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Press release

#Askaman: to lend a hand!

2021 facts and trends in male masturbation

London, May 2021 – Satisfyer: This Masturbation May, a survey by Satisfyer anonymously interviewed over 5000 men between the ages of 18 and 59 who were willing to share insight into their habits and preferences when it comes to self-love. As one of the largest and fastest growing international sexual wellness brands, Satisfyer aims to educate on male masturbation, with the most interesting facts and promote a healthy relationship with sexuality.

Once, twice, three times – how often is normal?

There is only one correct answer to the question “how often is normal” – as often as you want! What matters is the time to yourself and enjoyment factor. 45% of respondents said they enjoy a spot of self-love a few times a week, 19% reported masturbating every day and 9% of respondents don’t hold back, and sometimes masturbate several times a day.

But why do men masturbate? The answers to this are not surprising; personal pleasure during masturbation is the top priority for 76% of those surveyed. In second place, 33% coined lack of sex as an important reason for self-masturbation, especially during the pandemic with sexual social distancing and an increased longing for closeness. In third place, at 25%, was shared masturbation with a partner. Only 5% factored health reasons into their masturbation routine despite there being many health advantages to a healthy masturbation routine.

Importantly, masturbation helps to maintain the function of the muscles, especially in old age. Megwyn White, Certified Sexologist and Director of Education at Satisfyer explains: “with increasing age, the production of new cells decreases. Naturally, muscles recede- which is only exacerbated by less movement and physical exercise. The tissues of the penis require stimulation to maintain support of the vascular networks and tissues inside. Regular sex, masturbation and pelvic floor training can have a preventative effect. Typical problems in old age such as incontinence, prostate problems or erectile dysfunction can be avoided to a certain extent if the ‘elixir of life’ is constantly kept flowing”.

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Where are the masturbation hotspots?

As expected, the front runner and number one favourite place to masturbate is and will always be, the bed. With 66% recognizing that comfort and pleasure go hand in hand. The shower and toilet though less convenient, are still popular, with around 12% and 10%, respectively, choosing to masturbate here - these two places in the bathroom are in a head-to-head race. Other favored hotspots included the sofa (5%) and interestingly, the home office was the preferred backdrop for 4% of those surveyed.

Porn or Fantasy?

Both! 64% of respondents say that they used a combination of their own imagination and porn to really get going. With a wide variety of porn genres catering to a wide variety of fetishes, everyone is catered for and 18% admitted they were video lovers who watched porn to climax. On the other hand, 17% prefer to let a hot movie play in their head and exercise their own imagination. Wondering about your other half? It may come as a surprise that unfortunately only 1% of the respondents said they think of their own partner when they masturbate. Thanks guys.

Sex toys or hand?

When choosing the right aid, it depends on the toy. Whether a vibrating penis ring or a masturbator that simulates oral sex, these toys have one thing in common: they can catapult the orgasm into unimagined spheres, taking self-love next level. 55% of men experience this and use an aid for masturbation. Which product to choose? There were multiple favourites – vibrating toys used directly on the penis came out on top with 29%. To enhance me-time, 25% use a simple lubricant and in third place, 23% used masturbators without vibration, followed by anal stimulation, which were favoured by 20% of respondents.

You can find more exciting details about the #Askaman survey at:

<https://www.satisfyer.com/uk/askaman/>

For the most important figures at a glance:

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MASTURBATION FACTS

95%
AGREED TO
TALK ABOUT
MASTURBATION

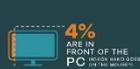


Is it really that taboo
or are men dying to
share their experiences?

LET'S BE LOUDER – MASTURBATION IS HEALTHY!



COMFORT & PLEASURE GO "HAND IN HAND"



PORN OR IMAGINATION? WHY NOT BOTH?



AGREE THAT USING
64% BOTH IS THE WAY TO GO

An interesting pattern emerges:
Porn consumption goes down with age and fantasy goes up

BOYS AND THEIR TOYS ARE IN THE SPOTLIGHT



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Megwyn White is a Certified Clinical Sexologist based in NYC. She is currently the Director of Education at Satisfyer, the leading Sexual Wellness pleasure product brand with a focus on the democratization of accessible pleasure. She received formal training and accreditation through the Dr. Rachael Institute in the US in 2020 and was previously focused on holistic body related fields such as yoga, Pilates, alignment-based bodywork, and somatic healing, since 2002. Her writing has been published in Sexual Health Magazine, Sensheant, and other trade publications, writing on topics such as Digital Intimacy, unlocking orgasm through liberating embodiment and expression, and additional sexual health related topics.

As a presenter and speaker, she has been featured at events such as the Sex and Medicine Summit, the Sex Expo, Assemblage, and at the Yale School of Consciousness. Further studies include Integral Anatomy with Gil Hedley, and ongoing coursework in Clinical Sexology at the International Institute of Clinical Sexology. Her work has focused on empowering all people to explore the potential within their bodies' and furthering the conversation around why self-pleasure is one of the most promising gateways to living a happier and healthier life.

- Ends -

Notes to editors:

About Satisfyer

Blending tech innovation and sexual health, Satisfyer is a sexual wellness brand dedicated to creating pleasurable, multi-sensory experiences for consumers. Established in 2016, Satisfyer set the tone within the industry, proclaiming that sexual health is for everyone, regardless of their sexual preference, socioeconomic background, age, gender or skill level. Available in more than 100 countries, with over 200 products and over 190 design awards, Satisfyer offers the most comprehensive and robust assortment of high-quality devices, all at accessible prices. Satisfyer leads the category in many countries, due to its marquee product, the Pro 2, which is the most sold sexual wellness device in the world. For more information, please visit www.satisfyer.com

To enhance sexual wellness, Satisfyer recommends:

Satisfyer Men Wand. RRP £44.95.

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Flexible wings made of skin-friendly, velvety silicone expertly encompass your glans, while powerful grooves make your manhood tremble down to the shaft and testicles. You can choose between 10 different rhythms and 5 intensities depending on your mood. That makes 50 breathtaking vibration combinations that will give you solo climaxes you could never have imagined.

The Satisfyer Men Wand is of course waterproof so you can use it in the bathtub as well as the shower. The ergonomic shape and pleasant material allows it to fit perfectly in your hand. Once the last waves of your orgasm have died away, you can easily clean it with some soap and water or one of our cleaners for sexual wellness devices.

Satisfyer Men Heat Vibration. RRP £44.95.



This vibrating masturbator for the modern man is equipped with an innovative heat feature and makes your time alone a breathtakingly realistic experience. Enjoy the cosy warmth of this soft love tunnel and be driven to explosive climaxes at up to 40 degrees. The interaction of the exciting heating feature and the arousing, powerful vibrations provides exciting stimulation for your glans.

The Men Heat Vibration combines a masculine design with simple, intuitive operation - using the on/off and +/- buttons you can control it comfortably with one hand, even when things get a little wild. Thanks to its wide opening, you can use the masturbator even when your penis is not erect and warm yourself up from 0 to 100 in no time at all.

Lose yourself in your fantasies and be carried to the peak of pleasure with 11 different vibration levels.

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Satisfyer Men One. RRP £35.95.



The elegant, black-blue case of this gem is made of solid ABS plastic on the top and bottom and soft, non-slip silicone on the sides. The masturbator, with its sporty lifestyle design, simulates a breathtaking mix of oral and vaginal sex and provides climaxes like never before with its arousing suction effect. Together with an innovative internal pressure regulator you can determine the tightness of your masturbator and stimulate your penis the way you like. Just insert your penis into the soft sleeve made of Cyberskin material and enjoy the exciting feeling of the Men One – no batteries needed. For an even more intense experience, use a Satisfyer lubricant, for example the warming or cooling versions to make your experience a little smoother and more realistic. After you're done, you can clean the Satisfyer Men One with some soap and lukewarm water or a disinfect sexual wellness device cleaner. The practical closable cap allows you to store the Men One hygienically afterwards.

Satisfyer Booty Call. RRP £13.95.



With 3 different structures, the Booty Call Set from Satisfyer is ideal for people new to anal training. The anal plugs have ascending diameters – so the anus can stretched gradually and carefully. The plugs are hard to beat in terms of versatility: You have the choice between the twisted spiral design, a narrow cone shape and the classic sphere structure with 3 textures. All 3 designs feature a smooth, supple surface made of hygienic, body-friendly soft silicone. The practical retrieval ring simplifies insertion of the anal sexual wellness device, making it easy to use. It also acts as a broad base that prevents the anal plugs from being inserted completely – so you can enjoy your anal training without worries.

All products are available from <https://www.satisfyer.com/uk/> .