

TENGA

2019 Self-Pleasure Report

How Germans 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 Germany 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 TENGAPressDE@bcw-global.com with questions and media inquiries.



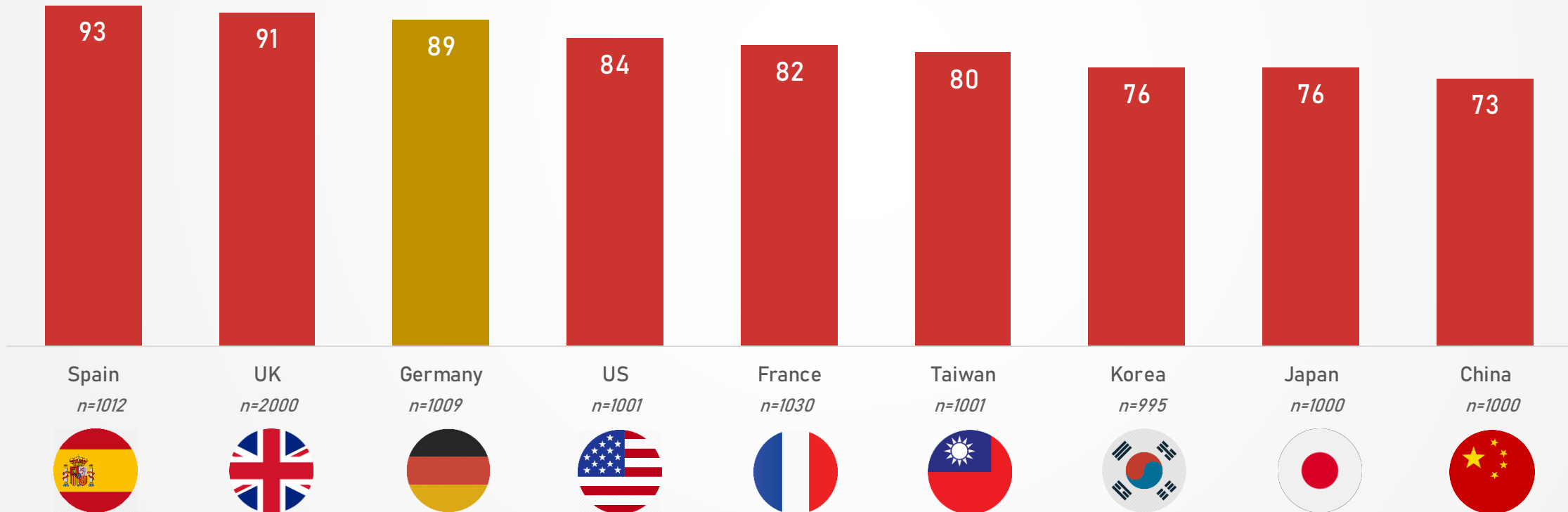
The State of Masturbation in Germany

Which country surveyed masturbates the most?

A strong majority – 89% – of men and women in Germany have masturbated, but the Spanish and British tend to do it even more.

Q: Have you ever masturbated?

Among All Markets, Showing % Yes



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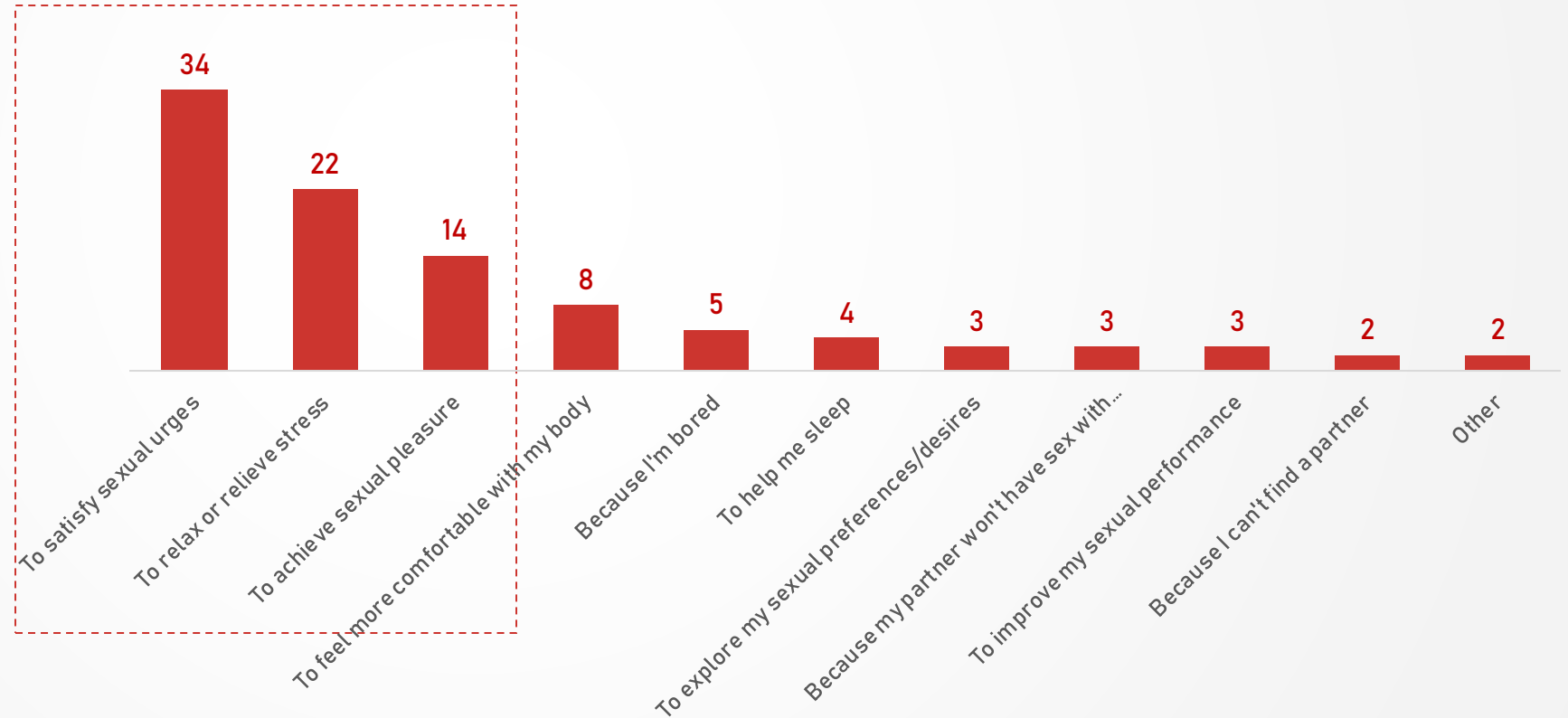
Why do Germans masturbate?

Most Germans 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=899)

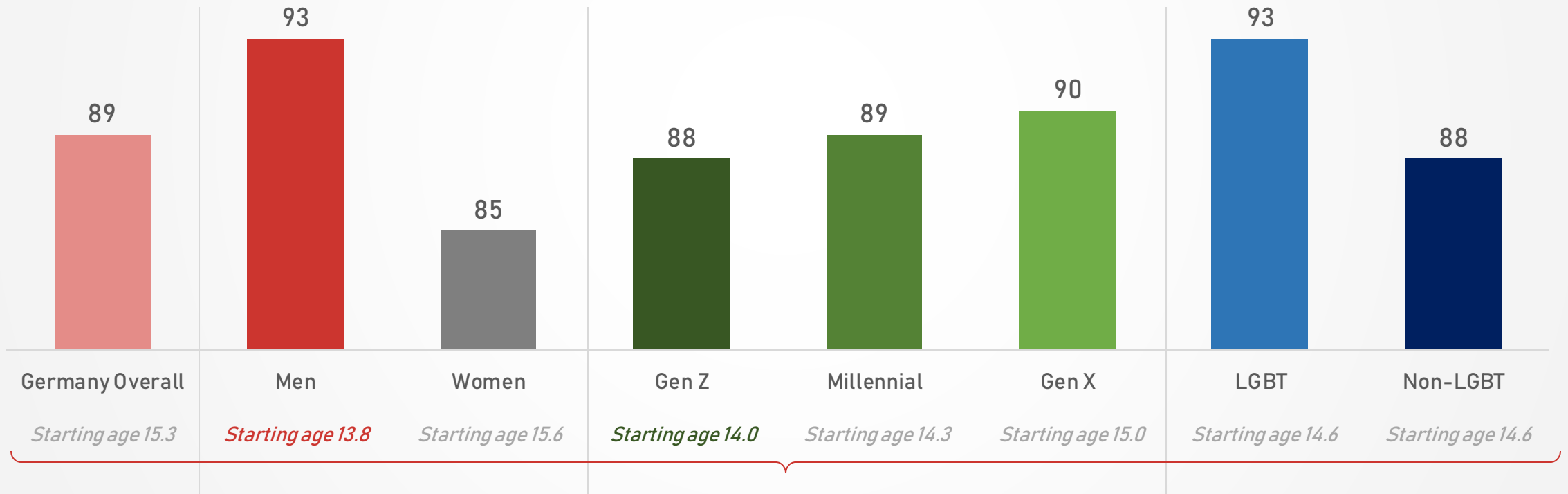


Who masturbates most, and when did they first start?

German men and those who identify as LGBTQ+ are more likely than other group to masturbate. Men and younger generations tend to start younger – between 13 and 14 years old on average.

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

Among Germany overall, Showing % Yes



Starting age 15.3

Starting age 13.8

Starting age 15.6

Starting age 14.0

Starting age 14.3

Starting age 15.0

Starting age 14.6

Starting age 14.6

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

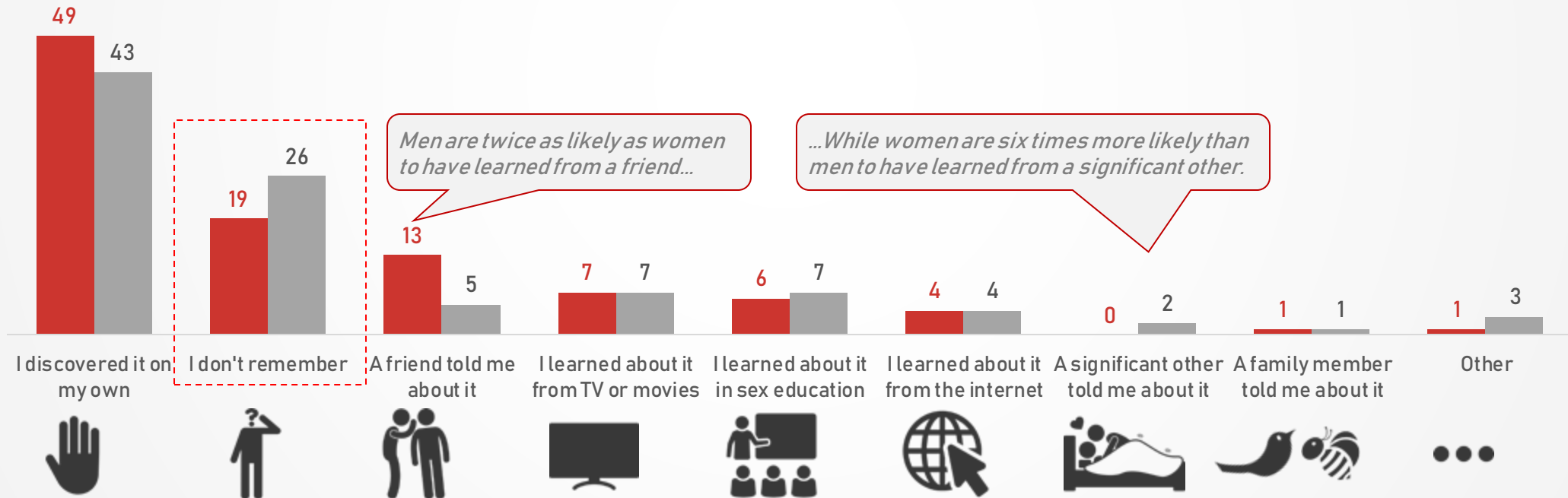
How did most Germans first discover masturbation?

Most recall discovering it on their own – with men almost three times as likely as women to have learned from a friend. Though women started 1.8 years later than men on average, they are less likely to recall the point of discovery.

Q: How did you first discover masturbation?

Among those who have masturbated

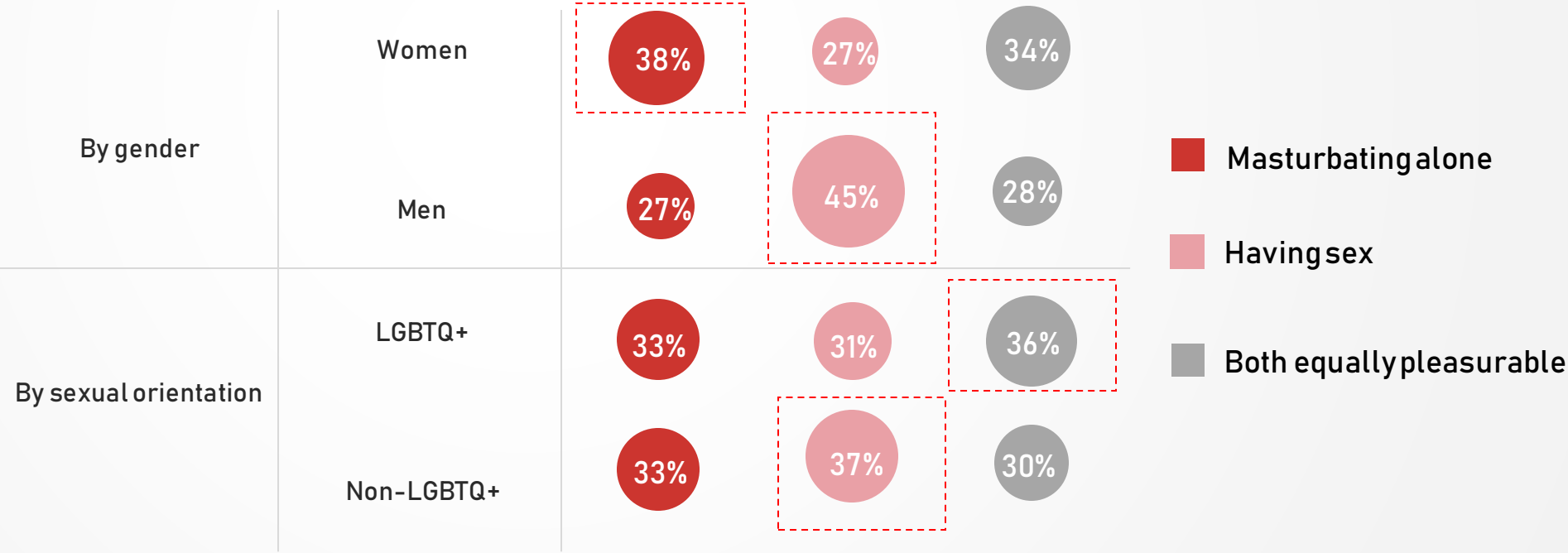
■ Men (n=472) ■ Women (n=425)



What's better: sex or masturbation?

Women tend to find masturbating alone more pleasurable than sex, versus men, who find sex most pleasurable. LGBTQ+ individuals tend to find both masturbation and sex equally pleasurable, while Non-LGBTQ+ prefer sex.

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



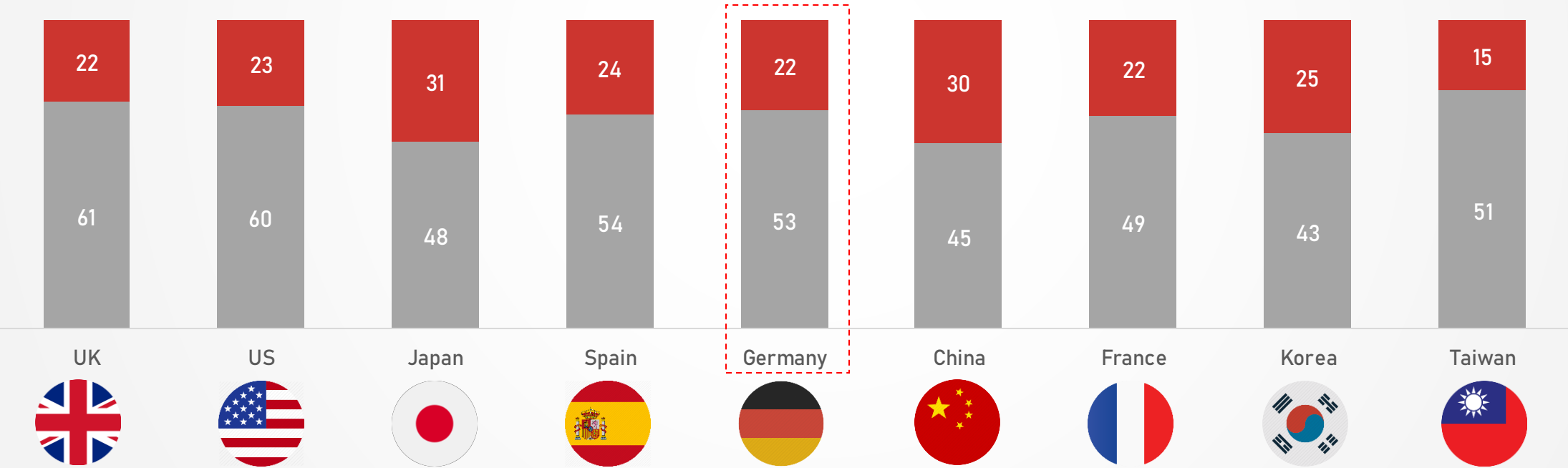
How often do people around the world masturbate?

53% of Germans who masturbate do it at least weekly – a greater share than in China, France, Korea, and Taiwan.

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



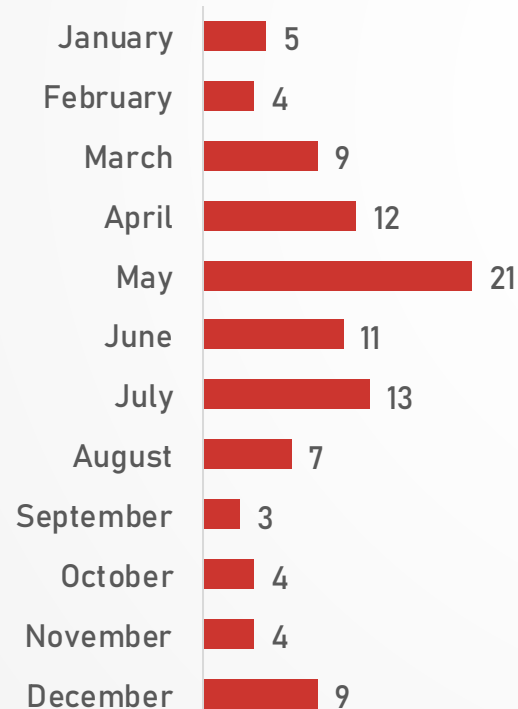
The *Nuts* + Bolts of How We Masturbate

When and where are Germans horniest?

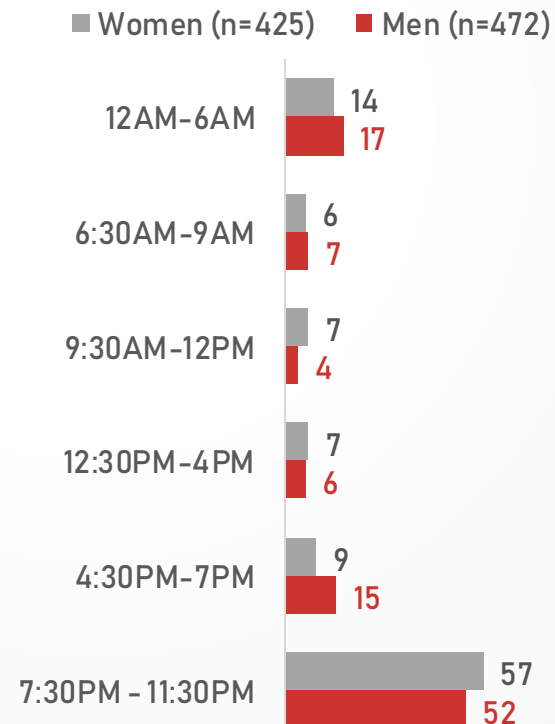
Germans tend to be horniest in the month of May, touch themselves most between 7:30 – 11:30 p.m. and, normally take to their bedrooms to do it, though some have done it in their cars, kitchens, and at work.



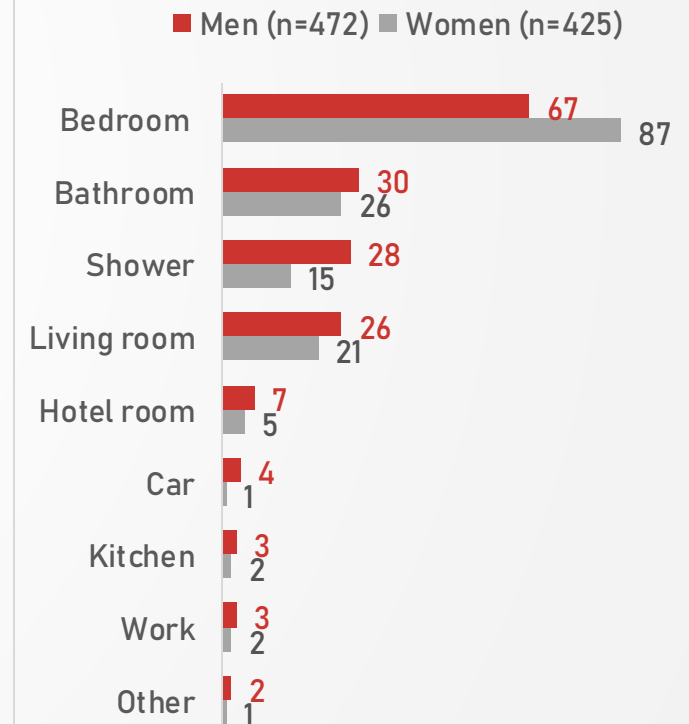
Q: What month of the year do you tend to feel the horniest?



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



Q: Where do you normally masturbate?



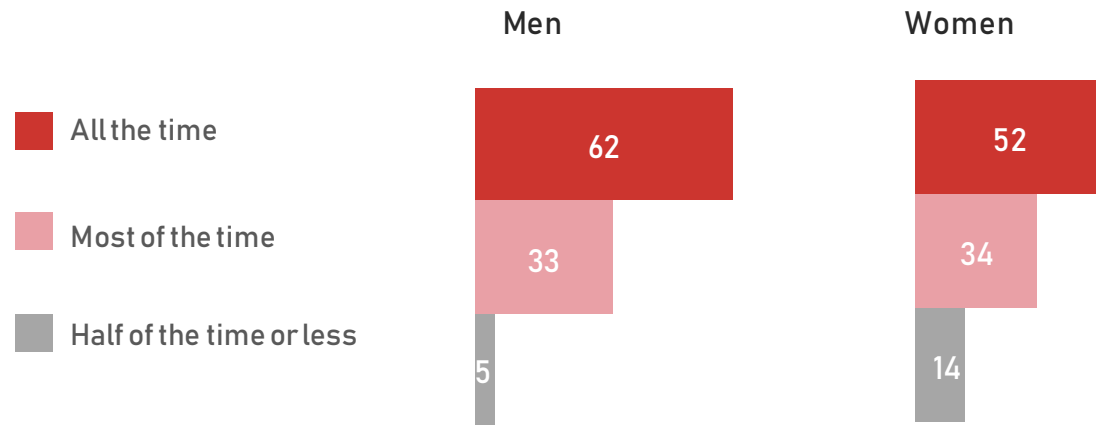
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How often do Germans orgasm?

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

One-quarter of German men and women have masturbated in a “weird” way –using odd objects and in odd places. About 1 in 10 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 have masturbated with a small banana.”

- Male, 50

“I masturbated with a toy gun.”

- Female, 30

“I masturbated with an electric toothbrush.”

- Female, 20

“I masturbated with a glove.”

- Male, 50

“Secretly in public.”

- Male, 37

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

Among those who have had one

“The doorbell rang and I got Vaginismus and the vibrator was stuck for a long time.” - Female, 47

“I was on holiday in a hotel and the cleaning lady came in.” - Male, 49

“I scratched skin with my fingernail.” - Male, 45

“I was caught by the child.”
- Male, 51

“My parents came in.”
- Male, 19

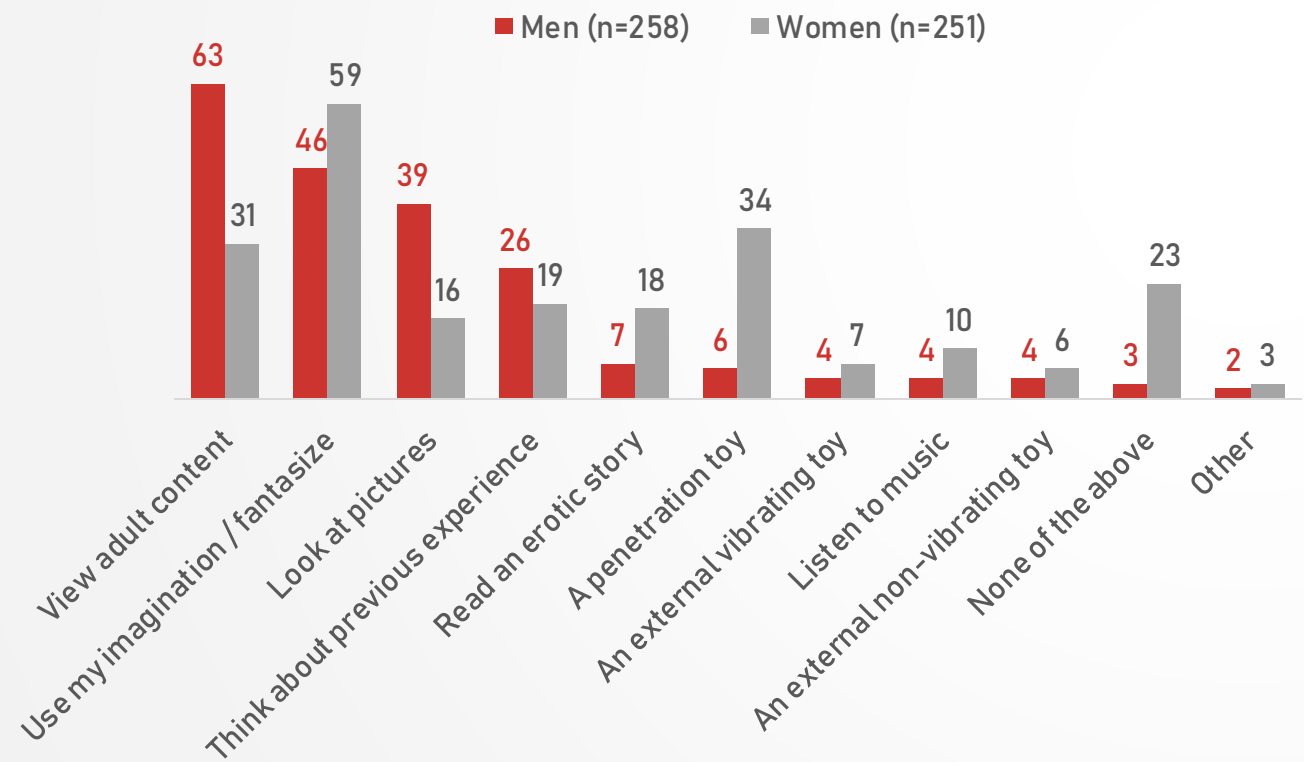
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What do Germans do and think about while masturbating?

Among the 57% of Germans who have regular masturbation routines, men tend to watch porn, and women tend to use their imaginations. Surprisingly, Germans are much more likely to fantasize about previous partners over current ones.

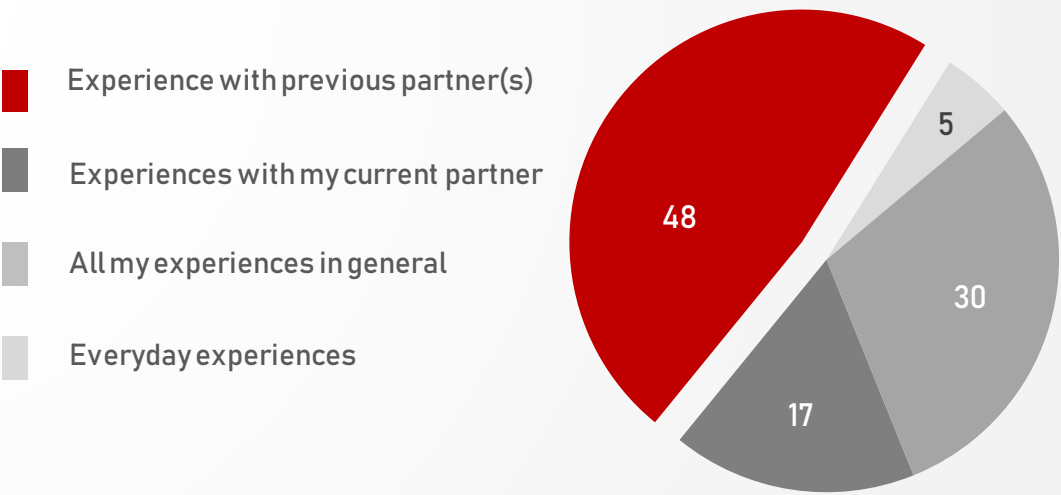
Q: What do you do/use during your routine?

Among those who have a regular masturbation routine



Q: What experiences do you think about when masturbating?

Among Germans who think about previous experiences when masturbating

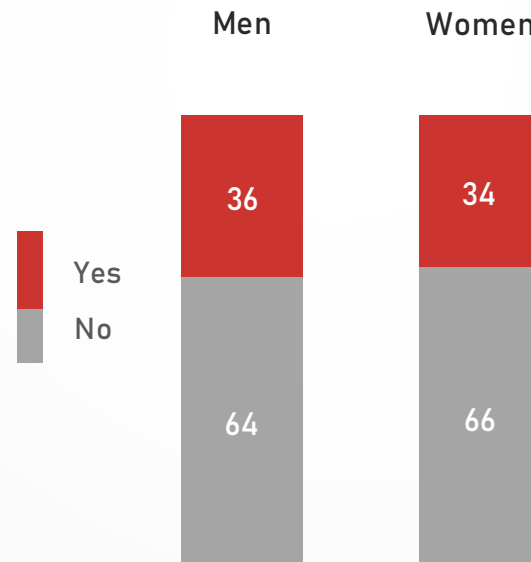


What lies have Germans told about masturbation?

One-third of Germans 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

"I lied to my wife. She knows nothing about it."
- Male, 44

"That I masturbate while I'm watching porn."
- Male, 28

"How many times I do it."
- Female, 37

"How often I have masturbated."
- Male, 50

"Where and when I masturbate."
- Male, 53

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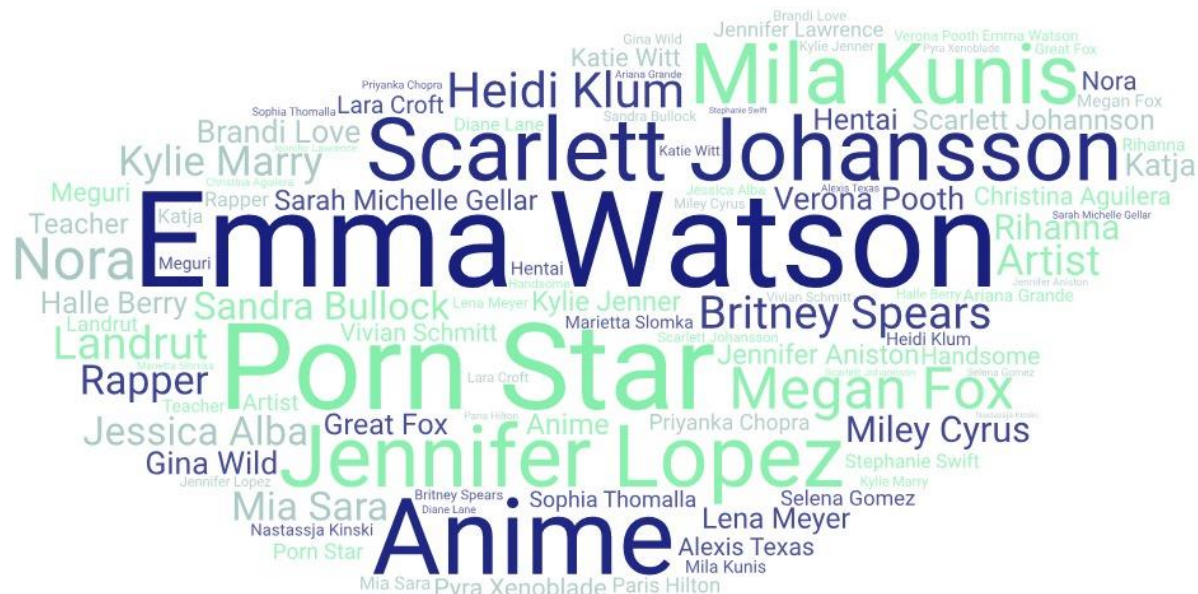
What celebrities do we fantasize about most?

Among those attracted to women, common responses included “Emma Watson,” “Scarlett Johansson,” “porn stars,” and “Mila Kunis.” Among those attracted to men, common responses included “Johnny Depp,” “Brad Pitt,” and “Christian Grey.”

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



Attracted to Men



Attracted to Women

What music gets us in “the mood”?

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

Men

Women

Men cite “suits,” “jeans,” and “shirts” as clothes they feel sexy wearing, while women mentioned “dress,” “underwear,” and “skirt.”

[illegible][illegible]

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Masturbation: The Key to Wellbeing

Is masturbation the new self-care?

German men and women say having sex and masturbating are among the most stress-relieving activities they can do. Half of Germans use masturbation as a form of self-care, and one-third 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 | Sleeping |
| 2 | Listening to music |
| 3 | Having sex |
| 4 | Taking a hot shower or bath |
| 5 | Getting a massage |
| 6 | Masturbating |
| 7 | Playing sports or exercising |
| 8 | Reading |
| 9 | Drinking a cup of tea |
| 10 | Walking |
| 11 | Playing with animals |
| 12 | Meditating |
| 13 | Lighting a candle |
| 14 | Doing yoga |
| 15 | Stretching |
| 16 | Journaling |

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

48%

of Germans
say 'yes'

58%

of Germans
who masturbate weekly
say 'yes'

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

38%

of Germans
say 'yes'

49%

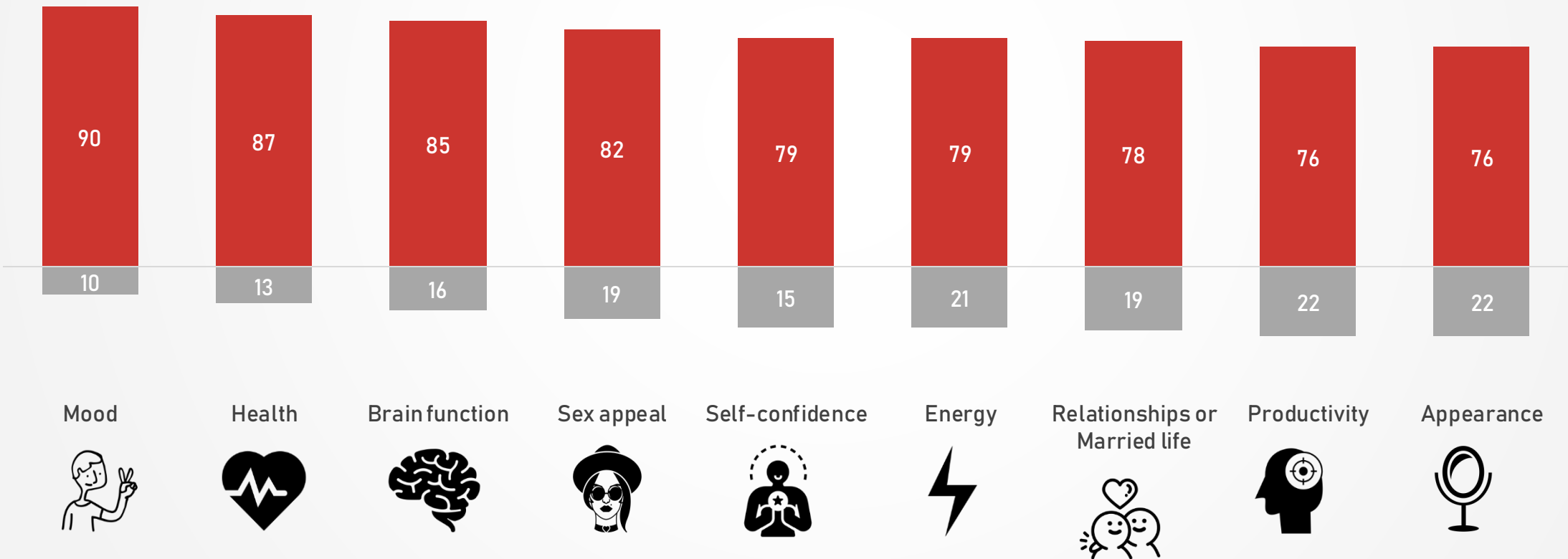
of Germans
who masturbate weekly
say 'yes'

How does masturbation affect wellbeing?

Nearly 80-90% of Germans 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



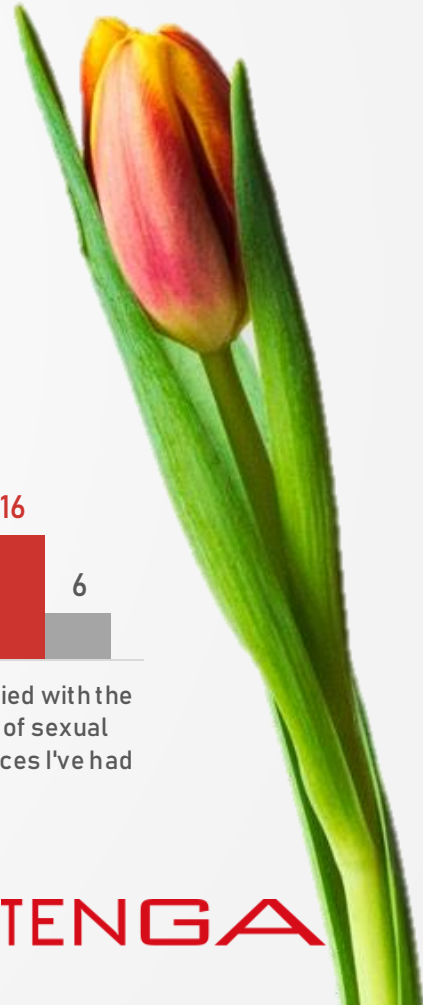
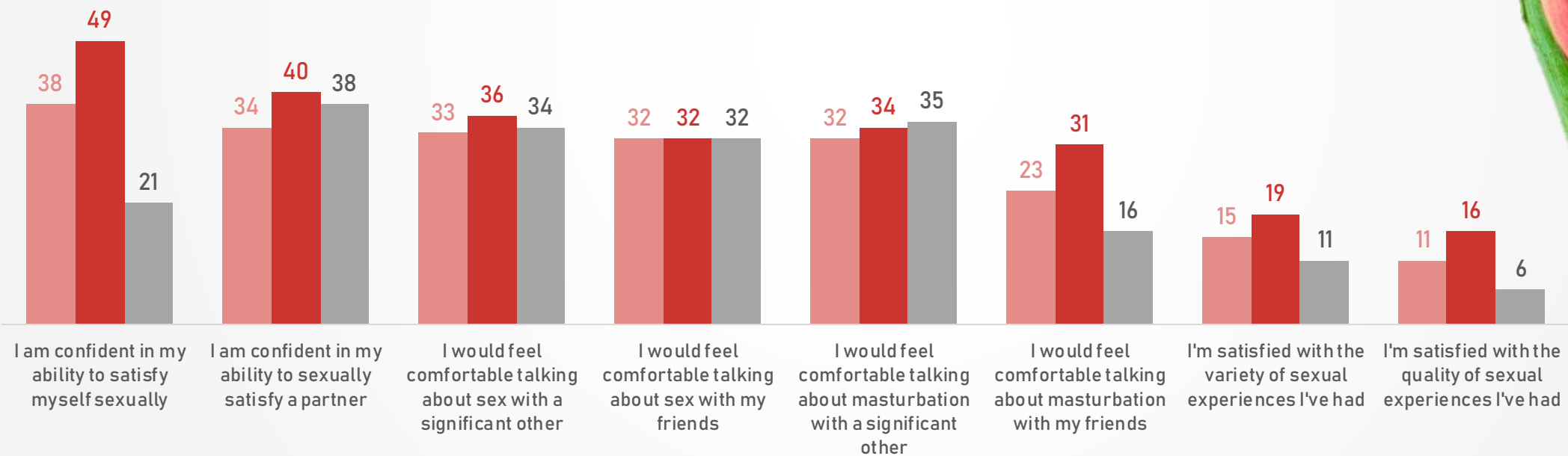
How does masturbation impact confidence and sexual satisfaction?

Compared to Germans 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

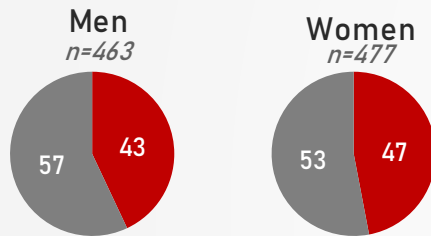
Germany Overall Those who masturbate once a week Those who don't masturbate regularly



Do Germans feel pressure to “perform” sexually?

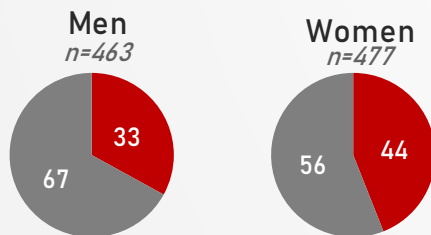
4 in 10 German men and women have felt pressure to ‘perform’ sexually. While men feel pressured to delay or quicken their orgasm and to bring their partner to orgasm, women feel more pressure to get or stay aroused and to engage in certain acts.

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



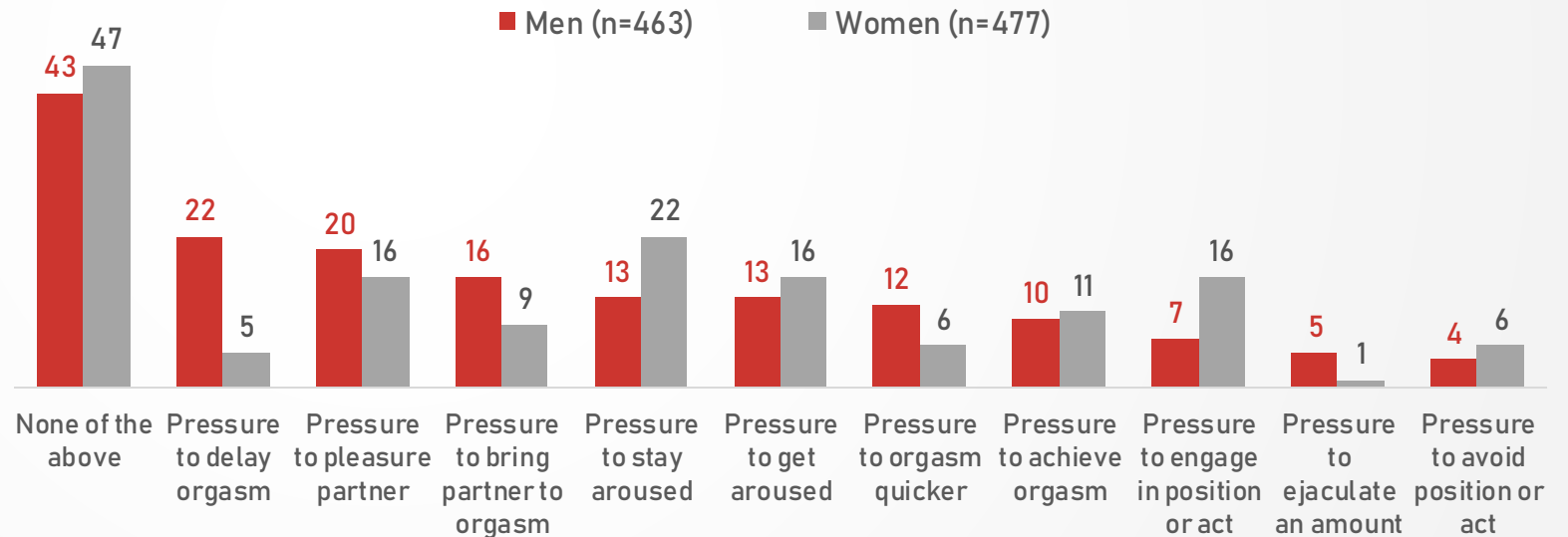
■ Yes
■ No

Have you ever felt pressured to feel pleasure during sex?



■ Yes
■ No

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?

While Germans find sex to be one of the most pleasurable things they can do, they find masturbation much less pleasurable. Germans typically receive less pleasure from masturbation than any other country surveyed.

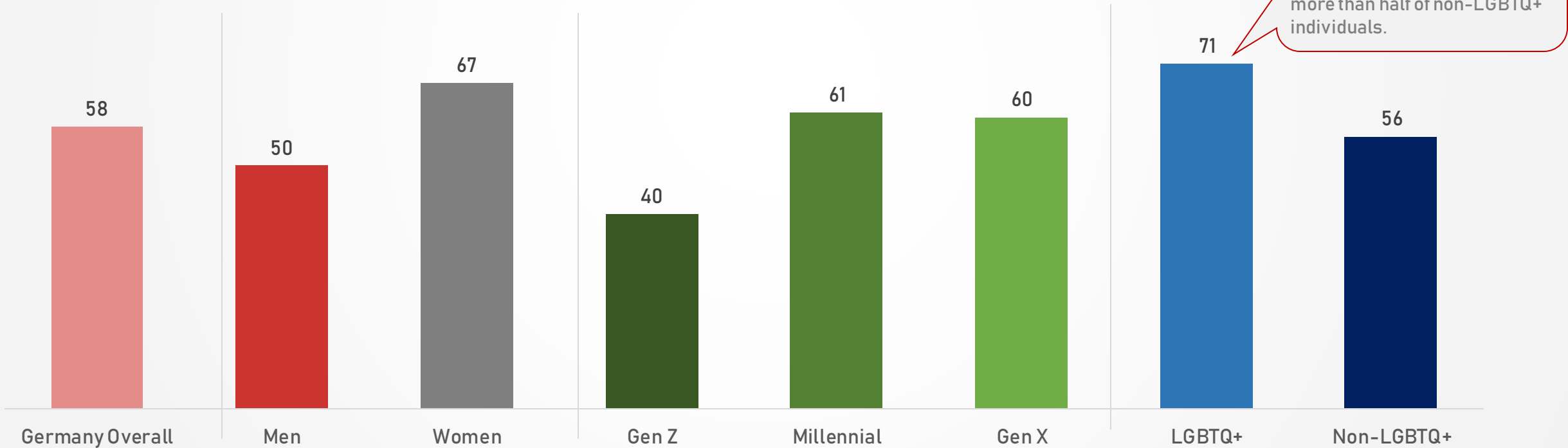
Q: Please rank how pleasurable each of the following activities are – from most pleasurable to least pleasurable.
Showing average ranking – from most to least pleasurable

									
	Germany	US	UK	France	Spain	Japan	China	Taiwan	Korea
Having sex	2	1	1	1	1	5	1	3	1
Being with people you love	3	2	2	2	3	2	2	1	3
Masturbating	10	3	4	8	4	7	4	5	4
Hugging someone you love	1	4	3	4	2	3	3	2	2
Taking a hot shower or bath	7	5	8	7	6	8	8	6	6
Laughing	4	6	5	3	5	4	9	7	10
Eating a delicious meal	5	7	6	5	7	1	5	4	5
Getting a massage	8	8	9	6	8	10	7	9	7
Being in a beautiful place	6	9	7	9	10	9	6	8	8
Lying in bed with fresh sheets	11	10	10	10	11	12	11	10	11
Quenching your thirst	9	11	11	12	9	6	12	11	9
Playing with animals	13	12	12	14	13	13	14	13	14
Putting on clean clothes	12	13	13	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 Germans 18-54 have used a sex toy, including 67% of women and 50% of men. LGBTQ+ individuals use them almost one-fifth more than non-LGBTQ+ individuals. And most who have ever used them, continue to use them.

Q: Have you ever used any sex toys?
Among Germany overall, Showing % Yes

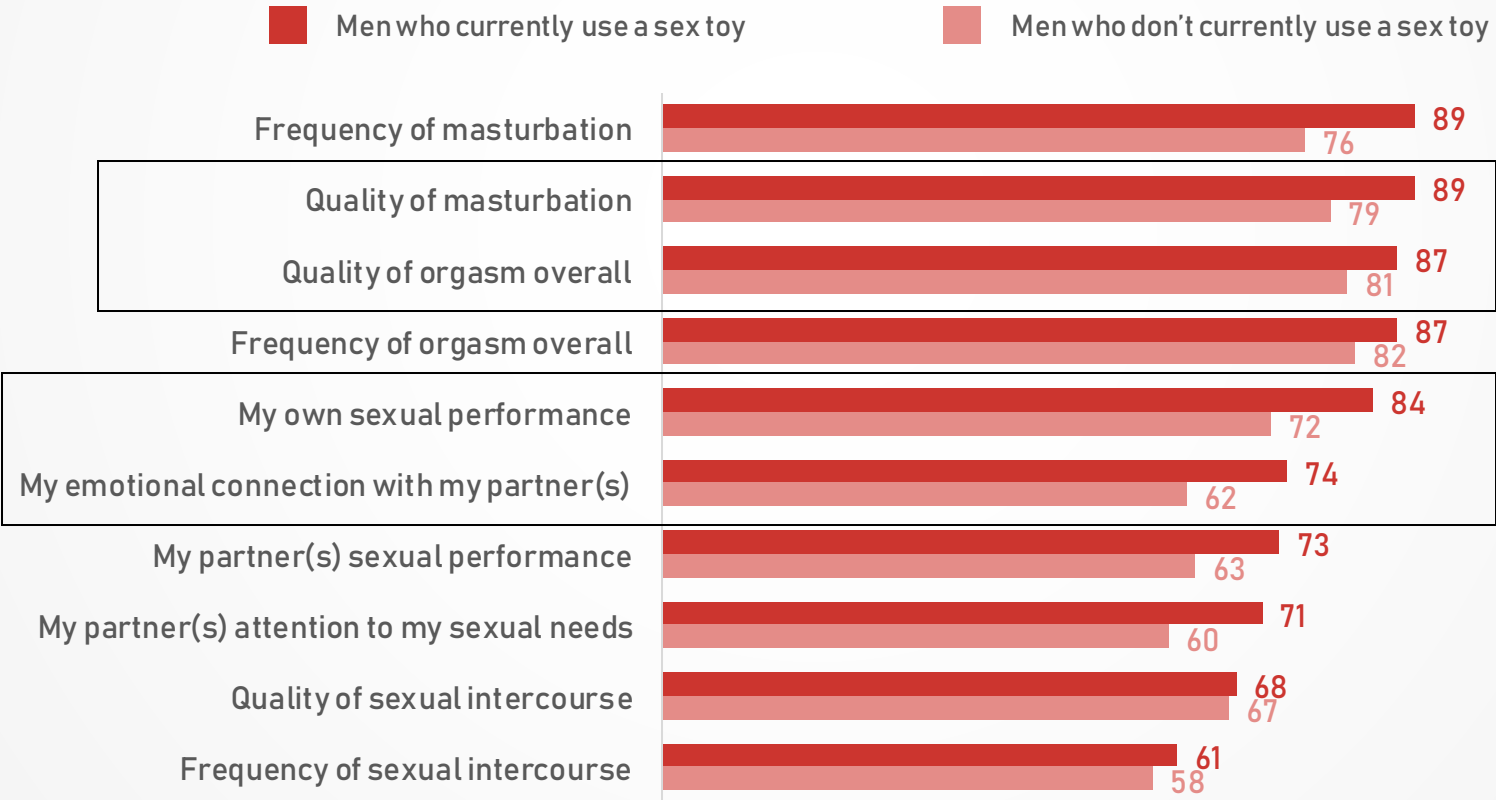


Do men who use sex toys *really* have better sex lives?

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

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

Showing % who said Very + Somewhat Satisfied



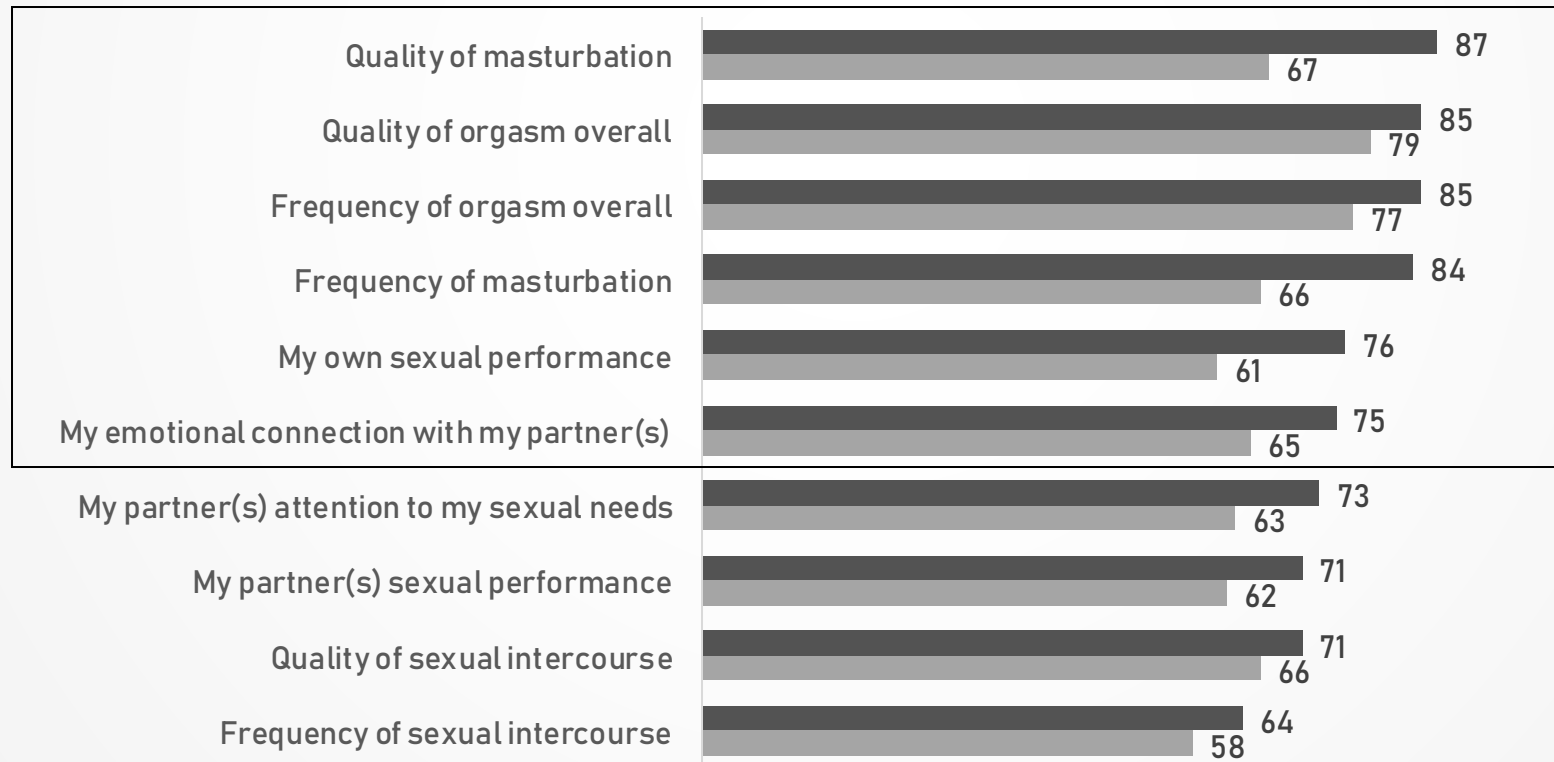
And do women who use sex toys have better sex lives, too?

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



What do TENGA and iroha feel like?

Men and women who have used TENGA products emphasized the pleasurable aspects of the toys, calling them *arousing, soft, and satisfying*.



"Simply superb."

- Male, 43

"Very pleasant."

- Male, 52

"Arousing"

- Male, 34

"Soft and super good."

- Male, 44

"Hot"

- Female, 30

"Soft and gentle."

- Male, 51

"Warm"

- Male, 49



"Super"

- Female, 42

"Satisfying"

- Female, 21

"Well"

- Female, 21

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Appendix

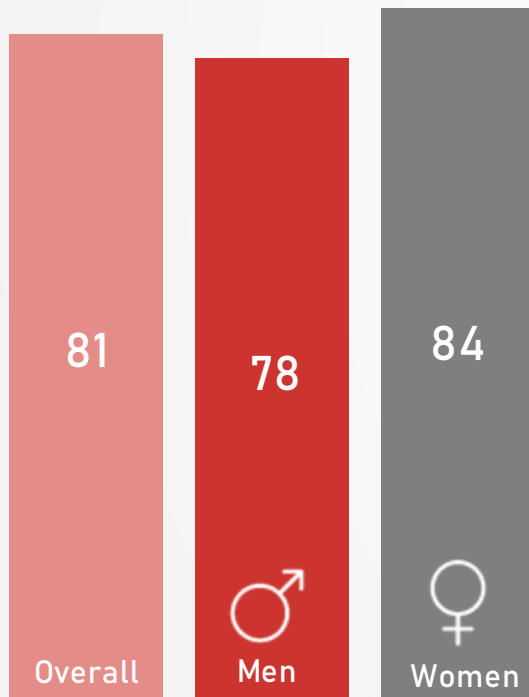
Is Masturbating in Relationships Still Taboo?

Do Germans masturbate while in relationships?

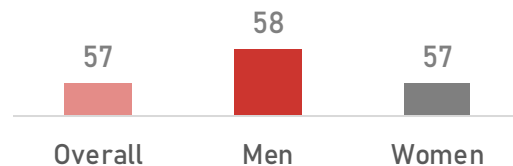
Regardless of gender, 4 in 5 Germans say they masturbate solo while in a relationship – yet only 57% say their partner is aware that they masturbate, and only 55% are aware that their partner masturbates alone.

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

Showing 'Yes'



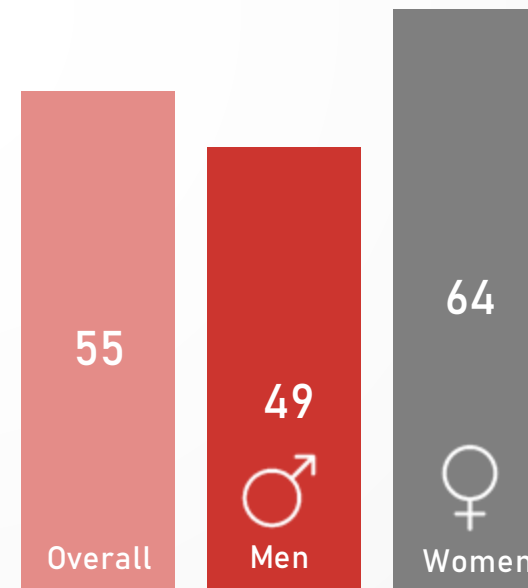
Is your partner generally aware that you masturbate by yourself? *Showing 'Yes'*



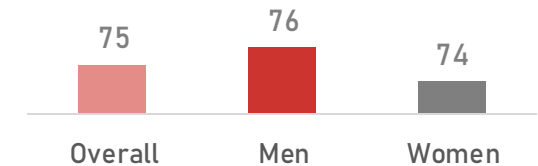
Q: Does your partner masturbate?

Showing 'Yes'

German women are much more likely to think their partner masturbates than German men.



Would you be comfortable with your partner masturbating by themselves? *Showing 'Yes'*



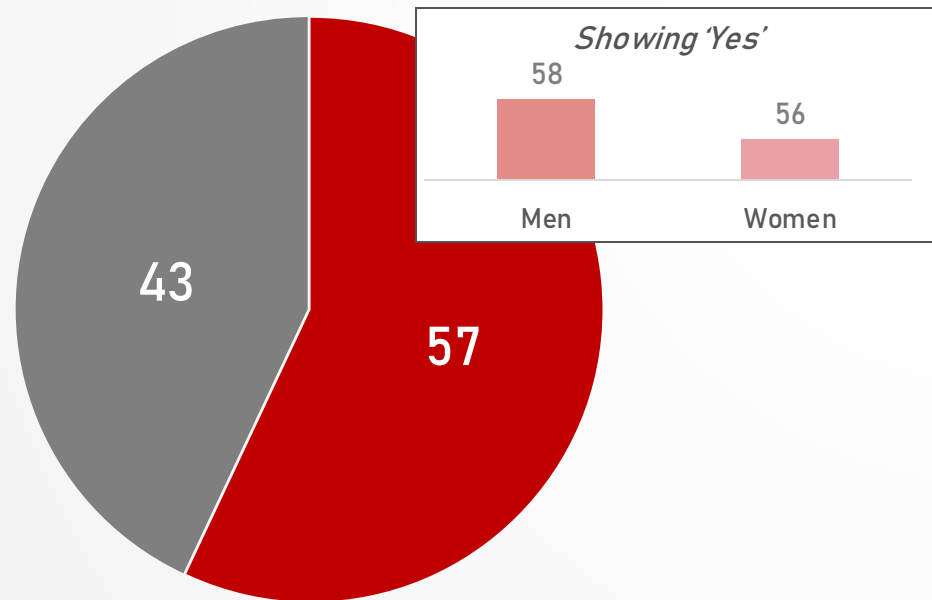
Do Germans speak with their partners about masturbation?

Less than 60% of Germans have spoken with their significant other about masturbation, though men are slightly more likely than women to do so. When they have this conversation, they tend to find it encouraging

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

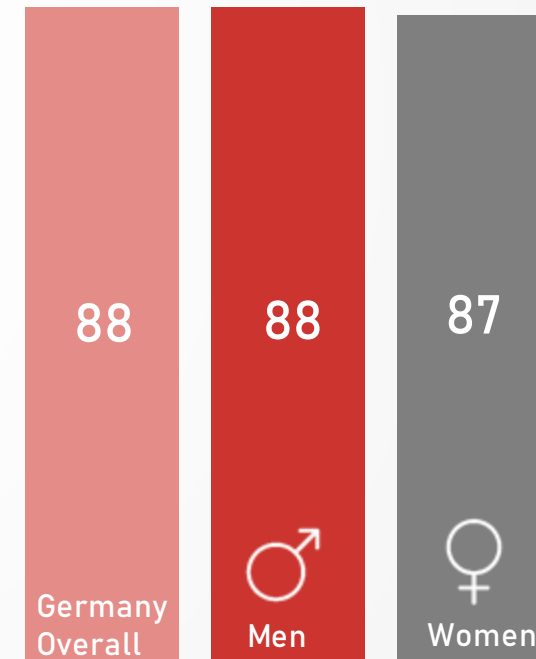
Among In a Relationship (n=593)

■ Yes ■ No



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

Showing Very + Somewhat Encouraging



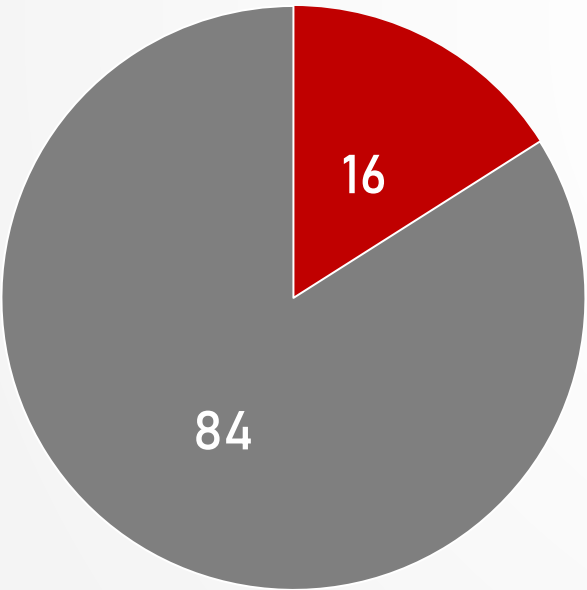
Are Germans comfortable discussing masturbation with partners?

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=257)

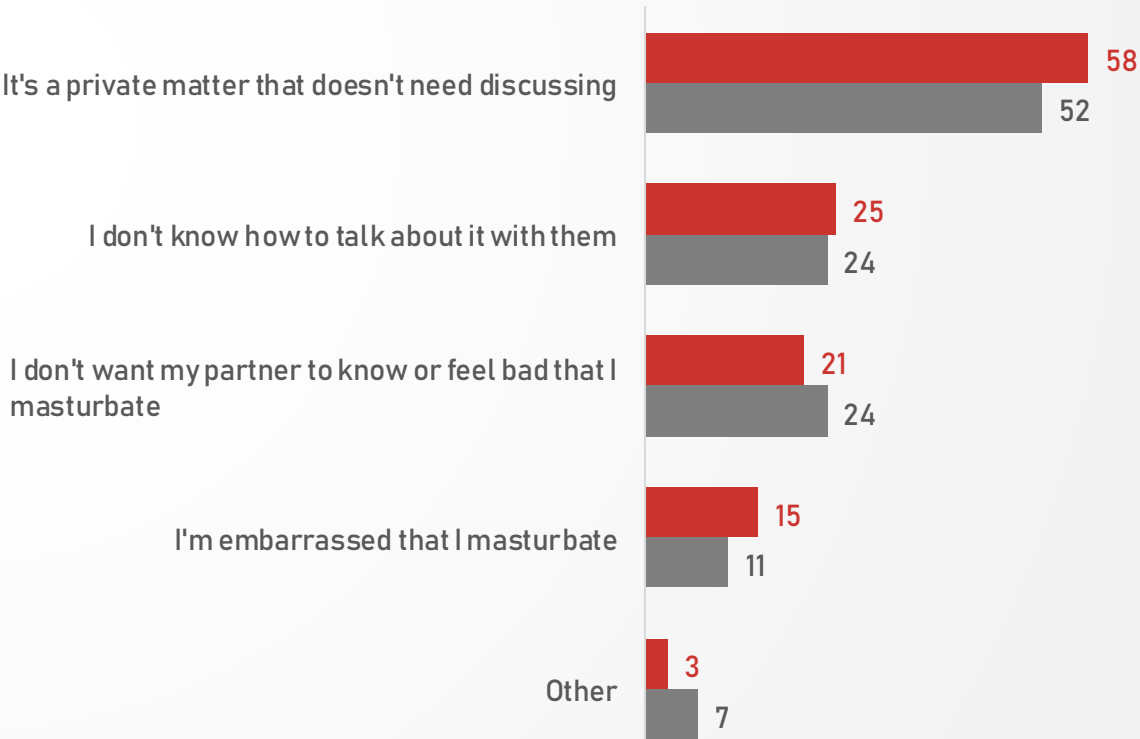
■ Yes ■ No



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

■ Men (n=117*)

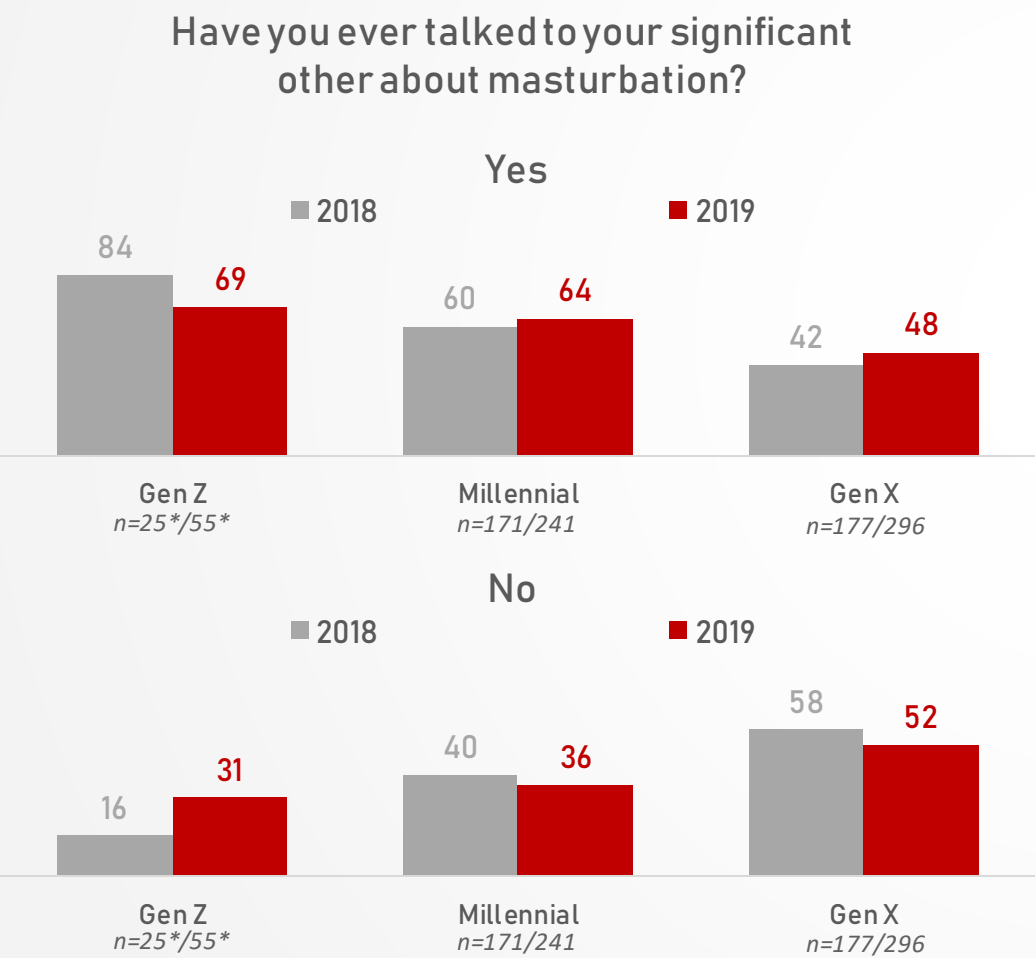
■ Women (n=140*)



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How have discussions changed over time?

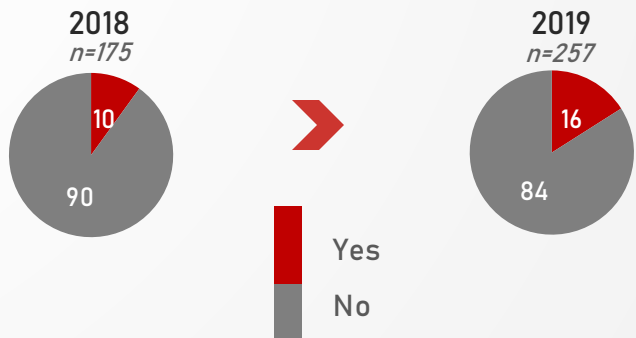
Millennials and Gen X are having conversations about masturbation with their significant others more over time, though Gen Z still tend to talk about it more overall. Overall, these conversations remain encouraging.



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?



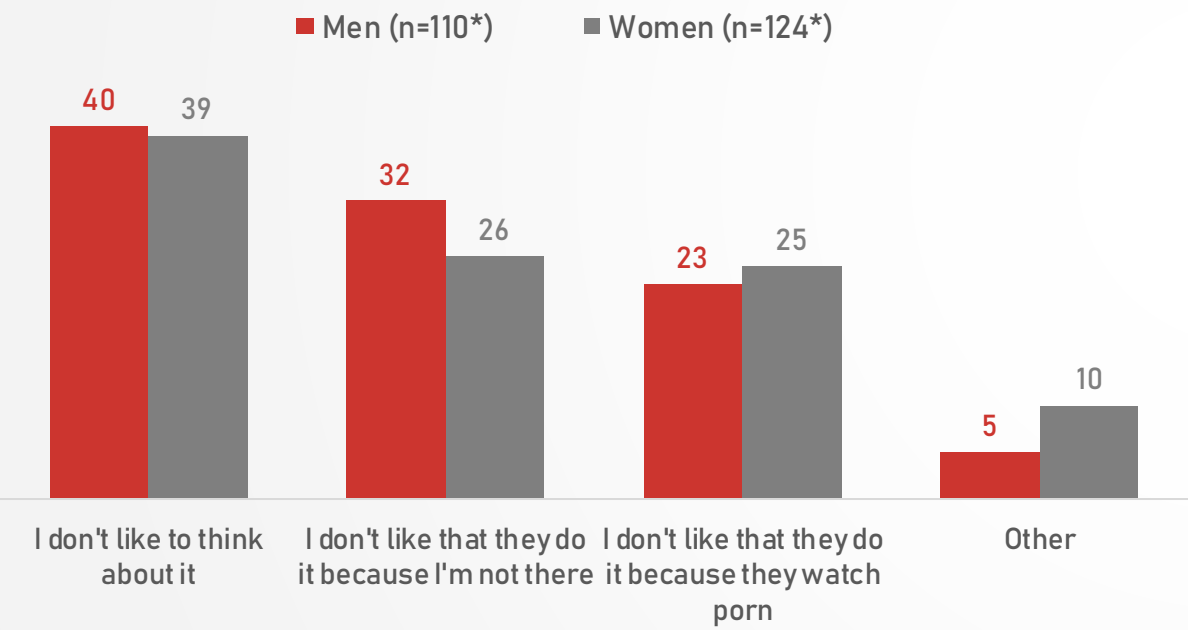
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* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

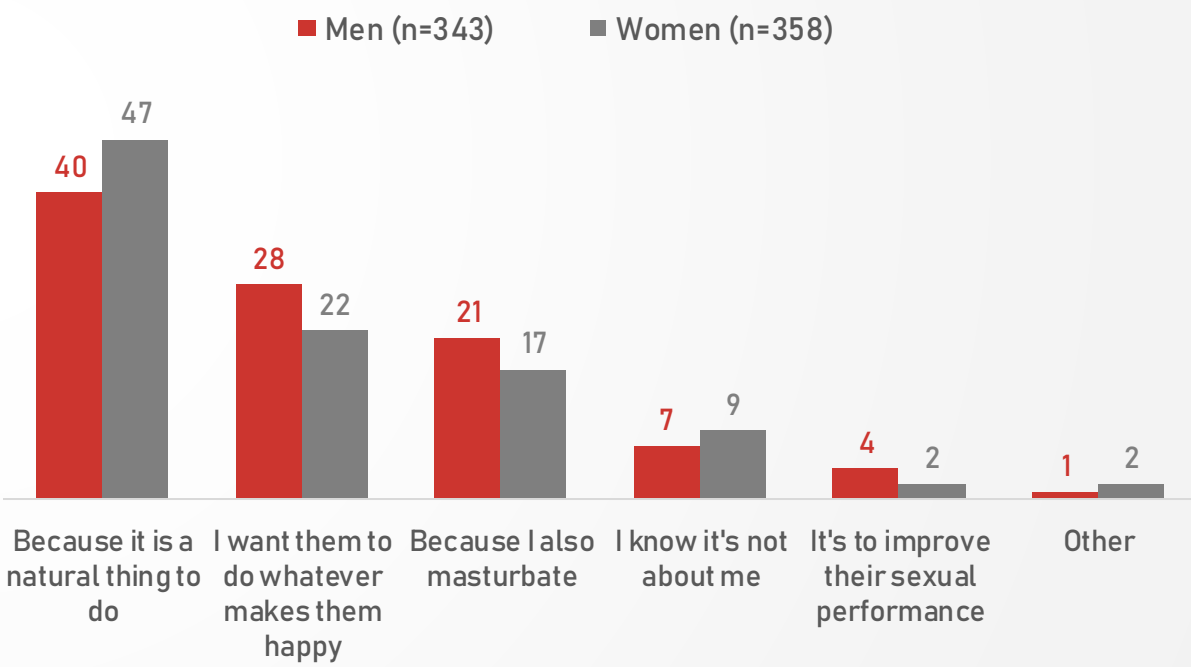
Why are Germans uncomfortable with their partner masturbating?

Reasons for comfort/discomfort vary by gender, with women more likely to say they are comfortable with their partners masturbating because it's a natural thing to do, and men wanting their partners to be happy.

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



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



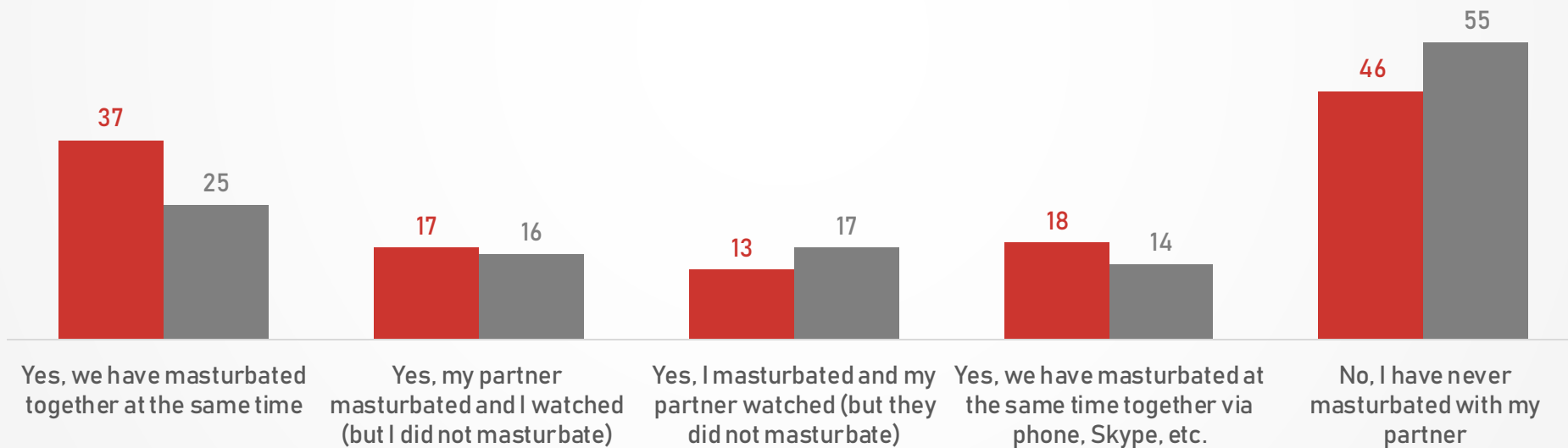
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Do Germans ever masturbate *with* their partners?

About half of Germans have never masturbated with their partners. Those who have tend to do it together, rather than with one partner watching.

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

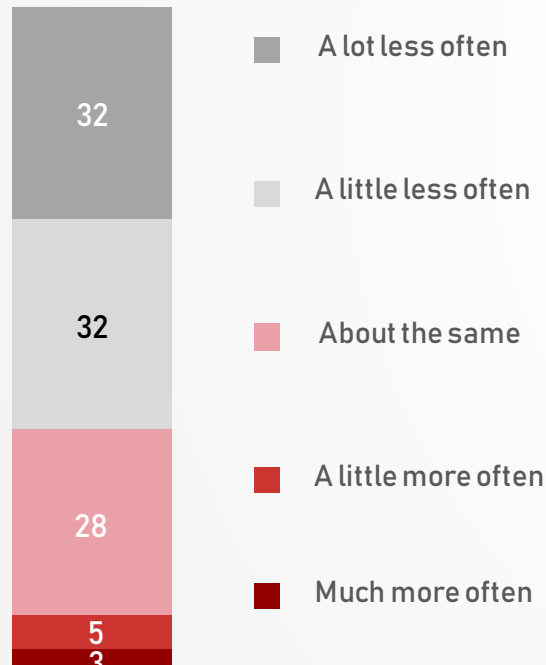
■ Men (n=425) ■ Women (n=410)



Do people masturbate *more* when in relationships?

Most Germans 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=837

Q: What makes you say that?

A lot less often

"Because I'm having sex with my partner."

Much more often

"Because we both do it together and apart. We are very open."

A little more often

"The hormones are welling up when you have a new love."

About the same

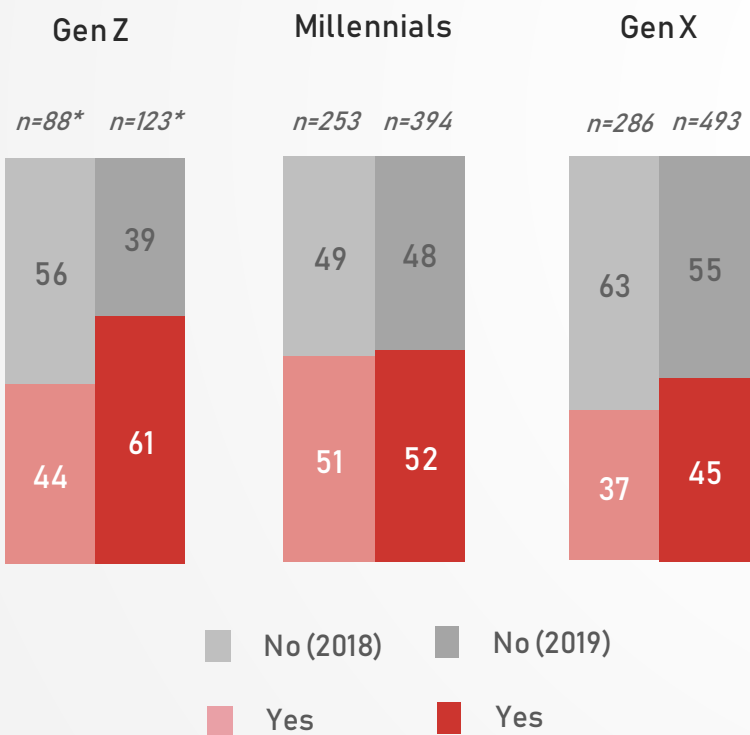
"Because it is completely independent of the relationship status. I can masturbate alone when I feel like, and I can also have sex when my partner and I feel like."

Germans Are Becoming More Open About Masturbation

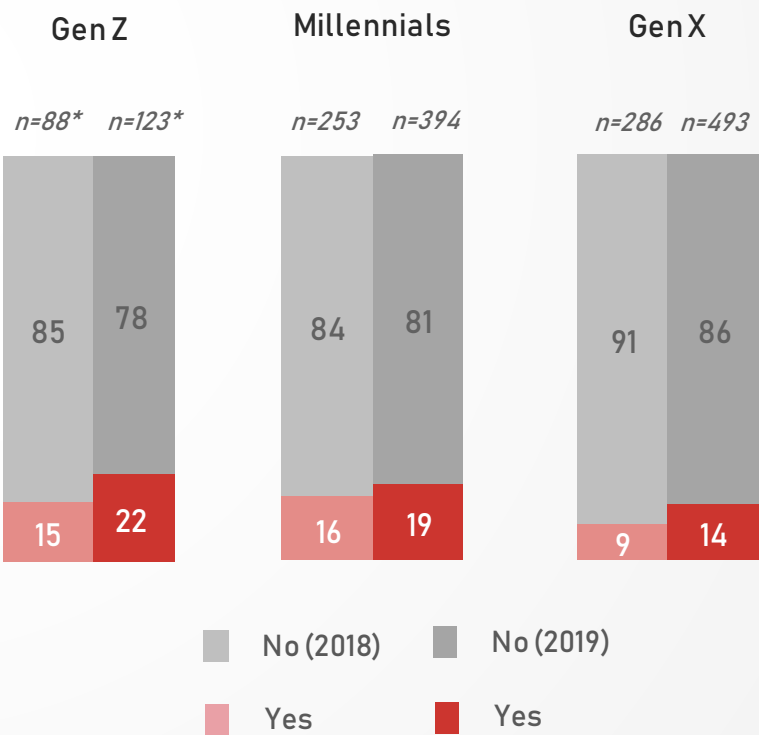
Would it benefit society to discuss masturbation more openly?

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.

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

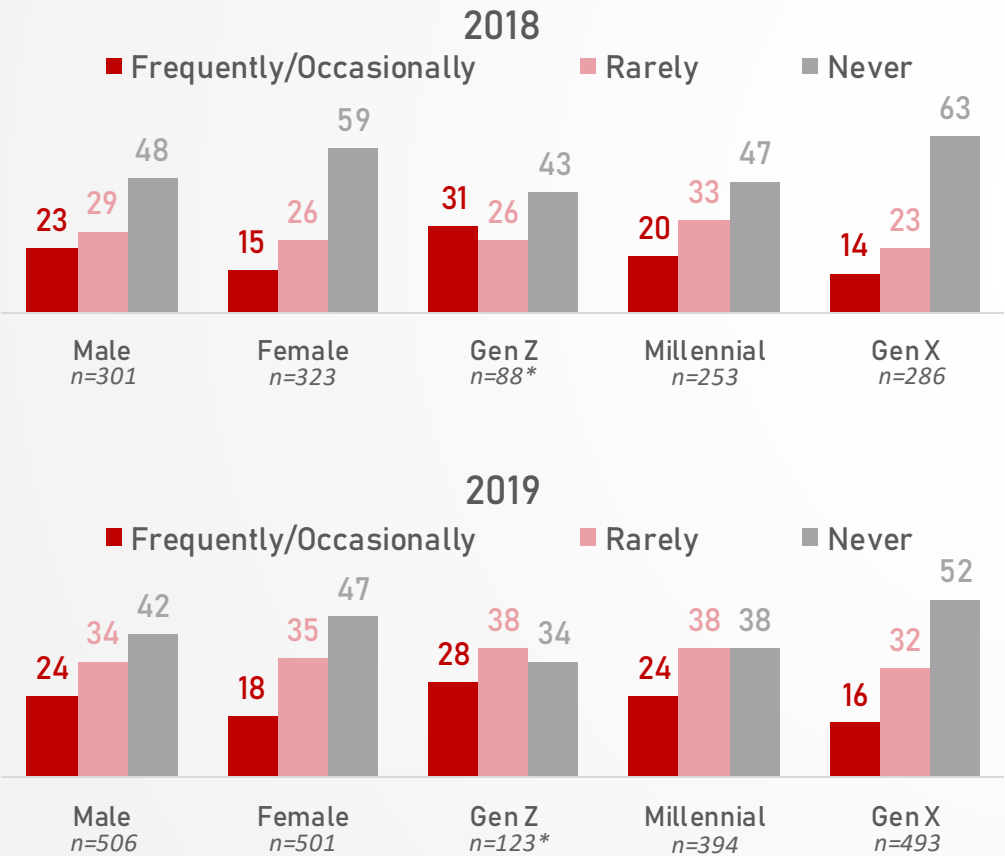


* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

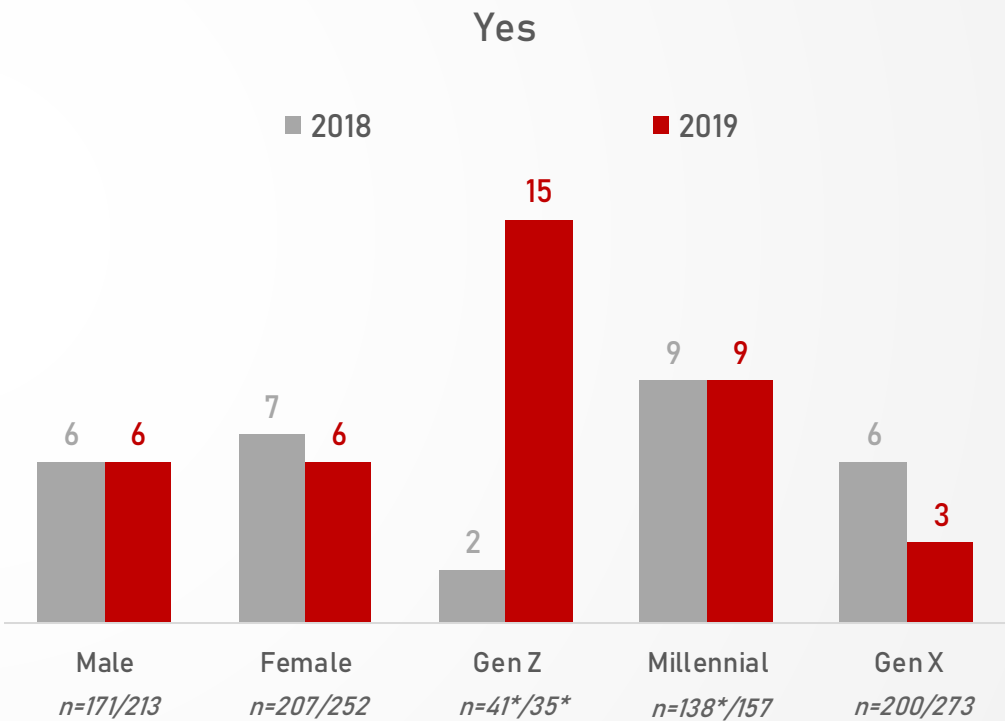
Is Germany becoming more open to talking about masturbation?

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

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?

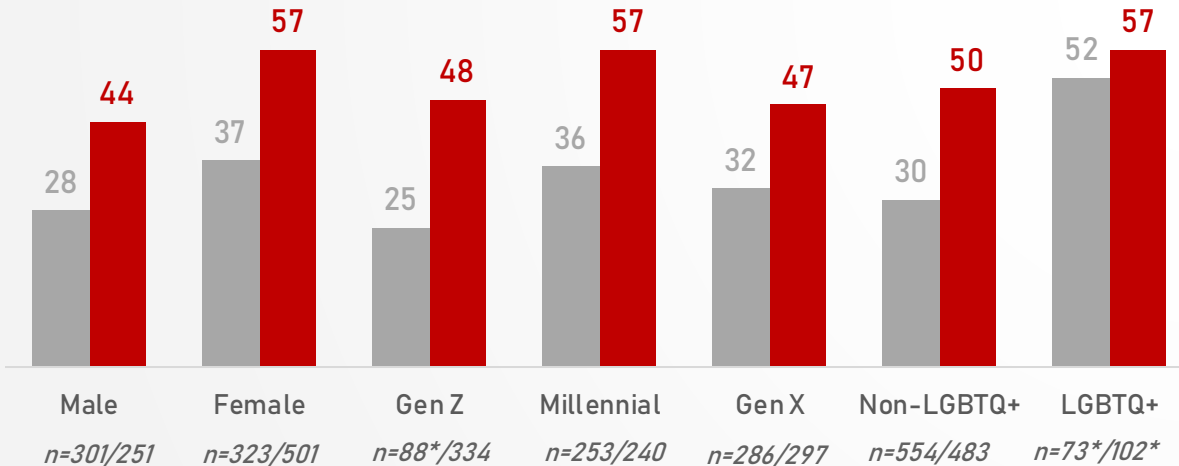
All audiences – across gender, generations, and sexual orientations – are using sex toys more over time and also becoming more open to the *idea* of buying one for themselves in the future.

Do you currently use any sex toys?

Yes

■ 2018

■ 2019

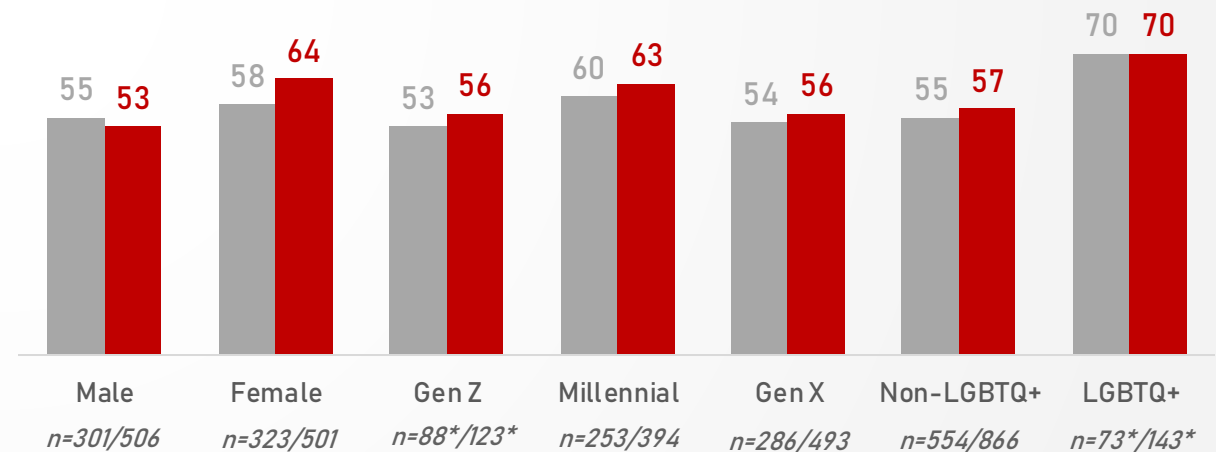


Are you open to the idea of buying a sex toy for yourself in the future?

Yes

■ 2018

■ 2019



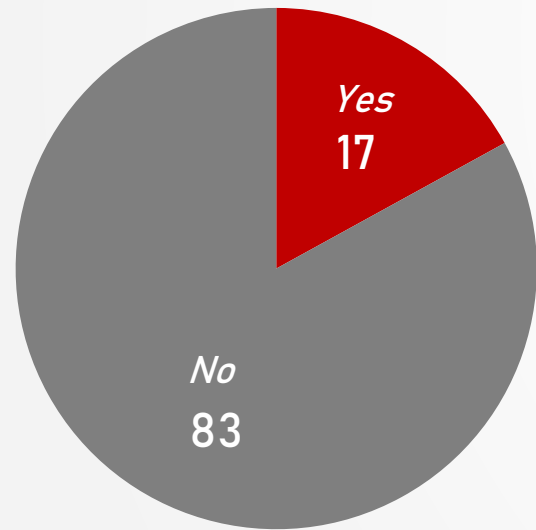
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Are Germans comfortable with sex toys?

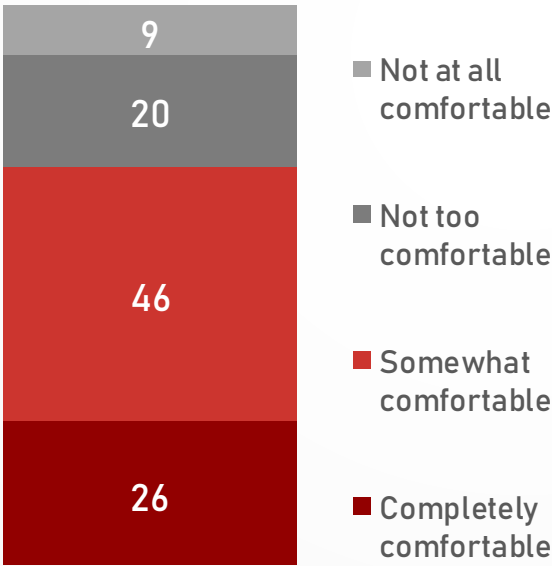
Those who currently use sex toys are generally unashamed of the fact – and quite comfortable talking about it. Those who don't use them believe they don't “need” one or are held back by some form of anxiety or shame.

Among those who sex toys –

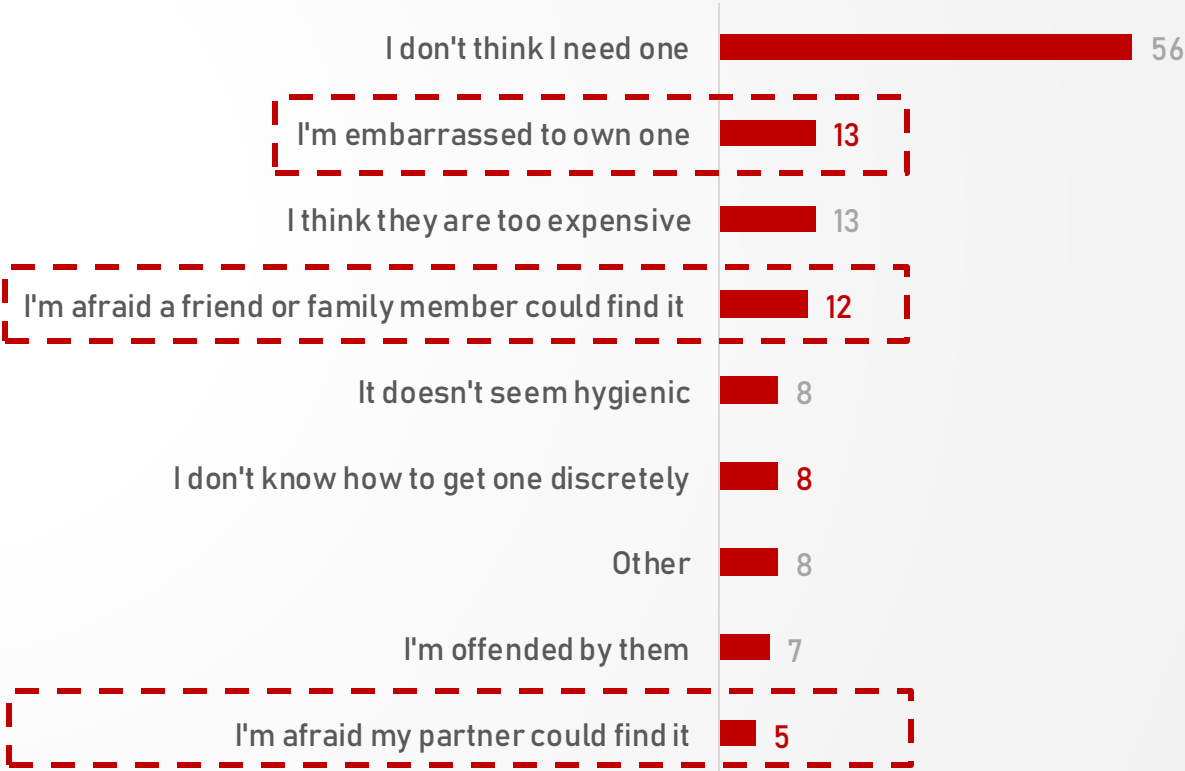
Q: Have you ever felt ashamed of using a sex toy?



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



Among those who do not use sex toys –



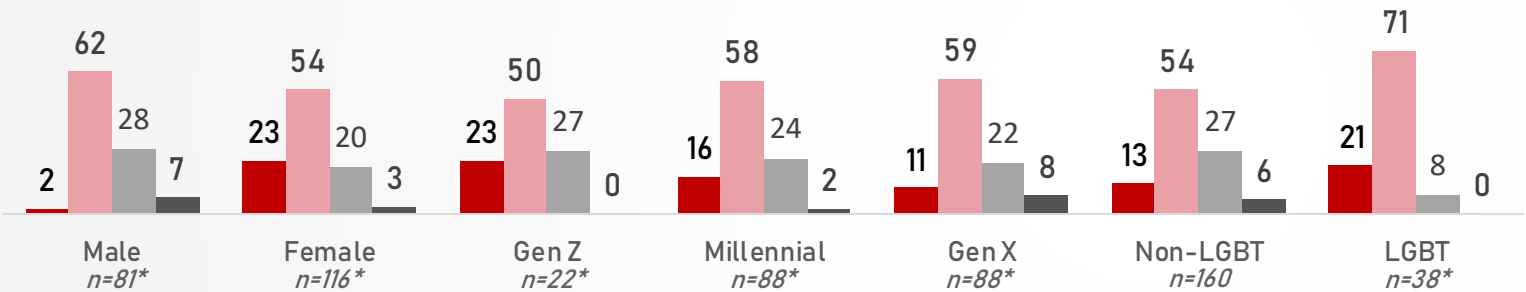
Is frequency of sex toy use on the rise?

Regular use of sex toys grew among all populations in 2019 in the context of masturbation, but fewer reported regularly using sex toys during sexual experiences with a partner in 2019.

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

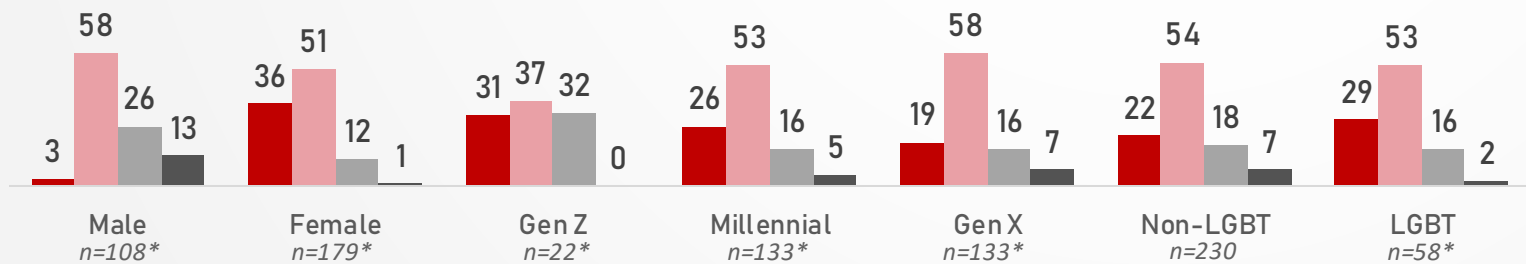
2018

Always Sometimes Not often Never



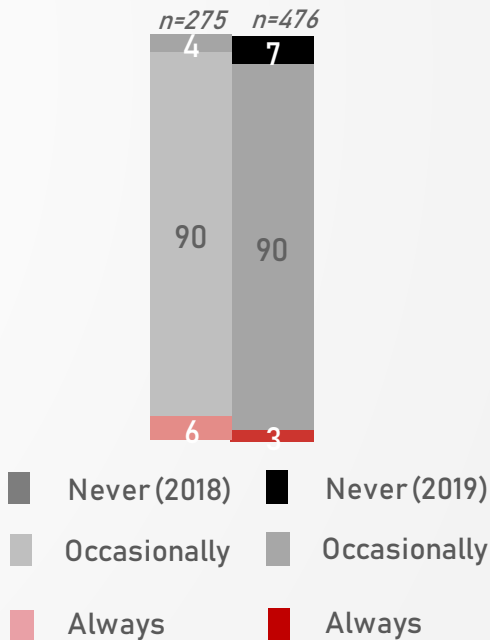
2019

Always Sometimes Not often Never



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 Germans becoming more comfortable gifting sex toys?

All German audiences are becoming more comfortable giving and receiving sex toys from a partner and from a female friend – however, discomfort persists in giving/receiving with a close male friend.

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	Non-LGBTQ+	LGBTQ+
A close male friend	37	23	34	34	24	27	48
A close female friend	48	38	50	49	35	42	53
Your partner	75	70	72	76	70	71	82

2019	Male	Female	Gen Z	Millennial	Gen X	Non-LGBTQ+	LGBTQ+
A close male friend	39	32	33	40	33	34	46
A close female friend	52	45	62	51	43	48	55
Your partner	73	74	78	77	70	73	76

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	Non-LGBTQ+	LGBTQ+
A close male friend	34	21	28	32	23	26	37
A close female friend	41	34	43	47	27	37	42
Your partner	66	62	56	70	62	64	68

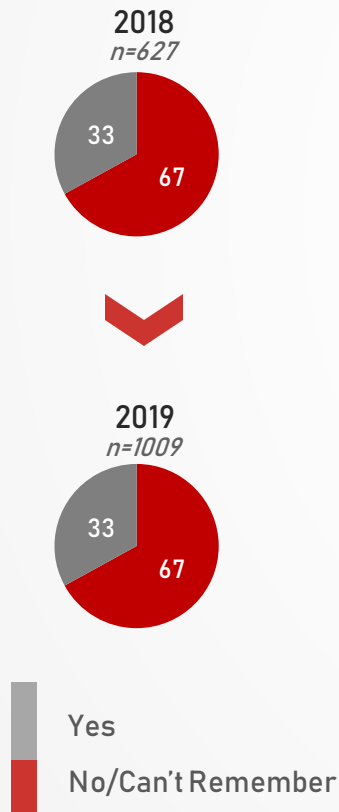
2019	Male	Female	Gen Z	Millennial	Gen X	Non-LGBTQ+	LGBTQ+
A close male friend	36	30	38	37	29	31	45
A close female friend	43	39	46	47	36	40	48
Your partner	68	64	67	71	61	65	68

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

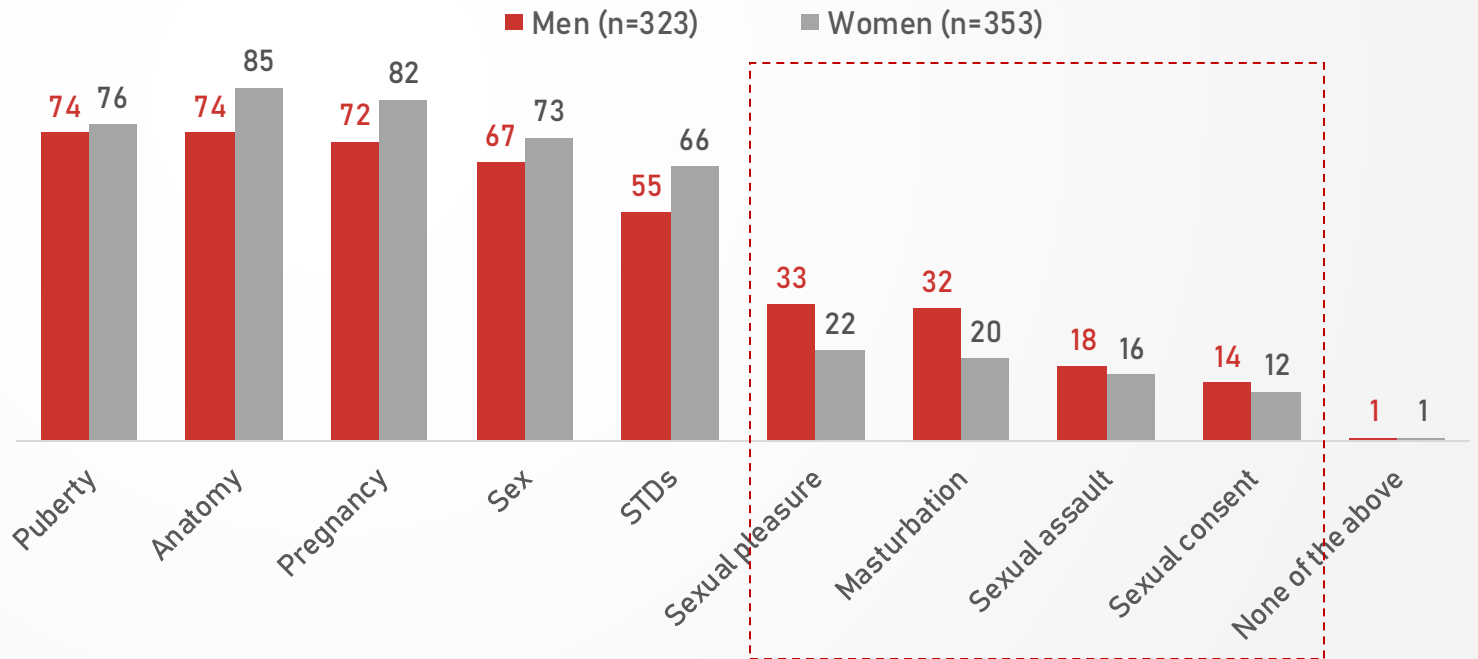
Do Germans learn about self- and sexual pleasure in sex education?

Among the two-thirds of Germans who have received sexual education, very few received education on topics such as self-pleasure, sexual pleasure, or consent and assault.

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



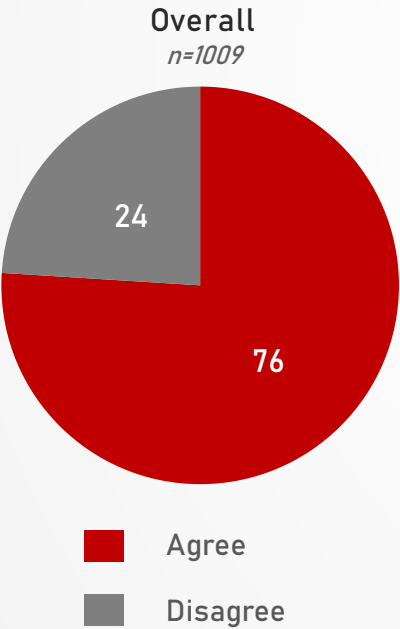
Which of the following topics were covered as part of your sex education program?



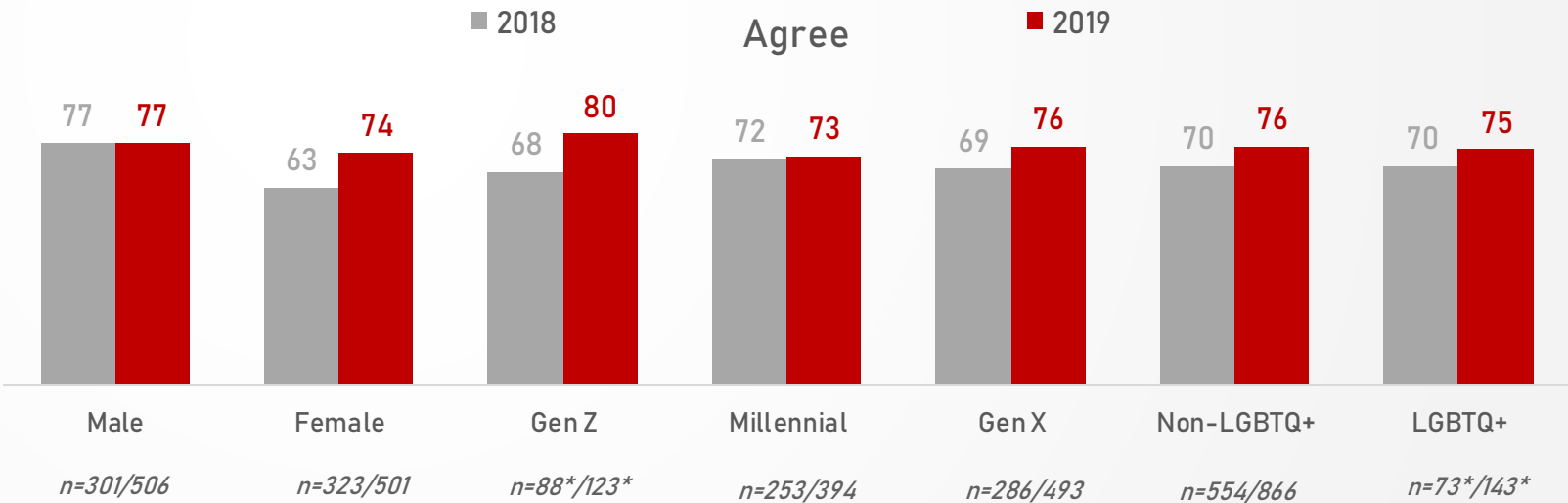
Do Germans support learning about masturbation in sex education?

Three-quarters of Germans believe sex education in schools should cover masturbation, with support growing over time.

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



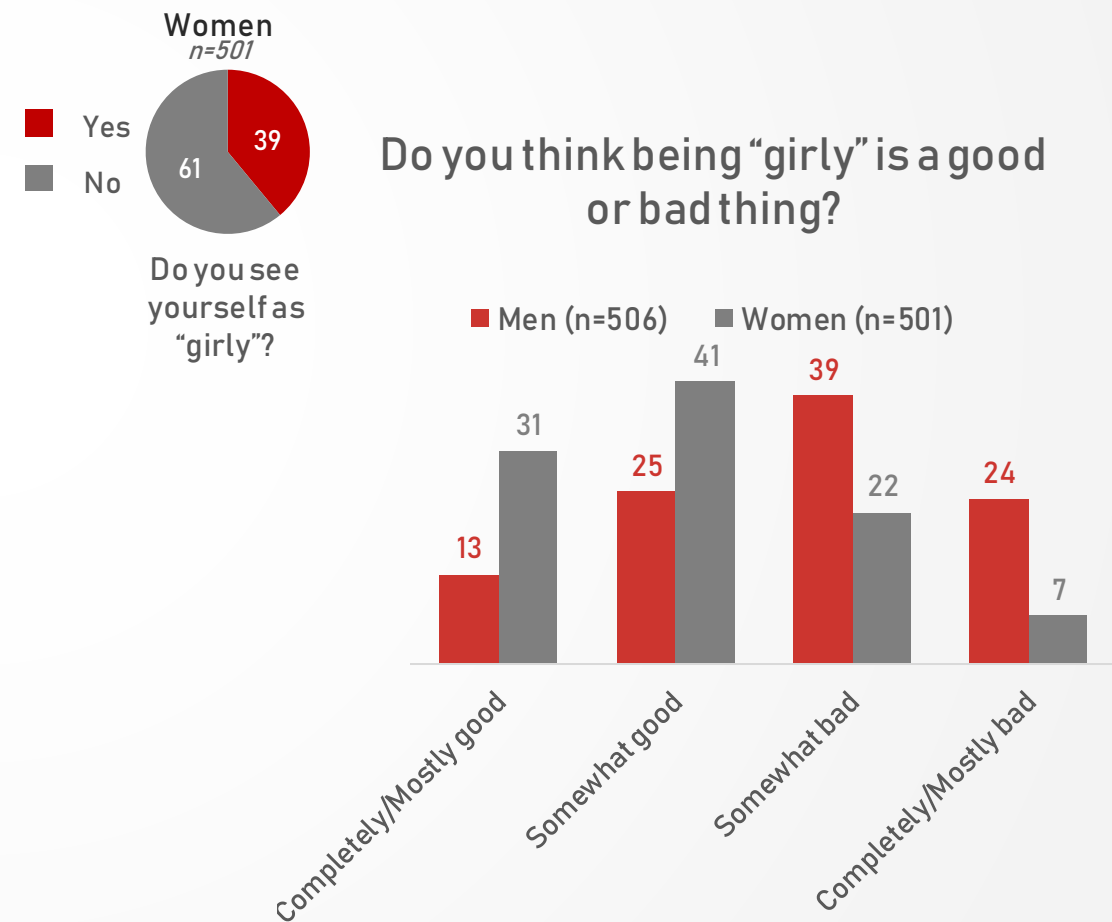
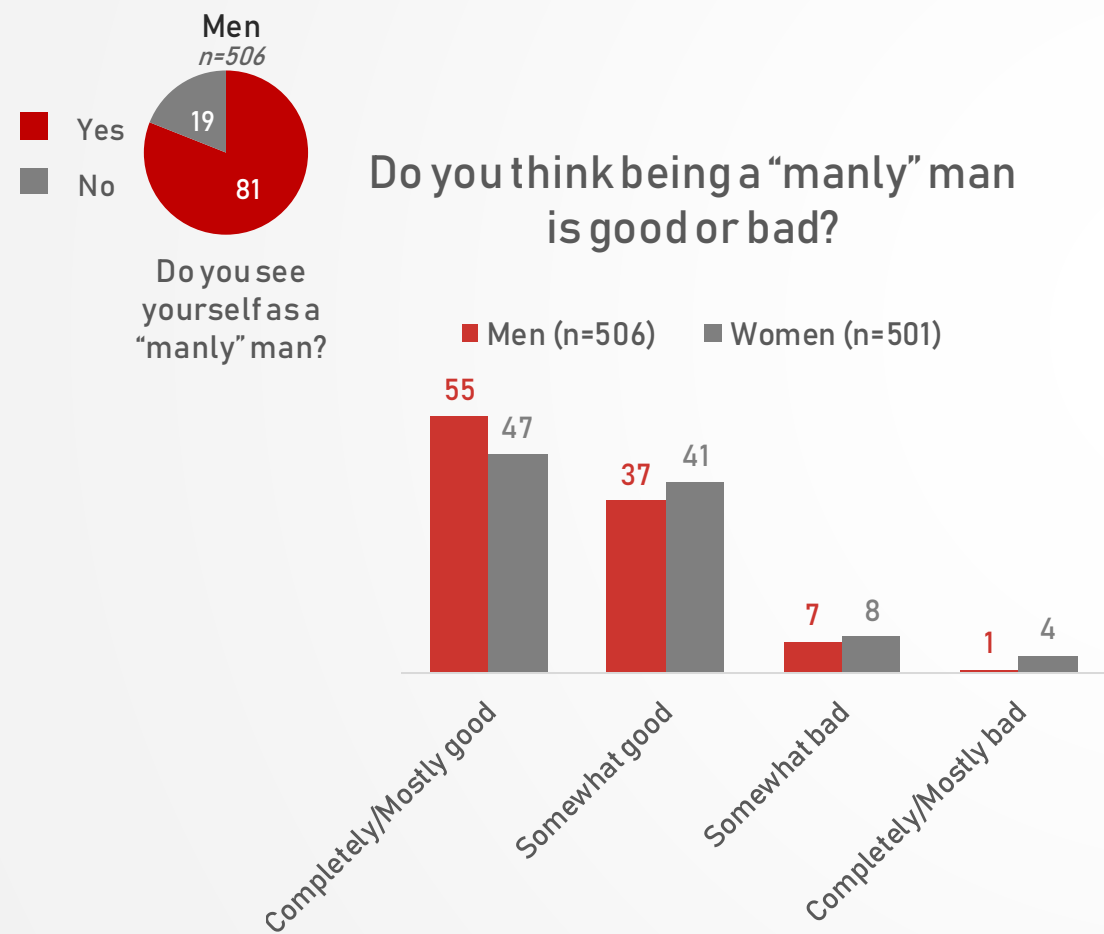
Do you agree or disagree that sex education programs should cover masturbation as a topic for children and teenagers?



Gender Identity and Labels

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

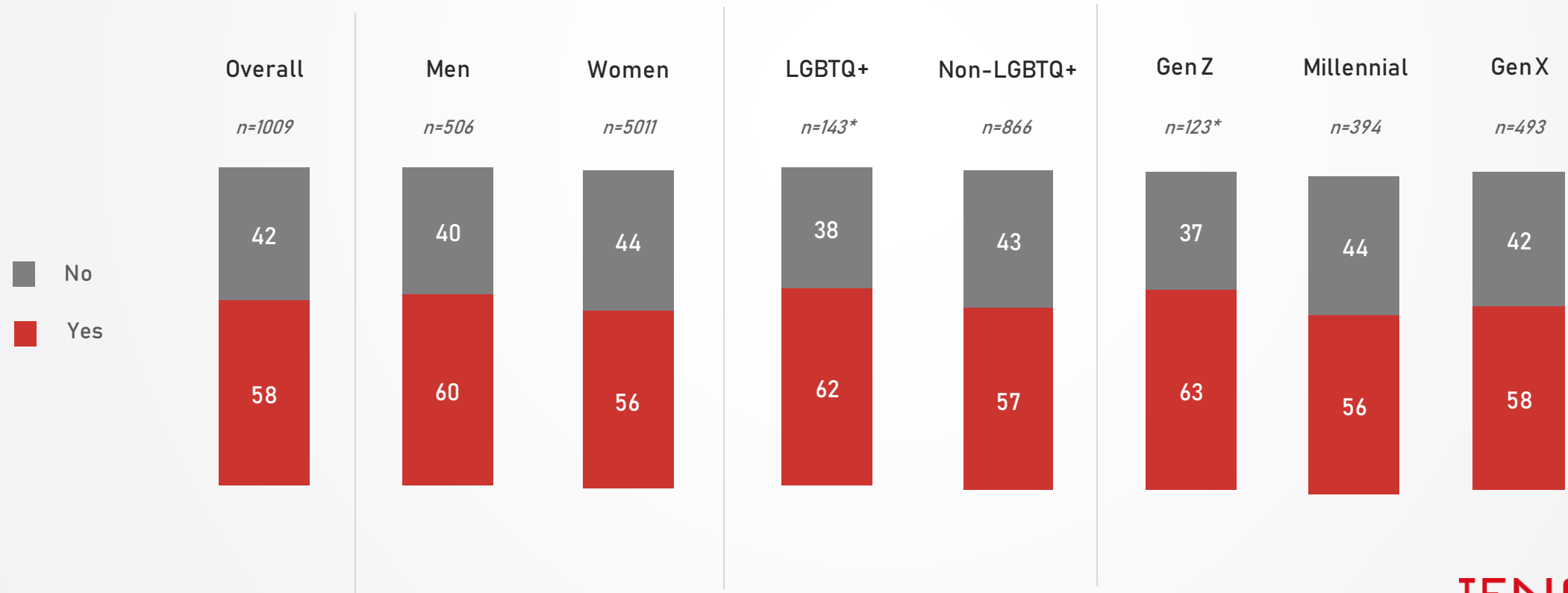
Men are more likely to see themselves as “manly,” whereas most women do not see themselves as “girly.” However, women tend to view being “manly” and “girly” more positively than men do.



Are these labels outdated?

Most Germans believe that the labels of “manly” and “girly” are outdated. Gen Z and people who identify as LGBTQ+ believe this especially.

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



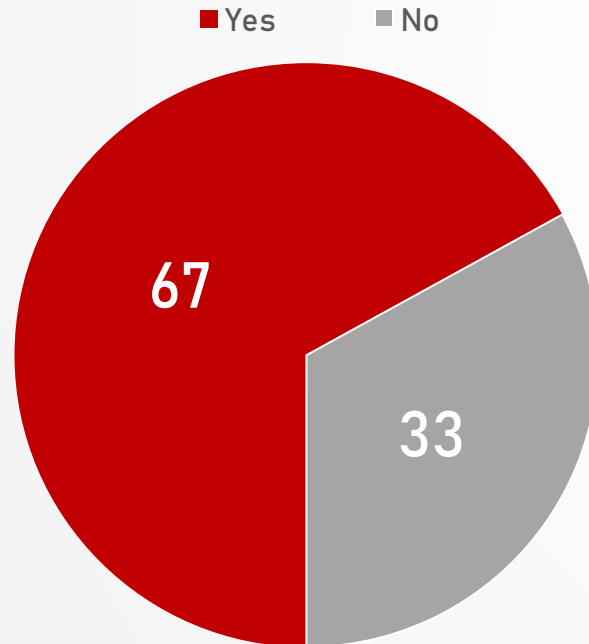
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

How do these labels affect men's identities?

Two-thirds of German men have felt pressure to behave “like a man”. Those men who don’t see themselves as “manly” said this because they find the label cliché or they don’t fit traditionally “manly” traits, such as strength and stature, whereas men who do see themselves as “manly” believe their stature and hobbies reinforce their masculinity.

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

n=506



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

“I’m weak and small.”

- Male, 51

“Because I’m relatively shy and reserved.”

- Male, 46

“Because it’s a cliché.”

- Male, 34

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

“I’m confident.”

- Male, 53

“I do not see myself as a wimp and I enjoy the attention of women.”

- Male, 25

“I’m tall and I have a lot of hair on my body.”

- Male, 30

“Because I’m doing things that men do.”

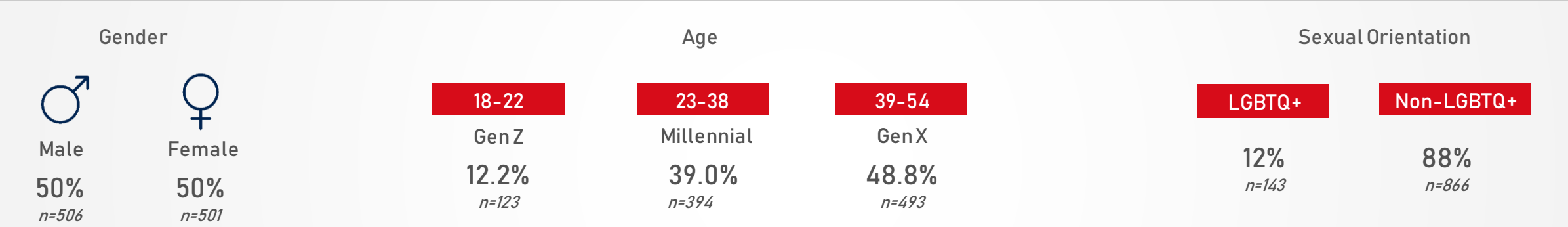
- Male, 49

Survey Methodology

How the study on conducted

As part of the global study, PSB Research interviewed N=1009 Germans aged 18-54 in order to understand Germans' health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

Key Audiences



Sample

The sample was proportionally balanced to current German population statistics on age and gender.

- Males and Females 18-54
- Males: 50% of survey (n=506)
- Females: 50% of survey (n=501)
- Other: 0% of survey (n=2)

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%