DO PEOPLE UNDERSTAND THE HARMS NOT REALLY.

HERE'S WHAT WE FOUND...

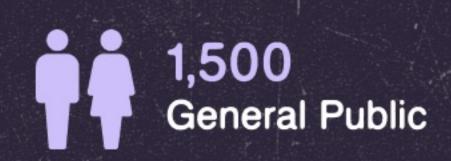
A GLOBAL MOVEMENT OF FIGHTERS

©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...





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%.

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

Gen. Public 40%

FTND 81%

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

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