

# We-Vibe Masturbation Report

The first annual We-Vibe Masturbation Report is an analysis of qualitative and quantitative research from men and women across the United States, ranging in age from 20-70, identifying as single, in a relationship, or married. The study of 600 U.S. respondents provides insight into overall sentiment around masturbation, attitudes toward the use of sex toys, frequency of masturbation, and overall masturbation habits.

## Talkin 'bout my masturbation

Overall, 85% say they are more comfortable talking about masturbation in general now than they have been in the past. The major theme associated with this newfound sense of comfort with this topic is that they cite it as being “less taboo” thanks to TV, movies, the availability of information via Google and online search.



A whopping 69% of respondents have talked about masturbating with a friend or group of friend (32% frequently and 63% just a few times). Millennials were far more comfortable speaking about masturbation with a friend or group of friends over older generations. 85% of millennials (aged 22-34) reported talking about masturbation with friends, compared to only 65% of Gen-Xers (AGE). Men were more likely to talk about masturbation with friends than women (34% vs. 29%).

## When it all began

Most respondents reported beginning their masturbation journey between the age of 13-19 (45%), regardless of gender. However, 20% of women reported that they did not begin masturbating until they were into their early twenties!

## Feeling frisky

The vast majority of respondents have a very healthy and positive relationship with masturbation. 87% of participants masturbate because

they feel “in the mood” or stimulated (55%), regardless of gender. Other reasons for masturbation include stress or anxiety (38%), boredom (26%) and excitement (21%).

After masturbation, 76% of participants reported feeling satisfied and 59% reported feeling de-stressed or relaxed; around 1/3 of participants also report feeling happy. Negative emotions associated with masturbation (such as shame, regret or loneliness) were rare, occurring only in very low percentages (between 1-5%)

## Get out of my dreams, and into my car

The most common places respondents favored for masturbation were their bedroom (80%) or their shower/bathroom (31%). Men also favored the couch as a favorite place for doing the deed (23%). Interestingly, the car was the third most popular destination for self pleasure! 20% of men and 19% of women reported the car as the most unusual place they’ve masturbated. 19% of those who responded they have masturbated in a car, 35% were from the Midwest.



If you’re looking for Bob from accounting, knock first before entering! 6% of men reported masturbating at the office. Other unusual places reported include planes, trains and buses.

It doesn’t take a vacation to inspire a little R&R. 98% of respondents reported masturbating at home, while only 32% reported masturbating on leisure vacation and 22% reported masturbating while on business travel.

## Baby, it’s cold outside

Cold. Hard. Nights. When temperatures go down, masturbation rates increase. 82% of participants reported masturbating the most during winter months. The most common preferred times of day respondents reported masturbating was in the evening (58%) or at night (51%). However, a quarter of women responded they enjoy a little afternoon delight.



## Tools of the Trade

More than half of the women surveyed (55%) reported masturbating once per week or more. This doesn't mean they are on their own! 50% use the vibrator weekly on their own versus 27% with their partner; 50% say it's easier to climax when masturbating than with a partner.



When it comes to getting in the mood, more than half of respondents find their own imagination is sufficient in getting the job done (53%). However, men reported having much higher use of visuals for stimulation while women were more auditory. 57% reported that they watch adult content, 81% of which were male. 20% reported listening to music, 35% of which were aged 46-55, compared to only 3.7% of millennials (22-34). Women were two times more

likely than men to listen to music as part of a general routine when masturbating (26% vs. 11%).

## With or without you

Masturbation isn't a singles only sport. In fact, 3 in 4 women reported that they were just as likely to masturbate while in a relationship. 59% stated that there is no difference in the frequency in of their masturbation, regardless of their relationship status. And they don't

care who knows it! 61% of respondents stated that their significant other knows that they masturbate and said they weren't sure if their significant other knew. In fact, 39% of respondents stated that they masturbate in front of their significant other.

63% of respondents said they were more likely to achieve an orgasm alone than with a partner, 68% of which were female and 75% of which were aged 46-54. Here is where the tools would be handy! Of the vibrator users surveyed, 27% say they use their vibrator with their partner and 50% find it easier to climax this way.



more likely to listen to music as a part of their masturbation routine



more likely to watch adult visual content than women when masturbating