

# Why Relevate?



**Greater access to relationship education for ALL!**

## Everyone wants better relationships, right?

- Relationship education is associated with higher marital quality and lower odds of divorce (Stanley, et al., 2006)

## How can we reach *everyone*?

- Relevate is easily accessible (via computer or phone), personalized, and adaptive
- 80% of young adults today own a smart phone (Duggan & Brenner, 2013)
- 42% of young adults already use smart phones to access health or medical information (Fox & Duggan, 2012)
- Adults 18+ are spending an average of **30 hrs. 15 min. per month** using mobile phone apps (Nielson, 2014)