

# TENGA

# TENGA Global Self-Pleasure Study

2018 Report

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Germany



# 2018 TENGA Global Self-Pleasure Study Overview

In partnership with TENGA and Burson-Marsteller, PSB set out create a global portrait of behaviors and attitudes regarding human health, wellness, sexuality, and masculinity. To this end, the PSB team launched a study in 18 different countries spread across the major regions of the world.

The goal of this study was to help TENGA lead global discourse around important topics related to sex, masturbation, and sex toy usage.

## Countries Surveyed:

*\* Key Market*

Americas	Europe	Asia Pacific	Middle East + Africa
<b>United States*</b> Mexico Brazil	<b>United Kingdom*</b> <b>Germany*</b> <b>France*</b> Russia	<b>Japan*</b> <b>China*</b> <b>Taiwan*</b> <b>South Korea*</b> India Hong Kong Australia	UAE South Africa Nigeria Kenya

# 2018 TENGA Global Self-Pleasure Study Methodology

To ensure a representative sample of the 18-74 population in each market surveyed, PSB implemented fielding quotas and weighted final data to match the best available population statistics from each country on the basis of age and gender:

	US <i>n=1003</i>	UK <i>n=2000</i>	Germany <i>n=1000</i>	France <i>n=1000</i>	Japan <i>n=1000</i>	China <i>n=1008</i>	Taiwan <i>n=1000</i>	S. Korea <i>n=1000</i>	Mexico <i>n=1000</i>	Brazil <i>n=417</i>	Nigeria <i>n=400</i>	Kenya <i>n=405</i>	S. Africa <i>n=400</i>	Russia <i>n=400</i>	UAE <i>n=400</i>	India <i>n=406</i>	Hong Kong <i>n=400</i>	Australia <i>n=400</i>
<b>Male</b>	49.2%	48.8%	48.8%	48.4%	48.3%	50.7%	49.7%	49.3%	48.0%	46.9%	51.0%	50.0%	49.0%	46.0%	72.3%	51.5%	45.1%	49.3%
<b>Female</b>	50.8%	51.2%	51.2%	51.6%	51.7%	49.3%	50.3%	50.7%	52.0%	53.1%	49.0%	50.0%	51.0%	54.0%	27.7%	48.5%	54.9%	50.7%
<b>18-24</b>	12.4%	11.3%	12.9%	15.2%	11.0%	15.3%	16.6%	16.1%	26.7%	17.3%	34.7%	35.0%	26.8%	12.5%	20.2%	19.1%	11.1%	17.8%
<b>25-34</b>	17.9%	17.2%	13.7%	15.2%	12.1%	20.0%	20.8%	18.0%	22.0%	25.1%	26.5%	29.0%	25.0%	20.3%	39.4%	24.6%	16.2%	21.2%
<b>35-44</b>	16.2%	16.1%	16.0%	17.0%	15.6%	18.7%	18.8%	20.5%	19.5%	20.3%	16.9%	26.0%	18.3%	17.5%	25.5%	21.2%	17.7%	17.9%
<b>45-64</b>	33.8%	32.6%	33.6%	32.0%	61.3%*	46.0%*	43.8%*	45.4%*	23.0%	27.6%	21.9%*	10.0%	22.3%	33.0%	14.9%*	35.1%*	55.0%*	28.1%
<b>65-74</b>	19.7%	22.8%	23.8%	20.6%					8.8%	9.7%			7.6%	16.7%				

\* For certain markets, an upper age bracket of 45-74 was used due to low response rates among 65-74 year old's.

Note: Due to sampling difficulties with older respondents in Kenya, respondents 65-74 comprise only 10% of the Kenya weighted sample, whereas our population estimates 25% of Kenyans are 45-74. Younger age groups have been reweighted accordingly.

# Survey Methodology

As part of a global study, PSB Research interviewed N=1000 Germans aged 18-74 in order to understand their health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

## Sample

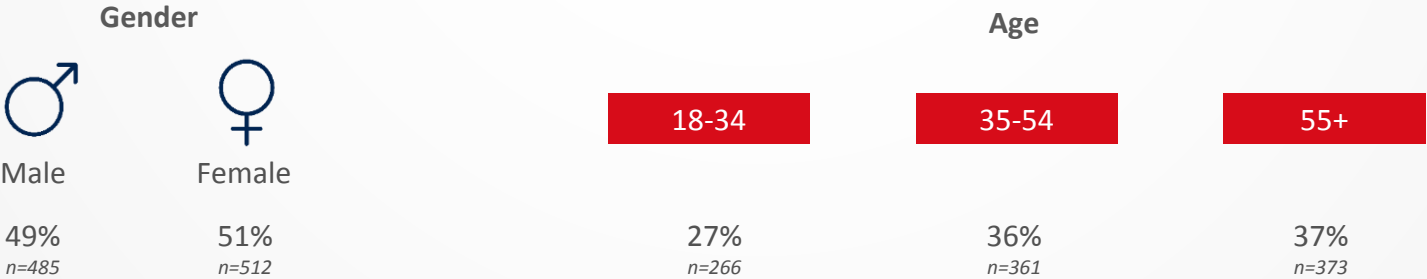
N=1000 respondents were surveyed. The sample was proportionally balanced on age and gender.

- **Males and Females** 18-74
- **Males:** 49% of survey (n=485)
- **Females:** 51% of survey (n=512)

## Survey Flow



## Key Audiences

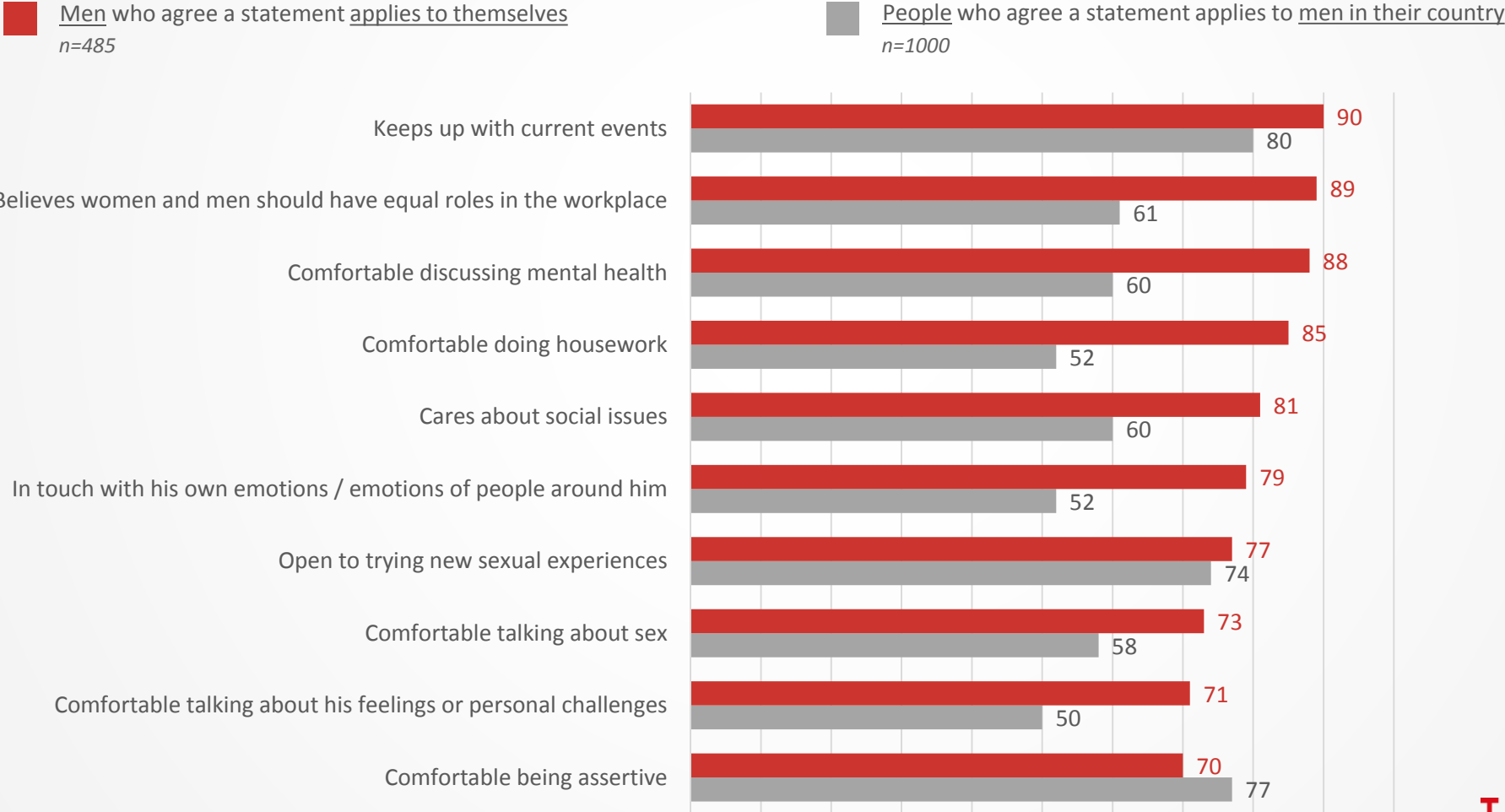


Masculinity and Men Who “Feel More”

TENGA

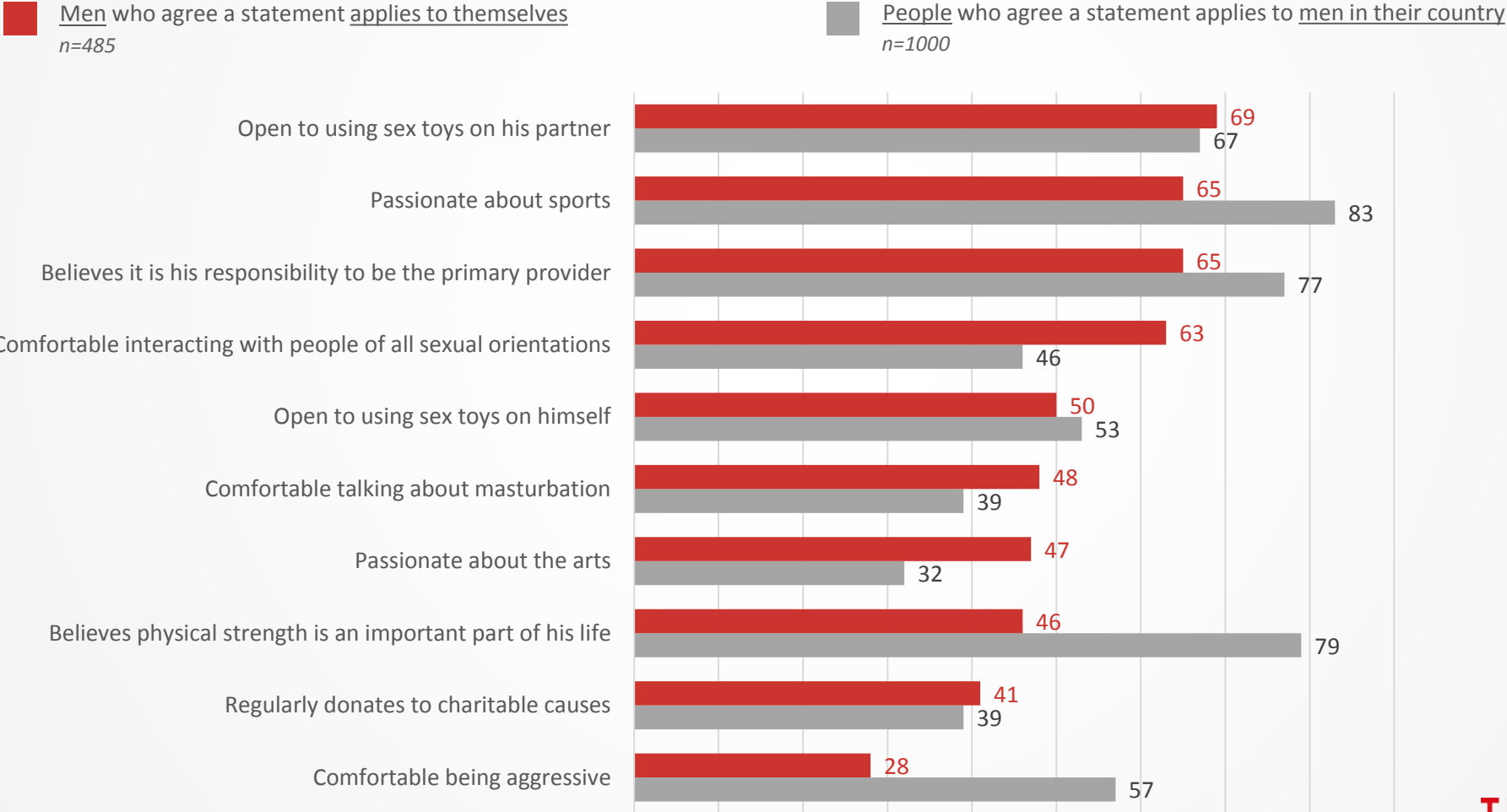
# How Men See Themselves vs. How People See Men in Germany

How German men view themselves often differs significantly from national perception of men—men see themselves as believing in workplace and domestic equality, and comfortable discussing mental health.



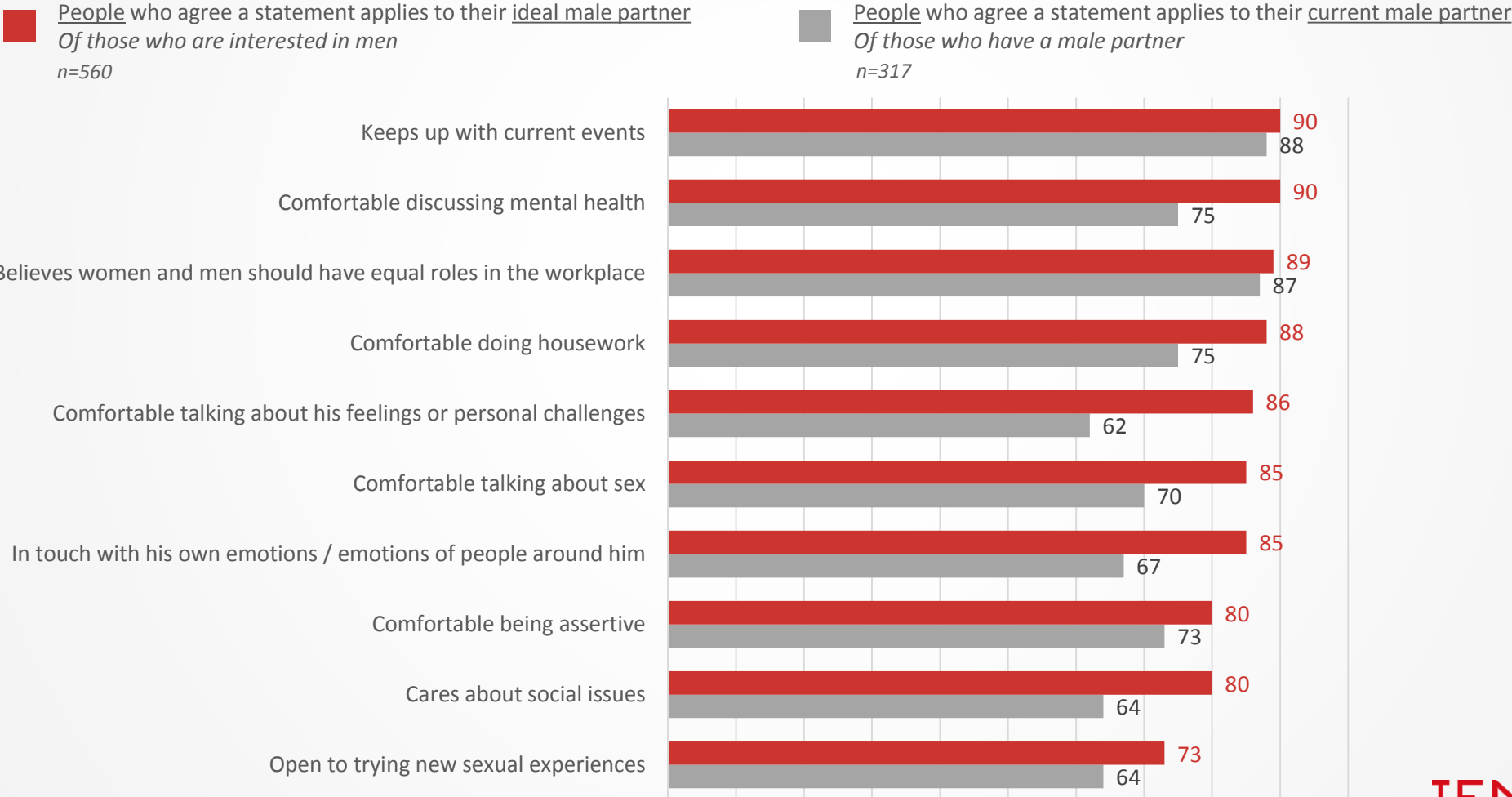
# How Men See Themselves vs. How People See Men in Germany (cont.)

German men are far less likely to see physical strength as an important part of their lives, and also far less likely to be comfortable being aggressive than what is assumed.



# How People See Their Current Male Partner vs. Their Ideal Male Partner

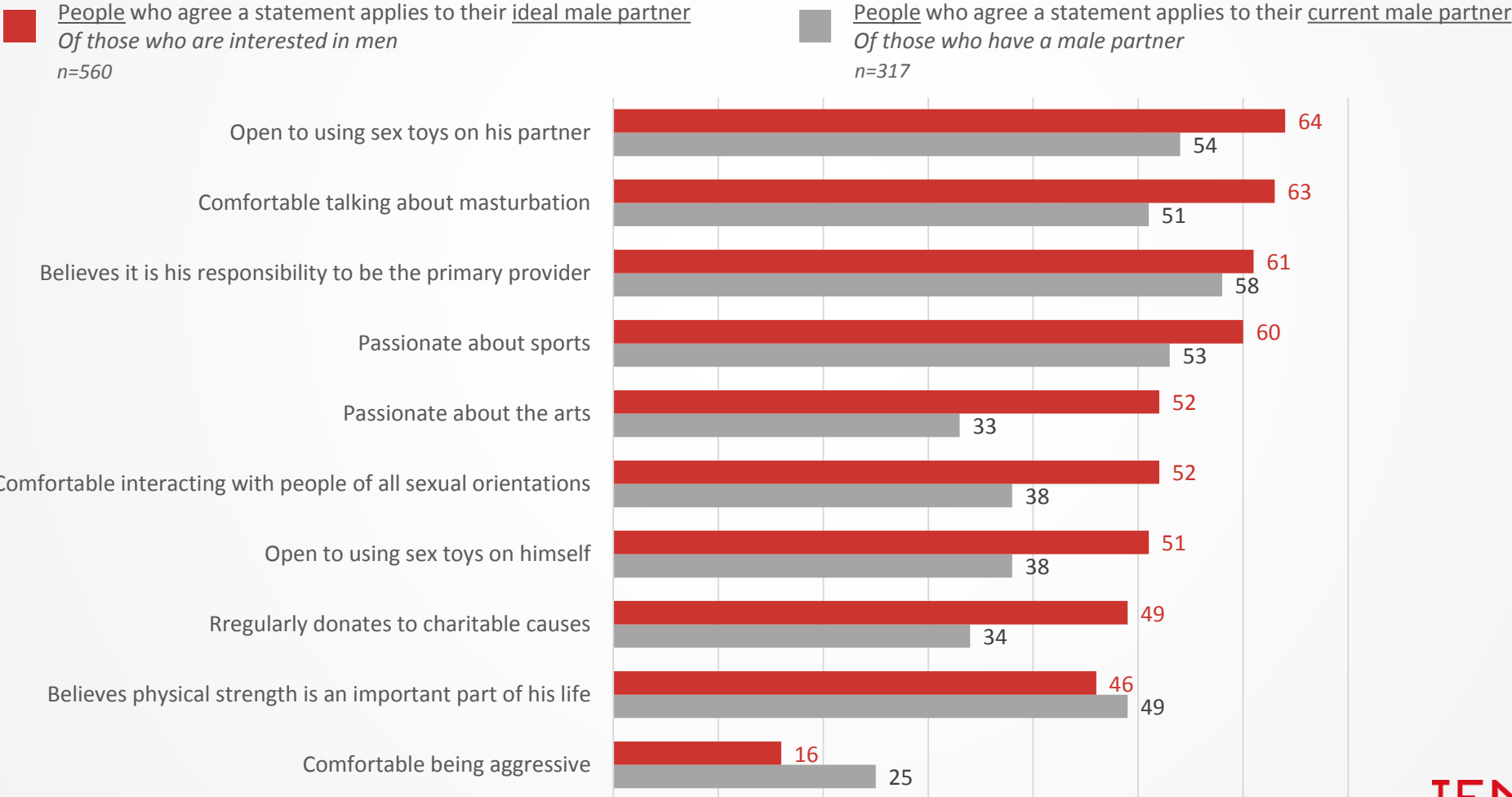
Those who are interested in men are more likely to see their ideal male partner as someone comfortable talking about his feelings compared with how people describe their current male partner.





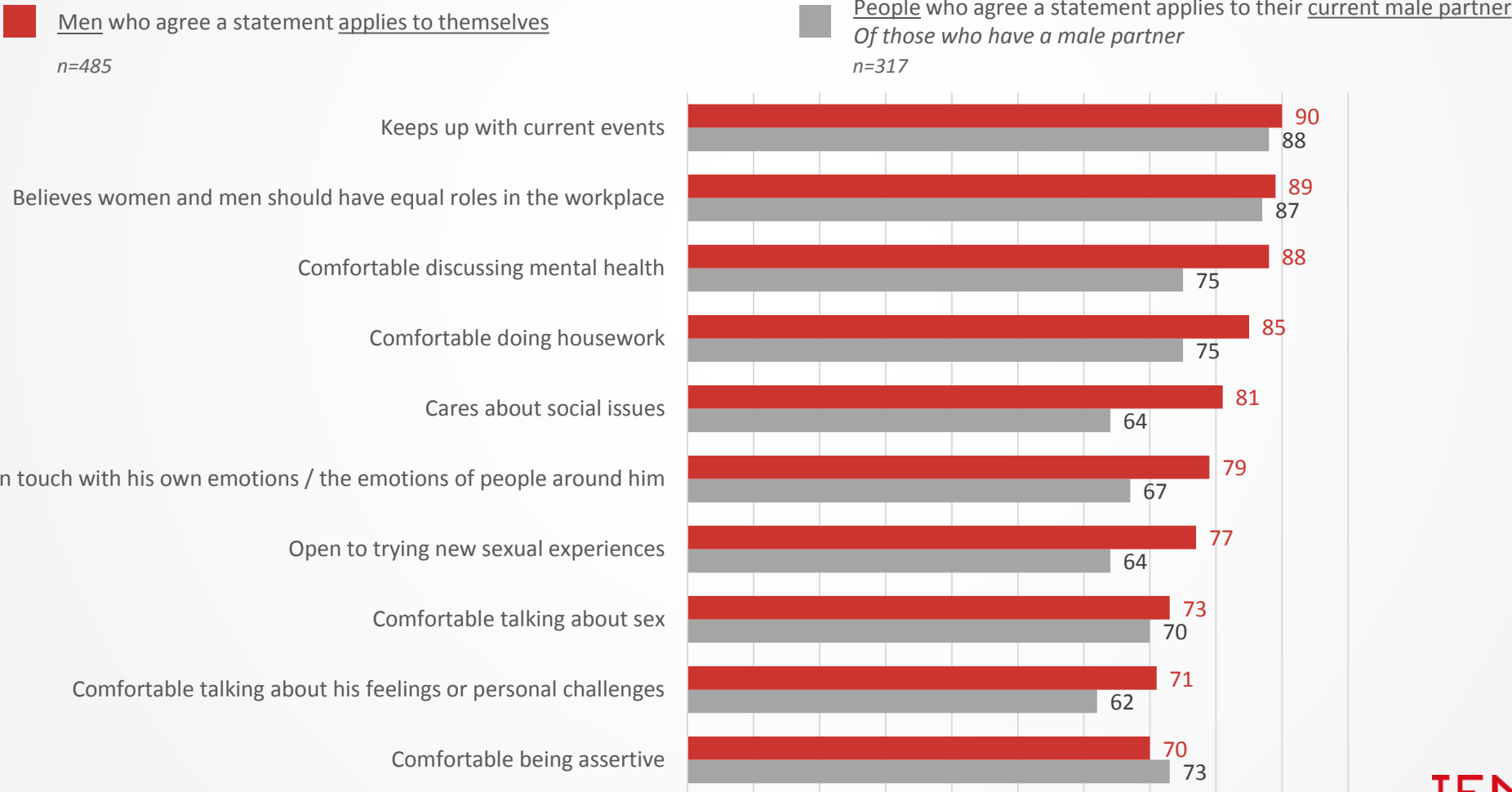
# How People See Their Current Male Partner vs. Their Ideal Male Partner (cont.)

Similarly, people interested in men see their ideal partner as someone who is open to using sex toys and is comfortable talking about masturbation compared with how people describe their current male partner.



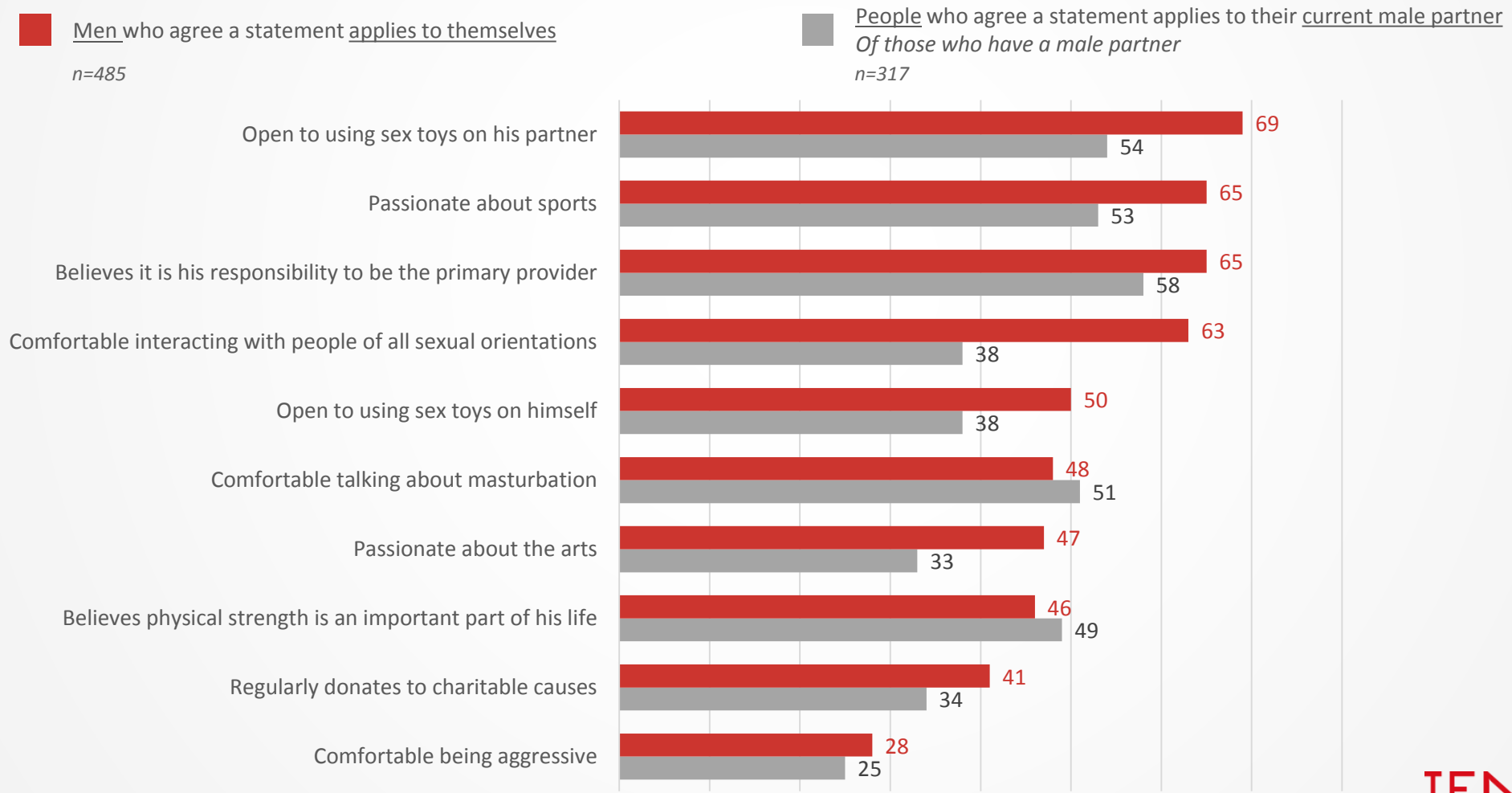
# How Men See Themselves vs. How People See Their Current Male Partner

How men perceive themselves is often in line with how those with male partners see their partners, though men are slightly more likely to agree that most of the attributes measured apply to themselves.



# How Men See Themselves vs. How People See Their Current Male Partner (cont.)

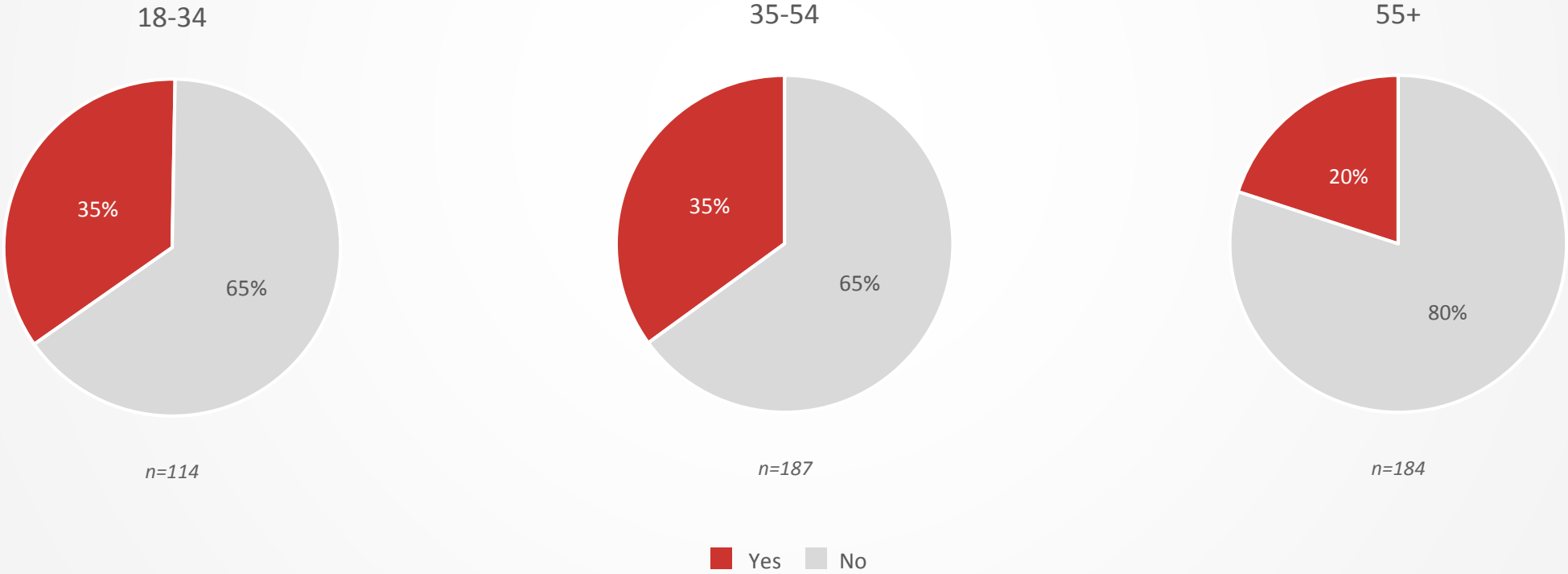
German men are far more likely to say they're comfortable interacting with people of all sexual orientations when compared with what people say about their male partners.



# Pressure to Act “Like Men” by Generation

German Men 18-34 and 35-54 are similarly likely to report they've been pressured to act a certain way as men. Older men are less likely to say so.

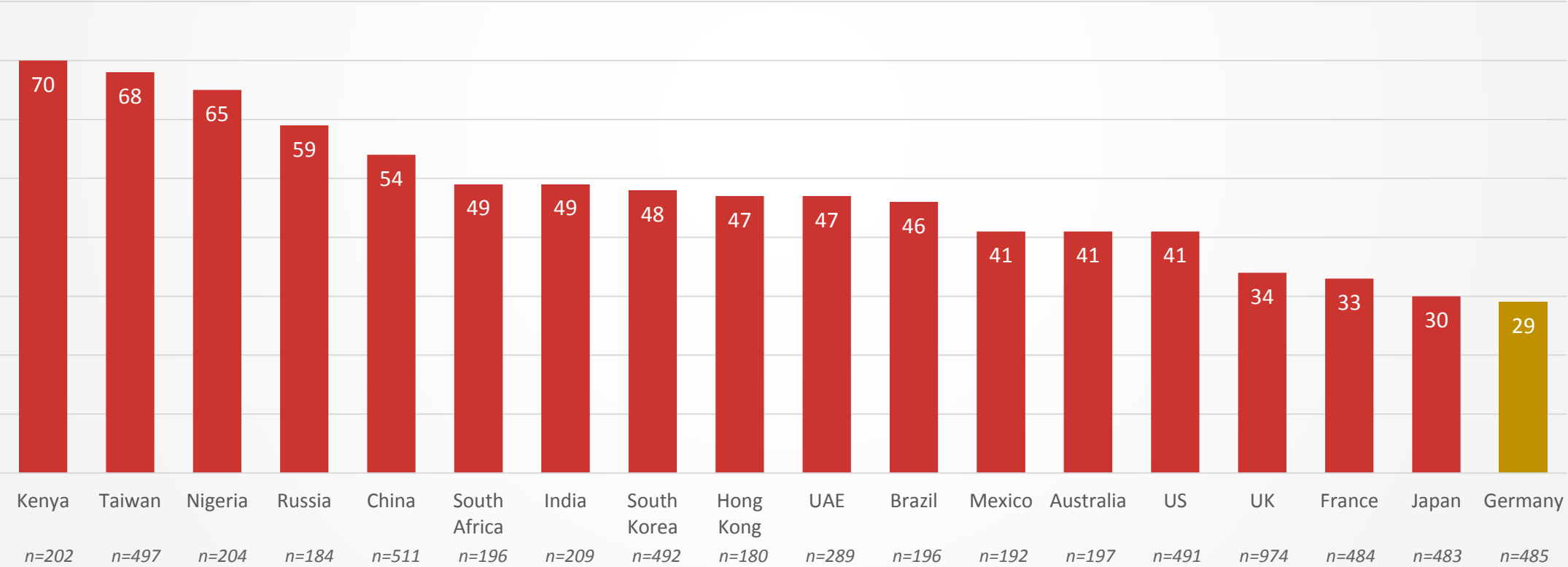
**Q: Have you ever felt pressured to behave in a certain way because you are a man?**  
*Among men*



# Global Comparison: Pressure to Act “Like Men”

German men are among the least likely globally to say they’ve been pressured to behave a certain way as men.

**Q: Have you ever felt pressured to behave in a certain way because you are a man?**  
*Among men*



# Global Comparison: What Are the Qualities of an “Ideal Man”?

People in the Germany believe honesty, trustworthiness, and intelligence are what’s most important in a man—similar to those around the world.

**Q: What do you personally think are the most important qualities of an “ideal” man?**

*Showing ranking of average rank*

	US	UK	Germany	France	Japan	China	Taiwan	S. Korea	Mexico	Brazil	Nigeria	Kenya	S. Africa	Russia	UAE	India	Hong Kong	Australia
Honesty	1	1	1	1	2	2	2	2	1	1	1	1	1	3	1	1	3	1
Trustworthiness	2	2	2	2	1	4	1	1	4	3	2	2	2	2	2	4	1	2
Intelligence	3	5	4	6	4	5	3	8	2	2	3	3	3	1	5	2	2	6
Kindness	4	3	7	3	5	3	4	7	8	9	6	6	6	4	3	6	10	3
Sense of humor	5	4	5	7	9	8	7	11	6	7	9	9	7	7	9	8	5	5
Ability to listen	6	6	6	4	10	11	5	10	5	6	5	5	5	8	6	9	8	4
Confidence	7	7	3	10	6	1	6	3	3	4	4	4	4	5	4	3	4	8
Open-mindedness	8	9	8	5	12	9	11	6	7	8	8	7	9	9	8	5	11	7
Gentleness	9	8	11	9	3	12	8	9	12	5	7	8	8	13	7	7	9	9
Attractiveness	10	10	10	11	11	7	10	5	10	11	13	13	11	10	12	11	7	10
Strength	11	11	12	12	8	10	12	13	9	12	11	11	10	11	10	10	12	11
Charitableness	12	12	9	8	14	14	13	12	11	10	12	10	12	6	11	13	14	12
Wealth	13	14	14	14	7	6	9	4	14	14	10	12	13	12	13	12	6	14
Height	14	13	13	13	13	13	14	14	13	13	14	14	14	14	14	14	13	13
	<i>n=1003</i>	<i>n=2000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1008</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=1000</i>	<i>n=417</i>	<i>n=400</i>	<i>n=405</i>	<i>n=400</i>	<i>n=400</i>	<i>n=400</i>	<i>n=406</i>	<i>n=400</i>	<i>n=400</i>

# Global Comparison: What Are the Qualities of an “Ideal Man”?

Germans likely to believe confidence is an important quality for men as well.

**Q: What do you personally think are the most important qualities of an “ideal” man?**

*Showing top 5, emphasizing unique high-ranking qualities*

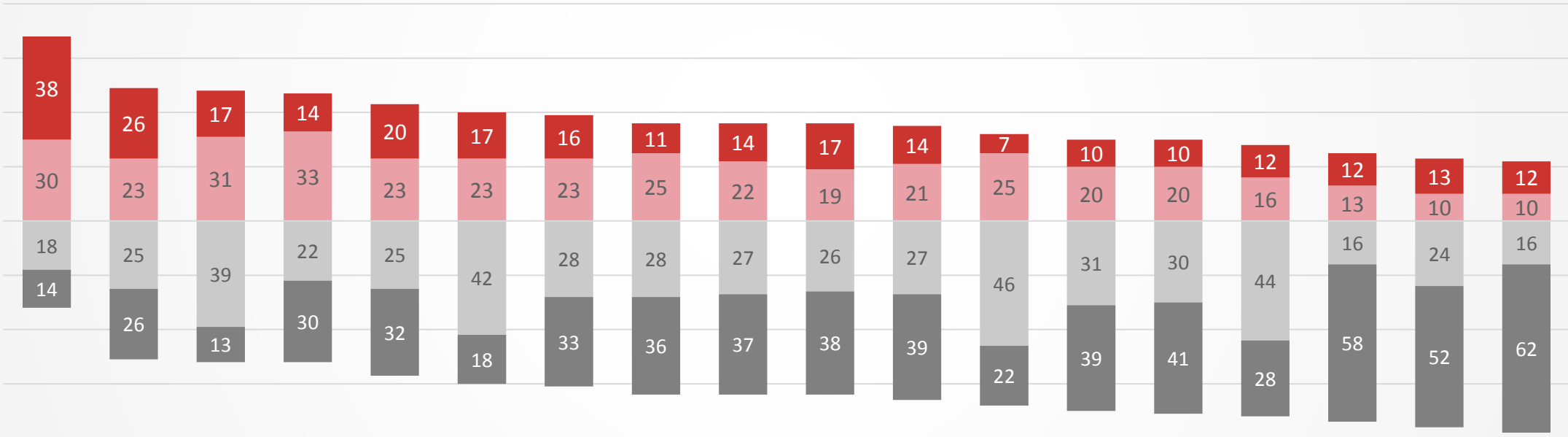
US	UK	Germany	France	Japan	China	Taiwan	South Korea
Honesty Trustworthiness Intelligence Kindness Sense of humor	Honesty Trustworthiness Kindness Sense of humor Intelligence	Honesty Trustworthiness Confidence Intelligence Sense of humor	Honesty Trustworthiness Kindness <u>Ability to listen</u> <u>Open-mindedness</u>	Trustworthiness Honesty <u>Gentleness</u> Intelligence Kindness	<u>Confidence</u> Honesty Kindness Trustworthiness Intelligence	Trustworthiness Honesty Intelligence Kindness Ability to listen	Trustworthiness Honesty Confidence <u>Wealth</u> <u>Attractiveness</u>
n=1003	n=2000	n=1000	n=1000	n=1000	n=1008	n=1000	n=1000

# Global Comparison: Men Talking About Masturbation

Compared globally, German men rank in the middle in comfort about talking to a male friend about masturbation. The majority (64%) are not comfortable.

**Q: How comfortable would you be talking with a male friend about masturbation?**  
Among men

- Very Comfortable
- Not too comfortable
- Somewhat comfortable
- Not comfortable at all



India	Brazil	Mexico	Australia	US	Taiwan	UK	Germany	France	UAE	South Africa	South Korea	Japan	China	Hong Kong	Russia	Nigeria	Kenya
n=209	n=196	n=192	n=197	n=491	n=497	n=974	n=485	n=484	n=289	n=196	n=492	n=483	n=511	n=180	n=184	n=204	n=202



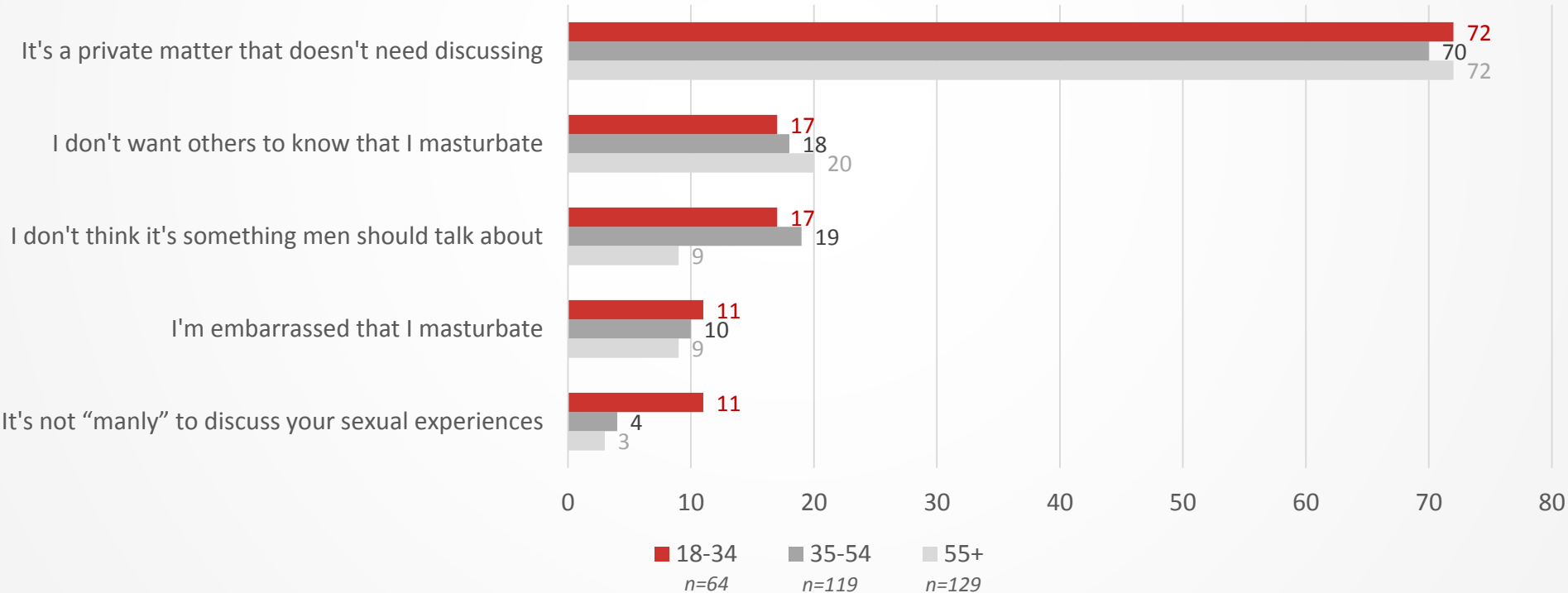


# Why Men Aren't Comfortable Talking Masturbation

Among German men not be comfortable discussing masturbation with a male friend, the most common reason given by those in all generations was that “it’s a private matter”.

**Q: Why would you not be comfortable talking about masturbation with a male friend?**

*Among those who said they were not comfortable*



# Global Comparison: Why Men Aren't Comfortable Talking Masturbation

German men are less likely than men in other countries to see masturbation as something men shouldn't talk about.

**Q: Why would you not be comfortable talking about masturbation with a male friend?**  
*Among those who said they were not comfortable*

	US	UK	Germany	France	Japan	China	Taiwan	South Korea	Mexico	Brazil	Nigeria	Kenya	South Africa	Russia	UAE	India	Hong Kong	Australia
I don't think it's something men should talk about	37%	22%	14%	20%	17%	26%	26%	4%	25%	25%	36%	34%	37%	55%	31%	28%	16%	22%
It's a private matter that doesn't need discussing	65%	71%	71%	69%	68%	67%	79%	70%	72%	63%	51%	52%	68%	50%	54%	71%	77%	70%
I'm embarrassed that I masturbate	12%	9%	10%	15%	17%	43%	12%	16%	8%	12%	32%	26%	17%	9%	21%	9%	19%	10%
It's not "manly" to discuss your sexual experiences	10%	11%	5%	5%	7%	4%	6%	6%	18%	4%	15%	18%	3%	20%	16%	22%	4%	7%
I don't want others to know that I masturbate	17%	18%	19%	16%	22%	23%	16%	23%	18%	16%	27%	27%	19%	23%	30%	21%	31%	16%
	n=280	n=593	n=312	n=310	n=336	n=359	n=297	n=334	n=101	n=100	n=155	n=158	n=128	n=137	n=185	n=67	n=129	n=104

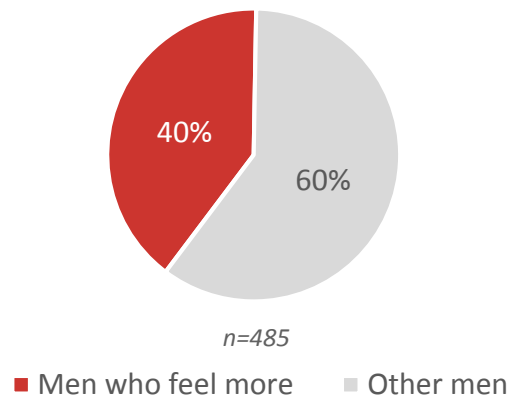
# Men who “Feel More”

A man who “feels more” is more open with his feelings and desires, and more empathetic and inclusive of others.

For the purposes of this study, we defined a man who “feels more” as a man who **agrees that they are:**

- A man who is in touch with his own emotions and the emotions of the people around him
- A man who is comfortable talking about his feelings or personal challenges
- A man who is comfortable interacting with people of all sexual orientations
- A man who is open to trying new sexual experiences
- A man who believes women and men should have equal roles in workplace

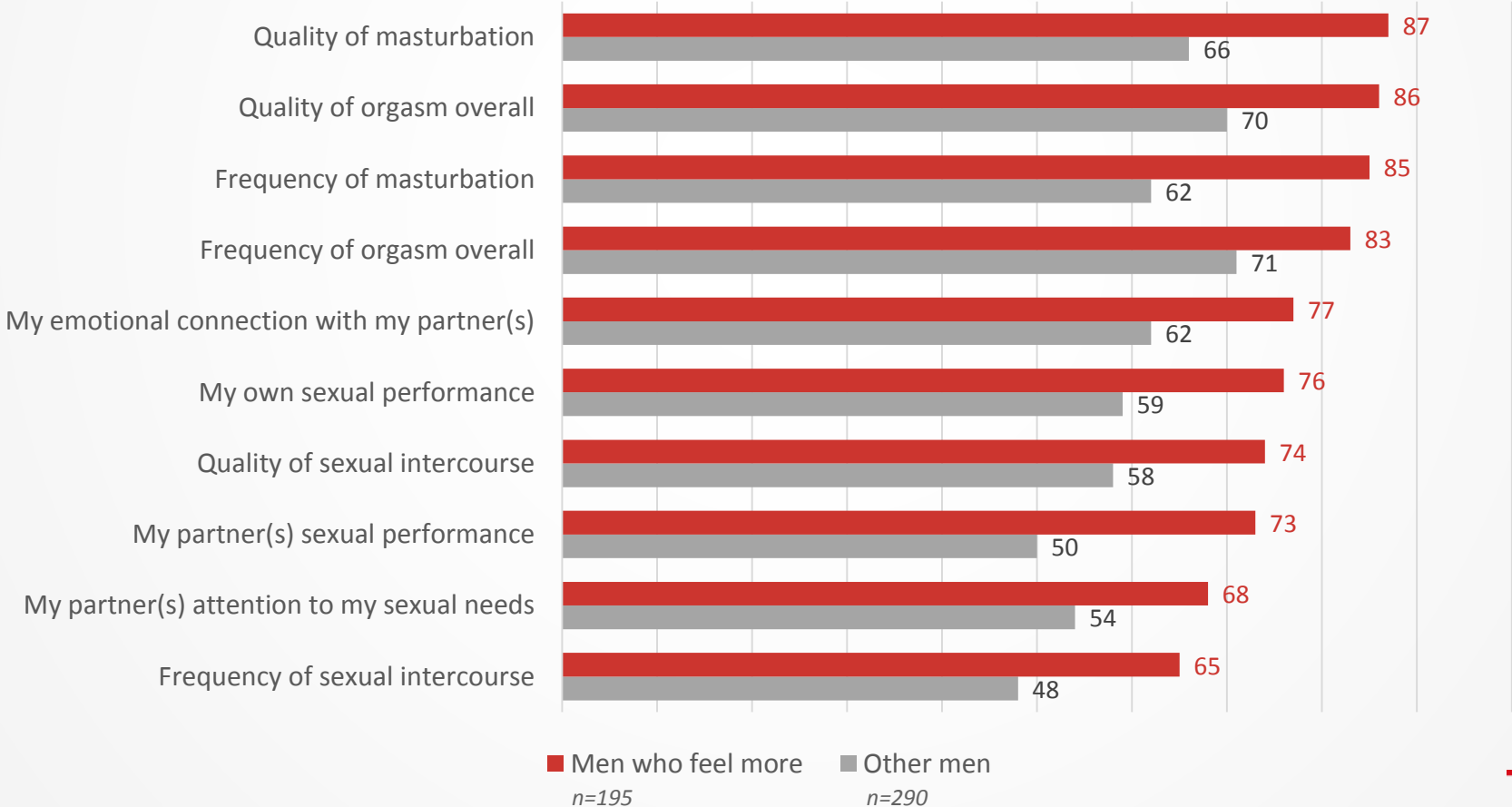
Men who feel more in Germany



# Men Who “Feel More” are More Satisfied

Men in Germany who “feel more” evaluate their sex life as more satisfying across all metrics, especially on quality of masturbation (87% vs. 66%) and frequency of masturbation (85% vs. 62%).

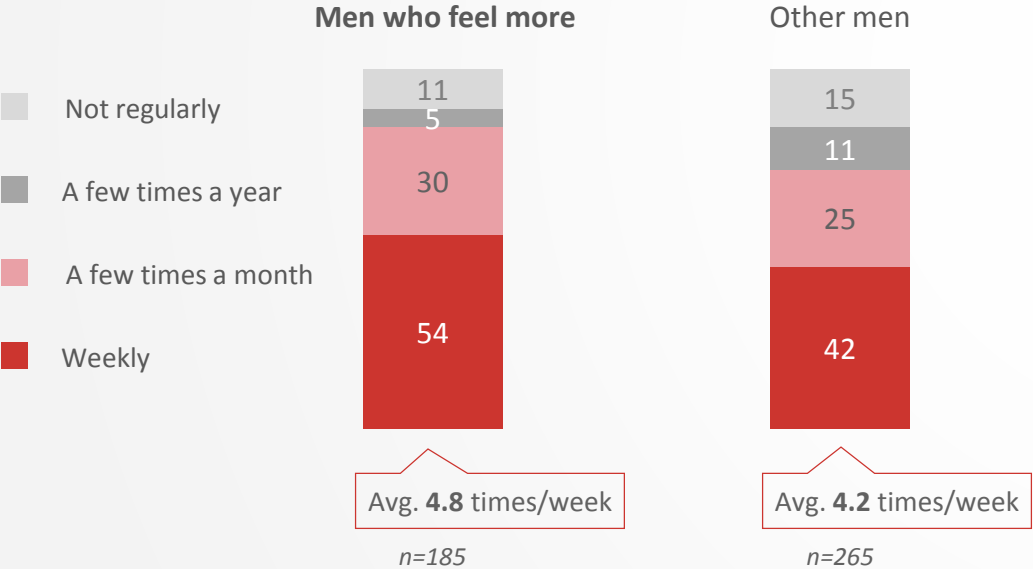
Q: In the last year, how satisfied have you been with:



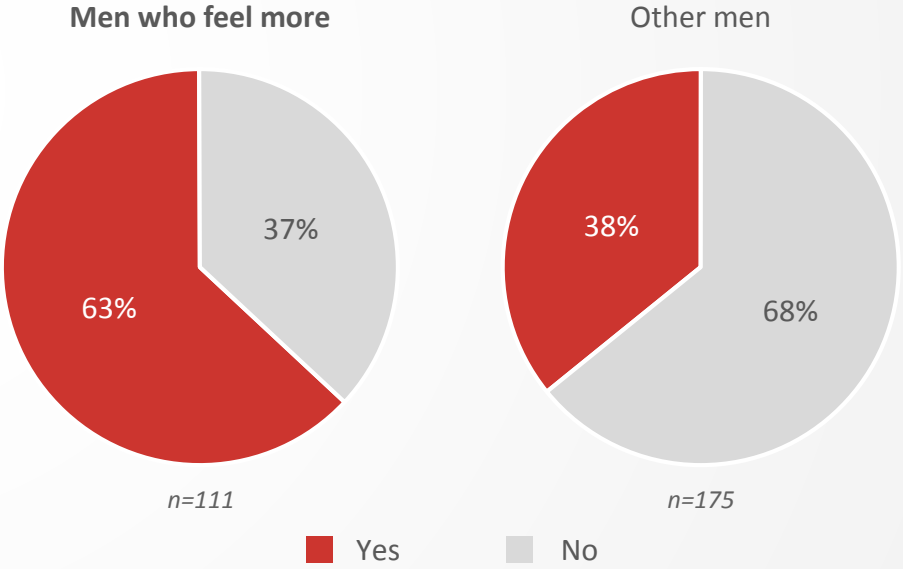
# Men Who “Feel More” Masturbate More, and Talk About it More

84% of men who “feel more” in Germany masturbate at least a few times a month (vs. 67% of other men). 63% of men who “feel more” have talked to their partner about masturbation.

**Q: How frequently do you masturbate on average?**  
Among those who have masturbated:



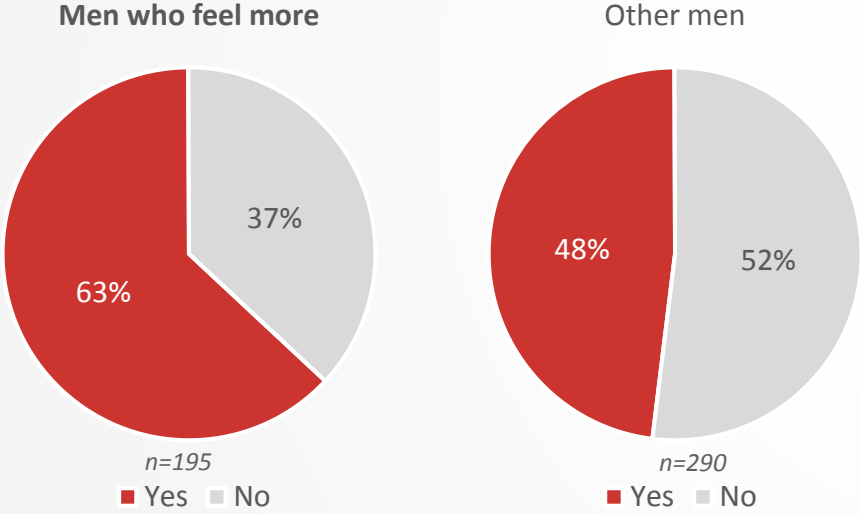
**Q: Have you ever talked to your significant other about masturbation?**  
Among those with partners



# Men Who “Feel More” Have More Self-Esteem

21% of men who “feel more” rank themselves as high as possible in confidence vs. 12% of other men.

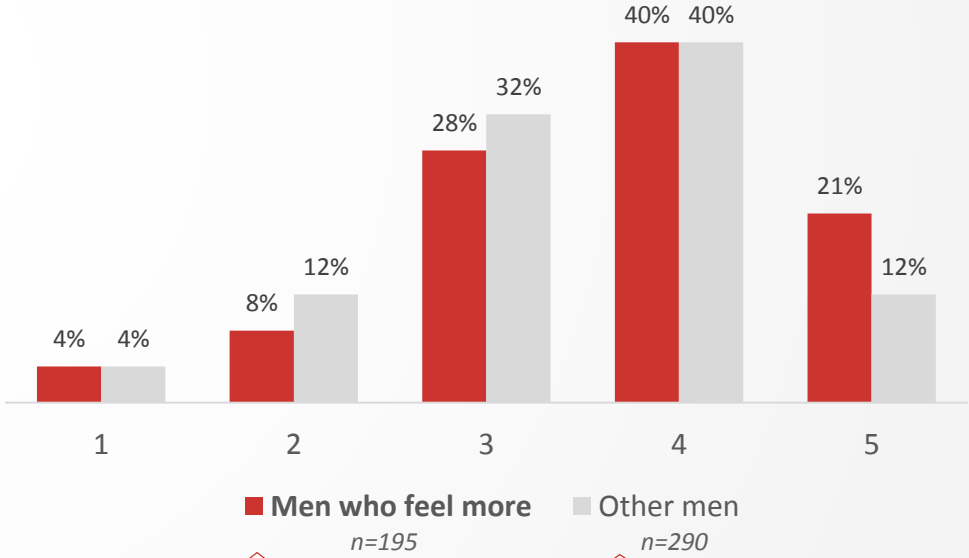
Q: Do you think you have a beautiful body?



29% Belong to a gym  
21% Strongly agree they are happy with their life

19% Belong to a gym  
16% Strongly agree they are happy with their life

Q: How much self-confidence do you have? (On a scale from 1 to 5)



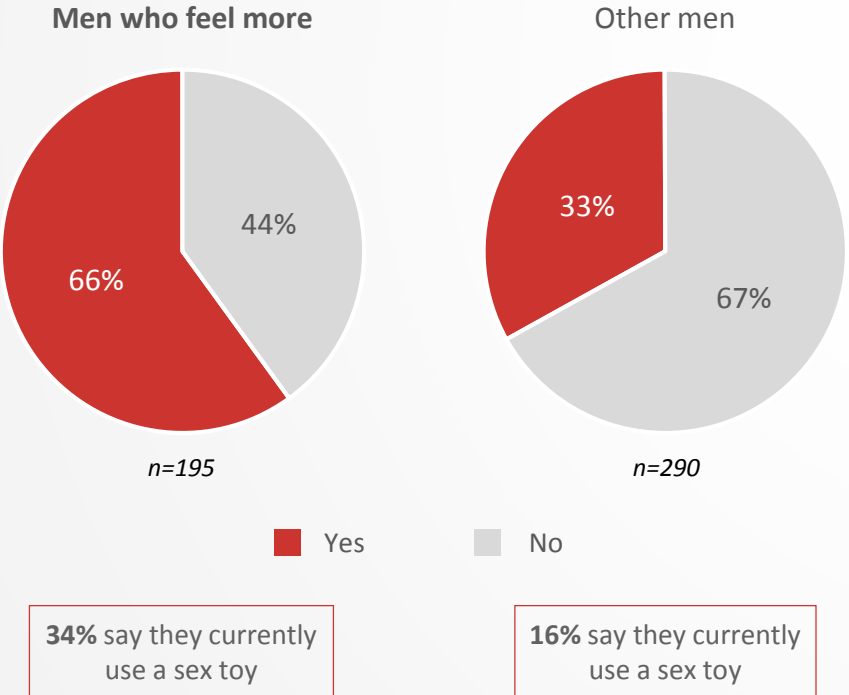
76% consider themselves to be in good health

64% consider themselves to be in good health

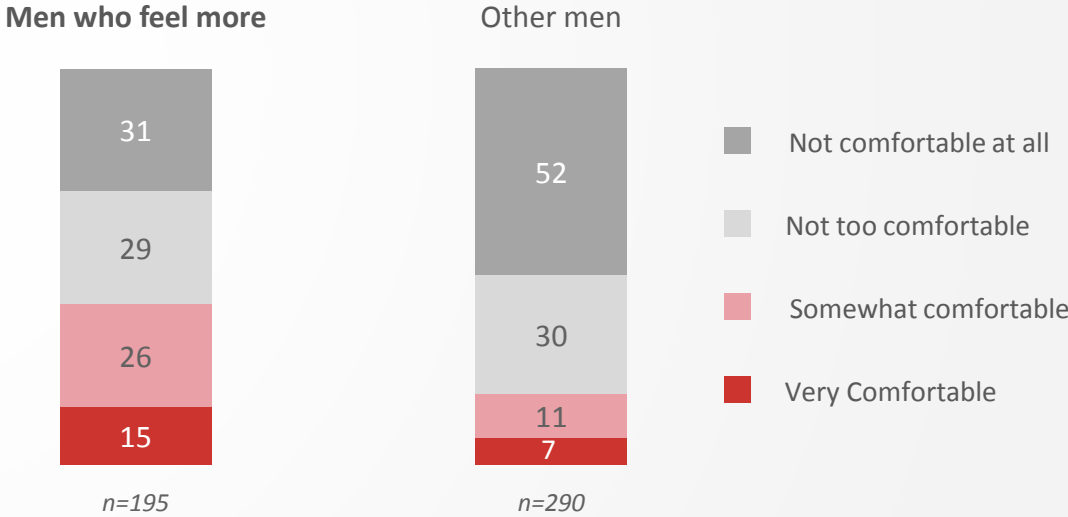
# Men Who “Feel More” are More Open to Sex Toys

Men who “feel more” are far more likely to be open to buying a sex toy for themselves, and 34% say they currently use a sex toy.

Q: Are you open to the idea of buying a sex toy for yourself in the future?



Q: How comfortable would you be giving a sex toy as a gift to a close male friend:



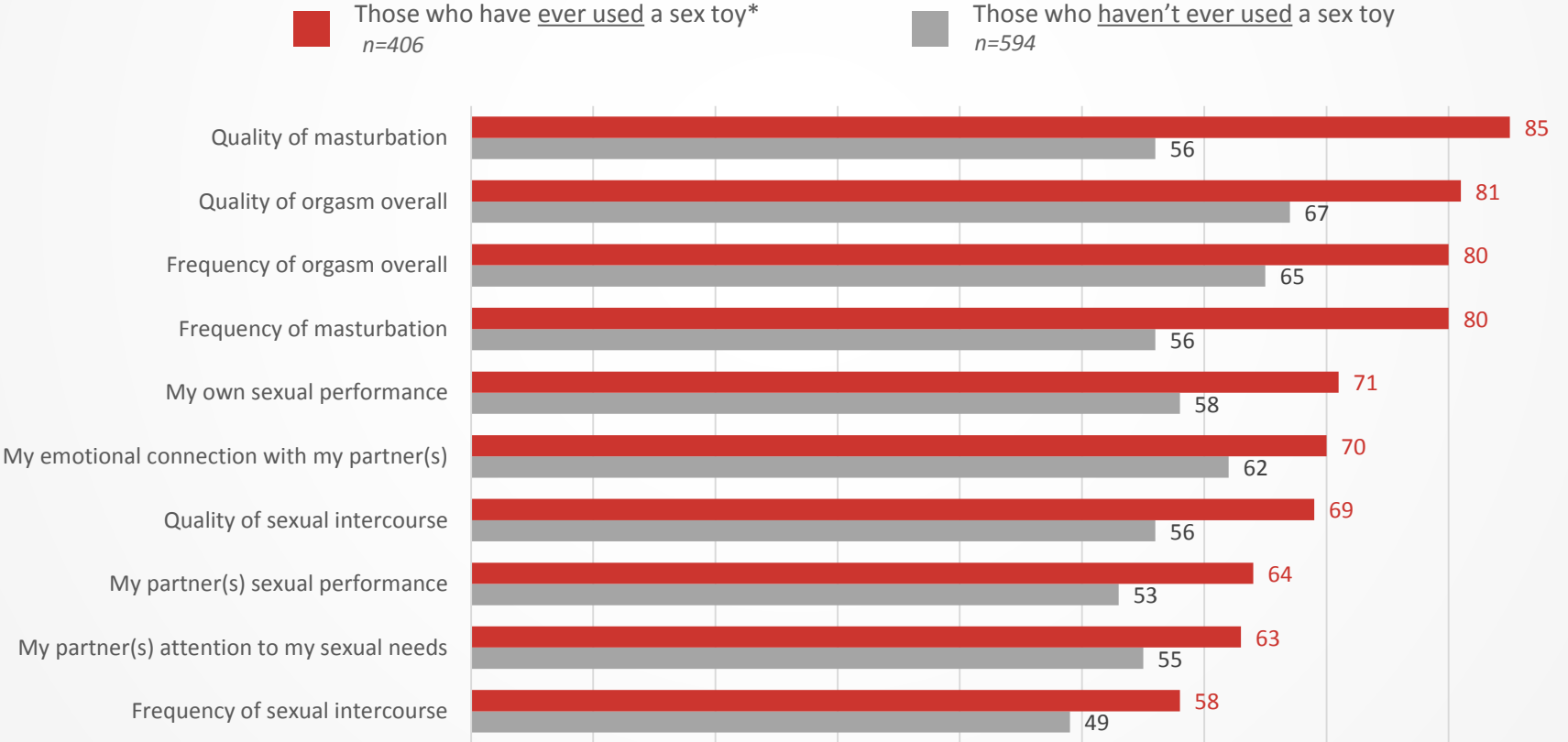
# Sex Toy Usage and Sex Life Satisfaction



# Those Who Use Sex Toys are More Satisfied

People in who have used sex toys report being more satisfied with their sex life across all metrics, but especially when looking at quality (85% vs 56%) and frequency (80% vs. 56%) of masturbation.

**Q: In the last year, how satisfied have you been with:**  
*Showing % who said Very / Somewhat satisfied*

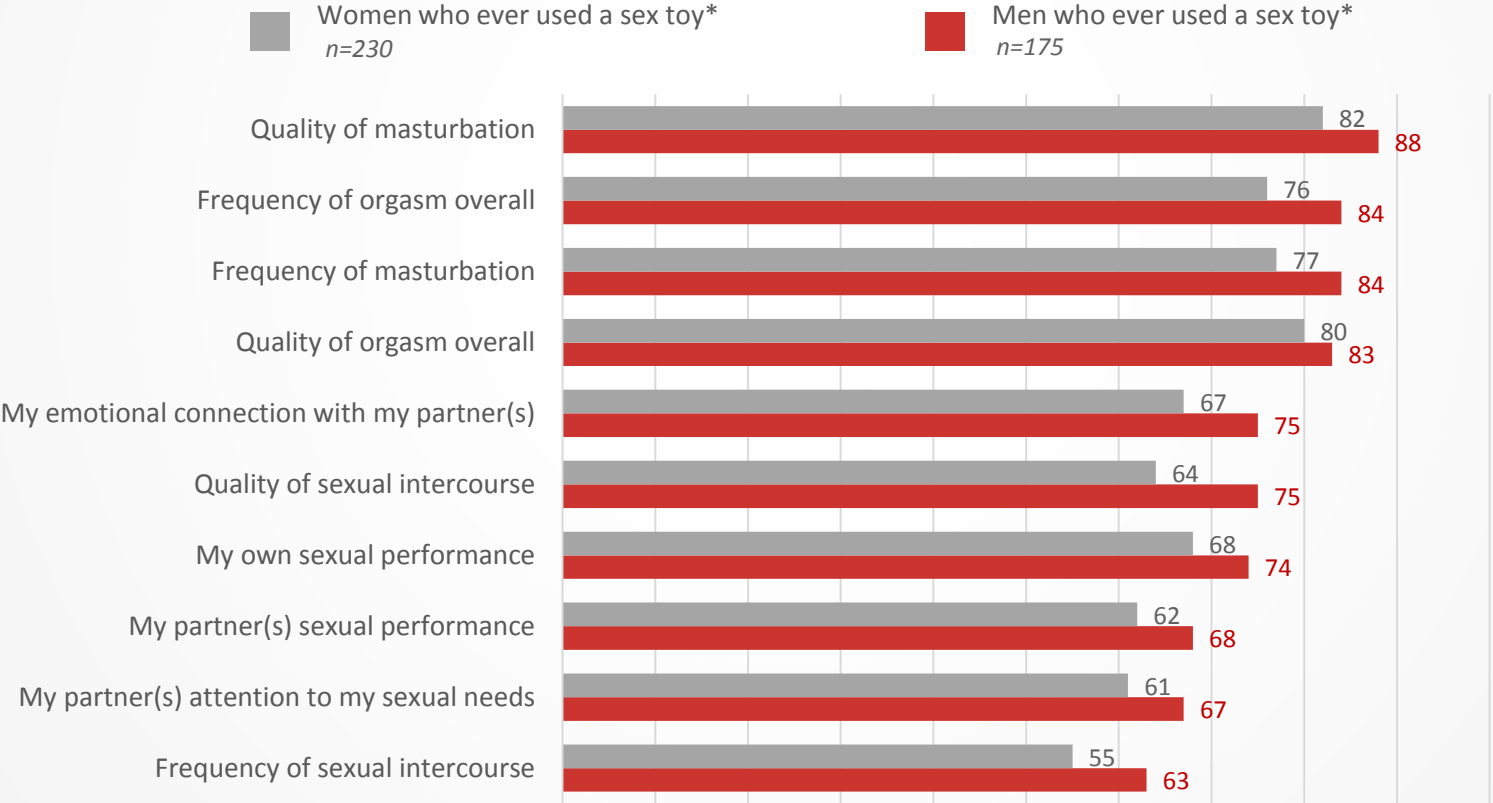


\* Defined as those who said they "currently use any sex toys" or have "ever masturbated using a sex toy"

# Those Who Use Sex Toys are More Satisfied

Men and women who have ever used a sex toy report similar levels of satisfaction on most metrics. Men who have used sex toys feel more positive about their quality of sexual intercourse.

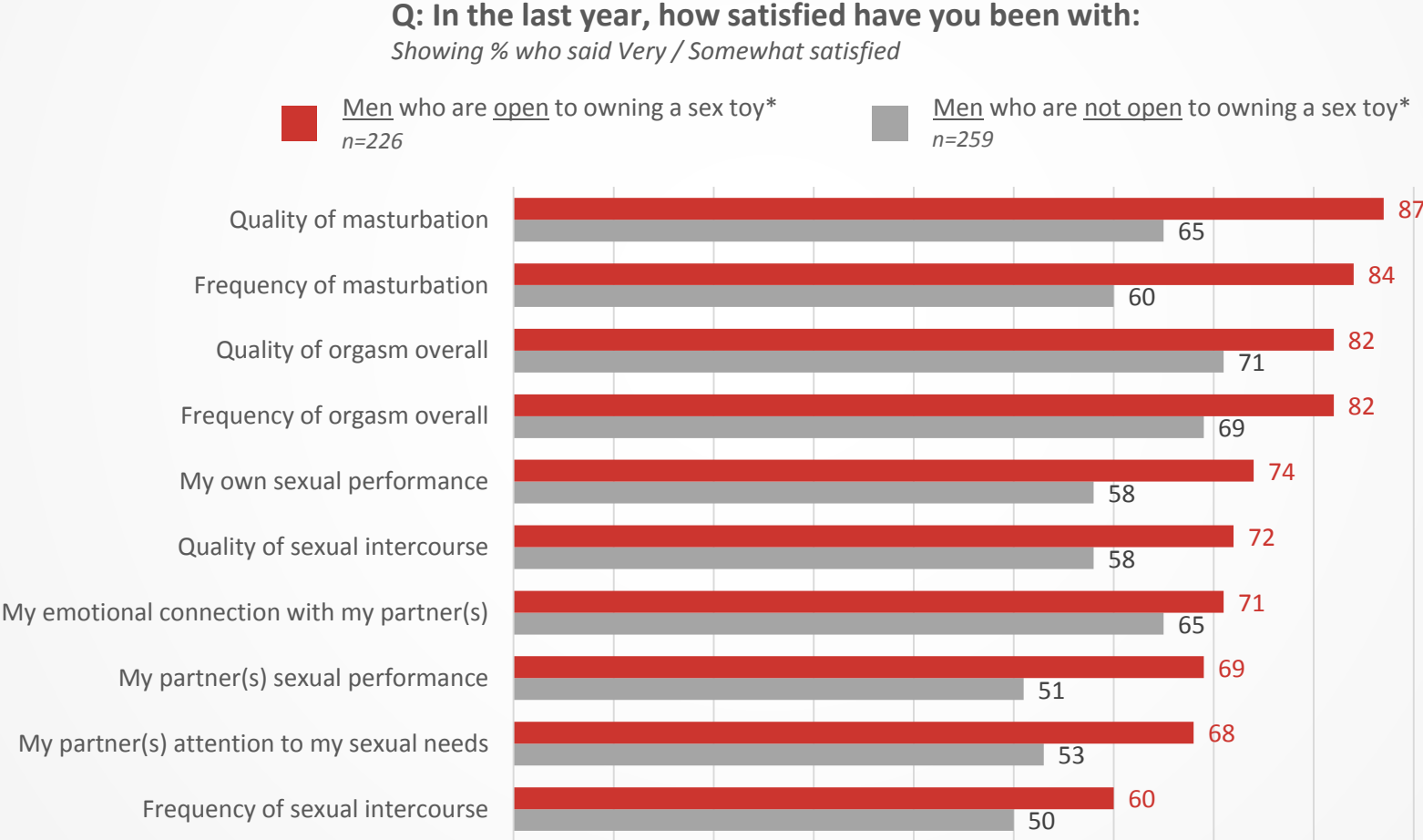
**Q: In the last year, how satisfied have you been with:**  
*Showing % who said Very / Somewhat satisfied*



\* Defined as those who said they “currently use any sex toys” or have “ever masturbated using a sex toy”

# Men Open to Owning Sex Toys are More Satisfied

Men who are open to owning sex toys similarly report higher levels of satisfaction with quality and frequency of masturbation vs. men who are not open.

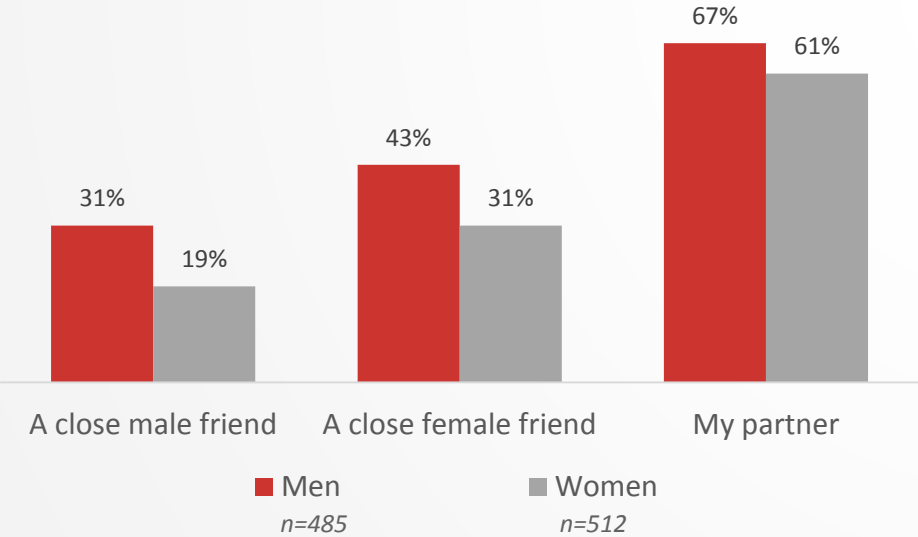


\* Defined as those who said they are “open to owning a sex toy”

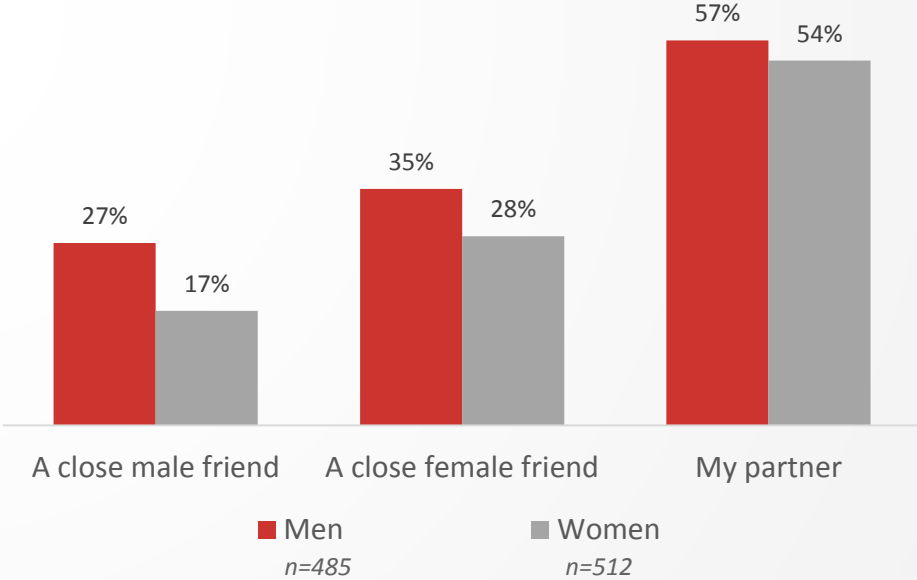
# Comfort with Receiving and Giving Sex Toys

Men and women in Germany are both more comfortable giving sex toys to and receiving sex toys from female friends.

**Q: How comfortable would you be if you received a sex toy as a gift from...**  
*% who said Very / Somewhat comfortable (T2B)*



**Q: How comfortable would you be giving a sex toy as a gift to:**  
*% who said very to somewhat comfortable (T2B)*



# Global Comparison: How Open are Men to Buying a Sex Toy?

Compared globally, German men and women rank near the middle in openness to buying a sex toy for themselves. Both 47% of men and women said they would be open.

**Q: Are you open to the idea of buying a sex toy for yourself in the future?**

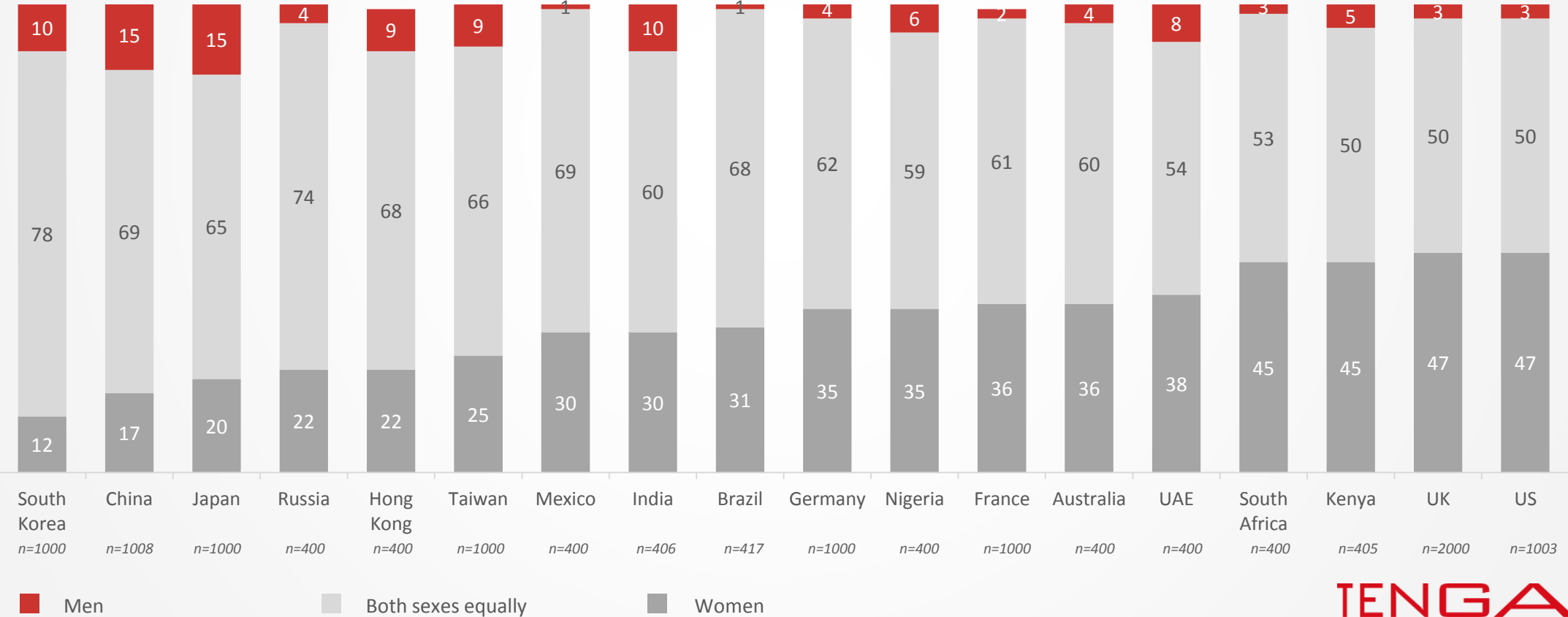
*% who said Yes*



# Global Comparison: Perceptions on Sex Toys and Gender

Compared globally, Germans rank in the middle in believing sex toys are useful for men and women equally.

Q: When you think of sex toys, do you think they are more useful for pleasuring males, females, or both sexes equally?



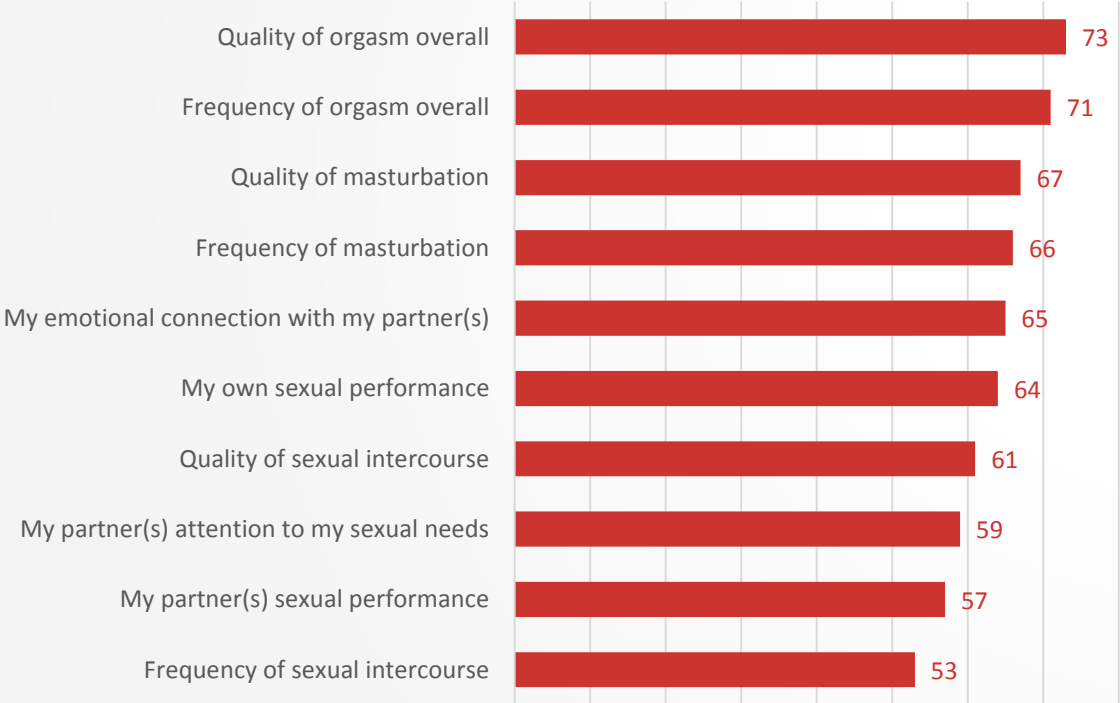
# German Sex Life Evaluation

Overall in Germany, people are most satisfied with the quality and frequency of orgasm, though they rank emotional connections with their partners and partners attention to sexual needs as most important.

**Q: In the last year, how satisfied have you been with:**

*% who are Very / Somewhat satisfied*

*N=1000*



**Q: How important is each of the following to your sex life?**

*Showing ranking of average rank*

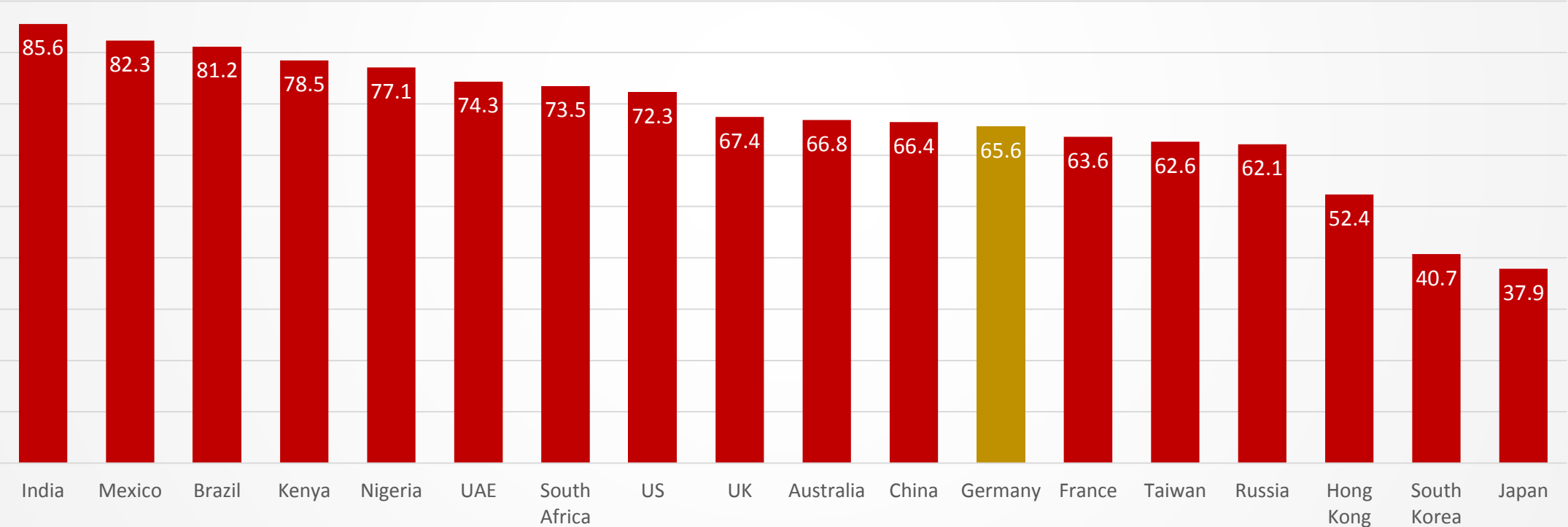
*N=1000*

1. My emotional connection with my partner(s)
2. My partner(s) attention to my sexual needs
3. Quality of sexual intercourse
4. Quality of orgasm overall
5. My own sexual performance
6. Frequency of sexual intercourse
7. My partner(s) sexual performance
8. Frequency of orgasm overall
9. Quality of masturbation
10. Frequency of masturbation

# Global Comparison: The Good Sex Index

On the “Good Sex Index”, which is based on self-reported satisfaction with sex life, Germany ranks on the lower end compared to other countries.

The **Good Sex Index** scores each country based on the self-reported satisfaction with sex life across all of the metrics on the previous page. Satisfaction on each individual metric is weighted by how important respondents in a country ranked it among other metrics.



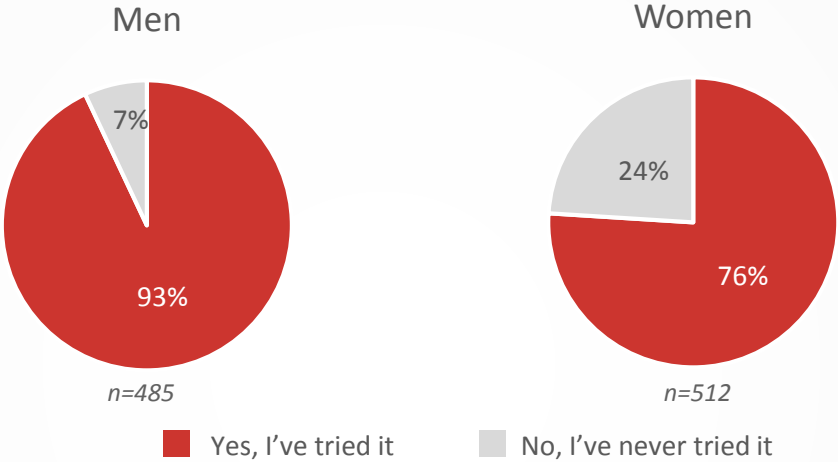


# Masturbation Behaviors and Attitudes

# Masturbation in Germany by Gender

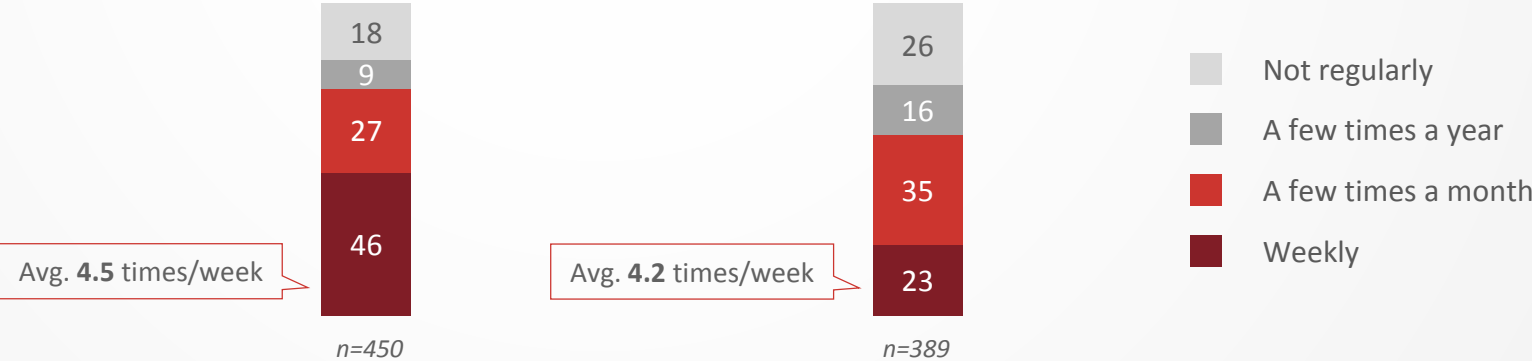
German men are more likely to have masturbated than women, and far more likely to do so frequently.

Q: Have you ever tried masturbating?



Q: How frequently do you masturbate on average?

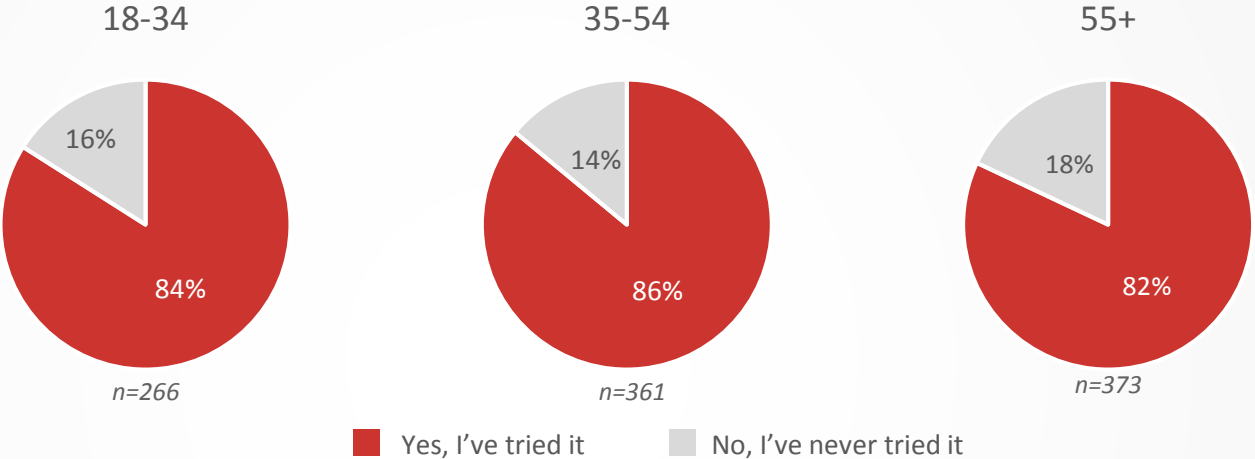
Among those who masturbate:



# Masturbation in Germany by Age

Similar percentages of Germans of all age groups have tried masturbating, but frequency decreases with age.

Q: Have you ever tried masturbating?



Q: How frequently do you masturbate on average?

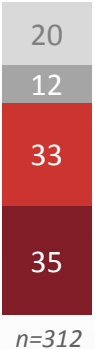
Among those who masturbate:

Avg. 4.6 times/week



n=224

Avg. 5.1 times/week



n=312

Avg. 3.1 times/week



n=305

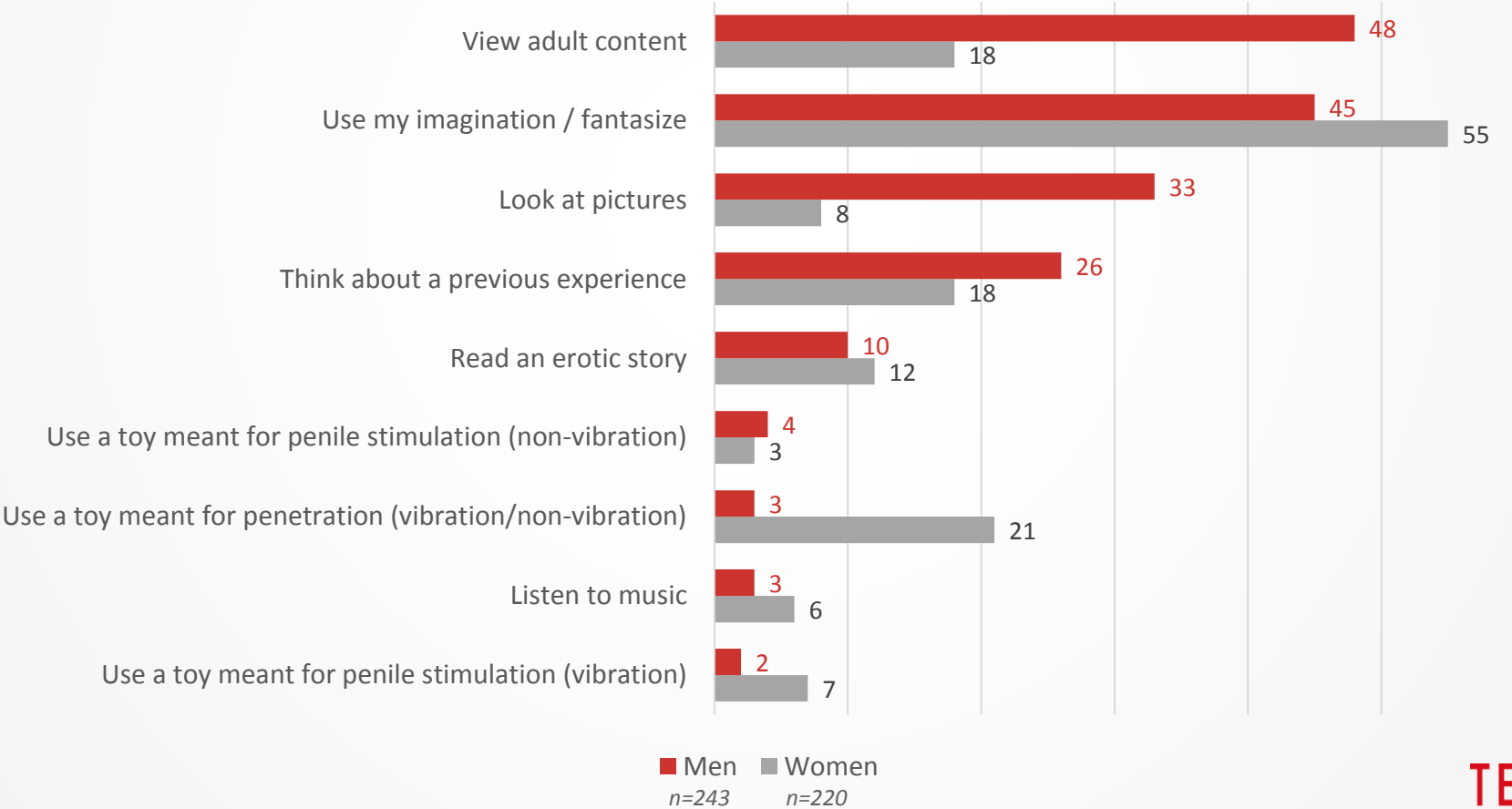
- Not regularly
- A few times a year
- A few times a month
- Weekly

# Masturbation Routines

Among those who have a masturbation routine, men far more likely than women to view adult content or look at pictures. Women are more likely to use their imagination and use a toy.

### Q: What do you do/use during your masturbation routine?

Among those who have a regular masturbation routine

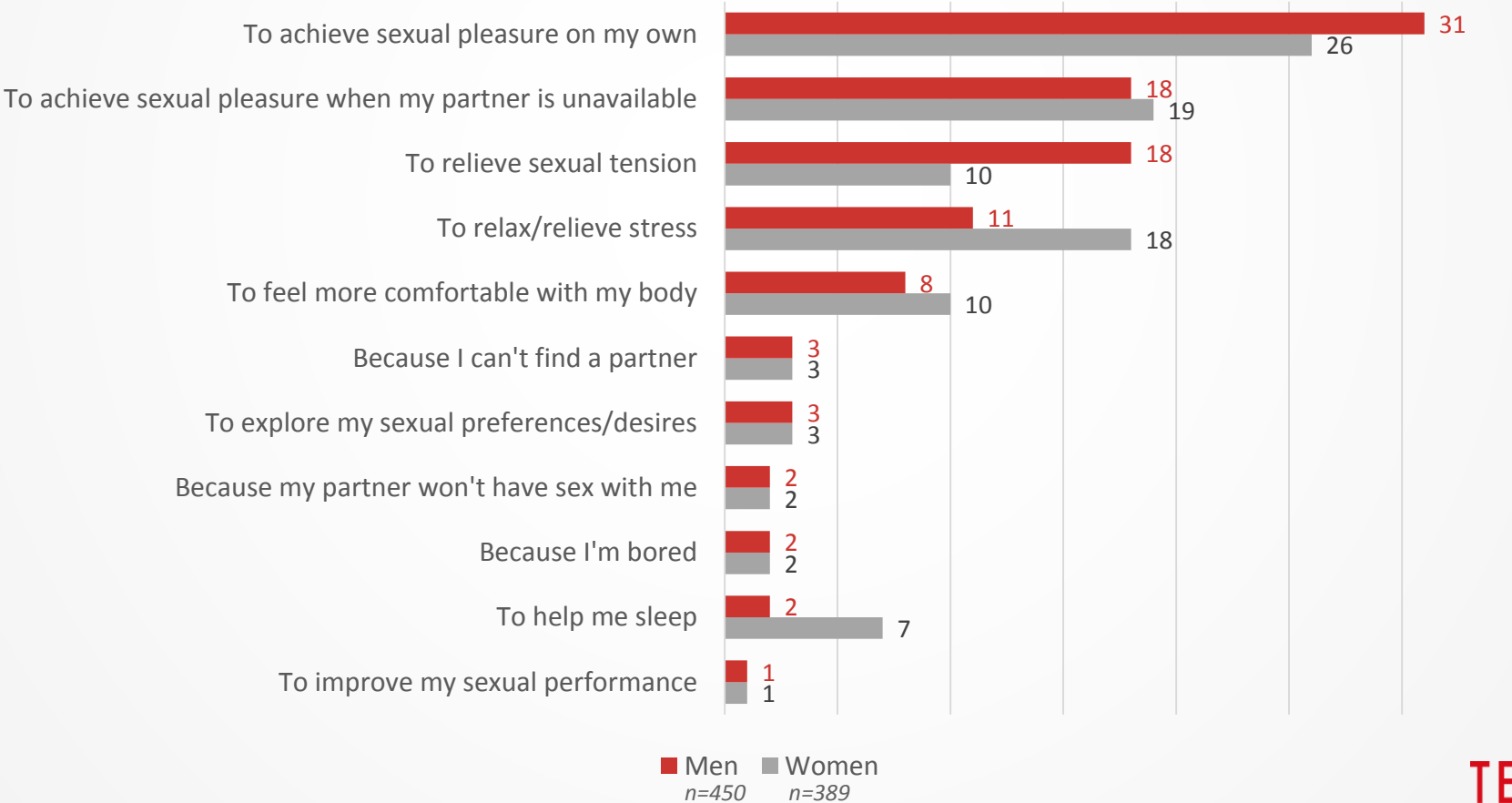


# Why Do Germans Masturbate?

German women more likely than men to say they masturbate to relieve stress or to help them sleep.

### Q: Why do you generally masturbate?

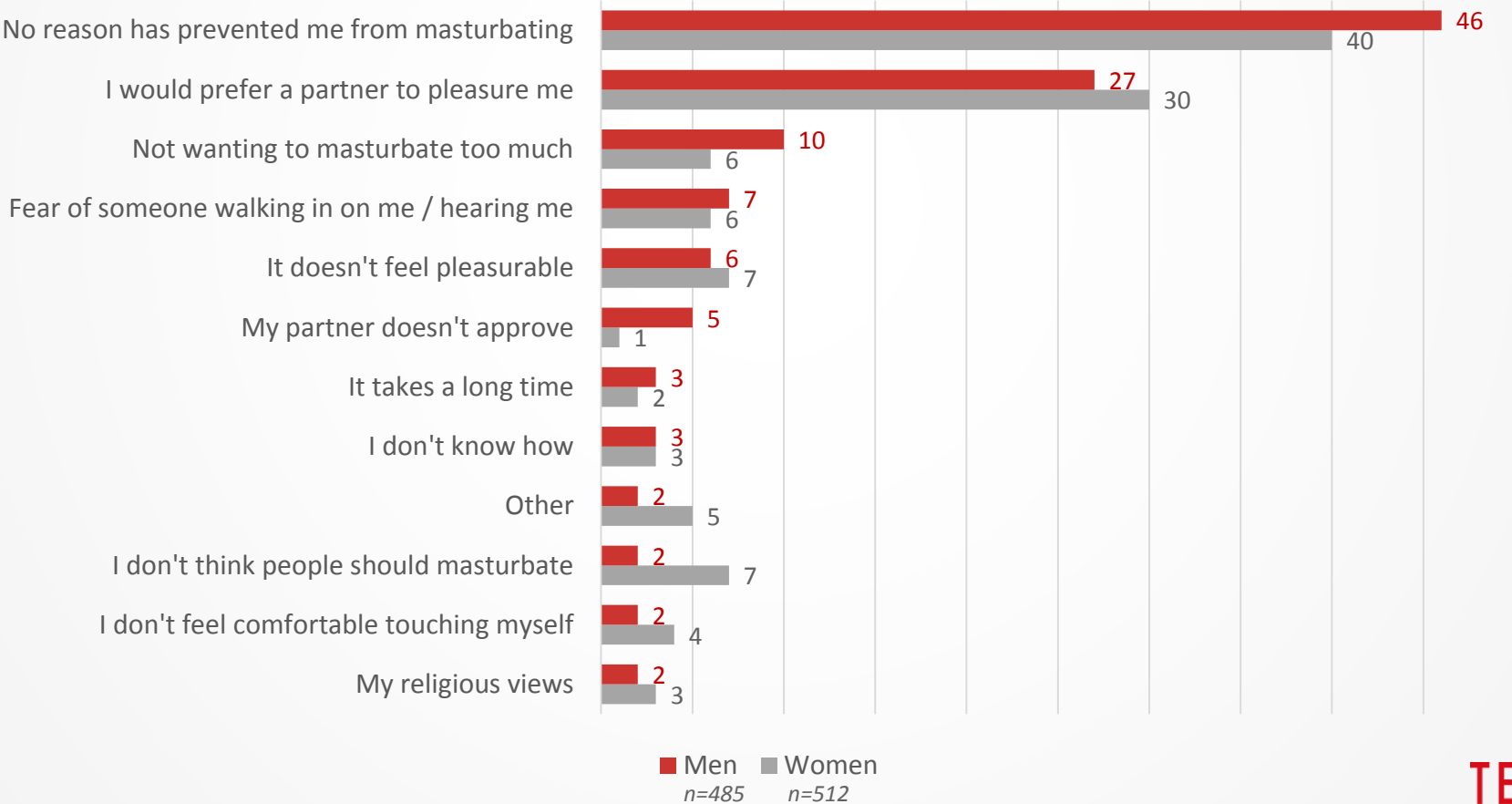
Among those who have masturbated



# Why Don't Germans Masturbate?

German men and women give similar reasons when reporting on what has prevented them from masturbating, though a large portion of both say no reason has prevented them.

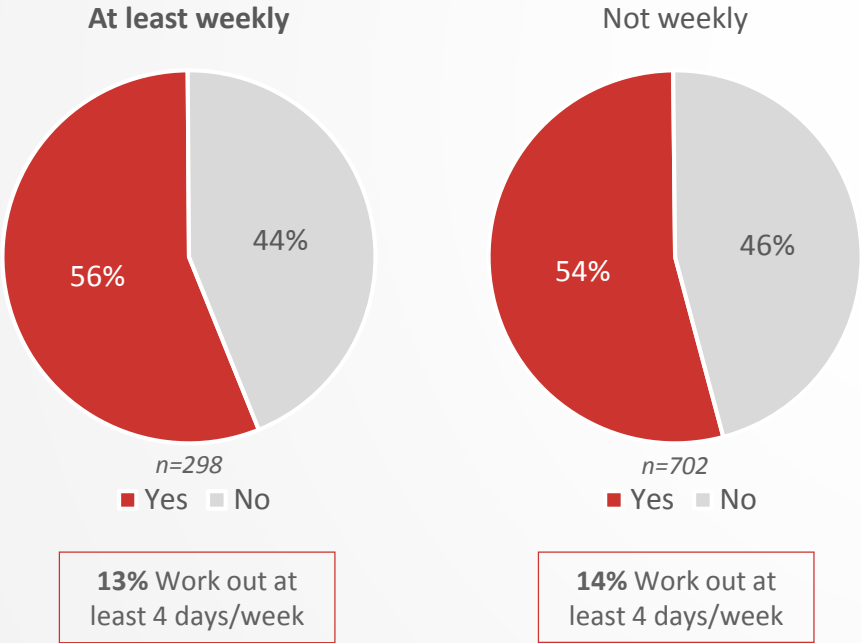
Q: What reason(s) have prevented you from masturbating?



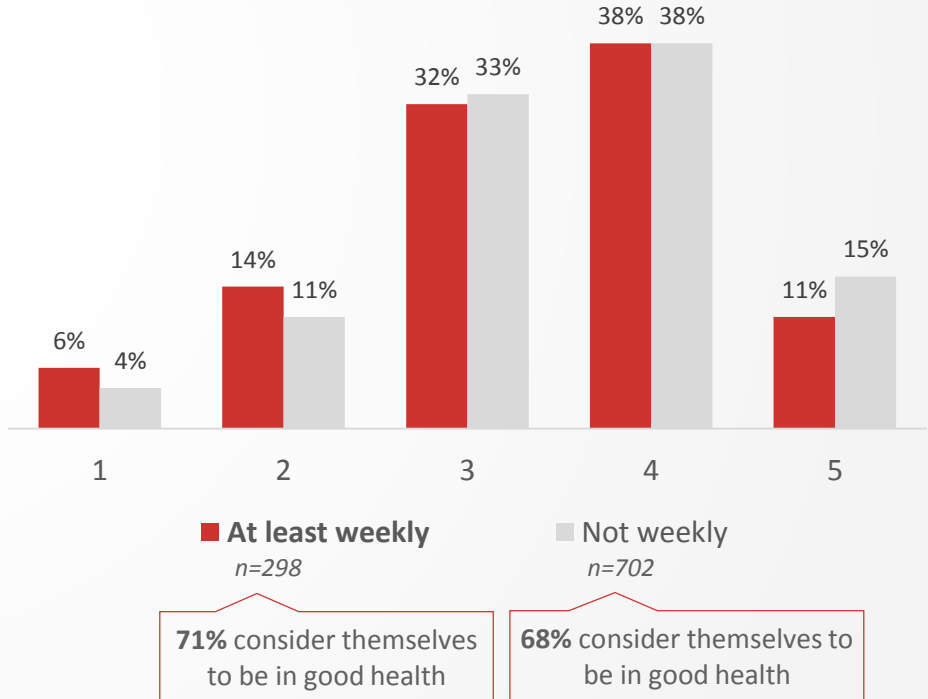
# Masturbate at Least Weekly vs. Less Frequent than Weekly

Among Germans, those who masturbate weekly and those who don't report similar levels of self-confidence and positive body image.

Q: Do you think you have a beautiful body?



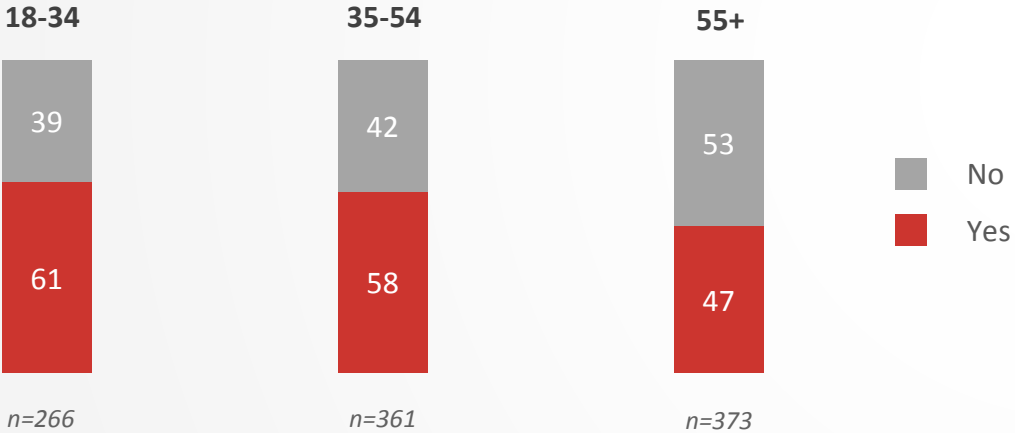
Q: How much self-confidence do you have? (On a scale from 1 to 5)



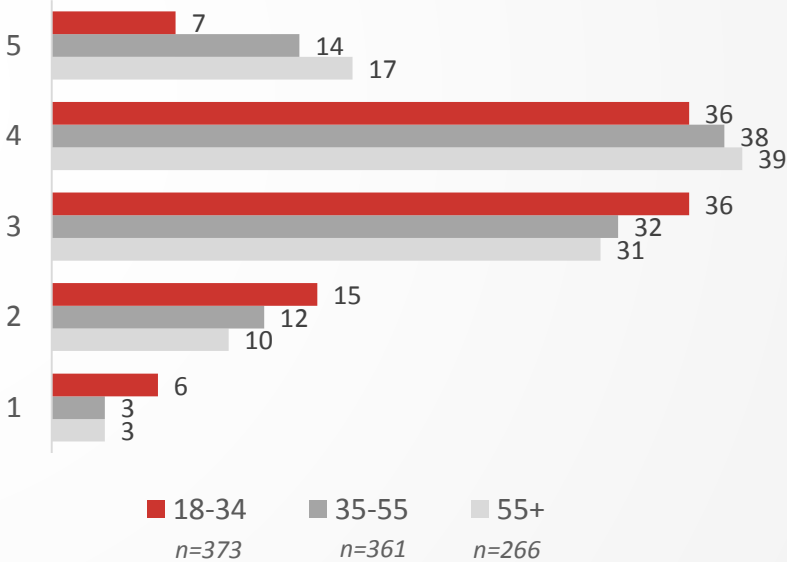
# Body Assessment and Self-confidence

Younger Germans are more likely to say they have a beautiful body, but older Germans show higher confidence in themselves.

Q: Do you think you have a beautiful body?



Q: How much self-confidence do you have? (On a scale from 1 to 5)



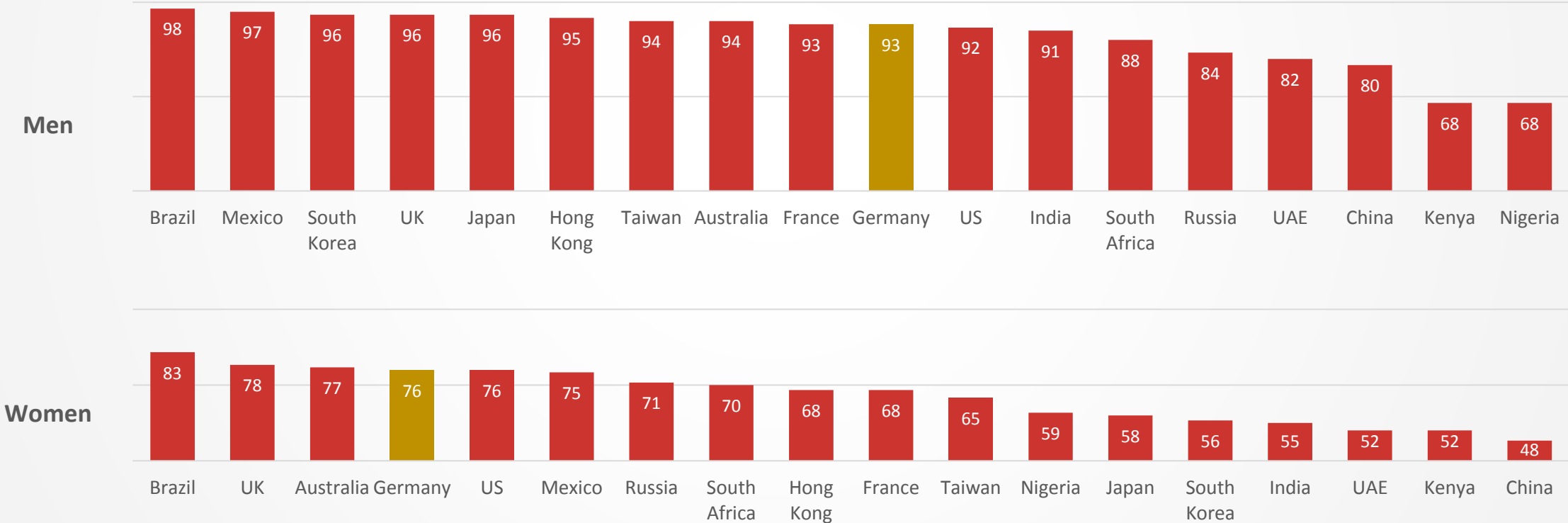


# Global Comparison: Who Has Tried Masturbating?

93% of German men have tried masturbating—slightly lower than other countries surveyed. German women are comparatively higher at 76%

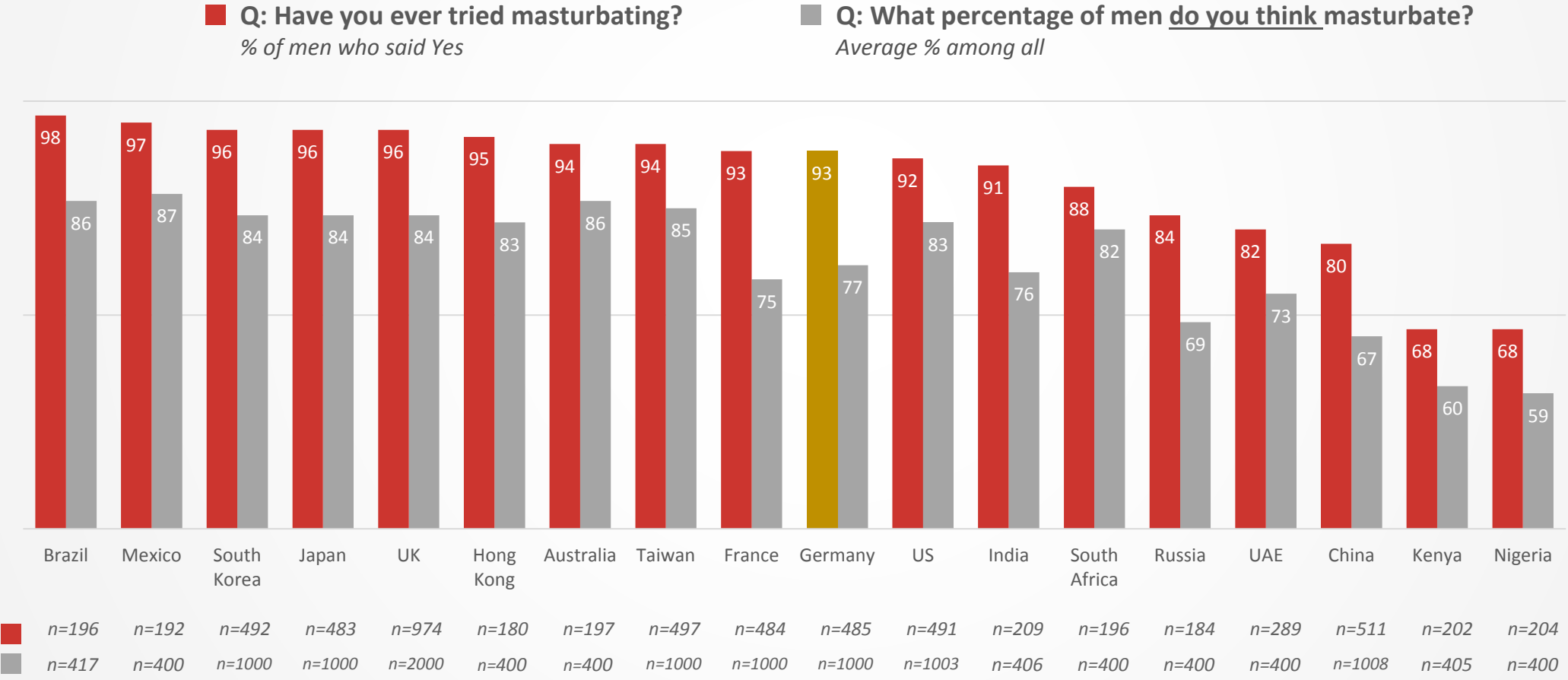
Q: Have you ever tried masturbating?

% who said Yes



# Global Comparison: Who Has Tried Masturbating?

Around the world, people think less men masturbate than actually do. In Germany, the estimate of how many men masturbate is significantly different than the number who actually do (93% vs. 77%)

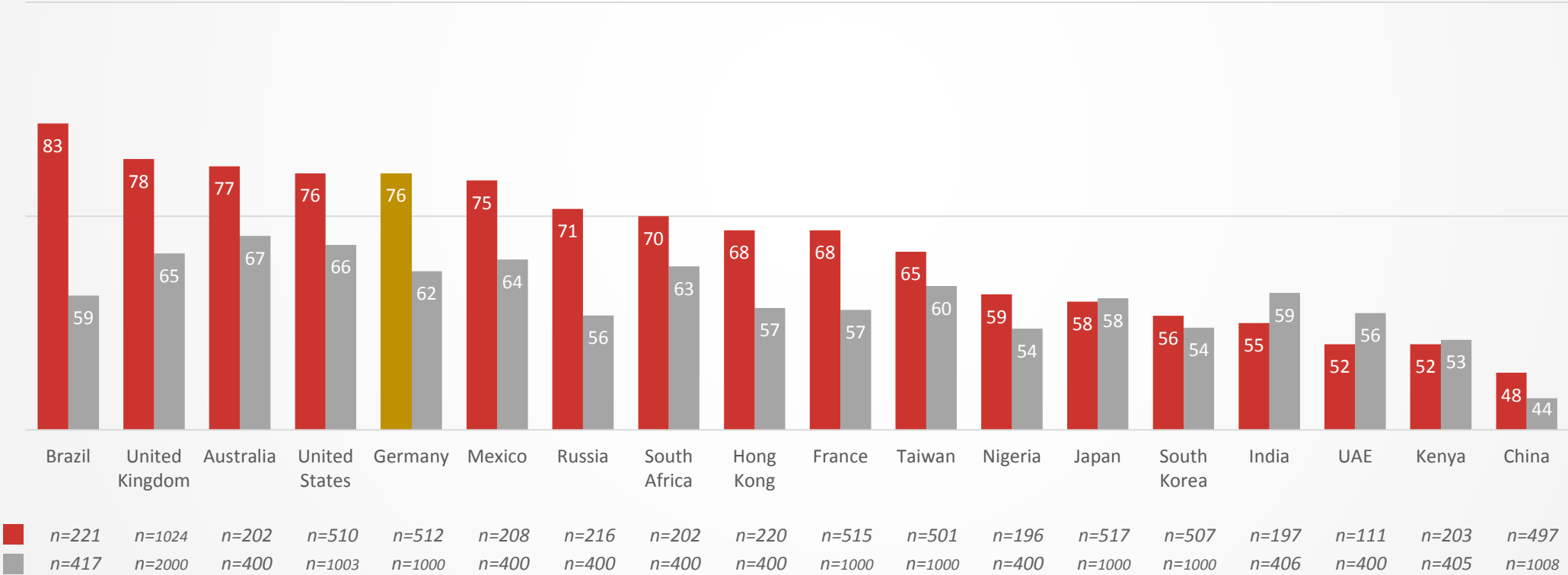


# Global Comparison: Who Has Tried Masturbating?

Similarly, estimates of how many Germany women masturbate is lower than reality: 76% actual vs. 62% estimated. This discrepancy is far greater in some countries than others.

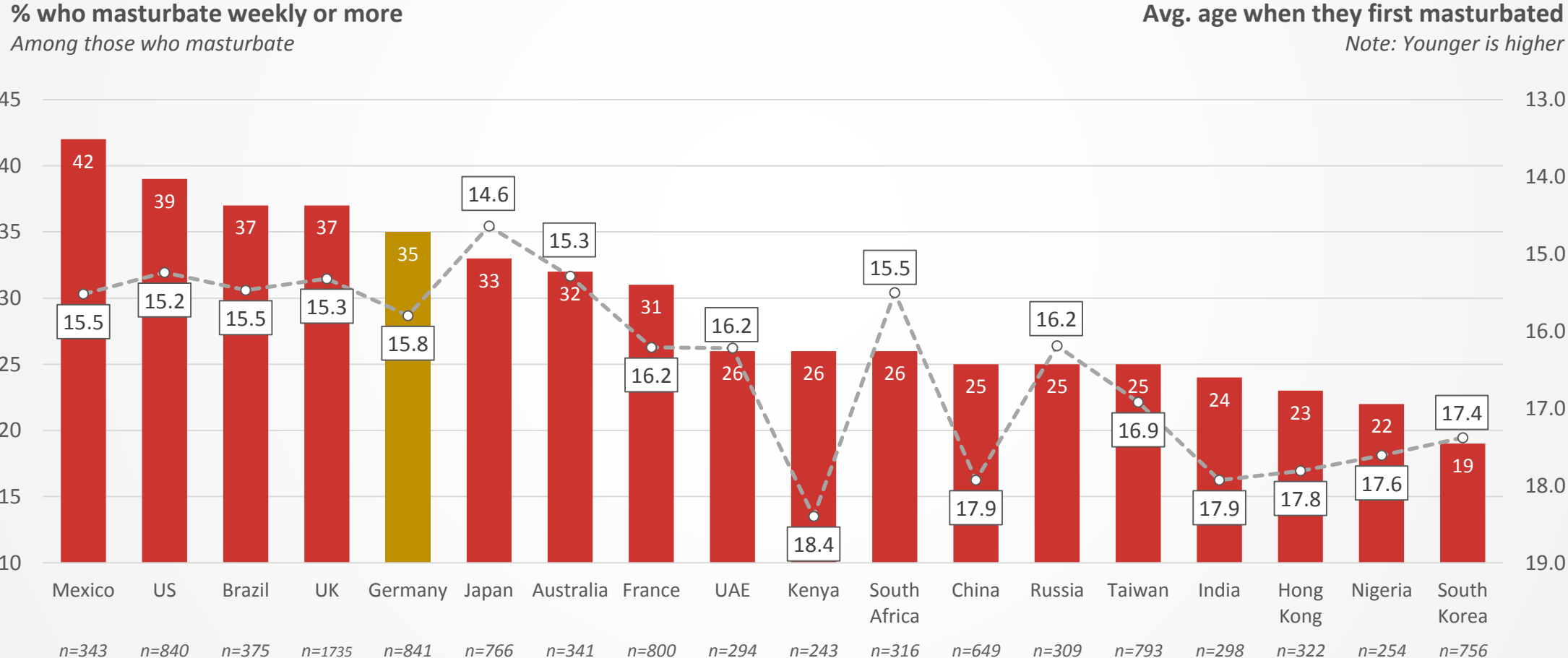
■ Q: Have you ever tried masturbating?  
 % of women who said Yes

■ Q: What percentage of women do you think masturbate?  
 Average % among all



# Global Comparison: Masturbation Frequency and Age First Tried

Among those who masturbate, 35% of Germans masturbate weekly. Across countries, the average age when people started masturbating correlates to the frequency with which they masturbate.

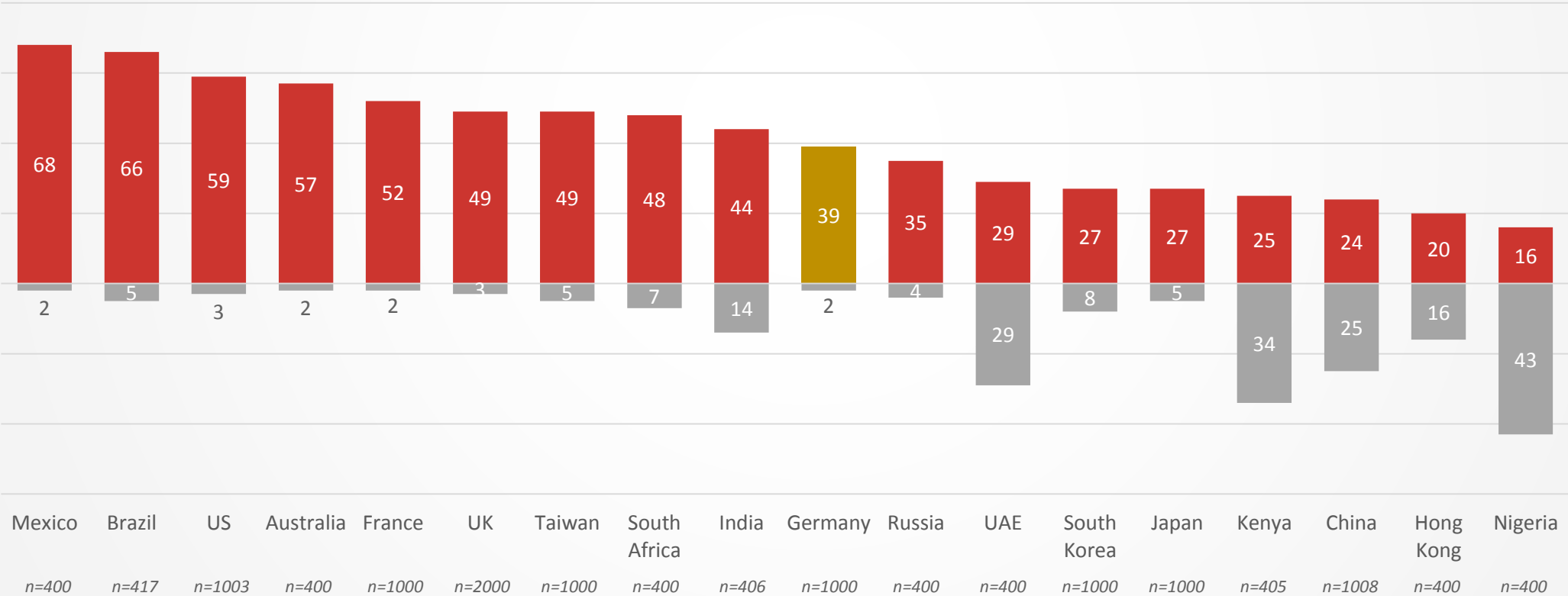


# Global Comparison: Is Masturbation Good for Your Health?

Only 2% say masturbation is bad for your health, but Germans lag behind other countries thinking masturbation as good for ones health.

Q: Would you say that masturbation is...?

■ Good for your health  
■ Bad for your health

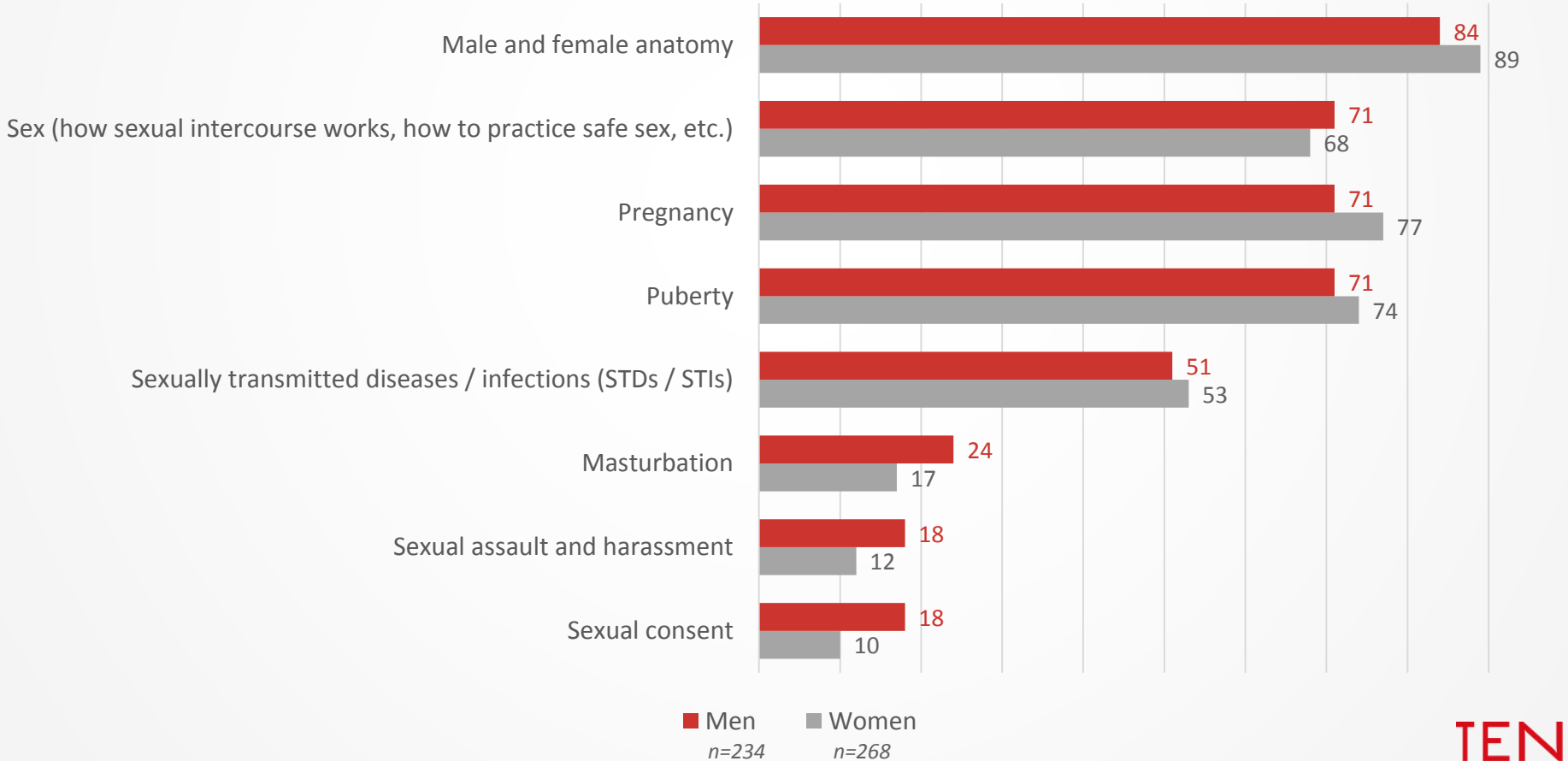


# Sex, Masturbation, and Society

# What do Germans Learn in Sex Ed? (by Gender)

German men are more likely to have learned about masturbation as part of sexual education than women—still, only 24% report covering it as a sex education topic.

**Q: Which of the following topics were covered as part of your sex education program?**  
*Among those who had sexual education*

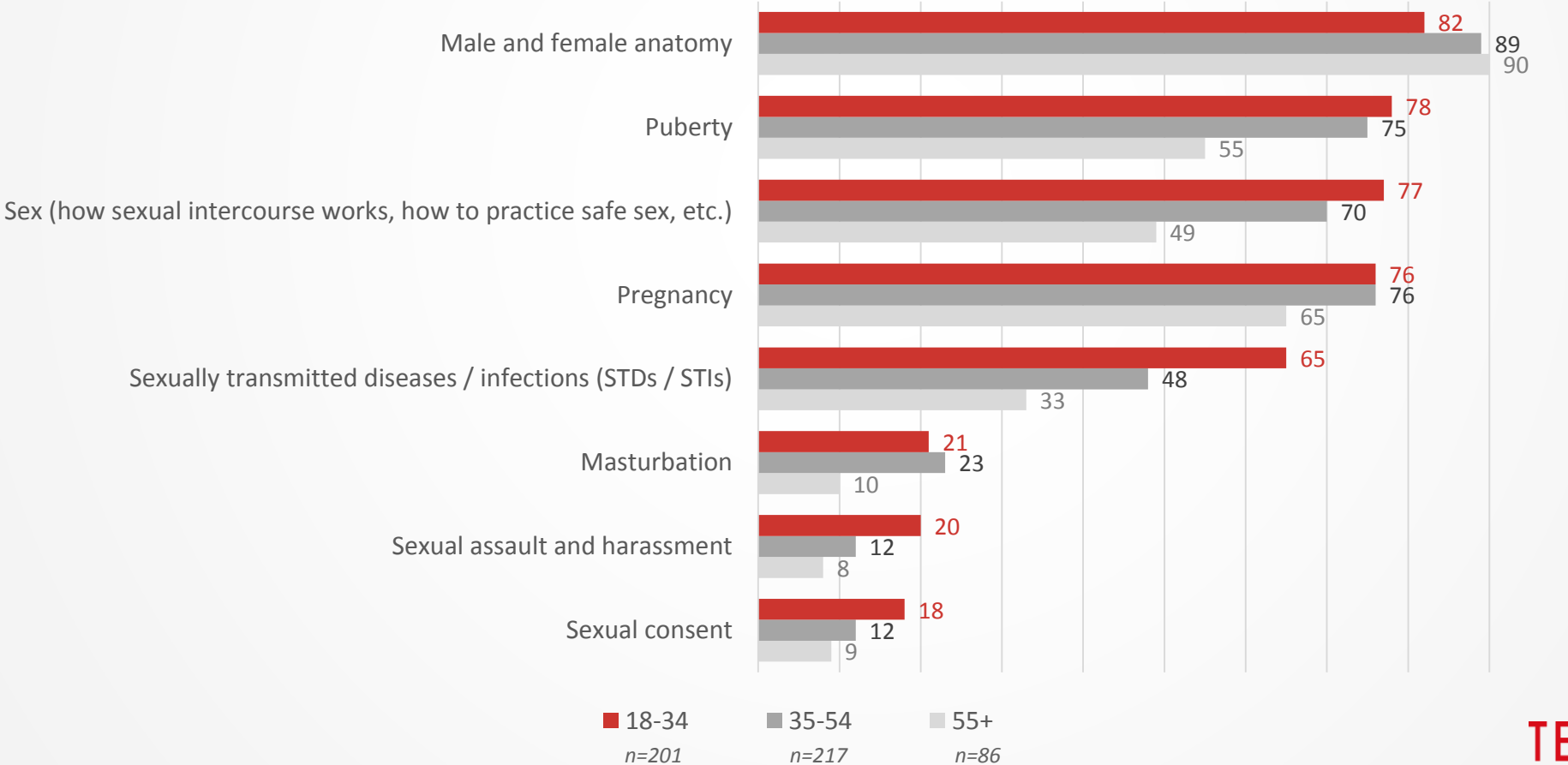


# What do Germans Learn in Sex Ed? (by Age)

Germans 18-34 are more likely to have learned about STDs/STIs and masturbation as a part of sex education. Older Germans (55+) also far less likely than younger Germans to recall learning about puberty and sex.

**Q: Which of the following topics were covered as part of your sex education program?**

*Among those who had sex education*



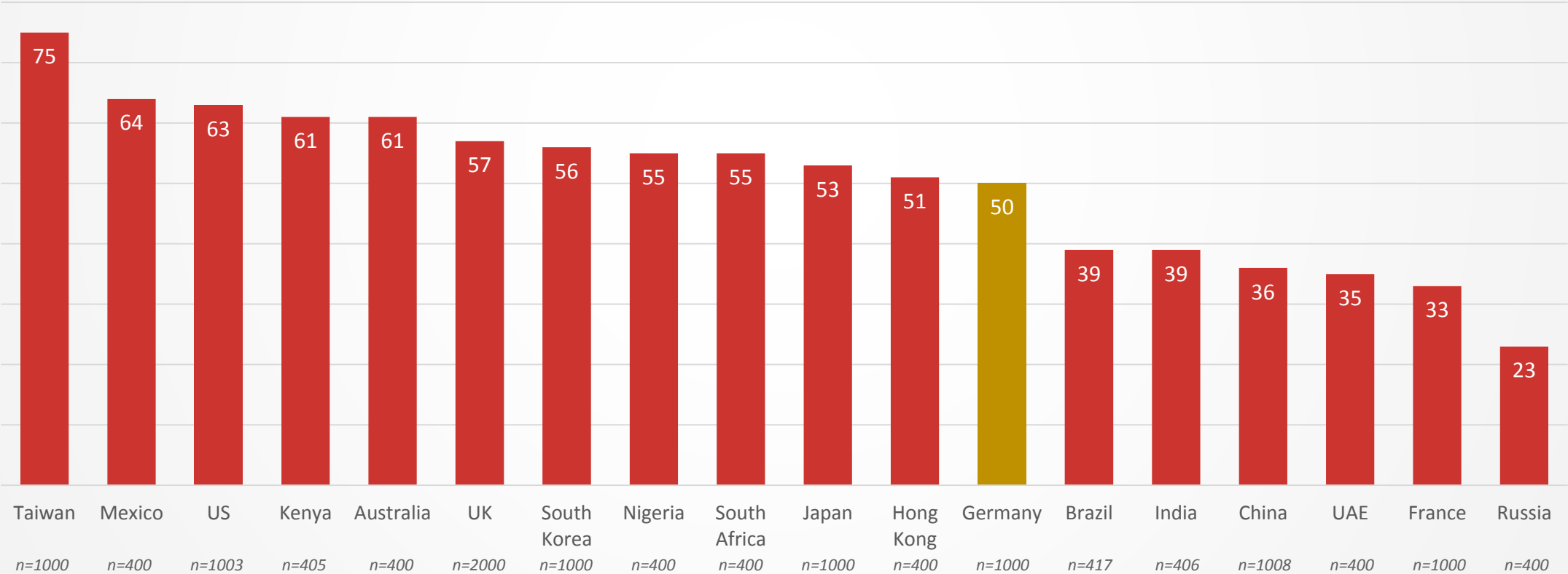


# Global Comparison: Who Received Sex Ed?

Compared globally, Germans are slightly less likely to have received sexual education.

**Q: Did you receive sex education in school as a child or teenager?**

*Showing % who said Yes*

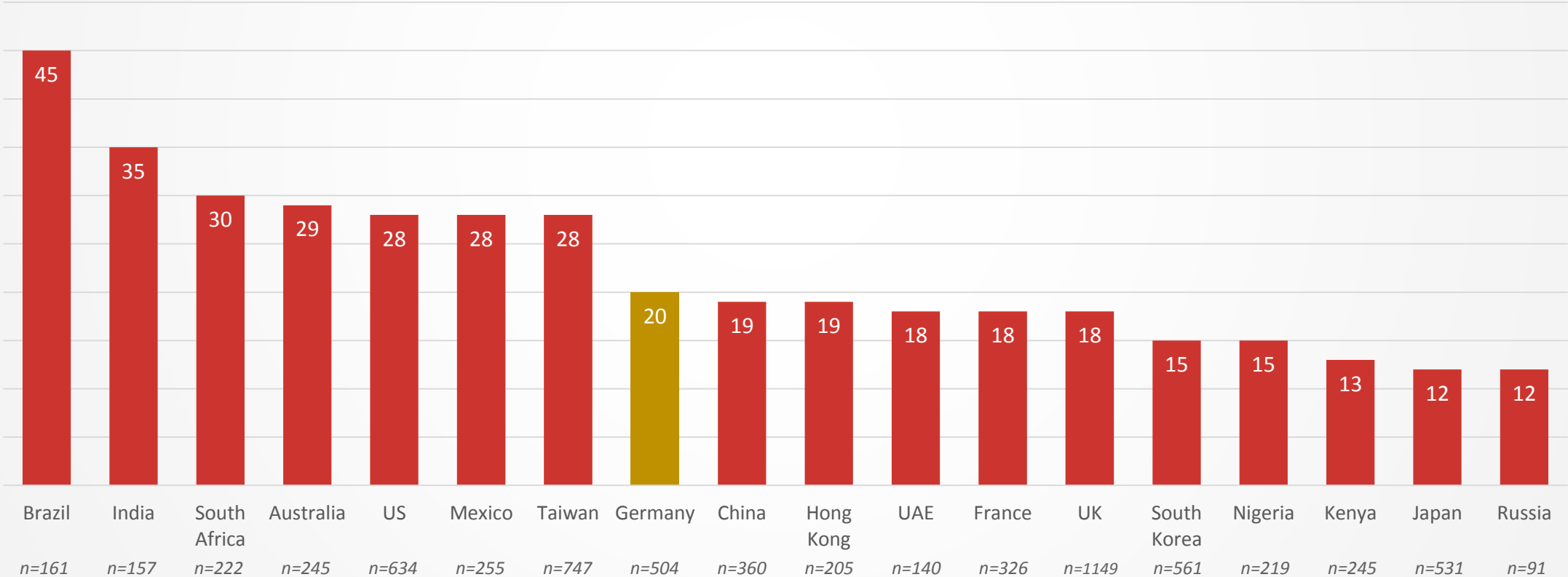


# Global Comparison: Was Masturbation Part of Sex Ed?

Germans are slightly more likely to have masturbation covered in sex education when compared globally, yet the number, one in five, is still low.

**Q: Which of the following topics were covered as part of your sex education program?**

*Showing % of those who received sex ed who said masturbation*

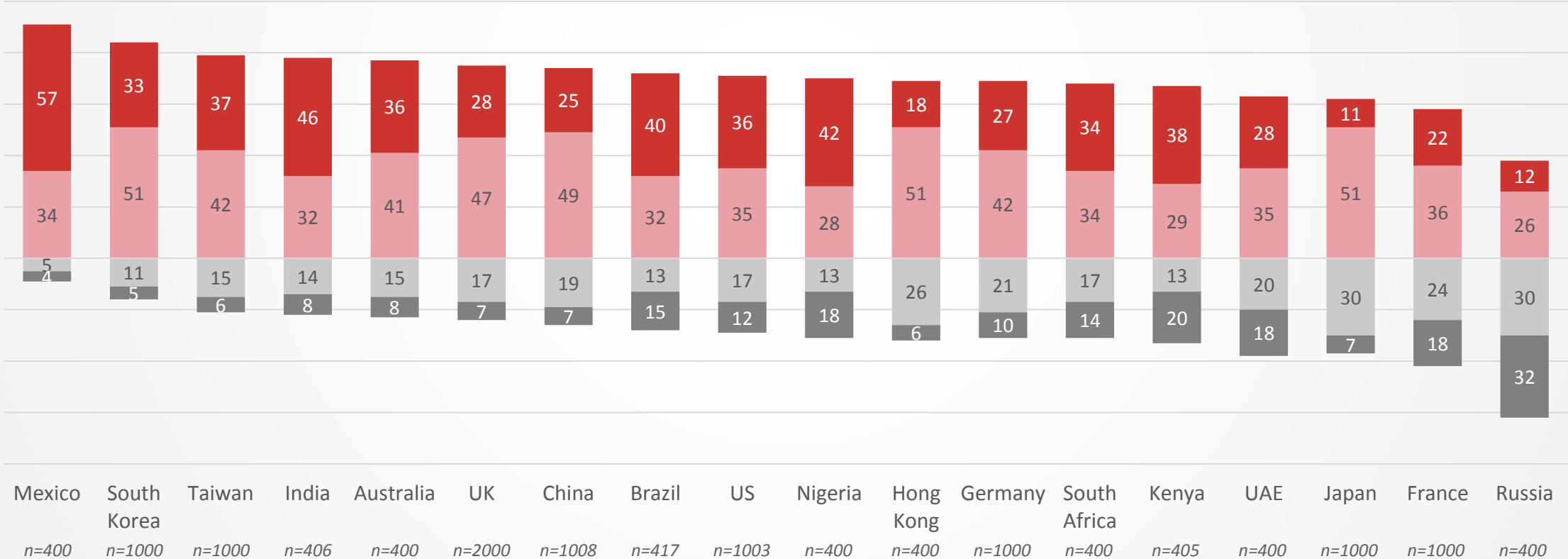


# Global Comparison: Views on Masturbation in Sex Ed

A majority (69%) of Germans believe masturbation should be part of sexual education, but this number is less than other countries.

Q: How strongly do you agree or disagree that school sex education programs should cover masturbation as a topic for children and teenagers?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

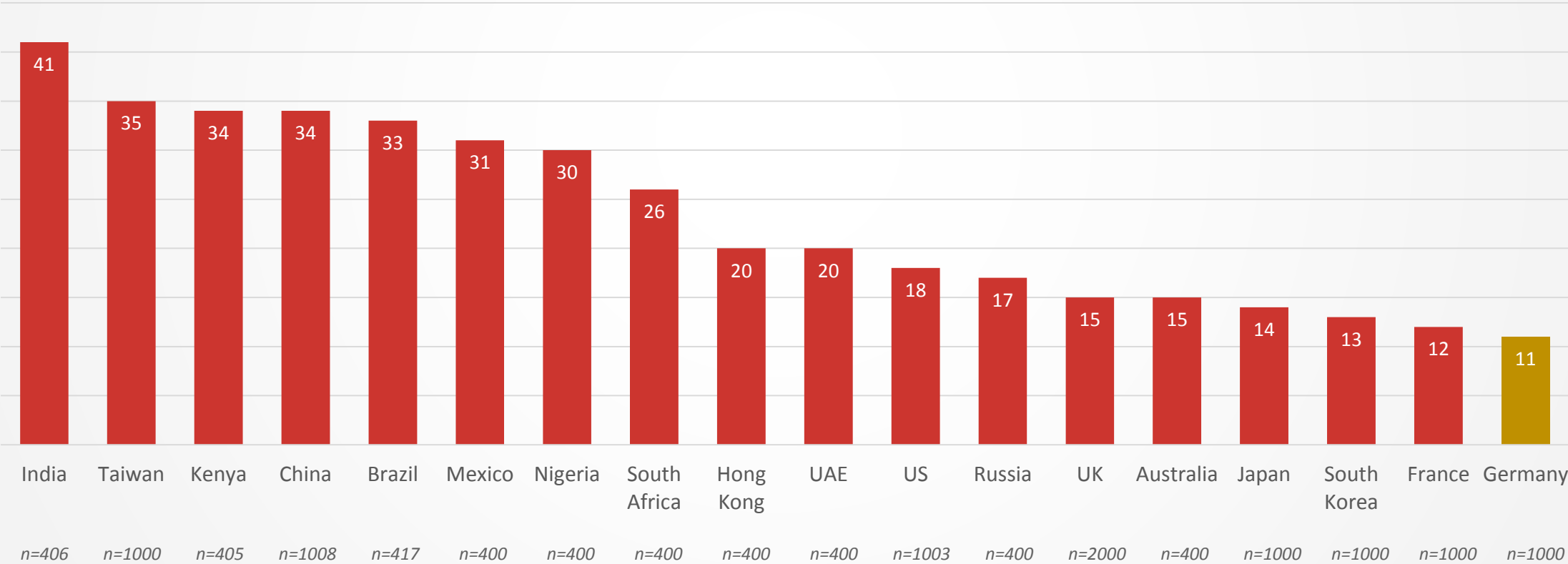


# Global Comparison: Views on Talking About Masturbation

Germans among the least likely globally to think it's important to talk about masturbation with others.

Q: Is it important to talk about masturbation with people you are close with?

Showing % who said Yes

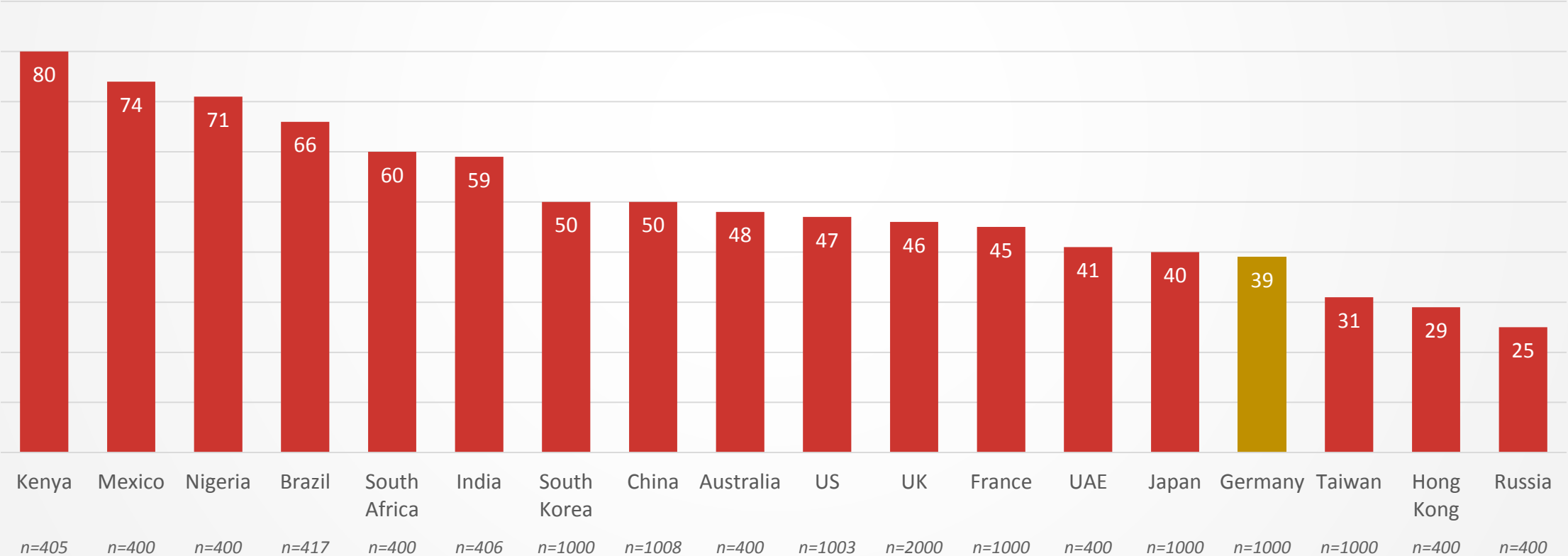


# Global Comparison: Would Society Benefit from More Openness?

Similarly, less than half of Germans (39%) believe that society would benefit if people were more open discussing sexual topics.

**Q: Would society would benefit if people are more open in discussing sexual topics like masturbation?**

*Showing % who said Yes*



# Appendix

# Assessing Germans Sexuality

When it comes to sexuality, 32% of Germans say that Germany is more uptight than other nations. Similarly, 29% say their fellow Germans are too serious.

**Q: How do you assess Germans when it comes to sexuality?**

*n=1000*

