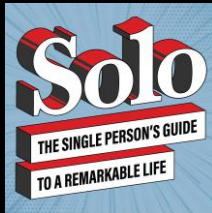
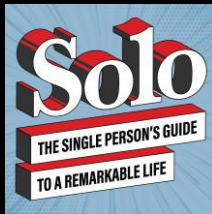


single living in a world built for two

@petermcgraw



	<u>1960</u>	<u>2020</u>
unmarried adults	28%	48%
average age of first marriage	21	29
one-person households	7%	28%



# rise of one-person households

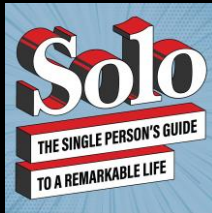


# relationship escalator

“...the default bundle of societal expectations that dictates a pre-determined order of steps couples follow as they get more committed to each other.”

rules: merging, hierarchy, and consistent romantic & sexual monogamy

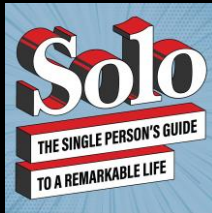
benefits: financial, social, and moral



world  
built for two

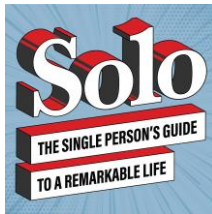
<b>Label</b>	<b>Score</b>	<b>Label</b>	<b>Score</b>
My beloved	87	Single	51
Wife	85	Solo	50
Husband	84	Unmarried	50
Life partner	82	Bachelor	50
Significant other	81	Peter Pan	41
Married	80	Lone wolf	39
Bride	80	Widowed	35
Long term relationship	79	Loner	34
Girlfriend	79	Separated	30
Better half	77	Cat lady	30
Groom	76	Divorced	25
Boyfriend	73	Spinster	23

symptom of society's decline

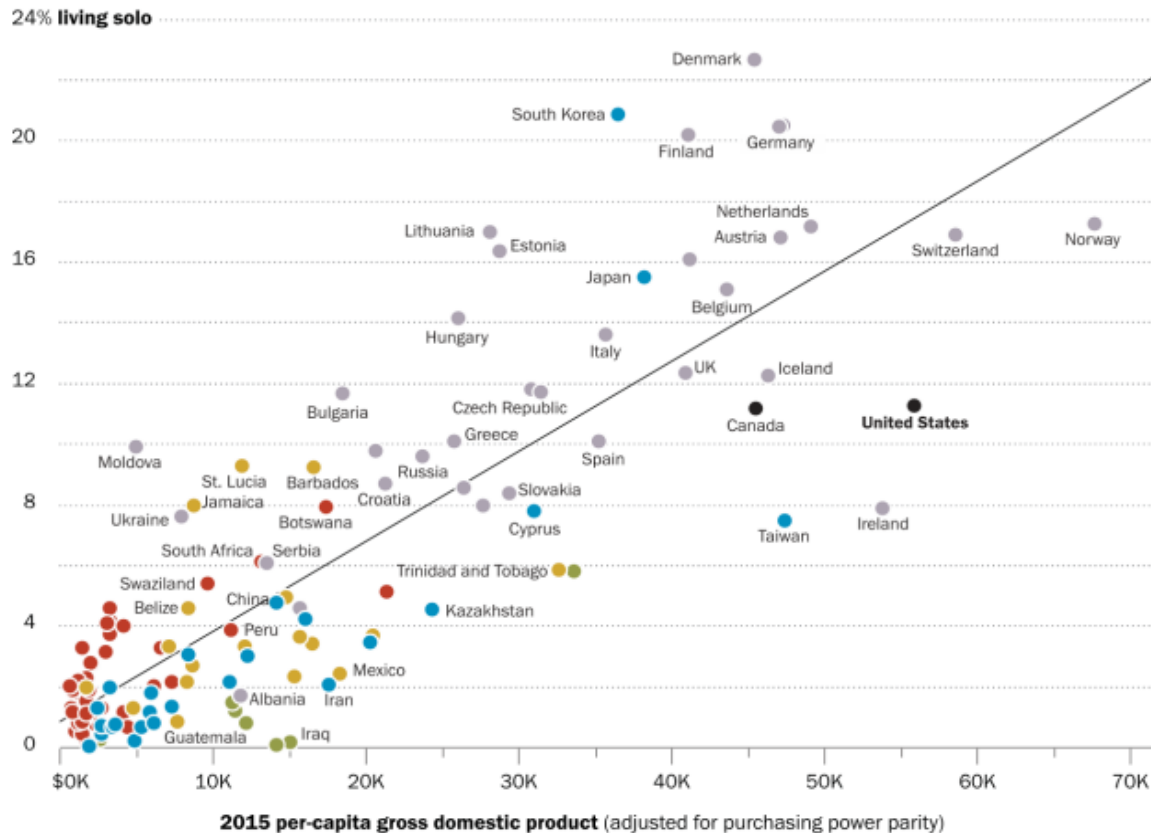


rise of  
singles is  
associated with:

- delay of marriage
- divorce
- longevity
- immigration
- innovation
- rise of women
- singles beget singles



rise of  
one-person  
households  
is more common  
in wealthier countries



Note: GDP data are not available for Kosovo, the Palestinian territories, Puerto Rico or Somalia.

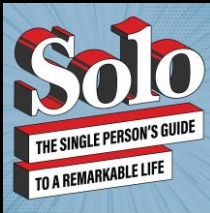
Source: Pew Research Center analysis of 2010-2018 census and survey data. See Methodology for details. GDP data are in U.S. dollars and come from the International Monetary Fund.

"Religion and Living Arrangements Around the World"

PEW RESEARCH CENTER



selfish and broken

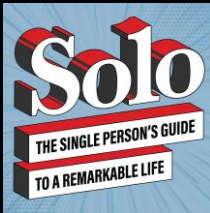


singles

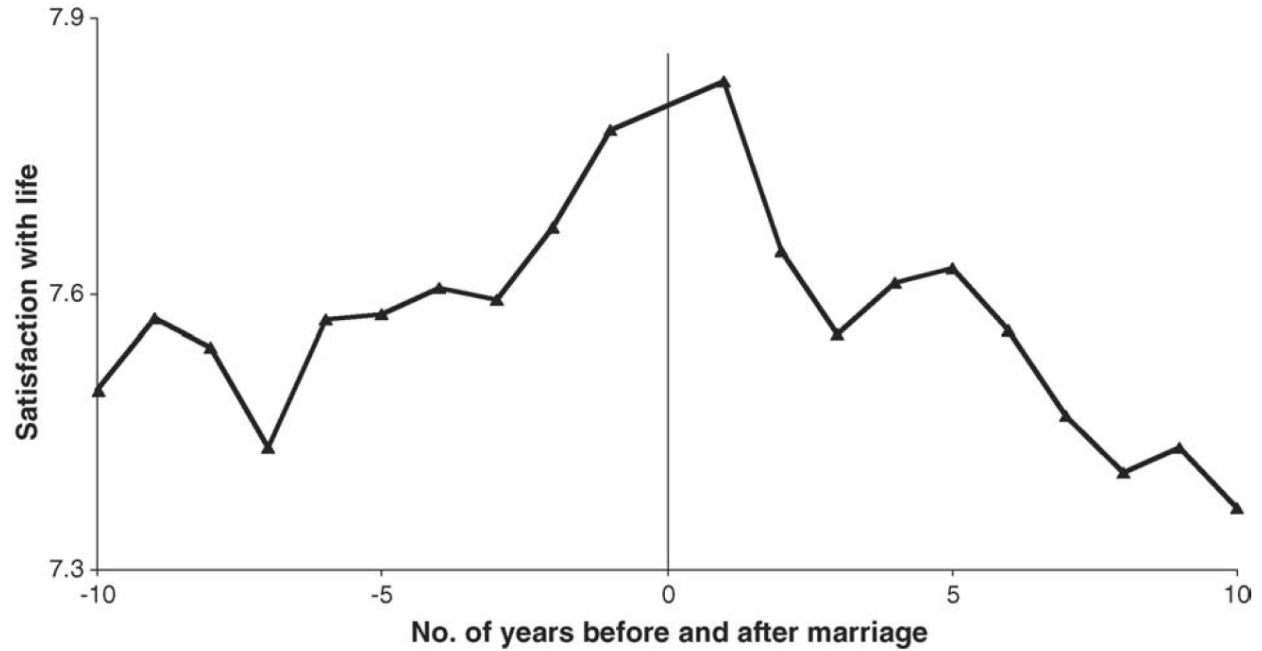
contribute:

- charity
- caregiving parents
- community involvement
- arts, science, and entrepreneurship

sad, lonely, and desperate to settle down

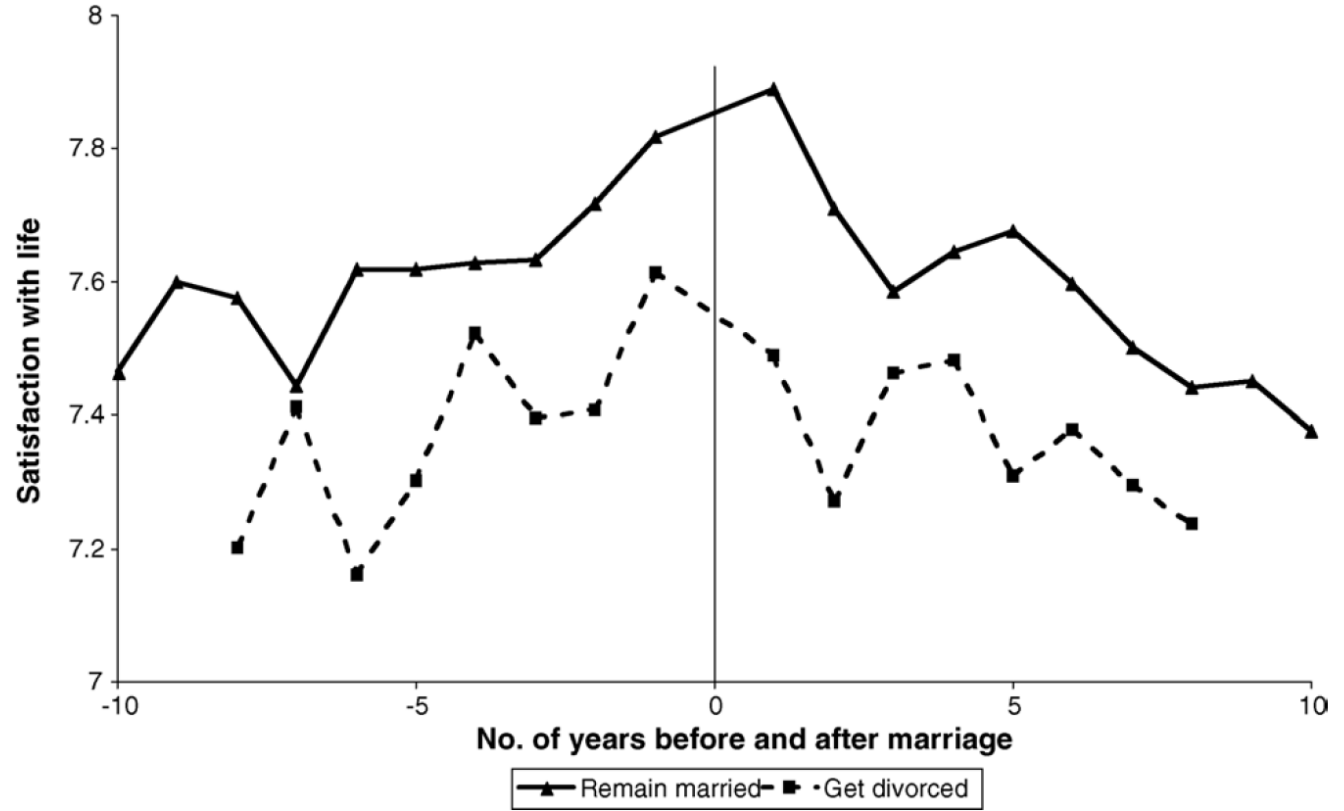


getting married  
doesn't make  
you happy:



*(Stutzer & Frey, 2003)*

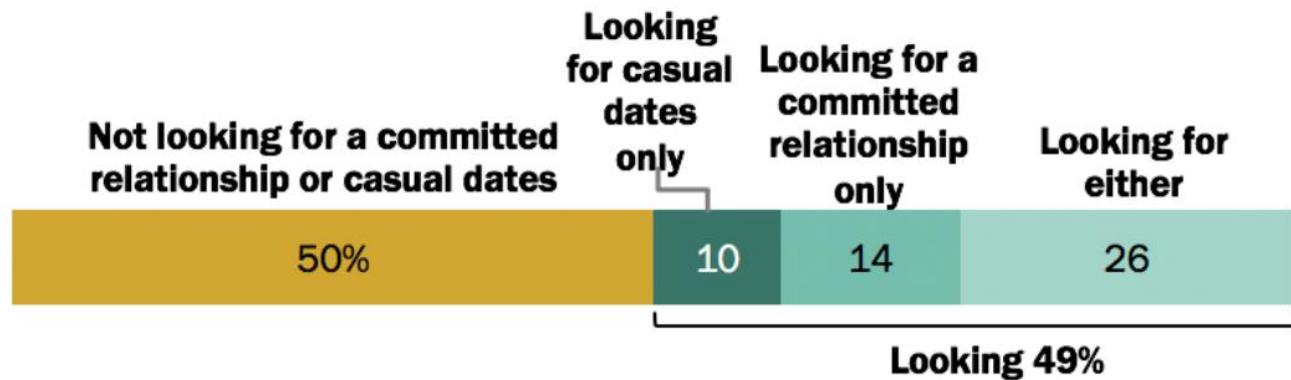
getting married  
doesn't make  
you happy:



*(Stutzer & Frey, 2003)*

half of  
singles are not  
looking to date

*% of single adults saying they are currently ...*



*(Pew Center, 2020)*

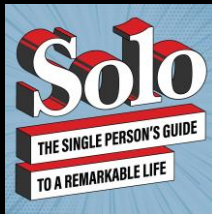
single vs. solo

“someday”

“just may”

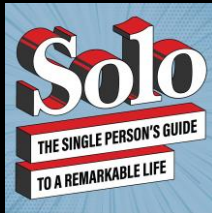
“no way”

“new way”



# what married people can learn from solos

complete, independent, unconventional



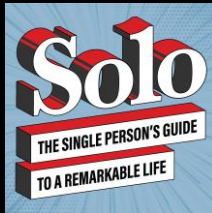


case:  
doing things alone

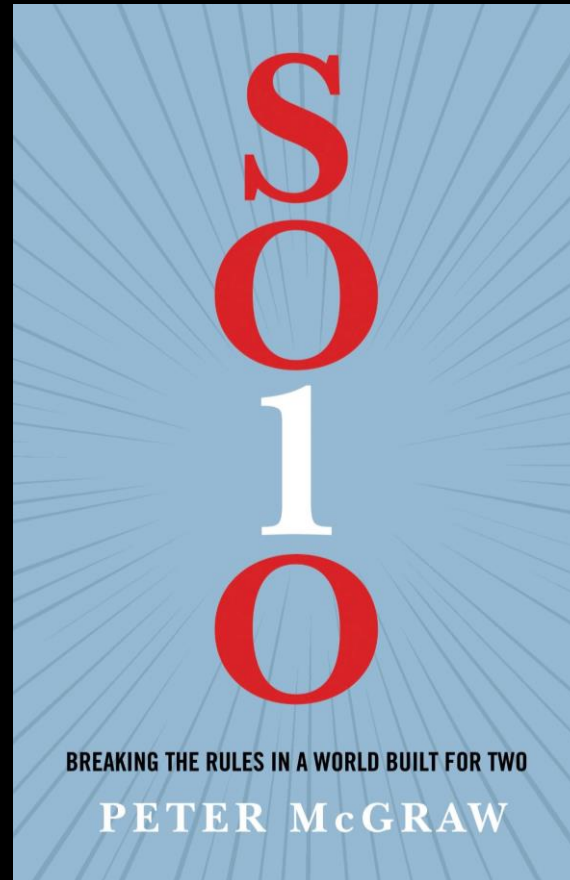
## Single vs. Married Differences in Doing Things Alone:

ACTIVITY ALONE	SINGLE	MARRIED	DIFFERENCE
Movie	58%	25%	33%
Theatre	51%	21%	30%
Bar	49%	20%	29%
Museum	58%	31%	27%
Concert	42%	16%	26%
Hiking	65%	41%	24%
Casual Dining	64%	41%	23%
Fishing/Hunting	53%	30%	23%
Fine Dining	34%	11%	23%
Dinner Party	47%	26%	21%

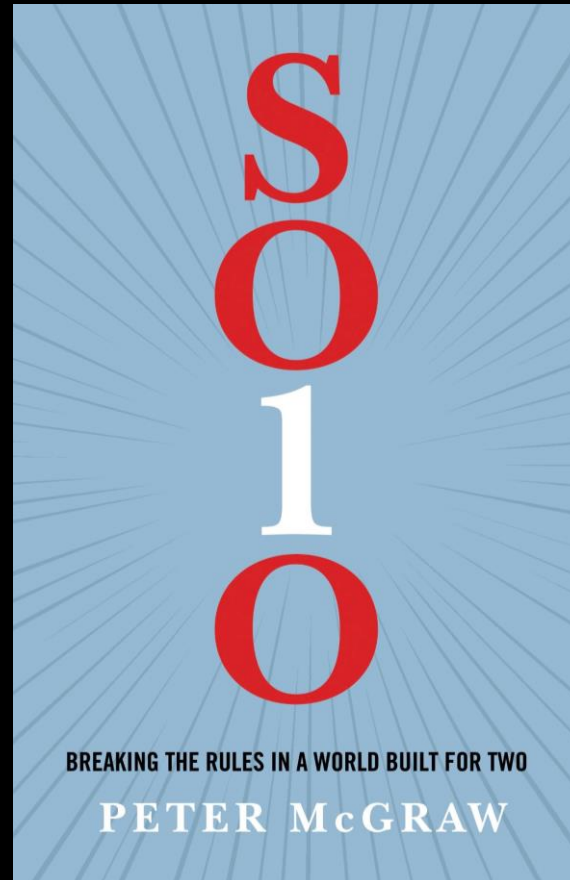
questions



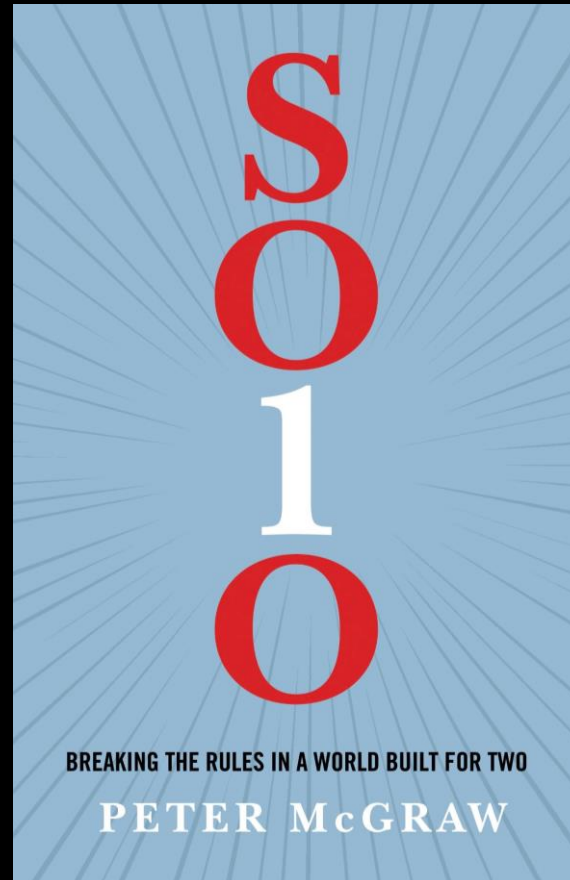
thank you



thank you



thank you



# Rise of Singles in the U.S.

<i>1970</i>		<i>2020</i>
36%	Unmarried adults	48%
17%	One person households	28%
22.0	Median age of first marriages	29.3