

TENGA conducted a survey of 1,200 Americans on their opinions of masturbation. What we found is that nearly everybody masturbates — so why aren't we talking about it?

The truth is, almost everybody does it — and often.





have masturbated in their lifetime*

However most people estimate these percentages are much lower

times per month

*Survey participants selected gender independently of sex.

Masturbation Frequency



Millennials

masturbate the most per month

MILLENNIALS

COMPARED

GEN XERS

BOOMERS

Despite high incidence, roughly half of all respondents cite discomfort discussing masturbation.



29% of respondents

Lied about masturbation

36% of men 22% of women

40% of Millennials

reasons for lying

embarrassment

and fear of being judged by family, friends or partners

average age people feel comfortable discussing masturbation

People masturbate for a variety of reasons, from killing time to increasing performance.

Most common use of masturbation





sexual pleasure



relaxation/ stress relief sleep

of Americans masturbate with the intention of IMPROVING SEXUAL PERFORMANCE.

who have masturbated in front of a partner describe the experience as good, very good or excellent.





find masturbation more pleasurable than having a sexual experience with another person.

In the United States, 20% of men own a sex toy, compared to 42% of women

TOYS CAN BE USED IN A VARIETY OF WAYS, FOR A VARIETY OF PURPOSES:

PLEASURE

of all sex toy owners say sexual experience of masturbation is improved

WHY? Toys provide stimulation, intensity control and efficiency





PERFORMANCE

53% of men have experienced premature ejaculation

>70% cite openness to using a masturbatory tool to increase pleasure or performance

HOWEVER, ONLY

11% currently use a masturbation sleeve to help alleviate symptoms

Like all things, masturbation habits and trends vary by location, pop culture and even political affiliation.



West Coast most likely to own a sex toy



Midwesterners **29%**





Nearly

OF MILLENNIALS have masturbated with their partner via phone,

Skype or another telecommunication method.



pop culture

fantasize about celebrities during masturbation. The most popular celebrities reported (across all genders

and sexual orientations) were Jennifers: Aniston, Lawrence and Lopez.

BUT BY NOT TALKING ABOUT IT OPENLY, WE ARE MISSING AN OPPORTUNITY FOR CONSTRUCTIVE AND VALUABLE CONVERSATIONS ON MASTURBATION'S ROLE IN HEALTHY SEX AND SEXUALITY.





more likely than **Trump supporters**

to be comfortable discussing masturbation with their partner **72%** versus **62%**

ALTHOUGH



more likely to masturbate while in a relationship

OUR SURVEY SHOWED AMERICANS ARE MASTURBATING —



TENGA BELIEVES MASTURBATION SHOULD BE AN IMPORTANT PART OF THE CONVERSATION. BY OFFERING A LINE OF INNOVATIVE AND DIVERSE PRODUCTS, TENGA AIMS TO ELEVATE THE DISCUSSION ON MASTURBATION FROM SECRET TO CELEBRATION.