

A study by **HUD** and **girls get off**.

# THE 2026 PLEASURE CENSUS

Decades of sex research, and almost none of it asked what we **ACTUALLY** enjoy.

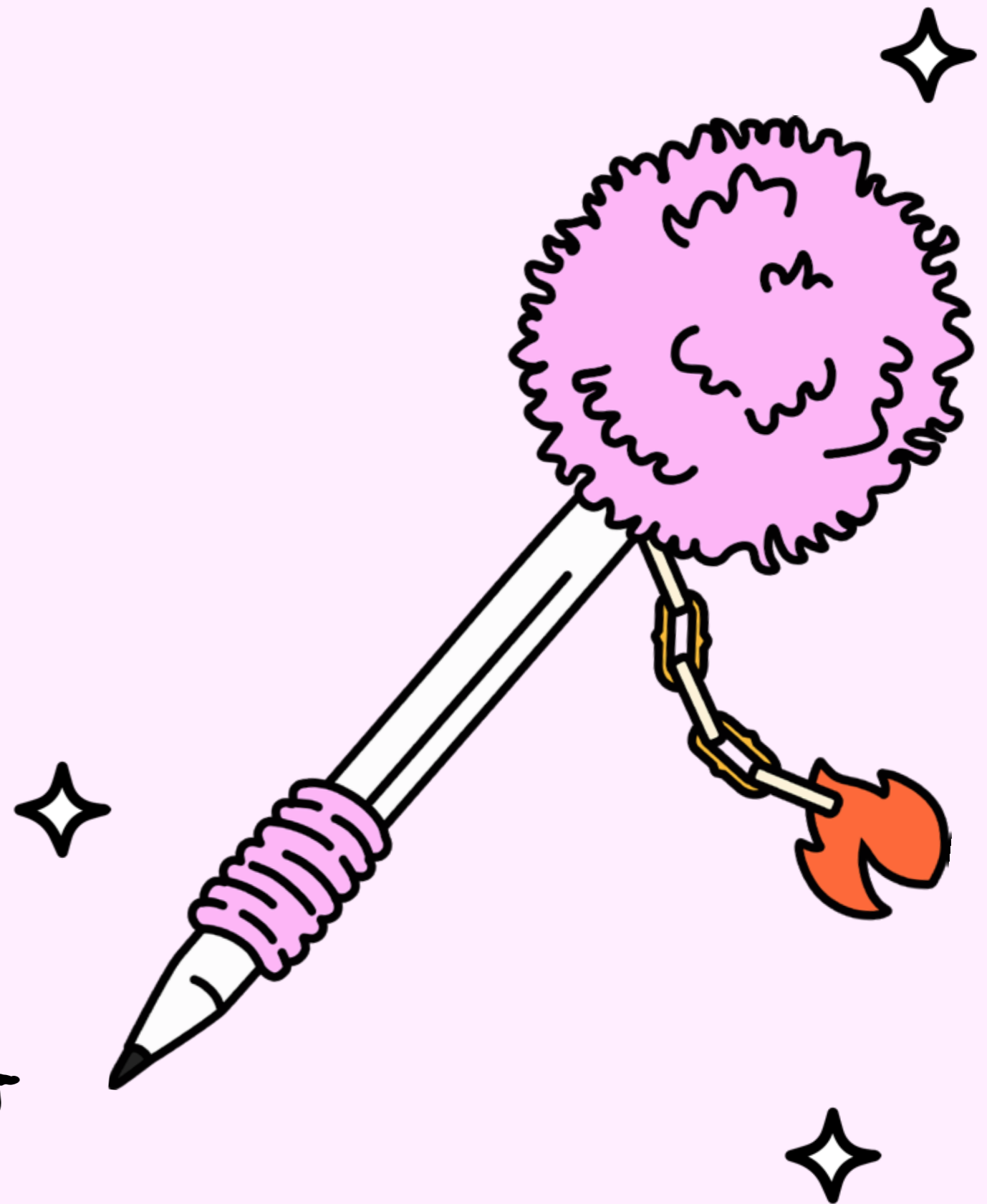
**So we did.**

The full report

2183 Respondents

From 63 Countries

100% Anonymous





# TABLE OF CONTENTS

Pleasure is one of the **most universal human experiences**, and one of the **least measured**. We asked 2183 people, anonymously, how they really experience it — and **they didn't hold back**.

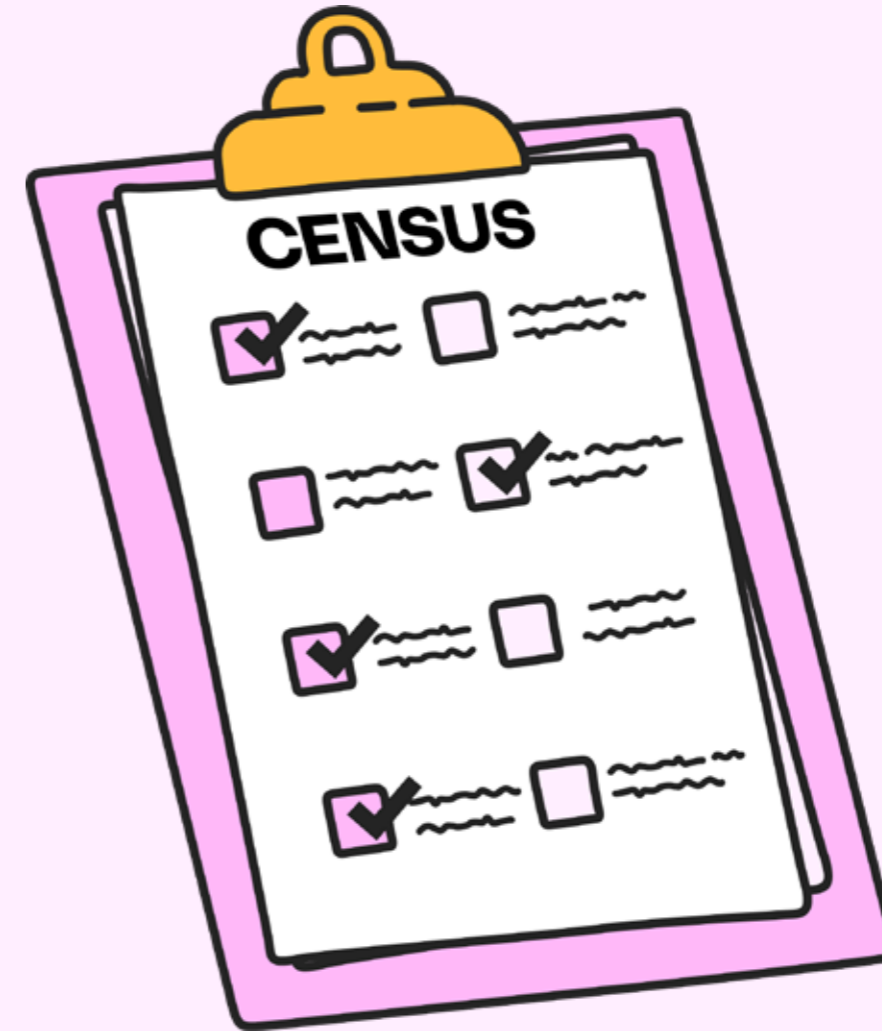
- 03 Foreword
- 04 Who We Surveyed
- 05 The Big Picture
- 06 The Solo Story 
- 08 The Desire Gap
- 12 The Body & Pleasure
- 15 The Comms Bottleneck
- 18 The Real Education
- 21 What We Watch
- 24 What We're Curious About
- 26 Modern Dating & The Apps
- 29 By The Numbers
- 30 What It Means 
- 31 Methodology

# It's time we went **DEEPER.**

For decades, the way we study sex has counted acts, partners and risks. It has been remarkably quiet on the one thing people actually care about: Pleasure. Whether we enjoy it. Whether we understand it. Whether we can ask for it.

Together, HUD App and Girls Get Off built The 2026 Pleasure Census to ask exactly that. No clinical framing, no judgment, and no way to trace an answer back to a person.

We wanted the truth, and we understood that to get behind closed doors, we had to allow participants the same privacy.



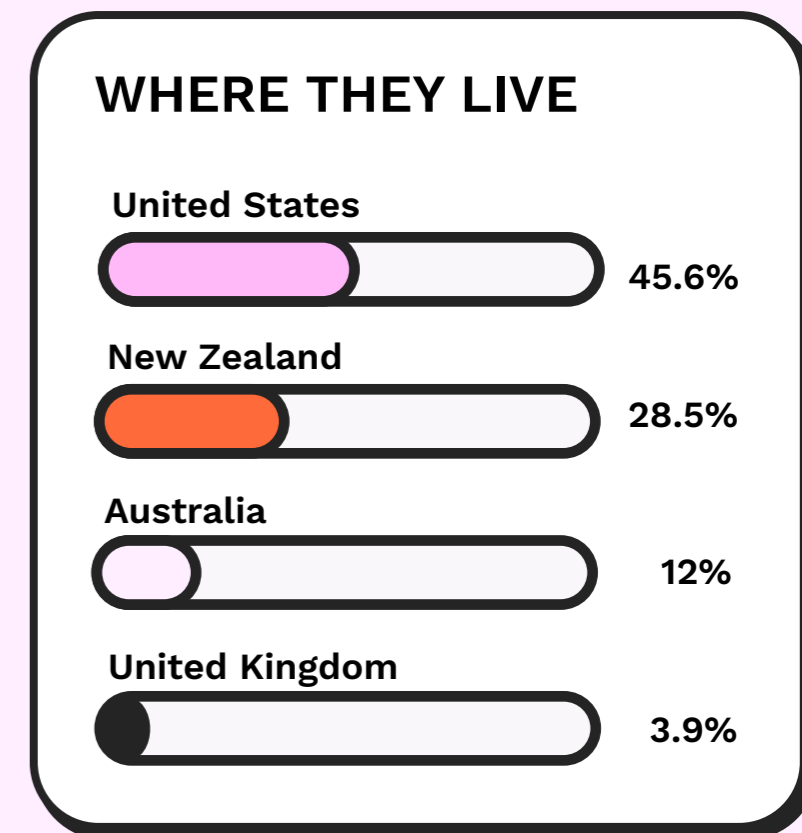
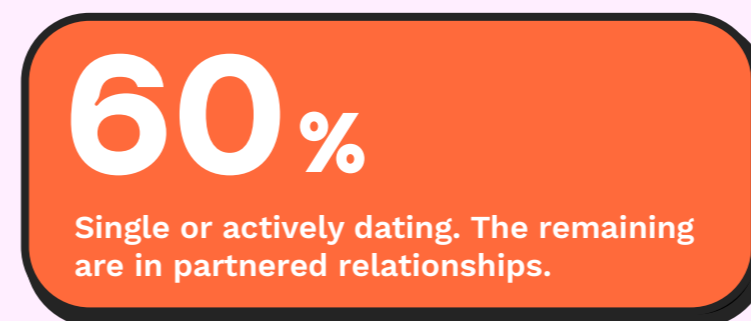
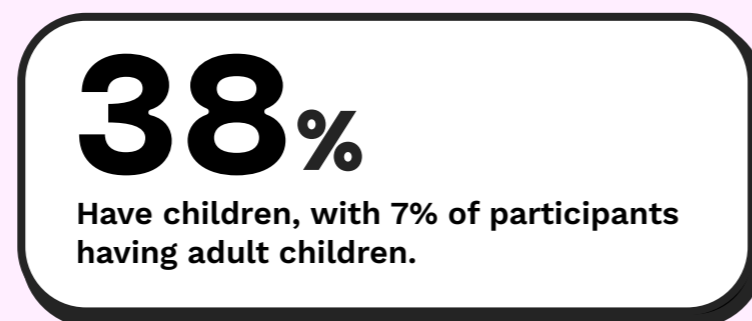
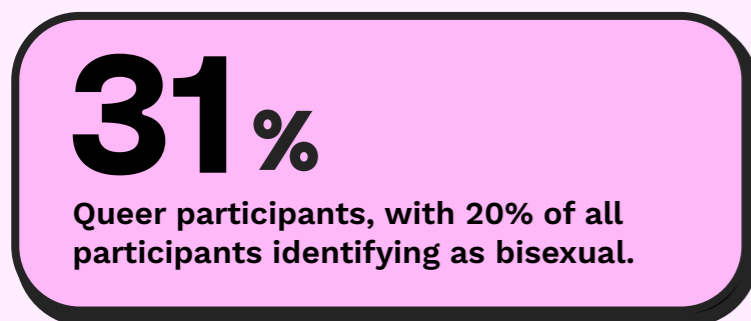
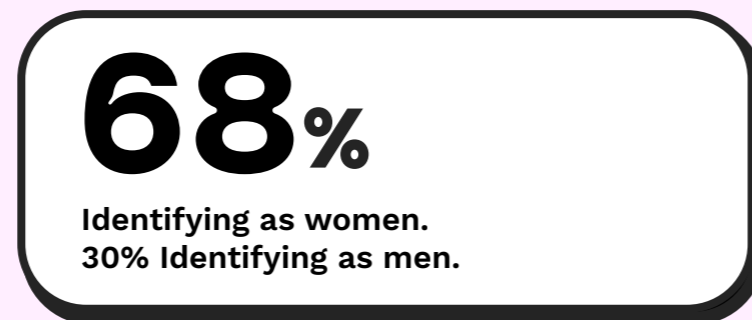
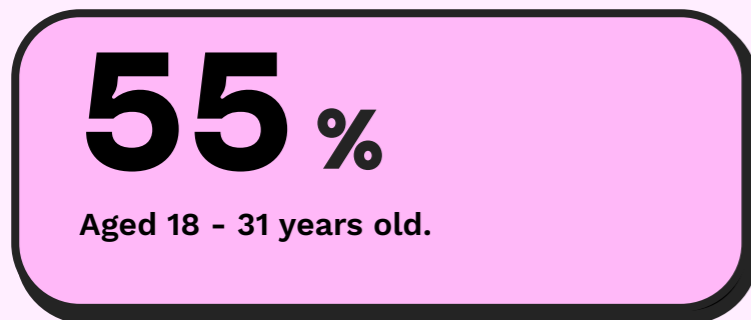
What The 2026 Pleasure Census captured is a portrait of a generation that wants more, learned it the hard way, dates mostly through a screen, and still finds the words almost impossible to say out loud.

This report is that portrait, in their own numbers and their own words.

# 2183 PEOPLE, not one of them named.

A broad, self-selecting crowd recruited through HUD App and Girls Get Off. It skews young, female and queer-friendly, and reaches across 63 countries, concentrated in the US, New Zealand and Australia.

Every answer is 100% anonymous.



# 6 Numbers that TELL THE STORY

The 2026 Pleasure Census asked people about their experiences of sex and pleasure in a wide range of contexts. From flying solo, to partnered experiences, feelings about themselves and their bodies, to how they came to learn about their own pleasure in the first place.

While some results may not seem surprising, others paint an interesting picture, to say the least. Throughout the report we'll come to understand how these experiences have shaped our pleasure today.

**70%**

Say concerns about their appearance make it harder to enjoy sex.

**44%**

Have caught themselves performing during solo pleasure.

**80%**

Aren't having as much sex as they would ideally like to.

**50%**

Don't communicate their desires to avoid hurt feelings or risk "ruining the moment".

**99%**

Learned the most about pleasure NOT through formal sex education.

**55%**

Have felt misaligned with the intentions of a person they met on a dating app.

# THE SOLO STORY

Before anyone else is in the room, pleasure begins with the self. Or does it?

How well do we really know our own pleasure?



# Taking PLEASURE into our own HANDS.

Often pegged as the "sexless generation", Gen Z is leading the solo pleasure charge, with 84% of Gen Z respondents engaging in solo pleasure weekly, the highest rate of any age band measured.

Although 50% of respondents discovered what brings them pleasure via masturbation, one quarter of all respondents are learning about their own pleasure through others. Whether that be porn or erotica, or specific partners.

**79%**  
Engage in solo pleasure at least weekly.

**44%**  
Feel they understand their own pleasure very well.

**24%**  
Discovered their pleasure via porn or a specific partner.

**75%**  
Own pleasure products (vibrators, toys, etc.)

**32%**  
Say time is their biggest barrier to solo pleasure.

# THE DESIRE GAP

Who finishes first and who **doesn't finish at all?**  
But beyond the orgasm gap, we discover who is  
having the amount of sex they want, and who is  
**lusting for more.**



# Are we **FINISHING** or are we **FAKING?**

In partnered sex, reaching orgasm "every time" is reported by less than one quarter of total respondents, and splits sharply by gender.

Nearly 20% of respondents rarely or never orgasm during partnered sex.

## ORGASMS EVERY TIME

Men



Women



## HAVE FAKED AN ORGASM

Men



Women



# Gaps between the **CALENDAR,** and the **IDEAL.**

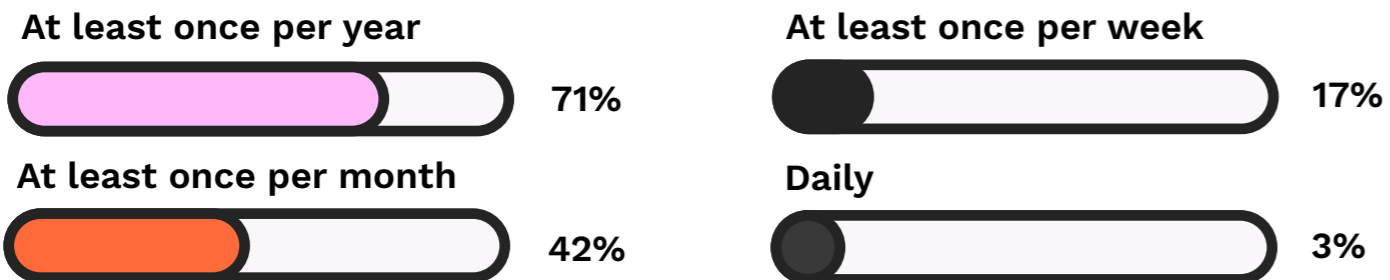
The differences between how often people are having sex and how much people want to be having MORE sex are stark. With both singles and couples reporting to be having sex at least once a year, partnered people are more than three times more likely to be having sex weekly.

For some, that's not enough. 80% of ALL respondents report wanting more sex than they're currently having, regardless of relationship status.

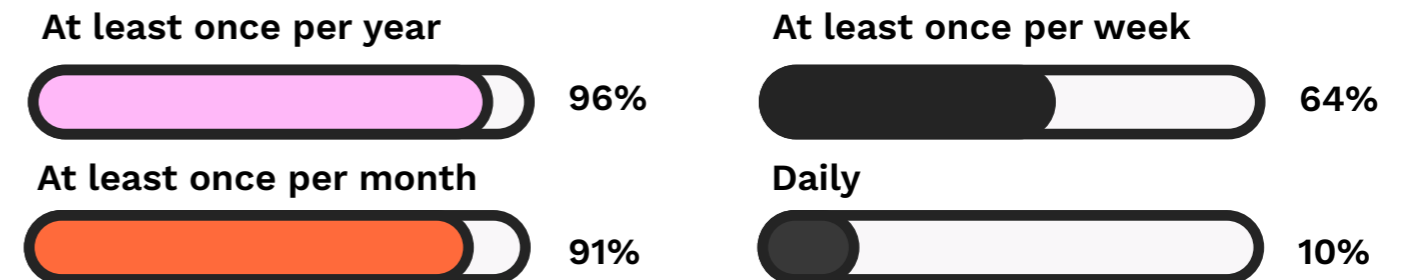
**4 in 5**  
Respondents report wanting to be having more sex than they currently are.

## HOW FREQUENTLY ARE PEOPLE HAVING SEX?

### SINGLE PEOPLE



### PEOPLE IN RELATIONSHIPS



# A CLOSER LOOK at the “SEXLESS GENERATION”

There are countless stories on the internet that say Gen Z are the least interested in sex generation. What we found, was that Gen Z are having a lot of sex, they just happen to be having it with themselves. Data raises far more questions about the quality of the dating pool than it does about Gen Z’s enthusiasm for sex and pleasure.

However, despite Gen Z often being labeled the most open generation yet, data shows that over half of Gen Z respondents catch themselves “performing” during solo pleasure, even when completely alone. Nearly three quarters say concerns about their appearance make it harder to enjoy sex and only a third are comfortable communicating their desires to their partners.

## 84%

Engage in solo pleasure WEEKLY with 40% engaging in solo pleasure DAILY.

## 54%

Report they have caught themselves “performing” during solo pleasure.

## 73%

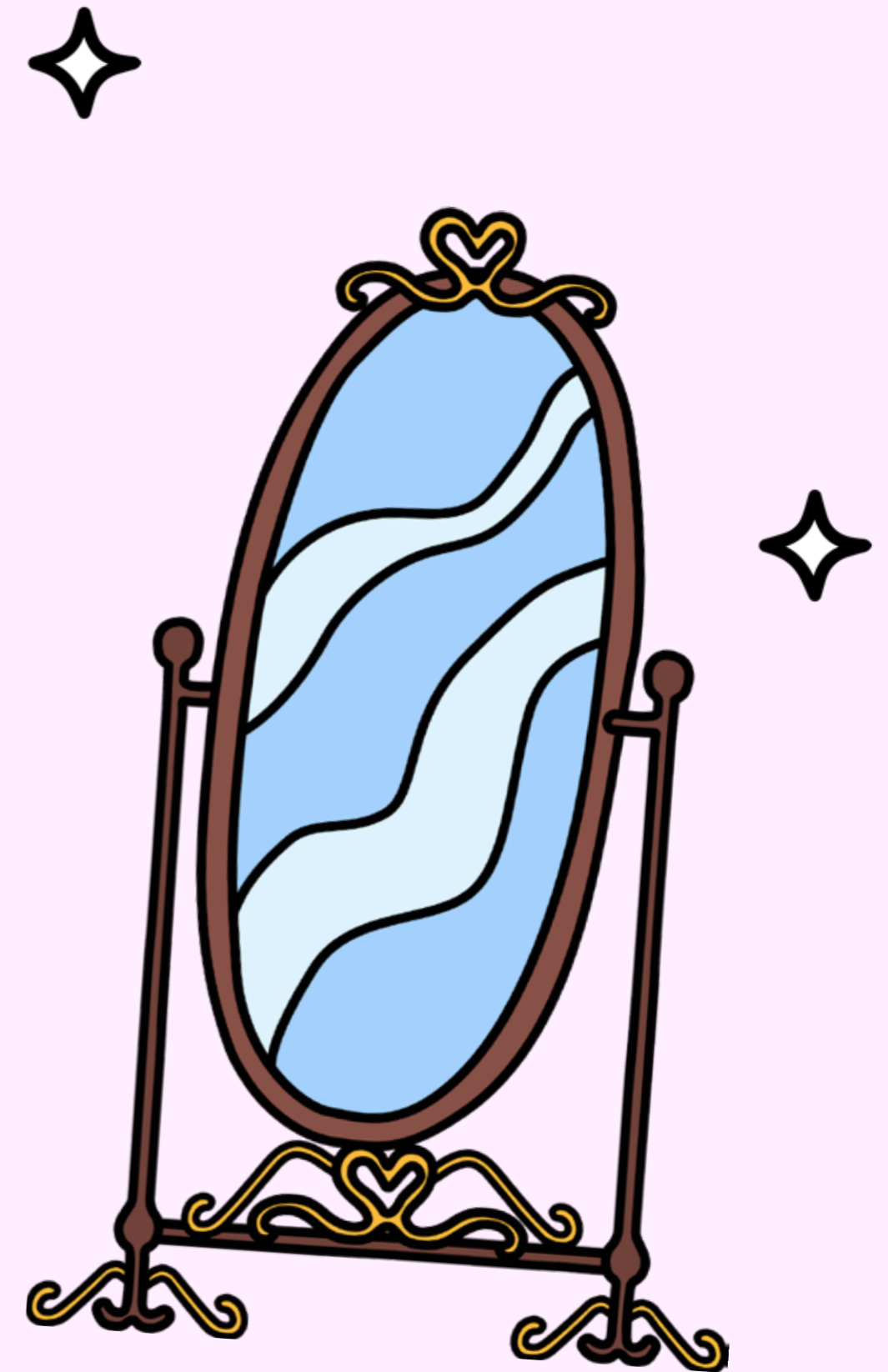
Say concerns about their appearance make it harder to enjoy sex or pleasure.

## 33%

Say they’re comfortable telling a partner what brings them pleasure.

# THE BODY & PLEASURE

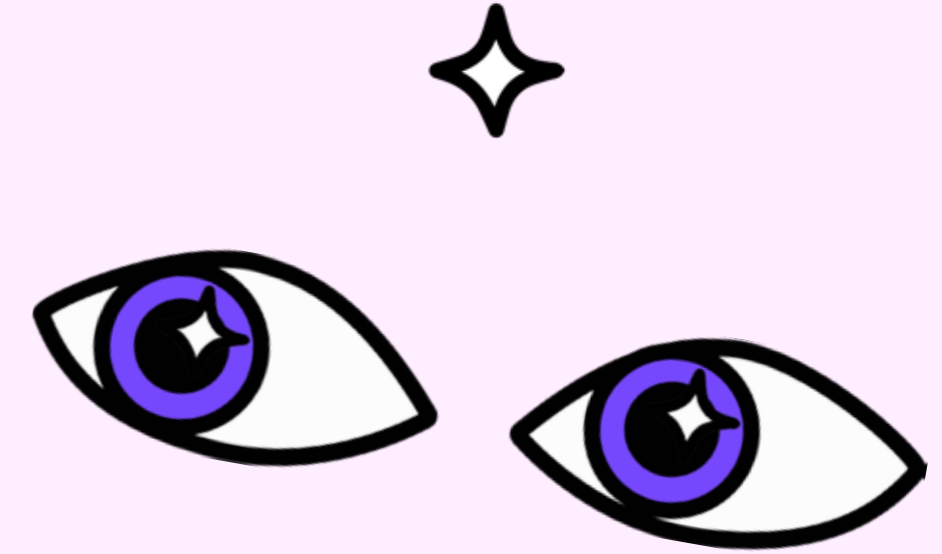
Sometimes pleasure isn't dictated by access to toys or partners, it's dictated by **how you feel**, and by what your **body will allow**.



# Performance and the **INNER CRITIC**

In a world of social media, influencer culture, and reality TV, performance permeates everything we do. Unfortunately, this includes the sanctity of our own beds. With nearly half of respondents reporting that they catch themselves "performing" during solo pleasure, even when completely alone (e.g. thinking about how they look, sound or "should" feel).

Body confidence and hormones are also major factors standing in the way of pleasure.



**44%**

Say concerns about their appearance have made it harder to enjoy sex or pleasure.

**70%**

Catch themselves performing during solo pleasure, with an additional 15% saying they're not sure if they do.

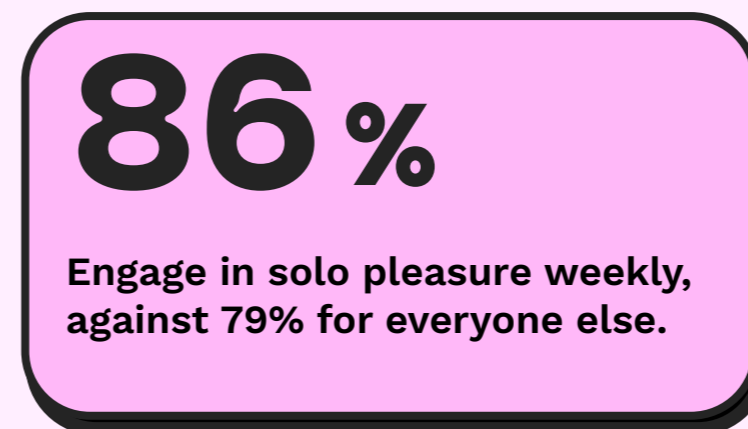
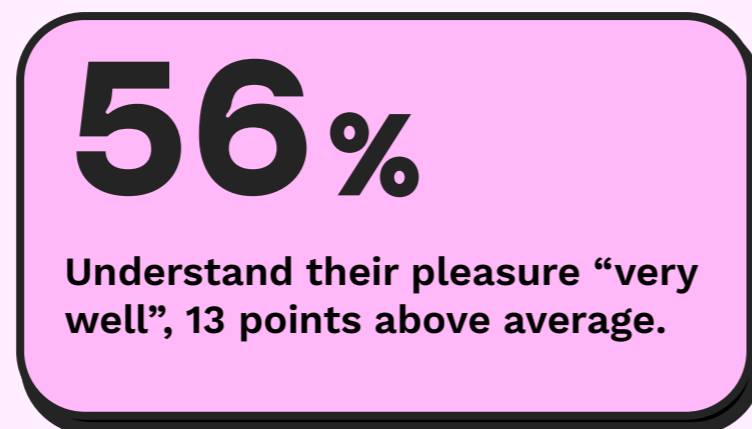
**6%**

Report medical or hormonal challenges are the biggest factor getting in the way of solo pleasure.

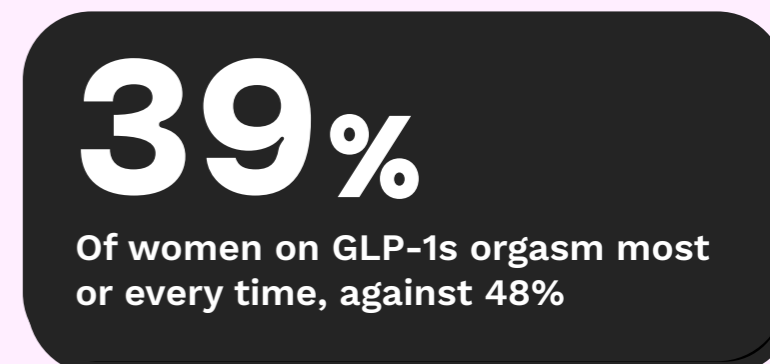
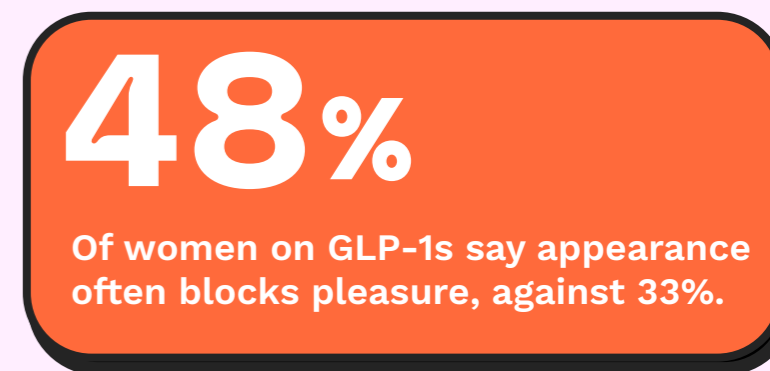
# GLP-1s **DON'T** dull desire. The catch is **THE MIRROR.**

Online, weight-loss jabs get blamed for flattening libido and numbing pleasure. Our data doesn't back that up. Among the 7% on a GLP-1, desire and frequency are unchanged, and they understand their own pleasure better than average. Where it does surface is body image during sex, and, for women, a slightly harder time reaching climax.

## WHERE THE ASSUMPTIONS GET IT WRONG



## WHERE IT REALLY SHOWS UP



# THE **COMMS** **BOTTLENECK**

Communication isn't a strength for everyone. Unsurprisingly, the thing that helps almost everything is also the thing people find **hardest to do.**



# It isn't **JUDGMENT.** It's not wanting to **RUIN THE MOMENT.**

The biggest barrier to speaking up in bed isn't shame or fear, it's a reluctance to interrupt. Our partner's comfort often takes priority over communicating our own needs, with "I'm not going to finish" and "I don't like that" being some of the most common things people have difficulty saying between the sheets. Yet comfort communicating with a partner has the biggest impact on orgasm.

**3x**

People who report talking openly with their partner(s) about what they like are 3x more likely to orgasm "every time".

**21%**

Say "I'm not going to finish" is the hardest thing to say out loud during sex.

**50%**

Are only somewhat comfortable telling a partner what they want.



# What do you **WISH** was discussed more **OPENLY**?

Sex and pleasure have historically been a no-go topic outside of the bedroom. Still shrouded in shame, we often feel uncomfortable talking about pleasure with anyone outside of our partner (and sometimes, not even with them!). So, we asked: What's something about pleasure or sex you wish people talked about more openly?

“Their desires, I feel too many people are scared of being judged or shamed for what they are into.”

Man, 25-31, Bisexual

“All of it. We still treat sex and pleasure as such shameful things, which leads to people having unhealthy relationships with it.”

Woman, 25-31, Pansexual

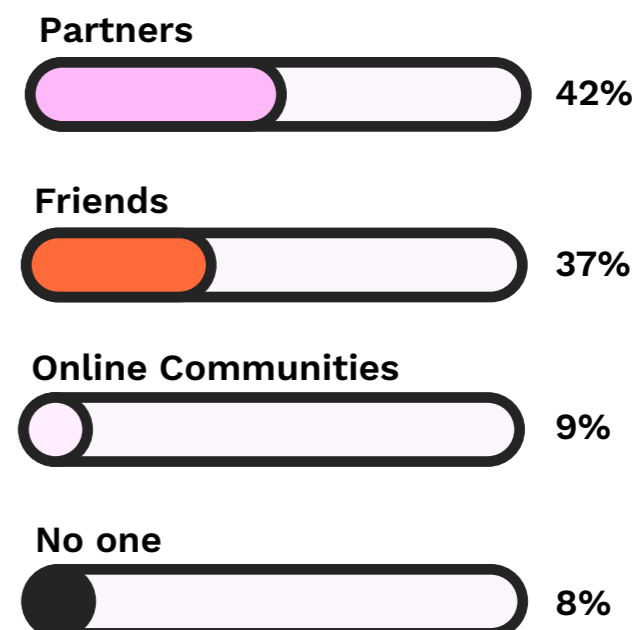
“That everyone's libidos are different and it's OK to not want sex as much as you feel you should.”

Woman, 32-38, Straight

“Talk about the stuff that was not pleasurable and how they addressed it with their partner.”

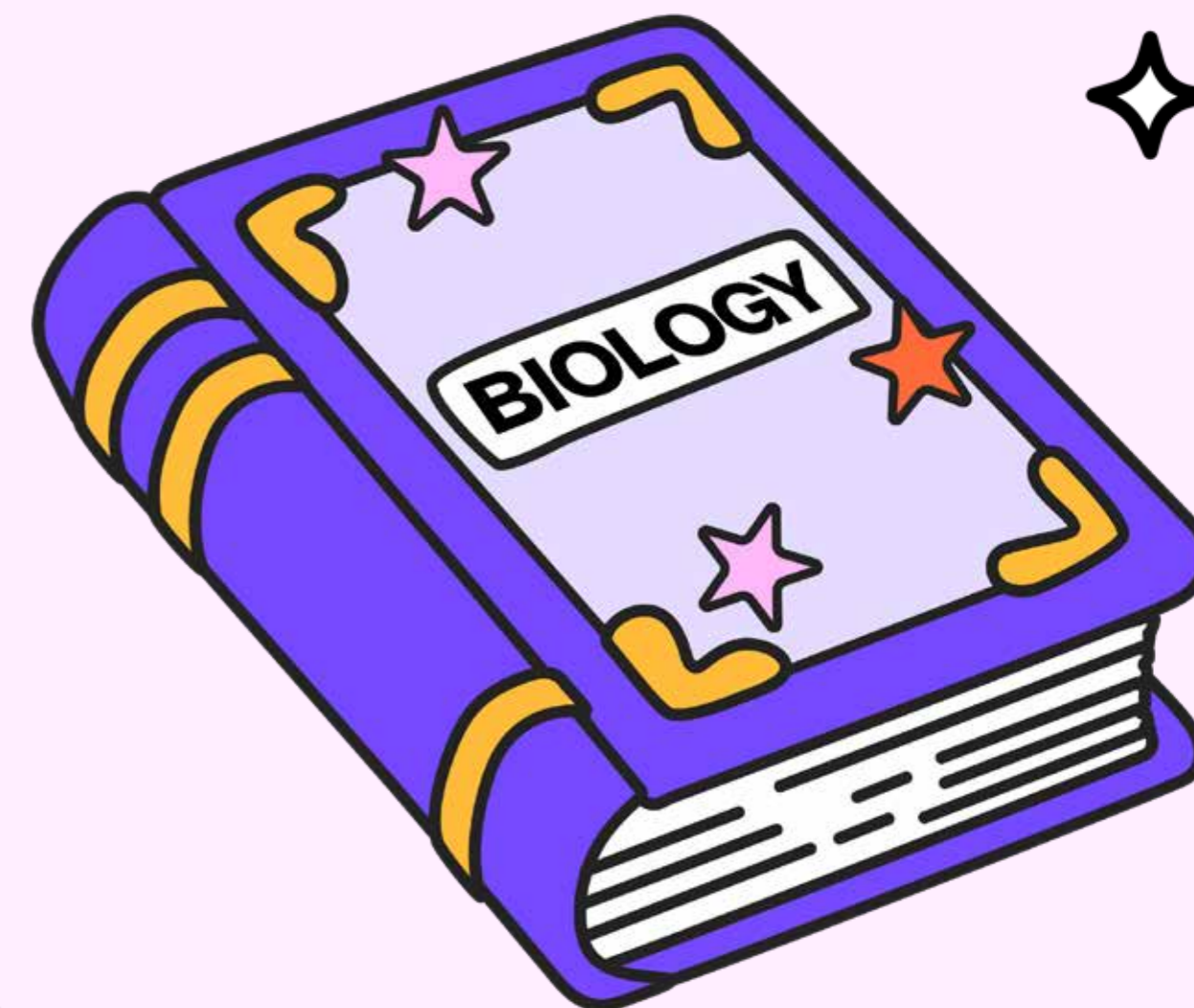
Woman, 18-24, Straight

## WHO DO WE ACTUALLY SPEAK TO?



# THE REAL EDUCATION

School taught us **what not to do** and what to be afraid of. But what about the rest? A **screen** and a lifetime of **trial and error** picked up the slack.



# Taught the **MECHANICS,** **NEVER THE POINT.**

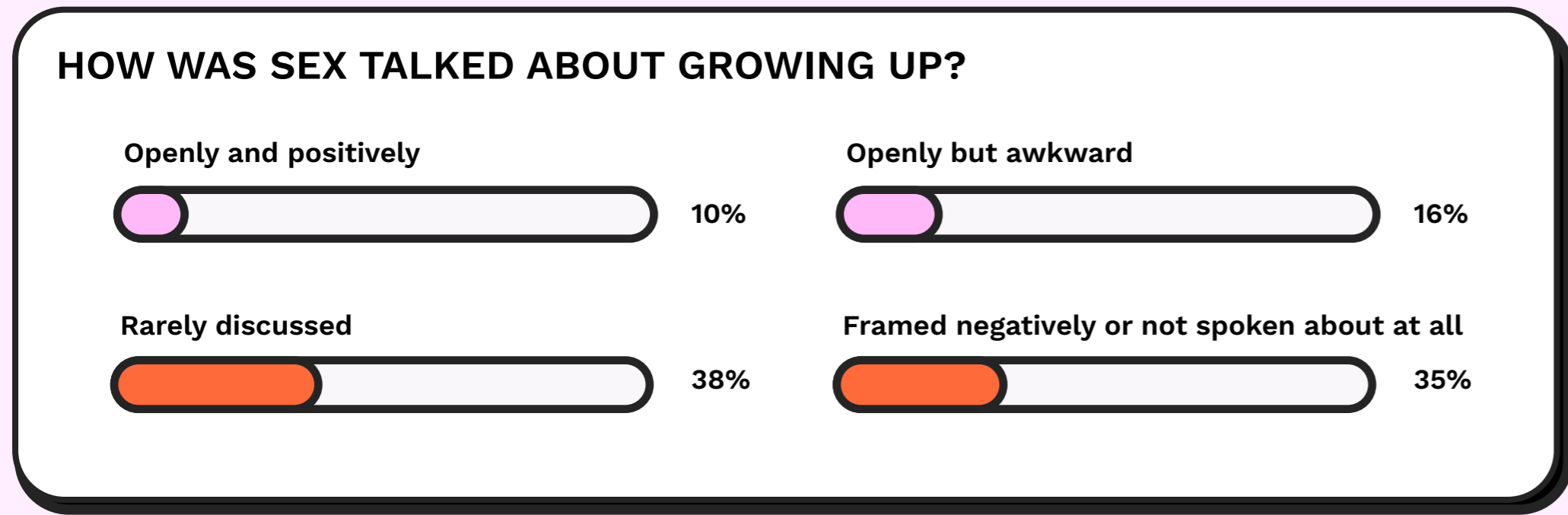
Only one in six people had formal sexual education that included conversations about pleasure. Over half of all respondents rarely or never discussed sex in the home.

And we're carrying this into adulthood. People raised to feel sex was shameful are 3x more likely to be uncomfortable telling a partner what they want.

**95%** Of respondents say they're more comfortable exploring pleasure with someone openly sex positive.

**15%** Of respondents report their formal sex education included conversations about pleasure.

**61%** Of respondents say they learned the MOST about pleasure through personal experience.



# TIKTOK taught more people than THE CLASSROOM ever did.

Asked where they learned the most about pleasure, people name their own experience first, then partners, then online content. Formal sex education comes almost dead last, out-taught by social media more than tenfold.

*What do you wish you'd been taught?*

**“That it’s nothing like mainstream porn, what one person enjoys another might not.”**

Woman, 25-31, Straight

**“The best way to learn what feels good for you is to learn your body on your own first before letting anyone else learn it.”**

Woman, 25-31, Bisexual

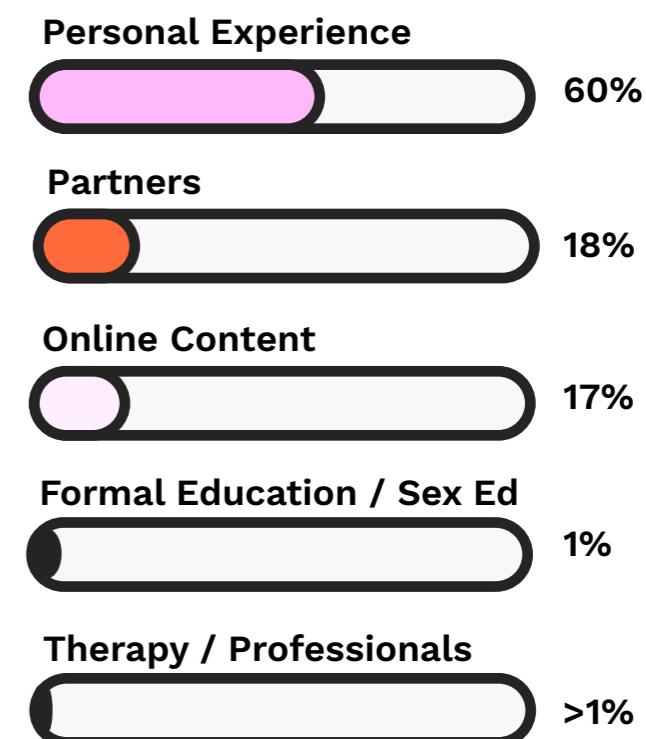
**“That when you're 100% comfortable with the person, you can be fearless. Trust is everything, feeling safe is everything.”**

Woman, 46-52, Bisexual

**“That I was allowed to say no. And that I’m allowed to WANT pleasure.”**

Woman, 39-45, Pansexual

## WHERE DID THEY LEARN THE MOST?

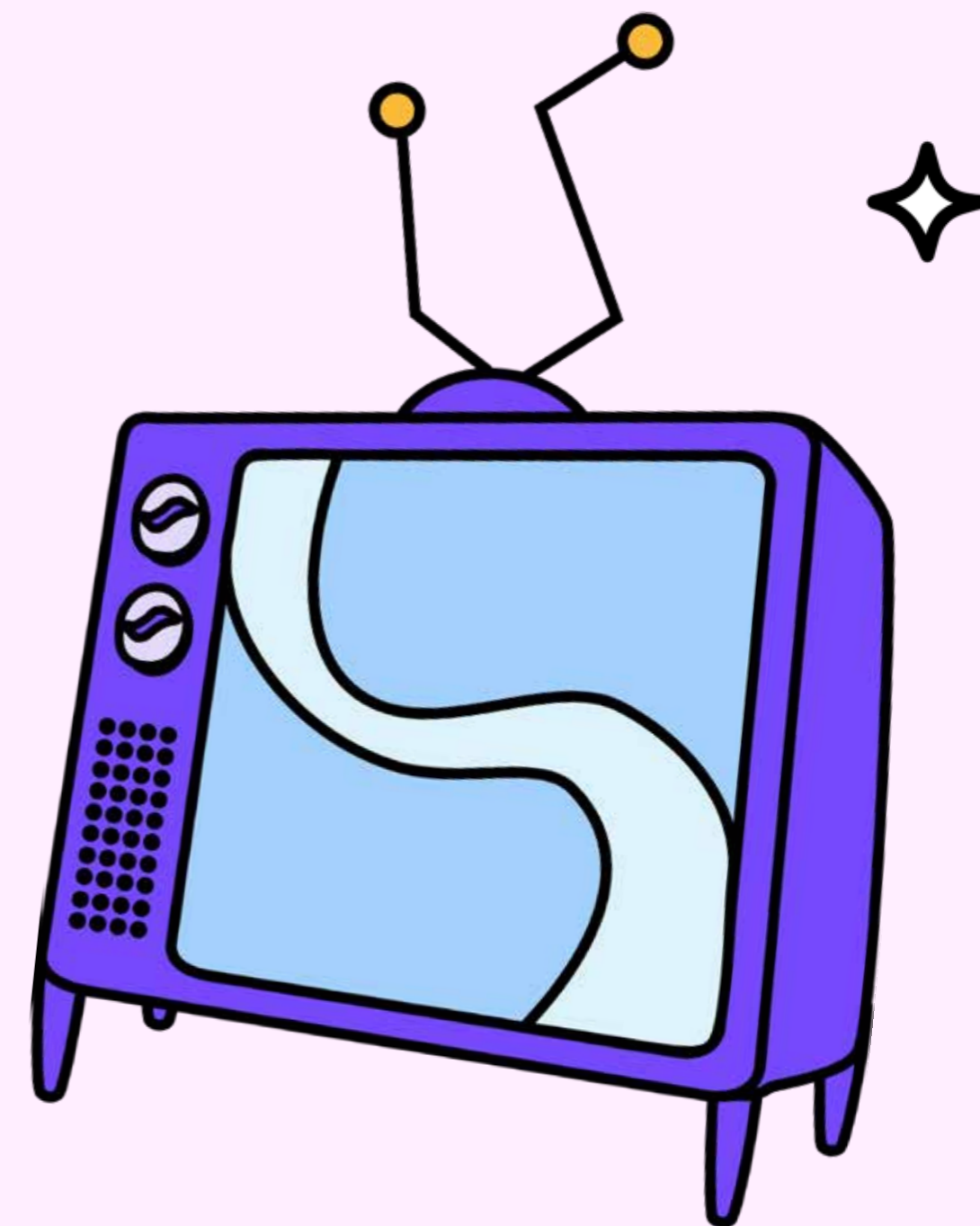


# WHAT



# GETS US OFF

Sexual content has quietly splintered, from mainstream video to **ethical porn, audio** and **Reddit**. And a sizable group has **switched it off entirely**.

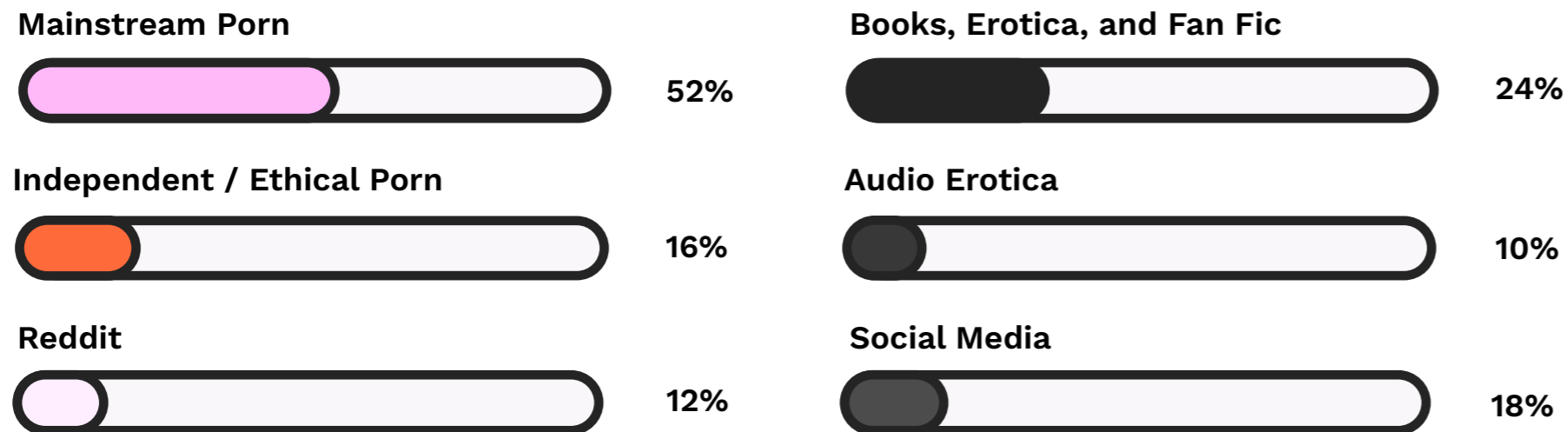


# MAINSTREAM porn still LEADS, the rest is CATCHING UP.

Mainstream sites are still the most common source, with 28% of men watching porn daily compared to 7% of women. Social media, Reddit, books and audio erotica now make up a thriving long tail. Women are leading the charge here, being 3x more likely to use written content during solo pleasure.

Multi-choice question - 3634 responses by 2183 respondents.

## WHAT FORMS OF MEDIA ARE USED THE MOST?



**29%**

Of women use written content during solo pleasure (books, erotica, fan fiction).

**62%**

Of men use mainstream porn sites.

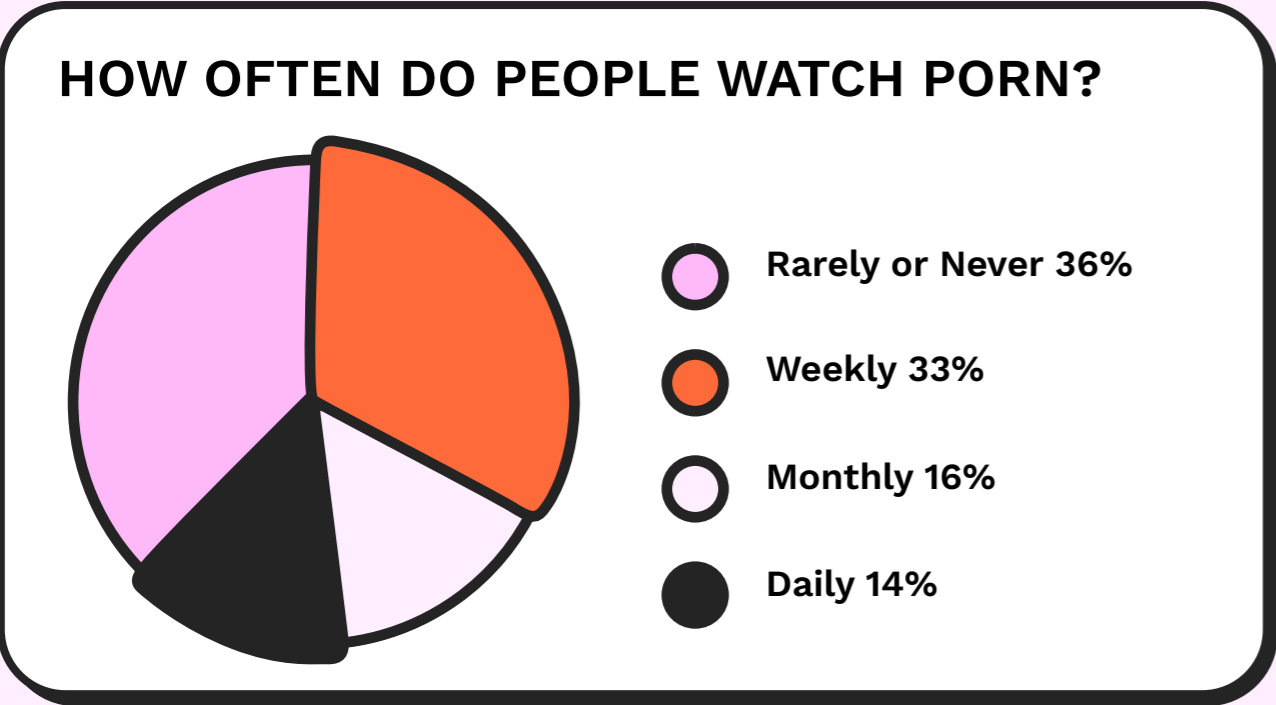
**18%**

Of respondents consume no sexual content at all, or none of the sources listed.

# For the watchers, **HOW OFTEN ARE WE TALKING?**

Porn use divides sharply by gender, and it travels hand in hand with solo pleasure: The people watching most are, overwhelmingly, the ones with the most active solo lives.

**92%**  
Of respondents that watch porn daily are also engaging in solo pleasure daily.



**7%**  
Of women report watching porn daily, compared to 28% of men.

**40%**  
Of women don't watch porn at all (mainstream or independent/ethical porn).

# WHAT WE'RE

# CURIOUS ABOUT

We left one question wide open:

**What are you most curious to explore?**

So we asked people to tell us in their own words.



# **KINK** leads. So does simply **KNOWING YOURSELF BETTER.**

Of the 964 people who volunteered what they want to explore, kink and BDSM topped the list, followed closely by group play and anal experiences.

But threaded through it all is something gentler: a wish for confidence, communication and self-knowledge.

**“So many things. Books have made me realise I am a kinky girl at heart.”**

Woman, 25-31, Straight

**“More communication during sex: Check-ins, praise, dirty talk, and BDSM.”**

Two Spirit, 18-24, Queer

**“Ways to keep things fun and spontaneous when you don't have heaps of time on your hands.”**

Woman, 18-24, Straight

**“Building my confidence and learning to let go.”**

Woman, 25-31, Queer

**“More ways to pleasure myself and find more ways to cum during sex with my vibrator or toys.”**

Woman, 25-31, Straight

**“Bondage, double penetration, more use of toys during sex, dirty talk, Dom/sub.”**

Woman, 25-31, Straight

# MODERN DATING

# & THE APPS

Half of respondents now meet partners through a screen, and most of them have ended up **wanting different things.**



# THE APPS are the front door, BY A WIDE MARGIN.

Dating apps are the single most common way people meet partners, more than three times as common as friends or nightlife. They are, for most people, simply where dating begins.

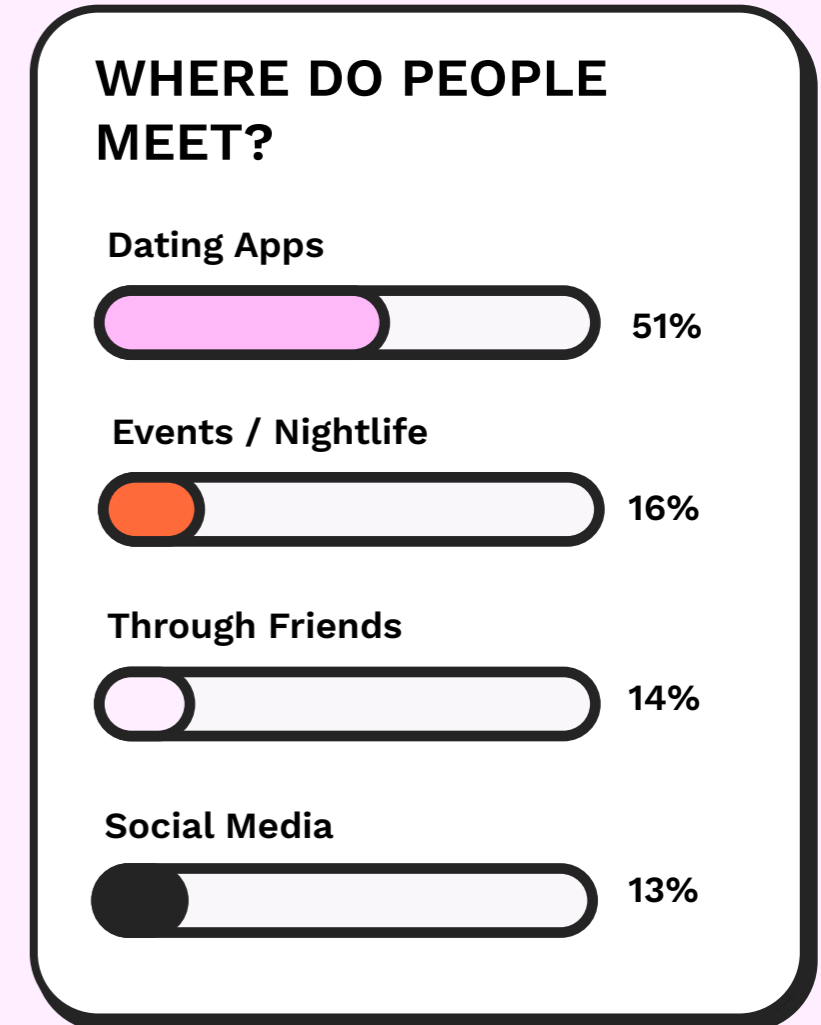
Multi-choice question - 3234 responses by 2183 respondents.

**25%**  
Are looking for something romantic but not necessarily serious on dating apps.

**78%**  
Of men are looking for casual connections on dating apps compared to 52% of women.

**19%**  
Are looking for long-term relationships on dating apps.

**26%**  
Say what they're looking for on a dating app depends on the person.



# Everyone's there. **NOBODY'S** quite **ON THE SAME PAGE.**

The most common app experience isn't a match or a date, it's a mismatch: Meeting someone and realizing you each wanted different things. It's a near-universal experience for those on the apps.

# 74%

Of respondents who report using dating apps say they've felt misaligned with someone's intentions after meeting on a dating app.



# Because we CAN'T GET ENOUGH

Seven more stats that are begging to be heard.

**95%**

Of respondents report feeling more comfortable exploring pleasure with someone who is openly sex positive.

**69%**

Of respondents say they've openly told someone in their life that they enjoy self-pleasure.

**38%**

Of respondents are MOST comfortable talking about sex and pleasure with their friends.

**34%**

Of respondents say they've told their friends sex was "good" when it actually wasn't.

**76%**

Of women would like to be having more sex than they are currently having.

**31%**

Say their current or most recent partner knows what brings them pleasure because they've talked about it openly. 27% Say their partners figured it out through experience.

**35%**

Of respondents say they are very comfortable telling a partner what they want. 50% Are somewhat comfortable, and 11% aren't comfortable at all.

# WHAT IT MEANS

Five things the census makes **hard to ignore.**

1

## **Pleasure is self-taught.**

When school stays silent, people fill the gap themselves, with personal experience and, increasingly, a phone. TikTok out-taught the classroom more than tenfold.

2

## **Dating starts on a screen.**

Apps are the front door for half of respondents, but misaligned intentions are the norm, not the exception.

3

## **Women carry more of the load.**

Across faking, body worry, comfort and what they were taught, women report the steeper climb to the same pleasure.

4

## **The gap is a conversation gap.**

The orgasm gap shrinks dramatically when partners talk. Comfort, not technique, is the strongest predictor of a partner who knows what you like.

5

## **Honesty is the hardest act.**

From faking orgasms to lying to friends, people perform to keep the peace. The hardest words are the plainest ones.

# HOW WE RAN THE CENSUS

The 2026 Pleasure Census was conducted May to June 2026 via an anonymous online survey distributed to HUD App users and Girls Get Off subscribers, and amplified through organic social media. A total of 2,183 consenting adults across 63 countries completed the survey. No identifying information — name, email, or account login — was collected, and no individual response can be traced to a person.

**A note on methodology.** This is a self-selected opt-in sample, not a nationally representative poll — and that's the point. Respondents skew female (68%), are predominantly located in the US, New Zealand, and Australia, and are drawn from communities already engaged with conversation about sexual wellness. Most surveys only ever get the polite version. This one didn't. That said, findings should be read as a portrait of this population rather than a projection onto the general public. To strengthen internal validity, any pattern not directly related to gender was tested separately among women and men — we only call it a finding if it held across both.

## THE SAMPLE AT A GLANCE

2183 Respondents	56% Single
68% Women	30% Men
55% Aged 18 - 31	63 Countries
45.6% United States	28.5 New Zealand
12% Australia	13% Other Locations

## PRESS & DATA

For more information or to discuss the data and findings further, please contact [press@hudapp.com](mailto:press@hudapp.com)



Thanks for reading



**THE 2026**

**PLEASURE CENSUS**

A study by **HUD** and **girls get off**.

Made to be talked about, out loud for once.



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