

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.





have masturbated in their lifetime\*

**However** most people estimate these percentages are much lower

times per month

\*Survev participants selected gender independently of sex.

**Masturbation Frequency** 



Millennials

masturbate the most per month

MILLENNIALS

COMPARED

**GEN XERS** 

**BOOMERS** 

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



40%

of Millennials

29% of respondents

36% of men : 22% of women

Lied about masturbation

reasons for lying

embarrassment and fear

of being judged by family, friends or partners

average age people feel comfortable discussing masturbation

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

Most common use of masturbation









relaxation/ stress relief sleep

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.





find masturbation more pleasurable than having a sexual experience with another person.

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% 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.



West Coast most likely to own a sex toy









Nearly

OF MILLENNIALS

have masturbated with their partner via phone, Skype or another telecommunication method.



pop culture

fantasize about celebrities during masturbation.

The most popular celebrities reported (across all genders and sexual orientations) were Jennifers:

Aniston, Lawrence and Lopez.

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.





more likely than

**Trump supporters** to be comfortable discussing

masturbation with their partner **72%** versus **62%** 

**ALTHOUGH** 



more likely to masturbate while in a relationship

OUR SURVEY SHOWED AMERICANS ARE MASTURBATING —



TENGA BELIEVES MASTURBATION SHOULD BE AN IMPORTANT PART OF THE CONVERSATION. BY OFFERING A LINE OF INNOVATIVE AND DIVERSE PRODUCTS, TENGA AIMS TO ELEVATE THE DISCUSSION ON MASTURBATION FROM SECRET TO CELEBRATION.