

TENGA

2019 Self-Pleasure Report

How Spain Masturbates 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 the Spain 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 TENGAPressES@bcw-global.com with questions and media inquiries.

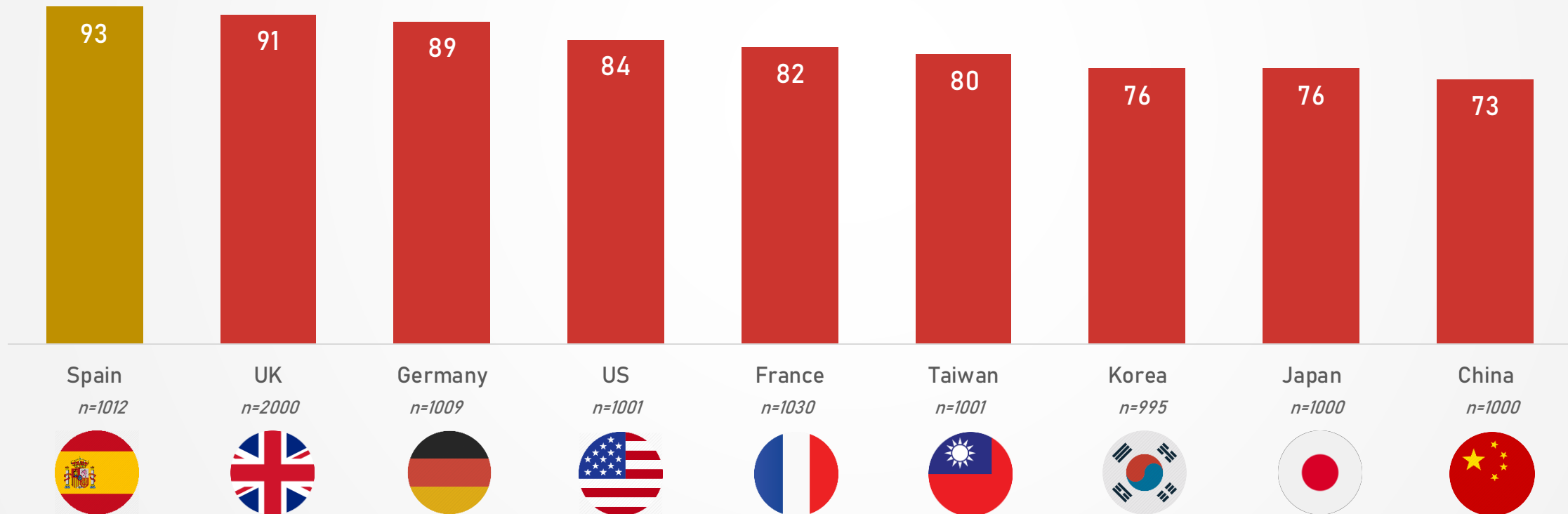
The State of Masturbation in Spain

Which country surveyed masturbates the most?

Spanish people masturbate the most out of any country surveyed. A strong majority – 93% – of men and women in Spain have masturbated.

Q: Have you ever masturbated?

Among All Markets, Showing % Yes



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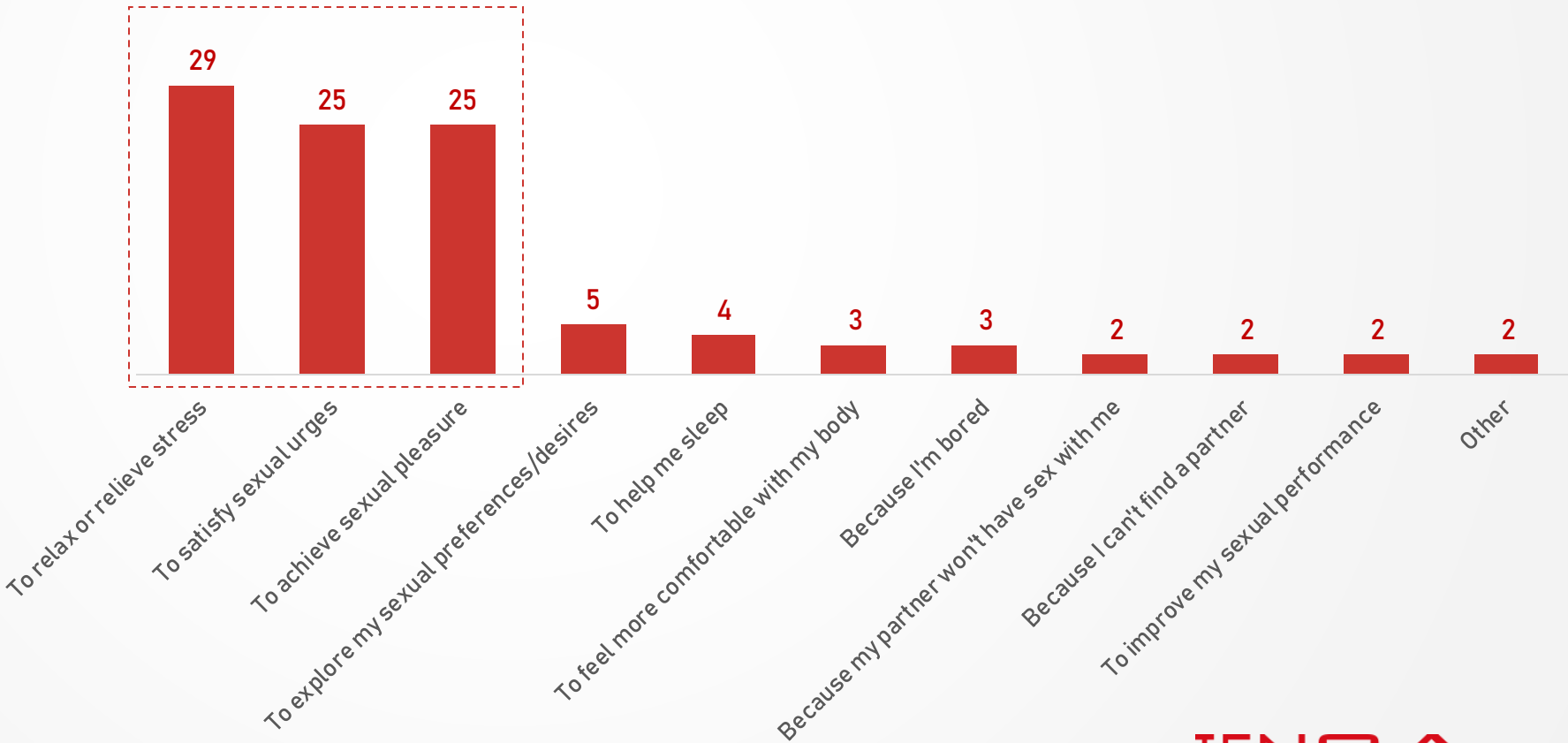
Why do Spanish people masturbate?

Most Spaniards masturbate to relax, to satisfy sexual urges, and to achieve sexual pleasure. 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=940)

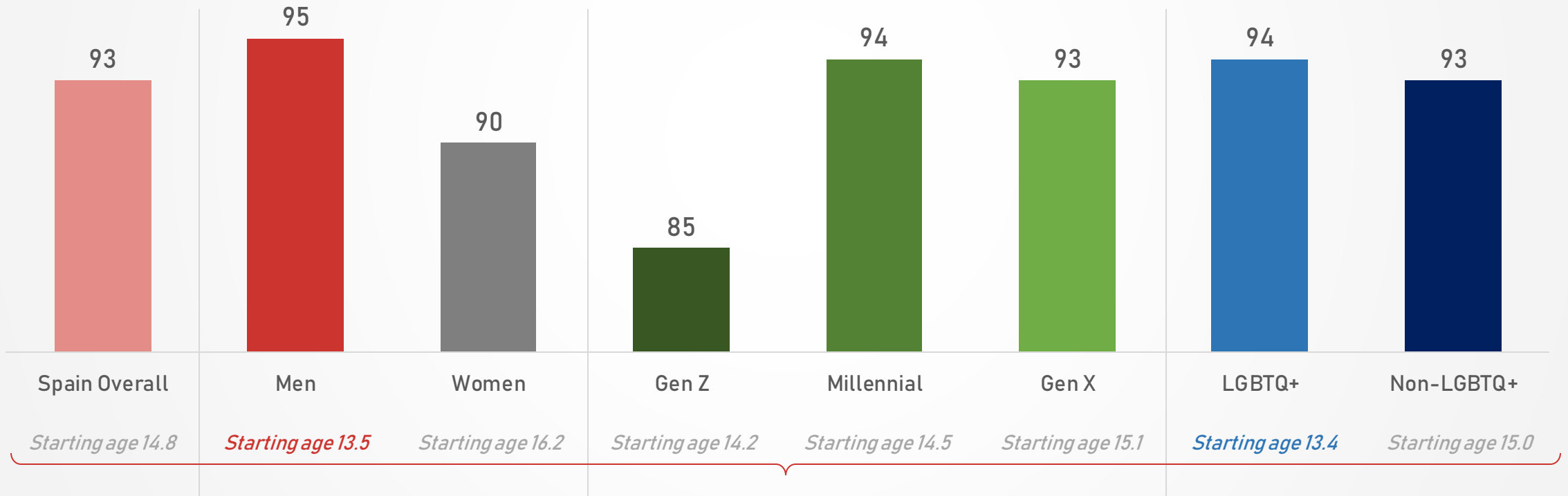


Who masturbates most, and when did they first start?

Spanish men, Millennials and LGBTQ+ individuals are more likely than other group to masturbate. Men and LGBTQ+ people tend to start younger – around 13 years old on average.

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

Among Spain Overall, Showing % Yes



Q: How old were you the first time you masturbated?

Among those who have masturbated, Showing average response per audience

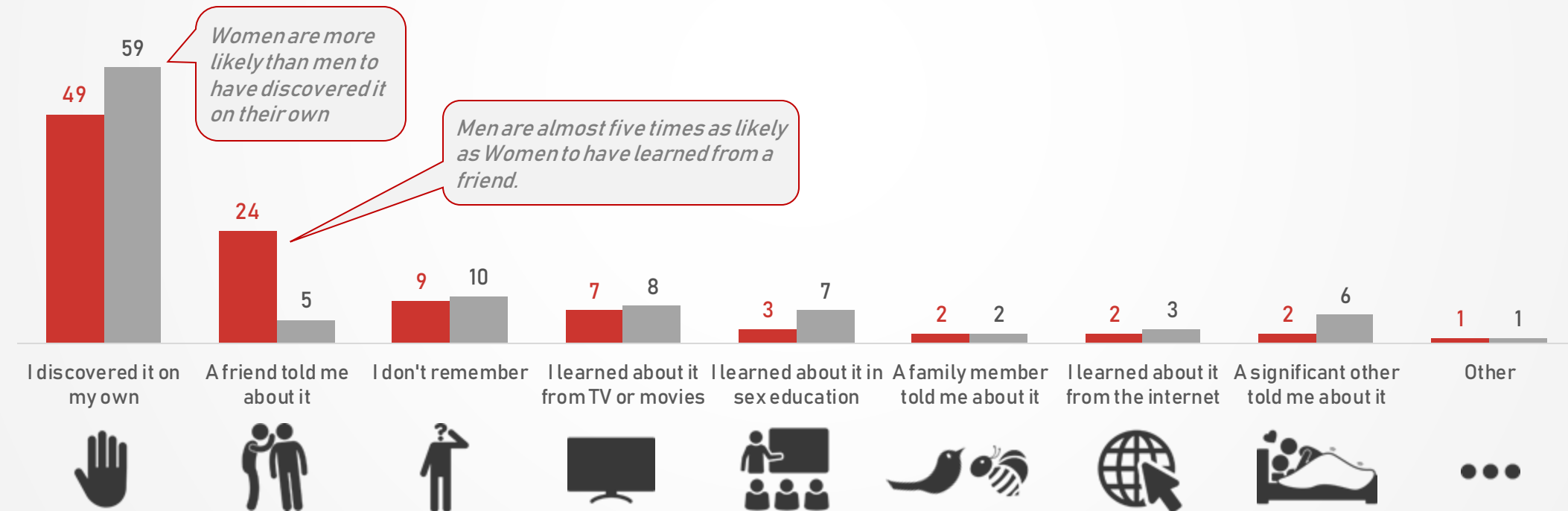
How did the Spanish first discover masturbation?

Most recall discovering it on their own, although women are more likely to have discovered it themselves. On the other hand, men are five times more likely to have learned about masturbation from a friend.

Q: How did you first discover masturbation?

Among those who have masturbated

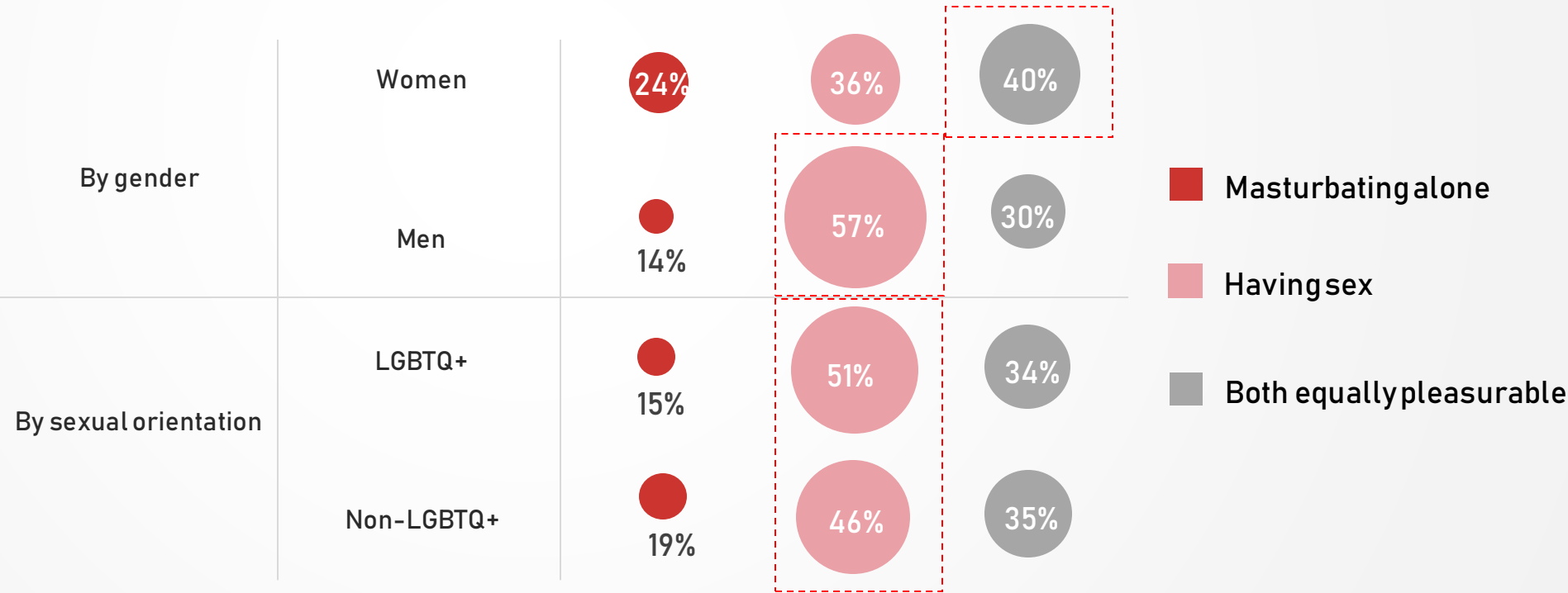
■ Men (n=489) ■ Women (n=449)



What's better: sex or masturbation?

Women tend to find masturbating alone and sex equally pleasurable, compared to men, LGBTQ+ and non-LGBTQ+ individuals who find sex much more pleasurable.

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



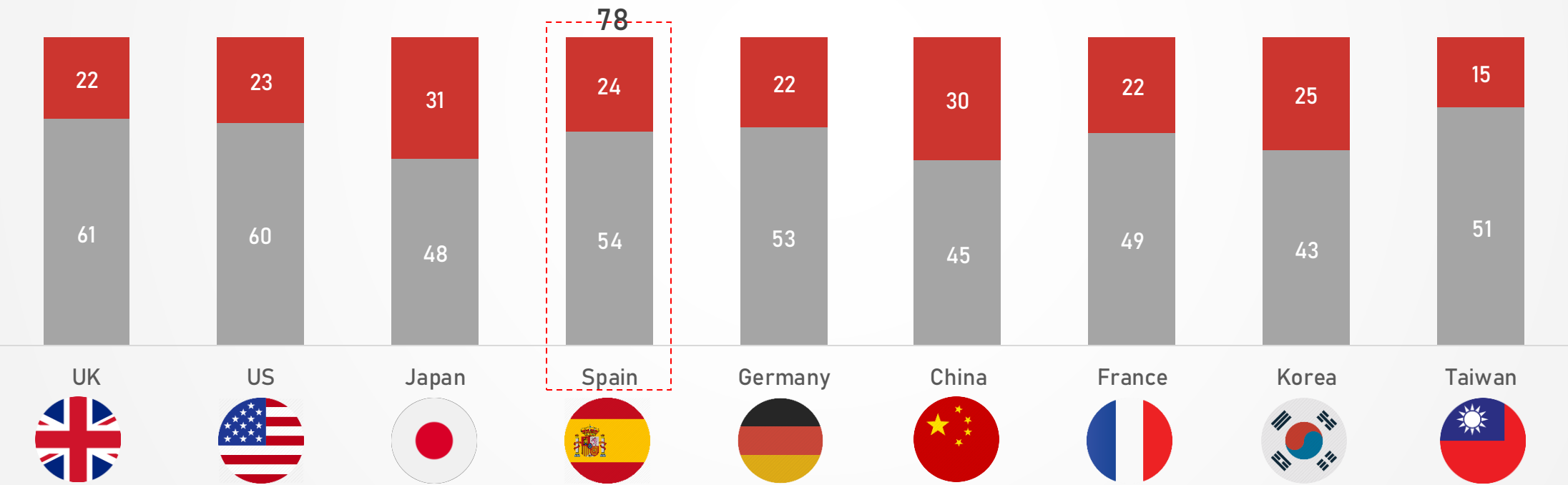
How often do people around the world masturbate?

78% of the Spanish who masturbate do it at least a few times a month – and over half do it at least weekly, which is among the most frequent masturbation among any country surveyed.

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



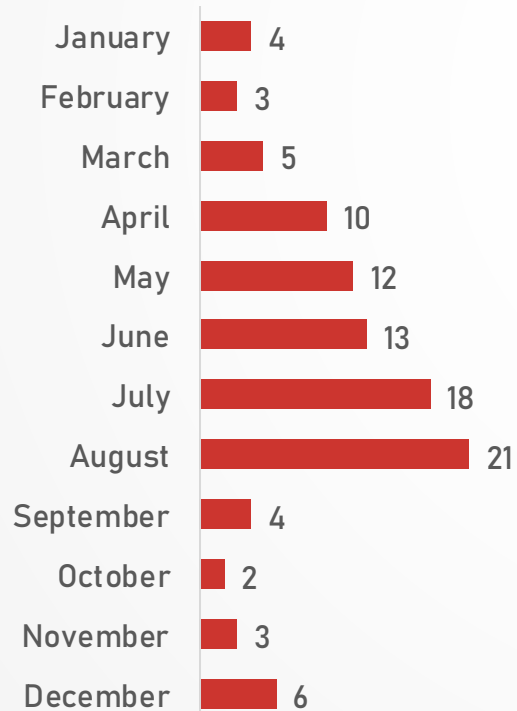
The *Nuts* + Bolts of How We Masturbate

When and where are Spaniards horniest?

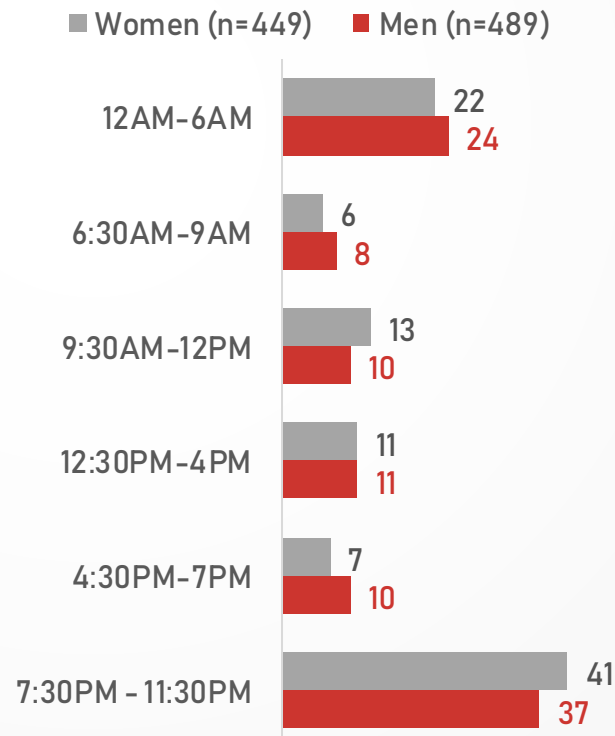
The Spanish tend to be horniest in the month of August, touch themselves most between 7:30 – 11:30 p.m. and, normally take to their bedrooms or bathrooms to do it, though some have done it in their cars, kitchens, and at work.



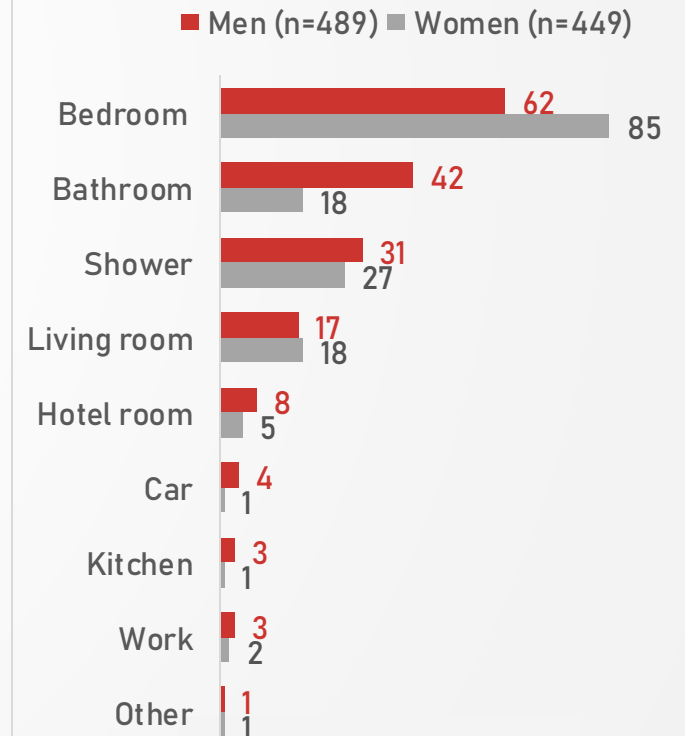
Q: What month of the year do you tend to feel the horniest?



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



Q: Where do you normally masturbate?

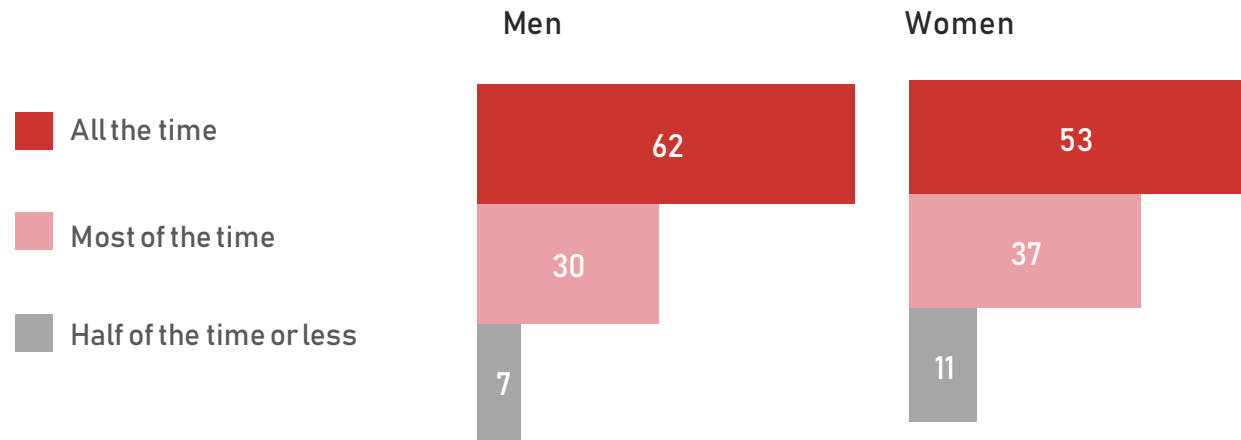


How often do the Spanish orgasm?

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?

33% of men and 26% of women have masturbated in a “weird” way – using odd objects and in odd places.
22% of men and 16% 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

“With a pineapple.”
- Male, 32

“With a pen.”
- Female, 34

“Using a carrot.”
- Female, 40

“With a cardboard toilet paper roll.” - Male, 33

“While my hands were numb.”
- Male, 33

“While I’m on a bus.”
- Male, 41

Q: What memorable mishap or misadventure have you experienced while masturbating?
Among those who have had one

“I accidentally scratched my genitals.”
- Female, 20

“I started to bleed.”
- Female, 28

“My mother caught me.”
- Female, 22

“My father entered my room while I was masturbating.”
- Male, 25

“Someone came into the room when I was very close to orgasm.”
- Male, 24

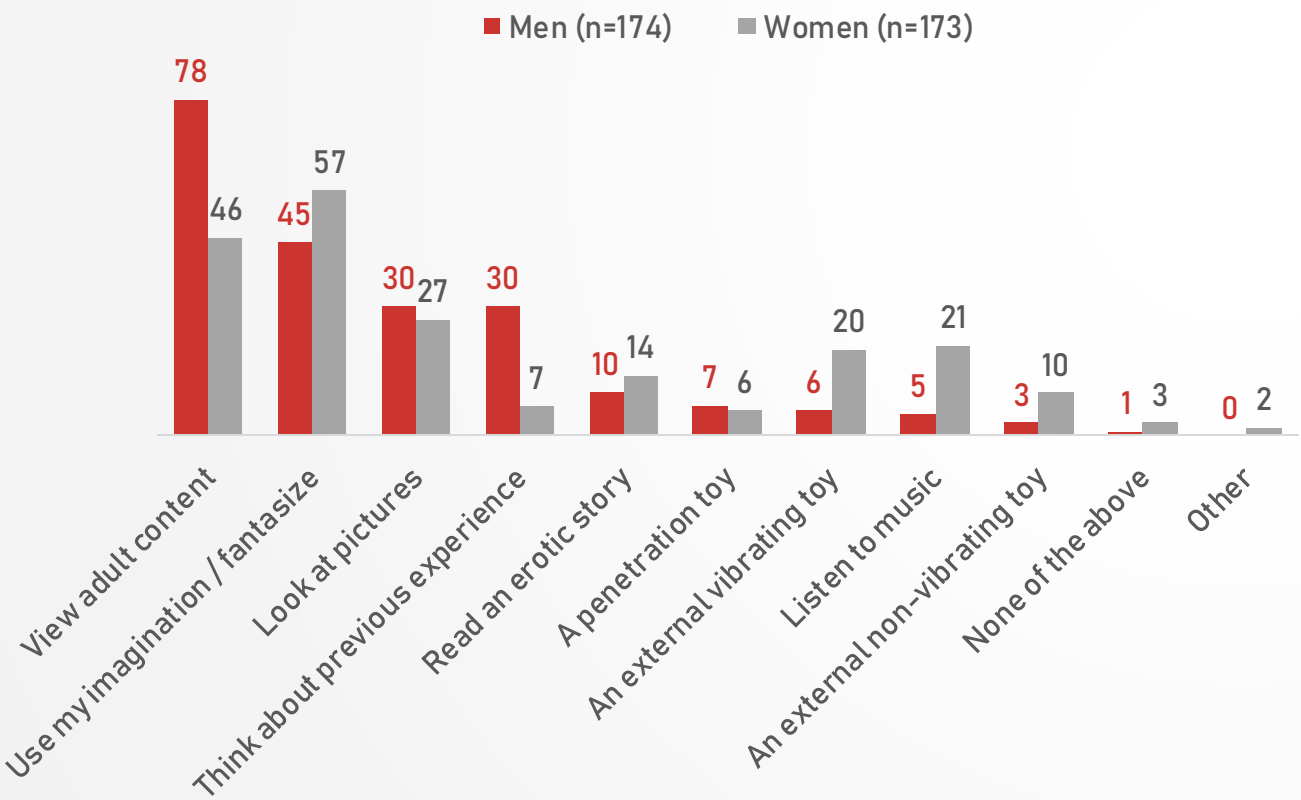
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What do the Spanish do and think about while masturbating?

Among the 63% of Spaniards who have regular masturbation routines, men tend to watch porn, and women prefer to use their imaginations. 25% think about previous partners while masturbating.

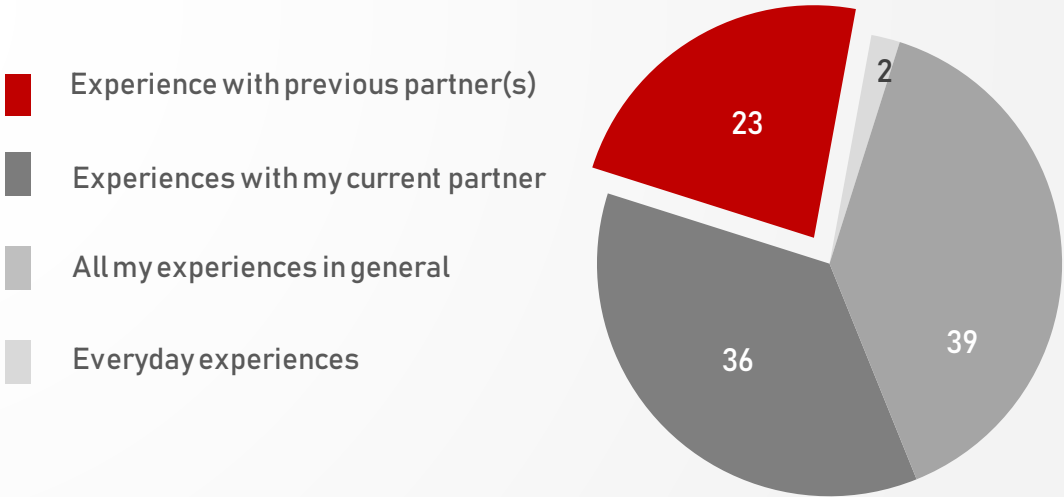
Q: What do you do/use during your routine?

Among those who have a regular masturbation routine



Q: What experiences do you think about when masturbating?

Among Spaniards who think about previous experiences when masturbating

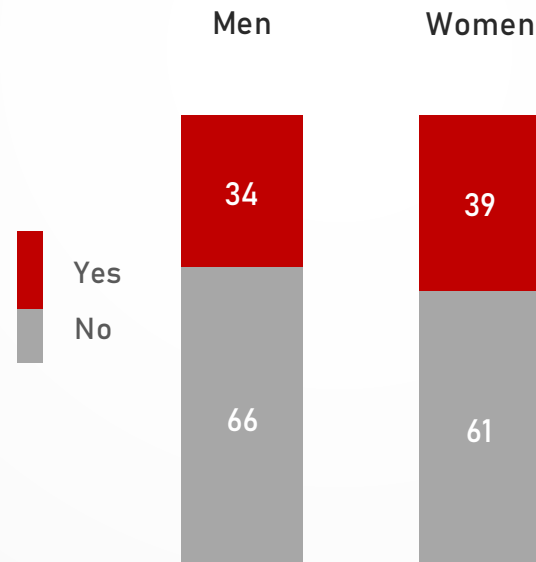


What lies have Spaniards told about masturbation?

One-third of Spanish adults 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

"About the number of times I masturbated."
- Male, 28

"About the frequency."
- Male, 36

"On the number of times."
- Female, 28

"I said that I have never masturbated."
- Female, 39

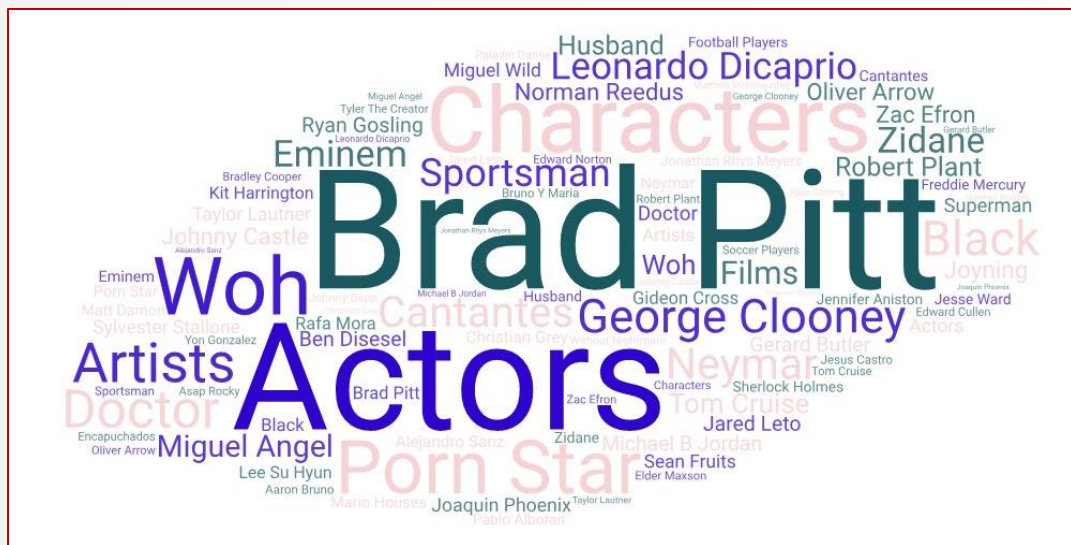
"Videos I watched while masturbating."
- Female, 53

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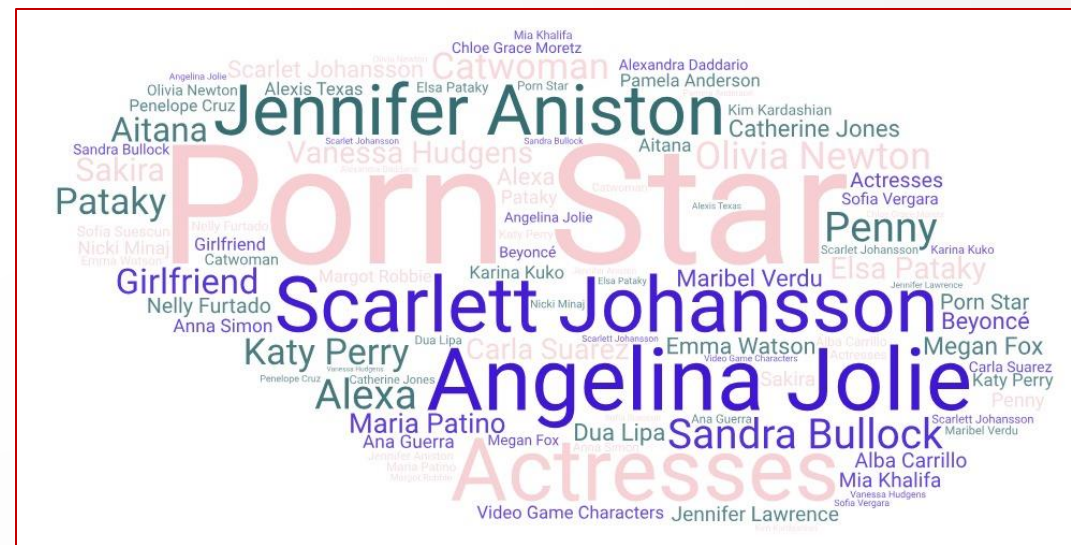
What celebrities do we fantasize about most?

In Spain, people attracted to men often fantasize about Brad Pitt, George Clooney, and Spanish athletes and porn stars. Those attracted to women fantasize about Scarlett Johansson, Angelina Jolie, Jennifer Aniston and female porn stars.

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



Attracted to men



Attracted to women

Men enjoy listening to jazz, Madonna, Bad Bunny, and rap while having sex. Women prefer to listen to Queen, The Weeknd, and rock music.

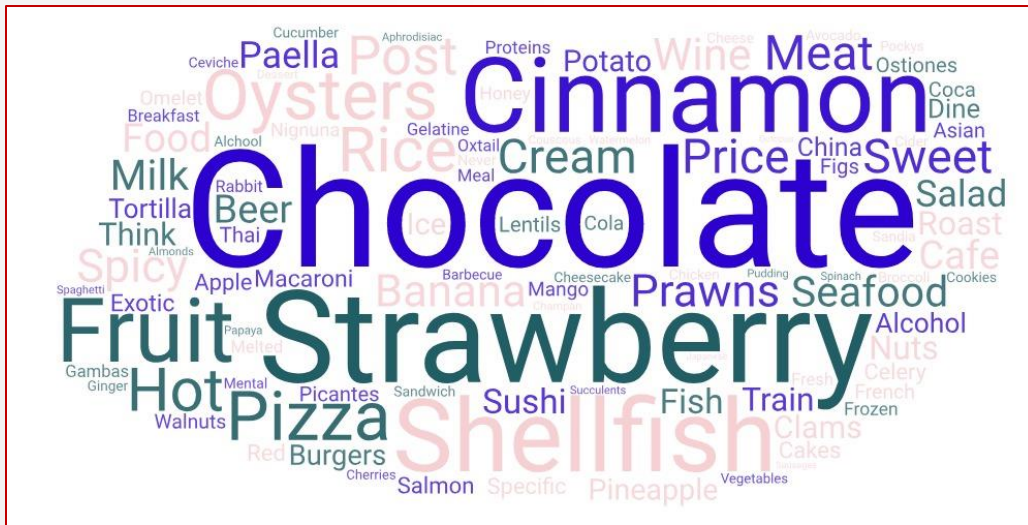
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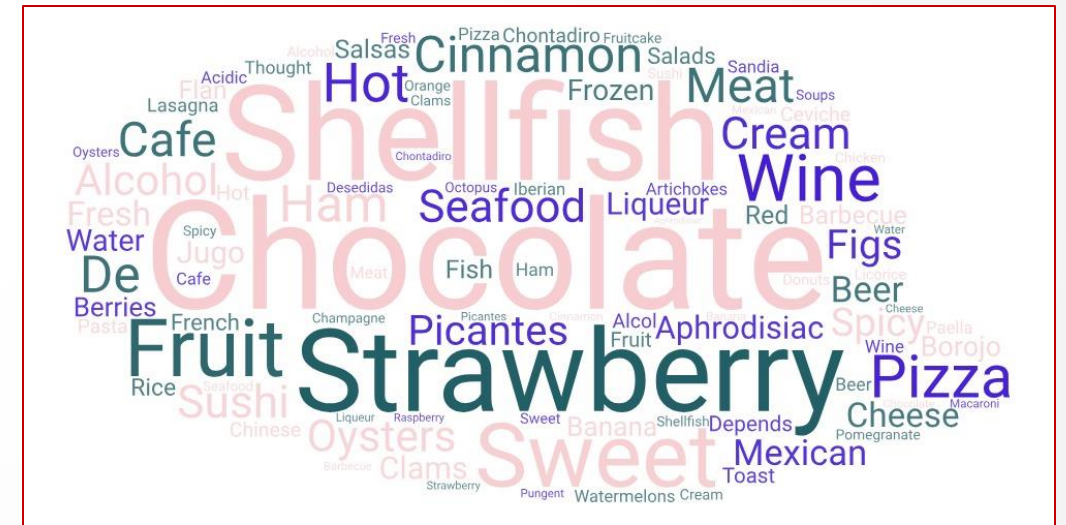
What are our favorite aphrodisiacs?

Chocolate makes both Spanish men and women horniest. Other common answers included: strawberries, shellfish, and cinnamon, among others.

Which foods spark your libido the most?



Men

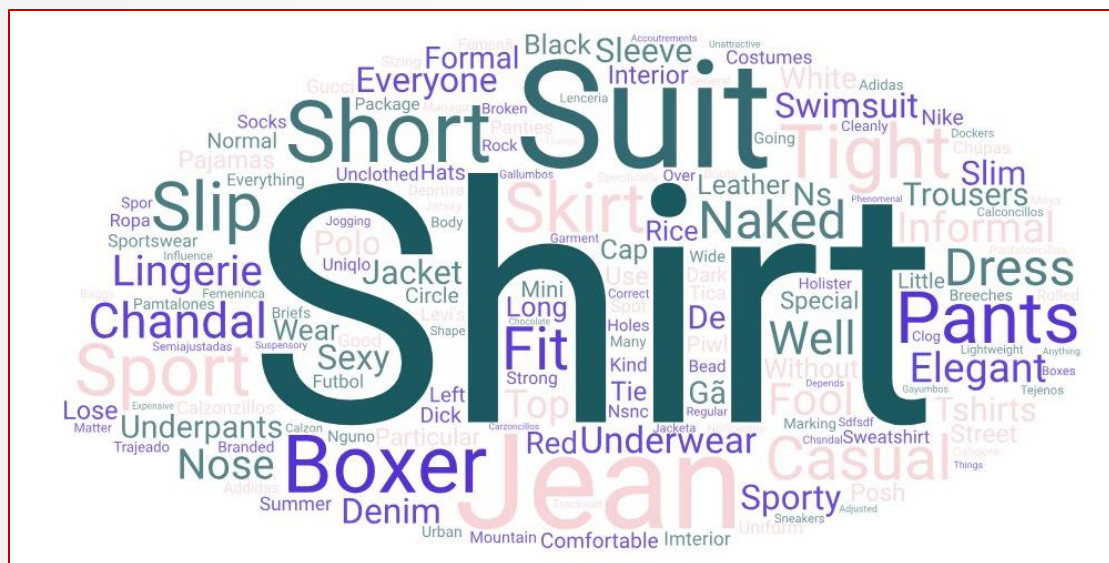


Women

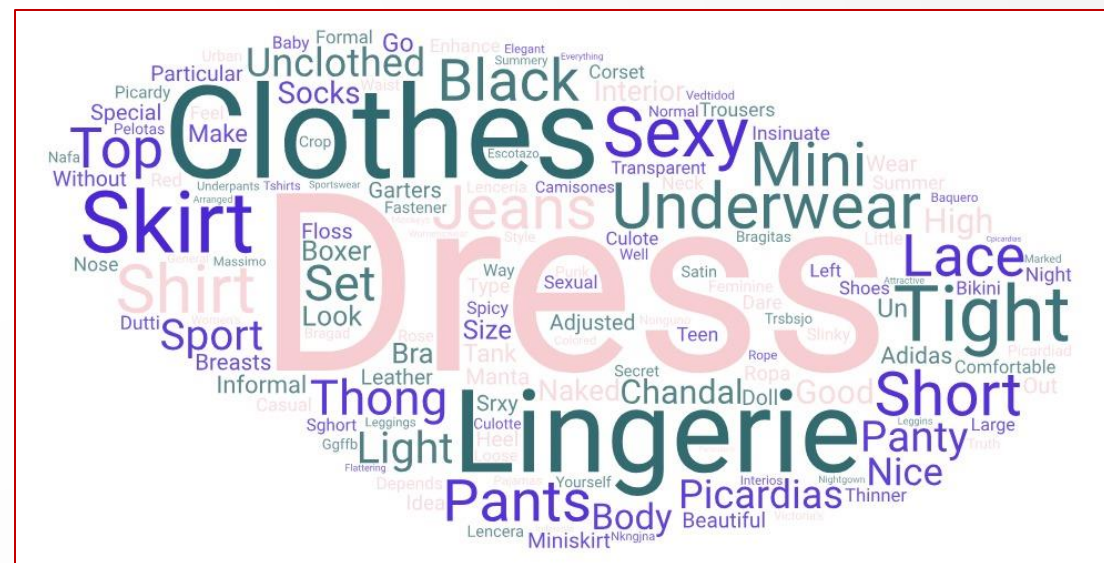
What clothes make us feel sexiest?

Spanish men say shirts, suits, and jeans make them feel sexiest. Women say dresses, lingerie, and skirts make them feel sexiest.

Which article or type of clothing do you feel sexiest while wearing?



Men



Women

Masturbation: The Key to Wellbeing

Is masturbation the new self-care?

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

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

72%
of Spain
says ‘yes’

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

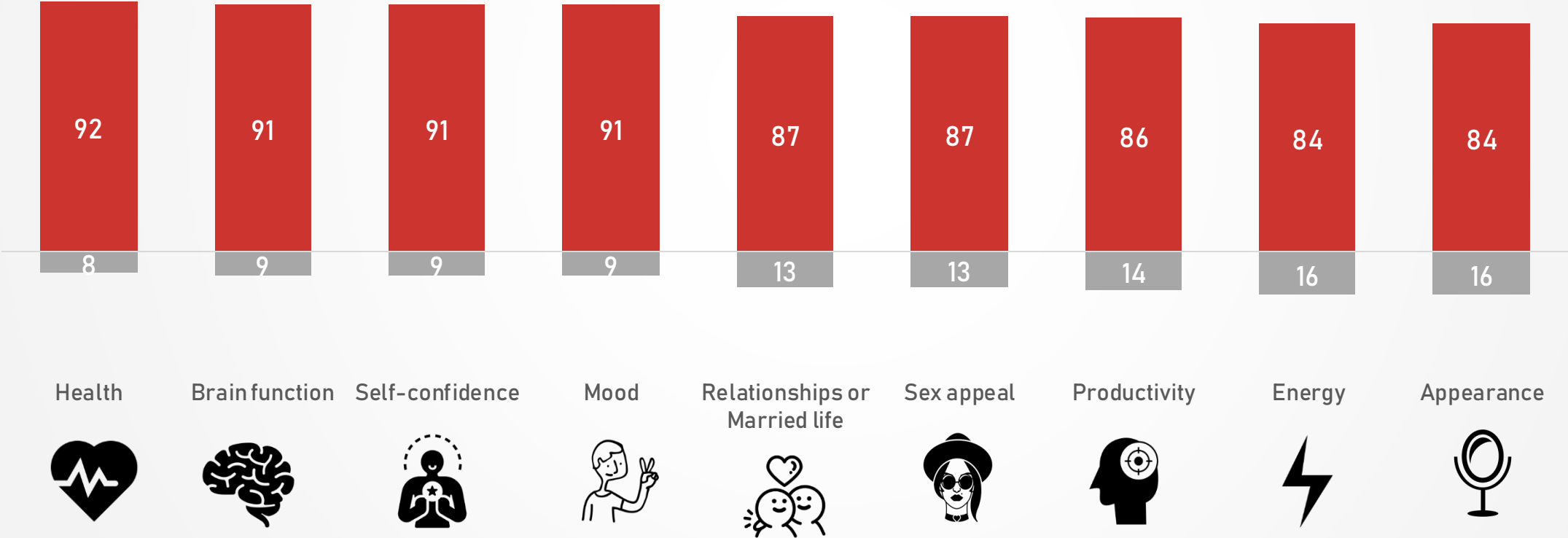
54%
of Spaniards who
masturbate weekly
say ‘yes’

How does masturbation affect wellbeing?

Nearly 80-90% of Spaniards find masturbation to have a positive effect across most aspects of their lives, including their health, mood, 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



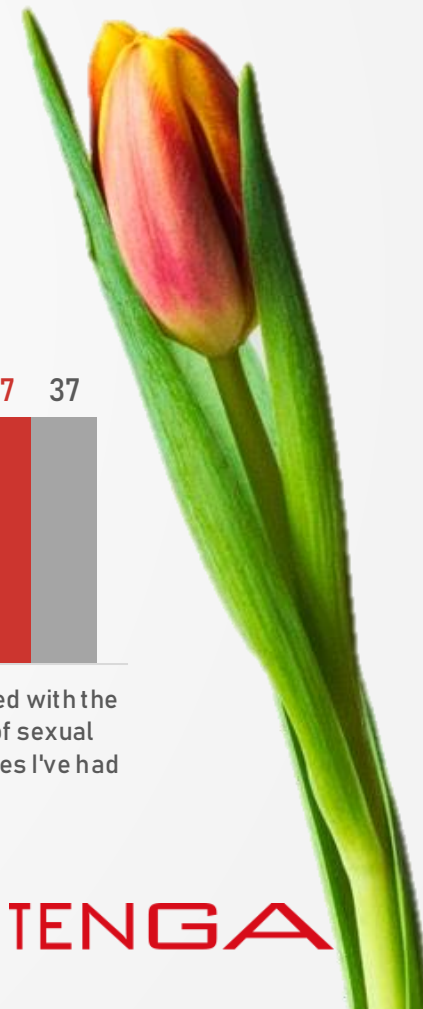
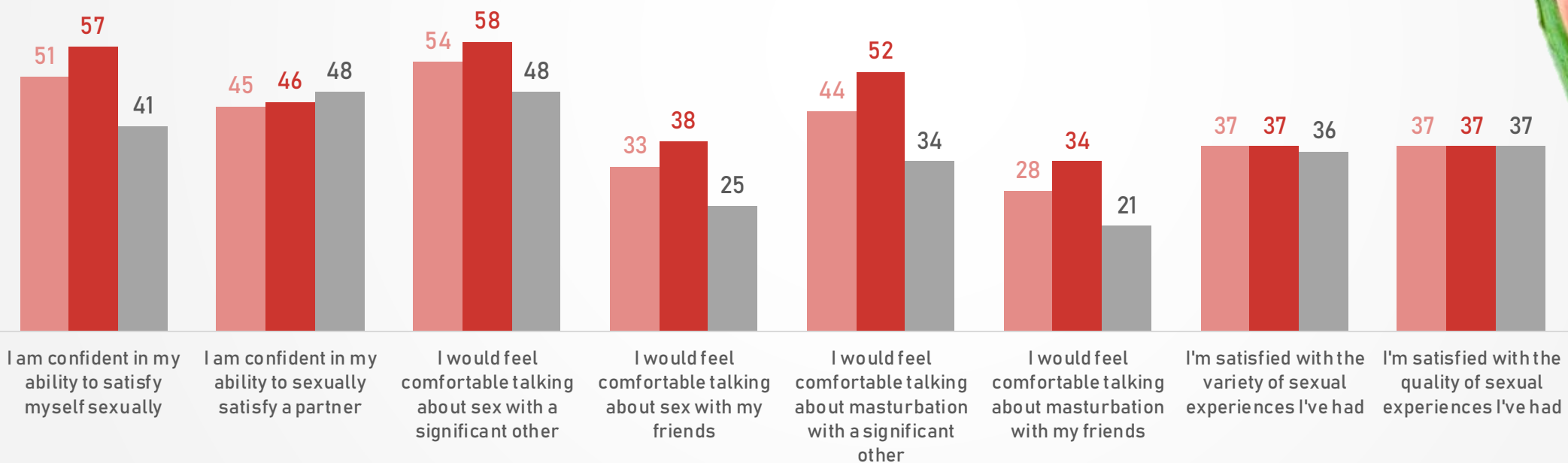
How does masturbation impact confidence and sexual satisfaction?

Compared to Spaniards 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

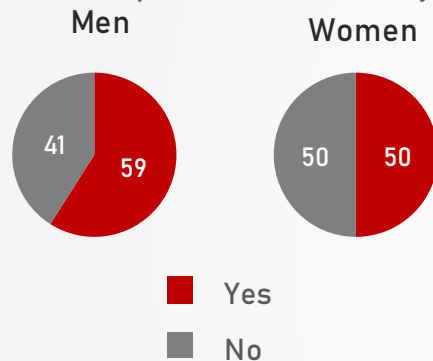
Spain Overall Those who masturbate once a week Those who don't masturbate regularly



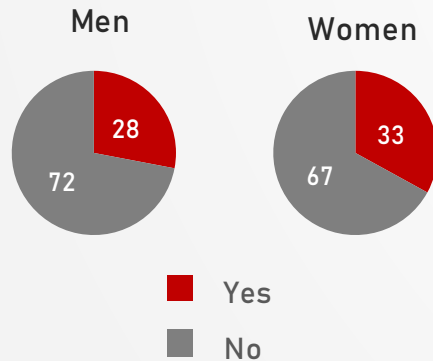
Do the Spanish feel pressure to “perform” sexually?

Most Spanish men and women have felt pressure to “perform” sexually. While women feel more pressure to please their partner or to engage in a position, men feel pressured to delay orgasm, get or stay aroused, and to help their partner orgasm.

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

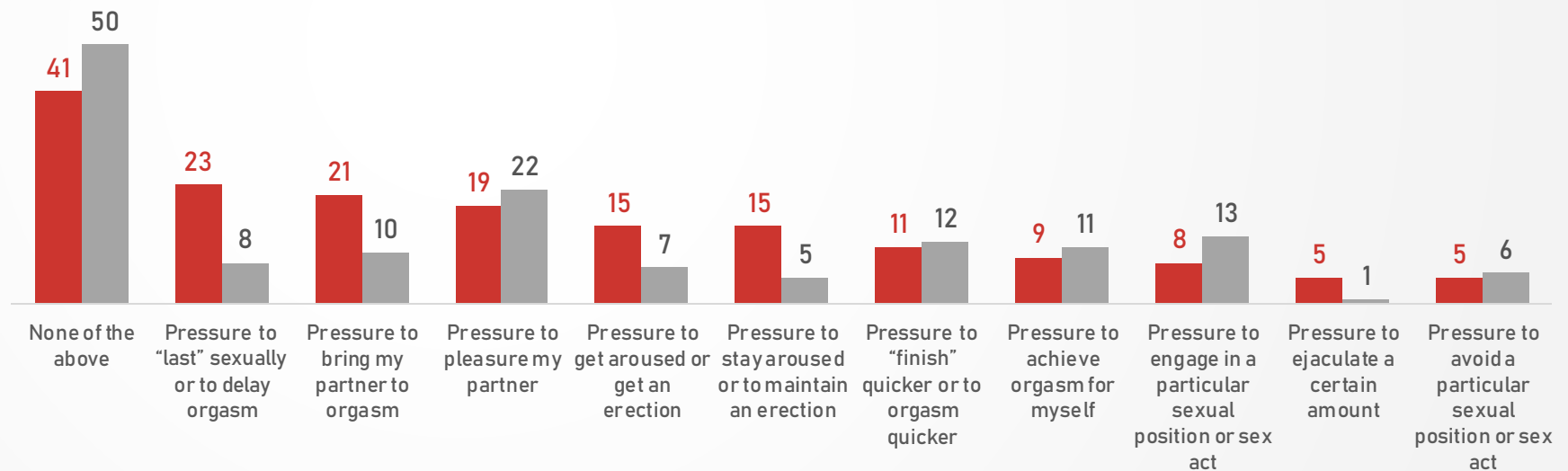


Have you ever felt pressured to feel pleasure during sex?



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

■ Men (n=478) ■ Women (n=479)












Sex Toys: The Secret to More Pleasure & Satisfaction

How pleasurable is sex and masturbation, really?

Spaniards find masturbating to be one of the most pleasurable activities they can do – above laughing, taking hot showers, eating a delicious meal, and being in a beautiful place.

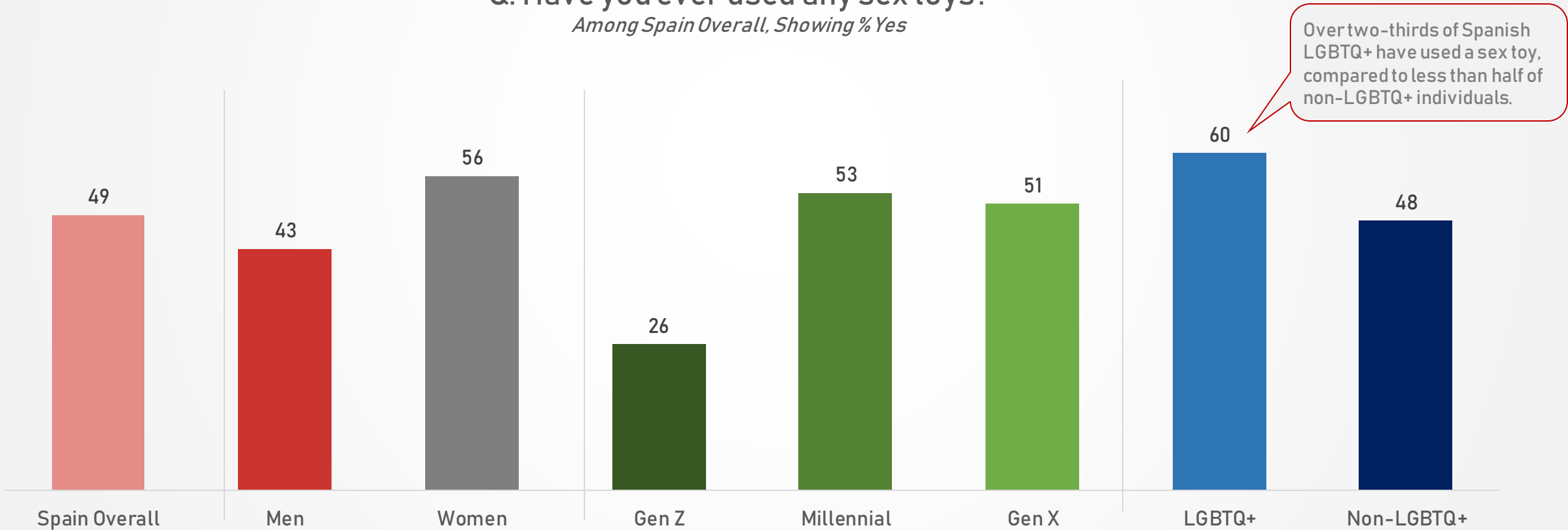
Q: Please rank how pleasurable each of the following activities are – from most pleasurable to least pleasurable.
Showing average ranking – from most to least pleasurable

									
	Spain	US	Germany	France	UK	Japan	China	Taiwan	Korea
Having sex	1	1	2	1	1	5	1	3	1
Being with people you love	3	2	3	2	2	2	2	1	3
Masturbating	4	3	10	8	4	7	4	5	4
Hugging someone you love	2	4	1	4	3	3	3	2	2
Taking a hot shower or bath	6	5	7	7	8	8	8	6	6
Laughing	5	6	4	3	5	4	9	7	10
Eating a delicious meal	7	7	5	5	6	1	5	4	5
Getting a massage	8	8	8	6	9	10	7	9	7
Being in a beautiful place	10	9	6	9	7	9	6	8	8
Lying in bed with fresh sheets	11	10	11	10	10	12	11	10	11
Quenching your thirst	9	11	9	12	11	6	12	11	9
Playing with animals	13	12	13	14	12	13	14	13	14
Putting on clean clothes	12	13	12	11	13	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 Spaniards 8-54 have used a sex toy, including 56% of Women and 43% of Men. LGBTQ+ individuals use them 25% more than non-LGBTQ+ individuals.

Q: Have you ever used any sex toys?
Among Spain Overall, Showing % Yes



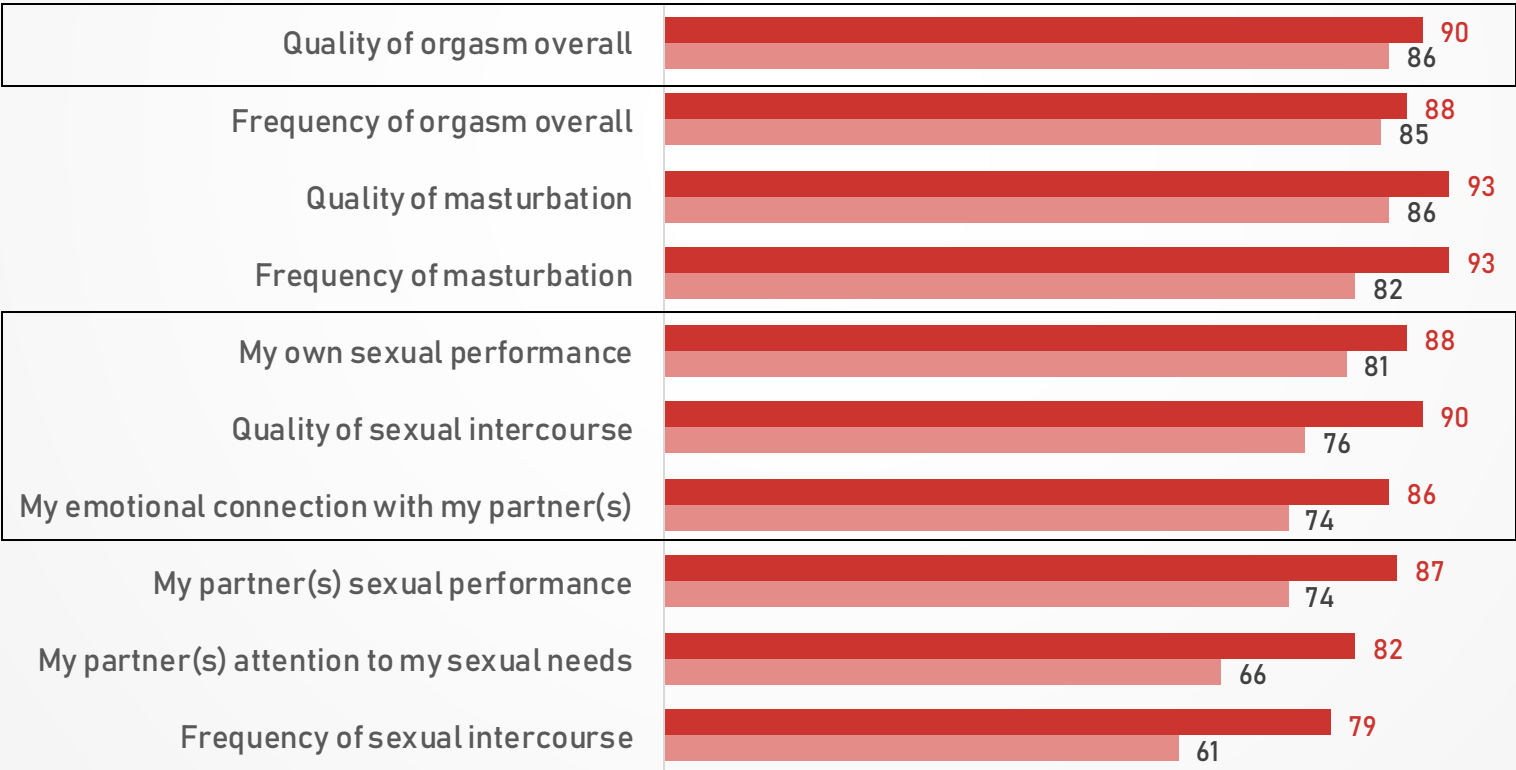
Do men who use sex toys really have better sex lives?

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

■ Men who currently use a sex toy ■ Men who don't currently use a sex toy

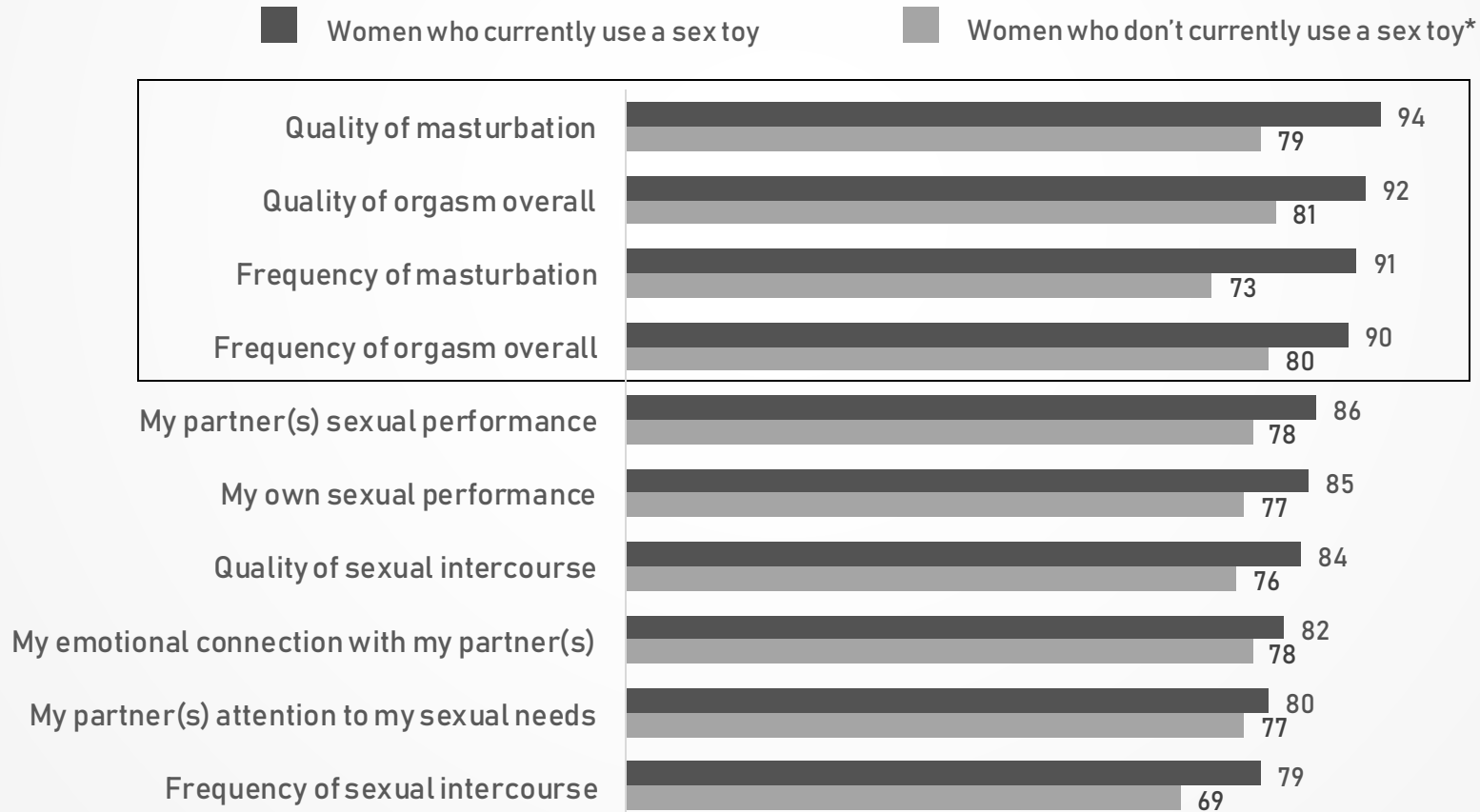


And do women who use sex toys have better sex lives, too?

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

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

Showing % who said Very + Somewhat Satisfied



What does TENGA feel like?

Men emphasize the pleasurable aspects of TENGA products, often using the words *tremendous orgasm*, *pleasure*, and *very satisfying*.



"Tremendous orgasm"
- Male, 42

"A lot of pleasure"
- Male, 41

"It was pleasant"
- Male, 43

"A great pleasure"
- Male, 53

"Enjoyment"
- Male, 41

"Pleasure"
- Male, 34

"A good experience"
- Male, 54

"Very satisfied"
- Male, 45

What does iroha feel like?

When asked how iroha products felt, women reported feeling joyful and satisfied with *pleasure*.



"A lot of pleasure"

- Female, 33

"Intimate"

- Female, 37

"Satisfaction"

- Female, 22

"Maximum vibration"

- Female, 29

*"Joy,
laughter"*

- Female, 44

Appendix

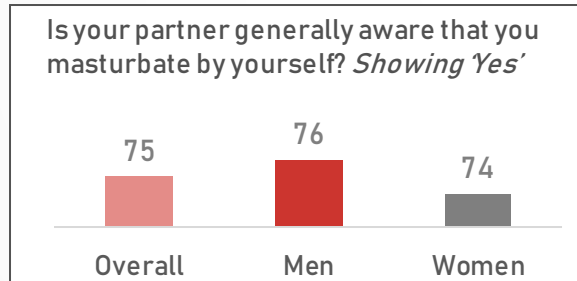
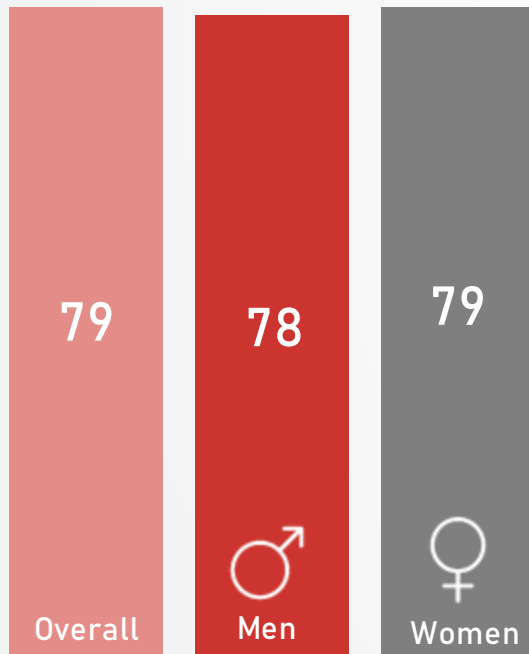
Is Masturbating in Relationships Still Taboo?

Do the Spanish masturbate while in relationships?

Regardless of gender, 80% masturbate while in a relationship – yet only 64% know. Men especially show an awareness gap about their partners' masturbation habits.

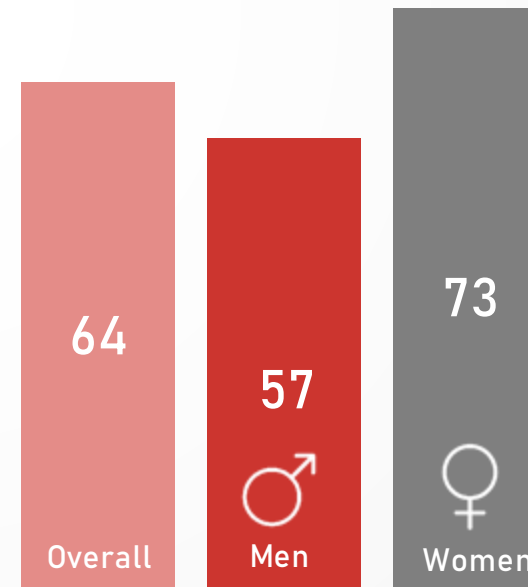
Q: Do you masturbate by yourself when you are in a relationship?

Showing 'Yes'



Q: Does your partner masturbate?

Showing 'Yes'



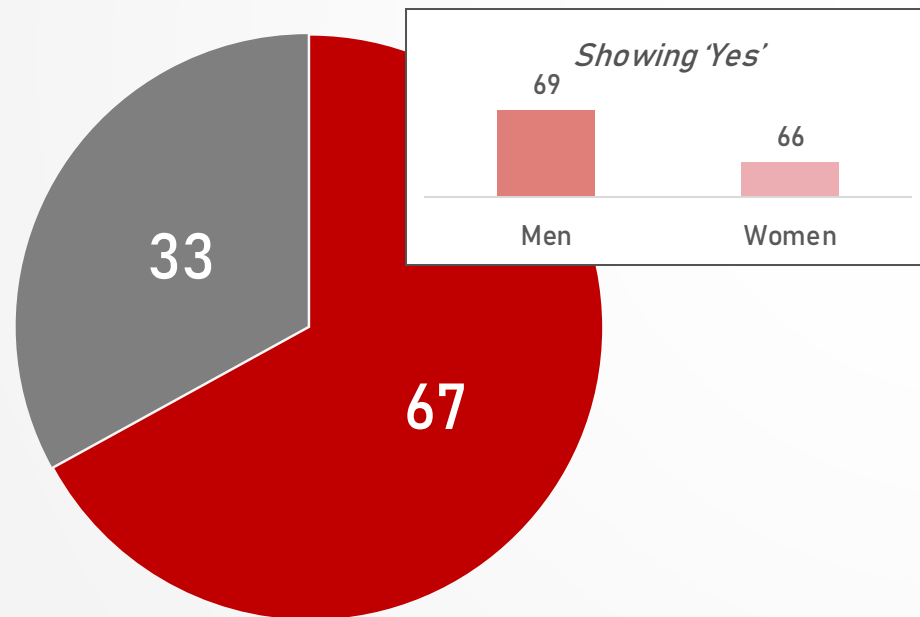
Do Spaniards speak with their partners about masturbation?

Two-thirds of Spaniards 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?

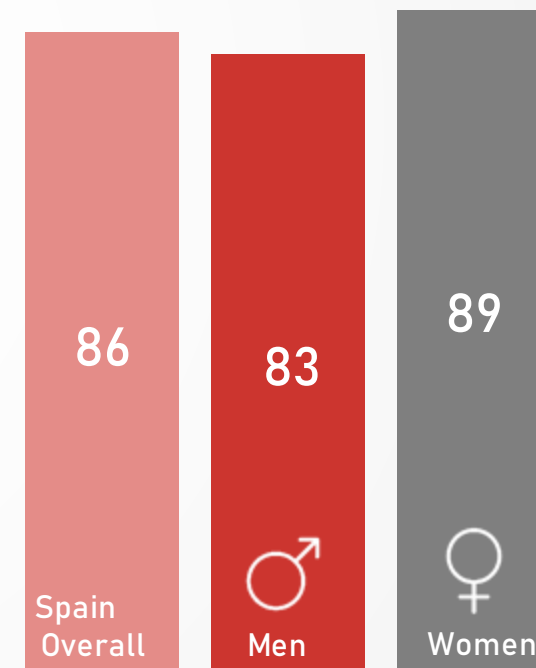
Among In a Relationship

■ Yes ■ No



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

Showing Very + Somewhat Encouraging



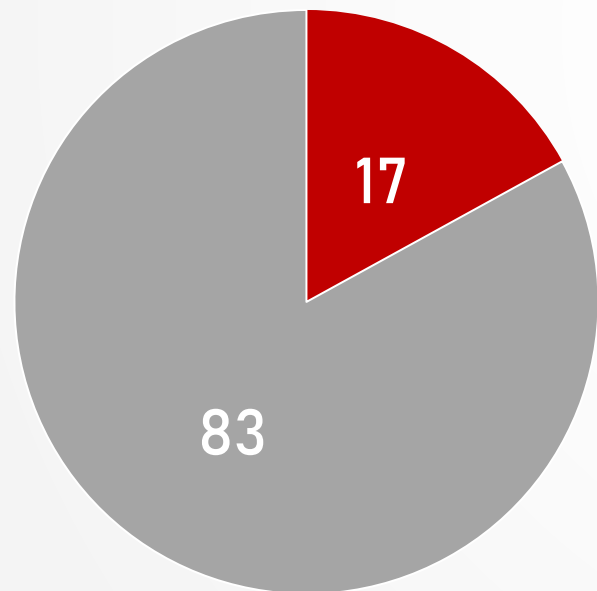
Are the Spanish comfortable discussing masturbation with partners?

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

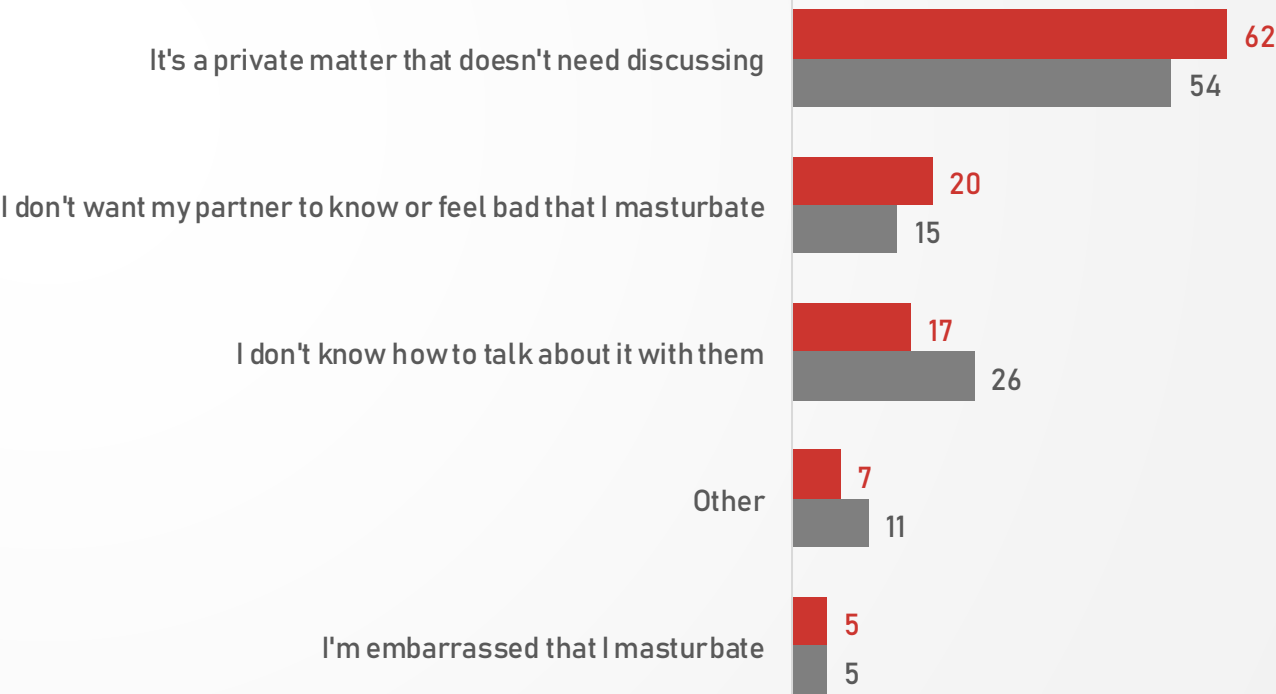
■ Yes ■ No



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

■ Men (n=108*)

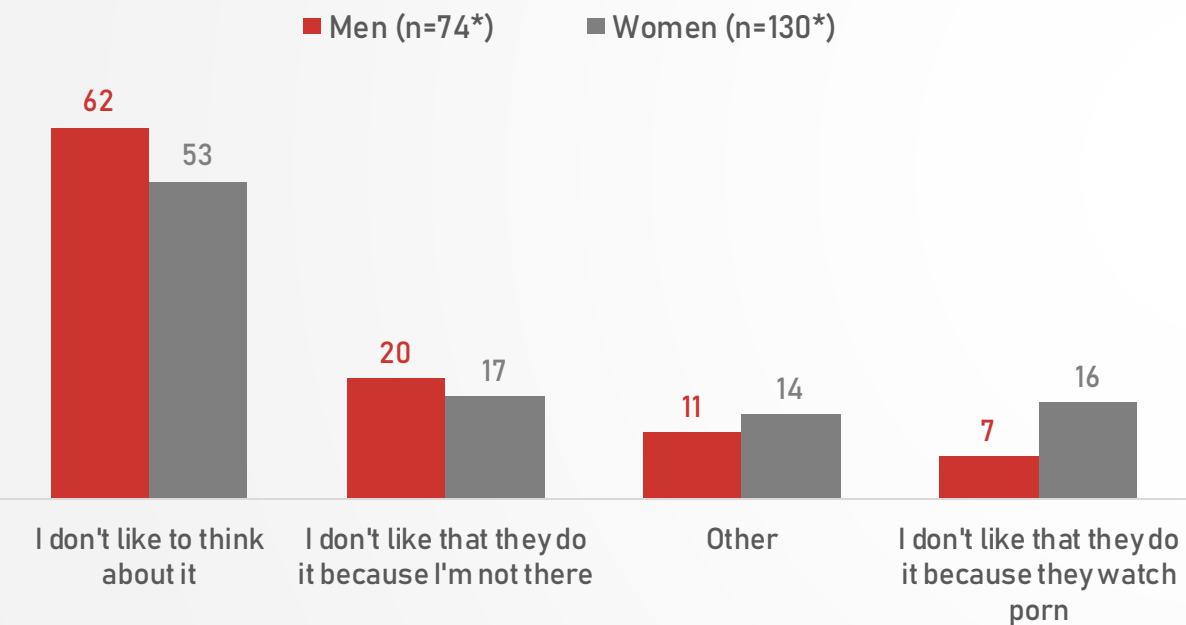
■ Women (n=129*)



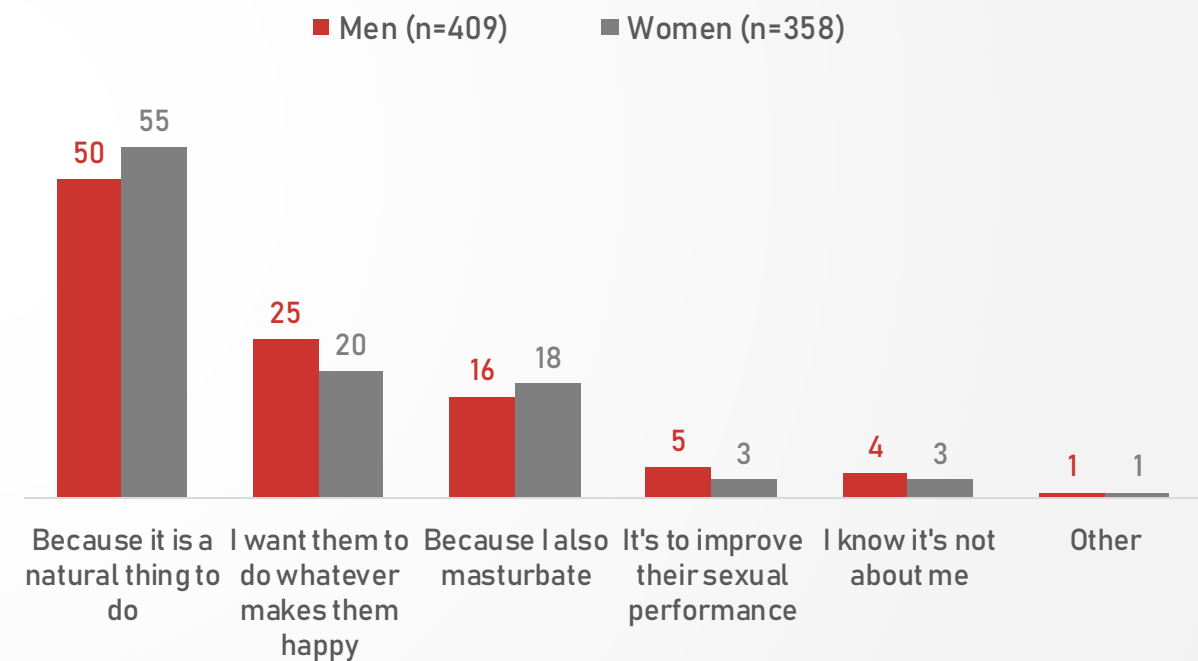
Why are Spaniards uncomfortable with their partner masturbating?

Among those who are uncomfortable with their partner masturbating, most just don't like to think about it, and women in particular don't like that their partner watches porn. Among those who are comfortable, most think it's natural to do.

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



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



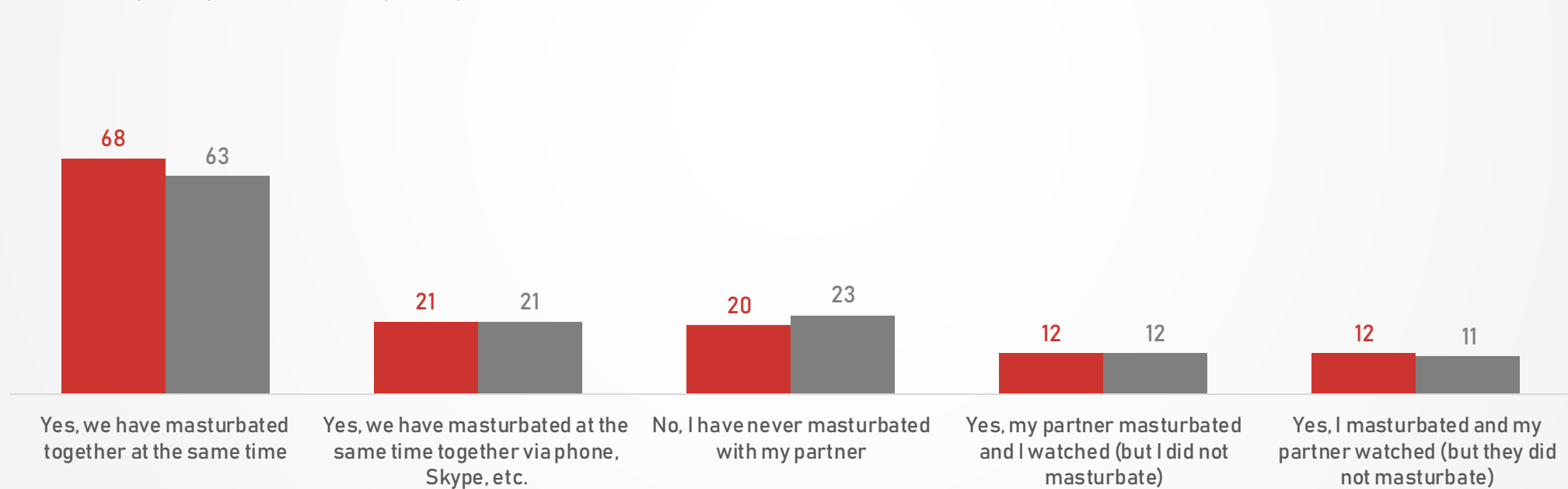
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Do Spaniards ever masturbate *with* their partners?

Two-thirds of Spanish men and women have masturbated together, and one-fifth have done so over Skype or the phone.

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

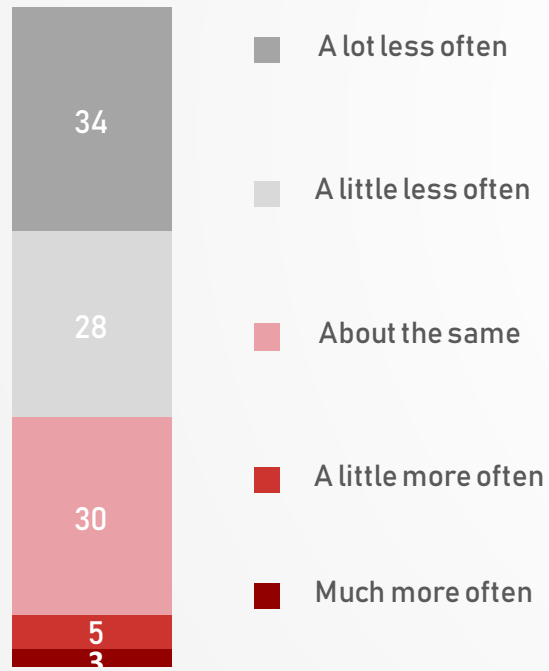
■ Men (n=464) ■ Women (n=444)



Do people masturbate *more* when in relationships?

Most Spaniards masturbate less frequently when they're in a relationship, citing that being 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

Q: What makes you say that?

A lot less often

"The usual sex with my partner makes you have less need to masturbate."

Much more often

"The more sex you have, the more you want..."

About the same

"It is an intimate act that does not influence what you do with someone else."

A little more often

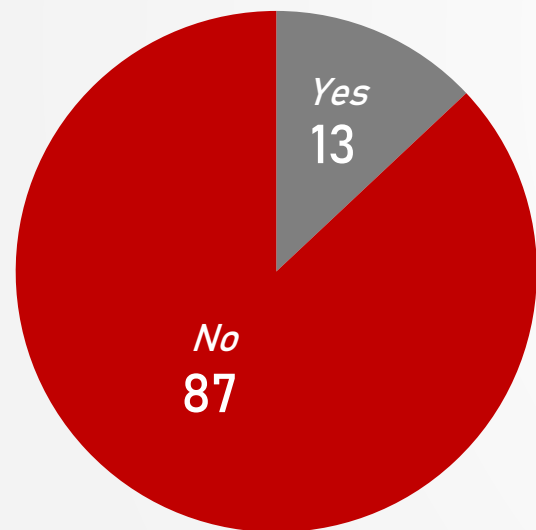
"I like to masturbate alone."

Are the Spanish comfortable with sex toys?

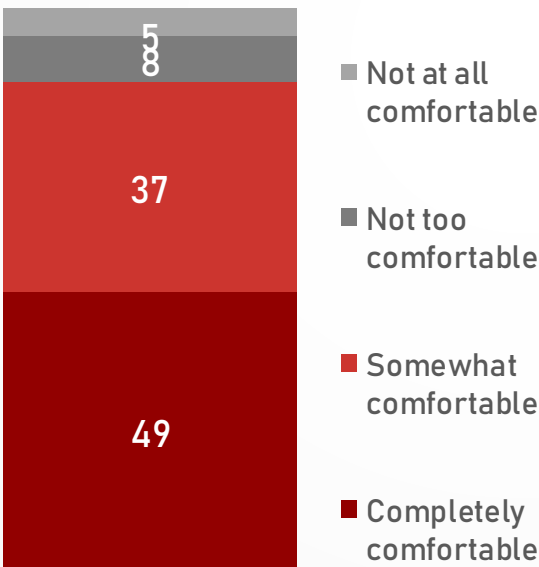
Those who currently use sex toys are generally unashamed of the fact – and quite comfortable talking about it. Those who don't use them believe they don't “need” one or are held back by some form of anxiety or shame.

Among those who sex toys –

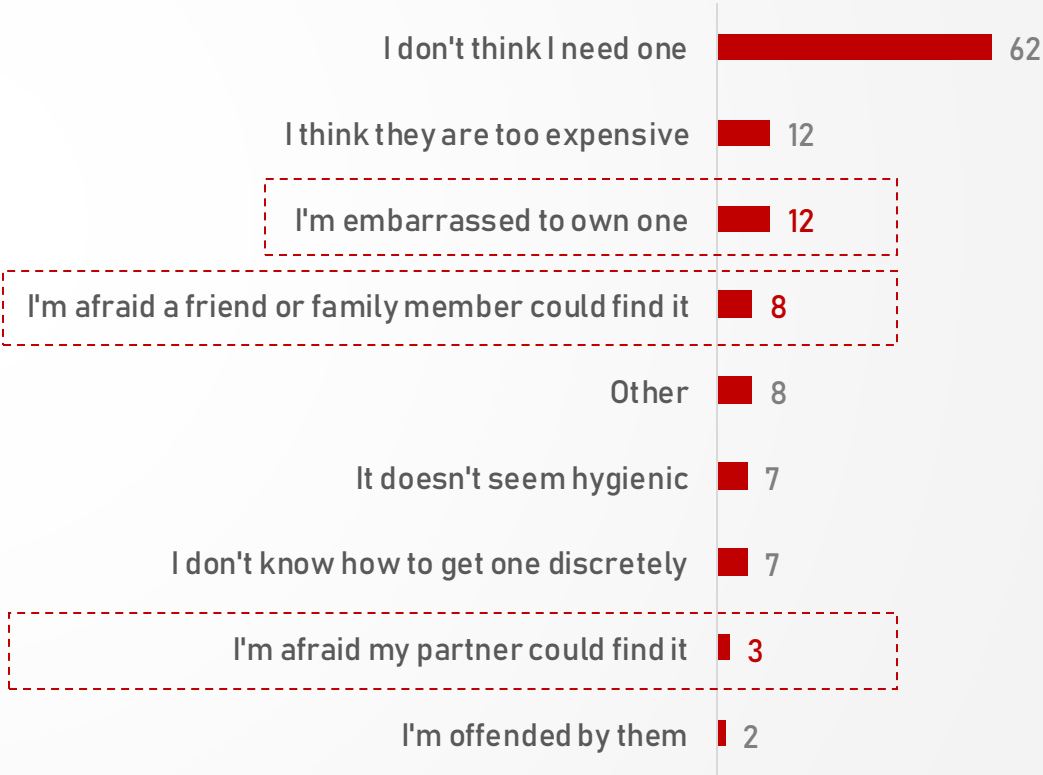
Q: Have you ever felt ashamed of using a sex toy?



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



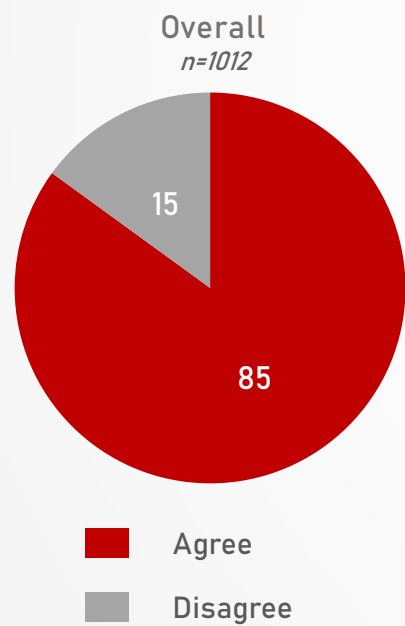
Among those who do not use sex toys –



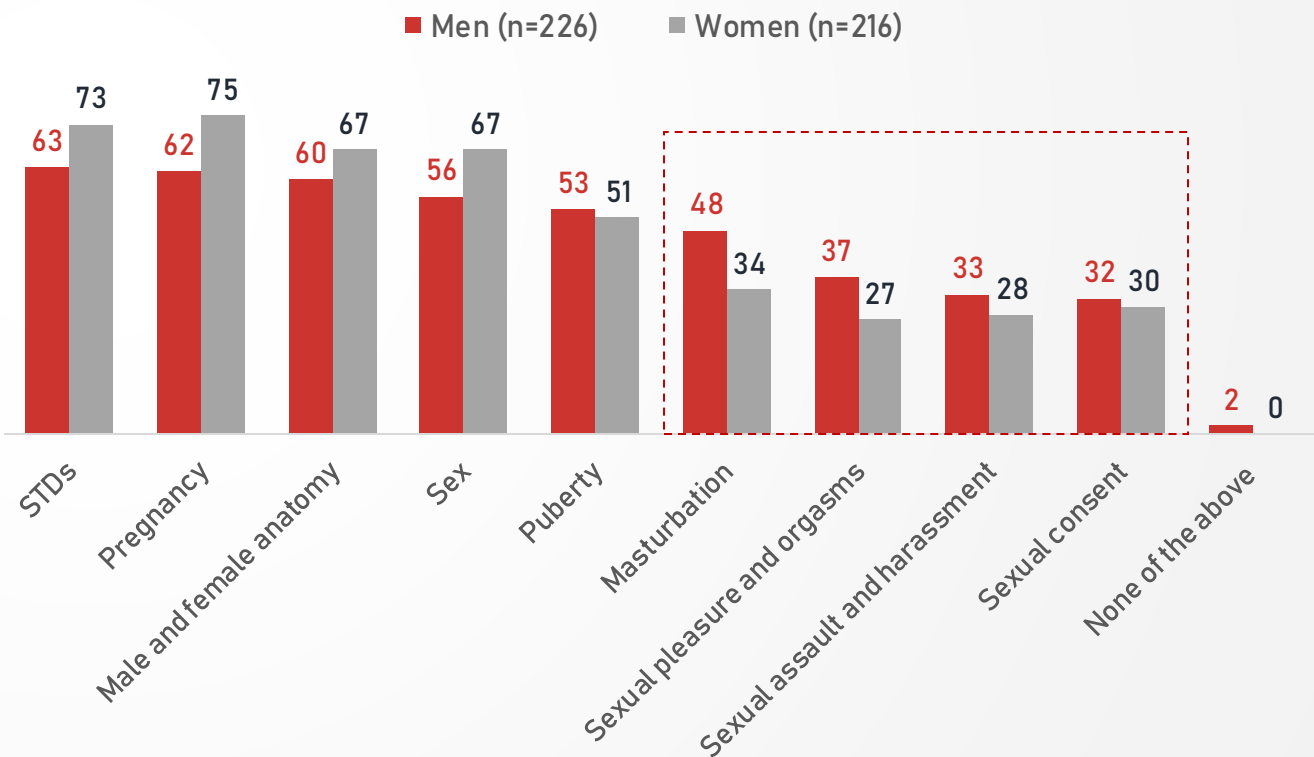
Do the Spanish support learning about masturbation in sex education?

85% of Spanish adults believe sex education programs should cover masturbation, yet less than half recall masturbation, pleasure, and consent being part of their own sex education program.

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



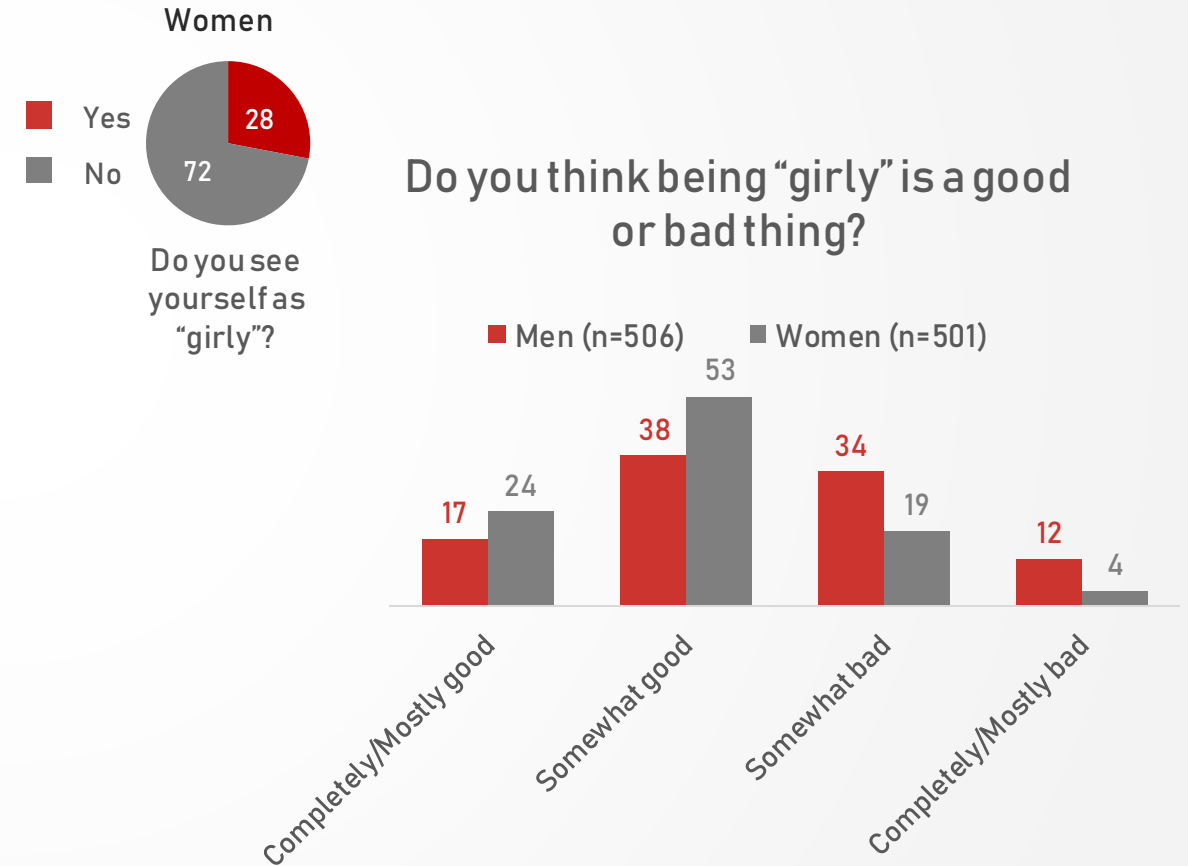
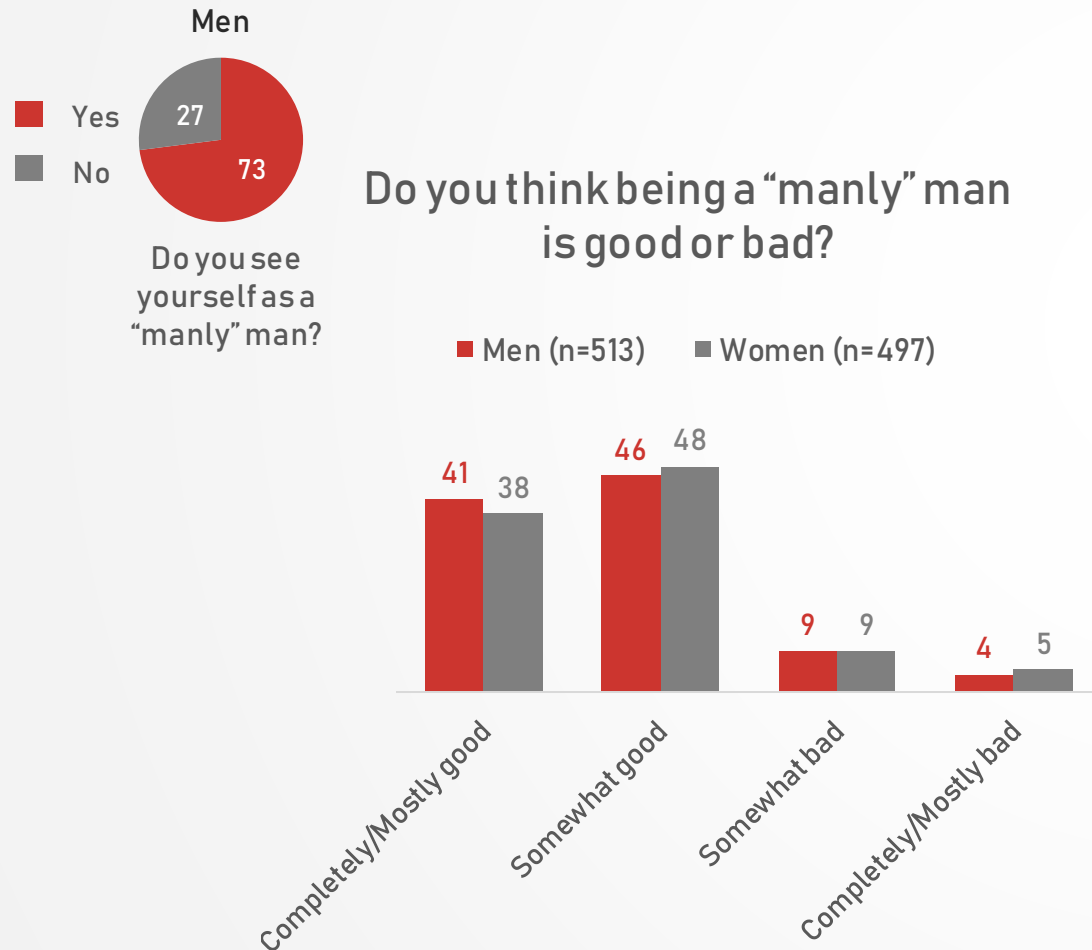
Which of the following topics were covered as part of your sex education program?



Gender Identity and Labels

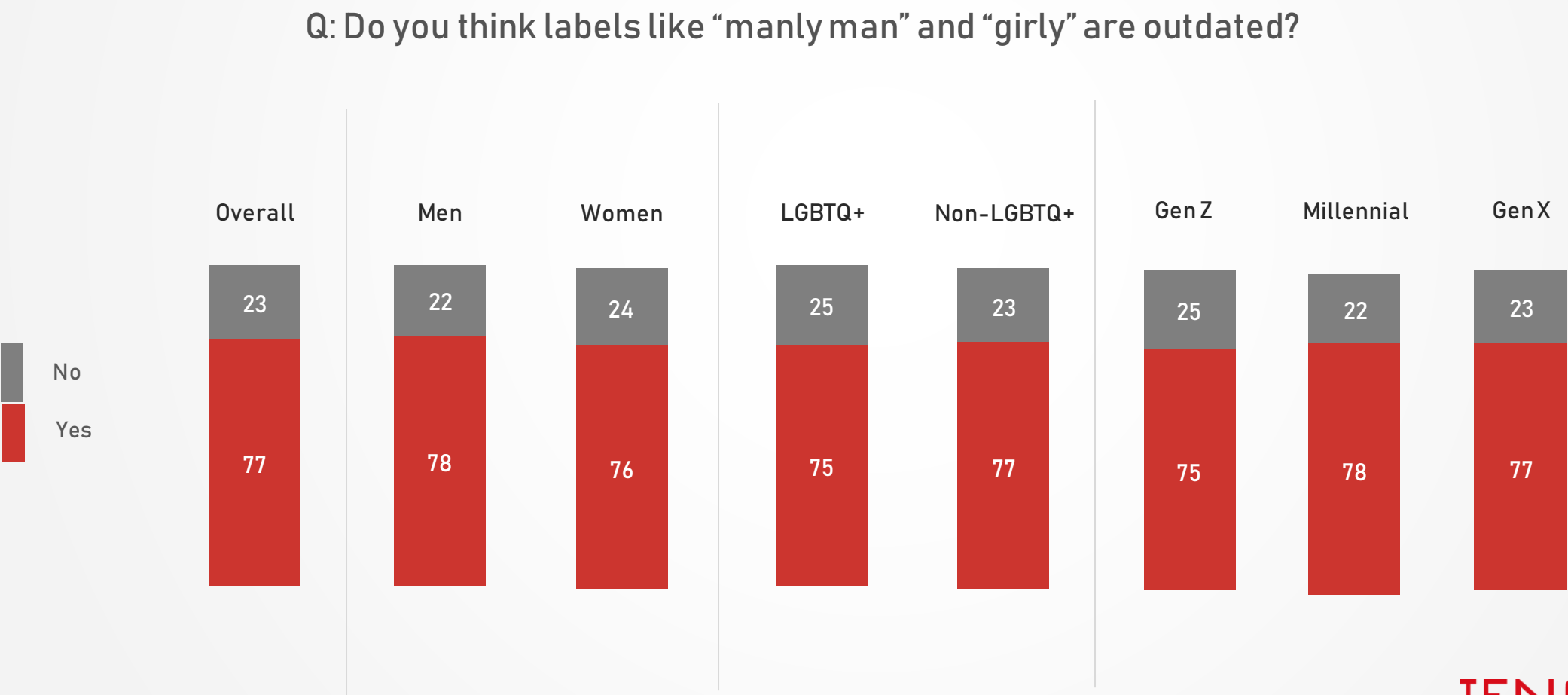
Is being “manly” and “girly” seen as a good thing?

Most Spanish men – 73% – see themselves as “manly men,” while only 28% of Spanish women see themselves “girly.” Despite this fact, women view these labels more positively than men.



Are these labels outdated?

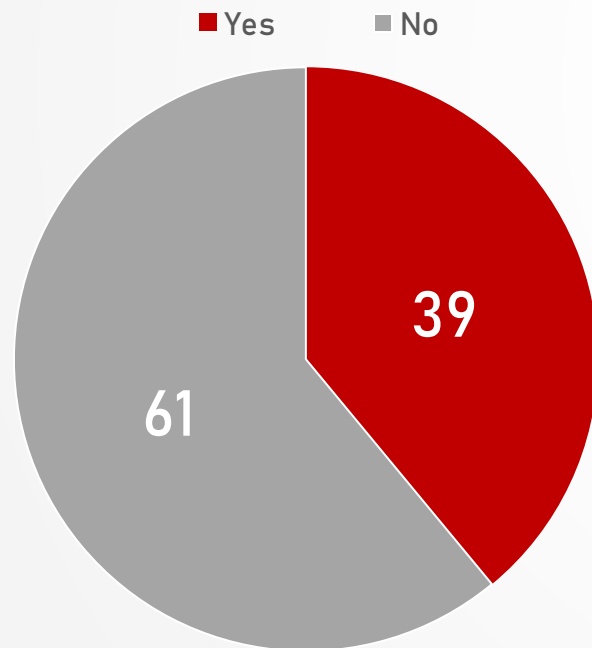
Most Spanish people – more than 75% – believe that the labels of “manly” and “girly” are outdated.



How do these labels affect men's identities?

Almost 40% of Spanish men have felt pressure to “act like a man.” For those who do not see themselves as “manly,” they say gender equality and emotional sensitivity are important to them.

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



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

“Because I give importance to feelings.”

- Male, 32

“Because boys and girls are equal.”

- Male, 30

“My voice, my physique, and my interests/hobbies.”

- Male, 20

“Because I’m gay.”

- Male, 27

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

“My physical appearance and sexual desire for women.”

- Male, 40

“I am very sexual and masculine.”

- Male, 48

“Because I have chest hair.”

- Male, 34

“I am a person with great strength.”

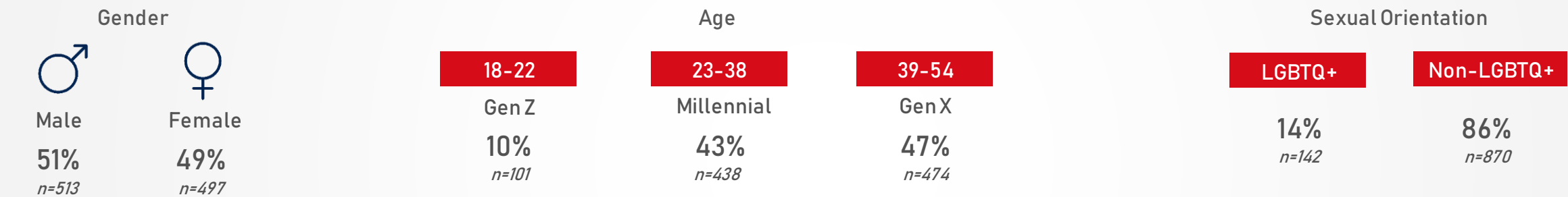
- Male, 33

Survey Methodology

How the study was conducted

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

Key Audiences

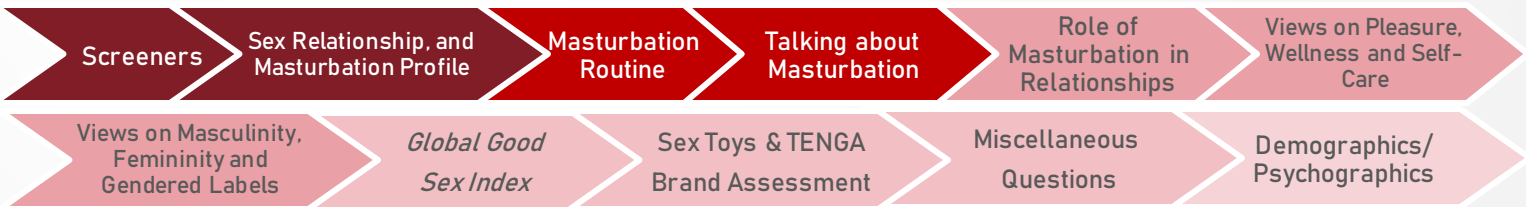


Sample

N=1012 respondents were surveyed. The sample was proportionally balanced to Spanish population statistics on age and gender.

- Males and Females 18-54
- Males: 51% of survey (n=513)
- Females: 49% of survey (n=497)
- 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%