



TENGA

2020 SELF-PLEASURE REPORT

Sexual and Self-Pleasure Behaviors and Attitudes in France

Prepared by PSB Insights
June 9, 2020

INTRODUCING THE TENGA 2020 SELF-PLEASURE REPORT

TENGA is committed to elevating the global conversation around masturbation, tackling its myths and stigmas, while celebrating self-pleasure in our lives.

The innovative sexual wellness company that creates sex toys for men and women, is pleased to announce the findings of its fifth-annual TENGA Self-Pleasure Report, which highlights the surprising role masturbation, sex and sex toys play in people's lives around the world.

This study is one of the largest of its kind and includes the insights gathered from over 5,000 respondents surveyed across five countries, including The United States, United Kingdom, Germany, France and Spain.

In celebration of the 25th anniversary of Masturbation May, this year's study goes beyond simply measuring attitudes and perceptions around masturbation and sexual behaviors; it also explores the connection between pleasure – received from oneself or during sex – and its impact on physical, emotional, and societal well-being.

We hope you learn about the amazing power of self-pleasure. Please visit <https://eustore.tenga.co/pages/globalreport> to learn more, and reach out to bcwUSTENGA@bcw-global.com with questions and media inquiries.

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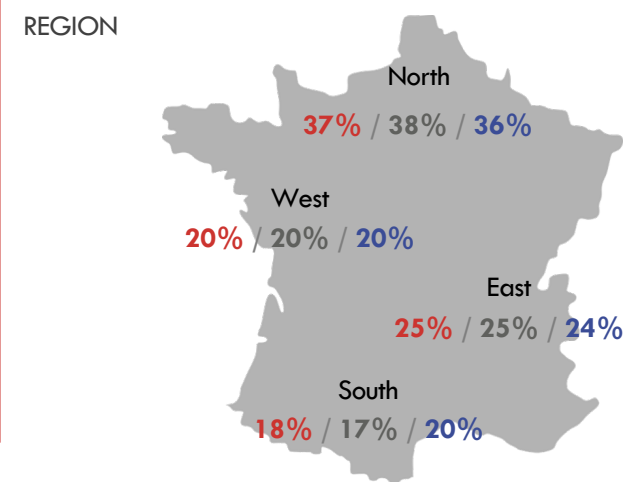
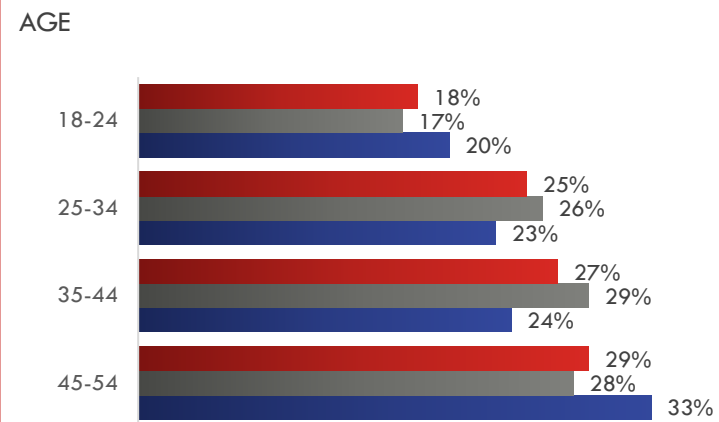
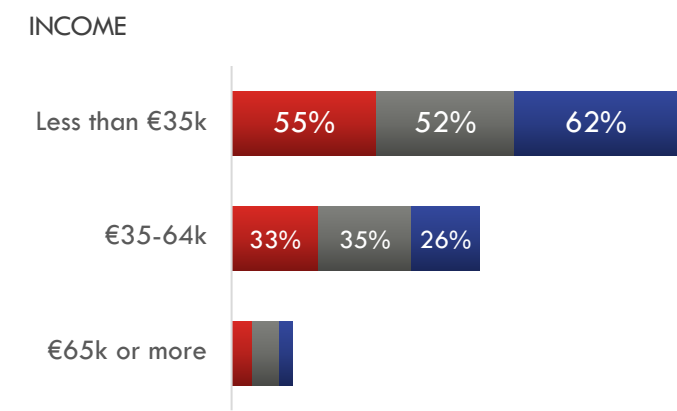
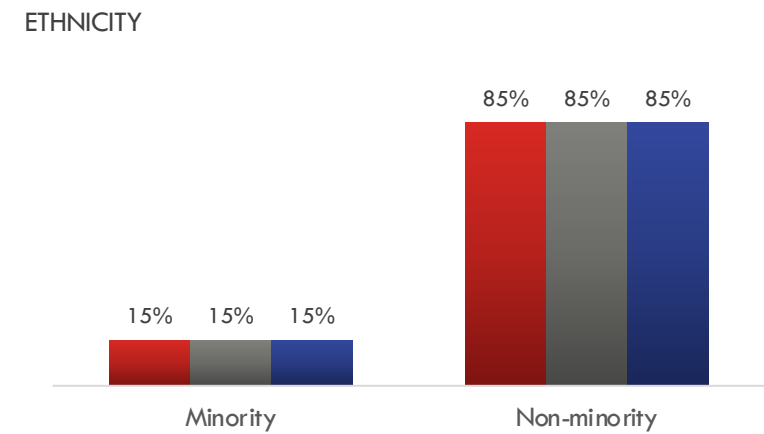
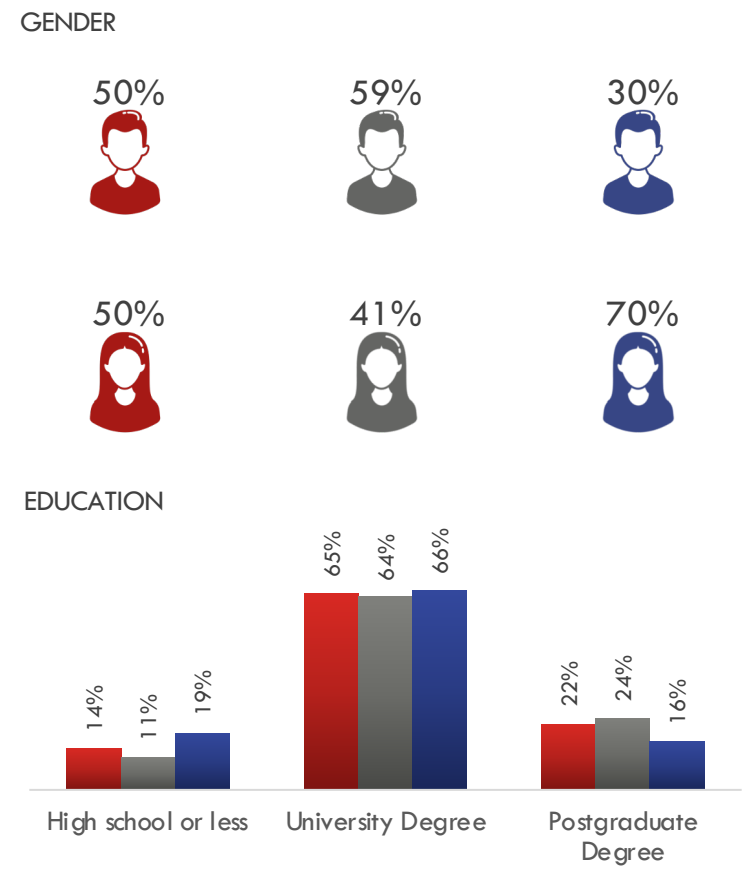
Key Findings

- The French report lower levels of masturbation and sex toy usage compared to other European markets. This lower incidence is almost entirely driven by women.
 - While a majority of French adults masturbate (about 8 in 10), this level is lower than other European markets (ranging from 87-93% in the UK, Germany and Spain). For women, 71% masturbate compared to 80-90% in the UK, Germany and Spain.
 - Most French adults masturbate less than once a week, and a notable proportion (over a quarter) only doing a few times a year or less.
 - Similarly, reported sex toy usage among the French is lower compared to the UK, Germany and Spain (45% vs. 55-57%), mostly due to lower reported usage among French women (45% vs. 63-65% in other European markets).
- Overall, men report higher incidence and frequency of masturbation compared to women.
 - That said, masturbation incidence changes when in a relationship, as men and women report similar levels.
 - A majority of adults who have not masturbated have never considered it, largely driven by the 8 in 10 non-masturbating women who haven't considered it.
 - Many non-masturbating French adults simply feel that it is unnecessary or that they would rather have their partner pleasure them.
 - Men and women have similar reasons to masturbate: to achieve sexual pleasure and satisfy sexual urges. However, men are also likely to report relaxation and boredom as reasons to masturbate.
- Sex toy usage and openness to future purchase have grown in the last two years, although still remaining more muted than in other countries.
 - Among current sex toy users, frequency is relatively low: over half use toys less than once a month.
 - Similar to masturbation overall, a majority of those who have never used sex toys have never considered it. Most feel they simply do not need them.
- Attitudinally, the French see masturbation as positive—especially its impact on mood and health. However, many consider it a private matter.
 - Most French adults have talked openly about sex, but masturbation and sex toys are less openly discussed topics.
 - Gen Z lead their older counterparts in openness to discussion about sex and masturbation, but Millennials are clearly more open to discussing sex toys.
- Fewer than half of French adults have received sexual education, but the trend is positive with increasing likelihood among younger generations.
- COVID-19 had an impact on French adults' masturbation routine and sex toy usage.
 - Nearly half of French adults in a relationship who quarantined *without* their partner or spouse have reported that they are masturbating more often than before.
 - While French men have reported a tendency to increase their masturbation, women tend to have masturbated less.
 - Sex toy usage might see more persistent behavior change: after COVID-19 has passed, most say that they will return to their usual amount of masturbation, but *more* will continue with their higher frequency of sex toy usage.

AUDIENCE PROFILING

Audience Profiling

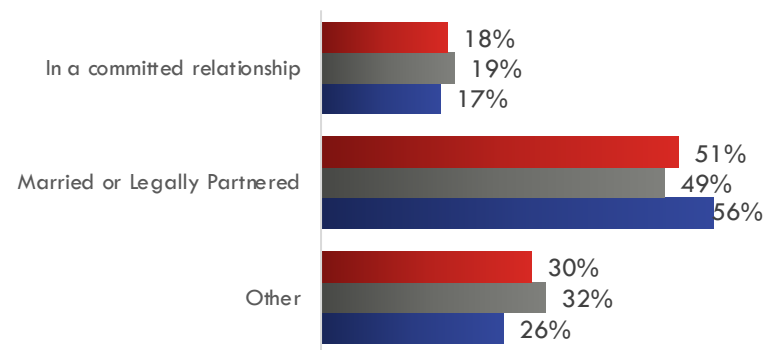
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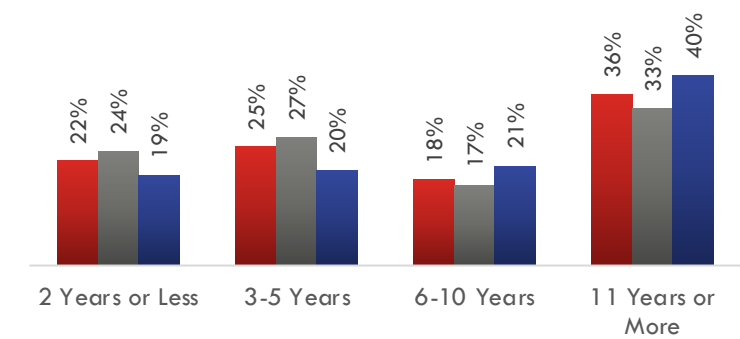
Audience Profiling

Masturbation

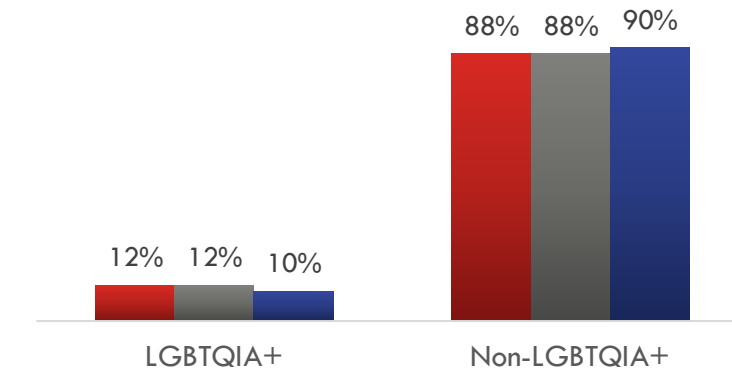
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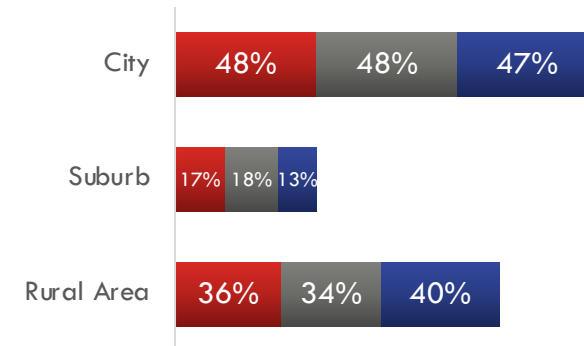
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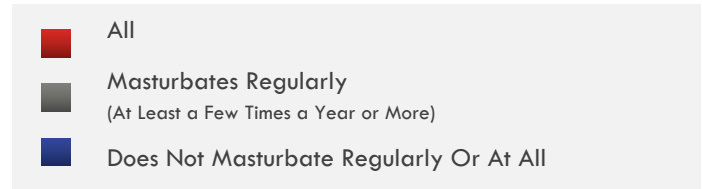
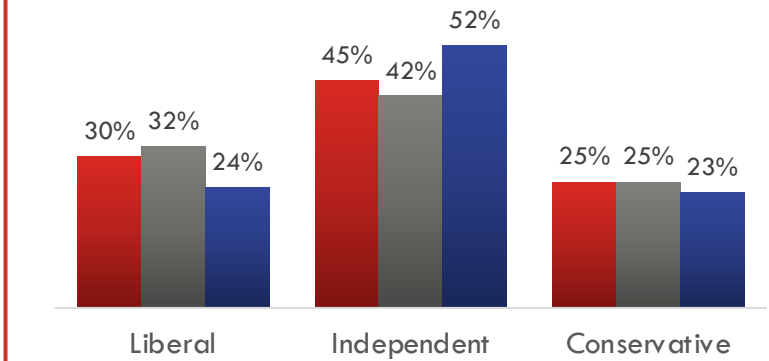
SEXUAL ORIENTATION



LIVING AREA

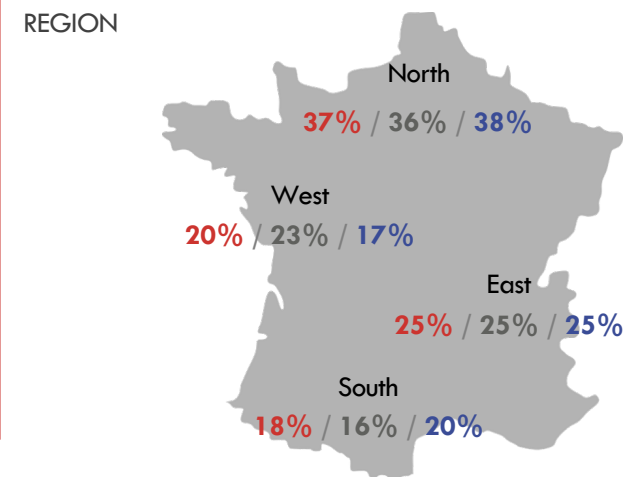
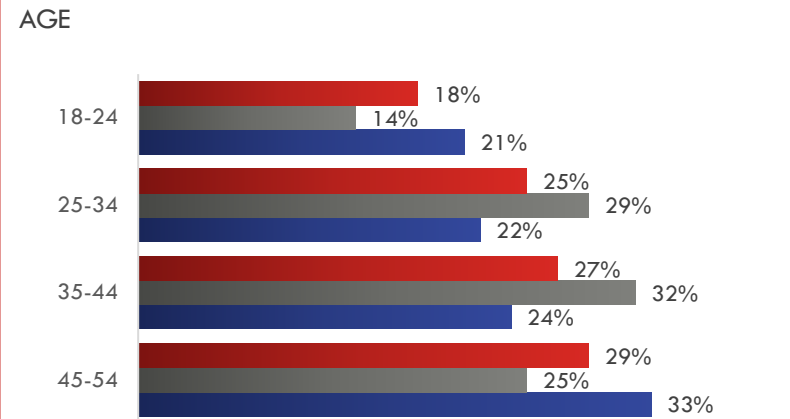
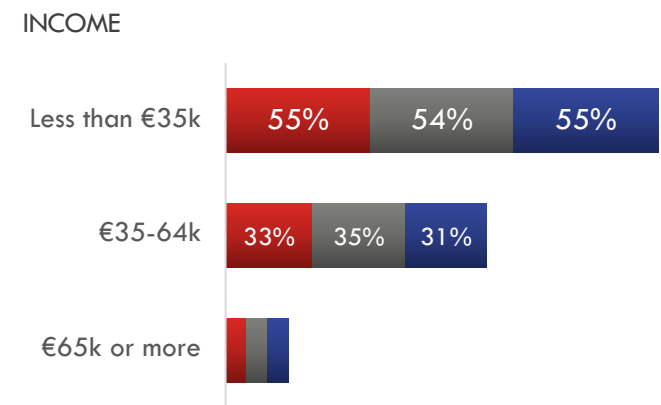
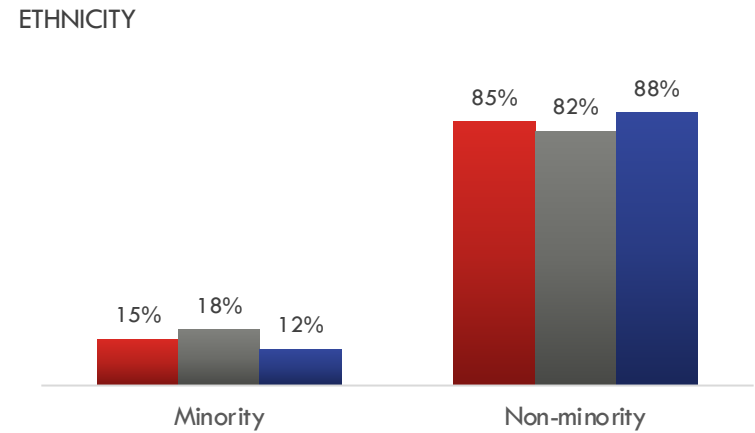


IDEOLOGY



Audience Profiling

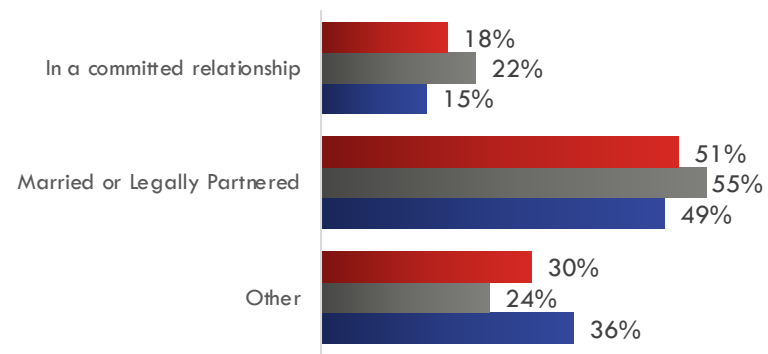
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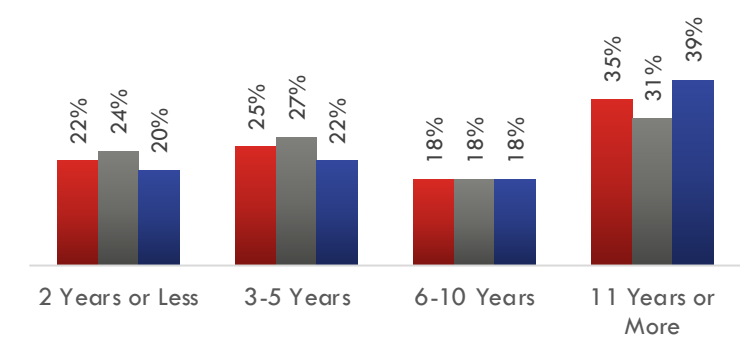
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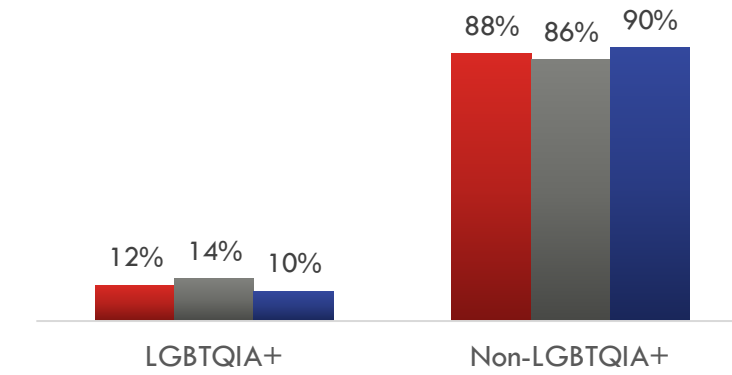
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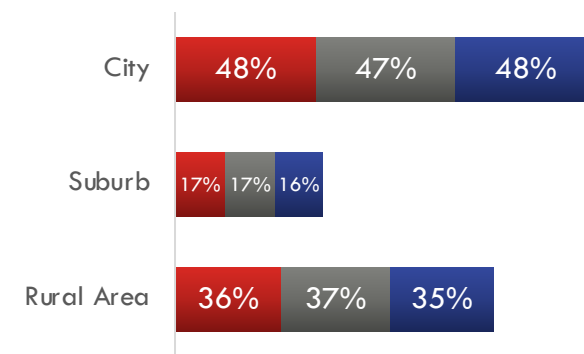
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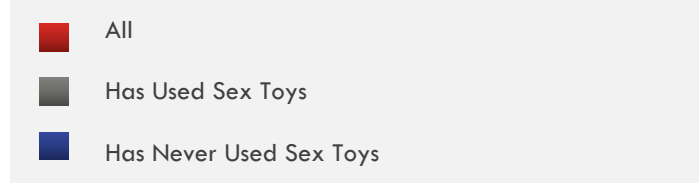
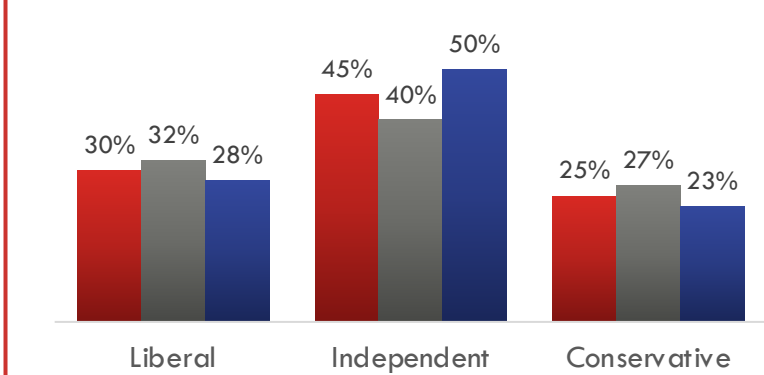
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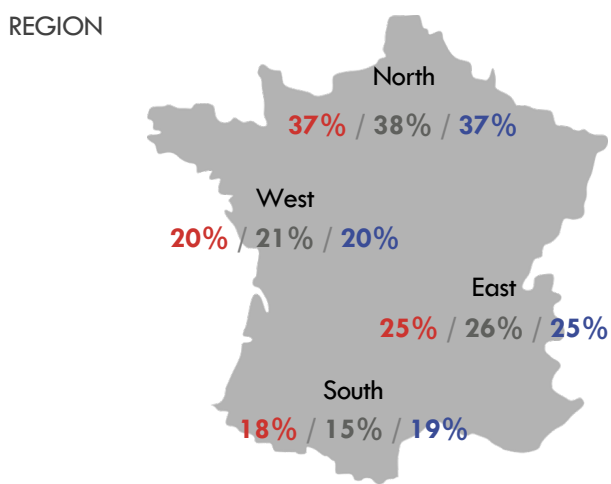
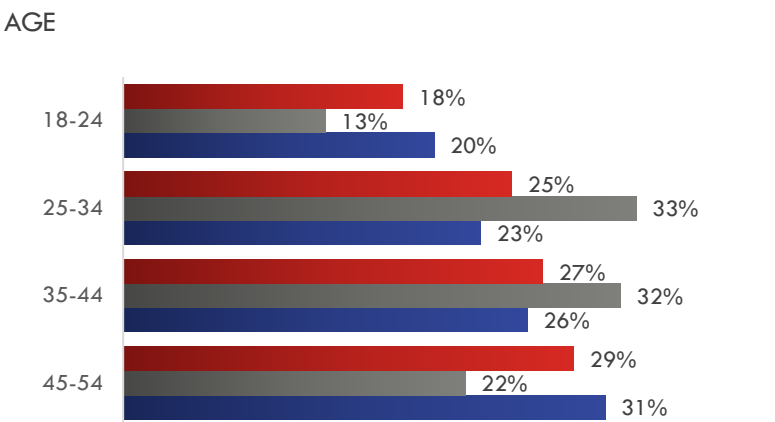
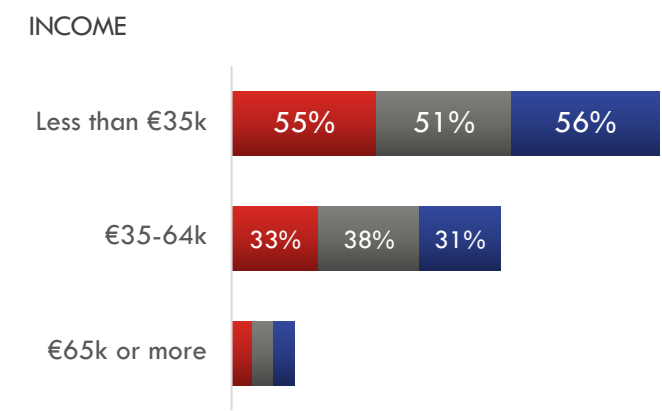
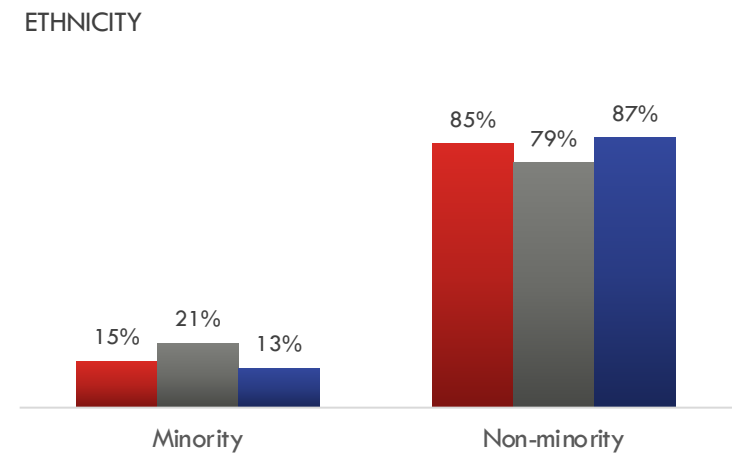
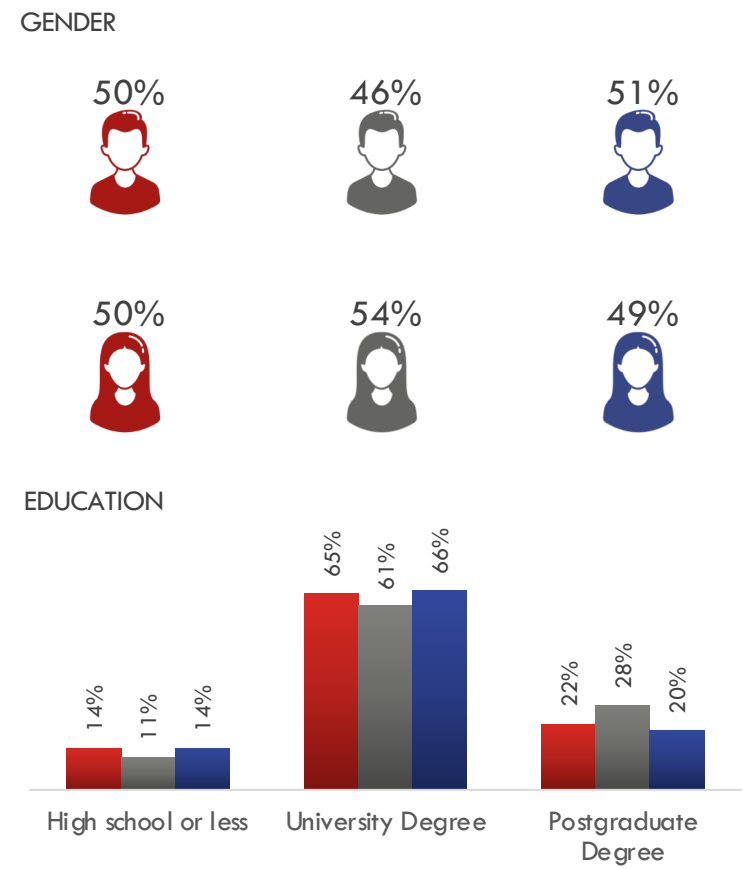


IDEOLOGY



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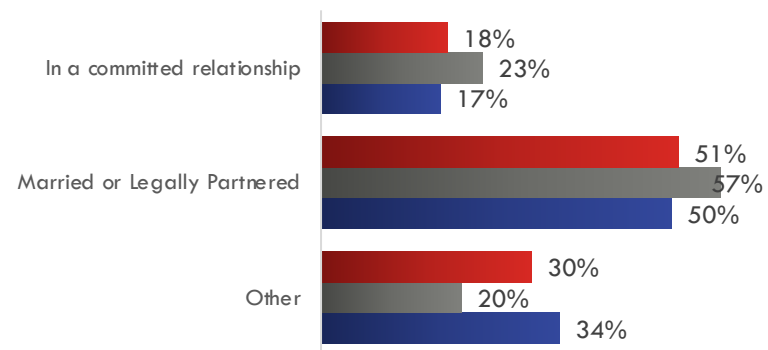
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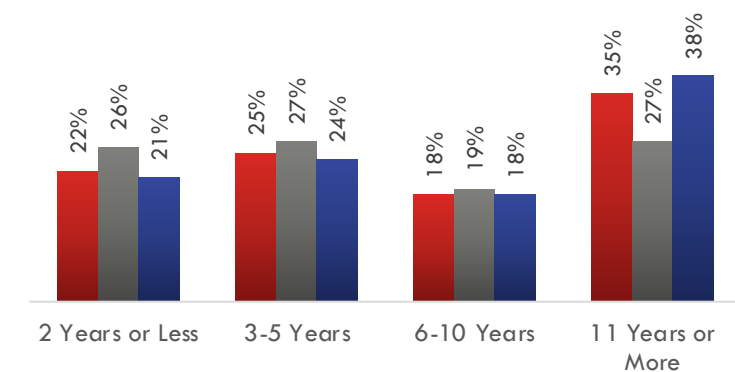
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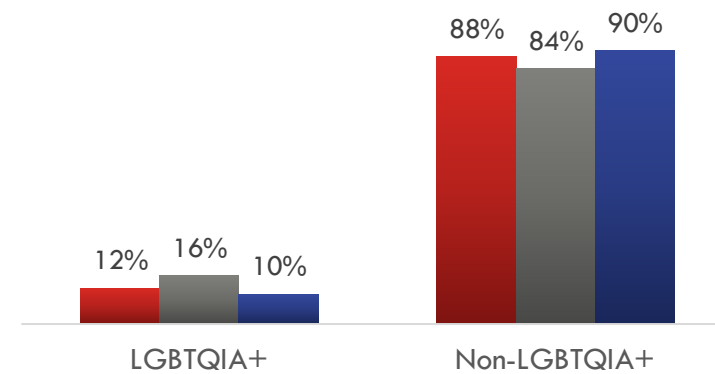
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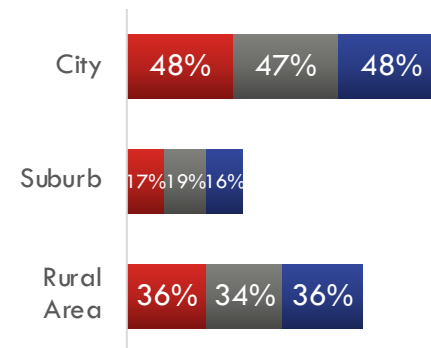
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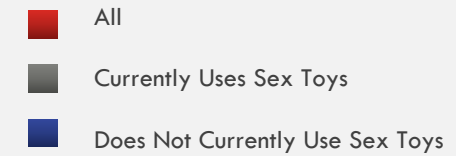
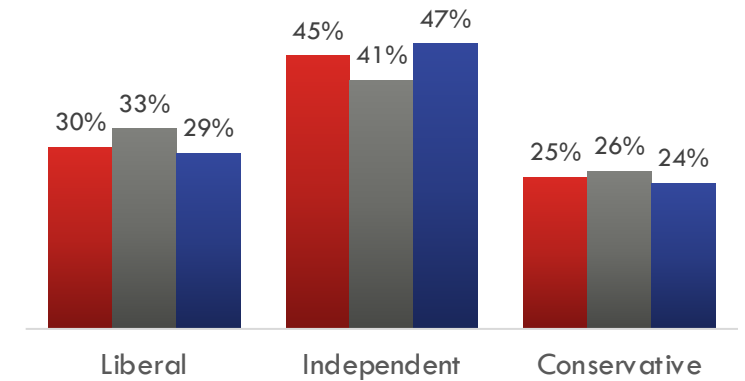
SEXUAL ORIENTATION



LIVING AREA

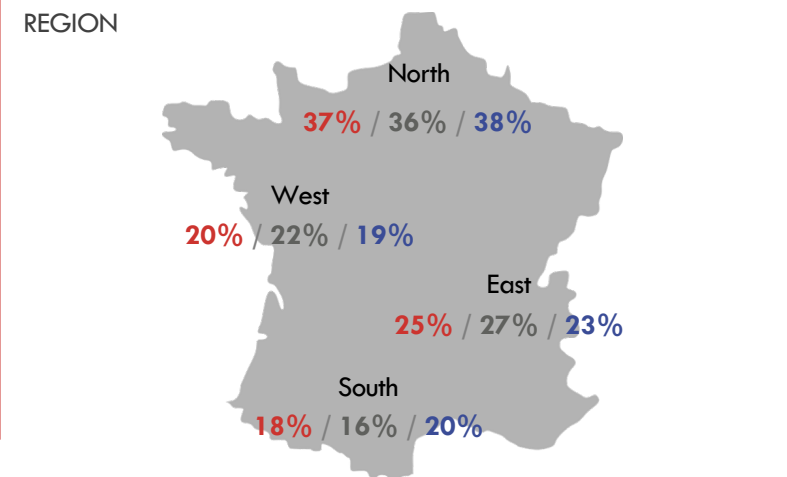
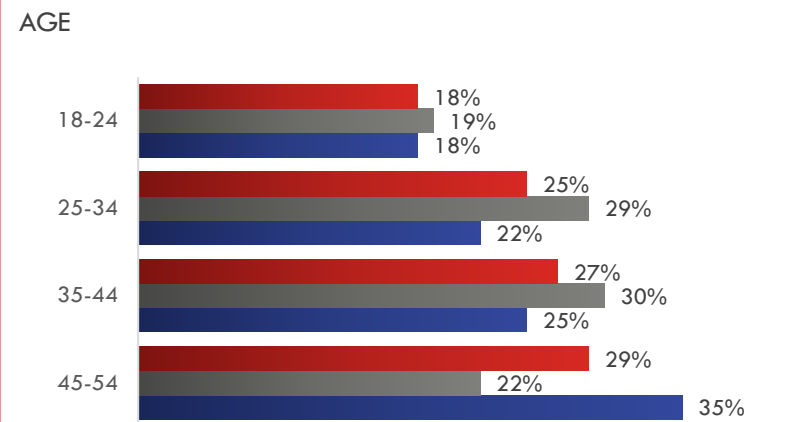
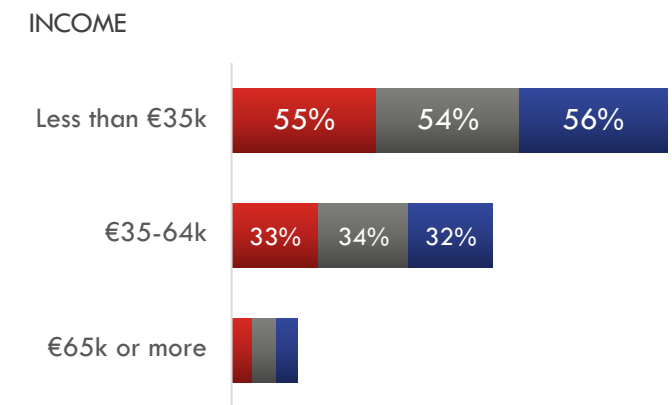
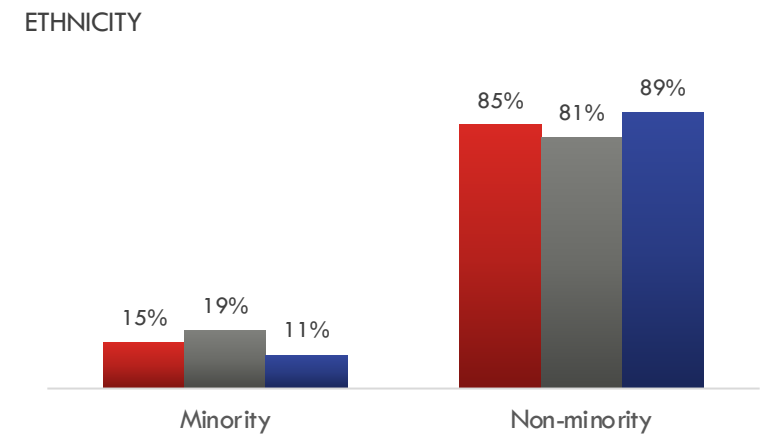
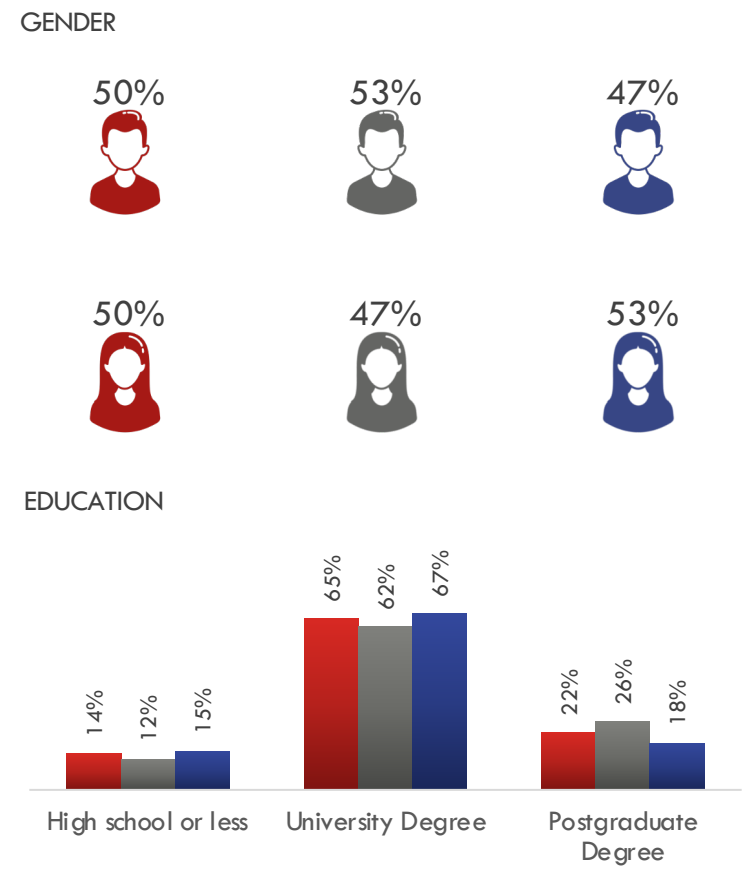


IDEOLOGY



Audience Profiling

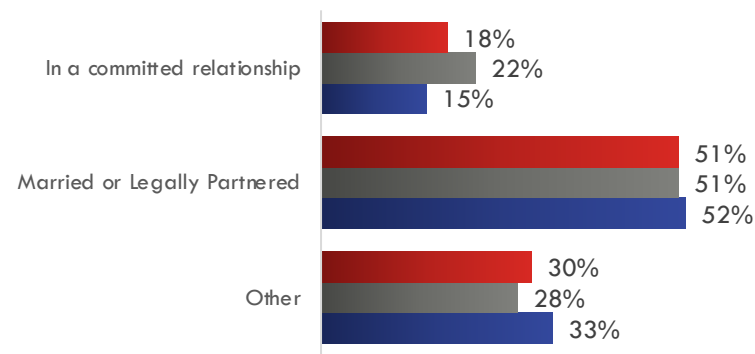
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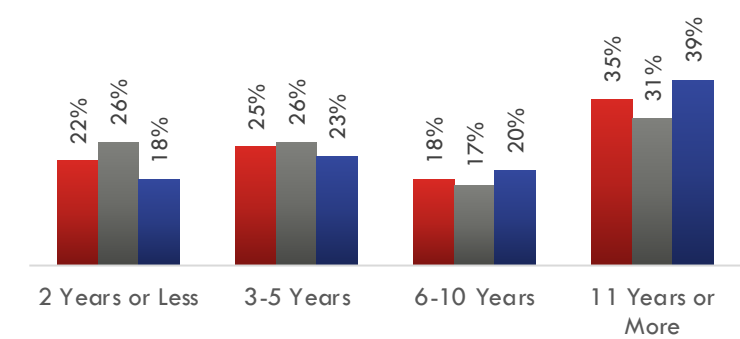
Audience Profiling

Sex Toy Purchasing

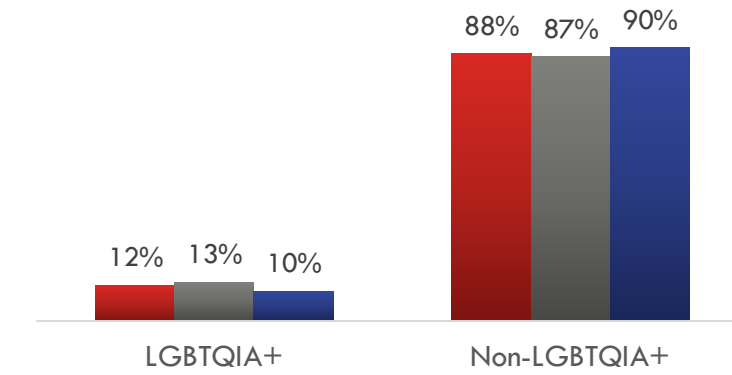
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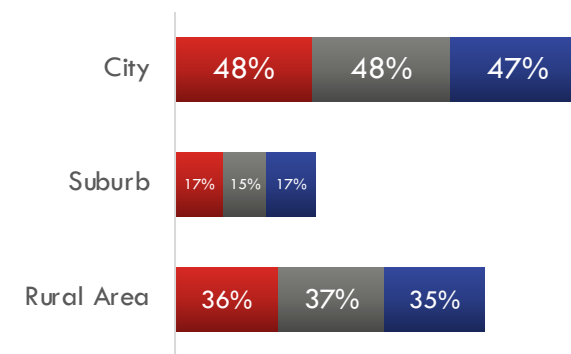
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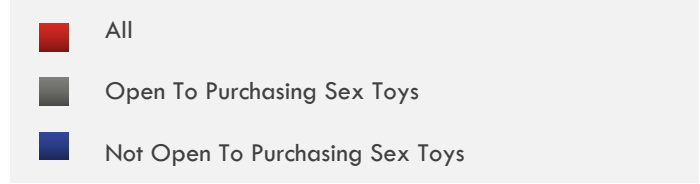
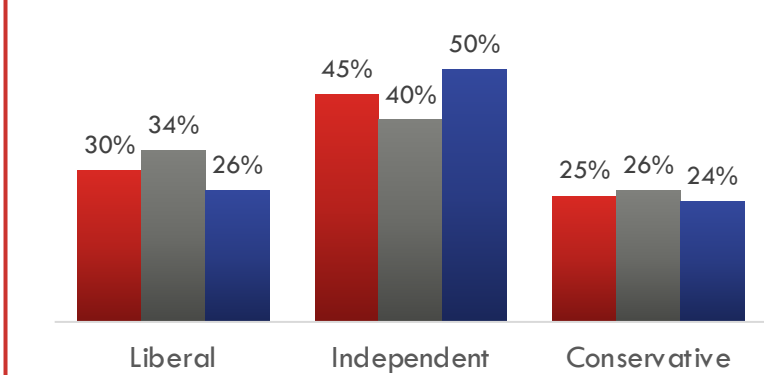
SEXUAL ORIENTATION



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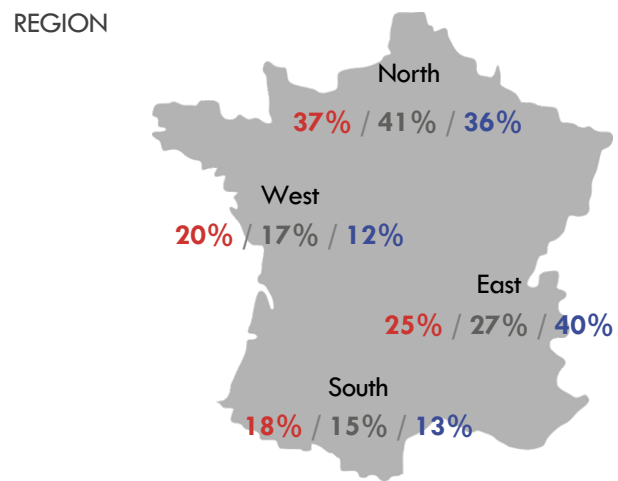
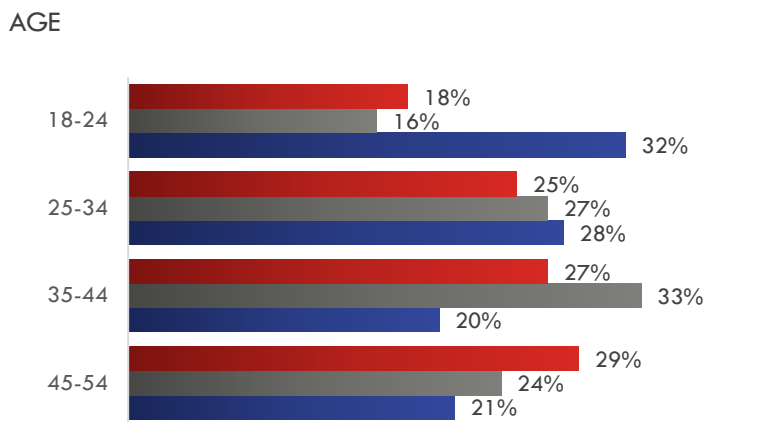
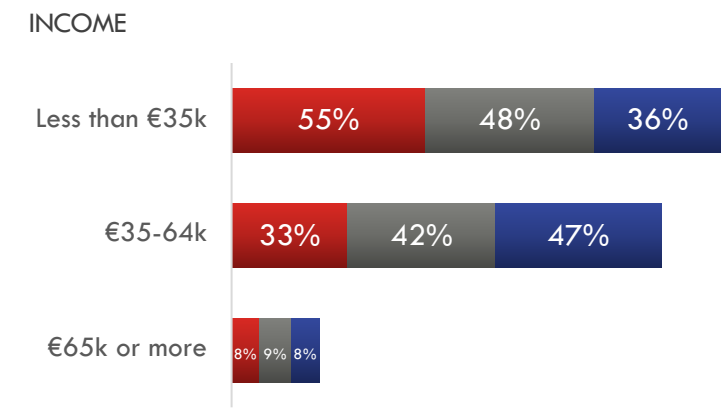
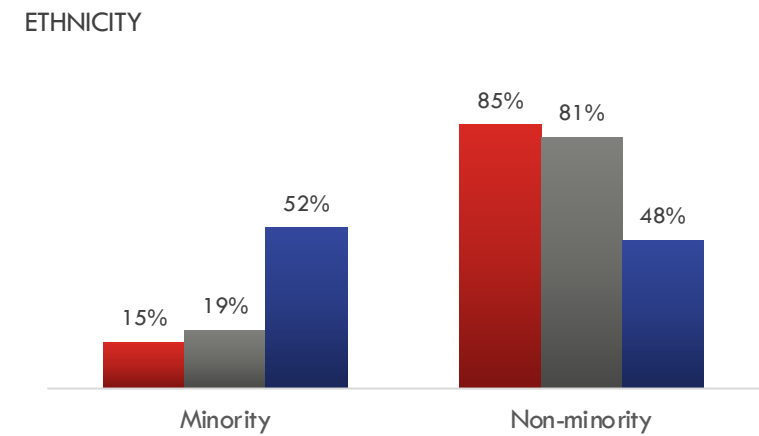
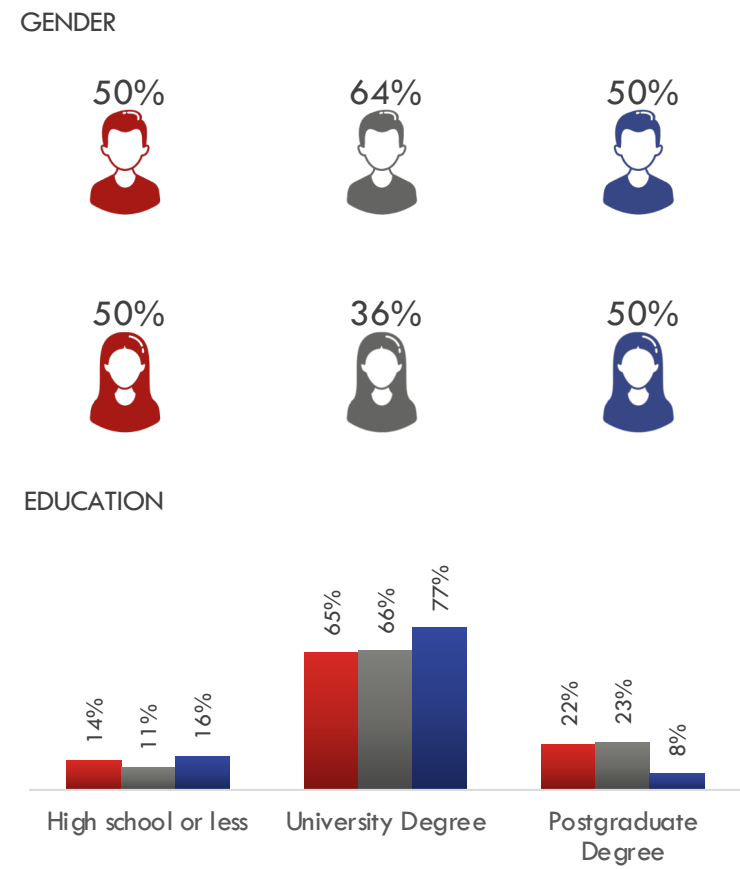


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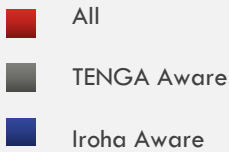
Audience Profiling

TENGA and Iroha Aware

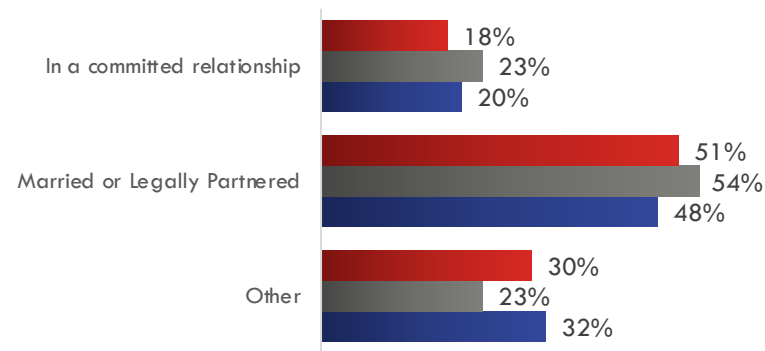


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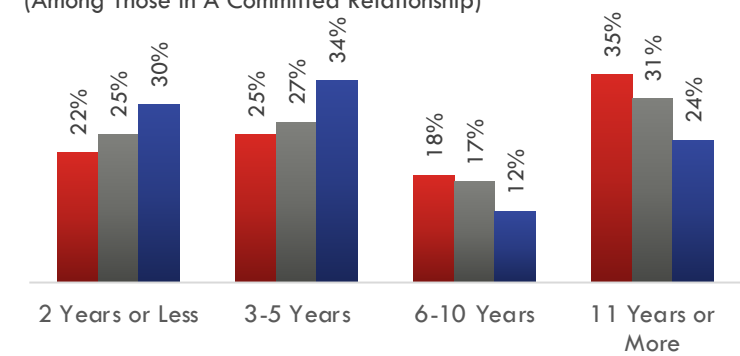
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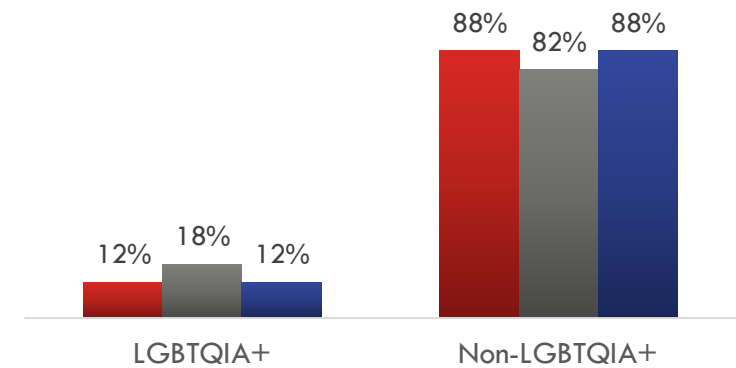
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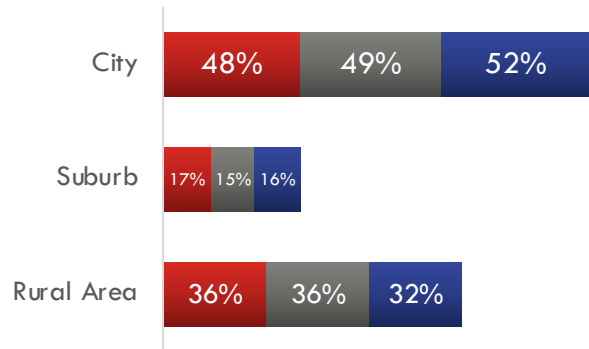
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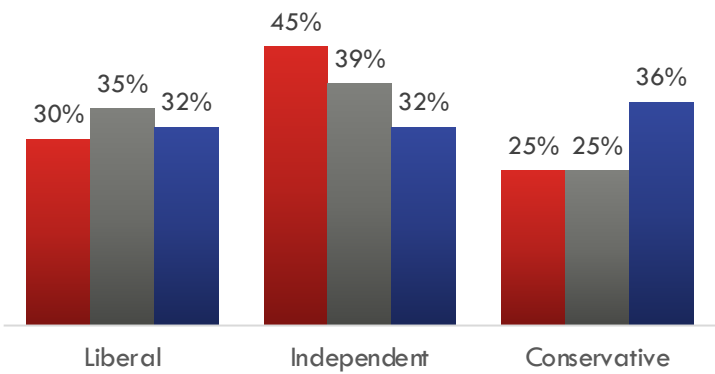
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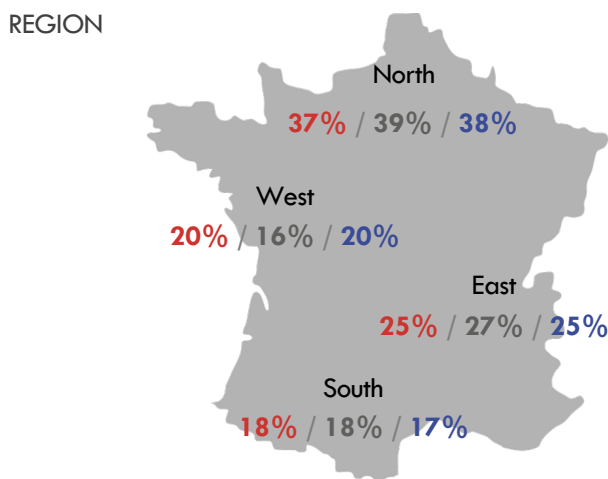
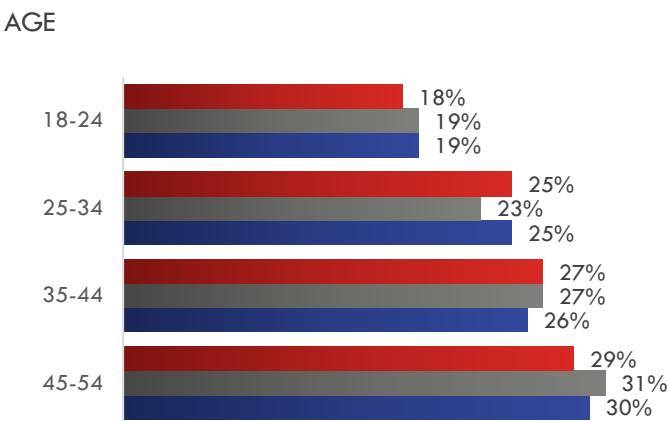
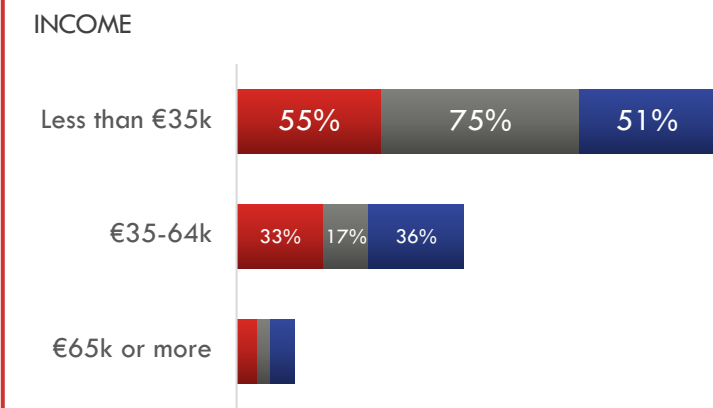
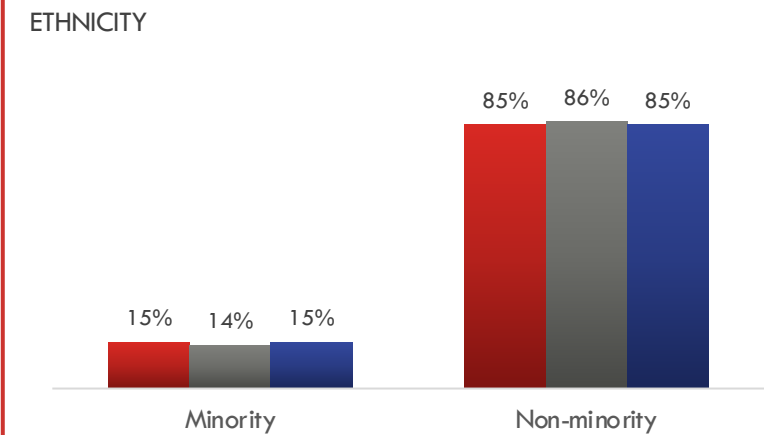
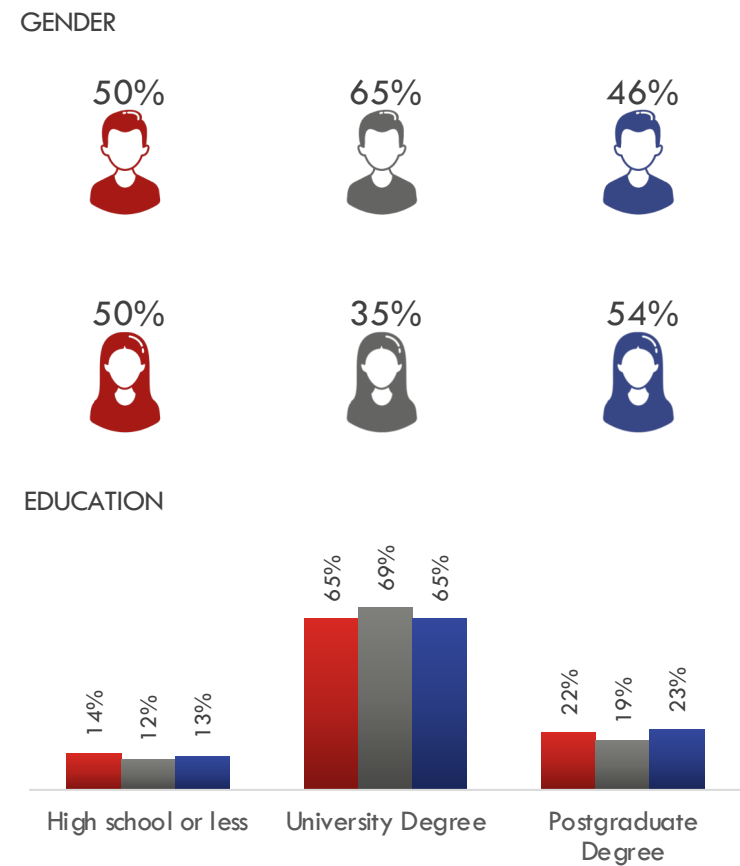
LIVING AREA



IDEOLOGY



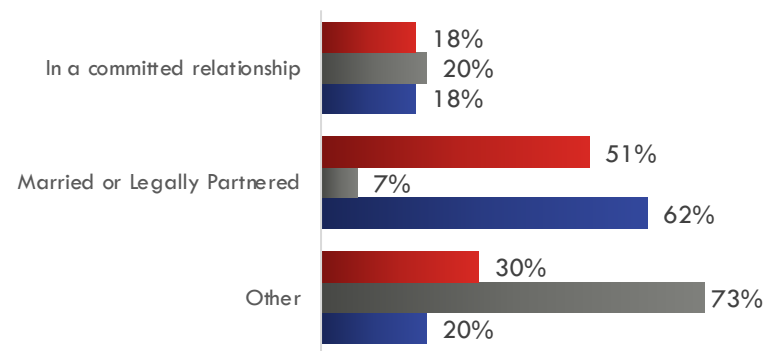
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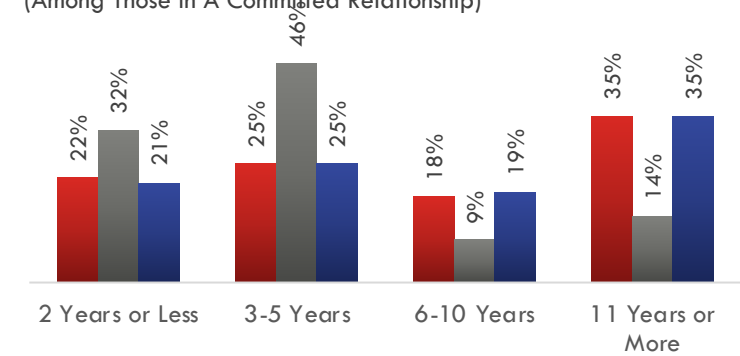
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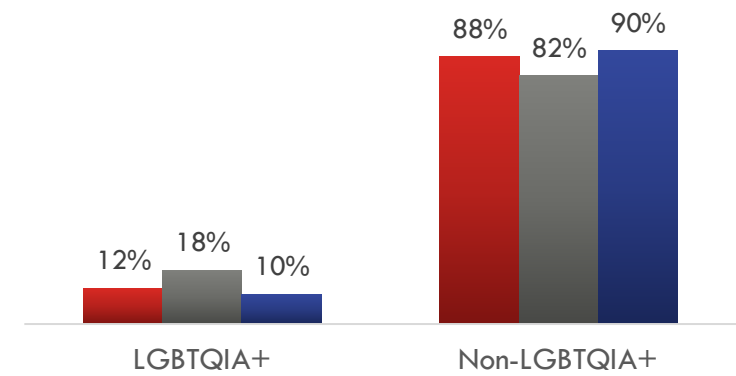
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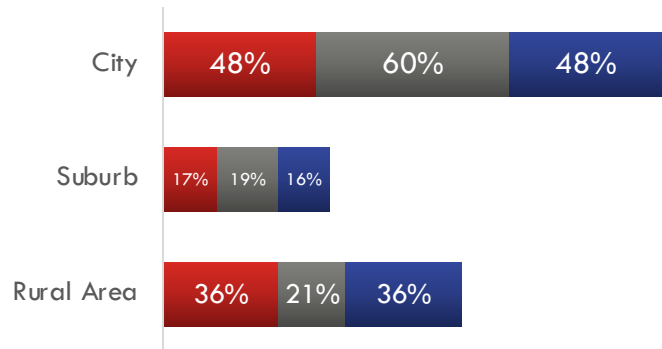
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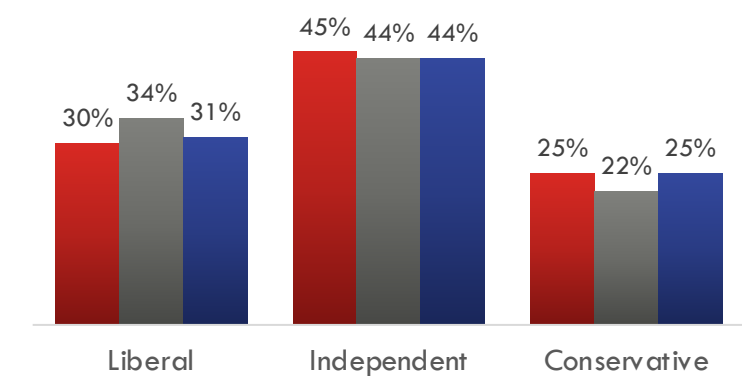
SEXUAL ORIENTATION



LIVING AREA



IDEOLOGY

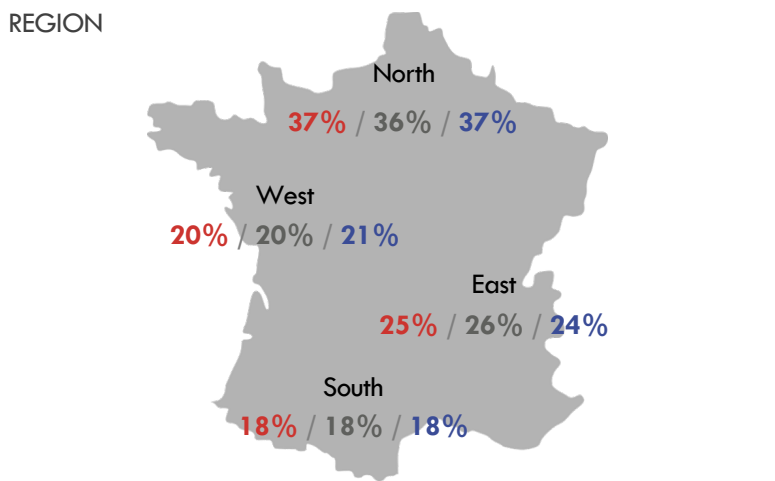
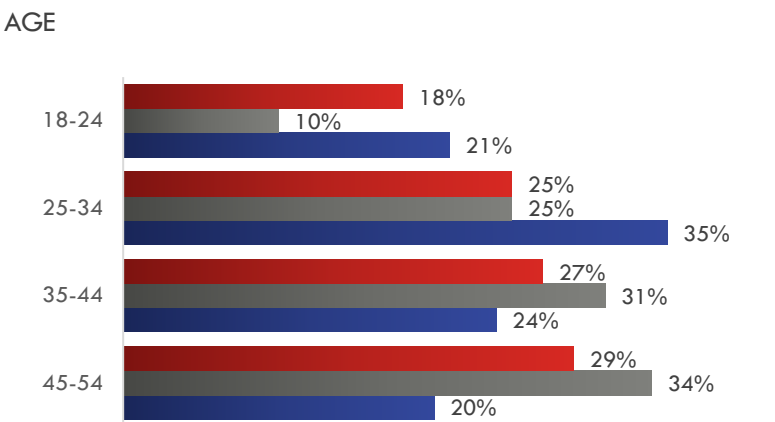
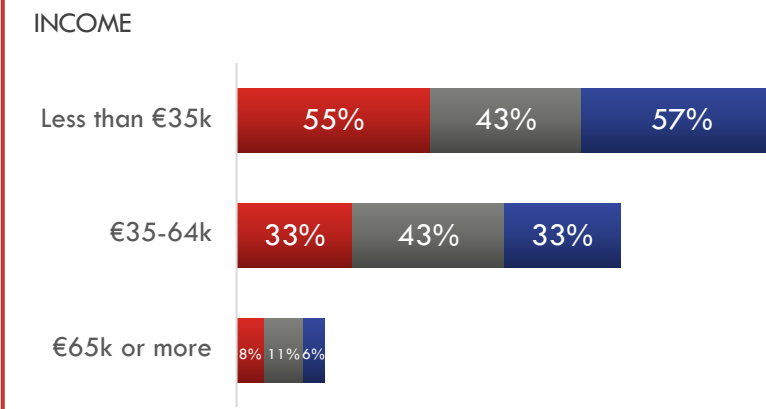
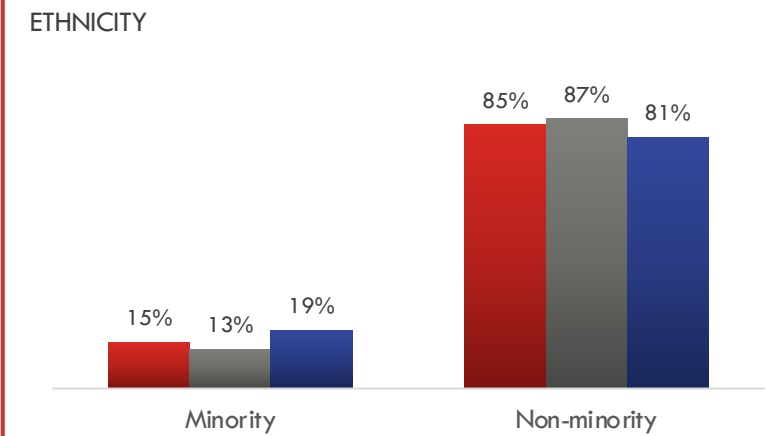
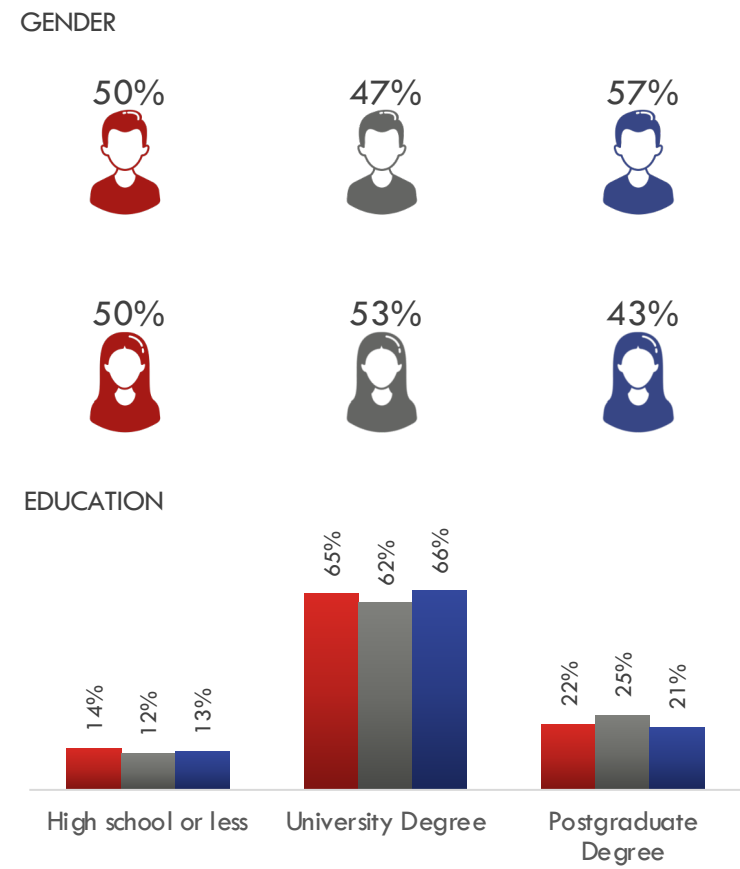


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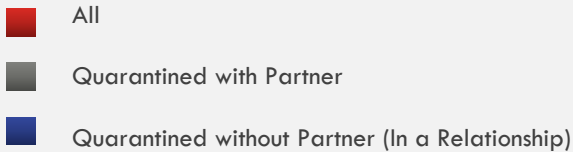
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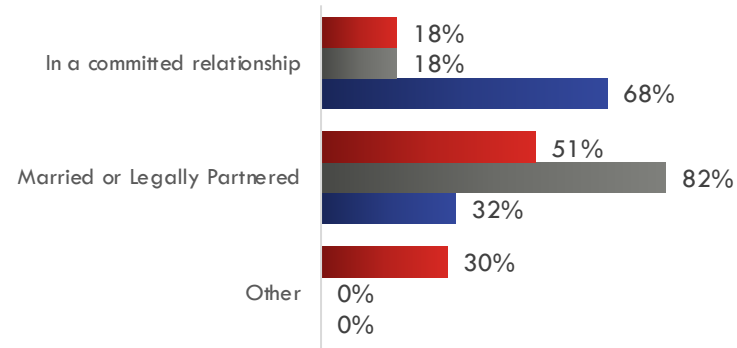
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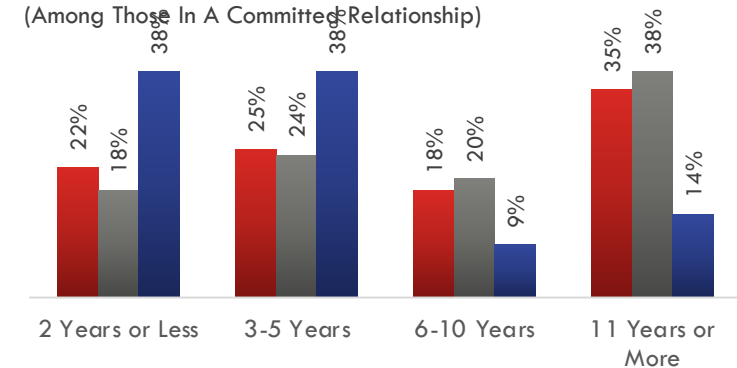
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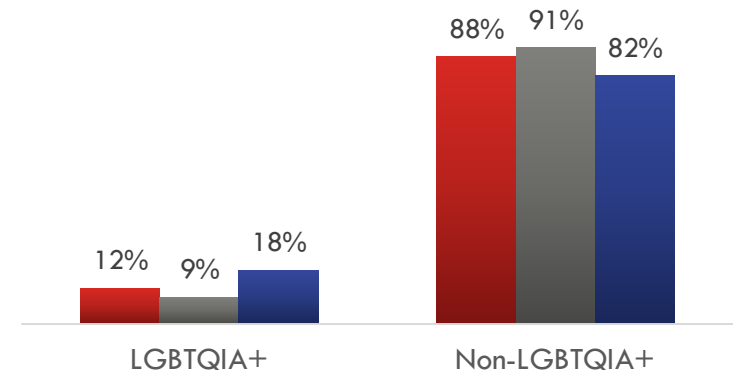
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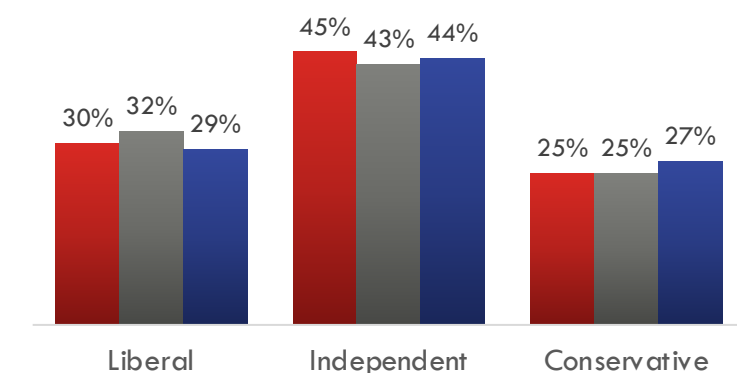
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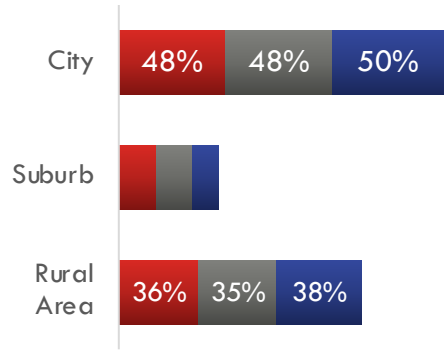
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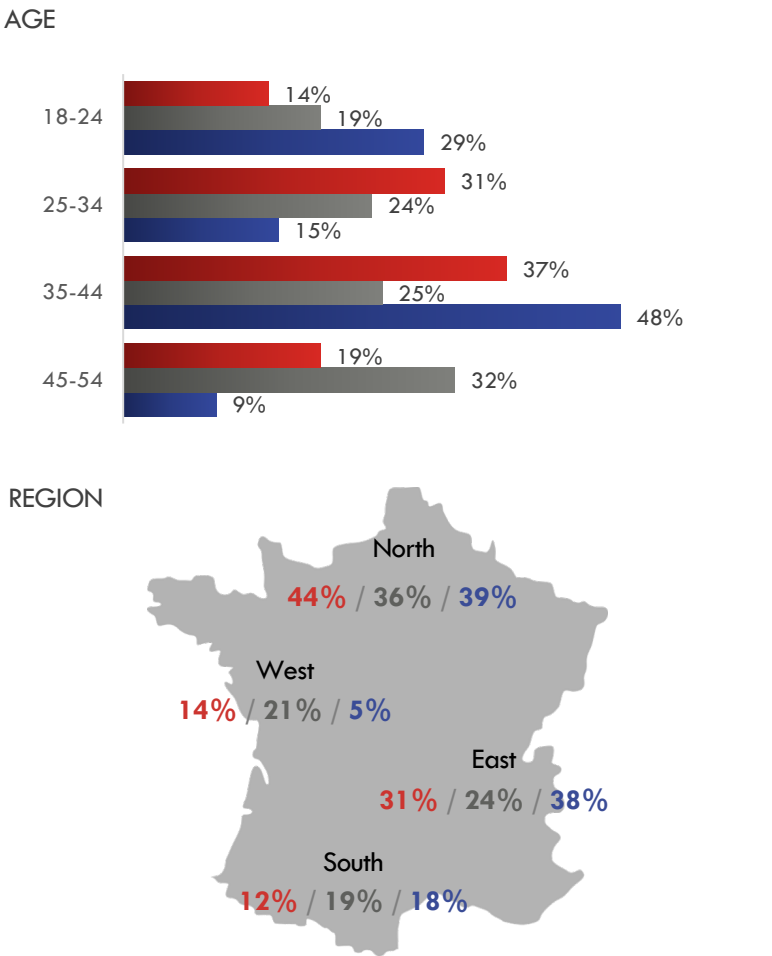
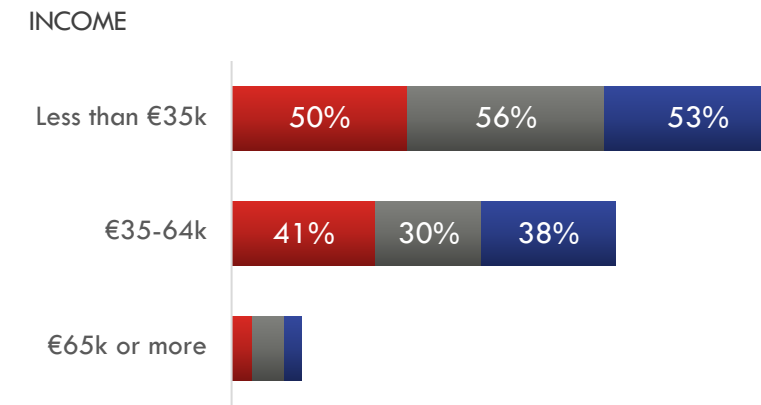
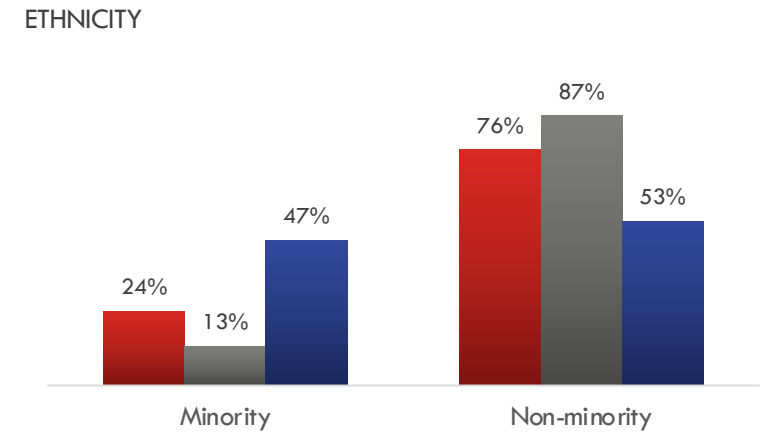
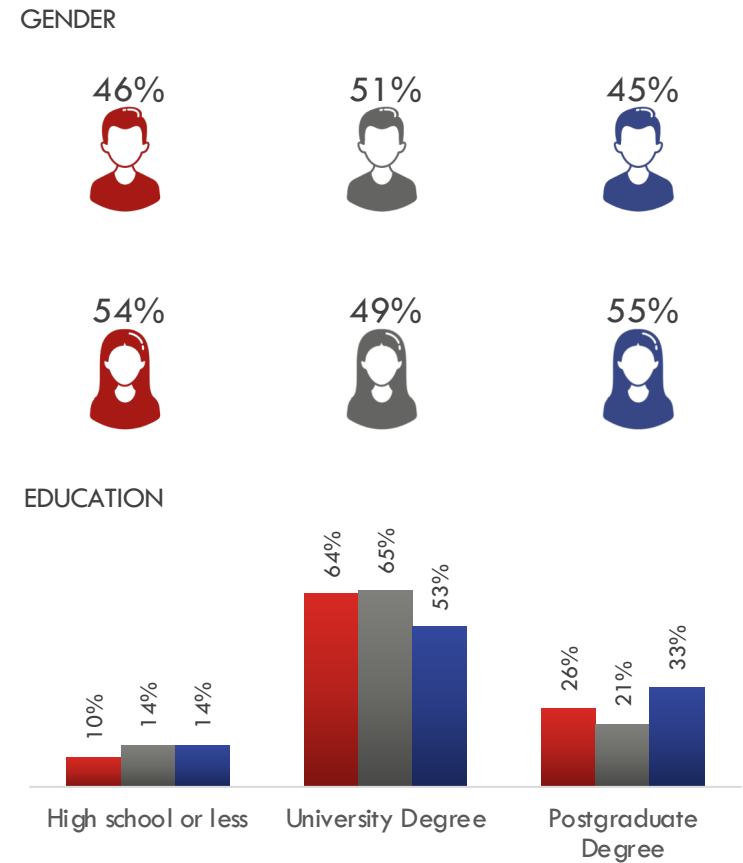
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LIVING AREA



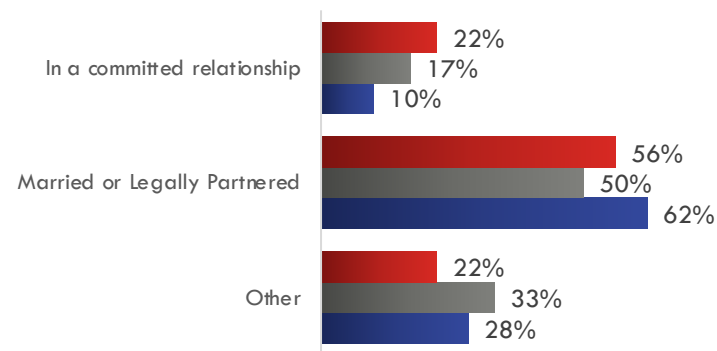
Sex Toy Usage in Quarantine



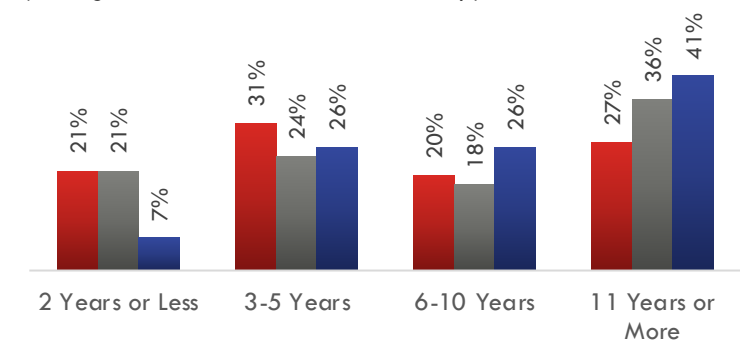
Sex Toy Usage in Quarantine

- Using Sex Toys in Quarantine
- Not Using Sex Toys in Quarantine
- Purchased Sex Toy for Quarantine

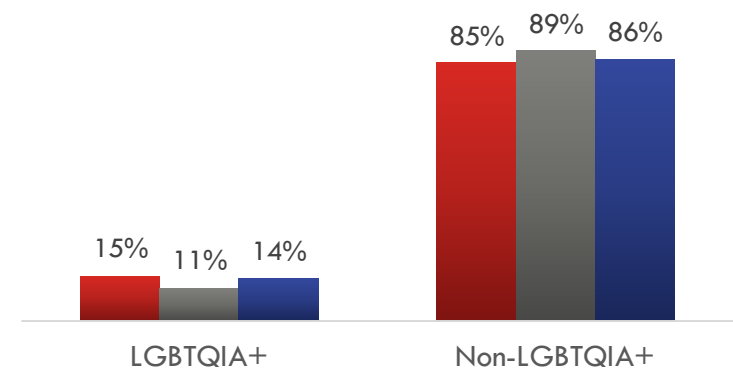
RELATIONSHIP STATUS



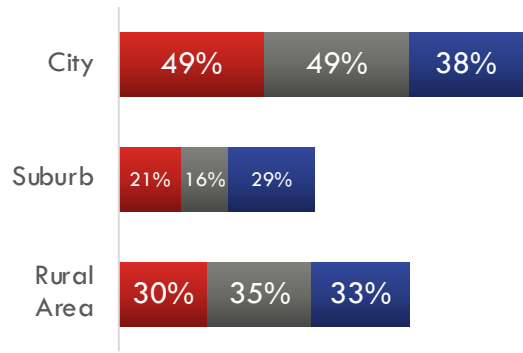
LENGTH OF RELATIONSHIP
(Among Those In a Committed Relationship)



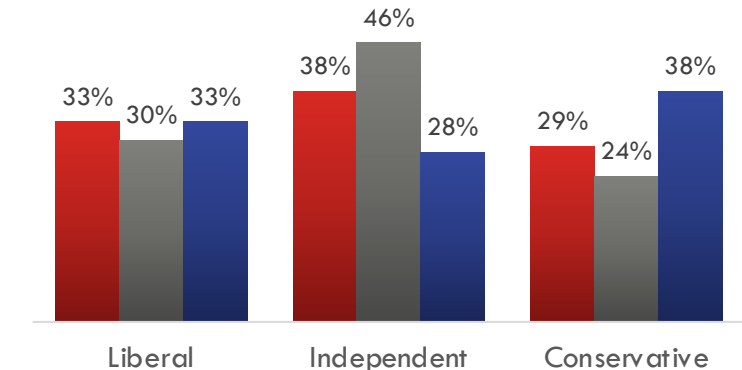
SEXUAL ORIENTATION



LIVING AREA

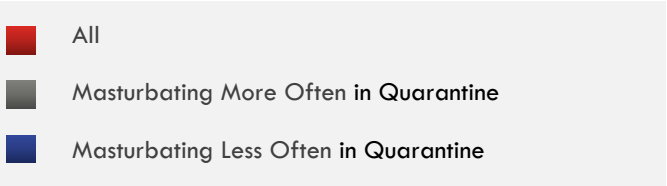
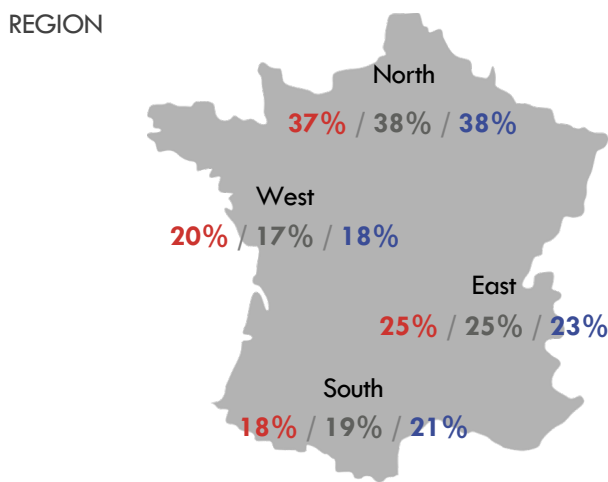
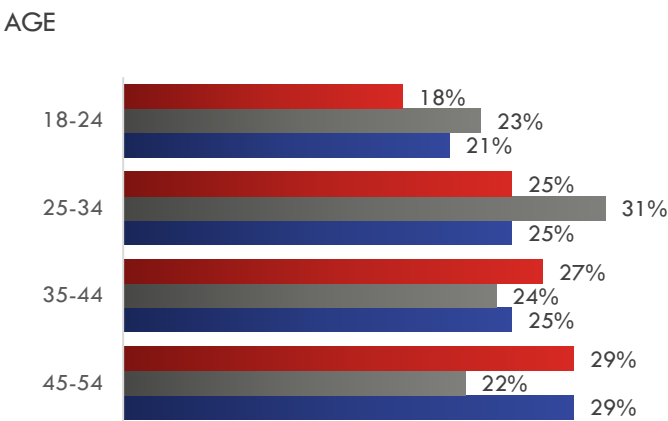
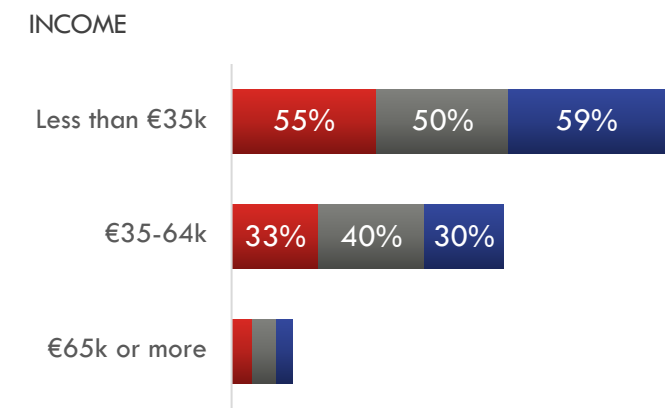
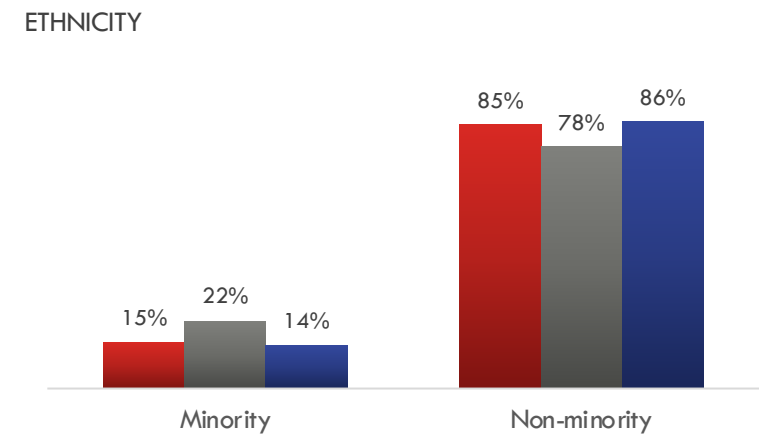
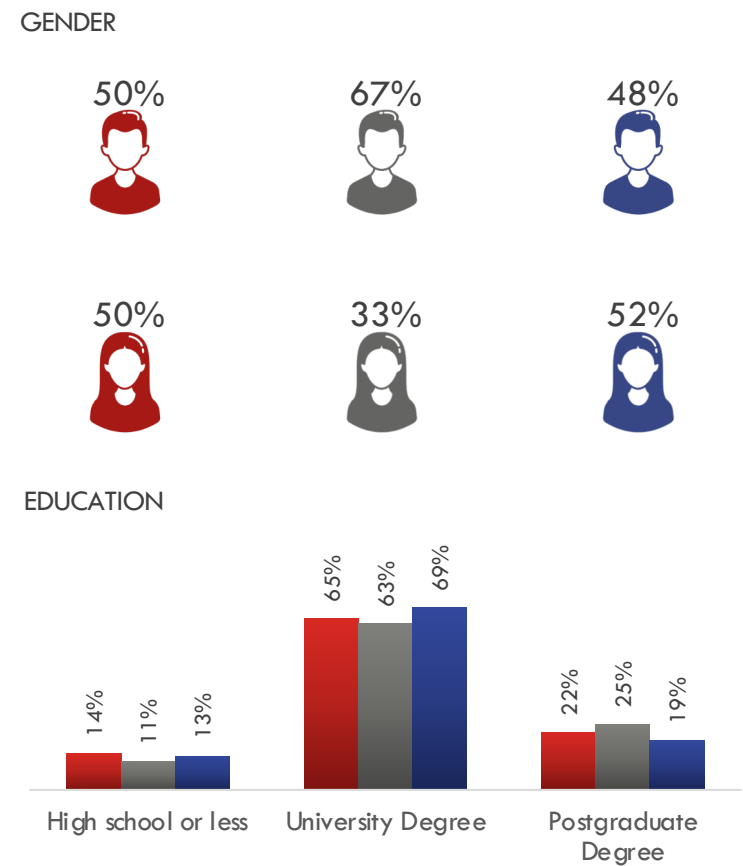


IDEOLOGY

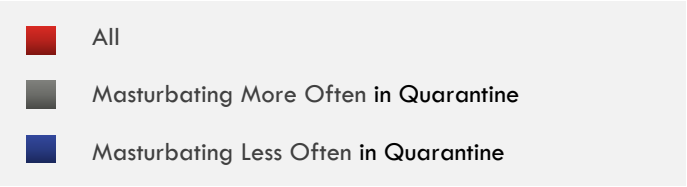


Audience Profiling

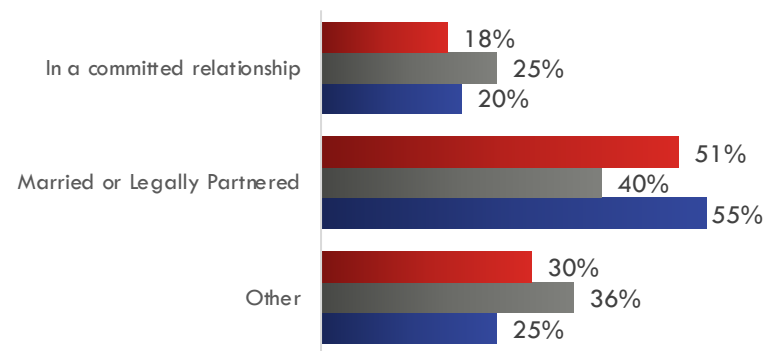
Masturbating More and Less in Quarantine



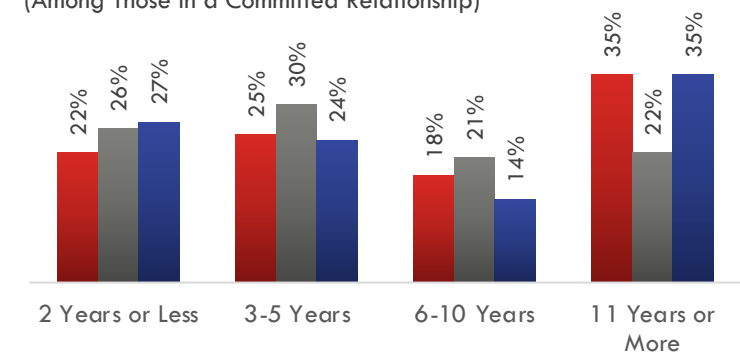
Masturbating More and Less in Quarantine



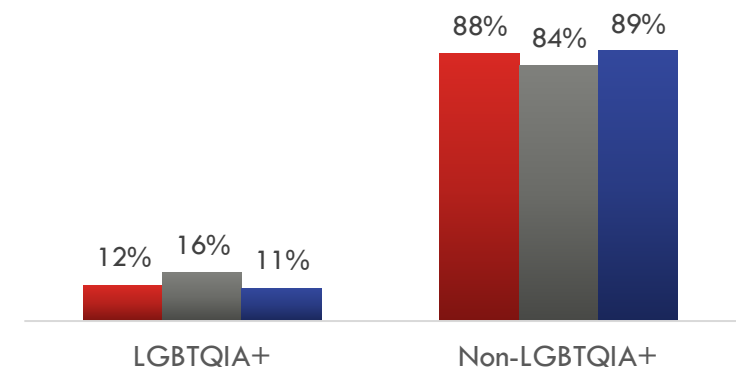
RELATIONSHIP STATUS



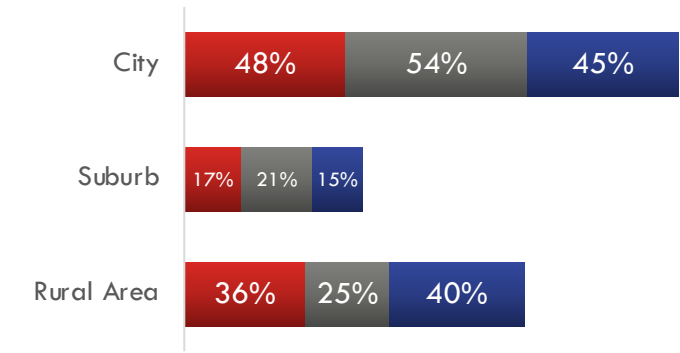
LENGTH OF RELATIONSHIP
(Among Those In a Committed Relationship)



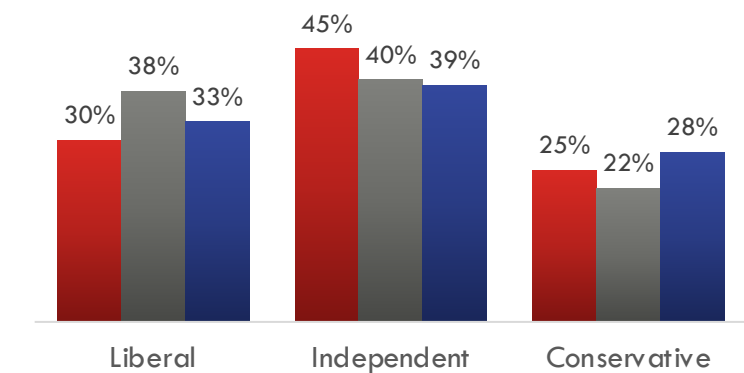
SEXUAL ORIENTATION



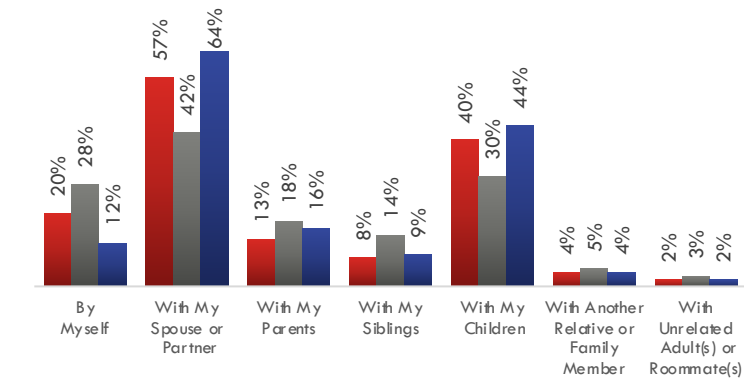
LIVING AREA



IDEOLOGY



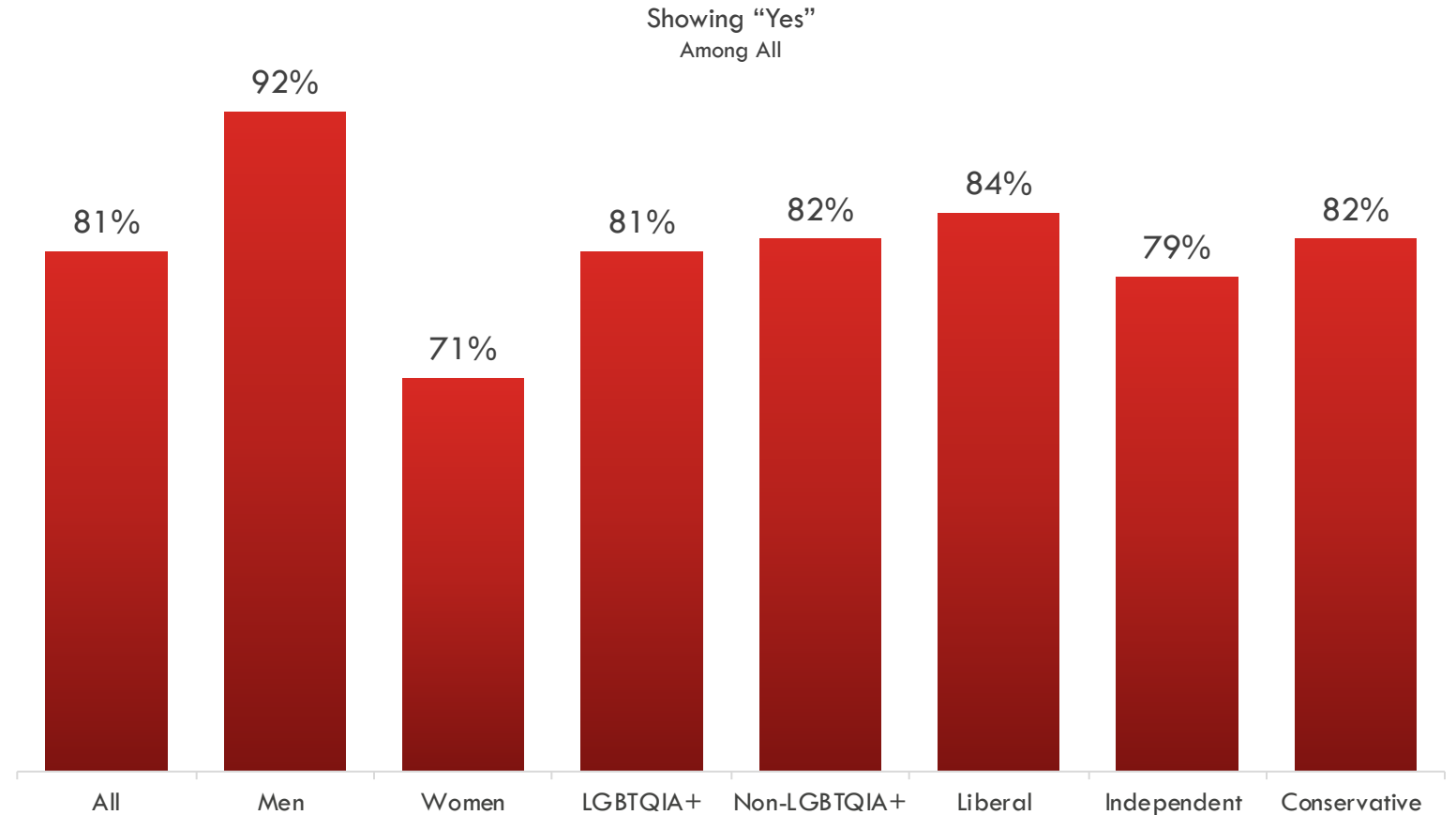
QUARANTINE



THE STATE OF MASTURBATION IN FRANCE

A Majority of French Adults Masturbate

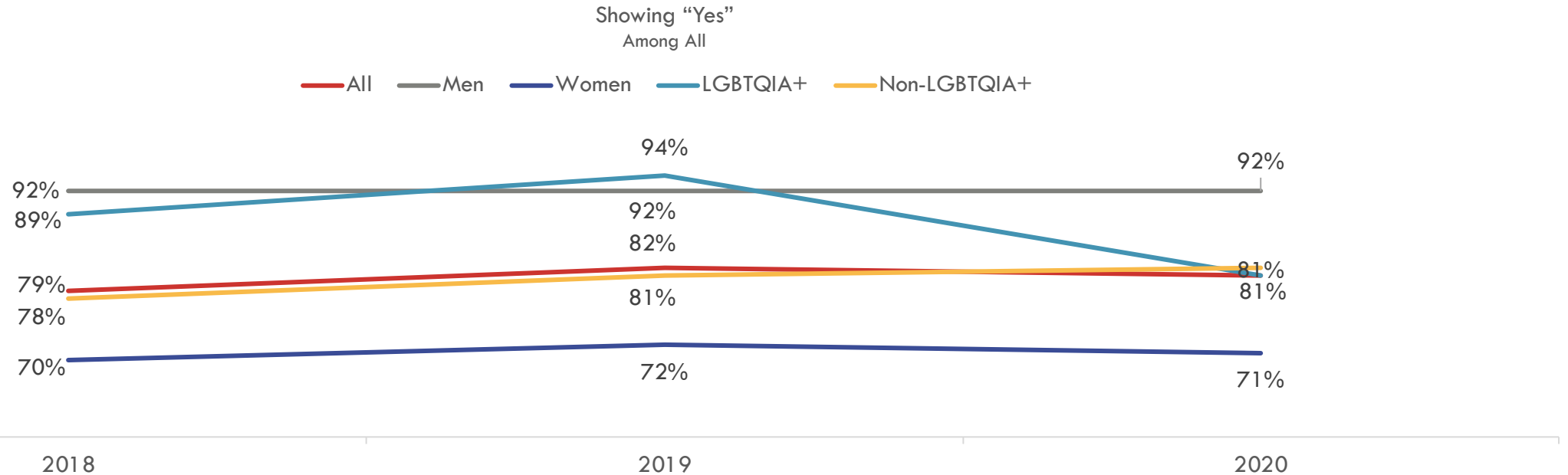
Approximately four in five French adults 18-54 have masturbated. The vast majority of French men masturbate but notably fewer women report having masturbated.



QMAS: Have you ever masturbated?

Masturbation Rates Have Generally Remained Stable

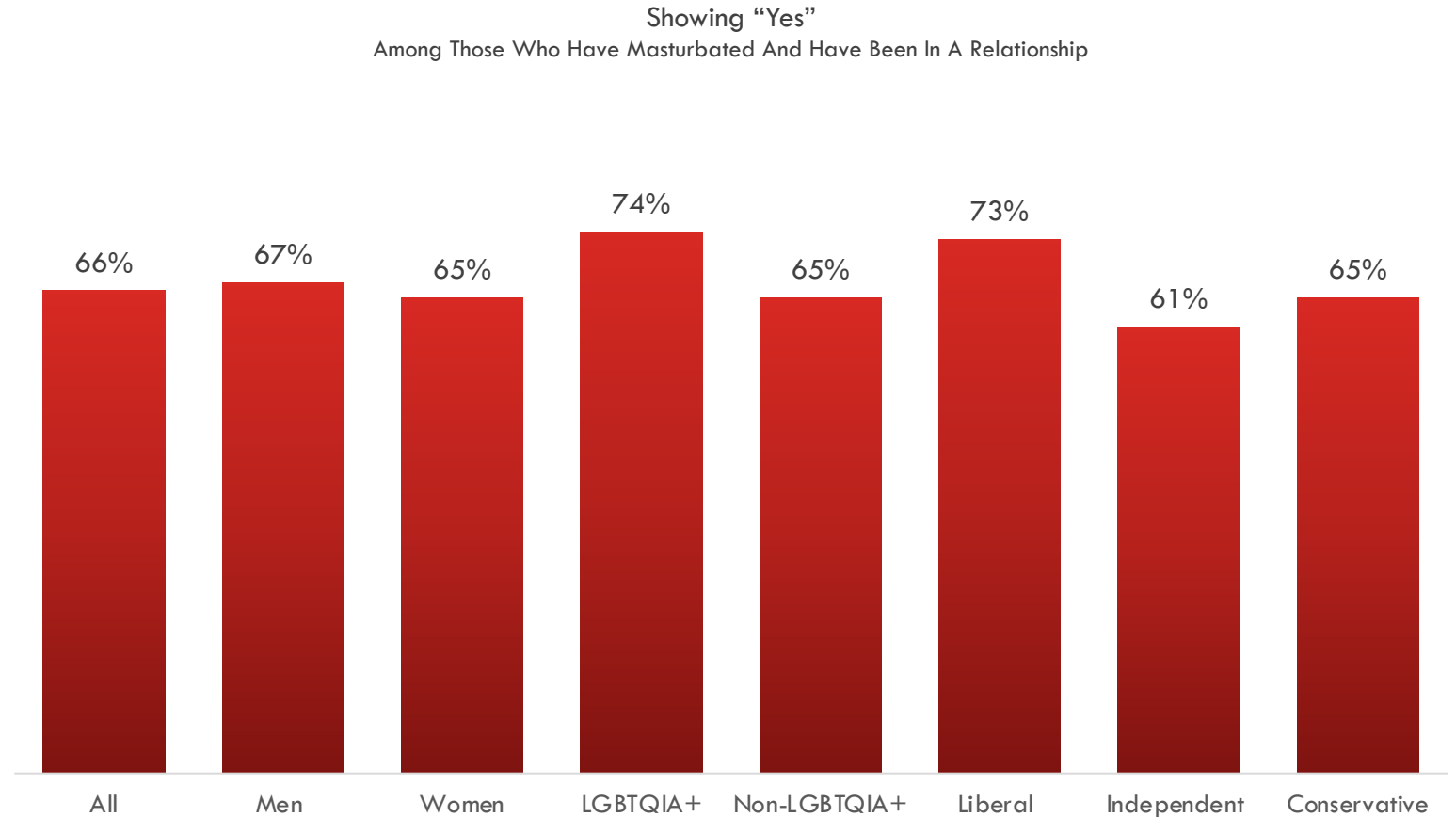
Compared to men, French women have consistently reported lower rates of masturbation. French LGBTQIA+ individuals saw a sharp decline in reported masturbation in 2020.



QMAS: Have you ever masturbated?

Two-Thirds of the French Masturbate While in a Relationship

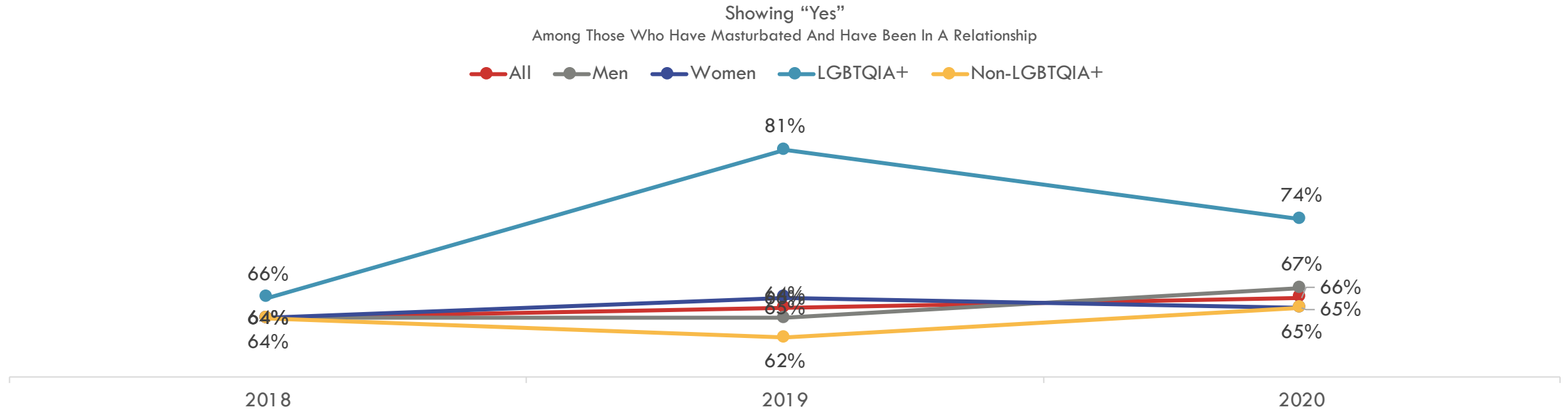
Unlike total masturbation incidence, men and women who masturbate and have been in relationships report approximately equal levels of solo self-pleasure while in a relationship. LGBTQIA+ and respondents self-identified as liberal are markedly more likely to do so.



QMASINREL: Do you masturbate by yourself when you are in a relationship?

Incidence of Masturbation While In A Relationship Has Remained Stable For Most Groups

However, French LGBTQIA+ report shifting year-over-year masturbation behaviors.

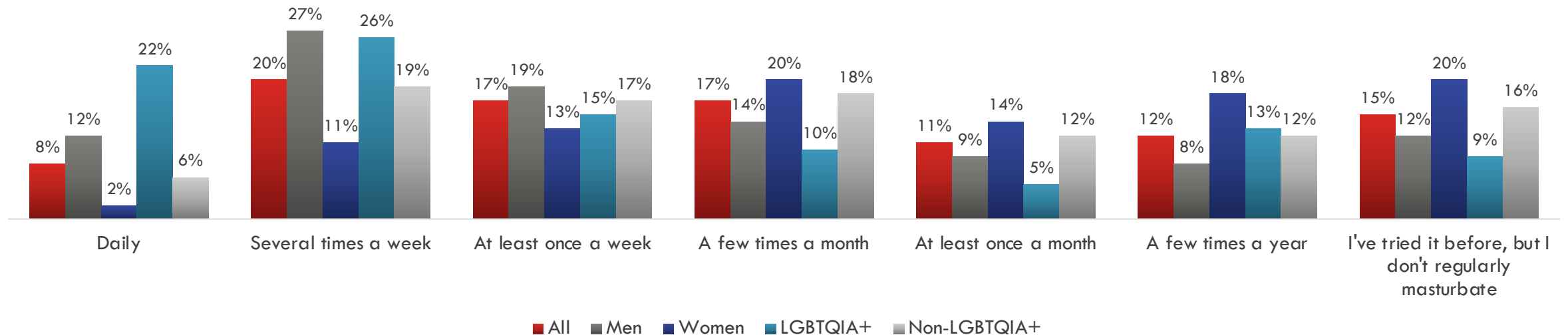


QMASINREL: Do you masturbate by yourself when you are in a relationship?

Most French Adults Masturbate Less Than Once a Week

Of those who masturbate, 55% masturbate less than once per week, with over a quarter masturbating only a few times a year or less. A majority of men and LGBTQIA+ respondents, however, masturbate weekly or more.

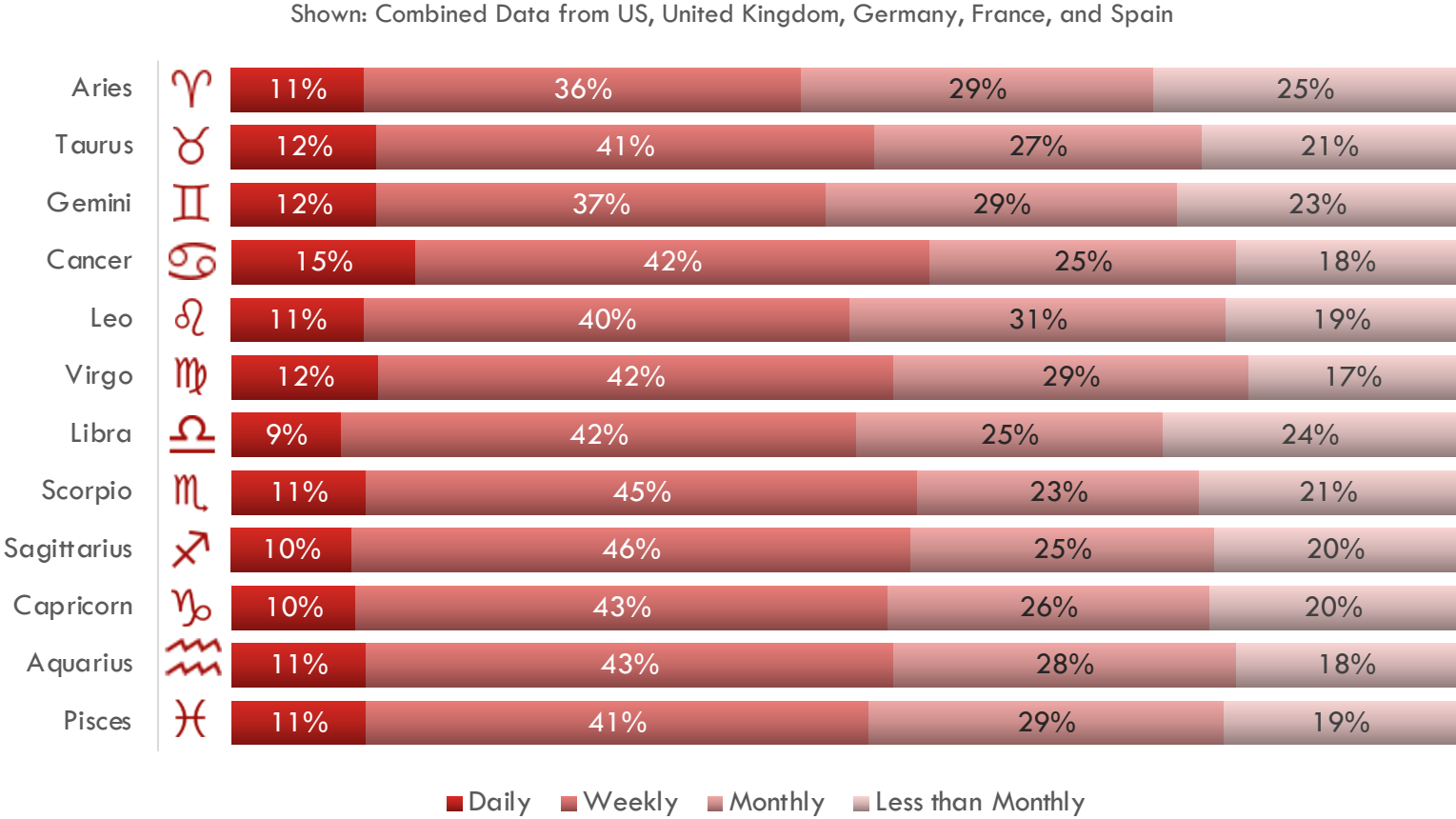
Among Those Who Have Masturbated



QMASFREQ: How frequently do you masturbate on average?

Cancers Are More Frequent Masturbators

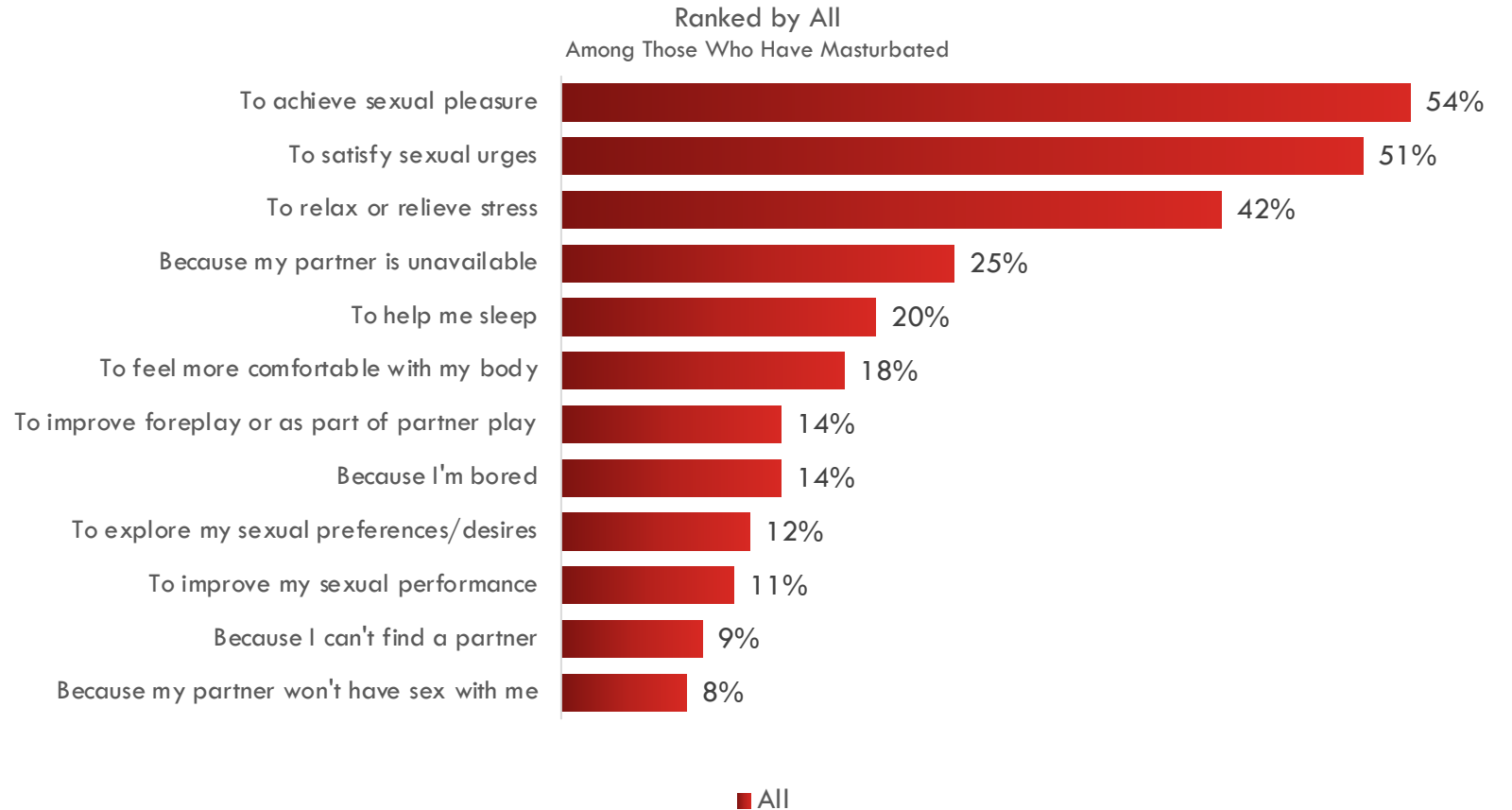
Conversely, Aries respondents are more likely to indicate monthly-or-less masturbation frequency.



QMASFREQ: How frequently do you masturbate on average?

The French Masturbate To Achieve Pleasure and Satisfy Urges

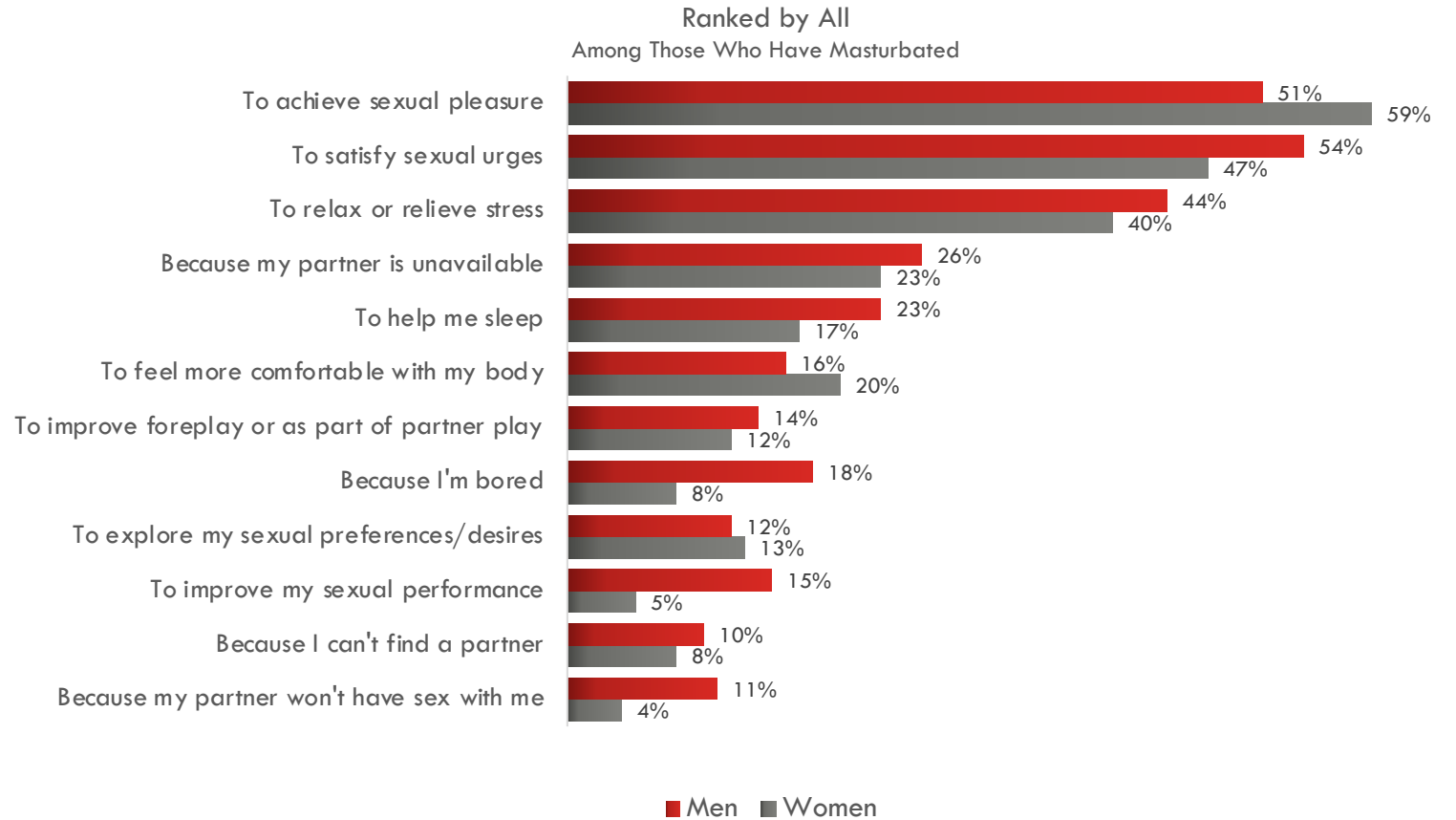
In third place, stress relief is another reason for French adults to masturbate.



QMASWHY: Why do you generally masturbate? Please select all that apply.

More Than Men, French Women Masturbate to Achieve Sexual Pleasure

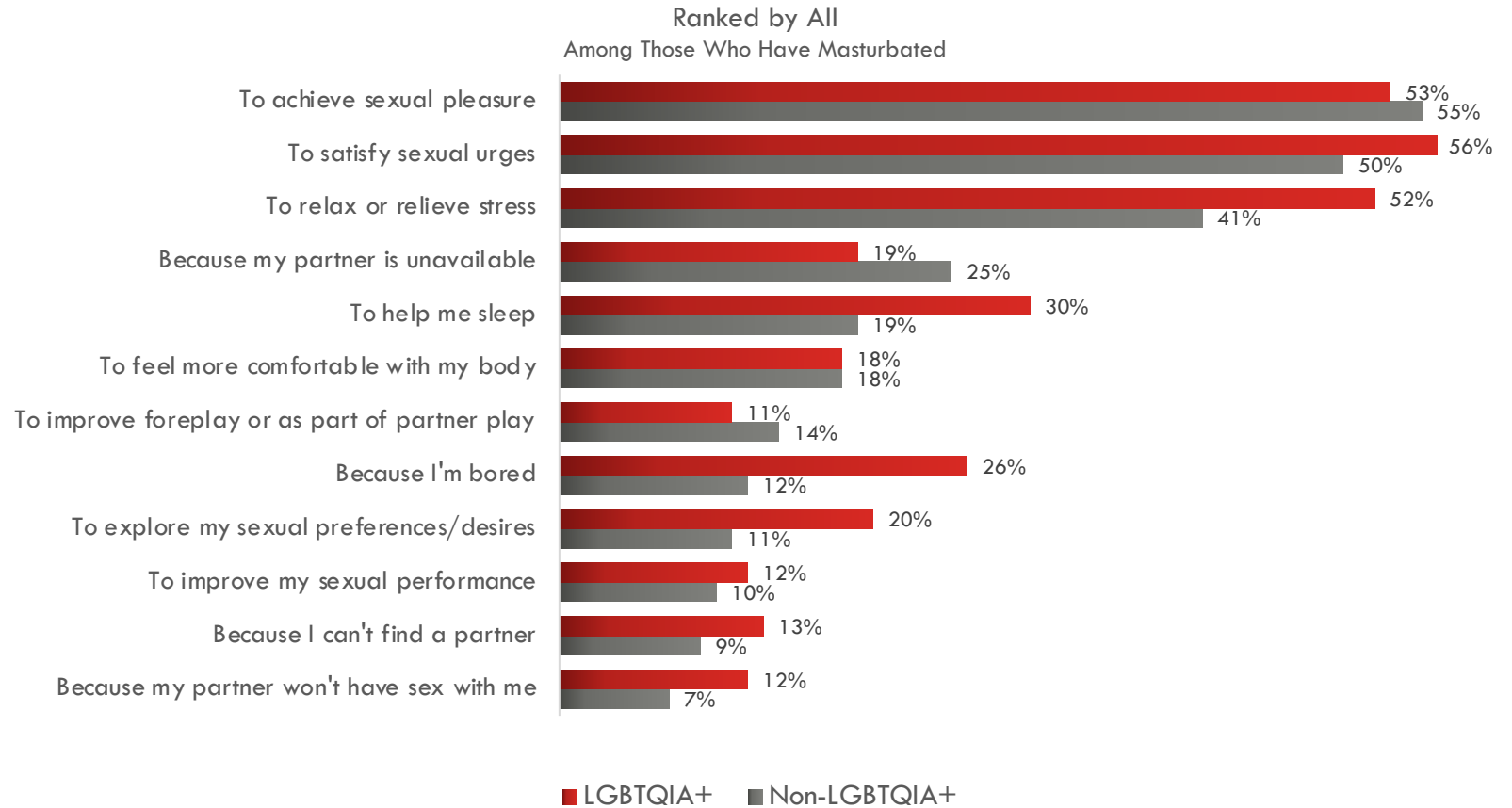
Though their top motivations for masturbation are similar to women, men overindex on some lower-ranking reasons: boredom and to improve sexual performance.



QMASWHY: Why do you generally masturbate? Please select all that apply

Top Reasons To Masturbate Are Similar Between LGBTQIA+ and Non-LGBTQIA+ Respondents

That said, French LGBTQIA+ respondents are more drawn to motivations like stress relief or sleep aid.

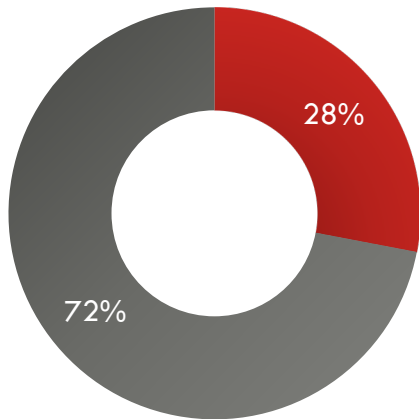


QMASWHY: Why do you generally masturbate? Please select all that apply.

Among Those Who Do Not Masturbate, Nearly Three in Four, Led By Women, Have Never Considered It

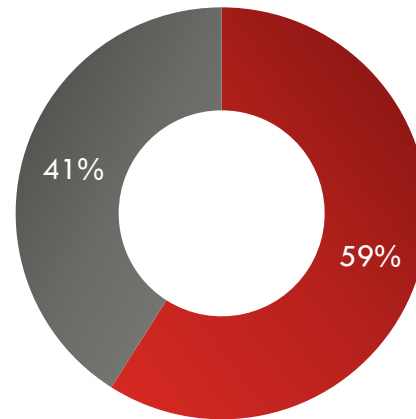
French men appear likelier than women to have considered masturbation, although there are notably fewer men who have not masturbated compared to women.

All
Among Those Who Have Never Masturbated



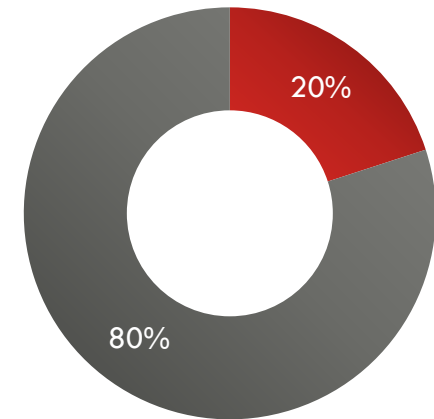
■ Yes ■ No

Men
Among Those Who Have Never Masturbated*



■ Yes ■ No

Women
Among Those Who Have Never Masturbated



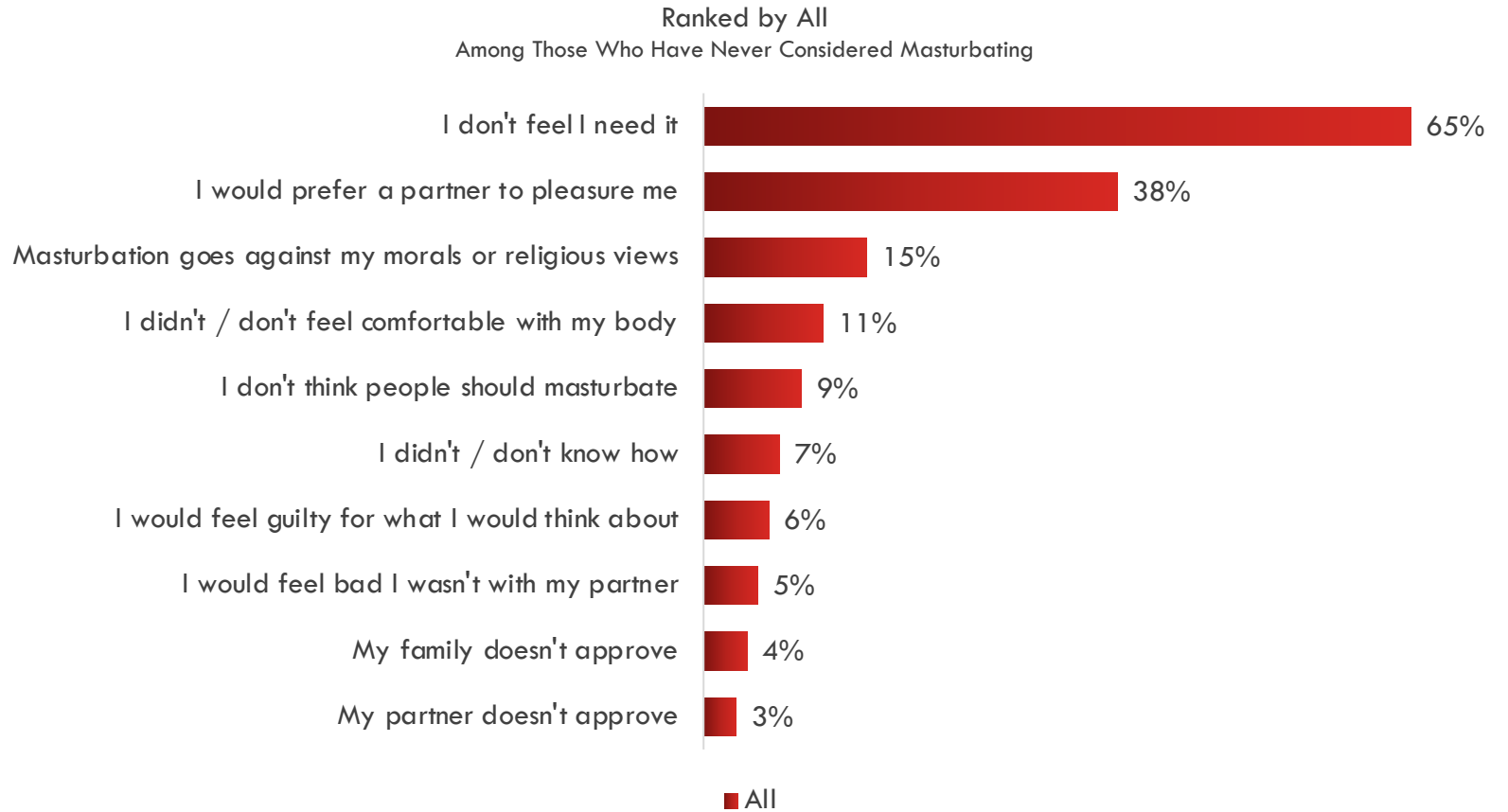
■ Yes ■ No

QMAS2: Have you ever considered masturbating?

* Caution: Small base (Men n=39)

Most French Adults Who Do Not Masturbate Simply Feel It Is Unnecessary

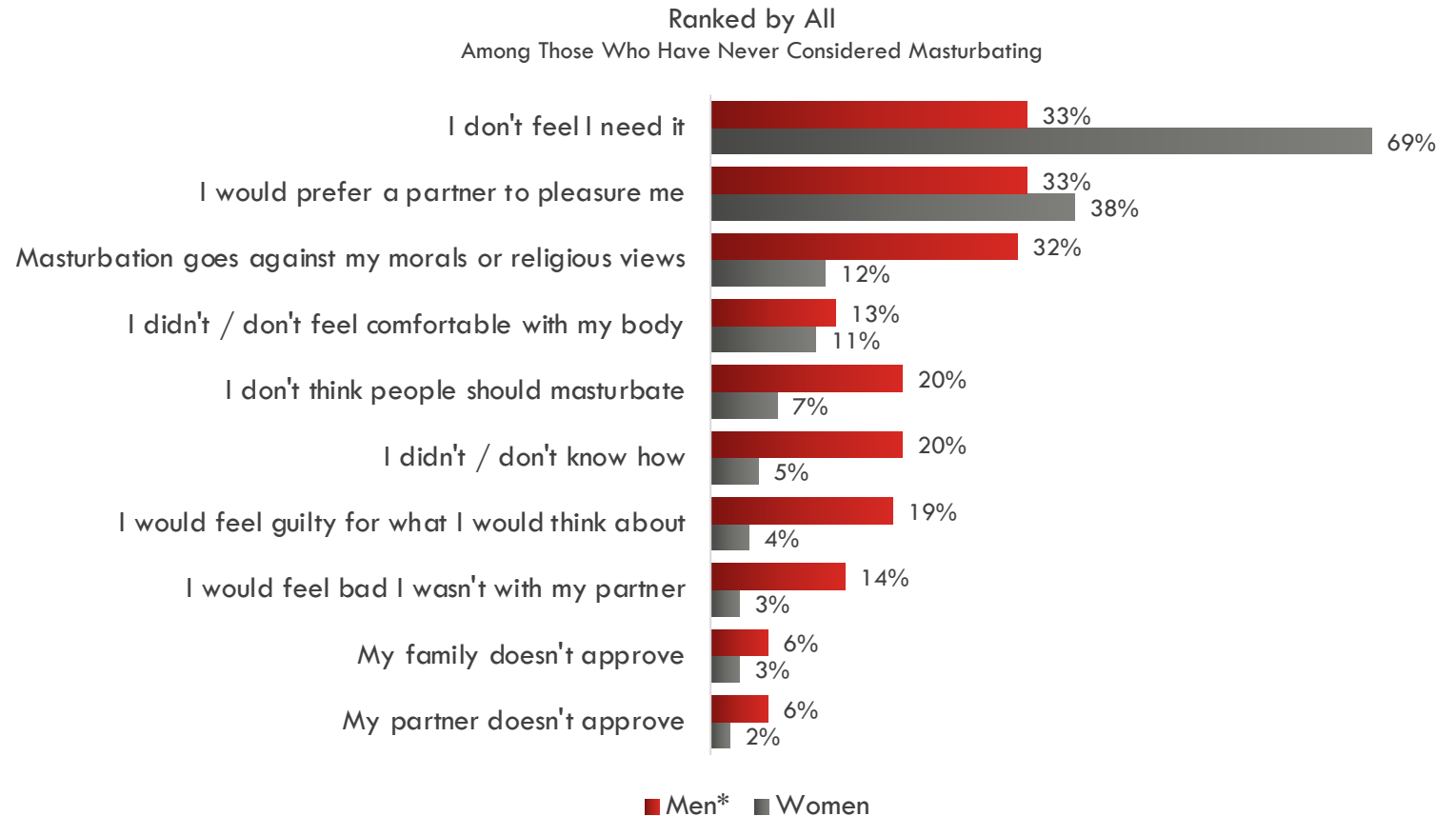
Over a third indicate they would prefer their partner pleasure them. Moral objections tend not to register.



QMASWHYNOT: Why have you never considered masturbating? Please select all that apply.

Men Are More Likely Than Women To Identify Moral or Religious Objections to Masturbation

However, there are very few men who do not and have never considered masturbation. Among women, beyond need, they prefer for a partner to pleasure them.

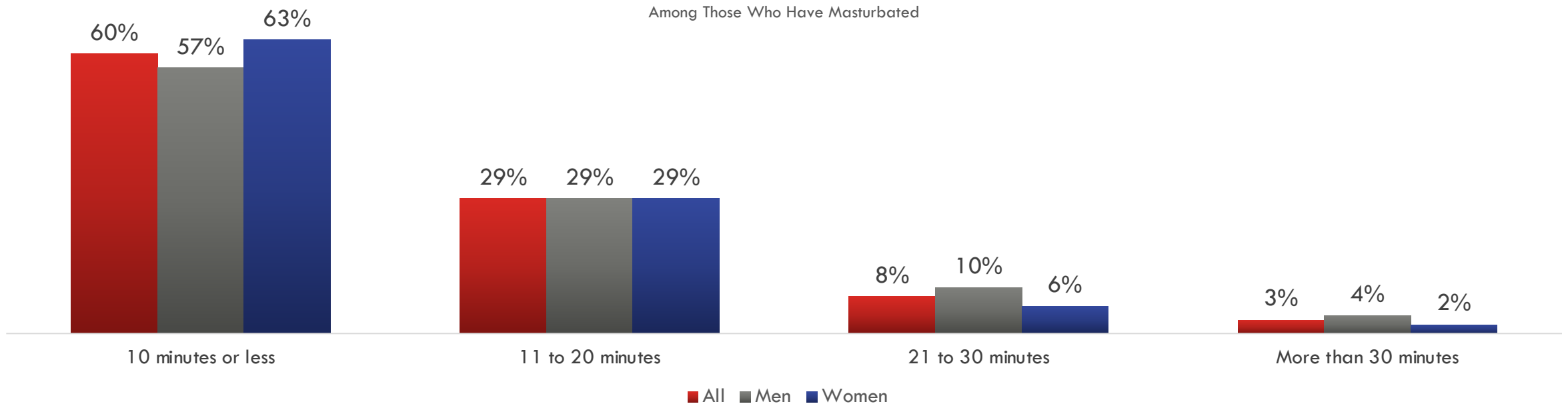


QMASWHYNOT: Why have you never considered masturbating? Please select all that apply.

* Caution: Small base (Men n=16)

The French Strongly Lean Toward Shorter Masturbation Sessions

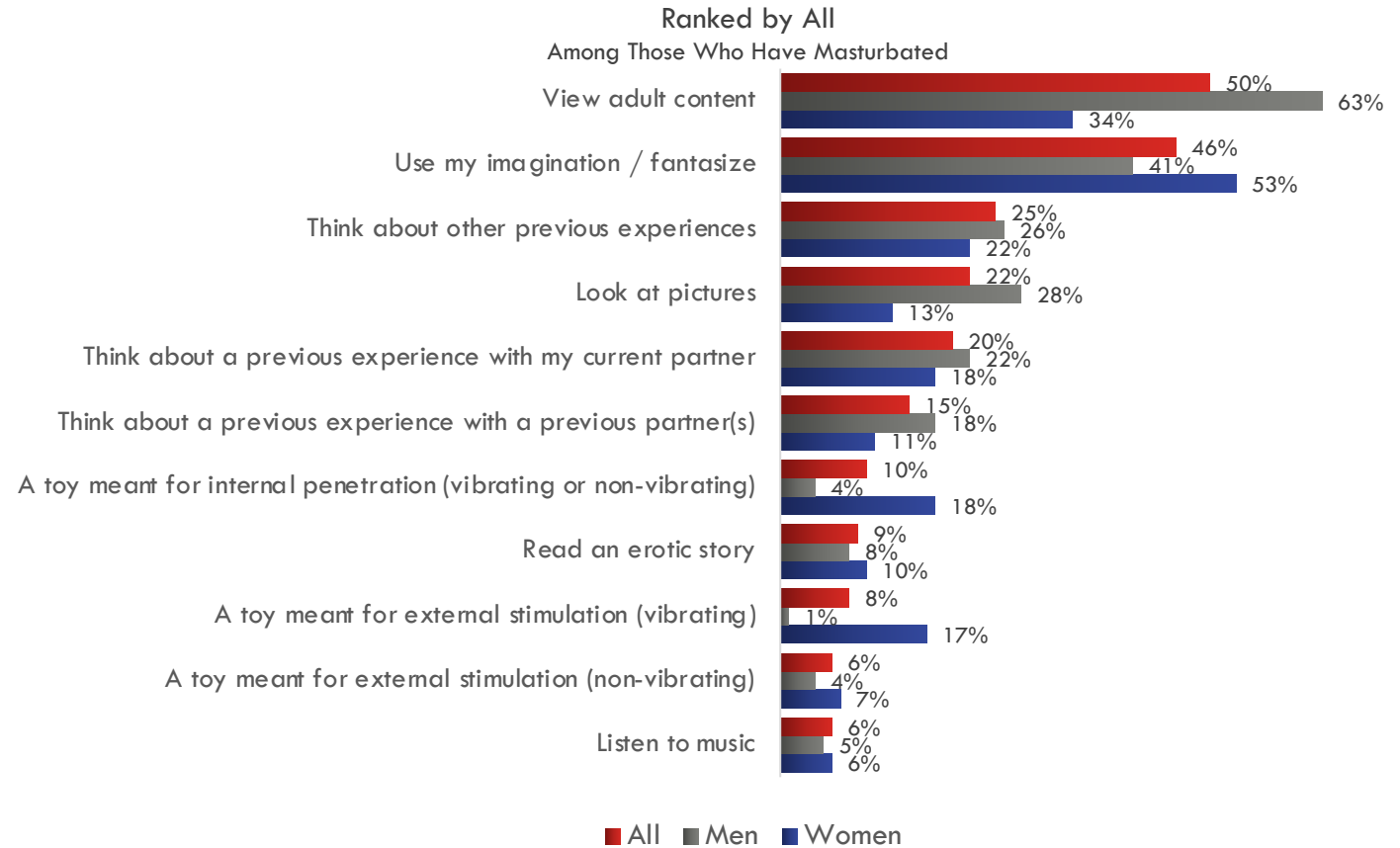
Almost two-thirds of French adults masturbate an average of less than 10 minutes per session.



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

Men Are More Likely to View Adult Content While They Masturbate

Nearly two-thirds of French men view adult content while masturbating, compared to about a third of French women, who are more likely to fantasize or use their imagination.



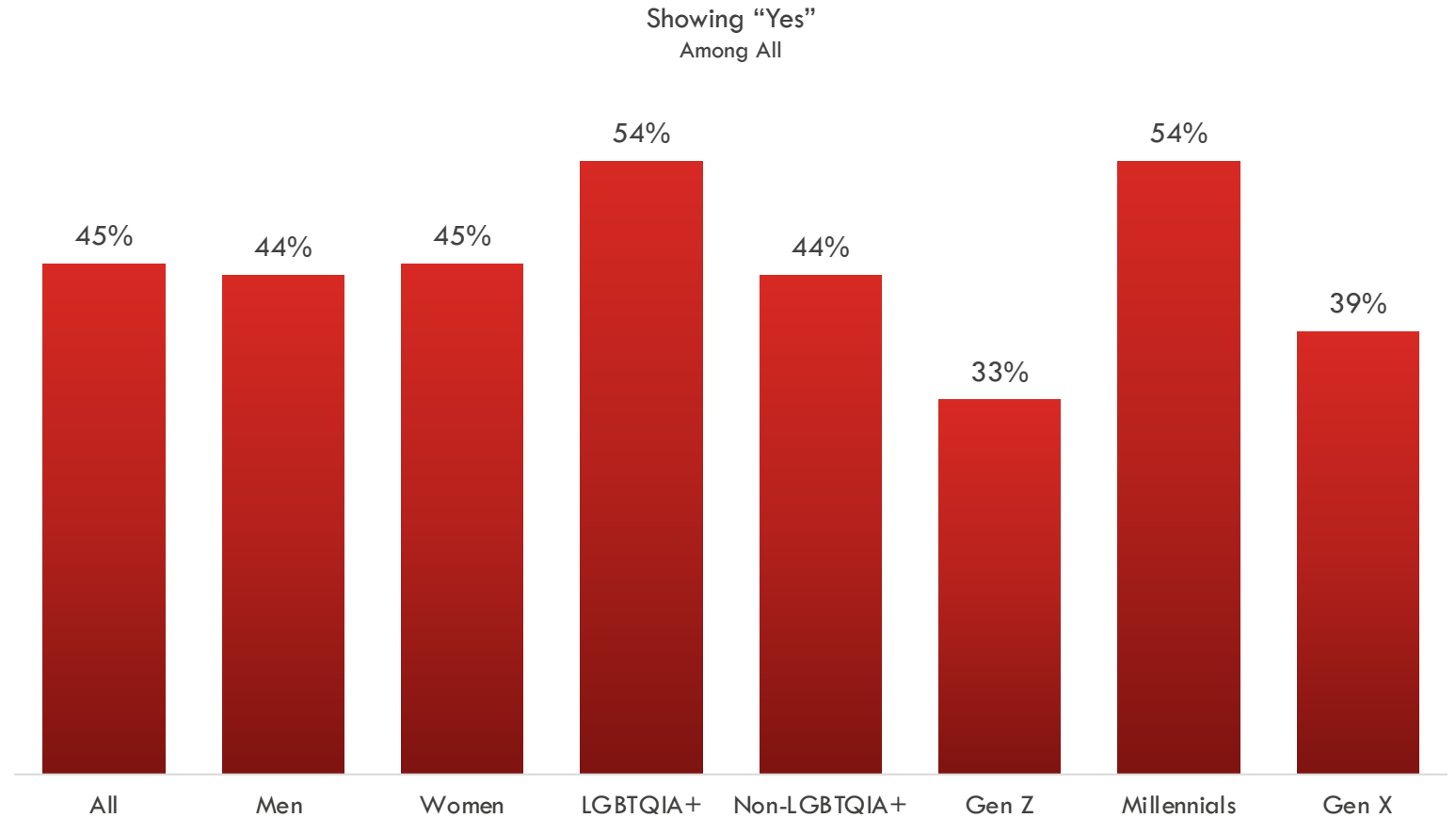
QROUTINE2: What do you generally do or use when you masturbate? Please select all that apply.

SEX TOYS

Less Than Half of French Adults Have Used Sex Toys Before

Unlike in other countries where women lead in sex toy usage, French men and women use sex toys at similar levels.

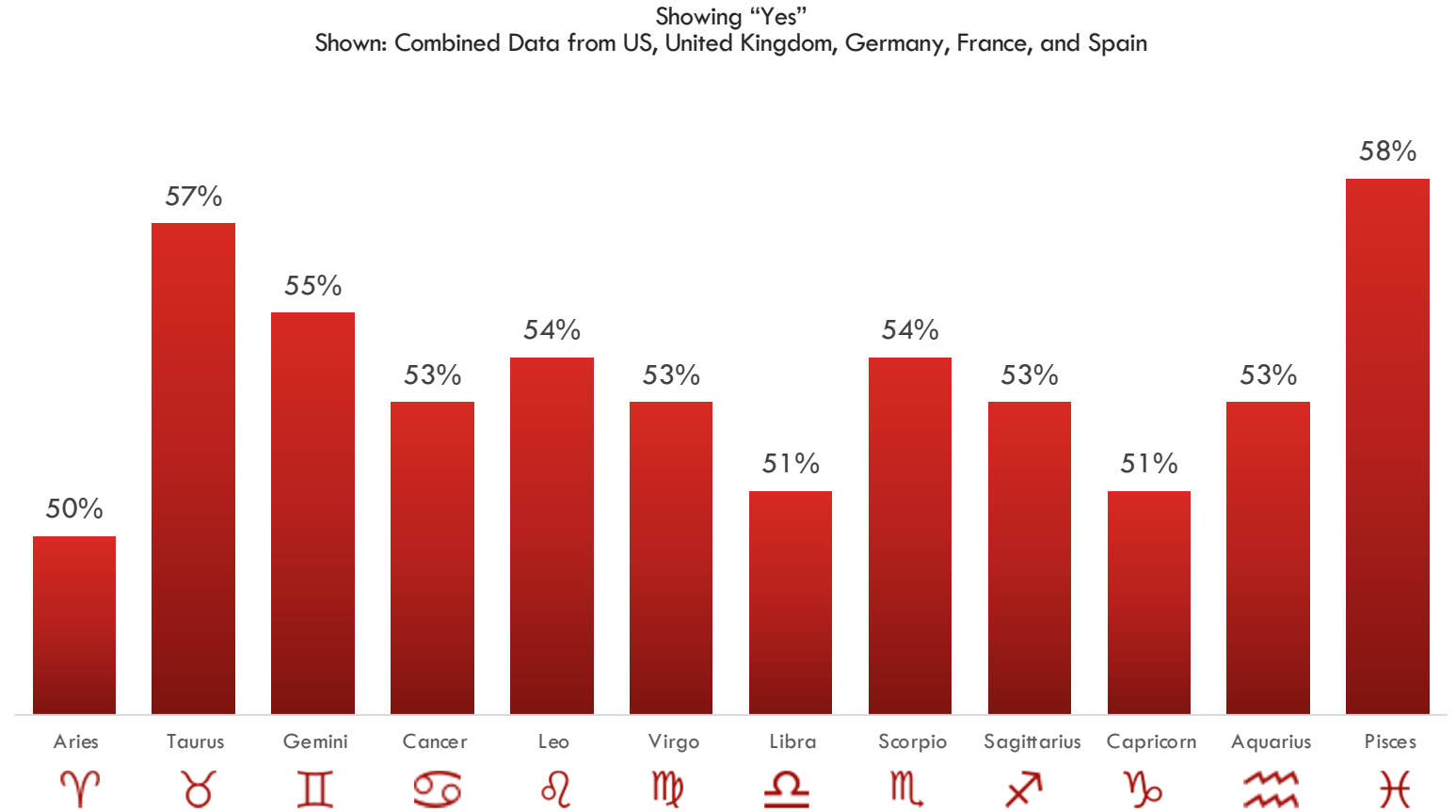
The only two groups with a majority having used sex toys before are LGBTQIA+ and Millennial respondents.



QTOYS: Have you ever used any sex toys?

Pisces Are Most Likely to Have Used a Sex Toy

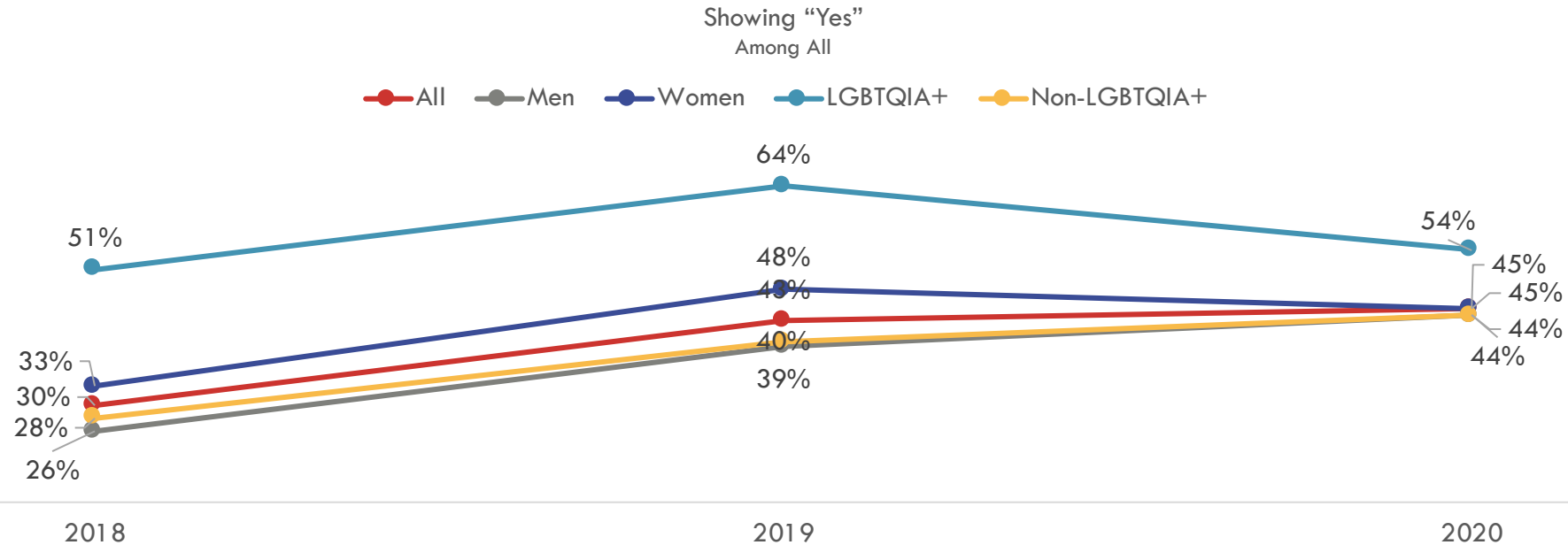
Across all Zodiacs, at least half of respondents have used sex toys, with Pisces and Taurus leading in sex toy usage; Aries, Libra, and Capricorn express the lowest usage.



QTOYS: Have you ever used any sex toys?

Sex Toy Usage In France Has Risen Since 2018

Men have reported the largest increase in sex toy usage—an 18 point rise—during this span.

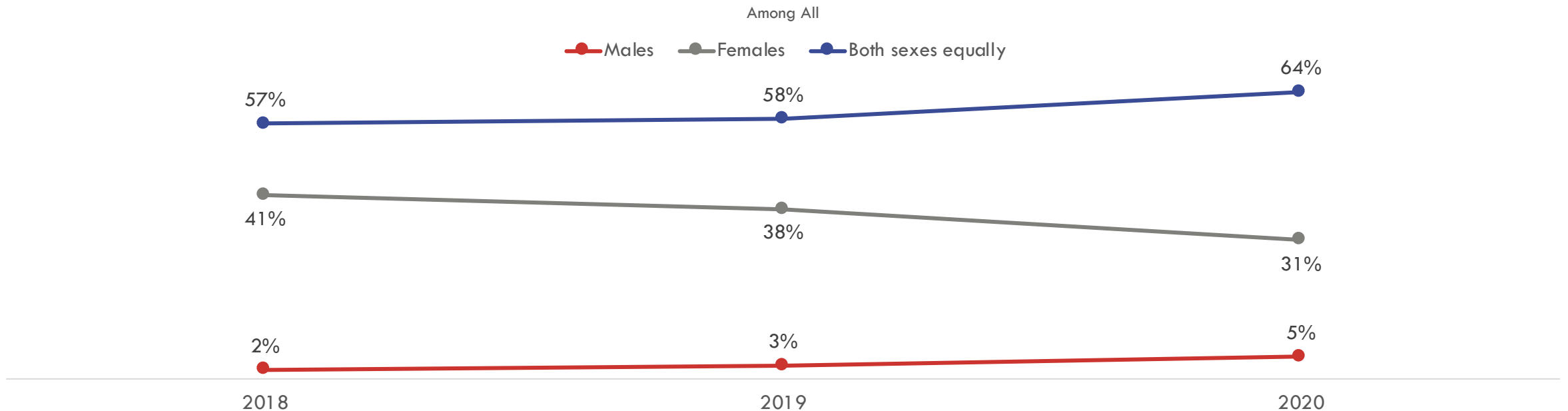


QTOYS: Have you ever used any sex toys?

In 2018 the question was: "have you ever masturbated using a sex toy?"

A Majority of the French See Sex Toys As Unisex

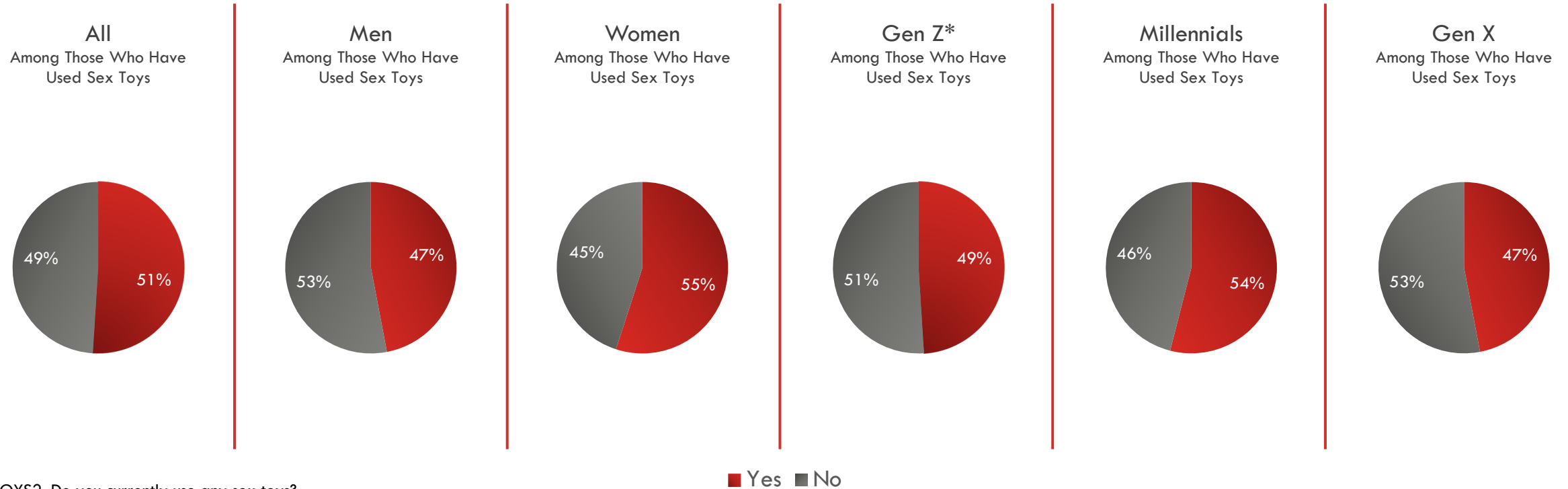
Nearly two-thirds of French adults perceive sex toys as equally useful for both sexes—more than other countries and an increase over previous years.



QTOYS9: When you think of sex toys, do you think they are more useful for pleasuring males, females, or both sexes equally?

About Half of Those Who Have Used Sex Toys Currently Use Them

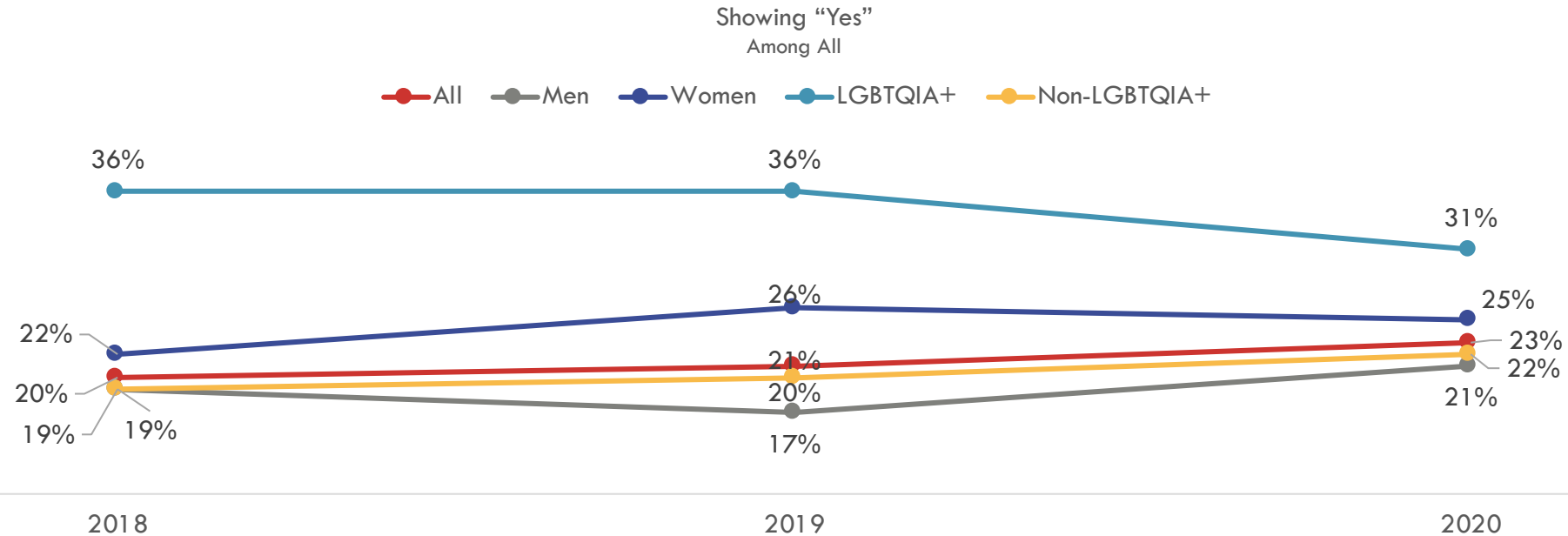
A very slight majority of French women and Millennials who have used sex toys continue to use them.



QTOYS2: Do you currently use any sex toys?
Caution: Small base (Gen Z n=53)

Non-LGBTQIA+ Active Sex Toy Usage Has Risen Slightly Since 2018

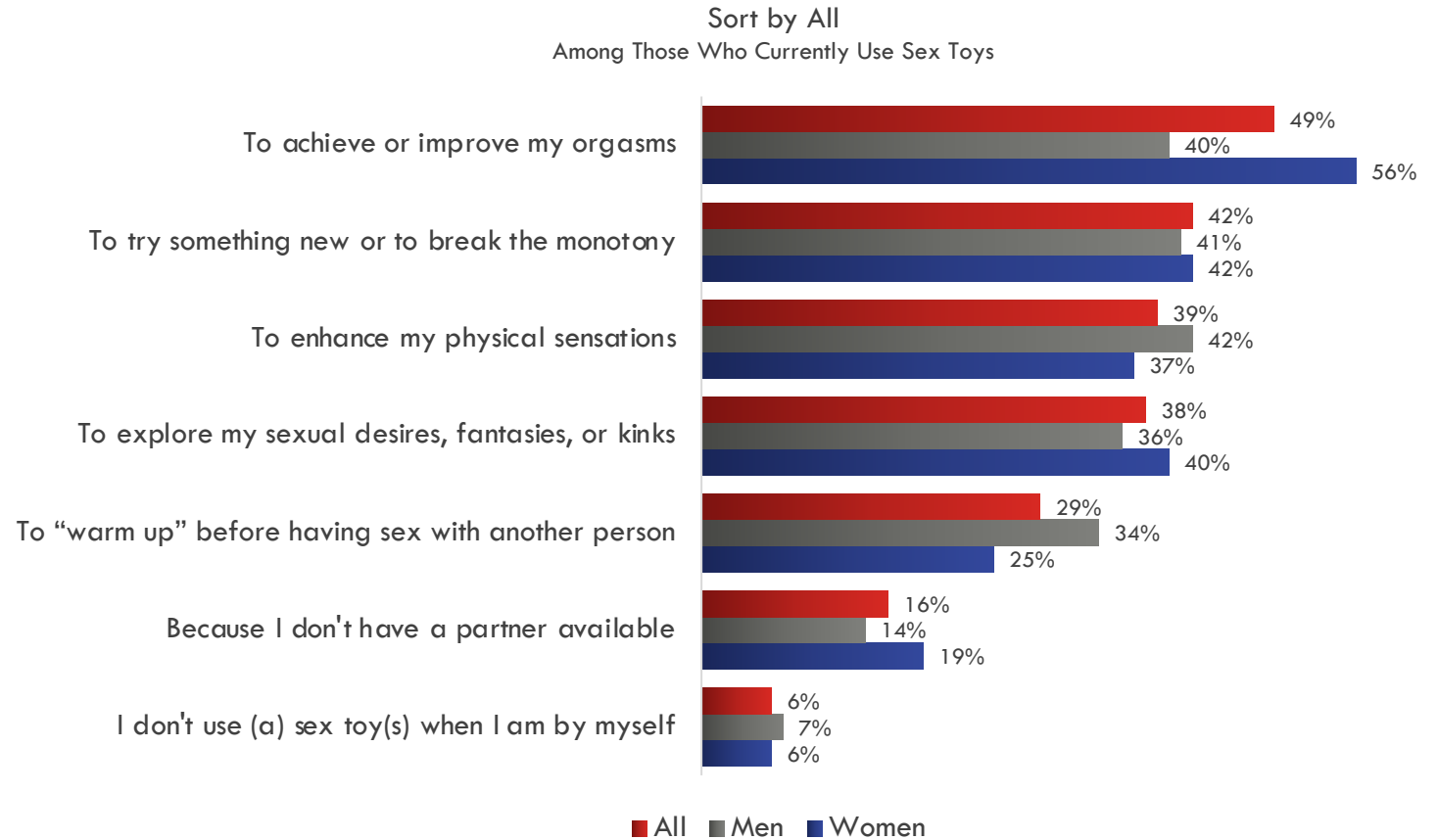
Conversely, French LGBTQIA+ have reported a slight decrease in reported active sex toy usage.



QTOYS2: Do you currently use any sex toys?

More French Women Than Men Use Sex Toys to Reach or Enhance Orgasms

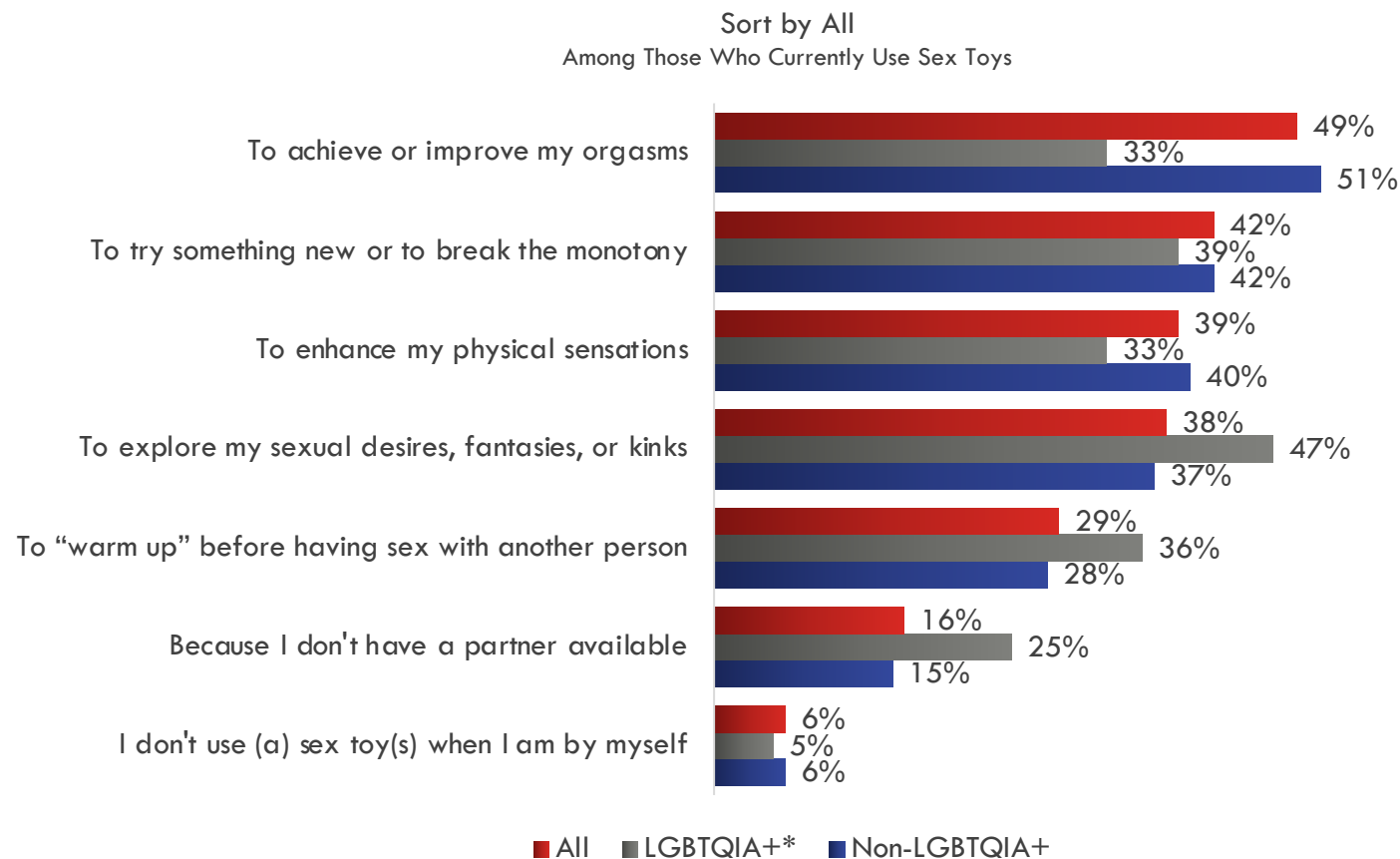
Otherwise, motivations for sex toy usage are relatively similar between French men and women—though men appear slightly more likely to use toys as preparation for partnered sex.



QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.

French LGBTQIA+ View Sex Toys As A Way To Explore Fantasies and Kinks

Non-LGBTQIA+ align with other groups in viewing sex toys primarily as a tool to improve or reach orgasm.

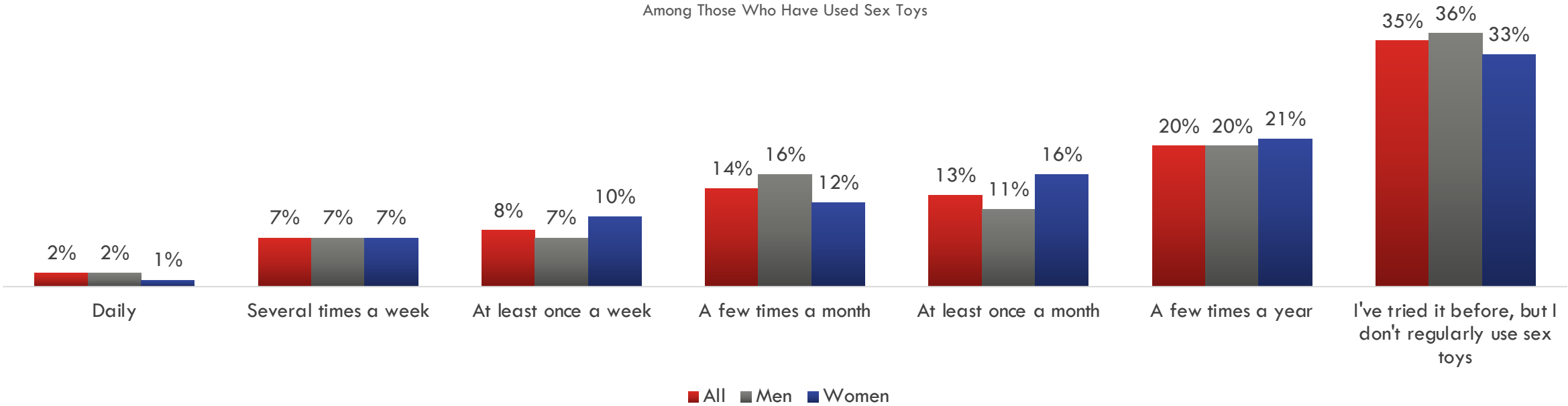


QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.

Caution: Small base (LGBTQIA+ n=36)

Over Half of French Sex Toy Users Use Them Less Than Once a Month

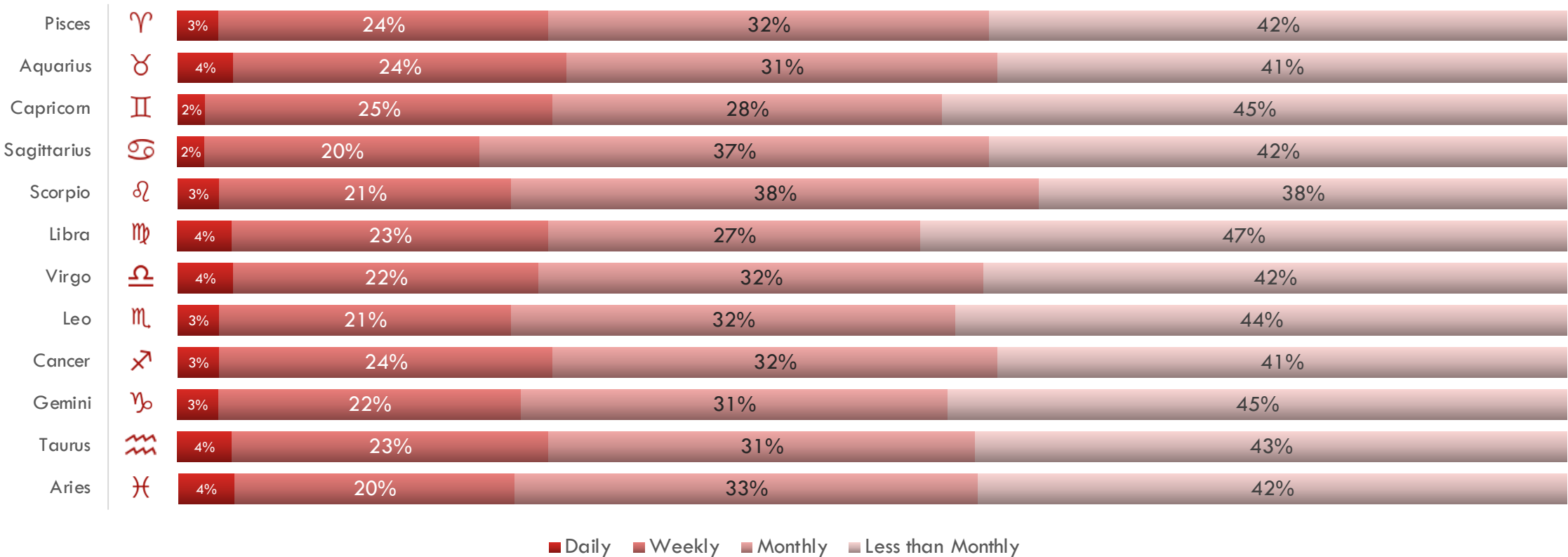
Only 17% of French sex toy users overall use them once a week or more.



QTOYSFREQ: How frequently do you personally use sex toys on average?

Aquarians Use Sex Toys More Often Than Other Zodiac Signs

Among Those Who Have Used Sex Toys
Shown: Combined Data from US, United Kingdom, Germany, France, and Spain

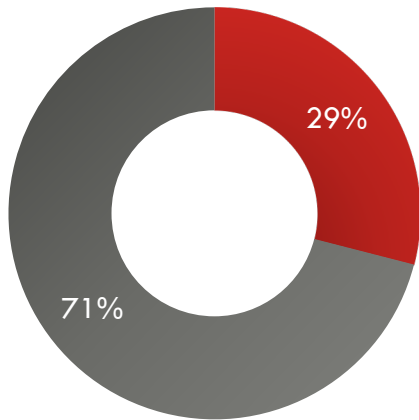


QTOYSFREQ: How frequently do you personally use sex toys on average?

Most Non-Sex Toy Users Have Never Even Considered It

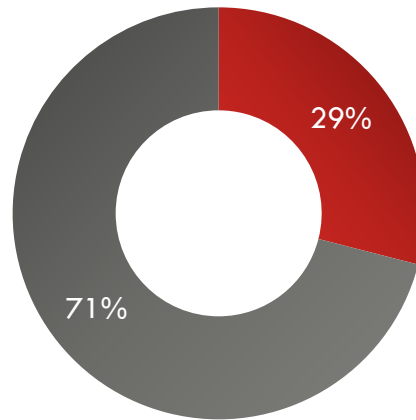
Of the 55% of French respondents who have never used a sex toy, over two-thirds say they have “never considered using sex toys.”

All
Among Those Who Have Never Used Sex Toys



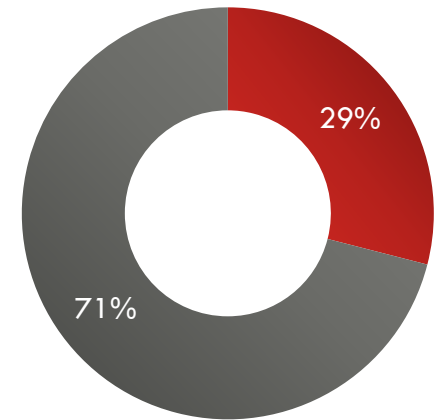
■ Yes ■ No

Men
Among Those Who Have Never Used Sex Toys



■ Yes ■ No

Women
Among Those Who Have Never Used Sex Toys

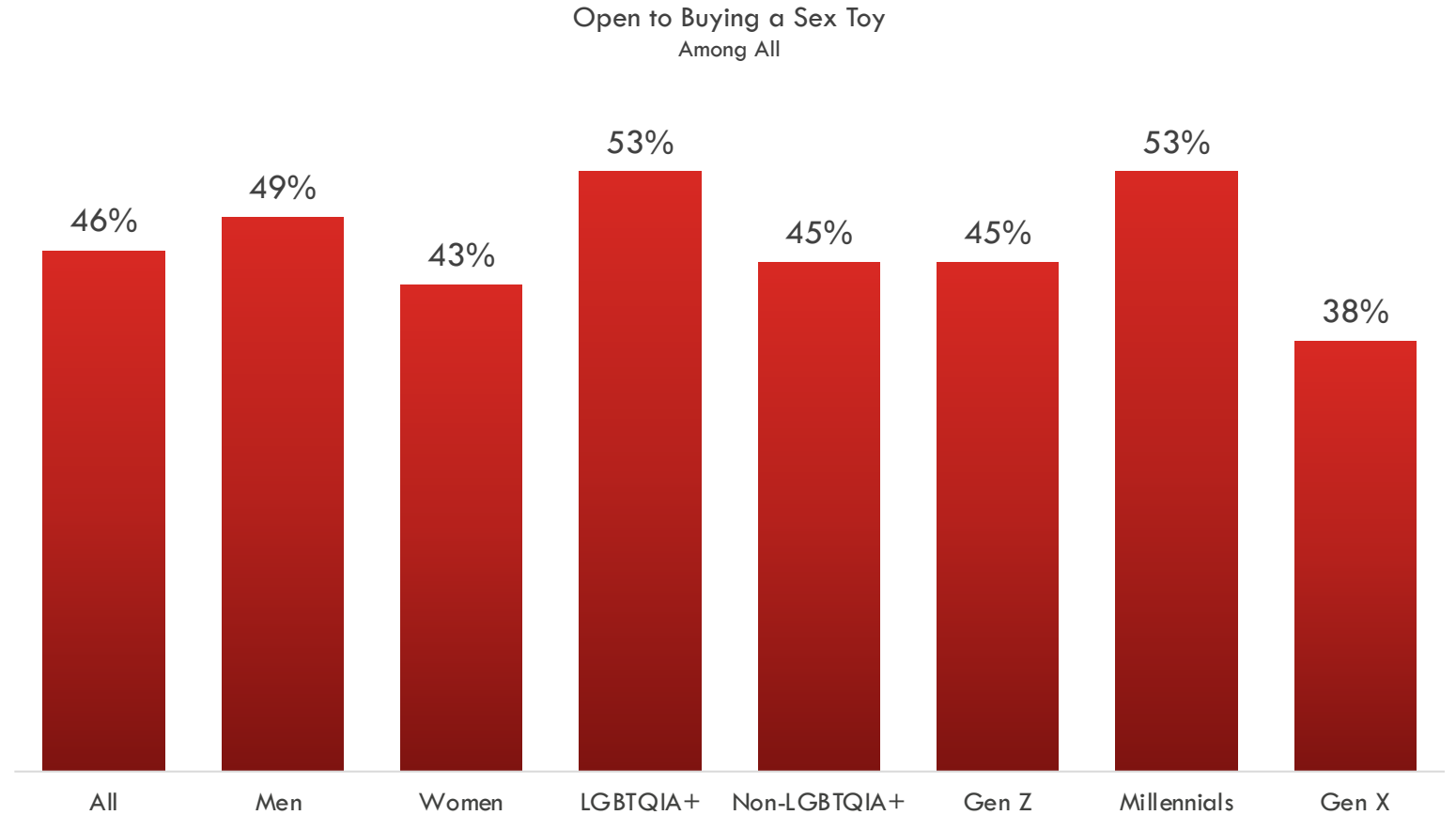


■ Yes ■ No

QTOYS2B: Have you ever considered using sex toys?

Most French Adults Wouldn't Consider Purchasing a Sex Toy in the Future

Though a slight majority of LGBTQIA+ and Millennial respondents are open to the idea, less than half of the overall population would consider it.

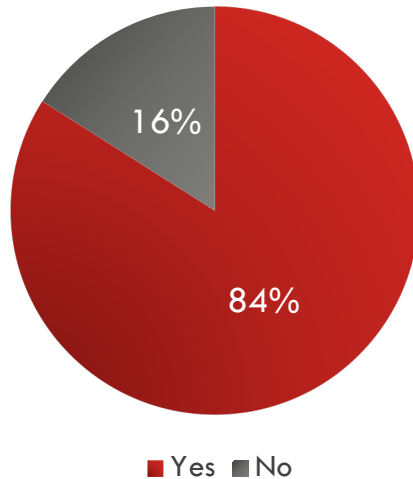


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

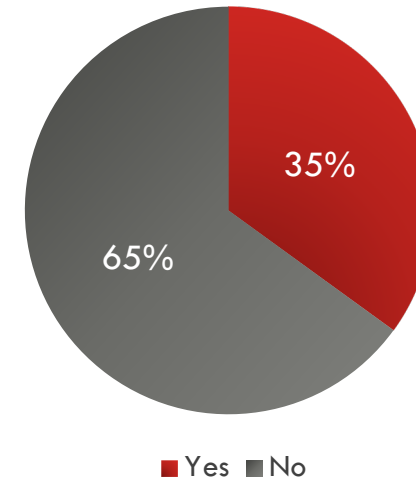
Only a Third of French Sex Toy Non-Users Are Open to Purchasing One in the Future

Over 8 in 10 *current* users would consider purchasing a sex toy in the future.

Open To The Idea Of Buying A Sex Toy For Themselves Or For A Partner In The Future
Among Those Who Currently Use Sex Toys



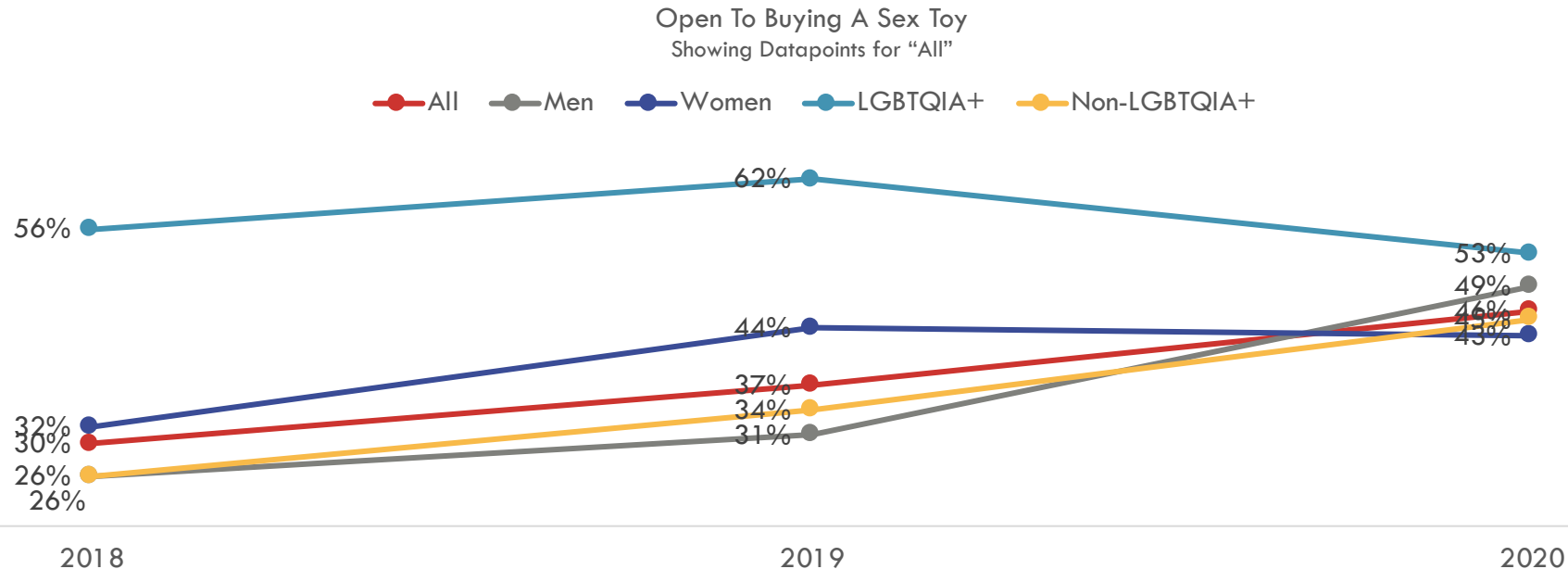
Open To The Idea Of Buying A Sex Toy For Themselves Or For A Partner In The Future
Among Those Who Do Not Currently Use Sex Toys



QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

French Openness to Sex Toy Purchasing Is Rising

Though it remains relatively low, Non-LGBTQIA+ openness to purchasing sex toys has risen over the past two years.

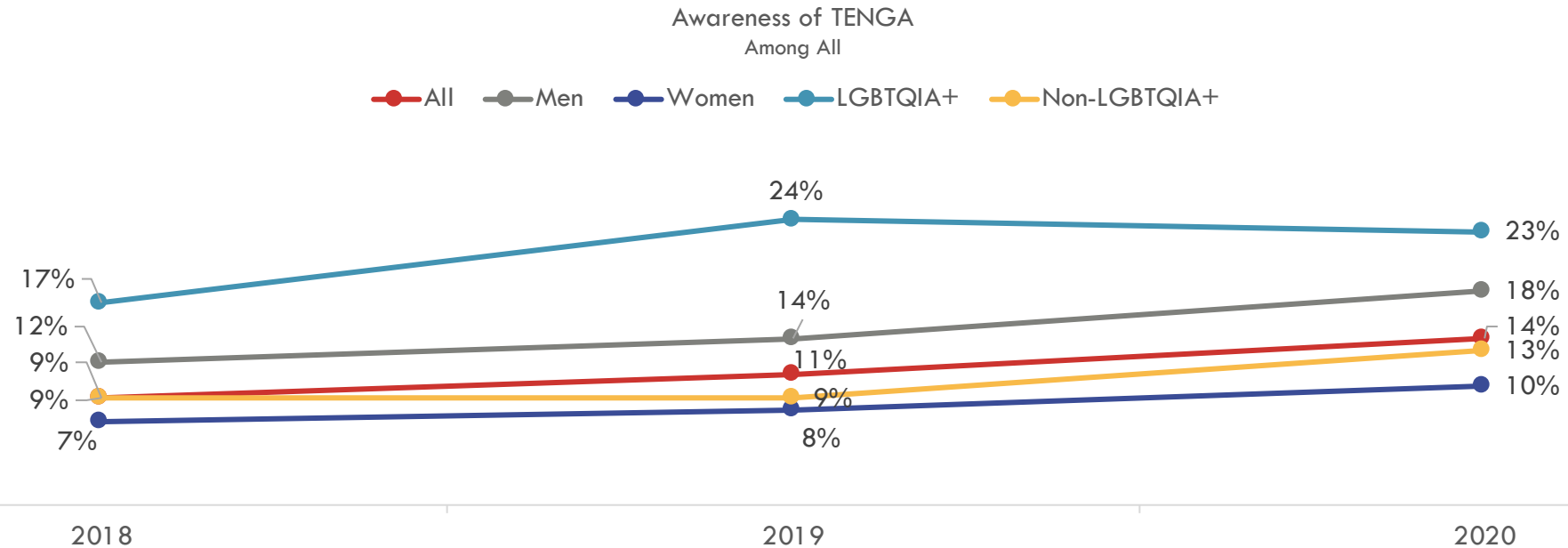


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

In 2016 – 2019 the question was: "Are you open to the idea of buying a sex toy in the future?"

TENGA Awareness Has Grown Since 2018

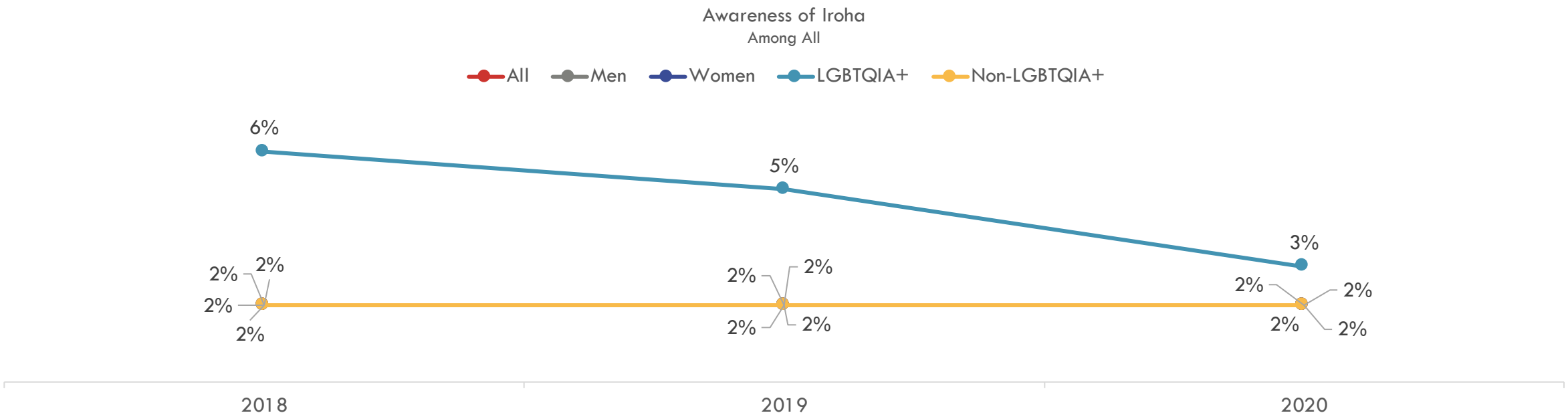
Men report a 6-point increase in TENGA awareness since 2018.



QBRAND-AWARE: Are you aware of any of the following male sex toy brands?

Iroha Awareness Has Remained Consistently Low

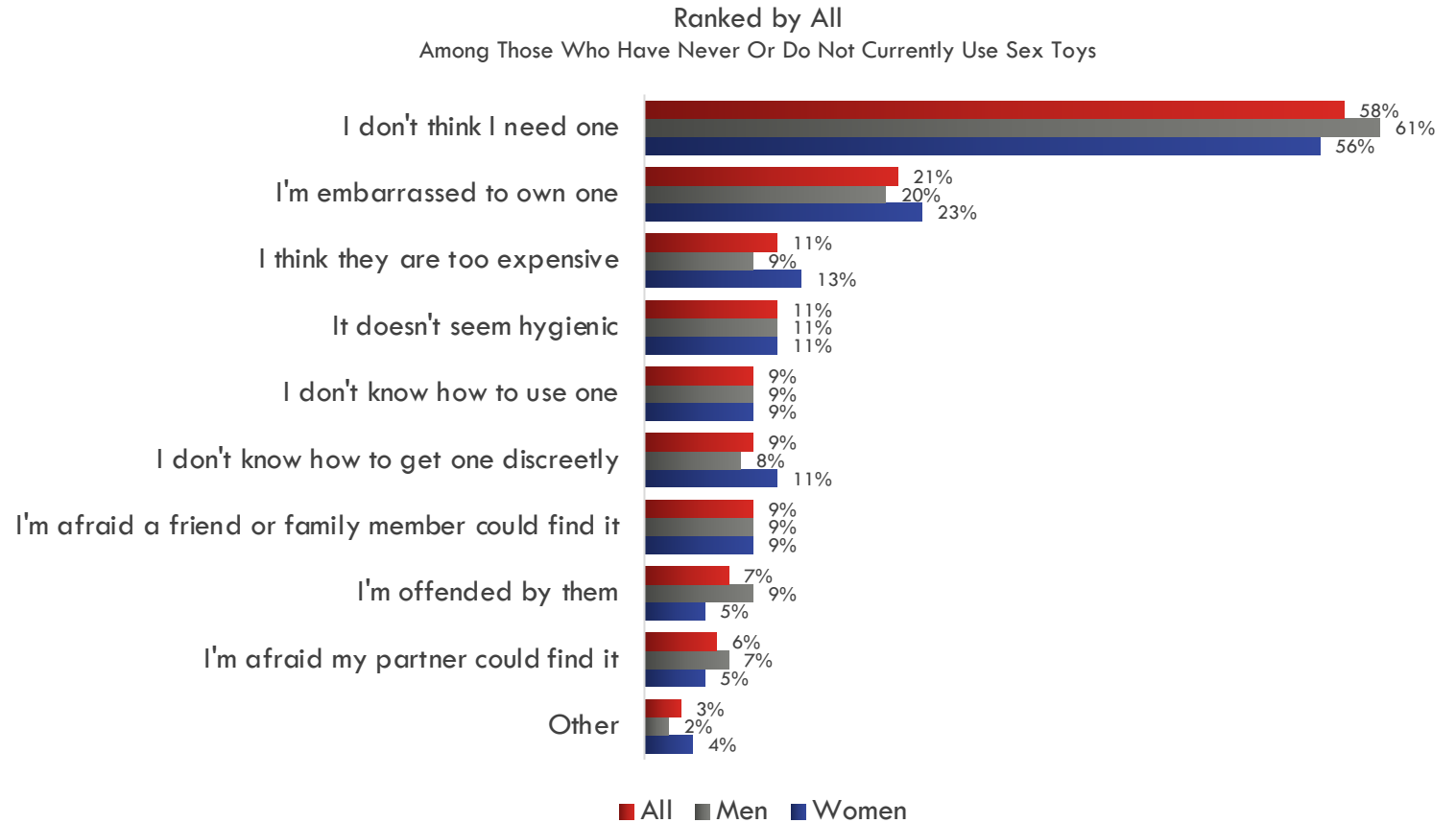
Awareness among LGBTQIA+ respondents has dipped slightly.



QBRANDAWAREWOMEN: Are you aware of any of the following female sex toy brands?

Sex Toy Non-Users Feel That They Do Not Need Them

Among the 77% of respondents who either have never used a sex toy or do not currently use sex toys, most see sex toys as unnecessary. 1 in 5 French adults also indicate that they would feel embarrassed to own one.

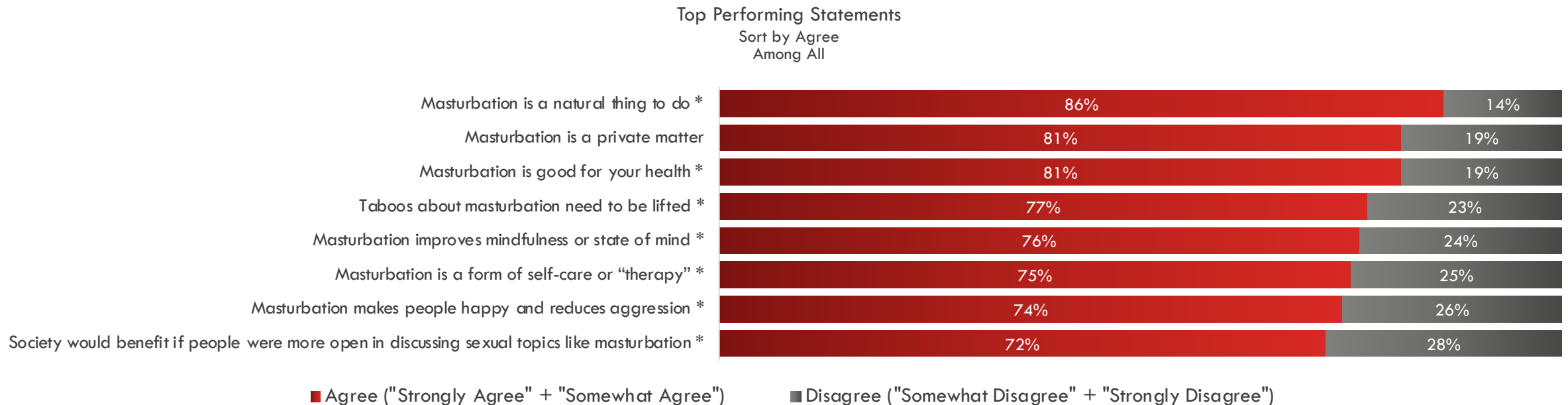


QTOYS6: You said that you do not use a sex toy. Specifically, why do you not use one? Please select all that apply.

ATTITUDES AROUND MASTURBATION

The French Are Generally Masturbation-Positive*

Most French Adults 18-54 agree with statements that can be classified as broadly *masturbation-positive*, with most agreeing that masturbation is a natural thing to do. That said, the majority thinks that masturbation is a private matter.



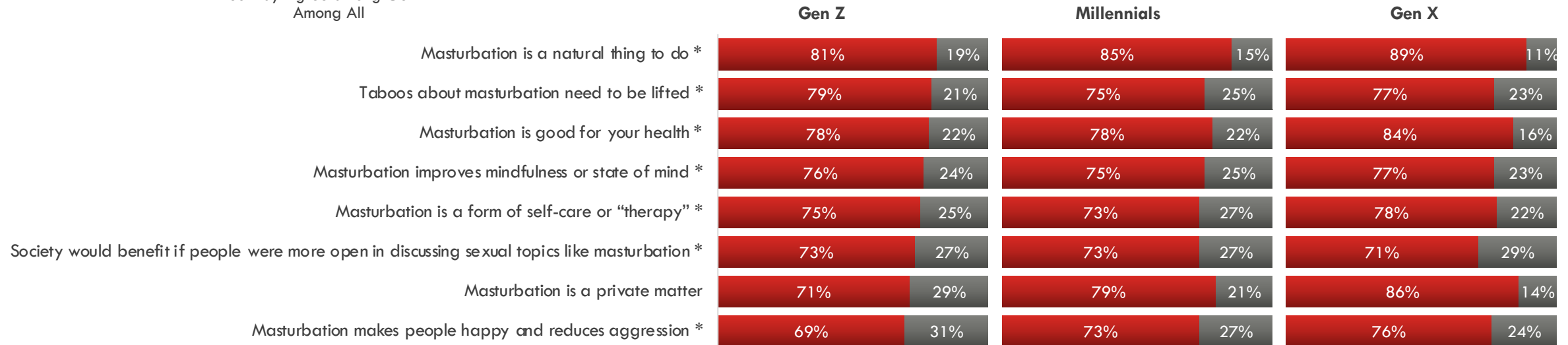
* "Masturbation-Positive" statements

QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

French Gen Xers Express Greater Support in Their Belief That Masturbation is a Natural Thing To Do.

Compared to Millennials and Gen Z, Gen Xers are more likely to attribute positive outcomes to masturbation, but are also most likely to think that masturbation is a private matter.

Top Performing Statements
Sort by Agree among Gen Z
Among All



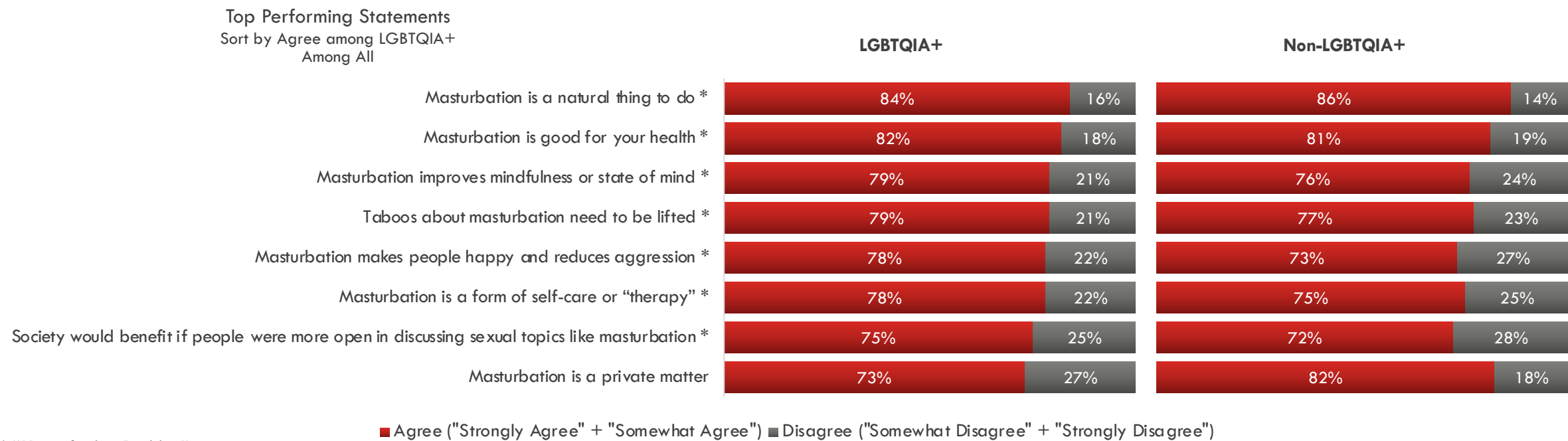
■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

* "Masturbation-Positive" statements

QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

French LGBTQIA+ Are Less Likely to Believe That Masturbation is a Private Matter

That said, they generally share similar viewpoints to their Non-LGBTQIA+ counterparts.

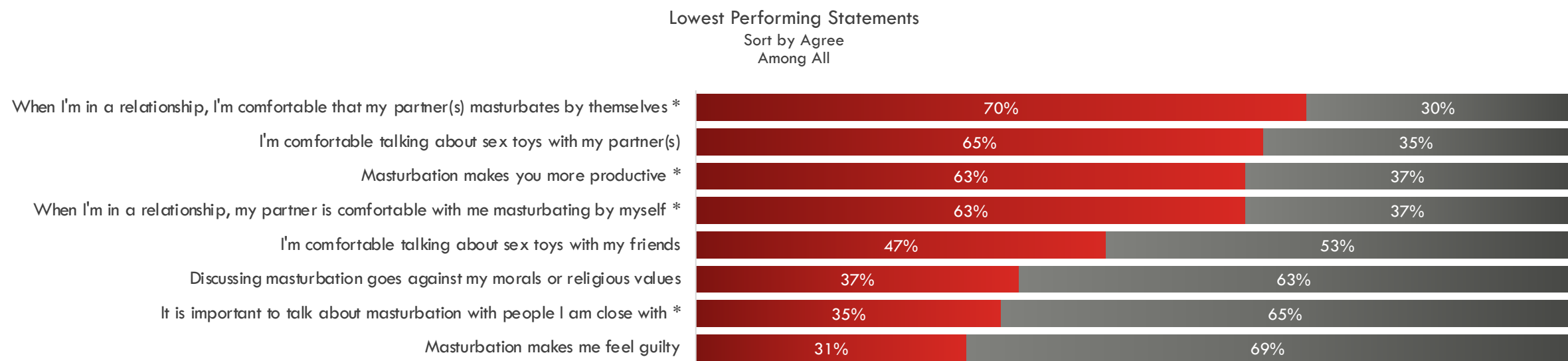


* "Masturbation-Positive" statements

QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

Moral or Religious Objections to Masturbation Are Relatively Low

However, French adults are more likely to express discomfort in talking about sex toys with friends and disagree that it's important to talk about masturbation with people they are close with.

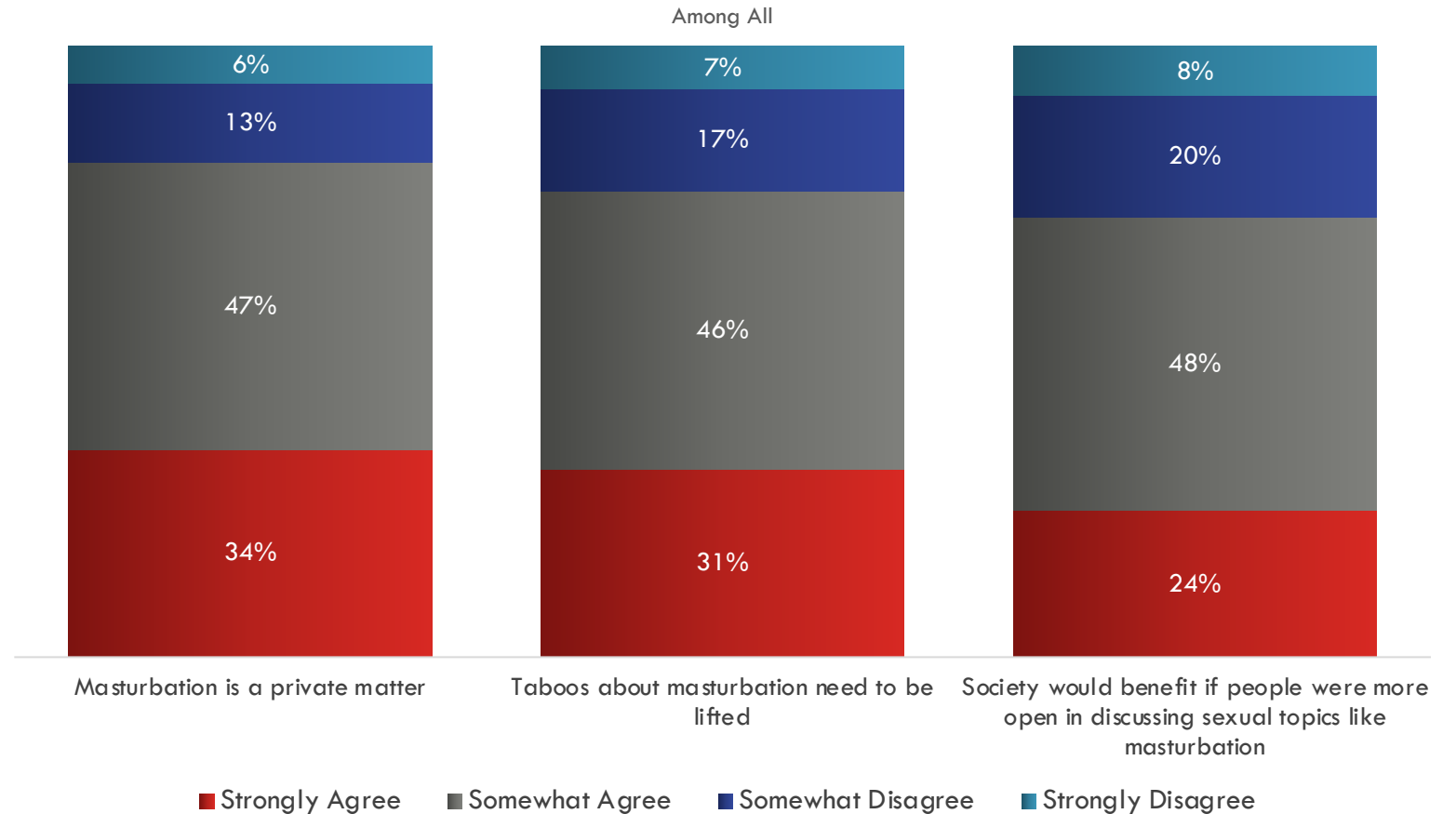


* "Masturbation-Positive statements" ■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

Most Agree that Society Should be More Open About Masturbation

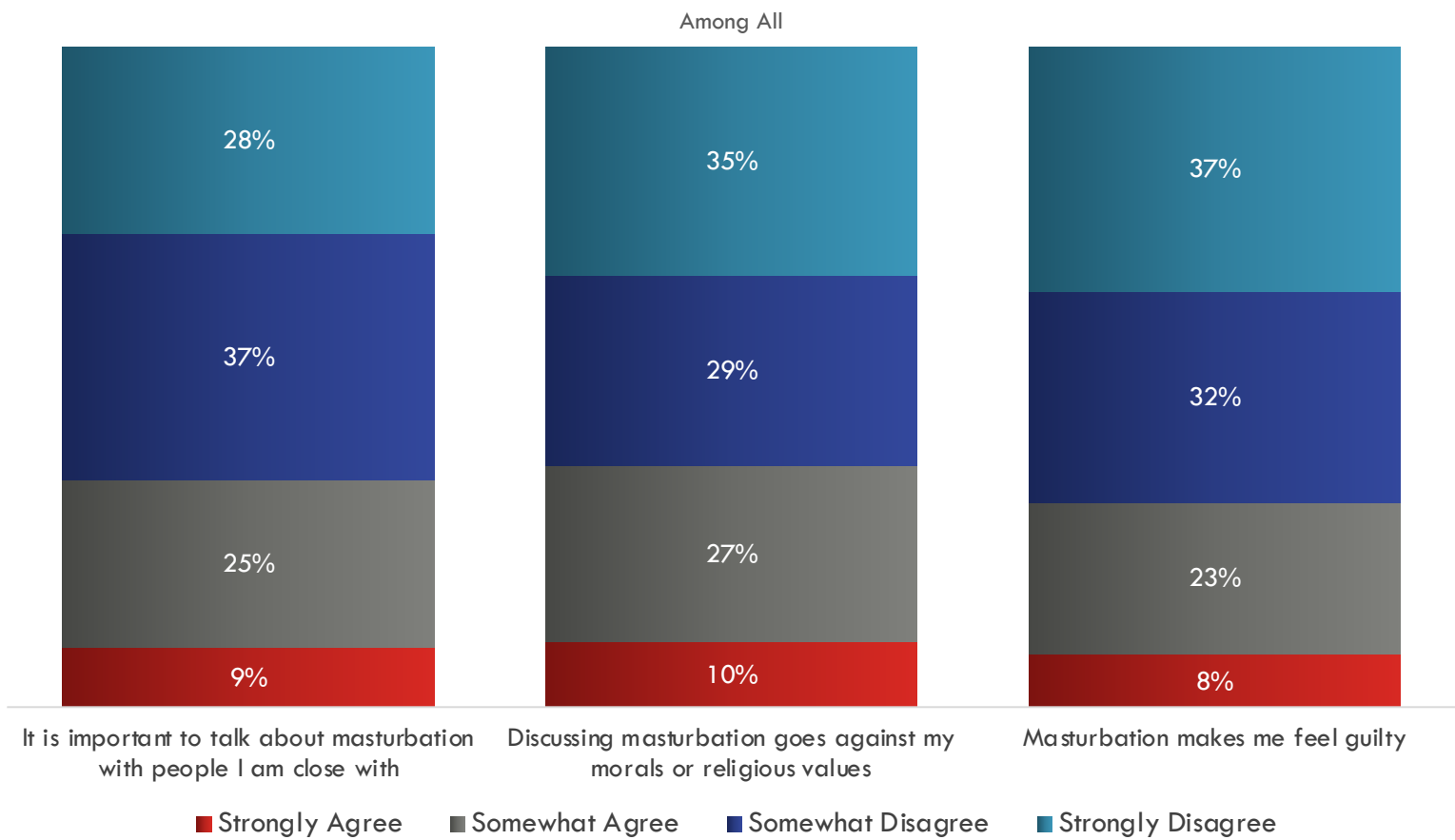
There is broad agreement that “Taboos about masturbation need to be lifted”, and that “Society would benefit if people were more open in discussing sexual topics like masturbation” even though *more* agree that “Masturbation is a private matter.”



QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

However, *Personal* Reluctance to Speak More Openly Persists

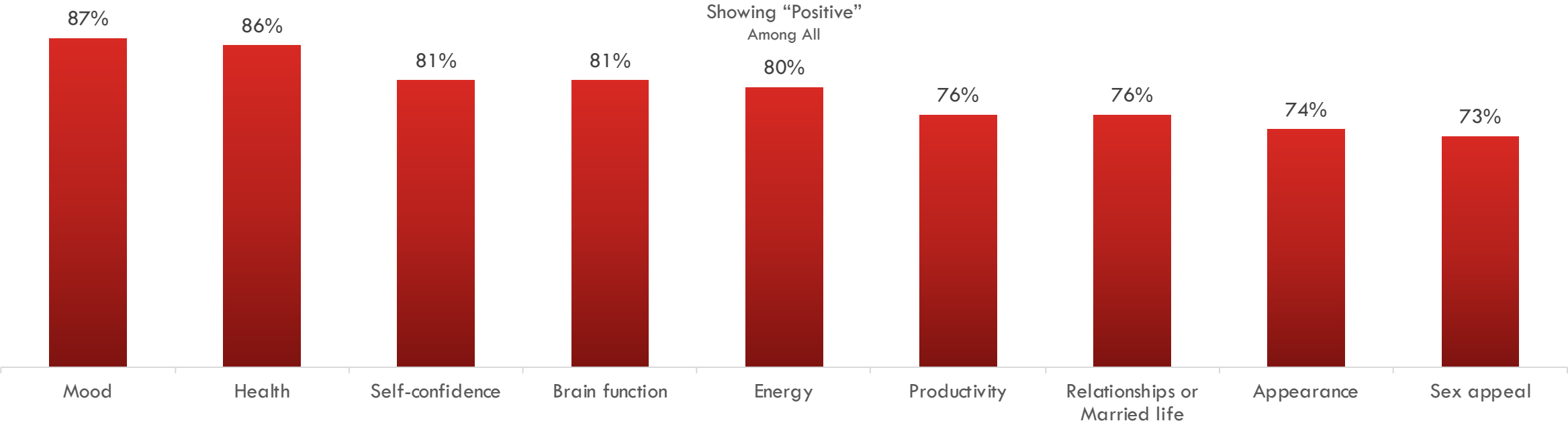
While only slightly more than a third of French adults think that masturbation goes against their morals or religious views, a majority still disagree that it's important to talk about masturbation with people they are close with.



QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

Most Agree that Masturbation Has Positive Effects

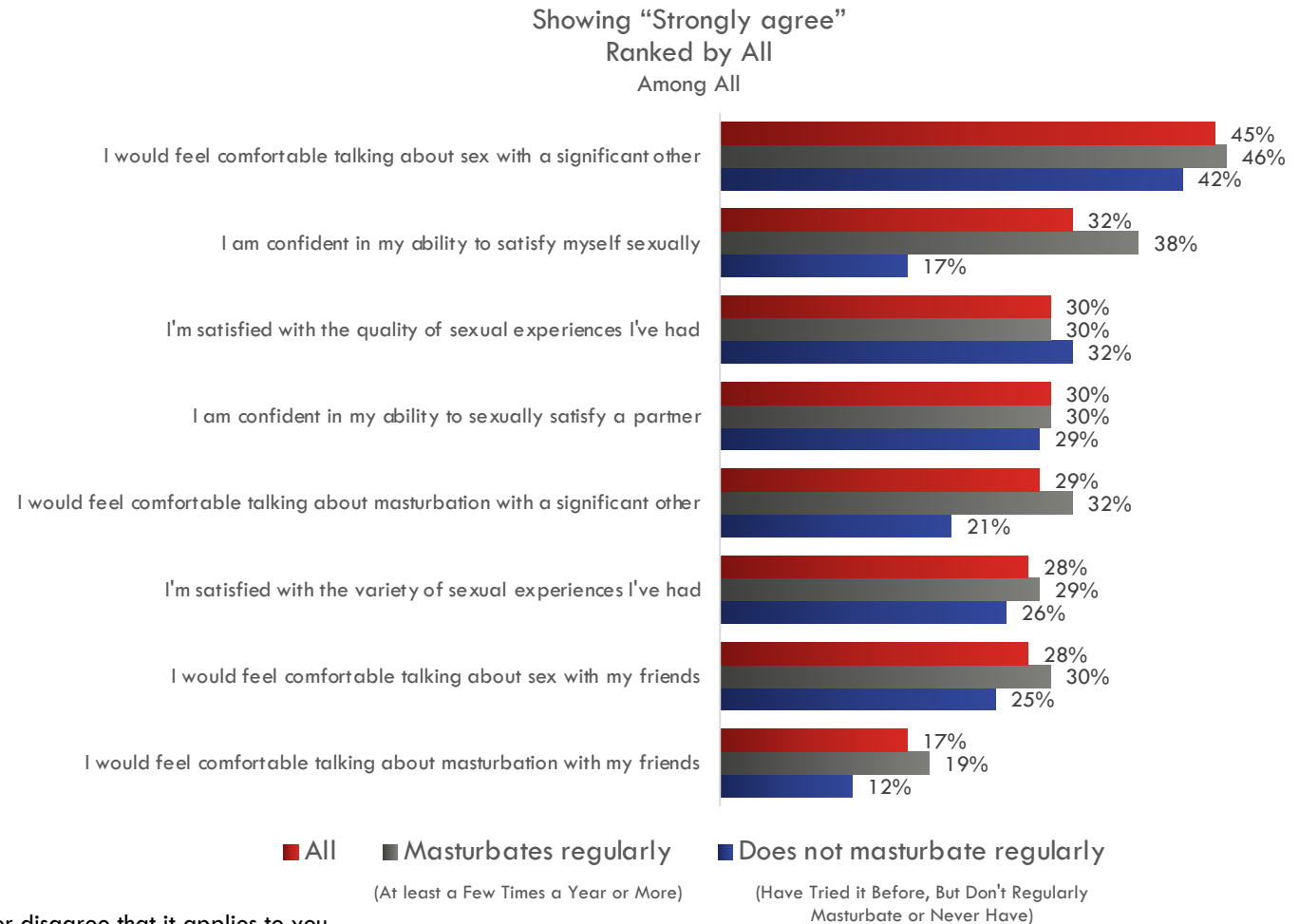
Most French Adults 18-54 agree that masturbation has a “Positive impact” on all of the following:



QPOSORNEG: Do you think masturbation has a positive or negative impact on each of the following?

Regular Masturbators Tend to be More Comfortable and Confident when it Comes to Sex and Masturbation

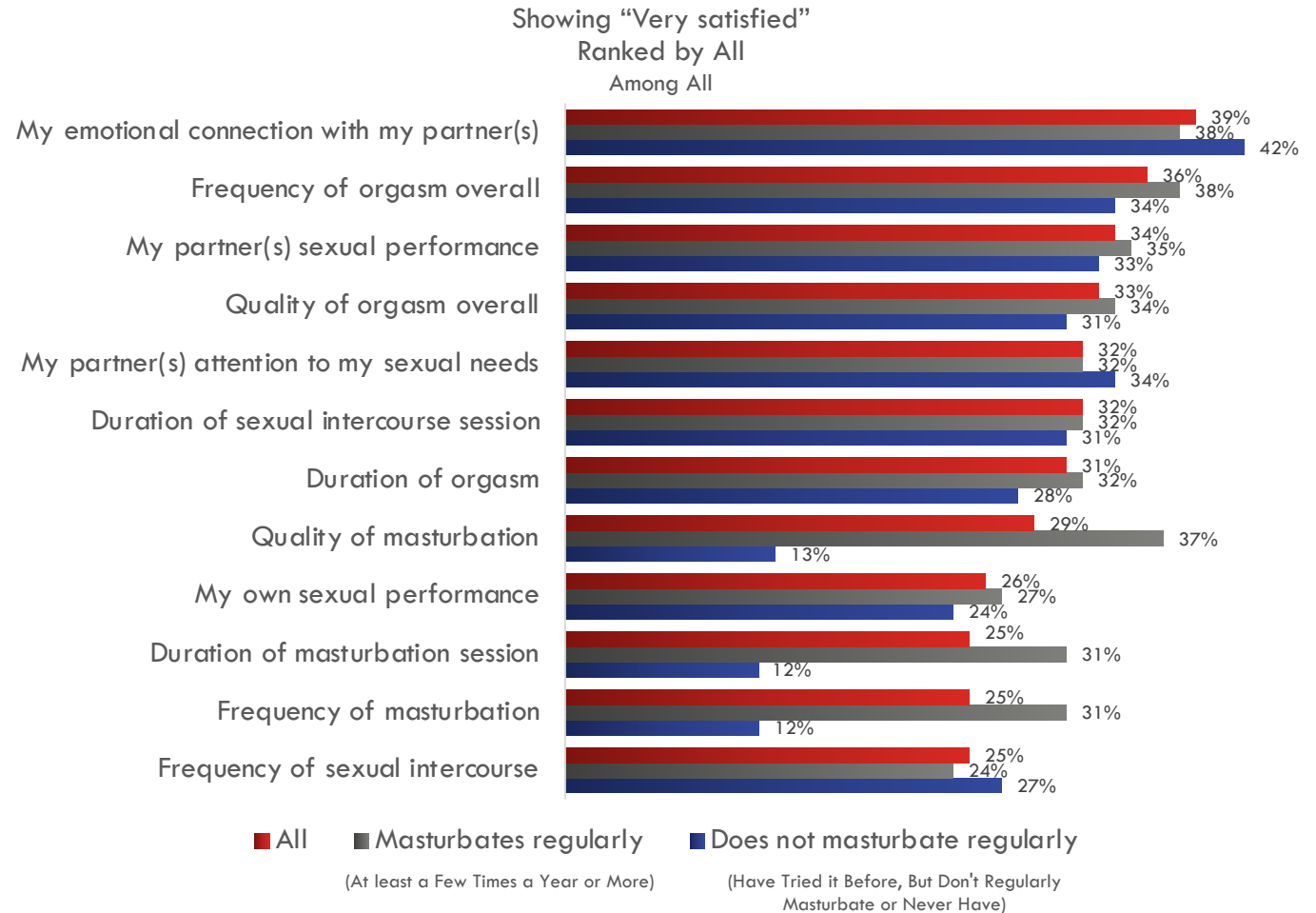
Compared to those that don't masturbate regularly, regular masturbators are far likelier to report that they're confident with their ability to satisfy themselves sexually.



QSTATEMENT: For each of the following statements, please indicate if you agree or disagree that it applies to you.

Regular Masturbators Are More Satisfied With Most Aspects of Their Sexual Experiences

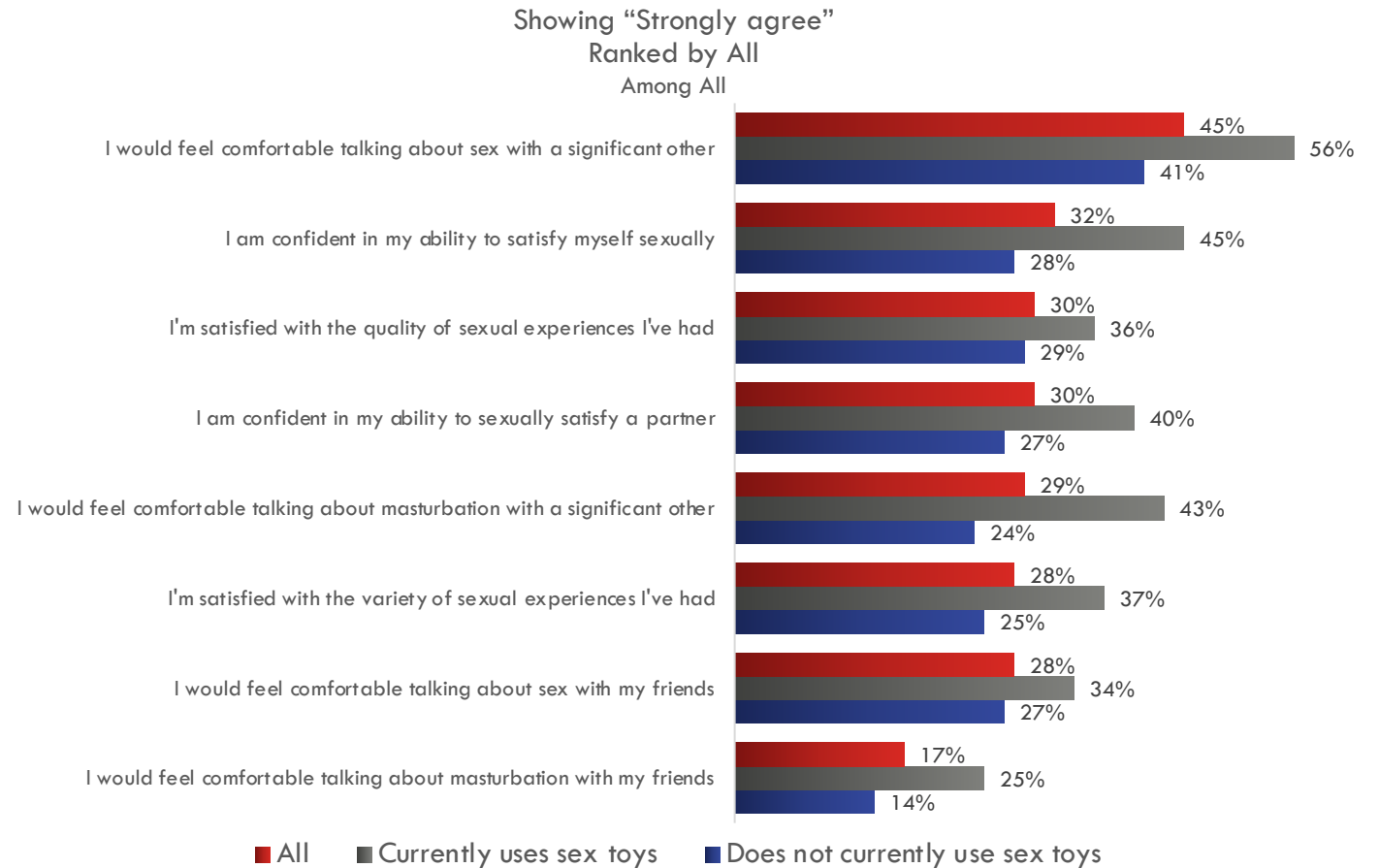
Regular masturbators in France show substantially more satisfaction with masturbation and sex, but non-regular masturbators are more satisfied with their partners' attention to their sexual needs and emotional connection, as well as the frequency of their sexual intercourse.



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

Sex Toy Users Are Substantially More Comfortable, Confident, and Satisfied

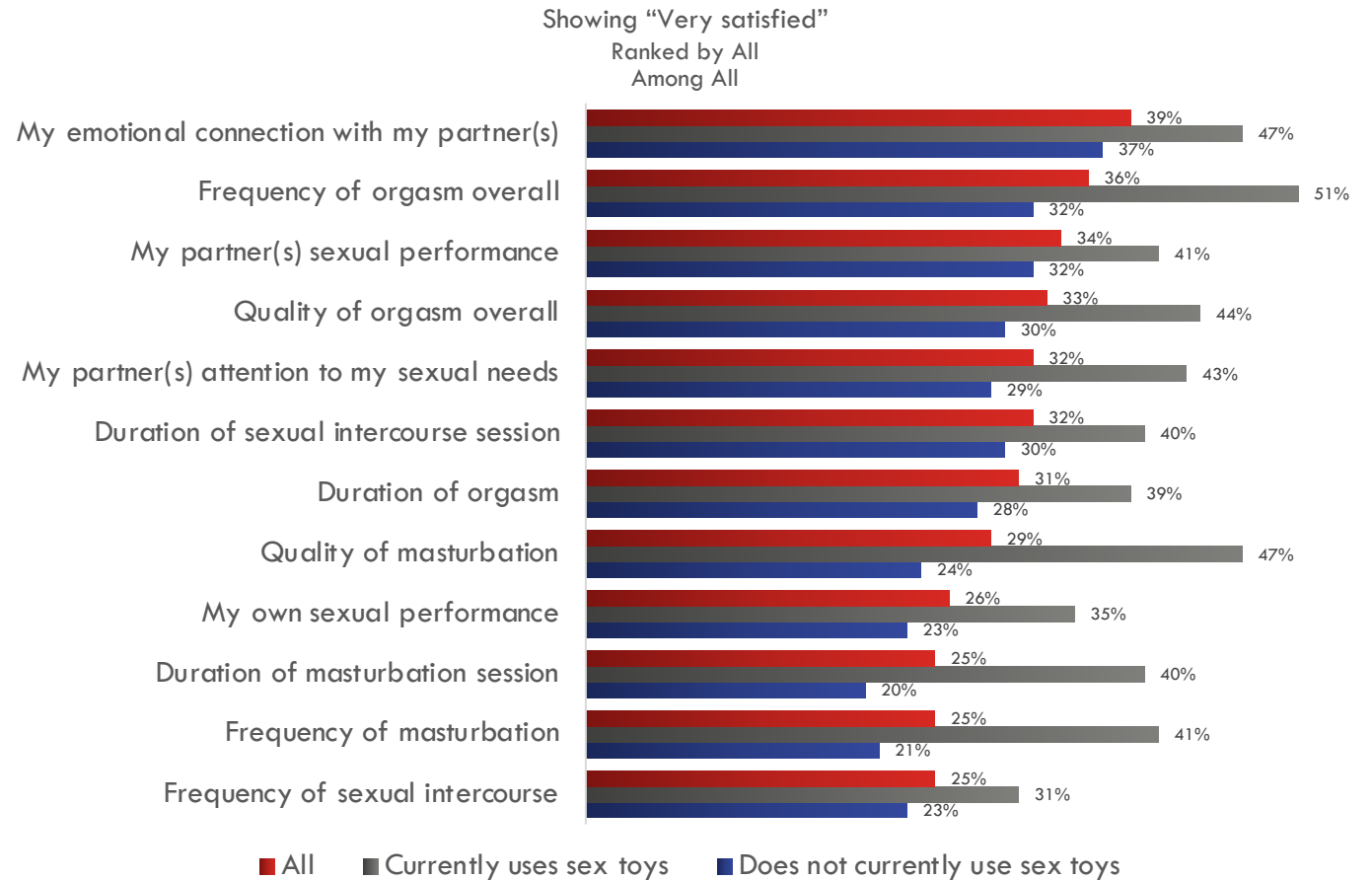
Sex toy users in France show a double-digit increase over non-users for most metrics and are particularly more likely to strongly agree with “I am confident in my ability to satisfy myself sexually”.



QSTATEMENT: For each of the following statements, please indicate if you agree or disagree that it applies to you.

Sex Toy Users Are Much More Satisfied With All Aspects of Their Sexual Experiences

Satisfaction for “My partner(s) sexual performance” and “Frequency of sexual intercourse” is closest between sex toy users and non-users.



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

French Adults Rank Orgasms From Partnered Sex and Masturbation Without Toys Higher than Those With Sex Toys

Possibly due to lower incidence of sex toy usage, French adults rank toyless orgasms higher than those aided with toys.

Sex toy users prefer orgasms that include toys for solo masturbation.

How People Rank The Quality of Their Orgasms from Different Sexual Activities					
Showing Ranking Order from 1 st (Highest Quality) to 5 th (Lowest Quality) Ranked by All	Among The Following Audiences:				
	All	Those who Masturbate Regularly	Those who Do Not Masturbate Regularly Or At All	Those who Currently Use Sex Toys	Those who Do Not Currently Use Sex Toys
Having sex with a partner (without a sex toy)	#1	#1	#1	#1	#1
Masturbating on your own (without a sex toy)	#2	#2	#3	#4	#2
Having sex with a partner (with a sex toy)	#3	#3	#2	#2	#3
Masturbating with a partner present	#4	#4	#4	#5	#5
Masturbating on your own (with a sex toy)	#5	#5	#5	#3	#4

QORGASMQUAL: How would you rank the quality of orgasms that you experience when engaging in the following activities? Rank these from highest-quality at the top to lowest-quality at the bottom

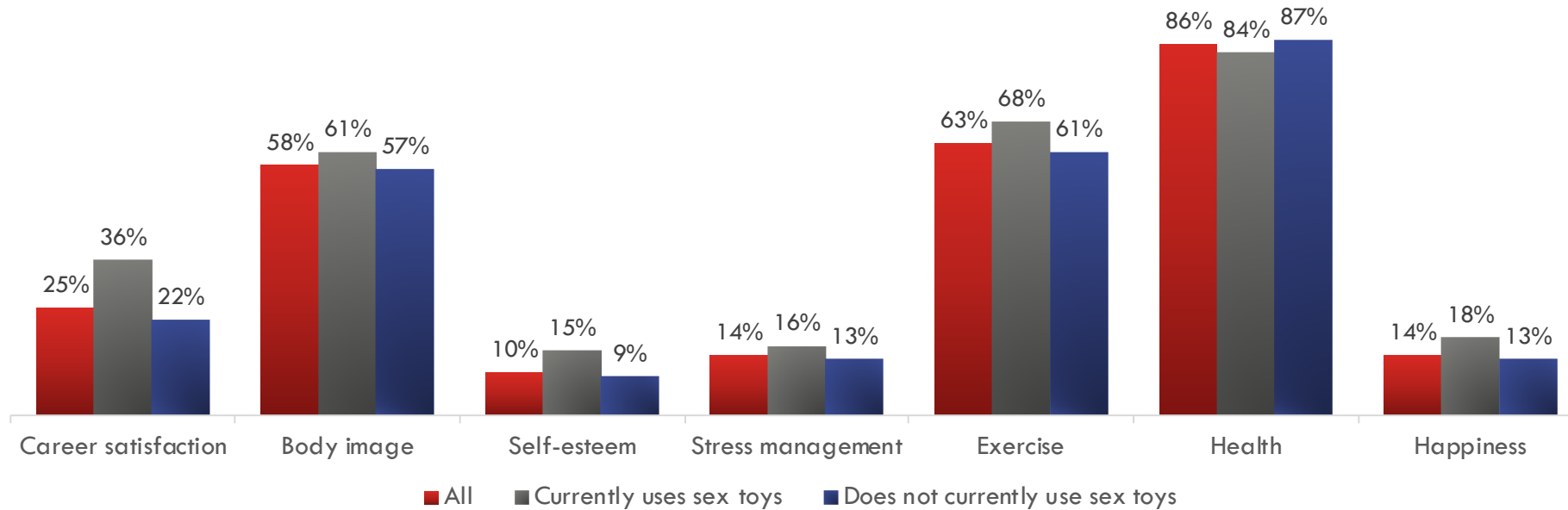
Most Respondents Prioritize Toyless Orgasms - Whether or Not A Partner is Involved

Millennials rank orgasms from partnered sex higher than masturbation sessions, regardless of toy usage.

How People Rank The Quality of Their Orgasms from Different Sexual Activities?								
Showing Ranking Order from 1 st (Highest Quality) to 5 th (Lowest Quality) Ranked by All	Among The Following Audiences:							
	Base	Male	Female	Gen Z	Millennial	Gen X	LGBTQIA +	Non-LGBTQIA +
Having sex with a partner (without a sex toy)	#1	#1	#1	#1	#1	#1	#1	#1
Masturbating on your own (without a sex toy)	#2	#2	#2	#2	#3	#2	#2	#3
Having sex with a partner (with a sex toy)	#3	#3	#3	#3	#2	#3	#3	#2
Masturbating with a partner present	#4	#4	#5	#4	#4	#4	#5	#4
Masturbating on your own (with a sex toy)	#5	#5	#4	#5	#5	#5	#4	#5

QORGASMQUAL: How would you rank the quality of orgasms that you experience when engaging in the following activities? Rank these from highest-quality at the top to lowest-quality at the bottom

Sex Toy Users Tend to be More Satisfied With Their Careers



Hours Of Sleep Per Night

Sex Toy Users

7.18 hrs.

Sex Toy Non-Users

7.09 hrs.

QCAREER: How satisfied are you in your career? (% Very satisfied)

QBODYIMAGE: Do you think you have a beautiful body? (% Yes)

QSELFESTEEM: 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 (% "5 – Highest")

QSTRESS: Overall, how good are you at managing stress in your life? (% Very good)

QEXERCISE: Do you currently exercise? (% Yes)

QGOODHEALTH: Do you consider yourself to be in good health? (% Yes)

QHAPPINESS: How much do you agree or disagree with the statement: "At this time, I'm generally happy with my life." (% Strongly agree)

QSLEEP: On average, how many hours of sleep do you get a night?

Maximum Difference Scaling (MaxDiff) Background

To determine the relative prevalence and intensity of specific sexual fantasies across various populations, we leveraged the Maximum Difference Scaling (MaxDiff) methodology on a list of fantasy descriptions derived from the Wilson Sexual Fantasy Questionnaire.

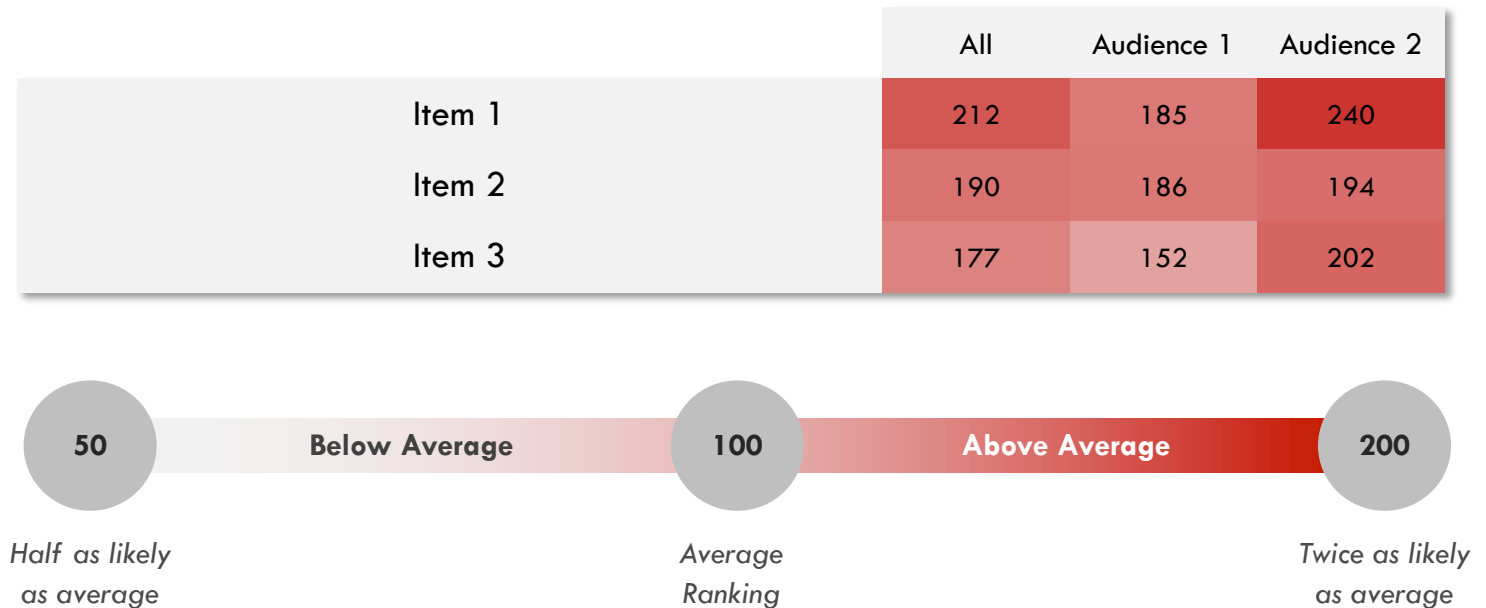
- Respondents were exposed to **55 fantasy descriptions** in total
- Over 19 screens, each containing a semi-randomized set of 6 fantasy descriptions, respondents were prompted to select the fantasy that was “Most Interesting” to them (out of the 6 currently displayed) as well as the fantasy that was “Least Interesting” to them (out of the 6 currently displayed)

Least Interesting		Most Interesting	
<input type="radio"/>	Masturbating my significant other	<input type="radio"/>	
<input checked="" type="radio"/>	Having sex with an unknown person	<input type="radio"/>	
<input type="radio"/>	Watching someone undress without them knowing	<input type="radio"/>	
<input type="radio"/>	Having sex with two men	<input type="radio"/>	
<input type="radio"/>	Having sex with a transgender or non-binary partner	<input checked="" type="radio"/>	
<input type="radio"/>	Having sex in a romantic location (e.g. on a deserted beach)	<input type="radio"/>	

Maximum Difference Scaling (MaxDiff) Background

Statistical analysis was then conducted at the respondent level (on the basis of each respondent's 19 “Most Interesting” selections, 19 “Least Interesting” selections, and the 19 specific permutations of items shown) to determine each respondent's relative interest in each of the 55 fantasy descriptions tested.

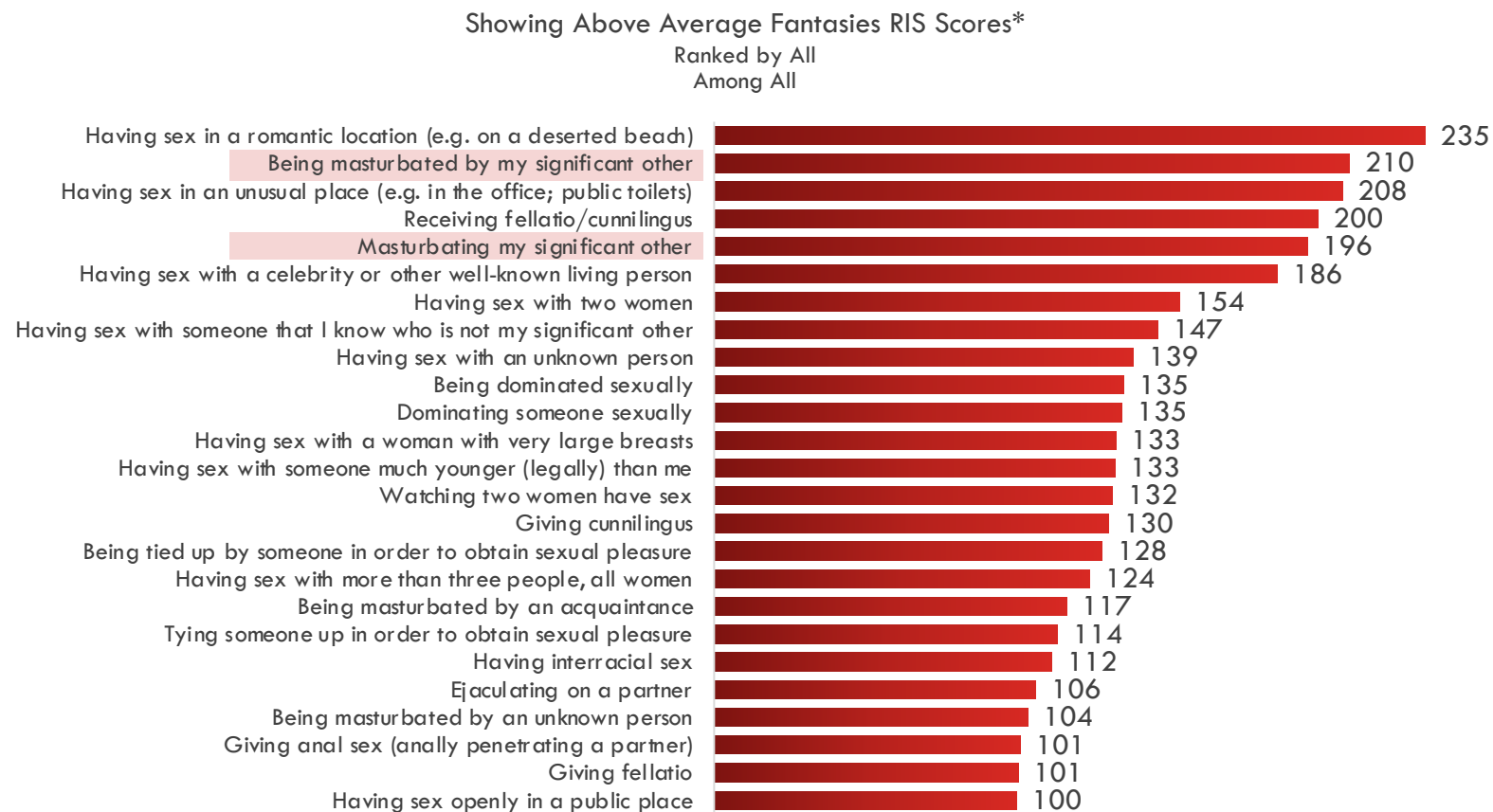
This first step of analysis produced a respondent-level *Zero-Centered Raw Utility Score* for each item, which was then converted into a *Relative Importance Score (RIS)* indexed to the preferences of the entire survey audience, such that **the average item in the set has a score of 100.0**, a twice-as-interesting-as-average item has a score of 200.0, a half-as-interesting-as-average item has a score of 50.0, etc.



Partnered Masturbation Holds a Prominent Place in the Sexual Imagination

In a MaxDiff relative-interest-scaling exercise, two of the top-five sexual fantasies reported by French Adults 18-54 overall (out of a total of 55 fantasies tested) involve partnered masturbation.

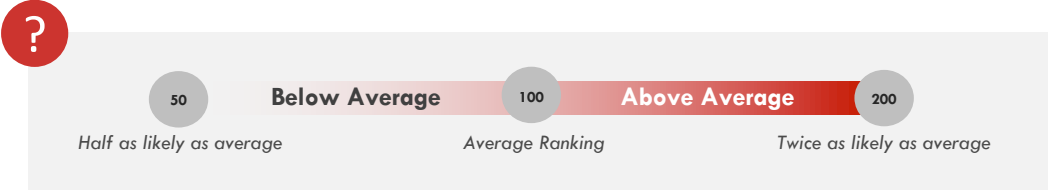
* The average item in the set has a **Relative Importance Score (RIS)** of 100.0, a twice-as-interesting-as-average item has a score of 200.0, a half-as-interesting-as-average item has a score of 50.0, etc.



MaxDiff: From the list below, please select the sexual fantasy that is MOST INTERESTING to you, as well as the sexual fantasy that is LEAST INTERESTING to you.

Partnered Masturbation Holds a Prominent Place in the Sexual Imagination

“Being masturbated by” and “Masturbating my significant other” performed well across audiences.



Showing Top-10 Fantasies and RIS Scores Ranked by All, Among All	All	Male	Female	Gen Z	Millennial	Gen X	Non-LGBTQIA+	LGBTQIA+	Liberal	Independent	Conservative
Having sex in a romantic location (e.g. on a deserted beach)	235	201	269	227	229	245	241	187	218	246	235
Being masturbated by my significant other	210	183	238	205	206	216	216	168	200	217	209
Having sex in an unusual place (e.g. in the office; public toilets)	208	182	234	195	206	215	212	174	205	206	214
Receiving fellatio/cunnilingus	200	189	210	191	197	206	206	155	192	203	203
Masturbating my significant other	196	173	219	190	193	202	201	159	182	205	197
Having sex with a celebrity or other well-known living person	186	190	183	191	178	193	190	161	182	187	190
Having sex with two women	154	227	81	163	141	164	157	133	161	151	151
Having sex with someone that I know who is not my significant other	147	164	130	138	140	157	148	135	155	143	144
Having sex with an unknown person	139	159	119	118	133	153	142	114	147	135	136
Being dominated sexually	135	93	178	151	145	119	135	139	123	143	137

MaxDiff: From the list below, please select the sexual fantasy that is MOST INTERESTING to you, as well as the sexual fantasy that is LEAST INTERESTING to you.

TALKING ABOUT SEX, MASTURBATION, AND SEX TOYS

Masturbation and Sex Toys are an Uncomfortable Topic Between Partners

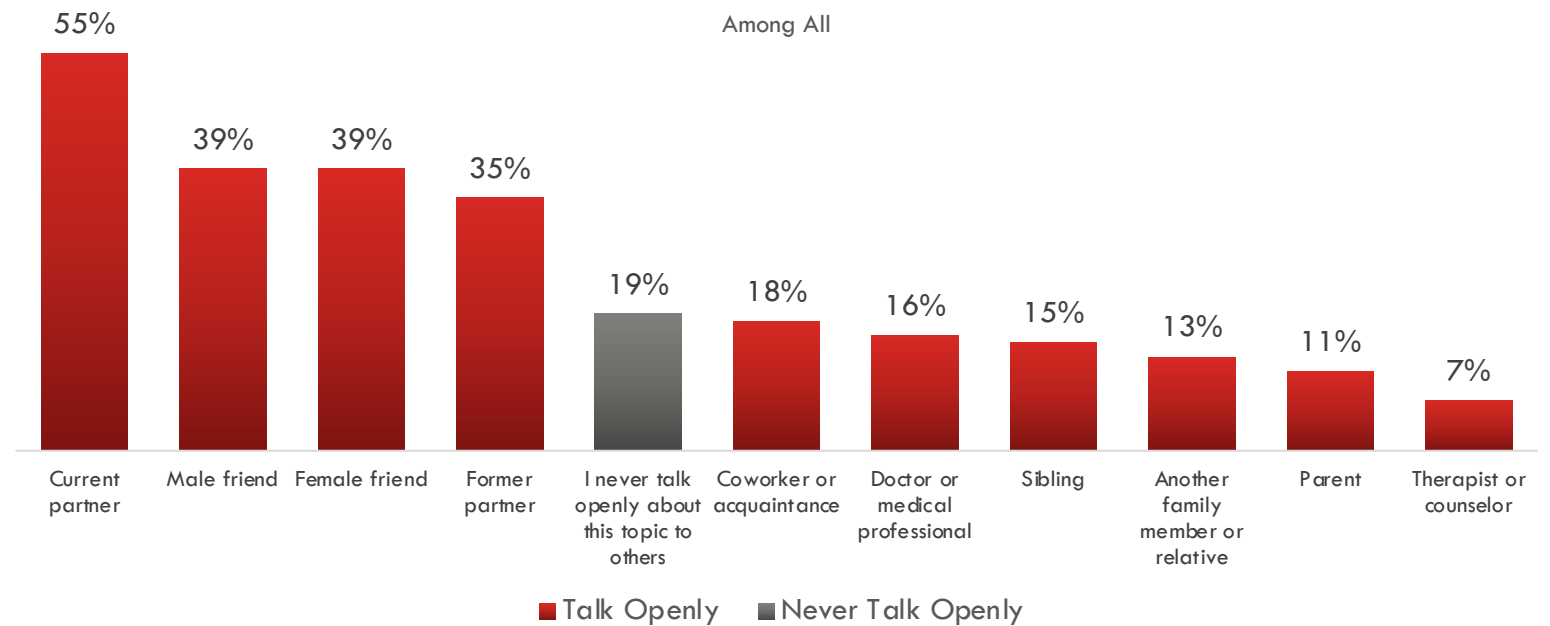
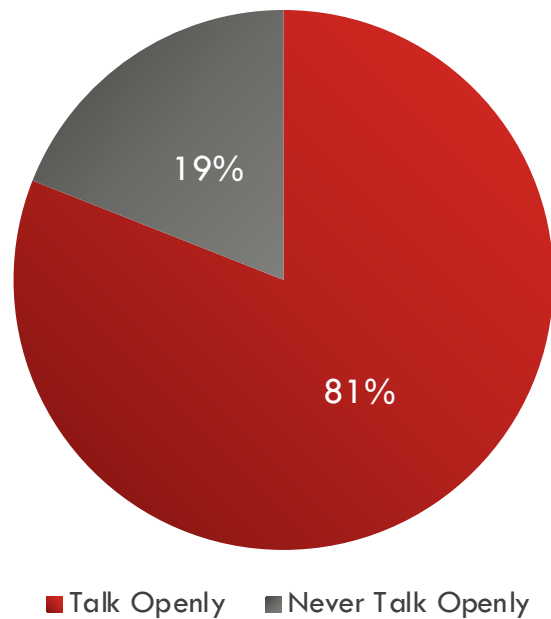
French Adults 18-54 who have been in a relationship are most comfortable discussing salary/money and political views, while masturbation, using sex toys and sexual experiences with previous partner(s) rank lowest.

Showing Average Ranking Among Those Who Have Been In A Relationship			
	All	Men	Women
Salary/Money	#1	#1	#1
Political views	#2	#2	#2
Sexual fantasies	#3	#3	#5
Religious views	#4	#4	#3
Mental health	#5	#5	#4
Using sex toys	#6	#7	#6
Masturbation	#7	#6	#8
Sexual experiences with previous partner(s)	#8	#8	#7

QTOPICS: How comfortable are you discussing the following topics with a partner? Please rank them in order of what you feel most comfortable discussing, to least comfortable discussing with a partner.

Most French Adults Have Talked Openly About Sex

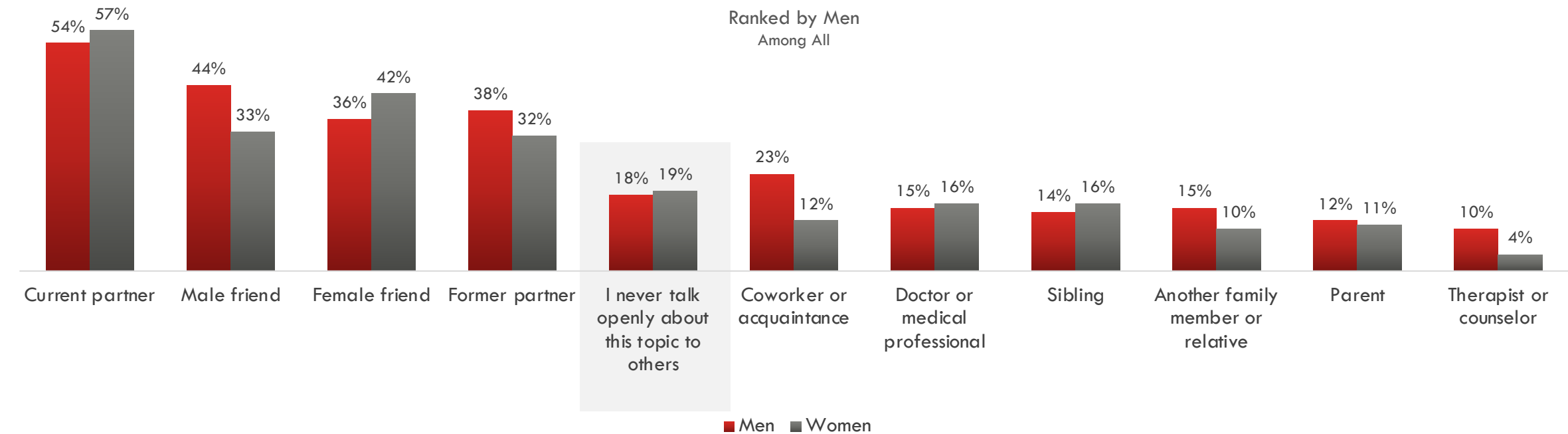
And they are most likely to discuss sex with a current partner.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Both Men And Women Prefer to Talk to a Current Partner

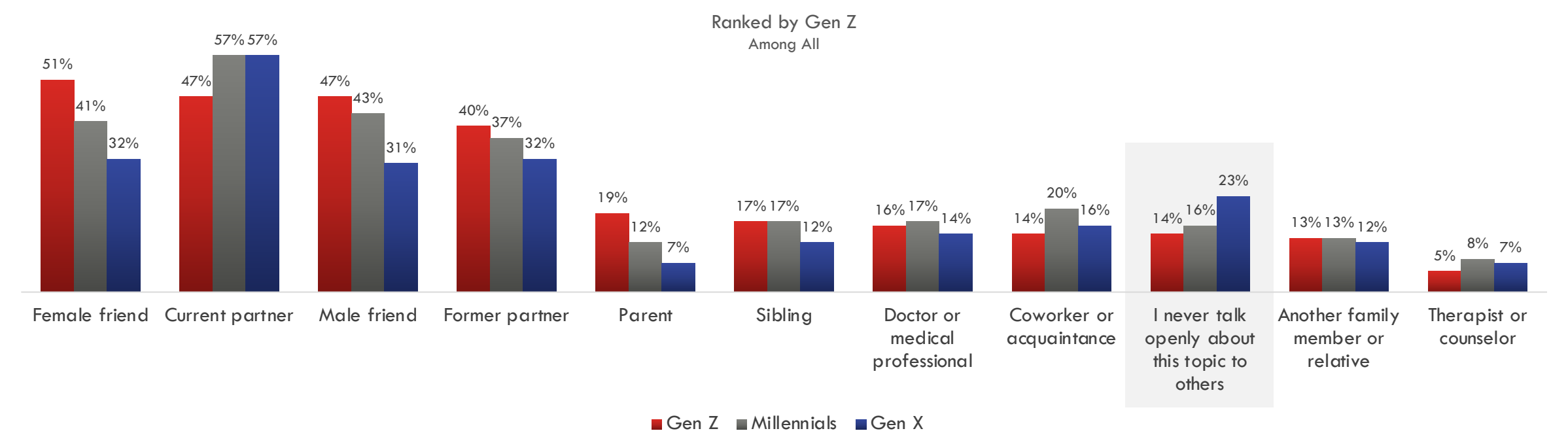
Women are likelier than men to talk to a female friend while Men prefer to discuss with a male friend.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Gen Z Are The Most Open To Talking About Sex

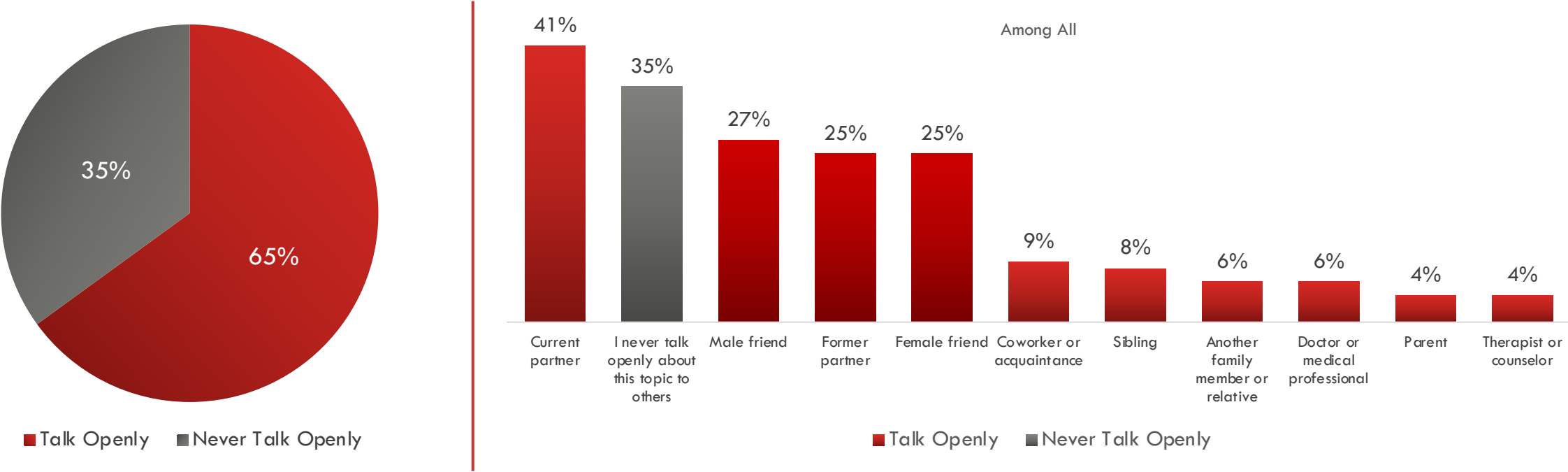
Gen Z prefer to discuss sex with their friends as well as a current partner, while Millennials and Gen X prefer discussing with their partners.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Two-Thirds of French Adults Talk Openly About Masturbation

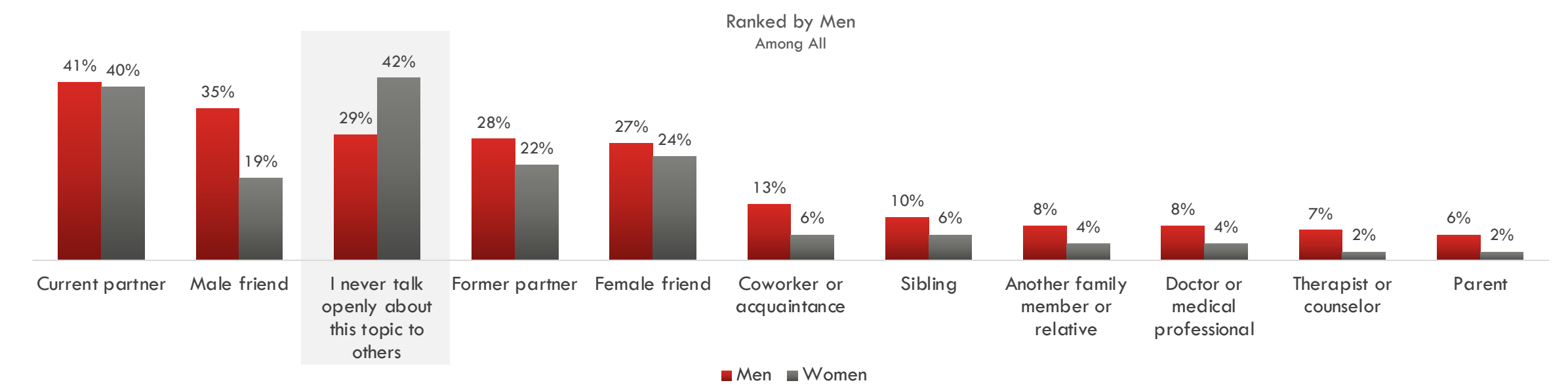
Still, under half of French adults have discussed masturbation openly with their romantic partners.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

French Women Are Less Likely Than Men To Talk Openly About Masturbation

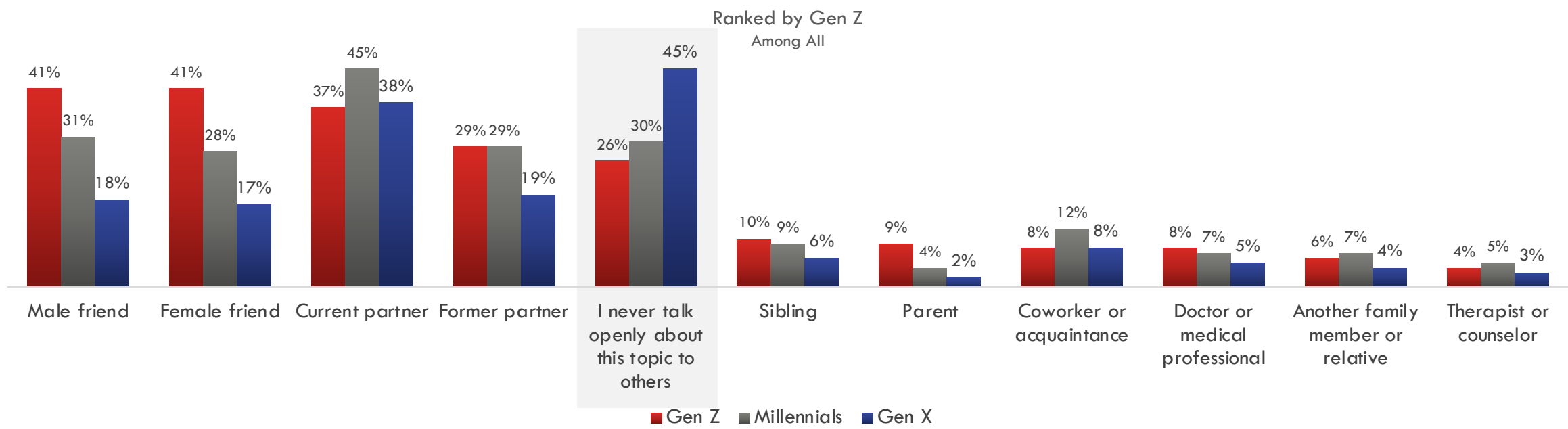
Both men and women prefer to have this conversation with a current partner. That said, men also talk openly to male friends about masturbation.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Gen X Is The Least Likely Generation To Talk Openly About Masturbation

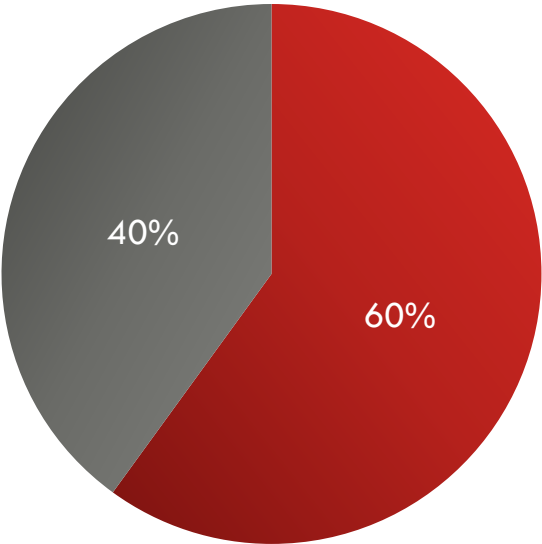
Gen Z are most likely to talk openly about masturbation—and they are most likely to do so with male or female friends.



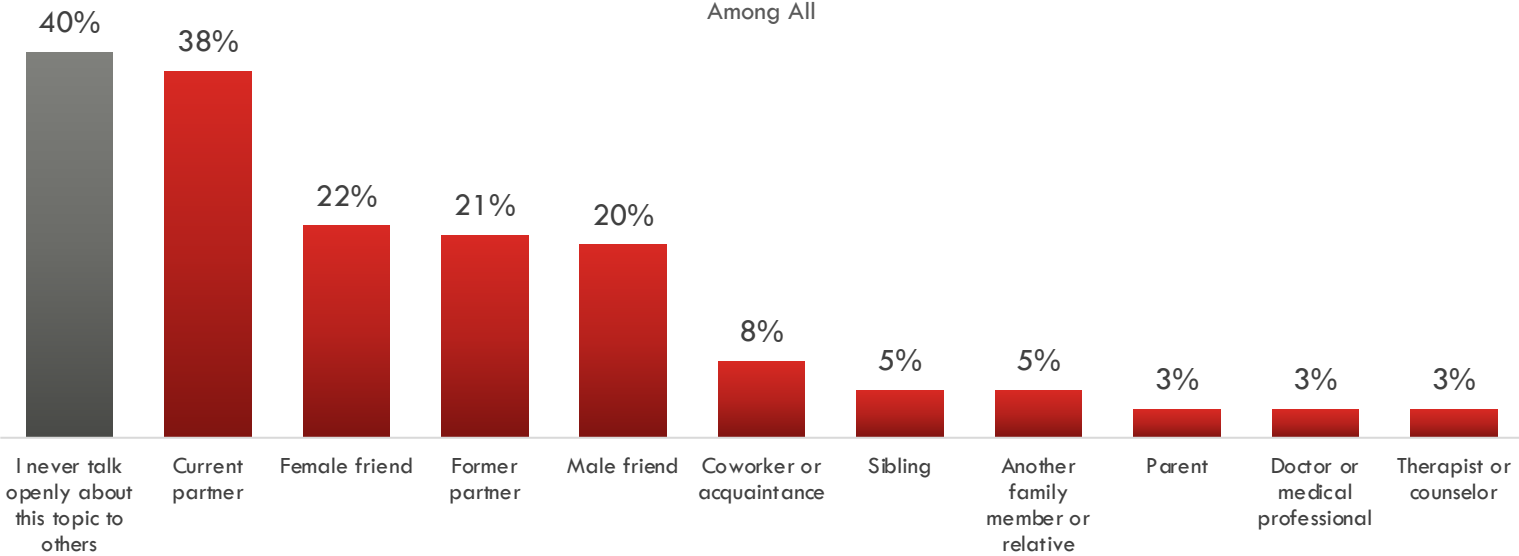
QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Most French Adults Have Talked Openly About Using Sex Toys

While still a majority, compared to sex and masturbation, a smaller proportion of the French have discussed this topic openly. Discussions on sex toys are most likely to occur with current partners.



■ Talk Openly ■ Never Talk Openly

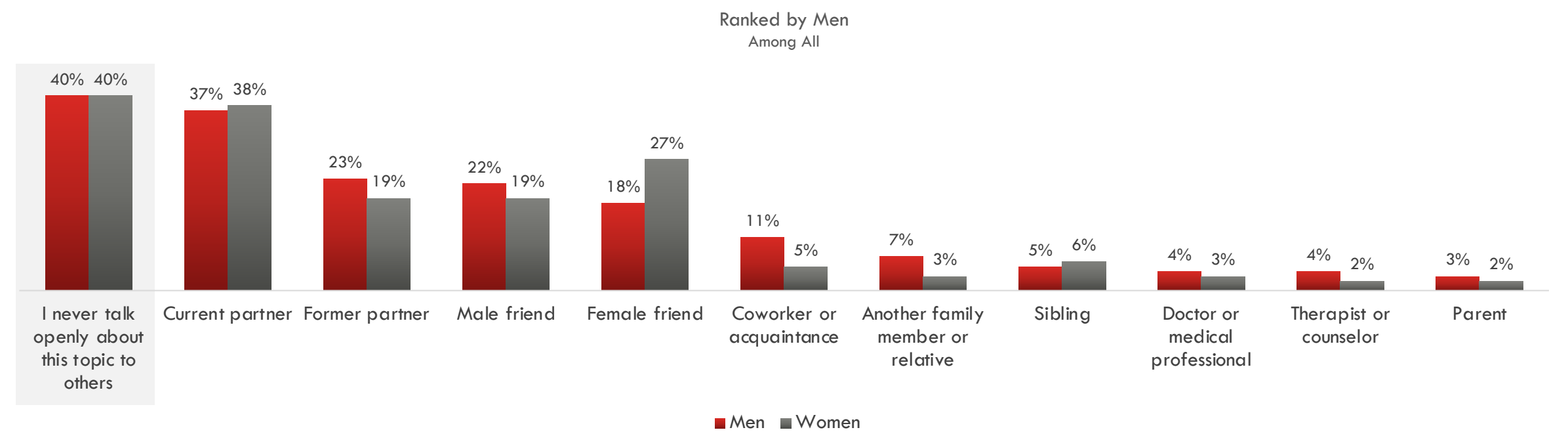


■ Talk Openly ■ Never Talk Openly

QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Women and Men Are Equally Likely to Have Spoken Openly About Using Sex Toys

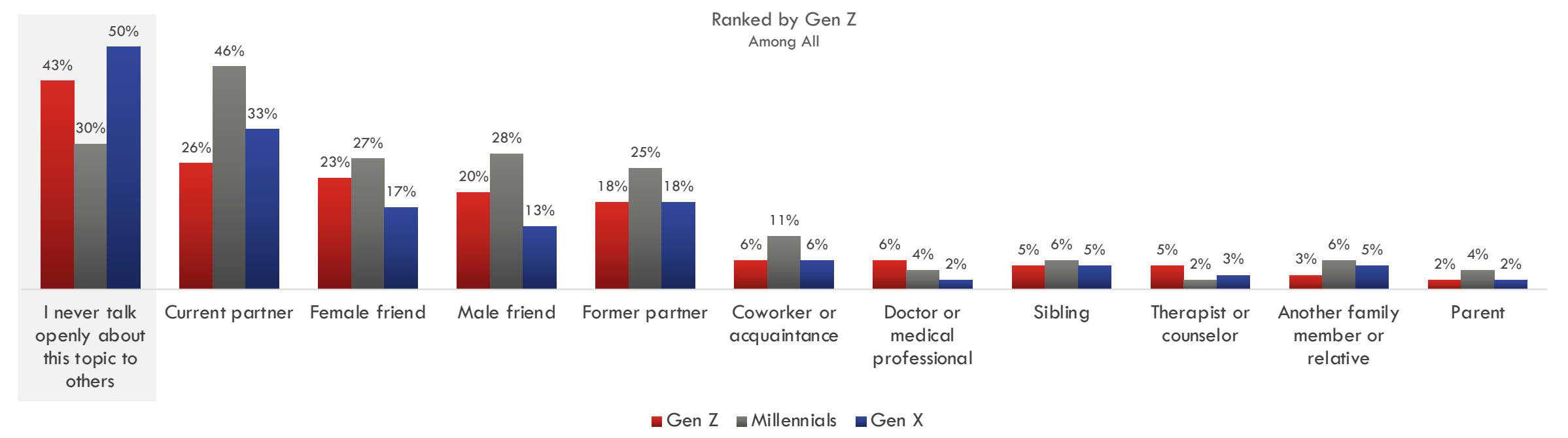
Though most conversations about sex toy usage are occurring with current romantic partners, over 1 in 4 French women report having discussed sex toy usage with their female friends.



QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Millennials Are The Most Likely to Have Openly Discussed Sex Toy Usage

Though only 40% of French Millennials have used sex toys, 70% of them have discussed them openly, preferring to do so with current partners. Only half of Gen X respondents have openly discussed using sex toys.

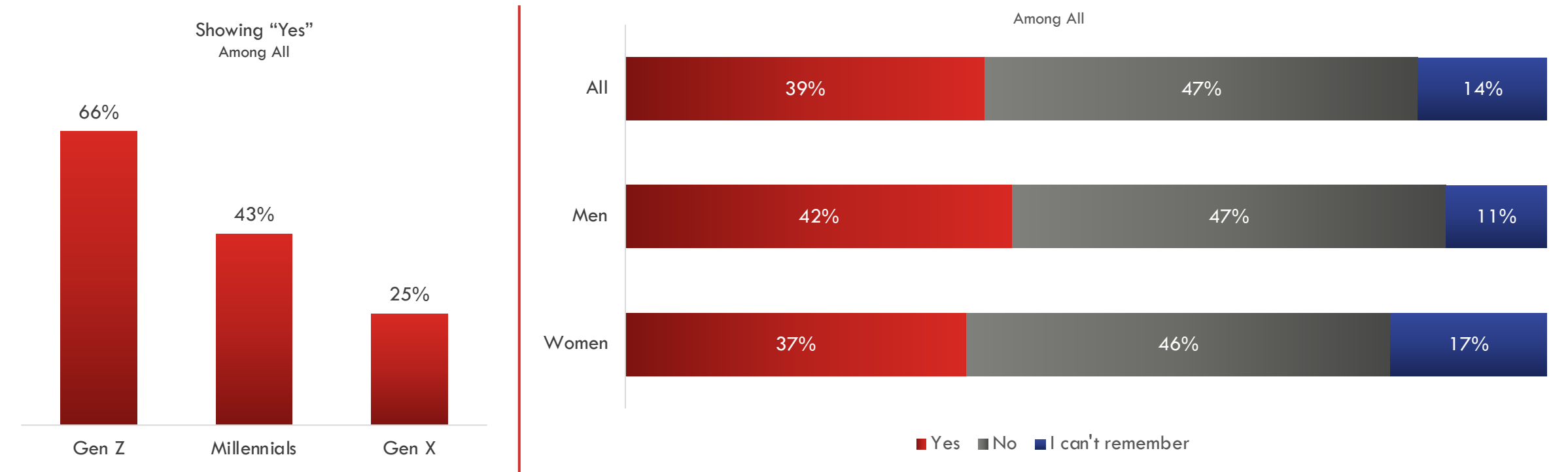


QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

SEX EDUCATION AND INFO SOURCES

Most of the French Didn't Receive Sex Education

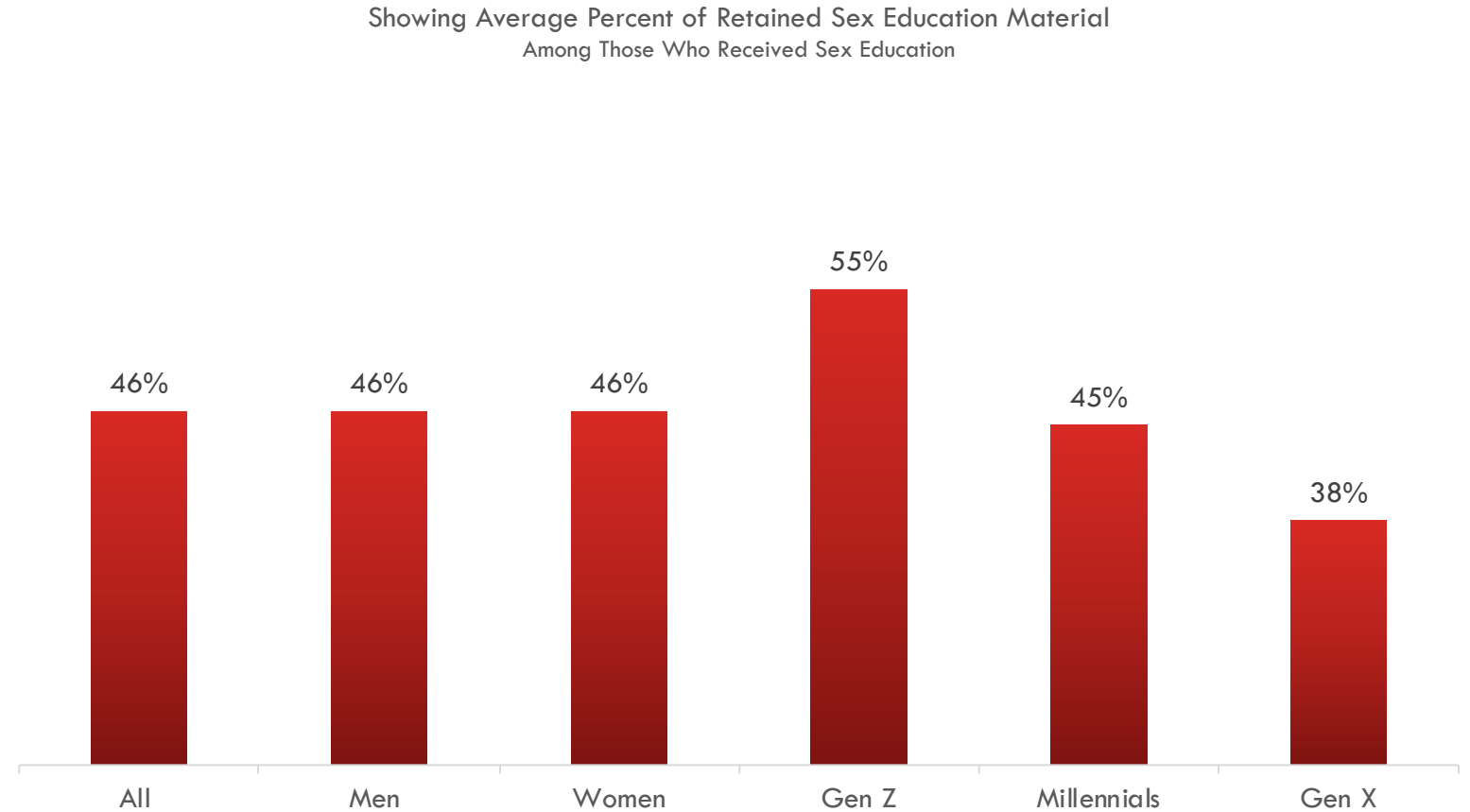
The proportion of the French population receiving sex education trends upward progressively with each generation; Gen Z is the first generation with a majority that affirm receiving a sex education.



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

French Adults Have Retained Less Than Half of their Sex Education Material

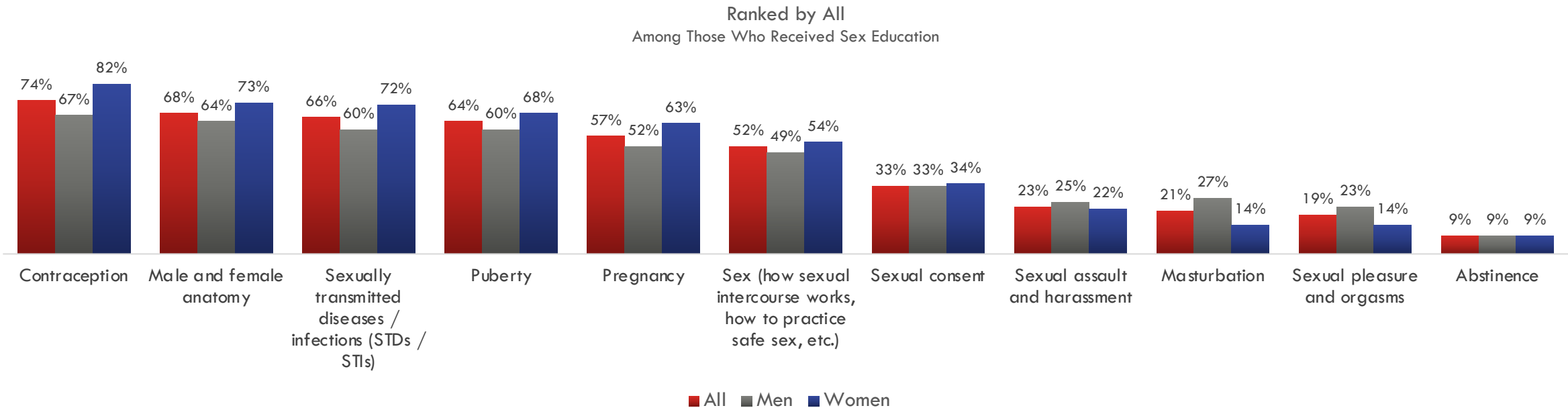
Older generations remember progressively fewer of their sex education lessons.



QSEXEDU2: What percent of the material covered in your sex education program would you say you still remember?

For Most Sex Ed Topics, French Women Are More Likely to Report Having Learned Them

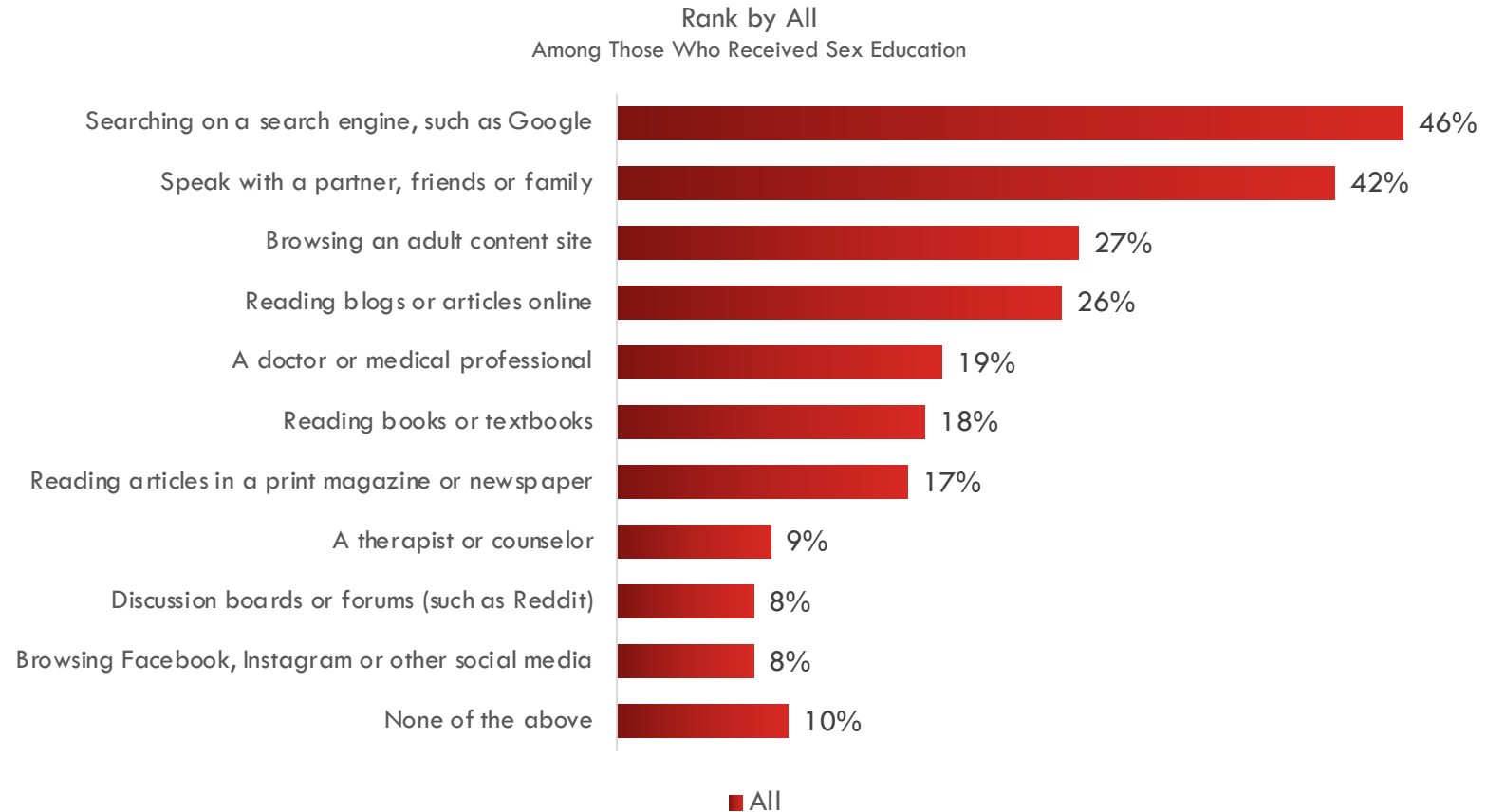
Overall, the topics of masturbation and sexual pleasure were not covered by most respondents' sex education curricula, but men are more likely to identify having covered them.



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

The Internet Often Provides Answers

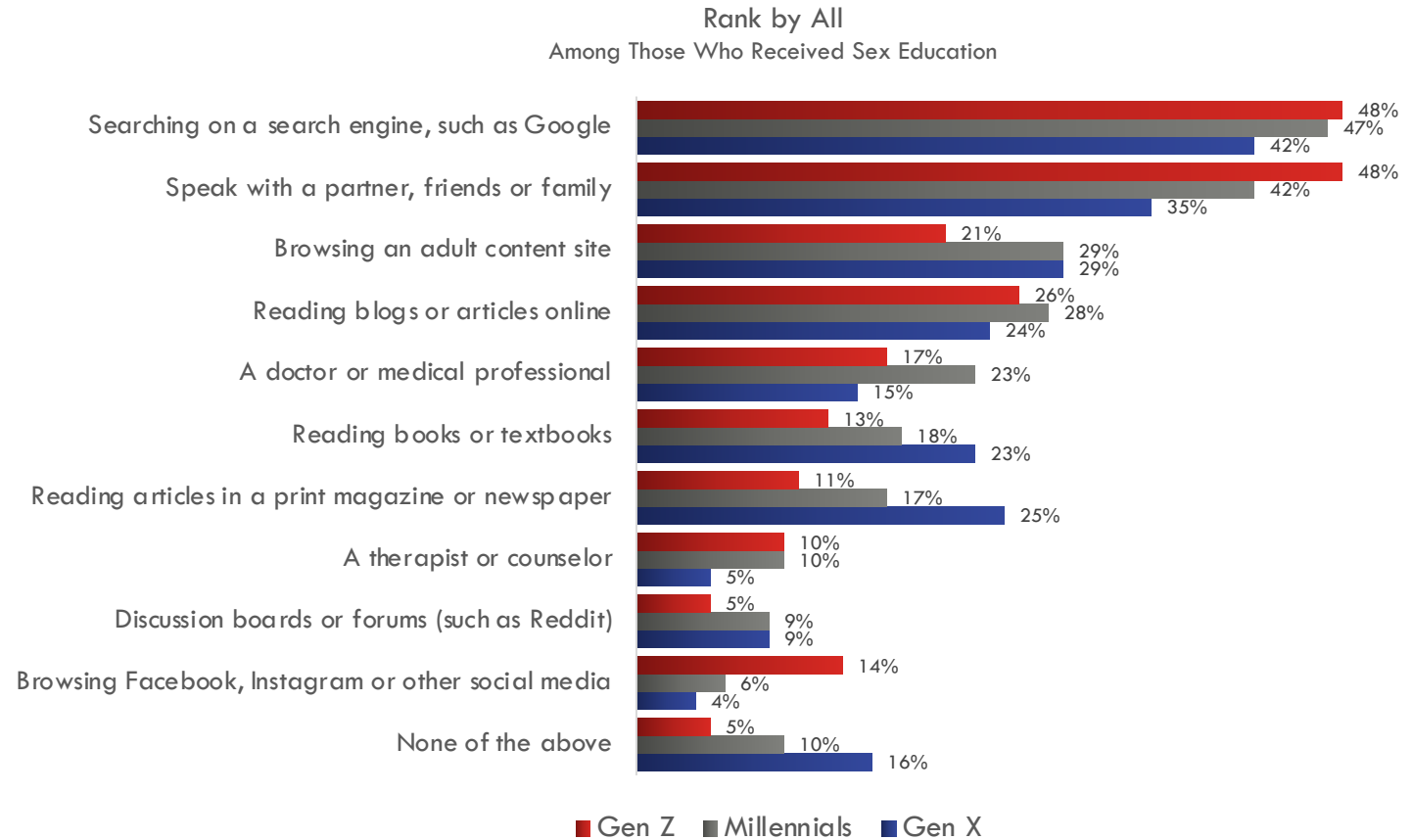
“Searching on a search engine, such as Google” is the most frequently cited source to answer questions about sex or sexuality.



QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

Gen Z And Millennials Are More Likely To Use Google As A Source For Sexual Information

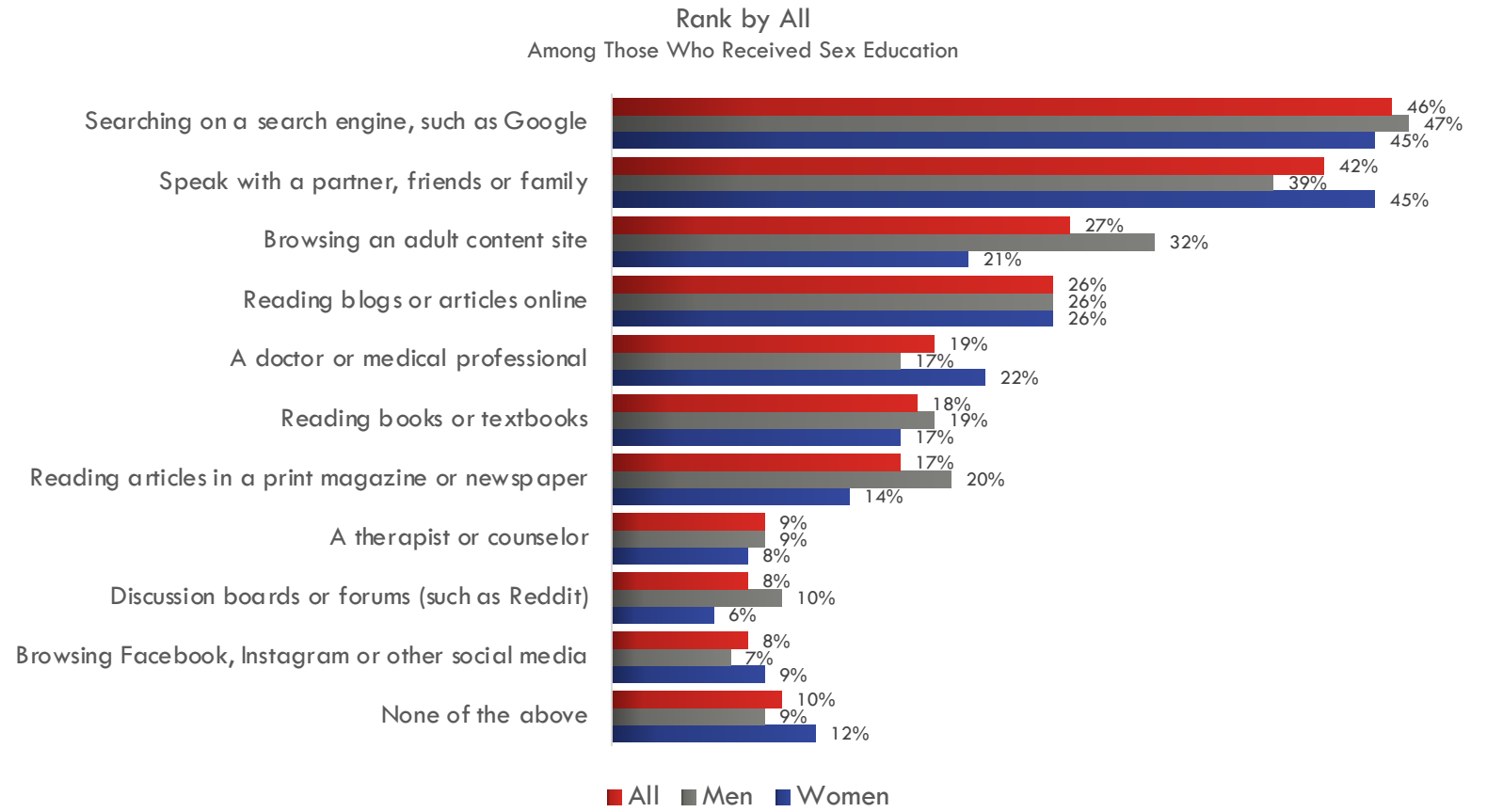
Many French, especially Gen Z, also go to loved ones for information on sexual topics. Gen Z are less likely to turn to adult content sites for sexual queries, and Gen X are more drawn to print sources of information (books, newspapers, magazines) than their younger counterparts.



QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

Search Engines Are a Key Source of Sexual Information For Both Men and Women

Speaking with loved ones is also a frequently utilized source. About a third of men—11 points more than women—utilize adult content sites for information about sexuality.



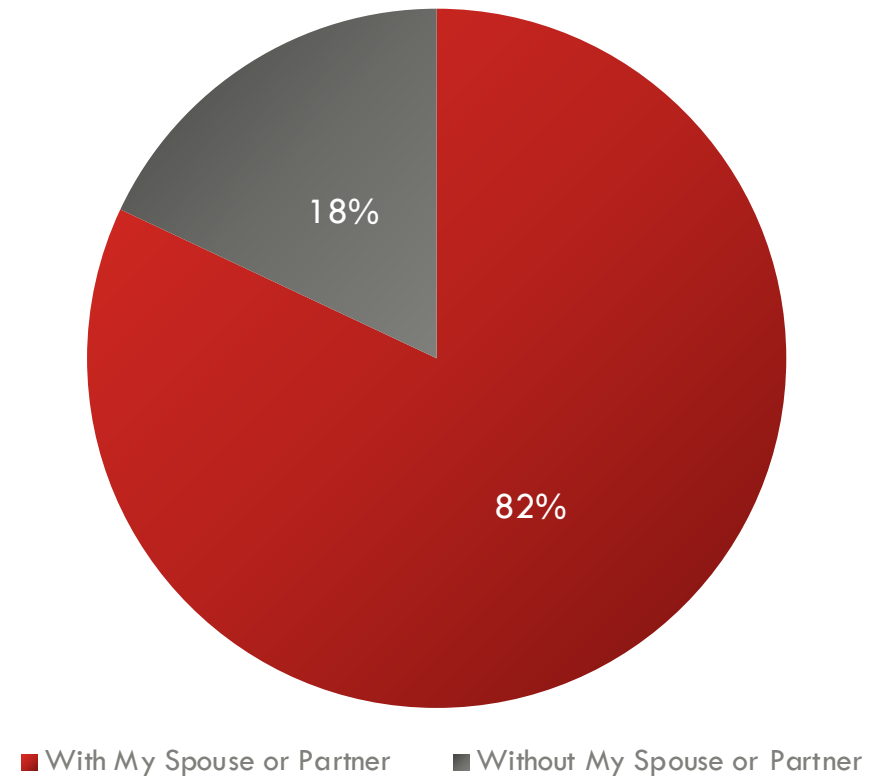
QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

MASTURBATION AND SEX TOYS IN QUARANTINE

The Pandemic Did Not Isolate The French From Their Partners

Among the 83% of French people who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic, only 1 in 5 (18%) were isolated from their partner.

Among Those Who Have Self-isolated, Quarantined, and/or Social-distanced During The COVID-19 Pandemic and Who are in a Committed Relationship

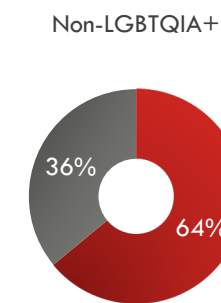
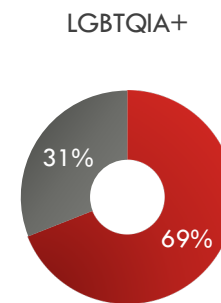
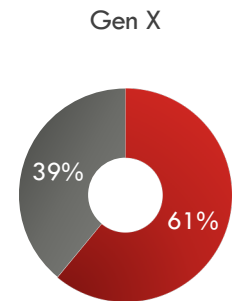
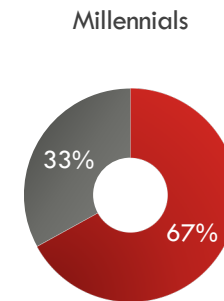
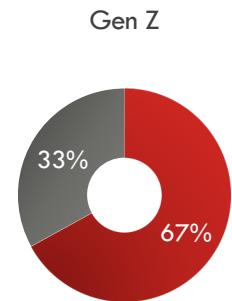
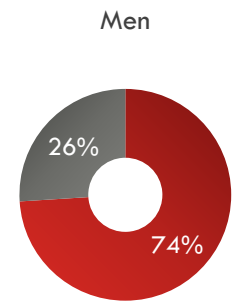
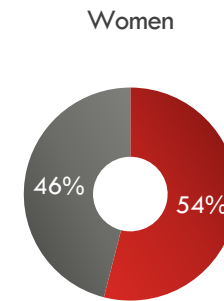
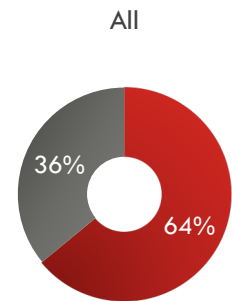


QCOVID2 - Who did you self-isolate or quarantine with? Please select all that apply.

Whether With or Without a Partner, Sexual Pleasure Has Been a Lifeline

Nearly two-thirds of those who have self-isolated or quarantined during the COVID-19 pandemic agree that sexual pleasure helped them feel better or acted as a form of 'self-care'. An even larger proportion (74%) of men indicated such.

Among Those Who Have Self-isolated/ Quarantined



■ Yes ■ No

QCOVID9: Overall, did sexual pleasure help you feel better or act as a form of "self-care" during self-isolation or quarantine?

Self-Isolation Has Impacted French Masturbation Habits

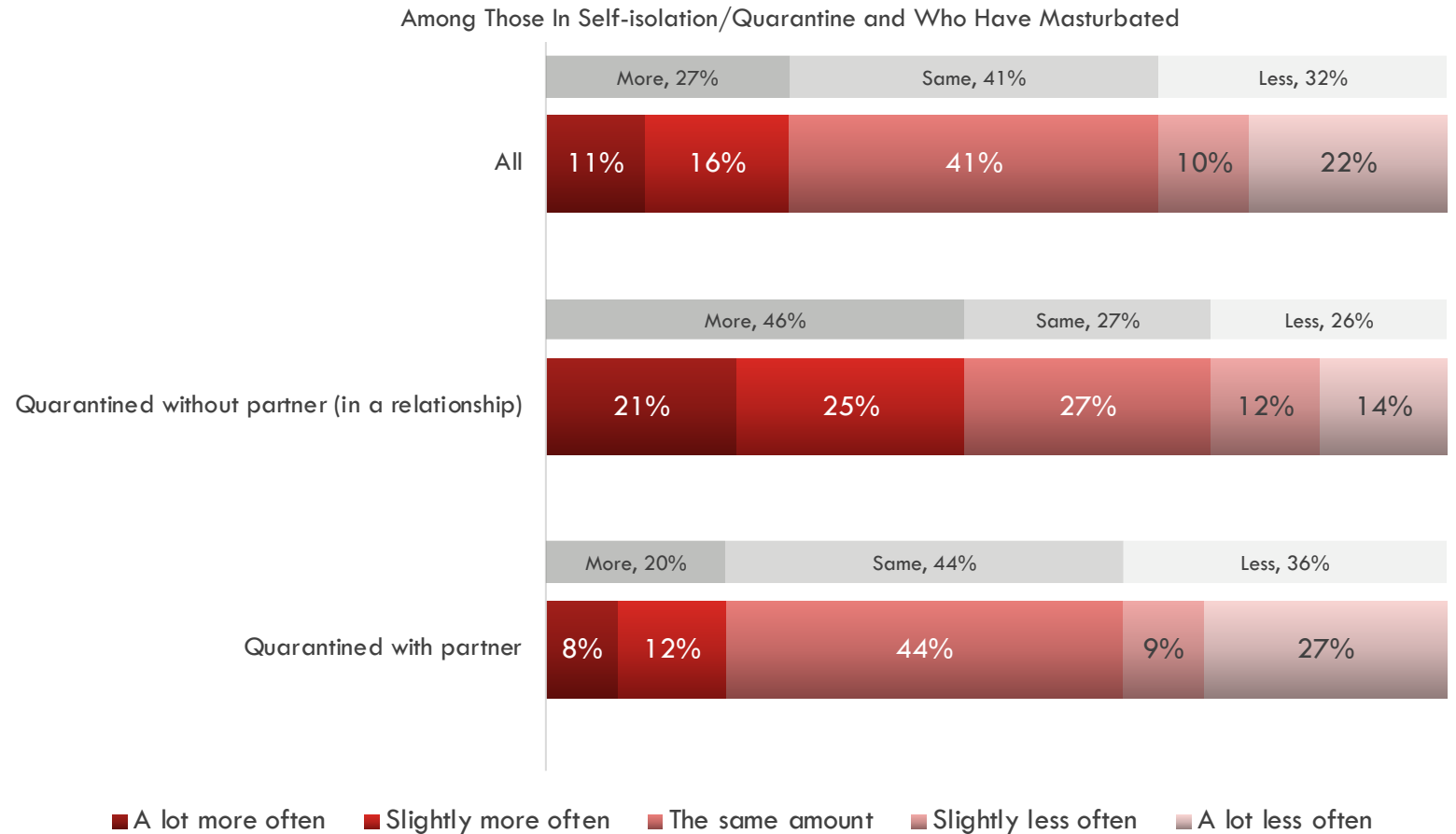
Overall, three in five respondents reported that self-isolation or quarantine has affected how often they engage in masturbation. French men report a slight tendency to increase their masturbation, while women tend to have masturbated less.



QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all? (**Masturbation**)

Many Isolated From Their Committed Partners Report an Increase in Masturbation Habits

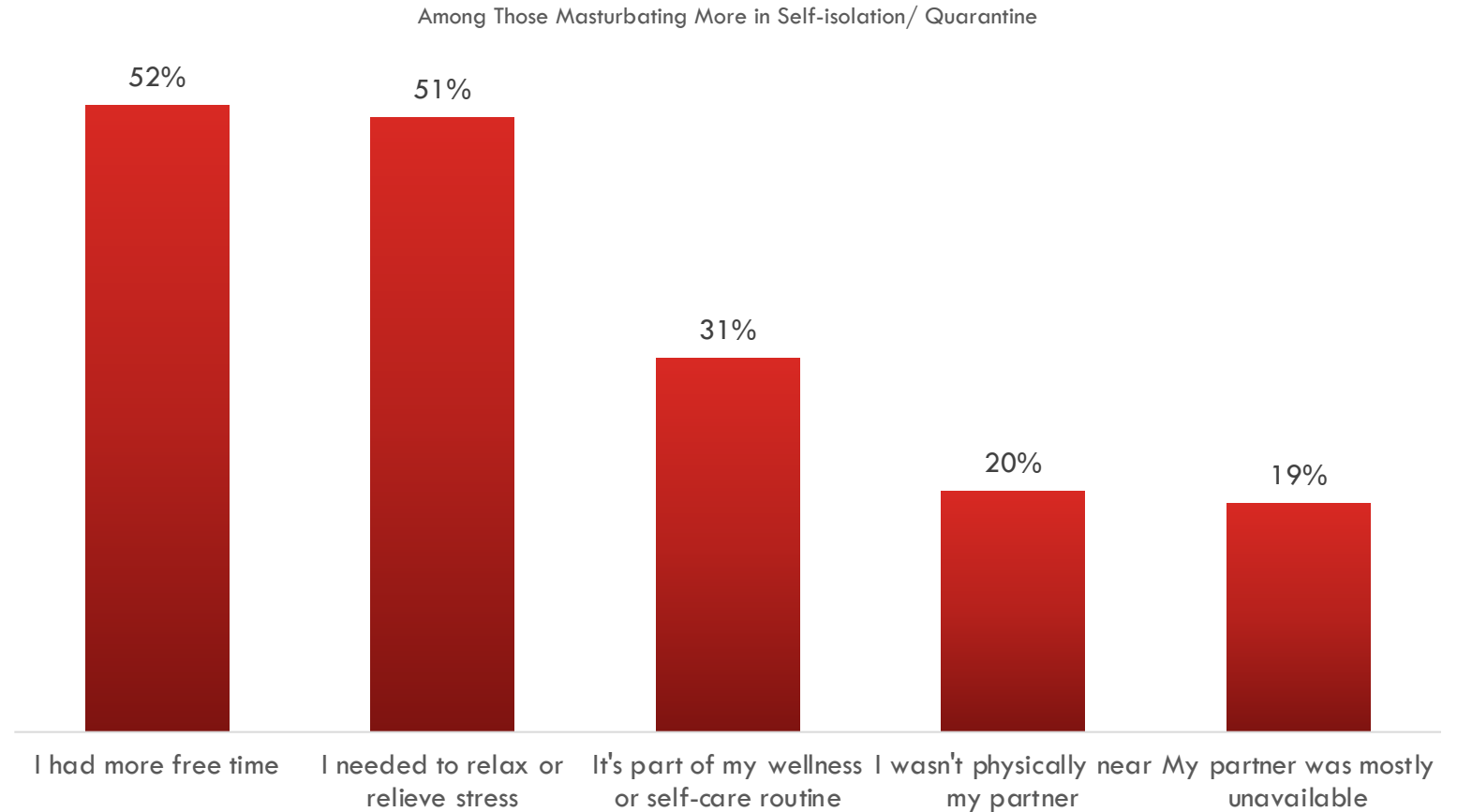
Almost half of French adults in a relationship who quarantined *without* their partner or spouse say they are masturbating *more often* than before, compared to only a fifth of those who quarantined *with* their partner or spouse.



QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all? (**Masturbation**)

Among Adults Masturbating More Frequently in Isolation, Free Time and Stress Are Major Factors

Just under a third of French adults increasing masturbation during quarantine consider it a part of their self-care routine.

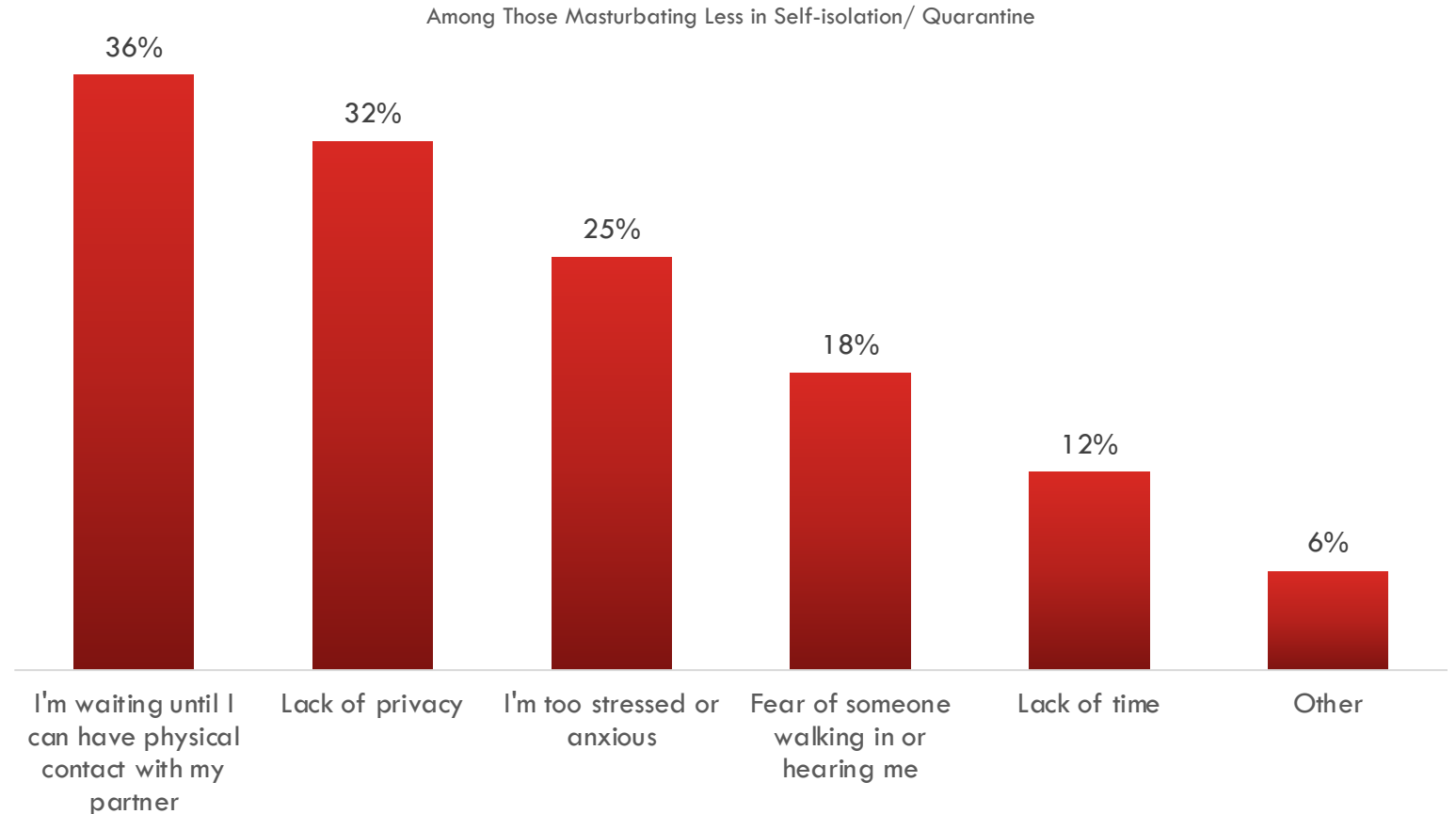


QCOVID3B: Why did you masturbate more during self-isolation or quarantine? Please select all that apply. , QCOVID8A: Earlier you mentioned that you're doing more of each of the following activities. What will you most likely do after self-isolation or quarantine is over?

French Adults Who Are Masturbating Less in Quarantine Are Waiting for Sex With Their Partners

Compared to other European respondents, French adults were more likely to cite waiting for their partner as a reason for not masturbating (36% vs. 17-31% in the UK, Germany and Spain).

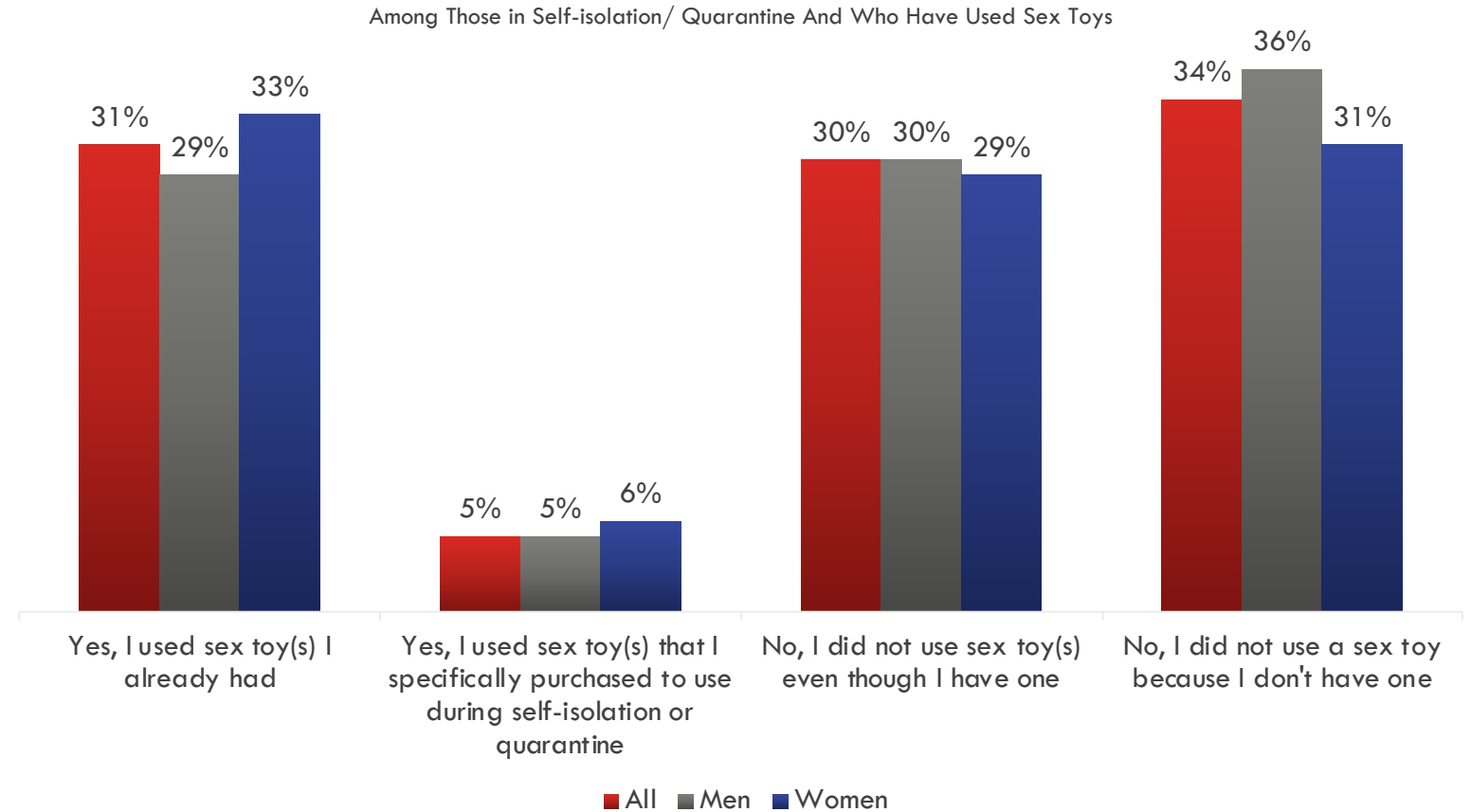
Lack of privacy is also a commonly cited reason for abstinence from masturbation.



QCOVID3C: Why did you masturbate less during self-isolation or quarantine? Please select all that apply.

Most French Adults Neither Used Nor Purchased Sex Toys During Self-Isolation

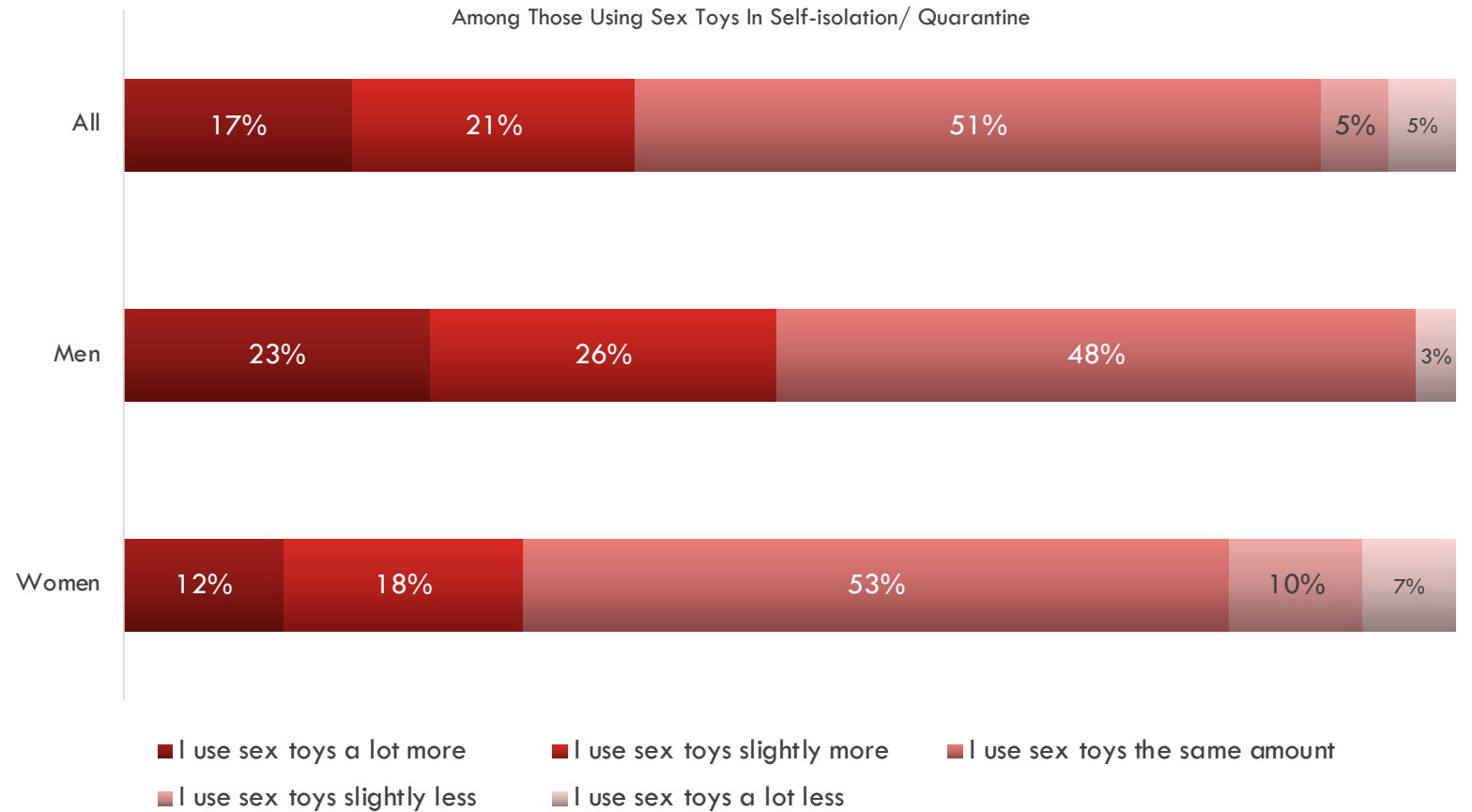
Among French adults having prior experience with sex toys and who have self-isolated during the COVID-19 pandemic, approximately two-thirds didn't use sex toys at all, and only 5% purchased new toys specifically for quarantine.



QCOVID5: Did you use sex toy(s) during self-isolation or quarantine?

However, Men Are More Likely To Have Been Using Sex Toys More During Self-Isolation

Among quarantined sex toy users, over half did not change their usage frequency. Fewer French women (30%) indicate having increased their sex toy usage.

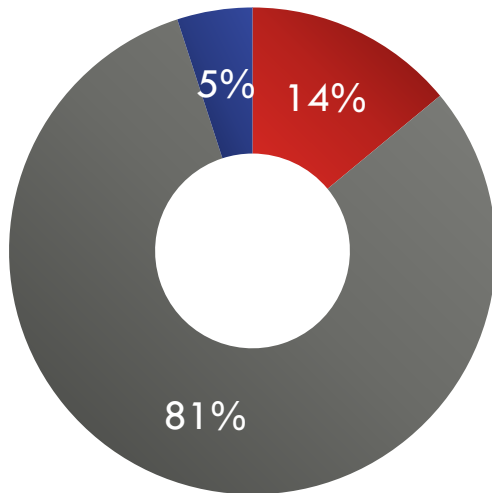


QCOVID5C: How has self-isolation or quarantine impacted how often you use (a) sex toy(s), if at all?

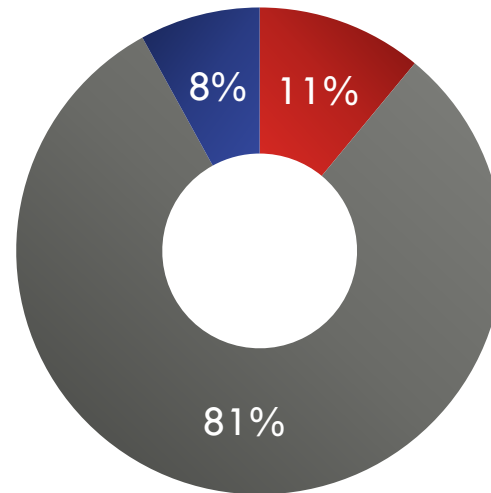
Attitudes Towards Sex And Sex Toys Have Remained Largely The Same During Self-Isolation

That said, attitudes improved the most for topics of sex or sexuality.

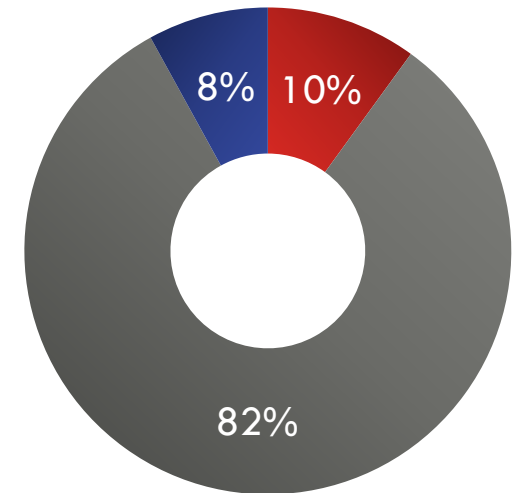
Talking About Sex or Sexuality
Among Those In Self-isolation/ Quarantine



Using Sex Toys Alone
Among Those In Self-isolation/ Quarantine



Using Sex Toys With Another Person
Among Those Who Have Never Used Sex Toys

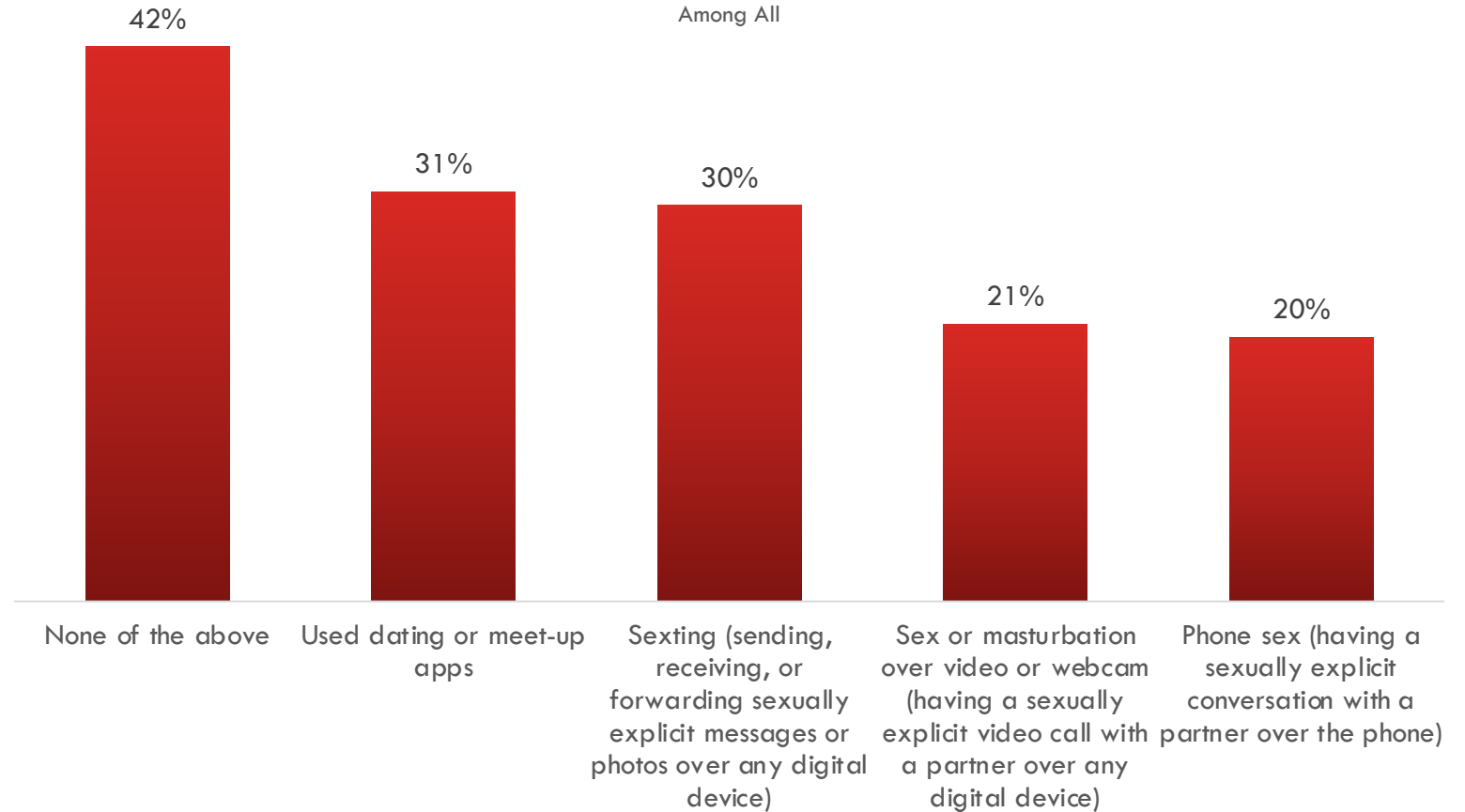


QCOVID7: How has self-isolation or quarantine impacted, if at all, your views on each of the following?

■ My views are more positive ■ My views have stayed the same ■ My views are more negative

Two-In-Five French Adults Have Never Engaged in Virtual Sex or Dating Activities

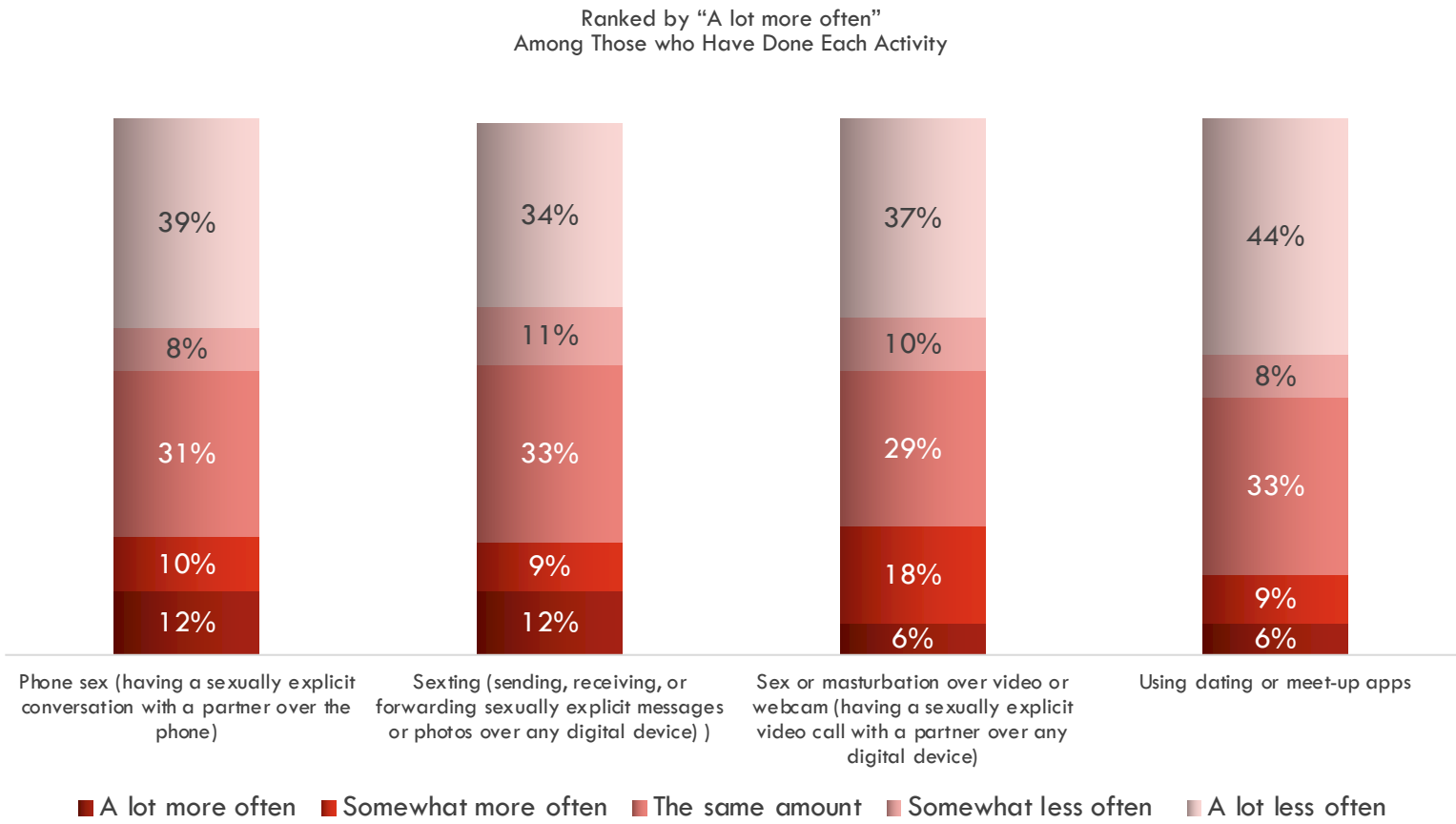
Of the virtual activities, they are more likely to have used dating apps and sexted.



QSEXACTIVITIES: Which of the following have you ever done?

During COVID, Sex Over Webcam Increased The Most

Among French adults engaging in sex or masturbation over webcam, almost a quarter reported an increase in activity, driven by those saying “somewhat more often”. That said, 1 in 8 French adults engaging in phone sex reported engaging “a lot more often” during quarantine. However, in general, virtual dating and sex activities saw nearly half—or more—of French adults decrease the behavior.

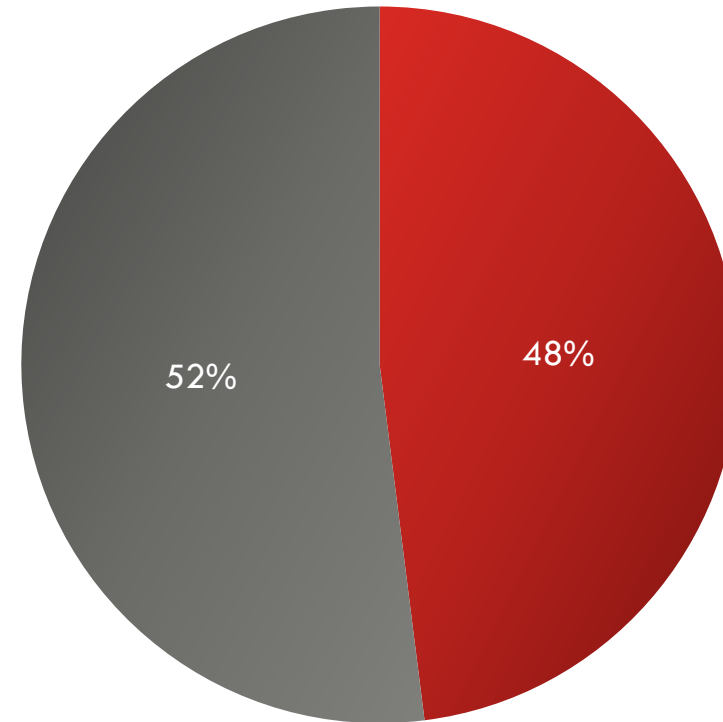


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all?

Many of Those Masturbating More in Quarantine Will Go Back to their Usual Amount Once Quarantine Ends

Among those who are masturbating more often, just under half intend to carry on masturbating more frequently once self-isolation/ quarantine is over.

Among Those Who Are Masturbating More in Self-isolation/ Quarantine



■ I will continue to do more of this activity

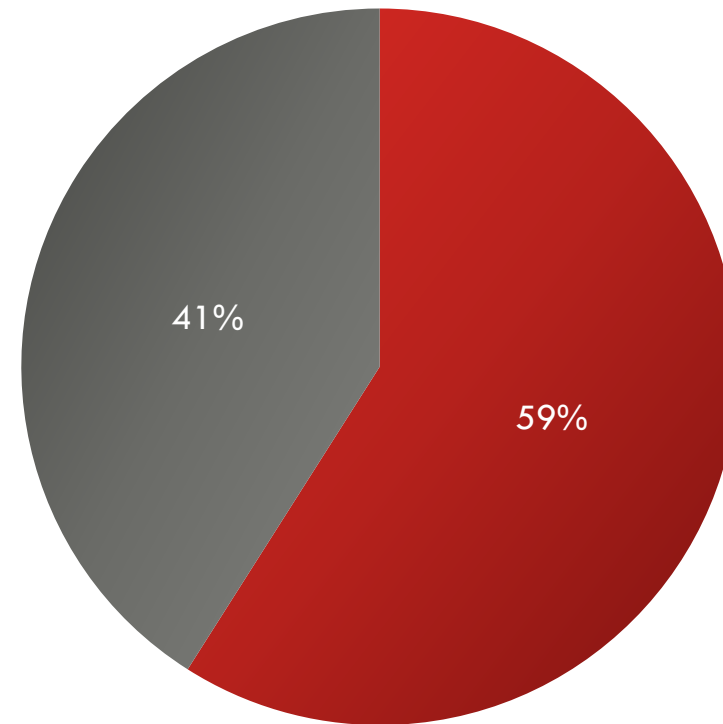
■ I will return to my usual amount

QCOVID8A: Earlier you mentioned that you're doing more of each of the following activities. What will you most likely do after self-isolation or quarantine is over? (**Masturbation**)

Most of Those Using Sex Toys More During Self-Isolation Plan To Continue To Do So

Among this group of quarantined frequent sex toy users, over two thirds say they will continue to use sex toys more frequently after the pandemic has passed.

Among Those Who Are Using Sex Toys More in Self-isolation/ Quarantine



■ I will continue to do more of this activity

■ I will return to my usual amount

QCOVID8A: Earlier you mentioned that you're doing more of each of the following activities. What will you most likely do after self-isolation or quarantine is over? (Using Sex Toys)

APPENDIX

Study Overview

Objectives

In partnership with PSB, TENGA fielded a 20-minute, in-depth online survey instrument to 5,000 respondents in five countries (N=1000 each in United States, United Kingdom, Germany, France, and Spain) to measure and understand global habits related sex, masturbation and sex toy usage. To ensure a demographically representative sample of the 18-54 population in each country, the survey was fielded – and final data has been weighted – in accordance with local population statistics on the basis of age, gender, and region of residence.

Sampling Plan

PSB Insights Conducted a Total Of N=1,000 France Online Quantitative Surveys

13 May 2020 – 17 May 2020

Weighting

50% Male/50% Female; 12% Auvergne-Rhône-Alpes/4% Bourgogne-Franche-Comté/5% Bretagne/4% Centre-Val de Loire/1% Corse/9% Grand Est/9% Hauts-de-France/20% Île-de-France/5% Normandie/9% Nouvelle-Aquitaine/9% Occitanie/6% Pays de la Loire/8% Provence-Alpes-Côte d'Azur; 9% Male 18-24/12% Male 25-34/13% Male 35-44/14% Male 45-54/9% Female 18-24/13% Female 25-34/14% Female 35-44/15% Female 45-54

Key Audiences

Gender	Male	n = 500
	Female	n = 500
Generation	Gen Z	n = 160
	Millennial	n = 432
	Gen X	n = 408
Relationship Status	In A Relationship	n = 695
	Single, Dating	n = 86
	Single, Not Dating	n = 217
LGBTQIA+	Non-LGBTQIA+	n = 884
	LGBTQIA+	n = 116
Masturbation	Masturbates Regularly (At Least A Few Times A Year Or More)	n = 689
	Does Not Masturbate Regularly Or At All Or Never Have	n = 311
Masturbation Frequency	Masturbates Daily	n = 64
	Masturbates Weekly	n = 297
	Masturbates Monthly	n = 230
	Masturbates Few Times A Year, Or Irregularly	n = 224
	Masturbates Never	n = 185
Sex Toy Experience	Has Used Sex Toys	n = 448
	Has Never Used Sex Toys	n = 552
Sex Toy Usage	Currently Uses Sex Toys	n = 229
	Does Not Currently Use Sex Toys	n = 771
Sex Toy Usage Frequency	Uses Sex Toys At Least Once A Month	n = 172
	Uses Sex Toys Less Than Once A Month	n = 56