



**Media Release - 13<sup>th</sup> February 2019**

## **It's Valentine's Day - Australian survey finds that 65% of men are believers**

To gain a better understanding of certain romantic beliefs 845 Australians of both genders were surveyed by Better Place Australia about their opinions and attitudes towards three common themes of romantic ideals relating to *'there can only be one true love for me'*, *'all you need is love'* and *'love at first sight'*. There are 24 different dating and relationship reality television series in Australia. The popularity of such programs about love and romance suggests that some traditional notions of romantic love have yet to call it a day within our culture.

Serge Sardo the CEO of Better Place Australia says, "To our surprise men generally have higher levels of romantic beliefs than women. When comparing results between men and women, we see that 65% of men agree that *all you need is love* compared to 57% of women. This rate increases to 70% for men aged 30-39 years and 64% for women in the same age group. Men are more inclined to consider that if you truly love each other the relationship will work despite any differences, problems or obstacles.

40% of those surveyed believe that *there can only ever be one true love whom I will be with forever*. Most people are romantic optimists with over 60% of respondents believing that *if another person and I truly love each other, the relationship will work despite any differences and problems*.

The belief in *love at first sight* was agreed to by 45% of respondents, this belief is the one most portrayed by reality TV, and potentially the most unrealistic.

Serge Sardo says, "As a provider of relationship and family dispute services we know that the longer you wait to get married the less likely you are to get divorced and the higher levels of satisfaction you'll experience. The understanding and distinction between an immediate desire and a deep caring love is important. Making a life-long commitment whilst in a state of pressure may not be very prudent, and yet, this is exactly what popular culture is telling us to do."

So, if you're in first phase of attraction enjoy it for what it is and hold off on the wedding plans. Perhaps wait till you transition through the smelly socks, interfering parents, irritating habits and the expanding waistlines before you say, "I do".

**Serge Sardo is available for interview - 0439 578 277. He is also available to travel to Melbourne Studios**

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*Serge Sardo is the CEO of Better Place Australia. Serge is a registered psychologist who has specialised in couple counselling and pre-marriage preparation programs. With an expertise in preventative programs, social policy and advocacy, he has delivered and managed a wide variety of community based therapeutic and prevention services.*

Better Place Australia is a charity that has been providing Family Dispute Resolution support, relationship support, psychological services and financial counselling for over thirty years. From 27 locations, Better Place Australia supports over 8500 clients every year.

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