talkerresearch.com

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

PROJECT NAME: THE PAUSE

Sample: 1,000 Americans aged 25 to 54 in cohabiting or regular-partner relationships (gender balanced)

Splits: Age, gender region & Q8

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 25 + OVER 54]

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

[Dropdown list of years from 2008 to 1926]

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

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

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

- Northeast
- Southeast
- Southwest
- Midwest
- West

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

SQ2. **Do you currently live with your spouse or romantic partner? [SELECT ONE]**

1. Yes
2. No

Survey Questions:

1. **In a typical month, how often do you have an <u>intimate moment</u> with your partner? [SELECT ONE]**
   NOTE: For this survey, an 'intimate moment' means any private time you and your partner spend being physically affectionate, such as cuddling, kissing or being intimate.
   a. Never[MH1]
   b. Less than once a month (a few times a year)
   c. About once a month
   d. 2–3 times a month
   e. 4–6 times a month
   f. 7 or more times a month

2. **[SHOW IF Q1 = B,C,D,E,F] In a typical month, how many times would you say an intimate moment with your partner is <u>interrupted</u>? [SELECT ONE] [Q2 should not logically exceed Q1]**
   a. Never

b. Less than once a month (a few times a year)
c. About once a month
d. 2–3 times a month
e. 4–6 times a month
f. 7 or more times a month

3. **[SHOW IF Q2 = B,C,D,E,F] Thinking back to the last time an intimate moment with your partner was interrupted, what happened next? [SELECT ONE]**
   a. We picked back up right away
   b. We picked back up later that night
   c. We picked back up the next day
   d. We did not pick back up for several days
   e. We did not pick back up at all
   f. I can't recall

4. **[SHOW IF Q2 = B,C,D,E,F] Compared to most other couples, how often do you think your intimate moments get interrupted? [SELECT ONE]**
   a. Much more often
   b. Somewhat more often
   c. About the same
   d. Somewhat less often
   e. Much less often

5. **[SHOW IF Q2 = B,C,D,E,F] Thinking about the last time an intimate moment with your partner was interrupted, what interrupted it?**
    a. [FREE TEXT]
    b. Prefer not to say

6. **In the past year, have you or your partner wanted to have an intimate moment but decided not to start one because of any of the following? [SELECT ALL THAT APPLY] RANDOMIZE, ANCHOR LAST 2**
    a. One or both of us was too tired
    b. One or both of us was not in the mood
    c. I felt self-conscious about my body
    d. The room was too cold
    e. The room was messy or cluttered
    f. The room did not feel private enough
    g. One or both of us was on a phone or other digital device
    h. Children or others were in the home
    i. A pet was in the room
    j. A to-do list of chores was on my mind
    k. Stressed about work or personal life
    l. Other (please specify)
    m. None of these [exclusive]

7. **Before an intimate moment, do you and your partner have any of the following signals to one another that you want to be together (i.e. set the scene)? [SELECT ALL THAT APPLY] RANDOMIZE, ANCHOR LAST 2**
    a. Put phones away or on silent
    b. Turn off the TV
    c. Adjust the lighting
    d. Adjust the temperature
    e. Add or adjust blankets
    f. Light a candle or use a scent
    g. Put on music
    h. Tidy up the room
    i. Close or lock the door
    j. Other (please specify)
    k. Nothing – it usually just happens [exclusive]

8. **[SPLIT for those who select A] Which of the following are true within your home? [SELECT ALL THAT APPLY] RANDOMIZE, ANCHOR LAST 1**
    a. Children under 18 live in the home
    b. Other adults (family or roommates) live in the home
    c. My bedroom shares a wall with another room
    d. My bedroom door locks
    e. A pet sleeps in the bedroom

f. There is a TV in the bedroom
g. The bedroom is also an office or work space
h. None of the above [exclusive]

9. **How do you subtly let your partner know you're in the mood?**
    a. [FREE TEXT]
    b. Prefer not to say

10. **How private does the bedroom where you usually spend intimate moments with your partner feel? [SELECT ONE]**
    a. Very private
    b. Somewhat private
    c. Not very private
    d. Not at all private

11. **[SHOW IF SQ2 = YES] How often do you and your partner disagree about how warm or cool the bedroom should be? [SELECT ONE]**
    a. Often
    b. Sometimes
    c. Rarely
    d. Never

12. **In general, how would you describe your own desire for intimacy with your partner? [SELECT ONE]**
    a. Very low
    b. Low
    c. Moderate
    d. High
    e. Very high

13. **Which of the following best describes your relationship right now? [SELECT ONE]**
    a. I would like us to have intimate moments more often
    b. We have intimate moments about as often as I would like
    c. I would like us to have intimate moments less often
    d. Prefer not to say

14. **[SHOW IF Q2 = B,C,D,E,F] In the past year, which of the following have interrupted an intimate moment with your partner? [SELECT ALL THAT APPLY]**
    RANDOMIZE, ANCHOR LAST 2
    a. A phone ringing or buzzing
    b. A TV or other screen
    c. One of us was too cold or uncovered
    d. Physical discomfort or awkward positioning

e. Children or someone else in the home
f. A pet
g. A noise from elsewhere in the home
h. An alert that needs attention such as a doorbell or delivery
i. My mind drifting to work, chores or a to-do list
j. One of us was too tired
k. Feeling self-conscious about my body
l. Other (please specify)
m. None of these [exclusive]

15. **[SHOW IF Q14 = 2+ RESPONSES or HIDE IF Q14 = M] Of these, which one interrupts your intimate moments most often?**

[SHOW RESPONSES FROM Q14]

16. **[SHOW IF Q1 = B,C,D,E,F] During intimate moments with your partner, where is your phone typically located? [SELECT ONE]**

a. In the room, within reach, with notifications on
b. In the room, within reach, on silent or do not disturb
c. In the room, out of reach
d. In another room
e. Turned off
f. I don't typically have my phone with me

17. **[SHOW IF Q1 = B,C,D,E,F] Have you and your partner ever tried keeping phones out of the room during intimate moments? [SELECT ONE]**
    a. Yes, and we still do
    b. Yes, but it did not last
    c. No, but we have talked about it
    d. No

18. **In the past month, have you ever chosen to scroll, watch something or text on your phone instead of spending time with your partner when you both had free time? [SELECT ONE]**
    a. Yes, more than once
    b. Yes, once
    c. No
    d. Prefer not to say

19. **[SHOW IF Q1 = B,C,D,E,F] After an intimate moment with your partner ends, what usually happens first? [SELECT ONE]**
    a. We stay close for a while
    b. One or both of us checks a phone
    c. The TV goes on
    d. One of us gets up to deal with something
    e. We go to sleep

20. **[SHOW IF Q1 = B,C,D,E,F] How quickly do you typically check your phone after an intimate moment with your partner ends? [SELECT ONE]**
    a. Within 60 seconds
    b. 1–5 minutes later
    c. 6–30 minutes later
    d. 31 minutes to a few hours later
    e. Several hours later or the next day
    f. I typically don't check my phone

21. **[SHOW IF Q1 = B, C, D, E, F] What tends to end the time you and your partner spend together after an intimate moment? [SELECT ALL THAT APPLY]**
    RANDOMIZE, ANCHOR LAST 1
    a. Needing to clean up
    b. One of us gets cold or uncovered
    c. A phone
    d. The TV
    e. Children or someone else in the home
    f. One of us gets up to deal with something that needs attention
    g. One or both of us fall asleep
    h. Other (please specify)

22. **How much do you agree or disagree with the following statements?**
[GRID]
    a. **"The time right after an intimate moment matters as much to me as the moment itself." [SELECT ONE] [SHOW IF Q1 = B,C,D,E,F]**
    b. **"When an intimate moment is interrupted, I feel less close to my partner afterward." [SELECT ONE] [SHOW IF Q2 =B,C,D,E,F]**
        i. GRID BY
        ii. Strongly agree
        iii. Somewhat agree
        iv. Neither agree nor disagree
        v. Somewhat disagree
        vi. Strongly disagree

23. **[SHOW IF Q1 = B, C, D, E, F] Which of the following do you or your partner own specifically that you bought or received to make intimate moments better? [SELECT ALL THAT APPLY] RANDOMIZE, ANCHOR LAST 2**
    a. A candle or scent
    b. Music or a speaker
    c. Specific bedding or a blanket
    d. Lighting
    e. Something to keep phones out of the way

f. A heater, fan or something else for temperature
g. Other (please specify)
h. Nothing, we do not own anything specifically for this [exclusive]

24. [SHOW IF Q2 = B–F] **Which of the following changes have you or your partner made to cut down on interruptions during intimate moments? [SELECT ALL THAT APPLY] RANDOMIZE, ANCHOR LAST 1**

a. Moved the TV out of the bedroom
b. Started keeping pets out of the bedroom
c. Added a lock to the bedroom door
d. Rearranged or decluttered the bedroom
e. Adjusted the bedroom temperature
f. Changed our bedding or added blankets
g. Set aside dedicated time together
h. Talked with my partner about interruptions
i. Nothing — we have not made any changes [exclusive]

25. **[SHOW IF Q1 = B, C, D, E, F] If you could change one thing about the space where you typically have intimate moments with your partner to make those moments better, what would it be? [SELECT ONE] RANDOMIZE, ANCHOR LAST 2**

a. Remove the TV
b. Keep phones out
c. Make it warmer
d. Make it more private
e. Make it quieter
f. Clear the clutter
g. Keep pets out
h. Remove baby monitors or kids' devices
i. Other (please specify)
j. Nothing — it is fine as it is

26. **[SHOW IF Q1 = B, C, D, E, F] Compared with when you are at home, are intimate moments with your partner more or less likely to be interrupted when you are staying together at a hotel or vacation rental? [SELECT ONE]**
    a. Much more likely
    b. Somewhat more likely
    c. About the same
    d. Somewhat less likely
    e. Much less likely
    f. N/A, we have not stayed at a hotel or vacation rental together

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

27. **We're looking to hear from people who are i**n intimate relationships**. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I'm interested in participating

I'm not interested in participating

28. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email: