

2016

UNITED STATE(S) OF MASTURBATION

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TENGA®

NEW ADULT CONCEPT
BE POSITIVE, BE SMART, BE FREE
PLEASURE, THE WAY IT SHOULD BE

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?

BY YOURSELF, BUT NOT ALONE

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



Frequency

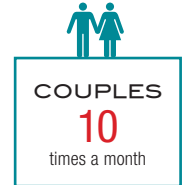


have masturbated in their lifetime*

HOWEVER most people estimate these percentages are **much lower**



*Survey participants selected gender independently of sex.



Millennials masturbate the most



COMPARED TO ▶



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

Lied about masturbation



reasons for lying

embarrassment and fear of being judged by family, friends or partners

On average, those who say it is acceptable to discuss masturbation say it became **culturally acceptable to do so 16 years ago.**

24 | average age people feel comfortable discussing masturbation

... BUT WHY?

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

Most common use of masturbation



13% of Americans masturbate with the intention of **IMPROVING SEXUAL PERFORMANCE.**



21% men | 30% women find masturbation more pleasurable than having a sexual experience with another person.

Masturbation in front of a partner is used by many to enhance or vary their sexual routines.

More than **95%** of individuals who have masturbated in front of a partner describe the experience as good, very good or excellent.

TOOLS OF THE TRADE

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

70% of all sex toy owners say sexual experience of masturbation is improved



58% of men



76% of women

WHY? Toys provide stimulation, intensity control and efficiency

PERFORMANCE

53% of men have experienced premature ejaculation

OF THESE

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

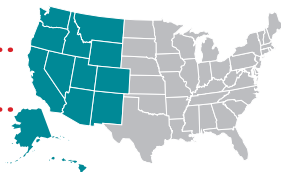
HOWEVER, ONLY

11% currently use a masturbation sleeve to help alleviate symptoms

WHAT'S #TRENDING

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

geography



West Coast 34% most likely to own a sex toy



Northeasters 29%



Midwesterners 29%



Southerners 30%



technology

Smartphones and computers also aid in sexuality.

Nearly 25% OF MILLENNIALS have masturbated with their partner via phone, Skype or another telecommunication method.



pop culture

17% fantasize about celebrities during masturbation.

The most popular celebrities reported (across all genders and sexual orientations) were Jennifers: Aniston, Lawrence and Lopez.



politics



CLINTON SUPPORTERS

10% more likely than Trump supporters to be comfortable discussing masturbation with their partner

72% versus 62%

ALTHOUGH



TRUMP VOTERS

5% more likely to masturbate while in a relationship

OUR SURVEY SHOWED AMERICANS ARE MASTURBATING — 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.

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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.