

## Single Lifestyles - US - March 2017

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"In the US, singles account for a growing number of adults due to a steady number of marriages and a growing population. Singles are active and often participate in "couples" activities such as traveling or dining out, but are limited in their discretionary spending compared to married adults because a larger portion of their lower household income is allotted to fixed expenses."  
- **Gina Cavato, Lifestyles and Leisure Analyst**

This report looks at the following areas:

- **Singles aren't thrilled with how they are portrayed in the media**
- **Singles feel behind schedule, in terms of lifestage accomplishments**
- **Single women are more likely to struggle with their relationship status**

As the population grows and the marriage rate declines, single adults represent a growing consumer segment. From 2006-16, the share of unmarried individuals increased from 45.2% to 48% of the population aged 15+, resulting in 123.5 million singles. Singles are looking for ways to improve their lives, specifically by focusing on their physical health, career, and finances. Getting married is not an immediate goal for most, as just about one quarter hope to marry in the next five years. Understanding that singles' priorities tend to be less family-centered, successfully reaching them will likely come by appealing to their desire to focus on themselves.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Singles aren't thrilled with how they are portrayed in the media

Figure 1: Portrayal of singles in the media – Difference from married and index to all, December 2016

Singles feel behind schedule, in terms of lifestage accomplishments

Figure 2: Attitudes and expectations, by marital status, December 2016

Single women are more likely to struggle with their relationship status

Figure 3: Singles' attitudes and expectations – Select items, by gender, December 2016

The opportunities

Singles are open to making lifestyle improvements

Figure 4: Singles' goals for the next five years – Difference from married and index to all, December 2016

Singles are concentrating on themselves

Figure 5: Singles' reasons for not being married – Select items, by age, December 2016

Single men may need a boost of empowerment from brands

Figure 6: Portrayal of singles in the media, by gender, December 2016

Singlehood elicits spontaneity and adventure

Figure 7: Comparing activities of singles to non-singles, December 2016

What it means

### The Market – What You Need to Know

Unmarried adults account for nearly 123.5 million people

Share of unmarried adults continues to grow

Youngest and oldest adults are most likely to be unmarried

Blacks are disproportionately least likely to be married

Single women are more likely than single men to buy homes despite earning less

### Singles by the Numbers

Nearly half of all adults are unmarried

Figure 8: Unmarried share of the population, 2006-16

Adults aged 15-29 account for more than four in 10 unmarrieds

Figure 9: Marital status of total population aged 15+, unmarried, by age, 2016

Gender disparity in share of unmarried adults shifts at age 50

Figure 10: Unmarried people aged 15+, by gender and age, 2016

Black adults are most likely to be unmarried

Figure 11: Total population and unmarried aged 15 or older, by race/Hispanic origin, 2016

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## Financial benefits of two-adult households

Figure 12: Household income of adults aged 15+, by marital status, 2016

## Market Perspective

### Homeownership is higher among single women

Figure 13: Composition of home buyer households, by marital status and gender, 2000-16

### Gender wage gap worsens with age

Figure 14: Usual median weekly earnings of full-time wage and salary workers, by gender and age, Q4 2016

## Market Factors

### Share of married adults continues to decline

Figure 15: Percentage of population aged 15+ who are married, 2006-17

### Young adults today are delaying marriage

Figure 16: Estimated median age at first marriage, 2006-16

### Divorce rate continues to decline

Figure 17: Estimated annual number of divorces/annulments and rate, 2000-15

## Key Trends – What You Need to Know

Services and apps make meeting others easy and convenient

Swipe left, swipe right, wink, like, match

Being single doesn't mean you're unhappy or lonely

The "single tax" makes singlehood expensive

Single women may struggle to embrace professional aspirations

Three cheers for being single!

## What's Working?

### Singles turn to different dating sites for specific reasons

Figure 18: Dating apps and services – Select companies, 2016

First comes swiping, then comes meeting in-person

Psychological well-being of older singles surpasses non-singles

Ridin' solo musters up independence, not insecurity

### Retailers push "treat yourself" campaigns for Galentine's Day

Figure 19: DSW Designer Shoe Warehouse "Sisters before misters," February 2017

Figure 20: BCBGMAXAZRIA "Celebrate Galentine's Day in style." February 2017

## What's Struggling?

Single women most likely to downplay their career ambitions

It costs more to be single

In era of digital dating, prioritizing safety of users is important

Some places are better to live than others for singles

## What's Next?

There's a dating app for that

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Figure 21: How to Start Dating with Ona, February 2017

Figure 22: FarmersOnly: The Fishing Date, November 2015

Celebrating the single adult

Traveling "alone" has become safer for women

First came ghosting, then breadcrumbing, and now there's cushioning

## The Consumer – What You Need to Know

Singles can act like married adults

One in five singles use dating apps and services

Lifestyle improvements are top goals for next five years

Dating motivations adjust with age

Singles are less favorable about their media portrayal

Satisfaction with singlehood increases with age

Singles differentiate themselves by their spontaneity

## Activities Done in the Last 12 Months

Singles are active, but not nearly as much as non-singles

Figure 23: Activities done in the last 12 months, by marital status, December 2016

Single men likely feel safer and more financially stable to doing things

Figure 24: Activities done by singles in the last 12 months, by gender, December 2016

Young singles are far more active than older singles

Figure 25: Activities done by singles in the last 12 months, by age, December 2016

Figure 26: Activities done by singles in the last 12 months – Number of activities, by age, December 2016

## Past 12 Month Use of Dating/Non-Dating Services

Dating apps used by more than one in five singles

Figure 27: Activities done by singles in the last 12 months – Apps/services to meet people, by marital status, December 2016

More single men than women are using dating apps

Figure 28: Activities done by singles in the last 12 months – Apps/services to meet people, by gender, December 2016

Young adults are more likely than older adults to turn to dating services

Figure 29: Activities done by singles in the last 12 months – Apps/services to meet people, by age, December 2016

## Goals for the Next Five Years

Health and long-term lifestyle improvement goals beat out marriage

Figure 30: Singles' goals for the next five years – Difference from married and index to all, December 2016

Single women are more motivated to make big, lifestyle changes

Figure 31: Singles' goals for the next five years – Select items, by gender, December 2016

Young singles look to improve their financial situations

Figure 32: Singles' goals for the next five years – Select items, by age, December 2016

Most singles aren't interested in getting married in the next five years

Figure 33: Singles' goals for the next five years – Get married, by key demographics, December 2016

## Reasons for Not Being Married

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Singles haven't met the right person, previously married prefer to be alone

Figure 34: Reasons for not being married, by relationship status, December 2016

Single women are selective and find dating exhausting, men just aren't ready

Figure 35: Citi: "Date" Citi® Double Cash Card Commercial, TV commercial, January 2017

Figure 36: Singles' reason(s) for not being married – Select items, by gender, December 2016

Serious relationships are less desired by youngest singles

Figure 37: Singles' reason(s) for not being married – Select items, by age, December 2016

Reasons for singlehood are shared by both straight and LGBT adults

Figure 38: Reason(s) singles are not married – Top five reasons, by sexual orientation, December 2016

### Portrayal of Singles in the Media

Most singles feel they are negatively portrayed in the media

Figure 39: Portrayal of singles in the media – Difference from married and index to all, December 2016

Single women are more likely to feel empowered

Figure 40: Secret Deodorant | Raise | #StressTest, TV commercial, April 2016

Figure 41: Portrayal of singles in the media – Select positive items, by gender, December 2016

Young singles are more sensitive to how they are shown in the media

Figure 42: How To Be Single - Official Trailer 1 [HD], November 2015

Figure 43: Portrayal of singles in the media, by age, December 2016

LGBT singles demonstrate optimistic portrayals in the media

Figure 44: Portrayal of singles in the media, by sexual orientation, December 2016

### Attitudes and Expectations

Singles are price-conscious, adventurous, and self-critical

Financial security is a struggle for single adults

Solo travel for singles poses an opportunity for self-discovery and enjoyment

Many singles are under pressure and feeling behind schedule

Figure 45: Attitudes and expectations, by marital status, December 2016

Single men appear more comfortable with their current situation

Figure 46: Singles' attitudes and expectations – Select items, by gender, December 2016

Young singles express concerns about living a lonely life

Figure 47: Singles' attitudes and expectations – Lifestage pressures, by age, December 2016

Desire to be in a relationship is more impactful on social media than ads

Figure 48: Singles' attitudes and expectations – Media portrayal of couples and impact on desire for relationship, by key demographics, December 2016

### Comparing Activities of Singles to Non-singles

Being single allows for spontaneity and adventure

Figure 49: Comparing activities of singles to non-singles, by marital status, December 2016

Singles are more open to trying new things . . .

Figure 50: Comparing activities of singles to non-singles – Travel items, December 2016

. . . and are spontaneous purchasers

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Figure 51: Comparing activities of singles to non-singles – Finance items, December 2016

Singles recognize their less healthy eating habits

Figure 52: Comparing activities of singles to non-singles – Health items, December 2016

Singles feel more up-to-date on the latest technology

Figure 53: Comparing activities of singles to non-singles – Technology items, December 2016

### Appendix – Data Sources and Abbreviations

Data sources

Supporting data

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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