

Porn Stats:

Examining the Impact of Porn

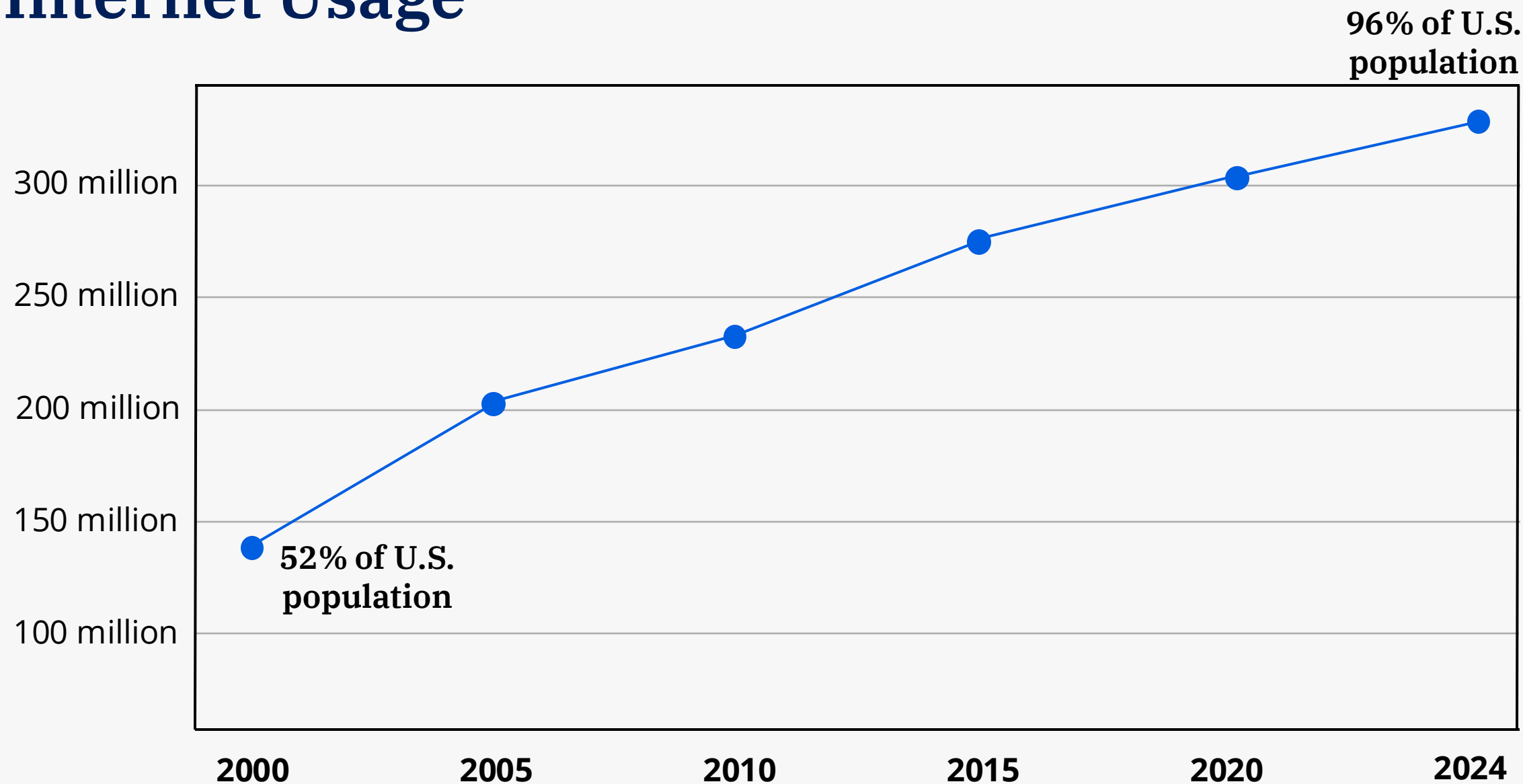
Covenant Eyes

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Intro:

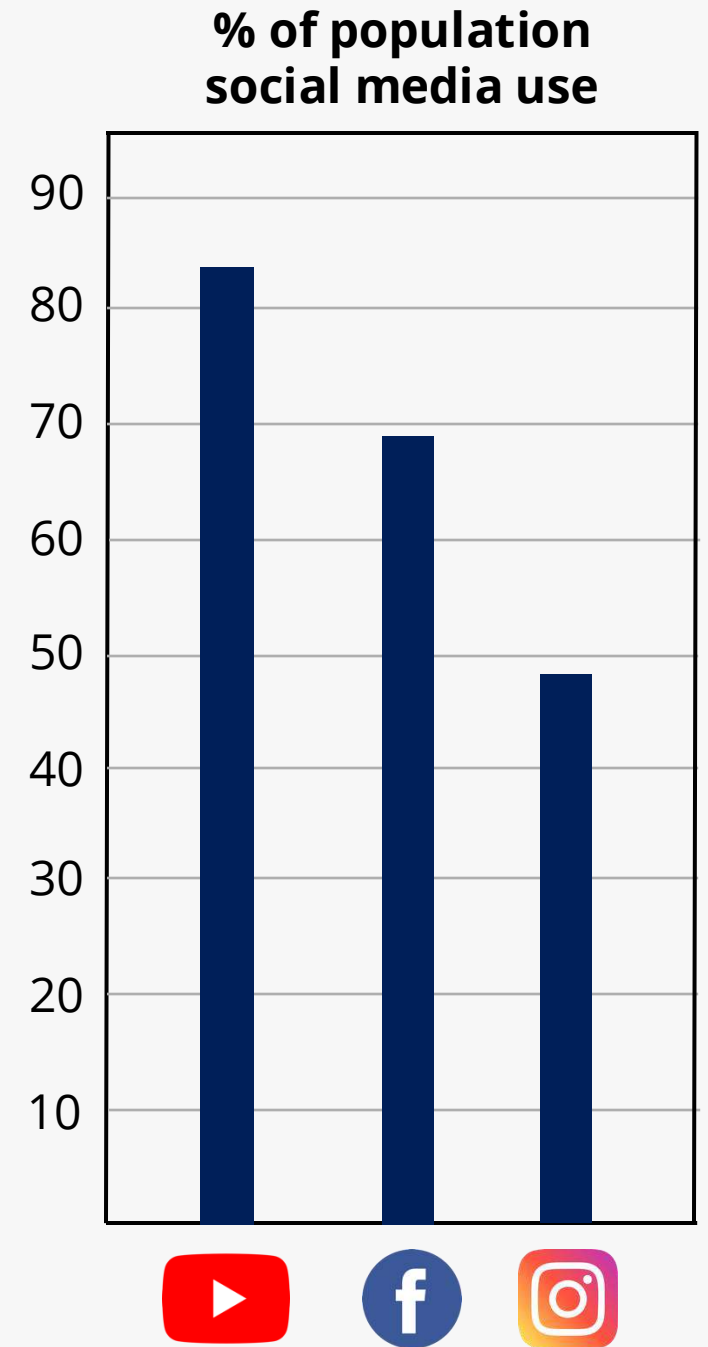
How We Got Here

Internet Usage



Social Media

- 9 out of 10 people have a smartphone.
- 54% of adults use social media as their news source.



The Addictiveness of Porn

In the year 2000, the psychologist Dr. Alvin Cooper noted that the **affordability, availability, and anonymity** of Internet porn make it highly addictive.

So, what has happened with the explosion of technology since Dr. Cooper's observation? Pornography has gathered one of the largest audiences worldwide of any form of media.

Part One:

Demographics of Porn Use

How Many People Watch Porn?

141,090,053

adults watch porn to some degree.

(61% of U.S. adult population)

✱ That's slightly less than the combined populations of Italy and Germany as of April 2025.



How Many People Watch Porn?

115,100,000

people watched the 2023
Super Bowl*

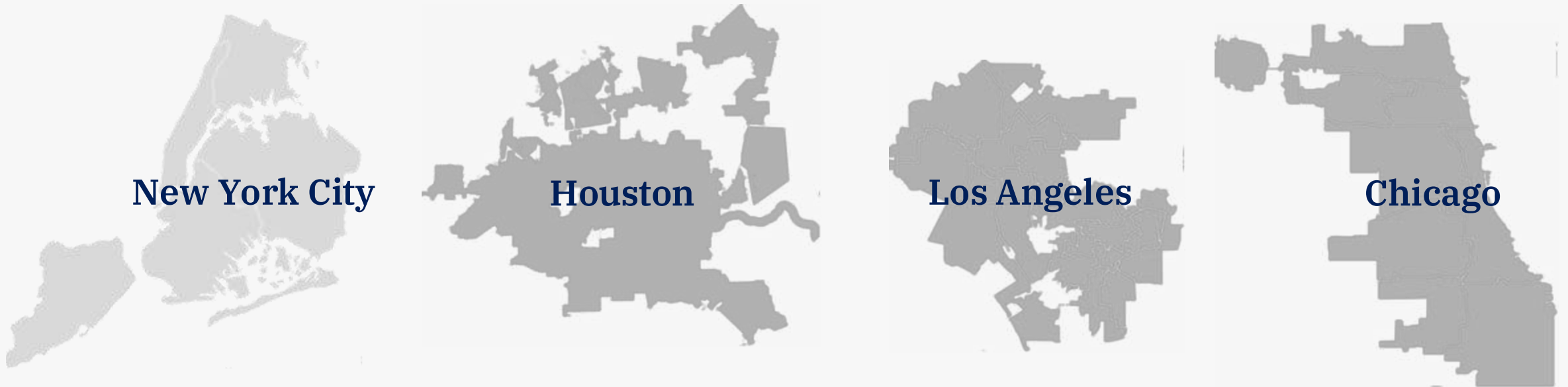
* This is the average viewership metric

141,090,053

people watched porn in the
U.S. in 2023.

How Many People Watch Porn?

18,257,850 adults consume porn daily.*



* That's more than the combined population of the largest four U.S. cities as of April 2025.

How Many People Watch Porn?

90,561,553

men watch porn regularly.

(78% of U.S. male population, age 13-65)



Germany's population:

84,075,075

(as of April 2025)

How Many People Watch Porn?

50,638,870

women watch porn regularly.

(44% of U.S. female population, age 13-65)



Spain's population:

47,889,958

(as of April 2025)

How Many People Watch Porn Across the World?

These figures show a widespread and growing porn issue across the globe.



68% of 18-29 year olds reported using porn in China.



85% of respondents to an Irish survey reported using porn.



85% of 12-85 year olds reported using porn in a 3-year study from Spain.

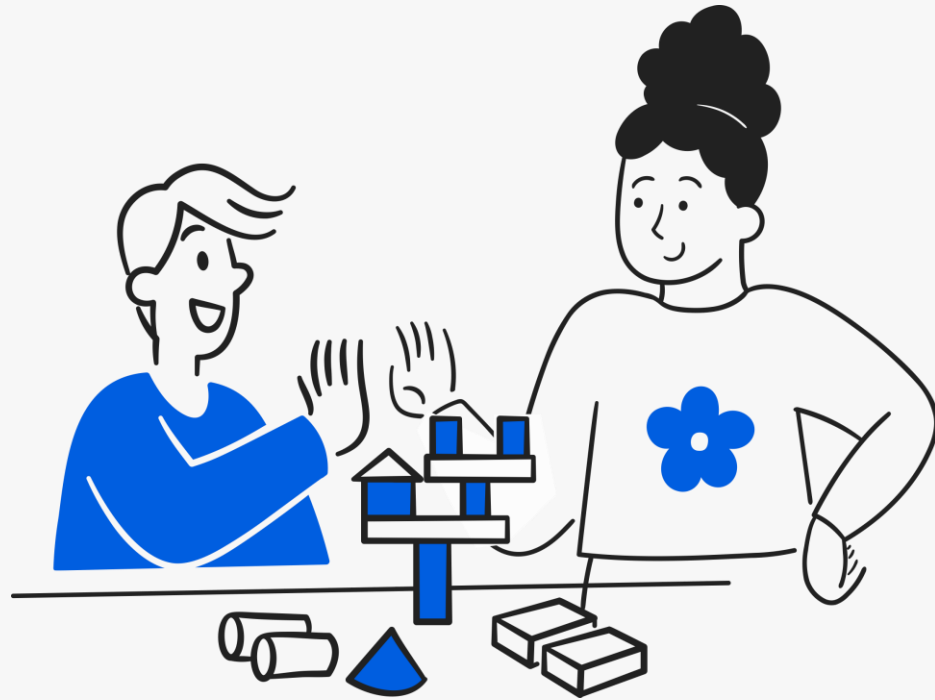
College Students

61%

of Pornhub's traffic
in 2018 came from
18–34 year olds.

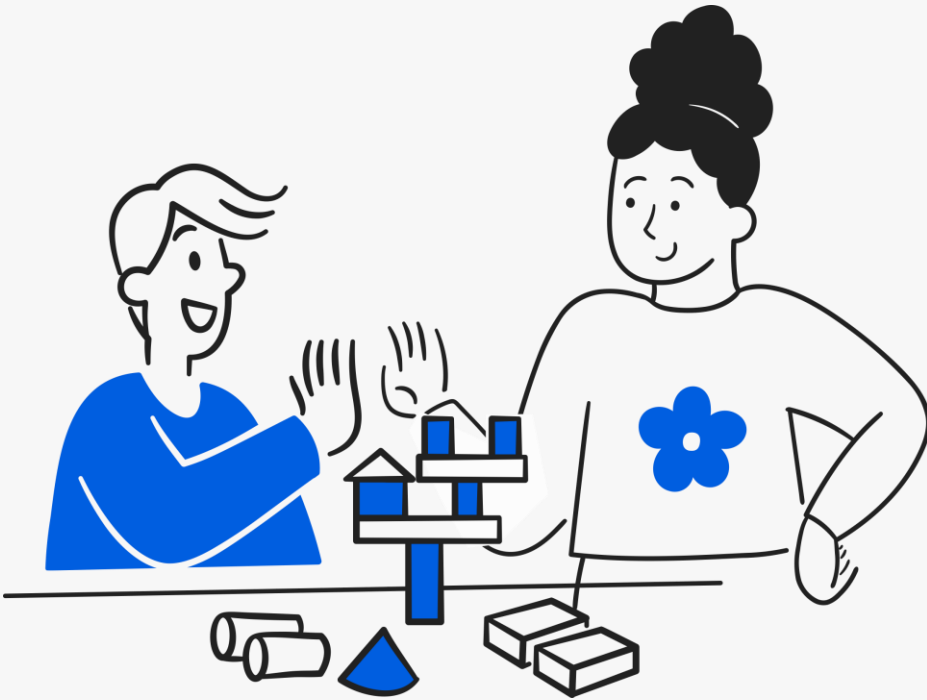
- **76.5% of students** had accessed online sexual entertainment in a 2015 study.
- **97% of men and 36% of women** of Japanese students surveyed in 2021 had watched porn in the last month.
- A study of Czech and Slovak Republic college students found that **95.9% of men and 59.1% of women** consumed porn.

Teens & Kids



- The average age of exposure is **12 years old.***
- **58% of teens** have stumbled across porn accidentally.
- Most teens who view porn have been exposed to **aggressive and/or violent forms of porn.**

Teens & Kids



* This means that **most kids encounter porn during puberty.** It is often their first sexual experience and shapes their sexual identity.

Christians & Porn

45,174,658

Christian men watch porn.

(75% of U.S. Christian male population)



Canada's population:

40,126,723

(as of April 2025)

Christians & Porn

24,135,395

Christian women watch porn.

(40% of U.S. Christian female population)



**Taiwan's
population:**
23,112,793
(as of April 2025)

2 out of 3

pastors have struggled or
currently struggle with porn.



Part Two:

The Effects of Porn

Porn Harms Relationships

51% of women view porn as a negative in their relationships.

Only 9% of men agree.



Porn's Addictiveness

12,771,501

men identify as porn addicts.*
(11% of U.S. adult male population)



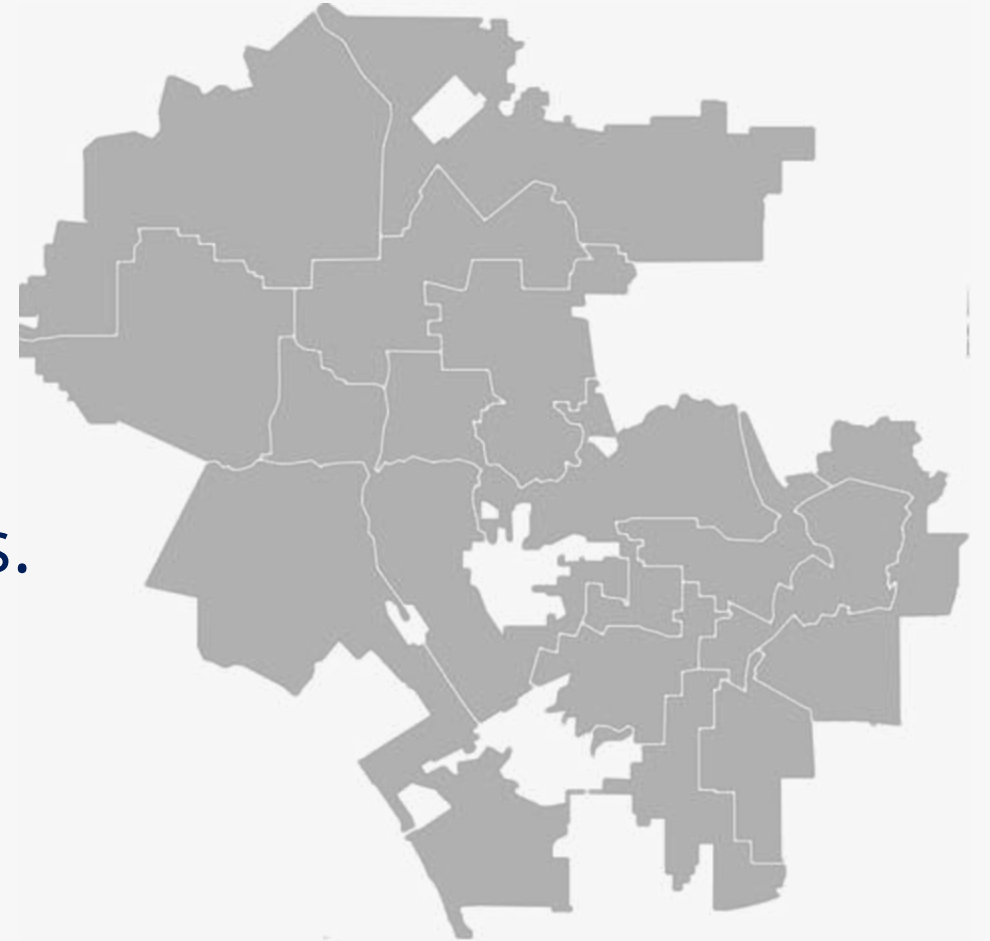
* That's more than these two cities' combined populations as of April 2025.

Porn's Addictiveness

3,455,718

women self-identified as porn addicts.

(3% of U.S. adult female population)



Los Angeles' population:

3,770,958

(as of April 2025)

Porn Causes Shame

Many Christians experience *deep shame* from their struggles with porn, and this makes it difficult for them to get the help they need.

- Men are **nearly 300x** more likely to pursue porn based on the level of shame they experienced.*
- Women were **546x** more likely to increase their porn use based on the level of shame they experienced.

* Data from *Unwanted* by Jay Stringer.

Porn & Mental Health

Teens who view porn regularly are **2x** more likely to experience depression in a study of Swedish adolescents.

- **47%** of people who struggle with unwanted sexual behavior show higher than usual levels of anxiety.
- **56% of students** identified as lifetime porn users and **20% of them** reported significantly higher anxiety levels than the rest of the student population in a 2020 survey.

Porn & Sexual Health

A 2015 study of men seeking treatment for abnormally high libido who masturbated 7+ hours per week found that...

- **71% had sexual dysfunctions**
- **33% reported difficulty orgasming**



Porn & Marriage

Researchers found that pornography use **doubled** the likelihood of divorce.



“

[A 2020 review of 30 national surveys found that] in instances where viewing pornography is associated with relationship quality at all, **it is nearly always a signal of poorer relationship quality, for men and women.**

Samuel L. Perry

Archives of Sexual Behavior

Porn & Violence

While violent porn correlated higher, **even nonviolent porn is associated with violent attitudes towards women.**

- Boys who watch violent porn are **2-3x more likely** to commit an act of dating violence.
- Girls exposed to violent porn were **1.5x more likely** to engage in threats of violence towards others.

Porn & Families

When a child lives in a home where an adult is consuming porn, they encounter these four risks:

1. Decreased parental time and attention.
2. Increased risk of encountering pornographic material.
3. Increased risk of parental separation and divorce.
4. Increased risk of parental job loss and financial strain.

Porn's Effect on the Workplace

**63% of men and
36% of women**
have watched porn at work.*

* According to a 2014 survey of 1,000 adults in the US.

Porn's Effect on the Workplace

A 2000 participant UK survey found that

**59% had watched
porn at work.**

Porn's Effect on the Workplace

\$16.9 billion annually
was the estimated productivity costs of
porn use in the workplace in 2013.*

* Based on an estimate that less than 30% of workers watch
porn on the clock for 1.5 hours per month.

Porn's Effect on the Workplace

If we apply the same calculation to today's workforce with today's average wages, the estimated loss exceeds

\$40 billion annually.

Porn & Church Attendance

Among Christian students who use pornography:

- **43% of men and 20% of women** say using porn made their relationship with Christ worse.
- **20% of men and 9% of women** reported their porn use caused them to lose interest in spiritual things.

Part Three:

The Porn Industry

Porn & Child Sex Abuse

**1 out of 5
pornographic
images is of
a child.**

- **Half of all child porn is produced in the US.** This brings in over \$3 billion annually in the United States alone.
- The National Center for Missing and Exploited Children received **35,925,098 reports of child porn** in 2023.

How Much Porn
is There?

4% of the internet
is pornography.

In 2024, **Pornhub** was the sixth most popular website in the world and boasted over 5.6 billion views.

**How Much Money
Does Porn Make?**

Porn is a multi-billion dollar industry.

Data varies widely on how to calculate the profits of the porn industry. In 2023, estimates for the global “adult entertainment” industry ranged from \$58 billion all the way to \$287 billion. We don’t know exactly how much of that is porn but even without precise numbers, we know this is a massive industry.

Porn & Violence

In 2020, a survey of over 4,000 pornographic videos from two of the most popular mainstream porn sites found that:

- **45% of scenes** involved physical aggression on the first site.
- **35% of scenes** involved physical aggression on the second site.

VR Porn

- **The VR porn industry is worth about \$1.5 billion.**
Some experts predict it will grow to a \$19 billion industry in the next few years.
- **15% of men overall have used VR porn,** but that number increases to 33% of all VR users.

User-Generated Porn

Almost 40% of UK porn
sites hosted *exclusively*
user-generated porn.*

★ This has caused **tremendous human rights violations**,
as sex videos have been uploaded without consent.

User-Generated Porn

The website OnlyFans (*a platform for individuals to upload their own content for subscribers*) was launched in 2016. Its annual revenue is now

\$6.6 billion.

AI Porn

AI can create “deepfakes” i.e., pornographic images using anyone’s likeness. The National Center for Missing and Exploited Children has also noted the rising trend of AI-generated child pornography. In 2023, they received

4,700 reports of AI-generated child porn.

Part Four:

Living Porn-Free

Cultural Shifts

Even though Gen-Z seeks out porn more often than previous generations, they are becoming more likely to recognize its negative effects.

Only 12% of Gen Z view porn favorably,
compared to 21% of Millennials.

Freedom through Accountability

Over time, Covenant Eyes members were less likely to have any explicit or potentially explicit images in their reports the longer they were with Covenant Eyes.

We compared groups of Covenant Eyes members with allies versus members with no allies.

The allied group was **2x** more likely to have zero explicit or possibly explicit images in their reports.

Victory Stories

After helping people overcome porn for 25 years, we've seen a consistent pattern among people who find victory:

they admit their inability to overcome porn on their own and ask for help.

“

Covenant Eyes not only provides blocker services but also screenshots your activity and sends it to your friends. **Suddenly, you've got another reason to not look where you shouldn't...** This persistent program will also send a notification to the friend when it thinks you're currently in trouble, bringing you the support you need. It is by far the most free I've ever felt having a blocker on my device.

Jonathon
Member

“

This freedom came not by my own strength, but from God, and His all-sufficient grace and love. Fighting against lust in today's world is equivalent to fighting a smoking problem with a pack of cigarettes in hand at all times. But **thanks to software such as Covenant Eyes, those struggles are made easier.** Access routes are cut off, making it more difficult to satisfy cravings.

Matthew
Member

“

I ended up telling my parents who accepted me with a loving embrace, advice, and the help I needed. This is where Covenant Eyes enters my redemption story. My parents asked me what I needed to be able to best beat my addiction and I told them accountability, so they looked into options and Covenant Eyes aligned with our values and mission. Now **I have been clean of porn for around a year** and am proud to say Covenant Eyes was instrumental in that process.

Abigail
Member

Endnotes:

Page Three

- Page one, Internet Usage statistics. Pew Research Center, "Internet Broadband Fact Sheet," November 13, 2024, <https://www.pewresearch.org/internet/fact-sheet/internet-broadband/>.

Page Four

- 9 out of 10 people have a smartphone. Pew Research Center, "Mobile Fact Sheet," November 13, 2024, <https://www.pewresearch.org/internet/fact-sheet/mobile/>.
- 54% of Americans use social media as their source of news. Pew Research Center, "Social Media and News Fact Sheet," September 17, 2024, <https://www.pewresearch.org/journalism/fact-sheet/social-media-and-news-fact-sheet/>
- 83% of adults use YouTube, 68% use Facebook, and 47% use Instagram, Pew Research Center, "Americans' Social Media Use," January 31, 2024, <https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>.

Page Five

- Al Cooper, "Cybersex and sexual compulsivity: The dark side of the force," Sexual Addiction & Compulsivity, 7:1-2 (2000): 1-3. DOI: 10.1080/10720160008400204.

Page Seven

- Population statistic from the United States Census Bureau's "Population Clock," <https://www.census.gov/popclock/>, with a population of 338,497,247 on December 31st, 2023. We're focusing on the 231,295,169 people in the 13-65 age group, see https://www.census.gov/popclock/data_tables.php?component=pyramid.
- 61% of general population, ages 13-65, comes out to 141,090,053 men and women who consume pornography. Pure Desire Ministry, Beyond The Porn Phenomenon: Equipping the Church For a New Conversation About Pornography, Betrayal Trauma, and Healing (Ventura, CA: Barna Group, 2024), 21.
- Country population values taken from "Countries in the world by population (2025)." <https://www.worldometers.info/world-population/population-by-country/> (Accessed 4/11/25).

Page Eight

- 115,100,000 people watched the Super Bowl in 2023 per Associated Press, "Super Bowl LVIII sets TV ratings record with 123.7M viewers," ESPN, February 12, 2024.
https://www.espn.com/nfl/story/_/id/39515554/super-bowl-lviii-sets-tv-ratings-record-1234m-viewers.

Page Nine

- Barna's research found that 8% of adults consume porn daily (Beyond the Porn Phenomenon, 22). We calculated 8% of Americans between ages 13-65, which comes out to 18,257,850.
- PolitFact, "The 50 largest cities in the United States." <https://www.politifact.com/largestcities/>.

Page Ten

- 78% of men consume pornography, Beyond The Porn Phenomenon, 22. Applying this percentage to the previously mentioned population data from United States Census Bureau, we find that 90,561,553 men who consume pornography.

- Country population values taken from "Countries in the world by population (2025)." <https://www.worldometers.info/world-population/population-by-country/> (Accessed 4/11/25).

Page Eleven

- Beyond the Porn Phenomenon found that 44% of women consume pornography, which comes out to 50,683,870 women ages of 13-65.
- Country population values taken from "Countries in the world by population (2025)." <https://www.worldometers.info/world-population/population-by-country/> (Accessed 4/11/25).

Page Twelve

- Pan Suiming found that 68% of 18-29 year olds consume pornography in China, "Porn Consumption in China: The Hard Facts," Sixth Tone, January 11, 2018. <https://www.sixthtone.com/news/1001538>.
- 85% of those surveyed said they consumed porn, as reported by Kate Holmquist, "The sex survey: how you answered the porn questions" The Irish Times, August 8, 2021. <https://www.irishtimes.com/life-and-style/health-family/sex-survey/the-sex-survey-how-you-answered-the-porn-questions-1.2310018>.

- Spanish researchers found 85% of those 12-85 years old reported porn consumption. Ballester-Arnal, R., García-Barba, M., Castro-Calvo, J. et al. Pornography Consumption in People of Different Age Groups: an Analysis Based on Gender, Contents, and Consequences. Sex Res Soc Policy 20, 766–779 (2023). <https://doi.org/10.1007/s13178-022-00720-z>.

Page Thirteen

- 61% of Pornhub traffic comes from ages 18-34. Enough is Enough, "Pornography Stats," https://enough.org/stats_porn_industry/.
- 76.5% of students had accessed online sexual entertainment. N. Döring, K. Daneback, K. Shaughnessy, et al. "Online Sexual Activity Experiences Among College Students: A Four-Country Comparison," Archives of Sexual Behavior 46 (2017): 1641–1652. <https://doi.org/10.1007/s10508-015-0656-4>
- 97% of male and 36% of female Japanese students consumed pornography. Okabe, Yushun et al. "Problematic Pornography Use in Japan: A Preliminary Study Among University Students." Frontiers in psychology vol. 12 638354. 16 Apr. 2021, doi:10.3389/fpsyg.2021.638354.

- A study of college students in the Czech and Slovak Republic found 95.9 percent of men and 59.1 percent of women consumed porn, (71.8% total). Smutny, et al. "The Internet and Consumption of Pornography: A Case of Generation Y in the Czech and Slovak Republic." 78-91 (2018). 10.1007/978-3-030-01437-7_7.
https://www.researchgate.net/publication/327842228_The_Internet_and_Consumption_of_Pornography_A_Case_of_Generation_Y_in_the_Czech_and_Slovak_Republic.

Page Fourteen

- Common Sense Media has reported that the average age of first exposure is 12, that 58% of teens stumble on porn accidentally, and most teens who view porn have been exposed to aggressive or violent forms of pornography. James Steyer, "A Letter From Our Founder," in Michael Robb and Supreet Mann, 2022 Teens and Pornography, Common Sense Media, 2022. <https://www.common sensemedia.org/sites/default/files/research/report/2022-teens-and-pornography-final-web.pdf>

Page Sixteen & Seventeen

- The numbers of Christian men and women are calculated using United States Census Bureau data and Pew Research Center, "2023-24 U.S. Religious Landscape Study Interactive Database." doi: [10.58094/3zs9-jc14](https://doi.org/10.58094/3zs9-jc14). Since only ages 18 and up were surveyed, we included ages 18-65 which amounts to 60,232,877 men and 60,338,488 women. Based on Barna's data, that means 45,174,658 men who watch porn and 24,135,395 women who watch porn (Beyond the Porn Phenomenon, 24).
- Country population values taken from "Countries in the world by population (2025)." <https://www.worldometers.info/world-population/population-by-country/> (Accessed 4/11/25).

Page Eighteen

- 67% of pastors have a personal history with pornography, Beyond the Porn Phenomenon, 46.

Page Twenty

- 52% of women view porn as a negative in their relationships. Only 9% of men agree. Beyond the Porn Phenomenon, 53.

Page Twenty-One & Twenty-Two

- 11% of men and 3% of women self-identified as porn addicts per Joshua B. Grubbs, Shane W. Kraus, & Samuel L. Perry, "Self-reported addiction to pornography in a nationally representative sample: The roles of use habits, religiousness, and moral incongruence," *Journal of behavioral addictions*, 8 (2019): 88–93. Combining these percentages with previous population data from United States Census Bureau, we get 12,771,501 men and 3,455,718 women.
- PolitFact, "The 50 largest cities in the United States." <https://www.politifact.com/largestcities/>.

Page Twenty-Three

- "According to the data from my research, men were almost 300 times more likely to seek out pornography for every unit of shame they felt about such behavior. For women, the numbers were almost double, with those in my sample being 546 times as likely to do so. It must be said that shame, not pleasure, drives pornography use." Jay Stringer, "Shame's Massive Role in Porn Use," *Covenant Eyes Blog*, March 25, 2019. <https://www.covenanteyes.com/blog/shames-massive-role-in-porn-use/>

Page Twenty-Four

- Teens who view porn regularly are more likely to experience depression in a study of Swedish adolescents. Mattebo M, Tydén T, Häggström-Nordin E, Nilsson KW, Larsson M. "Pornography consumption and psychosomatic and depressive symptoms among Swedish adolescents: a longitudinal study." Ups J Med Sci. 2018 Dec;123(4):237-246. doi: 10.1080/03009734.2018.1534907.
- 47% of people who struggle with unwanted sexual behavior show higher than usual levels of anxiety. Jay Stringer, Unwanted: How Sexual Brokenness Reveals Our Way to Healing (Colorado Springs: NavPress, 2018), 98.
- 56% of students identified as lifetime porn users and 20% of them reported significantly higher anxiety levels than the rest of the student population in 2020 survey C. Camilleri, J.T Perry, and S. Sammut, "Compulsive Internet Pornography Use and Mental Health: A Cross-Sectional Study in a Sample of University Students in the United States," Frontiers in psychology 11 (2021). <https://doi.org/10.3389/fpsyg.2020.613244>

Page Twenty-Five

- A 2015 study of men seeking treatment for abnormally high libido who masturbated 7+ hours per week, found that 71% had sexual dysfunctions and 33% reported difficulty orgasming. Sutton KS, Stratton N, Pytyck J, Kolla NJ, Cantor JM. "Patient Characteristics by Type of Hypersexuality Referral: A Quantitative Chart Review of 115 Consecutive Male Cases." J Sex Marital Ther. 2015;41(6):563-80. doi: 10.1080/0092623X.2014.935539.

Page Twenty-Six

- Researchers found that pornography use doubled the likelihood of divorce. Samuel L. Perry & Cyrus Schleifer, "Till Porn Do Us Part? A Longitudinal Examination of Pornography Use and Divorce," The Journal of Sex Research 55 (2017): 284–296.
<https://doi.org/10.1080/00224499.2017.1317709>

Page Twenty-Seven

- [A 2020 review of 30 national surveys found that] “in instances where viewing pornography is associated with relationship quality at all, it is nearly always a signal of poorer relationship quality, for men and women.” Samuel L. Perry, “Pornography and Relationship Quality: Establishing the Dominant Pattern by Examining Pornography Use and 31 Measures of Relationship Quality in 30 National Surveys,” *Archives of Sexual Behavior* 49, (2020): 1199–1213. <https://doi.org/10.1007/s10508-019-01616-7>

Page Twenty-Eight

- Non-violent pornography contributes to aggressive behavior. Allen M, D'Alessio D, Brezgel K. A meta-analysis summarizing the effects of pornography: II. Aggression after exposure. *Human Communication Research*. 1995; 22(2), 258–283. <https://doi.org/10.1111/j.1468-2958.1995.tb00368.x>. This is corroborated by Hald GM, Malamuth NM, Yuen C. “Pornography and attitudes supporting violence against women: revisiting the relationship in nonexperimental studies.” *Aggress Behav*. 2010 Jan-Feb;36(1):14-20. doi: 10.1002/ab.20328.

- Boys who watch violent porn are 2-3 times more likely to commit an act of dating violence. Girls exposed to violent porn were 1.5 times more likely to engage in threats of violence toward others. dRostad WL, Gittins-Stone D, Huntington C, Rizzo CJ, Pearlman D, Orchowski L. "The Association Between Exposure to Violent Pornography and Teen Dating Violence in Grade 10 High School Students." Arch Sex Behav. 2019 Oct;48(7):2137-2147. doi: 10.1007/s10508-019-1435-4.

Page Twenty-Nine

- Jill Manning testified before senate, stating four risk factors for children in homes where pornography is consumed by an adult: 1. Decreased parental time and attention 2. Increased risk of encountering pornographic material 3. Increased risk of parental separation and divorce 4. Increased risk of parental job loss and financial strain. Senate Testimony 2004, referencing: Dedmon, J., "Is the Internet bad for your marriage? Online affairs, pornographic sites playing greater role in divorces," 2002, press release from The Dilenschneider Group, Inc.

Page Thirty

- In a 2014 survey of 1,000 adults in the United States, 63% of men and 36% of women had watched porn at work. Proven Men Ministries, Ltd., "2014 Survey: Find out how many employees are watching porn on company time," Cision PR Newswire, August 19, 2014. <https://www.prnewswire.com/news-releases/2014-survey-find-out-how-many-employees-are-watching-porn-on-company-time-271854721.html>.

Page Thirty-One

- A UK survey of 2000 people found that 59% had watched porn at work. Tommie McDonald, "How Many People Watch Porn at Work Will Shock You," Sugarcookie, January 26, 2018. <https://sugarcookie.com/2018/01/watch-porn-at-work/>.

Page Thirty-Two & Thirty-Three

- Webroot, "Internet Pornography by the Numbers; A Significant Threat to Society."
<https://www.webroot.com/us/en/resources/tips-articles/internet-pornography-by-the-numbers>. This calculation is based on just 28% of workers watching pornography for an average of 1 hour and 28 minutes per month. Webroot estimates were based on a labor force of 132 million people in 2012 with an average hourly wage was \$23.23. Newer numbers from the Bureau of Labor Statistics indicate an average hourly wage at \$32.58 with a labor force of 164 million people in 2022. See <https://www.bls.gov/charts/employment-situation/employment-and-average-hourly-earnings-by-industry-bubble.htm> and <https://www.statista.com/statistics/193953/seasonally-adjusted-monthly-civilian-labor-force-in-the-us/>. If we apply the same calculation to today's workforce with today's average wages, the estimated loss exceeds 40 billion dollars annually.

Page Thirty-Four

- Among Christian students who use pornography, 43% of men and 20% of women say using porn made their relationship with Christ worse. 20% of men and 9% of women reported their porn use caused them to lose interest in spiritual things. Sam Black, *The Healing Church* (New York: Morgan James Faith, 2023), 8.

Page Thirty-Six

- 1 out of 5 pornographic images is of a child, and half of all child porn is produced in the US, bringing in over 3 billion annual. Rachel N. Busick, "Blurred Lines or Bright Line? Addressing the Demand for Sex Trafficking Under California Law," *Pepperdine Law Review* 42 (2015).
- The National Center for Missing and Exploited Children received 35,925,098 reports of child porn in 2023. National Center for Missing and Exploited Children, "CyberTipline 2023 Report." <https://www.missingkids.org/cybertiplinedata>

Page Thirty-Seven

- 4% of the internet is estimated to be pornography. Ogi Ogasa and Sai Gaddam, *A Billion Wicked Thoughts: What the Internet Tell Us About Sexual Relationships*. (New York: Plume, 2011).

- In 2024, Pornhub was the sixth most popular website in the world and boasted over 5.6 billion views. SemRush, “Most Visited Websites in the World, Updated September 2024.” <https://www.semrush.com/website/top/>.

Page Thirty-Eight

- Data varies widely on how to calculate the profits of the porn industry. In 2023, estimates for the global “adult entertainment” industry ranged from \$58 billion by Yahoo! Finance, “Adult Entertainment Global Business Analysis Report 2024-2030 Growth of Subscription-based Models and Premium Content Sustains Revenue, Collaborations Enhance Market Visibility,” Globe Newswire, July 5, 2024, <https://finance.yahoo.com/news/adult-entertainment-global-business-analysis-085000372.html> all the way to \$287 billion by Transparency Market Research, “Adult Entertainment Market.” Accessed December 3, 2024 at <https://www.transparencymarketresearch.com/adult-entertainment-market.html>. We don’t know exactly how much of that is porn but even without precise numbers, we know this is a massive industry.

Page Thirty-Nine

- In 2020, a survey of over 4000 pornographic videos from two of the most popular mainstream porn sites found that 45% of scenes involved physical aggression on the first site, and 35% of scenes involved physical aggression on the second site. Fritz N, Malic V, Paul, B. et al. A Descriptive Analysis of the Types, Targets, and Relative Frequency of Aggression in Mainstream Pornography. Archives of Sexual Behavior. 2020; 49, 3041–3053.
<https://doi.org/10.1007/s10508-020-01773-0>.

Page Forty

- The VR porn industry is worth about \$1.5 billion according to Bed Bible Research, “VR Porn Industry Statistics [New 2024 Data],” May 14, 2024. <https://bedbible.com/vr-porn-industry-statistics/>. Some experts predict it will grow to a \$19 billion industry in the next few years. Business Wire, “Juniper Research: Global Revenue from Adult Virtual Reality Content to Reach \$19 Billion by 2026, as Subscription Models Dominate,” August 23, 2021
<https://www.businesswire.com/news/home/20210822005004/en/Juniper-Research-Global-Revenue-from-Adult-Virtual-Reality-Content-to-Reach-19-Billion-by-2026-as-Subscription-Models-Dominate>.
- 15% of men overall have used VR Porn according to Bed Bible Research.

Page Forty-One

- 39% of UK porn sites host exclusively user-generated content. Statistia Research Department, "Share of online pornographic user-generated content hosted on selected types of platforms accessed from the United Kingdom (UK) from August 2022 to March 2023," February 20, 2024. <https://www.statista.com/statistics/1450445/online-porn-ugc-uk-by-platform-type/>.

Page Forty-Two

- The website OnlyFans (a platform for individuals to upload their own content for subscribers) was launched in 2016. Its annual revenue is now \$6.6 billion. Laura Ceci, "OnlyFans gross revenue worldwide from 2019-2024," Statistia, September 17, 2024. <https://www.statista.com/statistics/1334287/onlyfans-gross-revenue/>.

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- The National Center for Missing and Exploited Children has also noted the rising trend of AI-generated child pornography. In 2023, they received 4,700 reports of AI-generated child porn. National Center for Missing and Exploited Children, "CyberTipline 2023 Report." <https://www.missingkids.org/cybertiplinedata>.

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- Beyond the Porn Phenomenon, 31.

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- Covenant Eyes, Internal Research.