



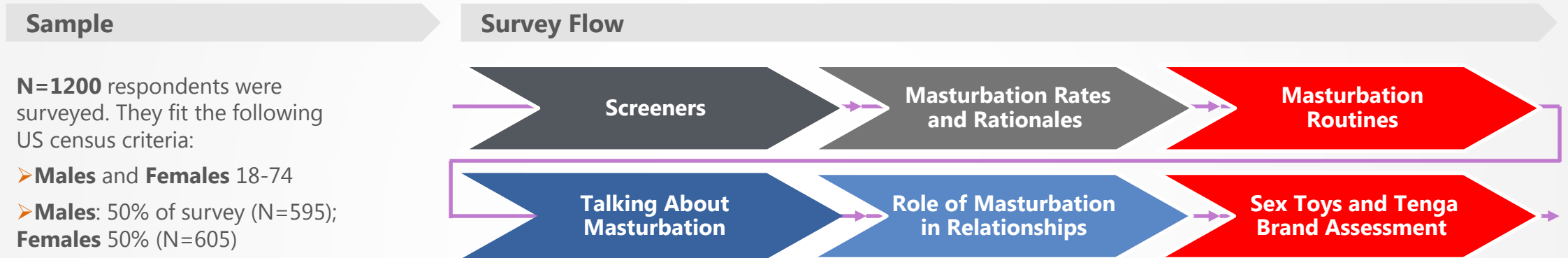
United State(s) of Masturbation  
Survey Results  
September 23, 2016












TENGA

# Survey Objectives and Methodology

From **July 13-19**, PSB Research interviewed **N=1200** Americans **ages 18-74** to understand Americans' perceptions of and sentiments toward masturbation, the ways in which they masturbate, the role of masturbation in their relationships, and their views on and interest in masturbation tools. Quotas were set by age and gender, and the audience was split evenly between men and women.



## Key Audiences

GENERATION:			RELATIONSHIP STATUS:		GENDER:		SEX TOY OWNERSHIP:	
								
<b>MILLENNIALS</b> Ages 18-34 (n=400)	<b>GEN X</b> Ages 35-54 (n=450)	<b>BOOMERS</b> Ages 55-74 (n=350)	<b>IN RELATIONSHIP</b> (Married or otherwise committed) (n=645)	<b>NOT IN RELATIONSHIP</b> (Single, divorced or widowed) (n=554)	<b>MALE</b> (n=595)	<b>FEMALE</b> (n=605)	<b>OWN A SEX TOY</b> (n=368)	<b>DO NOT OWN A SEX TOY</b> (n=832)
							<b>TENGA</b>	

# Masturbation is an almost universal behavior, most frequently taking place in the bedroom for relief and sexual pleasure

**88%**

of all respondents have masturbated, including 95% of men and 81% of women

**Men, Millennials** and **Singles** masturbate more frequently than their female, older or coupled peers...

*Among those who masturbate at least monthly on average:*



Men masturbate an average of **15** times per month vs. fewer than **8** times for women



Millennials masturbate **15** times per month vs. **12** times monthly for Gen X and **7** times monthly for Boomers



Singles masturbate **16** times monthly; those in relationships: **10** on average

...But there is broad agreement on **where they normally masturbate:**

**79%**



Bedroom

**11%**



Living Room

**31%**



Shower

**3%**



Partner's House

**23%**



Bathroom  
(other than shower)

**3%**



Hotel

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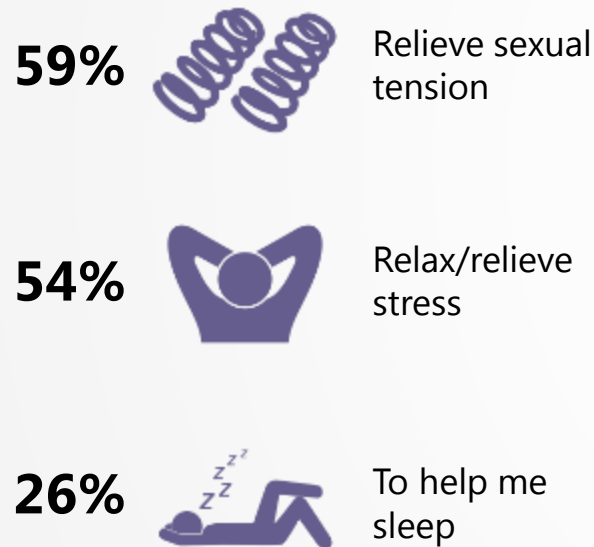
# Most common reasons for masturbating include relief of sexual tension and stress and efforts to achieve sexual pleasure

**63%**

of men and 54% of women who masturbate do so to relieve sexual tension, the reason most commonly cited

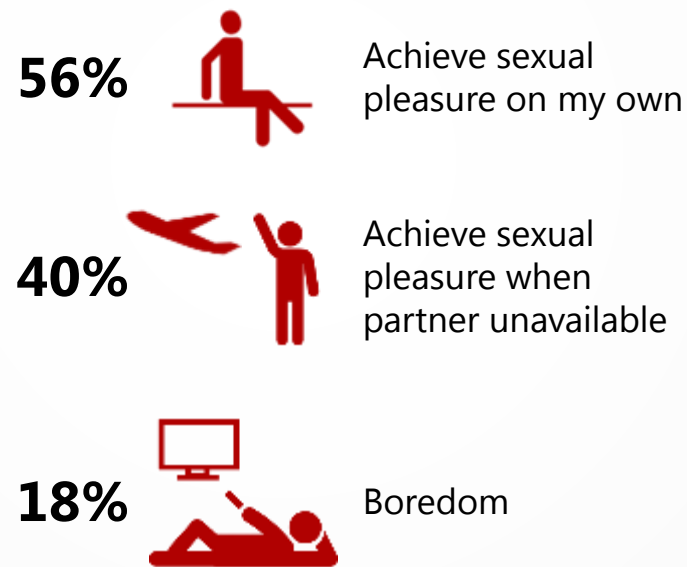
## Reasons commonly cited for masturbating:

### Relief



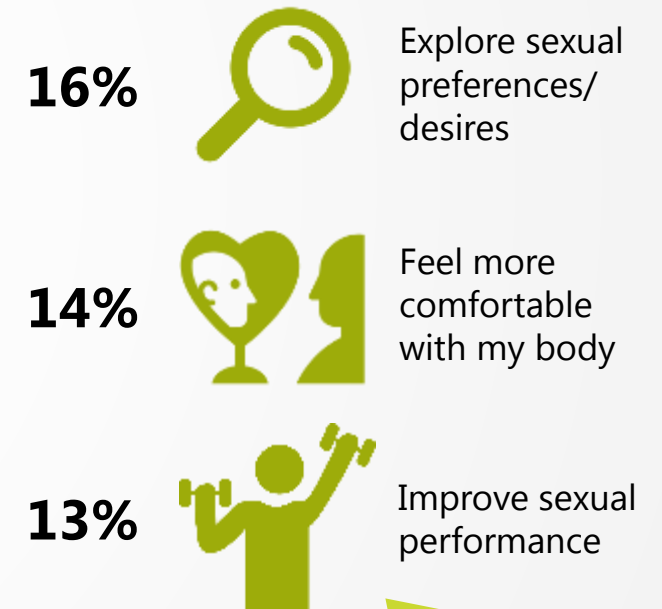
**Millennials** are most likely to masturbate to **relieve stress**, with 63% doing so compared to 51% of Gen X and 46% of Boomers

### Sexual Pleasure



**Men** are far more likely than women to masturbate out of **boredom** – 22% of men but just 13% of women do

### Preparation for Sex

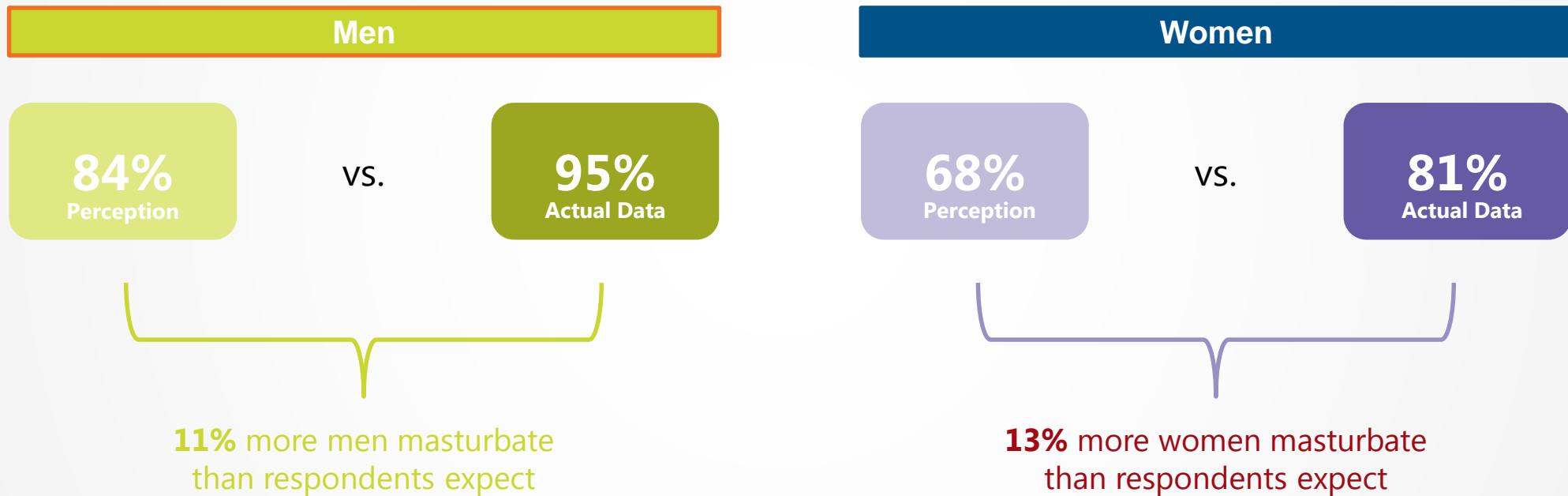


Nearly 1 in 5 **Millennials** (18%) masturbate to **improve sexual performance**, well above the shares of Gen X (13%) and Boomers (7%) who do

# Current perceptions of masturbation underestimate real-life actions

The public's underestimation of masturbation rates suggests an opportunity to promote TENGA in the context of a public-education campaign about masturbation and sexual wellbeing

Share of men and women whom respondents believe masturbate vs. masturbation rates reported in survey



Men's average estimate of the share of women who masturbate (70%) is five points closer to women's actual reported masturbation rates (81%) than women's own average prediction (65%), indicating that women are less likely to discuss masturbation with peers



Millennials' estimates of both men's and women's masturbation rates are approximately **3-4 points** higher than **Gen Xers'** and **6-7 points** higher than **Boomers'**, possibly due to Millennials' greater willingness to openly discuss masturbation

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# Half of the population has a regular masturbation routine, primarily using adult content and their imagination as visual aids or tools

**50%** of those who masturbate have a regular **masturbation routine**

**CENSORED**

**60%** view adult content

Men are **twice as likely** as women to say they masturbate to pornography



**58%** use their imaginations



**34%** think of a past experience

**Men** are more likely than women to think of a past experience (**38%** vs. 30%)



**26%** look at pictures



**19%** use a toy meant for penetration

Includes **35%** of women and **6%** of men

**90%** of those who masturbate spend **1-30 minutes** on average per session

**77%** of **Millennial Males** masturbate for 5-60 minutes, 15 points higher than the overall audience (62%)

**Women** are more likely than men to masturbate in 5 minutes or less (**40%** vs. 32%).



**Boomers** are much more likely to masturbate for 1-5 minutes than **Millennials** (**45%** vs. 24%)

The **majority** of respondents (**58%**) masturbate between 5-30 minutes.

**28% of women** but just **6% of men** like to change their masturbation routines by introducing sex toys occasionally

**TENGA**

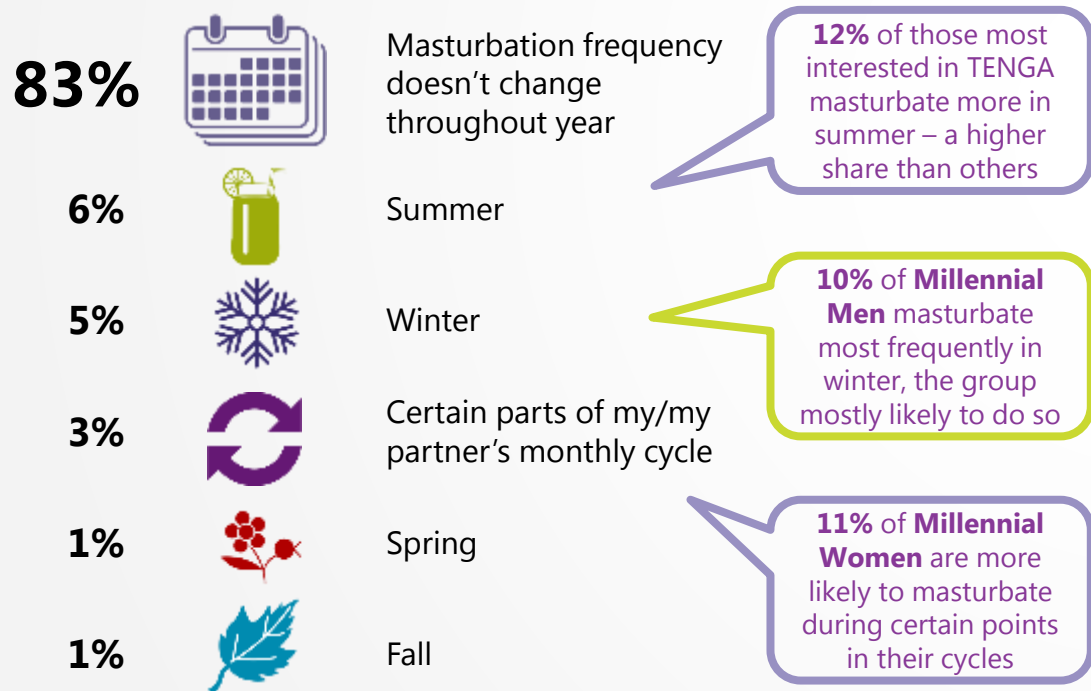
# Most respondents maintain consistent rates of masturbation through the year, though they tend to perform the act later in the day

**16**

is the average age respondents began masturbating: Age 14 for men and 18 for women

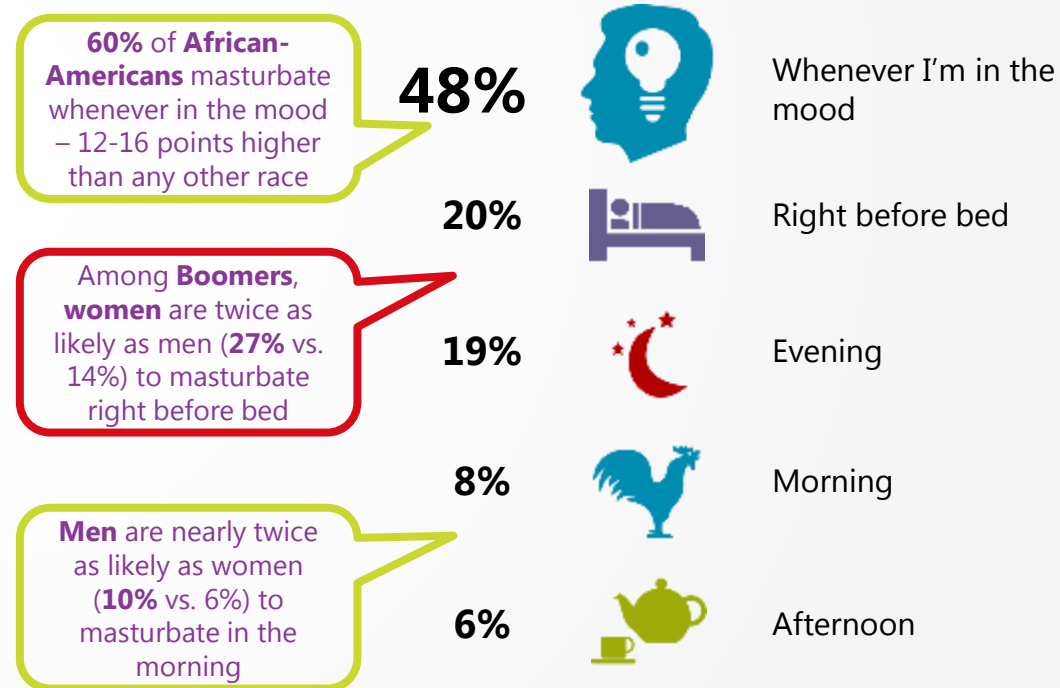
Though most respondents' masturbation frequency stays consistent through the year, **Millennials** are more likely to masturbate more during a specific time of year (**24%**) than Gen X (14%) or Boomers (12%)

## Time of year, if any, when respondents masturbate most:



Just over half of respondents masturbate at a certain time of day, with nearly 4 in 10 reserving their masturbation for after dark

## Time of day when respondents usually masturbate:

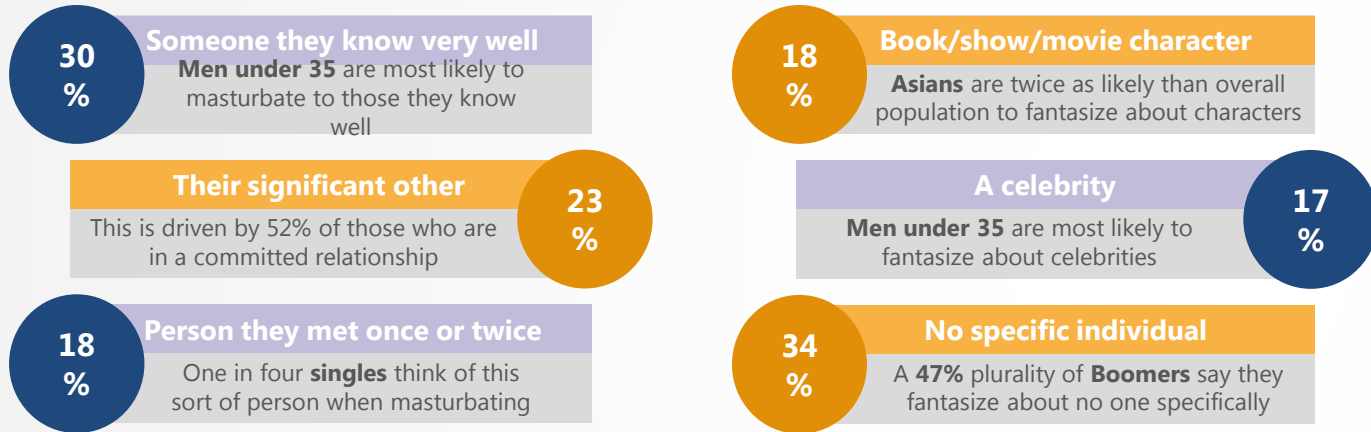


While the vast majority (**86%**) of respondents say their masturbation **frequency stays consistent** throughout the week, those who masturbate more on a certain day are most likely to do so on **Saturday** (5%), including 6% of men and 4% of women

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# Fantasies primarily center around real-life people, with 1 in 5 claiming to think about their significant other

Respondents are most likely to masturbate to the fantasy of **someone they know well**, with **men** far more likely to do so than women



Celebrities most frequently mentioned as objects of fantasies during masturbation:



Jennifer Aniston



Jennifer Lawrence



Jennifer Lopez



Katy Perry

As the all-female list of most-mentioned celebrities suggests, **men are more likely than women** to mention celebrities as sexual fantasies

Those who think of prior sexual experiences while masturbating are most likely to think of times with **both past and current partners**



**Singles** are much more likely to masturbate to previous partners than respondents in committed relationships (**63% vs. 8%**)

**Females** are almost three times as likely than Males to think about previous experiences with their **current partner** while masturbating (**32% vs. 11%**)

**Males** are more than three times as likely than Females to think about previous experiences with their **previous partners** (**34% vs. 11%**)






# Top reasons for not masturbating include discomfort and moral concerns regarding the act

**19%**

of women, 16% of Boomers, and 31% of those who haven't had sex have not masturbated

## Reasons commonly cited for not masturbating:

### General Discomfort

- 29%  I think it's weird
- 26%  Not comfortable touching myself
- 18%  I think it's silly




Men are more likely than women to say masturbation is "silly"

### Moral Concerns

- 24%  Religious views
- 20%  It doesn't feel right
- 17%  I would feel guilty

Among those who don't masturbate, **women** are almost twice as likely as men to cite **religious views** for not doing so (27% vs. 14%)

### Effectiveness

- 41%  Prefer that partner pleasures me
- 14%  I don't find pleasure from it
- 8%  I don't know how

15% of those **currently single** say they do not know how to masturbate

# While masturbation is still a taboo topic, especially for older generations, Millennials show more open-mindedness

**54%** feel uncomfortable discussing masturbation openly; only 17% are very comfortable doing so

Generations differ widely on comfort level in discussing masturbation

*% of those comfortable discussing masturbation:*



83% of respondents rarely or never discuss masturbation openly, including nearly half (48%) who never do so. Boomers are most reluctant, with nearly two in three (64%) never discussing masturbation openly.

Respondents cite **embarrassment** and **privacy** as key reason why it is hard to discuss masturbation

"Religion perhaps. Maturity, people may think it is gross, some view it as bad behavior, embarrassing" – Female, Gen X

"Masturbation is similar to sex, but it differs in the fact that one is engaging in pleasuring oneself. I feel like people would feel ashamed to admit that they have sexual needs." – Female, Millennial

"It's private and I was raised in a house that did not talk about anything sexual. Ever." – Female, Boomer

**57%**

don't think it is culturally acceptable to discuss masturbation

"It's a very private thing. US culture is very judgmental about ALL things sexual... lots of double standards and mixed messages. No one likes being judged and-or pigeon-holed." – Male, Boomer

"As a culture we are not open about sex or anything to do with it. Parents struggle to have the sex talk with their children because of the lack of sexual openness." – Female, Millennial

**Boomers, whites** and those **unsatisfied with their sex lives** are especially likely to believe that it is not culturally acceptable to discuss masturbation

On average, those who say it is acceptable to discuss masturbation say it became culturally acceptable to do so **16 years ago** – at the turn of the millennium

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# Respondents are commonly comfortable discussing masturbation only with their friends or relationship partners, if anyone

**41%**

have been asked about masturbation, including 30% who have been asked by a partner and 20% by a friend

## Those with whom respondents are most comfortable speaking about masturbation



41%

**Partner(s)**  
(in relationship)



30%

**Friends**



9%

**Partner(s)**  
(not in relationship)



7%

**Strangers**



6%

**Family Members**  
(siblings, cousins)



6%

**Acquaintances**



3%

**Family Members**  
(parents, aunts/uncles,  
grandparents)



3%

**Coworkers**



1%

**Religious Leaders**



38%

**No One**



**Millennials** are the generation that most frequently discusses masturbation: **25%** do frequently or occasionally vs. 17% of Gen X and just 8% of Boomers

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# Embarrassment and fear of judgment frequently lead respondents to lie about masturbating frequently, while watching porn, or at all

**29%**

have lied about masturbation, including 36% of men and 22% of women

Common **reasons** for lying about masturbation include **embarrassment** and **fear of being judged** by friends, family or partners



"Honestly, it's because I felt too embarrassed and ashamed to admit it. I felt that if I said it, my friends would think less of me or treat me differently." – Female, Gen X

"It's really intimate information. I don't want jokes, teasing, or anything else because it's humiliating. I fail to see how it's anyone's business but my own." – Male, Millennial



"Did not want my parents who were very religious at the time to know I was doing that." – Male, Boomer

Respondents were most likely to lie about **having masturbated at all**, the **frequency** with which they do and the fact that they **watch porn** while doing so

"When I was much younger, just admitting I masturbated."  
– Female, Boomer



"I lied to my parents about watching porn." – Male, Millennial

"The amount of times I masturbated in any given month."  
– Male Boomer



Younger respondents are more likely to (admit they) have lied about masturbation: **40% of Millennials** have lied about it, compared to 27% of Gen X and 21% of Boomers

# Most respondents masturbate less frequently in relationships than while single, though many still do so as an easy way of achieving pleasure

**92%**

have been in a relationship, including 85% of Millennials, 94% of Gen X and 98% of Boomers

Reasons to masturbate while in a relationship include one's partner being **unavailable**, **ease of orgasm**, and **personal enjoyment**

"Sometimes they aren't around, I travel frequently, sometimes I just flat out want to masturbate." – Female, Millennial

"Sometimes it's easier for me to achieve orgasm by masturbating rather than through intercourse." – Female, Gen X

"You can't get sex whenever you want but you can masturbate whenever you want" – Male, Boomer

Reasons to not masturbate in a relationship include **guilt** and being **sexually fulfilled** by one's partner

"I want to save those feelings for my partner." – Female, Millennial

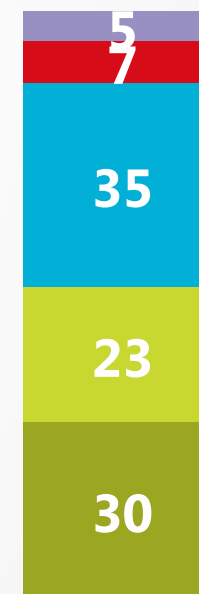
"It doesn't feel right to do it if you have a partner already" – Male Gen X

"If I have a partner, I will get satisfied by him and don't need to masturbate." – Female, Boomer

Most respondents masturbate **less frequently** in a relationship than when single

*How often respondents masturbate in a relationship (compared to when single)*

- Much more often
- A little more often
- About the same amount



"Especially at the beginning of a relationship interest in sex increases and need for sexual release increases." – Female, Boomer

"My partner and I have sex often enough that I don't feel as much of a need to masturbate" – Female, Millennial

The generations are similarly likely to masturbate while in a relationship: 86% of Millennials, 88% of Gen X and 79% of Boomers do so

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# Masturbation is normal even in a relationship, with 7 in 10 openly discussing it with a partner

85%

masturbate when they are in a relationship and 68% say their partners are aware of it

9 in 10 respondents overall are comfortable with their relationship partners masturbating...

➤ *Comfort rates vary by only a few points across gender and generational demographics*

## Reasons for comfort with partner's masturbation

*If comfortable with partner masturbating*

- 72% It's a natural thing to do
- 60% I also masturbate
- 27% I know it's not about me
- 26% It's to improve their sexual performance

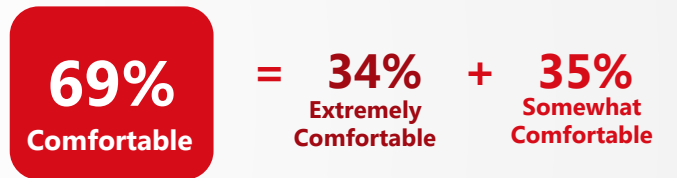
## Reasons for discomfort with partner's masturbation

*If uncomfortable with partner masturbating*

- 52% I don't like to think about it
- 29% I'm not there
- 14% I don't like that they watch porn

...and **7 in 10** are comfortable discussing masturbation with their partner

*Share comfortable discussing masturbation with partner:*



*Reasons for discomfort in discussing masturbation with partner:*

"It is such a private topic that I feel embarrassed talking about it"  
– Female, Boomer

"Because most men think it is them not being able to fulfill their partner's needs."  
– Female, Gen X

➤ **81% of Millennials** are comfortable discussing masturbation with their partner vs. **68% of Gen Xers** and **56% of Boomers**

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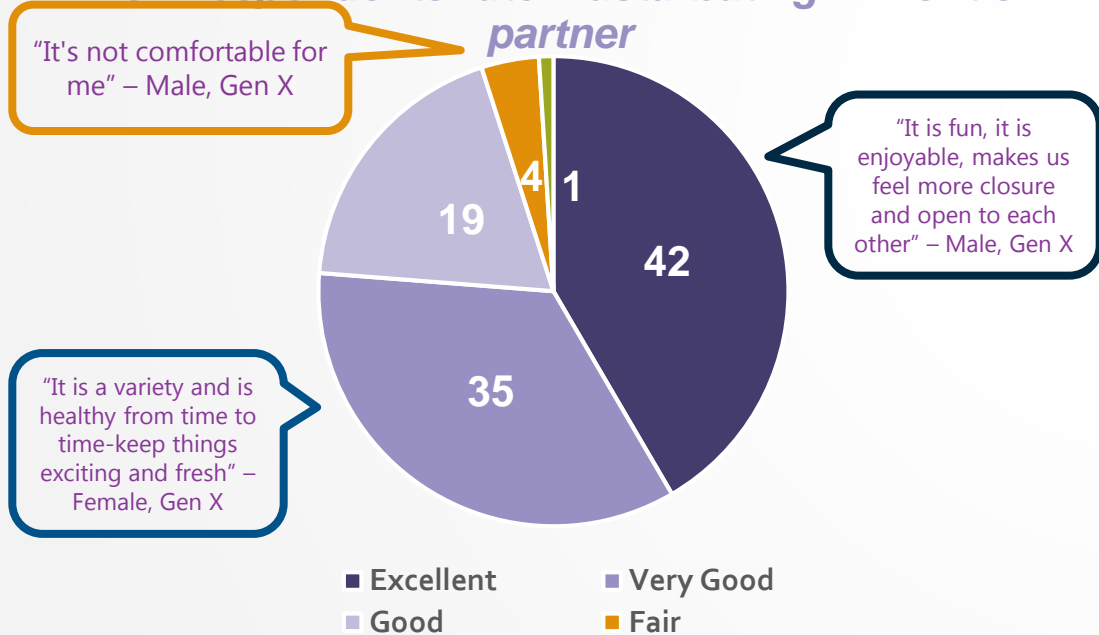
# Overwhelming majorities of respondents enjoy masturbating for their partner or watching their partner do so for them

**52%**

have masturbated for their partner or watched their partner masturbate

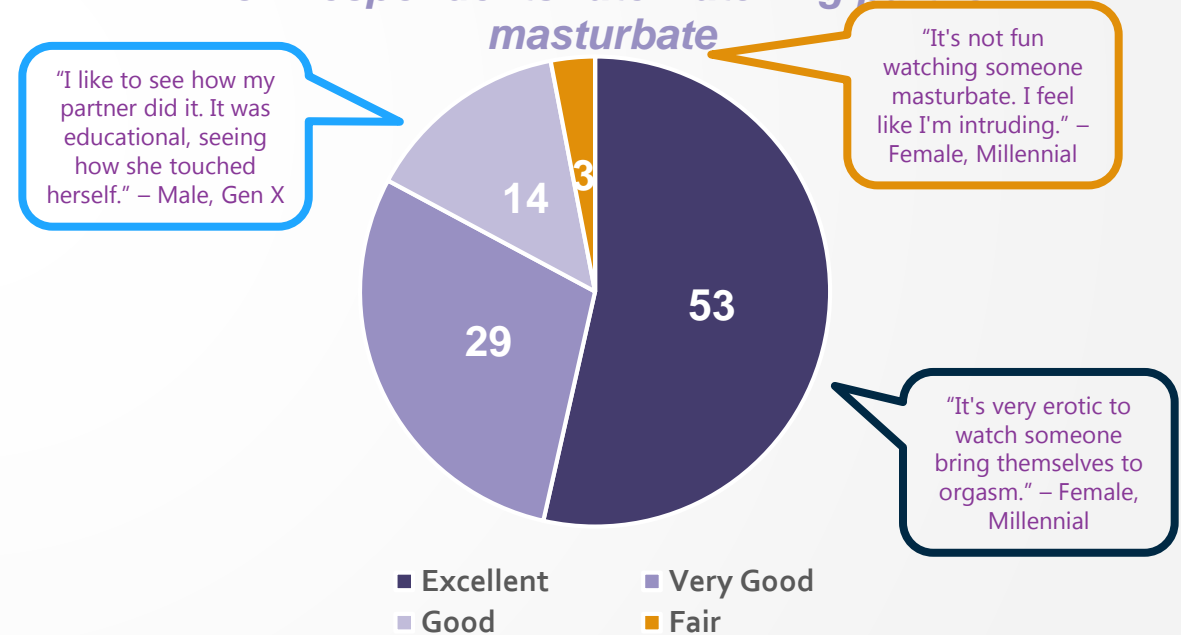
Many respondents find masturbating in front of one's partner a fun way to vary their relationships' sexual experience

## How respondents rate masturbating in front of partner



The majority of respondents find the experience of watching their partner masturbate to be "excellent," and nearly all rate it positively overall

## How respondents rate watching partner masturbate



Nearly a quarter (**23%**) of **Millennials** have masturbated with their partner via phone, Skype or another telecommunications method, compared to 13% of Gen X and 6% of Boomers

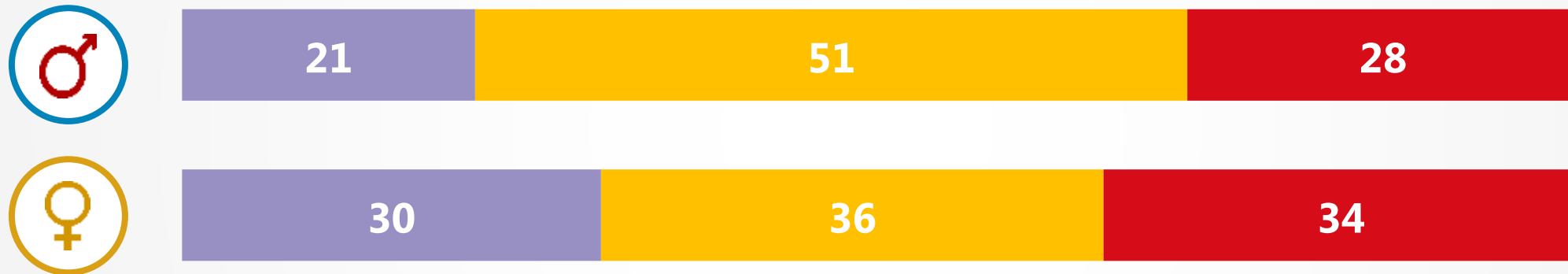
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# For Males, the act of self-pleasure is not as satisfying as sexual experiences with another person

Women are almost evenly divided on whether it is more pleasurable to masturbate alone (30%) or have a sexual experience with another person (36%). Another third (34%) say both are equally pleasurable.

% who usually take more pleasure in masturbating alone or having a sexual experience with someone else

■ Masturbating alone



"I feel more relaxed because I'm not having to put a show on for someone else. I can have more of an open mind alone." – Female, Millennial

"Its more enjoyable and more can be done when with a partner. Its like living a fantasy. Its more emotional than when doing it alone." – Male, Gen X

"Sexual intimacy with my partner fulfills a need for human contact and expression of love, masturbation provides sexual release, both of which are necessary." – Female, Boomer



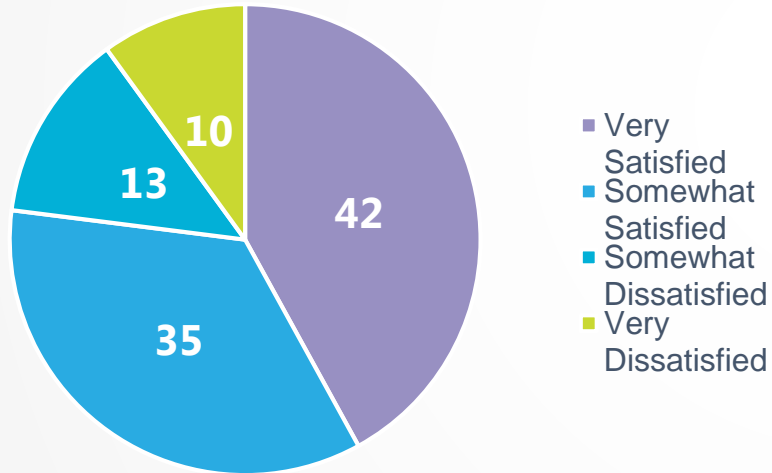
# Respondents have high satisfaction with both their sex and masturbation lives, though they are more satisfied with the latter

**77%**

are satisfied with their sex lives, while 89% – 12 points more – are satisfied with their “masturbation lives”

Nearly **8 in 10** respondents report **satisfaction** with their sex lives, though little more than half of those satisfied individuals are “very satisfied”

*Satisfaction with sex life*

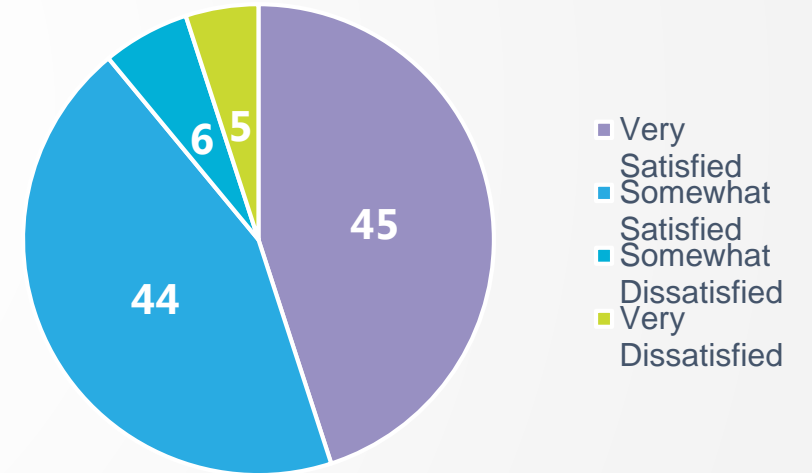


*% of those very satisfied with their sex lives*



Respondents’ satisfaction with their masturbation lives **exceeds** satisfaction with their sex lives, though most of the difference is due to the higher share of respondents **somewhat** – not very – **satisfied** with their masturbation

*Satisfaction with masturbation life*



*% of those very satisfied with their masturbation lives*



**Women** are slightly more likely than man to be very satisfied with both their sex lives (**46%** vs. 39%) and masturbation lives (**48%** vs. 43%)

# Sex toy owners are more likely to be Females, with vibrators being the primary toy. Males tend to own vibrators, dildos and sleeves

**31%**

own a sex toy, including 20% of men and 42% of women

Ownership of various sex toys:  
(ranked by overall)

	♂	♀
Vibrator	56	89
Dildo	44	52
Cock Ring	37	15
Masturbatory Sleeve	43	6
Anal Toy	27	14

## Reasons for purchasing a sex toy

"Because they heighten the pleasure and they are fun to use with a partner or make it easier to orgasm by yourself." – Female, Gen X

"Spices up our sex life. Learn more about each other & we enjoy exploring." – Female, Gen X

"I wanted to experience sexual pleasure in new and different ways and found that my hands and imagination weren't always enough. This was combined with the lack of a partner/relationship." - Male, Millennial

LGBT respondents are over 50% more likely than straight respondents to own a sex toy (44% vs. 28%) and are 10 points more likely (51% vs. 41%) to have used a toy in a sexual experience with a relationship partner.

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# In the east of the U.S., Northerners are those most likely to watch porn and masturbate out of boredom, while Southerners are less reluctant to view the act as natural

Southerners are those least likely to be comfortable with their partners masturbating on the basis that it is a **natural thing to do**

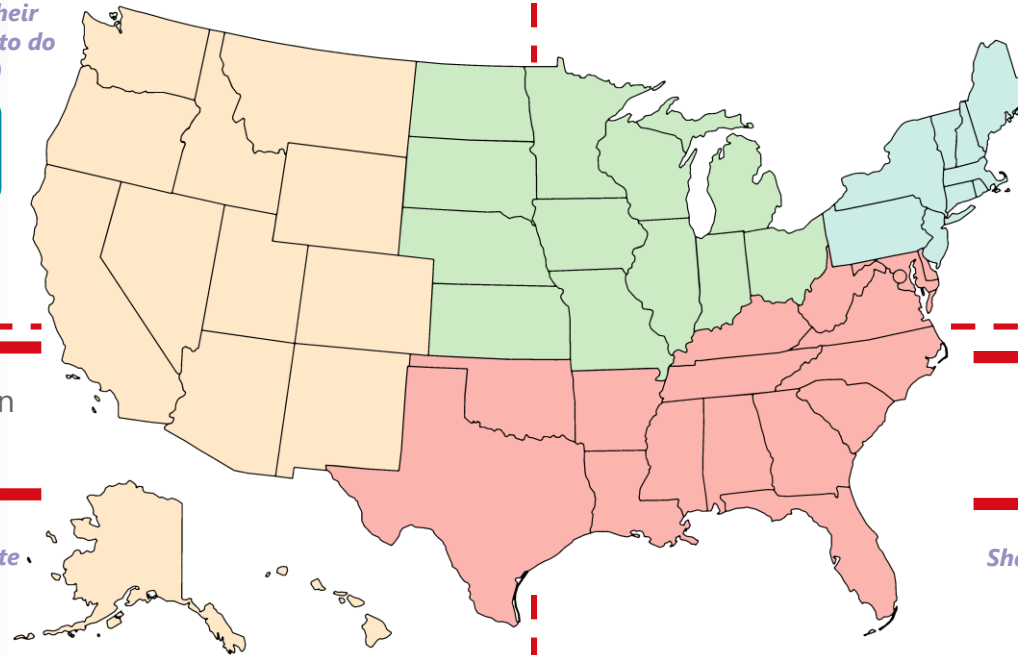
Northeasterners are more likely than those elsewhere to think of experiences with **previous partners**, rather than those with their current one, while masturbating

Share of each region's residents that is comfortable with their partner masturbating on the basis that it is a natural thing to do (among those comfortable with their partners masturbating)

75% 76% 68% 72%

Share of each region's residents that thinks about experiences with a prior partner (not a current one) when masturbating (among those who masturbate to prior experiences)

41% 31% 25% 33%



Northeasterners are far more likely than those in other regions to masturbate out of **boredom**

Northeasterners are the regional population most likely to **watch adult content** while masturbating

Share of each region's residents that says they masturbate because they are bored (among those who masturbate)

24% 15% 17% 16%

Share of each region's residents that says they have a masturbation routine that includes viewing adult content (among those who have a masturbation routine)

67% 59% 57% 59%

■ Northeast ■ Midwest ■ South ■ West

The **Northeast** includes: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont

The **South** includes: Alabama, Arkansas, Delaware, the District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia

The **Midwest** includes: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin

The **West** includes: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming

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# Midwesterners hold more conservative views on masturbation than those in other regions, but they are more satisfied with their sex lives

Midwesterners are the regional population least likely to have **considered or tried masturbating**

Share of each region's residents that has thought about or tried masturbating

89%

83%

89%

90%

Midwesterners are less likely to be comfortable **discussing masturbation** with a partner than those in any other region; Westerners are most comfortable doing so

Share of each region's residents that feels comfortable discussing masturbation with their partner (among those who masturbate)

70%

63%

65%

78%

Midwesterners are more likely than those in other regions to consider it **not culturally acceptable** to discuss masturbation

Share of each region's residents that says it is not culturally acceptable to talk about masturbation

60%

62%

56%

52%

Despite their conservative views on masturbation, Midwesterners are more likely than those in other regions to be **very satisfied** with their sex lives

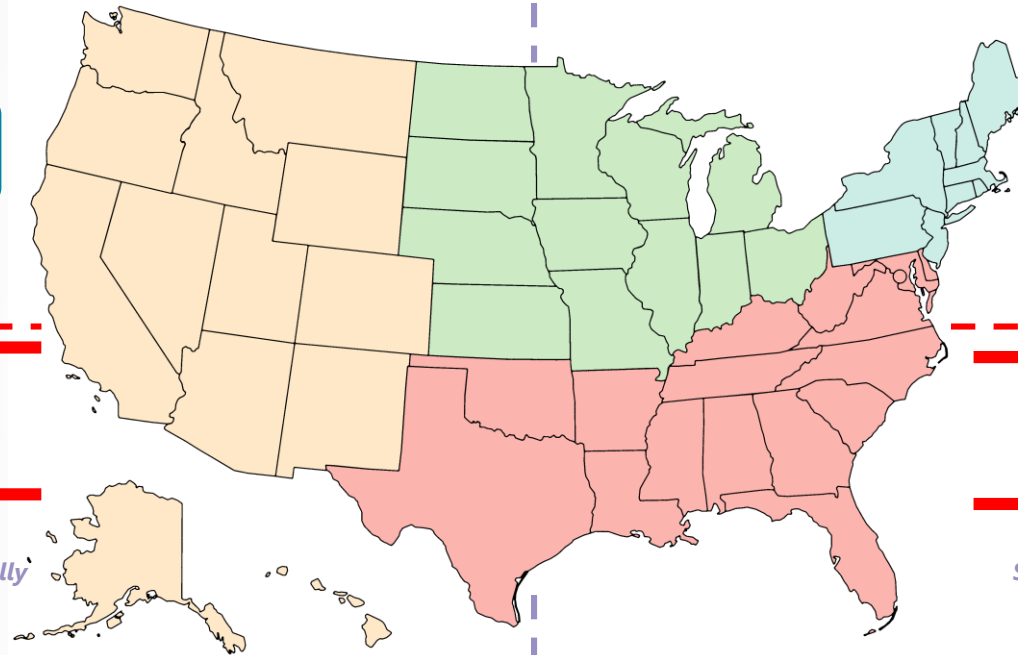
Share of each region's residents that says they are very satisfied with their sex lives

38%

49%

41%

41%



■ Northeast ■ Midwest ■ South ■ West

The **Northeast** includes: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont

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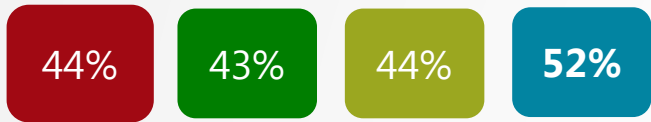
The **West** includes: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming

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# Western residents are generally more open to discussing masturbation and using sex toys than those in other U.S. regions

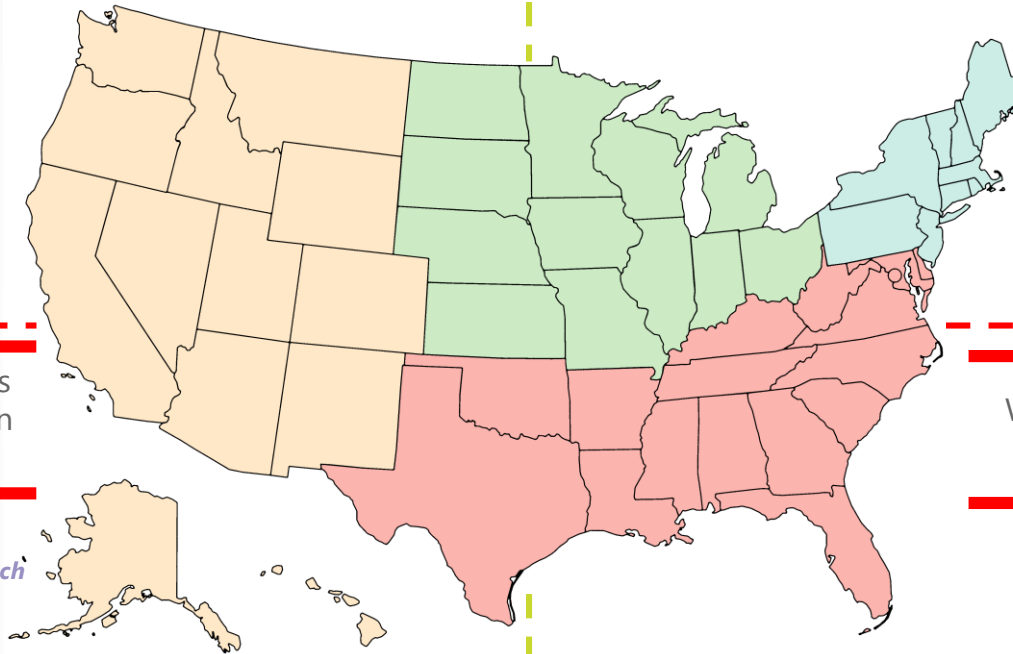
Those in the West are more likely to be comfortable **discussing masturbation** with others than are those in other regions

Share of each region's residents that feels comfortable discussing masturbation openly with others



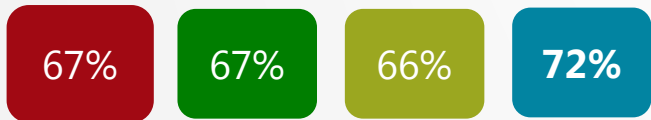
Among those having prematurely ejaculated, Westerners are most likely to be interested in using a **masturbation sleeve** to increase pleasure

Share of each region's residents interested in using a masturbation sleeve/sex toy to increase masturbatory pleasure (among those who have experienced premature ejaculation)



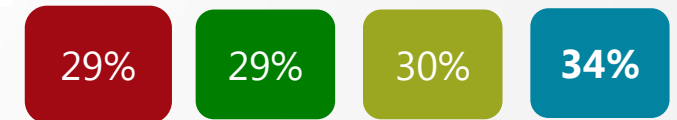
Westerners are the regional population that gets closest to **estimating the percentage** of women who masturbate

Percentage of women who masturbate, as perceived by each region's population



Westerners are the population most likely to **own a sex toy**

Share of each region's residents that owns a sex toy



The **Northeast** includes: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont

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# While Trump voters masturbate more often in relationships than Clinton voters, Clinton backers are more open about the act with partners and more likely to watch porn while they masturbate

Trump voters are **5 points** more likely than Clinton voters to masturbate while in a relationship...

*Share of each candidates' voters that masturbates in a relationship  
(among those who have masturbated and been in a relationship)*



**88%**



**83%**

...But Clinton voters are **9 points** more likely than Trump voters to say their relationship partners are aware that they masturbate

*Share of each candidates' voters whose relationship partners are aware they masturbate  
(among those who masturbate in a relationship)*



**70%**



**61%**

Clinton voters are **9 points** more likely than Trump voters to watch "adult content" while they masturbate

*Share of each candidates' voters that watches adult content while masturbating  
(among those who have a masturbation routine)*



**63%**



**54%**

Clinton voters are **5 points** more likely than Trump voters to be very satisfied with their sex lives

*Share of each candidates' voters who are "very satisfied" with their sex lives*



**45%**



**40%**

**Clinton voters** are more likely than Trump voters to be female (49% vs. 45%), Millennials (32% vs. 23%), single (55% vs. 37%), and from the West (25% vs. 22%)  
**Trump voters** are more likely than Clinton voters to be male (55% vs. 51%), Gen X or Boomers (77% vs. 69%), in a relationship (63% vs. 45%), and from the South (25% vs. 19%)

TENGA

# Clinton voters are more open to discussing masturbation with a partner and using sex toys for both pleasure and performance

Clinton voters are **10 points** more likely than Trump voters to be comfortable discussing masturbation with their partner

*Share of each candidates' voters that is comfortable discussing masturbation with a partner (among those who masturbate)*



**72%**



**62%**

Trump voters are **15 points** more likely than Clinton voters to say watching their partner masturbate is "excellent"

*Share of each candidates' voters that rates watching their partner masturbate as "excellent" (among those who have done so)*



**64%**



**49%**

Clinton voters are **10 points** more likely than Trump voters to be interested in they/their partners using a masturbation sleeve to increase masturbation pleasure

*Share of each candidates' voters interested in they or partner using a masturbation sleeve to make masturbation when alone more pleasurable (among those who(se partner) have experienced premature ejaculation)*



**77%**



**67%**

Clinton voters are **7 points** more likely to be open to buying a sex toy in the future

*Share of each candidates' voters that is open to idea of buying a sex toy in the future (among those who do not own sex toys)*



**56%**



**49%**

Trump voters are **9 points** more likely than Clinton voters to say masturbating for their partner is "excellent"

*Share of each candidates' voters that rates masturbating in front of their partner as "excellent" (among those who have done so)*



**48%**



**39%**

Clinton voters are **6 points** more likely than Trump voters to be comfortable with they/their partners using a masturbation sleeve so they can last longer

*Share of each candidates' voters interested in they or partner using a masturbation sleeve when alone to last longer when together (among those who(se partner) have experienced premature ejaculation)*



**74%**



**68%**

**Clinton voters** are more likely than Trump voters to be female (49% vs. 45%), Millennials (32% vs. 23%), single (55% vs. 37%), and from the West (25% vs. 22%)  
**Trump voters** are more likely than Clinton voters to be male (55% vs. 51%), Gen X or Boomers (77% vs. 69%), in a relationship (63% vs. 45%), and from the South (25% vs. 19%)

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# Thank you!

For more info on TENGA & The United State(s) of Masturbation Survey, please visit:

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

**Check out our MNR:**

<https://www.multivu.com/players/English/7929351-tenga-inaugural-masturbation-survey>

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