Q. Does size matter?

A. If you put any stock in the spam clogging your email, you’d have to arrive at the conclusion that penis size not only matters – it’s the only thing that matters. The fact is, the fear of being too small is far more common than its actual physical manifestation. Does size matter to men? The ads promising herbal, pneumatic, and (gasp) surgical augmentation seem to provide the definitive answer to that question, but what about women?

In a recent survey from UCLA, 85% of women reported being “very satisfied” with their romantic partner’s size, even when nearly half of all men sampled wished they were bigger. Among women who do care about size, most cite the girth or width of their partner as opposed to length in enhancing sexual stimulation. Overall, however, women tend to be much less concerned with the size of the tool than how it performs.

Furthermore, the idea that a well-endowed man needs only to “show up” to have great sex is a premise that is so laughable, it only flies in the world of porn. The real factors that lead to fireworks have more to do with things that can’t be measured in inches, such as: setting the mood, kissing, touching, teasing, foreplay, and sorry guys – having a reasonably clean bathroom.

In the meantime, TV, men’s magazines, and popular culture will keep hyping penis envy and the spam will be waiting in our inbox. These distractions hold our attention because somewhere along the line we’ve allowed size to be a stand-in for self-esteem, skill, and even what it means to be a man. Instead of worrying about a few inches here or there, try focusing on the things that you can actually change to make you into a better romantic partner, a more confident individual, or at least the guy who cleans his bathroom once in awhile.