



## Princess Cruises Celebrates Love with Insights on Soulmates

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### Valentine's Day Survey Says 76% of Americans Believe There's a Soulmate for Everyone; But More than One in Three (36 percent) Still Searching

SANTA CLARITA, Calif., Feb. 6, 2015 /PRNewswire/ -- With Valentine's Day around the corner, it's that time of year when people around the world wonder if 2015 will be the year for true love. According to the Princess Cruises *Outlook On Love: The Soulmate Survey*, many Americans still feel they are missing the boat when it comes to finding that special someone they connect with on the deepest level but they are incredibly optimistic that their soulmate is out there.

According to the national poll conducted by leading survey firm Wakefield Research on behalf of Princess Cruises, more than one in three (36 percent) say they haven't found their soulmate and 71 percent of those without a soulmate don't like their chances of finding one in 2015. Yet, Americans may be romantics after all. Nearly two in three (64 percent) feel soulmates are a reality rather than a fantasy (36 percent). And 76 percent of Americans believe there is a soulmate for everyone – with Millennials leading the way at 84 percent.

So, how does someone avoid soulmate sadness by finding that one true love? *The Soulmate Survey* revealed insights from respondents who were asked to do some soul-searching and share their romantic journeys.

#### Starboard and Starry-Eyed

Sometimes it takes several tries to find that perfect someone, and there's no shame in that. On average, Americans report experiencing four relationships before finding their soulmate. But when it happens, 65 percent feel that a person knows right away that they've found their soulmate. Even more Millennials – 72 percent – think people know right away when they've found their soulmate.

#### Looking for Love in All the Wrong Places?

Americans having trouble finding a soulmate may be looking in the wrong direction. The most popular reported places to look were social media or dating sites (43 percent), at work (42 percent) and at bars and clubs (35 percent). Only 30 percent look for their soulmate while traveling, suggesting that perhaps it's time to consider looking for someone on the warm sand or the high seas.

#### Dive Heart First

Ever eyed someone from afar and wondered if they were "the one?" More than one in three (38 percent) regret not introducing themselves to that possible soulmate and half (50 percent) of Millennials regret it. It all adds up to taking a chance – stepping off the dock and diving into love when the soulmate feeling hits.

#### And the Award Goes To ...

So, who do Americans turn to for soulmate inspiration? Nearly half of Americans (47 percent) agreed that Brad Pitt and Angelina Jolie take home the statue for "Best Soulmates." Other category nominees include newlyweds George Clooney and Amal Alamuddin (18 percent), Tom Brady and Gisele Bundchen (15 percent) and Jay Z and Beyonce (11 percent). And, in a nod to the upcoming theatrical release of "50 Shades of Grey," its characters Christian Grey and Anastasia Steele came in at 10 percent.

#### The Bright Side

The good news is that true love is far from dead. Ninety-five percent of people in a relationship say their current partner is their soulmate. But, surprisingly, eight percent of married respondents said they don't consider their spouse their soulmate.

"Princess has long been a leader in love on the high seas, thanks to our heritage as the backdrop of the iconic Love Boat television series," said Jan Swartz, president of Princess Cruises. "We've always believed that love and connection is an important part of the guest experience onboard our ships and this survey reinforced that people everywhere continue to look for opportunities to make strong, lasting relationships."

#### About the 2015 Survey:

The Princess Cruises *Outlook on Love Report: The Soulmate Survey* was conducted by Wakefield Research among 1,000 nationally representative U.S. adults ages 18+, between January 26 and February 2, 2015, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18+. The margin of error for this survey is +/- 3.1 percent.

#### About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise and tour company operating a fleet of 18 modern ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million passengers each year to destinations around the globe ranging in length from three to 114 days. Additional information about Princess Cruises is available on the company's website at <http://www.princess.com>. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE: [CUK](#)).

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