

TENGA conducted a survey of **1,200 Americans** on their opinions of masturbation. What we found is that **nearly everybody masturbates** — so why aren't we talking about it?

The truth is, almost everybody does it — and often.



Masturbation Frequency times per month



Despite high incidence, roughly half of all respondents cite discomfort discussing masturbation.



People masturbate for a variety of reasons, from killing time to increasing performance.

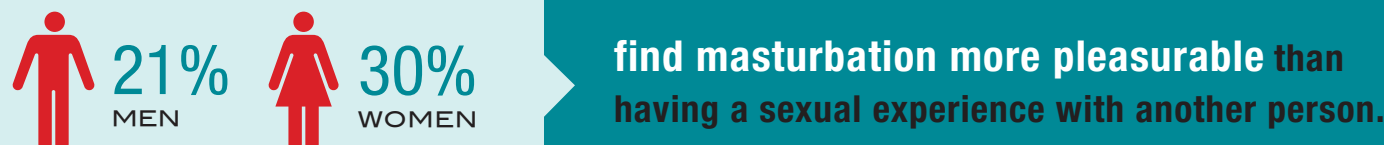
Most common use of masturbation



13% of Americans masturbate with the intention of IMPROVING SEXUAL PERFORMANCE.



More than 95% of individuals who have masturbated in front of a partner describe the experience as good, very good or excellent.



In the United States, 20% of men own a sex toy, compared to 42% of women

TOYS CAN BE USED IN A VARIETY OF WAYS, FOR A VARIETY OF PURPOSES:

PLEASURE

70% of all sex toy owners say sexual experience of masturbation is improved



WHY? Toys provide stimulation, intensity control and efficiency

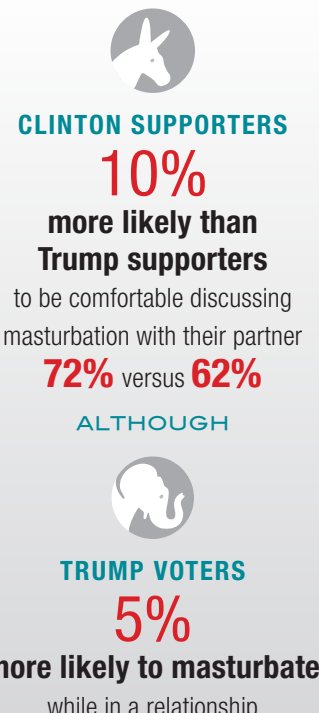
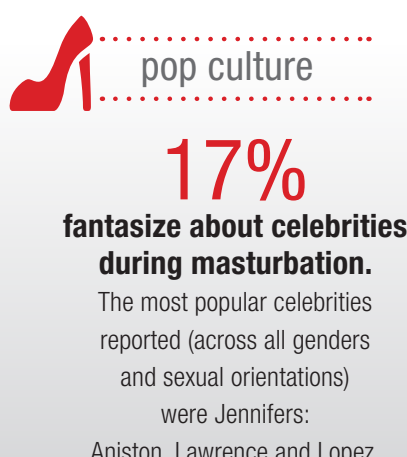
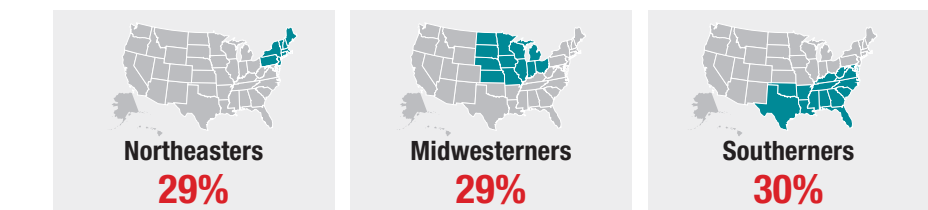
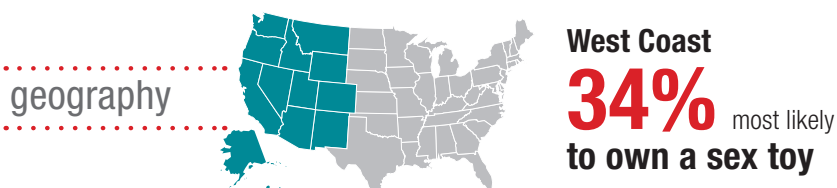
PERFORMANCE

53% of men have experienced premature ejaculation

>70% OF THESE cite openness to using a masturbatory tool to increase pleasure or performance

HOWEVER, ONLY 11% currently use a masturbation sleeve to help alleviate symptoms

Like all things, masturbation habits and trends vary by location, pop culture and even political affiliation.



OUR SURVEY SHOWED AMERICANS ARE MASTURBATING — BUT BY NOT TALKING ABOUT IT OPENLY, WE ARE MISSING AN OPPORTUNITY FOR CONSTRUCTIVE AND VALUABLE CONVERSATIONS ON MASTURBATION'S ROLE IN HEALTHY SEX AND SEXUALITY.