



GOOD IN BED SURVEYS

Report #5

Date-Night

KEY FINDINGS

- 47.9% of the participants reported having had a date-night with their partner within the 2 weeks prior to completing the survey.
 - 20.0% in the last month
 - 15.4% in the last 3 months
- Individuals who went on date-night with their partner more recently scored significantly higher on sexual *and* relationship satisfaction than individuals who went on date-night with their partner less recently.
- 91.2% of the sample was very much or a little open to trying something new and different for date-night like trapeze classes or rock climbing.
- 97.5% of the sample indicated they felt date-night makes them feel very much or a little bit closer to their partner.
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- Around half of the sample (49.6%) indicated they could only go a few weeks or a month without a date-night with their partner. However, 30.1% indicated they could go several months without a date-night.
- The top three barriers to date-night were:
 - Money is tight
 - Work
 - Too busy
- Most people would choose a date-night with partner over an evening with friends.

BACKGROUND

We are constantly fed messages that we need to make going on dates with a long-term partner a priority in order to keep the spark alive in our relationships. Despite this emphasis, very little is known about date-night – defined in this study as “*a date with your partner that is outside of the typical day-to-day encounters that you have with one another*”. We wanted to know as much as we could about how you and your partner navigate date night in terms of who plans the date, where you get ideas for your dates, how going on date-nights impacts your relationship, how the economy has dictated whether dates can occur or not, and much more.

METHODOLOGY

Data was collected through an online survey. Participants were recruited through various online forums (e.g., email listservs, online articles, social media websites) and directed to the study website. Potential participants were informed that a small incentive would be offered for involvement in the study (a code to redeem a free e-book from goodinbed.com, worth \$5.95). There was an 89.2% completion rate with 2,867 participants beginning the survey and 2,557 participants completing the survey. The final sample consisted of 1393 men (54.5%) and 1163 women (45.5%). For sample characteristics broken down by gender, see Table 1.

Upon accessing the survey, participants were presented with a number of questions that assessed various demographic variables and current (or most recent) relationship dynamics followed by a number of questions regarding the navigation of date-night in the context of the current relationship.

This study used a web-based data collection method. Internet surveys provide a more comfortable environment to collect data on sensitive issues such as sexuality, and therefore individuals were more likely to submit accurate sexual and relationship information online. All responses were completely anonymous and we did not collect any identifying information from participants.

DEMOGRAPHICS

- 1393 men (54.5%)
- 1163 women (45.5%)

- 92.3% heterosexual, 1.0% gay or lesbian, 4.8% bisexual, 0.9% uncertain or questioning, 0.9% other

- 56.2% were married
- 28.5% were seriously dating one person
- 6.7% were casually dating one or more people
- 5.6% were engaged
- .9% were divorced
- .5% were separated
- .1% were widowed

- The majority of the sample, 69.8%, were living with their partner at the time of data collection

- 27.1% were in their current relationship for more than 15 years
- 20.0% were in their current relationship for between 7 and 15 years
- 18.5% were in their current relationship between 1 and 3 years
- 16.5% were in their current relationship between 3 and 7 years
- 9.8% were in their current relationship less than 6 months

- 8.1% were in their current relationship for between 6 months and 1 year
- 63.9% have children – of those, 12.0% have 1 child, 25.5% have 2 children, 14.6% have 3 children, 6.7% have 4 children, 5.1% have 5 or more children
- 36.1% don't have children

Table 1. Demographic variables by gender

	Men n (%)	Women n (%)	Total
Gender			
Male	1393	--	54.5%
Female	--	1163	45.5%
Age			
18-24	146 (10.5)	311 (26.7)	17.9%
25-29	94 (6.7)	202 (17.4)	11.6%
30-34	140 (10.1)	171 (14.7)	12.2%
35-39	183 (13.1)	133 (11.4)	12.4%
40-44	218 (15.6)	124 (10.7)	13.4%
45-49	198 (14.2)	116 (10.0)	12.3%
50-54	152 (10.9)	55 (4.7)	8.1%
55-59	132 (9.5)	31 (2.7)	6.4%
60-64	71 (5.1)	16 (1.4)	3.4%
65-69	35 (2.5)	4 (.3)	1.5%
70 or older	24 (1.7)	0 (0)	.9%
Sexual Orientation			
Heterosexual	1337 (96.0)	1024 (88.0)	92.3%
Gay or Lesbian	11 (.8)	15 (1.3)	1.0%
Bisexual	28 (2.0)	96 (8.3)	4.8%
Uncertain/Questioning	8 (.6)	14 (1.2)	.9%
Relationship Status			
Casually dating 1+ people	74 (5.3)	97 (8.3)	6.7%
Seriously dating 1 person	278 (20.0)	450 (38.7)	28.5%
Engaged	64 (4.6)	79 (6.8)	5.6%
Married	938 (67.3)	498 (42.8)	56.2%
Separated	7 (.5)	6 (.5)	.5%
Divorced	15 (1.1)	8 (.7)	.9%
Widowed	2 (.1)	1 (.1)	.1%
Children			
No Children	388 (27.9)	534 (45.9)	36.1%
1 Child	162 (11.6)	146 (12.6)	12.0%
2 Children	422 (30.3)	230 (19.8)	25.5%
3 Children	237 (17.0)	136 (11.7)	14.6%
4 Children	108 (7.8)	63 (5.4)	6.7%
5 Children +	76 (5.5)	54 (4.6)	5.1%

RELATIONSHIP CHARACTERISTICS

Relationship Satisfaction

The majority of participants indicated they were 'very much satisfied' (39.5%) or 'satisfied' (36.5%) with their current relationship.

- **Men:** 38.5% very much satisfied; 36.8% satisfied
1.8% very much dissatisfied; 3.7% dissatisfied
- **Women:** 40.7% very much satisfied; 36.2% satisfied
1.5% very much dissatisfied; 3.6% dissatisfied

Sexual Satisfaction

The majority of participants indicated they were 'very much satisfied' (22.0%) or 'satisfied' (28.7%) with their current sex life.

- **Men:** 17.1% very much satisfied; 27.6% satisfied
8.8% very much dissatisfied; 11.2% dissatisfied
- **Women:** 27.9% very much satisfied; 30.2% satisfied
4.3% very much dissatisfied; 7.9% dissatisfied

QUANTITATIVE RESULTS SUMMARY

The **most recent date-night** for the participants in this survey:

- 21.5% last had a date-night with their partner this week
- 26.4% last had a date-night with their partner in the last 2 weeks
- 20.0% last had a date-night with their partner in the last month
- 15.4% last had a date-night with their partner in the last 3 months
- 6.9% last had a date-night with their partner in the last 6 months
- 4.6% last had a date-night with their partner in the last year
- 5.2% last had a date-night with their partner more than a year ago

There were no significant differences between men and women in when their most recent date-night was with their partner, $\chi^2(12) = 9.94, p = .62$.

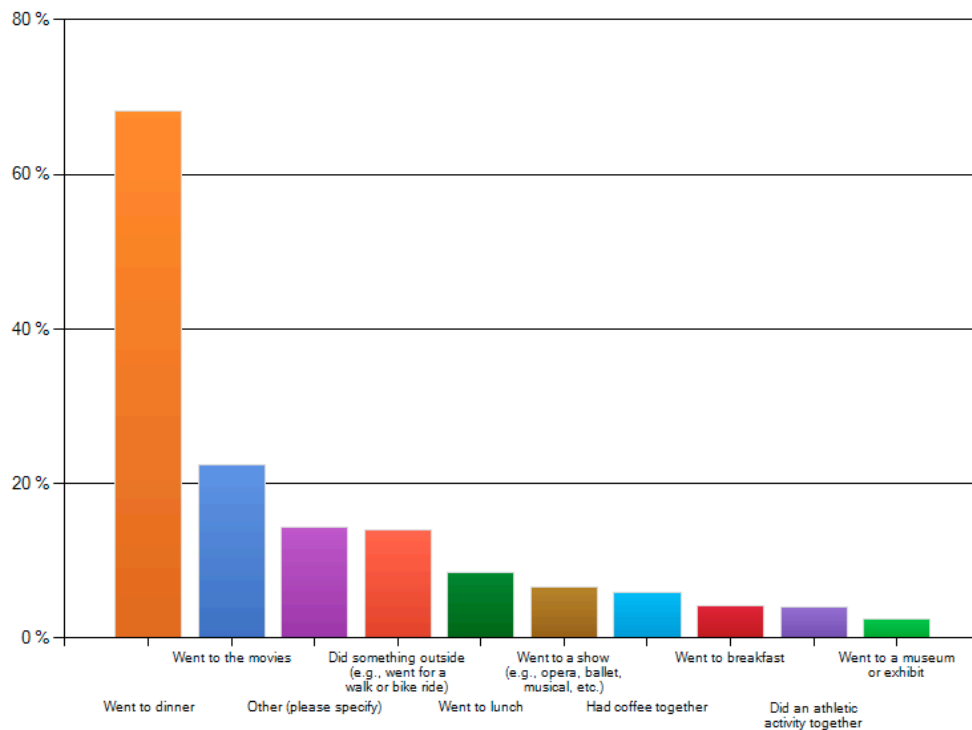
Interestingly, recency of date-night with a partner was significantly positively correlated with relationship satisfaction ($r = .26, p < .001$) and sexual satisfaction ($r = .31, p < .001$). This significant correlation indicates that those who went on a date-night with their partner more recently were also more likely to score higher on relationship and sexual satisfaction in this sample. Perhaps date-night frequency is one of the factors that contribute to relationship and sexual satisfaction.

What **activities** did individuals do with their partner's on their most recent date night?

	<u>Men</u>	<u>Women</u>	<u>Total</u>
Went to dinner	71.4%	65.2%	68.6%
Went to the movies	24.0%	21.0%	22.6%
Other	12.0%	17.5%	14.5%
Did something outside (e.g., bikeride, walk)	13.2%	14.3%	13.7%
Went to lunch	8.5%	8.5%	8.5%

Went to a show (e.g., opera, ballet, musical)	7.2%	6.0%	6.6%
Had coffee together	6.7%	5.1%	6.0%
Went to breakfast	4.4%	4.1%	4.3%
Did an athletic activity together	4.1%	4.1%	4.1%
Went to a museum or exhibit	2.3%	2.7%	2.5%

These activities are displayed graphically below:



Of those 14.5% who chose “other”, these were some of most common activities listed:

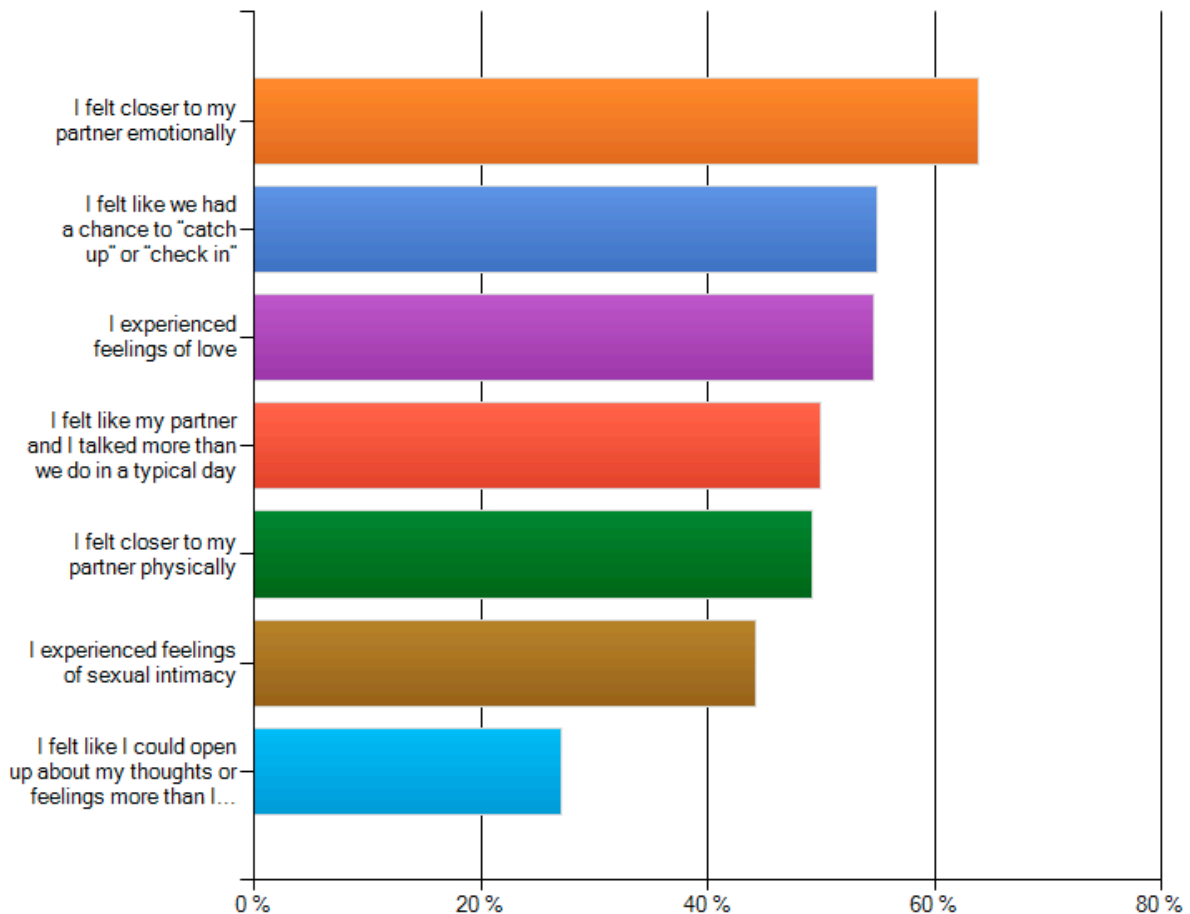
- Dancing
- Dinner & Drinks
- Bar
- Casino
- Clubbing
- Hotel
- Movies & Mall
- Shopping
- Sex
- Stayed In
- Had Wine In
- Football Game
- Out with Friends
- Bowling
- Concert
- Hockey Game
- Karaoke

The majority of the individuals sampled enjoyed their most recent date-night alone with their partner (just the two of them; 82.9%), with 14.2% of the participants indicating their date was more than the two of them, and 2.9% indicating that they couldn't remember.

The most recent date-night was a chance for participants to:

	<u>Men</u>	<u>Women</u>	<u>Total</u>
• Feel closer to their partner emotionally	62.4%	66.1%	64.1%
• Have a chance to “catch up” or “check in”	55.6%	54.5%	55.1%
• Experience feelings of love	50.7%	59.6%	54.8%
• Talk more than on a typical day	52.8%	46.9%	50.1%
• Feel closer to the partner physically	45.2%	53.5%	49.0%
• Experience feelings of sexual intimacy	41.0%	47.7%	44.1%
• A place to open up about thoughts or feelings	25.8%	28.4%	27.0%

These findings are displayed in the graph below:



Planning the Date

Almost half of men (49.7%) and more than half of women (53.3%) indicated that on a typical date-night with their partner, **both them and their partner take the lead in**

planning what they do for their date. Interestingly, 32.4% of men believed they planned the date and 24.3% of the women believed they planned the date. This left a mere 9.5% of men who indicated their partner planned the date and a mere 12.8% of women who indicated their partner planned the date.

Typically, the majority of participants (71.8%) looked for ideas from places they've been together before.

- 40.9% look to places they've been with other people before (date or non-date)
- 37.3% look to advice from friends or family
- 19.6% look to online city guides (e.g., Yelp)
- 18.7% look to Google
- 14.8% look to an online coupon source (e.g., Groupon)
- 9.1% look to other sources
 - Newspapers, Spontaneous Ideas, Rely on Mood, New Restaurants, Random Reviews, Entertainment Sections
- 9.0% look to magazines
- 3.7% look to Yahoo

The **most characteristic date-night** with a partner was:

	<u>Men</u>	<u>Women</u>	<u>Total</u>
Regularly scheduled (e.g., first Friday of the month)	9.3%	8.2%	8.8%
Random (e.g., when we happen to think about it)	72.1%	70.9%	71.6%
Based on events (e.g., for Valentine's Day)	13.6%	13.2%	13.4%
Other (<i>commonly listed</i> : dependent on schedule, when babysitter is available, too infrequent to say, whenever there is time, when we have extra money, whenever we can)	5.0%	7.8%	6.3%

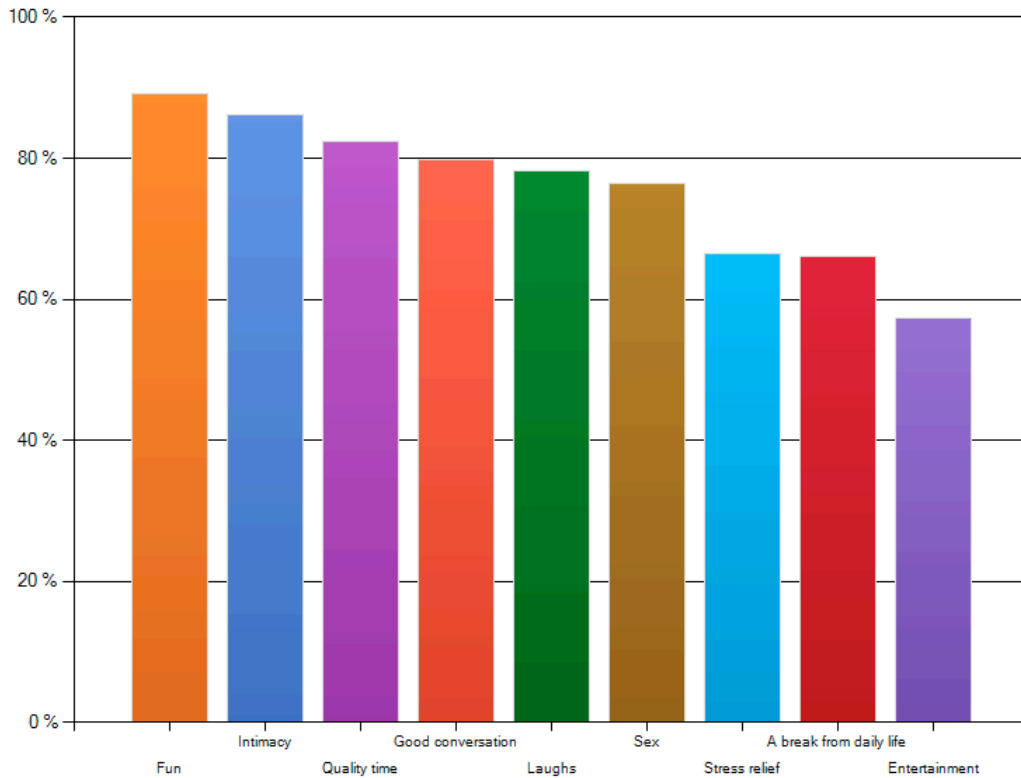
Around three-quarters of the sample (73.0%) indicated they have been on a date-night with their partner **during the day**, where the remaining quarter (27.0%) indicated they have not ever been on a date-night with their partner during the day.

The majority of the participants (64.9%) were **very much open to trying something new** and different with their partner (e.g., trapeze classes, rock climbing, etc.). A quarter of the participants (26.2%) were a little open to trying something new, with 5.8% not open or closed, 2.2% a little closed to the idea, and less than 1% (.8%) very much closed to the idea.

The majority of both men (61.7%) and women (65.5%) believe that **date-nights are entirely necessary** with a partner. 28.9% of men and 26.1% of women believe it is a little bit necessary. Only 1.6% of men and 1.0% of women believed it was a little bit or entirely unnecessary.

Qualities Desired in Date-Night:

Participants were asked what some of the qualities they wanted in a date-night. There were a number of qualities listed, and they are displayed graphically below:



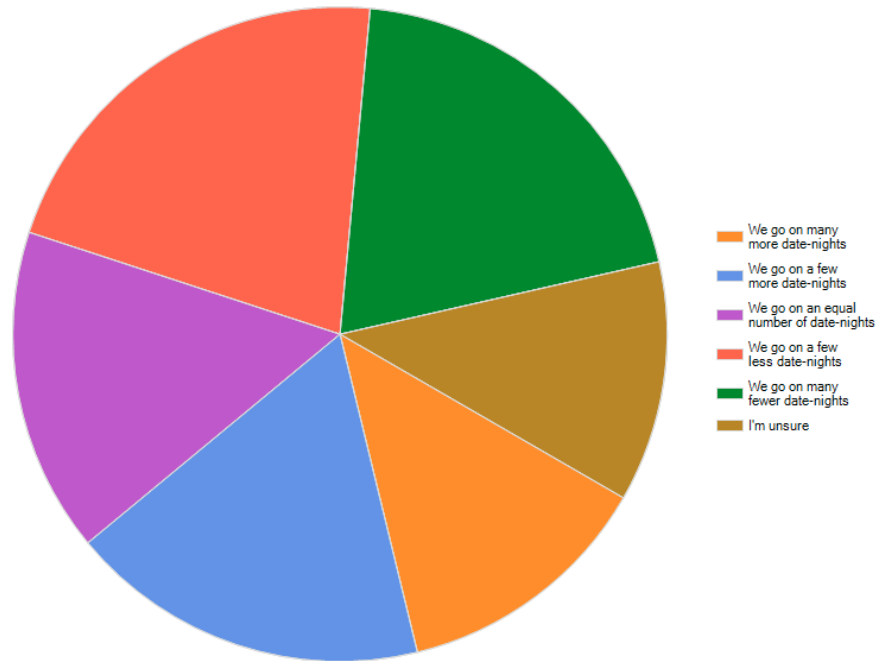
Impact of Date-Night on Relationship

The majority of participants (77.8%) indicated that date night makes them feel very much closer to their partner, with 19.7% indicated it makes them feel a little bit closer to their partner, 2.2% indicated it doesn't really make them feel closer to their partner, and .3% indicated it doesn't make them feel closer to their partner at all.

With regard to the importance of date night, most believed it is equally important to them and their partner (68.7%), almost a quarter believed it is more important to them than their partner (22.7%), and 8.6% believed it is more important to their partner than them.

As displayed in the pie-chart below, the sample was fairly equally split in terms of comparisons to friend's date-night frequency. Listed are the percentages of each option:

- A few less date-nights than friends 21.8%
- Many fewer date-nights than friends 20.1%
- A few more date-nights than friends 17.2%
- Equal number of date-nights to friends 16.0%
- Many more date-nights than friends 12.9%
- Unsure of the comparison 12.0%



The maximum amount of money individuals sampled in this survey were willing to realistically (in the context of their lives) spend fell somewhere in the middle of the spectrum of options offered:

- No amount of money 1.2%
- Less than \$25 3.1%
- Between \$25 and \$50 21.0%
- Between \$50 and \$75 21.2%
- Between \$75 and \$100 23.3%
- Between \$100 and \$150 14.0%
- Between \$150 and \$200 8.1%
- More than \$200 8.1%

The majority of the sample indicated they would prefer to go on date-night with their **partner alone** (66.8%), with 25.5% indicating no preference, 6.5% indicating they prefer to be with another couple, and 1.3% indicating they prefer to be with a group on date-night.

Around half of the sample (49.6%) indicated they could only go **a few weeks or a month without a date-night** with their partner. However, 30.1% indicated they could go several months without a date-night.

- 7.7% indicated they could only go a week without a date-night
- 5.5% indicated they could go forever without a date-night
- 3.9% indicated they could go a year or two without a date-night
- 2.5% indicated they could only go a few days without a date-night
- .7% indicated they could go no more than a day or two without a date-night

The extent to which the **most recent** date-night impacted relationship satisfaction and sexual satisfaction significantly differed by gender such that women’s satisfaction was more likely to improve due to date-night than men’s. Regardless of this gender difference, the majority of both men and women believed their **relationship satisfaction improved as a result of the most recent date-night**. Sexual satisfaction was a little less impacted for both men and women, but it improved more than it declined. Results in the extent to which date-night impacted satisfaction levels is displayed by gender in the table below:

	Men	Women	Total
Relationship Satisfaction			
Very much improved	137 (9.8)	167 (14.4)	11.9%
Improved	455 (32.7)	397 (34.1)	33.3%
Improved a little bit	403 (28.9)	272 (23.4)	26.4%
Didn’t improve or decline	357 (25.6)	289 (24.8)	25.3%
Declined a little bit	23 (1.7)	18 (1.5)	1.6%
Declined	6 (.4)	13 (1.1)	.7%
Very much declined	12 (.9)	7 (.6)	.7%
Sexual Satisfaction			
Very much improved	160 (11.5)	177 (15.2)	13.2%
Improved	378 (27.1)	322 (27.7)	27.4%
Improved a little bit	222 (15.9)	178 (15.3)	15.6%
Didn’t improve or decline	524 (37.6)	434 (37.3)	37.5%
Declined a little bit	47 (3.4)	25 (2.1)	2.8%
Declined	37 (2.7)	12 (1.0)	1.9%
Very much declined	25 (1.8)	15 (1.3)	1.6%

Almost all of the participants very much agreed (79.9%) that regular dates with a partner can have a positive impact on the relationship. 18.0% agreed a little bit, 1.9% didn’t really agree, and .2% didn’t agree at all.

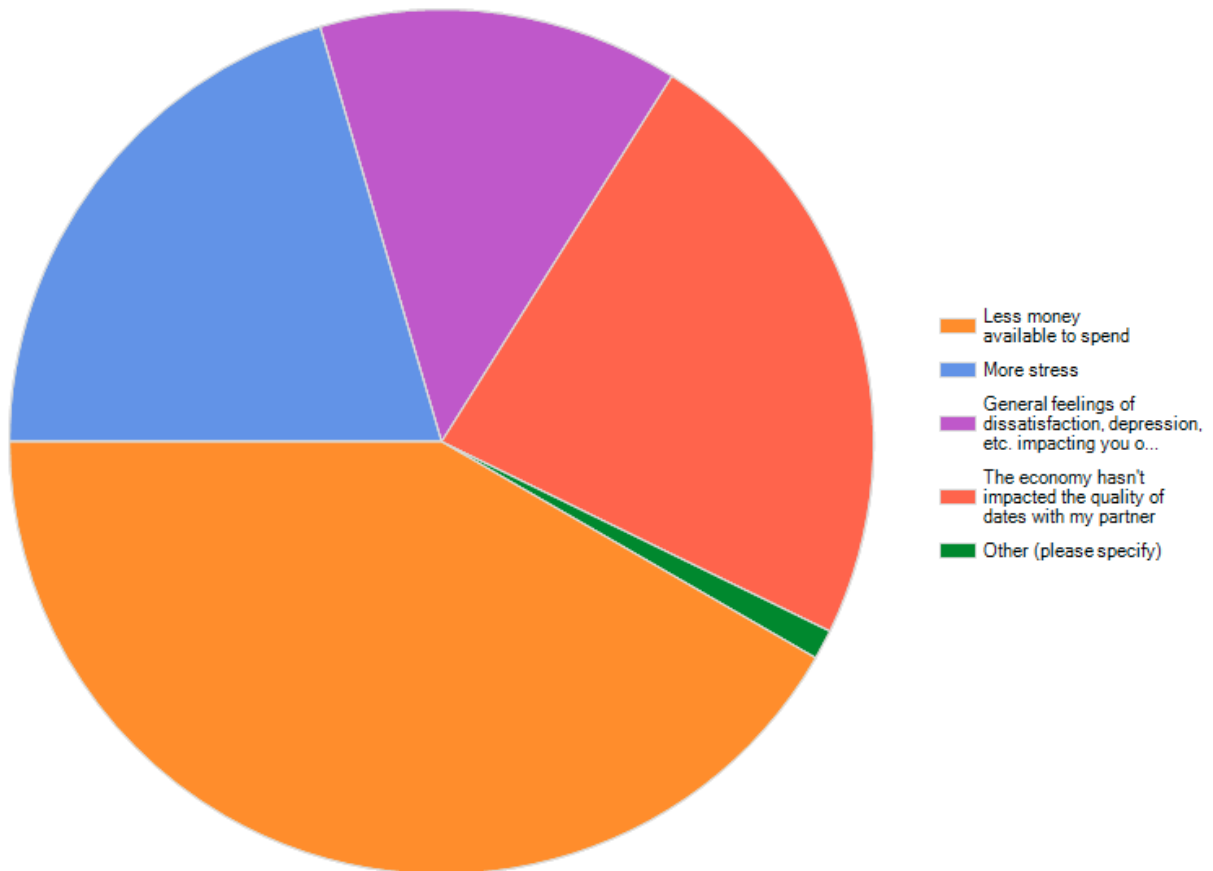
Date-Night and Sex

Date-night lead to sex for 53.5% of the participants on the most recent date-night. However, it did not lead to sex for 39.9% of the participants, and 6.6% of the participants can’t remember. The majority of the participants (87.9%) indicated that previous date-nights have led to sex before, with 9.4% indicating previous date-nights have not led to sex, and 2.3% were unsure.

With regard to the anticipation for sex at the end of a date-night, 71.8% of the sample were very much likely to anticipate sex or likely to anticipate sex. However, 19.0% were neither likely or unlikely to anticipate sex, 9.1% were unlikely or very much unlikely to anticipate sex after date-night.

Impact of Economy on Date-Night

The majority of the sample indicated that the economy has impacted their ability to have date-nights with their partner due to having less money available to spend on dates (58.3%). However, a large portion of the sample indicated that the economy hasn't actually impacted their ability to have date-night with their partner (32.4%). There were no significant gender differences in the ways in which the economy has impacted date-night. These results are displayed in the pie-graph below.



Barriers to Date-Night

The following were listed as barriers to date-night:

	<u>Men</u>	<u>Women</u>	<u>Total</u>
• Money is tight	44.7%	56.2%	50.0%
• Work	37.9%	41.1%	39.4%
• Too busy	40.4%	32.3%	36.8%
• Kids	42.3%	29.3%	36.4%
• Unable to get a babysitter	20.9%	18.7%	19.9%
• Nothing is a barrier	12.9%	11.9%	12.4%
• Fighting with partner	13.8%	10.4%	12.2%
• Lack of attraction to partner	5.8%	5.1%	5.5%
• Other	5.1%	9.7%	7.2%

- *Most common other responses:* Fatigue, Feelings, Fear, Schedules, School, Distance, Illness, Health, Priorities, Lack of vehicle

Although these barriers do exist for many couples, the majority of those surveyed (86.7%) would choose a date-night with their partner over an evening with friends if given the option. This finding was not significantly different between men and women.

CONCLUSION

The current survey provided us with detailed information about how couples navigate date-night in the context of their relationships. The majority of the participants have had a date night fairly recently, and based on this data, how recent the date was positively impacted satisfaction. Additionally, date-nights with partners appear to make both men and women feel closer to their partner. Overall, date-night has a positive impact on relationships of those who engage in them, and this survey has given us greater insight into the details of who plans them, what the preferences of date-nights are, what barriers exist to date-night, and everything in between.

Please visit <http://www.GoodinBed.com/Surveys> for more information on this study and our Survey Director, Kristen Mark.