

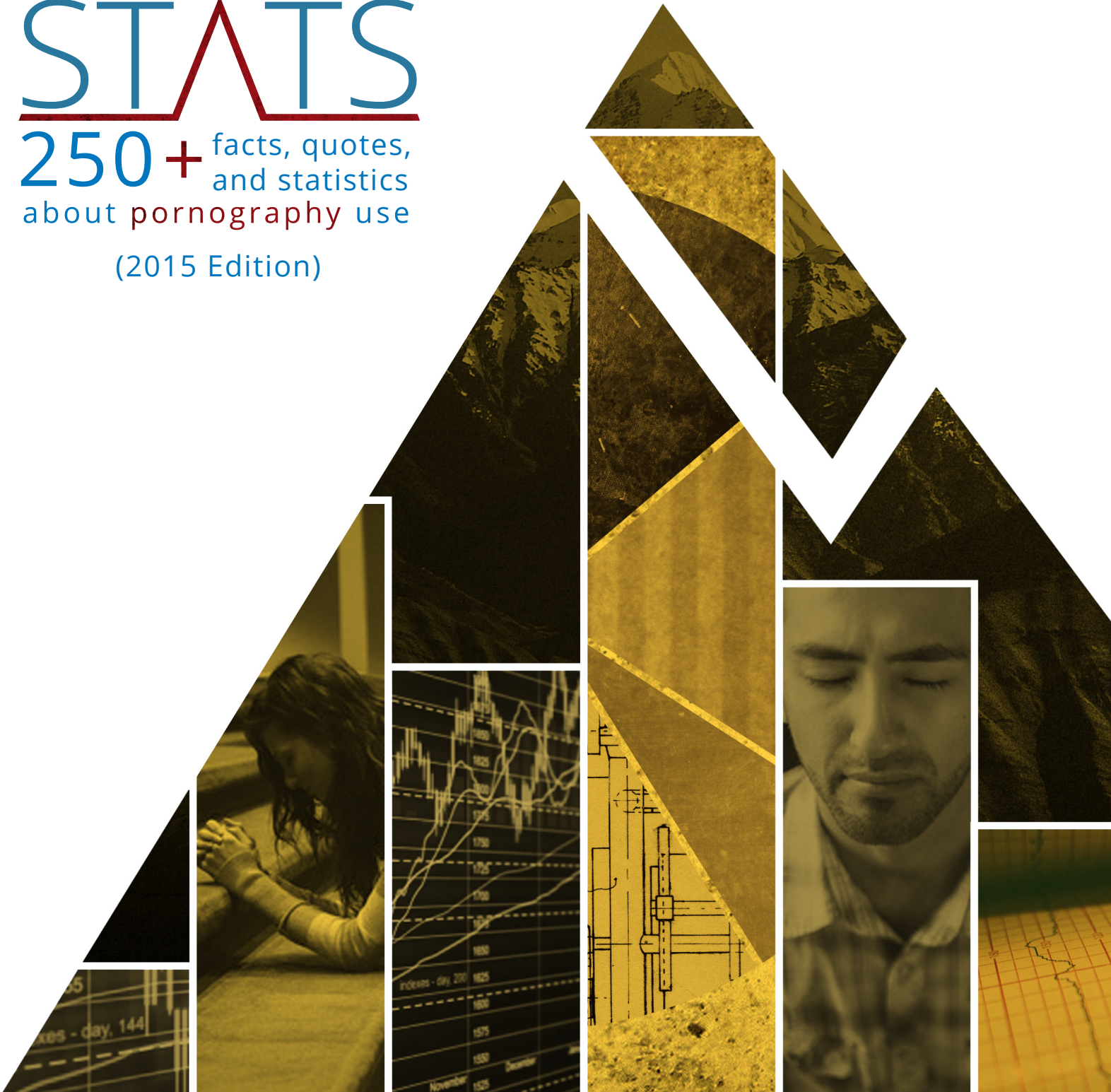
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# PORN STATS

250+ facts, quotes,  
and statistics  
about pornography use

(2015 Edition)





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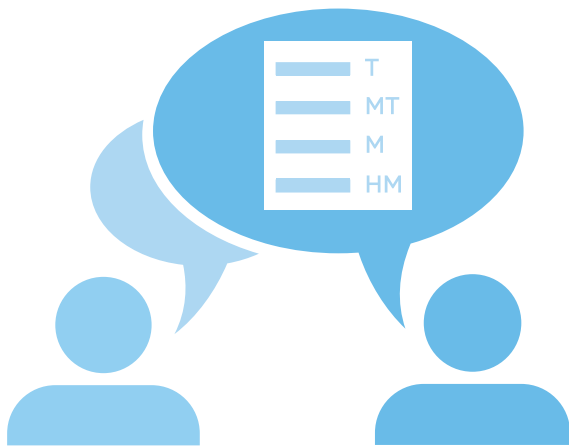
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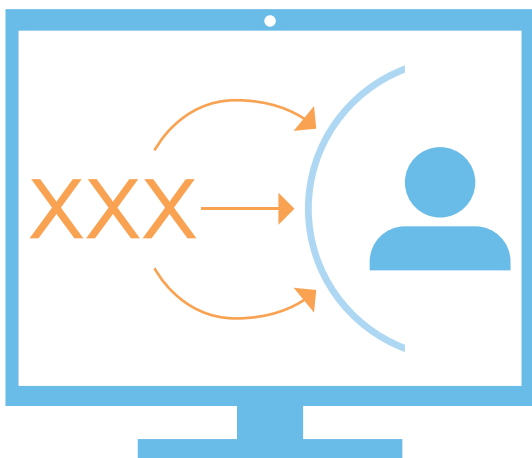
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# THE BUSINESS OF PORNOGRAPHY

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The size of the adult industry is difficult to determine because most of the industry is privately owned and there are no agreed-upon definitions for what consists of an “adult” service. According to the Free Speech Coalition, “Various gross income totals for the industry have been estimated by a variety of mainstream news sources, but exact, reliable figures are simply not available.”<sup>1</sup> Tom Rhineland, a Forrester research director, says their researchers have given up trying to put a price on the adult industry.<sup>2</sup>

In 2006, the sex-related entertainment business’ estimated revenues were just under \$13 billion in the U.S., according to Paul Fishbein, president of the Adult Video News Media Network.<sup>3</sup> <sup>4</sup> These estimates included video sales and rentals, Internet sales, cable, pay-per-view, phone sex, exotic dance clubs, magazines, and novelty stores.

In 2007, global porn revenues were estimated at \$20 billion, with \$10 billion in the U.S. The Free Speech Coalition estimated both global and U.S. porn revenues have been reduced by 50% between 2007 and 2011, due to the amount of free pornography available online.<sup>5</sup>

According to a survey of data published in the *Journal of Internet Law*, in 2005 pornography accounted for 69% of the total pay-per-view Internet content market, outpacing news, sports, and video games.<sup>6</sup>

## INTERNET PORNOGRAPHY REVENUES

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“Online pornography is the first consistently successful e-commerce product.”

– Donna Rice Hughes<sup>7</sup>

“The adult Internet is the fastest expanding segment of the U.S. adult entertainment market.”

– Free Speech Coalition<sup>8</sup>

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From 2001 to 2007, Internet porn went from a \$1-billion-a-year industry<sup>9</sup> to \$3-billion-a-year in the U.S.<sup>10</sup>



In 2006, revenue from online subscriptions and sales was \$2.8 billion, up from \$2.5 billion in 2005, according to estimates from *Adult Video Network*.<sup>11</sup> Based on other survey data, Kirk Doran, Assistant Professor in the Department of Economics at the University of Notre Dame, believes this estimate was very reasonable.<sup>12</sup>

## PORNOGRAPHY WEBSITES

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“It seems so obvious: If we invent a machine, the first thing we are going to do—after making a profit—is use it to watch porn. When the projector was invented roughly a century ago, the first movies were not of damsels in distress tied to train tracks or Charlie Chaplin-style slapsticks; they were stilted porn shorts called stag films. VHS became the dominant standard for VCRs largely because Sony wouldn’t allow pornographers to use Betamax; the movie industry followed porn’s lead. DVDs, the Internet, cell phones. You name it, pornography planted its big flag there first, or at least shortly thereafter”

– Damon Brown,<sup>13</sup> author of *Porn and Pong* and *Playboy’s Greatest Covers*

---

In 2008, the company Hitwise catalogued 40,634 websites that distributed pornography.<sup>14</sup>

According to the research by two neuroscientists, Ogi Ogas and Sai Gaddam, in 2010, out of the one million most trafficked websites in the world, 42,337 are sex-related sites.<sup>15</sup>

Free websites comprise between 70-80% of the adult material online, typically used as “bait” for pay websites, guiding viewers to premium pay services.<sup>16</sup>

A conservative estimate places 32% of adult membership websites and 58% of free adult websites *outside* the United States.<sup>17</sup>

90% of free porn websites and nearly 100% of pay porn websites buy their material rather than create it themselves.<sup>18</sup>

In 2009, the Media Research Center (MRC) examined the most popular YouTube searches for the word “porn,” yielding 330,000 results. The study reported on the top 157 videos, all with one million views or more.

- ▶ Two-thirds of the videos advertise themselves as being actual pornography.
- ▶ Many videos feature clips from actual porn movies, interviews with porn stars, advertisements for porn sites, and phone sex lines.
- ▶ Profanity is commonplace in the titles and comments for the videos.

## PORN AND THE PERFORMER

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“Amateurs come across better on screen. Our customers feel that. Especially by women you can see it. They still feel strong pain.”

– Carlo Scalisi,<sup>19</sup> owner of 21 Sexury Video

“Once [the pornography actresses] are in the industry they have high rates of substance abuse, typically alcohol and cocaine, depression, borderline personality disorder [...] The experience I find most common among the performers is that they have to be drunk, high or dissociated in order to go to work. Their work environment is particularly toxic [...] The terrible work life of the pornography performer is often followed by an equally terrible home life. They have an increased risk of sexually transmitted disease (including HIV), domestic violence and have about a 25% chance of making a marriage that lasts as long as 3 years.”

– Dr. MaryAnne Layden<sup>20</sup>

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In 2008, Shelley Lubben, founder of the Pink Cross Foundation, reported:<sup>21</sup>

- ▶ Only 17% of performers use condoms in heterosexual adult films.
- ▶ In 2004, only two of 200 adult film companies required the use of condoms.
- ▶ One male pornographic performer, Rocco (600 films and 3,000 women), said: “Every professional in the porn-world has herpes, male or female.”
- ▶ Dr. Sharon Mitchell confirms the STD prevalence in an interview with *Court TV*, in which she stating: “66% of porn performers have herpes, 12-28% have sexually transmitted diseases, and 7% have HIV.”
- ▶ Porn actress Erin Moore admitted, “the drugs we binged on were Ecstasy, Cocaine, Marijuana, Xanax, Valium, Vicodin and alcohol.”
- ▶ Tanya Burlison, formerly known as Jersey Jaxin, said, “Guys are punching you in the face. You get ripped. Your insides can come out of you. It’s never ending. You’re viewed as an object – not as a human with a spirit. People do drugs because they can’t deal with the way they’re being treated.”

A 2012 survey of 177 porn actresses demonstrated porn stars are more likely than the general public to have:<sup>22</sup>

- ▶ First had sex at an earlier age (average: 15 years old)
- ▶ Had more lifetime sexual partners (74 partners average)
- ▶ Be concerned about catching an STD (average: 8% concerned)

- ▶ Have ever used:
  - marijuana (79%)
  - hallucinogens (39%)
  - ecstasy (50%)
  - cocaine (44%)
  - methamphetamine (27%)
  - tranquilizers (26%)
  - heroine (10%)

After analyzing top-selling pornographic content, 304 sex scenes were observed for both physical and verbal aggression:<sup>23</sup>

- ▶ 88% of scenes contain physical aggression (principally spanking, gagging, slapping, etc.)
- ▶ 49% of scenes contain verbal aggression (primarily name-calling)



## HABITS AND DEMOGRAPHICS

“Porn doesn’t have a demographic—it goes across all demographics.”

– Paul Fishbein,<sup>24</sup> founder of Adult Video News

After an analysis of 400 million web searches from July 2009 to July 2010, researchers concluded:<sup>25</sup>

- ▶ 13% of all searches were for erotic content.
- ▶ The most popular category of sexual searches was “youth.”
- ▶ 35 of the top searched sexual interests account for 90% of all erotic searches—meaning that people’s search curiosities “are clustered together into a relatively small set of common interests.”
- ▶ By and large, men prefer images and graphic sex sites; women prefer erotic stories and romance sites.

According to a survey conducted by the Barna Group in the U.S. in 2014:<sup>26</sup>

- ▶ The following percentages of men say they view pornography at least once a month: 18-30-year-olds, 79%; 31-49-year-olds, 67%; 50-68-year-olds, 49%
- ▶ The following percentages of men say they view pornography at least several times a week: 18-30-year-olds, 63%; 31-49-year-olds, 38%; 50-68-year-olds, 25%
- ▶ The following percentages of women say they view pornography at least once a month: 18-30-year-olds, 76%; 31-49-year-olds, 16%; 50-68-year-olds, 4%
- ▶ The following percentages of women say they view pornography at least several times a week: 18-30-year-olds, 21%; 31-49-year-olds, 5%; 50-68-year-olds, 0%
- ▶ 55% of married men say they watch porn at least once a month, compared to 70% of not married men.

- ▶ 25% of married women say they watch porn at least once a month, compared to 16% of not married women.

Between March 1999 and January 2001, Alexa Research examined 10 of the leading search engines and more than 9.1 million unique search terms. “Sex” was the #1 most popular search term. “Porn/porno/pornography” ranked #4. Also in the top 20 search terms were “nude/nudes,” “xxx,” and “playboy.”<sup>27</sup>

A 2001 Forrester Research report claimed the average age of a male visitor to an adult web page was 41 and had an annual income of \$60,000. According to the same report, 19% of North American users were regular visitors to adult content sites. Of that 19%, approximately 25% were women, 46% were married, and 33% had children.<sup>28</sup>

According to data taken from Internet users who took part in the General Social Survey for the year 2000, the following are predictors of online pornography use: <sup>29</sup>

- ▶ Men are 543% more likely to look at porn than females.
- ▶ Those who are happily married are 61% less likely to look at porn.
- ▶ Those who are politically more liberal are 19% more likely to look at porn.
- ▶ Those who had ever committed adultery are 218% more likely to look at porn.
- ▶ Those who had ever engaged in paid sex are 270% more likely to look at porn.
- ▶ Those with teen children are 45% less likely to look at porn.

According to a report in *The Journal of Economic Perspectives*, Ben Edleman studied a list of zip codes associated with all credit card subscriptions for a top adult entertainment seller for about two years, 2006- 2008: <sup>30</sup>

There were *higher percentages* of subscriptions to porn sites in zip codes that...

- ▶ Are more urban than rural.
- ▶ Have experienced an increase in higher than average household income
- ▶ Have a greater density of young people (age 15-24).
- ▶ Have a higher proportion of people with undergraduate degrees.
- ▶ Have higher measures of social capital (i.e. more people who donate blood, engage in volunteer activities, or participate in community projects).
- ▶ Have enacted conservative legislation on sexuality (such as “defense of marriage” amendments) or have conservative positions on religion, gender roles, and sexuality.



There were *lower percentages* of subscriptions to porn sites in zip codes that...

- ▶ Have experienced an increase in marriage rates and divorce rates.
- ▶ Have a higher percentage of graduate degrees.
- ▶ Have experienced a higher percentage increase of elderly people (65+)

There was *no significant statistical increase or decrease* in subscriptions to porn sites based on...

- ▶ Voting for the 2004 presidential elections.
- ▶ Regions where more people report regularly attending religious services. However, in such regions, a statistically significant smaller proportion of subscriptions are initiated on Sunday, compared with other regions.

The average visitor to a pornographic website spends 6.5 minutes per visit.<sup>31</sup>

About 80-90% of Internet porn users only access free material, whether it be samples of pay material, illegally copied versions of pay material, or amateur material.<sup>32</sup>

In 2008, an estimated 3 million Americans purchased pornography online, paying an average of \$60 per month.<sup>33</sup>

## MOBILE PORN

After an analysis of more than one million hits to Google's mobile search sites in 2006, adult queries were demonstrated to be the most popular query category, with more than 1 in 5 searches being for pornography.<sup>34</sup>

When 1,521 smartphone owners in the UK, ages 18 and older were surveyed, 24% admitted to having pornographic material on their mobile handset. Of these, 84% of those who were involved in a romantic relationship said their partner did not know about the porn on their handset.<sup>35</sup>

In 2012, 43.8% of adult industry executives and stakeholders believed mobile devices would become consumers' primary porn-viewing devices.<sup>36</sup>

According to Juniper Research, by 2017, a quarter of a billion people are expected to be accessing mobile adult content from their phones or tablets, an increase of more than 30% from 2013. Mobile adult videochat alone will have a compound annual growth rate of 25%.<sup>37</sup>



# PORN AND FAMILIES

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## INTERNET PORN AND ITS EFFECTS ON MARRIAGE

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“I have also seen in my clinical experience that pornography damages the sexual performance of the viewers. Pornography viewers tend to have problems with premature ejaculation and erectile dysfunction. Having spent so much time in unnatural sexual experiences with paper, celluloid and cyberspace, they seem to find it difficult to have sex with a real human being. Pornography is raising their expectation and demand for types and amounts of sexual experiences; at the same time it is reducing their ability to experience sex.”

– Dr. MaryAnne Layden<sup>38</sup>

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According to the *Journal of Adolescent Health*, prolonged exposure to pornography leads to: <sup>39</sup>

- ▶ An exaggerated perception of sexual activity in society
- ▶ Diminished trust between intimate couples
- ▶ The abandonment of the hope of sexual monogamy
- ▶ Belief that promiscuity is the natural state
- ▶ Belief that abstinence and sexual inactivity are unhealthy
- ▶ Cynicism about love or the need for affection between sexual partners
- ▶ Belief that marriage is sexually confining
- ▶ Lack of attraction to family and child-raising

According to sociologist Jill Manning, the research indicates pornography consumption is associated with the following six trends, among others: <sup>40</sup>

1. Increased marital distress, and risk of separation and divorce
2. Decreased marital intimacy and sexual satisfaction

3. Infidelity
4. Increased appetite for more graphic types of pornography and sexual activity associated with abusive, illegal or unsafe practices
5. Devaluation of monogamy, marriage and child rearing
6. An increasing number of people struggling with compulsive and addictive sexual behavior

In 2002, the American Academy of Matrimonial Lawyers reported the following as the most salient factors present in divorce cases:<sup>41</sup>

- ▶ 68% of the divorces involved one party meeting a new lover over the Internet.
- ▶ 56% involved one party having “an obsessive interest in pornographic websites.”
- ▶ 47% involved spending excessive time on the computer.
- ▶ 33% involved excessive time spent speaking in chat rooms.

In a survey of 386 Taiwanese university students (116 males, 270 females), females were more likely to rate online relationship activities, especially sexually related activities (like sexual chat sessions) as infidelity.<sup>42</sup>

In a survey of women (and some men) who experienced serious adverse consequences from their partner’s cybersex involvement:<sup>43</sup>

- ▶ In 68% of the couples, one or both lost interest in relational sex: 52% of showed a decreased interest, as did 34% of partners.
- ▶ Partners commonly reported feeling hurt, betrayed, rejected, abandoned, lonely, isolated, humiliated, jealous, and angry. Partners often compared themselves unfavorably to online images. Partners overwhelmingly felt that cyber affairs were as emotionally painful as offline affairs.

A 2012 analysis of five different studies examined the correlation between pornography consumption and commitment to romantic relationships. The studies used a variety of research approaches—cross-sectional, observational, experimental, and behavioral. Researchers concluded that there is a consistent pattern of results across these five studies: more pornography consumption is associated with a more weakened commitment to one’s relationship partner.<sup>44</sup>

In a survey of 63 wives of self-identified sex addicts:<sup>45</sup>

- ▶ 70% met most criteria for a diagnosis of post-traumatic stress disorder.
- ▶ 75% discovered evidence of compulsive or addictive sexual behaviors themselves (as opposed to a planned disclosure on the part of a husband).

- ▶ 71% demonstrated a severe level of functional impairment in major areas of their lives.
- ▶ Length of marriage at disclosure and number of prior traumatic event exposures were the best predictors increased trauma symptoms.

## PORNOGRAPHY AND TEENS

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“Never before in the history of telecommunications media in the United States has so much indecent (and obscene) material been so easily accessible by so many minors in so many American homes with so few restrictions.”

– U.S. Department of Justice<sup>46</sup>

“Research reveals many systemic effects of Internet pornography that are undermining an already vulnerable culture of marriage and family. Even more disturbing is the fact that the first Internet generations have not reached full-maturity, so the upper-limits of this impact have yet to be realized”

– Jill Manning,<sup>47</sup> Sociologist

“A warm and communicative parent–child relationship is the most important factor [in reducing porn use among children]. In addition, open parent–child channels for communicating about sexual and media experiences, sex education at home or school, and parental participation with children on the Internet are constructive influences. Finally, for boys already at risk for antisocial behavior, parents should carefully monitor and severely limit access to pornography on file-sharing networks and elsewhere.”

– Dr. Patricia M. Greenfield<sup>48</sup>

“...from 2003-2010 I edited lad’s magazine Loaded. With its frequent nudity and lewd photo spreads, I’d long been accused of being a soft pornographer, and after leaving Loaded I agonized that my magazine may have switched a generation onto more explicit online porn... Like many parents, I fear that my boy’s childhood could be taken away by pornography. So we have to fight back. We need to get tech-savvy, and as toe-curling as it seems, we are the first generation that will have to talk to our children about porn. We have to tell our kids that pornographic sex is fake and real sex is about love, not lust. By talking to them, they stand a chance. If we stick our head in the sand, we are fooling only ourselves.”

- Martin Daubney<sup>49</sup>

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In 2012, Tru Research conducted 2,017 online interviews with teens, ages 13-17, and parents of teens:<sup>50</sup>

- ▶ 71% of teens have done something to hide what they do online from their parents (this includes clearing browser history, minimizing a browser when in view, deleting inappropriate videos, lying about behavior, using a phone instead of a computer,

blocking parents with social media privacy settings, using private browsing, disabling parental controls, or having e-mail or social media accounts unknown to parents).

- ▶ 32% of teens admit to intentionally accessing nude or pornographic content online. Of these, 43% do so on a weekly basis. Only 12% of parents knew their teens were accessing pornography.

In 2001, a study by the Kaiser Family Foundation discovered among all online youth ages 15-17: <sup>51</sup>

- ▶ 70% say they have accidentally stumbled across pornography online.
- ▶ 9% say this happens very often.
- ▶ 14% somewhat often.
- ▶ 47% not too often.

According to a report commissioned by Congress, in 2004 some 70 million individuals visit pornographic Web sites each week; about 11 million of them are younger than 18. <sup>52</sup>

Data from a 2004 study of nearly 1000 adolescents in Israel showed: <sup>53</sup>

- ▶ 15% of Internet users said they frequently or very frequently used the Internet to search for pornography.
- ▶ The strongest predictor of using pornography was being male.
- ▶ Adolescents who reported using porn were more like to; (1) attend a secular school vs. a religious school; (2) have a lower commitment to family; (3) have a lower support of pro-social attitudes; and (4) be a heavy Internet user.

In a 2007 University of Alberta study, 429 students ages 13 and 14 from 17 schools across Alberta, Canada, were surveyed about how often they accessed sexually explicit media content:

- ▶ 90% of boys and 70% of girls reported accessing sexually explicit media on at least one occasion.
- ▶ 35% of boys said they had viewed pornographic videos “too many times to count.” <sup>54</sup>

In 2008, YouGov conducted a survey of 1,424 British youth (14-17 years old): <sup>55</sup>

- ▶ 58% said they have ever seen pornography.
- ▶ 71% of sexually active teenagers have viewed pornography.
- ▶ 42% of sexually active teenagers view pornography regularly.
- ▶ More than a quarter of boys use porn at least once a week (5% of them every day).



In 2008, more than 560 college student responded to an online survey: <sup>56</sup>

- ▶ 93% of boys and 62% of girls were exposed to pornography before 18.
- ▶ 14% of boys and 9% of girls were exposed to pornography before 13.
- ▶ 69% of boys and 23% of girls have spent at least 30 consecutive minutes viewing Internet pornography on at least one occasion. 63% of boys have done so more than once, and 35% of boys have done so on more than 10 occasions.
- ▶ 83% of boys and 57% of girls have seen group sex online.
- ▶ 69% of boys and 55% of girls have seen same-sex intercourse online.
- ▶ 39% of boys and 23% of girls have seen sexual bondage online.
- ▶ 32% of boys and 18% of girls have seen bestiality online.
- ▶ 18% of boys and 10% of girls have seen rape or sexual violence online.
- ▶ 15% of boys and 9% of girls have seen child pornography.

According to an anonymous survey published in the *Journal of Adolescent Health* in August 2009: <sup>57</sup>

- ▶ 96% of teens interviewed had Internet access, and 55.4% reported that they had visited a sexually explicit website.
- ▶ Adolescents exposed to these sites are more likely to have multiple lifetime sexual partners, more likely to have had more than one sexual partner in the last 3 months, and more likely to have used alcohol or other substances at their last sexual encounter.

According to a Symantec study, after analyzing 3.5 million online searches done between February 2008 and July 2009, “sex” was the 4<sup>th</sup> most used term; “porn” was the 6<sup>th</sup>. This reflects searches done by children in households that use Norton Family. <sup>58</sup>

In 2010, 14-16-year-olds from a north London secondary school were surveyed. They found: <sup>59</sup>

- ▶ Nearly a third looked at sexual images online when they were 10 years old or younger.
- ▶ 81% look at porn online at home.
- ▶ 75% said their parents had never discussed Internet pornography with them.

According to the third *Youth Internet Safety Survey*, published in 2010, the ages when youth were unwillingly exposed to nudity online were: <sup>60</sup>

- ▶ 10-12: 15%

- ▶ 13-15: 23%
- ▶ 16-17: 28%

In February 2011, Microsoft Corporation released the results of a survey conducted in the UK, Ireland, Spain, Finland, South Africa, Italy, Portugal, Turkey, Russia, Greece, and Egypt: <sup>61</sup>

- ▶ 63% of parents rate online safety discussions on par with talking to their children about “the birds and the bees.”
- ▶ 64% of parents do not use online parental controls or filtering software.
- ▶ 69% of parents say they take steps to ensure their children don’t stumble on any adult-related sites they have personally visited.
- ▶ 67% of teens have cleared out their browser history or cache to make sure their parents couldn’t view their online activity. 31% do this “always” or “regularly.”
- ▶ 39% of teens admit to looking at websites or playing online games that their parents would likely disapprove of.
- ▶ 44% of teens have lied about their age when online.

According to a 2011 survey: <sup>62</sup>

- ▶ 42% of teens surveyed admitted they have cleared their browsing history after using the Internet.
- ▶ 31% of teen boys admitted to visiting adult websites, and 13% said they did so “often.”

In 2012, 44% of teens surveyed admitted they have looked at something online of which their parents would not approve. Of these, 81% said this has happened at home, and 48% said it has happened at home when their parents were home. <sup>63</sup>

## YOUNG PEOPLE AND SEXTING

Sexting is sending or posting a sexually suggestive nude or nearly nude photo or video of oneself. Older teens are more likely to report having sent a sext.

- ▶ 4% of 12-year-olds have sent a sext. <sup>64</sup>
- ▶ 7% of 14-17-year-olds have sent a sext. <sup>65</sup>
- ▶ 9% of 13-18-year-olds have sent a sext. <sup>66</sup>
- ▶ 19% of 18-24-year-olds have sent a sext. <sup>67</sup>
- ▶ 21% of black and Hispanic youth in 10th grade have sent a sext. <sup>68</sup>

Percentages of teens that have received a sext are higher than those who send them.

- ▶ 4% of 12-year-olds have received a sext.<sup>69</sup>
- ▶ 17% of 13-18-year-olds have received a sext.<sup>70</sup>
- ▶ 20% of 16-year-olds have received a sext.<sup>71</sup>
- ▶ 30% of 17-year-olds have received a sext.<sup>72</sup>
- ▶ 21% of 14-24-year-olds have received a sext.<sup>73</sup>

According to a 2013 ChildLine poll of 500 children in the UK, ages 13 to 18:<sup>74</sup>

- ▶ 60% said they have been asked for explicit photos or videos of themselves.
- ▶ 38% said they had created a sext. Of these, 32% said they had sent it to someone they knew online only (not in real life).
- ▶ Of those who sent a sext, 20% said it had been shared with others, and 28% said they did not know if it was shared.

8% of 14-24-year-olds have participated in a webcam chat during which someone else performed sexual activities.<sup>75</sup>

When 535 students from 18 schools in South West UK responded to a survey, nearly 4 out of 10 said at least one of their friends has “shared intimate pictures/videos” with a boyfriend or girlfriend.<sup>76</sup>

Sexting can be a predictor of sexual behavior. According to the *MetroWest Adolescent Health Survey*, after surveying 23,000 high school students in the Boston area, students who have had sexual intercourse are five times more likely than virgins to be involved in sexting.<sup>77</sup>

Sexting can be a precursor to virtual slander. Among 14-24-year-olds, 10% say that someone had *sent* them naked pictures or videos of someone else that they know personally, while 13% said someone had *showed* them similar pictures.<sup>78</sup>

## INTERNET PORN AND YOUNG ADULTS

In 2005, a study of 688 Danish adults, ages 18-30: <sup>79</sup>

- ▶ 98% of men and 80% of women had ever seen pornography.
- ▶ 68% of men and 18% of women said they used pornography at least once every week. Another 17% of men and another 30% of women said they used pornography 1-2 times per month.

According to a 2007 study among 813 students from six U.S. schools: <sup>80</sup>

- ▶ 66.5% of young men and 48.7% of young women said viewing pornographic materials is an acceptable way to express one's sexuality.
- ▶ 21.3% of young men said they view pornographic material *every day or almost every day*.
- ▶ An additional 27.1% of young men said they view pornographic material 1 or 2 days a week.
- ▶ An additional 21% of young men said they view pornographic material 2 or 3 days a month.
- ▶ An additional 16.8 of young men said they view pornographic material once a month or less.
- ▶ Only 13.9% of young men said they never view pornography.
- ▶ 31% of young women said they view pornographic material.

In 2009, Michael Leahy released results of a survey of 29,000 individuals at North American universities. <sup>81</sup>

- ▶ 51% of male students and 32% of female students first viewed pornography before their teenage years (12 and younger).
- ▶ 35% of all students' first exposure was Internet or computer-based (compared to 32% from magazines, 13% from VHS or DVD, and 18% from Cable or pay-per-view).
- ▶ 64% of college men and 18% of college women spend time online for Internet sex every week.
- ▶ 42% of male students and 20% of women said they regularly read romance novels, sexually explicit magazines, or regularly visited sexually explicit websites or chat rooms.



# PORN USE IN ORGANIZATIONS

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## IN THE WORKPLACE

According to a survey conducted by the Barna Group in the U.S. in 2014: <sup>82</sup>

- ▶ 63% of adult men have looked at pornography at least on time while at work in the past 3 months; 38% have done so more than once.
- ▶ 36% of adult women have looked at pornography at least on time while at work in the past 3 months; 13% have done so more than once.

In 2003, a study of 474 human resource professionals conducted by Business & Legal Reports concluded: <sup>83</sup>

- ▶ Two-thirds said they have discovered pornography on employee computers.
- ▶ 43% of these said they had found such material more than once.

In 2004, a survey conducted by Queen's University in Belfast of 350 businesses in the U.S., U.K., and Australia showed: <sup>84</sup>

- ▶ 28% said they had downloaded sexually explicit content from the Web while on the job.
- ▶ Half of all workers said they had been exposed to sexually explicit material by coworkers.
- ▶ The survey found abuse to be slightly higher in organizations with more than 500 employees.

According to a comScore Networks survey, 44% of U.S. workers admitted to accessing X-rated material at work in the month of March 2004, compared to 40% of home users. <sup>85</sup>

According to a Message Labs monthly report from March 2004, 70% of Internet porn traffic occurs between 9 a.m. and 5 p.m., when most people are at work. <sup>86</sup>



In 2000, Websense Incorporated and The Center for Internet Studies reported 30% of 1500 surveyed companies have terminated employees for inappropriate Internet use.<sup>87</sup>

In 2005, half of *Fortune 500* companies have dealt with at least one incident related to computer porn over a 12 month period. Offenders were fired in 44% of the incidents and disciplined in 41% of the cases.<sup>88</sup>

In 2003, employees at the U.K. Department of Work and Pensions downloaded two million pages of pornographic content. Of these, some 1,800 contained child pornography.<sup>89</sup>

In 2009, the agency inspector of the National Science Foundation (NSF) had to shift his primary focus from grant fraud to finding out who is using government computers to search for porn. Deputy Inspector General Tim Cross said, “We were consumed with a lot of these cases.”<sup>90</sup>

- ▶ One senior executive spent at least 331 days looking at pornography and chatting online with partially clad or nude women (his “humanitarian” defense was that he frequented the porn sites to provide a living to the poor overseas women); this cost tax payers anywhere from \$13,800 to \$58,000.
- ▶ One worker perused hundreds of pornographic websites during work hours in a three-week time frame in June 2008; that employee received a 10-day suspension.
- ▶ Another employee was caught with hundreds of pictures, videos, and even PowerPoint slide shows containing pornography.
- ▶ Another employee stored nude images of herself on her computer.
- ▶ Overall, investigative recoveries totaled more than \$2 million for the year.

## AMONG CHURCHGOERS

According to data taken from Internet users who took part in the General Social Survey for the year 2000, regular church attenders are 26% *less* likely to look at porn than non-attenders, but those self-identified as “fundamentalists” are 91% *more* likely to look at porn.<sup>91</sup>

In 2003, 34% of female readers of *Today’s Christian Woman’s* online newsletter admitted to intentionally accessing Internet porn.<sup>92</sup>

According to a survey conducted by the Barna Group in the U.S. in 2014:<sup>93</sup>

- ▶ 64% of self-identified Christian men and 15% of self-identified Christian women view pornography at least once a month (compared to 65% of non-Christian men and 30% of non-Christian women).
- ▶ 37% of Christian men and 7% of Christian women view pornography at least several times a week (compared to 42% of non-Christian men and 11% of non-Christian women).

- ▶ 39% of Christian men and 13% of Christian women say they believe their use of pornography is “excessive” (compared to 19% of non-Christian men and 12% of non-Christian women).
- ▶ 21% of Christian men and 2% of Christian women say they think they might be “addicted” to pornography or aren’t sure if they are (compared to 10% of non-Christian men and 4% of non-Christian women).
- ▶ 28% of Christian men and 11% of Christian women say they were first exposed to pornography before the age of 12 (compared to 23% of non-Christian men and 24% of non-Christian women).

## AMONG PASTORS

“If you think you can’t fall into sexual sin, then you’re godlier than David, stronger than Samson, and wiser than Solomon.”

– Bill Perkins<sup>94</sup>

- ▶ In August 2000, *Christianity Today* conducted an exclusive survey of its readership—both laity and clergy—on the issue of Internet pornography:<sup>95</sup>
- ▶ In August 1999, 11% of the calls received on Focus on the Family’s Pastoral Care Line were about pastors and online porn. One year later, in August 2000, online porn worries prompted 20% of the calls.
- ▶ 33% of clergy say they have visited a sexually explicit website.
- ▶ Of those who have visited sexually explicit websites, 53% say they have visited the sites a few times in the past year; 18% of clergy said they visited explicit websites between “a couple of times a month” and “more than once a week.”
- ▶ Among the clergy who use Internet porn, 30% do not talk to anyone about their behavior.

In 2000, a survey of 564 pastors showed:<sup>96</sup>

- ▶ 51% of pastors said Internet pornography is a possible temptation.
- ▶ 43% of pastors said they had ever visited a pornographic site, 21% doing so “a few times a year” and 6% “a couple times a month or more.”
- ▶ 37% of pastors said viewing pornography was a “current struggle.”
- ▶ 75% of pastors said they do not make themselves accountable to anyone for their Internet use.

In 2002, of 1,351 pastors surveyed, 54% said they had viewed Internet pornography within the last year, and 30% of these had visited within the last 30 days.<sup>97</sup>



## PSYCHOLOGICAL CORRELATIONS

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“I take this personally, the effort to repress material I enjoy — to tell me how wrong it is for me to enjoy it. Anti-pornography legislation is directed at me: as a user, as a writer [...] They look down on me and shake a finger: Bad girl. Mustn’t touch. That branch of feminism tells me my very thoughts are bad. Pornography tell me the opposite: that none of my thoughts are bad, that anything goes.”

– Sallie Tisdale<sup>98</sup>

.....

When a child or adolescent is directly exposed to pornography the following effects have been documented:<sup>99</sup>

- ▶ Lasting negative or traumatic emotional responses.
- ▶ Earlier onset of first sexual intercourse, thereby increasing the risk of STDs over the lifespan.
- ▶ The belief that superior sexual satisfaction is attainable without having affection for one’s partner, thereby reinforcing the commoditization of sex and the objectification of humans.
- ▶ The belief that being married or having a family are unattractive prospects.
- ▶ Increased risk for developing sexual compulsions and addictive behavior.
- ▶ Increased risk of exposure to incorrect information about human sexuality long before a minor is able to contextualize this information in ways an adult brain could.
- ▶ Overestimating the prevalence of less common practices (e.g., group sex, bestiality, or sadomasochistic activity).

In 1982 and 1984, Dr. Dolf Zillmann and Dr. Jennings Bryant conducted an experiment with 80 male and 80 female college-age participants.<sup>100</sup> These were divided into three subgroups, and each group was shown 4 hours and 48 minutes of media over a six-week period: (1) the “Massive Exposure Group” was shown 36 non-violent pornographic film clips; (2) the “Intermediate Exposure Group” was exposed to 18 pornographic film clips and 18 regular films; and (3) the “No Exposure” control group was shown 36 non-pornographic film clips.

- A direct correlation was noticed between the amount of pornography one viewed and one's overall sexual satisfaction. Participants from the Massive Exposure Group reported less satisfaction with their intimate partner, such as their partner's physical appearance, affection, and sexual performance. Researchers concluded, "consumers eventually compare appearance and performance of pornographic models with that of their intimate partners, and this comparison rarely favors their intimate partners."
- Those exposed to more pornography attached more value to casual sex (i.e. sex without emotional involvement).
- When asked if minors should be protecting from seeing pornography, 84% of the No Exposure Group, 54% of the Intermediate Exposure Group, and 37% of the Massive Exposure Group said yes.
- Those exposed to more pornography showed a greater acceptance of premarital sex and adultery.
- More porn exposure decreased the value one placed on the institution of marriage, one's desire for children, and the need for faithfulness in a relationship.
- Porn seemed to condition participants to trivialize rape. Participants were asked to read about a legal case where a man raped a female hitchhiker and then recommend a length for the rapist's prison sentence. Males in the No Exposure Group said 94 months; the Massive Exposure Group said 50 months (nearly half that of the No Exposure Group).
- Participants were asked to rate their overall support for women's rights. Both men and women who were in the Massive Exposure Group showed significant drops in support compared to the No Exposure Group. There was 71% male support in the No Exposure Group compared to 25% in the Massive Exposure Group and 82% female support in the No Exposure Group compared to 52% in the Massive Exposure Group.
- When asked how common or popular certain sexual activities were in the general population — activities like anal sex, group sex, sadomasochism, and bestiality — the percentages given by the Massive Exposure Group were two to three times higher than the No Exposure Group.
- The Massive Exposure Group was far more likely to believe women fit the stereotype of the women they see in pornographic films — that is, "socially non-discriminating, as hysterically euphoric in response to just about any sexual or pseudosexual stimulation, and as eager to accommodate seemingly any and every sexual request."
- Additionally, two weeks after they stopped seeing videos, all participants were given an assortment of pornographic and non-pornographic films to watch in private. Those who were exposed to more pornography were significantly more likely to want to watch hardcore porn.

In 1984, participants in a university study of 46 heterosexual male undergraduates rated their partner's attractiveness *lower*, after viewing only 26 slides and one 6-minute video of attractive nude females exhibiting sexual behavior.<sup>101</sup>

In 2000, a study of adolescents showed that a steady use of pornography frequently led to cheating on one's girlfriend and a greater tolerance of more novel and bizarre sexual material.<sup>102</sup>

In a 2002 study, 71 male undergraduate students were divided into 3 groups. Each group watched 10-11-minute video segments: a sexually-explicit and degrading film, a sexually-explicit educational film, and a non-sexual film. Later the men were placed side-by-side with a woman in a seemingly unrelated social experiment.<sup>103</sup>

- ▶ Viewers of the sexually-explicit film displayed more dominance and anxiety, ignored contributions of their partner more often, touched their partner for longer periods of time, and averted their partner's gaze more compared to viewers of the non-sexual film.
- ▶ Viewers of the sexually-explicit and degrading film spent longer periods of time averting their partner's touch and gazing at their partner's face, interrupted their partner more, advanced to touch their partner more, and made more sexual references compared to viewers of the sexually-explicit film.

1,000 women who visited a family planning clinic in Stockholm in 2003 responded to a survey. Four out of five had consumed pornography and of these, one third believed their behavior had been influenced by it.<sup>104</sup>

In 2004, men visiting a genitourinary clinic in Sweden were interviewed about their sexual behaviors and pornography use. Of the 296 men who had seen pornography, 53% said watching porn had "inspired" them.<sup>105</sup>

In a 2005 study of 718 students from 47 high school classes in Sweden, high consumption of pornography was significantly associated with sexual intercourse with a friend.<sup>106</sup>

In 2005, a study of 400 Internet users showed a significant correlation between pornography use and loneliness.<sup>107</sup>

In a 2005 study of 2,001 students from 20 randomly selected middle schools and high schools in Taipei, Taiwan, exposure to pornography was correlated with positive views of premarital and extramarital sex. Those with a higher level of exposure to Internet pornography specifically (as opposed to other traditional means of accessing pornography) were more likely to accept premarital sex.<sup>108</sup>

In 2005, a study of youth between the ages of 10 and 17 concluded that there is a significant relationship between frequent porn use and feelings of loneliness and major depression.<sup>109</sup>



In 2006, in a study of 188 men attending college in Alberta, Canada, researchers concluded there was a significant correlation between exposure to Internet pornography and levels of genital and sexual esteem.<sup>110</sup>

In 2007, a study of 2,305 Dutch adolescents aged 13-20 years old found sexually explicit Internet material significantly increased uncertainties about sexuality and increased favorable attitudes toward uncommitted sexual exploration.<sup>111</sup> Specifically, exposure to sexually explicit online movies was significantly correlated to the belief that women are sex objects.<sup>112</sup>

In 2008, a study of 164 clinical members of the American Association for Marriage and Family Therapy concluded:<sup>113</sup>

- ▶ Most therapists have seen clients with cybersex-related issues, with client numbers increasing over the previous 2 years.
- ▶ Most felt prepared to diagnose and treat adults, but half felt unprepared to diagnose and treat children, and most communicated that their required college courses were not helpful in preparing them to diagnose and treat cybersex-related problems.

In 2011 a study published in *The Journal of Sex Research* showed results from interviews with 782 U.S. college students:<sup>114</sup>

- ▶ 58% of men said they viewed pornography once a week or more.
- ▶ On average, first exposure to pornography among men was 12 years old.
- ▶ For men and women, the frequency of viewing pornography was correlated with more casual sexual relationships.
- ▶ For men, frequency of viewing pornography was correlated with a lower satisfaction with sex and relationships.
- ▶ For men and women, those who reported more types of pornography (videos, images, magazines, purchased videos, pay-per-view videos, books, telephone hotlines) also reported more intercourse partners, more casual sex partners, and younger age of first sexual intercourse.

Neurologist Serge Stoleru has found that overexposure to erotic stimuli exhausts the sexual responses of normal, healthy young men.<sup>115</sup>

According to a study published in the *Journal of Sex Research*, arousal during Internet sex was found to interfere with working memory capacity, similar what is observed in those with substance dependencies.<sup>116</sup>

According to a 2012 study from the University of Sidney among 800 regular porn users:<sup>117</sup>

- ▶ 43% started viewing porn between the ages of 11 and 13.

- ▶ 47% spend between 30 minutes and 3 hours a day watching pornography.
- ▶ 20% said they prefer the excitement of viewing porn to being sexually intimate with a partner.
- ▶ 30% said their work performance had suffered due to excessive porn use.
- ▶ 88% said they would be willing to seek professional help, but only if it was offered online.

Gary R. Brooks, Ph.D., describes what he observes as a “pervasive disorder” linked to the consumption of soft-core pornography like *Playboy*. He mentions five main symptoms of this:<sup>118</sup>

- ▶ **VOYEURISM:** *An obsession with looking at women rather than interacting with them.* This can apply to far more than pornography, including any consumption of the “sexuality-on-tap” culture in which we live; media glorifies and objectifies women’s bodies, thus promoting unreal images of women, feeding male obsession with visual stimulation and trivializing other mature features of a healthy sexual relationship.
- ▶ **OBJECTIFICATION:** *An attitude in which women are objects rated by size, shape and harmony of body parts.* Sexual fantasy leads to emotional unavailability and dissatisfaction.
- ▶ **VALIDATION:** *The need to validate masculinity through beautiful women.* Women who meet centerfold standards only retain their power as long as they maintain “perfect” bodies and the lure of unavailability; it is very common for a man’s fantasy sexual encounter to include a feeling of manly validation; it is also common for men to feel invalidated by their wives if they have trained their minds and bodies to respond only to the fantasy advances of their dream girl.
- ▶ **TROPHYISM:** *The idea that beautiful women are collectibles who show the world who a man is.* Pornography reinforces the women’s-bodies-as-trophies mentality.
- ▶ **FEAR OF TRUE INTIMACY:** *Inability to relate to women in an honest and intimate way despite deep loneliness.* Pornography exalts a man’s sexual needs over his need for sensuality and intimacy; some men develop a preoccupation with sexuality, which powerfully handicaps their capacity for emotionally intimate relationships.

On November 18, 2004, Dr. Judith Reisman, Dr. Jeffrey Satinover, Dr. MaryAnne Layden, and Dr. James B. Weaver were called to be witnesses before a U.S. Senate subcommittee on pornography. They commented on the health effects of porn:<sup>119</sup>

“There are no studies and no data that indicate a benefit from pornography use [...] The society is awash in pornography and so in fact the data are in. If pornography made us healthy, we would be healthy by now”

– Dr. MaryAnne Layden

“It has always seemed self-evident that pornography is nothing more than a form of ‘expression.’ [...] Pornography is mere ‘expression’ only in the trivial sense that a fall from the Empire State building is a mere stumble—since it’s hitting the ground that’s fatal.”

– Dr. Jeffrey Satinover

“[M]odern science allows us to understand that the underlying nature of an addiction to pornography is chemically nearly identical to a heroin addiction.”

– Dr. Jeffrey Satinover

“Pornography triggers a myriad of endogenous, internal, natural drugs that mimic the ‘high’ from a street drug. Addiction to pornography is addiction to what I dub erototoxins—mind altering drugs produced by the viewer’s own brain.”

– Dr. Judith Reisman

“Pornography, by its very nature, is an equal opportunity toxin. It damages the viewer, the performer, and the spouses and the children of the viewers and the performers. It is toxic miseducation about sex and relationships. It is more toxic the more you consume, the ‘harder’ the variety you consume and the younger and more vulnerable the consumer.”

– Dr. MaryAnne Layden

“[T]he findings of numerous studies suggest that pornography consumption promotes sexual deviancy, sexual perpetration, and adverse sexual attitudes.”

– Dr. James B. Weaver

“In men, prolonged exposure to pornography creates and enhances sexual callousness toward women [...] Prolonged exposure to pornography, it must be remembered, results in both a loss of respect for female sexual autonomy and the disinhibition of men in the expression of aggression against women.”

– Dr. James B. Weaver

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## PORNOGRAPHY AND NEUROSCIENCE

In 2014, Cambridge Neuroscientist Valerie Voon conducted a study comparing the brains of those with compulsive sexual behaviors (CSB) to the brains of otherwise healthy subjects. Her research team showed 19 subjects with CSB and 19 subjects without CSB both pornographic films and sport videos. Functional MRI scans of test subjects with CSB use showed that the ventral striatum, the dorsal anterior cingulate, and the amygdala reacted to seeing pornographic material the same way as an alcoholic’s might on seeing a drink advertisement. These regions of the brain are involved in processing and anticipating rewards and motivations, and processing the significance of events and emotions.

Researchers also found a greater correlation between age and brain activity—the younger the participant, the greater the neural reaction—and in particular, those with CSB. Researchers believe this is related to younger participants having weaker frontal control regions.<sup>120</sup>

In 2014, in a study conducted at the Max Planck Institute for Human Development in Berlin, 64 healthy male adults, all with a wide range of pornography consumption, reported hours of porn consumption per week. Grey matter volume in the brains of each subject were then measured using MRI technology. Researchers found a significant negative correlation: the more hours of pornography consumed, the smaller volume of grey matter in the right caudate, and the less functional connectivity between the striatum and the left dorsolateral prefrontal cortex. Researchers hypothesize that because of the intense stimulation of the brain's reward system through pornography, this can bring about significant changes in the brain similar to what is seen in drug addictions.<sup>121</sup>

The journal Human Brain Mapping published a study in 2002 demonstrating that while many men and women have similar regions of the brain activated during the viewing of porn, only in men is there a significant activation of the thalamus and hypothalamus. The hypothalamus is responsible for primary drives for food, water, and sex, as well as motivation and hormonal control. This means, when men get turned on by porn, their bodies experience sexual arousal not just as a desire but as a survival need.<sup>122</sup>

The journal NeuroImage published a study in 2008 demonstrating that as men are sexually aroused by pornography, the mirror neurons in the brain also fire. This means the brain naturally imagines the porn viewer in the scene. The man is not merely responding to the naked woman. His brain is mirroring the pornographic scene with the viewer as the main character, heightening arousal.<sup>123</sup>

## PORNOGRAPHY AND VIOLENCE

In a meta-analysis of 46 studies published from 1962 to 1995, comprising a total sample of 12,323 people, researchers concluded pornographic material puts one at increased risk of:<sup>124</sup>

- ▶ developing sexually deviant tendencies (31% increase in risk)
- ▶ committing sexual offenses (22% increase in risk)
- ▶ accepting rape myths (31% increase in risk)

In a meta-analysis of 24 studies conducted between 1980 and 1993, with a total of 4,268 participants, researchers positively correlated rape myth acceptance to exposure to nonviolence or violent pornography.<sup>125</sup>

Among perpetrators of sex crimes, adolescent exposure to pornography is a significant predictor of elevated violence and victim humiliation.<sup>126</sup>

In a study of 30 college fraternity members on a small liberal arts campus, the displayed images of women (in posters, screensavers, calendars, pin-ups, and advertisements) were analyzed for their frequency and degrading nature. There was a significant association between the average degradation ratings of the images and the student's rape-supportive attitude scale (RSA).<sup>127</sup>

In a study of 187 female university students, researchers concluded early exposure to pornography was related to subsequent "rape fantasies" and attitudes supportive of sexual violence against women. Researchers believe pornography consumed at a young age contributes to women being socialized to accept sexual aggression as a sexual/romantic event.<sup>128</sup>

In 2004 data was collected from interviews with 271 women participating in a battered women's program. Pornography use by their partner significantly increased the odds of women being sexually abused by their abusers. When their abuser used both alcohol and pornography, the odds of sexual abuse increase by a factor of 3.2.<sup>129</sup>

Arrested prostitution clients are twice as likely to report having watched pornographic movies over the past year than a national sample.<sup>130</sup>

Japanese males were divided into three groups and each exposed to different types of home video pornography: a positive rape film (where the female expressed pleasure), a negative rape film (where the female expressed pain), or a consenting sex film. Those who viewed the positive rape film were significantly more likely to state that women could enjoy rape and higher percentages of rape cases are invented by victims.<sup>131</sup>

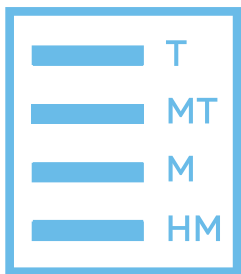
In a study of 804 Italian adolescents, ages 14 to 19 years old, viewing pornography was correlated to both active and passive sexual violence and unwanted sex.<sup>132</sup>

In Catherine Itzin's edited compilation *Pornography: Women, Violence and Civil Liberties*, more than 300 pieces of research are reviewed, showing that the majority of studies provide support for pornography-related harm.<sup>133</sup>

# IT'S ALL ABOUT THE CONVERSATION

Internet Accountability tracks websites you visit on your computers, smart phones, and tablets, and sends them in an easy-to-read report to someone you trust. This makes it easy to talk about the temptations you face online. An Internet Filter is also available.

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The websites you visit, the search terms you use, the YouTube videos you watch... all listed in an Internet Accountability Report that is designed to start a conversation.



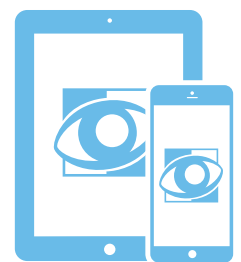
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Every website visited is assigned an age-based rating, like T for Teen or M for Mature. This makes it easy to spot or block when somebody visits an inappropriate website.



### UNLIMITED PARTNERS

Send Accountability Reports to your spouse, brother, friend, and anyone else at no extra cost. Choose the people that will best suit your needs.



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