

# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)

## PROJECT NAME:

# Inside and Outside the Bedroom

**SAMPLE: 2,000 Americans in a relationship evenly split by generation**

**SPLITS:** Age, gender, region, Q1, Q2, Q5, Q18

## Survey Questions:

### Demographic questions:

#### **D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

#### **QSEX. HIDDEN GENDER RECODE**

1. Male

2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

#### **D2. What is your age?**

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

#### **D2a. Please select the year in which you were born.**

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

#### **QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2007, QAGE=Generation Z [QUOTA 500]

IF D2a=1981-1996, QAGE=Millennials [QUOTA 500]

IF D2a=1965-1980, QAGE=Generation X [QUOTA 500]

IF D2a=1946-1964, QAGE=Baby Boomers [QUOTA 500]

IF D2a=1926-1945, QAGE=Silent Generation **TERMINATE**

#### **D3. Which state do you live in?**

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

#### **QRGN5: HIDDEN REGION RECODE**

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

#### **Screener Questions:**

**SQ1. Which of the following best describes your current relationship status? [select one]**

- a. Single
- b. Dating / In a casual relationship
- c. In a serious relationship **[CONTINUE]**
- d. Engaged **[CONTINUE]**
- e. Married **[CONTINUE]**
- f. Divorced / Separated / Widowed
- g. None of the above

#### **Survey Questions:**

**1. [SPLIT] How happy or unhappy are you with your current life? [Select one]**

Extremely happy

Somewhat happy  
Neither happy nor unhappy  
Somewhat unhappy  
Extremely unhappy

**2. -(SPLIT) How often do you and your partner have sex? [Select one]**

**Rarely** – (numerically 0-1 times per month) - .5  
**Occasionally** – (numerically 2-3 times per month) -2.5  
**Regularly** – (numerically 4-5 times per month) -4.5  
**Frequently** – (numerically 8+ times per month) -8.5

**3. On average, how long does sex/physical intimacy typically last? [Select one]**

**Quick** – Under 10 minutes - 5  
**Moderate** – 10 to 20 minutes - 15  
**Extended** – 20 to 40 minutes - 30  
**Long-lasting** – 40 minutes or more - 45

**4. Who has the higher libido? [Select one]**

- a. Me
- b. My partner
- c. Both equally
- d. Not sure/Prefer not to say

**5. [SPLIT] How satisfied or unsatisfied are you with your current sex life? [Select one]**

Extremely satisfied  
Somewhat satisfied  
Neither satisfied nor unsatisfied  
Somewhat unsatisfied  
Extremely unsatisfied

**6. Have you ever experimented with sex toys in the bedroom with your current partner? [Select one]**

Yes  
No  
Prefer not to say

**7. [SHOW IF Q6 = A] How often do you use sex toys with your partner? [Select one]**

Every time

Frequently, but not every time

Occasionally

Rarely

Only one time

**8. [SHOW IF Q6 = A] Which sex toys have you used with your partner? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2](#)**

Vibrators

Couples' vibrators

Dildos

Anal plugs

Remote-controlled vibrators

Bondage gear

Lubricant

Massage oils and wands

Erotic games or dice

Other (please specify)

Prefer not to say [EXCLUSIVE]

**9. Which of the below, if any, ever gets in the way of you and your partner's sex lives? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1](#)**

Differing schedules

Work stress

Kids/parenting demands

Fatigue

Health issues

Different sex drives

Technology distractions

Household responsibilities

Emotional distance

Financial stress

None of the above [[Exclusive](#)]

**10. How many times per month do you estimate that each of the below prevents you and your partner from having sex? [select one grid]**

GRID: SHOW OPTIONS SELECTED IN PREVIOUS QUESTION

GRIS BY:

Slider: 1 – 7 [increments of 1] [Left label 1: Right label 7+]

For Dp Use Only:

1

2

3

4

5

6

7

**11. Do you have a kink that you haven't brought up to your partner yet? [Select one]**

Yes

No

Prefer not to say

**12. Thinking about the times you have had sex with the partner, what percentage of the time do you reach orgasm? [slider]**

(slider 0-100%)

Slider: 0 –100 [increments of 1] [Left label 0%: Right label 100%]

For DP Use Only:

0

1 – 10

11 – 20

21 – 30

31 – 40

41 – 50

51 – 60

61 – 70

71 – 80

81 – 90

91 – 100

**13. Which of the following, if any, have you and your partner ever done? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1](#)**

Sexted

FaceTime sex

Phone sex

Sent nudes/intimate videos

Sent non-sexual flirty texts

Made each other playlists

Had virtual dates

Sent intimate voice messages

Sent non-sexual voice messages

Used sex toys remotely/simultaneously

None of the above [\[Exclusive\]](#)

**14. Generally, how would you grade the communication skills of... [Select one grid]**

**GRID:**

**a. You**

**b. Your partner**

GRID BY:

- i. A+
- ii. A
- iii. A-
- iv. B+
- v. B
- vi. B-
- vii. C+
- viii. C
- ix. C-
- x. D+
- xi. D
- xii. D-
- xiii. F
- xiv. Prefer not to say

**15. Who is... [Select one grid]**

**GRID: RANDOMIZE**

- a. Better at conflict resolution?**
- b. More likely to hold a grudge?**
- c. More likely to apologize first?**
- d. More likely to remember important dates/occasions?**
- e. Better at keeping secrets?**
- f. More likely to get jealous?**
- g. More likely to admit they're wrong?**
- h. More likely to bring up the past?**

GRID BY:

- i. Me
- ii. My partner
- iii. Both equally
- iv. Not sure

**16. Which of the below best describes you and your partner's texting habits with each other? [Select one]**

**Constant:** We text all the time about everything (ongoing conversations, memes, check-ins).

**Frequent:** We text throughout the day to stay connected.

**Moderate:** We text occasionally, usually to share updates or coordinate plans.

**Minimal:** We text rarely, only when something important comes up.

**Never:** We don't really text each other.

**17. On average, how many date nights do you and your partner have every month? [Select one]**

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7+

**18. (SPLIT) How strong would you call your relationship with your partner on a scale from 1-5? [Select one]**

1. **Very weak** – Our relationship feels unstable or distant.
2. **Somewhat weak** – We struggle often and connection feels limited.
3. **Average** – Our relationship has ups and downs but is steady overall.
4. **Somewhat strong** – We're generally close and supportive, with occasional challenges.
5. **Very strong** – Our relationship feels solid, loving, and resilient.

**19. How many times in an average week do you do any of the following to show your partner love/appreciation? [select one grid]**

GRID: RANDOMIZE

Leaving a sweet note (in a lunch bag, on the mirror, or by the bed).

Sending an unexpected "thinking of you" text.

Making them coffee/tea the way they like it.

Giving a spontaneous hug or kiss during the day.

Holding hands while walking or sitting together.

Remembering and mentioning little details they told you.

Doing a small chore for them without being asked.

Complimenting them sincerely and specifically.

Bringing home their favorite snack or treat.

Checking in with a simple "How was your day?" and really listening.

GRID BY:

Slider: 0 – 7 [increments of 1] [Left label 0 times: Right label 7+ times]

For DP Use Only:

0 – 1

2 – 3

4 – 5

6 or more

**20. What's the moment you 'knew' your partner was the one?**

[FREE TEXT]

Not sure/Prefer not to say

**21. How often does your partner surprise you with a nice gesture? [Select one]**

**Never** – My partner doesn't surprise me.

**Rarely** – A surprise happens once in a while.

**Sometimes** – My partner surprises me on occasion.

**Often** – I get little surprises fairly regularly.

**Very often** – My partner surprises me all the time.

**22. To what extent do you agree or disagree with the following statement? "I wish my partner would surprise me with nice gestures more often." [Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

**23. What would be the best way for your partner to surprise you? (e.g. I'd like my partner to surprise me with a night out to my favorite restaurant, I wish my partner would bring home my favorite snack from time to time, etc.)**

[FREE TEXT RESPONSE]

Not sure/Prefer not to say

**24. Which of the following most accurately describes how pessimistic or optimistic you are? [Select one]**

**Very pessimistic** – I generally expect negative outcomes.

**Somewhat pessimistic** – I often see the downsides first.

**Neutral** – I see both positives and negatives equally.

**Somewhat optimistic** – I usually expect things to work out.

**Very optimistic** – I almost always expect the best.

**25. How many years have you been with your partner? [slider]**

Slider 1 – 25 [increments of 1] [Left label 1 year or less: Right label 25 years or more]

For DP Use Only:

1 – 2

- 3 – 4
- 5 – 6
- 7 – 8
- 9 – 10
- 11 – 12
- 13 – 14
- 15 – 16
- 17 – 18
- 19 – 20
- 21 – 22
- 23 or more

**26. Which of the following have you and your partner ever done in your relationship?**

**[Select all that apply] RANDOMIZE, ANCHOR LAST 1**

- Experimented with ethical non-monogamy
- Discussed celebrity "hall passes"
- Discussed/engaged in real-life "hall passes"
- Experimented with power dynamics (e.g, dominance/submission)
- Discussed/experimented with voyeurism
- Role-played
- Experimented with BDSM (e.g., bondage, spanking, etc.)
- Discussed/experimented with being intimate in public
- Created X-rated content together
- None of the above [\[Exclusive\]](#)

**27. How open would you be to your partner suggesting any of the below? [Select one grid]**

**GRID: RANDOMIZE**

- Experimenting with ethical non-monogamy
- Discussing celebrity "hall passes"
- Discussing/engaging in real-life "hall passes"
- Experimenting with power dynamics (e.g, dominance/submission)
- Experimenting with voyeurism
- Role-playing
- Experimenting with BDSM (e.g., bondage, spanking, etc.)
- Experimenting with being intimate in public

Creating X-rated content together

GRID BY: **Extremely open**

**Somewhat open**

**Not that open**

**Extremely not open**

**28. Have you ever used AI/ChatGPT to help resolve an argument between you and your partner? [Select one]**

Yes

No

Prefer not to say

**29. Have you ever passed off an AI/ChatGPT message/idea as your own to your partner? [Select one]**

Yes

No

Prefer not to say

**30. Have you ever used AI/ChatGPT to plan out a date night itinerary with your partner? [Select one]**

Yes

No

Prefer not to say