

TENGA

Masturbation Behavior and Perceptions Study

September 2017



SURVEY OBJECTIVES AND METHODOLOGY

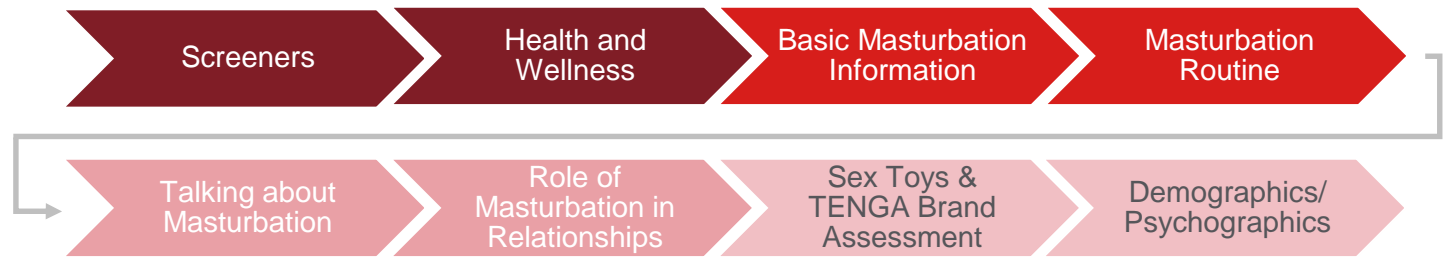
From 8/31/2017 to 9/6/2017, PSB Research interviewed N=1200 Americans aged 18-74 to understand Americans' health and wellness, perceptions of and sentiments towards masturbation, the ways in which they masturbate, the role of masturbation in their relationships, their views on talking about masturbation openly, and their interest in masturbation tools. Quotas were set by age, gender, and U.S. region, and the audience was split evenly between men and women.

Sample

N=1200 respondents were surveyed. They fit the following US census criteria:

- **Males and Females** 18-74
- **Males:** 49% of survey (n=588)
- **Females:** 51% of survey (n=612)

Survey Flow



Key Audiences

Gender	
♂ Male	♀ Female
49% n=588	51% n=612

Generation
Millennial
34% n=408

Generation
Gen X
36% n=432

Generation
Boomer
30% n=360

Relationship Status
Single
46% n=551

Relationship Status
In Relationship
54% n=649

Those who indicated they were single, divorced / separated, or widowed

Those who indicated they were married or in a committed relationship

SURVEY DATA

The vast majority of people masturbate. Men more so than women, millennials more so than older generations.

87% of respondents have masturbated, including 90% of men and 83% of women.

Of those who masturbate, **62%** of men and **33%** of women masturbate at least once a week

Among those who masturbate once a week, average number of times:

♂ **5.8** times per week

♀ **3.7** times per week

Millennial 6.3 times per week

Gen X 4.6 times per week

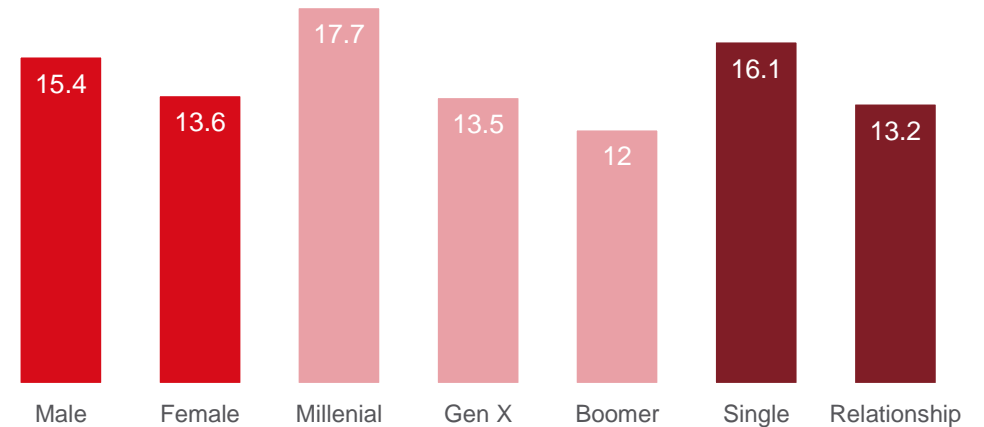
Boomer 3.3 times per week

Single 5.8 times per week

Relationship 4.3 times per week

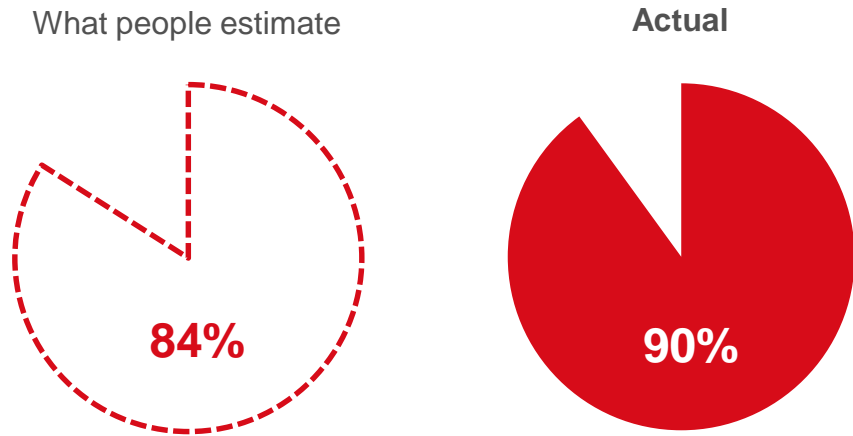
On average, respondents who masturbate estimate they spend **14.5** minutes masturbating in one session

Q: On average, how long do you approximately spend masturbating in one session (in minutes)?



The percentage of women who masturbate is much more than people think

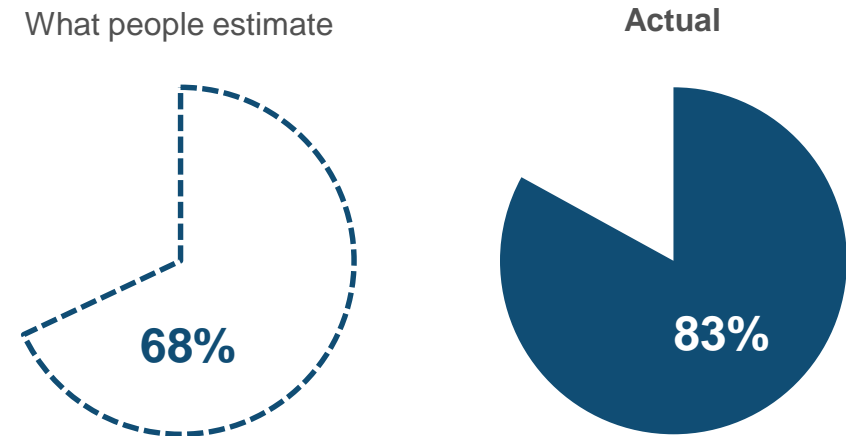
♂ Q: What percentage of men do you think masturbate?



Average estimate is **6% lower** than reality

	Estimate	vs. Actual
Millennials	86%	-4%
Gen Xers	87%	-3%
Boomers	80%	-10%

♀ Q: What percentage of women do you think masturbate?



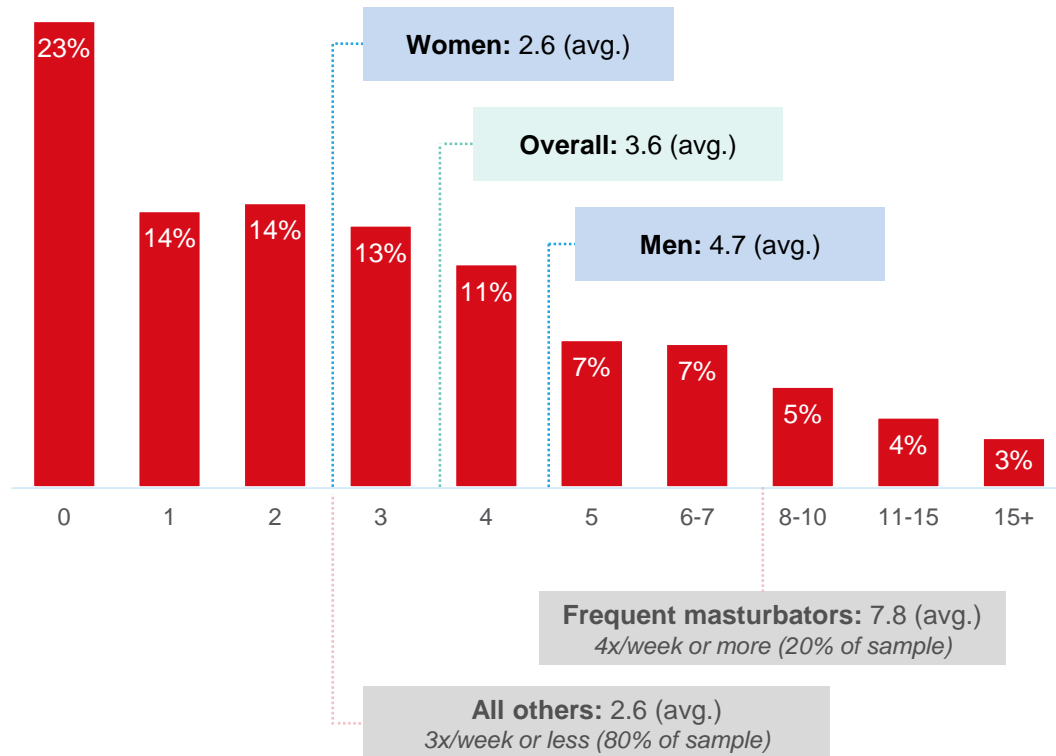
Average estimate is **15% lower** than reality

	Estimate	vs. Actual
Millennials	70%	-13%
Gen Xers	70%	-13%
Boomers	63%	-20%

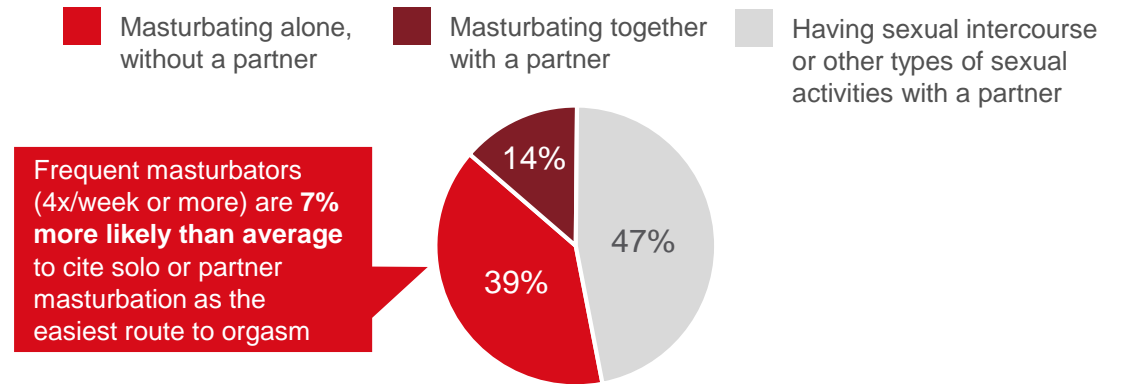
On average, Americans 18-74 have 3.6 orgasms per week; men more, women less

53% find it easier to orgasm from masturbation, either alone or with a partner, than from any other type of sexual activity.

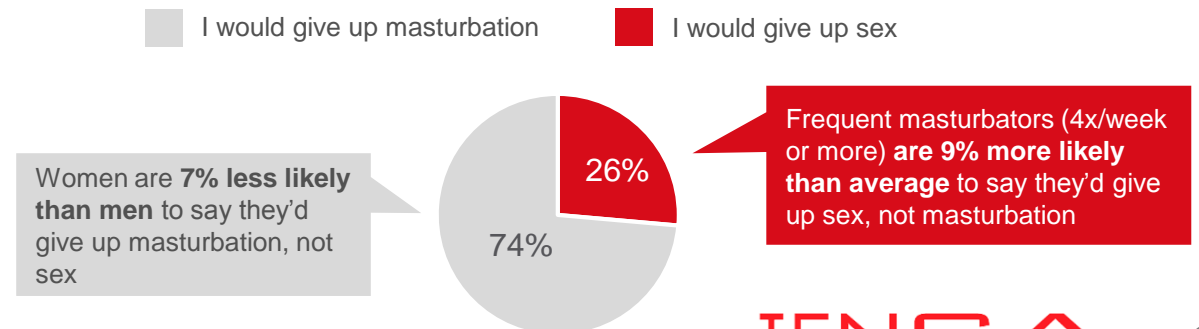
Q: Approximately **how many orgasms** have you had in the past seven days?
(Including masturbation, sexual intercourse, and any other forms of sexual activity.)



Q: Generally, do you find it **easier to have an orgasm** when...?
Among those who have both masturbated and had sexual intercourse.



Q: If you had to **give up sex or masturbation** for the rest of your life, which would you give up? Among those who have both masturbated and had sexual intercourse.



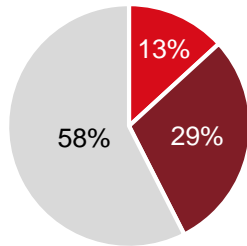
Frequent masturbators are more likely to be single and/or sexually active, equally as likely to be in a committed relationship, and less likely to be married

47% of Frequent Masturbators surveyed are currently single, compared to 27% of those who masturbate three times a week or less.

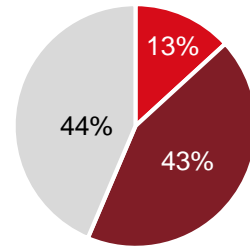
Q: Are you currently...?

Frequent masturbators (20%) 4x/week or more

- In a committed relationship
- Married
- Other

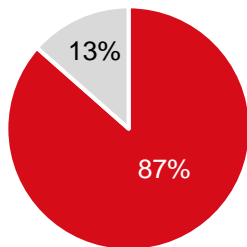


All others (80%) 3x/week or less

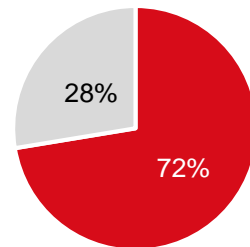


Frequent masturbators (20%) 4x/week or more

- Sexually active
- Not sexually active

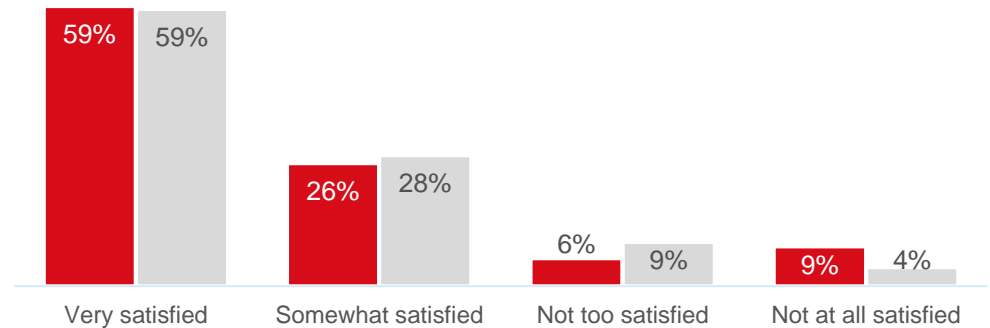


All others (80%) 3x/week or less



Among those who have had sexual intercourse (92%)

Q: How **sexually satisfied** are you with your relationship?
Among those currently married or in a committed relationship



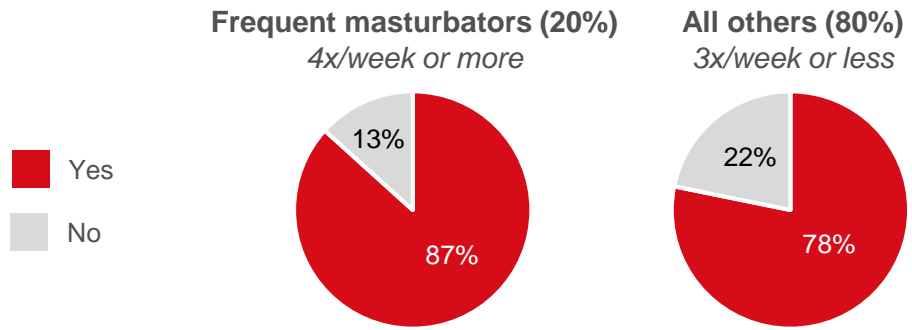
- **Frequent Masturbators (20%)**
4x/week or more
- **All Others (80%)**
3x/week or less

- **36.8** is the average age of frequent masturbators (vs. **45.6** for all others).
- The frequent masturbators audience is **77%** male.

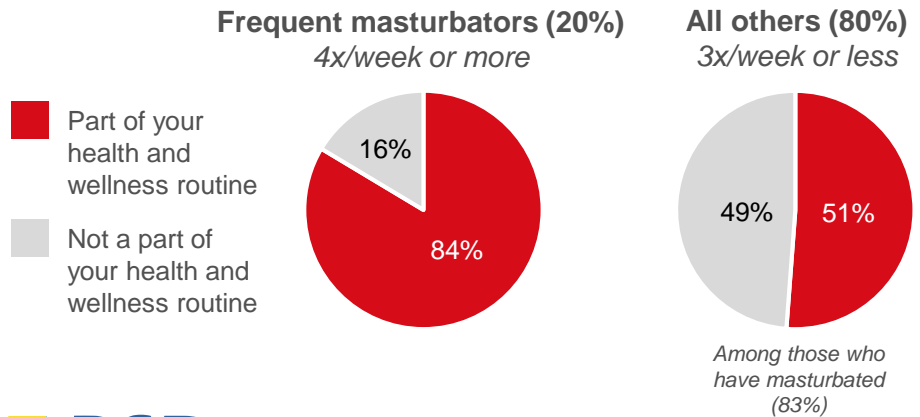
Frequent masturbators live healthier lifestyles, and tend to see masturbation as part of their health and wellness routine

42% of frequent masturbators say that masturbation directly 'helps athletic performance' (+23% vs. others).

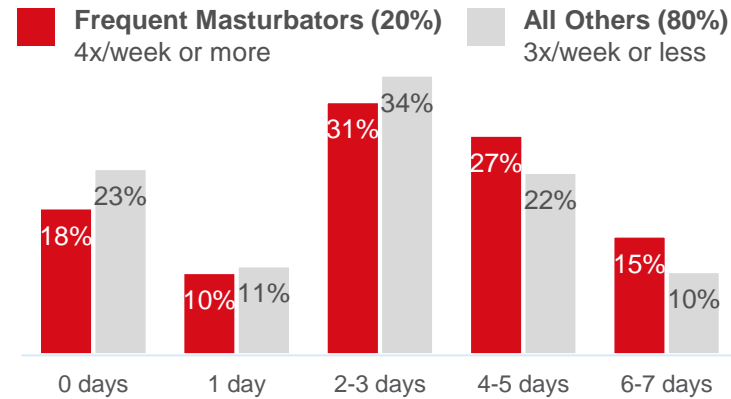
Q: Do you consider yourself to be **in good health**?



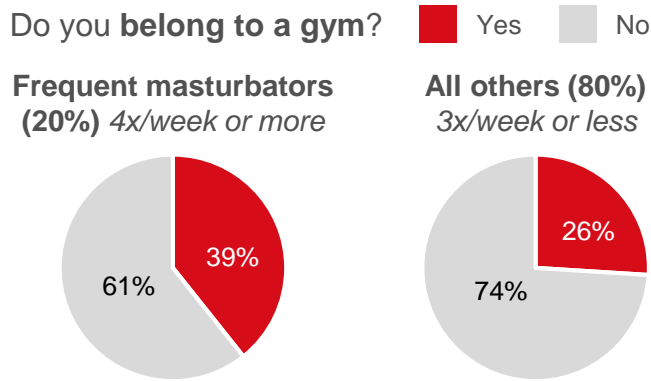
Q: Do you personally consider masturbation to be...?



Q: In an average week, how many days a week do you **exercise or work out**?



Q: Do you **belong to a gym**?



Q: In the past two years, approximately how many times have you visited a doctor due to an **injury or illness**?



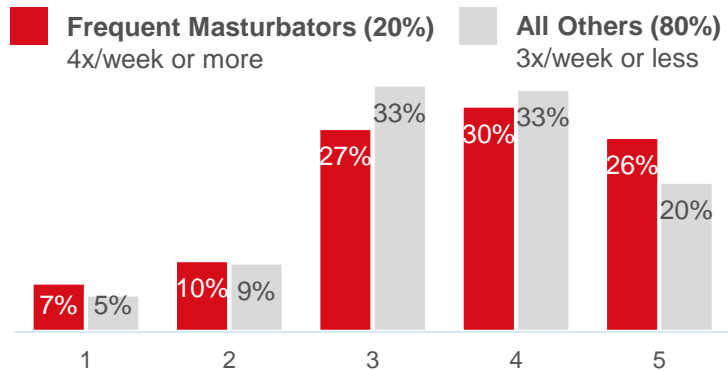
Q: In the past two years, approximately how many times have you visited a doctor for a **general checkup**?



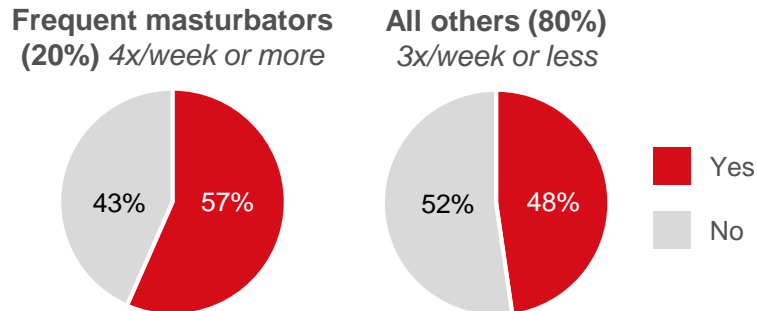
Frequent masturbators are more likely to express the highest level of self-confidence, have a more positive body image, be good at managing stress, and engage regularly in mindfulness exercises

56% of frequent masturbators report having more than 5 serious, positive, long-term relationships in their lives (+13% vs. others).

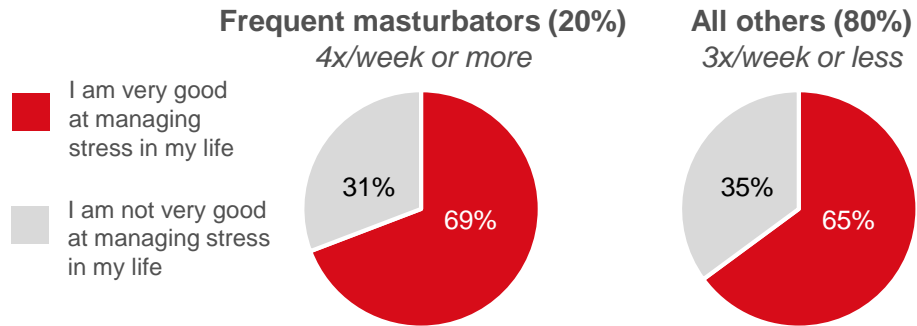
Q: How much **self-confidence** do you have? Please rate on a scale of 1 to 5, with 1 being the lowest and 5 being the highest.



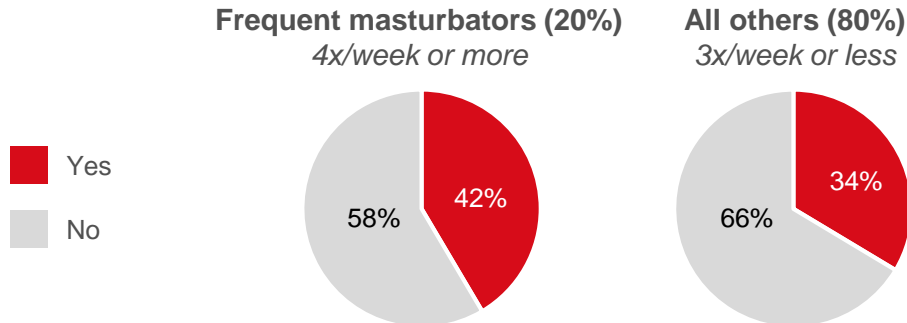
Q: Do you think you have a **beautiful body**?



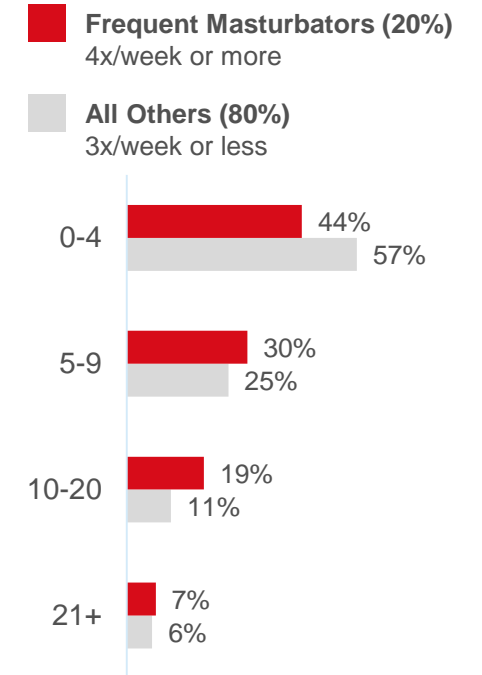
Q: How would you rate your ability to **manage stress**, overall?



Q: Do you regularly **meditate** or perform similar **mindfulness exercises**?



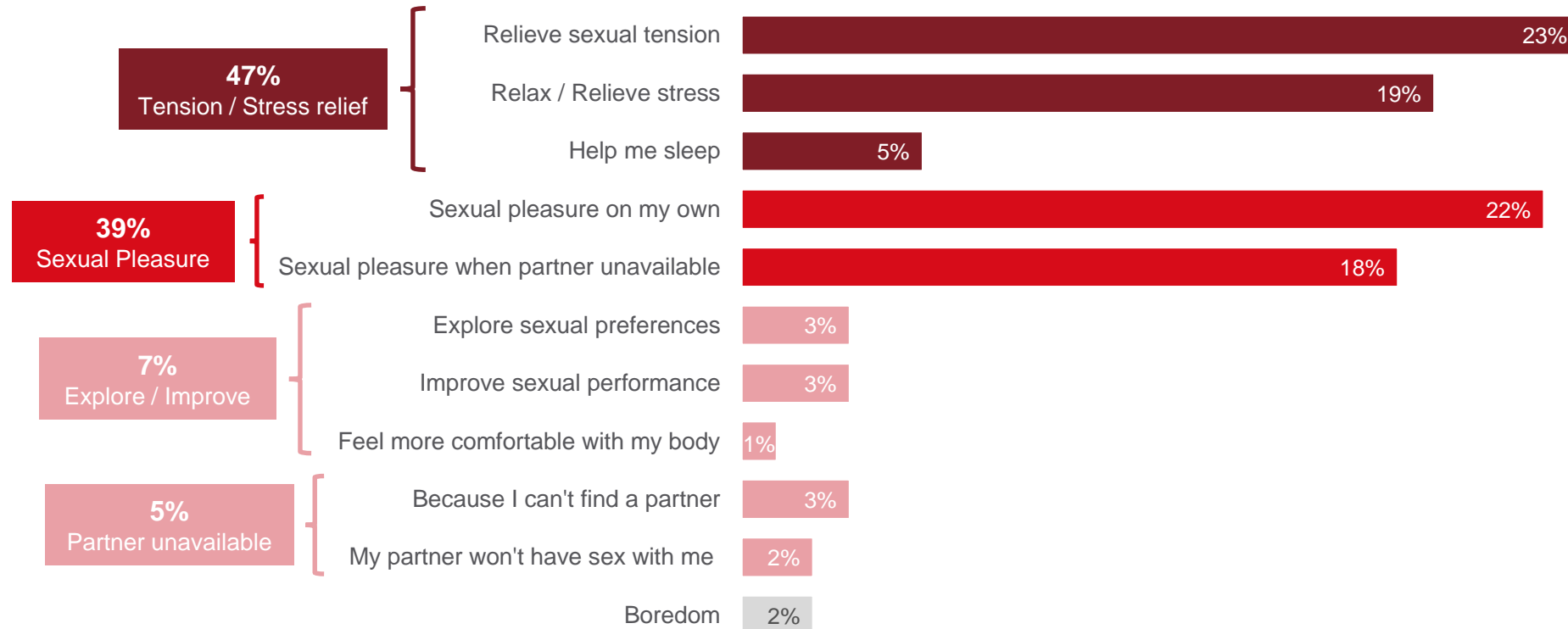
Q: How many serious, positive, long-term platonic and/or romantic **relationships** have you had in your life? Include relationships with friends and partners, not including family members.



People primarily masturbate because it helps them relax and find pleasure, or to explore and improve their sexual activities

23% of those who masturbate primarily do so to relieve sexual tension, the reason most commonly cited.

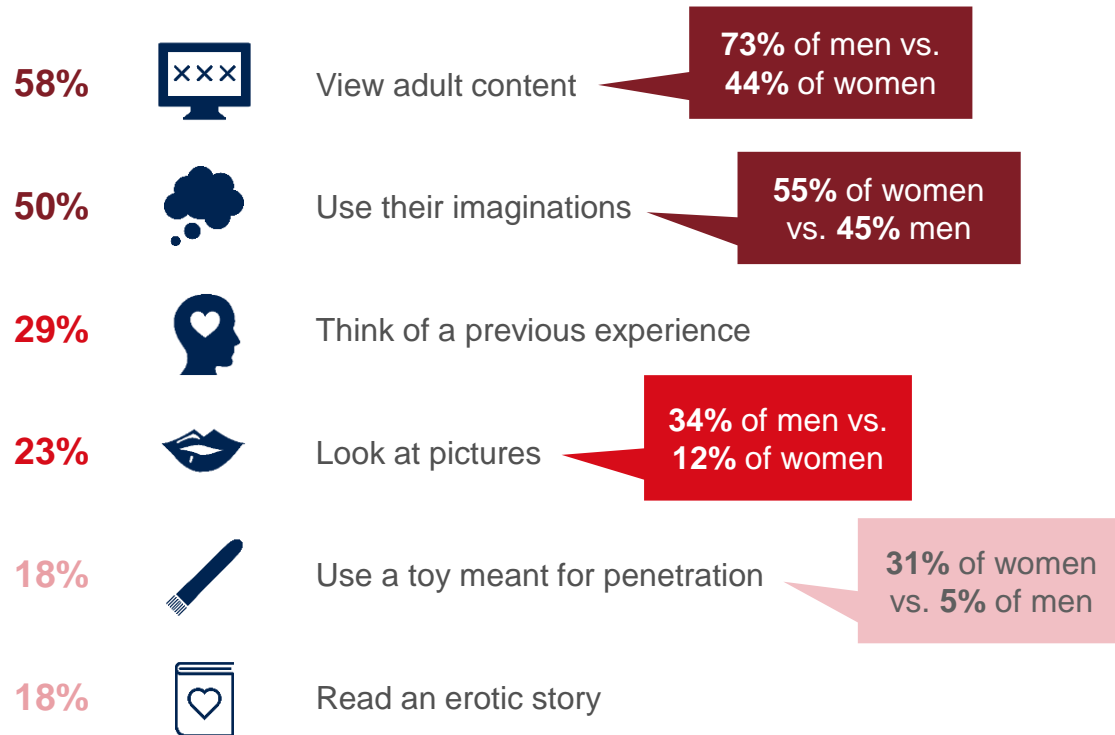
Q: Why do you generally masturbate? Please select the statement below that best applies to you.
Asked of those who masturbate



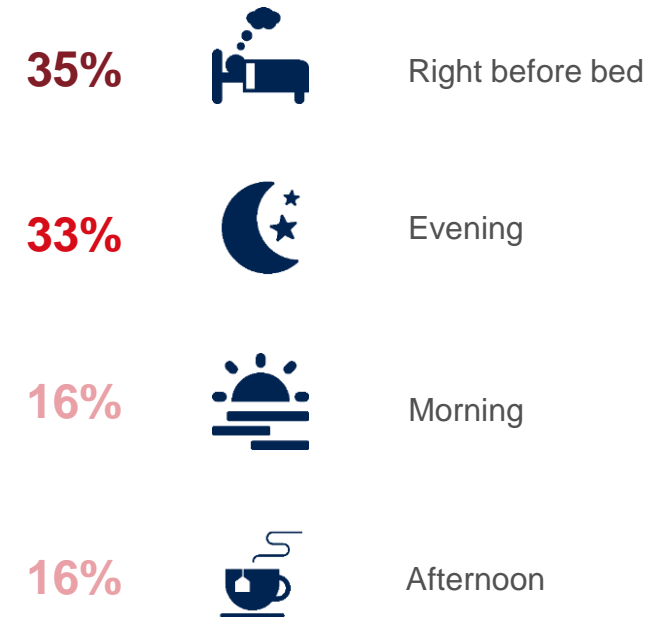
Half of respondents have a regular masturbation routine—among those that do, most men view adult content, most women use their imagination

57% of millennials who masturbate have a routine, compared to 49% of Gen Xers and 39% of boomers.

Q: What do you do/use during your routine? Please select all that apply.
 Asked of those who said they had a regular routine



Q: What time of day do you most often masturbate?
 Asked of those who said they masturbate




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

67% of those who masturbate say they fantasize about a specific individual when they masturbate.

Q: Do you fantasize about a specific individual when masturbating? Select all that apply.


Asked of those who masturbate

31%  Someone I know very well **38% of men vs. 23% of women**

24%  My significant other

16%  Fictional character from media

15%  A person I met once or twice **22% of men vs. 8% of women**

13%  A celebrity/politician **18% of men vs. 8% of women**

♂ Celebrities commonly mentioned by Men



Scarlett Johansson



Halle Berry



Jennifer Lawrence

♀ Celebrities commonly mentioned by women



George Clooney



Channing Tatum



Tom Selleck

The most common reasons that have prevented people from masturbating are preferring a partner, and fear of someone walking in or hearing

34% say that no reason has ever prevented them from masturbating.

Q: What reason(s) have prevented you from masturbating? *Please select all that apply.*

General Discomfort

21%  Fear of someone walking in on me/hearing me

13%  Not wanting to masturbate too much

7%  I don't feel comfortable touching myself

Effectiveness

31%  I would prefer a partner to pleasure me

6%  It takes a long time


4%  It doesn't feel pleasurable

3%  I don't know how

Moral Concerns

8%  My religious views

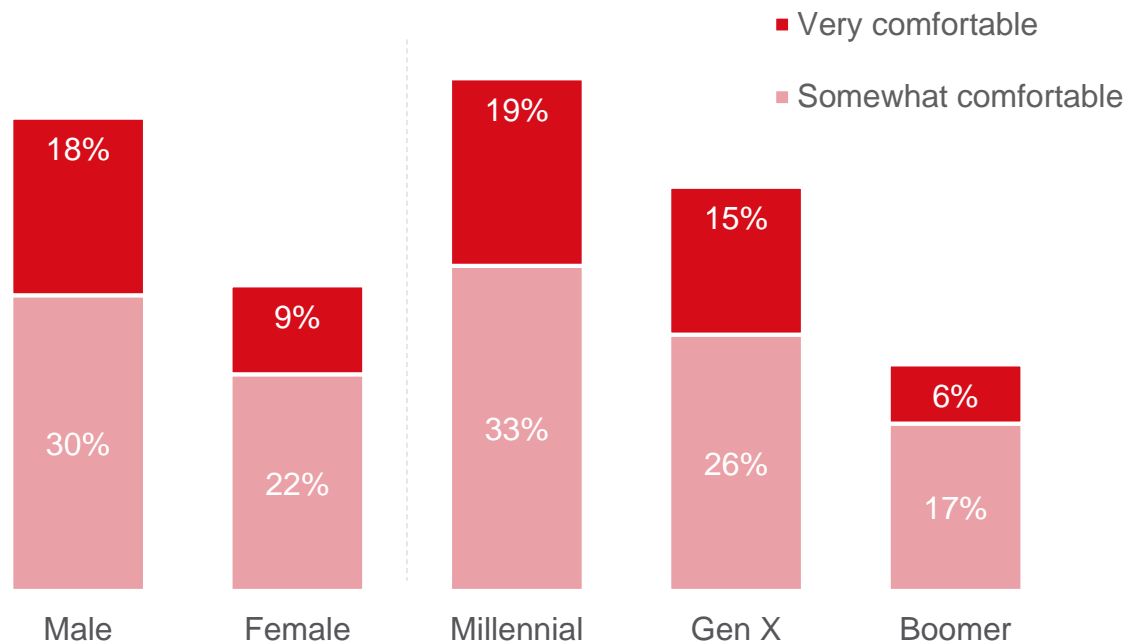
4%  I don't think people should masturbate

2%  My partner doesn't approve

Most are uncomfortable talking openly about masturbation—younger generations are more comfortable than older

60% feel uncomfortable talking about masturbation openly with other people (52% of men and 69% of women).

Q: How comfortable do you feel talking about masturbation openly with other people?



Q: In your opinion, why do you think it's so hard for people to talk openly about masturbation?

"American society in general and religious taboos are the biggest reason. We are brought up with these puritan ideas which are really not relevant in modern society."

- Male, Boomer

"Because it is a personal act that they may have been made to feel embarrassed about or told that it is wrong or have been busted and shamed for it"

- Female, Gen X

"Because it has never been a topic people talk about. It is almost as if masturbation is what you do when you can't find a partner. It implies that you have failed to find someone"

- Female, Boomer

People are most comfortable talking about masturbation with their partners, and least comfortable talking about it with their family

76% would be comfortable talking about masturbation with their significant other; 59% would be comfortable talking about it with their friends.

Q: Who would you **not** be comfortable speaking about masturbation with? Please select all that apply.



68%

Family Members
(parents, aunts/uncles,
grandparents)



65%

Religious Leaders



61%

Family Members
(siblings, cousins)



58%

Coworkers



55%

**Strangers/
Anonymous**



52%

Acquaintances



41%

Friends



36%

Partner(s)
(not in relationship)



24%

Partner(s)
(in relationship)



12%

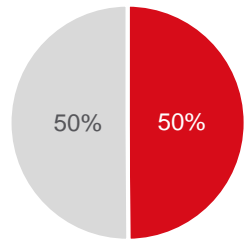
**Comfortable with
anyone**

Almost everyone who has talked to a close friend or partner about masturbation found the conversation encouraging, but many avoid the topic

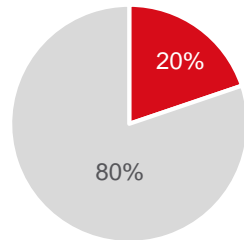
50% think it's good for society to have open discussions around sexual topics, but less than a third have ever talked about masturbation with a close friend.

Half of Americans recognize the societal value of open discussions on sexual topics

But less than 1 in 5 think it's important for them to personally engage in conversations about masturbation



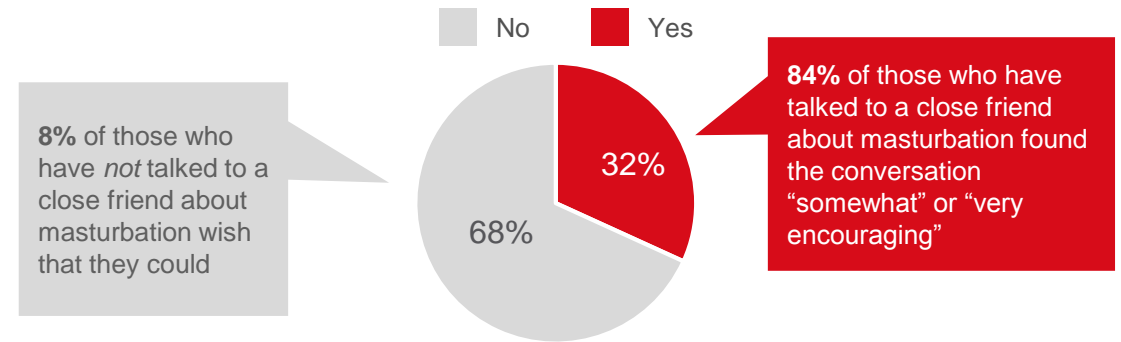
“Society would benefit if people were more open in discussing sexual topics like masturbation”



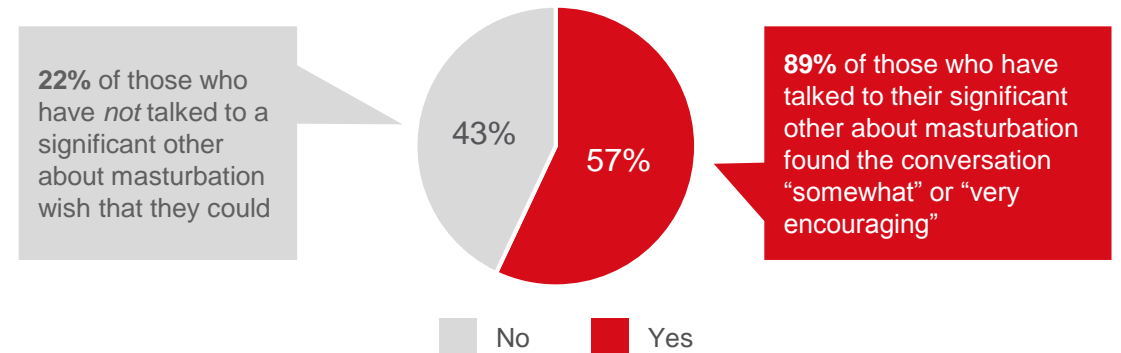
“It is important to talk about masturbation with people I am close with”

■ Agree
■ Disagree

Q: Have you ever talked to a **close friend** about masturbation?



Q: Have you ever talked to **your significant other** about masturbation?
Among those currently married or in a committed relationship.

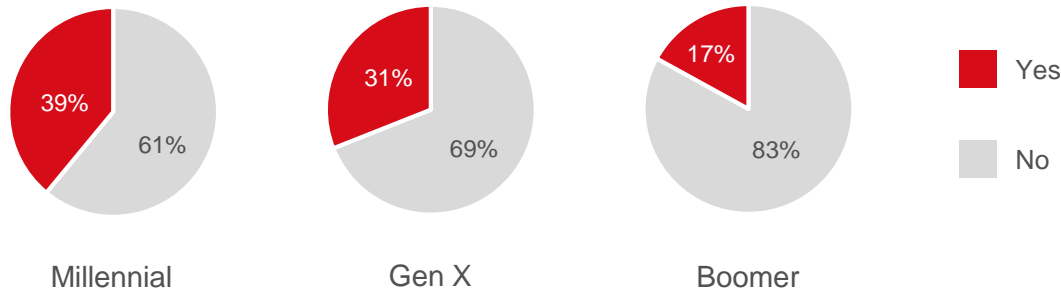


■ No
■ Yes

Most are truthful about their masturbating habits, with older generations the least likely to say they've lied.

29% have lied about masturbation, including 35% of men and 24% of women.

Q: Have you ever lied about masturbation?



Q: Why did you lie about it?

"Felt like I was going to be look(ed) at like some kinda pervert and that I would be made fun of."

- Male, Gen X

"Not comfortable discussing the topic openly for fear of being judged."

- Female, Boomer

The average age people estimate they first masturbated:

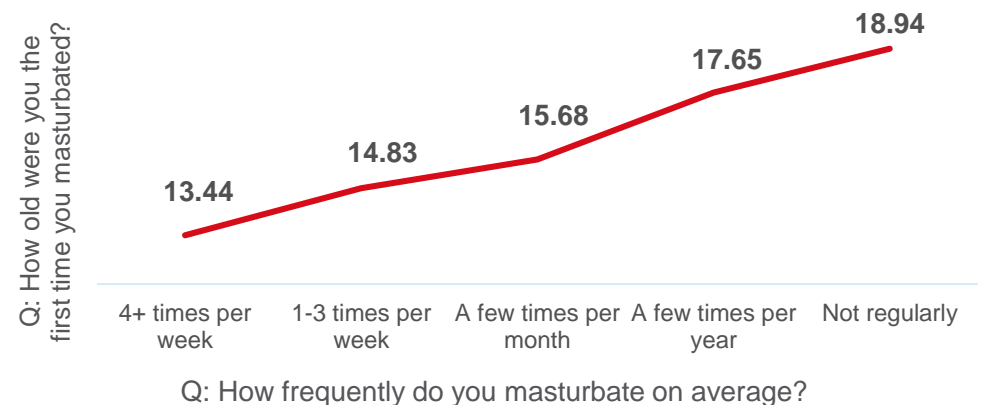


13.8 years old



17.6 years old

The age at which people first masturbated is correlated with masturbation frequency:

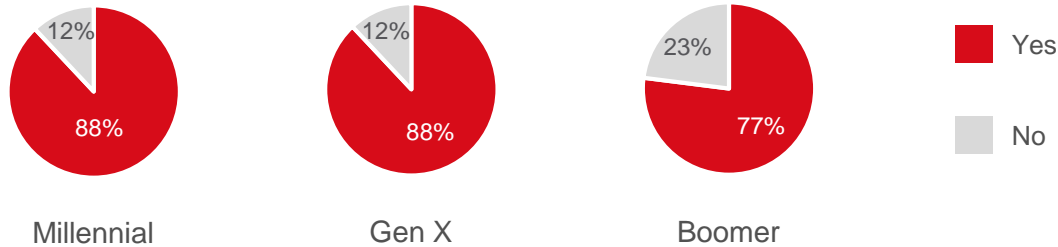


Most people masturbate when they're in a relationship, but less often than when they're single—36% say their partners aren't aware that they masturbate

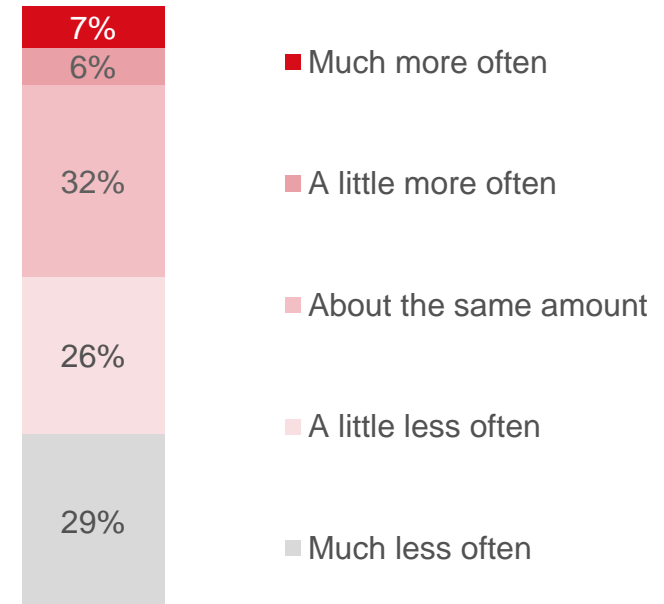
85% say they masturbate when in a relationship (asked of those who masturbate and have been in a relationship).
Of those, 65% of them say that their partners are aware they masturbate

Among those who masturbate and have been in a relationship:

Q: Do you masturbate when you are in a relationship?



Q: When you are in a relationship, do you masturbate more or less often than when you are single?



Q: Why do you masturbate when you are in a relationship?

"Sometimes your partners are not available when you feel the need to relieve yourself"
- Male, Boomer

"Sometimes you want an orgasm without needing to worry about someone else's pleasure"
- Male, Gen X



Q: Why do you not masturbate when you are in a relationship?

"Because I have someone else and I wouldn't want to disrespect them"
- Male, Millennial

"Having regular sex with a partner satisfies me."
- Female, Boomer





When in a relationship, most people would be comfortable with their partner masturbating

2 in 3 of those who have been in a relationship are comfortable discussing masturbation with their partners when in a relationship




Among those who have been in a relationship:

89% are comfortable with their partners masturbating when they are in a relationship

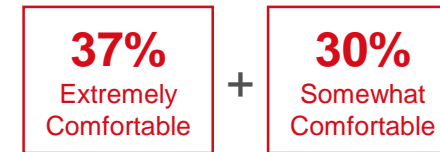
Q: Why are you comfortable with your partner masturbating?
Asked of those who are comfortable (89%)

- 35%  It's natural thing to do
- 17%  I also masturbate
- 8%  It's to improve their sexual performance
- 6%  I know it's not about me

Q: Why would you be uncomfortable if your partner was masturbating?
Asked of those not comfortable (11%)

- 51%  I don't like to think about it
- 19%  I'm not there
- 17%  I don't like that they watch porn

67% are comfortable discussing masturbation with their partners when in a relationship



Reasons people are uncomfortable discussing masturbation with their partner:

"It worries me that they will think I am perverted or that they can't please me."
- Female, Millennial

"I'm a shy person anyway and that's a very personal topic. I haven't had a close enough relationship to establish comfort in this topic."
- Female, Boomer

"Sometimes my partner feels insecure about it."
- Male, Gen X

The majority have masturbated with a partner, and find it to be a positive experience

58% have masturbated for their partner or watched their partner masturbate (of those who masturbate and have been in a relationship).

Q: How would you rate the experience of **pleasuring yourself in front of your partner**?
 Asked of those who have masturbated in front of their partner

Q: How would you rate the experience of **watching your partner masturbate**?
 Asked of those who have watched their partner masturbate



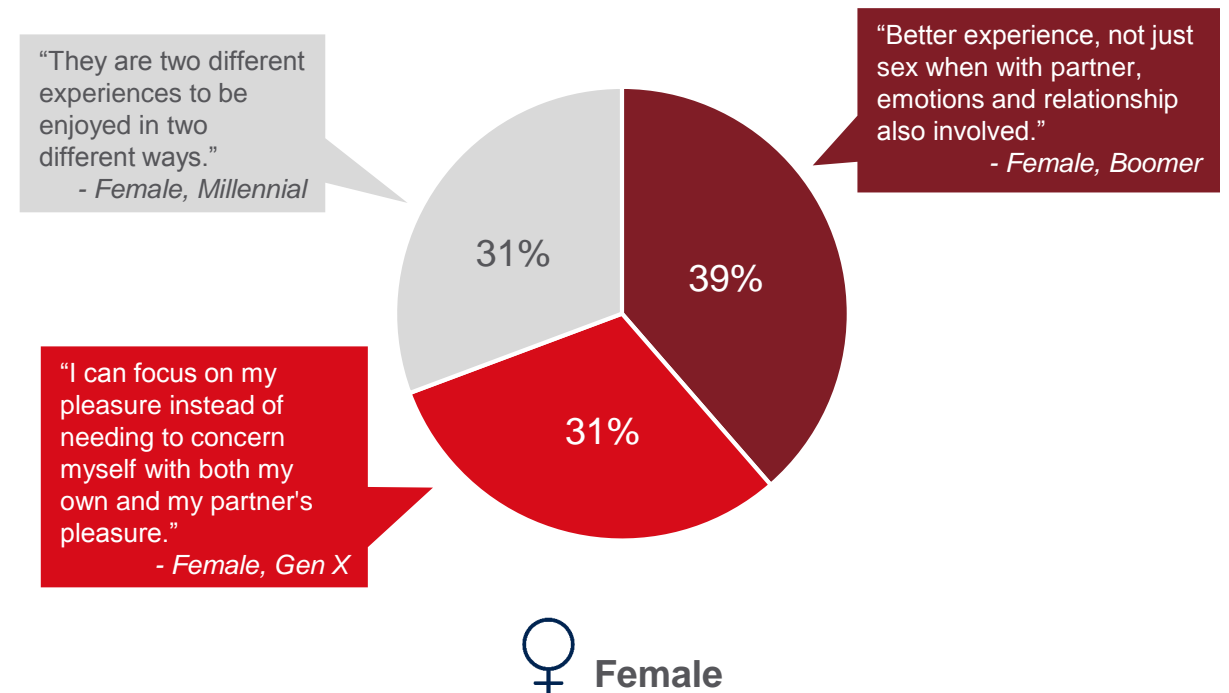
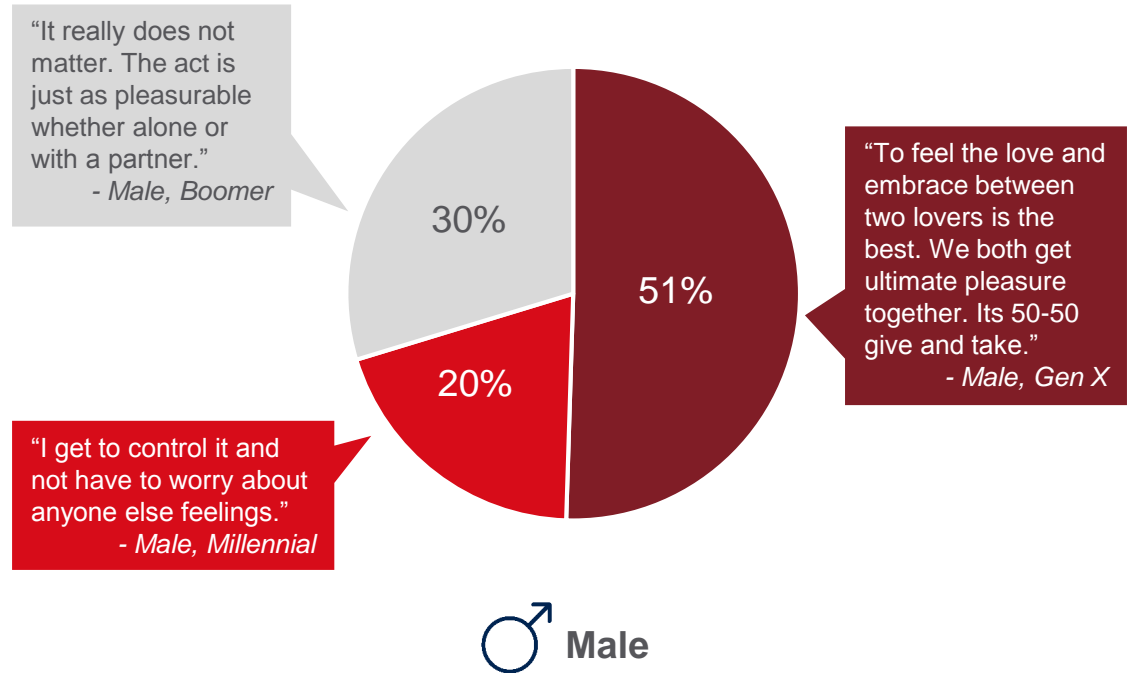
22% of millennials have masturbated with their partner via phone, Skype, or similar method (vs. 16% of Gen Xers and 5% of boomers).

Men prefer sex over masturbation. Women overall prefer sex, but many prefer masturbation.

51% of men find sexual experience with another person more pleasurable, and only 20% prefer masturbating alone (out of those who masturbate and have had sex). However women are more evenly divided between the two.

Q: Do you usually find more pleasure when you're **masturbating alone**, or when **having a sexual experience with another person**?
Asked of those who masturbate and have had sex

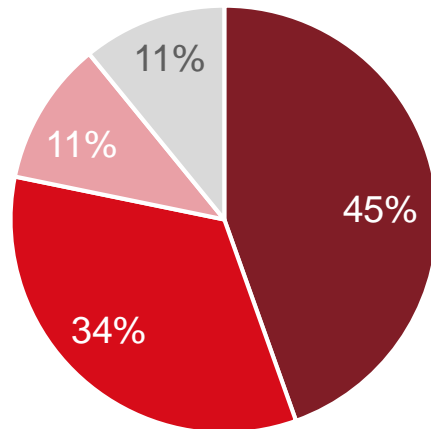
■ Masturbating alone ■ Sexual experience with another person ■ Both are equal



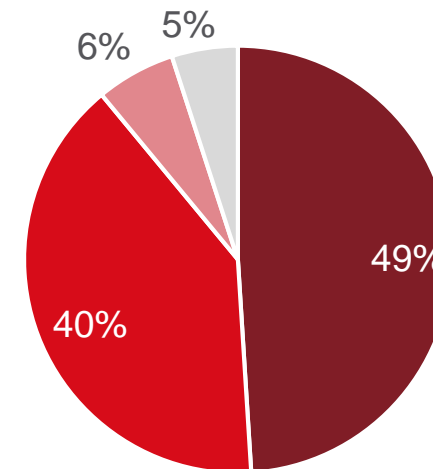
Respondents were satisfied with their sex lives as well as their “masturbating lives,” though they were more satisfied with the latter

89% of those who masturbate are satisfied with their “masturbating lives” vs. 79% of respondents who are satisfied with their sex lives.

Q: How satisfied are you with your **sex life**?



Q: How satisfied are you with your **masturbating life**?
Asked of those who masturbate

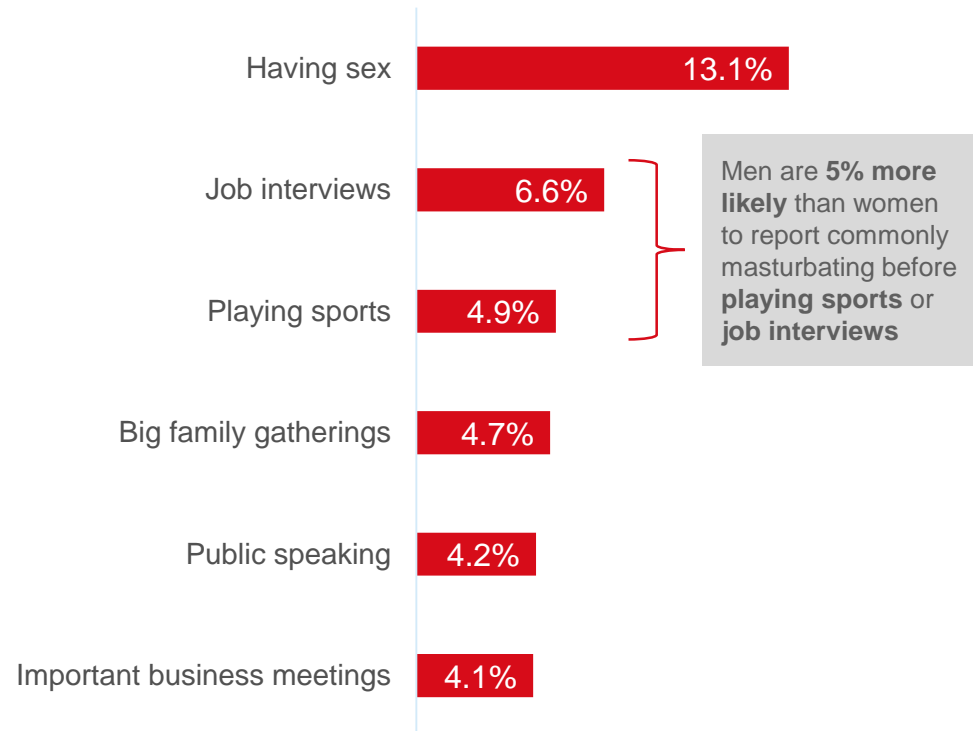


Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

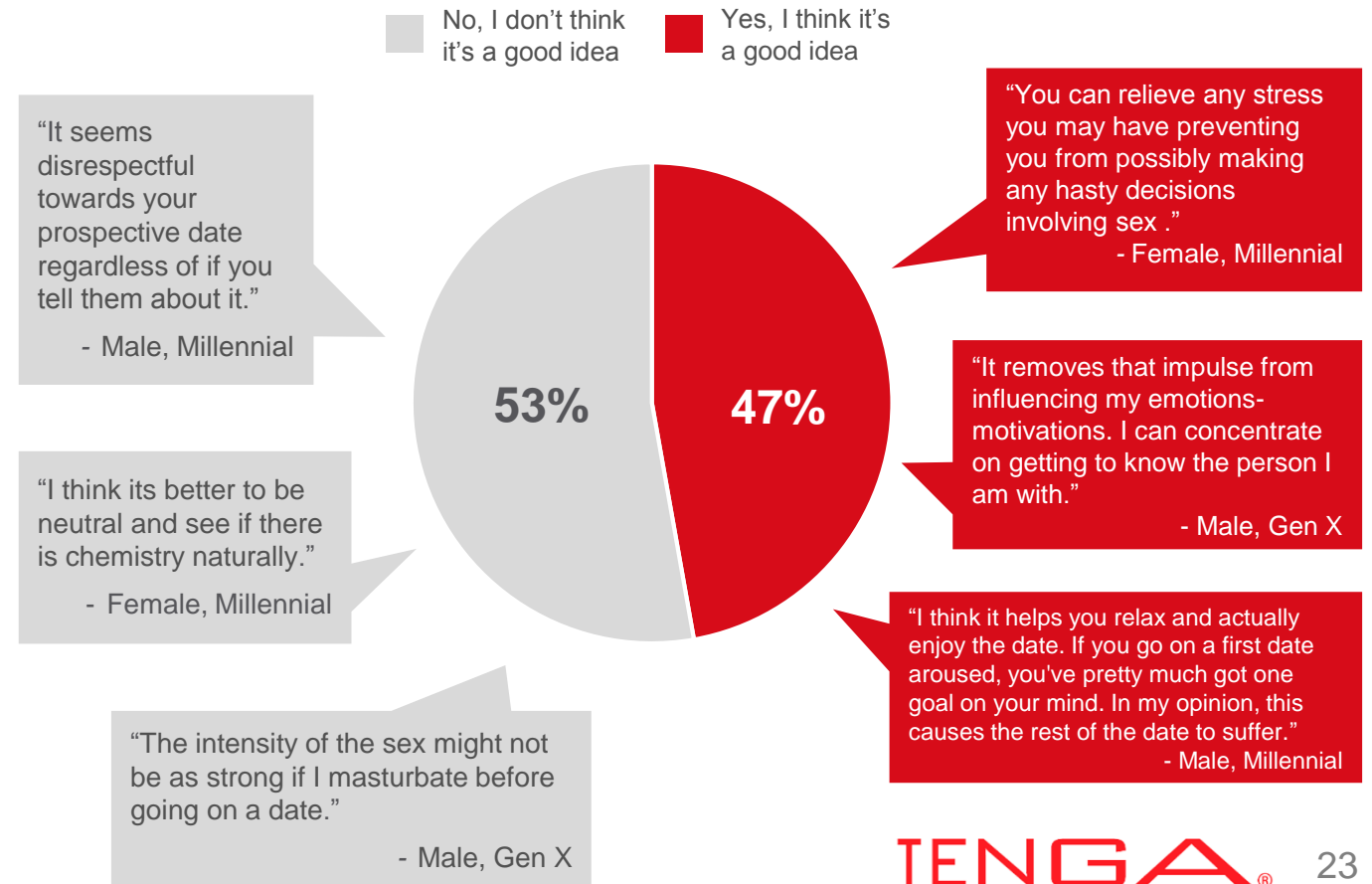
Nearly half of Americans 18-74 think it's a good idea to masturbate before a first date

20% of millennials who masturbate commonly masturbate before having sex.

Q: Do you commonly masturbate before...?
 Asked of those who masturbate



Q: Do you think it's good idea to masturbate before a first date?



More women than men own sex toys—vibrators are the most commonly owned toy among both men and women

33% of respondents own a sex toy (41% of women, 24% of men). 34% of men who own a toy own a masturbation sleeve.

Among those who own a sex toy:

Q: What type of sex toy(s) do you own? Please select all that apply.

	♂ Male	♀ Female
Vibrator	64%	88%
Dildo	44%	51%
Cock Ring	44%	16%
Anal Toy	29%	15%
Masturbation Sleeve	34%	7%

Q: What motivated you to buy a sex toy?

“I went to party and saw it demonstrated, and my friend vouched for how good it was.”
- Female, Gen X

“Having poor ED is not nice so we talked about it and did what we felt needed to be done.”
- Male, Gen X

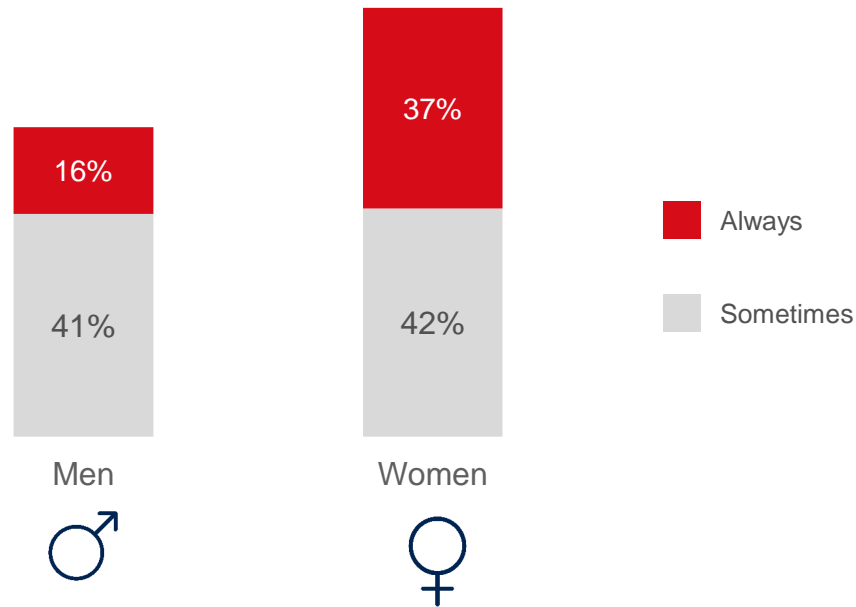
“It helped fulfill pleasure while my husband is not present.”
- Female, Millennial

“Wanted to experience more pleasure when masturbating.”
- Female, Boomer

2 out of 3 who own a sex toy says it improves the experience of masturbation—women are more likely to feel this way

66% say a sex toy improves the sexual experience of masturbation, including 57% of men and 71% of women.

Q: How often do you use your sex toy(s) when masturbating?
Asked of those who masturbate and own a sex toy



41% of those who own a sex toy and are in a relationship have used them with their partners.

Q: When in a relationship, have you and your partner used a toy in your sexual experiences?
Asked of those who have been in a relationship

- 20%** My partner used a toy to pleasure me
- 16%** I used a toy to pleasure my partner
- 11%** I used a toy to pleasure myself and my partner watched
- 11%** My partner used a toy on themselves and I watched
- 10%** My partner and I have used a toy on each other at the same time

Most non-owners of sex toys simply don't think they need one, but embarrassment and shame are still frequently cited as holdbacks

46% of those who do not own a sex toy would be open to buying one in the future.

Q: You said that you do not own a sex toy. Specifically, why have you not purchased one?

Asked of those who do not own a sex toy

- 59%** I don't think I'd use it/need it
- 12%** I would be embarrassed to own one
- 10%** I'm afraid a friend or family member could find it
- 10%** I think they are too expensive
- 9%** It doesn't seem hygienic

48% of men think sex toys are better suited for women, only **38%** of women think the same.

Q: Why do you think you wouldn't use / need a sex toy?

Asked of those who said they wouldn't use / need a sex toy

"Don't know much about them and it could cost a lot."

- Male, Gen X

"Used to have. Don't need one anymore. Worry about cleanliness."

- Female, Boomer

"I feel embarrassed going into the sex toy shop, and I don't want to buy online because I fear the package going to the wrong home and someone finding out I bought sex toys."





- Female, Millennial

"I do not need or want one, as I said before I am fine with using my hand to pleasure myself."

- Male, Gen X

Q: What could help influence you to buy a sex toy?

Asked of both owners and non-owners

- 41%**  Nothing, I would not buy one
- 29%**  If I knew a person that wanted one/used one
- 19%**  If a friend recommended to me
- 4%**  Endorsement from a celebrity

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