



LELO

**INSIDE AND OUTSIDE
(THE BEDROOM)**

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INSIDE

INTRODUCTION

With the pace of modern life keeping couples busier than ever, LELO and Talker Research take a deep dive into intimacy by examining how Americans connect inside and outside the bedroom, based on a survey of 2,000 adults who are in a relationship.

With technology, social norms, and work-life balance constantly changing, this report looks carefully at how couples are maintaining closeness, keeping the spark alive and navigating new ways to express affection.

The results revealed some intriguing trends across generations and also found that meaningful connection, both in daily gestures and in the bedroom, remains a key ingredient to relationship satisfaction.

KEY TAKEAWAYS

The average American couple has
SEX FOUR TIMES
per month for an average duration
of **18.6 MINUTES** each.

Gen Z couples are the most
sexually active generation,
HAVING SEX 5.3
times per month on average.

The average couple only has
2.4 DATE NIGHTS
per month.



ONE QUARTER
of couples have sex once or less
per month.

71% of Americans are
extremely or somewhat satisfied
with their sex life.

OVER HALF
of Americans in a relationship
wish their partner would surprise
them more.


INSIDE THE BEDROOM

05

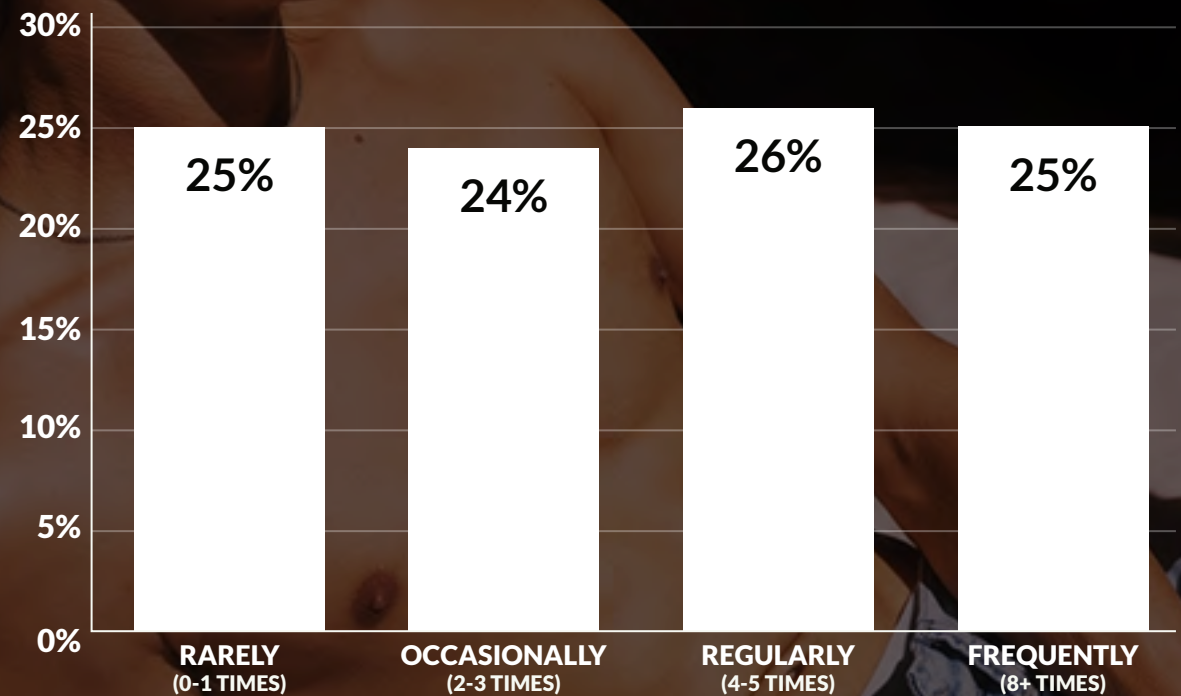
SEX BY THE NUMBERS

The average American couple has **sex four times every month**, but that number only tells part of the story.

According to the results,

 **25%** of respondents surveyed said they only have sex **once a month** or less. Another **25%** say they have sex a whopping **eight times** or more, with the **remaining half** falling somewhere in between.

HOW OFTEN AMERICAN COUPLES HAVE SEX



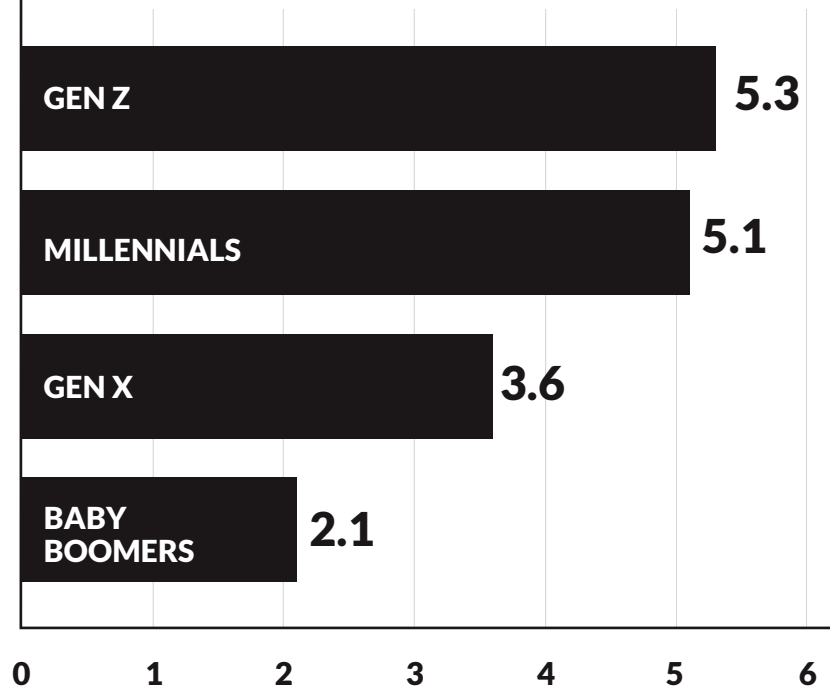
TIMES PER MONTH

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GEN Z LEADS THE CHARGE

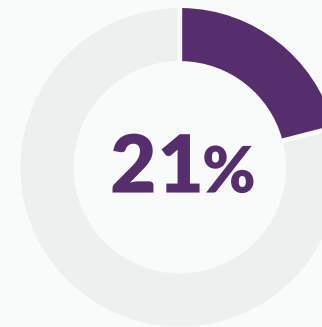
Gen Z couples were found to be the most sexually active generation, having sex 5.3 times per month. This number dipped as respondents got older.

HOW OFTEN AMERICANS HAVE SEX
PER MONTH BY GENERATION

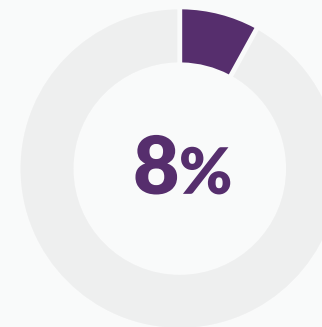


The average duration of sex was found to be **18 and a half minutes**.

This means couples spend about **15 hours having sex every year**.

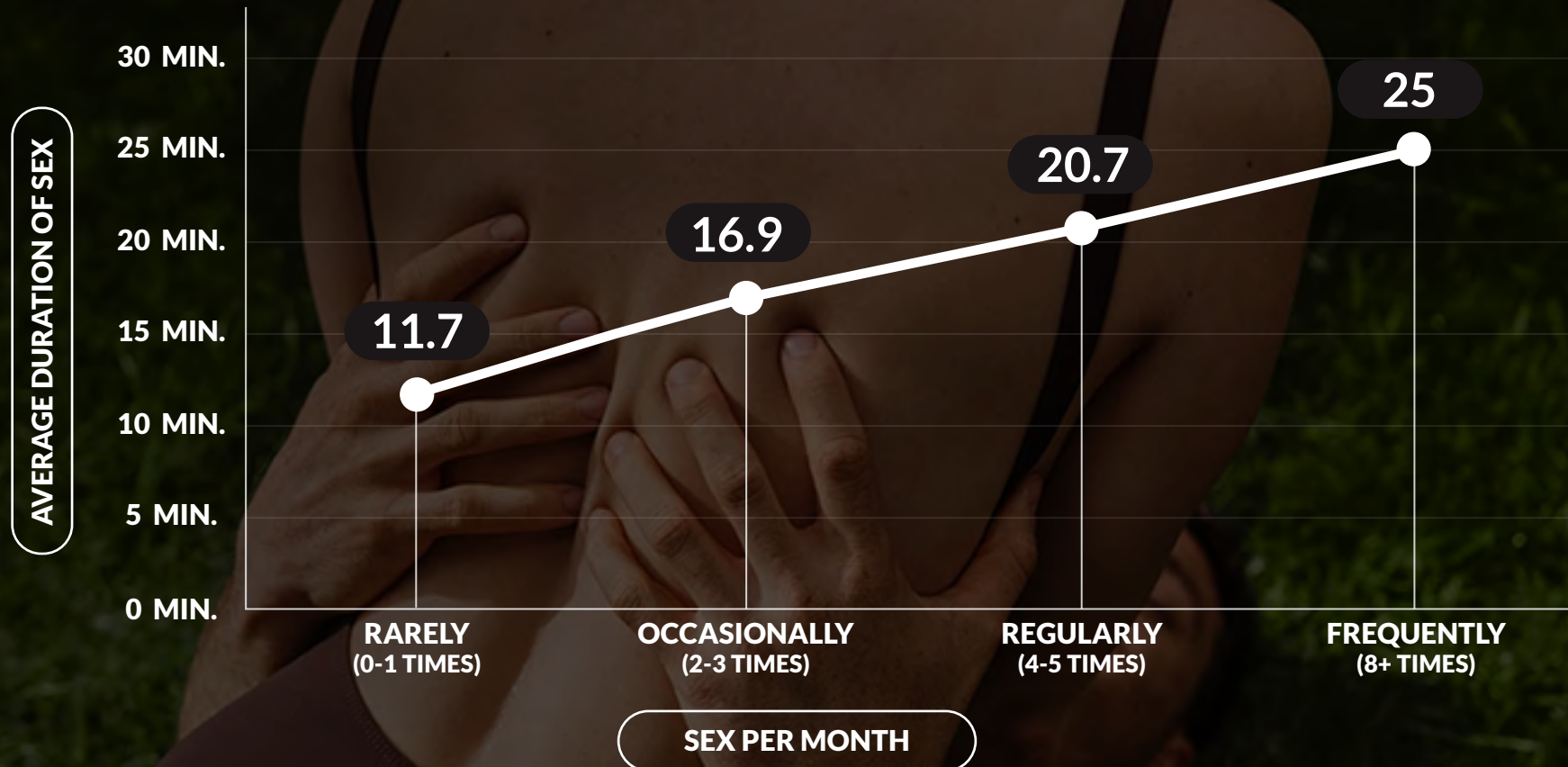


of Americans say they usually have “quick” sex, lasting **ten minutes or less**, with



saying it’s “long-lasting,” cresting the **40-minute mark**.

INTERESTINGLY, THE MORE FREQUENTLY COUPLES HAVE SEX,
THE LONGER IT TENDS TO LAST.

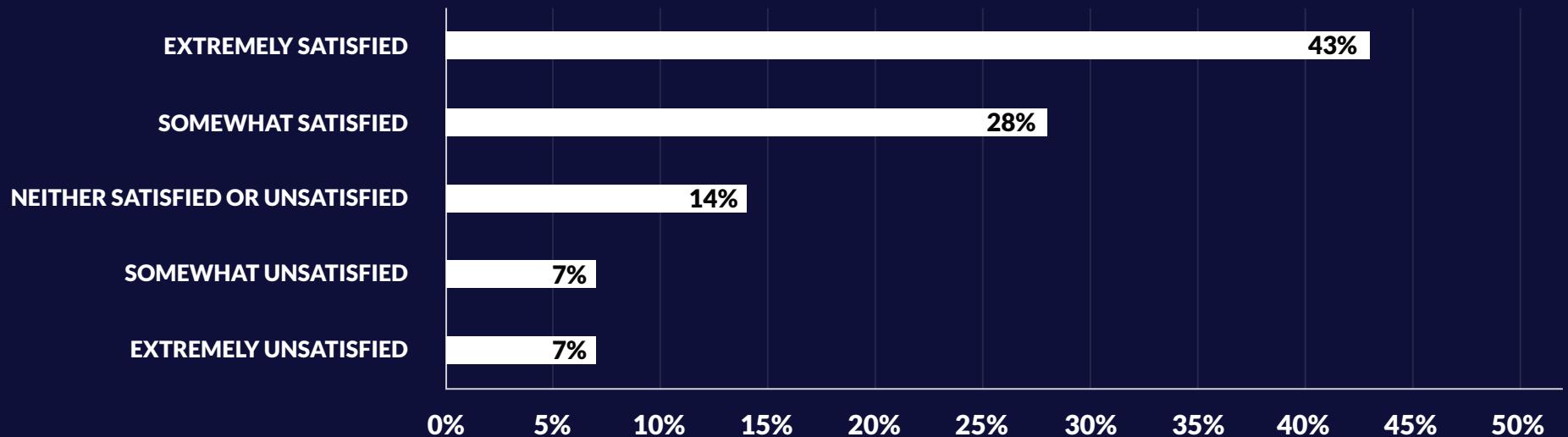


SATISFACTION GUARANTEED

71% of Americans in a relationship say they're satisfied with their sex lives.

In fact, **96%** of those polled said they reach orgasm **91-100%** of the time they have sex with their partner.

HOW SATISFIED AMERICANS ARE WITH THEIR SEX LIVES

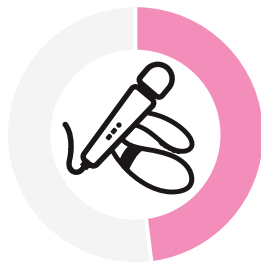


Millennials were most likely to be satisfied with their sex lives (82%) followed closely by **Gen Z** (80%).

Baby boomers were the **least satisfied** with their sex lives (58%).

PLUGGED INTO PLEASURE

When it comes to sex toys, Americans are split in half.



48%

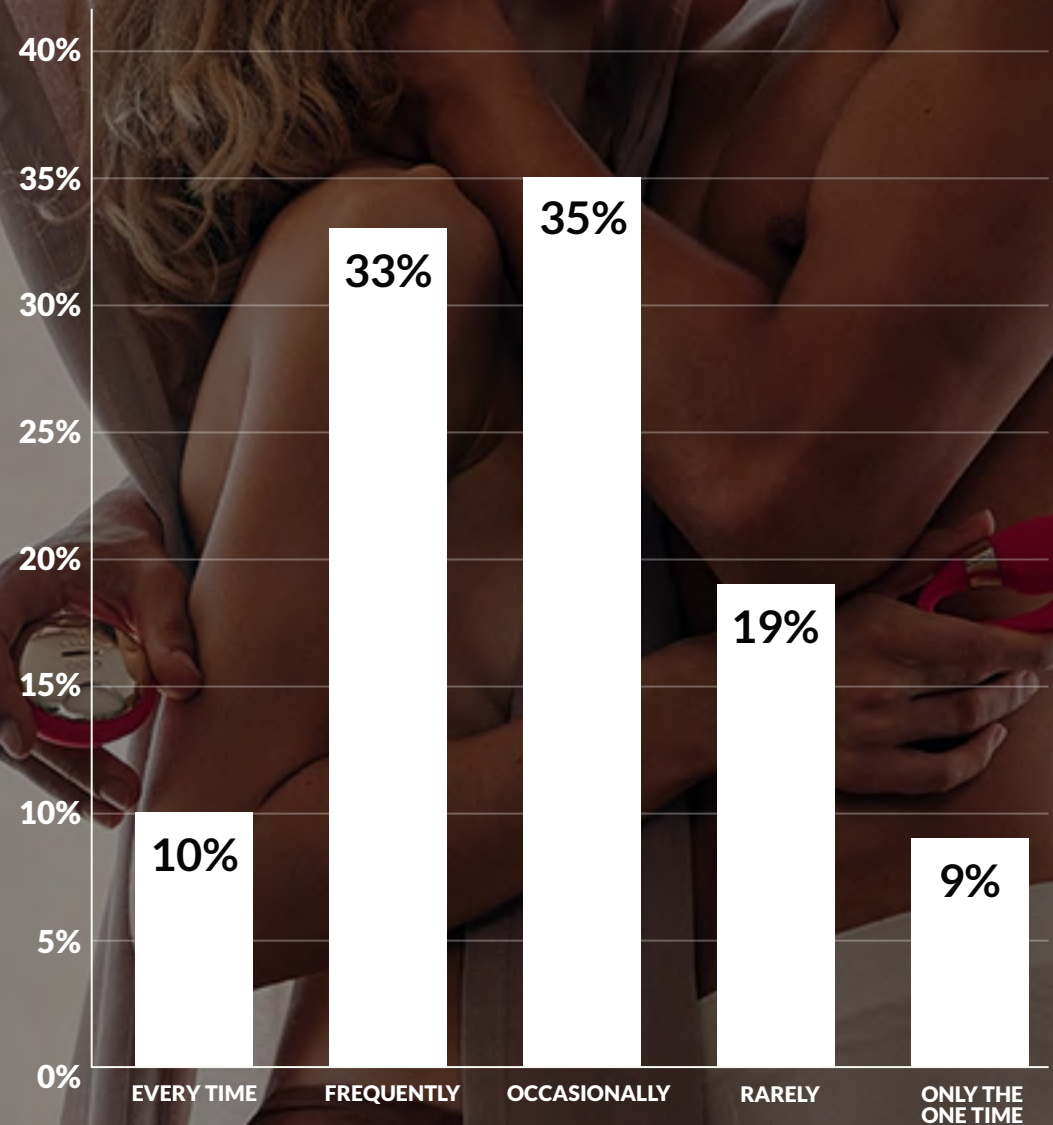
of couples have experimented with sex toys in the bedroom, but 49% never have.

Gen Z was the most likely generation to have experimented with sex toys (**61%**), followed by **millennials (54%)**.

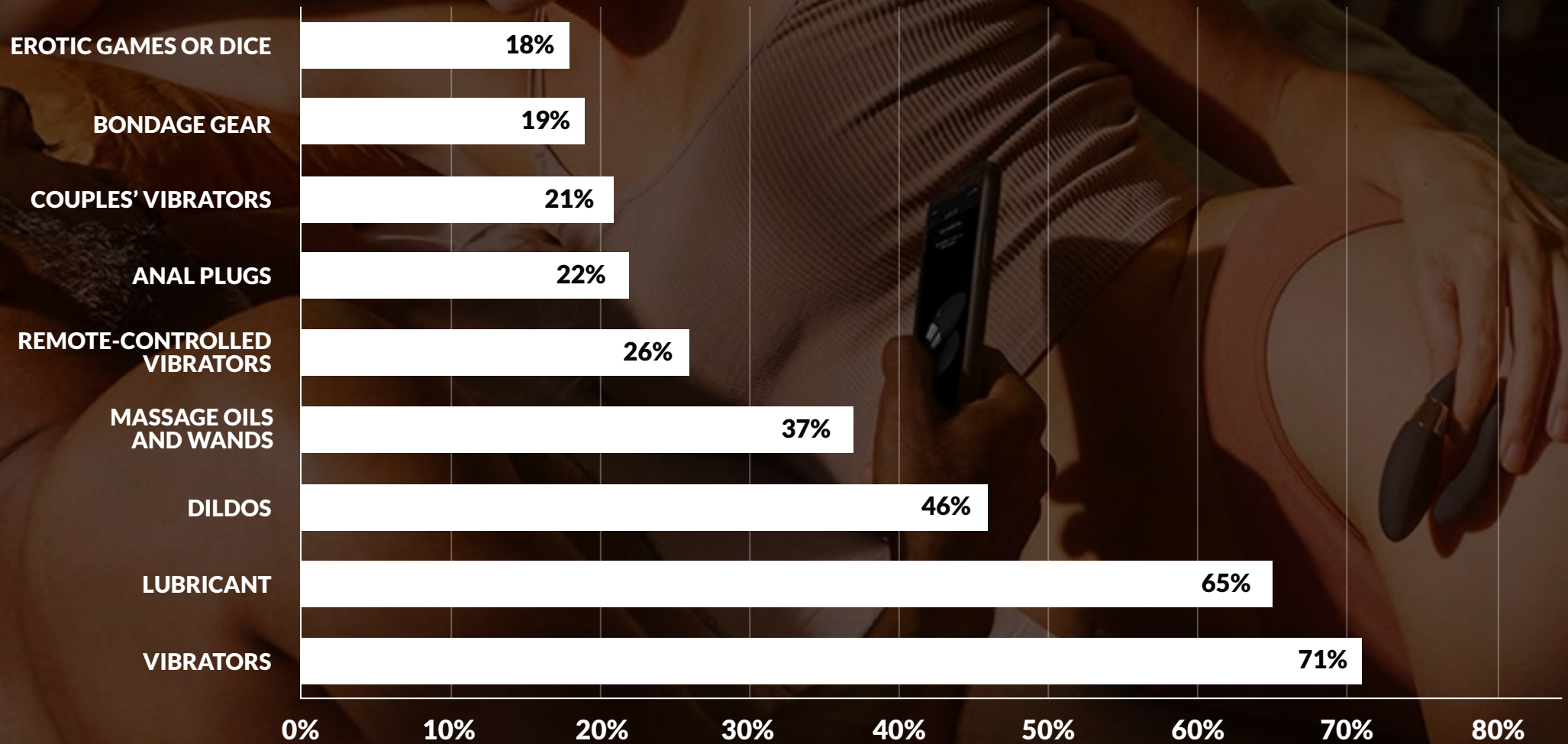
Baby boomers were the least likely, with only **26%** saying they've ever tried sex toys.

SEX TOY USE BY THE NUMBERS

(OF THE 48% OF AMERICANS WHO HAVE EVER USED SEX TOYS)



**MOST POPULAR SEX TOYS FOR AMERICAN COUPLES:
(OF THE 48% OF AMERICANS WHO HAVE EVER USED SEX TOYS)**

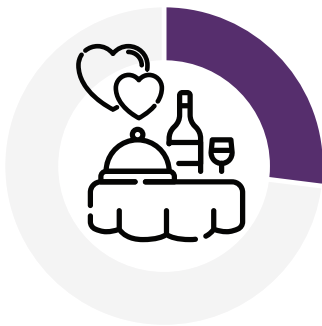


OUTSIDE THE BEDROOM

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Keeping the spark alive in a relationship doesn't start and end inside the bedroom. Staying active and engaged outside the bedroom is just as important.

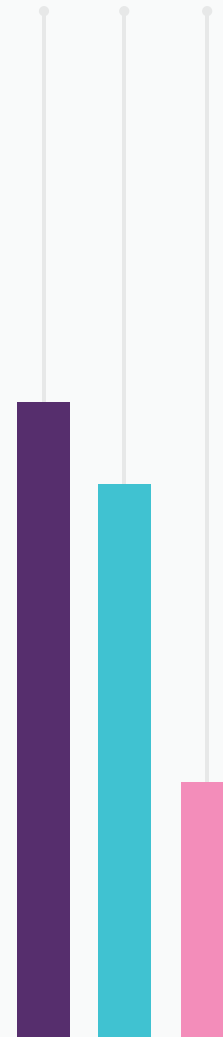
The survey found that the average couple has just 2.4 date nights per month, or about 29 per year.



27%

say they have zero date nights per month.

Communication skills are key to keeping a relationship strong, and luckily, respondents are on top of it.



62%

of respondents graded their own communication skills within the relationship an A- or higher, while

54%

give their partners the same grade.

25%

of Americans give their partner an A+ in communication skills.

But communication isn't always face-to-face. Staying in touch over text is becoming a staple of relationships.

HOW AMERICANS DESCRIBE THEIR TEXTING HABITS WITH THEIR PARTNER

CONSTANT:
WE TEXT ALL THE TIME ABOUT EVERYTHING **21%**



FREQUENT:
WE TEXT THROUGHOUT THE DAY TO STAY CONNECTED **27%**



MODERATE:
WE TEXT OCCASIONALLY, USUALLY TO SHARE UPDATES OR COORDINATE PLANS **25%**



MINIMAL:
WE TEXT RARELY, ONLY WHEN SOMETHING IMPORTANT COMES UP **16%**



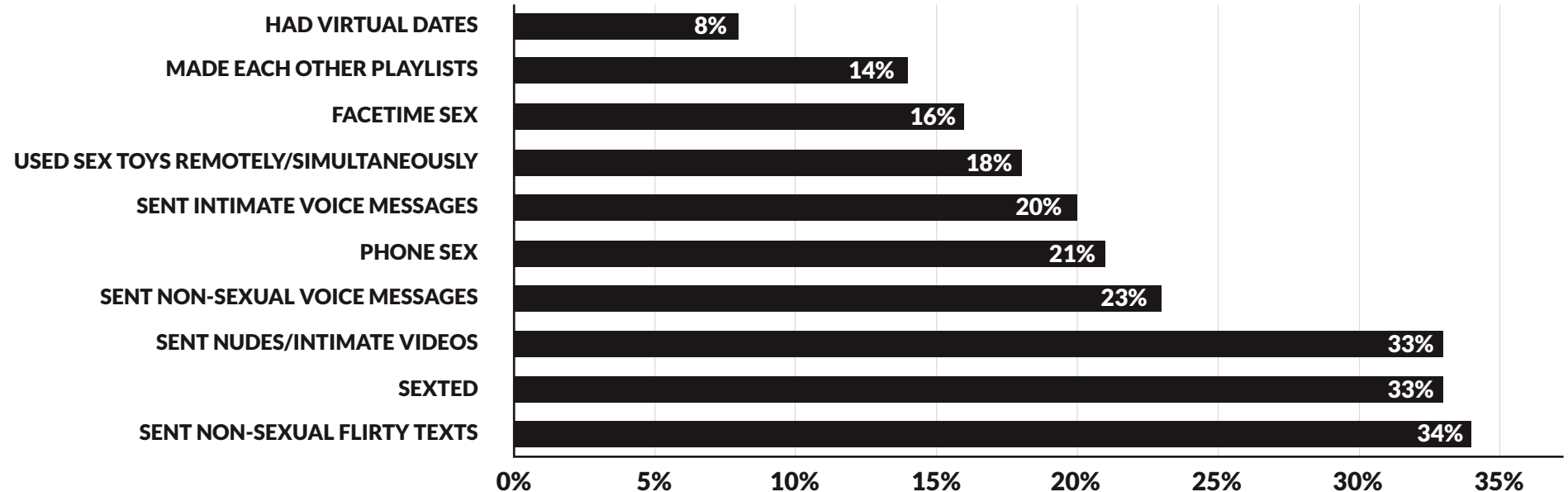
NEVER:
WE DON'T REALLY TEXT EACH OTHER **10%**



Who says romance can't be digital?
As tech becomes unavoidable, keeping intimacy alive through texting has become part of modern love.

VIRTUAL ROMANCE MOVES

HOW MANY AMERICANS HAVE TRIED THESE VIRTUAL ROMANCE MOVES?



Gen Z is especially on top of it when it comes to getting frisky over the 5G network.



55% of Gen Z Americans have ever sexted with their partner, while 60% have shared nudes and/or intimate videos. In contrast, 6% of boomers have ever sexted and only 4% have ever shared intimate photos/videos.

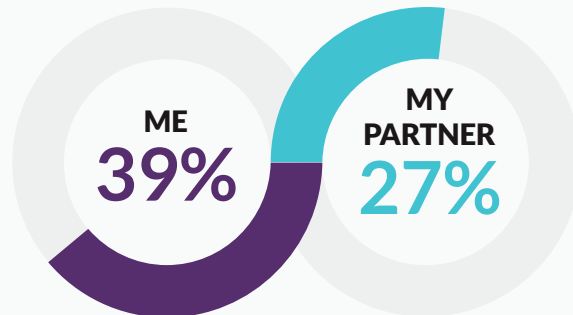
“IT’S NOT MY FAULT...”

When it comes to who’s better at managing the relationship, people tend to give themselves the edge over their partner.

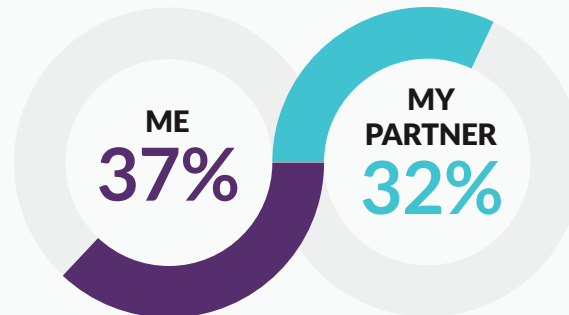
Life outside the bedroom can sometimes get in the way of life in the bedroom. Fatigue was the number one factor getting in the way of respondents’ sex lives.

WHO IS ...?

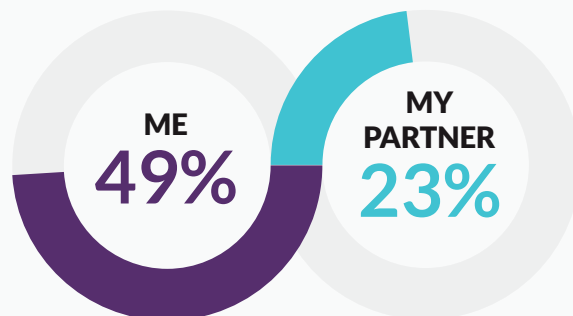
BETTER AT CONFLICT RESOLUTION



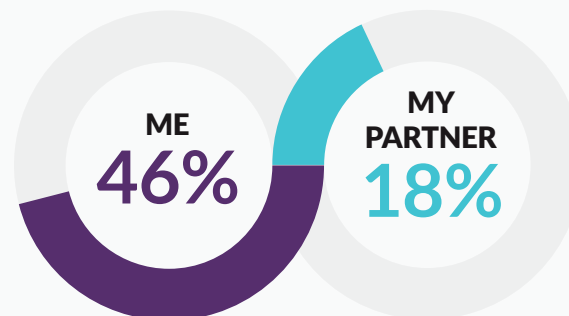
MORE LIKELY TO HOLD A GRUDGE



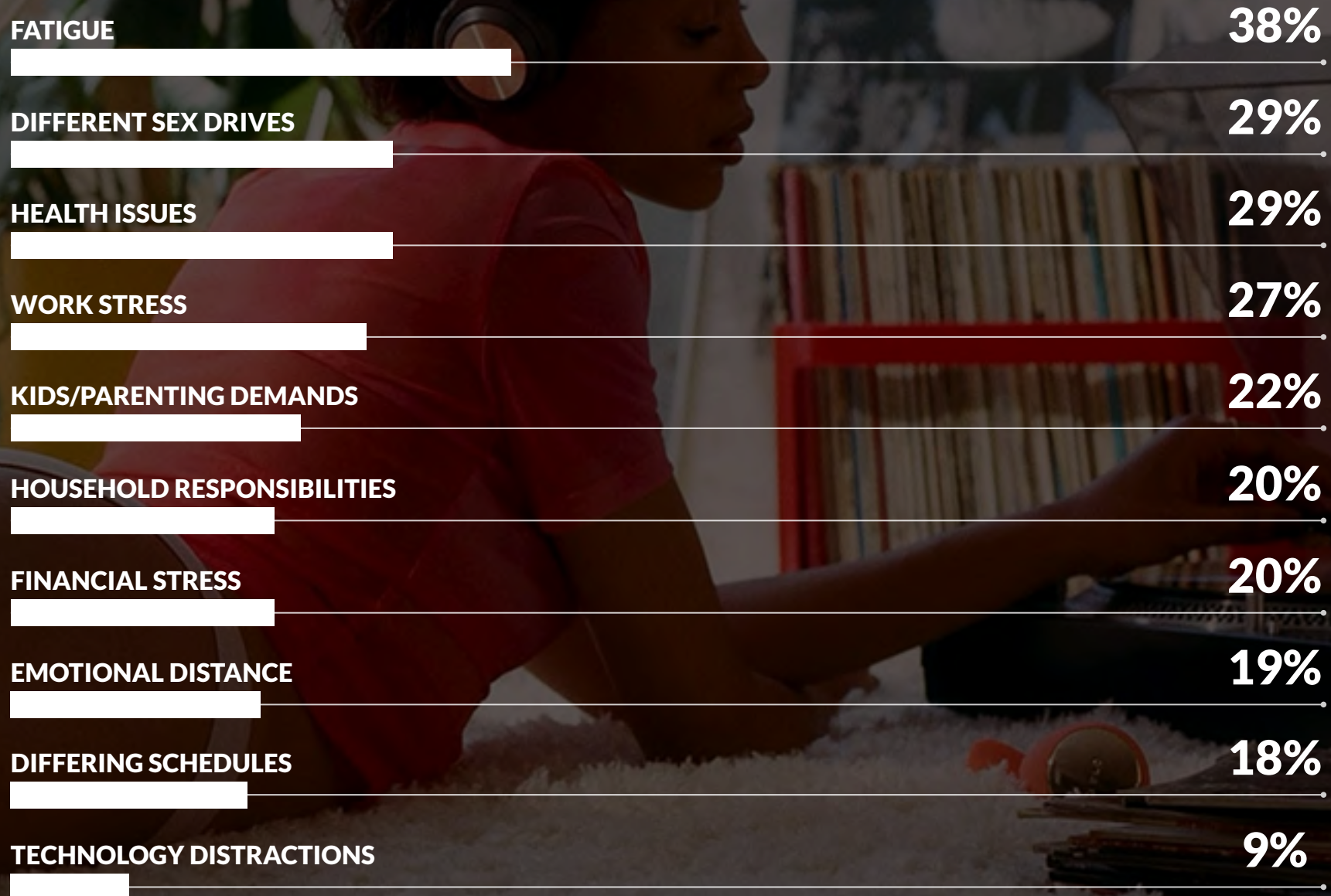
MORE LIKELY TO APOLOGIZE FIRST



MORE LIKELY TO ADMIT THEY’RE WRONG

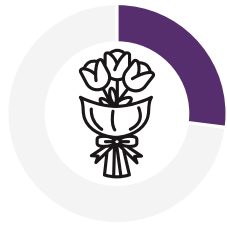


TOP TEN LIFE FACTORS GETTING IN THE WAY OF OUR SEX LIVES



TAKING THEM BY SURPRISE

Little gestures can go a long way.



27% of those polled said their partner rarely or never surprises them with a nice gesture.



54% wish their partner would surprise them more.

HOW PEOPLE SAY THEY WANT THEIR PARTNER TO SURPRISE THEM

“
I'd like to go out more often. I get tired of cooking.”

“
Buying me little gifts or making me dinner.”

“
Taking care of the chores around the house.”

“
A weekend getaway.”

“
Fresh flowers.”

“
Bringing home my favorite dessert after a long day would totally make me smile.”

“
Come out in sexy lingerie.”

RELATIONSHIPS

AI isn't just changing how we work; it's also changing how we love.

16%

of respondents
said they've used
AI to help resolve
an argument with
their partner.

18%

admit to passing off
a message written by
AI as their own.

15%

have used AI to
plan the itinerary
for a date night.



Millennials were the most likely generation to use AI in their relationship,
scoring the highest on each use the survey asked about.



HOW INSIDE AND OUTSIDE CONNECT

18

REAL CHEMISTRY

The results showed a fascinating connection between how intimacy outside the bedroom translates directly to the bedroom...and vice versa.

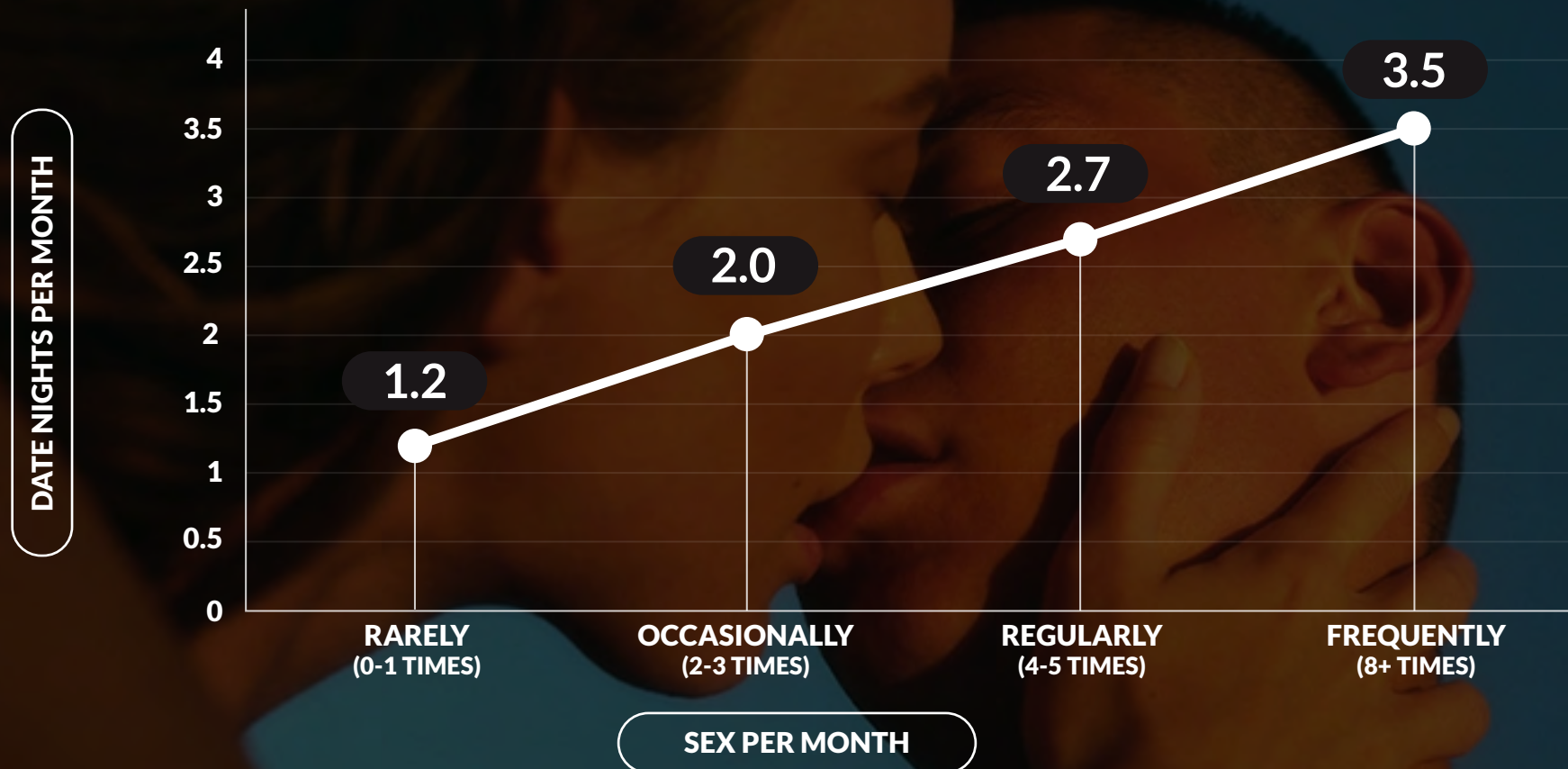
Texting more frequently results in having sex more frequently.

Those who have sex very frequently (8+ times per month) were also the most likely group to say they text their partner “constantly” (35%).

By comparison, those who rarely have sex (0-1 time per month) were the least likely to stay in constant text communication with their partner (9%).

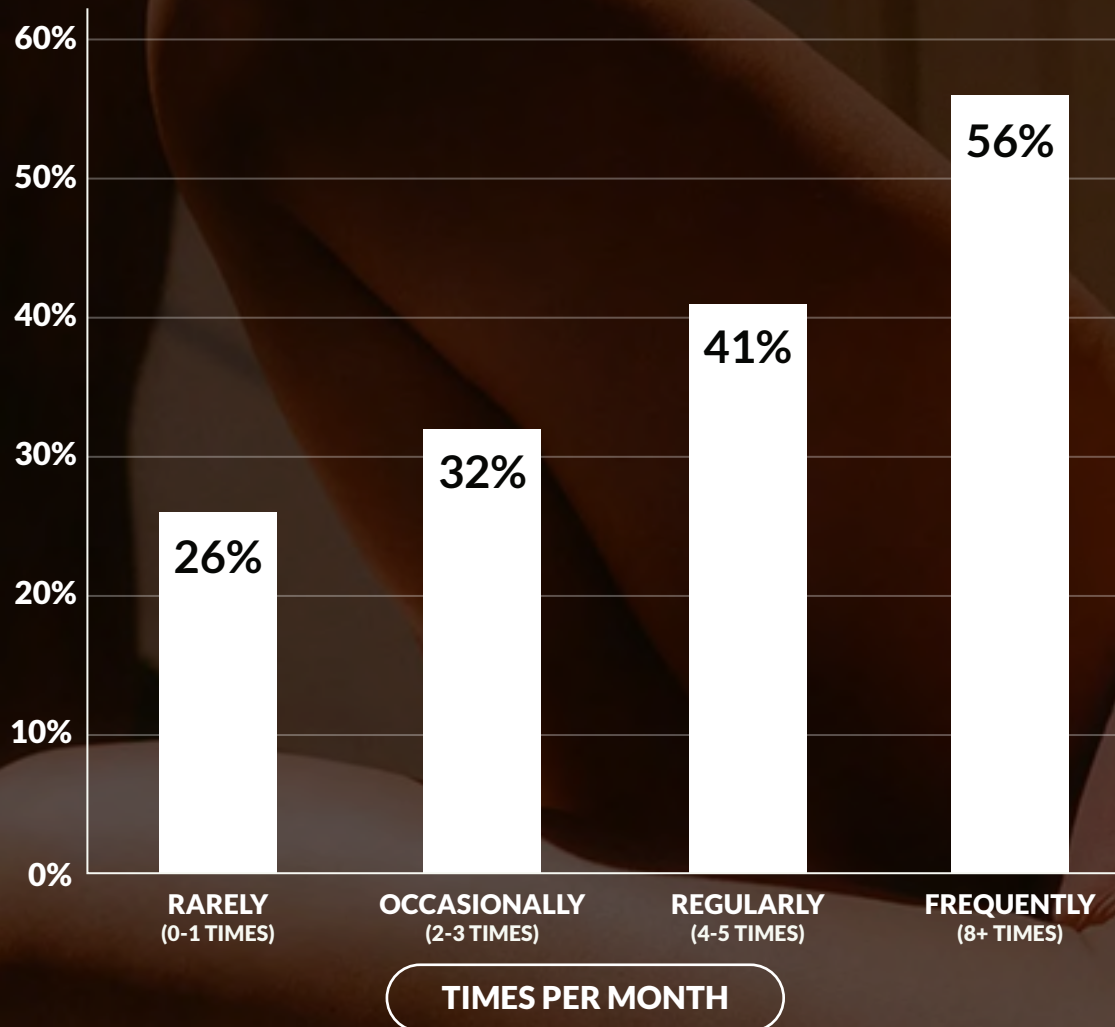


THOSE WHO HAVE MORE DATE NIGHTS WITH
THEIR PARTNER ALSO HAVE MORE SEX.



SEX MATTERS

HOW MANY RESPONDENTS SAY THEIR RELATIONSHIP
IS "VERY STRONG" BY FREQUENCY OF SEX



The numbers also showed that the frequency of sex directly correlates with how strong respondents thought their relationship was, with those having sex frequently being the most likely to say their relationship is "very strong."

The data also showed a strong correlation with satisfaction with sex life and satisfaction with other aspects of life.

Those who were "extremely satisfied" with their sex lives were the most likely to say they were "extremely happy" with their life in general (61%).

In contrast, those who were "extremely unsatisfied" with their sex lives were the most likely to say they were extremely unhappy with their life in general (14%).

METHODOLOGY

ABOUT THIS REPORT

This random double-opt-in survey of Americans in a relationship, evenly split by generation (500 Gen Z, 500 millennials, 500 Gen X, 500 baby boomers) was conducted between Sept. 24 and Sept. 30, 2025 by market research company Talker Research, whose team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

To view the complete methodology as part of AAPOR's Transparency Initiative, please visit the [Talker Research Process and Methodology page](#).



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