**2 IN 5 AMERICANS SECRETLY CRINGE AT SOMETHING THEIR PARTNER DOES DURING SEX, BUT ARE TOO POLITE TO TELL THEM, ACCORDING TO NEW RESEARCH**

* [**Paired couples app**](http://www.getpaired.com) **offering ‘Conversations for Better Sex’ question pack to break down barriers to discussing the topic**

**New York, June 24, 2021:** New research by [Paired](http://www.getpaired.com) couples app reveals that Americans are reserved it comes to discussing sex, as a whopping 43 percent of the nation’s couples admit talking about it with their partner is totally cringeworthy and awkward.

When asked about what they’re not saying, 39 percent confess there is a specific “thing” that their other half does in the bedroom which they find a complete turn-off but find it too awkward to talk about – in fact, one in ten admit this happens every time they get in between the sheets.

Sexual technique emerged as the biggest complaint left unsaid (40 percent), followed by asking to change things up (26 percent) and finishing too quickly (25 percent).

The study also found that we’re reluctant to open up about our secret fantasies and desires. One in four (28 percent) would like things to be slower, 26 percent wish they could introduce the idea of sex toys to their other half and having sex outdoors in a public place is a desire for 20 percent.

The research of 2,000 Americans in every kind of relationship took a deep dive into all things intimate to provide a closer look at sex lives across the US, revealing that the biggest barrier to talking about sex in a relationship is feeling embarrassed and self-conscious (24 percent).

[Dr. Marisa T. Cohen](https://www.getpaired.com/experts/dr-marisa-t-cohen/ckk7fzt9k321o0a82ywt8vi0c), Head of Couple Relationships, at [Paired](http://www.getpaired.com), explains, *“Discussing sex with your partner can be challenging as it requires vulnerability. People may need to face insecurities they have (about sex or the relationship in general), or directly confront the fear of rejection/perceived fear of rejection.”*

So what does not talking about sex mean for our sex lives? According to the research, 16 percent of Americans are completely unsatisfied with their sex life, while 39 percent say although they enjoy getting passionate with their partner, it could be better.

But Americans believe that those who openly discuss their sex life with their partner are more likely to be satisfied with their relationship than those who don’t, with over half (57 percent) thinking that couples who talk openly about their sex lives are happier than those who keep tight-lipped.

This is also backed up by other research, which shows those who have difficulties discussing their sexual likes and dislikes may be less likely to have sex and find it less enjoyable, which can impact their relationship as a whole.

Kevin Shanahan, co-founder of the [Paired couples app](http://www.getpaired.com), who conducted the research adds: *“This research is fascinating in showing how awkward American couples find it talking about something as important as their sex lives. Paired has been proven to open communication between partners on sex and a wide variety of other topics, with* [*eight in ten*](http://www.getpaired.com/oureport) *Paired users reporting they feel comfortable talking about sex with their partner after a few months of using the app.”*

Looking more widely at our sex lives, the research also found that 72 percent of Americans don’t always initiate sex with foreplay, while 18 percent said sometimes they only have sex just to please their partner, rather than because they enjoy it. A further 14 percent say they have no idea if their partner enjoys sex with them or not.

The number one complaint for a dwindling sex life was found to be getting older (29 percent), followed by stress (28 percent) and physical health issues (17 percent). However the research found that on average it’s after a long 13 years together that we believe our sex lives start to go downhill.

Typically, Americans would love to have sex 13 times a month, compared to the more reserved Brits who settled for ten. But it seems we want more variety, 11 percent admitted they were bored with their sex life, and 16 percent wish their partner was more open to trying different positions during the throes of passion.

If you’re struggling to talk with your partner about sex, [Paired’s Dr. Marisa T. Cohen](http://www.getpaired.com) has the following tips:

* Prepare to be open and vulnerable. This builds a foundation of trust that will allow your sex life to develop.
* Focus on your thoughts, feelings and needs. Avoid making assumptions about or judging your partner.
* If something is challenging to discuss, reframe it. Focus on what you want or want more of, rather than what you don't want.
* Avoid comparing your relationship to others or to media portrayals of relationships or sex.

To help couples open up about sex, [Paired](http://www.getpaired.com) is offering a ‘Conversations for Better Sex’ pack of questions in its app. The pack explores the typical barriers faced by couples when discussing sex and prompts them to unpack their feelings about the subject.

-ENDS-

**About Paired**

Paired is a relationship app that launched in October 2020. Its mission is to make relationships happier and healthier by prompting daily conversations between couples via fun questions, quizzes, and expert tips. Paired was founded by Kevin Shanahan and Diego López, who previously worked at leading language learning app Memrise. Dr Jacqui Gabb, Professor of Sociology and Intimacy at The Open University, is the Chief Relationships Officer at Paired and relationship scientist and author Dr. Marisa T Cohen, is the Head of Couple Relationships. The app is free to download with a Premium subscription offering access to a full library of content and a more personalised experience.

**For further information please contact Jill Cotton, jill@getpaired.com, +44 07838 144 992**

[www.getpaired.com](http://www.getpaired.com)