



TENGA

2020 SELF-PLEASURE REPORT

Sexual and Self-Pleasure Behaviors and Attitudes in Spain

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 inquires.

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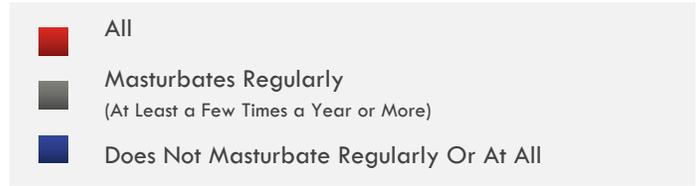
Key Findings

- Nearly all Spaniards masturbate, with 9 in 10 reporting that they've done so before.
 - Both men and women report higher rates of masturbation vs. their counterparts in other European markets.
 - Over half of Spanish adults report masturbating once a week or more.
 - Nearly two-thirds of Spaniards see masturbation as an outlet for sexual pleasure and a stress-relief tool.
- Spanish adults overwhelmingly see masturbation as positive and natural, with a positive impact on mood and health.
- Spaniards don't shy away from discussing sex, masturbation, and, especially, sex toys.
 - Where other cultures see only about two-thirds of their population having discussed sex toys, over 4 in 5 Spaniards have discussed them.
- In Spain, sex toys are quickly gaining in mainstream acceptance and popularity.
 - A majority Spaniards report having used sex toys before.
 - This includes half of Spanish men, who saw a 7-point increase in reported sex toy experience since 2019.
 - Two-thirds of Spaniards view sex toys as being equally useful for both men and women.
- Awareness of TENGA in Spain has risen since 2019, as has overall openness to purchasing a sex toy.
 - Men in particular report a 17-point increase in openness to the idea of buying a sex toy.
- Less than half of Spanish adults have received sex education, and those that received it have retained about half of the material.
 - Spaniards are as likely to seek sexual answers from partners, friends, or family members as from the internet—a departure from other markets.
- COVID-19 has sparked a slight uptick in masturbation and sex toy usage, especially among men.
 - Sex toy usage might see more persistent behavior change: after COVID-19 has passed, a majority of adults reporting increased masturbation in quarantine say that they will return to their usual amount; in contrast, over two-thirds that have been using sex toys more will continue with their higher frequency.

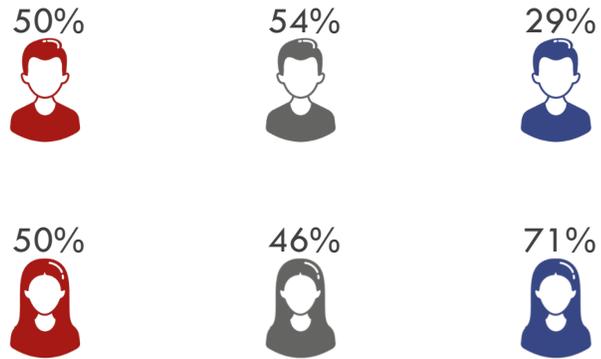
AUDIENCE PROFILING

Audience Profiling

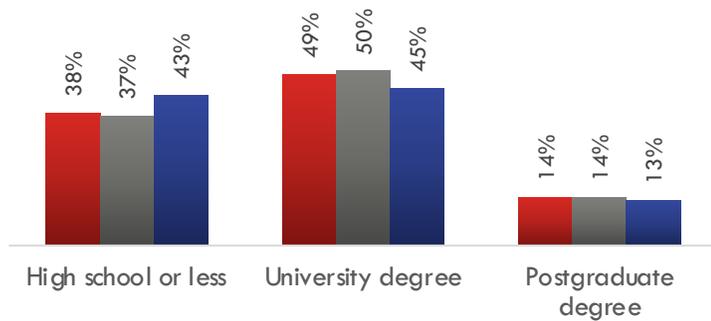
Masturbation



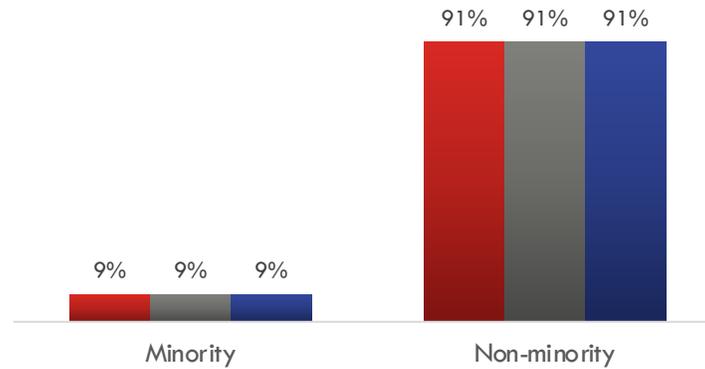
GENDER



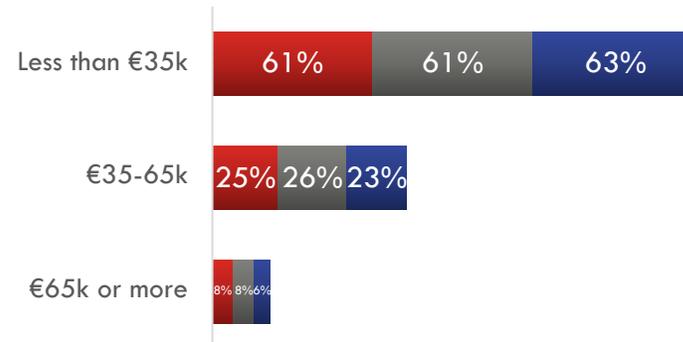
EDUCATION



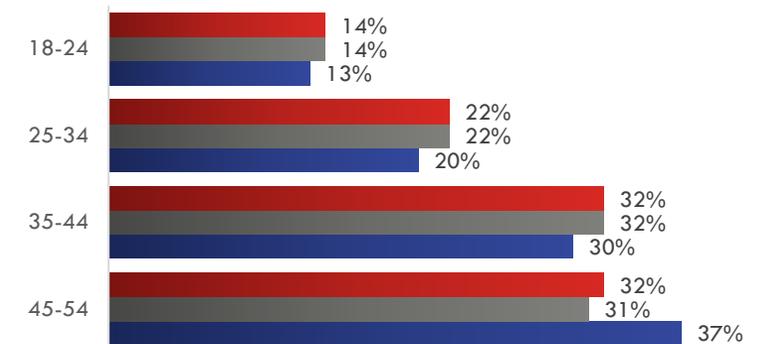
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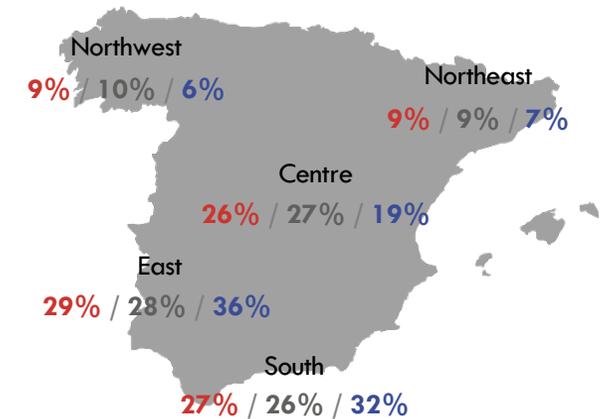
INCOME



AGE



REGION

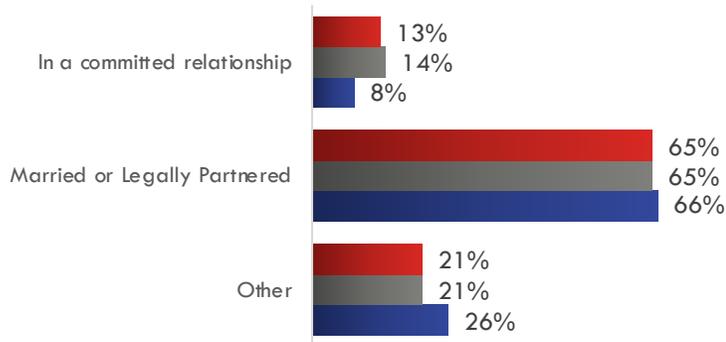


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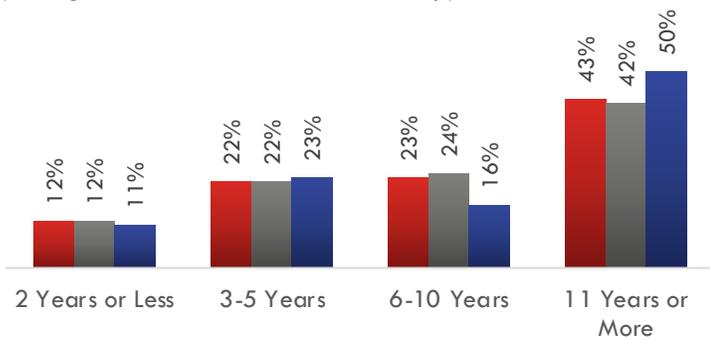
Masturbation



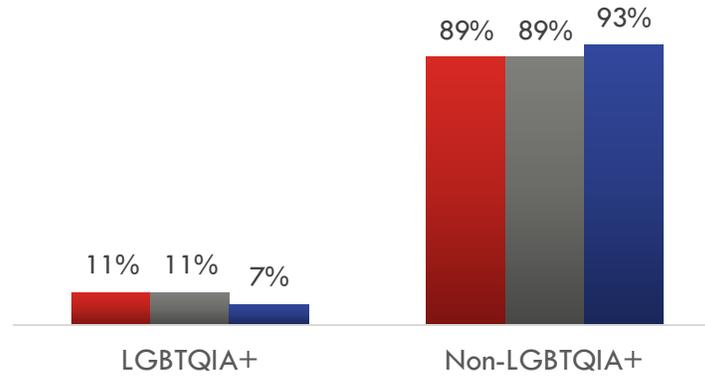
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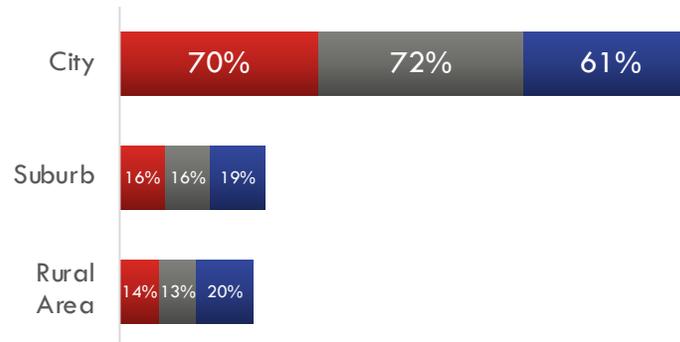
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



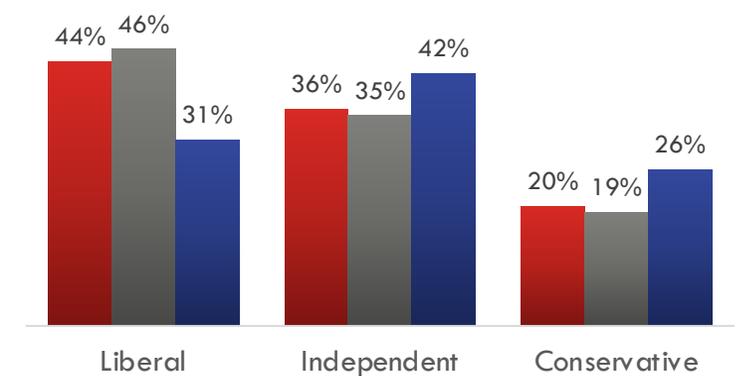
SEXUAL ORIENTATION



LIVING AREA



IDEOLOGY



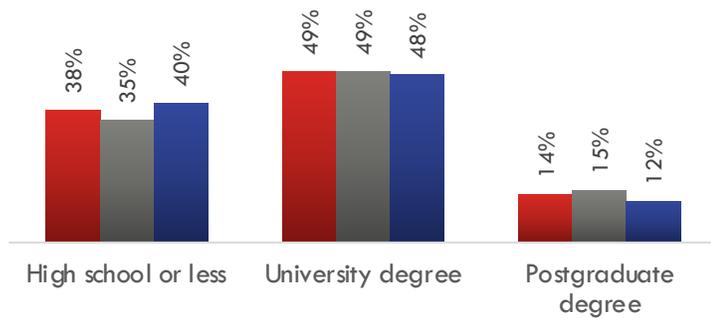
Audience Profiling

Sex Toy Experience

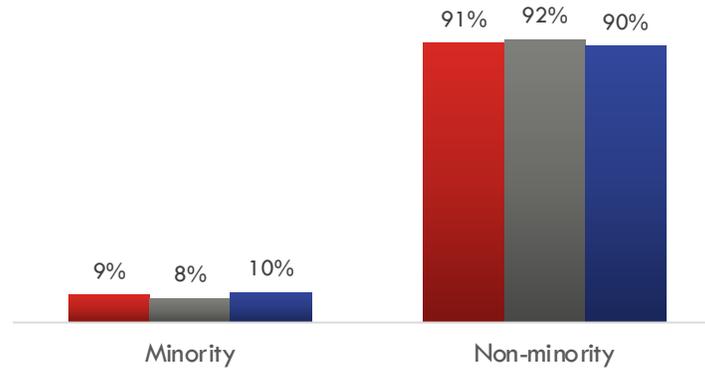
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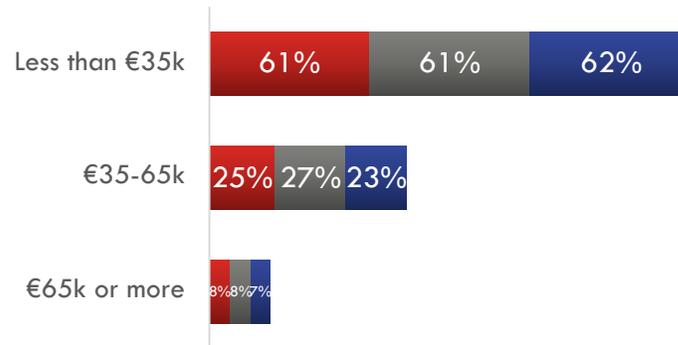
EDUCATION



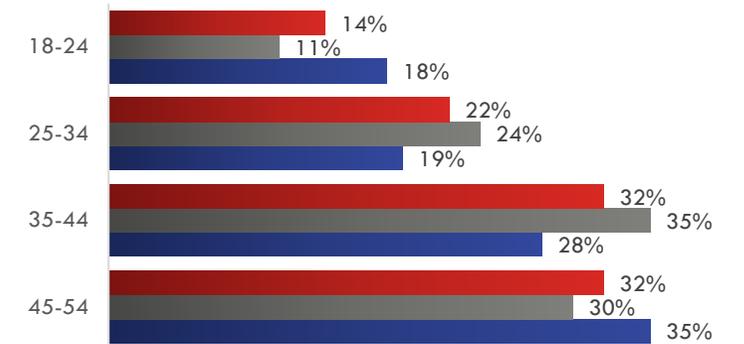
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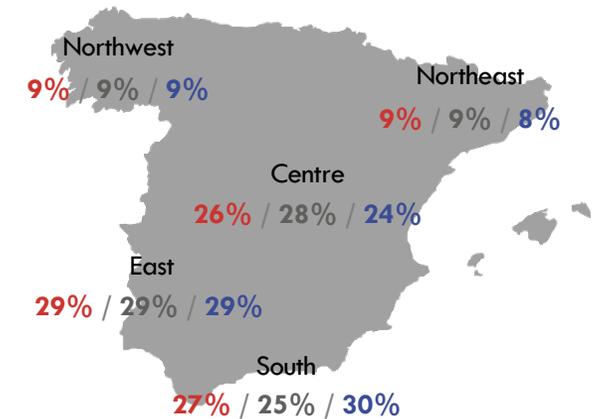
INCOME



AGE



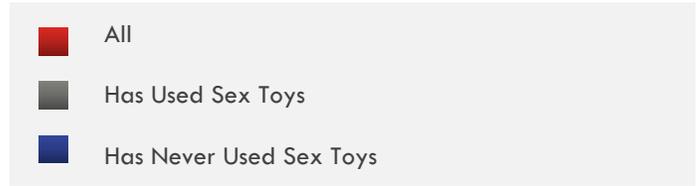
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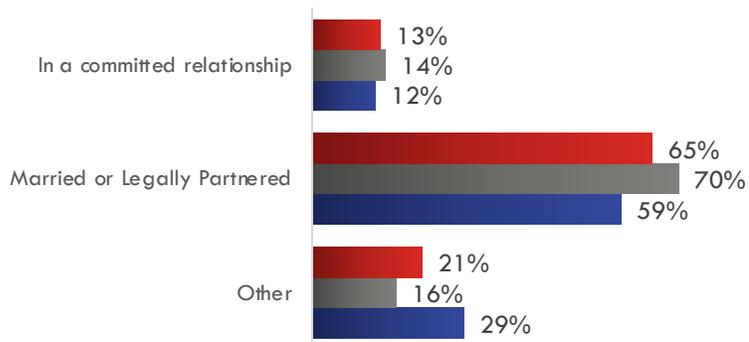
- All
- Has Used Sex Toys
- Has Never Used Sex Toys

Audience Profiling

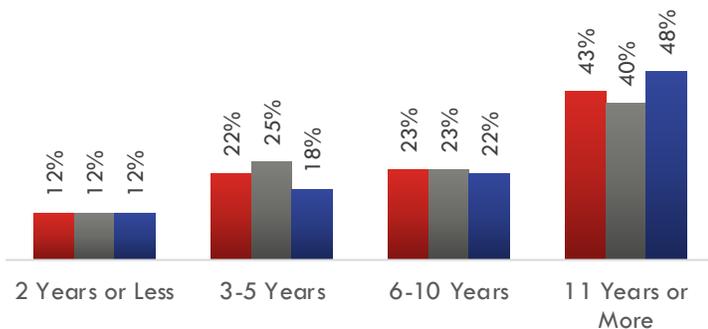
Sex Toy Experience



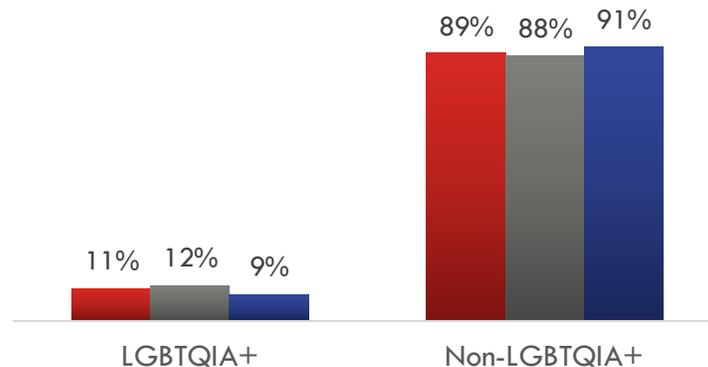
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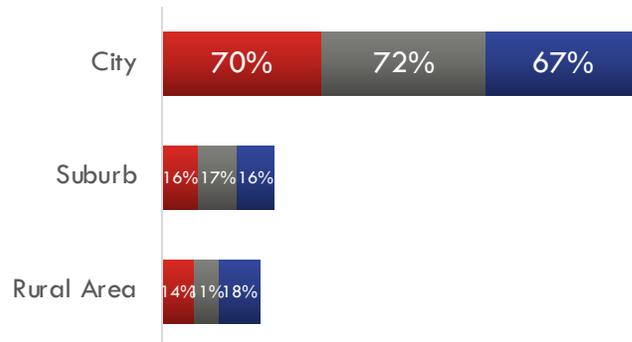
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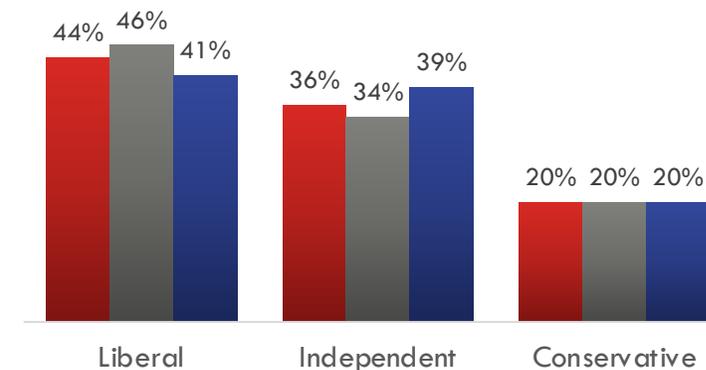
SEXUAL ORIENTATION



LIVING AREA



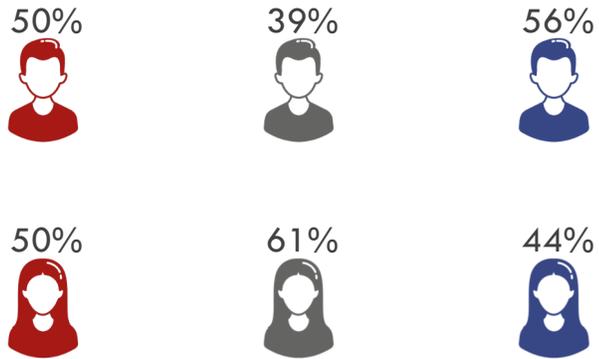
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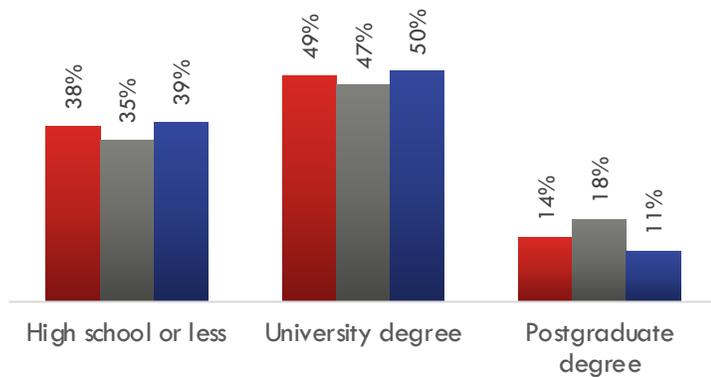
Audience Profiling

Sex Toy Usage

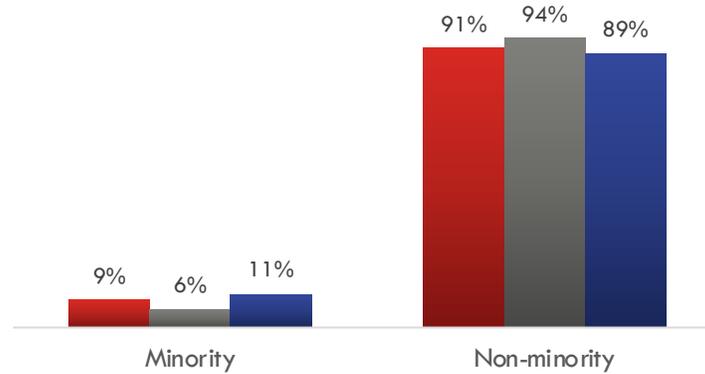
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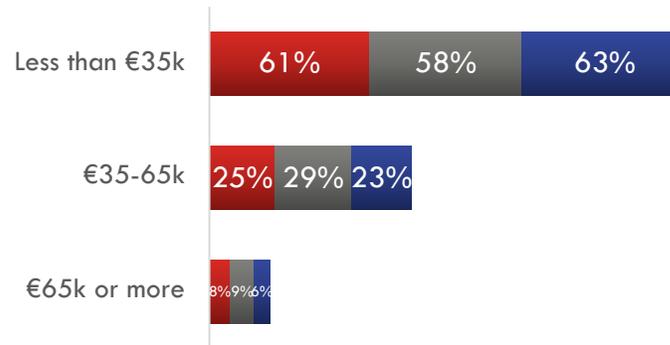
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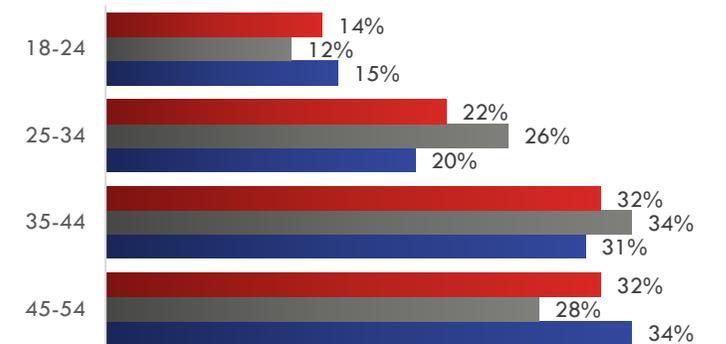
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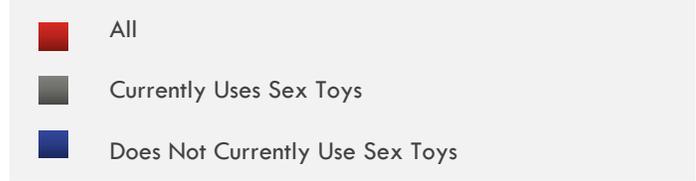
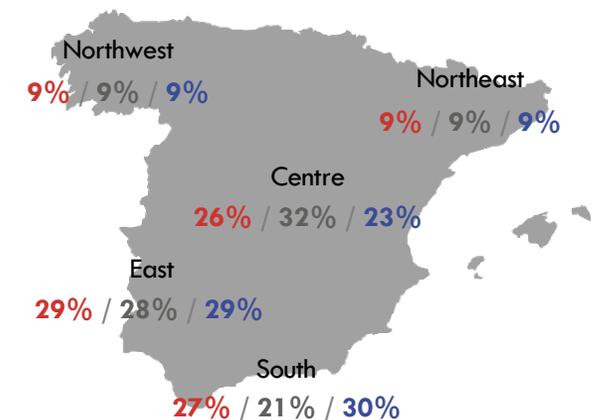
INCOME



AGE



REGION

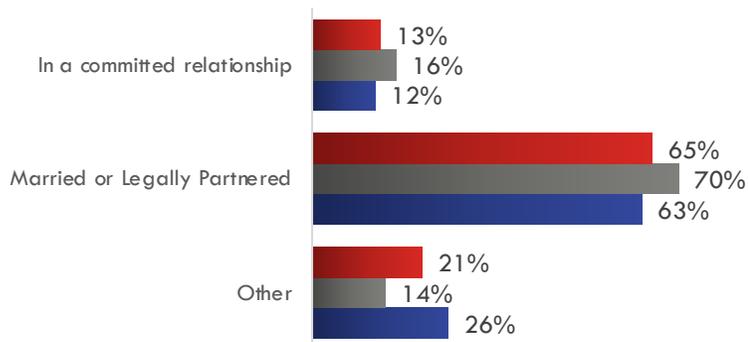


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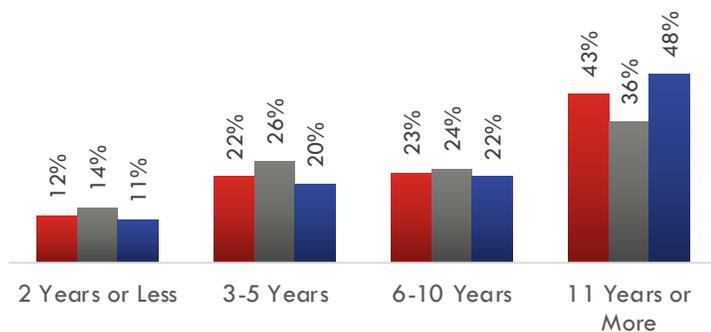
Sex Toy Usage



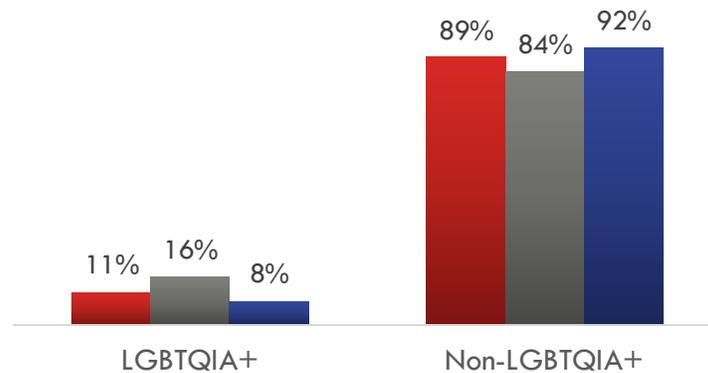
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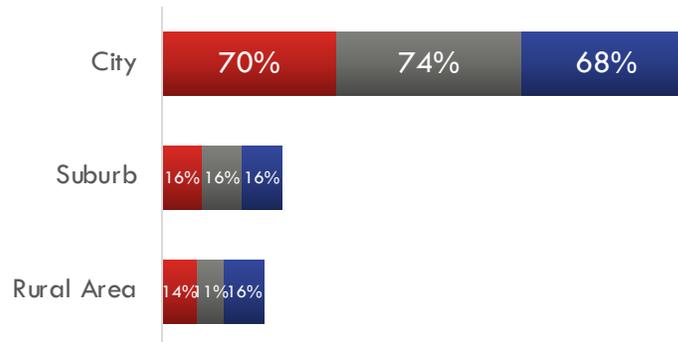
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



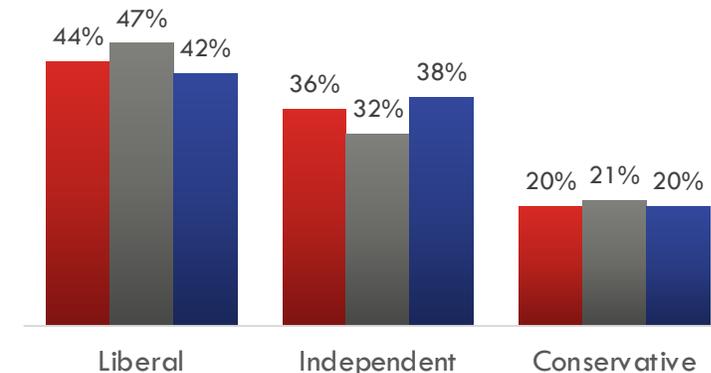
SEXUAL ORIENTATION



LIVING AREA



IDEOLOGY



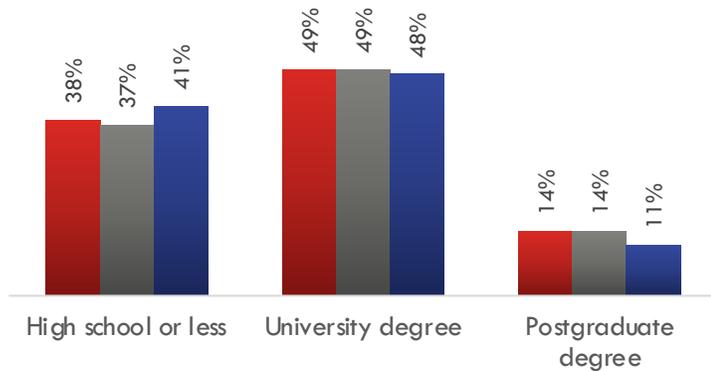
Audience Profiling

Sex Toy Purchasing

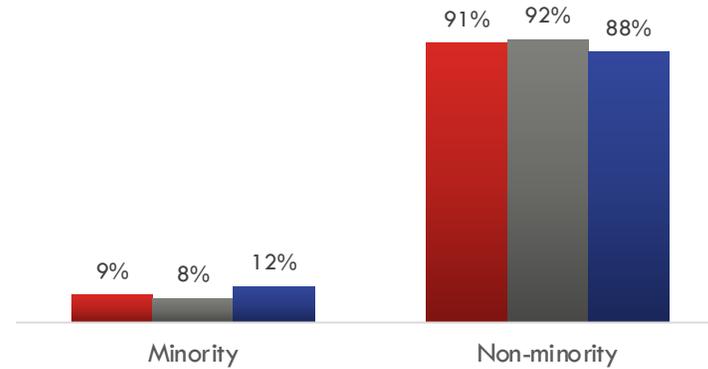
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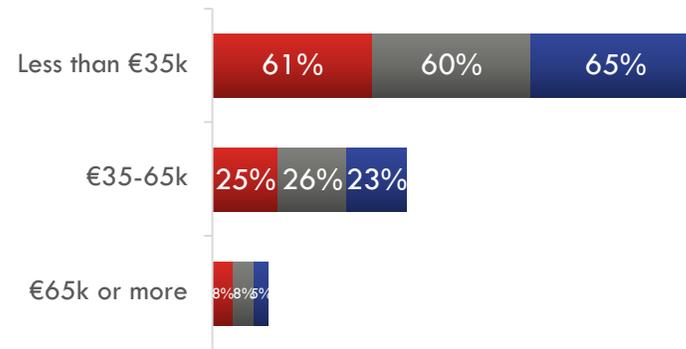
EDUCATION



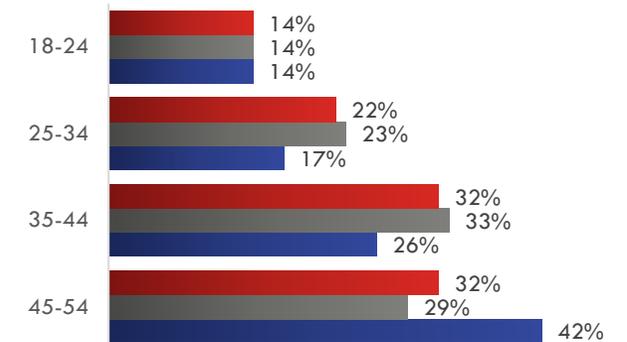
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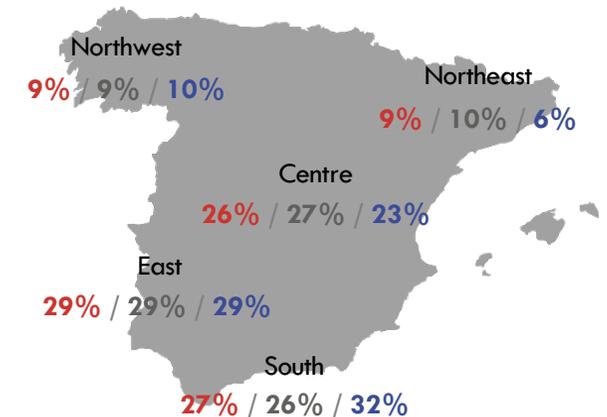
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AGE



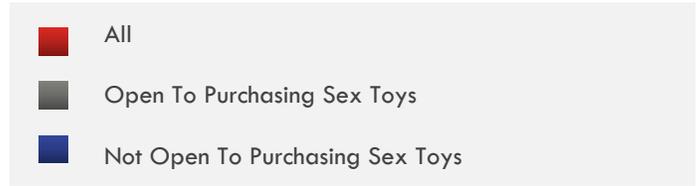
REGION



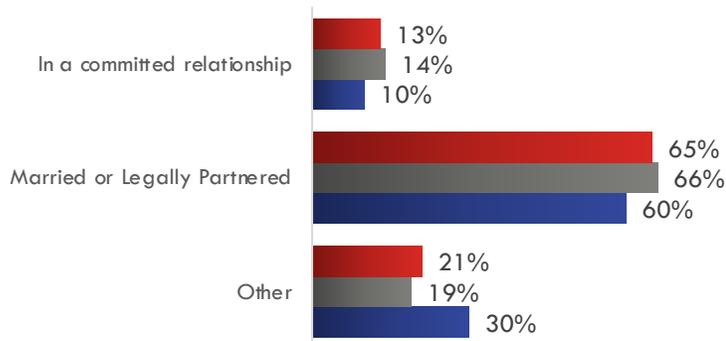
- All
- Open To Purchasing Sex Toys
- Not Open To Purchasing Sex Toys

Audience Profiling

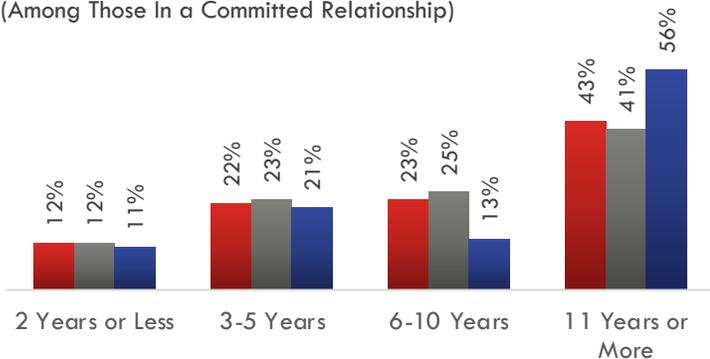
Sex Toy Purchasing



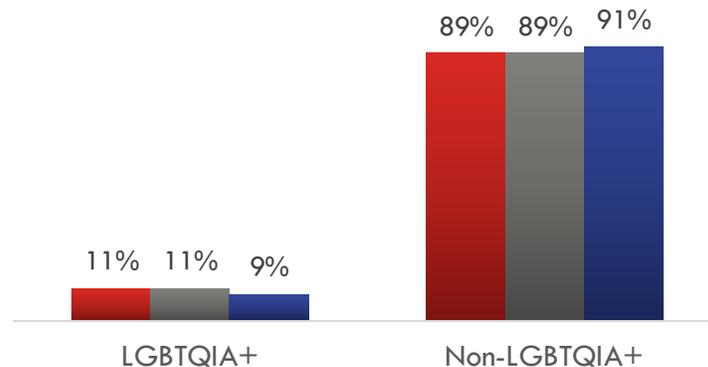
RELATIONSHIP STATUS



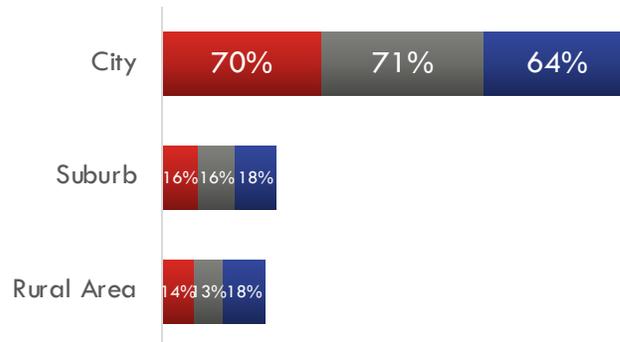
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



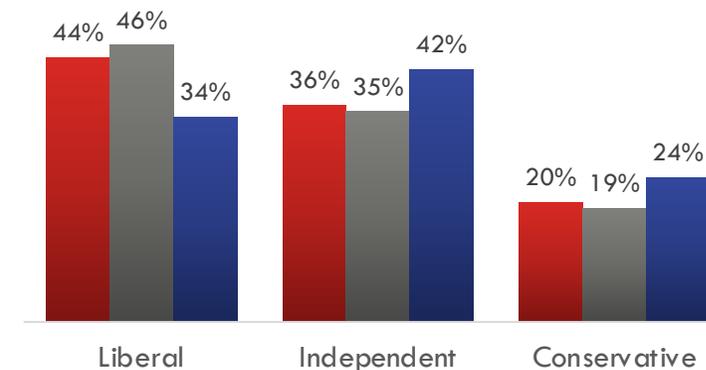
SEXUAL ORIENTATION



LIVING AREA

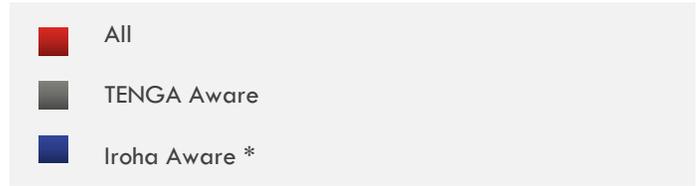


IDEOLOGY

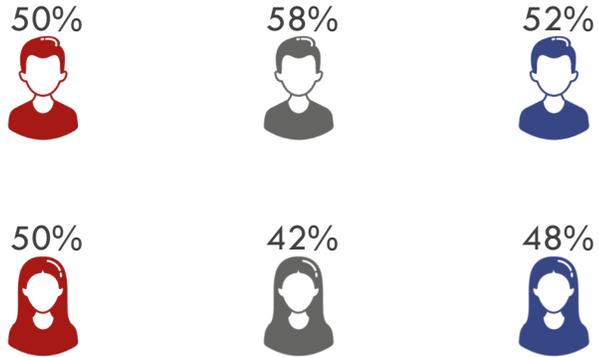


Audience Profiling

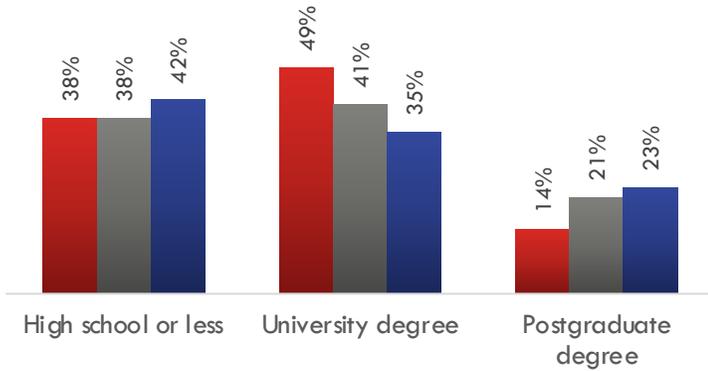
TENGA and Iroha Aware



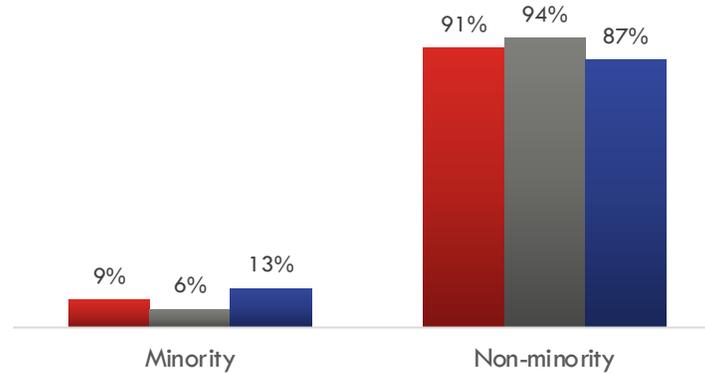
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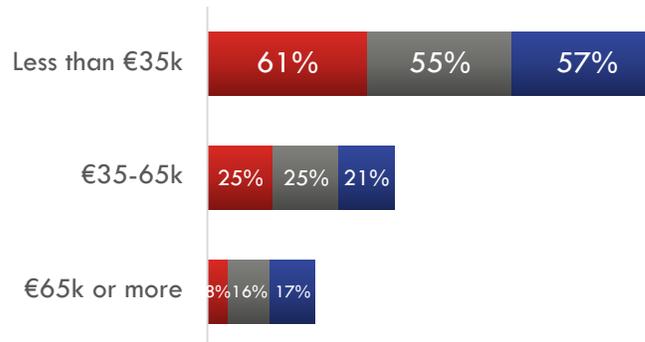
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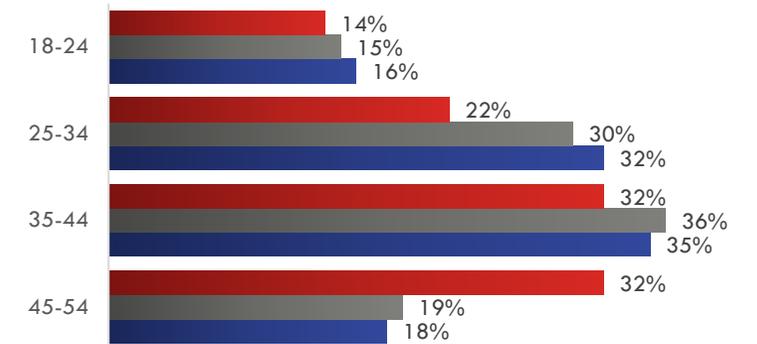
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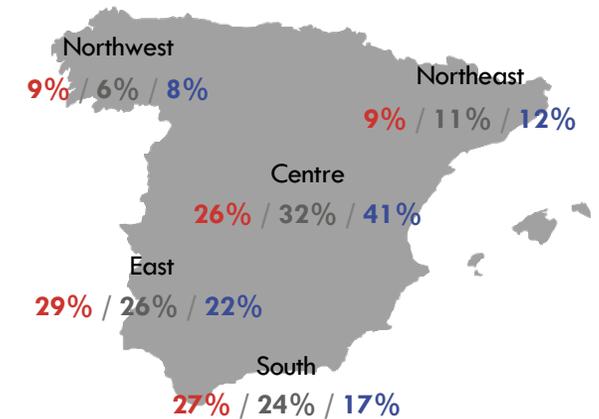
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AGE



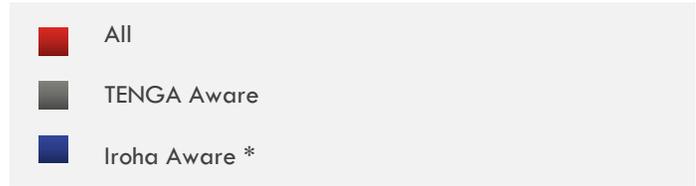
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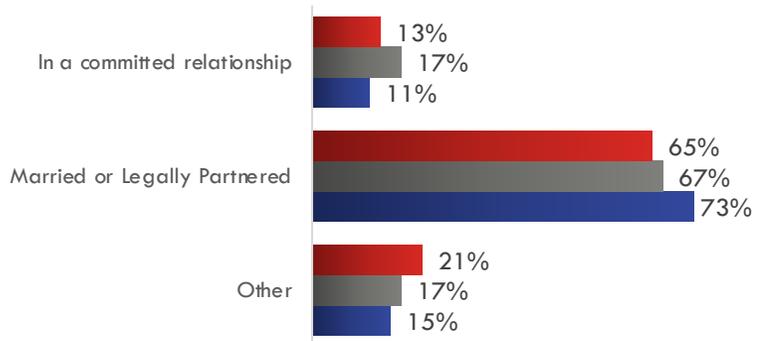
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Audience Profiling

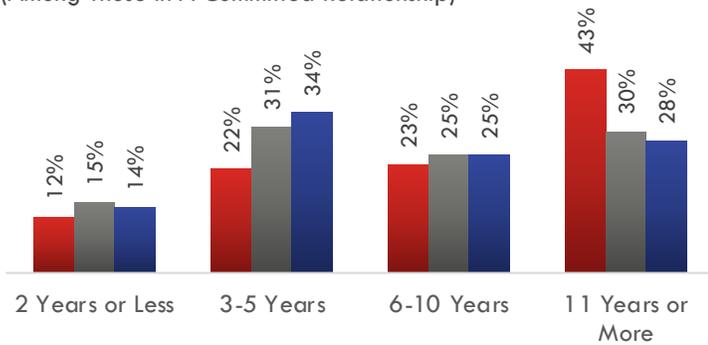
TENGA and Iroha Aware



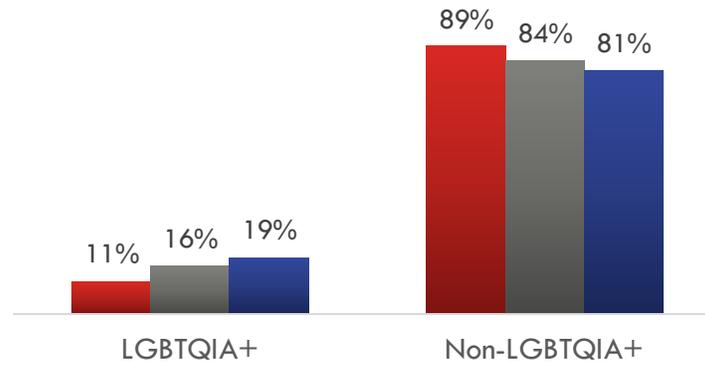
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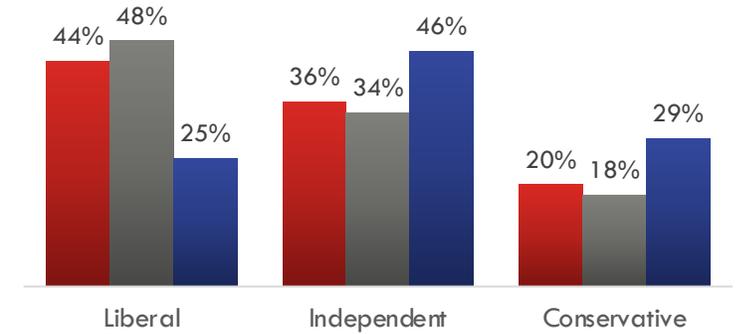
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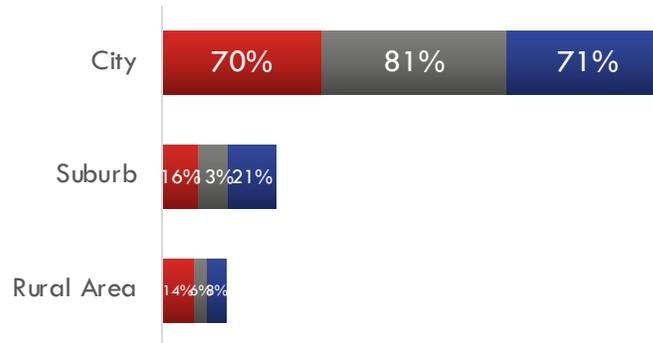
SEXUAL ORIENTATION



IDEOLOGY



LIVING AREA



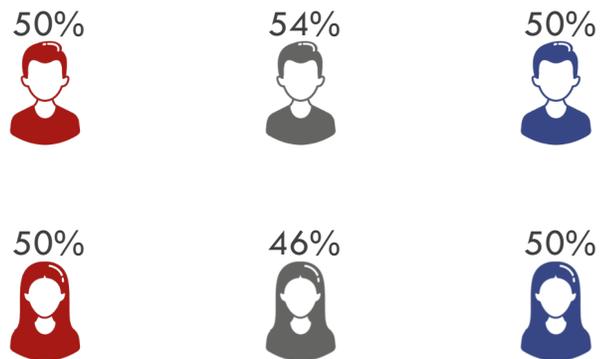
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Audience Profiling

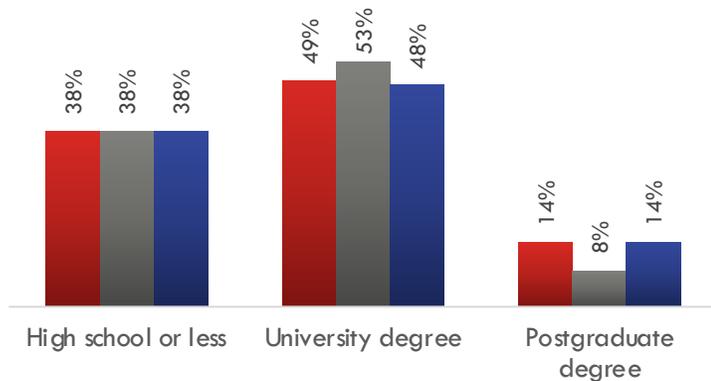
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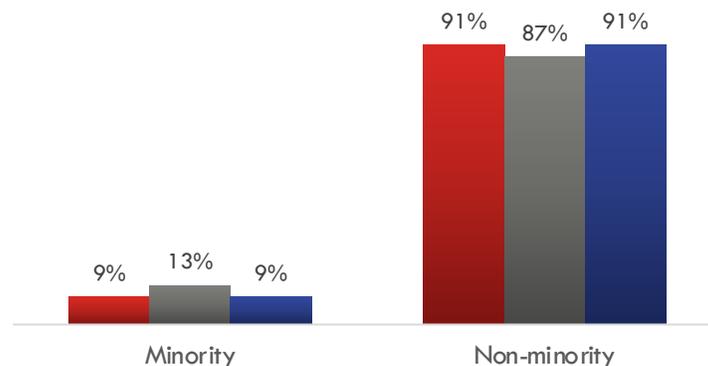
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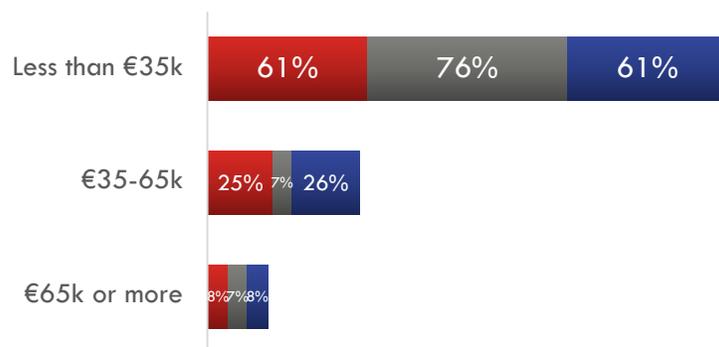
EDUCATION



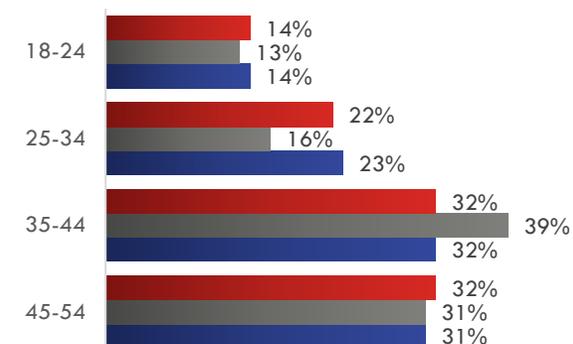
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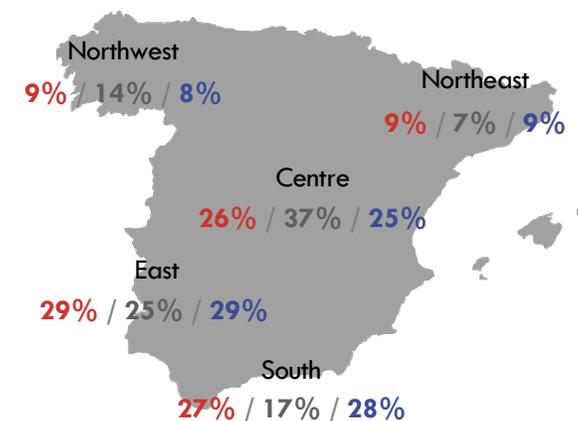
INCOME



AGE



REGION



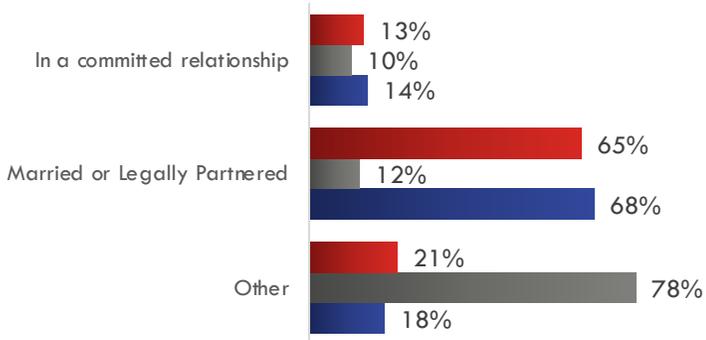
* Caution – Small base-size

Audience Profiling

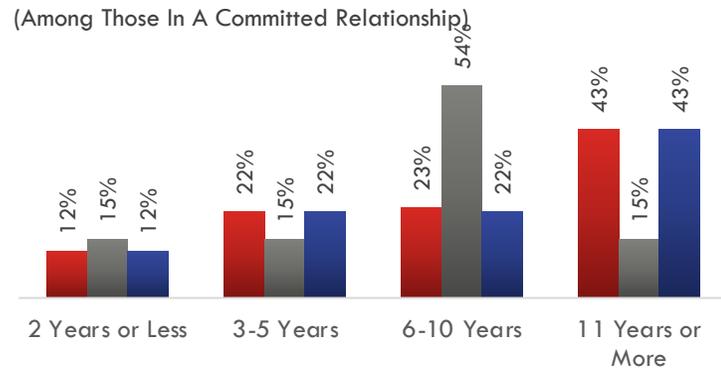
Quarantine Status: Alone or With Others



RELATIONSHIP STATUS

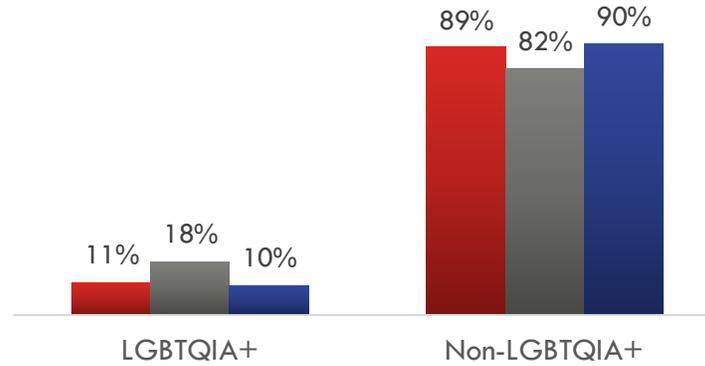


LENGTH OF RELATIONSHIP

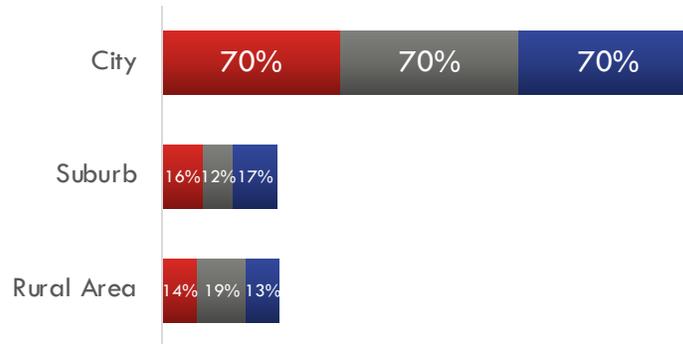


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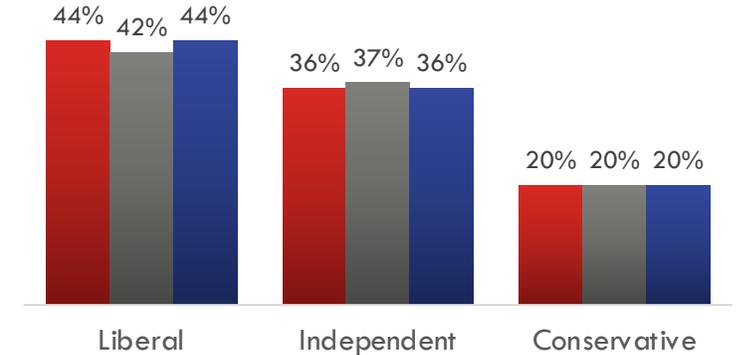
SEXUAL ORIENTATION



LIVING AREA



IDEOLOGY

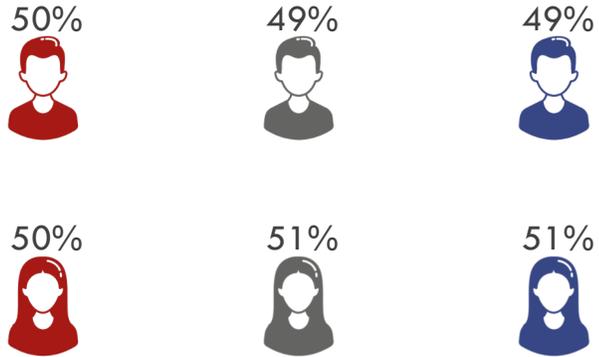


Audience Profiling

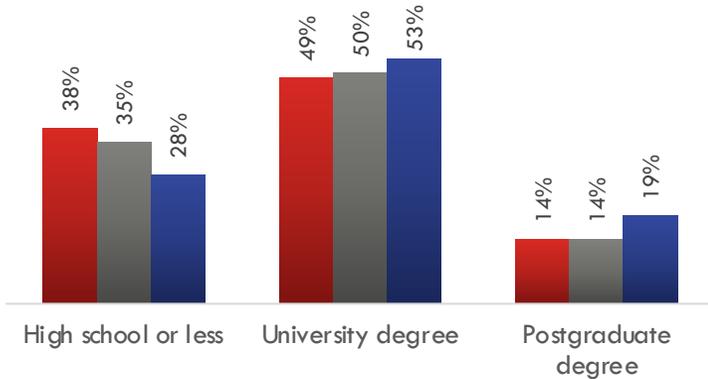
Quarantine Status: With or Without Partner



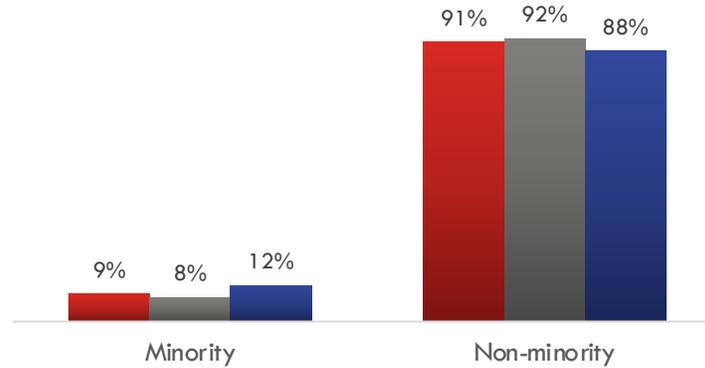
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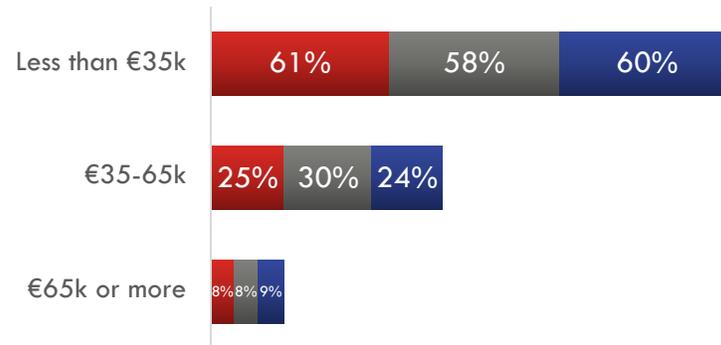
EDUCATION



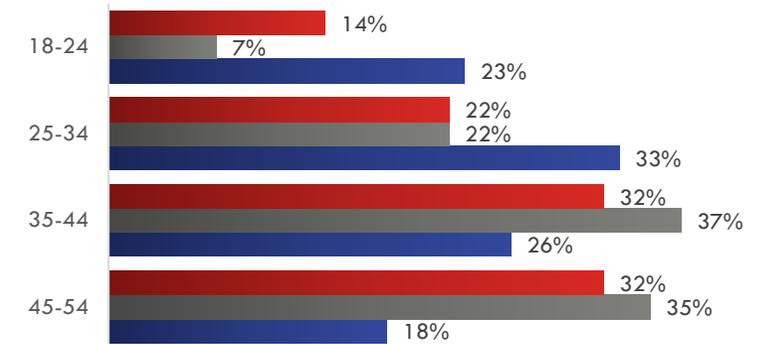
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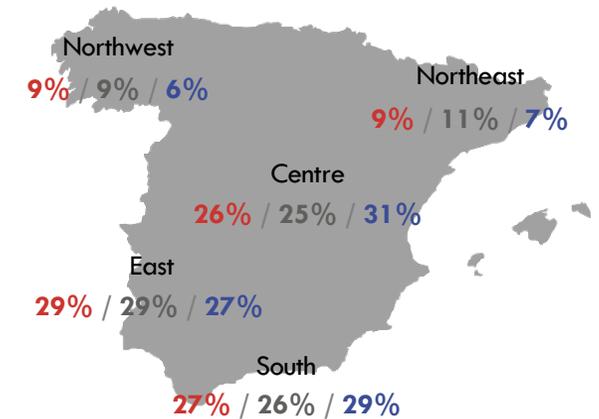
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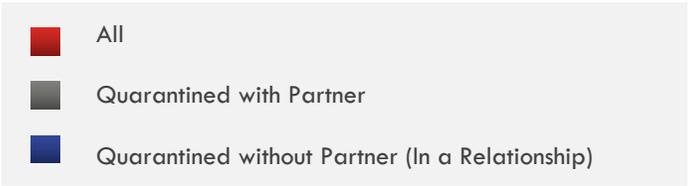


REGION

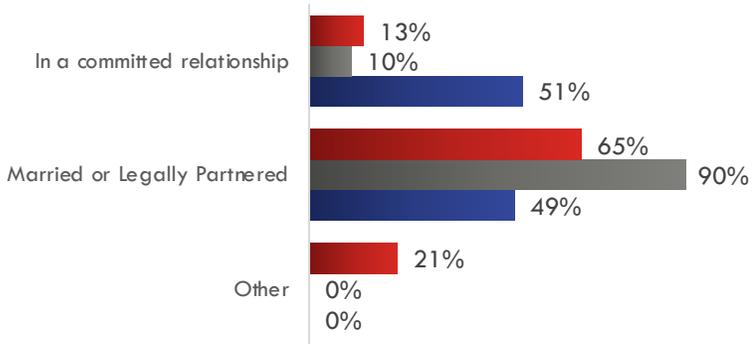


Audience Profiling

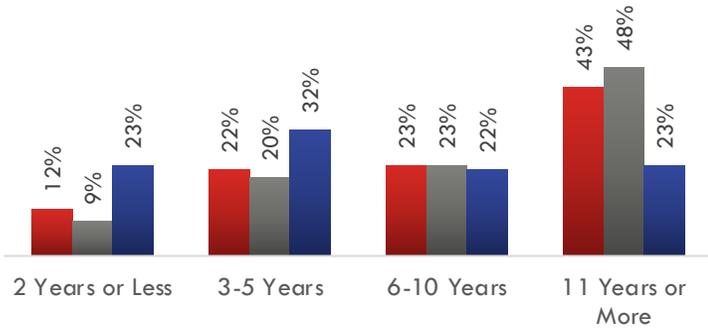
Quarantine Status: With or Without Partner



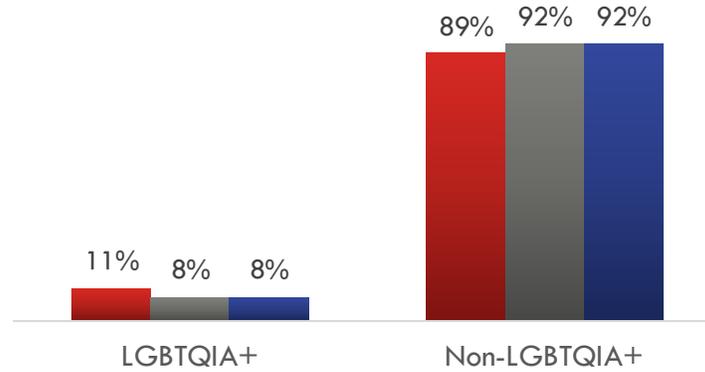
RELATIONSHIP STATUS



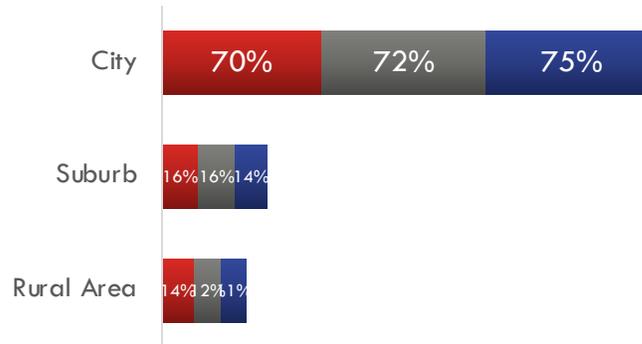
LENGTH OF RELATIONSHIP (Among Those In A Committed Relationship)



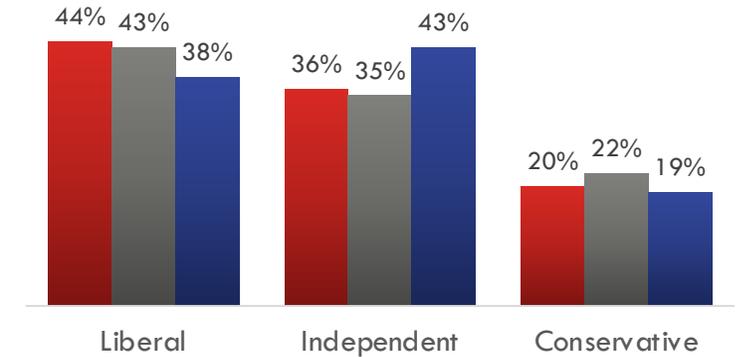
SEXUAL ORIENTATION



LIVING AREA

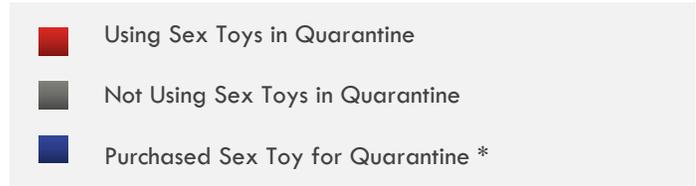


IDEOLOGY

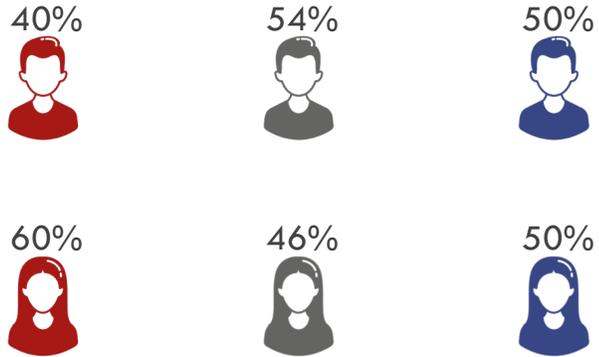


Audience Profiling

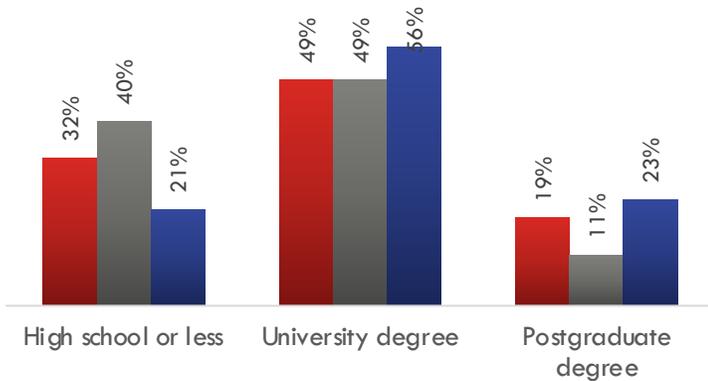
Sex Toy Usage in Quarantine



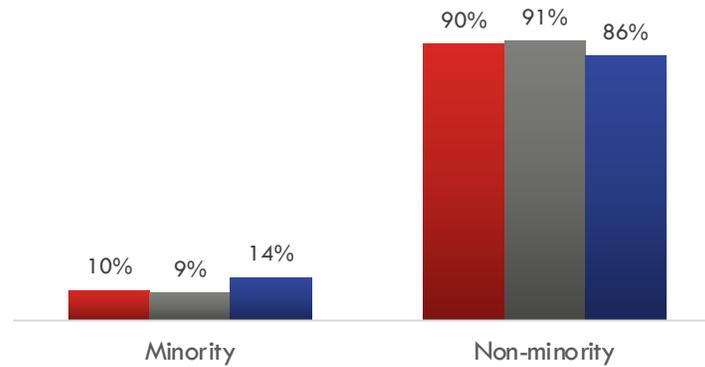
GENDER



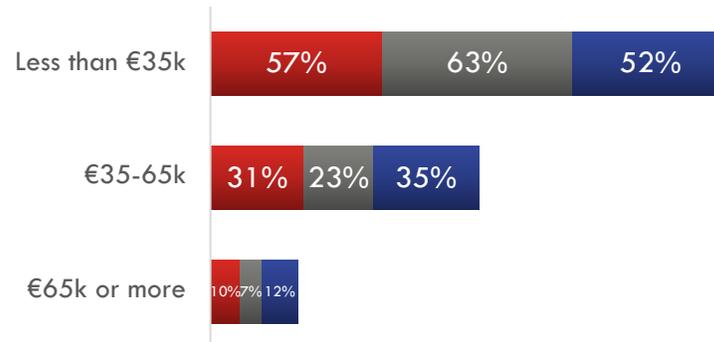
EDUCATION



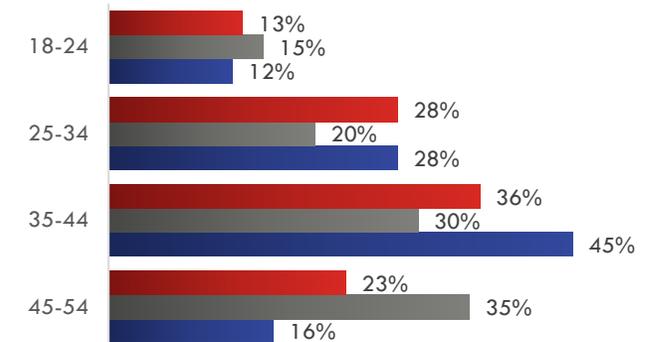
ETHNICITY



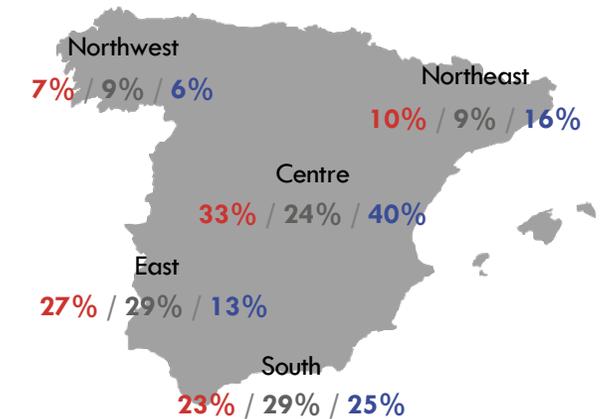
INCOME



AGE



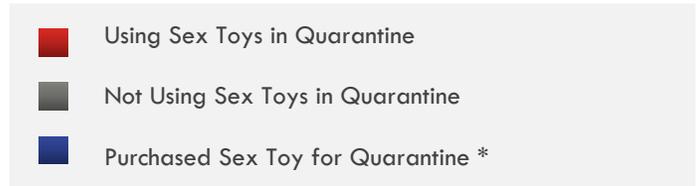
REGION



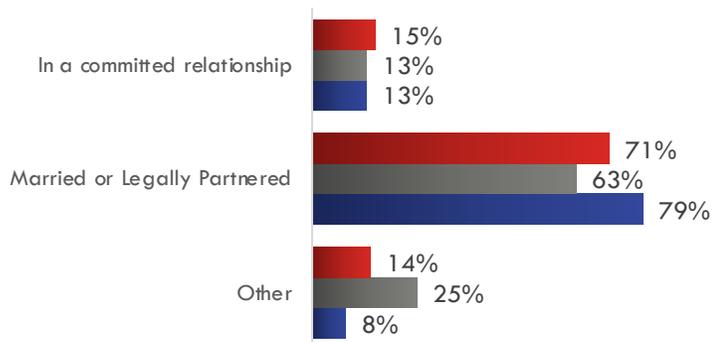
* Caution – Small base-size

Audience Profiling

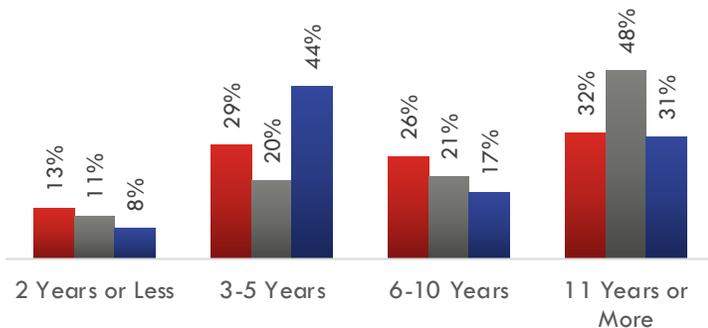
Sex Toy Usage in Quarantine



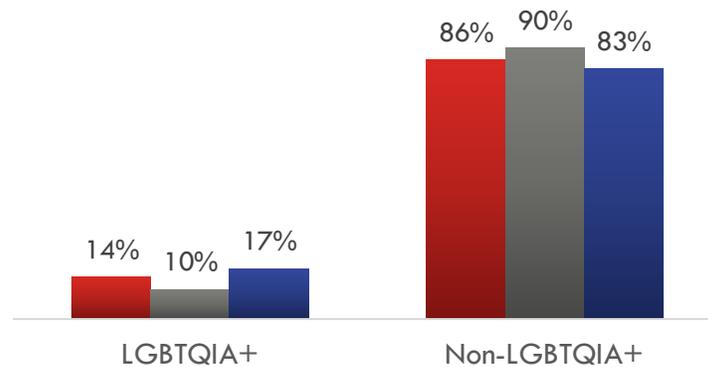
RELATIONSHIP STATUS



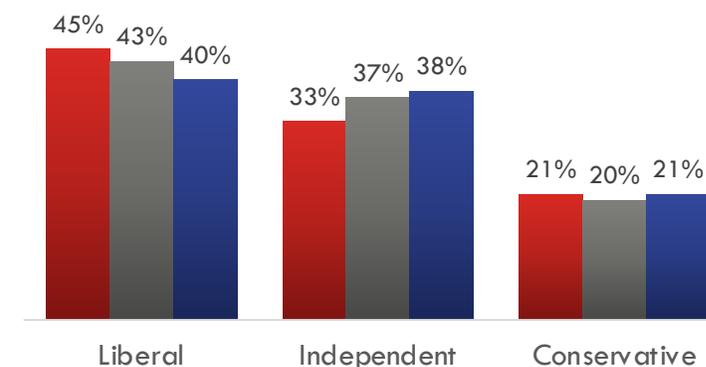
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



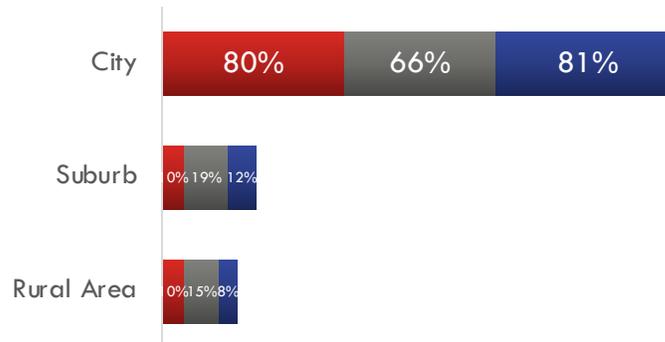
SEXUAL ORIENTATION



IDEOLOGY



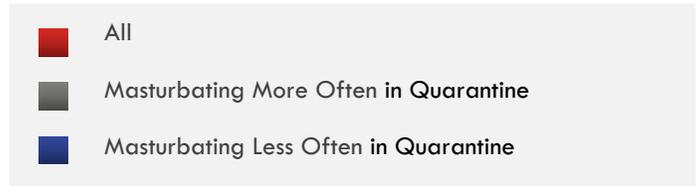
LIVING AREA



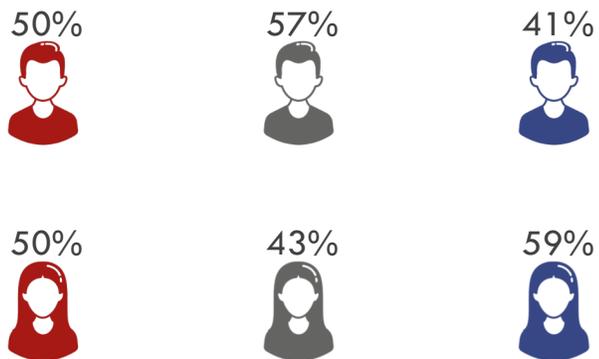
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Audience Profiling

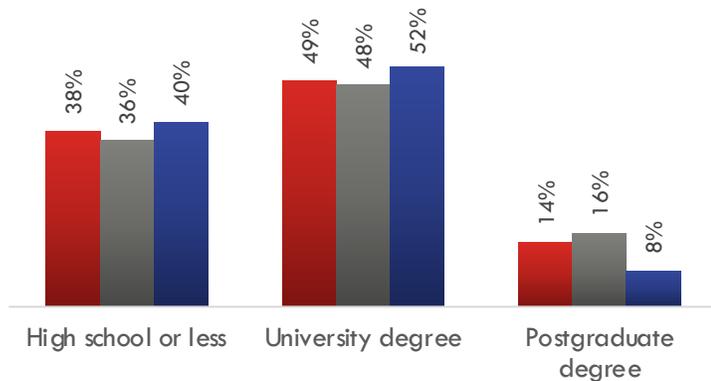
Masturbating More and Less in Quarantine



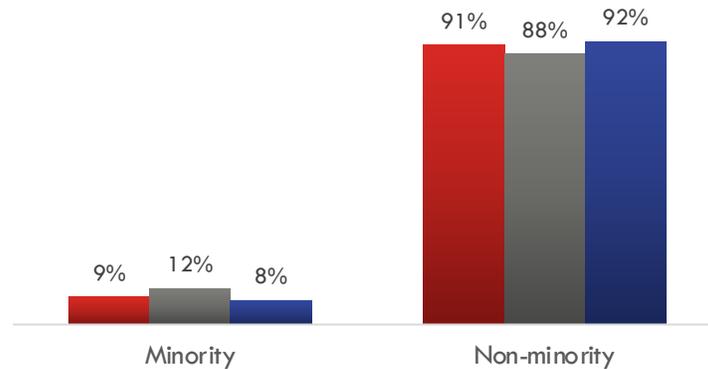
GENDER



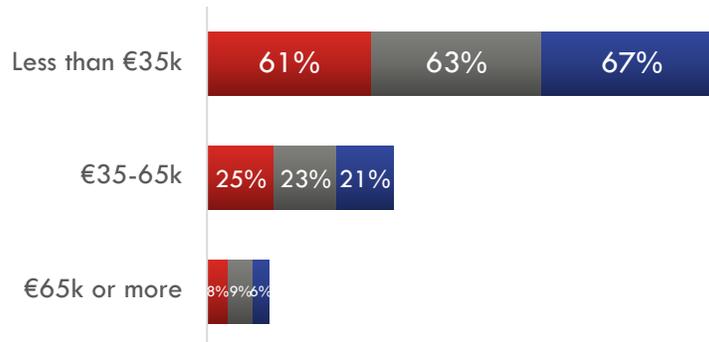
EDUCATION



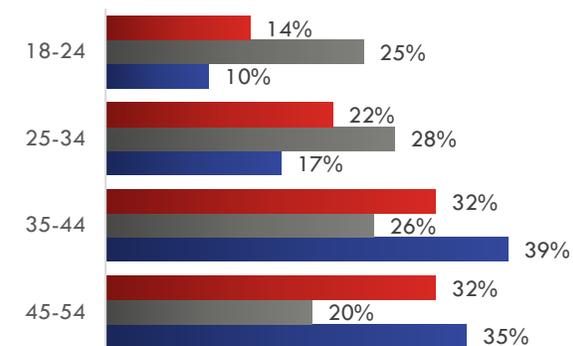
ETHNICITY



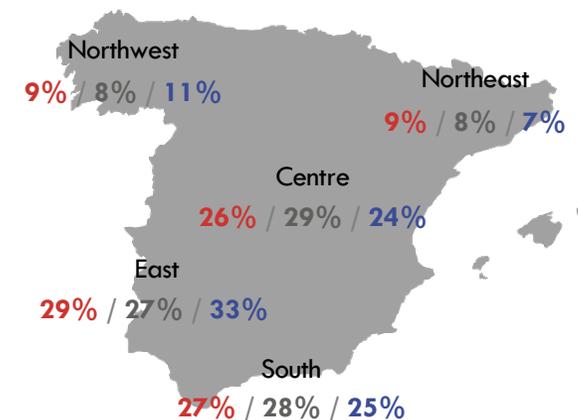
INCOME



AGE

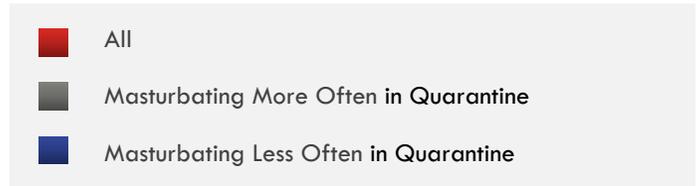


REGION

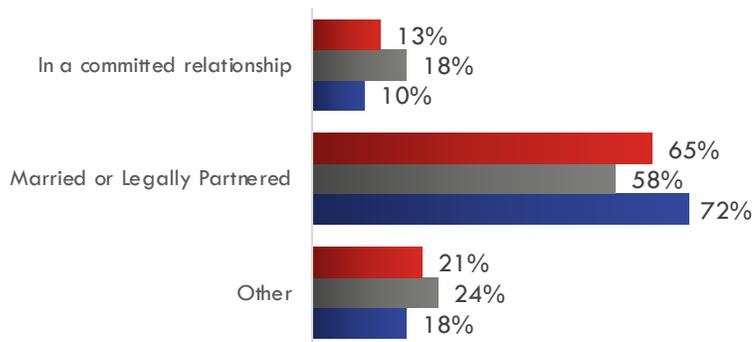


Audience Profiling

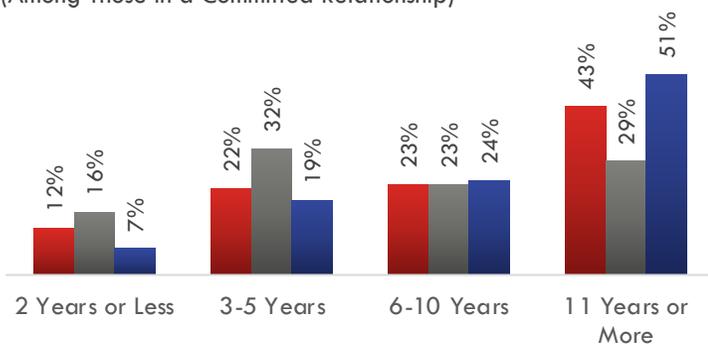
Masturbating More and Less in Quarantine



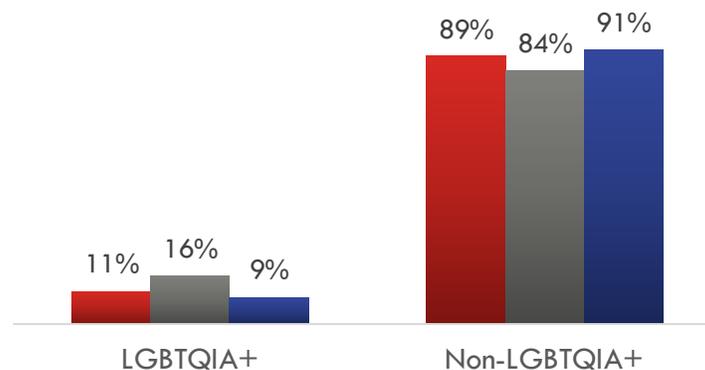
RELATIONSHIP STATUS



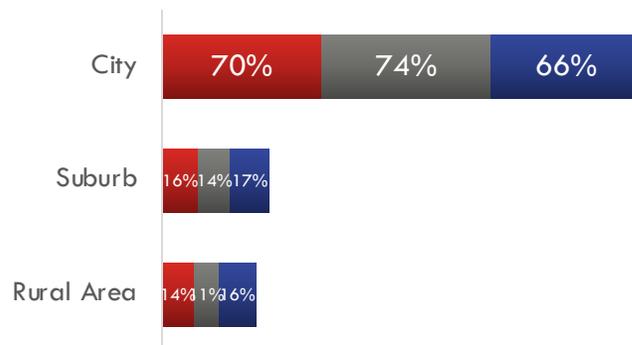
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



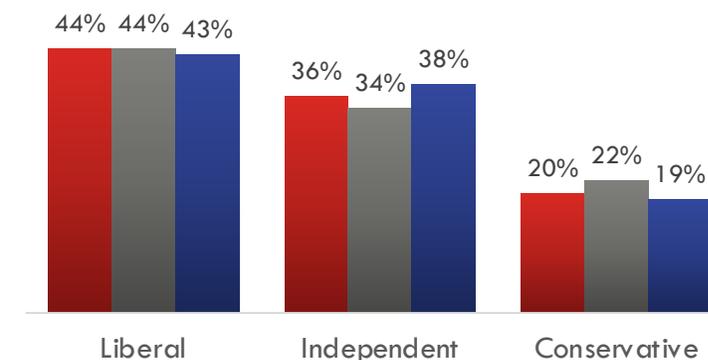
SEXUAL ORIENTATION



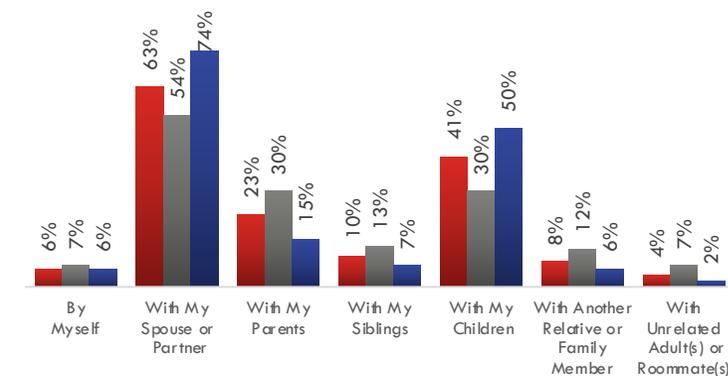
LIVING AREA



IDEOLOGY



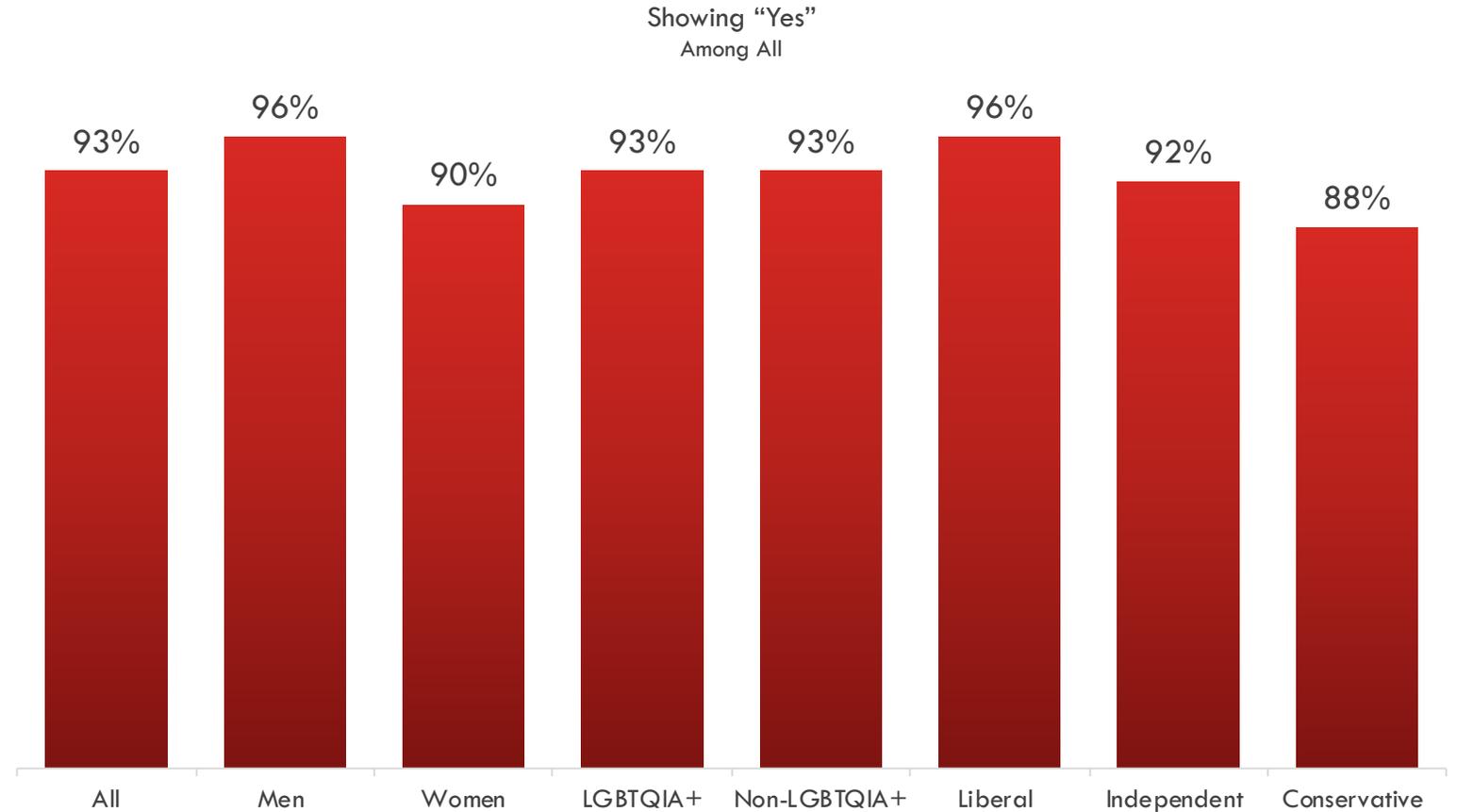
QUARANTINE



THE STATE OF MASTURBATION IN SPAIN

Most Spaniards Masturbate

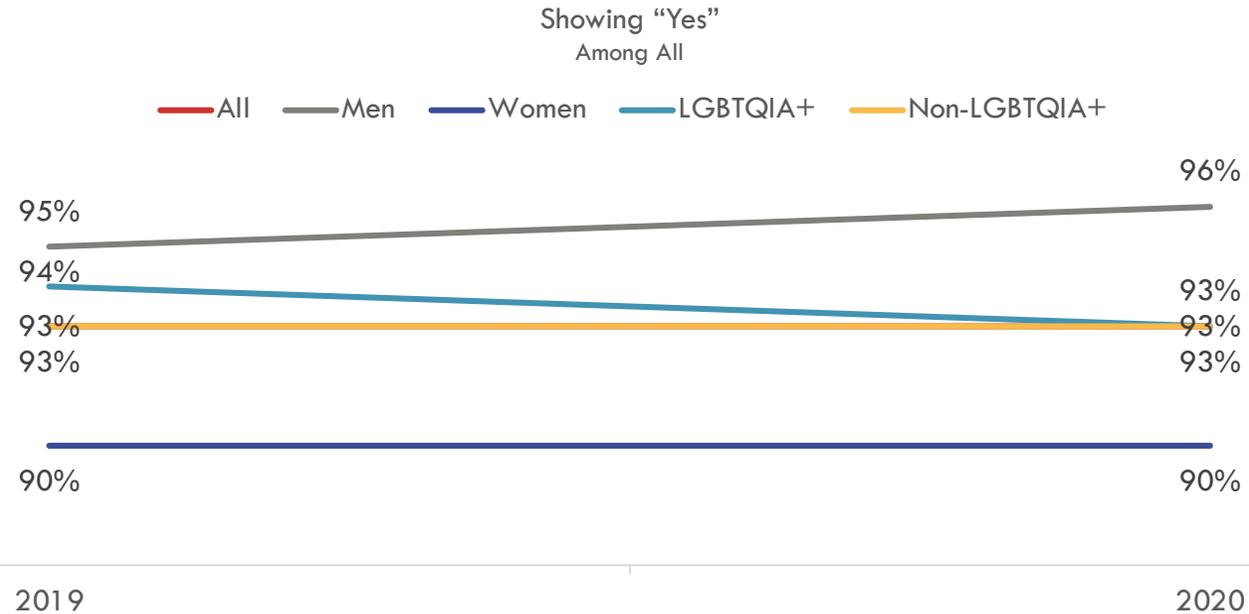
Overall, more than nine in ten Spanish adults 18-54 have masturbated, with higher rates among men and those self-identified as liberals.



QMAS: Have you ever masturbated?

Spanish Masturbation Rates Remain High

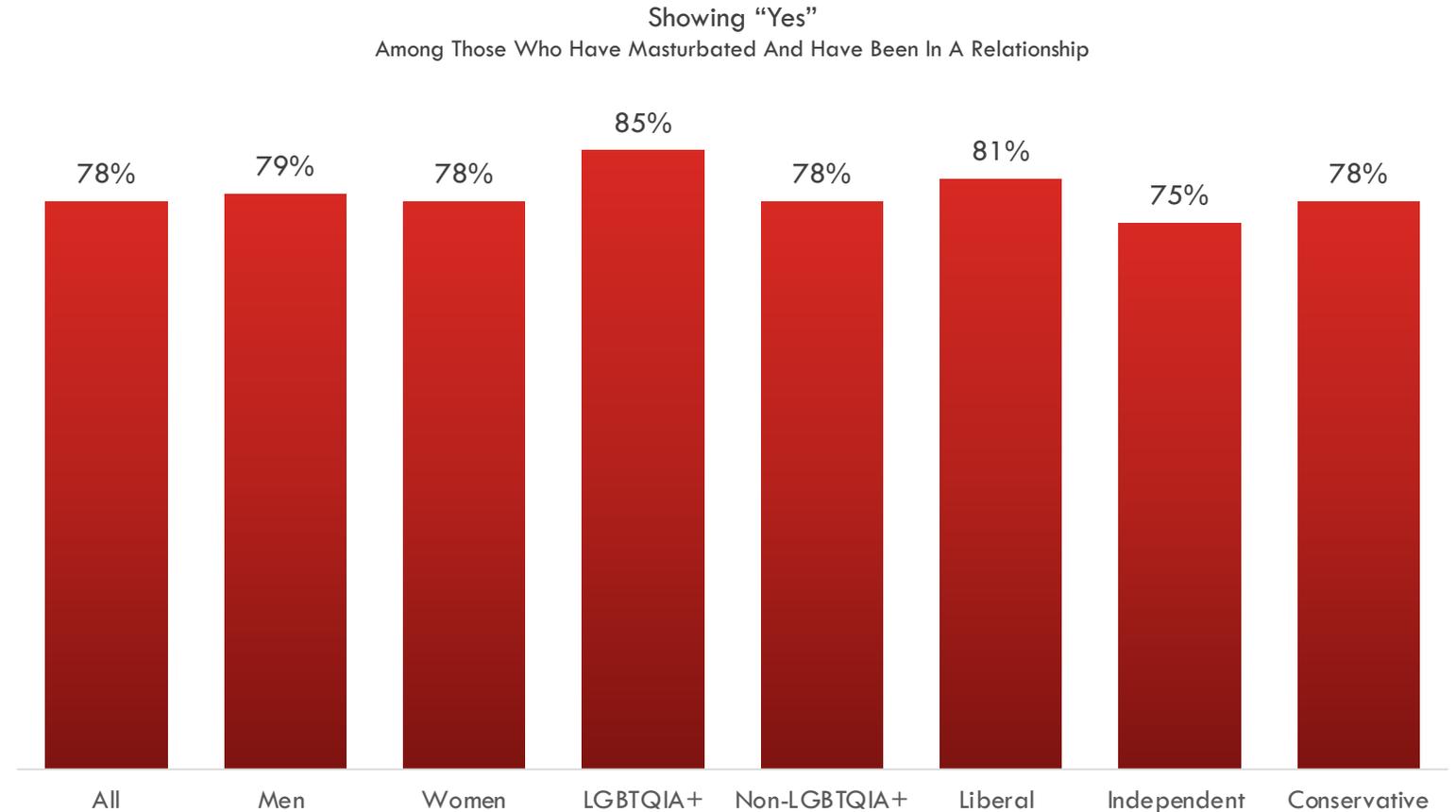
Year over year, the proportion of Spaniards masturbating remains steady at 90% or greater.



QMAS: Have you ever masturbated?

Most Spaniards Masturbate While in a Relationship

Of those who masturbate and have been in a relationship, nearly 4 in 5 masturbate by themselves while in a relationship. This is particularly true among LGBTQIA+ Spaniards.



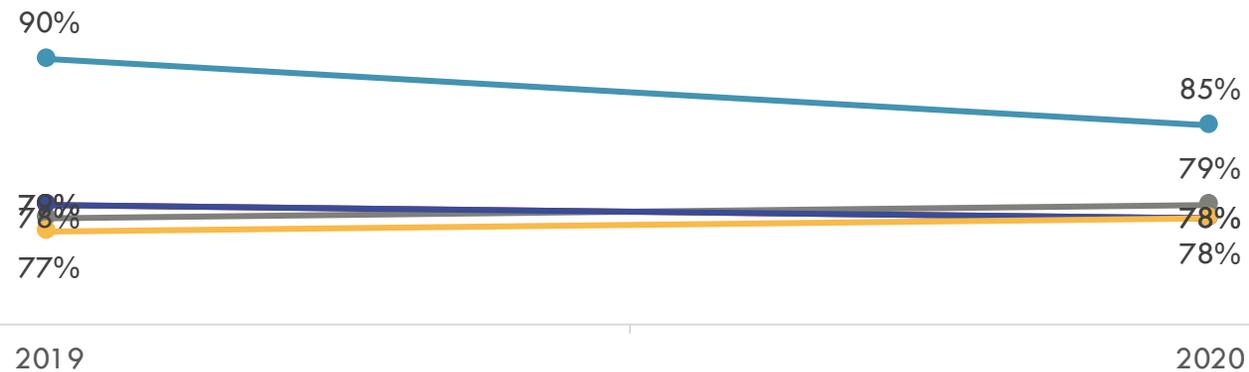
QMASINREL: Do you masturbate by yourself when you are in a relationship?

Incidence of Masturbation While In A Relationship Is Stable Among Spaniards

LGBTQIA+ Spaniards report a dip in solo self-pleasure while in a relationship, year over year, but all groups remain relatively steady in this behavior.

Showing "Yes"
Among Those Who Have Masturbated And Have Been In A Relationship

— All — Men — Women — LGBTQIA+ — Non-LGBTQIA+

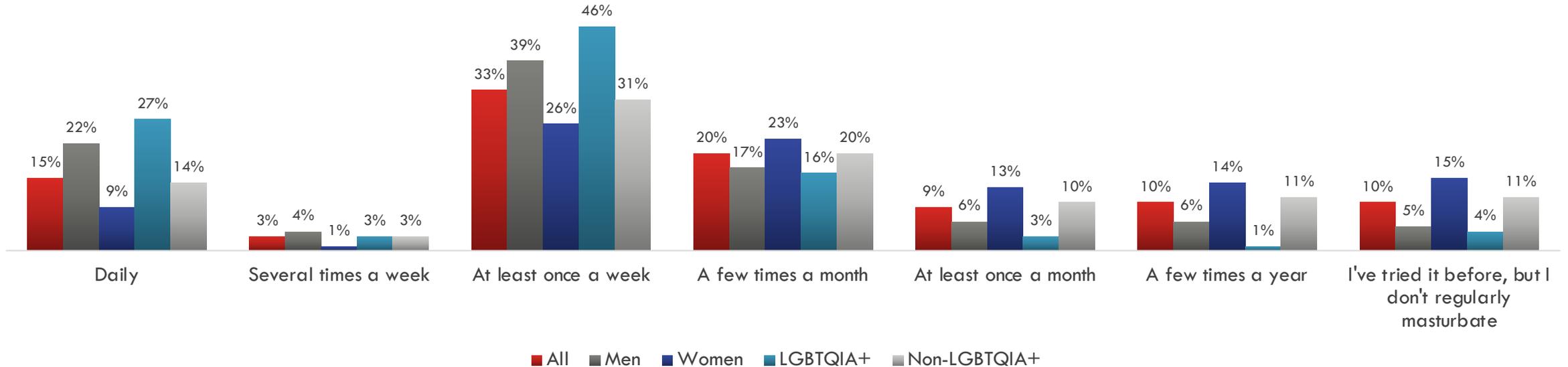


QMASINREL: Do you masturbate by yourself when you are in a relationship?

Half of Spaniards Masturbate Once a Week or More

About half (51%) of those who masturbate do so at least once a week, largely driven by high masturbation frequencies among Men and LGBTQIA+ individuals; Women are more likely to masturbate less than once a week (65%).

Among Those Who Have Masturbated

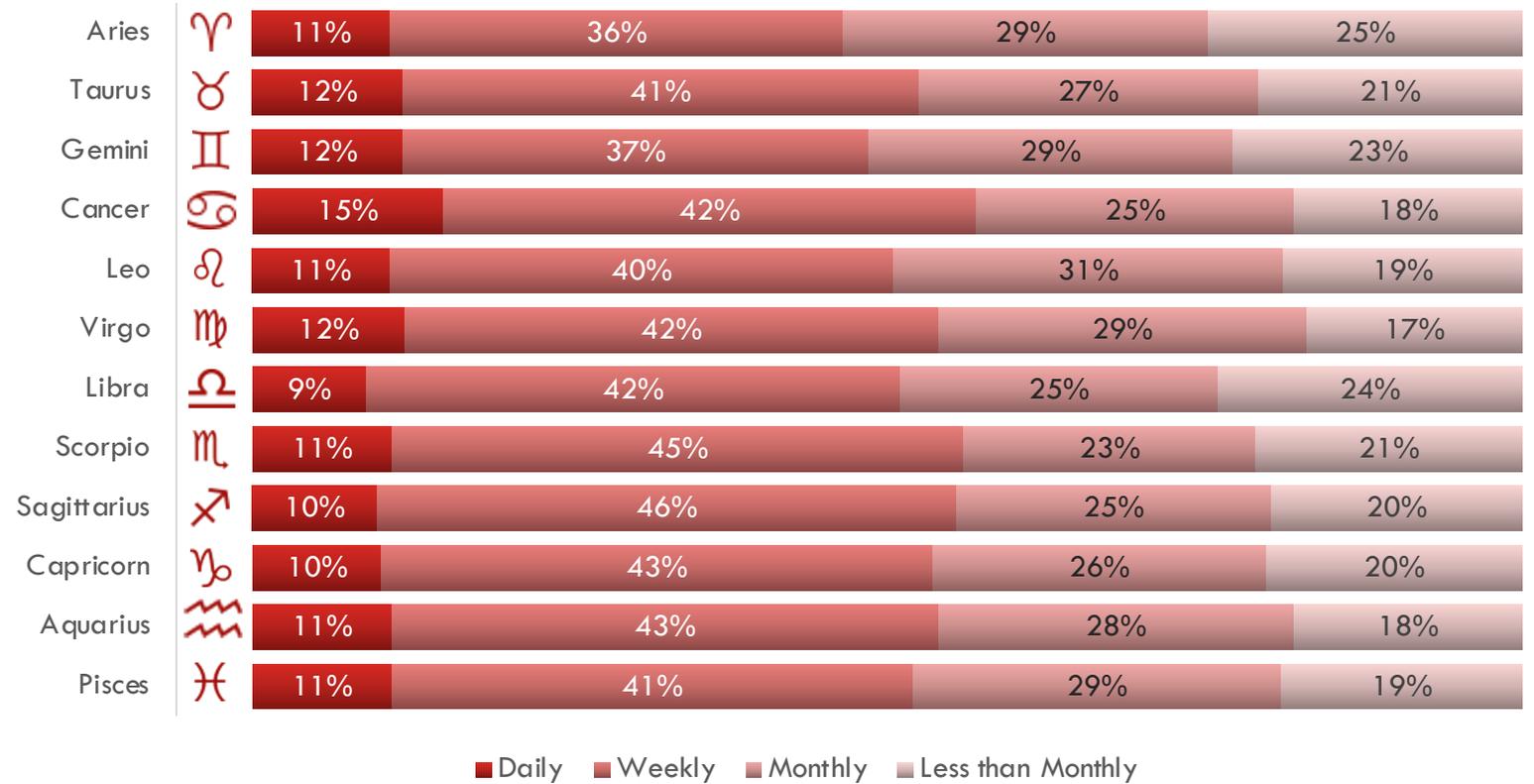


QMASFREQ: How frequently do you masturbate on average?

Cancers Are More Frequent Masturbators

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

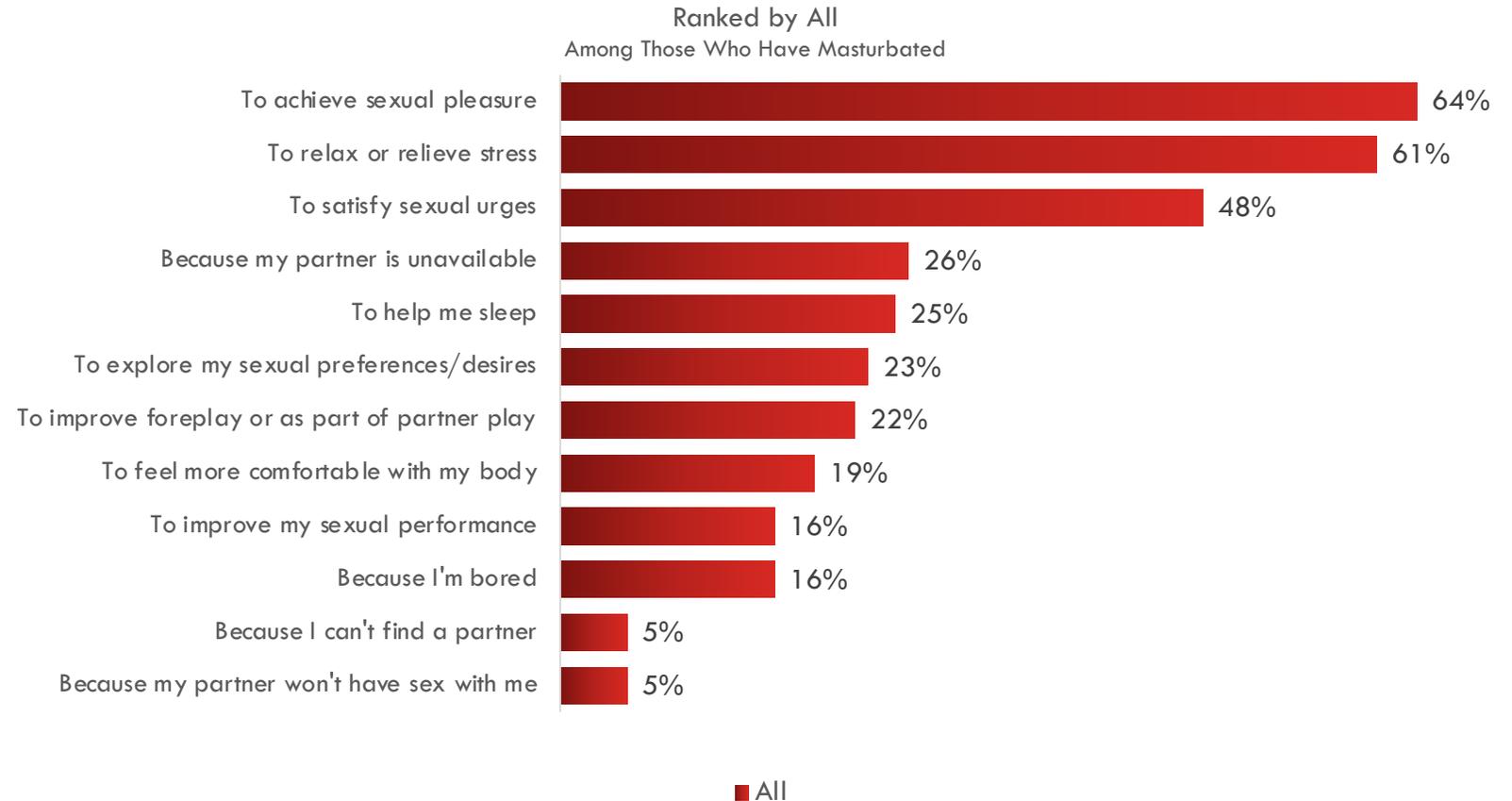
Shown: Combined Data from US, United Kingdom, Germany, France, and Spain



QMASFREQ: How frequently do you masturbate on average?

Most Spaniards Who Masturbate Do So to Achieve Pleasure or Relieve Stress

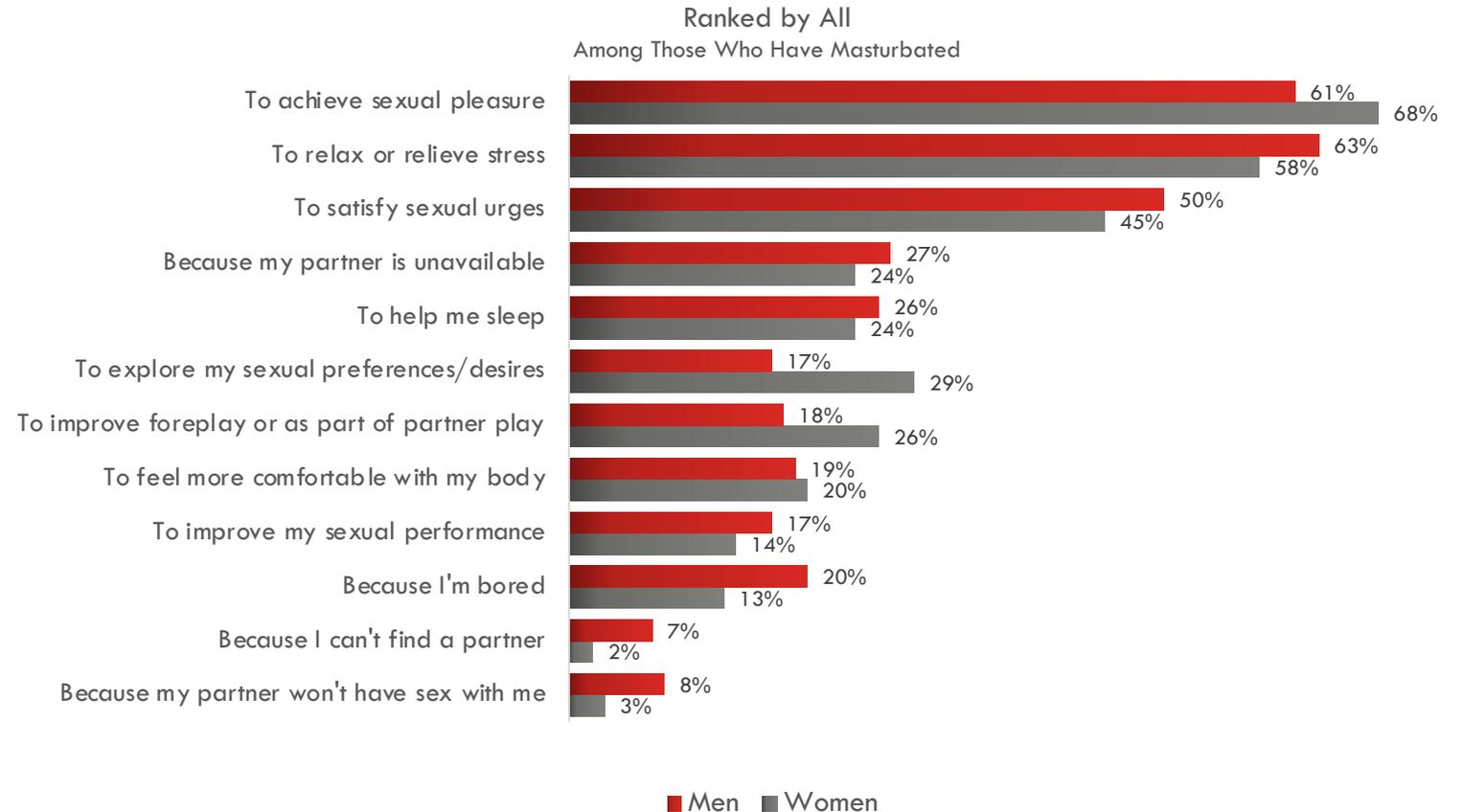
Nearly half of Spaniards view masturbation as an outlet to satisfy sexual urges.



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

Slightly More Spanish Women View Masturbation as a Way to Achieve Sexual Pleasure

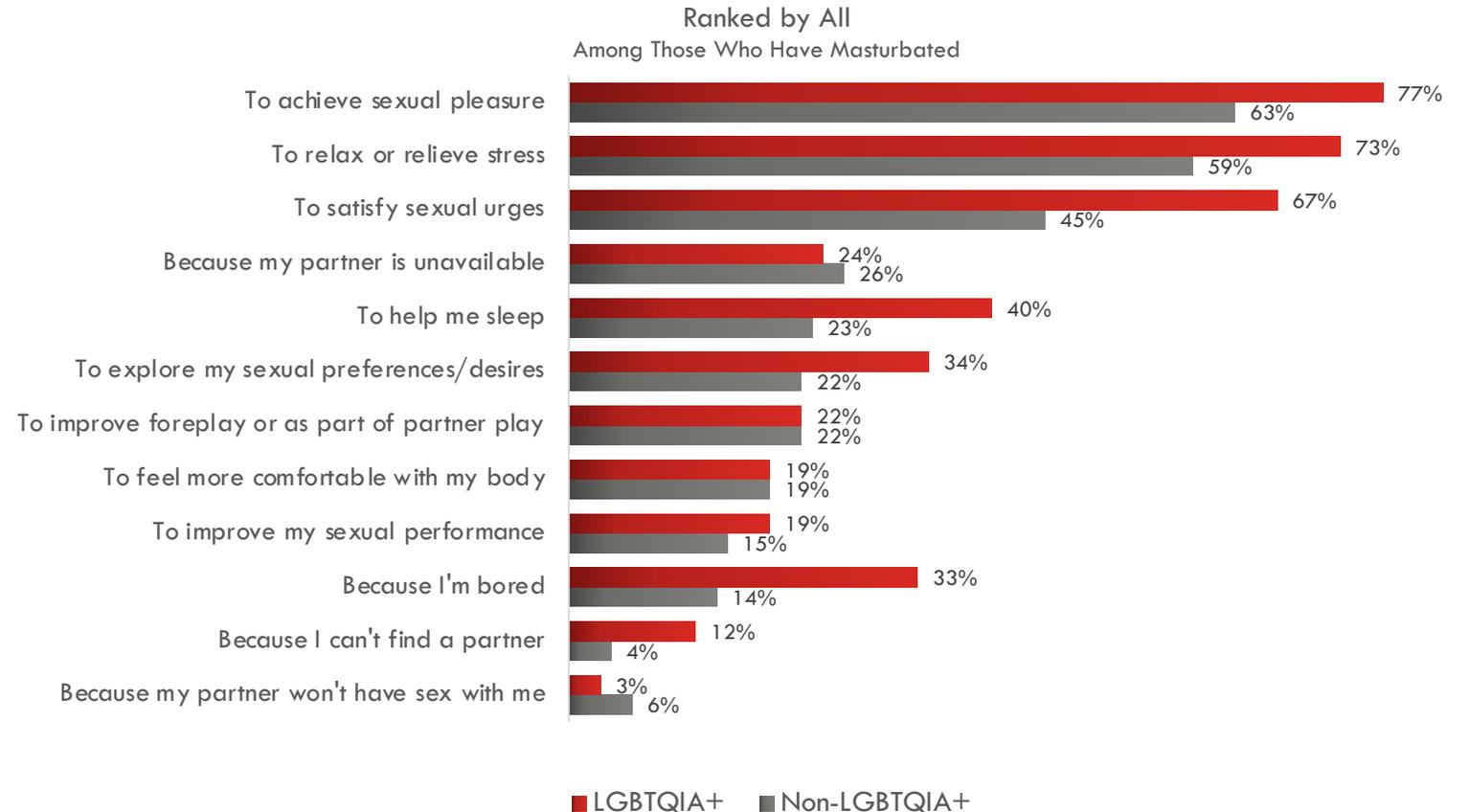
Top motivations for masturbating are similar for men and women. Women, however, are more likely to use masturbation to explore fantasies or as a part of foreplay, and men may be more likely to masturbate out of boredom.



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

LGBTQIA+ Individuals Identify More Masturbation Benefits

Masturbation benefits rank similarly between LGBTQIA+ and Non-LGBTQIA+ respondents, but LGBTQIA+ Spaniards select most benefits in higher numbers. In particular, over a third of LGBTQIA+ Spaniards identify masturbation as a sleep aid, an avenue for exploring fantasies, and a way to alleviate boredom.

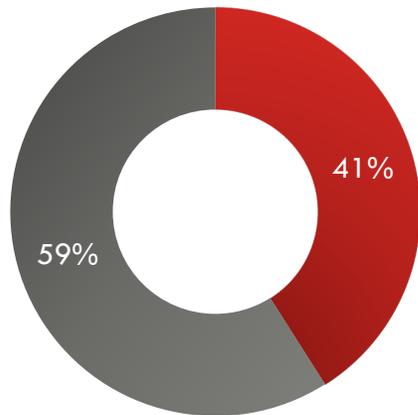


QMASWHY: Why do you generally masturbate? Please select all that apply

A Majority of Spaniards Who Do Not Masturbate Claim They've Never Even Considered it

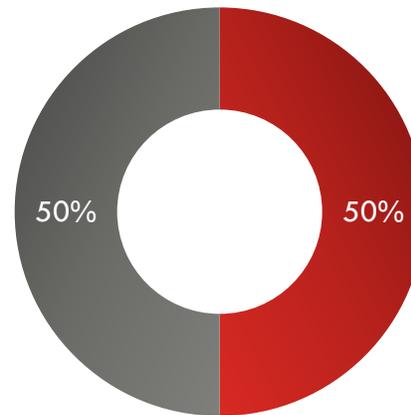
Men are more likely to have considered masturbation, with half having indicated such.

All
Among Those Who Have Never Masturbated*



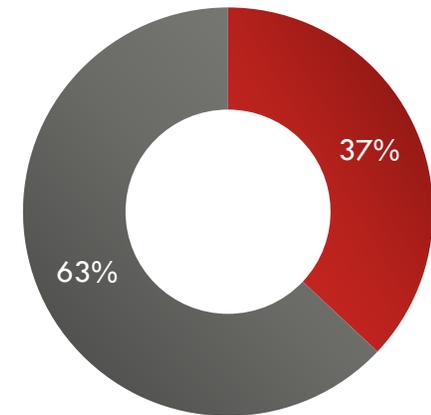
■ Yes ■ No

Men
Among Those Who Have Never Masturbated*



■ Yes ■ No

Women
Among Those Who Have Never Masturbated*



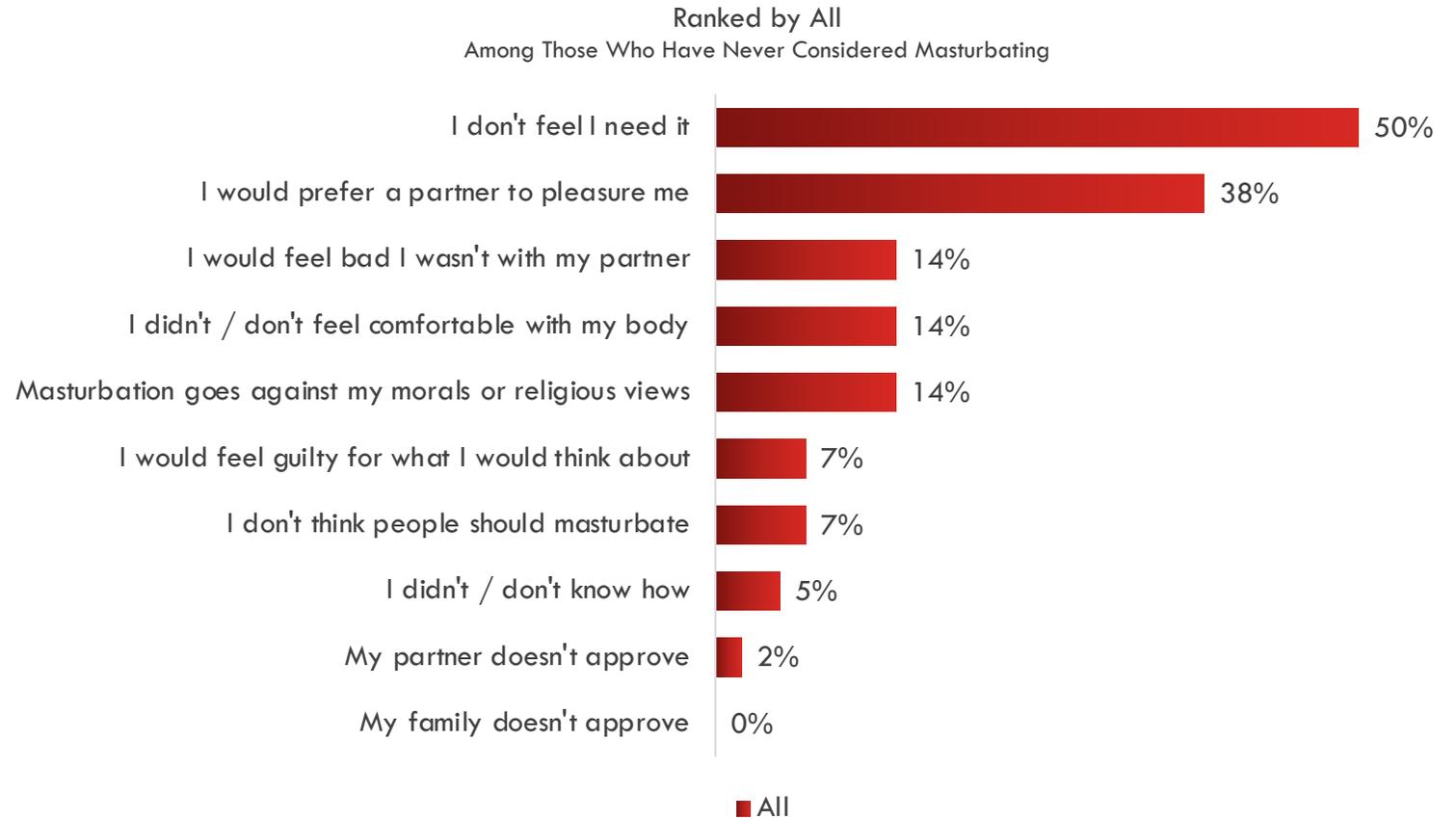
■ Yes ■ No

QMAS2: Have you ever considered masturbating?

* Caution: Small base (All n=70; Men n=22; Women n=49)

Non-Masturbators Feel That Masturbation Is Unnecessary Rather than Morally Objectionable

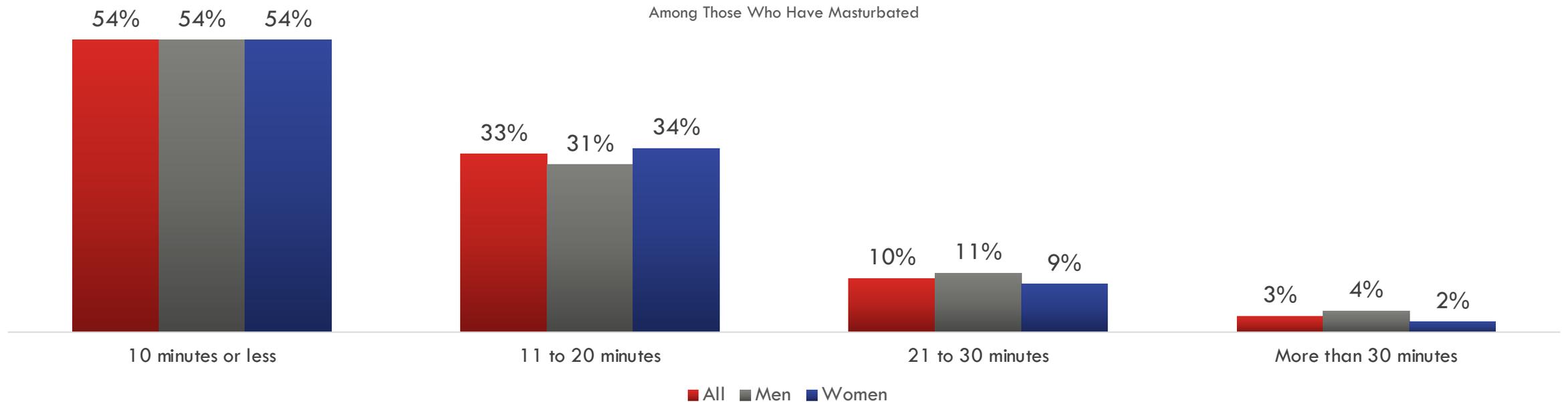
Among the 8% of Spanish adults who have never considered masturbating, the top reasons given for not considering masturbation center on personal desire: “I don’t feel I need it” and “I would prefer a partner to pleasure me”. Moral or religious objections are less commonly cited.



QMASWHYNOT: Why have you never considered masturbating? Please select all that apply.
Caution: Small base (All n=42)

Spaniards Lean Toward Shorter Masturbation Sessions

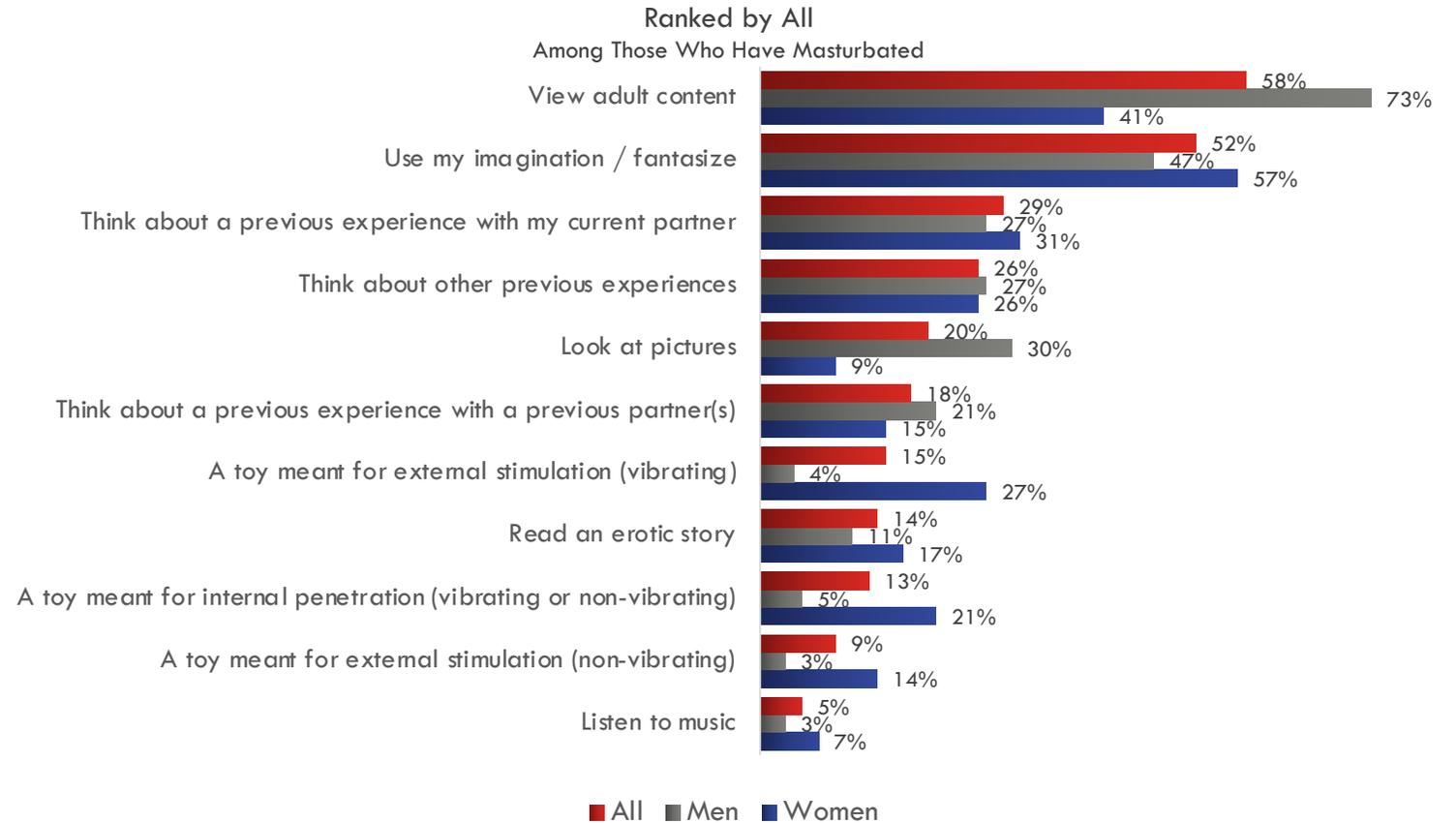
54% report masturbating for an average of 10 minutes or less per session, and only **3%** report an average session length greater than 30 minutes.



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

Men Are More Likely to View Adult Content or Look at Pictures While They Masturbate

Women are more likely to use their imagination/fantasize than view adult content, and they're more likely than men to use any type of sex toy.

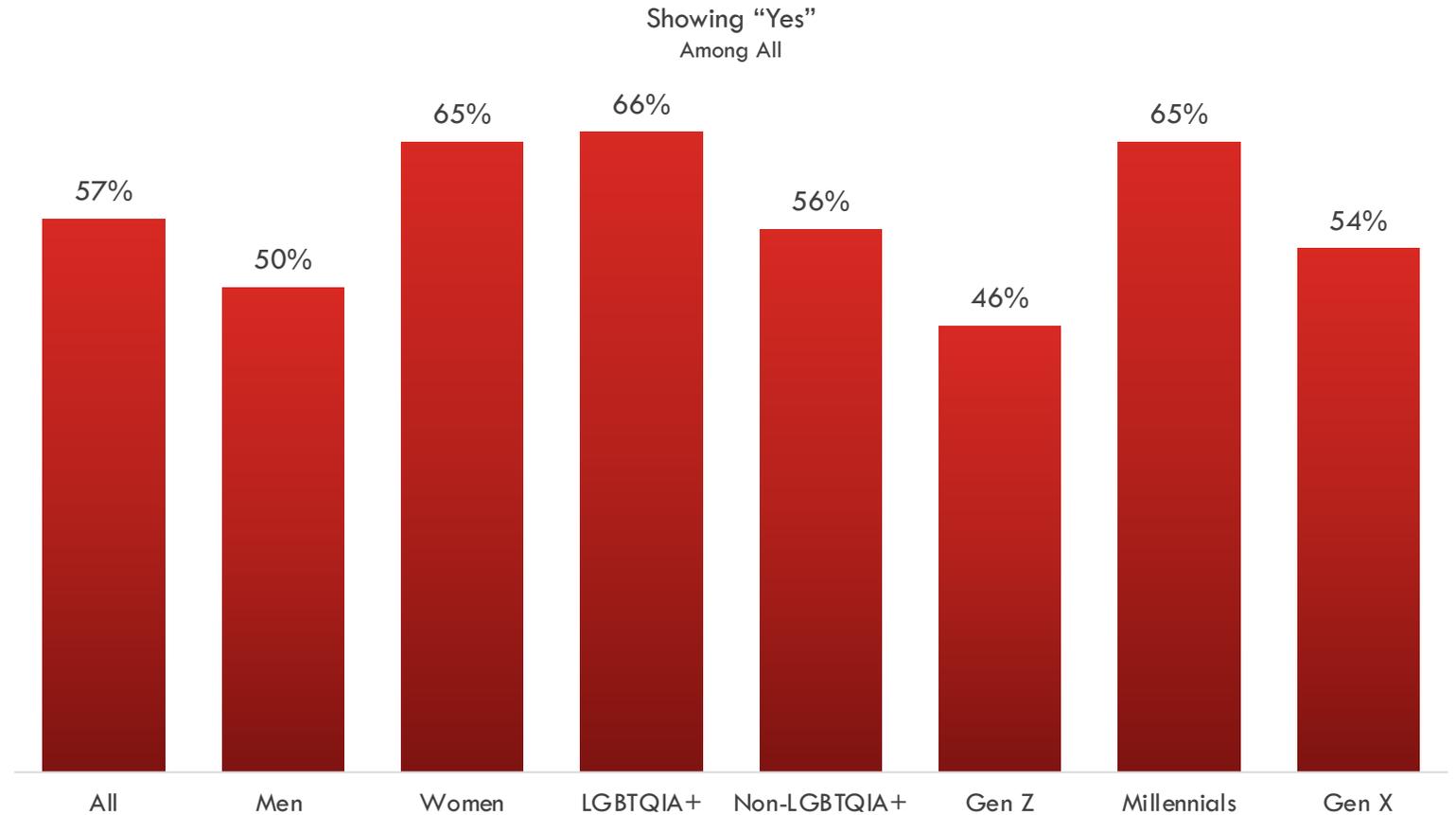


QROUTINE2: What do you generally do or use when you masturbate? Please select all that apply.

SEX TOYS

Most Spanish Women Have Used Sex Toys

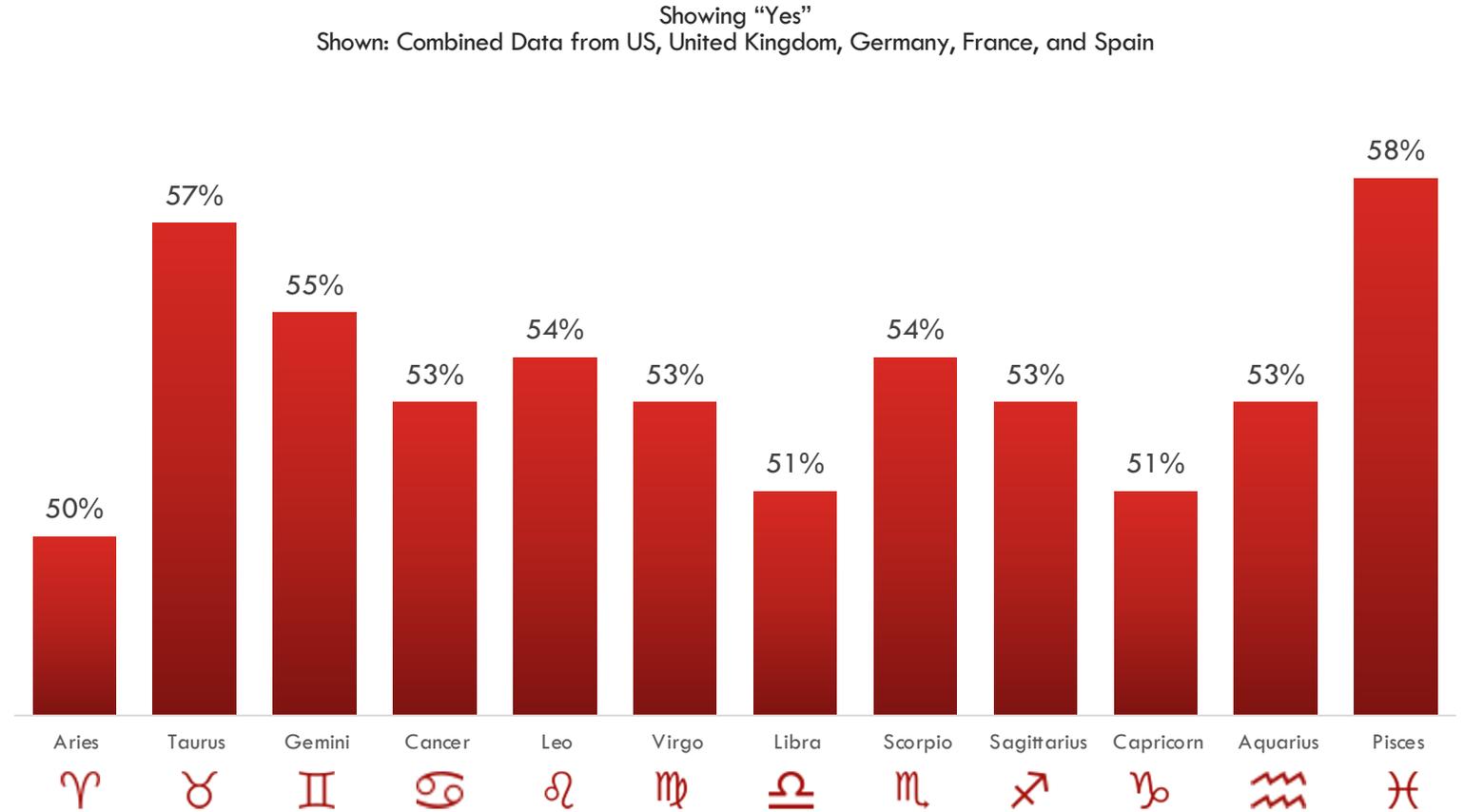
Nearly two-thirds of Spanish women indicate having used sex toys before, compared to about half of Spanish men. A majority of both Millennial and Gen X Spaniards indicate experience with sex toys.



QTOYS: Have you ever used any sex toys?

Pisces Are Most Likely to Have Used a Sex Toy

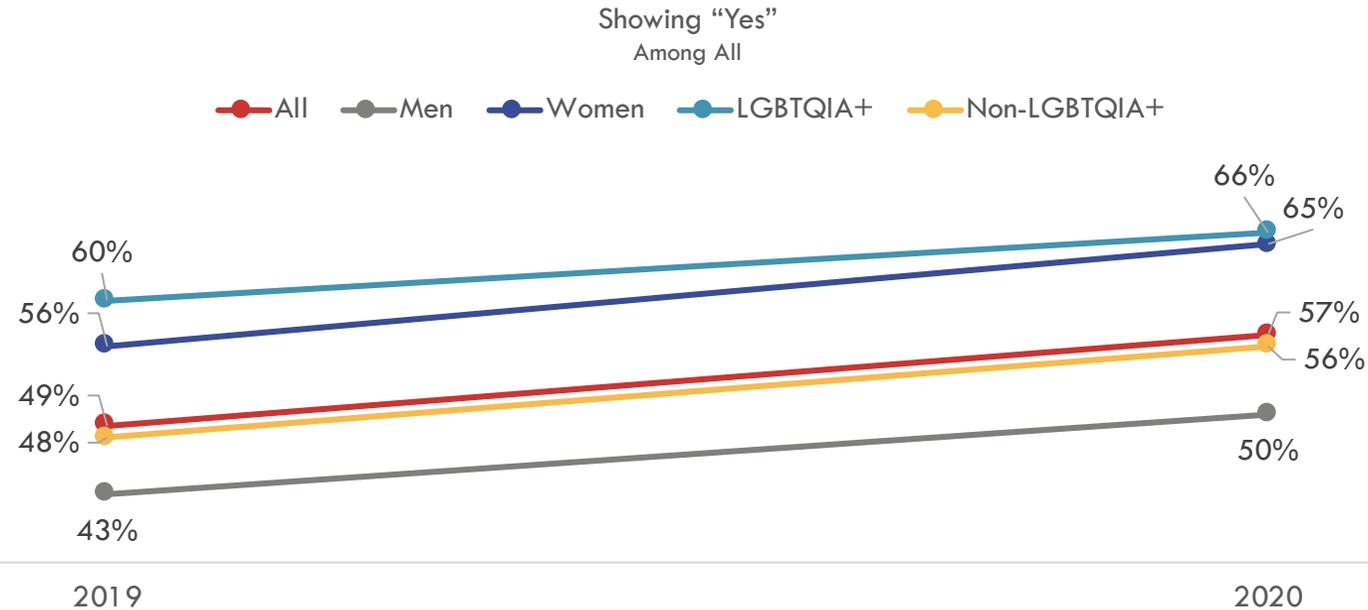
Across all Zodiacs, at least half of respondents have used sex toys, with Pisces and Taurus leading in sex toy usage; Aries, Libra, and Capricorn express the lowest usage.



QTOYS: Have you ever used any sex toys?

Spaniards Report a Slight Across-the-Board Increase in Overall Sex Toy Usage Since 2019

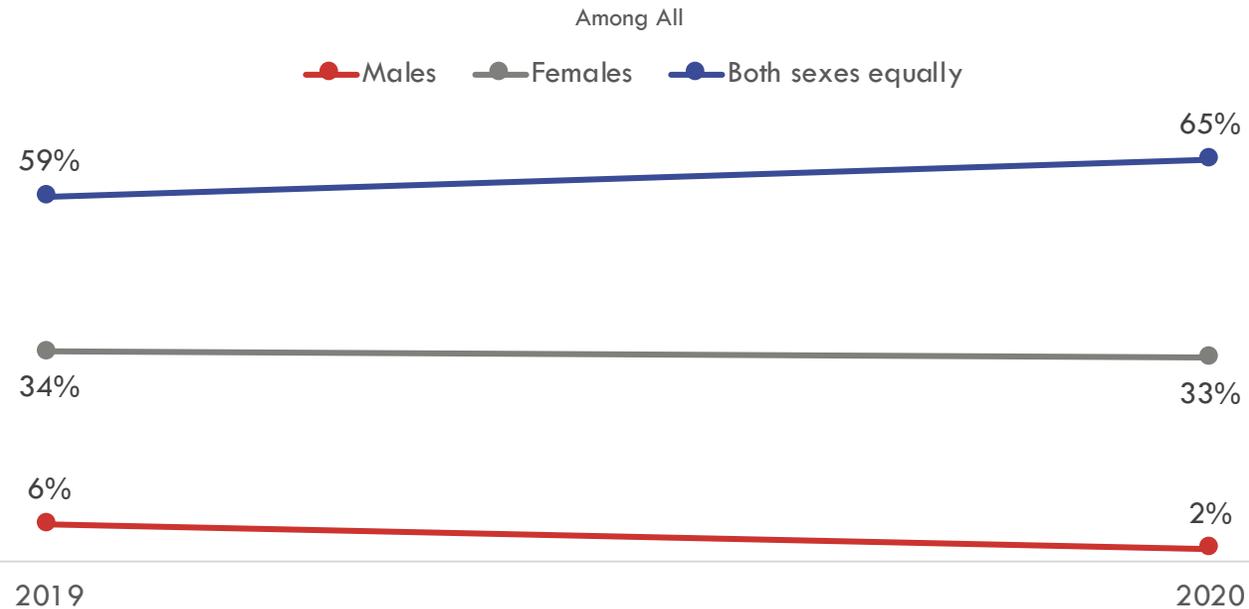
All groups report at least a 6-point increase in experience with sex toys.



QTOYS: Have you ever used any sex toys?

Though Few See Sex Toys As More Useful For Men, Two-thirds of Spaniards Perceive Them As Unisex

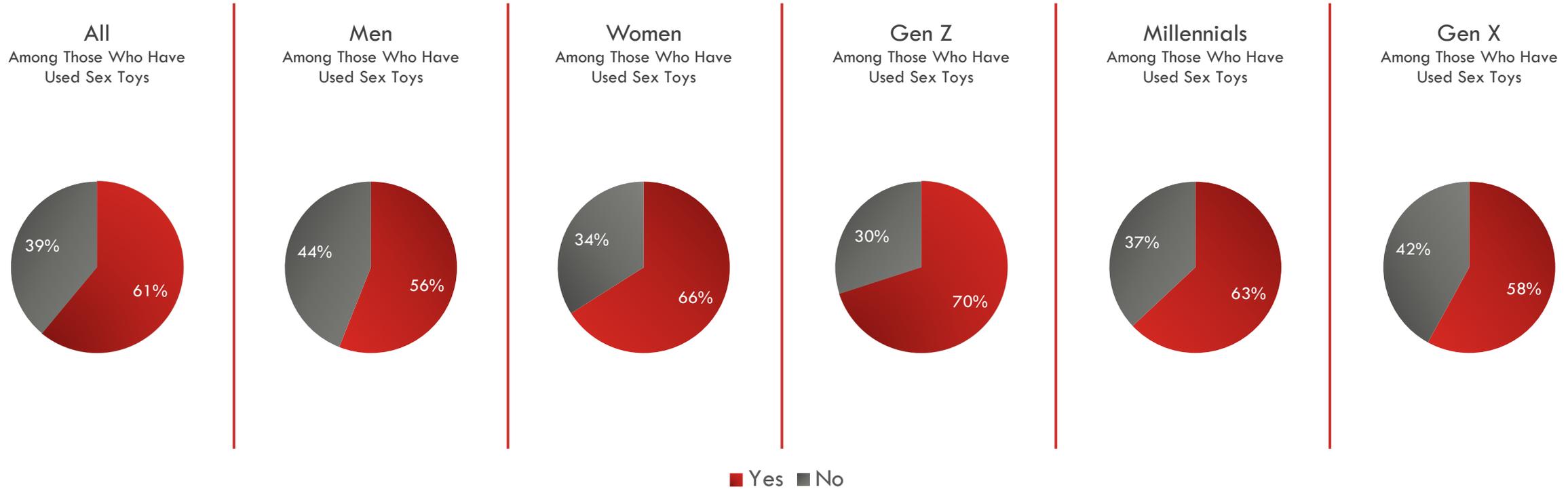
This represents a slight year over year increase.



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

The Majority of Those That Have Ever Used Sex Toys Still Use Them Currently

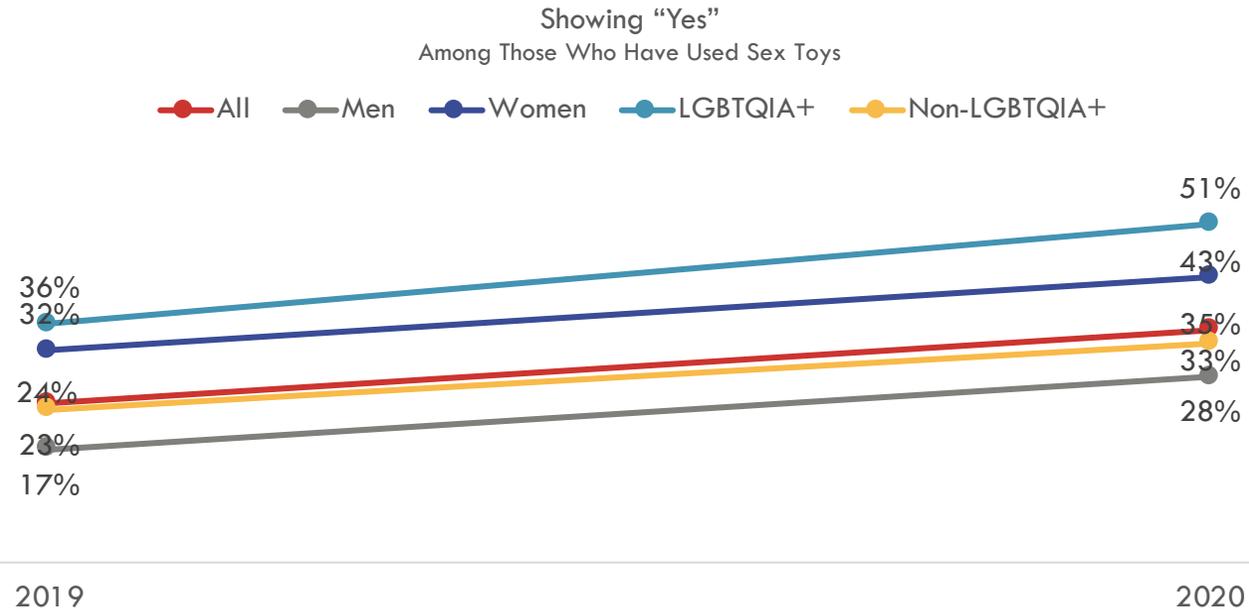
Among Women who have ever used a sex toy, two-thirds remain current users, compared to just over half of Men.



QTOYS2: Do you currently use any sex toys?

Current Sex Toy Usage In Spain Has Increased Since 2019

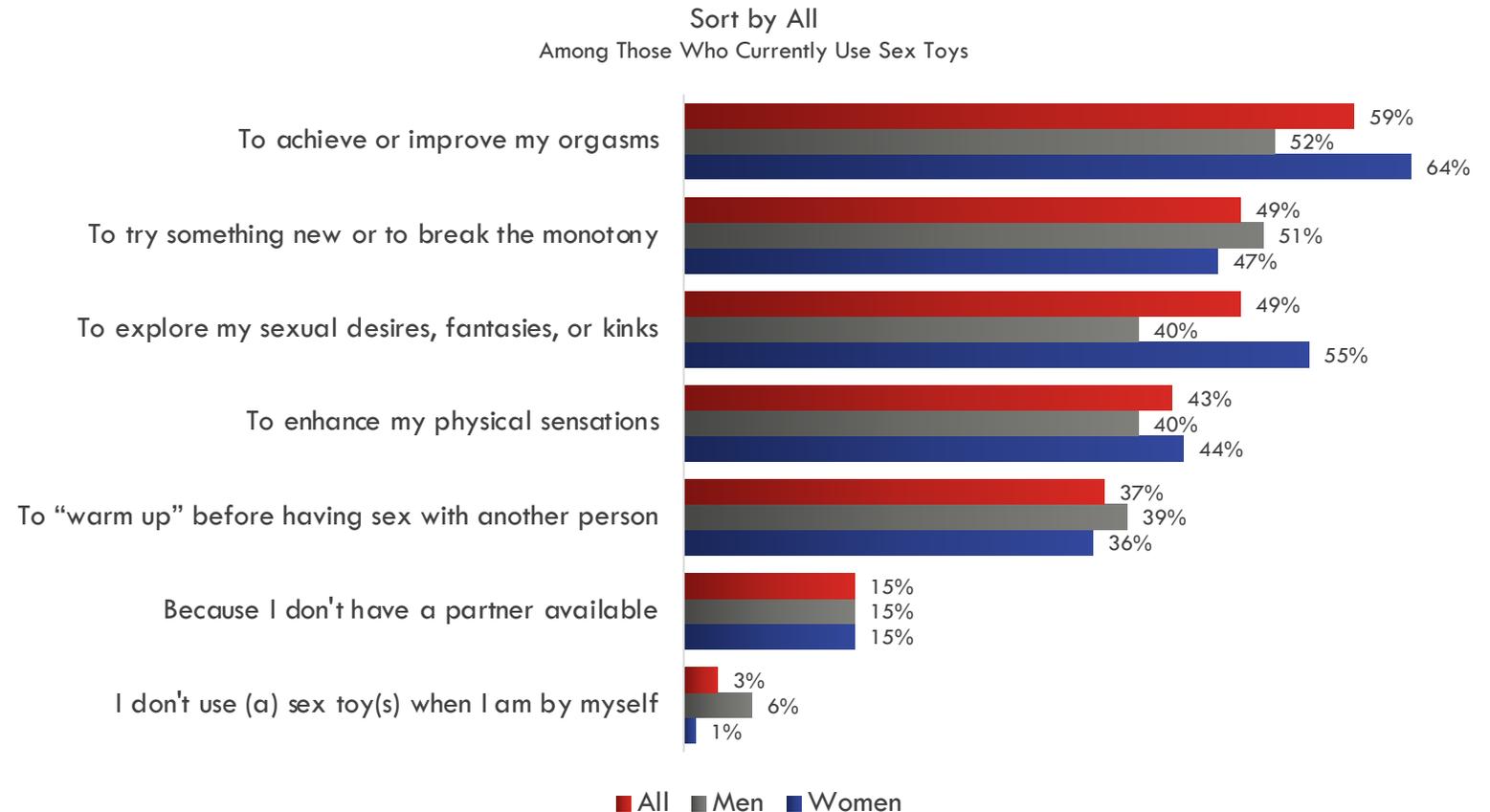
All groups report double-digit increases in reported active sex toy usage.



QTOYS2: Do you currently use any sex toys?

Spanish Adults View Sex Toys as a Way to Improve Orgasms

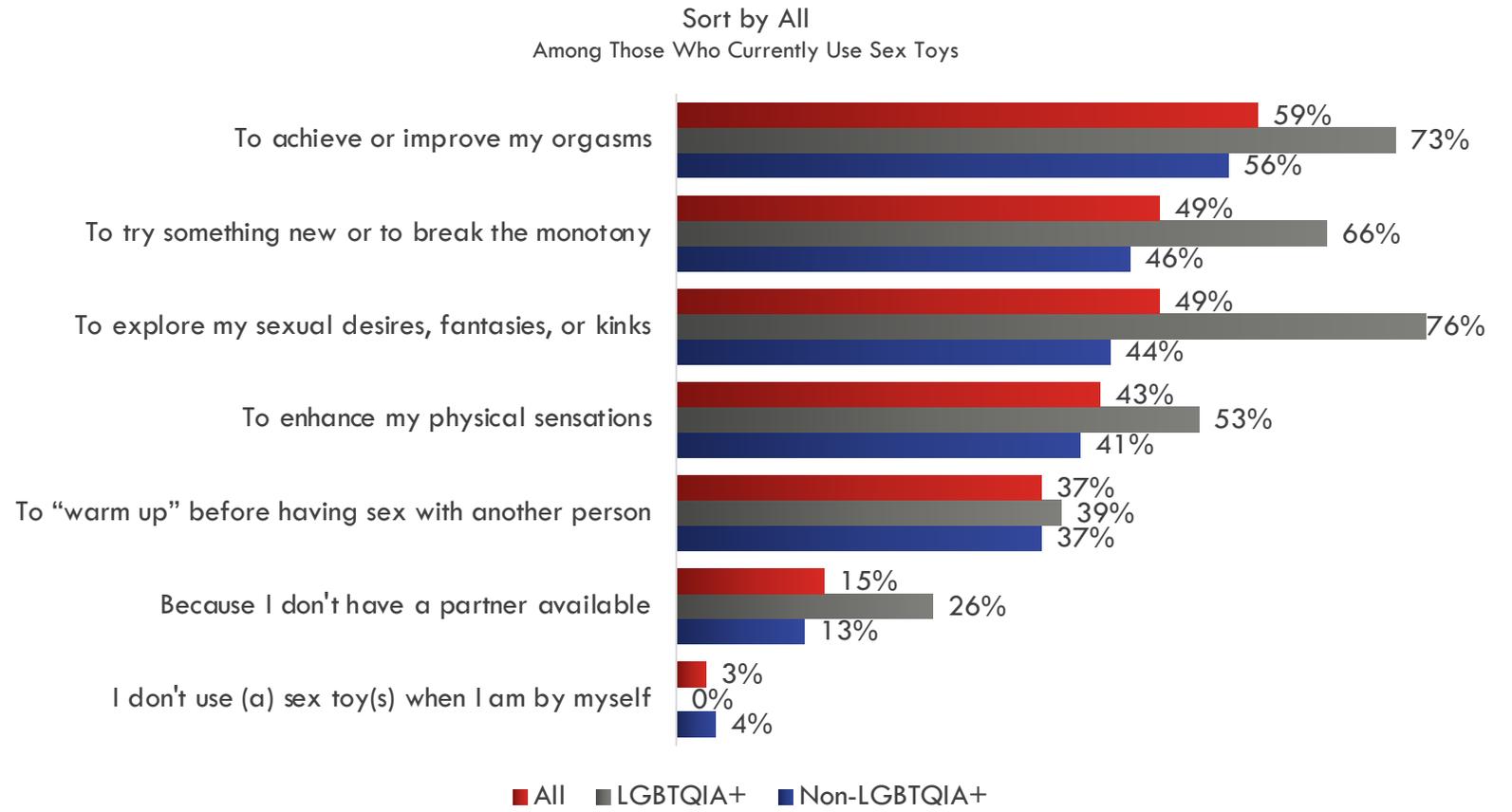
Compared to men, Spanish women were most likely indicate they use sex toys to achieve or improve orgasms. They are also much more likely than men to view sex toys as a way to explore sexual desires, fantasies, or kinks.



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

Spanish LGBTQIA+ respondents overindex on all sex toy motivations—especially “To explore my sexual desires, fantasies, or kinks.”

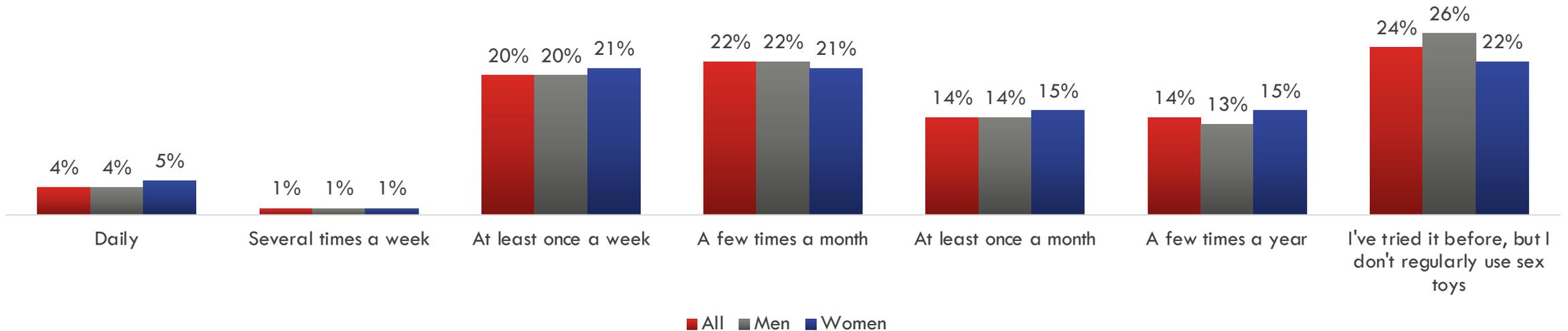


QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.
Caution: Small base (LGBTQIA+ n=55)

Slightly Over Half of Spanish Sex Toy Users Use Them Once A Month or Less

Men and women tend to use sex toys with similar frequency.

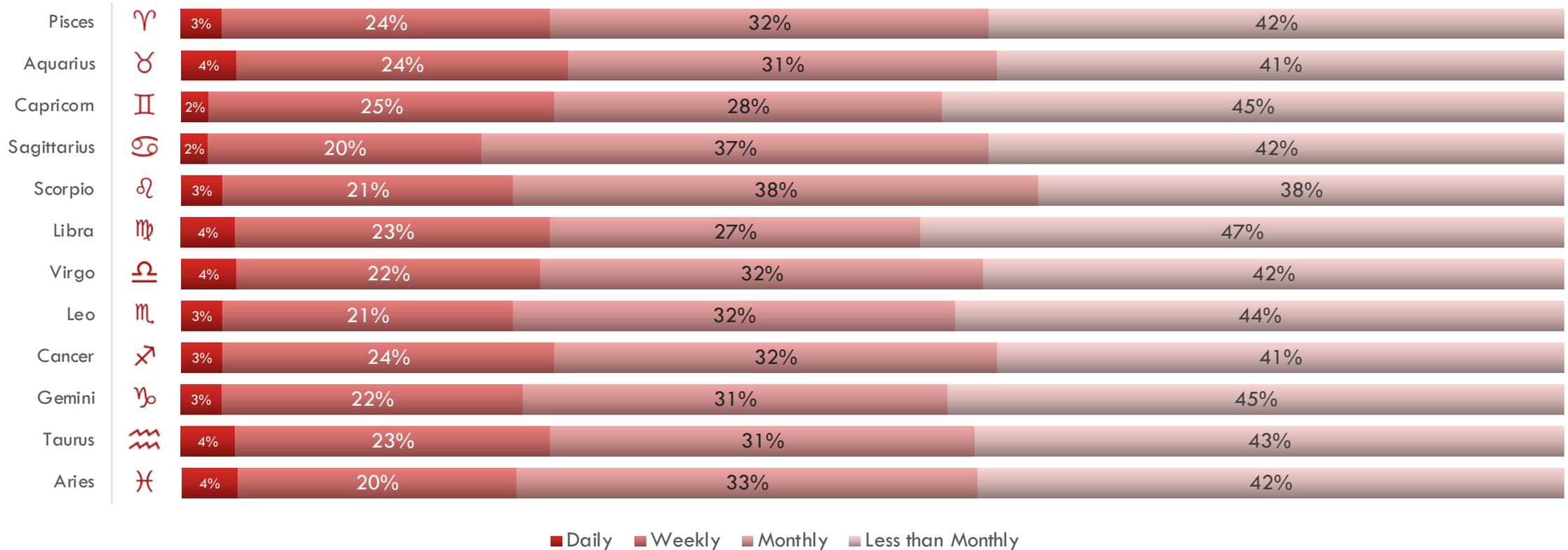
Among Those Who Have Used Sex Toys



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

Aquarians Use Sex Toys More Often Than Other Zodiac Signs

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

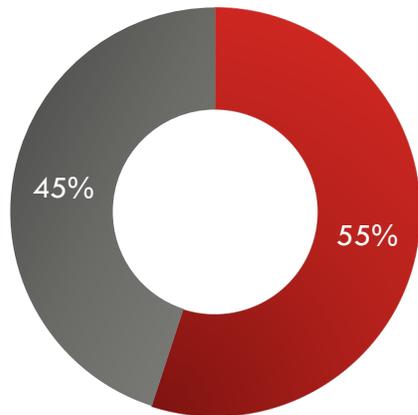


QTOYSFREQ: How frequently do you personally use sex toys on average?

Among Sex Toy Non-Users, Over Half Have Considered Using Them

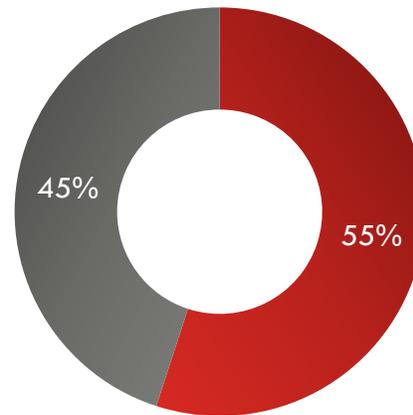
Women and men report sex toy consideration at similar levels.

All
Among Those Who Have Never Used Sex Toys



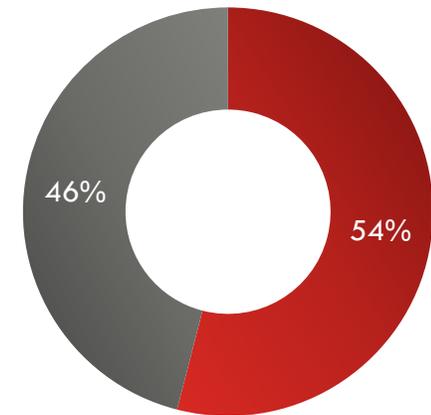
■ Yes ■ No

Men
Among Those Who Have Never Used Sex Toys



■ Yes ■ No

Women
Among Those Who Have Never Used Sex Toys

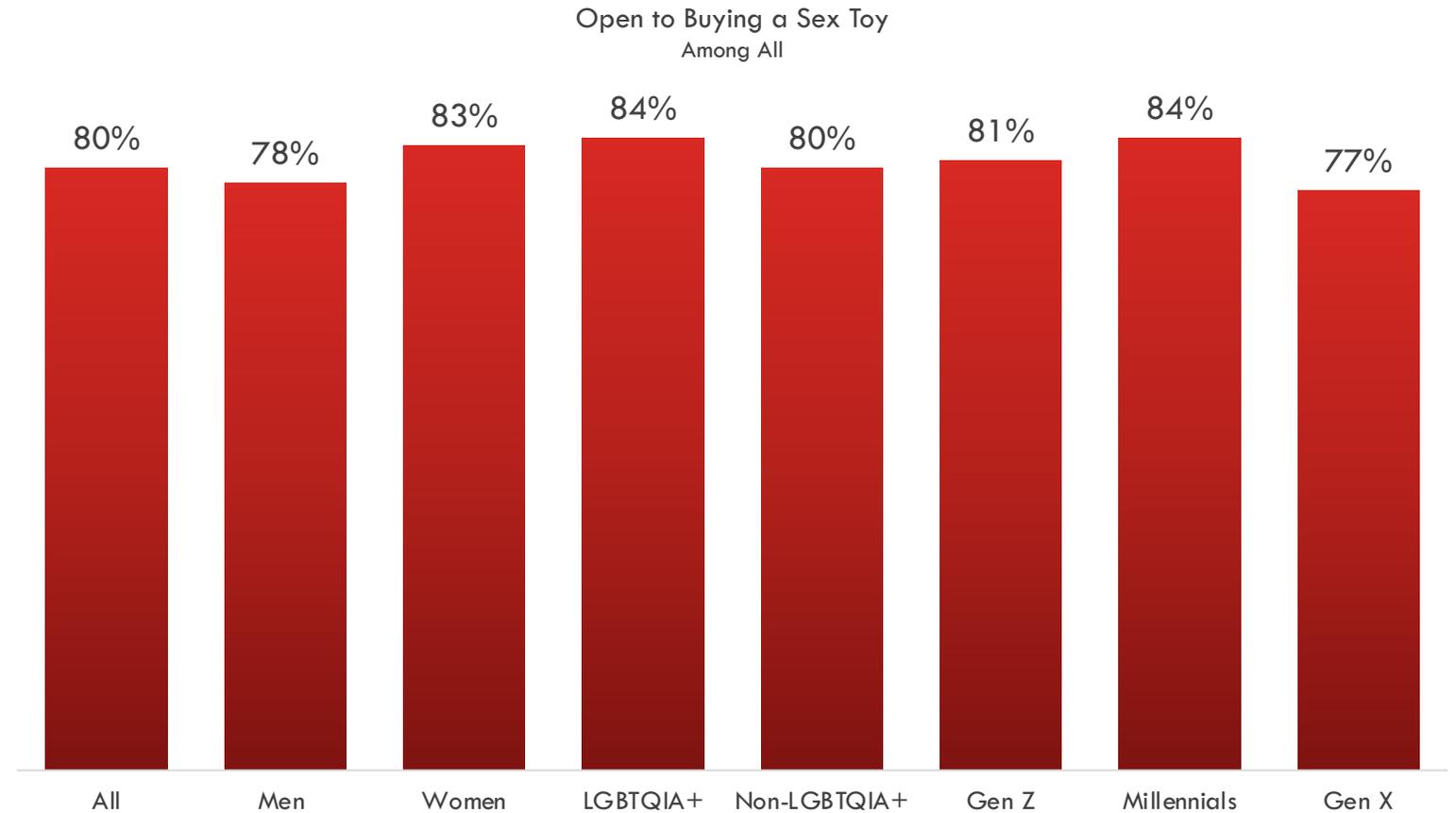


■ Yes ■ No

QTOYS2B: Have you ever considered using sex toys?

A Majority of Spaniards Would Consider a Future Sex Toy Purchase

Women, LGBTQIA+ respondents and Millennials are most likely to indicate openness to purchasing a sex toy in the future, although all groups indicate high openness.

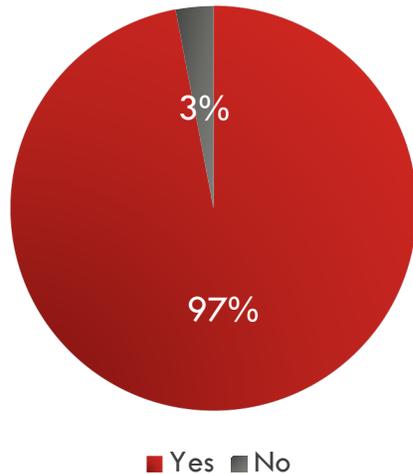


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

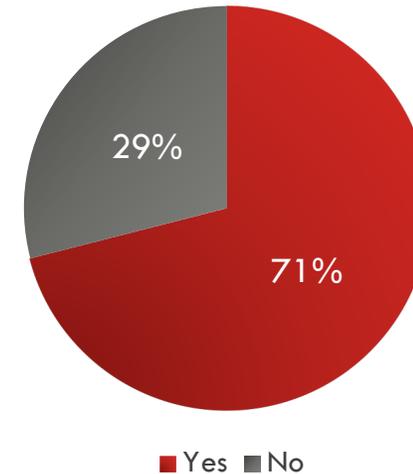
Nearly Three-Quarters of Sex Toy Non-Users Would Consider Purchasing a Toy in the Future

Nearly all current users would consider purchasing 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



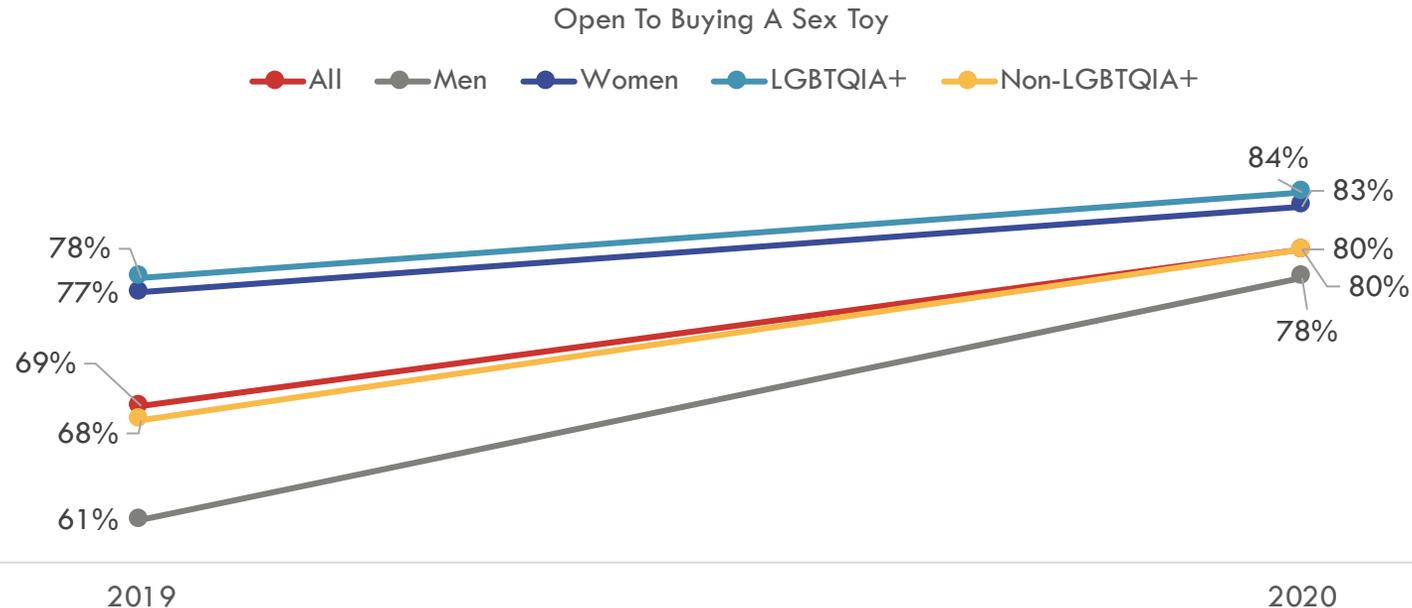
Open To The Idea Of Buying A Sex Toy For Themselves Or For A Partner In The Future
Among Those Who Do Not Currently Use Sex Toys



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

2020 Saw A Major Increase in Spanish Men's Openness to Purchasing a Sex Toy

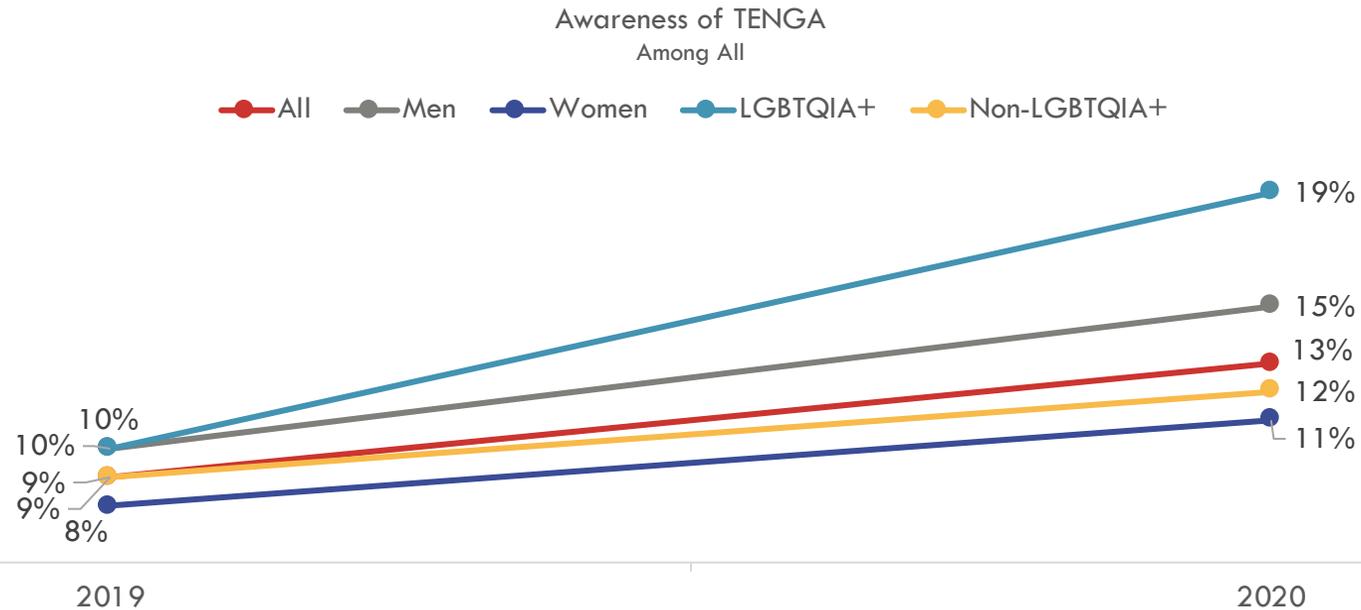
In line with similar increases in experience with and active usage of sex toys, Spaniards report a year-over-year increase in openness to a sex toy purchase.



QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?
In 2019 the question was: "Are you open to the idea of buying a sex toy for yourself in the future?"

TENGA Saw Marked Year-over-Year Growth in Awareness In Spain

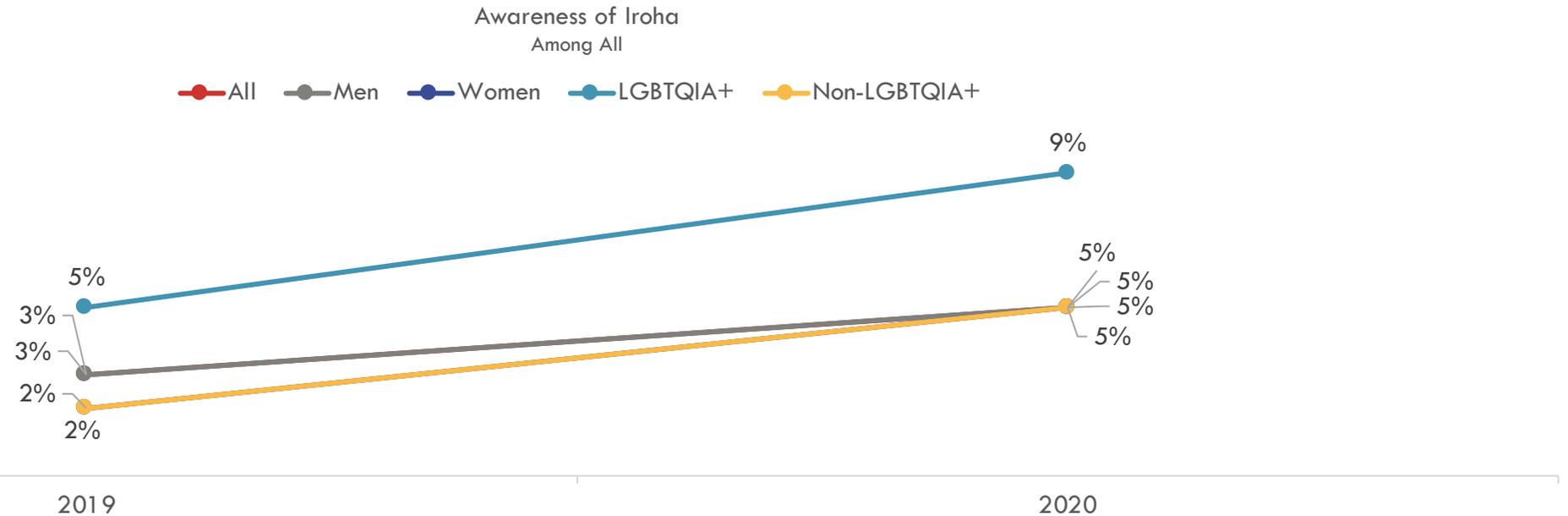
This includes a +9% point increase among LGBTQIA+ Spaniards and a +5% point increase among Spanish men.



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

Awareness of Iroha Grew In 2020

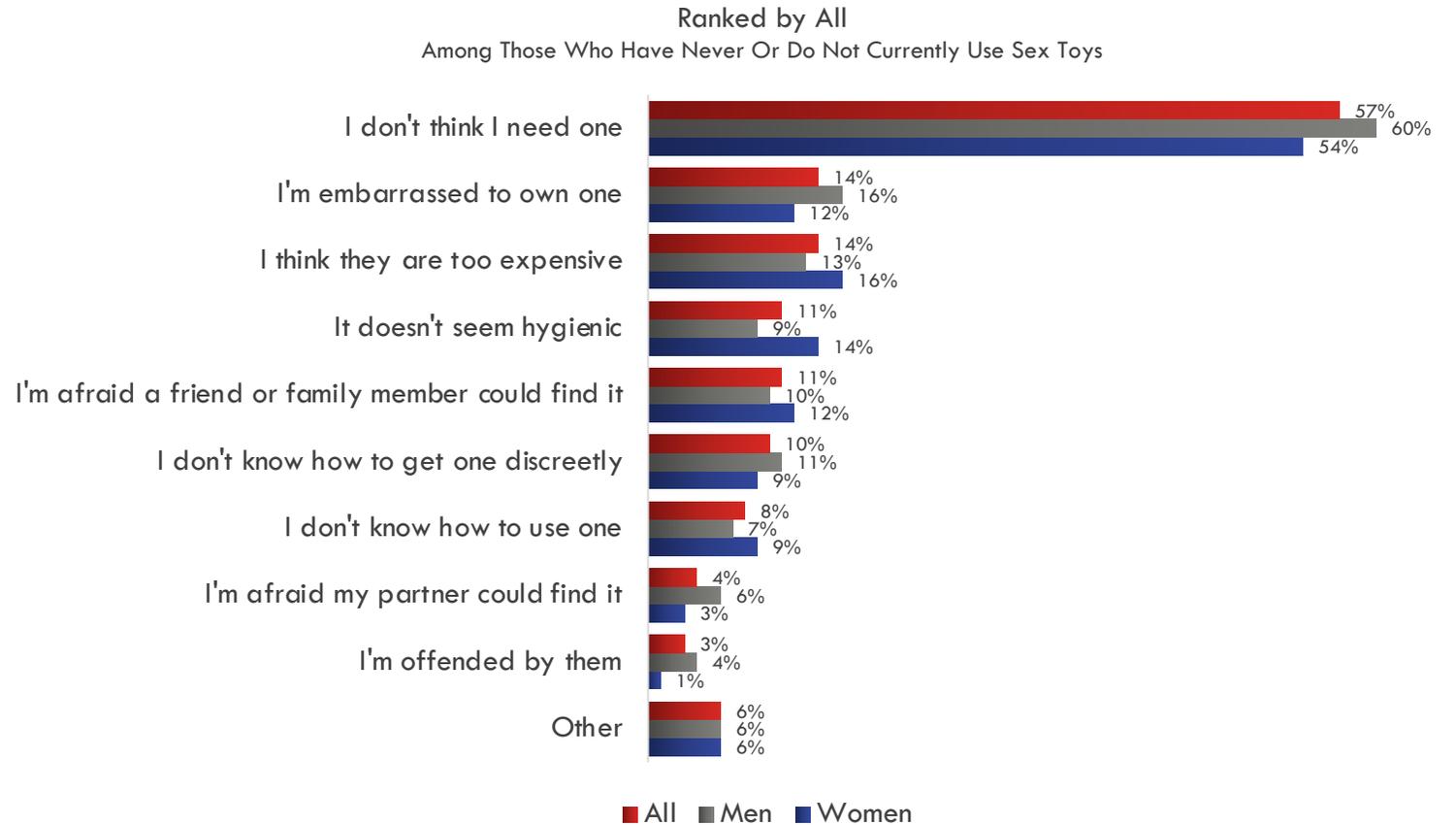
However, it still remains lesser-known than TENGA among all groups.



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

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

Among the 65% of respondents who either have never used a sex toy or do not currently use sex toys, the most-cited reason by far is “I don’t think I need one.” About 1 in 7 Spaniards are embarrassed to own one.

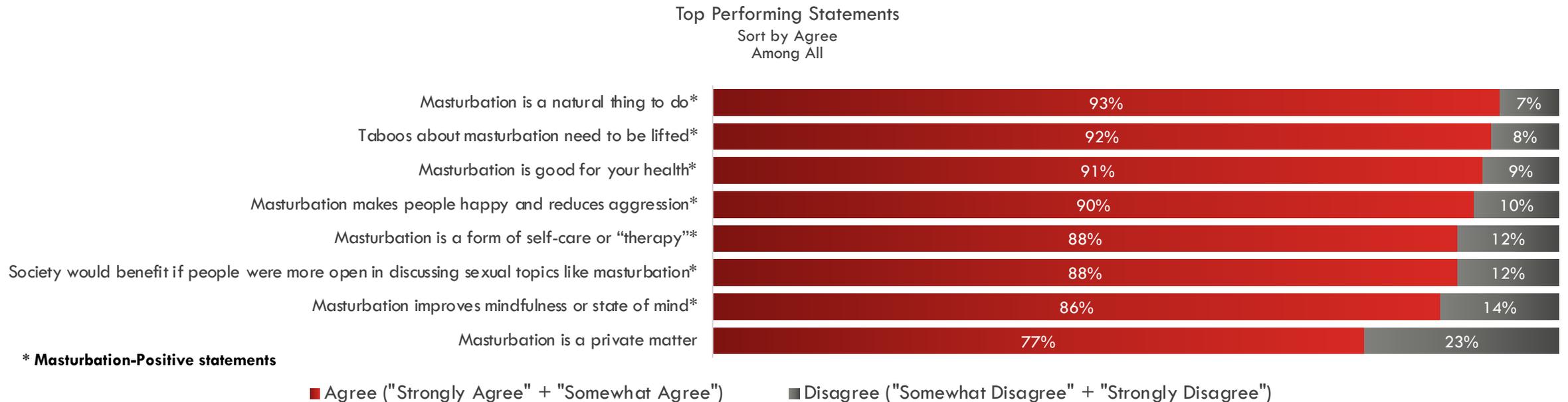


QTOYS6: You said that you do not use a sex toy. Specifically, why do you not use one? Please select all that apply.

ATTITUDES AROUND MASTURBATION

Spaniards Are Masturbation-Positive*

About 9 in 10 Spaniards agreed with each of the top-performing attitudinal statements that are masturbation-positive.

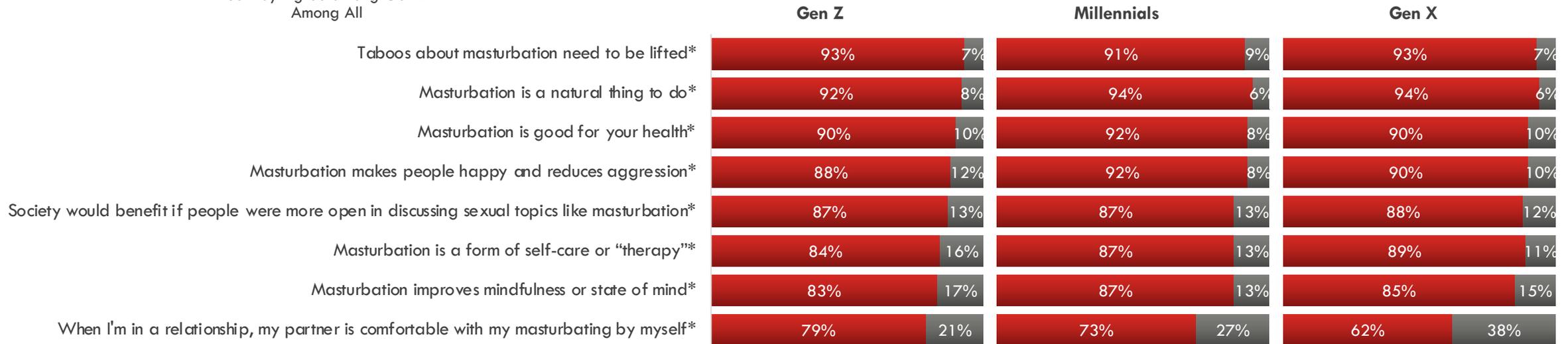


QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

All Generations Are Highly Masturbation-Positive

That said, Gen Z respondents' partners are comfortable with solo masturbation while in a relationship, more so than older generations.

Top Performing Statements
Sort by Agree among Gen Z
Among All



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

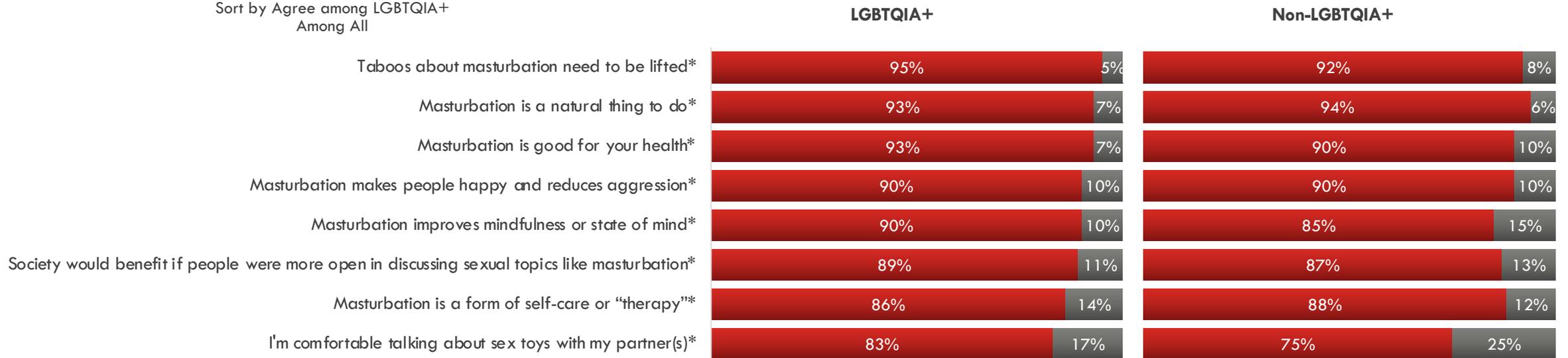
* "Masturbation-Positive" statements

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

LGBTQIA+ Spaniards Are Slightly More Masturbation Positive Than Non-LGBTQIA+

They're markedly more likely to agree with "I'm comfortable talking about sex toys with my partner(s)" than their non-LGBTQIA+ counterparts.

Top Performing Statements
Sort by Agree among LGBTQIA+
Among All



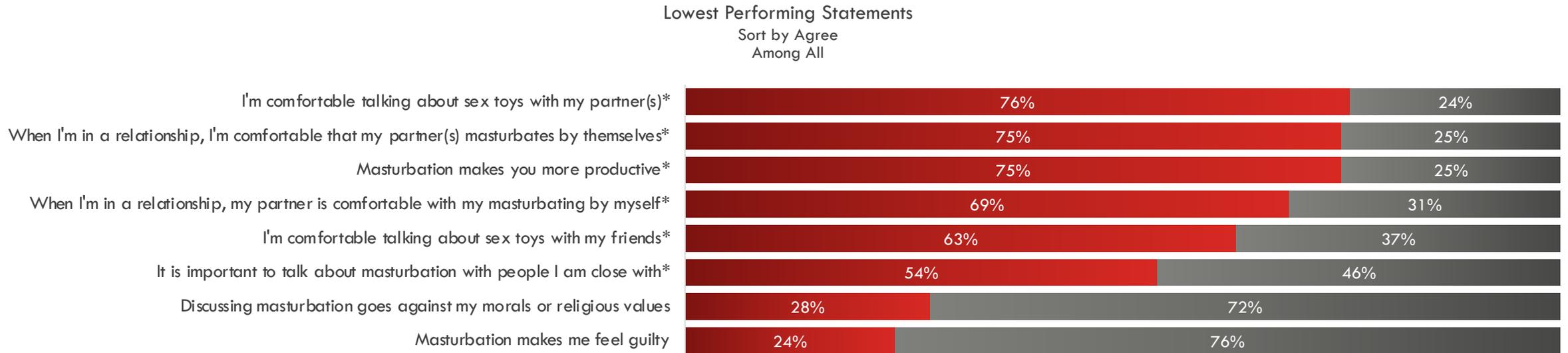
■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

* "Masturbation-Positive" statements

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

About Three-Quarters of Spaniards Disagree With Religious or Moral Objections, or a Sense of Guilt Over Masturbation

A majority of Spaniards are also comfortable discussing sex toys with their partners and friends.

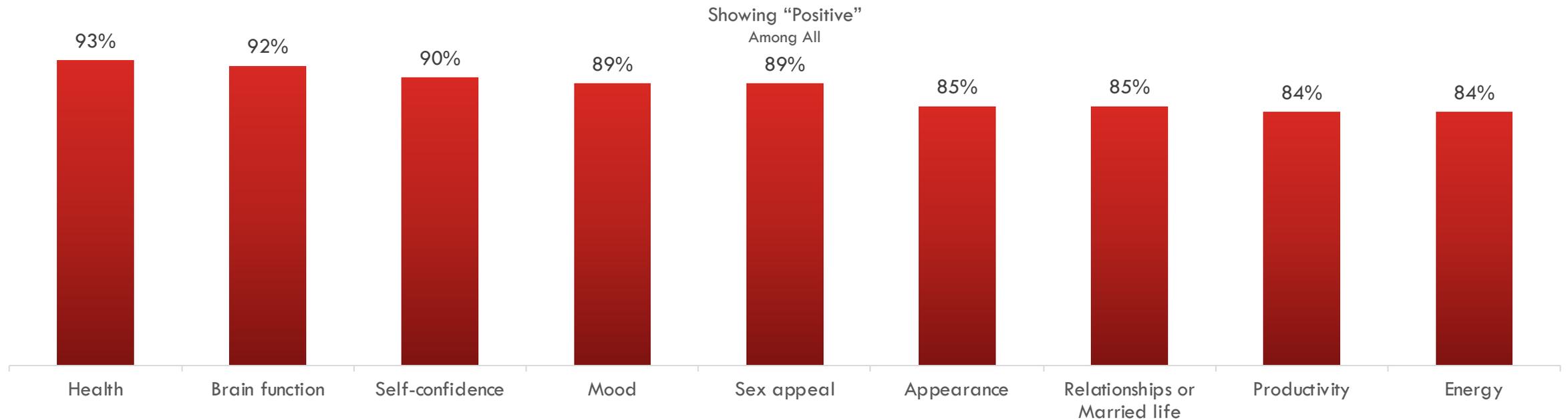


* "Masturbation-Positive statements" ■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

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

Most Agree that Masturbation Has Positive Effects

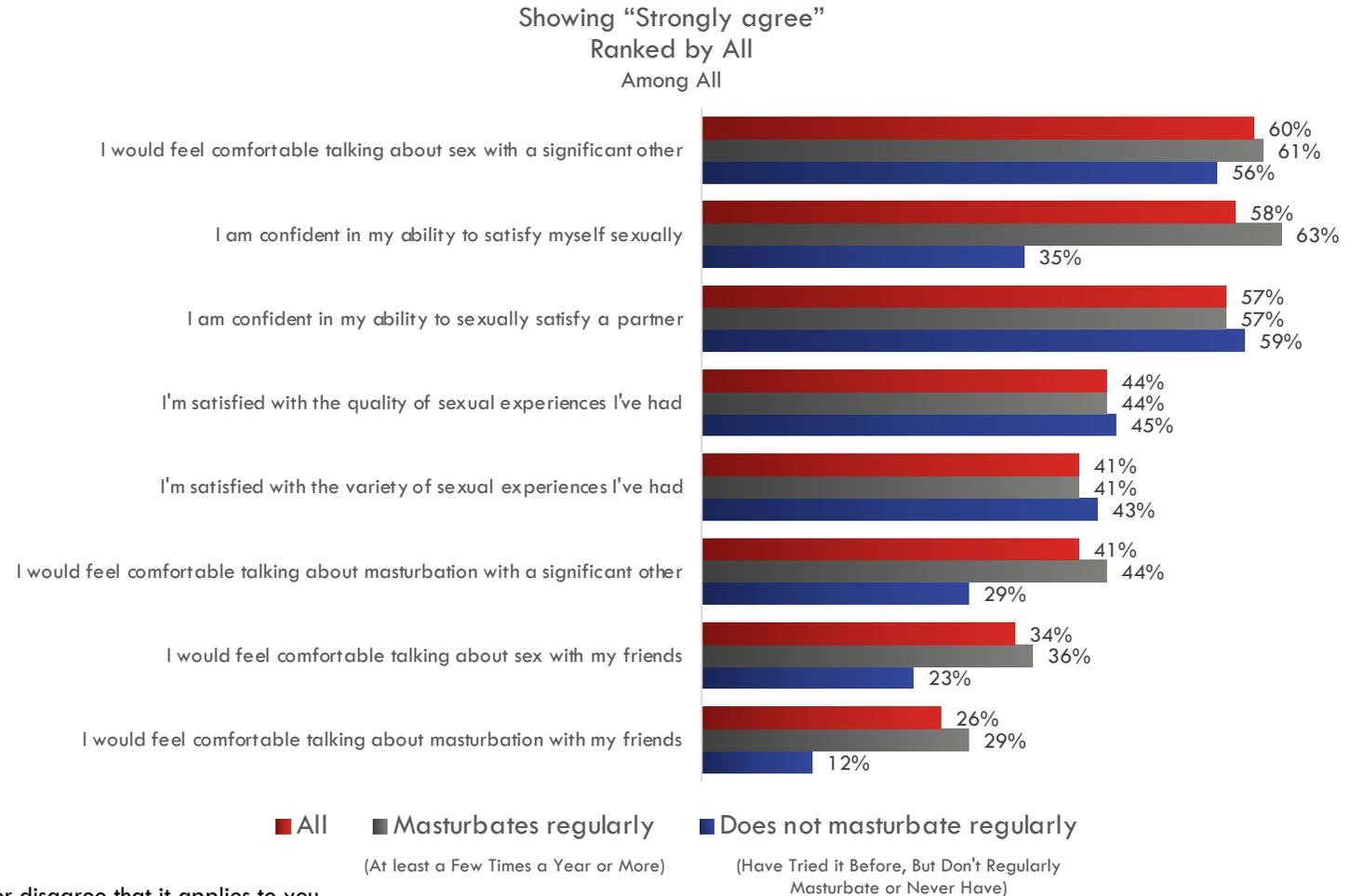
Most Spain Adults 18-54 agree that masturbation has a “Positive impact” on all of the following:



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

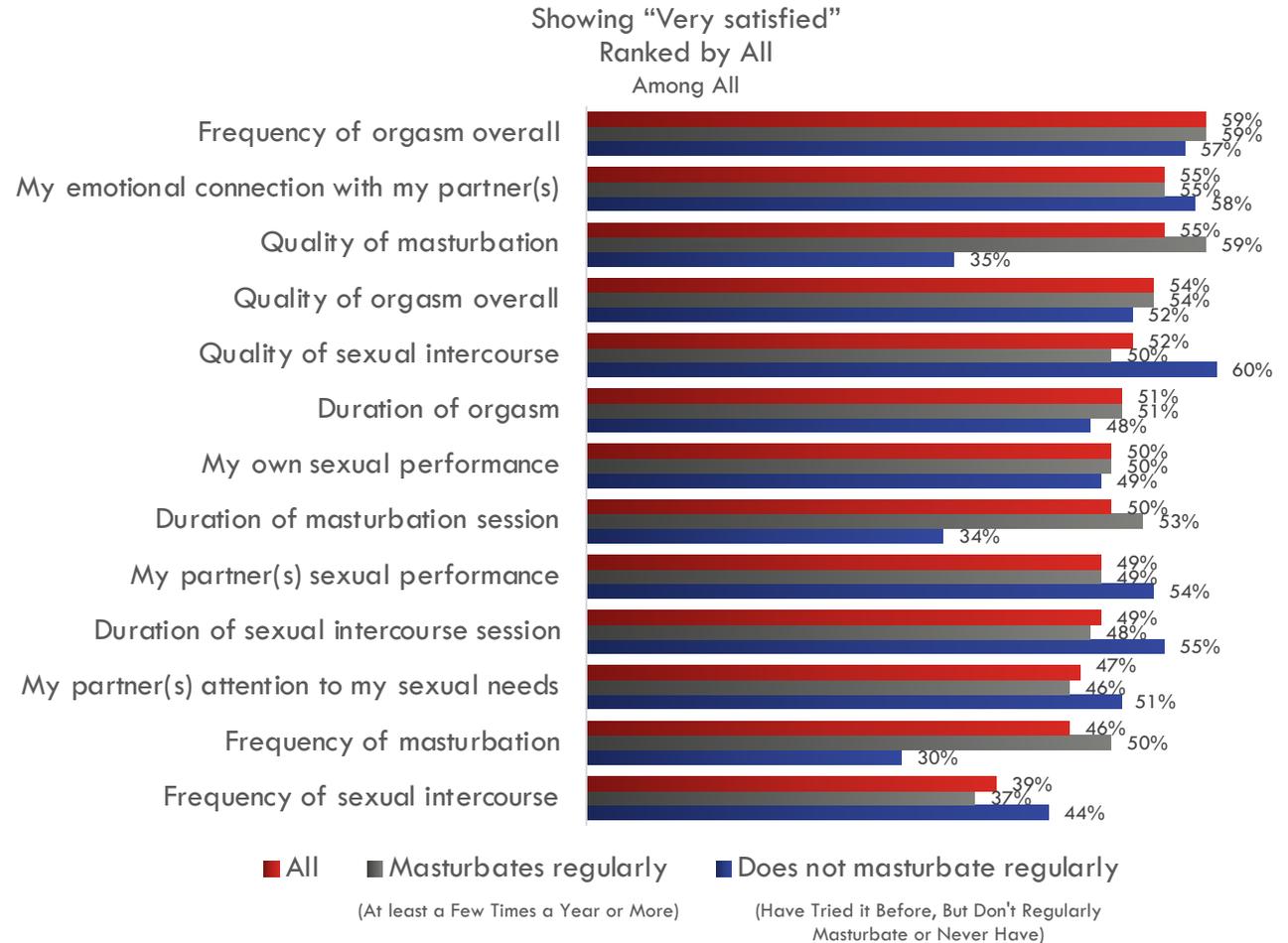
Compared to those that don't masturbate regularly, regular masturbators are far likelier to report that they're confident with their ability to satisfy themselves sexually.



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

Sexual Satisfaction Is Comparable Between Those Who Masturbate Regularly Vs. Those Who Don't

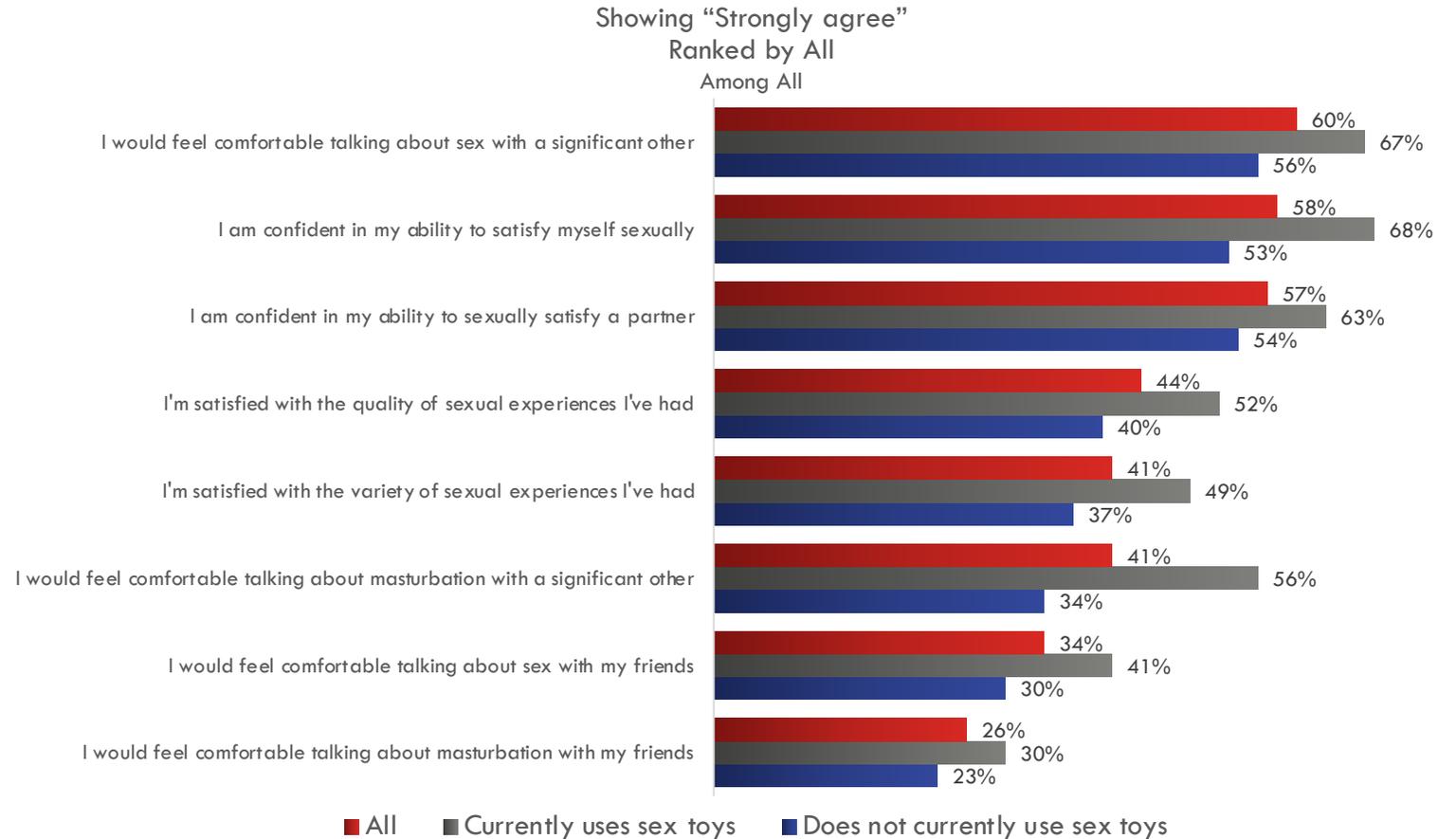
That said, those who masturbate regularly are more satisfied with all aspects of their masturbation sessions.



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

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

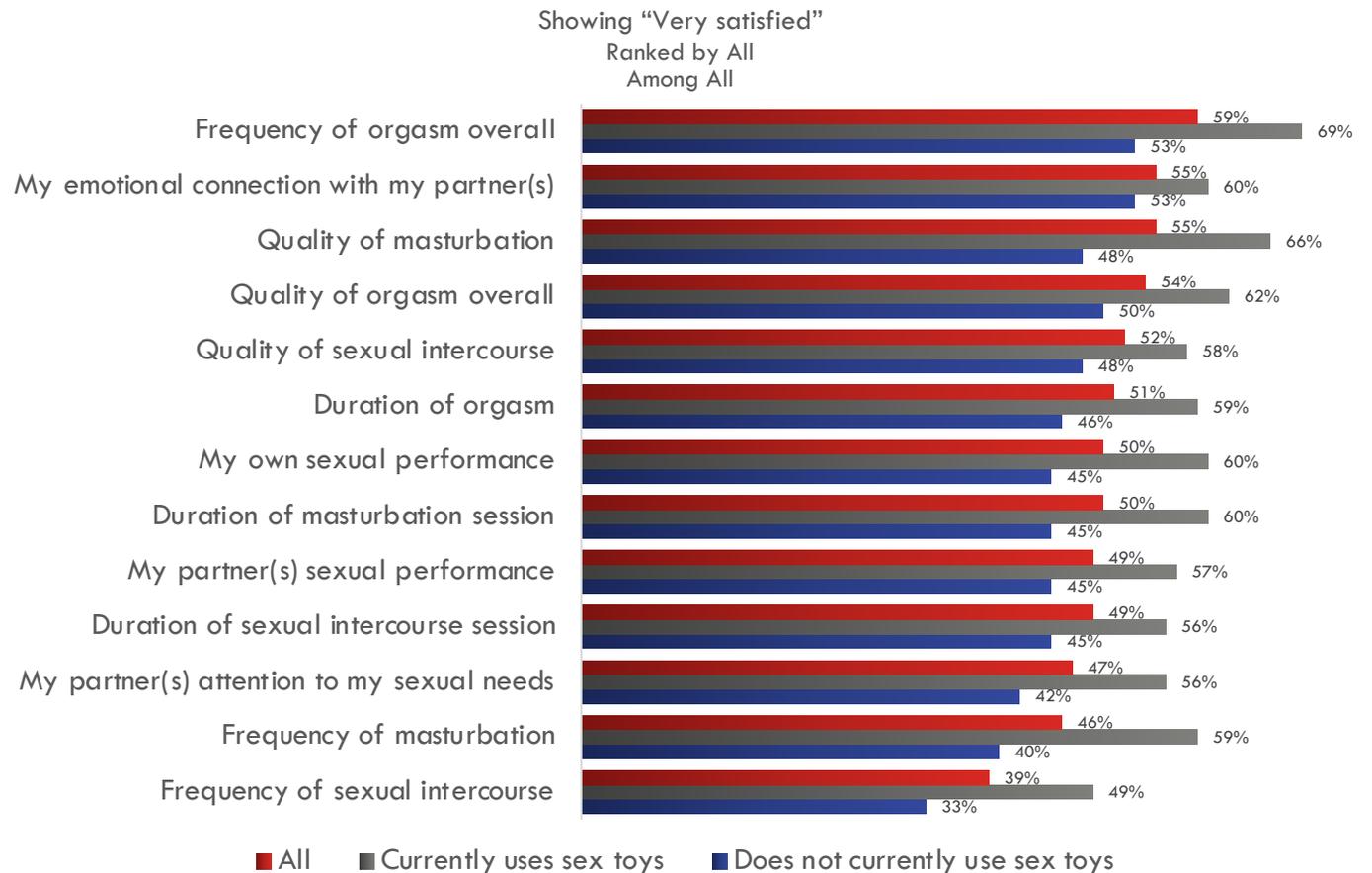
Sex toy users in Spain show a double-digit increase over non-users for most metrics.



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 emotional connection with my partner(s)” and “Quality of sexual intercourse” is closest between sex toy users and non-users.



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

Orgasms From Partnered Sex (Without Sex Toys) Rank Highest Across All Groups

But among sex toy users, masturbation that include toys is preferred over masturbation without.

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	#4
Masturbating on your own (without a sex toy)	#3	#3	#4	#4	#2
Masturbating on your own (with a sex toy)	#4	#4	#3	#3	#3
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

Most Spaniards Prioritize Partnered Orgasms

On average, Spaniards tend to prefer toy-assisted orgasms *if solo*.

Millennials prioritize toy-assisted masturbation over toy-assisted partnered sex.

How People Rank The Quality of Their Orgasms from Different Sexual Activities?

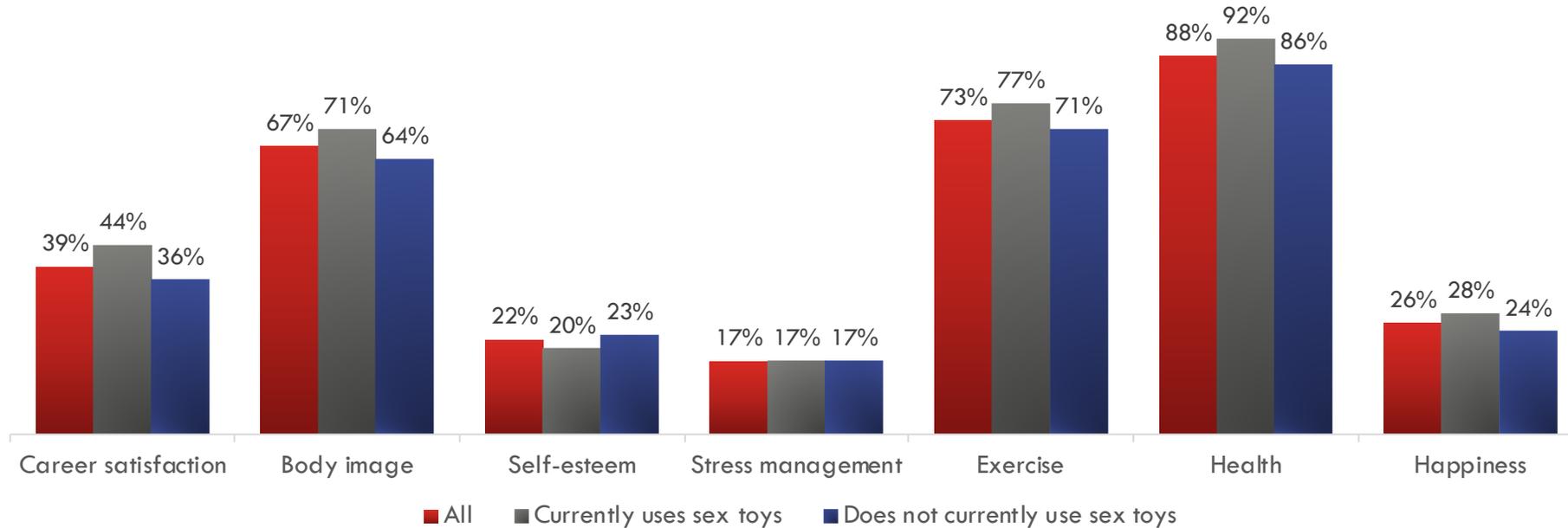
Showing Ranking Order from 1st (Highest Quality) to 5th (Lowest Quality) Ranked by All

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

Sex Toy Users Tend To Be More Satisfied With Their Careers, Body Image and Health



Hours Of Sleep Per Night

Sex Toy Users

7.17 hrs.

Sex Toy Non-Users

7.12 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)

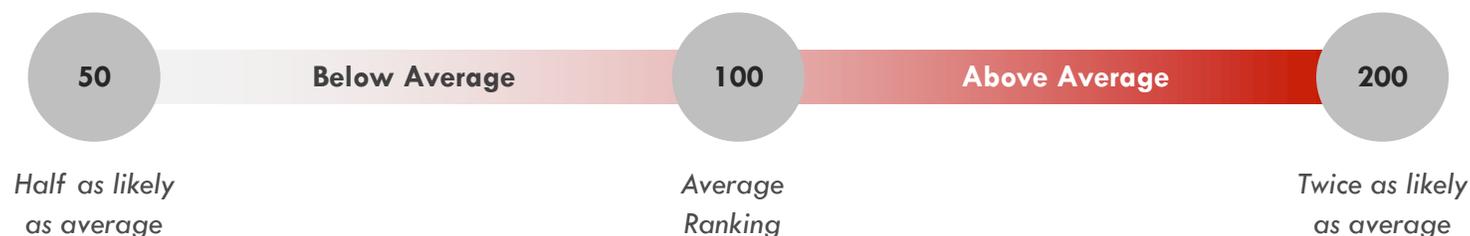
Least Interesting		Most Interesting
<input type="radio"/>	Masturbating my significant other	<input type="radio"/>
<input checked="" type="radio"/>	Having sex with an unknown person	<input type="radio"/>
<input type="radio"/>	Watching someone undress without them knowing	<input type="radio"/>
<input type="radio"/>	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.

	All	Audience 1	Audience 2
Item 1	212	185	240
Item 2	190	186	194
Item 3	177	152	202



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 Spaniards 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.

Showing Above Average Fantasies RIS Scores*

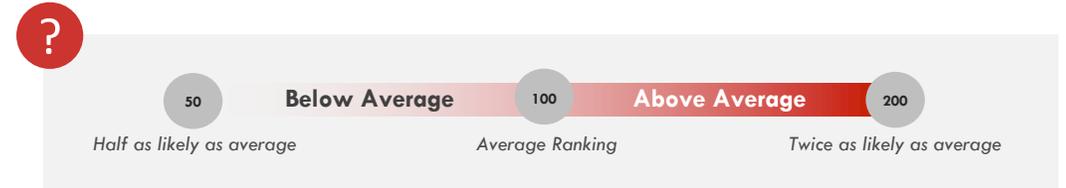
Ranked by All
Among All



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)	233	203	264	241	224	239	238	195	230	242	225
Being masturbated by my significant other	214	188	240	216	205	220	218	183	217	213	208
Having sex in an unusual place (e.g. in the office; public toilets)	209	185	233	209	203	213	212	182	211	210	201
Having sex with a celebrity or other well-known living person	196	202	191	202	196	195	202	153	195	200	193
Masturbating my significant other	195	175	216	200	191	198	199	167	196	197	193
Receiving fellatio/cunnilingus	185	180	190	177	177	194	189	146	193	176	182
Having sex with two women	165	242	89	163	163	168	169	130	164	164	171
Having sex with someone that I know who is not my significant other	161	180	141	135	153	174	164	129	159	160	164
Having sex with someone much younger (legally) than me	151	176	127	128	139	169	158	101	150	152	154
Having sex with an unknown person	146	169	122	110	139	161	149	118	144	147	147

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

Spanish 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.

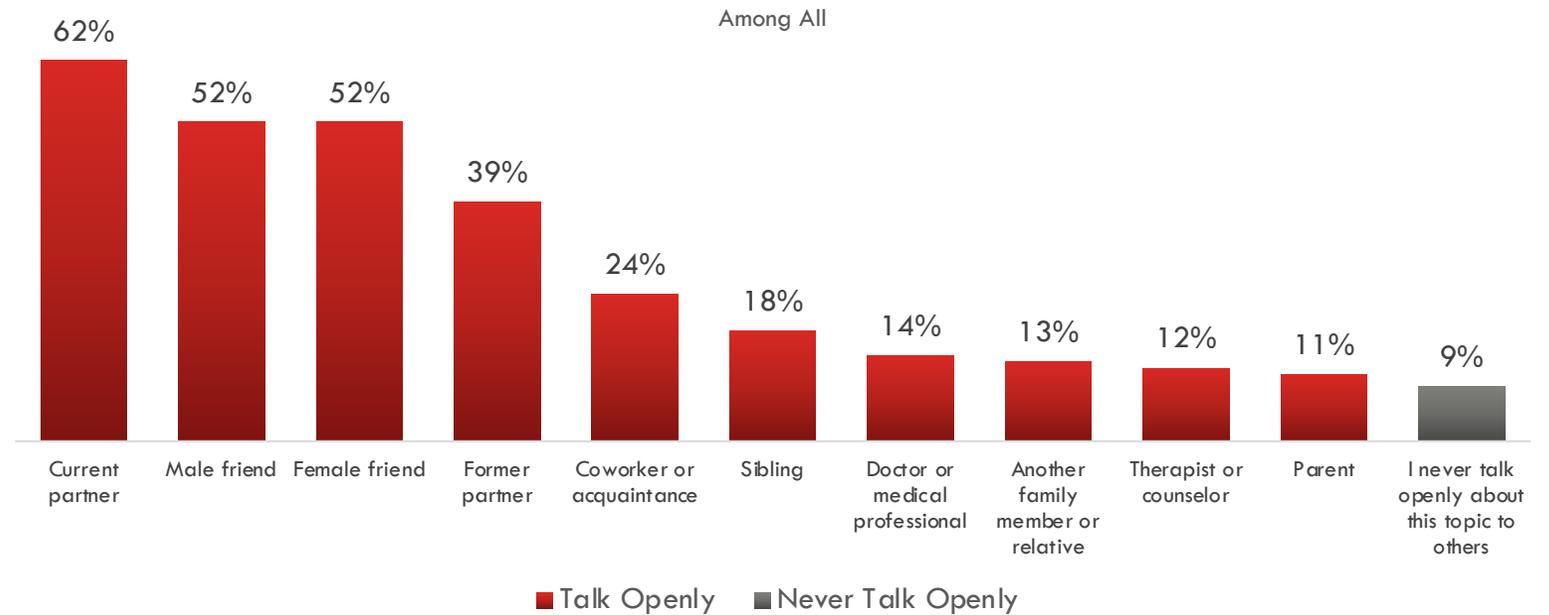
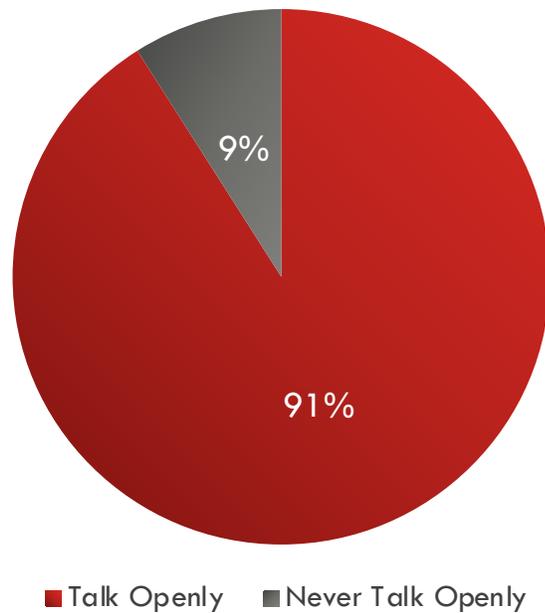
Showing Average Ranking
Among Those Who Have Been In A Relationship

	All	Men	Women
Salary/Money	#1	#1	#1
Political views	#2	#2	#2
Mental Health	#3	#3	#3
Sexual Fantasies	#4	#4	#4
Religious Views	#5	#5	#5
Masturbation	#6	#6	#7
Using sex toys	#7	#7	#6
Sexual experiences with previous partner(s)	#8	#8	#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 Spaniards Have Talked Openly About Sex

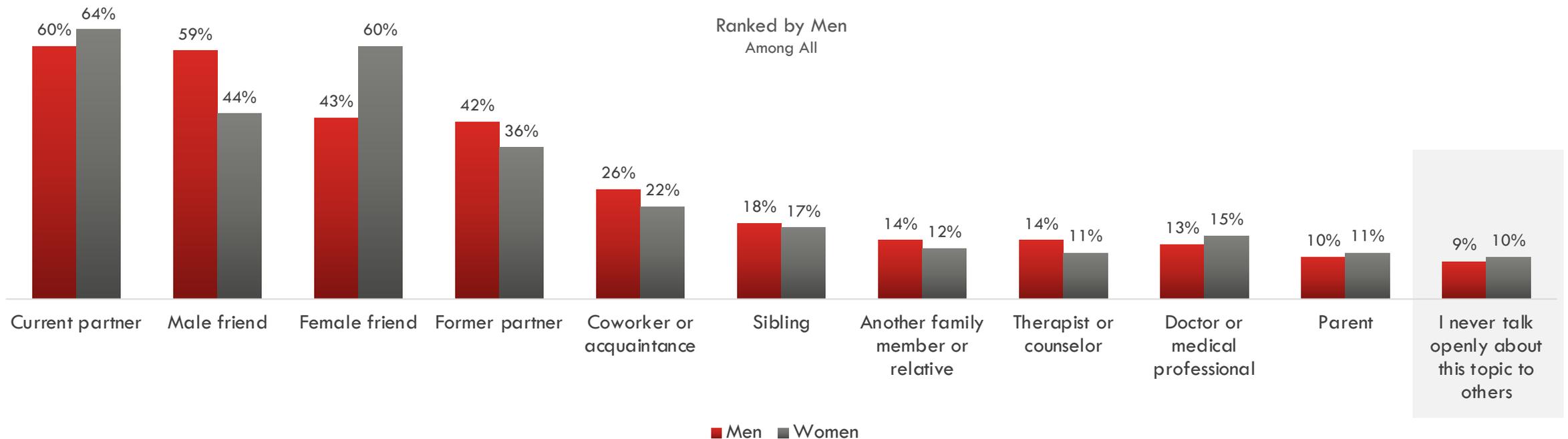
They are most likely to discuss sex with current partners and friends.



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

Most Spaniards Have Discussed Sex With A Friend Of The Same Sex

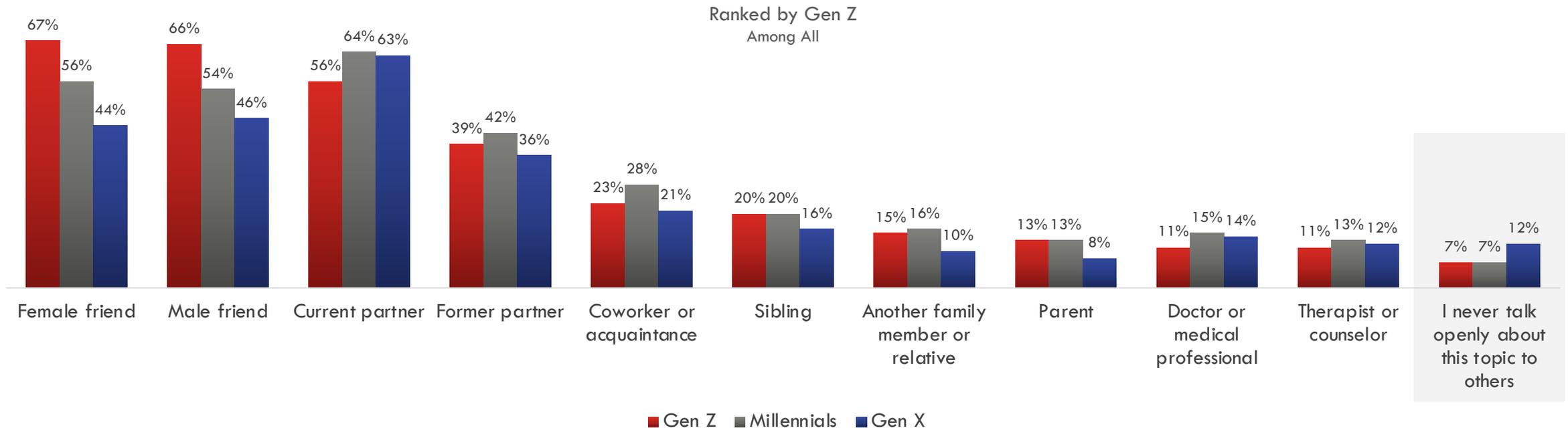
Women are far likelier to talk to a female friend, while men are likelier than women to talk to a male friend. Both men and women tend to discuss sex openly with a current partner.



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

All Generations Report High Openness To Talking About Sex With Others

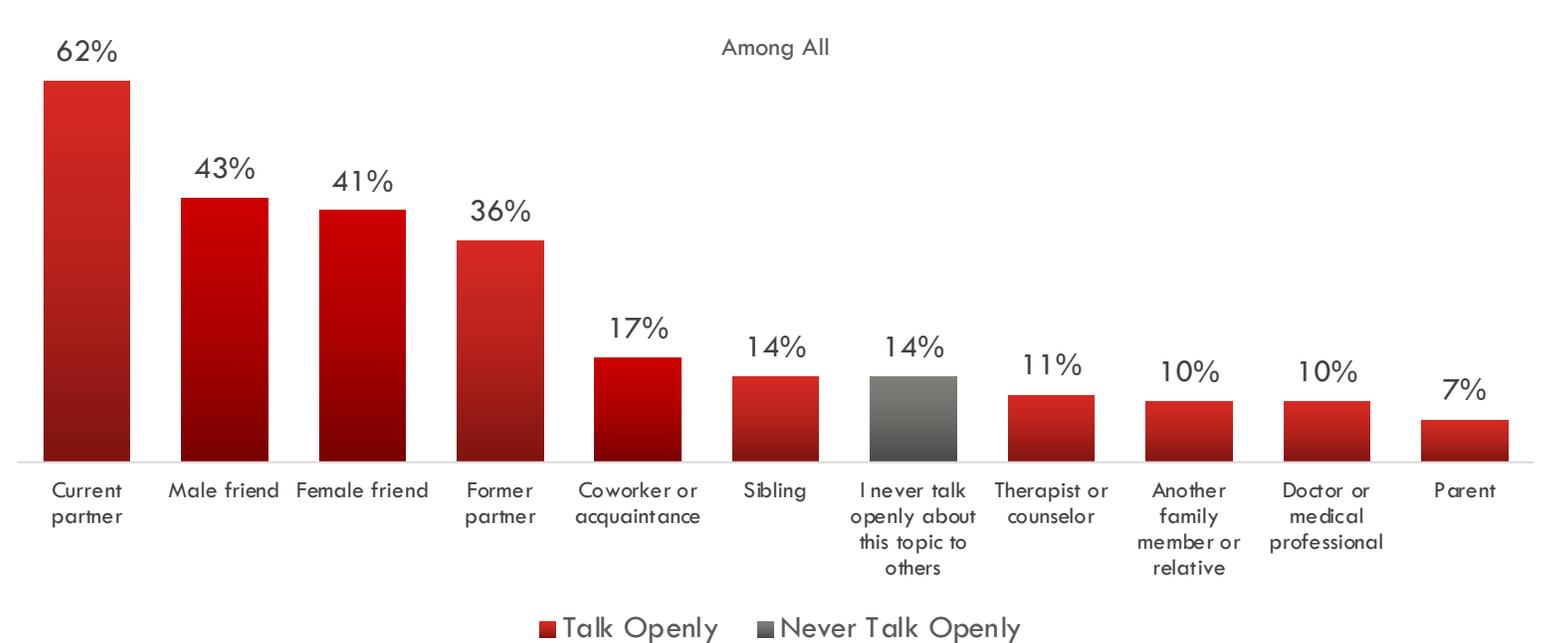
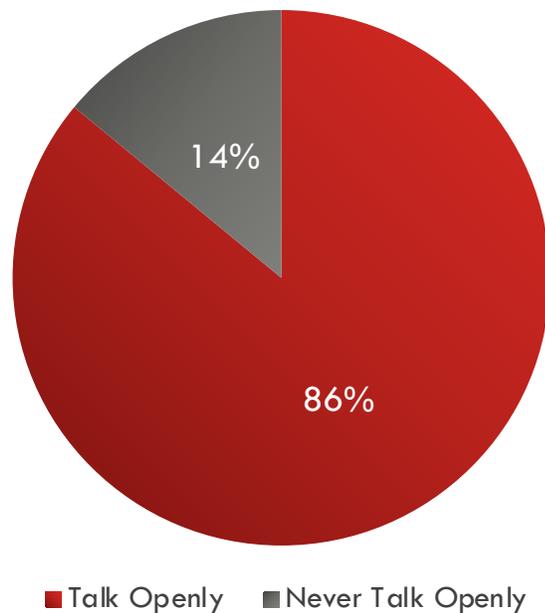
Gen X is only slightly behind Millennials and Gen X in discussing this topic. They, as well as Millennials, prefer to discuss sex with a current partner. Gen Z are the most likely to discuss sex with their friends.



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

As With Sex, Most Spaniards Have Talked Openly About Masturbation

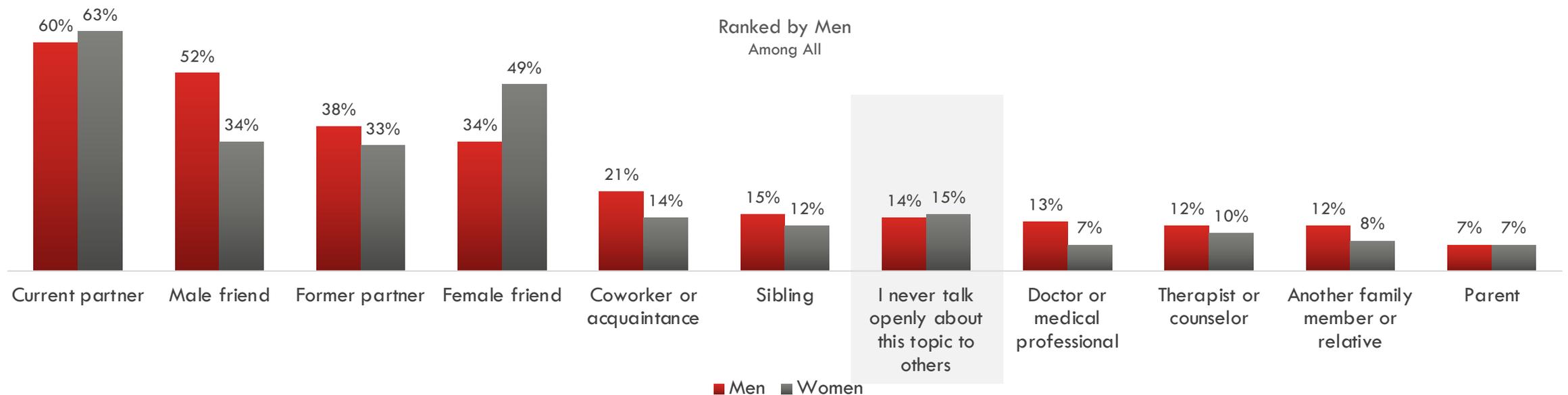
Current partners are cited most often as being involved in open conversations about masturbation.



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

Women and Men Are Almost Equally Likely To Talk Openly About Masturbation

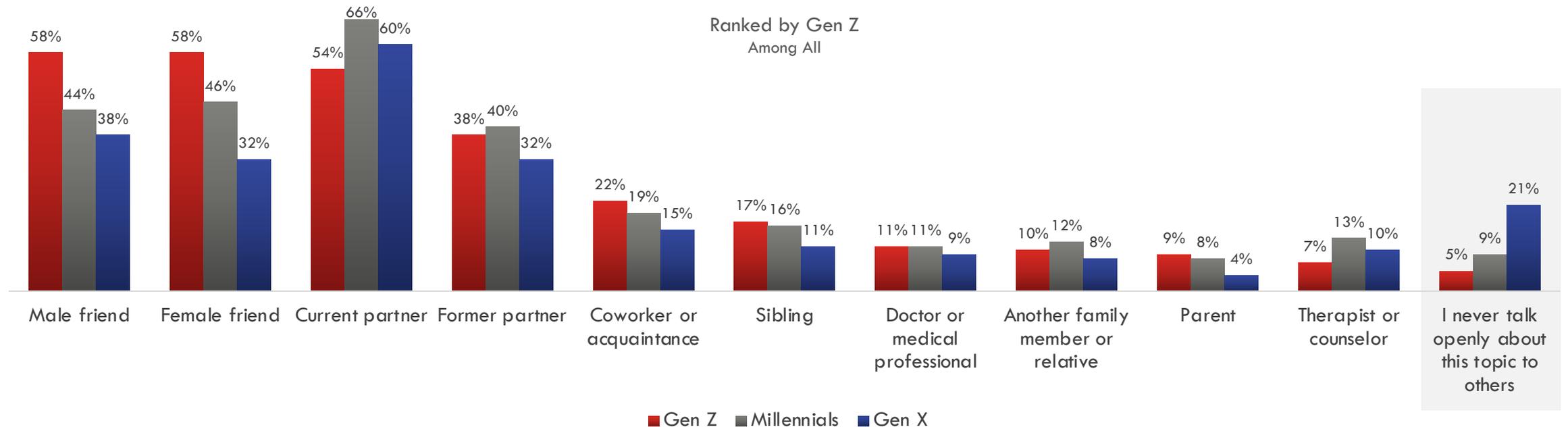
Men and women each report preferring to talk about masturbation with a friend of the same sex. Nonetheless, both men and women are most likely to have had this conversation with a current partner.



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

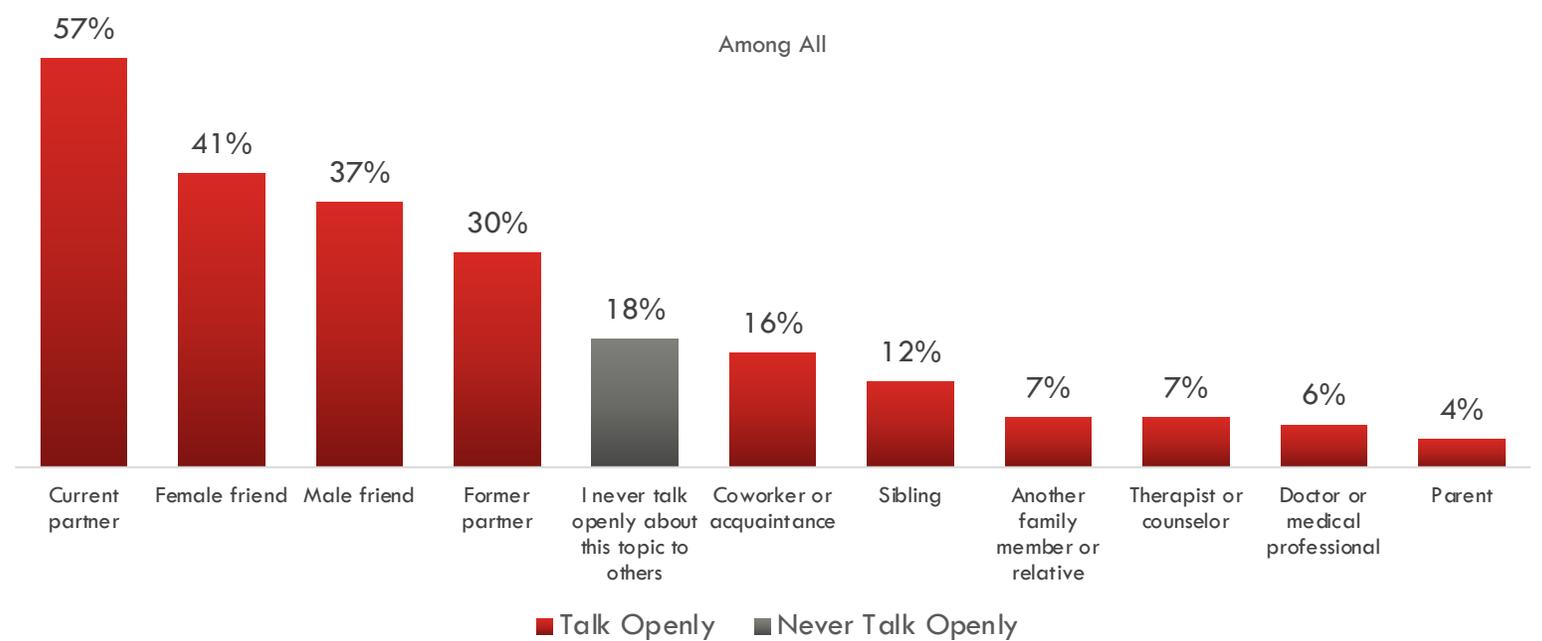
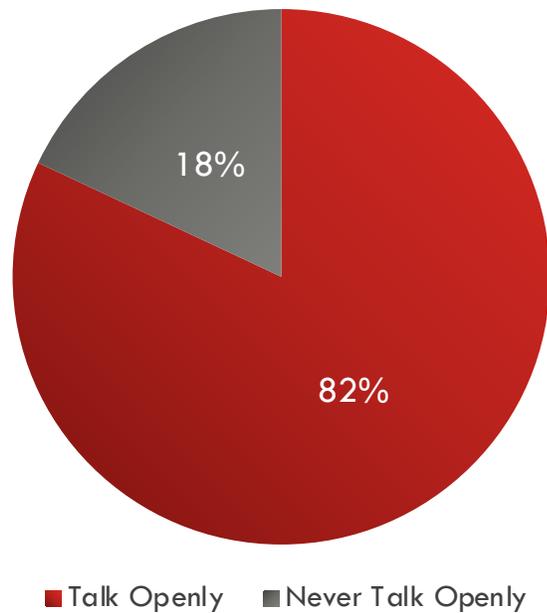
Unlike their openness around discussing sex, Gen X is less likely to discuss masturbation. Gen Z-ers are the most likely to talk openly about this topic, preferring friends. As with the topic of sex, Millennials and Gen X-ers prefer to discuss masturbation with a current partner.



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

Four Out of Five Spaniards Have Talked Openly About Using Sex Toys

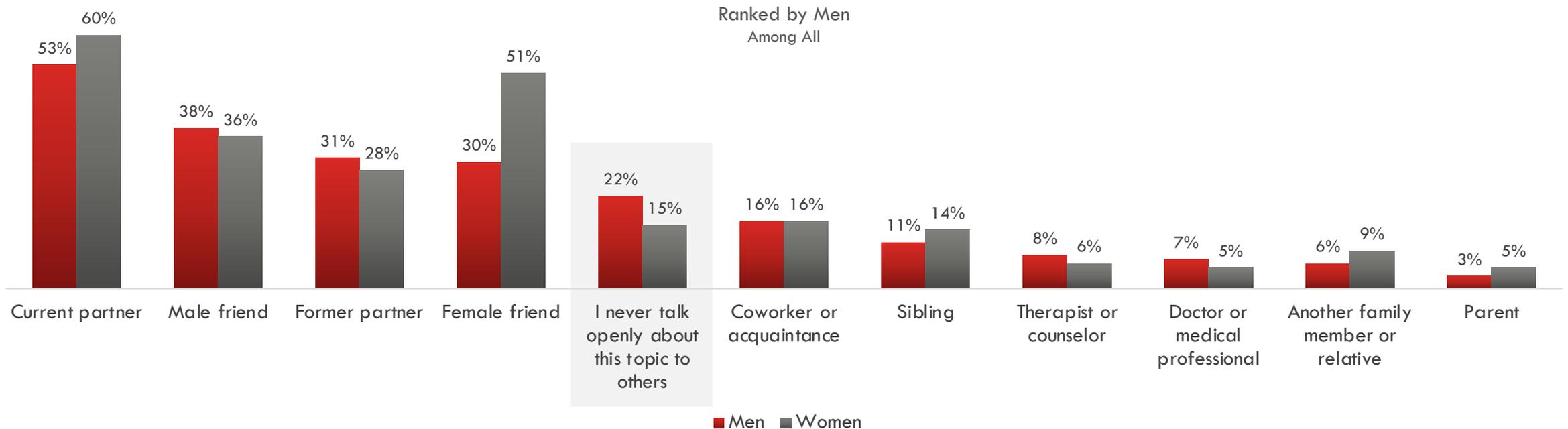
Nearly as many Spaniards report having discussed sex toy usage openly as have discussed masturbation openly. Similar to other sexuality-related topics, most discussions of sex toys happen with current partners.



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

Women Are Likelier Than Men to Discuss Sex Toys

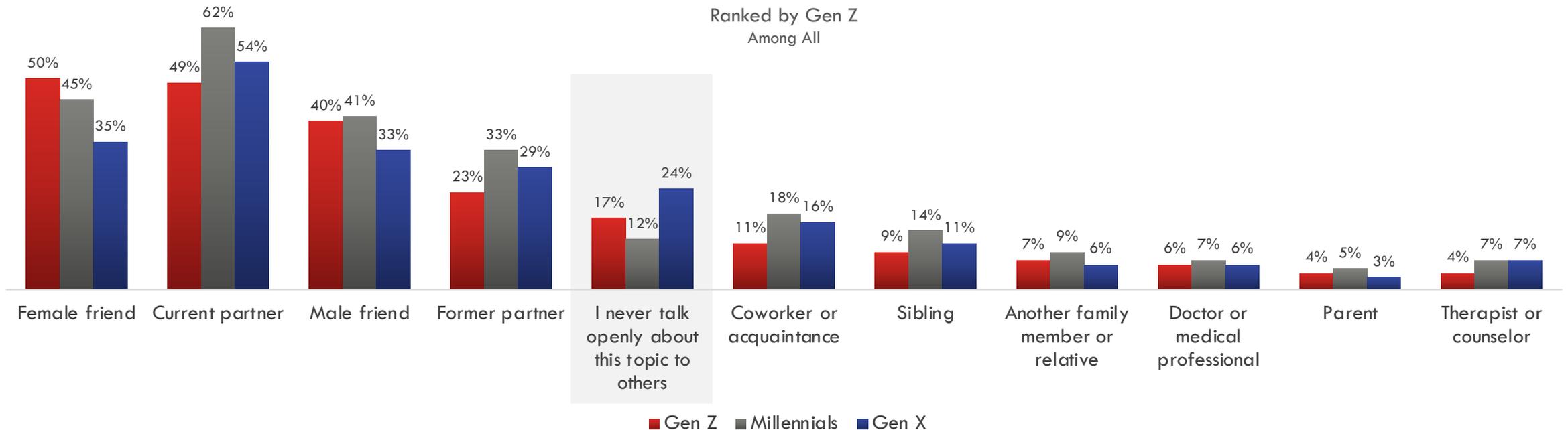
Despite similarities in discussing masturbation between men and women, the topic of sex toys is more likely to be talked about by women. Women tend to discuss sex toys with current partners and female friends, while men tend to discuss sex toys primarily with current partners.



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

In Spain, Gen X Are Least Likely to Openly Discuss the Use of Sex Toys

Still, 3 out of 4 Gen X Spaniards have discussed sex toys openly. Millennials lead the way in talking to others about sex toys, preferring current partners and female friends.

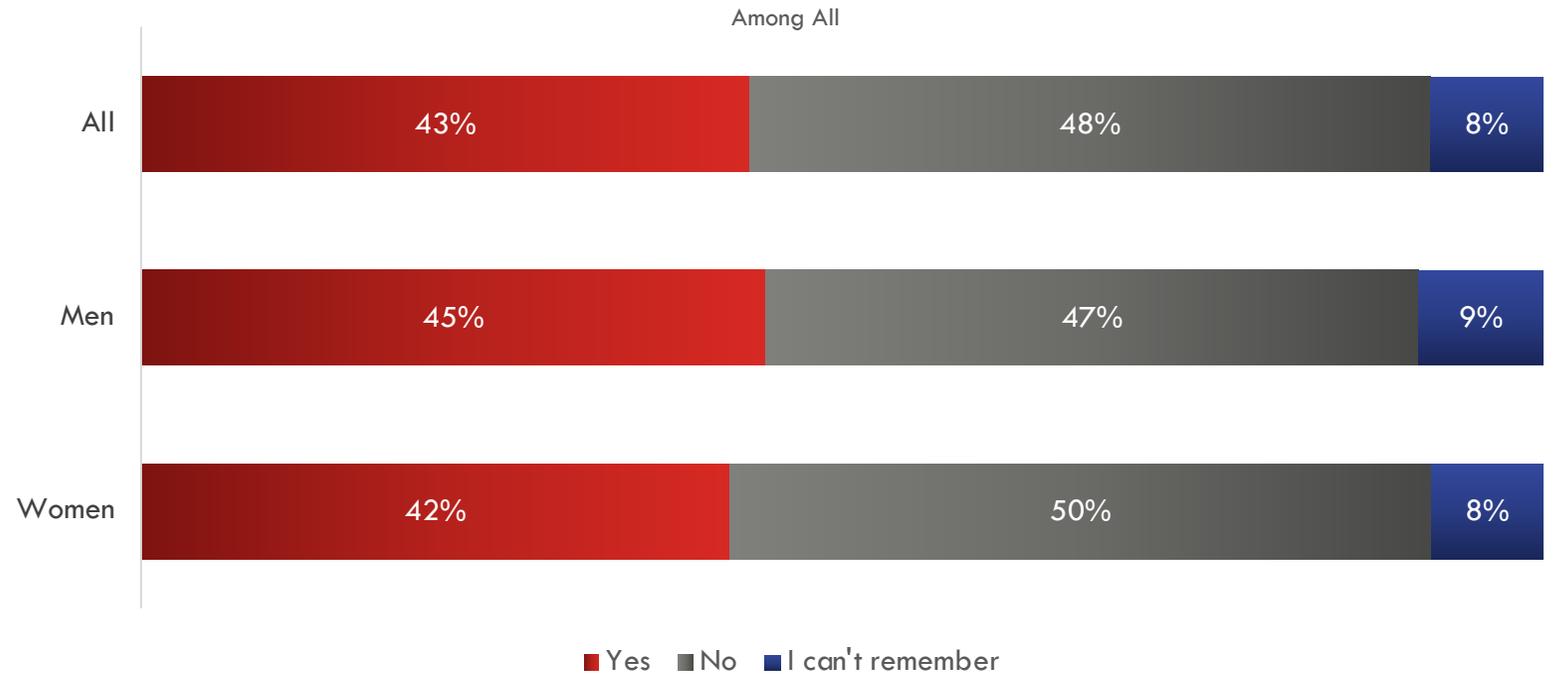
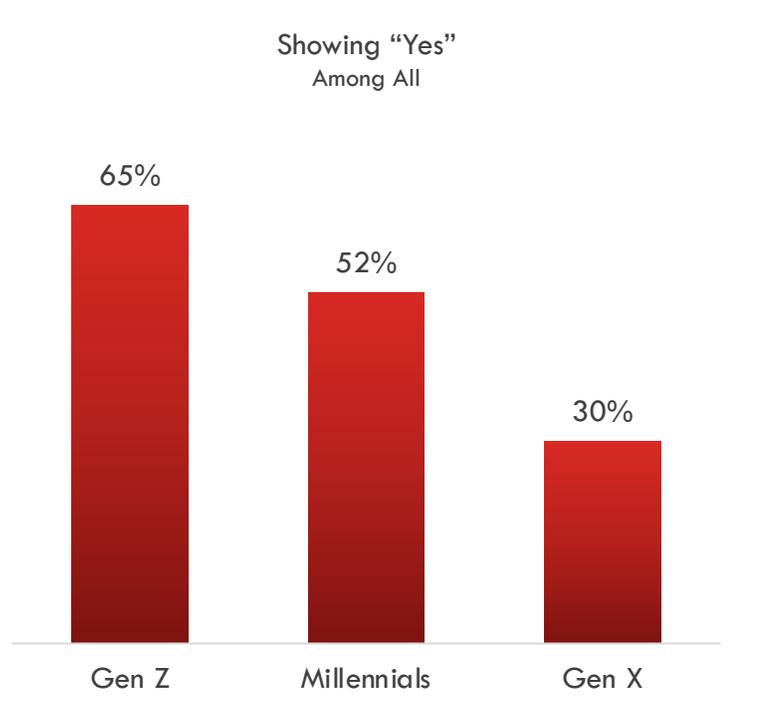


QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

SEX EDUCATION AND INFO SOURCES

Many Spaniards Did Not Receive Sex Education

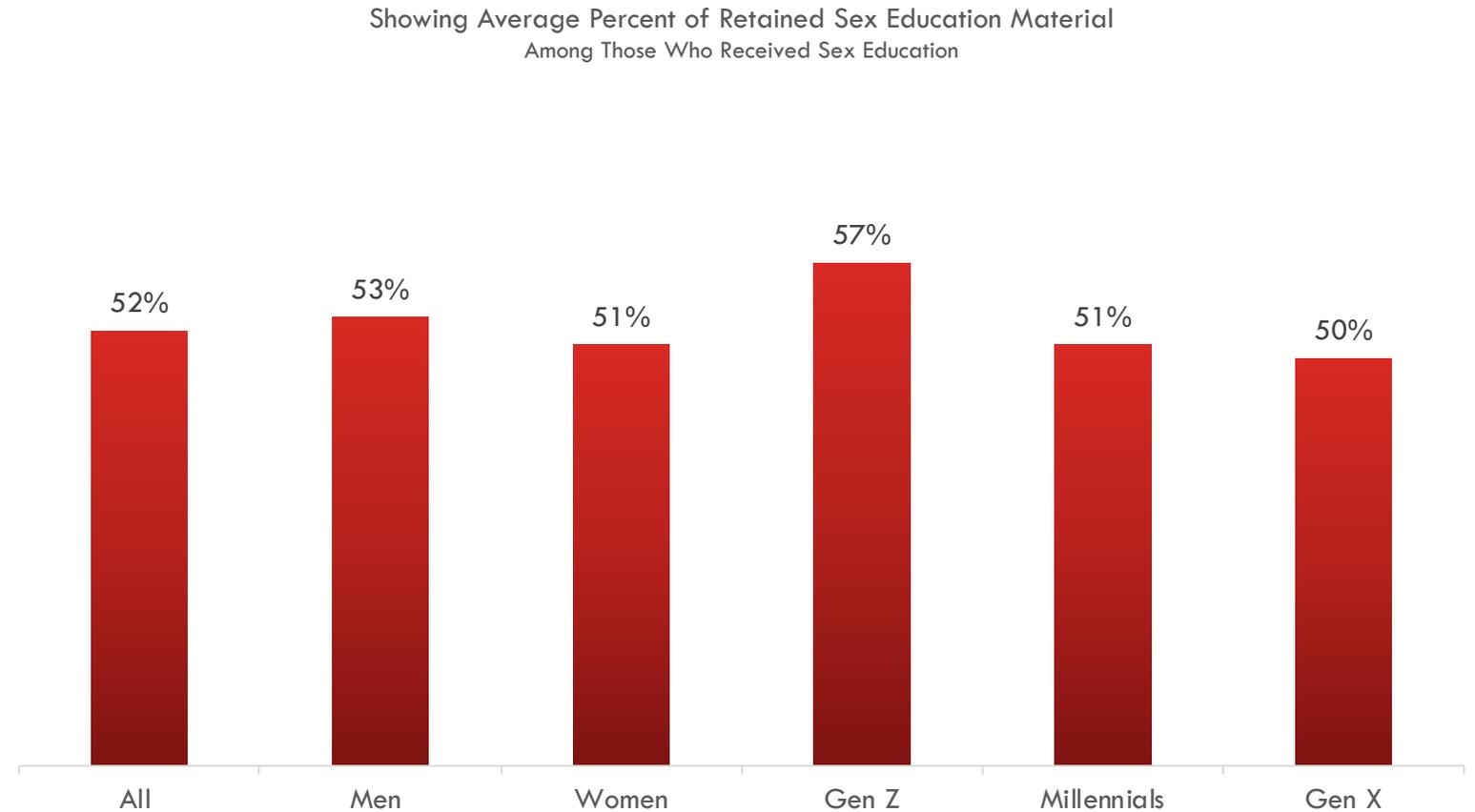
Overall, only 4 in 10 Spaniards Adults 18-54 report having received sex education in school. That said, there has been a significant increase in prevalence of sex education over time with each generation.



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

Spaniards Have Retained Half of their Sex Education Curricula

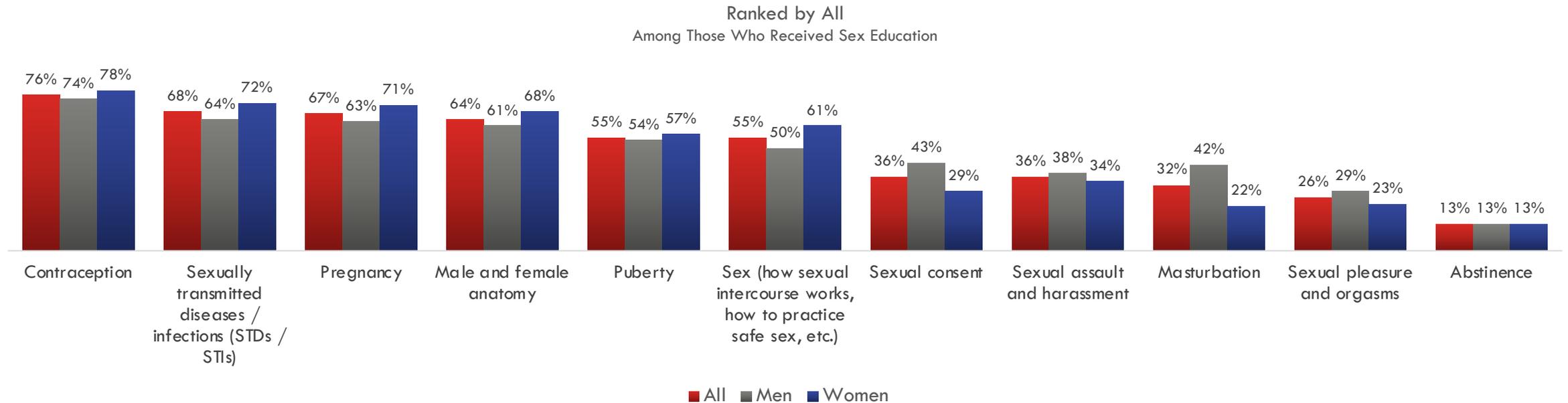
Gen Z respondents remember significantly more than their older counterparts (likely due to recency).



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

Spanish Men Are Considerably More Likely Than Women to Report Having Learned About Masturbation

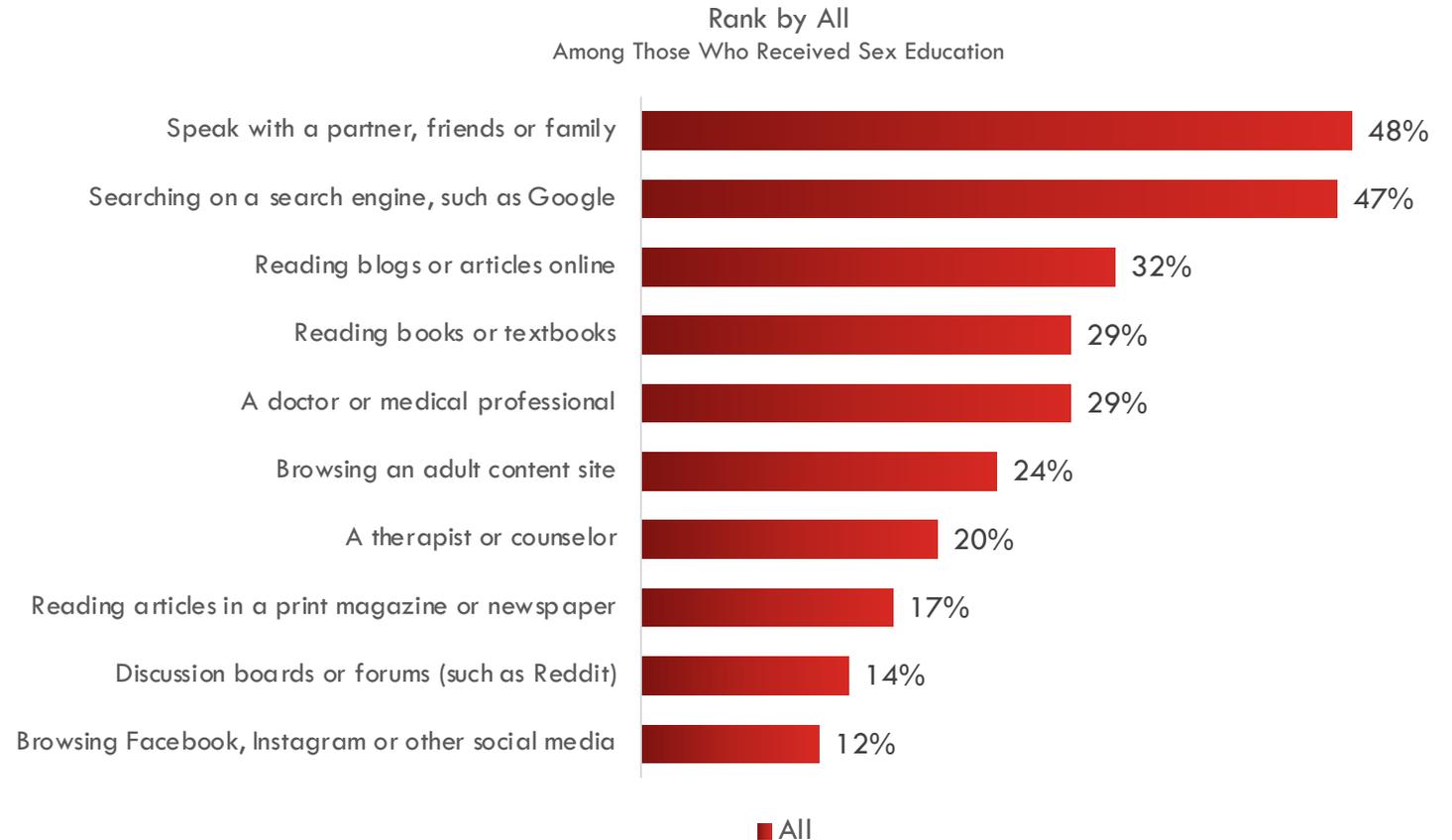
In general, a minority of Spanish sex education curricula appear to have covered sexual consent, sexual assault/harassment, masturbation, sexual pleasure/orgasms, and abstinence.



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

Many Spaniards Rely on Partners, Friends, or Family Members for Answers About Sex

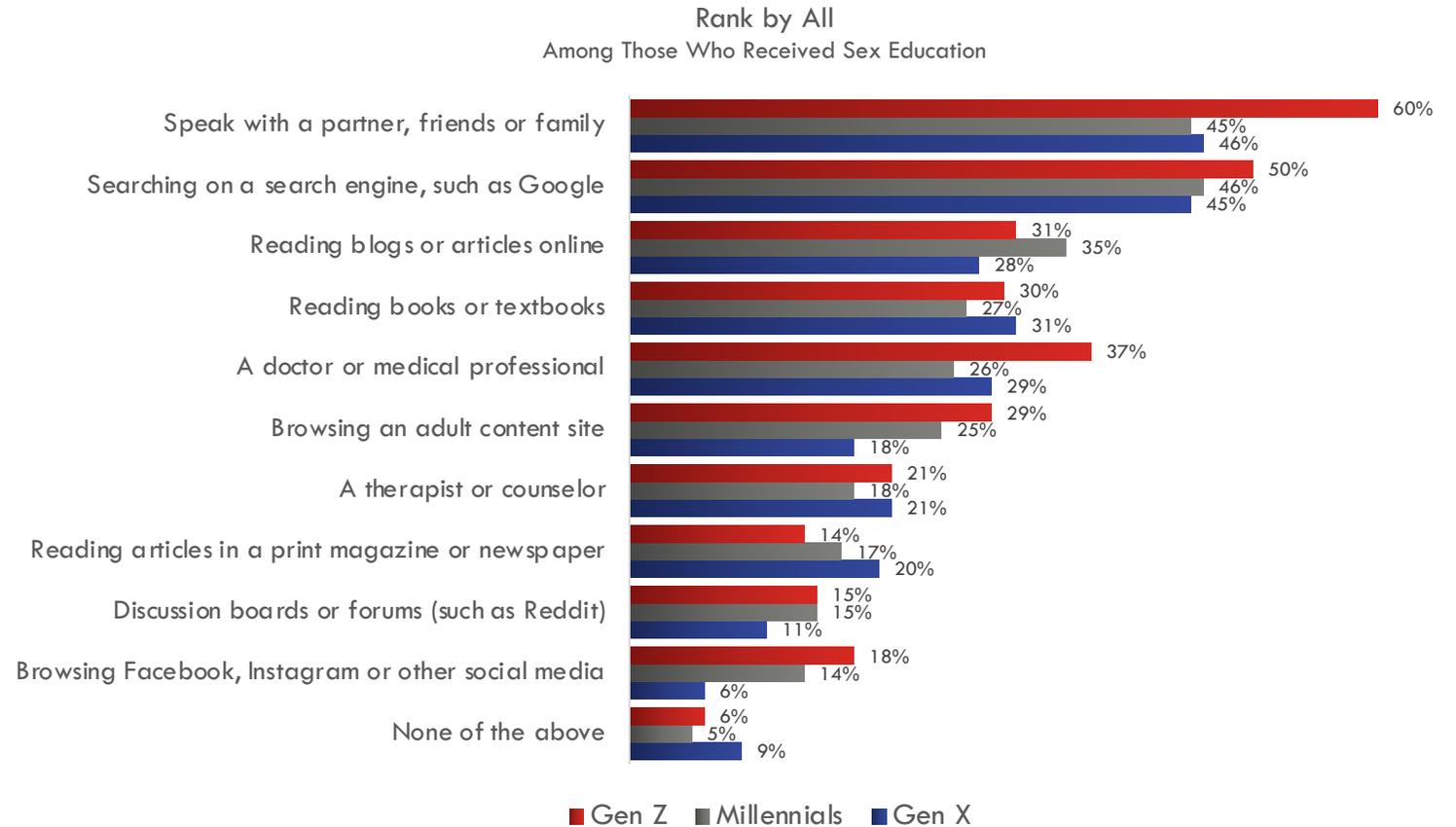
A markedly higher percentage Spanish respondents go to loved ones for answers than respondents from other markets. Still, online searching—the top source in other markets—was nearly as prevalent in Spain.



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

All Generations Are Similarly Likely To Use Google As A Source For Sexual Information

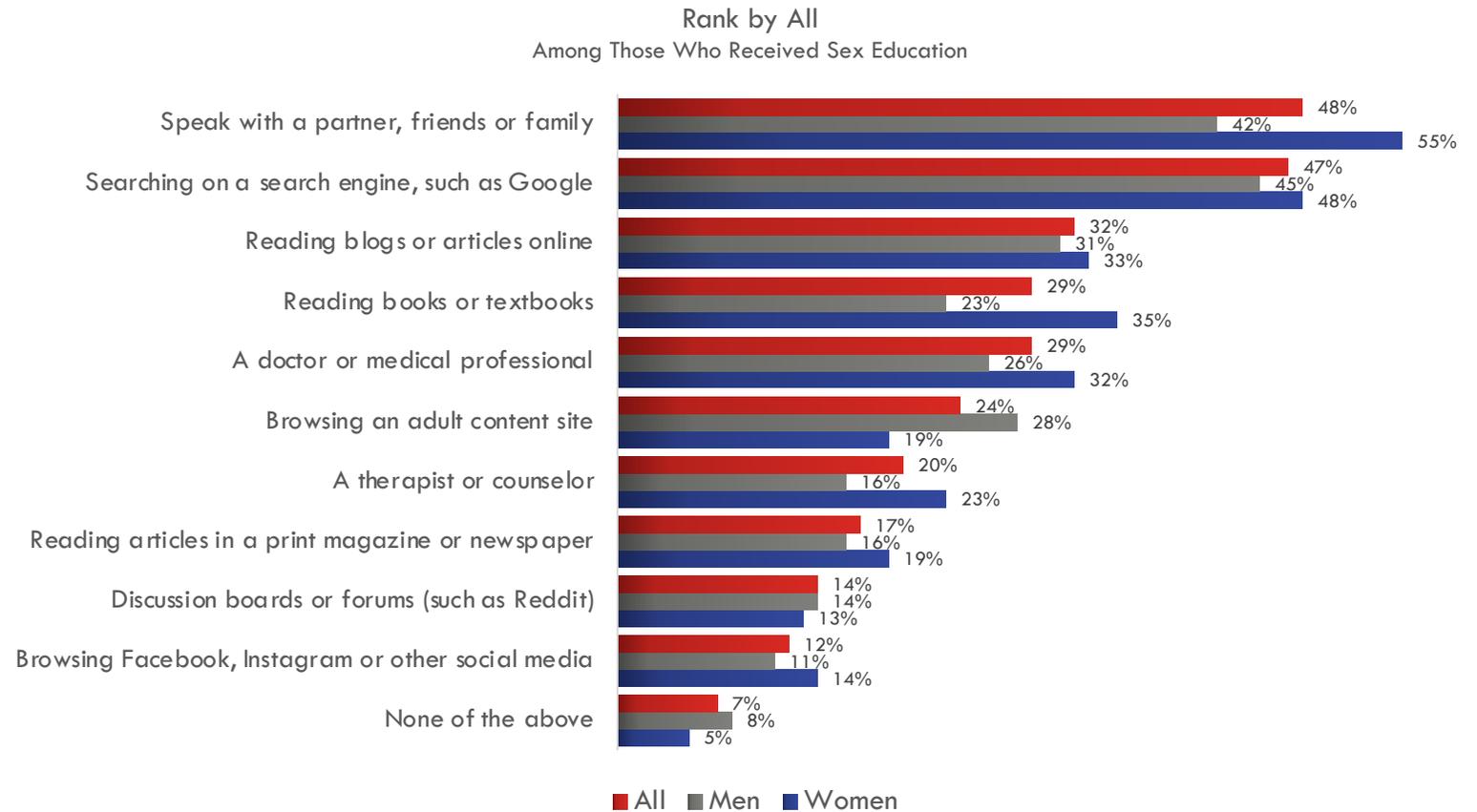
Gen Z are more likely to speak with a partner, friends of family for sexual queries. They also show a higher proclivity for speaking to a doctor or medical professional.



QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.
Caution: Small base (Gen Z n=80)

A Majority of Spanish Women Reach Out To Friends And Family To Obtain Sexual Information

Spanish males' highest-reported source of information about sex is search engines, though 2 in 5 also speak to loved ones. As in other markets, Spanish men more likely than women to use an adult content site.



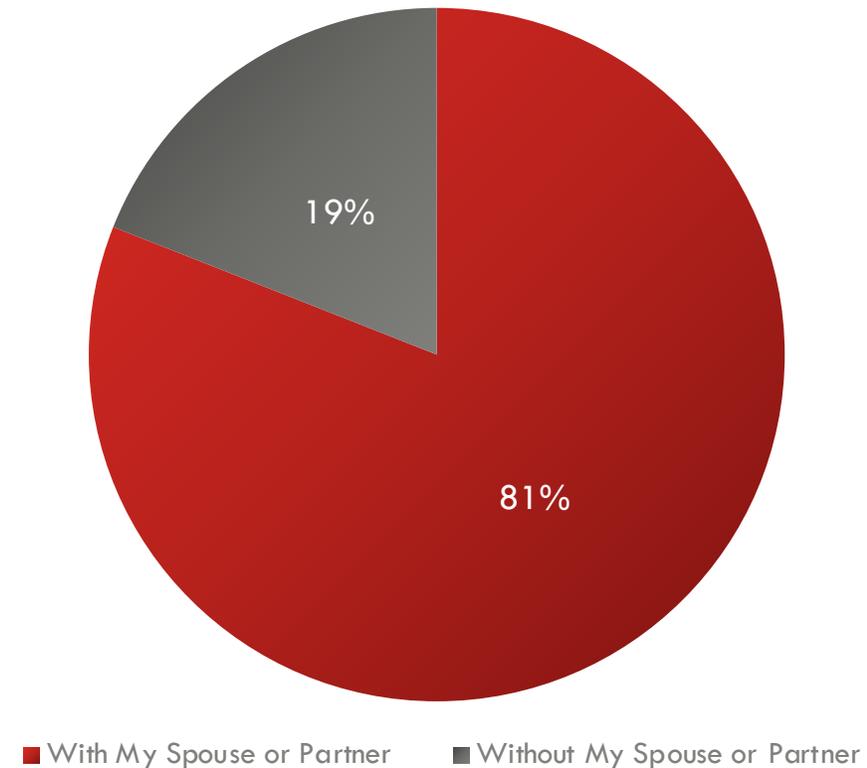
QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

MASTURBATION AND SEX TOYS IN QUARANTINE

The Pandemic Has Isolated A Few Spaniards From Their Partners

Within the 92% of respondents who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic, nearly a fifth of those in a committed relationship have found themselves isolated from their partners or spouses.

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

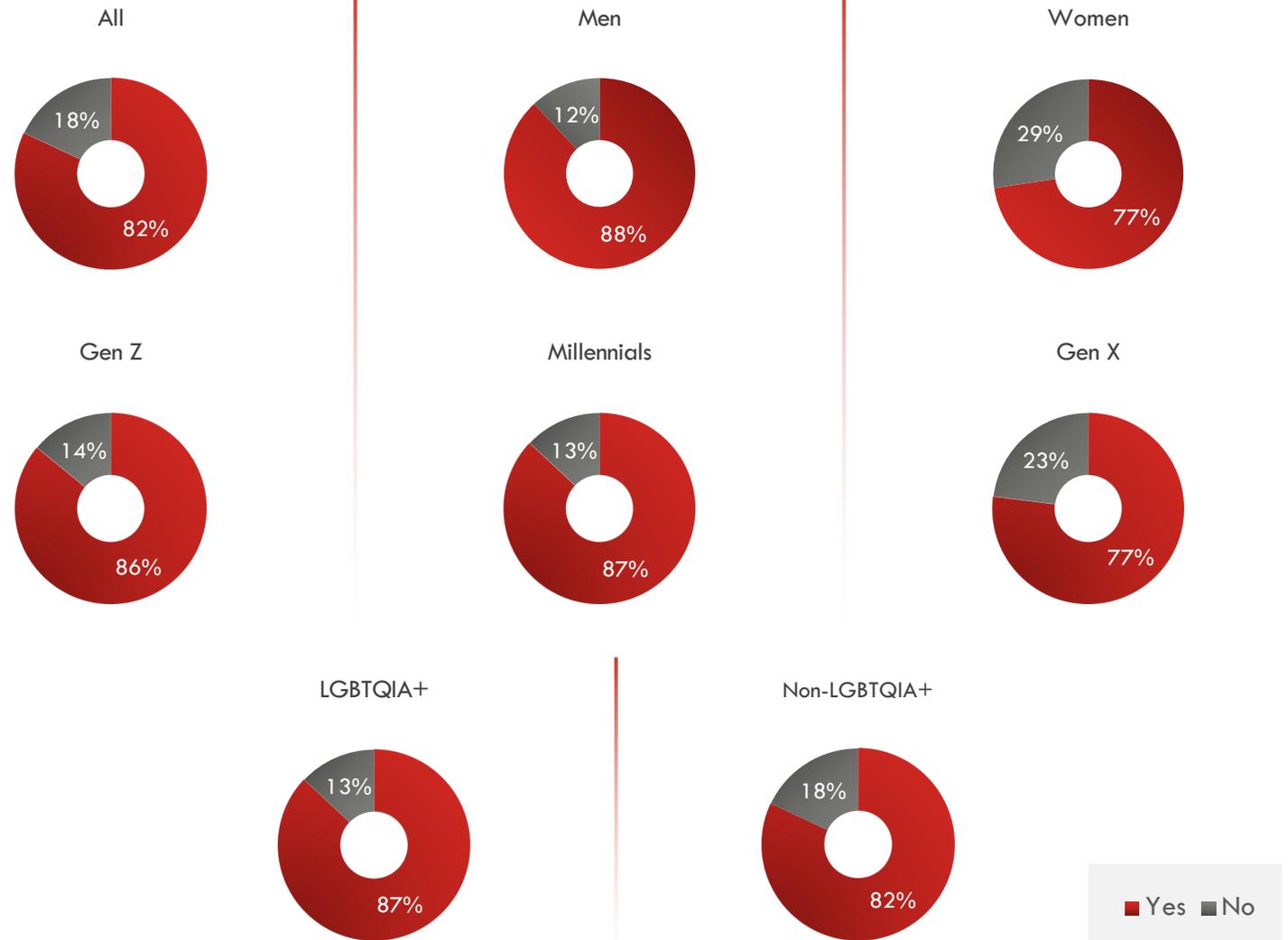


QCOVID2 - Who did you self-isolate or quarantine with? Please select all that apply.

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

Four out of five 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'.

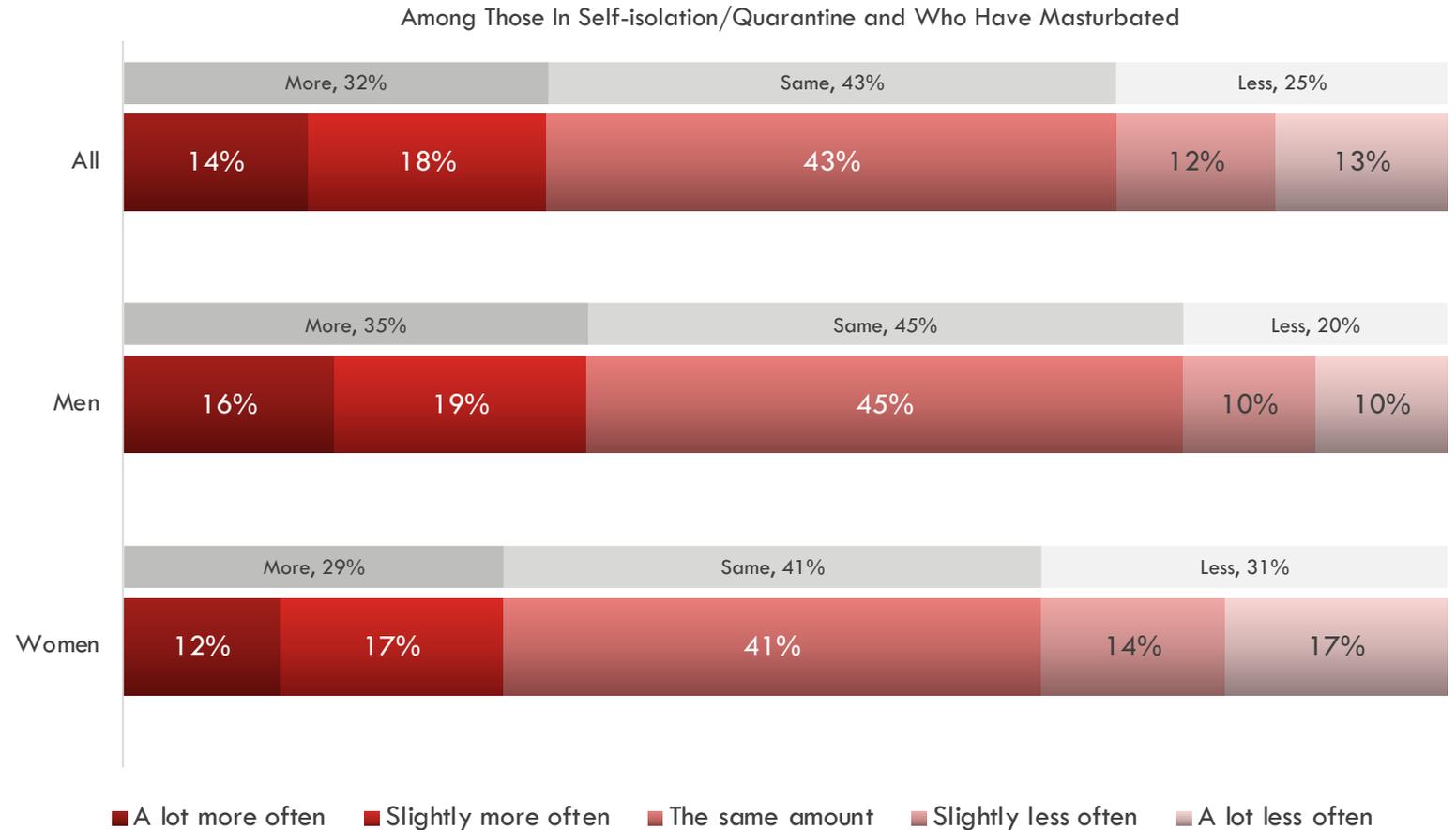
Among Those Who Have Self-isolated/ Quarantined



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

Many Are Masturbating More Frequently in Self-Isolation

Overall, more than half of respondents reported that self-isolation or quarantine has affected how often they engage in masturbation, with one-third reporting increased masturbation frequency.

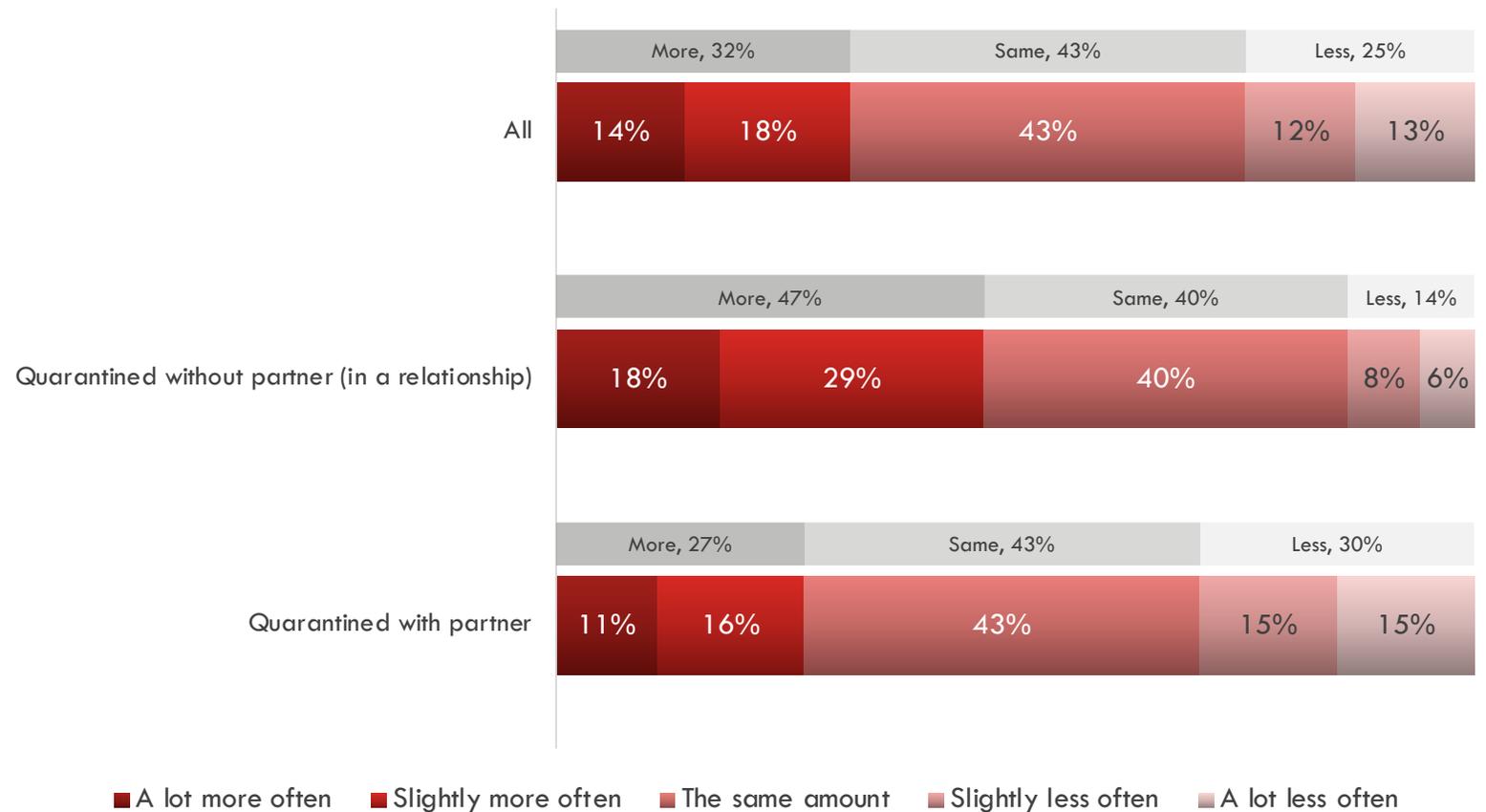


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all? (Masturbation)

Masturbation Frequency Increased Among Spaniards Quarantined Without Their Partners

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

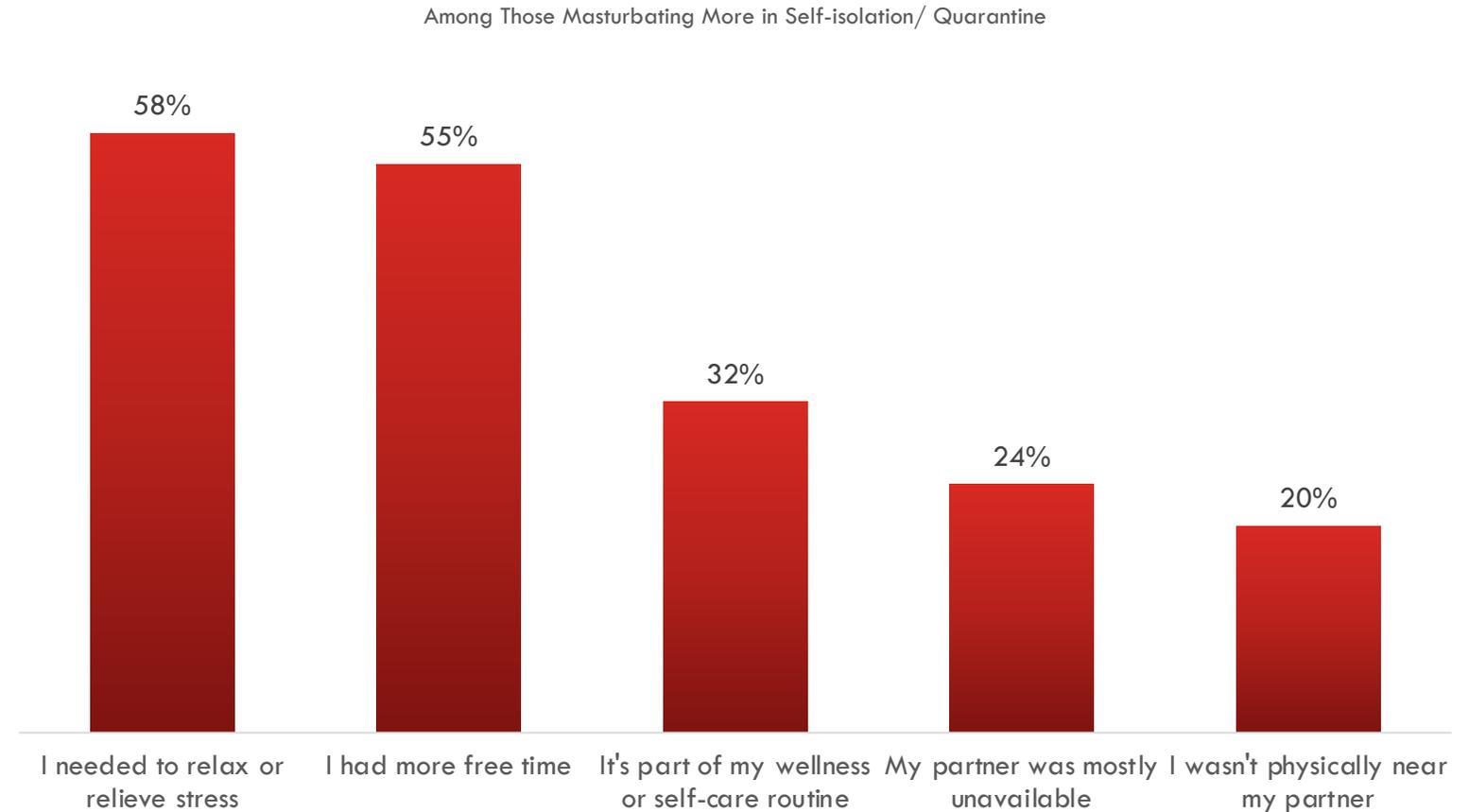
Among Those In Self-isolation/Quarantine and Who Have Masturbated



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

The Majority of Spaniards Masturbating More While in Quarantine Identify Stress Relief and Free Time as Factors

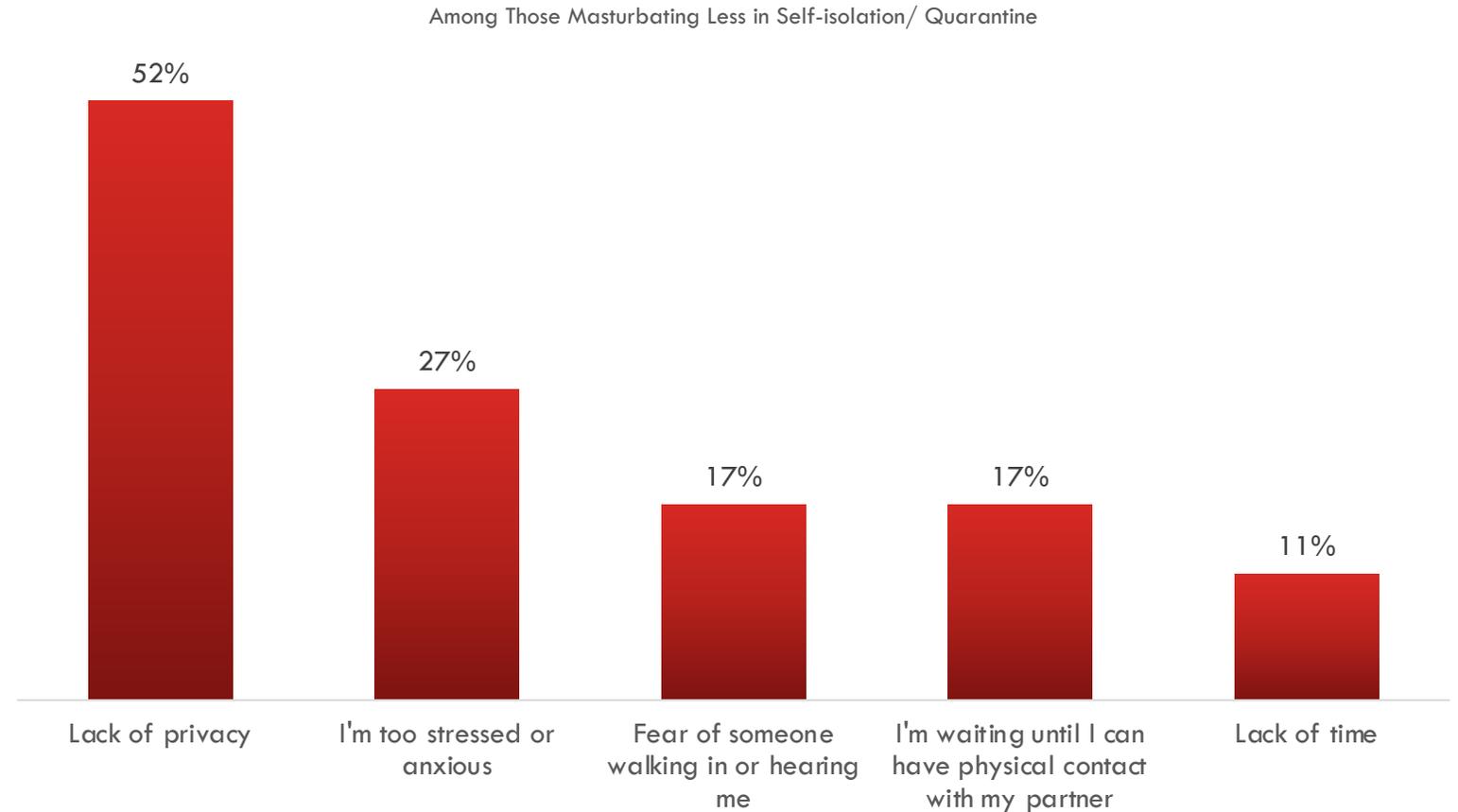
Only a third consider increased masturbation a part of their wellness routine.



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?

Spaniards Masturbating Less Frequently in Isolation Cite Lack of Privacy

About half of those masturbating less attribute the decrease to a lack of privacy, while a quarter blame stress or anxiety.

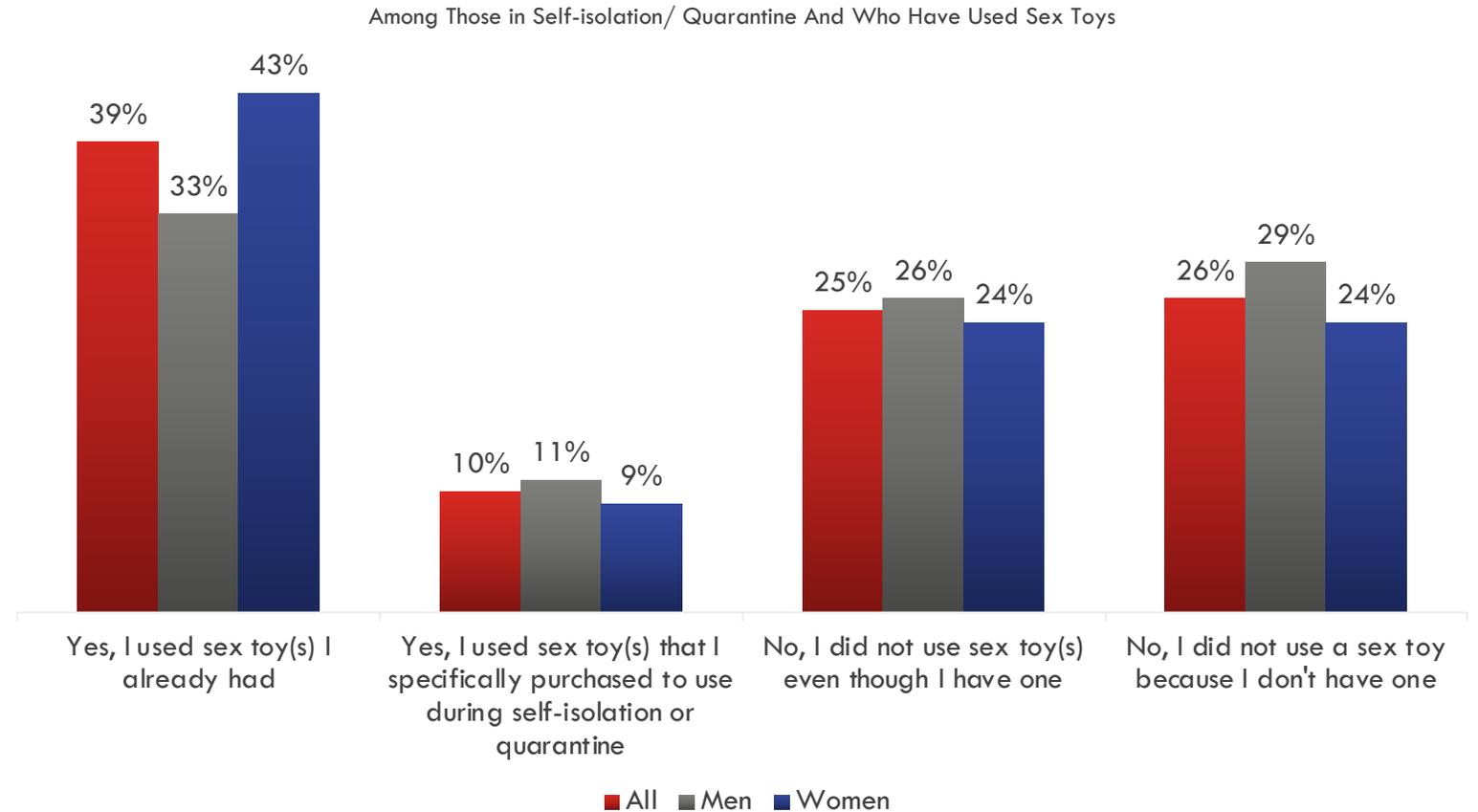


QCOVID3C: Why did you masturbate less during self-isolation or quarantine? Please select all that apply. , QCOVID8B: Earlier you mentioned that you're doing less of each of the following activities. What will you most likely do after self-isolation or quarantine is over?

During Self-Isolation, Almost Half Have Been Using Sex Toys

Among Spaniards with prior sex toy experience who have self-isolated during the COVID-19 pandemic, one in ten reported having made a new purchase.

Overall, women are more likely to have used a sex toy during quarantine.

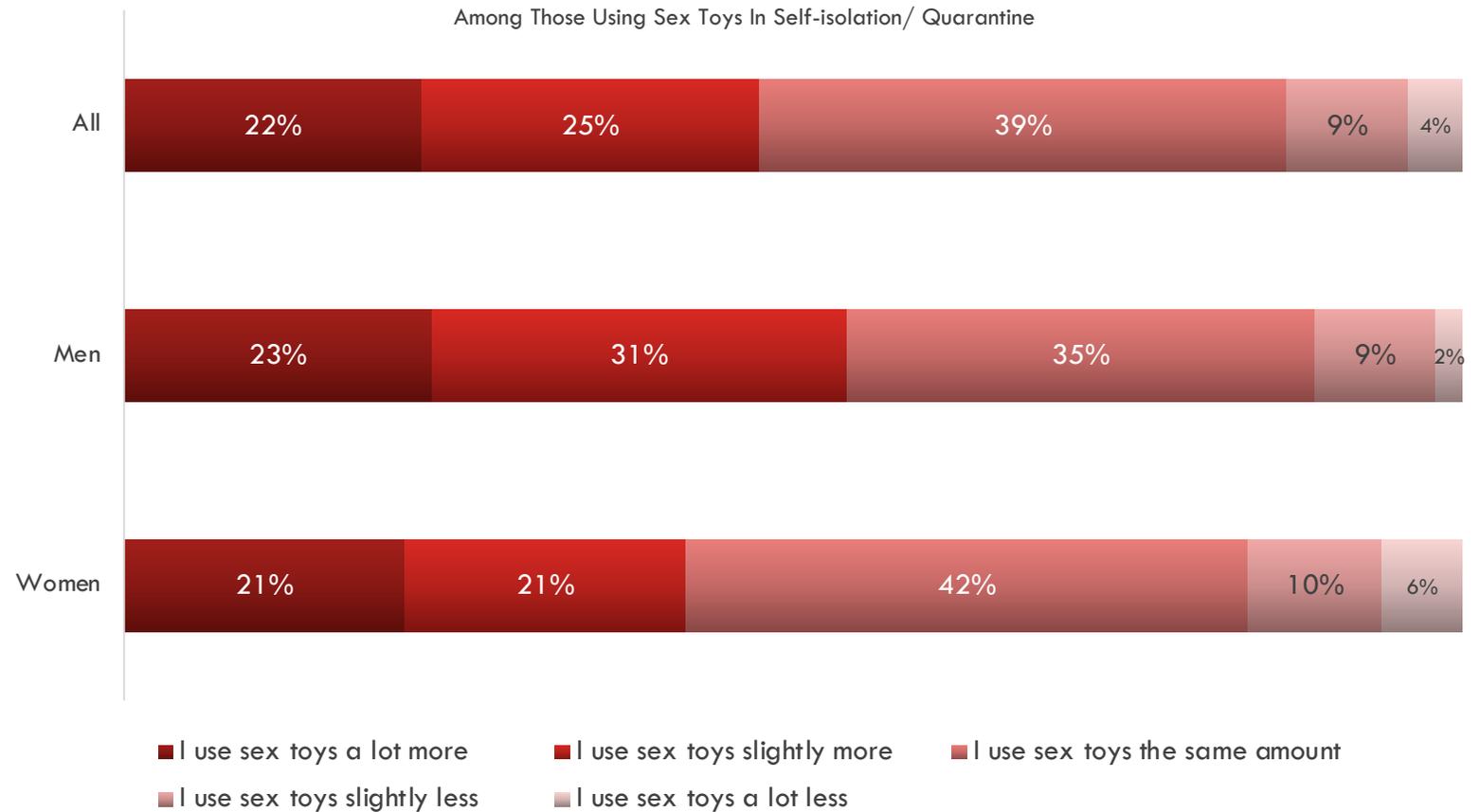


QCOVID5: Did you use sex toy(s) during self-isolation or quarantine?

During Self-isolation, Male Sex Toy Users Increased Their Usage

Almost half of quarantined sex toy users have reported an increase in their sex toy usage.

Men were markedly more likely than women to increase their use of a sex toy.

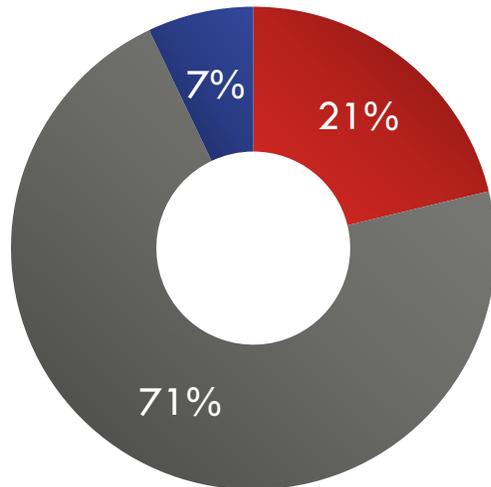


QCOVID5C: How has self-isolation or quarantine impacted how often you use (a) sex toy(s), if at all?

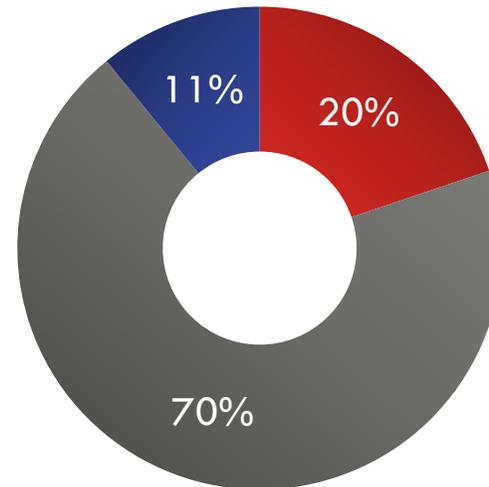
About One-In-Five Spaniards Report A Positive Shift In Attitudes Towards Sex And Sex Toys

This positive movement is larger than in other European countries (10-16%). That said, on the whole attitudes have remained largely the same during self-isolation.

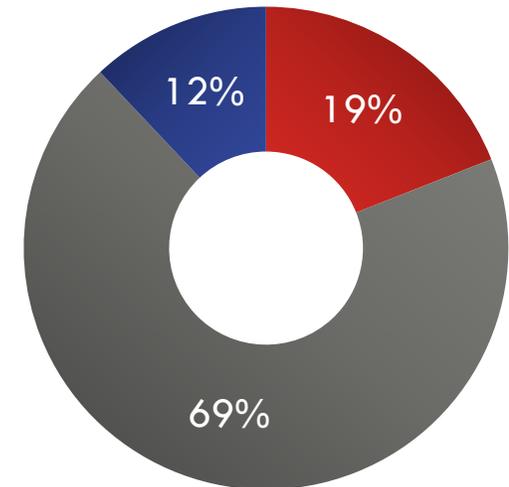
Talking About Sex or Sexuality
Among Those In Self-isolation/ Quarantine



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



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

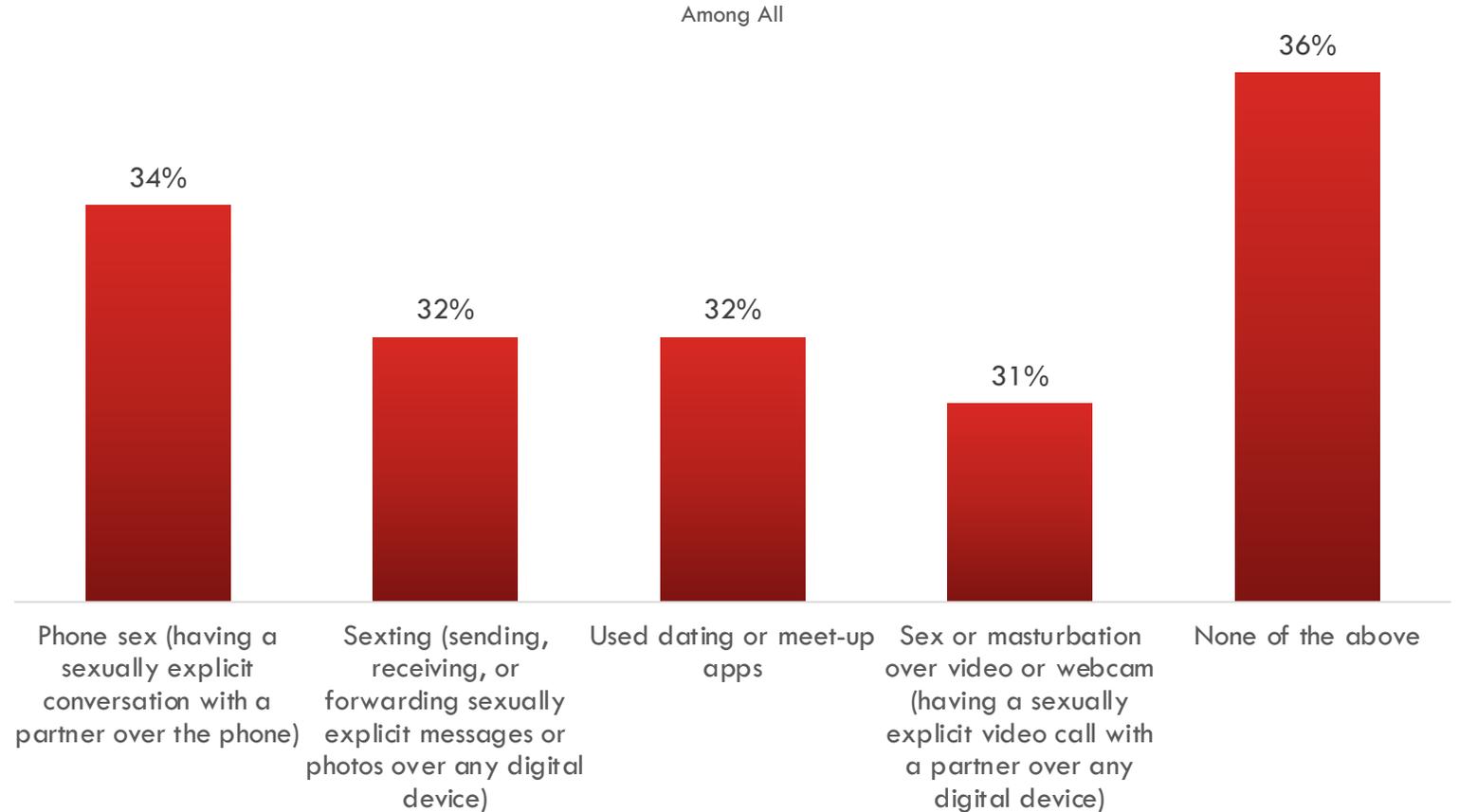


QCOVID7: How has self-isolation or quarantine impacted, if at all, your views on each of the following?

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

Before COVID, Most Spaniards Had Engaged in Some Type of Virtual Sex Activity

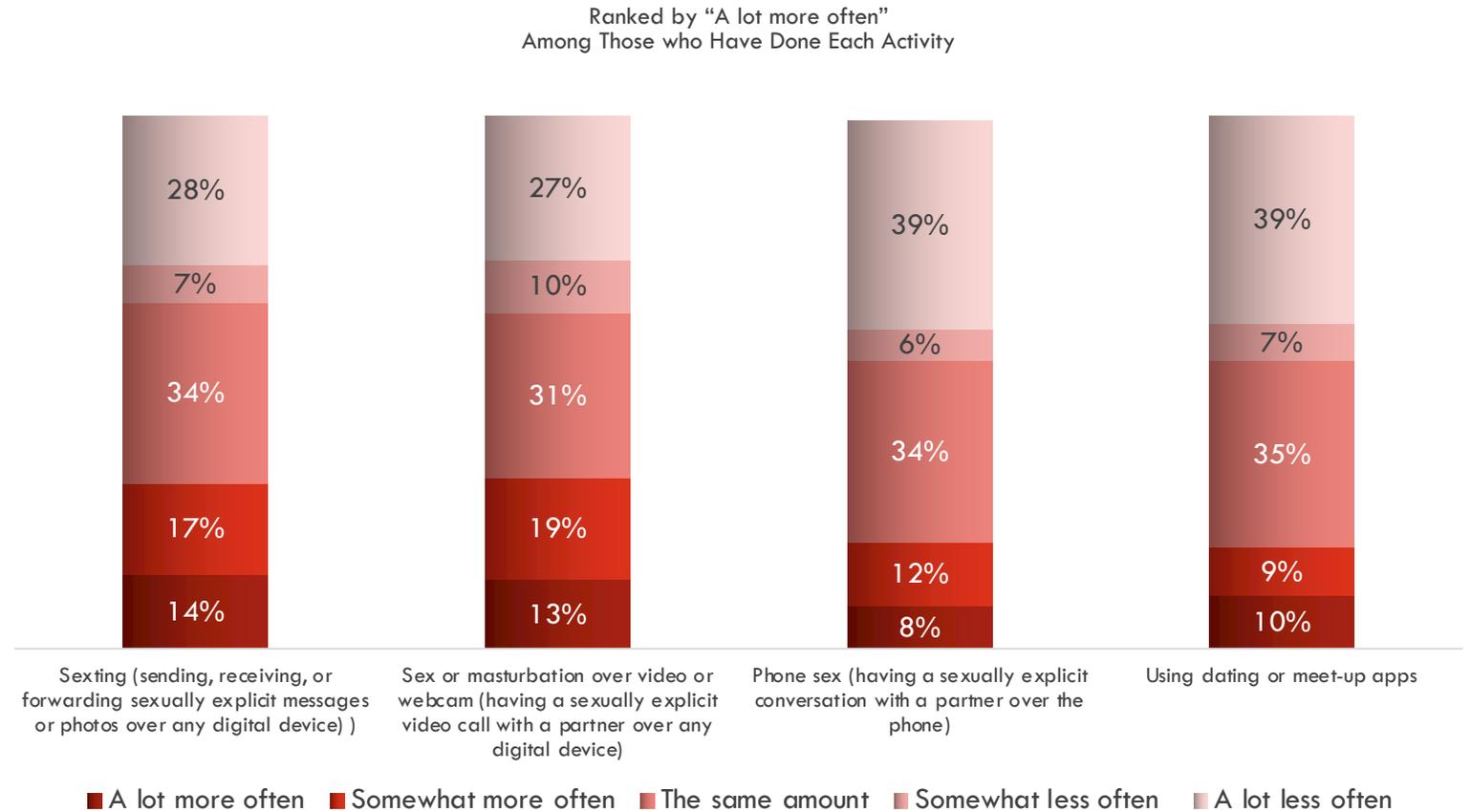
For each category of virtual sex activity, about a third of Spaniards report having engaged in them in the past.



QSEXACTIVITIES: Which of the following have you ever done?

During COVID, Sex or Masturbation Over Video and Sexting Increased The Most

Among those who have engaged in sex or masturbation over video, close to a third say they are doing this activity more often.

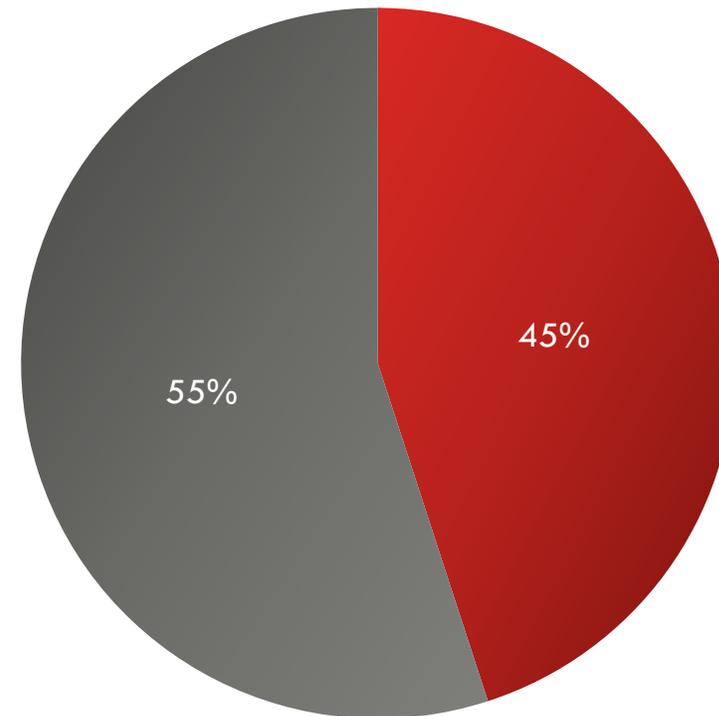


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all?

Slightly Over Half of Those Masturbating More in Quarantine Will Go Back to Normal Once Quarantine Ends

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



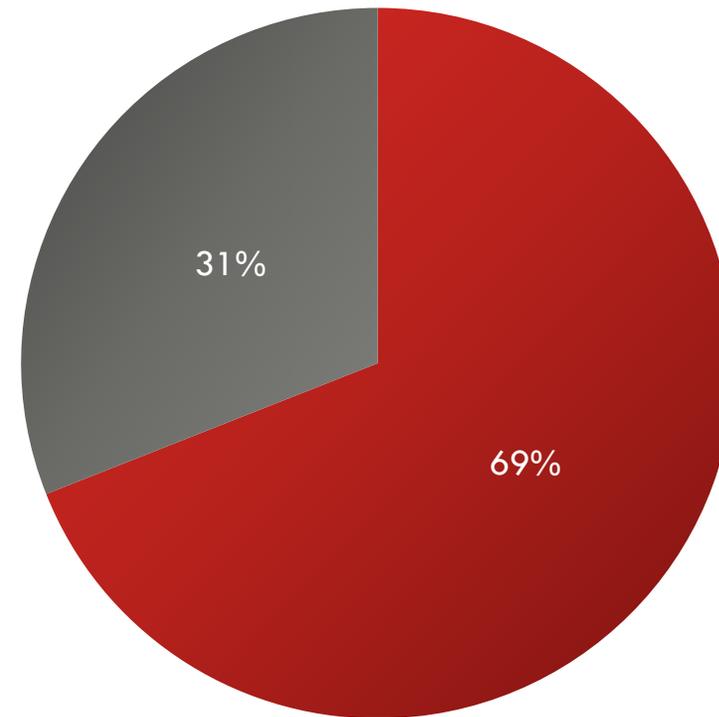
■ I will continue to do more of this activity ■ I will return to my usual amount

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 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

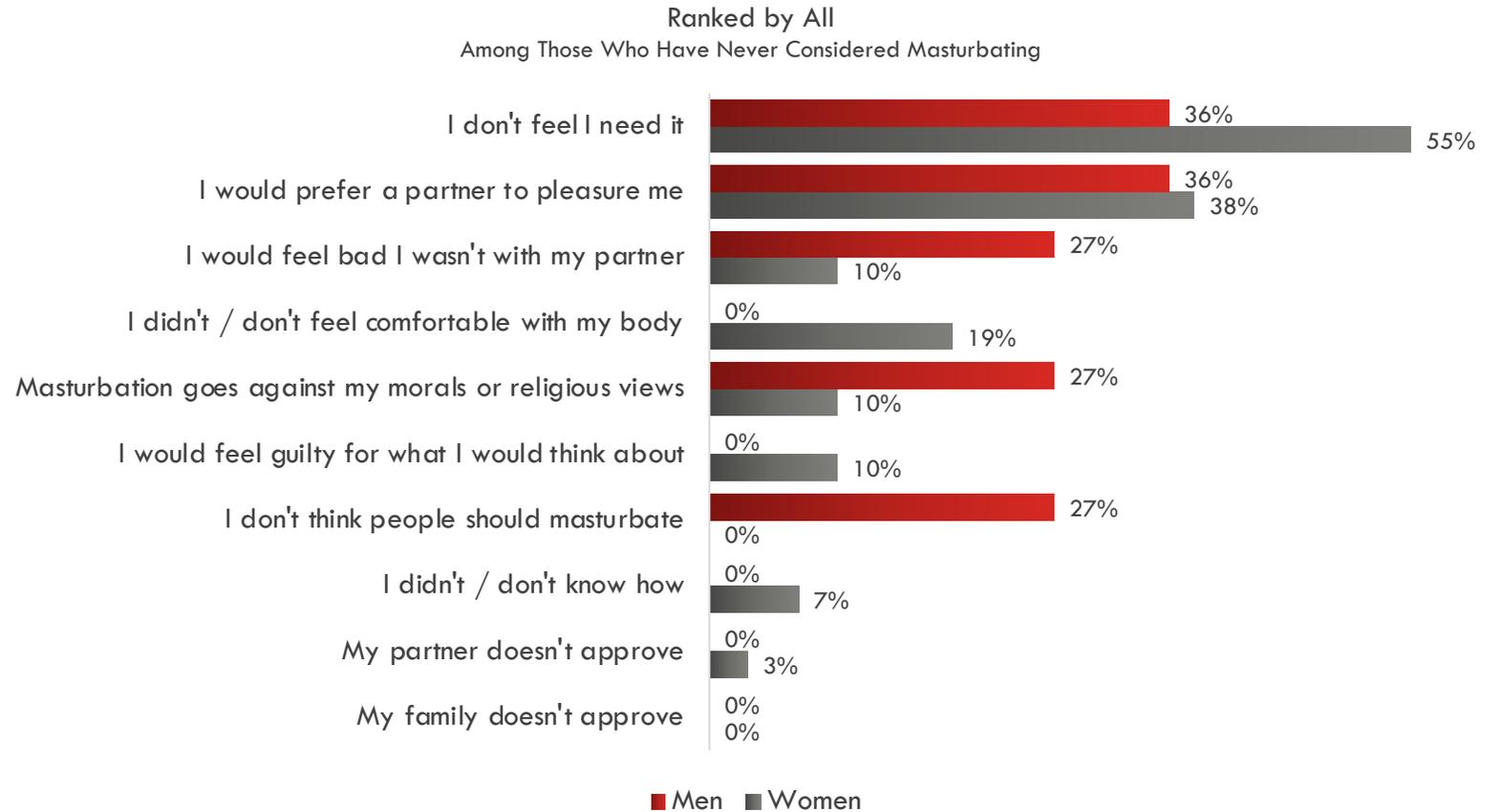
■ I will return to my usual amount

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

Men Seem More Likely than Women to Identify Moral Objections as Barriers to Masturbation*

Though the top objections to masturbation for both men and women are “I don’t feel I need it”, Men are more likely than Women to invoke their morals or religious beliefs (“Masturbation goes against my morals or religious values,” “I don’t think people should masturbate”), while Women cite a lack of comfort with their body.



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

* Caution: Extremely small base (Men n=11; Women n=31)

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 Spain Online Quantitative Surveys

13 May 2020 – 17 May 2020

Weighting

50% Male/50% Female; Noroeste (Es) 9%/Noreste (Es) 9%/Comunidad De Madrid 15%/Centro (Es) 11%/Este (Es) 29%/Sur (Es) 22%/Canarias (Es) 5%;7% Male 18-24/11% Male 25-34/16% Male 35-44/16% Male 45-54/7% Female 18-24/11% Female 25-34/16% Female 35-44/16% Female 45-54

Key Audiences

Gender	Male	n = 499
	Female	n = 499
Generation	Gen Z	n = 124
	Millennial	n = 405
	Gen X	n = 470
Relationship Status	In A Relationship	n = 785
	Single, Dating	n = 74
	Single, Not Dating	n = 141
LGBTQIA+	Non-LGBTQIA+	n = 893
	LGBTQIA+	n = 107
Masturbation	Masturbates Regularly (At Least A Few Times A Year Or More)	n = 837
	Does Not Masturbate Regularly Or At All Or Never Have	n = 163
Masturbation Frequency	Masturbates Daily	n = 143
	Masturbates Weekly	n = 333
	Masturbates Monthly	n = 270
	Masturbates Few Times A Year, Or Irregularly	n = 184
	Masturbates Never	n = 70
Sex Toy Experience	Has Used Sex Toys	n = 573
	Has Never Used Sex Toys	n = 427
Sex Toy Usage	Currently Uses Sex Toys	n = 352
	Does Not Currently Use Sex Toys	n = 648
Sex Toy Usage Frequency	Uses Sex Toys At Least Once A Month	n = 307
	Uses Sex Toys Less Than Once A Month	n = 44