

2021 TENGA GLOBAL SELF-PLEASURE REPORT – Main Findings

Sexual and Self-Pleasure Behaviors in Germany

Prepared by PSB Insights
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Overview: The survey was fielded to N=1000 German Adults aged 18-54 between April 22nd and April 28th. To ensure a representative sample of the German 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 In Germany But Openness Ticks Up Compared To Other Countries: Two-thirds of German Adults 18-54 (67%) are married, legally partnered, or in relationships, while about one quarter (26%) are neither dating nor in a relationship. In total, a small minority of Germans are in open or non-exclusive relationships (9%), but nearly one fifth of those in relationships (17%) and 13% of those married report openness, a slightly higher rate compared to other countries (for instance, 8% of those in relationships in the U.S. and in the U.K. report openness). LGBTQ+ identified Germans are almost twice as likely to be in an open relationship (15% vs. 9% total German Adults).

And Households Are Varied: A quarter of German Adults 18-54 (25%) live with their spouse/partner and their children, while another quarter (25%) live with a partner only. Nearly 1 in 4 German adults (24%) live alone, particularly men 25-34 (34%*).

MASTURBATION

Masturbation Is Nearly Ubiquitous Among German Adults: 88% of German Adults 18-54 have ever masturbated, on par with 2020 figures (87%). Men are more likely to masturbate compared to women (92% and 83% respectively), especially men 45-54 (95%). Heterosexual Germans are more likely to have masturbated compared to LGBTQ+ Germans (89% vs. 83%). Of the 12% who do not masturbate, 4-in-5 (81%) have never considered doing so.

Weekly Masturbation Is Consistent To Last Year, But Some Demographics Report Lower Frequency: 50% of those who masturbate do so at least once a week, a similar result to 2020 (53%). Men masturbate more frequently than women do (64% masturbate weekly or more vs. 34% of women), and this is in line to last year as well (in 2020, 67% of men reported weekly masturbation vs. 37% of women). However, Gen Z and Gen X report shifts in frequency (61%* of Gen Z masturbate weekly or more, compared to 69%* in 2020, while among Gen X weekly frequency is 40% vs. 45% in 2020). There appears to be a small uptick in “a few times a month” frequency (22%* vs. 13%* in 2020 among Gen Z and 22% vs. 18% in 2020 among Gen X).

Sexual Urges Drive Masturbation: The top reason Germans masturbate is to “Satisfy sexual urges” (56%), in line with last year (60%). “To relax or relieve stress” (47% vs. 50% in 2020), “To achieve sexual pleasure” (37% vs. 41% last year), and “To feel more comfortable with my body” (33% vs. 33% last year) round out the top reasons. Each of the other eight motivations tested were selected by less than one-third of the sample for both years.

Imagination And Fantasy Are Core To Germans’ Masturbation Routine: 44% of those who masturbate use their imagination while doing so (49% among women), followed by 40% who view adult content (54% among men). Men 25-34 are more likely to incorporate adult content into their masturbation routine (62%*). Compared to men, women are much more likely to use an external vibrating sex toy in their routine (33% vs. 7% of men).

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SEX

Most Germans Are Sexually Active: 89% of German Adults 18-54 have had sex, with 13 partners on average. Men 18-24 are the least likely to have had sex (72%*), while women 18-24 claim the fewest partners (4*). Among sexually active Germans, 43% have sex weekly or more, highest among women 18-24 (60%*) and those in open relationships (62%*). Women 45-54 report having sex the least (29% say “they don’t regularly have sex” vs. 15% of all Germans who have ever had sex).

Sex Satisfies Urges And Reinforces Emotional Connections: The top motivations for having sex are “To satisfy sexual urges” (73% vs. 71% in 2020) and “To achieve sexual pleasure” (54% vs. 58% in 2020). “To feel emotionally connected to my partner” rounds out the top three (50% vs. 53% in 2020) and, as in prior years, is of larger importance among women (54% vs. 46% of men).

ATTITUDES AROUND SEX AND MASTURBATION

Germans Are Happy With The Sex They Are Having: Three-quarters of German Adults 18-54 agree with statements that indicate sexual satisfaction:

- 80% agree (37% strongly): *I’m satisfied with my masturbation frequency*
- 79% agree (38% strongly): *I’m satisfied with the quality of my orgasms overall*
- 78% agree (35% strongly): *I’m satisfied with the frequency of my orgasms*
- 75% agree (38% strongly): *I’m satisfied with my emotional connection with my partner*

...But Some May Desire More Frequent Sex And Attention:

- 72% agree (31% strongly): *I’m satisfied my partner(s) attention to my sexual needs*
- 64% agree (29% strongly): *I’m satisfied with the frequency of sexual intercourse*

Masturbation Improves Mental Health: Most German Adults 18-54 attribute positive impact to masturbation:

- 78% agree (30% strongly): *Masturbation improves my happiness*
- 76% agree (29% strongly): *Masturbation improves my mood*
- 71% agree (32% strongly): *Masturbation improves my sleep*
- 70% agree (28% strongly): *Masturbation helps me manage my stress*

In particular, Millennials and Current Sex Toy Users hold the most positive views of masturbation.

...But It’s Not Part Of Weekly Self-Care: More than half of German Adults 18-54 have a weekly self-care routine (59%), while only about one-third (35%) include masturbation. Among those who do not, the desire is limited (44% would not include masturbation as part of their weekly routine). This is truer among LGBTQ+ Germans (56%).

...And Doesn’t Deliver The Same Benefit To Relationships Or Image:

- 50% agree (15% strongly): *Masturbation improves my self-confidence*
- 53% agree (17% strongly): *Masturbation improves my relationships or marriage*
- 54% agree (16% strongly): *Masturbation improves my sex appeal*

Taboos Around Masturbation Are Shifting: Nearly three-quarters of German Adults 18-54 agree that “Society would benefit if people were more open in discussing sexual topics like masturbation” (73% agree; 30% strongly), up from 2020 (66% agree; 22% strongly).

But, Comfort With The Topic Remains Lower: 57% of German Adults 18-54 feel comfortable talking about masturbation with their close friends or partners (23% strongly agree). Millennials

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(62% agree), LGBTQ+ Germans (61% agree) and Current Sex Toy Users (69% agree) are most likely to report openness to talking about masturbation.

Germans Aspire To Masturbate In Nature: Over half of German Adults who have ever masturbated would like to masturbate in nature one day (56%). This desire far outweighs other potential locations including cars (17%), airplanes (10%), bars/discos/parties (9%), and offices (8%).

Germans Listen To The Weeknd, Bon Jovi And Helene Fischer When Masturbating: Though few Germans listen to music while having sex or masturbating (18% of those who have ever had sex or masturbated) a combination of global and local acts are mentioned.

Mia Khalifa And Emma Watson Prominent In Germans' Sexual Fantasies: Similar to music, few Germans fantasize about celebrities while masturbating (18% of those who have ever had sex or masturbated) but both mainstream and adult actors make an appearance.

SEX TOYS

Incidence Of Sex Toy Use Is Stable: 56% of German Adults 18-54 report ever having used a sex toy, on par with 2020 (56%). Overall, most women have tried sex toys (62%) compared to 51% of men and are more likely to be current users (48% vs. 41% of men).

Millennials are the most likely to have ever used a sex toy (66%), while those aged 18-24 (Gen Z) are the least experienced (42%). German women 25-44 are the most likely to have ever tried a sex toy (73%).

Relationship status is not a significant driver of sex toy usage, with similar rates of use among those married (58%), in a relationship (60%) or those who date but are not in a relationship (65%*). Those not in relationships and not dating are *less* likely to report having ever used a sex toy (47%).

Germans Sex Toy Users Enjoy Them A Great Deal: The vast majority of sex toy users (90%) report enjoying them, with most enthusiasm among weekly sex toy users (83%* enjoy them "a lot" vs. 55% of all sex toy users).

Nearly half of sex toy users (45%) report using them mostly to pleasure themselves (64% among women). Less than one-in-five (19%) report mostly using sex toys to pleasure a partner, climbing to 38% among men.

Penetrative Toys Are The Most Popular: The top product categories in Germany are dildos (67%), penetrative vibrators (60%), and non-penetrative vibrators (55%). Cock rings rank #4, which 52% of German Adults 18-54 are aware of. In line with awareness, 60% of sex toy users have used a penetrative vibrator, followed by dildos (52%) and non-penetrative vibrators (46%). Cock rings also rank #4 in usage (32%, 46% among men).

Most German Adults Would Consider Purchasing A Toy: 68% of German Adults 18-54 are open to the idea of buying a sex toy on the future (vs. 63% in 2020), highest among current sex toy users (94%) and those who have never used but have considered trying (78%*). Millennial Germans report the most interest (78%) but openness to purchase is lower among Gen Z and Gen X (61% each).

BRAND AWARENESS AND PREFERENCES

Awareness Of The TENGA Brand Ticked Up From Last Year: Overall, 11% of German Adults 18-54 have heard of the TENGA brand (vs. 9% in 2020), driven by higher awareness among

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Millennials (18%). Satisfyer is the best-known male sex toy brand, with 23% of total German Adults 18-54 reporting having heard of it. Purchase intent tracks with awareness. Satisfyer ranks #1, with 46% of those who are open to buying sex toys choosing this brand.

Only 3% of German Adults 18-54 are aware of the iroha brand (vs. 3% last year), with low awareness levels across demographics. Womanizer ranks #1 at 37%, followed by Satisfyer at 28%. These two brands also report the highest purchase intent among those who are open to buying sex toys (50% for Womanizer and 40% for Satisfyer).

Adult Content Sites Are Increasingly Important For Discovery: Those aware of TENGA or iroha report having first heard of them on an adult content site (15%* vs. 7%* in 2020), followed by word-of-mouth (11%* vs. 12%* in 2020).

SEX EDUCATION

Sex Education Is Common Among Germans: Overall, 72% of German Adults 18-54 report having received sex education in school as a child or teenager (vs. 60% in 2020). Gen X (62%) lags somewhat behind Millennials (76%) and Gen Z (83%) on this metric.

There Is Strong Consensus On What Topics Are Appropriate: Overall, 9-in-10 Germans agree that sexual education should cover male and female anatomy, puberty, contraception, pregnancy and sexual health and STIs. In general, Gen X is most likely to agree that these topics should be covered.

- *Male and Female Anatomy: 92%*
- *Puberty: 91%*
- *Contraception: 91%*
- *Pregnancy: 90%*
- *Sexual health and sexually transmitted infections (STIs): 90%*

Some Topics Are More Controversial: Nearly a third of German Adults 18-54 disagree that abstinence (30%) should be covered in sex education and another quarter disagree that religion and sexuality (26%) and sexual consent (20%) should be covered in sex education. Compared to other generations, Gen Z is more likely to disagree that abstinence should be a topic (39%). Men are more likely to disagree about gender identities as a topic (20% vs. 14% among women).

MASTURBATION AND SEX TOYS IN QUARANTINE

Less Than Two-Thirds Of German Adults Were Under Self Quarantine In The Last Year: 62% of German Adults 18-54 have been under some kind of self-quarantine or lockdown in the past year, but only a quarter (26%) spent most to all of the year under these circumstances. Germans have generally weathered the COVID-19 pandemic with the existing members of their household.

- 79% of those who live alone also isolated by themselves
- 87%* of those who live with only a partner isolated with a partner
- Those not dating and not in a relationship were most likely to quarantine alone (56% vs. 28% total German adults who have been under lockdown)

Sexual Habits Did Not Change Substantially During Quarantine: 51% of Germans who masturbate and have been under lockdown, report that they have been masturbating *the same amount* as before, especially Gen X (67%). Similarly, 53% of sex toy users report using sex toys *the same amount* as before. That said, slightly over half (57%) of those who masturbate and have been under lockdown report that masturbation acted as a form of self-care during quarantine.

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Free Time, Novelty, And Stress Motivated Quarantine Toy Purchases: 25% of sex toy users bought a new sex toy in the past year, and 44% used it to pleasure themselves and their partners equally. Although most of these buyers appear to be existing users, rather than first-timers, directionally Gen Z was most likely to have purchased a toy for the first time (15%* vs. 5% 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:

- “I had more free time” (30% overall, 38%* among men 25-44)
- “Wanted to try something new” (28% overall, 42%* among Gen Z)
- “To help me cope with stress, anxiety, or uncertainty” (25% overall, 33%* among Gen Z)