

Cupla Impact Report 2025



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Who We Are

Cupla is on a mission to empower couples to spend more quality time with one another.

Using a suite of organizational tools and clever AI, Cupla streamlines relationship coordination, effortlessly managing shared schedules, events and tasks, allowing couples to create more opportunities for meaningful connection.

Once those moments are created, Cupla goes one step further and with our proprietary AI Date Night Agent, identifies local, novel and unique experiences perfect for you and your partner to create memorable dates.





2020

Founded by
real-life couple
Erika & Will
Palmer



500K

500k
downloads
globally



100

Users from
over 100+
countries



50K

50K monthly
active users



30 y/o

Average
age of users
is 30



=

Men and
women
equally use
Cupla



NZ

Team is
based in
Auckland
New Zealand

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 2110 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.



Who uses Cupla?

On balance, respondents tend to be in longer-term relationships, with the majority stating they were “Dating” (61.1%) and a large portion “Married,” (18.2%), while others identified being in “Common Law / De-facto” relationship (5.9%). Highlighting the personalized nature of relationship categorization, many users described their relationship status in unique ways, for example, by noting they were “In love,” or “Soulmates”.

80% of app users were in man-woman relationships,

11% were in man-man relationships, and

9% were in woman-woman relationships.

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}

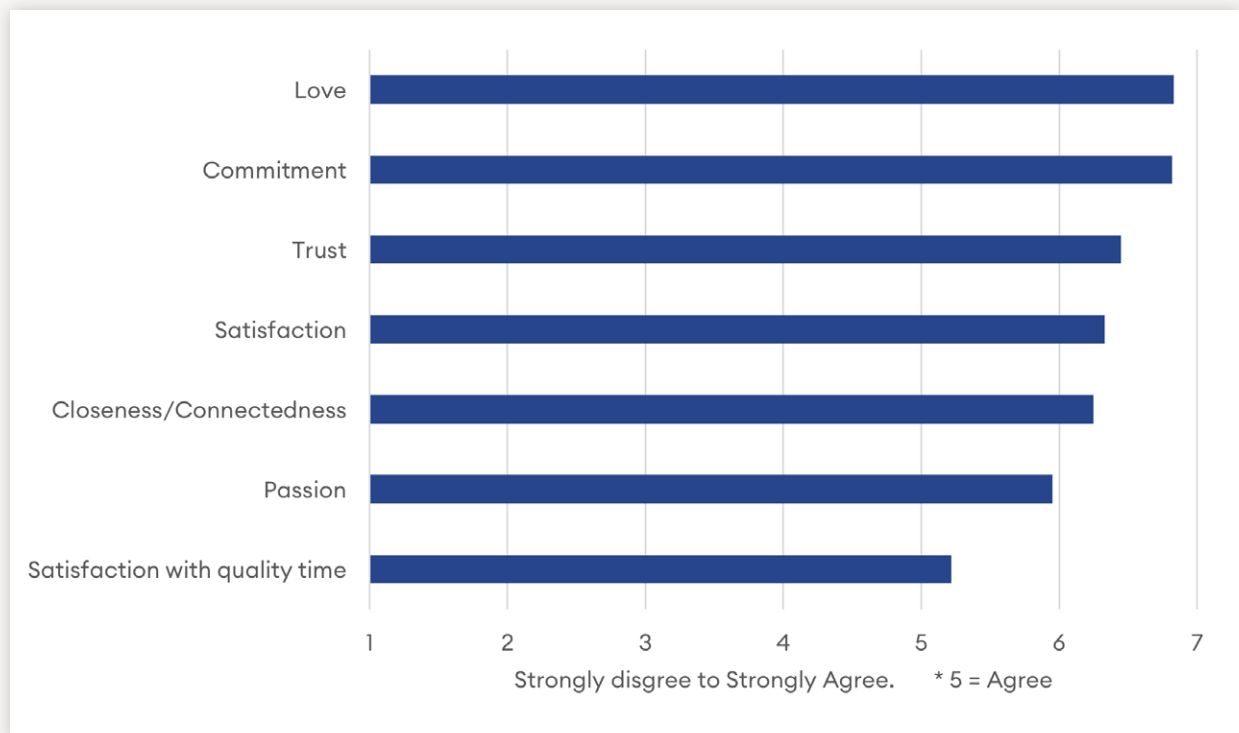
When we averaged across respondents' feelings of Love, Commitment, Trust, Satisfaction, Closeness, Passion, and Satisfaction with Quality Time, we found that they scored an average of 6.26 out of a possible 7. These ratings are similar to the relationship quality reported by our respondents last year (6.34) and suggest that

**Cupla is helping couples maintain
or enhance their already satisfying
relationships.**



As we can see in this graph, quality time remains an area with room for improvement, underscoring how Cupla can continue to support couples in strengthening this aspect of their 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 176 couples, in which both couple members answered our questions. From these couples, we learned that couple members tended to agree about the benefits of Cupla. Of all the benefits asked, respondents most strongly agreed that using Cupla improved their communication (5.55 out of 7). This question was newly added to the survey this year, and we're thrilled to see improved communication highlighted as a top benefit—it is a key ingredient of satisfying relationships.³ Couples also noted that Cupla made them excited about the future (5.52 out of 7), which is critical 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.⁴

“Before Cupla, our dates and weekends had no rhyme or reason, many times leaving us feeling like the time got away from us. After a year of using the app, we have discovered so many amazing things together.”


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

63.5%

of respondents agreed that Cupla has increased 'the amount of quality time we spend together.'*

This stat includes 42% of all respondents 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.^{5,6} Couples who can carve out more quality time to spend together are closer, more committed, and happier both in general and in their relationship.^{7,8,9}

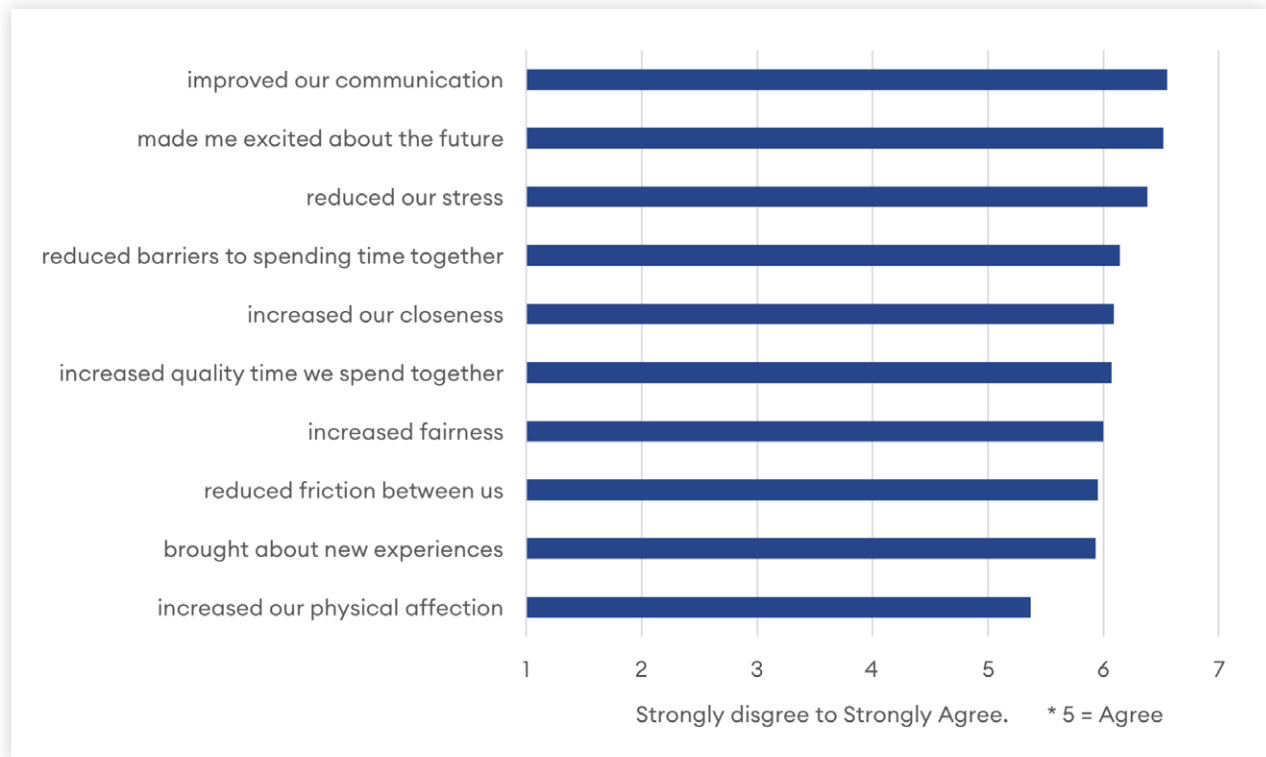
Users agree Cupla has these benefits:



76% improved our communication	64% increased quality time we spend together
72% made me excited about the future	59% increased fairness
71% reduced our stress	58% reduced friction between us
65% reduced barriers to spending time together	58% brought about new experiences
62% increased our closeness	40% increased our physical affection

The item that received the lowest agreement, that using Cupla has increased physical affection (4.37/7) offers an opportunity for future growth. For instance, Cupla can continue to provide tips to couples on how to nurture their romantic connection via physical affection, tout the benefits of touch to relationships,¹⁰ or offer question prompts that each couple member responds to, to help them learn about each other's preferences regarding physical affection.¹¹

Using Cupla has...



“

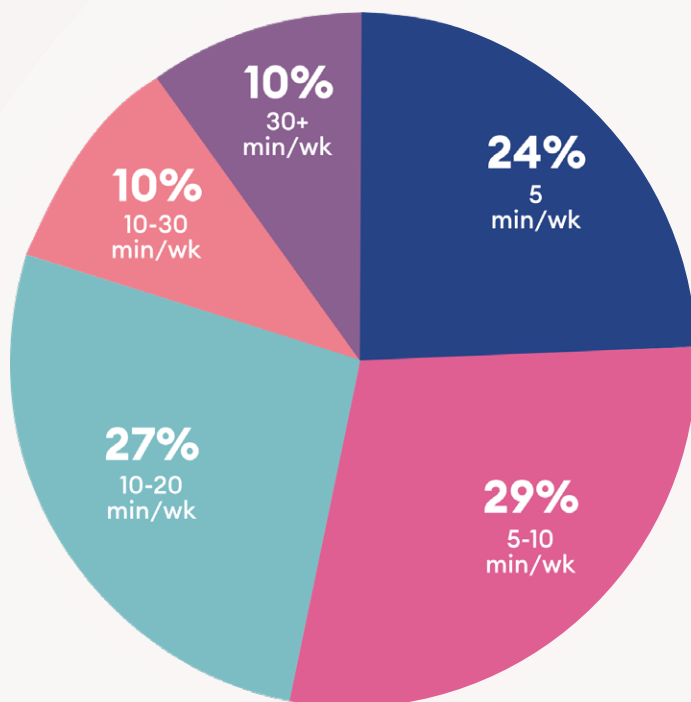
Having a shared space to plan, track, and reflect on our relationship has made us feel like a stronger team. Cupla helps us feel more like partners in everything.

”

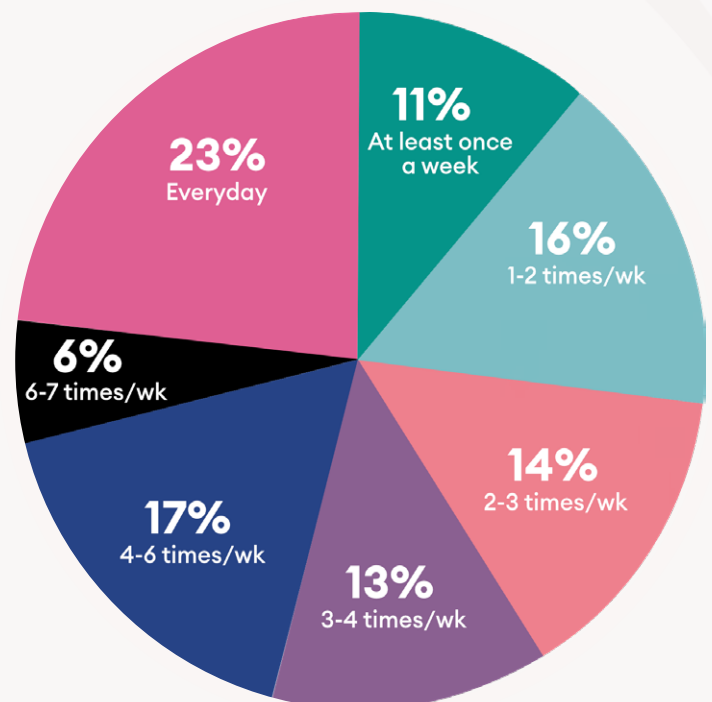
How often are people using Cupla?

Using usage data from just over two thousand users, we see a little goes a long way! On average, users spent 16 minutes on the app per week, and couple members tended to be similar in how much time they used the app.

Usage Per Week



App Accessed Per Week



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

On average, women are more engaged overall in app-related activities, including the number of times they access the app, create dates, share events and lists, assign to-dos to partners, and complete tasks. While women accessed the app more, there was no difference in time spent on the app.

While it is great to see women so engaged in the app, we would ideally like to see more balanced engagement in man-woman relationships. Equally sharing relationship and household duties—like planning date nights— is linked to many relational benefits, including better sex lives!^{13,14,15}

Encouragingly, on average, men and women were equally satisfied with the app. Men reported that using Cupla has increased their physical affection more than women, while women were more satisfied with their partner's Cupla app usage than men were with their partner's usage.

Both agreed that using Cupla has:

“Reduced our stress”

“Reduced barriers to spending time together”

“Reduced friction between us”

“Brought about new experiences”

“Increased the amount of quality time we spend together”

“Increased fairness”

“Improved our communication”

“Made me excited about the future.”

How often are people scheduling dates using Cupla?

Using data from 1,525 respondents, we find most users are actively engaged in creating dates, with:

- **25%** creating at least one date per month
- **18%** creating two dates per month
- **8%** creating three dates each month
- **2%** creating four dates per month (i.e., on average one date a week) and
- **3%** creating more than four dates per month!

“

Cupla has helped us find more time-protected dates and opportunities for connection and communication. Now, we can easily see each other's free time and plan accordingly.

”

Additionally, respondents reported many different ways that they split creating dates across partners, with some taking the lead and others relying on their partner. The most common split was a 70/30 split, where one partner tended to create most of the dates (70%), and their partner created less (30%).

Does scheduling dates lead to healthier and more satisfying relationships?

Those who schedule more dates feel more satisfied with their relationship, more passion in their relationships, closer to their partners, and are more satisfied with the quality time spent with their partners.

People who planned at least 1 date a month (vs none) using the Cupla app were statistically more satisfied with the amount of quality time they spent with one another.

“
My partner works nights, and I work days, so it’s super challenging for us to get quality time together. Cupla has revolutionized this, and honestly, without it, I don’t think we’d be together!
”

Using Cupla to create and schedule dates makes a real difference for users’ relationship. Compared to people who did not use Cupla to schedule a date, people who went on 2 or more dates per month using the app experienced significant benefits. They report that Cupla has reduced stress, friction, and barriers to spending time together, and increased closeness, physical affection, and excitement about the future (see graph below).

By helping to remove obstacles and make planning easier, Cupla empowers couples to prioritize quality time together and enjoy new experiences.

Beyond the benefits specific to creating dates, couples who stick to regular dates using the app experience broader improvements in their relationship. Couples who went on an average of 2 dates a month reported feeling more passionate and closer to their partner and more excited about the future (compared to those who date less often, see second graph below).

The takeaway?

Planning dates roughly every two weeks using the Cupla app can help foster stronger, more connected relationships. Cupla isn't just a planning tool—it's a way to build stronger, more fulfilling connections with your partner.



What stops people scheduling dates with their partner?

We asked people what the biggest barrier was to going on date nights with their partner. Of the 1124 responses the top five barriers were:

Top 5 barriers to scheduling dates:

- 1. Work and Conflicting Schedules**

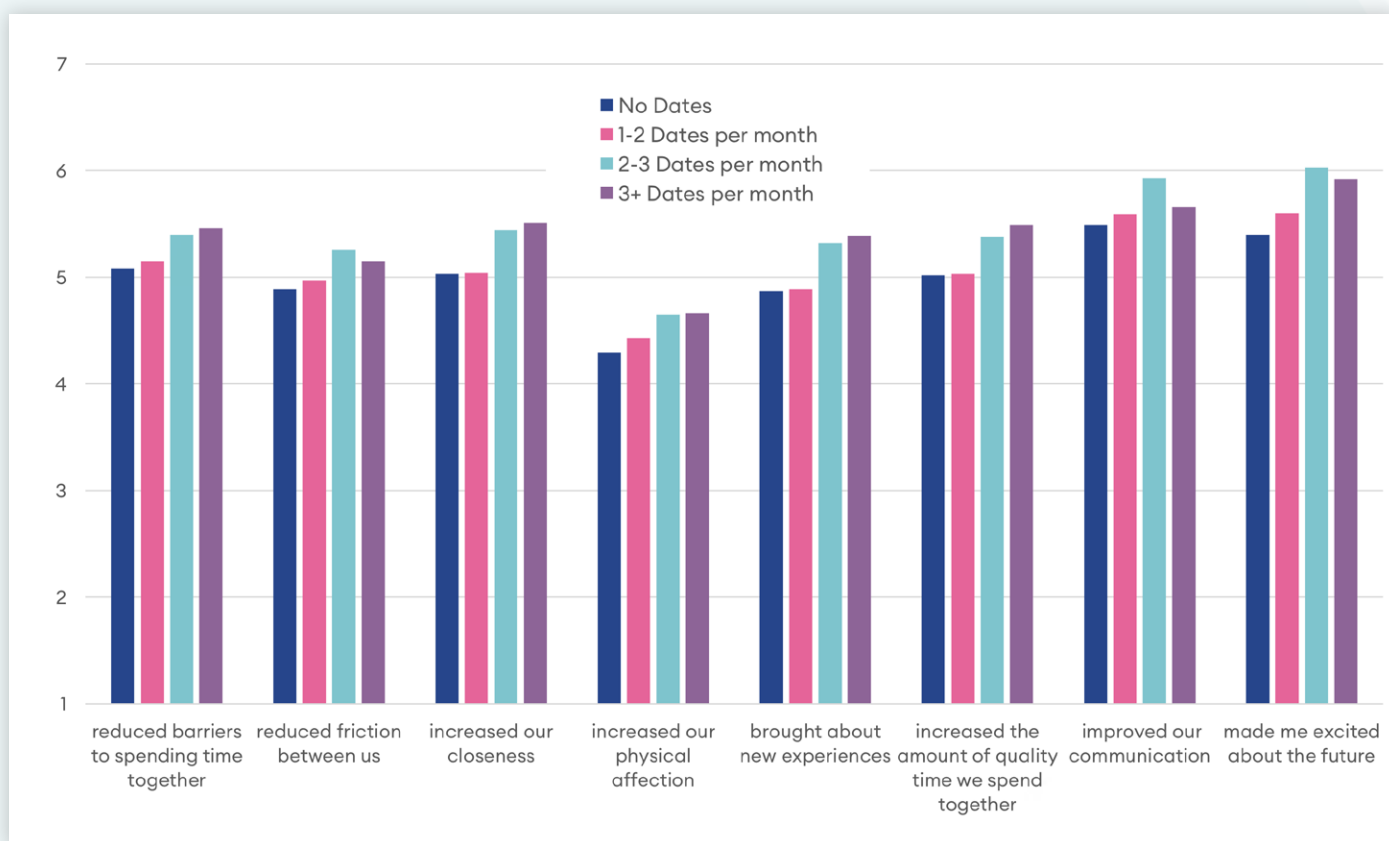
- 2. Time Constraints**

- 3. Financial Constraints**

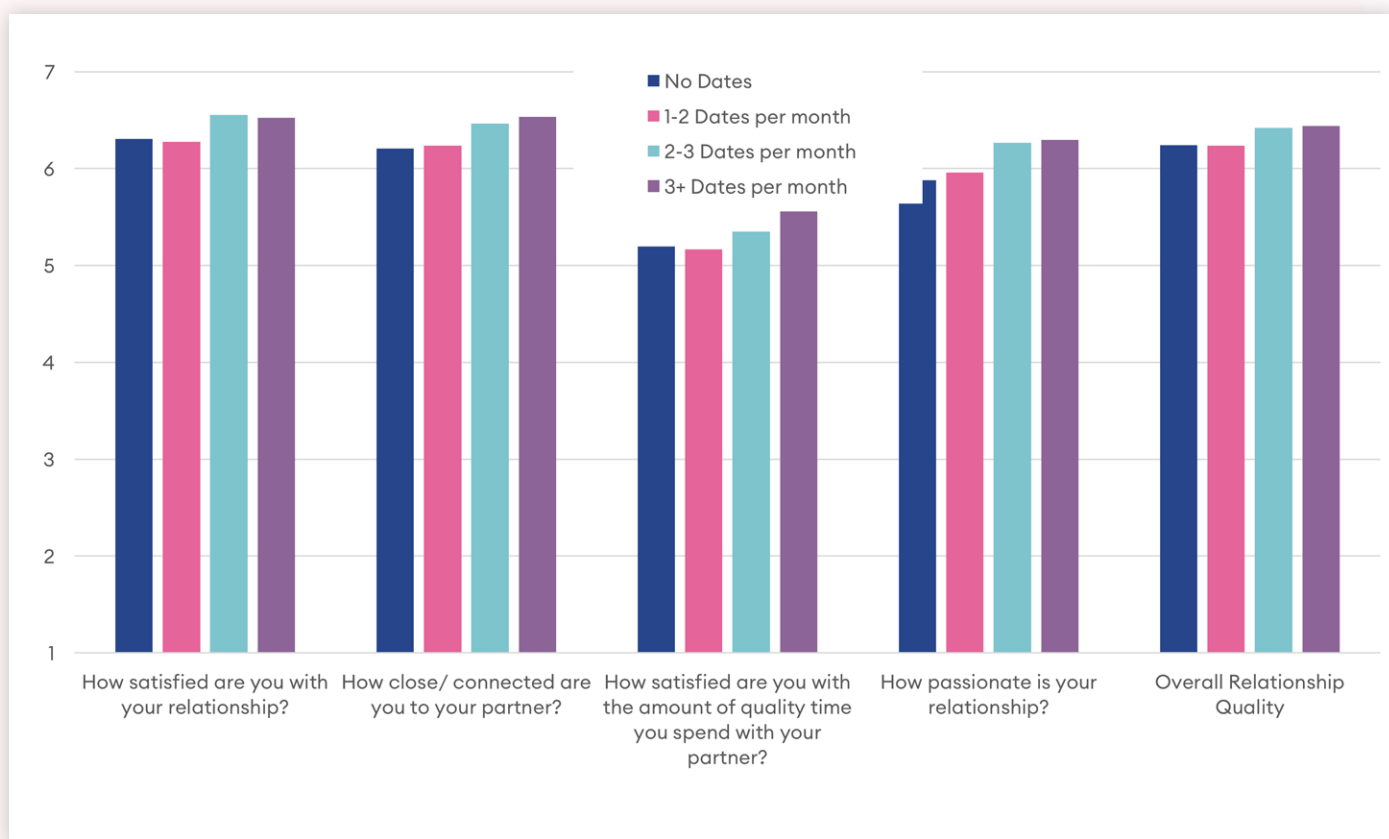
- 4. Childcare Challenges**

- 5. Distance**
(Long Distance or Geographical)

Using Cupla Has....



Scheduling Dates Using Cupla Benefits Relationships





“ We have unique to-do lists that we both use to track our goals and responsibilities— it’s been a great way to stay aligned. ”

How are people using to-do lists?

Most people (55%) had created one to-do list, and 25% of people assigned at least one to-do list task to their partner. Luckily, these lists are not just left forgotten in the app: 25% of users have completed 10 or more to-do tasks, 20% have completed 15 or more, and 10% of users have completed 50 or more!

Cupla users are a productive group...on average they completed 1-2 to-do tasks per week!

What kind of to-do lists do users create?

Analysing 1216 to do lists, we found 8 different categories of lists that users made, presented below in order of the most to least common.

Category of Lists	Description	Example List Names
Personal & Individual Tasks	Includes to-do lists for personal activities, self-care, or individual goals.	“Emily’s To-Do List,” “Emily’s B-Day,” “Personal Self Care Expenses”
Household & Home Management	Includes cleaning, organizing, household projects, shopping lists, meal planning, and more.	“Household items,” “House Projects,” “House Cleaning”
Relationship & Social	Includes dates, relationship tasks, social connections, family obligations, and communication tasks.	“Date Ideas,” “Family Events,” “Couples Talk”
Finances & Bills	Includes budgeting, bills, savings goals, investment tracking, and other financial matters.	“Bill List,” “Budget,” “Credit Card Debt”
Shopping & Gifts	Includes desired items, gifts, clothes, and household items.	“Amazon List,” “Groceries,” “Gift Ideas”
Travel & Events	Includes planning vacations, trips, itineraries, and packing lists.	“Hawaii 2024 Packing List,” “Christmas Gifts,” “Detroit Bucket List,” “Packing List”
Health & Wellness	Includes physical and mental health, exercise routines, doctor appointments, and wellness plans.	“Dentist Plan,” “Health Care,” “Gym,” “Workout Plan”
Work & Professional Tasks	Includes work tasks, career goals, and professional development.	“Job Tasks,” “Career Development,” “Work Projects”

TO-DO LIST TIP

We love that couples are using the to-do list feature to track their relationship communication. Many couples' therapists tout the important of a weekly relationship check-in to recap positive experiences and concerns from the week, and chat goals for the coming week.^{16,17} Couples can keep track of what they want to talk about using the to-do list feature!

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

When we compared the 45% 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. But, those who *completed* at least to-do task were more likely to say that using the app has reduced their stress, which ultimately will benefit their relationship.¹⁸

“

Our to-do lists and calendars help us to remember the little things. That helps keep frustrations to a minimum.

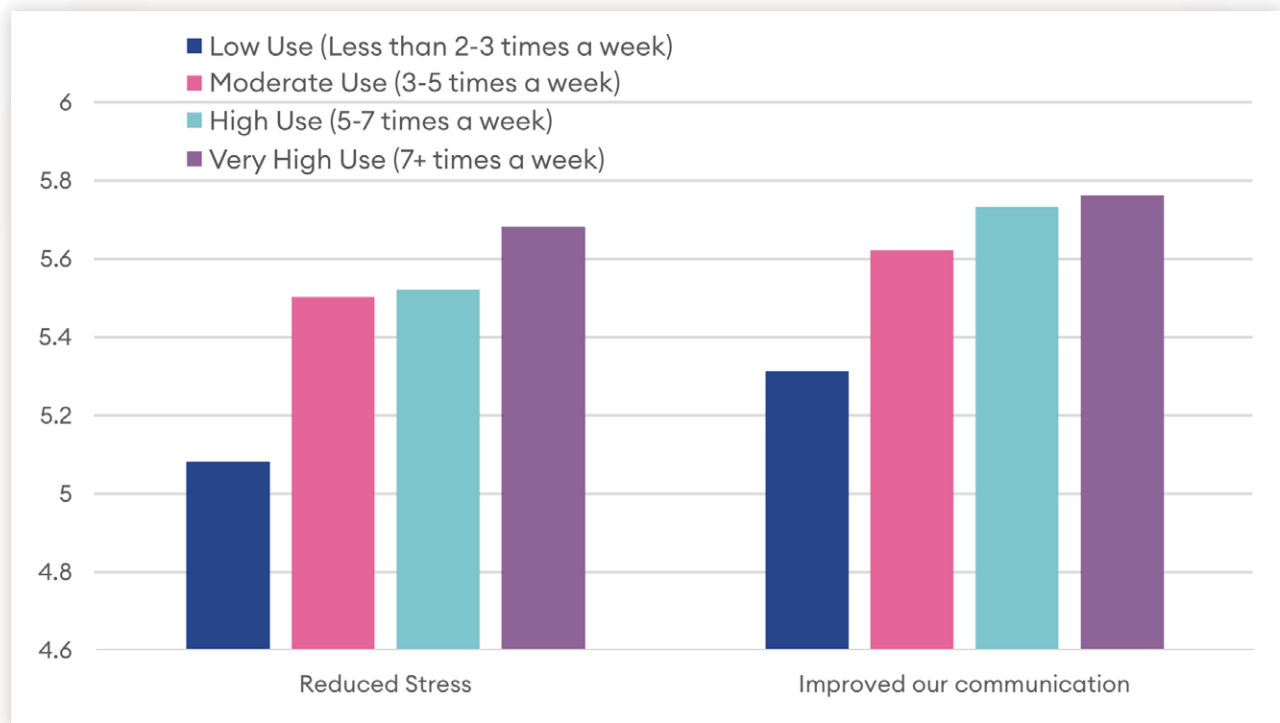
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What is the optimal level of app usage?

The more often people use the Cupla app, the more they feel it improves their relationship.

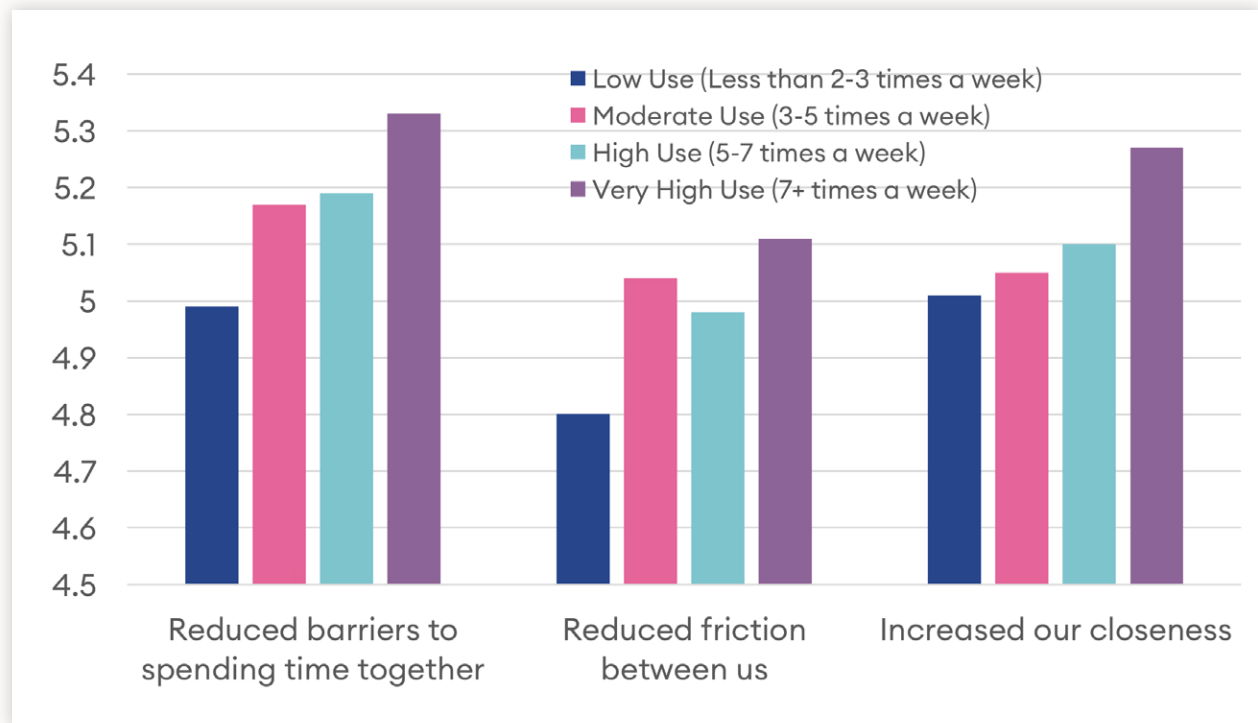
Compared to people who used the app less than 3 times a week, people who used the app 5 or more times a week were statistically more likely to report that Cupla has “reduced our stress” and “improved communication.”

Using Cupla Has Reduced Our Stress and Improved Communication



For stress and communication, using the app more often makes a difference, but after 3-5 times a week, the impact levels off. In short, the more you use Cupla, the more it seems to benefit your relationship, especially in areas like stress and communication.

Greater Cupla Use Helps Reduce Barriers to Sharing time Together, Reduce Friction and Increase Closeness



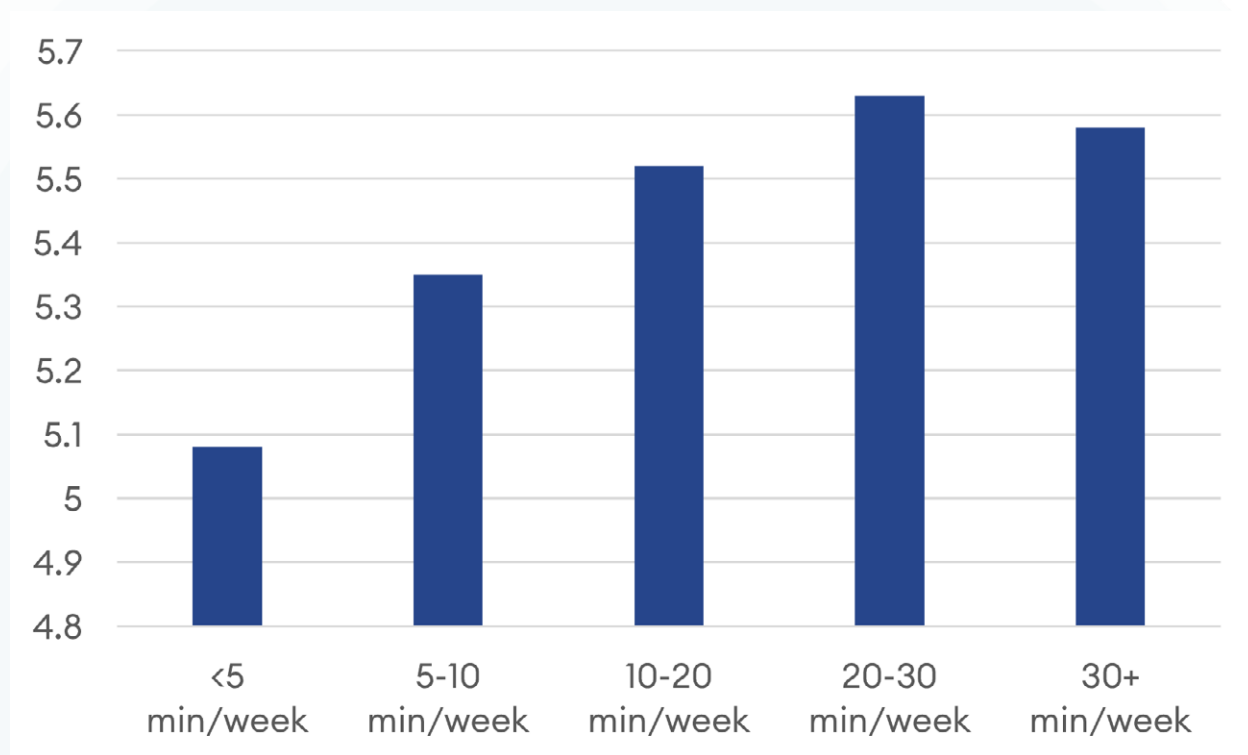
Frequent users also reported less barriers to spending time together, less friction, and more closeness. While even moderate use helps, those who use it over 7 times a week see the biggest benefits.

More frequent users feel the app helps them spend more time together and reduces relationship friction.

When it comes to closeness, those who use the app very frequently feel the biggest increase compared to those who use it less often.

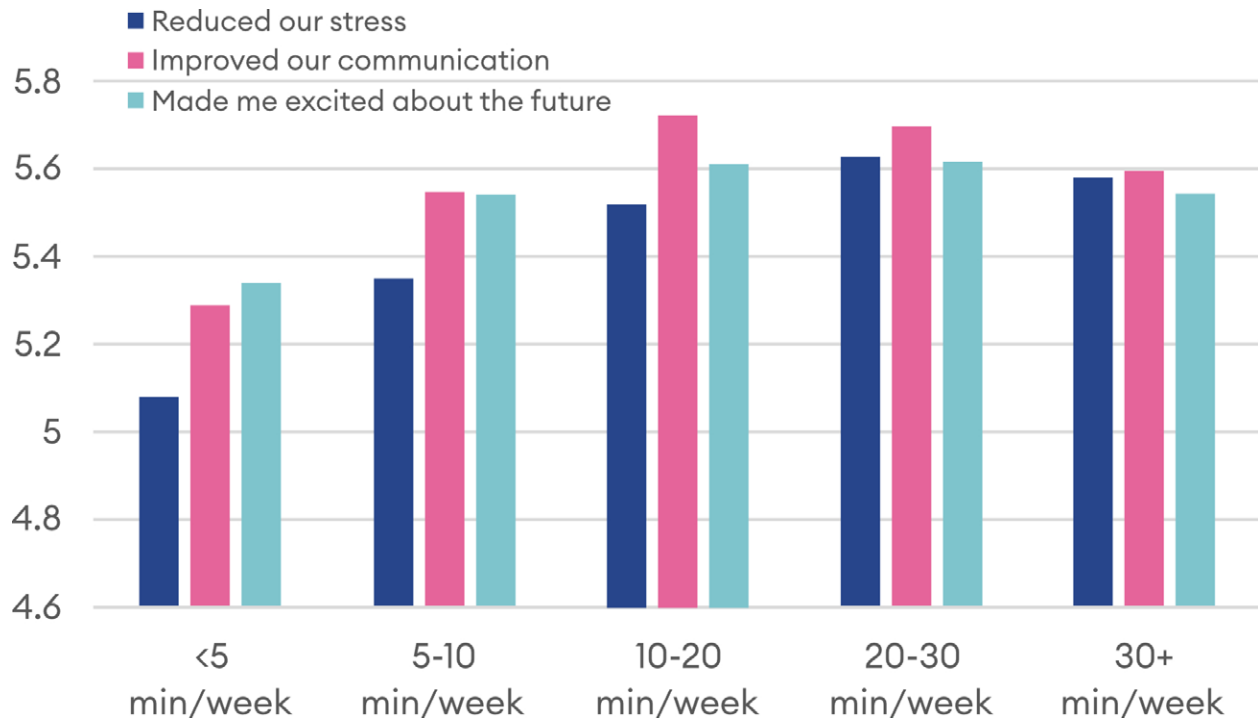


Using Cupla has Reduced Our Stress



“ The app helps us see when we’re free on days ahead of time, so if we forget to communicate something, we can always come to Cupla and see what we both have planned. ”

Using Cupla has Reduced Stress, Improved Communication, Enhanced Excitement



20 to 30 minutes

Seems the optimal amount of time to spend on the app to help reduce stress, improve communication and promote excitement about the future.



How are people using Cupla to connect with their partners?

1. Scheduling and Planning

Couples use Cupla to align their work and personal schedules, ensuring they can find time for each other. The app is also popular for planning dates, vacations, and significant events. The shared calendar feature helps couples visualize each other's schedules and avoid conflicts, promoting smoother coordination. Many couples noted Cupla helps them plan dates.

2. Enhanced Communication and Awareness

Cupla enhances communication by helping partners stay informed about each other's schedules, which leads to better understanding and fewer misunderstandings. Additionally, the app allows couples to express love and appreciation through personalized digital notes, photos, and reminders. Showing appreciation for your partner is a great way to maintain relationship quality!¹⁹

3. Equal contribution and Household Management.

Users note the app helps couples share household responsibilities more evenly, which reduces stress and promotes a sense of partnership. Users also rely on Cupla for managing daily tasks, such as creating shared to-do lists and setting reminders for chores or important events. Furthermore, couples use Cupla to set joint goals and track progress, enhancing their mutual support and growth.

4. Long-Distance Relationship Support

Users noted Cupla is especially beneficial for people in long-distance relationships helping couples synchronize schedules, plan visits, and stay connected and communicative across different time zones.

“

We use Cupla to plan weekly date nights and leave fun little messages for each other in the app. It's been such a cute way to stay close and remind each other of how much we care.

”

Does using the app promote happier and healthier relationships?

Overall, we found that using Cupla more frequently, for longer periods, and planning more shared events and dates was linked to greater relationship satisfaction. However, it is important to note that this link could go both ways—while app usage may enhance satisfaction, it is also possible that couples who are already more satisfied are more inclined to use the app.

We can look at users' relationship quality over time to help inform this 'chicken and the egg' dilemma. Specifically, we analyzed how app usage in 2024 influenced relationship quality while accounting for users' relationship quality in 2023. This approach allowed us to assess how using the app contributed to relative *increases* in relationship quality, beyond what might naturally occur (i.e., the fact that a highly satisfied couple in 2023 is likely to be highly satisfied in 2024). For instance, in these analyses, we assessed whether using Cupla predicted a couple's closeness (or other aspect of relationship quality) in 2024, beyond their closeness levels in 2023.

Data from 95 users revealed that **more frequent Cupla use was linked to meaningful (residual) increases in several aspects of relationship quality, even after considering 2023 levels. These findings suggest that Cupla may actively fosters relationship growth rather than simply maintaining existing levels.**

What did these over time analyses reveal about Cupla usage?

1. Strengthening Relationship Quality and Time Together

Couples who frequently use Cupla experience improvements in their overall relationship quality and satisfaction with the time they spend together. Specifically, **using the app more frequently and for longer** promotes greater satisfaction with the quality time spent together. This finding suggests that frequent use helps couples stay connected and engaged in their relationship.

2. Deepening Trust and Commitment

Shared events created using Cupla play a significant role in fostering trust and commitment between partners: **More events created by one partner** boost the other partner's sense of trust, while fewer shared events were linked to reduced commitment, showing the importance of mutual engagement in maintaining dedication to the relationship.²⁰

3. Rekindling Passion and Emotional Connection

Cupla encourages partners to reconnect emotionally by planning dates and shared activities. The findings show: **Partner-initiated dates** are linked to greater passion in the relationship, while **fewer user-initiated dates** are associated with less commitment and passion, highlighting the importance of consistent effort from both partners. Using the app to create **more shared events** foster feelings of love and excitement for the future, helping couples sustain their connection.

4. Increasing Closeness and Reducing Stress

The completion of shared tasks, such as to-dos, helps couples build satisfaction and closeness: **Completing more TO-DOs** is linked to greater relationship satisfaction, a marginal increase in closeness, and significant reduction in stress. In sum, Cupla creates opportunities for collaboration and reduces everyday stressors that can strain relationships.²¹

5. Encouraging Novelty and Excitement for the Future

Cupla's features inspire couples to embrace new experiences and look forward to their future together, both important for a relationship's longevity.^{22,23} **Greater shared events initiated by the partner** predicted users' greater excitement about the future. In sum, using the app to schedule events helps couples feel more engaged and hopeful about their shared future.

“

We've planned dates that we otherwise wouldn't have, and spending that intentional time together has made us more affectionate and connected.

”

Conclusion

Cupla use demonstrates its potential to improve relationships by addressing various dimensions of connection and collaboration. Whether it's through fostering trust, deepening emotional intimacy, or helping couples navigate their daily lives, Cupla serves as a powerful tool for building lasting relationships.

Our ability to track relationship quality over time helps gives us confidence in the app's ability to promote growth and positivity in couples' lives.



Does Cupla have unique benefits across different living arrangements?

Data from over 1800 users reveals that Cupla brings significant benefits to individuals across various living arrangements. There were no significant differences across living arrangements and users' reports of Cupla reducing stress, improving physical affection, promoting fairness, or improving communication, suggesting that Cupla's benefits are broadly recognized across groups.

However, using Cupla also appeared to have some distinct advantages for specific groups: particularly in terms of reducing barriers to time together, reducing friction, increasing closeness, introducing new experiences, enhancing quality time, and fostering excitement about the future. For these analyses we compare those in long-distance relationships, those living together with no children, those living together with children under 12, and those living together with children over 12.

Reducing Barriers to Spending Time Together

Participants in long-distance relationships experienced the greatest reductions in barriers to spending time together and friction compared to those living with children under 12. Cupla helps bridge the distance by fostering connection and easing logistical challenges.

Increasing Closeness

Cupla significantly increased feelings of closeness among participants living together without children and those living with children over 12 compared to long-distance participants. These users benefit from Cupla's ability to enhance emotional connections and strengthen their bonds.

Bringing About New Experiences

Participants living together without children reported that using cupla helped bring about new experiences compared to those living with children under 12, highlighting the app's ability to inject novelty and variety into established routines.

Excitement About the Future

Across the board, Cupla promoted greater excitement about the future, with participants living together without children and those with children (both under and over 12) feeling more optimistic compared to long-distance participants. This demonstrates Cupla's role in fostering hope and future-oriented thinking.

Summary

Cupla is tailored to support a wide range of living arrangements, helping families, couples, and individuals stay connected, foster closeness, and build excitement about their shared future.

Whether navigating long-distance relationships or enhancing everyday interactions, Cupla proves to be a powerful tool for strengthening relationships.

Does Cupla have unique benefits across users with and without children?

Focusing on users who live with their partner and do have children vs do not have children (total of 1000 users), we explored whether parents and nonparents were using the app similarly or differently, and whether using Cupla had unique benefits for one group of users over the other.

Users with children are more active in creating shared events using Cupla, compared to users without children. However, aside from this, parents and nonparents are using the app in similar ways - similar frequency, session length, dates scheduled, and use of shared lists.

Despite similar usage, participants without children (vs those with children) reported that using Cupla had helped them experience greater quality time with their partner, improved communication, promoted more fairness in their relationship, and promoted more shared novel experiences.

Child-free users also felt that Cupla was especially beneficial in reducing barriers to spending time together and reducing friction in their relationship.

However, those with and without children rated that using Cupla similarly reduced stress, increased physical affection, and increased closeness, suggesting that Cupla's impact on these aspects of relationships is consistent regardless of parental status.

Parents who used Cupla to schedule more regular dates reported higher levels of commitment, trust, positive feelings about their relationship, and excitement about the future. This shows that Cupla is especially helpful for parents in helping couples plan and prioritize shared time to strengthen their relationships.

Does Cupla have unique benefits across users in man-woman, man-man or woman-woman relationships?

Given our large sample, we also assessed differences across users in man-woman ($n = 1545$), man-man ($n = 202$), and woman-woman ($n = 165$) couples. There were no significant differences in how couples in these relationships (man-woman, man-man, or woman-woman) used the app or in the overall benefits users reported from using Cupla. The app provided consistent value to all couples in fostering connection and reducing relationship challenges. Finding that the app benefits those in diverse types of relationships is important, as a lot of research into improving couples' relationships has been limited to man-woman couples.

“

Improved communication is huge! Knowing what's on my partner's schedule has helped us with simple misunderstandings and planning things together more effectively.

”



User Voices

Users describe what they love about Cupla...

What do people love the most about the app?

Top 3 things people love about Cupla!

- 1.** Staying organized via the shared calendar!
- 2.** Collaborating on to-do lists to tackle tasks together!
- 3.** Scheduling quality time together as a couple!

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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- 10 Jakubiak, B. K. (2022). Affectionate touch in satisfying and dissatisfying romantic relationships. *Journal of Social and Personal Relationships*, 39(8), 2287-2315.
- 11 Jakubiak, B. K., Fuentes, J. D., & Feeney, B. C. (2021). Individual and relational differences in desire for touch in romantic relationships. *Journal of Social and Personal Relationships*, 38(7), 2029-2052.
- 12 Note: We refer to 'men' and 'women' based on respondents' first names. We limited the analysis to names that the gender-api.com algorithm suggested were 75% or more likely to denote a male or a female, based on the respondents' region of residence.
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