

**DO PEOPLE
UNDERSTAND
THE HARMS
OF P*RN?
NOT REALLY.**

HERE'S WHAT WE FOUND...

A GLOBAL MOVEMENT OF FIGHTERS
©FIGHT THE NEW DRUG

**WE TESTED 2,500 PEOPLE—
ABOUT 1,000 FIGHT THE NEW
DRUG FOLLOWERS AND
ABOUT 1,500 GENERAL PUBLIC
RESPONDENTS—TO SEE HOW
WELL THEY UNDERSTOOD THE
POTENTIAL EFFECTS
OF PORN, AS SHOWN
IN RESEARCH.**

HERE'S WHAT WE FOUND...



1,000
FTND Followers



1,500
General Public

MOST PEOPLE IN THE GENERAL PUBLIC SEEM TO BE UNAWARE OR MISINFORMED ABOUT PORN'S EFFECTS.

The average score in the general public sample was only 45%.

In other words, the average person can't even answer half of the questions about porn's effects correctly.



**PLUS, ONLY 10% OF THE GENERAL
PUBLIC RECEIVED A "PASSING"
SCORE OF 70% OR ABOVE.**

FIGHT THE NEW DRUG FOLLOWERS TEND TO BE VERY WELL-EDUCATED ON THE POTENTIAL EFFECTS OF PORN.

When questioned about the credible research on porn's impacts, the average score of FTND followers was **86%**—**nearly double the average score of the general public.**


Not only that, but none scored below 50%, and 1 in 4 scored above 90%.

1 IN 4

FTND followers
scored above 90%

SCORES SHOW ACTUAL KNOWLEDGE, NOT JUST SHARED PERSPECTIVE.

Now maybe you're thinking, FTND followers just scored higher because they already agree that porn is harmful.



But respondents in the general population who agreed that porn is harmful still had similarly low scores as the rest of the general population.

This shows that FTND followers' higher scores reflect more than just agreement.

FTND FOLLOWERS SCORE WELL, REGARDLESS OF WHY THEY'RE A FIGHTER.

People follow FTND for a variety of reasons—some are trying to quit porn, some have been hurt by a partner's habit, others are educators or activists, etc.

Regardless of their reasons, all groups of FTND followers scored equally high on the test.

86%

Average score of
FTND Followers



FTND FOLLOWERS SCORE WELL, REGARDLESS OF AGE OR EDUCATION LEVEL.

There was only a 9% difference between scores of FTND followers with only some high school education and those who have a graduate degree.

Even FTND followers with only some high school education still **scored 33% higher** than the general public on average.

0%

None (0%) of the FTND followers scored below 50%

FTND FOLLOWERS BETTER UNDERSTAND THE HARMS OF PORN AND OF SHAME.

Some critics argue that raising awareness on porn's harms is counterproductive because it shames consumers.

But these survey results show that FTND followers are actually better educated on the harms of shame and its connections to fueling porn habits than the general public.

Harms of Shame & Its Connection to Porn



**INFORMED DECISIONS CAN'T
HAPPEN WITHOUT
QUALITY INFORMATION.**

**THAT'S WHY WE'RE PROUD
TO SAY THAT WE ARE
EFFECTIVELY EDUCATING
PEOPLE ON PORN'S RISKS
USING SCIENCE, FACTS,
AND PERSONAL ACCOUNTS.**

See the full
report at

[FTND.ORG/IR22](https://ftnd.org/ir22)

↑
FOLLOW

↑
TURN ON
NOTIFICATIONS

HELP SUPPORT OUR EFFORTS!



As a 501(c)(3) nonprofit organization, we rely on generous donations from our Fighters to help effectively educate people on the harms of pornography.

Please consider donating to help us reach and educate more people to enable them to make more informed decisions and lead healthier lives.

ftnd.org/donate

LIKE, COMMENT & SHARE

SAVE