

THE PORN PHENOMENON

Barna

THE IMPACT OF PORNOGRAPHY IN THE DIGITAL AGE



A Barna Report
Produced in Partnership with
Josh McDowell Ministry



For more information about this study and to see the complete findings, check out our 2016 report:

The Porn Phenomenon

The full report is available at shop.barna.com or through Barna Access membership.



<i>Audience</i>	<i>Definition</i>	<i>Sample Size</i>
TEENS	13 – 17	303
YOUNG ADULTS	18 – 24	510
ADULTS	25 +	1,188
PASTORS	Senior Pastor	432
YOUTH PASTORS	Youth Pastor	338

All participants completed an online survey. Data weighted to be nationally representative. Conducted July and August 2015.



- 1. The porn problem is significant and it runs deeper than we might imagine**
- 2. New digital & moral context powers porn use**
- 3. The porn problem is likely to get worse**
- 4. Porn is significantly affecting the Church**
- 5. Signs of hope are emerging**

MEDIA EXPOSURE



THE PORN
PHENOMENON

Barna



hulu

YouTube

facebook

FOX
NEWS

twitter

CNN

Apple iTunes

Blu-ray Disc

amazon kindle

Spotify

MAXIM

abc

US

Google

Entertainment

DVD
VIDEO

NETFLIX

foursquare

NBC

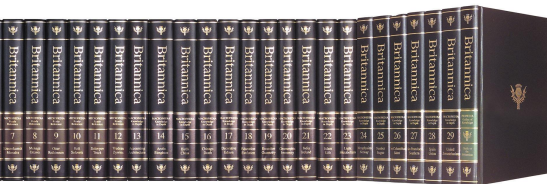
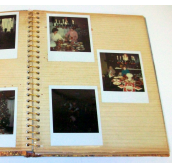
SHOWTIME

MEDIA EXPOSURE



THE PORN
PHENOMENON

Barna



SNAPSHOTS OF THE PROBLEM

THE PORN
PHENOMENON

Barna



70%

of teens and young adults say arousal is what makes something porn

57%

of young adults seek porn at least once a month

51%

of all Americans seek out porn at least occasionally

49%

of young adults say all or most of their friends use porn regularly

46%

of men seek out porn at least once a month

31%

of young adults say porn is bad for society

27%

of older Millennials started viewing porn before puberty

21%

of teens and young adults have someone to help them avoid porn



Porn is notoriously difficult to define. For Americans, it's more a question of function than form.

People use porn for the obvious: arousal. But also for boredom, curiosity and fun.

WHY USE PORN?



13-17	18-24	25-30	31-50	51-69
67% For personal arousal	67% For personal arousal	70% For personal arousal	62% For personal arousal	53% For personal arousal
46% Boredom	42% Boredom	38% Curiosity	32% To set the mood with a girlfriend / boyfriend / partner	28% It's just fun
42% Curiosity	42% Curiosity	38% To get tips or ideas for my own sex life	31% Curiosity	21% Curiosity
27% It's just fun	38% It's just fun	33% Boredom	30% To get tips or ideas for my own sex life	19% Because it's less risky than actually having sex



Pornography has gone almost completely digital

Not only is porn more accessible, but unsolicited porn has increased as well

Nearly three-quarters of young adults (71%) and half of teens (50%) come across what they consider to be porn at least once a month, whether they are seeking it or not



More than one quarter (27%) of young adults ages 25-30 first viewed pornography before puberty

Much higher than the Gen X cohort (13%) and the Boomers (6%). Cannot prove causation, but may be related to digital accessibility



↑ INCREASING in popularity among younger generations

To connect with another person in an enjoyable way

For self-expression and person fulfillment

↓ DECREASING among younger generations

To reproduce / to have children

To express intimacy between two people who love each other

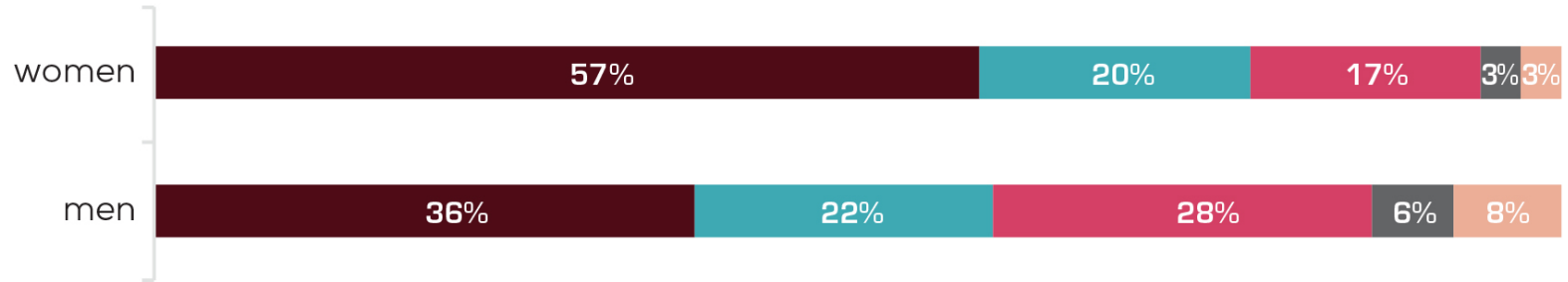
To unite a man and woman in marriage



THE IMPACT OF PORN ON SOCIETY, BY GENDER

% among U.S. adults 18 and older

- very negative
- somewhat negative
- neither positive nor negative
- somewhat positive
- very positive

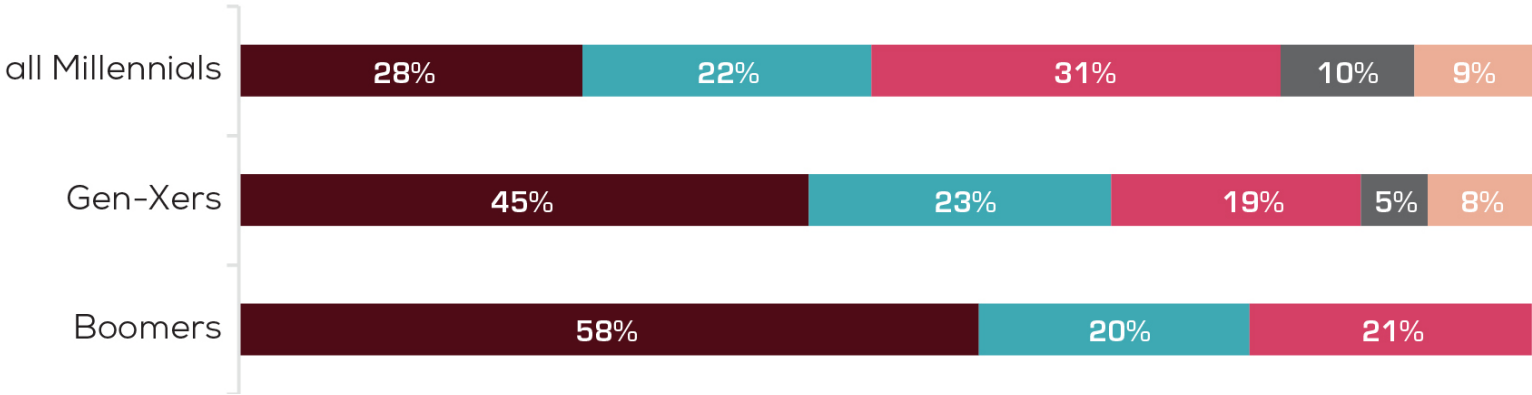




THE IMPACT OF PORN ON SOCIETY, BY GENERATION

% among U.S. adults 18 and older

- very negative
- somewhat negative
- neither positive nor negative
- somewhat positive
- very positive



MOST PEOPLE AGREE THAT SOME TYPES OF PORN ARE ALWAYS WRONG

Porn users who think porn that depicts any of the following is always wrong:



96%

Children under the age of 12

82%

Sexual acts that are not consensual

59%

Teens

54%

Sexual acts that may be forced or painful

44%

Someone depicted in a demeaning way

BUT THE MORE YOU USE PORN, THE LESS WRONG YOU THINK IT IS

Regular porn viewers who think porn that depicts any of the following is always wrong:



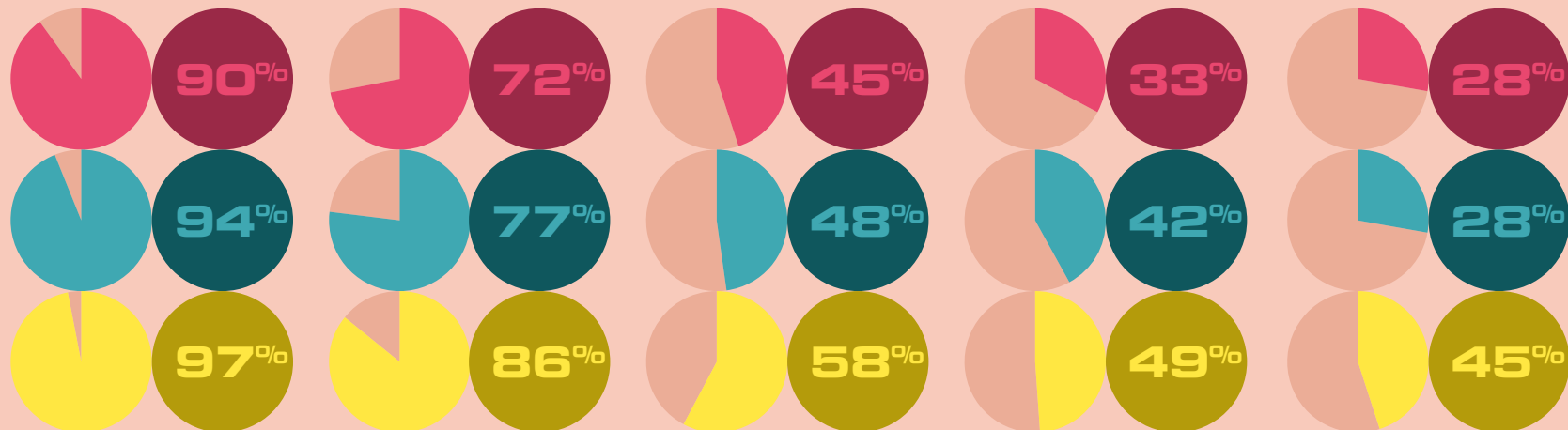
Children under the age of 12

Sexual acts that are not consensual

Teens

Sexual acts that may be forced or painful

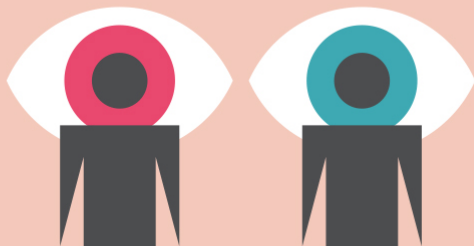
Someone depicted in a de-meaning way





“VIEWING PORN IS WRONG”

1 out of 2 adults



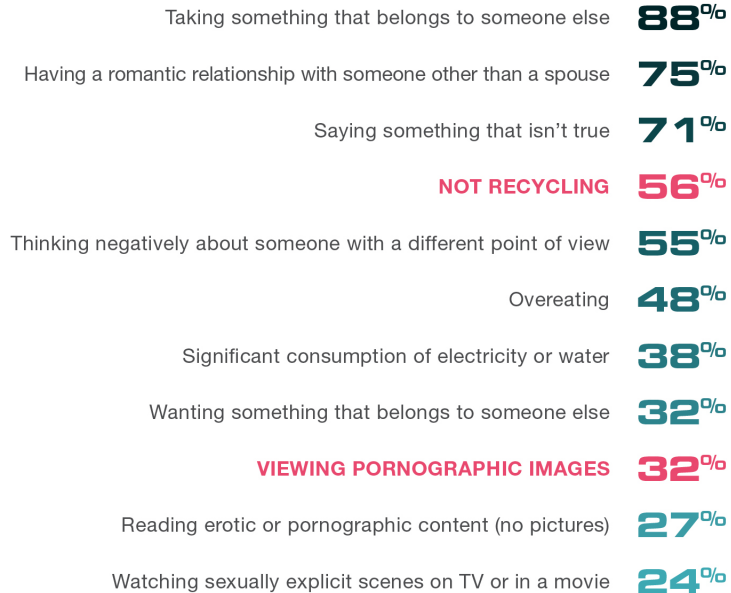
1 out of 3 teens and young adults



HOW IMMORAL IS PORN?



TEENS AND YOUNG ADULTS RANK NOT RECYCLING AS MORE IMMORAL THAN VIEWING PORN





TEENAGERS ARE MORE LIKELY TO CALL SOMETHING PORN

Which of the following do you definitely consider to be porn?

● Adults ● Young adults ● Teens

An image of sexual intercourse



79% 87% 90%

A fully nude image that is sexually arousing



53% 69% 78%

An image of a sexual act that is not intercourse



63% 58% 57%

A fully nude image



24% 39% 50%

A partially nude image



7% 10% 10%

EXCEPT WHEN IT COMES TO SEXTING

Chatting or texting about sexual acts with someone you do not know personally

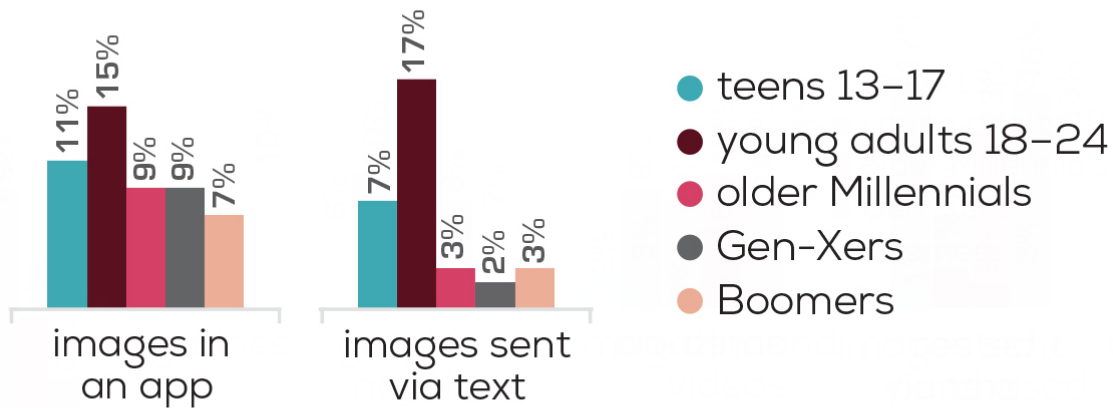


32% 24% 20%



THE WAYS PEOPLE VIEW PORN, BY AGE

% among U.S. teens, young adults and adults 25+ who actively seek out porn



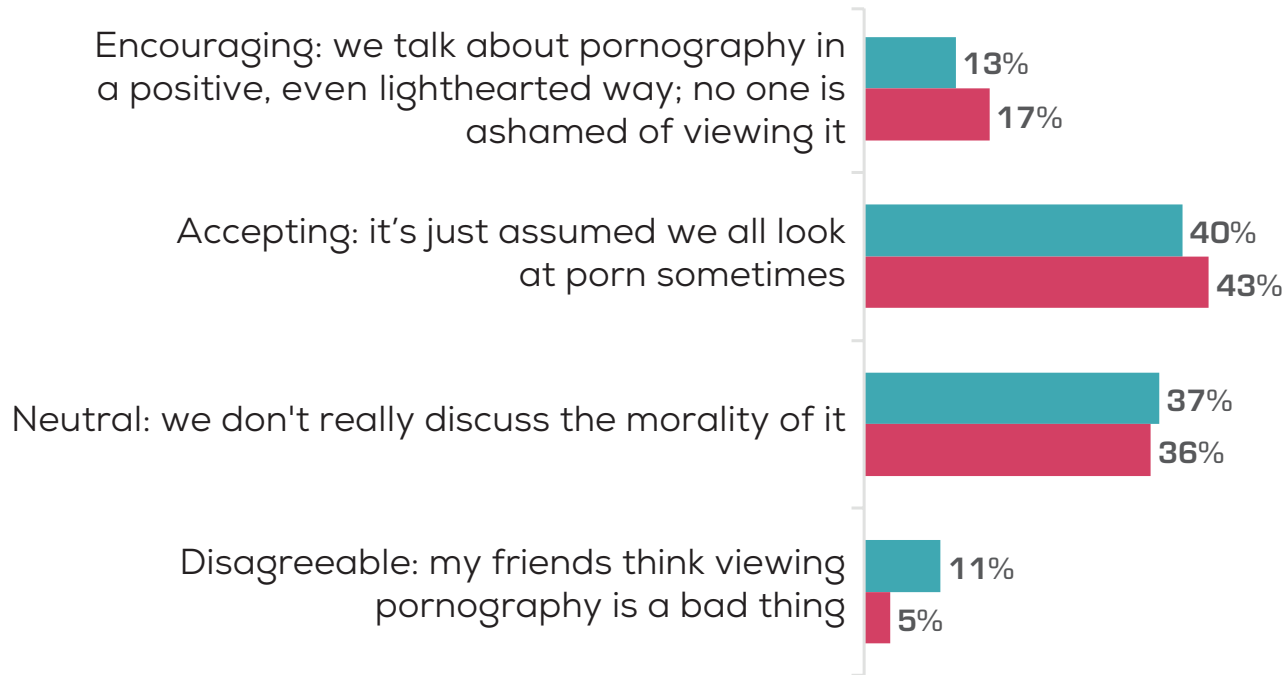
WHEN FRIENDS TALK ABOUT PORN...

THE PORN
PHENOMENON

Barna



● teens 13–17 ● young adults 18–24



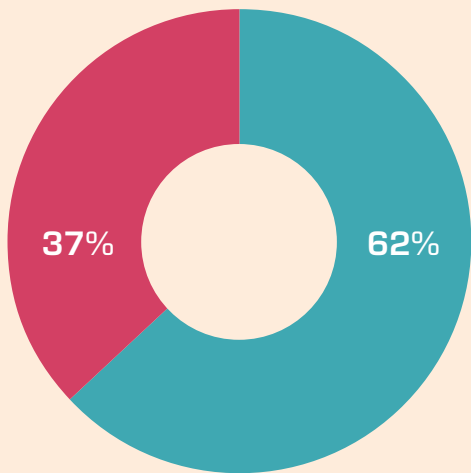
TEENS & YOUNG ADULTS WHO HAVE *RECEIVED NUDE IMAGES*

% among U.S. teens and young adults who actively seek out porn

Received a nude image?

Who sent the nude image?

Teen & Young Adults



If yes . . .

a boyfriend or girlfriend

58%

friend

21%

a group of friends

3%

other

18%

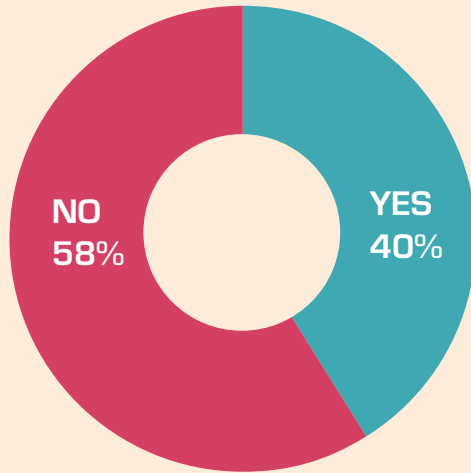
TEENS & YOUNG ADULTS WHO HAVE SENT NUDE IMAGES

% among U.S. teens and young adults who actively seek out porn

Sent a nude image?

Sent the nude image to . . . ?

Teen & Young Adults



If yes . . .

a boyfriend or girlfriend

75%

friend

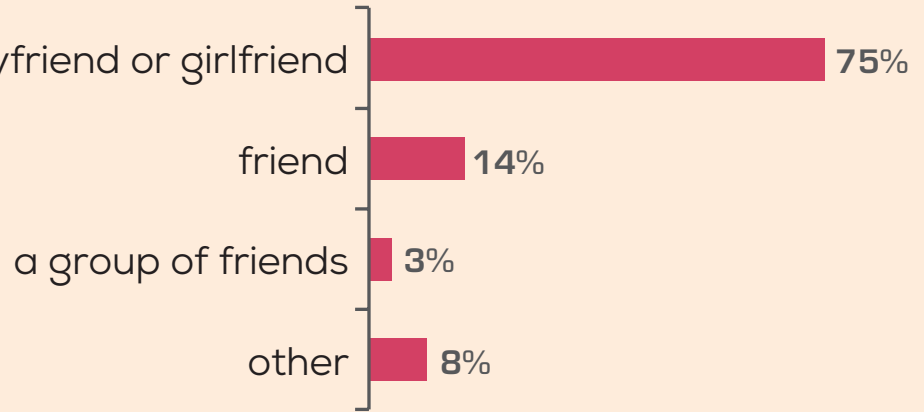
14%

a group of friends

3%

other

8%





More than half of youth pastors have had at least one teen come to them for help in dealing with porn in the past 12 months

This is mainly teen boys, but significant amount of teen girls are seeking help also



While porn has typically been a man's domain, its usage among young women seems to have become more common, perhaps due to digital access

- Women 25 and under: 56% seek it out (33% monthly)
- Women 26 and older: 27% seek it out (12% monthly)

- Men 25 and under: 81% seek it out (67% monthly)
- Men 26 and older: 65% seek it out (47% monthly)



REASONS PEOPLE SEARCH FOR PORN, BY GENDER

	% men	% women
<i>base: adults 25+ who have ever actively sought out porn (multiple response)</i>		
for personal arousal	63	55
it's just fun	33	17
curiosity	26	36
to get tips or ideas for my own sex life	23	34
to set the mood with a significant other	21	41



1 in 5
youth pastors

1 in 7
senior pastors

**Report currently
struggling with porn**

**That's more than
50,000 church
leaders**



87% of pastors who use porn feel a great sense of shame about it

55% of pastors who use porn say they live in constant fear of being discovered



- Most pastors (57%) and youth pastors (64%) admit they have struggled with porn, either currently or in the past**
- 21% of youth pastors and 14% of pastors admit they currently struggle with using porn
 - 12% of youth pastors and 5% of pastors admit being currently addicted to porn



Consequences for pastors who struggle with porn?

- Only 8% of pastors think a pastor should resign his/her position if s/he is struggling with porn
- 41% of churchgoers think pastors should be fired or asked to resign if found to be using porn



70% of pastors and 75% of youth pastors say pornography is a “much bigger problem” for the church today than 20 years ago

71% of pastors have had parishioners come to them seeking help in dealing with pornography



Despite awareness of porn, most churches do not have programs specifically designed to assist those struggling with porn use

Only 9% of churchgoers and 7% of pastors say their church has a program to help those struggling with porn



- **Growing awareness of the problem, including within the Christian community**
- **The porn problem is no longer socially taboo**
- **Teens express very mixed feelings about porn**



- **Millions who are using porn express guilt**
- **Practicing Christians are certainly struggling, but not to the same degree as other groups**
- **Growing awareness of the need for holistic solutions to the problem**

Get free Barna research to your inbox!

Text **BARNA** to **444999**



Barna

Learn where your city ranks and get an in-depth look at individual metrics from FaithView, our new subscription-based online database of city, state and national spiritual profiles.

VIEW NOW

FaithView

This new, interactive, customizable database offers clear and relevant insights into the spiritual climate, faith trends and practices in your city or region. Combine and compare from 200+ data points to get the wisdom you need to lead your ministry or workplace with confidence.



Subscribe Now



Millennial Non-Christians Show Greater Spiritual Curiosity Than Older Adults

[Read More](#)



Millennials Bring Ambition and Optimism to Their Work

[Read More](#)

The Mercy Journey

A critical element is missing in how we relate to one another today: mercy. In embracing *The Mercy Journey*, the presence of Christians and the work of





For more information about this study and to see the complete findings, check out our 2016 report:

The Porn Phenomenon

The full report is available at shop.barna.com or through Barna Access membership.

ABOUT THE PROJECT PARTNERS



THE PORN
PHENOMENON

Barna

BARNA GROUP is a research firm dedicated to providing actionable insights on faith and culture, with a particular focus on the Christian church.

www.Barna.com

JOSH MCDOWELL MINISTRY is a CRU ministry that equips students, parents, leaders and churches through the production of innovative events and cutting-edge ministry resources in the heart languages of people everywhere.

www.Josh.org

COVENANT EYES is an Internet accountability tracker that bridges the gap between technology and relationships through software that protects people on the Internet.

www.CovenantEyes.com