

# THE PORN EPIDEMIC

Facts  
Stats &  
Solutions

by: Josh D. McDowell

**The Porn Phenomenon Study...Barna Research  
"Porn in the Digital Age: New Research Reveals 10 Truths"**



## Excerpts from The Porn Phenomenon

“The word ‘pornography’ is a combination of two Greek words: *pornē*, meaning ‘prostitutes,’ and *graphein*, ‘to write about.’ In ancient times, pornography was not images but words.”

“Important element is the function of the content – that is, the purpose intended by the creator, adopted by the user, or both.

What is Porn?

“How do Americans define pornography? While nearly everyone agrees that ‘an image of sexual intercourse’ is definitely porn, the issue of function seems to be at the center of most people’s thinking. If you use it for masturbation or personal arousal, it’s porn. Simple as that.”

“Most of us have probably been to an art museum or taken an art history class in which we saw fully nude statue or painting. You probably didn’t consider that pornography, and most Americans agree with you. Less than one-quarter of adults over age 25 (24%) consider a fully nude image to be objectively pornographic.”

“But if it that fully nude image is sexually arousing, that’s a different story. Half of adults over age 25 (53%) say that ‘a fully nude image that is sexually arousing’ is definitely pornography. It is the second-highest defining factor in the younger age groups, with nearly seven in 10 young adults (69%) and eight in 10 teenagers (78%) agreeing.”

“When asked what is ‘definitely porn,’ teenagers and young adults are more likely than older adults to consider any of the options to be pornography. This may come as a surprise. One might assume that, having grown up in a hypersexualized culture where nude images and sexual situations are part of everyday life, younger Americans might have become sexually desensitized. But it seems such desensitization takes time – curiosity and the ‘forbidden’ nature of sex may play a role in teens and young adults feeling as if more content is risqué.”

“For many people, it’s not just the user’s intent that defines something as pornographic, but also the producer’s intent. More than eight out of 10 adults 25 and older indicate an image is porn if it is comprised of ‘sex scenes that make up most or all of a video, with very little story’ (84%); two-thirds consider a ‘still picture of sexual acts’ to be pornography (66%); and six in 10 consider ‘close-up still pictures of genitals’ to be porn (61%). Teens and young adults report similar views, but are again somewhat more likely to put many of the options in the porn category.”

“The context of a sex scene also matters a great deal to people’s perceptions. A lack of narrative seems to indicate to most teens and adults that the primary purpose of the scene is to arouse the viewer - and therefore, is porn. On the other hand, ‘sex scenes that are a short part of a broader story’ are considered pornographic by just two in five adults (22%) and three in 10 teens and young adults(31%). If a sex scene is integral to a story, most Americans do not consider it pornography.”

“The genesis of pornography- the written word – still counts as porn for some Americans. Three in 10 adults (30%) and four in 10 teens and young adults (41%) consider sex scenes described in a written story to definitely be porn. The massive popularity of the 50 Shades of Grey novels lends credibility to this idea.”

“Teens & Young Adults Who Have Sent a Nude Image (%among U.S. teens and young adults).

- Sent a nude image: 41%
- Sent the nude image to: 75% to a boyfriend or girlfriend

### Talking About Porn

“As any parent or youth pastor can tell you, the teen and young-adult years are characterized by sexual discovery and identity formation – and much of that work is done in the company of peers. It is therefore unsurprising to find that more than one-quarter of 13- to 24 – year-olds talk to their friends about porn, either often or occasionally (28%). Young adults (34%) talk about porn more often than their teenage counterparts (18%). Heading off

to college and breaking away from parental supervision may create conditions for greater freedom to discuss and explore sexual topics. (The fact that half of young adults estimate that ‘all’ or ‘most’ of their friends regularly look at porn, compared to only one-third of teens, supports this case.) Peer evaluation, guidance and approval are a more prominent part of life in young adulthood. As such, discussions about porn may more easily become part of everyday interactions.”

“Predictably, young men (36%) report talking about porn with their friends more often than young women (20%). This may be because men look at porn more often than women – at least that seems to be the general assumption among teens and young adults. (It’s also true). Twenty-two percent say men view porn most often; 42 percent say ‘mostly men and few women’ consume pornography; and about one-third say porn consumption is split evenly between the sexes (33%).

“Among those who talk with friends often, occasionally or seldom about pornography, most do so in a way that is either accepting (36%) or neutral (42%). An additional 16 percent talk with their friends about porn in a positive or lighthearted way, with no one expressing shame for having viewed it. Teens and young adults generally assume that most people look at porn at least on occasion, and the morality of porn is rarely discussed or even considered. Just one in 10 teens and one in 20 young adults report talking with their friends about porn in a disapproving way.”

“Porn’s prevalence among their friends: Half of young adults (49%) and one-third of teens (32%) say all or most of their friends regularly view porn.”

“To measure frequency of porn use in the United States, Barna asked a nationally representative panel ages 13 and older 1) how often they ‘come across’ porn, even if they are not seeking it out, and 2) how often they ‘actively seek out’ porn.”

“Of men 25+, 65 percent come across porn at least once or twice a month, with 25 percent less often than that. Forty-seven percent of these men seek



it out at least once or twice a month with another 19 percent seeking it out less often. Only 10 percent of men 25+ say they never seek out porn.”

“Among women 25+, 34 percent come across porn at least once or twice a month, with 42 percent less often than that. Twelve percent of these women seek it out at least once or twice a month with another 16 percent seeking it out less often. Seventy-three percent of women 25+ say they never seek it out.”

“The ‘pornification’ of pop culture is, at least in some ways, the byproduct of a broader cultural shift against authority and objectivity, particularly in youth culture, that manifests in self-expression, subjectivity and experimentation.<sup>17</sup> The normalization of porn is creating a hypersexualized culture in which younger generations are now coming of age. They, in turn, tend to be more open to sexual experimentation and self-expression – leading to further social acceptance of sexually explicit content. It’s unclear where (or if) this self-perpetuating feedback loop will end.”

### Why People Use Porn

“How often do people view porn? is an important question. Even more important, however, is why they view it. As discussed in the previous chapter, function takes precedence over form. Without recognizing the reasons that compel people to use pornography – regardless of how often they use it – it’s impossible to know what spiritual, relational or emotional needs lie at the root of their compulsion.”

“With this in mind, let’s examine the reasons people say they use porn, and look at some of the differences between groups.”

The most common reason among both teens and adults is personal arousal (62%). Other top reasons include ‘curiosity’ (31%), ‘it’s just fun’ (29%), ‘to get tips or ideas for my own sex life’ (28%), ‘boredom’ (25%) and ‘to set the mood with a spouse/girlfriend/boyfriend/partner’ (24%). (There are significant generational differences that we’ll explore, as well.).”

“Among those who view porn for personal arousal, 13 percent actively seek it out on a daily basis, 29 percent do so weekly, 33 percent once or twice a month and 26 percent less often. The majority searches for porn weekly or monthly (62%).

“There is a high correlation between frequent use and doing so for personal arousal. Among those who seek out porn on a daily basis, 76 percent do so for personal arousal. Among those who search weekly, 72 percent do so for personal arousal. And among those who seek it out once or twice a month, 71 percent do so for personal arousal.”

“Those who search for porn because ‘it’s just fun’ are more likely to view porn on a daily basis (54%). Somewhat similarly, ‘to express my sexuality’ is most common among those who use porn daily (24%) or weekly (20%), but less so among those who do so once or twice a month (5%) or less often (6%).

“Most of our cultural forebears looked to a higher being as the ultimate source of moral knowledge and the final moral authority. But recent Barna research shows that today’s Americans are more prone to turn inward for such knowledge. Half of all U.S. adults believe that ‘ethics and morals are based on what seems right to a person based on their own judgment and ideas’ (53%). Nine out of 10 believe ‘people should not criticize someone else’s life choices’ (89%) and eight out of 10 say ‘people can believe whatever they want, as long as those beliefs don’t affect society’ (79%). This inward-oriented search for truth or purpose also leads nine out of 10 adults to agree ‘the best way to find yourself is by looking within yourself’ (91%) and 86 percent to say ‘to be fulfilled in life, you should pursue the things you desire the most.’ When it comes to the sexual expression of that desire, nearly nine out of 10 Americans believe ‘each person has to decide his or her own sexual boundaries’ (88%).”

“In other words, the only moral code most people agree on is that each person is the sole moral authority for himself. Each individual must decide for himself what is right and wrong, taking into account his needs, desires,

hopes and dreams. In their book *Good Faith*, David Kinnaman and Gabe Lyons call this the *morality of self-fulfillment*.<sup>18</sup>

“Because self-fulfillment is the final word on morality in today’s culture.”

“Keeping in mind the underlying assumption that self-fulfillment is a moral nonnegotiable.”

“Older adults seem to retain a greater vestige of Judeo-Christian morality than younger Americans. For example, ‘overeating’ (58%) and ‘wanting something that belongs to someone else’ (57%) are both sins according to Christian tradition: gluttony and covetousness. Nearly six in 10 adults 25 and older say these actions are immoral, compared to just half of teens and young adults who say overeating is wrong (48%) and one-third who believe coveting is wrong (32%).”

“The moral code of self-fulfillment is alive and well in both age groups. ‘Thinking negatively about someone with a different point of view’ is perceived to be always or usually wrong by more than half of teens and young adults (55%) and adults 25 and older (55%). The highest moral good is not figuring out what is right, but accepting each person’s view as ‘right for them.’”

“For most teens and young adults, using porn seems to fall into this category. Only one-third believes viewing pornographic images is always or usually wrong (32%), compared to more than half of older adults (54%). About one-quarter says reading erotic content (27%) or watching sexually explicit TV or movie scenes (24%) is immoral.”

“There appears to be a momentous generational shift underway in how pornography is perceived, morally speaking, within our culture – at least when it comes to each person choosing for himself whether to use porn. Yet when it comes to assessing porn’s impact on society more broadly, people are more apt to hold a negative view.”

“Which present an interesting paradox of belief: Porn is fine for individuals but bad for society.”

“Porn use by any church leader is a problem, but senior pastors’ responses are cause for particular concern. Senior leaders are more likely than their youth leader counterparts to say that their job makes it easy to use porn in secret and that neither their spouse nor even a trusted friend is aware of their struggle. There also seems to be a tendency among senior leaders to underestimate or downplay the impact of porn use both on their ministry and on their relationships. And although a majority says they feel guilt or shame related to their porn use, senior pastors are less likely than youth leaders to say so.”

### What We Are Doing for Pastors

“Barna asked self-identified Christians 25 and older what they think should be done if a church finds out its pastor is using porn. Two out of five (41%) think the pastor should be fired or asked to resign. Three in 10 say he should take a leave of absence until he stops (29%). Combined, that’s seven out of 10 Christians who say a pastor should leave ministry, at least for the time being, if he is found to be using porn.”

“Rev. Marlene Soffera is a minister ordained by the Church of God (Anderson). She has served local congregations as an associate pastor and as a lead pastor, and serves the wider church as a speaker at retreats and conferences. Marlene co-facilitates a weekly LIFE Ministries support group for wives of sex addicts, and leads workshop for clergy and lay leaders on the topic of pornography addiction. Marlene and her husband of 42 years, Greg, live in California.”

**Q:** “You co-lead a support group for wives of sex addicts. In your experience, what are the most common relational effects of porn use? What do you hear from women about the effects of their husband’s sex addiction?”

**A:** “The breakdown of trust is the number-one issue reported by wives of sex addicts. This is true no matter the form in which their husband’s addiction manifests itself, all the way from ‘simple’ use of pornography to extramarital affairs (often with the wife’s friends or relatives), prostitutes, rape, pedophilia, etc. Every one of these activities is shrouded in secrecy



and layers of lies and broken promises. When the lies finally come to light, usually in a dramatic discovery, the wife's trust in her husband is almost completely shattered. It is a very long and difficult process to rebuild trust."

"Second, a husband's addiction often creates huge self-esteem problems for his wife. A woman tends to compare herself unfavorably to the virtual women in her husband's life. She instinctively feels that she does not measure up. She is not enough in and of herself to satisfy her spouse, so her self-esteem takes a nosedive. On top of that, many a sex-addicted husband tells his wife about the many ways in which she is inadequate, actually blaming her for his addiction: 'I wouldn't need pornography if only you...had bigger boobs/was thinner/ wore your hair differently/were more aggressive sexually/were more passive sexually/wore this costume.' The wife is left feeling worthless, guilty and shameful. Wives age, and simply cannot compete with enhanced pornographic females who are perpetually in their teens and early twenties."

"A third damaging issue is a lack of intimacy, both emotionally and (often) physically. At its core, sexual addiction is an intimacy disorder. The addict often struggles to achieve a genuine emotional intimacy with his wife, often because of childhood wounds. He finds it much easier to bond with a virtual wife/sex partner because there is no need for relational give and take. There's just take. Perhaps surprisingly, sex addicts also often struggle with physical intimacy. A husband can't control the outcome a sexual encounter with his wife in the same way he can when 'engaging' just with himself. Many addicts deprive their wives of sexual encounters because: 1) They have difficulty achieving an erection or otherwise 'performing' without the constant visual stimulation pornography provides, and 2) they have already 'spent' themselves (sometimes several times a day) with their pornographic 'partners.' There is simply nothing left to give to their wives. Because of this emotional physical distance, wives of sex addicts often feel very alone."

"These three issues contribute to anger and depression in the wife, and often lead to separation and divorce. This goes on to affect generations of children and grandchildren. Pornography use and abuse is not a victimless crime. It is a crime against the whole family."

**Q:** “Only about one in 11 churches has a program specifically designed to help people who are struggling with porn use. When about one-third of practicing Christian men and teen boys report seeking porn at least once a month, any ideas about why so few churches offer support within the worshiping community? What would you tell leaders who want to offer something but aren’t sure where to start?”

**A:** “A number of Christian-based recovery groups for pornography/sex addicts are designed to be led by recovering addicts. They are not programs that ‘just anyone’ can effectively lead. Church boards don’t simply decide to start such a ministry like they might vote to start a food pantry or bus ministry. It’s like Alcoholics Anonymous. It requires a leader to be transparent enough to say, ‘I’m a recovered sex addict, and I want to start a chapter affiliated with such-and-such ministry.’ That kind of vulnerability can come at a huge cost. Will the church leadership throw the guy off the board if he admits to that kind of sinful past or ongoing struggle? Will they ‘de-Christianize’ him? If that man starts the group and promotes it to the congregation, will the laity shun him for his less-than-holy thoughts and actions? If that man is the pastor, will the church fire him for being a sex addict? Sex and sex addiction is a touchy subject in the church, shrouded in mystery, misunderstanding and a great deal of shame. Offering support within the worshiping community requires a very brave, committed and recovering leader who is willing to suffer negative consequences in order to provide healing and hope to others. Many congregations simply do not have a person who is sufficiently recovered to lead, or sufficiently brave to be that vulnerable.”

“If church leadership feels led to address the issue but doesn’t have a qualified leader at hand, they can still find a path to ministry. That path begins with research. A simple Internet search for Christian sex addict recovery groups will yield several options to explore, such as L.I.F.E. Ministries, Covenant Eyes, etc. These groups have lots of resources, and can often direct people to a recovery group in their community or a nearby city. The pastor could inquire at the city’s ministerial association to see if some other congregation already has such a support group in place. These

groups are usually very willing to accept ‘outsiders’ into their group. It is not unusual for one denomination to start and host a support group that ends up with participants from many different denominations. Each separate church can promote and support the work of the church that started the ministry. (It’s called being the Church!)”

**Q:** “Looking at the Barna findings, what (if anything) stands out to you as encouraging, and why? What (if anything) do you find discouraging, and why?”

**A:** “Encouraging: the fact that more and more people are approaching their pastor or youth pastor for help with their pornography issues.

Discouraging:

- Porn use is considered amoral or is increasingly accepted.
- A significant minority of respondents do not consider non-consensual sex acts to be ‘always wrong.’
- Women’s use of pornography is on the rise.

“Increasing acceptance of pornography use will lead to increasing levels of actual sex addiction. Any, even slight, trend in the direction of normalizing non-consensual sex acts contributes to a worsening of our current rape culture. And women’s increasing use of pornography will lead them into addiction just as it does for men, and the consequences will be equally devastating. The effects of a woman’s addiction on her husband are just as devastating as a husband’s addiction on his wife. All of the issues of trust, self-esteem, intimacy, anger, depression and so on are the same when the tables are turned.”

**Q:** “In your experience, how does life stage play a role in someone’s motivations for porn use? How, if at all, does that change your approach to, say, teens and young adults from your approach to married, older adults?

**A:** “The Barna research shows that people across the age spectrum use porn ‘for personal arousal’ along with boredom, curiosity, fun, etc. The reality for the addict – differentiated from a more casual user – is that porn is their drug of choice to medicate the pain of past wounds (often these are

‘father wounds,’ and that’s why I recommend therapy to get to the core of the problem). Few middle-aged people who don’t already drink, do drugs or use pornography suddenly decide to start using. Rather, people usually choose how to deal with pain at a young age. While alcohol and drugs are most common, pornography is rising rapidly – and most young people do not even realize it is ‘medication.’ Curious teens or twentysomethings (or even children) are hooked long before they know the ‘why’ of their woundedness. We need to address the issue with teenagers and point them in the direction of healing before that happens. Unfortunately, the challenge is how to do that with the awareness, full acceptance and consent of their parents.”

“For married, older adults, we’re not dealing with new users, but people who have ingrained behaviors and corresponding issues. My approach is as I mentioned above: recovery groups, individual counseling and marriage counseling. It is extremely rare to hear of a miraculous prayer cure for an addict.”

(A Barna report produced in partnership with Josh McDowell Ministry, “Excerpts From The Porn Phenomenon – part of Pornography in the Digital Age”)

## **“The Porn Phenomenon” (from Facts and Stats About Pornography)**

“Today, our team had the privilege of launching a new nationwide study about pornography. It is a massive research project examining teenagers, young adults, and Americans in general as well as pastors and youth pastors – more than 3,000 interviews in total across a range of questions.”

(David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

### **“Porn: What Is It and Why Use It?”**

1. **“Porn is notoriously difficult to define. For Americans, it’s more a question of function than form.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “The defined porn mostly based on the function it serves: for the purpose of sexual arousal.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Most Americans do not believe full nudity or especially partial nudity qualify as porn.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “There is a wide range of definitions of porn across various segments of society.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
2. **“People use porn for the obvious: arousal. But also for boredom, curiosity, and fun.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Younger adults and teens are more likely than older adults to use porn for boredom, curiosity and fun.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Those 25- to 50-year-old tend to use for getting sex tips or to set a mood with a partner.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “‘Being less risky than actual sex’ is higher motivation among both teens and older adults—for different reasons, presumably.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

## **“The Morality of Porn”**

3. **“One of the favorable realities uncovered by the research is the degree of transparency respondents display on the topic.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Porn is a much more readily ‘researchable’ topic than it was two decades ago. It’s a subject that does not have the same social taboo that it once did. When respondents were allowed to ‘opt-out’ of questions of a personal nature, more than 90% continued through the survey questions, indicating data reliability.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
4. **“Most Americans believe porn is ‘bad for society,’ but those attitudes are shifting toward neutrality or ‘good for society’ among younger generations.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
5. **“Only small minority of adults who use porn report much ‘guilt’ about porn.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Teens are most likely age segment to experience feelings of guilt, although it’s still a minority of teenagers.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Practicing Christians are twice as likely as others to experience guilt.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
6. **“Teens and young adults have ‘encouraging’ or ‘accepting’ conversations toward porn.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “When they talk about porn with friends, 89% of teens, and 95% of young adults say they do so in a neutral, accepting, or encouraging way. That is, only one in 20 young adults and one in 10 teens say their friends think viewing pornography is a bad thing.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)



7. **“Teens & young adults view ‘not recycling’ as more immoral than viewing porn.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “32% say viewing porn is ‘usually or always wrong’ compared to 56% who say not recycling is ‘usually or always wrong.’” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “Porn in the ‘Screen Age’”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
8. **“Pornography has gone almost completely digital.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “Example: 71% of adults, 85% of teens and young adults who have viewed pornography did so using online videos” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “Magazines, graphic novels, on-demand videos and cable or rented/purchased DVDs are a very small part of the ‘market.’” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
9. **“Not only is porn more accessible in the digital context, but unsolicited porn has increased substantially as well.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “Nearly half of young adults say they come across porn at least once a week—even when they aren’t seeking it out.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
  - “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.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
10. **“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.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “Teenage girls and young women are significantly more likely to actively seek out porn than women over age 25, which is similar to men.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “However, more than half of women 25 and under ever seek out porn (56% versus 27% among women 25-plus) and one-third seek it out at least monthly (33% versus just 12% among older men).” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “In contrast, among teen and young adult men, 81% ever seek it out and 67% at least monthly. Among men ages 25-plus, the comps are 65% and 47” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

**11. “Most teens are ‘sexting’—either on the receiving or sending end of sexually explicit images.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “62% of teens and young adults have received a sexually explicit image and 41% have sent one (usually from/to their boy/girlfriend or friend).” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

## **“Porn and Pastors”**

**12. “Most pastors (57%) and youth pastors (64%) admit they have struggled with porn, either currently or in the past.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “Overall, 21% of youth pastors and 14% of pastors admit they currently struggle with using porn.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “About 12% of youth pastors and 5% of pastors say they are addicted to porn” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “87% of pastors who use porn feel a great sense of shame about it.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “55% of pastors who use porn say they live in constant fear of being discovered.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “The vast majority of faith leaders who struggle with porn say this has significantly affected their ministry in a negative manner. It is not clear why, but youth pastors are twice as likely as pastors to report this kind of unfavorable impact.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

**13. “There is a big difference of opinion between faith leaders and congregants when it comes to the consequences for pastors who struggle with porn.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “Only 8% of pastors think that a pastor should resign his/her position if s/he is struggling with porn. Most pastors think s/he should deal with the struggle through counseling or accountability.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “In contrast, 41% of adult Christians think that pastors should be fired or asked to resign if they are found to be using porn. Younger Christians are more likely to take a grace-filled approach.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

**14. “The vast majority of the faith community, including leaders and laity, believe pornography is a bigger problem in the Church than it was two decades ago. But many do not know what to do about it.”** (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “93% of pastors and 94% of youth pastors say it is a much bigger or somewhat bigger problem than it was in the past.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “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.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

- “Although teens seeking help are mainly teen boys, there is still a significant amount of teen girls seeking help from youth pastors.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “Men of all ages and stages, but especially married men, are coming to pastors for help with pornography struggles.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)
- “Despite the awareness of the problem, most churches do not have programs specifically designed to assist those struggling with porn use.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

“These are some sobering statistics. As I mentioned, our team is currently analyzing the research and working on our final report. Check back in April for more.” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

“You can also join us for the official, full-scale release of the study at the [Set Free Summit](#) in early April. Our team will be presenting the full study in person there!” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

“Until then, as a Christian community, what can we do to take action on research like this? We would do well to consider and pray for the very personal stories and struggles that form these numbers. In what ways can you address the challenges of the phenomenon of porn in your context today?” (David Kinnaman, “The Porn Phenomenon”, Barna, January 19, 2016, <https://www.barna.org/blog/culture-media/david-kinnaman/the-porn-phenomenon#.VvrvEulrK70>)

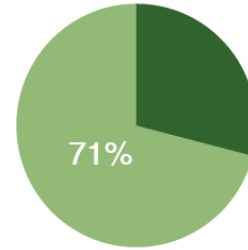
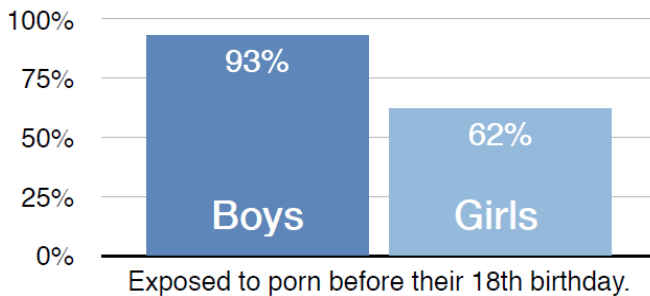
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“Porn doesn’t have a demographic...it goes across all demographics.”  
-Paul Fishbein, founder of Adult Video News

(Rich Frank, “Naked capitalists: There’s no business like porn business,” New York Times, May 20, 2001. <http://www.nytimes.com/2001/05/20/magazine/20PORN.html>)

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## “PARENT TIPS: THE POWER OF PORN”



Feel the need to hide their online activity from parents.

(“Parent Tips: The Power of Porn,” Download Youth Ministry, accessed 3.22.16, <http://www.vbconline.org/wp-content/uploads/2013/10/The-Power-of-Porn.pdf>)

## CULTURAL OBSERVATIONS

- “...having grown up in a hypersexualized culture where nude images and sexual situations are part of everyday life, younger Americans might have become sexually desensitized.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “Porn today is more hardcore, is more explicitly degrading and dehumanizing, and places an even greater focus on aggressive sexual activity.” (Miranda A. H. Horvath, Llian Alys, Kristina Massey, Afroditi Pina, Mia Scally and Joanna R. Adler, “Basically . . . Porn Is Everywhere: A Rapid Evidence Assessment on the Effects that Access and Exposure to Pornography has on Children and Young People,” A Special Report of The Office of the Children’s Commissioner, 2012.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “Scholar Robert Jensen claims these realities present us with a moral paradox: What does it say about a “civilized” society that accepts and promotes a mass media genre that is overtly cruel to women and explicitly racist?” (Robert Jensen, PhD, “Is Pornography Immoral?” Gender Studies Lecture at St. John’s University, February 4, 2013. <https://www.youtube.com/watch?v=FyXcSXMbItE&feature=youtu.be> (accessed January 2016)) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the

Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)

- **“In 2015, there were more than two billion online searches for pornography.** (“Pornography Statistics: Annual Report 2015,” Covenant Eyes. <http://www.covenanteyes.com/pornstats/> (accessed January 2016).) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **The proliferation of high-speed Internet and Internet-enabled devices has fundamentally altered the ways people view and interact with pornography.** (Eric W. Owens, Richard J. Behun, Jill C. Manning and Rory C. Reid, “The Impact of Internet Pornography on Adolescents,” *Sexual Addiction & Compulsivity: The Journal of Treatment and Prevention*, vol. 19, issue 1-2, 2012, pp 99-122.) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **These technological realities have “indiscriminately allowed people of all ages to encounter and consume sexually explicit content.”** (Eric W. Owens, Richard J. Behun, Jill C. Manning and Rory C. Reid, “The Impact of Internet Pornography on Adolescents,” *Sexual Addiction & Compulsivity: The Journal of Treatment and Prevention*, vol. 19, issue 1-2, 2012, pp 99-122.) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **“The proliferation [self-pornification] of digital tools has blurred the lines between porn producers, distributors and consumers. Barriers to entry and transaction costs—such as the affordability of video equipment, for example, or the abundance of user-friendly online platforms and services—have fallen and “enabled consumers to produce and distribute their own pornography.”** (Johannes Grenzfurthner, Gunther Friesinger and Daniel Fabry, *Pronnovation: Pornography and Technological Innovation* (San Francisco: Re Search, 2008), p 49.) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **“The historically passive consumer has evolved into today’s active producer—a result not only of changing technology, but also of shifting social norms of self-expression.”** (Johannes Grenzfurthner, Gunther Friesinger and Daniel Fabry, *Pronnovation: Pornography and Technological Innovation* (San Francisco: Re Search, 2008), p 49.) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **“The majority of teens and young adults (63%) report receiving a nude image from someone else via text, email, social media or app.** (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- **“Self-pornification is a result of teens and young adults coming of age in an increasingly pornified American culture that ‘encourages and rewards**



the pornographic impulse.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)

- “The fact that half of young adults estimate that ‘all’ or ‘most’ of their friends regularly look at porn, compared to only one-third of teens, supports this case.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “...the morality of porn is rarely discussed or even considered.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “Half of young adults (49%) and one-third of teens (32%) say all or most of their friends regularly view porn.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “Short of total isolation, the American society you live in today is going to influence how your children make moral choices in one way or another. Stop and think about it. What are the voices of society telling your children about the choices they are about to make? What is the central theme that today’s culture emphasizes over and over again? If you were to reduce it to a single sentence, it might look like this: You have the right to choose for yourself what is right for you and what is wrong for you – and no one should judge that choice.” (Josh D. & Sean McDowell, *The Beauty of Intolerance*, p185) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “In 2015 you uploaded a video that draws a straight line between porn and human trafficking, pointing out the irony that Millennials fight sex trafficking more than any other generation—and they also consume more porn. (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  1. “Half of all U.S. adults believe that ‘ethics and morals are based on what seems right to a person based on their own judgment and ideas’ (53%).” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  2. “Nine out of 10 believe ‘people should not criticize someone else’s life choices’ (89%).” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)

3. “Eight out of 10 say ‘people can believe whatever they want, as long as those beliefs don’t affect society’ **(79%)**.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  4. “This inward-oriented search for truth or purpose also leads nine out of 10 adults to agree ‘the best way to find yourself is by looking within yourself’ **(91%)**.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  5. “**86 percent** to say ‘to be fulfilled in life, you should pursue the things you desire the most.’” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  6. “When it comes to the sexual expression of that desire, nearly nine out of 10 Americans believe ‘each person has to decide his or her own sexual boundaries’ **(88%)**.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “The only moral code most people agree on is that each person is the sole moral authority for himself. Each individual must decide for himself what is right and wrong, taking into account his needs, desires, hopes and dreams. In their book Good Faith, David Kinnaman and Gabe Lyons call this the morality of self-fulfillment.” (David Kinnaman and Gabe Lyons, Good Faith: Being a Christian When Society Thinks You’re Irrelevant and Extreme (Grand Rapids, MI: Baker Books, 2016).) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  - “Another challenge is finding control groups—especially males—who have not previously engaged with porn.” (“A User’s Manual,” The Economist, September 26, 2015. <http://www.economist.com/news/international/21666113-hardcore-abundant-and-free-what-online-pornography-doing-sexual-tastesand> (accessed January 2016).) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  - “When pastors consider their own congregations, however, (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
    - “Just two out of five say porn use is a major **(3%)** or significant **(35%)** problem.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
    - “Half say it is only a minor problem **(50%)**,” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)

- “The remaining pastors believe it’s not really an issue for their church.” **(12%)** (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
  - “Whether porn is a bigger problem for the Church now than in the past, it’s clear that a practicing Christian faith has a profound influence on a person’s porn habits. Among every age group and gender, practicing Christians seek porn less often than those who do not practice Christianity.” (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>) (David Kinnaman & Roxanne Stone, “The Porn Phenomenon – The Impact of Pornography in the Digital Age”, Barna Group, April 4, 2016, <http://barna-resources.myshopify.com/products/porn-phenomenon>)
- “‘When I’m in class, I’ll wish I was playing World of Warcraft. When I’m with a girl, I’ll wish I was watching pornography, because I’ll never get rejected,’ he explained. The brains of young men are actually becoming ‘digitally rewired’ by these new pastimes.”* (“Porn and video game addicts risk ‘masculinity crisis’, says Stanford Professor”, RT Question More, May 10, 2015, <https://www.rt.com/news/257269-porn-gaming-study-youth/>)

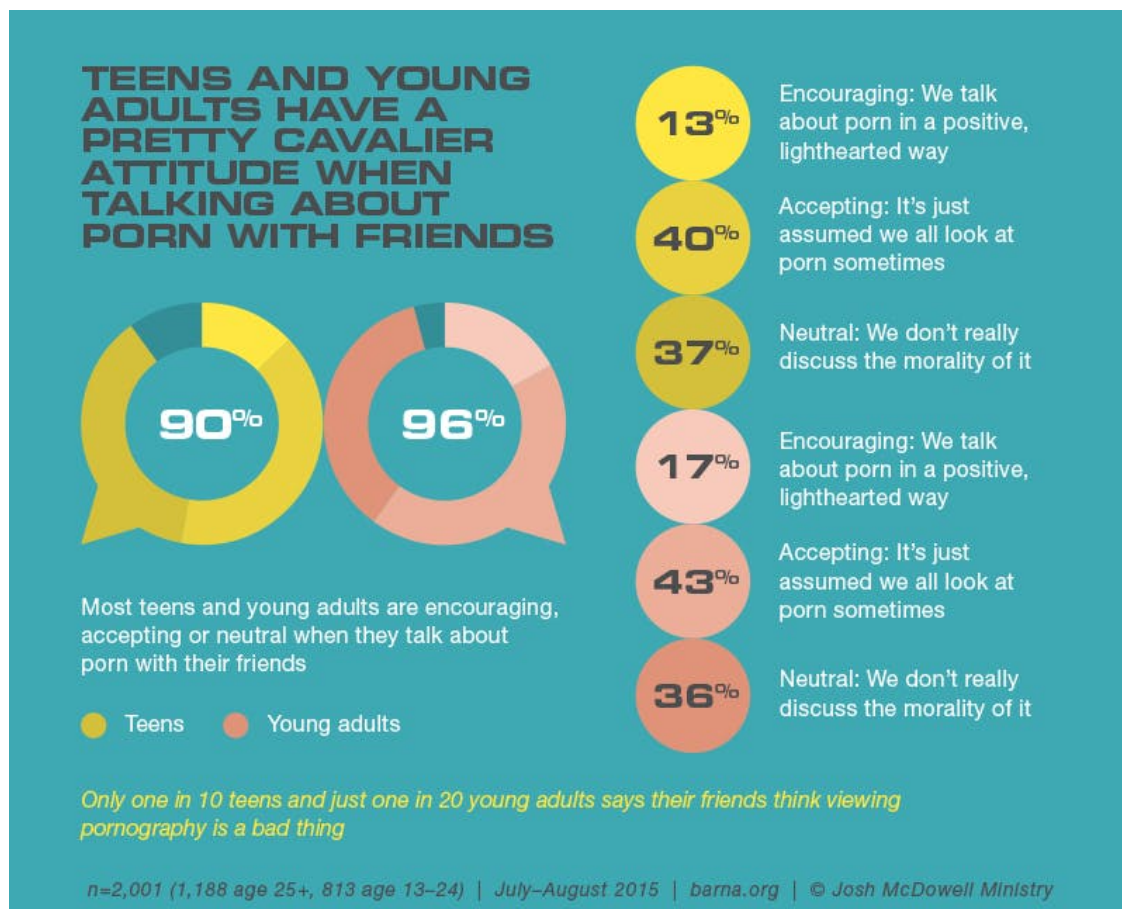
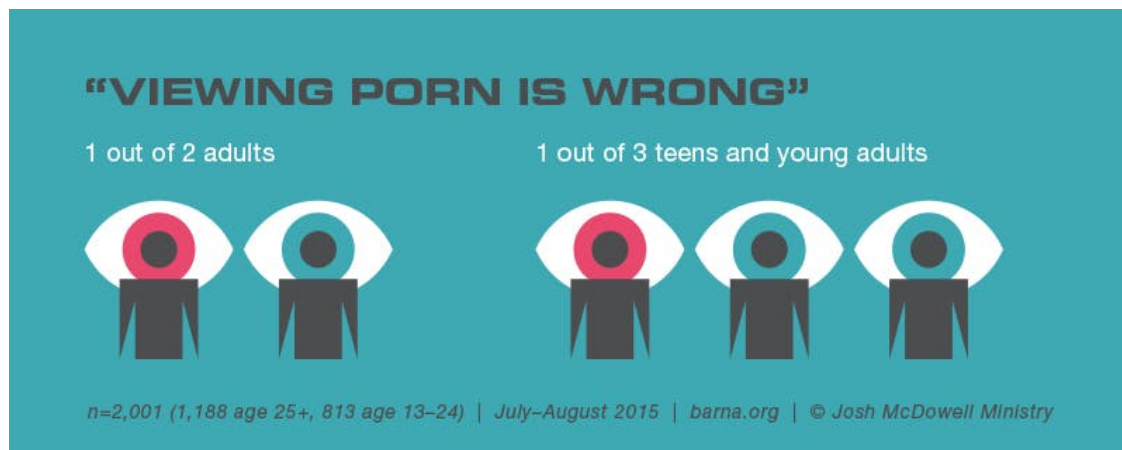
## **“Porn in the Digital Age: New Research Reveals 10 Trends”**

“Pornography is not new, but the digital age has made it more ubiquitous and accessible than ever before. The technological realities of smartphones and high-speed internet have fundamentally changed the landscape of pornography, and ushered it into the cultural mainstream where it enjoys increasingly widespread acceptance.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“In Barna’s landmark study, *The Porn Phenomenon* (now available to purchase online), commissioned by [Josh McDowell Ministry](#), we interviewed thousands of American teens, young adults and older adults about their views on and use of pornography. Here are ten of the most compelling findings.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

### **1. “There is Moral Ambiguity Toward Porn, Particularly Among Younger Americans”**

“Perhaps the most sobering finding from the study is the reality of how accepted viewing porn has become in our culture today, particularly among teens and young adults. Around half of adults 25 and older say viewing porn is wrong (54%), and among teens and young adults 13-24, only a third say viewing porn is wrong (32%). This posture toward porn among younger Americans is confirmed by how they talk about porn with their friends: the vast majority reports that conversations with their friends about porn are neutral, accepting or even encouraging. They generally assume most people look at porn at least on occasion, and the morality of porn is rarely discussed or even considered. Just one in 10 teens and one in 20 young adults report talking with their friends about porn in a disapproving way.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



## 2. “There are Varied Opinions About What Constitutes Porn”

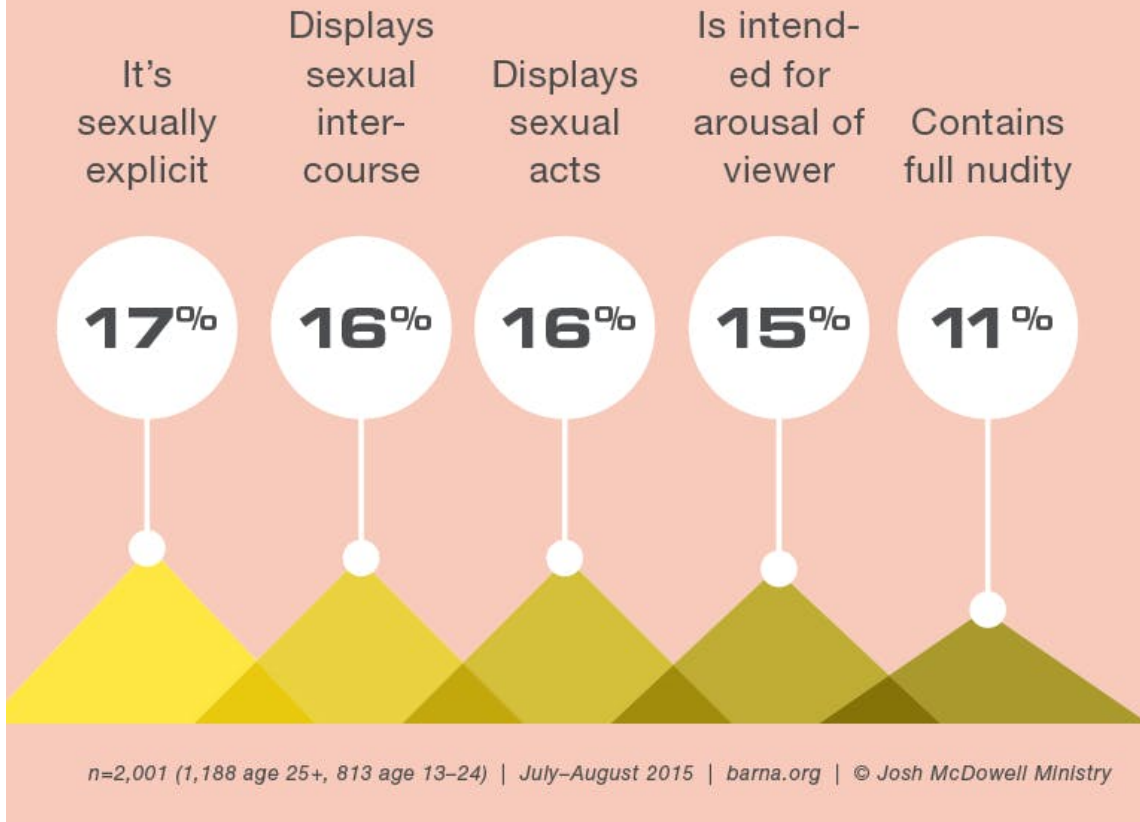
“I know it when I see it,” said Supreme Court Justice Potter Stewart famously when he was asked to define pornography. His statement demonstrates a perennial problem: It is notoriously difficult to define pornography. What counts as sexually explicit material is both highly

subjective and highly contested, and this was true of Barna's study. When teens, young adults, and adults are asked an open-ended question about what makes something 'cross the line' into porn, the responses are varied, and cover both *form* (content) and *function* (intention for use). The top four indicators are all within a two percent range, with the most popular being something sexually explicit (17%). Just as common is when something displays a sexual act (16%), or sexual intercourse (16%), followed closely by whether something intends to arouse the viewer (15%) or contains full nudity (11%).” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



## 5 SIGNS IT'S PORN

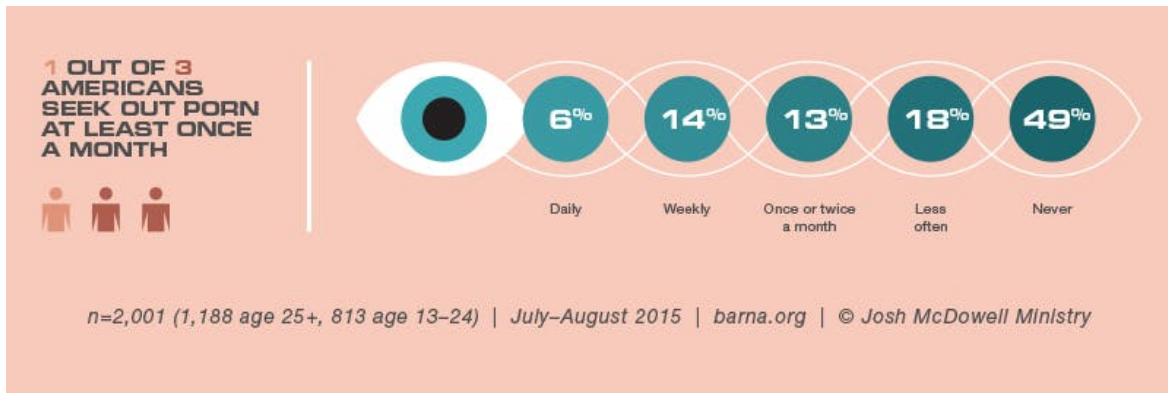
The following are the top five indicators for people that something has “crossed the line” into porn



### 3. “1 in 3 Americans Seek out Porn at Least Once a Month”

“Measuring porn usage can be difficult, because living in a hyper-sexualized and pornified media culture means catching sight of explicit images with little or no effort. People often come across images they never intended to see through multiple inputs. That’s why it was important to distinguish between those who ‘view’ porn, and those who ‘seek it out.’ In other words, intention matters a lot. When we look at it this way, focusing exclusively on intentional viewing, we find that between 6 and 12 percent of people aged 13 and older view porn daily; 14 to 21 percent view porn weekly; 13 to 19 percent view it once or twice a month; and 18 to 32 percent view it less often. Half (49%) say they

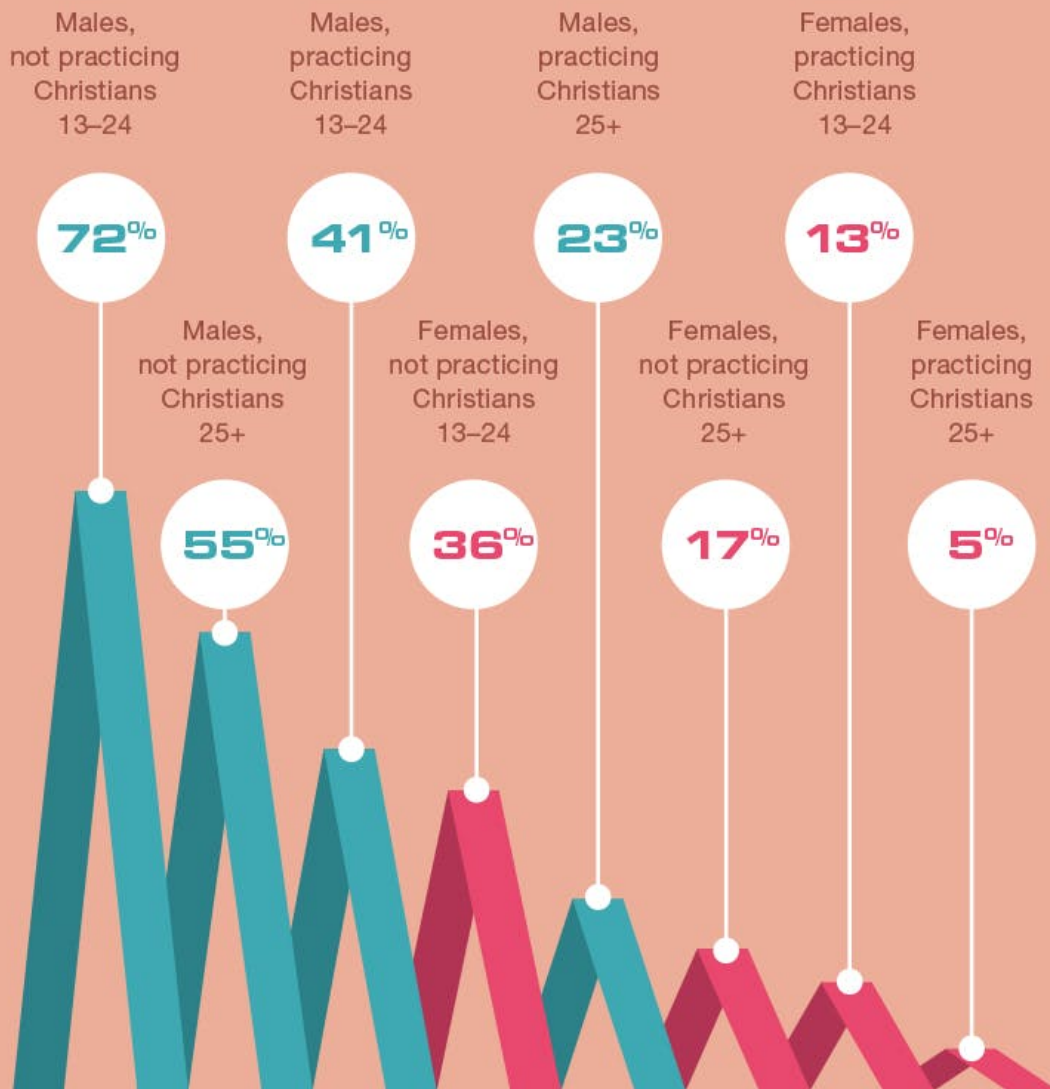
never seek out porn, and 17 percent say they have never come across it.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



#### 4. “Age, Gender and Faith Practice are the Three Biggest Factors in Frequent Porn Use”

“When looking closely at frequent porn users (those who seek out porn daily, weekly and monthly), we begin to see patterns emerge according to age, gender and faith practice. To begin with, men use porn more frequently than women by a wide margin. Twice as many male teens and young adults use porn than female teens and young adults (67% compared to 33%), and four times as many male adults 25+ use porn than female adults (47% compared to 12%). Practicing Christians are more than three times less likely to use porn than other teens and adults (13% compared to 42%), and young adults (57%) are much more likely than both teens (37%) or adults 25+ (29%) to be a frequent porn user.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

## AGE, GENDER AND FAITH PRACTICE ARE THE THREE BIGGEST FACTORS IN FREQUENT PORN USE

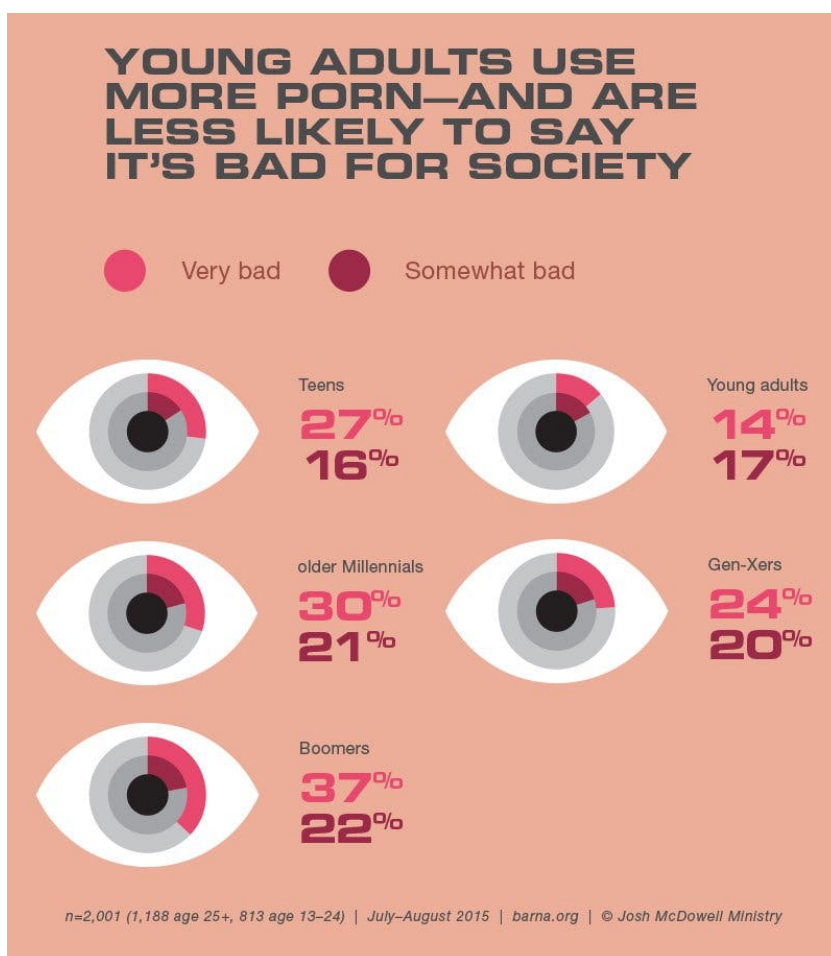


*It's important for Christian leaders—especially youth and young adult pastors—to notice that the people who are third most likely to use porn are teen/young adult males in the Church. While they are still well below their peers who are not practicing Christians in frequency of porn use, four in 10 of them are actively seeking it out at least once or twice a month.*

*n=2,001 (1,188 age 25+, 813 age 13-24) | July-August 2015 | [barna.org](http://barna.org) | © Josh McDowell Ministry*

## 5. “Young Adults Use More Porn—and are Less Likely to Say It’s Bad for Society”

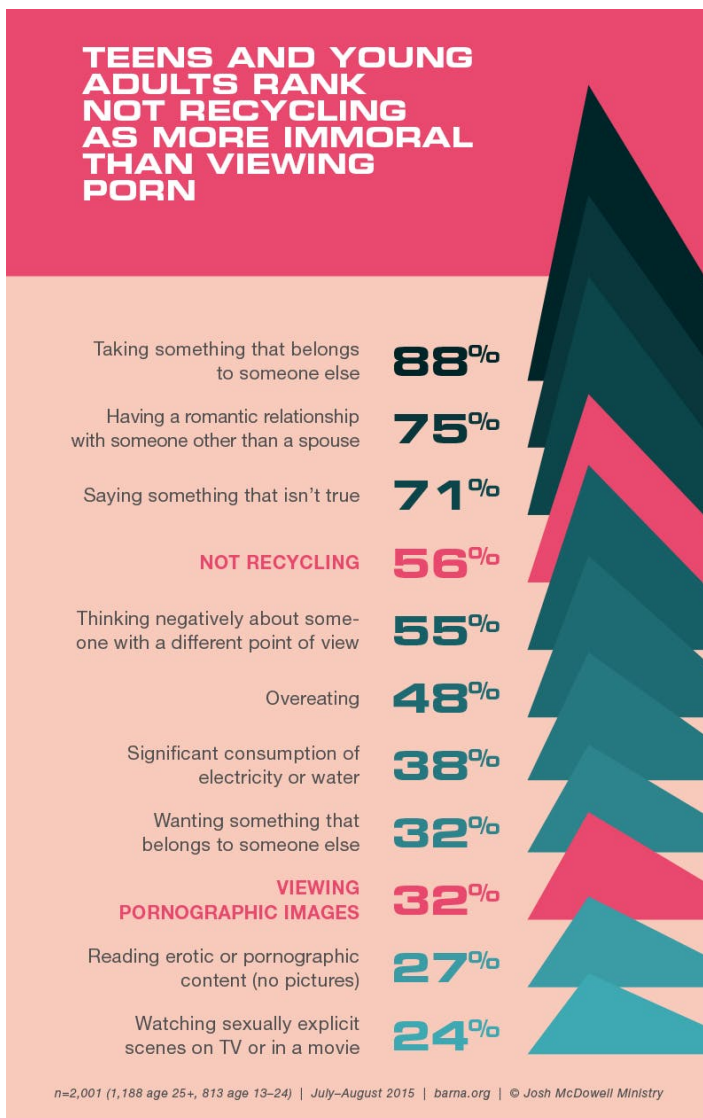
“Among each of the generational groups, young adults 18-24 are the most frequent porn users. Almost six in 10 young adults (57%) seek out porn either daily, weekly or monthly. This is compared to a little over one-third of teens (37%), and almost 3 in 10 adults 25+ (29%). They are also the least likely to say that porn is very bad for society (14%). The next closest are Gen-Xers at 24 percent, but the largest gap is a 23 percent differential between young adults and Boomers (37% compared to 14%). Like teens (16%), young adults (17%) are also the least likely to say porn is ‘somewhat bad’ for society.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



## **6. “Teens and Young Adults Rank not Recycling As More Immoral Than Viewing Porn”**

“When asked to rank a series of action statements (lying, over-eating, stealing, etc.) according to a five-point scale: ‘always OK,’ ‘usually OK,’ ‘neither wrong nor OK,’ ‘usually wrong ‘ and ‘always wrong,’ teens and young adults rank ‘not recycling’ as more immoral than viewing pornographic images. Combining the percentages of those who chose always and usually wrong for each statement, theft (taking something that belongs to someone else) ranked #1 at almost nine in 10 (88%). Not recycling ranked #4 at 56 percent, and porn was all the way down at #9 with only a third (32%) of teens and young adults ranking it as morally wrong.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

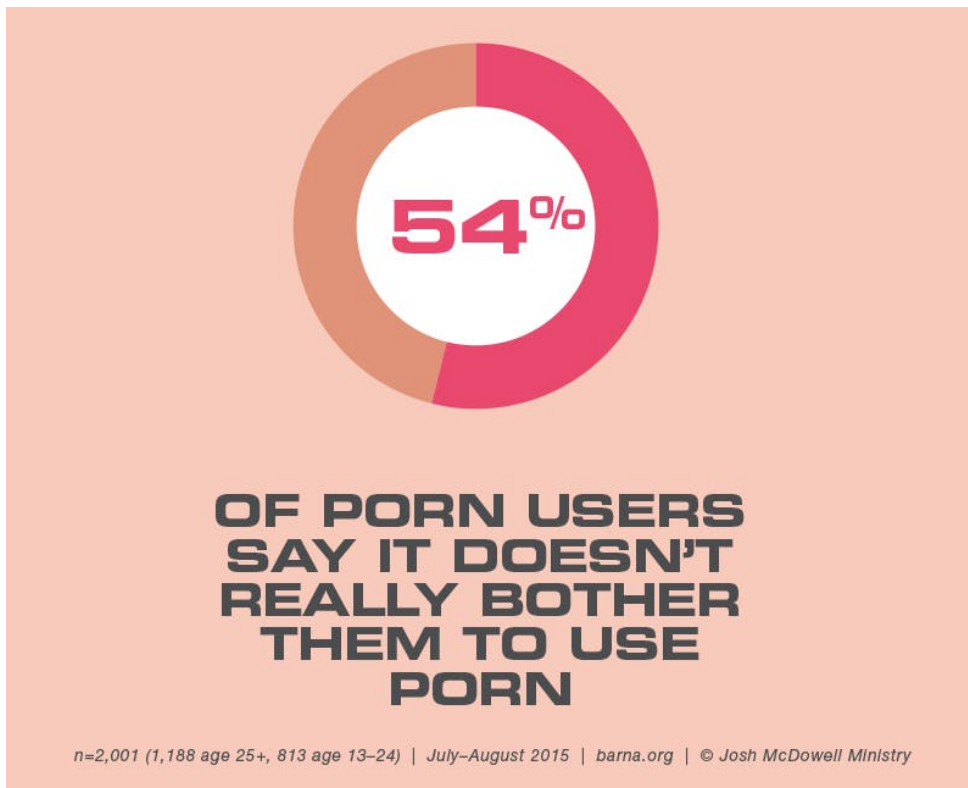




## 7. “Most Porn Users Say it Doesn’t Bother Them to Use Porn

“When asked their feelings about porn use, a majority of adults (54%) say it doesn’t really bother them. Interestingly, Gen-Xers and Boomers (both 54%) are the most unbothered by their porn usage. Young adults (51%) and teens (50%) follow closely, with elders appearing the most uncomfortable with their use (47%).” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)





## 8. “Very Few Adults Feel a Sense of Guilt When They Use Porn”

“Sociopaths aside, human beings tend to feel a sense of guilt when they do something they believe is wrong. When asked about how comfortable they feel about their porn use, only about 1 in five adults overall (18%) report feeling much guilt. Generationally, teens are the most likely age segment to experience feelings of guilt (38%), along with young adults (21%). These are followed by Elders (17%), Boomers (15%), and Gen-Xers (14%). Interestingly, minorities (24% non-white compared to 11% white), practicing Christians (29% compared with 12% of non-practicing Christians), and conservatives (25% compared to 13% of liberals) are significantly more likely to experience a sense of guilt compared to others.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

## “I FEEL A SENSE OF GUILT WHEN I USE PORN”



1/5 of all  
porn users

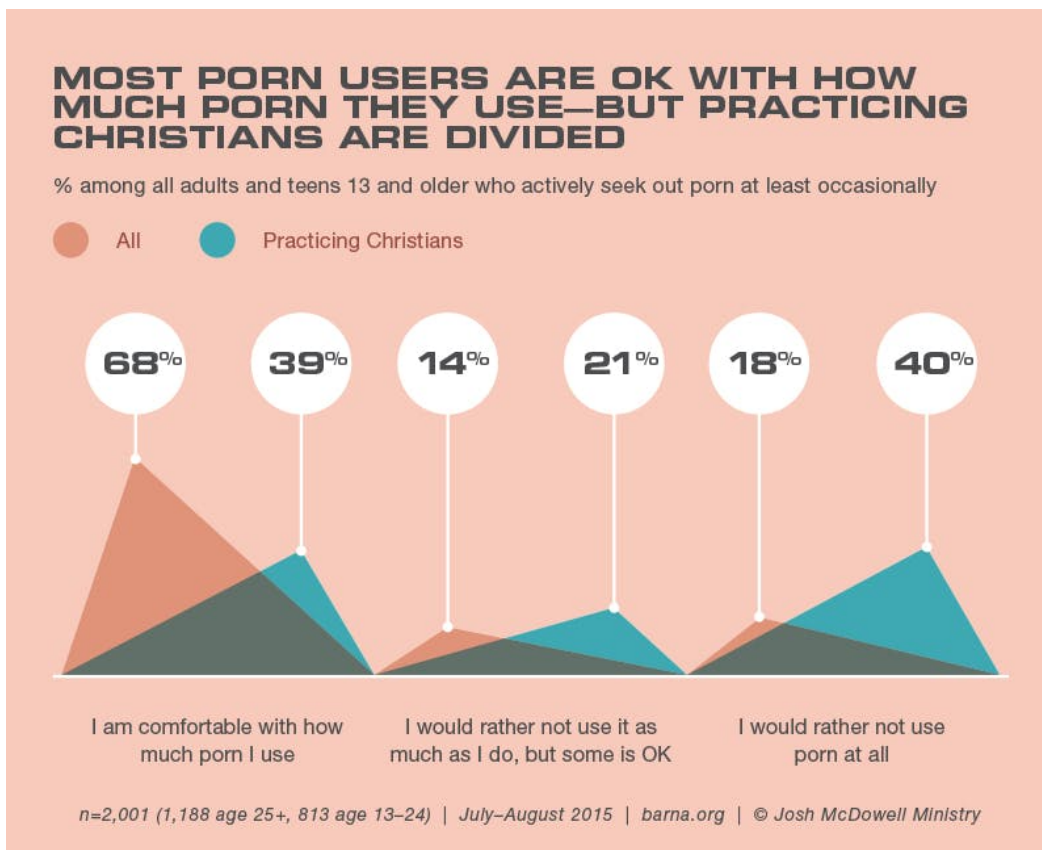


1/3 of Practicing  
Christian porn users

n=2,001 (1,188 age 25+, 813 age 13–24) | July–August 2015 | [barna.org](http://barna.org) | © Josh McDowell Ministry

### 9. “Most Porn Users are ok With how Much Porn They Use—But Practicing Christians are Divided”

“Predictably, practicing Christians who seek out porn at least on occasion are much less comfortable than the general population with their porn use. About two in five say they are comfortable (39%), compared to nearly seven in 10 among all teens and adults (68%). They are also about twice as likely to say they’d like to stop (40%) than to say they’d like to use less (21%). Among the general population of teens and adults, 14 percent say they want to use porn less, and 18 percent would rather not use it at all.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



## 10. “Few Adults are Actively Trying to Stop Using Porn”

“There are a number of effective approaches to combating porn use (accountability groups, counseling, filtering software, etc), but very few adults have either tried to break their habit in the past, or are actively fighting to break their habit now. When the general population are asked whether they have tried to stop using porn, but have been unable to (or started again), only nine percent say so. The rate is almost double among practicing Christians (16%), but still remains fairly low overall. When asked whether they are currently trying to stop using porn, nine percent of the general population agree, while a much larger 19 percent of practicing Christians say they are currently working to kick their habit.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

## TRYING TO STOP?

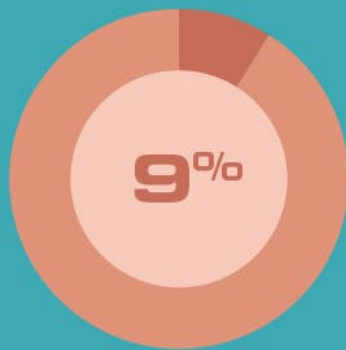


All

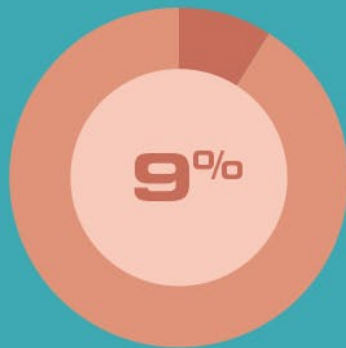


Practicing Christians

You have tried to stop using it, but have been unable to (or started again)



You are currently trying to stop using porn



n=2,001 (1,188 age 25+, 813 age 13-24) | July–August 2015 | [barna.org](http://barna.org) | © Josh McDowell Ministry

### “What the Research Means”

“One of the primary themes we saw emerging in our research are these generational differences,’ says Roxanne Stone, editor in chief at Barna Group and one of the lead analysts on the study. ‘There are wide gaps between how younger and older generations not only behave toward

porn—but also what they believe about porn.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“‘Much of these changing views and behaviors are likely the result of context,’ continues Stone. ‘Teens and young adults are living in an environment where porn is more acceptable—and more ubiquitous than ever before. As access to pornography has increased, the stigma toward it has seemingly decreased. There is just a general assumption that people are using porn—especially among teens and young adults. And this assumption is not a negative one. When it comes to watching pornography, teens and young adults aren’t getting accountability from their friends—they are getting peer pressure.’” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“‘While it may seem crazy that younger generations see not recycling as a greater evil than watching pornography, it’s also true that not recycling—as well as most of the other activities ranked above pornography—has a societal impact,’ points out Stone. ‘Watching pornography, on the other hand, is perceived by many as simply an individual choice. Affecting no one but me. Yet when it comes to assessing porn’s impact on society more broadly, people are more apt to hold a negative view. Which presents an interesting paradox of belief: Porn is fine for individuals but bad for society.’” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“‘Today, pornography enjoys a great deal of moral ambiguity,’ Stone continues. ‘But there is hope that the cultural tide will shift and that the dangers and consequences of pornography will re-stigmatize both its consumption and production. For now, porn is everywhere and is likely to stay that way, particularly considering its widespread acceptance and demand. This presents a significant challenge to the Church, and we must respond.’” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“‘However, culture-warring ‘moral panic’ has done almost nothing to curb the use of porn or change people’s perceptions of it,’ Stone concludes. ‘We require a new model of social engagement, one marked by joy, grace, and hope. The porn phenomenon is not a time for apocalyptic and hysterical rhetoric, but an opportunity to advance the life-giving messages of the gospel.’” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“Comment on this research and follow our work.”

“Twitter: [@davidkinnaman](#) | [@roxyleestone](#) | [@barnagroup](#)”

“Facebook: [Barna Group](#)”

### “About the Research”

“*The Porn Phenomenon* study was produced in partnership with [Josh McDowell Ministry](#).” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“Barna conducted four online surveys in July and August 2015 for the study, with a total sample of 2,771 participants. These quantitative studies were preceded by qualitative research in the form of an open-ended online survey with 32 adults and 20 pastors on the topics of pornography and sex addiction. This qualitative research served to inform the development of subsequent survey tools and to provide context for interpreting the findings in the final data.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“Barna conducted five online surveys in July and August 2015 for *The Porn Phenomenon* research study, among a total sample of 3,771 participants.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“In a survey among U.S. teens and young adults, 813 participants between the ages of 13 and 24 were recruited and surveyed through a national consumer panel. The panel is nationally representative by age, gender,

region and socioeconomic grade. The sample error on this survey is plus or minus 3.4 percentage points at the 95-percent confidence level.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“In a general U.S. population survey, 1,188 adults 25 years and older were recruited and surveyed separately through a national consumer panel. The panel is nationally representative by age, gender, region and socioeconomic grade. The sample error on this survey is plus or minus 2.8 percentage points at the 95-percent confidence level.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“In a survey of U.S. clergy, 338 Christian youth pastors and 432 Christian senior pastors were recruited and surveyed through publicly available lists and email invitations. The data was weighted to be nationally representative of churches by denomination, church size and region. The sample error on the youth pastor survey is plus or minus 5.2 percentage points at the 95-percent confidence level. The sample error on the senior pastor survey is plus or minus 4.7 percentage points at the 95-percent confidence level.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

“In a separate survey on views about sex and women, a total of 1,000 interviews were conducted among U.S. adults 18 years and older. The panel is nationally representative by age, gender, region and socioeconomic grade. Minimal statistical weighting was used to calibrate the sample to known population percentages in relation to demographic variables. The sample error in this survey is plus or minus 3.0 percentage points at the 95-percent confidence level.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)



## **“About Barna Group”**

“Barna Group is a private, non-partisan, for-profit organization under the umbrella of the Issachar Companies. Located in Ventura, California, Barna Group has been conducting and analyzing primary research to understand cultural trends related to values, beliefs, attitudes and behaviors since 1984.” (David Kinnaman & Roxanne Stone, “Porn in the Digital Age: New Research Reveals 10 Trends”, Barna Group, April 6, 2016, <https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

## Ben Bennett



# BEN BENNETT

## SPEAKER | AUTHOR

Ben grew up in Virginia Beach, Virginia and met Christ at an early age. After being heavily involved in Cru throughout college, and developing a great desire to see college students transformed by the gospel, he joined their staff in 2011.

For over 10 years of his life, Ben battled a porn addiction and other forms of habitual sexual sin before coming to lasting freedom through a Biblical and clinical approach to sexual addiction recovery.

Ben currently resides in Dallas, Texas and serves with Josh McDowell Ministry as an author, speaker, and evangelist supporting the health and restoration of men and women struggling with woundedness, habitual sin, and sexual brokenness.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Ben will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Ben is available to speak on:

iGen for Jesus | Overcoming Sin & Setbacks | You, Me, We | Wholeness In A Sex Saturated World | Relevant, Reliable, Relational: The Bible?



# WHO'S TALKING ABOUT BEN?



*"Ben speaks from personal experience of the freedom Christ offers each and every troubled heart. It is such a delight for me to hear Ben speak for his generation in such a relevant, reliable, and relational way."*

-Dr. Ted Roberts // Pastor, Counselor, and Founder of Pure Desire Ministries

*"While many young people today struggle with hurt, mental health issues, and addictions, few have a story of freedom to share like Ben's that renews hope, gives a roadmap to healing, and inspires next steps. I've personally benefited greatly from what Ben has to share and I think many people in all walks of life will too."*

-Karl Armentrout // Cru National Conference and Events Director

*"My hidden sin had me imprisoned in silence, guilt, and secrets for years. When I attended Ben's session, he shared his journey of liberty from sin, and I felt the Holy Spirit moving and convicting me. Through Ben's personal encouragement and passion for sharing the love of God, I shared my darkest sin with others and began the journey of healing and freedom through Jesus and His wonderful people. Thank you Ben."*

-Marylyn // Texas College Student

## Ben is the author of:

Living Free

FLESH SERIES: Sex, Lust, Porn and The Christian

Josh, Ben, and Jake are launching a movement focused on speaking, equipping, and connecting individuals to solutions to overcoming unwanted struggles.

Through interactive speaking, digital content, and practical next step resources, God is raising up a generation of young people who are passionate about following Jesus wholeheartedly and working through the setbacks and sin that hinder them.



For more information or to book Ben please contact:

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## Jake Kissack



# JAKE KISSACK

## SPEAKER

Jake was raised where the buffalo still do roam. His family owns a 3000 acre cattle ranch in Wyoming. His adventurous heart was pursued and captivated by Jesus as far back as memory serves. His passion to see Jesus bring life to all was bolstered in his master's degree thesis work on how pornography negatively affects the church.

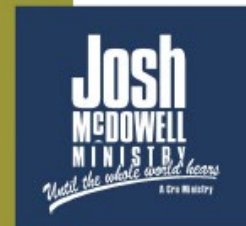
His 13 year journey with a porn addiction crushed his passion and compelled him to seek true freedom, which was found through Christian sexual addiction recovery.

Jake resides in Dallas, Texas and serves with the Josh McDowell ministry as a developing author, speaker, storyteller and evangelist, supporting the health and restoration of men and women struggling with porn and sexual brokenness.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Jake will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Jake is available to speak on:

When God Talks | Empowered to Live Life Fully Alive | Connections that Count  
Wholeness in A Sex Saturated World | Unshakable Truth // Live for Love





# WHO'S TALKING ABOUT JAKE?



*Jake is wholesome, invigorating and smart. His ability to speak is only surpassed by his contagious love for Christ and the Scripture. He wins the hearts and minds of students through stories."*

**-Josh D. McDowell // Author/Speaker**

*Jake communicates with compassion for the wounded and broken and has an authentic desire to see people healed and set free. God's work through his message has been a beacon of hope that has empowered struggling students to find freedom and live wholehearted.*

**-Sherry Broesamle // Field Director of People & Culture, CRU**

*Jake's heart and passion is to participate in and see God heal wounds and restore people.*

**-Austin Adams // Family Pastor, Crossroads Community Church**

*Jake passionately plants seeds of gospel hope and invites people to live wholeheartedly for the glory of God. His message is culturally relevant, Gospel focused, and needed wherever young people are gathering!*

**-Kurt Sauder // Author, Speaker, Radio Host, Further Still Ministries**

Josh, Ben, and Jake are launching a movement focused on speaking, equipping, and connecting individuals to solutions to overcoming unwanted struggles.


Through interactive speaking, digital content, and practical next step resources, God is raising up a generation of young people who are passionate about following Jesus wholeheartedly and working through the setbacks and sin that hinder them.



For more information and to book Jake please contact:

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 [www.josh.org/Jake](http://www.josh.org/Jake)

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## Alex McClellan



# ALEX MCLELLAN

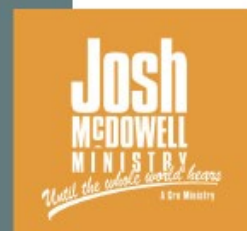
## SPEAKER | AUTHOR

Alex McClellan serves with Josh McDowell Ministry, a Cru ministry (formerly Campus Crusade for Christ). An effective communicator with international experience, Alex is passionate about engaging others with the gospel, and he has joined our team to share the truth of Christ – until the whole world hears.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Alex will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Alex is available to speak on:

You Can Handle the Truth! | How To Find The Meaning Of Life  
Reasons To Believe In The Resurrection | Will The Real Jesus Please  
Stand Up | How Do You Make Sense of Suffering? | Can We Trust The  
Bible? | Be Prepared to Share (1 Peter 3) | Be Prepared to Shine  
(Matthew 5) and more . . .





# WHO'S TALKING ABOUT ALEX?



*"Alex is a winsome and effective communicator who understands how skeptics view the gospel and the questions they raise...I enthusiastically recommend his work."*

—Ravi Zacharias, Ravi Zacharias International Ministry

*"Alex's ministry has been immensely beneficial to the church in helping to train, equip and prepare God's people for the task of bringing the gospel to the world and the world to Christ."*

—Wayne Sutton, Senior Pastor, Carrubbers Christian Centre, Edinburgh, Scotland.

*"Alex is gifted in providing a strong intellectual and culturally relevant expression of the Christian faith and this has been a powerful way for our students to build their own foundation in Christ and His Word."*

—Peter Thomas, National Director, Capernwray Bible School, Australia

## Alex is the author of:

A Jigsaw Guide to Making Sense of the World (InterVarsity Press, 2012)

A Jigsaw Guide to the Meaning of Life (JG2P, 2016)

A Jigsaw Guide to Sharing Your Faith (JG2P, 2016)

Alex and Sheryl have been married for over twenty years and have three children: Sophia, Moriah and Asher. The family lived in Scotland, UK, before relocating to the USA, and they currently reside in San Diego, California.



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## Josh McDowell



# JOSH McDOWELL

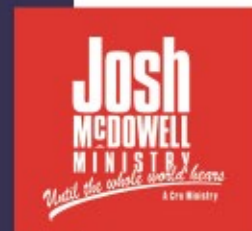
## SPEAKER | AUTHOR

Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry for more than 54 years. He shares the essentials of the Christian faith in everyday language so that people of all ages and stages can know Christ, understand what they believe and why it is true, and learn how to live, share and defend their faith.

Well known as an articulate speaker, Josh has spoken to approximately 35 million people, in 140 countries. Josh has written or co-authored more than 150 books in over 100 languages including *More Than a Carpenter* with over 27 million copies distributed and *Evidence That Demands a Verdict*, named one of the twentieth century's top 40 books and one of the thirteen most influential books of the last 50 years on Christian thought by World Magazine. *Evidence That Demands a Verdict* also just won the 2018 Evangelical Christian Publishers Association award in the Bible Reference Book category.

Josh is available to speak on:

Relationships | Parenting | Reliability of Scripture | My Journey  
Self Image | Sexual Integrity | Truth in Today's Culture



# WHO'S TALKING ABOUT JOSH?



*"This has helped me more than any other kind of seminar on speaking"*  
-Cru Staff Member, Young Communicators Seminar

*"His message spoke to all of us but certainly impacted the hearts and minds of the teens the most."*  
-Alpha Women's Center of Grand Rapids Staff Member

*"Youth leaders and teachers spoke to us for weeks after the dinner telling us his message opened paths to discussion of needs with their groups."*  
- Ministry Leader and Event Host

*"Josh's message was a deep examination of God's truth made relevant for your contemporary, apathetic youth culture."*  
-Tim Rickman, High School Principal, Wesleyan Education Center

**Josh McDowell is an award-winning author and international speaker. He has written or co-written more than 150 books--some in over 100 languages--and has spoken to approximately 35 million people in 140 countries.**

Josh and his wife Dottie have been married 46 years. They have four children and ten grandchildren.



For more information and to book Josh please contact:



johncnettleton@gmail.com



[www.josh.org/event/request-josh/](http://www.josh.org/event/request-josh/)



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