

STATISTICS ON PORNOGRAPHY USE IN NORTH AMERICA

PREVALENCE

- 72 Million unique visitors access adult websites per month, worldwide.
- In 2006 there were over 420 million web pages devoted to pornography.
- 60% of all websites are sexual in nature.
- 12% of total websites (4.2 million) are explicitly pornographic (2006).
- 25% of total daily search engine requests (68 million) are for pornography.
- 8% of daily emails are pornographic or sexual in nature.
- Hollywood releases 11,000 adult movies per year- 20 times mainstream movie production.
- Every second - \$3,075.64 is being spent on pornography.
- Every second - 28,258 internet users are viewing pornography.
- Every second - 372 internet users are typing adult search terms into search engines.
- Every 39 minutes: a new pornographic video is being created in the United States.
- In 2006, there were 100,000 webpages that offered illegal child pornography.

REVENUE

- In 2006 Canada's pornography revenue was \$1 Billion dollars, which averages to \$30.21 per person each year.
- The pornography industry is larger than the revenues of the top technology companies combined: Microsoft, Google, Amazon, eBay, Yahoo!, Apple, Netflix and EarthLink.
- Porn revenue is larger than all combined revenues of all professional football, baseball and basketball franchises. The pornography industry, according to conservative estimates, brings in \$57 billion per year, of which the United States is responsible for \$12 billion.

DEMOGRAPHICS

- In 2006, 42.7% of internet users view pornography.
- 40 Million adults in the United States visit porn sites regularly.
- 77% of online visitors to adult sites are male. The average age is 41 and 46% are married. 50% are actively religious.
- 17% of all women struggle with porn addiction.
- 1/3 of all visitors to adult websites are women.
- Those making more than \$75,000 a year represent 35 percent of those purchasing pornography. Another 26 percent of pornography consumers make \$50,000-75,000 per year.

- Age is not a major factor. Pornography consumers are fairly evenly divided. The 35 to 44-year-old age group consume the most pornography in the United States (26 percent) and 18-24-year-olds purchase the least (14 percent).
- 10% of adults admit to an internet sexual addiction.
- 20% of men say they access pornography at work.
- 13% of women surveyed in 2006, admitted to using pornography at work.
- 44% of workers admitted to accessing X-rated sites while at work.
- 70% of female users keep their cyber activities a secret.
- 34% of people received unwanted exposure to sexual material.
- The average age of first internet exposure to pornography is 11 years old.
- The largest consumers of internet pornography are users age 35-49 years old.
- Almost 80% of 15-17 year olds will have multiple exposures to hard-core pornography.
- 90% of 8-16 year olds will have viewed porn online, most will doing homework or recreational web browsing.
- Women, far more than men, are likely to act out their behaviors in real life, such as having multiple partners, casual sex or affairs.

RISKS AND CONSEQUENCES ASSOCIATED WITH PORNOGRAPHY

- 30% of companies surveyed had terminated employees due to accessing porn at work.
- 42% of surveyed adults stated that their partner's use of pornography made them feel insecure and less attractive.
- In 2006, 47% of Christians said that pornography is a problem in their home.
- Incidents of child sexual exploitation have risen from 4,573 in 1998 to 112,083 in 2004, according to the National Center for Missing & Exploited Children
- 40% of adults surveyed believe that pornography harms relationships between men and women.
- According to pastors, the 8 top sexual issues damaging to their congregation are: 57% pornography addiction, 34% sexually active never-married adults, 30% adultery of married adults, 28% sexually active teenagers, 16% sexual dissatisfaction, 14% unwed pregnancy, 13% sexually active previously married adults, and 9% sexual abuse.□
- 23% of American adults believe "whether one likes it or not people should have full access to pornography under the Constitution's First Amendment."

BROWSING

- Internet consumers are most likely to search for the terms "sex," "adult dating," and "adult DVD".
- The top 20 search terms also include "teen sex," "teen porn" and "sex ads."

- Statistics indicate the term “sex” was searched for as often by female consumers as it was by males.
- Men performed 97 percent of the searches for the term “free porn.”
- Websites often link the names of children’s cartoon characters with pornographic web searches. Examples include Pokemon and Action Man.

REFERENCES

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