

Media release For immediate issue

**Want relationship advice? Ask your friends and your mum**

*New eharmony research reveals whose opinions matter most to Aussie daters*

* Aussies are most likely to turn to friends (45%) or ask their mum (21%) for relationship advice
* Almost a quarter (23%) of participants would consider ending a relationship if friends and family didn’t approve
* The top three factors impacting Australian relationships today are communication, family, and culture
* Nearly one third (31%) of Aussies feel outside opinions can have a positive impact on their relationship
* 44% of men say they wouldn’t tell their partners if someone else had negative opinions about their relationship

In new research commissioned by eharmony, Aussie daters admit that there are far more people involved in their romantic relationships than themselves and their love interest or partner.

Survey participants also said ‘outside noise’ – the influence of family, friends, pop culture and society – can have both a negative and positive impact. Religion and culture were also significant factors impacting relationships.

Further, the research exposes who has the greatest sway on whether daters pursue or ditch romantic relationships.

**Mum’s (still) the word**

A fifth (21%) of all survey respondents (and 26% of women) turn to their mum for relationship wisdom – the second-highest rating following friends (45%). Dads were lower down the rankings on 10% which was on par with the internet (10%). Siblings (18%) and counsellors/psychologists (17%) came in third and fourth as go-to sources of relationship advice.

More than a quarter (27%) choose not to consult any external support or resource, preferring to work through issues on their own or with their partner.

**Influence of beliefs and background**

While Australia is a largely secular and multicultural society, one-in-five (21%) of daters said that their strong religious beliefs impact romantic relationships, and almost the same number (22%) said this applied to their cultural beliefs.

On the flipside, 41% of Australians believe cultural differences have less impact than in the past; and 37% said religion was irrelevant to their relationships.

**Who has most sway and say**

27% of survey participants believe their close friends’ views could upset the romantic apple cart. Families are slightly more influential, with 31% impacted by their opinions.

Almost a quarter (23%) said they’d consider ending a relationship if it didn’t feel validated or approved by friends and family.

**Rom-coms set unrealistic ideals**

Interestingly, 62% of women and 59% of men feel the media (TV, movies and celebrities) create unrealistic expectations of what a relationship should look like. More than half (55%) of women and 42% of men believe relationships are impacted by social media, while smaller numbers (28% and 38% respectively) said the internet was an influential factor.

**Taking advice with a grain of salt**

The majority (61%) of respondents believe external noise won’t affect healthy relationships, while two-fifths (42%) think you can use constructive opinions about your relationship to make improvements.

More than a third (36%) said they ‘listen [to external opinions] and only act when they feel it is necessary’, while 29% completely ignore outside noise and only act on what they think and feel.

Almost half of men surveyed (44%) said they wouldn’t tell their partner if someone expressed a negative opinion about their relationship.

*eharmony relationship psychologist Sharon Draper says:* “It’s unsurprising – and healthy – that people reach out for the support and advice of trusted friends, family members and professionals about relationship matters, particularly if you’re seeing signs of concerning attitudes or behaviours.

“As the survey results highlight, many people recognise that considering others’ observations and advice – and the lived experience of our parents – can be constructive and beneficial to relationships.

“While most of our family and friends genuinely have our happiness at heart, be mindful that sometimes their opinions may be affected by self-interest or even jealousy about how your romantic partnership – and lifestyle – may impact their relationship with you.

“What’s important is to weigh up the varying views and make sure any decision is your own.”

**– ENDS –**

For further information, please contact:

Chriss Mannix Keryn O’Donnell

Soda Communications Soda Communications

M : 0418 408 035 M : 0418 603 663

E: chriss@sodacommunications.com.au E: keryn@sodacommunications.com.au

**Research methodology**

Unless otherwise stated, the new research was conducted by Pure Profile on behalf of Soda Communications in 2023, among a nationally representative sample of 2000 Australian adults (18+).

**About**[**eharmony.com.au**](http://www.eharmony.com.au)

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.au](http://www.eharmony.com.au) or download the app available on both [iOS](https://apps.apple.com/us/app/eharmony-the-dating-app/id458272450) and [Android](https://play.google.com/store/apps/details?id=com.eharmony&hl=en_US&gl=US).