

FIRST ANNUAL

Relationship Survey

2023



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Who We Are

Cupla is the ultimate relationship management app for couples, used by thousands of couples across the globe.

Cupla exists to create more connection and happiness in relationships. We do this by removing the everyday friction points that couples experience in trying to manage their lives together.

Cupla streamlines relationship coordination, effortlessly managing shared schedules, tasks, and events, so you and your partner can focus more on what matters most: each other.





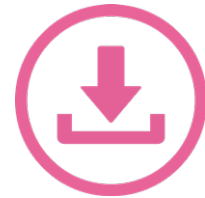
2020

Cupla was founded by couple Erika & Will Palmer in 2020



NZ

Developed and run by a small team based in Auckland, New Zealand



250K

Downloads globally across iOS and Android



150

Users in 150 countries



60%

60% of users based in the US



30 y/o

Average age of users is 30 y/o

What did we do?

We polled Cupla users worldwide, asking them questions about their feelings about their romantic relationship, how they tend to use Cupla, and how using Cupla has affected their relationship. We had 797 unique respondents who completed the questionnaire (although the number of respondents for each analysis varies depending on available app usage data, whether they skipped some questions, etc.). Respondents were offered the chance to win an Amazon gift card as a thank-you for participating.

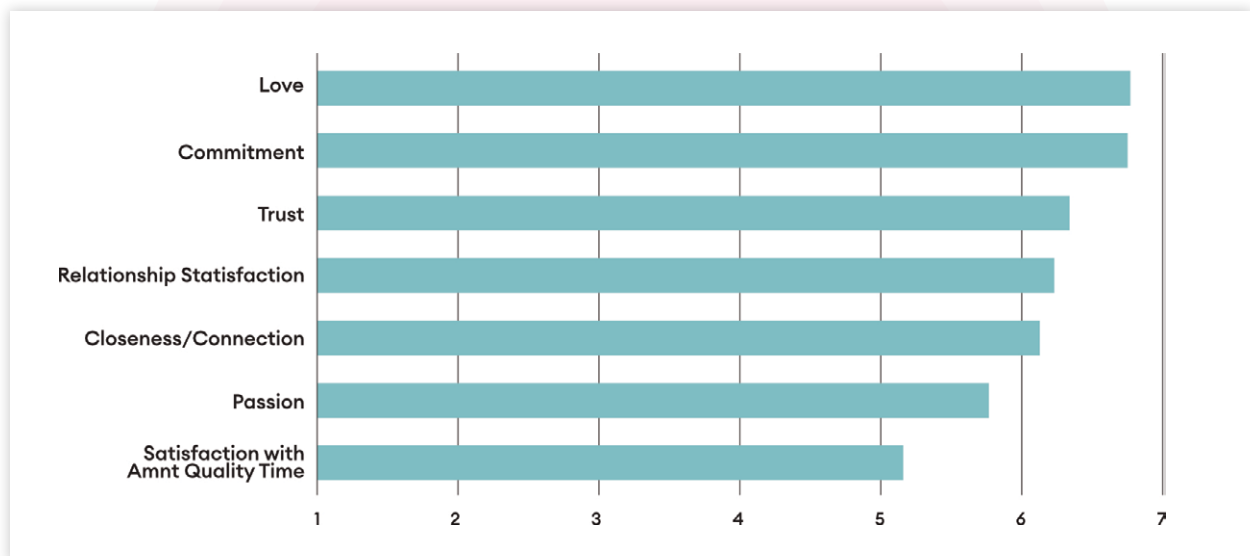


What are users' relationships like?

We asked respondents to report their feelings of Love, Commitment, Trust, Satisfaction, Closeness, Passion, and Satisfaction with Quality Time in their relationship. These are all key aspects of relationship quality that research suggests are important for keeping relationships intact long-term.^{1,2} When we averaged across respondents' feelings of Love, Commitment, Trust, Satisfaction, Closeness, Passion, and Satisfaction with Quality Time, we found that they scored an average of 6.34 out of a possible 7.

In other words, respondents were **very happy in their relationships**, and are likely using Cupla to enhance an already satisfying relationship!

Relationship Quality Aspects



What benefits do users report from using Cupla?

We asked respondents for their agreement with a series of items regarding the possible benefits of using Cupla for their relationship. Respondents tended to agree that Cupla helped with each aspect we asked about. That is, people rated each reason significantly higher than the scale midpoint (of 4).

Our survey contained data from 81 couples, in which both couple members answered our questions. From these couples, we learned that couple members tended to be on the same page regarding agreeing with each benefit of Cupla. They were particularly likely to agree with each other about the extent to which using Cupla has increased their intimacy ($r = .49$). Of all the benefits asked, respondents most strongly endorsed that using Cupla has made them excited about the future (5.45 out of 7). This result is very important given couples' commitment levels are more tied to how satisfied they expect to be in the future, rather than the current state of their relationship.³

In other words, by keeping users excited about the future of their relationship, Cupla is helping couples' relationships succeed in the present.

62.5% of respondents reported they agreed that **Cupla has reduced barriers to spending quality time together.***



*scoring 5 or above

This includes 37% who strongly agreed with this benefit (scoring either a 6 or a 7). Facilitating couples spending more quality time together is vital, as today's couples are spread thin and spend less time together than in previous generations.^{4,5} **Couples who can carve out more quality time to spend together are closer, more committed, and happier both in general and in their relationship.**^{6,7,8}

“

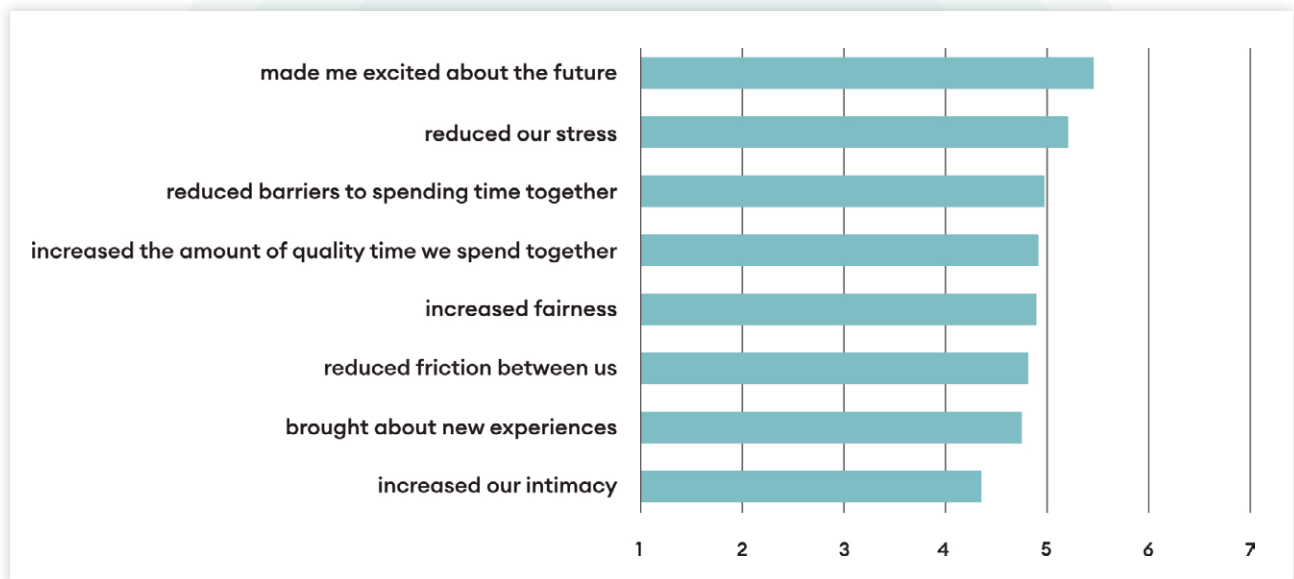
We have such varying schedules and Cupla makes it easy to keep each other updated with plans. It also makes it easy to see when was the last time we went on a date, prompting us to plan a little something.

It's been the perfect tool for finding more frequent date nights in the gaps of our schedule!

”

The item that received the lowest agreement, that using Cupla has increased intimacy (4.36/7), may reflect different interpretations of the term intimacy (e.g., physical affection versus closeness), and offers an opportunity for future growth. For instance, Cupla can continue to provide tips to couples on how to increase their romantic connection or can offer question prompts that each couple member responds to, to help them learn about each other and enhance closeness.⁹

Using Cupla has...

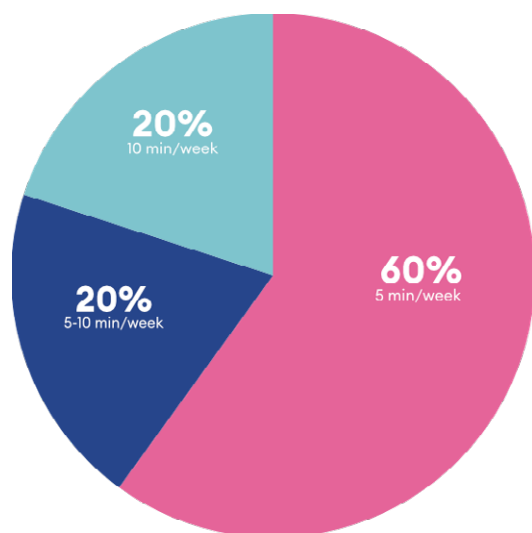


* 5 = agree

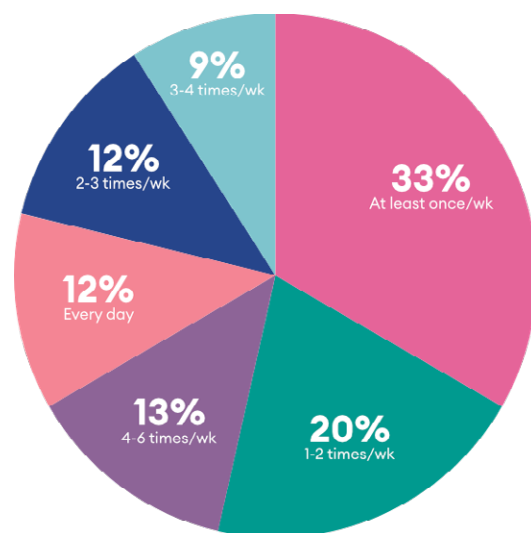
How often are people using Cupla?

Using usage data from just over one thousand users, we can see that a little goes a long way! Couple members tended to be similar in how much time they spent using the app.

Usage Per Week



App Accessed Per Week



Sharing a calendar and to do list lets us live more efficiently as a couple, which provides time for what's important in our relationship.



How often are people scheduling shared events using Cupla?

Using data from 700 respondents, we find that most (75%) users created at least one shared event per month using the app, 15% created 2-3 shared events per month, 3% created between 3-4, and 2% created more than four shared events per month (i.e., one shared event per week). Most users (79%) reported that a shared event *occurred* at least once per month, 15% reported 2 events occurred, and 5% reported that more than 2 shared events occurred per month. All in all, users were great at sticking to their scheduled dates. As expected, slightly fewer shared events occurred than were scheduled, but this happens; sometimes life gets in the way as couples have busy schedules with unforeseen events that disrupt plans.

Does scheduling shared events lead to healthier and more satisfying relationships?

Compared to people who did not create a shared event using the app, people who created just **2-3 shared events per month** were statistically more likely to report that using the Cupla app reduced barriers to spending time together and increased the amount of time they spent together.

People who went on at least 1 date a month using the Cupla app were statistically more satisfied with the amount of quality time they spent with one another.

This finding is important because fighting over the quality of time you spend together is a top conflict area for many couples, and is linked to low relationship commitment.¹⁰ Moreover, enjoying the time you are spending together predicts relationship happiness over time.¹¹



“Cupla has significantly improved our relationship by serving as an organizational and communication tool. The platform has streamlined our planning process, making it easier for us to coordinate and anticipate our next dates. With Cupla’s features, we’ve created efficient to-do lists and schedules, ensuring that our time together is well-spent and enjoyable. The tool has enhanced our overall communication, making it more seamless and accessible. As a result, we find ourselves more organized, eager for our next date, and better connected in our relationship.”

In our subset of couples, we found that, above and beyond the effects of creating shared events yourself, when a partner creates shared events, you feel that using the app has increased the amount of quality time you spend together. **In other words, people perceive unique benefits of their partner using the app.**

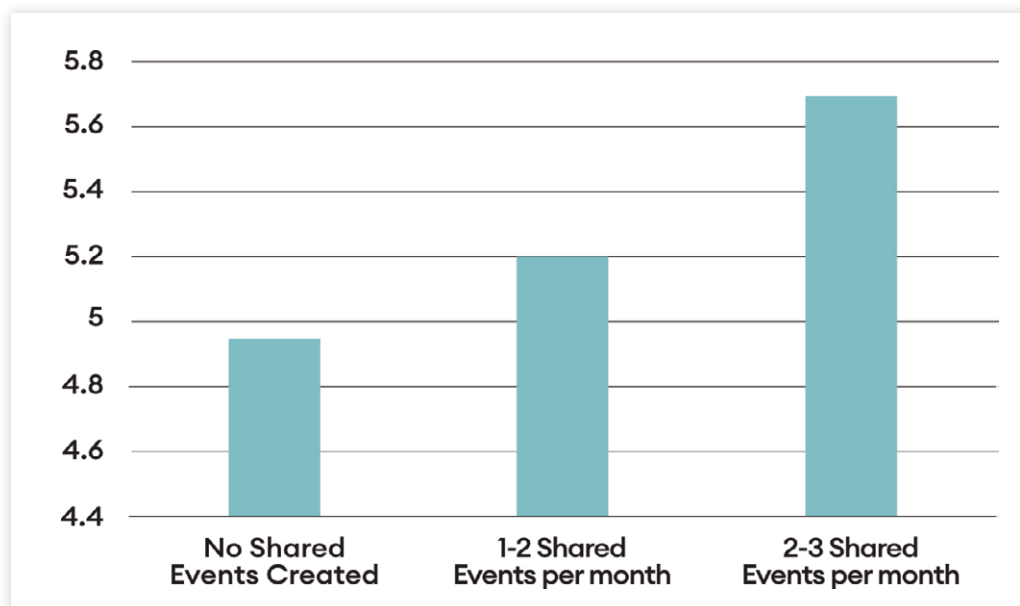
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It feels nice when your significant other remembers when you have something on, and works around that. In this way it increases our quality time together and brings us closer together.



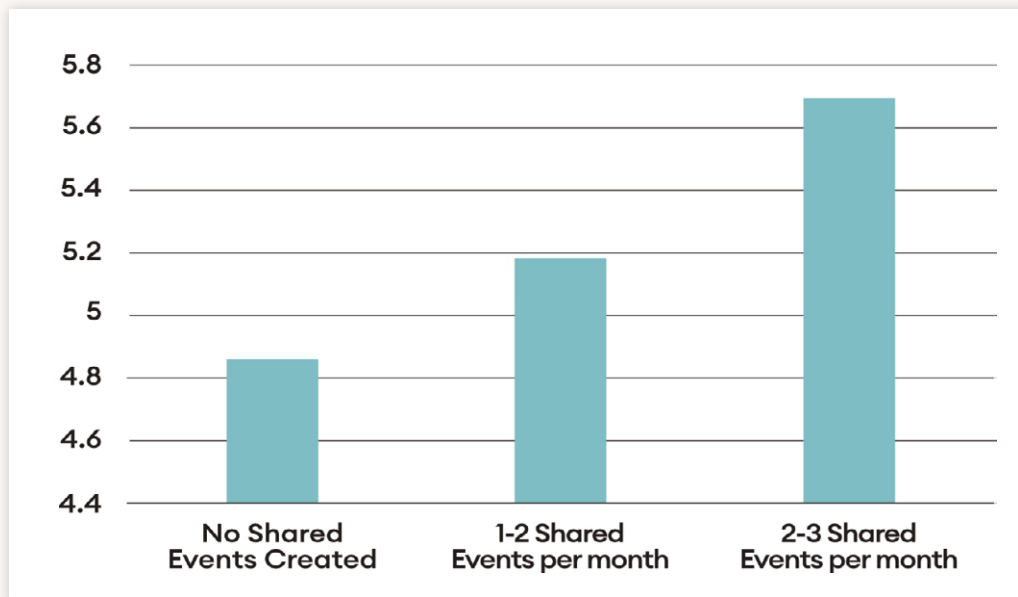
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Using Cupla has Reduced Barriers to Spending Time Together



* 5 = agree

Using Cupla has Increased the Amount of Time We Spend Together



* 5 = agree

“

It's been the perfect tool for finding more frequent date nights in the gaps of our schedule!

”



How are people using to-do lists?

Most people had created one to-do list, with 15% having more than one separate to-do list. Half of our sample had 5 or more tasks on their lists left to complete, and 27% of people had 10 or more tasks to complete. These trends are the same when we look at just our 'top' users who score 7/7 on relationship satisfaction: they tend to have one to-do list created, and 5 incomplete tasks on it.

“

Having it written out means there's no disagreements about who's doing what and when.

”

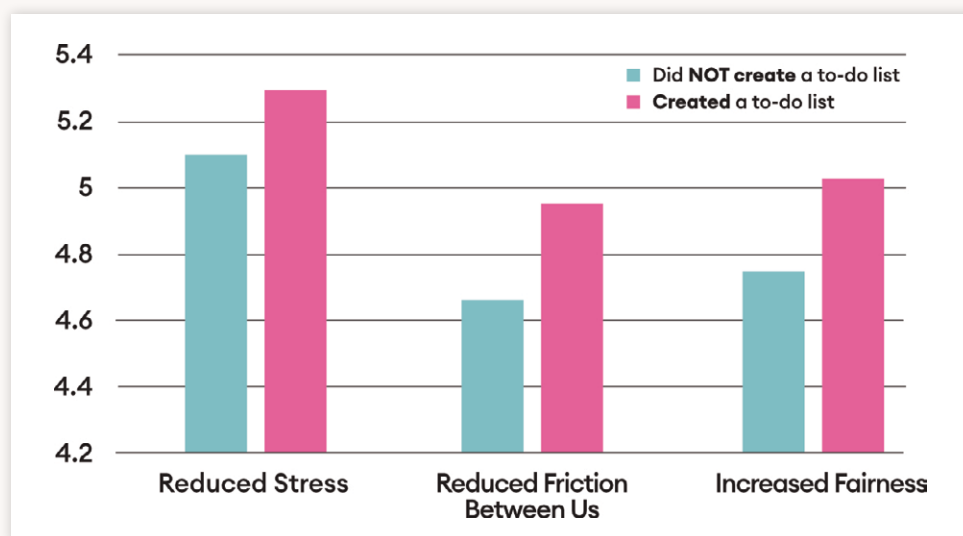
Does using to-do lists lead to healthier and more satisfying relationships?

Finish those tasks! When we looked at the associations between the number of incomplete tasks and the number of created to-do lists, we found that:

More incomplete tasks were linked with being less committed to your relationship and reporting less passion.

When we compared the 49% of respondents who had not created a to-do list in Cupla with those who had created a to-do list, we found no significant differences in their reported relationship quality (including on each individual aspect of relationship quality). But, those who had created to-do lists were more likely to say that using the app has reduced their stress, reduced friction between them, and increased fairness in their relationship. In other words, couples report that to-do lists are helping them as intended.

Using Cupla has...



* 4 = neutral, 5 = agree

Are men and women¹² using the app differently? Who is more satisfied with the app?

On average, women used the app slightly more than men, but only 1 minute more per day! On average men and women were equally as satisfied with the app.

Both agreed that using Cupla has:

- 1. “Reduced our stress”**
- 2. “Reduced barriers to spending time together”**
- 3. “Reduced friction between us”**
- 4. “Increased our intimacy”**
- 5. “Brought about new experiences”**
- 6. “Increased the amount of quality time we spend together”**
- 7. “Increased fairness”**
- 8. “Made me excited about the future.”**

This is great news for couples, especially man-woman couples, where traditionally, women have been the *'relationship managers'* who hold a greater responsibility for organising dates, managing routines, assessing the emotional health of their relationships, and raising problems or issues.^{13,14} We encourage men and women to continue to use the app equally, as sharing relationship and household duties is linked to many relational benefits, including better sex lives!^{15,16}

What is the optimal level of app usage?

It appears that the sweet spot is 2-3 times per week for reducing stress and friction!

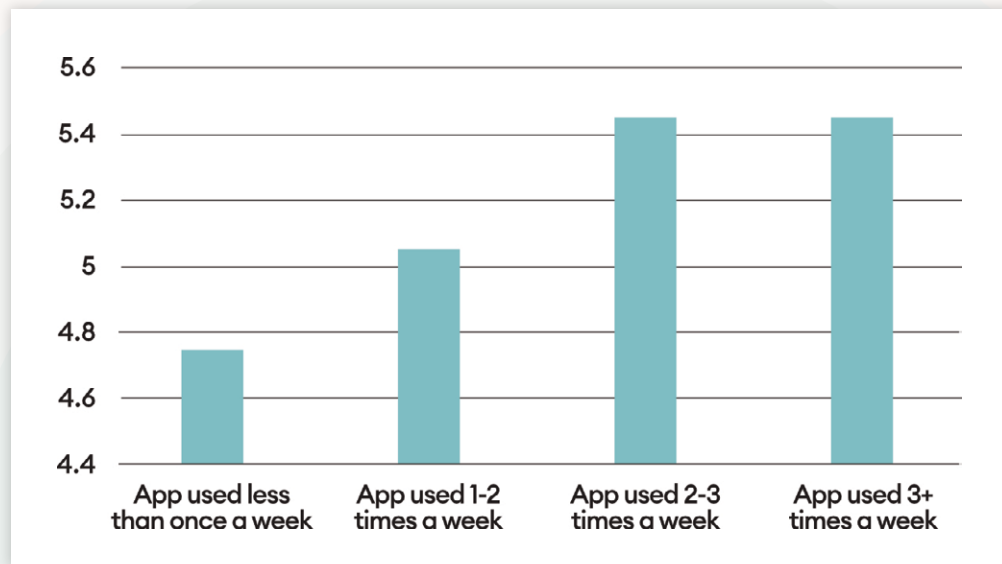


Optimal Usage

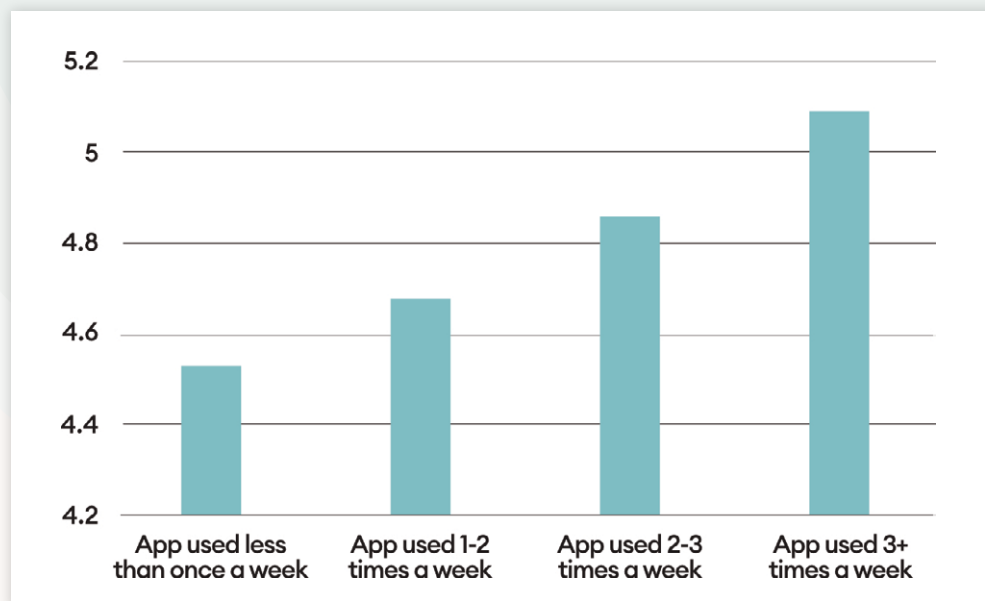
2-3
Times per Week

Compared to people who used the app less than once a week, people who used the app 2-3 times per week were statistically more likely to report that Cupla has “reduced our stress” and “reduced friction between us.”

Using Cupla Has Reduced Our Stress



Using Cupla Has Reduced Friction Between Us



* 4 = neutral, 5 = agree

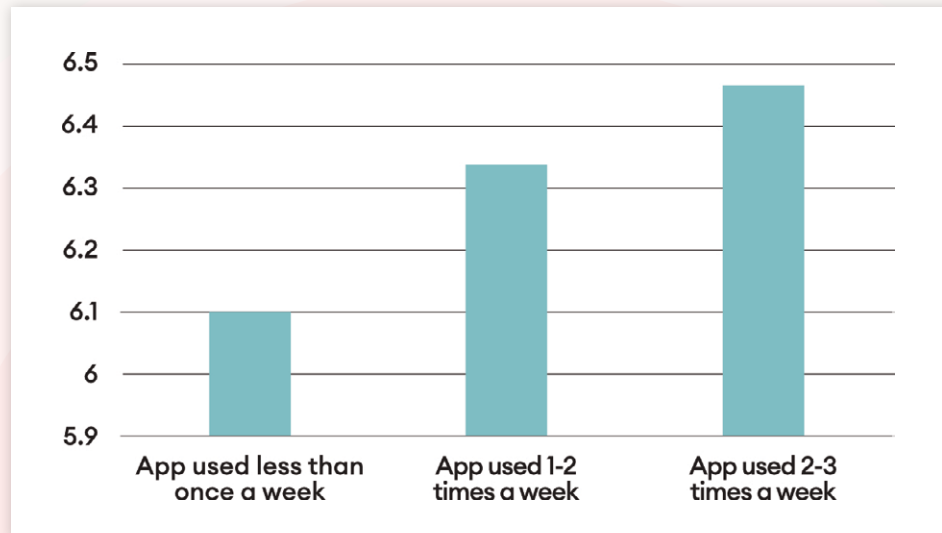
Whereas, it appears that using the app 3 or more times a week is best to improve shared quality time: Compared to those who used the app less than once a week, those who used it three or more times a week were statistically more likely to report that the app helped “reduced barriers to spending time together” and “increased the amount of quality time we spend together.”

Does using the app promote happier and healthier relationships?

Compared to people who used the app less than once a week:

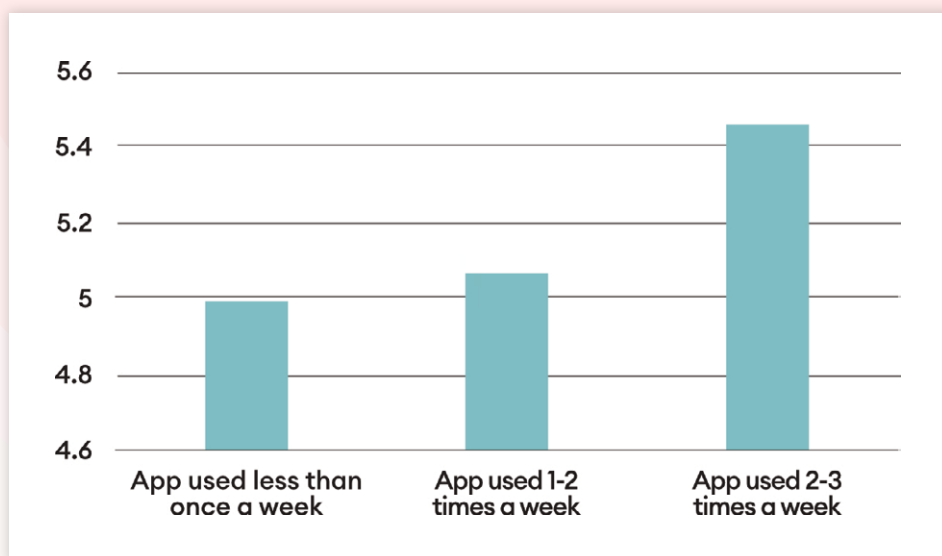
People who used the app 2-3 times per week were statistically more satisfied with their relationship, statistically more satisfied with the amount of quality time they spent with their partner, and reported trusting their partners significantly more!

“How satisfied are you with your relationship?”



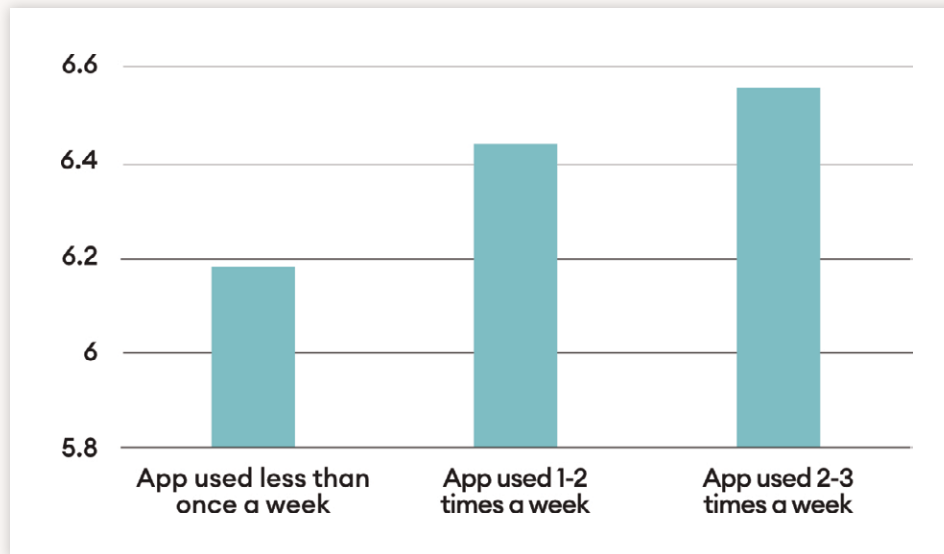
* 5 = agree, 6 = strongly agree

“How satisfied are you with the amount of quality time you spend with your partner?”



* 4 = neutral, 5 = agree

“How much do you trust your partner?”



* 5 = agree, 6 = strongly agree

“

Being married with 3 children and moving into our house has left little time for just us. Using this app helps us communicate all the things we need to get done or appointments and then we are able to plan time for us. We were able to block out time to just be us. You put your relationship on the back burner not realizing it's the most important. It's the foundation. We love this app.

”



User Voices

Users describe what they love about Cupla...

How is Cupla helping couples improve their relationship?

1. Scheduling and Planning Efficiency

Users appreciate the calendar and to-do list features for coordinating daily tasks, managing schedules, and planning activities together. The app streamlines communication and organization, making it easier to execute plans and stay on top of commitments.

2. Enhanced Communication and Awareness

Cupla facilitates better communication and awareness between partners by providing a clear overview of each other's schedules and commitments. This fosters a sense of connection and reduces misunderstandings or missed opportunities for quality time.

3. Equal Contribution and Reduced Stress

Users highlight how Cupla helps in distributing household chores and responsibilities more evenly, reducing stress and resentment within the relationship. The app enables both partners to contribute effectively and feel valued for their efforts.

4. Excitement and Engagement

Cupla generates excitement and engagement in planning dates, organizing tasks, and setting goals together. Users appreciate the convenience and notifications that keep them informed about each other's contributions and plans.

5. Long-Distance Relationship Support

Cupla proves beneficial for couples in long-distance relationships by providing a platform to synchronize schedules, plan visits, and stay connected despite physical distance. The app helps in maintaining communication and coordination across different time zones.

6. Conflict Resolution and Relationship Improvement

Cupla contributes to improved communication, conflict resolution, and relationship satisfaction by facilitating mutual understanding, collaboration, and shared decision-making. The app helps in addressing common challenges and strengthening the bond between partners.

7. Spontaneity and Romance

Despite the focus on scheduling and planning, Cupla also supports spontaneity and romance by providing opportunities for surprise dates, gift ideas, and shared experiences. Users appreciate the balance between structure and flexibility that the app offers.

8. Shared Goals and Growth

Cupla enables couples to set goals, plan for the future, and support each other's personal and professional growth. The app serves as a tool for collaboration and accountability, fostering a sense of partnership and mutual support.

What do people love the most about the app?

Top 3 things people love about Cupla!

- 1.** Easily scheduling date nights via the shared calendar!
- 2.** Creating to-do lists together!
- 3.** Managing school and work schedules for our family!

How has the app helped people's relationships?

Top 3 ways Cupla had helps improve relationships!

- 1.** Helps us plan/ have more quality time together!
- 2.** Helps us plan fun dates!
- 3.** Helps make communication easier!

*Data from the content above is generated from 430 app users

This report was prepared by

Dr. Jessica Maxwell and Dr. Emily Cross



Dr. Jessica Maxwell

Jessica Maxwell (She/Her) is Cupla’s Relationship & Sex expert and an Assistant Professor of Social Psychology at McMaster University. She completed her Ph.D. in Psychology at the University of Toronto before completing a postdoctoral fellowship at Florida State University studying romantic relationship dynamics. She has also worked as an Assistant Professor at the University of Auckland. Her quantitative research from thousands of couples across the globe focuses on how couples can have thriving romantic relationships and sex lives. Her expertise informs Cupla’s App Development and design and gives couples relevant content and advice to improve their relationships. Her work has been featured in top social psychology academic journals, as well as media outlets such as the BBC, Radio NZ, and Psychology Today. You can find out more about her work or connect with her on Twitter @Jess_A_Maxwell



Dr. Emily Cross

Emily Cross (She/Her) is a Relationship and Gender expert and a Senior Research Associate at York University working in the School of Health and Schulich Business School. Dr Emily Cross completed her Ph.D. in Psychology at the University of Auckland (New Zealand), before completing a postdoctoral fellowship at York University (Canada) and has also worked at University of Essex (United Kingdom) as an Assistant Professor – exploring romantic relationship and gender dynamics. Emily has spent 10+ years’ experience using data to test how people’s attitudes, beliefs and behaviour impact their closest relationships (e.g., romantic, friendship, and parent-child relationships) and the flow on effects this has for people’s health and wellbeing. Her expertise informs Cupla’s data driven approach to helping couples improve their relationships. Her work has also been featured in top psychology academic journals, and media outlets such as Bustle, Radio NZ, NZ Herald, and Psychology Today.

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