

Sex Toy Facts from MyPleasure

\$500 Million	Estimated consumer dollars spent per year on sex toys in the U.S.
40%	Percentage of Americans who have tried a sex toy
10%	Percentage of Americans who have purchased a sex toy in the last year
65	Average number of items a visitor looks at before making a purchase
1,000+	Number of MyPleasure web pages devoted to sexual education topics
Lunch Hour	Most popular time to purchase sex toys
Over a Mile	Length if MyPleasure products sold in a month were laid end to end
California, Texas, New York, Florida	U.S. states that place the most orders at MyPleasure
Alaska	U.S. state that places the most orders per capita at MyPleasure
Texas, Georgia	U.S. states that ban “the sale, production or distribution of...any device...for the stimulation of the human genital organs”
Mississippi, Alabama	U.S. states in which anal toys are the most popular toys purchased
Canada, UK, Australia, New Zealand, Singapore	Countries that place the most international orders at MyPleasure
95%	Percentage of products rejected by MyPleasure’s product selection staff
“Poor Quality”	Most common reason for a product rejection
“Too Small”	Most common reason for return
1,000+	Average number of MyPleasure’s best-selling toy, the Jack Rabbit dual-action vibrator, purchased per month
65%	Percentage of MyPleasure customers who are women
37%	Percentage of MyPleasure customers who come back to purchase another item within 30 days
#1	MyPleasure’s popularity and traffic ranking among online sex toys stores, according to Alexa Research

DATA FROM UNIVERSITY OF CHICAGO (2002) & MYPLEASURE (2002)