All Bottled Up

Nearly half of coupled up Americans don't go to anyone for relationship advice, research by new app Paired reveals.

OCTOBER 2020 – You would think that most people need someone to talk to about their love life. But according to a new online survey published to mark the upcoming launch of Paired, an app for couples, this isn't the case. Nearly half (48%) of US adults aged 18-75 who are currently in a relationship said they don't speak to anyone if they need relationship advice, not even their friends or family.

The survey showed a significant generational gap in attitudes to getting relationship help. A staggering 70% of those over 55 in a relationship don't go to anyone for relationship advice, compared with just 16% of 18-24 year olds, suggesting that 'Gen Z' are much more open and willing to ask for advice when needed than their parents' generation.

18-24 year olds in a relationship are also around ten times more likely to turn to the internet or a search engine for advice than those over 55 (40% versus 4%), which is unsurprising for a generation of 'digital natives' who have grown up with the internet and social media playing a significant role in their lives.

The Paired survey into the state of America's relationships also looked at the topics people find hardest to bring up for discussion with their partner. It turns out that Americans find sex to be the most difficult subject to discuss with their partner (16%), followed by money and finances (14%) and mental health (8%).

Dr Pepper Schwartz, a Professor at the University of Washington and one of the academics who has created a course in Paired, comments: *'The statistics from this study are certainly a call to action: too many couples suffer from a lack of support and even when they need advice, one or both partners are hesitant to go see a therapist or counselor. However, what they will do is use an app to help them sort things out, and so Paired fills a crucial need with first rate counselors, therapists, and researchers. Well thought out programs, both visual and oral, are taught by first rate relationship experts. In these days when the internet has so many self- appointed "authorities" it is refreshing to see a program composed entirely of people who are well respected by their peers. I am so impressed by what Paired has assembled and I am proud to have my work featured on the app.'*

The Ipsos-MORI survey was commissioned by the Open University and Paired, a new app for couples which aims to open-up communication between partners and help them learn more about each other and their relationship. The app combines fun daily questions and quizzes users can do with their partner with courses from a team of clinical psychotherapists and academics – the first relationship app to do so.

CEO and co-founder of Paired, Kevin Shanahan said *'Nowadays we turn to digital solutions for everything from fitness to mindfulness, and yet there is very little to make our couple relationship happier and healthier. Paired isn't trying to take the place of a therapist or counselor, but instead*

works as a communication and self-learning tool that couples can use to have fun and really connect'.

As apps become an ever more essential part of our everyday lives (31% of Americans in a relationship reported using an app to help them with their fitness), the research showed that whilst only 11% of Americans would seek professional help from a therapist or counselor for relationship problems, interestingly 47% of couples said they would consider using an app to help their relationship, citing their main reasons as convenience (19%) and anonymity (16%).

Paired draws upon the expert advice of leading clinical psychotherapists and academics who have designed and voiced a number of courses across a range of subjects including Sex and Intimacy, Managing Conflict and Parenting as Partners, offering users the chance to access relationship insights and tools from the comfort of their own home. Couples can make use of the app's research-based Daily Questions feature, answering questions designed to strengthen their relationship and encourage open dialogue between partners, with expert tips and conversation starters to help couples compare and discuss their answers.

To mark their launch, Paired is also offering a free course to help couples manage their relationship during the current COVID-19 pandemic. The course covers topics such as: how to manage the effects on home-based working on your relationship, co-parenting while your kids are at home, and managing your mental and physical health together at a time of social distancing.

Paired is now available and is free to download from the [Apple App Store](#) and [Google Play Store](#), with a monthly or annual subscription required to access the full range of courses.

Ends

The research was carried out by Ipsos MORI on behalf of Paired and the Open University. Ipsos MORI interviewed a sample of 2,158 adults aged 18-75 in the USA from which 1,488 adults 18-75 were in a relationship. Research was conducted using its online i:omnibus between 31st July – 4th August 2020. Data has been weighted to the known offline population proportions for age within gender, region, working status and income.

About Paired

Paired is a brand-new app for couples. Its mission is to make relationships happier and healthier in just ten minutes a day, combining courses from clinical psychotherapists and academics with fun daily questions and quizzes to answer with your partner, working to improve communication and deepen intimacy. Paired was founded in 2019 by Kevin Shanahan and Diego López, who previously worked at leading language learning app Memrise. Dr Jacqui Gabb, Professor of Sociology and Intimacy at the Open University, is the Chief Relationship Officer at Paired. The app is free to download with a subscription to unlock the courses that is priced at £49.99 / year or $59.99 / year, which includes two seats - one for each partner.

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