

INSIDE THE SECRET SEX LIVES OF MILLENNIAL MOMS



WANT IT. LOVE IT. GOTTA HAVE IT.

BACKGROUND

Peanut, the social networking app for moms, launched its Pages platform earlier this year for women to have conversations on topics that matter most to them. We saw women talking about sex. In fact, it was the most popular category on Peanut Pages. It was unexpected but showed that women want and need to have conversations about sex.

We all know the stereotypes about motherhood and sex: you don't want talk about it and you don't have sex after having kids (or, if you do, it's bad). But the conversations on Pages indicated that these stereotypes were outdated, so we wanted to speak to real millennial mamas to find out what they thought. We discovered that unlike generations before us, millennial moms want to talk about sex, think about it a lot, enjoy it for themselves, want to do things to enhance the experience and don't feel like becoming a mom has been detrimental to their sex lives.

The conclusion? Peanut is acting as a social barometer to highlight the changes in the attitude of modern women towards issues like sex, and that's just the start.

METHODOLOGY

Survey of 1,000 women, ages 22-37, who have children, self-reported that they both considered themselves a mother and had one or more children.

WHEN "OH, BABY" HAS MULTIPLE MEANINGS

Love on the brain: over half of millennial moms think of sex a lot

- 55.75% of millennial moms think about sex often or very often

And they wanna have it MORE

- 61% said they wanted to have even more sex

Gimme dat: millennial moms are having sex for themselves

- 55% said they have sex because of "personal desire"

Spoiler alert: just because you have kids, doesn't mean you stop doing the deed. More than 50% of millennial moms have sex multiple times a week

- 18.9% of moms surveyed said they had sex more than 3x per week, 29.2% said 2-3 times per week, and 25.7% said one time per week
- Just 12.8% said they were having sex once a month and 13.3% said less than once per month

Postpartum sex gets a bad rap: like life after high school - it gets better!

- 73.9% of women said the quality of their postpartum sex is the same or BETTER than prepartum
- 72.9% of women enjoy postpartum sex

The majority of moms reported they got back to getting busy ASAP

- 52% of mamas had sex as soon as doc gave the all clear and 37.7% within the first 3 months

And they're taking steps to make sure they enjoy it

- 70.3% said they use kegels to improve their experience in the bedroom

But you are not alone if you worried about your second "first time": many moms felt the same way

- 61.8% said they were afraid or nervous their first time postpartum
- Of those, 72.4% said they were afraid of pain, 24.4% said they felt self-conscious, the remaining 3.2% had the option to write in and the majority said they were afraid of getting pregnant again

LET'S TALK ABOUT SEX, BABY

Sharing really is caring: millennials turn to their friends when they wanna talk about sex

- 62.4% said they spoke with their friends about sex... but only 18.9% talk to their moms about sex

IT HAPPENS TO THE BEST OF US

Can we get a little privacy in here?

- 58.9% of mamas told us they had been interrupted by their little Peanut during the act

Moms, particularly those with children < 1 said they had sex with their children in the same room (they're too young to realize anyway, right?)

- 45% of moms with babies under one said they had sex with their child in the same room (Note: The American Society of Pediatrics says that babies should "Share a bedroom with parents, but not the same sleeping surface, preferably until the baby turns one but at least for the first six months. Room-sharing decreases the risk of SIDS by as much as 50 percent.")

Sleep > Sex?

- 42.4% said that "being tired" was the #1 thing that got in the way of having sex