

TENGA

2019 Self-Pleasure Report

How the French 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 France 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 TengaFR@bcw-global.com with questions and media inquiries.

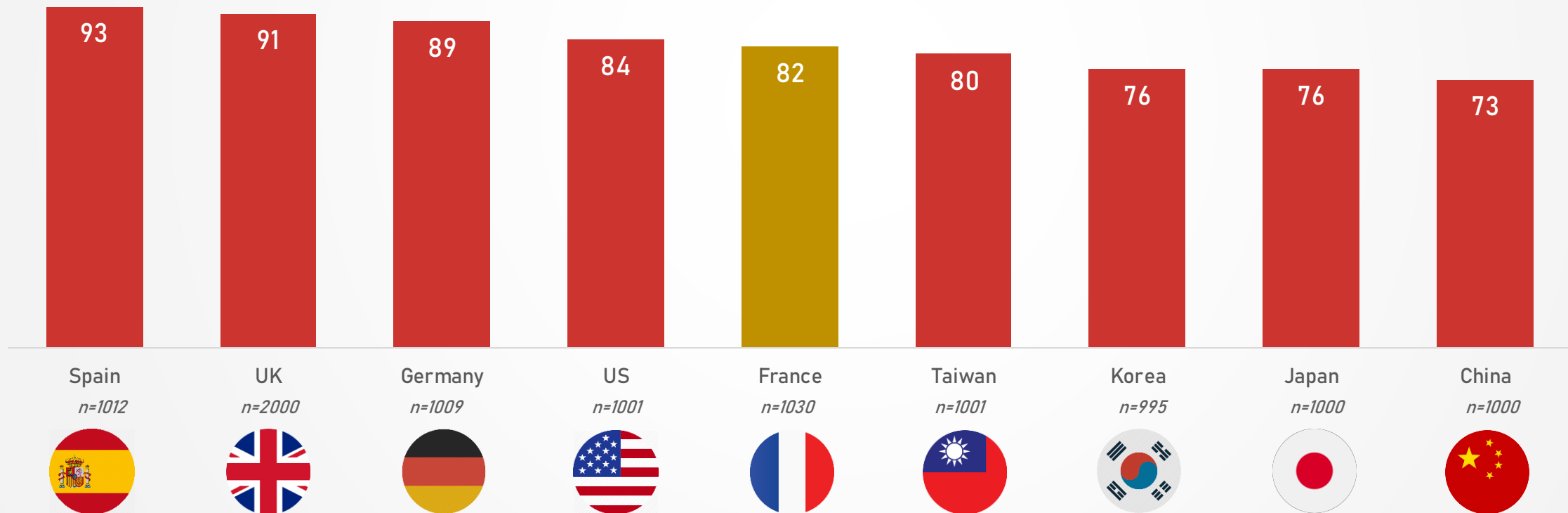
The State of Masturbation in France

Which country surveyed masturbates the most?

A strong majority – 82% – of the French have masturbated, but the Spanish, British, Germans, and Americans tend to do it even more.

Q: Have you ever masturbated?

Among all markets, showing % yes



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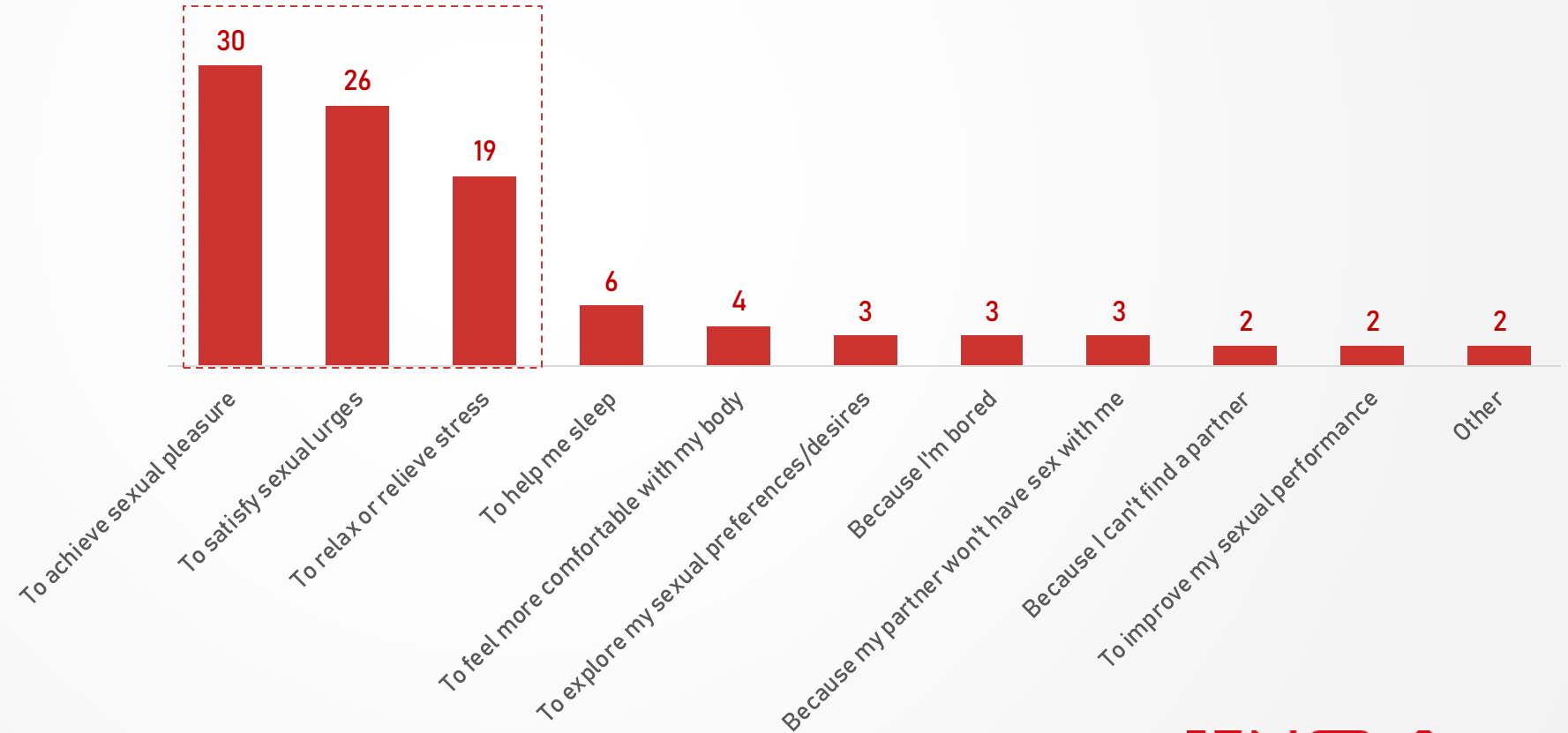
Why do the French masturbate?

Most French masturbate to achieve sexual pleasure, satisfy sexual urges, 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=849)

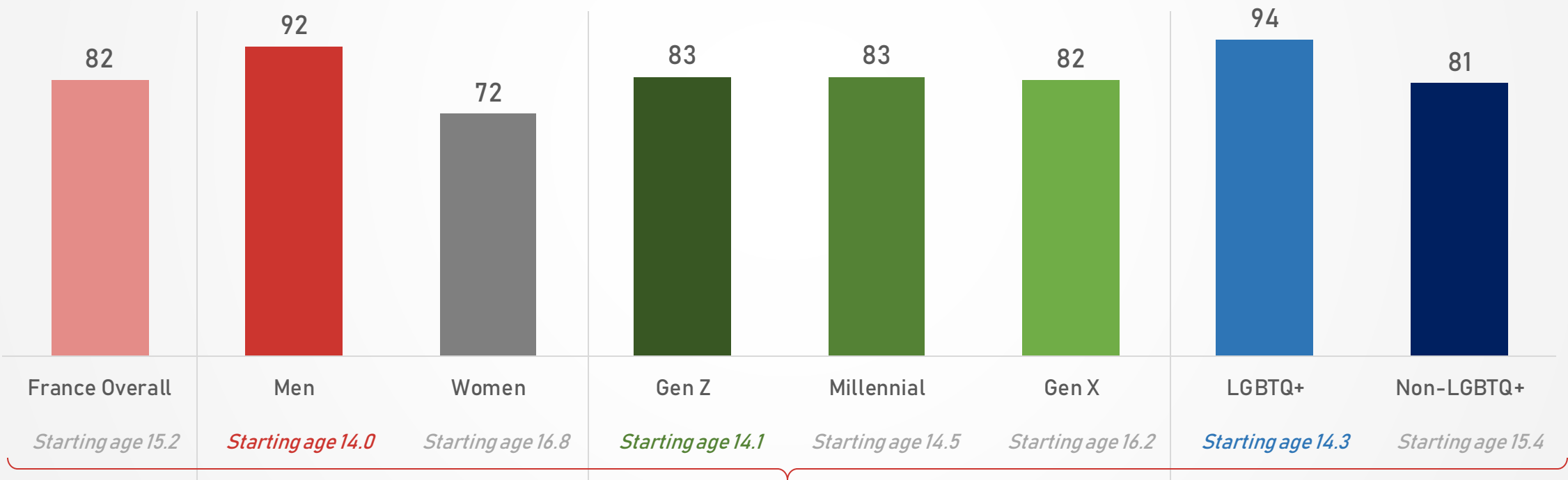


Who masturbates most, and when did they first start?

French men and LGBTQ+ individuals are more likely than other groups to masturbate, and they also tend to start younger – around 14 years old on average.

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

Among France overall, showing % yes



Q: How old were you the first time you masturbated?
Among those who have masturbated, Showing average response per audience

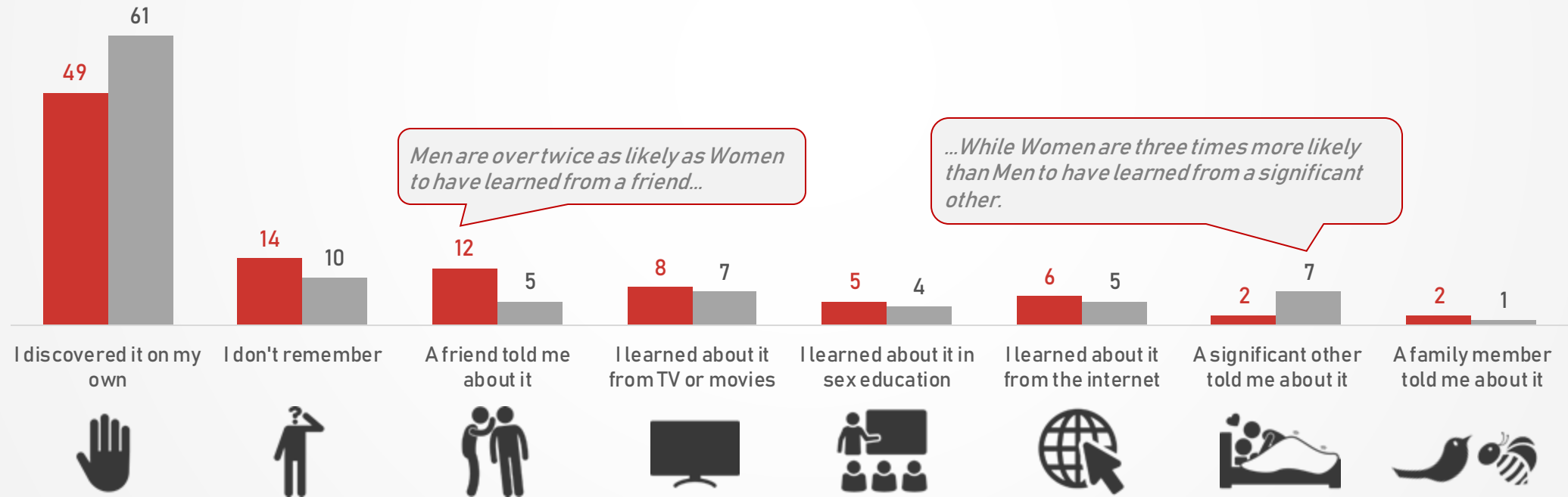
How did the French first discover masturbation?

Most recall discovering it on their own, but Women in particular are much more likely to have discovered masturbation independently.

Q: How did you first discover masturbation?

Among those who have masturbated

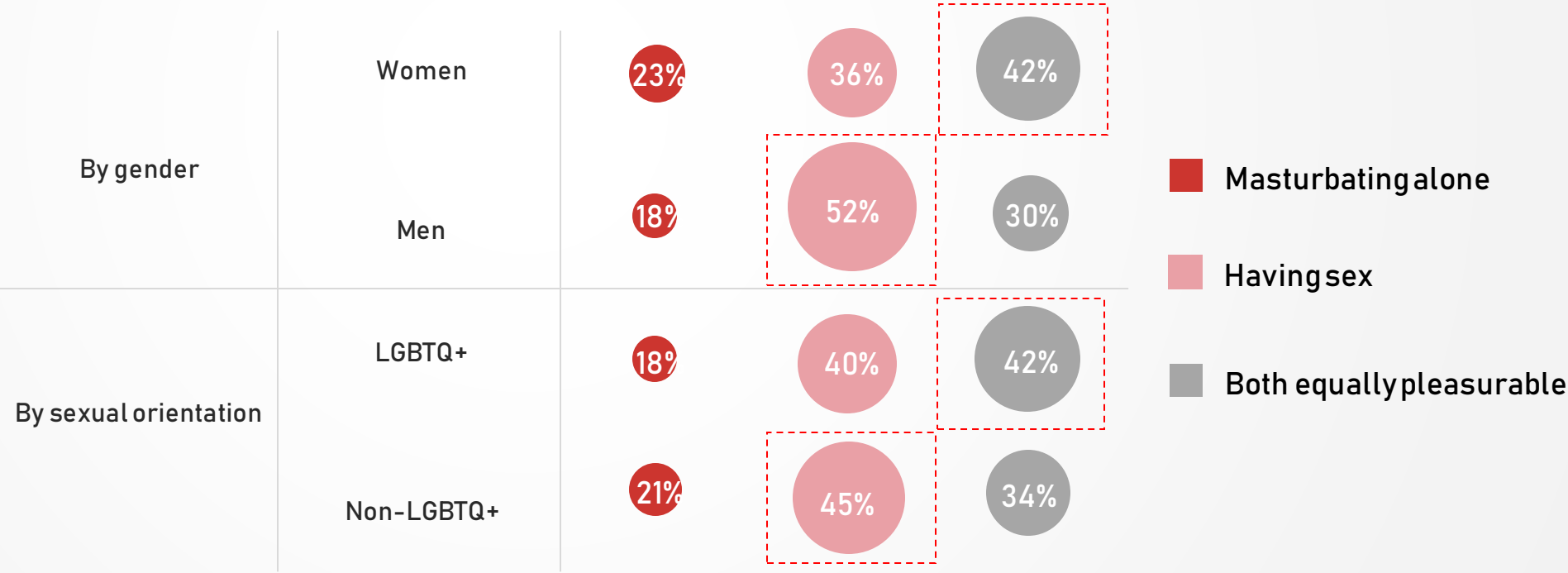
■ Men (n=475) ■ Women (n=373)



What's better: sex or masturbation?

French men tend to find sex much more pleasurable than French women, who find masturbating alone equally as pleasurable as sex.

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



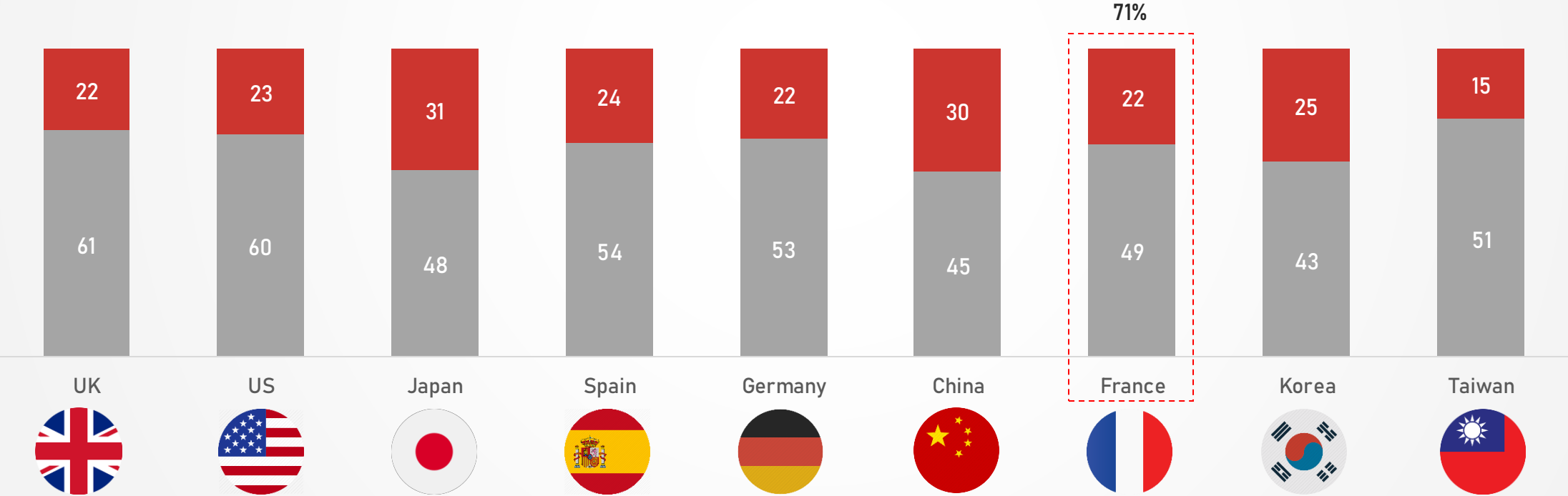
How often do people around the world masturbate?

In France, half of those who masturbate do it at least weekly – and 71% do it at least a few times a month.

Q: How frequently do you masturbate on average?

Among those who have masturbated, ranked by frequency

■ Masturbates a few times a month ■ Masturbates at least once a week



The *Nuts* + Bolts of How We Masturbate

When and where are the French horniest?

The French tend to be horniest in the month of July, touch themselves most between 19h30 and 23h30 and normally go to their bedrooms to do it, though some have done it in their cars, kitchens and at work.

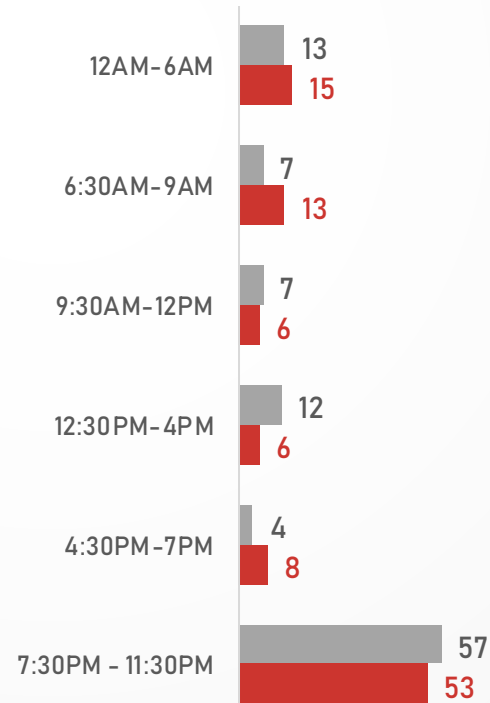


Q: What month of the year do you tend to feel the horniest?



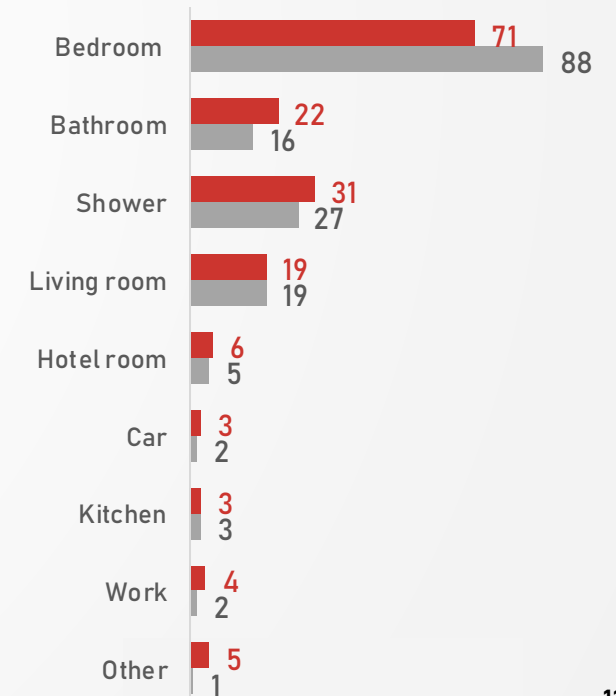
Q: Approximately what time of day do you most often masturbate?

■ Women (n=373) ■ Men (n=475)



Q: Where do you normally masturbate?

■ Men (n=475) ■ Women (n=373)

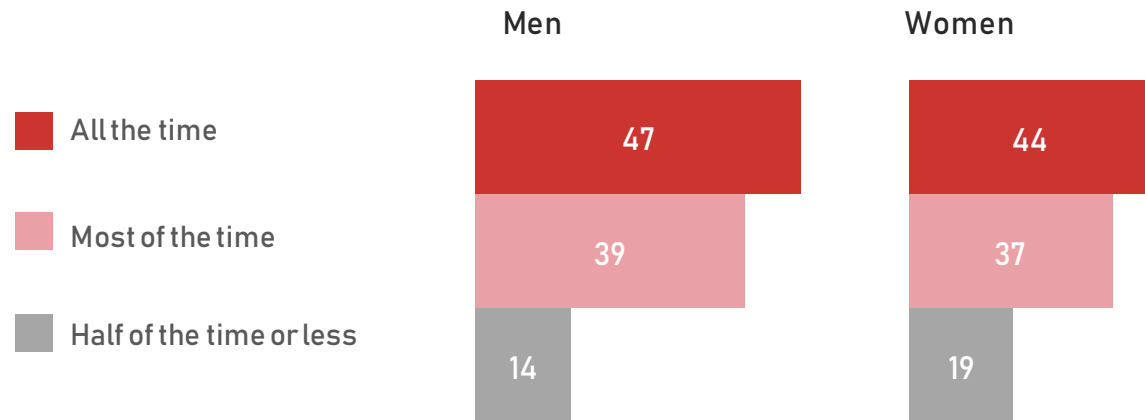


How often do the French orgasm?

While both men and women tend to orgasm all or most of the time, women are slightly 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?

25% of women and 24% of men have masturbated in a “weird” way – using odd objects and in odd places.
14% of men and 6% 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 with a lava lamp.”
- Male, 18

“I used a cucumber.”
- Female, 19

“I masturbated in a cinema.”
- Male, 36

“At my workplace, sitting on a chair.”
- Female, 52

“In the bathroom with friends.”
- Male, 45

“Envisioning erotic scenes and spanking myself.”
- Female, 40

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

Among those who have had one

“I got cut from my fake nails.”
- Female, 20

“I got blood in my semen.”
- Male, 30

“I used a small sex toy and then thought I lost it.”
- Female, 35

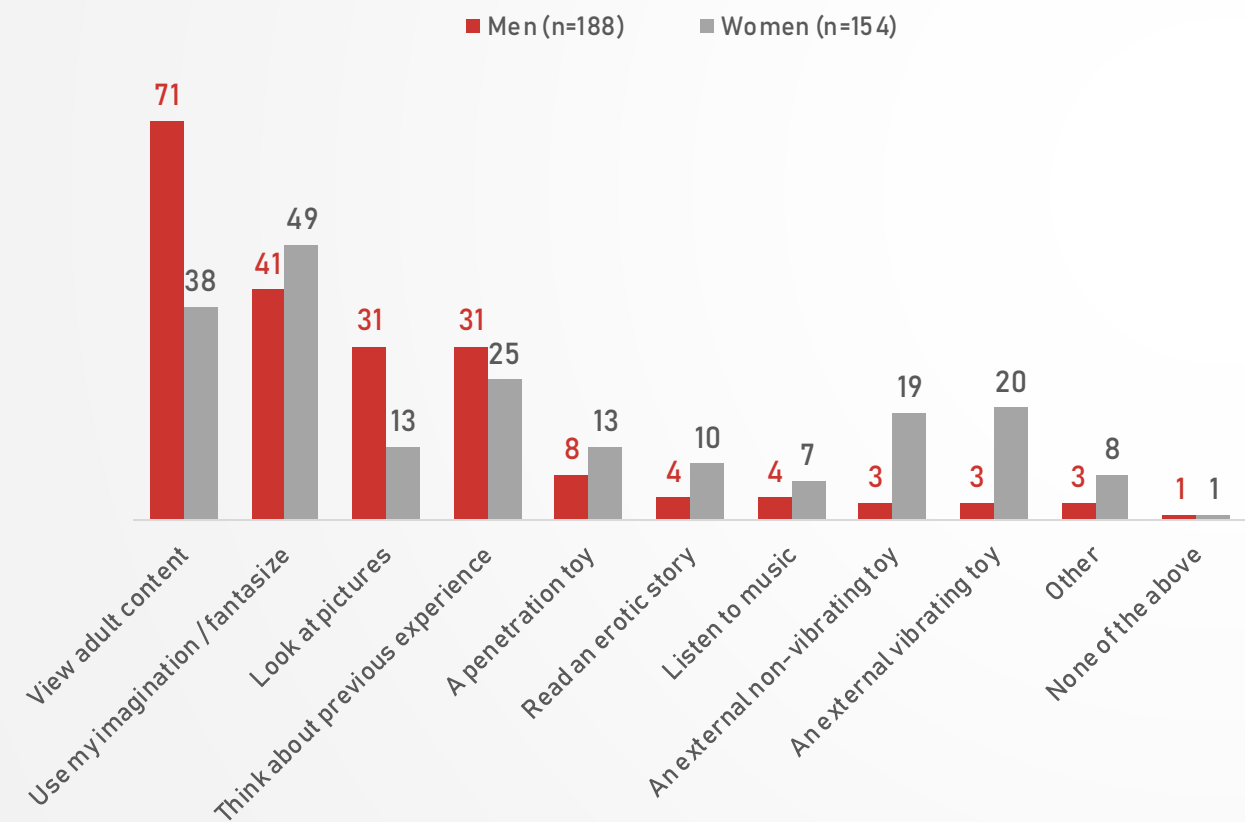
“My girlfriend found the handkerchiefs.”
- Male, 24

“I was surprised by my mother when I was a teen.”
- Male, 47

What do the French do and think about while masturbating?

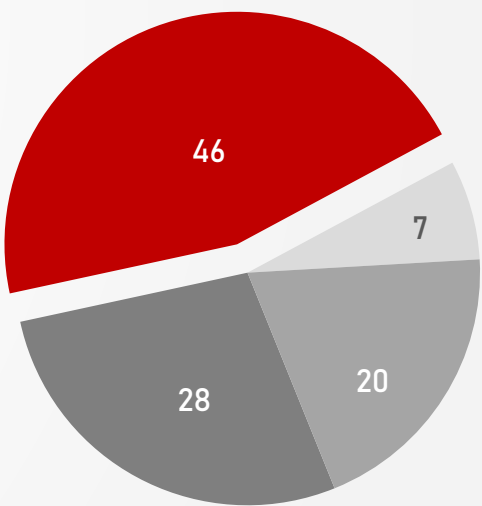
Among the 40% of French who have regular masturbation routines, most men watch porn and most women use their imaginations. Surprisingly, the French more commonly fantasize about their previous partners than their current one.

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 French who think about previous experiences when masturbating

- Experience with previous partner(s)
- Experiences with my current partner
- All my experiences in general
- Everyday experiences

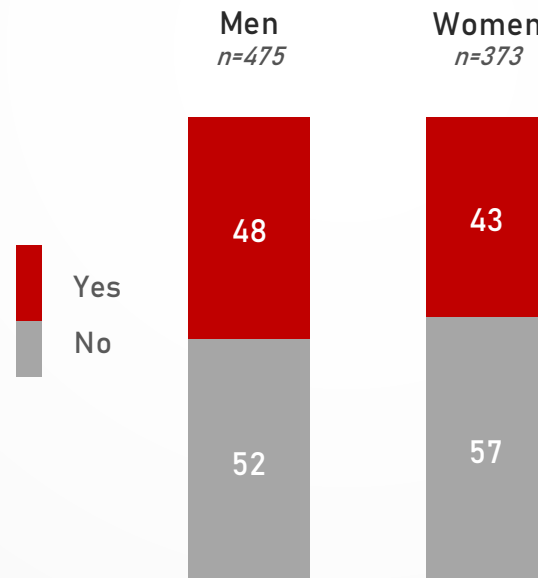


What lies have the French told about masturbation?

45% of French people 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

"The number of times I masturbated that week."

- Male, 19

"I lied about my masturbation because the people present during that time were talking negatively about it."

- Female, 22

"About what I was fantasizing about."

- Female, 49

"I love how it feels, but I said masturbation isn't good for health and isn't right."

- Female, 31

"I told my significant other I don't masturbate because she prefers that I not do it."

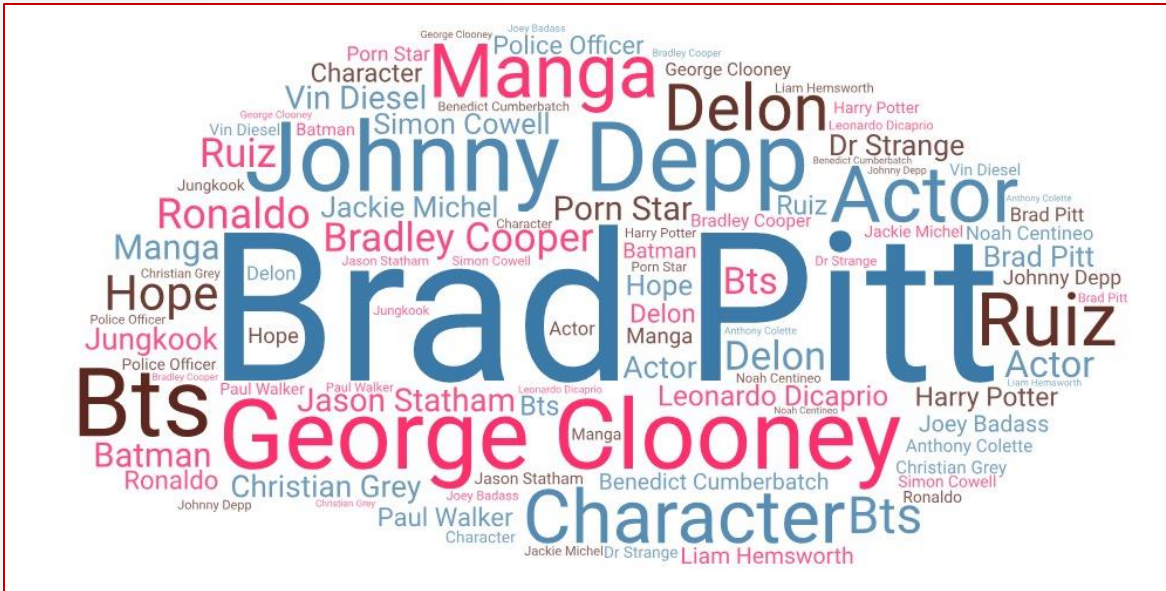
- Male, 44

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What celebrities do we fantasize about most?

In France, the female celebrities most fantasized about were “Clara Morgane,” “Selena Gomez,” and “Angelina Jolie” / “Lara Croft.” The male celebrities most fantasized about included “Brad Pitt,” “George Clooney,” and “Johnny Depp.”

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



Attracted to Men

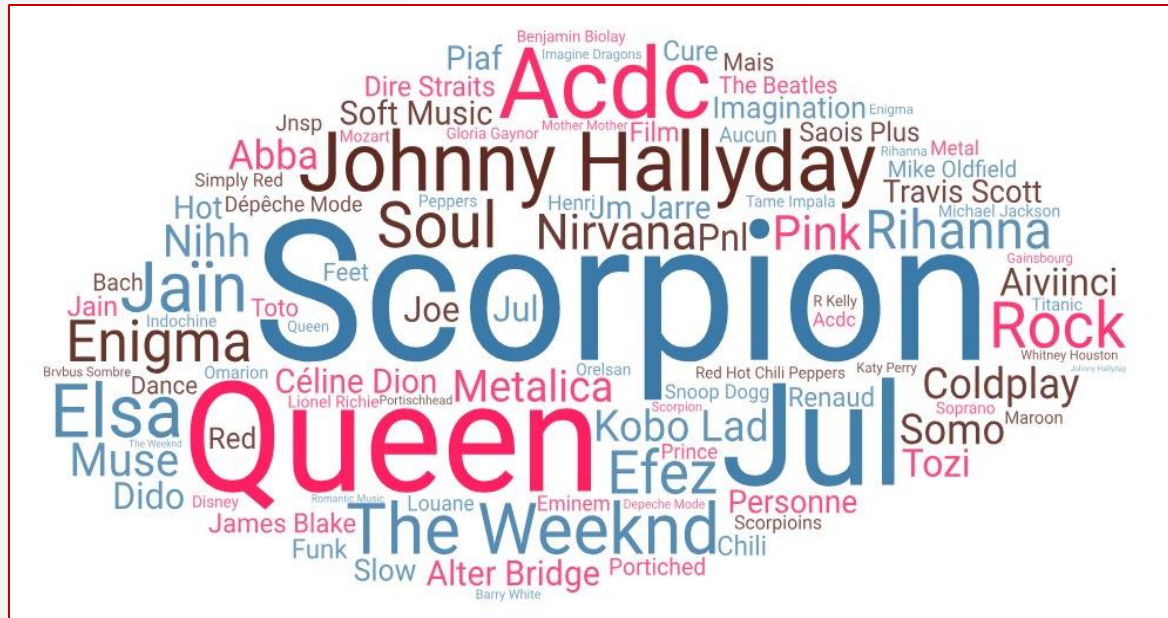


Attracted to Women

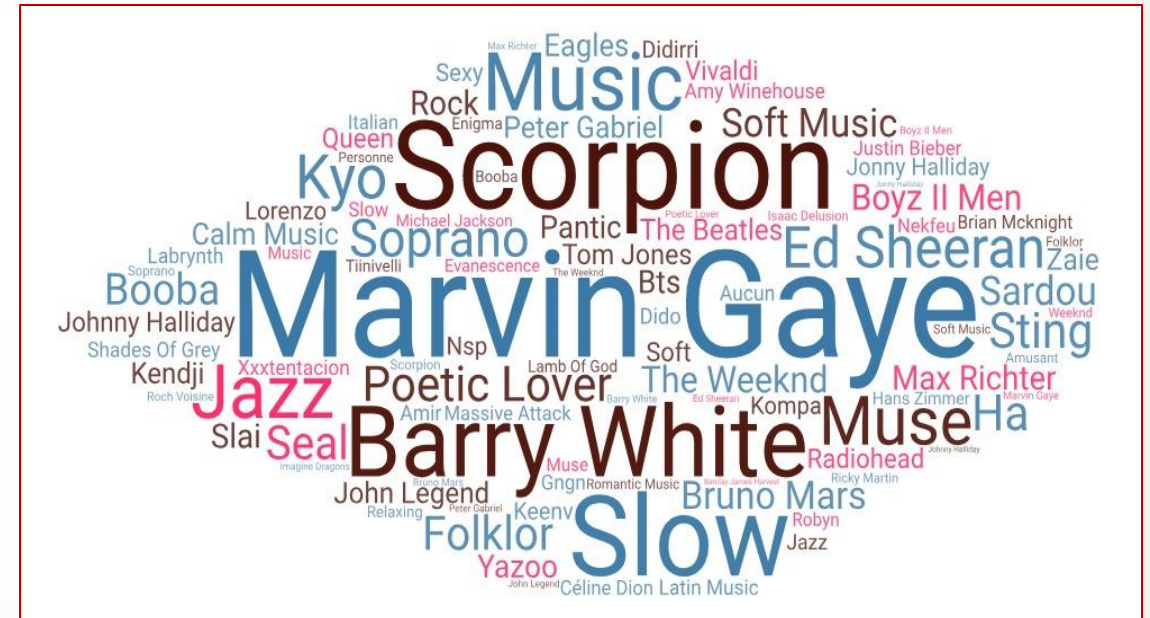
What music gets us in “the mood”?

“Scorpion” and “Queen” are popular bands that men listen to while having sex, while “Marvin Gaye” and “Scorpion” were popular among women.

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



Men



Women

Masturbation: The Key to Wellbeing

Is masturbation the new self-care?

The French say having sex and masturbating are the two most stress-relieving activities they do. 64% use masturbation as a form of self-care and 53% who masturbate weekly say it improves their mental wellbeing.

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



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

64%
of French
say 'yes'

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

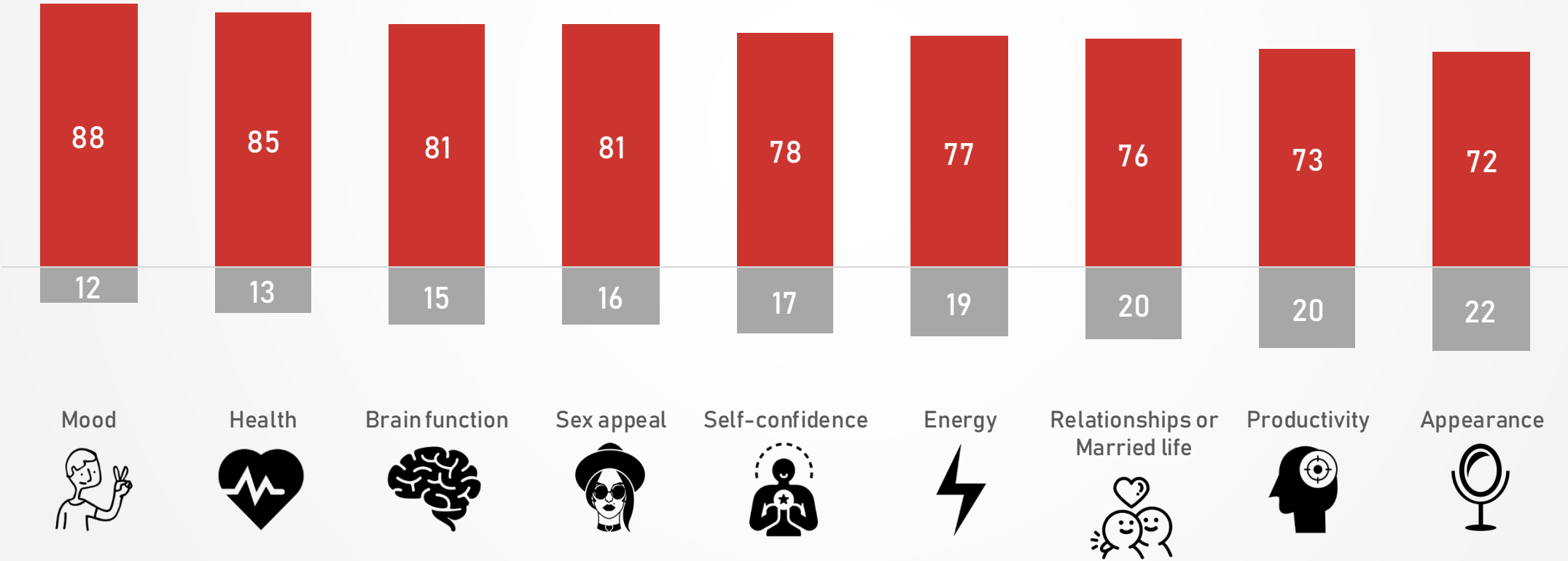
53%
of French who
masturbate weekly
say 'yes'

How does masturbation affect wellbeing?

Nearly all French adults 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

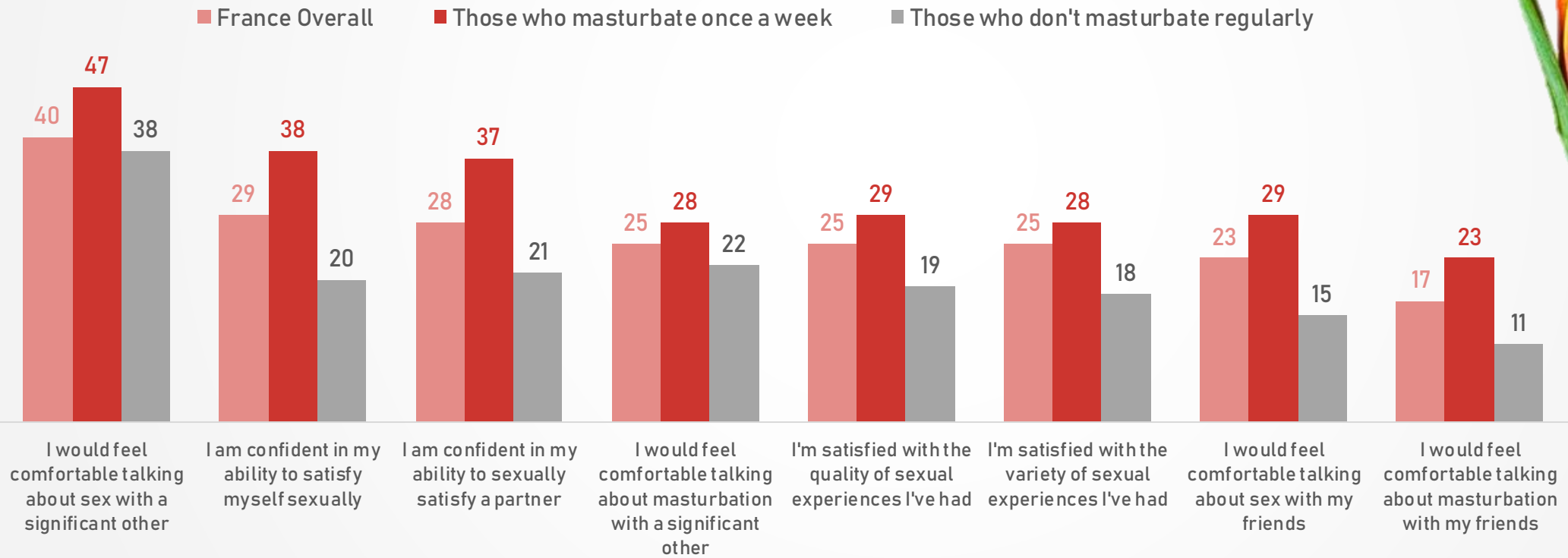


How does masturbation impact confidence and sexual satisfaction?

Compared to French 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?

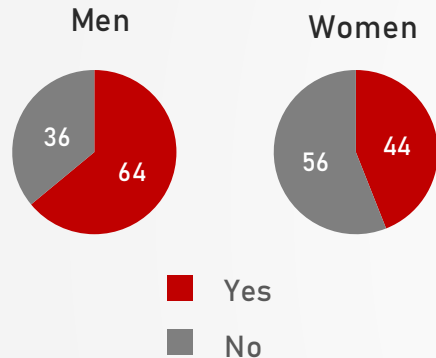
Showing % who said Strongly Agree



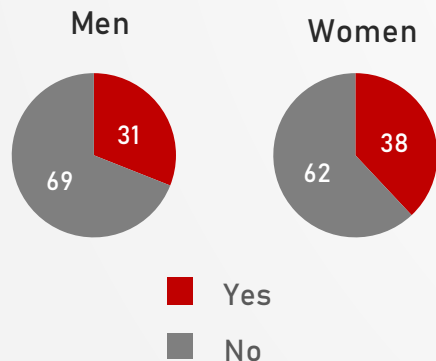
Do the French feel pressure to “perform” sexually?

The majority of Men and nearly half of Women have felt pressure to ‘perform’ sexually. While Women report more pressure in engaging in certain position, Men feel pressured to delay orgasm, bring their partner to orgasm, and to stay aroused.

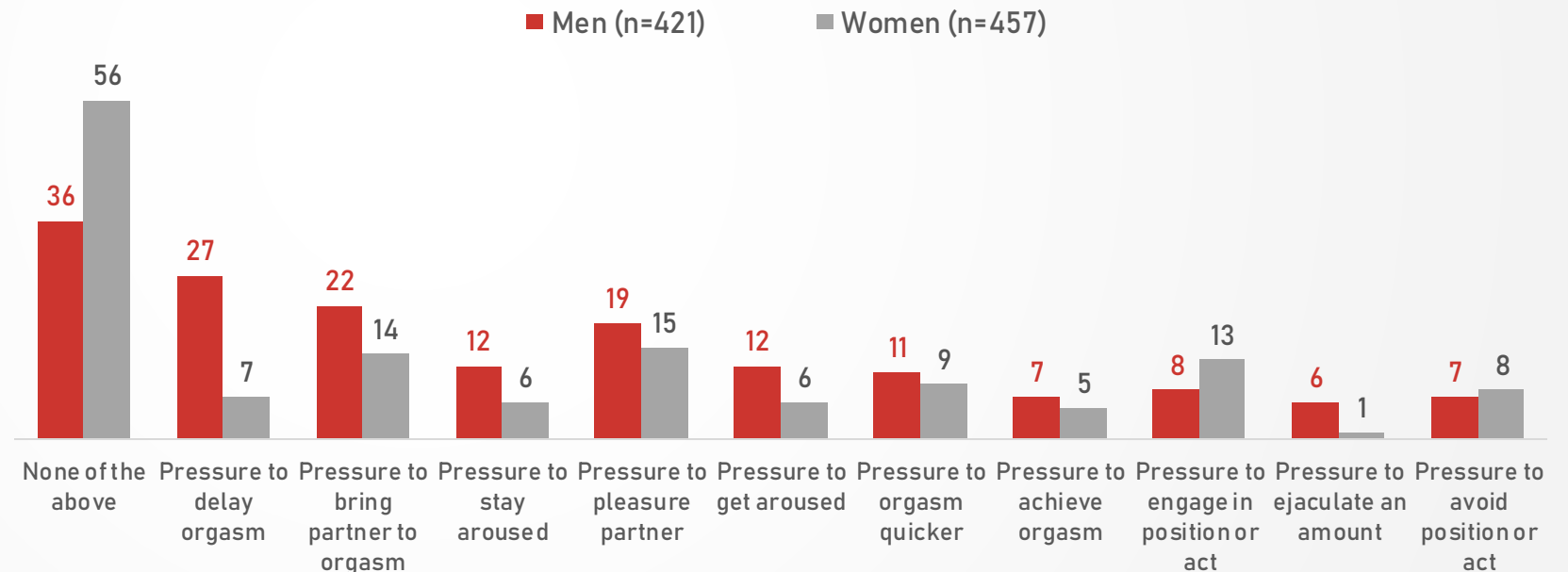
Have you ever felt pressured to ‘perform’ sexually or experienced sexual performance anxiety?



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

How pleasurable is sex and masturbation, really?

French men and women find masturbation to be one of the most pleasurable activities they can do – above being in a beautiful place, lying in a freshly-made bed, putting on clean clothes, and playing with animals.

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

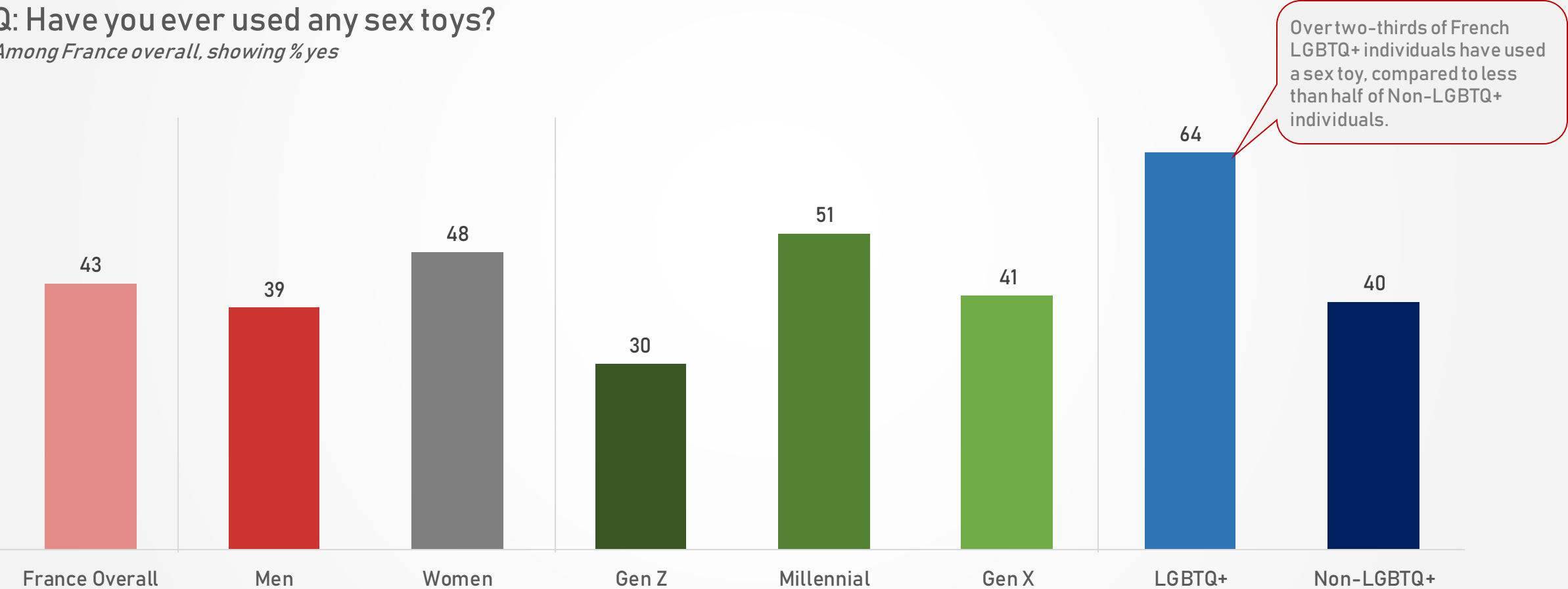
									
	France	UK	Germany	US	Spain	Japan	China	Taiwan	Korea
Having sex	1	1	2	1	1	5	1	3	1
Being with people you love	2	2	3	2	3	2	2	1	3
Masturbating	8	4	10	3	4	7	4	5	4
Hugging someone you love	4	3	1	4	2	3	3	2	2
Taking a hot shower or bath	7	8	7	5	6	8	8	6	6
Laughing	3	5	4	6	5	4	9	7	10
Eating a delicious meal	5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

Who uses sex toys the most?

Over half of French Millennials have used a sex toy. Almost two-thirds of French LGBTQ+ individuals use sex toys, compared to less than half of non-LGBTQ+ individuals.

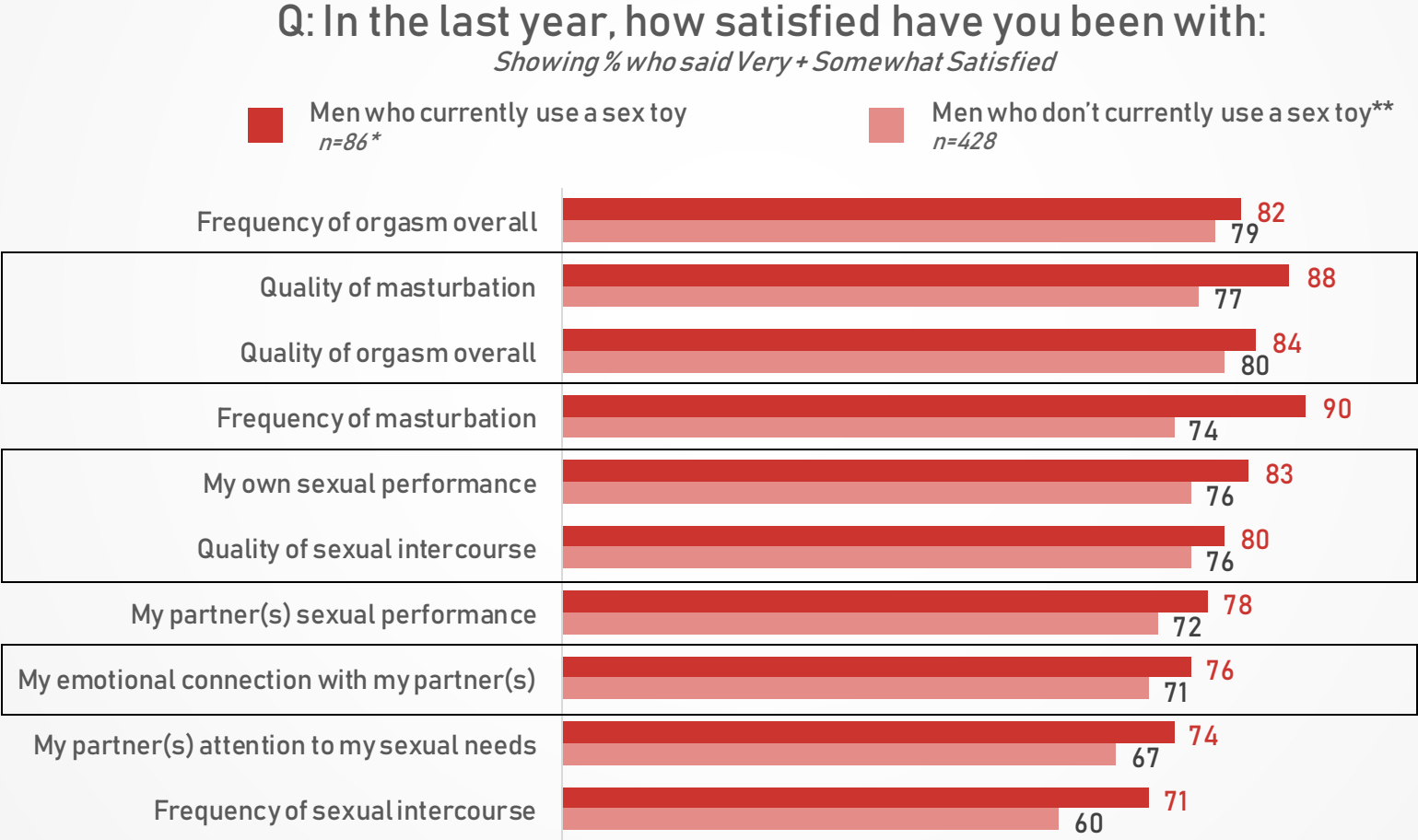
Q: Have you ever used any sex toys?

Among France 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 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?

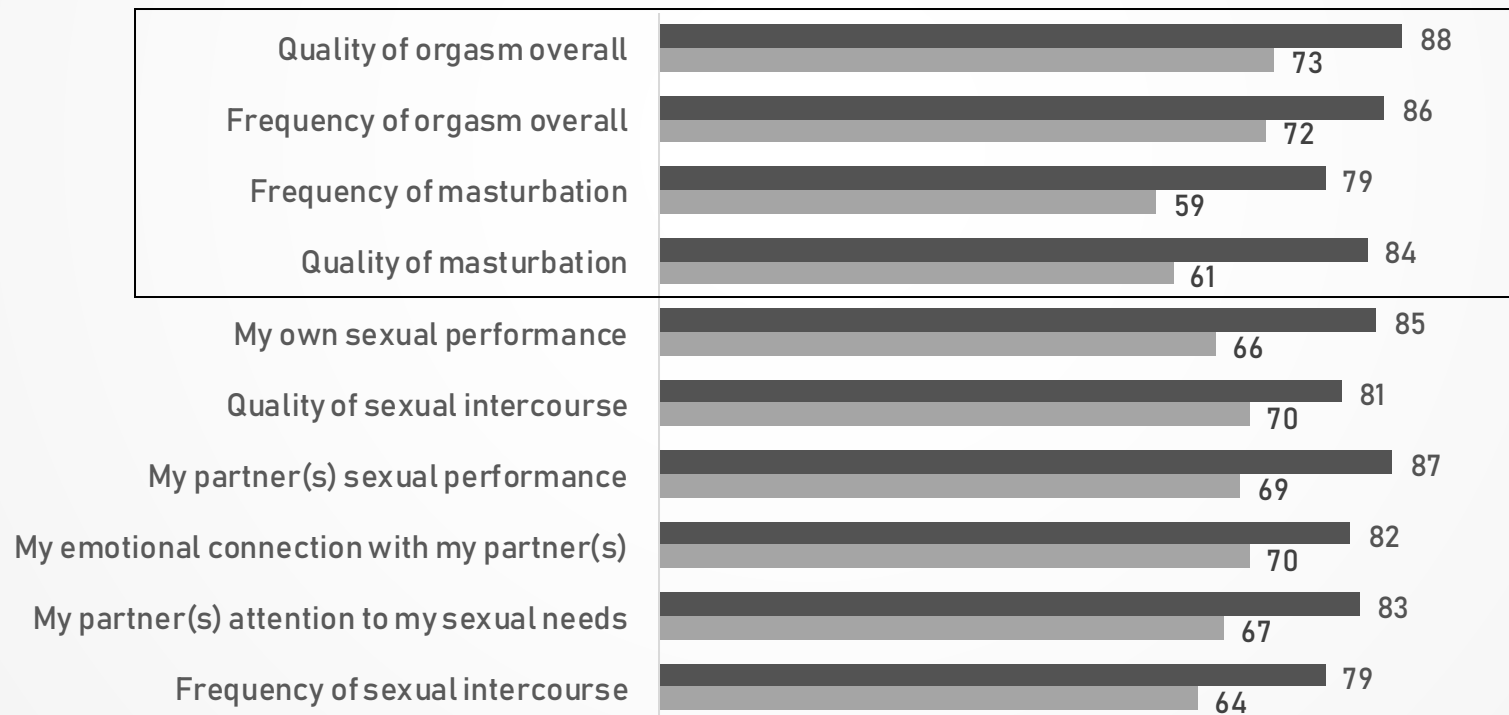
Women who currently use a sex toy are more satisfied with every aspect of their sex lives than women who don't – especially when it comes to quality and frequency of orgasm and quality of masturbation.

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

Showing % who said Very + Somewhat Satisfied

■ Women who currently use a sex toy
n=135*

■ Women who don't currently use a sex toy**
n=380



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

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

What does TENGA feel like?

Men emphasize the pleasurable aspects of TENGA products, often using the words *great feeling, pleasure, good sensation, and fun*.



"It felt good physically and mentally."

- Male, 23

"A good sensation... that feels good [while] playing with the prostate."

- Male, 47

"Pleasure"

- Male, 29

"It felt like fellatio."

- Male, 47

"Lots of fun and excitement."

- Male, 47

"Great feeling."

- Male, 20

"Fun, I wanted to test it for a special occasion."

- Male, 38

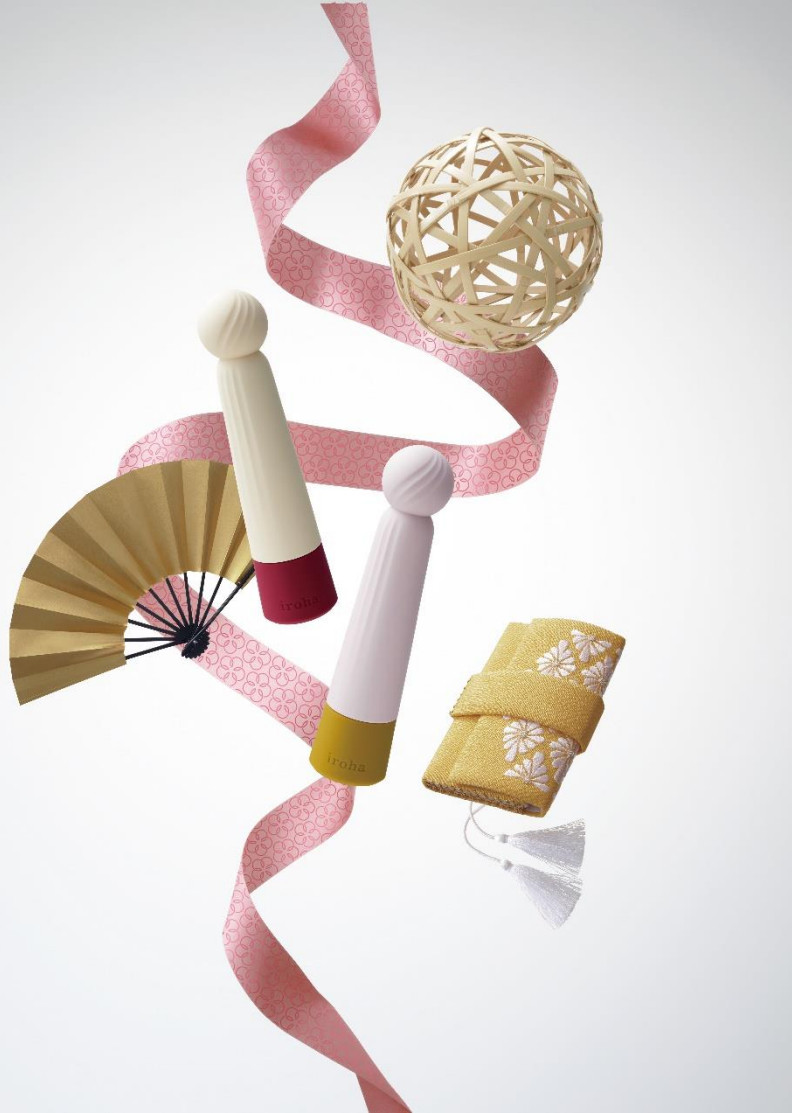
"A sense of quality."

- Male, 43

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What does iroha feel like?

When asked how iroha products felt, women described them as *orgasmic*, *very pleasant and sexy*, and *intense pleasure*.



"Pleasurable"
- Female, 21

*"Intense pleasure for my 2 partners.
High degrees of excitement!"*
- Female, 33

"Very good"
- Female, 21

*"Allows the sensation of a deep
thrust."*
- Female, 32

"The vibrator is great."
- Female, 32

*"Very pleasant and
sexy."*
- Female, 35

"Orgasmic!"
- Female, 35

"It was good."
- Female, 29

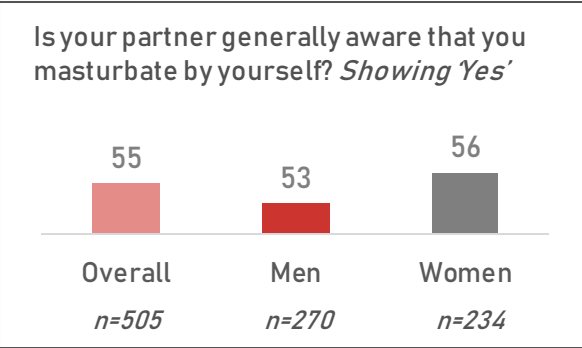
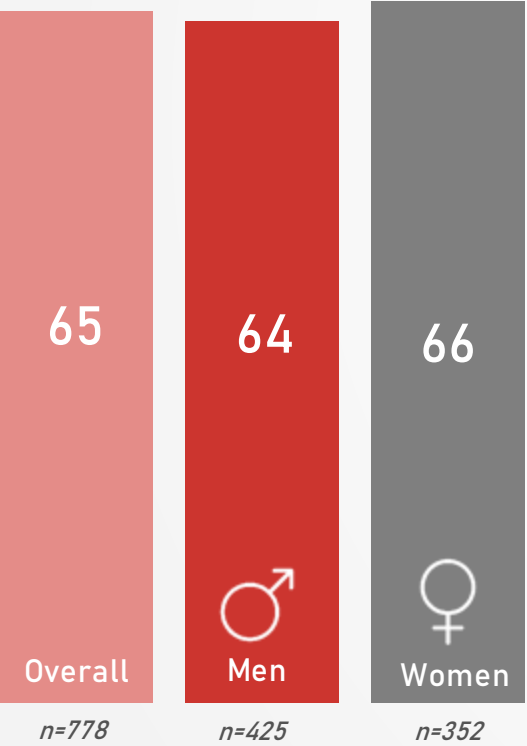
Appendix

Is Masturbating in Relationships Still Taboo?

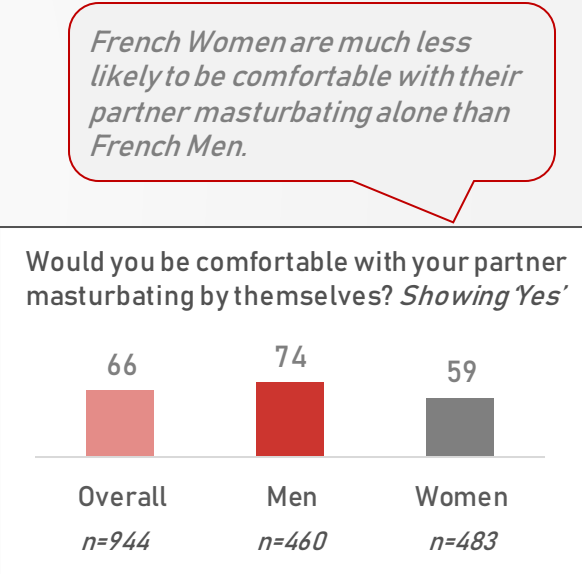
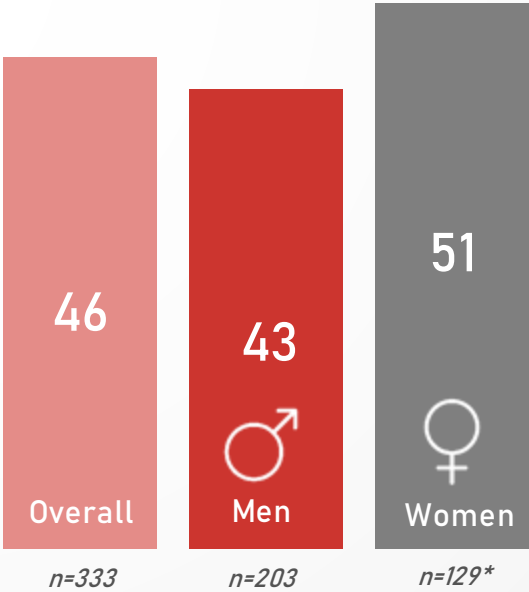
Do the French masturbate while in relationships?

65% of men and women masturbate alone while in a relationship – yet only 55% think their partner *knows* they masturbate, and fewer are aware that *their partner* masturbates also.

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



Q: Does your partner masturbate?
Showing 'Yes'



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

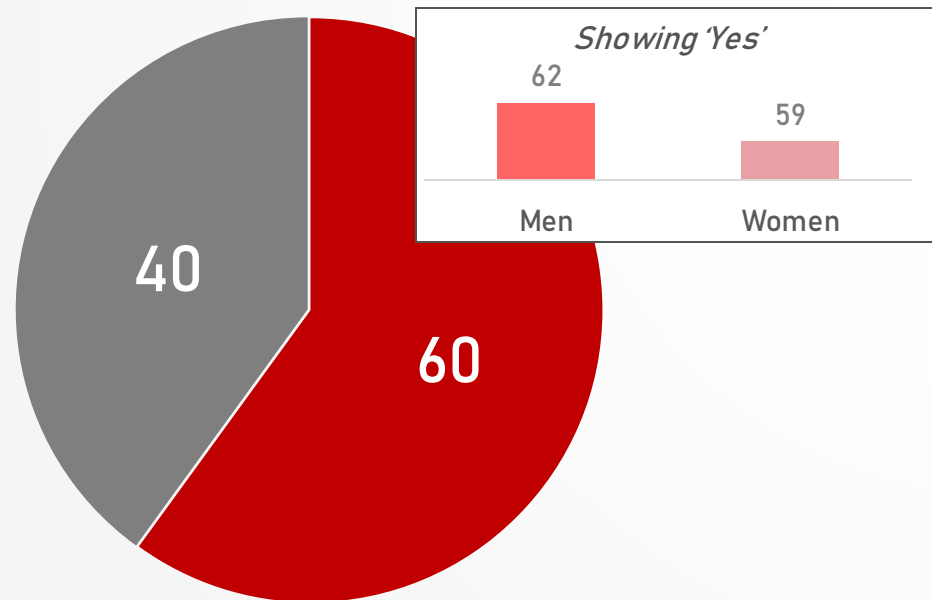
Do the French speak with their partners about masturbation?

40% of French people do not speak with their partner about masturbation - although men are slightly more likely to do so. When they do have this conversation, they find it encouraging

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

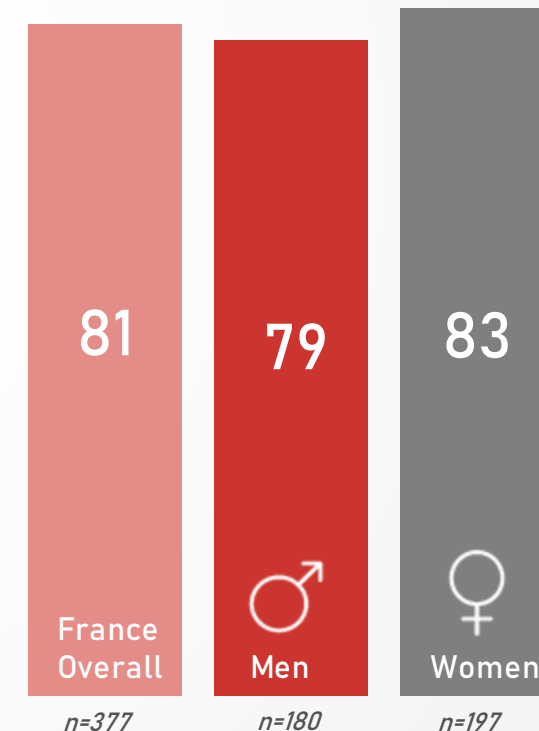
Among In a Relationship (n=628)

■ Yes ■ No



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

Showing Very + Somewhat Encouraging



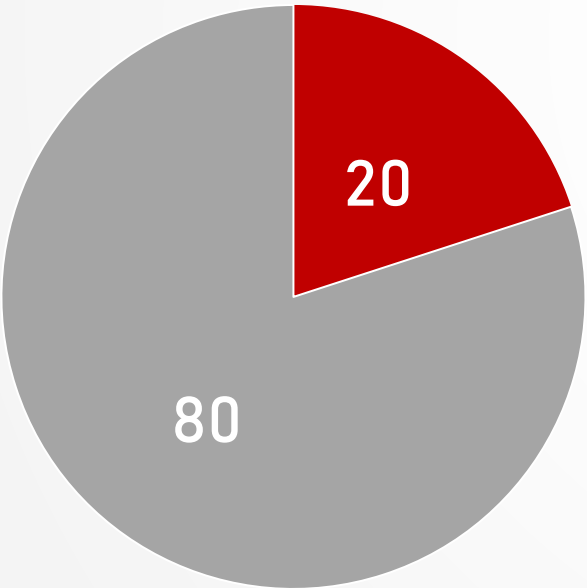
Are the French comfortable discussing masturbation with partners?

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?

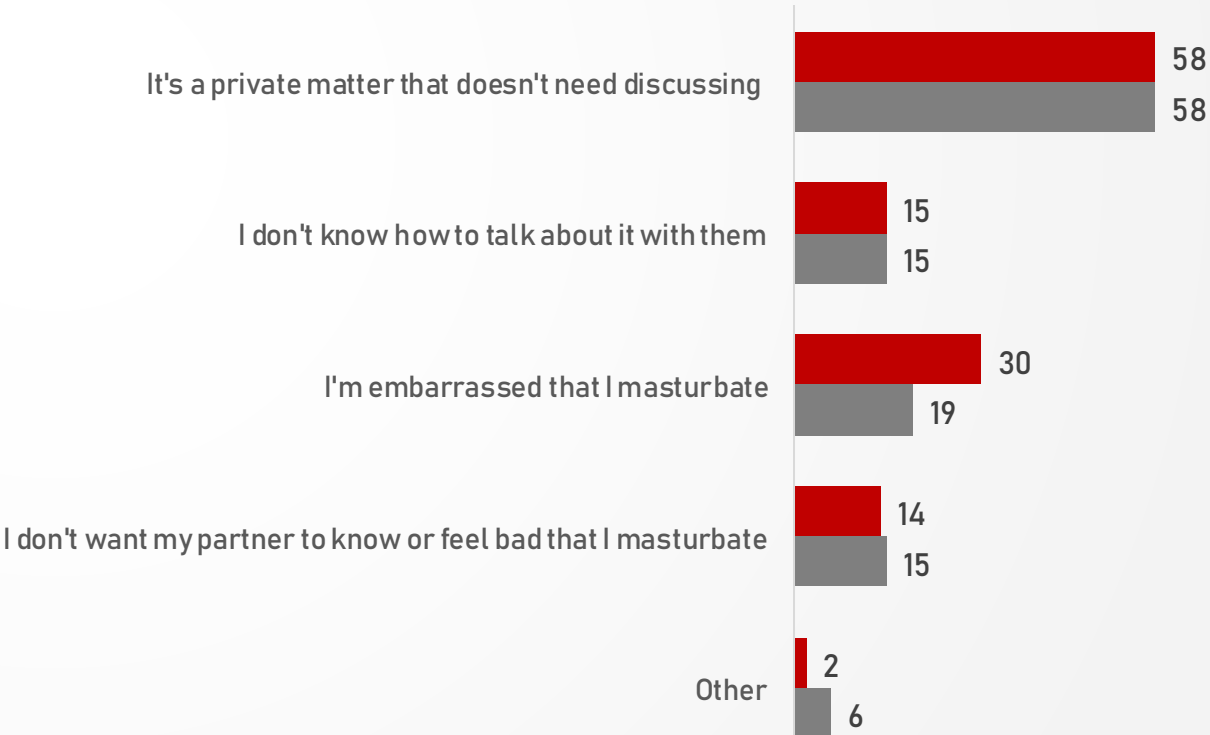
Among In a Relationship (n=250)

■ Yes ■ No



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

■ Men (n=112*) ■ Women (n=139*)

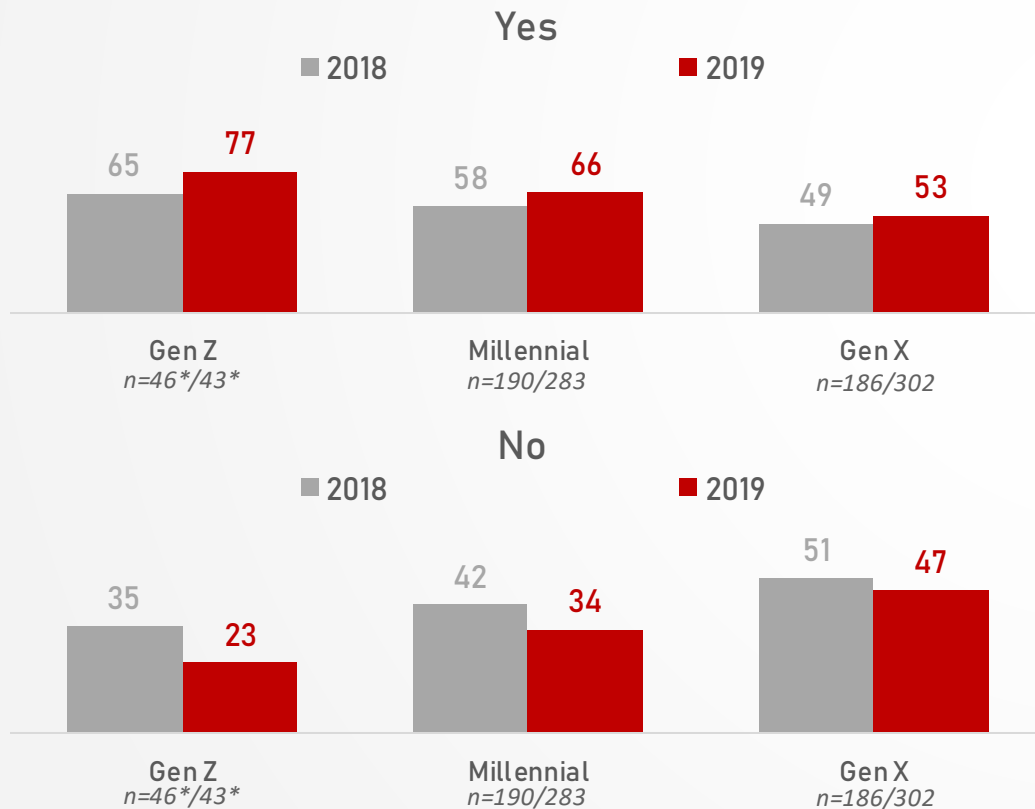


* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

How have discussions changed over time?

In France, all generations are increasingly talking to their significant other about masturbation – and more people find these conversations encouraging over time, too.

Have you ever talked to your significant other about masturbation?



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



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



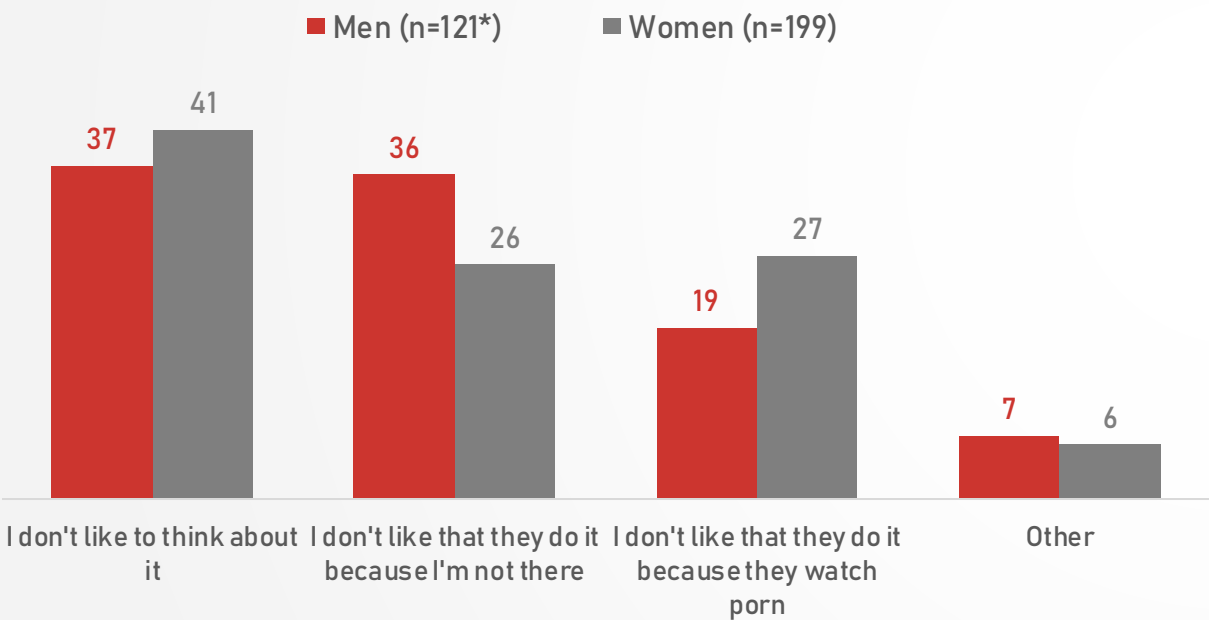
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* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

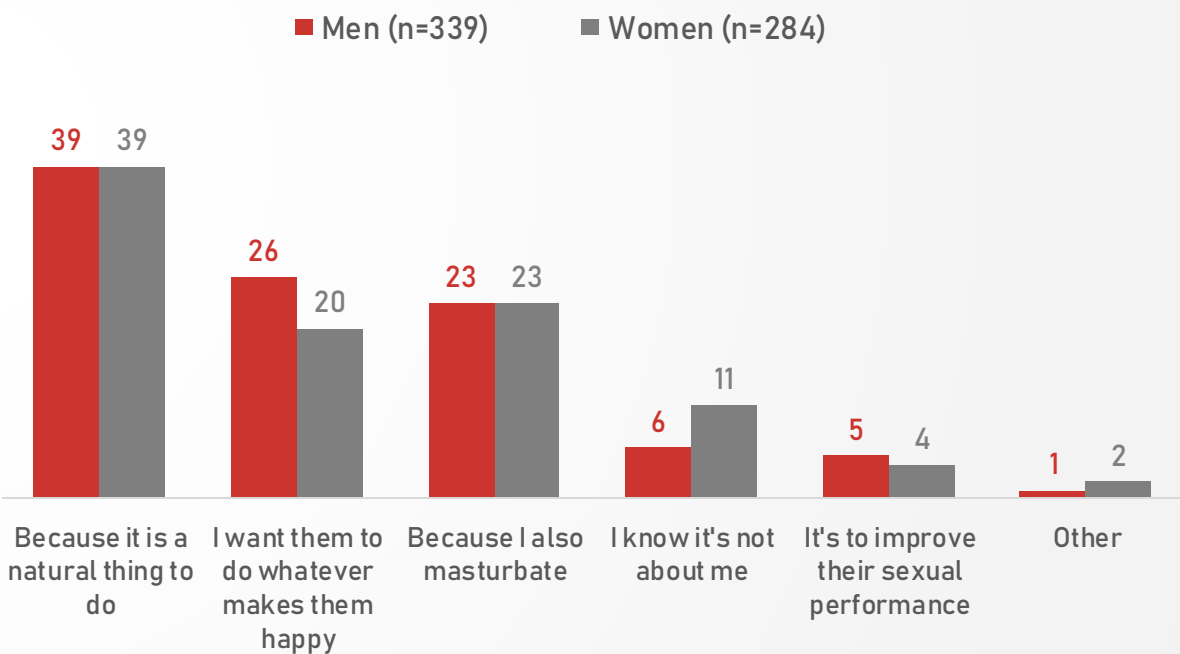
Why are the French uncomfortable with their partner masturbating?

Men are more likely than women to not like their partners masturbating because they are not there. Women don't their partner masturbating due to porn. When they are comfortable, it's because they recognize it as a natural behavior.

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



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



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

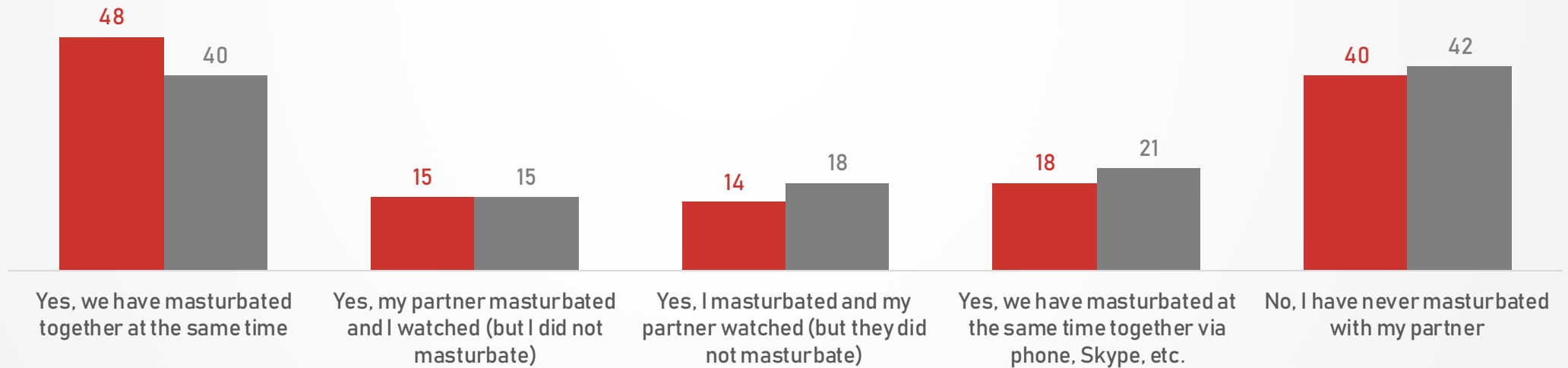
Do the French ever masturbate *with* their partners?

Men are more likely to have masturbated with their partner, specifically together at the same time, but 40% have never done it with their partner.

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

■ Men (n=425)

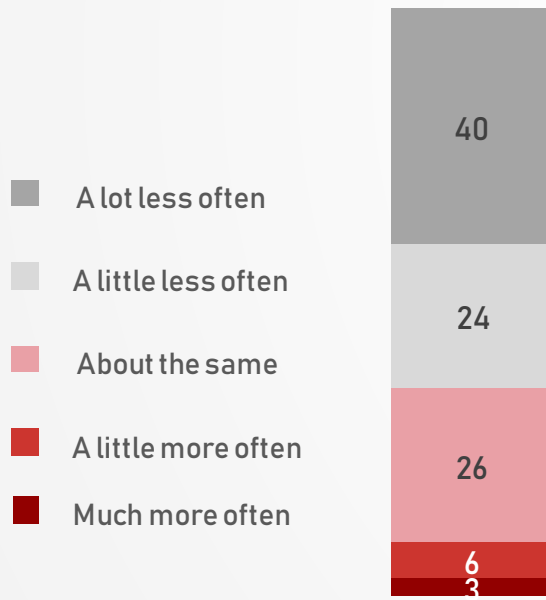
■ Women (n=352)



Do people masturbate *more* when in relationships?

Most French people 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?



In a Relationship
n=778

Q: What makes you say that?

A lot less often

"I spend less time alone and I have someone to have sex with."

Much more often

"Because it turns me on when I think about my partner."

About the same

"I masturbate when I feel like it, if I'm in a couple or single, that does not change."

A little more often

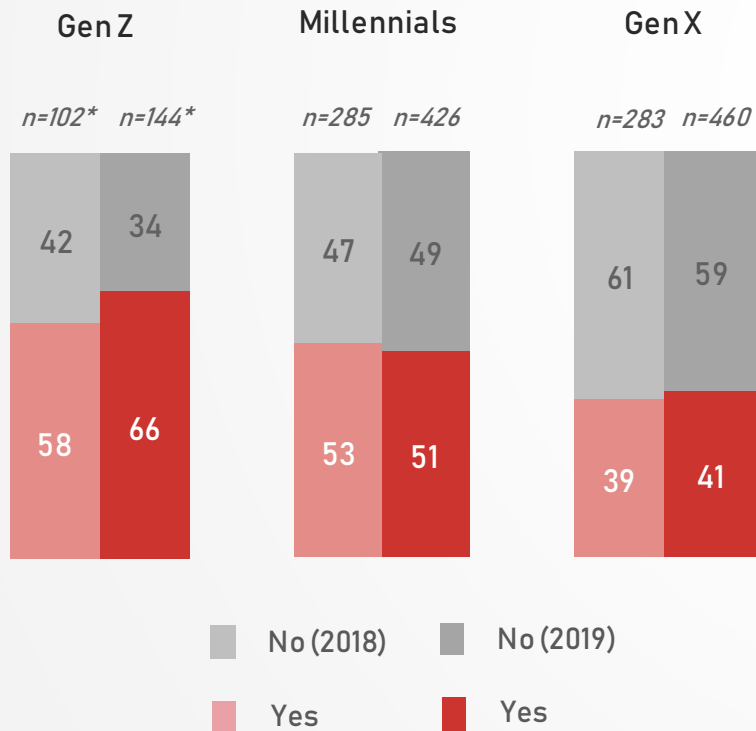
"I'll masturbate if there's geographical distance from my partner."

France Is Becoming More Open About Masturbation

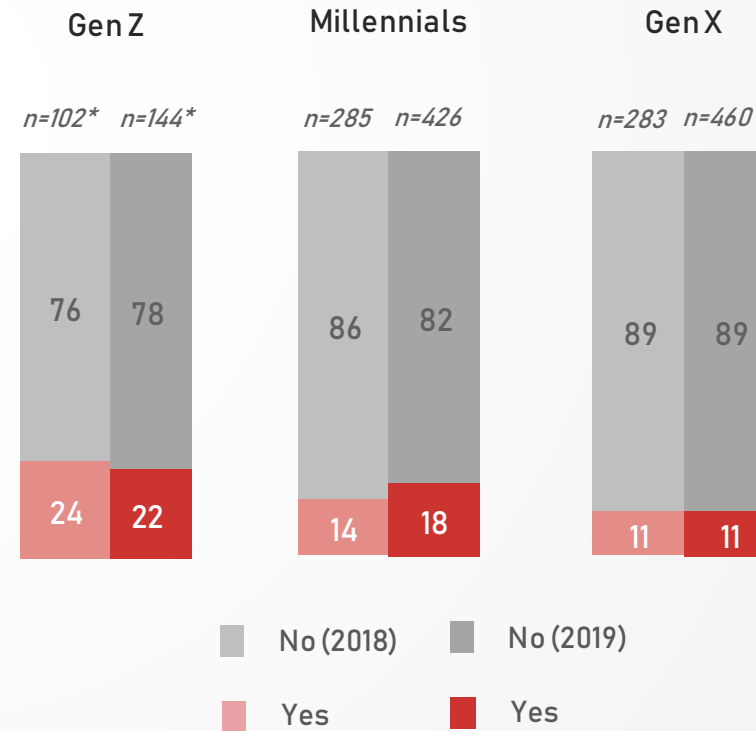
Would it benefit society to discuss masturbation more openly?

Gen Z and Gen X 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.

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



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

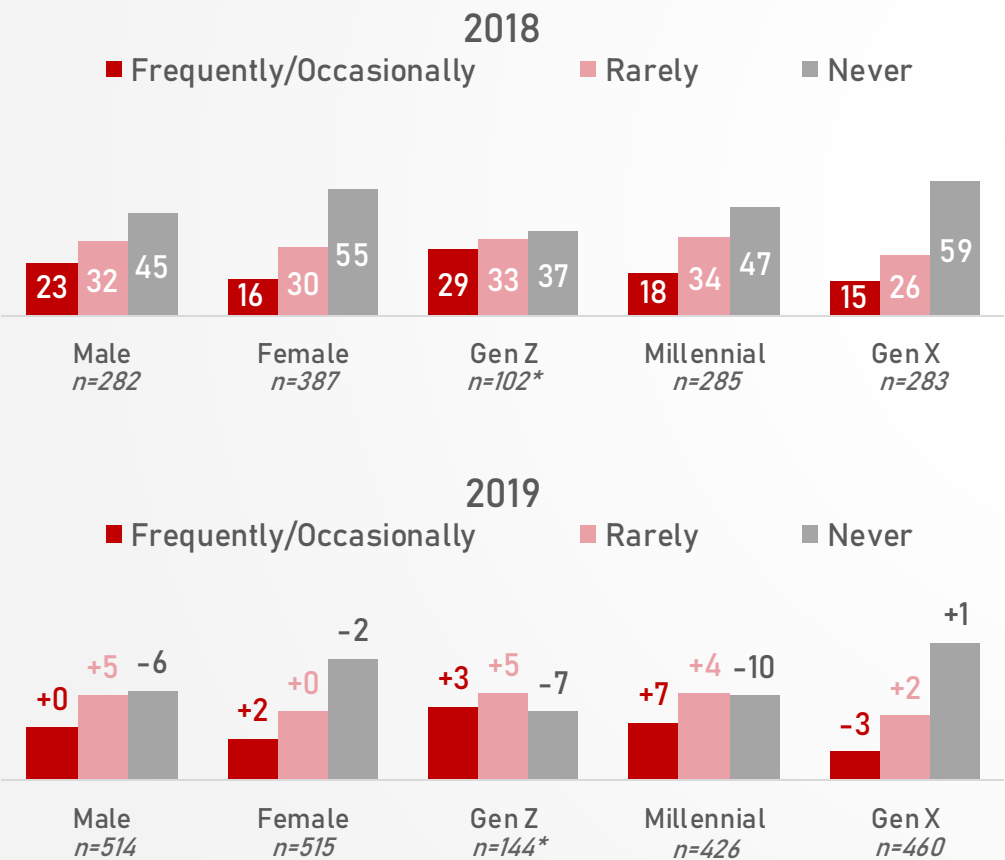


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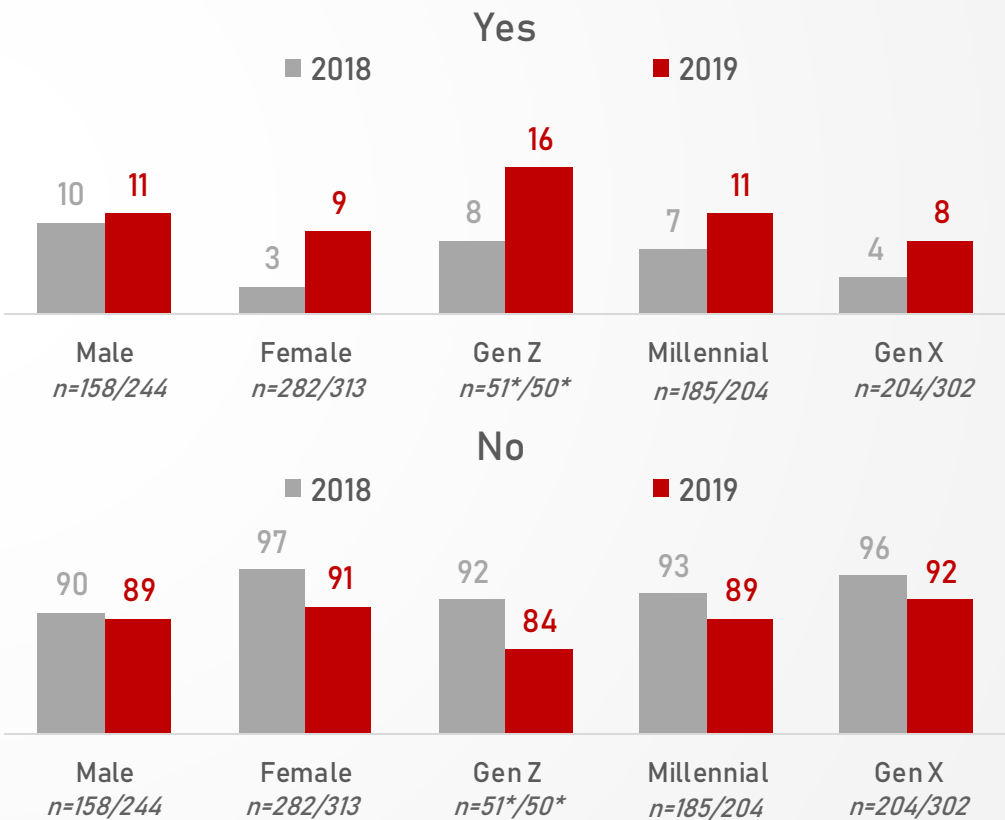
Is France becoming more open to talking about masturbation?

Across almost every demographic group profiled, fewer reported “Never” speaking openly about masturbation in 2019 than in 2018 – and more people wish they could talk to close friends about it.

How often do you speak openly about masturbation with other people?



Do you wish you could talk to your close friends about masturbation?



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

How has openness to sex toys changed over time?

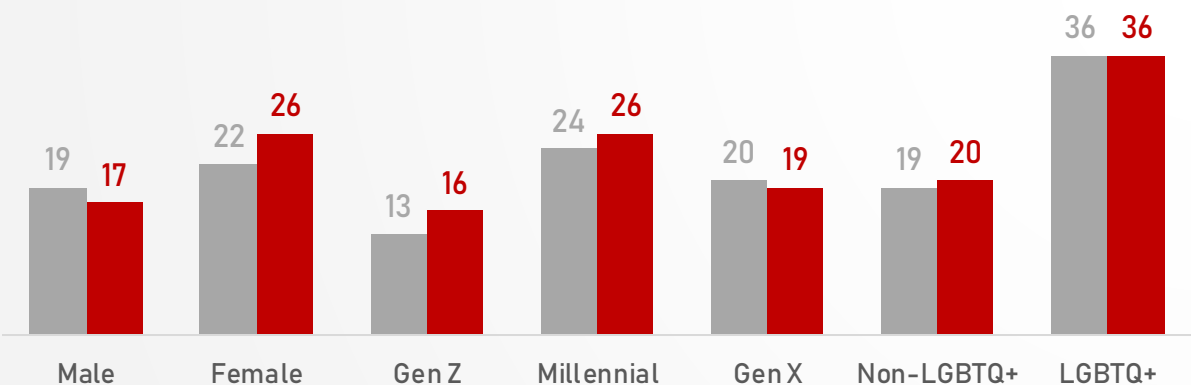
Women and younger generations – Gen Z and Millennials – are use more sex toys over time. All French men and women are becoming more open to the idea of using sex toys for themselves.

Do you currently use any sex toys?

Yes

■ 2018

■ 2019

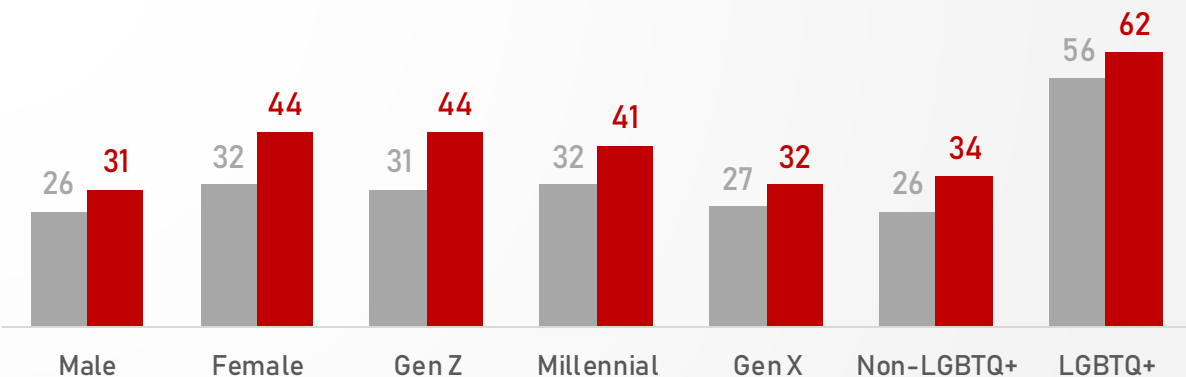


Are you open to the idea of buying a sex toy for yourself in the future?

Yes

■ 2018

■ 2019

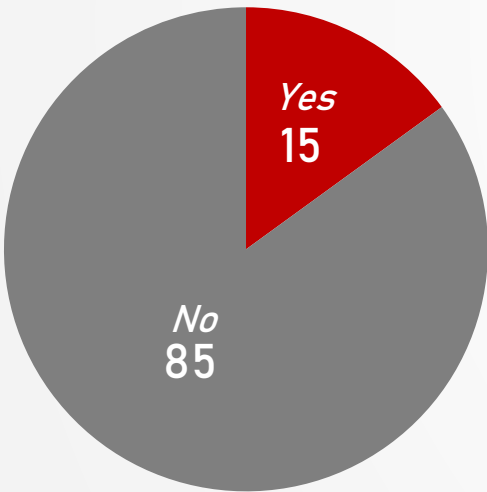


Are the French comfortable with sex toys?

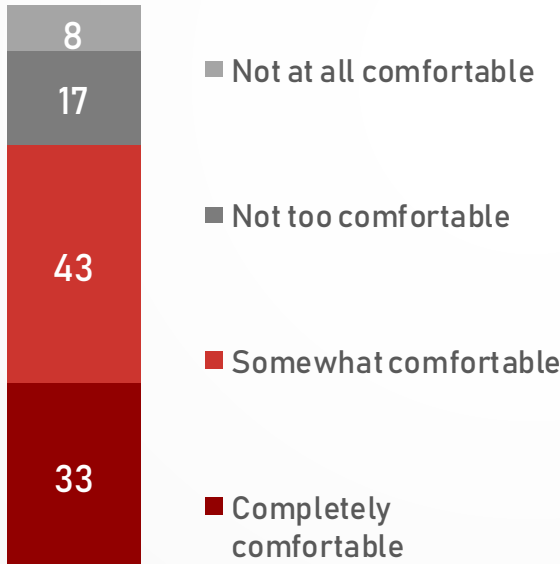
Those who currently use sex toys are generally unashamed of the fact – and quite comfortable talking about it. Those who don't use them believe they don't “need” one or are held back by some form of anxiety or shame.

Among those who sex toys –

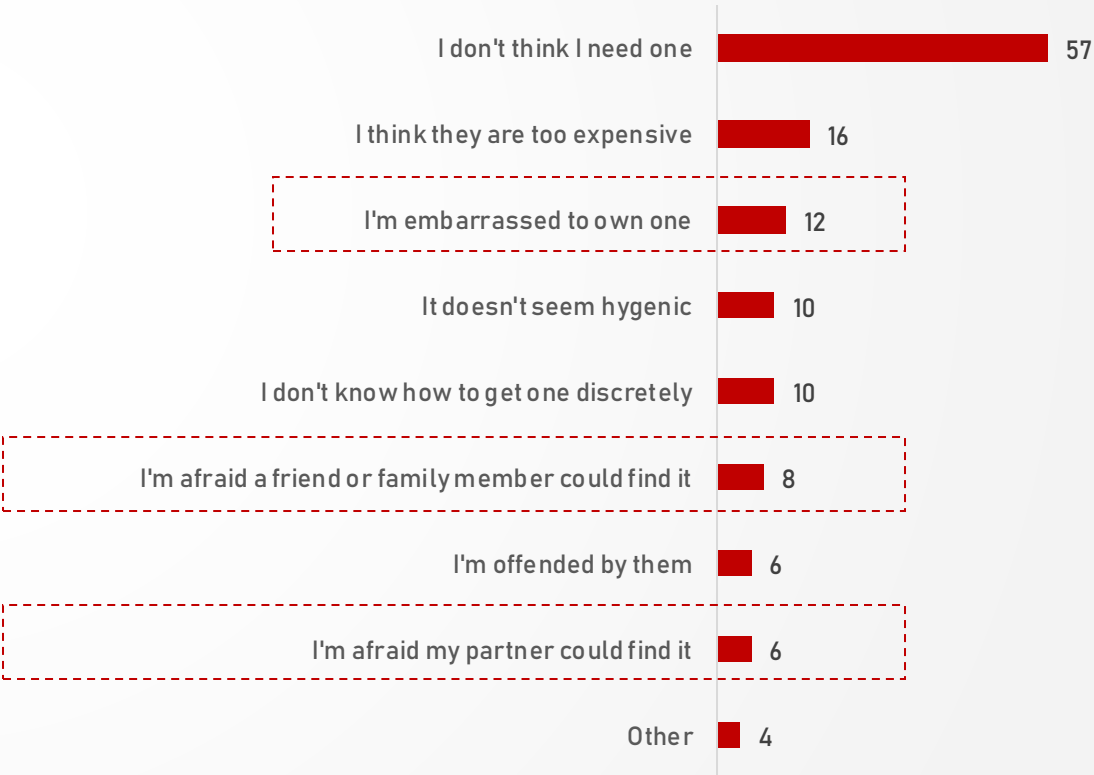
Q: Have you ever felt ashamed of using a sex toy?



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



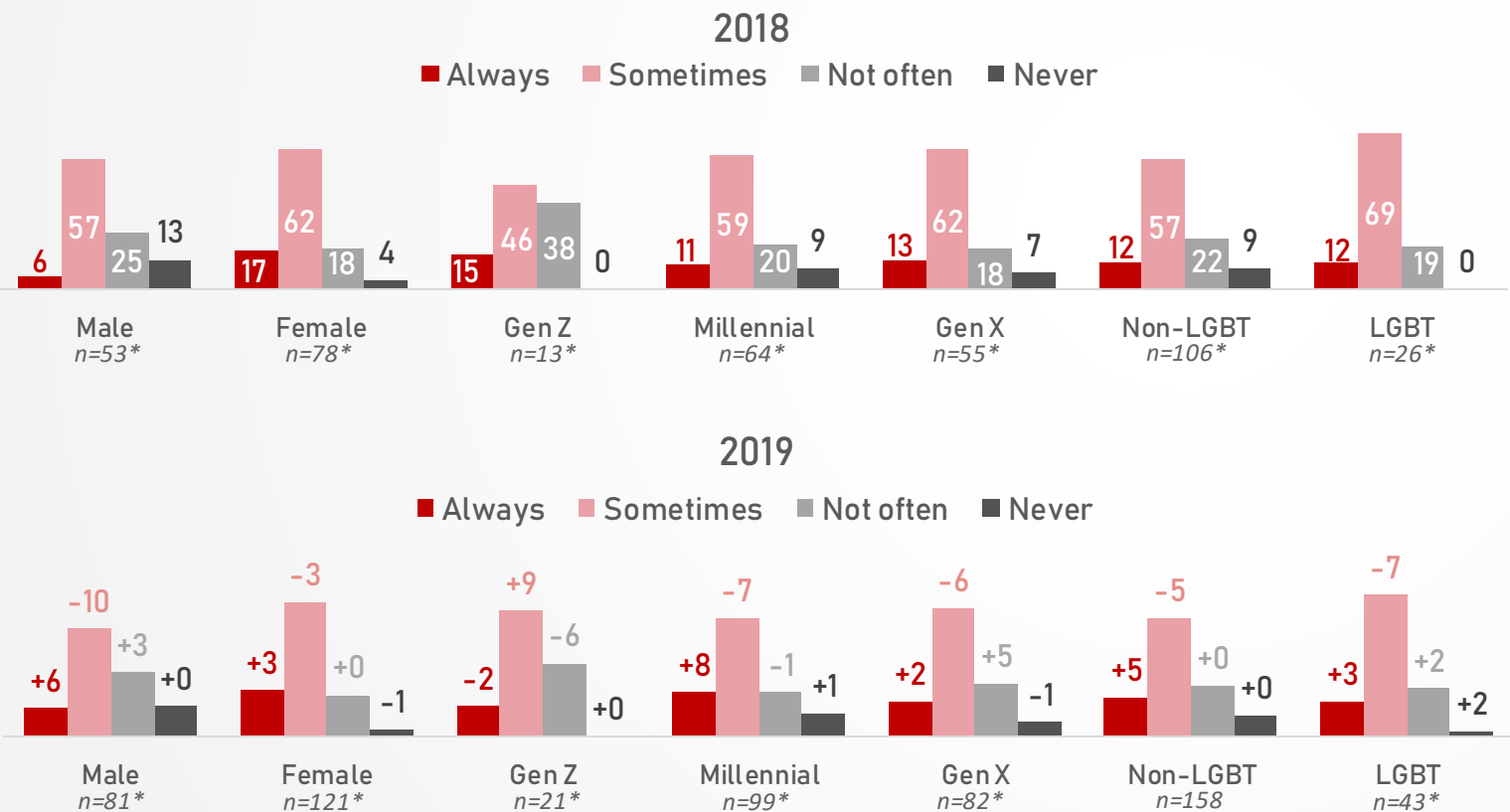
Among those who do not use sex toys



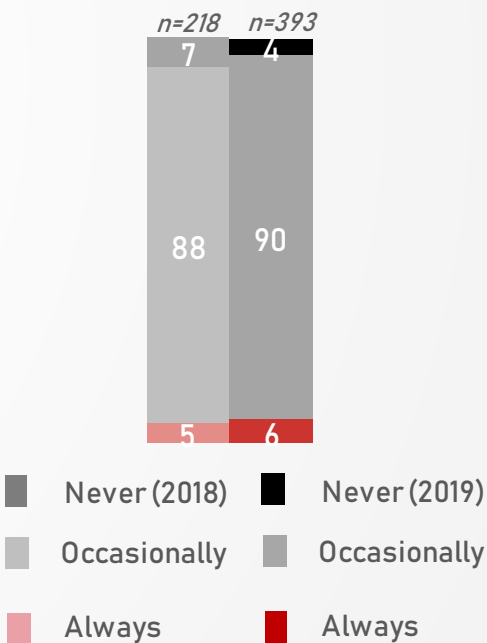
Is frequency of sex toy use on the rise?

Frequent use of sex toys grew among all populations in 2019 – used for both masturbating alone and partnered sex.

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



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

Is France becoming more comfortable gifting sex toys?

All populations expressed growing levels of comfort with giving and receiving sex toys as gifts from partners and from close friends since last year.

How comfortable would you be if you received a sex toy as a gift from...
Showing Very/Somewhat Comfortable

2018

	Male	Female	Gen Z	Millennial	Gen X	LGBT	Non LGBT
A close male friend	36	24	29	29	28	47	26
A close female friend	40	34	41	38	34	54	34
Your partner	62	62	61	66	59	79	60

2019

	Male	Female	Gen Z	Millennial	Gen X	LGBT	Non LGBT
A close male friend	41	29	35	41	31	58	32
A close female friend	42	41	41	48	36	63	39
Your partner	70	67	68	75	63	83	67

How comfortable would you be giving a sex toy as a gift to...
Showing Very/Somewhat Comfortable

2018

	Male	Female	Gen Z	Millennial	Gen X	LGBT	Non LGBT
A close male friend	35	22	32	28	25	46	25
A close female friend	39	33	46	38	30	51	34
My partner	58	51	53	56	53	74	52

2019

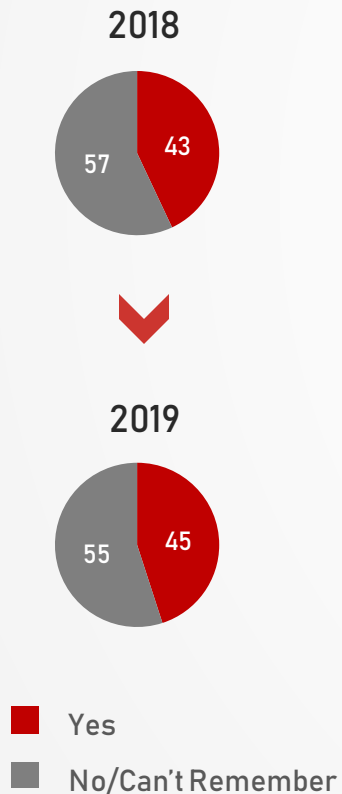
	Male	Female	Gen Z	Millennial	Gen X	LGBT	Non LGBT
A close male friend	36	29	28	38	29	49	30
A close female friend	38	39	35	45	33	55	36
My partner	64	58	60	67	55	75	59

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

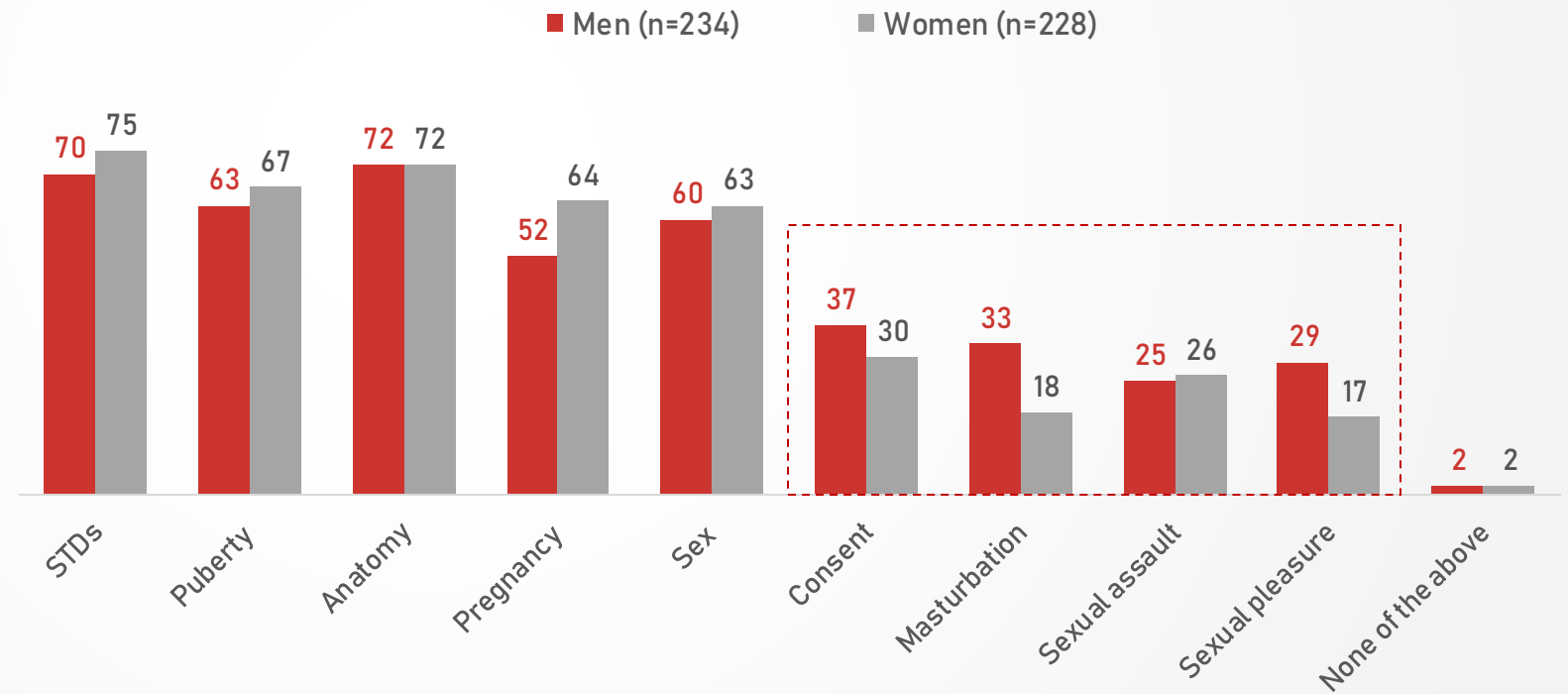
What topics are covered in French sex education?

Among the half of respondents who have had sex education in school, only one-third learned about pleasure, masturbation, and consent – compared to 75% who learned about diseases.

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



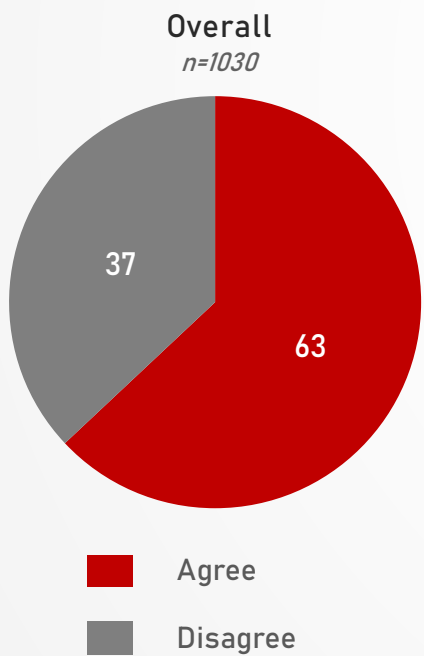
Which of the following topics were covered as part of your sex education program?



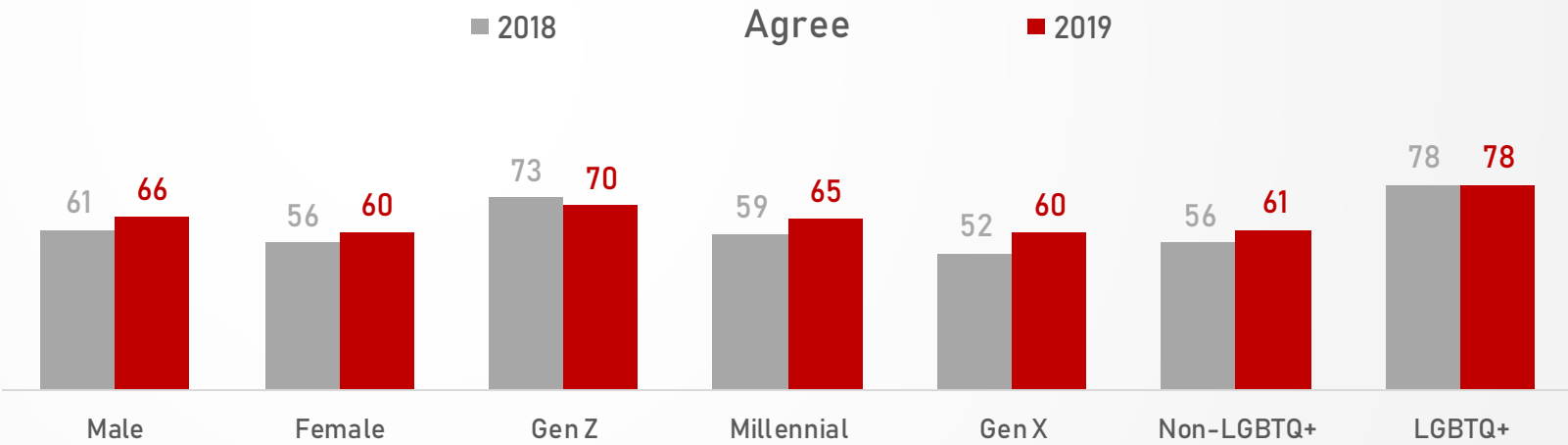
Do the French support learning about masturbation in sex education?

Two-thirds of French adults believe that masturbation should be covered as a topic in sex education programs for children and teenagers, with support growing over time.

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



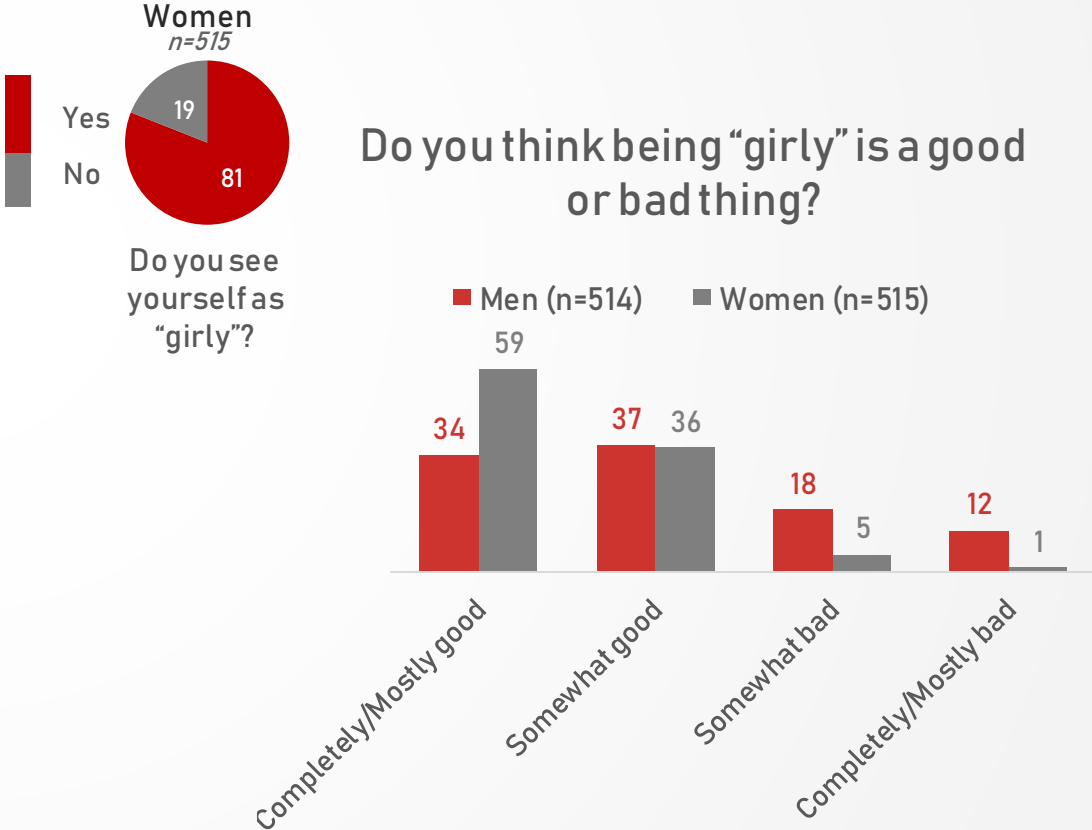
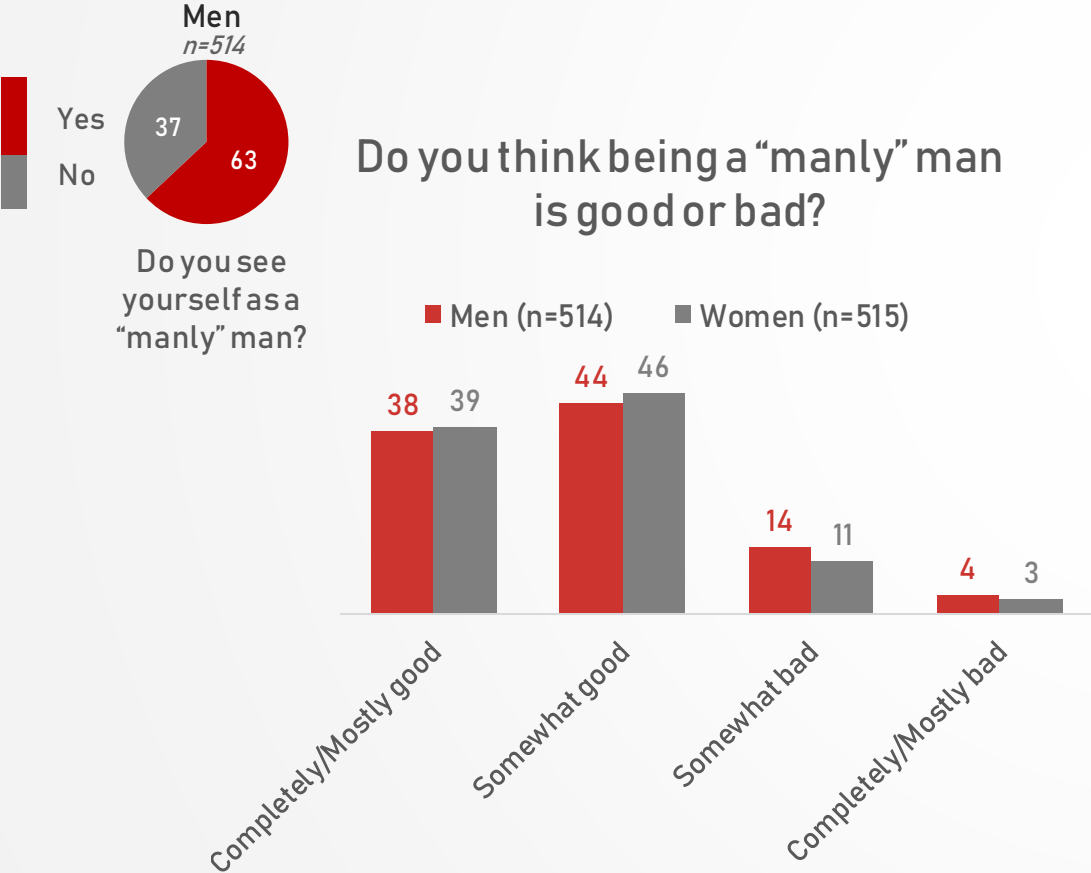
Q: Do you agree or disagree that sex education programs should cover masturbation as a topic for children and teenagers?



Gender Identity and Labels

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

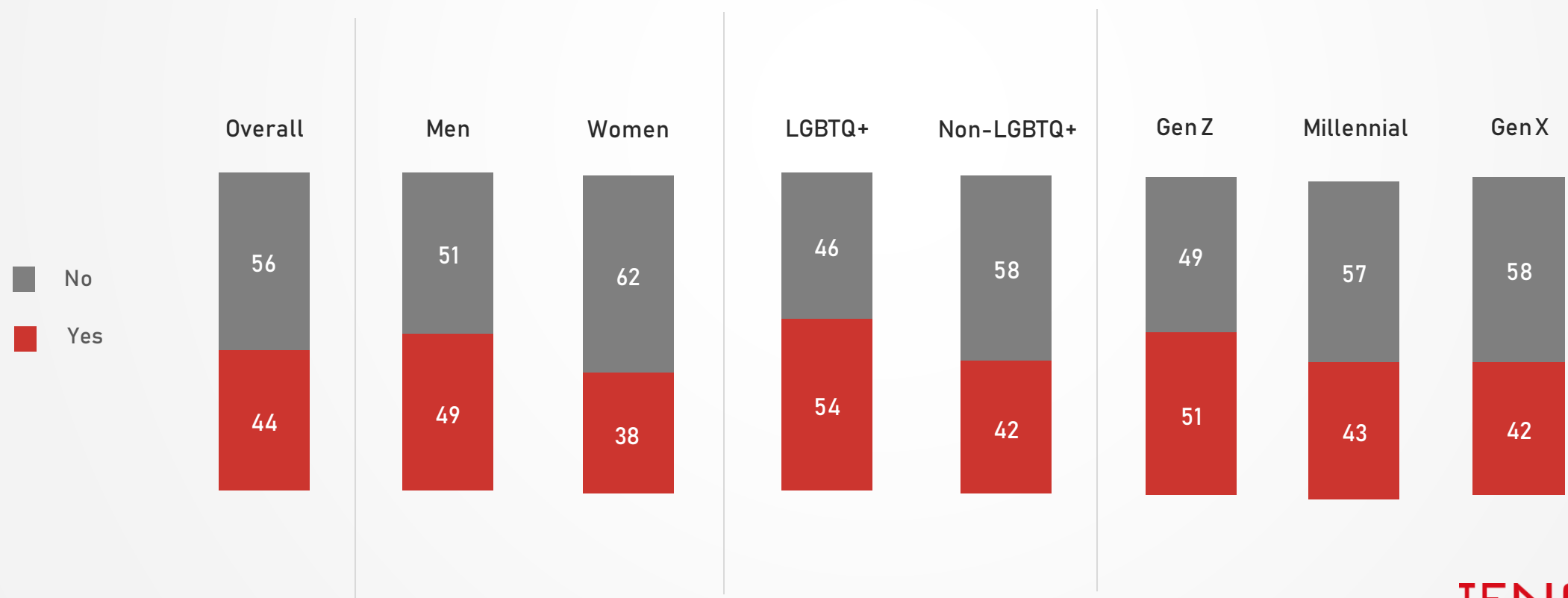
81% of French women see themselves as “girly,” while only 63% of Men see themselves as “manly.” Women perceive the “girly” label much more positively than men.



Are these labels outdated?

Nearly half of all French adults believe labels like “manly man” and “girly” are outdated. LGBTQ+, Gen Z, and men believe this the most.

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

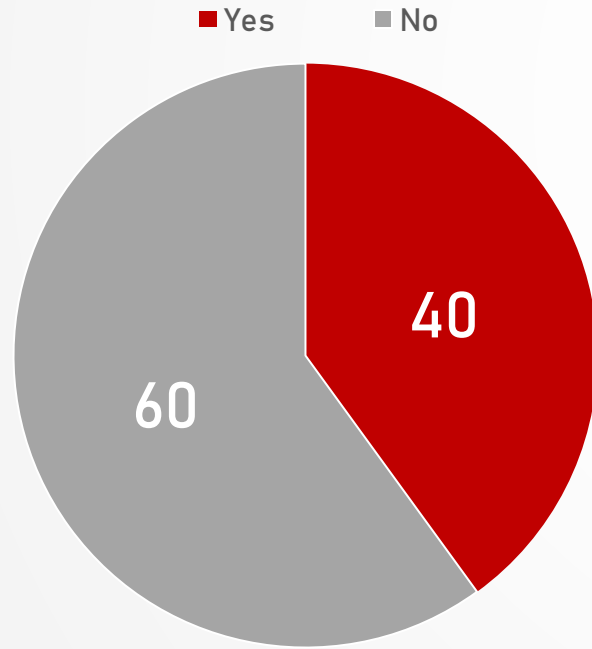


How do these labels affect men's identities?

40% of men have felt pressure to “act like a man”. Those who don't identify as “manly men” mentioned the concept is a egotistic or goes against their physical appearance.

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

n=514



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

“We all have a share of femininity.”

- Male, 49

“Being manly is having a disproportionate ego.”

- Male, 19

“I have no hair on my chest and very little beard.”

- Male, 37

“I’m not macho or muscular.”

- Male, 26

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

“I face my responsibilities.”

- Male, 29

“I’m straight and I love having sex with women.”

- Male, 26

“I’m muscular and have a beard.”

- Male, 20

“I am physically imposing.”

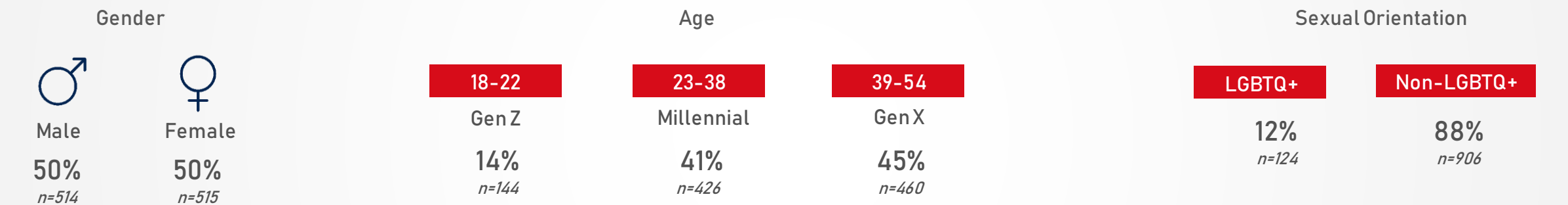
- Male, 41

Survey Methodology

How the study was conducted

As part of the global study, PSB Research interviewed N=1030 French adults aged 18-54 in order to understand the French's health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

Key Audiences Surveyed

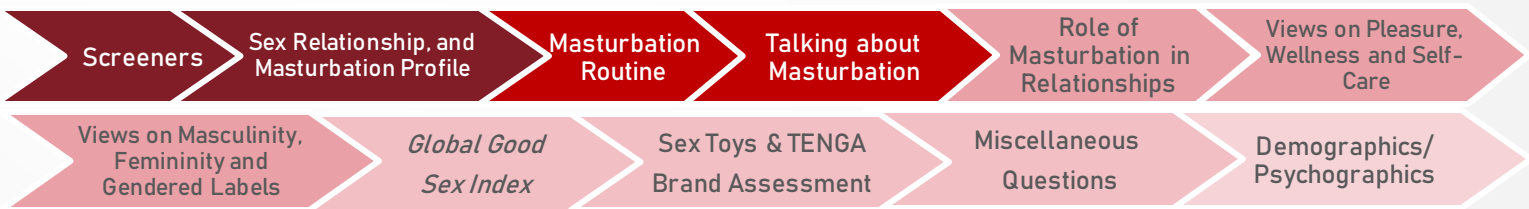


Sample

N=1030 respondents were surveyed. The sample was proportionally balanced to French population statistics on age and gender.

- Males and Females 18-54
- Males: 50% of survey (n=514)
- Females: 50% of survey (n=515)
- Other: 0.0% of survey (n=1)

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%