

WHAT DRIVES *women* TO PORN?

CRYSTAL RENAUD DAY, MAPC

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INTRODUCTION & GOALS:

The purpose of this project is to show a greater number of women use pornography than previous statistics support. Additionally, this project explores the factors that influence women to use pornography to reveal the correlation between it and other pleasure-seeking behaviors to account for the growth among female consumers.

BACKGROUND & METHODS:

In a 10-part research survey, women answered 78 questions on a range of topics from childhood to pornography use to mental health, and related issues. Pornography was defined as any content used for erotic purpose, including but not limited to adult websites, erotic literature, magazines, anime, and movies.

PARTICIPANTS:

- 1,321 anonymous female volunteers
- Ages 18 to 65+ from 58 countries
- Collected July 21-August 20, 2023
- Used, consumed, and/or addicted to pornography in the past or present

REFERENCES:

1. The 2022 Pornhub Year in Review, Pornhub, 8 Dec. 2022, <http://pornhub.com/insights>
2. Kang, Ying, et al. "Sex and eating: Relationships based on wanting and liking." *Frontiers in psychology*, vol. 6, 2016.

MAJOR FINDINGS:

According to Pornhub's 2022 Year in Review, 36% of their worldwide viewership was female, an increase of 51% since 2014. This translates to millions more women viewing pornography today than 10 years ago. It is a significant increase, yet it still paints an incomplete picture. A website such as Pornhub's, base their statistical data on registered user accounts. According to our research, 76.7% of women surveyed frequented pornographic websites, while only 13.4% ever registered a user account.

76.7%

→ HAVE FREQUENTLY VISITED PORN SITES LIKE PORNHUB

86.6%

→ HAVE NEVER REGISTERED AN ACCOUNT ON A PORN SITE

82.1%

→ HAVE NEVER PAID FOR PORN IN ANY FORM

It is often assumed women are non-visual, and use pornography because of a partner, or only use erotic literature. Our research revealed 74.9% of women surveyed used erotic literature vs. 76.7% visited pornographic websites. Only 2.2% used pornography most frequently for a partner. The primary use for pornography in our research was physical relief, with or without masturbation.

51.6%

→ MOST FREQUENTLY USED FOR PHYSICAL RELIEF

46.2%

→ MOST FREQUENTLY USED FOR EMOTIONAL RELIEF

2.2%

→ MOST FREQUENTLY USED AT PARTNER'S REQUEST

Kang et al. (2016) found a correlation between emotional sex cravings and emotional food cravings. To manage unwanted emotions or relieve stress, sex and eating (or porn and food) may play the same role. In our research, in addition to pornography or masturbation, there were three main pleasure-seeking behaviors revealed.

53.2%

→ EXPERIENCE DISORDERED EATING HABITS

23.6%

→ EXPERIENCE DISORDERED SHOPPING HABITS

45.9%

→ EXPERIENCE DISORDERED SOCIAL MEDIA HABITS

Each have the capacity to increase dopamine in the brain, similar to sexual activity, as part of the brain's natural reward system. With this increase of dopamine comes the desire to repeat the experience, often leading to compulsion or addiction.

CONCLUSION:

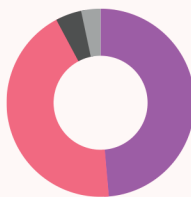
Women have long derived pleasure from food as a dopamine trigger. It stands to reason women would derive pleasure from most anything that triggers dopamine in a similar way, including pornography. Our research supports a greater number of females using pornography than previous statistics indicate. However, creating an account or paying for pornography puts women at greater risk of being caught in a behavior that many find shameful. Fear or feelings of isolation may explain the discrepancy in numbers.

ADDITIONAL FINDINGS ON PAGE 2

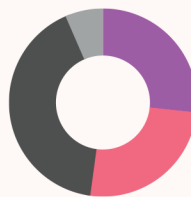
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ADDITIONAL FINDINGS:

The Poster Presentation on page 1 was presented by SheRecovery Founder Crystal Renaud Day at the American Association of Christian Counselors World Conference in Nashville, TN on September 14, 2023. Our research survey of female pornography users asked 78 questions on a variety of topics. However, most findings were not included in the presentation. Below are some of the additional findings from the 1,321 responses. These findings offer a deeper insight into women who use pornography.



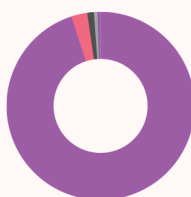
MARITAL STATUS
 SINGLE: 48.6%
 MARRIED: 43.6%
 DIVORCED: 4.5%
 OTHER: 3.3%



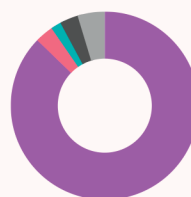
BIRTH ORDER
 YOUNGEST: 26.7%
 MIDDLE: 25.5%
 OLDEST: 41.3%
 ONLY CHILD: 6.5%



EDUCATION LEVEL
 HIGH SCHOOL/GED: 9.9%
 SOME COLLEGE: 18.9%
 ASSOCIATE OR TRADE: 11.2%
 BACHELOR'S: 41%
 POST-GRADUATE/PROF.: 19%



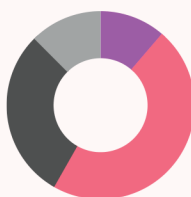
PRIMARY MOTHER FIGURE
 BIOLOGICAL MOTHER: 95%
 ADOPTIVE MOTHER: 2.7%
 GRANDMOTHER: 1.1%
 STEPMOTHER: 0.6%
 NO MOTHER FIGURE: 0.5%



PRIMARY FATHER FIGURE
 BIOLOGICAL FATHER: 87.3%
 ADOPTIVE FATHER: 3.1%
 GRANDFATHER: 1.8%
 STEPFATHER: 3.1%
 NO FATHER FIGURE: 4.7%



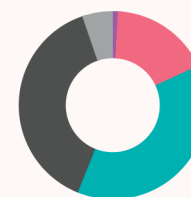
CHILDHOOD EXPERIENCES (TOTALS OUT OF 1,321 WOMEN)
 PARENT HAD MENTAL ILLNESS: 431
 PARENT HAD AN ADDICTION: 274
 VICTIM OF PHYSICAL ABUSE: 219
 VICTIM OF SEXUAL ABUSE: 632
 PARENTS DIVORCED: 306



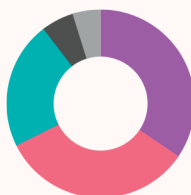
PORN EXPOSURE (AGE)
 AGE 7 OR YOUNGER: 11.3%
 AGE 8 TO 12: 46.9%
 AGE 13 TO 17: 29.3%
 AGE 18 OR OLDER: 12.5%



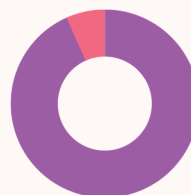
PORN EXPOSURE (TYPE)
 INTERNET: 34.4%
 EROTIC FICTION: 26%
 MAGAZINE: 12.7%
 DVD OR VHS VIDEO: 11%
 CABLE OR TELEVISION: 15.9%



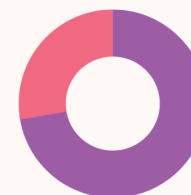
AGE OF REGULARLY OR FREQUENTLY USING PORN
 AGE 7 OR YOUNGER: 2.1%
 AGE 8 TO 12: 17.2%
 AGE 13 TO 17: 37.4%
 AGE 18 TO 30: 38%
 AGE 30 OR OLDER: 5.3%



MOST COMMON TRIGGERS
 LONELINESS: 34.5%
 SEXUAL AROUSAL: 33.1%
 STRESSED: 22%
 TIREDNESS: 5.6%
 ANXIETY: 4.8%



EVER ATTENDED A SUPPORT GROUP
 NO: 93.3%
 YES: 6.7%



EVER SOUGHT COUNSELING FOR PORN USE
 NO: 72.3%
 YES: 27.7%