

# TENGA

## 2019 Self-Pleasure Report

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How Americans Masturbate and its Role in Self-Care



# Introducing the TENGA 2019 Self-Pleasure Report



TENGA, the innovative sexual wellness company that creates sex toys for men and women, is pleased to bring you the TENGA 2019 Self-Pleasure Report, which highlights the surprising role masturbation, sex and sex toys play in people's lives in the U.S. and around the world.

This study is the largest of its kind, having surveyed over 10,000 men and women in nine countries.

The countries surveyed included:



United States



United Kingdom



Japan



Germany



China



France



Taiwan



Spain



South Korea

Unlike other reports, this study goes beyond simply measuring people's masturbation and sexual behaviors and attitudes; it also explores the connection between pleasure – from oneself and during sex – and its impact on physical, emotional, and societal well-being. Building on its previous research, TENGA continues its commitment to elevating the global conversation about masturbation, tackling its myths and stigmas, and celebrating pleasure in our lives.

We hope you learn about the amazing power of self-pleasure. Please visit [FeelMore.Global](https://www.feelmore.global) to learn more, and reach out to [bcwUSTENGA@bcw-global.com](mailto:bcwUSTENGA@bcw-global.com) with questions and media inquiries.

# The State of the States: Masturbation in the U.S.

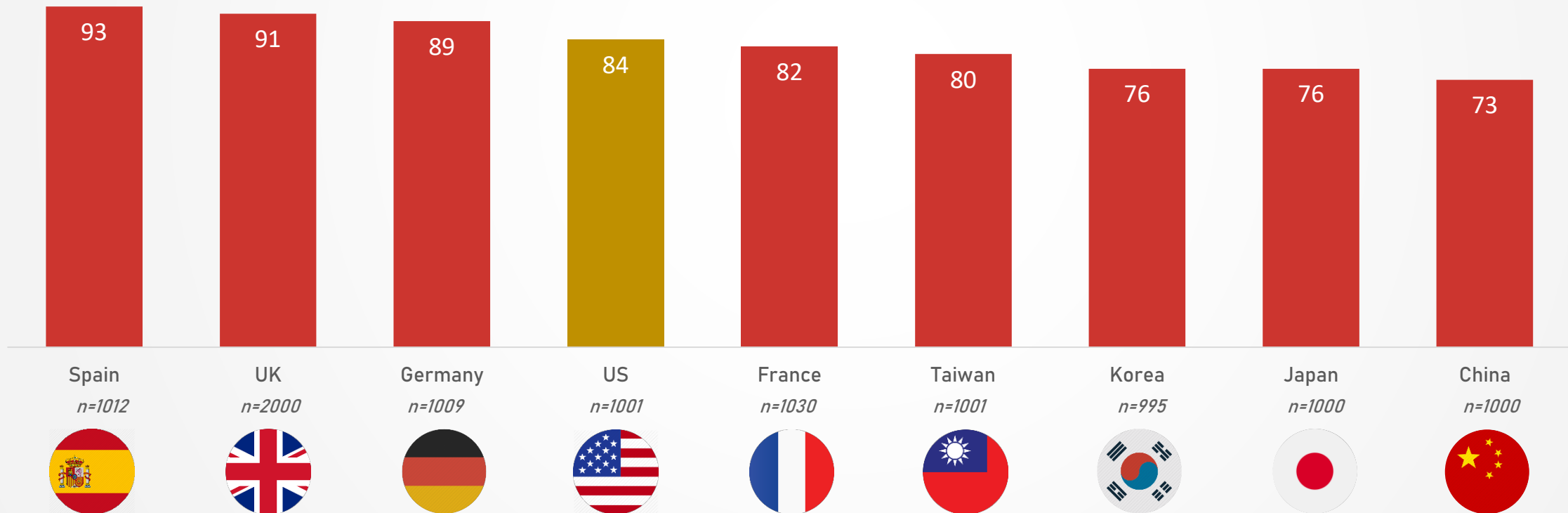
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# Which country surveyed masturbates the most?

A strong majority – 84% – of Americans have masturbated, but the Spanish, British, and Germans tend to do it even more.

Q: Have you ever masturbated?

*Among all markets, showing % yes*



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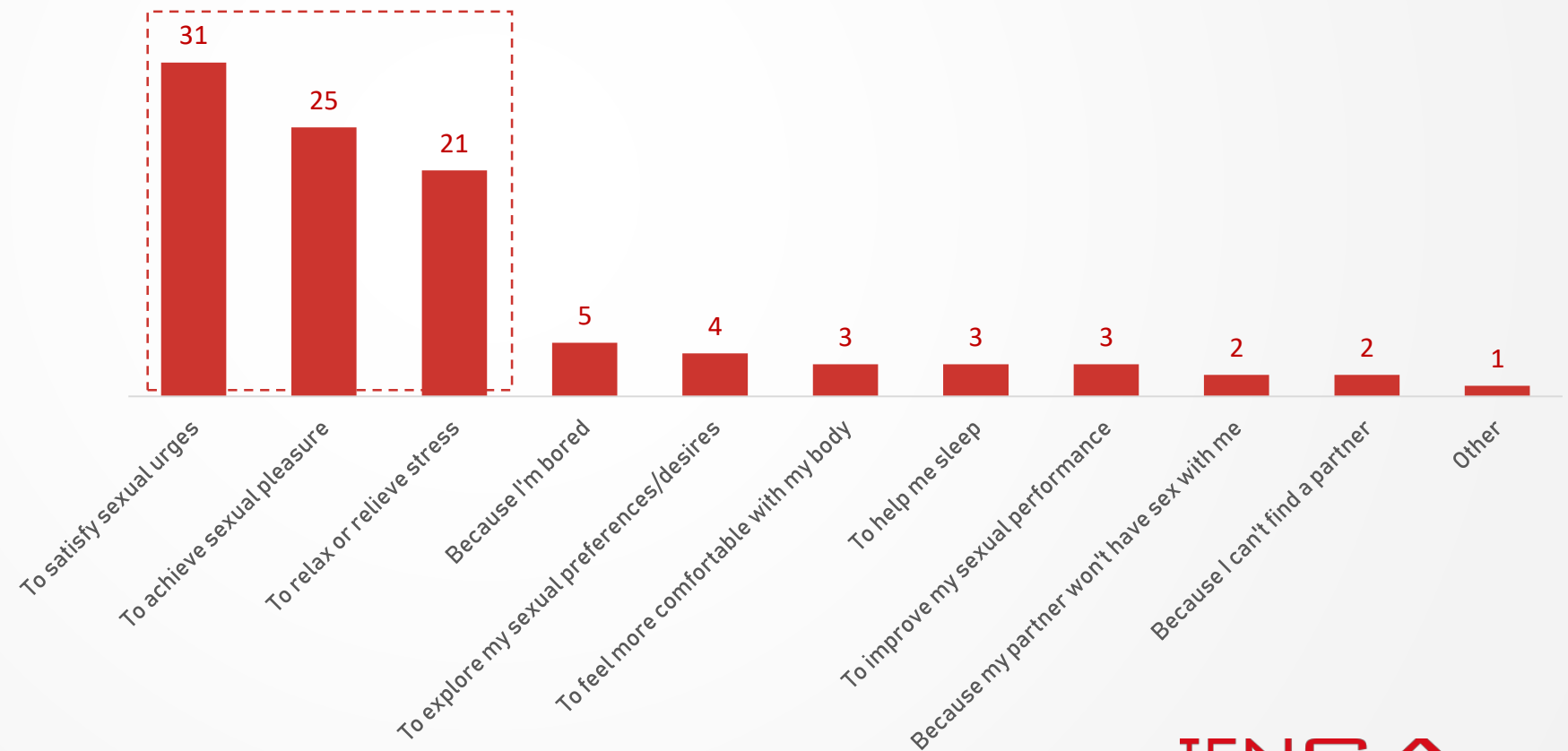
# Why do Americans masturbate?

Most Americans masturbate to satisfy sexual urges, to achieve pleasure and to relax. Most are driven to pleasure themselves out of a desire for these and other benefits – not due to lack of a sexual partner.



## Q: Why do you generally masturbate?

*Among those who have masturbated (n=843)*

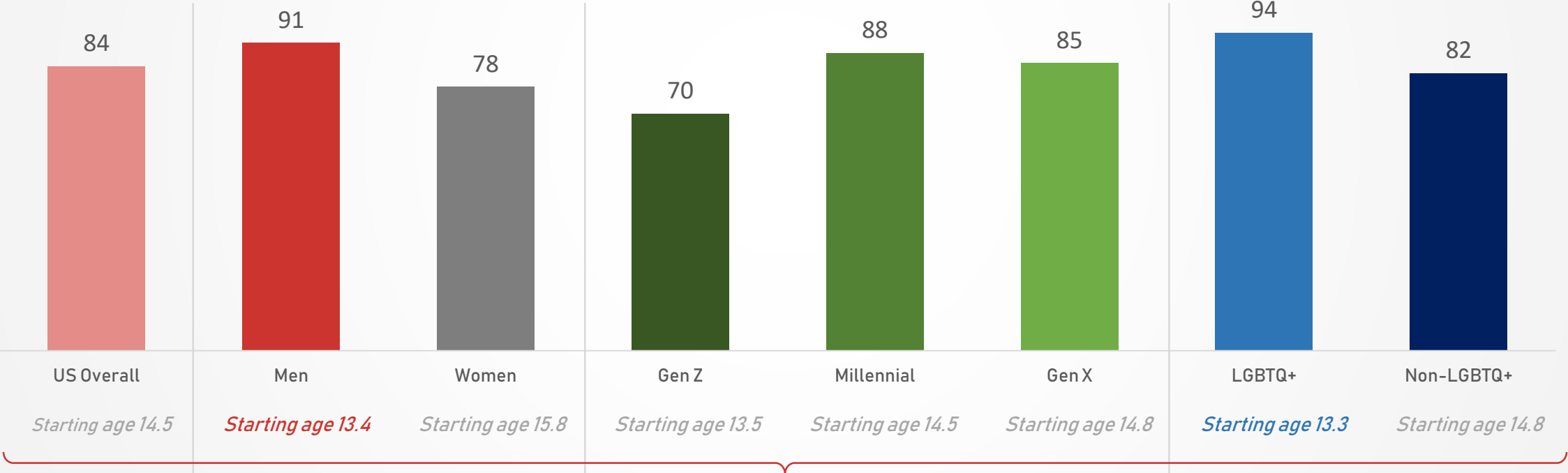


# Who masturbates most, and when did they first start?

Men and LGBTQ+ Americans are more likely than other groups to masturbate, and they also tend to start younger – around 13 years old on average.

Q: Have you ever masturbated? When was the first time?

Among US overall, showing % yes



Showing among those who have masturbated and the average age per audience

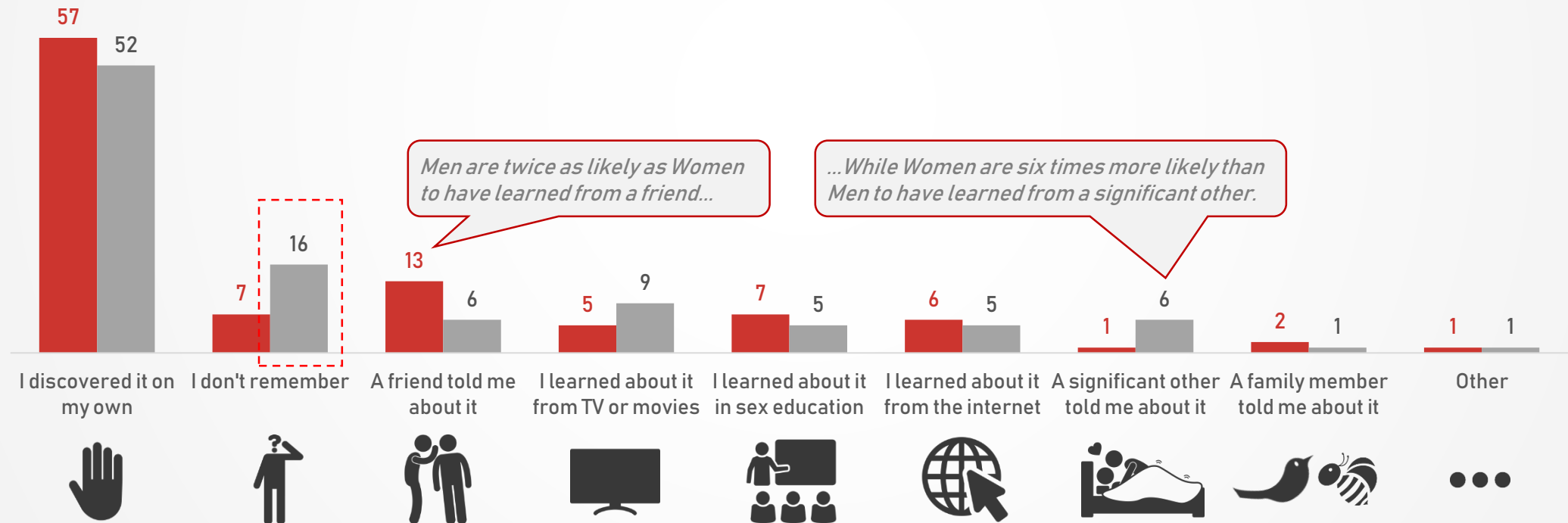
# How did Americans first discover masturbation?

Most recall discovering it on their own. Though Women started an average of 2.4 years later than Men, they are twice as likely as Men to not recall the point of discovery.

Q: How did you first discover masturbation?

*Among those who have masturbated*

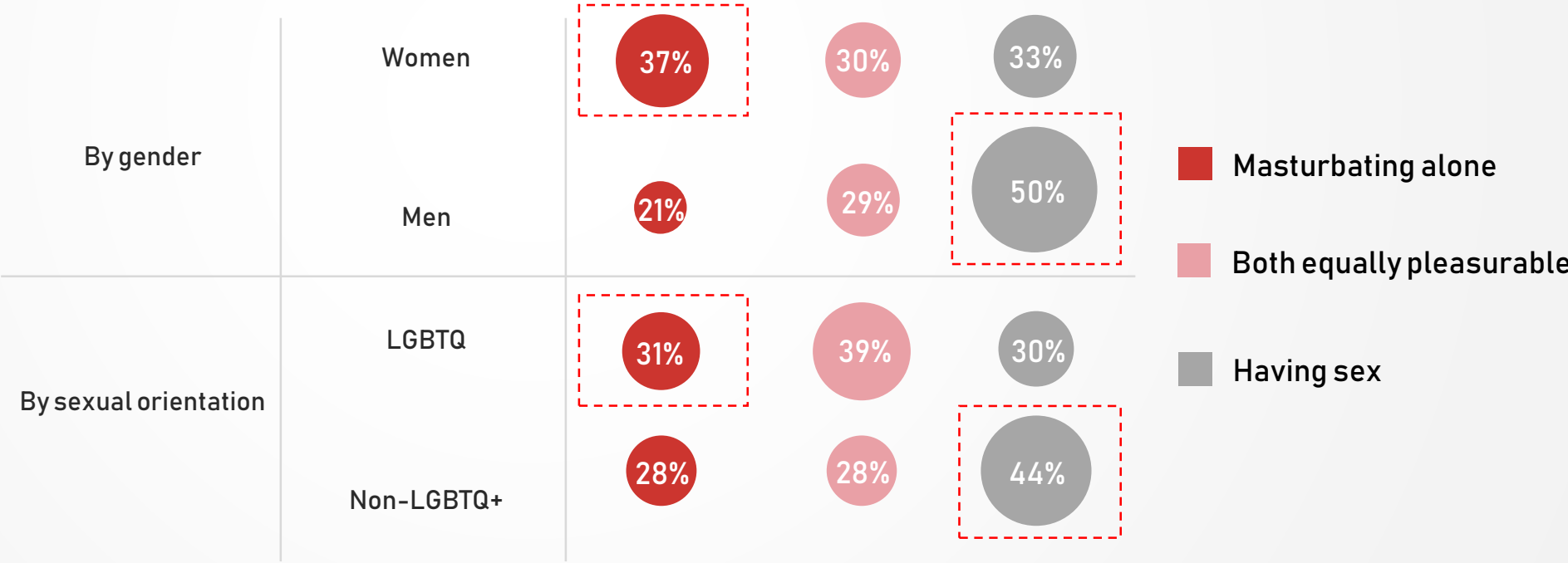
■ Men (n=441) ■ Women (n=398)



# What's better: sex or masturbation?

Women tend to find masturbating alone more pleasurable than sex, compared to Men who find sex more pleasurable. Non-LGBTQ+ people also tend to find sex more pleasurable than LGBTQ+ individuals.

Q: Do you usually find it more pleasurable to masturbate alone or have sex?

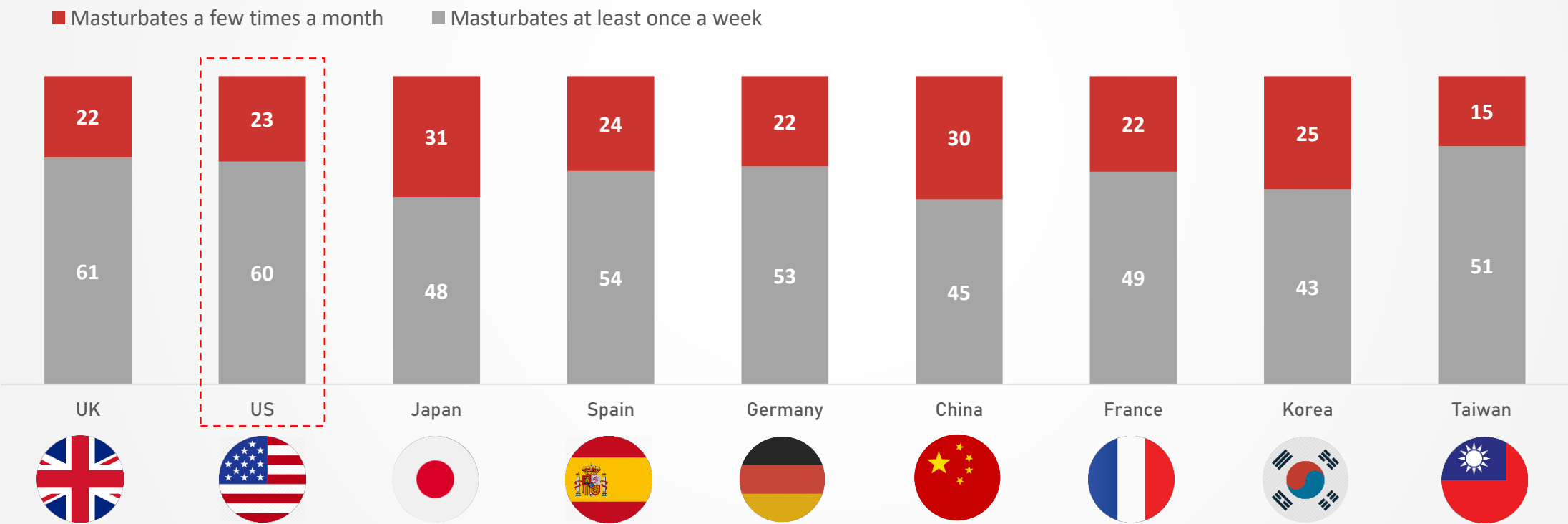




# How often do people around the world masturbate?

60% of Americans who masturbate do it at least weekly – a greater share than in almost every other country surveyed.

Q: How frequently do you masturbate on average?  
*Among those who have masturbated, ranked by frequency*



# The *Nuts* + Bolts of How We Masturbate

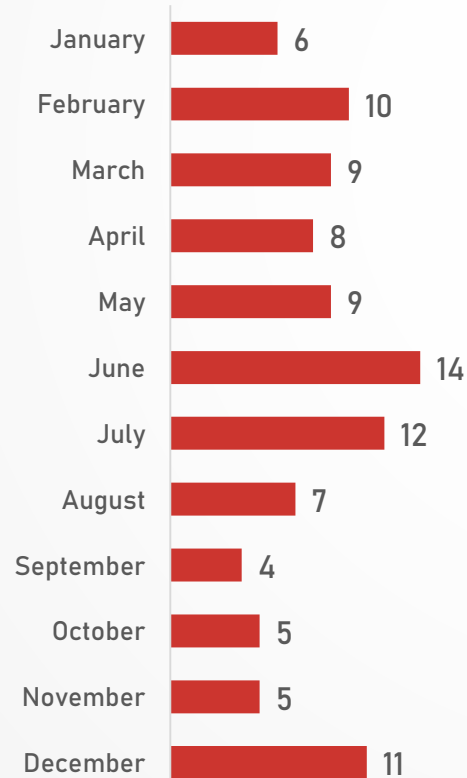
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# When and where are Americans horniest?

Americans tend to be horniest in the month of June, touch themselves most between 7:30 – 11:30 p.m. and normally take to their bedrooms to do it, though some have done it in their cars, kitchens and at work.

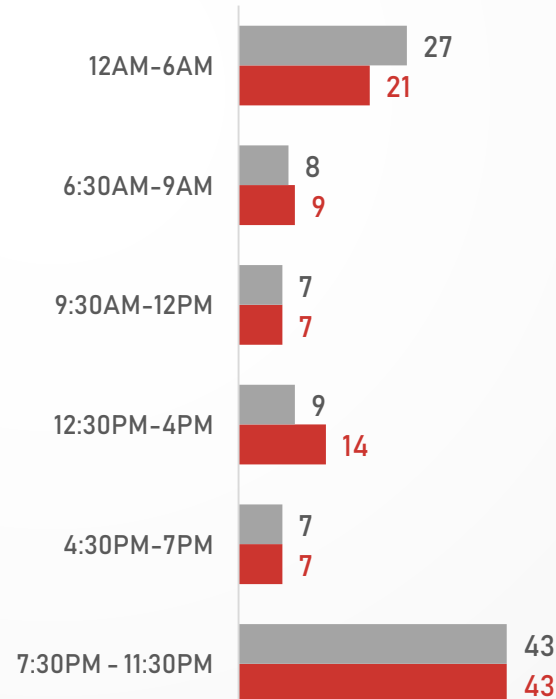


Q: What month of the year do you tend to feel the horniest?



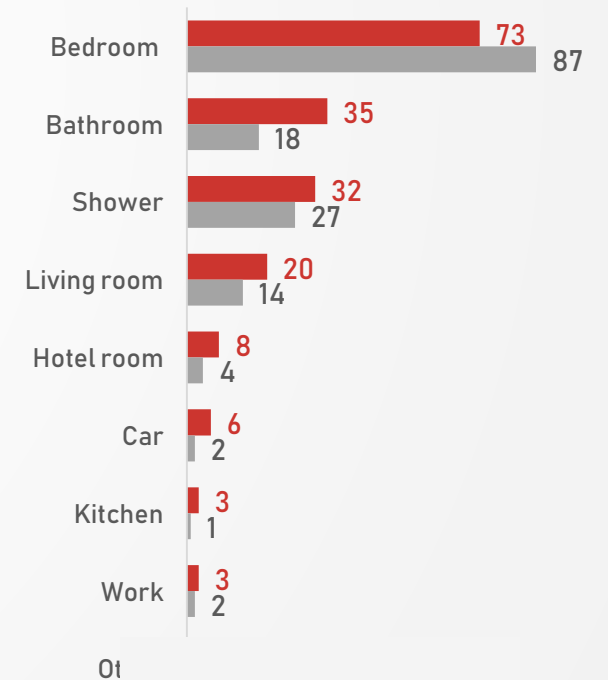
Q: Approximately what time of day do you most often masturbate?

■ Women (n=398) ■ Men (n=441)



Q: Where do you normally masturbate?

■ Men (n=441) ■ Women (n=398)

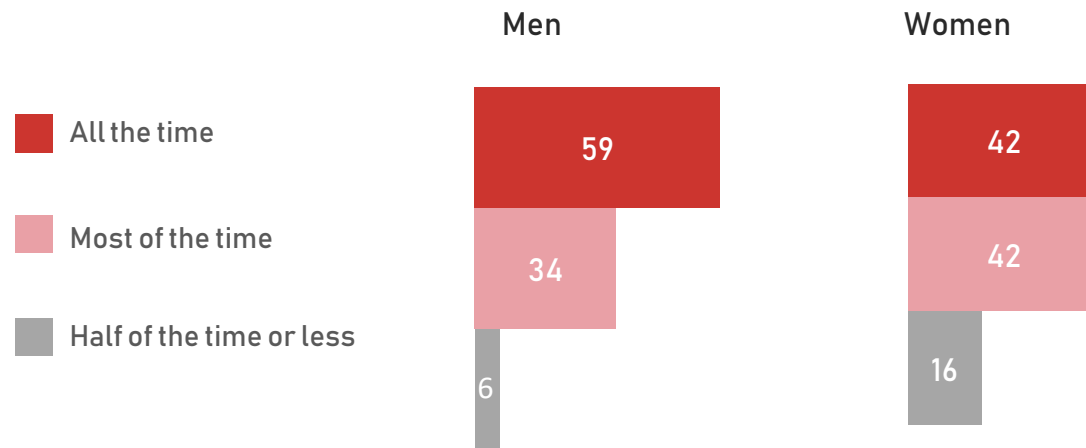


# How often do Americans orgasm?

While Men tend orgasm all or most of the time, Women are significantly less likely to orgasm as frequently.

Q: When masturbating, how often do you achieve an orgasm?

*Among those who have masturbated*



# Has anything memorable happened while masturbating?

39% of men and 29% of women have masturbated in a “weird” way –using odd objects and in odd places.  
27% of men and 9% of women have experienced a “masturbation mishap.”

## Q: What is the ‘weirdest’ or most ‘unique’ way you’ve ever masturbated?

*Among those who have done so*

*“I masturbated into a piece of fruit.”*

- Male, 25

*“With a plastic doll.”*

- Male, 42

*“In a public bathroom.”*

- Female, 31

*“I sat on my hand so it went numb.”*

- Male, 33

*“I masturbated to rough porn.”*

- Female, 37

## Q: What memorable mishap or misadventure have you experienced while masturbating?

*Among those who have had one*

*“I zipped my c\*ck in my fly when in a hurry to cover up what I was doing.”*

- Male, 52

*“I got cum all over myself and my bedroom.”*

- Male, 19

*“People walked in on me and I fell in the shower.”*

- Female, 20

*“I cut myself with my acrylic nails.”*

- Female, 26

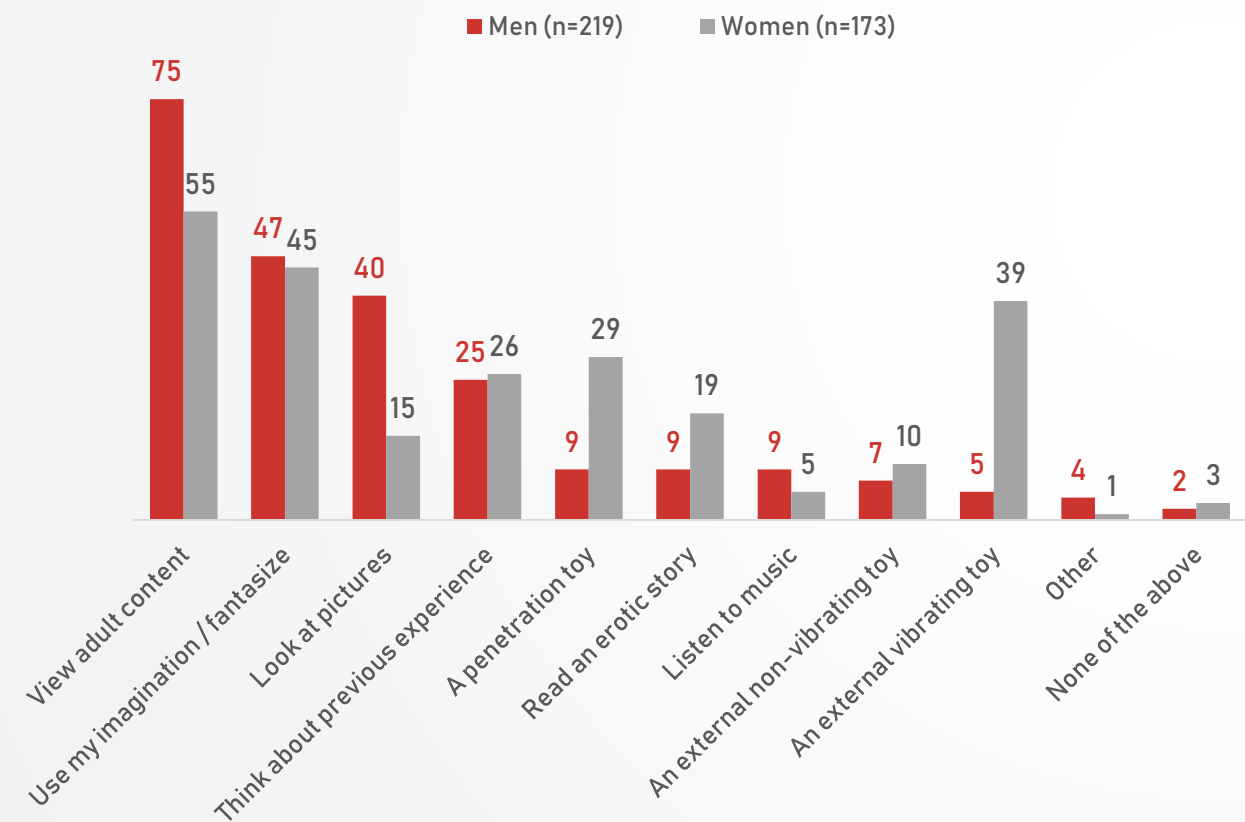
*“My girlfriend’s mom walked in the room.”*

- Male, 34

# What do Americans do and think about while doing the deed?

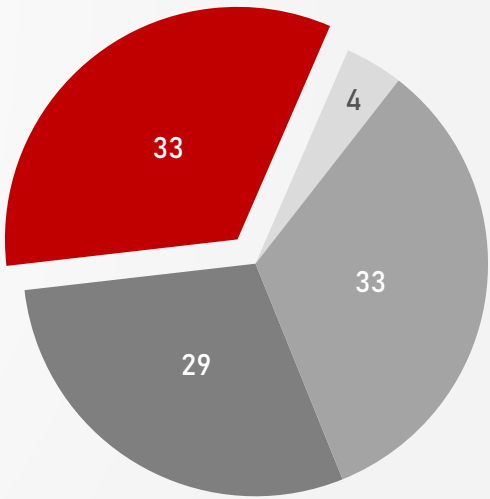
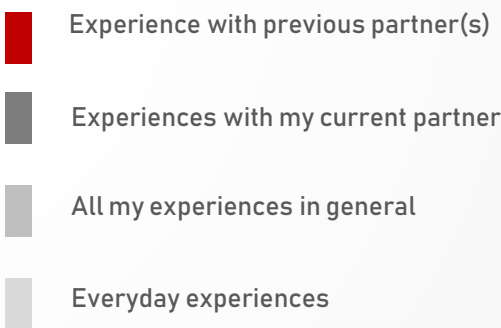
Among the half of Americans who have regular masturbation routines, most watch porn or use their imaginations. Surprisingly, it is more common for people to fantasize about their previous partners than their current one.

Q: What do you do or use during your routine?  
*Among those who have a regular masturbation routine*



Q: What experiences do you think about when masturbating?

*Among Americans who think about previous experiences when masturbating*



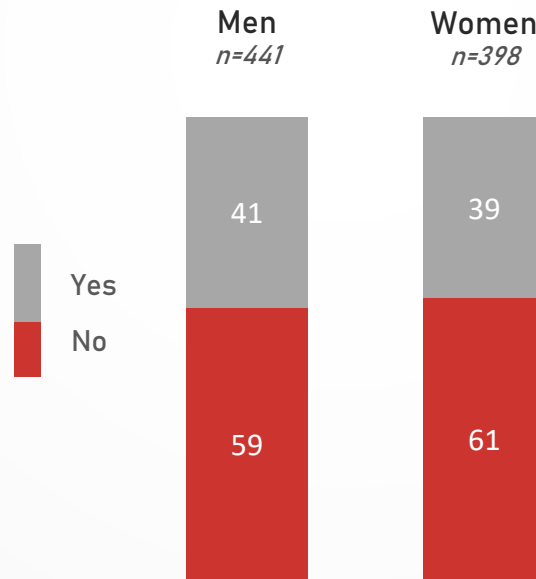


# What lies have Americans told about masturbation?

40% of Americans have lied about masturbation. Among those who have, their lies have generally been about whether or not they masturbate at all, how frequently they masturbate, and what they watch or think about.



Q: Have you ever lied about masturbation?



Q: What specifically did you lie about?

*Among those who have lied*

*"What I was watching (porn)."*

- Female, 19

*"That I wasn't masturbating but taking a shower."*

- Male, 39

*"How many times I did in 1 month."*

- Male, 21

*"Whether I masturbate, how often I masturbate, what I think about, who I think about. Some of it would be truly embarrassing."*

- Male, 48

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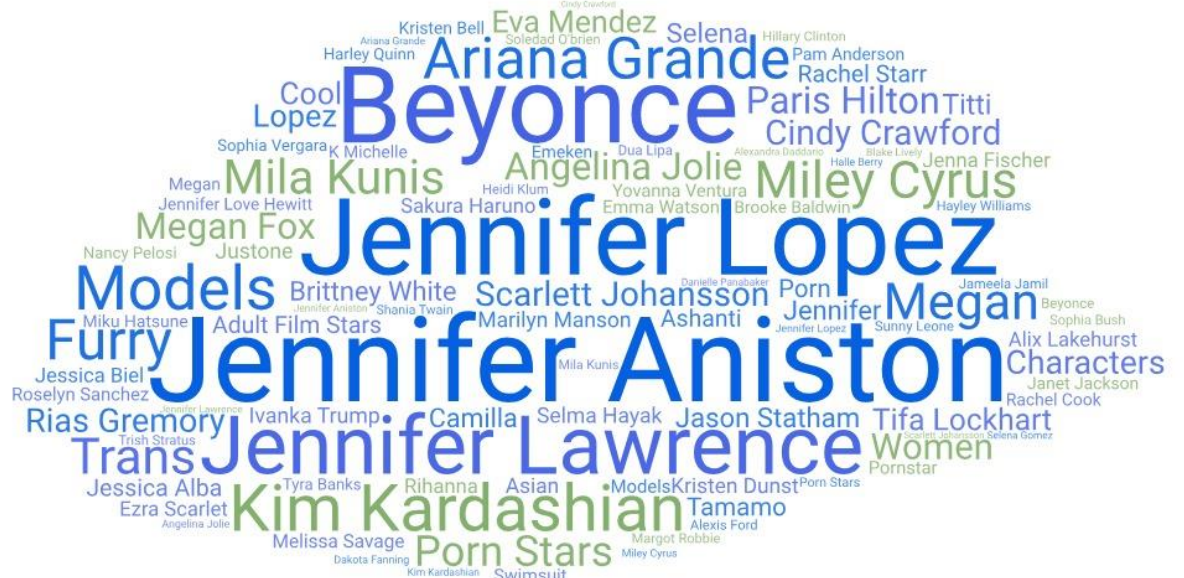
## What celebrities do we fantasize about most?

There was more consensus around the celebrities and public figures those who are attracted to women fantasized about. Most commonly identified individuals were “Jennifer Aniston”, “Jennifer Lopez”, and “Jennifer Lawrence”. Among those attracted to men, common responses included “Jason Momoa” and “Brad Pitt”.

## Which celebrities, fictional characters or public figures have you fantasized about?



## Attracted to Men



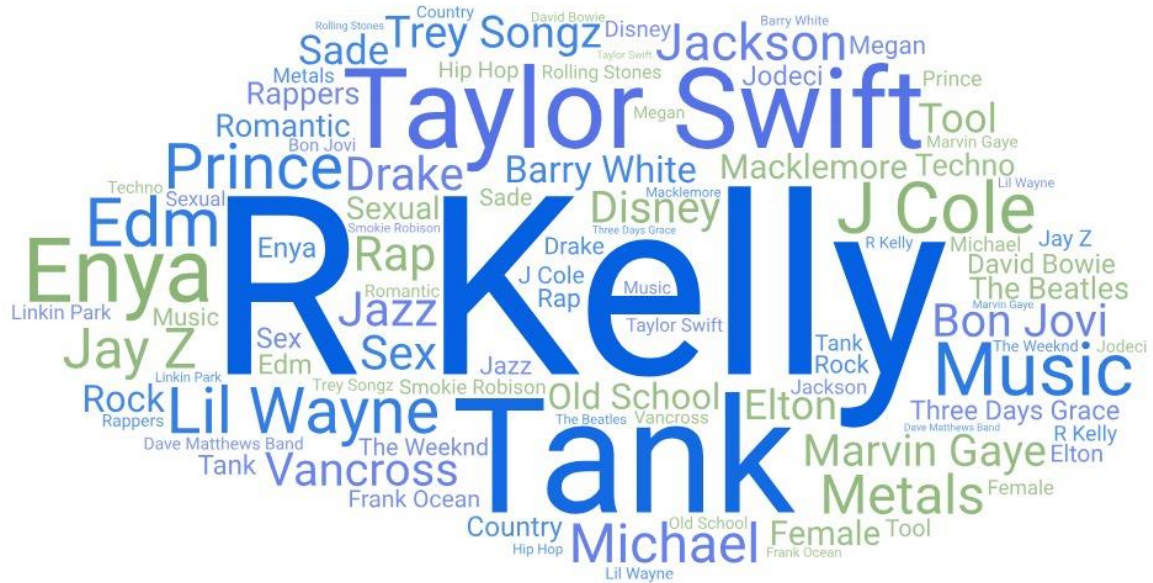
## Attracted to Women



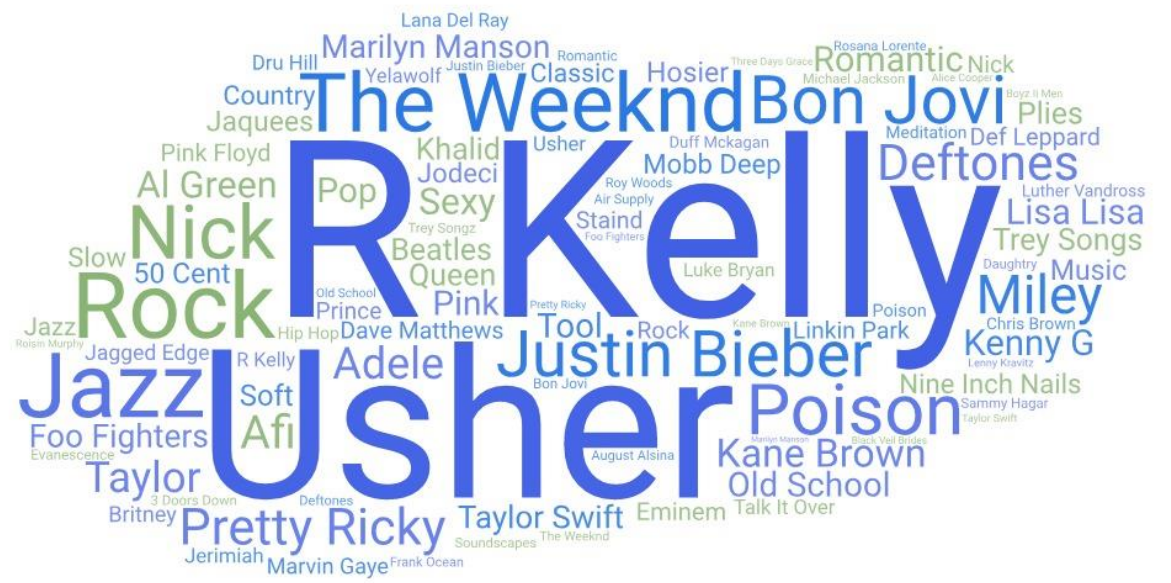
# What music gets us in “the mood”?

R&B surfaced as a common music genre to listen to while having sex. There were similarities in music taste during sex across genders with “The Weeknd,” “R Kelly,” and “Bon Jovi” being common responses for Men and Women.

Which musician(s) or band(s) do you most enjoy listening to while having sex?



Men



## Women

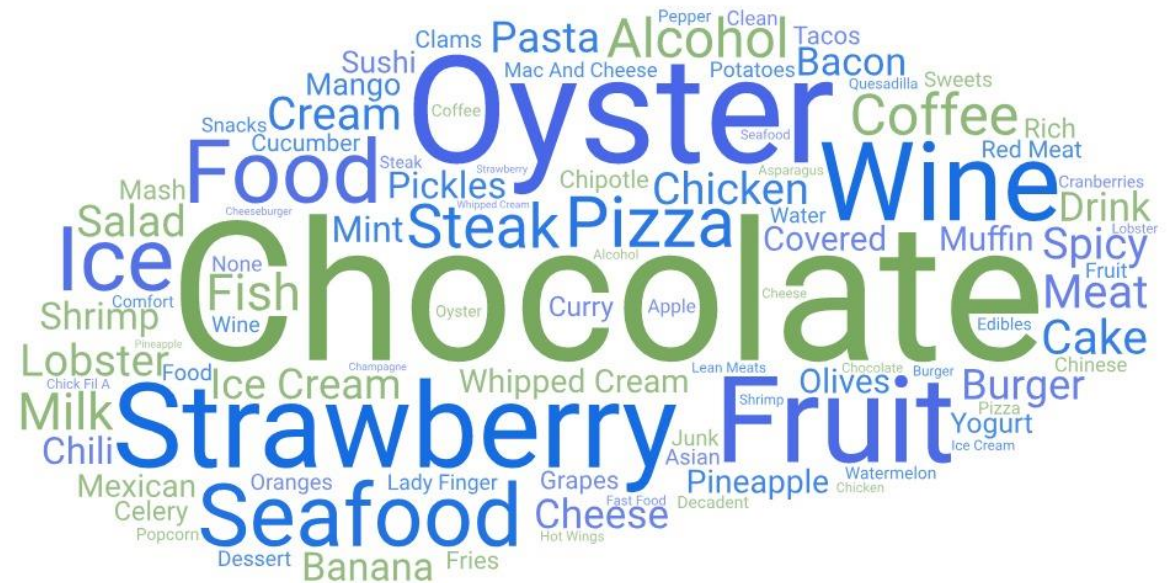
# What are our favorite aphrodisiacs?

While both Men and Women tended to commonly cite “oysters” as an aphrodisiac, Men were more likely to also identify “pizza” and “tacos” while Women were more likely to identify “strawberries”, “chocolate” and “wine”.

## Which foods spark your libido the most?



Men



## Women



# What clothes make us feel sexiest?

Men tended to feel sexiest while wearing “underwear” and “boxers,” while Women said “lingerie” and “dresses”.

Which article or type of clothing do you feel sexiest while wearing?



Men



## Women

# Masturbation: The Key to Well-being

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# Is masturbation the new self-care?

Americans say having sex and masturbating are the two most stress-relieving activities they do. 74% use masturbation as a form of self-care and 54% say it improves their well-being.

Q: Rank how helpful in reducing stress each of the following activities are:

*Showing average rank – from most to least stress-reducing*

- 1 Having Sex
- 2 Masturbating
- 3 Sleeping
- 4 Listening to music
- 5 Taking a hot shower or bath
- 6 Getting a massage
- 7 Walking
- 8 Meditating
- 9 Playing with animals
- 10 Stretching
- 11 Reading
- 12 Drinking a cup of tea
- 13 Playing sports or exercising
- 14 Doing yoga
- 15 Lighting a candle
- 16 Journaling

Q: Do you consider masturbation to be a form of self care or therapy?

**74%**  
of Americans  
say 'yes'

Q: Do you think masturbation impacts your mindfulness or state-of-mind?

**54%**  
of Americans  
say 'yes'

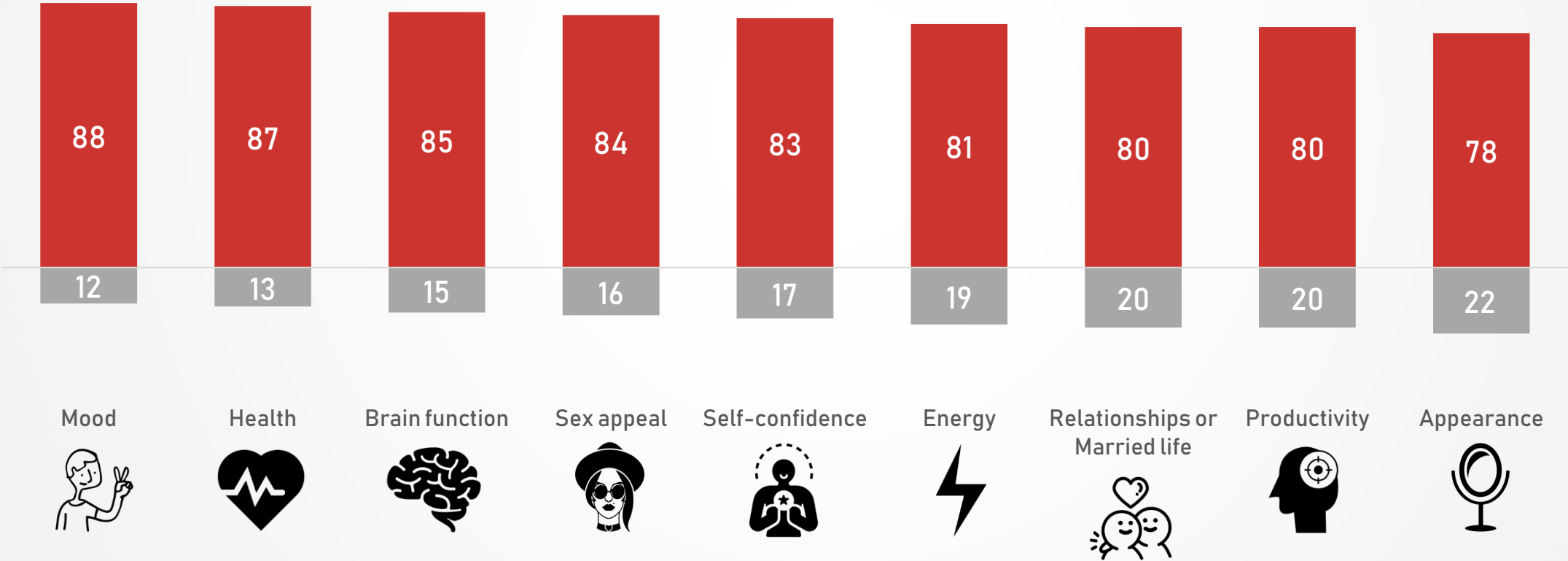


# How does masturbation affect well-being?

Nearly 80-90% of Americans find masturbation to have a positive effect across most aspects of their lives, including their mood, health, energy and productivity levels, and their relationships and marriages.

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

Positive Impact      Negative Impact

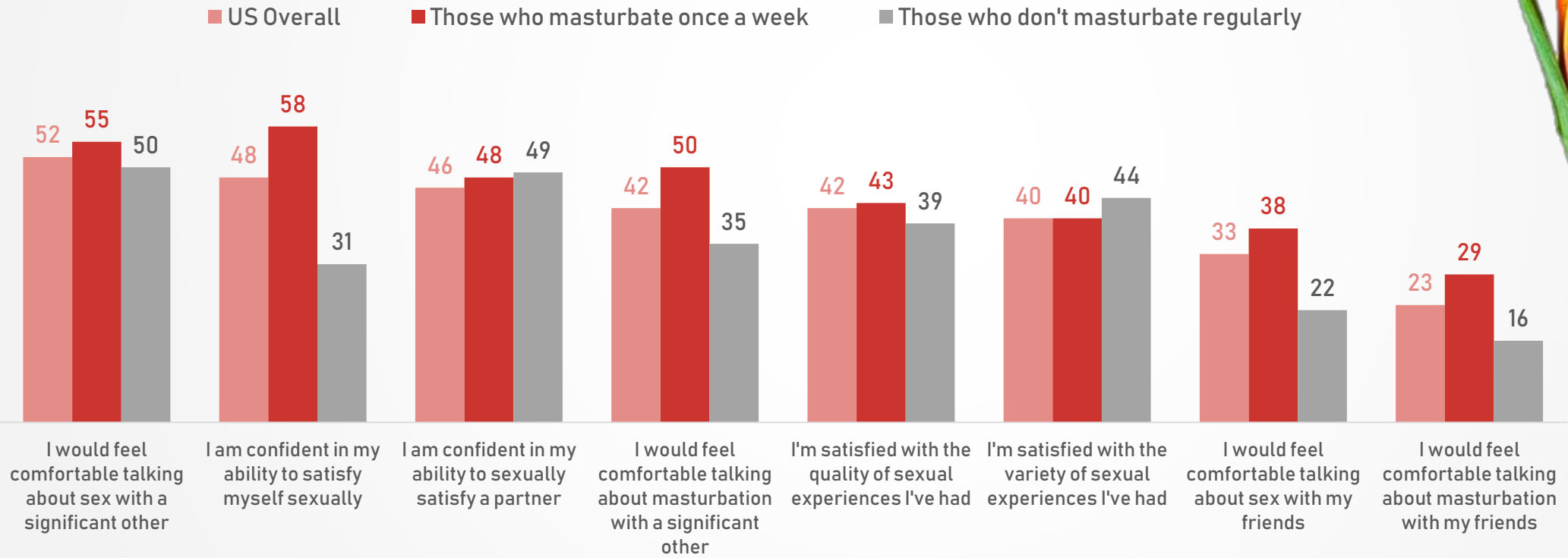


# How does masturbation impact confidence and sexual satisfaction?

Compared to Americans 18-54 overall, those who masturbate at least once a week are more confident, more comfortable and more satisfied in matters relating to sex.

Q: Does this statement apply to you?

Showing % who said *Strongly Agree*

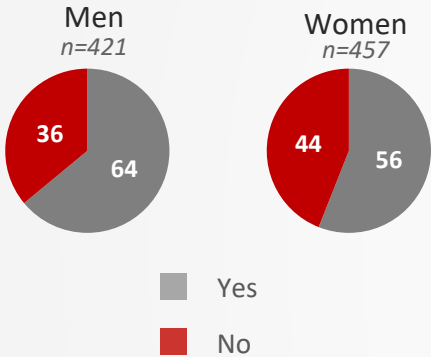


\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

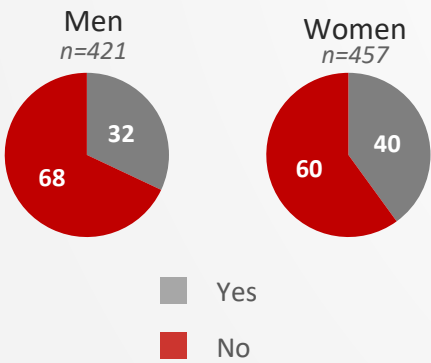
# Do Americans feel pressure to “perform” sexually?

The majority of both Men and Women have felt pressure to ‘perform’ sexually. While Women express more pressure in pleasing their partner or to engage in a position, Men feel pressured to delay orgasm and to stay aroused.

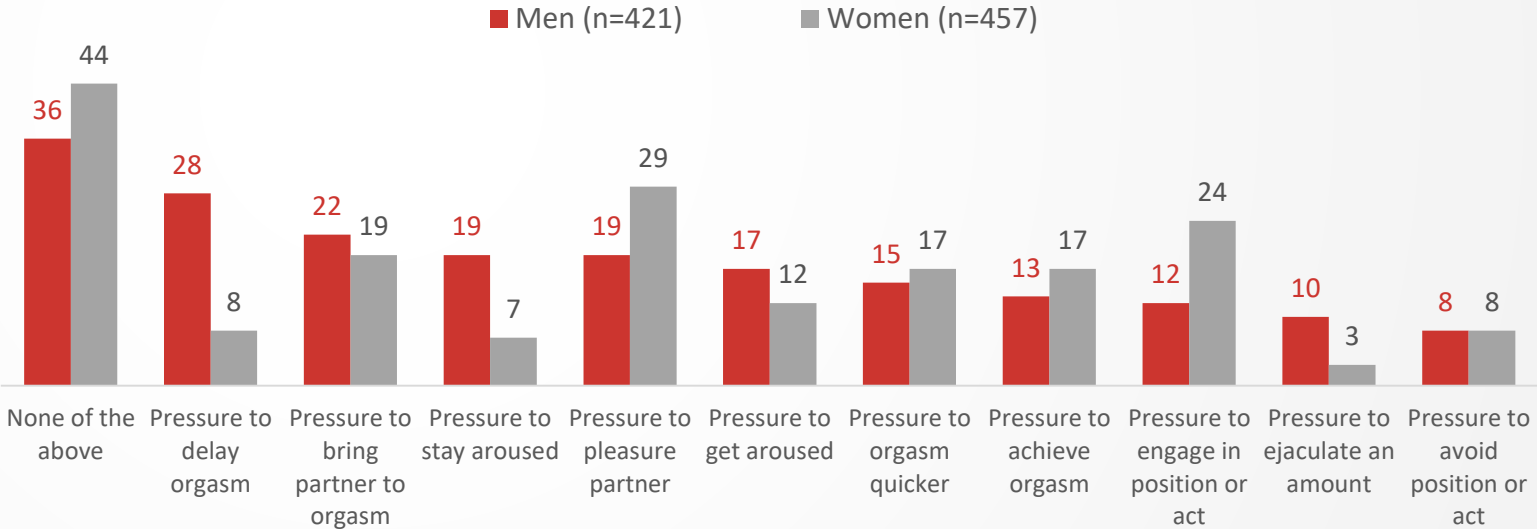
Have you ever felt pressured to ‘perform’ sexually or experienced sexual performance anxiety?



Have you ever felt pressured to feel pleasure during sex?



Have you ever felt pressured to ‘perform’ sexually or experienced sexual performance anxiety?





# Sex Toys: The Secret to More Pleasure & Satisfaction










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# How pleasurable is sex and masturbation, really?

Americans find masturbation to be one of the most pleasurable activities they can do – above taking hot showers, laughing, getting a massage, and being in a beautiful place.

Q: Please rank how pleasurable each of the following activities are – from most pleasurable to least pleasurable.

*Showing average ranking – from most to least pleasurable*

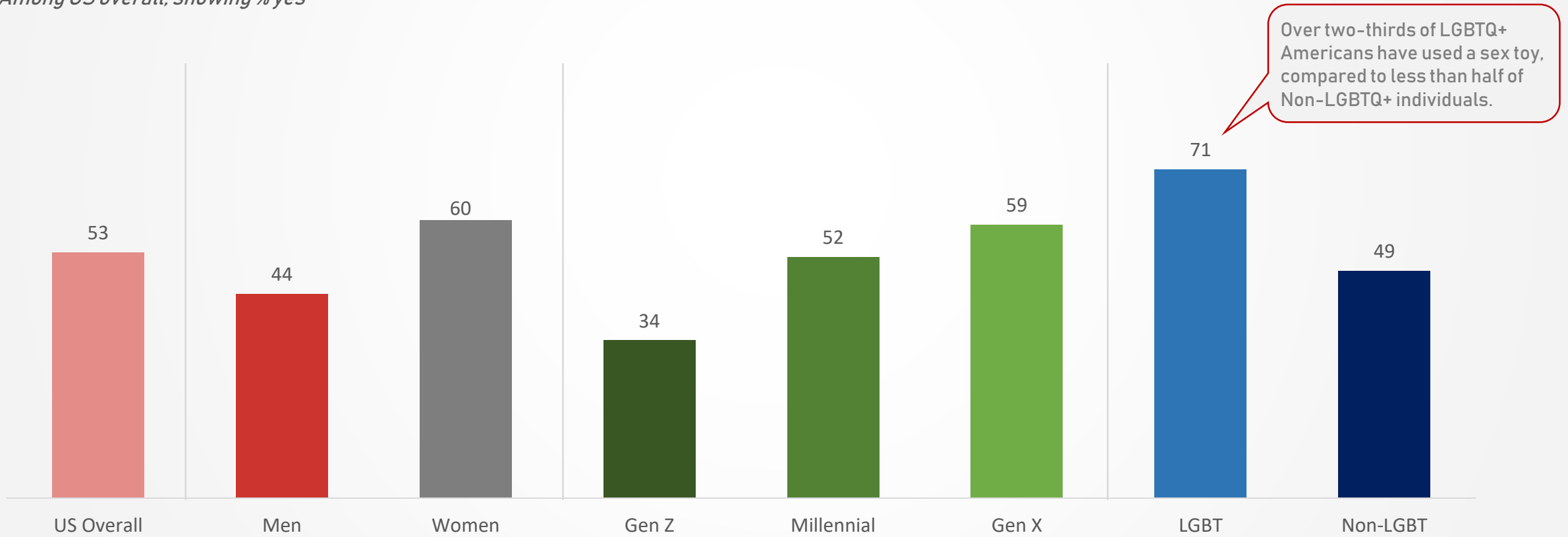
									
	US	UK	Germany	France	Spain	Japan	China	Taiwan	Korea
Having sex	1	1	2	1	1	5	1	3	1
Being with people you love	2	2	3	2	3	2	2	1	3
Masturbating	3	4	10	8	4	7	4	5	4
Hugging someone you love	4	3	1	4	2	3	3	2	2
Taking a hot shower or bath	5	8	7	7	6	8	8	6	6
Laughing	6	5	4	3	5	4	9	7	10
Eating a delicious meal	7	6	5	5	7	1	5	4	5
Getting a massage	8	9	8	6	8	10	7	9	7
Being in a beautiful place	9	7	6	9	10	9	6	8	8
Lying in bed with fresh sheets	10	10	11	10	11	12	11	10	11
Quenching your thirst	11	11	9	12	9	6	12	11	9
Playing with animals	12	12	13	14	13	13	14	13	14
Putting on clean clothes	13	13	12	11	12	11	10	12	12
Playing sports or exercising	14	14	14	13	14	14	13	14	13

# Who uses sex toys the most?

Over half of Americans 18-54 have used a sex toy, including 60% of Women and 44% of Men. Americans tend to use sex toys more as they get older, and LGBTQ+ individuals use them significantly more than Non-LGBTQ+ individuals.

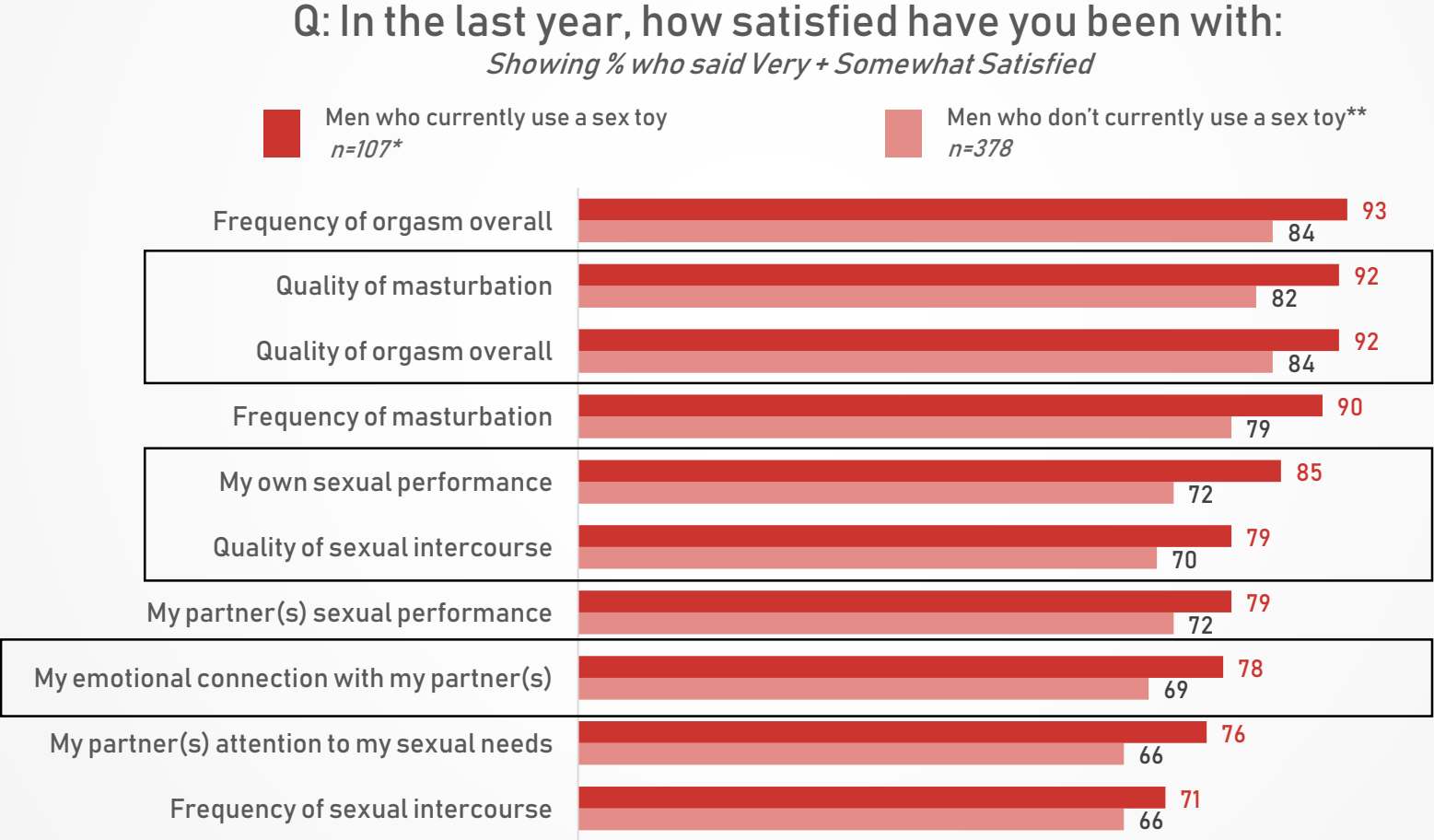
## Q: Have you ever used any sex toys?

*Among US overall, showing % yes*



# Do men who use sex toys really have better sex lives?

Men who use sex toys not only report feeling more pleasure during masturbation and sex, but they are also more satisfied in their own sexual performance and their emotional connections with their partners.



Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

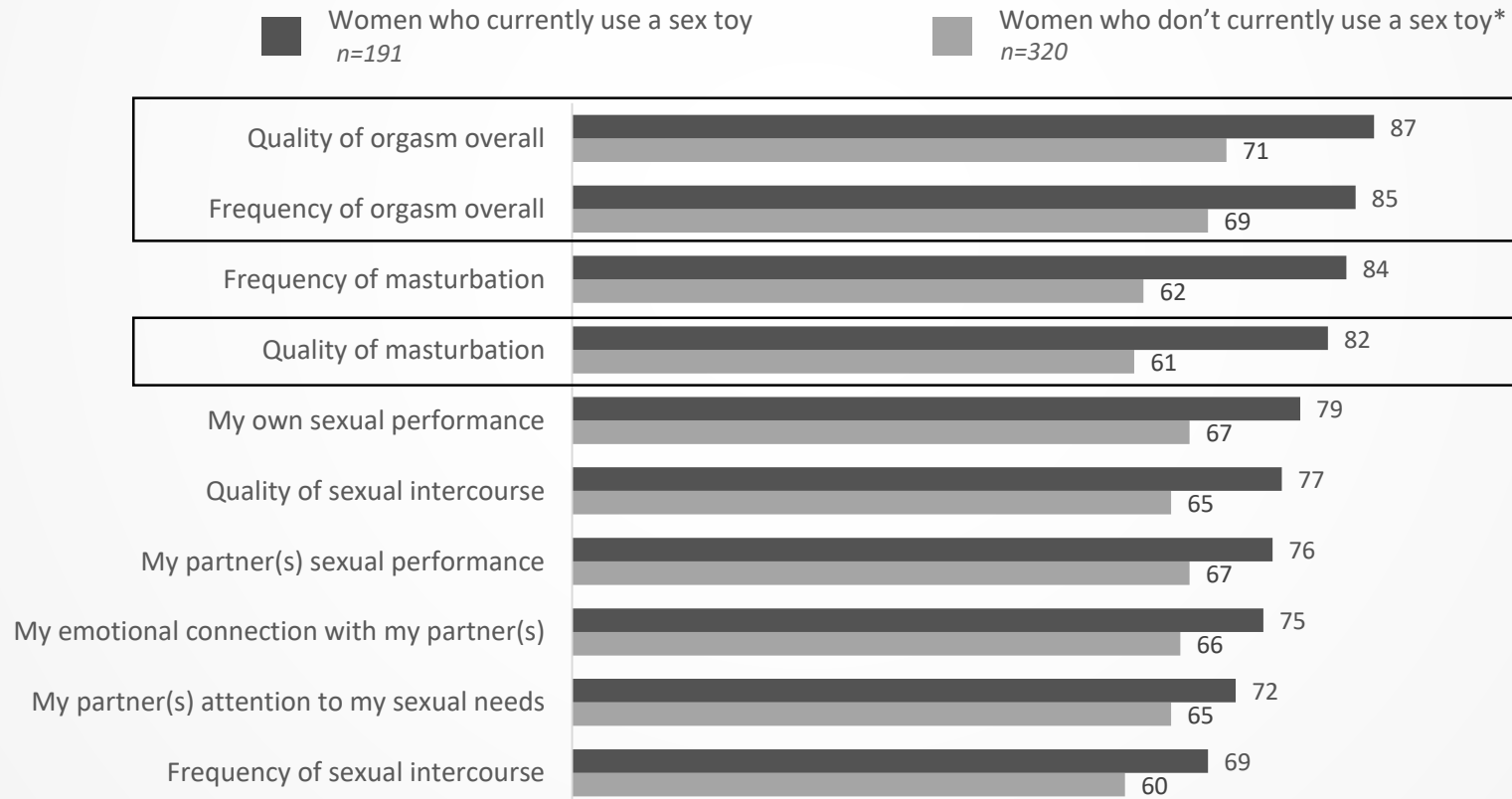
\*\* Defined as those who said they never used a sex toy or don't currently use a sex toy

# And do women who use sex toys have better sex lives, too?

Women who currently use a sex toy are more satisfied with every aspect of their sex lives than women who don't – especially when it comes to quality of masturbation, quality of orgasm and frequency of orgasm.

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

*Showing % who said Very + Somewhat Satisfied*



\* Defined as those who said they never used a sex toy or don't currently use a sex toy

# What does TENGA feel like?

Both Men and Women emphasize the pleasurable aspects of TENGA products, often using the words *sensual*, *pleasure*, and *soft*.



*"It's really smooth."*  
- Male, 27

*"They are soft silicone and it's similar to just masturbation."*  
- Male, 26

*"It's a great sensation, it tingles."*  
- Male, 44

*"I like them more than most."*  
- Male, 26

*"Magic, mind blowing, and so sensual."*  
- Male, 43

*"It felt so good."*  
- Male, 24

*"It worked as expected, it felt very nice."*  
- Male, 26

*"It was exciting and very pleasurable."*  
- Male, 47

# What does iroha feel like?

When asked how Iroha products felt, *quality* was a key descriptor with participants feeling satisfied and indulgent.



*"Very good."*  
- Female, 35

*"The toys for this are different looking and more expensive than usual toys, but the design of them is effective."*  
- Female, 33

*"It was great."*  
- Female, 18

*"It felt really satisfying."*  
- Female, 24

*"Thorough enough to get the job done."*  
- Female, 44

*"It's very unique."*  
- Female, 29

*"Nice quality and price."*  
- Female, 34

*"Super pleasurable."*  
- Female, 30

# Appendix

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# Is Masturbating in Relationships Still Taboo?

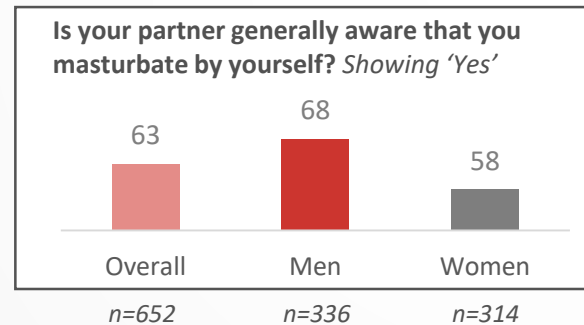
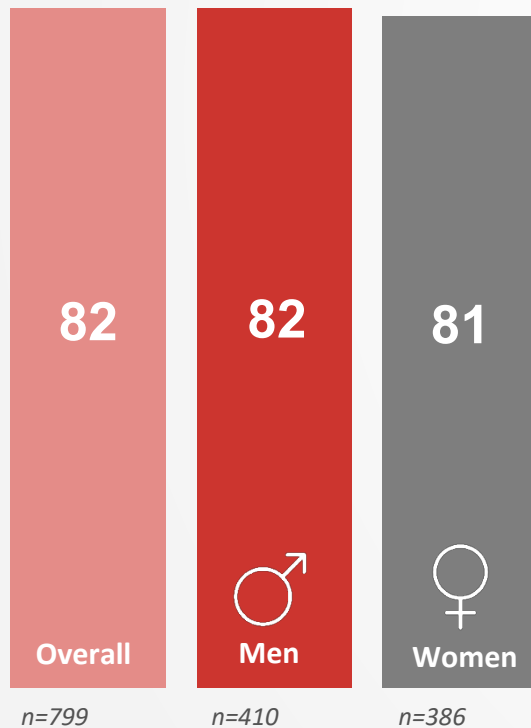
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# Do Americans masturbate while in relationships?

Regardless of gender, 4 in 5 say they masturbate solo while in a relationship – yet only 63% believe their partner thinks they masturbate, and only 62% are aware that their partner masturbates alone.

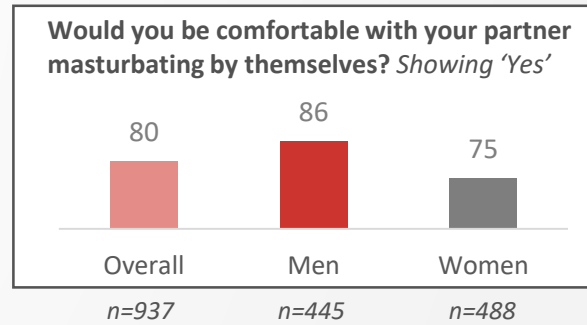
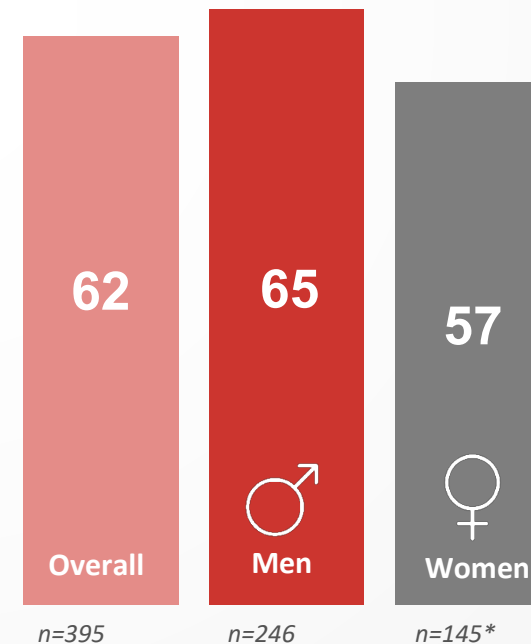
Q: Do you masturbate by yourself when you are in a relationship?

*Showing 'Yes'*



Q: Does your partner masturbate?

*Showing 'Yes'*



*US Women are much less likely to be comfortable with their partner masturbating alone than US Men.*

\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

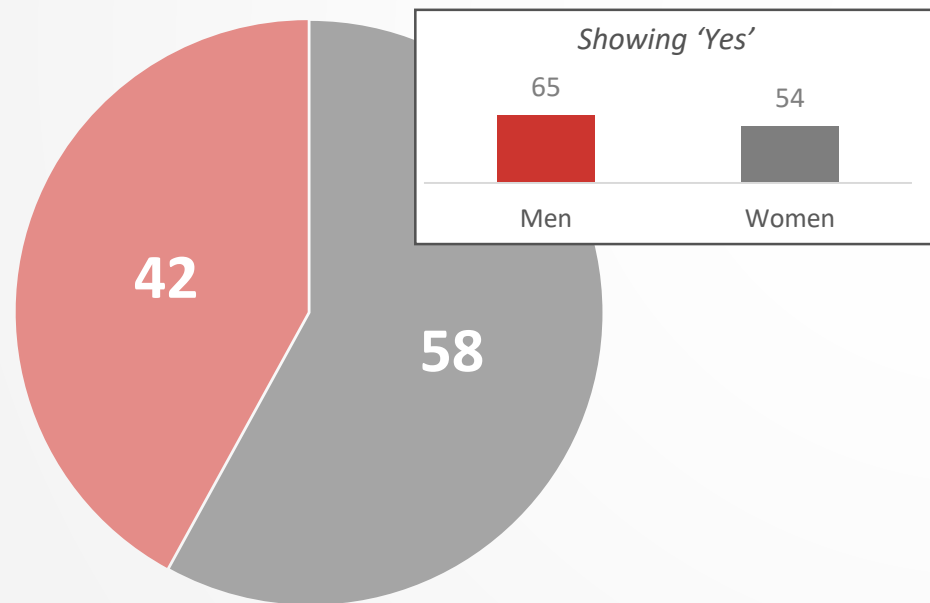
# Do Americans speak with their partners about masturbation?

Although Men are more likely to talk to their significant other about masturbation, most Americans find those conversations encouraging – irrespective of gender.

**Q: Have you ever talked to your significant other about masturbation?**

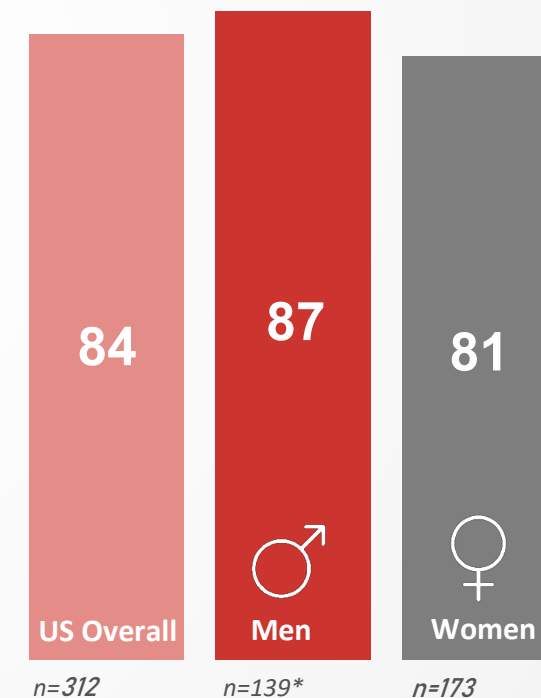
*Among In a Relationship (n=536)*

■ Yes ■ No



**Q: Did you find the discussion with your significant other to be...?**

*Showing Very + Somewhat Encouraging*



\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

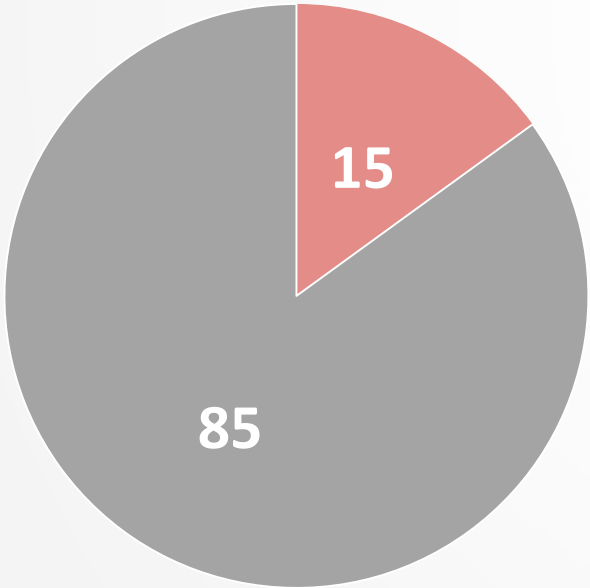
# Are Americans comfortable discussing masturbation with partners?

Of those who have not had a conversation with their significant other about masturbation, a strong majority don't have any desire to have that conversation. This is mostly driven by their belief that masturbation is a private matter.

Q: Do you wish you could have a conversation with your significant other about masturbation?

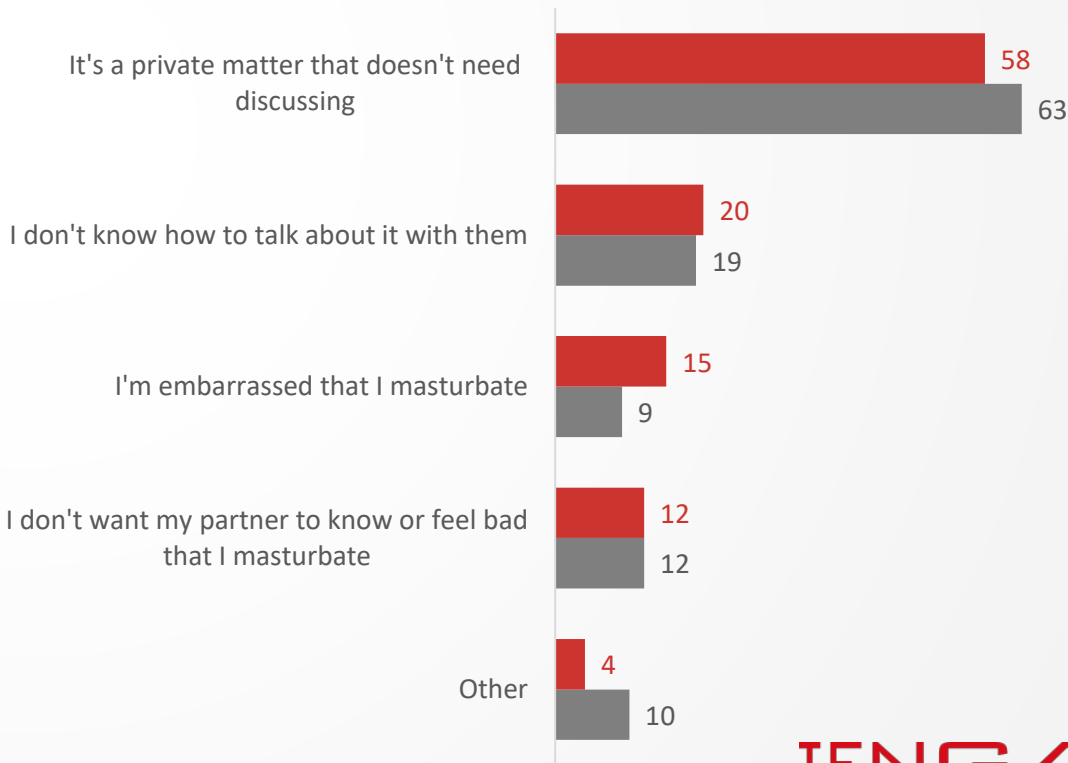
Among In a Relationship (n=224)

■ Yes ■ No



Q: Why are you not comfortable talking about masturbation with your partner?

■ Men (n=74\*) ■ Women (n=150)

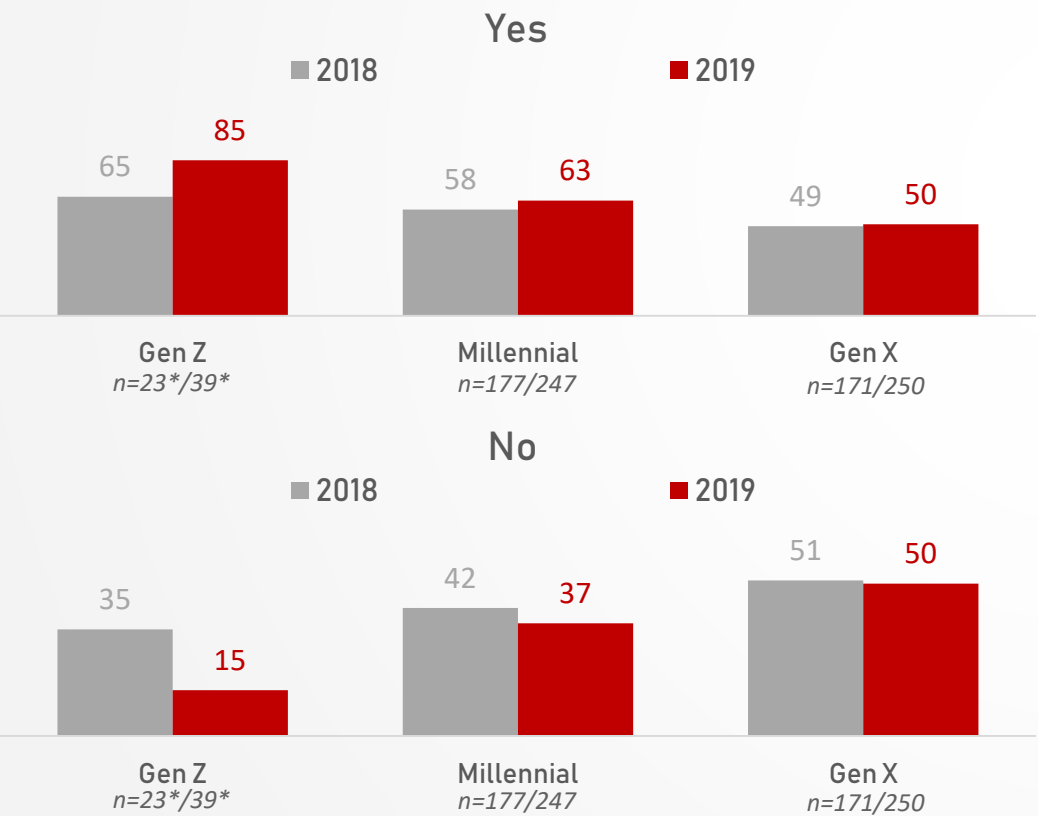


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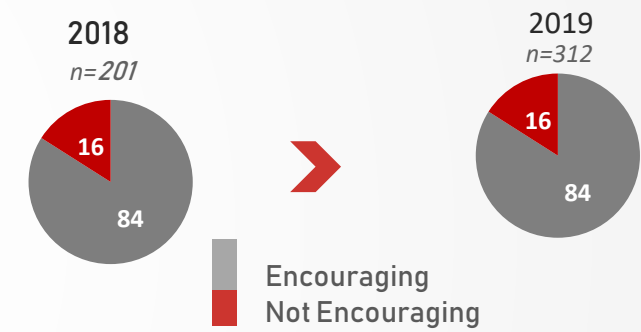
# How have discussions changed over time?

84% of those who have talked about masturbation with their partner found it to be an encouraging discussion, with 85% of those who have not had this conversation not wishing to have one.

Q: Have you ever talked to your significant other about masturbation?



Q: Did you find the discussion with your significant other to be...?



Q: Do you wish you could have a conversation with your significant other about masturbation?



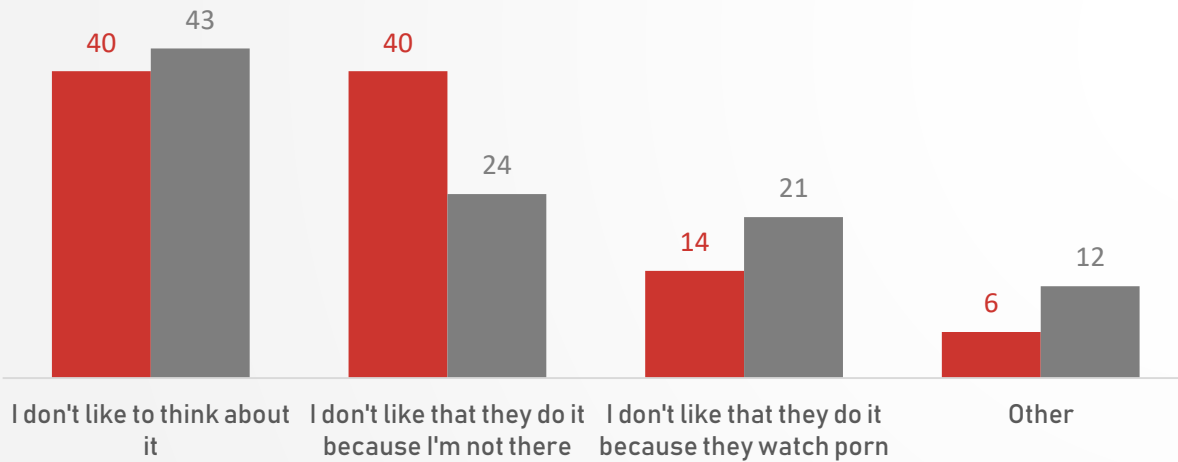
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# Why are Americans uncomfortable with their partner masturbating?

Sources of discomfort/comfort vary by gender, with Men being considerably more uncomfortable with their partners masturbating due to the fact that they aren't there.

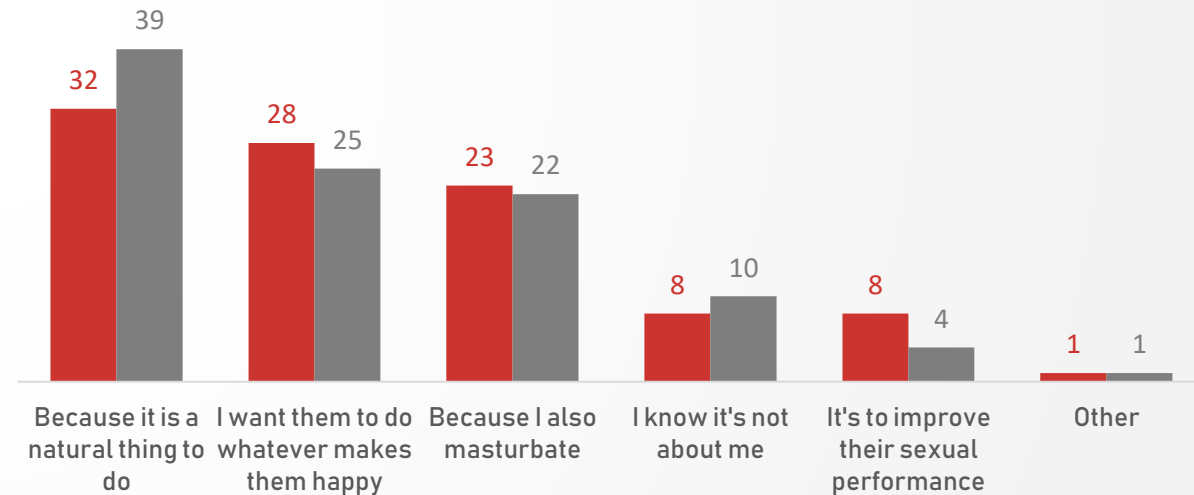
Q: Why would you be uncomfortable if your partner was masturbating by themselves?

■ Men (n=63\*)    ■ Women (n=120\*)



Q: Why are you comfortable with your partner masturbating by themselves?

■ Men (n=382)    ■ Women (n=368)

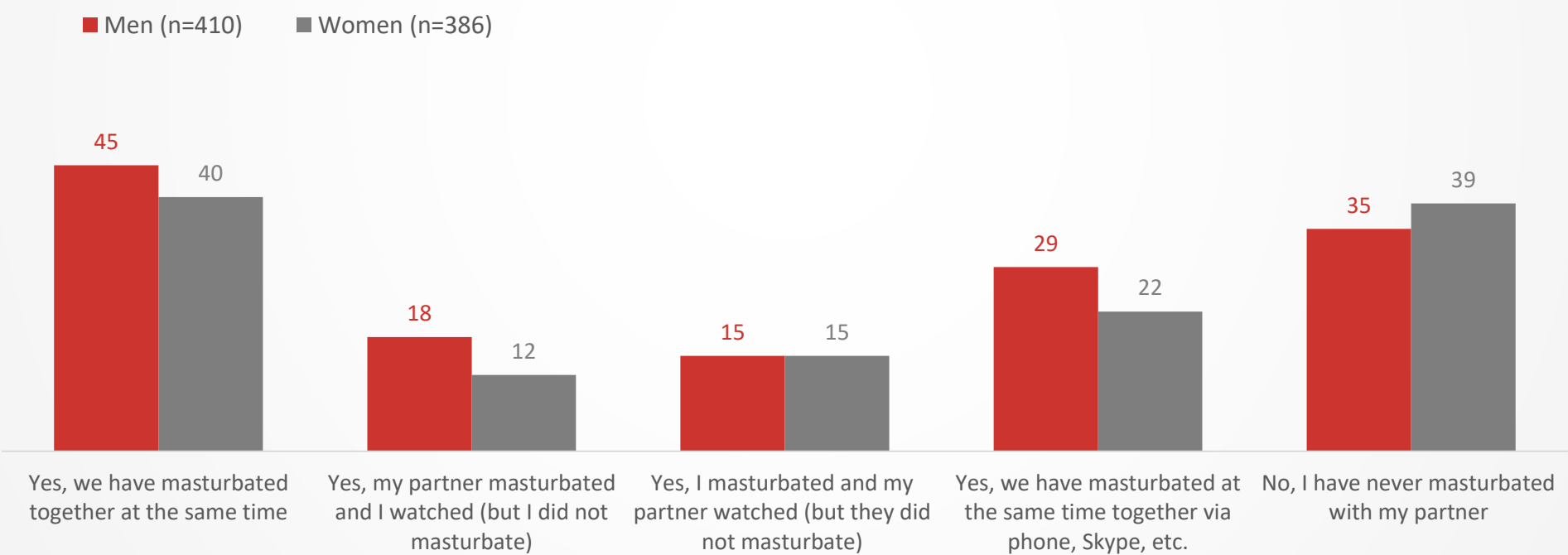


\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

# Do Americans ever masturbate *with* their partners?

Men are more likely to have masturbated with their partner, specifically together at the same time.

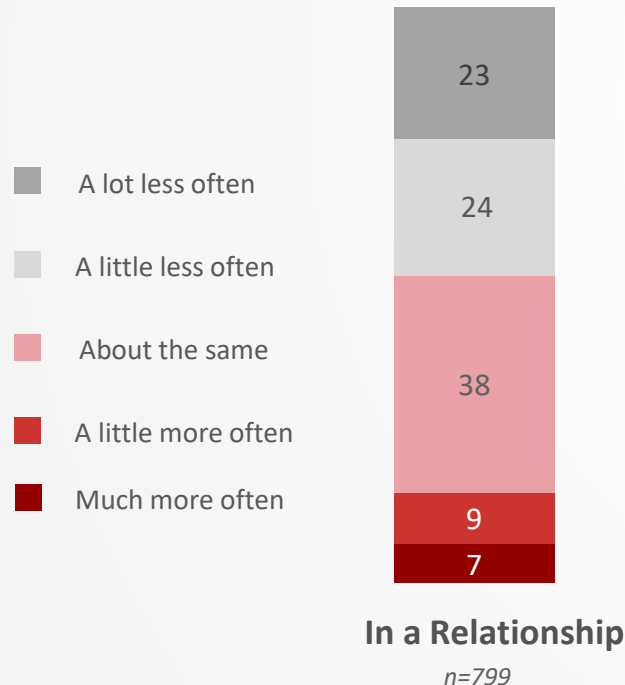
Q: When in a relationship, have you ever masturbated with your partner?



# Do people masturbate *more* when in relationships?

Most Americans masturbate less frequently when they're in a relationship, citing that having sex with their partner relieves them of their sexual urges.

Q: When you are in a relationship, do you masturbate more or less often than when you are single?



Q: What makes you say that?

**A lot less often**

*"I use masturbation as a means of satisfying urges. My urges are more satisfied by engaging in activity with my partner."*

**Much more often**

*"Having sex with my partner makes me have more urges."*

**A little more often**

*"Sometimes the act is just to relieve myself, which can be accomplished with a partner."*

**About the same**

*"I enjoy masturbating and my relationship status will never change that."*



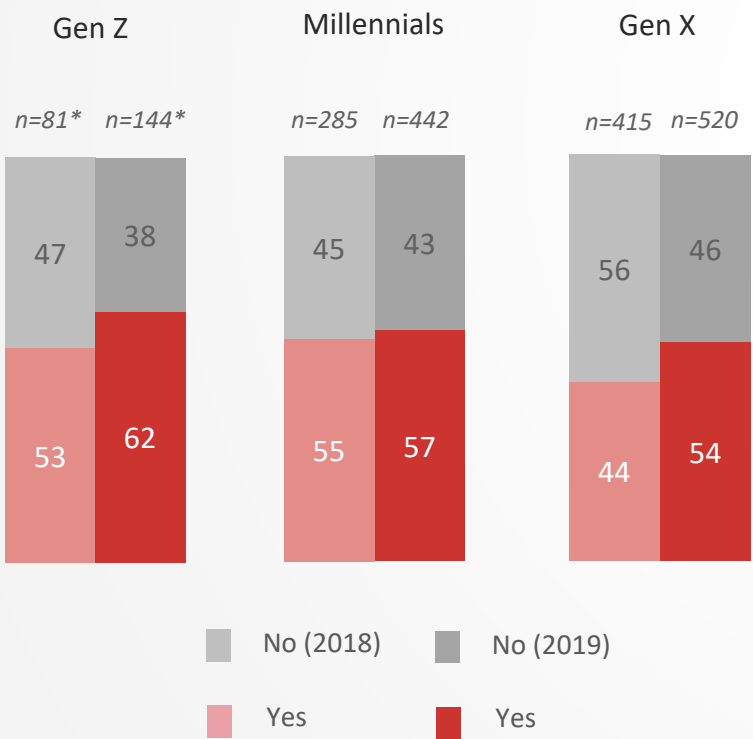
# Americans Are Becoming More Open About Masturbation

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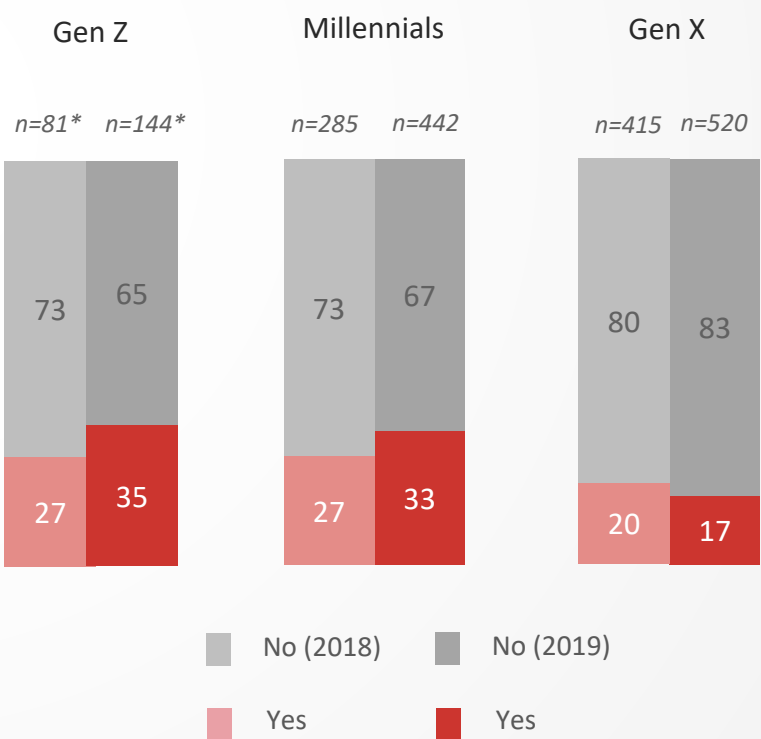
# Would it benefit society to discuss masturbation more openly?

All generations increasingly believe that society benefits from open discussion of sexual topics like masturbation, though Gen X appears less likely to believe this change starts with them.

Q: Do you think society would benefit if people were more open in discussing sexual topics like masturbation?  
From 2018-2019



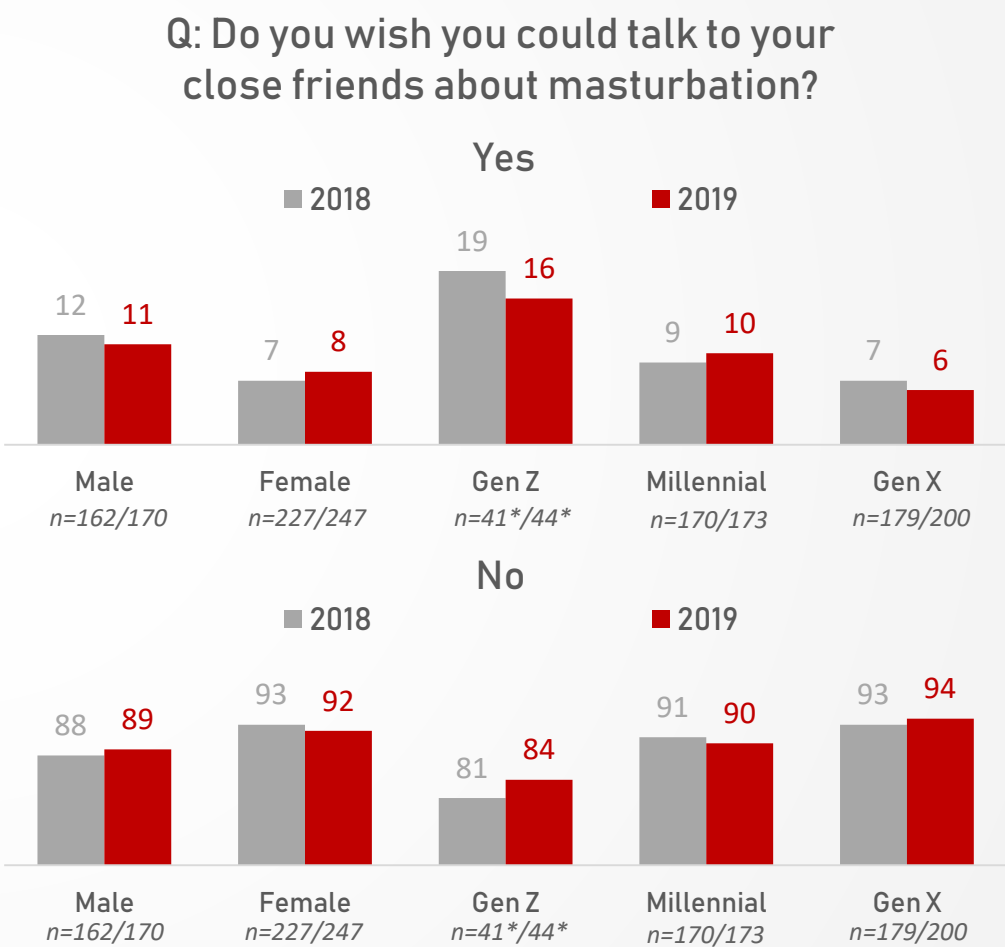
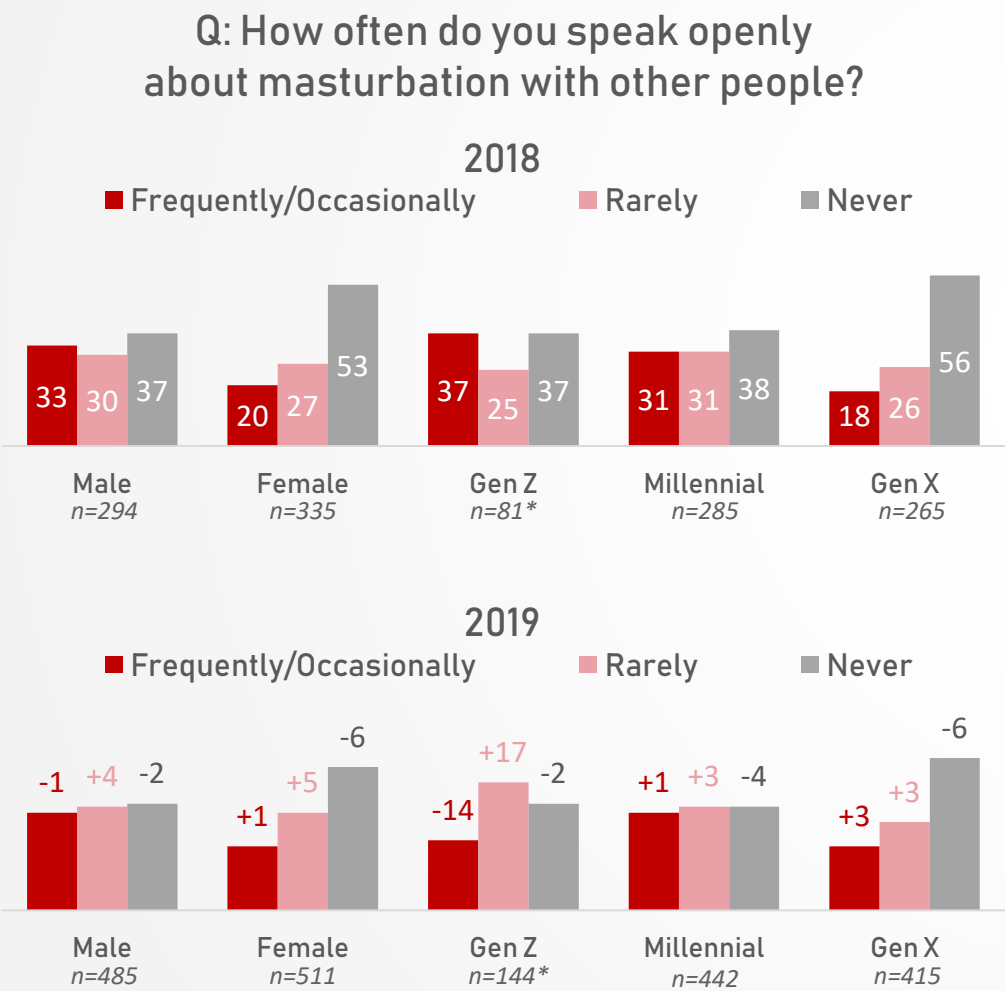
Q: Do you think it is important to talk about masturbation with people you are close with?  
From 2018-2019



\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

# Is the U.S. becoming more open to talking about masturbation?

Across every demographic group profiled, fewer reported “Never” speaking openly about masturbation in 2019 than in 2018.

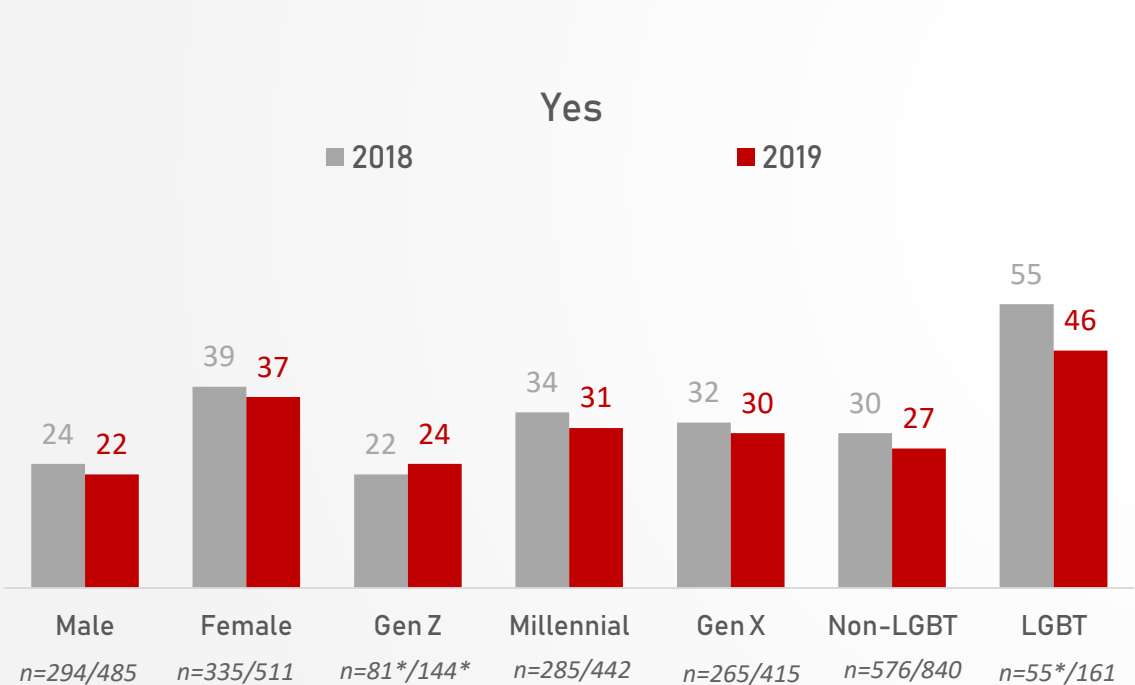


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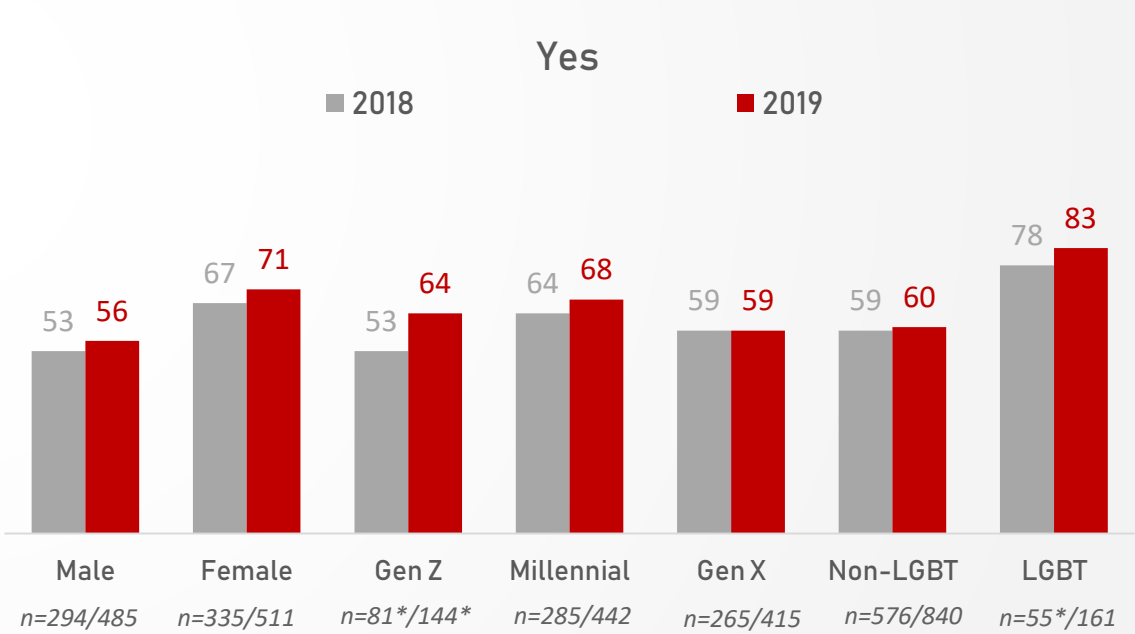
# How has openness to sex toys changed over time?

All populations increased in openness to buying a sex toy from 2018 to 2019, especially younger generations, Women, and those who identify as LGBTQ+.

Q: Do you currently use any sex toys?



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



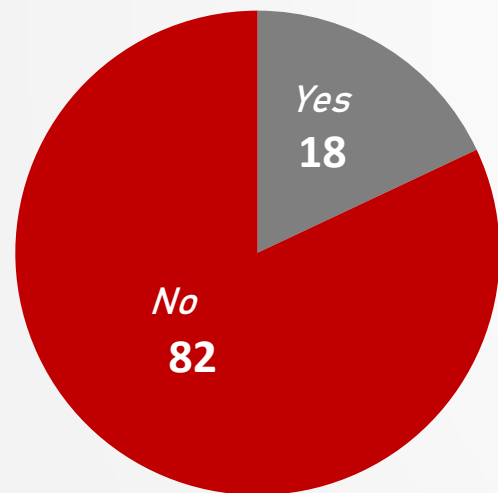
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# Are Americans comfortable with sex toys?

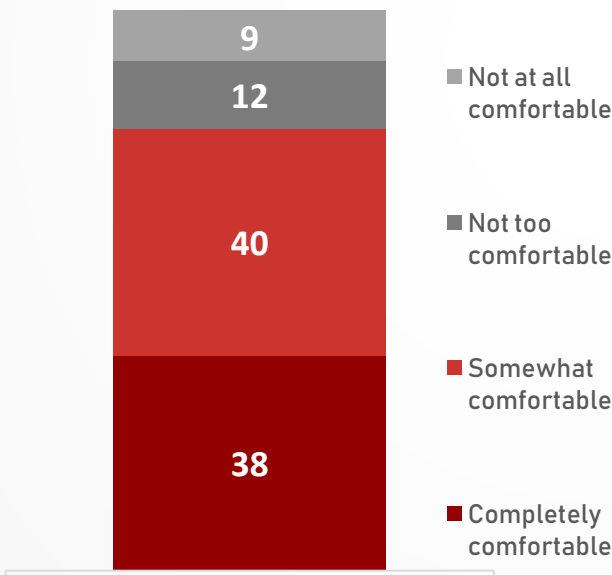
Those who currently use sex toys are generally unashamed of the fact – and quite comfortable talking about it. Those who don't believe they don't “need” one or are held back by some form of anxiety or shame.

Among those who sex toys –

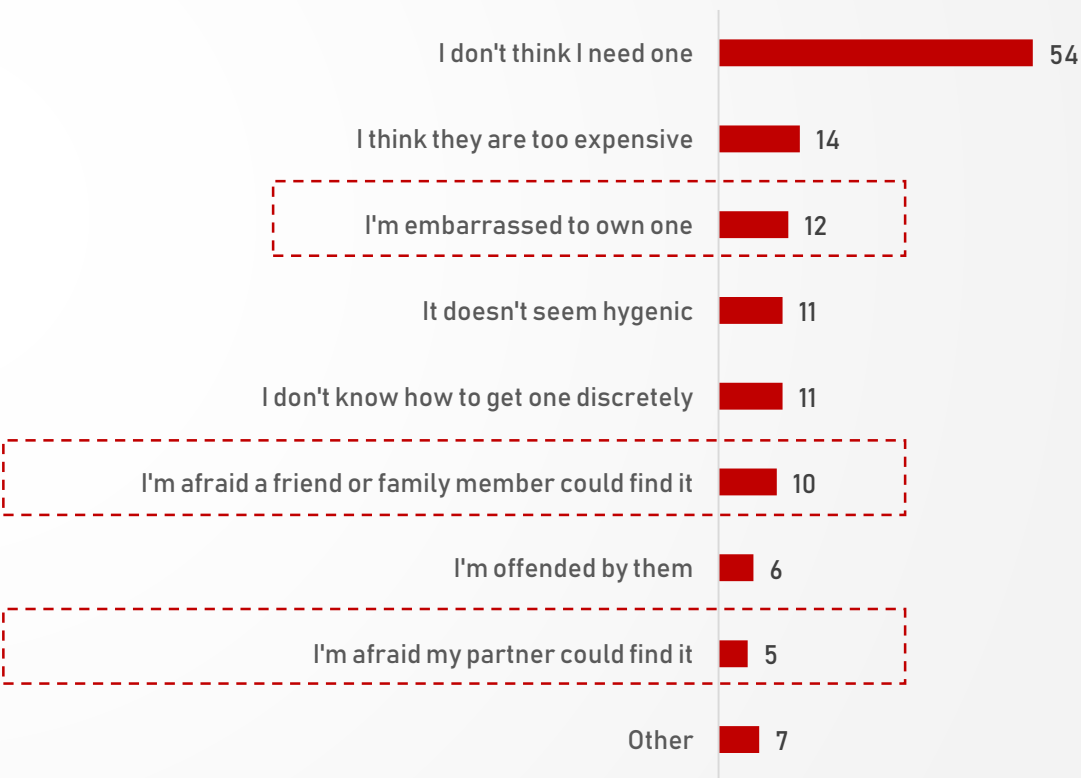
Q: Have you ever felt ashamed of using a sex toy?



Q: How comfortable are you talking about using a sex toy?



Among those who do not use sex toys



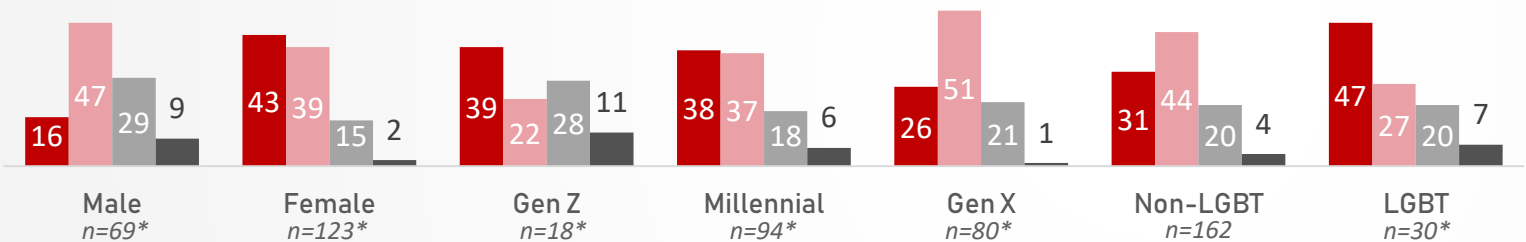
# Is frequency of sex toy use on the rise?

Occasional use of sex toys grew among all populations in 2019, in both masturbation and in sexual experiences with a partner.

Q: How often do you use your sex toy(s) when masturbating?

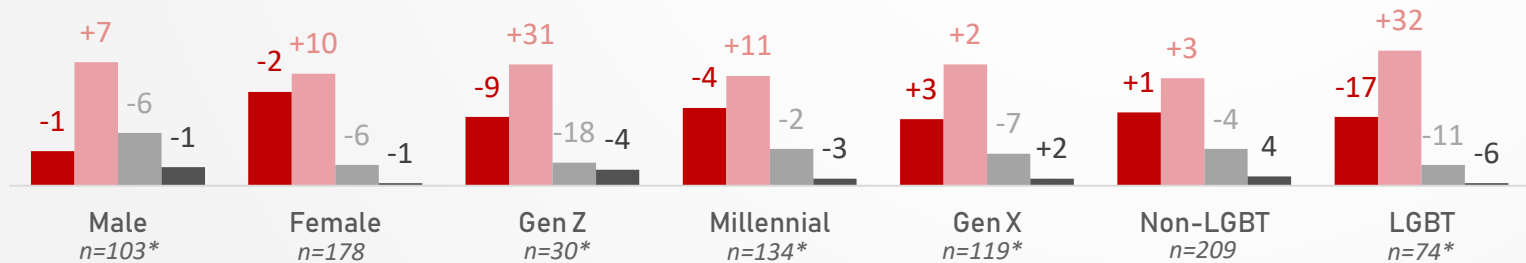
2018

Always Sometimes Not often Never



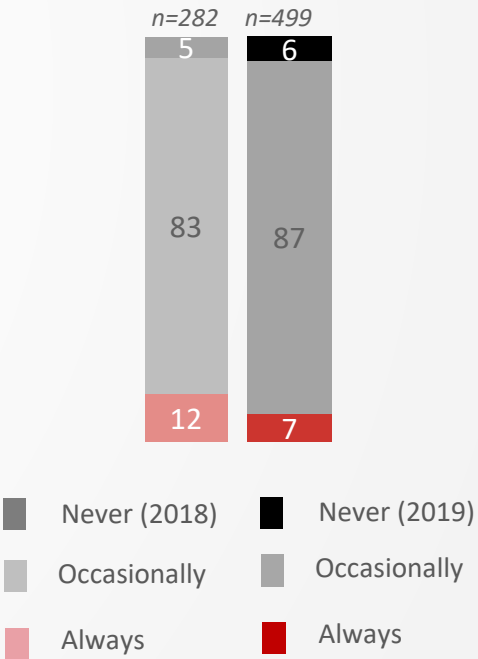
2019

Always Sometimes Not often Never



Q: How often do you and your partner use toys in your sexual experiences together?

From 2018-2019



\* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

# Are Americans becoming more comfortable gifting sex toys?

While all populations show much more comfort in giving and receiving sex toys from a partner, Men, Women, and Gen X respondents all showed increased comfort with receiving a toy from a friend in 2019.

Q: How comfortable would you be if you received a sex toy as a gift from...

2018

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	36	26	29	38	23	51	29
A close female friend	58	47	57	58	45	71	50
Your partner	76	79	71	84	73	87	77

2019

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	39	30	28	41	30	58	30
A close female friend	57	54	51	61	50	68	53
Your partner	77	78	69	80	78	90	75

Q: How comfortable would you be giving a sex toy as a gift to...

2018

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	34	22	26	37	19	47	26
A close female friend	49	39	42	51	37	58	42
My partner	75	66	67	76	65	78	69

2019

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	34	24	28	36	23	49	25
A close female friend	46	42	42	50	38	58	41
My partner	72	64	60	74	64	83	65

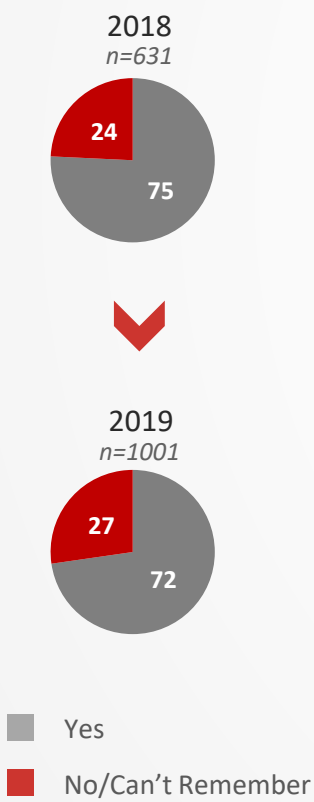
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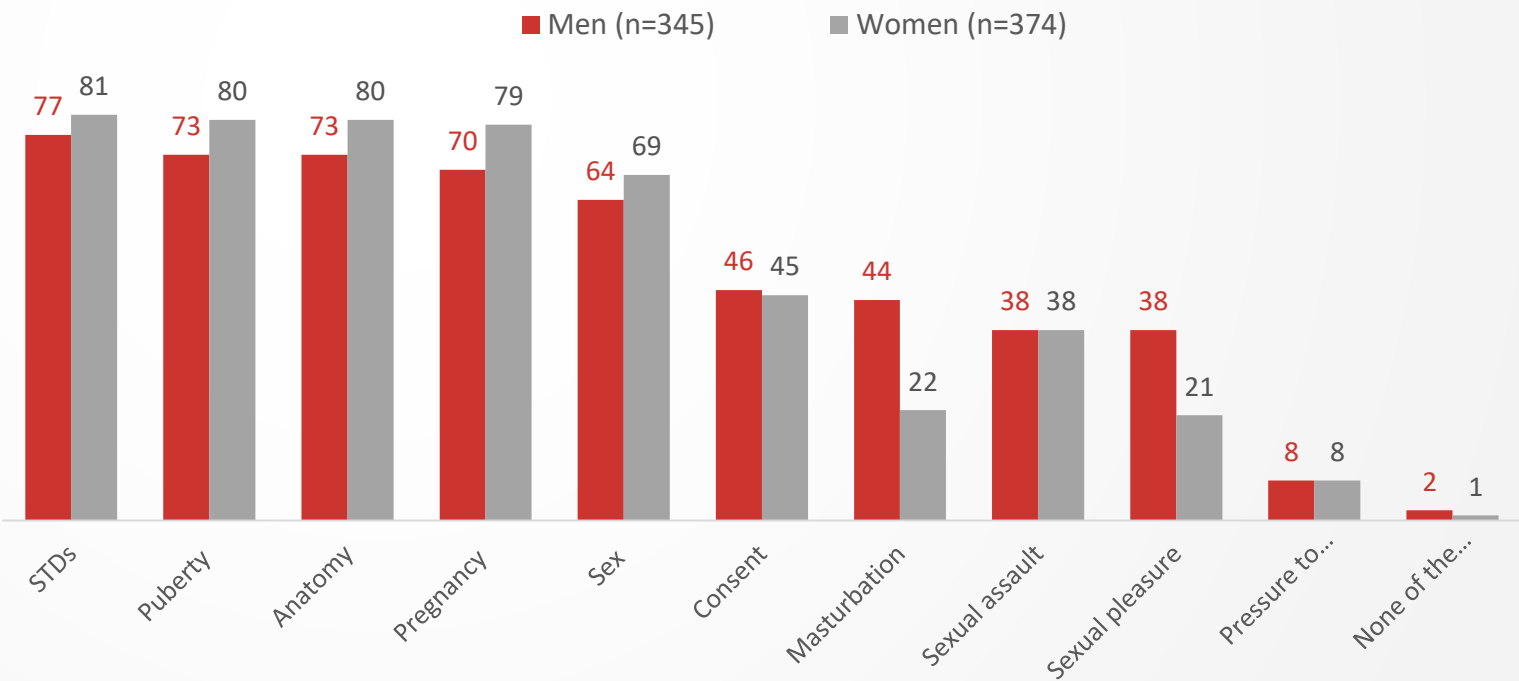
# What topics are covered in American sex education?

Almost 80% of respondents believe that sex education programs should cover masturbation, with those disagreeing referring to religious beliefs, concerns about socialization, and children growing up ‘too fast’.

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



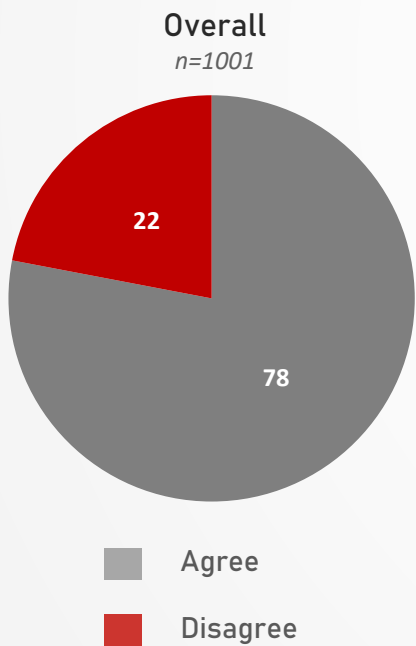
Q: Which of the following topics were covered as part of your sex education program?



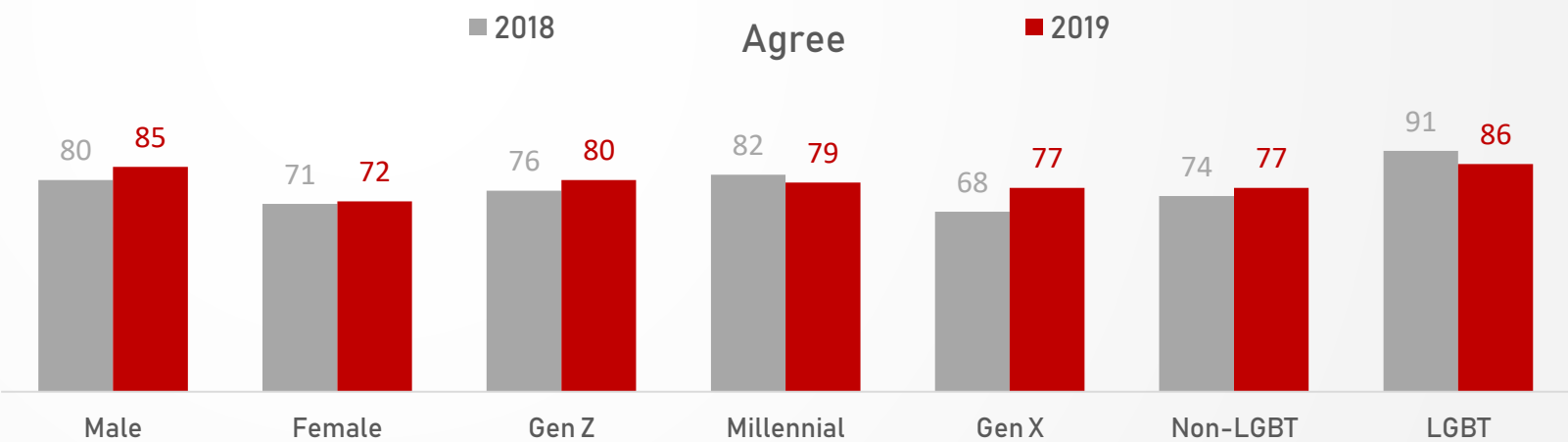
# Do Americans support learning about masturbation in sex education?

Large and growing majorities believe that masturbation should be covered as a topic in sex education programs for children and teenagers.

Q: Do you agree or disagree that sex education programs should cover masturbation as a topic for children and teenagers?



Q: Do you agree or disagree that sex education programs should cover masturbation as a topic for children and teenagers?

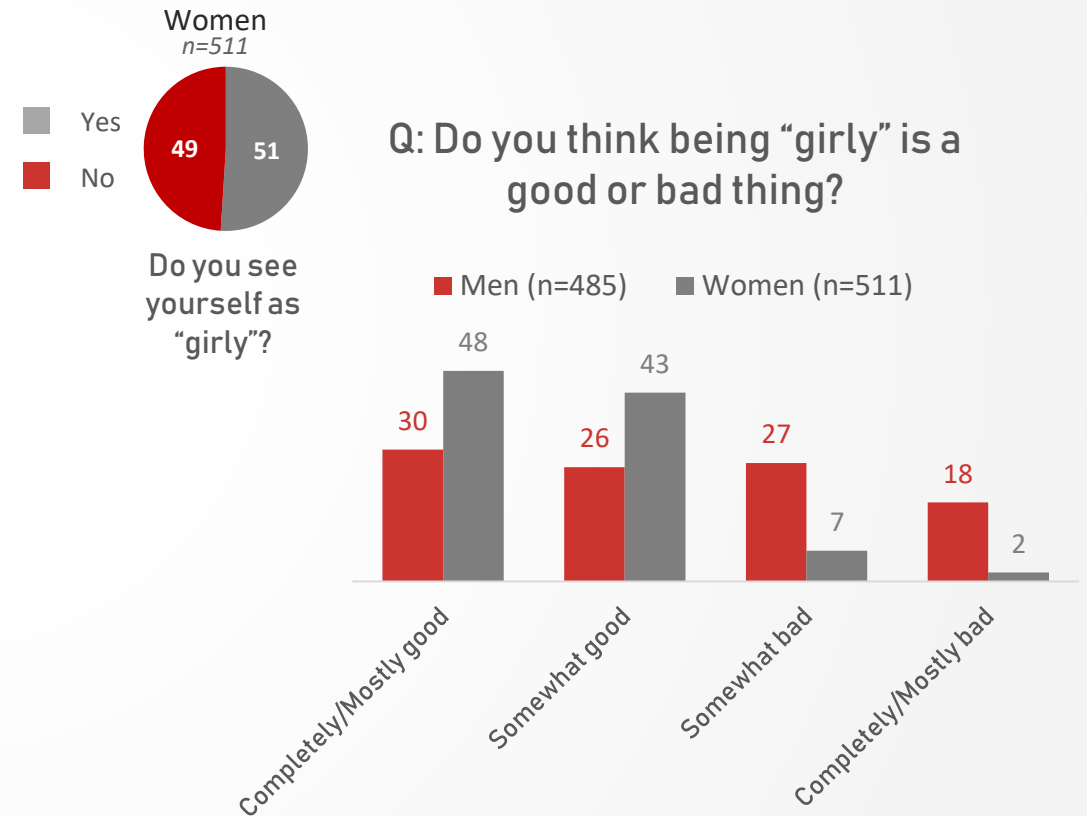
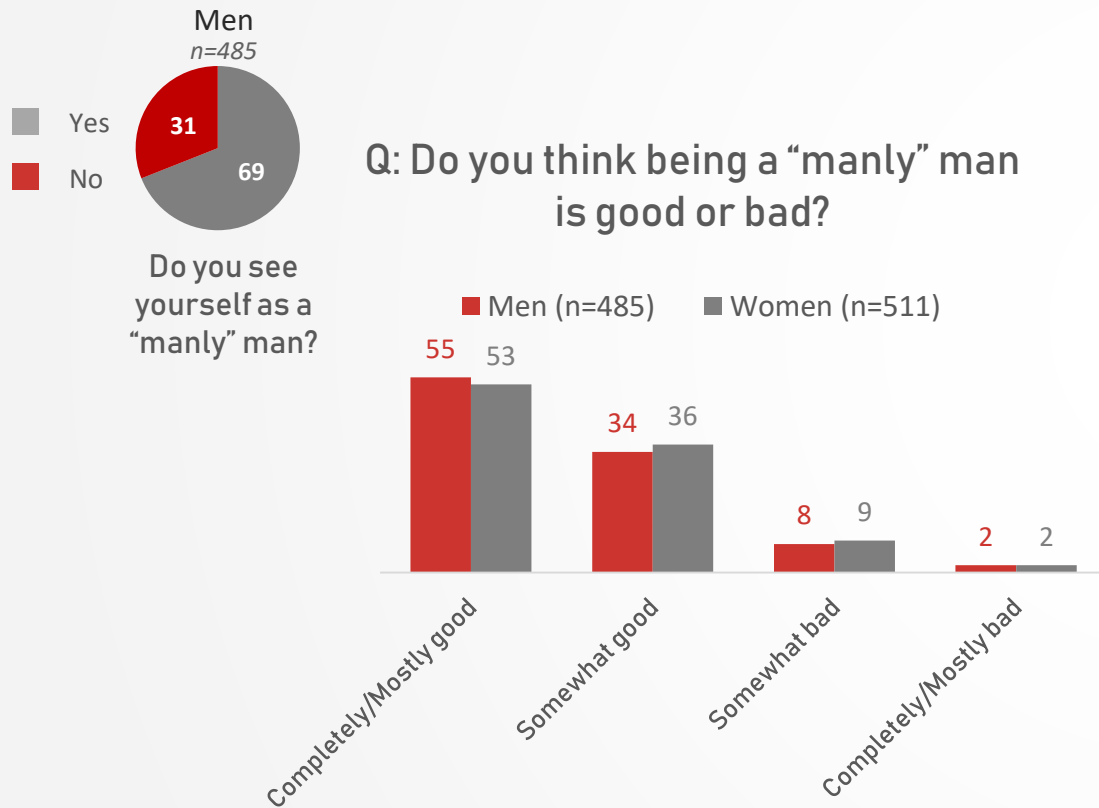


# Gender Identity and Labels

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# Is being “manly” and “girly” seen as a good thing?

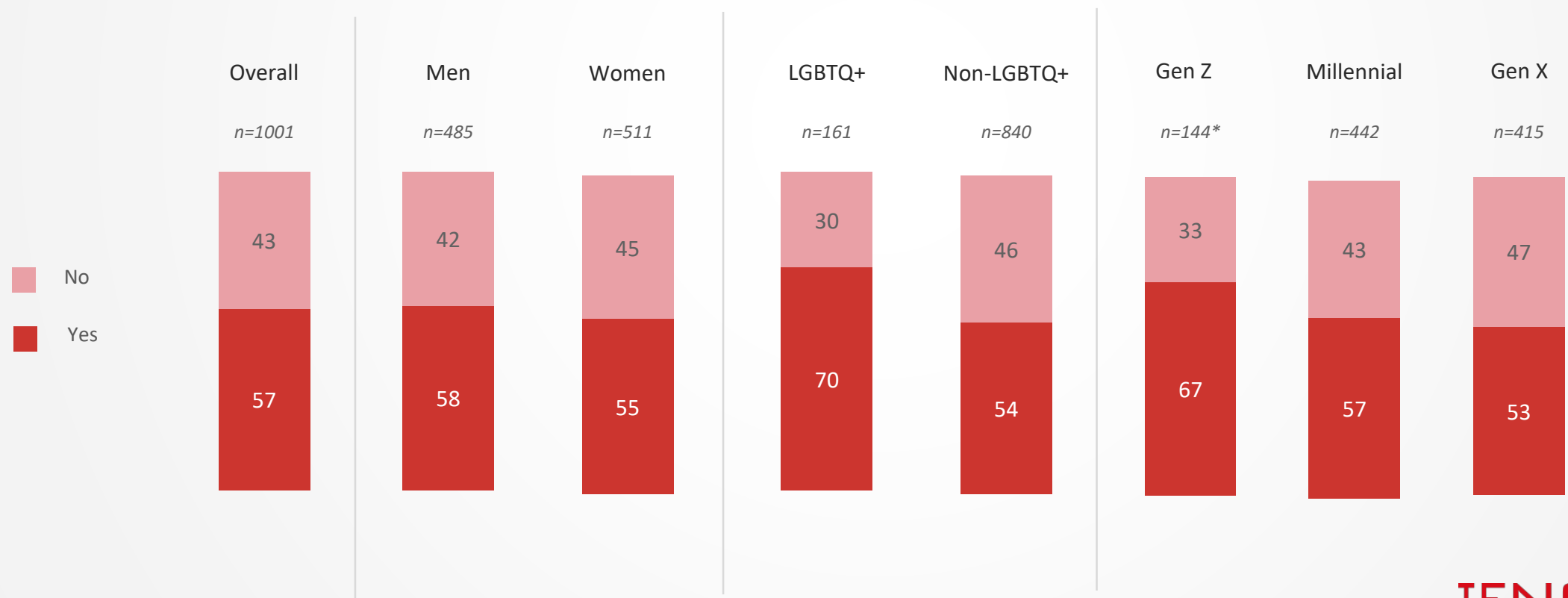
Men are most likely to see themselves as “manly”, while women are split in whether or not they see themselves as “girly”. Women also think being “girly” is much better than Men.



# Are these labels outdated?

LGBTQ+ and Gen Z respondents are most likely to think that labels like “manly man” and “girly” are outdated, but the majority of all segments believe so.

Q: Do you think labels like “manly man” and “girly” are outdated?



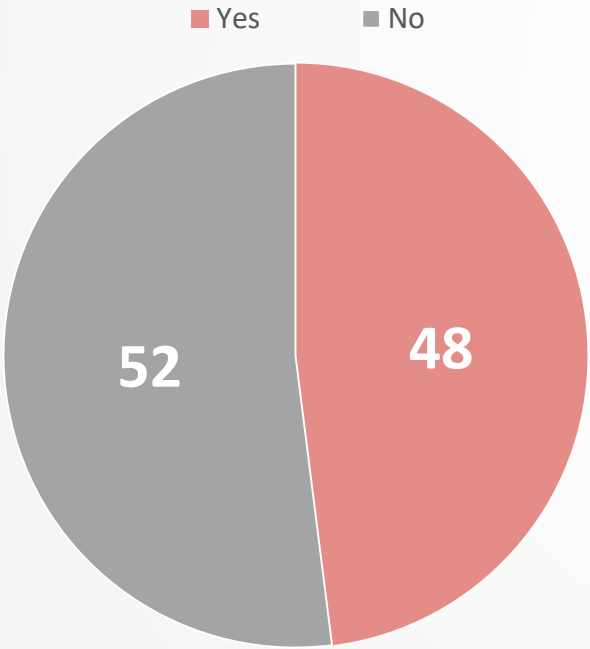
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# How do these labels affect men's identities?

Almost 50% of men have felt pressure to behave a certain way due to their gender. Those who identified as “manly” men thought of their hobbies and relationships with women.

Q: Have you ever felt pressured to behave in a certain way because you are a man?

n=485



Why do you not see yourself as a “manly” man?

- “I’m very calm.”*  
- Male, 23
- “I’m gay.”*  
- Male, 31
- “To be manly is to have a big ego.”*  
- Male, 19
- “I don’t consider myself handsome.”*  
- Male, 53

Why do you see yourself as a “manly” man?

- I like beer and football*  
- Male, 44
- I’m good at being sexy*  
- Male, 25
- I have to look after my girl*  
- Male, 18
- I generally do what a typical man does*  
- Male, 31

# Survey Methodology

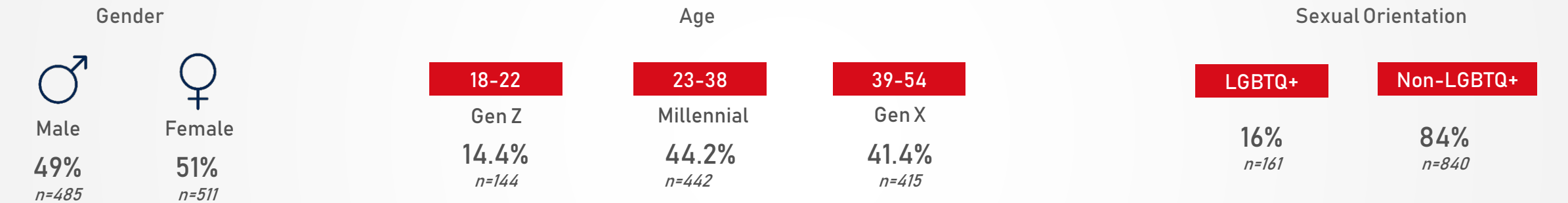
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# How the study was conducted

As part of the global study, PSB Research interviewed N=1001 Americans aged 18-54 in order to understand Americans' health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

## Key Audiences Surveyed



## Sample

N=1001 respondents were surveyed. The sample was proportionally balanced to the US Census on age and gender.

- Males and Females 18-54
- Males: 49% of survey (n=485)
- Females: 51% of survey (n=511)
- Other: 0.5% of survey (n=5)

## Survey Flow



# Sample sizes

To ensure a representative sample of the 18-54 population in each market surveyed, PSB implemented fielding quotas and weighted final data to match the best available population statistics from each country on the basis of age and gender:

	US <i>n=1001</i>	UK <i>n=2000</i>	Germany <i>N=1009</i>	France <i>n=1030</i>	Spain <i>n=1012</i>	Japan <i>n=1001</i>	China <i>n=1000</i>	Taiwan <i>n=1000</i>	S. Korea <i>n=1001</i>
Male	49%	50%	50%	50%	51%	51%	51%	50%	53%
Female	51%	50%	50%	50%	49%	49%	49%	50%	47%
18-24	19%	18%	16%	18%	14%	15%	16%	23%	17%
25-34	28%	26%	24%	26%	28%	23%	33%	26%	27%
35-44	26%	28%	28%	28%	32%	30%	15%	26%	30%
45-54	27%	27%	33%	28%	27%	31%	17%	26%	25%
LGBTQ+	16%	16%	14%	12%	14%	11%	5%	14%	7%
Non-LGBTQ+	84%	84%	86%	88%	86%	89%	95%	86%	93%