

TENGA

2019 Self-Pleasure Report

How Brits 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 the U.K. 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 TENGAPressUK@bm.com with questions and media inquiries.

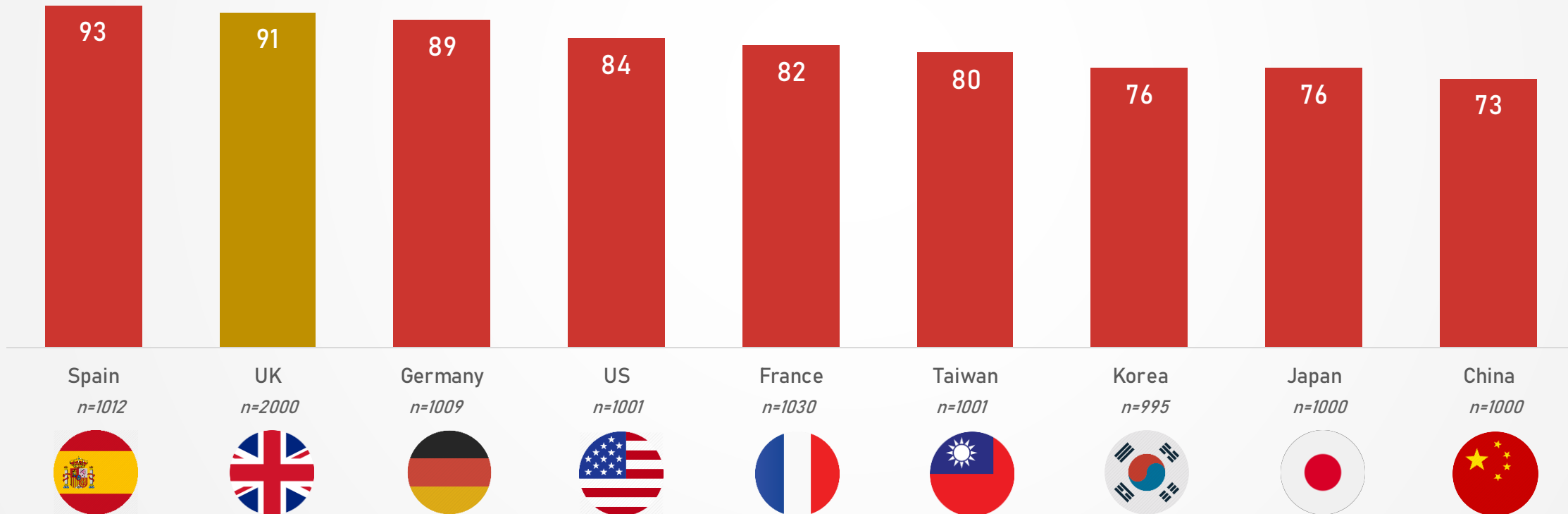
The State of Masturbation in the U.K.

Which country surveyed masturbates the most?

A strong majority – 91% – of men and women in the U.K. have masturbated, but the Spanish tend to do it even more.

Q: Have you ever masturbated?

Among All Markets, Showing % Yes



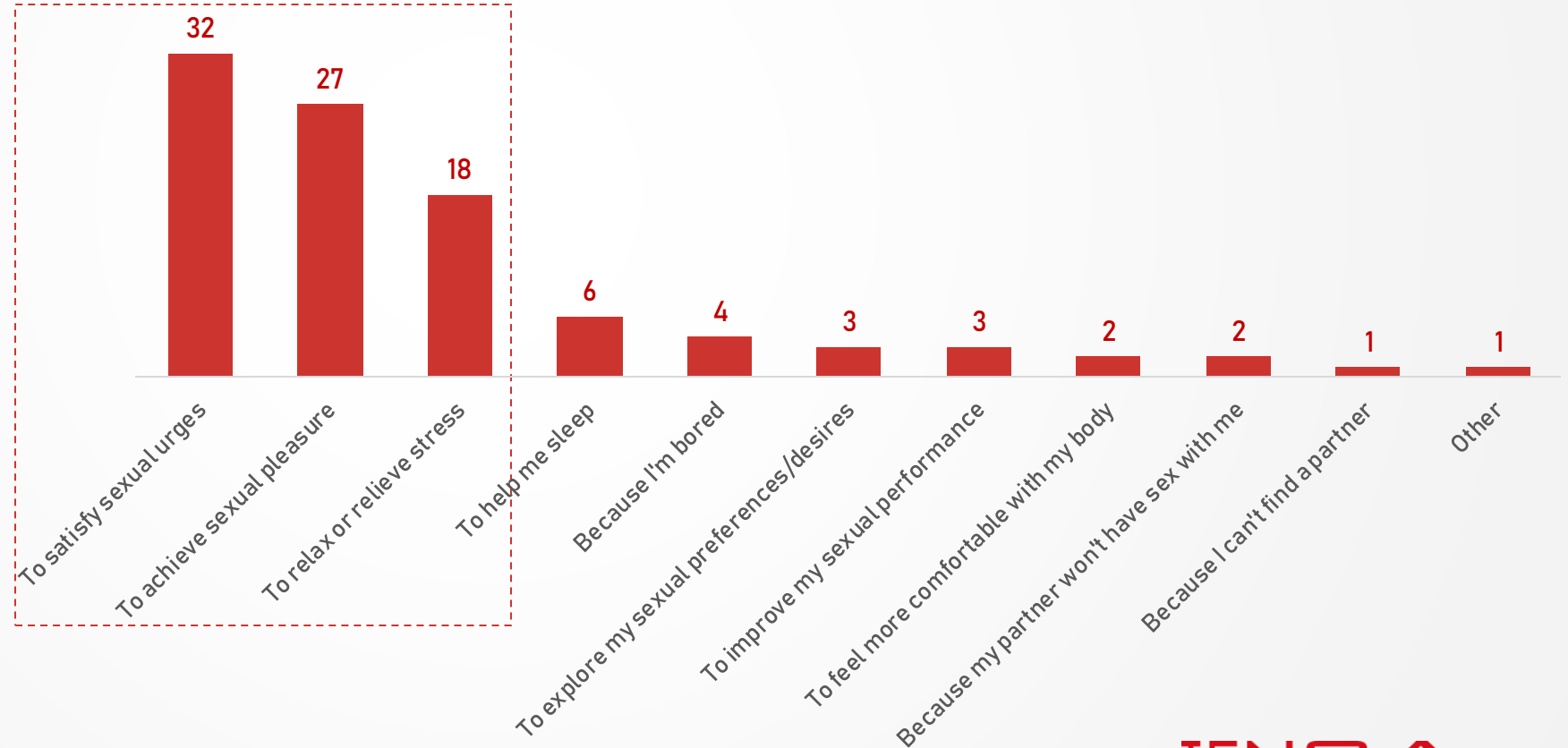
Why do Brits masturbate?

Most Brits 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=1811)

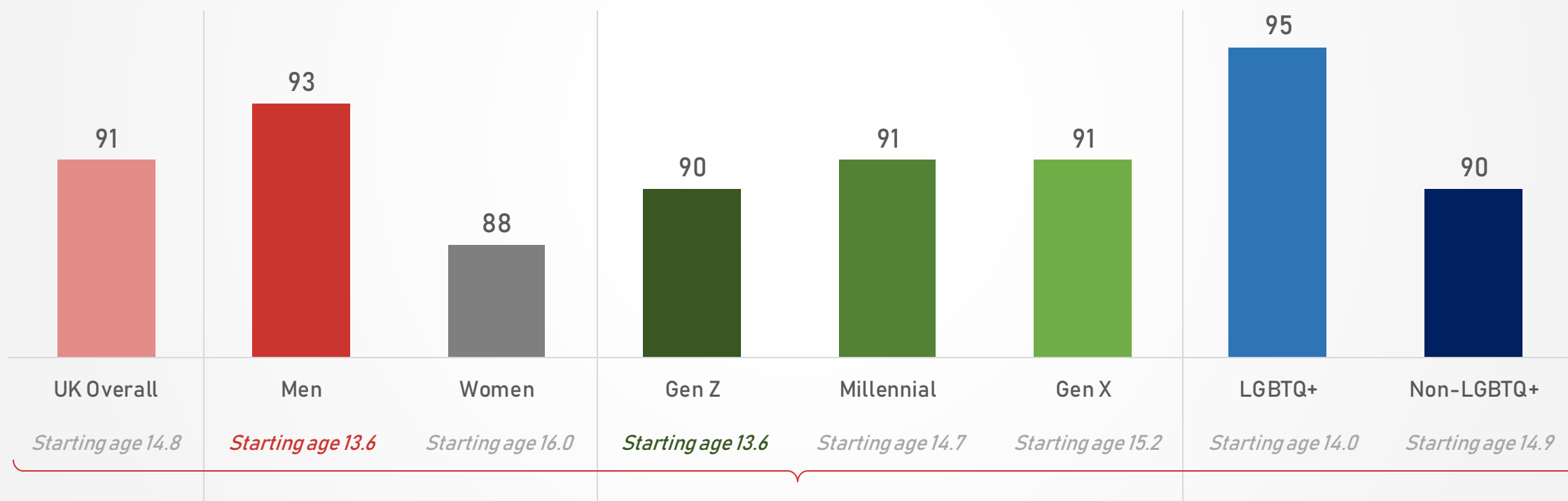


Who masturbates most, and when did they first start?

British men and LGBTQ+ are more likely than other group to masturbate. Men and younger generations tend to start younger – around 13 years old on average.

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

Among UK Overall, Showing % Yes



Starting age 14.8

Starting age 13.6

Starting age 16.0

Starting age 13.6

Starting age 14.7

Starting age 15.2

Starting age 14.0

Starting age 14.9

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

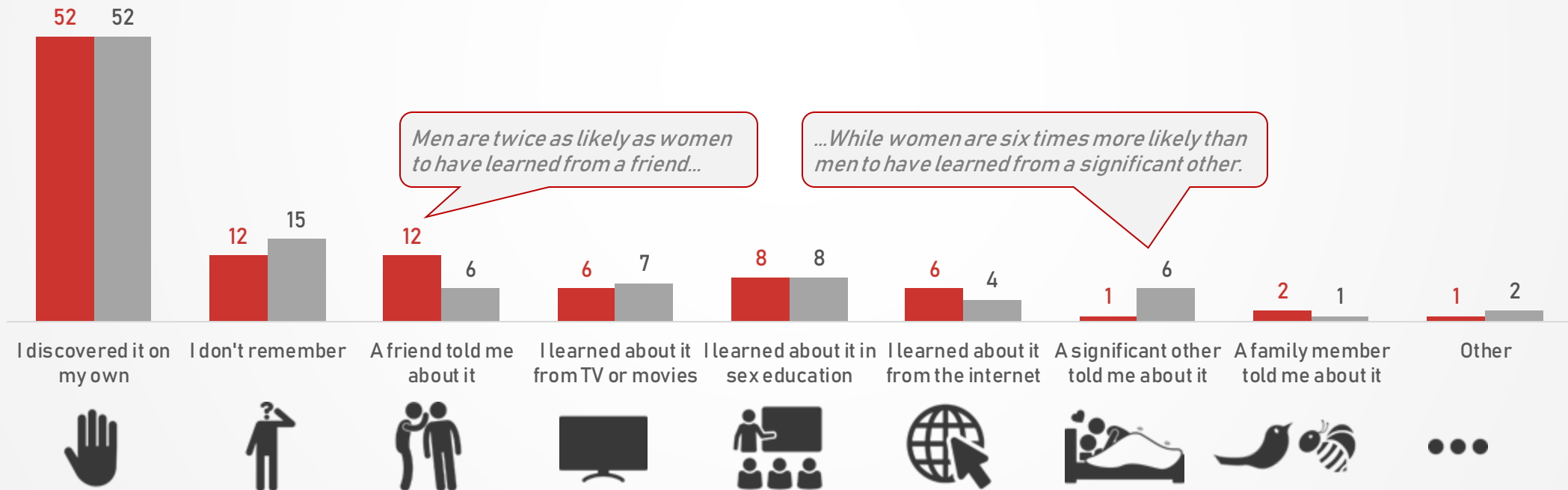
How did the British first discover masturbation?

Most recall discovering it on their own. Though women started an average of 2.4 years later than men, they are twice as likely as men to not recall the point of discovery.

Q: How did you first discover masturbation?

Among those who have masturbated

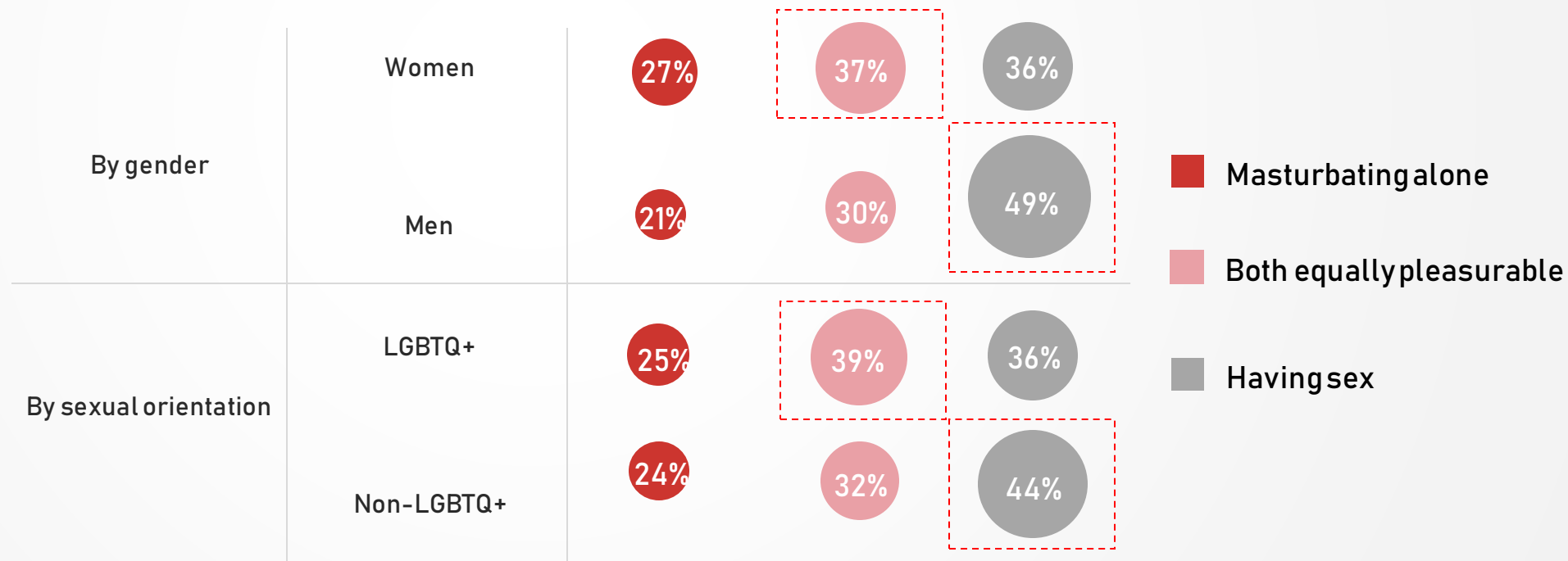
■ Men (n=924) ■ Women (n=885)



What's better: sex or masturbation?

Women tend to find masturbating alone and sex equally pleasurable, compared to men, who find sex much more pleasurable. Non-LGBTQ+ people also tend to find sex more exclusively pleasurable than LGBTQ+ individuals.

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

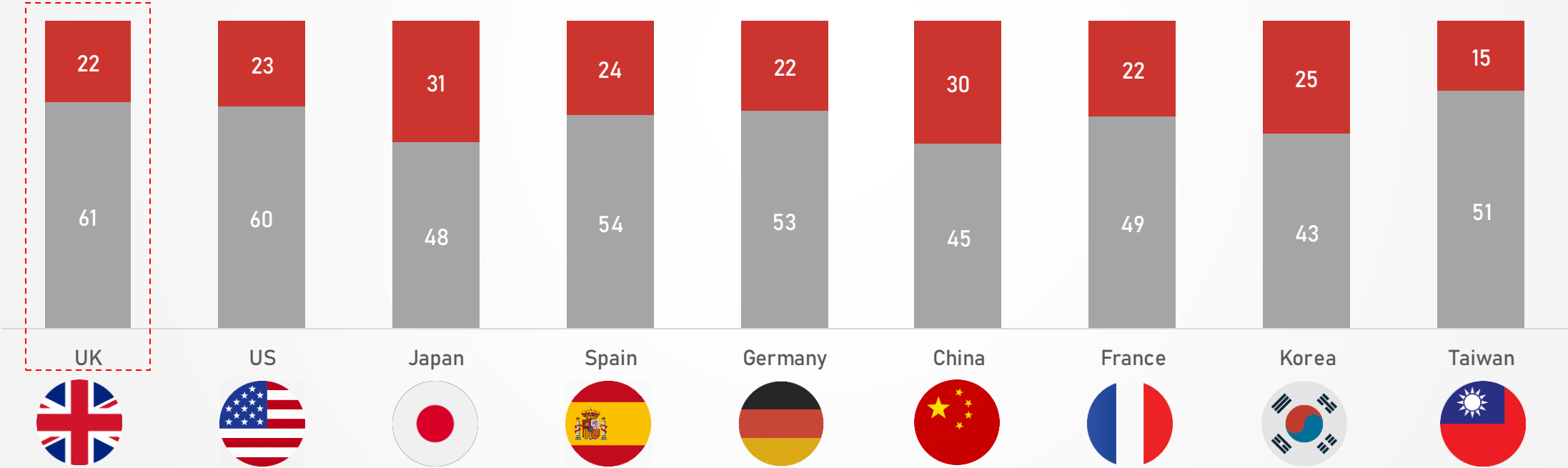


How often do people around the world masturbate?

61% of Brits who masturbate do it at least weekly – a greater share than in almost every other 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



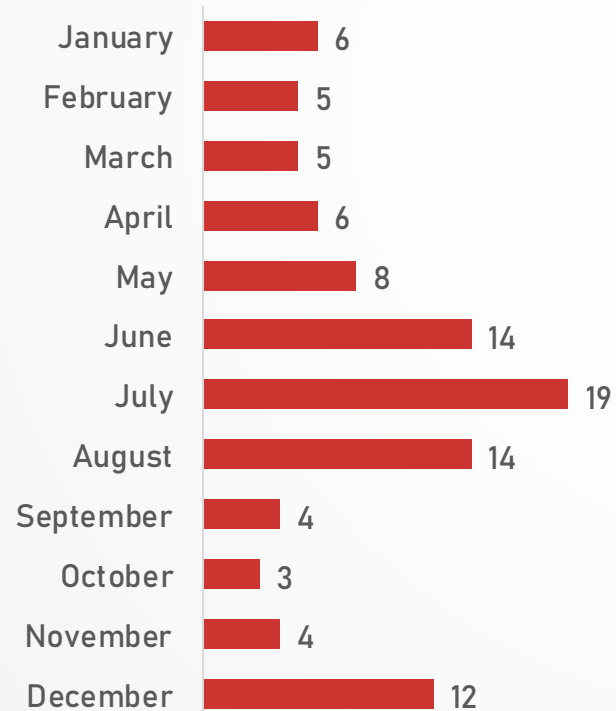
The *Nuts* + Bolts of How We Masturbate

When and where are Brits horniest?

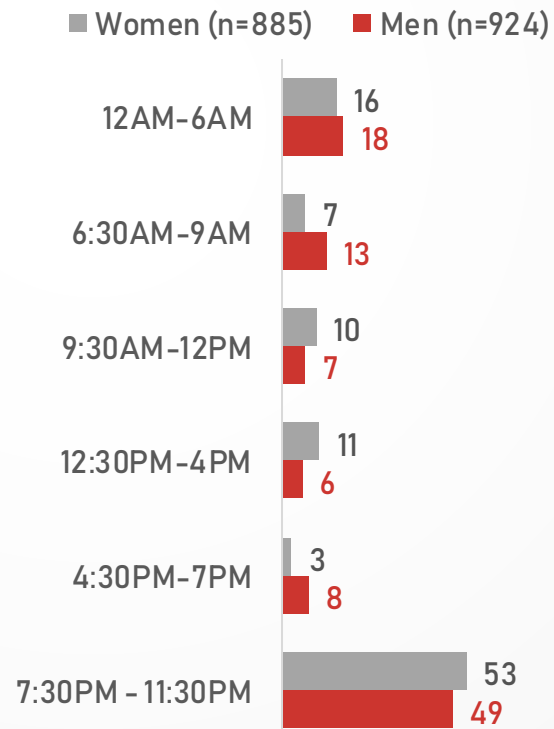
The British tend to be horniest in the month of July, touch themselves most between 7:30 – 11:30 p.m. and, normally take to their bedrooms to do it, though some have done it in their cars, kitchens, and at work.



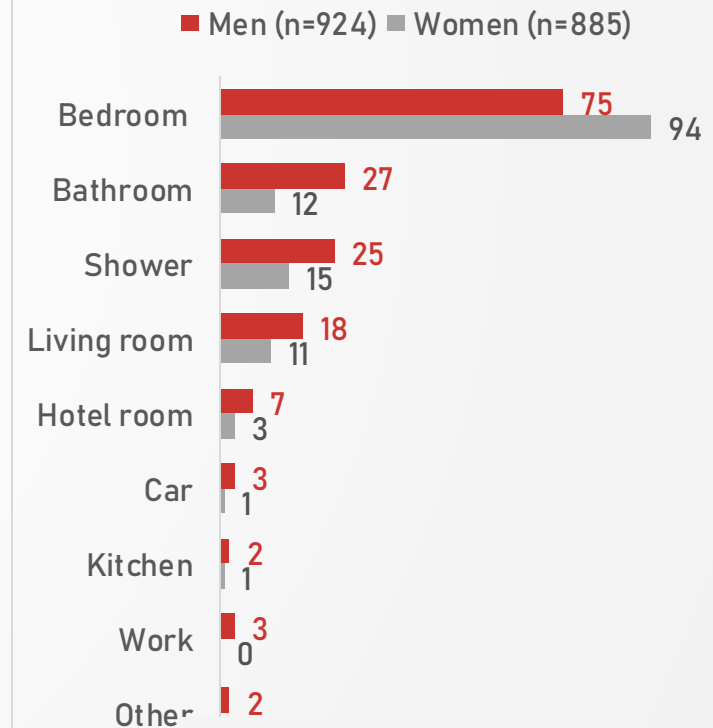
Q: What month of the year do you tend to feel the horniest?



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



Q: Where do you normally masturbate?

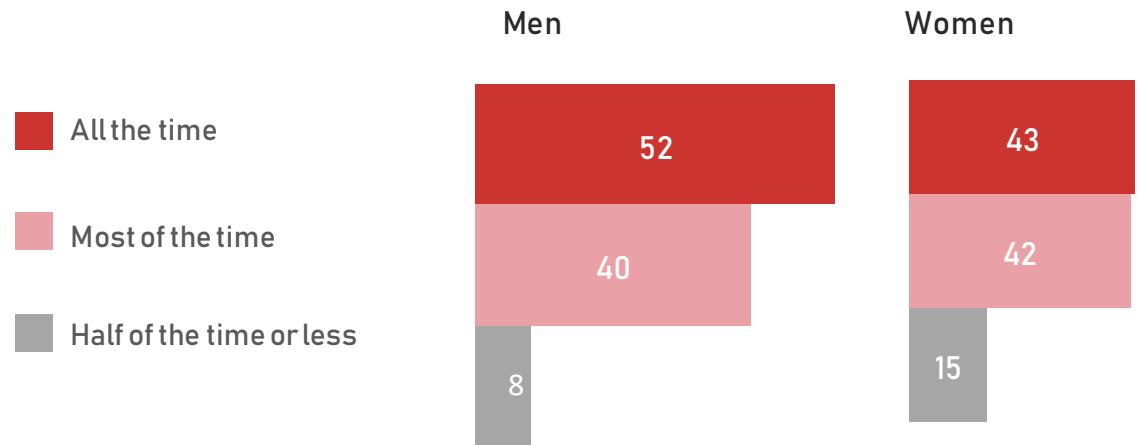


How often do Brits orgasm?

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

31% of men and 23% of women have masturbated in a “weird” way – using odd objects and in odd places.
21% of men and 9% 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 used a hairbrush handle.”
- Female, 33

“I wanked in the park.”
- Male, 43

“With a very cold hand.”
- Male, 30

“Grinding on a plastic bottle.”
- Female, 20

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

“My mum almost caught me, I had literally just had my orgasm when she came into my room.”
- Female, 23

“The tip of my penis got cut.”
- Male, 34

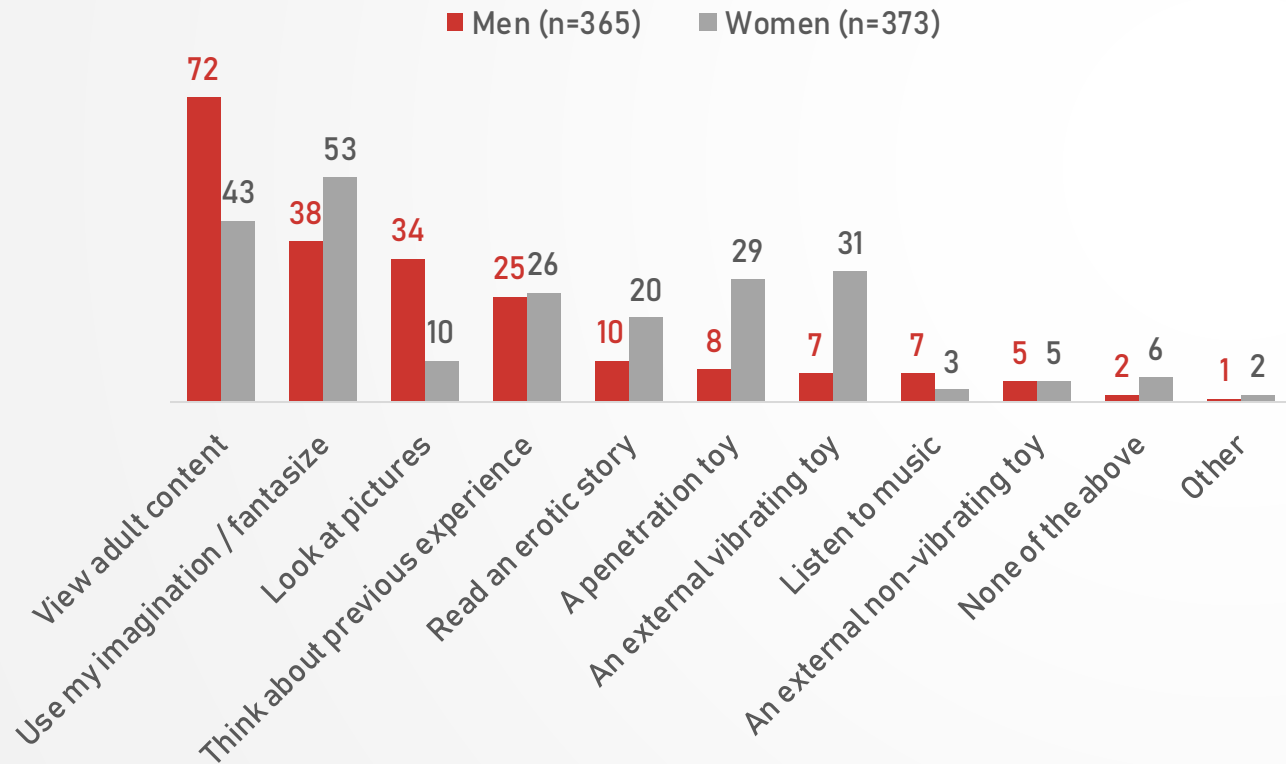
“I got cum on someone’s face by accident.”
- Male, 43

“People finding out I did it when I was a teenager at school – they thought it was weird as I had started early.”
- Female, 30

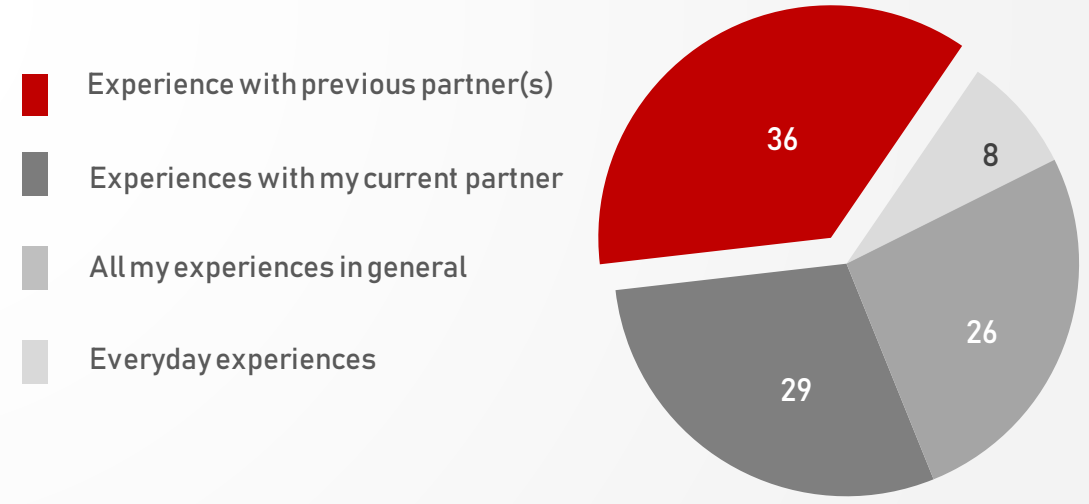
What do the British do and think about while doing the deed?

Among the 41% of Brits who have regular masturbation routines, men tend to watch porn, and women prefer to use their imaginations. Surprisingly, British more often fantasize about their previous partners than their current one.

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 Brits who think about previous experiences when masturbating

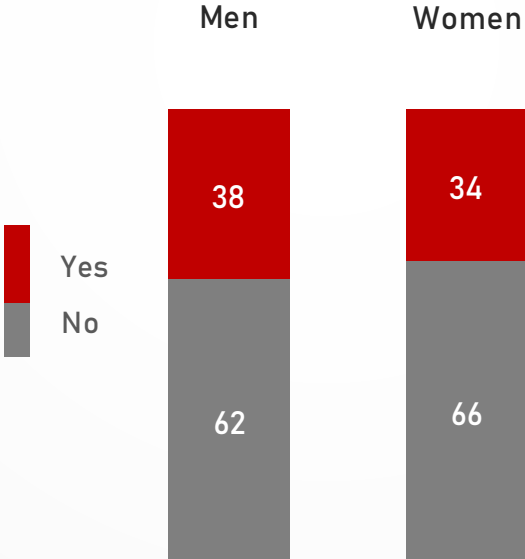


What lies have Brits told about masturbation?

One-third of Brits 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 told my partner that I had an orgasm during sex, then disappeared off to finish the job myself."
- Female, 36

"I wanted to show to my partner that I am less sexually active than what he thinks of me."
- Female, 42

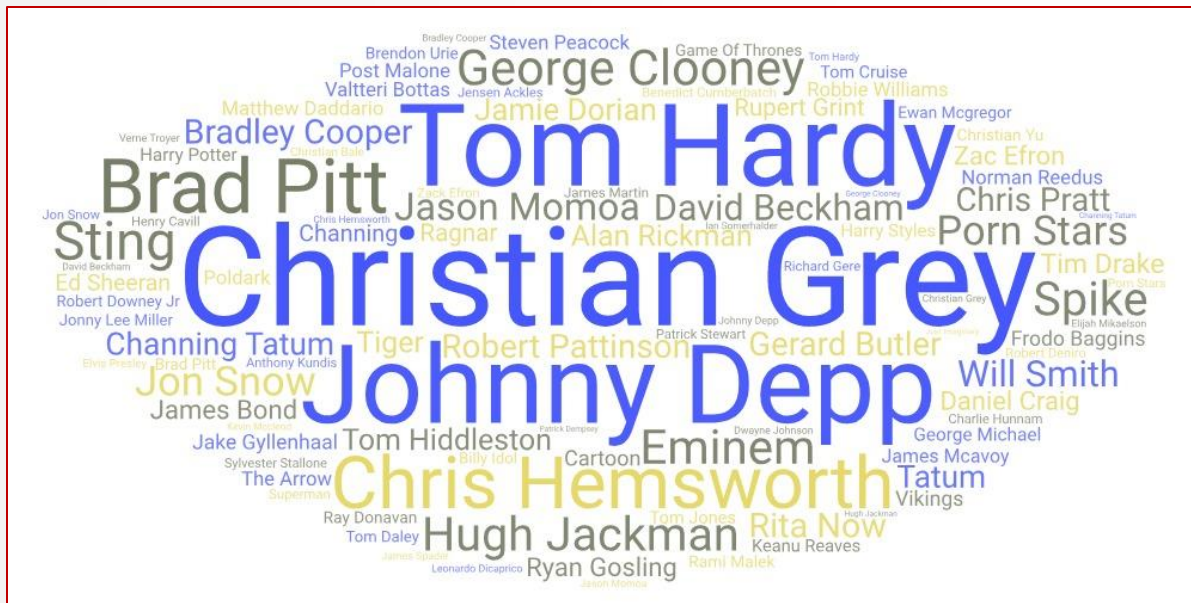
"I lied about watching porn to masturbate."
- Male, 20

"About whom it was about."
- Male, 33

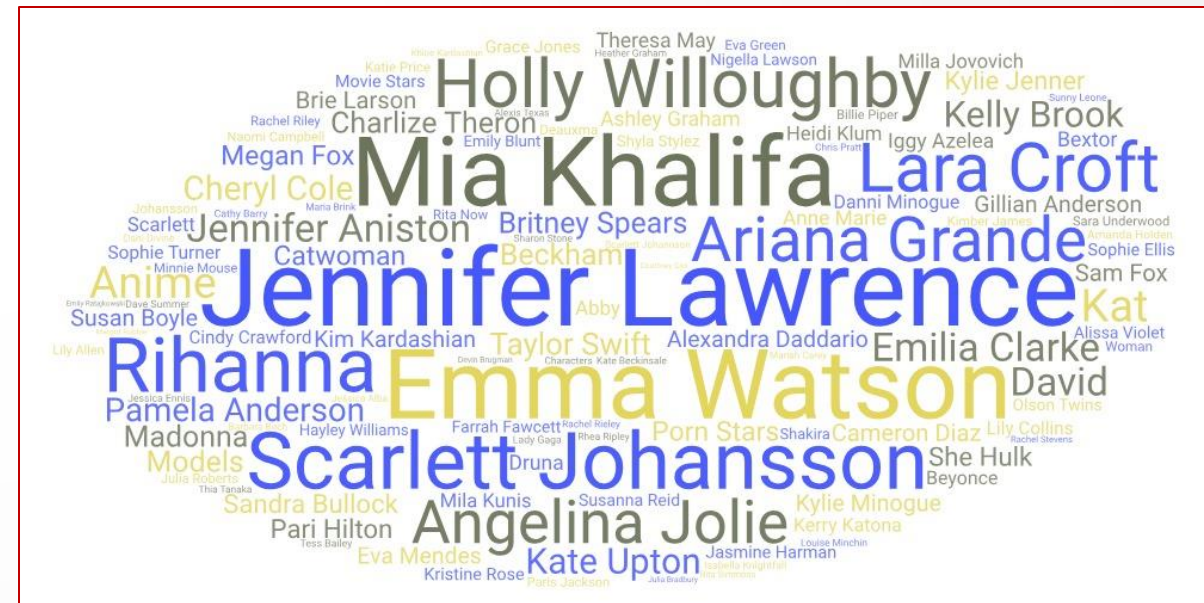
What celebrities do we fantasize about most?

There is a fair deal of consensus around the celebrities and public figures Brits attracted to women fantasize about. Jennifer Lawrence, Emma Watson, and Mia Khalifa are frequently mentioned among those attracted to women. Among those attracted to men, Christian Grey, Tom Hardy, and Johnny Depp break through.

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



Attracted to men

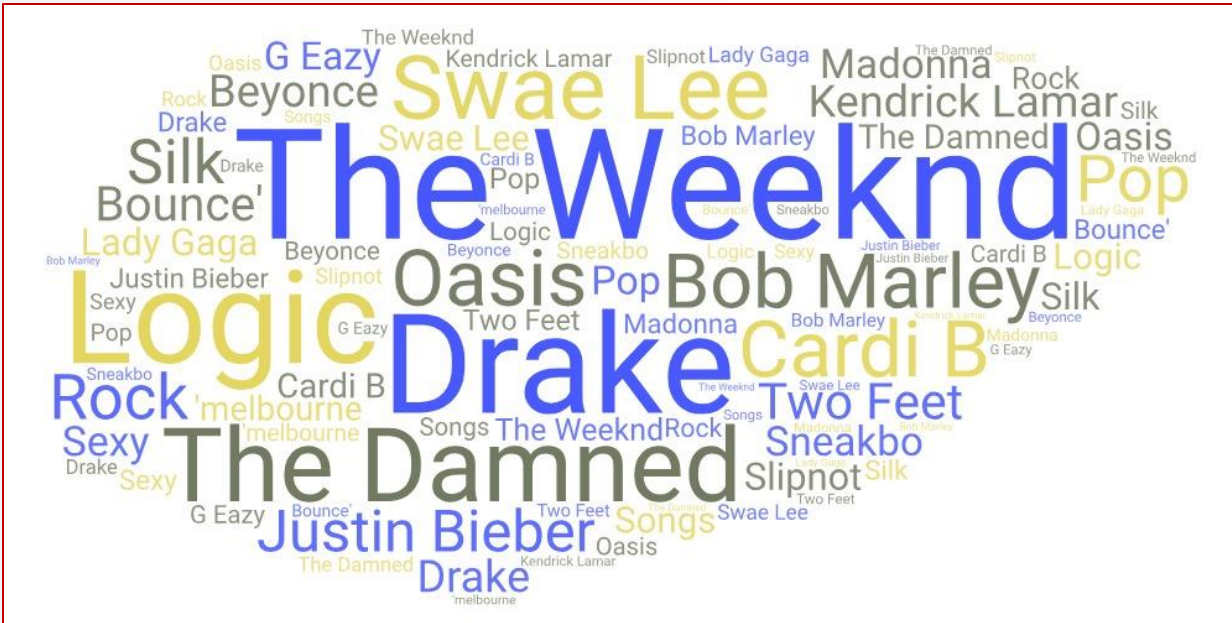


Attracted to women

What music gets us in “the mood”?

Most respondents did not listen to music while having sex. Men’s favorite artists included Drake, the Weeknd, and The Damned.

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



Men

Only 11 female respondents listened to music while having sex. Artists named include:

- Ed Sheeran (2)
- Enya (1)
- The Black Keys (1)
- Ellie Goulding (1)
- Kings of Leon (1)
- Deftones (1)
- Disturbed (1)
- Bread (1)
- Motionless in White (1)
- Scarlett Johansson (1)

Women

Masturbation: The Key to Wellbeing

Is masturbation the new self-care?

British men and women say having sex and masturbating are amongst the most stress-relieving activities they can do. Two-thirds of Brits 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 Sleeping
- 3 Masturbating
- 4 Listening to music
- 5 Taking a hot shower or bath
- 6 Getting a massage
- 7 Walking
- 8 Reading
- 9 Drinking a cup of tea
- 10 Playing with animals
- 11 Stretching
- 12 Meditating
- 13 Playing sports or exercising
- 14 Doing yoga
- 15 Lighting a candle
- 16 Journaling

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

64%
of Brits
say 'yes'

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

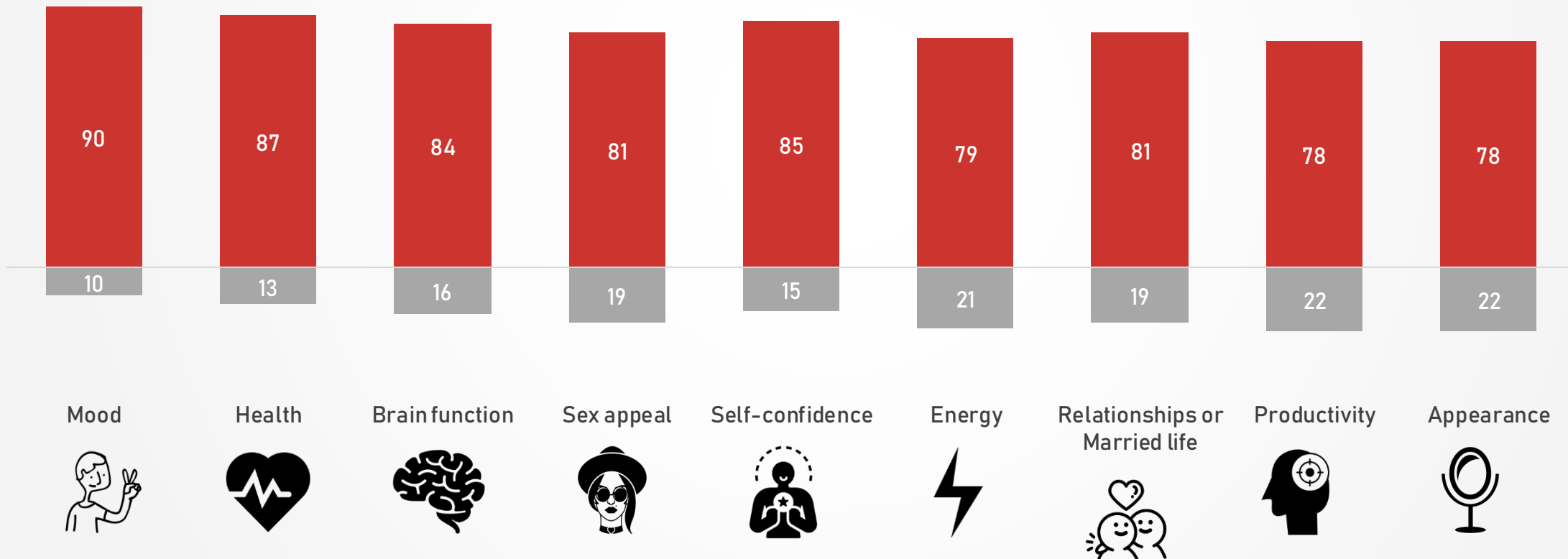
52%
of Brits
say 'yes'

How does masturbation affect wellbeing?

Nearly 80-90% of Brits 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 Brits 18-54 overall, those who masturbate at least once a week are more confident, more comfortable, and more satisfied in matters relating to sex.

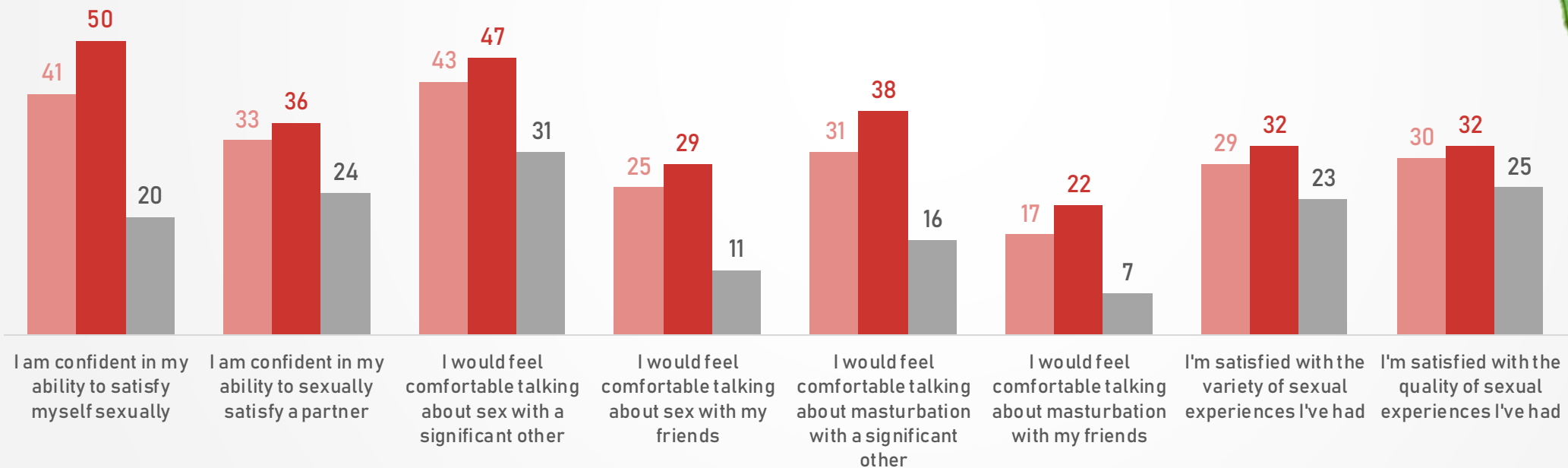
Q: Does this statement apply to you?

Showing % who said Strongly Agree

UK Overall

Those who masturbate once a week

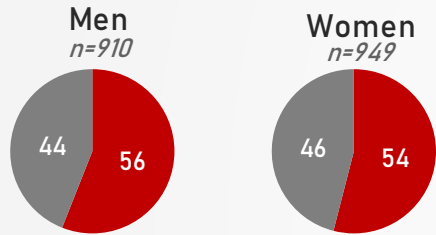
Those who don't masturbate regularly



Do Brits feel pressure to “perform” sexually?

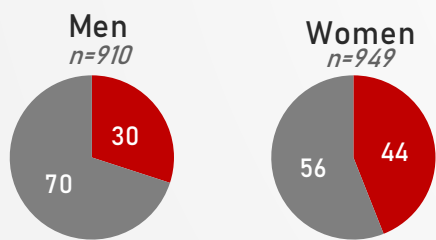
The majority of both British men and women have felt pressure to ‘perform’ sexually. While women feel more pressure to please their partner or to engage in a position, men feel pressured to delay orgasm and to stay aroused.

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



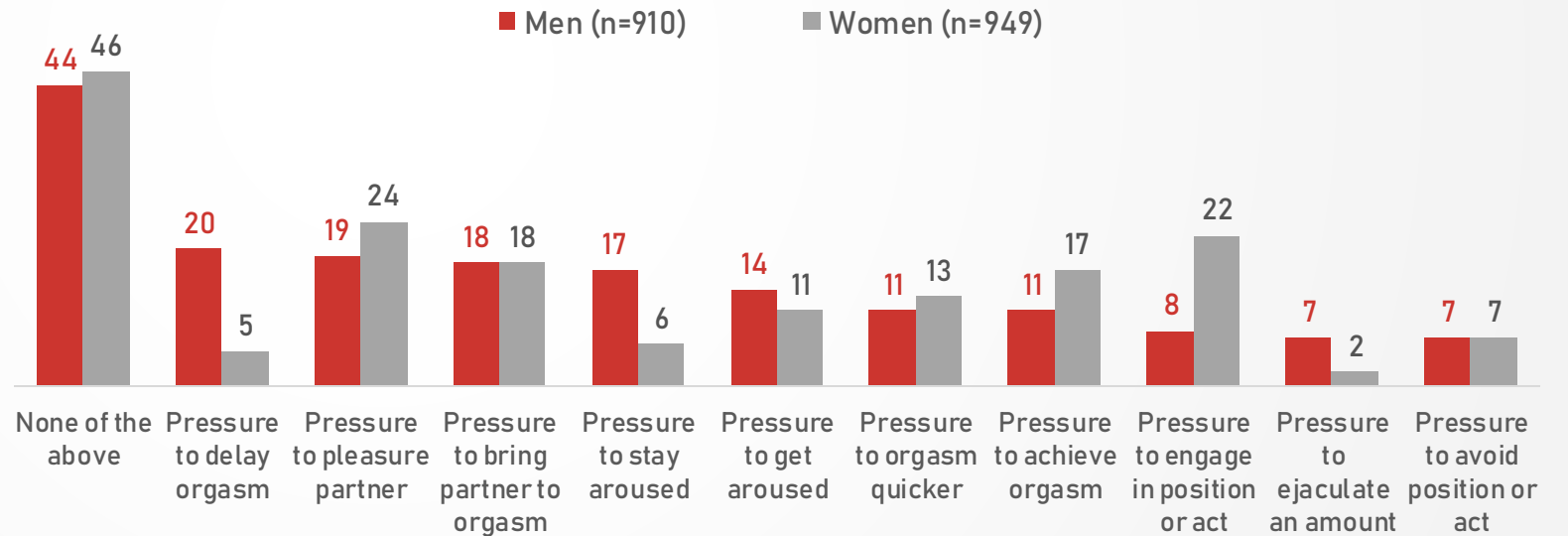
■ Yes
■ No

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?

Brits 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.

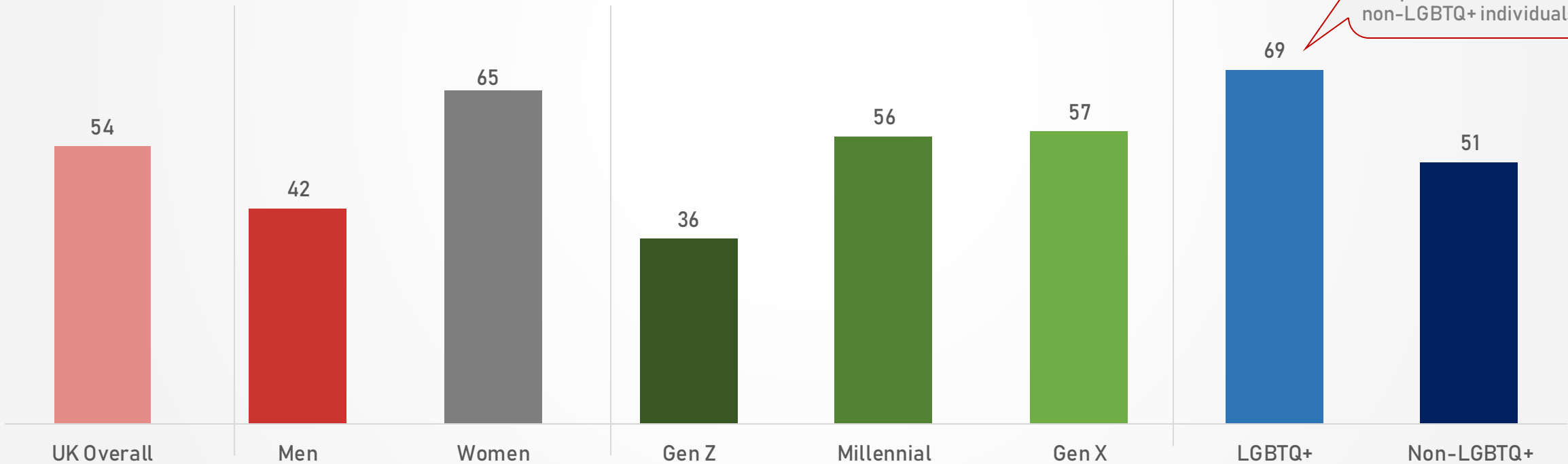
Q: Please rank how pleasurable each of the following activities are – from most pleasurable to least pleasurable.
 Showing average ranking – from most to least pleasurable

									
	UK	US	Germany	France	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	4	3	10	8	4	7	4	5	4
Hugging someone you love	3	4	1	4	2	3	3	2	2
Taking a hot shower or bath	8	5	7	7	6	8	8	6	6
Laughing	5	6	4	3	5	4	9	7	10
Eating a delicious meal	6	7	5	5	7	1	5	4	5
Getting a massage	9	8	8	6	8	10	7	9	7
Being in a beautiful place	7	9	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	11	11	9	12	9	6	12	11	9
Playing with animals	12	12	13	14	13	13	14	13	14
Putting on clean clothes	13	13	12	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 Brits 18-54 have used a sex toy, including 65% of Women and 42% of Men. The British tend to use sex toys more as they get older, and LGBTQ+ individuals use them almost one-fifth more than non-LGBTQ+ individuals.

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



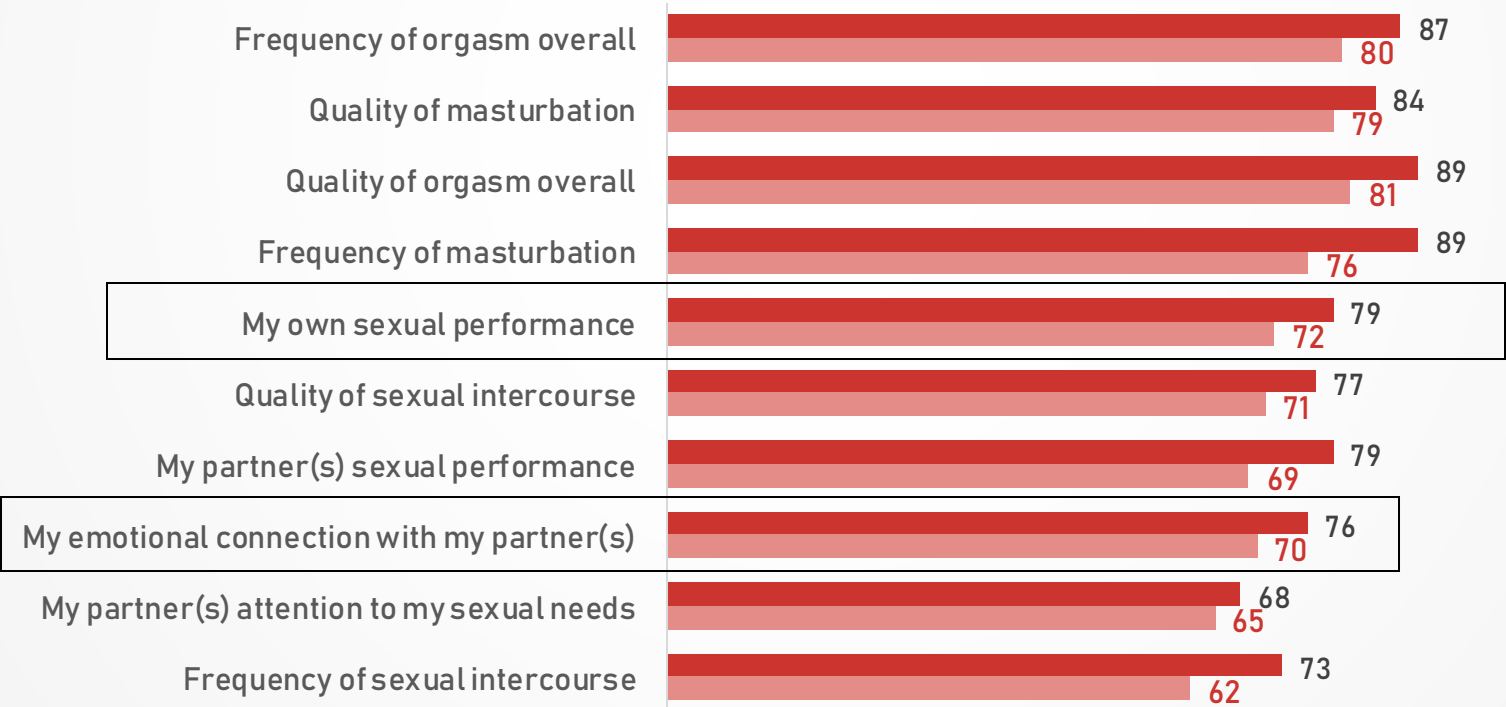
Do men who use sex toys really have better sex lives?

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

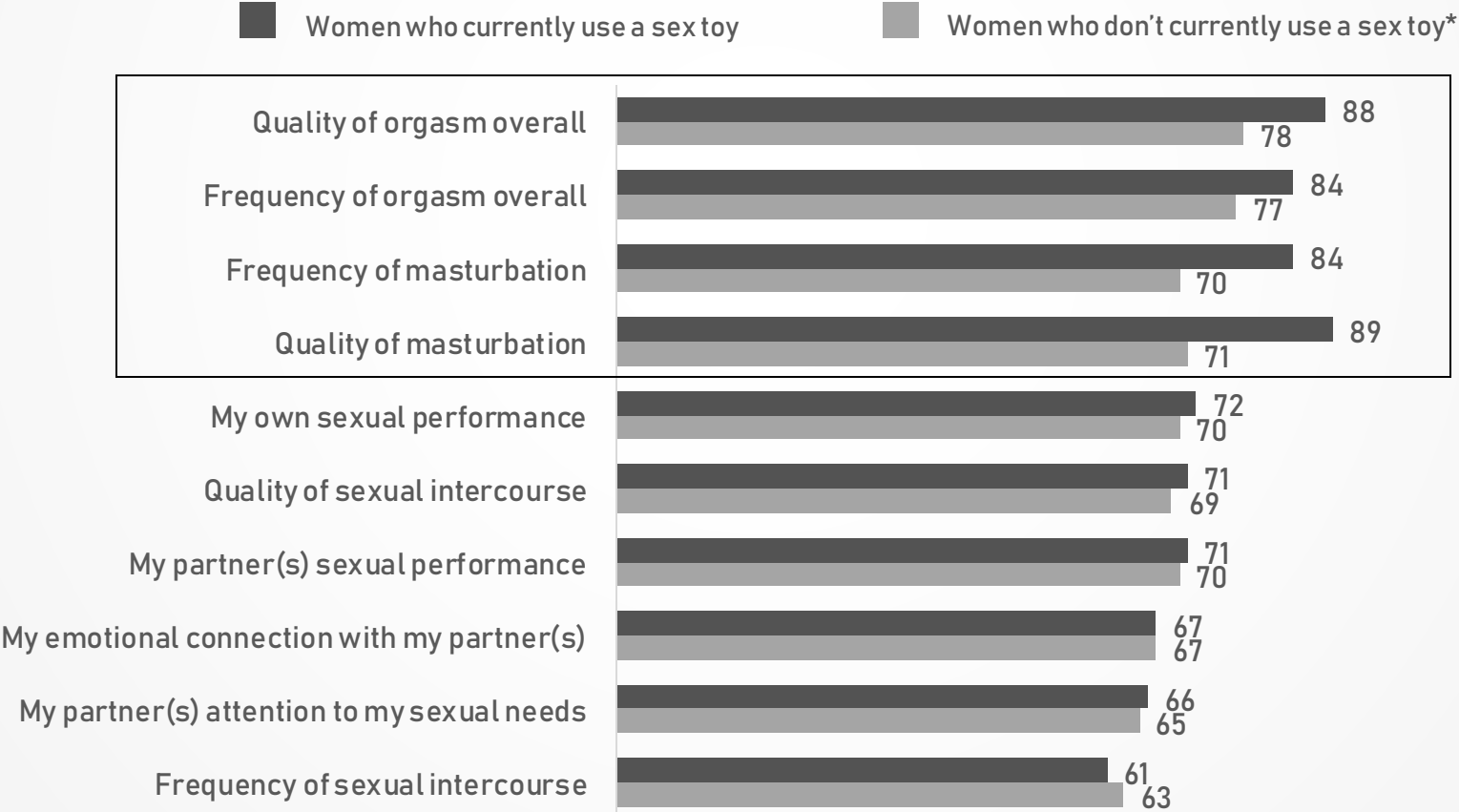
■ Men who currently use a sex toy ■ Men who don't currently use a sex toy



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 orgasm and masturbation.

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 *amazing*, *quality*, and *cool*.



"Quality."
- Male, 41

"It feels adventurous."
- Male, 19

"Very stimulating."
- Male, 52

"It was special and cool."
- Male, 33

"It feels amazing and fun and cool."
- Male, 28

"It feels amazing."
- Male, 34

"Comfortable for the orgasms."
- Male, 27

"It felt lovely."
- Male, 44

What does iroha feel like?

When asked how iroha products felt, *quality* was a key descriptor with participants feeling satisfied and indulgent.



"It was fun and pleasurable."
- Female, 36

"It is a good brand, and something unique."
- Female, 38

"Stimulating."
- Female, 38

"It felt great, very yummy."
- Female, 18

"It was awesome."
- Female, 31

"I was very pleased."
- Female, 49

"Safe and reliable."
- Female, 32

"It felt like a good vibrator."
- Female, 28

Appendix

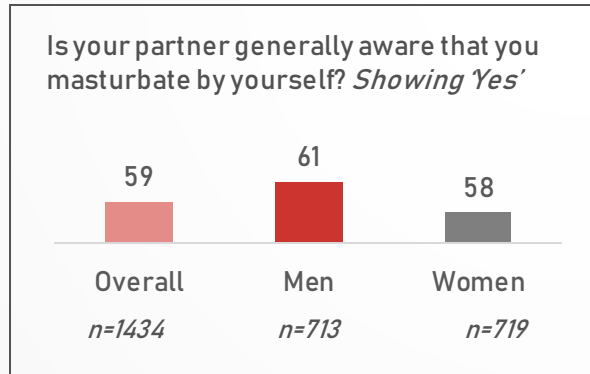
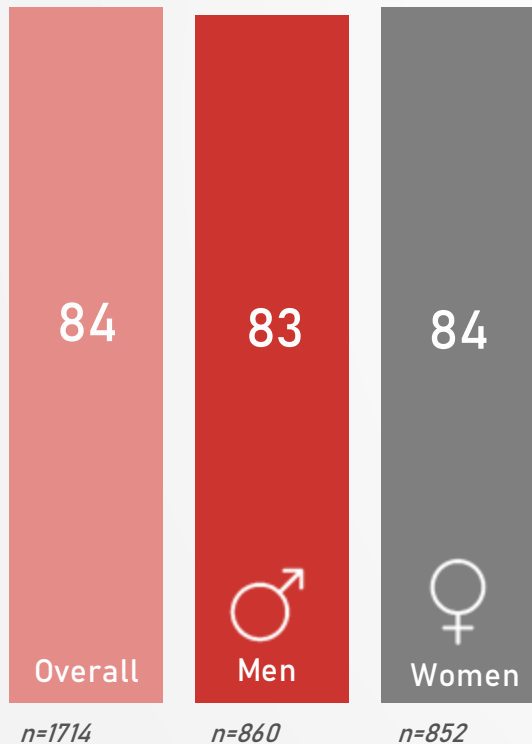
Is Masturbating in Relationships Still Taboo?

Do Brits masturbate while in relationships?

Regardless of gender, 4 in 5 say they masturbate solo while in a relationship – yet only 59% believe their partner thinks they masturbate, and only 61% are aware that their partner masturbates alone.

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

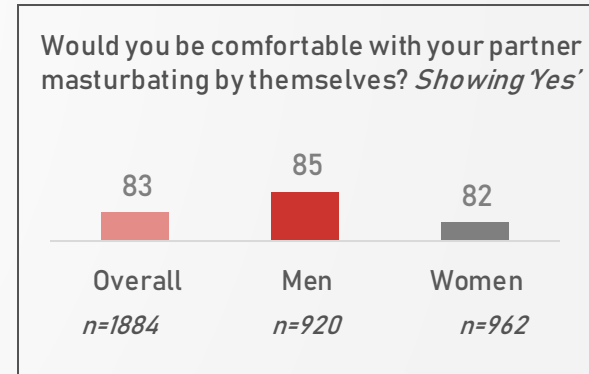
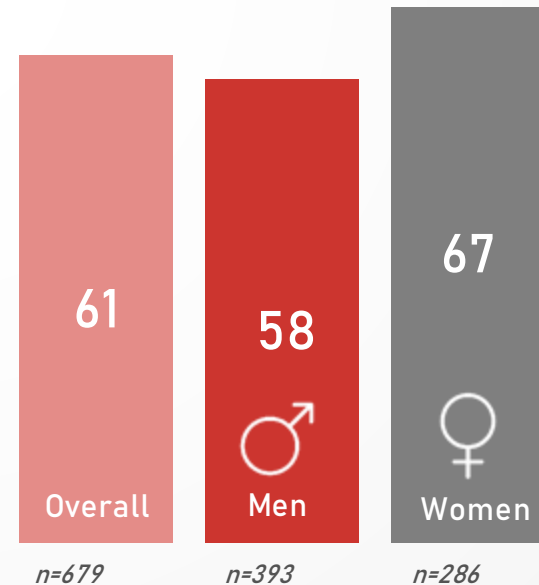
Showing 'Yes'



Q: Does your partner masturbate?

Showing 'Yes'

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



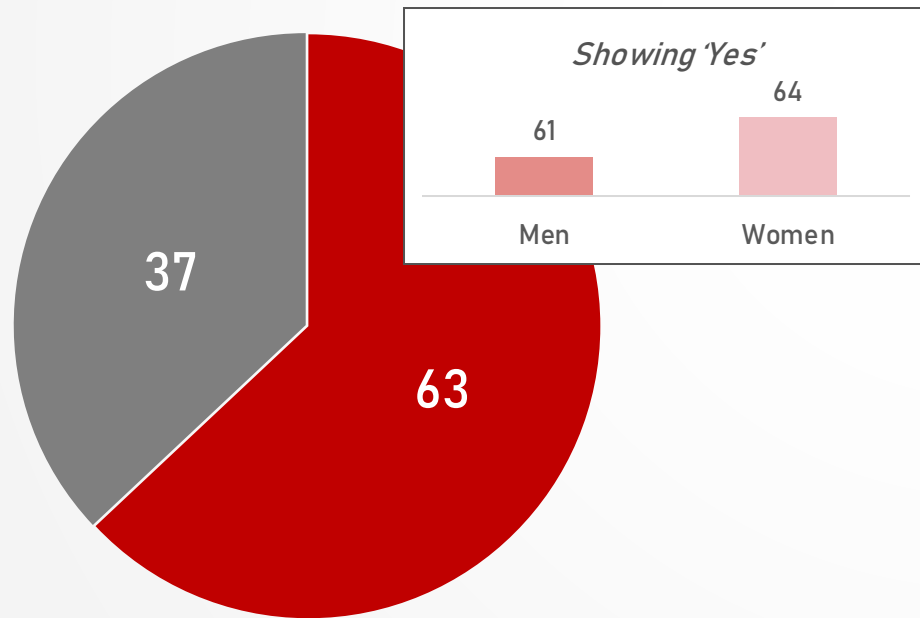
Do Brits speak with their partners about masturbation?

Less than two-thirds of Brits have spoken with their significant other about masturbation, though women are slightly more likely than men 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?

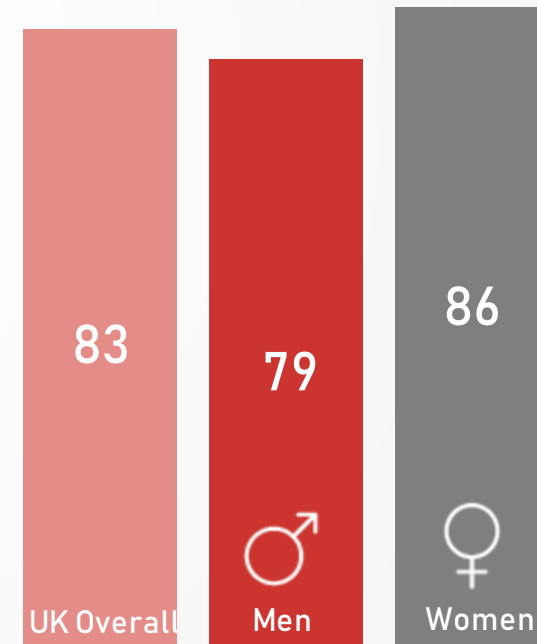
Among In a Relationship (n=1231)

■ Yes ■ No



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

Showing Very + Somewhat Encouraging



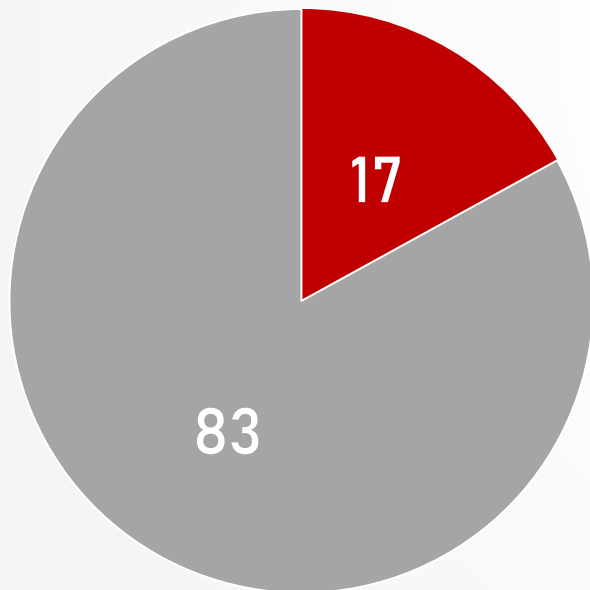
Are Brits comfortable discussing masturbation with partners?

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?

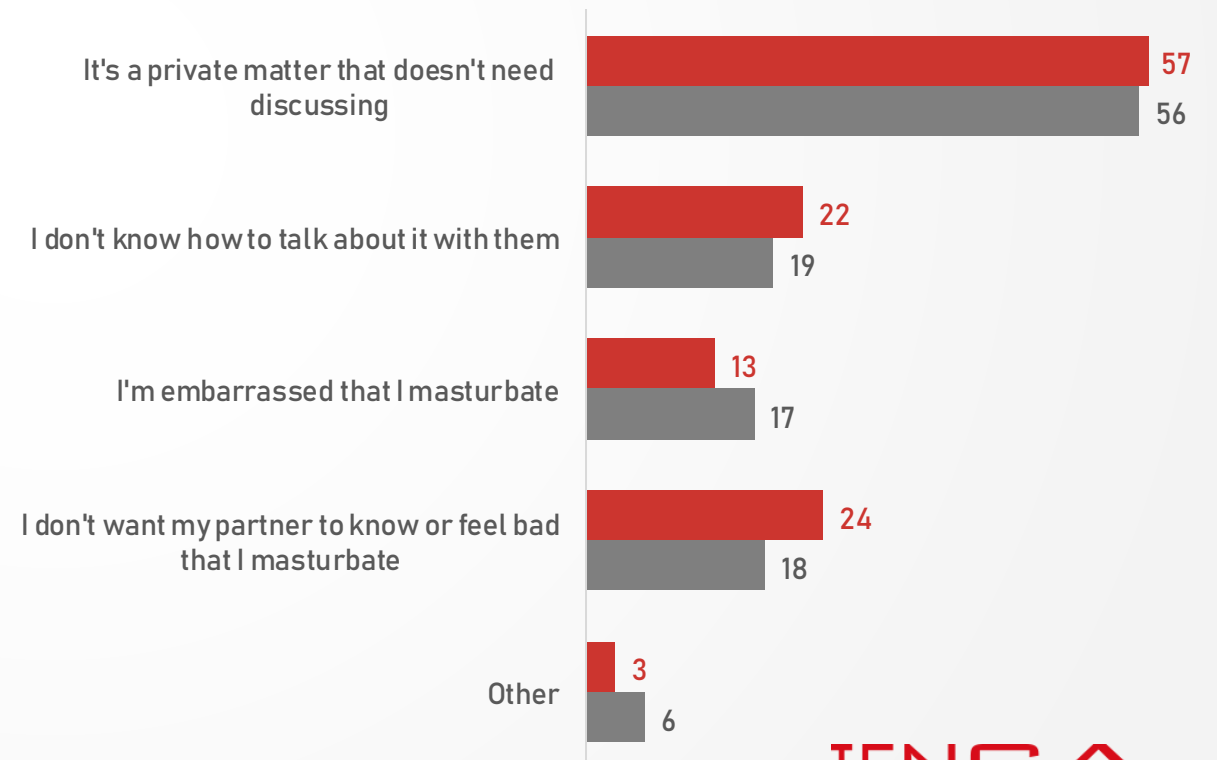
Among In a Relationship (n=461)

■ Yes ■ No



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

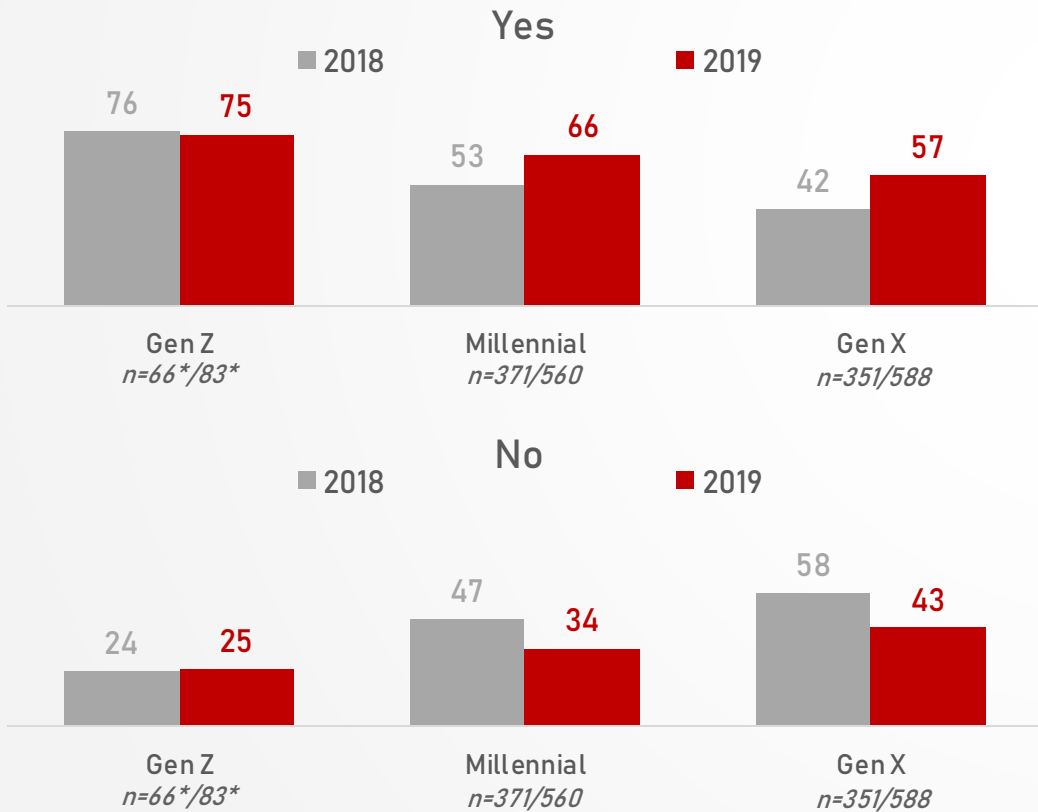
■ Men (n=219) ■ Women (n=242)



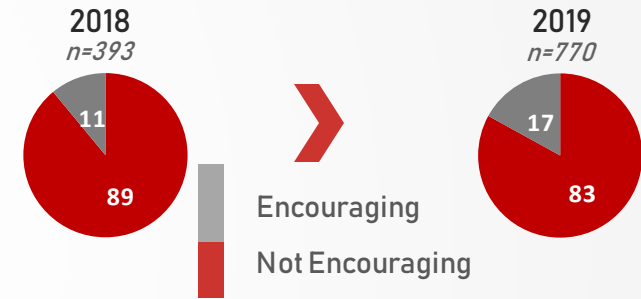
How have discussions changed over time?

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.

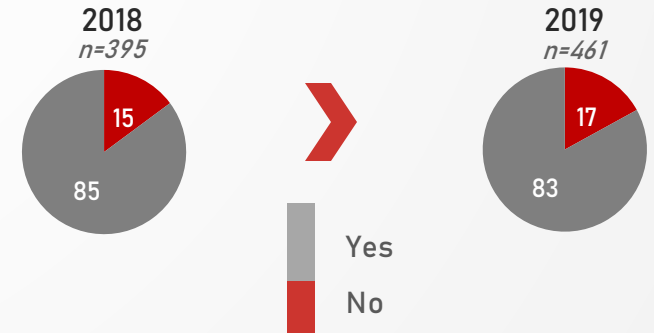
Have you ever talked to your significant other about masturbation?



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?



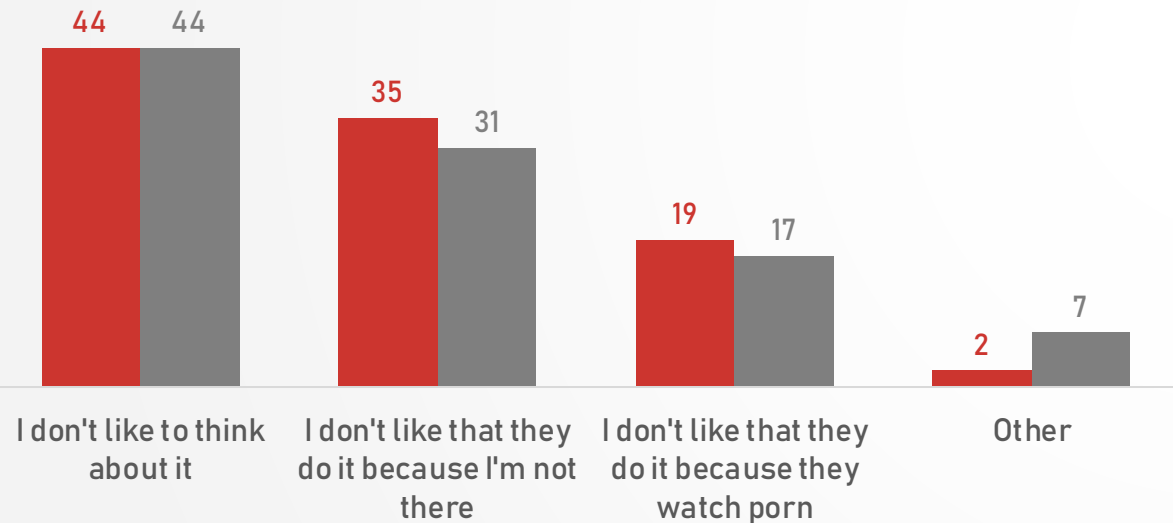
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Why are Brits 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.

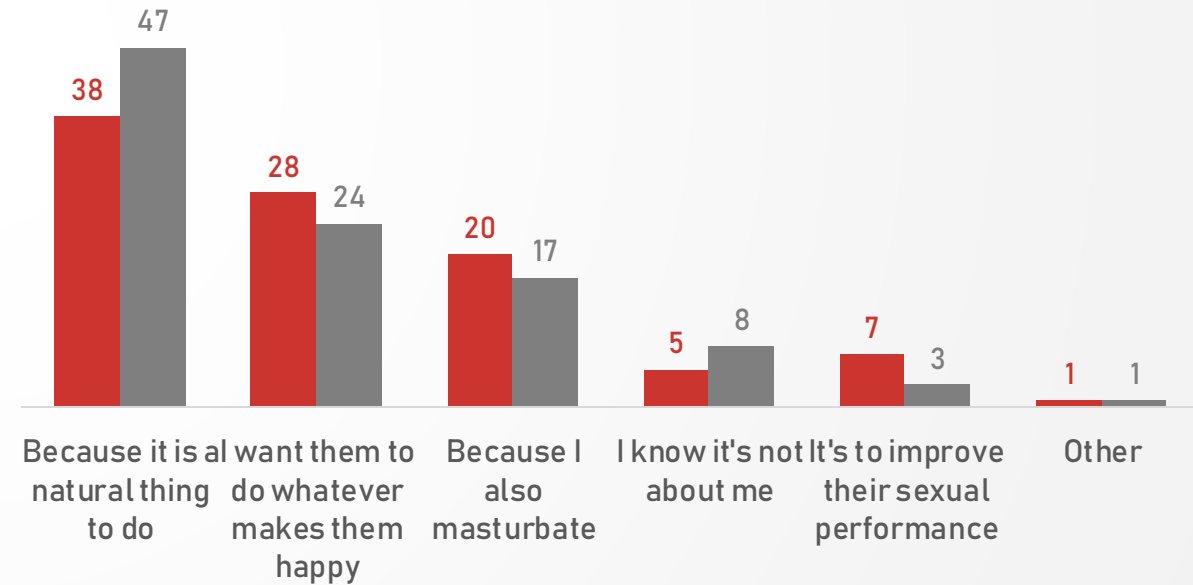
Q: Why would you be uncomfortable if your partner was masturbating by themselves?

■ Men (n=136*) ■ Women (n=176*)



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

■ Men (n=784) ■ Women (n=786)

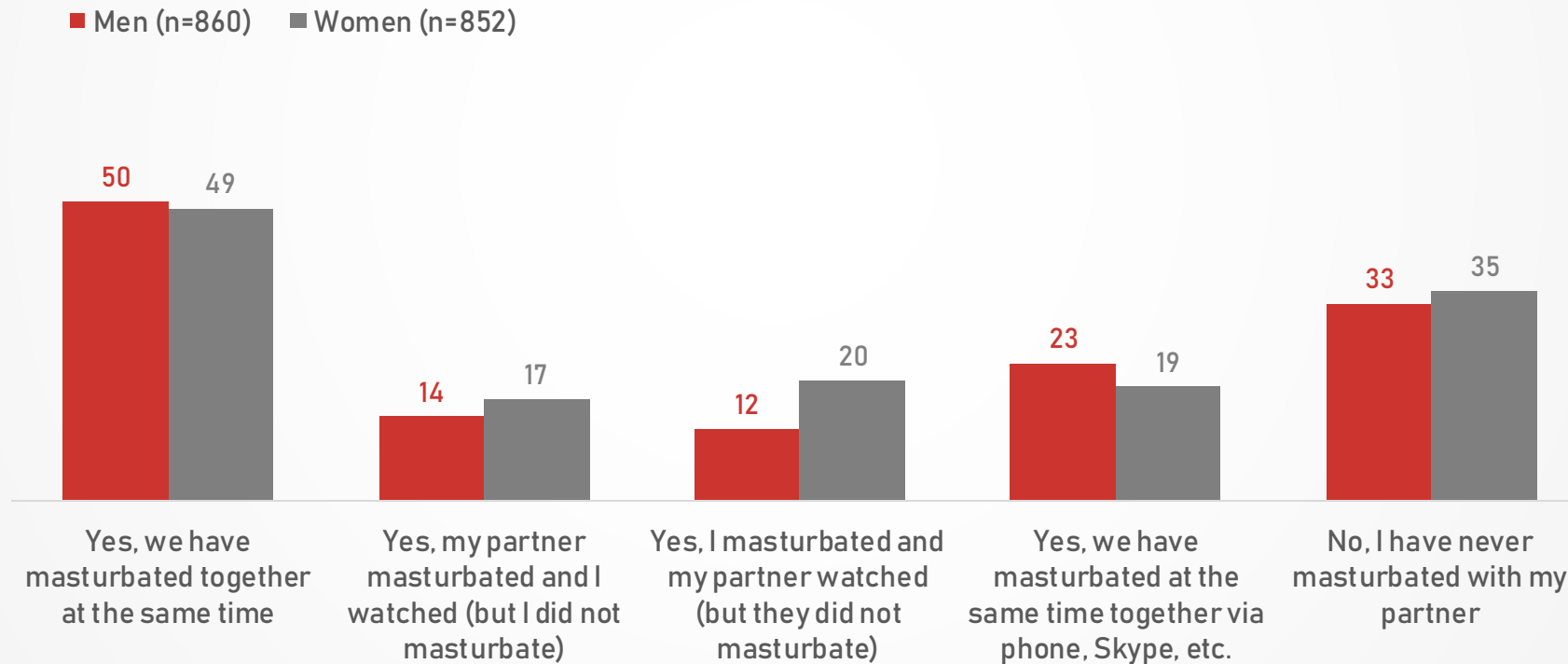


* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Do Brits ever masturbate *with* their partners?

Women are more likely to have watched their partner masturbate, or been watched by their partner while masturbating. Men are more likely have pleased themselves with their partner over the phone or Skype.

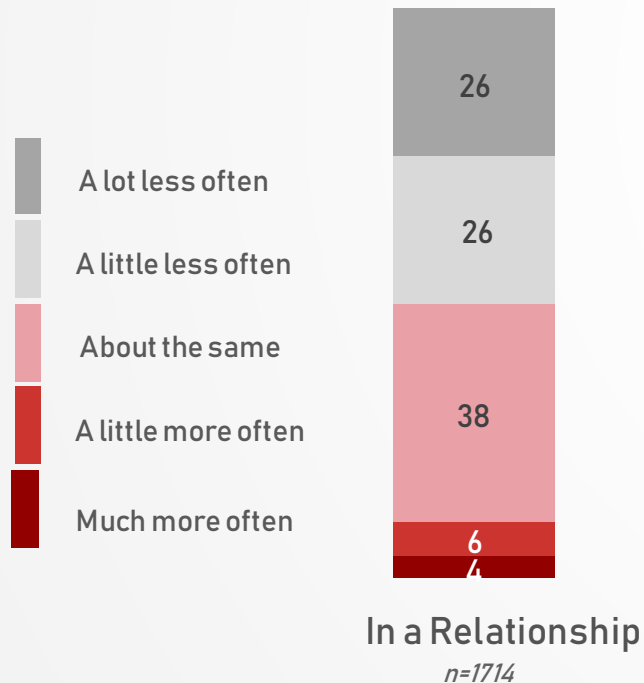
Q: When in a relationship, have you ever masturbated with your partner?



Do people masturbate *more* when in relationships?

Most Brits 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?



Q: What makes you say that?

A lot less often

"I would put off masturbation when knowing I would be with my girlfriend."

Much more often

"It helps me with my sexual performance."

About the same

"My partner encourages me to masturbate next to him and he does it next to me."

A little more often

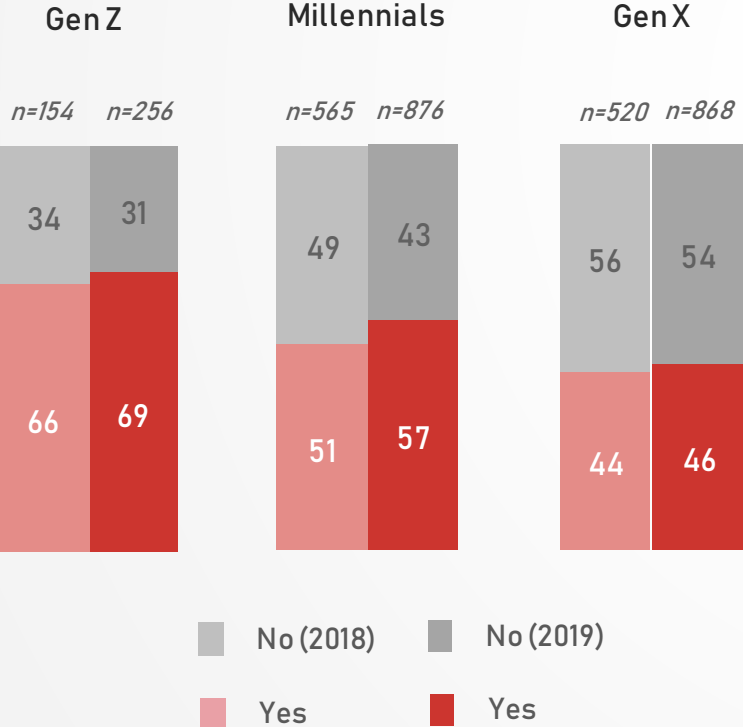
"Because I don't want to pressure my partner into sexual contact."

Brits Are Becoming More Open About Masturbation

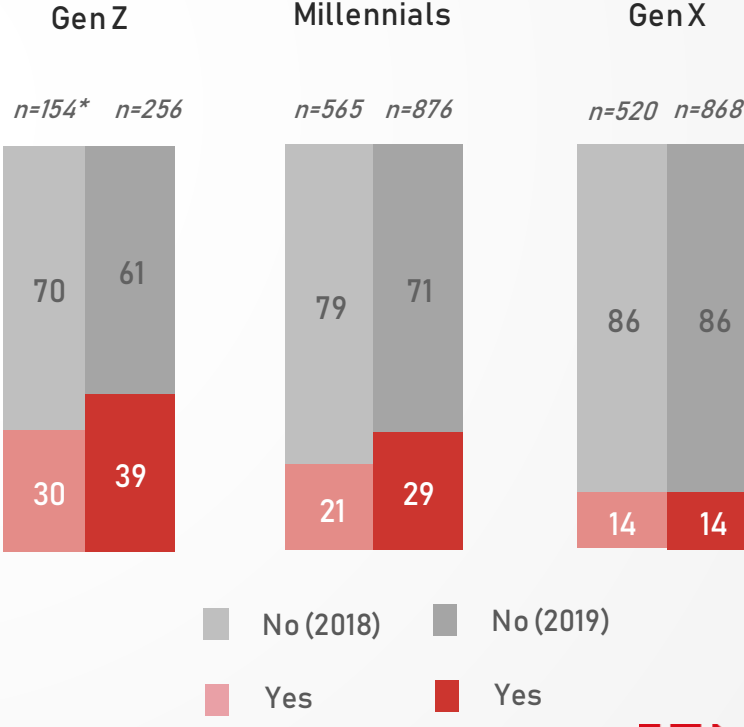
Would it benefit society to discuss masturbation more openly?

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

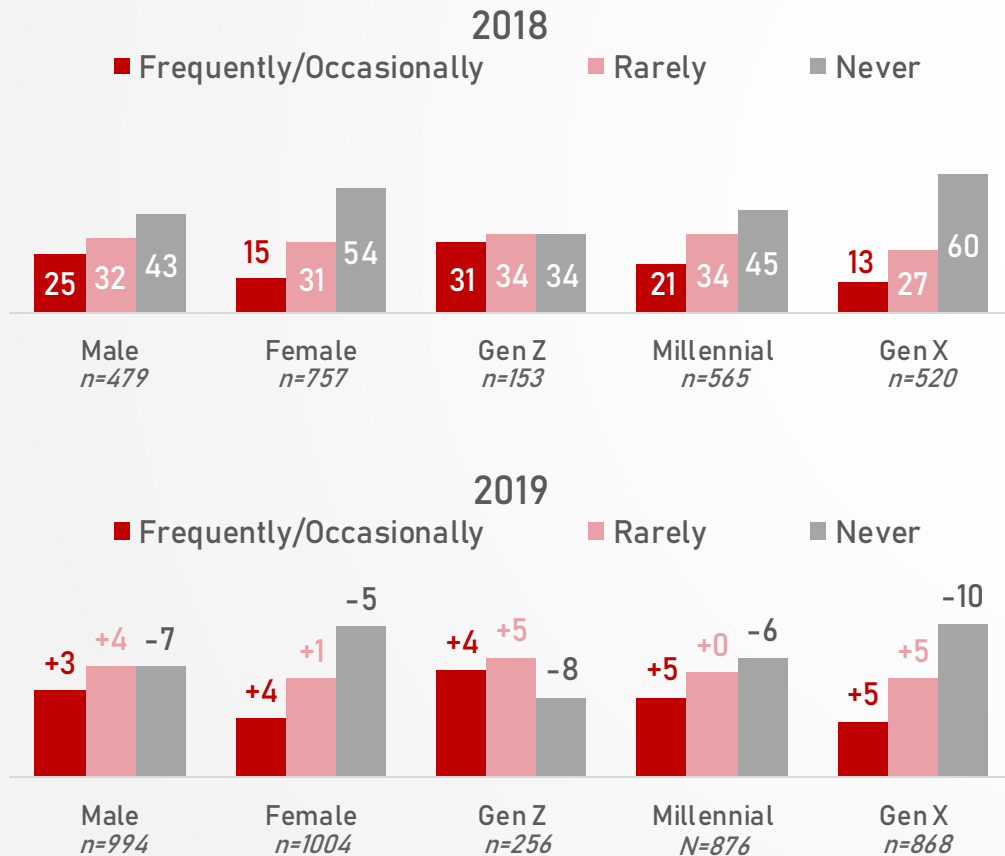


* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

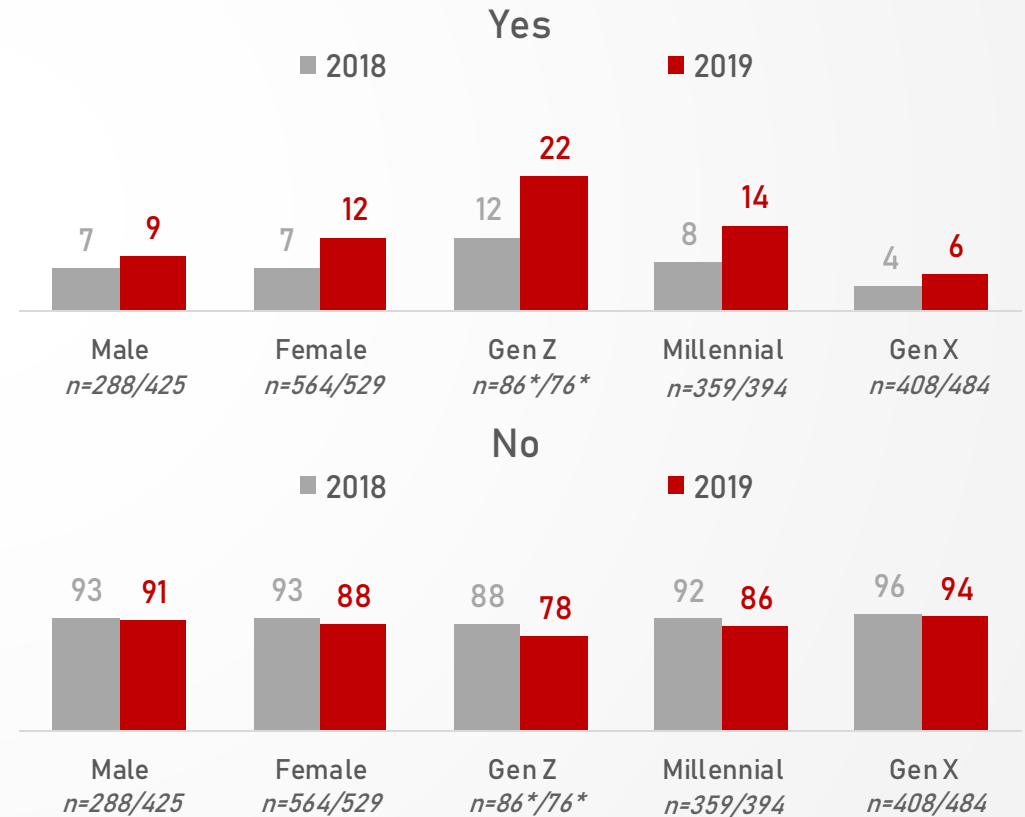
Is the U.K. becoming more open to talking about masturbation?

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?

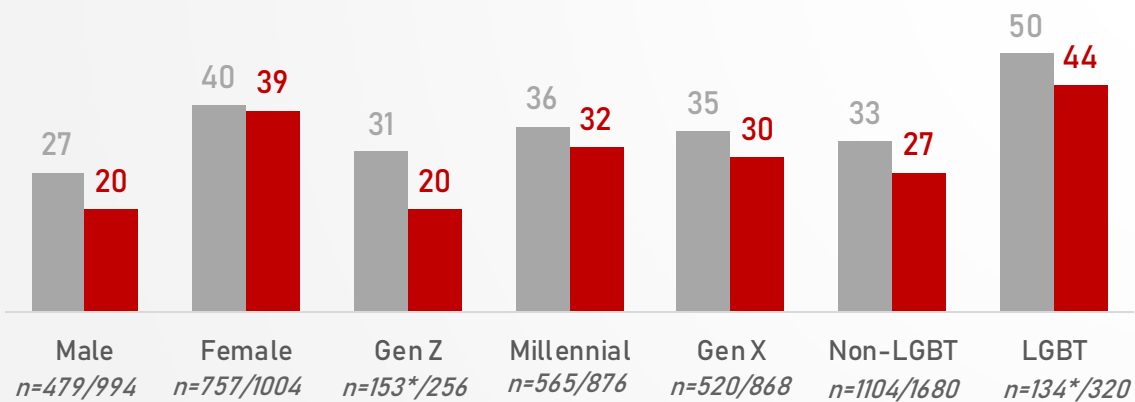
While not all audiences in the U.K. are *using* more sex toys over time, all are becoming more open to the *idea* of buying one for themselves in the future.

Do you currently use any sex toys?

Yes

■ 2018

■ 2019

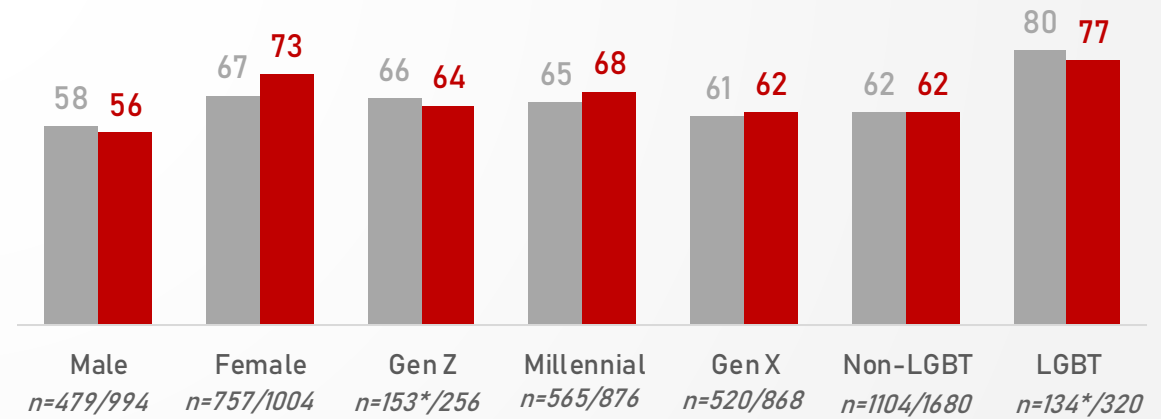


Are you open to the idea of buying a sex toy for yourself in the future?

Yes

■ 2018

■ 2019



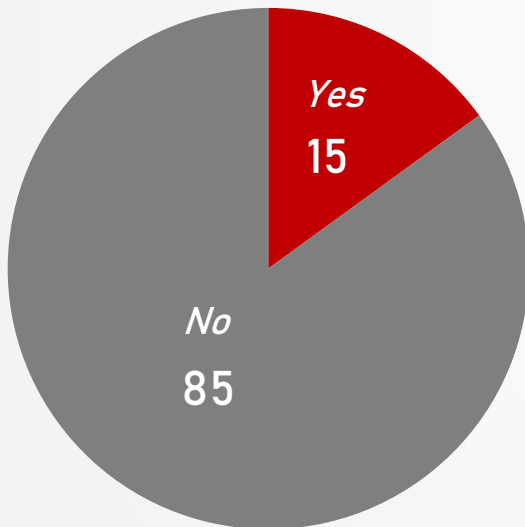
* Note: Asterisks denote *directional* findings from sub-audience groupings with an N-size below 150 responses

Are Brits comfortable with sex toys?

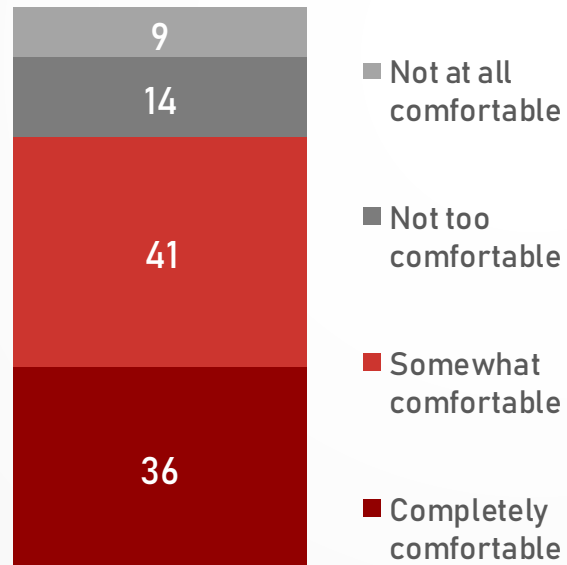
Those who currently use sex toys are generally unashamed of the fact – and quite comfortable talking about it. Those who don't use them believe they don't "need" one or are held back by some form of anxiety or shame.

Among those who use sex toys –

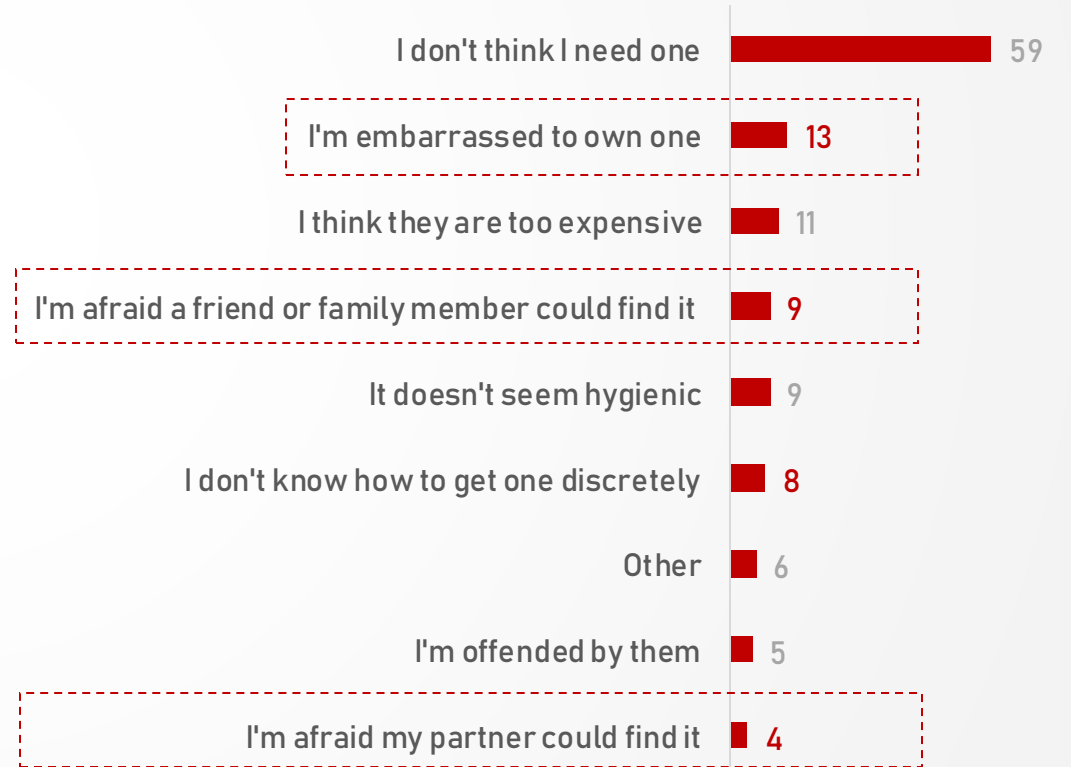
Q: Have you ever felt ashamed of using a sex toy?



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



Among those who do not use sex toys –



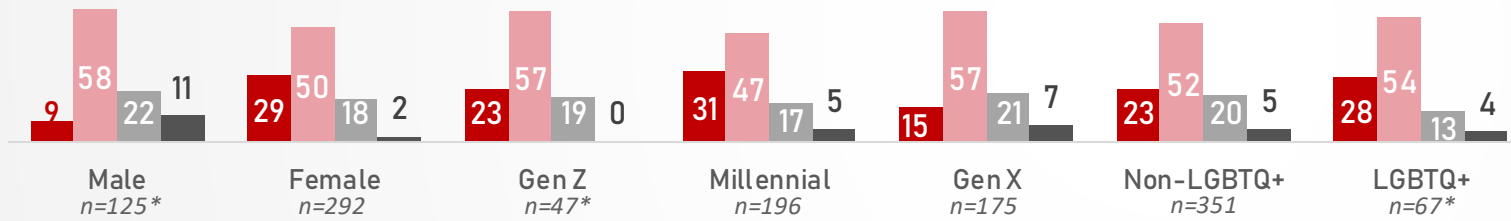
Is frequency of sex toy use on the rise?

Occasional use of sex toys grew among women, Millennials, and LGBT populations in 2019.

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

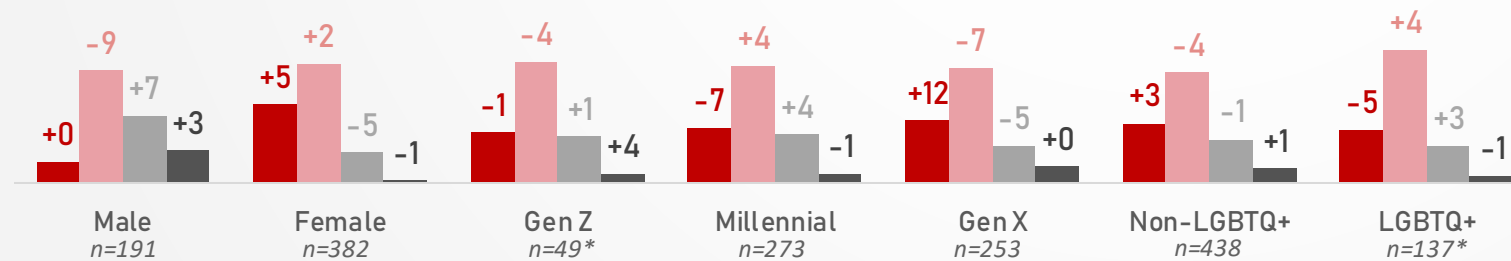
2018

■ Always ■ Sometimes ■ Not often ■ Never



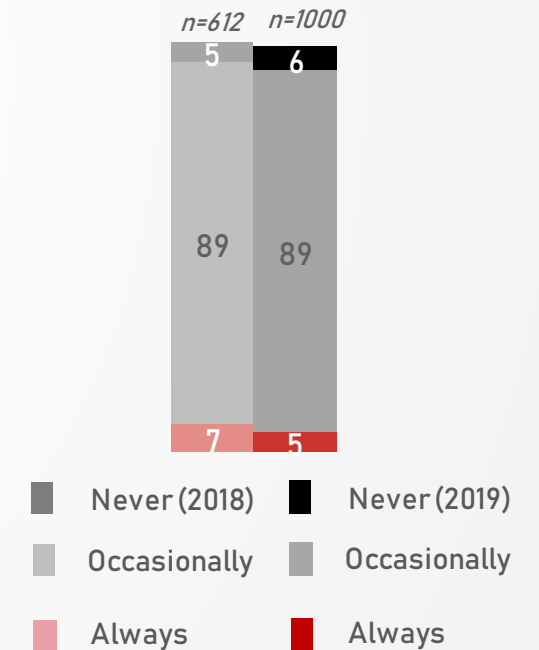
2019

■ Always ■ Sometimes ■ Not often ■ Never



How often do you and your partner use toys in your sexual experiences together?

From 2018-2019



Are the British becoming more comfortable gifting sex toys?

Almost all populations show increasing comfort with the idea of receiving sex toys as a gift from close friends, with LGBTQ+ individuals and Millennials showing the most marked increases.

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	LGBTQ+	Non LGBTQ+
A close male friend	28	21	33	25	19	37	22
A close female friend	46	39	52	44	35	52	41
Your partner	76	77	80	78	75	81	77

2019

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	35	22	30	33	23	44	26
A close female friend	49	43	51	51	40	60	44
Your partner	76	78	84	78	73	85	75

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	LGBTQ+	Non LGBTQ+
A close male friend	23	15	27	21	14	26	17
A close female friend	32	30	44	34	23	44	30
My partner	70	65	72	67	65	76	66

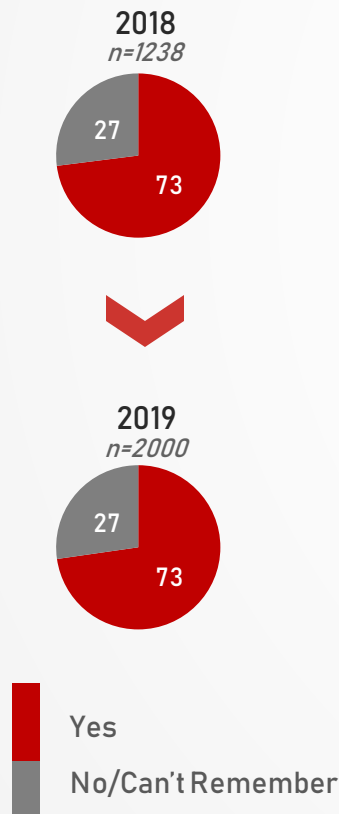
2019

	Male	Female	Gen Z	Millennial	Gen X	LGBTQ+	Non LGBTQ+
A close male friend	28	19	26	26	19	36	21
A close female friend	39	33	38	40	31	46	34
My partner	69	63	69	69	63	73	65

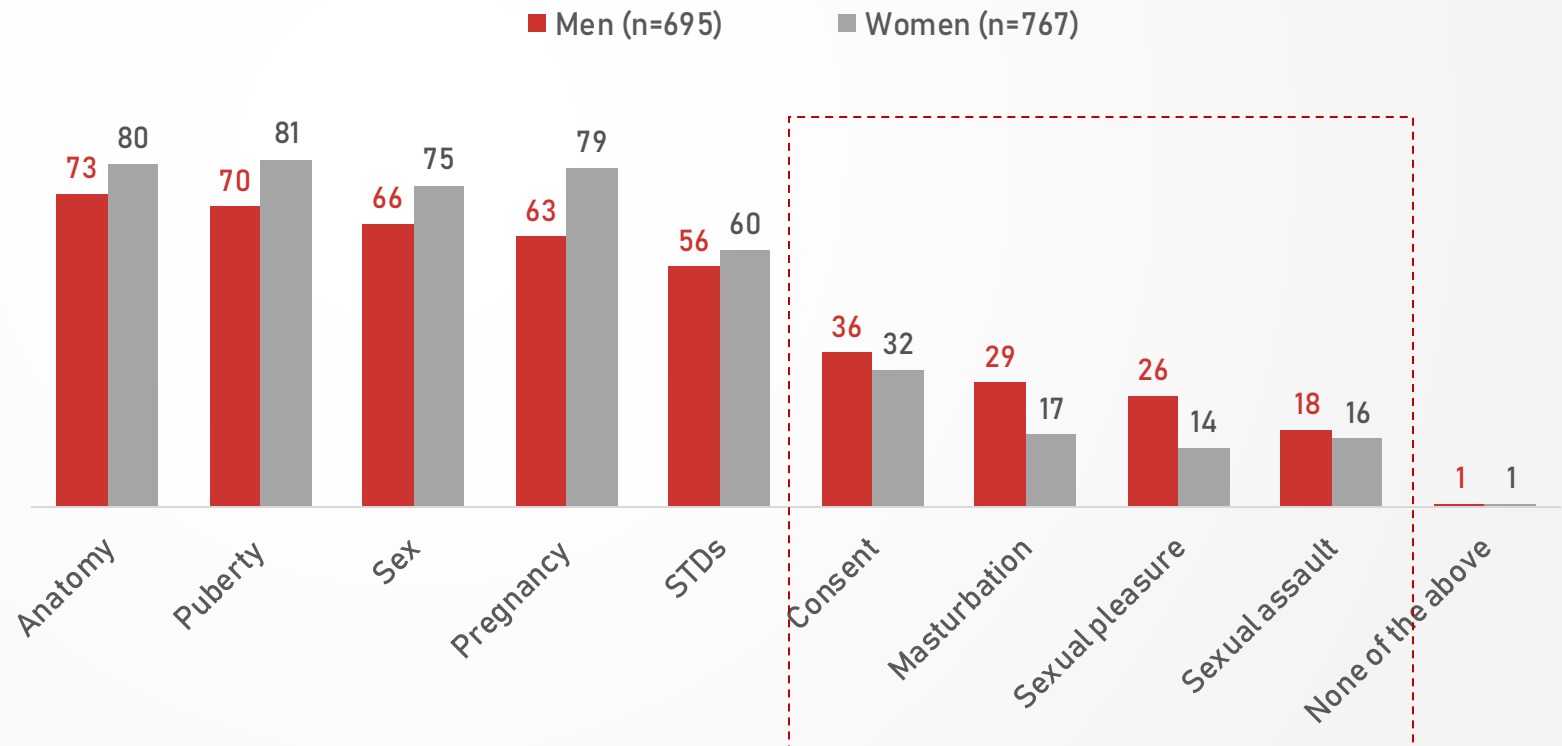
Do Brits learn about self- and sexual pleasure in sex education?

Among the three-quarters of Brits who have received sex education in school, 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?



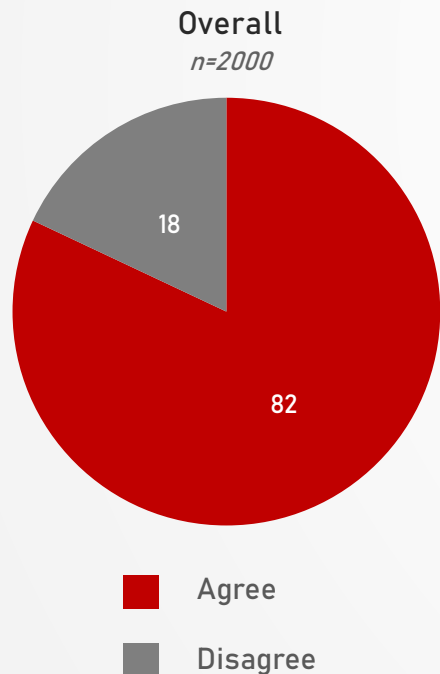
Which of the following topics were covered as part of your sex education program?



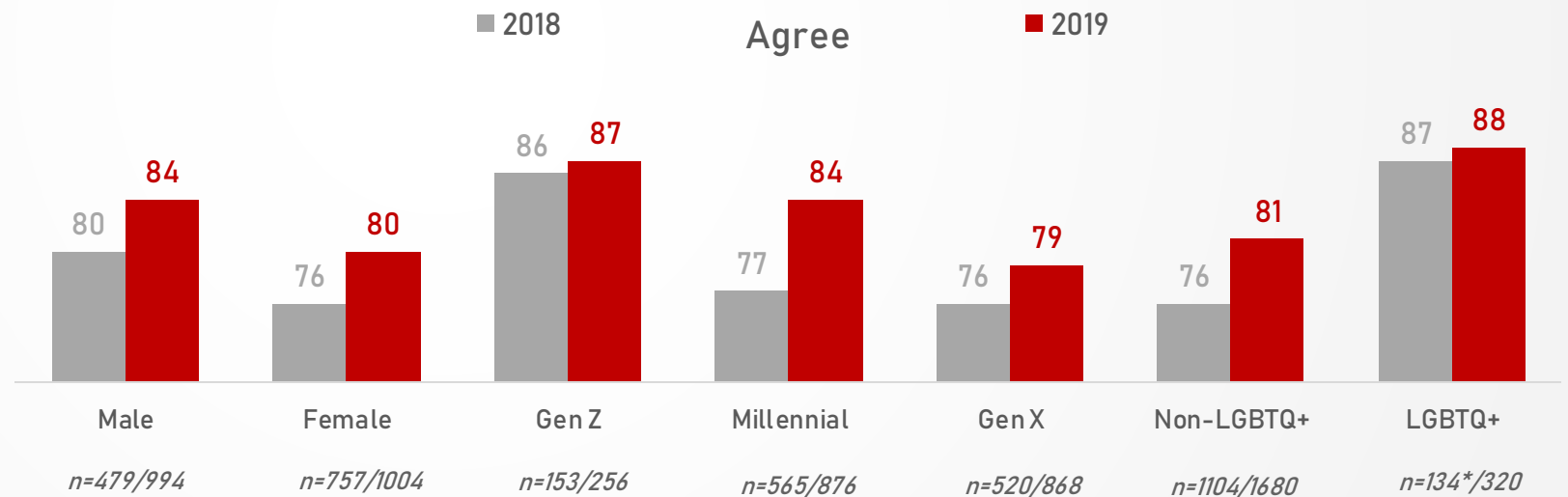
Do Brits support learning about masturbation in sex education?

Large and growing majorities believe that masturbation should be covered as a topic in sex education programs for children and teenagers.

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



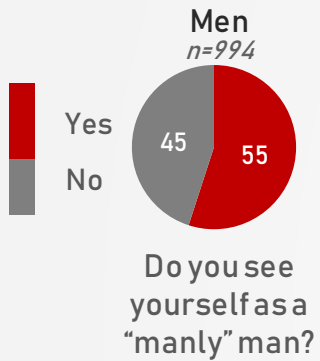
Do you agree or disagree that sex education programs should cover masturbation as a topic for children and teenagers?



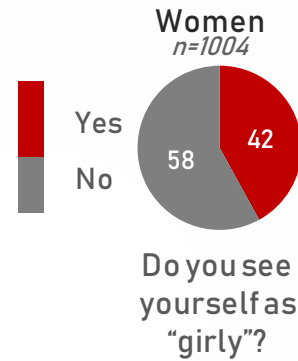
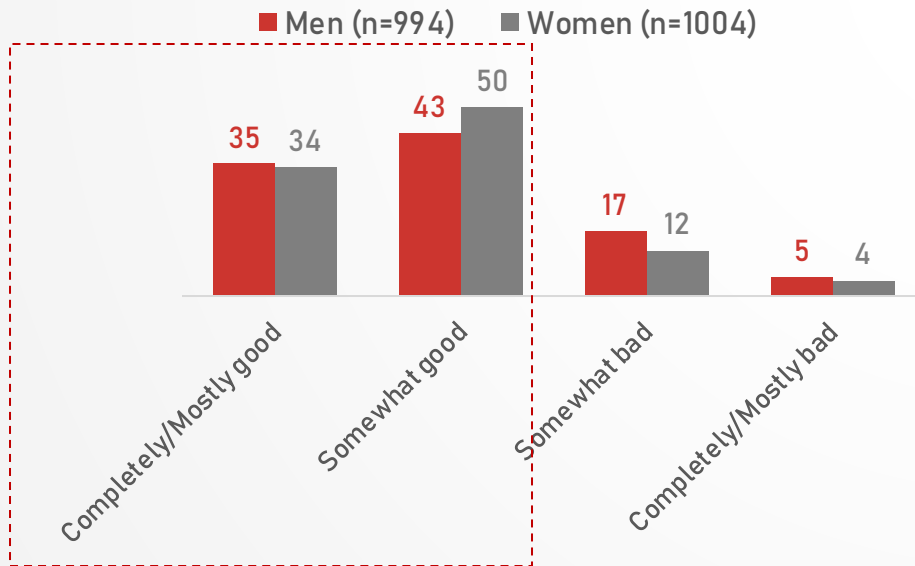
Gender Identity and Labels

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

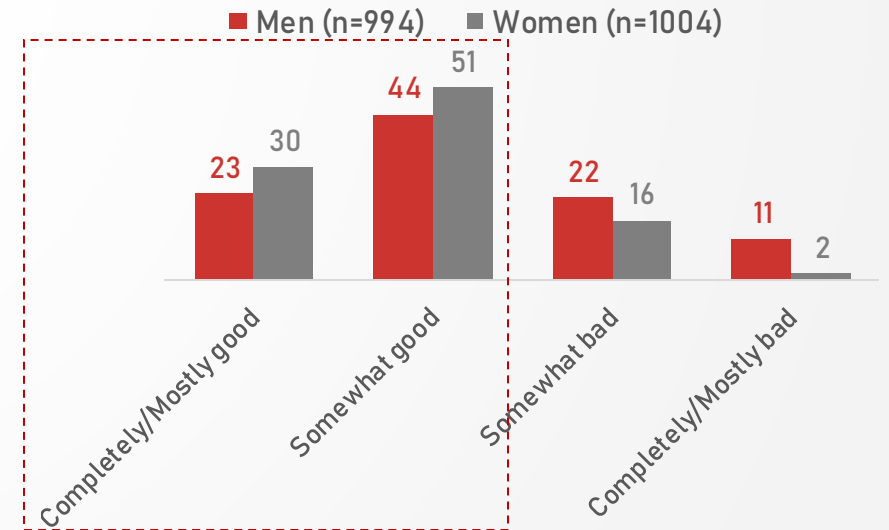
Men are more likely to see themselves as “manly,” whereas most women do not see themselves as “girly.” However, women tend to view being “manly” and “girly” more positively than men do.



Do you think being a “manly” man is good or bad?



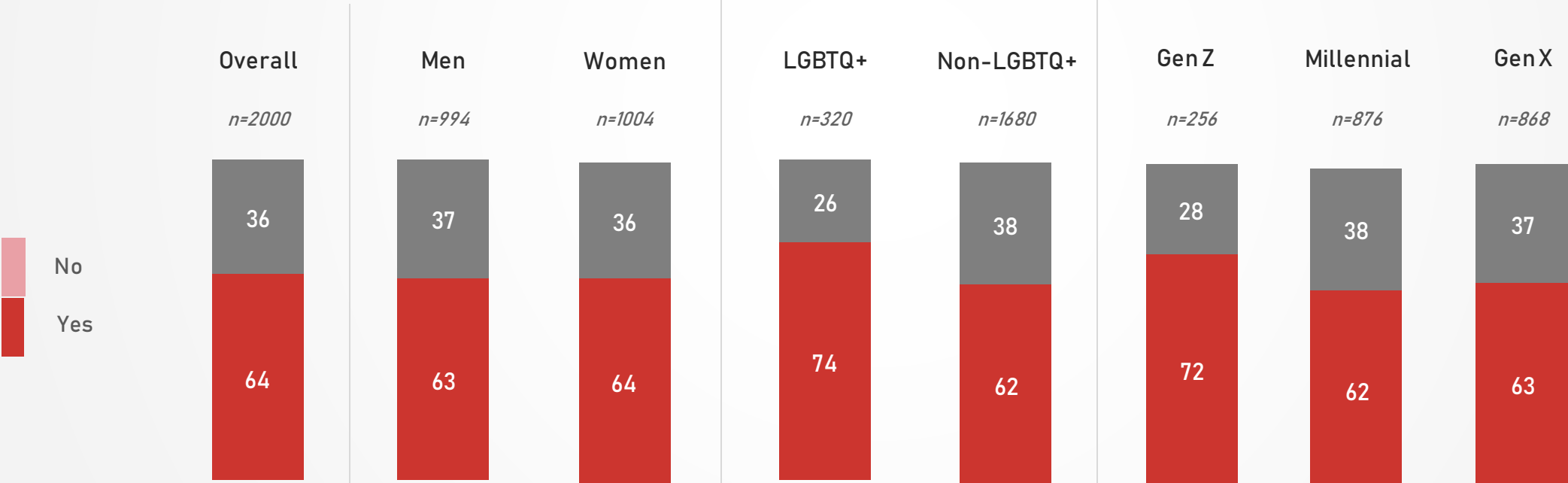
Do you think being “girly” is a good or bad thing?



Are these labels outdated?

Most British people 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?

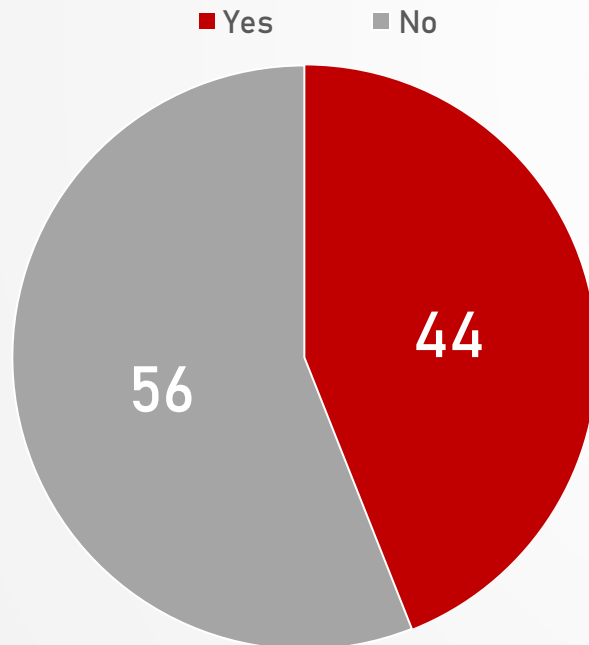


How do these labels affect men's identities?

More than half of British men have felt pressured to behave "like a man." Those men who don't see themselves as "manly" said this because they find the label toxic, whereas men who do see themselves this way said this believe their beliefs and hobbies reinforce their masculinity.

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

n=994



Why do not you see yourself as a "manly" man?

"The definition, commonly, is toxic and stupid. I want to be better."

- Male, 26

"I don't see the point in being a macho idiot."

- Male, 51

"I'm passive and thoughtful."

- Male, 38

"I don't feel the need to act in a particular way."

- Male, 35

Why do you see yourself as a "manly" man?

"I'm very strong and stern about my beliefs."

- Male, 33

"Because I'm a tough guy."

- Male, 23

"I am not afraid."

- Male, 18

"I compete in physical sports and work hard."

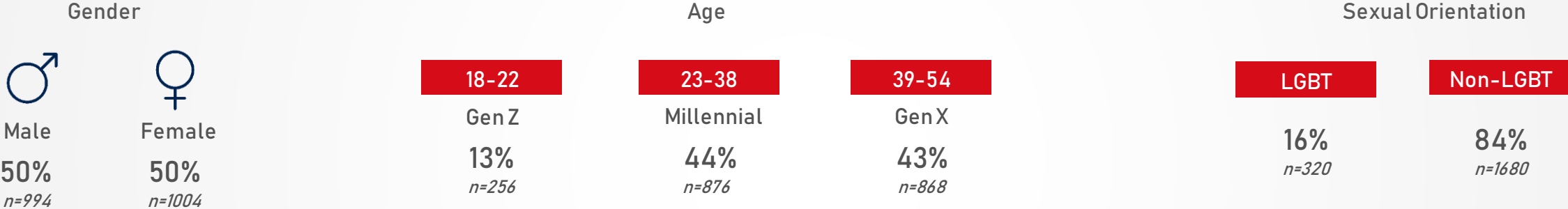
- Male, 31

Survey Methodology

How the study was conducted

As part of the global study, PSB Research interviewed N=2000 Brits aged 18-54 in order to understand Brits' health and wellness, views on sex and masturbation in society, views on masculinity in society, and other related topics.

Key Audiences



Sample

N=2000 respondents were surveyed. The sample was proportionally balanced to UK population statistics on age and gender.

- Males and Females 18-54
- Males: 50% of survey (n=994)
- Females: 50% of survey (n=1004)
- Other: 0.1% 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%