

YouGov / Burson Marsteller

Sample: 2035 UK adults
Fieldwork: 28th February - 1st March 2017

Total	Gender		Age					Generation			Sexuality					
	Male	Female	18-24	25-34	35-44	45-54	55+	Millennials (18-34)	Gen X (35-54)	Boomers (55+)	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say	
Marital status																
Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Divorced	6%	4%	8%	1%	0%	3%	7%	11%	0%	5%	11%	7%	3%	2%	3%	6%
In a civil partnership	1%	1%	0%	1%	2%	2%	1%	0%	1%	1%	0%	1%	2%	2%	-	2%
In a relationship, but not living together	7%	7%	7%	32%	8%	4%	5%	1%	19%	4%	1%	7%	12%	16%	5%	2%
Living with a partner but neither married nor in a civil partnership	13%	13%	13%	13%	25%	18%	11%	7%	20%	15%	7%	13%	26%	11%	24%	9%
Married	45%	46%	45%	1%	28%	49%	52%	61%	15%	51%	61%	48%	12%	19%	2%	46%
Separated but still legally married or in a civil partnership	2%	1%	2%	-	3%	2%	3%	1%	3%	3%	1%	2%	1%	6%	-	0%
Single	22%	25%	20%	53%	35%	22%	19%	9%	43%	20%	9%	18%	42%	43%	62%	31%
Widowed	4%	2%	5%	-	-	1%	1%	10%	-	1%	10%	4%	3%	1%	5%	5%
Have you ever masturbated? (Please select the option that best applies)																
Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Yes, I have	75%	85%	65%	73%	82%	78%	76%	70%	78%	77%	70%	83%	88%	98%	79%	11%
No, but I've thought about trying it	3%	1%	5%	8%	1%	3%	8%	3%	3%	3%	4%	3%	5%	2%	9%	-
No, and I've never thought about trying it	6%	1%	10%	4%	4%	3%	5%	9%	4%	4%	9%	7%	3%	-	6%	-
Prefer not to say	16%	13%	20%	15%	13%	16%	15%	19%	14%	16%	19%	6%	4%	-	7%	89%
How many times do you masturbate, on average, per month?																
Unweighted base	1543	829	714	143	207	281	370	542	350	651	542	1351	75	80	18	19
Base: All country adults who have ever masturbated	1519	833	686	178	228	298	310	505	406	608	505	1330	69	78	13	28
0 times a month [0]	8%	7%	10%	2%	6%	4%	6%	15%	4%	5%	15%	8%	4%	7%	22%	4%
1-5 times [2.5]	30%	23%	38%	17%	27%	27%	32%	36%	22%	30%	36%	32%	21%	12%	14%	7%
6-10 times [8]	12%	16%	8%	15%	12%	15%	15%	9%	13%	15%	9%	12%	12%	15%	-	11%
11-25 times [18]	12%	17%	5%	18%	19%	16%	9%	5%	19%	12%	5%	10%	27%	31%	31%	-
26-50 times [37.5]	3%	5%	1%	11%	5%	2%	2%	1%	8%	2%	1%	2%	9%	18%	4%	-
51-75 times [63]	1%	1%	-	1%	1%	1%	1%	-	1%	1%	-	0%	2%	-	-	-
76-100 times [88]	0%	0%	-	-	0%	-	1%	0%	0%	0%	0%	0%	-	-	-	-
Don't know	25%	23%	28%	31%	26%	28%	25%	22%	25%	26%	22%	25%	17%	17%	26%	62%
Prefer not to say	9%	7%	11%	5%	5%	6%	10%	13%	5%	8%	13%	10%	2%	-	4%	16%
Mean	8.49	11.36	4.51	14.78	11.37	9.34	8.33	4.51	12.80	8.82	4.51	7.49	14.98	16.64	10.41	4.93
Which, if any, of the following are reasons why you ever masturbate? (Please select all that apply)																
Unweighted base	1543	829	714	143	207	281	370	542	350	651	542	1351	75	80	18	19
Base: All country adults who have ever masturbated	1519	833	686	178	228	298	310	505	406	608	505	1330	69	78	13	28
To relax/ relieve stress	41%	41%	41%	48%	49%	41%	38%	37%	48%	39%	37%	40%	42%	57%	39%	34%
To relieve sexual tension	48%	54%	41%	45%	57%	53%	50%	42%	51%	42%	42%	47%	64%	61%	7%	-
To achieve sexual pleasure on my own	52%	52%	53%	56%	62%	50%	52%	48%	60%	51%	48%	51%	70%	64%	60%	33%
To achieve sexual pleasure when a partner is unavailable	43%	45%	40%	45%	47%	45%	41%	40%	46%	43%	40%	42%	47%	46%	58%	25%
To feel more comfortable with my body	9%	6%	11%	18%	14%	8%	5%	6%	16%	6%	6%	8%	10%	16%	14%	15%
To explore my sexual preferences/ desires	13%	11%	15%	23%	19%	14%	8%	8%	21%	11%	8%	11%	17%	32%	17%	19%
To help me sleep	25%	22%	29%	36%	29%	26%	19%	23%	23%	23%	23%	24%	28%	45%	39%	11%
Because I'm bored	19%	23%	14%	50%	32%	20%	11%	6%	40%	16%	6%	17%	30%	40%	44%	-
Because a partner won't have sex with me	9%	11%	7%	7%	8%	10%	8%	12%	8%	9%	12%	10%	10%	7%	24%	-
Because I don't have a partner	13%	13%	13%	18%	15%	10%	12%	13%	16%	11%	13%	13%	20%	16%	5%	4%
To improve my sexual performance	6%	7%	5%	11%	6%	4%	4%	4%	11%	5%	4%	6%	2%	12%	-	31%
Other	2%	2%	2%	0%	2%	3%	3%	2%	0%	3%	2%	1%	2%	4%	24%	4%
Don't know	4%	4%	4%	4%	3%	3%	3%	6%	4%	3%	6%	3%	0%	-	4%	11%
Prefer not to say	3%	3%	2%	1%	2%	3%	4%	2%	2%	3%	2%	3%	1%	-	9%	4%

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	Male	Female	18-24	25-34	35-44	45-54	55+	Millennials (18-34)	Gen X (35-54)	Boomers (55+)	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say

To what extent, if at all do you agree with the following statement?
"Masturbation provides people with positive health benefits"

	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Strongly agree	18%	23%	13%	22%	20%	23%	17%	13%	21%	20%	13%	18%	34%	33%	35%	4%
Tend to agree	40%	41%	38%	45%	42%	34%	40%	39%	44%	37%	39%	45%	36%	47%	39%	4%
Tend to disagree	3%	3%	4%	4%	3%	2%	3%	5%	3%	2%	5%	4%	2%	3%	3%	0%
Strongly disagree	2%	2%	2%	4%	0%	3%	1%	1%	2%	1%	2%	4%	-	2%	-	-
Don't know	27%	23%	31%	18%	28%	29%	29%	27%	23%	29%	27%	31%	28%	15%	24%	5%
Prefer not to say	11%	8%	13%	8%	7%	9%	15%	9%	9%	15%	7%	-	-	-	-	86%
Net: Agree	57%	64%	51%	67%	62%	57%	58%	52%	64%	57%	52%	63%	70%	80%	73%	8%
Net: Disagree	5%	5%	6%	8%	3%	5%	4%	6%	5%	6%	6%	6%	2%	5%	3%	0%

Which, if any, of the following people do you ever think about when masturbating? (Please select all that apply)

	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Unweighted base	1543	829	714	143	207	281	370	542	350	651	542	1351	75	80	18	19
Base: All country adults who have ever masturbated	1519	833	686	178	228	298	310	505	406	608	505	1330	69	78	13	28
A current partner	35%	39%	31%	50%	47%	41%	32%	24%	48%	36%	24%	35%	40%	35%	29%	36%
A previous partner	23%	30%	15%	19%	25%	17%	28%	24%	22%	22%	24%	23%	22%	30%	25%	2%
Someone else I know	24%	33%	13%	24%	24%	23%	24%	23%	25%	24%	23%	23%	44%	33%	17%	27%
A character from a book/ TV/ film	11%	11%	10%	11%	14%	12%	11%	9%	13%	11%	9%	10%	15%	20%	15%	2%
A celebrity	16%	21%	11%	24%	22%	24%	15%	7%	23%	20%	7%	15%	25%	26%	12%	8%
A co-worker	11%	16%	4%	6%	15%	15%	14%	6%	11%	14%	6%	11%	11%	6%	5%	-
A boss/ manager	2%	2%	2%	2%	5%	1%	1%	1%	1%	1%	1%	2%	-	4%	4%	6%
A fantasy person (i.e. I made them up)	18%	16%	22%	21%	17%	20%	17%	18%	19%	19%	18%	17%	28%	21%	9%	32%
Other	6%	8%	3%	4%	7%	7%	6%	5%	6%	5%	5%	5%	10%	9%	35%	-
Don't know	5%	5%	4%	7%	5%	7%	3%	4%	6%	5%	4%	5%	4%	5%	-	4%
Not applicable - I don't think about anyone when masturbating	20%	15%	27%	14%	15%	16%	19%	28%	15%	18%	28%	22%	10%	11%	23%	13%
Prefer not to say	4%	3%	4%	3%	5%	4%	4%	3%	4%	4%	3%	4%	2%	3%	-	4%

In general, how comfortable do you feel talking about masturbation openly with other people?

	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Very comfortable	7%	11%	4%	10%	10%	8%	7%	4%	10%	7%	4%	7%	16%	17%	26%	1%
Somewhat comfortable	20%	24%	17%	35%	24%	21%	17%	16%	30%	19%	16%	21%	32%	46%	32%	6%
Not very comfortable	27%	28%	26%	26%	26%	30%	28%	24%	26%	29%	24%	31%	28%	23%	26%	0%
Not at all comfortable	32%	25%	38%	18%	27%	29%	36%	38%	23%	38%	38%	38%	24%	14%	11%	4%
Prefer not to say	14%	13%	15%	11%	12%	12%	13%	18%	11%	12%	18%	4%	-	-	5%	89%
Net: comfortable	27%	34%	21%	45%	35%	29%	23%	20%	40%	26%	20%	27%	48%	63%	58%	7%
Net: uncomfortable	59%	53%	64%	44%	53%	59%	64%	62%	49%	62%	62%	69%	52%	37%	37%	4%

Approximately, how often do you speak openly about masturbation with other people?

	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All UK adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
More than once a week	1%	1%	1%	0%	1%	-	1%	1%	1%	0%	1%	0%	2%	3%	-	-
Once a week	2%	2%	1%	4%	3%	1%	1%	1%	4%	1%	1%	1%	2%	6%	-	0%
Once a month	5%	7%	4%	21%	7%	5%	2%	1%	14%	3%	1%	5%	11%	21%	9%	1%
Once every 3 months	4%	5%	4%	15%	6%	2%	3%	2%	10%	3%	2%	4%	5%	11%	14%	0%
Once every 6 months	4%	4%	3%	4%	5%	6%	4%	2%	5%	5%	2%	4%	7%	4%	-	1%
Once a year	3%	5%	2%	2%	7%	3%	5%	2%	5%	4%	2%	4%	11%	5%	5%	-
Once every 2 years	1%	1%	1%	3%	2%	1%	1%	1%	2%	1%	1%	2%	1%	-	10%	-
Once every 5 years	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	-	-
Less often than once every 5 years	8%	8%	7%	8%	8%	7%	7%	9%	6%	7%	8%	9%	10%	8%	5%	0%
Never	43%	36%	49%	19%	28%	42%	46%	55%	24%	44%	55%	51%	25%	19%	24%	5%
Don't know/ can't recall	18%	22%	14%	21%	23%	22%	20%	12%	22%	21%	12%	19%	26%	21%	33%	7%
Prefer not to say	11%	8%	13%	8%	7%	9%	10%	15%	7%	9%	15%	-	-	-	-	86%

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To what extent, if at all, do you think it is culturally acceptable to talk openly about masturbation in SQTcountry?

Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Very culturally acceptable	3%	5%	2%	8%	4%	4%	2%	3%	6%	3%	3%	3%	3%	7%	3%	3%
Fairly culturally acceptable	17%	20%	14%	28%	25%	16%	15%	12%	27%	15%	12%	18%	23%	30%	33%	3%
Not very culturally acceptable	34%	32%	35%	33%	40%	37%	31%	32%	37%	34%	32%	38%	41%	40%	35%	3%
Not at all culturally acceptable	22%	22%	22%	10%	16%	22%	29%	24%	13%	26%	24%	25%	20%	18%	12%	2%
Don't know	14%	13%	14%	13%	8%	12%	15%	16%	10%	13%	16%	16%	13%	6%	17%	4%
Prefer not to say	11%	8%	13%	8%	7%	9%	10%	15%	7%	9%	15%	-	-	-	-	86%
Net: culturally acceptable	20%	25%	16%	36%	29%	20%	16%	14%	32%	18%	14%	21%	26%	36%	36%	5%
Net: not culturally acceptable	55%	53%	57%	43%	56%	59%	60%	55%	50%	59%	55%	63%	61%	57%	47%	5%

Have you ever been in a relationship?

Unweighted base	579	258	321	91	77	80	135	196	168	215	196	470	39	38	17	15
Base: All country adults not currently in a relationship	602	283	319	115	98	88	110	192	212	198	192	489	38	41	12	21
Yes, I have	85%	80%	89%	61%	88%	82%	90%	97%	73%	87%	97%	86%	83%	90%	47%	85%
No, I have not	15%	20%	11%	39%	12%	18%	10%	3%	27%	13%	3%	14%	17%	10%	53%	15%

Do you ever masturbate alone when you are in a relationship?

Unweighted base	1481	792	689	116	195	272	362	536	311	634	536	1307	70	74	12	18
Base: All country adults who masturbate alone and are/ have ever been in a relationship	1448	782	666	145	216	284	303	499	361	587	499	1274	63	74	10	27
Yes, I do	83%	85%	82%	88%	87%	86%	82%	79%	88%	84%	79%	83%	89%	90%	94%	67%
No, I don't	12%	11%	14%	8%	10%	9%	13%	15%	9%	11%	15%	12%	11%	10%	6%	20%
Prefer not to say	5%	5%	5%	4%	2%	5%	5%	6%	3%	5%	6%	5%	1%	-	-	13%

Thinking about your current relationship, is your partner aware that you masturbate when you are not together?

Unweighted base	897	504	393	65	118	190	215	309	183	405	309	811	37	40	5	4
Base: All country adults who masturbate alone and are in a current relationship	867	485	382	81	126	196	183	282	207	378	282	786	34	36	5	7
Yes, they are	51%	54%	47%	82%	57%	57%	49%	35%	67%	53%	35%	48%	76%	74%	100%	60%
No, they're not	44%	40%	49%	18%	36%	37%	44%	60%	29%	41%	60%	47%	11%	22%	-	15%
Prefer not to say	5%	7%	4%	-	8%	5%	7%	5%	5%	6%	5%	5%	13%	4%	-	24%

Which, if any, of the following are reasons your partner is not aware you masturbate alone? (Please select all that apply)

Unweighted base	394	212	182	14	36	74	88	182	50	162	182	378	5	10	-	1
Base: All country adults who masturbate alone whose current partner is not aware	382	193	189	15	45	73	80	169	60	153	169	369	4	8	-	1
I haven't told them because I'm embarrassed	43%	39%	48%	50%	59%	43%	49%	35%	57%	46%	35%	42%	91%	74%	-	100%
I haven't told them because they wouldn't like it	32%	46%	18%	7%	13%	54%	23%	33%	12%	38%	33%	32%	20%	45%	-	-
It hasn't come up/ there hasn't been an appropriate moment to talk about it	32%	33%	31%	83%	17%	23%	38%	32%	33%	31%	32%	32%	40%	13%	-	-
Other	5%	2%	8%	-	6%	1%	2%	8%	5%	1%	8%	5%	-	-	-	-
Don't know	7%	7%	6%	-	19%	5%	7%	4%	15%	6%	4%	7%	-	-	-	-
Prefer not to say	3%	2%	5%	-	-	4%	2%	4%	-	3%	4%	3%	-	-	-	-

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To what extent, if at all, would you like to be more open with your partner about your masturbation habits, or would you prefer to stay the same?

Unweighted base	394	212	182	14	36	74	88	182	50	162	182	378	5	10	-	1
Base: All country adults who masturbate alone and current partner is not aware	382	193	189	15	45	73	80	169	60	153	169	369	4	8	-	1
Much more open	3%	4%	1%	5%	-	5%	1%	3%	1%	3%	3%	3%	11%	-	-	-
A bit more open	19%	23%	14%	49%	21%	32%	21%	9%	28%	27%	9%	19%	27%	12%	-	-
Stay the same	58%	53%	63%	39%	52%	51%	52%	66%	49%	52%	66%	57%	62%	63%	-	100%
A bit less open	1%	-	1%	-	-	3%	-	-	-	2%	-	1%	-	-	-	-
Much less open	5%	5%	5%	-	14%	-	2%	6%	10%	1%	6%	5%	-	10%	-	-
Don't know	14%	12%	16%	-	13%	7%	22%	14%	10%	15%	14%	14%	-	15%	-	-
Prefer not to say	1%	3%	0%	8%	-	0%	2%	2%	1%	2%	2%	2%	-	2%	-	-
Net: more open	22%	27%	16%	53%	21%	38%	22%	12%	29%	29%	12%	22%	38%	12%	-	-
Net: less open	5%	5%	6%	-	14%	3%	2%	6%	10%	3%	6%	5%	-	10%	-	-

Thinking about when you're in a relationship...

How comfortable or uncomfortable would you say you would be if your partner ever masturbated alone (i.e. without you)?

Unweighted base	1231	672	559	101	165	239	302	424	266	541	424	1078	65	67	11	10
Base: All country adults who masturbate alone and are/have ever been in a relationship	1205	662	544	128	189	243	250	395	317	493	395	1055	56	66	9	18
Very comfortable	48%	53%	43%	68%	48%	50%	47%	41%	56%	49%	41%	46%	62%	59%	80%	69%
Fairly comfortable	37%	37%	36%	25%	37%	36%	36%	41%	32%	36%	41%	38%	32%	24%	20%	6%
Fairly uncomfortable	10%	7%	14%	7%	8%	9%	11%	8%	10%	10%	11%	10%	4%	10%	-	10%
Very uncomfortable	3%	1%	5%	-	4%	3%	2%	3%	3%	2%	3%	3%	-	3%	-	-
Prefer not to say	3%	3%	3%	-	2%	2%	3%	4%	2%	4%	2%	2%	2%	3%	-	15%
Net: comfortable	85%	90%	79%	93%	86%	87%	83%	82%	89%	85%	82%	84%	94%	84%	100%	75%
Net: uncomfortable	13%	7%	19%	7%	13%	12%	13%	14%	10%	13%	14%	13%	4%	13%	-	10%

Which, if any, of the following are reasons would you be comfortable with your partner ever masturbated alone (i.e. without you)? (Please select all that apply)

Unweighted base	1064	608	456	93	146	207	263	355	239	470	355	930	60	56	11	7
Base: All country adults who masturbate alone and would be comfortable	1022	595	427	119	162	211	208	323	281	419	323	891	53	56	9	13
I know it's not about me	36%	29%	45%	34%	46%	43%	34%	27%	41%	38%	27%	36%	27%	47%	43%	21%
It's to improve their sexual performance	13%	15%	10%	11%	19%	17%	12%	9%	16%	14%	9%	12%	22%	17%	7%	-
Because I also masturbate	60%	65%	52%	71%	64%	68%	60%	47%	67%	64%	47%	58%	67%	74%	72%	59%
Because it is a natural thing to do	78%	79%	76%	86%	80%	74%	81%	73%	82%	78%	73%	76%	91%	82%	72%	100%
Because they have a high sexual libido	20%	20%	20%	31%	24%	17%	22%	15%	27%	19%	15%	19%	26%	39%	33%	-
Other	3%	1%	4%	3%	3%	4%	2%	1%	3%	3%	1%	2%	1%	7%	18%	-
Don't know	4%	5%	3%	7%	4%	2%	2%	5%	5%	2%	5%	4%	2%	-	-	-
Prefer not to say	1%	0%	1%	1%	0%	0%	1%	-	1%	1%	-	1%	-	-	-	-

In which, if any, of the following ways have you ever masturbated with your current partner present? (Please select all that apply)

Unweighted base	1048	583	465	72	137	212	250	377	209	462	377	954	40	42	5	7
Base: All country adults who masturbate and are in a current relationship	1015	564	451	90	140	223	213	349	231	436	349	926	37	37	5	10
We have masturbated at the same time in front of each other	36%	38%	34%	45%	52%	40%	35%	26%	49%	38%	26%	34%	73%	54%	25%	33%
My partner masturbated and I watched	24%	26%	22%	23%	34%	28%	25%	18%	29%	26%	18%	23%	35%	41%	25%	45%
I masturbated and my partner watched	30%	31%	29%	25%	42%	39%	29%	22%	35%	34%	22%	29%	43%	48%	92%	16%
We have masturbated together via phone, Skype, etc.	11%	12%	11%	34%	25%	12%	6%	4%	28%	9%	4%	11%	21%	20%	-	16%
Other	3%	4%	2%	7%	2%	3%	4%	3%	4%	3%	3%	3%	4%	6%	-	-
Don't know/ can't recall	5%	6%	4%	6%	4%	6%	6%	5%	5%	6%	5%	6%	-	1%	-	-
Not applicable - I have never masturbated with my current partner present	38%	34%	43%	28%	27%	25%	37%	55%	27%	30%	55%	39%	12%	37%	8%	20%
Prefer not to say	6%	6%	5%	5%	4%	10%	7%	4%	4%	8%	4%	6%	2%	-	-	34%

YouGov / Burson Marsteller

Sample: 2035 UK adults
Fieldwork: 28th February - 1st March 2017

Total	Gender		Age					Generation			Sexuality				
	Male	Female	18-24	25-34	35-44	45-54	55+	Millennials (18-34)	Gen X (35-54)	Boomers (55+)	Heterosexual	Gay or lesbian	Bisexual	Other	Prefer not to say

Overall, how would you rate the experience of each of the following? (Please select one option on each row)

Masturbating in front of my partner (e.g. in person, via phone, via Skype)

Unweighted base	580	333	247	50	88	134	145	163	138	279	163	515	34	25	4	2
Base: All country adults who masturbated in front of current partner	554	323	231	60	95	144	114	141	155	258	141	492	32	23	4	3
Very good	30%	31%	29%	43%	22%	27%	34%	31%	30%	30%	31%	30%	23%	52%	10%	-
Fairly good	38%	40%	34%	29%	52%	40%	31%	35%	43%	36%	35%	36%	62%	40%	12%	49%
Fairly poor	7%	7%	7%	19%	10%	7%	4%	4%	14%	6%	4%	8%	3%	5%	-	-
Very poor	8%	7%	9%	3%	4%	11%	7%	10%	7%	9%	10%	8%	5%	3%	6%	-
Prefer not to say	17%	14%	21%	6%	12%	16%	25%	20%	9%	20%	20%	18%	7%	-	72%	51%
Net: good	68%	71%	63%	72%	74%	66%	65%	66%	73%	66%	66%	66%	85%	93%	21%	49%
Net: poor	15%	15%	16%	22%	14%	18%	11%	14%	17%	15%	14%	16%	9%	7%	6%	-

Do you currently own any sex toys?

Unweighted base	2035	957	1078	188	251	365	483	748	439	848	748	1606	80	81	23	245
Base: All country adults	2035	979	1056	244	279	381	406	724	523	788	724	1606	78	80	17	253
Yes, I do	22%	13%	31%	20%	29%	30%	28%	13%	25%	29%	13%	23%	45%	47%	19%	3%
No, I don't	65%	77%	53%	71%	59%	58%	71%	65%	58%	58%	71%	74%	52%	53%	74%	9%
Prefer not to say	13%	11%	16%	9%	12%	13%	13%	16%	10%	13%	16%	3%	3%	-	7%	87%

How often do you use your sex toy(s) when masturbating?

Unweighted base	455	131	324	51	81	111	110	102	132	221	102	370	34	40	5	6
Base: All country adults who own sex toys and have ever masturbated	427	119	309	48	76	106	107	90	124	213	90	347	31	38	3	9
Always	23%	3%	31%	21%	25%	24%	17%	28%	23%	21%	28%	25%	21%	13%	17%	-
Sometimes	43%	43%	43%	36%	44%	42%	45%	45%	41%	44%	45%	42%	46%	48%	83%	43%
Not often	24%	38%	19%	37%	27%	20%	26%	18%	31%	23%	18%	23%	26%	33%	-	37%
Never	8%	13%	6%	5%	2%	8%	11%	9%	3%	9%	9%	8%	4%	6%	-	20%
Prefer not to say	2%	3%	1%	-	1%	5%	2%	-	1%	3%	-	2%	-	-	-	-

Thinking about when you are in a relationship...

In which, if any, of the following ways have you and a partner ever used a toy in your sexual experiences? (Please select all that apply)

Unweighted base	459	128	331	48	78	113	116	104	126	229	104	378	33	37	5	6
Base: All country adults who are in/ have had a relationship	437	120	318	47	76	109	115	92	122	224	92	358	31	37	3	9
A partner and I have used a toy on each other at the same time	26%	34%	22%	18%	24%	25%	29%	27%	21%	27%	27%	20%	62%	46%	18%	21%
A partner used a toy while pleasuring me	54%	39%	59%	34%	71%	51%	56%	50%	57%	53%	50%	53%	57%	59%	66%	43%
I used a toy to pleasure a partner	37%	76%	22%	33%	28%	34%	41%	45%	30%	38%	45%	31%	67%	68%	50%	42%
I used a toy to pleasure myself and a partner watched	36%	25%	40%	43%	40%	37%	30%	36%	41%	33%	36%	35%	32%	48%	50%	21%
A partner used a toy on themselves and I watched	21%	46%	11%	22%	20%	15%	24%	24%	21%	19%	24%	16%	49%	38%	18%	20%
I have never used a toy in my sexual experiences with a partner	17%	10%	20%	33%	10%	12%	18%	21%	19%	15%	21%	18%	17%	9%	34%	7%
Prefer not to say	4%	2%	5%	2%	3%	9%	3%	1%	3%	6%	1%	4%	-	2%	-	9%