

A hand is pointing at a tablet displaying a news article from The Atlantic. The article's title is partially visible as 'The Atlantic' and 'The Atlantic'. The background is a dark red circle.

Leger

IN COLLABORATION WITH

The Atlantic

THE ATLANTIC-LEGER POLL

PORNOGRAPHY
CONSUMPTION AMONG
AMERICANS

METHODOLOGY

METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Atlantic, conducted this Web survey with a representative sample of **1,002 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **May 21st, 2021 to May 23rd, 2021**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of **±3.09%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

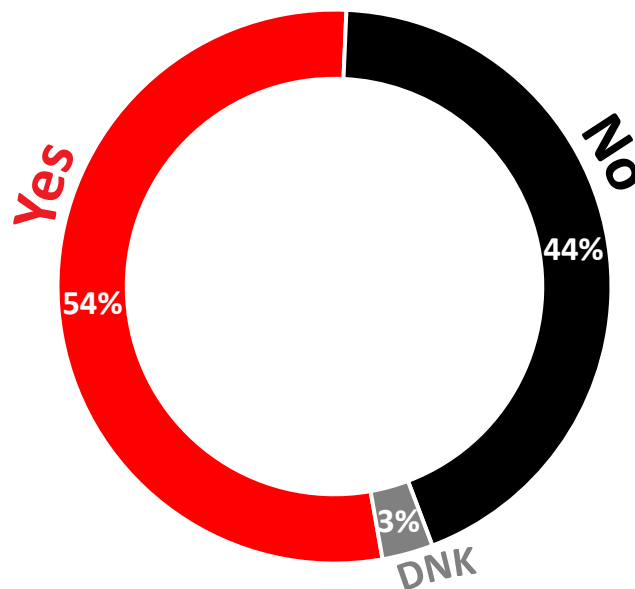
A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com

WATCHING PORNOGRAPHY

ATL1. Have you ever watched pornography?

Base: All respondents (n=1,002)

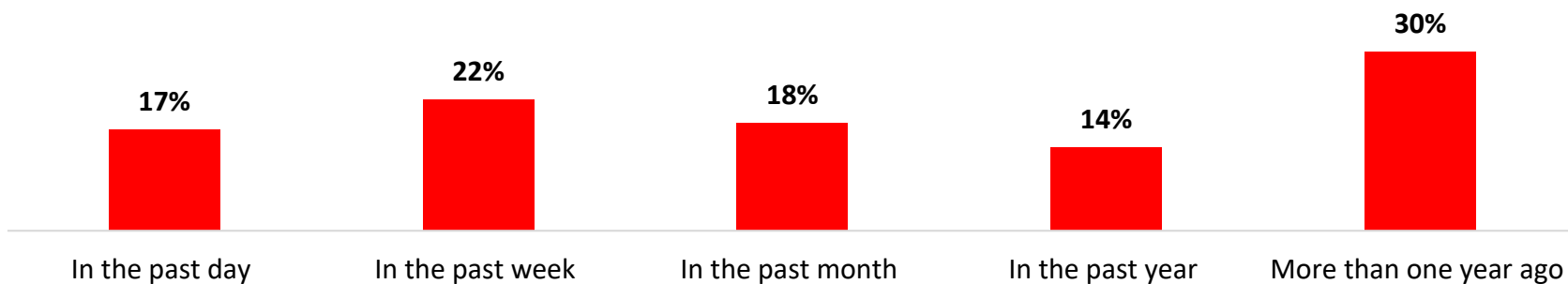


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,002	179	217	372	233	247	433	322	486	516
Unweighted n =	1,002	192	210	328	272	164	455	383	487	515
Yes	54%	56%	52%	55%	53%	64%	53%	48%	68%	40%
No	44%	43%	44%	43%	45%	32%	45%	51%	29%	57%
Don't know	3%	2%	4%	3%	2%	4%	2%	2%	3%	2%

LAST TIME YOU WATCHED PORNOGRAPHY

ATL2. Which of the following best describes the last time you watched pornography?

Base: Respondents who have ever watched porn (n=543)

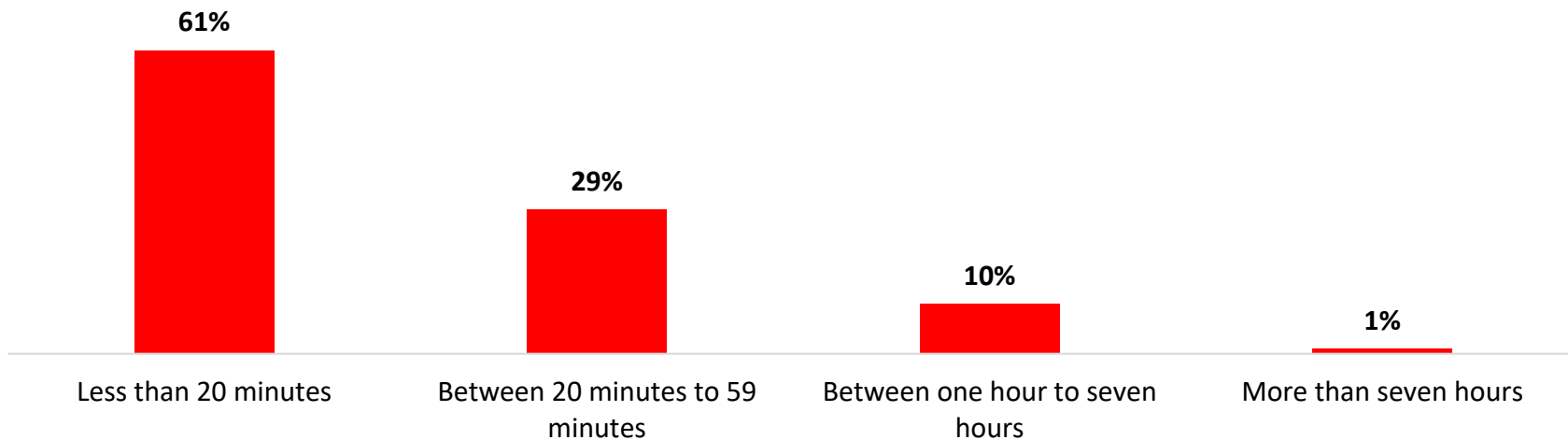


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	539	100	112	203	124	157	228	154	330	209
Unweighted n =	543	103	110	178	152	103	239	201	339	204
In the past day	17%	22%	17%	17%	11%	15%	23%	8%	24%	5%
In the past week	22%	14%	28%	22%	22%	35%	19%	14%	27%	13%
In the past month	18%	18%	18%	18%	16%	16%	20%	15%	20%	14%
In the past year	14%	13%	14%	14%	15%	17%	13%	13%	12%	17%
More than one year ago	30%	33%	22%	29%	36%	17%	25%	50%	16%	51%

AVERAGE WEEKLY WATCHING TIME

ATL3. How much time do you spend watching pornography, in an average week?

Base: Respondents who have watched pornography in the past year (n=370)

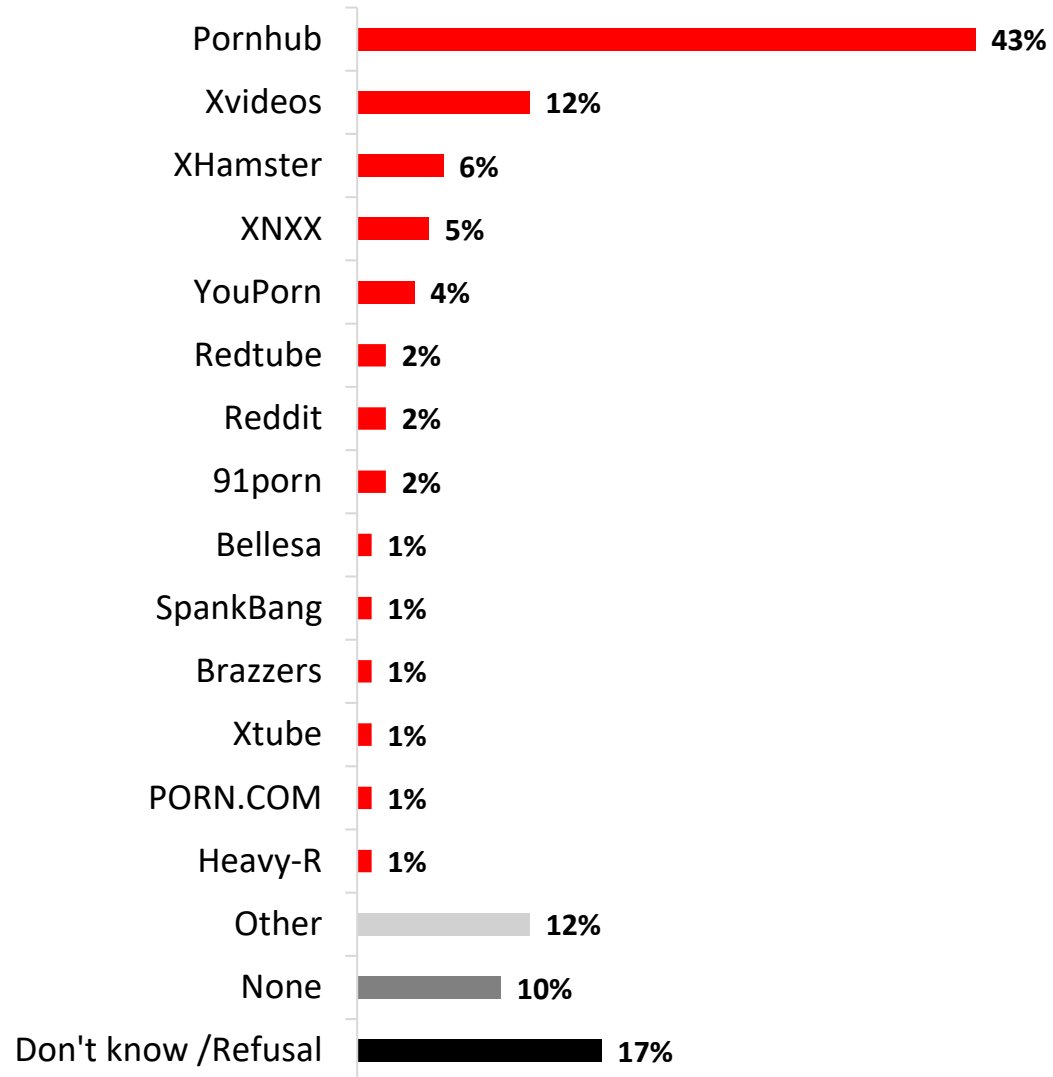


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	379	67	87	145	80	131	172	77	276	103
Unweighted n =	370	70	81	119	100	85	180	105	267	103
Less than 20 minutes	61%	56%	54%	65%	63%	57%	57%	74%	58%	68%
Between 20 minutes to 59 minutes	29%	24%	37%	26%	29%	33%	31%	14%	30%	26%
Between one hour to seven hours	10%	17%	10%	9%	7%	9%	11%	10%	12%	5%
More than seven hours	1%	3%	0%	0%	1%	0%	1%	2%	1%	0%

MOST VISITED SITES

ATL4. What porn sites do you visit most?

Base: Respondents who have watched pornography in the past year (n=370)



MOST VISITED SITES - DETAILS

ATL4. What porn sites do you visit most?

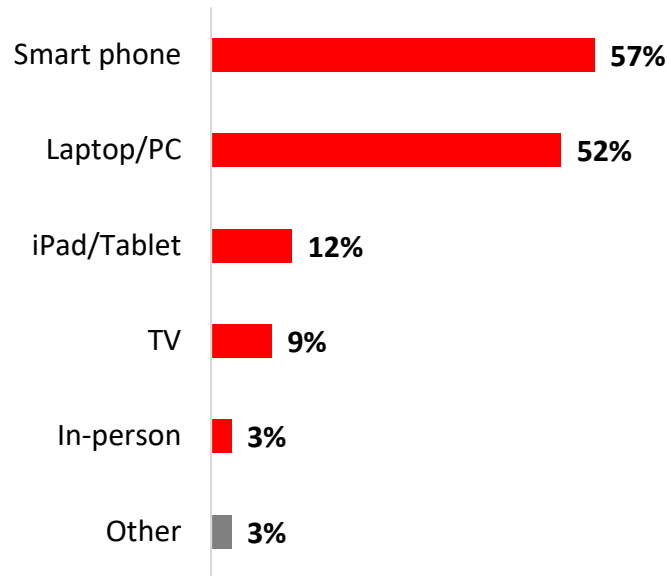
Base: Respondents who have watched pornography in the past year

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	379	67	87	145	80	131	172	77	276	103
Unweighted n =	370	70	81	119	100	85	180	105	267	103
Pornhub	43%	42%	52%	41%	37%	55%	41%	27%	39%	54%
Xvideos	12%	12%	9%	16%	7%	15%	12%	5%	10%	15%
XHamster	6%	5%	9%	4%	5%	8%	6%	1%	6%	4%
XNXX	5%	2%	6%	8%	2%	7%	6%	2%	6%	5%
YouPorn	4%	4%	4%	2%	6%	2%	5%	4%	4%	2%
Redtube	2%	0%	1%	3%	2%	2%	2%	0%	1%	3%
Reddit	2%	1%	5%	1%	0%	4%	1%	0%	2%	1%
91porn	2%	0%	1%	2%	3%	0%	4%	0%	2%	1%
Bellesa	1%	2%	1%	0%	1%	2%	0%	1%	0%	3%
SpankBang	1%	1%	0%	2%	1%	0%	2%	1%	1%	0%
Brazzers	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%
Xtube	1%	2%	0%	0%	2%	1%	0%	3%	1%	1%
PORN.COM	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
Heavy-R	1%	4%	0%	0%	0%	2%	0%	0%	1%	1%
Other	12%	10%	10%	14%	14%	11%	13%	11%	12%	12%
None	10%	6%	14%	9%	10%	8%	10%	12%	11%	6%
Don't know /Refusal	17%	24%	17%	13%	21%	10%	14%	37%	19%	14%

MEDIUMS USED TO ACCESS PORNOGRAPHY

ATL5. Through which medium do you usually access pornography? *Select all that apply**

Base: Respondents who have watched pornography in the past year (n=370)



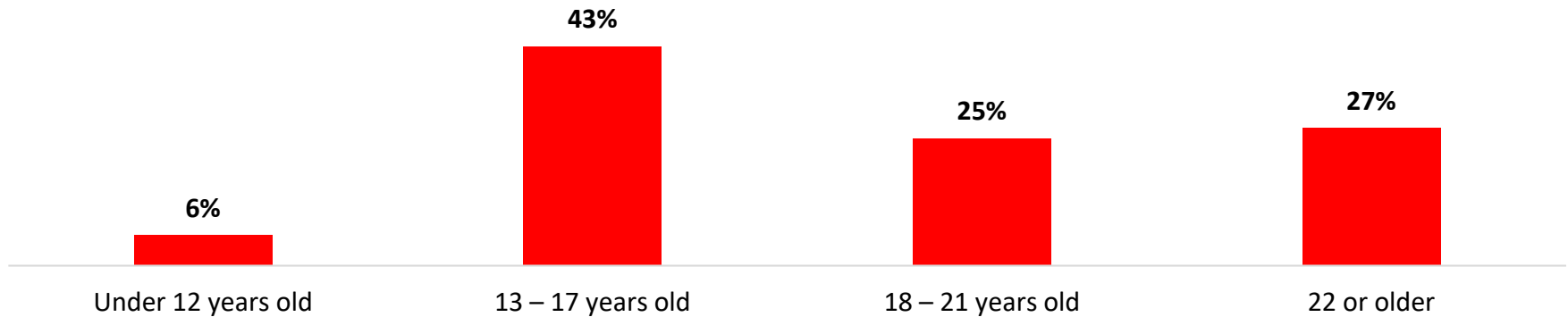
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	379	67	87	145	80	131	172	77	276	103
Unweighted n =	370	70	81	119	100	85	180	105	267	103
Smart phone	57%	69%	65%	53%	45%	77%	59%	19%	50%	75%
Laptop/PC	52%	48%	53%	51%	55%	40%	51%	75%	61%	29%
iPad/Tablet	12%	12%	7%	12%	17%	8%	16%	9%	12%	11%
TV	9%	16%	6%	7%	13%	3%	15%	9%	11%	7%
In-person	3%	9%	0%	3%	2%	2%	4%	2%	4%	0%
Other	3%	1%	2%	5%	1%	5%	2%	1%	4%	0%

*Since respondents could give more than one answer, the total may exceed 100%.

AGE AT WHICH YOU STARTED WATCHING PORNOGRAPHY

ATL6. From what age did you start to watch or use pornography?

Base: Respondents who have watched pornography in the past year (n=370)

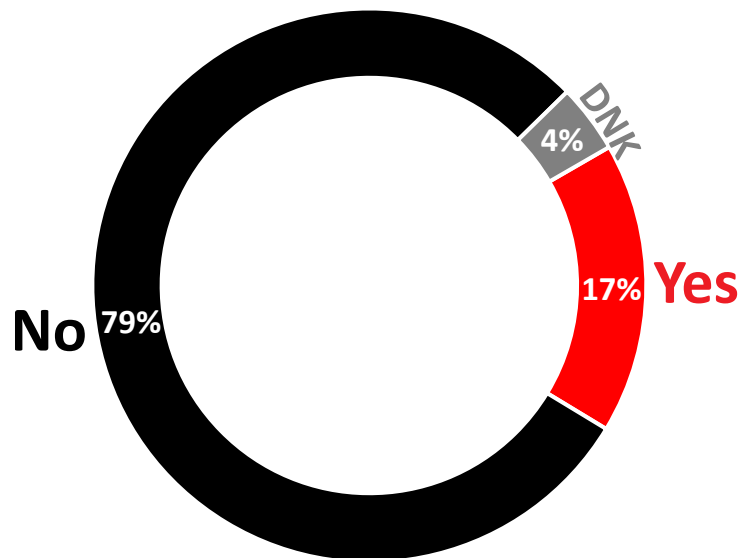


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	379	67	87	145	80	131	172	77	276	103
Unweighted n =	370	70	81	119	100	85	180	105	267	103
Under 12 years old	6%	14%	4%	2%	8%	6%	6%	5%	5%	8%
13 – 17 years old	43%	32%	51%	48%	32%	53%	42%	26%	47%	30%
18 – 21 years old	25%	32%	18%	26%	23%	33%	23%	16%	24%	26%
22 or older	27%	22%	27%	24%	37%	8%	29%	54%	23%	36%

ADDICTION TO PORNOGRAPHY

ATL7. Have you ever felt like you were addicted to pornography?

Base: Respondents who have watched pornography in the past year (n=370)

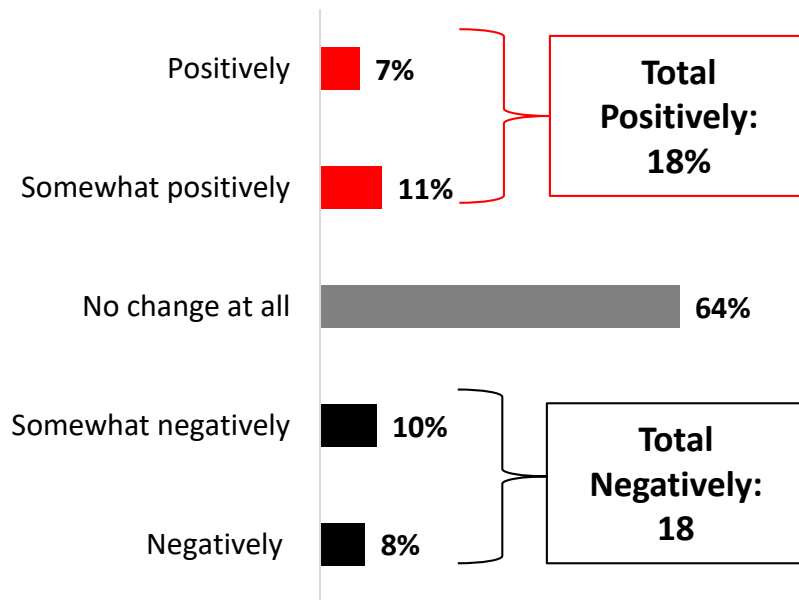


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	379	67	87	145	80	131	172	77	276	103
Unweighted n =	370	70	81	119	100	85	180	105	267	103
Yes	17%	20%	12%	18%	16%	17%	19%	9%	20%	7%
No	79%	75%	82%	78%	82%	76%	79%	85%	75%	91%
Don't know	4%	5%	6%	4%	2%	6%	1%	6%	5%	2%

IMPACT OF PORNOGRAPHY ON YOU

ATL8. How has pornography affected you personally? Positively, negatively or not at all?

Base: Respondents who have ever watched porn (n=543)



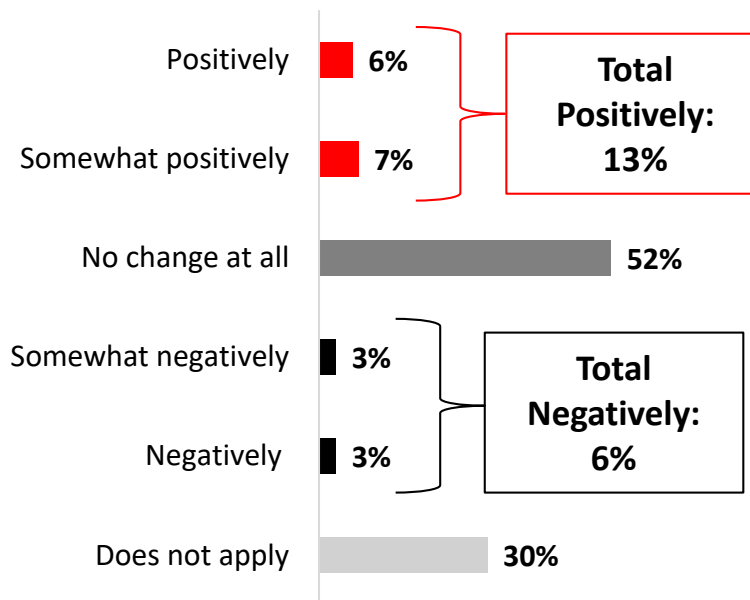
- Higher proportion among :**
- Respondents who are addicted to pornography (**58%**)
 - Respondents who started watching pornography between 13 and 17 years of age (**25%**)

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	539	100	112	203	124	157	228	154	330	209
Unweighted n =	543	103	110	178	152	103	239	201	339	204
Total Positively	18%	16%	18%	19%	16%	22%	23%	6%	21%	12%
Positively	7%	10%	4%	9%	5%	6%	11%	1%	9%	3%
Somewhat positively	11%	6%	14%	11%	12%	16%	12%	5%	12%	9%
No change at all	64%	65%	63%	63%	67%	56%	60%	80%	59%	73%
Total Negatively	18%	19%	19%	17%	16%	23%	17%	14%	20%	15%
Somewhat negatively	10%	9%	8%	11%	9%	13%	9%	7%	12%	5%
Negatively	8%	10%	12%	6%	7%	10%	8%	7%	8%	9%

IMPACT OF PORNOGRAPHY ON YOUR RELATIONSHIP

ATL9. How has pornography affected your relationship with your partner? Positively, negatively, or not at all?

Base: Respondents who have ever watched porn (n=543)

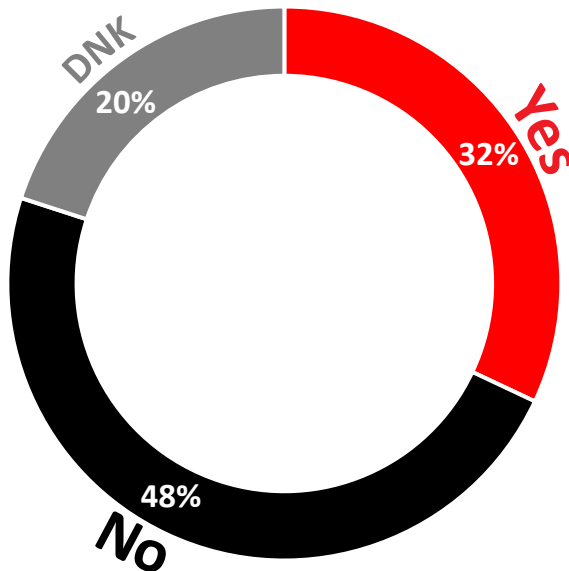


	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	539	100	112	203	124	157	228	154	330	209
Unweighted n =	543	103	110	178	152	103	239	201	339	204
Total Positively	13%	16%	12%	11%	13%	8%	20%	6%	13%	12%
Positively	6%	9%	2%	6%	8%	3%	11%	2%	7%	5%
Somewhat positively	7%	8%	10%	5%	5%	5%	9%	4%	7%	7%
No change at all	52%	58%	51%	47%	55%	46%	44%	69%	49%	55%
Total Negatively	6%	5%	4%	7%	6%	5%	8%	4%	6%	5%
Somewhat negatively	3%	4%	3%	4%	2%	3%	4%	2%	4%	1%
Negatively	3%	1%	1%	3%	4%	2%	4%	1%	2%	4%
Does not apply	30%	20%	34%	35%	26%	41%	28%	21%	31%	28%

INCREASE THE DIFFICULTY OF ACCESS FOR ADULTS

ATL10. Do you feel it should be more difficult for adults to access pornography?

Base: All respondents (n=1,002)



Higher proportion among :

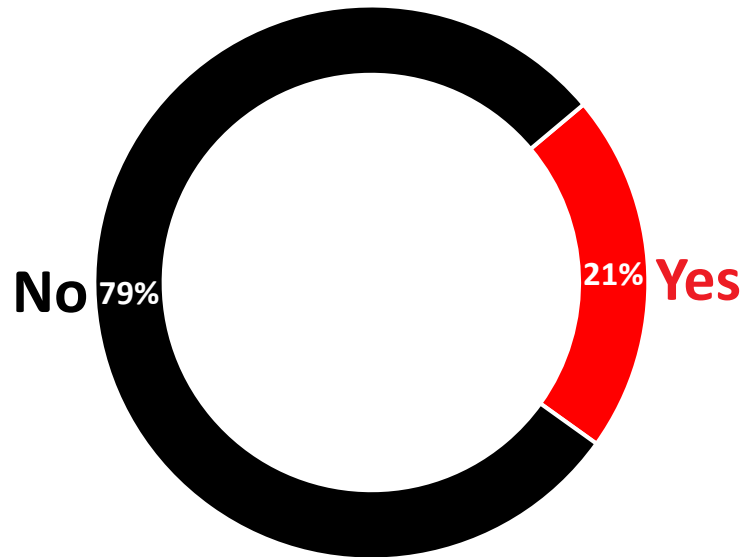
- Respondents who are addicted to pornography (49%)

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,002	179	217	372	233	247	433	322	486	516
Unweighted n =	1,002	192	210	328	272	164	455	383	487	515
Yes	32%	33%	38%	34%	22%	32%	24%	42%	22%	41%
No	48%	44%	47%	45%	57%	49%	55%	37%	59%	37%
Don't know	20%	23%	15%	21%	21%	18%	20%	21%	18%	22%

CHILDREN'S ACCESS TO PORNOGRAPHY

ATL11. Do you find it difficult to restrict your children's access to pornography?

Base: Respondents who have children (n=285)



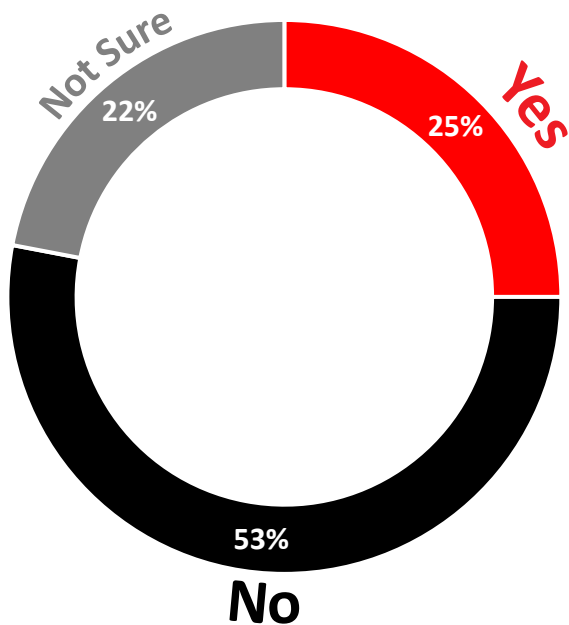
	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	285	50	62	103	71	67	199	19	132	153
Unweighted n =	285	48	60	95	82	47	216	22*	133	152
Yes	21%	18%	18%	21%	25%	16%	22%	20%	20%	22%
No	79%	82%	82%	79%	75%	84%	78%	80%	80%	78%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

PORNOGRAPHY AS A PUBLIC HEALTH CRISIS

ATL12. Do you feel that pornography is a public health crisis in the United States?

Base: All respondents (n=1,002)



Higher proportion among :

- Respondents who are addicted to pornography (**44%**)

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female
Weighted n =	1,002	179	217	372	233	247	433	322	486	516
Unweighted n =	1,002	192	210	328	272	164	455	383	487	515
Yes	25%	27%	27%	26%	21%	28%	20%	30%	20%	30%
No	53%	47%	49%	54%	59%	49%	62%	44%	67%	40%
Not sure	22%	26%	23%	20%	20%	24%	18%	26%	13%	30%

WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly **Omnibus** to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE

n=

REGIONS

	NATIONAL	1,500	CANADA
	PROVINCIAL	1,000	QC, ON, AB, BC
	MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
	WESTERN	1,500	BC, AB, SK, MB
	AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

[CONTACT US](#)



APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The table below presents the American geographic distribution of respondents before weighting.

US region	Unweighted	Weighted
NorthEast	192	179
MidWest	210	217
South	328	372
West	272	233

DETAILED METHODOLOGY

Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender and age for The United States.

GENDER	Unweighted	Weighted
Male	487	486
Female	515	516

AGE	Unweighted	Weighted
Between 18 and 29	114	184
Between 30 and 39	203	208
Between 40 and 49	188	186
Between 50 and 64	280	250
65 or older	220	172

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

CALGARY | EDMONTON | MONTREAL | PHILADELPHIA
QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG