

IT'S BEEN 20 YEARS SINCE WE  
LAST SURVEYED MEN ABOUT  
THEIR LIVES. TIME TO CATCH  
UP WITH THE AMERICAN MALE



# STATE OF MAN 2012

Like women, men are a mystery. But we are a mystery that can be solved. We have simple, direct needs. We express those needs in simple, direct ways. And yet, according to the self-proclaimed experts, all is not well in Testosterone Town. Some 40 years ago, the historian Arthur Schlesinger Jr. asked, "What has happened to the American male? Men are more and more conscious of maleness not as a fact but a problem." In her 1999 book, *Stiffed*, Susan Faludi documented what she said was a sense of loss among men for the days when they had a role in public life, a way to earn a decent living and appreciation at home. In fact, men have been adjusting to these and other challenges for centuries. It has been two decades since PLAYBOY last polled American males, so we asked Harris Interactive to survey 1,000 men online and weight the results to reflect the demographics of the larger population. We hoped to find out who you are, what you do and how you see life. How do you measure up?

ILLUSTRATIONS BY MARK MATCHO

# MONEY

Whatever their income, men typically have a complicated relationship with money. They feel pressure to provide, which causes them to equate money with security. Unfortunately, living below your means isn't an American trait. The past six years have not been easy: The wealth of middle-class households has fallen to levels last seen in the early 1990s (mostly due to the drop in home values), and many men have faced the stress of losing a job. We asked men to tell us about their finances and how those numbers add up in terms of personal identity. Does money buy happiness? Or delay it?

## BY THE NUMBERS

Percentage of men who are stay-at-home dads: **7**

Who own their home:

**61**

Percentage of men who say they never take a week off for vacation:

**26** In 1979: **26**

Who take two weeks or more:

Percentage of men age 25 to 34 who say they work at least 60 hours a week:

**18** 35 to 44: **8** 45 to 54: **3**

**37**

In 1979: **34**

Who say they have no extra money for eating out, travel or hobbies:

**23**

Who take one week a year:

**37**

Who have defaulted on a debt, filed for bankruptcy or had a lien against them:

**15**

In 1979:

**40**

Percentage who say they work at least 50 hours a week:

**17**

Who have been unemployed in the past four years:

**41**

## WALL STREET WOES

Do you trust the American financial system?

**23%** YES

**59%** NO

**18%** NOT SURE

Percentage of Republican males who say they trust the system: **29**; of Democrats: **26**; of independents: **18**; of Libertarians: **34**; of Tea Party supporters: **35**.



## WHAT MEN EARN

\$200K OR MORE

**3%**

DECLINED TO ANSWER: **12%**

\$150K TO \$200K

**6%**

\$100K TO \$150K

**15%**

\$75K TO \$100K

**13%**

\$50K TO \$75K

**15%**

\$25K TO \$50K

**18%**

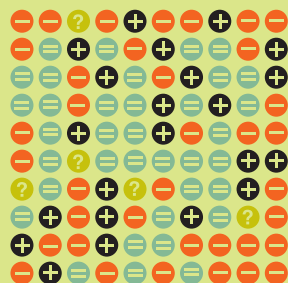
LESS THAN \$25K

**18%**

# HOW ARE YOU DOING?

We asked, "At this point in your life, do you feel you are doing better, about the same or worse than you would have expected?"

**+** BETTER: **22%**  
**=** THE SAME: **36%**  
**-** WORSE: **35%**  
**?** NOT SURE: **5%**



Percentage among men age 25 to 34:  
**BETTER: 20**  
**THE SAME: 43**  
**WORSE: 30**  
**NOT SURE: 7**

Percentage among men age 35 to 44:  
**BETTER: 14**  
**THE SAME: 26**  
**WORSE: 54**  
**NOT SURE: 6**

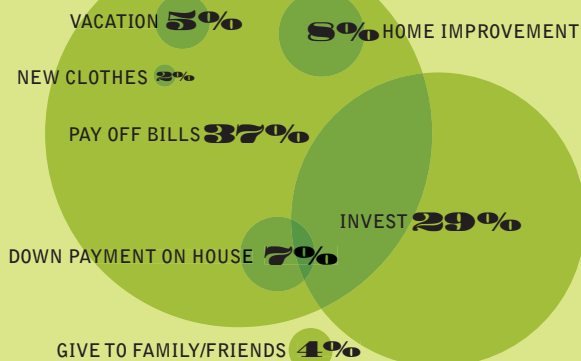
Percentage of Republican males who feel they're doing better than expected: **19**; of Democrats: **30**; of Tea Party supporters: **8**.

# MONEY

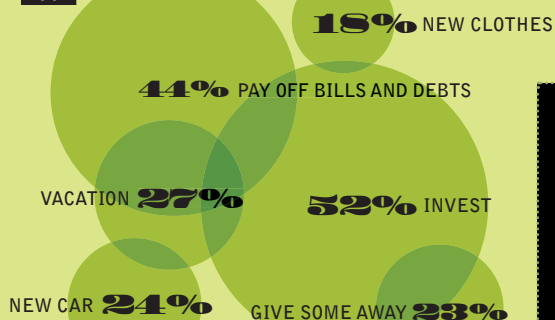
## FAST CASH

We asked men to imagine they had won \$50,000 in a contest. What would they do with the money?

**2012**



**1992**



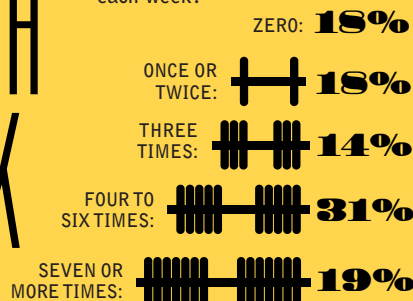
# ATHLETIC SUPPORTERS

Percentage of men who say they are obsessed with:

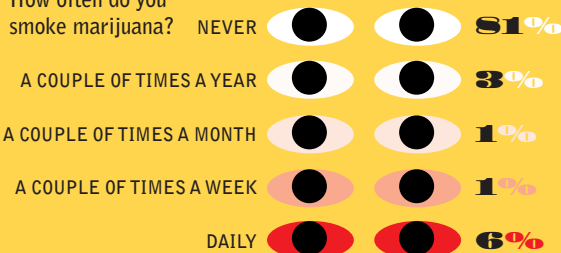


# HEALTH CHECK

How many times do you work out each week?



How often do you smoke marijuana?



How much alcohol do you consume each week?

Percentage of men who have used the following substances recreationally in the past six months:



STATE OF  
MAN  
2012



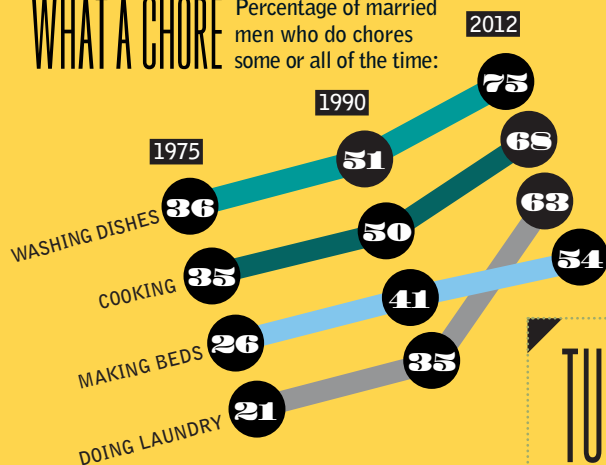
# PLAY TIME

Asking men what they would rather be doing than work doesn't require a multiple-choice response. "Anything" covers it. We love our work, but we save our devotion for our mistress, leisure. The challenge for the modern man is carving out time to hit all his interests.



## WHAT A CHORE

Percentage of married men who do chores some or all of the time:



## BY THE NUMBERS

Percentage of men who say they never watch television: **8**

Percentage who say they never play video games: **54**

Who spend at least an hour a day playing: **17**

Who never go online: **4**

Who spend at least four hours a day online: **13**

Who watch at least four hours a day: **19**

Percentage of men who say they never speak on the phone: **19**

Who say they talk on the phone about an hour a day or more: **22**

Percentage of men who say marijuana should be legalized: **56**

In 1979: **51**

Percentage of men who say they're careful about what they eat: **33**

Who say they eat whatever: **23**

Percentage who say they never read: **14**

Who read for more than about an hour a day: **30**

**14** percent of men spent more than **\$35K** on their current car.

**53** percent chose it primarily for reliability,

**18** percent for gas mileage and **13** percent for performance.

Percentage of men age 25 to 34 who have used prescription drugs to get high in the past six months: **16**

**16**

**43** percent of men say personal style is an important part of their lives.

**57** percent say it's not that important.

Cocaine: **8** Ecstasy: **8** Crystal meth: **4**

Percentage of males age 18 to 34 who say they smoke weed every day: **14**

Of males 65 and older: **5**

## TUNE IN

Percentage of men who are fans of each genre of music:



## TIME IS ON OUR SIDE

Average time spent daily by men:

**2:16**

WATCHING TV

**2:02**

SURFING THE INTERNET

**1:03**

READING

**:49**

WATCHING MOVIES

**:36**

PLAYING VIDEO GAMES

**:33**

TALKING ON THE PHONE

**:28**

TEXTING

# SEX

We were concerned, when comparing a survey we conducted in 1992 with current numbers, to find a noticeable drop in men who said they were "very satisfied" with their sex lives. And yet nearly half are getting laid at least once a week, a figure that could be more robust but is no reason to complain (especially to the men on a monthly or annual schedule). At the same time, the percentage of men who consider themselves "fairly satisfied" has jumped, which could just mean they have fantasies left to fulfill. Who can't say that?

## BY THE NUMBERS

**52%**

of all men claim they've had sex with a person within 24 hours of being introduced.

About **1 in 3** men claim to have had a threesome.

**48**

percent of men have slept with a co-worker;

**47**

percent with a person of a different race;

**30**

percent with a neighbor;

**7**

percent with their boss.

Percentage of men who say they masturbate at least daily: **11**

At least once a week: **52**

At least once a month: **67**

Percentage who claim they have never masturbated: **3**

**1 in 5** men lost their virginity during a one-night stand.

Percentage of men who say they've cheated: **39**

Percentage of men who lost their virginity before the age of 18:

**48**

Before the age of 23:

**89**

Before the age of 26:

**94**

Percentage of men who say they have sex every day: **4**

At least once a week: **46**

At least once a month: **63**

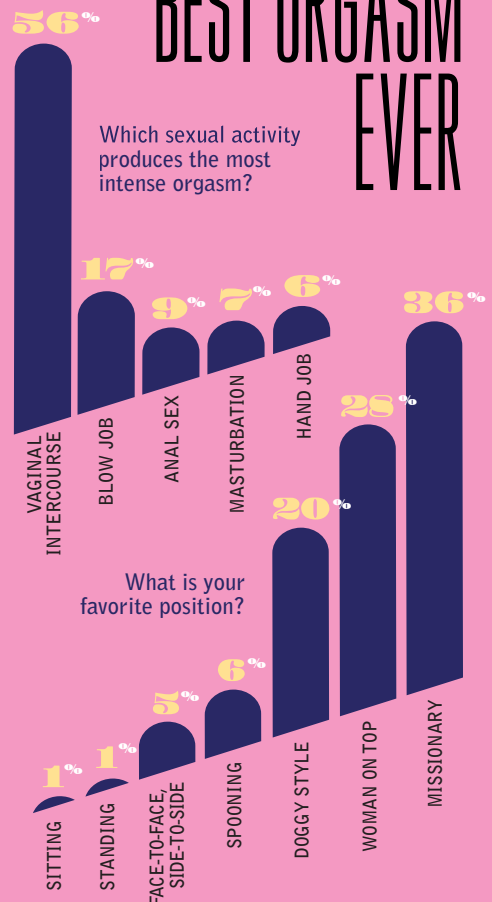
**1 in 10**

men claim they've had more than 50 partners.



## BEST ORGASM EVER

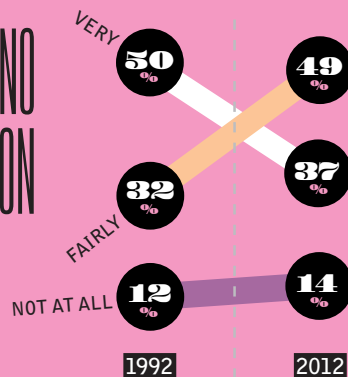
Which sexual activity produces the most intense orgasm?



What is your favorite position?

## I CAN'T GET NO SATISFACTION

We asked men in long-term relationships, "How happy are you with your sex life?"



## STATE OF MAN 2012



# HIGH & LOW

# TECH

Nothing has changed life more for men in the past 20 years than technology. Our cars, phones, televisions, tools, even the lawn mower and the lights in our homes are digital. We meet partners on the computer or, failing that, store our porn there. We can be reached anywhere, at any time, for any reason. We are more connected and more isolated, walking, talking, eating and driving with our heads down so as not to miss the e-mail, text or tweet of the moment. And yet men forget that though we are being led on a straight and narrow path by a series of pings and beeps, the best-lived life has unexpected detours. Refusing to ask for directions was one of the great character-building qualities of our fathers and grandfathers. We don't get lost enough.

Percentage of men who:

Use social-media sites  
OFTEN: **41**; RARELY OR NEVER: **39**

Stream music or TV  
OFTEN: **25**; RARELY OR NEVER: **57**

Stream movies  
OFTEN: **23**; RARELY OR NEVER: **58**

Shop online  
OFTEN: **35**; RARELY OR NEVER: **33**

Use an online dating service  
OFTEN: **4**; RARELY OR NEVER: **89**



## SEX AND THE INTERNET

Percentage of men who have slept with someone they met online

AGE 18 TO 24: **20**  
AGE 25 TO 34: **39**  
AGE 35 TO 44: **28**  
AGE 45 TO 54: **23**  
AGE 55 TO 64: **12**  
AGE 65 AND OVER: **8**

## NET GAIN

Percentage of men who spend more than 30 hours a week on the internet: **13**; of Republicans: **8**; of Democrats: **14**; of Libertarians: **20**; of Tea Party supporters: **20**.

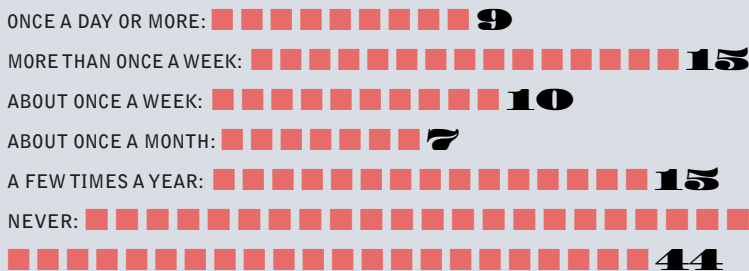
Number of hours a day the average guy spends surfing the internet: **2:02**. Number of hours a day a single male spends surfing: **2:24**. Number of hours a day a married man spends surfing: **1:42**.



Percentage of men who spend less than four hours a week online: **19**

**10** percent of men spend more than 30 hours a week online.

Percentage of men who say they watch porn on a computer:



About **1/3** of men who have used an online dating site have done so while already in a relationship.



## BY THE NUMBERS

**32**

percent of men get most of their news online.

**3** percent get most of their news from social-networking sites.

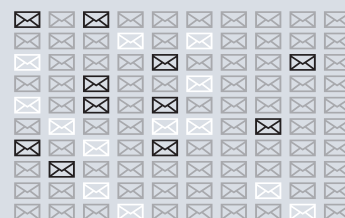
**16** percent have been a victim of a cybercrime.

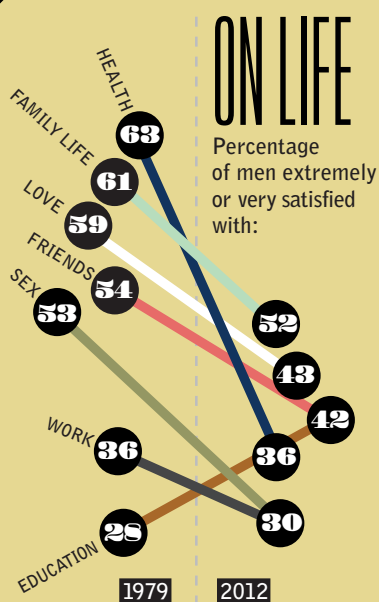
**76**

percent have paid bills online.

**31** percent of men have tried to contact an ex online.

Percentage of men who say they have secretly read a partner's social-network messages or e-mail: **11**; of women: **13**.





# WORLDVIEW

As with sex, "fairly satisfied" seems to describe the average man's view of life. Less than 40% of men believe anyone in the U.S. will be blown up by a nuclear device before 2022. Nearly 40% attend religious services more frequently than the oil should be changed in a car. More than 60% are hopeful or unconcerned about the future. More men today say they are satisfied with their education, though in other areas we claim to be less satisfied—or as the optimists would say, more demanding.

82% of men say they would vote for a female presidential candidate  
74% for a Hispanic

73% for an Asian  
53% for a gay man or lesbian  
79% for a physically disabled person

## END DAYS

What is the greatest threat to humankind?



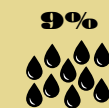
WAR/  
TERRORISM



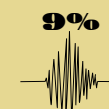
POPULATION  
GROWTH



LACK OF  
NATURAL  
RESOURCES



GLOBAL  
WARMING



NATURAL  
DISASTER



EPIDEMIC  
DISEASE

## ALMIGHTY GOD

Percentage of men who say they're not religious: **32**; who say they're very religious: **19**.

How often do you attend services?

ONCE A YEAR OR LESS: **45%**

ONCE OR TWICE A MONTH: **4%**

ONCE A WEEK: **18%**

MORE THAN ONCE A WEEK: **7%**



## BY THE NUMBERS

Percentage of men who believe the U.S. is headed in the right direction: **22**

Of Republicans: **12**  
Of Democrats: **42**

Percentage of men who say most politicians are trustworthy: **9**

**13** percent of men are very hopeful about the future.  
**8** percent are very pessimistic.

## MAN IN THE MIDDLE

Joe is 37 years old and earns \$48,387 at his full-time job. (That's the median; half of all men make more and half less.) He married for the first time at the age of 29. He stands five-nine and weighs 180 pounds. If you're shopping for him, he has a 16-inch collar, a 38-inch waist, and he wears a size 10.5 shoe. If you're sleeping with him, his erection is 6.21 inches long and 4.85 inches around. He probably has a high school diploma (85%) and perhaps a bachelor's degree (28%). He's most likely employed in management, business, science or the arts but may be in service (15%), sales or administration (18%), construction or

WHO IS THE AVERAGE AMERICAN MALE? WE CULLED STATISTICS FROM A VARIETY OF RELIABLE SOURCES TO PROVIDE A SNAPSHOT

maintenance (17%) or production and transportation (18%). At the age of 50 he will have \$44,000 in savings—far from enough. If he's in reasonably good shape at 50, he should be able to run a nine-minute mile. For a guy his age and weight, Joe should manage 24 push-ups and a single bench press of about 240 pounds. He's most likely married (51%) and living with his spouse (73% of households) but may be divorced (9.6%) and a single

father (7%). If all goes well, he'll live to see his 75th birthday. If all goes very well, he has about a 15% chance of living to 100—and after the age of 95, there are four women for every man.

STATE OF  
MAN  
20  
12

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