

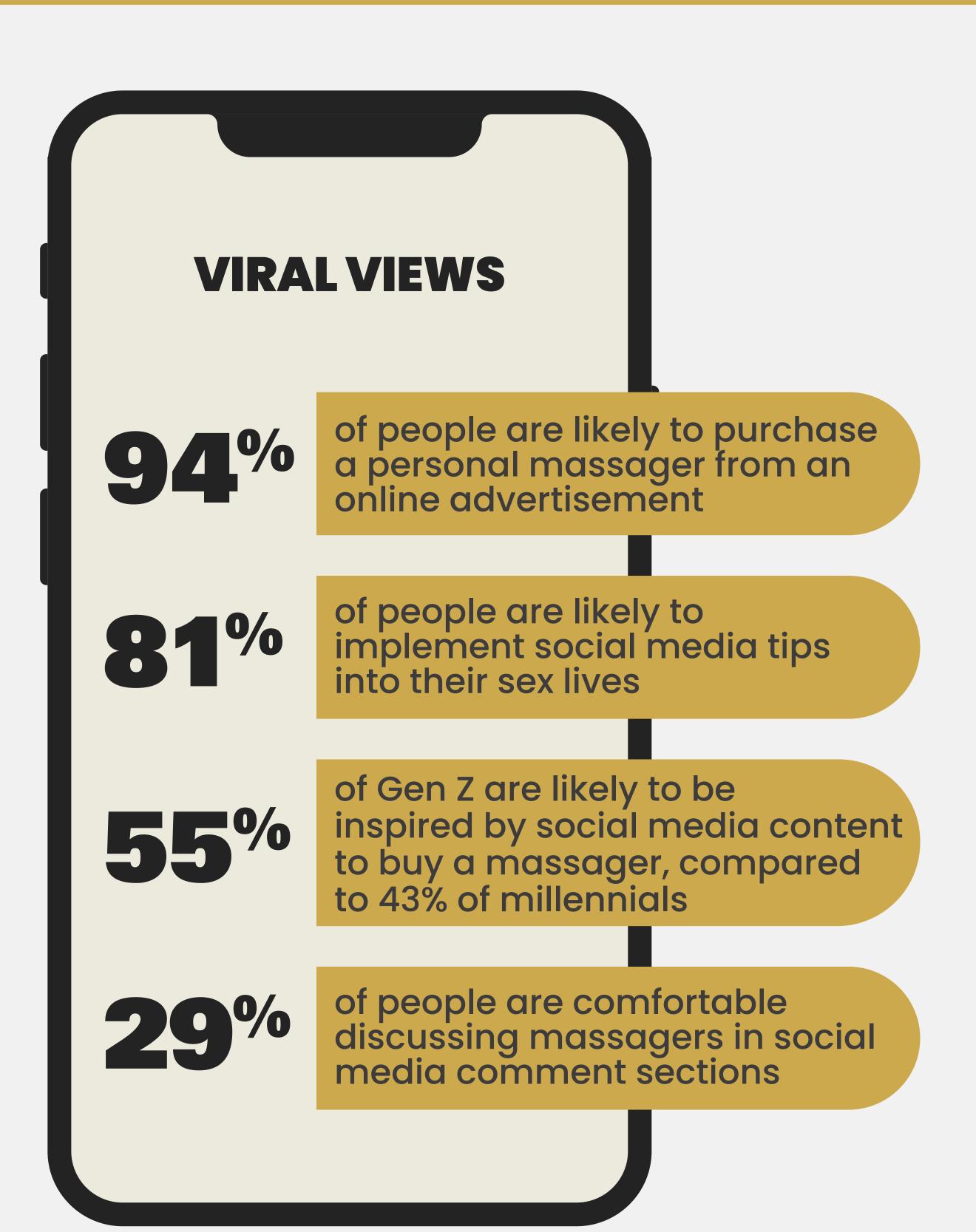
# CLICK, BUY, PLAY: THE MODERN PERSONAL MASSAGER EXPERIENCE

### **POPULAR MASSAGER PICKS**

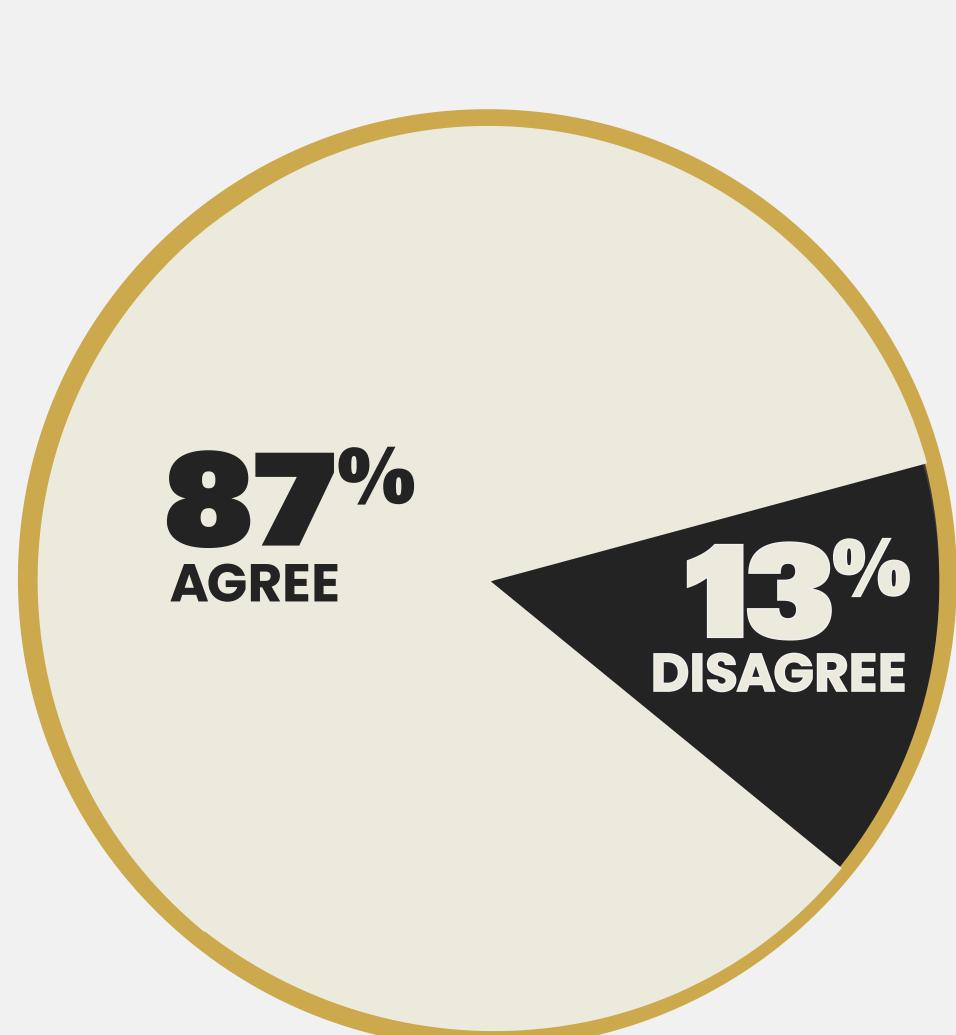








HAS MORE SEX-POSITIVE DIGITAL MEDIA HELPED **DESTIGMATIZE SEXUAL** WELLNESS CONVERSATIONS?



### INTIMATE INSIGHTS & INFLUENCES

is the average age people use a personal massager for the first time

of people are comfortable with others knowing their massager use

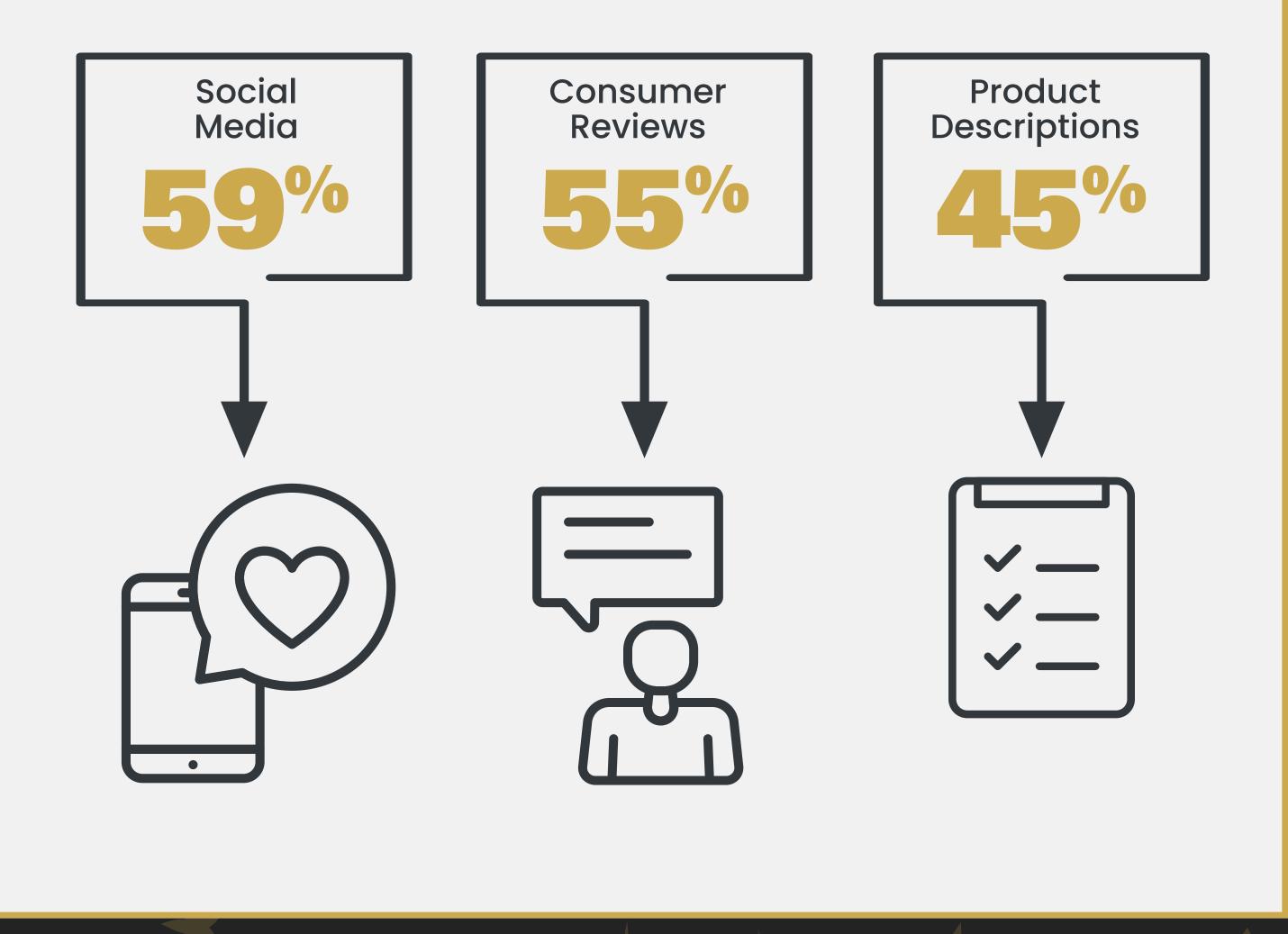
of people purchased a massager last year

of women are comfortable posting about personal massagers on their social media

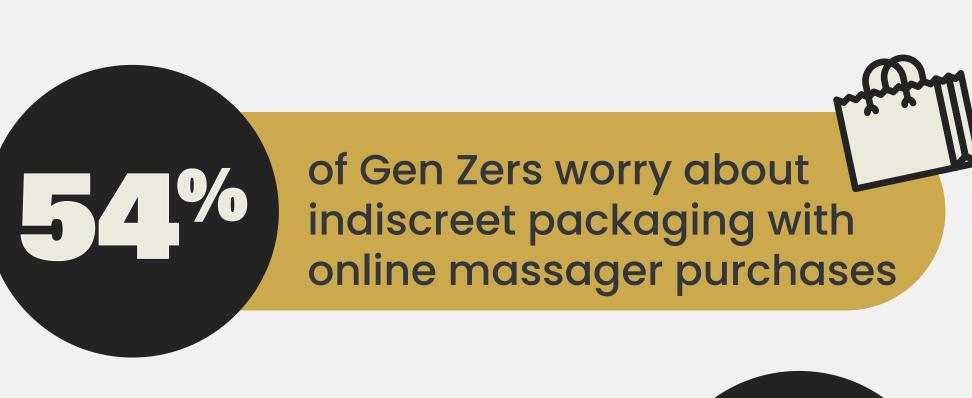
of people only purchase massagers targeted to their gender

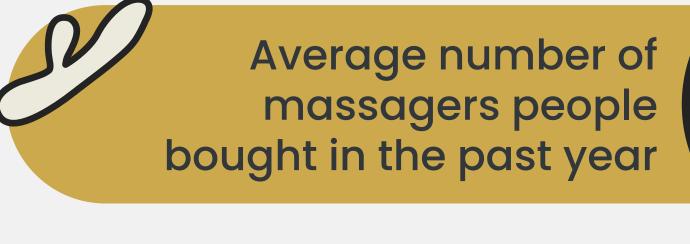
of people are likely to distinguish by visuals if a massager aligns with their sexual orientation

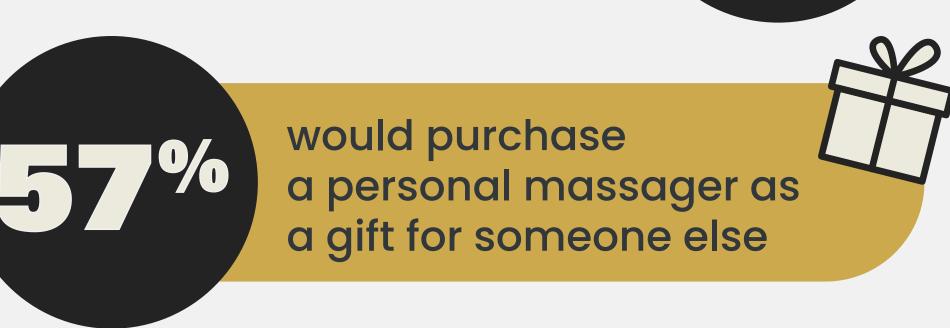
### PIVOTAL PERSUADERS FOR MASSAGER PURCHASES



### **PURCHASING PREFERENCES**







# WHAT YOUR ZODIAC SIGN SAYS ABOUT YOUR MASSAGER PLAY



## CAPRICORN

Least comfortable using a massager with a new partner on a first date



## **VIRGO**

Most comfortable engaging in a conversation around personal massagers with coworkers



PISCES

Most likely to purchase massagers based on written consumer reviews



## LIBRA

Least likely to purchase a massager from an expert recommendation



# AQUARIUS

Most likely to purchase a massager from an influencer social media post



## CANCER

Most likely purchased more than one massager in the past year



Most likely to implement social media tips into their sex lives



Most likely to purchase a massager for solo play



ARIES
Most comfortable with





## people knowing they use or purchase massagers



**TAURUS** 

SAGITTARIUS
Least likely to purchase a massager from social media content



# SCORPIO

Most likely to purchase a massager online instead of in store



Most comfortable using a massager with a new partner on a first date

AMONG 2,000 NATIONALLY REPRESENTATIVE U.S. ADULTS AGES 18-39, BETWEEN JUNE 23RD AND JULY 1ST, 2022.