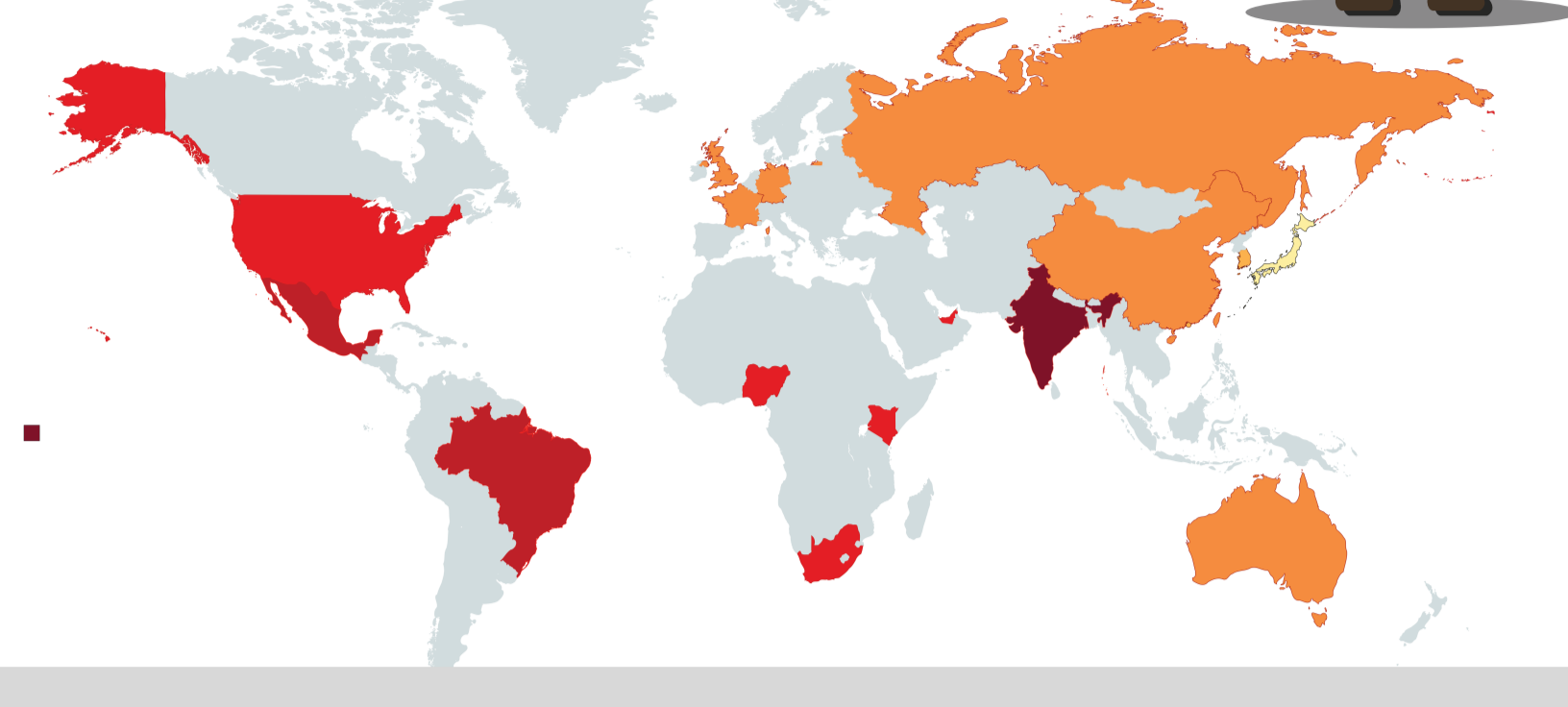


TENGA GLOBAL SELF-PLEASURE REPORT 2018



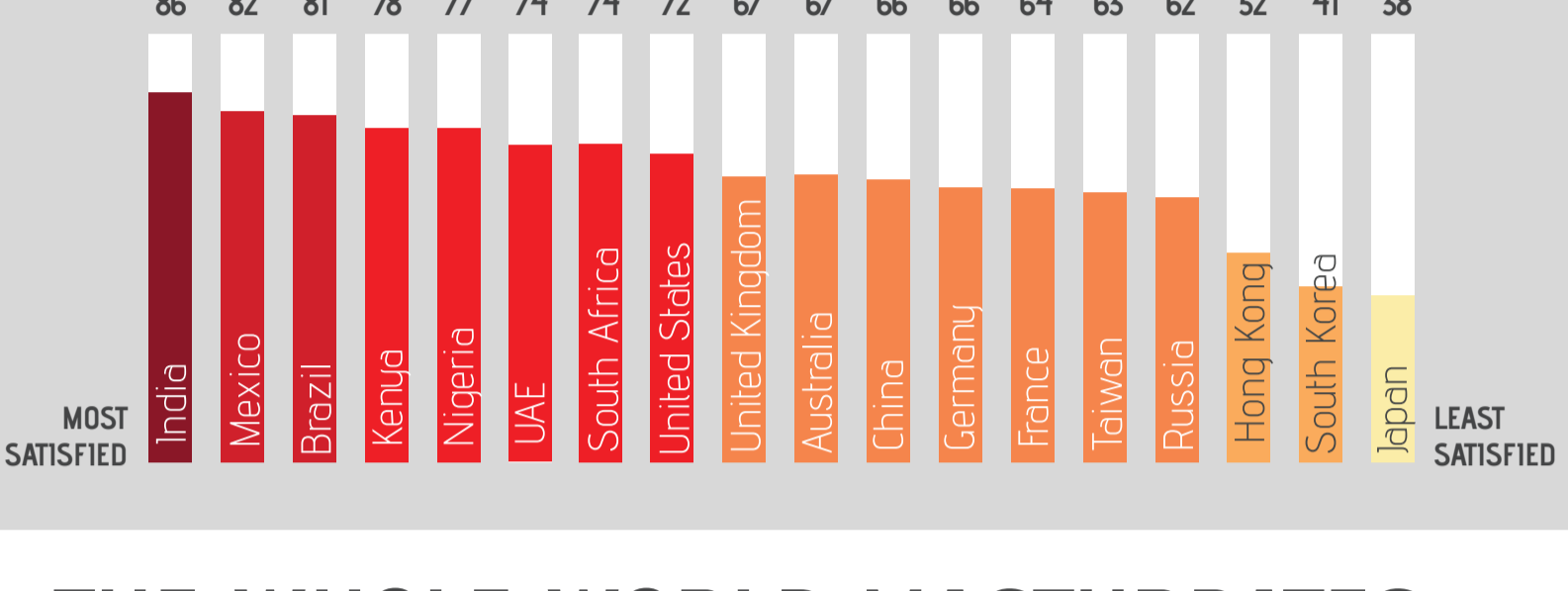
We surveyed more than 13,000 men and women across 18 countries that make up 57% of the world's population about their habits and views towards self-pleasure, sex, and sexuality. Here's what we learned!

THE GLOBAL GOOD SEX INDEX



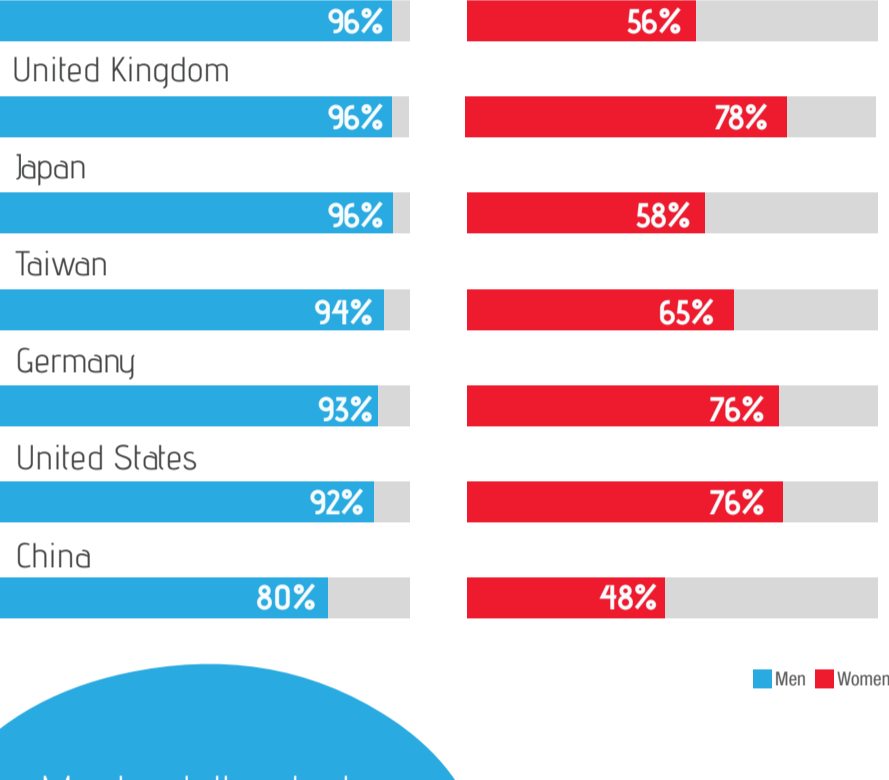
THE GLOBAL GOOD SEX INDEX

The most sexually satisfied countries based on self-reported satisfaction with their quality and frequency of sex, orgasms, masturbation, and connection with their partner, on a scale from 1-100.



THE WHOLE WORLD MASTURBATES

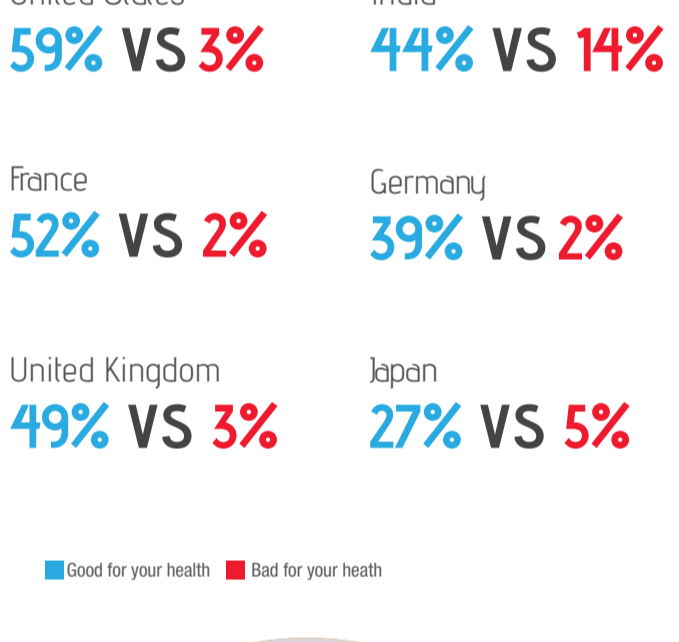
MOST PEOPLE IN THE WORLD MASTURBATE - 78% GLOBALLY*



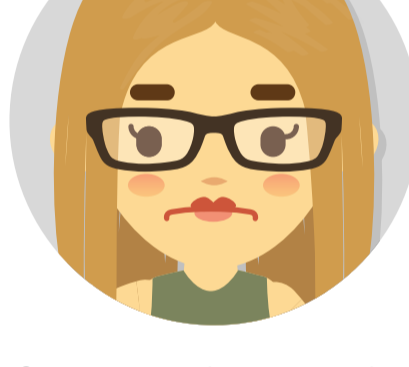
Most adults start masturbating at **15 YEARS OLD...**

AND CONTINUE DOING SO THROUGHOUT THEIR LIVES

MOST ADULTS BELIEVE MASTURBATION IS GOOD FOR THEM



MASTURBATION IS SUPER COMMON BUT WE REMAIN UNCOMFORTABLE TALKING ABOUT IT



30% of adults have lied about Masturbation

HOWEVER, CULTURES THAT TALK MORE OPENLY ABOUT SEXUAL TOPICS LIKE MASTURBATION TEND TO BE MORE SEXUALLY SATISFIED



When asked which aspect of their sex lives was most important, respondents unanimously agreed on **EMOTIONAL CONNECTION WITH THEIR PARTNER**

WHAT EACH COUNTRY LOOKS FOR IN AN IDEAL MAN

12 OUT OF 18 COUNTRIES SURVEYED SAY **HONESTY** IS THE MOST IMPORTANT CHARACTERISTIC TO THEM IN A MAN

United States

- ♥ Honesty
- 🔒 Trustworthiness
- 🧠 Intelligence
- ★ Kindness
- 🌟 Sense of humor

Germany

- ♥ Honesty
- 🔒 Trustworthiness
- 🧠 Intelligence
- 🌟 Sense of humor

United Kingdom

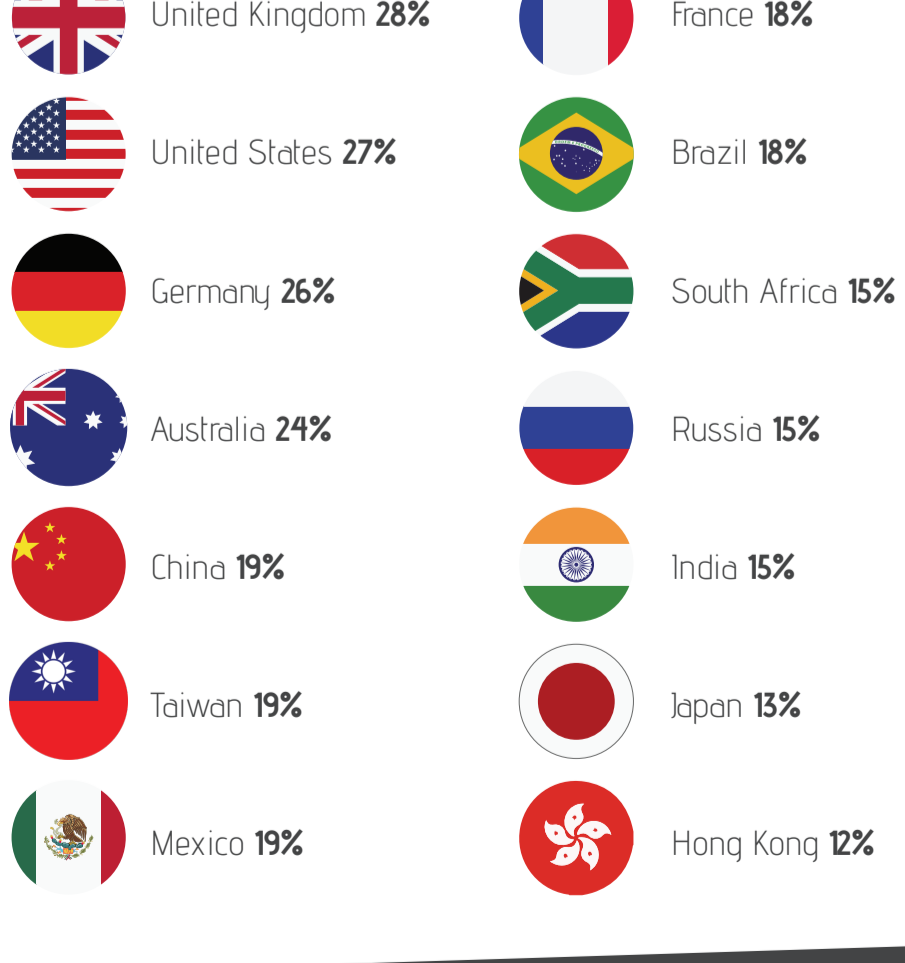
- ♥ Honesty
- 🔒 Trustworthiness
- ★ Kindness
- 🌟 Sense of humor
- 🔒 Intelligence

Japan

- 🔒 Trustworthiness
- ♥ Honesty
- 🧠 Gentleness
- 🧠 Intelligence
- ★ Kindness

GLOBAL SEX TOY USAGE

MOST MEN WHO HAVE USED SEX TOYS SAY THEY IMPROVE THEIR MASTURBATION EXPERIENCE. CHECK ONE OUT FOR YOURSELF.



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

FEELMORE.GLOBAL

TENGA, in partnership with PSB, surveyed more than 13,000 men and women aged 18-74 across 18 countries that make up 57% of the world's population about their habits and views toward self-pleasure, sex, gender dynamics and sex toy usage. The survey was completed February - March 2018.

*Globally refers to the 18 countries studied, with each country weighed equally.