



TENGA

2020 SELF-PLEASURE REPORT

Sexual and Self-Pleasure Behaviors and Attitudes in the Germany

Prepared by PSB Insights
June 2, 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 TENGAPressDE@bcw-global.com with questions and media inquiries.

Table of Contents

KEY FINDINGS & AUDIENCE PROFILING

SLIDES 4 – 23

PART 1

THE STATE OF MASTURBATION IN THE U.S.

SLIDES 24 – 38

PART 2

SEX TOYS

SLIDES 39 – 56

PART 3

ATTITUDES AROUND MASTURBATION

SLIDES 57 – 75

PART 4

TALKING ABOUT SEX, MASTURBATION, AND SEX TOYS

SLIDES 76 – 86

PART 5

SEX EDUCATION AND INFO SOURCES

SLIDES 87 – 93

PART 6

MASTURBATION AND SEX TOYS IN QUARANTINE

SLIDES 94 – 107

PART 7

APPENDIX

SLIDES 108 – 109

Key Findings

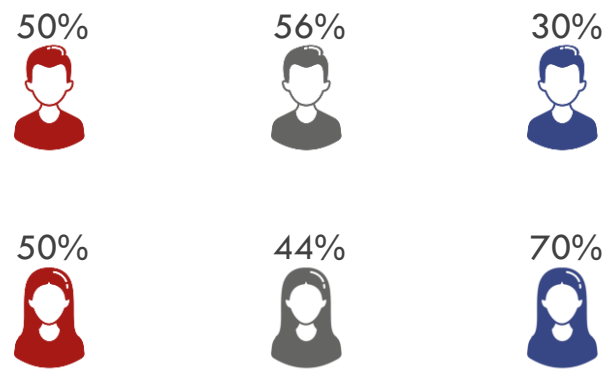
- Most Germans masturbate, including those in committed relationships.
 - Men and left-leaning Germans are most likely to report having masturbated, with women and LGBTQIA+ individuals slightly less likely.
 - German men tend to masturbate more frequently—at least once a week—than German women.
 - About 4 in 5 Germans in relationships continue to masturbate on their own.
 - Both genders commonly use their imagination to masturbate. Men are most likely to view adult content, and women report much higher sex toy usage than men.
- Germans see masturbation as highly positive, including as an outlet for sexual urges and a way to relieve stress.
 - The vast majority of Germans believe masturbation has a slew of positive impacts—including mood, health, and brain function.
 - Regular masturbators and sex toy users are more comfortable and satisfied with their sexual experiences than other Germans.
- Most Germans who don't masturbate don't feel it necessary, but some raise additional moral objections to it.
- German adults would rather discuss salary/money and political views than masturbation and sex toys with their partners.
 - German Gen X-ers are the least open to talk about any sexual topics, while Millennials lead the conversation on sex toy usage.
- Nearly two-thirds of German women have used sex toys, followed closely by Millennials and LGBTQIA+ individuals.
 - Although incidence of sex toy usage is lower among men, German men and women who do use sex toys report similar frequency.
- A slight majority of Germans have received sex education and have forgotten most of it.
- COVID-19 did not significantly change masturbation habits, sex toy usage or views on sexual topics among Germans, likely due to lower reported self-isolation (about half of German adults, compared to 9-in-10 in the UK or US).
 - For those who quarantined and are in committed relationships, a majority self-isolated with a partner.
 - Regarding masturbation, equal numbers of self-isolated Germans said that quarantine had some impact vs. no impact on masturbation frequency.
 - Similarly, half of self-isolating Germans used a sex toy during quarantine and half did not. That said, men were more likely to say they purchased a sex toy specifically for use during quarantine.

AUDIENCE PROFILING

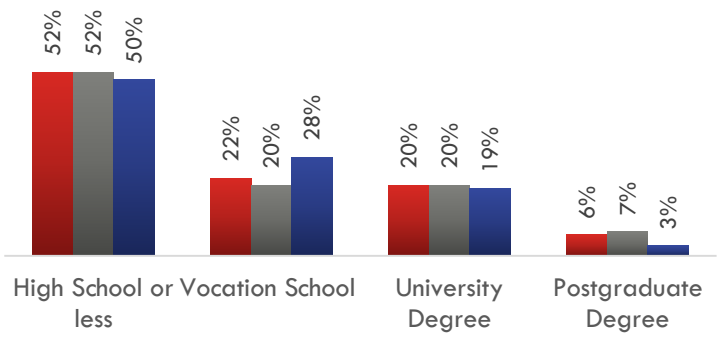
Audience Profiling

Masturbation

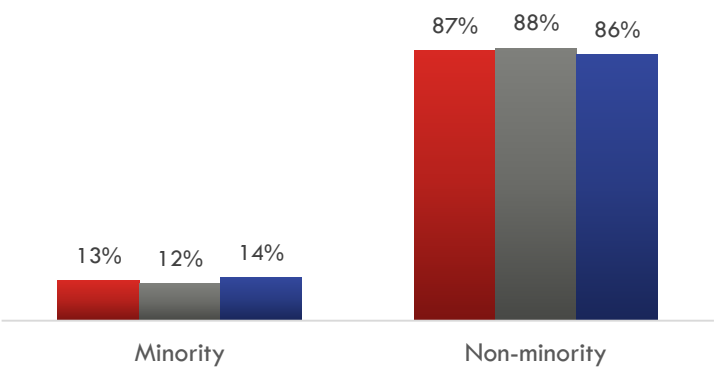
GENDER



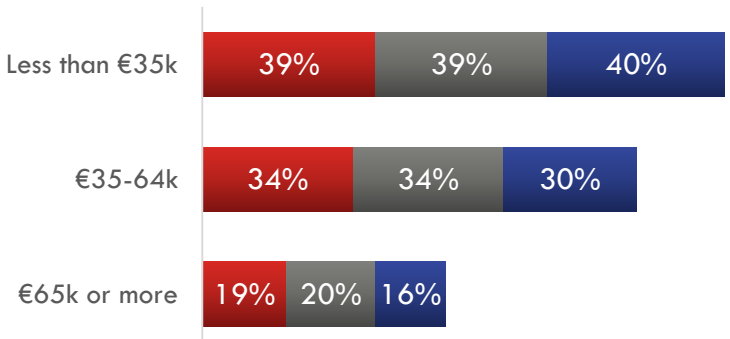
EDUCATION



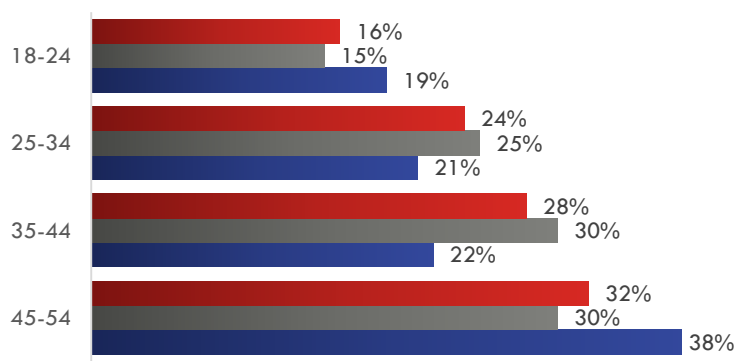
ETHNICITY



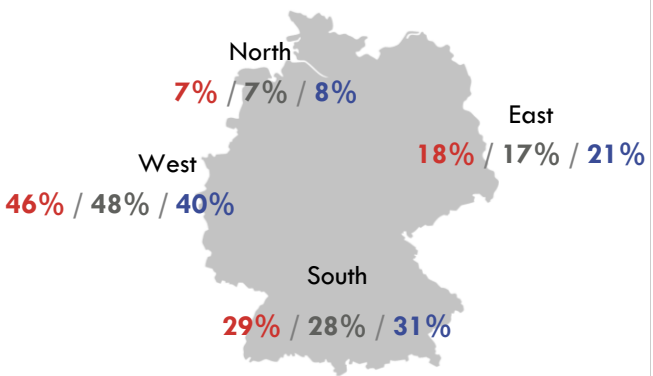
INCOME



AGE



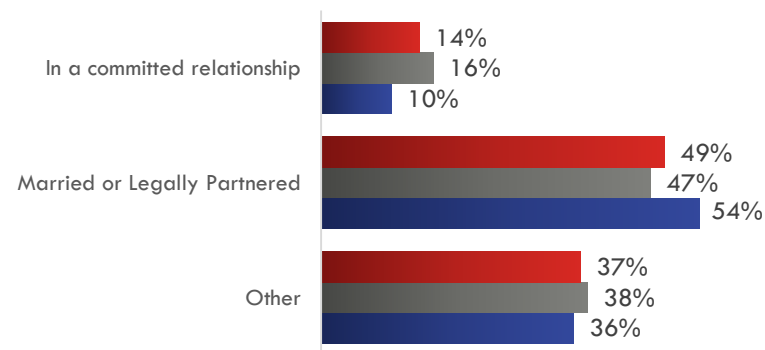
REGION



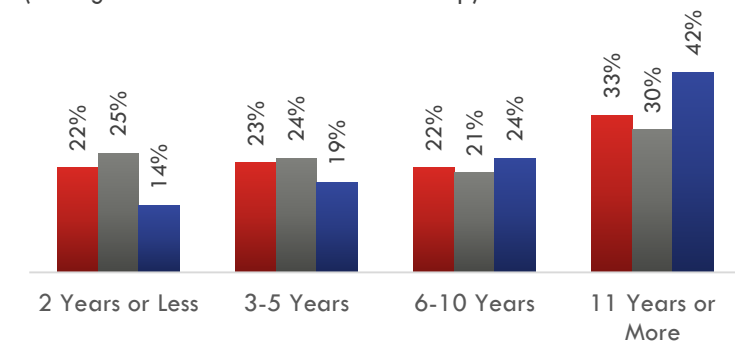
Audience Profiling

Masturbation

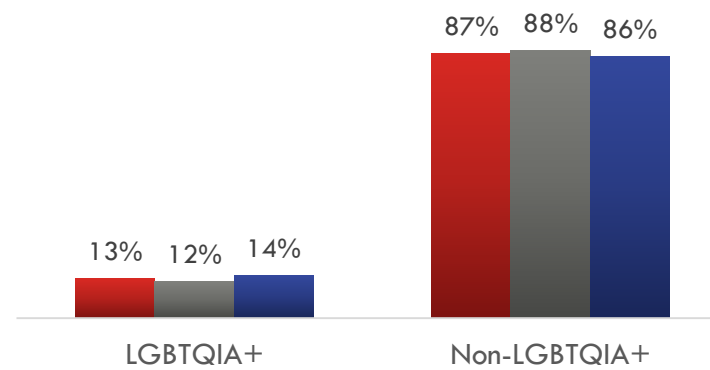
RELATIONSHIP STATUS



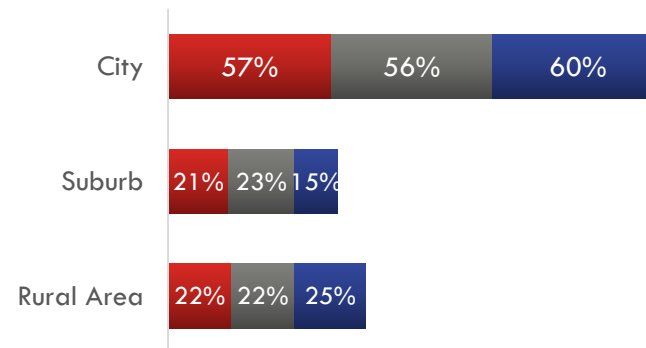
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



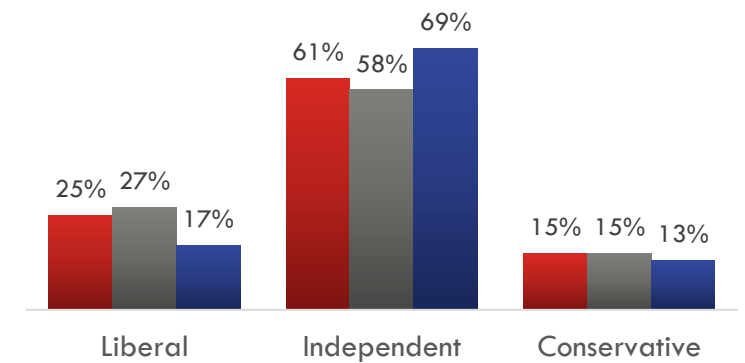
SEXUAL ORIENTATION



LIVING AREA

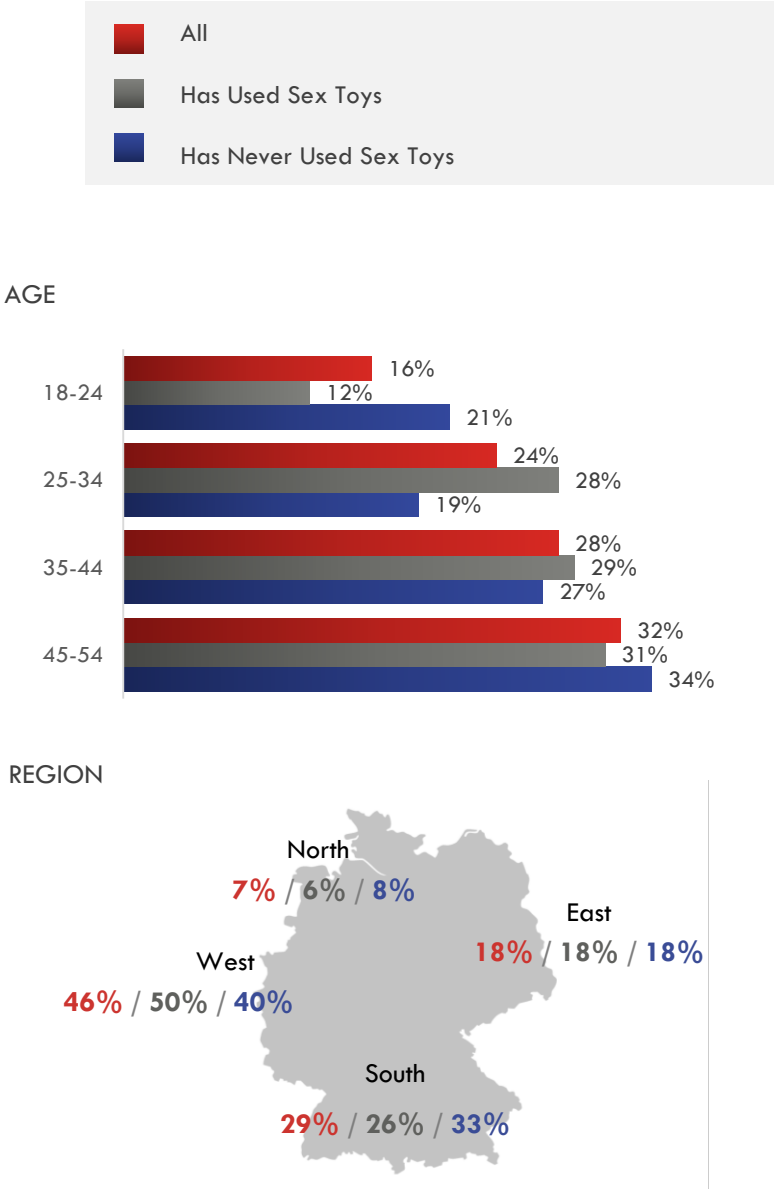
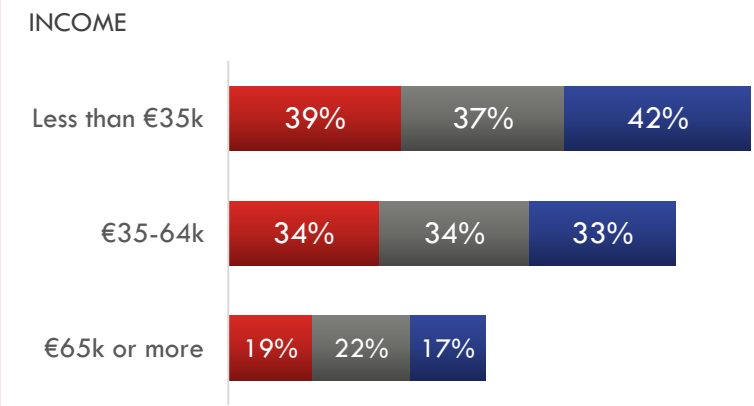
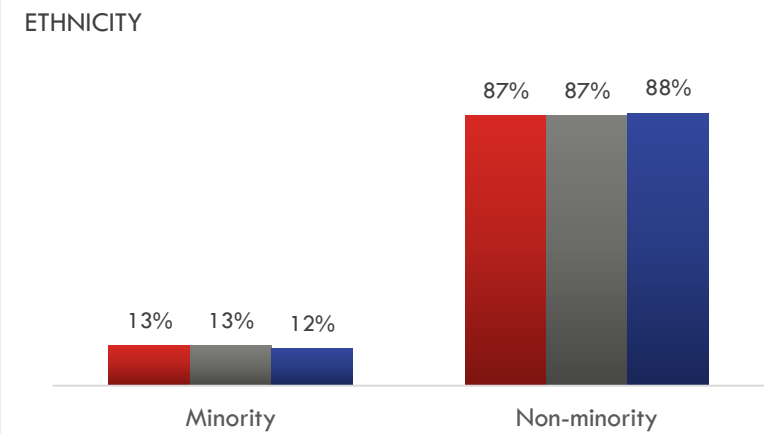
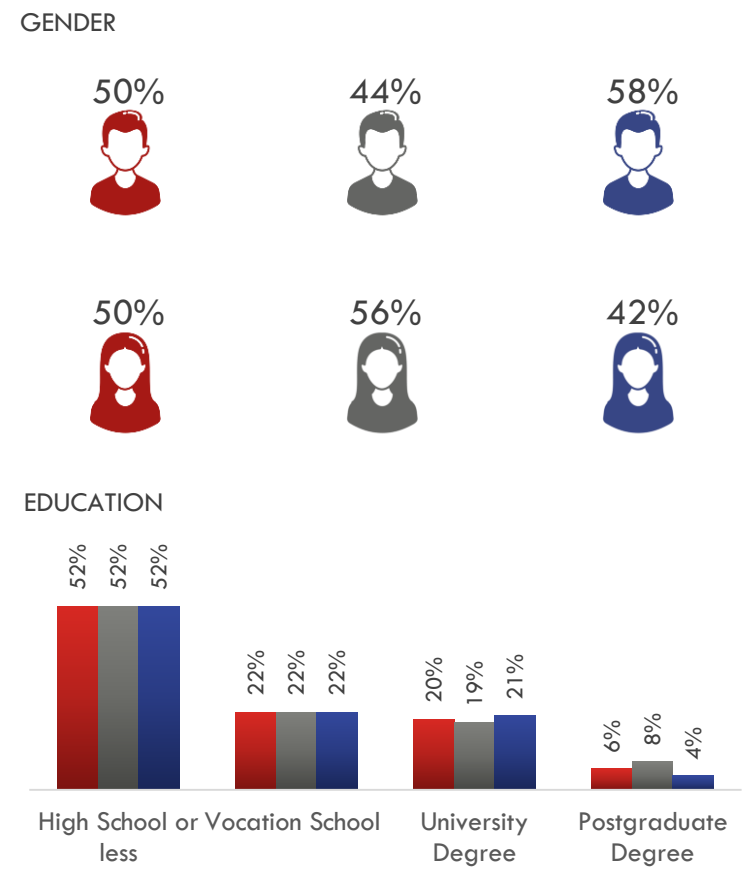


IDEOLOGY



Audience Profiling

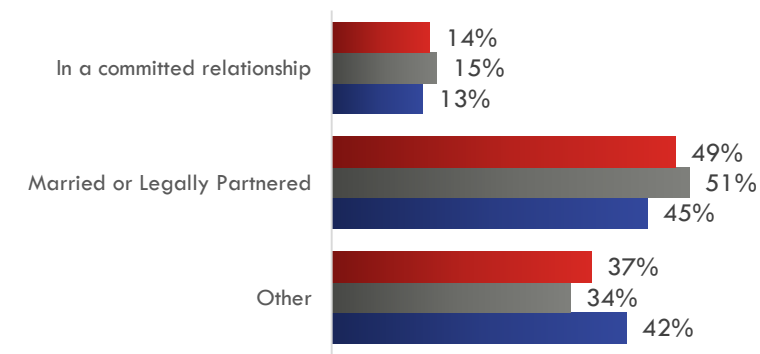
Sex Toy Experience



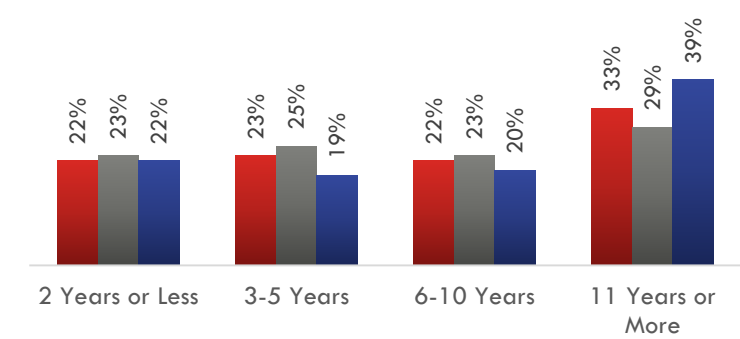
Audience Profiling

Sex Toy Experience

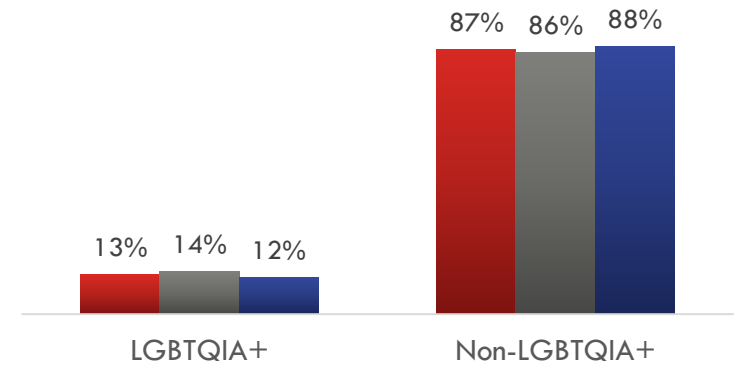
RELATIONSHIP STATUS



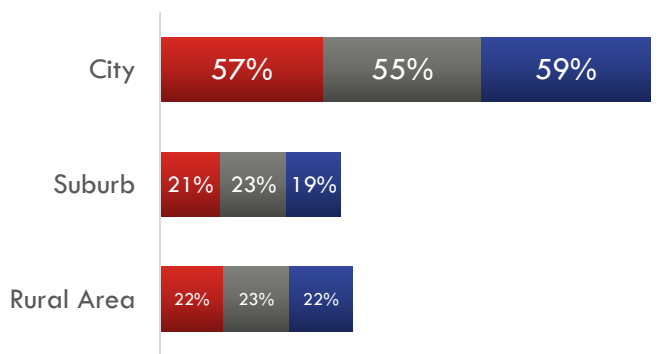
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



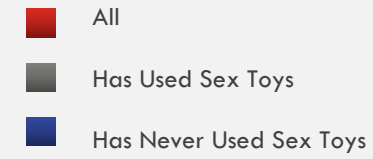
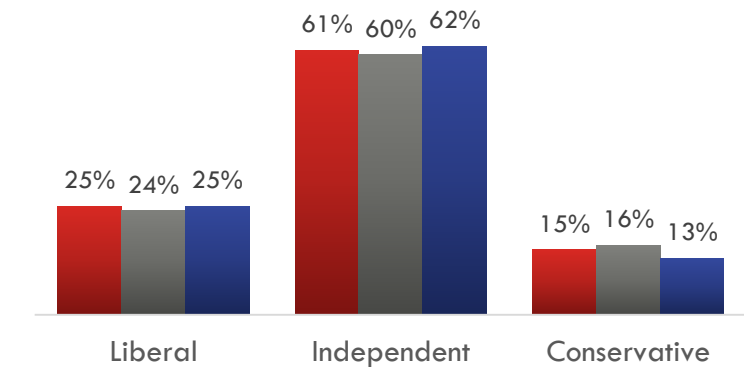
SEXUAL ORIENTATION



LIVING AREA

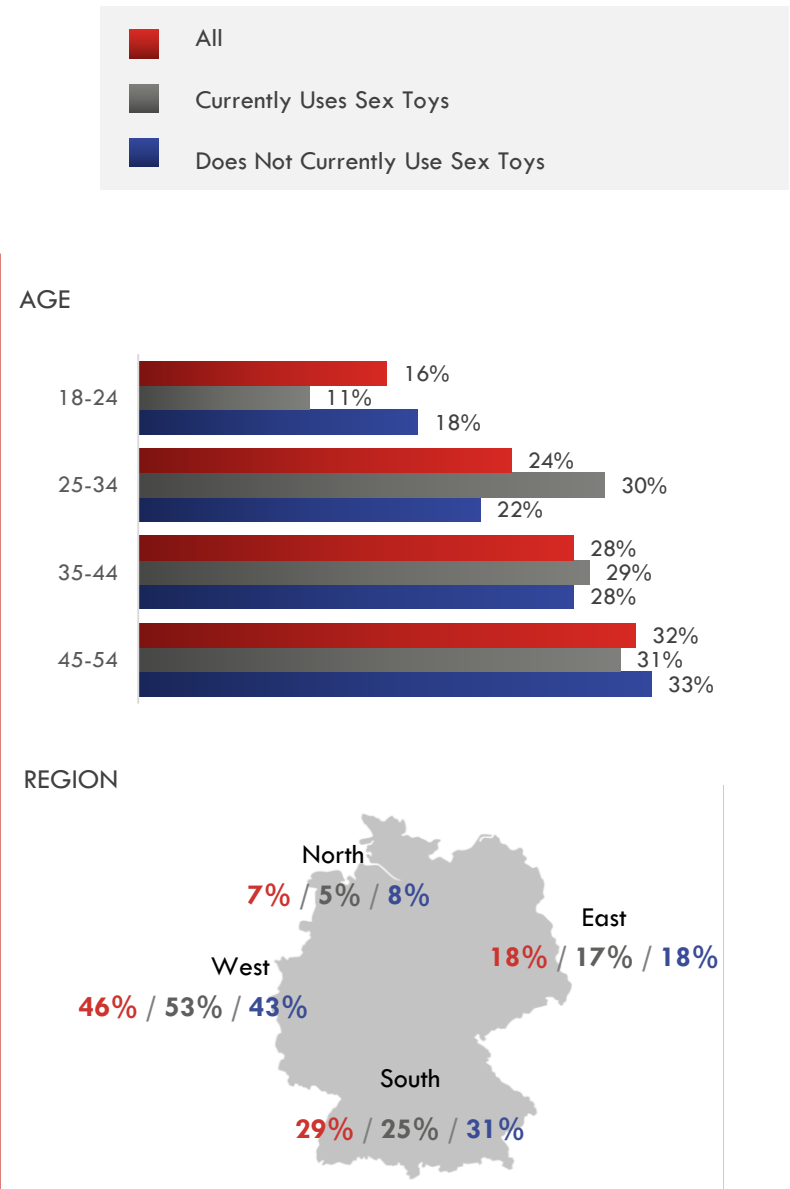
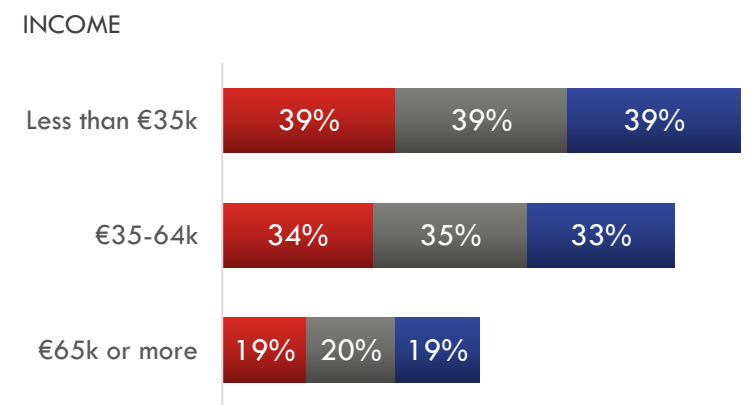
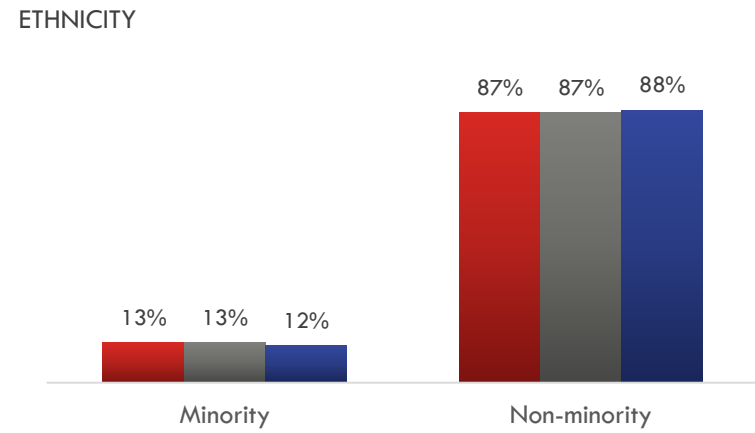
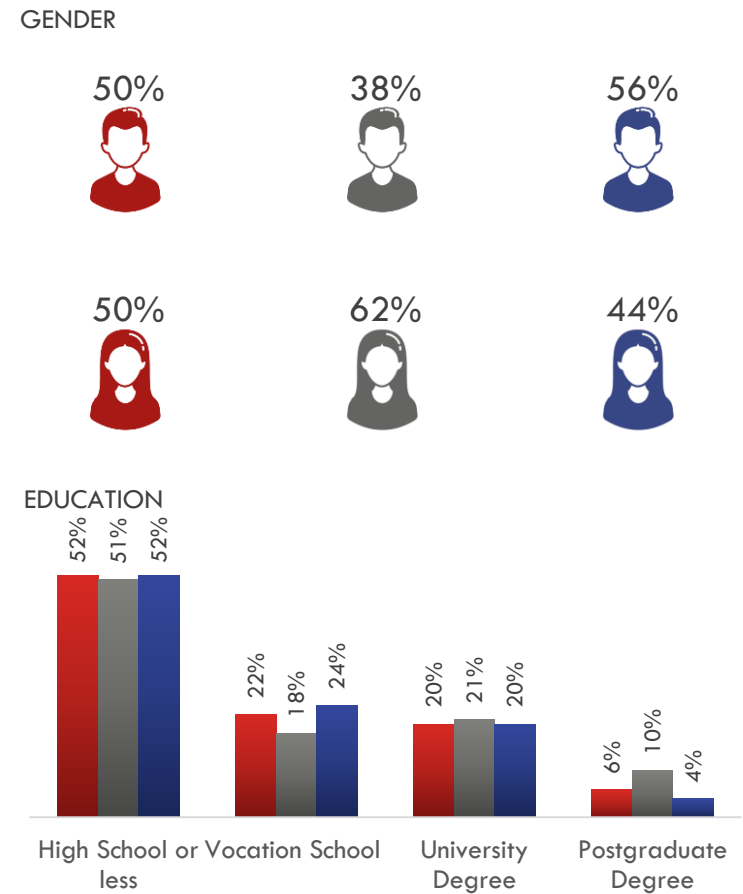


IDEOLOGY



Audience Profiling

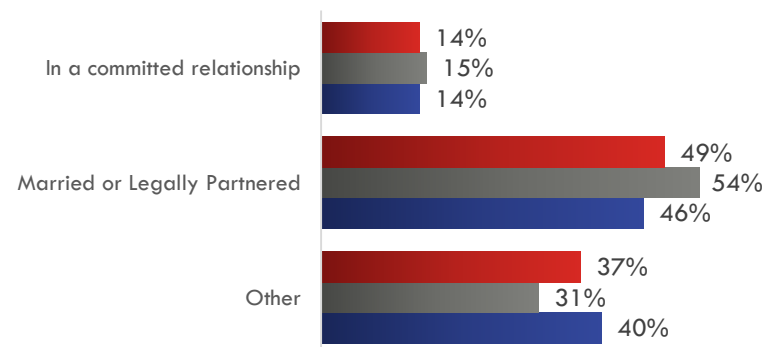
Sex Toy Usage



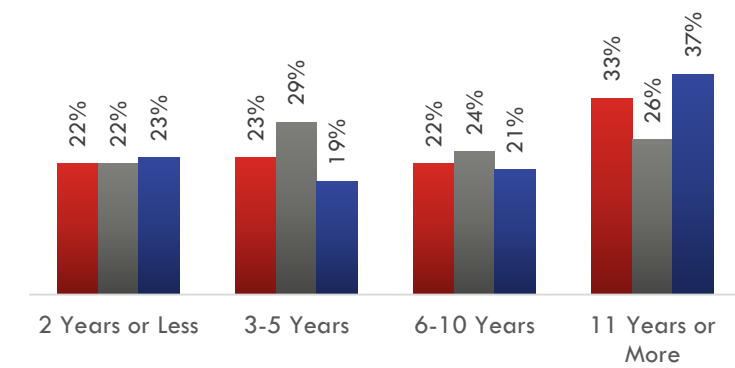
Audience Profiling

Sex Toy Usage

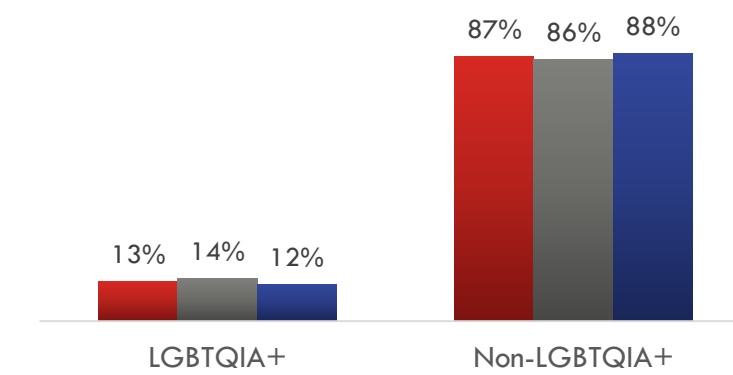
RELATIONSHIP STATUS



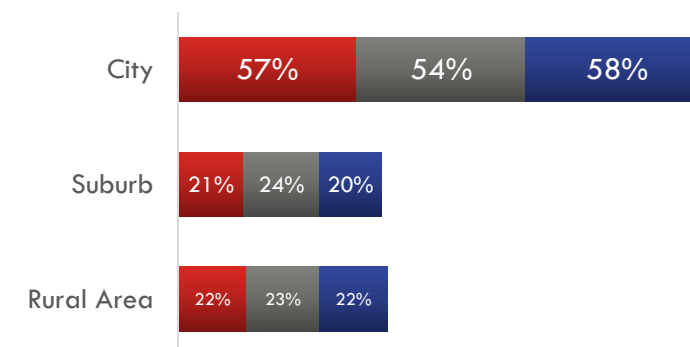
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



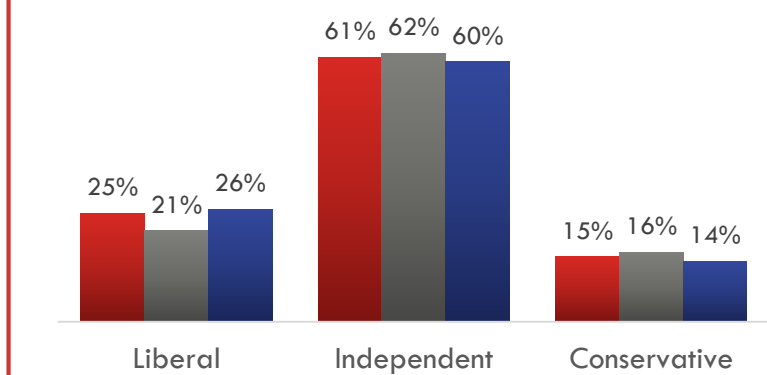
SEXUAL ORIENTATION



LIVING AREA

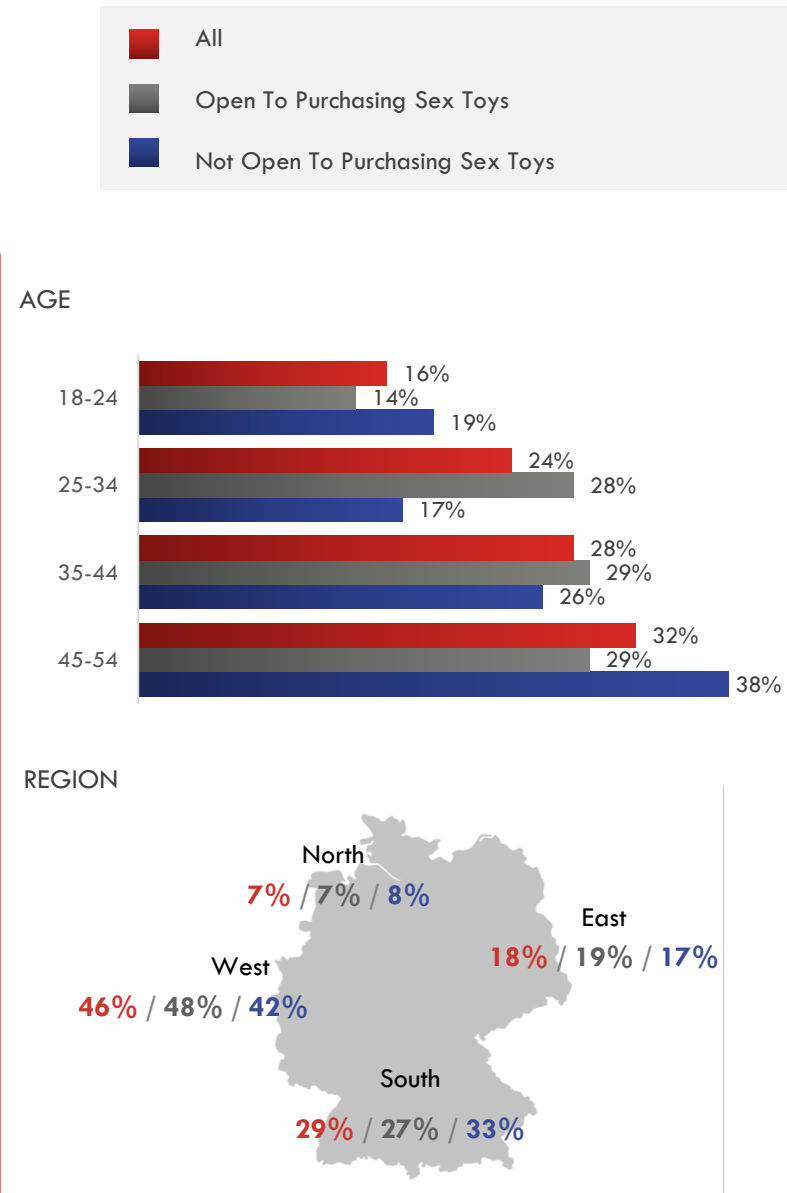
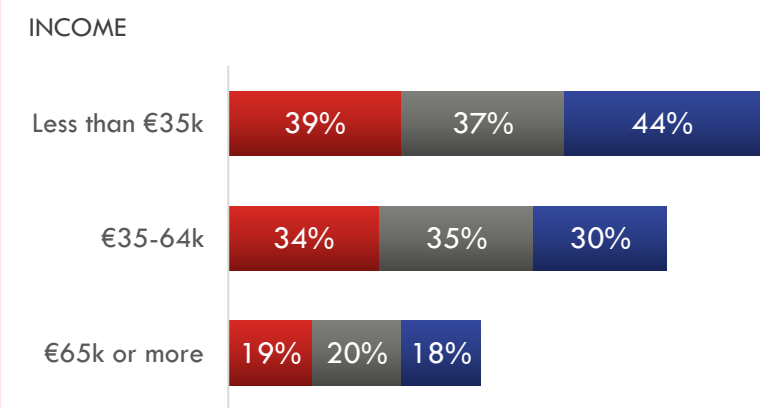
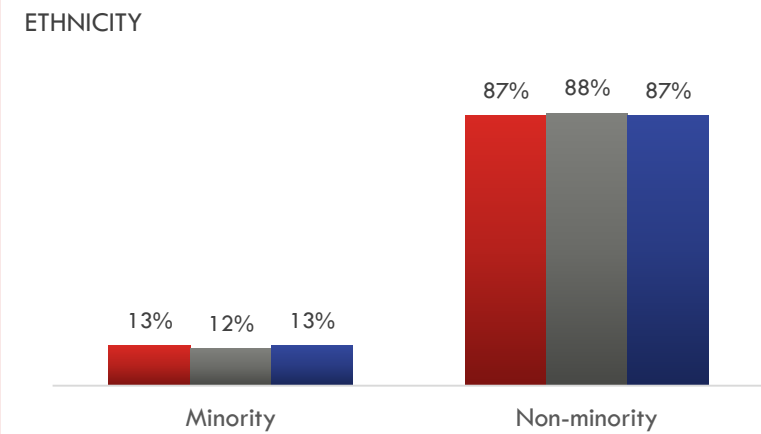
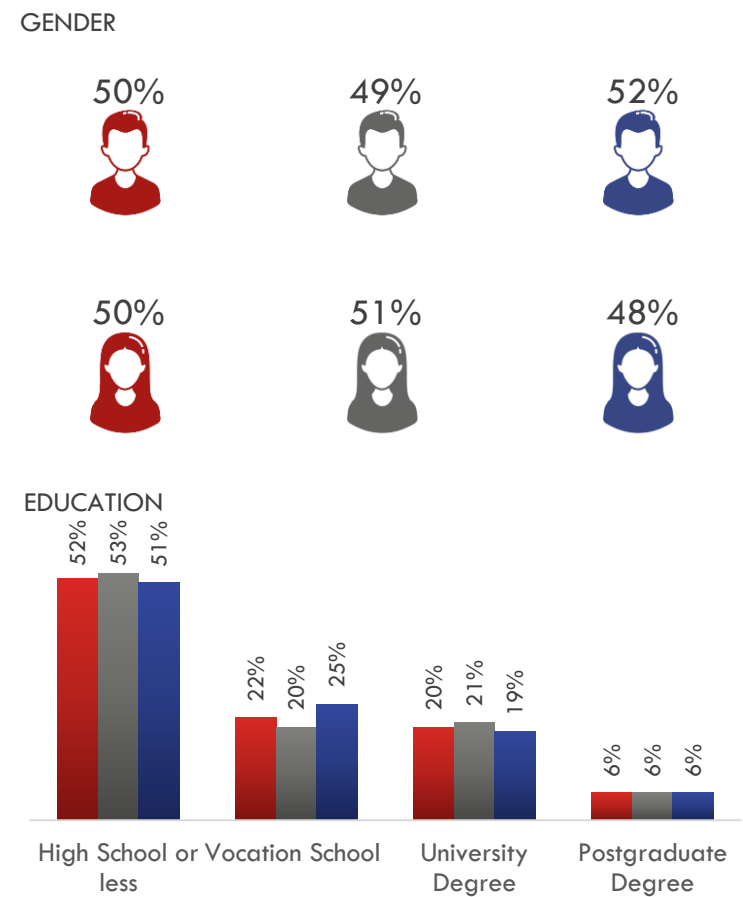


IDEOLOGY



Audience Profiling

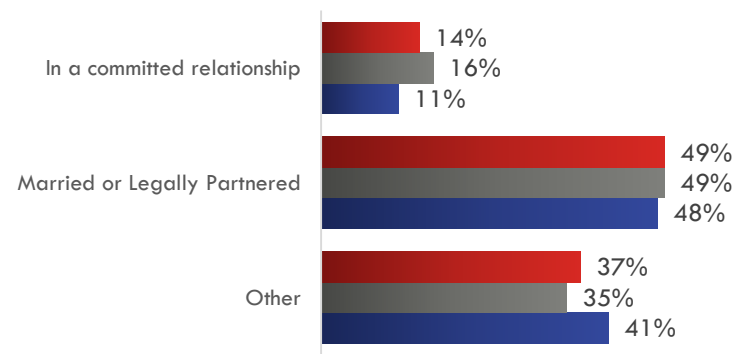
Sex Toy Purchasing



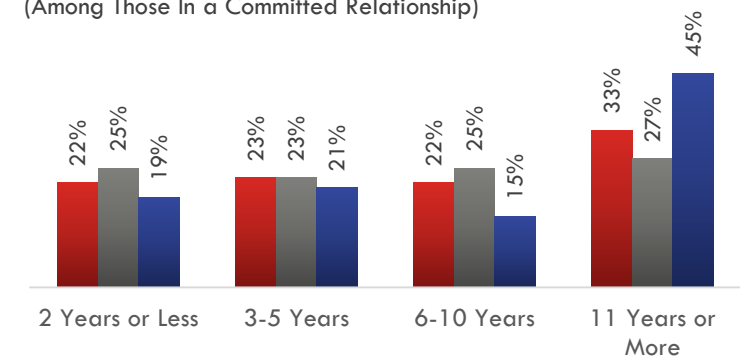
Audience Profiling

Sex Toy Purchasing

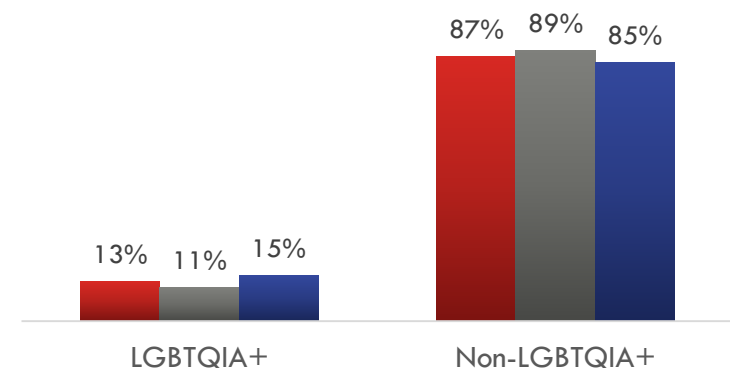
RELATIONSHIP STATUS



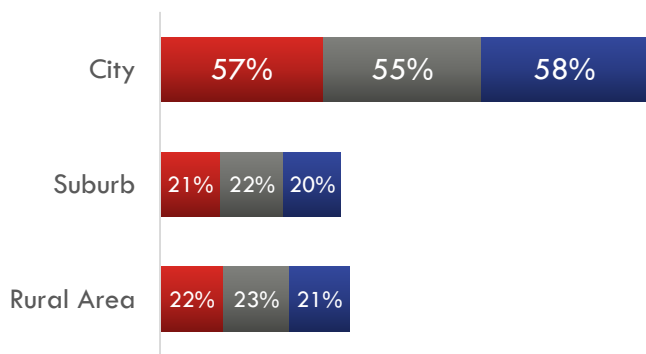
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



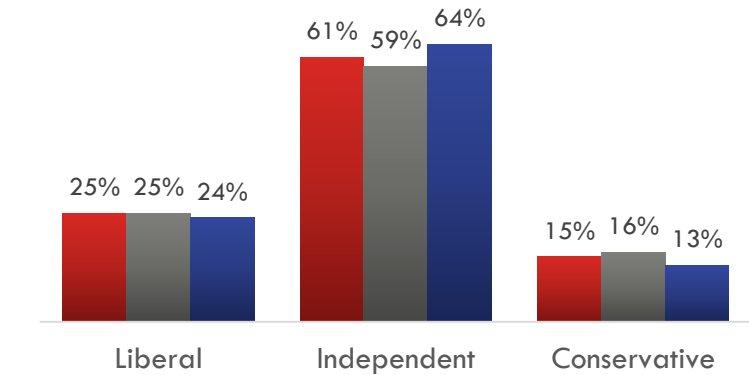
SEXUAL ORIENTATION



LIVING AREA

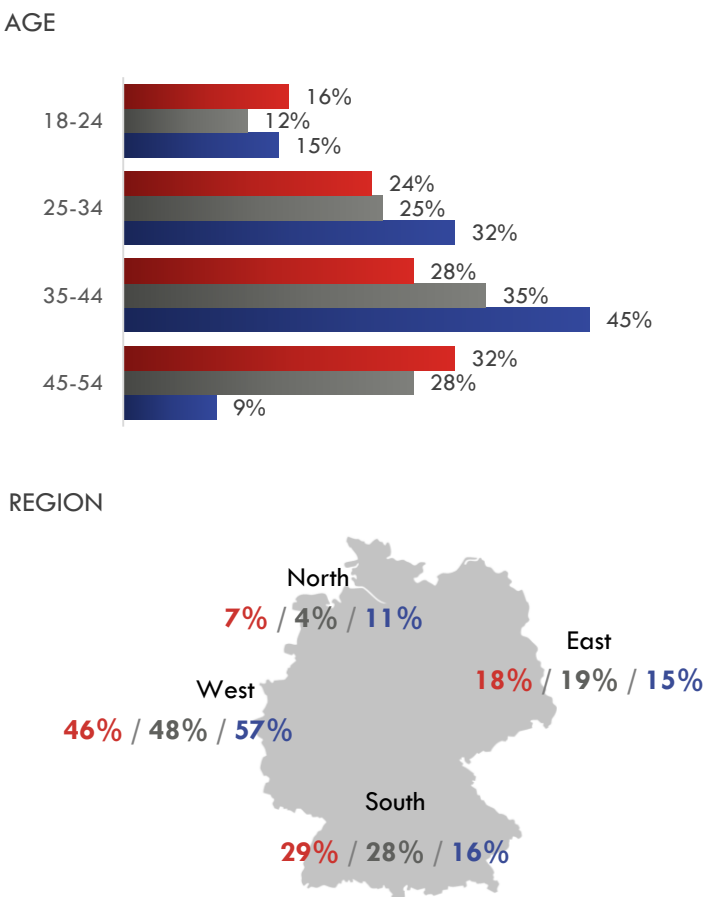
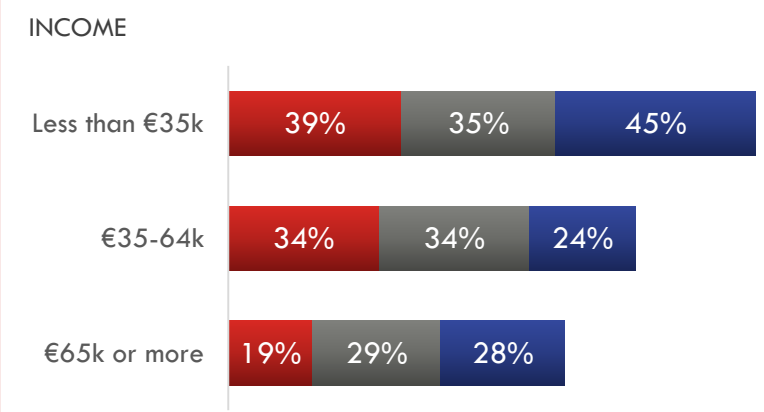
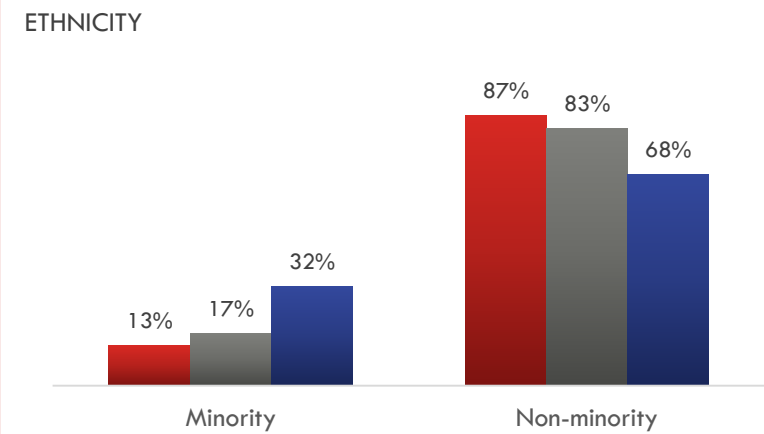
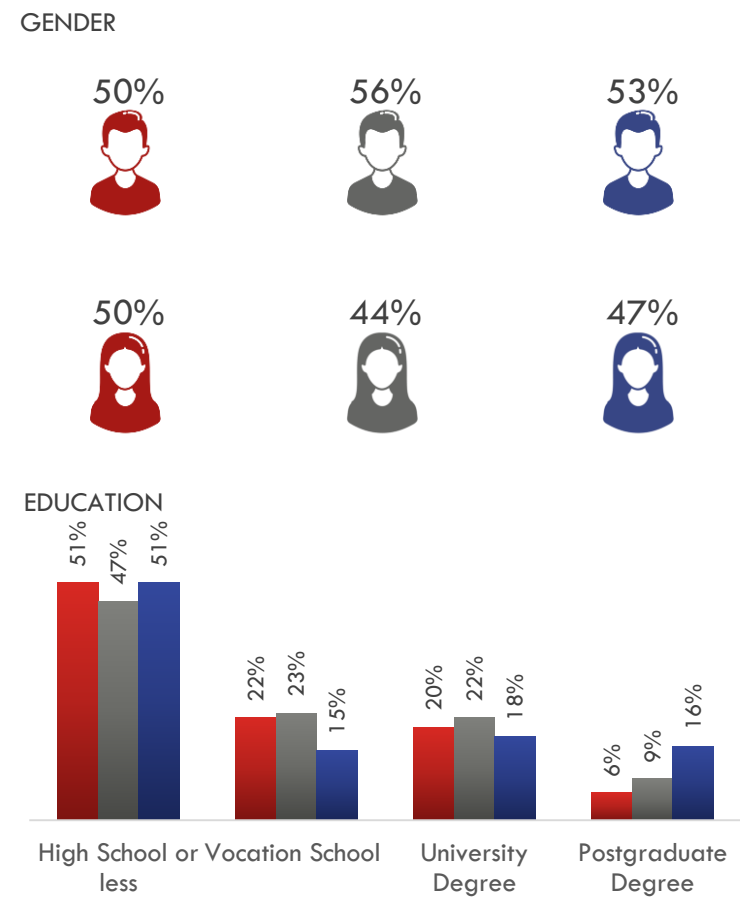


IDEOLOGY

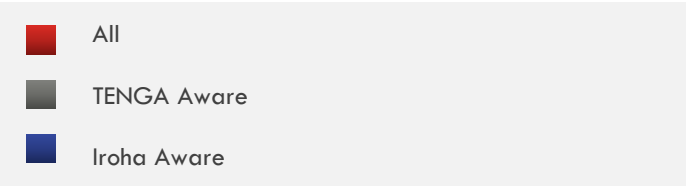


Audience Profiling

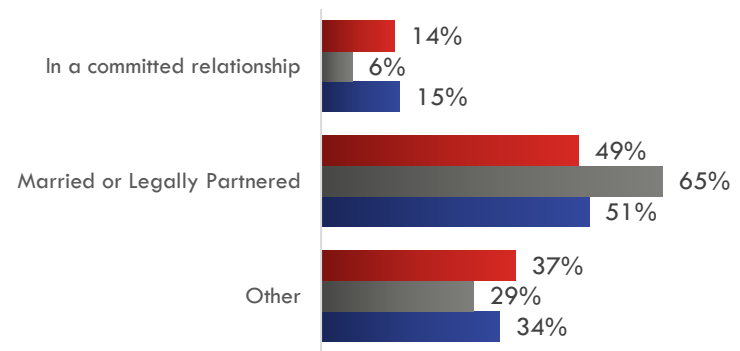
TENGA and Iroha Aware



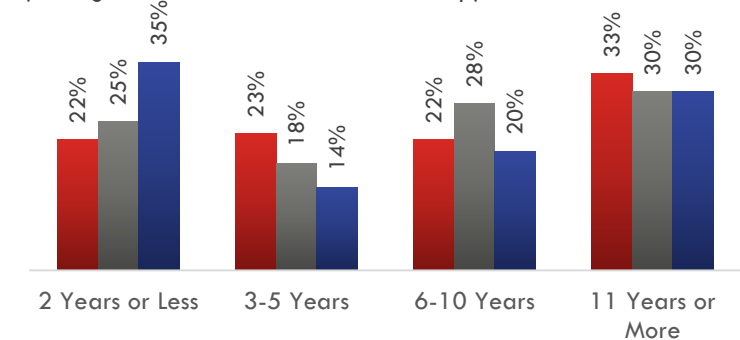
TENGA and Iroha Aware



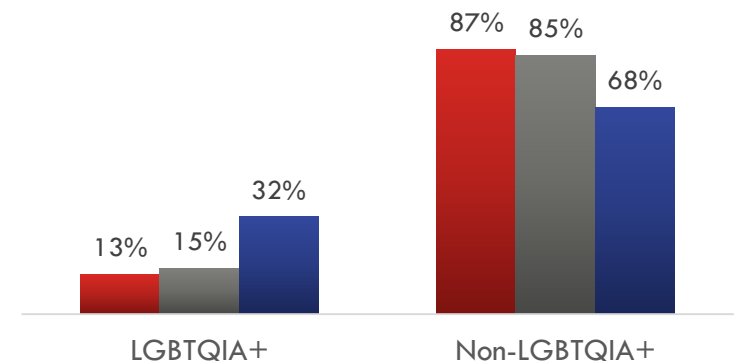
RELATIONSHIP STATUS



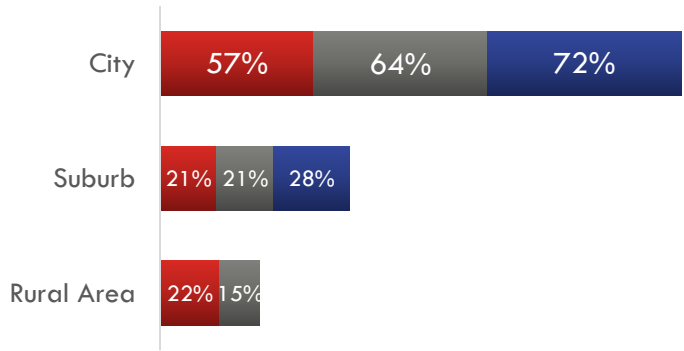
LENGTH OF RELATIONSHIP
(Among Those In A Committed Relationship)



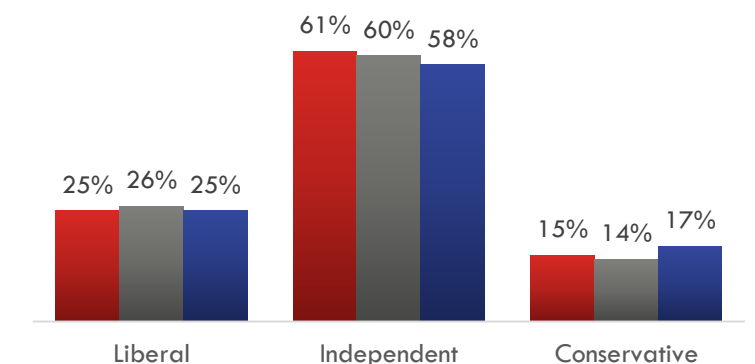
SEXUAL ORIENTATION



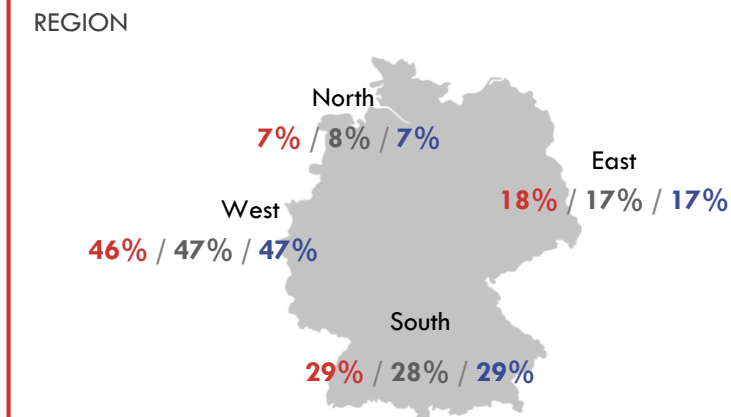
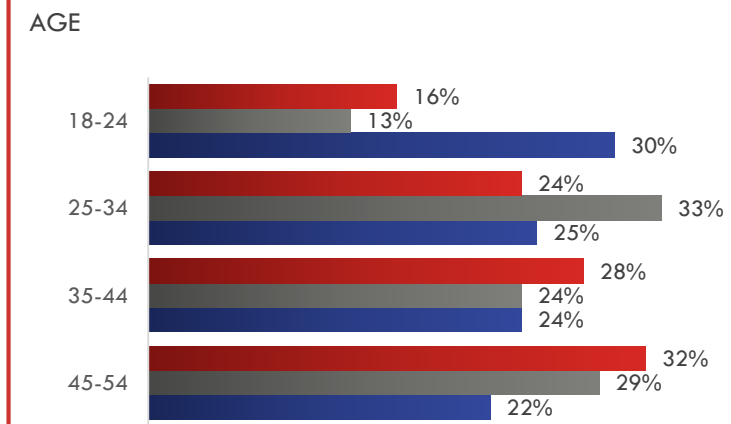
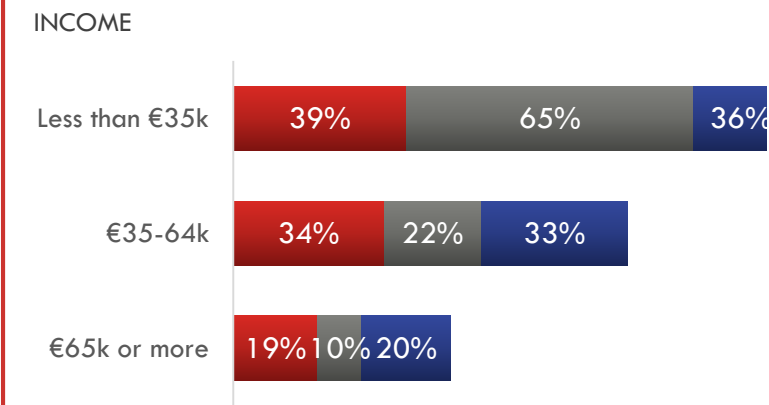
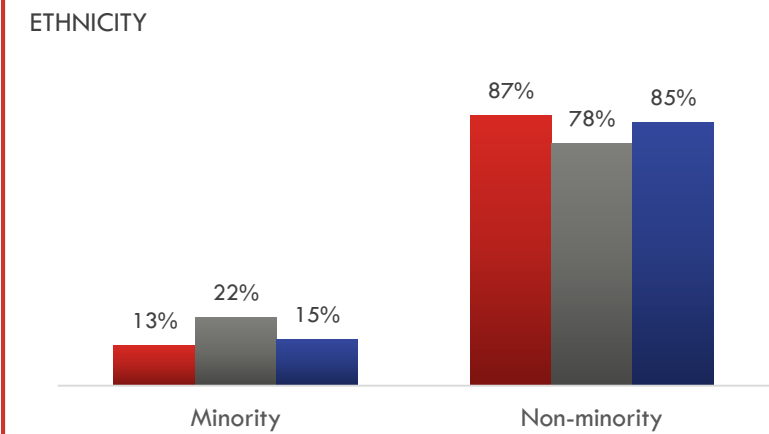
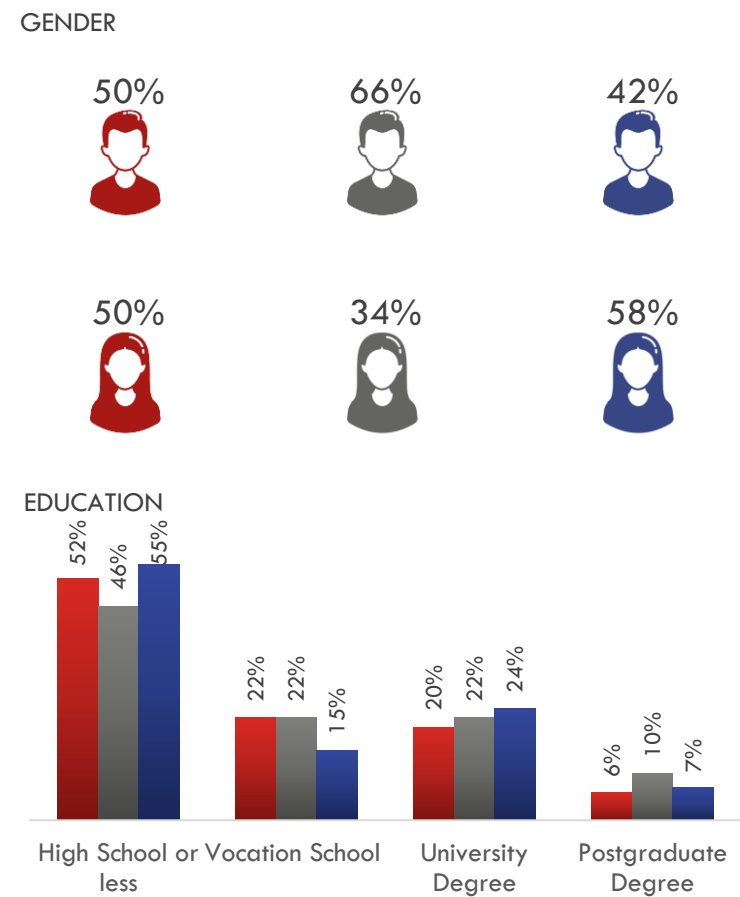
LIVING AREA



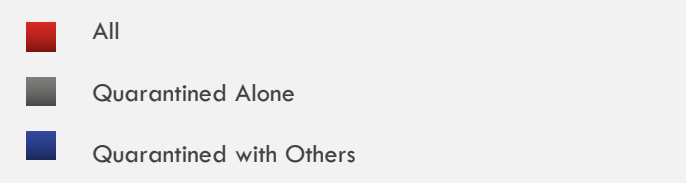
IDEOLOGY



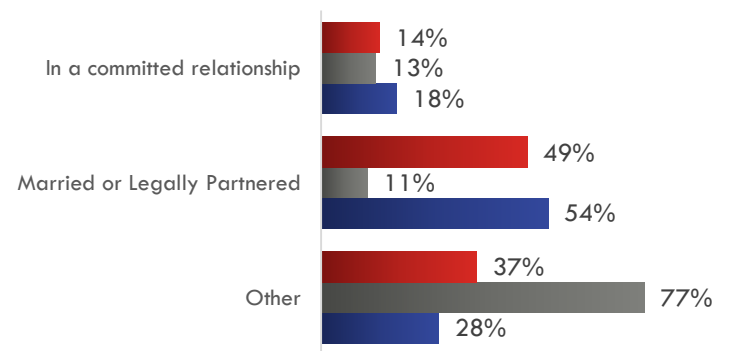
Quarantine Status: Alone or With Others



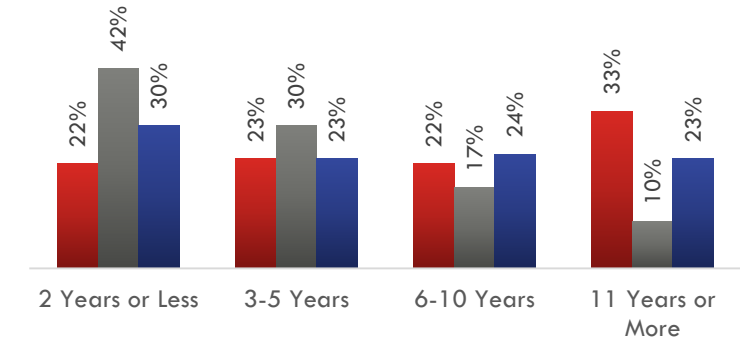
Quarantine Status: Alone or With Others



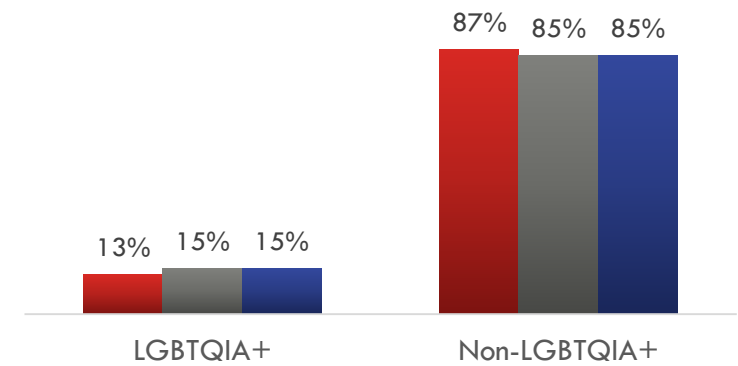
RELATIONSHIP STATUS



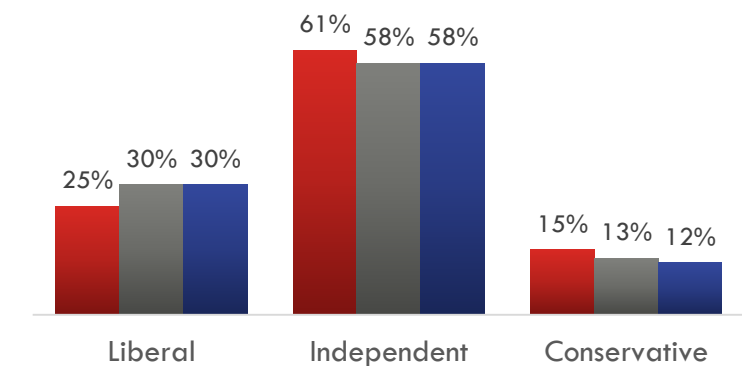
LENGTH OF RELATIONSHIP
(Among Those In A Committed Relationship)



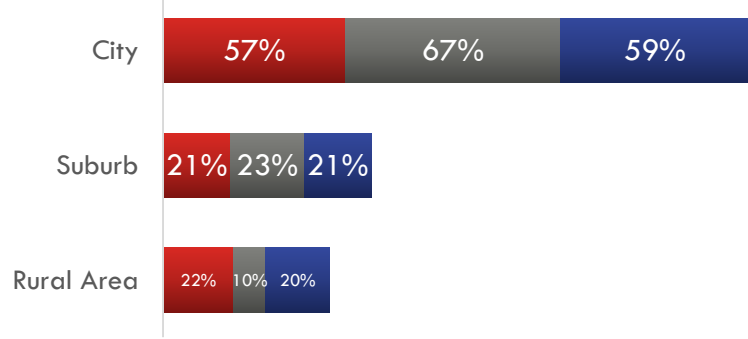
SEXUAL ORIENTATION



IDEOLOGY

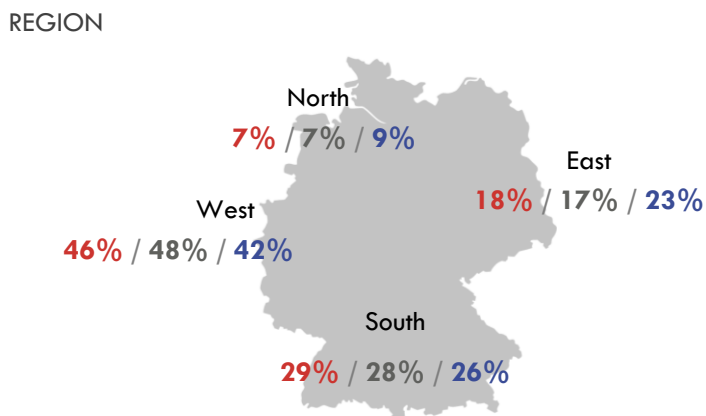
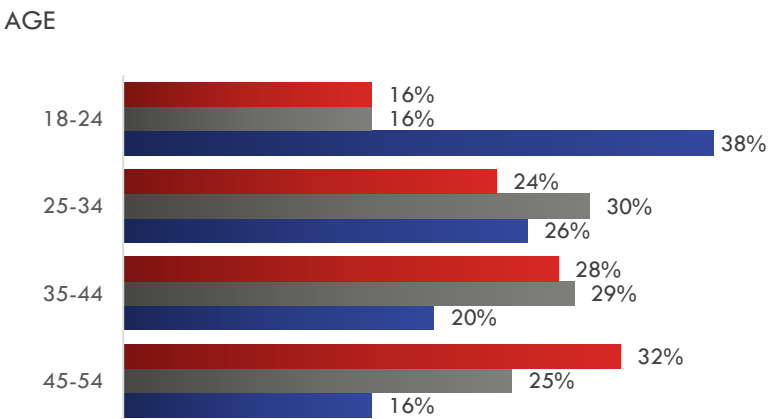
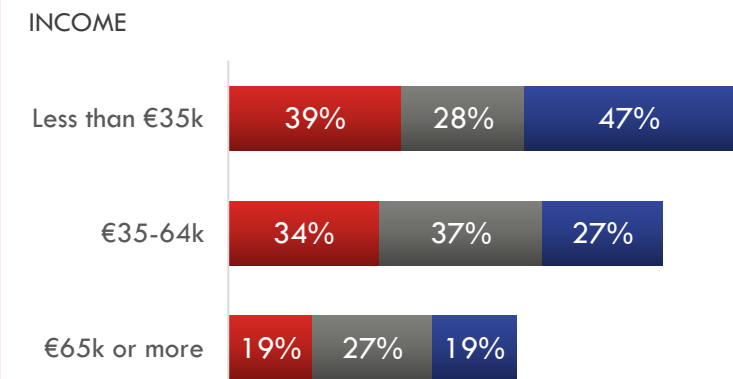
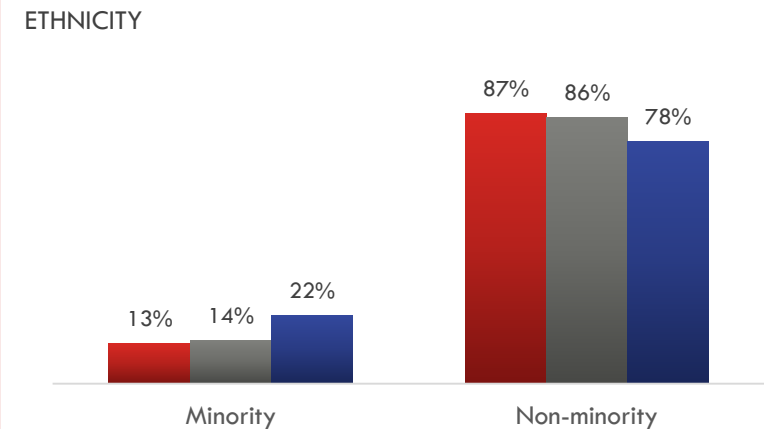
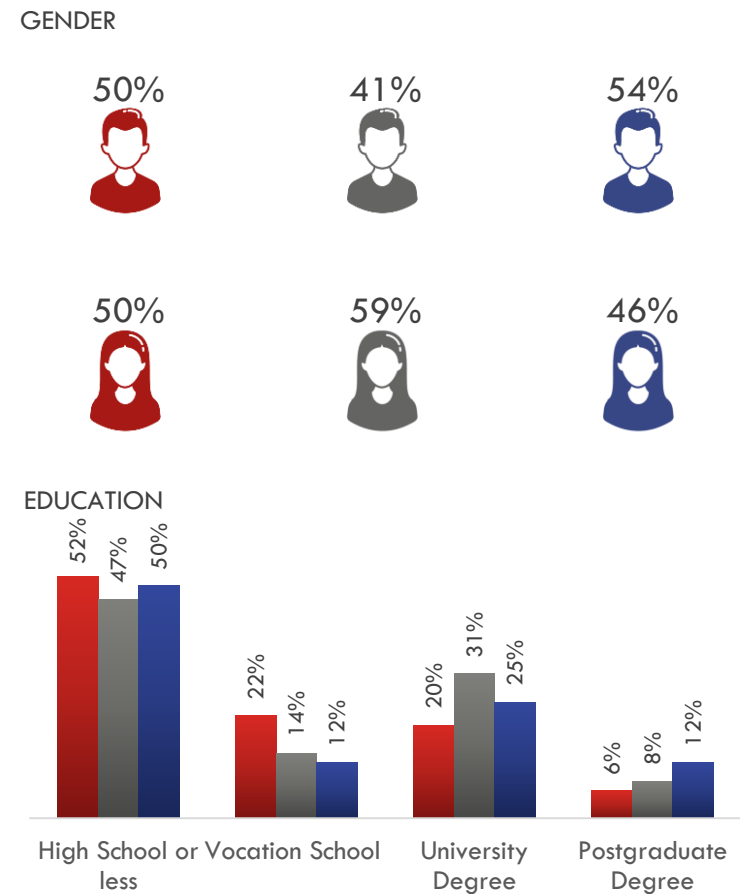


LIVING AREA



Quarantine Status: With or Without Partner

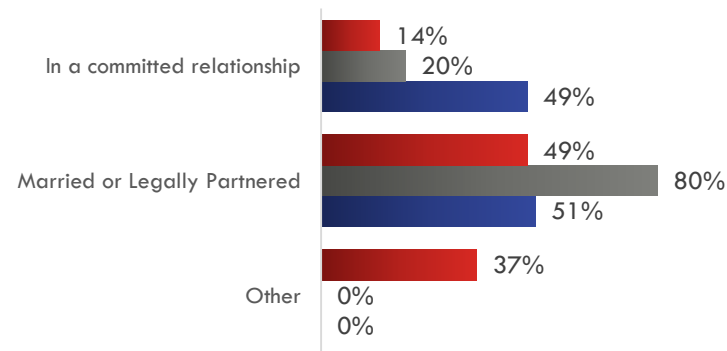
- All
- Quarantined with Partner
- Quarantined without Partner (In a Relationship)



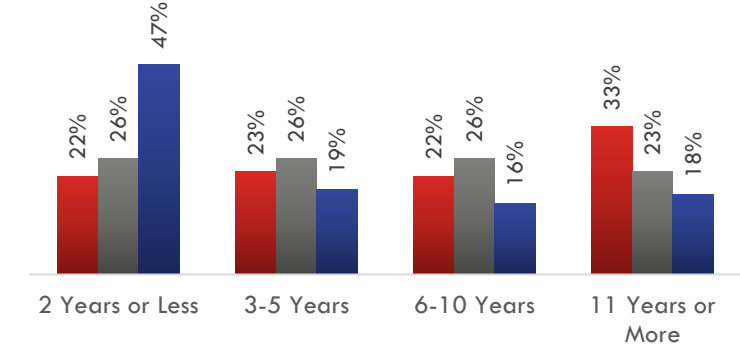
Quarantine Status: With or Without Partner

- All
- Quarantined with Partner
- Quarantined without Partner (In a Relationship)

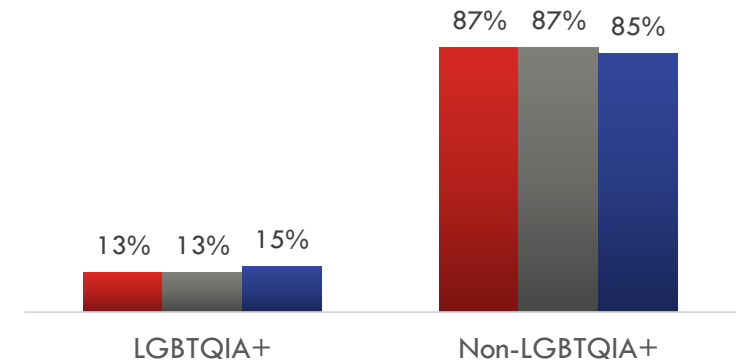
RELATIONSHIP STATUS



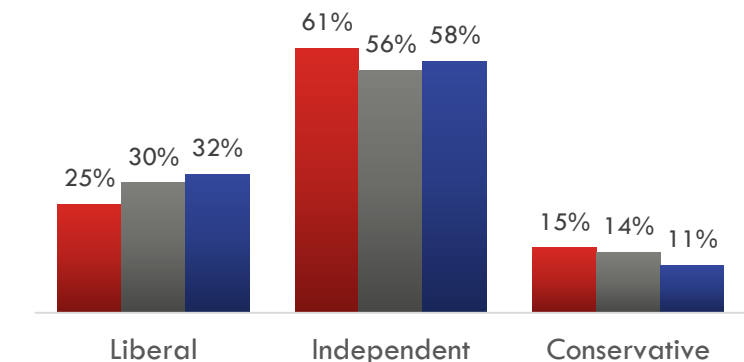
LENGTH OF RELATIONSHIP
(Among Those In A Committed Relationship)



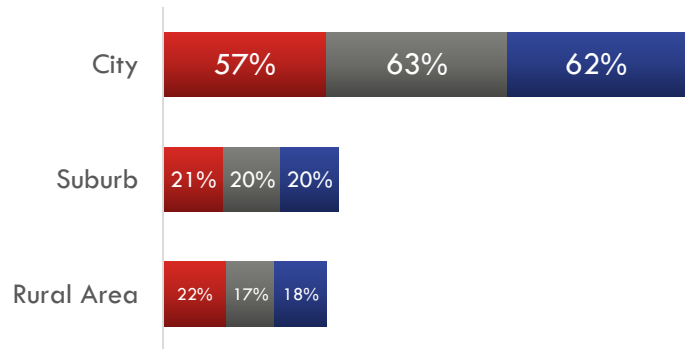
SEXUAL ORIENTATION



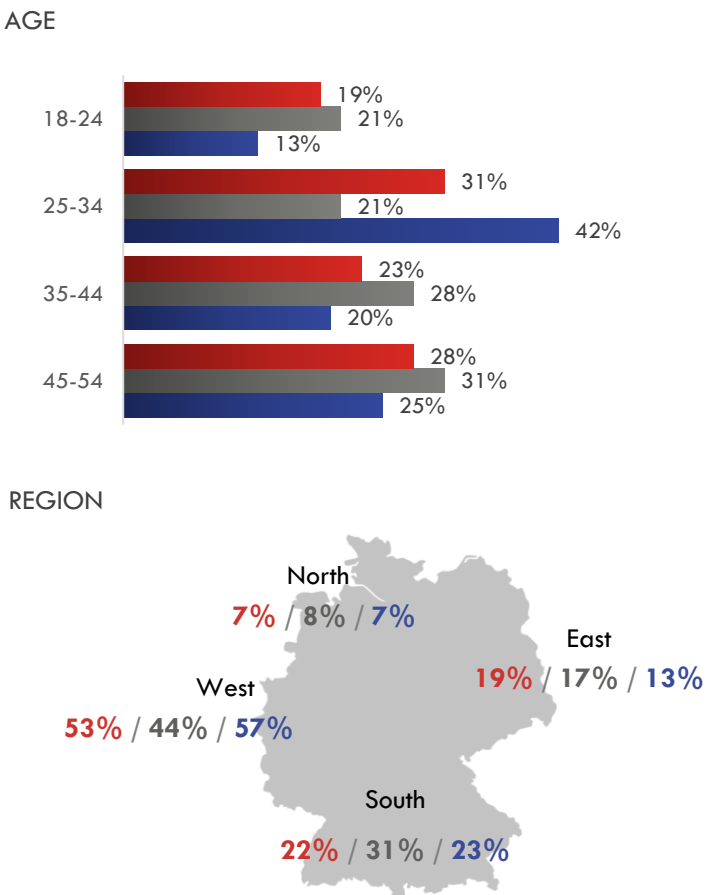
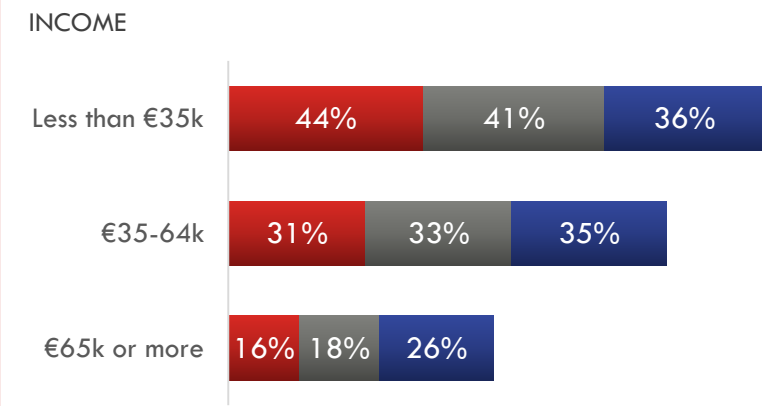
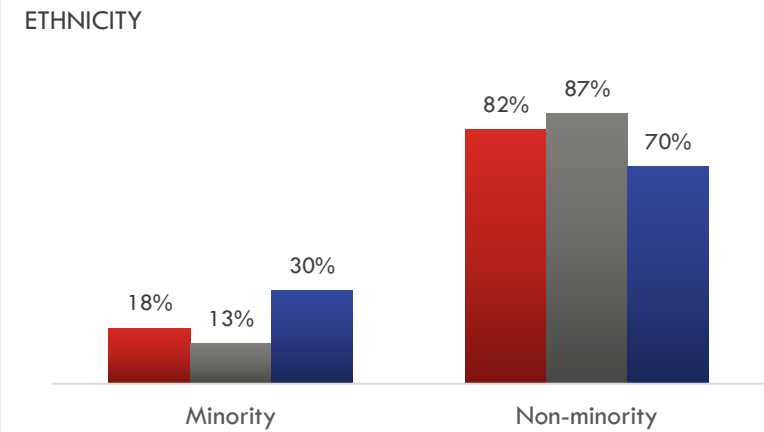
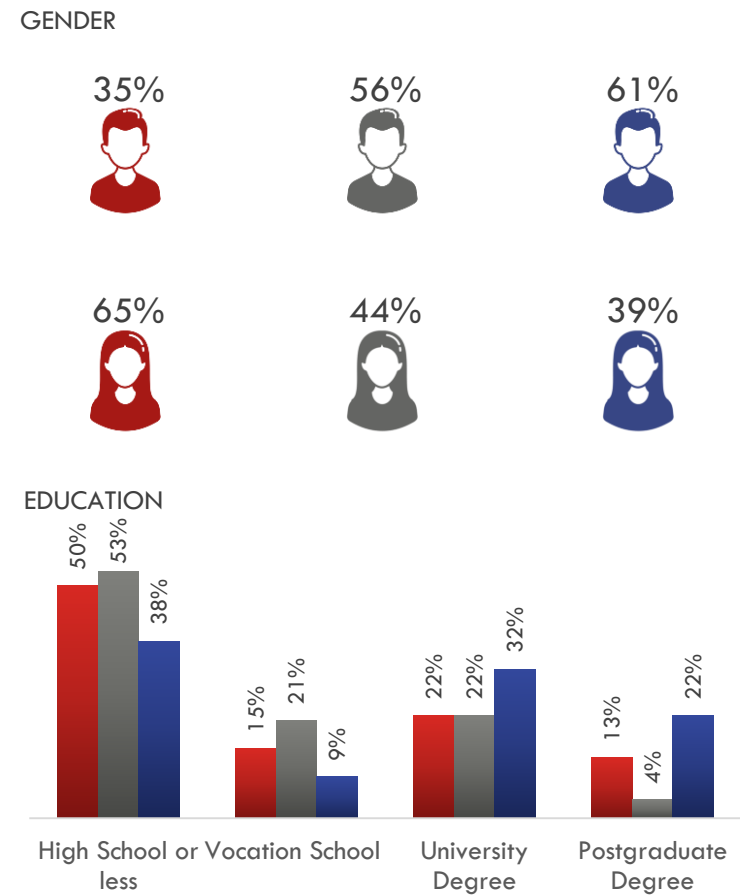
IDEOLOGY



LIVING AREA



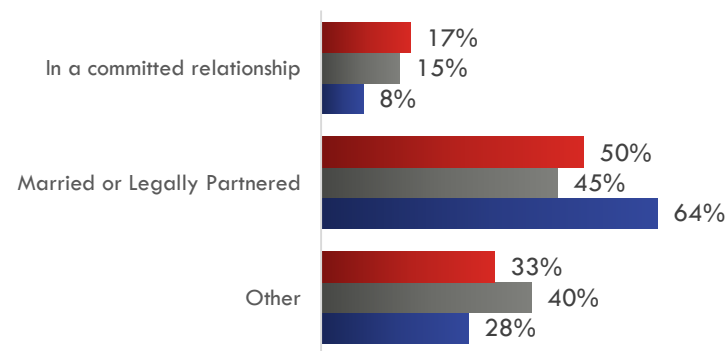
Sex Toy Usage in Quarantine



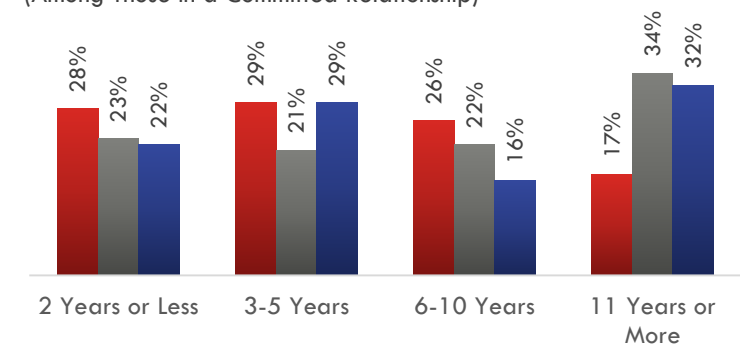
Sex Toy Usage in Quarantine

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

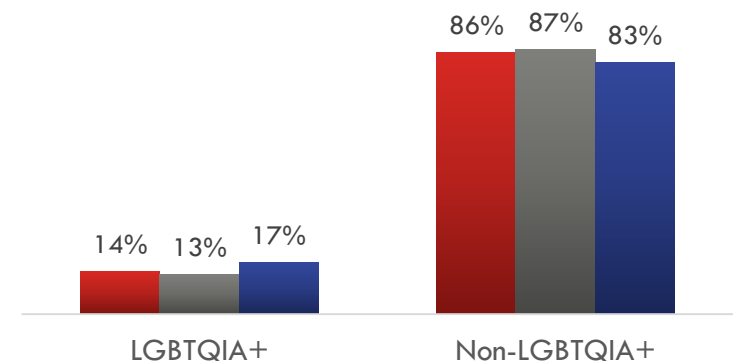
RELATIONSHIP STATUS



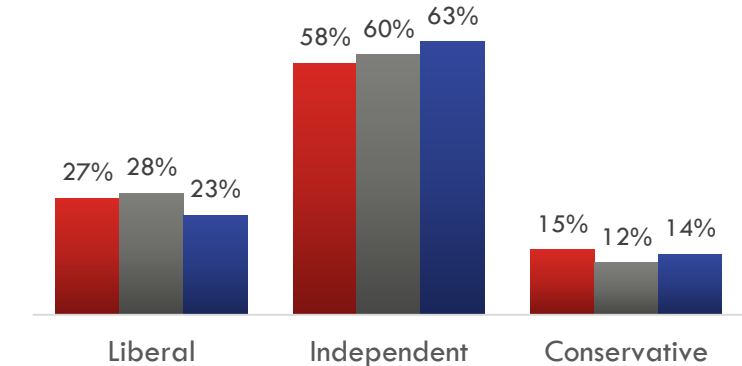
LENGTH OF RELATIONSHIP
(Among Those In a Committed Relationship)



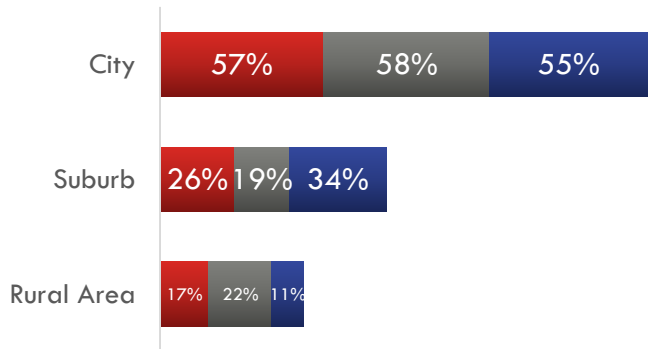
SEXUAL ORIENTATION



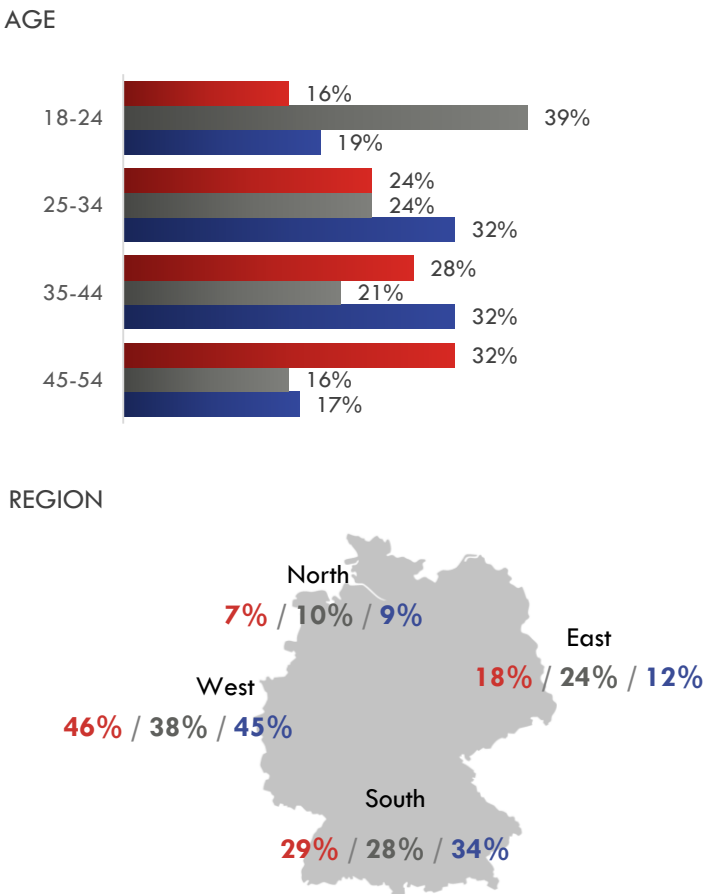
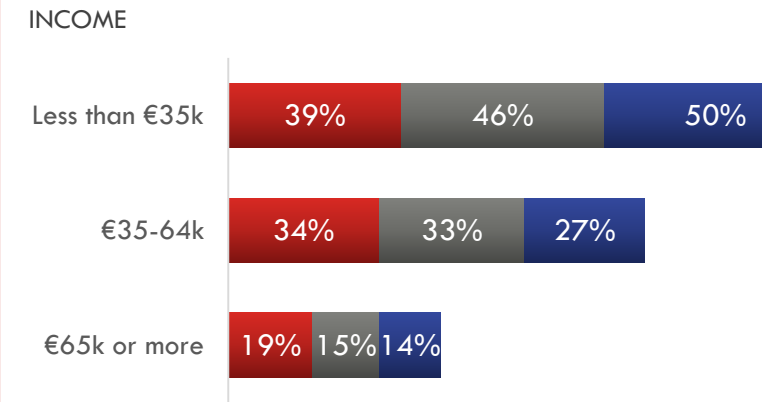
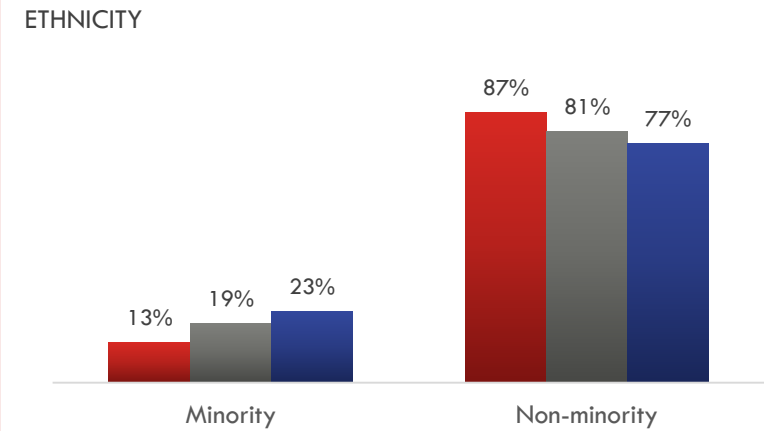
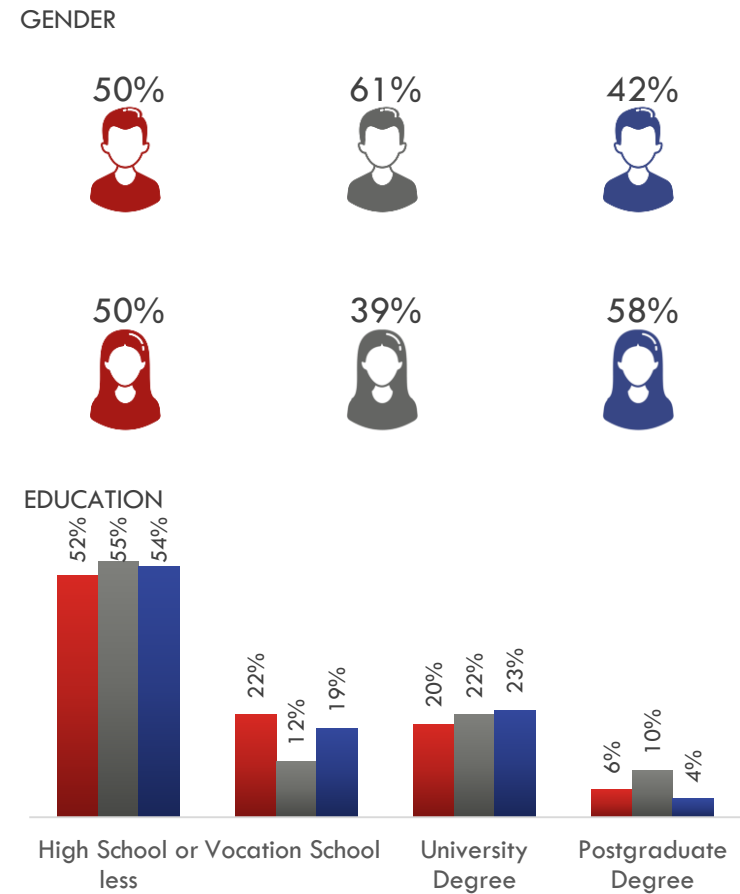
IDEOLOGY



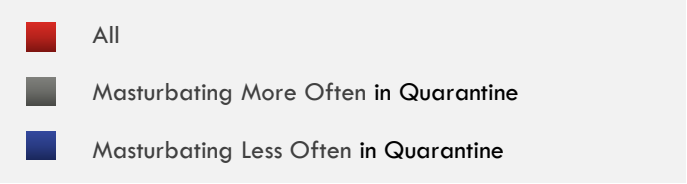
LIVING AREA



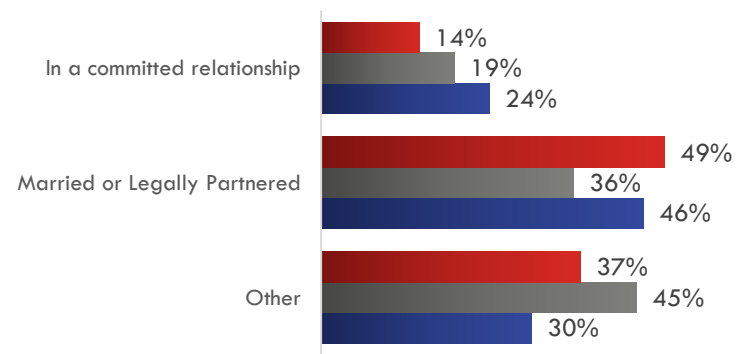
Masturbating More and Less in Quarantine



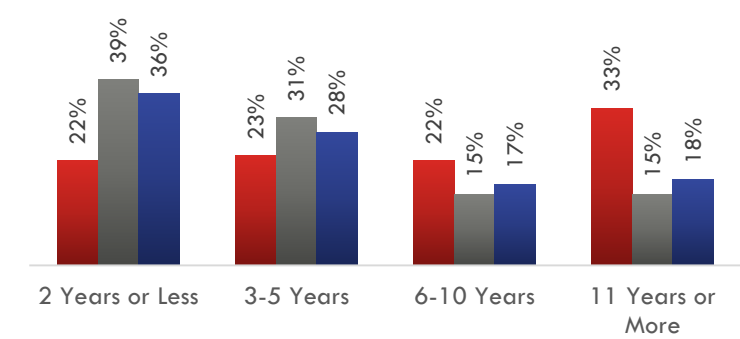
Masturbating More and Less in Quarantine



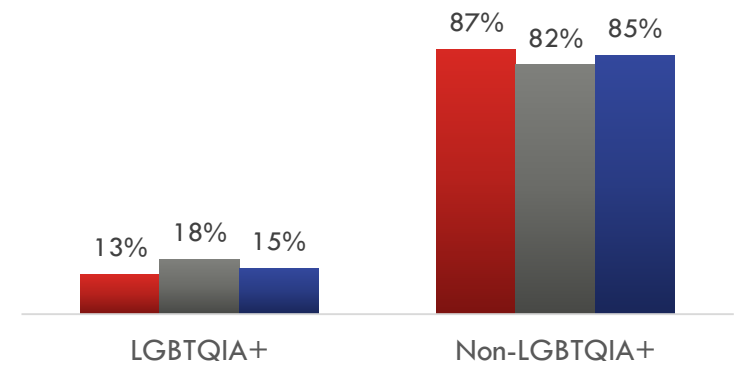
RELATIONSHIP STATUS



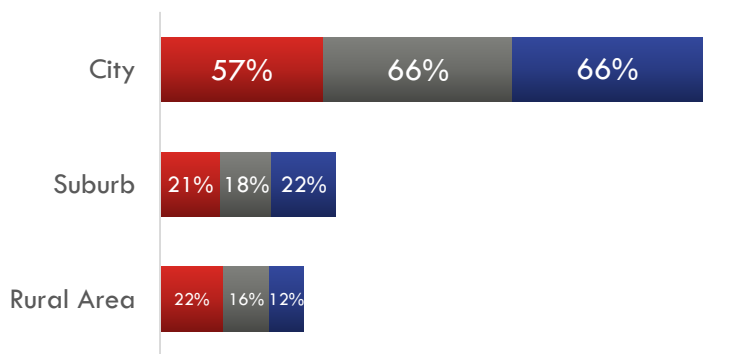
LENGTH OF RELATIONSHIP
(Among Those In a Committed Relationship)



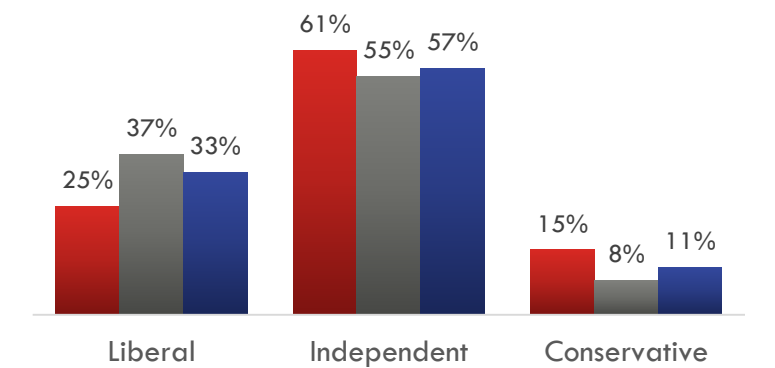
SEXUAL ORIENTATION



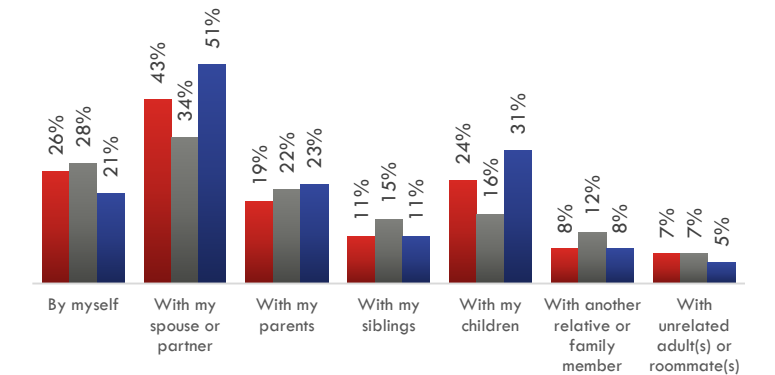
LIVING AREA



IDEOLOGY



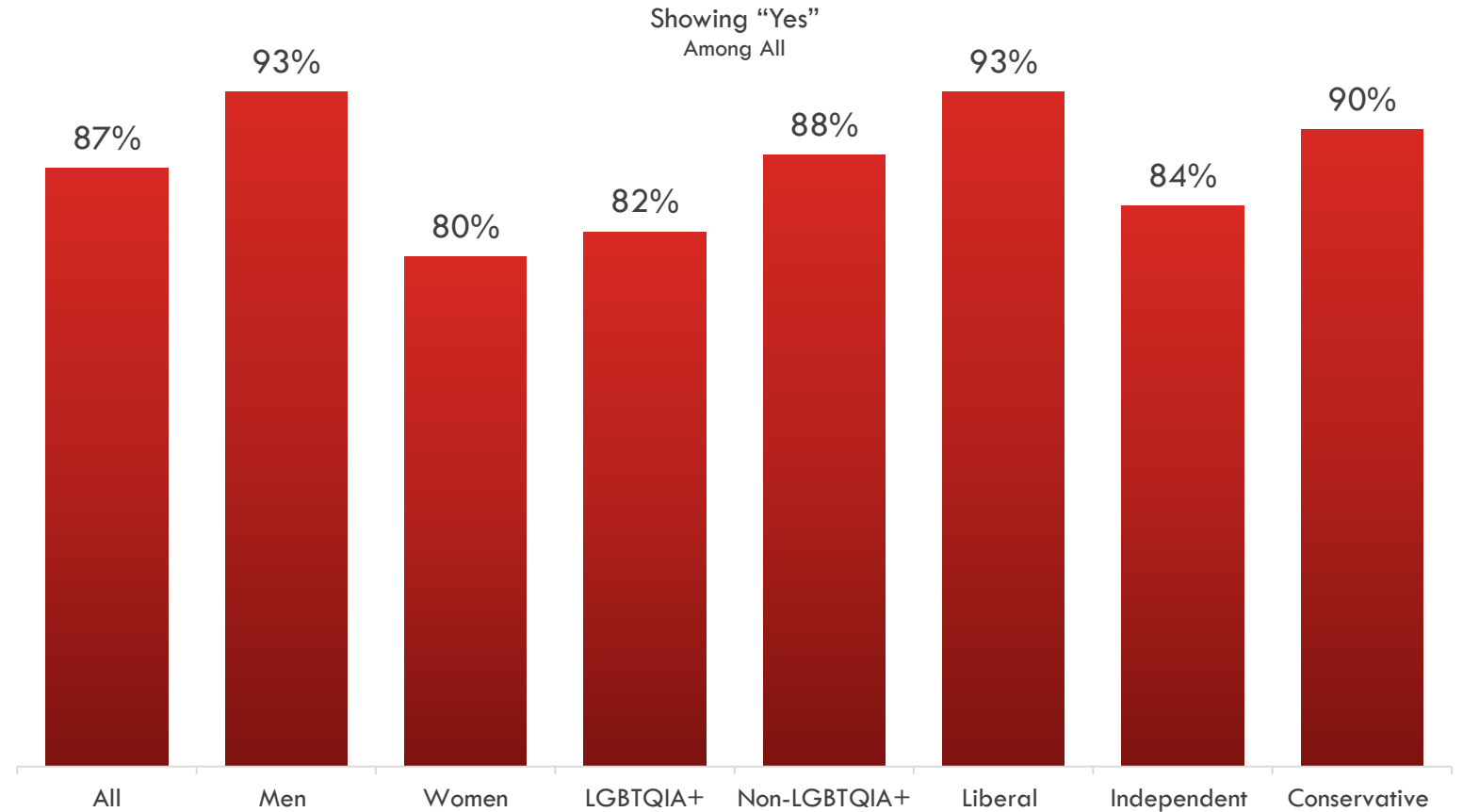
QUARANTINE



THE STATE OF MASTURBATION IN GERMANY

Most Germans Masturbate

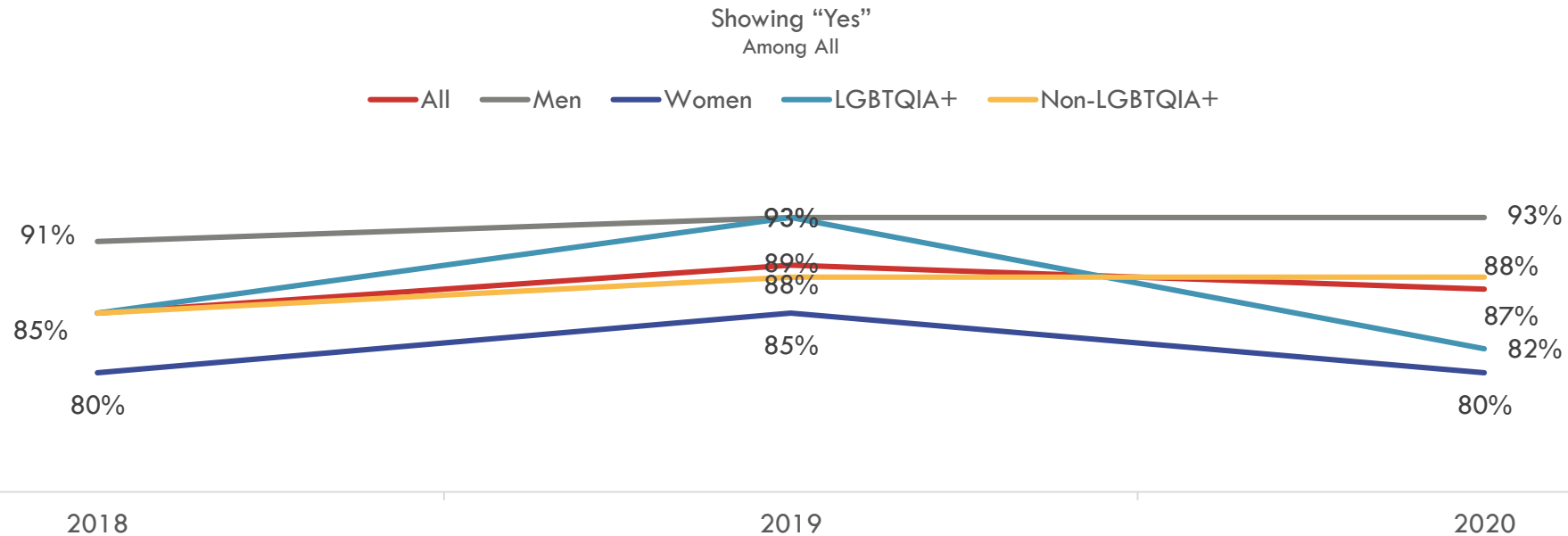
Nearly 9 in 10 Germans have masturbated, with greater numbers of Men (93%) and left-leaning respondents (93%) reporting as such. Fewer LGBTQIA+ individuals (82%) report having masturbated.



QMAS: Have you ever masturbated?

Masturbation Incidence Has Remained Stable Over Time

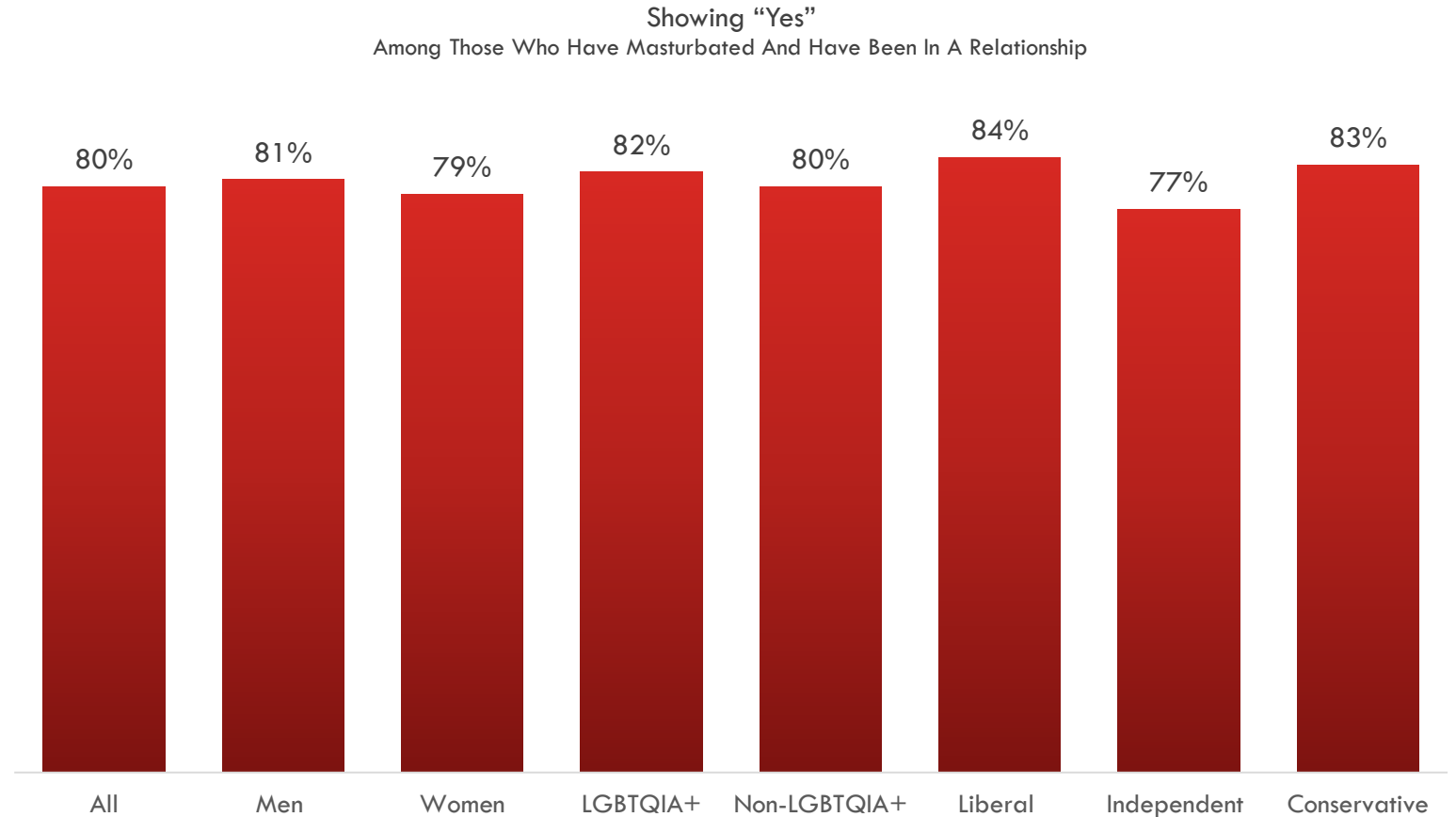
That said, LGBTQIA+ respondents report a slight dip in 2020.



QMAS: Have you ever masturbated?

Most Germans Masturbate While in a Relationship

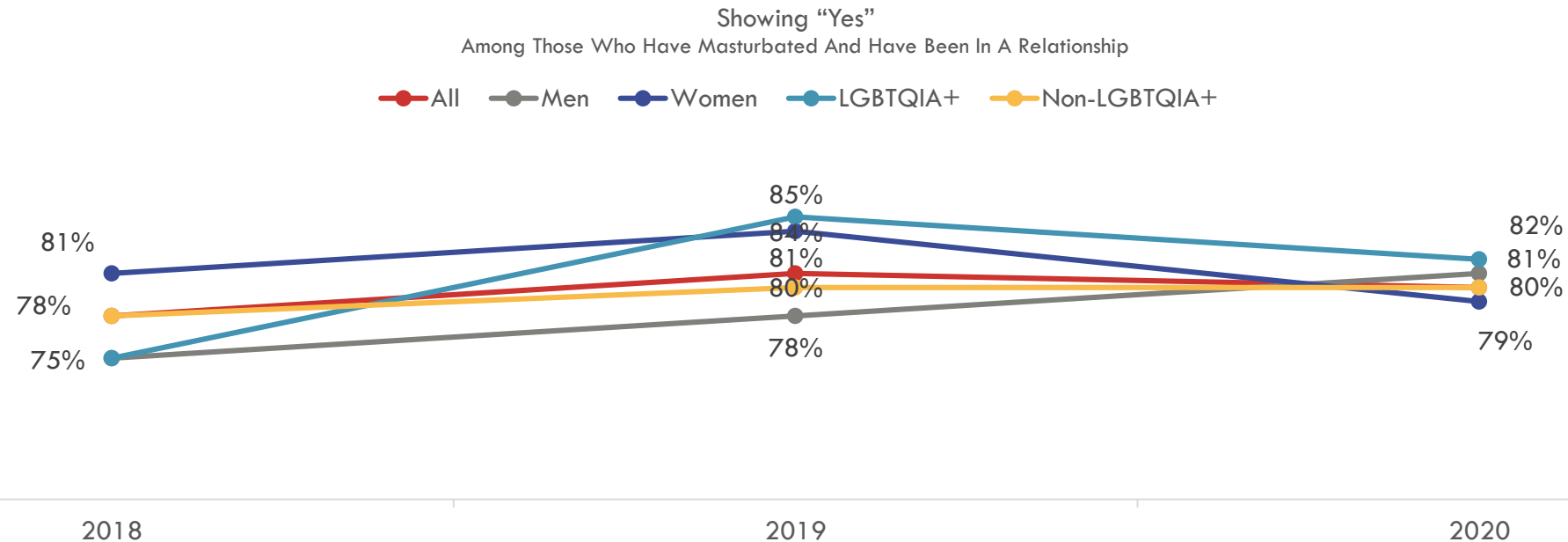
Among those who have both masturbated and been in a relationship, 4 in 5 masturbate by themselves while in a relationship.



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

Solo Masturbation While in a Relationship Has Also Held Steady

Although men report a slight uptick since 2018.

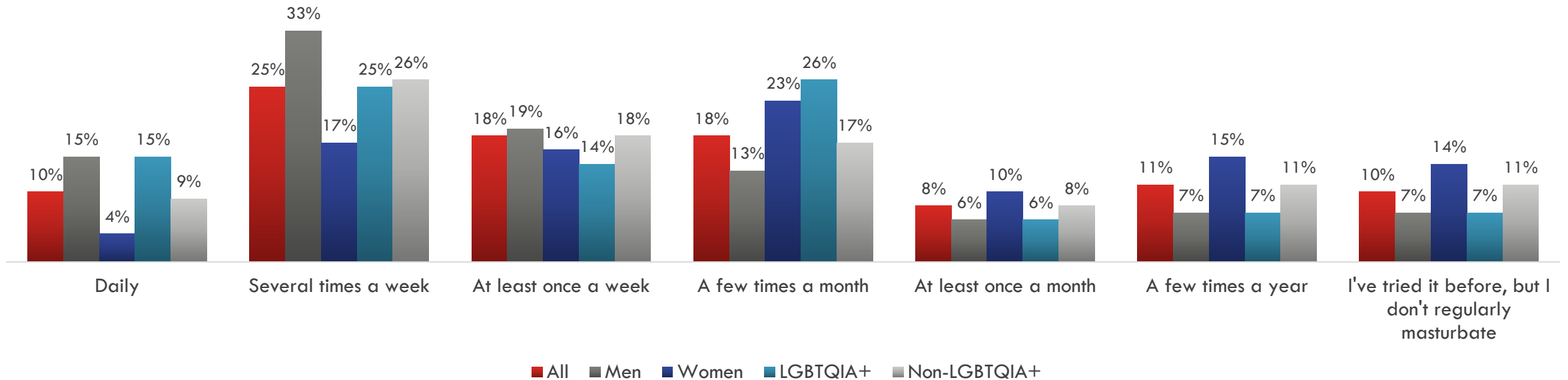


QMASINREL: Do you masturbate by yourself when you are in a relationship?

Just Over Half of Germans Masturbate Once a Week or More

This is largely driven by a high masturbation frequency among men (48% report masturbating daily to several times a week). Women, however, are more likely to masturbate less than once a week.

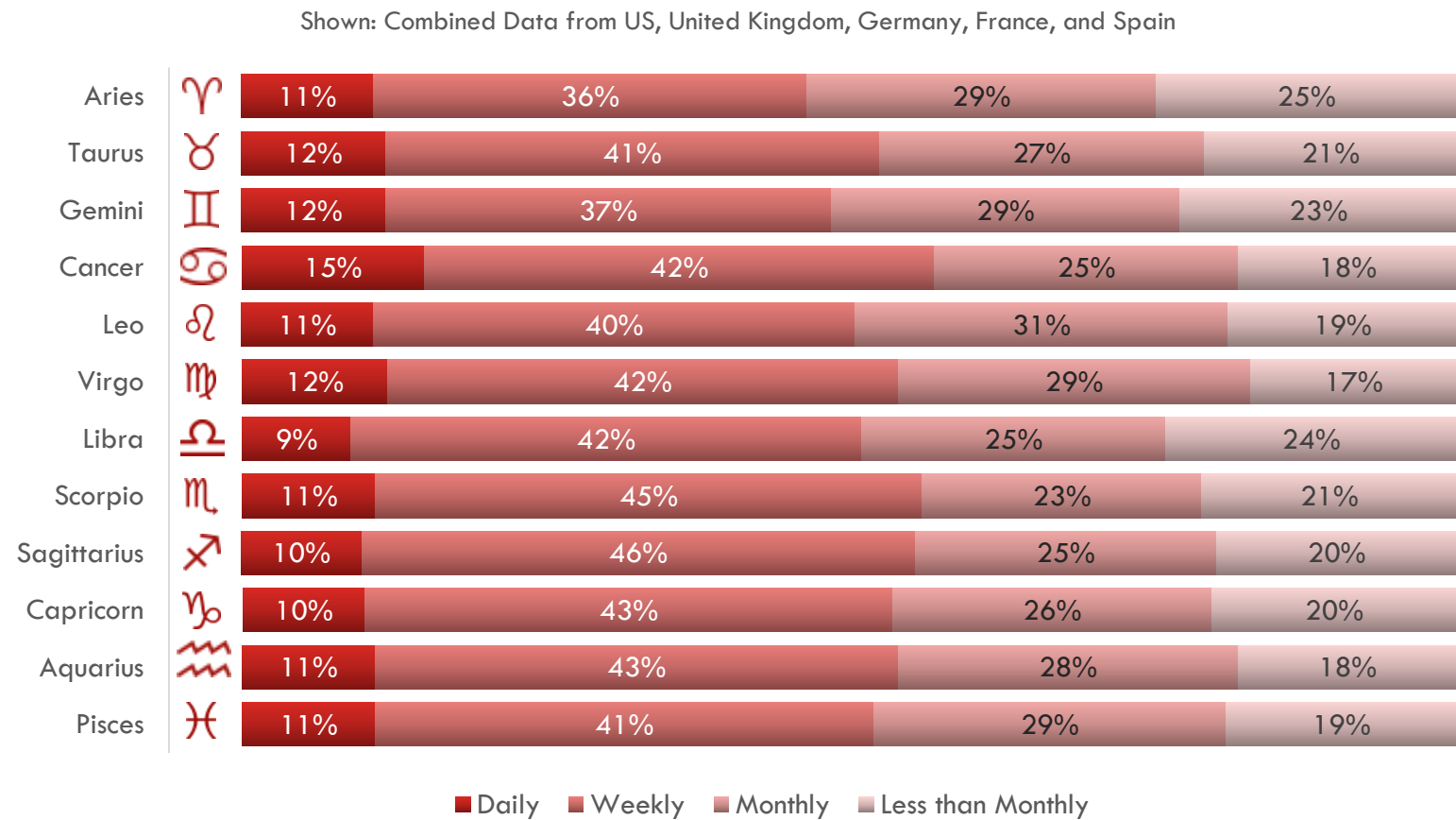
Among Those Who Have Masturbated



QMASFREQ: How frequently do you masturbate on average?

Cancers Are More Likely to Masturbate on a Weekly-or-Greater Basis

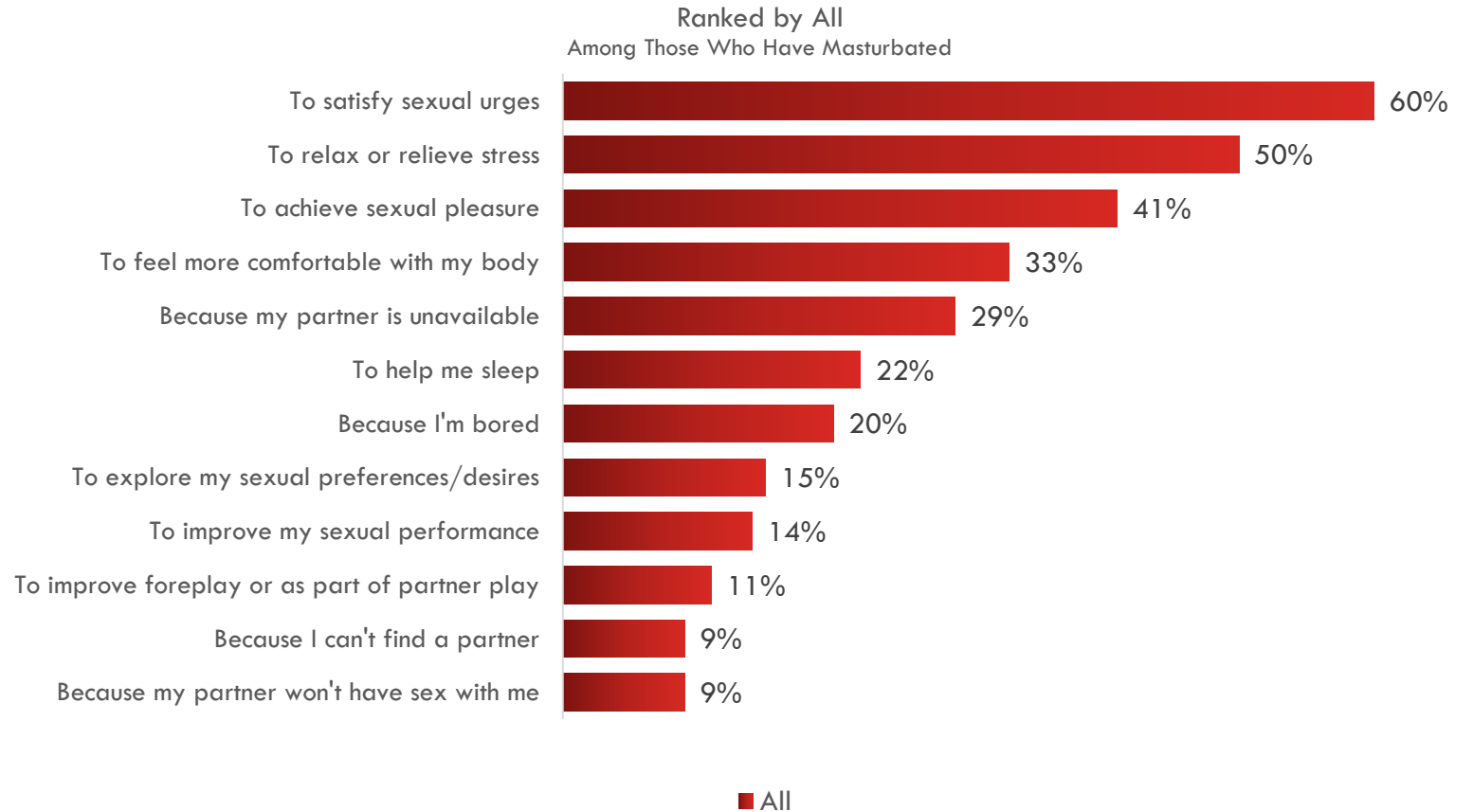
Aries respondents are least likely to indicate weekly-or-greater masturbation frequency.



QMASFREQ: How frequently do you masturbate on average?

Most Germans Who Masturbate do so to Satisfy Sexual Urges

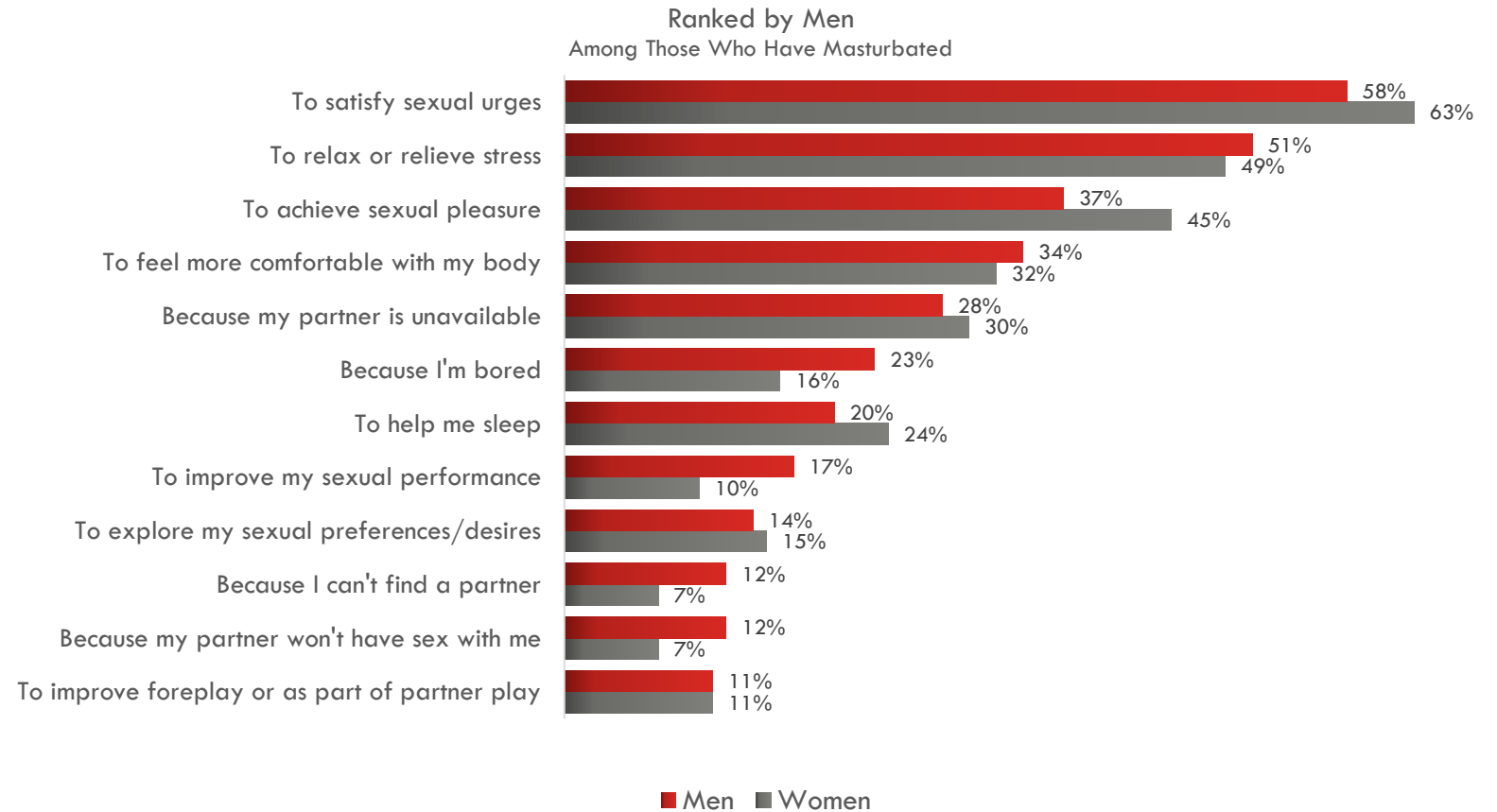
The next highest reason to masturbate is for relaxation or to relieve stress.



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

German Women Masturbate To Satisfy Urges and Achieve Sexual Pleasure

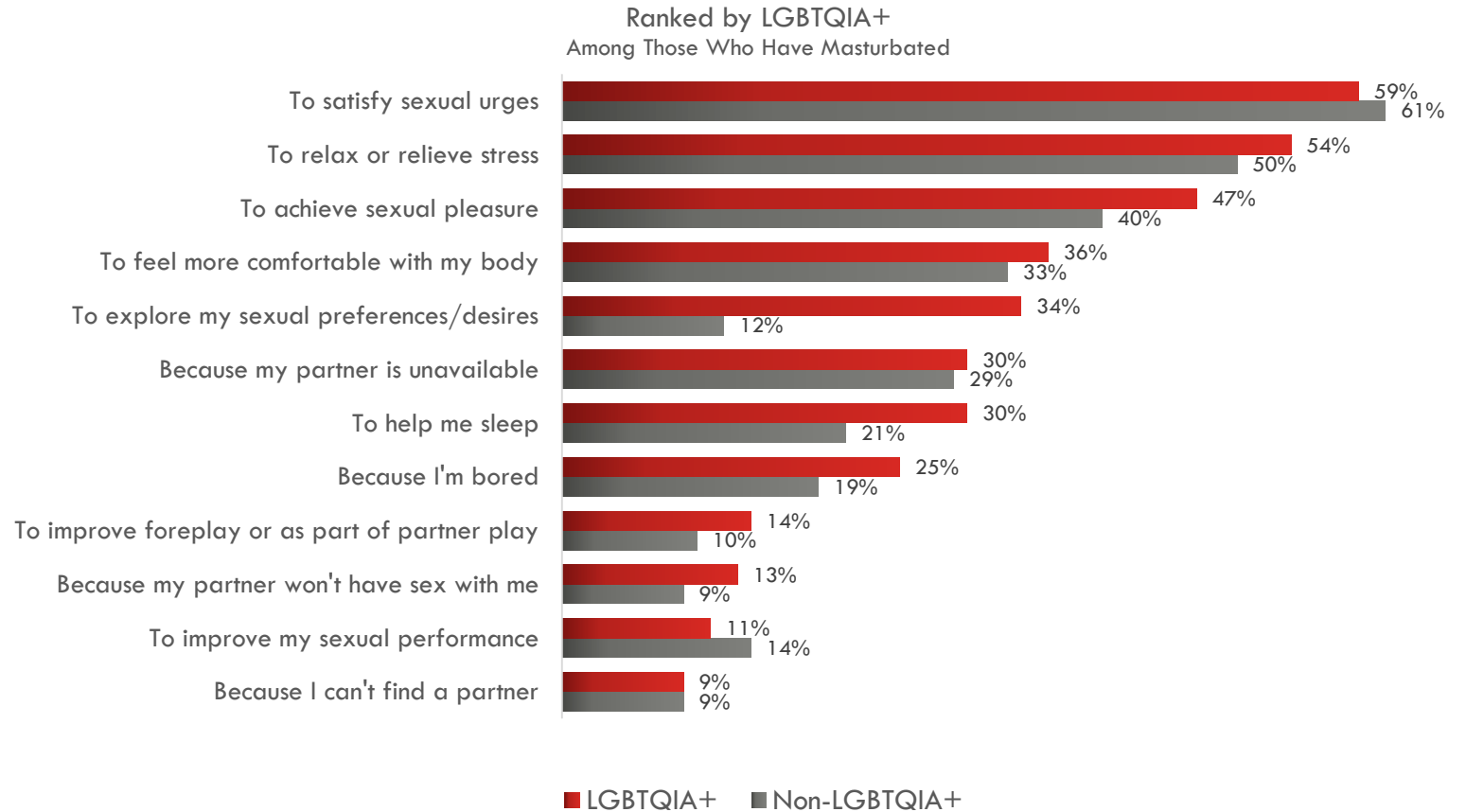
Men are more likely to masturbate out of boredom or to improve their sexual performance, although these reasons are lower in the list.



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

LGBTQIA+ Germans Identify More Masturbation Benefits

While top-selected reasons for masturbation are similar between LGBTQIA+ and non-LGBTQIA+ Germans, “To explore sexual preferences/desires” is notably higher among the former.

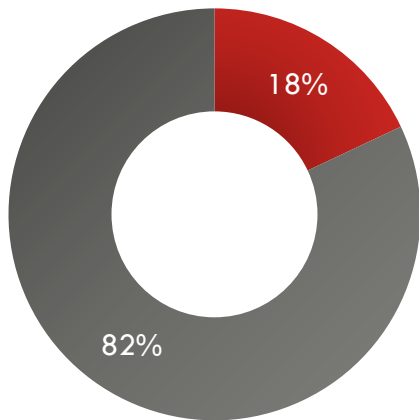


QMASWHY: Why do you generally masturbate? Please select all that apply.

Over 4 in 5 Germans Who Have Never Masturbated Claim They Have Never Considered It

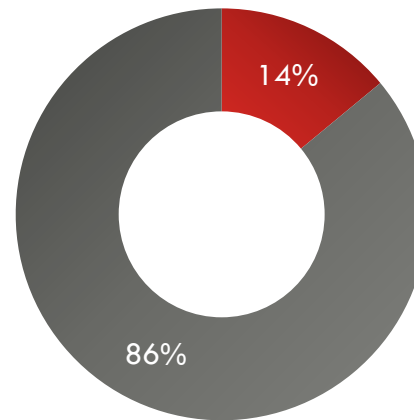
German non-masturbating Men are slightly more likely than Women to claim to have never considered it before.

All
Among Those Who Have Never Masturbated



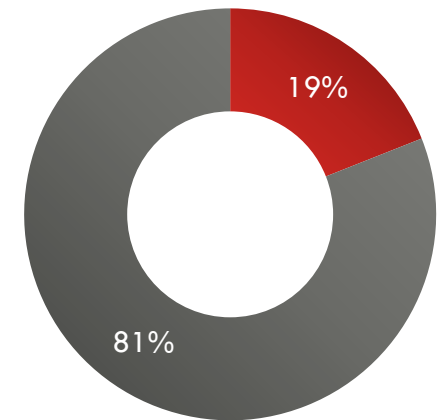
■ Yes ■ No

Men
Among Those Who Have Never Masturbated



■ Yes ■ No

Women
Among Those Who Have Never Masturbated



■ Yes ■ No

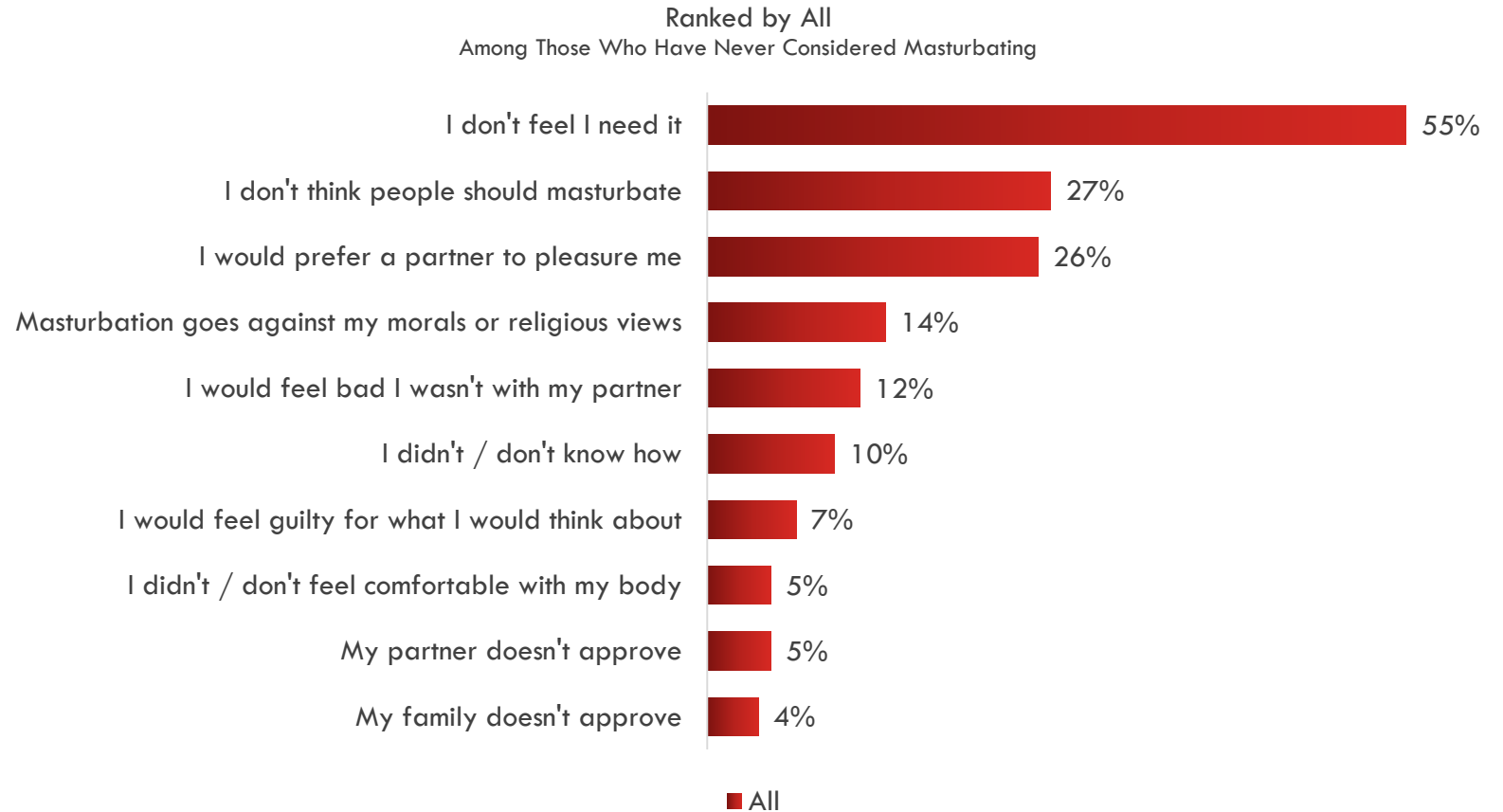
QMAS2: Have you ever considered masturbating?

* Caution: Small base (All n=131; Men n=33; Women n=98)

The Top Reason For Not Masturbating Center on a Lack of Necessity

Among the 10% of Germans that have never considered masturbating, the top reason is “I don’t feel I need it.”

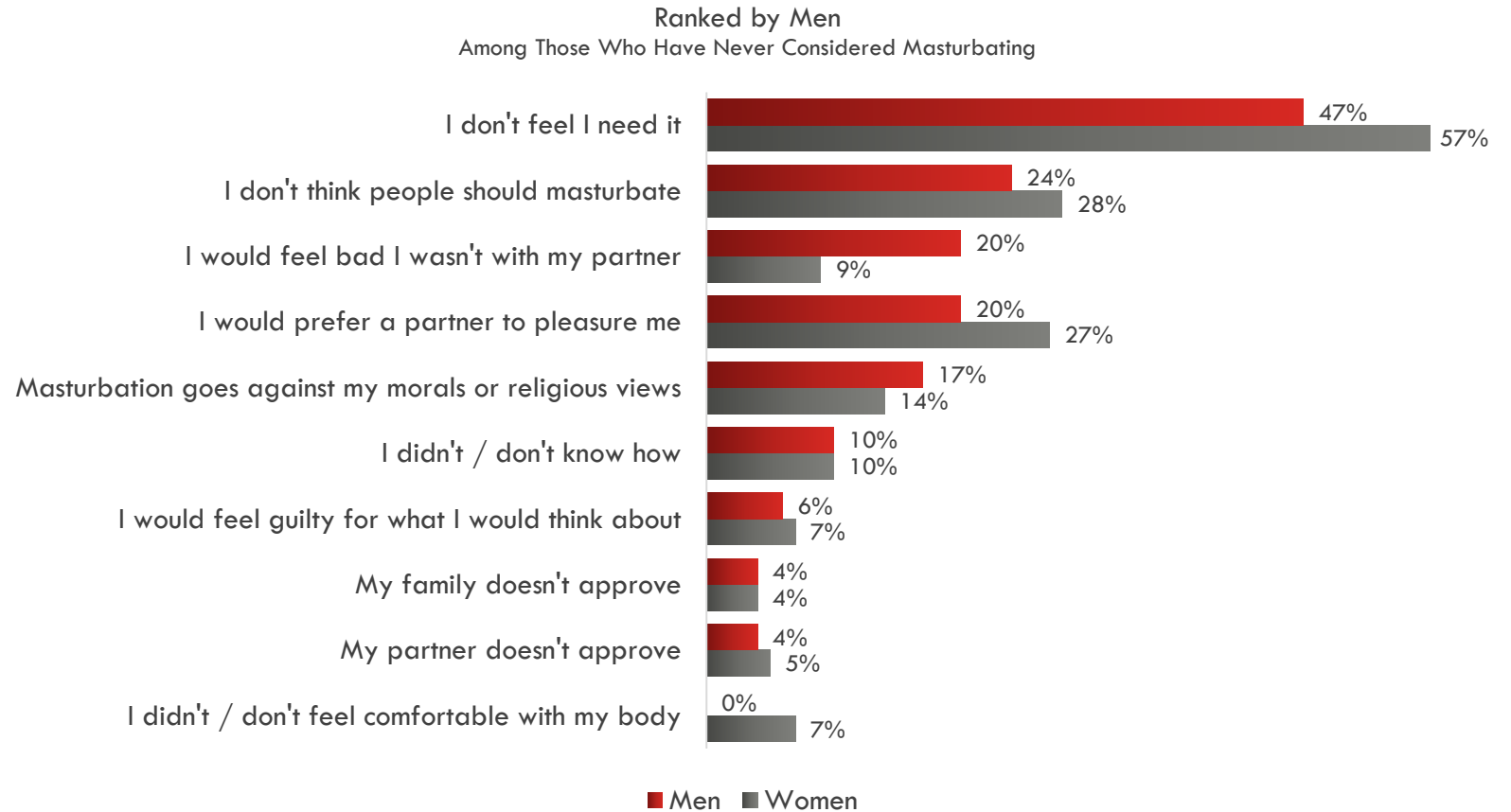
However, 1 in 4 of masturbation non-considerers “don’t think people should masturbate.”



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

Men Are More Likely to Feel Bad for Masturbating Without Their Partner

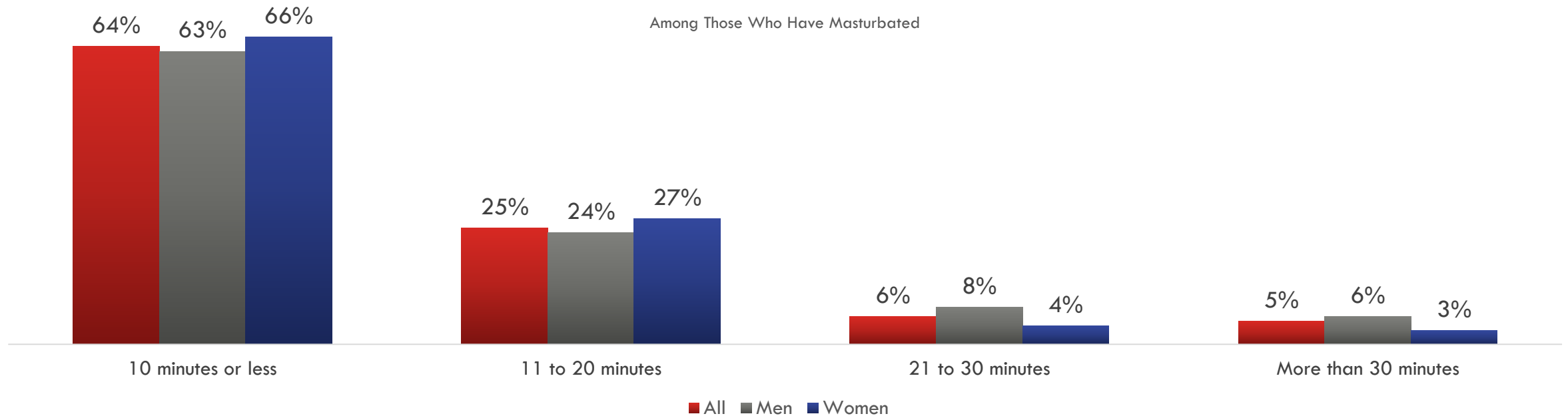
Though the top barriers to masturbation are similar for both men and women, men are more likely to select “I would feel bad I wasn’t with my partner,” while women would rather have a partner pleasure them.



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

Germans Lean Toward Shorter Masturbation Sessions

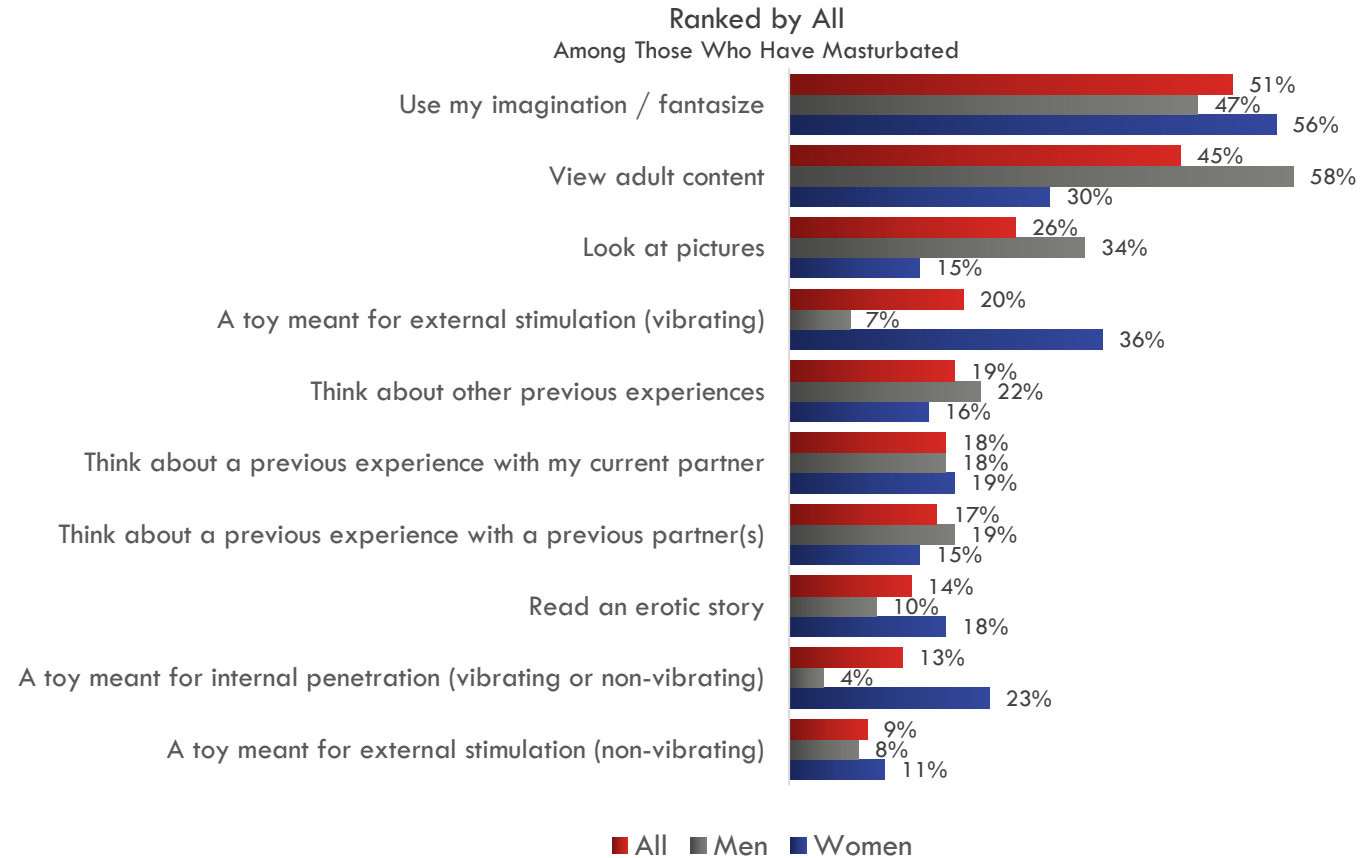
Nearly two-thirds of Germans report an average masturbation session of 10 minutes or less. Only 1 in 10 masturbate for more than 20 minutes on average.



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

Women Fantasize and Men View Adult Content or Look at Pictures While They Masturbate

Women are also more likely to use toys (external or internal).

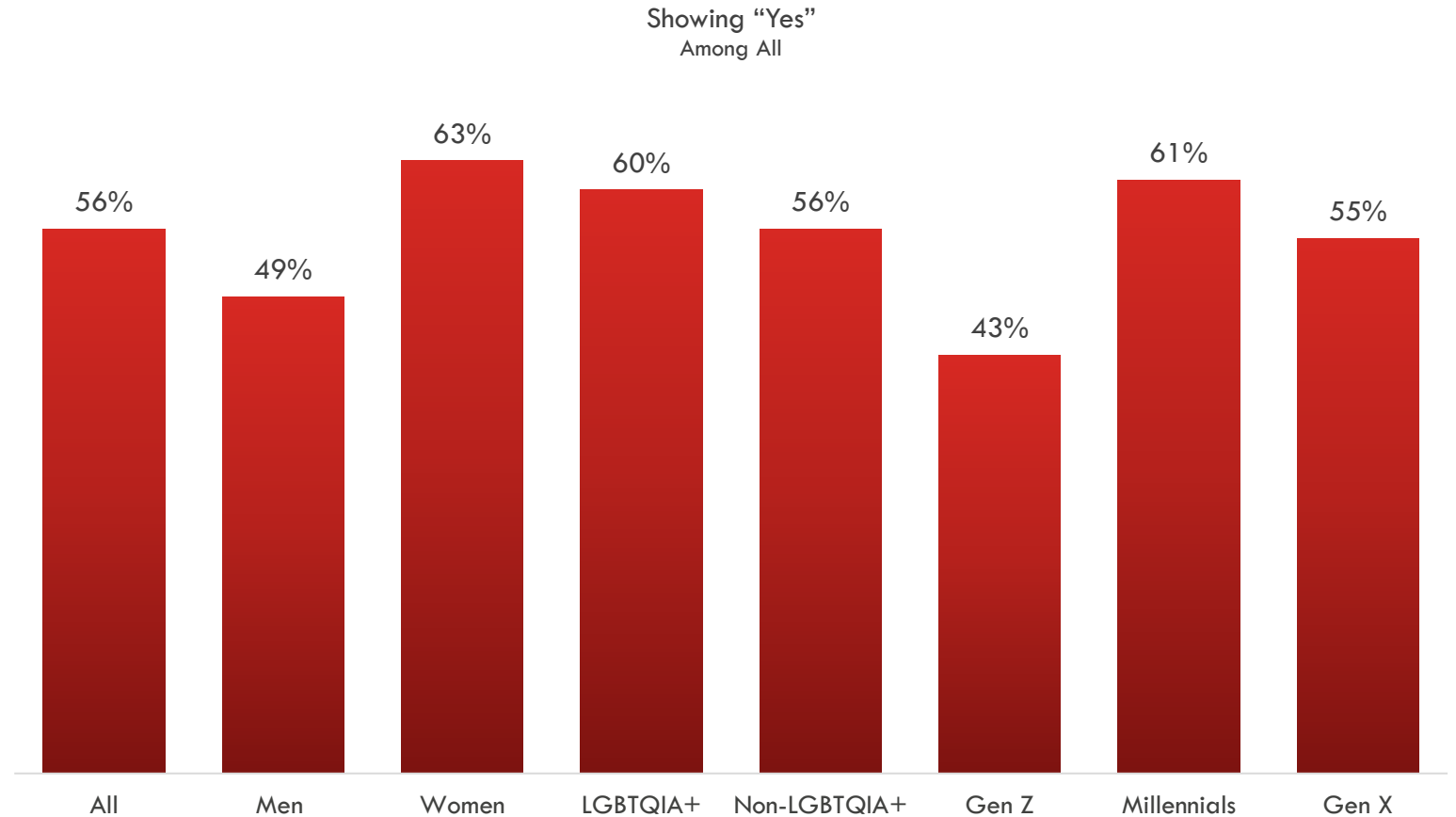


QROUTINE2: What do you generally do or use when you masturbate? Please select all that apply.

SEX TOYS

Nearly Two-Thirds of German Women Have Used Sex Toys

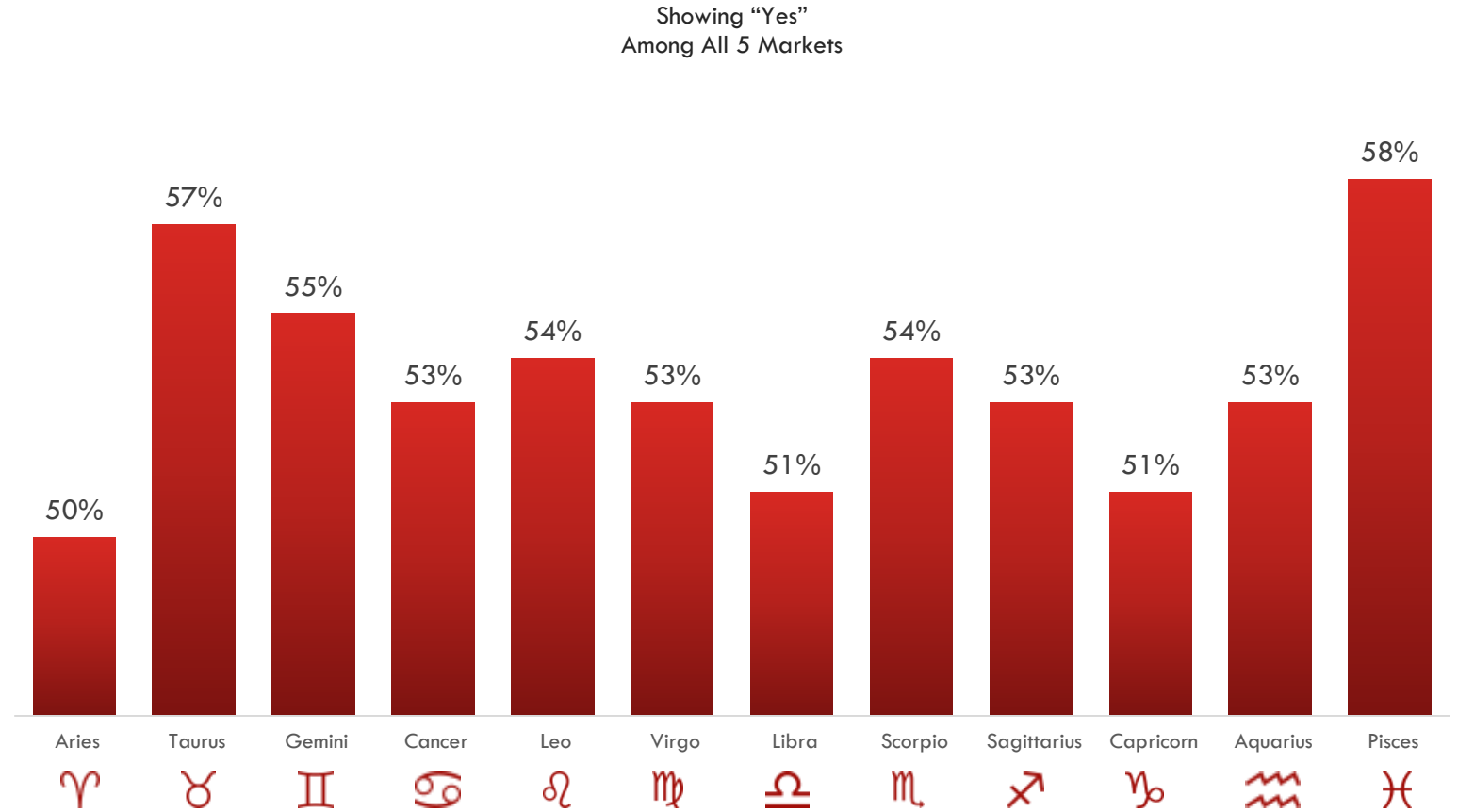
More than half of Germans overall have used sex toys, including about half of German men.



QTOYS: Have you ever used any sex toys?

Pisces Are Most Likely to Have Used a Sex Toy

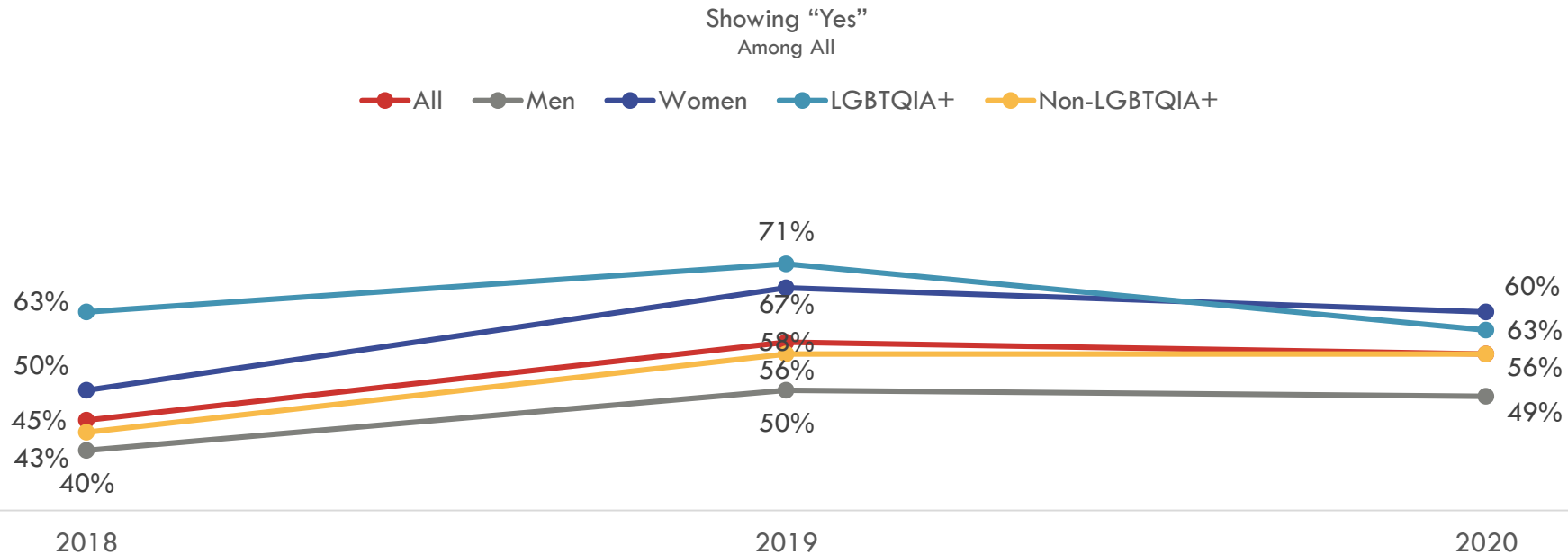
Across all Zodiacs, at least half of respondents have used sex toys, with Pisces and Taurus leading in sex toy usage; Aries, Libra, and Capricorn express the lowest usage.



QTOYS: Have you ever used any sex toys?

Sex Toy Usage Remained Relatively Flat Since 2019

However, Germans' use of sex toys has increased for Non-LGBTQIA+ audiences since 2018.

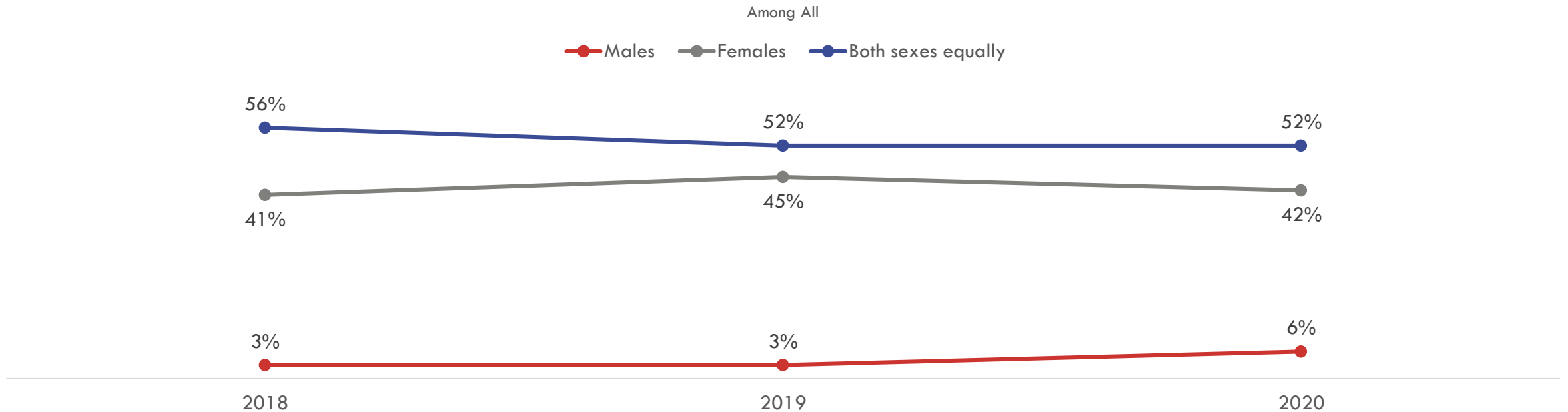


QTOYS: Have you ever used any sex toys?

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

Sex Toy Perceptions Have Held Steady

The vast majority of Germans believe that sex toys are more useful for both sexes equally or women only.

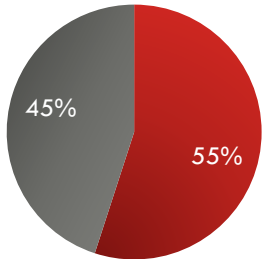


QTOYS9: When you think of sex toys, do you think they are more useful for pleasuring males, females, or both sexes equally?

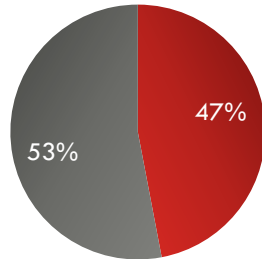
Almost Half of Those That Have Tried Sex Toys Stopped Using Them

This is especially true among men and Gen Z.

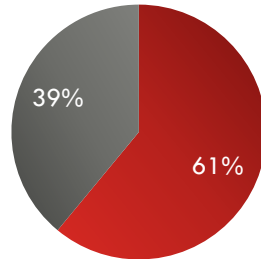
All
Among Those Who Have
Used Sex Toys



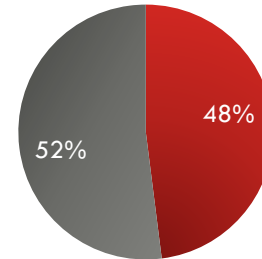
Men
Among Those Who Have
Used Sex Toys



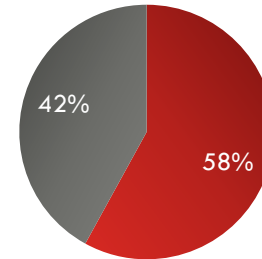
Women
Among Those Who Have
Used Sex Toys



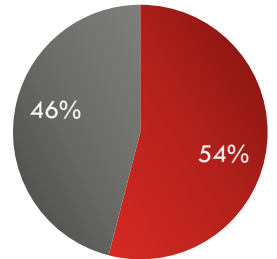
Gen Z
Among Those Who Have
Used Sex Toys



Millennials
Among Those Who Have
Used Sex Toys



Gen X
Among Those Who Have
Used Sex Toys

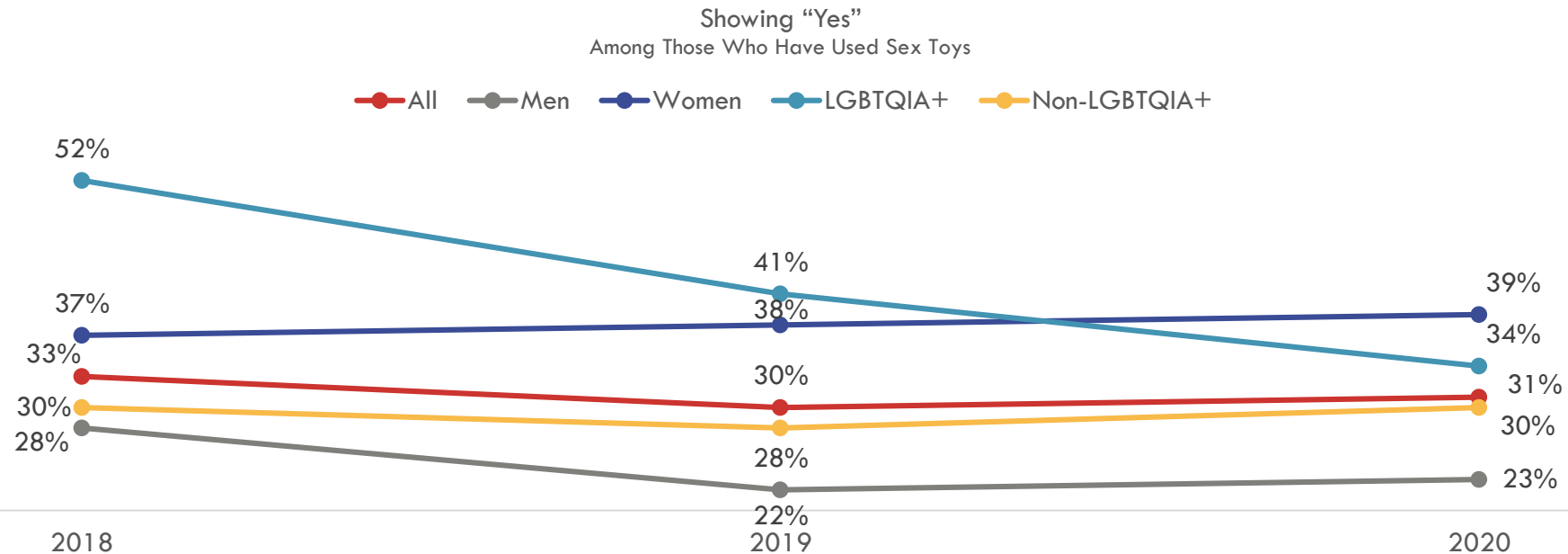


■ Yes ■ No

QTOYS2: Do you currently use any sex toys?

Sex Toy Usage Has Remained Stable

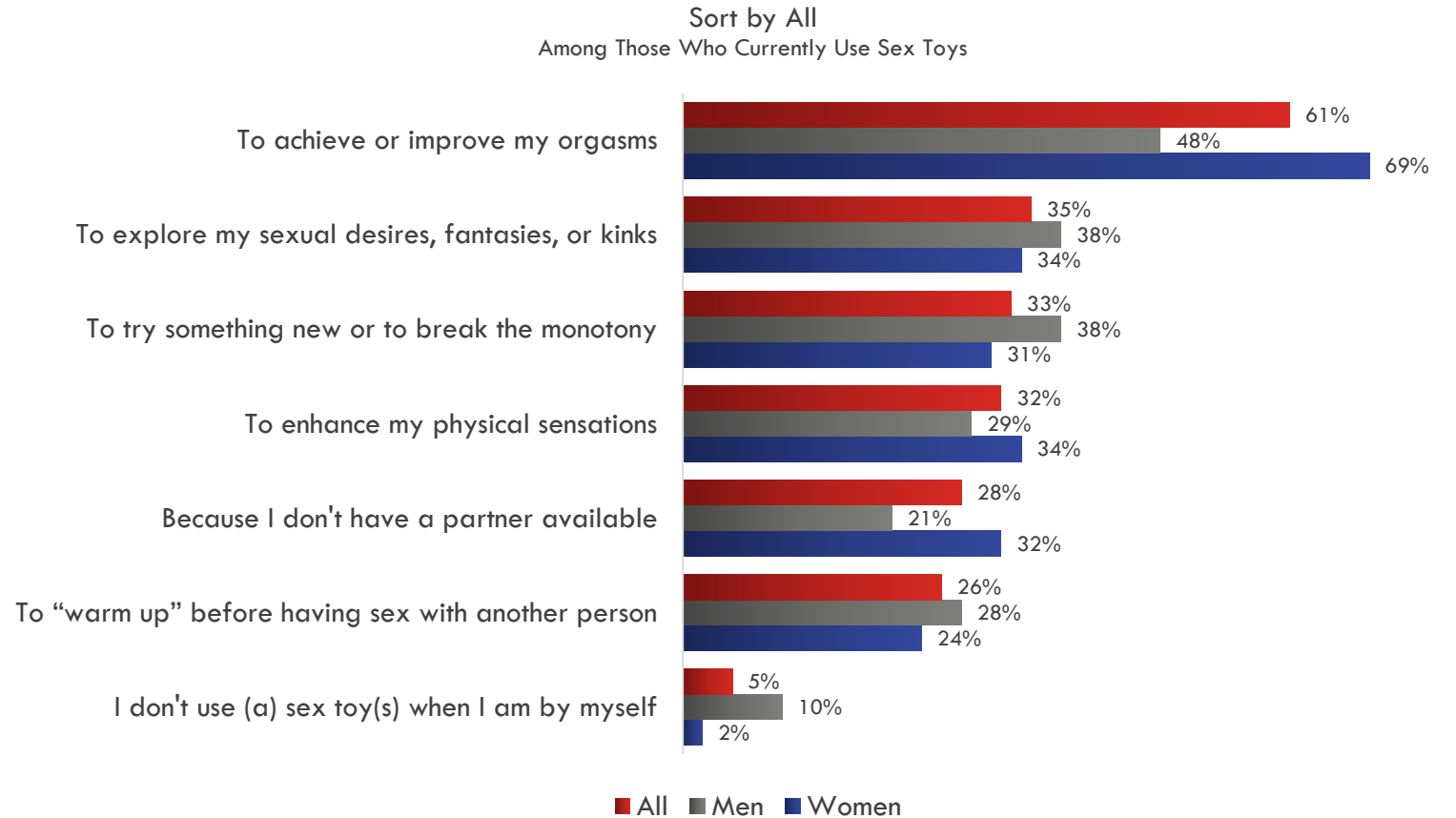
However, LGBTQIA+ Germans report progressively lower active sex toy usage since 2018.



QTOYS2: Do you currently use any sex toys?

Motivation to Use Sex Toys Varies by Gender

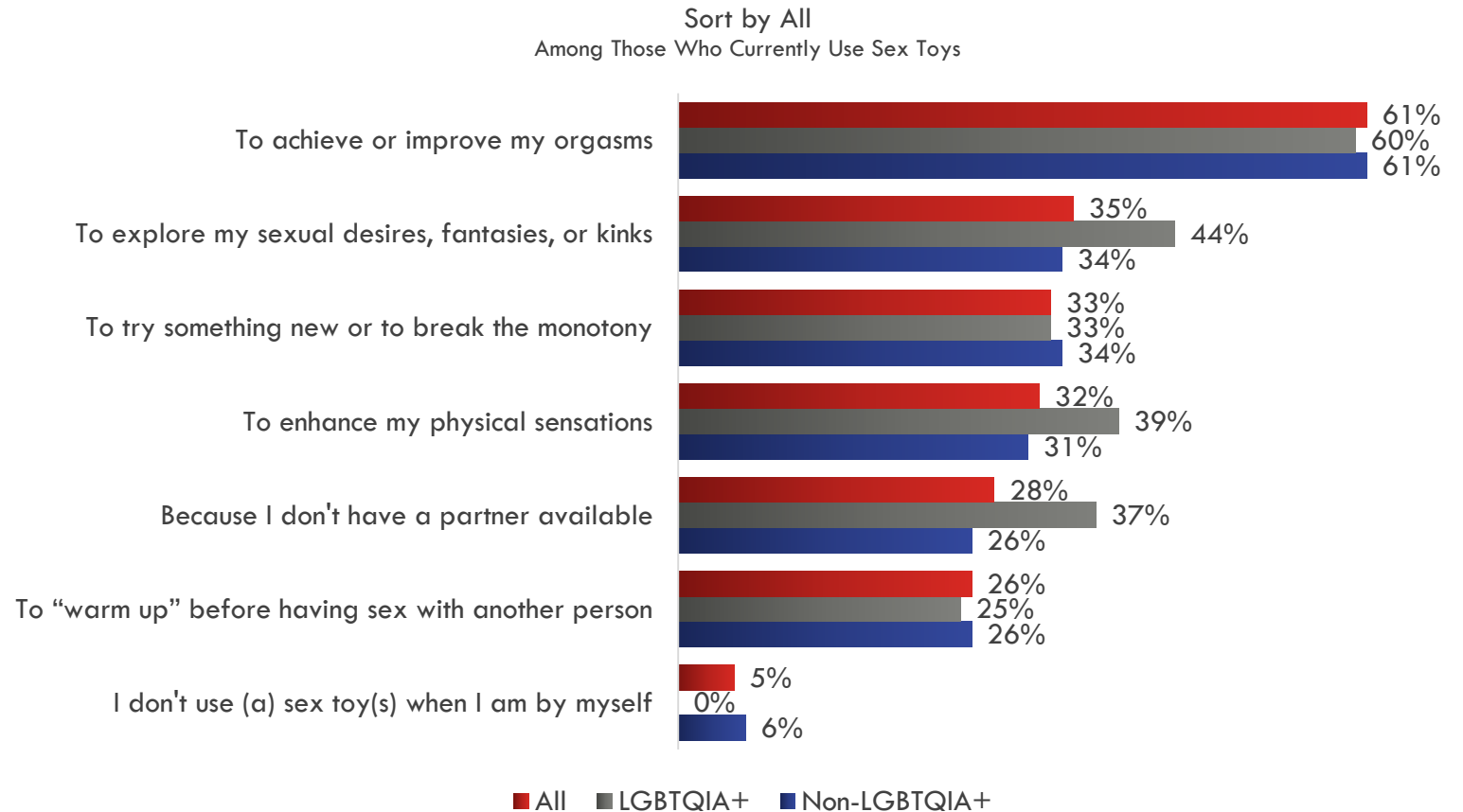
Women are motivated to use sex toys to achieve or improve their orgasms, while men seek to try something new.



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.

LGBTQIA+ Individuals Identify More Benefits to Using Sex Toys

Regardless of LGBTQIA+ status, “to achieve or improve my orgasms” tops the list of sex toy motivations. However, LGBTQIA+ Germans are markedly more likely to identify fantasies/kinks, physical sensation enhancement, and lack of a partner as motivations for using sex toys.

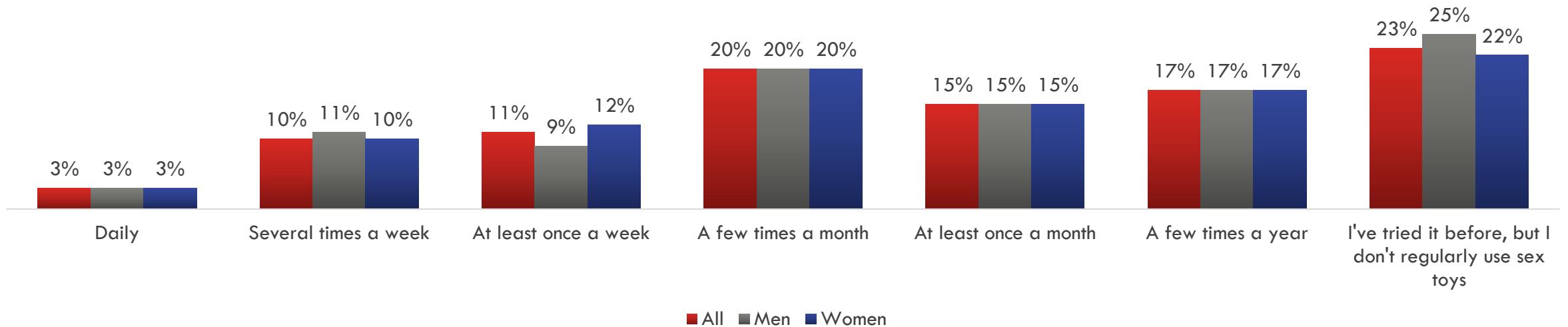


QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.

Men and Women Use Sex Toys With Equal Frequency

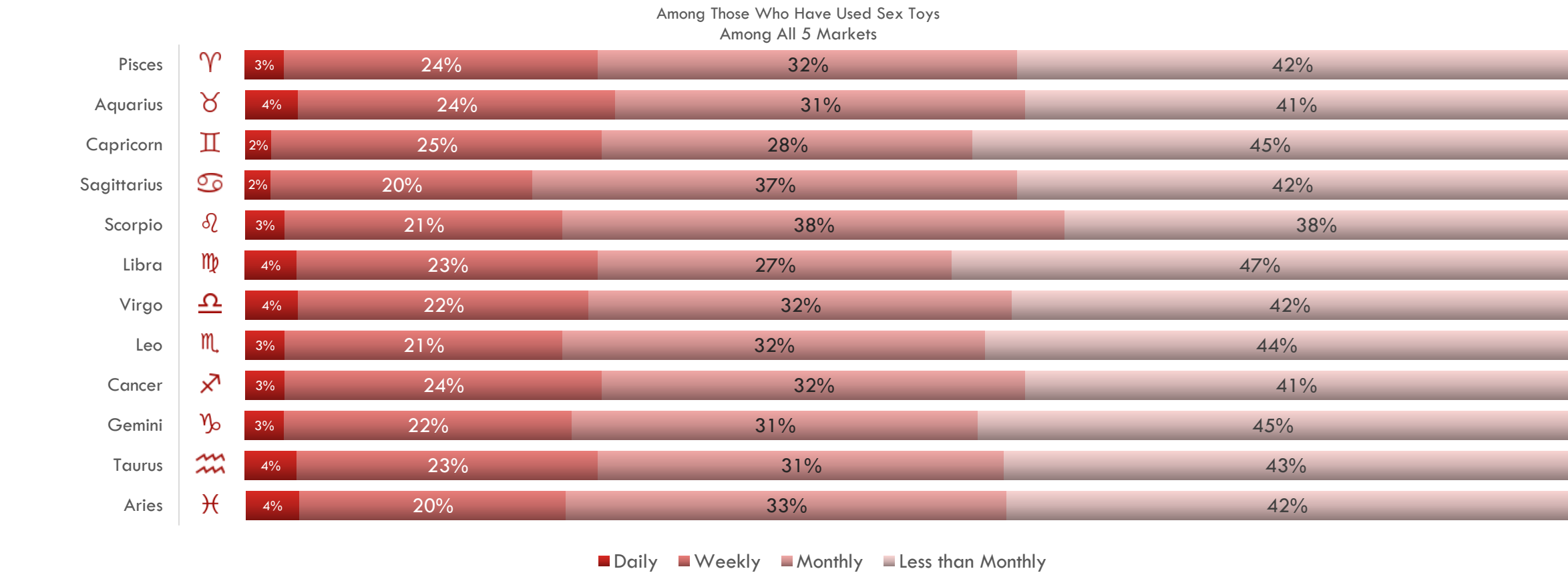
The majority (55%) of German sex toy users use them once a month or less.

Among Those Who Have Used Sex Toys



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

Aquarians Use Sex Toys More Often Than Other Zodiac Signs

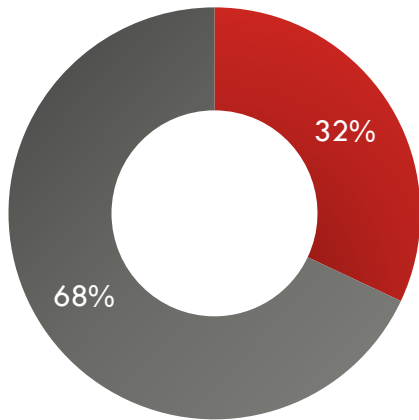


QTOYSFREQ: How frequently do you personally use sex toys on average?

Most Non-Sex Toy Users Have Never Even Considered It

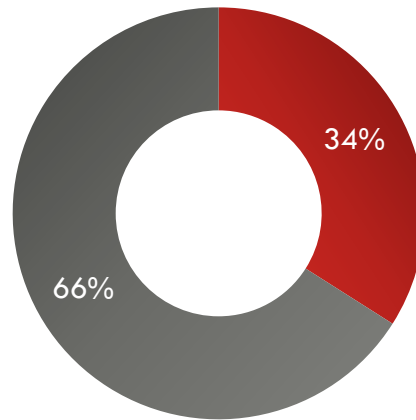
Of the 44% of respondents who have never used a sex toy, about two-thirds (68%) claim they have “never considered using sex toys.”

All
Among Those Who Have Never Used Sex Toys



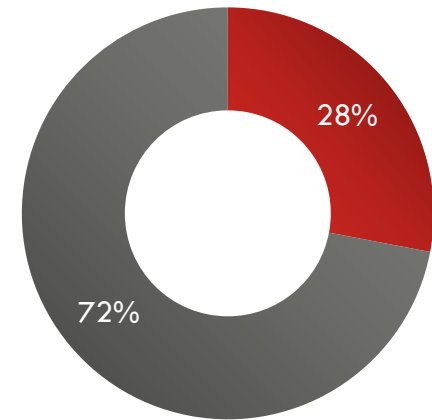
■ Yes ■ No

Men
Among Those Who Have Never Used Sex Toys



■ Yes ■ No

Women
Among Those Who Have Never Used Sex Toys

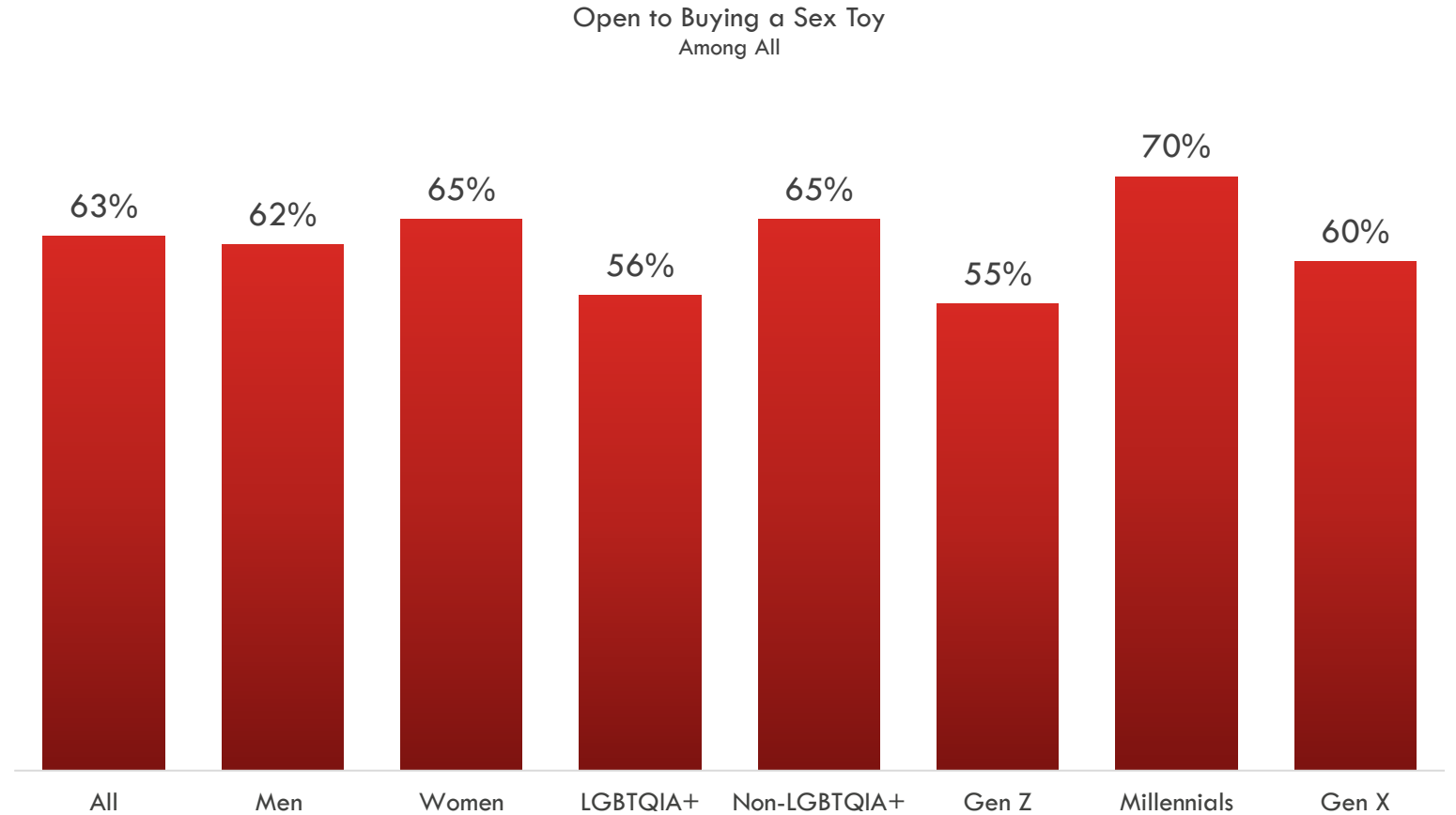


■ Yes ■ No

QTOYS2B: Have you ever considered using sex toys?

Most Germans Are Open to Purchasing a Sex Toy in the Future

This is especially true among Millennials (24-39 years).

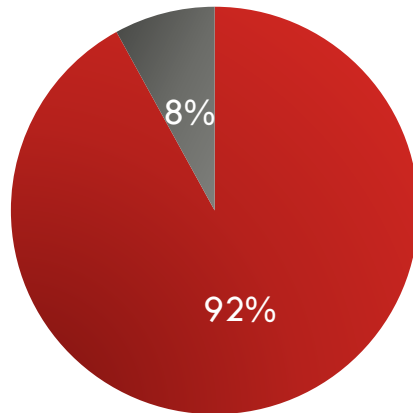


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

Current Sex Toy Users Are Most Likely To Purchase A Sex Toy in the Future

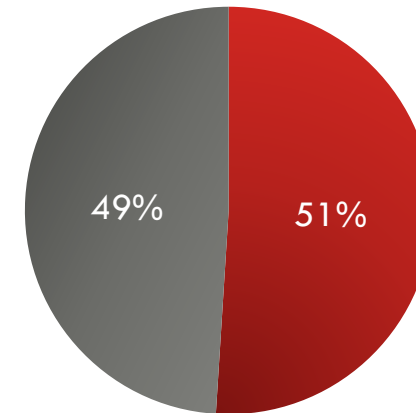
That said, many non-users are open to the idea: about half of those who do not currently use them would consider such a purchase.

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



■ Yes ■ No

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

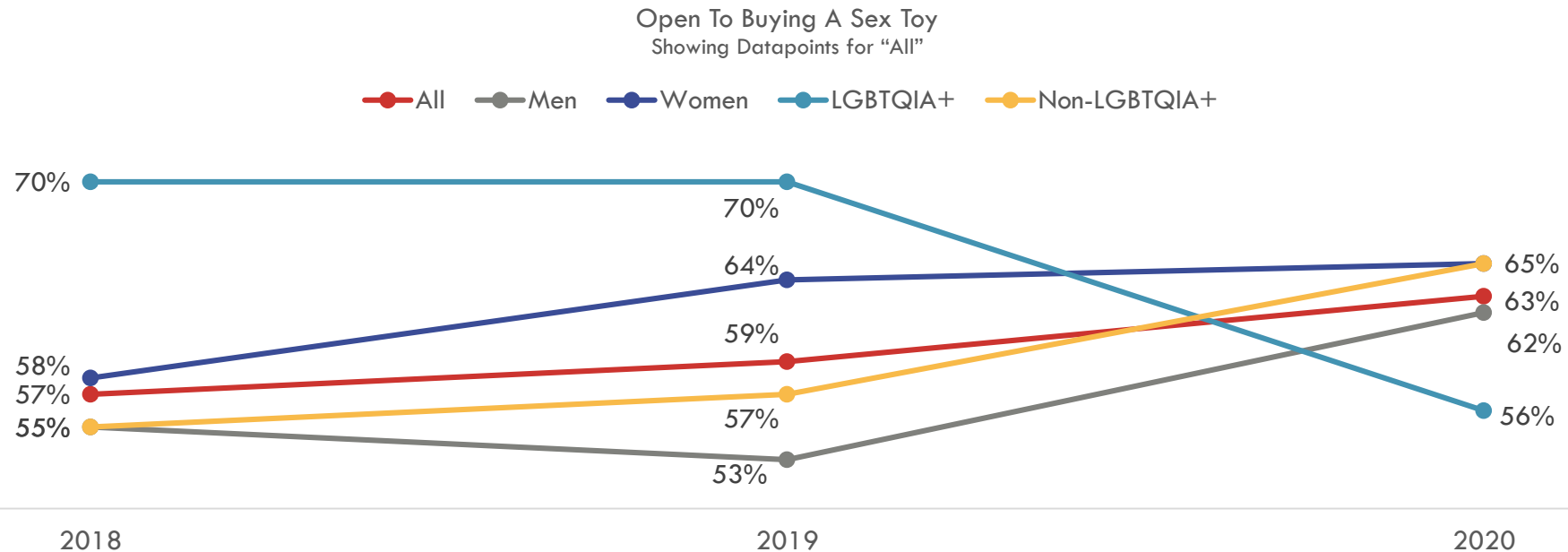


■ Yes ■ No

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

Germans Overall Have Grown More Open to Purchasing Sex Toys

LGBTQIA+ individuals' openness to sex toys has decreased.

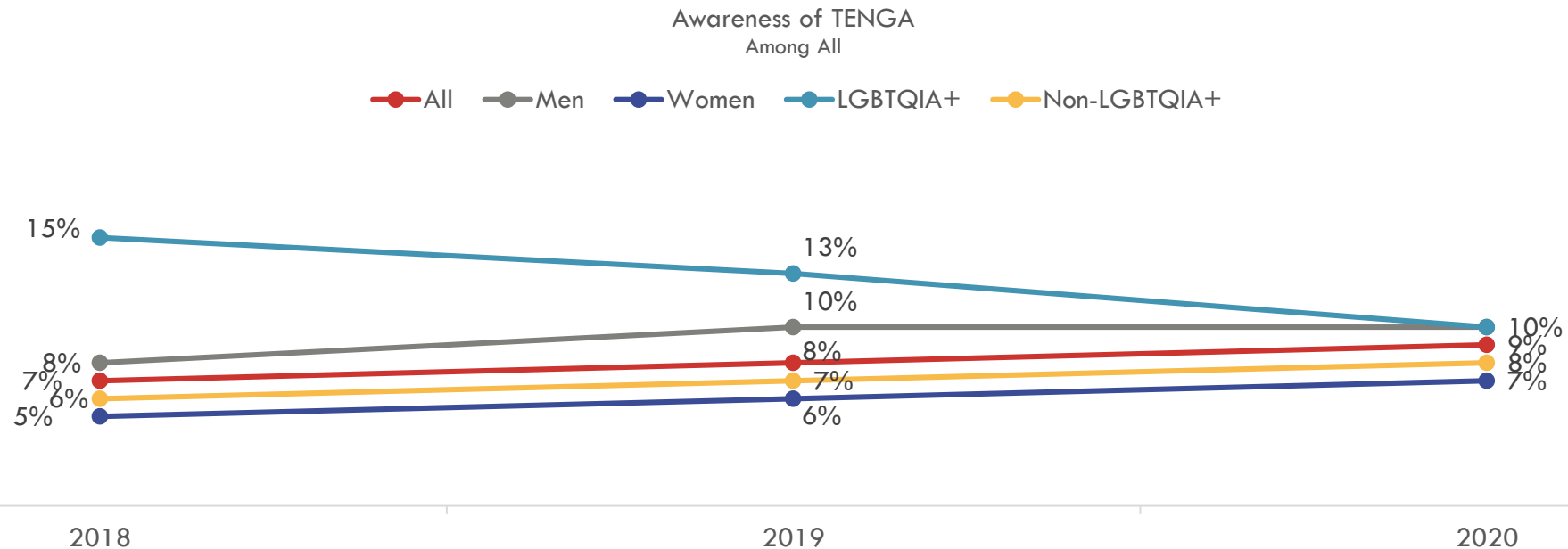


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

In 2018 – 2019 the question was: "Are you open to the idea of buying a sex toy for yourself in the future?"

TENGA Awareness Has Remained Flat Since 2018

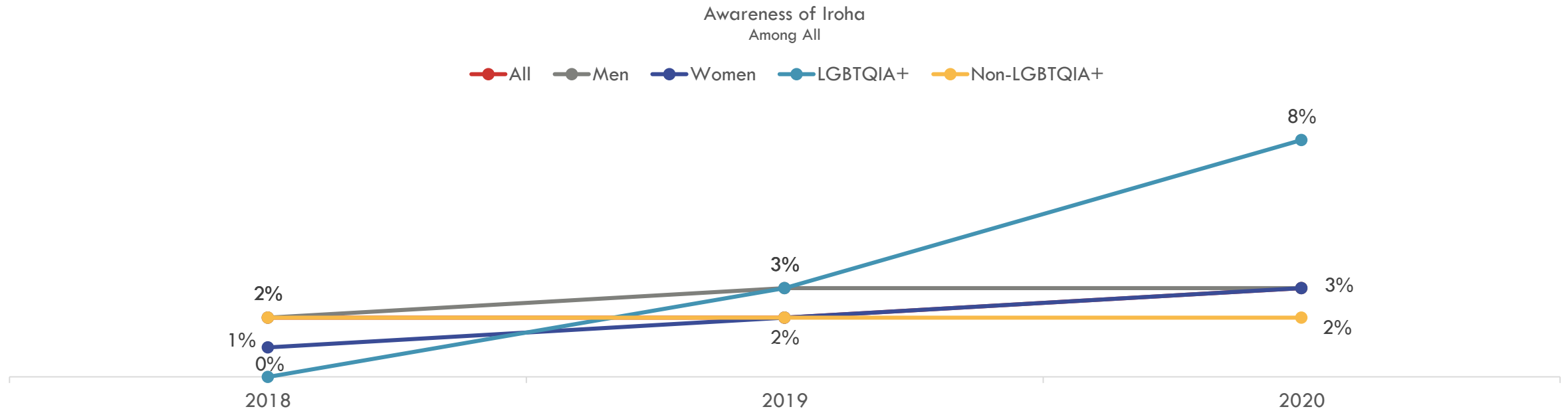
Awareness among LGBTQIA+ has dropped.



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

LGBTQIA+ Have Grown More Aware of Iroha Since 2018

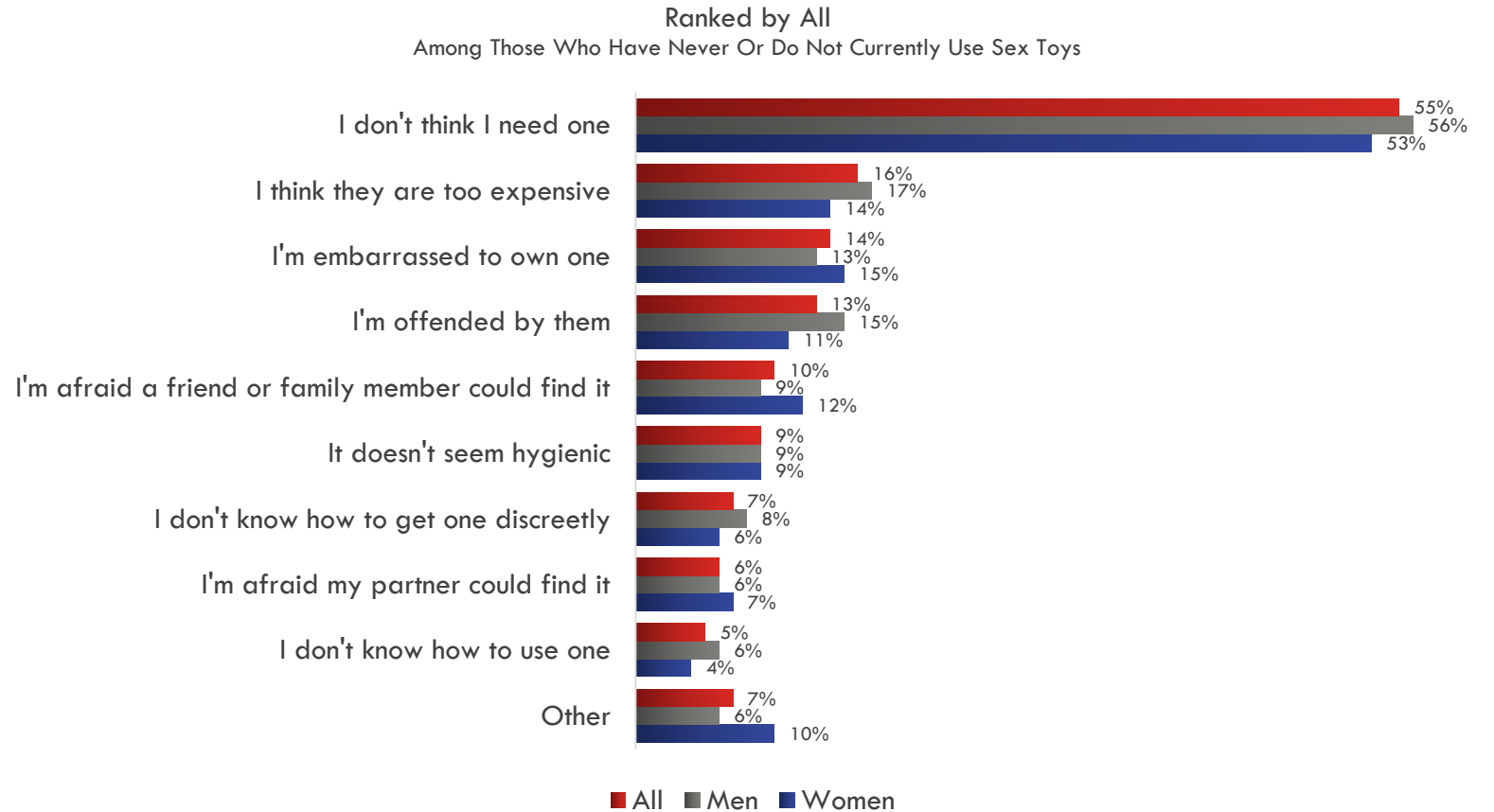
Awareness among women has also increased somewhat.



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 69% of respondents who either have never used a sex toy or do not currently use sex toys, the majority simply feel that they don't need one. Other top-cited reasons include cost and embarrassment. 15% of male sex toy non-users find them offensive.

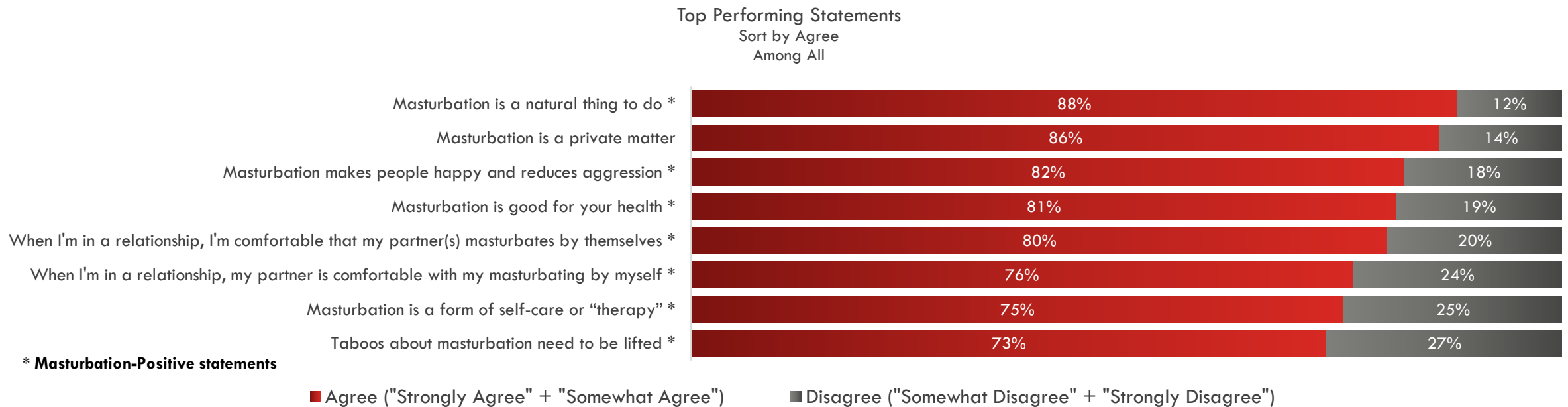


QTOYS6: You said that you do not use a sex toy. Specifically, why do you not use one? Please select all that apply.

ATTITUDES AROUND MASTURBATION

Germans are Masturbation-Positive*

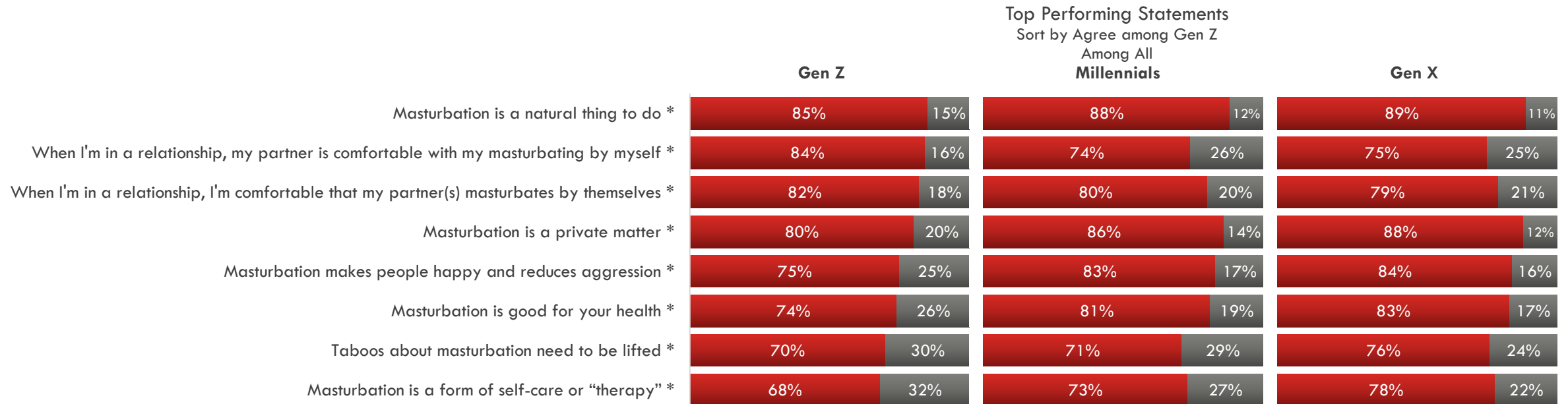
A majority of German Adults 18-54 agree with statements that can be broadly classified as *masturbation-positive*, with most agreeing that masturbation is a natural thing to do.



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

All Generations Feel That Masturbation is Natural

Millennials and Gen X are more likely to agree that masturbation provides benefits around state of mind or that it acts as self-care. Nevertheless, they are also more likely than Gen Z to agree that masturbation is a private matter.



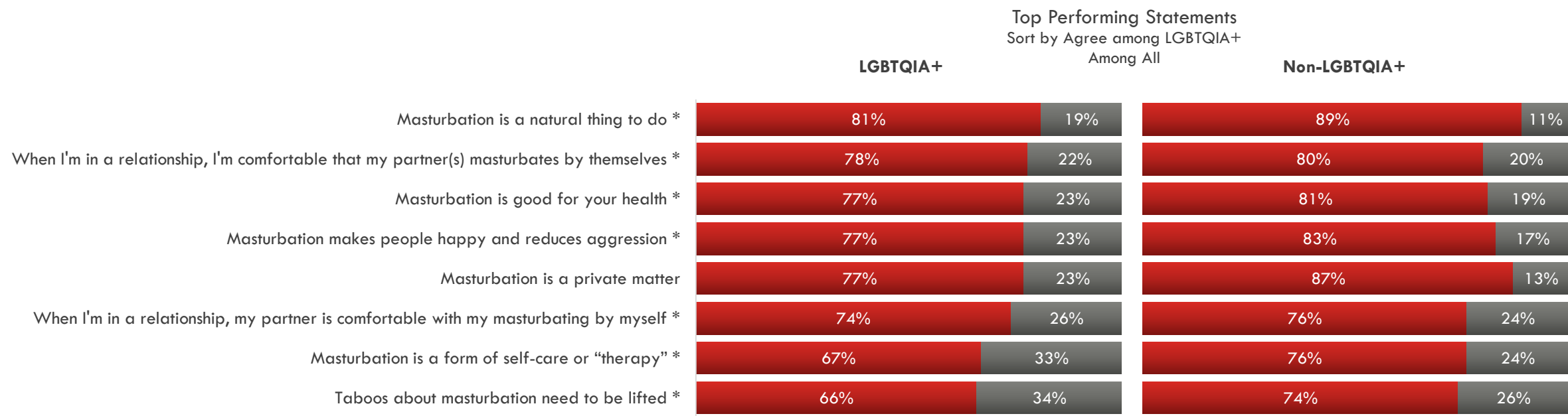
■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

* "Masturbation-Positive" statements

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

LGBTQIA+ Individuals Are More Masturbation-Positive Than Non-LGBTQIA+ Individuals

LGBTQIA+ individuals are more likely than Non-LGBTQIA+ individuals to be comfortable with solo masturbation while in a relationship, and more likely to believe that society would benefit from more open discussion of sexual topics.



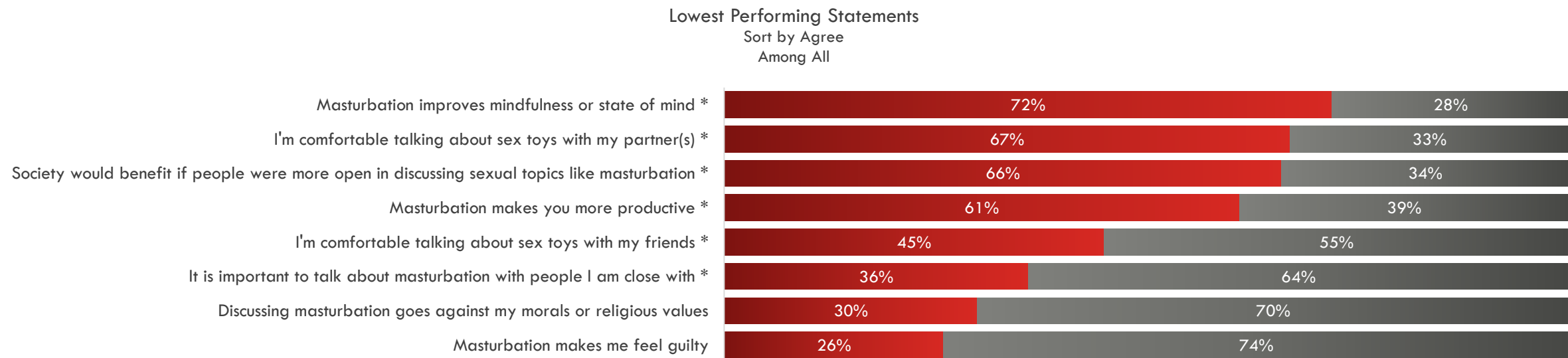
* "Masturbation-Positive" statements

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

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

Germans Tend to Disagree with Moral or Religious Objections to Masturbation

Even among the lowest-performing statements, most German adults (18-54 years) agree with broadly masturbation-positive statements and disagree with issues of guilt or moral/religious objections to masturbation.

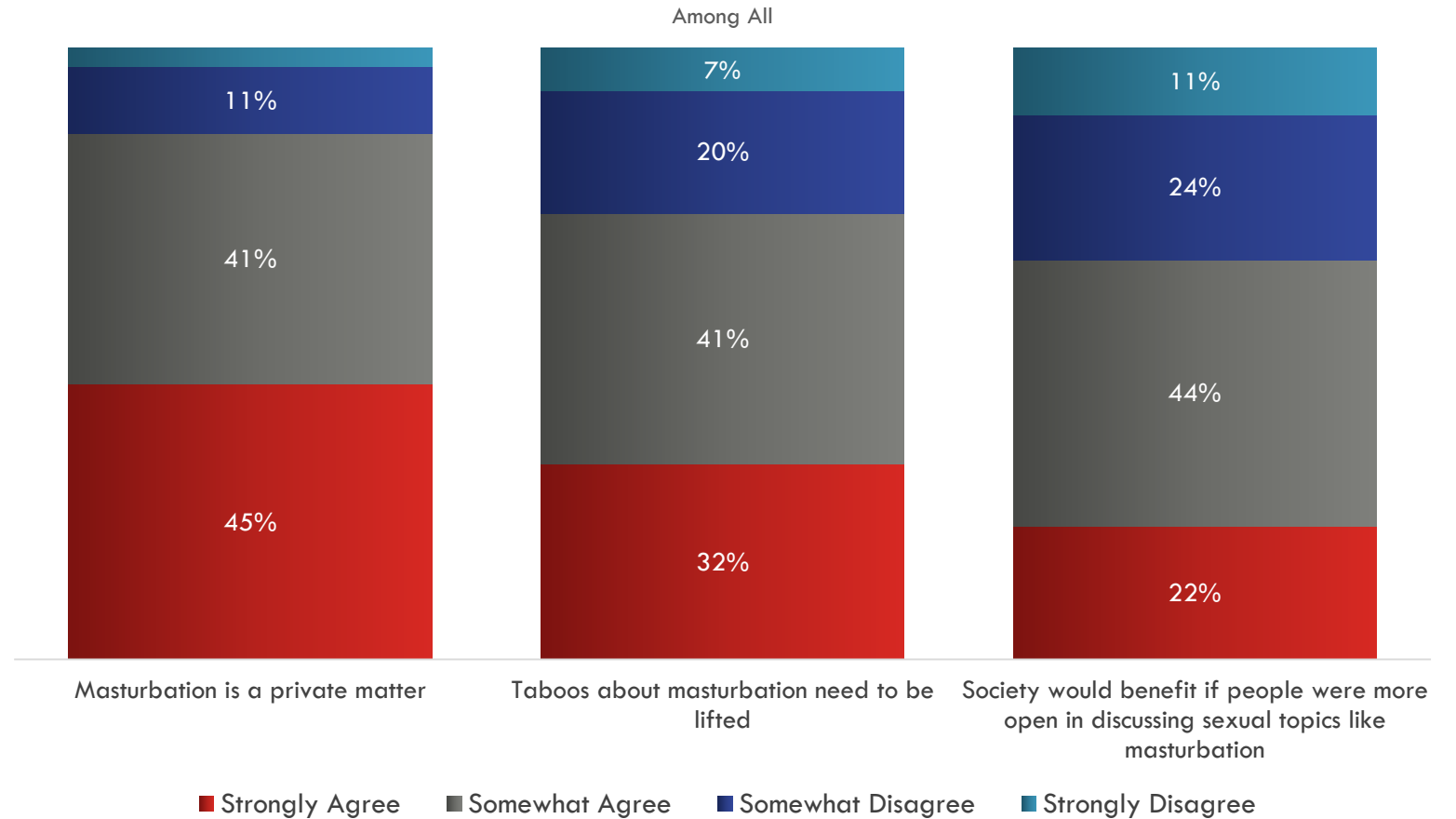


* "Masturbation-Positive statements" ■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

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

There's Some Agreement that Society Should be More Open About Masturbation

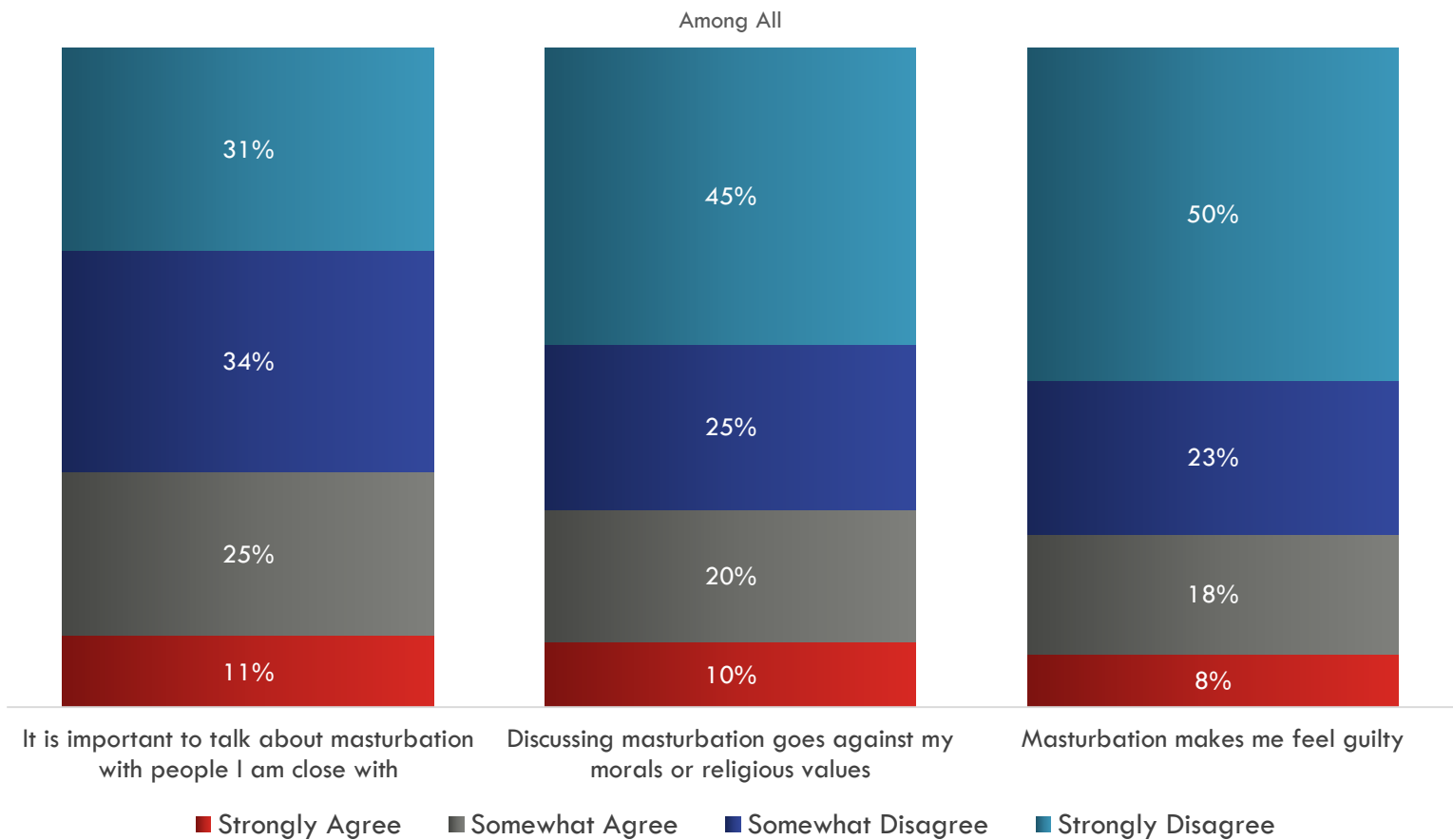
Close to three-quarters of German adults agree that taboos around masturbation should be lifted. However, most still believe that masturbation is a private matter, and a strong third do not quite see the benefit of discussing masturbation more openly.



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

However, *Personal* Reluctance to Speak More Openly Persists

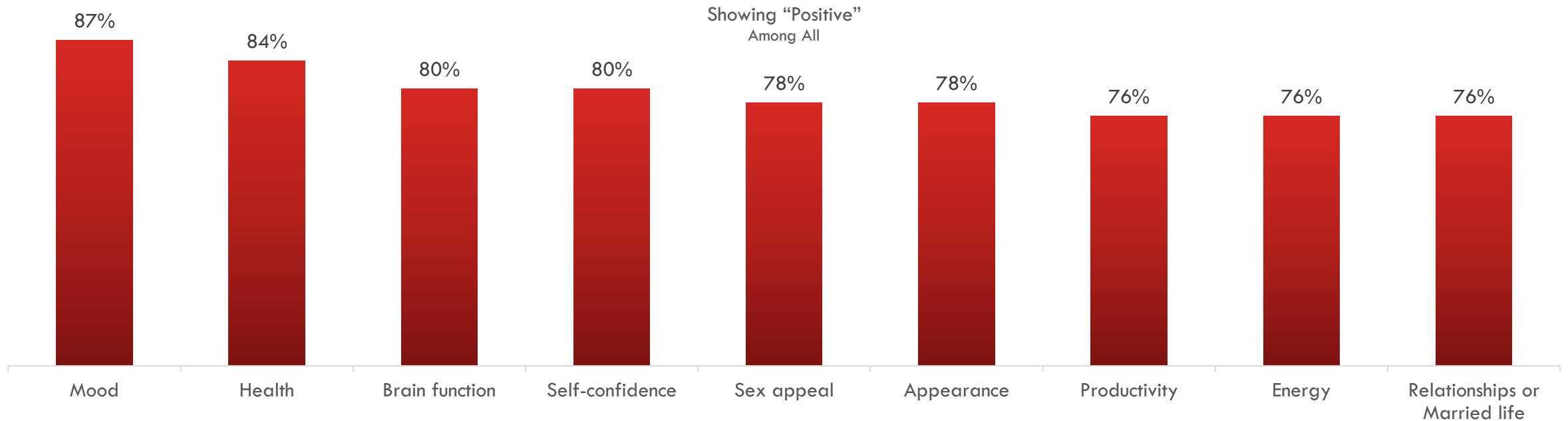
When it comes to themselves, most German adults (18-54 years) *disagree* that it's important to talk about masturbation with people they're close with.



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

Most Agree that Masturbation Has Positive Effects

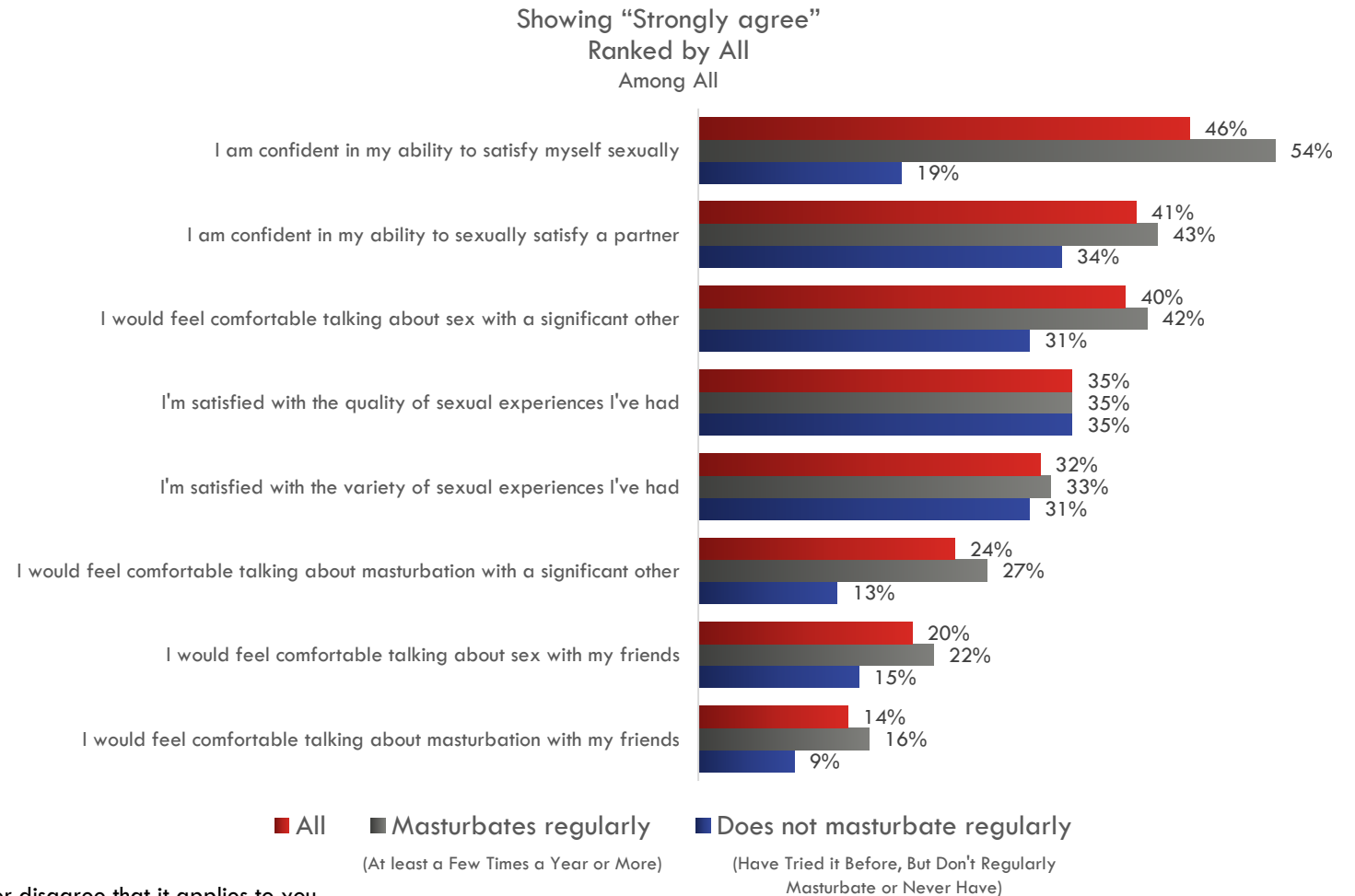
Most German Adults (18-54 years) agree that masturbation has a “positive impact” on all of the following:



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

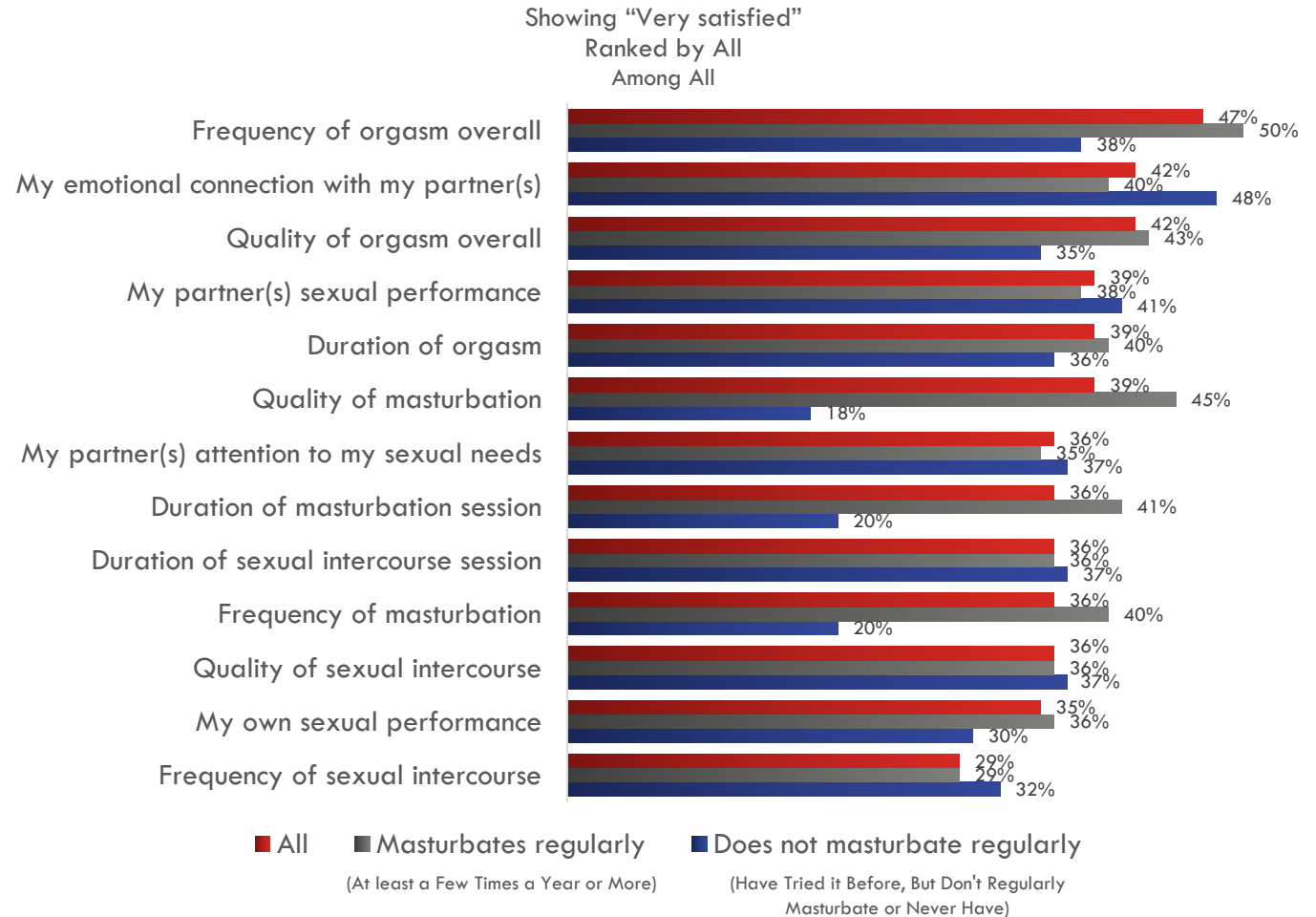
Compared to those that don't masturbate, regular masturbators are more likely to be confident satisfying themselves and a partner and also express a higher comfort level discussing sex and masturbation with a significant other.



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

Regular Masturbators Tend to be More Satisfied with their Sexual Experiences

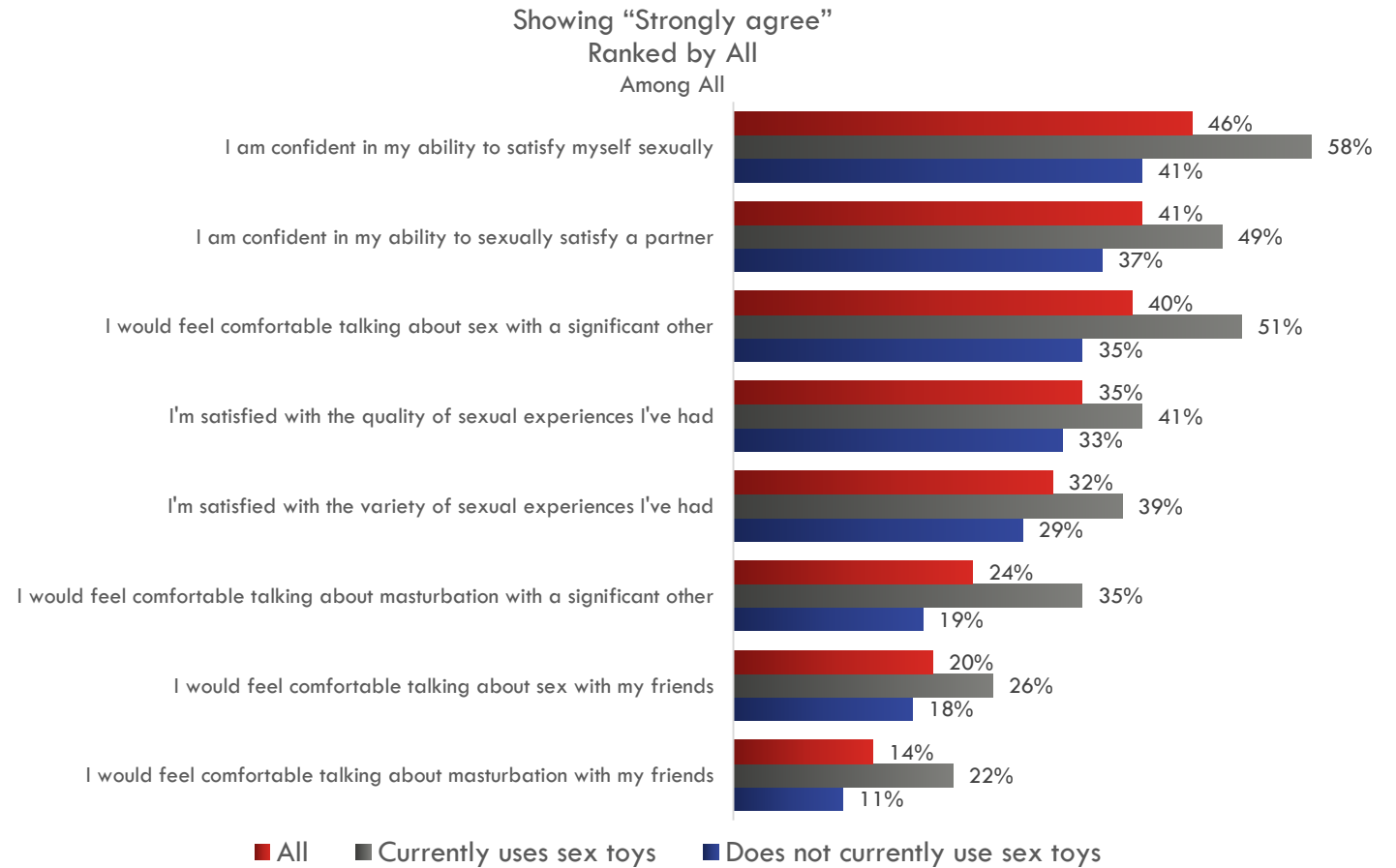
However, those that do not masturbate regularly are more satisfied with their emotional connection to a partner.



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

Sex Toy Users Are Substantially More Comfortable, Confident, and Satisfied With Their Sexual Experiences

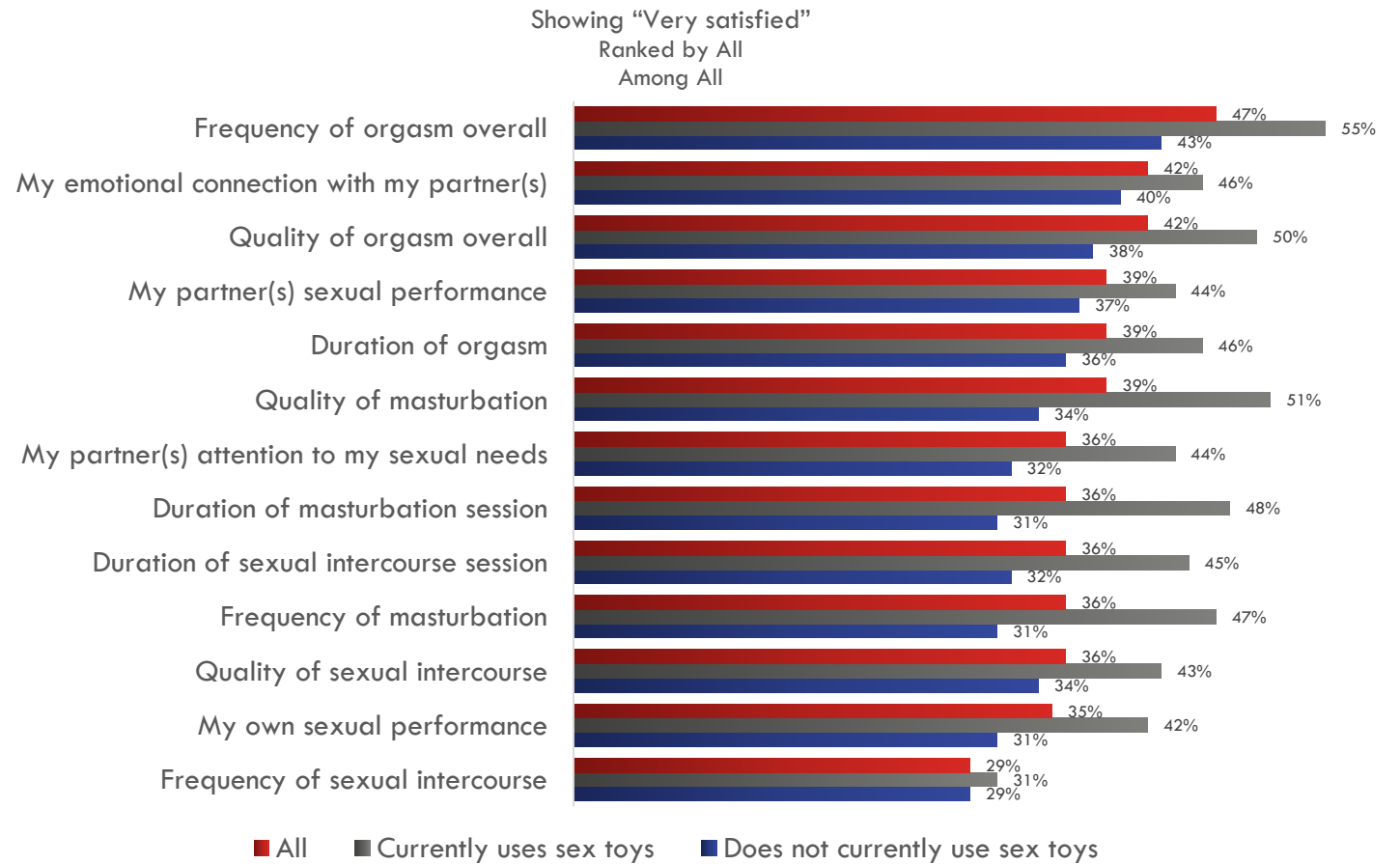
Sex toy users show a double-digit increase over non-users for most metrics and are particularly more likely to strongly agree with “I am confident in my ability to satisfy myself sexually”.



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

Compared to non-users, sex toy users are particularly satisfied with the quality of their orgasms and quality of masturbation.



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

Orgasms From Partnered Sex Are Most Highly Ranked

Regardless of masturbation or sex toy usage status, German Adults 18-54 rank partnered sex at the top and partnered masturbation at the bottom.

While sex toy users prefer toy-assisted orgasms in solo masturbation, regular masturbators do not.

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
Having sex with a partner (with a sex toy)	#2	#2	#2	#2	#3
Masturbating on your own (with a sex toy)	#3	#3	#4	#3	#4
Masturbating on your own (without a sex toy)	#4	#4	#3	#4	#2
Masturbating with a partner present	#5	#5	#5	#5	#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.

All Respondents Prioritize Partnered Orgasms

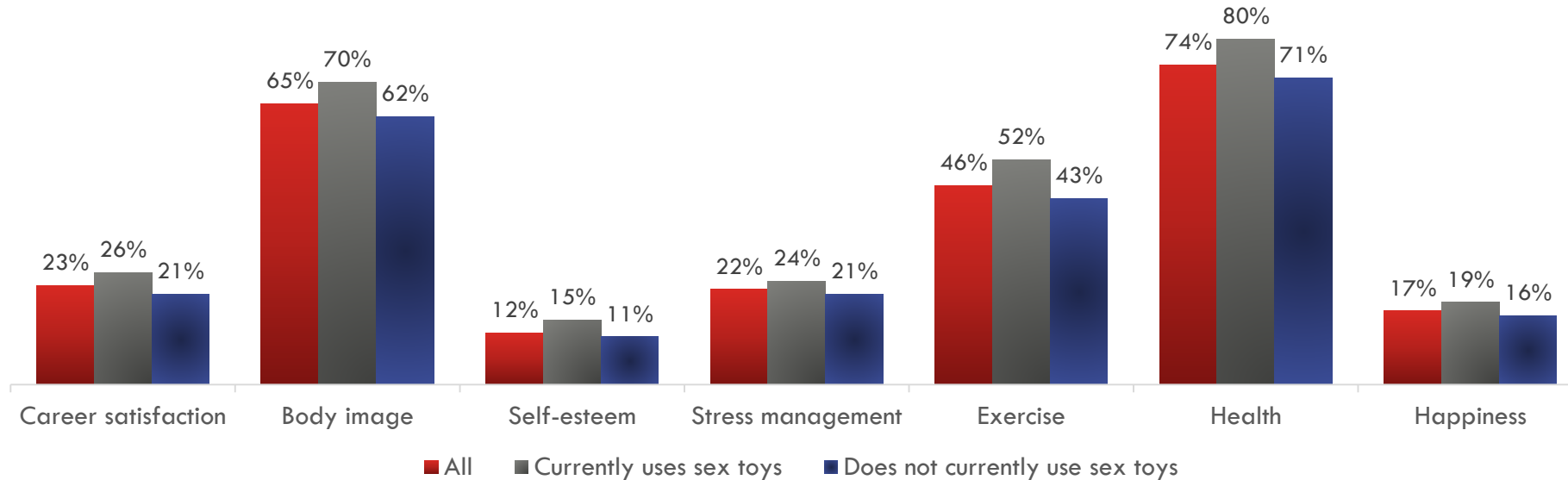
Regardless of gender, generation, or sexual orientation, all German adults (18-54 years) rank orgasms from partnered sex at the top.

Women rank toy-assisted orgasms in solo masturbation highest than any other group, while Gen Z rank toy-less orgasms from solo masturbation higher than other generations.

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
Having sex with a partner (with a sex toy)	#2	#2	#3	#5	#2	#2	#2	#2
Masturbating on your own (with a sex toy)	#3	#5	#2	#3	#3	#3	#4	#3
Masturbating on your own (without a sex toy)	#4	#3	#4	#2	#3	#4	#3	#4
Masturbating with a partner present	#5	#4	#5	#4	#5	#5	#5	#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 Are More Likely To Report Better Health, Exercise and Have Better Body Image



Hours Of Sleep Per Night

Sex Toy Users

6.84 hrs.

Sex Toy Non-Users

6.95 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.

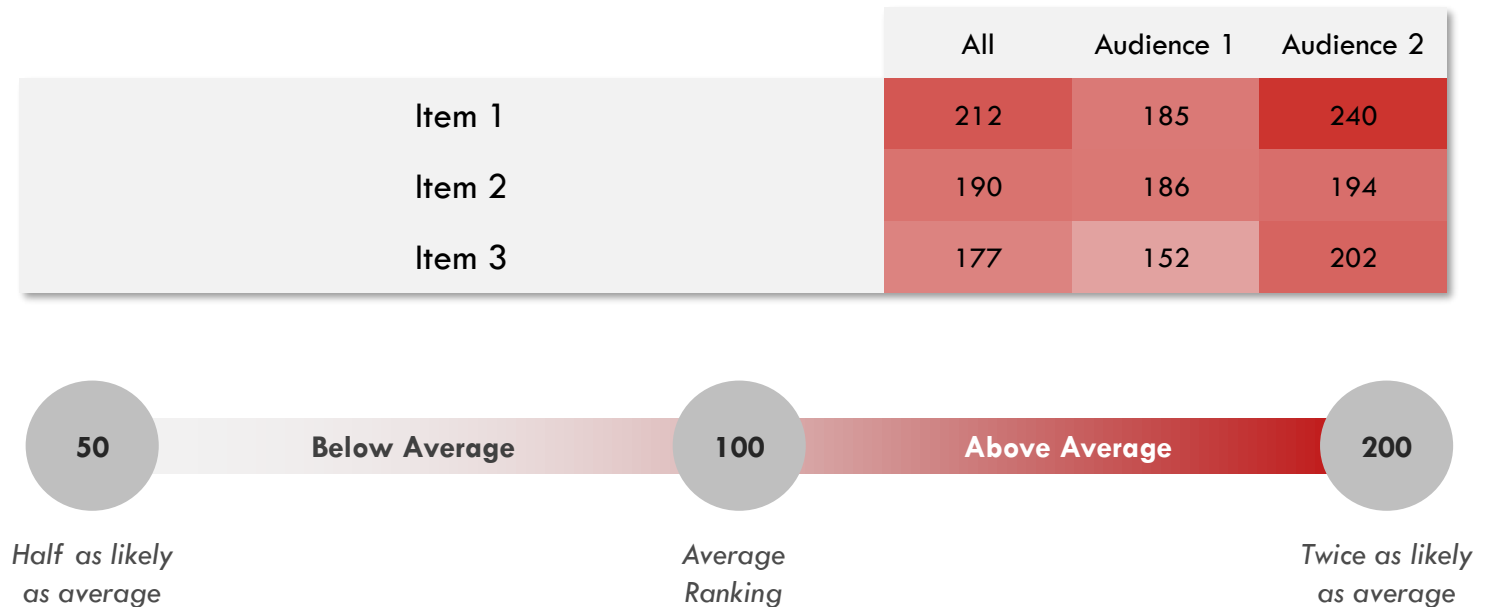
- Respondents were exposed to **55 fantasy descriptions** in total
- Over 19 screens, each containing a semi-randomized set of 6 fantasy descriptions, respondents were prompted to select the fantasy that was “Most Interesting” to them (out of the 6 currently displayed) as well as the fantasy that was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

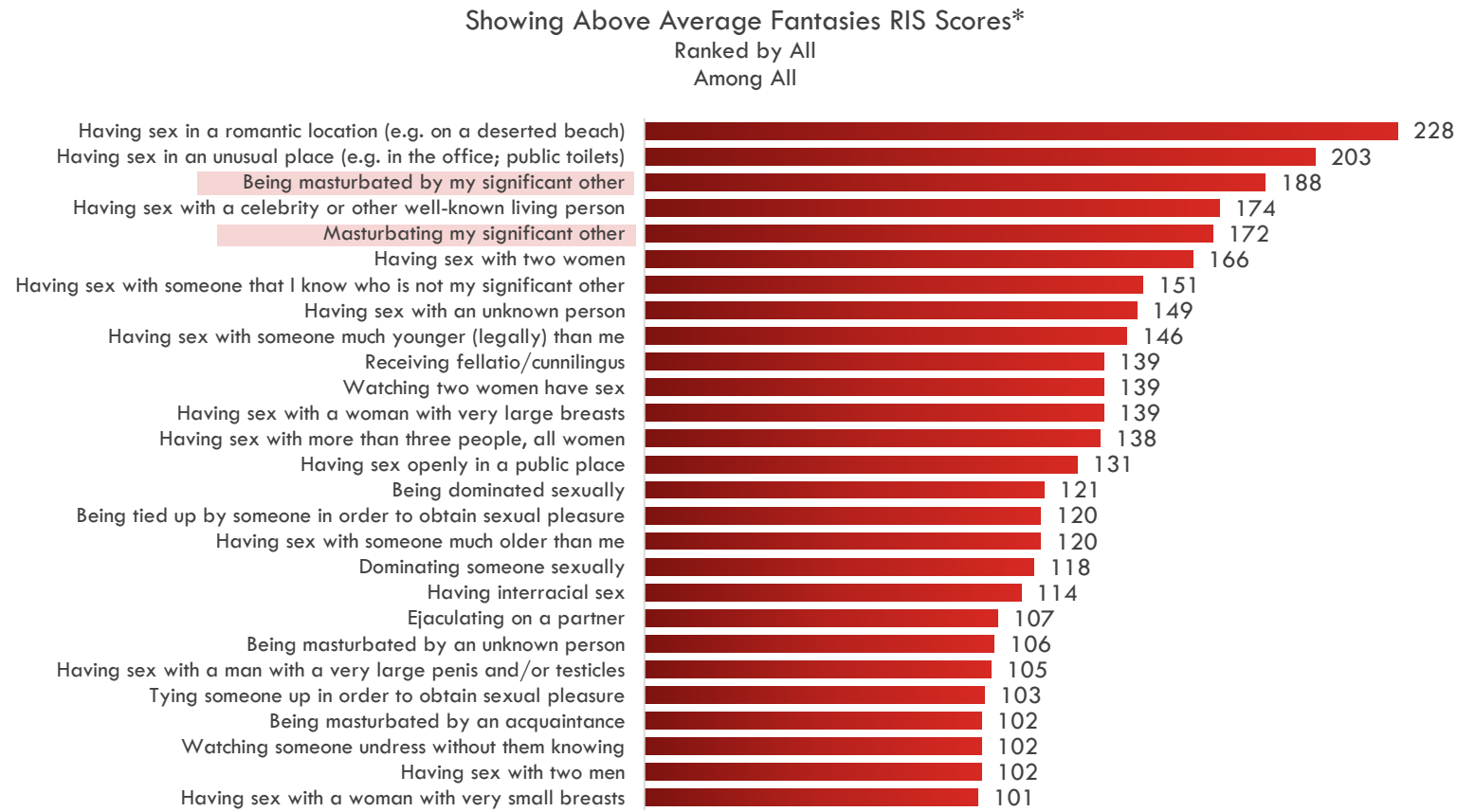
This first step of analysis produced a respondent-level *Zero-Centered Raw Utility Score* for each item, which was then converted into a *Relative Importance Score (RIS)* indexed to the preferences of the entire survey audience, such that **the average item in the set has a score of 100**, a twice-as-interesting-as-average item has a score of 200, a half-as-interesting-as-average item has a score of 50, etc.



Partnered Masturbation Holds a Prominent Place in the Sexual Imagination

Two of the top five sexual fantasies reported by German Adults 18-54 overall (out of a total of 55 fantasies tested) involve partnered masturbation.

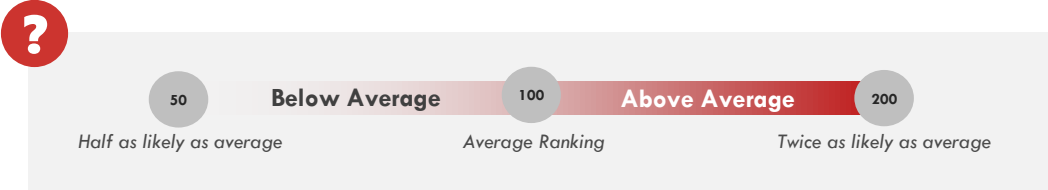
* The average item in the set has a **Relative Importance Score (RIS)** of 100, a twice-as-interesting-as-average item has a score of 200, a half-as-interesting-as-average item has a score of 50, etc.



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)	228	194	263	247	218	232	233	195	225	233	214
Having sex in an unusual place (e.g. in the office; public toilets)	203	173	233	209	196	208	209	160	202	206	191
Being masturbated by my significant other	188	159	217	201	177	195	190	171	182	193	179
Having sex with a celebrity or other well-known living person	174	174	173	190	175	168	178	148	175	172	177
Masturbating my significant other	172	153	191	186	163	177	175	155	166	177	163
Having sex with two women	166	236	96	159	172	162	170	142	167	159	192
Having sex with someone that I know who is not my significant other	151	156	145	123	148	162	153	136	154	149	150
Having sex with an unknown person	149	157	140	115	148	161	154	114	154	147	147
Having sex with someone much younger (legally) than me	146	165	127	113	140	162	150	120	145	141	165
Receiving fellatio/cunnilingus	139	128	149	124	132	150	142	113	144	137	138
Watching two women have sex	139	182	97	130	142	139	142	124	134	138	155
Having sex with a woman with very large breasts	139	194	84	133	149	132	143	115	134	136	161

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

German adults (18-54 years) who have been in a relationship are most comfortable discussing salary/money, while masturbation, using sex toys and sexual experiences with previous partner(s) rank at the bottom.

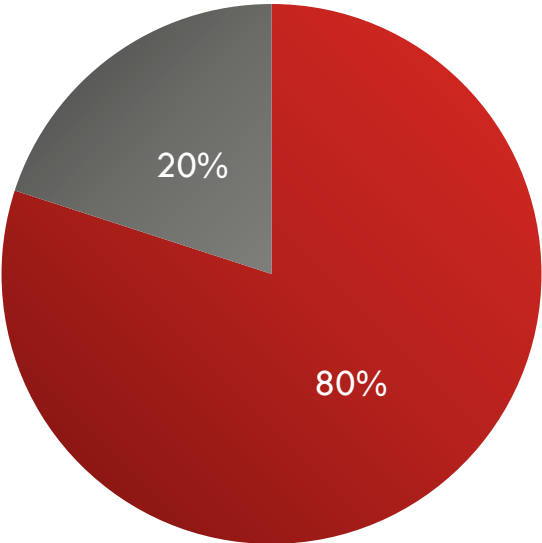
Both men and women are similarly hesitant to talk about masturbation, sex toys, and previous sexual experiences.

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

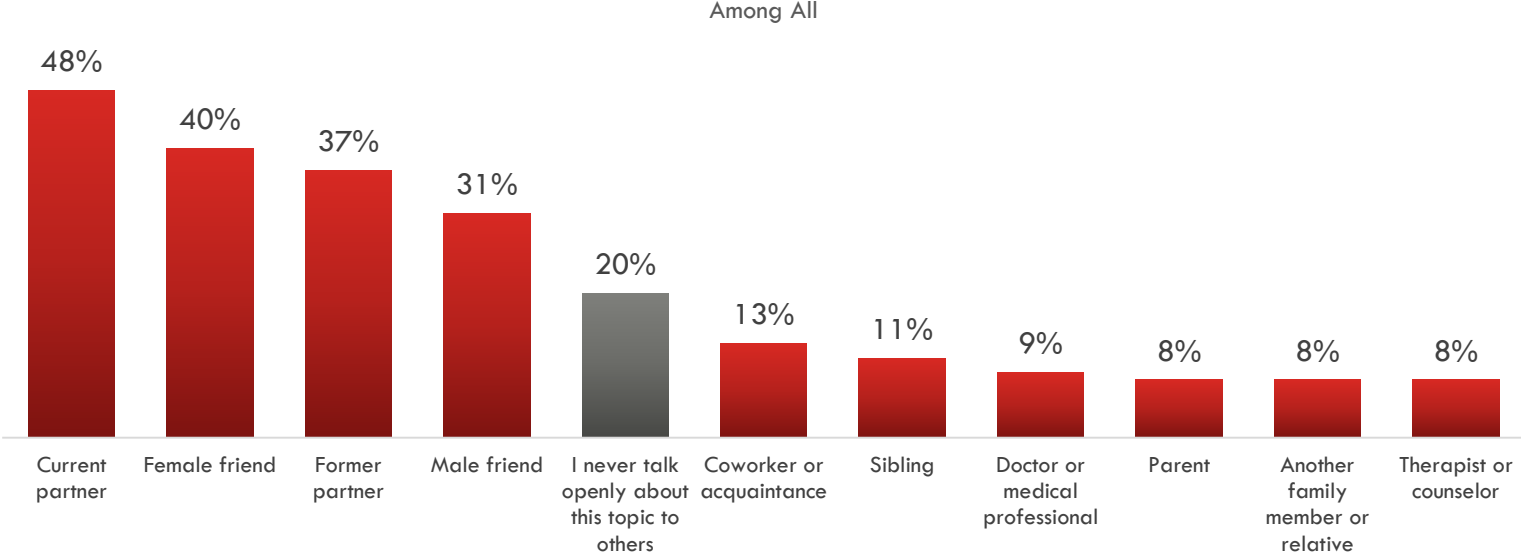
QTOPICS: How comfortable are you discussing the following topics with a partner? Please rank them in order of what you feel most comfortable discussing, to least comfortable discussing with a partner.

Most Adults Have Talked Openly About Sex

And they are most likely to discuss sex with current partners.



■ Talk Openly ■ Never Talk Openly

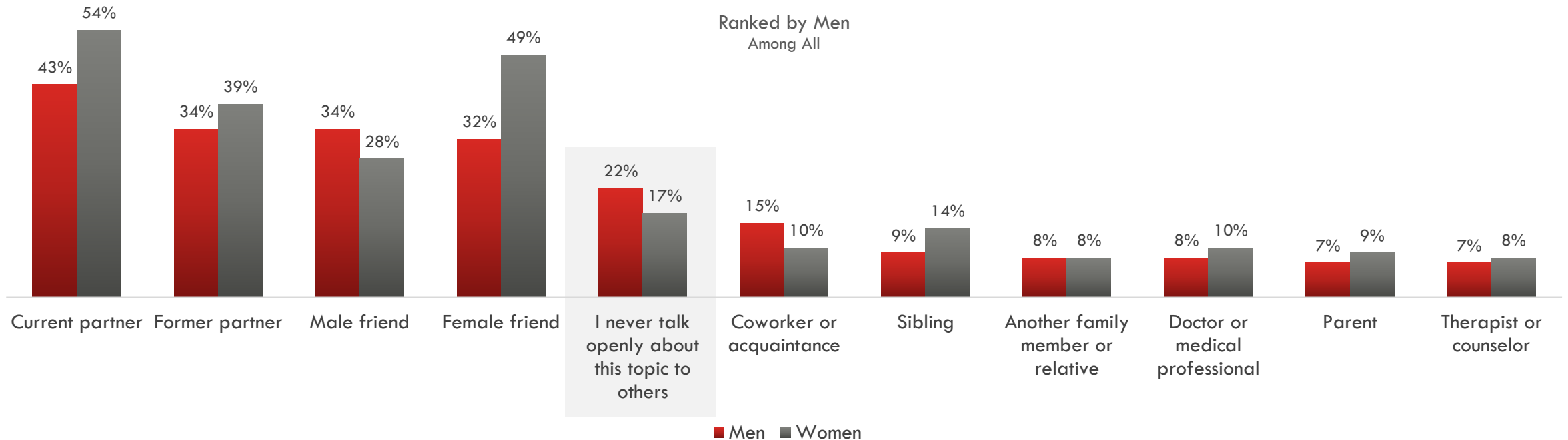


■ Talk Openly ■ Never Talk Openly

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

Men Are More Reticent To Talk About Sex

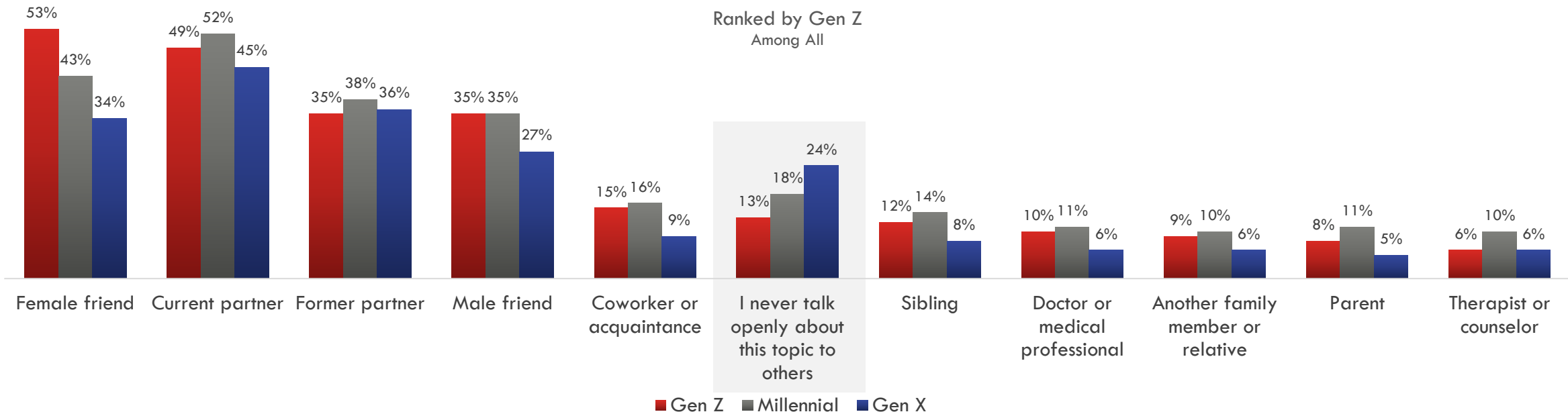
When men do speak about sex, they tend to lean on current partners. Women are far likelier to talk to current partners and a female friend.



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

Gen X-ers Are The Least Open To Talk About Sex

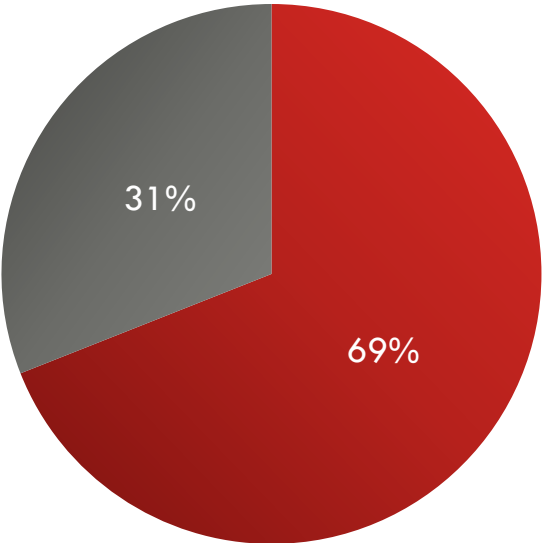
Conversely, Gen Z are the most likely to openly talk about sex with others, especially female friends and current partners.



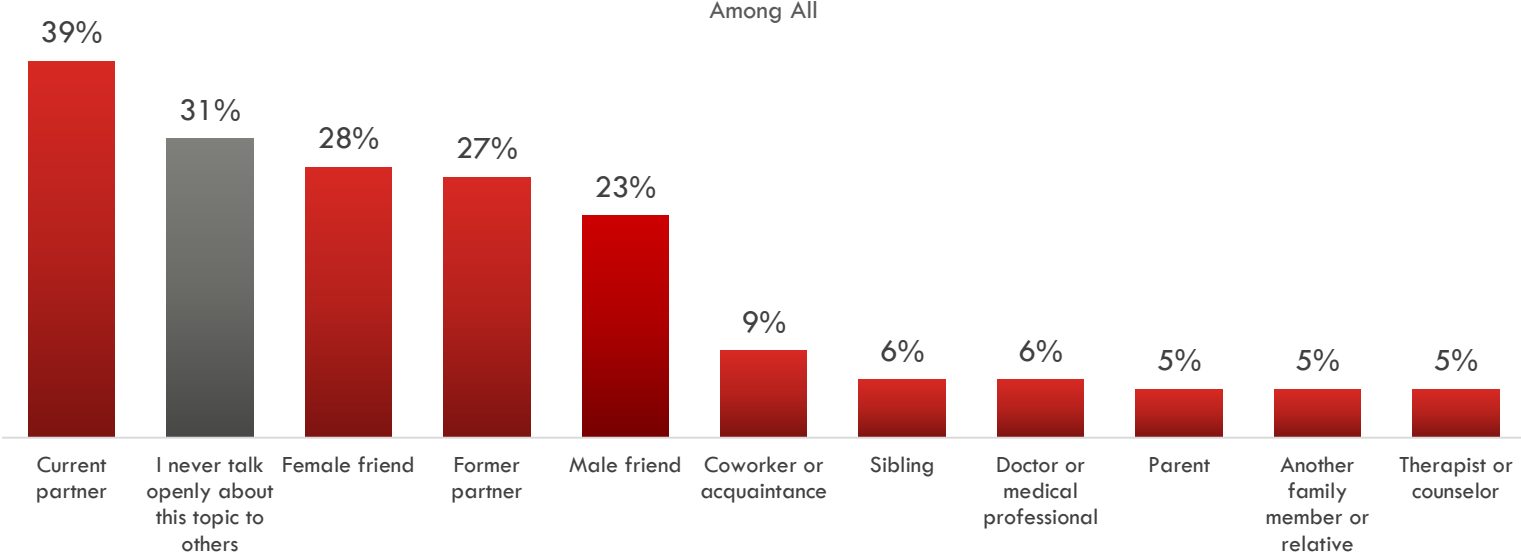
QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

Most Adults Have Talked Openly About Masturbation

Current partners are cited most often as being involved in open conversations about masturbation.



■ Talk Openly ■ Never Talk Openly

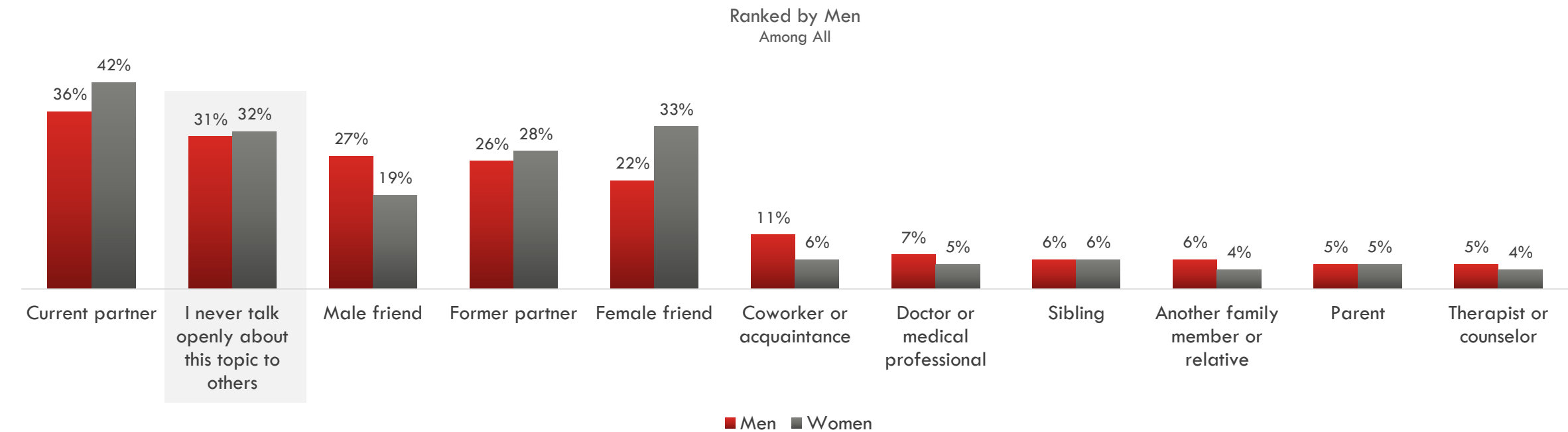


■ Talk Openly ■ Never Talk Openly

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

Men And Women Talk Openly About Masturbation At Similar Levels

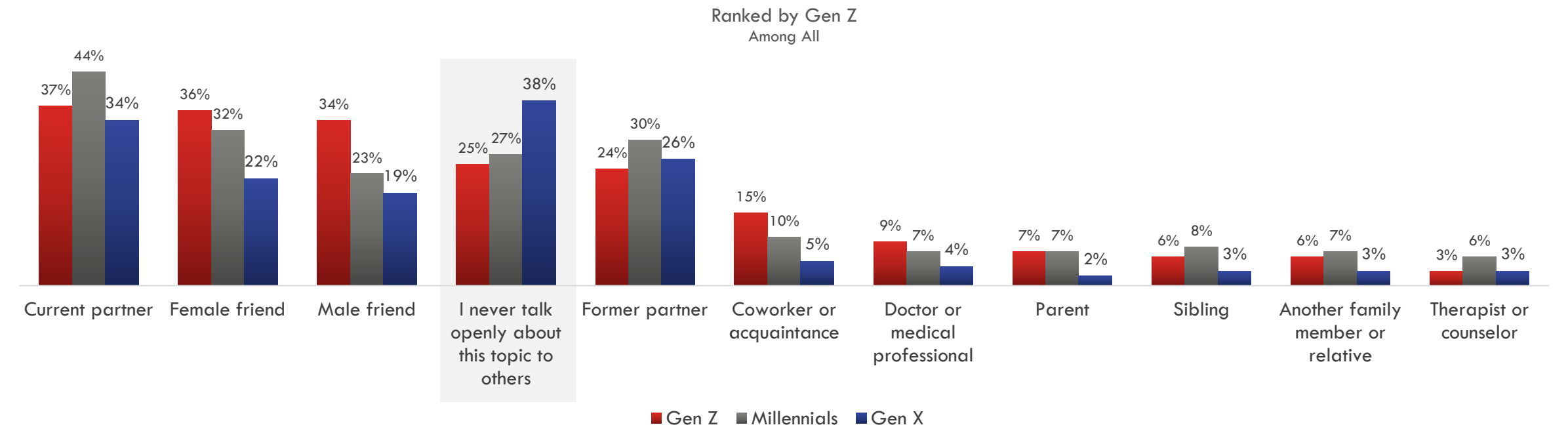
Women are far likelier than men to report talking to a current partner or to a female friend about masturbation. Men prefer to have this conversation with a current partner.



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

As With Sex, Gen X Is The Least Likely Generation To Talk Openly About Masturbation

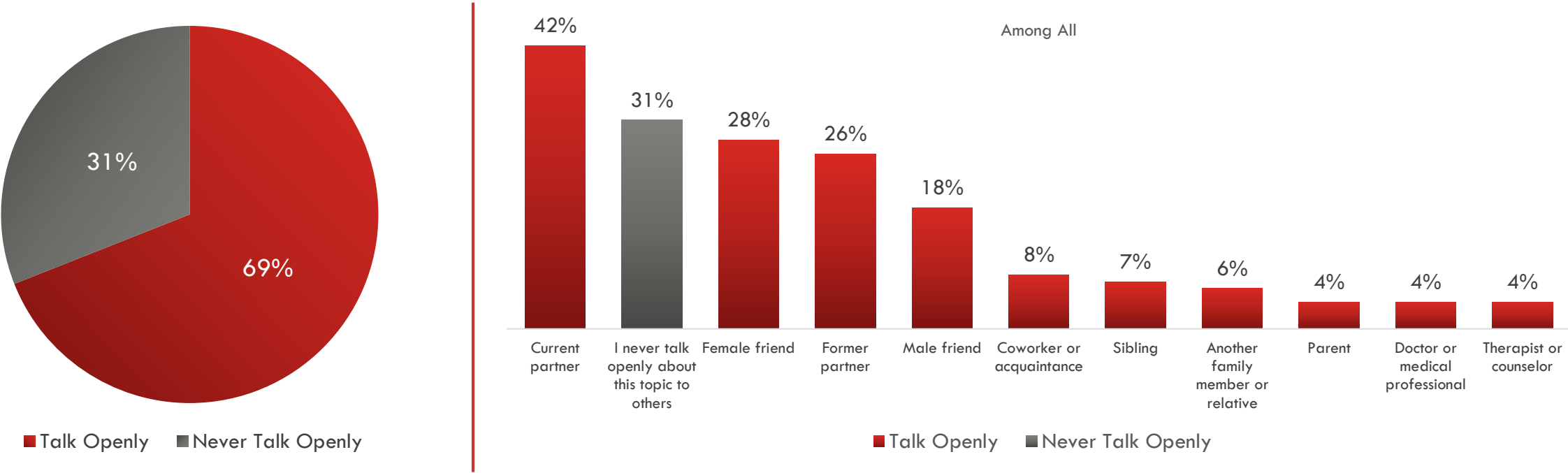
Gen Z and Millennials talk openly about masturbation at similar levels. Gen Z is the most likely to discuss this topic with a male friend (although still choosing current partners and a female friend), while Millennials prefer to talk openly with a current partner.



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

Two-Thirds Of Germans Have Talked Openly About Using Sex Toys

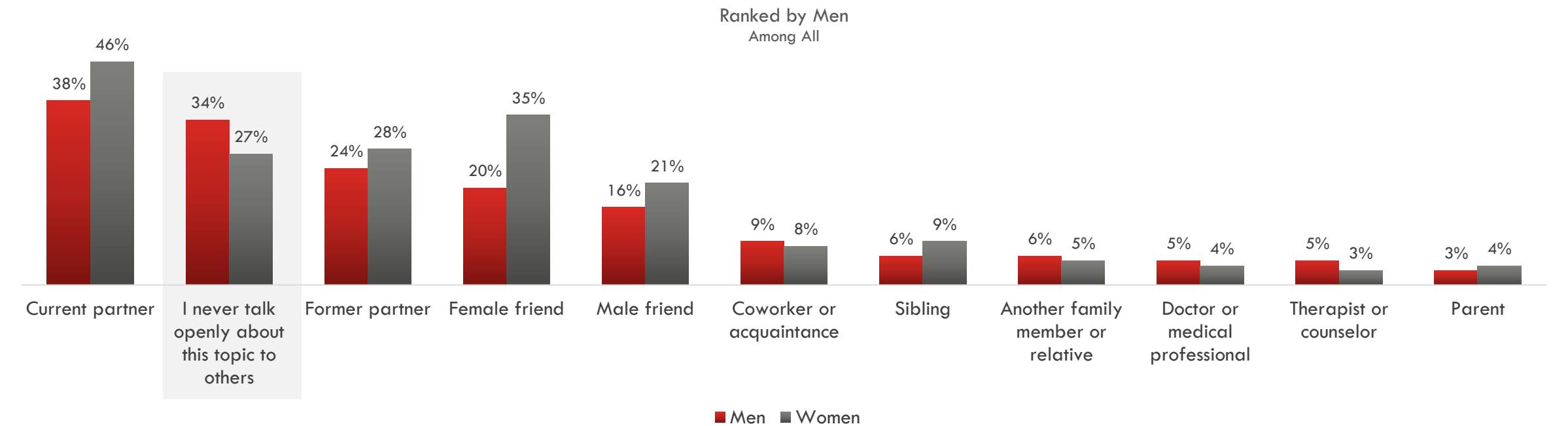
Similar to discussing masturbation, a majority of German adults (18-54 years) have discussed sex toys openly, especially with current partners.



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

Women Are Far Likelier Than Men to Discuss Sex Toys

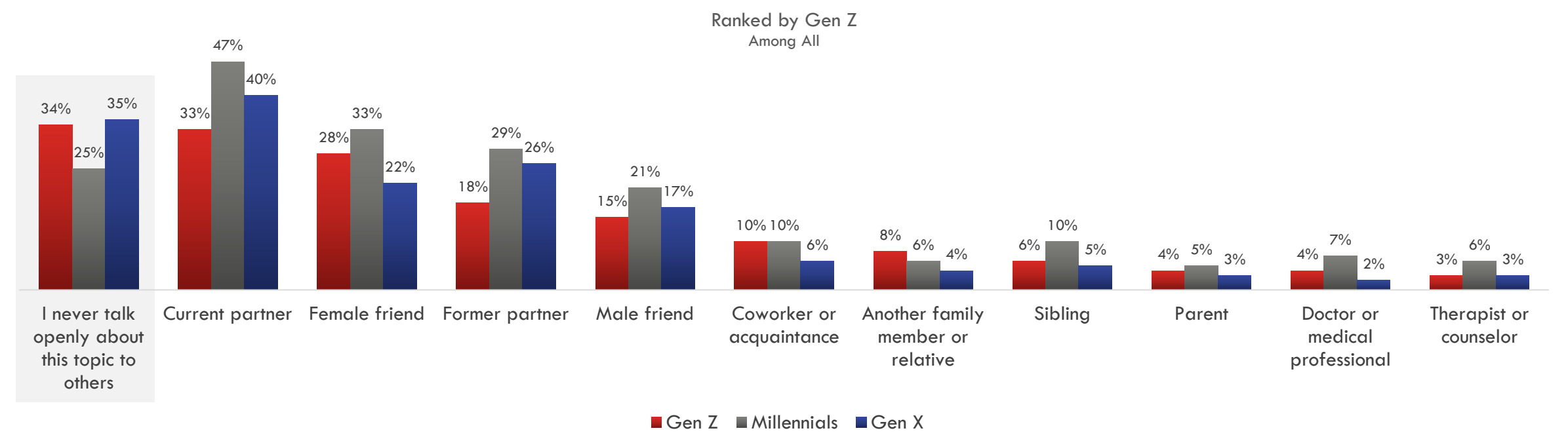
Women are noticeably likelier than men to report talking to a current partner and a female friend about using sex toys. While men are less likely than women to talk about this topic, they will discuss it with a current partner.



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

Millennials Are The Most Likely To Talk Openly About Sex Toys

Compared to Millennials, both Gen X and Gen Z report lower levels of talking openly about sex toys. Millennials prefer to discuss this topic with a current partner.

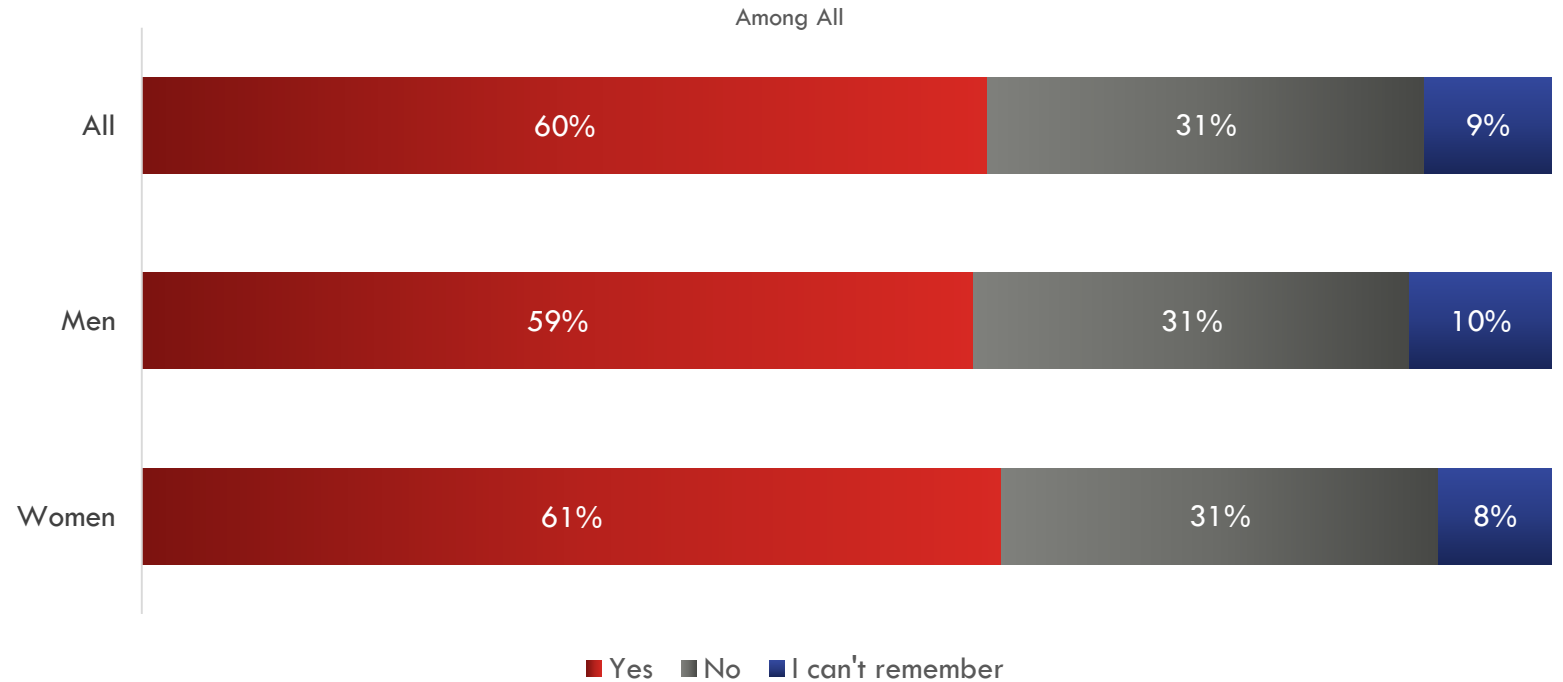
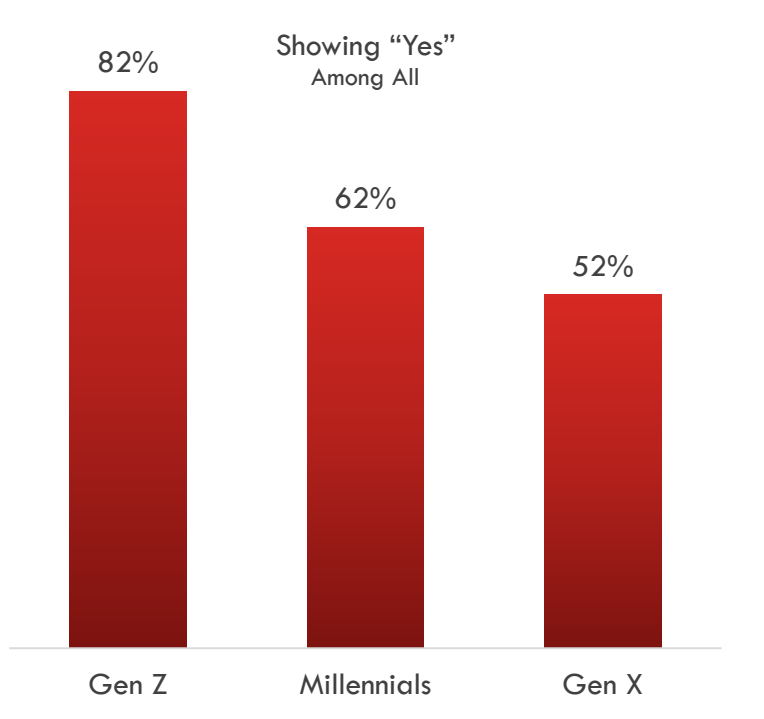


QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

SEX EDUCATION AND INFO SOURCES

A Slight Majority of Germans Received Sex Education

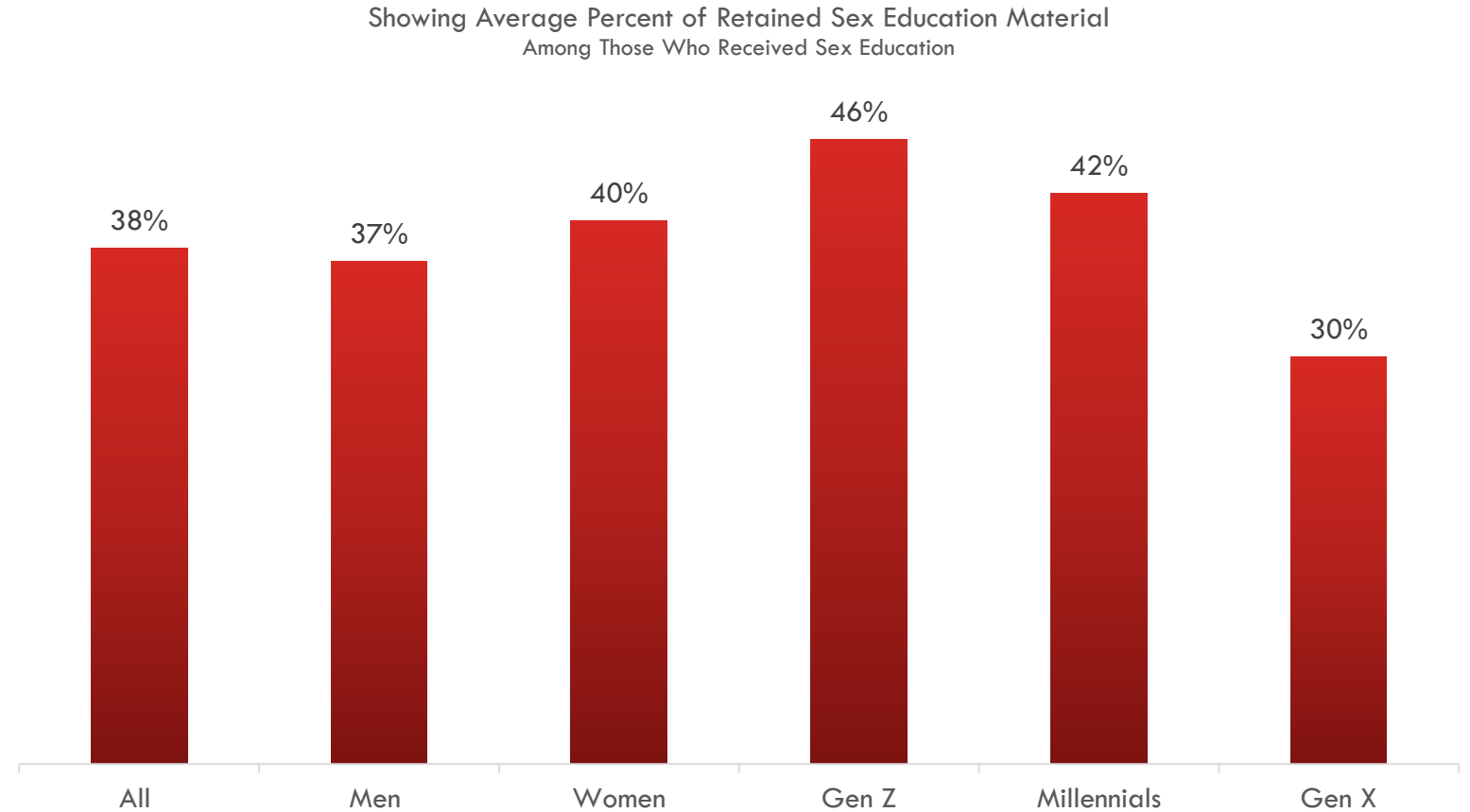
This has changed with younger generations - Gen Z is significantly more likely than Millennials or Gen X to report having received sex education in school.



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

Germans Have Forgotten Most of their Sex Education Material

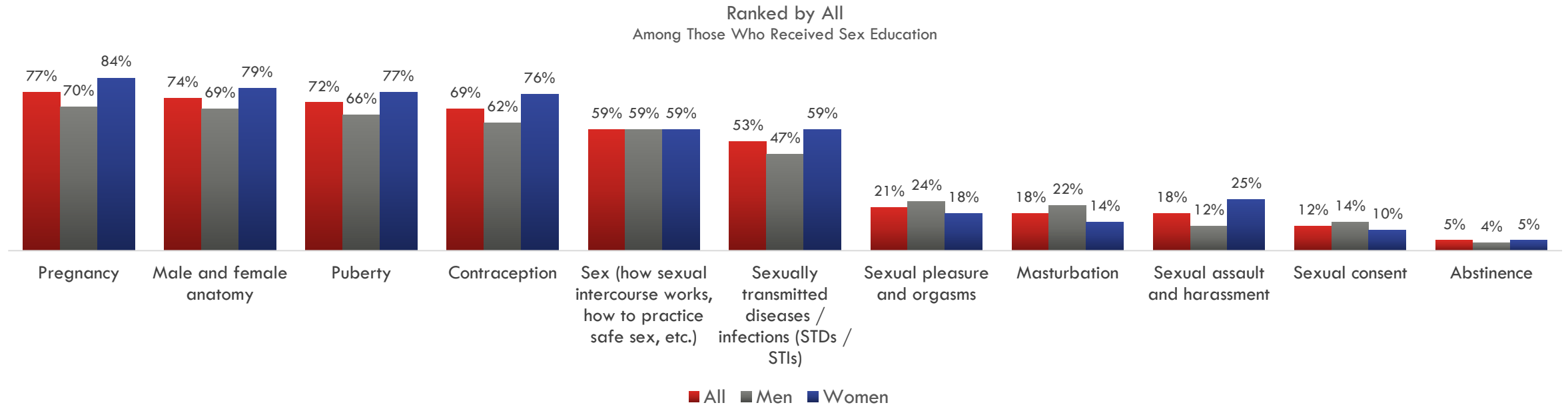
Likely due to recency, Gen Z respondents remember more than other groups.



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

Masturbation, Sexual Pleasure, Harassment and Consent are the Least Covered Topics in Sex Education

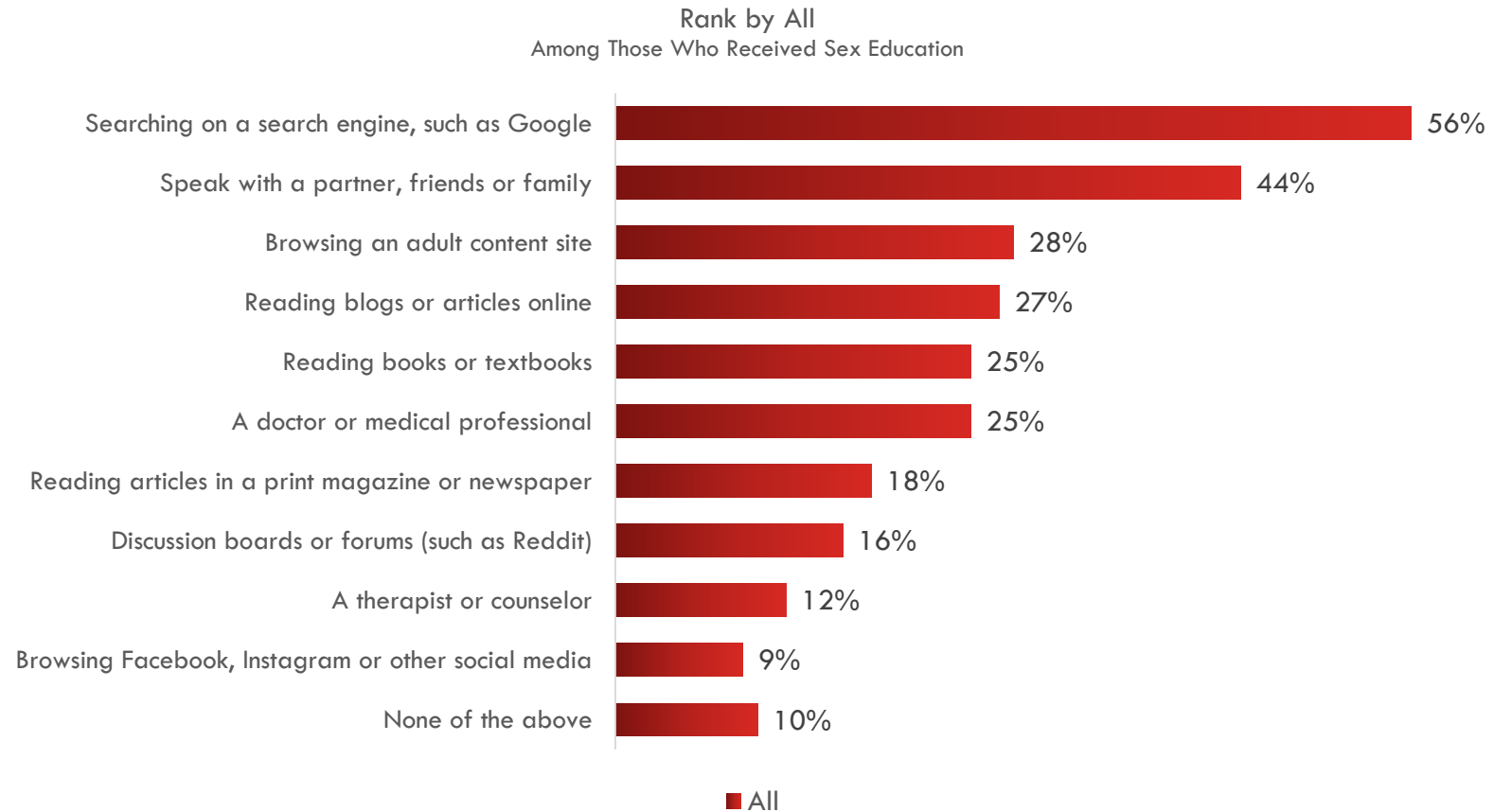
Women are more likely than men to report having learned about pregnancy, contraception and STDs/STIs, while men are likelier than women to report having covered masturbation, although still in lower numbers compared to other topics.



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” significantly outpaces other sources to answer questions about sex or sexuality.

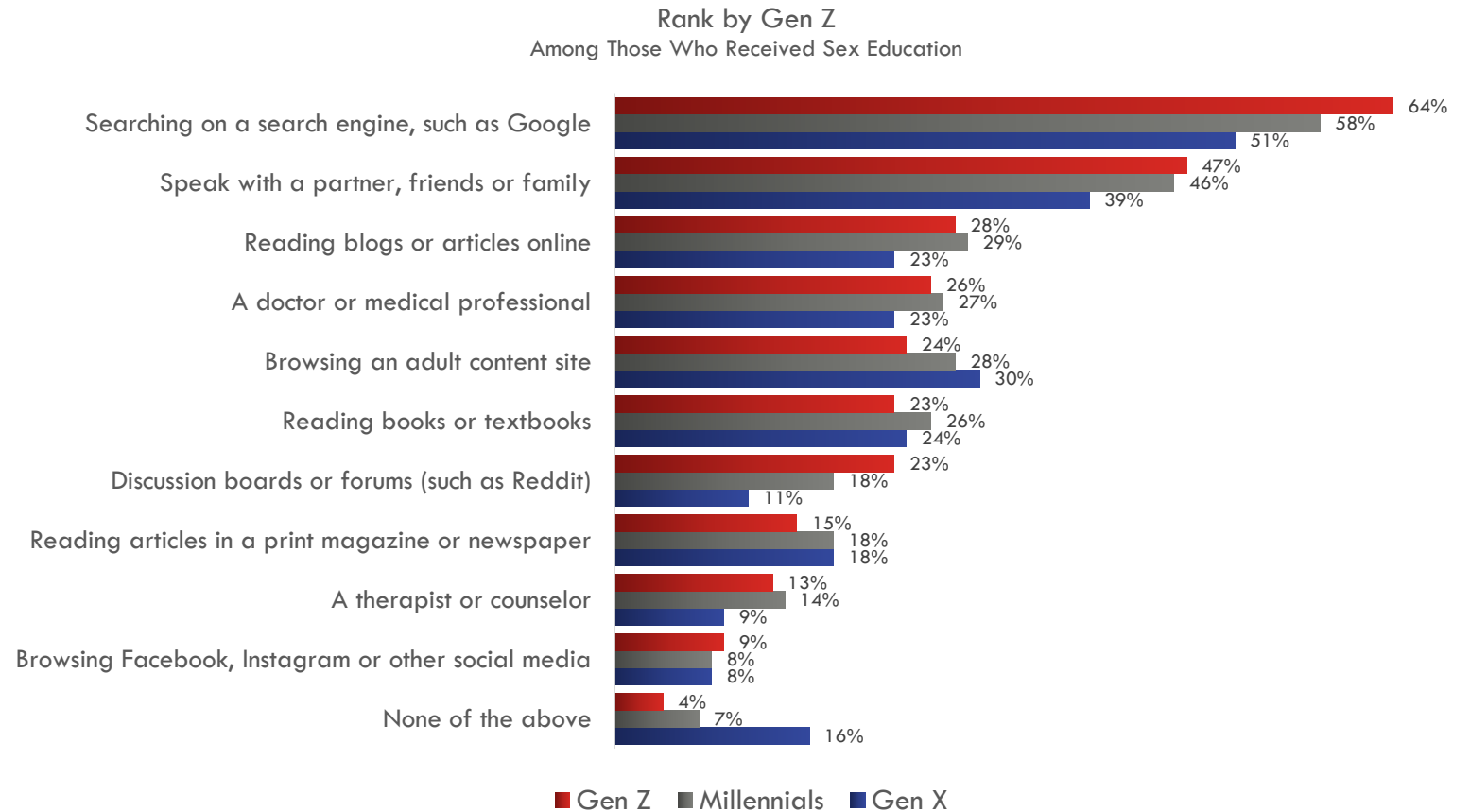


QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

Younger Generations Are Most Likely To Use Google As A Source For Sexual Information

Gen Z and Millennials are equally likely to talk to their friends or family, which ranks #2 overall.

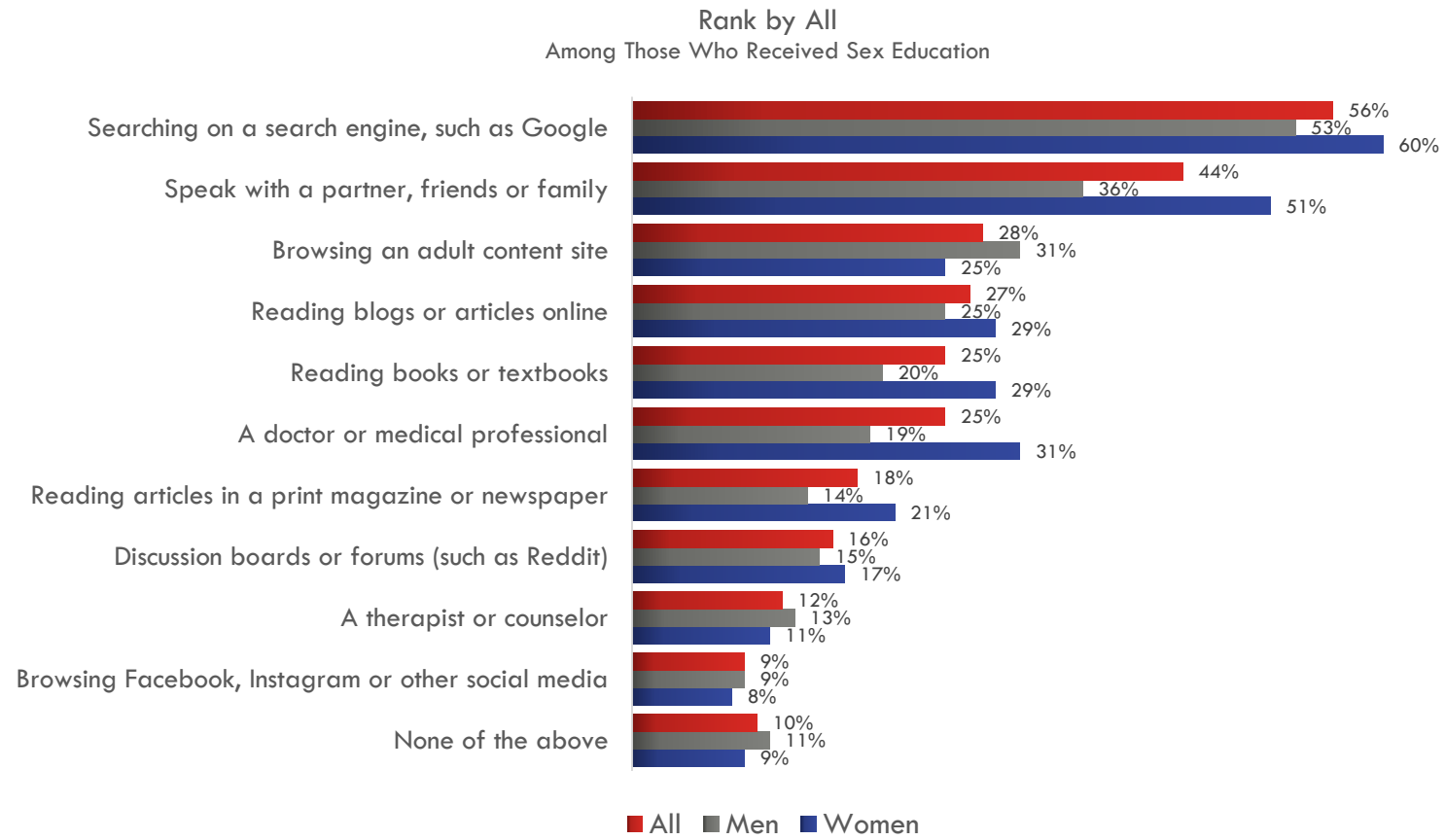
Gen X is more likely to report usage of adult content sites.



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

Beyond Google and Friends/Family, Women Reach Out To Professional Sources For Sexual Information

Compared to men, women are substantially more likely to report speaking with a doctor and to read books/textbooks, while men tend to use an adult content site for their sex or sexuality information.



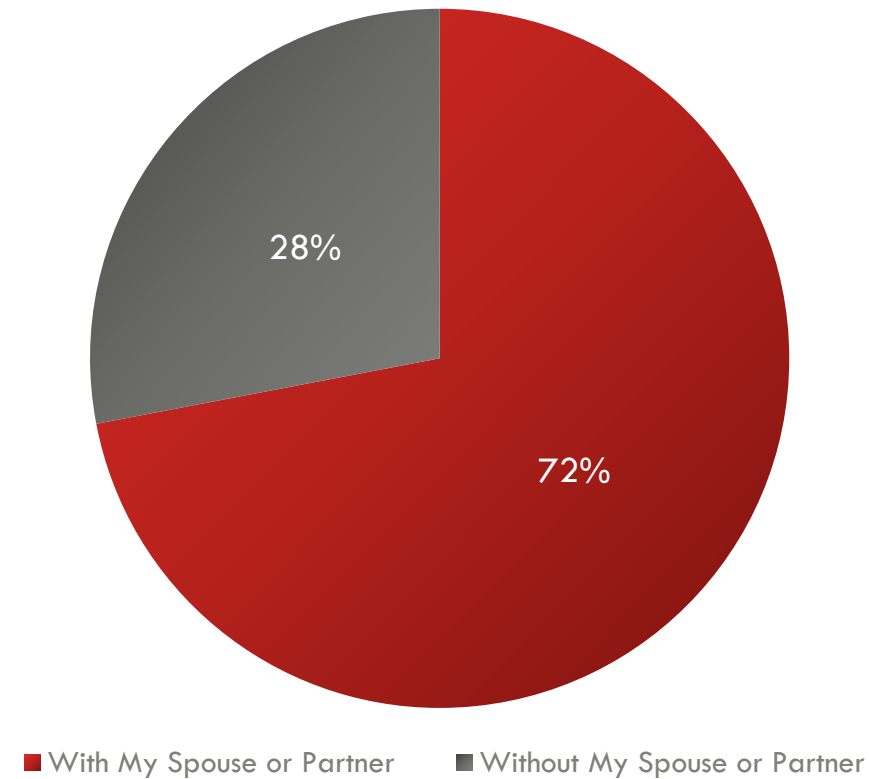
QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

MASTURBATION AND SEX TOYS IN QUARANTINE

The Pandemic Has Isolated Some Germans From Their Partners

Among those who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic while in a relationship, nearly a third have found themselves isolated from their partners.

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

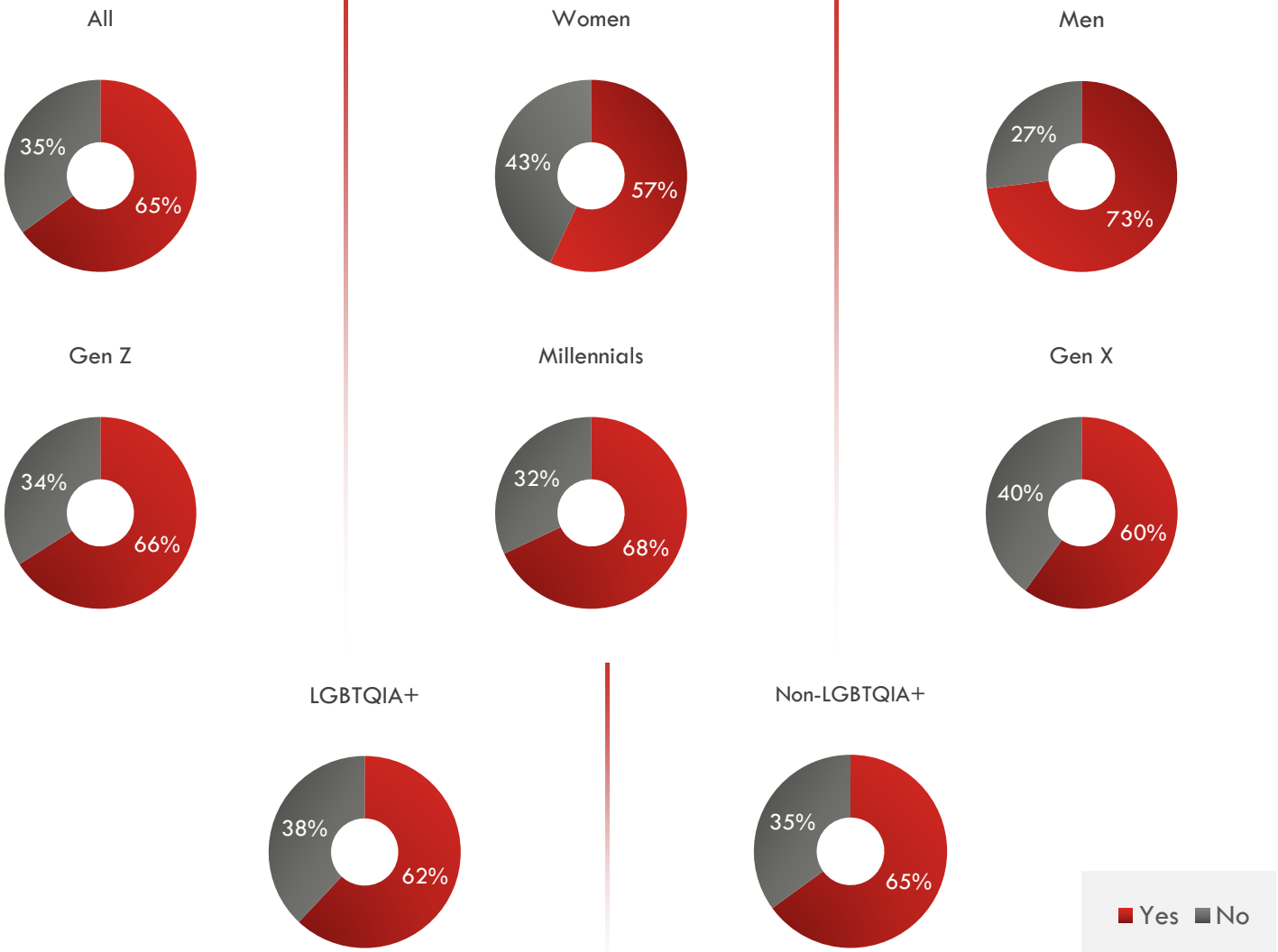


QCOVID2 - Who did you self-isolate or quarantine with? Please select all that apply.

Sexual Pleasure Has Been a Lifeline During COVID-19

Almost two-thirds of those who have self-isolated, quarantined, and/or social-distanced during the pandemic agree that sexual pleasure helped them feel better.

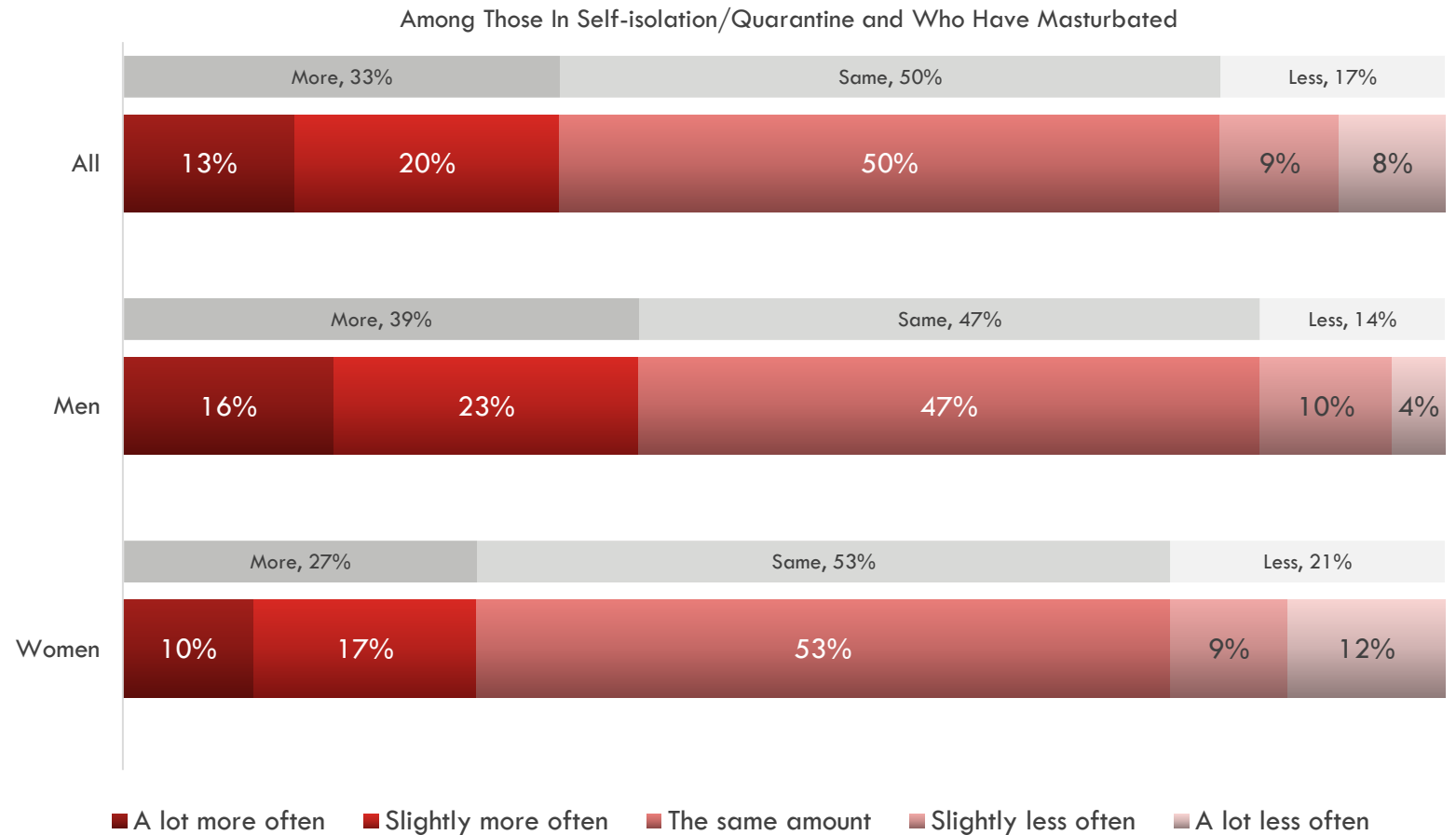
Among Those Who Have Self-isolated/ Quarantined



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

Half of Respondents Have Not Changed Masturbation Levels in Response To Self-Isolation

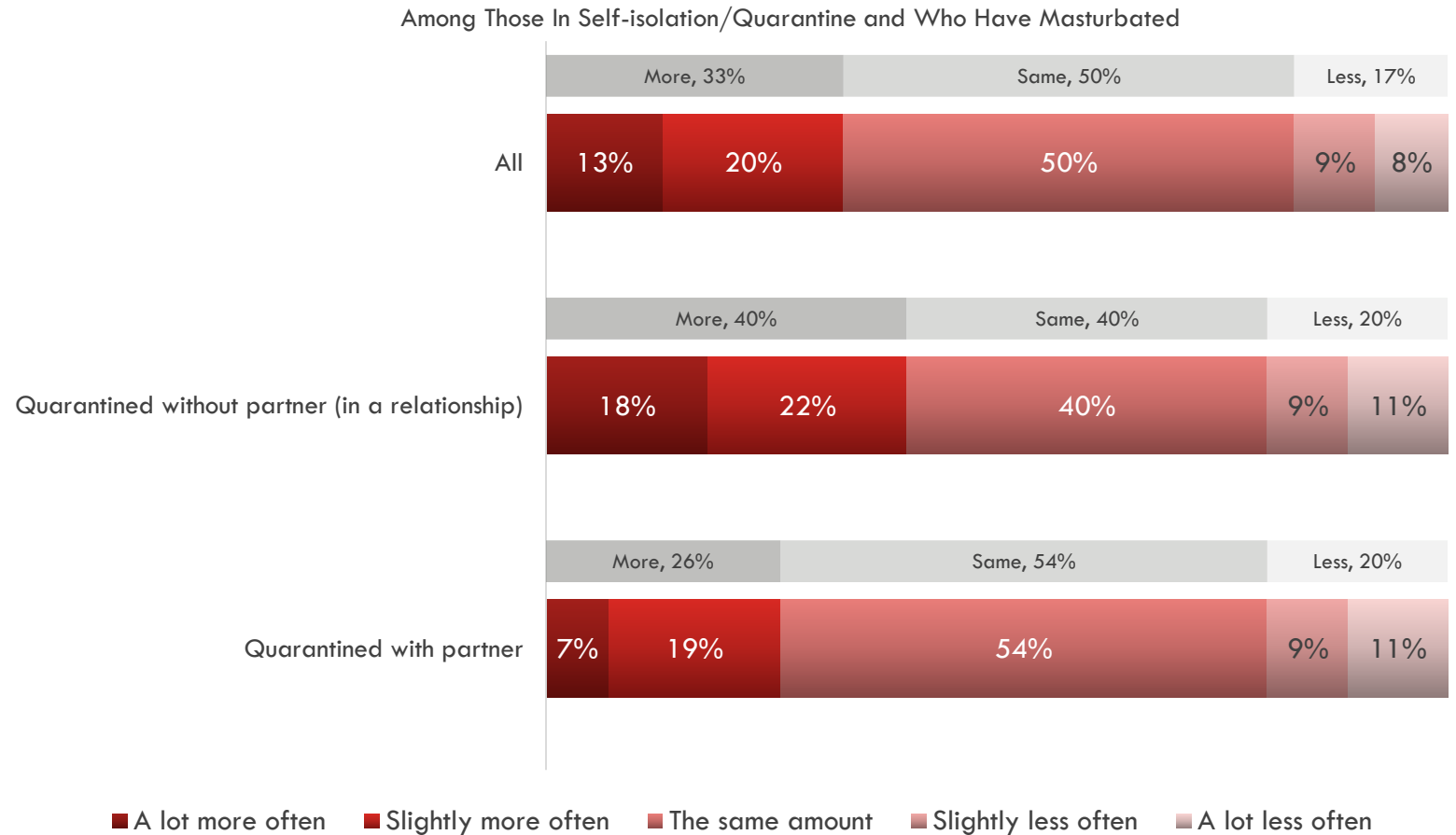
Masturbation levels were equally likely to have been impacted and not to have been impacted by quarantine. Men are more likely than women to report higher frequency of masturbation in response to self-isolation while women are likelier to say they have experienced no change.



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

Those Isolated From Their Committed Partners Report An Increase in Masturbation Frequency

Two out of five German Adults in a relationship who quarantined *without* their partner or spouse say they are masturbating *more often* than before, compared to a quarter of those who quarantined *with* their partner or spouse.



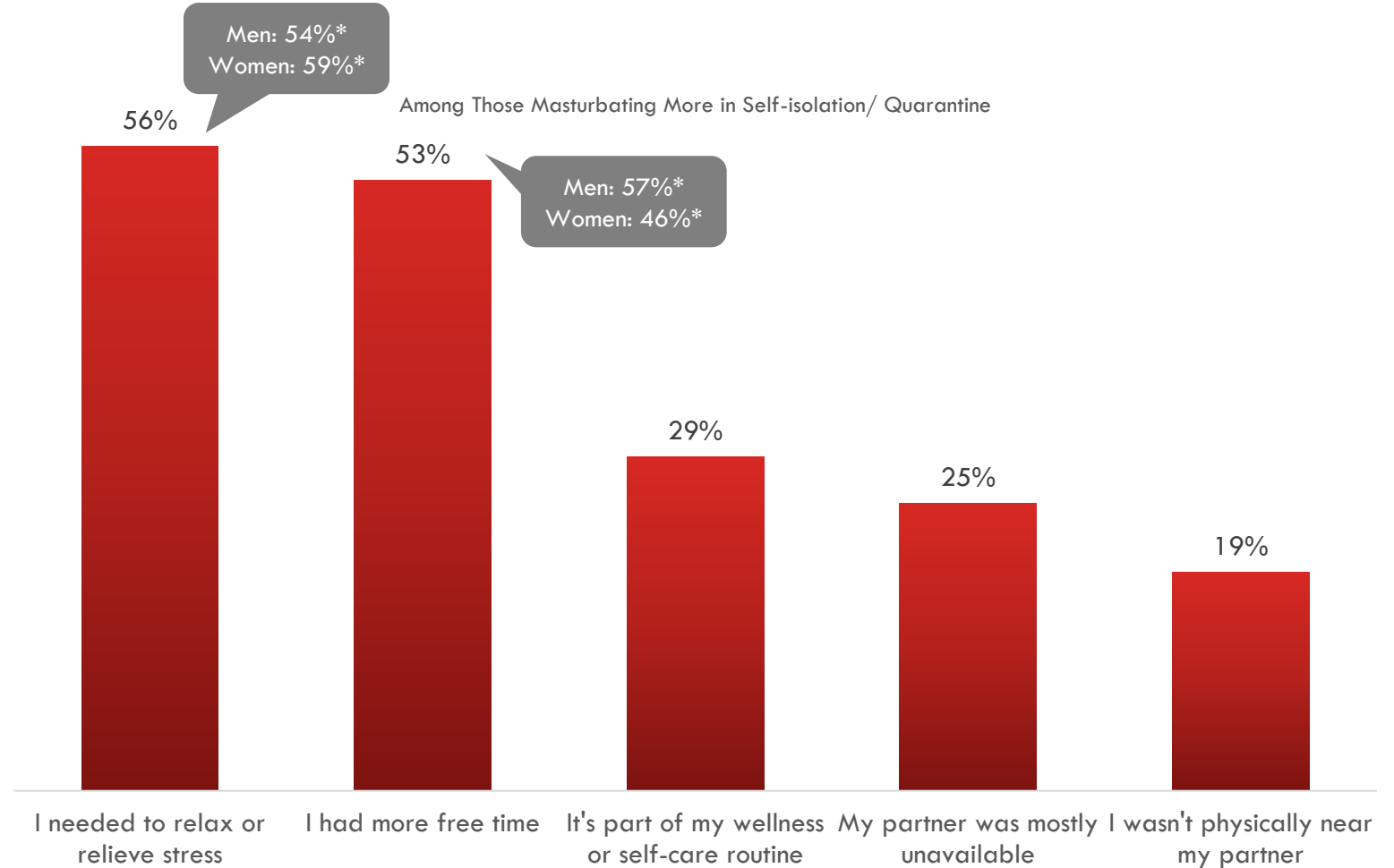
QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all? (**Masturbation**)

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

Men are more likely to cite availability of free time while women tend to report the need to relieve stress.

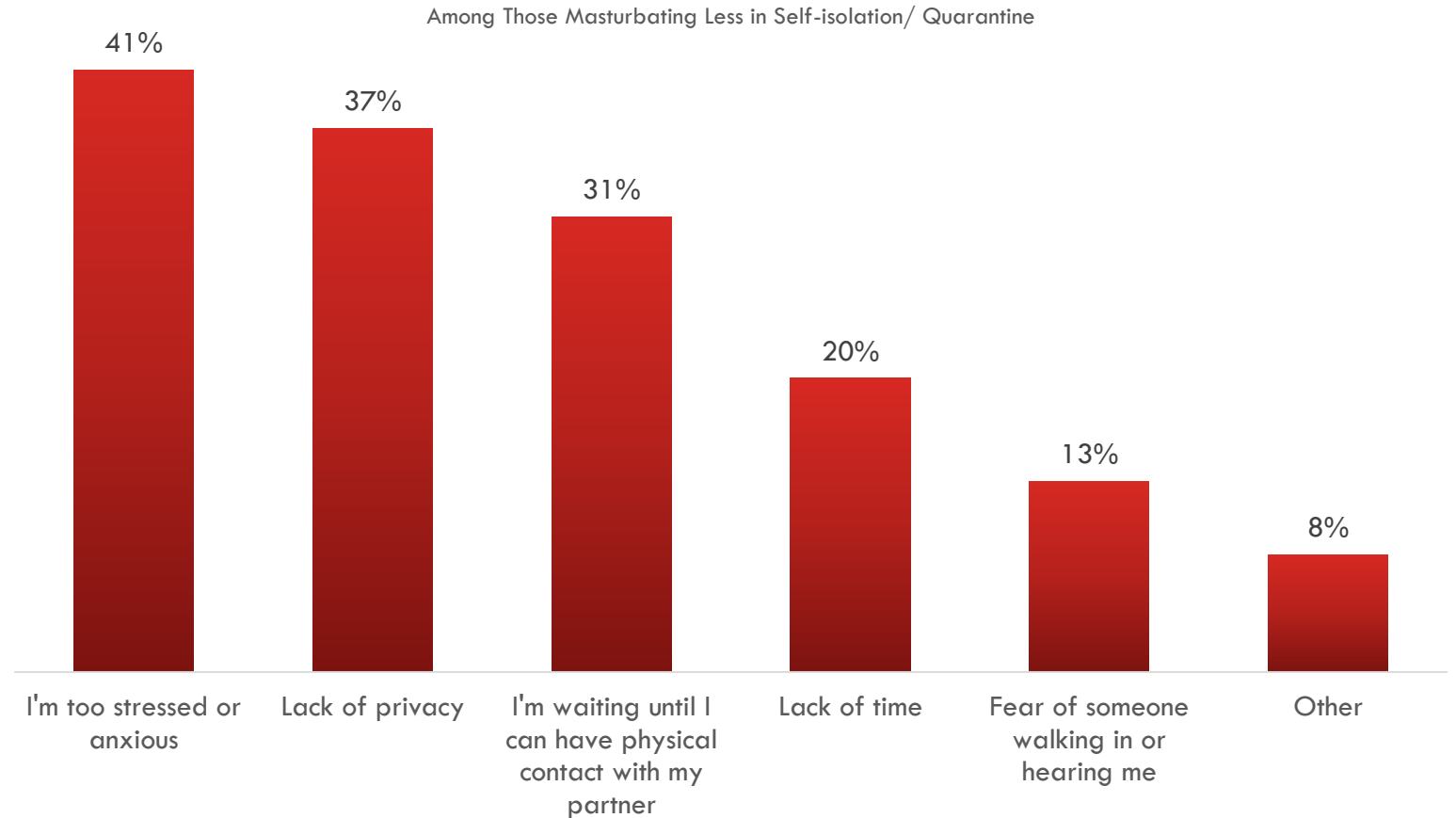
QCOVID3B: Why did you masturbate more during self-isolation or quarantine? Please select all that apply. , QCOVID8A: Earlier you mentioned that you're doing more of each of the following activities. What will you most likely do after self-isolation or quarantine is over?

* Caution: Small base



Germans Masturbating Less Frequently in Isolation Cite Stress and Lack of Privacy

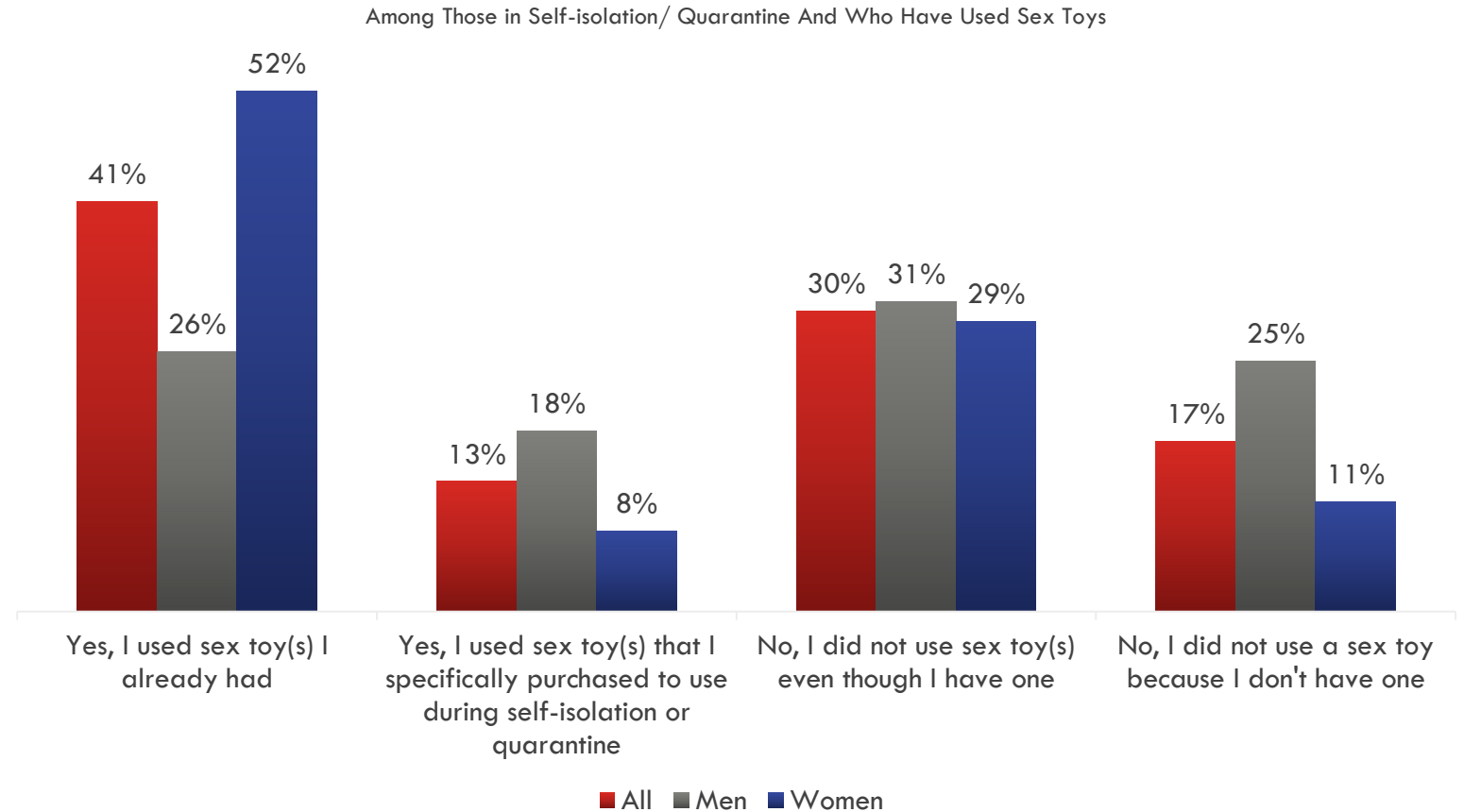
Two-thirds of those currently masturbating less during quarantine expect they will return to their usual amount after self-isolation is over.



QCOVID3C: Why did you masturbate less during self-isolation or quarantine? Please select all that apply. , QCOVID8B: Earlier you mentioned that you're doing less of each of the following activities. What will you most likely do after self-isolation or quarantine is over?

During Self-Isolation, Half Used Sex Toys and Half Did Not

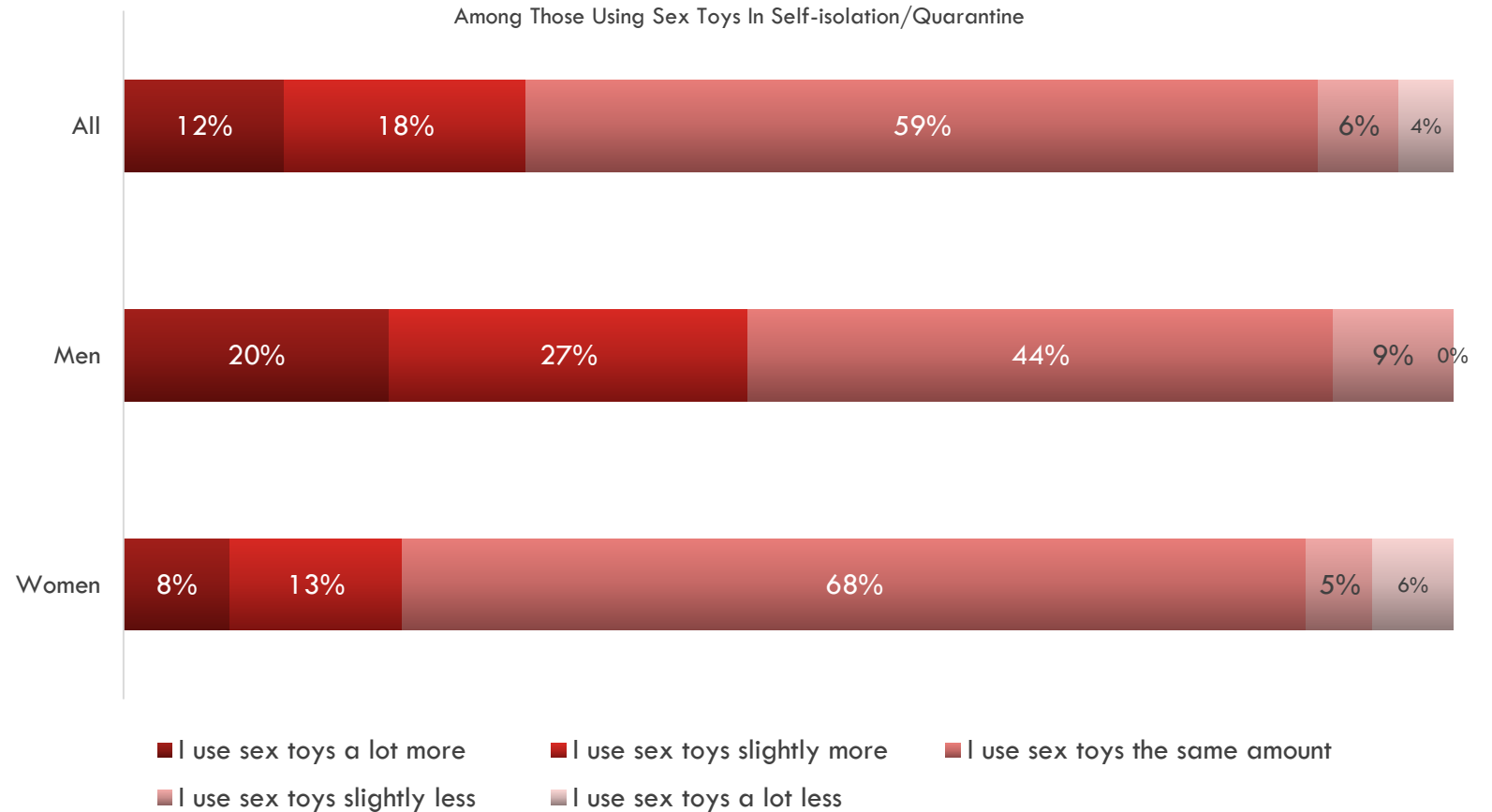
Among German Adults 18-54 who have self-isolated and who have prior experience with sex toys, two-in-five say they've been using sex toy(s) they already owned during self-isolation, led by women. A minority have been using sex toy(s) they specifically purchased to use during self-isolation or quarantine, but those purchasers were more likely to be men.



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

Men, Especially, Have Been Using Sex Toys During Quarantine

Slightly less than third of all quarantined sex toy users, report that they're using sex toys "more" during quarantine. Almost half of men say the same.

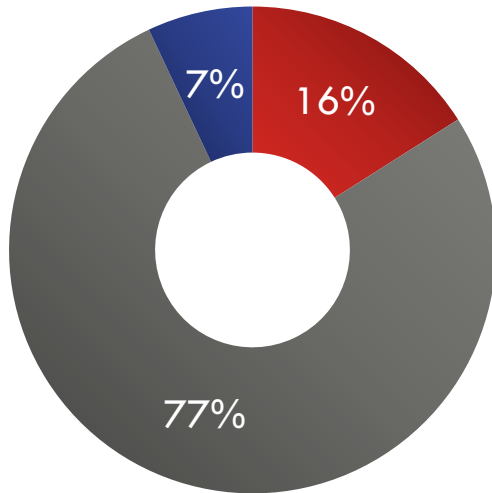


QCOVID5C: How has self-isolation or quarantine impacted how often you use (a) sex toy(s), if at all?

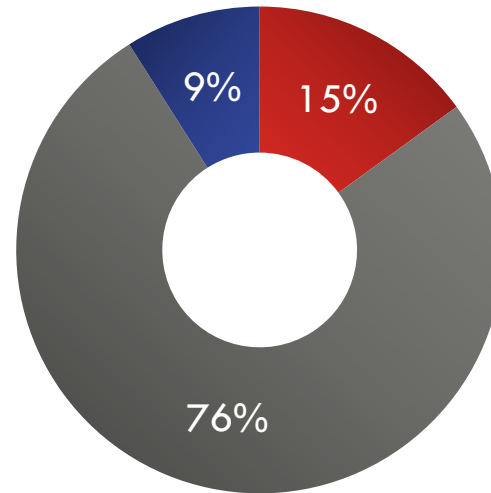
Attitudes Towards Sex And Sex Toys Have Remained The Same During Self-Isolation

Views are most positive on the topic of sex or sexuality.

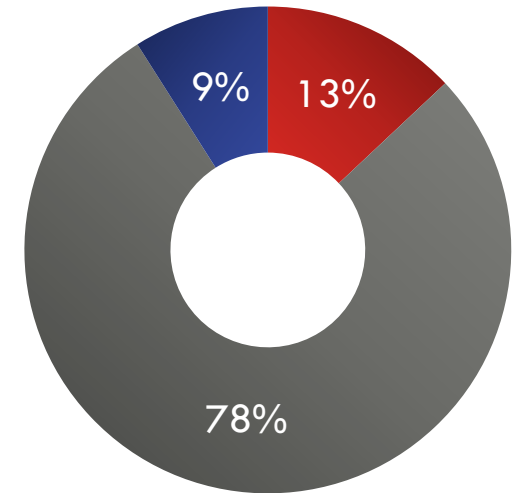
Talking About Sex or Sexuality
Among Those In Self-isolation/ Quarantine



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



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

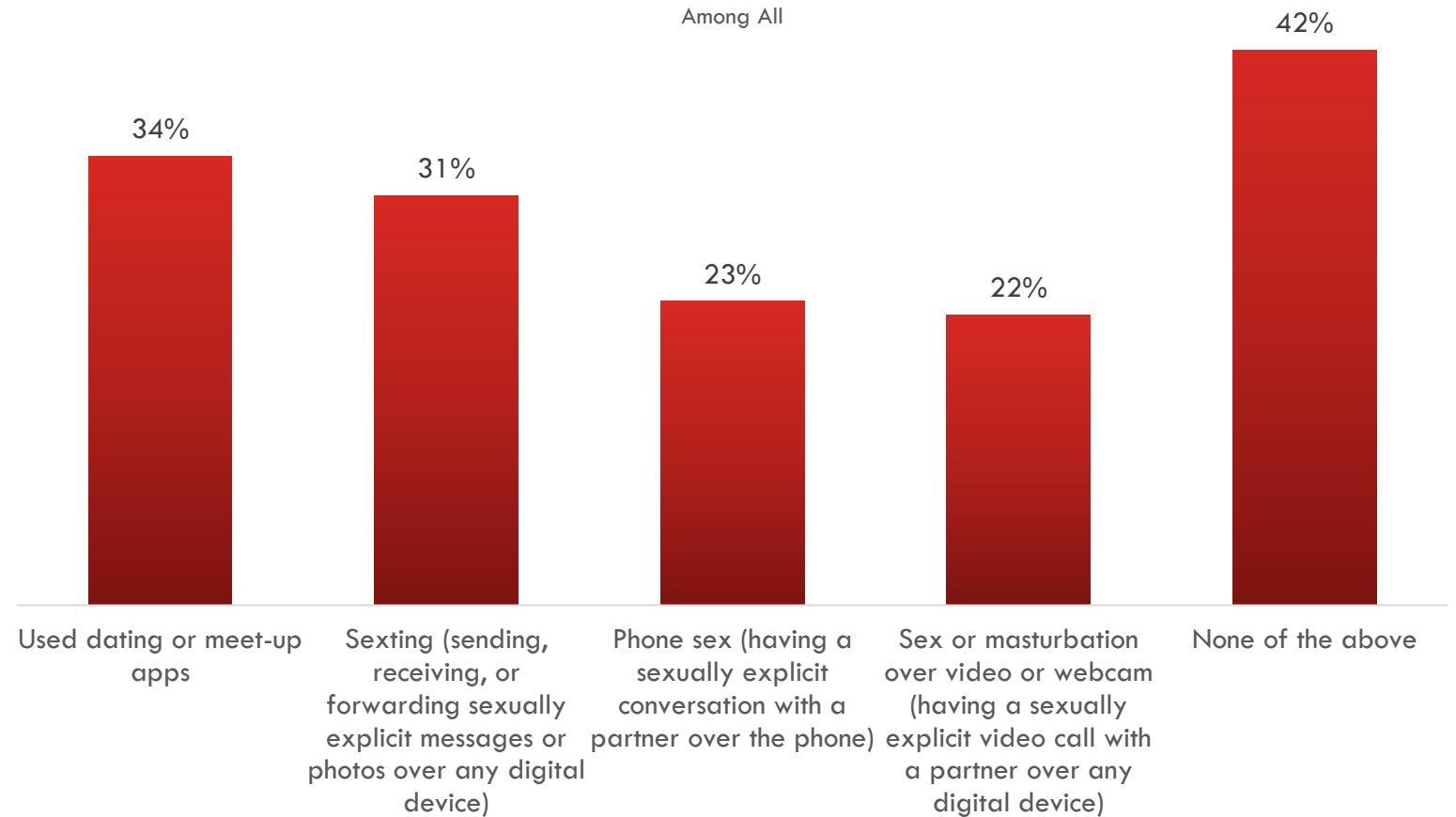


QCOVID7: How has self-isolation or quarantine impacted, if at all, your views on each of the following?

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

A Significant Proportion of Germans Have Not Engaged in Any Virtual Sex Activity

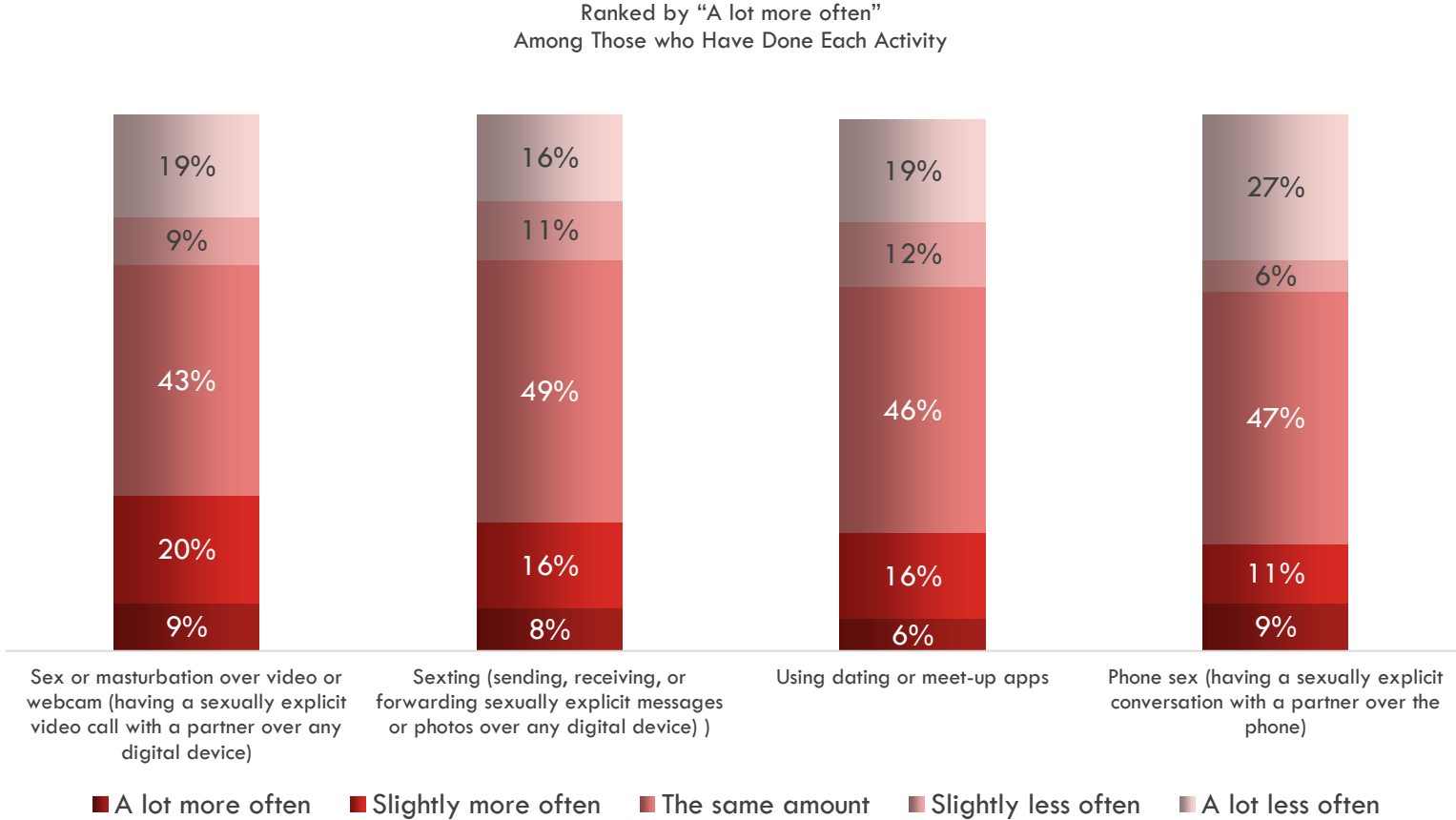
That said, dating apps and sexting lead these virtual activities.



QSEXACTIVITIES: Which of the following have you ever done?

During COVID-19, Virtual Sex Activities Have Not Significantly Increased

Perhaps as a result of lower rates of self-isolation and quarantine among German adults (18-54 years), virtual sex or masturbation have remained mostly the same.

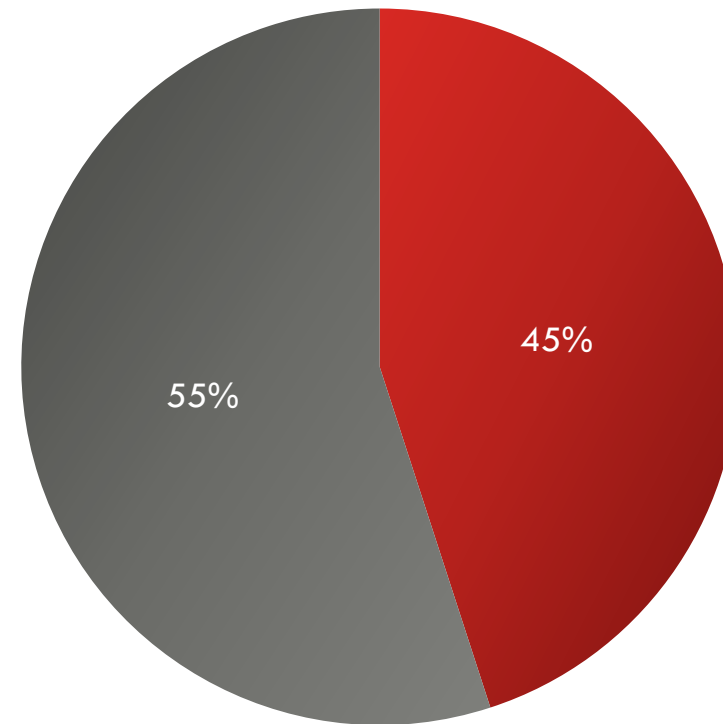


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all?

Many Who Are Masturbating More During Self-Isolation Will Return To Normal

Among those who are masturbating more often, less than 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

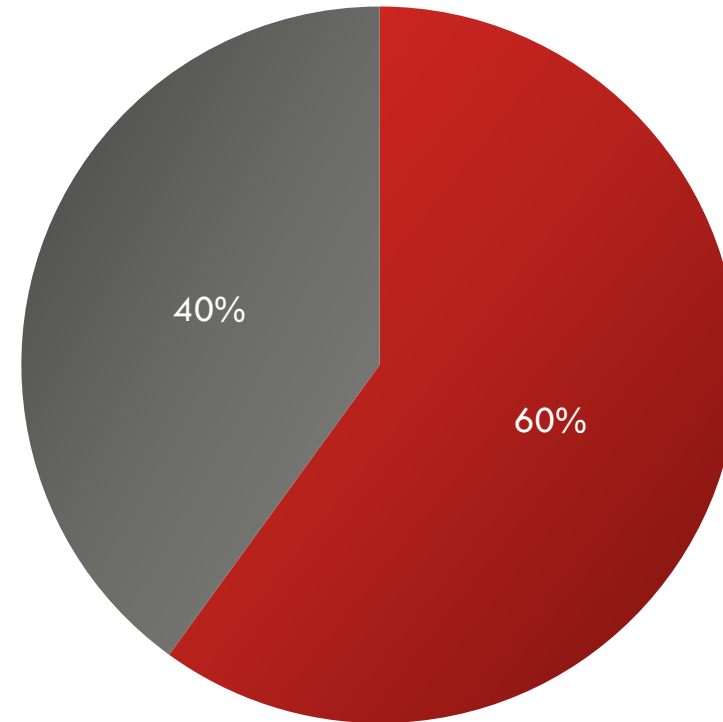
■ I will return to my usual amount

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

Among this group of quarantined frequent sex toy users, over three-in-five 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 Germany Online Quantitative Surveys

13 May 2020 – 17 May 2020

Weighting

50% Male/50% Female; Baden-Württemberg 13%/Bayern 16%/Berlin 4%/Brandenburg 3%/Bremen 1%/Hamburg 2%/Hessen 8%/Mecklenburg-Vorpommern 2%/Niedersachsen 9%/Nordrhein-Westfalen 22%/Rheinland-Pfalz 5%/Saarland 1%/Sachsen 5%/Sachsen-Anhalt 3%/Schleswig-Holstein 3%/Thüringen 3% ; Male 18-24 8%/Male 25-34 12%/Male 35-44 14%/Male 45-54 16%/Female 18-24 8%/Female 25-34 12%/Female 35-44 14%/Female 45-54 16%

Key Audiences

Gender	Male	n = 500
	Female	n = 500
Generation	Gen Z	n = 139
	Millennial	n = 422
Relationship Status	Gen X	n = 439
	In A Relationship	n = 628
	Single, Dating	n = 142
LGBTQIA+	Single, Not Dating	n = 227
	Non-LGBTQIA+	n = 873
Masturbation	LGBTQIA+	n = 127
	Masturbates Regularly (At Least A Few Times A Year Or More)	n = 779
Masturbation Frequency	Does Not Masturbate Regularly Or At All Or Never Have	n = 221
	Masturbates Daily	n = 87
	Masturbates Weekly	n = 377
	Masturbates Monthly	n = 224
	Masturbates Few Times A Year, Or Irregularly	n = 181
Sex Toy Experience	Masturbates Never	n = 131
	Has Used Sex Toys	n = 561
Sex Toy Usage	Has Never Used Sex Toys	n = 439
	Currently Uses Sex Toys	n = 309
Sex Toy Usage Frequency	Does Not Currently Use Sex Toys	n = 691
	Uses Sex Toys At Least Once A Month	n = 272
	Uses Sex Toys Less Than Once A Month	n = 38