

# GET INTO THE GROOVE



We 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?

## WHY SO SHY?

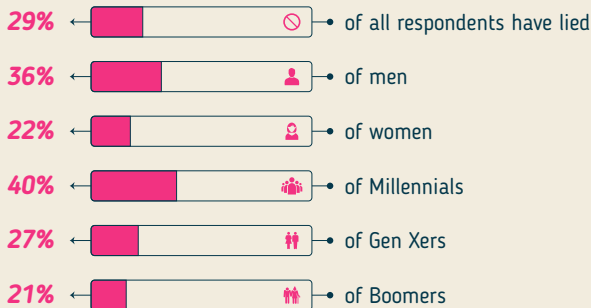
**95%** of Men

**81%** of Women

Have masturbated in their lifetime

## THAT'S NOT WHAT I WAS DOING

Despite the frequency, many respondents prefer lying about it to talking about it.



Reasons for Lying: embarrassment, fear of being judged by family, friends or partners

## "YOU'LL GO BLIND"

How many times per month are you visiting the friend downstairs?



**Men 15**



**Women 8**



**Singles 16**



**Couples 10**



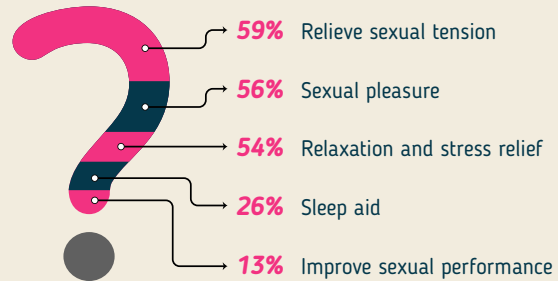
**Millennials 15**



**Gen Xers 12**

**Baby Boomers 7**

## WHY, WHY, WHY DO WE MASTURBATE?



## DON'T BE SHY

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

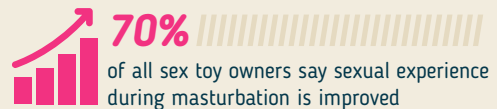
## TOYS ARE FUN

In the US,

**20%** of men



**42%** of women own sex toys.



**53%** of men have experience premature ejaculation - of these >70% cite openness to using a masturbatory tool to increase pleasure or performance

however... **Only 11% currently use a masturbatory sleeve to help alleviate symptoms**

## LET'S PLAY GEOGRAPHY

Where in the US are you most likely to own a sex toy?

**West Coast 34%**

**South 30%**

**Midwest 29%**

**Northeast 29%**



## "CAN YOU HEAR ME NOW?"

**NEARLY 25%**



of millennials have masturbated with their partner via phone, Skype or another telecommunication method.

## OH JENNY!



**17% FANTASIZE** about celebrities during masturbation.

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

## FAKE NEWS, NOT!

**CLINTON SUPPORTERS WERE 10%** more likely than Trump supporters to be comfortable discussing masturbation with their partner.

**72% versus 62%**