

[Disclaimer: This research was done for an internal project and has not been vetted to the same high standards as our other research. Please verify data with sources provided.]

**A. SUMMARY STATISTICS ON AUDIENCE REACH OF SEXUALLY EXPLICIT MATL.**

1	Global visitors to pornography sites annually in 2001	274,800,000
2	American visitors to pornography sites annually (accessed 2007)	40,000,000
3	Americans over age 55 who visit pornography sites annually (accessed 2007)	8,128,000
4	Americans who earn over \$75K annually and who visit pornography websites (accessed 2007)	12,920,000
5	US annual per capita expenditure on pornography (accessed 2007)	\$44.67

Sources:

- 1 <http://web.archive.org/web/20010609221146/http://www.forbes.com/2001/05/25/0524porn.html> (#1 below)
- 2-4 <http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html> (#3 below)
- 5 <http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html> (#3 below) and [http://www.avnmedianetwork.com/index.php?content=about\\_industrybuzz](http://www.avnmedianetwork.com/index.php?content=about_industrybuzz) (#6 below)

**B. SUMMARY STATISTICS ON COMMERCIAL REACH OF SEXUALLY EXPLICIT MATL.**

	Consumption by Category	Retail Sales in 2006	Retail Sales by % in 2006
1	Video Sales and Rentals	\$3,622,000,000	28.03%
2	Magazine	\$950,000,000	7.35%
3	Cable / PPV (TV)	\$1,745,000,000	13.50%
4	Internet	\$2,841,000,000	21.99%
5	Exotic Dance Clubs	\$2,000,000,000	15.48%
6	Mobile	\$39,000,000	0.30%
7	Novelties	\$1,725,000,000	13.35%
	<b>TOTAL</b>	<b>\$12,922,000,000</b>	<b>100.00%</b>

Sources 1-7: [http://www.avnmedianetwork.com/index.php?content=about\\_industrybuzz](http://www.avnmedianetwork.com/index.php?content=about_industrybuzz) (#6 below)

**Sources:**

**1. Forbes Magazine, May 25, 2001**

<http://web.archive.org/web/20010609221146/http://www.forbes.com/2001/05/25/0524porn.html>

“Net Ratings, tracks the number of visitors to porn Web sites. It says that in April 2001, there were 22.9 million unique visitors to porn sites. This says nothing about how long each visitor stayed or whether they spent a dime. In any event, the number of visitors is less than the number who visited news sites (41.1 million), finance sites (34.2 million) or greeting card sites (25.5 million).”

Adult Video	\$500 million to \$1.8 billion
Internet	\$1 billion
Pay-Per-View	\$128 million
Magazines	\$1 billion
<b>Total</b>	<b>\$2.6 billion to \$3.9 billion</b>

**2. “Morality and Economics: Public Assessments of the Adult Entertainment Industry” by Darrel M. West and Marion Orr of Brown University and published in *Economic Development Quarterly* (2007, Vol. 21, No. 4)**

“According to the Association of Club Executives, an industry trade group, there are nearly 4,000 adult clubs in this country. They earn \$15 billion annually and employ half a million people.”

**3. TopTenREVIEWS, March 13, 2007**

<http://internet-filter-review.toptenreviews.com/internet-pornography-statistics.html>

Press release about this study:

<http://www.prweb.com/releases/pornography/toptenreviews/prweb511051.htm>

<b>US adults who regularly visit Internet pornography websites</b>	40 million
<b>Breakdown of male/female visitors to pornography sites</b>	72% male - 28% female
<b>Internet users who view porn</b>	42.7%
<b>Pornographic websites</b>	4.2 million (12% of total websites)
<b>Daily pornographic search engine requests</b>	68 million (25% of total search engine requests)

**US “Adult Internet” User Demographics – Age**

Age	%
18-24	13.61%
25-34	19.90%
35-44	25.50%
45-54	20.67%
55+	20.32%

**US “Adult Internet” User Demographics - Income**

Income	%
Under \$15K	6.23%
\$15K-\$25K	6.59%
\$25K-\$35K	9.55%
\$35K-\$50K	16.59%
\$50K-\$75K	25.58%
\$75K+	35.30%

**Pornography Time Statistics**

Every second - \$3,075.64 is being spent on pornography

Every second - 28,258 Internet users are viewing pornography

Every second - 372 Internet users are typing adult search terms into search engines

Every 39 minutes: a new pornographic video is being created in the United States

### 2006 Worldwide Pornography Revenues

	Country	Revenue (Billions)	Per Capita
1	China	\$27.40	\$27.41
2	South Korea	\$25.73	\$526.76
3	Japan	\$19.98	\$156.75
4	US	\$13.33	\$44.67
5	Australia	\$2.00	\$98.70
6	UK	\$1.97	\$31.84
7	Italy	\$1.40	\$24.08
8	Canada	\$1.00	\$30.21
9	Philippines	\$1.00	\$11.18
10	Taiwan	\$1.00	\$43.41
11	Germany	\$0.64	\$7.77
12	Finland	\$0.60	\$114.70
13	Czech Republic	\$0.46	\$44.94
14	Russia	\$0.25	\$1.76
15	Netherlands	\$0.20	\$12.13
16	Brazil	\$0.10	\$53.17
	Other	212 countries unavailable	212 countries unavailable
<b>TOTAL</b>		<b>\$97.06</b>	<b>\$76.84 AVERAGE PER CAPITA</b>

#### 4. Insight on the News, "Porn 500 - blue chip connections to porn industry," Jan. 8, 2001

[http://findarticles.com/p/articles/mi\\_m1571/is\\_2\\_17/ai\\_72273779](http://findarticles.com/p/articles/mi_m1571/is_2_17/ai_72273779)

"Indeed, sex-video rentals and sales volume peaked in the United States in 1997 at \$4.2 billion. It since has seen a slight decrease, dropping to \$4.02 billion for 2000, a recession that industry insiders attribute to the emergence of the Internet and increased subscription to cable and satellite television. Large-capacity hard drives, recordable CDs and VCRs provide the hardware for home recording -- activity encouraged by the porn industry...."

In addition to the rapid growth of triple-X-rated sites on the Net, porn popularity can be tracked through the growing number of video titles being produced. Ten years ago 1,275 hardcore titles hit the market, compared with 11,041 for 2000, according to AVN. AVN's Pryor says the increase in video production is continuing to escalate, aided by new technology that makes it much cheaper and easier to produce....

According to Nielsen NetRatings, 17.5 million Web surfers visited porn sites from their homes in January 2000, a 40 percent increase from four months earlier. That escalated to 20.7 million in October, or roughly 23 percent of the Web-surfing population in the United States."

#### 5. "The Money Shot: The Business of Porn" student research paper by Nicola Simpson, Spring 2005

<http://criticalsense.berkeley.edu/archive/spring2005/simpson.pdf>

[All her citations were sourced. 1, 2, and 3 below are Family Safe Media, New York Times Magazine, and Advertising Age.]

"In 2002, it was estimated that the pornography business, so vital to California economics and turgid male fantasy around the world, generated more than \$57 billion dollars in revenue, \$12 billion in the United States alone.<sup>1</sup> North American statistics indicate that porn makes more money than Hollywood at the box office, more than the sum of NBC's, CBS's and ABC's revenues, more than the music industry generates from record sales, and more than all major professional sports in the United States combined.<sup>2</sup> In other words, porn is no longer flirting with the mainstream; it is the mainstream.<sup>3</sup>"

**6. Adult Video Network (AVN) Media Network "Industry Stats" 2007**

[http://www.avnmedianetwork.com/index.php?content=about\\_industrybuzz](http://www.avnmedianetwork.com/index.php?content=about_industrybuzz)

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