

## UNDERSTANDING THE THREATS IN CYBERSPACE: AN IMPACT SUMMARY OF PORNOGRAPHY

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### Children & Youth

- Pornography use, even among children, is more prevalent and normalized than at any time in human history.
- Recent research has shown that 1 in 8 (12%) of the video titles on the largest mainstream pornography sites (Pornhub, XVideos, and Xhamster) described activities that constitute sexual violence.
  - Much of the material described likely depicted evidence of real sexual assaults and non-consensual distribution of sexually explicit material.
  - Children who end up on these sites are being socialized to sexually violent pornography from the very outset of their exposure to pornography.
- A 2025 report from Thorn found that around **1 in 8 young people** personally knew someone who, while under 18, had been the target of **AI-generated (Imaged- Based Sexual Abuse) IBSA/“deepfake” pornography** (13%) and/or someone who had used the technologies to create or redistribute AI-generated IBSA of other minors (12%). The rates are even higher among LGBTQ+ youth (18% and 23%).
- Pornhub notes that the average time spent overall has dropped 29 seconds this year.
  - Young adults are driving this increase: compared to the average, 18-24-year-olds spent less than 76 seconds on the site.
- Several U.S. states have recently passed age verification laws to prevent children from being exposed to harmful content online.
  - States include:

▪ Alabama	▪ Montana
▪ Arkansas	▪ Nebraska
▪ Florida	▪ North Carolina
▪ Georgia	▪ Oklahoma
▪ Idaho	▪ South Carolina
▪ Indiana	▪ Tennessee
▪ Kansas	▪ Texas
▪ Kentucky	▪ Utah
▪ Louisiana	▪ Virginia
▪ Mississippi	
  - The new legislation requires any website containing 33.3 percent or more pornographic material to verify the users’ age using a government ID.
  - It also makes porn sites liable for content deemed “harmful to minors.”
- Ninety-three percent of teen boys and 62 percent of girls have been exposed to porn at a very young age.
  - The average age span is 9–13.

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- One study in the Journal of Behavioral Addictions found that men reported having early exposure to porn, which affected their porn use later in life.

### Young Adults

- According to the report, 38 percent of Pornhub viewers worldwide are women—up 36 percent from last year.
  - Women are spending +17 seconds longer on Pornhub compared to male visitors.
  - In the U.S., 29 percent of Pornhub viewers are women.
- Research also shows that children who are inappropriately exposed to porn are exposed at a very young age — *between ages 9-13 on average*.
- By teen years, most youth have been exposed to internet porn in some form, with 93 percent of teen boys and 62 percent of teen girls reporting internet porn exposure in one study.

### Adults

- Most statistics and studies about porn addiction are self-reported. Males report higher porn addiction and porn use rates than women.
  - For example, 69 percent of men look at porn compared to 40 percent of women. Men are also 20 percent more likely to download pornography than women.
- Porn use and porn addiction rates show a marked difference between men and women in the U.S. **Males report higher rates of porn addiction and pornography use in all categories:**
  - **Porn addiction:** 11 percent of men, 3 percent of women.
  - **Porn use** (viewing online): 69 percent of men, 40 percent of women.
  - **Porn downloads:** Men are 20 percent more likely to download porn than women.
  - **Porn viewing behavior:** responding to the statement, “I have put things off I needed to do to view pornography,” 1 percent of women agreed, and 3 percent of men agreed.
- People who use porn the most in the U.S. are **between the ages of 18 and 34 years old. To break down porn use rates by age group:**
  - 57 percent of young adults ages 18-25 use porn monthly or more often
  - 29 percent of adults ages 25 and above use porn monthly or more often

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### Top Trends on Pornhub in 2024

- In 2024, the TikTok community latched onto the word ‘demure’ and phrases like ‘very mindful, very cutesy’. Unsurprisingly, this year, “**demure**” increased 133 percent, and “**mindful pleasure**” jumped 112 percent.
- The increase in ‘tradwife’ content on TikTok and the popularity of the reality show *The Secret Lives of Mormon Wives* spiked demand for search terms like “**traditional wife**” (up 34%), “**tradwife**” (up 72%), “**Mormon sex**” (up 92%), “**Mormon wife**” (up 71%), and “**Mormon threesome**” (up 122%).
- Coworker fantasies were another trend this year, with searches like “**coworker**,” “**workplace fantasy**,” “**office affair**,” and “**cheating coworker**” up by 92, 57, 25, and 71 percent, respectively. Could there be a correlation with many people returning to in-person offices in 2024? That is likely.
- The 2024 Paris Olympics significantly effected summer searches and worldwide traffic patterns. The summer games correlated with an increase in searches like “**sex Olympics**,” “**nude Olympics**,” and “**athlete**”. “**Paris**,” “**France**,” and “**French**” became the most searched city, country, and language during the games. France also held the #2 spot in Pornhub traffic this year, which could likely be due to all the tourists and visitors.
- Animated porn, including **hentai** and **anime**, remains some of the most popular categories and continued to grow this year, with “**realistic animated**” searches increasing by 78 percent. “**Hentai**” remains the world’s #1 search for the 4th straight year.
- The viral social media trend resulted in 10 million “**hawk tuah**” searches on Pornhub in 2024 and influenced the increases in searches for terms like “**spit on d\*\*\***” increased 233 percent.
- The traffic was mostly between 10 pm and 1 am, with **11 pm** the most popular time. **Monday** was the most popular day to watch porn, and **Friday** was the least popular.
- Smartphones made up 90.5 percent of worldwide traffic, which was a **1 percent decrease** from 2023. Desktop and laptop computers only made up 7.9 percent of traffic, which increased by **+11 percent compared to 2023**. So did tablets, with a +8 percent increase.
- By operating system, traffic from Apple devices, including iPhones and iPads, has **plummeted 27 percent since 2023**, while traffic from Android was up 24 percent since last year.
- Traffic **dropped -33.5 percent** in the United States on Thanksgiving Day.

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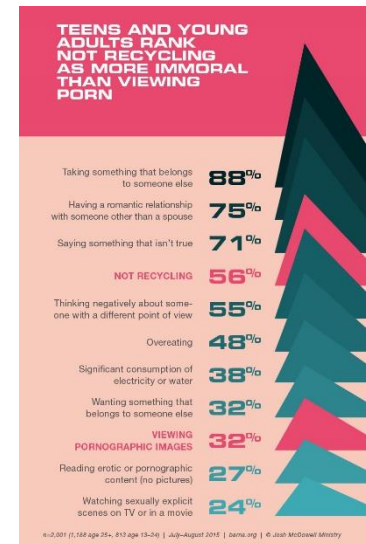
### **Porn and Social Media**

- According to a study from the Journal of Adolescent Health:
  - Approximately 1 in 5 youth experience unwanted online exposure to sexually explicit material, and 1 in 9 experience online sexual solicitation.
- The facts about sexually explicit content on social media and video gaming platforms are alarming:
  - More than 80 percent of child sex crime starts on social media.
  - There are as many as five million predators on the internet and at any given time, about 500,000 actively pursuing children and youth.
  - 20 percent of kids report having been sexually solicited online.
  - 64 percent of teenagers said they've seen pornography accidentally when they were on social media, playing online games, or just browsing the internet.
- 1 in 3 kids say they've seen explicit, hardcore porn by age 12, which equates to roughly 25 million children in the U.S. alone.
  - In the majority of cases, they've stumbled upon it accidentally.
- 1 in 3 kids report they've seen porn by age 12. And only 50 percent of parents thought their 14-to-18-year-olds had seen porn as had in fact watched it. Depending on the sex act, parents underestimated what their kids saw by as much as 10 times.
  - Porn sites get more monthly visitors than Netflix, Amazon, and Twitter combined.
  - 44 percent of males ages 11–16 who saw hardcore porn said it gave them ideas about the type of sex they wanted to try.
  - 88 percent of porn scenes contain sexual violence against women.
- As of November 2024, Pornhub.com confirmed itself the leading domain for online pornography, reaching approximately 928 million unique monthly visitors.
- While porn addiction rates are not necessarily high, studies on other behavioral addictions show that continuing to engage in the addicting behavior can

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eventually prompt addiction. **Here are some important statistics on pornography use and behavior:**

- **Online use:** Approximately 69 percent of American men and 40 percent of American women view online porn each year.
  - **Viewing behavior:** Pornhub alone reported more than 2 billion visits in a single month in 2023.
  - **Beliefs about porn use:** 14 percent of Americans in one study reported they believed porn use is wrong; 51 percent disagreed.
  - **Porn use:** 84 percent of American adults believe child pornography use is morally wrong and illegal.
- How accessible is porn in the U.S.? About 4 million websites offer pornographic content. This number accounts for *about 12 percent of all websites on the internet*.
  - As of January 2024, 95 percent of U.S. residents have access to the Internet, so nearly anyone can access pornography at any time.
  - This includes **accidental exposure to porn**. People can be accidentally exposed to pornography in a few ways, including via:
    - Spam email or text messages
    - Pop-up ads
    - Not knowing a website is a porn site
    - Receiving a porn website link without giving consent



### National Center for Missing and Exploited Children (NCMEC)

- In 2024, NCMEC assisted law enforcement, families, and child welfare professionals with 29,568 reports of missing children:
  - Overall Recovery of Missing Children Reported to NCMEC in 2024 was 91 percent.
- NCMEC saw a significant number of missing child reports from child welfare professionals. NCMEC assisted with 23,160 reports of children missing foster or state care:
  - 92 percent of children missing from care cases were resolved.
- In 2024, NCMEC received 5,251 requests from law enforcement and analyzed more than 22.3 million images and videos of child sexual abuse.
- NCMEC's Child Victim Identification Program is aware of more than 31,770 child victims who have been identified by law enforcement:

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- Of these, 3,244 children are depicted in “actively traded” imagery, meaning the images or videos have been seen in multiple reports to NCMEC.
- Of the more than 29,000 missing children reported to NCMEC in 2024, 1 in 7 were likely victims of child sex trafficking:
  - NCMEC’s Child Sex Trafficking Team provided analytical support to law enforcement on more than 27,800 reports regarding possible child sex trafficking.
- In 2024, NCMEC’s total social media followers across Facebook, X, Instagram, TikTok, LinkedIn, and YouTube grew to 3.3 million users. NCMEC’s social media channels also received:
  - 175 million Impressions
  - 16 million Engagements
  - 27 million Video Views

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