

TENGA

TENGA Global Self-Pleasure Study

2018 Report

United Kingdom



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
United States* Mexico Brazil	United Kingdom* Germany* France* Russia	Japan* China* Taiwan* South Korea* 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>
Male	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%
Female	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%
18-24	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%
25-34	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%
35-44	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%
45-64	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%
65-74	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=2000 respondents from the UK aged 18-74 in order to understand their views health and wellness, views on sex and masturbation in society, views on masculinity, and other related topics.

Sample

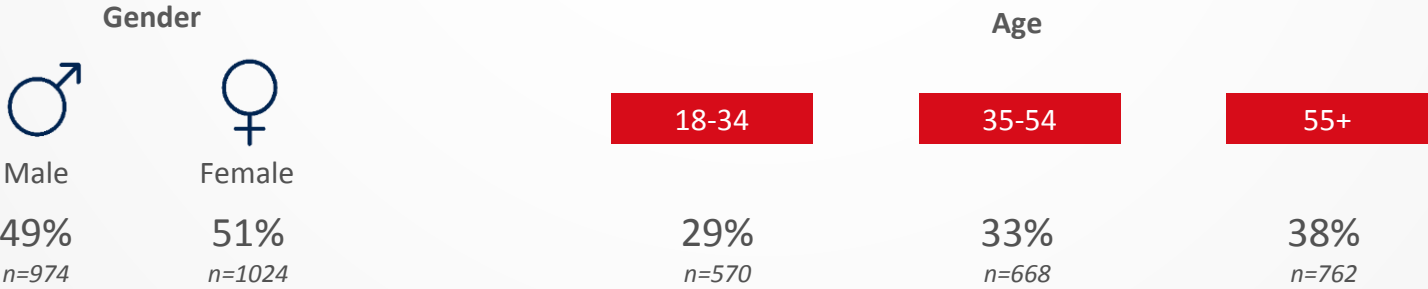
N=2000 respondents were surveyed. The sample was proportionally balanced on age and gender to estimates from the Office for National Statistics.

- **Males and Females 18-74**
- **Males:** 49% of survey (n=974)
- **Females:** 51% of survey (n=1024)

Survey Flow



Key Audiences

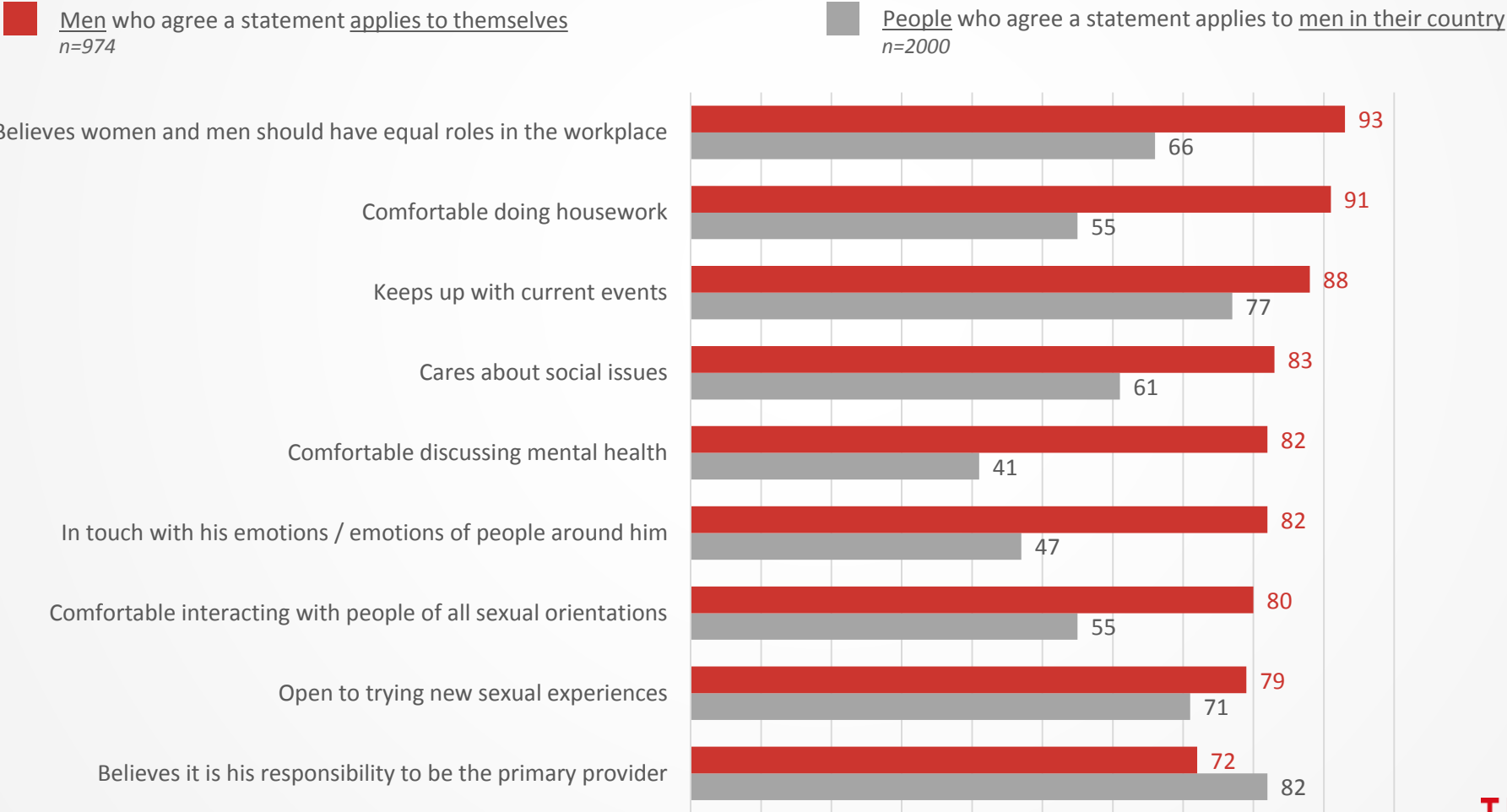


Masculinity and Men who “Feel More”

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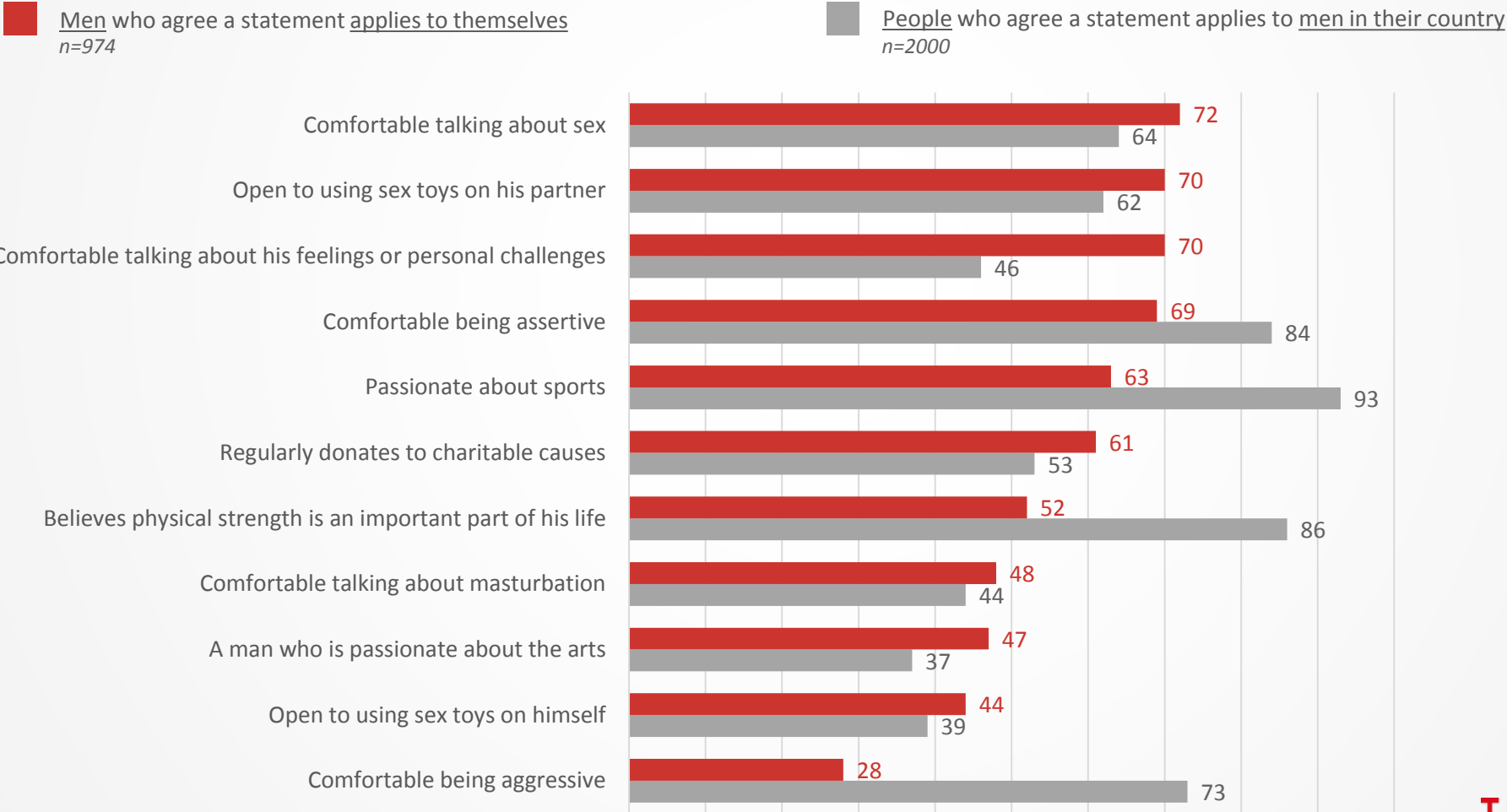
How UK Men See Themselves vs. How People See Men in the UK

When compared to national perception, men in the UK self report as far more likely than to be in touch with their emotions, comfortable discussing mental health, and believing in gender equality at work and home.



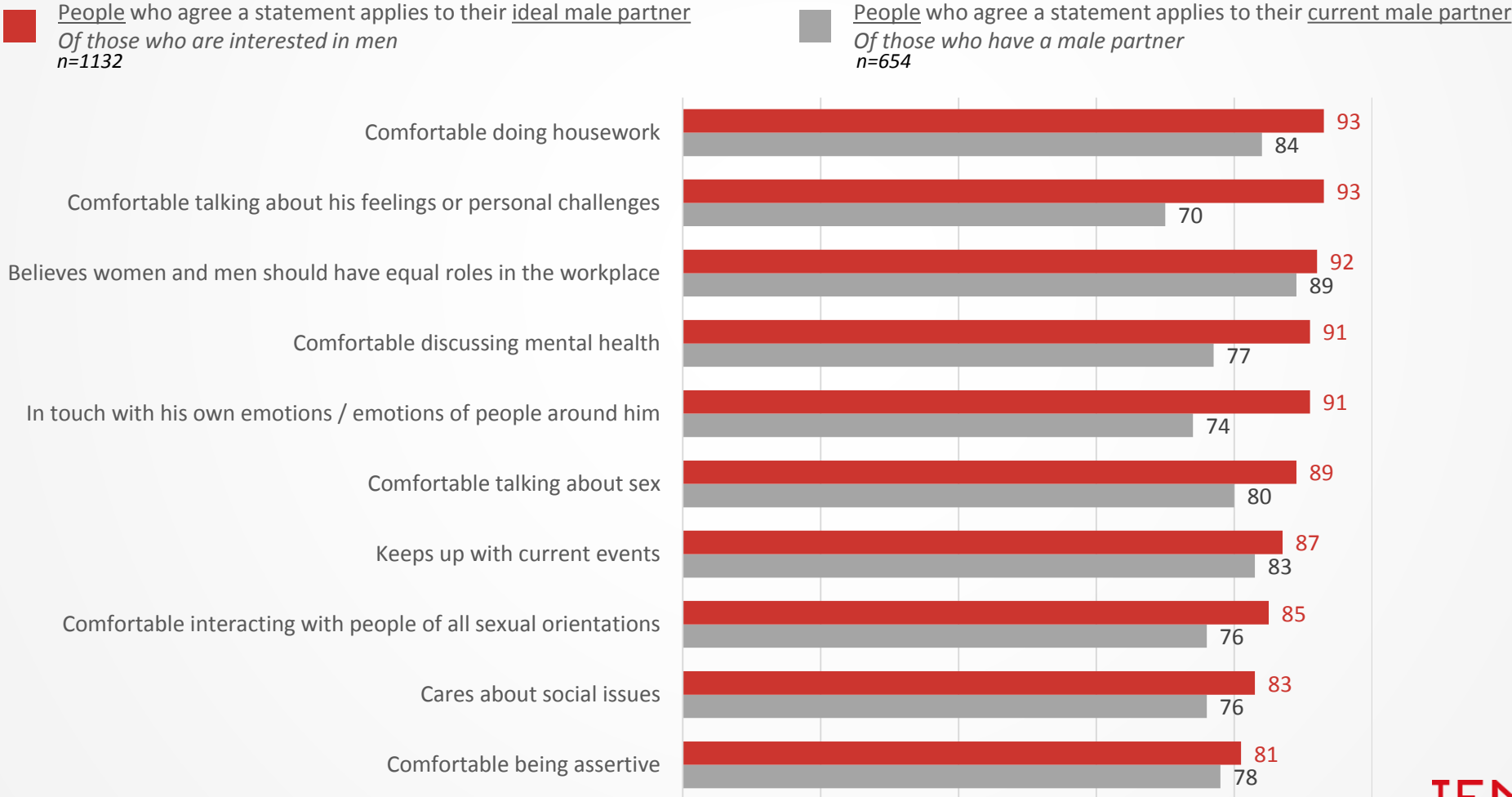
How UK Men See Themselves vs. How People See Men in the UK (cont.)

There is a large discrepancy between national perception and how comfortable UK men are being aggressive. Similarly, they are less likely to place value on sports and physical strength than is assumed.



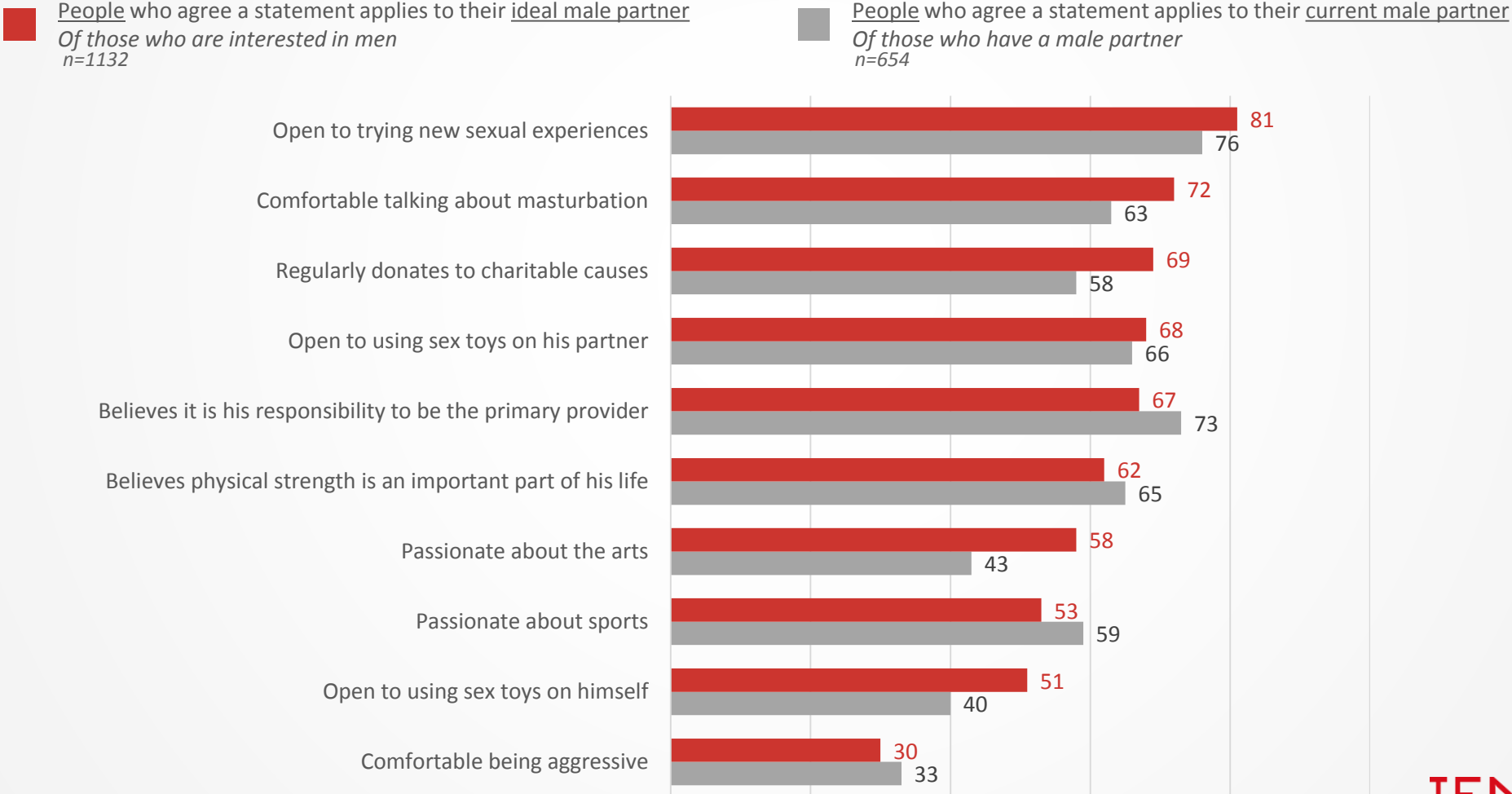
How People See Their Current Male Partner vs. Their Ideal Male Partner

93% of those interested in men say their ideal male partner is comfortable talking about his feelings, but 70% of those with a male partner say their partner is comfortable.



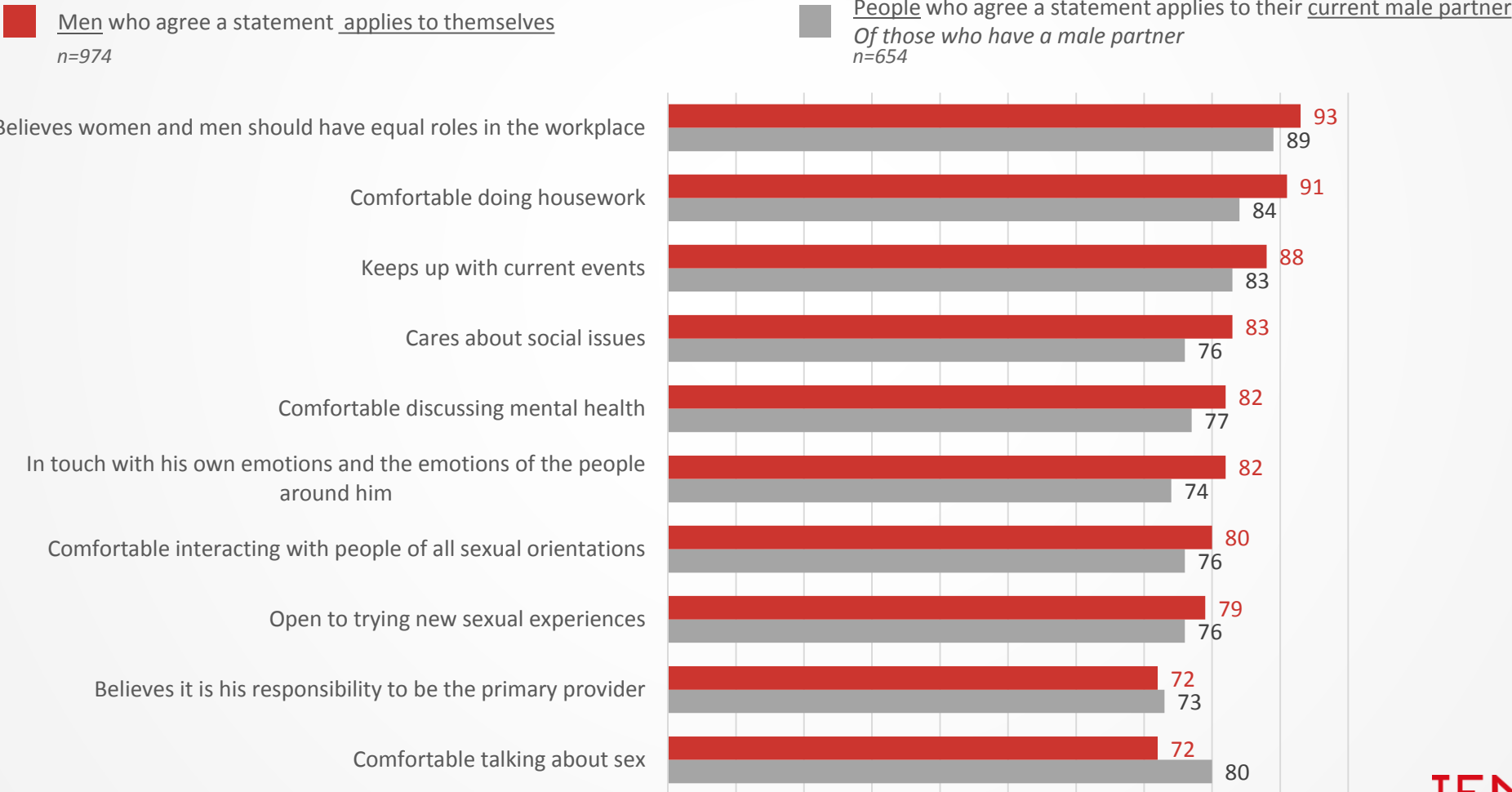
How People See Their Current Male Partner vs. Their Ideal Male Partner (cont.)

How people see their current male partner fairly inline with the overall image of an ideal male partner. 51% say their ideal male partner would be someone who is open to using sex toys on himself.



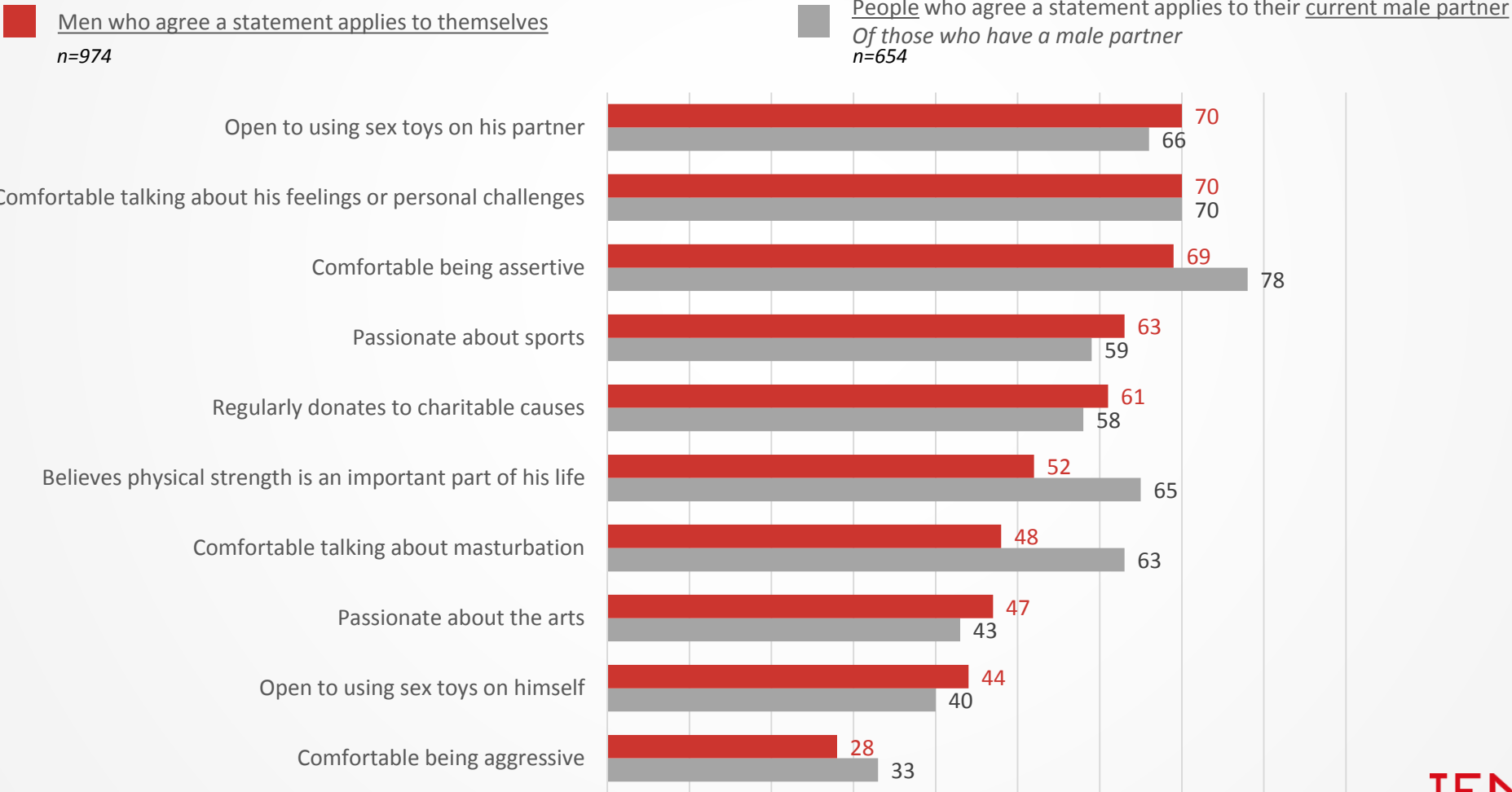
How Men See Themselves vs. How People See Their Current Male Partner

How men perceive themselves is mostly in line with how those with male partners see their partners.



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

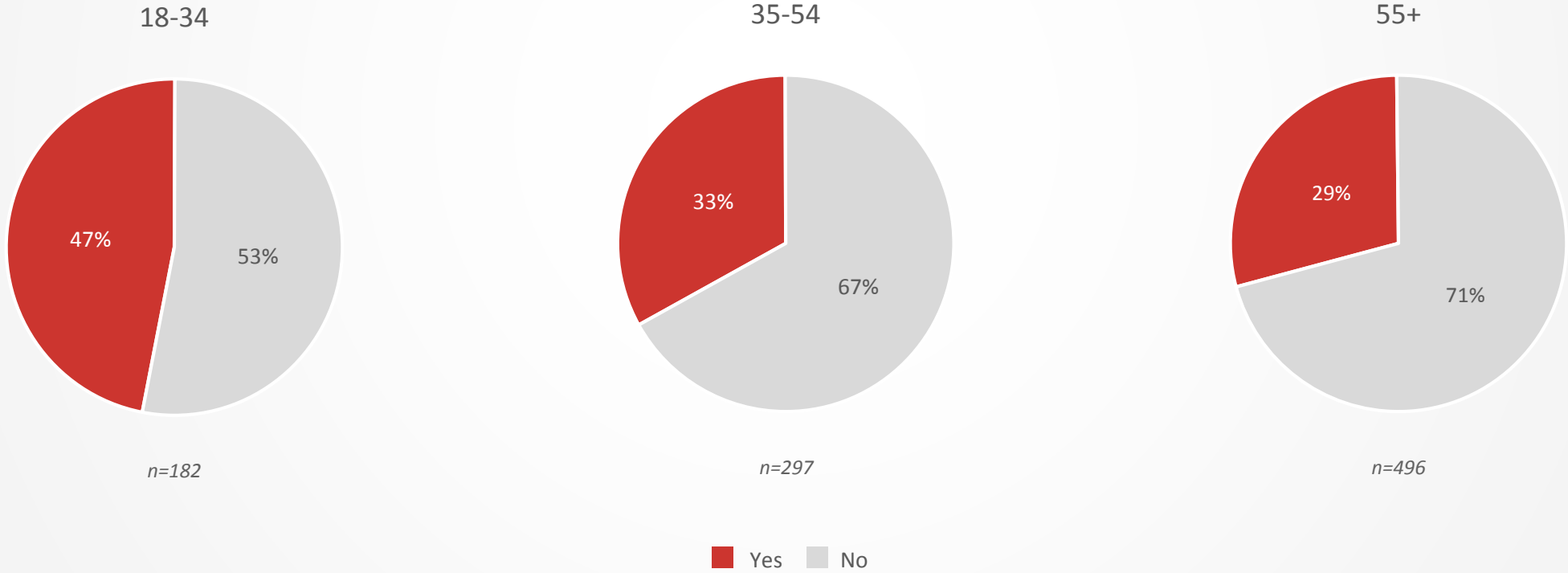
48% of men in the UK reported that they were comfortable talking about masturbation, but of those that have male partners, 63% reported that their partners were comfortable.



UK Pressure to Act “Like Men” by Generation

Those aged 18-34 are far more likely to say they’ve been pressured to behave a certain way as a man than older generations, potentially due to increased social pressure at a younger age.

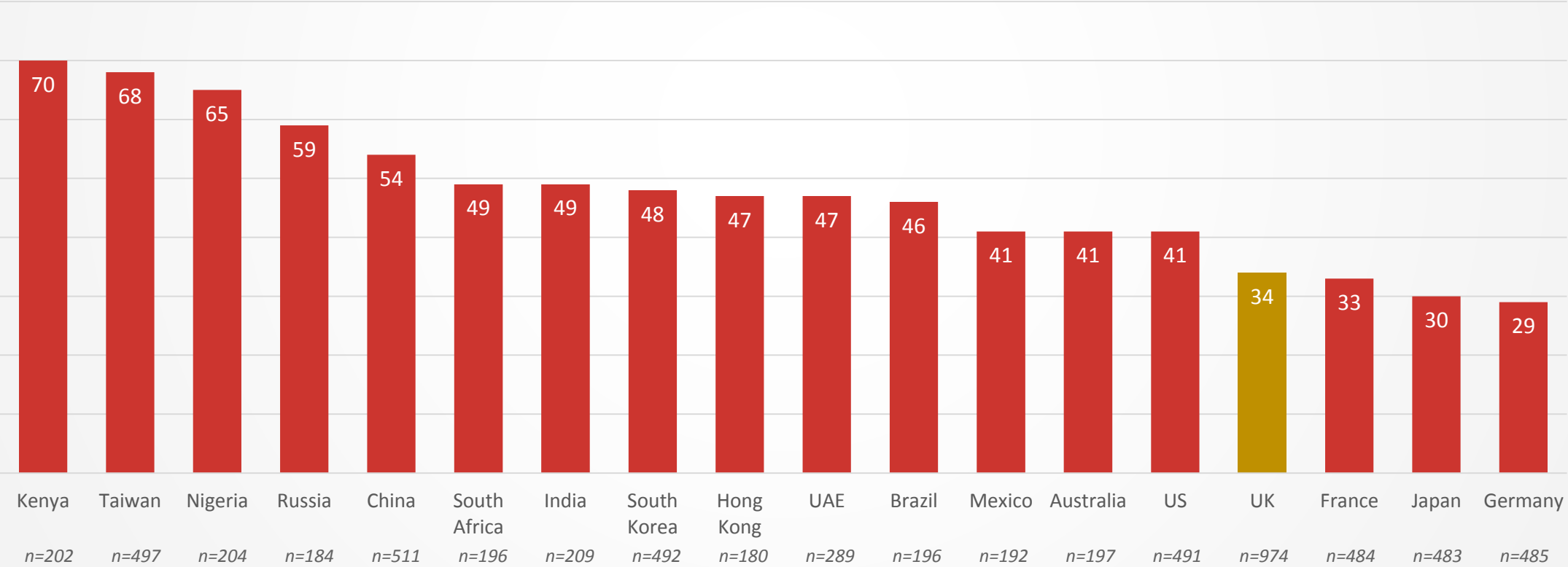
Q: Have you ever felt pressured to behave in a certain way because you are a man?
Among men



Global Comparison: Pressure to Act “Like Men”

Compared to other countries, UK men are among the least likely to feel pressured to behave a certain way as a man.

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 UK value honesty and trustworthiness in men, similar to those around the world. They also rank kindness as an important attribute.

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
	n=1003	n=2000	n=1000	n=1000	n=1000	n=1008	n=1000	n=1000	n=1000	n=417	n=400	n=405	n=400	n=400	n=400	n=406	n=400	n=400

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

Qualities UK citizens see in an “ideal” man are very similar to those in the US, Germany, and Taiwan. Ideal qualities are generally consistent between generations within countries.

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

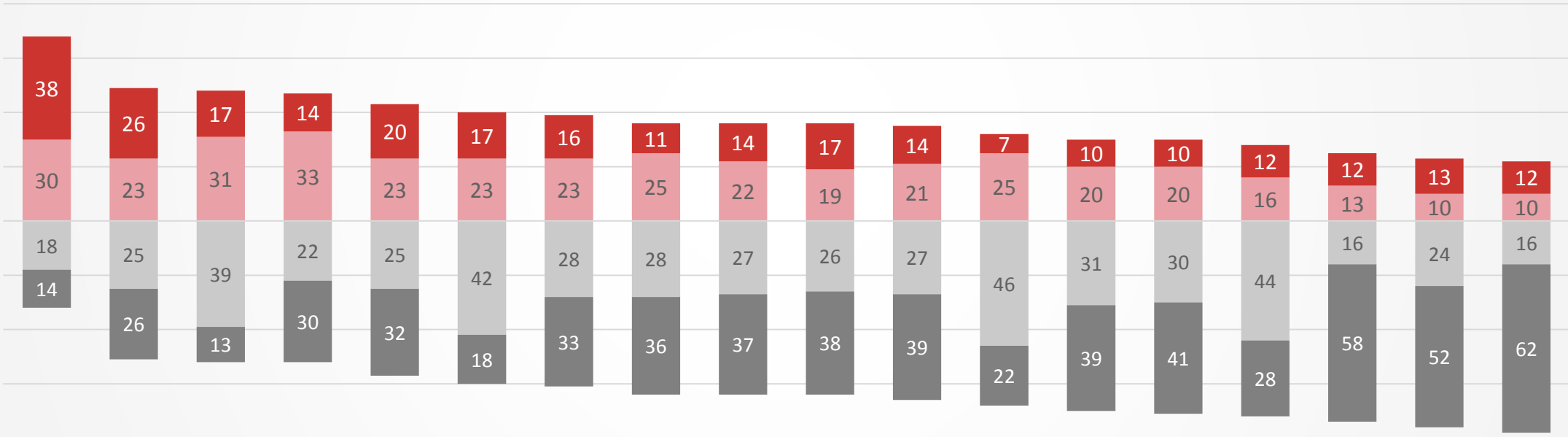
Global Comparison: Men Talking About Masturbation

UK men rank globally near the middle on comfort discussing masturbation with male friends. 61% say they would not be 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



Global Comparison: Why Men Aren't Comfortable Talking Masturbation

The far most common reason given by UK men who are not comfortable talking about masturbation is that it is a private matter (71%). 22% say it's not something men should 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%
	<i>n=280</i>	<i>n=593</i>	<i>n=312</i>	<i>n=310</i>	<i>n=336</i>	<i>n=359</i>	<i>n=297</i>	<i>n=334</i>	<i>n=101</i>	<i>n=100</i>	<i>n=155</i>	<i>n=158</i>	<i>n=128</i>	<i>n=137</i>	<i>n=185</i>	<i>n=67</i>	<i>n=129</i>	<i>n=104</i>

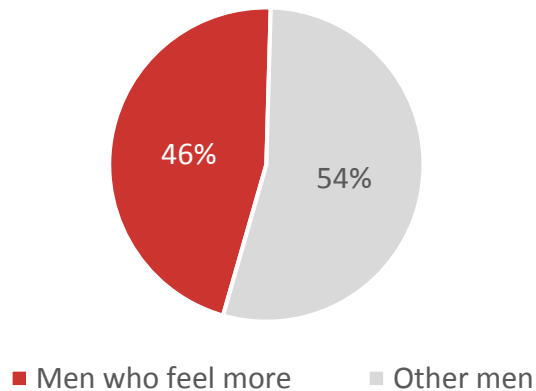
Men who “Feel More”

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 “feeling more man” 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 the UK

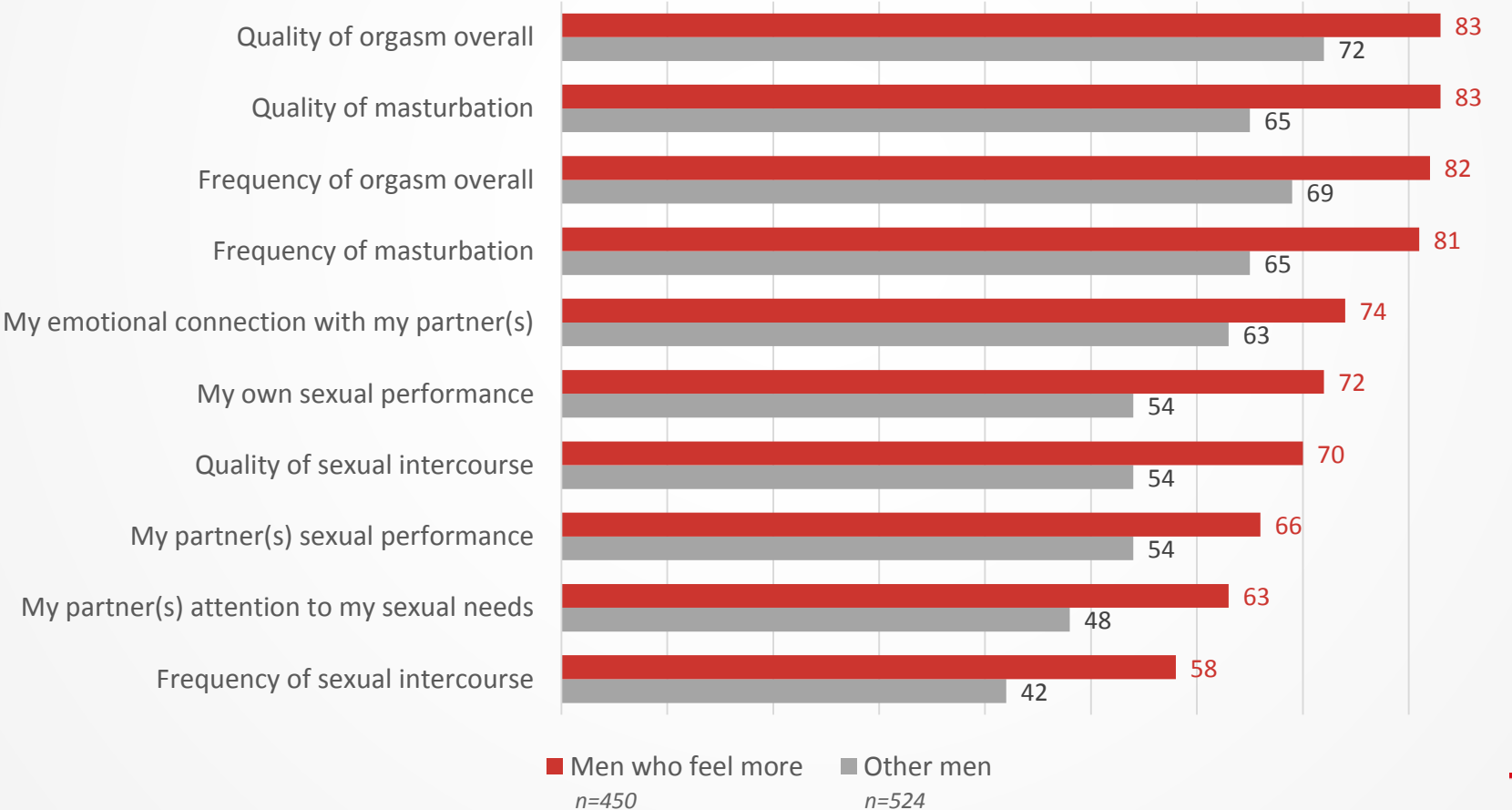


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Men Who “Feel More” are More Satisfied

Men who “feel more” in the UK evaluate their sex life as more satisfying across all metrics.

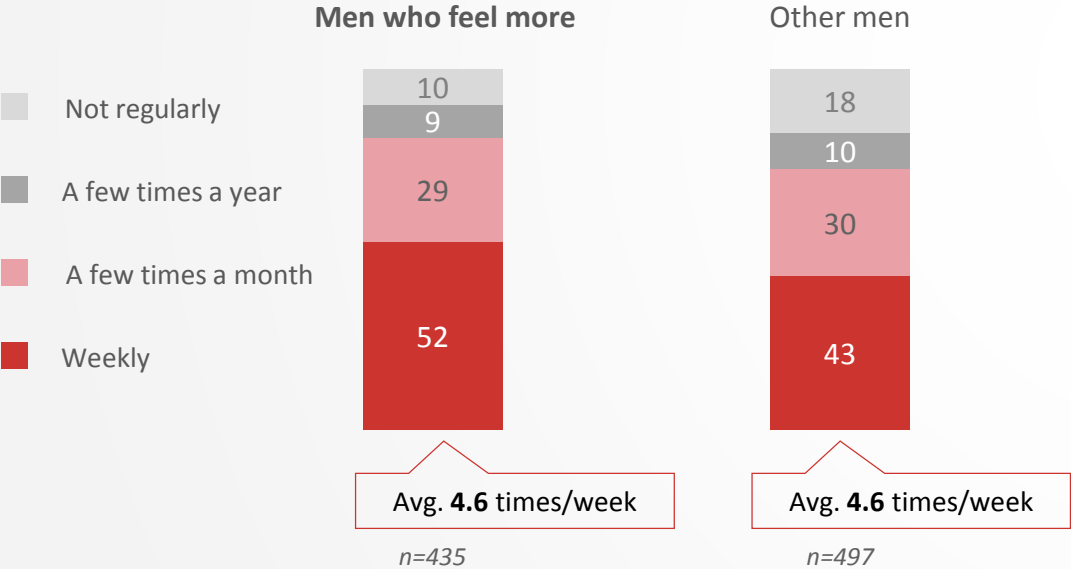
Q: In the last year, how satisfied have you been with:



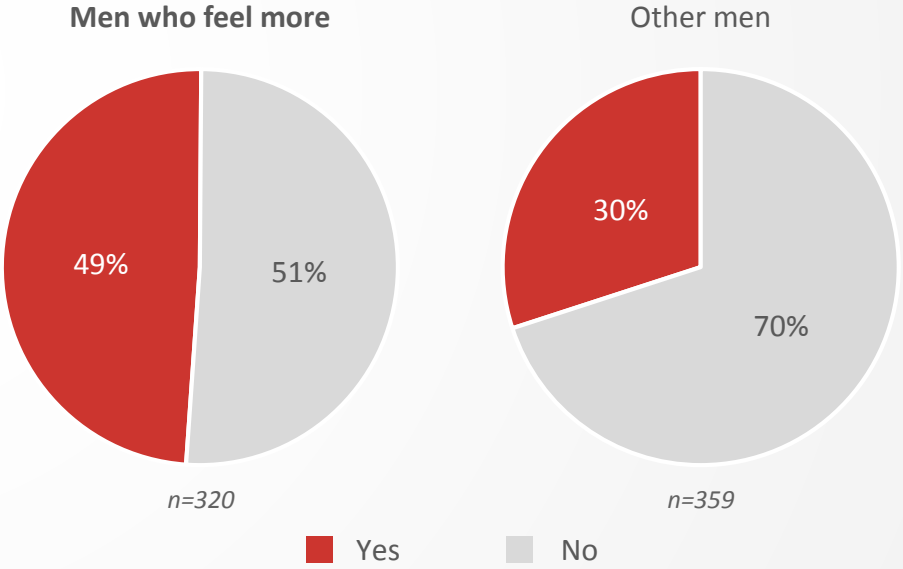
Men Who “Feel More” Masturbate More, and Talk About it More

81% of men who “feel more” in the UK masturbate at least a few times a month vs. 73% of other men.

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



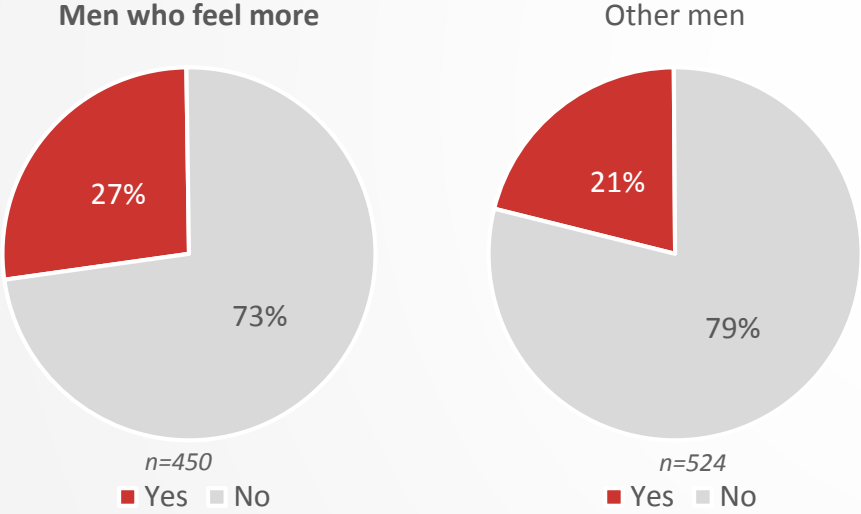
Q: Have you ever talked to your significant other about masturbation?



Men Who “Feel More” Have More Self-Esteem

Men who “feel more” in the UK are more likely to think they have a beautiful body, though the number is low among both groups (27% vs. 21%). Men who “Feel More” also report having more self-confidence.

Q: Do you think you have a beautiful body?



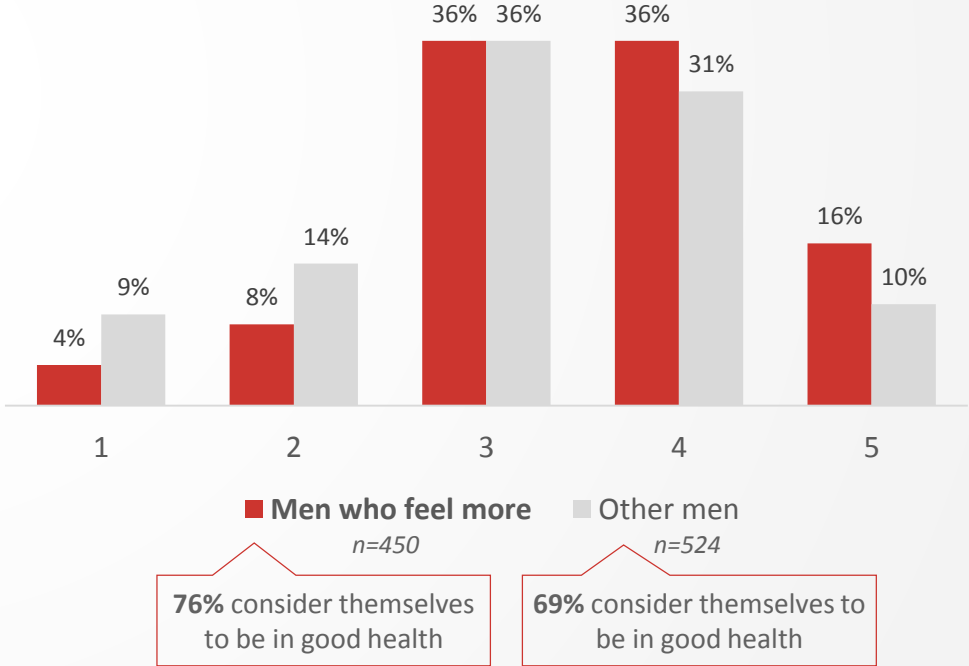
26% Belong to a gym

29% Strongly agree they are happy with their life

17% Belong to a gym

20% Strongly agree they are happy with their life

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



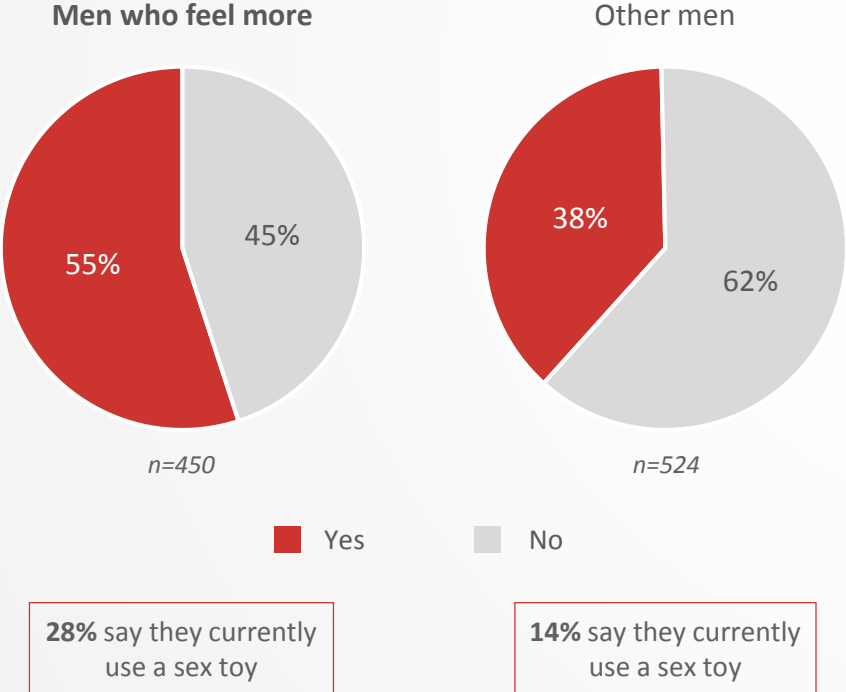
76% consider themselves to be in good health

69% consider themselves to be in good health

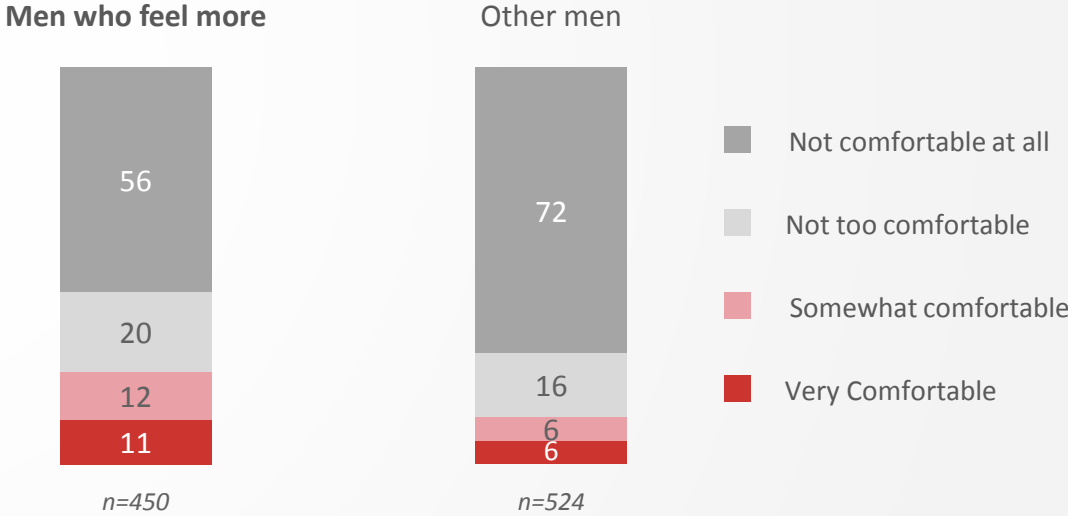
Men Who “Feel More” are More Open to Sex Toys

Men who “feel more” are more likely to be open to buying a sex toy for themselves. They’re also more likely to be comfortable purchasing a toy for their male friend, though only 23% say they would be comfortable.

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:

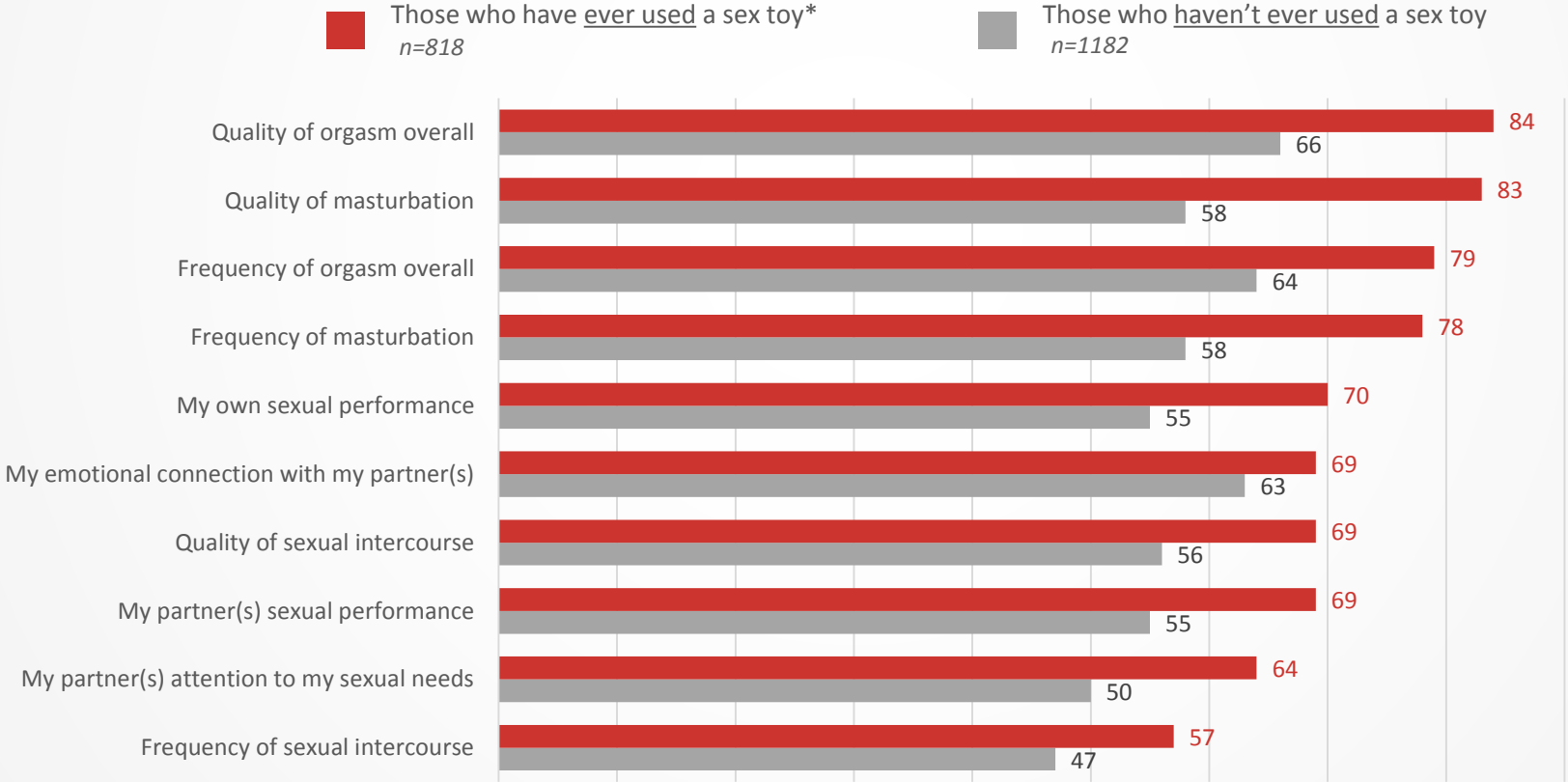


Sex Toy Usage and Sex Life Satisfaction

Those Who Use Sex Toys are More Satisfied

People who have used sex toys in the UK report being more satisfied with their sex life across all metrics, especially on quality of orgasm overall (84% vs. 66%), and quality of masturbation (83% vs 58%).

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



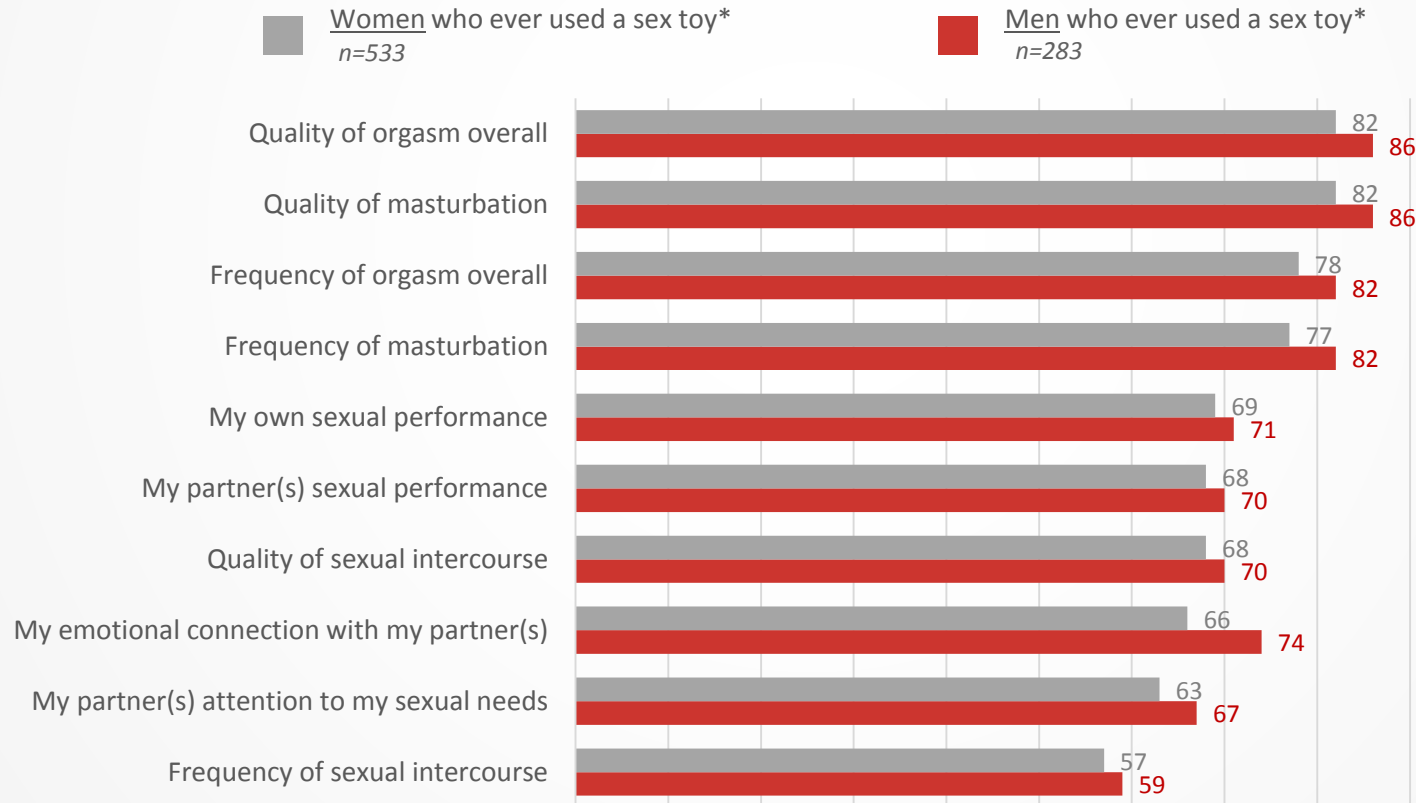
* Defined as those who said they "currently use any sex toys" or have "ever masturbated using a sex toy"

Those Who Use Sex Toys are More Satisfied

UK men who have used sex toys are similarly satisfied with their sex lives as women who have ever used a toy. They are more likely to report an emotional connection with their partners.

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

Showing % who said Very / Somewhat satisfied

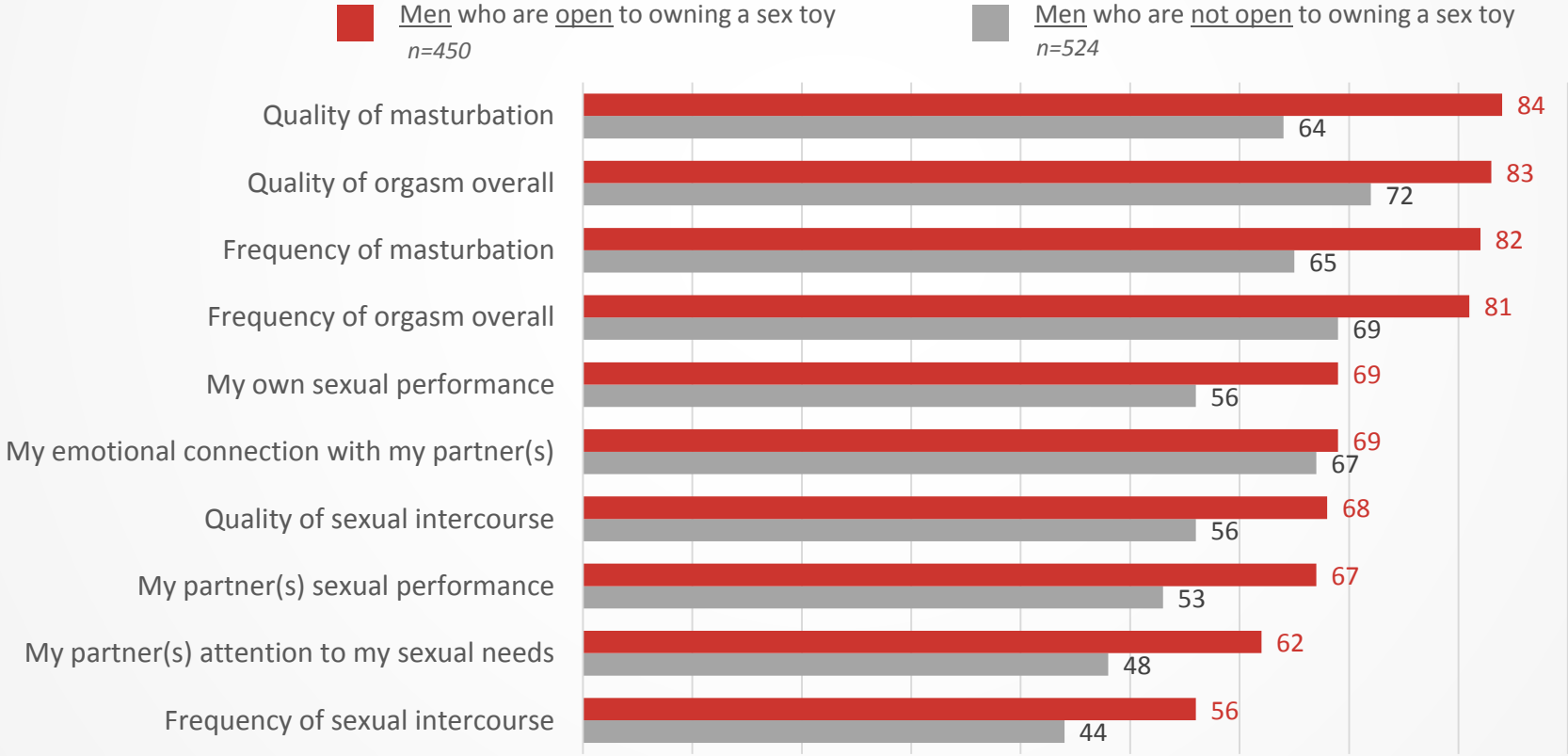


* Defined as those who said they "currently use any sex toys" or have "ever masturbated using a sex toy"

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, and quality of orgasm overall.

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

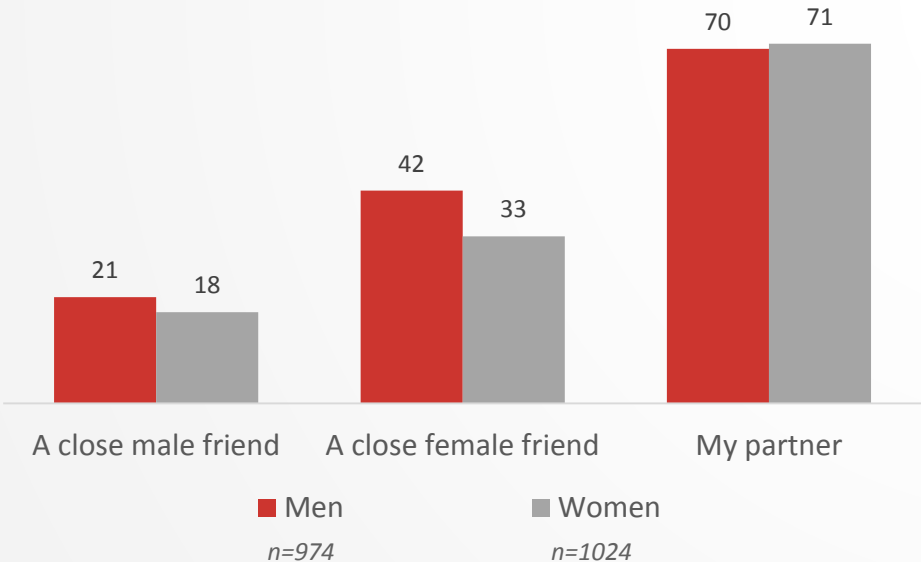


* Defined as those who said they are "open to owning a sex toy"

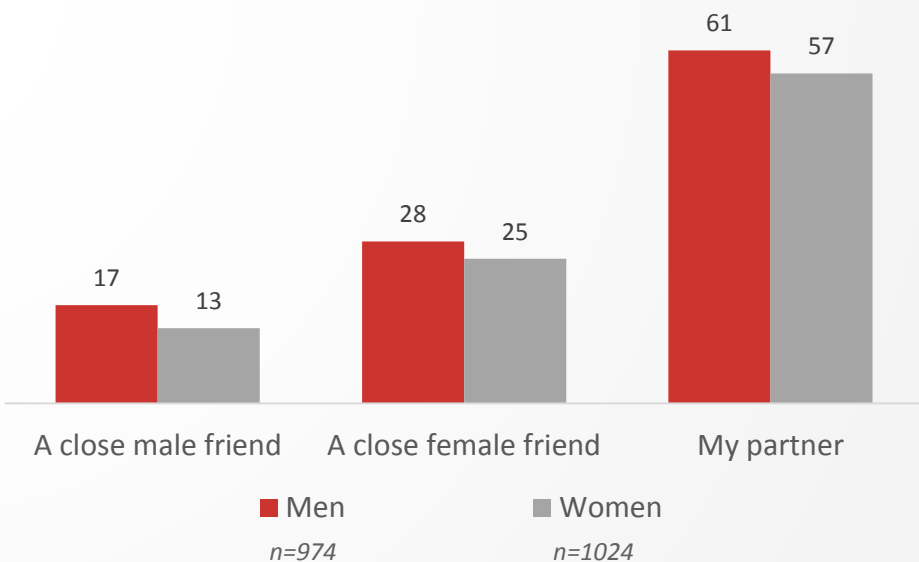
Comfort with Receiving and Giving Sex Toys

UK Men and women 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



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

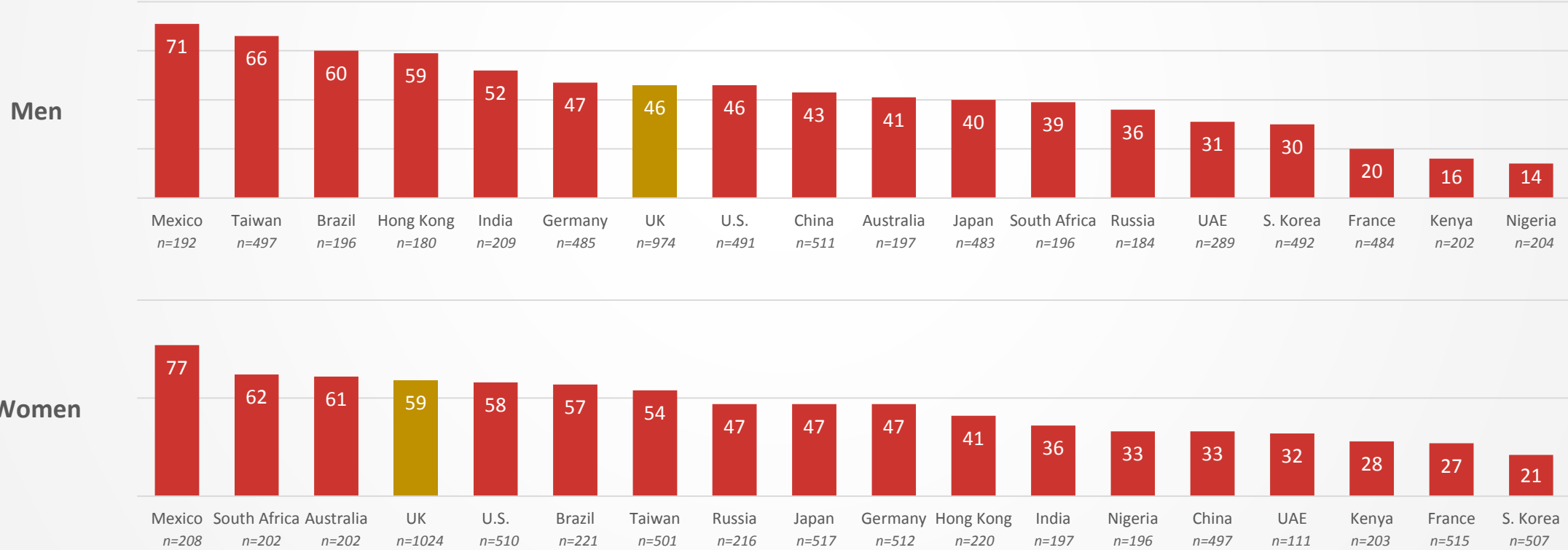


Global Comparison: How Open are Men to Buying a Sex Toy?

Compared globally, UK men and women rank in the middle on openness to buying a sex toy for themselves. Women (59%) are more likely to be open than men (46%).

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

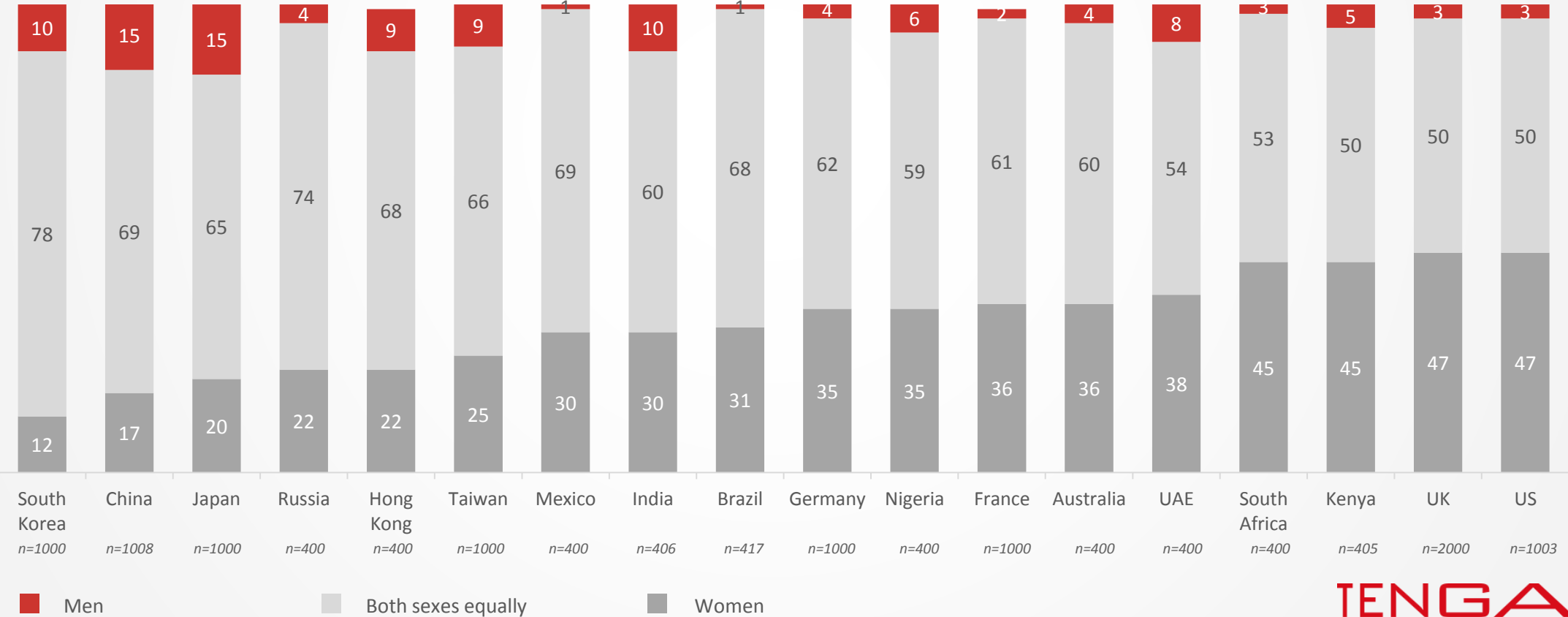
% who said Yes



Global Comparison: Perceptions on Sex Toys and Gender

Compared globally, UK citizens are among the most likely to think sex toys are more useful for women than for men.

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



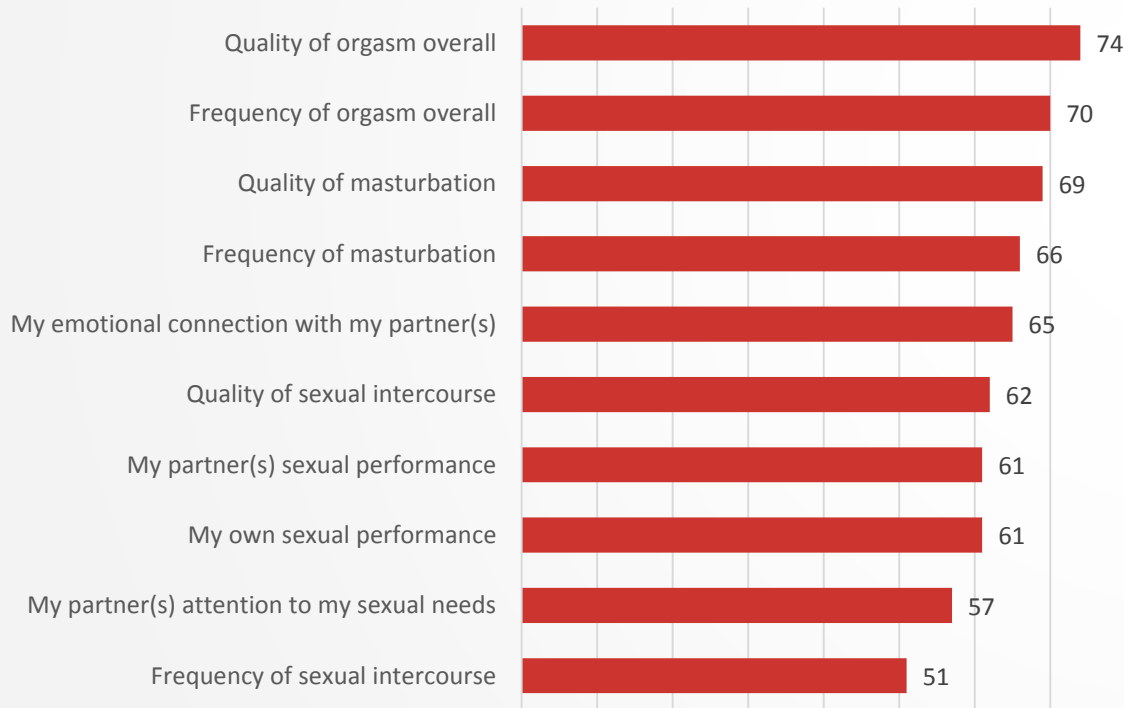
UK Sex Life Evaluation

UK citizens have been most satisfied with the quality and frequency of their orgasms, but they value emotional connections with their partners and quality of sexual intercourse the most.

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

% who are Very / Somewhat satisfied

n=2000



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

Showing ranking of average rank

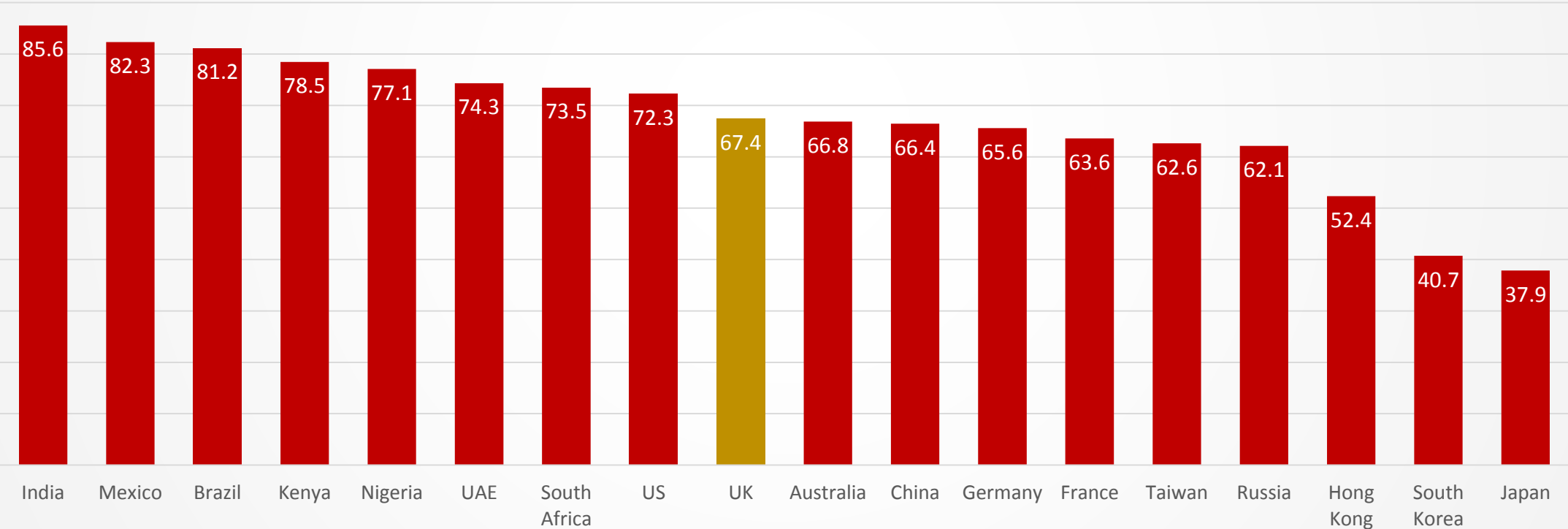
n=2000

1. My emotional connection with my partner(s)
2. Quality of sexual intercourse
3. My partner(s) attention to my sexual needs
4. Quality of orgasm overall
5. My own sexual performance
6. My partner(s) sexual performance
7. Frequency of sexual intercourse
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, the UK ranks in the middle 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.

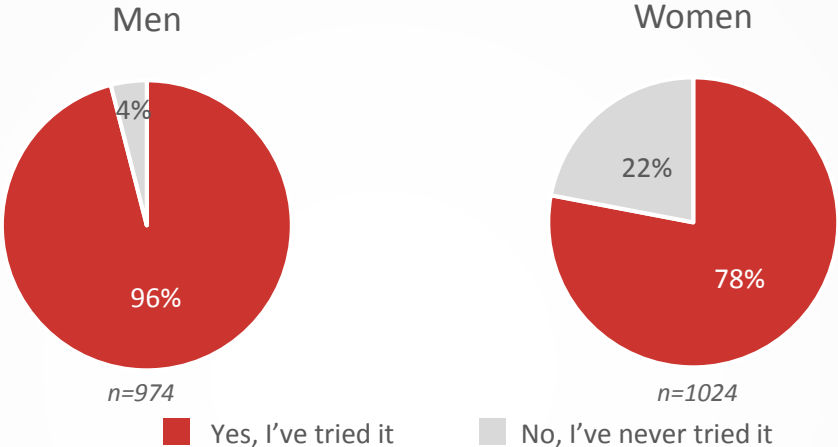


Masturbation Behaviors and Attitudes

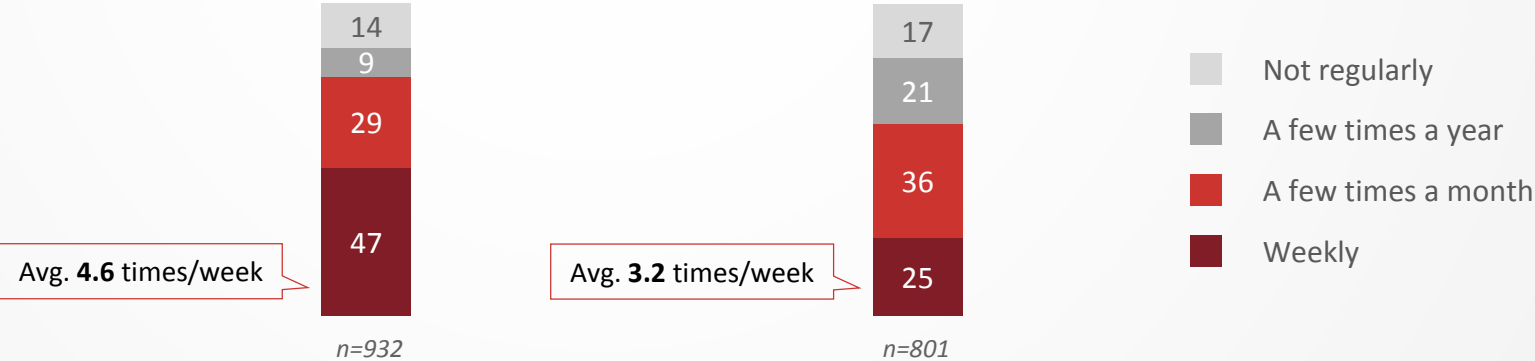
Masturbation in the UK by Gender

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

Q: Have you ever tried masturbating?

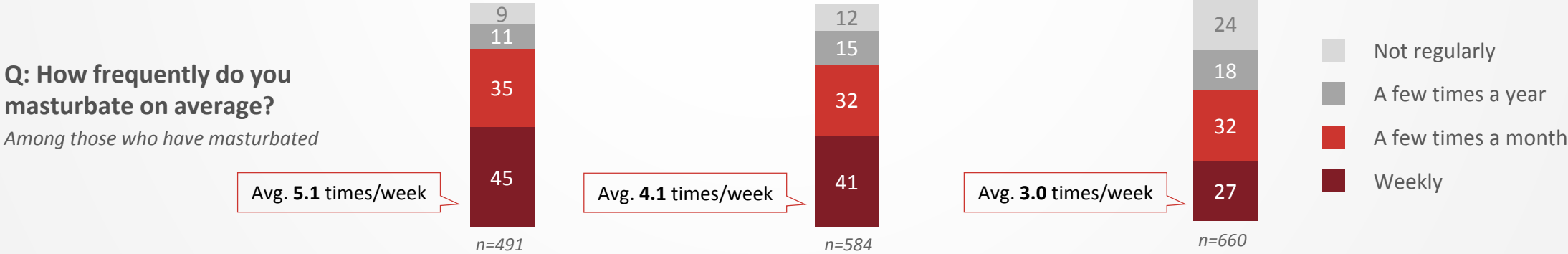
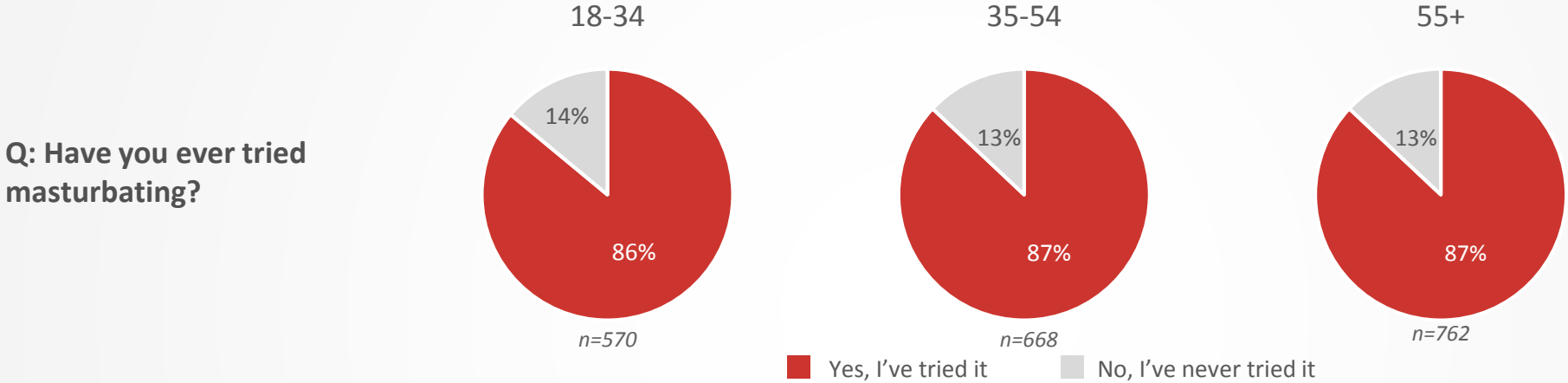


Q: How frequently do you masturbate on average?
Among those who have masturbated



Masturbation in the UK by Age

Percentage of those who have tried masturbating in the UK is nearly identical across age groups, though frequency decreases with age.

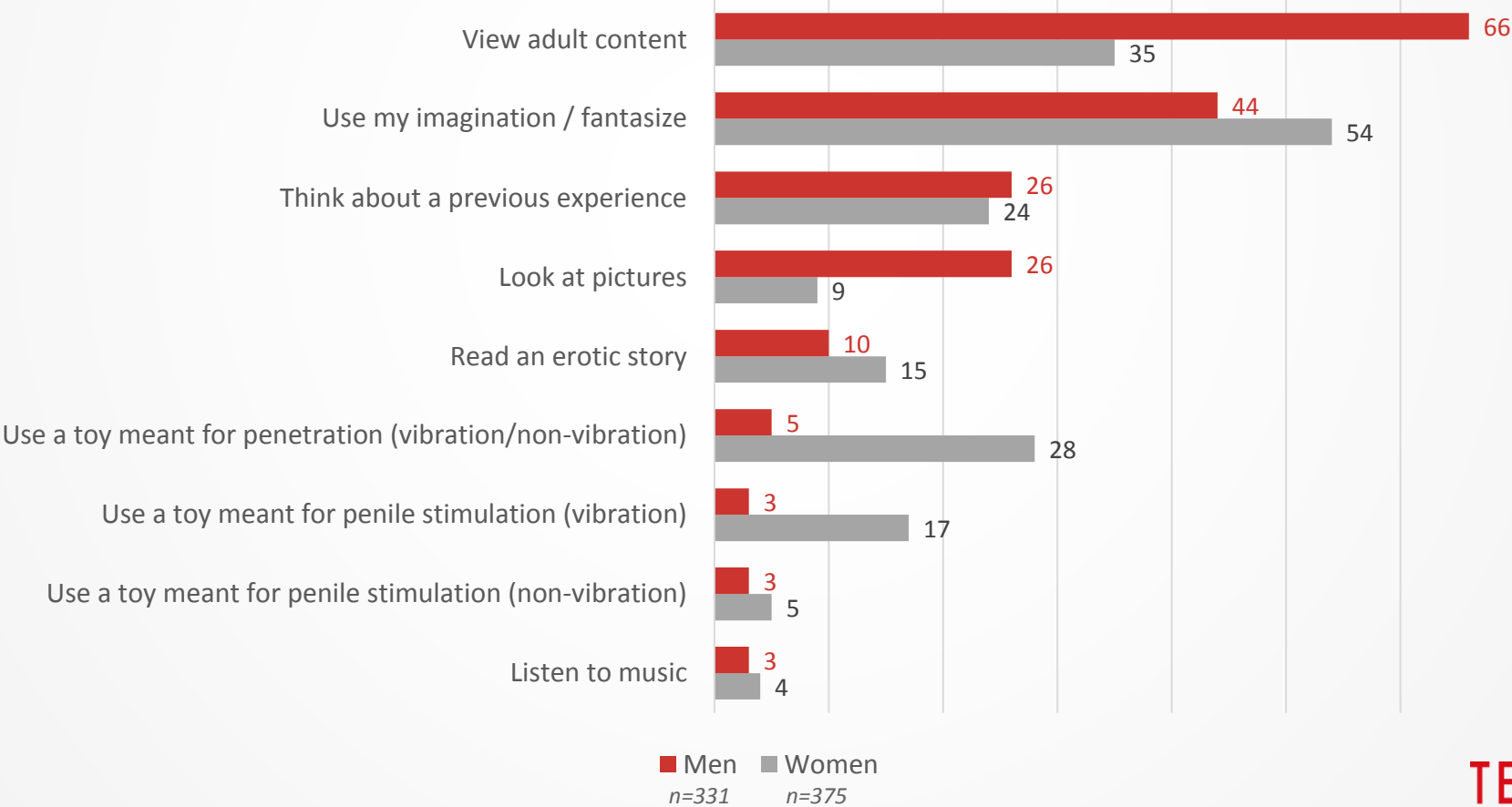


Masturbation Routines by Gender

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

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

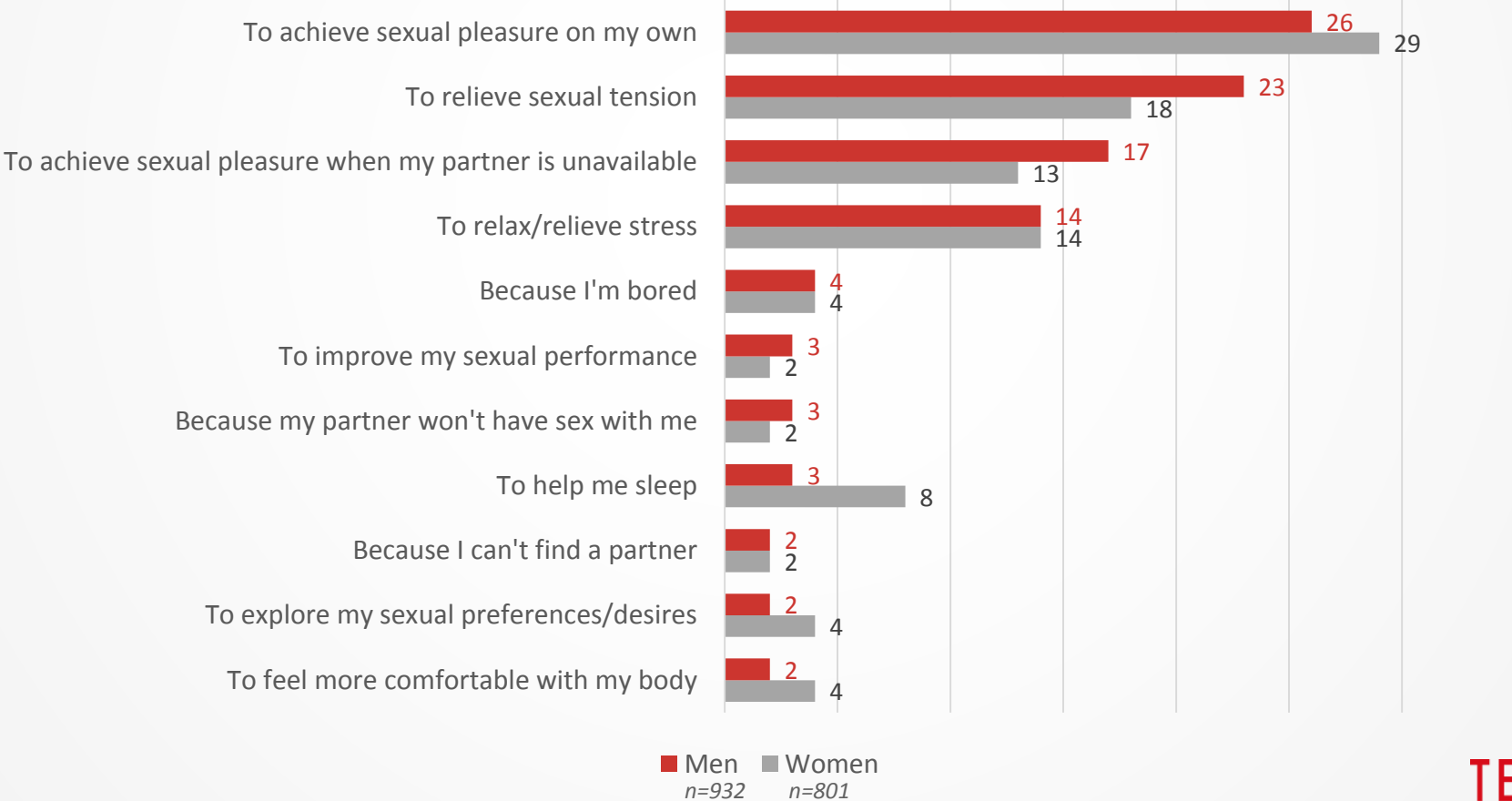
Among those who have a regular masturbation routine



Why Do UK Citizens Masturbate?

Among those who have masturbated, the reasons why across genders are similar: achieving pleasure on ones own, relieving sexual tension, and relieving stress. UK women more likely than men to masturbate to help them sleep.

Q: Why do you generally masturbate?



Why Don't UK Citizens Masturbate?

Reasons for not masturbating include preferring a partnered experience, fear of someone walking in, and not wanting to masturbate too much. Women more likely to say they don't feel comfortable touching themselves.

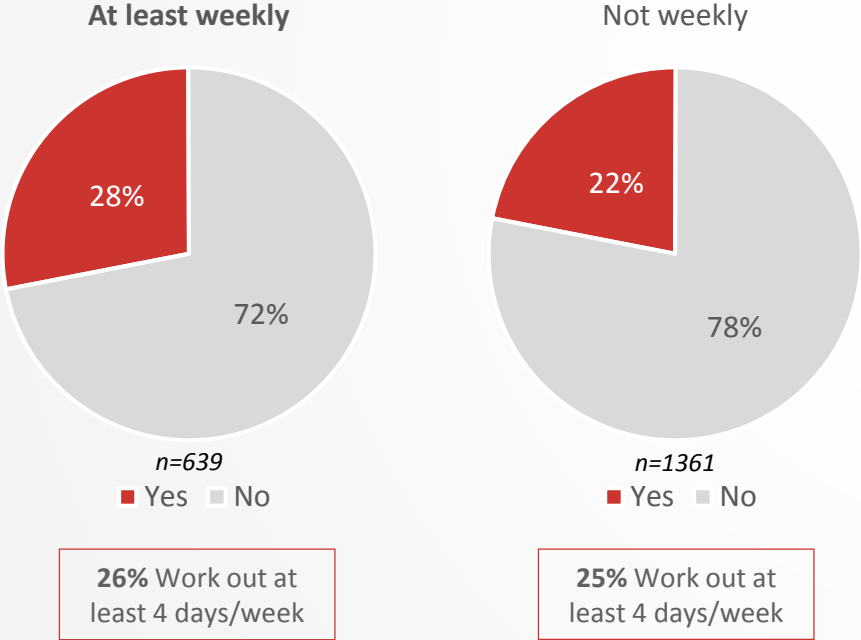
Q: What reason(s) have prevented you from masturbating?



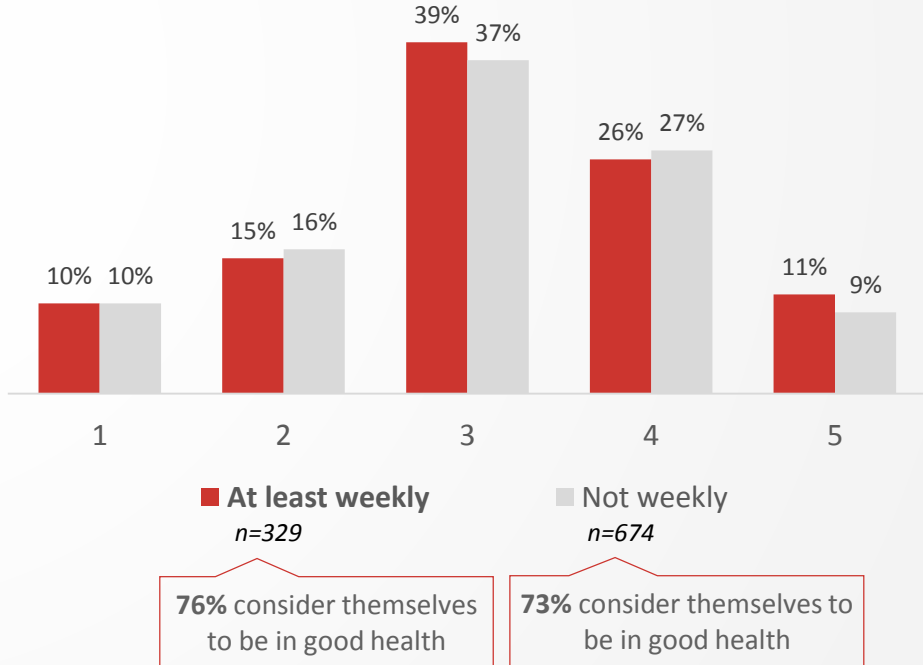
Masturbate Weekly vs. Less Frequent

Those who masturbate weekly are slightly more likely to feel positive about their bodies. They report similar self-confidence as those who don't masturbate weekly.

Q: Do you think you have a beautiful body?



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

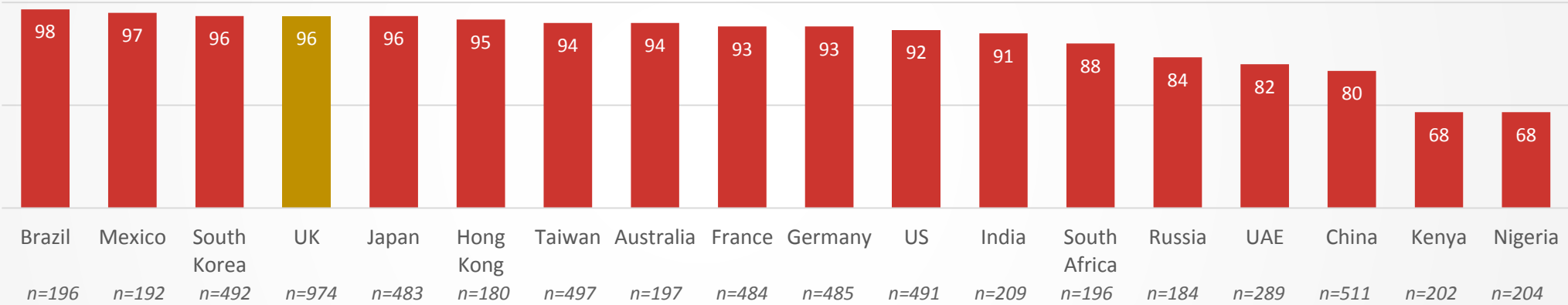


Global Comparison: Who Has Tried Masturbating?

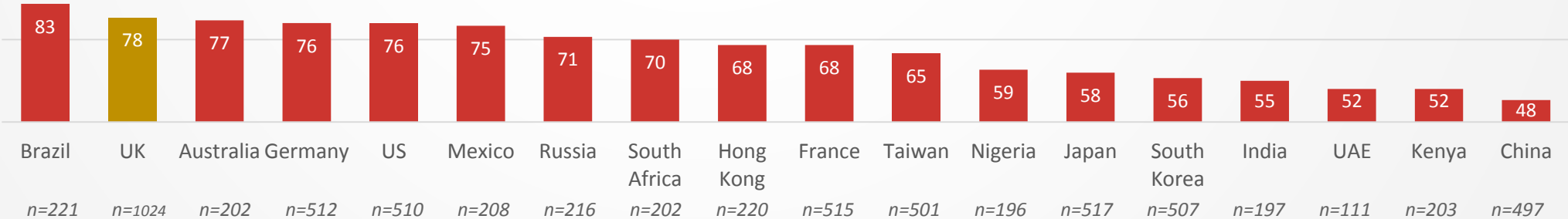
96% of UK men and 78% of UK women have tried masturbating, a high proportion of both when compared globally.

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

Men



Women

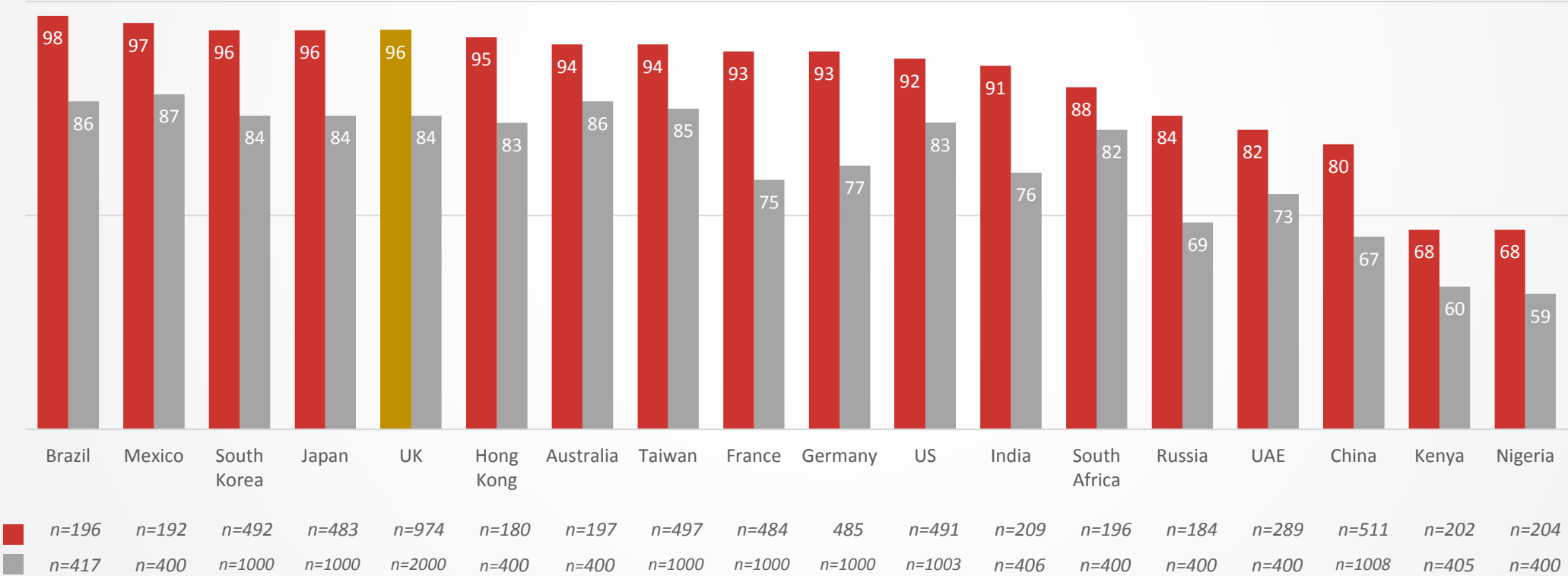


Global Comparison: Who Has Tried Masturbating?

Around the world, people think less men masturbate than actually do. In the UK, 96% of men reported masturbating, but the average estimate was 84%.

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

■ **Q: What percentage of men do you think masturbate?**
Average % estimated by each country

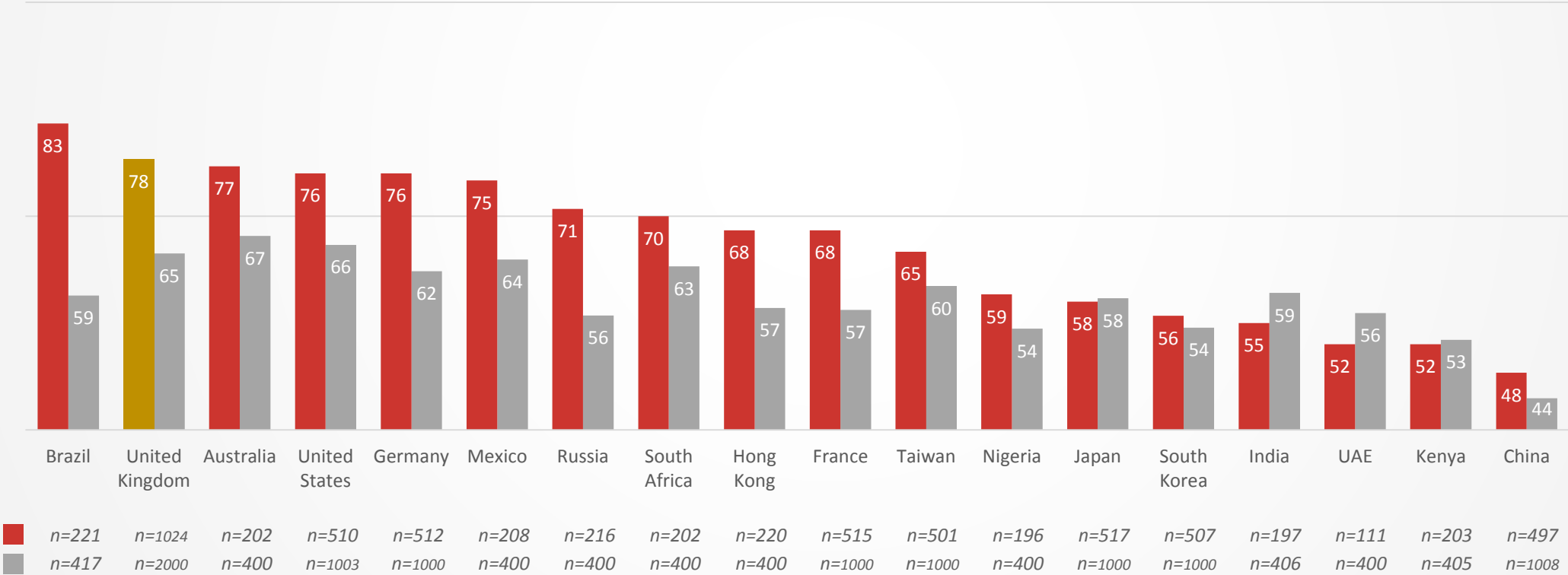


Global Comparison: Who Has Tried Masturbating?

Similarly, 78% of UK women report having masturbated, where as the average estimate among UK citizens was 65%, a wide discrepancy.

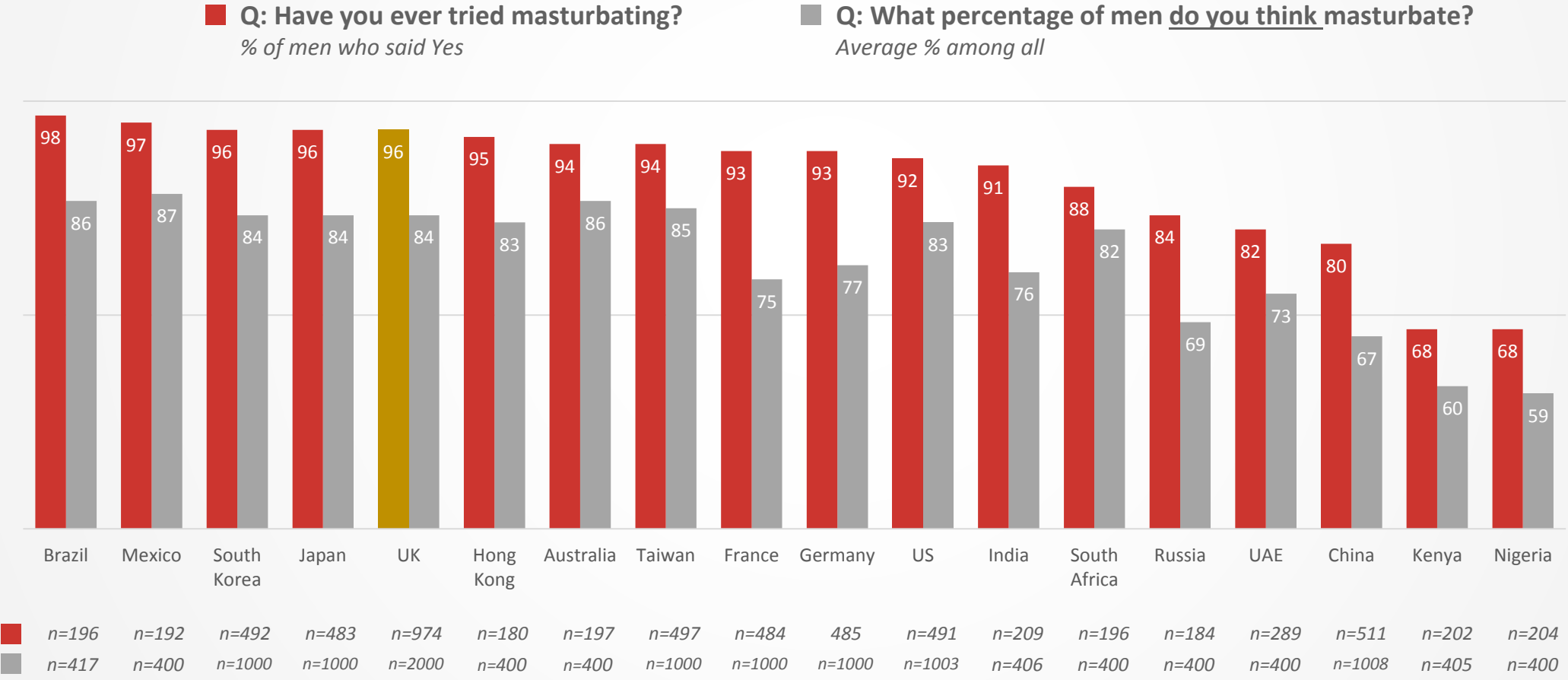
■ Q: Have you ever tried masturbating?
% of women who said Yes

■ Q: What percentage of women do you think masturbate?
Average % estimated by each country



Global Comparison: Who Has Tried Masturbating?

Around the world, people think less men masturbate than actually do. In the UK, the estimate of how many men masturbate is 84% vs. 96% in reality.

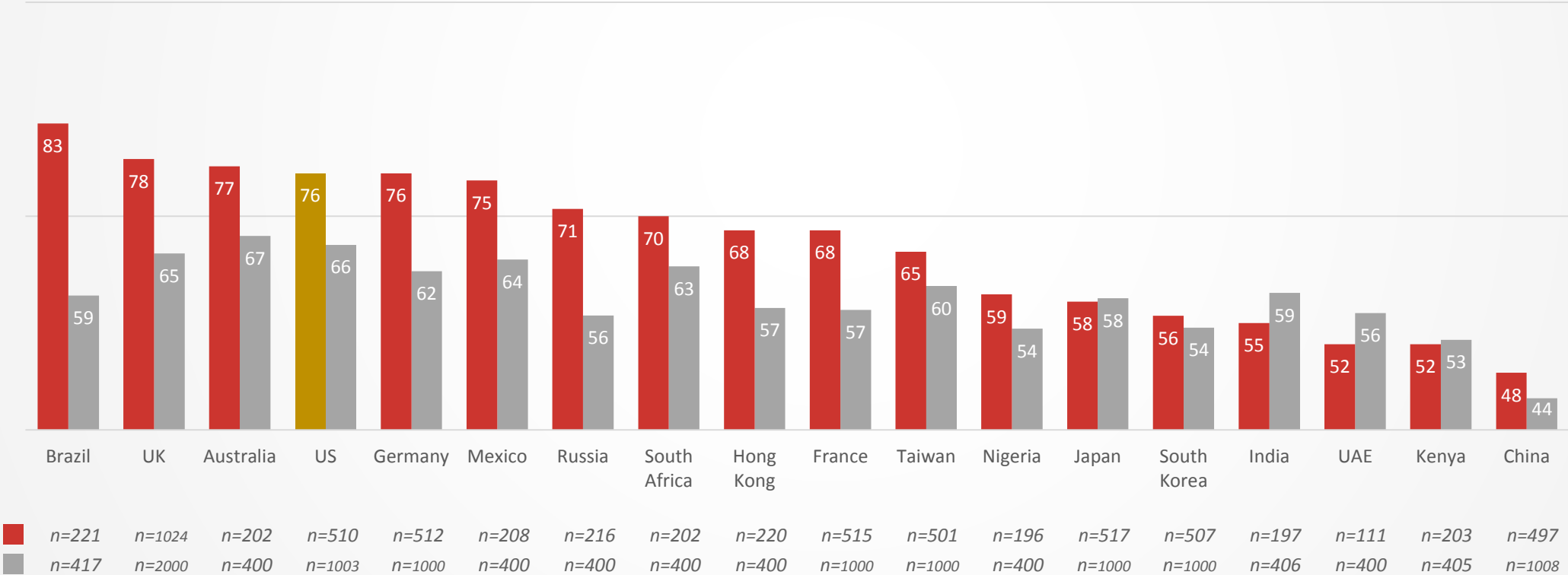


Global Comparison: Who Has Tried Masturbating?

Similarly, estimates of how many women masturbate is generally lower than reality. This discrepancy is far greater in certain countries than others.

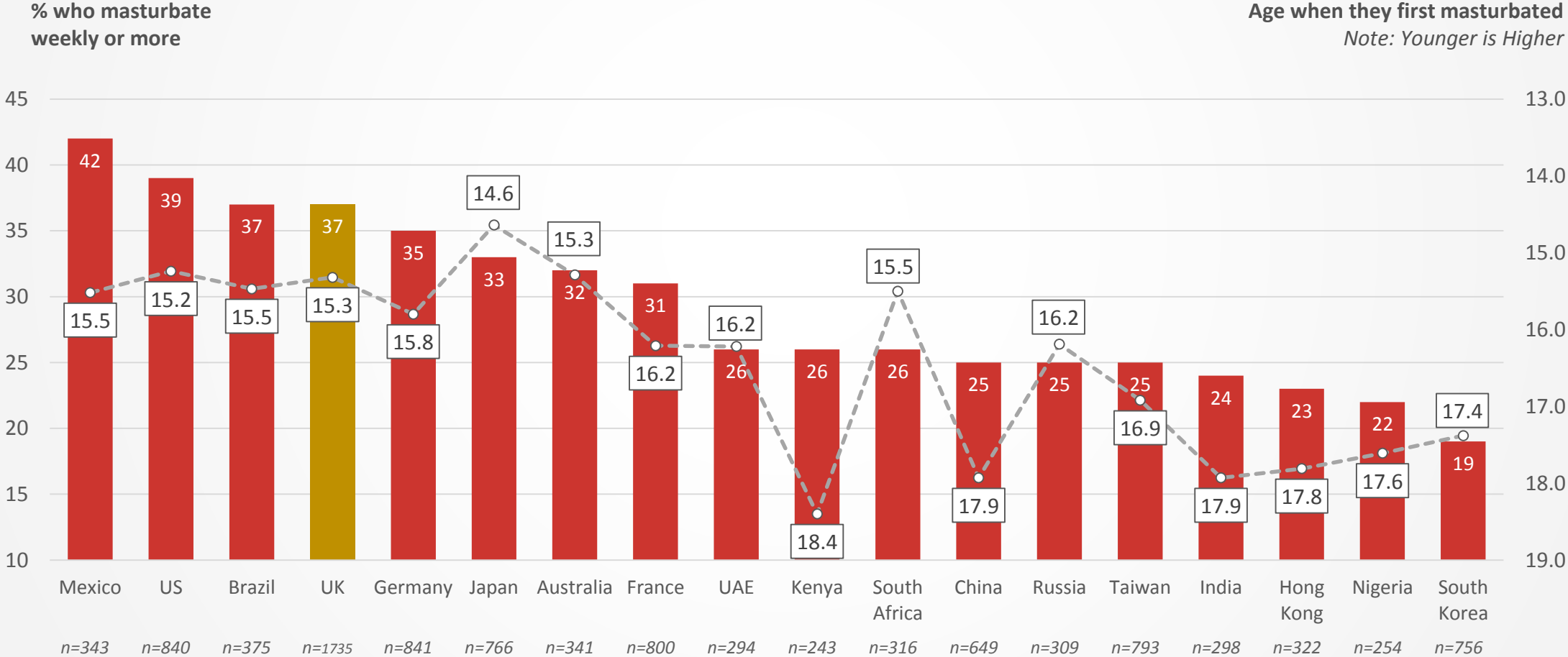
■ **Q: Have you ever tried masturbating?**
% of women who said Yes

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



Global Comparison: Masturbation Frequency and Age First Tried

Among those who masturbate, 37% of UK citizens do so weekly. Across countries, the average age when people started masturbating correlates to the frequency with which they masturbate.

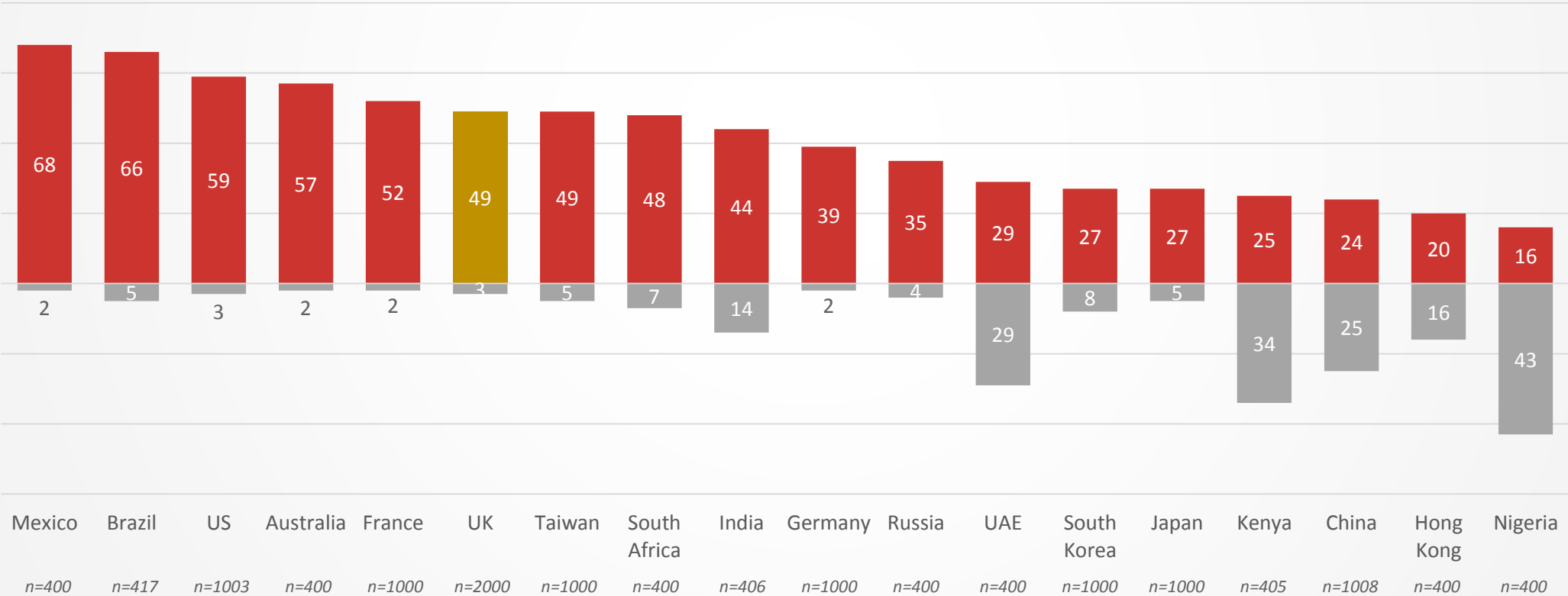


Global Comparison: Is Masturbation Good for Your Health?

Compared globally, UK citizens have fairly positive views of masturbation—just about half (49%) believe it’s good for your health.

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

■ Good for your health
■ Bad for your health



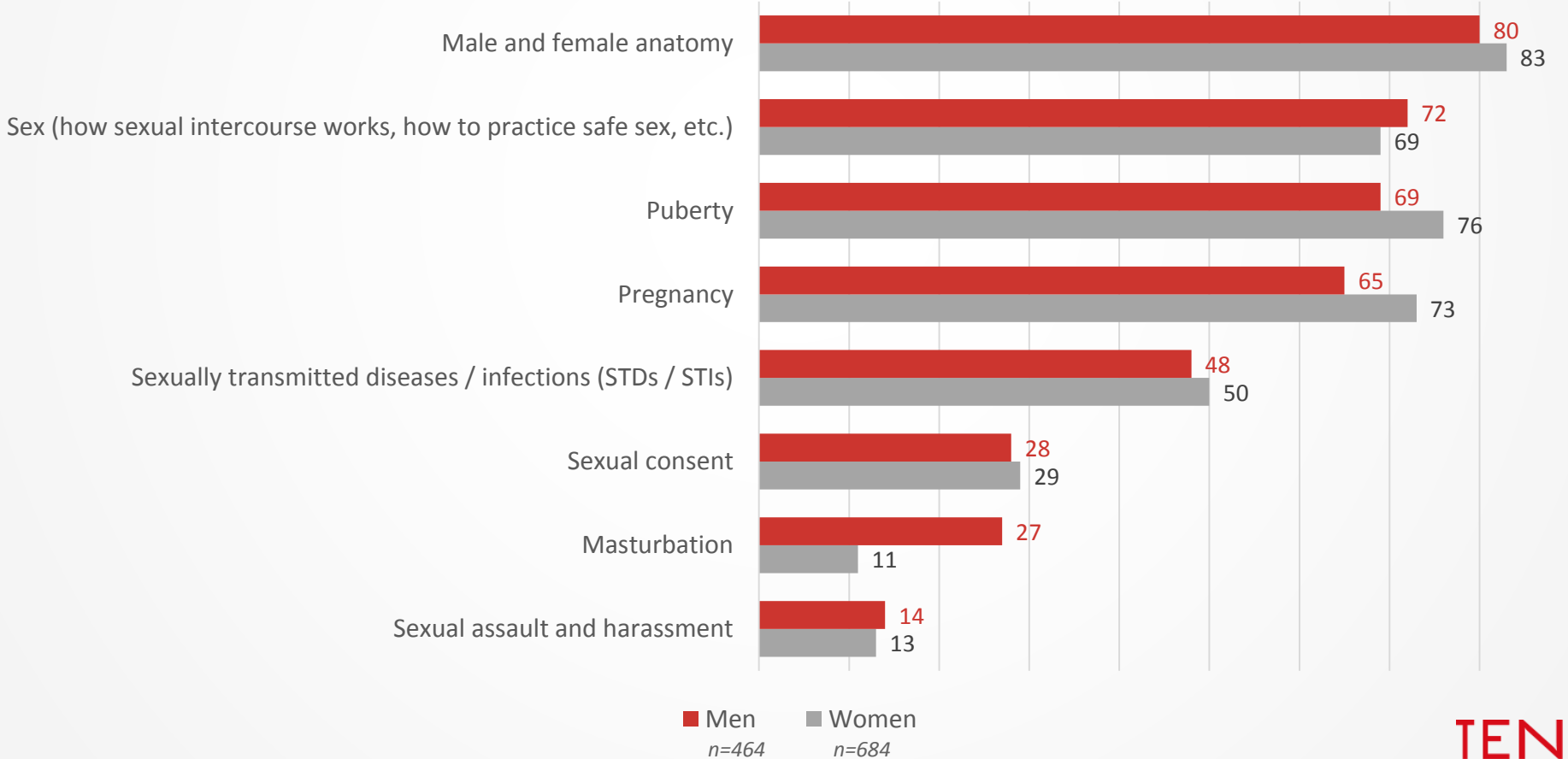
Sex, Masturbation, and Society

What do UK Citizens Learn in Sex Ed? (by Gender)

Very few UK men and women report having learned about masturbation as part of their sexual education—27% of men, 11% of women.

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

Among those who had sexual education

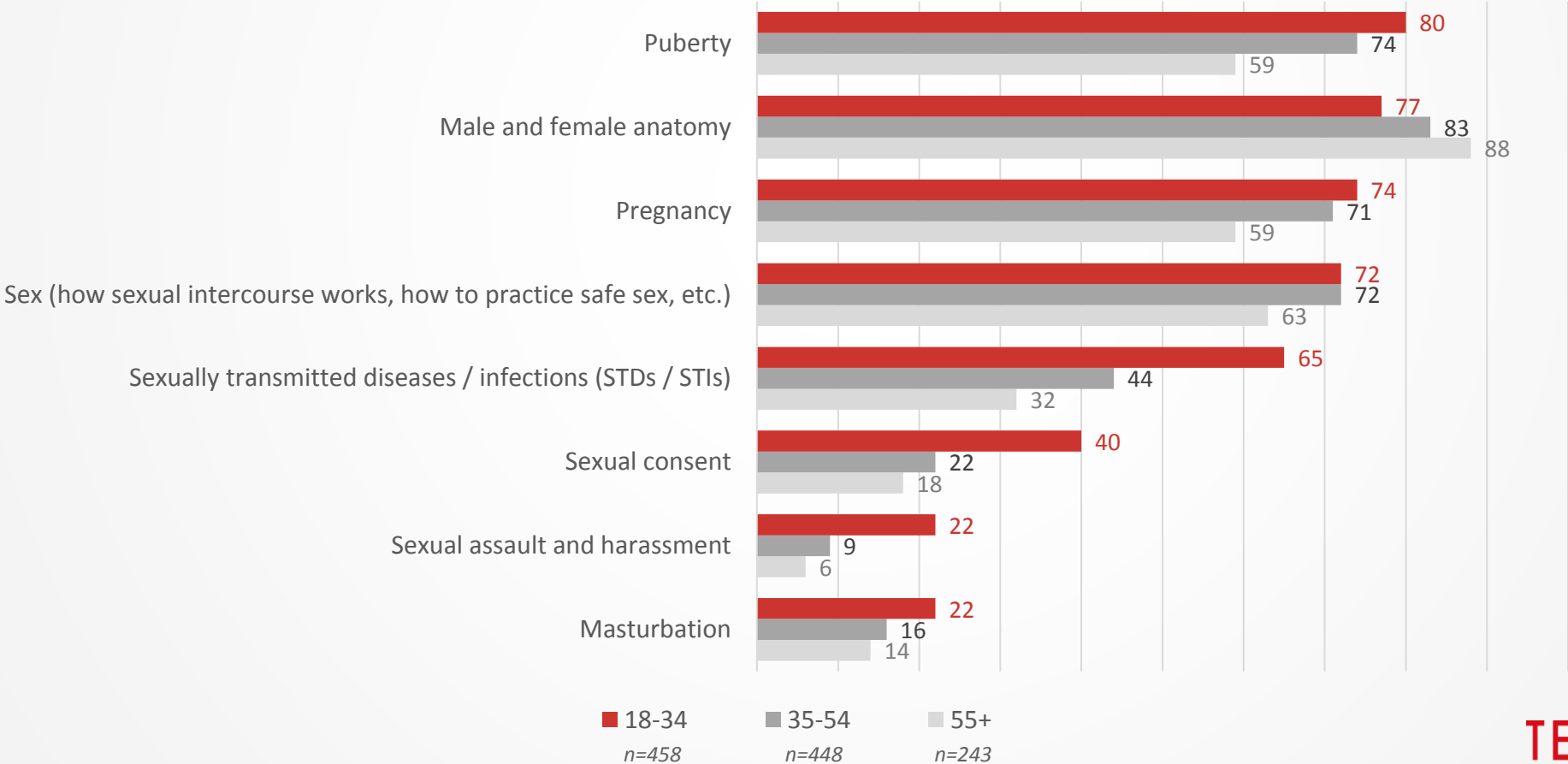


What do UK Citizens Learn in Sex Ed? (by Age)

Younger UK citizens are far more likely to have learned about STDs/STIs, sexual consent, and sexual assault and harassment than older age groups.

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

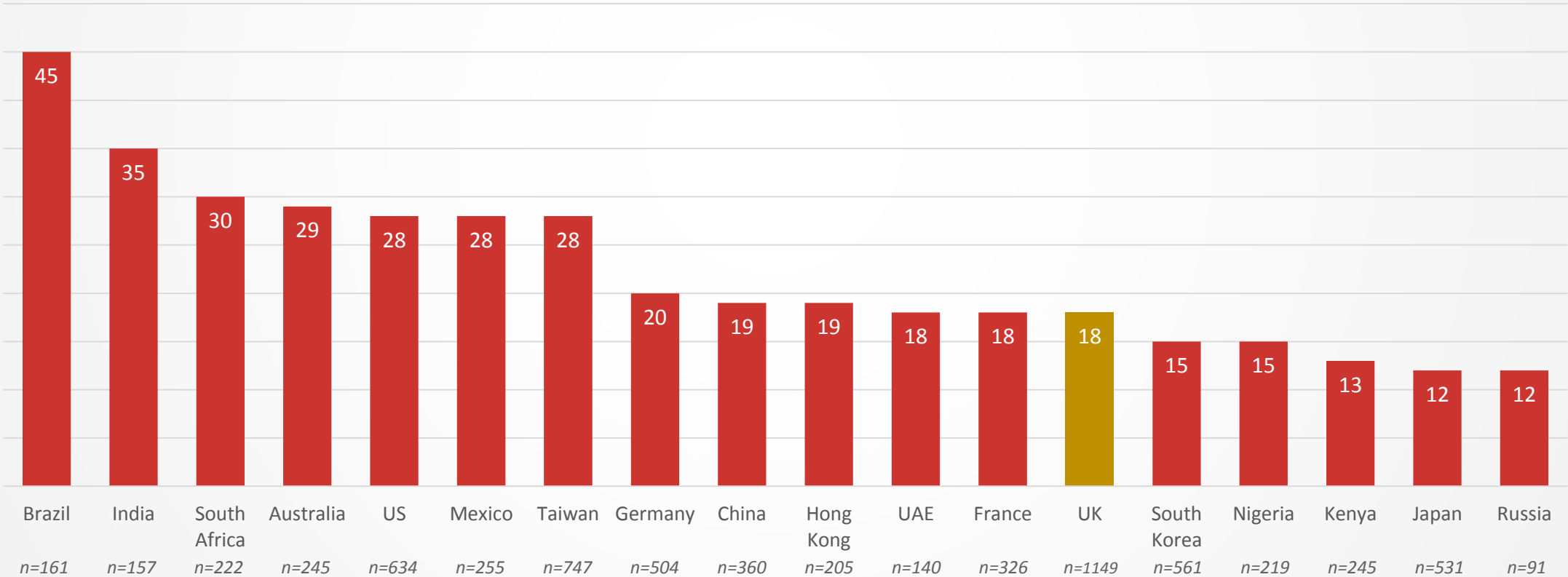
Among those who had sexual education



Global Comparison: Was Masturbation Part of Sex Ed?

Compared globally, very few in UK learn about masturbation as part of sex education, though the number is inline with other European countries.

Q: Which of the following topics were covered as part of your sex education program?
Showing % of men who said masturbation

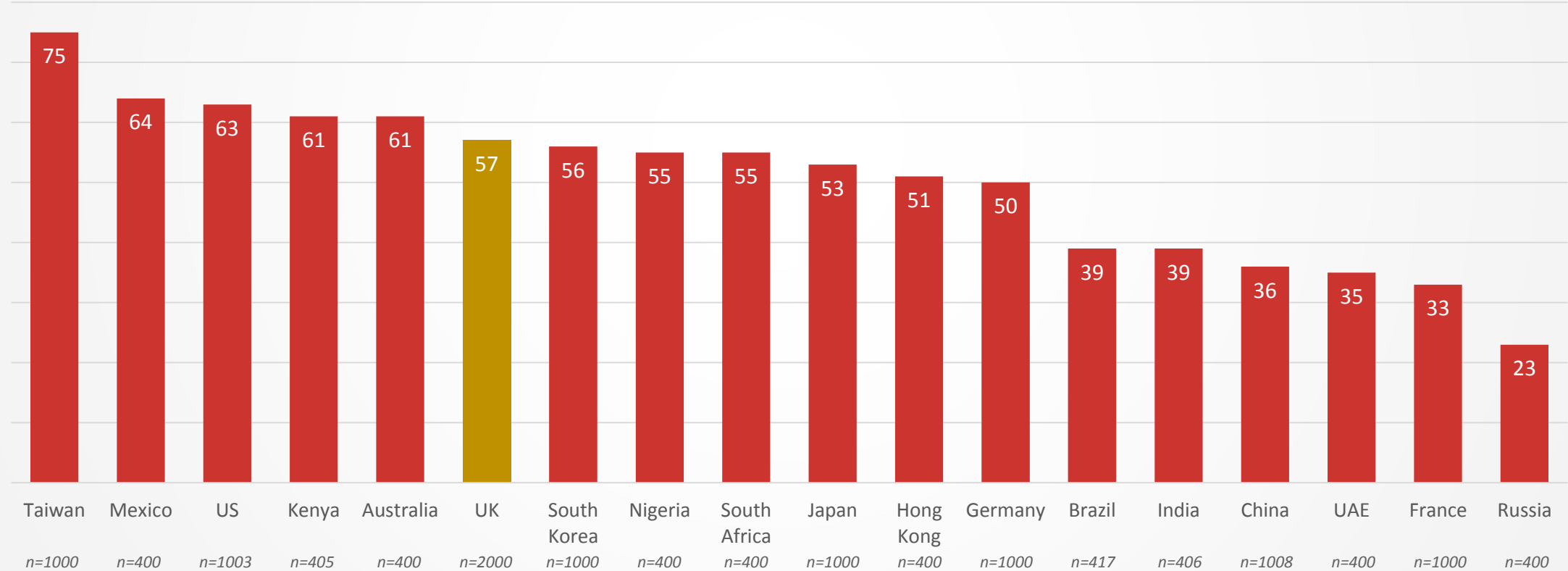


Global Comparison: Who Received Sex Ed?

Over half (57%) of UK citizens say they received sex education as a child or teenager.

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

Showing % who said Yes

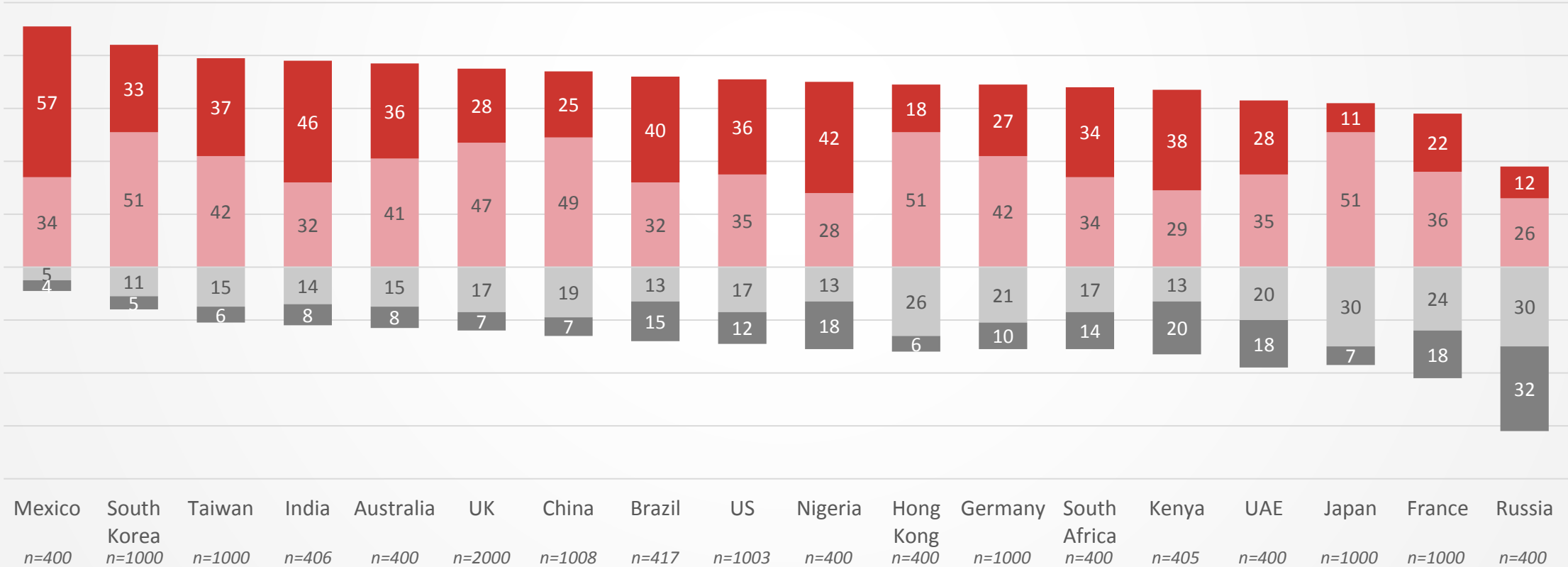


Global Comparison: Views on Masturbation in Sex Ed

Though not many UK citizens were taught about masturbation in sex education, many do believe that masturbation should be part of sexual education.

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 disagree
- Somewhat agree
- Strongly disagree

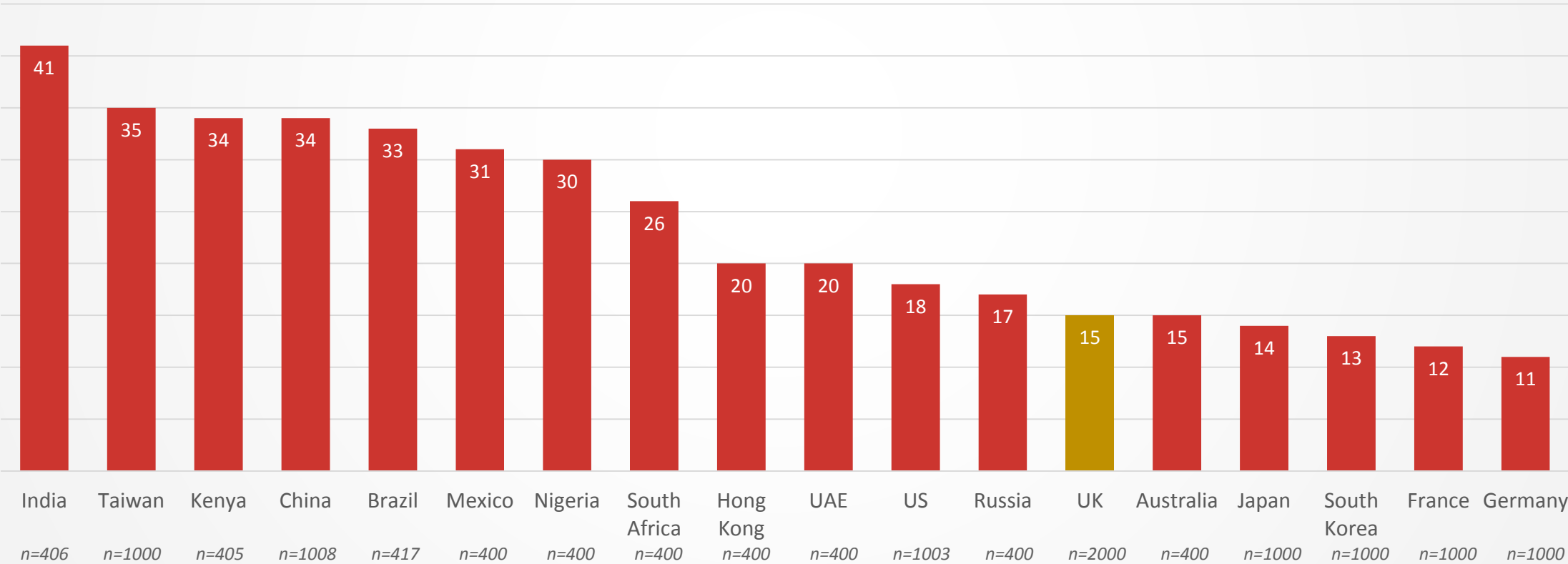


Global Comparison: Views on Talking About Masturbation

UK citizens, compared globally, are among the least likely to think it's important to talk about masturbation with people they are close with. This is similar to other European countries (France, Germany).

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

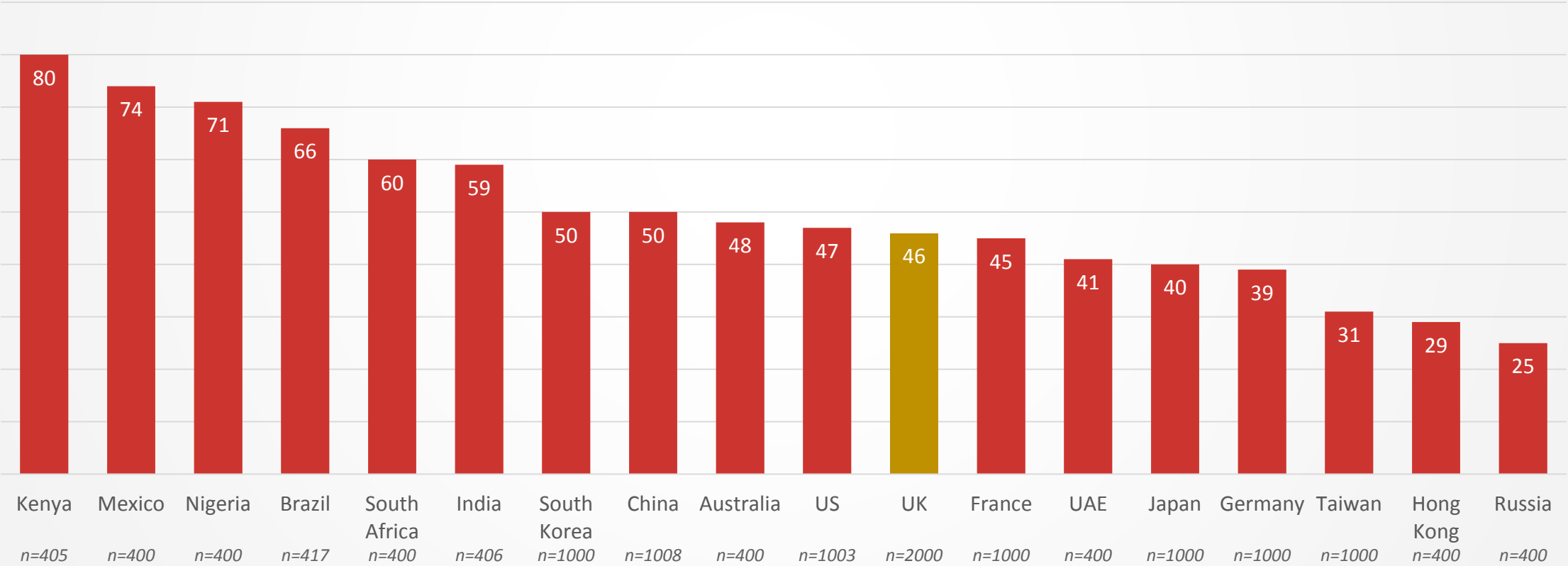
Showing % who said Yes



Global Comparison: Would Society Benefit from More Openness?

Similarly, less than half of UK citizens (46%) 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

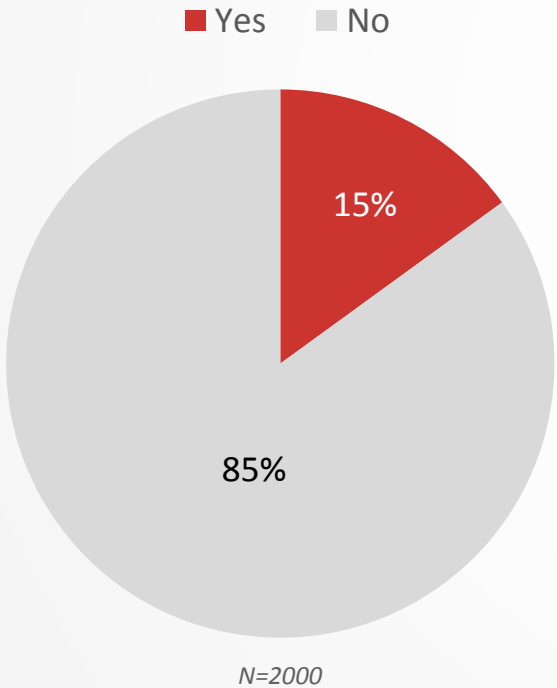


Appendix

Masturbation: On Transportation, Partnered

15% of UK Citizens say they've masturbated while on transportation.

Q: Have you ever masturbated while on a mode of transportation?



Q: Earlier, you said you've watched your partner masturbate. What was the main reason you chose to do so?
Among those who said they've watched their partner masturbate

