

2021 TENGA GLOBAL SELF-PLEASURE REPORT – Main Findings

Sexual and Self-Pleasure Behaviors in France

Prepared by PSB Insights
May 14th, 2021

Overview: A 12-minute online survey instrument was fielded to N=1000 Adults aged 18-54 in France between April 22nd and April 28th to measure and understand habits related to sex, masturbation and sex toy usage. To ensure a representative sample of the French Adult population, fielding quotas were maintained and final data has been weighted in accordance with current population statistics based on age, gender, and region of residence.

RELATIONSHIPS AND HOUSEHOLDS

Monogamous Relationships Are The Norm: Nearly two-thirds of French Adults 18-54 (63%) are married, legally partnered or in relationships while only about a quarter (26%) are neither dating nor in relationships. Among total Adults, a small minority are in open or non-exclusive relationships (8%), translating to 13% among married/legally partnered couples and 12% of those in relationships.

And Most Adults Live With Family: While one-fifth of Adults in France live alone (19%), a majority (60%) live with a partner/spouse, children or both, and another 16% with other family members. Men 18-34 are more likely to report they live alone (25%).

MASTURBATION

Most French Adults Masturbate: 81% of French Adults 18-54 have ever masturbated, same as 2020 figures (81%), although this incidence is a little lower than in other countries (89% in the UK and 88% in Germany). Men are more likely to masturbate compared to women (90% and 72%, respectively), especially men 45-54 (94%). LGBTQ+ Adults are more likely to have masturbated compared to heterosexual adults (85%* vs. 80%). Of the 19% who do not masturbate, 82% have never considered doing so.

Half Of French Adults Masturbate Regularly, But Women Do So More Infrequently: 46% of those who masturbate do so at least once a week, on par with 2020 (45%). Men masturbate more frequently than women do (61% masturbate weekly or more vs. 28% of women). Overall, 27% of women report they “don’t regularly masturbate.”

The French Masturbate For Sexual Pleasure: The top reason French Adults 18-54 masturbate is to “To achieve sexual pleasure” (52%), in line with last year (54%). “To satisfy sexual urges” (49% vs. 51% last year) and “To relax or relieve stress” (39% vs. 42% last year) round out the top three.

Adult Content Remains Important In The Masturbation Routine: 46% of those who masturbate view adult content while doing so (61% among men and 28% among women), followed by 42% who use their imagination or fantasize (40% among men and 46% among women). Gen Z is the most likely to incorporate adult content into their masturbation routine (58%*).

SEX

Most French Adults Have Had Sex: 90% of French Adults 18-54 have had sex, in line with 2020 figures (91%). They report 12 partners on average. Those not dating and not in relationships are less likely to have had sex (77%), partly due to age (32% are 18-24 vs. 18% in the total sample). Among sexually active French Adults, 51% have sex weekly or more, highest among Millennials (56%), those married/legally partnered (58%) and those in relationships, but not married (59%*).

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Sex Brings Pleasure And Satisfies Emotional Needs: The top motivations for having sex are “To achieve sexual pleasure” (67% vs. 71% in 2020) and “To satisfy sexual urges” (63% vs. 61% in 2020). “To feel emotionally connected to my partner” ranks #3, with a slight decrease in importance from the previous year (45% vs. 51% in 2020), mainly driven by men (40% vs. 53% in 2020).

ATTITUDES AROUND SEX AND MASTURBATION

The French Are Satisfied With Their Sexual Lives: Three-quarters of French Adults 18-54 agree with statements that indicate sexual satisfaction:

- 78% agree (27% strongly): *I'm satisfied with the quality of my orgasms*
- 77% agree (33% strongly): *I'm satisfied with my emotional connection with my partner(s)*
- 75% agree (25% strongly): *I'm satisfied with the frequency of my orgasms*
- 75% agree (25% strongly): *I'm satisfied with my masturbation frequency*
- 72% agree (29% strongly): *I'm satisfied my partner(s) attention to my sexual needs*

...But May Desire Sex More Frequently:

- 66% agree (25% strongly): *I'm satisfied with the frequency of sexual intercourse*

For Many, Masturbation Acts As Self-Care And Boosts Libido: However, attitudes among the French are slightly dampened compared to other countries (70-80% agreement in the UK, Germany, Spain for similar statements):

- 66% agree (18% strongly): *Masturbation is a form of self-care or “therapy” for me*
- 66% agree (22% strongly): *Masturbation improves my mood*
- 65% agree (20% strongly): *Masturbation improves my libido or sexual desire*

Over a third of French Adults 18-54 have a self-care routine (37%), and among them, 49% include masturbation. Among those who do not include masturbation, only 11% would consider including it in the future.

Taboos Around Masturbation Should Be Lifted: Nearly three-quarters of French Adults 18-54 agree, “Society would benefit if people were more open in discussing sexual topics like masturbation” (71% agree; 28% strongly), consistent with 2020 (72% agree; 24% strongly).

However, Fewer May Want To Take That First Step: 49% of French Adults 18-54 feel comfortable talking about masturbation with their close friends or partners (18% strongly agree).

French Adults Listen To Rihanna Or The Weeknd When Masturbating Or Having Sex: While few French Adults listen to music while masturbating or having sex (21% among those who have ever masturbated or had sex), those who do have a preference for contemporary/pop music.

Clara Morgane And Emma Watson Are Prominent In French Sexual Fantasies: Similar to music, relatively few French Adults fantasize about celebrities while having sex or masturbating (20% among those who have ever masturbated or had sex). Among those who do, a French entertainer shows up in their imaginations.

SEX TOYS

Less Than Half Of French Adults Have Used Sex Toys, Similar To Last Year: Less than half of French Adults 18-54 report ever having used a sex toy (43%), relatively stable to 2020 (45%). Women are only slightly more likely than men to report use (45% vs. 40%), unlike in other countries where this difference is larger (11-18pts in the UK, Germany and Spain). That said, women 35-44 the most use (53%*). Men report a slight dip compared to last year (40% vs. 44% in 2020).

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Those dating (but not in relationships) and those in relationships (but not married) are most likely to use sex toys (57%* and 54%*, respectively). Conversely, those not dating and not in relationships are less likely to use sex toys (32%), mirroring their lower incidence in having had sex.

And Sex Toy Use Skews More Infrequent: Only 18% of sex toy users report using their toys weekly or more vs. 17% in 2020. Over half (57%) report using their sex toys only a few times a year or having tried but not using currently. While women are more likely than men to report weekly use (21% vs. 15%), both genders are equally likely to report infrequent use (58% among men and 57% among women).

Partnered Sex Toy Use Is Slightly More Prevalent: Two-in-five sex toy users (42%) report using sex toys equally to pleasure themselves and to pleasure a partner compared to 34% who use them mostly to pleasure themselves. Compared to other countries, this type of equal use is slightly higher (33-40% in the UK, Germany and Spain).

Two-in-five men (42%) report using sex toys mainly to pleasure their partners, while women report mostly using toys to pleasure themselves (46%).

Overall, Sex Toy Use Is Highly Enjoyable: The vast majority of sex toy users (87%) report enjoying them, with enjoyment increasing among those who use toys monthly or more (97%). Those who use a toy mainly for themselves and those who use a toy equally for themselves and for a partner report the most enjoyment (90% and 89%, respectively).

Vibrators And Dildos Are The Best-Known And Most Used Sex Toys: The top product categories are penetrative vibrators (55%), dildos (45%) and non-penetrative vibrators (44%). Kegel balls rank #4, at 38% awareness. In line with awareness, 54% of sex toy users have used a penetrative vibrator, followed by non-penetrative vibrators (35%) and dildos (35%). Ranking #4 again, 21% of sex toy users report ever having used Kegel balls.

French Adults Are Partial To Buying A Sex Toy In The Future: Nearly half of French Adults 18-54 are open to the idea of buying a sex toy on the future (48% vs. 46% in 2020). Compared to other countries, purchase interest is lower (68-78% in the UK, Germany and Spain). Interest is highest among current sex toy users (83%) as well as those who have never used them but have considered trying (72%*).

BRAND AWARENESS AND PREFERENCES

TENGA Awareness Is Consistent To Last Year: Overall, 12% of Adults 18-54 in France have heard of the TENGA brand, consistent to last year (14%) and despite the context of a different competitive set. Men are more aware than women (17% vs. 7%, respectively). While the majority of French Adults have not heard of any of the *male* sex toy brands tested (74%), at 12% TENGA ranks #1. Purchase consideration aligns with awareness, with 34% of those who are open to buying sex toys choosing TENGA.

Only 4% of French Adults 18-54 are aware of the iroha brand (vs. 2% last year. None of the female sex toy brands tested generated past 15% awareness, with Womanizer at #1 at 13%, followed by We Vibe at 10%. These two brands also report the highest purchase intent among those who are open to buying sex toys (27% for Womanizer and 19% for We Vibe).

The French Become Aware Of TENGA Or iroha From Multiple Sources: Those aware of TENGA or iroha report having first heard of them on an adult content site (14%* vs. 20% in 2020), followed by browsing TENGA's ecommerce or online site (13%* vs. 11% in 2020) and browsing an online specialty retailer (12%* vs. 13% in 2020).

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SEX EDUCATION

Less Than Half Of French Adults Received Sex Education: Overall, 41% of French Adults 18-54 report having received sex education in school as a child or teenager (vs. 39% in 2020). Gen Z is ahead on this metric, with 69% reporting having had sex education, compared to 47% of Millennials and 23% of Gen X.

There Is General Agreement On What Topics To Cover: Broadly, 9-in-10 French Adults agree that sexual education should cover the topics listed below. In general, Gen X is most likely to agree that these topics should be covered.

- Sexual health and sexually transmitted infections (STIs): 91%
- Contraception: 91%
- Male and female anatomy: 90%
- Pregnancy: 90%
- Sexual consent: 90%
- Puberty: 89%

However, Other Topics Generate More Disagreement: A quarter or more of French Adults 18-54 disagree that religion and sexuality (36%), abstinence (29%) or masturbation (25%) should be covered in sex education.

MASTURBATION AND SEX TOYS IN QUARANTINE

Two-Thirds Of French Adults Have Been Under Quarantine Or Lockdown During The Past Year: 66% of French Adults 18-54 have been under some kind of self-quarantine or lockdown in the past year, with 43% spending half the year or less under these circumstances. The French have generally weathered the COVID-19 pandemic with the existing members of their household.

- 69%* of those who live alone also isolated by themselves
- 85%* of those who live with only a partner isolated with a partner
- Those not in a relationship were most likely to quarantine alone (33% vs. 18% of those in quarantine or lockdown)

Masturbation Provided A Boost During Quarantine, Although Habits Did Not Substantially Change: Two-in-five (41%) of those who masturbate and have been under lockdown report masturbating *the same amount* as before while another 36% did so *more often* (42% among men and 29% among women). Almost two-thirds (65%) of French Adults who masturbate and have been under lockdown, report that masturbation helped them feel better or act as a form of self-care during quarantine.

Quarantine May Have Motivated Sex Toy Purchases As Part Of Self-Care: 22% of sex toy users bought a *new* sex toy in the past year, with 40%* of them using them equally for themselves and a partner. Looking specifically at first-timers, directionally Gen Z was most likely to have purchased a toy for the first time (24%* vs. 9% of overall sex toy users). Among those who have used sex toys in the past year and have been under quarantine or lockdown, motivations for using sex toys included:

- "It's part of my wellness or self-care routine" (28% overall, 35%* among women)
- "I had more free time" (27% overall)
- "Wanted to try something new" (27% overall, 34%* among men)

Despite The Pandemic, The French Rate Their Sex Lives Highly: Nearly half of Adults 18-54 in France (45%) rated their sex lives this past year during the pandemic a 7 or higher. Another 36% fall in the middle, rating their sex lives between a 4 and 6 on a 10-point scale. Those in a

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relationship and those married/legally partnered are most likely to rate their sex lives 7+ (61%* and 56%, respectively).