



TENGA

2020 SELF-PLEASURE REPORT

Sexual and Self-Pleasure Behaviors and Attitudes in the United Kingdom

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://esstore.tenga.co/pages/globalreport> to learn more, and reach out to TENGApressUK@bcw-global.com with questions and media inquires.

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Key Findings

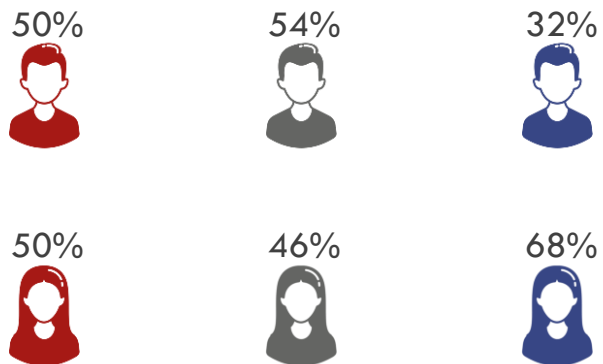
- **Almost all Brits masturbate, with about 9 in 10 reporting that they've done so before.**
 - Most Brits—regardless of gender or sexual orientation—have masturbated before.
 - Men and respondents self-identified as liberal report masturbating more frequently than others.
 - Men and women are equally likely to masturbate on their own while in a relationship, while LGBTQIA+ Brits most likely to do so.
 - Brits masturbate to achieve sexual pleasure and satisfy sexual urges; women are more likely to mention sexual pleasure while men report relaxation or boredom as reasons to masturbate.
- **Brits overwhelmingly see masturbation as positive, with especially positive impact on mood and health.**
 - Those who masturbate regularly and sex toy users are more comfortable and satisfied with their sexual experiences those that are not.
- **Many non-masturbating Brits simply feel it is unnecessary, though a fair number of men feel that people shouldn't masturbate or that it goes against their religious views.**
- **While most Brits have discussed sexual topics, they have more openly talked about sex, followed by masturbation and lastly sex toys.**
 - British Millennials lead their older and younger counterparts in openness to sexual discussion.
- **Slightly over half of Brits have used sex toys before, especially women and LGBTQIA+, who identify achieving orgasm as the top reason.**
 - About half of Brits who do not use sex toys indicate openness to purchasing one in the future.
- **A majority of adults have received sexual education, with increasing likelihood among younger generations.**
 - However, they have forgotten more than half of the material and turn search engines for answers. Men look to adult content sites for answers.
- **COVID-19 has sparked an uptick in masturbation and sex toy usage, especially among men.**
 - Sex toy usage might see more persistent behavior change: after COVID-19 has passed, most say that they will return to their usual amount of masturbation, but *more* will continue with their higher frequency of sex toy usage.

AUDIENCE PROFILING

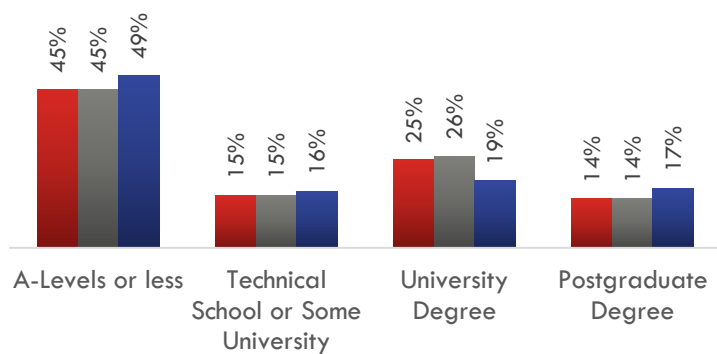
Audience Profiling

Masturbation

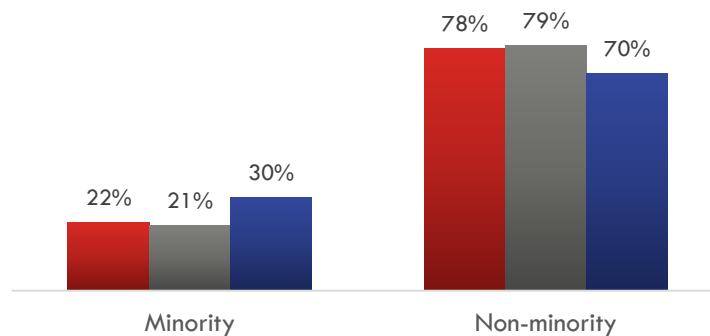
GENDER



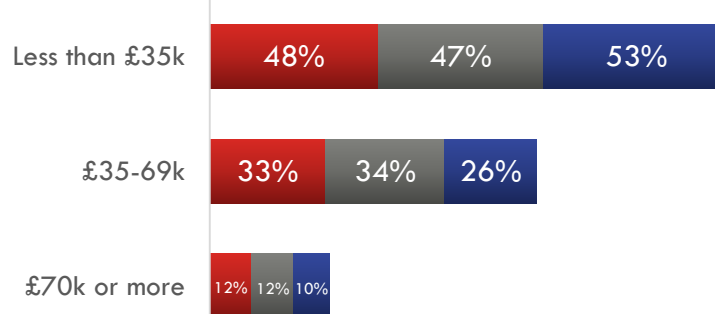
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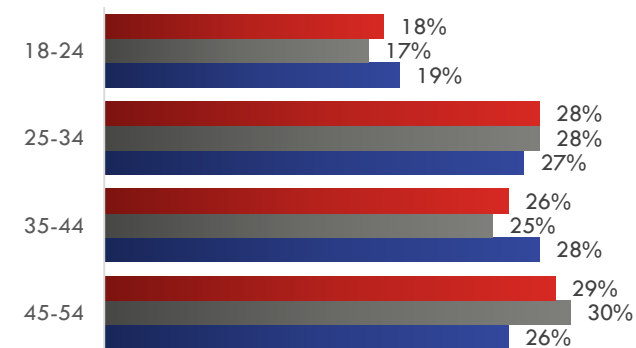
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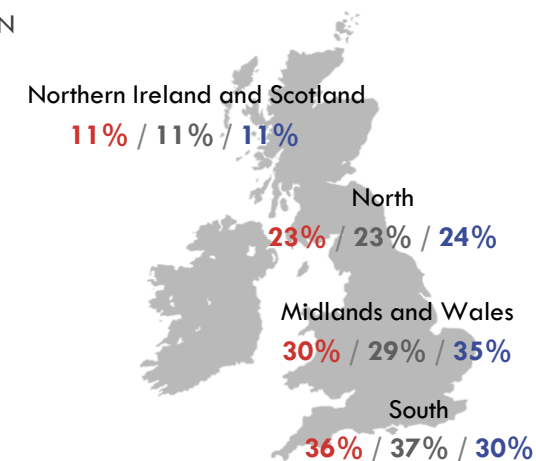
INCOME



AGE



REGION

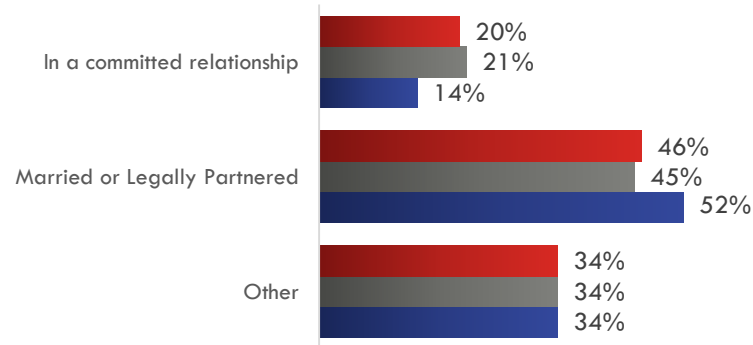


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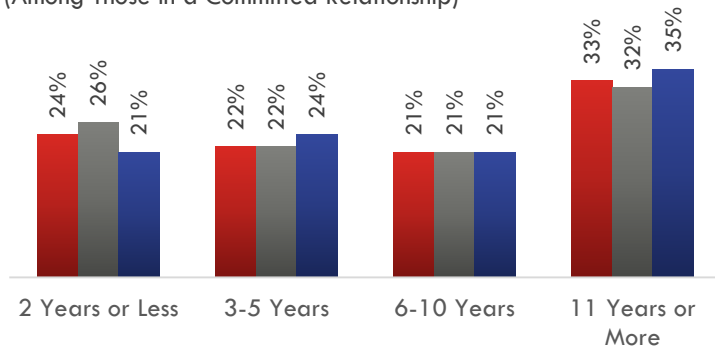
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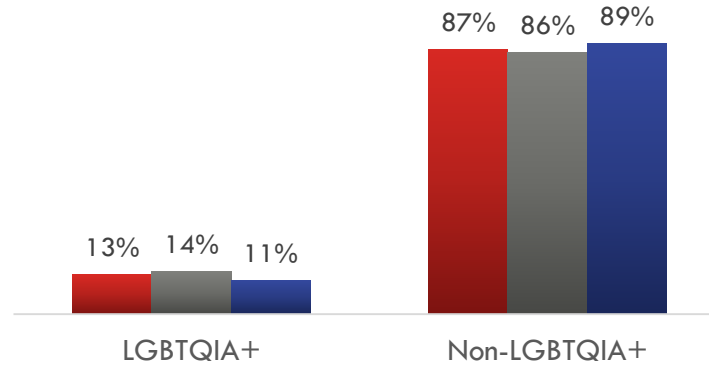
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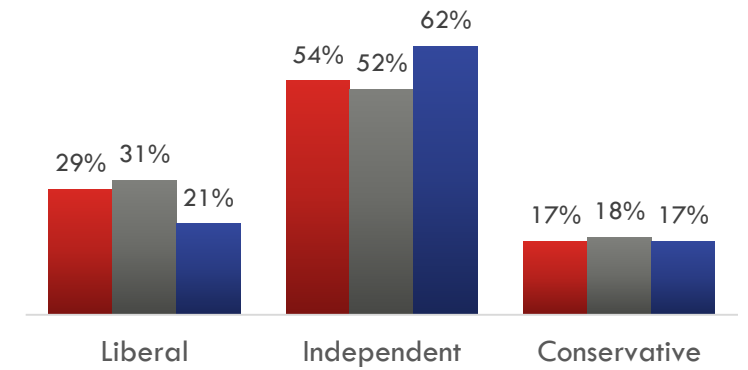
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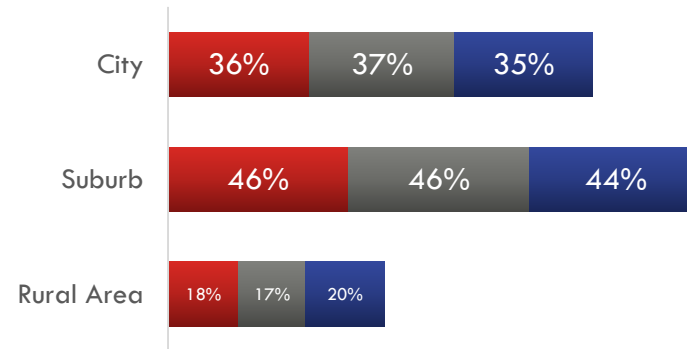
SEXUAL ORIENTATION



IDEOLOGY



LIVING AREA



Audience Profiling

Sex Toy Experience

GENDER

50%



41%



61%



50%



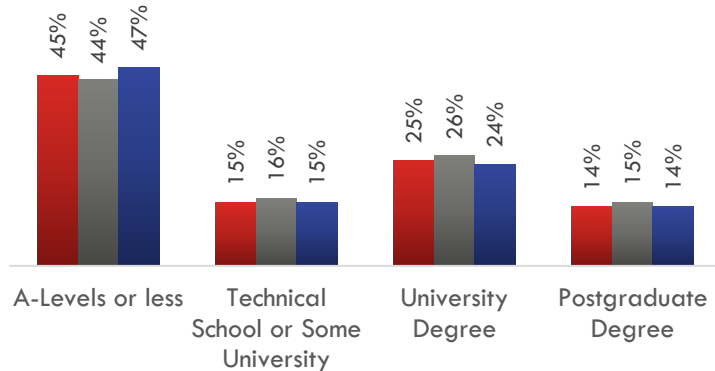
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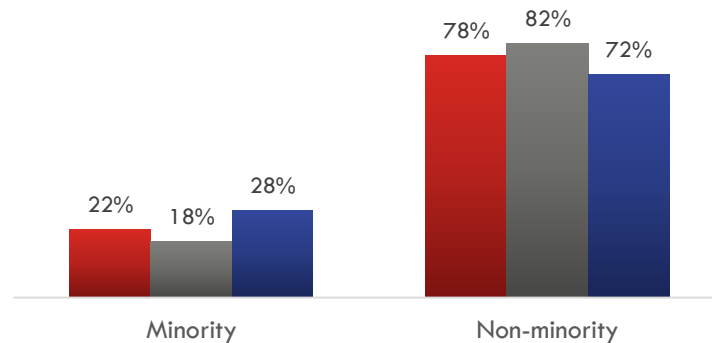
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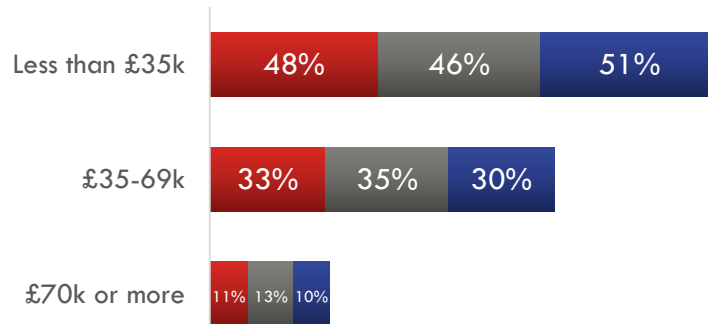
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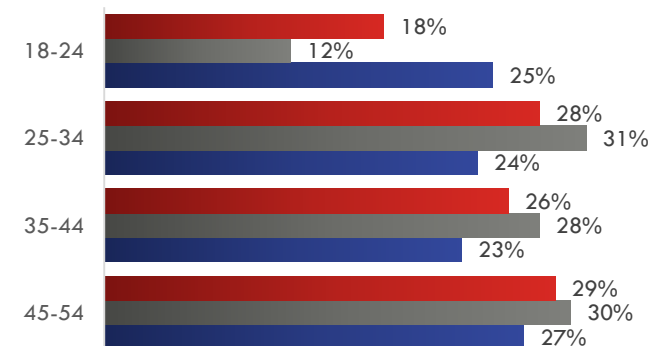
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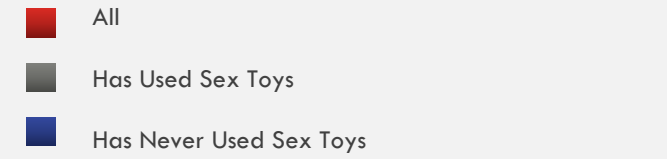
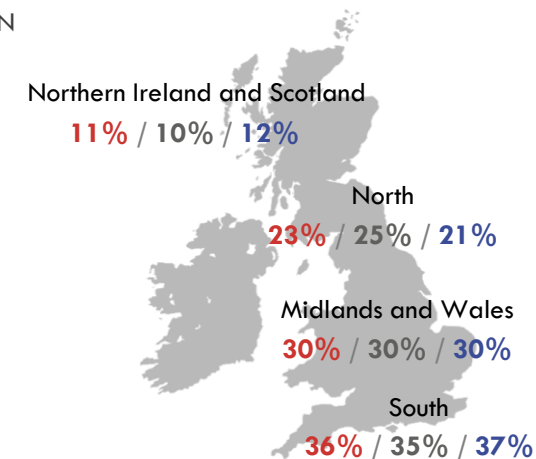
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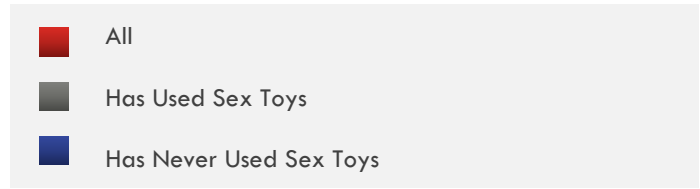


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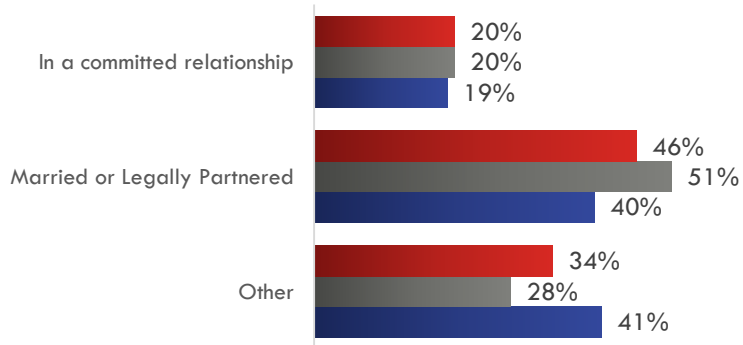


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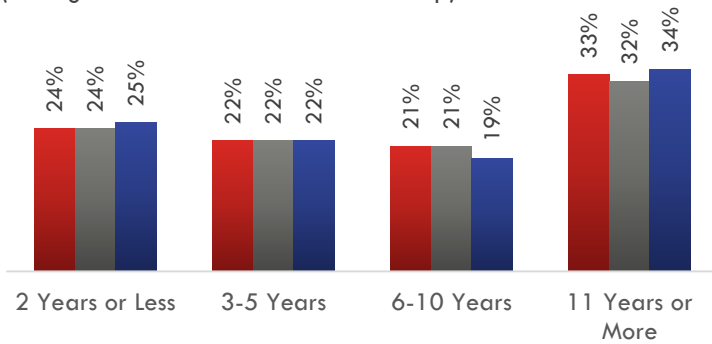
Sex Toy Experience



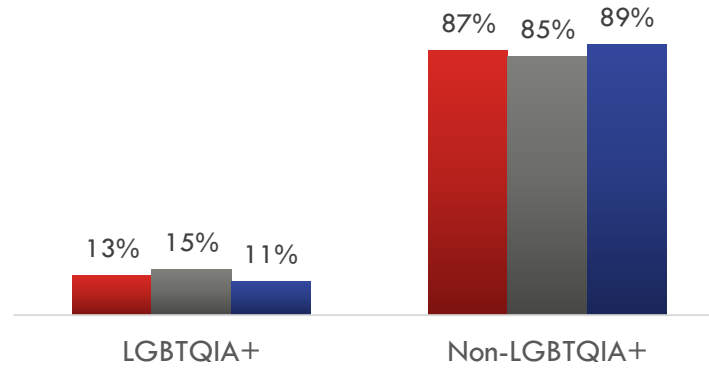
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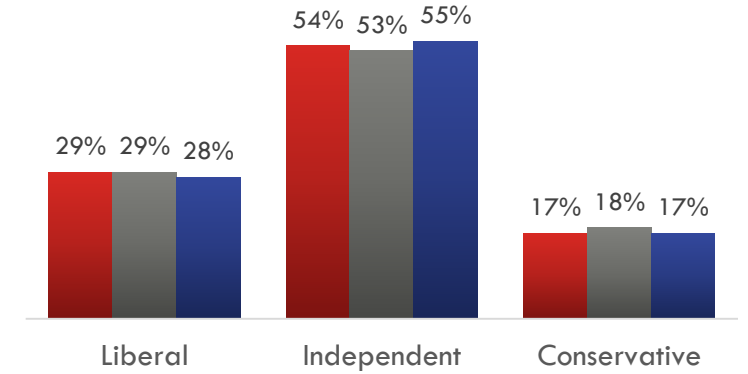
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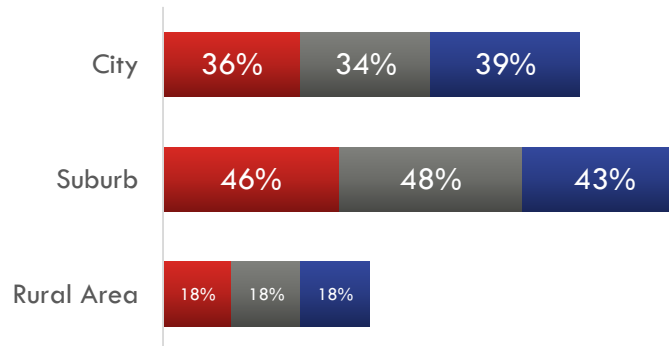
SEXUAL ORIENTATION



IDEOLOGY



LIVING AREA



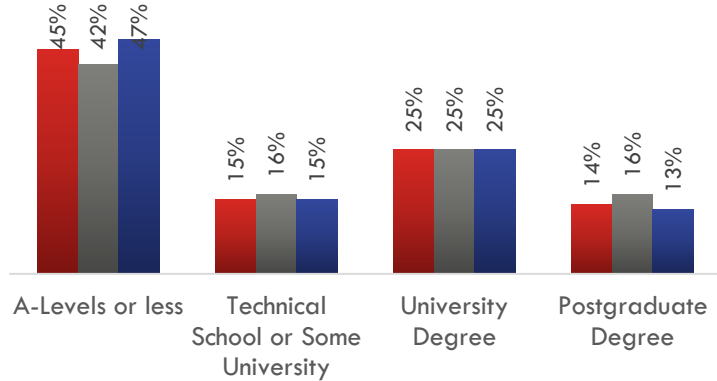
Audience Profiling

Sex Toy Usage

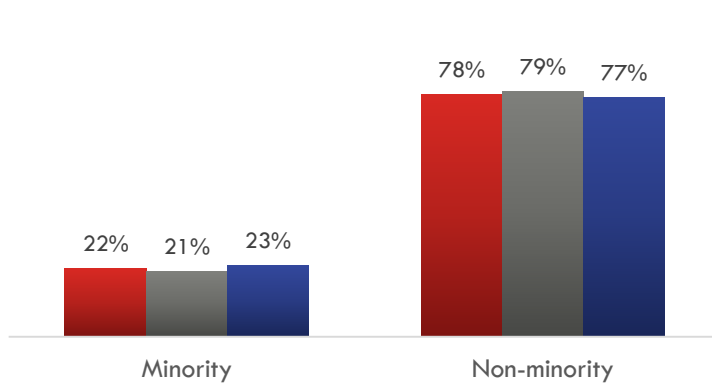
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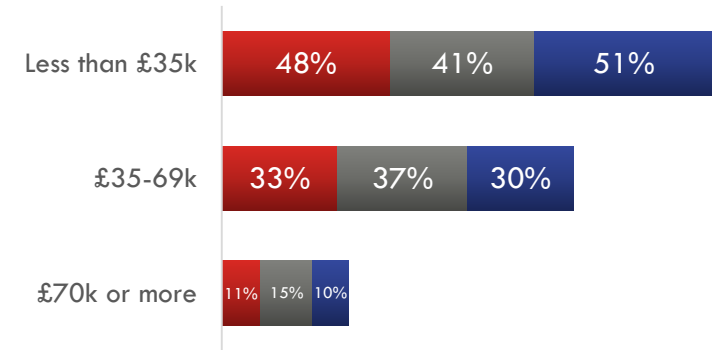
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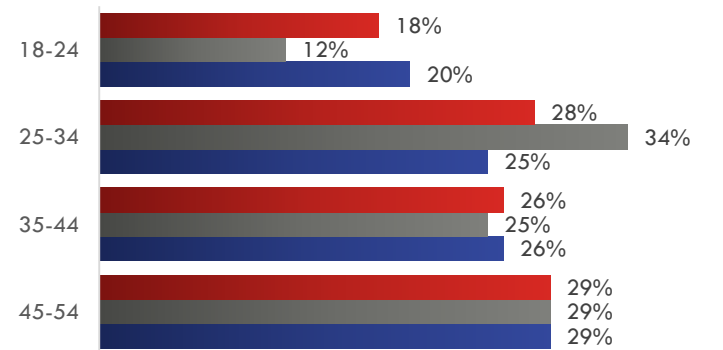
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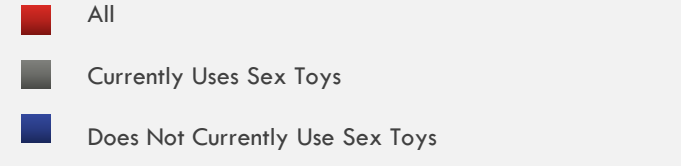
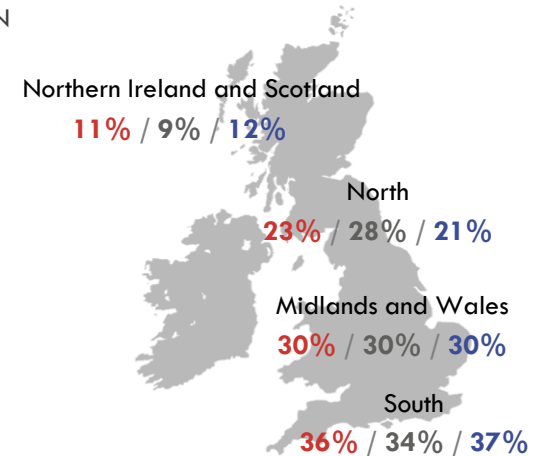
INCOME



AGE

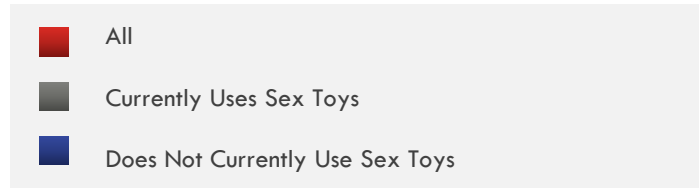


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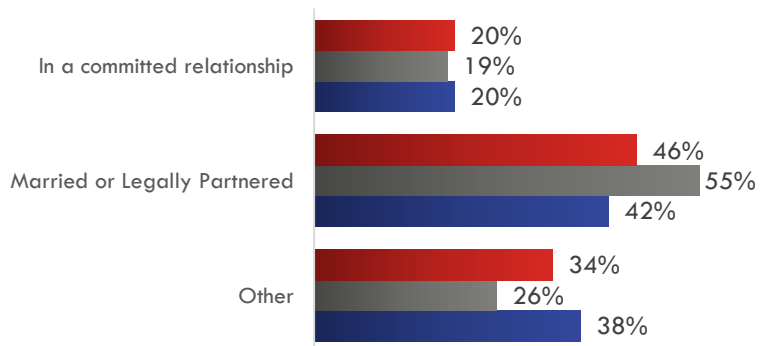


Audience Profiling

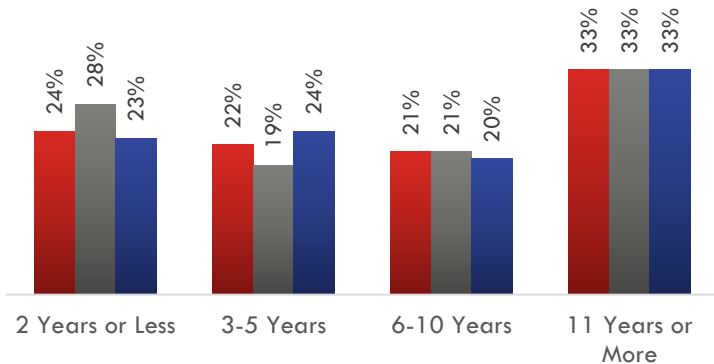
Sex Toy Usage



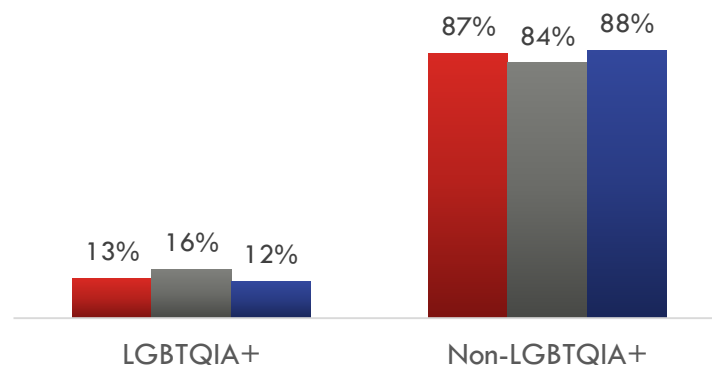
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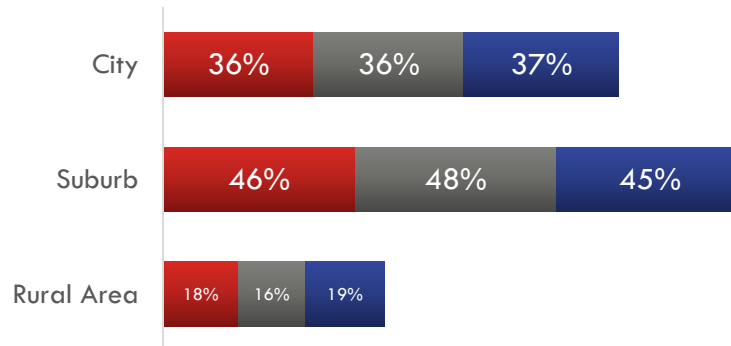
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



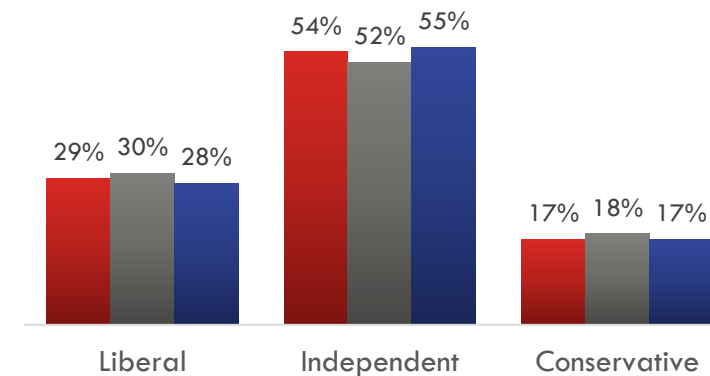
SEXUAL ORIENTATION



LIVING AREA



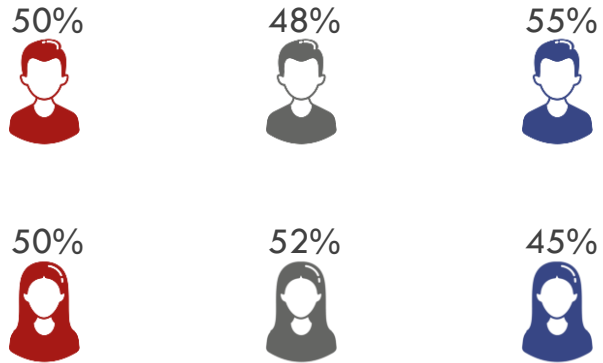
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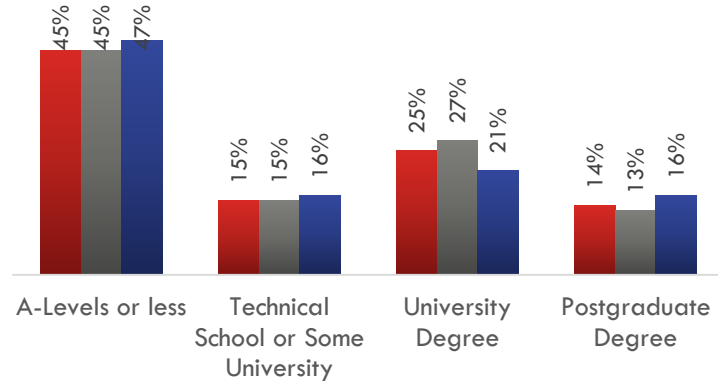
Audience Profiling

Sex Toy Purchasing

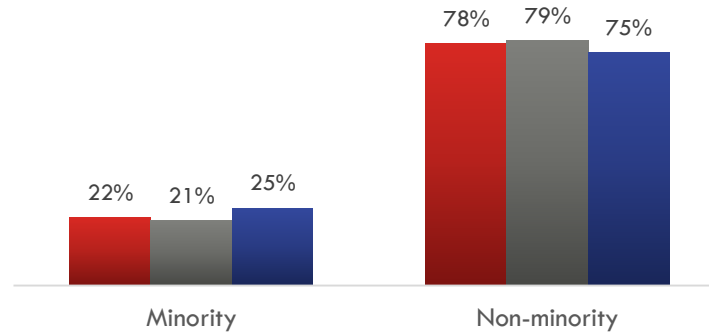
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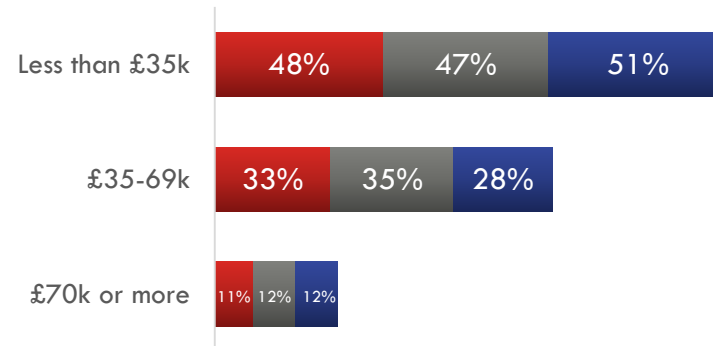
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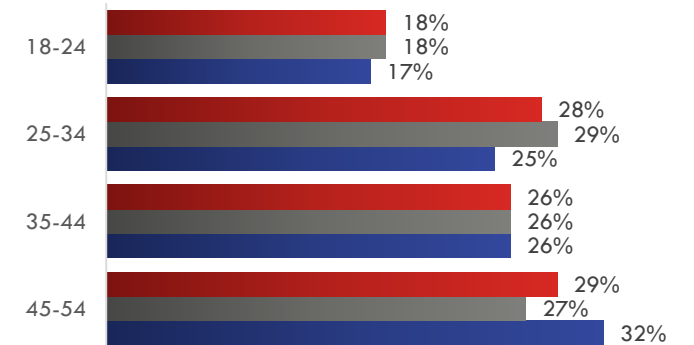
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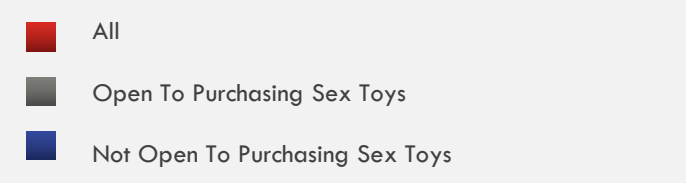
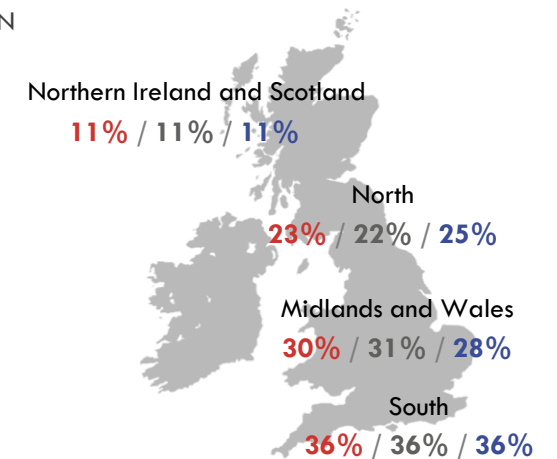
INCOME



AGE

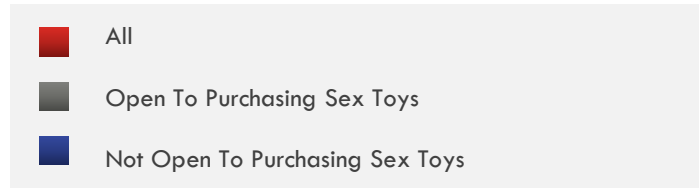


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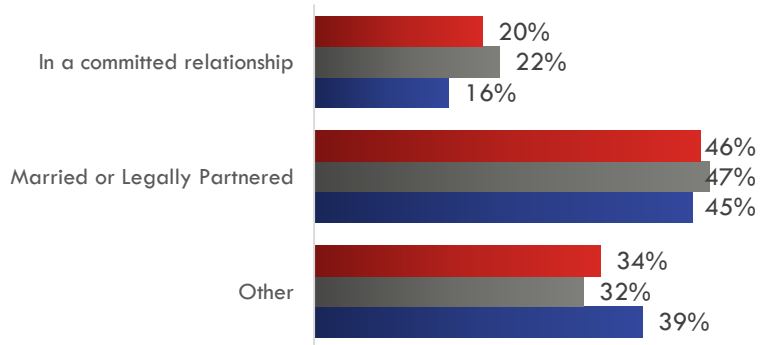


Audience Profiling

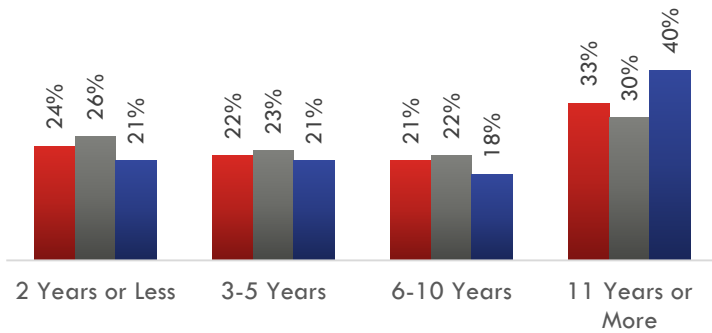
Sex Toy Purchasing



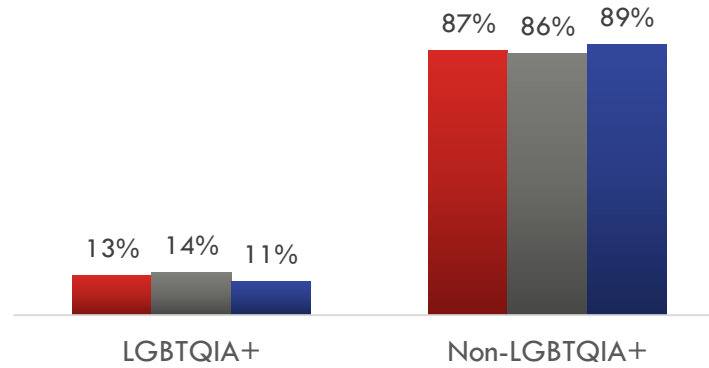
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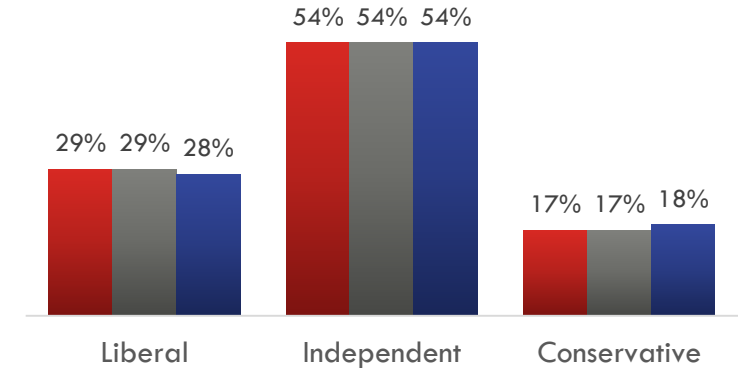
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



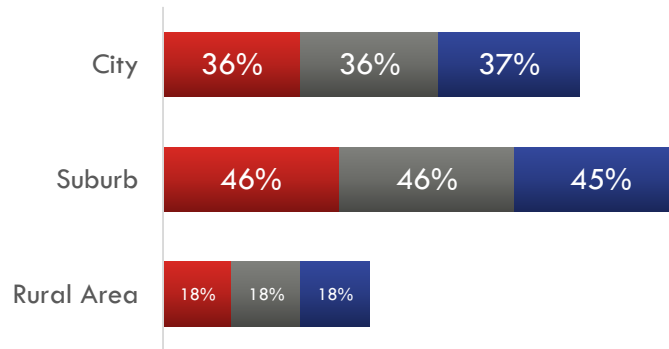
SEXUAL ORIENTATION



IDEOLOGY

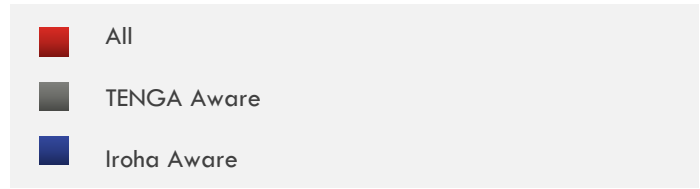


LIVING AREA

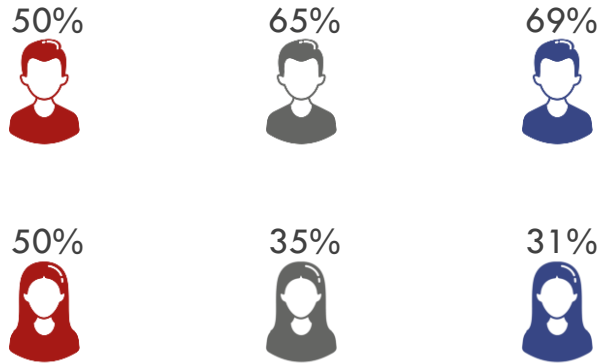


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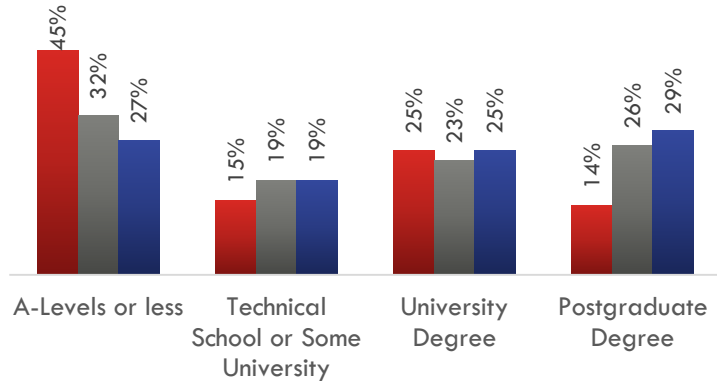
TENGA and Iroha Aware



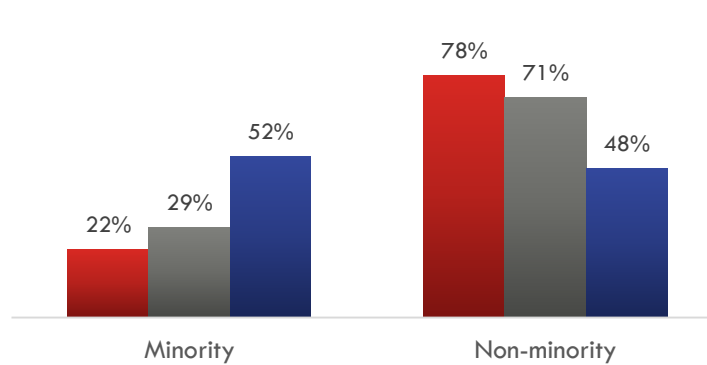
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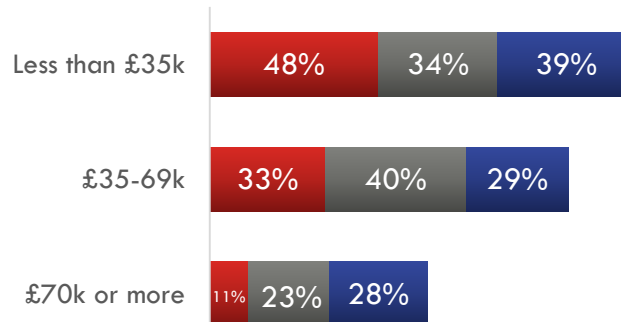
EDUCATION



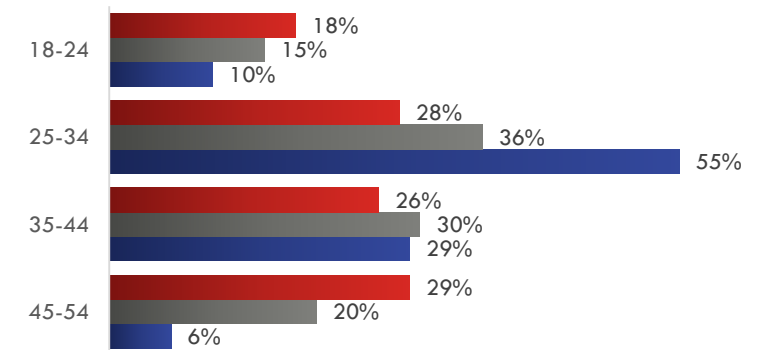
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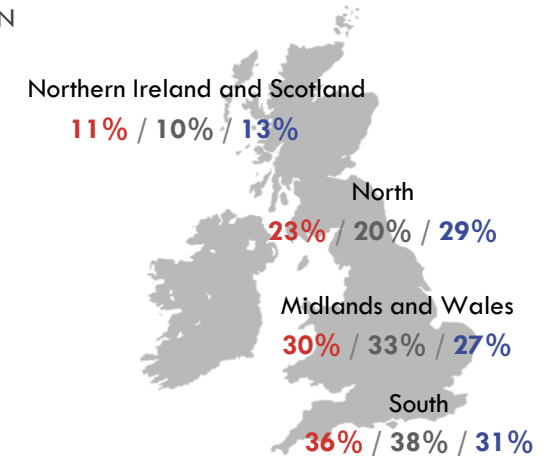
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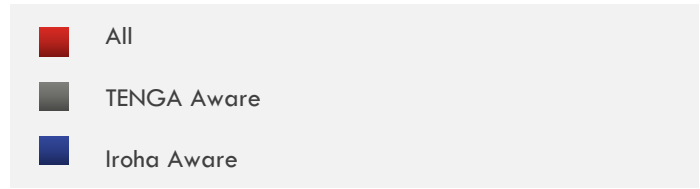


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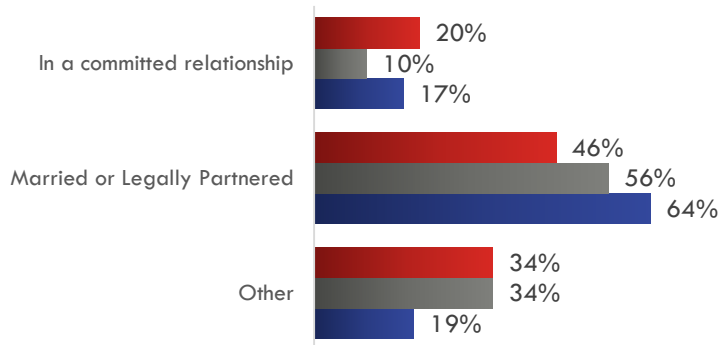


Audience Profiling

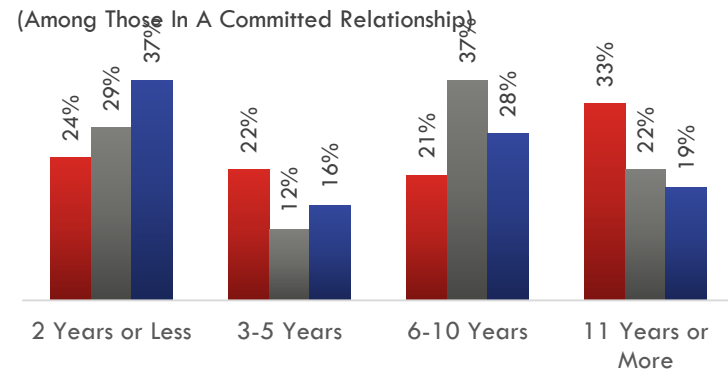
TENGA and Iroha Aware



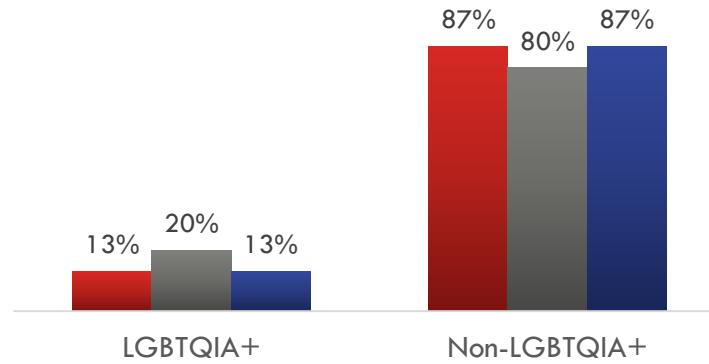
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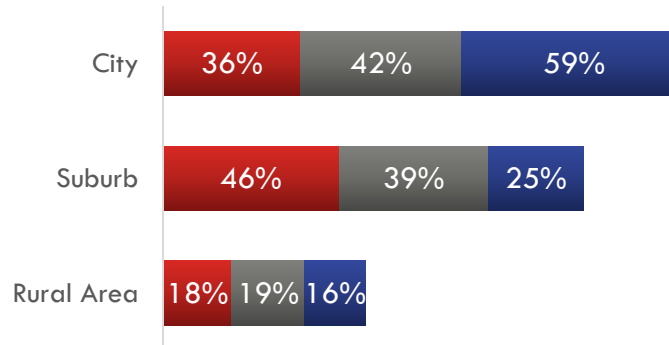
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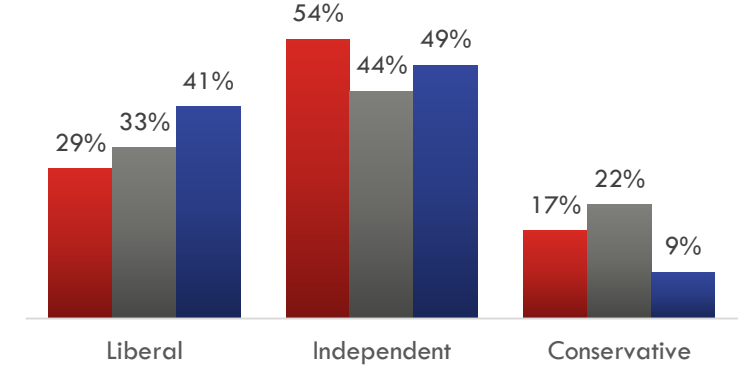
SEXUAL ORIENTATION



LIVING AREA

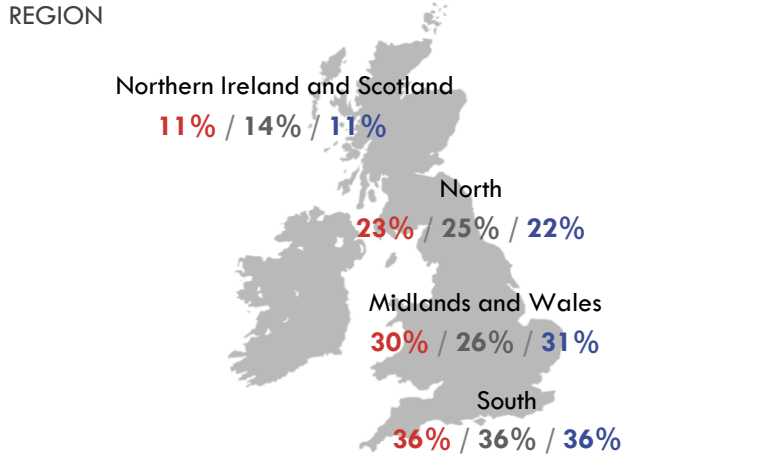
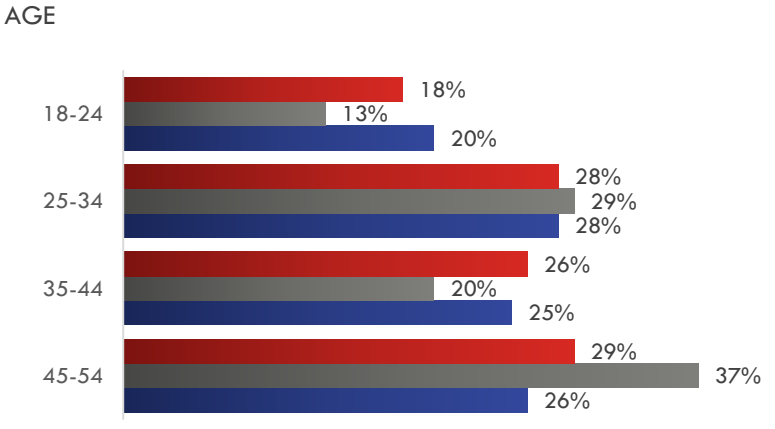
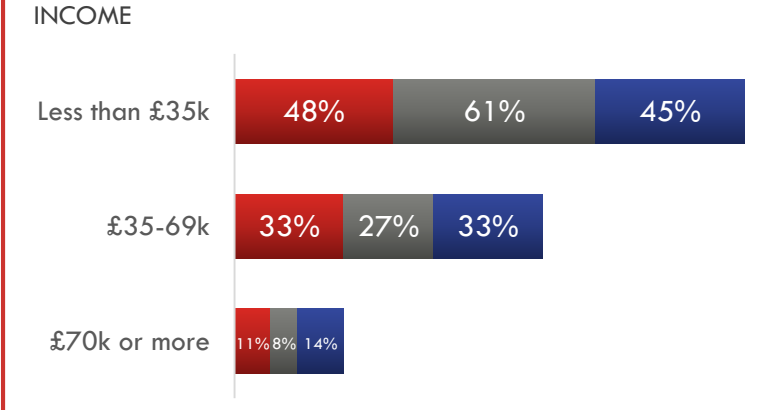
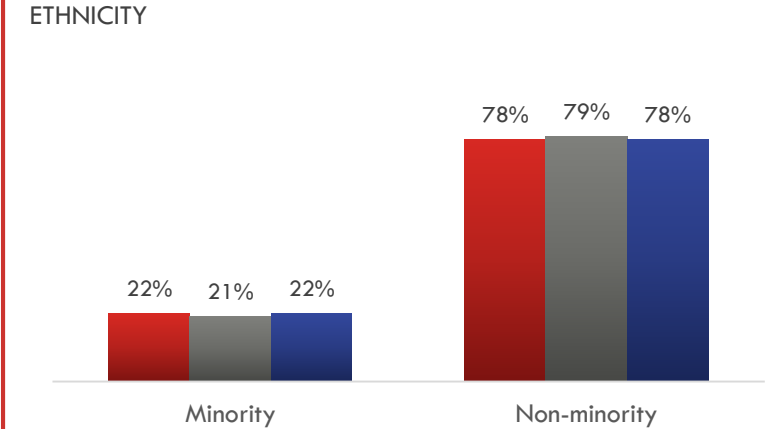
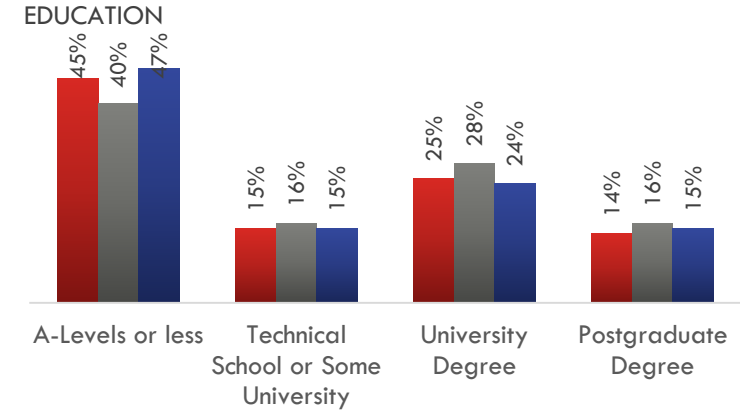
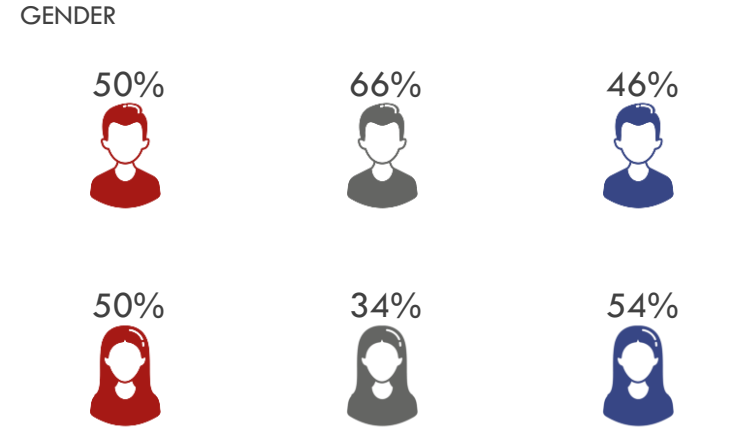
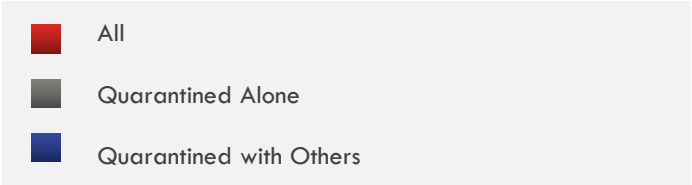


IDEOLOGY



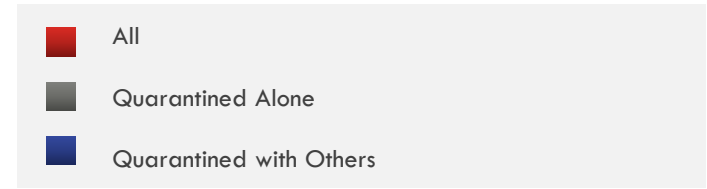
Audience Profiling

Quarantine Status: Alone or With Others

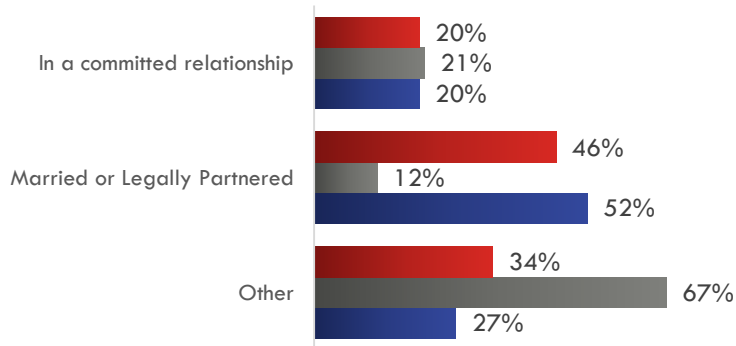


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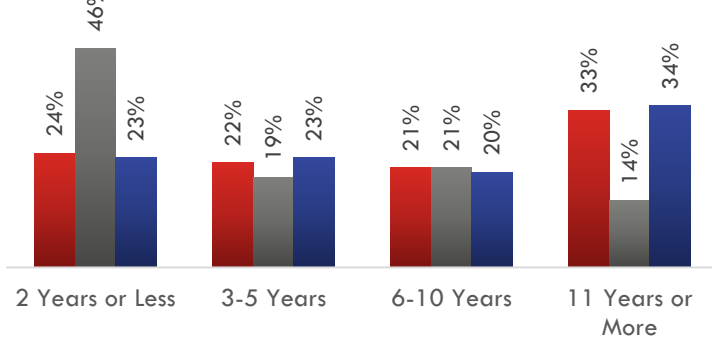
Quarantine Status: Alone or With Others



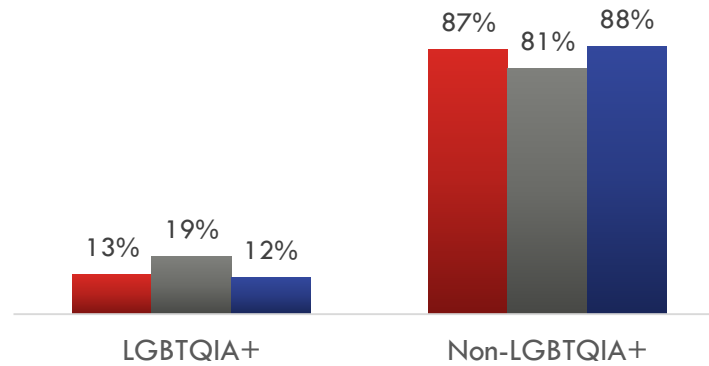
RELATIONSHIP STATUS



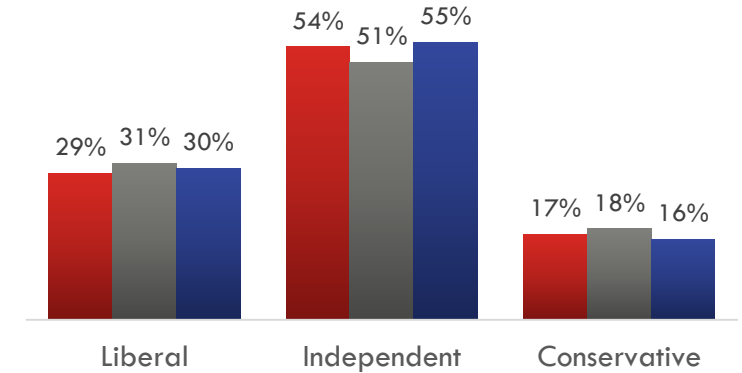
LENGTH OF RELATIONSHIP (Among Those In A Committed Relationship)



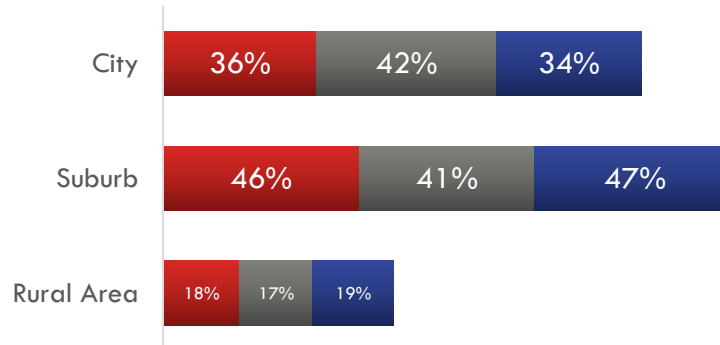
SEXUAL ORIENTATION



IDEOLOGY



LIVING AREA

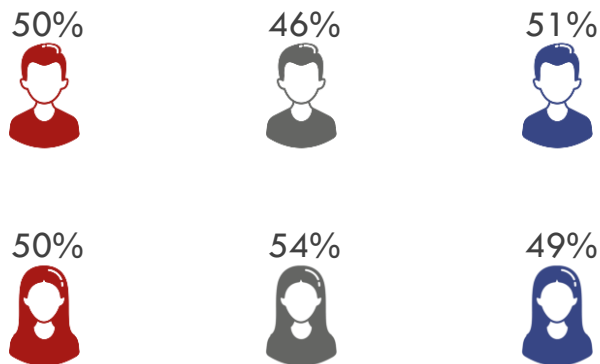


Audience Profiling

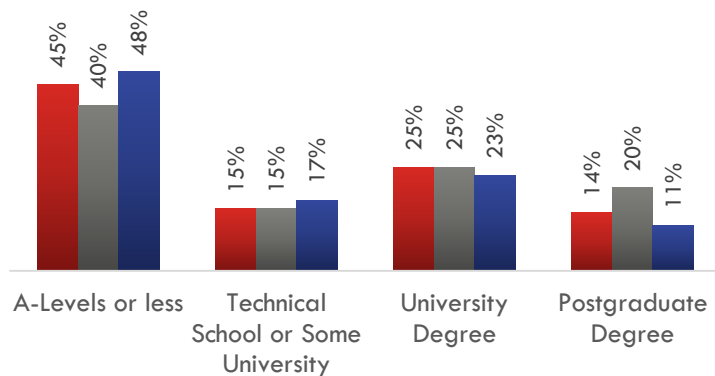
Quarantine Status: With or Without Partner



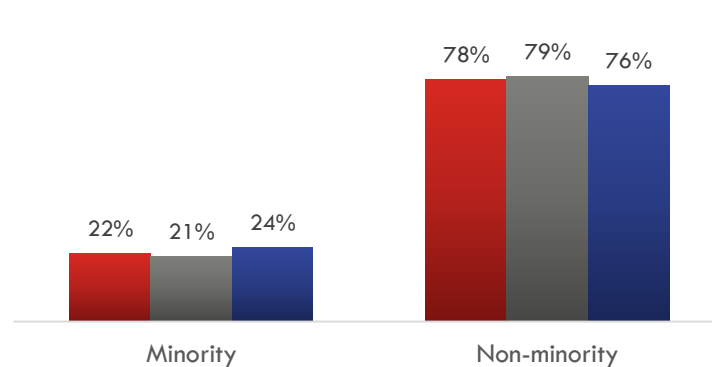
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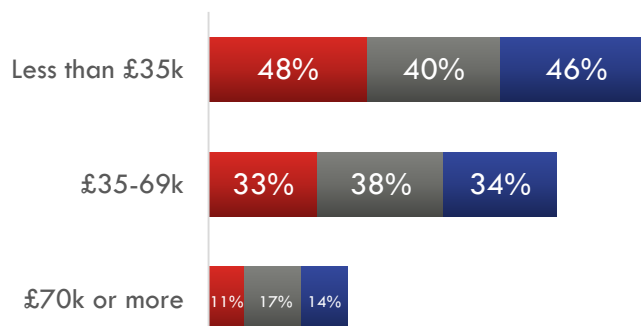
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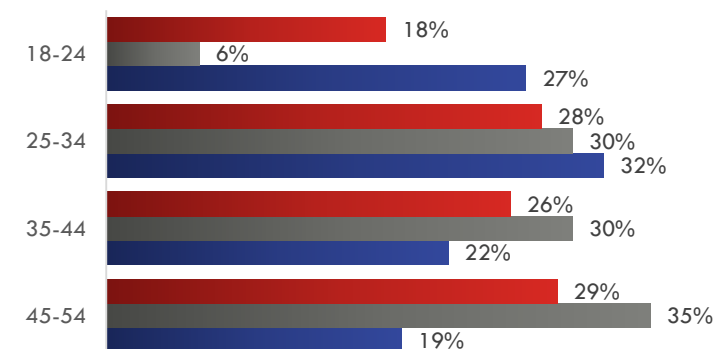
ETHNICITY



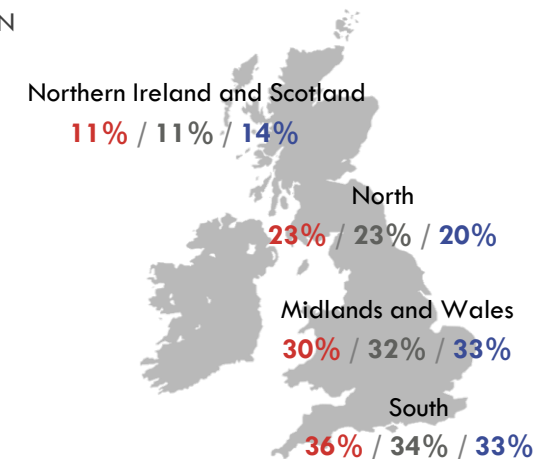
INCOME



AGE



REGION

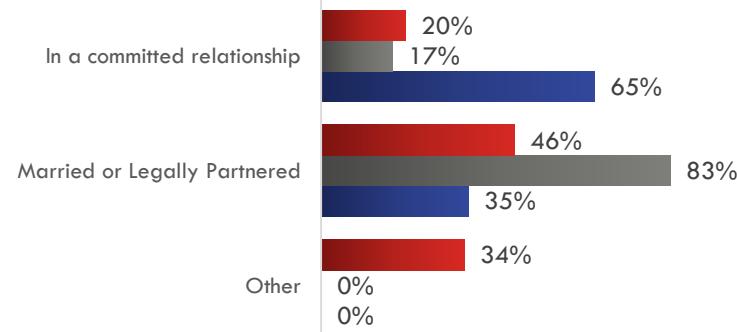


Audience Profiling

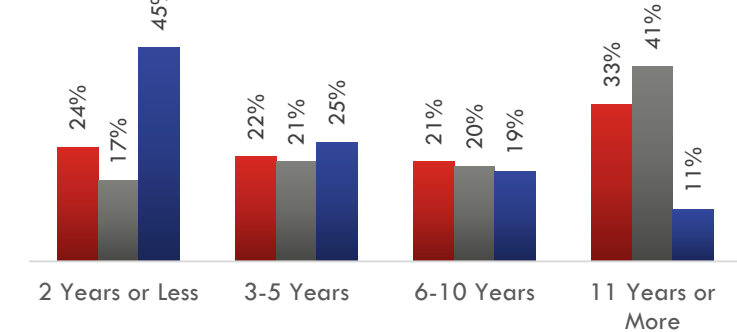
Quarantine Status: With or Without Partner

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

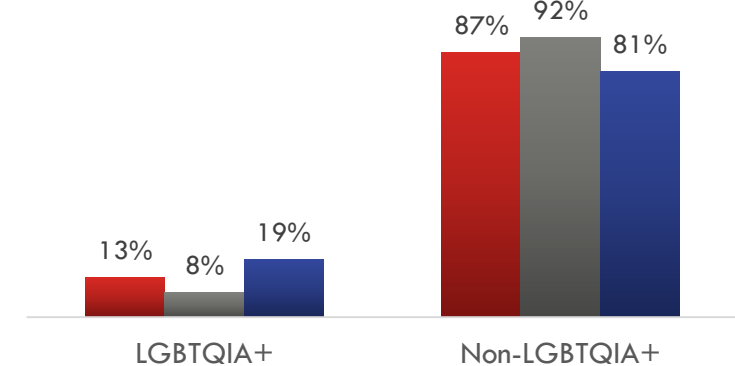
RELATIONSHIP STATUS



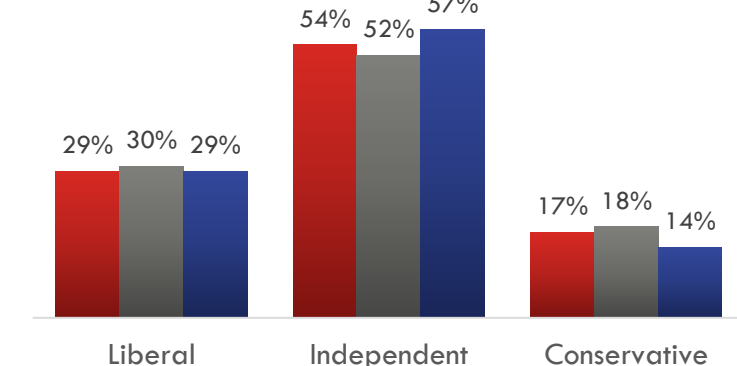
LENGTH OF RELATIONSHIP (Among Those In A Committed Relationship)



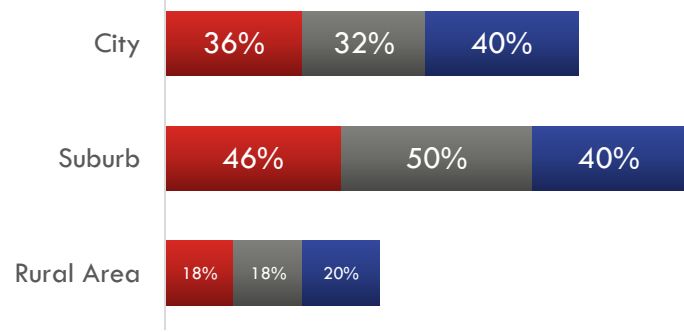
SEXUAL ORIENTATION



IDEOLOGY

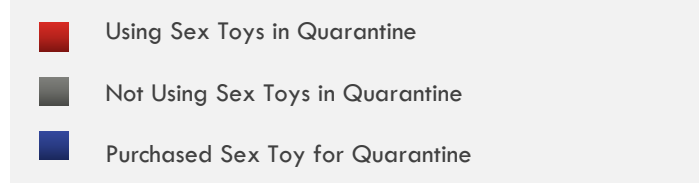


LIVING AREA

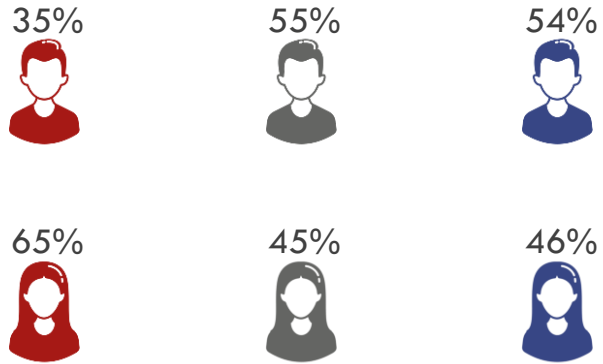


Audience Profiling

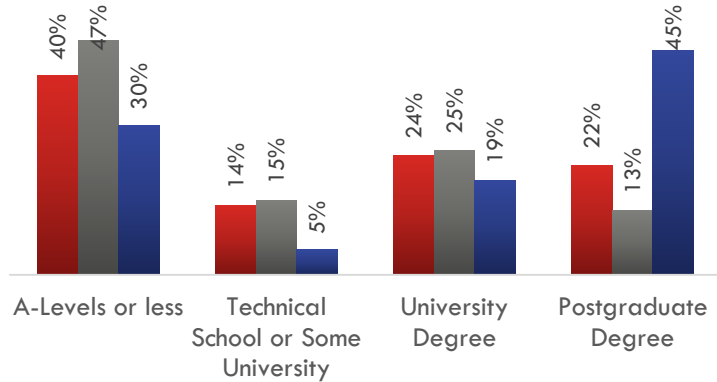
Sex Toy Usage in Quarantine



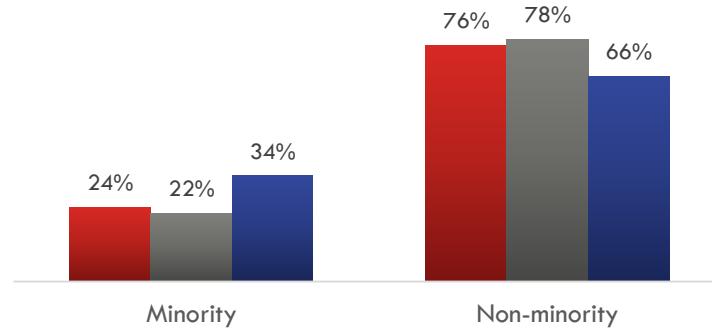
GENDER



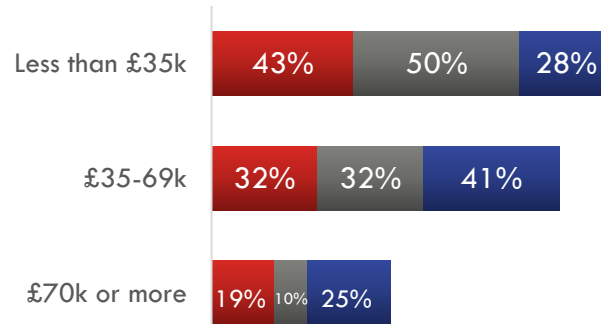
EDUCATION



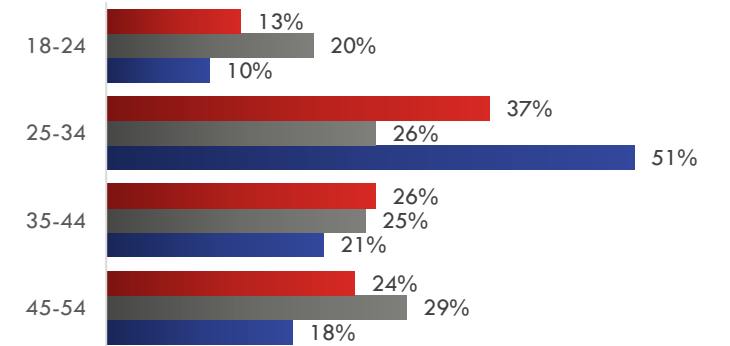
ETHNICITY



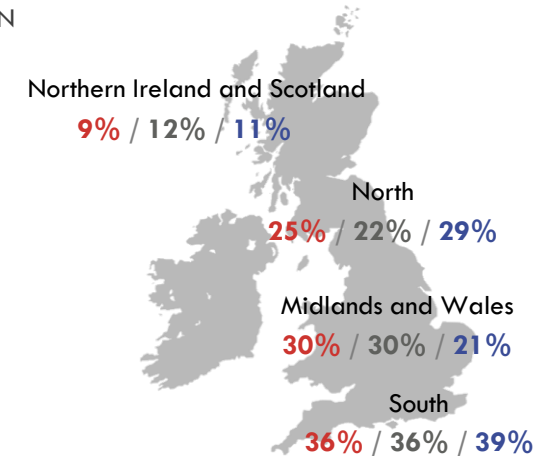
INCOME



AGE

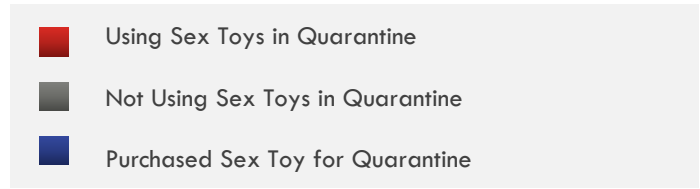


REGION

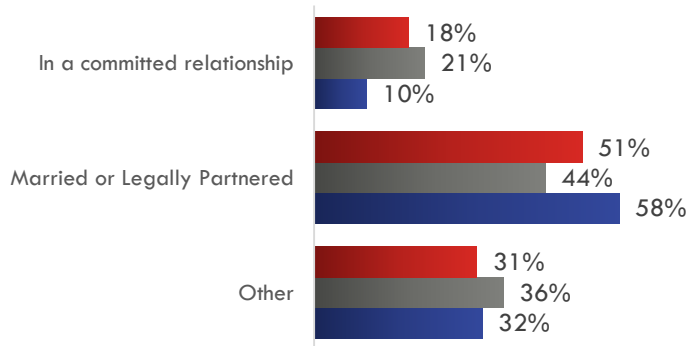


Audience Profiling

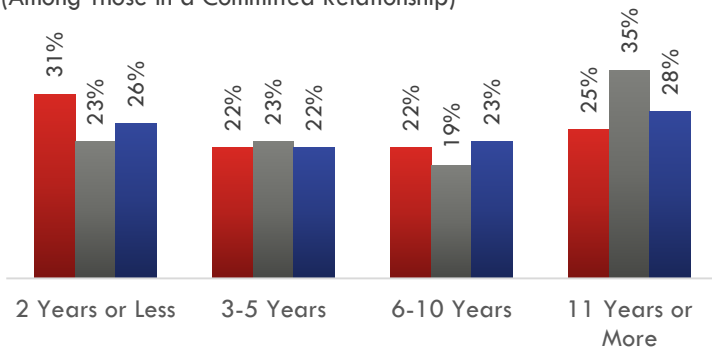
Sex Toy Usage in Quarantine



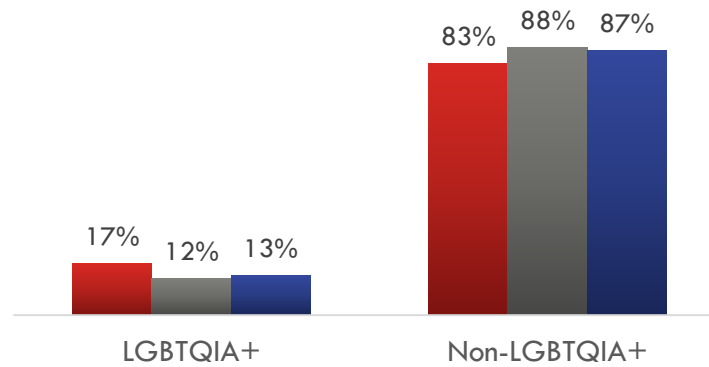
RELATIONSHIP STATUS



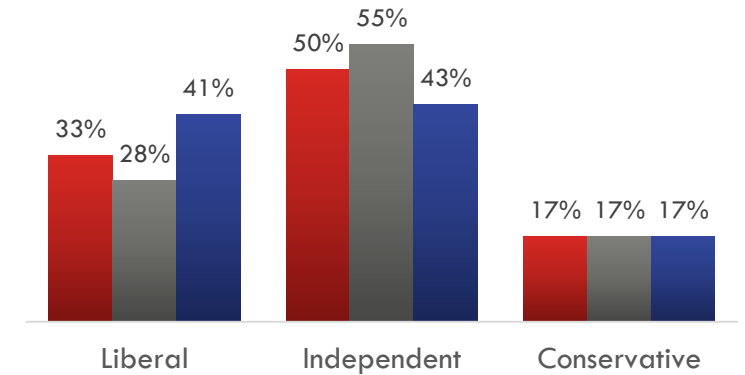
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



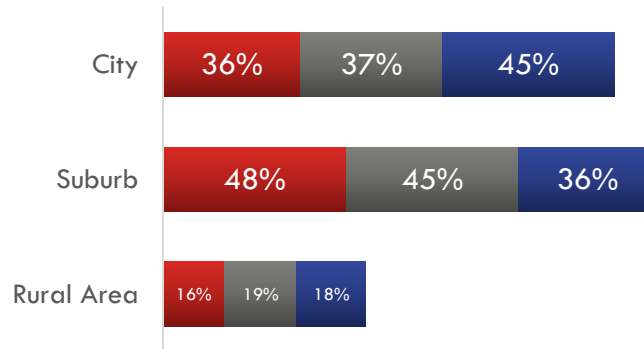
SEXUAL ORIENTATION



IDEOLOGY

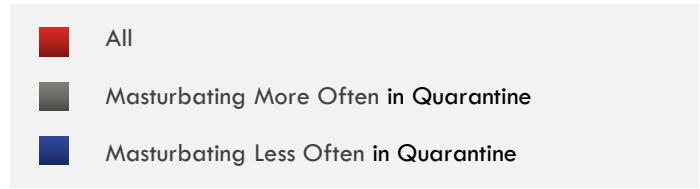


LIVING AREA

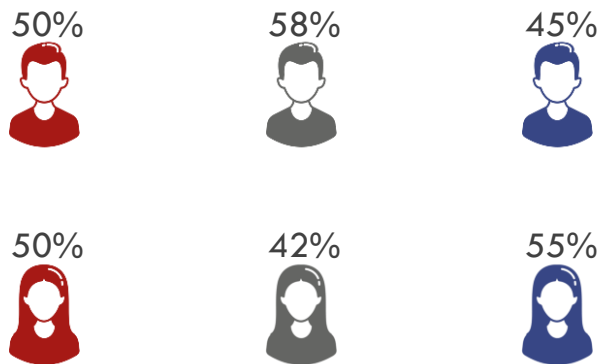


Audience Profiling

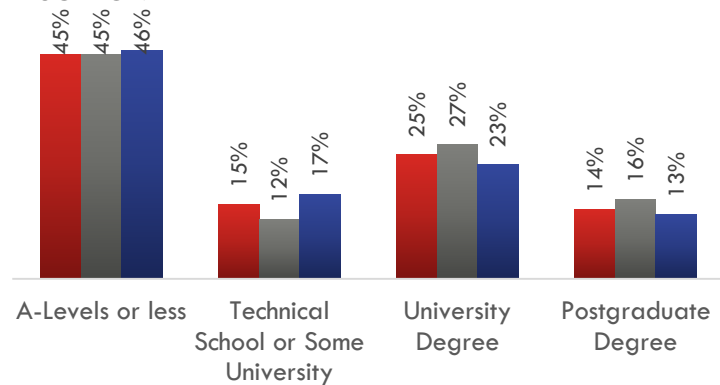
Masturbating More and Less in Quarantine



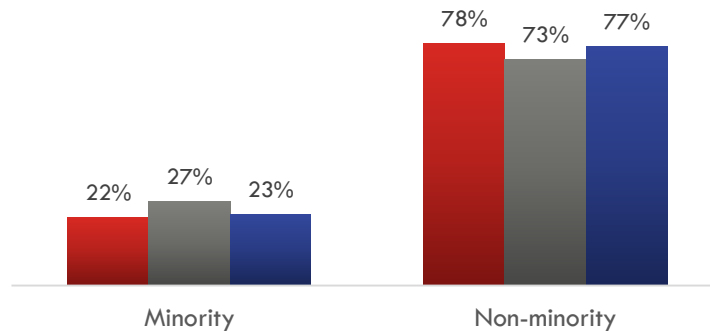
GENDER



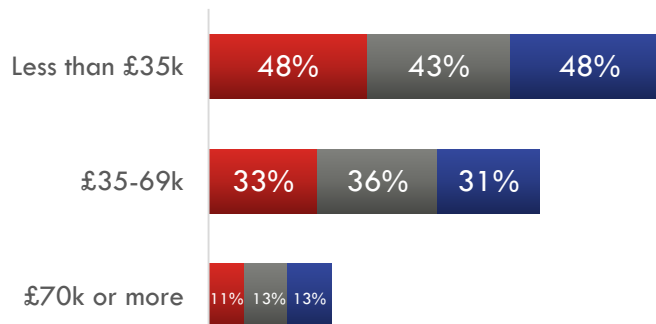
EDUCATION



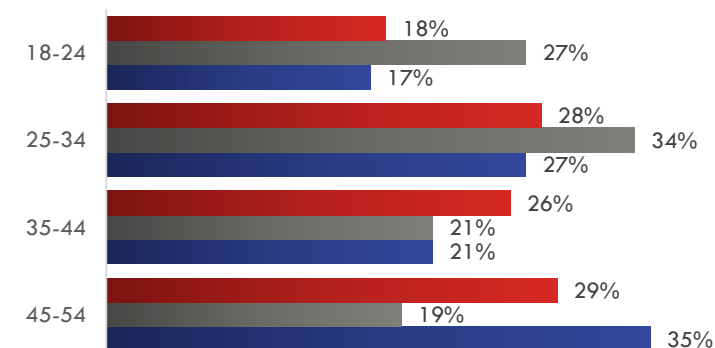
ETHNICITY



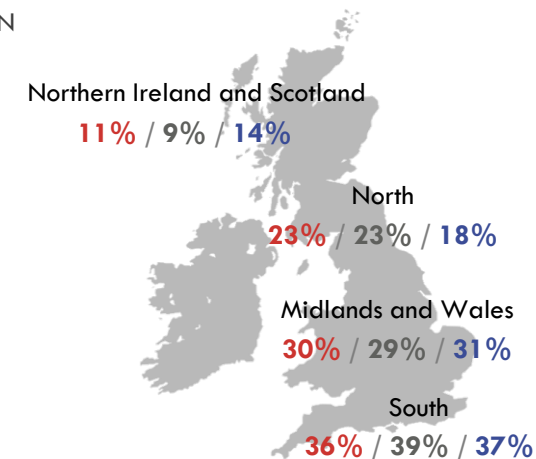
INCOME



AGE

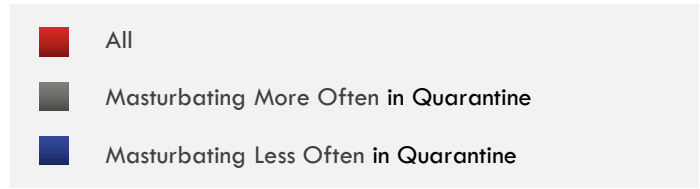


REGION

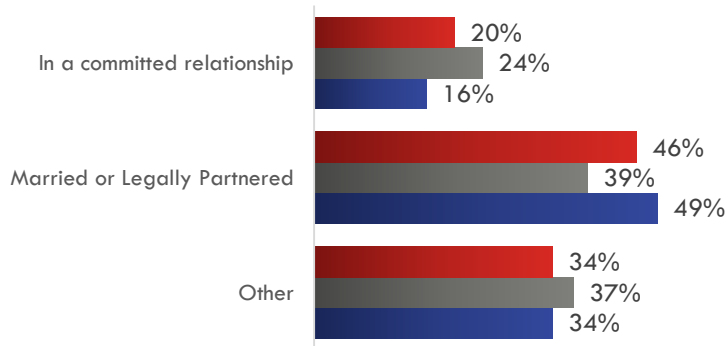


Audience Profiling

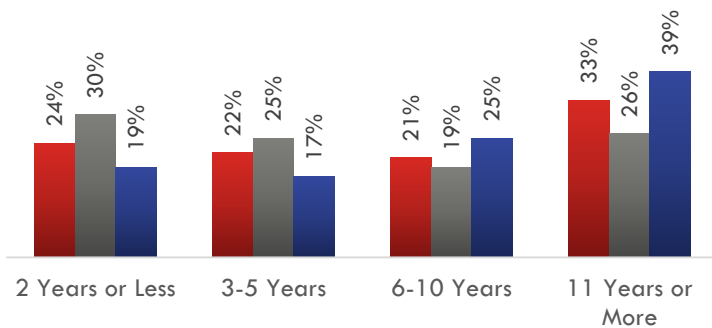
Masturbating More and Less in Quarantine



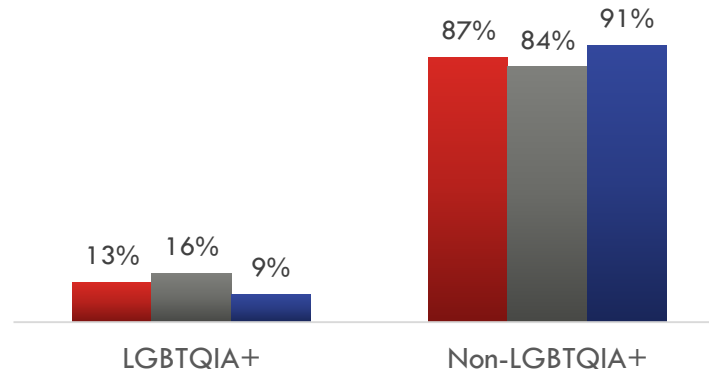
RELATIONSHIP STATUS



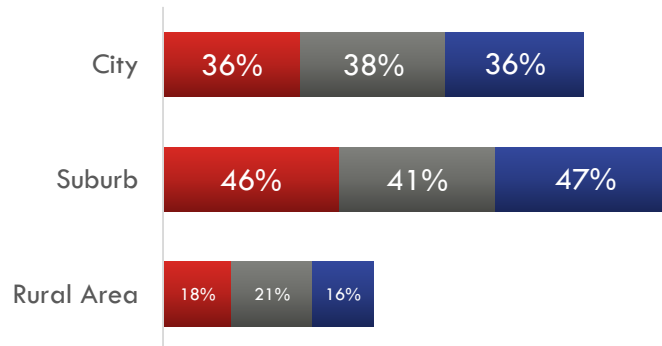
LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



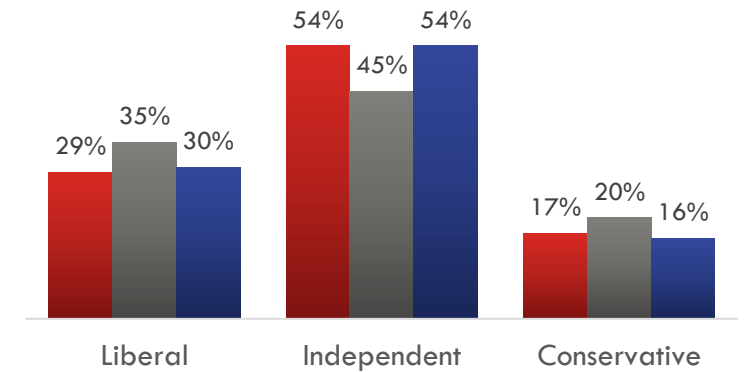
SEXUAL ORIENTATION



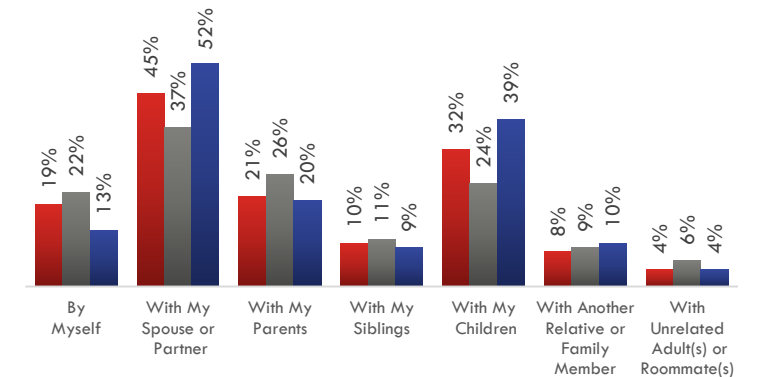
LIVING AREA



IDEOLOGY



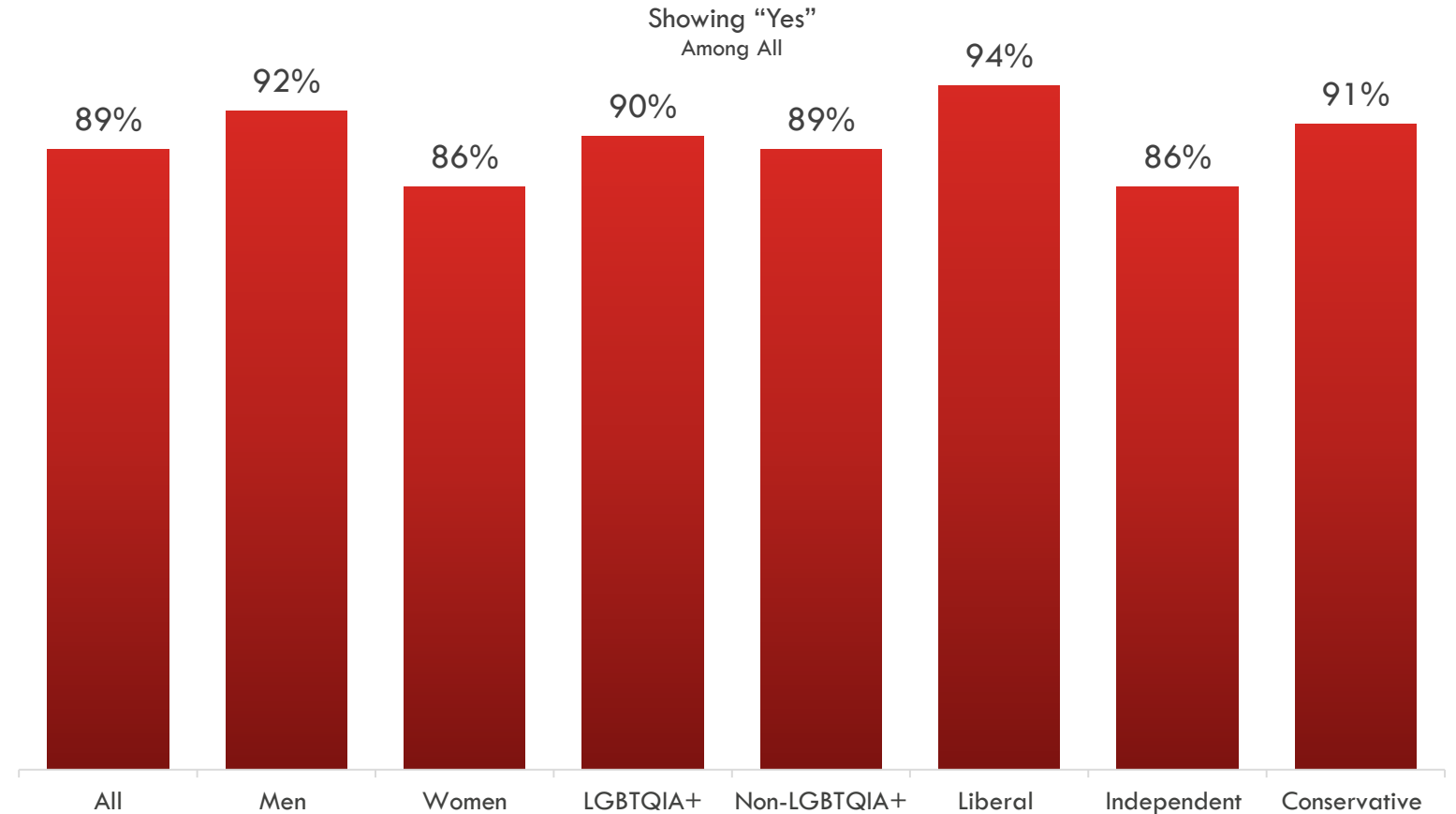
QUARANTINE



THE STATE OF MASTURBATION IN THE UK

Most Brits Masturbate

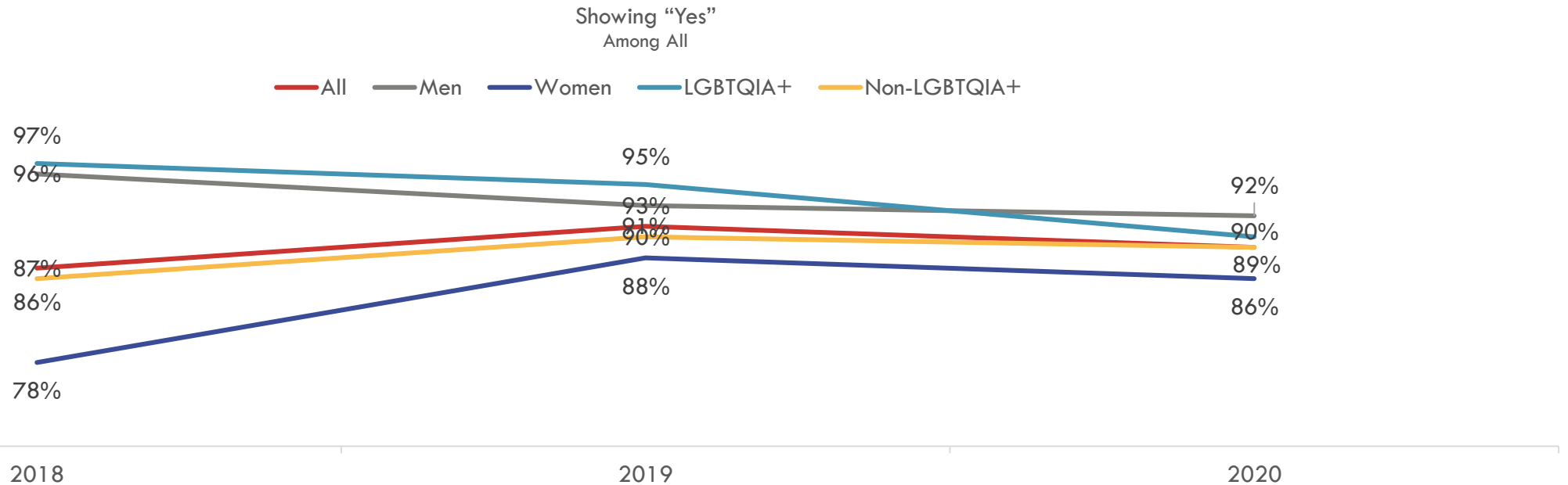
Overall, almost nine-in-ten UK adults 18-54 have masturbated, with higher rates among men and those self-identified as Liberals.



QMAS: Have you ever masturbated?

Masturbation Rates Have Generally Remained Stable

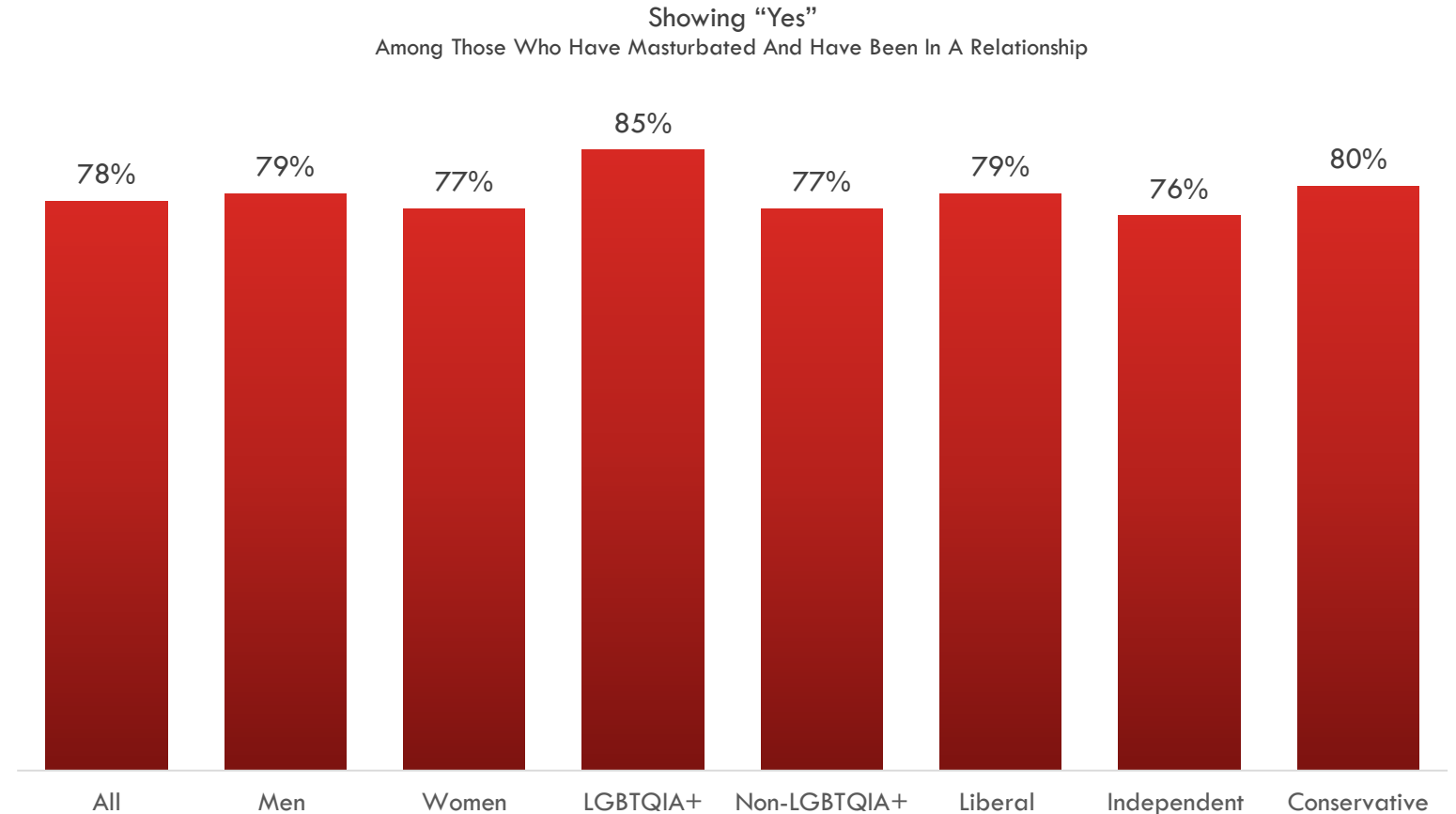
After increasing in 2019, British women's rates of masturbation are stable.



QMAS: Have you ever masturbated?

Most Brits 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, and this is particularly true among LGBTQIA+ Brits.



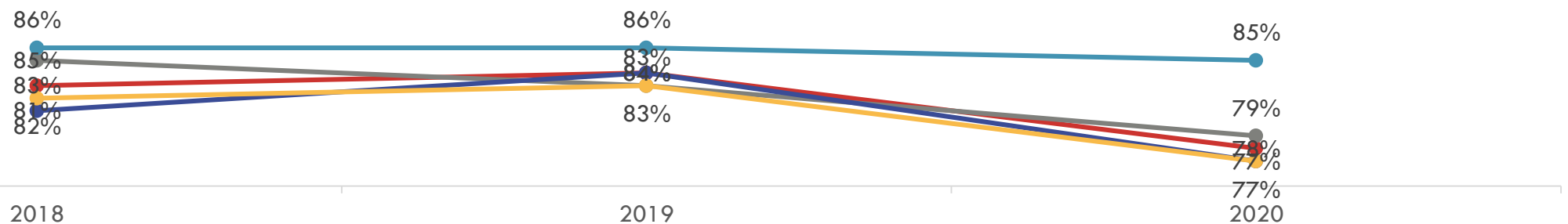
QMASINREL: Do you masturbate by yourself when you are in a relationship?

In 2020, Brits Have Seen a Slight Decrease in Solo Masturbation While in a Relationship

Compared to 2018, men report the largest dip.
Overall, incidence of solo masturbation while in a relationship among LGBTQIA+ Brits remains stable.

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

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

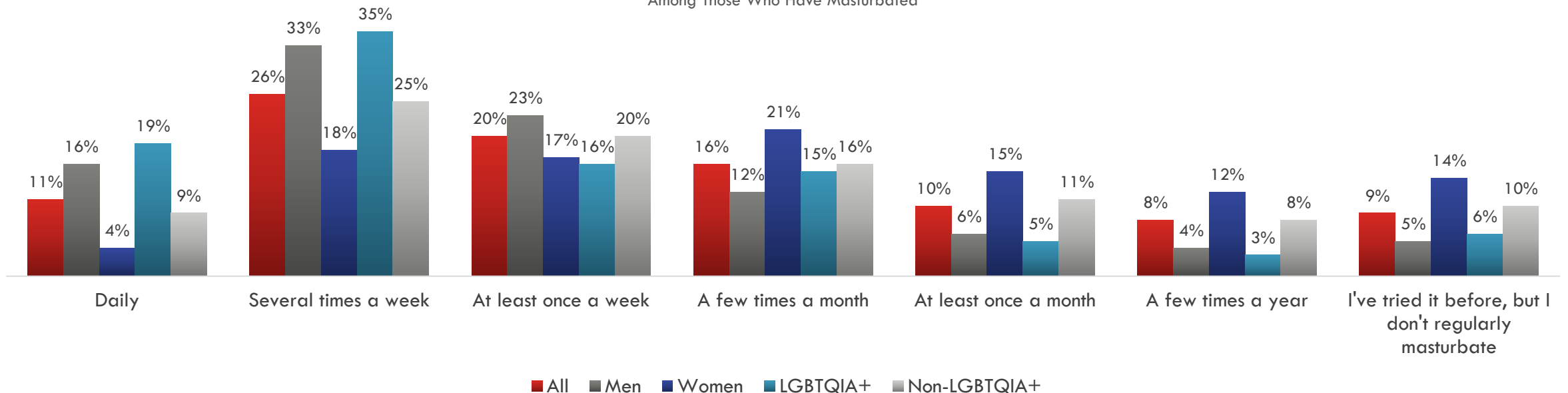


QMASINREL: Do you masturbate by yourself when you are in a relationship?

Most Brits Masturbate Once a Week or More

More than half (57%) 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 (62%).

Among Those Who Have Masturbated

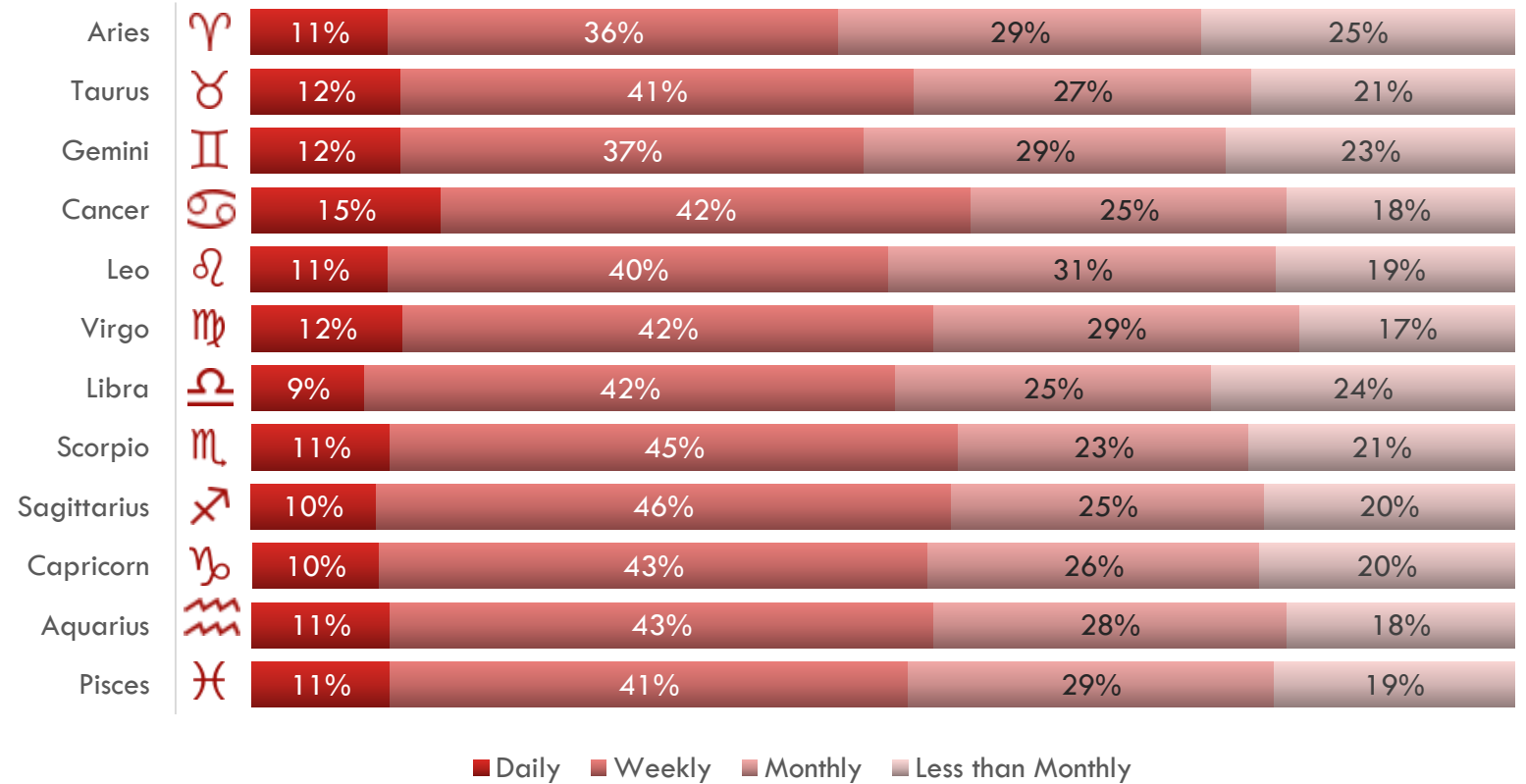


QMASFREQ: How frequently do you masturbate on average?

Cancers Are More Frequent Masturbators

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

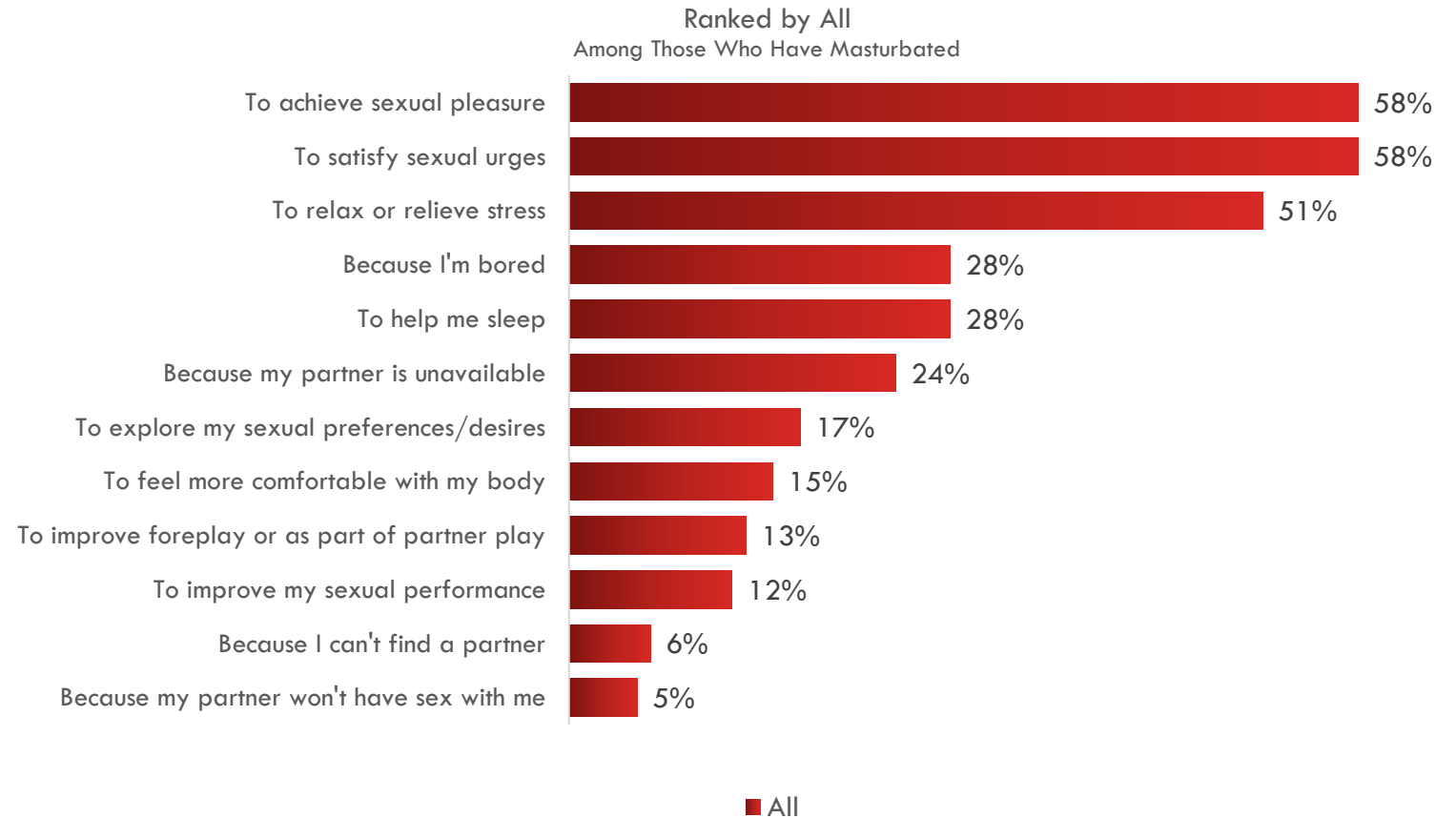
Shown: Combined Data from US, United Kingdom, Germany, France, and Spain



QMASFREQ: How frequently do you masturbate on average?

Most Brits Who Masturbate do so to Achieve Pleasure and Satisfy Urges

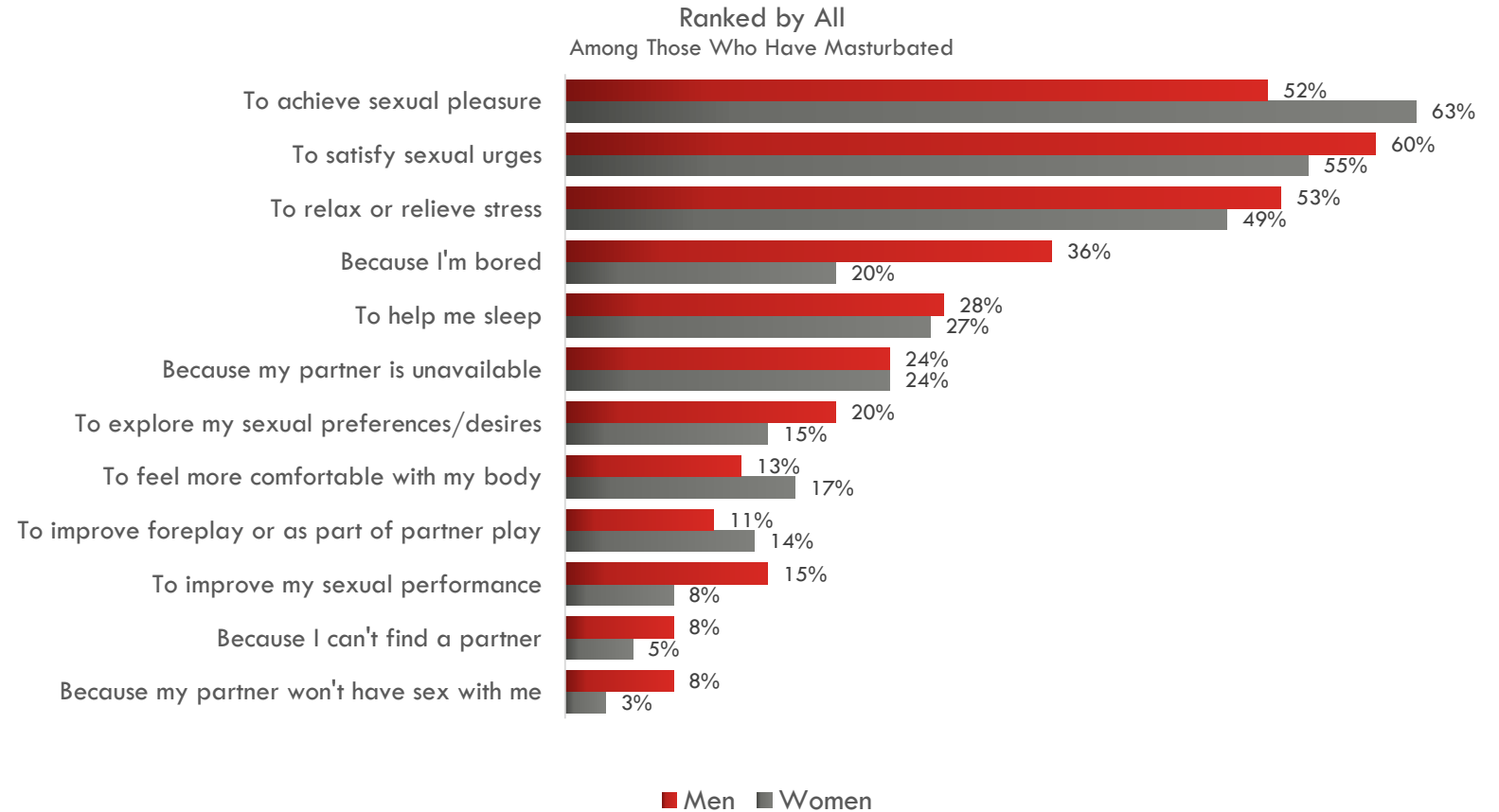
Masturbation also acts as a stress-reliever.



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

Women Focus More on Pleasure, While Men Tend to Relate Masturbation to Sex

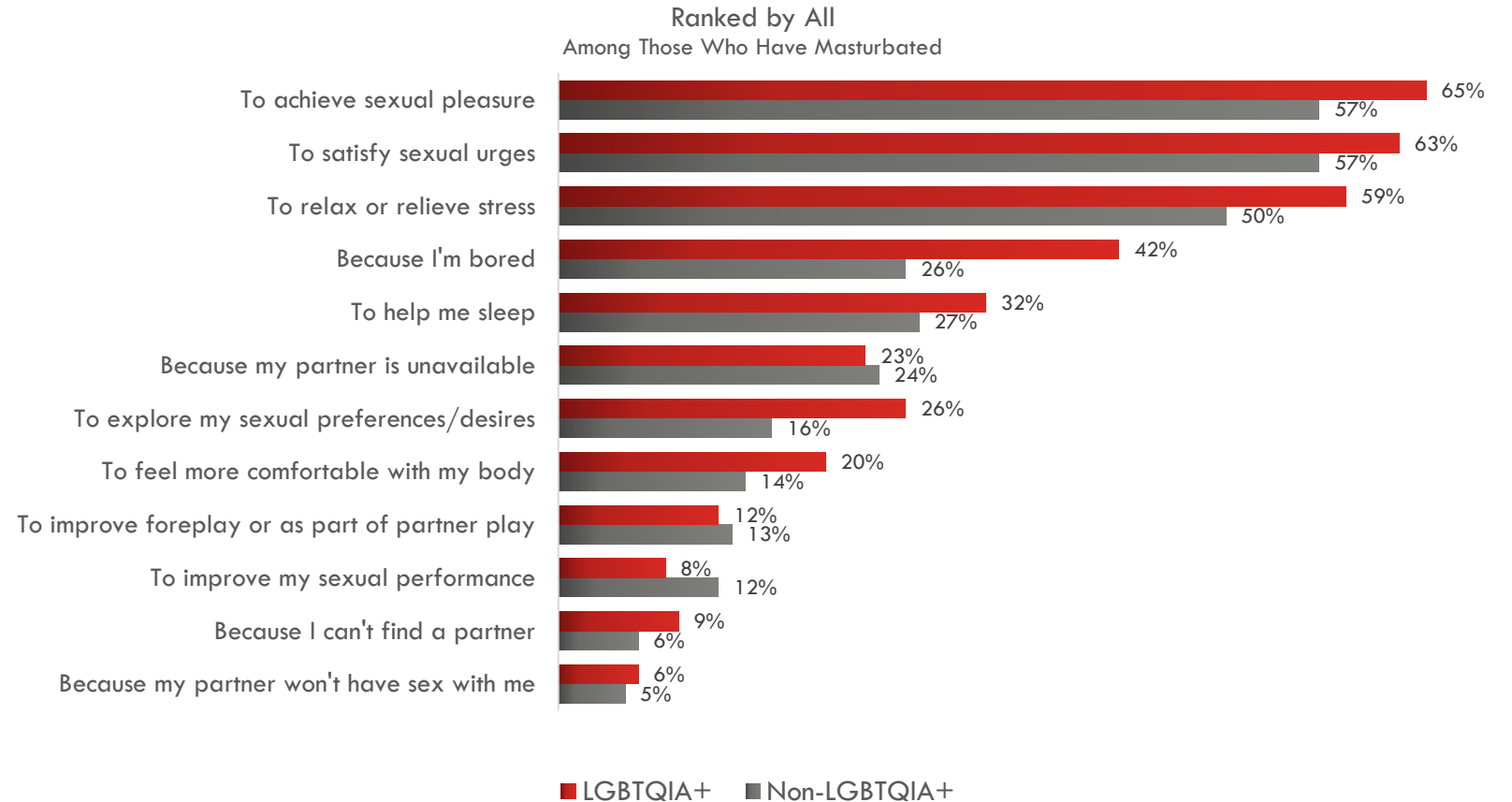
Men are more likely to masturbate to satisfy sexual urges, as well as using masturbation to relax or fill free time.



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

LGBTQIA+ Individuals Identify More Masturbation Benefits

LGBTQIA+ respondents are more likely than Non-LGBTQIA+ to identify almost every reason to masturbate. That said, they feel similarly to Non-LGBTQIA+ respondents around partnered sex (“Because my partner is unavailable,” “To improve foreplay or as part of partner play.”)

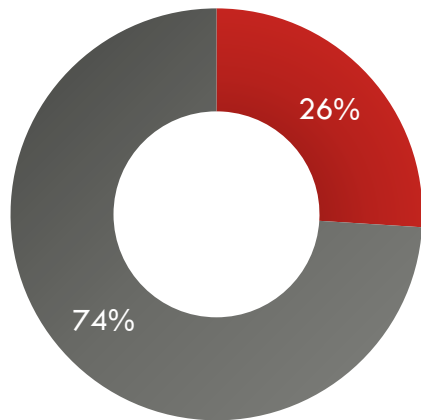


QMASWHY: Why do you generally masturbate? Please select all that apply

Three Out Of Every Four Brits Who Do Not Masturbate Claim They've Never Even Considered it

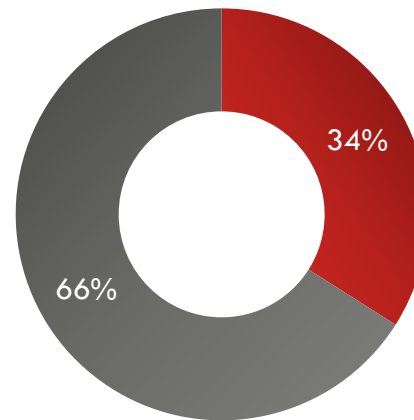
Women are likelier than men to say they have never considered masturbating.

All
Among Those Who Have Never Masturbated*



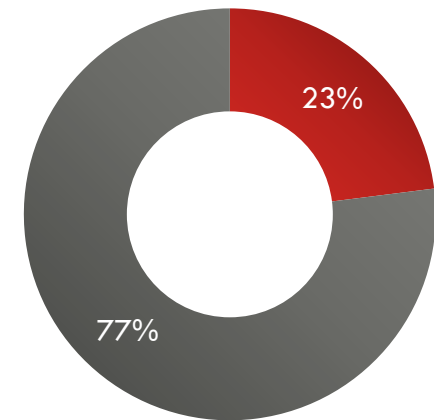
■ Yes ■ No

Men
Among Those Who Have Never Masturbated*



■ Yes ■ No

Women
Among Those Who Have Never Masturbated*



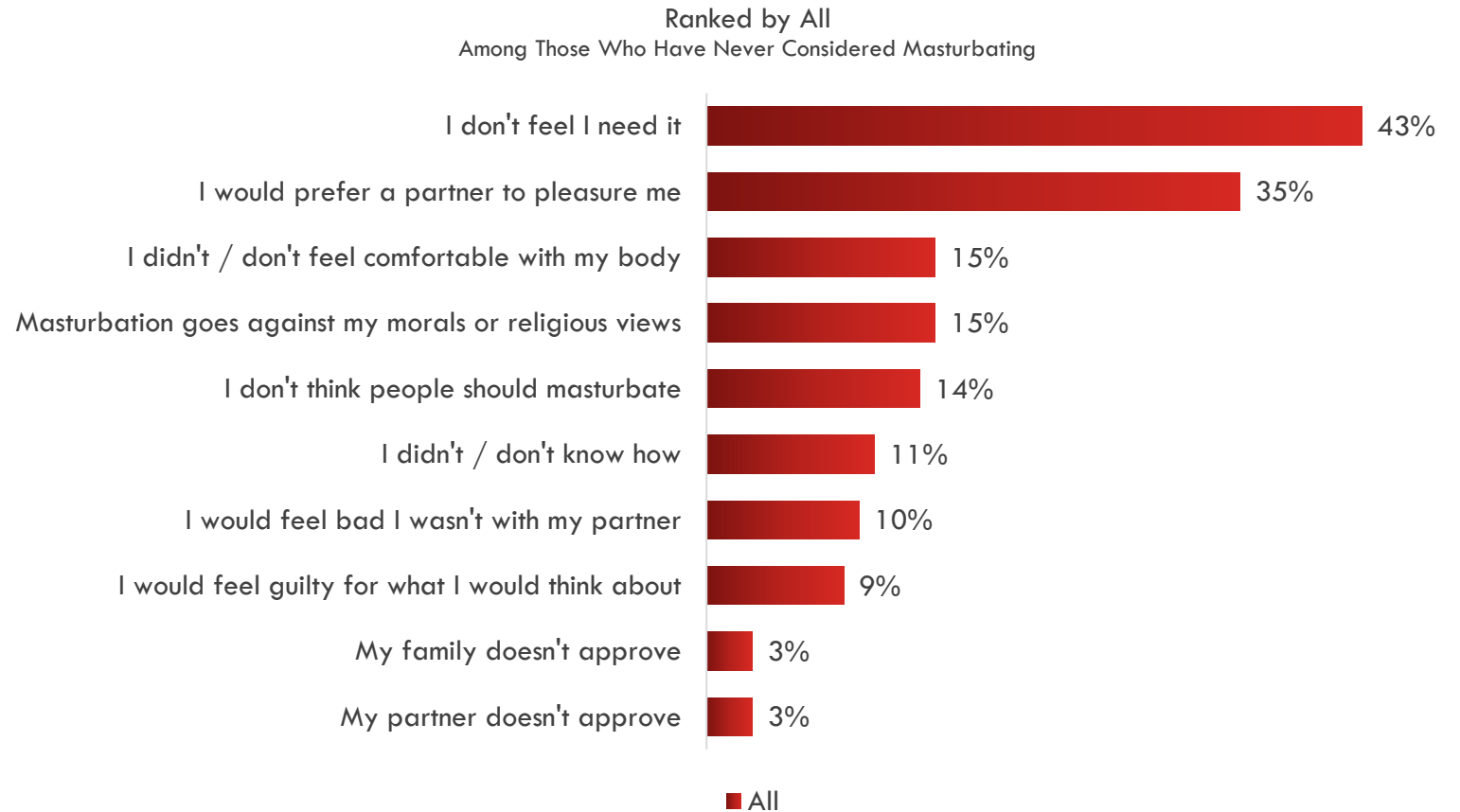
■ Yes ■ No

QMAS2: Have you ever considered masturbating?

* Caution: Small base (All n=107; Men n=37; Women n=70)

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

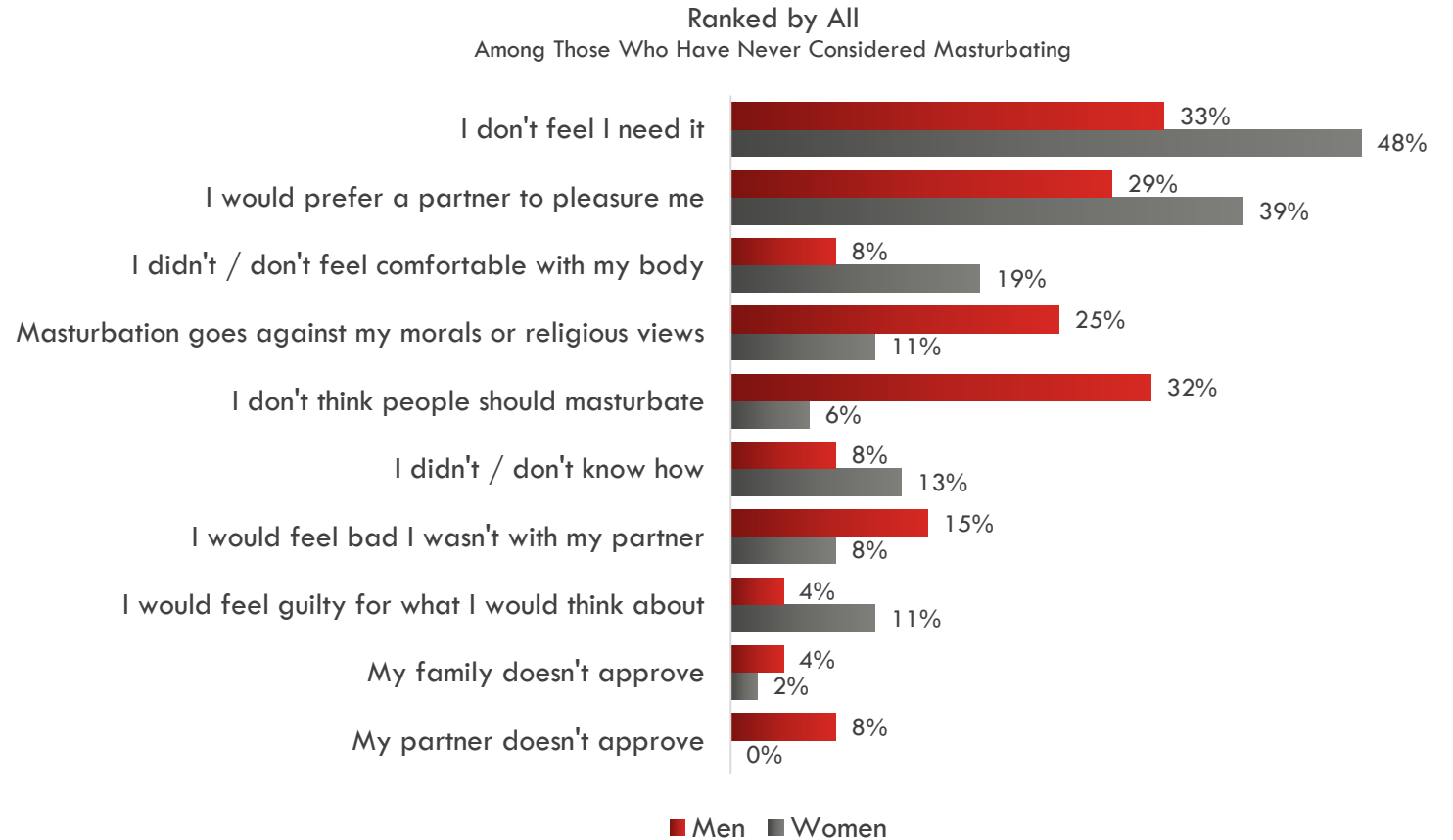
Among the 8% of UK adults who do not masturbate and have never considered masturbating, the top reasons given for not considering masturbation center on personal desire: “I don’t feel I need it” and “I would prefer a partner to pleasure me”. Moral or religious objections are less commonly cited.



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

Men Are 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” and “I don’t think people should masturbate”) while women cite a lack of comfort or knowledge of their body.

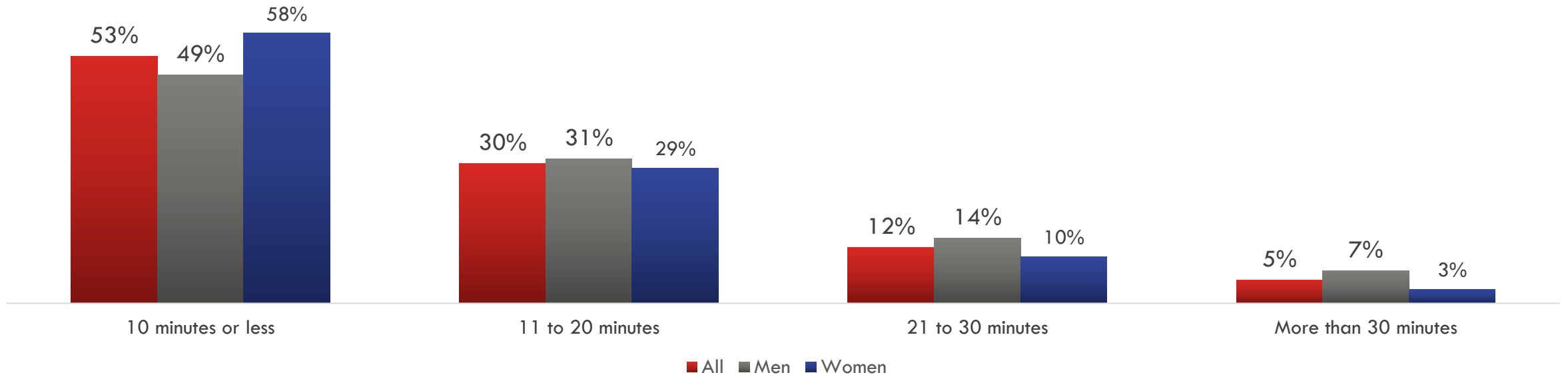


QMASWHYNOT: Why have you never considered masturbating? Please select all that apply.

Brits Lean Toward Shorter Masturbation Sessions

53% report masturbating for an average of 10 minutes or less per session, and only **5%** report an average session length greater than 30 minutes. Women report shorter masturbations sessions than men.

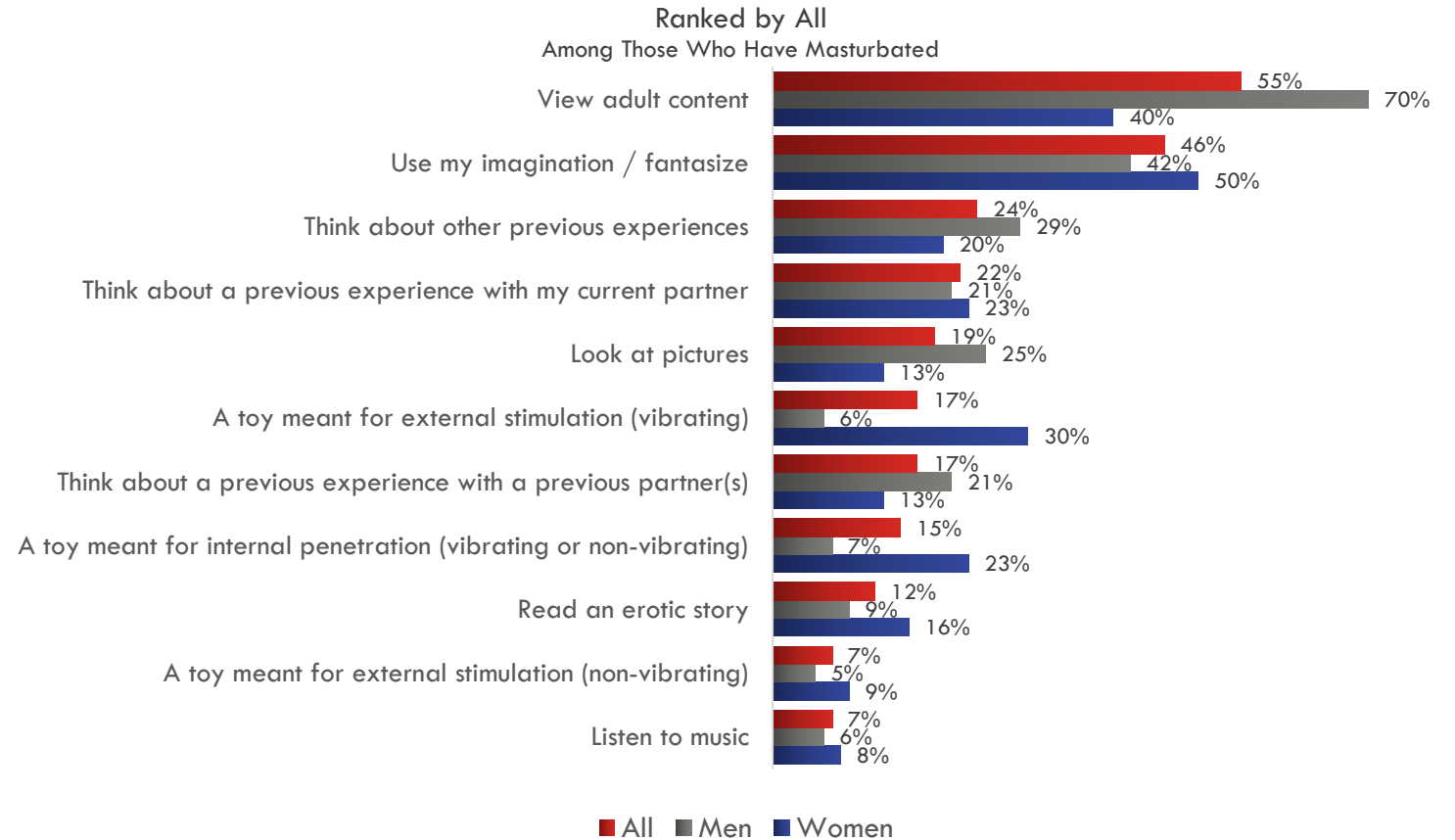
Among Those Who Have Masturbated



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 and more likely to use toys (both external and internal).

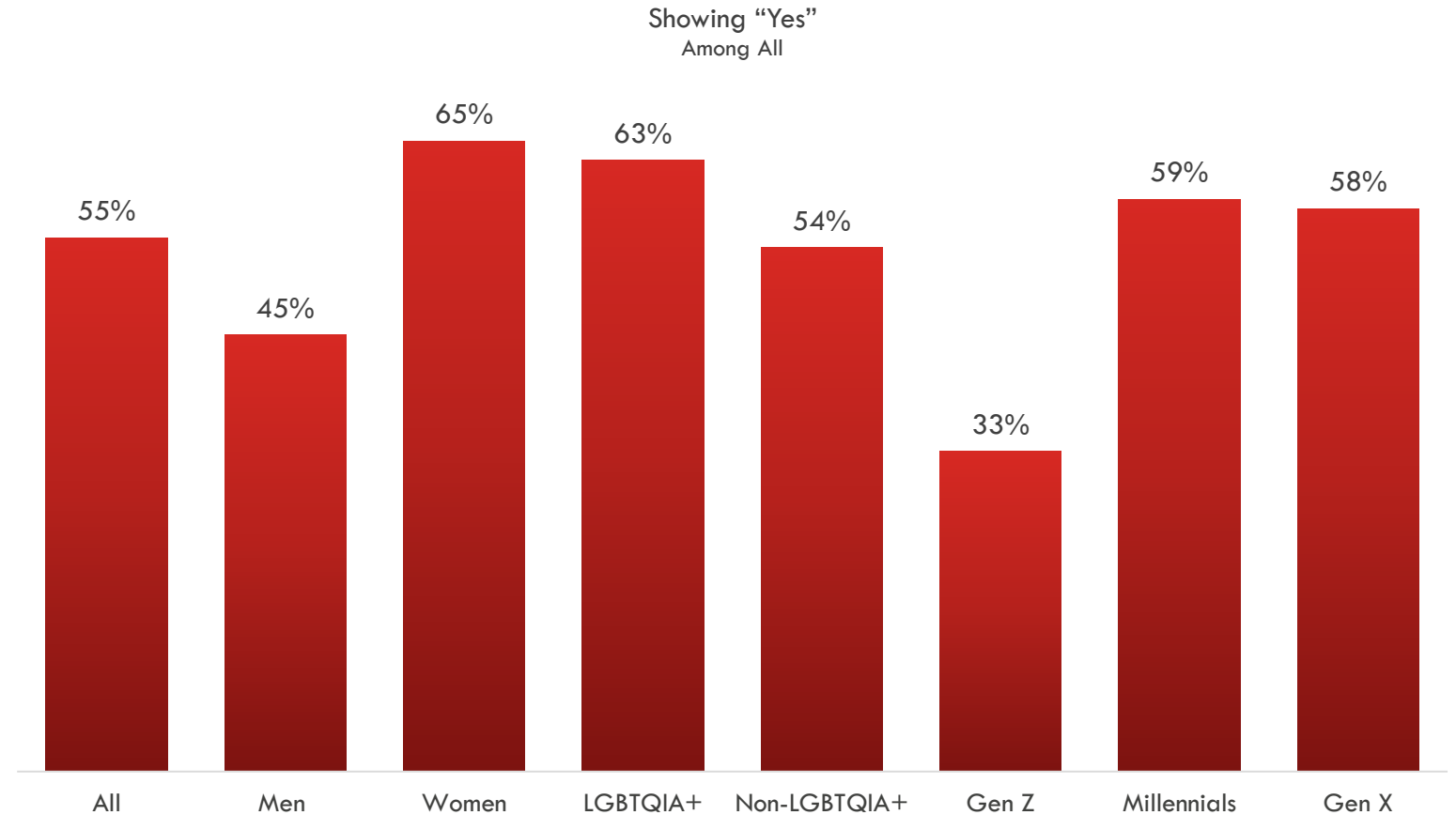


QROUTINE2: What do you generally do or use when you masturbate? Please select all that apply.

SEX TOYS

Most Women Have Used Sex Toys; Most Men Have Not

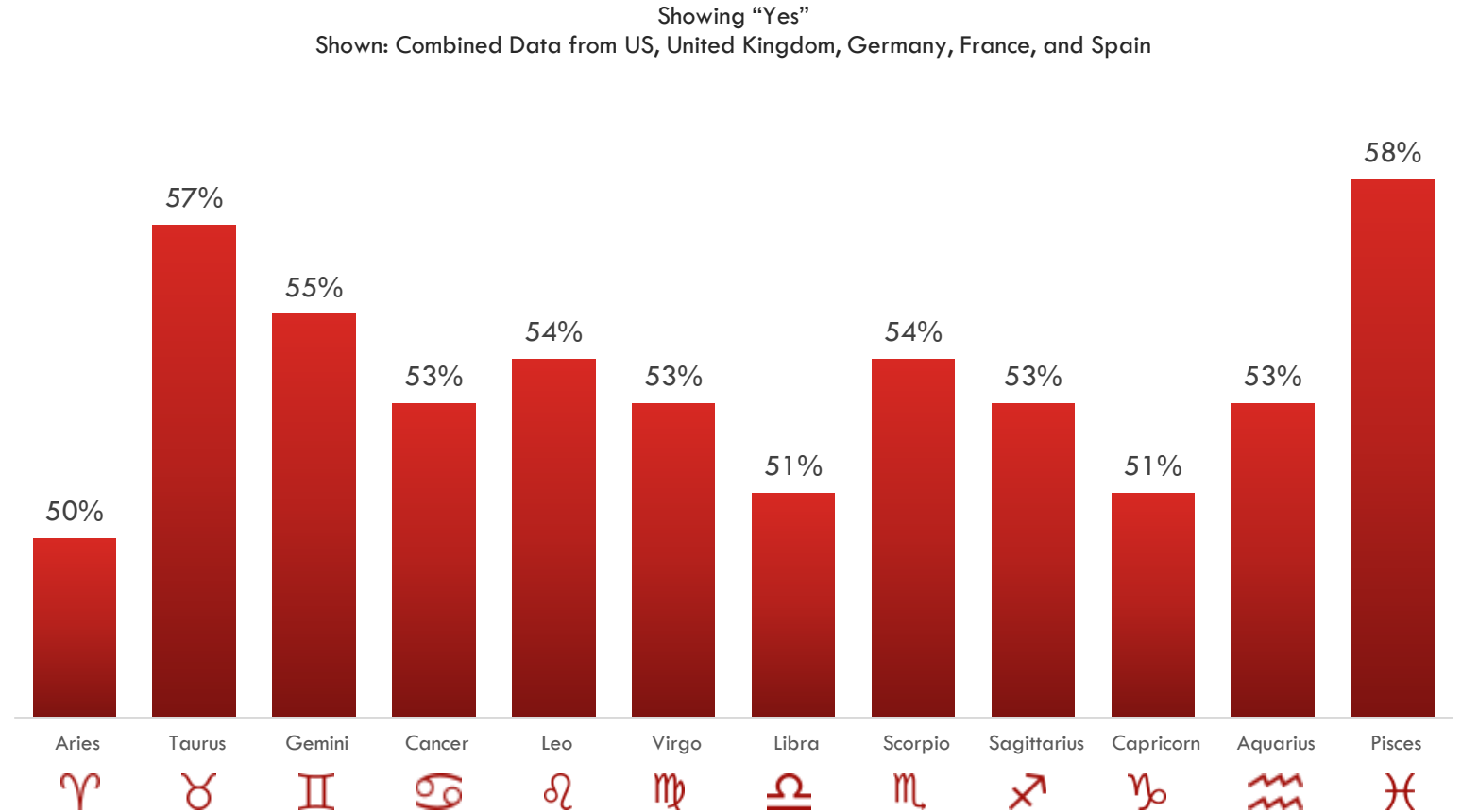
More than half of UK adults 18-54 have used sex toys, with nearly 2 in 3 Women and LGBTQIA+ respondents having reported usage. Gen Z report the lowest usage.



QTOYS: Have you ever used any sex toys?

Pisces Are Most Likely to Have Used a Sex Toy

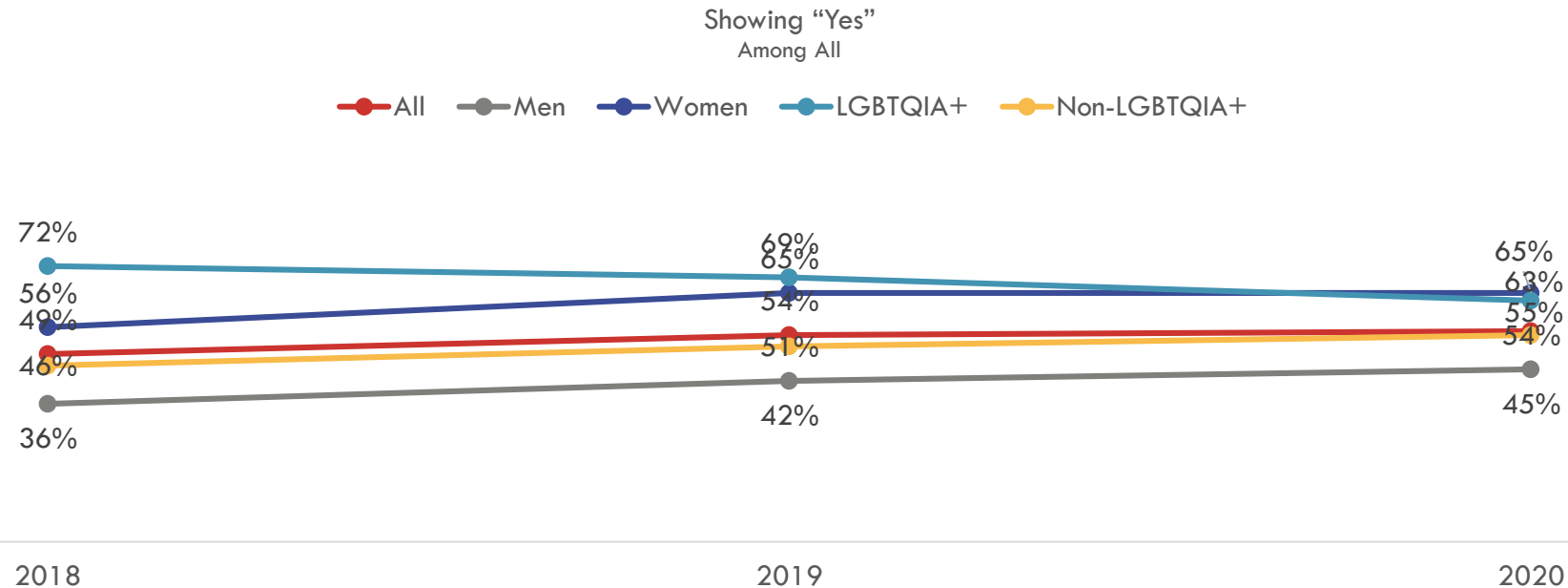
Across all Zodiacs, at least half of respondents have used sex toys, with Pisces and Taurus leading in sex toy usage; Aries, Libra, and Capricorn express the lowest usage.



QTOYS: Have you ever used any sex toys?

Sex Toy Usage Remained Relatively Flat Between 2019 and 2020

However, there has been some increase among Men since 2018.

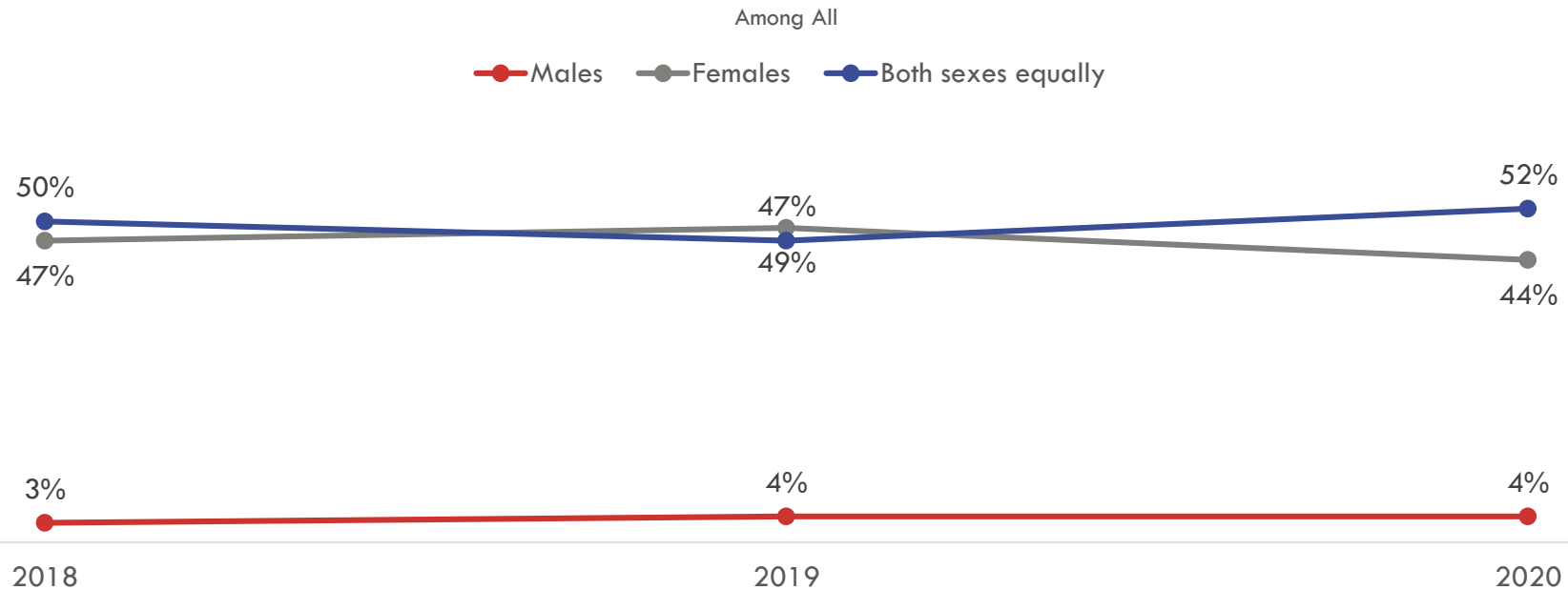


QTOYS: Have you ever used any sex toys?

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

Perceptions that Sex Toys are Equally Useful or More Useful To Women Are Stable

Fewer than 5% of Brits believe that sex toys are more useful for pleasuring men.

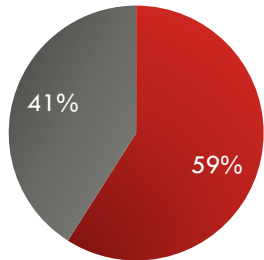


QTOYS9: When you think of sex toys, do you think they are more useful for pleasuring males, females, or both sexes equally?

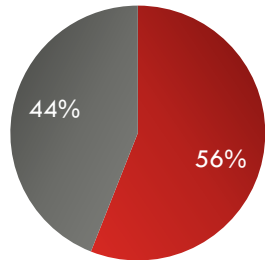
The Majority of Those That Have Ever Used Sex Toys Still Use Them Currently

Among Women who have ever used a sex toy, 60% remain current users, compared to 56% of Men.

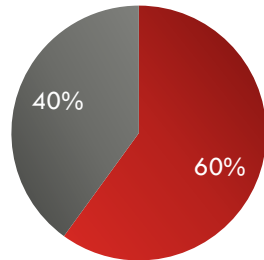
All
Among Those Who Have
Used Sex Toys



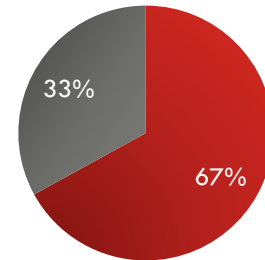
Men
Among Those Who Have
Used Sex Toys



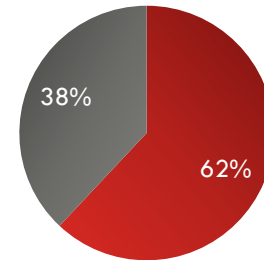
Women
Among Those Who Have
Used Sex Toys



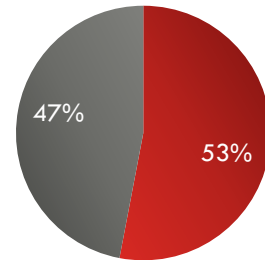
Gen Z
Among Those Who Have
Used Sex Toys



Millennials
Among Those Who Have
Used Sex Toys



Gen X
Among Those Who Have
Used Sex Toys

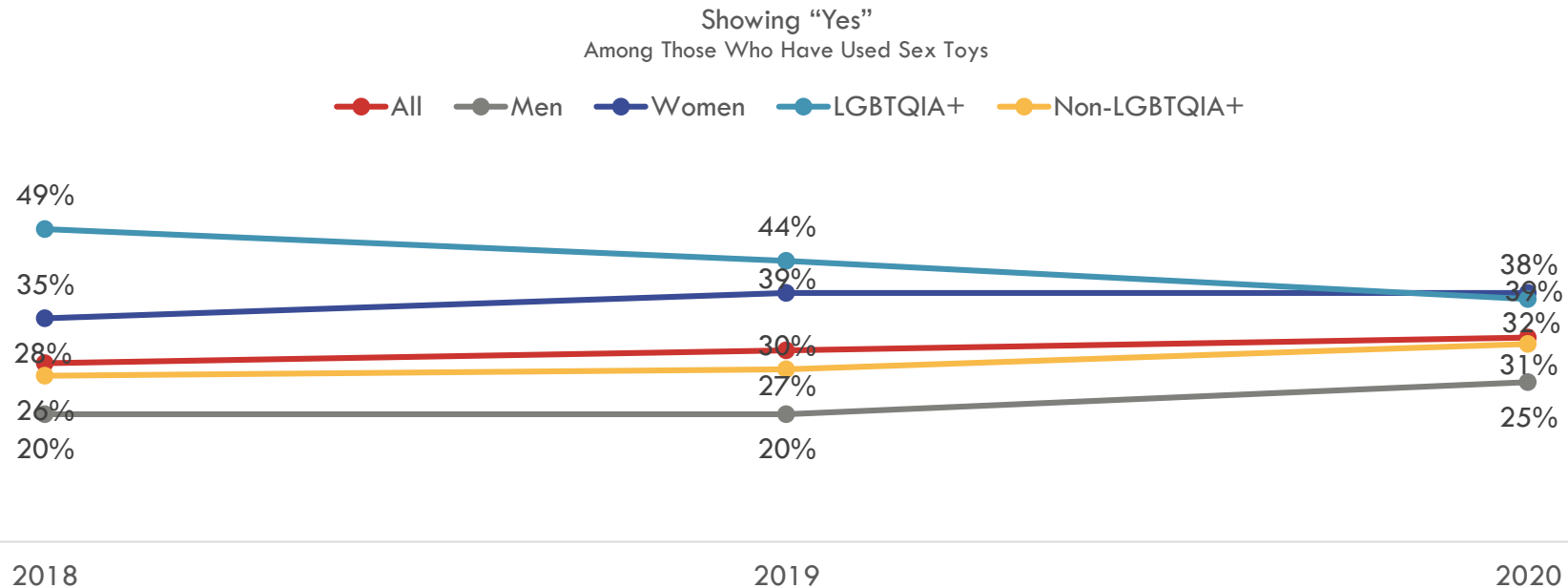


■ Yes ■ No

QTOYS2: Do you currently use any sex toys?

Non-LGBTQIA+ Sex Toy Usage Has Trended Upward Since 2018

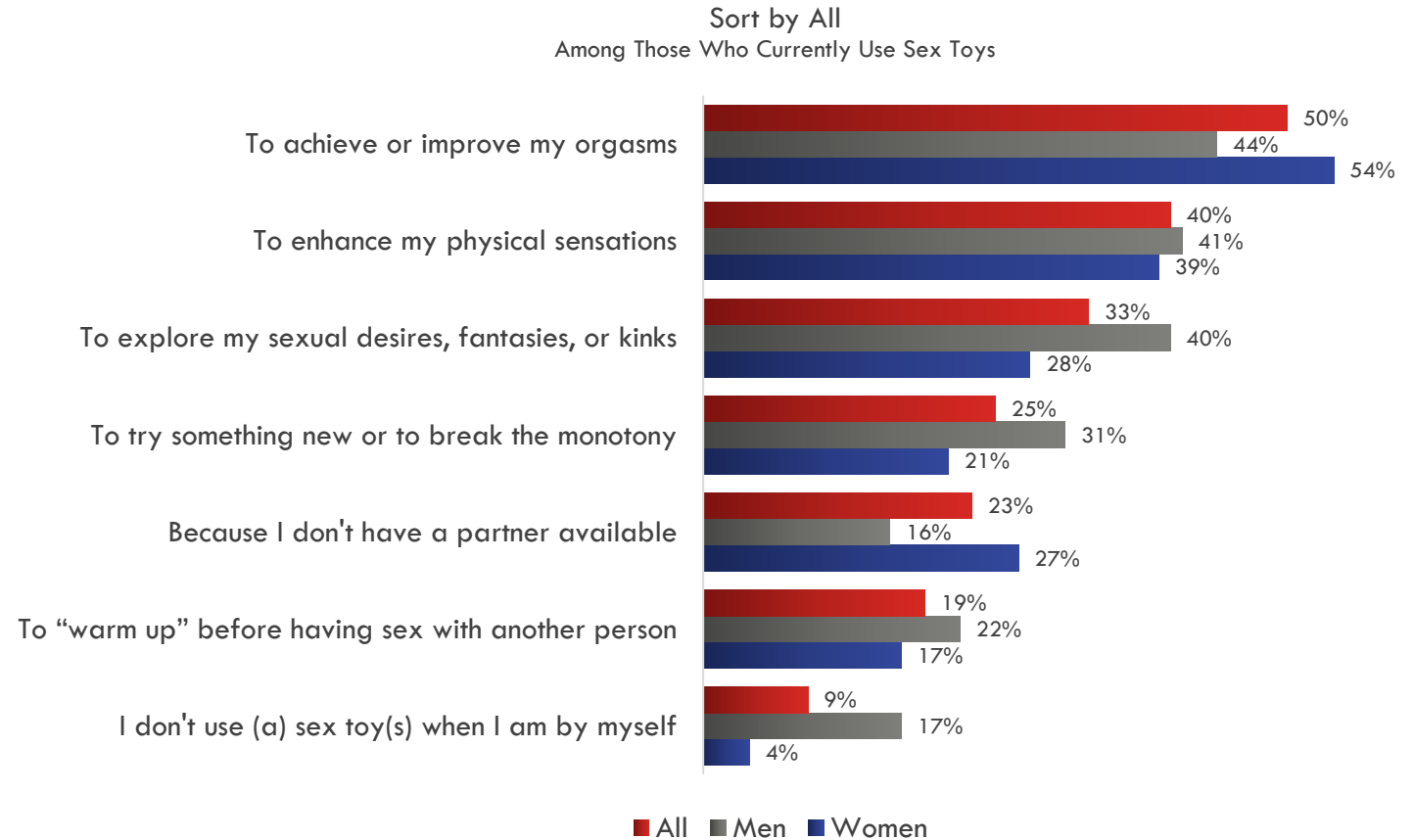
Conversely, LGBTQIA+ Brits have reported a decrease in reported active sex toy usage.



QTOYS2: Do you currently use any sex toys?

Motivations to Use Sex Toys Vary by Gender

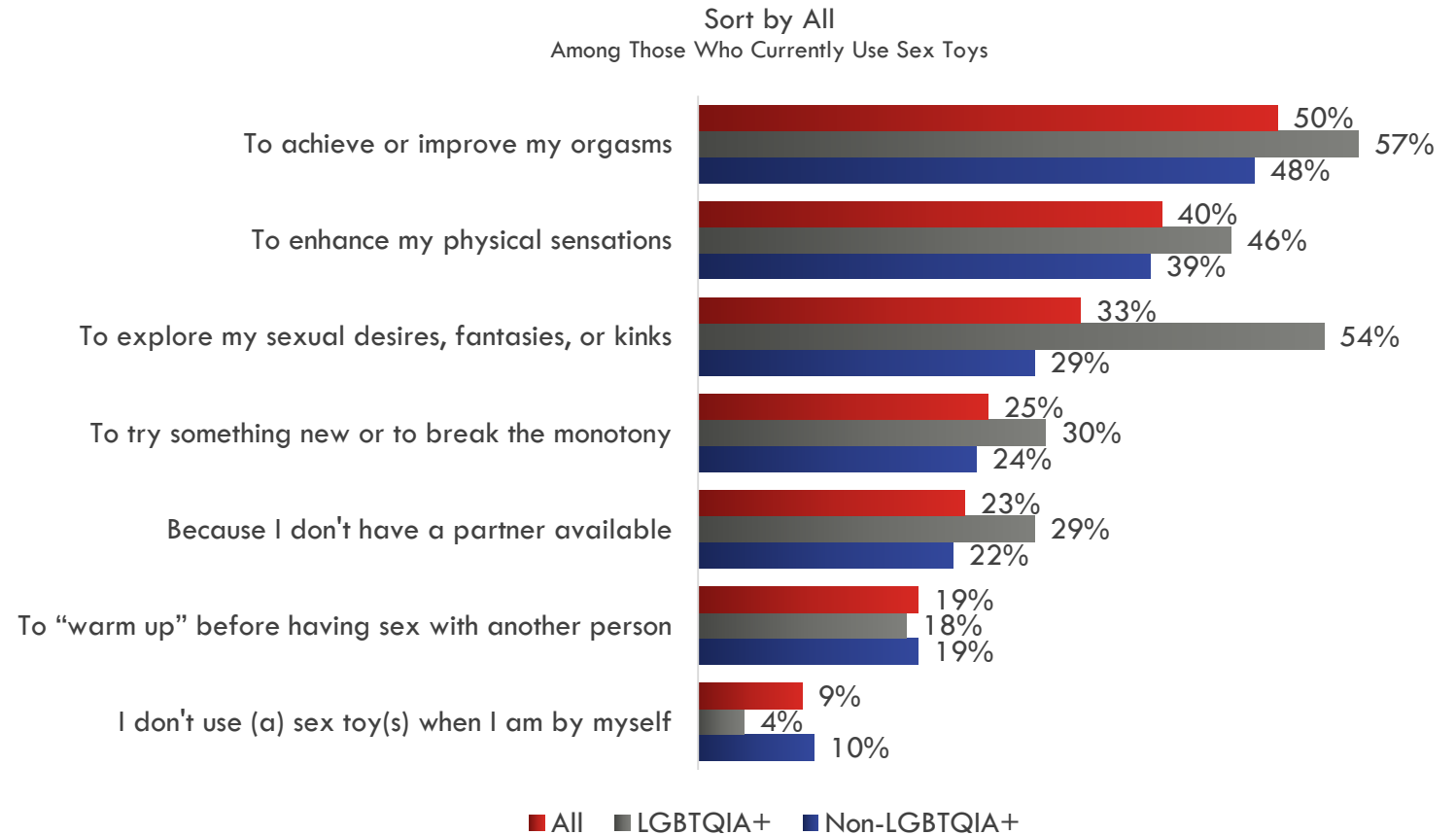
Among current sex toy users, both genders seek to achieve/improve orgasms, though much more so for Women than Men; Men are more likely to be motivated by fantasies or kinks and to try something new.



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 Alone

LGBTQIA+ respondents are more likely than their Non-LGBTQIA+ counterparts to use sex toys to achieve orgasms and enhance physical sensations, and vastly overindex on exploring sexual desires, fantasies or kinks.

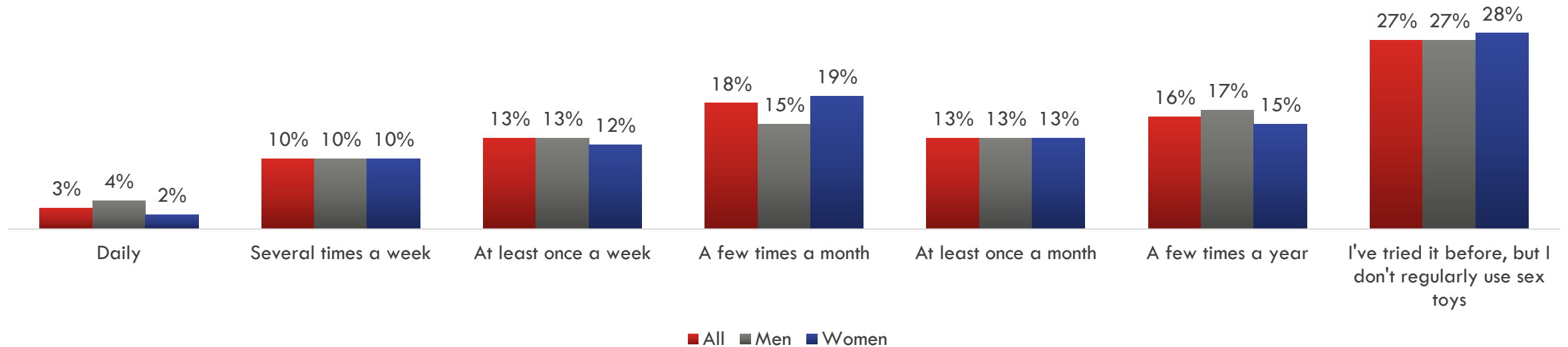


QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.

Three-quarters of UK Sex Toy Users Use Them Less Than Once a Week

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

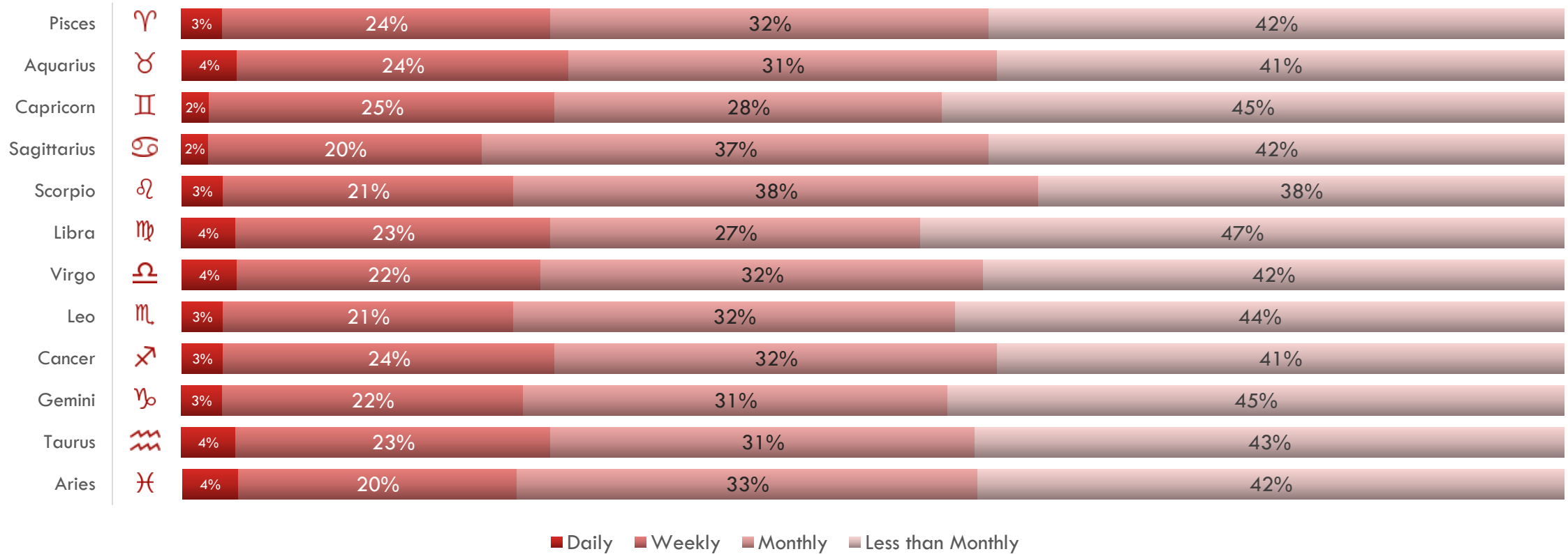
Among Those Who Have Used Sex Toys



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

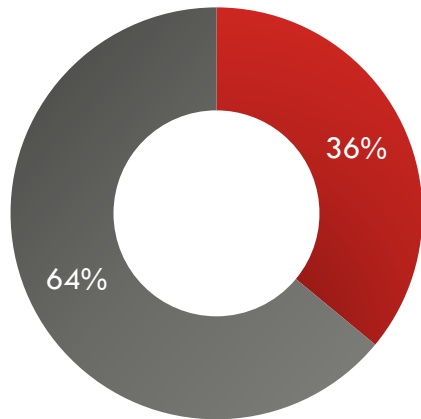


QTOYSFREQ: How frequently do you personally use sex toys on average?

Most Non-Sex Toy Users Have Never Even Considered It

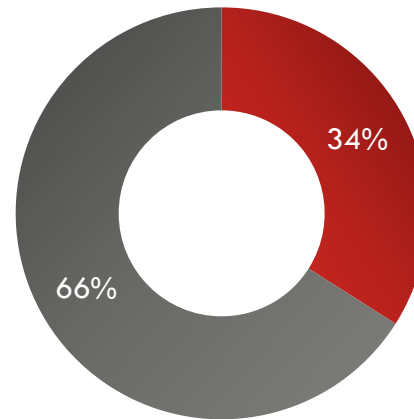
Of the 45% of respondents who have never used a sex toy, the majority claim they have “never considered using sex toys” (64% overall, including 66% of sex toy-inexperienced Men and 60% of sex toy-inexperienced Women).

All
Among Those Who Have Never Used Sex Toys



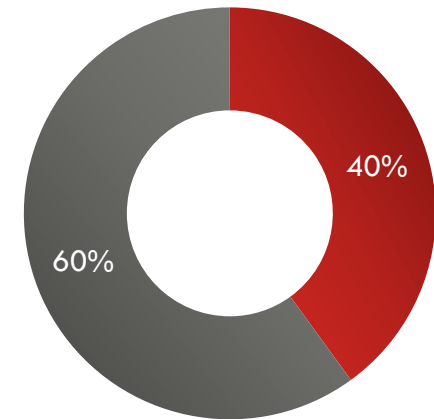
■ Yes ■ No

Men
Among Those Who Have Never Used Sex Toys



■ Yes ■ No

Women
Among Those Who Have Never Used Sex Toys

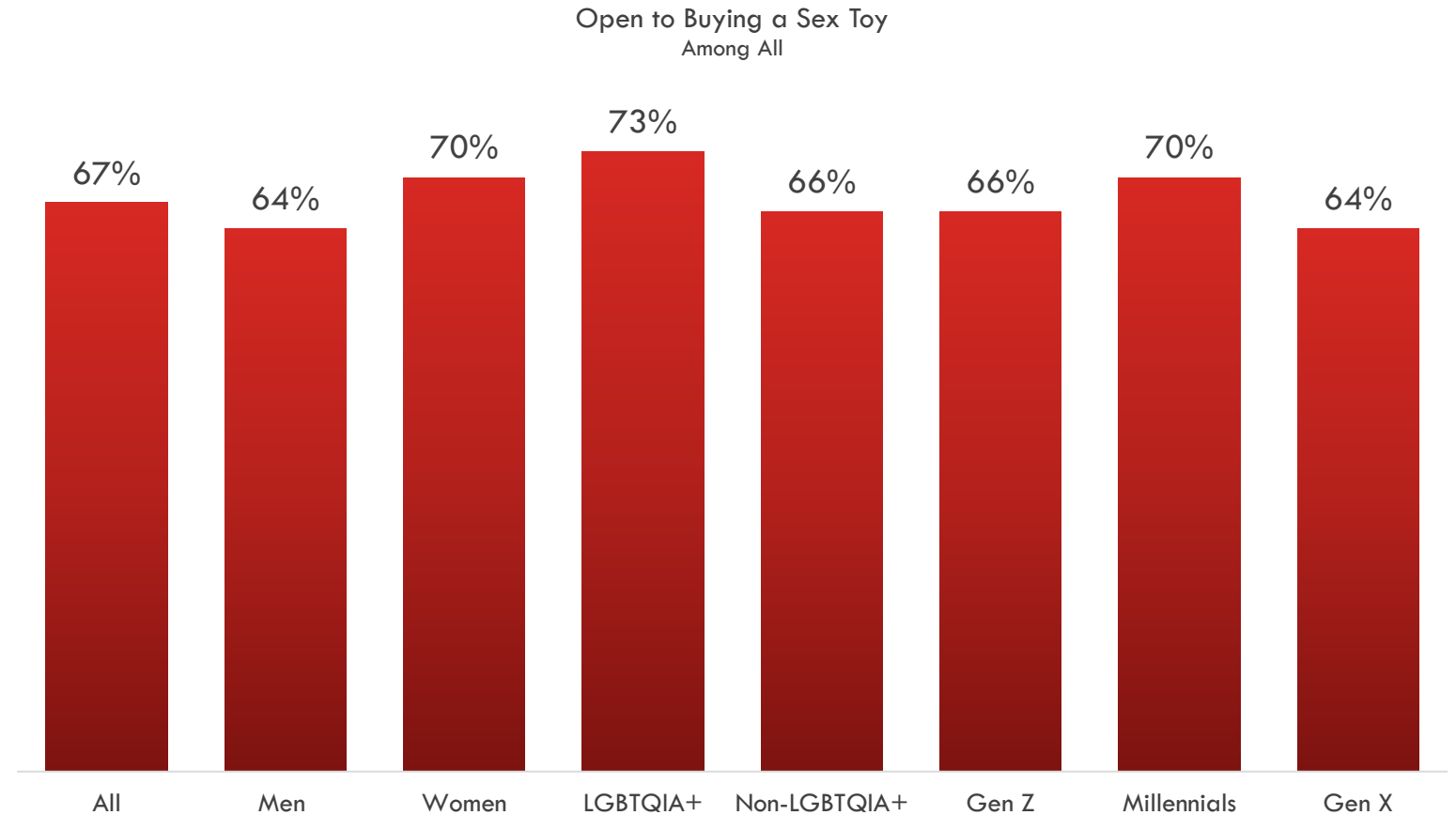


■ Yes ■ No

QTOYS2B: Have you ever considered using sex toys?

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

Approximately two-thirds of Brits are open to purchasing a sex toy, led by the nearly three-quarters of LGBTQIA+ individuals.

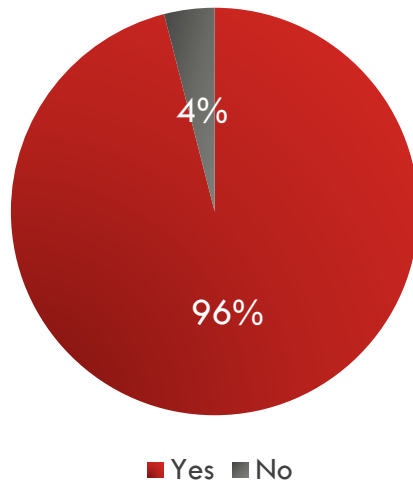


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

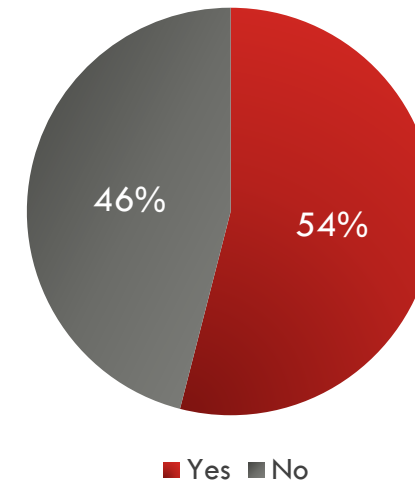
Current Sex Toy Users Are Most Likely To Purchase A Sex Toy in the Future

Many non-users are open to the idea as well, with a little over half indicating openness to making a future 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



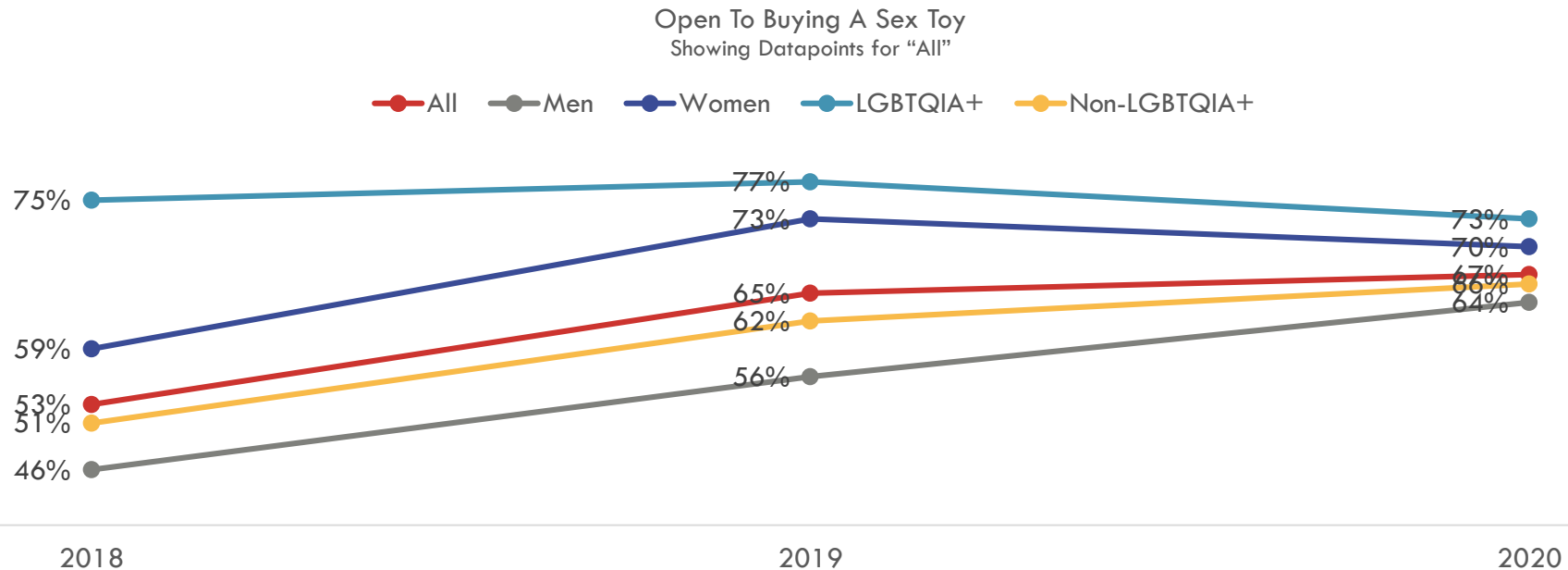
Open To The Idea Of Buying A Sex Toy For Themselves Or For A Partner In The Future
Among Those Who Do Not Currently Use Sex Toys



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

Brits Have Grown More Open to Purchasing Sex Toys

LGBTQIA+ individuals continue to lead in openness to sex toys, but men have shown the highest increase in their openness to purchase a sex toy in the future.

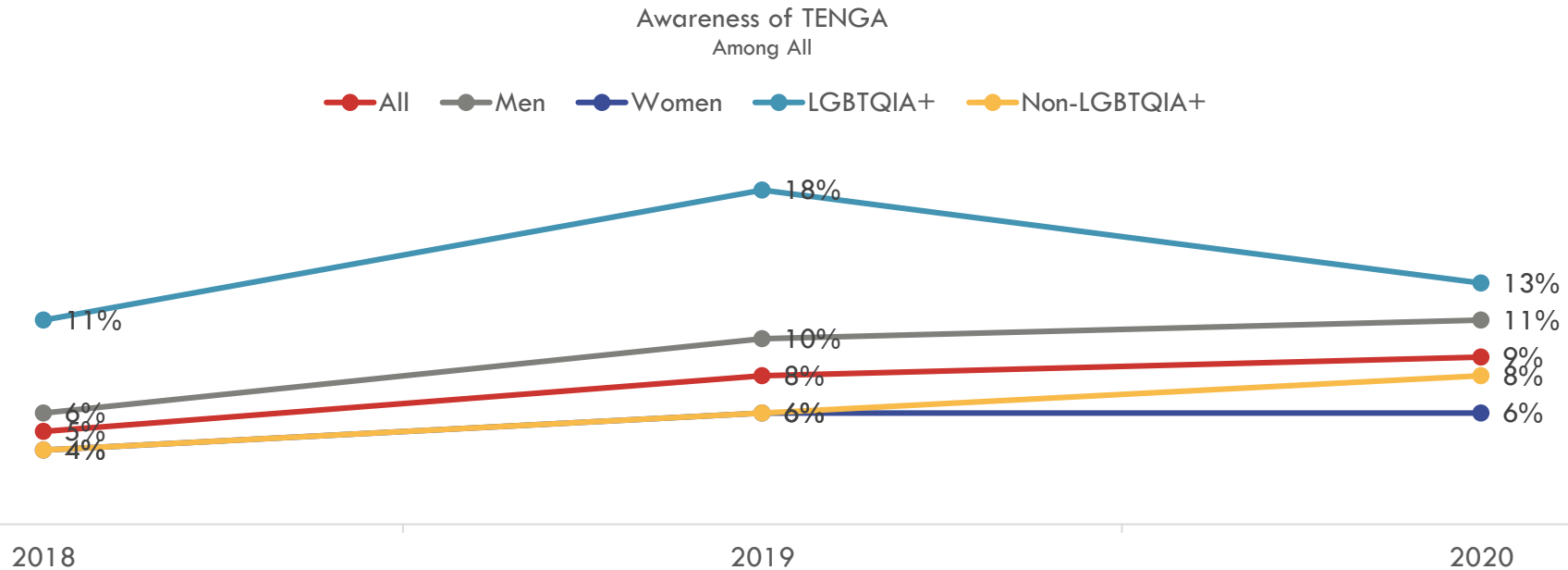


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

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

TENGA Awareness Has Grown Since 2018

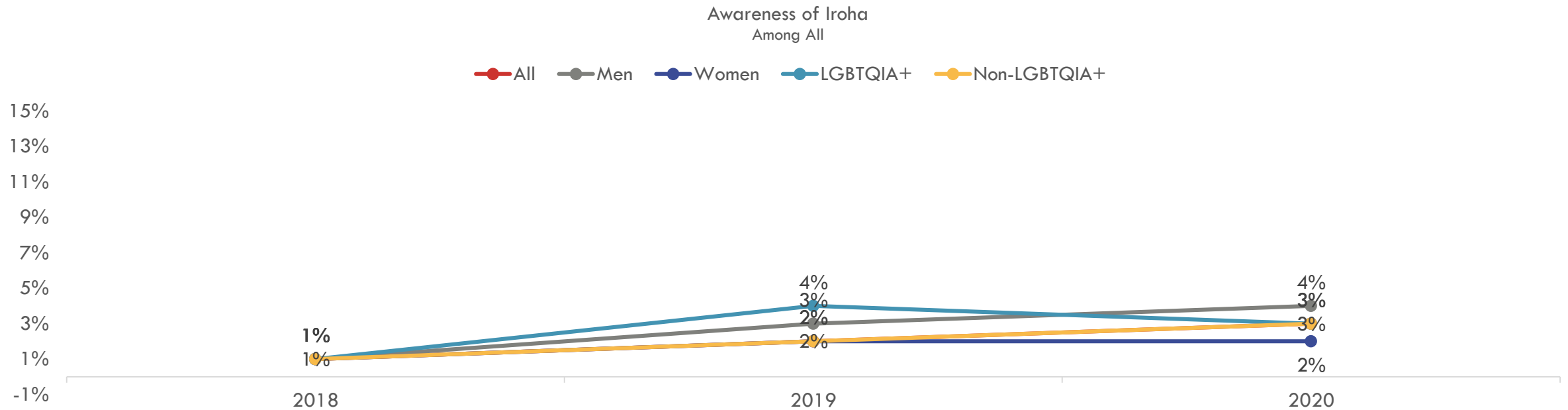
Among men, TENGA awareness has almost doubled.



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

Iroha Awareness Has Grown More Slowly

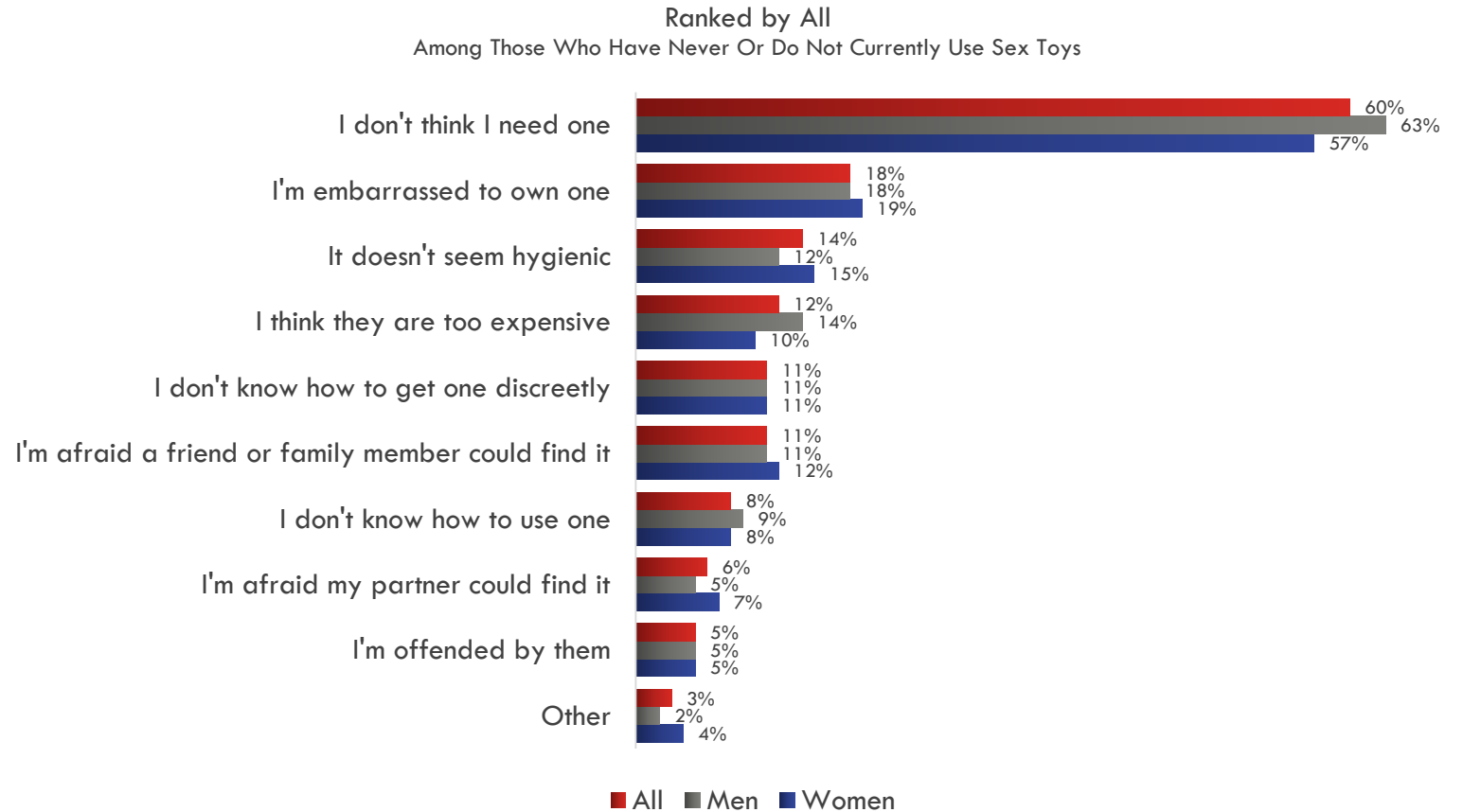
That said, awareness has increased among men slightly more than among women.



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 68% of respondents who either have never used a sex toy or do not currently use sex toys (75% of Men, 61% of Women), the most-cited reason by far is “I don’t think I need one.” Other barriers to sex toy usage are similar between Men and Women.

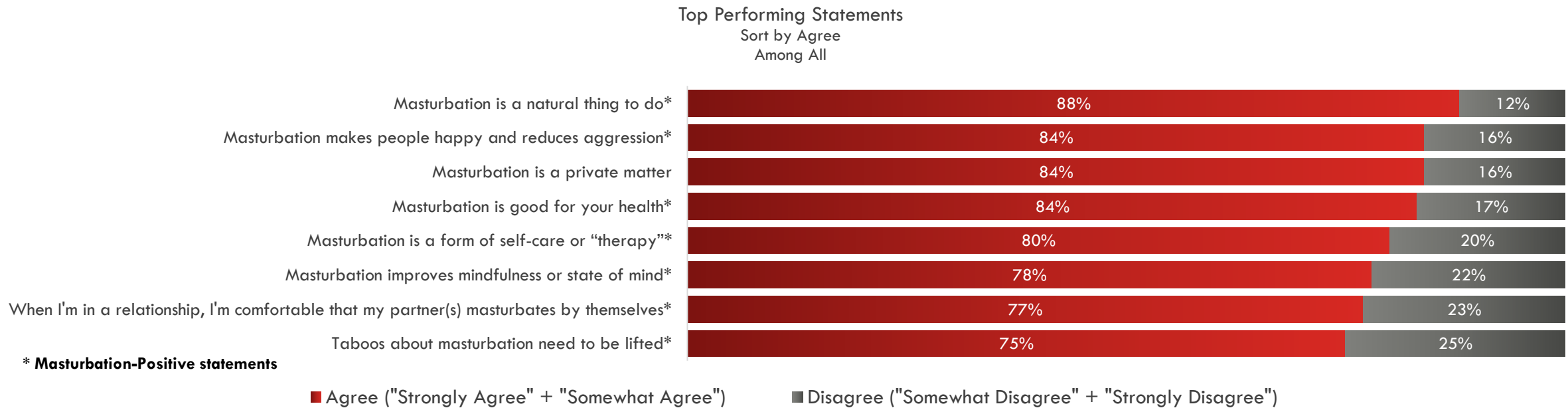


QTOYS6: You said that you do not use a sex toy. Specifically, why do you not use one? Please select all that apply.

ATTITUDES AROUND MASTURBATION

Brits Are Masturbation-Positive*

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

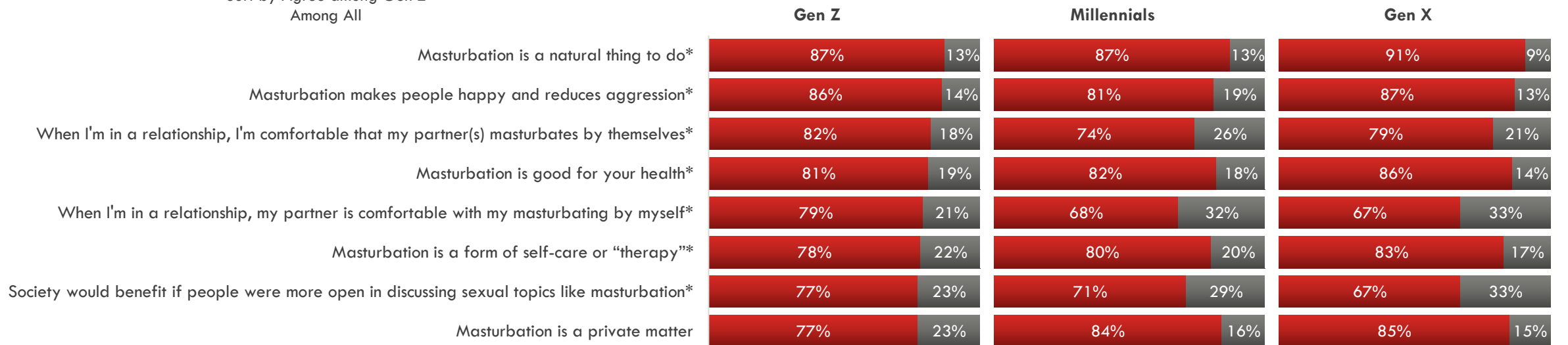


QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

Gen Z Brits Express Greater Comfort With Their Partner(s) Masturbating Alone While in a Relationship

Additionally, Gen Z eclipses Millennials and Gen X in the belief that “Society would benefit if people were more open in discussing sexual topics like masturbation.”

Top Performing Statements
Sort by Agree among Gen Z
Among All



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

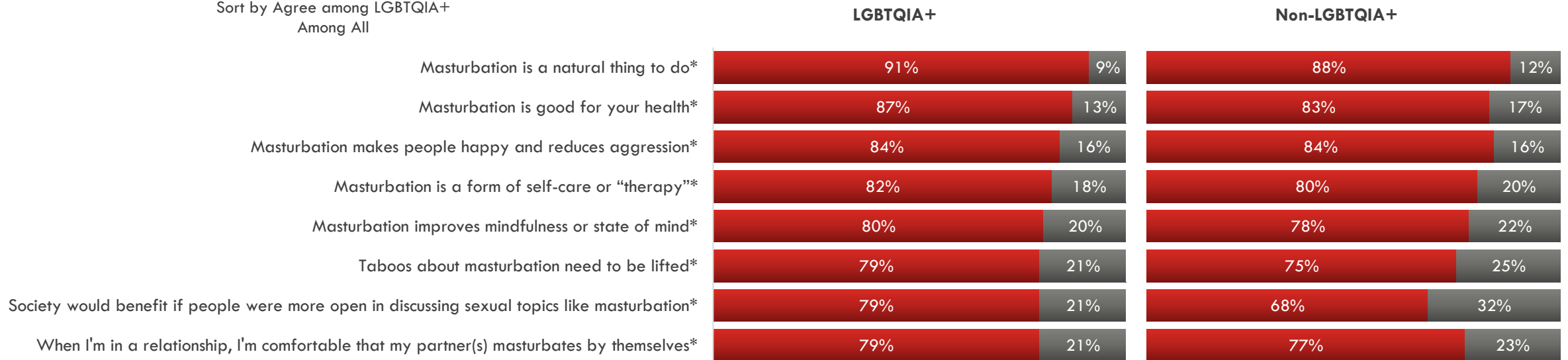
* “Masturbation-Positive” statements

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

LGBTQIA+ Brits Are More Likely to Believe Society Would Benefit From Openness to Sexual Discussion

They also tend to be slightly more masturbation-positive than their Non-LGBTQIA+ counterparts.

Top Performing Statements
Sort by Agree among LGBTQIA+
Among All



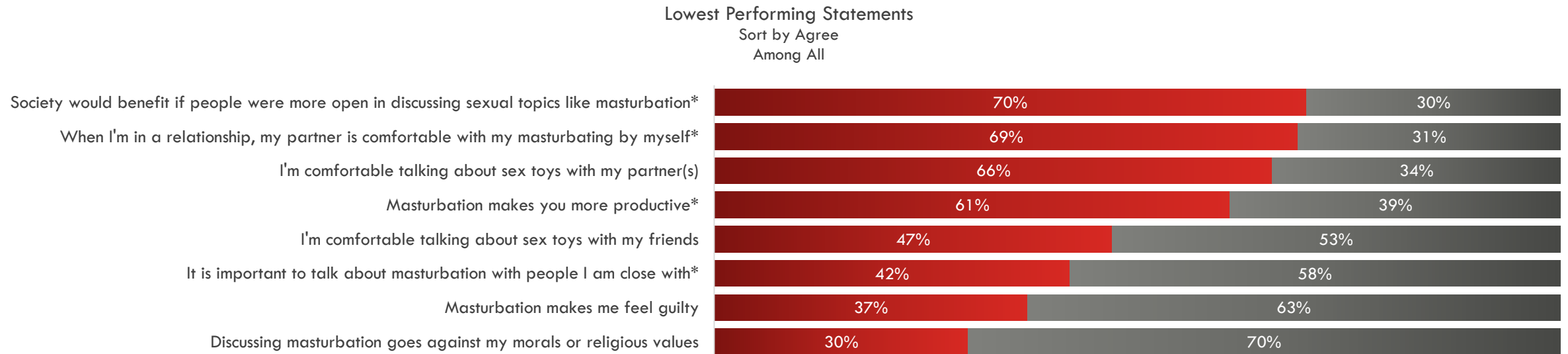
■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

* "Masturbation-Positive" statements

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

Most Brits Do Not Have Moral or Religious Objections to Masturbation

However, they are less likely to express comfort in talking about sex toys with friends or think it's important to talk about masturbation with people they are close with.

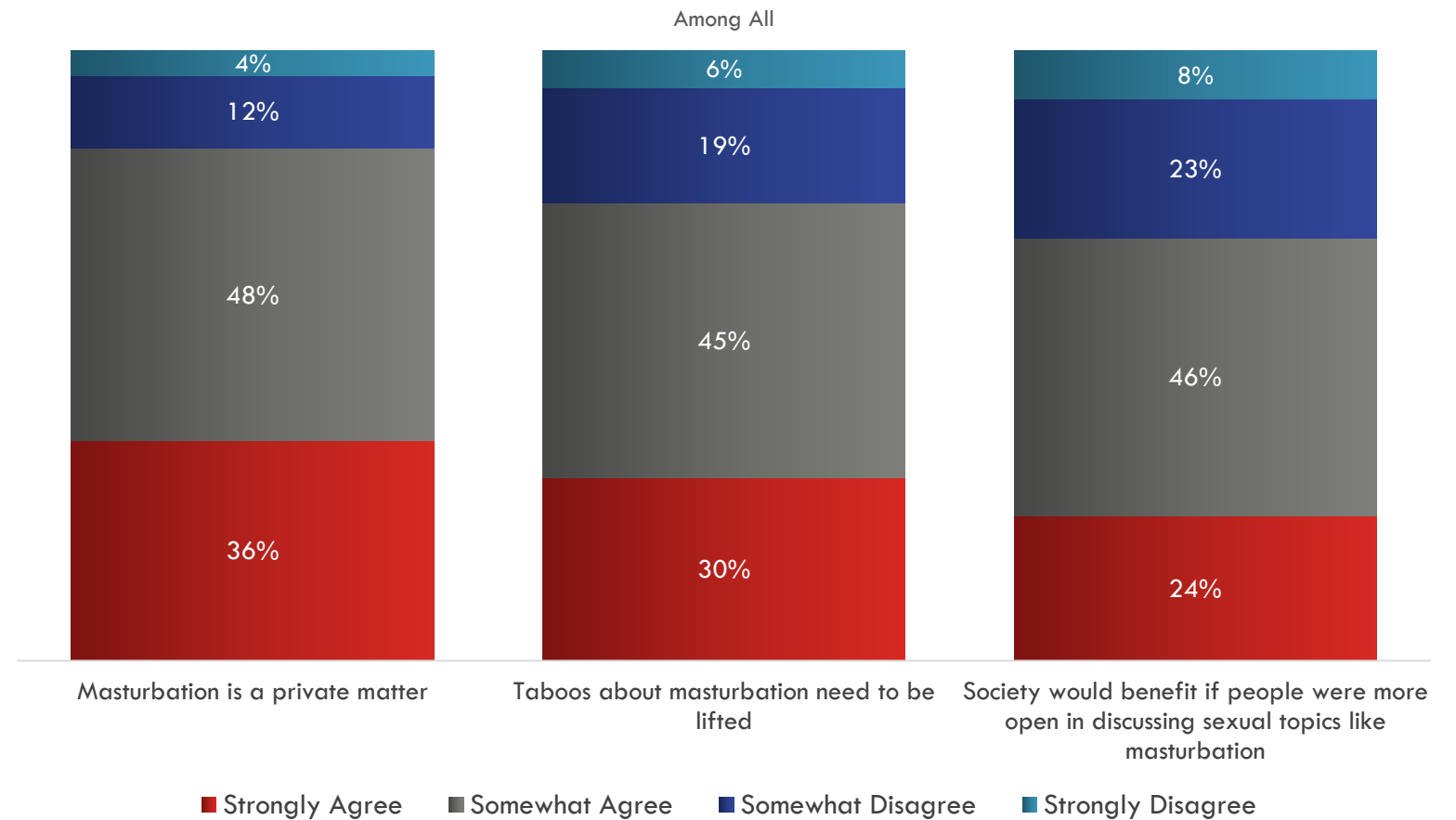


* "Masturbation-Positive statements" ■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

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

Most Agree that Society Should be More Open About Masturbation

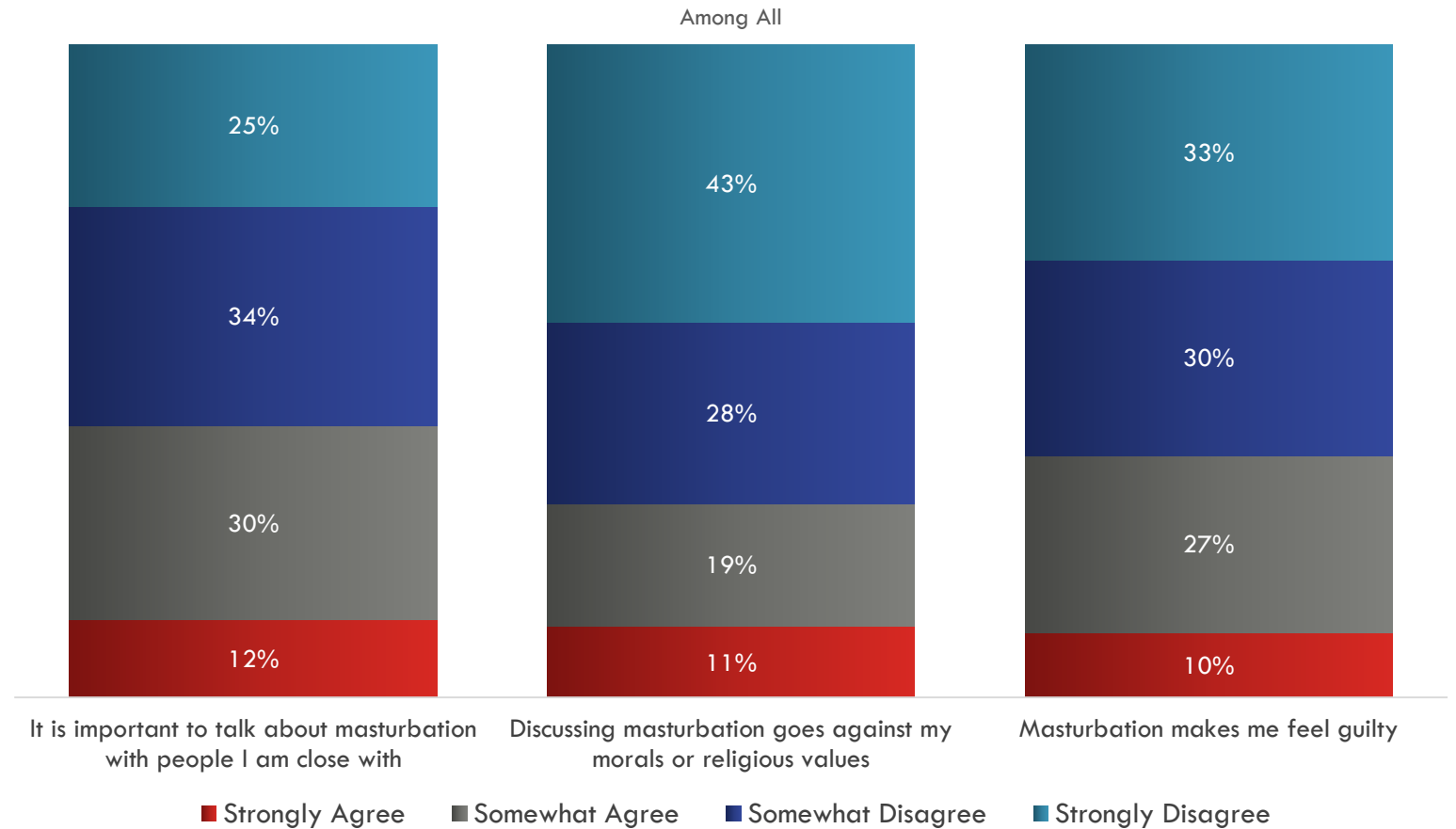
There is broad agreement that “Taboos about masturbation need to be lifted”, and that “Society would benefit if people were more open in discussing sexual topics like masturbation” even though more Brits agree that “Masturbation is a private matter.”



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

However, *Personal Reluctance to Speak More Openly* Persists

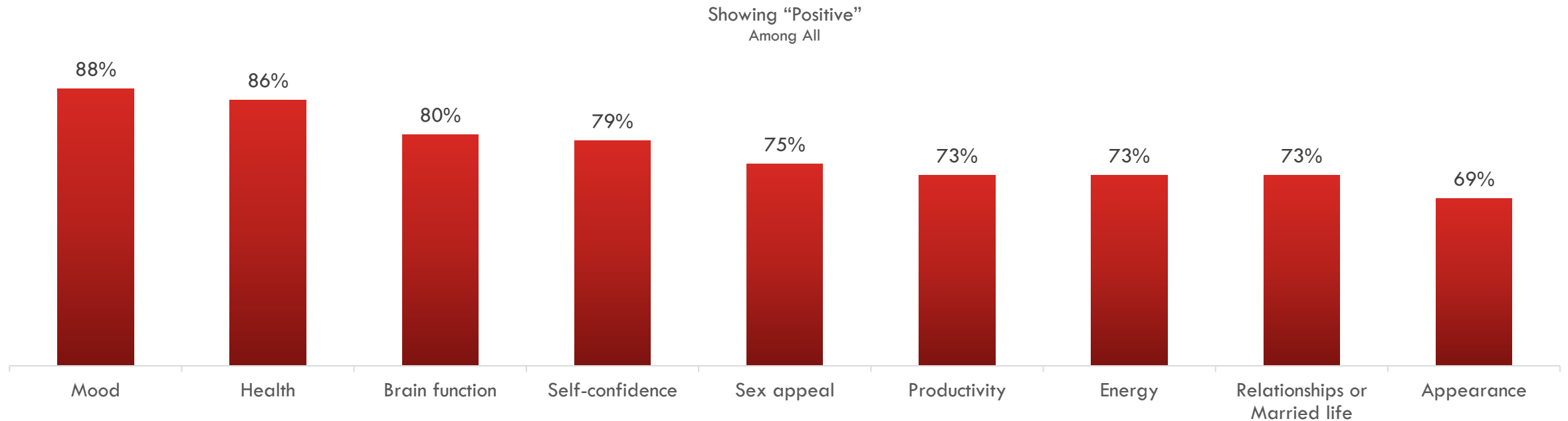
While only a third of Brits think that masturbation goes against their morals or religious views, a majority still disagree that it's important to talk about masturbation with people they are close with.



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

Most Agree that Masturbation Has Positive Effects

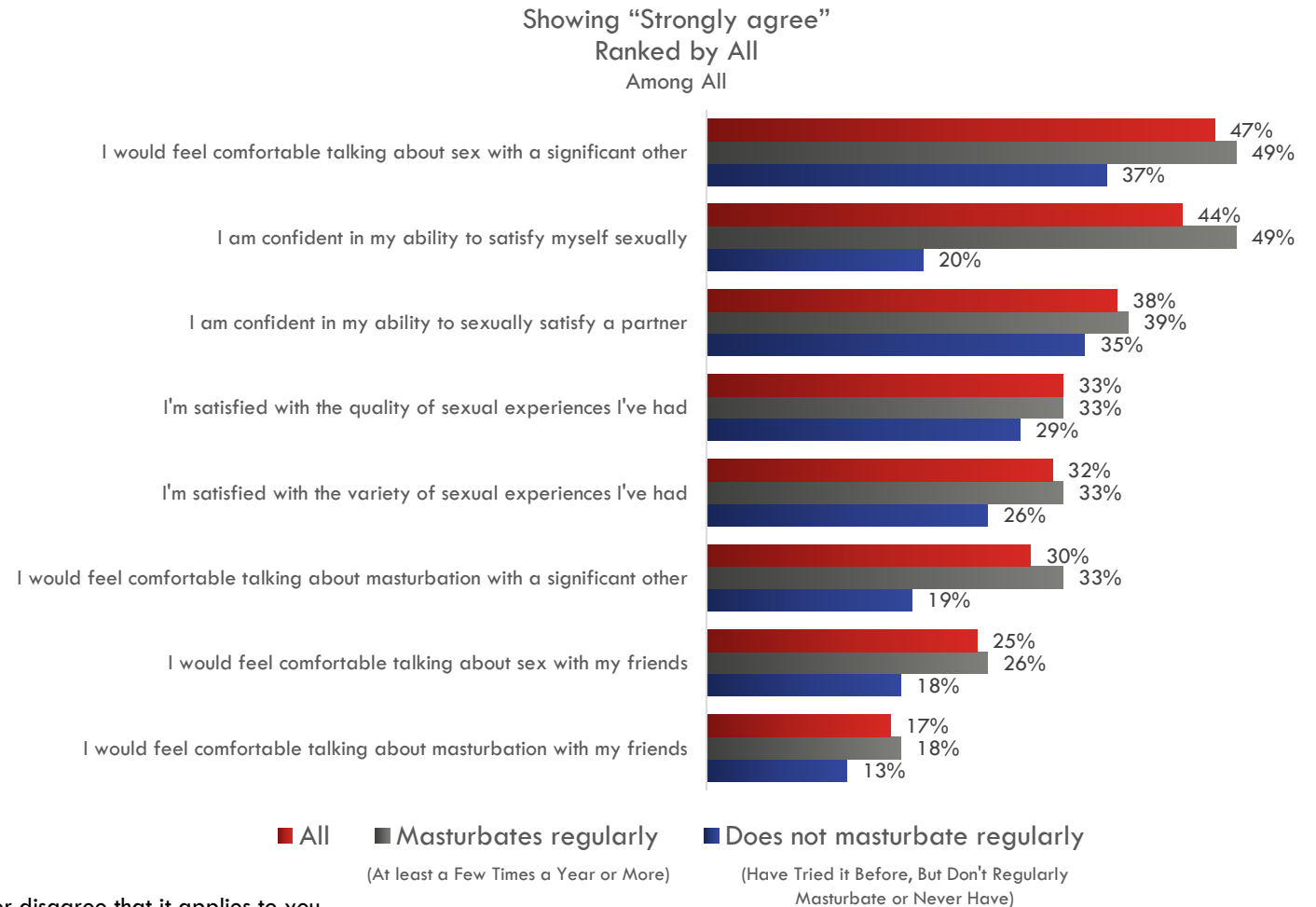
Most UK Adults 18-54 agree that masturbation has a “Positive impact” on all of the following:



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

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

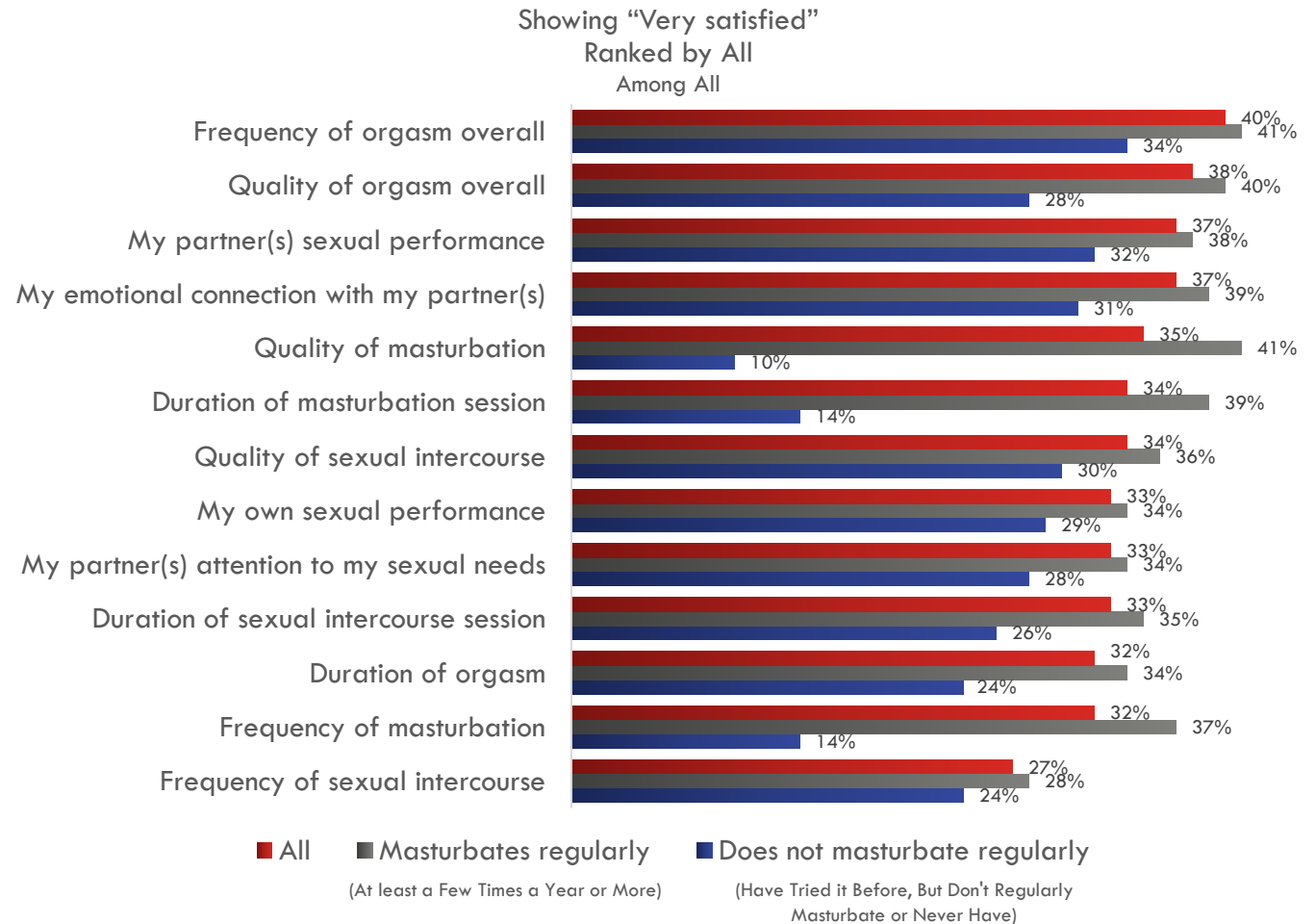
Compared to those that don't masturbate regularly, regular masturbators are far likelier to report that they're confident with their ability to satisfy themselves sexually.



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

Regular Masturbators Are More Satisfied With Every Aspect of Their Sexual Experiences

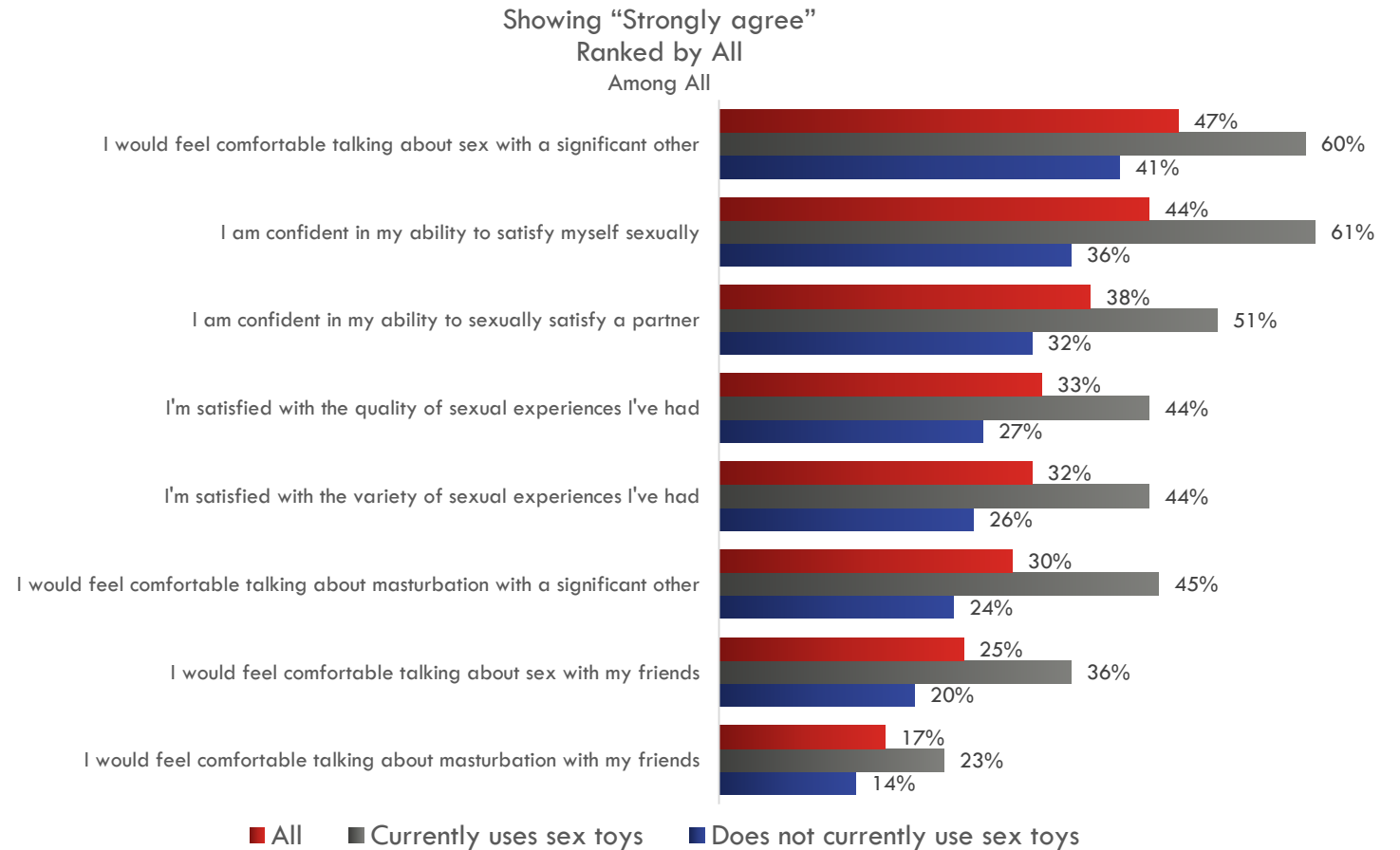
Regular masturbators in the UK show substantially more satisfaction with masturbation and sex, including with their partners' attention to sexual needs and sexual performance, as well as the frequency of their sexual intercourse.



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

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

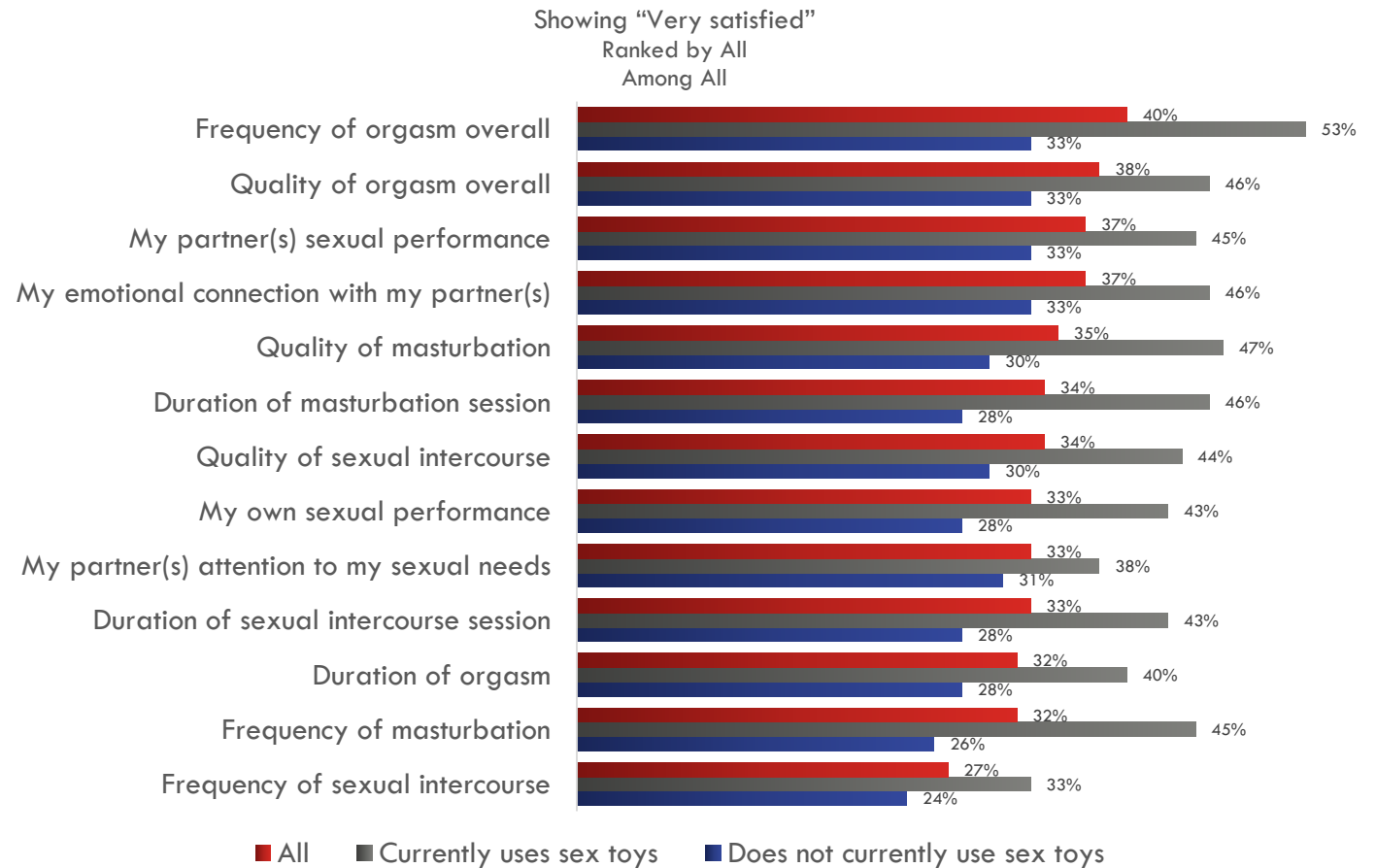
Sex toy users in the UK show a double-digit increase over non-users for most metrics and are particularly more likely to strongly agree with “I am confident in my ability to satisfy myself sexually”.



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

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

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



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

Current Sex Toy Users Rank Toy-Assisted Orgasms Higher Than Non-Assisted Orgasms

All groups rank orgasms from partnered sex higher than orgasms from masturbation. And almost all groups, with the exception of sex toy users, rank orgasms from toyless partnered sex the highest. Sex toy users prefer orgasms that include toys, whether they're partnered or solo.

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	#2	#1
Having sex with a partner (with a sex toy)	#2	#2	#2	#1	#5
Masturbating on your own (with a sex toy)	#3	#3	#5	#3	#4
Masturbating on your own (without a sex toy)	#4	#4	#3	#5	#2
Masturbating with a partner present	#5	#5	#4	#4	#3

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

Most Respondents Prioritize Partnered Orgasms—Whether or Not A Toy is Involved

On average, Brits tend to prefer toy-assisted orgasms if solo. However, Gen Z Brits prioritize toyless orgasms, whether or not a partner is involved. LGBTQIA+ individuals rank toy-assisted sex with a partner lowest.

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

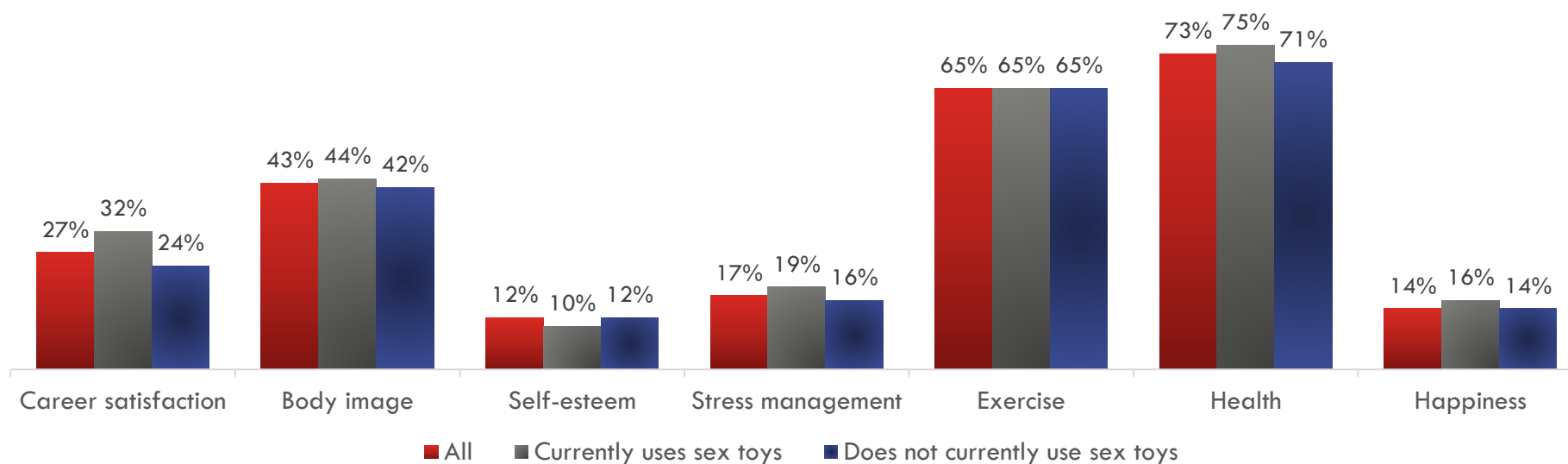
Showing Ranking Order from 1st (Highest Quality) to 5th (Lowest Quality)
Ranked by All

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

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

Sex Toy Users Tend to be More Satisfied With Their Careers



Hours Of Sleep Per Night

Sex Toy Users

6.76 hrs.

Sex Toy Non-Users

6.71 hrs.

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

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

QSELFESTEEM: How much self-confidence do you have? Please rate on a scale of 1 to 5, with 1 being the lowest and 5 being the highest (% "5 – Highest")

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

QEXERCISE: Do you currently exercise? (% Yes)

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

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

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

Maximum Difference Scaling (MaxDiff) Background

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

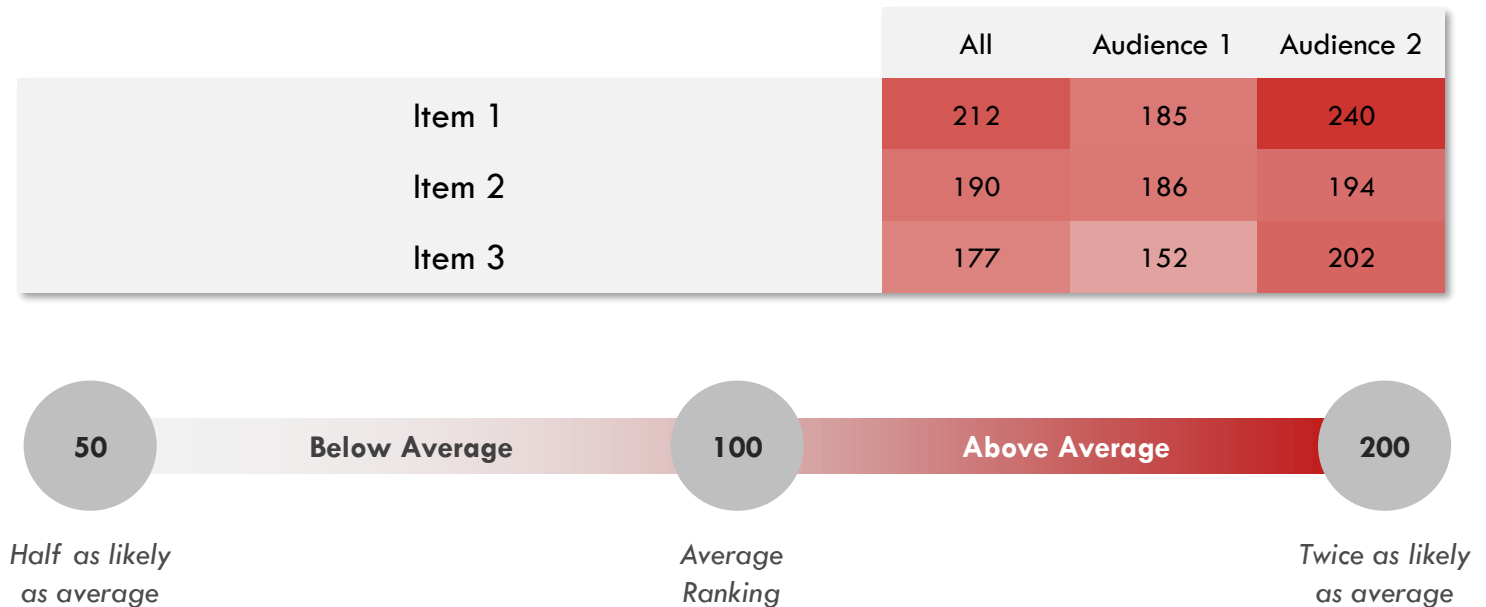
- Respondents were exposed to **55 fantasy descriptions** in total
- Over 19 screens, each containing a semi-randomized set of 6 fantasy descriptions, respondents were prompted to select the fantasy that was “Most Interesting” to them (out of the 6 currently displayed) as well as the fantasy that was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

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

Maximum Difference Scaling (MaxDiff) Background

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

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



Partnered Masturbation Holds a Prominent Place in the Sexual Imagination

In a MaxDiff relative-interest-scaling exercise, two of the top-five sexual fantasies reported by UK 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*

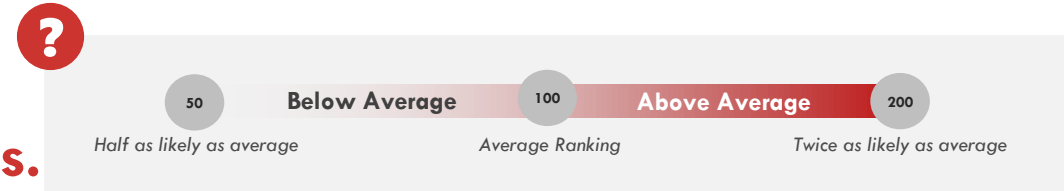
Ranked by All
Among All



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)	227	202	253	238	221	231	233	191	233	230	211
Being masturbated by my significant other	196	176	216	204	188	201	199	174	200	197	185
Having sex in an unusual place (e.g. in the office; public toilets)	195	175	215	195	191	200	199	175	205	194	183
Having sex with a celebrity or other well-known living person	186	192	179	205	182	183	190	157	183	191	174
Masturbating my significant other	180	168	193	190	173	185	184	157	180	182	174
Having sex with two women	158	221	95	157	152	164	163	126	154	159	160
Receiving fellatio/cunnilingus	154	148	161	135	145	170	157	139	169	147	153
Being dominated sexually	146	101	190	183	146	131	144	158	145	148	140
Being tied up by someone in order to obtain sexual pleasure	138	93	183	170	139	124	136	151	138	139	132
Having sex with someone that I know who is not my significant other	136	148	124	111	130	152	139	121	137	136	137

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

TALKING ABOUT SEX, MASTURBATION, AND SEX TOYS

Masturbation and Sex Toys are an Uncomfortable Topic Between Partners

UK 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.

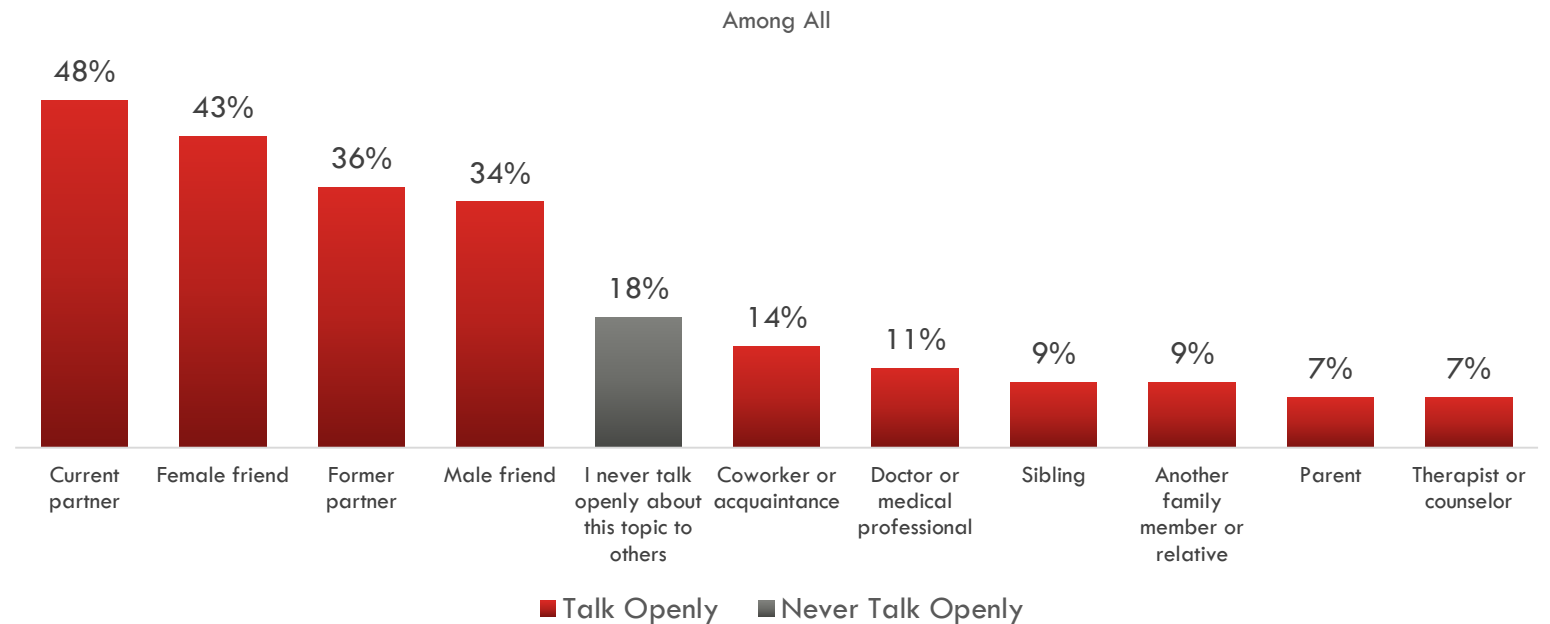
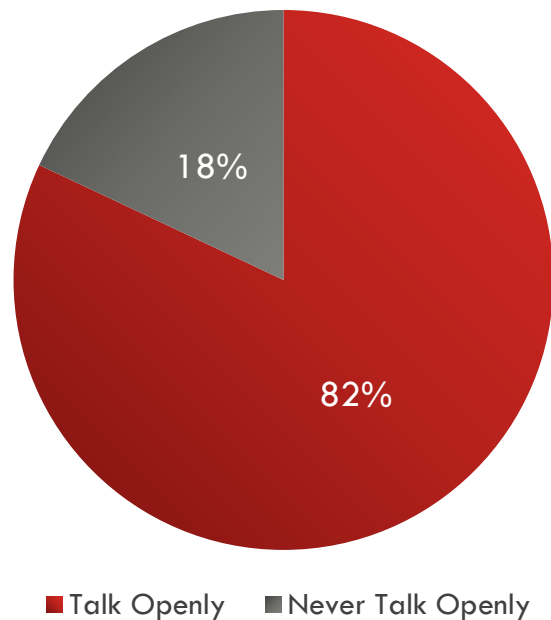
Showing Average Ranking
Among Those Who Have Been In A Relationship

	All	Men	Women
Salary/Money	#1	#1	#1
Political views	#2	#2	#3
Mental Health	#3	#3	#2
Religious views	#4	#4	#4
Sexual fantasies	#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 British Adults Have Talked Openly About Sex

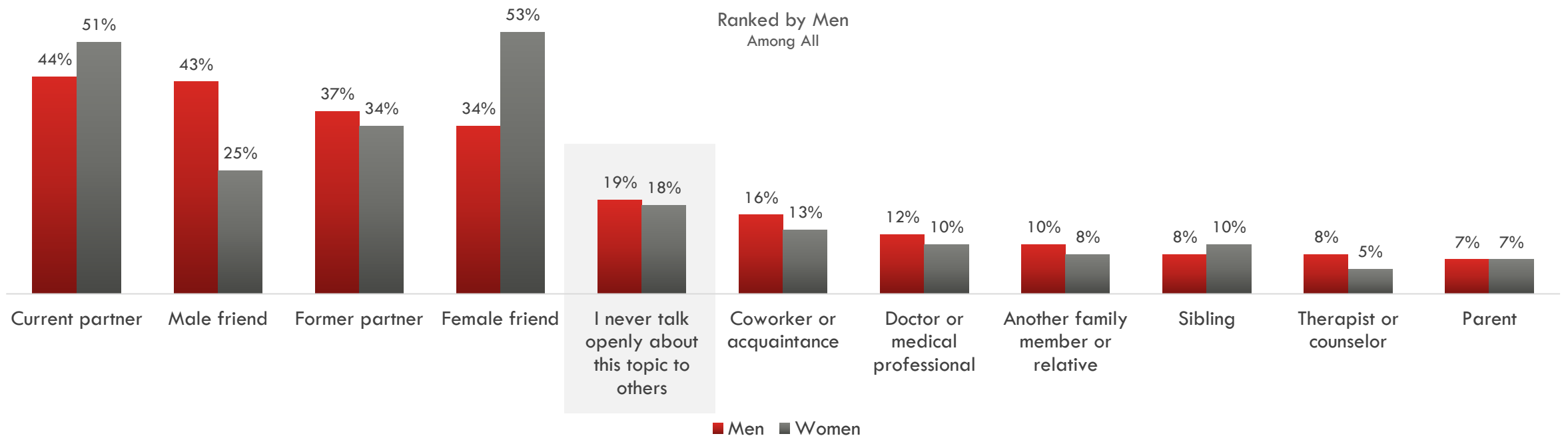
And they are most likely to discuss sex with current partners and female friends.



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

Men And Women Talk Openly To A Friend Of The Same Sex

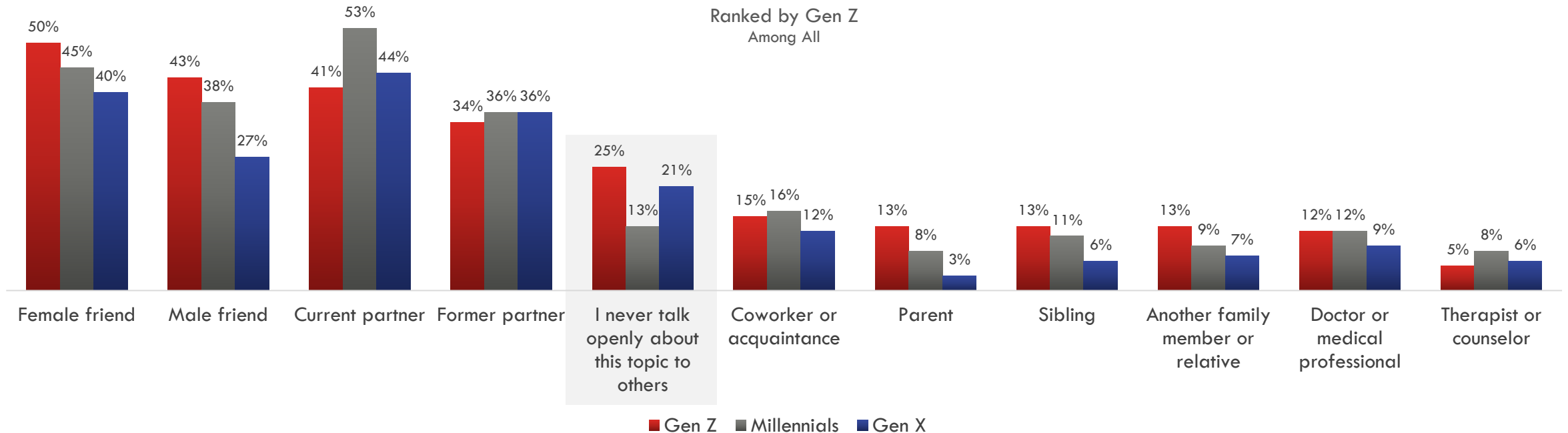
Women are far likelier to talk to a female friend, while men are likelier than women to talk to a male friend. Both men and women tend to discuss sex openly with a current partner.



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

Millennials Are The Most Open To Talking About Sex

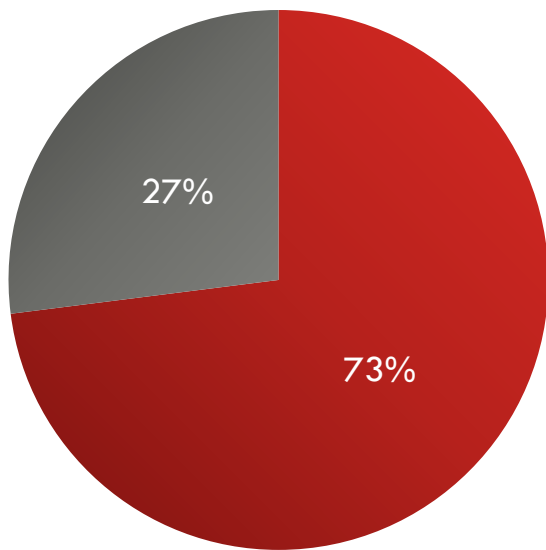
Conversely, Gen Z-ers are least likely to openly talk about sex with others, with one in four saying they never discuss the topic openly. Millennials and Gen X prefer discussing with their partners, while Gen Z are the most likely to discuss sex with their friends.



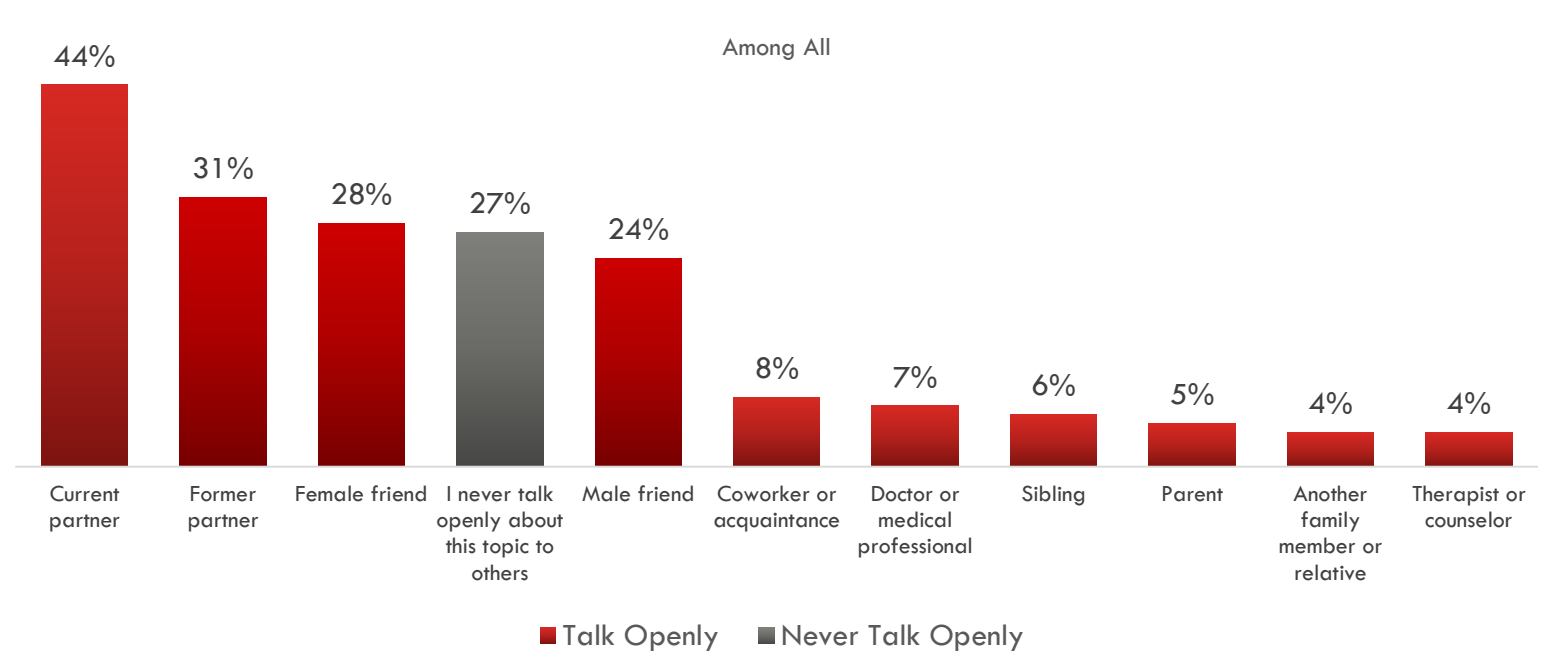
QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

As With Sex, Most British Adults Have Talked Openly About Masturbation

Nonetheless, a quarter of Brits have never spoken openly about the topic. Current partners are cited most often as being involved in open conversations about masturbation.



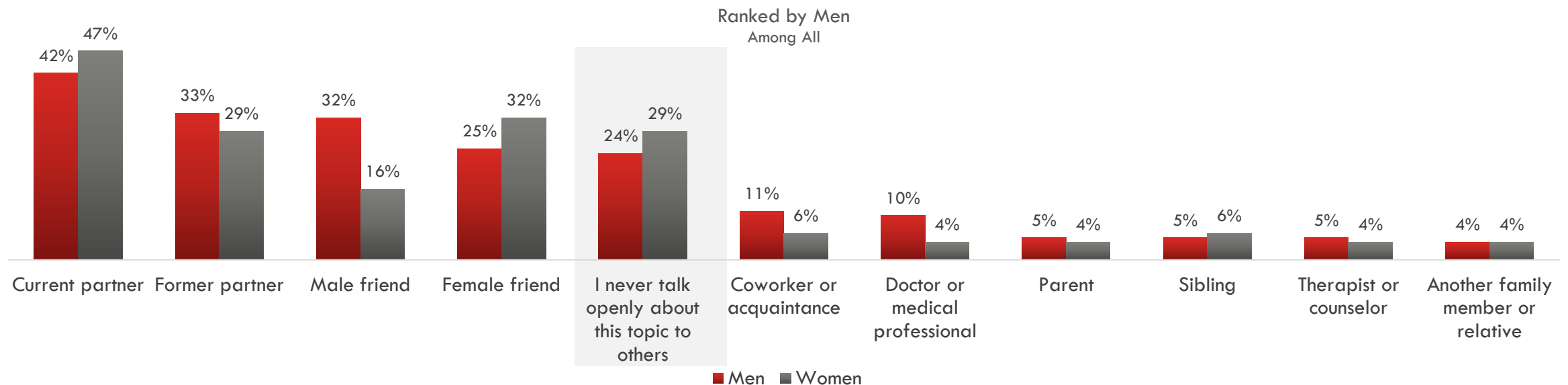
■ Talk Openly ■ Never Talk Openly



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

Women Are Less Likely Than Men To Talk Openly About Masturbation

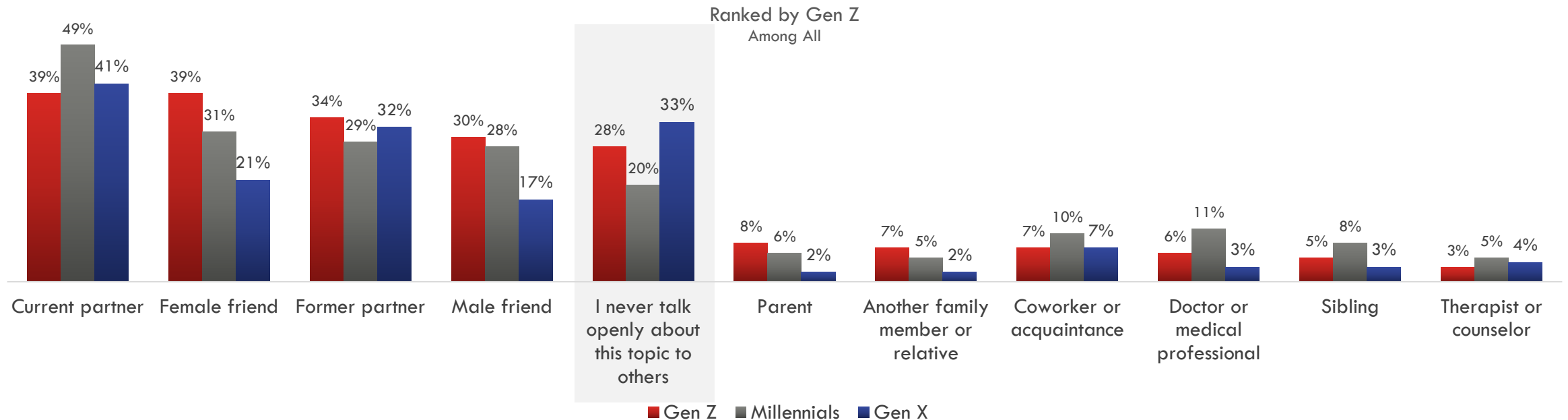
Men and women each report preferring to talk about masturbation with a friend of the same sex. Nonetheless, both men and women still prefer to have this conversation with a current partner.



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

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

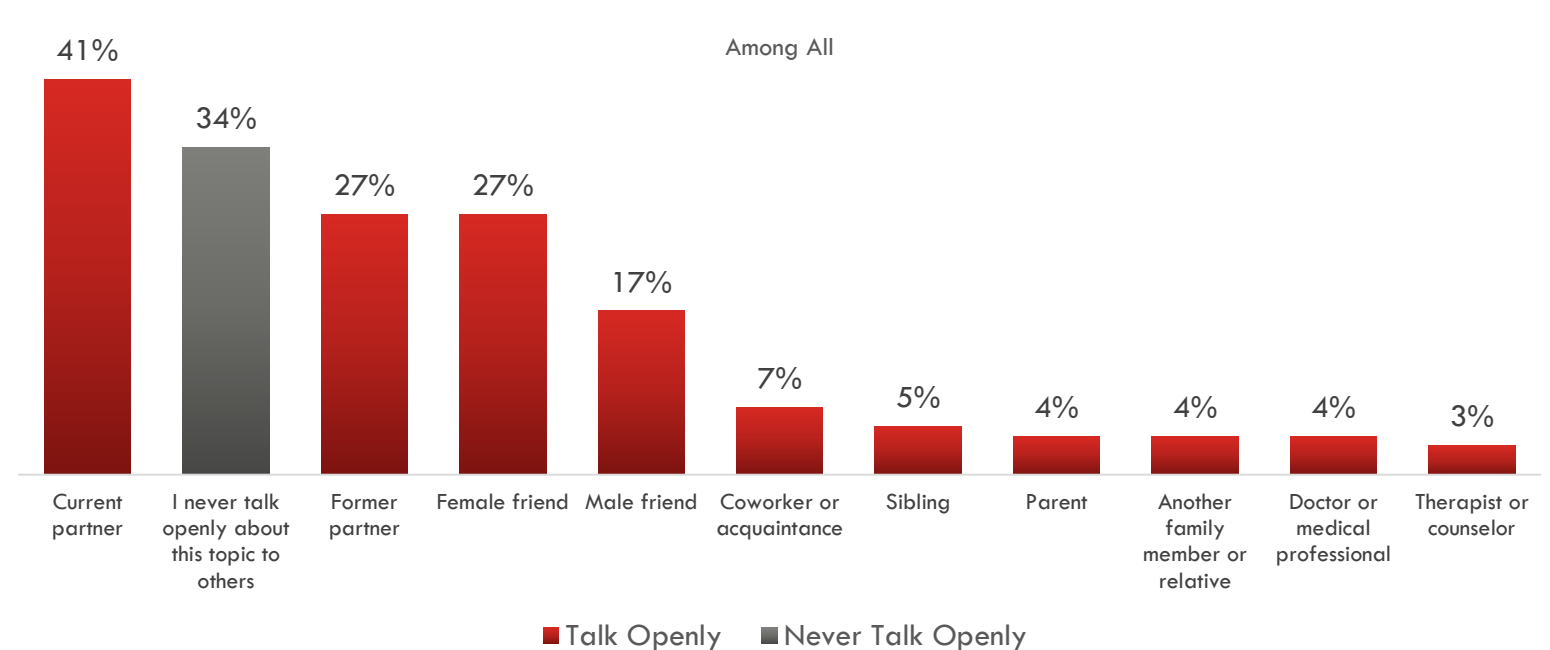
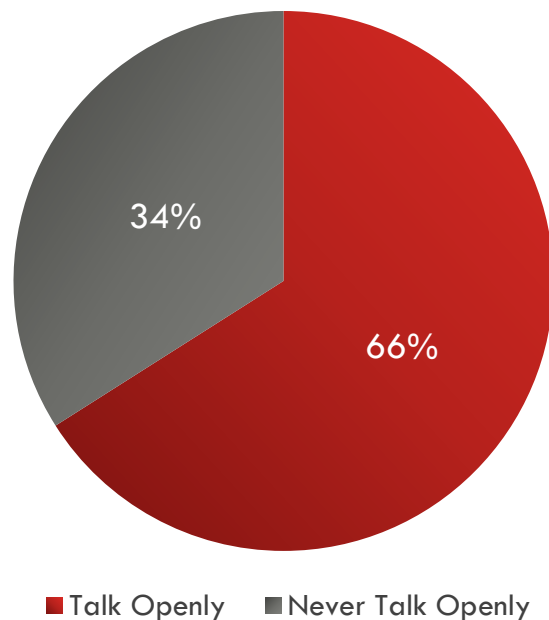
Millennials are most likely to talk openly about masturbation. All generations prefer to discuss this topic with a current partner, and Gen Z are most likely to speak openly with friends.



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

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

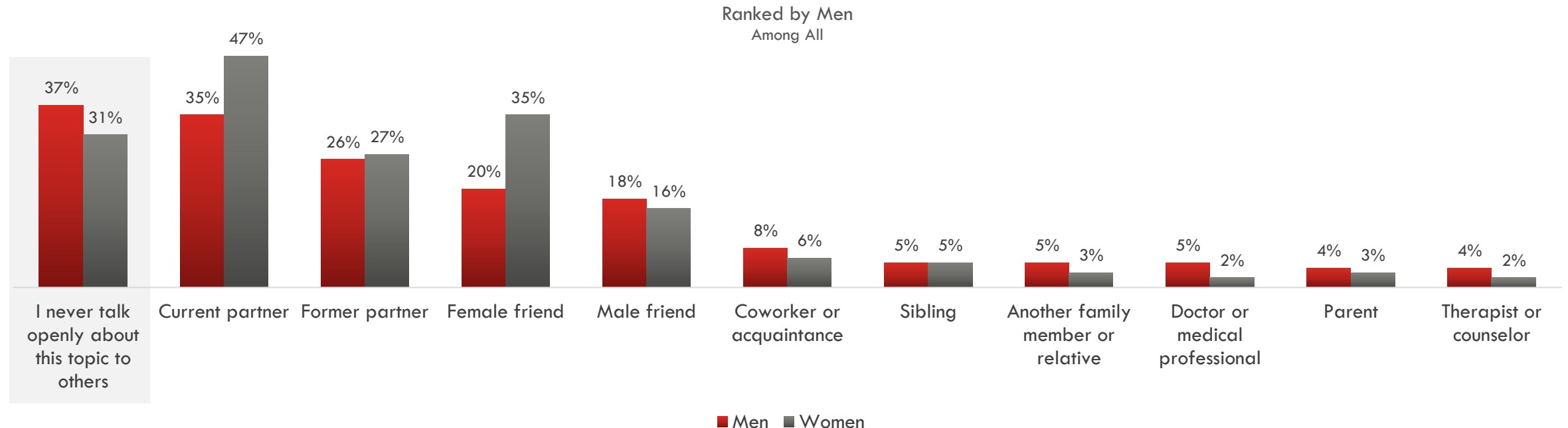
While still a majority, compared to sex and masturbation, a smaller proportion of Brits have discussed this topic openly. That said, similar to sex and masturbation topics, most discussions on sex toys happen with current partners.



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

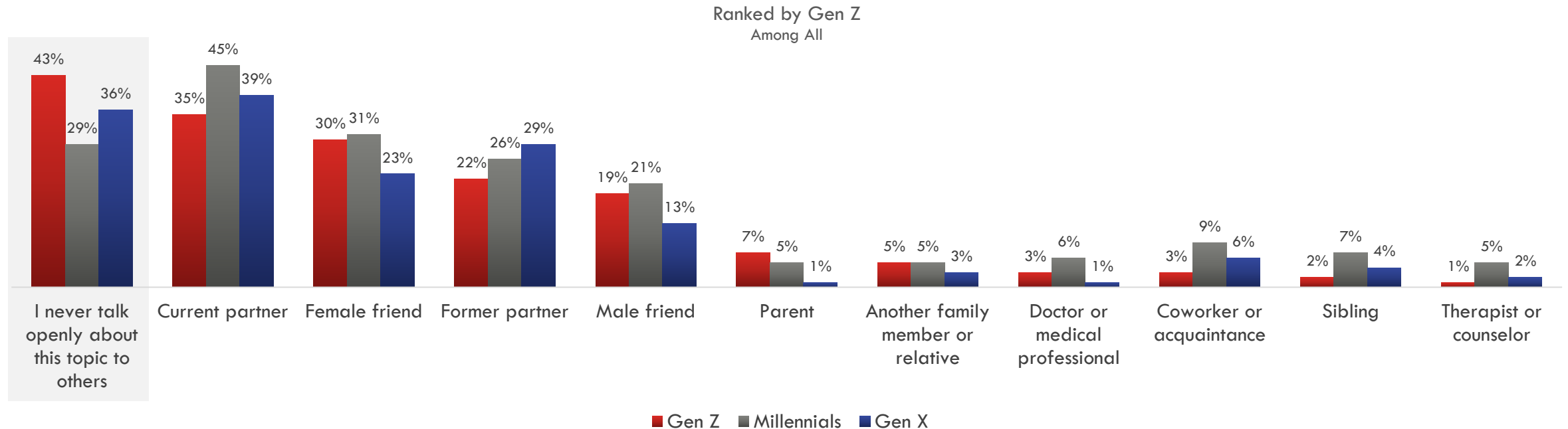
Unlike talking about masturbation in general, women are likelier than men to report talking about sex toys. Women discuss sex toys with current partners and female friends, while men reserve the topic for current and former partners.



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

Gen Z Is The Least Likely To Talk Openly About Sex Toys

Perhaps due to their low reported sex toy usage, Gen Z similarly do not speak openly about this topic. Conversely, Millennials lead the way in talking to others about sex toys, preferring current partners and female friends.

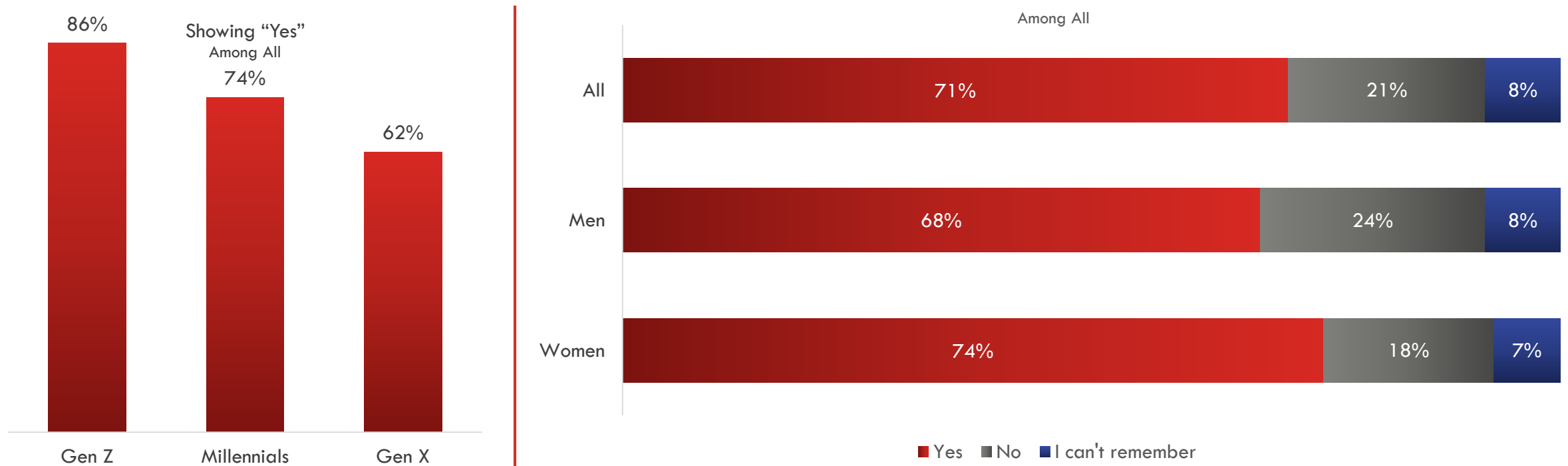


QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.

SEX EDUCATION AND INFO SOURCES

Most Brits Received Sex Education

Overall, 7 in 10 UK Adults 18-54, led by women, report having received sex education in school. There has been a significant increase in prevalence of sex education over time.

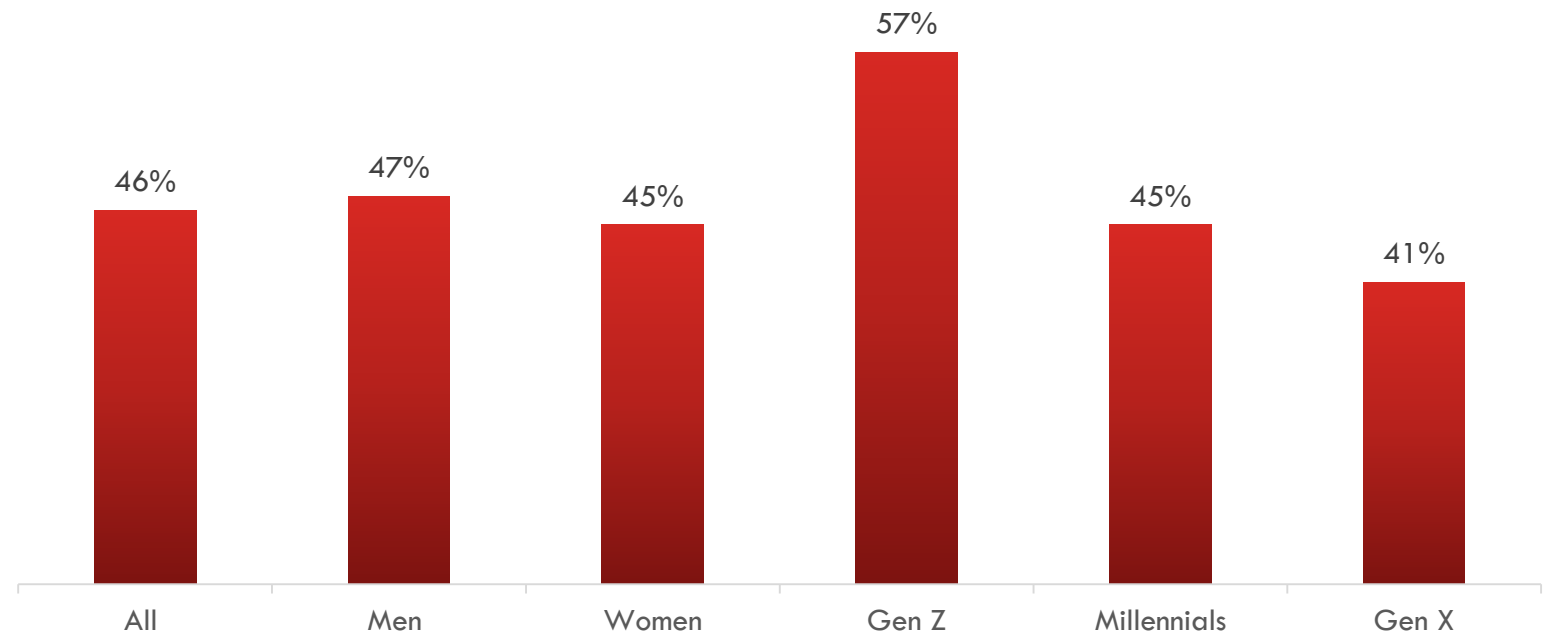


QSEXEDU: Did you receive sex education in school as a child or teenager?

Brits Have Retained Less Than Half of their Sex Education Material

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

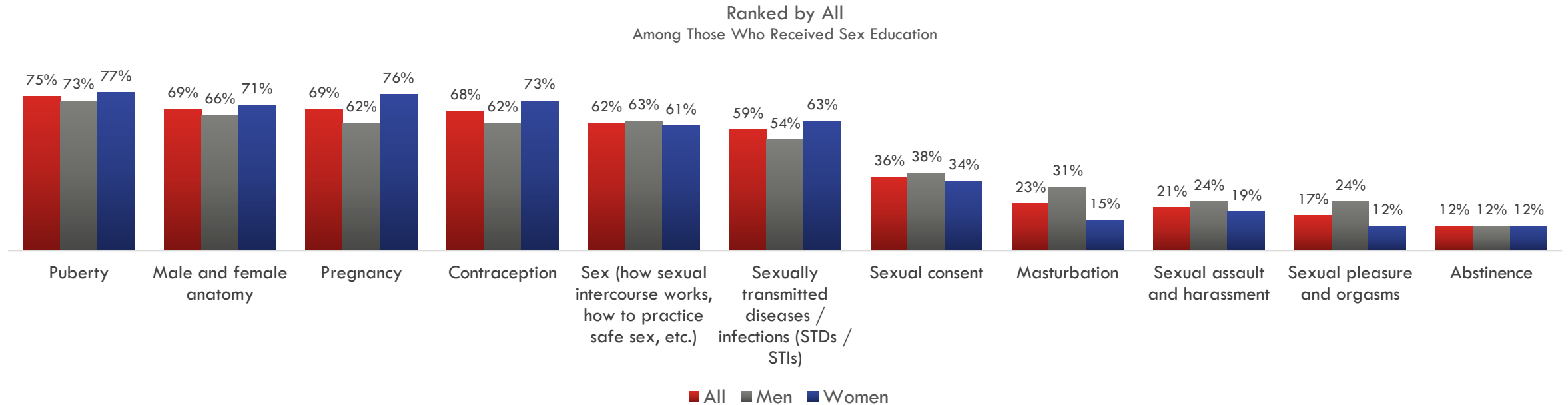
Showing Average Percent of Retained Sex Education Material
Among Those Who Received Sex Education



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

Consent, Masturbation, Harassment and Pleasure Are The Least Covered Topics of Sex Education In Schools

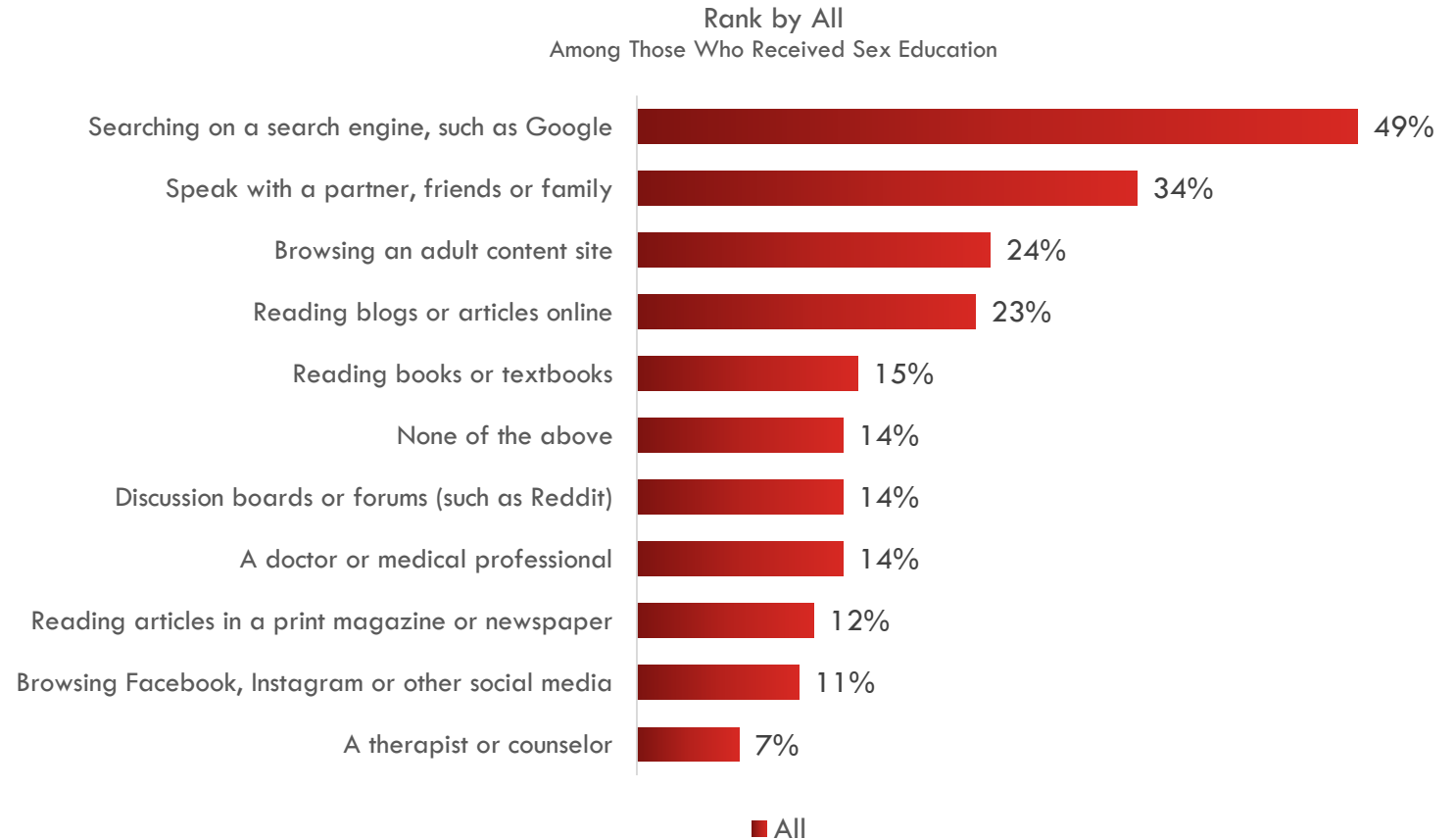
Men are considerably likelier than women to report having learned about masturbation.



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

The Internet Often Provides Answers

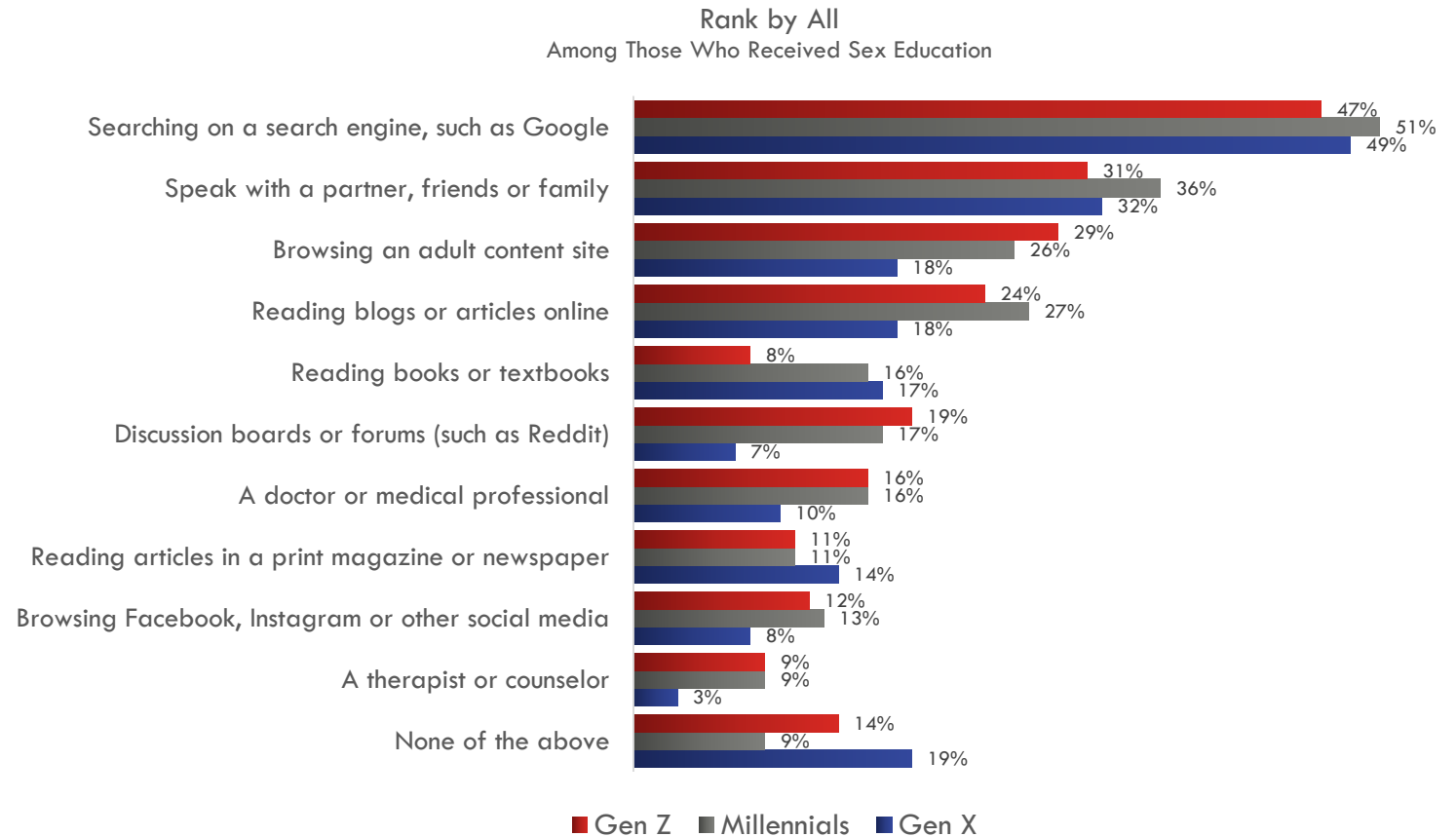
In particular, “Searching on a search engine, such as Google” is the most frequently cited source to answer questions about sex or sexuality.



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

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

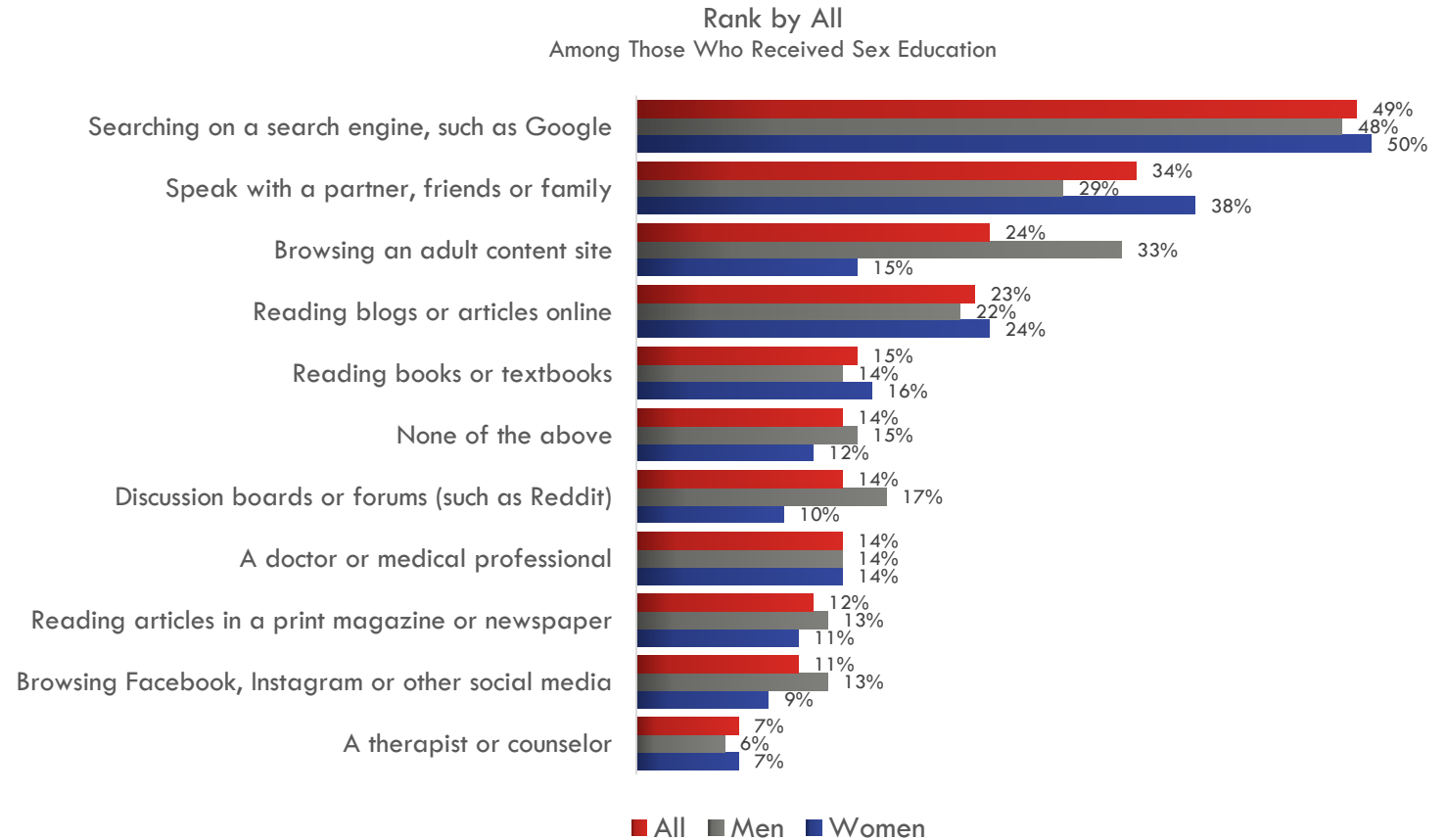
Gen Z are more likely to turn to adult content sites for sexual queries.



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

Women Reach Out To Friends And Family To Obtain Sexual Information

In contrast, men are substantially more likely to report using an adult content site for their sex or sexuality information.



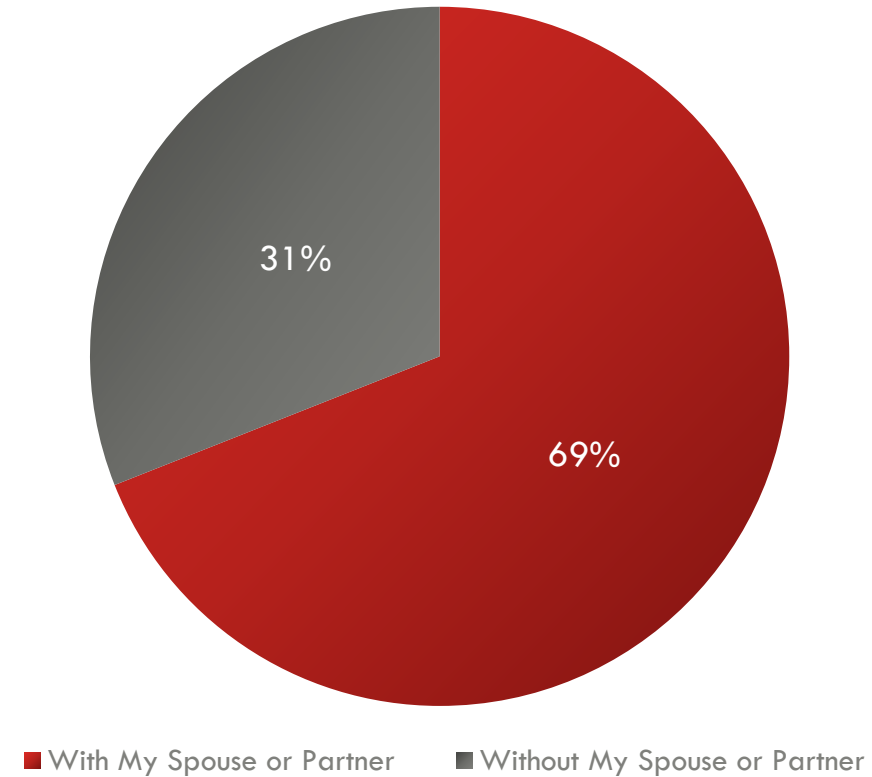
QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

MASTURBATION AND SEX TOYS IN QUARANTINE

The Pandemic Has Isolated Many From Their Partners

Within the 89% of UK Adults 18-54 who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic, nearly a third 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

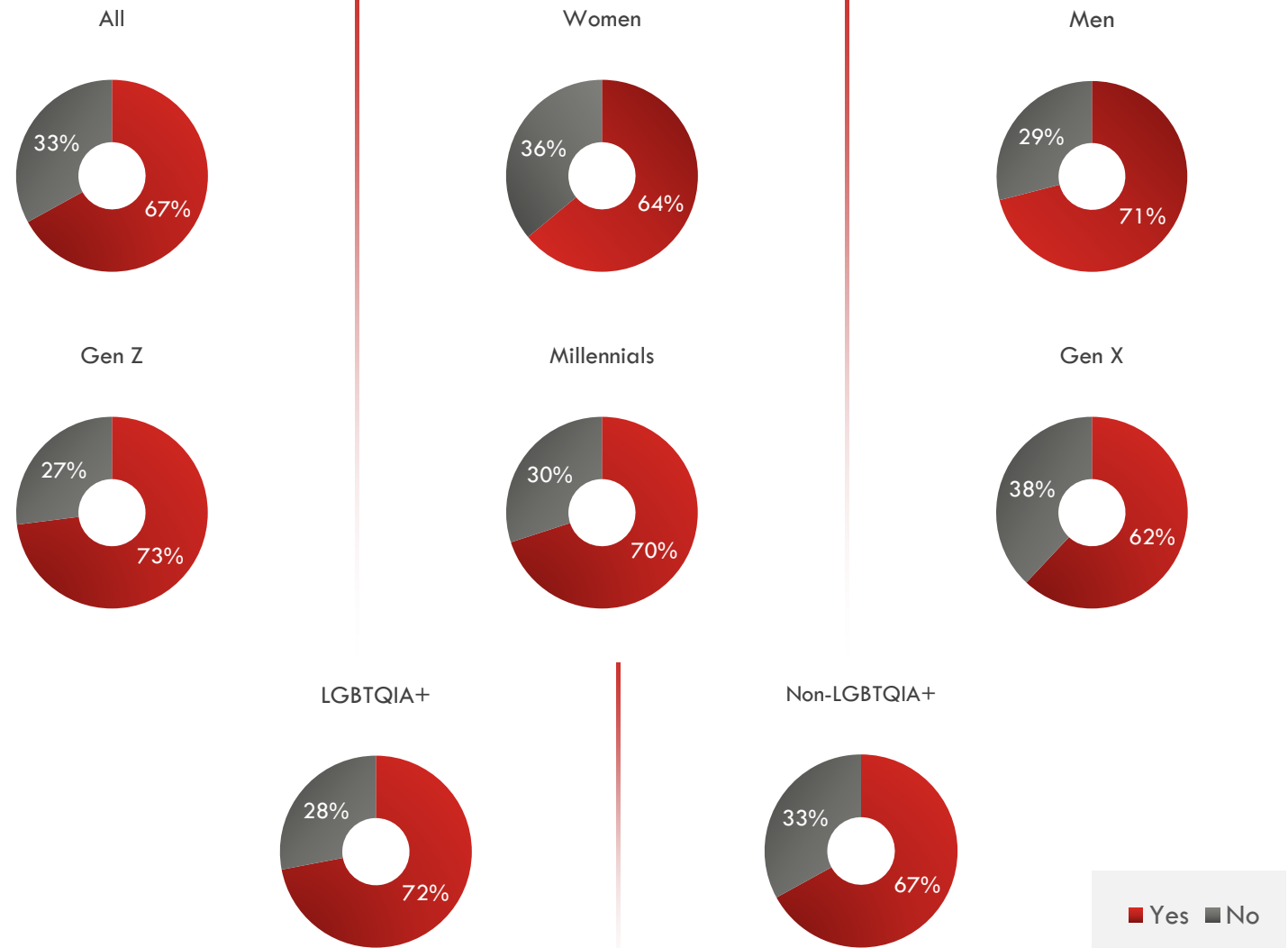


QCOVID2 - Who did you self-isolate or quarantine with? Please select all that apply.

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

Two-thirds of those who have self-isolated or quarantined during the COVID-19 pandemic agree that sexual pleasure helped them feel better or acted as a form of 'self-care'.

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, three-in-five respondents reported that self-isolation or quarantine has affected how often they engage in masturbation, with more saying they have increased their masturbation frequency. This is especially true among men.

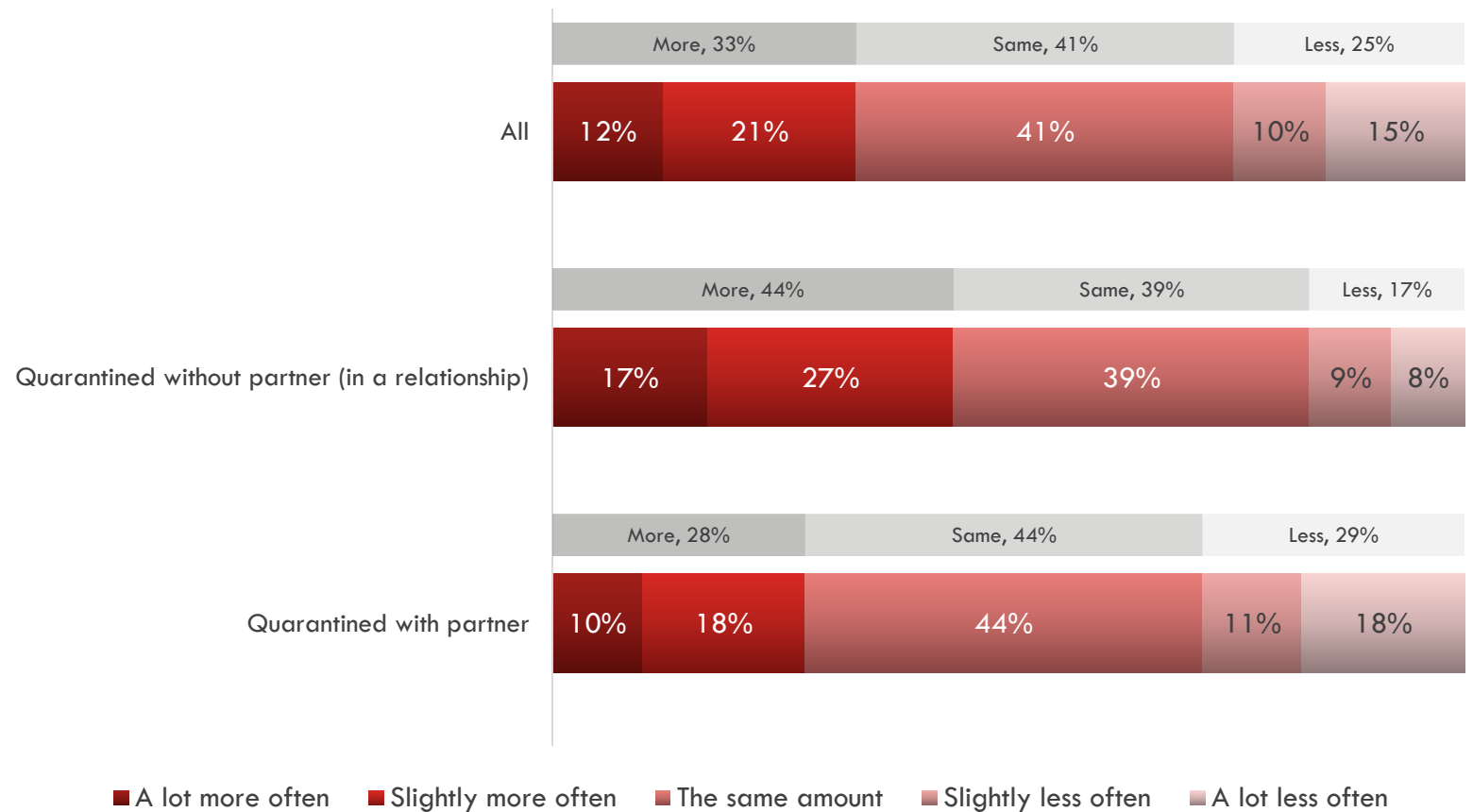


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all? (Masturbation)

Those Isolated From Their Committed Partners Report a Major Increase in Masturbation Frequency

Almost half of British Adults 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.

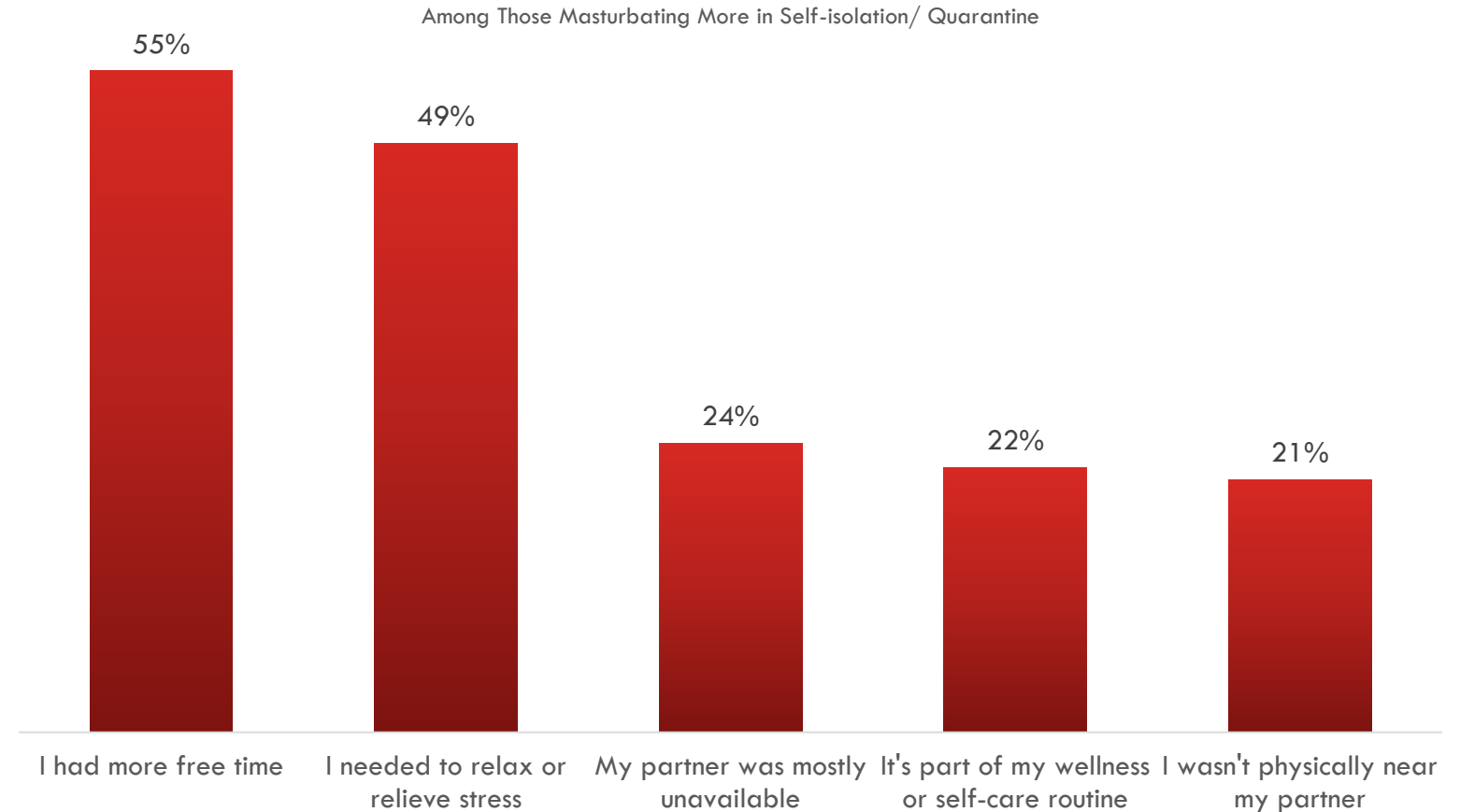
Among Those In Self-isolation/Quarantine and Who Have Masturbated



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

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

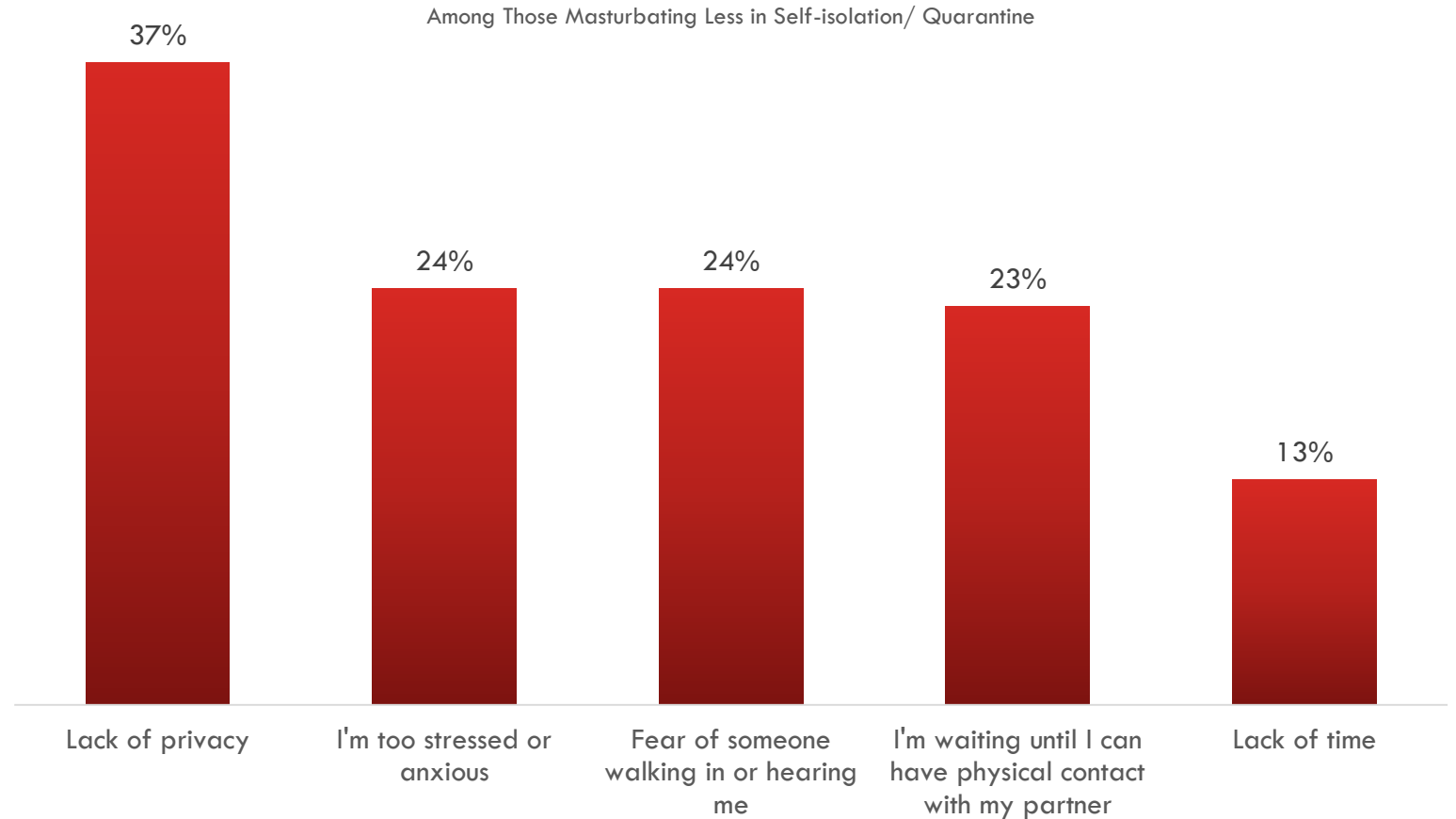
The top reasons cited for masturbating more during self-isolation or quarantine are “I had more free time” and “I needed to relax or relieve stress”.



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?

Brits Masturbating Less Frequently in Isolation Cite Lack of Privacy

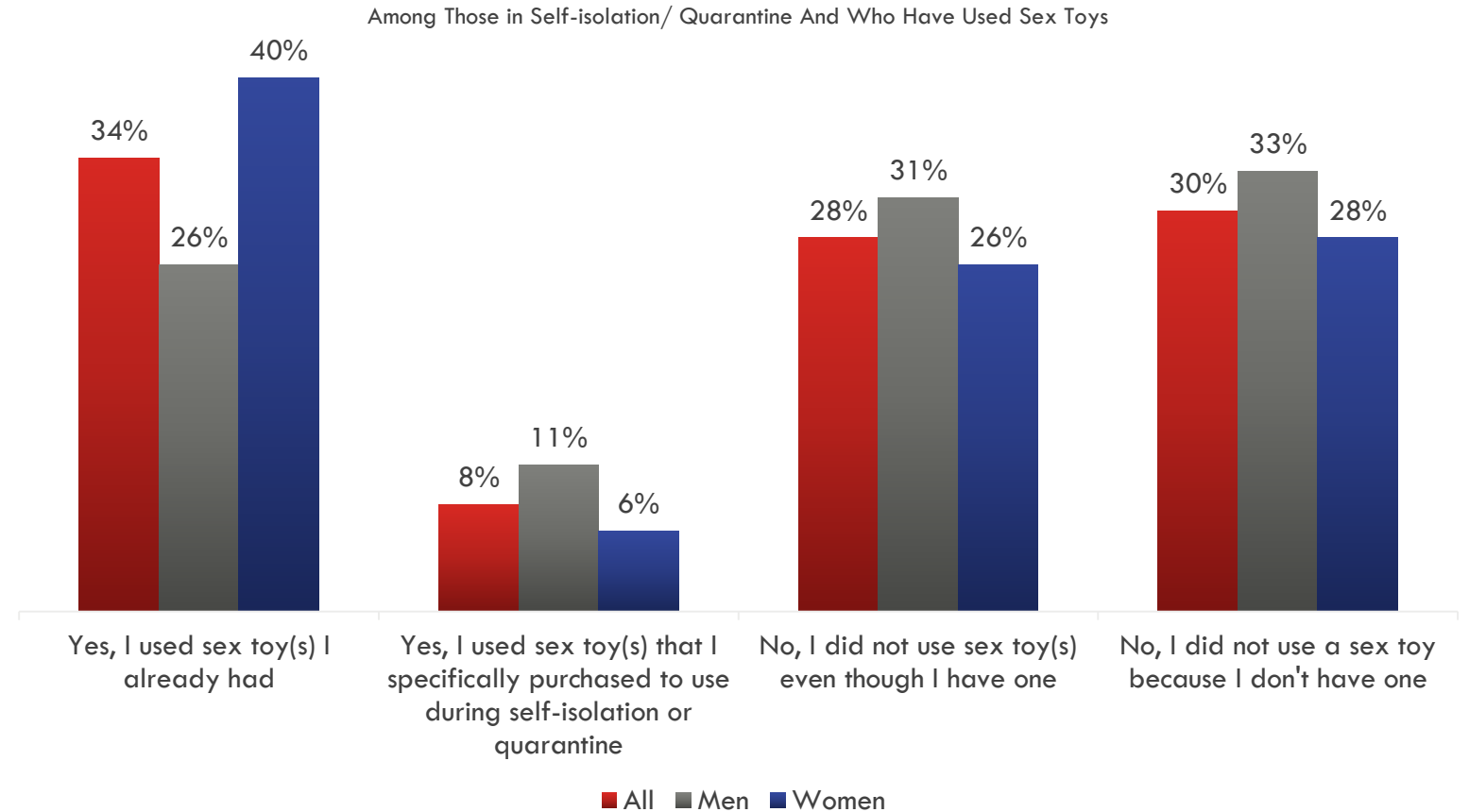
Overall, 81% of Brits who self-isolated are doing so with someone else (partners, children, parents or other family).



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, Some Have Been Using Sex Toys

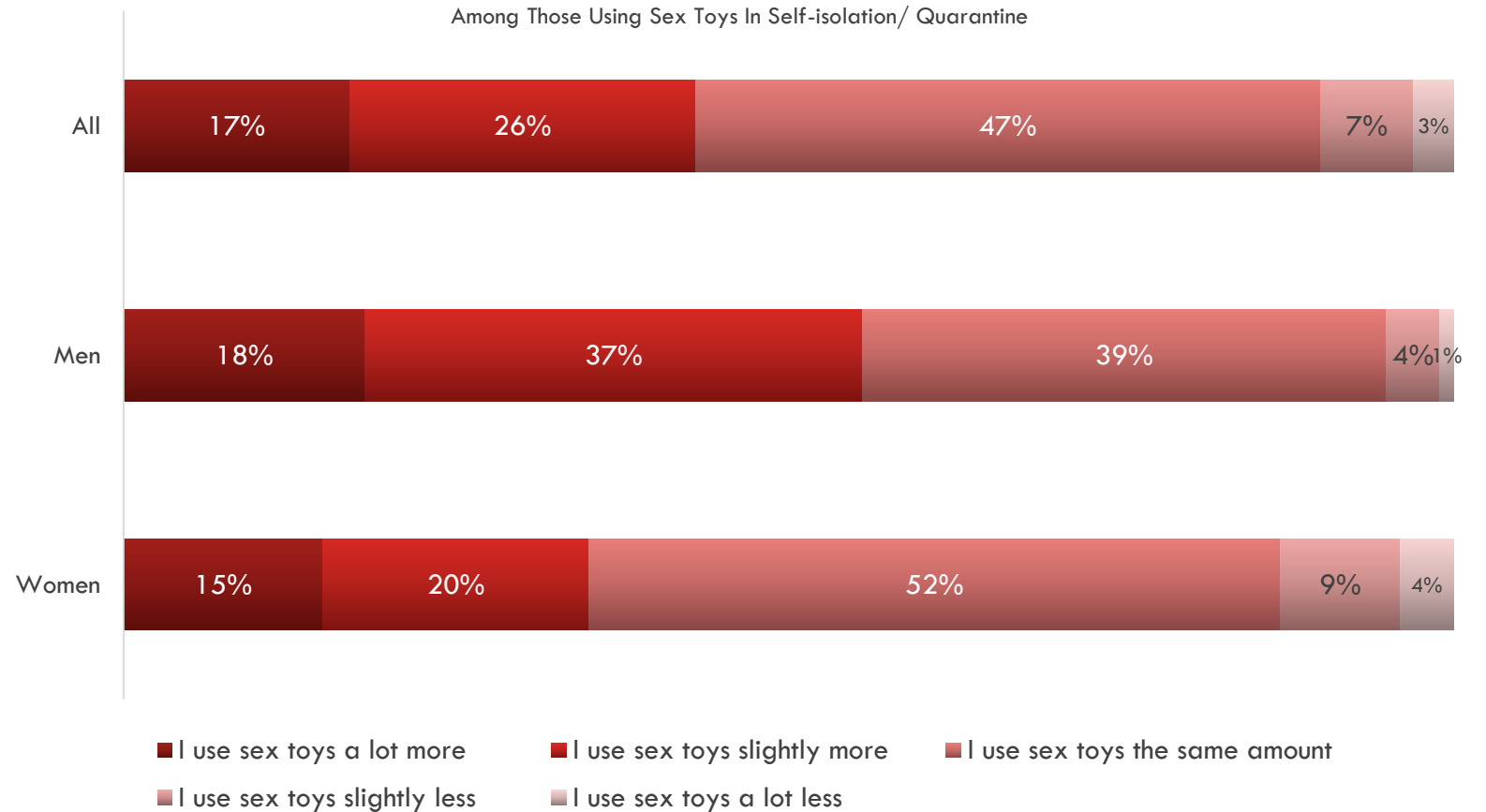
Among UK Adults with prior experience with sex toys and who have self-isolated during the COVID-19 pandemic, a majority (58%) report not having used sex toys. A small minority bought a sex toy specifically for the occasion.



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

During Self-Isolation, Men Have Been Using Sex Toys More

Among quarantined sex toy users, almost half did not change their usage frequency. However, this is not the case for men: 55% report using sex toys a lot or slightly more than usual.

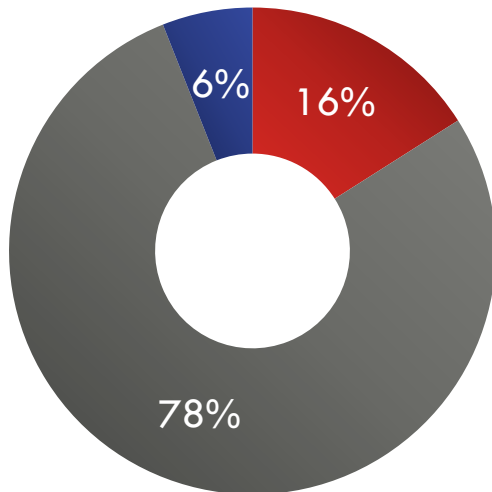


QCOVID5C: How has self-isolation or quarantine impacted how often you use (a) sex toy(s), if at all?

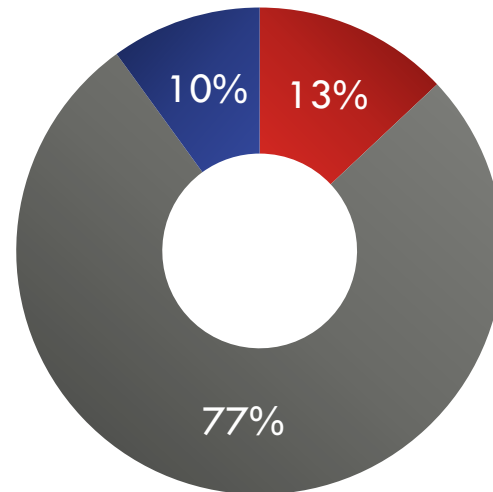
Attitudes Towards Sex And Sex Toys Have Remained Largely The Same During Self-Isolation

That said, views are slightly most positive on the topic of sex or sexuality.

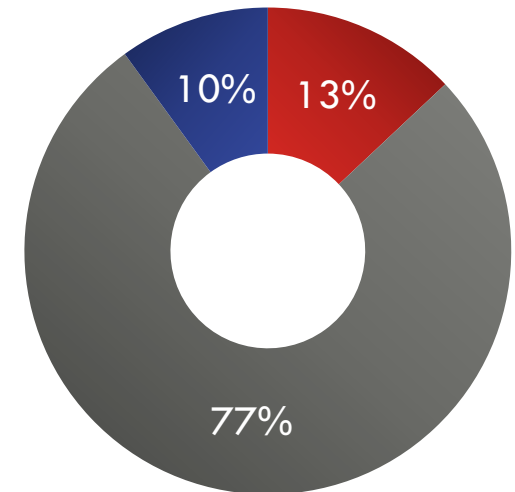
Talking About Sex or Sexuality
Among Those In Self-isolation/ Quarantine



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



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

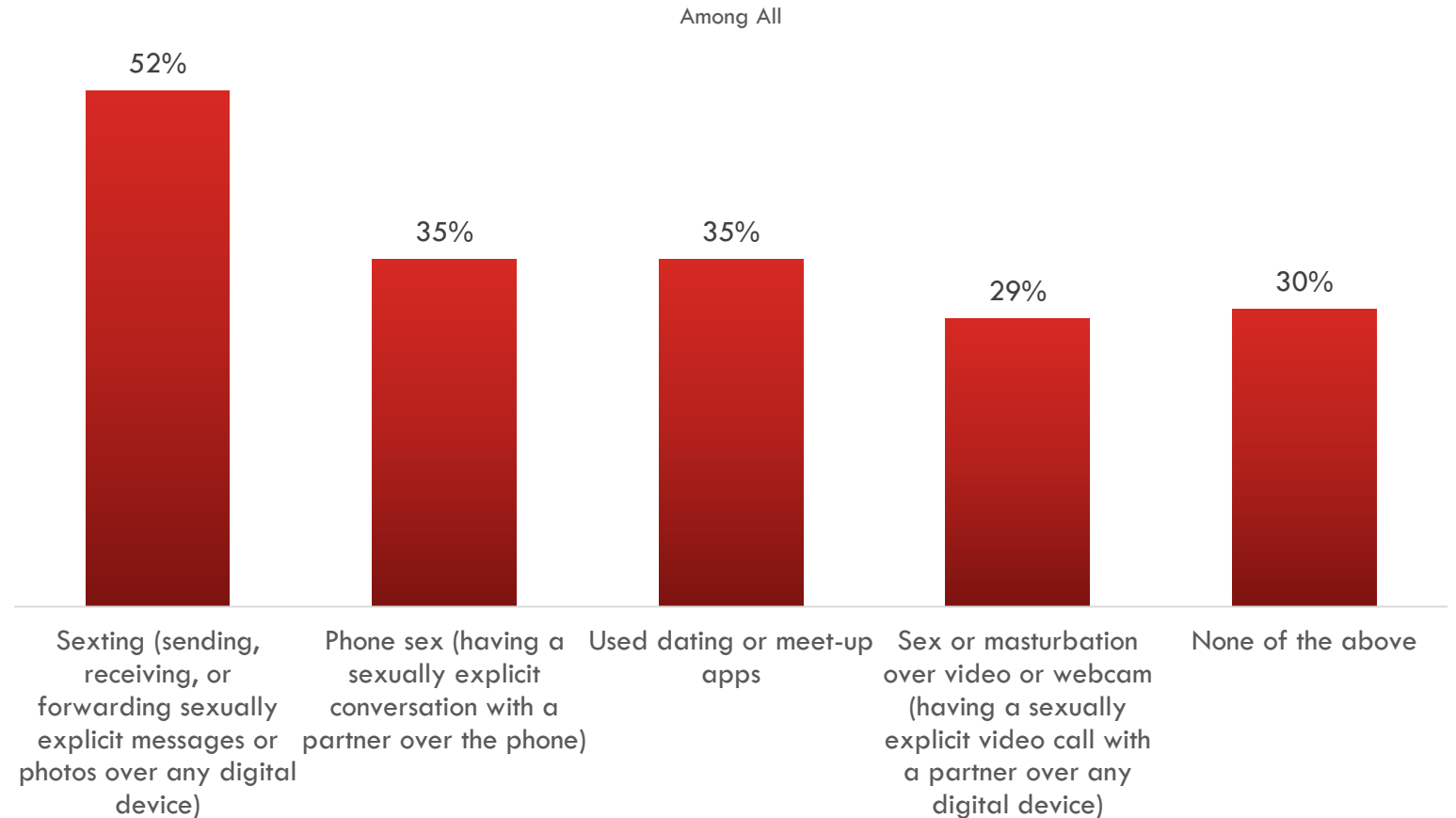


QCOVID7: How has self-isolation or quarantine impacted, if at all, your views on each of the following?

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

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

Sexting leads all virtual activities, with more than half of British adults having engaged.

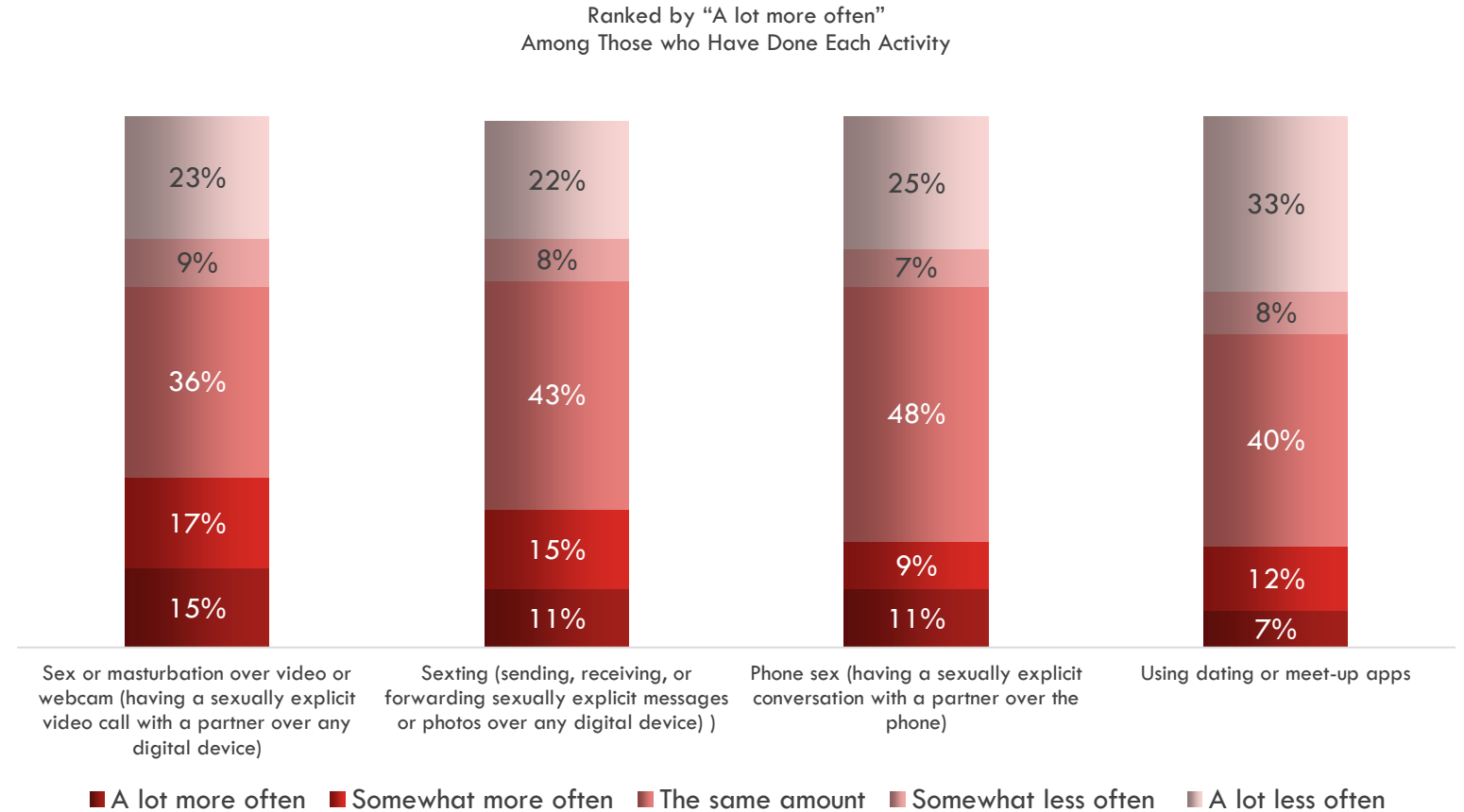


QSEXACTIVITIES: Which of the following have you ever done?

During COVID, Sex or Masturbation Over Video 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.

In contrast, dating or meet-up apps are more likely to have been used less often.

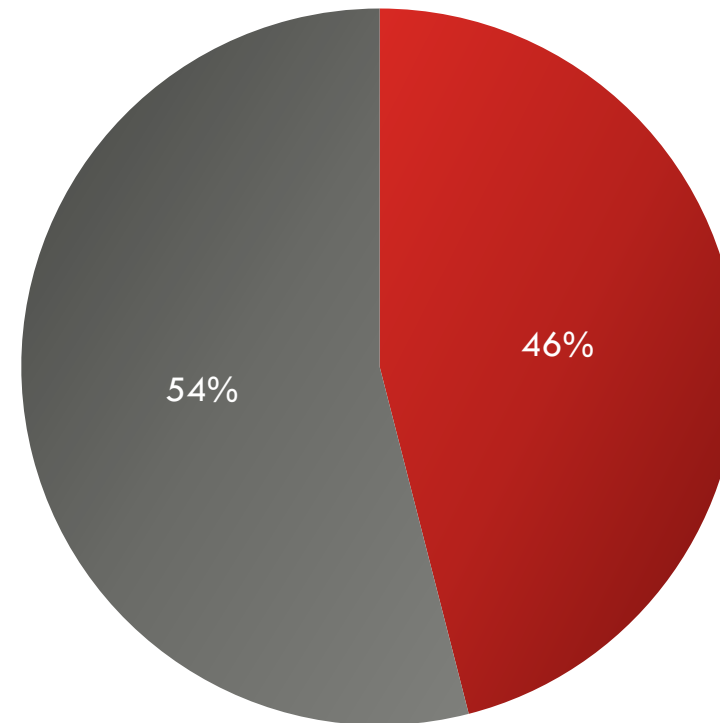


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all?

Many of Those Masturbating More in Quarantine Will Go Back to 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

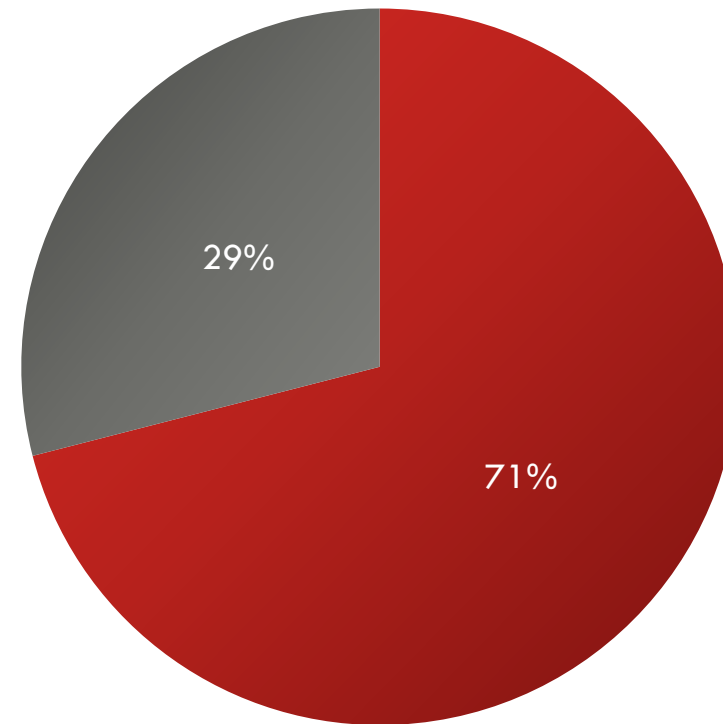
■ I will return to my usual amount

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

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 UK Online Quantitative Surveys

13 May 2020 – 17 May 2020

Weighting

50% Male/50% Female; East Midlands 7%/East of England 9%/London 15%/North East 4%/ North West 11%/Northern Ireland 3%/Scotland 8%/South East 13%/South West 8%/Wales 5%/West Midlands 9%/Yorkshire and The Humber 8%; Male 18-24 9%/Male 25-34 14%/Male 35-44 13%/Male 45-54 14%/Female 18-24 9%/Female 25-34 14%/Female 35-44 13%/Female 45-54 15%

Key Audiences

Gender	Male	n = 500
	Female	n = 500
Generation	Gen Z	n = 150
	Millennial	n = 431
	Gen X	n = 419
Relationship Status	In A Relationship	n = 659
	Single, Dating	n = 119
	Single, Not Dating	n = 217
LGBTQIA+	Non-LGBTQIA+	n = 869
	LGBTQIA+	n = 131
Masturbation	Masturbates Regularly (At Least A Few Times A Year Or More)	n = 809
	Does Not Masturbate Regularly Or At All Or Never Have	n = 191
Masturbation Frequency	Masturbates Daily	n = 95
	Masturbates Weekly	n = 410
	Masturbates Monthly	n = 235
	Masturbates Few Times A Year, Or Irregularly	n = 152
	Masturbates Never	n = 108
Sex Toy Experience	Has Used Sex Toys	n = 550
	Has Never Used Sex Toys	n = 450
Sex Toy Usage	Currently Uses Sex Toys	n = 322
	Does Not Currently Use Sex Toys	n = 678
Sex Toy Usage Frequency	Uses Sex Toys At Least Once A Month	n = 268
	Uses Sex Toys Less Than Once A Month	n = 54