



# TENGA

# 2020 SELF-PLEASURE REPORT

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

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Prepared by PSB Insights  
May 27, 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 25<sup>th</sup> 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://usstore.tenga.co/pages/globalreport> to learn more, and reach out to [bcwUSTENGA@bcw-global.com](mailto:bcwUSTENGA@bcw-global.com) with questions and media inquiries.

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# Key Findings

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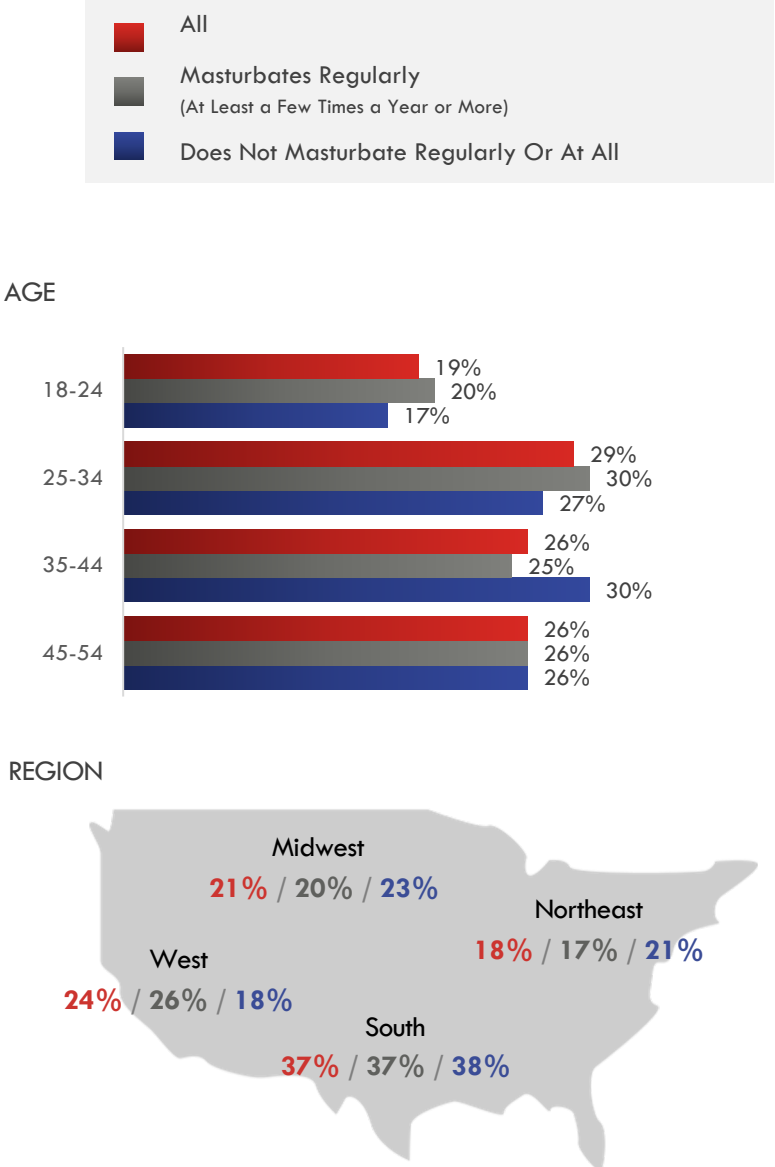
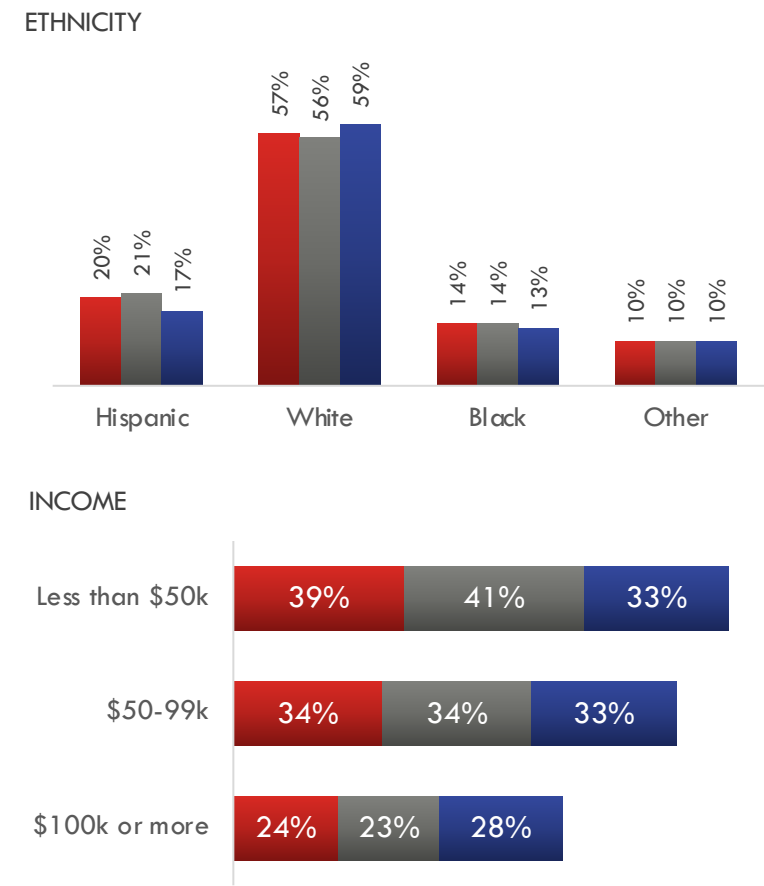
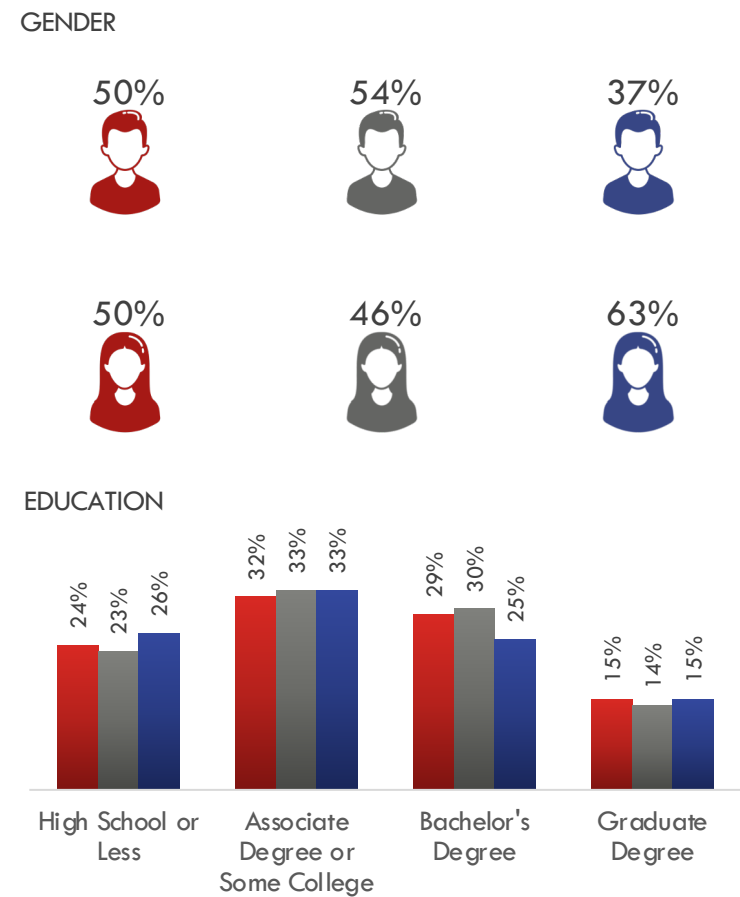
- Masturbation is an almost universal behavior among Americans and not limited to those without relationships.
  - A majority of Americans, regardless of sexual orientation, report having masturbated before.
  - Men are slightly more likely than women to have masturbated, and also report doing so more often.
  - Most Americans masturbate on their own while in a relationship, with women more likely to do so than men.
  - To masturbate, women use their imagination, while men view adult content.
- Masturbation is a great stress-reliever and improves sexual experiences.
  - A majority of Americans masturbate in order to relax and 8-in-10 agree that it's a form of self-care.
  - Regular masturbators and sex toy users are more comfortable and satisfied with their sexual experiences than the average American.
- Americans do not hold strong moral or cultural beliefs *against* masturbation or sex toy usage; most who do not engage in either simply feel they do not need it.
- However, while most Americans have talked openly to others about sexual experiences, masturbation, or sex toy usage, they'd rather talk about mental health or money.
  - Gen X-ers are the least open to talk about any sexual topics, while Millennials lead the conversation on sex toy usage.
- Women, LGBTQIA+ and Millennial Americans are at the forefront of sex toy usage.
  - Though more women report using sex toys, men who do use them tend to do so more frequently than women.
- While most Americans have received some form of sex education, they've forgotten half of it and the Internet fills in the gaps.
- Masturbation and sex toys have been a lifeline during quarantine.
  - Almost 2 in 5 Americans masturbated more during self-isolation, particularly those in relationships but not isolating with a partner.
  - Half of adults used a sex toy during quarantine, with men more likely to say they purchased one specifically for use during quarantine.

# AUDIENCE PROFILING

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# Audience Profiling

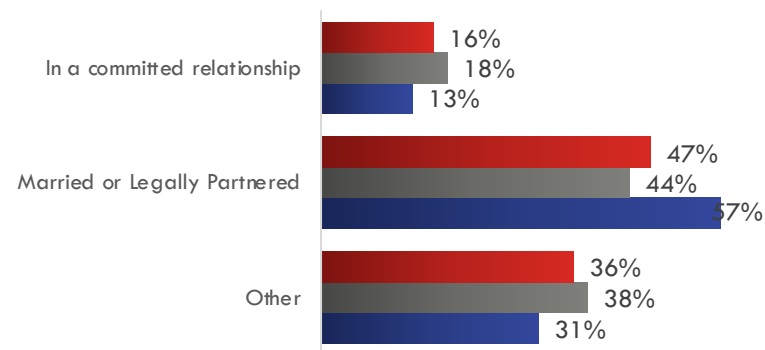
## Masturbation



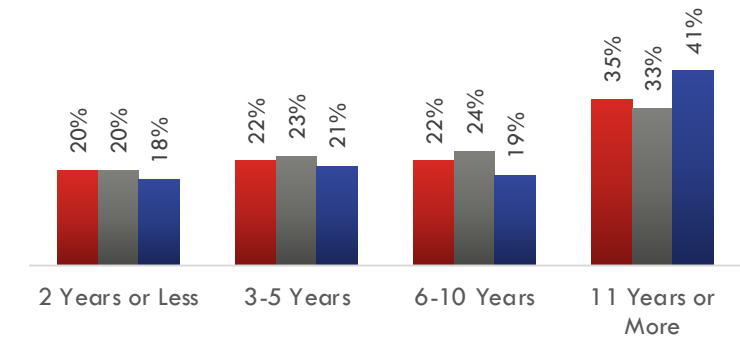
# Audience Profiling

## Masturbation

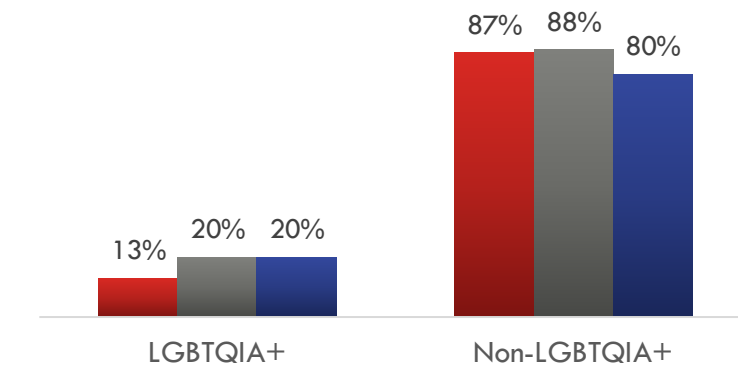
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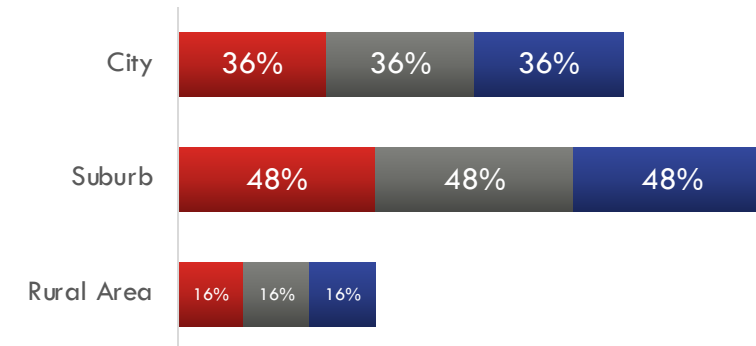
### LENGTH OF RELATIONSHIP (Among Those In a Committed Relationship)



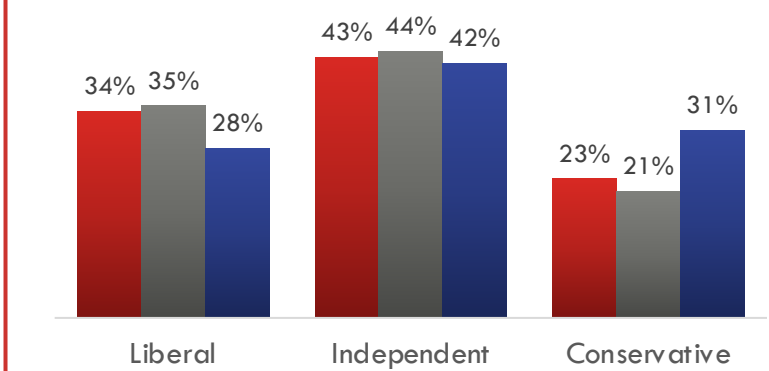
### SEXUAL ORIENTATION



### LIVING AREA

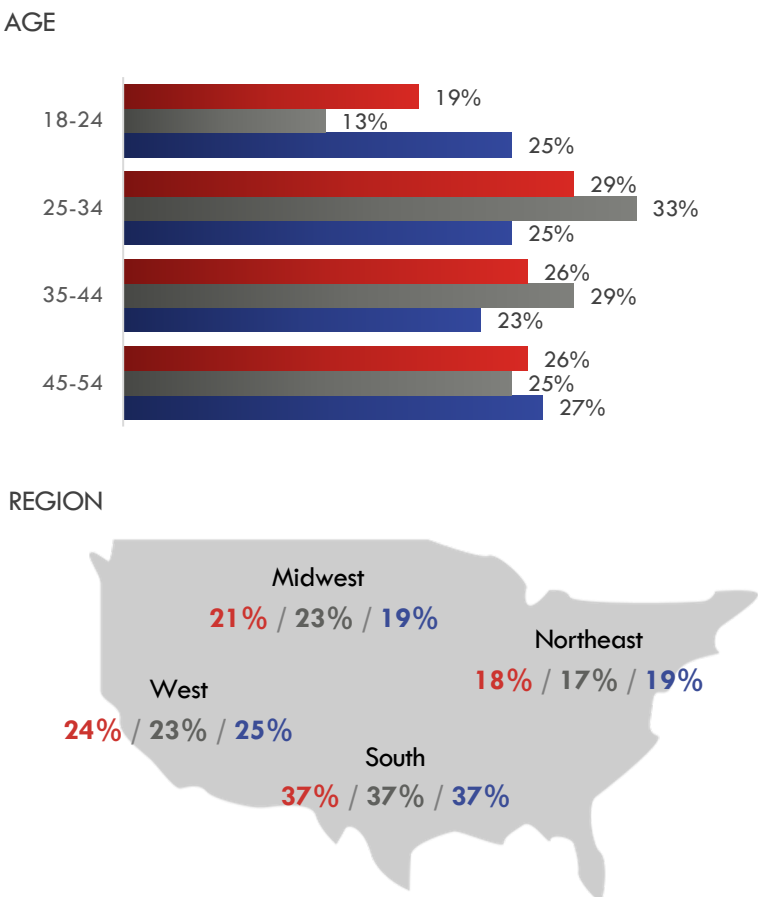
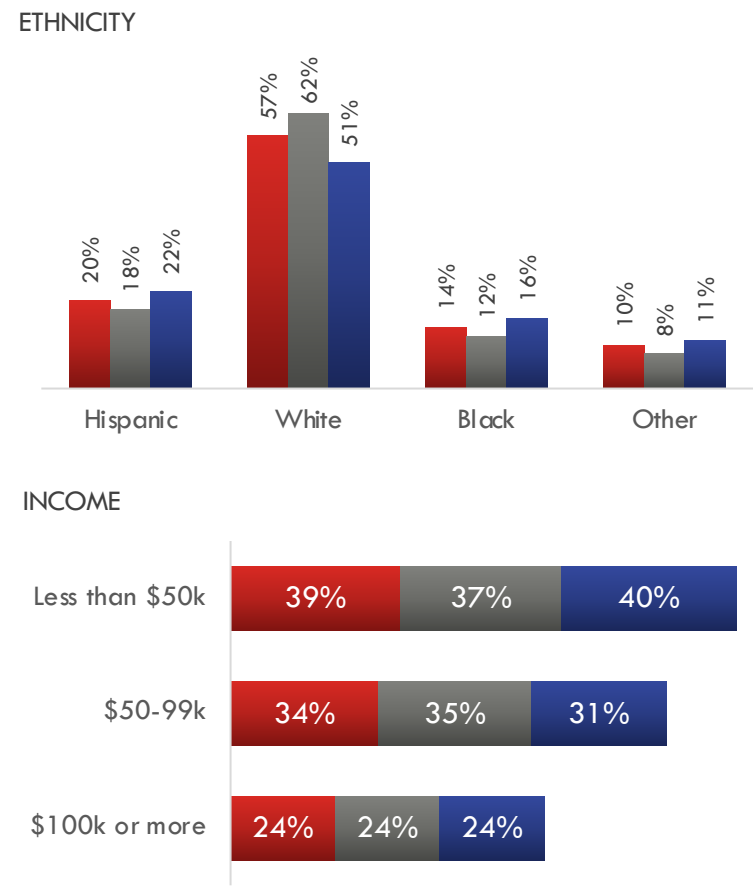
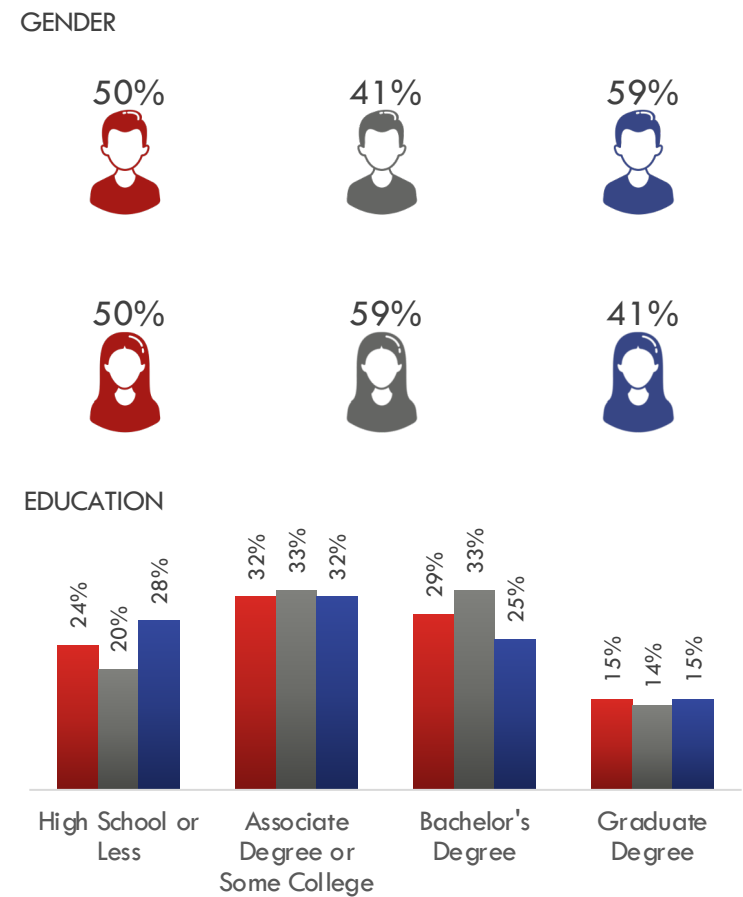


### IDEOLOGY



# Audience Profiling

## Sex Toy Experience

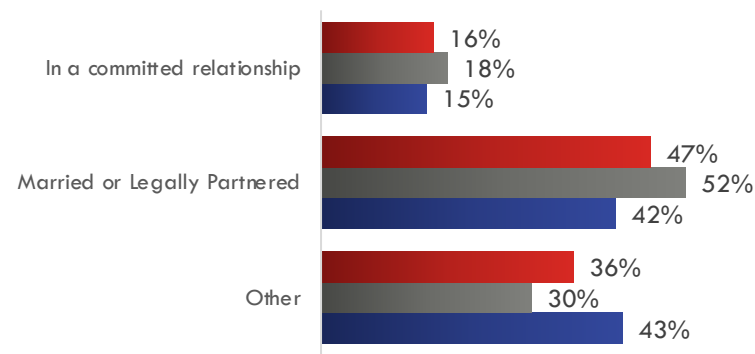




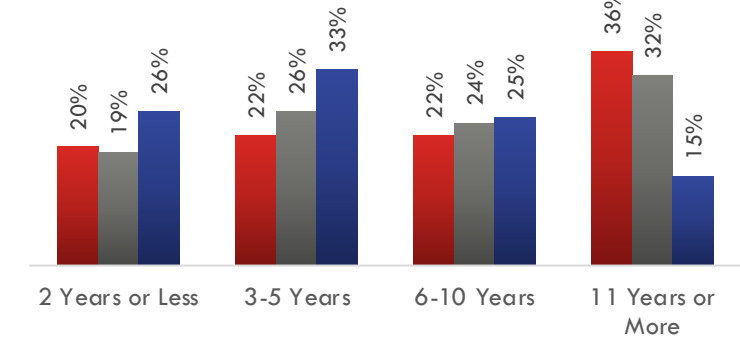
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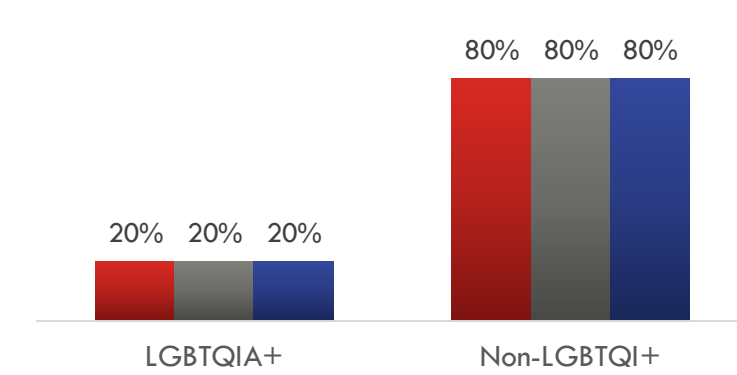
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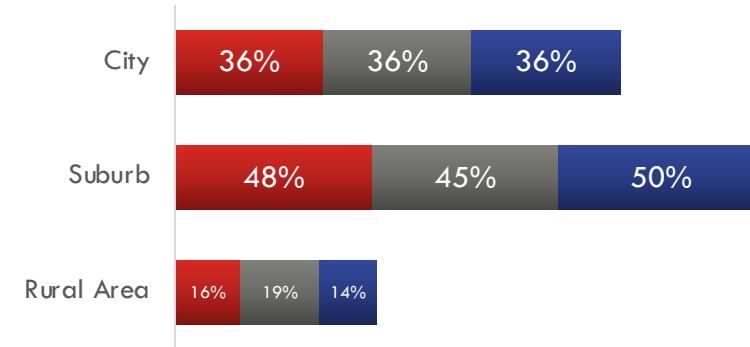
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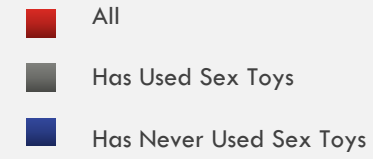
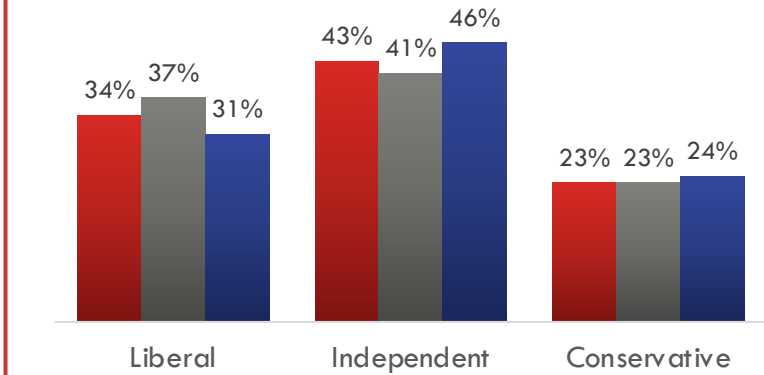
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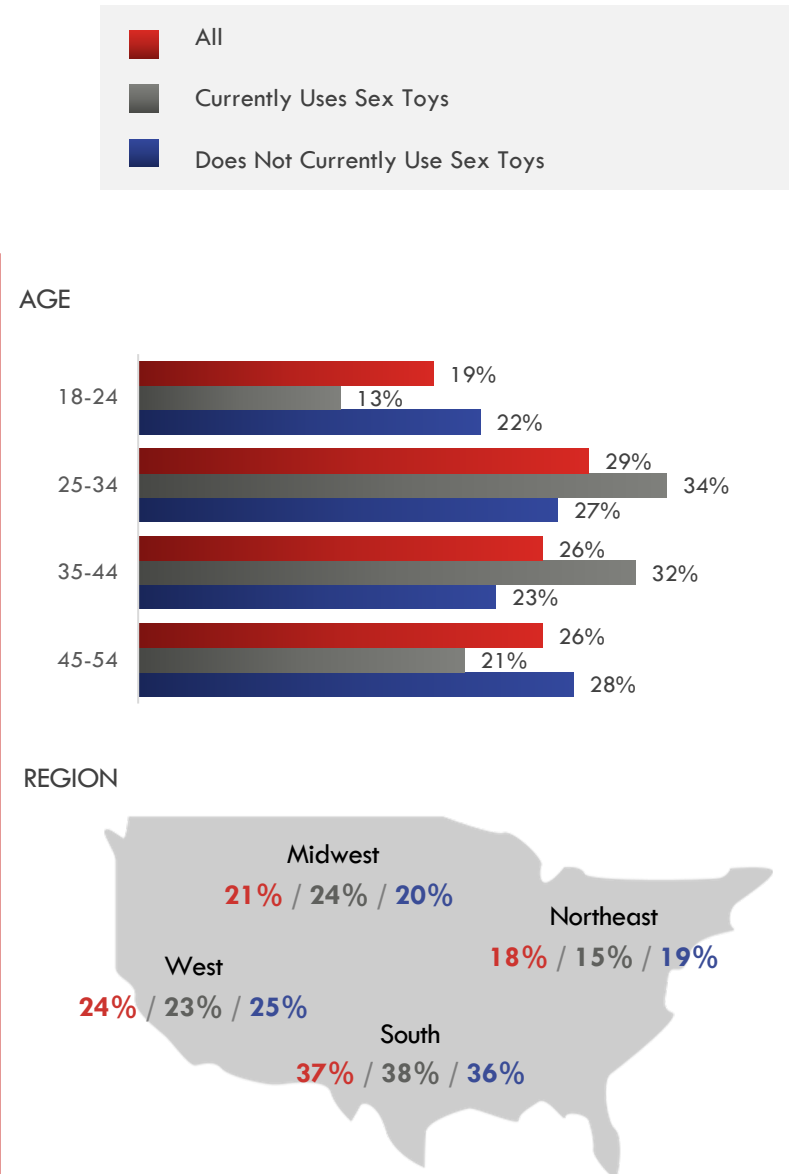
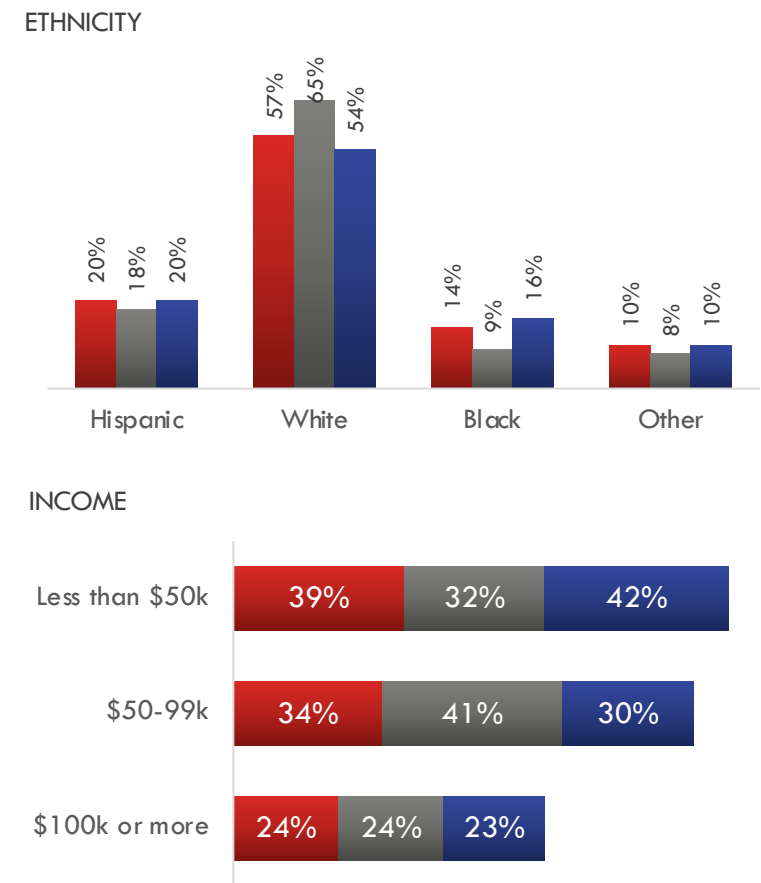
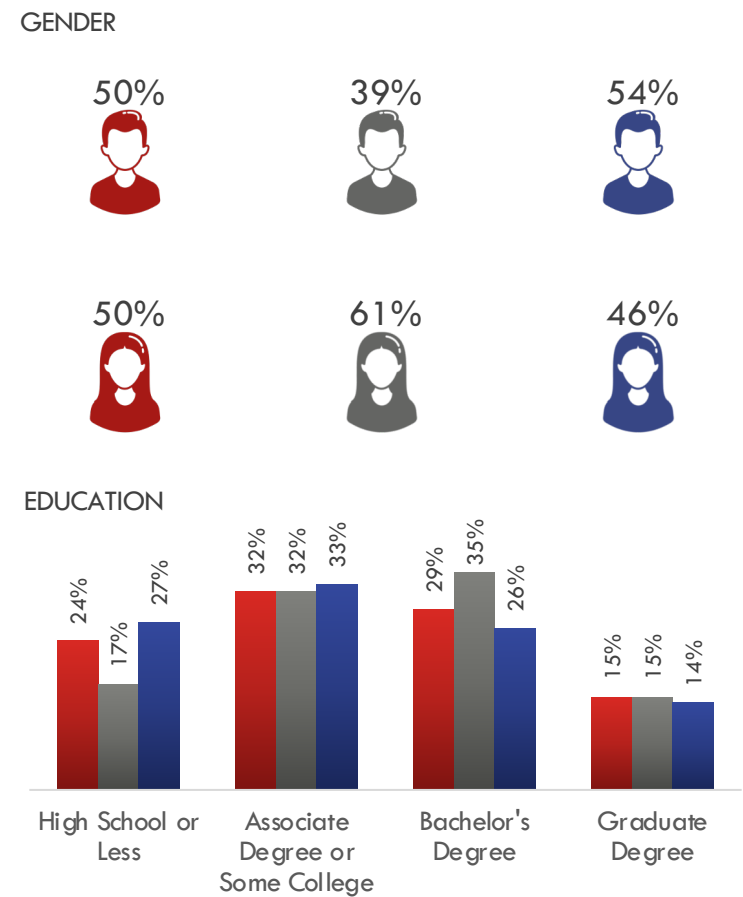


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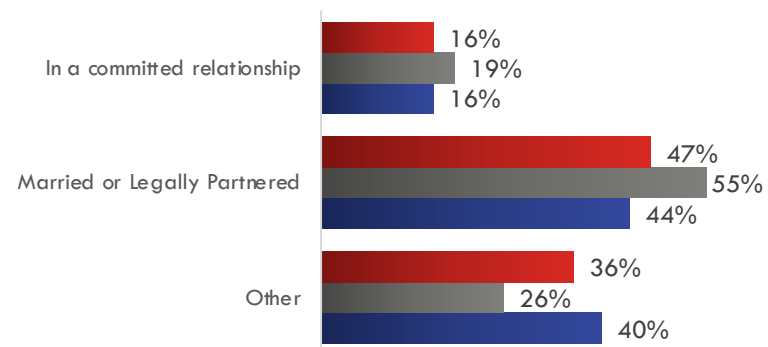
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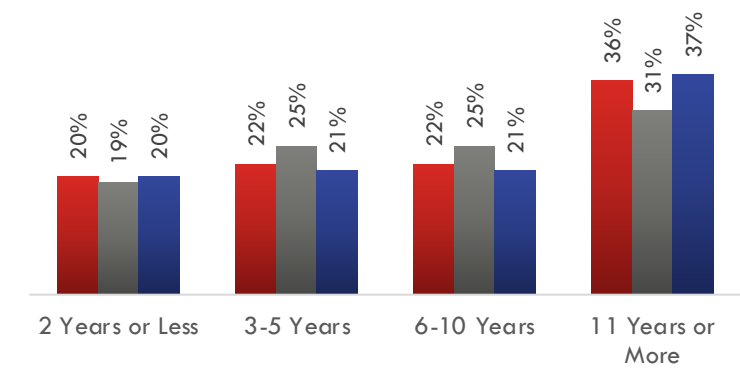
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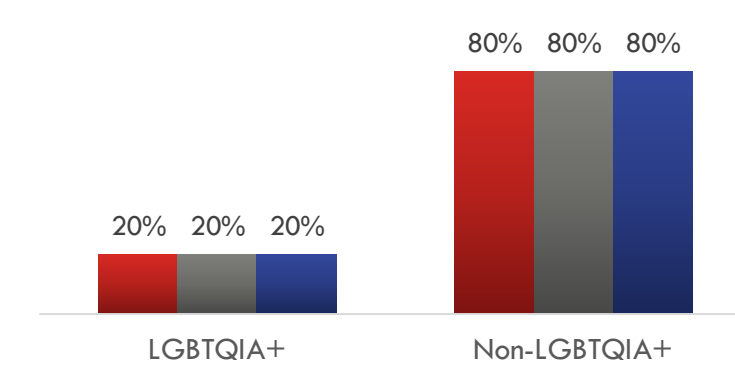
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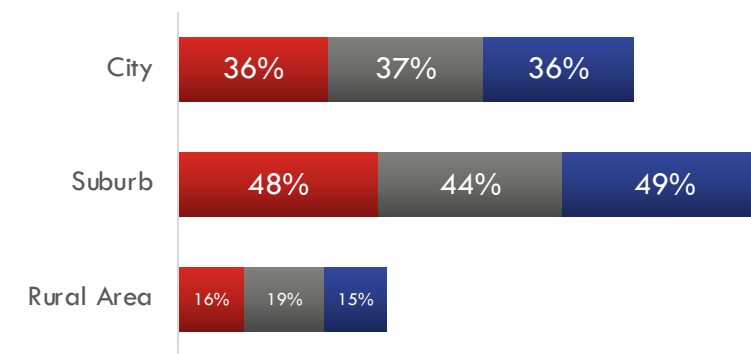
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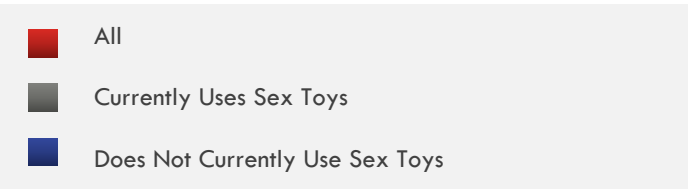
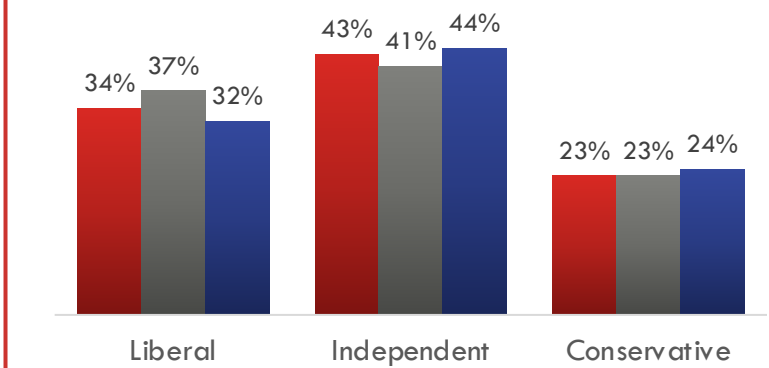
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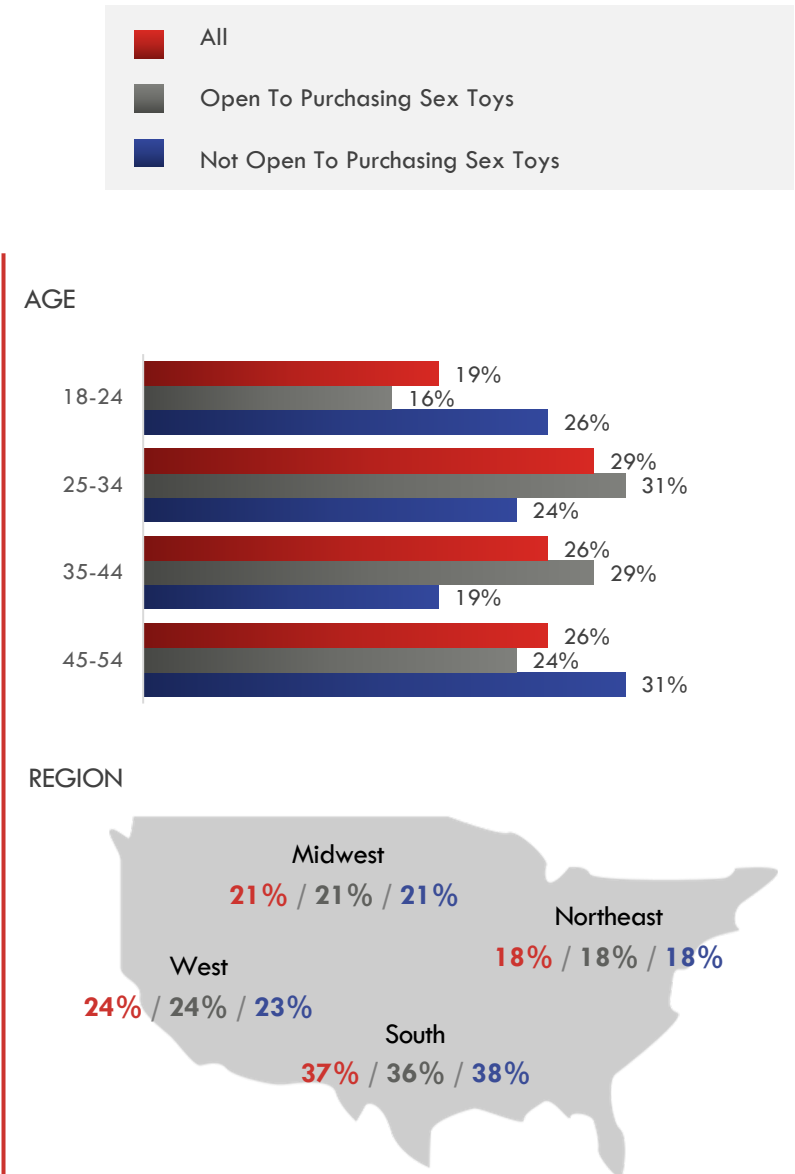
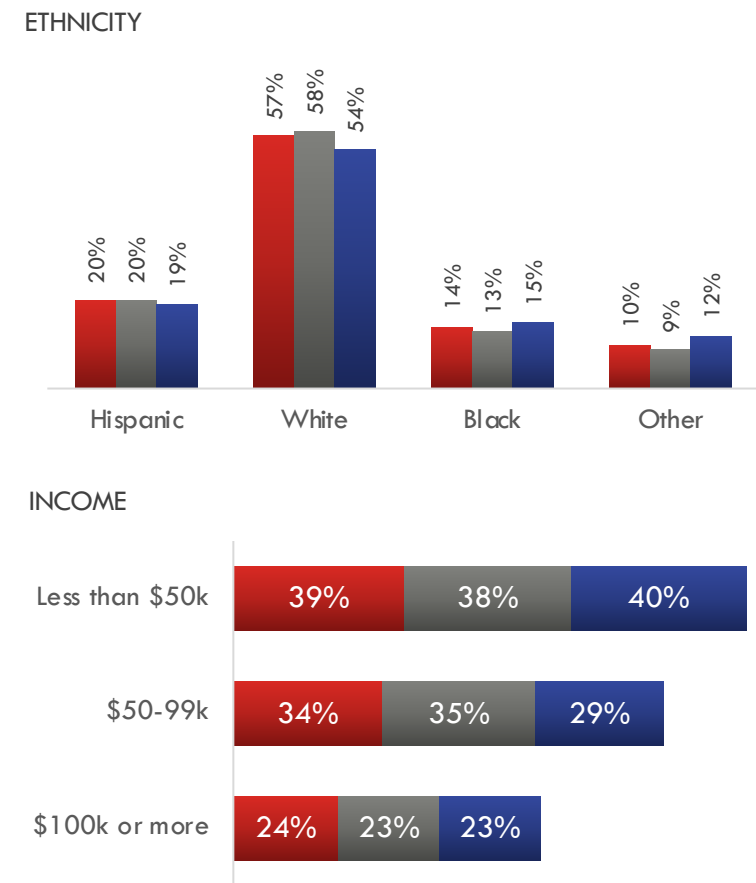
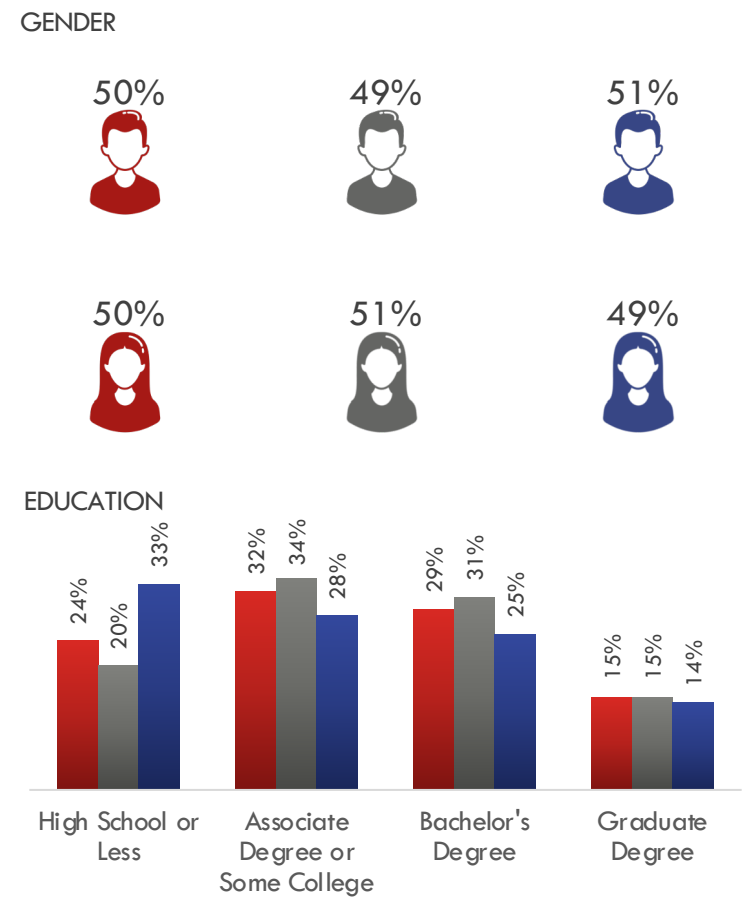


### IDEOLOGY



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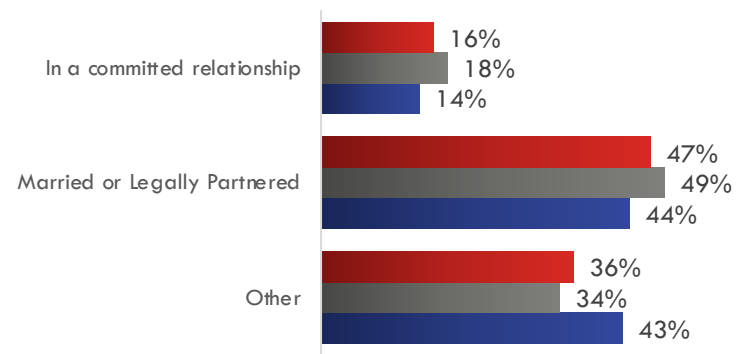
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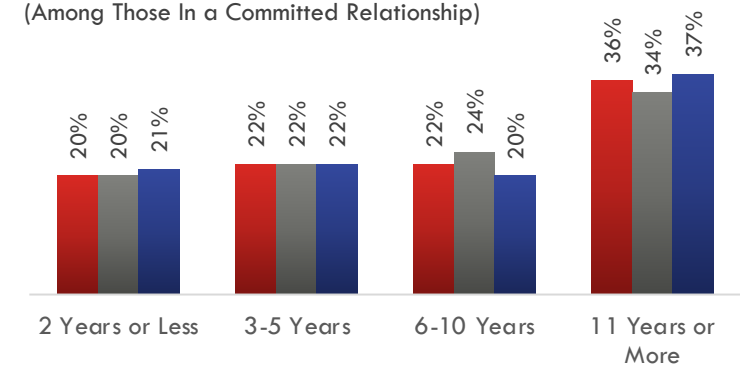
# Audience Profiling

## Sex Toy Purchasing

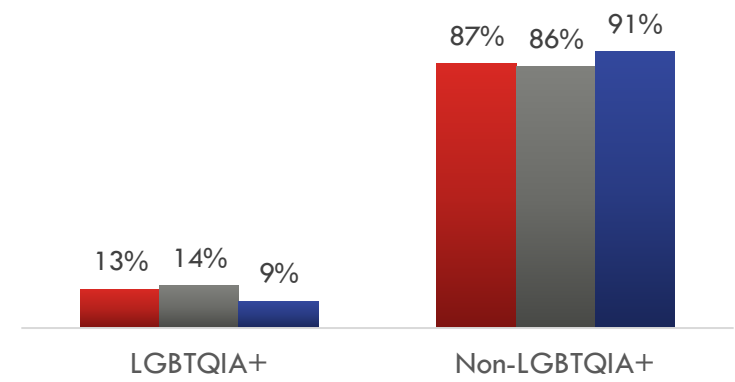
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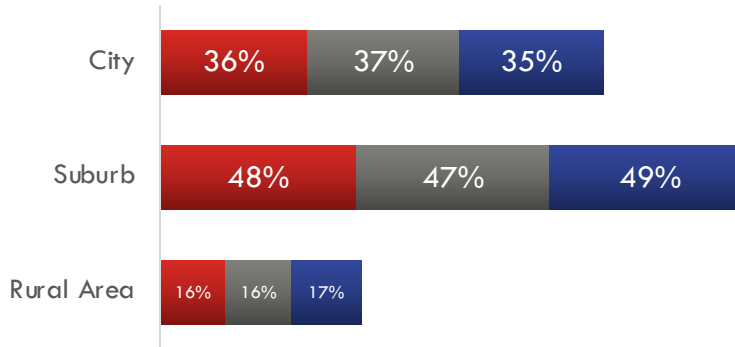
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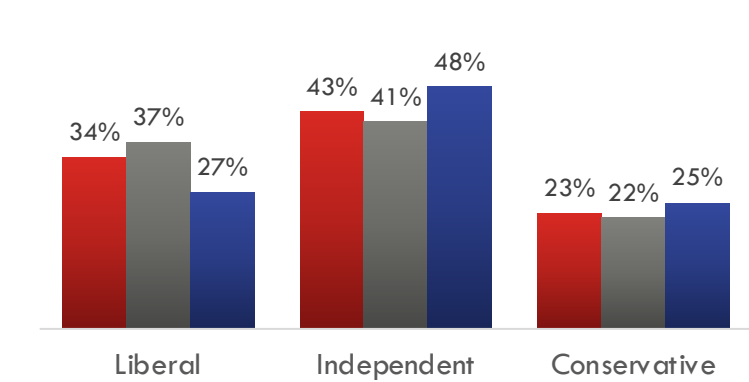
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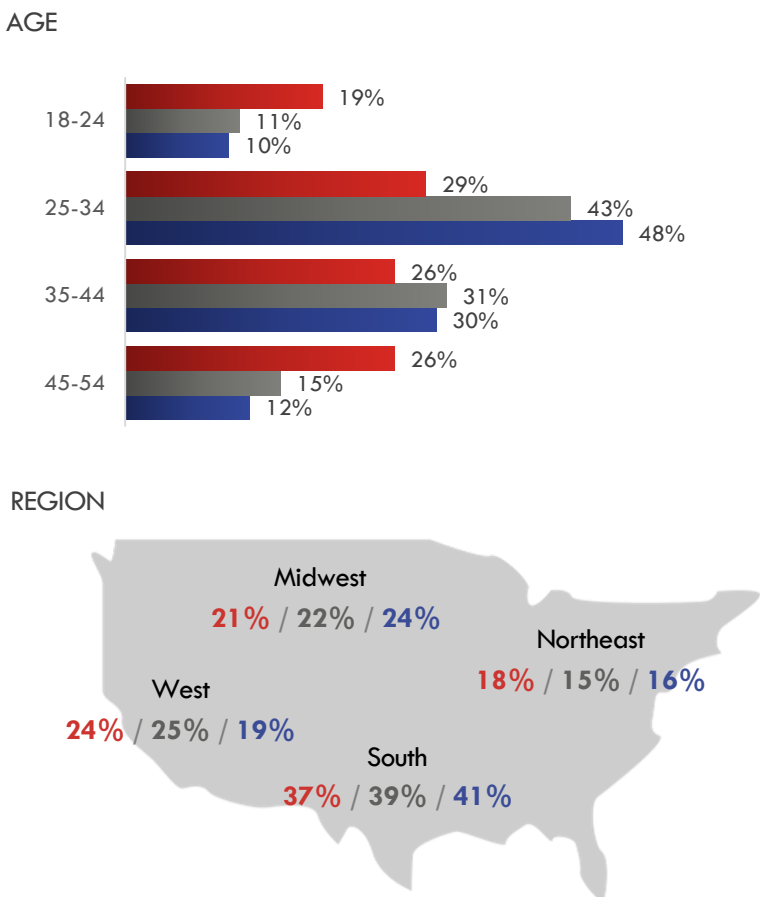
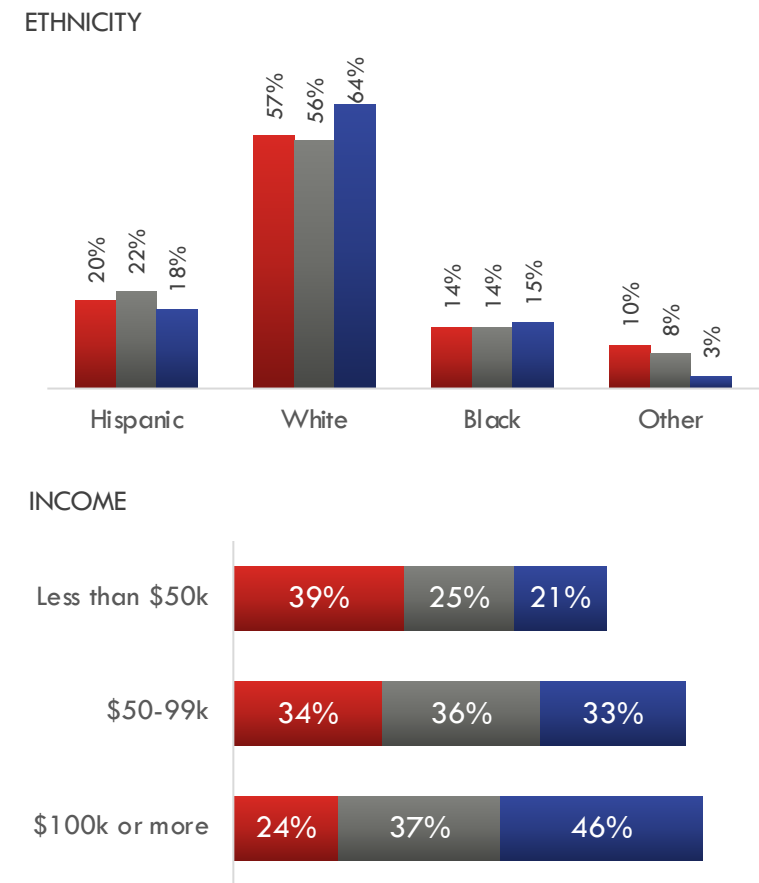
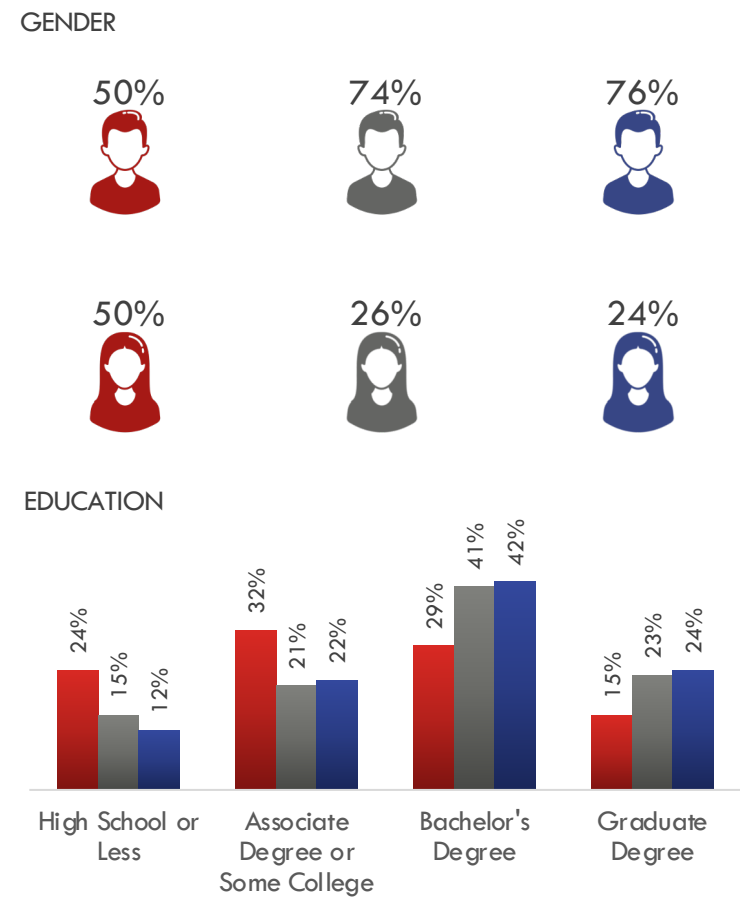


### IDEOLOGY



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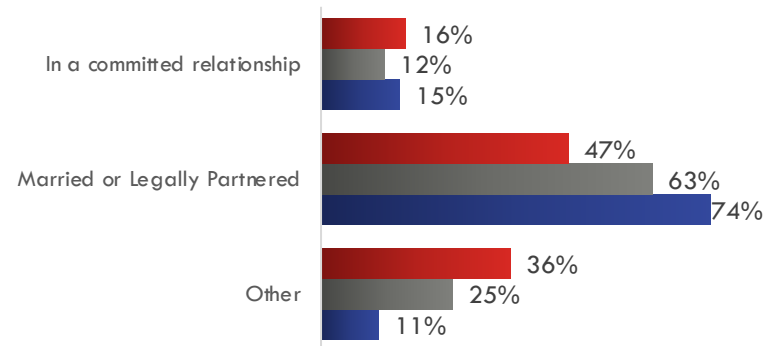
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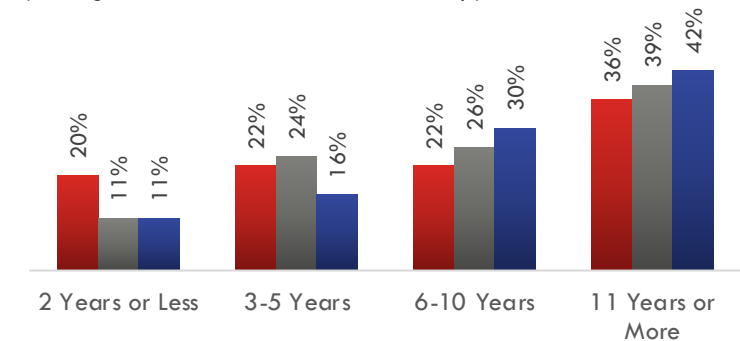
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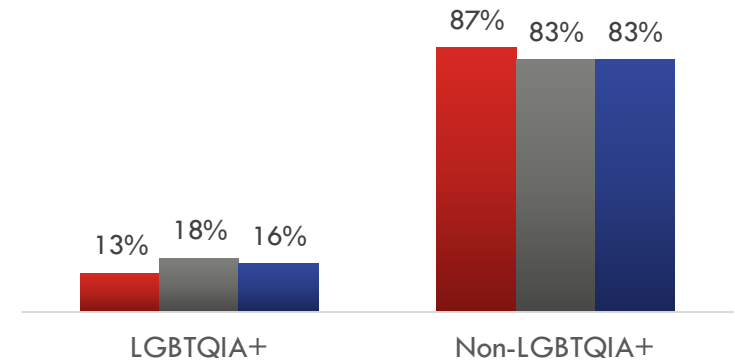
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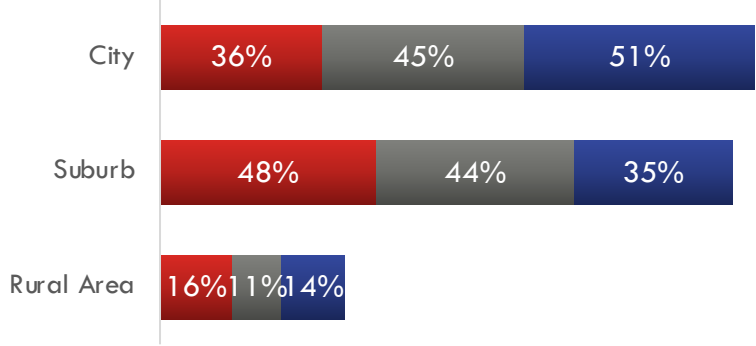
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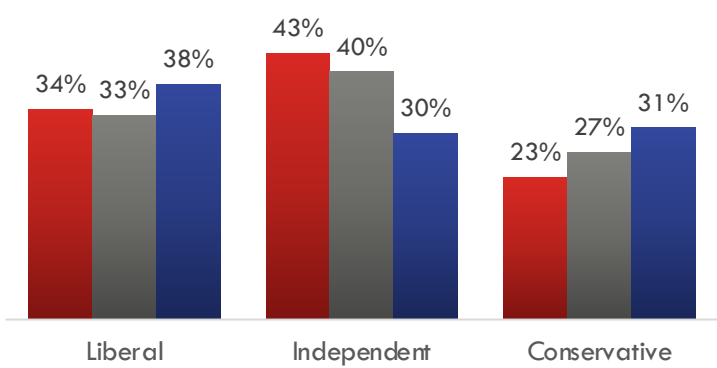
SEXUAL ORIENTATION



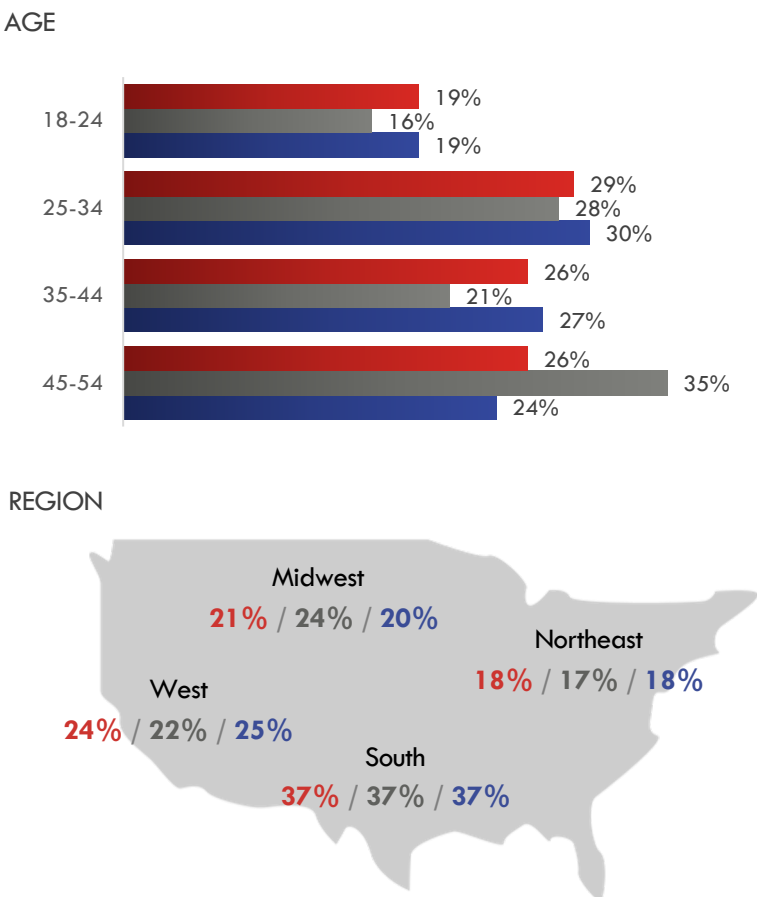
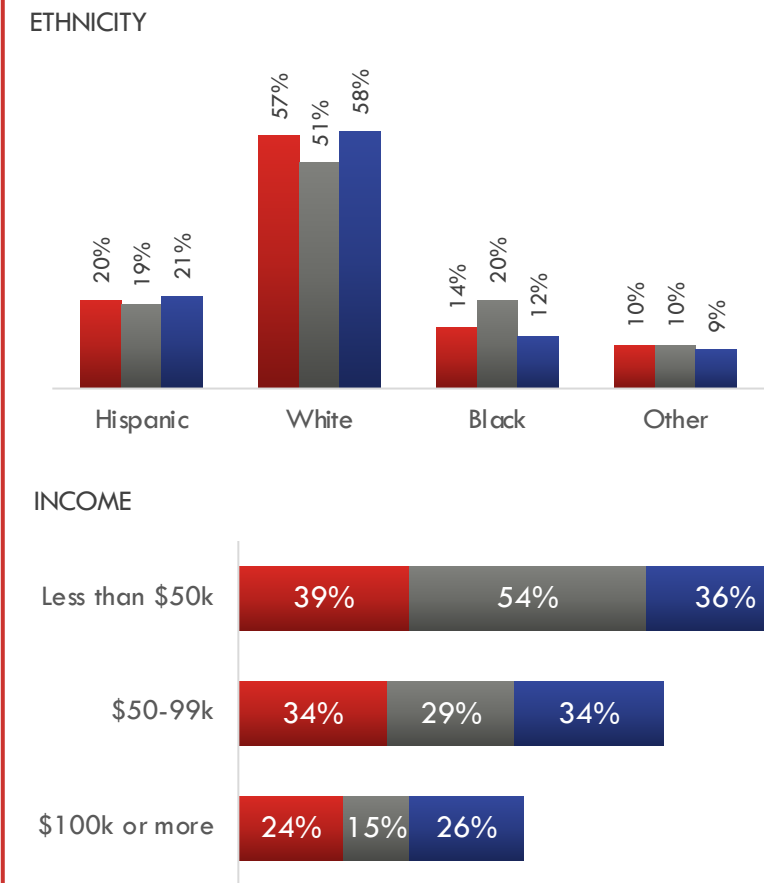
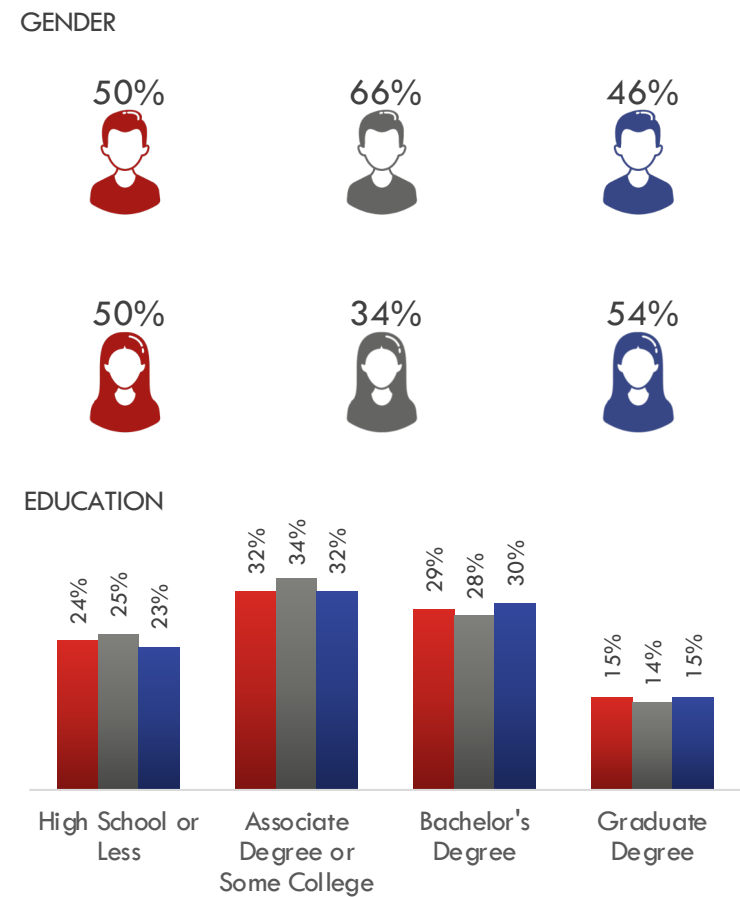
LIVING AREA



IDEOLOGY



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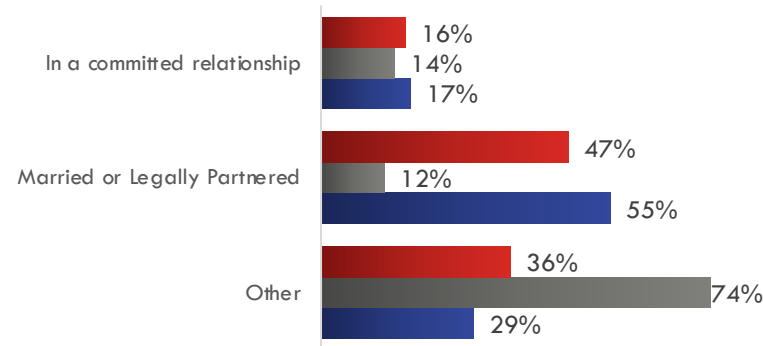




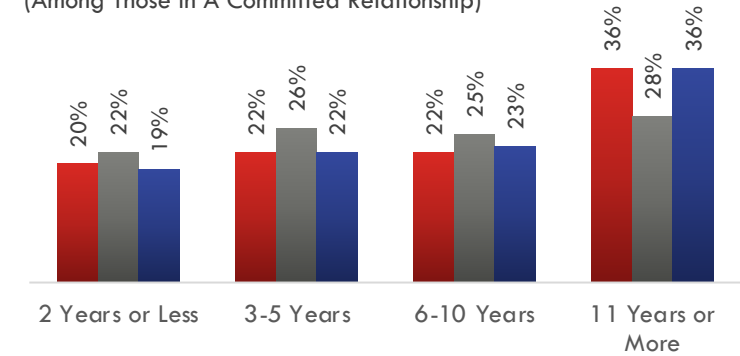
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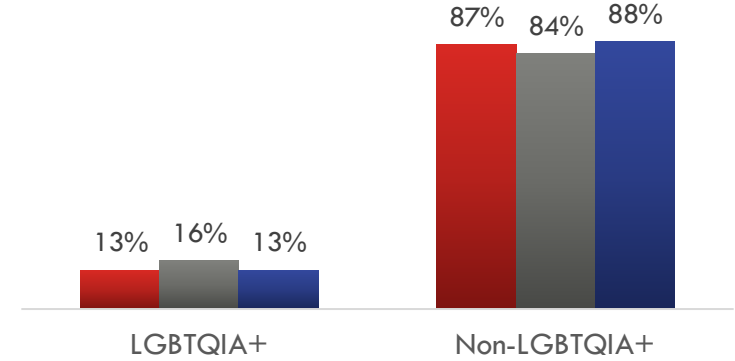
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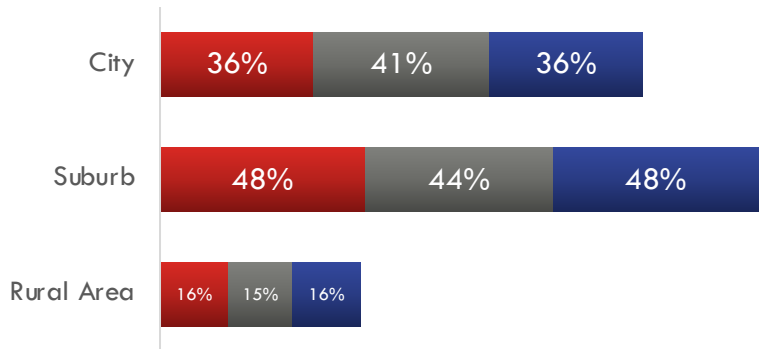
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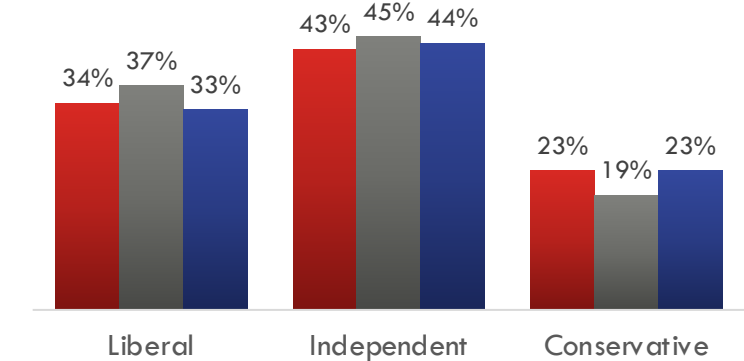
SEXUAL ORIENTATION



LIVING AREA

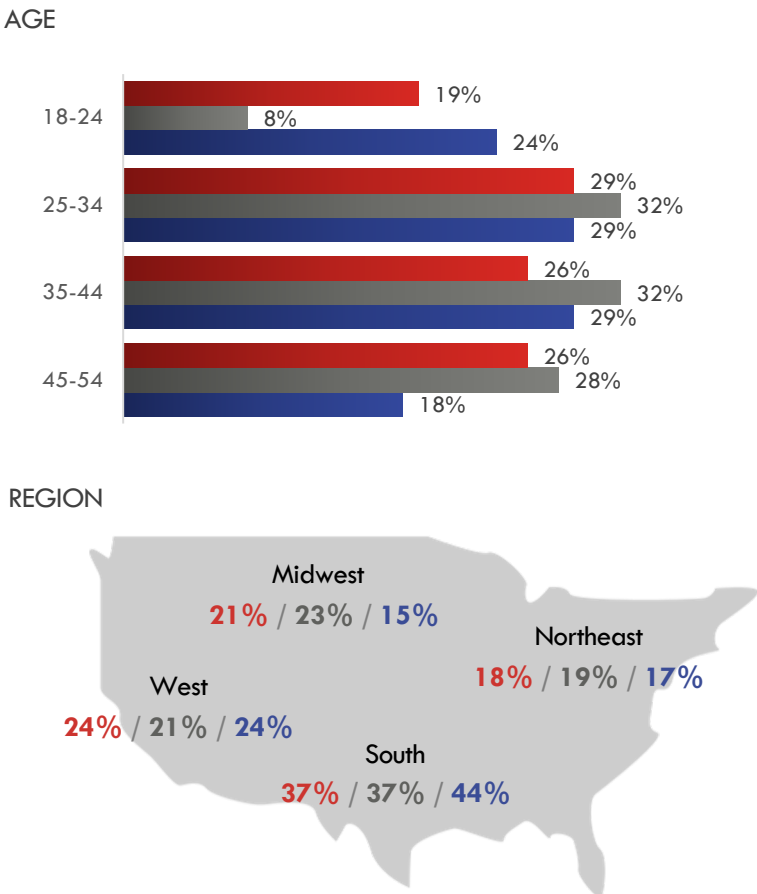
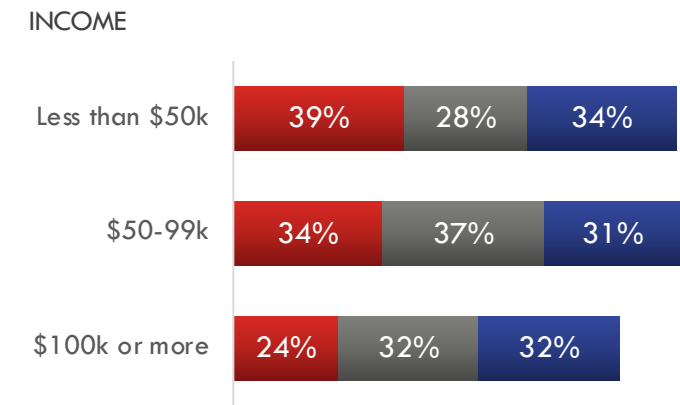
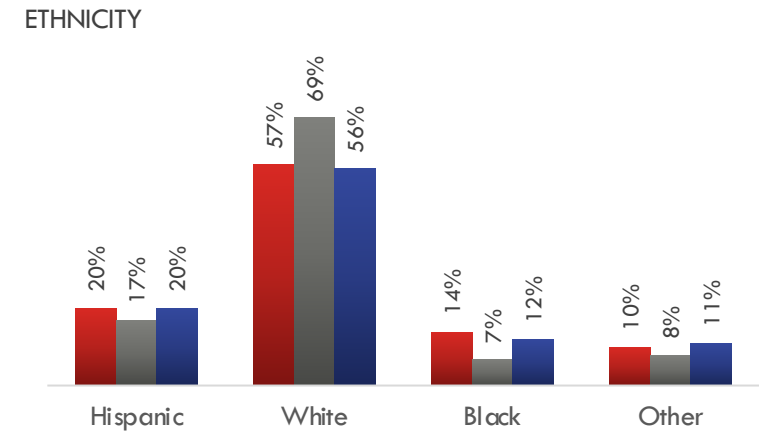
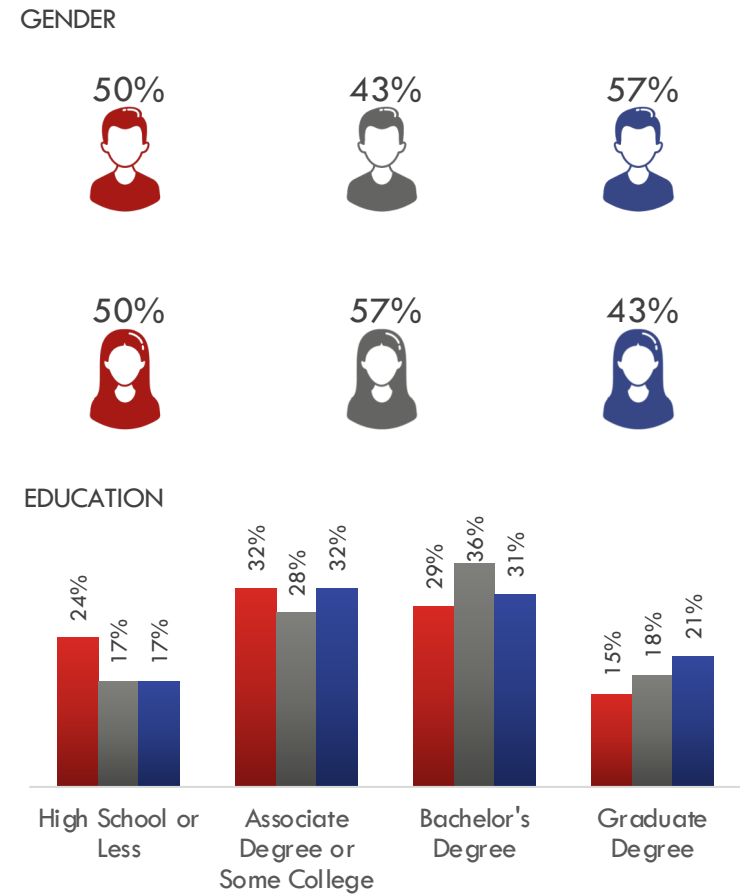


IDEOLOGY

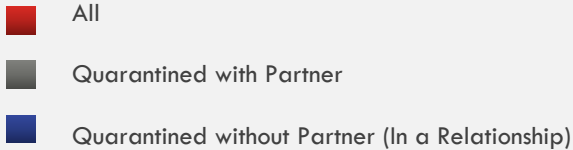


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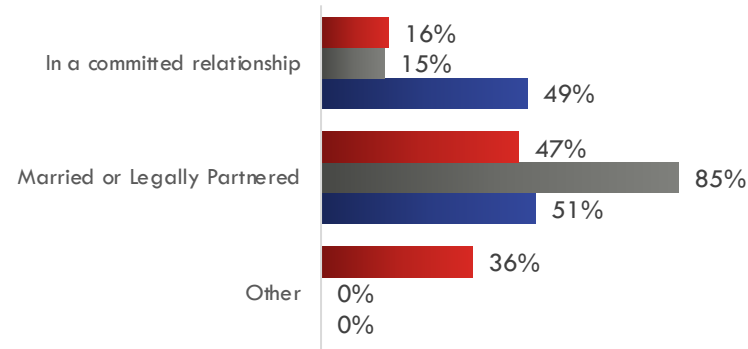
- All
- Quarantined with Partner
- Quarantined without Partner (In a Relationship)



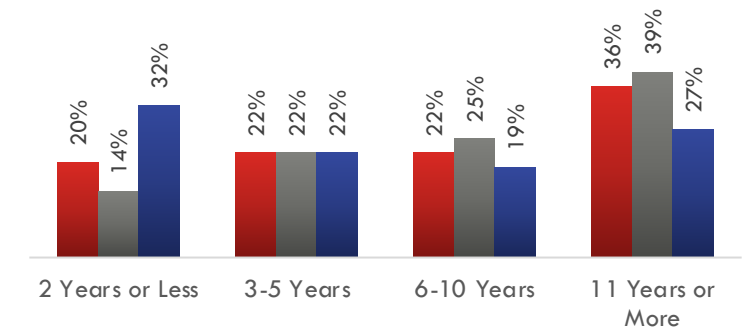
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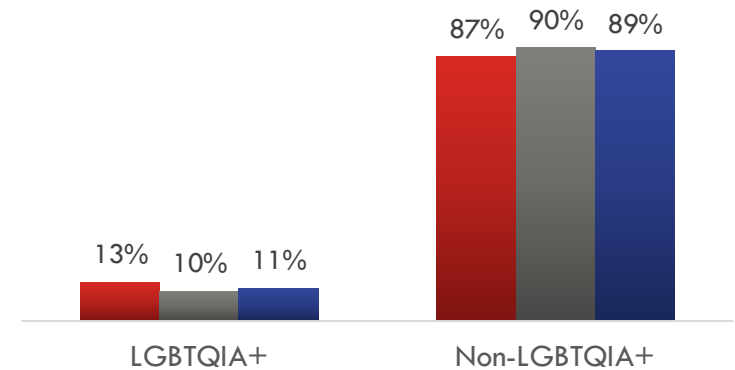
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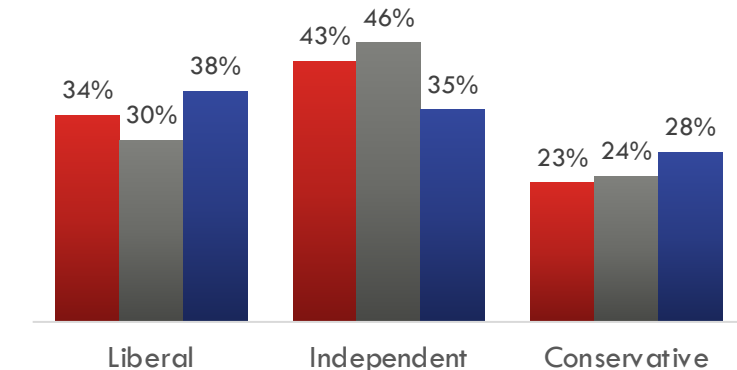
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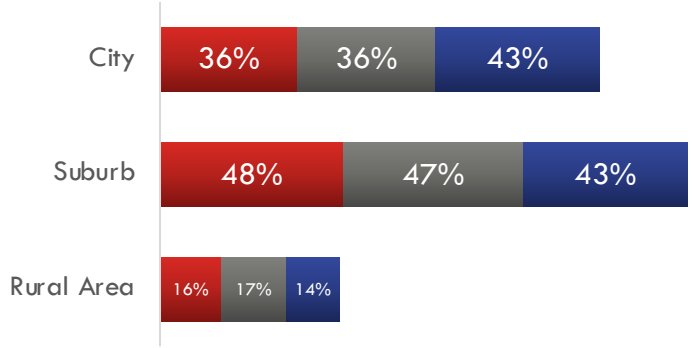
SEXUAL ORIENTATION



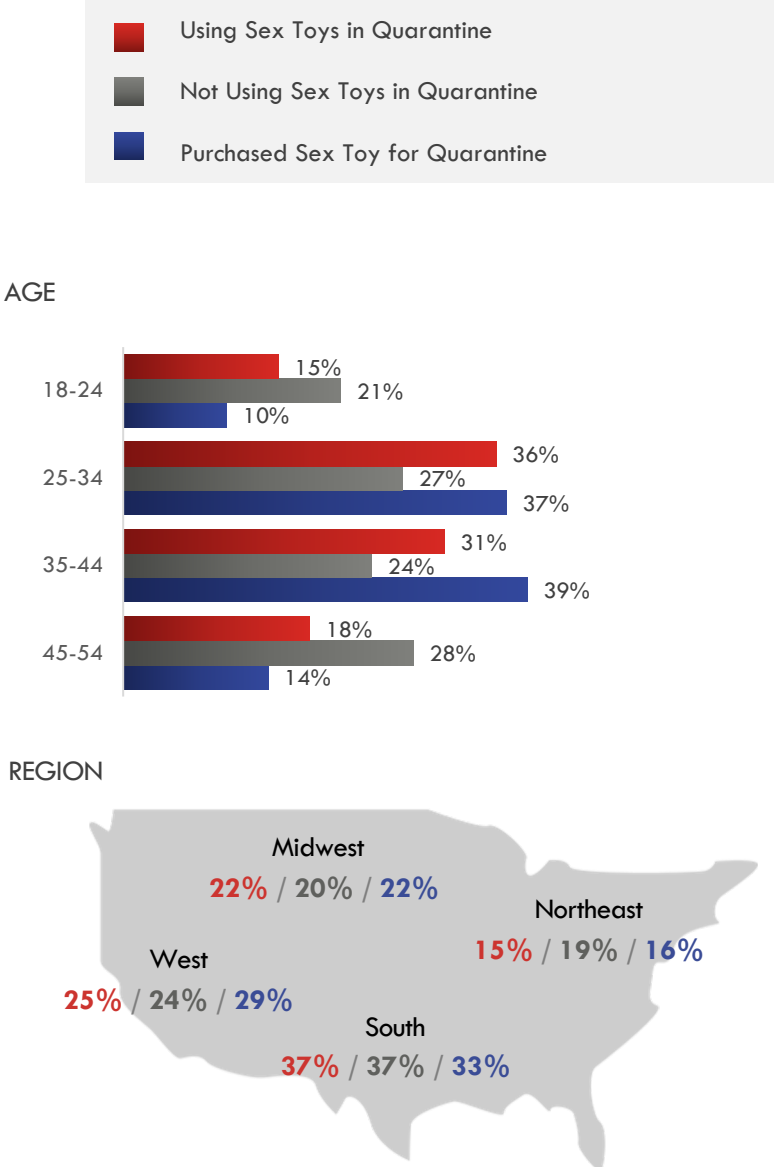
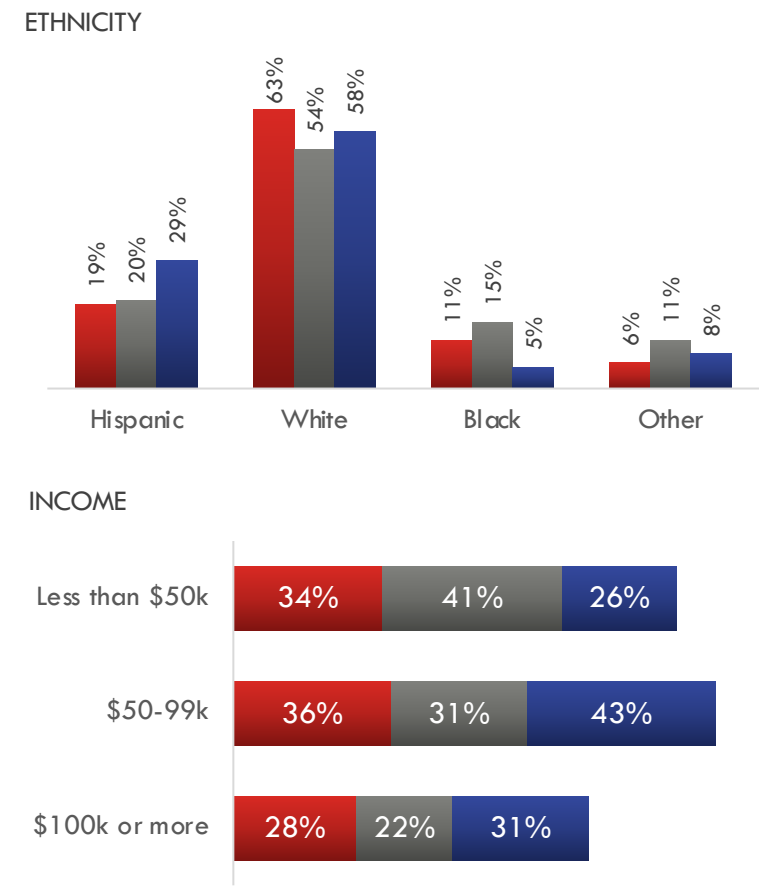
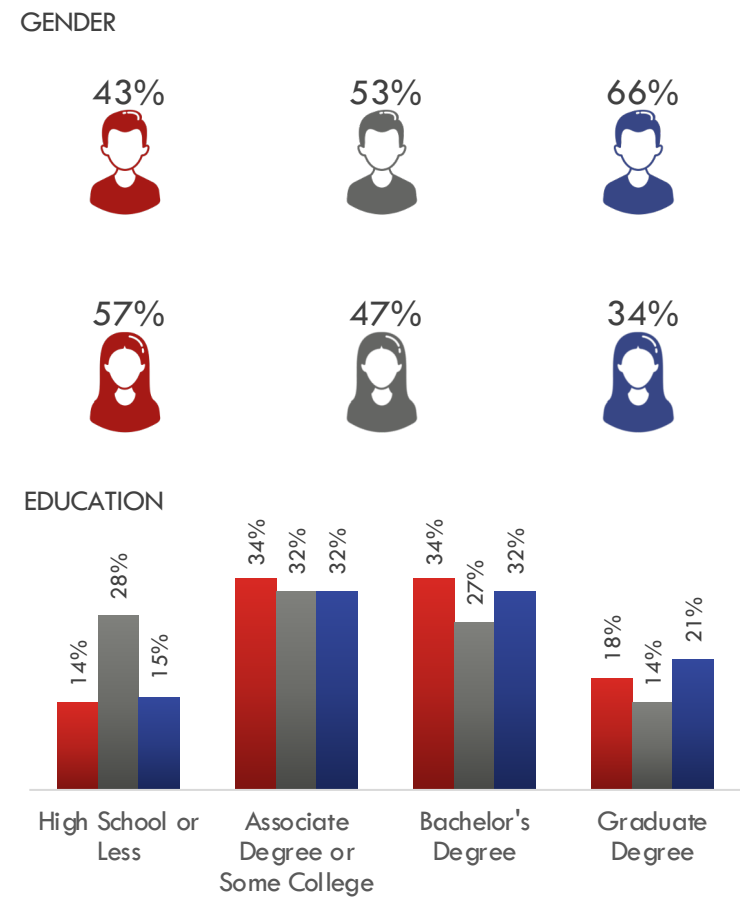
IDEOLOGY



LIVING AREA



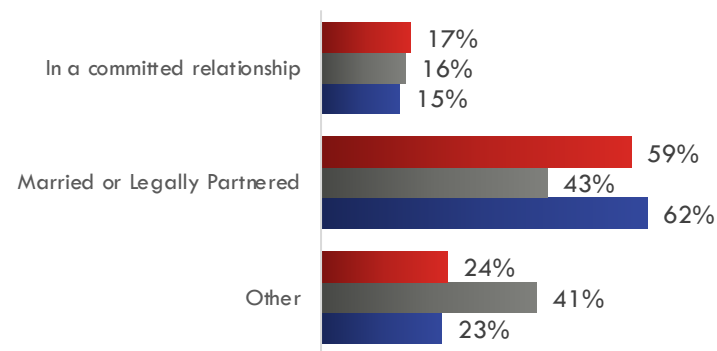
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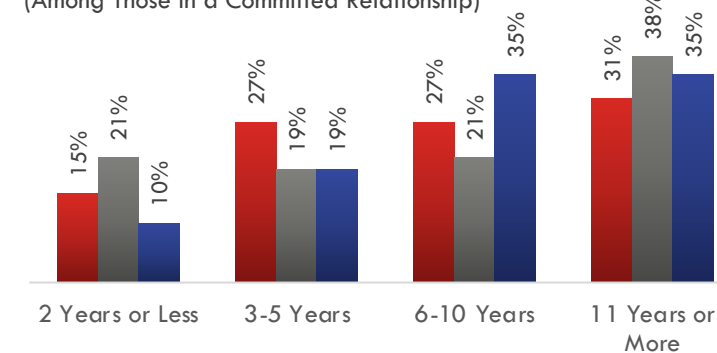
# Sex Toy Usage in Quarantine

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

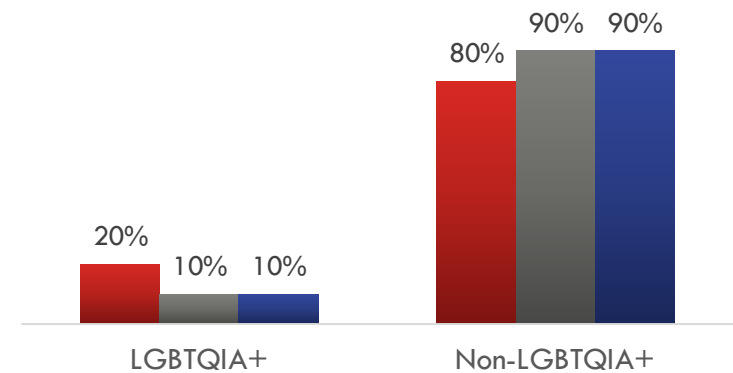
RELATIONSHIP STATUS



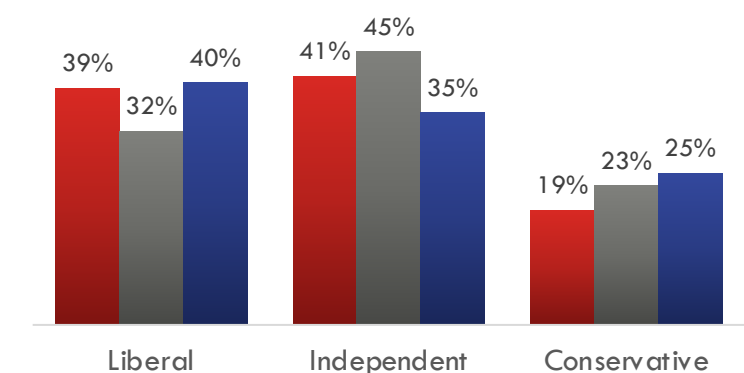
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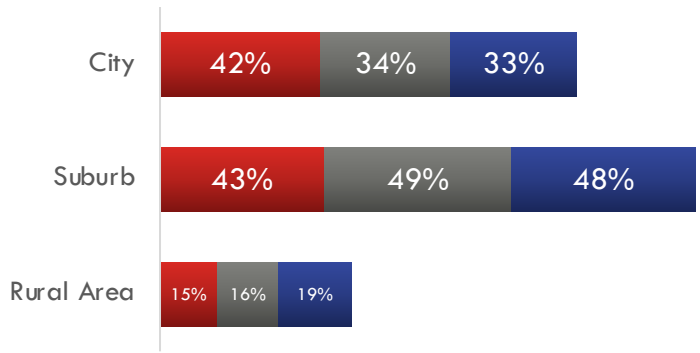
SEXUAL ORIENTATION



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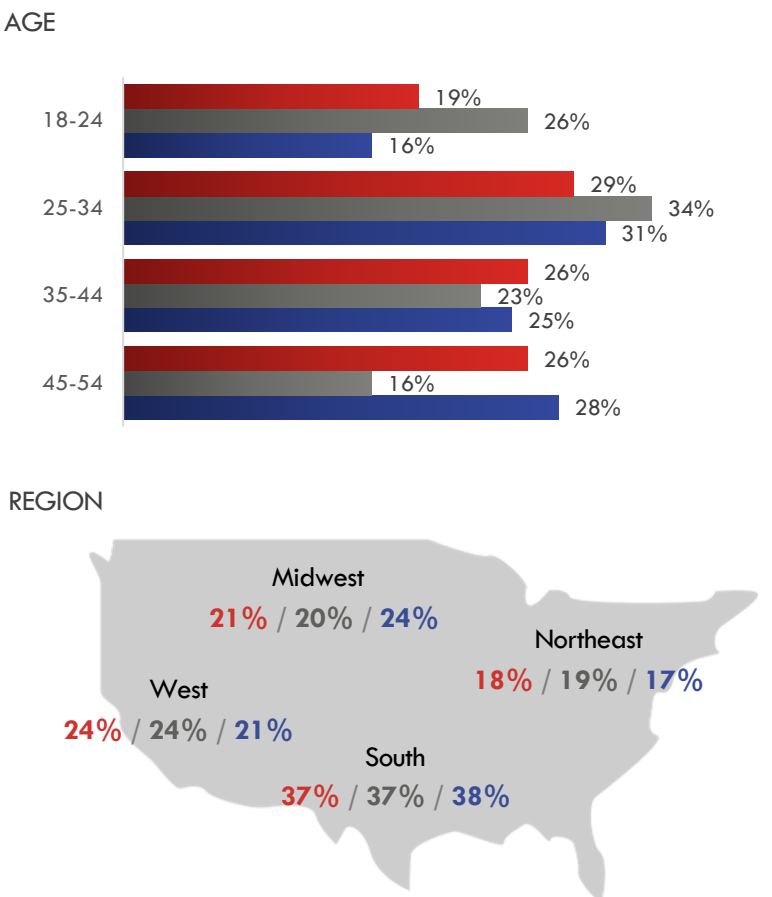
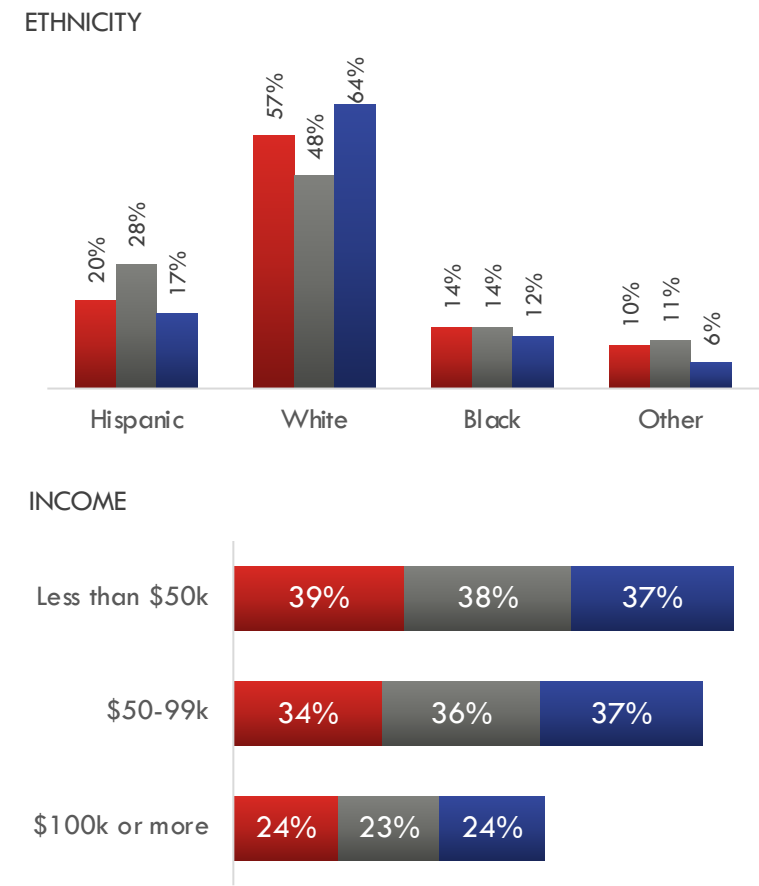
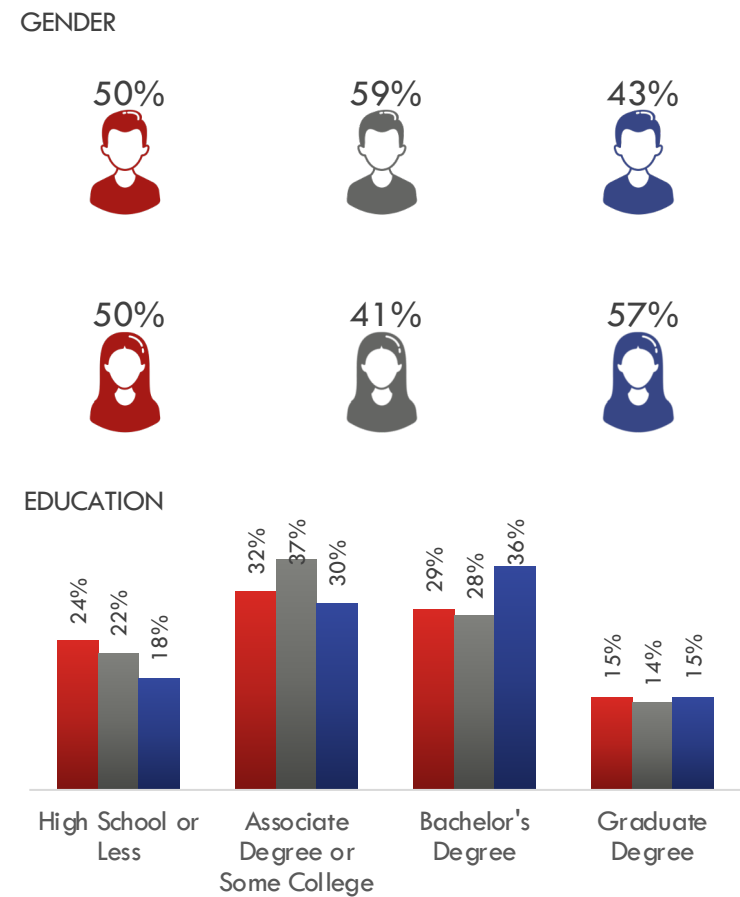


LIVING AREA

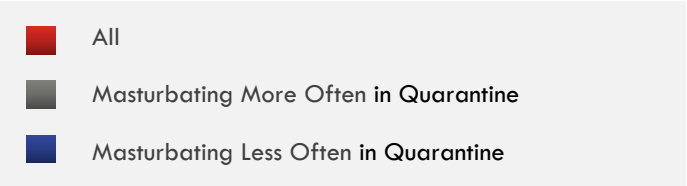


# Audience Profiling

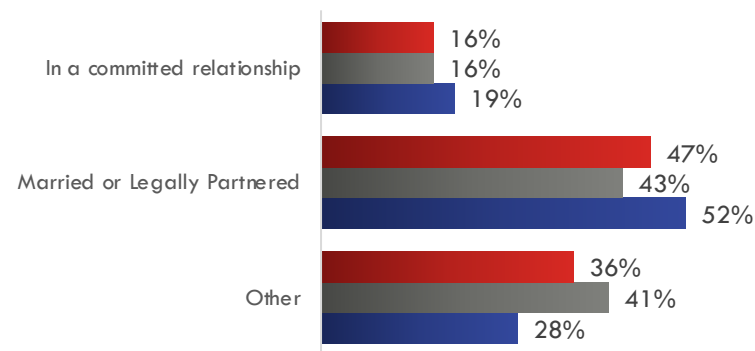
## Masturbating More and Less in Quarantine



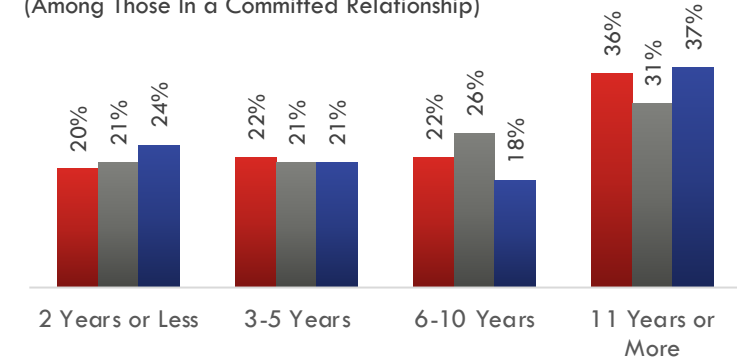
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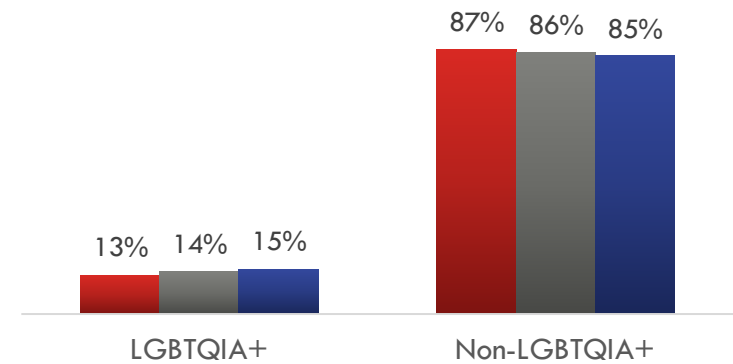
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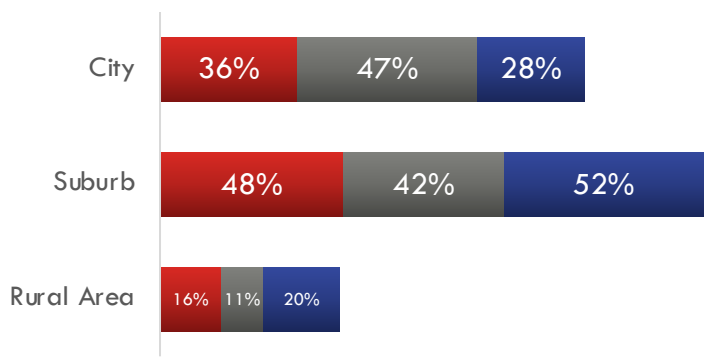
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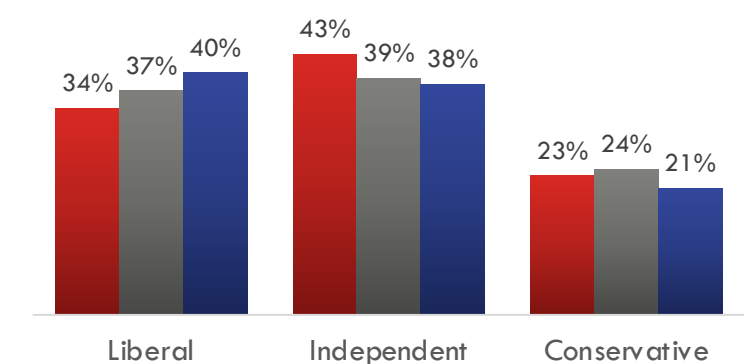
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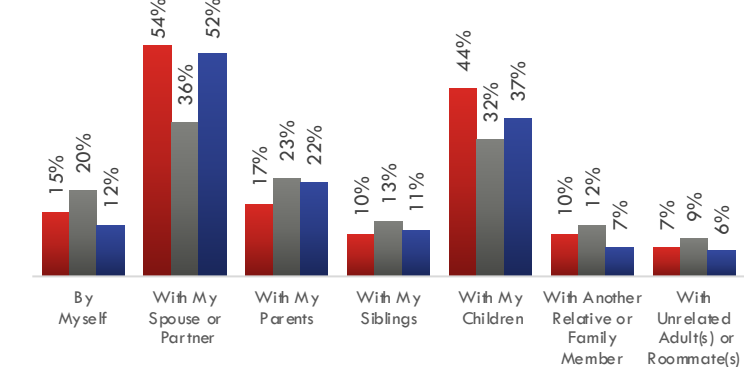
LIVING AREA



IDEOLOGY



QUARANTINE



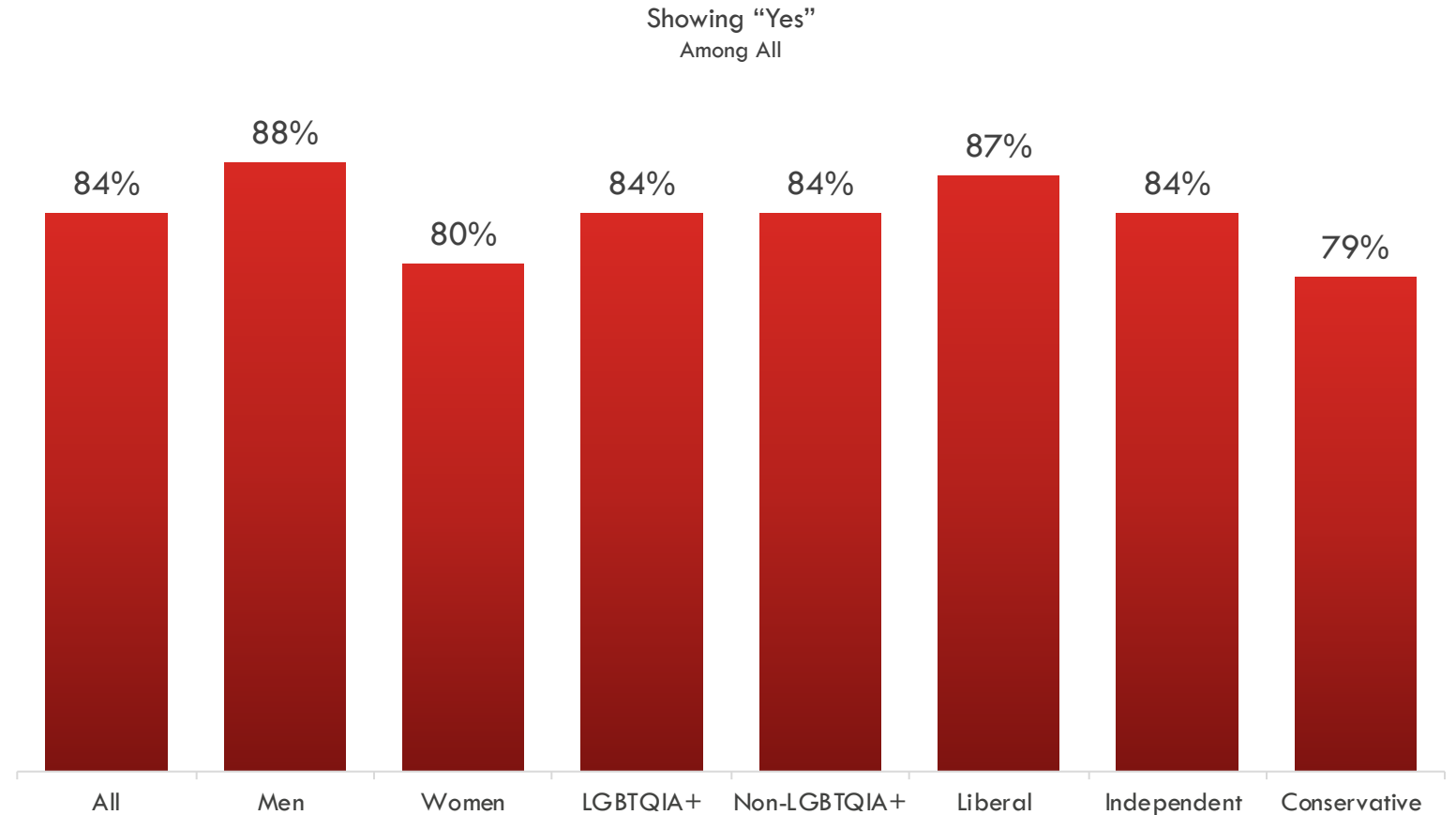
# THE STATE OF MASTURBATION IN THE U.S.

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# Most Americans Masturbate

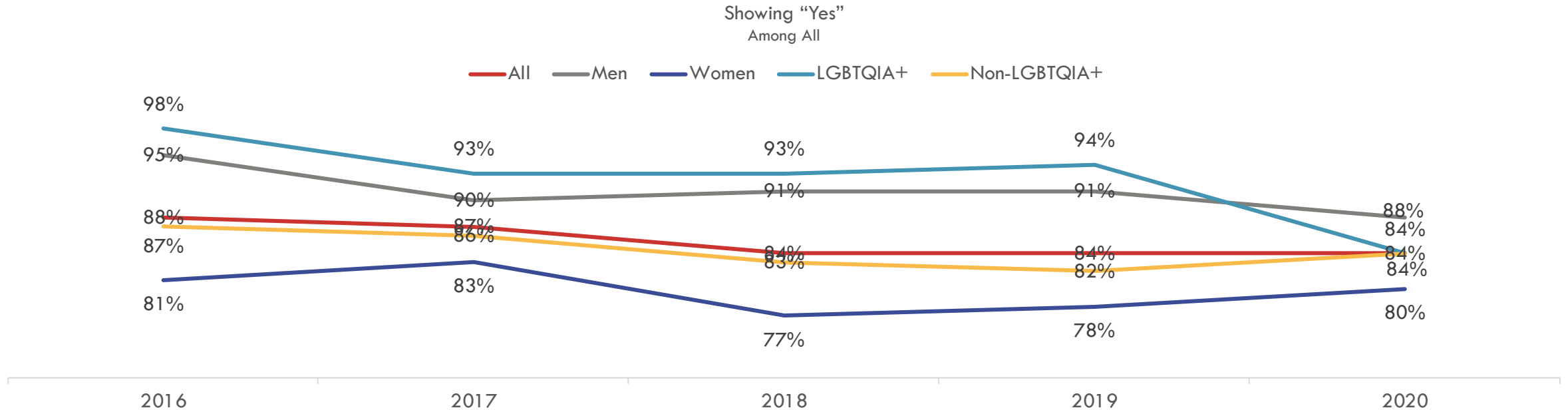
**84% of US Adults 18-54 have masturbated before, with Men more likely than Women and Liberals more likely than Conservatives.**



QMAS: Have you ever masturbated?

# The Majority of Americans Masturbate

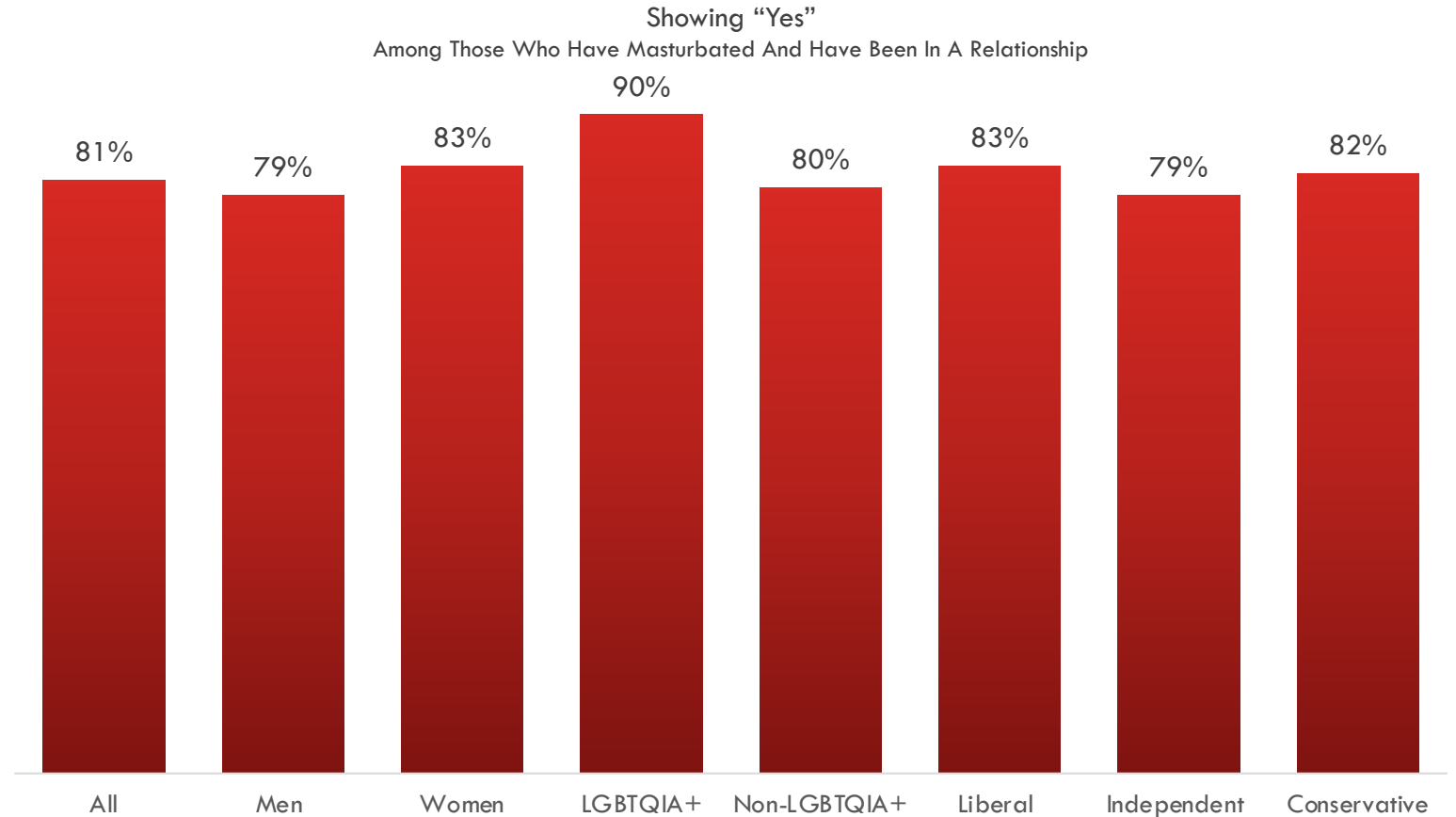
Over time, the amount of Americans who masturbate has remained stable, but 2020 saw a 10-point drop in the percentage of LGBTQIA+ respondents who had masturbated.



QMAS: Have you ever masturbated?

# Most Americans Masturbate While in a Relationship

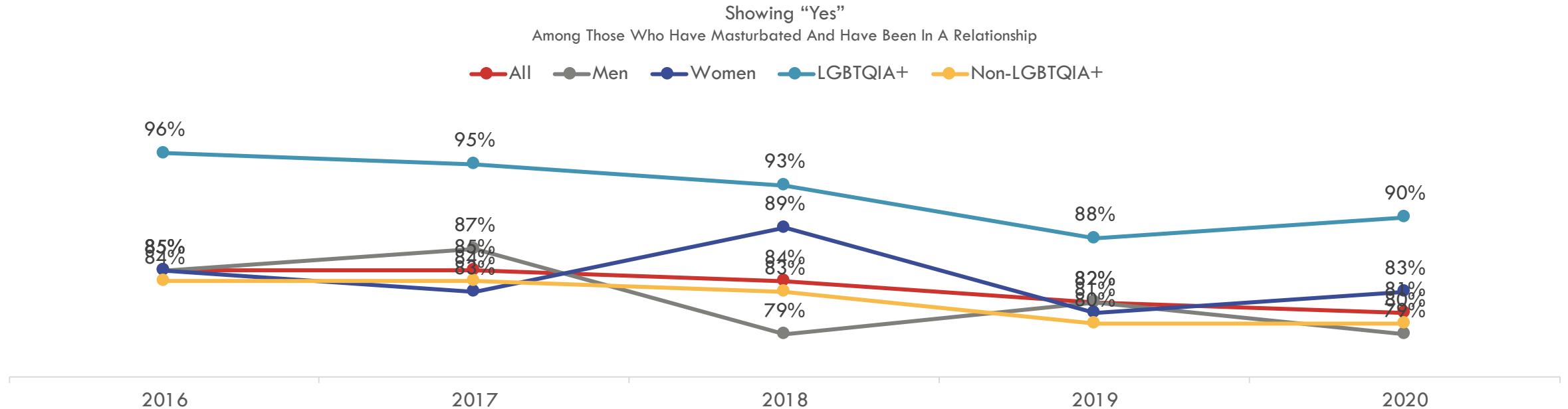
**Of those who have both masturbated and been in a relationship, 4 in 5 masturbate by themselves while in a relationship. LGBTQIA+ Americans are 10% more likely than non-LGBTQIA+ to masturbate by themselves while in a relationship.**



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

# LGBTQIA+ Individuals Have Seen a Slight Decrease in Solo Masturbation While in a Relationship

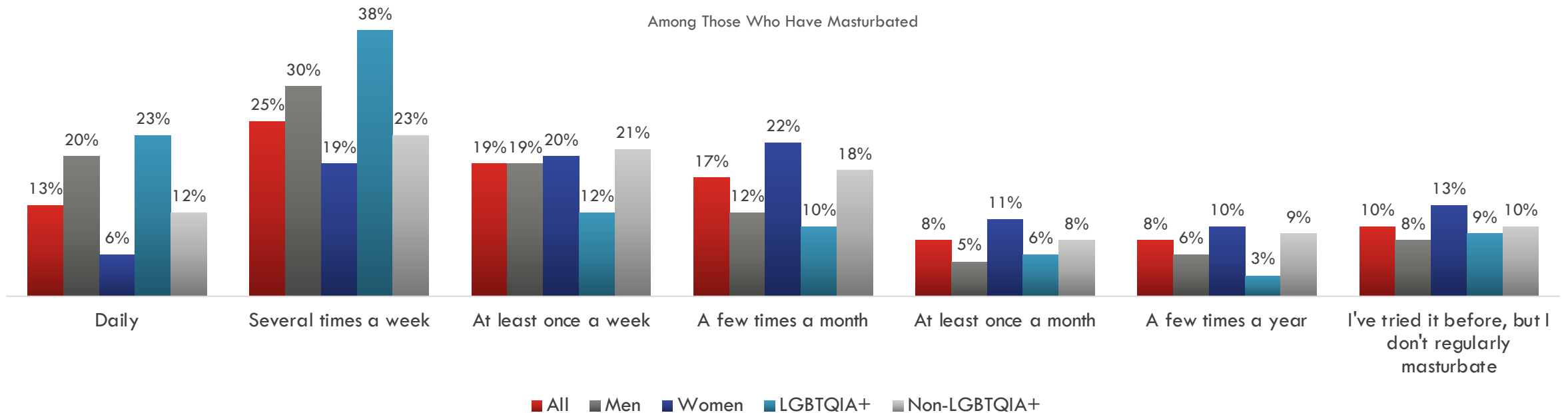
**LGBTQIA+ Americans are historically more likely to masturbate alone while in a relationship; however, that likelihood has trended downward since 2016.**



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

# Most Americans Masturbate Once a Week or More

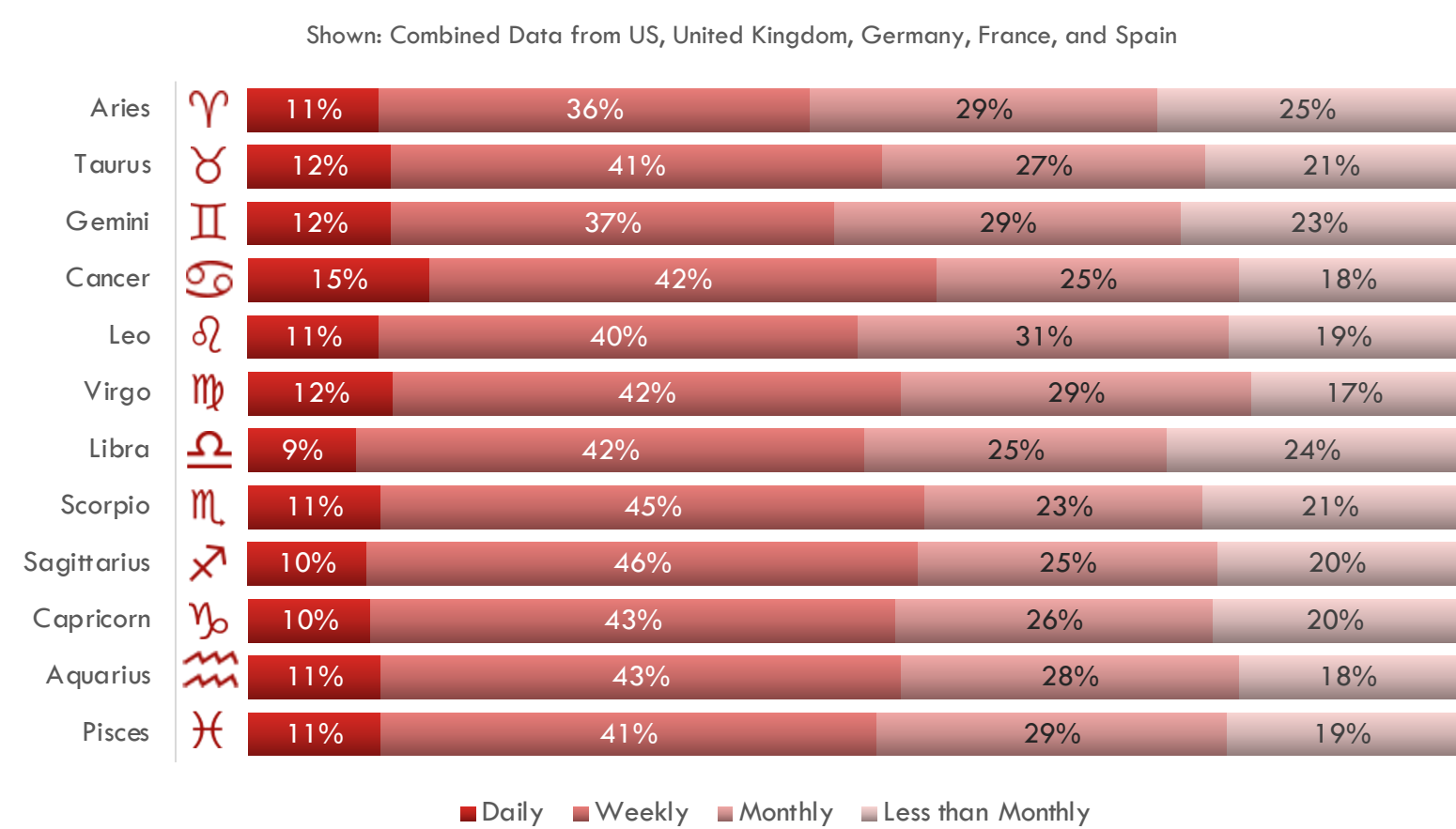
More than half of those who masturbate do so at least once a week, largely driven by Men's high masturbation frequency; Women are more likely to masturbate less than once a week. Similarly, LGBTQIA+ individuals tend to masturbate more frequently than non-LGBTQIA+ individuals.



QMASFREQ: How frequently do you masturbate on average?

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

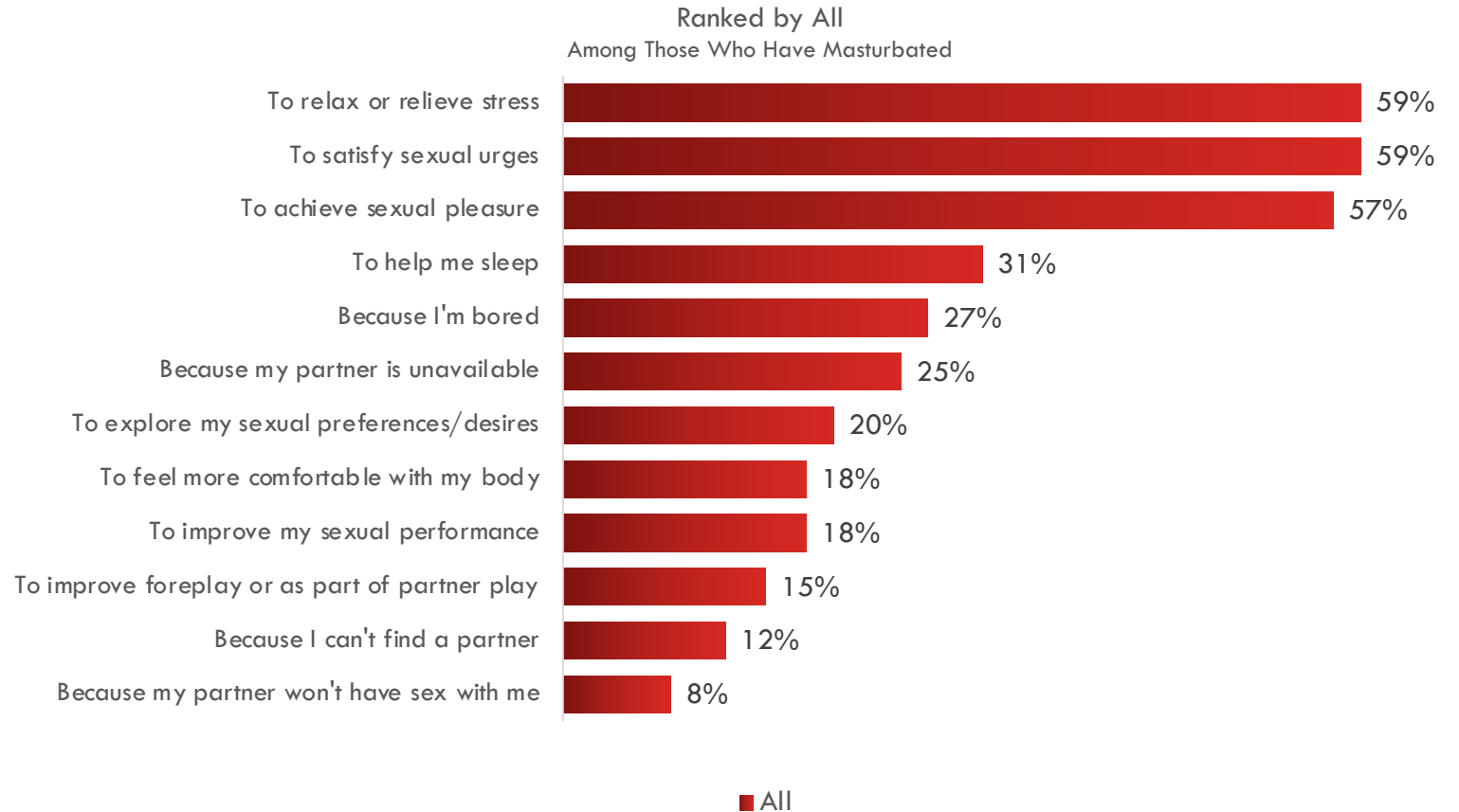
Aries respondents are least likely to indicate weekly-or-greater masturbation frequency.



QMASFREQ: How frequently do you masturbate on average?

# Most Americans Who Masturbate do so to Relax, Satisfy Urges, or Achieve Pleasure

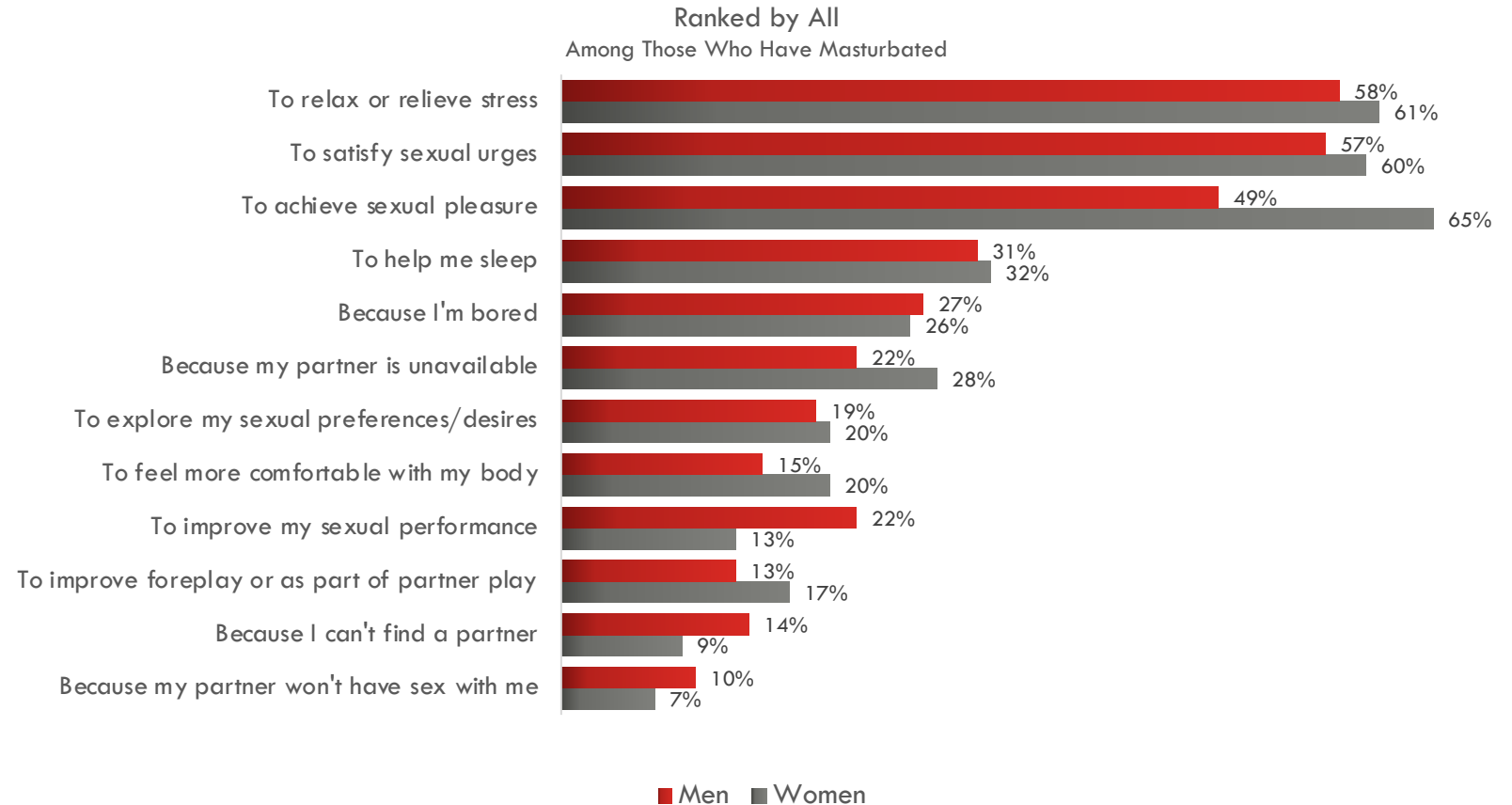
Other high-ranking purposes given for masturbation include non-sexual reasons like “To help me sleep” and “Because I’m bored.”



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

# Women Focus More on Innate Masturbation Benefits; Men Tend to Relate Masturbation to Sex

**Women are above average on the top 3 reasons to masturbate - stress relief, sexual urges, and sexual pleasure - while Men are above average on “To improve my sexual performance,” and “Because I can’t find a partner.”**

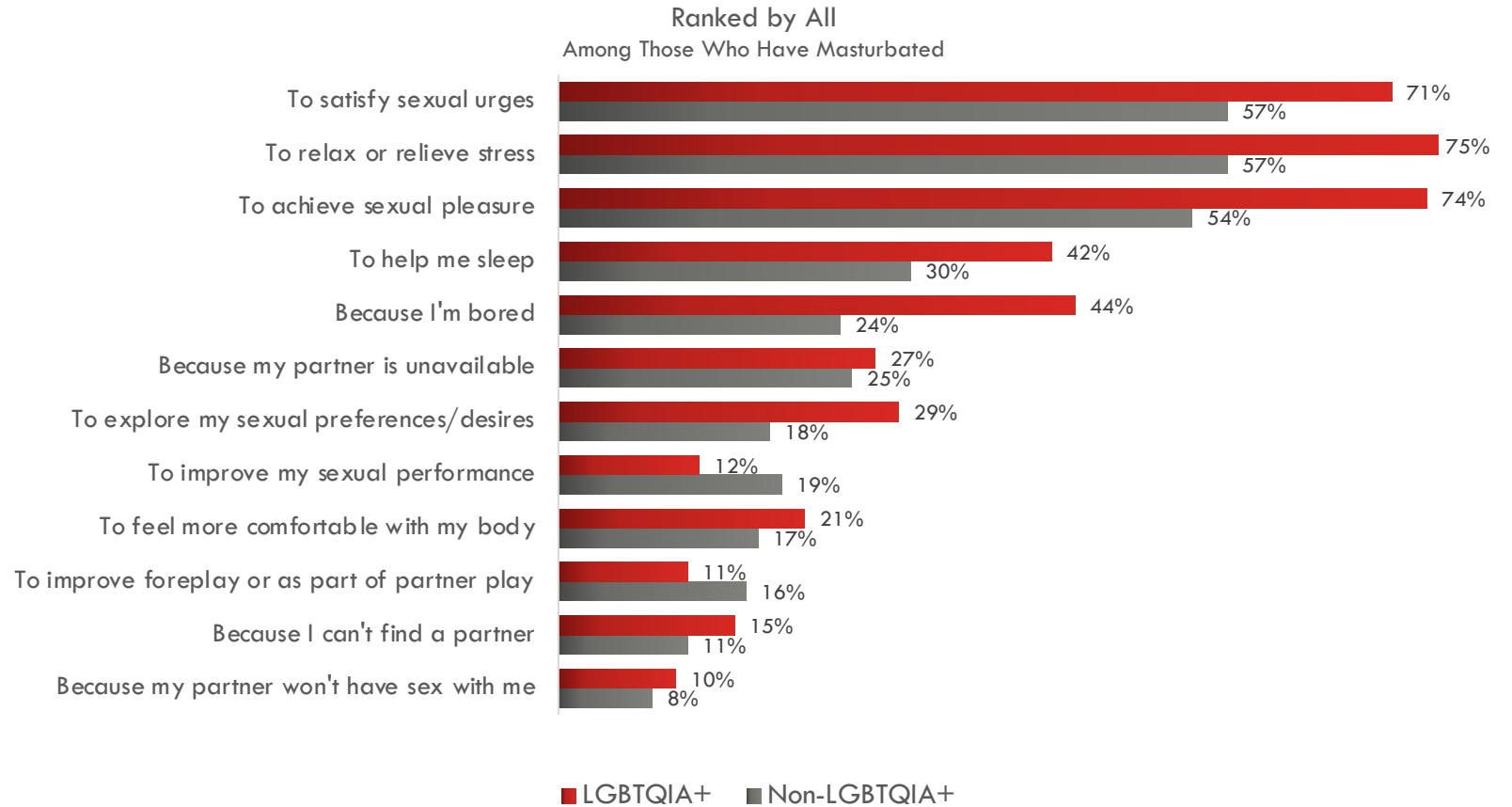


QMASWHY: Why do you generally masturbate? Please select all that apply



# LGBTQIA+ Individuals Identify More Masturbation Benefits

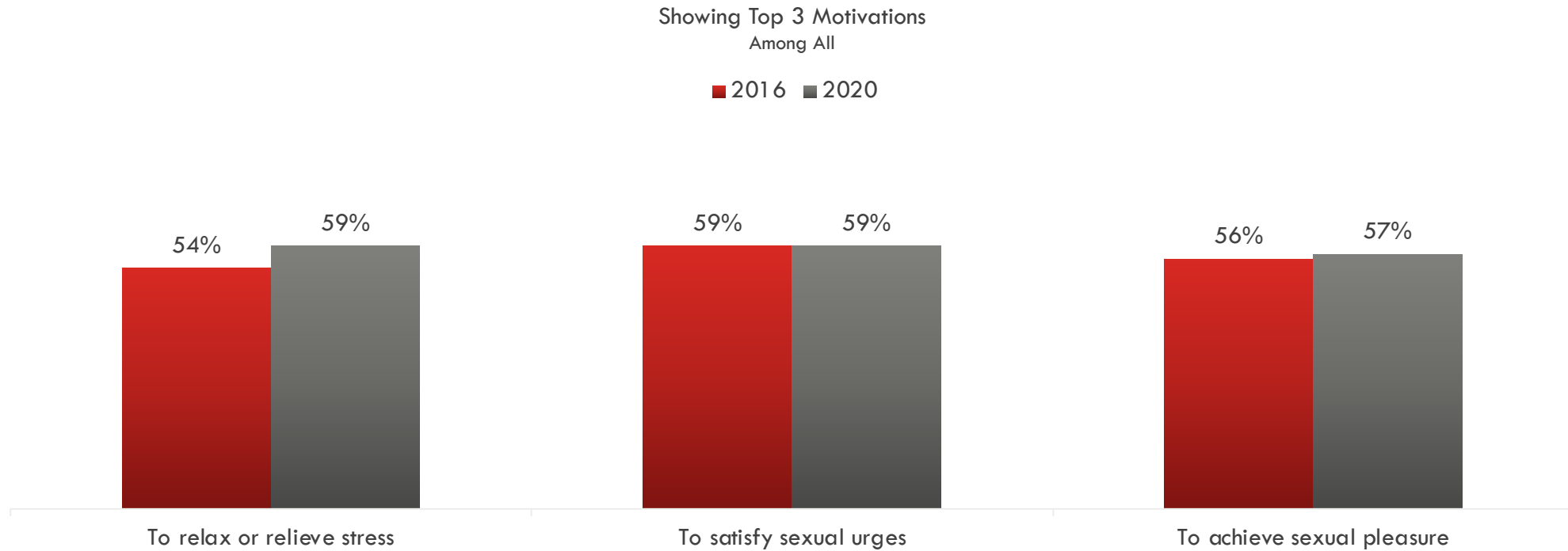
**LGBTQIA+ respondents are more likely to identify almost every reason to masturbate. The two exceptions where Non-LGBTQIA+ eclipse LGBTQIA+ are “To improve my sexual performance” and “To improve foreplay or as part of partner play.”**



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

# Top Reasons For Masturbating Have Generally Remained Steady Over Time

**Masturbation as a stress-reliever gained 5 pts since 2016.**

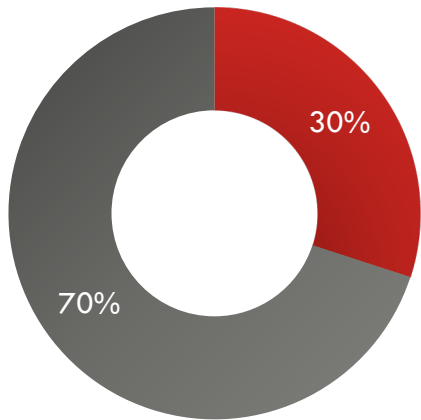


QMASWHY: Why do you generally masturbate? Please select all that apply

# More than Two-Thirds of Americans Who Do Not Masturbate Claim They've Never Even Considered it

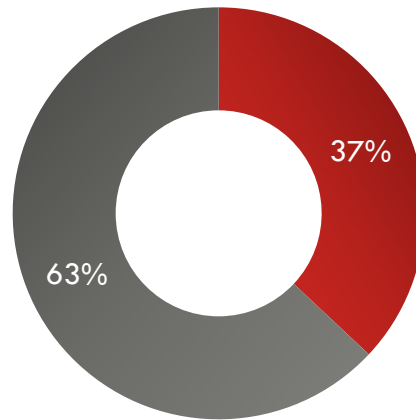
Women are likelier than men to say they have never considered masturbating.

All  
Among Those Who Have Never Masturbated



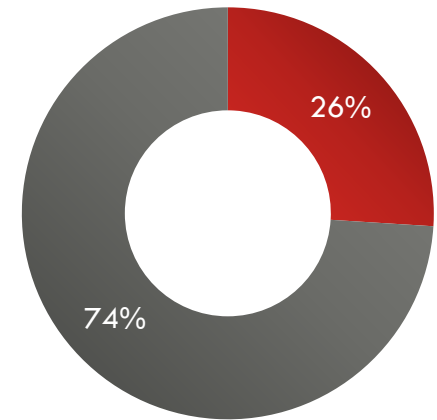
■ Yes ■ No

Men  
Among Those Who Have Never Masturbated



■ Yes ■ No

Women  
Among Those Who Have Never Masturbated

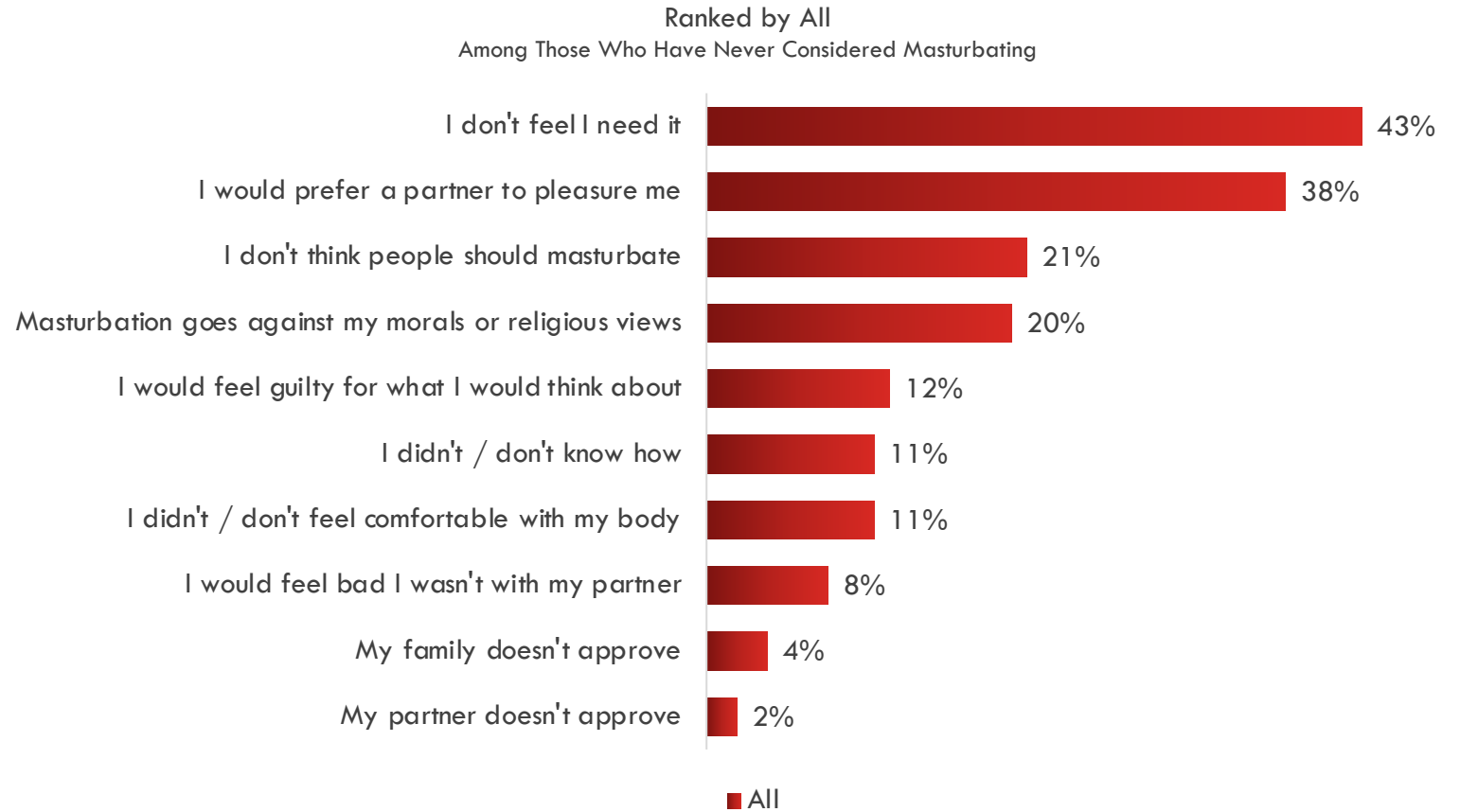


■ Yes ■ No

QMAS2: Have you ever considered masturbating?

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

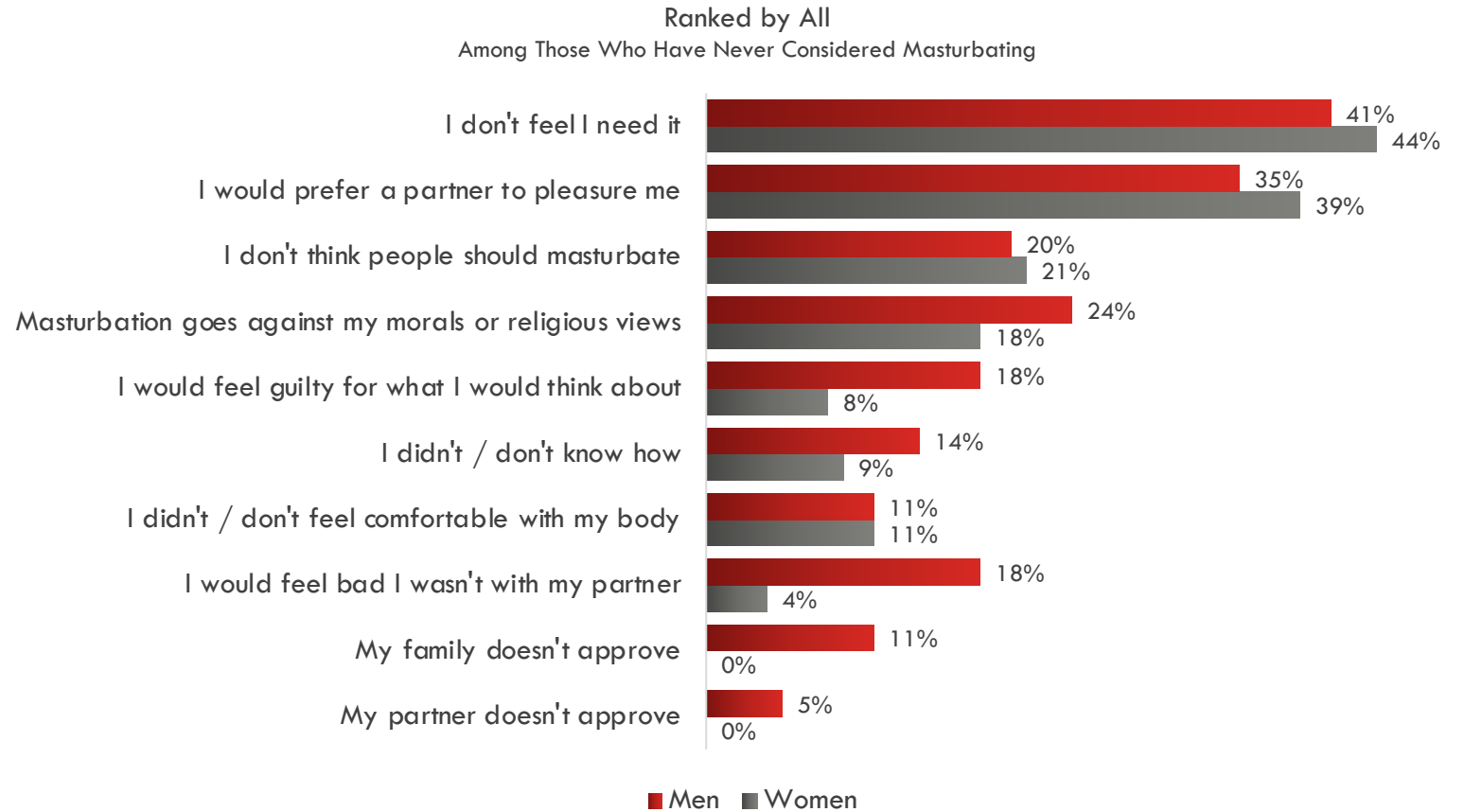
**Among the 16% of Americans that do not masturbate, the top reasons given for not considering masturbation center on personal desire: “I don’t feel I need it” and “I would prefer a partner to pleasure me.” Moral or religious objections are less commonly cited.**



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

# Men Are More Likely than Women to Identify Moral Objections or Guilt as Barriers to Masturbation

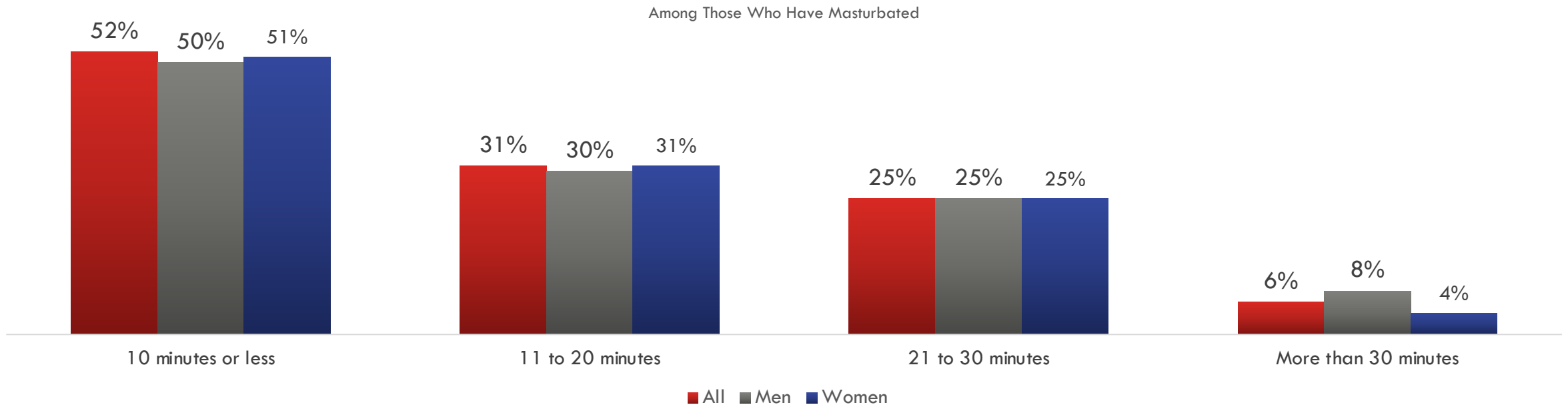
Though the top objections to masturbation for both men and women are “I don’t feel I need it” and “I would prefer a partner to pleasure me,” Men are more likely than Women to invoke their morals or religious beliefs or a sense of guilt (“I would feel guilty for what I would think about” and “I would feel bad I wasn’t with my partner”).



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

# Americans Lean Toward Shorter Masturbation Sessions

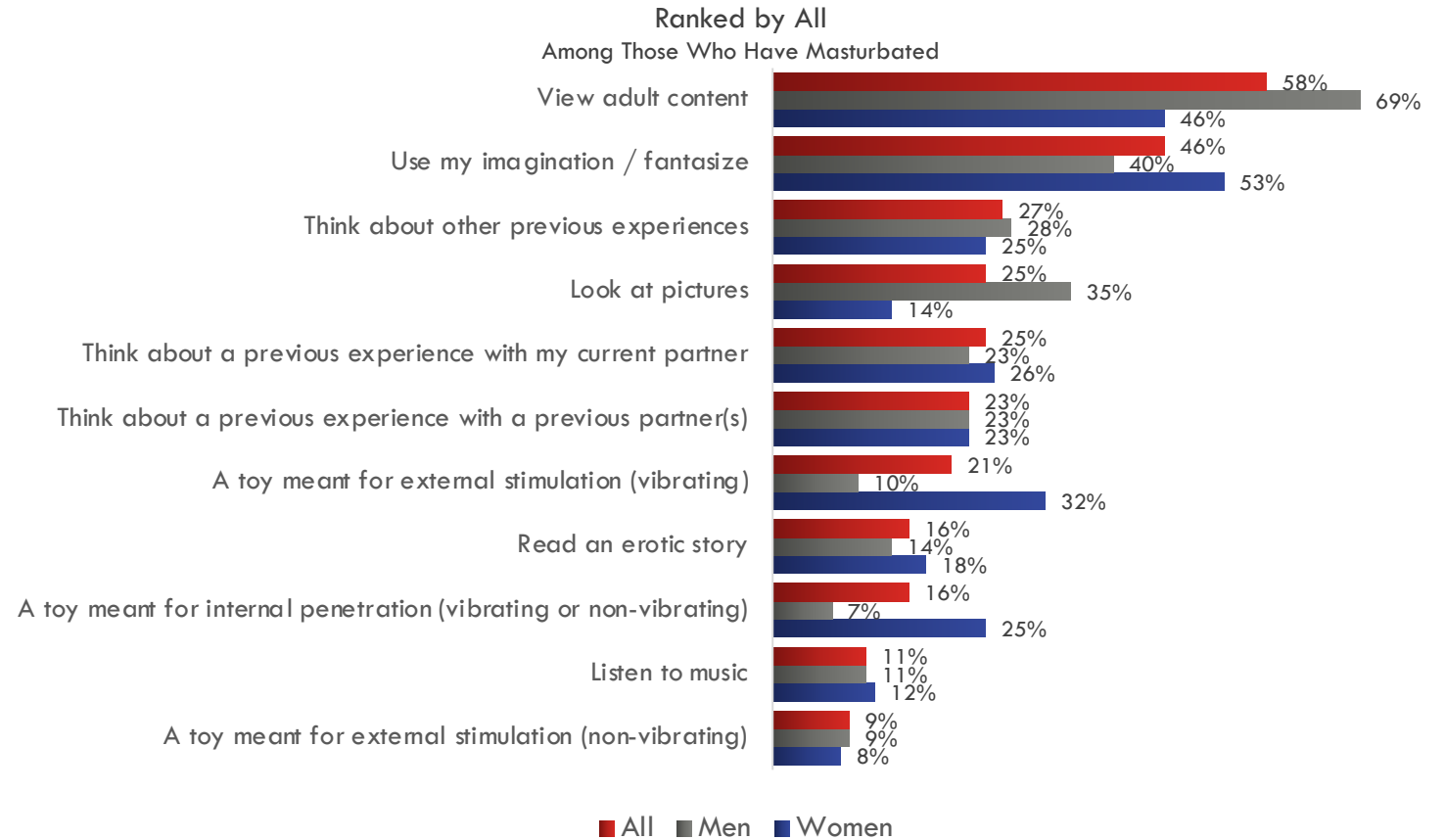
**52% report masturbating for an average of 10 minutes or less per session, and only 6% report an average session length greater than 30 minutes.**



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

Men are more likely to view adult content or look at pictures than women when they masturbate, while Women are more likely to use their imagination/fantasize and more likely to use toys (external or internal).



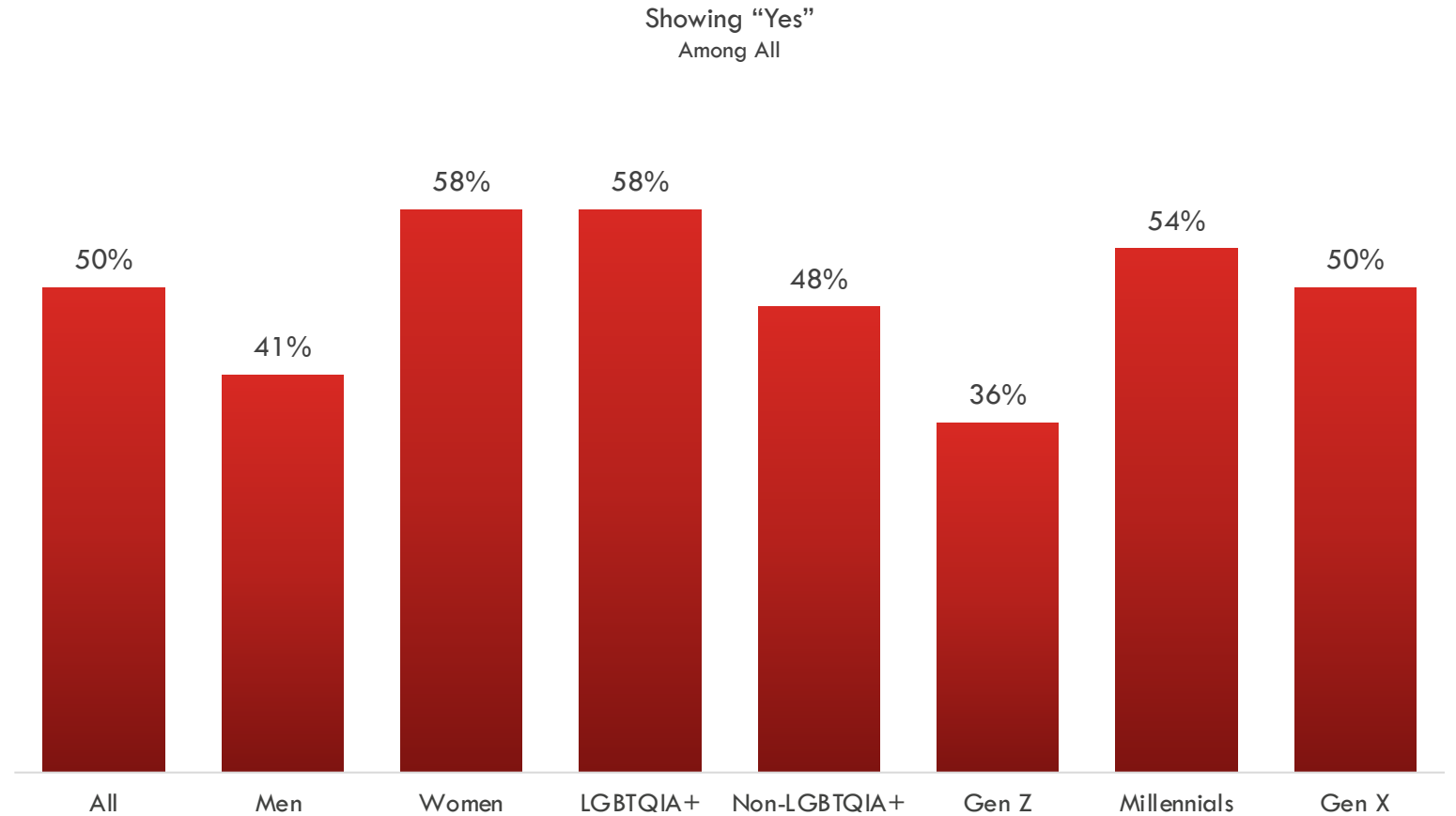
QROUTINE2: What do you generally do or use when you masturbate? Please select all that apply.

# SEX TOYS



# Most Women Have Used Sex Toys; Most Men Have Not

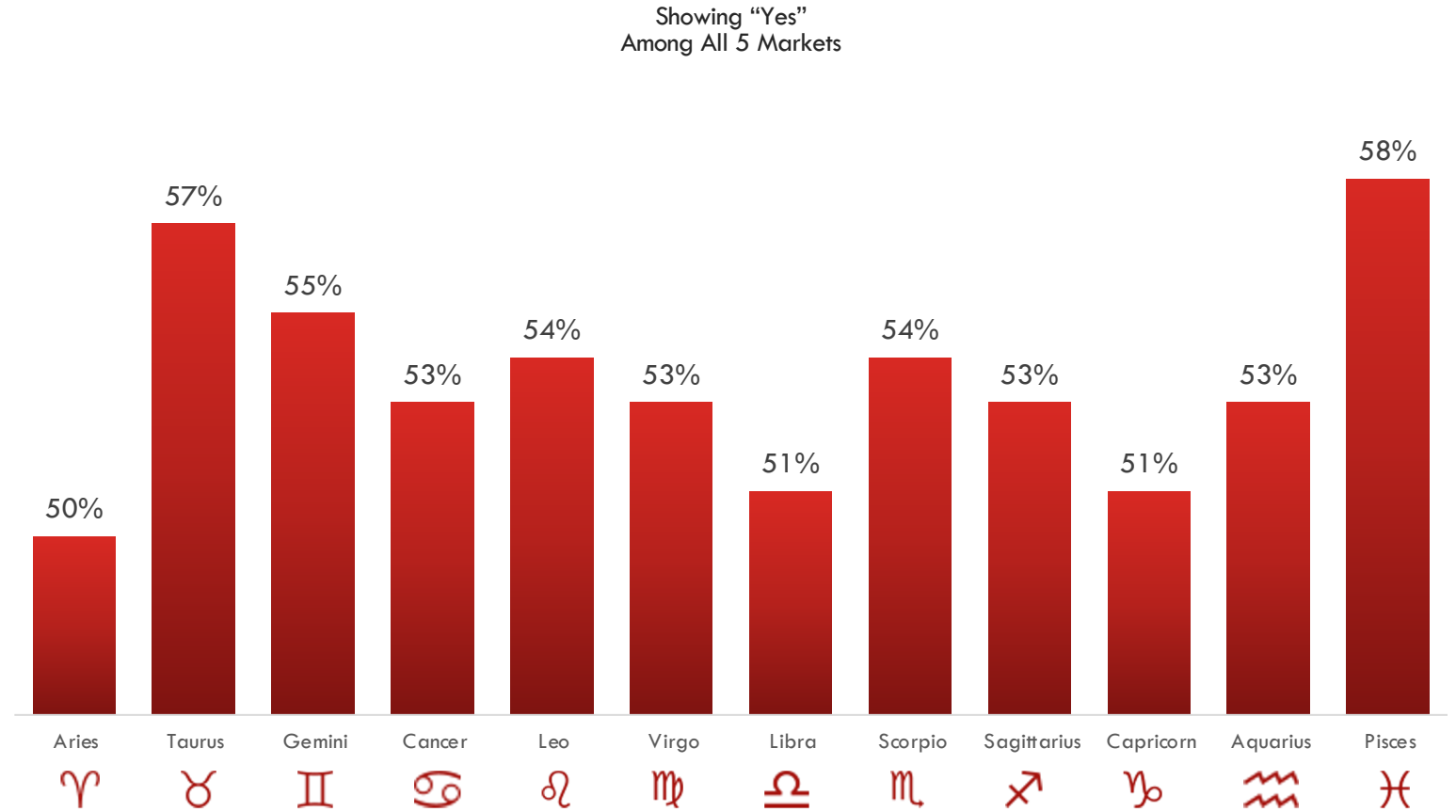
**Overall, half of US Adults 18-54 report having used a sex toy previously. However, while most women and LGBTQIA+ have used a sex toy, most men and Gen Z have not.**



QTOYS: Have you ever used any sex toys?

# Pisces Are Most Likely to Have Used a Sex Toy

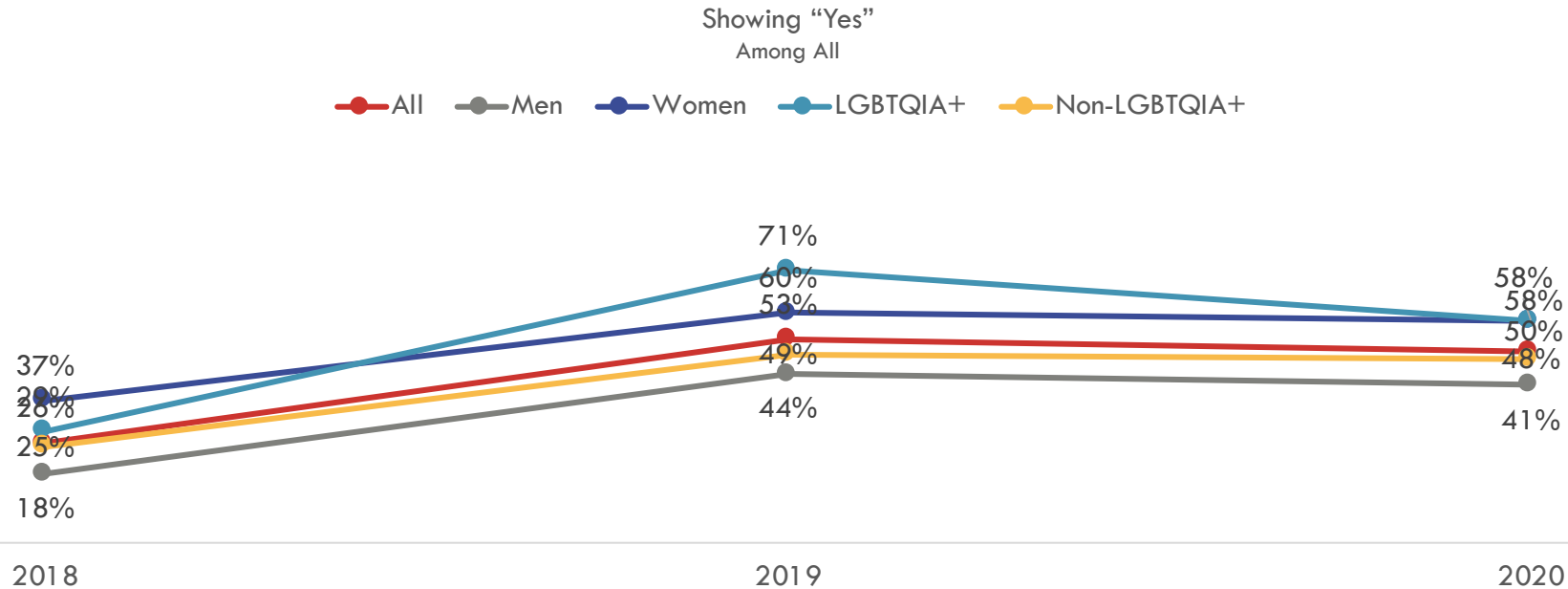
Across all Zodiacs, at least half of respondents have used sex toys, with Pisces and Taurus leading in sex toy usage; Aries, Libra, and Capricorn express the lowest usage.



QTOYS: Have you ever used any sex toys?

# Sex Toy Usage Remained Relatively Flat Between 2019 and 2020

However, Americans' use of sex toys has increased for all audiences since 2018.

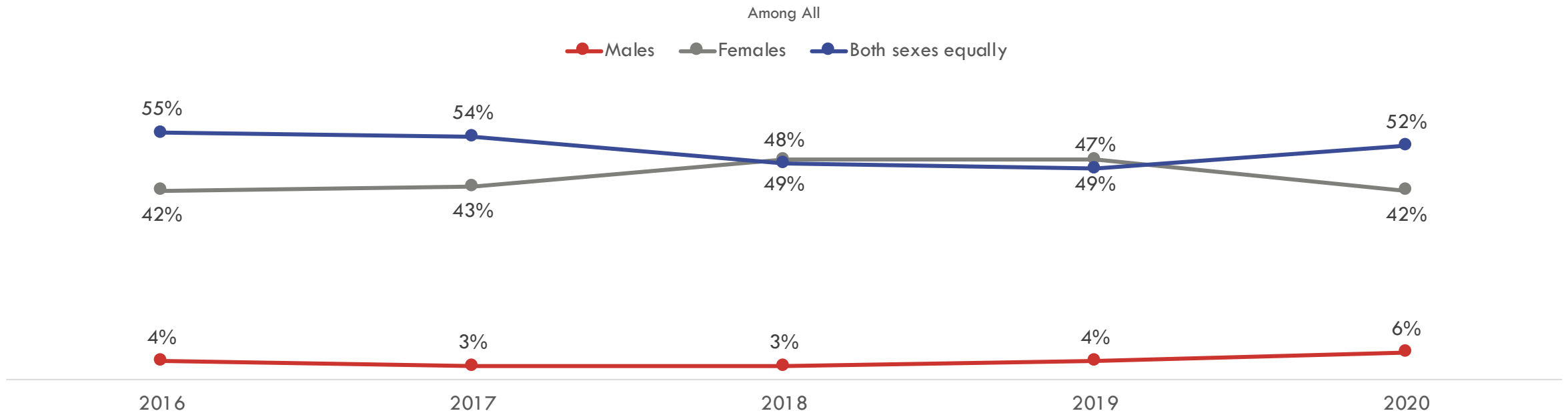


QTOYS: Have you ever used any sex toys?

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

# 2020 Saw a Slight Uptick from 2019 in Perceptions that Sex Toys are Equally Useful or More Useful for Men

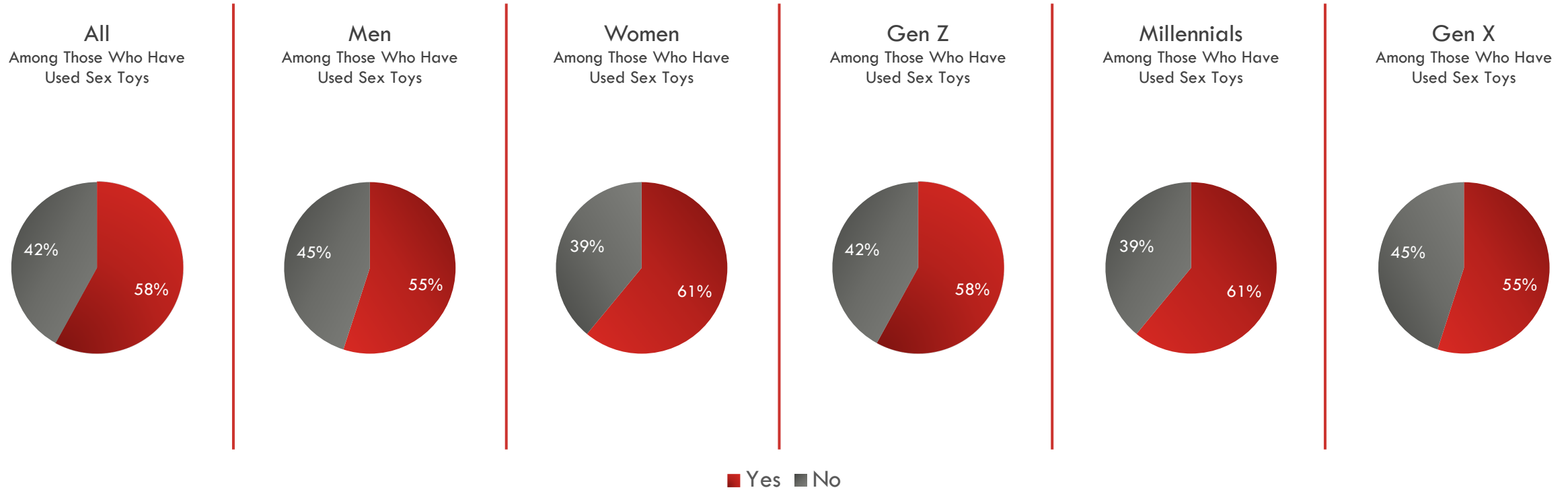
Still, less than 10% of Americans believe that sex toys are more useful for pleasuring men.



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 Used Sex Toys Still Use Them Currently

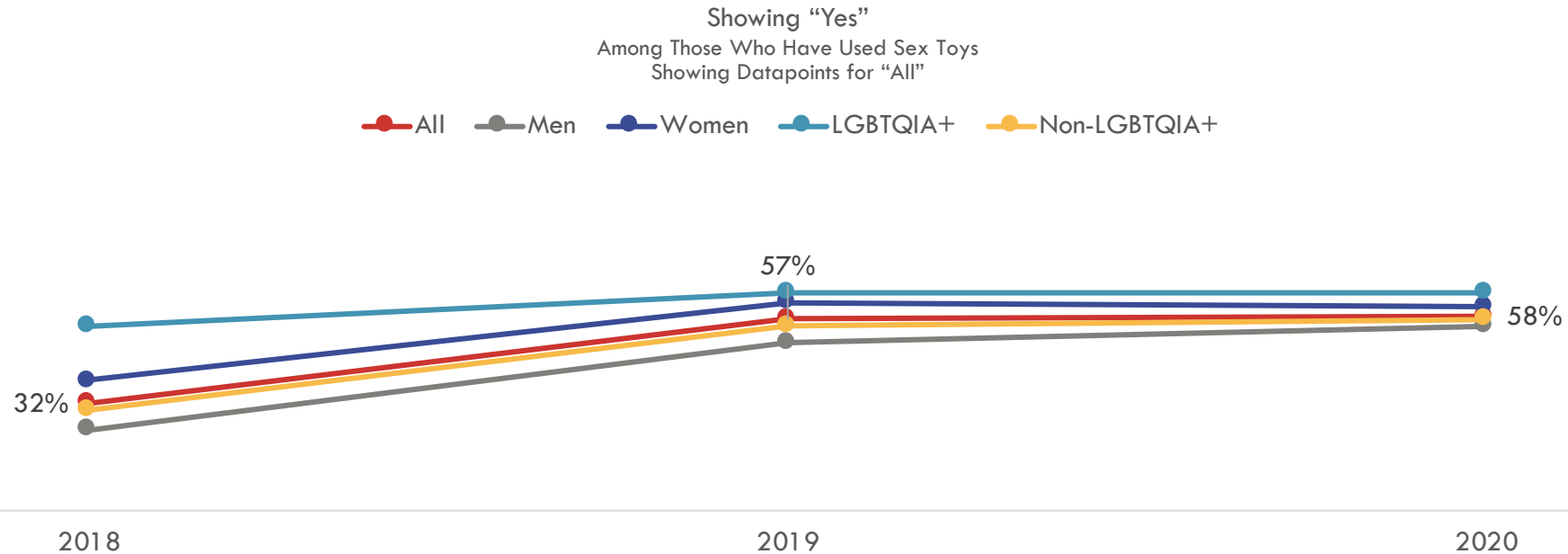
**Among Women who have ever used a sex toy, 61% remain current users, compared to 55% of Men.**



QTOYS2: Do you currently use any sex toys?

# The Number of Men Reporting Sex Toy Usage Has More Than Doubled Since 2018

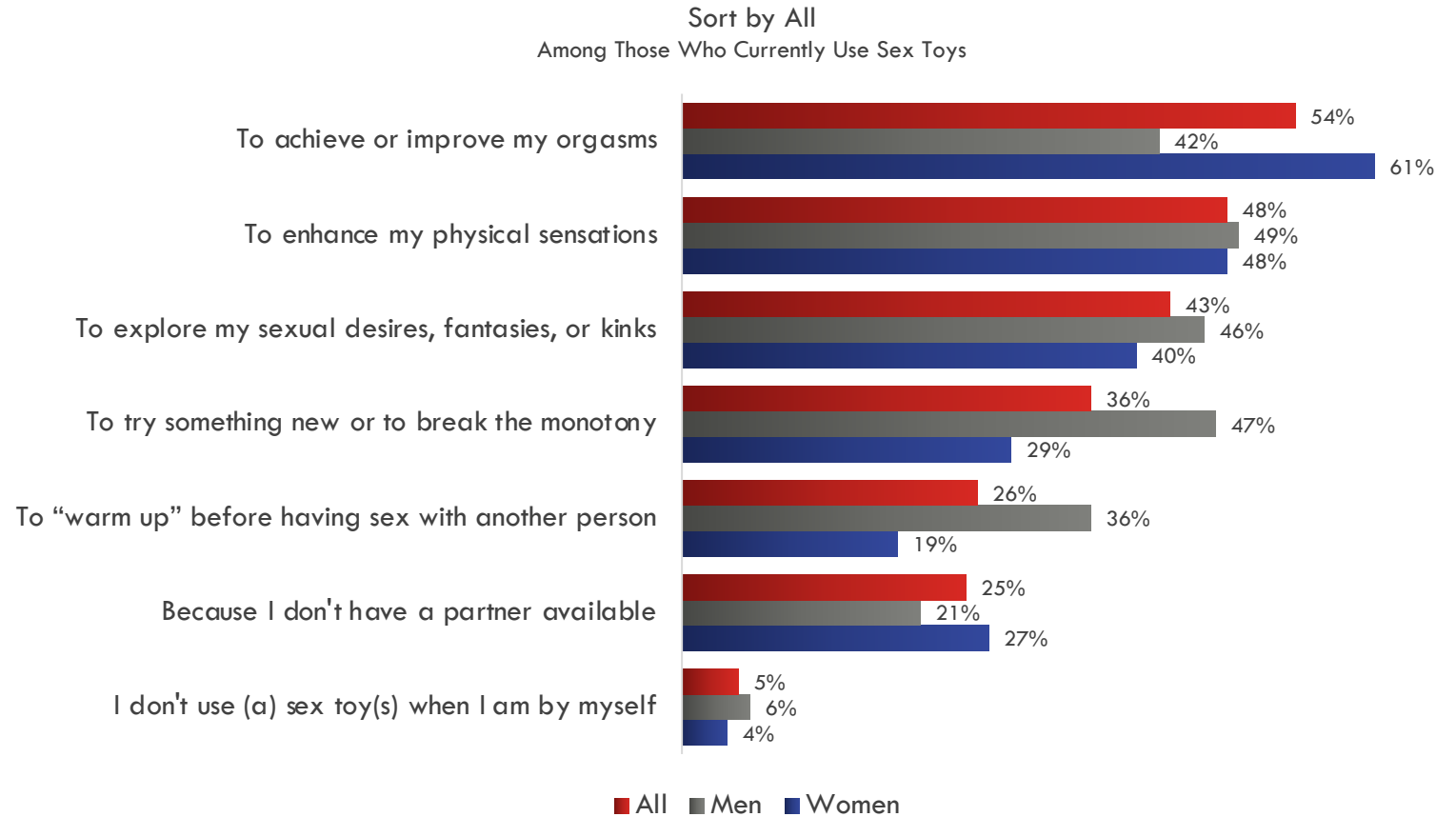
Sex toy usage has gone up for all groups, though less so for LGBTQIA+ respondents.



QTOYS2: Do you currently use any sex toys?

# Motivation to Use Sex Toys Varies by Gender

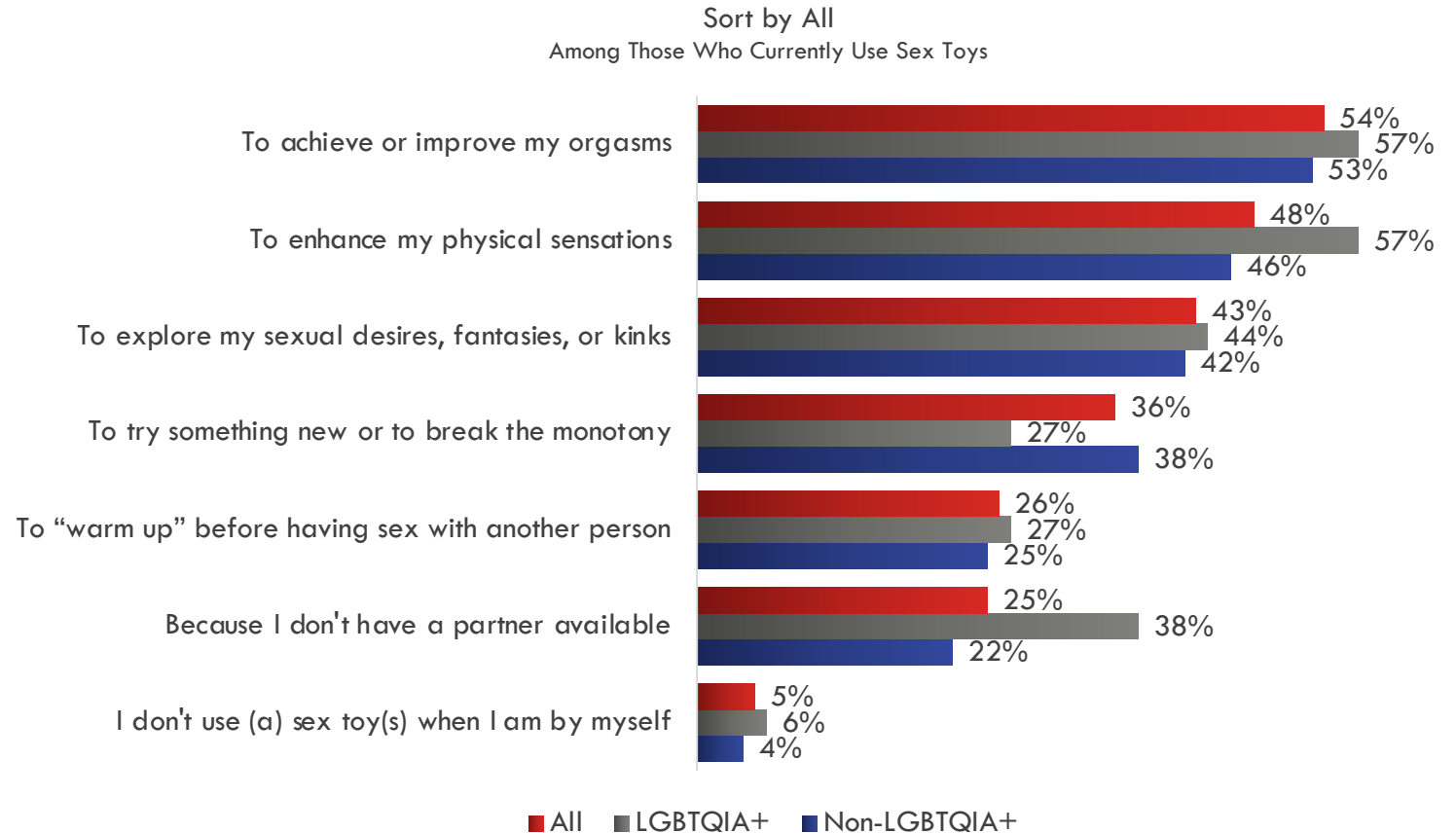
**Among current sex toy users, motivation for using them varies significantly by gender. Women are motivated to use sex toys to achieve or improve their orgasms, while men seek to enhance physical sensations or try something new.**



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

**LGBTQIA+ respondents are more likely than their Non-LGBTQIA+ counterparts to use sex toys to achieve orgasms and enhance physical sensations. They also overindex for reasons of not having a partner. Non-LGBTQIA+ are more likely to use a sex toy in order to try something new.**



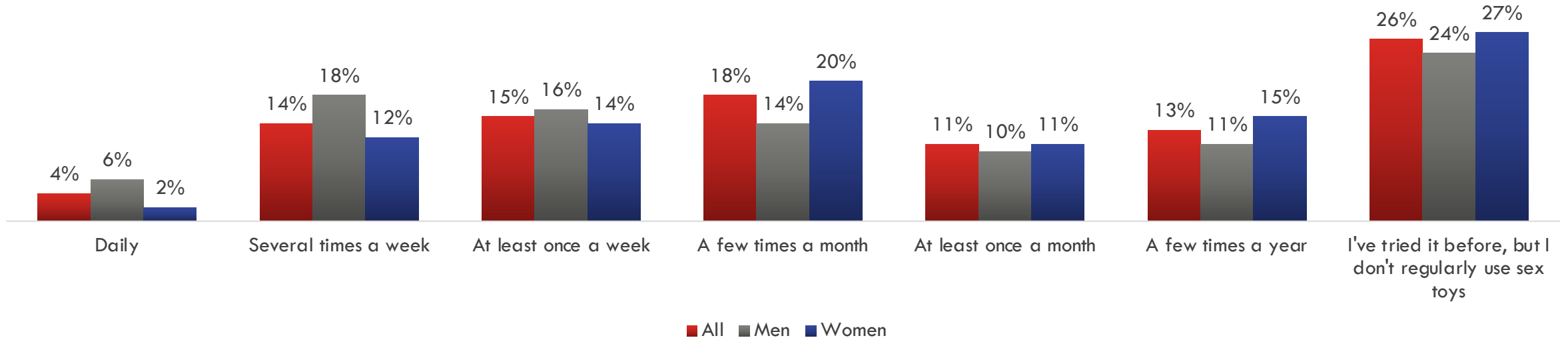
QTOYS3ALT: You said you currently use (a) sex toy(s). Why do you generally use (a) sex toys(s) when you are by yourself? Please select all that apply.



# Men Who Use Sex Toys Use Them Frequently

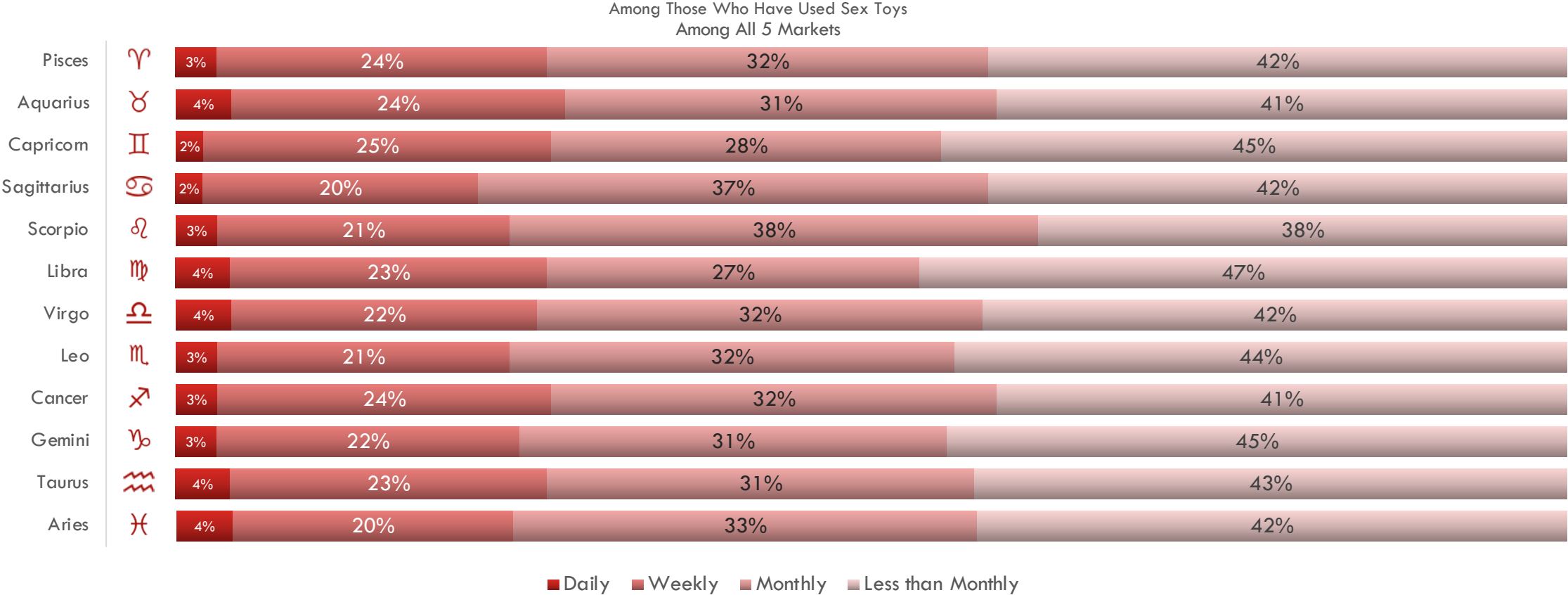
**40% of Men who have used sex toys report using them at least once a week, compared to only 28% of Women.**

Among Those Who Have Used Sex Toys



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

# Aquarians Use Sex Toys More Often Than Other Zodiac Signs

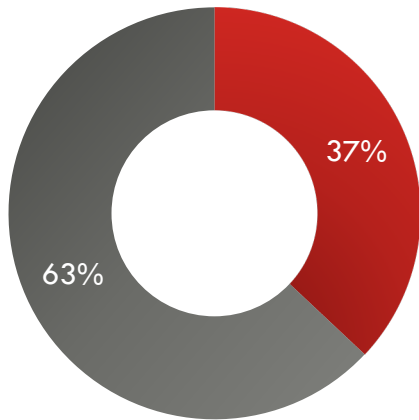


QTOYSFREQ: How frequently do you personally use sex toys on average?

# Most Non-Sex Toy Users Have Never Even Considered It

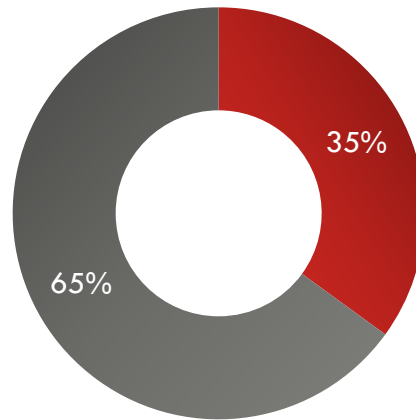
Of the 50% of respondents who have never used a sex toy, the majority claim they have “never considered using sex toys” (63% overall, including 65% of sex toy-inexperienced Men and 59% of sex toy-inexperienced Women).

All  
Among Those Who Have Never Used Sex Toys



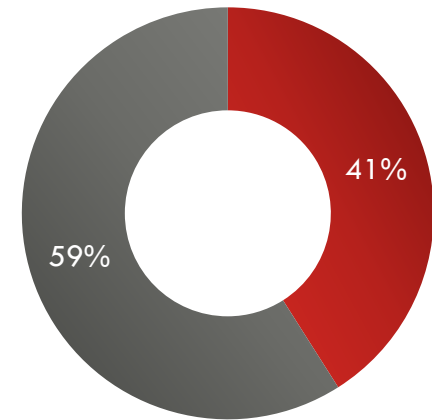
■ Yes ■ No

Men  
Among Those Who Have Never Used Sex Toys



■ Yes ■ No

Women  
Among Those Who Have Never Used Sex Toys

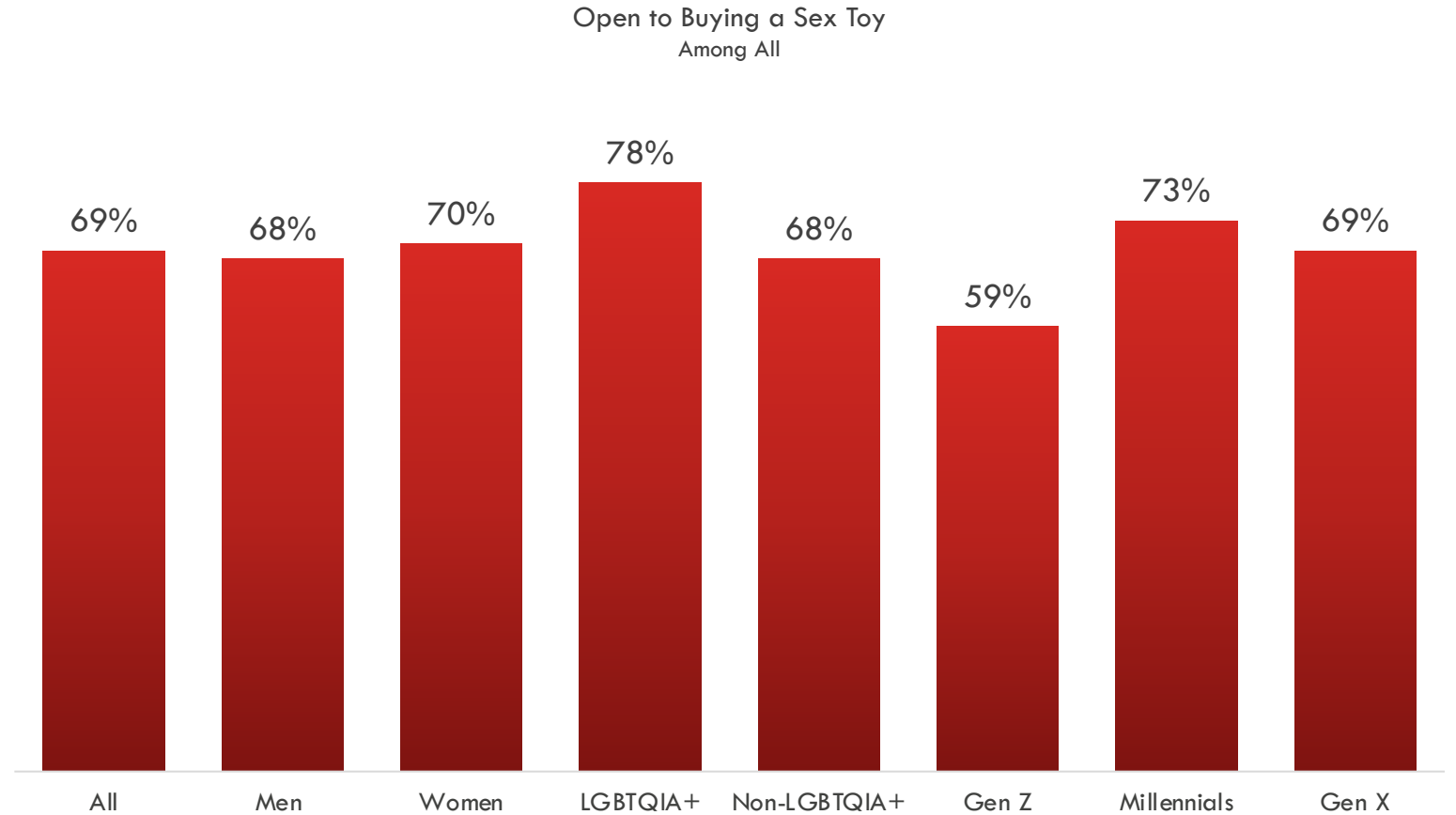


■ Yes ■ No

QTOYS2B: Have you ever considered using sex toys?

# Most Americans Are Open to Purchasing a Sex Toy in the Future

**This is especially true among Millennials (24-39) and LGBTQIA+ individuals.**

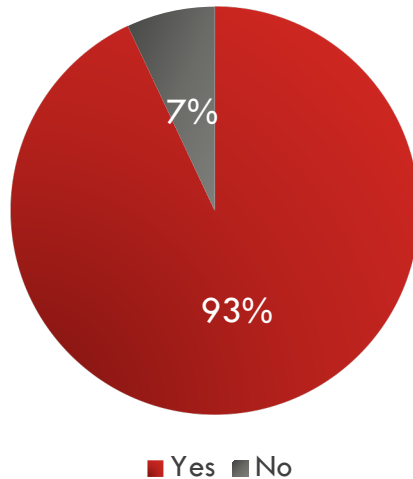


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

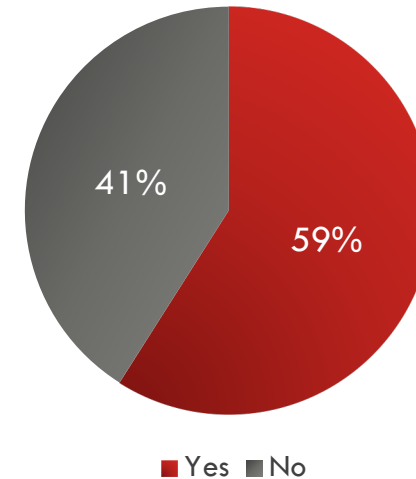
# Current Sex Toy Users Are Most Likely To Purchase A Sex Toy in the Future

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

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



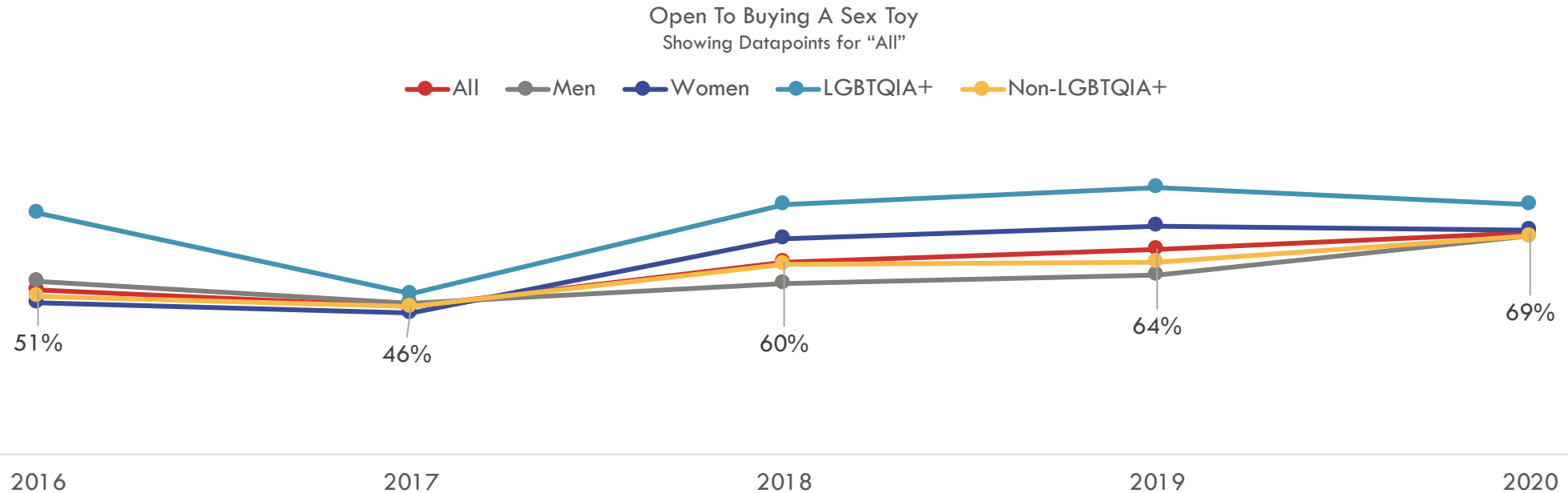
Open To The Idea Of Buying A Sex Toy For Themselves Or For A Partner In The Future  
Among Those Who Do Not Currently Use Sex Toys



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

# Americans Overall Have Grown More Open to Purchasing Sex Toys

**LGBTQIA+ individuals continue to lead in openness to sex toys.**

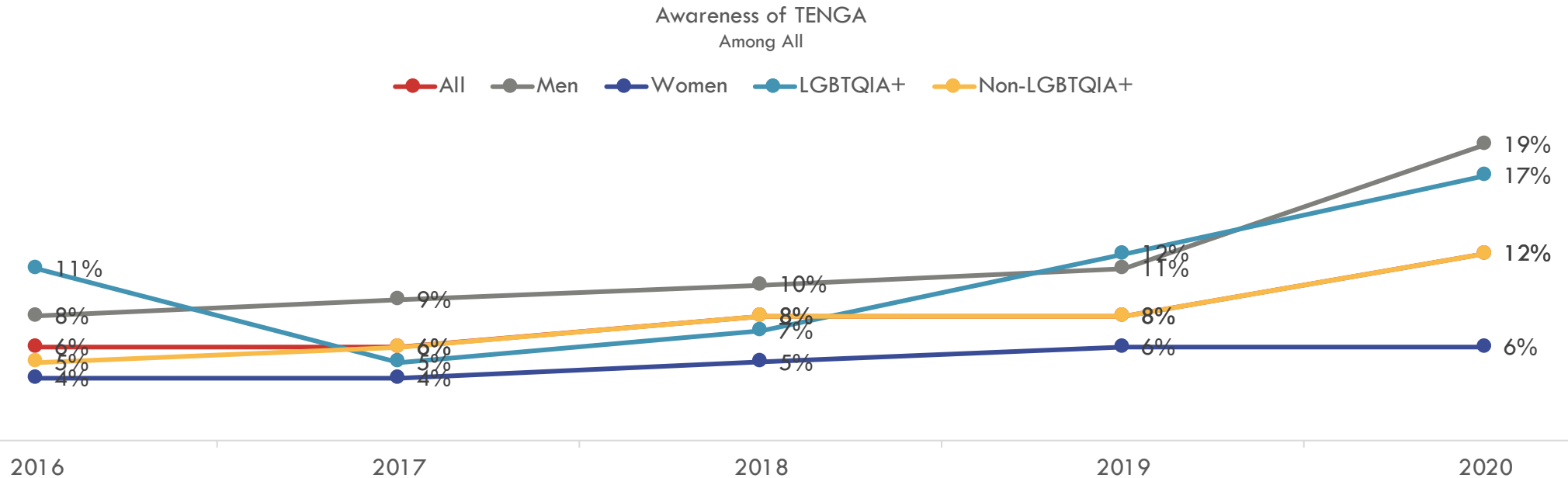


QTOYS7: Are you open to the idea of buying a sex toy for yourself or for a partner in the future?

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

# TENGA Awareness Has Doubled Among Men Since 2016

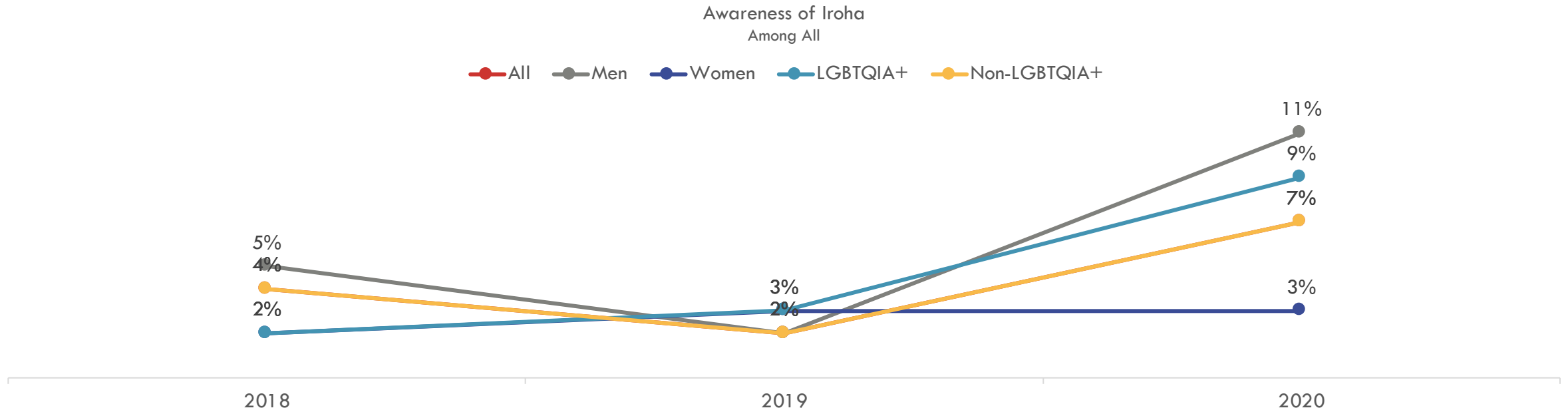
Awareness among Women has remained under 10%.



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

# Men Have Grown More Aware of Iroha Since 2018

Awareness among women has not increased substantially.

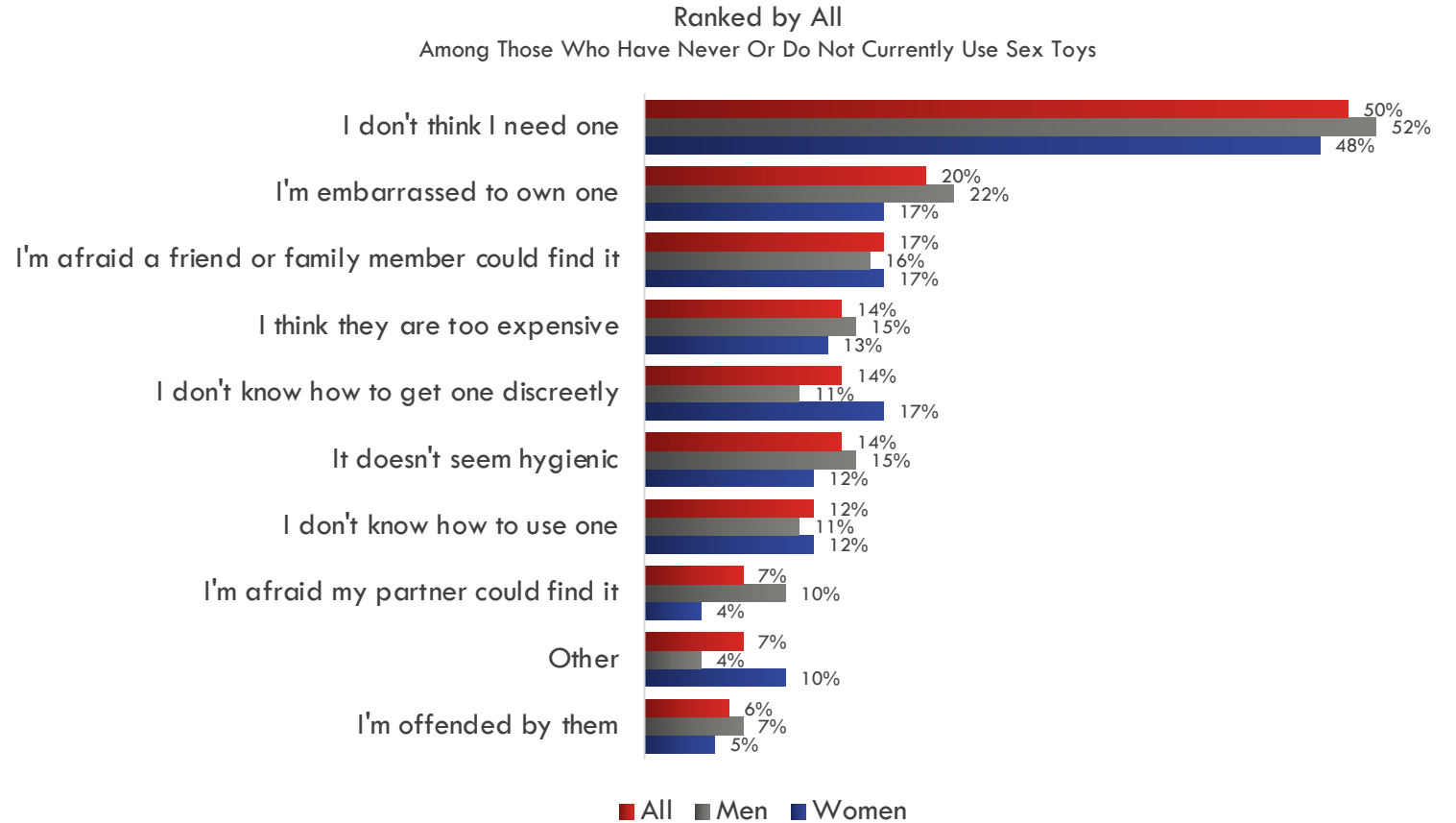


QBRANDAWAREWOMEN: Are you aware of any of the following female sex toy brands?



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

**Among the 71% of respondents who either have never used a sex toy or do not currently use sex toys (77% of Men, 65% of Women), the reasons cited for not using sex toys vary noticeably by gender. Men are more likely to feel they don't need one or are too embarrassed to own one, while women are concerned about acquiring one discreetly.**



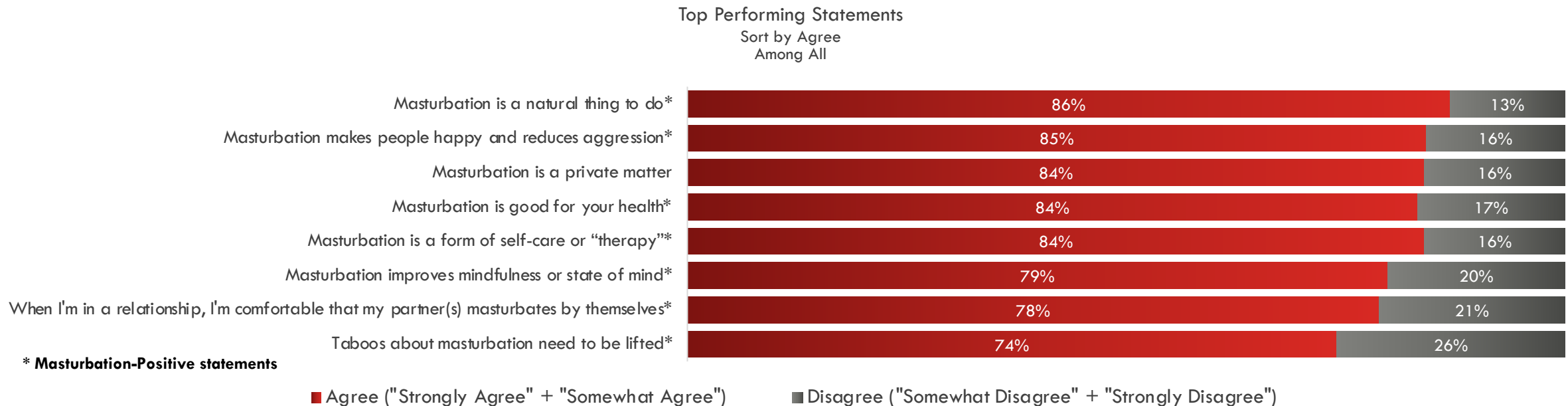
QTOYS6: You said that you do not use a sex toy. Specifically, why do you not use one? Please select all that apply.

# ATTITUDES AROUND MASTURBATION

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# Americans are Masturbation-Positive\*

**Most US 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.**

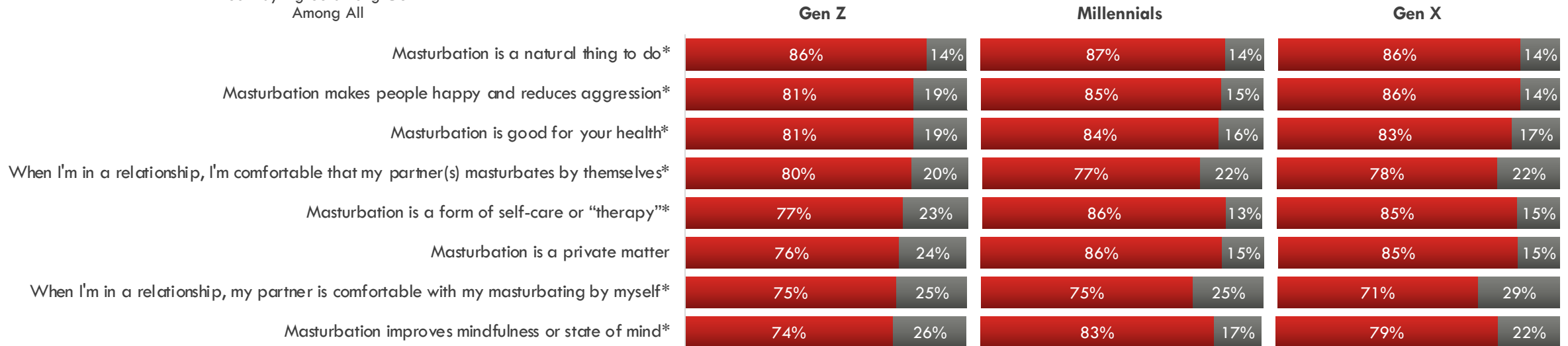


QATTITUDE: For each of the following statements, please indicate if you agree or disagree.

# Younger Generations Feel Less Strongly That Masturbation is a Private Matter

For all generations, almost 50% strongly agree that masturbation is a normal thing to do. However, 48% of Gen X strongly agrees that masturbation is a private matter, compared to 43% of Millennials and 33% of Gen Z.

Top Performing Statements  
Sort by Agree among Gen Z  
Among All



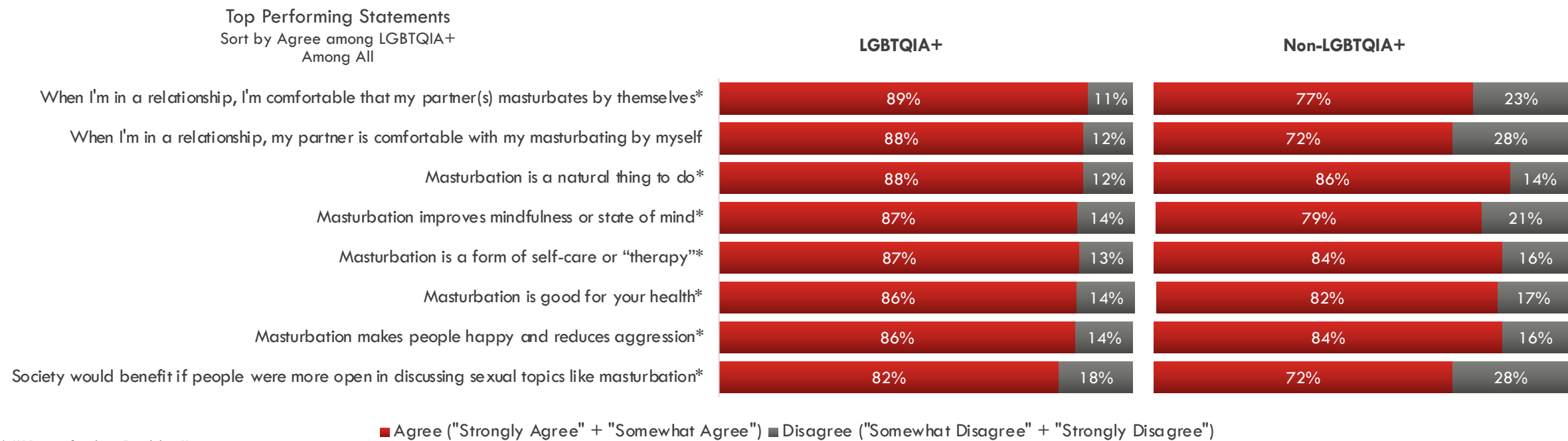
■ Agree ("Strongly Agree" + "Somewhat Agree") ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

\* "Masturbation-Positive" statements

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

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

LGBTQIA+ individuals are more likely than Non-LGBTQIA+ individuals to be comfortable with solo masturbation while in a relationship. They're also more likely to agree with mental health benefits ("improves mindfulness or state of mind") and more likely to believe that society would benefit from more open discussion of sexual topics.

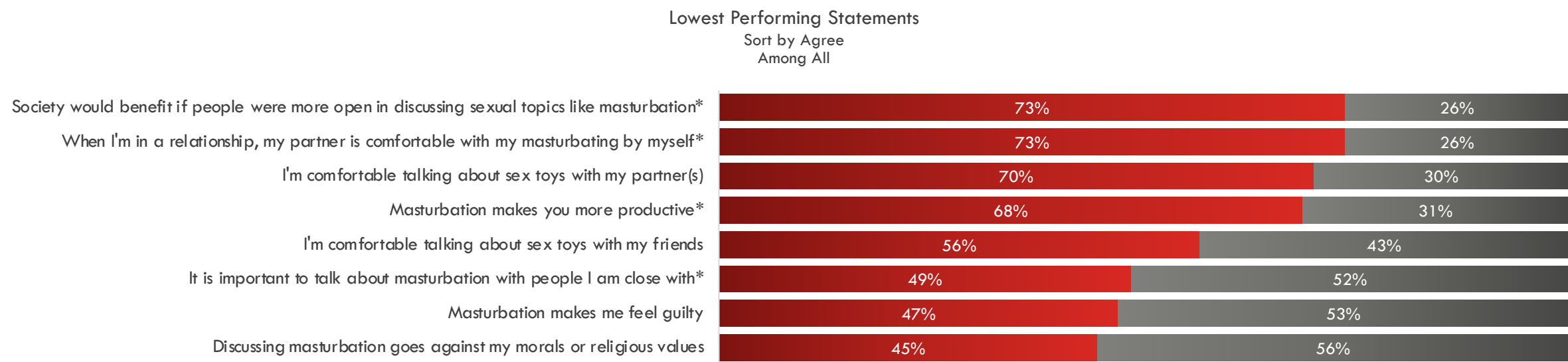


\* "Masturbation-Positive" statements

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

# Americans Tend to Disagree with Moral or Religious Objections to Masturbation

Even among the lowest-performing statements, most US Adults 18-54 agree with broadly masturbation-positive statements. “Discussing masturbation goes against my morals or religious values,” was the lowest performing statement, only slightly outperformed by “Masturbation makes me feel guilty.”

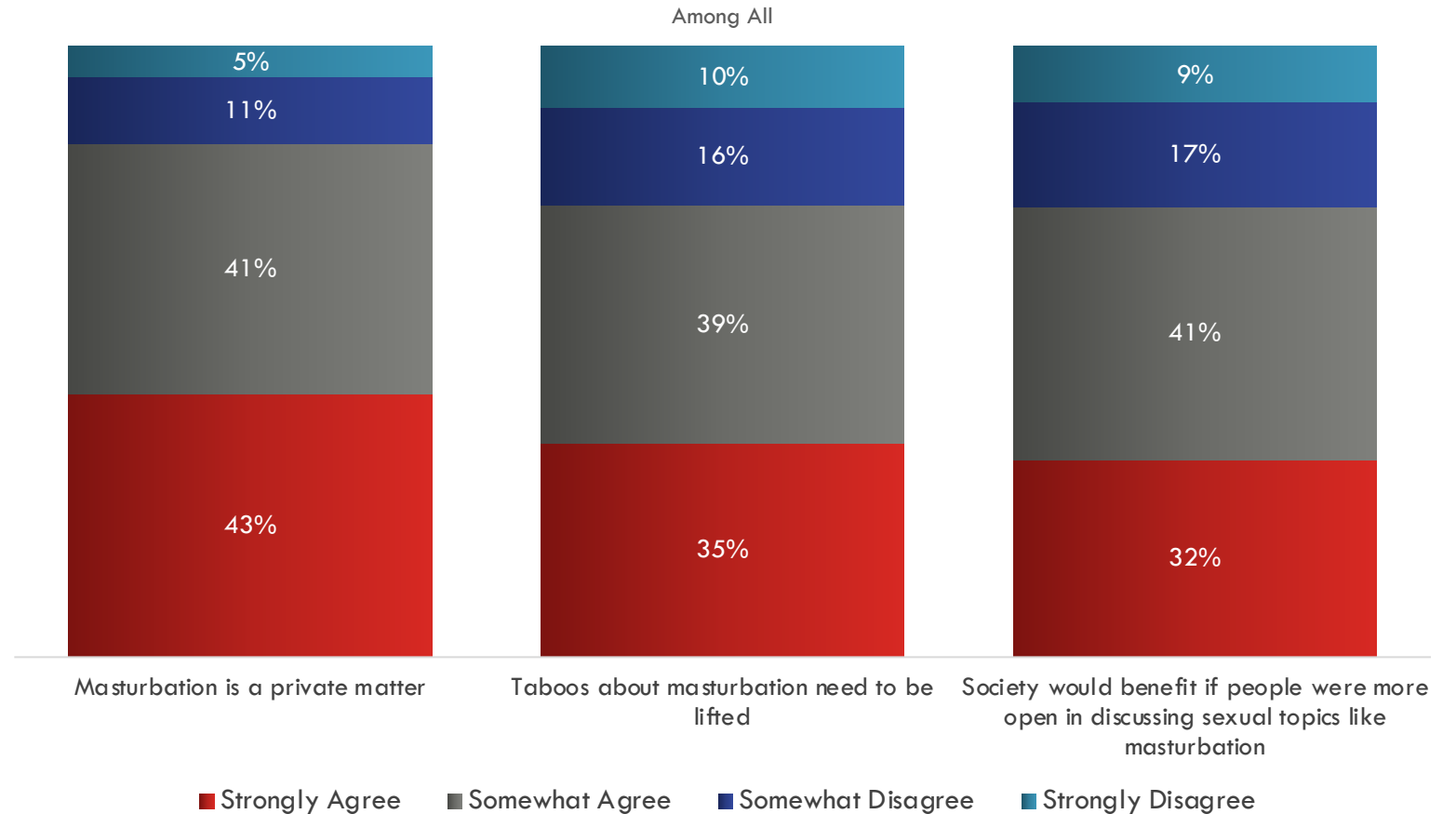


\* “Masturbation-Positive statements”    ■ Agree ("Strongly Agree" + "Somewhat Agree")    ■ Disagree ("Somewhat Disagree" + "Strongly Disagree")

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

# Most Agree that Society Should be More Open About Masturbation

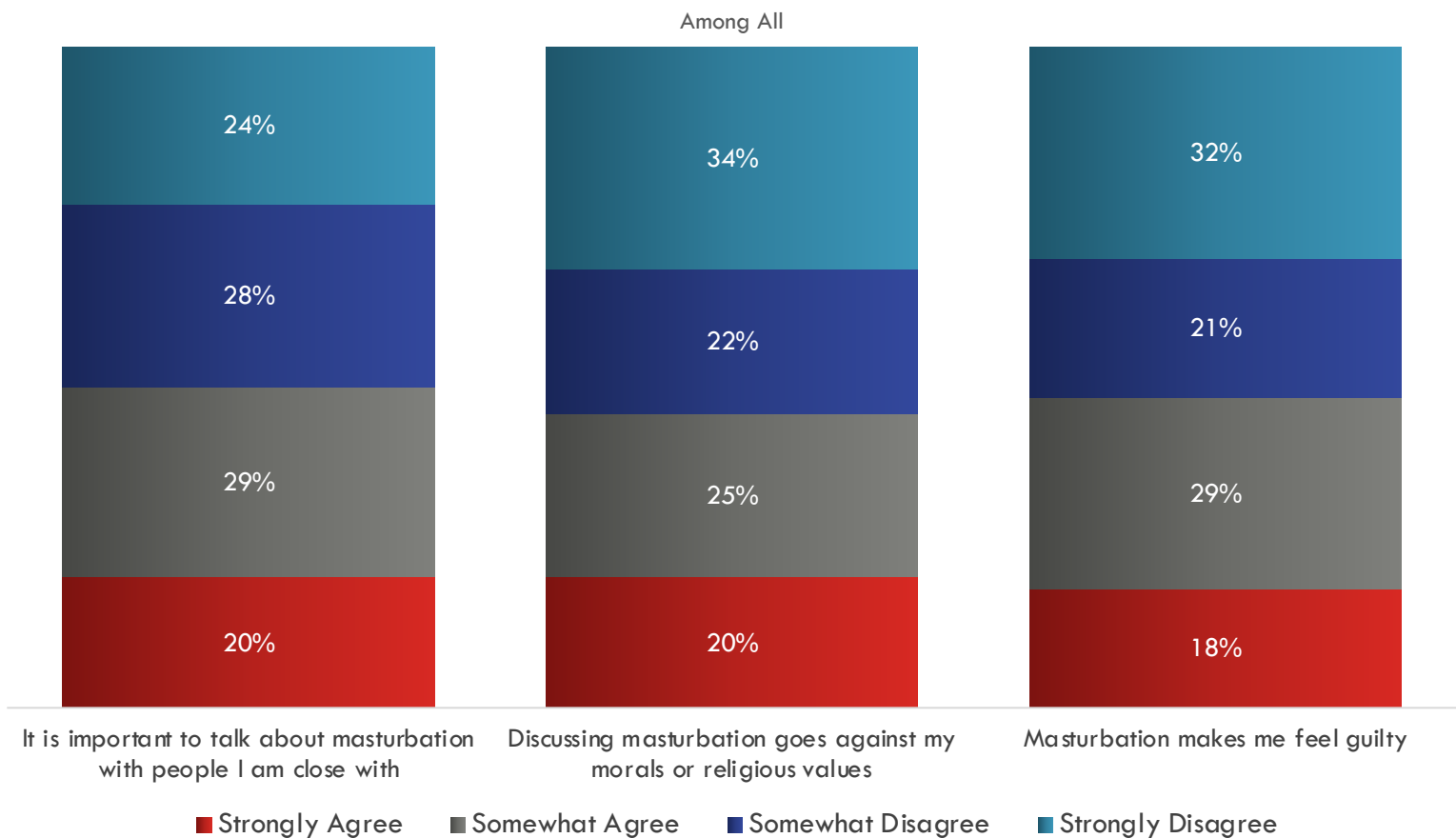
Even though most US Adults 18-54 agree that “Masturbation is a private matter,” there is broad agreement that “Taboos about masturbation need to be lifted,” and that “Society would benefit if people were more open in discussing sexual topics like masturbation.”



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

# However, *Personal* Reluctance to Speak More Openly Persists

When it comes to themselves, most *disagree* that “It is important to talk about masturbation with people I am close with.” This reluctance may be due to the fact that almost half of US Adults 18-45 still agree that “Discussing masturbation goes against my morals or religious values” and/or that “Masturbation makes me feel guilty.”

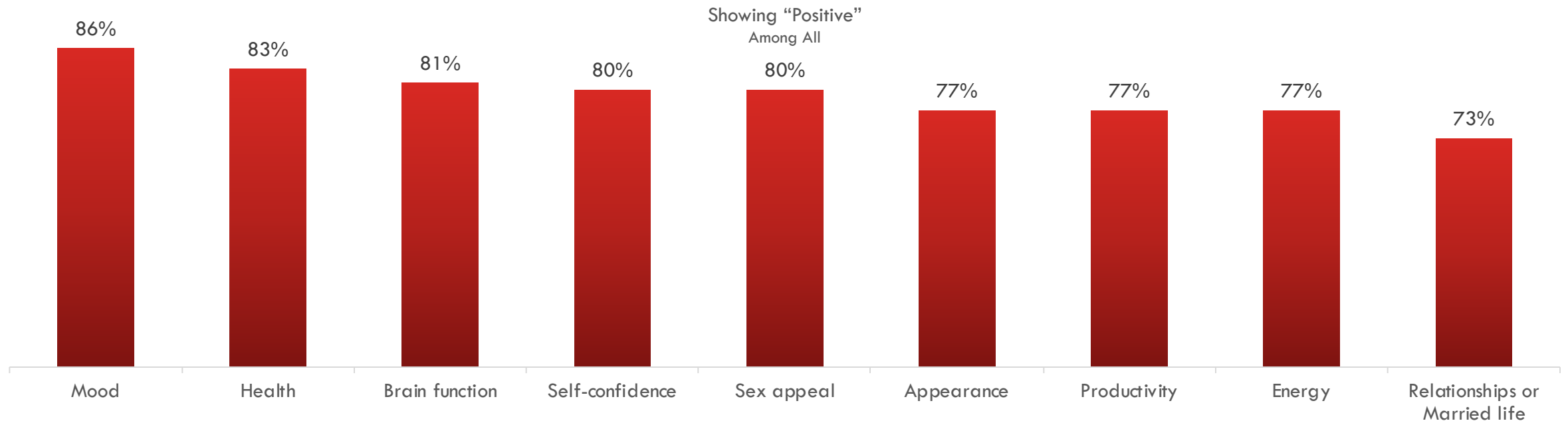


QATTITUDE: For each of the following statements, please indicate if you agree or disagree.



# Most Agree that Masturbation Has Positive Effects

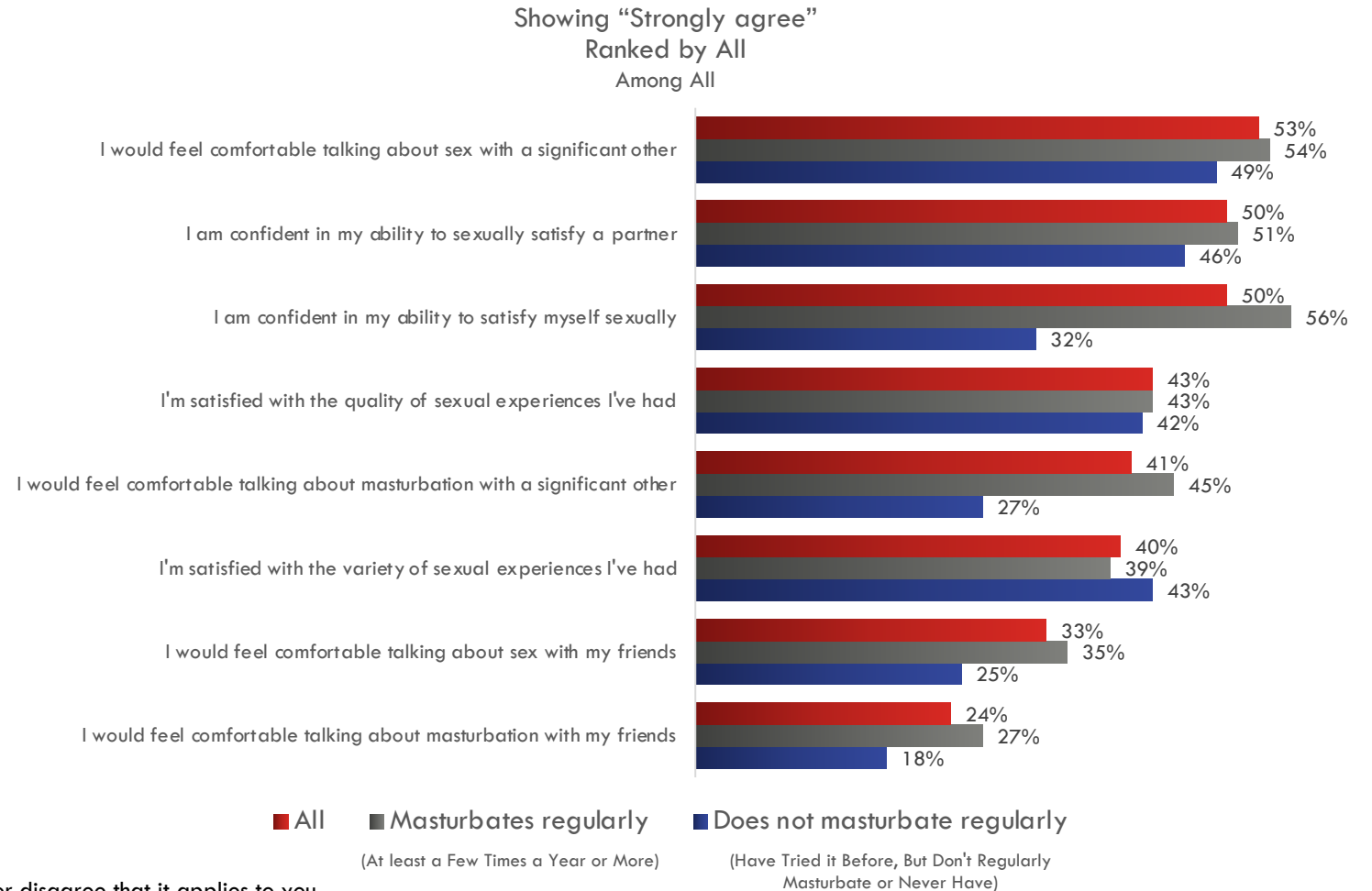
Most US Adults 18-54 agree that masturbation has a “Positive impact” on all of the following:



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

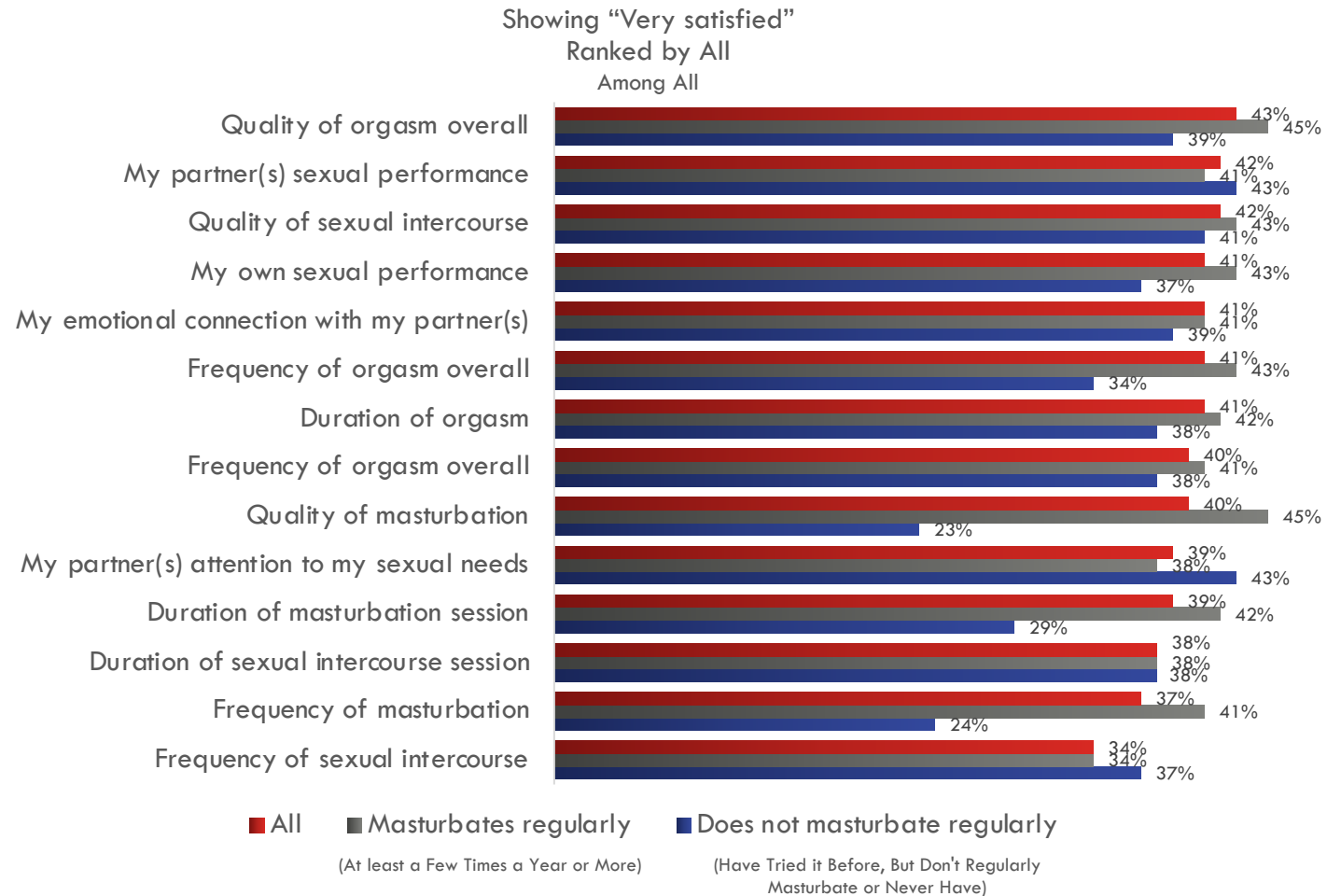
**Regular masturbators are more likely to strongly agree with “I am confident in my ability to satisfy myself sexually.” Compared to those that don’t masturbate regularly, they also express a higher comfort level discussing masturbation with a significant other.**



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

# Regular Masturbators Tend to be More Satisfied with their Sexual Experiences

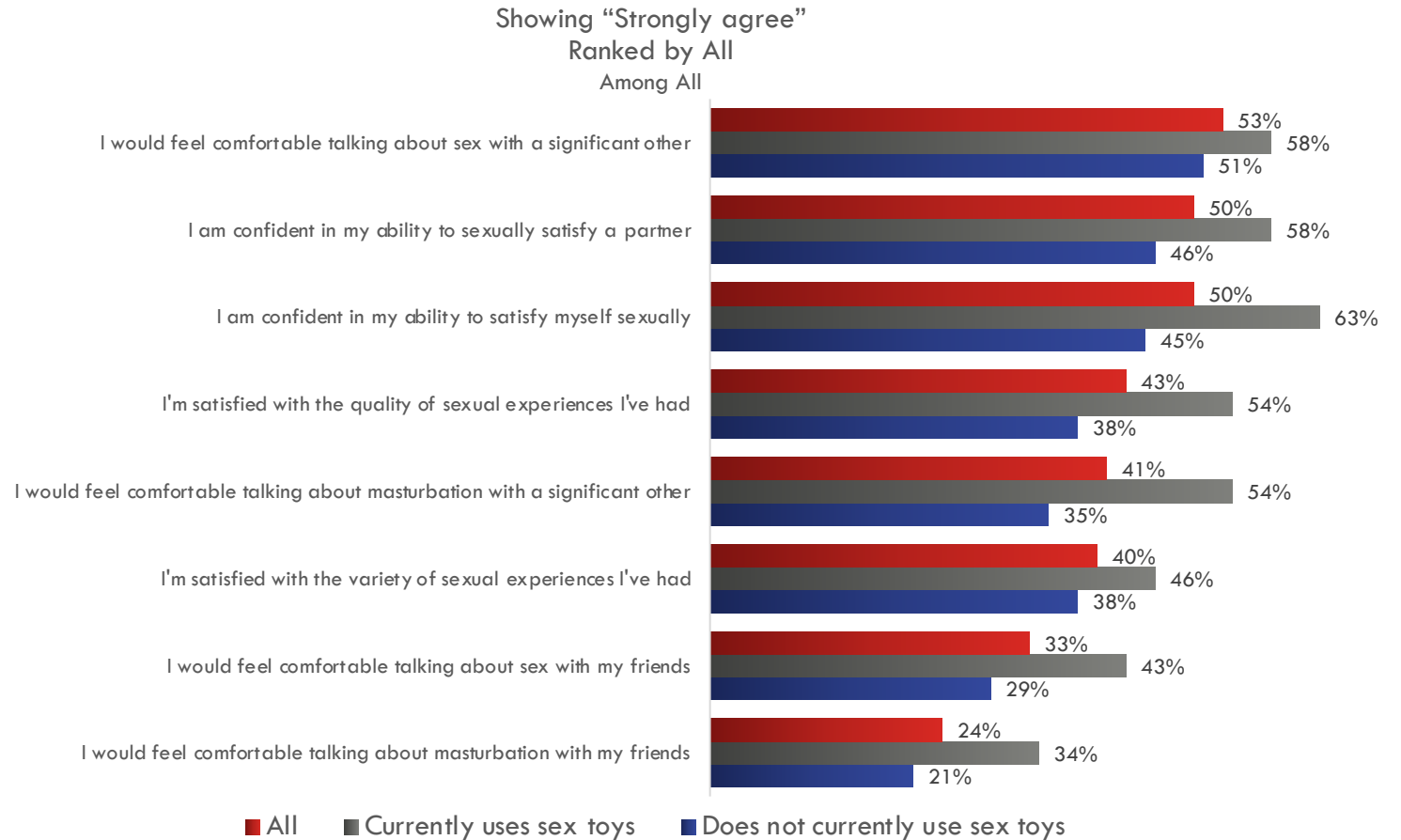
Those that do not masturbate regularly tend to be less satisfied with frequency, duration, and quality of masturbation and orgasms.



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

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

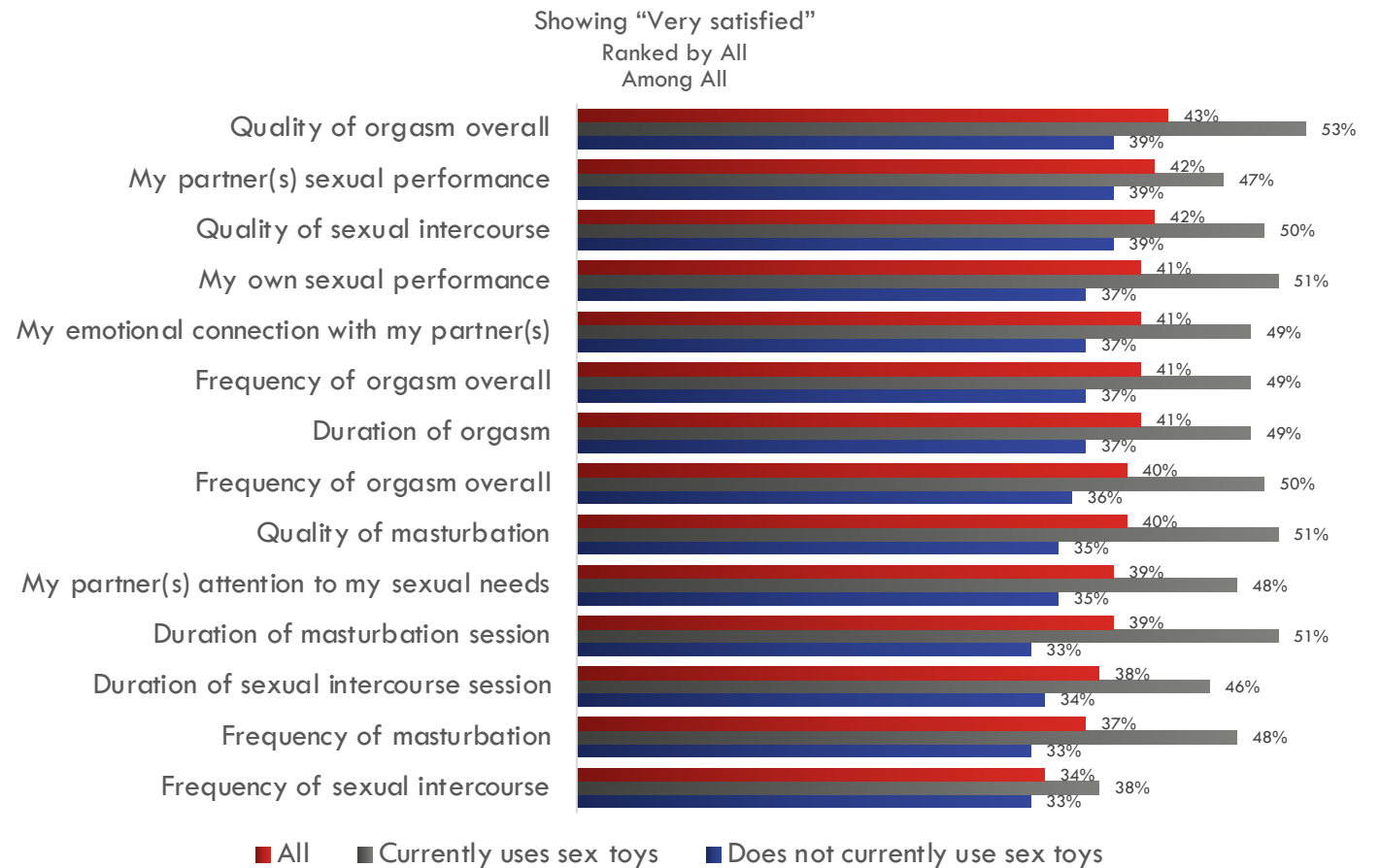
**Sex toy users show a double-digit increase over non-users for most metrics and are particularly more likely to strongly agree with “I am confident in my ability to satisfy myself sexually”.**



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

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

The largest gap between sex toy users and non-sex toy users exists for satisfaction of the “Duration of masturbation session” — 51% vs. 33%.



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

# Current Sex Toy Users Tend to Rank Toy-Assisted Orgasms Higher Than Non-Assisted Orgasms

**Both frequent masturbators and infrequent/non-masturbators rank orgasms from sex higher, regardless of toy involvement, and appear to prefer toyless orgasms. Sex toy users also prefer orgasms from sex, but rank toy-assisted orgasms higher. Sex toy non-users prioritize toyless orgasms, regardless of whether they're solo or partnered.**

| How People Rank The Quality of Their Orgasms from Different Sexual Activities?                                    |                                |                                |   |                                  |   |
|---|--------------------------------|--------------------------------|---|----------------------------------|---|
| Showing Ranking Order from 1 <sup>st</sup> (Highest Quality) to 5 <sup>th</sup> (Lowest Quality)<br>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 (without a sex toy)  | #3                             | #3                             | #3  | #4                               | #2                                      |
| Masturbating on your own (with a sex toy)   | #4                             | #4                             | #4  | #3                               | #3                                      |
| Masturbating with a partner present   | #5                             | #5                             | #5  | #5                               | #4                                      |

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

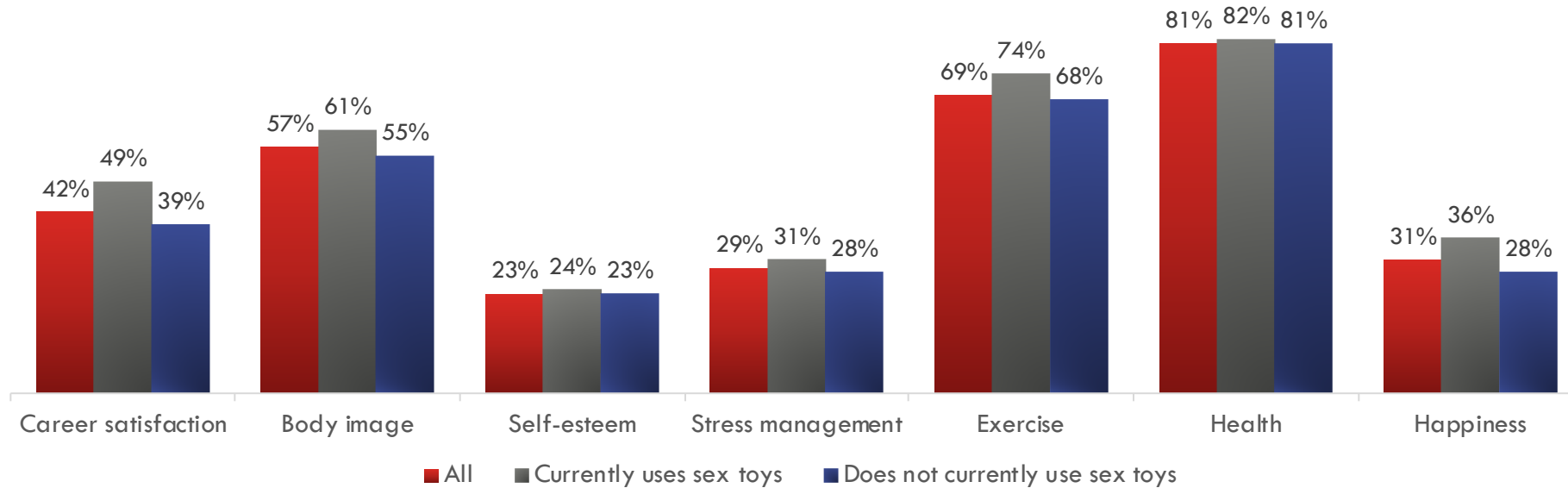
# Most Respondents Prioritize Partnered Orgasms—Whether or Not A Toy is Involved

“Having sex with a partner” (with or without a sex toy) took top positions among all groups except Gen Z, who rank partnered sex toy orgasms slightly lower. Similarly, Gen Z rank orgasms from toyless masturbation higher than other generations, whether they’re partnered or solo.

| How People Rank The Quality of Their Orgasms from Different Sexual Activities?                                    |                                |      |        |       |            |       |           |               |
|---|--------------------------------|------|--------|-------|------------|-------|-----------|---------------|
| Showing Ranking Order from 1 <sup>st</sup> (Highest Quality) to 5 <sup>th</sup> (Lowest Quality)<br>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    | #2        | #2            |
| Masturbating on your own (without a sex toy)  | #3                             | #3   | #4     | #2    | #3         | #3    | #4        | #3            |
| Masturbating on your own (with a sex toy)   | #4                             | #5   | #3     | #5    | #4         | #4    | #3        | #4            |
| Masturbating with a partner present   | #5                             | #4   | #5     | #4    | #5         | #5    | #5        | #5            |

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

# Sex Toy Users Tend to Be More Satisfied with Their Careers, Have Better Body Image, and Are Generally Happier



## Hours Of Sleep Per Night

Sex Toy Users

**7.01 hrs.**

Sex Toy Non-Users

**6.90 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.

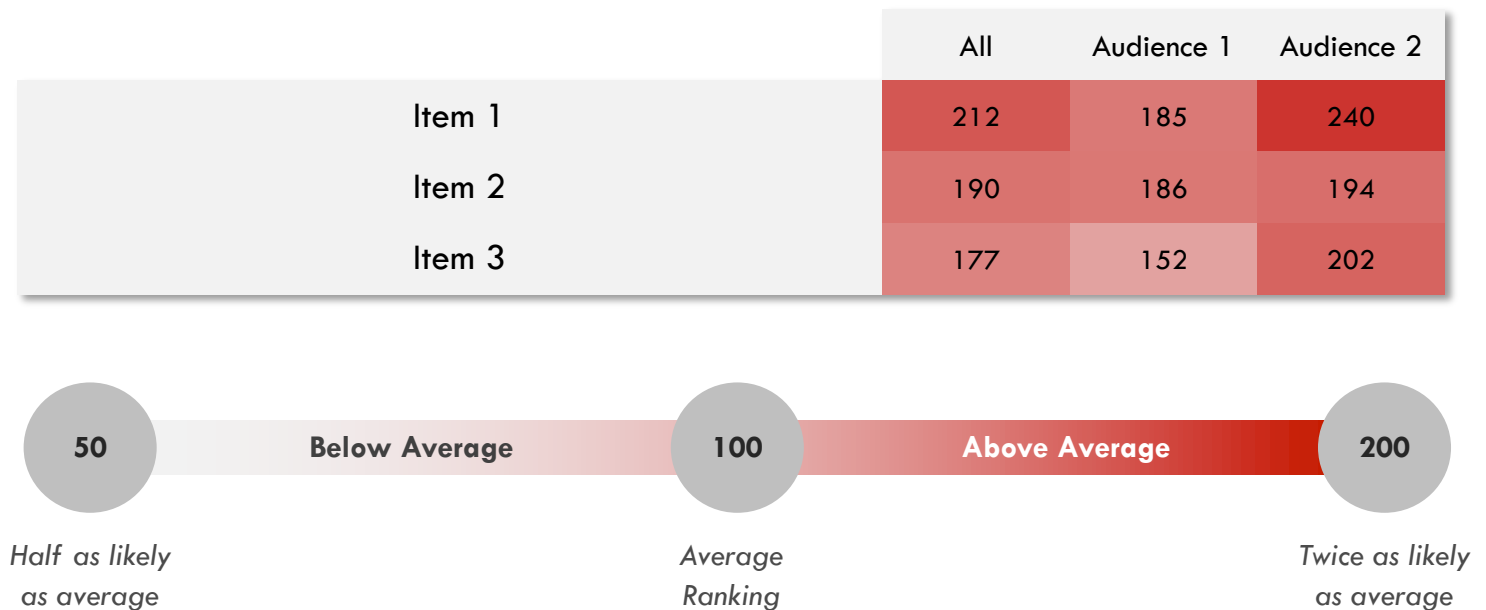
- Respondents were exposed to **55 fantasy descriptions** in total
- Over 19 screens, each containing a semi-randomized set of 6 fantasy descriptions, respondents were prompted to select the fantasy that was “Most Interesting” to them (out of the 6 currently displayed) as well as the fantasy that was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

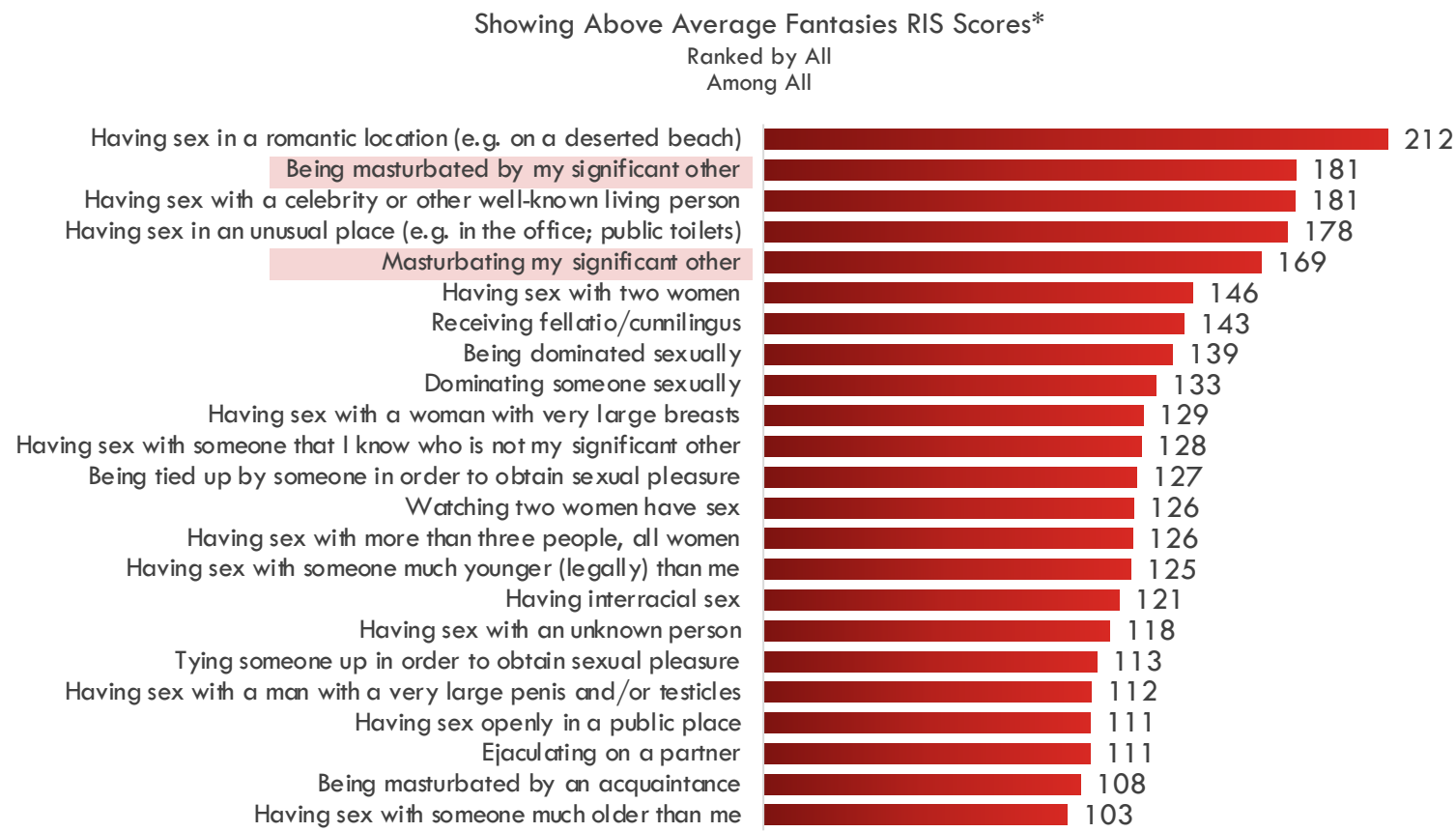
This first step of analysis produced a respondent-level *Zero-Centered Raw Utility Score* for each item, which was then converted into a *Relative Importance Score (RIS)* indexed to the preferences of the entire survey audience, such that **the average item in the set has a score of 100.0**, a twice-as-interesting-as-average 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 US Adults 18-54 overall (out of a total of 55 fantasies tested) involve partnered masturbation.

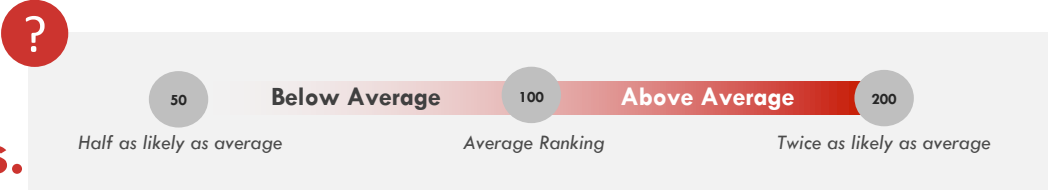
\* The average item in the set has a **Relative Importance Score (RIS)** of 100.0, a twice-as-interesting-as-average item has a score of 200.0, a half-as-interesting-as-average item has a score of 50.0, etc.



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

# Partnered Masturbation Holds a Prominent Place in the Sexual Imagination

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



| Showing Top-10 Fantasies and RIS Scores<br>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)        | 212 | 183  | 242    | 207   | 208        | 220   | 218          | 178      | 202     | 215         | 222          |
| Being masturbated by my significant other                           | 181 | 156  | 206    | 178   | 174        | 191   | 183          | 170      | 172     | 183         | 192          |
| Having sex with a celebrity or other well-known living person       | 181 | 180  | 182    | 185   | 176        | 184   | 185          | 154      | 174     | 183         | 187          |
| Having sex in an unusual place (e.g. in the office; public toilets) | 178 | 156  | 200    | 170   | 178        | 183   | 182          | 153      | 174     | 179         | 183          |
| Masturbating my significant other                                   | 169 | 153  | 186    | 173   | 162        | 176   | 171          | 155      | 161     | 168         | 183          |
| Having sex with two women   | 146 | 197  | 95     | 153   | 141        | 149   | 150          | 118      | 145     | 150         | 140          |
| Receiving fellatio/cunnilingus                                      | 143 | 138  | 148    | 123   | 139        | 157   | 146          | 126      | 143     | 141         | 147          |
| Being dominated sexually  | 139 | 106  | 172    | 155   | 145        | 125   | 137          | 154      | 136     | 140         | 142          |
| Dominating someone sexually   | 133 | 125  | 142    | 145   | 136        | 125   | 136          | 117      | 128     | 136         | 137          |
| Having sex with a woman with very large breasts                     | 129 | 173  | 85     | 136   | 127        | 128   | 132          | 109      | 126     | 134         | 125          |

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

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# Masturbation and Sex Toys are an Uncomfortable Topic Between Partners

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

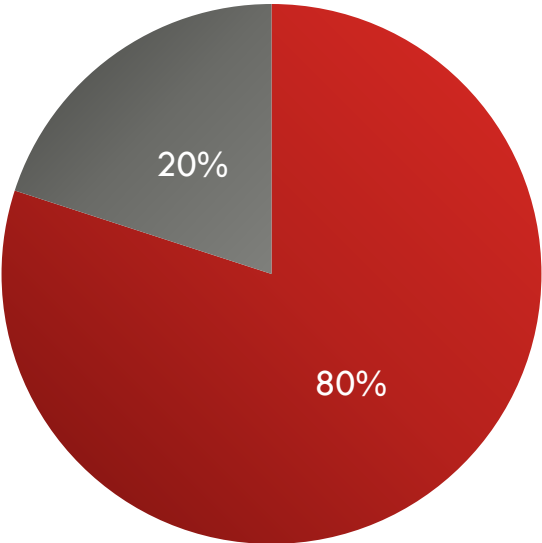
Men are more comfortable than women discussing sexual fantasies, and rank this topic similarly to religious views. Women are more comfortable than men talking to a partner about using sex toys, and rank this topic higher than masturbation, indicating that for some, this discussion occurs in a partnered-play rather than solo-masturbation context.

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

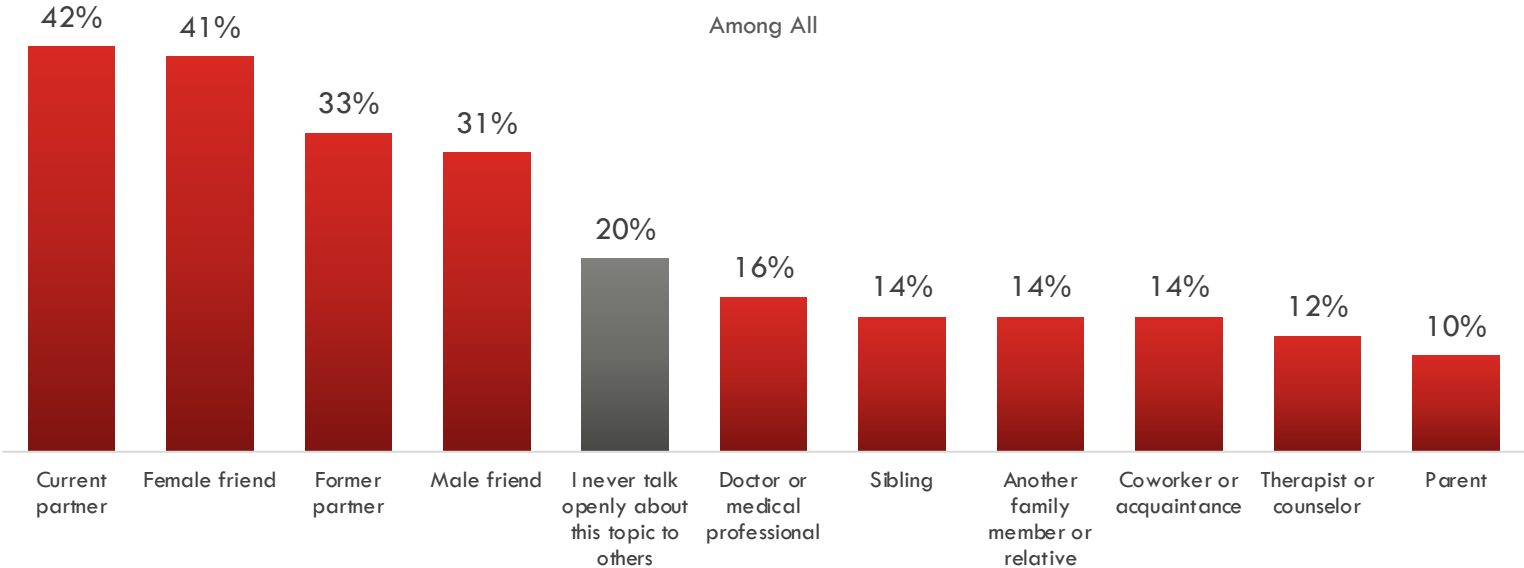
QTOPICS: How comfortable are you discussing the following topics with a partner? Please rank them in order of what you feel most comfortable discussing, to least comfortable discussing with a partner.

# Most Adults Have Talked Openly About Sex

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



■ Talk Openly ■ Never Talk Openly

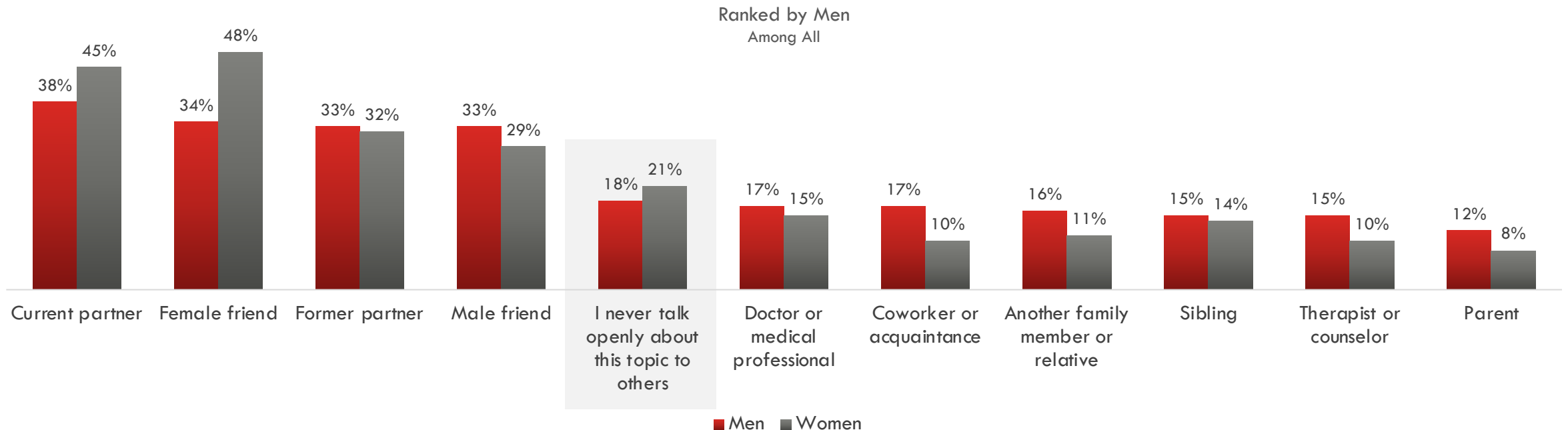


■ Talk Openly ■ Never Talk Openly

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

# Women Are Slightly Less Likely To Talk Openly About Sex

That said, women are far likelier to talk to a female friend and a current partner. While men are likelier than women to talk to a male friend, they still more likely to discuss sex with a current partner.



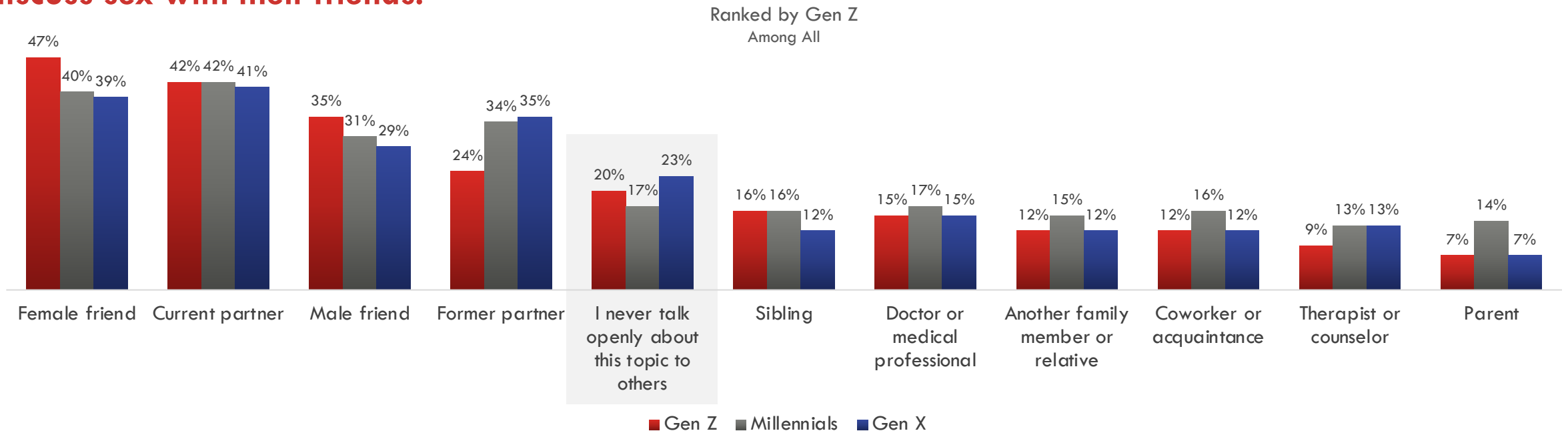
QWHOTALK: Who have you talked to openly about the following topics? Please select all that apply.



# Millennials Are The Most Open To Talk About Sex

Conversely, Gen X-ers are least likely to openly talk about sex with others.

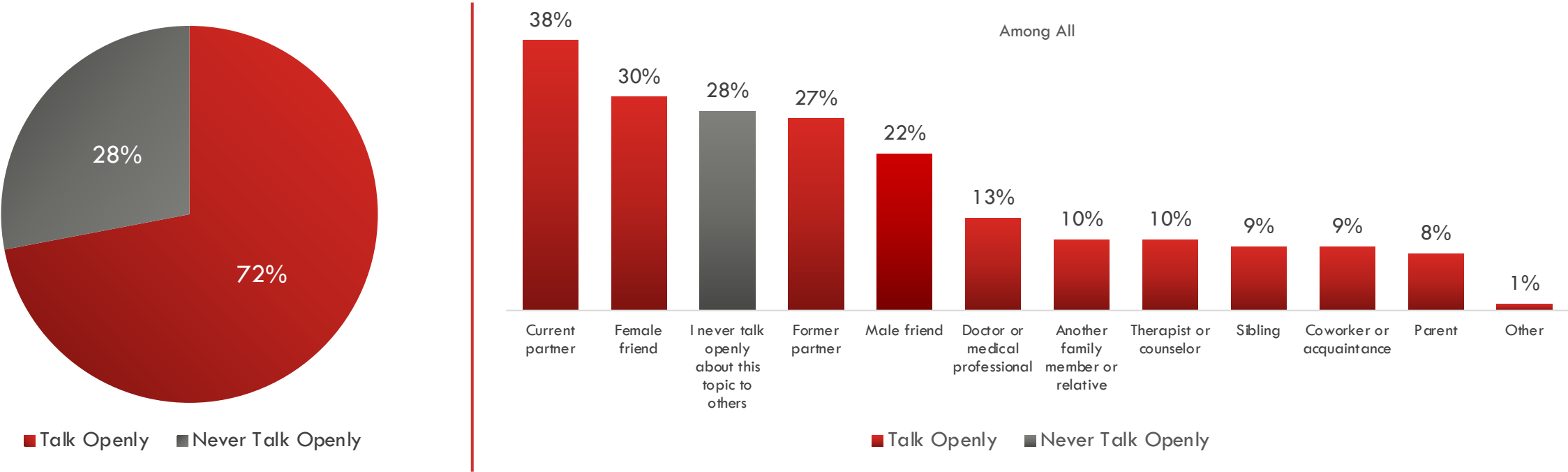
Millennials and Gen X prefer discussing with their current partners, while Gen Z are the most likely to discuss sex with their friends.



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

# Most Adults Have Talked Openly About Masturbation

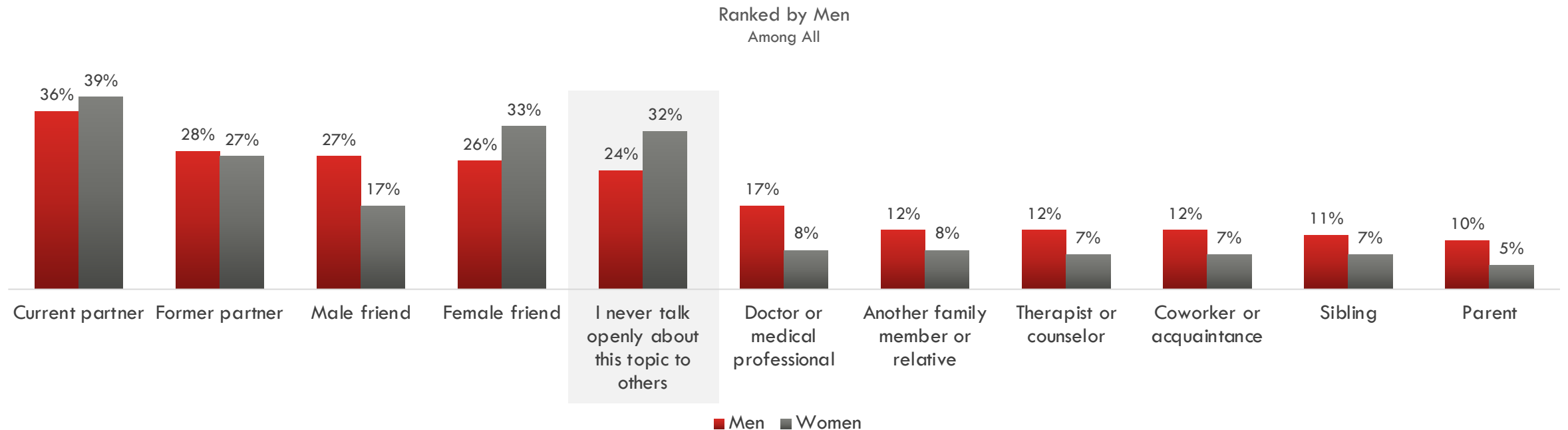
Current partners are cited most often as being involved in open conversations about masturbation.



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

# Men Are More Likely Than Women To Talk Openly About Masturbation

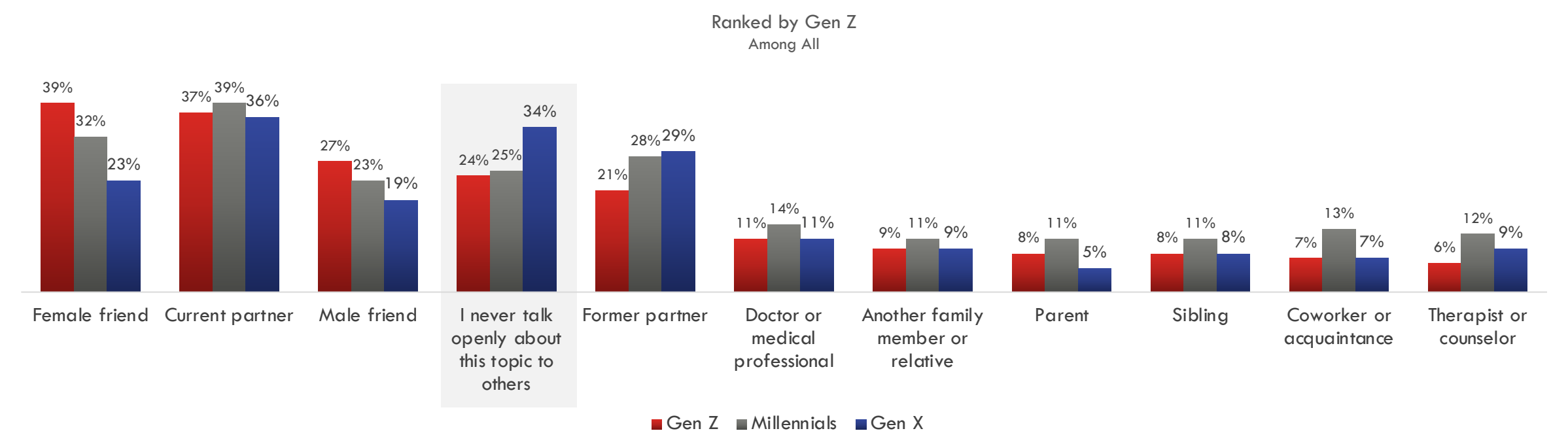
Women are far likelier than men to report talking to a female friend about masturbation, but still prefer to have this conversation with a current partner. Men are almost equally likely to report talking about masturbation to a male friend as they are a female friend.



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

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

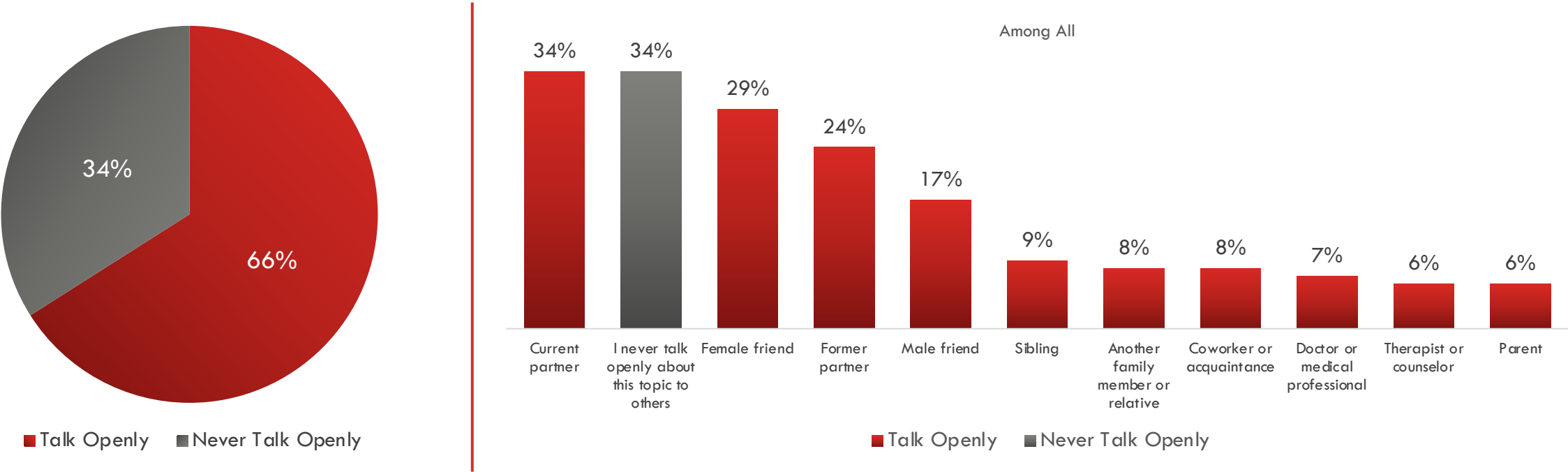
Gen Z and Millennials talk openly about masturbation at similar levels. Gen Z the most likely to discuss this topic with female friends, while Millennials prefer to talk openly with a current partner.



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

# Two-Thirds Of Americans Have Talked Openly About Using Sex Toys

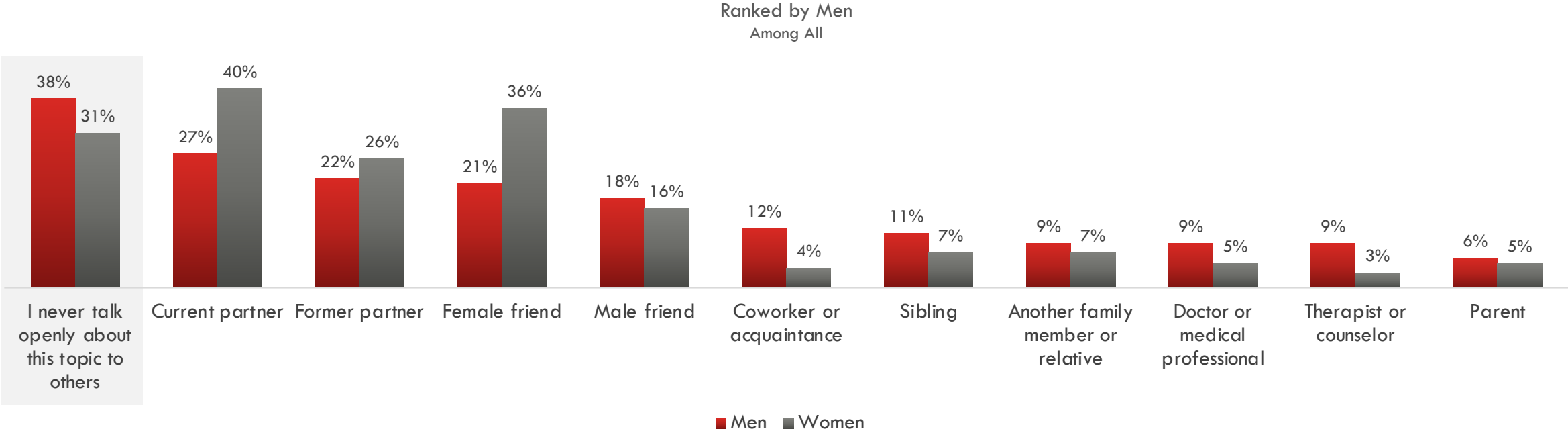
While still a majority, compared to sex and masturbation, a smaller proportion of Americans have discussed this topic openly. That said, similar to sex and masturbation topics, sex toys are discussed with current partners and female friends.



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

# Women Are Far Likelier Than Men to Discuss Sex Toys

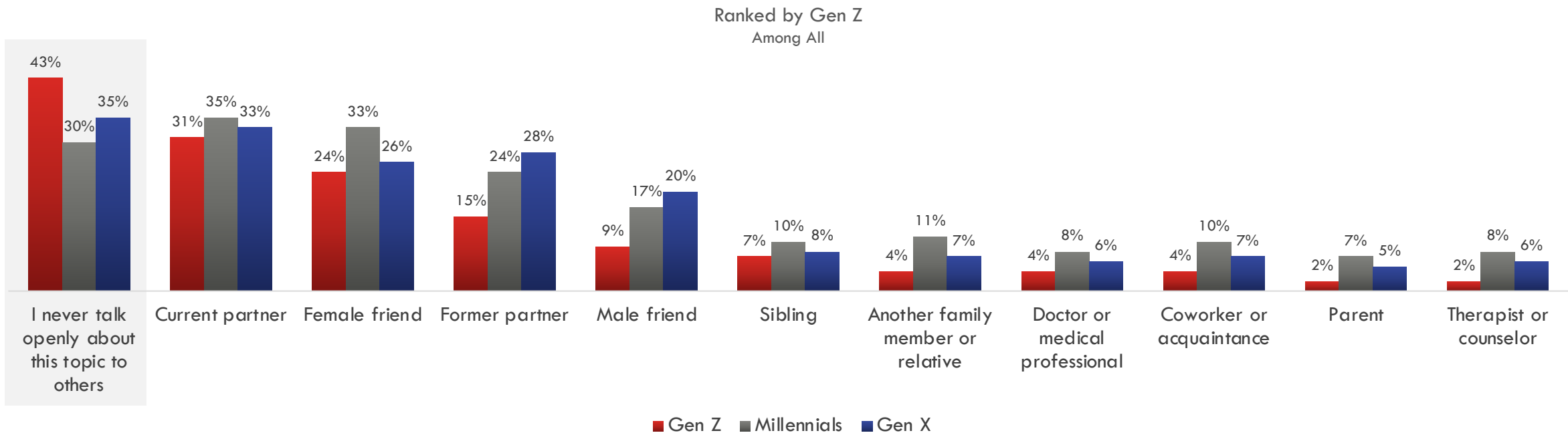
Women are noticeably likelier than men to report talking to a current partner and a female friend about using sex toys. While men are less likely than women to talk about this topic, they will discuss it with a current partner.



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

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

Unlike their openness around sex and masturbation, Gen Z is less likely to talk openly about sex toys. Millennials are most open to talk 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.

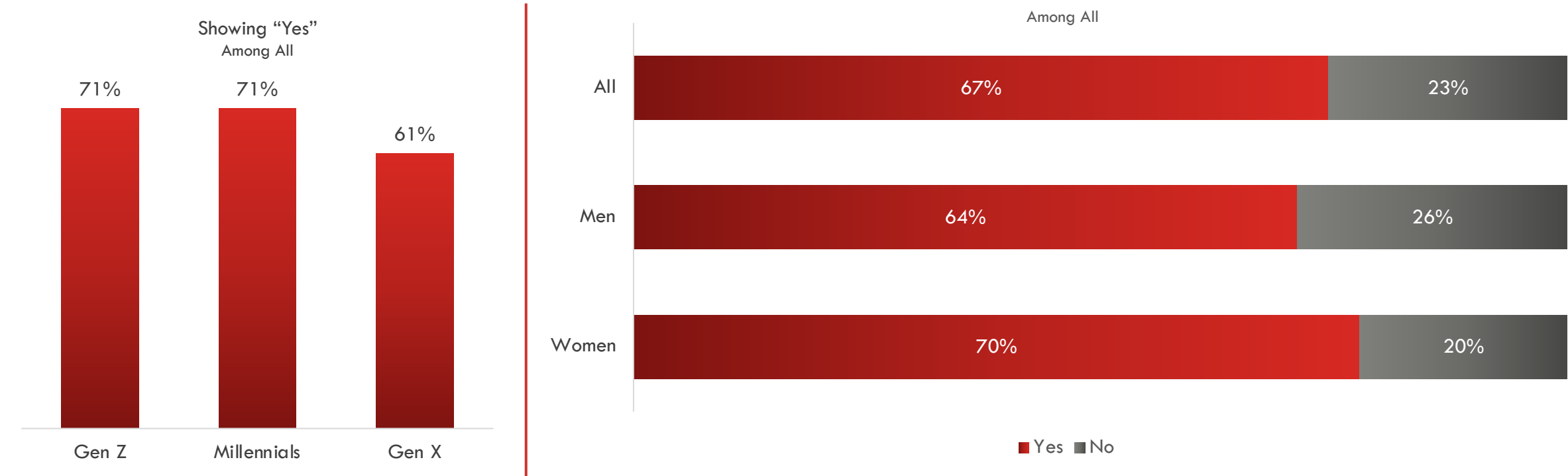
# SEX EDUCATION AND INFO SOURCES

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# Most Americans Received Sex Education

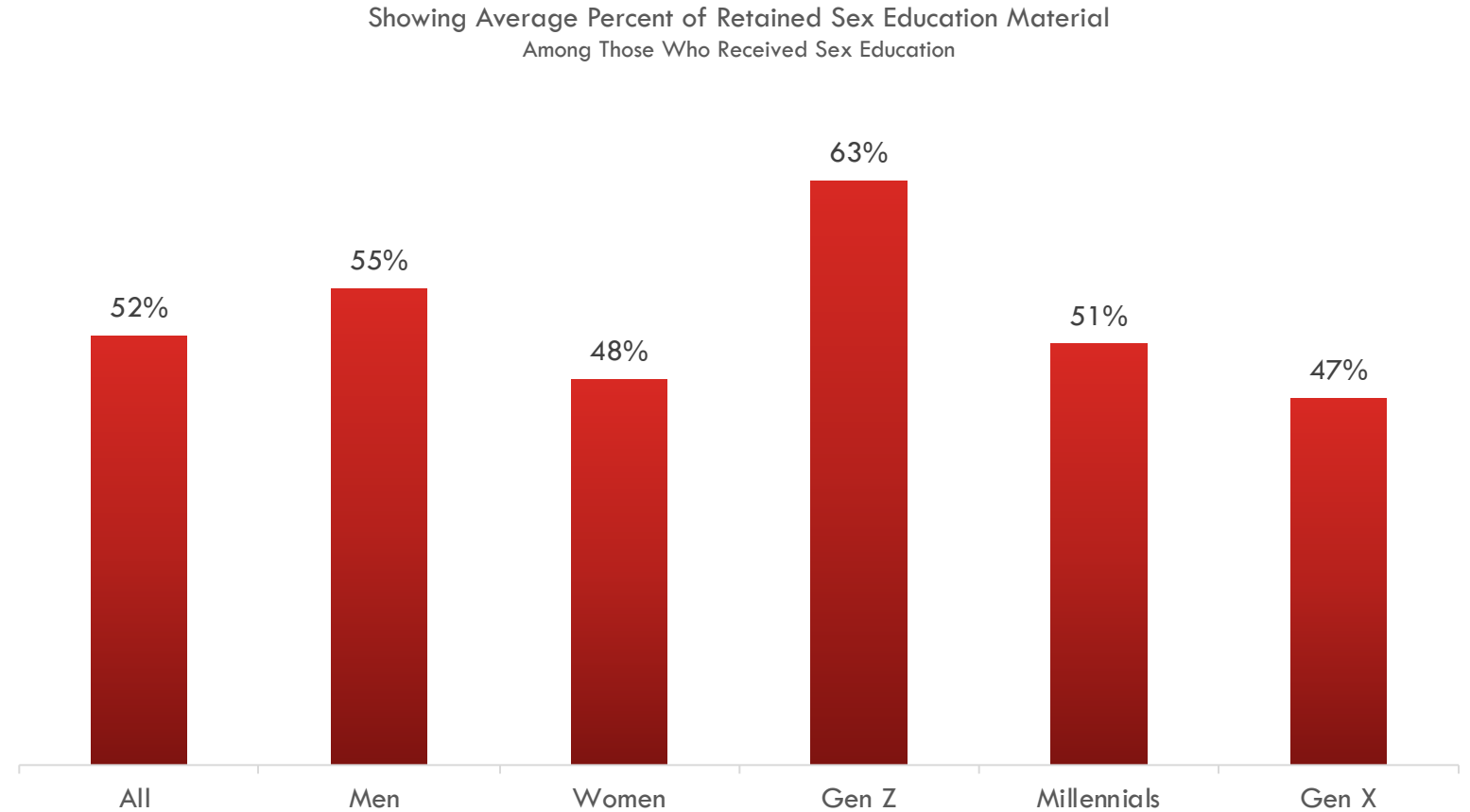
Overall, two-thirds of US Adults 18-54, led by women, report having received sex education in school. Gen X lags somewhat behind Gen Z and Millennials on this metric.



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

# Americans Have Retained About Half of their Sex Education Material

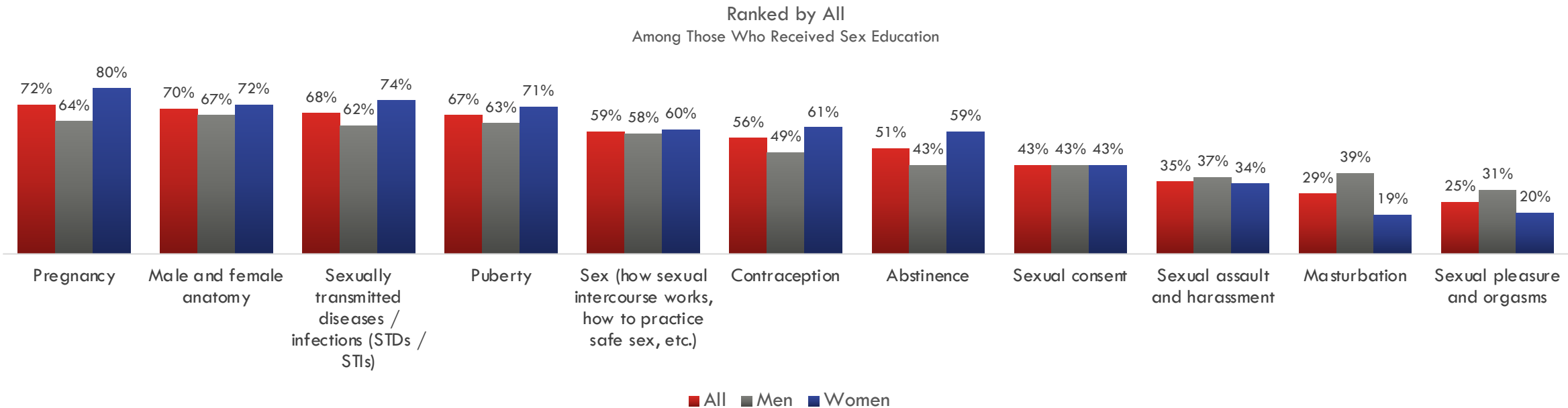
**On average, men report retaining a slightly higher percentage of material than women, and Gen Z respondents remember more than their older counterparts (likely due to recency).**



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

# Men Are More Likely to Have Covered Masturbation in Sex Education

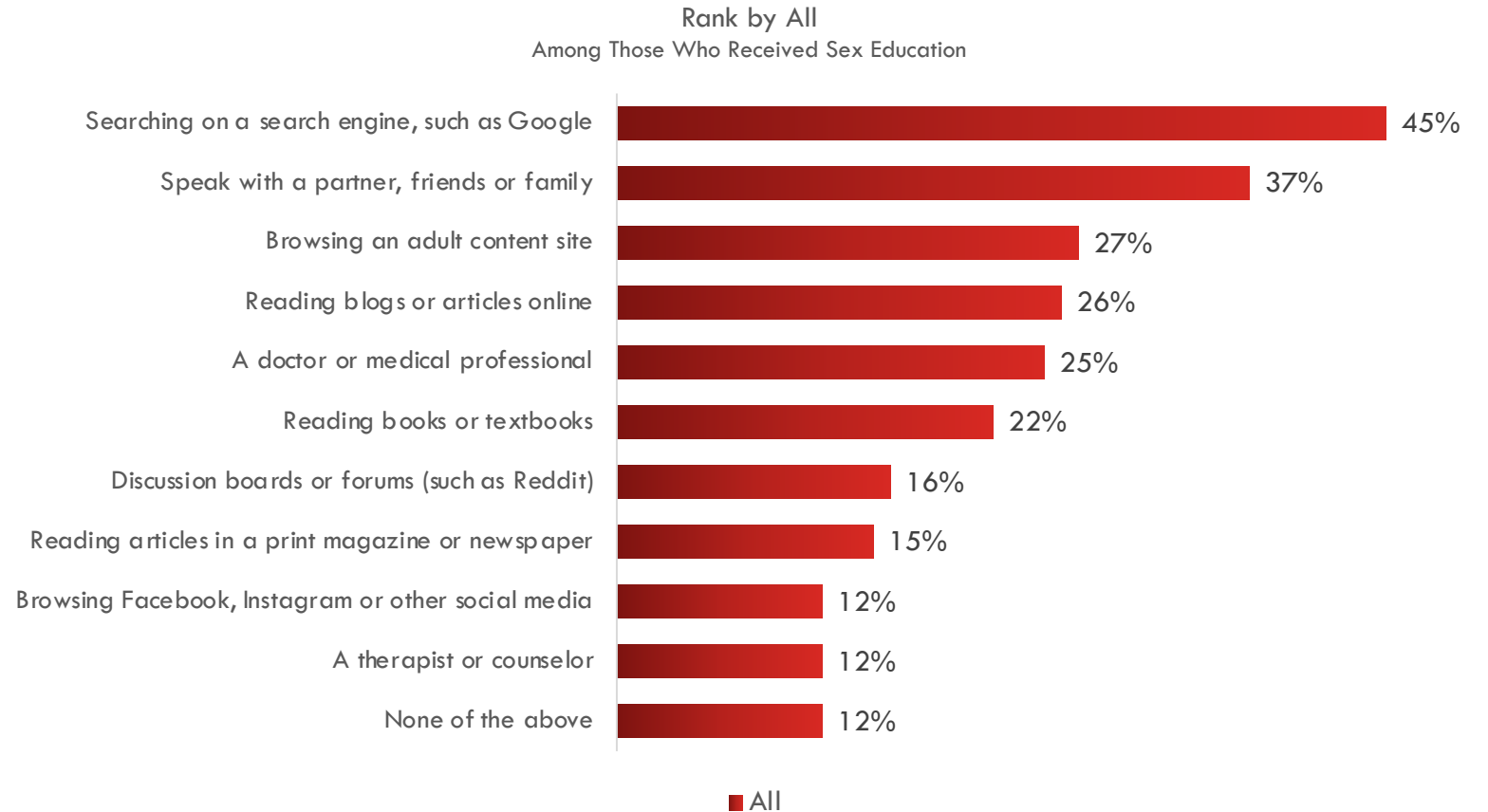
Overall, 29% of US Adults 18-54 report that masturbation was covered as a topic in their sex ed. program, but Men (39%) are considerably likelier to report this than Women (19%). Notably, sexual consent, assault and harassment, and pleasure were also reported to be taught in less than half of sex ed. programs.



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.

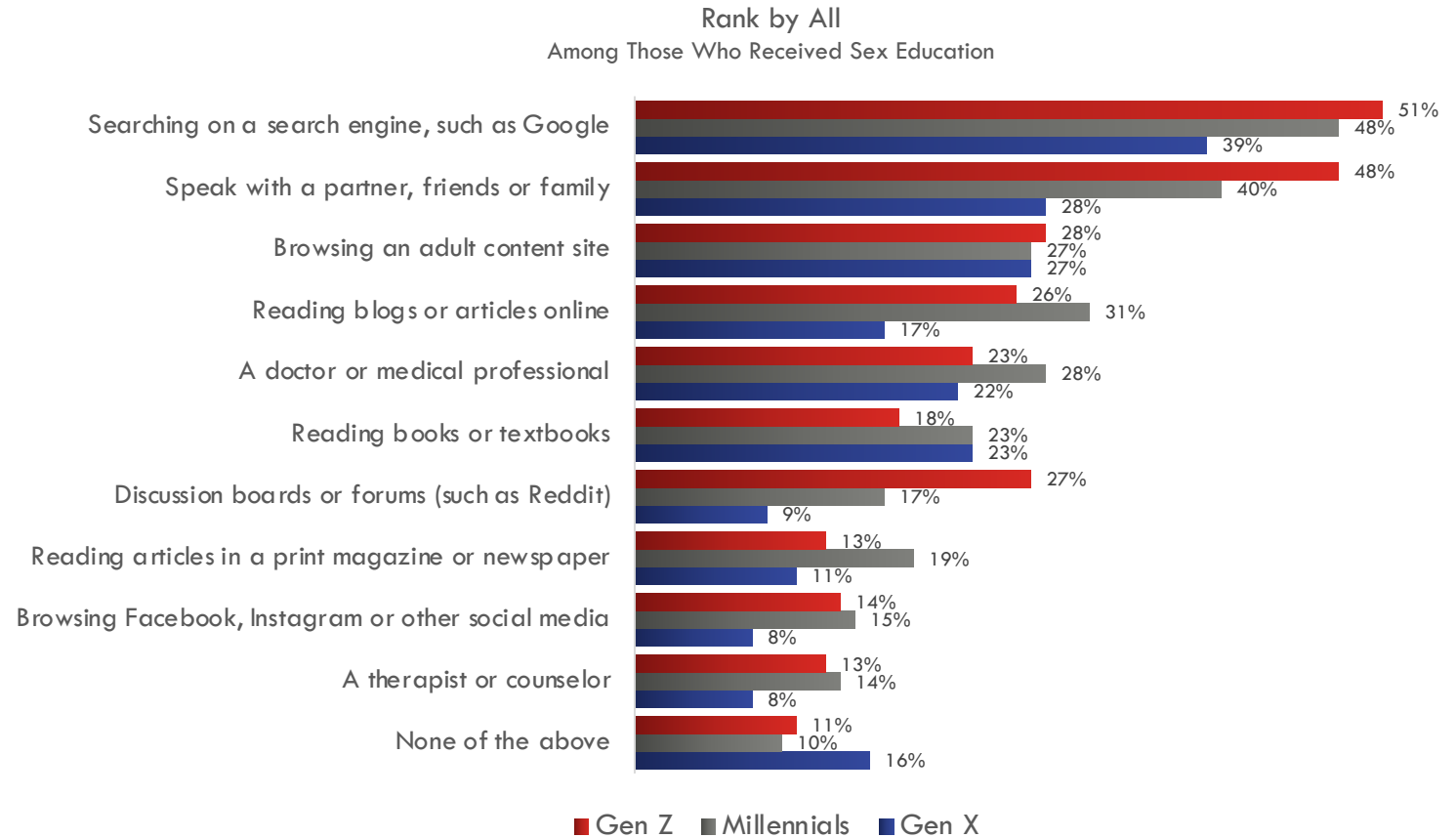


QSEXEDU3: Where do you go to find answers to questions about sex or sexuality? Please select all that apply.

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

**Gen Z are most likely to talk to their friends or family, while Millennials may choose articles, whether online or in print.**

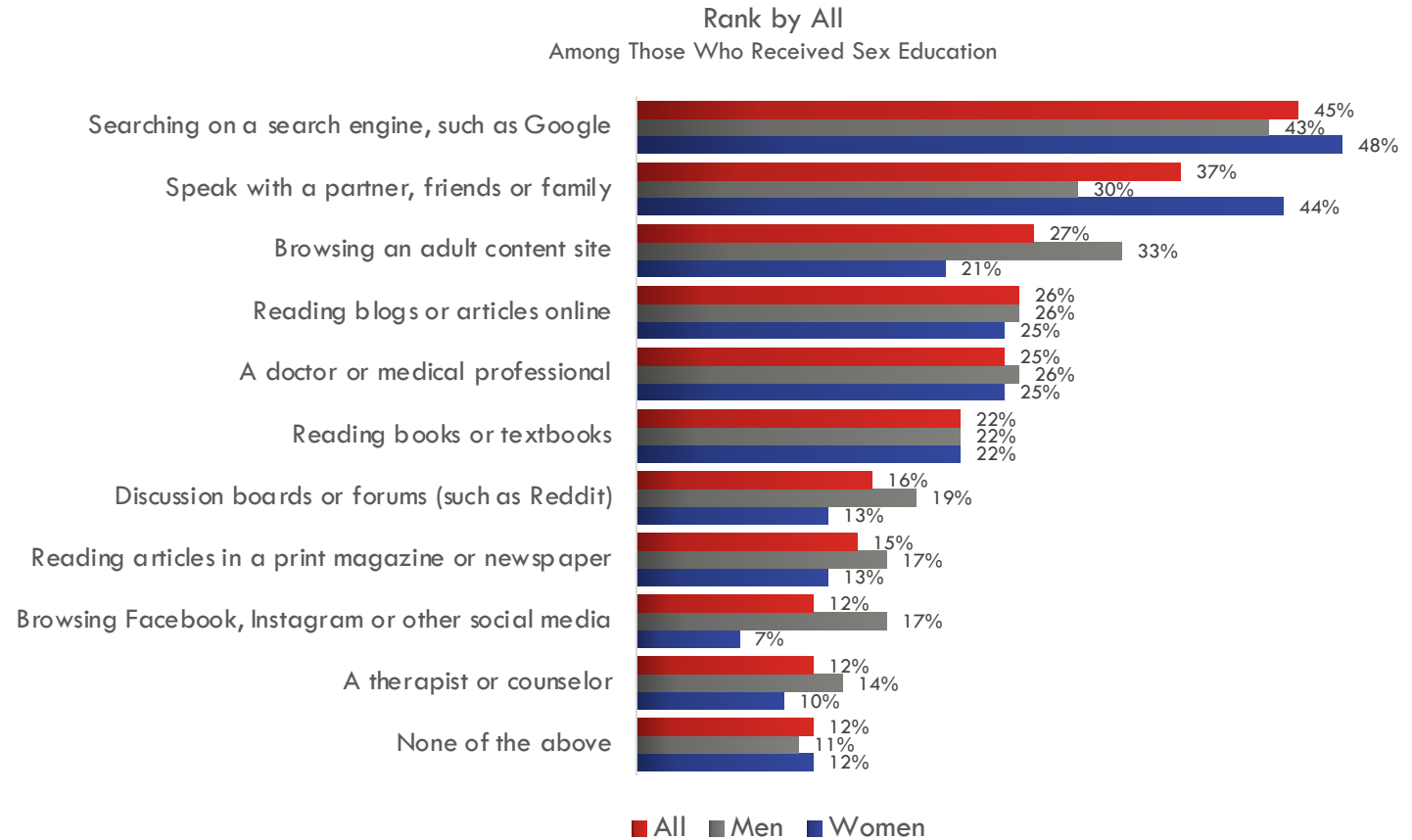
**Though it is not the most-used source of information for any of them, all three generations report similar usage of adult content sites.**



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

# Men and Women Report Notably Different Research Habits Around Sexual Information

**Compared to men, women are substantially more likely to report speaking with others (partner, friends, or family), while men tend to use an adult content site for their sex or sexuality information.**



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

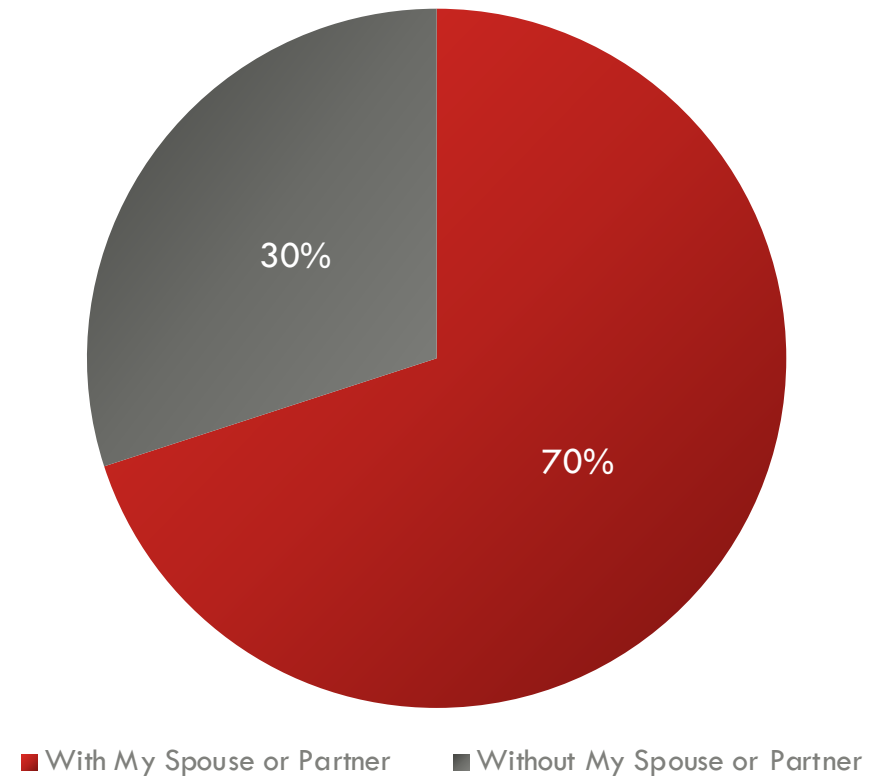
# MASTURBATION AND SEX TOYS IN QUARANTINE

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# The Pandemic Has Isolated Many Americans From Their Partners

**Within the 90% of US Adults 18-54 who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic, nearly one-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



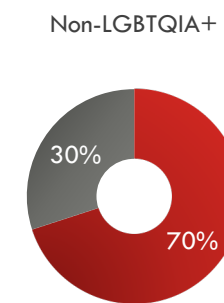
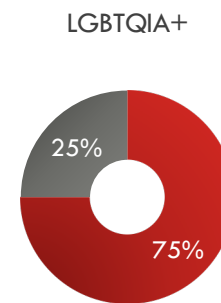
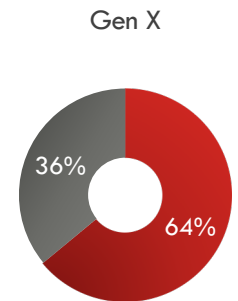
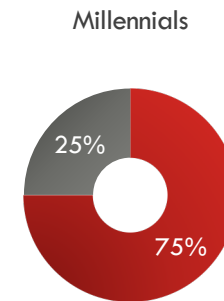
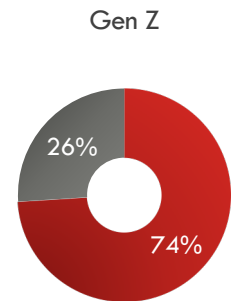
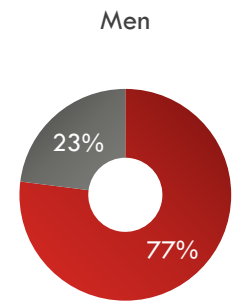
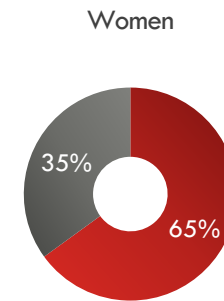
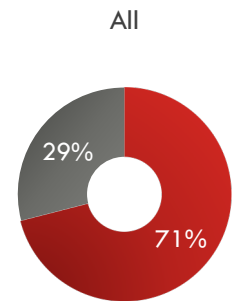
QCOVID2 - Who did you self-isolate or quarantine with? Please select all that apply.



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

**71% of those who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic agree that “sexual pleasure [helped them] feel better or act[ed] as a form of ‘self-care’ during self-isolation or quarantine.”**

Among Those Who Have Self-isolated/ Quarantined



■ Yes ■ No

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

# Many Are Masturbating More Frequently in Self-Isolation

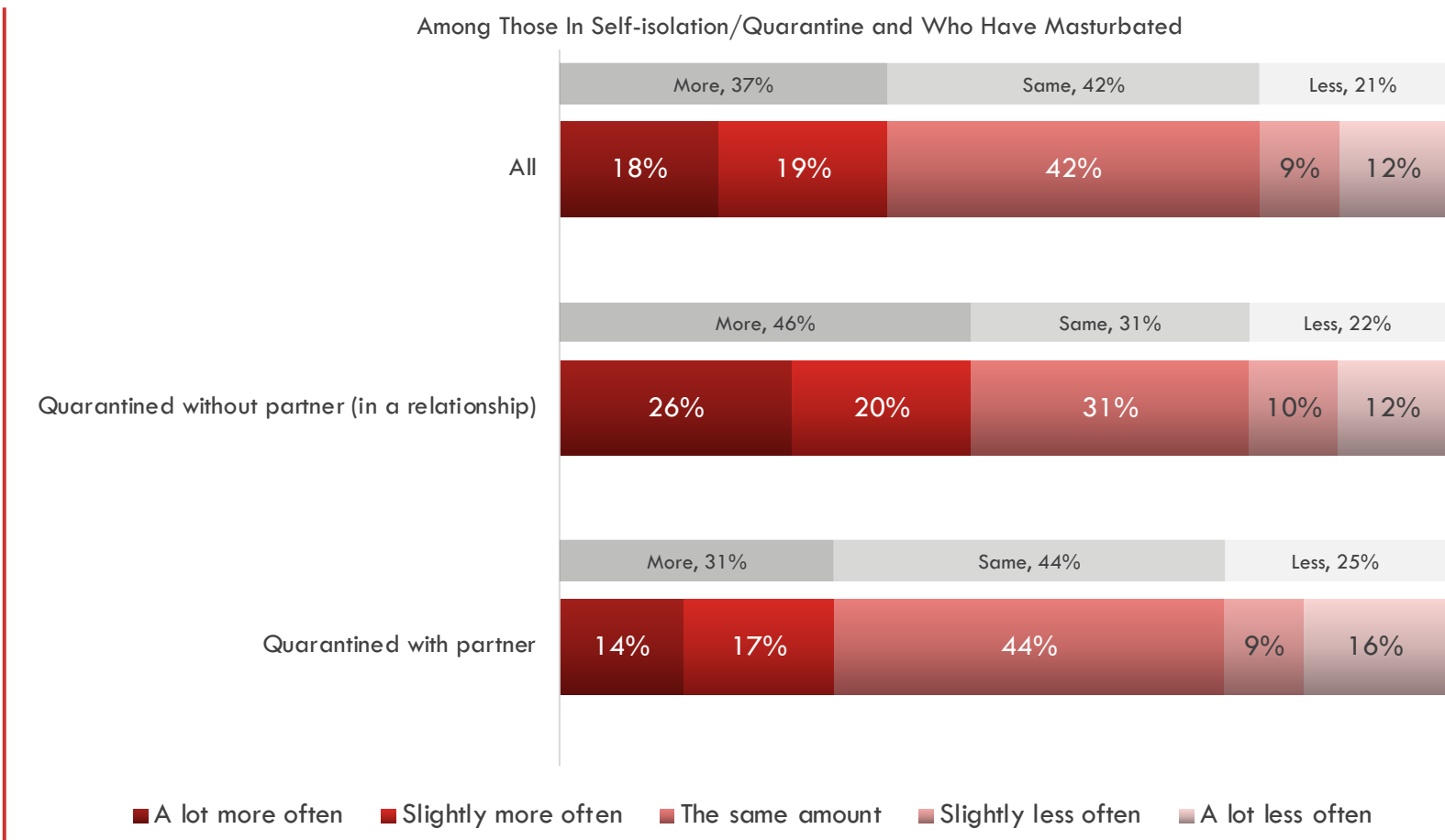
Overall, only 42% of respondents who masturbate say that self-isolation or quarantine has *not* affected how often they engage in masturbation. The majority of those whose masturbation habits have changed have increased their masturbation frequency (37%).



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

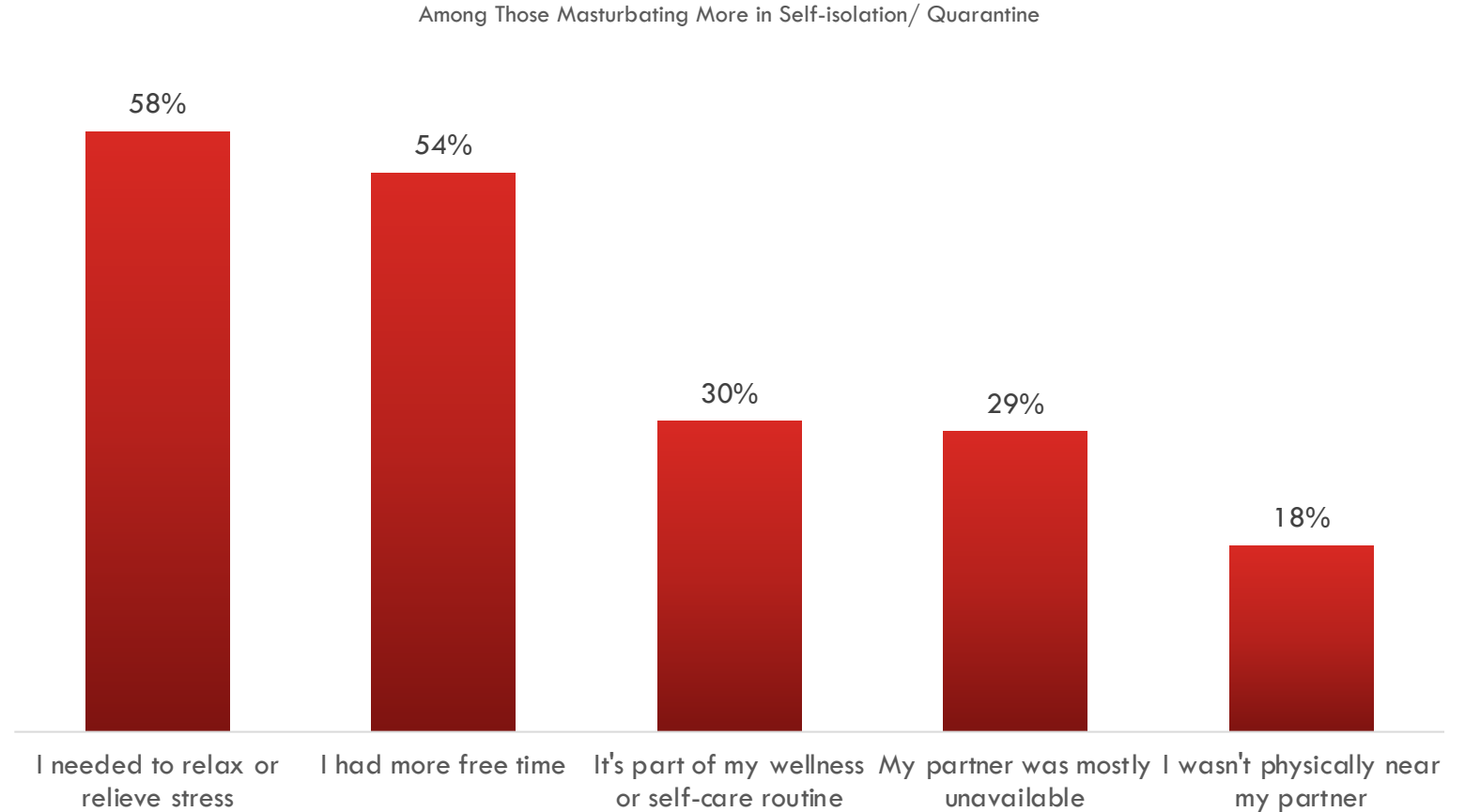
Almost half of US Adults in a relationship who quarantined *without* their partner or spouse say they are masturbating *more often* than before, compared to less than a third of those who quarantined *with* their partner or spouse.



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

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

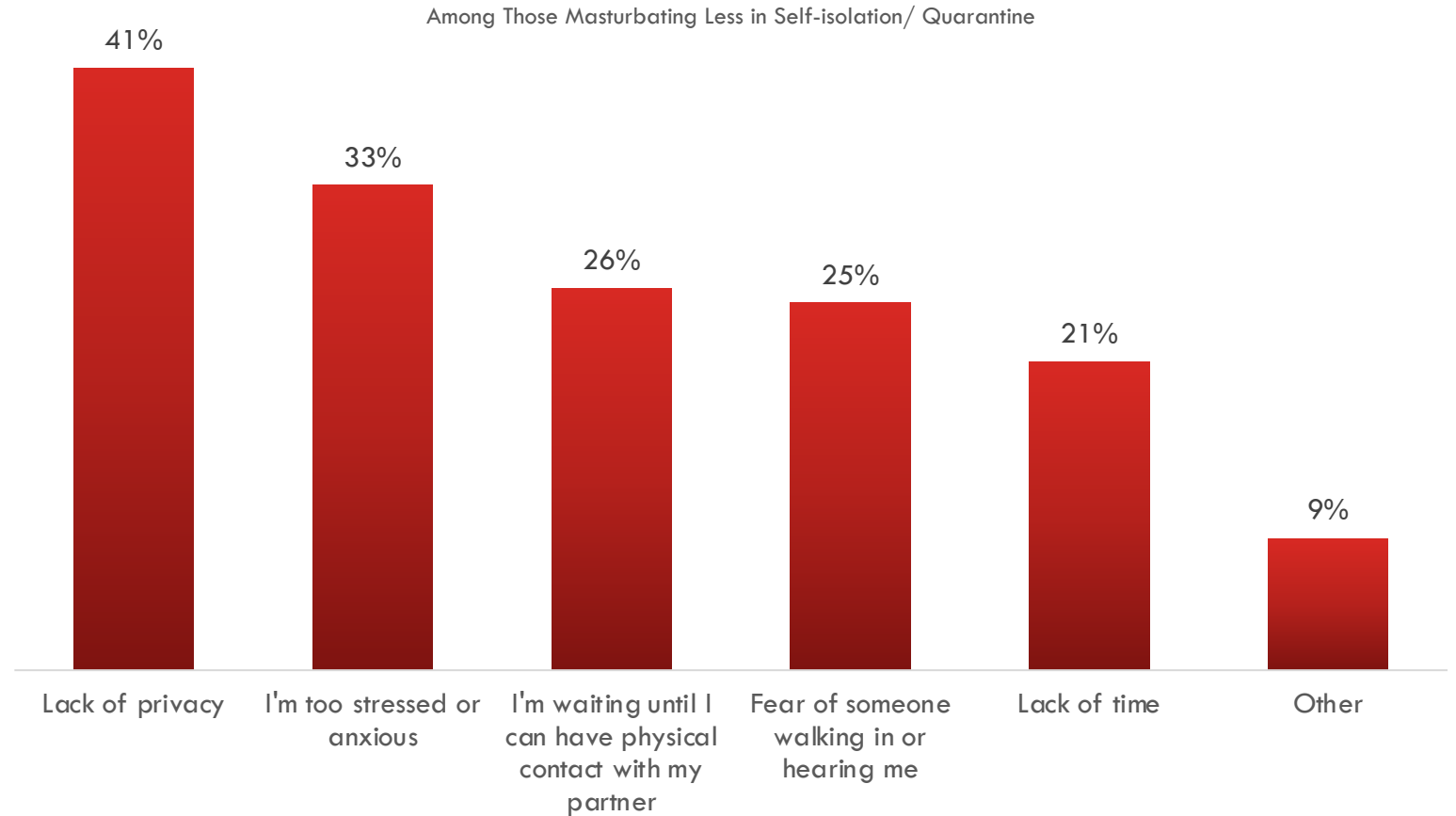
The top reasons cited for masturbating *more* during self-isolation or quarantine are “I needed to relax or relieve stress” and “I had more free time.”



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?

# Americans Masturbating Less Frequently in Isolation Cite Lack of Privacy and Stress

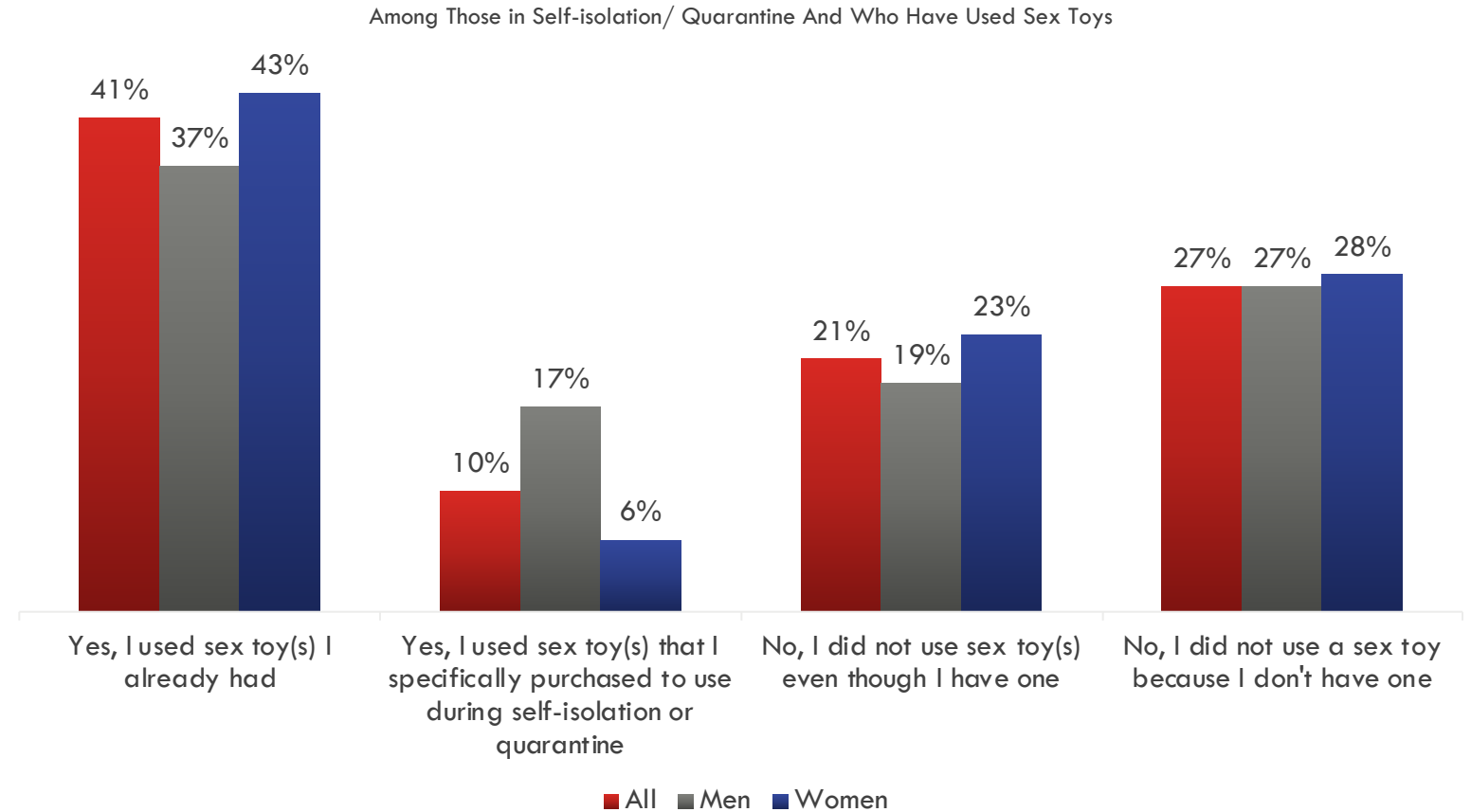
**Over two-thirds of those currently masturbating less than usual expect they will return to their usual amount after self-isolation or quarantine is over.**



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

# During Self-Isolation, Many Have Been Using (and Buying) Sex Toys

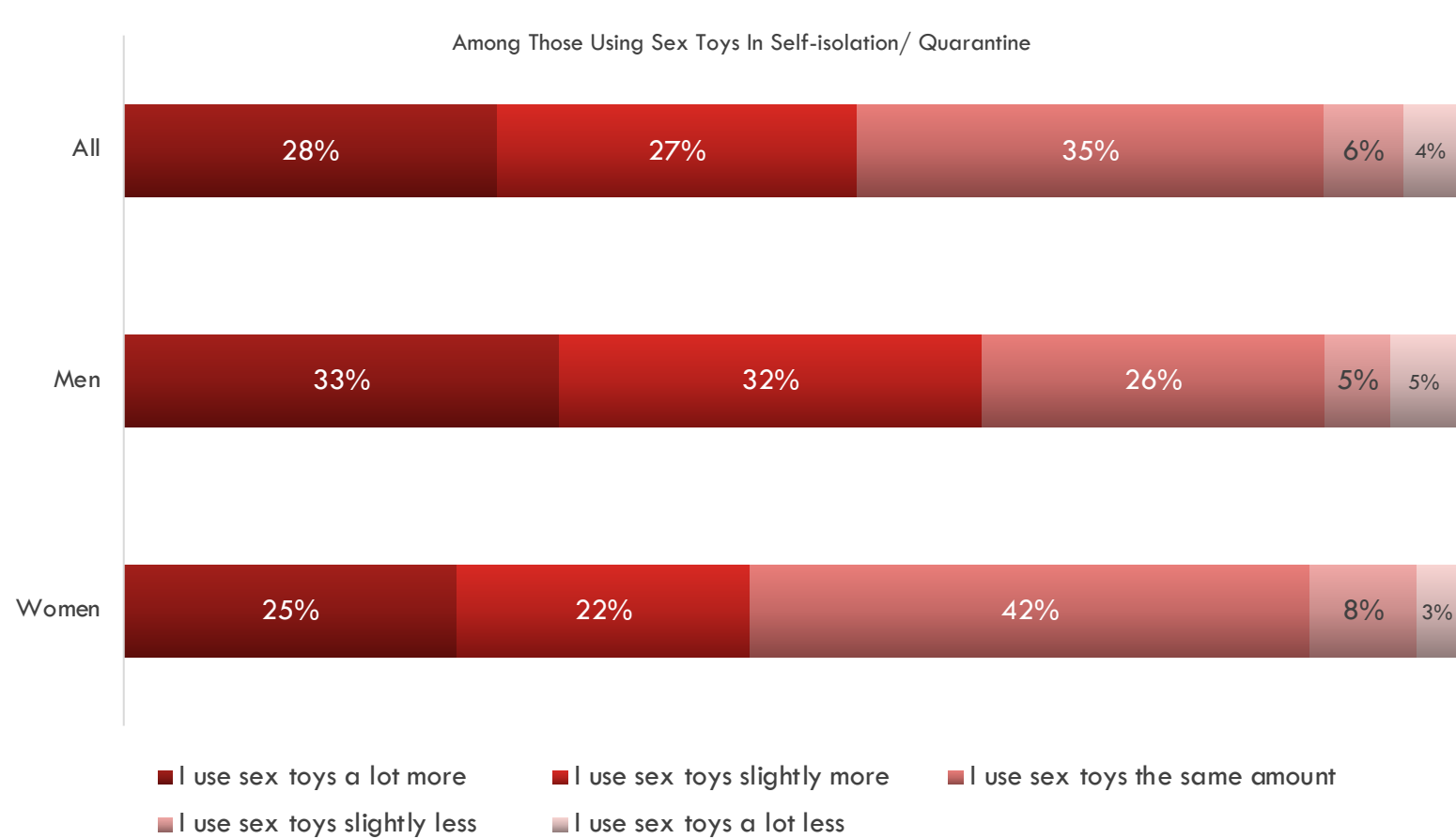
**Within the 45% of US Adults 18-54 who have self-isolated, quarantined, and/or social-distanced during the COVID-19 pandemic and who had some prior experience with sex toys, 41% say they've been using sex toy(s) they already owned during self-isolation, and 10% say they have been using sex toy(s) they specifically purchased to use during self-isolation or quarantine.**



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

# During Self-Isolation, Many Have Been Using (and Buying) Sex Toys

Among this group of quarantined sex toy users, 28% say they are currently using sex toys “a lot more” than usual, and 27% say they are using sex toys “slightly more” than usual.

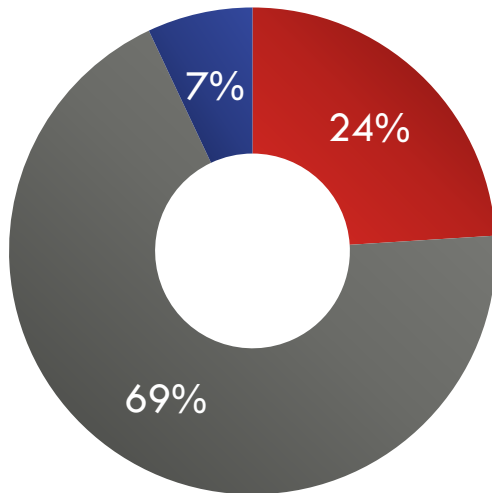


QCOVID5C: How has self-isolation or quarantine impacted how often you use (a) sex toy(s), if at all?

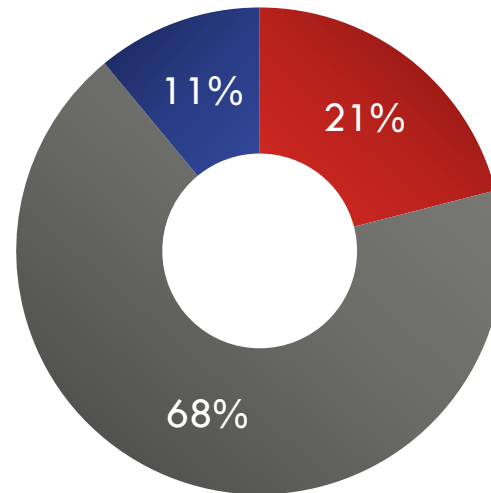
# Self-Isolation Has Positively Impacted Attitudes Towards Sex And Sex Toys

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

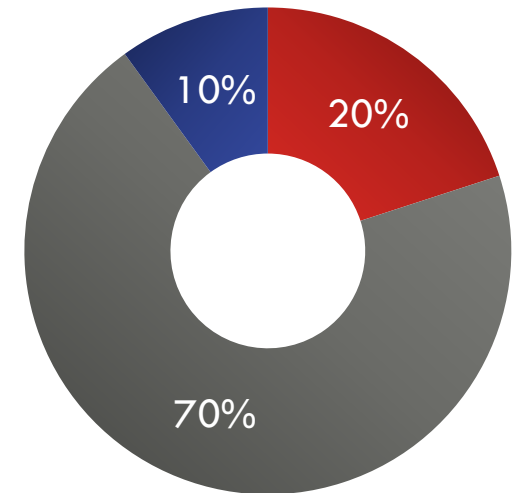
Talking About Sex or Sexuality  
Among Those In Self-isolation/ Quarantine



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



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



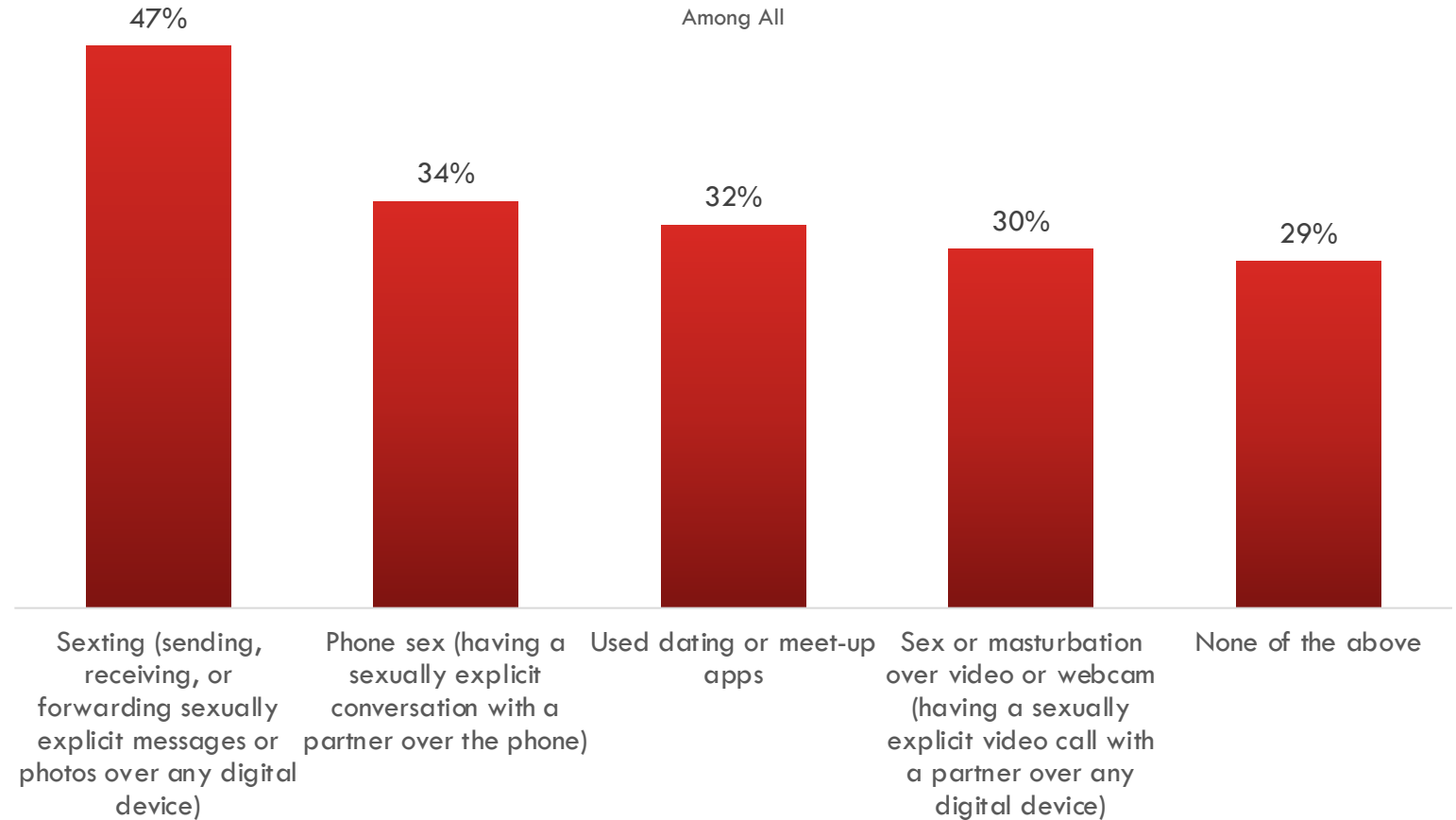
QCOVID7: How has self-isolation or quarantine impacted, if at all, your views on each of the following?

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



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

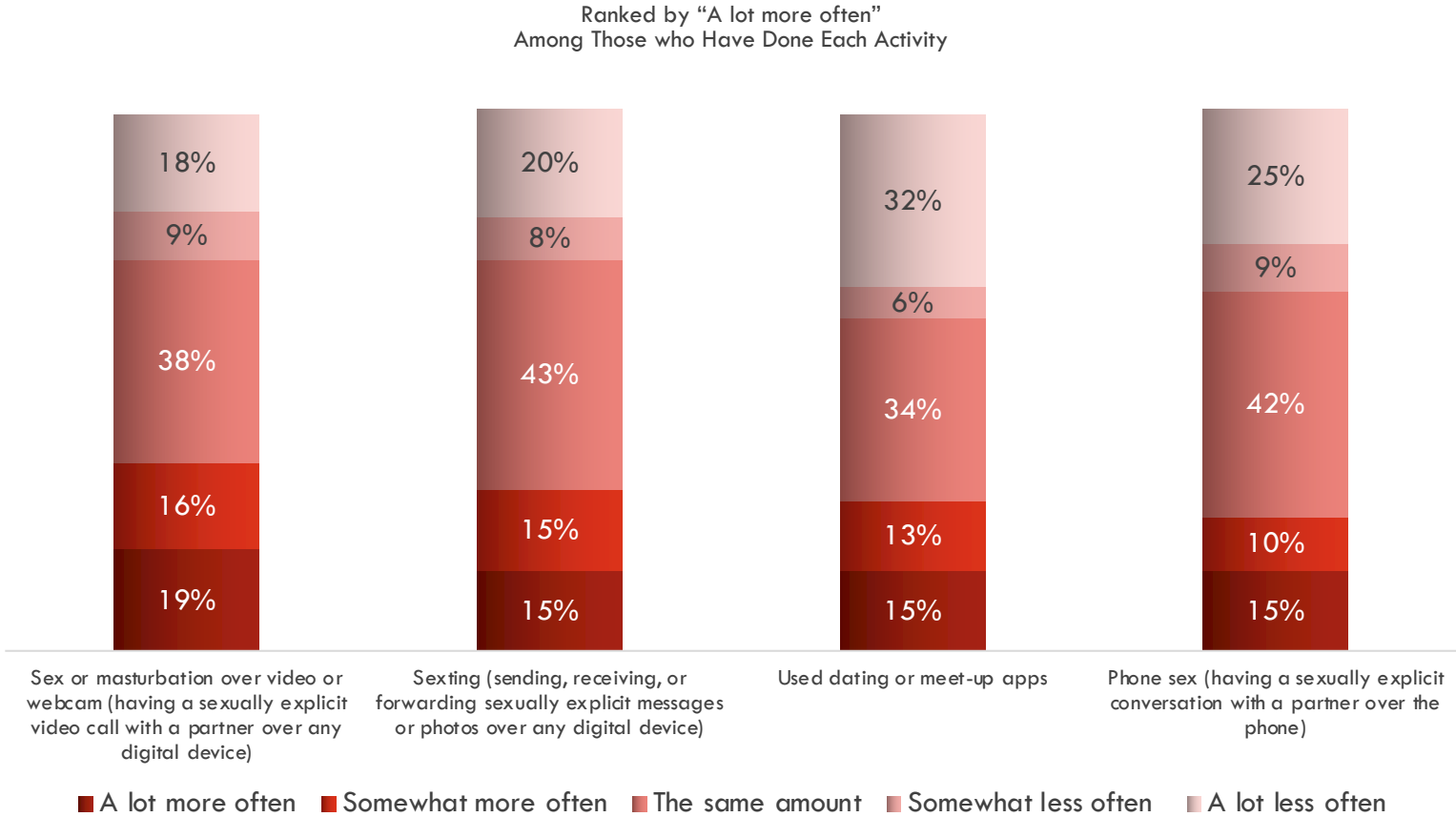
**Sexting leads all virtual activities, with nearly half of US adults having engaged.**



QSEXACTIVITIES: Which of the following have you ever done?

# During COVID, Virtual Sex Activity Has Increased Among Those That Partake

Sex or masturbation over video or webcam has seen the biggest increase during self-isolation/quarantine, with 35% of those who have engaged in this activity saying they are doing it more often.

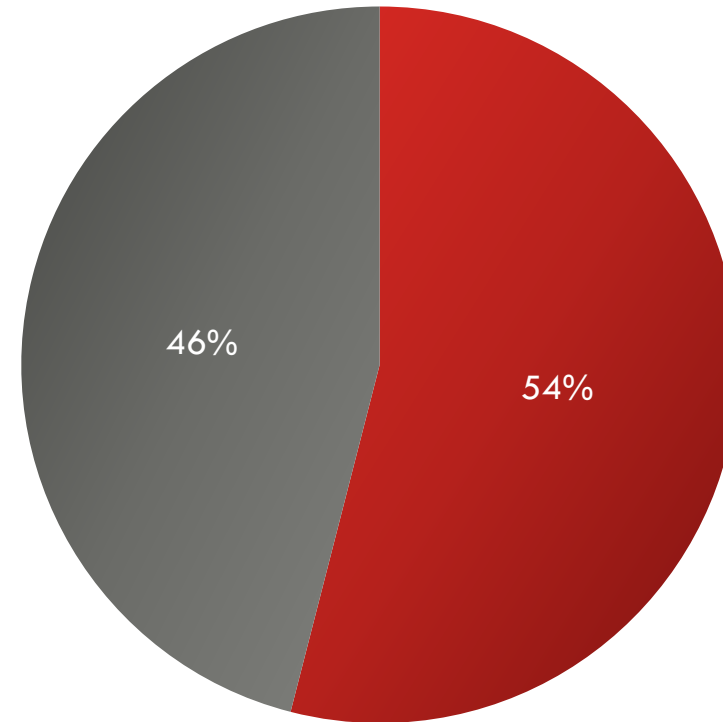


QCOVID6: How has self-isolation or quarantine impacted how often you engage in the following activities, if at all?

# Many Who Are Masturbating More During Self-Isolation Will Continue To Do So

Among those who are masturbating more often, over 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

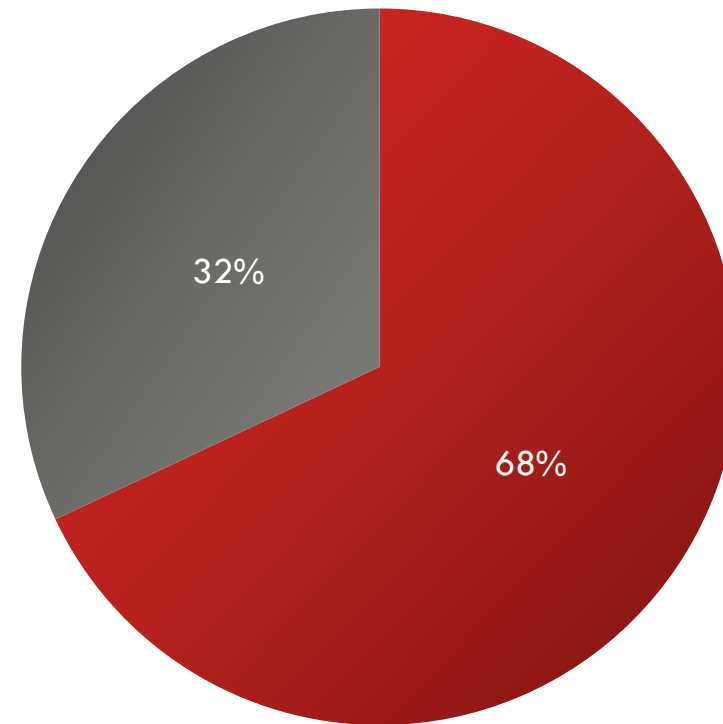
■ I will return to my usual amount

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**)

# Many 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

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# 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 US Online Quantitative Surveys

6 May 2020 – 10 May 2020

### Weighting

50% Male/50% Female; 57% White/20% Hispanic/14% Black/10% Other; 18% Northeast/21% Midwest/37% South/24% West; Male 18-24 10%/Male 25-34 14%/Male 35-44 13%/Male 45-54 13%/Female 18-24 9%/Female 25-34 14%/Female 35-44 13%/Female 45-54 13%

## Key Audiences

|                         |   |         |
|-------------------------|---|---------|
| Gender                  | Male  | n = 500 |
|                         | Female  | n = 500 |
| Generation              | Gen Z   | n = 169 |
|                         | Millennial  | n = 449 |
|                         | Gen X   | n = 382 |
| Relationship Status     | In A Relationship   | n = 637 |
|                         | Single, Dating  | n = 102 |
|                         | Single, Not Dating  | n = 259 |
| LGBTQIA+                | Non-LGBTQIA+  | n = 869 |
|                         | LGBTQIA+  | n = 131 |
| Masturbation            | Masturbates Regularly (At Least A Few Times A Year Or More) | n = 755 |
|                         | Does Not Masturbate Regularly Or At All Or Never Have       | n = 245 |
| Masturbation Frequency  | Masturbates Daily   | n = 111 |
|                         | Masturbates Weekly  | n = 368 |
|                         | Masturbates Monthly   | n = 208 |
|                         | Masturbates Few Times A Year, Or Irregularly                | n = 152 |
|                         | Masturbates Never   | n = 160 |
| Sex Toy Experience      | Has Used Sex Toys   | n = 497 |
|                         | Has Never Used Sex Toys                                     | n = 503 |
| Sex Toy Usage           | Currently Uses Sex Toys                                     | n = 291 |
|                         | Does Not Currently Use Sex Toys                             | n = 709 |
| Sex Toy Usage Frequency | Uses Sex Toys At Least Once A Month                         | n = 249 |
|                         | Uses Sex Toys Less Than Once A Month                        | n = 42  |