

Internet Porn Statistics: 2003

Sex Industry Statistics

- \$57.0 billion revenue world-wide¹
- \$12.0 billion of this is US revenue, more than all combined revenues of all professional football, baseball and basketball franchises or the combined revenues of ABC, CBS, and NBC (6.2 billion). \$2.5 of the \$12 billion is related to internet porn.¹

Porn on the Web

- 25% of total search engine requests are porn-related. (Top three searches: sex, mp3 and hotmail.)²
- 8% of total emails are porn-related. Average daily pornographic emails are 4.5 per internet user¹
- 12% of total websites are pornographic¹

Affecting Children

- 100,000 websites offer illegal child pornography¹
- Child pornography generates \$3 billion annually¹
- 90% of 8-16 year olds have viewed porn online (most while doing homework)¹
- Average age of first internet exposure to pornography is 11 years old¹
- Largest consumer of internet pornography 12-17 age group¹

Affecting Adults

- 20% of men admit accessing pornography at work¹
- 13% of women admit accessing pornography at work¹
- 53% of Promise Keeper men viewed pornography the previous week in one study¹
- 10% of adults admit having internet sexual addiction¹

Business Productivity

- 70 percent of all internet porn traffic occurs during the 9-to-5 workday.²
- Nearly one out of three companies has terminated an employee for inappropriate web use.² (Some of this could be for liability reasons discussed below.)
- According to Internet Data Center research 30 to 40 percent of employee internet activity is non business-related, costing millions of dollars in productivity.² This does not mean all the activity is porn related. For example, the cost to businesses in lost employee productivity from the internet broadcasts of the Starr report and the Clinton grand-jury video was in excess of \$450 million, according to a study reported by ZDNet.²

Business and Legal Ramifications

- Internet porn introduces the issue of a hostile work environment relative to internet use. Whereas lewd jokes, questionable bulletin board items or inappropriate comments used to put companies in hot water, employees today are accessing websites that promote hate groups, pornography and illegal activities. Viewed by an offended co-worker, any of these cyber-activities can bring lawsuits upon a company.²
- Several Fortune 500 companies have created an “acceptable use policy” for internet usage, including a disclaimer about the dangers of the internet, a summary of appropriate and inappropriate uses of the internet (i.e., no personal commercial uses, no illegal copying, etc.), a statement about avoiding frivolous use (i.e., downloading large personal files, engaging in chat rooms, etc.) and a ‘no expectation of privacy’ statement that waives privacy rights over any materials sent or created using the company’s computer network.²

¹From <http://www.internetfilterreview.com/internet-pornography-statistics.html> - September, 2003

²From http://www.websense.com/products/resources/wp/hr_wp.pdf - September, 2003