

Thursday 4th May 2017

OUR SECOND SEXUAL REVOLUTION: MASTURBATION MATTERS TO BRITS

- **Two in five millennials are comfortable talking openly about masturbation**
- **85% of people in relationships are comfortable with their other half masturbating**
 - **New UK study released for May's International Masturbation Month**

Despite our national stereotype of prudery when it comes to sex, more than four in five (83%) British people in a relationship say they masturbate when they are alone and over half (51%) of these say their other half is aware of it, reveals a new study released by TENGA to celebrate May's International Masturbation Month*.

The most popular person to think about when masturbating for all adults was their current partner (35%), rather than fantasising about a celebrity (16%) or past lover (23%), reveals the study of 2,000 UK adults by TENGA, the sexual pleasure brand.

Millennials vs Gen X and Baby Boomers

Baby boomers may have grown up in the generation of free love, but it's today's youth who are championing a revolution in self-love. A fifth (18%) of millennials (18-34s) talk openly about masturbation at least once a month, compared to only 5 per cent of Generation X (35-54s) and 2 per cent of baby boomers (55+). Nearly half of millennials (40%) say they are comfortable talking openly about masturbation compared with just 26% of Gen X-ers and 20% of baby boomers respectively.

Behind closed doors

As a nation over half of Brits feel that talking about masturbation still isn't culturally acceptable (55%). However, the study found that it's a very different story behind closed doors. Eighty-five per cent of people who have masturbated alone and been in a relationship say they would have no issues with their partner indulging in some self-love from time to time. Most of these (78%) say it's OK for their partner to masturbate because it's a natural thing to do and 60% say it would be OK as they do it too.

Furthermore, a desire to be more open about the 'M' word in relationships is a growing trend, as a fifth of those who masturbate without their partner's knowledge (22%) want to be more open about their masturbation habits with their partner.

Sex positive behaviour

While the most common reason for masturbating is to achieve sexual pleasure while solo (52%), many under 35s are also using masturbation as a sex-positive tool. A fifth (21%) of millennials (18-34s) use masturbation to explore their sexual preferences and desires and 16% say they do it to feel more comfortable with their body. One in ten (11%) feels that masturbation helps them improve their sexual performance.

Alix Fox, sex and relationships educator and ambassador for TENGA, commented: “Let’s not (ahem!) beat around the bush: the truth is that the majority of Brits masturbate, but it’s a subject that culturally, not all of us feel comfortable and confident about discussing openly.

“It seems we find it a great deal more acceptable to converse about partnered sex than we do about solo sex - and that’s an imbalance we need to put right, because the root of *all* good sex is exploring and knowing your own body, preferences and needs.

“By not talking about masturbation, we’re missing key opportunities to have constructive conversations about sexual health, happiness and wellbeing. Chatting about self-love can introduce us to fresh ideas, tools and techniques that could potentially bring us new levels of joy. Masturbation is a natural, healthy, positive thing to do. It’s high time we stopped shrouding it in silence, stigma and shame.”

A healthy discussion: International Masturbation Month May 2017

The study was commissioned to understand Brits habits and views about masturbation in today’s society to mark International Masturbation Month this May. Whilst many believe it’s still not culturally acceptable to talk about, over half of British adults believe that masturbation has positive health benefits (57%). Previous studies have found that masturbation can help prevent depression by increasing the level of endorphins in the bloodstream and it enables couples to explore their sexual relationship with a lower risk of contracting STIs.

ENDS

*YouGov study commissioned by TENGA polled 2,035 UK adults. Fieldwork was undertaken between 28th February - 1st March 2017. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

For more information on the survey, please visit www.masturbationmatters.co.uk



For further media information please contact:

TENGA team at Burson-Marsteller UK

Email: B-MLonTENGA@bm.com

Phone: 0207 300 6218

An infographic of the key findings from the study is available on request.

TENGA

TENGA Co., Ltd., is a lifestyle brand of sexual wellness items and aims to revolutionise sexual pleasure by bringing sexuality to the forefront, for all to enjoy. Based in Tokyo, Japan, TENGA launched in 2005 and has since sold 50million products worldwide across 45 countries. The company recently expanded its range of male and female sexual wellness products available in the UK, including innovative male masturbation sleeves, female vibrators and lubricants. TENGA recently launched its AIR-TECH Twist Ripple & Tickle male masturbator product in the UK in 2017.

TENGA has been awarded the Red Dot Design Award for five of its innovative sexual wellness products.

TENGA aims to enhance consumers' knowledge of sexual health, disease prevention and sexuality through information and awareness projects.

For more info on TENGA and their products, please visit www.tenga-global.com