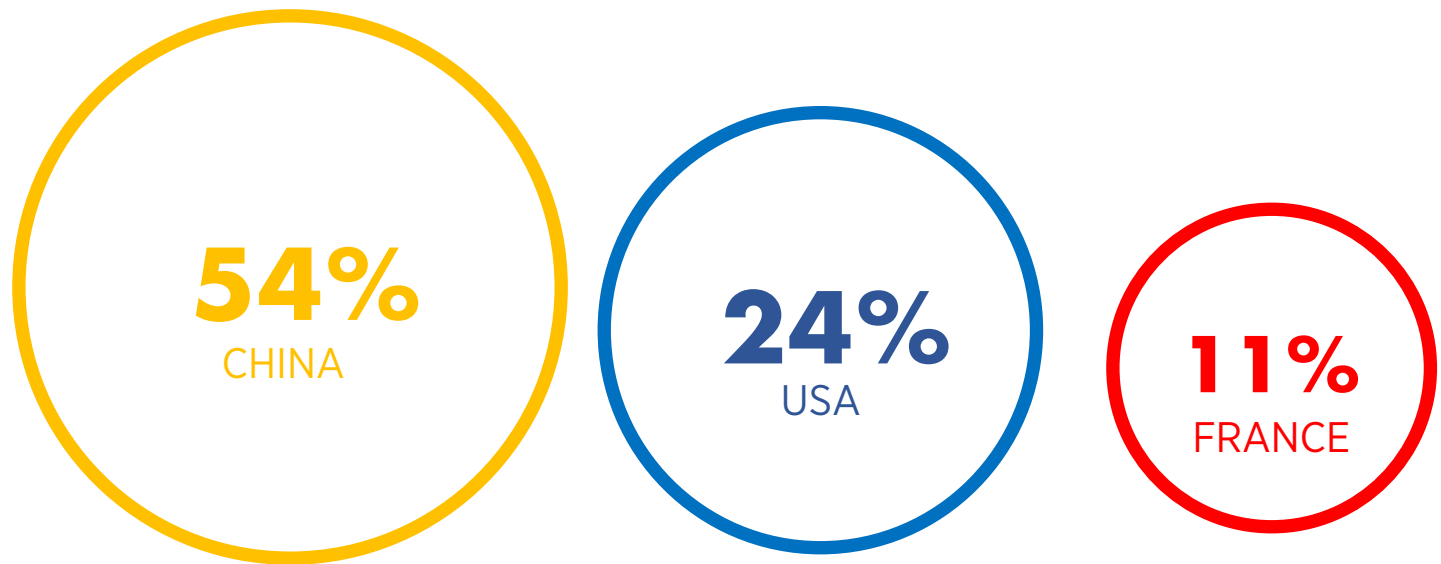
In the future, artificial intelligence will be able to tell us if we are really in love and in a sustainable relationship



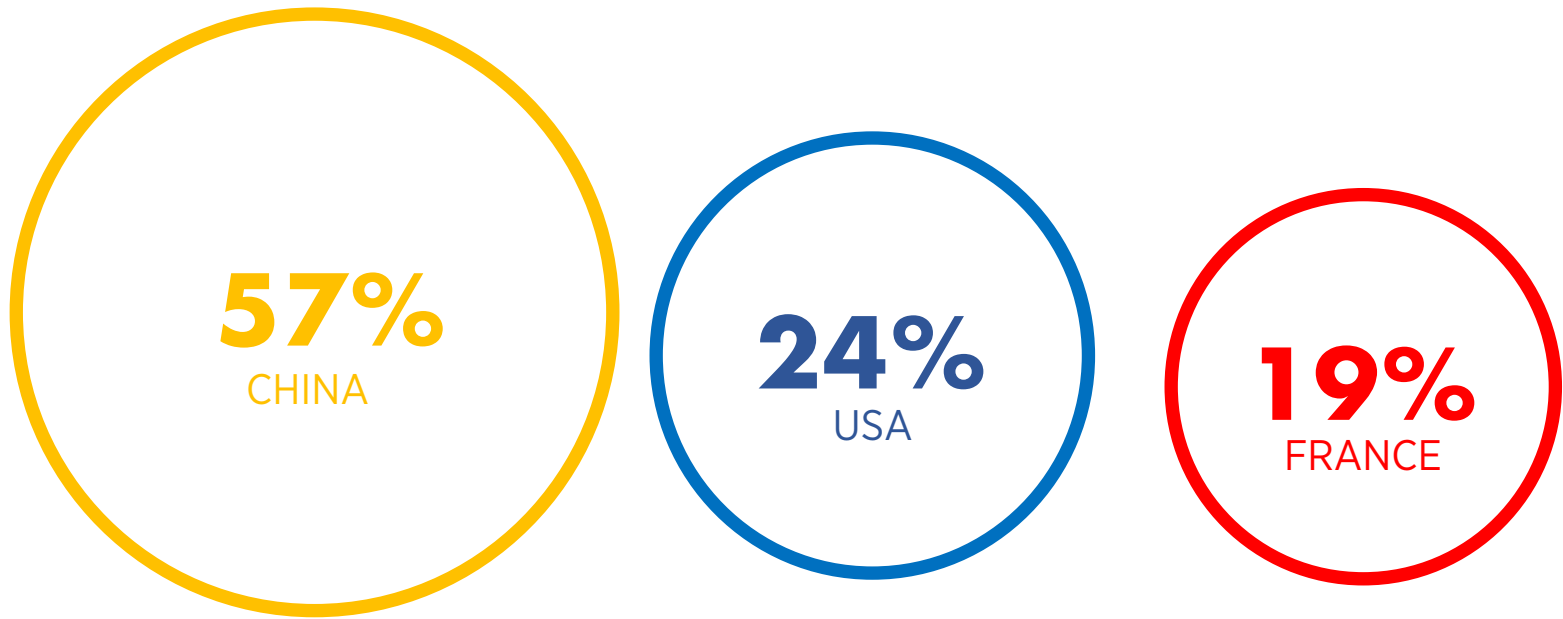
I would trust an algorithm to help me find my soulmate

DON'T TRUST YOUR GUT, BUT YOUR TESTS

I'LL SHOW YOU MY GENES IF YOU SHOW ME YOURS



Before investing in a long-term relationship, I would like to know the DNA profile of my partner

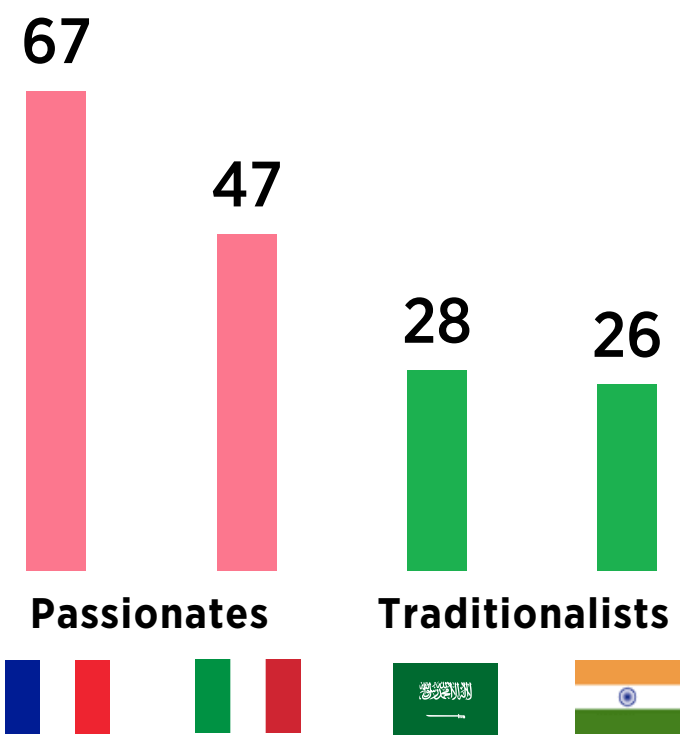


In the future, I would like dating apps to incorporate DNA match analysis

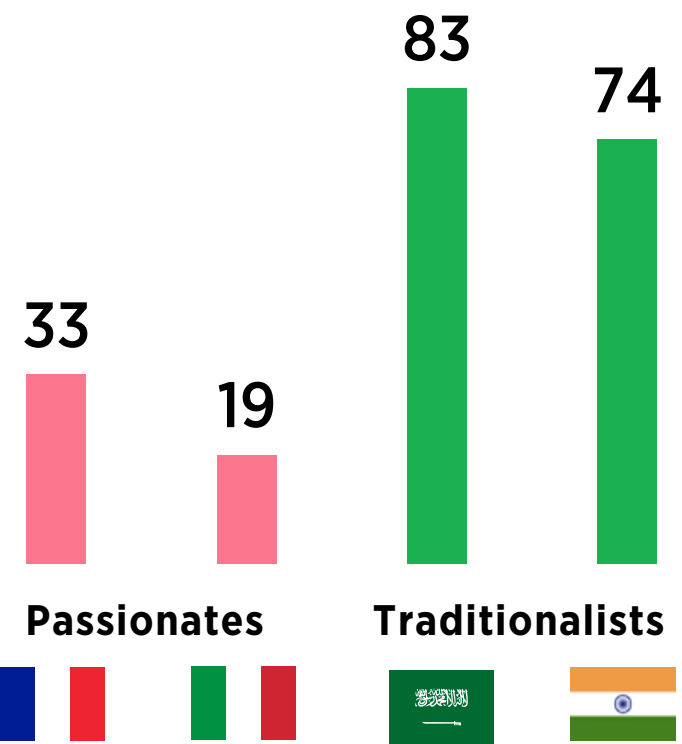
LOVE AROUND THE WORLD

SOME COUNTRIES STILL PLAY THE “GAME OF LOVE & CHANCE,” WHEREAS FOR OTHERS IT’S A FAMILY AFFAIR

To find love, I trust random encounters



To find love, I trust my family



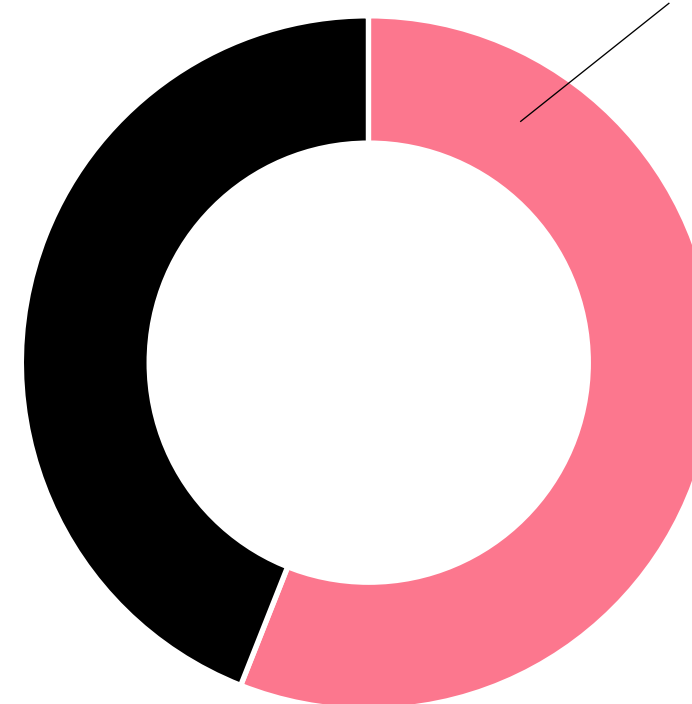
Truth

08

#METOO

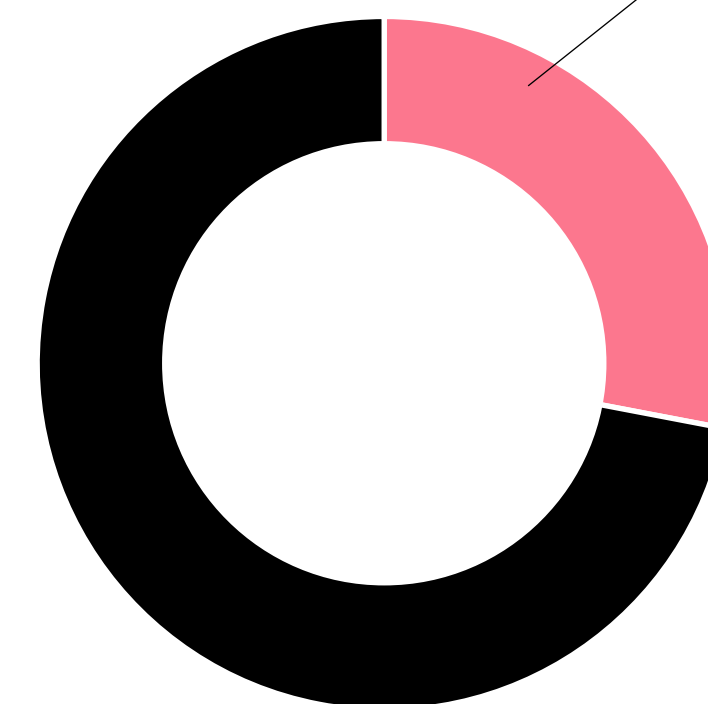
STATUS: IT'S COMPLICATED

56%



I think the Me Too movement is a good thing for society

28%



I think the Me Too movement has made relationships between men and women more complicated

WHO WE ARE

Havas Group is one of the world’s largest global communications groups, bringing together 20,000 people in more than 100 countries. Havas is part of **Vivendi**, a world-class content, media, and communications group with European roots, whose other businesses include Universal Music Group, Canal+ Group, Editis, Gameloft, and Dailymotion. The companies work together cohesively as an integrated group to create greater value.

Click to learn more about [Havas’ Prosumer Reports](#).

Love in the Digital Age



iSeduce: Upgrading Our Relationship Game Through Technology

