

2021 TENGA GLOBAL SELF-PLEASURE REPORT – Main Findings

Sexual and Self-Pleasure Behaviors in Spain

Prepared by PSB Insights
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Overview: A 12-minute online survey instrument was fielded to N=1000 Adults aged 18-54 in Spain between April 22nd and April 27th to measure and understand habits related to sex, masturbation and sex toy usage. To ensure a representative sample of the Spain's 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

Spaniards Choose Monogamy: Nearly three-fourths of total Adults 18-54 (73%) are married/legally partnered, or in relationships; mostly married (61%). Nearly a fifth (19%) are neither dating nor in relationships, especially Gen Z (36%*). Overall, a minority of those married or in relationships are in open or non-exclusive relationships (8%).

And Are Family-Centric: Less than 1 in 10 Spanish Adults (9%) live alone, while the majority (62%) live with some combination of spouse/partner, children or both. Another 25% live with family.

MASTURBATION

Masturbation Is Nearly Universal And The Few Holdouts Appear More Permanent: 93% of Adults 18-54 in Spain have ever masturbated, on par with 2020 figures (93%). Of the 7% who have never masturbated, 77% have never considered doing so, up from 41% never considering in 2020.

Overall, men are more likely to have masturbated compared to women (97% and 88%, respectively).

Half Of Adults In Spain Masturbate Regularly, With Declines Among Gen Z Balanced By Gains Among Gen X: 53% of those who masturbate do so at least once a week, on par with 2020 figures (51%). Nearly three-in-five Gen Zers (58%*) report masturbating weekly or more, but that has waned from 66%* in 2020. Conversely, 49% of Gen X masturbate weekly or more, an increase from 43% in 2020. Overall, frequency is higher among men (67% masturbate weekly or more vs. 38% of women).

Masturbation Satisfies Sexual Needs: The top three motivations for masturbation continue to be "To achieve sexual pleasure" (62% vs. 64% in 2020), followed by "To relax or relieve stress" (52% vs. 61% in 2020) and "To satisfy sexual urges" (43% vs. 48% in 2020).

Adult Content Is Most Important In Spaniards' Masturbation Routine: Over half of those who masturbate view adult content while doing so (53% vs. 58% in 2020), ranking #1 in both years. Men are more much likely to incorporate adult content (66% vs. 38% of women). Similarly, LGBTQ+ adults are more likely to view adult content in their masturbation routine (60%* vs. 52% of heterosexual adults). Using imagination or fantasizing is the second most popular routine (46% vs. 52% in 2020) and is more prevalent among women (52% vs. 41% of men).

SEX

Most Adults In Spain Have Had Sex: 93% of Spanish Adults 18-54 have had sex (vs. 94% in 2020), with 12 partners on average. The youngest group, Gen Z, is the least likely to have had sex (82%*), while men 45-54 report the most partners (24). Among sexually active Spanish Adults, 54% have sex weekly or more, increasing to 65% among those married/legally

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partnered. LGBTQ+ Adults in Spain report having sex less frequently (45%* have sex weekly or more vs. 56% of heterosexual adults).

Sex Brings Pleasure And Satisfies Emotional Needs: The top motivations for having sex remain virtually unchanged compared to 2020: “To achieve sexual pleasure” (80% vs. 79% in 2020) and “To satisfy sexual urges” (71% vs. 72% in 2020). “To feel emotionally connected to my partner” continues to round out the top three (52% vs. 55% in 2020) and, as in prior years, is of larger importance among women (57% vs. 48% of men).

Spaniards Say Their Friendships Are Very Beneficial: Nearly half of Adults 18-54 in Spain (44%) say they have had sex or masturbated with a friend they were not in a relationship with. LGBTQ+ Adults (65%*), total Adults aged 25-34 (57%) and Men overall (52%) are the most likely to say this.

ATTITUDES AROUND SEX AND MASTURBATION

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

- 86% agree (44% strongly): *I'm satisfied with the quality of my orgasms*
- 82% agree (38% strongly): *I'm satisfied with my masturbation frequency*
- 82% agree (47% strongly): *I'm satisfied with my emotional connection with my partner(s)*
- 82% agree (43% strongly): *I'm satisfied with the frequency of my orgasms*

...But Some May Desire More Frequent Sex:

- 69% agree (34% strongly): *I'm satisfied with the frequency of sexual intercourse*

Masturbation Improves Mood & Sexual Well-Being: Most Adults 18-54 attribute positive impact to masturbation:

- 84% agree (39% strongly): *Masturbation improves my mood*
- 82% agree (35% strongly): *Masturbation helps me manage my stress*
- 82% agree (36% strongly): *Masturbation improves my libido or sexual desire*
- 81% agree (34% strongly): *Masturbation improves my happiness*
- 81% agree (37% strongly): *Masturbation improves my sleep*

Nearly 3-in-4 Spaniards have a self-care routine (74%), but only a third of them (32%) include masturbation. Among those who do not include masturbation, 38% would *not* include it in the future, while another 43% are indecisive.

...But Fewer Consider That Masturbation Helps Their Image:

- 55% agree (17% strongly): *Masturbation improves my body image*
- 62% agree (21% strongly): *Masturbation improves my sex appeal*

Spaniards Strongly Agree With More Openness Around Masturbation: Half of Adults 18-54 in Spain (50%) *strongly agree* “Society would benefit if people were more open in discussing sexual topics like masturbation”; nearly 9-in-10 (87%) agree overall, on par with 2020 (88% agree; 48% strongly).

However, Personal Reluctance Persists: 57% of Spaniards 18-54 feel comfortable talking about masturbation with their close friends or partners (26% strongly agree), ranking second-to-last among agreement statements.

Spaniards Listen To The Weeknd When Masturbating Or Having Sex: While few Spaniards listen to music while having sex or masturbating (21% among those who have ever masturbated or had sex) both English-language and Spanish-language acts make an appearance. While The

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Weeknd dominates the list, a number of Spanish-speaking artists are also mentioned, including Shakira, Ozuna, and Maluma.

Scarlett Johansson and Mia Khalifa Are Prominent In Spaniards' Sexual Fantasies: As with music, relatively few Spaniards fantasize about celebrities while having sex or masturbating (24% among those who have ever masturbated or had sex). Though American theatrical and pornographic actors are prominent in the list, respondents also report Spanish stars such as Mario Casas.

SEX TOYS

Most Spanish Women Use Sex Toys, While Men Lag: 54% of Spanish Adults 18-54 report ever having used a sex toy, a downtick from 2020 (57%). Compared to other European markets, sex toy incidence in Spain is average (54% vs. 43-58% in France, Germany and the UK). Reported use among women is stable year-over-year (63% vs. 65% in 2020), and continues to lead that of men (63% vs. 45%, the largest gap of the European countries surveyed). Men report a slight decrease on reported incidence (45% vs. 50% in 2020).

Women 25-44 are more likely to have ever used a sex toy (69%), while those aged 18-24 (Gen Z) are the least experienced (40%*, especially men 18-24 at 29%*). LGBTQ+ Adults are the most likely to have ever tried a sex toy (70%*).

Those not in relationships and not dating are less likely to report having ever used a sex toy (35%), partly because they tend to over-index 18-24 (27% vs. 14% in the sample overall).

Though Frequency Is Average: 22% of sex toy users report using their toys weekly or more, compared to 18-23% weekly use in France, UK and Germany. This is also a slight decline vs. 2020 (25%). Women are more likely to report weekly use (25% vs. 19% of men), while a majority of men use sex toys infrequently (58% of men use sex toys a few times a year or not currently).

Sex Toys Are Enjoyed By All: Two-in-five sex toy users use sex toys equally to pleasure themselves and a partner (40%), and an almost equal amount mostly to pleasure themselves (38%). The vast majority of sex toy users (97%) report enjoying them, and this is true whether sex toys are used equally, mostly for themselves or mostly for a partner (95-98%).

Vibrators and Dildos Are The Best-Known And Most Used Sex Toys: In terms of awareness, the top product categories are penetrative vibrators (64%), dildos (64%), and non-penetrative vibrators (57%). Cock rings rank #4, of which 52% of Spaniards 18-54 are aware. From a usage perspective, 55% of sex toy users have ever used a penetrative vibrator, followed by non-penetrative vibrators (46%) and dildos (46%). Cock rings also rank #4 for usage, with men more likely to have tried them (45% vs. 31% among women).

Spaniards Are Open To Buying A Sex Toy In The Future: 78% of Adults 18-54 in Spain are open to the idea of buying a sex toy on the future (vs. 80% in 2020), highest among current sex toy users (98%). Nearly 9 in 10 of those who have never used but have considered trying (88%) are open to buying. As with other sexual behaviors, Millennials and LGBTQ+ Spaniards report the most interest (82% and 89%*, respectively). Openness to purchase is lowest among Gen Z (71%*).

BRAND AWARENESS AND PREFERENCES

Awareness Of The TENGA Brand Is On Par With 2020: Overall, 12% of Spanish Adults 18-54 have heard of the TENGA brand, equal among both men and women (12% each) and on par with 2020 (13%). Purchase consideration of TENGA is 13% among those open to buying sex

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toys. Satisfyer is the best-known male sex toy brand, with 53% of total Spaniards 18-54 reporting having heard of it (50% of men, 56% of women). It also ranks #1 for purchase consideration, with 63% of those who are open to buying sex toys choosing this brand.

Only 2% of Adults 18-54 in Spain are aware of the iroha brand (vs. 5% last year). As with male sex toy brands, Satisfyer is the highest-ranking of the female sex toy brands tested at 67% awareness. Among those who are open to buying sex toys, 79% prefer Satisfyer.

Brick-And-Mortar, Word-Of-Mouth, And Adult Content Sites Drive Discovery: Those aware of TENGA or iroha report having first heard of them by browsing a brick-and-mortar store (16%* vs. 17% in 2020), followed by word-of-mouth (15%* vs. 22% in 2020), and browsing an adult content site (14%* vs. 7% in 2020).

SEX EDUCATION

Many Spaniards, Especially Gen X, Did Not Receive Sex Education: Overall, 47% of Spanish Adults 18-54 report having *not* received sex education in school as a child or teenager (vs. 48% in 2020). This is particularly true among Gen X (64% of adults in this generation did not receive sex education), while the majority of Millennials and Gen Z did (54% and 62%, respectively).

There Is A Wide Number Of Topics That Spaniards Agree Should Be Covered: Broadly, 9-in-10 of Spaniards agree that sexual education should cover male and female anatomy, sex and relationships, contraception, pregnancy, sexual health and STIs, sexual consent, puberty, availability of private counseling, sexual orientation, and masturbation. In general, Gen X and Millennials are more likely to agree that these topics should be covered.

- *Male and Female Anatomy: 95%*
- *Sex and Relationships: 95%*
- *Contraception: 95%*
- *Pregnancy: 94%*
- *Sexual health and sexually transmitted infections (STIs): 94%*
- *Sexual consent: 94%*
- *Puberty: 93%*
- *Availability of private counseling for those who ask for it: 93%*
- *Sexual orientation: 91%*
- *Masturbation: 90%*

While Topics Tinged In Religion Should Not: Roughly a quarter of Spaniards 18-54 disagree that abstinence (28%) or religion and sexuality (26%) should be covered in sex education. While there is still general agreement about covering gender identities and abortion in sex education (87% and 88%, respectively), men and women more likely to disagree about these two topics. Nearly one-in-five men (18%) disagree about covering gender identities vs. 7% of women, while 17% of men disagree about abortion vs. 7% of women.

MASTURBATION AND SEX TOYS IN QUARANTINE

A Majority Of Spaniards Have Been Under Quarantine or Lockdown During The Past Year: 80% of Spanish Adults 18-54 have been under some kind of self-quarantine or lockdown in the past year, with nearly a quarter (24%) spending most to all of the year under these circumstances, and another 41% reporting lockdowns of a few months to half the year. They have generally weathered the COVID-19 pandemic with the existing members of their household.

- 79%* of those who live alone also isolated by themselves
- 85% of those who live with only a partner isolated with a that partner

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- Those not dating and not in a relationship (who over-index 18-24) were most likely to quarantine with their parents (51% vs. 22% of total Spanish Adults 18-54 who have been under lockdown).

Masturbation Acted As Self-Care During Quarantine: While 42% of Spanish Adults 18-54 who masturbate and have been under lockdown did *not* report a change in habits, another 38% report that they have been masturbating *more often* than before (42% among men and 33% among women). Over two-thirds (69%) of those who masturbate and have been under lockdown report that masturbation acted as a form of self-care during quarantine, climbing to 80% among current sex toy users, 77%* among men 45-54 and 77%* among LGBTQ+ Adults.

Free Time In Quarantine May Have Motivated Sex Toy Purchases: Nearly one-third (29%) of sex toy users bought a *new* sex toy in the past year, most often to use for themselves (45%). Overall, 8% of sex toy users were first-time purchasers, highest among those aged 18-34 (11%). Motivations for using sex toys during quarantine among users who have been in lockdown included:

- “I had more free time” (40%)
- “To help me cope with stress, anxiety or uncertainty” (33% overall, 37% among women)
- “To improve sexual activity with another person” (33% overall, 38%* among men)