

Singles in America Survey

January 2023 • The Harris Poll Thought Leadership Practice





Methodology

This survey was conducted online within the U.S. by The Harris Poll from January 20th to 22nd, 2023, among a nationally representative sample of 2,004 U.S. adults.

This research includes 700 singles and 1,262 of those who are not, as well as 181 Gen Z (ages 18-25), 611 Millennials (ages 26-41), 522 Gen X (ages 42-57), and 655 Boomers (ages 58 and older).





Top Highlights

- 117.6 million Americans or 46% of those aged 18 and over are single, according to the U.S. Census Bureau statistics
- A quarter of Americans, including 35% of Gen Z, say “I am not looking for a relationship”
- Eight in 10 Americans say that “you don’t need to get married to have a happy and fulfilling life,” with half of singles explicitly saying that they prefer to be alone, and that “singlehood is the most meaningful, authentic, and fulfilling way of life”
- Almost seven in 10 (68%) believe that in our society, the stigma of being single is gradually diminishing, as half say “I’m noticing that more and more people in my circle are deliberately choosing to be single”
- Single Americans enjoy having more time to focus on their passions, growth, and career, with 86% saying they love “having more time to pursue my interests and passions.” Many like the freedom to design a fulfilling lifestyle and financial autonomy, with 82% stating that they enjoy “not worrying about a partner’s debt or financial obligations”
- Being single appears to help Americans navigate their finances, as seven in 10 say that “being single taught me how to work with my money really well” and a similar percentage say “I feel financially empowered and more in control by being single”
- Three-quarters of Americans say that it can be more affordable to be in a relationship (e.g., splitting rent, bills, etc.), with eight in 10 singles saying they’d like to see the government offer more tax brakes for single people
- Eight in 10 Americans believe that finding the right partner is harder than finding the right job
- Six in 10 singles say that “dating is becoming an unaffordable luxury”
- Inflation is impacting dating choices, as seven in 10 are choosing an activity, such as hiking, instead of going out to eat or drink, 55% are open to hosting a first date at home, and 44% are open to going on a virtual date
- 41% of men say they wouldn’t be open to splitting the check due to rising inflation

What is the state of relationships today?



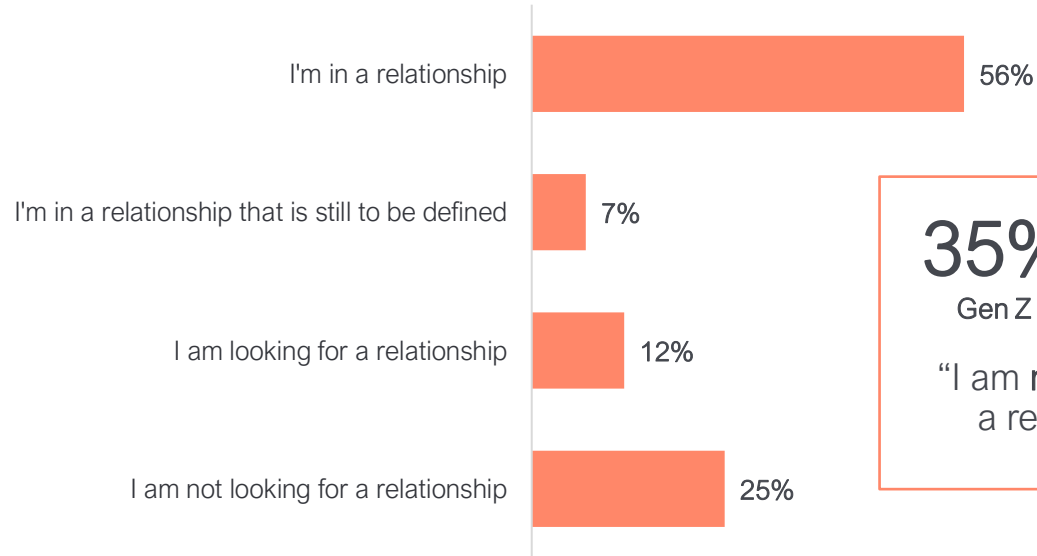


According to the U.S. Census Bureau 46% of Americans identify as single today, from our research we see a quarter of Americans aren't looking for a romantic relationship

What describes you best?

46%
Americans¹

Or 117.6 million Americans, aged 18 and over, identify as single, according to the U.S. Census Bureau statistics.



35% Gen Z **30%** Boomers

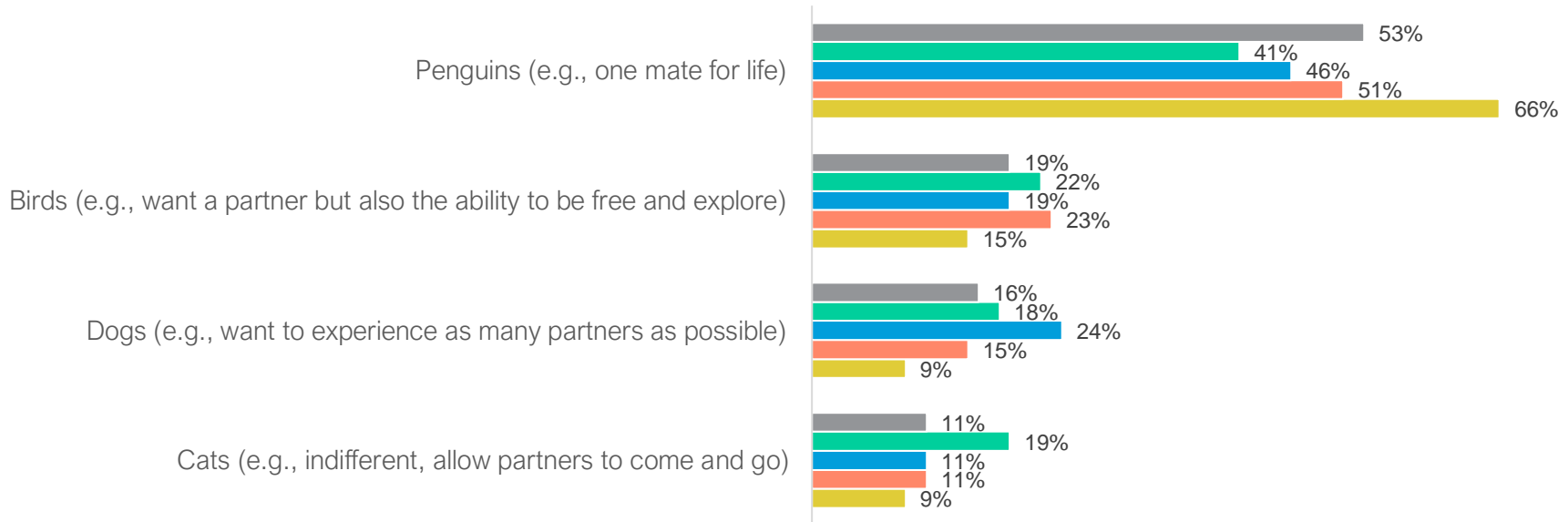
"I am **not** looking for a relationship."



Half of Americans want a mate for life, like penguins, while a quarter of Millennials would be happy with a dog's life

What's your preferred relationship style?

■ Total ■ Gen Z ■ Millennials ■ Gen X ■ Boomers



The story of
being single is all
wrong...
What is it really
like?



Why Do Christmas Films Hate Single People?



Americans believe fulfillment starts with “me” (not just “we”)

Humans love the idea of love, but they can also love being on their own

78%

Americans

“You don't need to get married to have a **happy and fulfilling life.**”

83% Gen X, Boomers
78% Singles

49%

Singles

“I don't long for companionship, I **prefer to be alone.**”

48%

Singles

“**Singlehood** is the most meaningful, authentic, and fulfilling way of life.”

54% LGBTQ
50% Gen Z, Millennials



Americans are tired of the RomCom-ification culture, think being single isn't something to fix – it's its own happy ending

68%
Americans

"I'm tired of media and advertising showing a **false idealistic image** that being in a relationship is the only way to live a happy life."

74% LGBTQ
72% Singles

68%
Americans

"I believe that in our society, the stigma of being single is **gradually diminishing.**"

70% Singles

50%
Americans

"I'm noticing that more and more people in my circle are deliberately **choosing to be single.**"

60% Millennials
58% LGBTQ
56% Gen Z



Being single isn't a story of lacking something, it's a story of space and intentionality

Favorite aspects of being single

More time to focus on passions, growth and career

86%: "Having more time to pursue my interests and passions."

84%: "Focusing more on my personal growth."

79%: "Having more time to grow and develop my career."

Freedom to design a fulfilling lifestyle

84%: "Can move anywhere without considering a partner."

84%: "Freedom to do whatever I want without justification, discussion, or compromise."

82%: "Having more time and energy to dedicate to friendships."

81%: "Pampering and treating myself without guilt."

Financial autonomy

82%: "Not worrying about a partner's debt or financial obligations."

77%: "Being able to have more housing options that can save me money."

74%: "Having more time for a side-hustle." (81% Millennials, 79% Gen Z)

72%
Americans

"Instead of paying for a costly wedding or a honeymoon, I'd rather invest in myself."

79% Women



Being single helps Americans navigate their finances and feel financially empowered

71%

Singles

“Being single taught me how to **work with my money** really well.”

68%

Singles

“I feel **financially empowered** and more in control by being single.”

59%

Singles

“I don't ever plan on **merging my finances** with my partner.”



Despite Americans' appreciation for being single, the 'single tax' is real and frustrating to people who aren't in relationships

You shouldn't have to be a relationship just to save money on housing, healthcare, and taxes

76%
Americans

"It can be **more affordable** to be in a relationship (e.g., splitting rent, bills, tax breaks, etc.)."

79%
Singles

"I'd like to see the government offer **more tax breaks** for single people."

69% Americans

74%
Singles

Dislikes paying **more taxes** than married couples

68%
Singles

Dislikes paying more for **healthcare and social benefits** than married couples

What's the
future of dating
looking like?





Forget “quiet quitting,” Gen Z are quietly repulsing from online dating

79% of Americans believe that finding the right partner is harder than finding the right job.

44%
Gen Z

“I would rather **clean the toilet** than go on another online date.”

30%
Gen Z

“I would rather **walk across hot coals** than go on another online date.”

22%
Millennials

“I would rather **get my tooth pulled** than go on another online date.”



Nostalgic dating; remember when we could afford a dinner and movie?
Now, half of singles say they can't afford a relationship

61%
Singles

“Dating is becoming an **unaffordable luxury.**”

49%
Singles

“I can't **financially afford** a relationship.”



The future of dating is...

Thinking about your dating choices, have you done any of the following due to rising inflation?

Hike & chill	Commuter-less	One '\$' sign	Hyper qualified
69%: "Choosing an activity instead of going out to eat or drink"	69%: "Set a date close to home."	67%: "Choose a less expensive restaurant."	64%: "Spend more time getting to know the person before meeting in real life."
62%: "Choose a less expensive activity for a date."	55%: "Host a first date at home."	66%: "Order a cheaper meal and/or drink."	54%: "Postpone a romantic date to a later time."
	44%: "Go on a virtual date (e.g., Zoom, FaceTime, etc.)."	50%: "Reduce or eliminate gift giving."	50%: "Filter my dating pool to only financially secure candidates."

41% of men say they would not be willing to split the check due to rising inflation.

How do you know
who to buy a
Valentine's Day
gift this year?





According to Gen Z and Millennials these are the following signs you are in a relationship...

What are the signs that you are officially in a relationship with someone rather than just dating?

	Just dating		Officially in a relationship		
	Gen Z	Millennials	Gen Z	Millennials	
Attending a family holiday event (e.g., Thanksgiving, Christmas, etc.)	27%	30%	60%	61%	} Tipping points of an "official relationship"
Going on vacation together	28%	35%	55%	54%	
Meeting friends	52%	43%	31%	41%	
Posting a picture together on social media	39%	37%	33%	41%	
Throwing you or them a birthday party	41%	34%	39%	41%	
Meeting your and/or their parents	29%	32%	31%	41%	
Being tagged in a picture by them on social media	39%	34%	34%	35%	
Attending an event together (e.g., birthday party)	42%	48%	33%	34%	

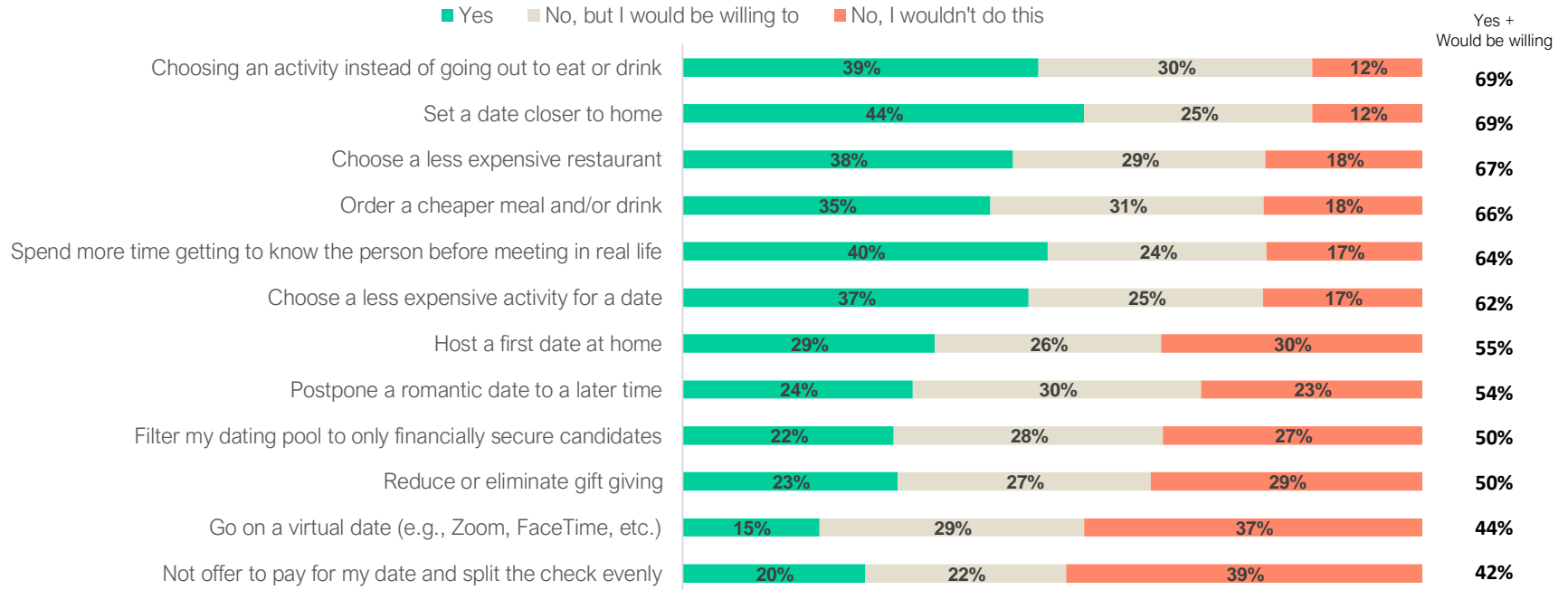
Appendix





The future of dating is...

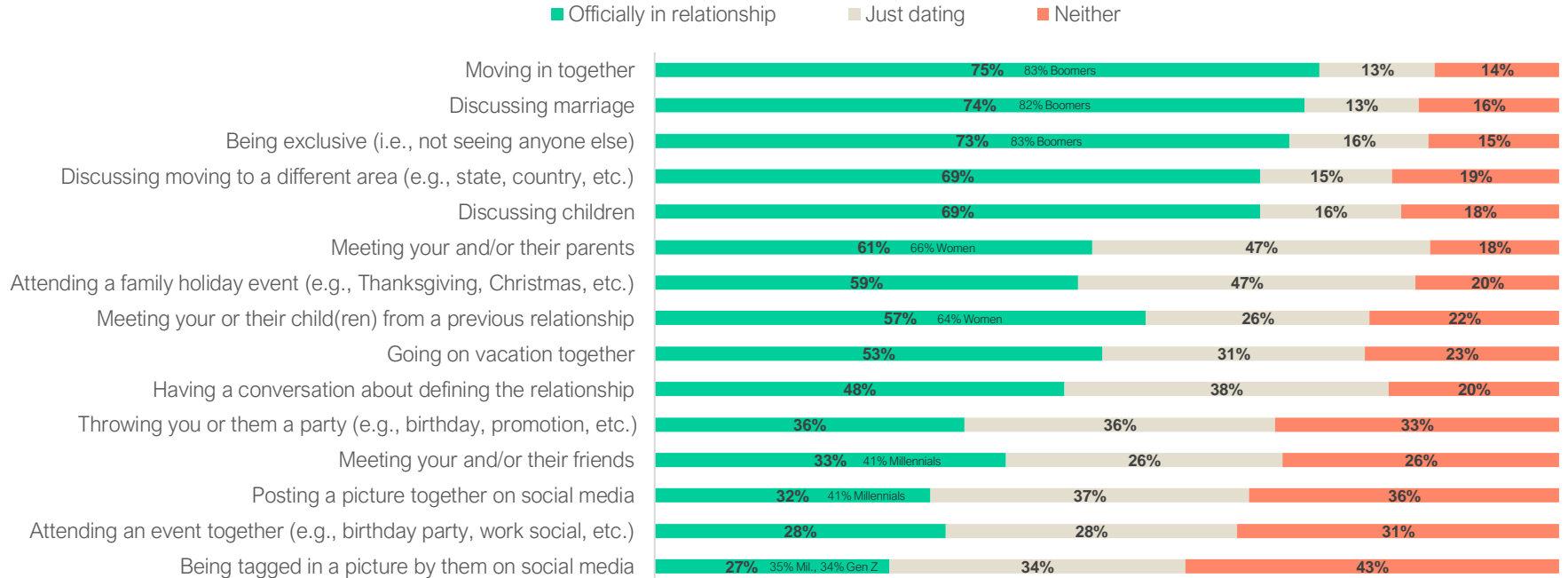
Thinking about your dating choices, have you done any of the following due to rising inflation?



Q: Thinking about your dating choices, have you done any of the following due to rising inflation? (Top2: Yes + No, but would be willing); (n=375 looking for a relationship)



What are the signs that you are officially in a relationship with someone rather than just dating?



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