

NEWS RELEASE



FOR IMMEDIATE RELEASE

Just one eighth admit to viewing pornography

Most use pornography once a week or more

TORONTO JULY 19th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1624 Canadians 18 years of age and older, one eighth admit to having purchased or viewed pornography in the past year (16%), while a further one quarter preferred not to answer (26%), which may stand as a proxy for admission of use. Admitted use is characteristic of the youngest (27%), males (26%), the wealthiest (22%), Atlantic Canada (21%) and BC (20%), Green Party supporters (23%), those with no religion (23%). Those with children are very slightly more likely to admit use (18%) than are those with no children in the house (15%).

One third of users view pornography once a week or more

The plurality of viewers say they view pornography about once a week or more often (35%). About one tenth claim to use it once a year or less often (11%). Frequent viewing is common to the youngest males in Atlantic Canada.

Two thirds view pornography alone

The majority, two thirds of viewers (62%) watch pornography alone, while about one seventh watch it with another person (14%). One tenth do both (12%).

Majority watch straight pornography only

More than one half of pornography viewers use straight, or heterosexual pornography only (men and women only - 56%), whereas about one fifth watch lesbian pornography only (18%). One tenth claim to watch homosexual pornography only (8%). Interestingly, few claim to watch more than one category (5%).

One half believe pornography is harmful

One half of Canadian adults believe pornography is harmful to society (50%), while more than a third think it is not (36%). One seventh don't have an opinion (14%). Belief pornography harms society is common to the oldest (70%), females (63%), lower income groups (\$20K to \$40K - 60%), in Ontario (54%), among Conservative voters (56%), among Protestant (62%) and Evangelical Christians (84%), but not especially Catholics (51%), among non-Christians (66%) but not among the non-religious (31%), among mothers (56%) and among those who claim not to have viewed pornography (63%).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 19th, 2014

HIGHLIGHTS:

- One eighth admit to having purchased or viewed pornography in the past year (16%), while a further one quarter preferred not to answer (26%), which may stand as a proxy for admission of use.
- The plurality of viewers say they view pornography about once a week or more often (35%).
- The majority, two thirds of viewers (62%) watch pornography alone, while about one seventh watch it with another person (14%).
- More than one half of pornography viewers use straight, or heterosexual pornography only (men and women only - 56%), whereas about one fifth watch lesbian pornography only (18%).
- One half of Canadian adults believe pornography is harmful to society (50%), while more than a third think it is not (36%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

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Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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HIGHLIGHTS:

- Just more than half our sample of Canadian voters would support a law requiring internet service providers (ISPs) to restrict access to pornography online, so that only adults who "opted in" could view it (52%).
- "We pride ourselves as Canadians on our open-mindedness, but even with the anonymity guaranteed by the IVR survey method, it would appear there is substantial under-reporting of pornography use. While uncommon among females, certainly, it must be assumed that more than one quarter of Canadian males have encountered pornography in the past year. What is interesting though, is what those who claim to use pornography tell us about how they use it," said Forum Research President, Dr. Lorne Bozinoff.

One half would favour online pornography restrictions

Just more than half our sample of Canadian voters would support a law requiring internet service providers (ISPs) to restrict access to pornography online, so that only adults who "opted in" could view it (52%). One third oppose this idea (34%) and one seventh has no opinion (14%). Opposition to this idea is characteristic of the youngest (46%), males (48%), the wealthiest (44%), in BC (40%) but not in Alberta (28%), among Green Party voters (43%), the best educated (post grad - 40%), those who are not religious (48%) and those who have viewed pornography in the past year (71%) and think it is not harmful to society (59%).

"We pride ourselves as Canadians on our open-mindedness, but even with the anonymity guaranteed by the IVR survey method, it would appear there is substantial under-reporting of pornography use. While uncommon among females, certainly, it must be assumed that more than one quarter of Canadian males have encountered pornography in the past year. What is interesting though, is what those who claim to use pornography tell us about how they use it. Relatively frequently, so not a novelty item. Mostly alone, so probably not a sex aid, and always (or almost always) the same kind, so not a smorgasbord. Moreover, those who claim to use pornography resent any attempt by the state to interfere with their access. To users, this is an area where personal liberty trumps the concerns of the state," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1624 randomly selected Canadians 18 years of age and older. The poll was conducted on July 18th, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Pornography Use Past Year

'We are going to ask a series of very personal questions. If you'd prefer not to answer, just press 9. Have you viewed or purchased pornography in the past year? Just press 9 if you prefer not to answer.'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|----------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1624 | 139 | 166 | 278 | 459 | 582 | 747 | 877 |
| Yes | 16 | 27 | 22 | 10 | 9 | 5 | 26 | 6 |
| No | 58 | 41 | 53 | 62 | 71 | 74 | 44 | 70 |
| Prefer not to answer | 26 | 32 | 25 | 28 | 21 | 21 | 29 | 23 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1624 | 128 | 363 | 613 | 116 | 186 | 218 | 1300 | 324 |
| Yes | 16 | 21 | 16 | 14 | 16 | 16 | 20 | 16 | 17 |
| No | 58 | 61 | 58 | 58 | 46 | 59 | 58 | 58 | 59 |
| Prefer not to answer | 26 | 19 | 25 | 28 | 38 | 25 | 22 | 27 | 24 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|----------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 1624 | 453 | 615 | 269 | 88 | 67 | 61 |
| Yes | 16 | 14 | 15 | 17 | 23 | 18 | 23 |
| No | 58 | 63 | 54 | 60 | 49 | 59 | 55 |
| Prefer not to answer | 26 | 24 | 30 | 23 | 27 | 24 | 22 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|----------------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1624 | 1191 | 472 | 69 | 530 | 120 | 91 | 342 |
| Yes | 16 | 13 | 10 | 8 | 16 | 18 | 11 | 23 |
| No | 58 | 62 | 64 | 76 | 60 | 53 | 48 | 50 |
| Prefer not to answer | 26 | 25 | 26 | 16 | 24 | 29 | 40 | 26 |

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Frequency of Pornography Use

'How often do you view pornography? Just press 9 if you prefer not to answer.'

[Have viewed pornography in the past year]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---------------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 169 | 39 | 39 | 26 | 35 | 30 | 140 | 29 |
| About once a year or less often | 11 | 12 | 9 | 3 | 19 | 27 | 7 | 29 |
| Every few months | 23 | 12 | 30 | 39 | 27 | 33 | 19 | 38 |
| Every few weeks | 16 | 16 | 15 | 23 | 16 | 10 | 16 | 16 |
| About once a week or more often | 35 | 44 | 31 | 20 | 25 | 19 | 43 | 3 |
| Prefer not to answer | 15 | 16 | 16 | 14 | 13 | 10 | 15 | 14 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|---------------------------------|-------|-----|-----|----|----------|----|----|---------|--------|
| Sample | 169 | 19 | 39 | 55 | 11 | 19 | 26 | 132 | 37 |
| About once a year or less often | 11 | 13 | 15 | 9 | 6 | 2 | 17 | 10 | 15 |
| Every few months | 23 | 8 | 19 | 21 | 37 | 29 | 30 | 24 | 19 |
| Every few weeks | 16 | 6 | 15 | 19 | 38 | 24 | 2 | 16 | 15 |
| About once a week or more often | 35 | 62 | 31 | 35 | 9 | 36 | 33 | 35 | 33 |
| Prefer not to answer | 15 | 11 | 19 | 16 | 11 | 9 | 17 | 14 | 19 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|---------------------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 169 | 42 | 59 | 32 | 13 | 7 | 9 |
| About once a year or less often | 11 | 15 | 6 | 9 | 22 | 33 | 3 |
| Every few months | 23 | 15 | 19 | 34 | 7 | 35 | 33 |
| Every few weeks | 16 | 23 | 16 | 22 | 8 | 3 | 0 |
| About once a week or more often | 35 | 27 | 39 | 25 | 56 | 18 | 63 |
| Prefer not to answer | 15 | 19 | 20 | 11 | 7 | 11 | 0 |

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Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|---------------------------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 169 | 101 | 29 | 4 | 52 | 16 | 11 | 57 |
| About once a year or less often | 11 | 12 | 14 | 0 | 14 | 6 | 35 | 8 |
| Every few months | 23 | 33 | 30 | 20 | 36 | 28 | 16 | 10 |
| Every few weeks | 16 | 12 | 20 | 25 | 10 | 7 | 6 | 22 |
| About once a week or more often | 35 | 25 | 21 | 55 | 24 | 26 | 40 | 48 |
| Prefer not to answer | 15 | 18 | 15 | 0 | 17 | 33 | 4 | 12 |

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Pornography Use Behaviour: Single/Multiple Viewers

‘Do you usually view pornography alone or with someone else? Just press 9 if you prefer not to answer.’

[Have viewed pornography in the past year]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|---------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 169 | 39 | 39 | 26 | 35 | 30 | 140 | 29 |
| View it alone | 62 | 67 | 55 | 58 | 68 | 62 | 67 | 44 |
| View it with someone else | 14 | 8 | 23 | 20 | 13 | 18 | 13 | 21 |
| Both | 12 | 17 | 5 | 15 | 9 | 3 | 12 | 11 |
| Prefer not to answer | 11 | 8 | 17 | 7 | 10 | 17 | 8 | 24 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|---------------------------|-------|-----|-----|----|----------|----|----|---------|--------|
| Sample | 169 | 19 | 39 | 55 | 11 | 19 | 26 | 132 | 37 |
| View it alone | 62 | 60 | 73 | 59 | 63 | 68 | 51 | 60 | 72 |
| View it with someone else | 14 | 12 | 12 | 14 | 0 | 14 | 27 | 15 | 12 |
| Both | 12 | 19 | 9 | 12 | 14 | 11 | 13 | 13 | 9 |
| Prefer not to answer | 11 | 9 | 7 | 15 | 23 | 7 | 9 | 12 | 7 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|---------------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 169 | 42 | 59 | 32 | 13 | 7 | 9 |
| View it alone | 62 | 64 | 73 | 53 | 57 | 48 | 66 |
| View it with someone else | 14 | 21 | 6 | 11 | 32 | 35 | 7 |
| Both | 12 | 3 | 8 | 23 | 11 | 18 | 25 |
| Prefer not to answer | 11 | 11 | 14 | 14 | 0 | 0 | 3 |

Religion

| % | Total | Christ ian | Protestant Christian | Evangelical Christian | Catho lic | Other Christian | Non- Christian | None |
|---------------------------|-------|---------------|-------------------------|--------------------------|--------------|--------------------|-------------------|------|
| Sample | 169 | 101 | 29 | 4 | 52 | 16 | 11 | 57 |
| View it alone | 62 | 59 | 75 | 20 | 56 | 52 | 73 | 67 |
| View it with someone else | 14 | 20 | 13 | 25 | 24 | 16 | 16 | 7 |
| Both | 12 | 10 | 4 | 55 | 9 | 14 | 7 | 15 |
| Prefer not to answer | 11 | 11 | 7 | 0 | 12 | 18 | 4 | 12 |

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Pornography Use Behaviour: Gender of Actors

‘Do you usually view pornography depicting men and women, men only or women only? Just press 9 if you prefer not to answer.’

[Have viewed pornography in the past year]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|----------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 169 | 39 | 39 | 26 | 35 | 30 | 140 | 29 |
| Men and women | 56 | 58 | 52 | 49 | 68 | 51 | 54 | 62 |
| Men only | 8 | 10 | 6 | 8 | 6 | 4 | 9 | 5 |
| Women only | 18 | 15 | 23 | 17 | 12 | 28 | 22 | 2 |
| All equally | 5 | 5 | 2 | 8 | 5 | 3 | 4 | 7 |
| Prefer not to answer | 14 | 11 | 17 | 17 | 10 | 14 | 11 | 25 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|----------------------|-------|-----|-----|----|----------|----|----|---------|--------|
| Sample | 169 | 19 | 39 | 55 | 11 | 19 | 26 | 132 | 37 |
| Men and women | 56 | 44 | 51 | 51 | 79 | 62 | 67 | 56 | 54 |
| Men only | 8 | 30 | 1 | 15 | 0 | 0 | 0 | 10 | 1 |
| Women only | 18 | 17 | 31 | 14 | 12 | 3 | 17 | 14 | 28 |
| All equally | 5 | 2 | 10 | 2 | 0 | 15 | 0 | 3 | 9 |
| Prefer not to answer | 14 | 6 | 8 | 18 | 9 | 20 | 16 | 16 | 8 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|----------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 169 | 42 | 59 | 32 | 13 | 7 | 9 |
| Men and women | 56 | 41 | 49 | 76 | 80 | 56 | 46 |
| Men only | 8 | 9 | 3 | 7 | 16 | 0 | 26 |
| Women only | 18 | 43 | 16 | 2 | 4 | 11 | 25 |
| All equally | 5 | 1 | 8 | 2 | 0 | 22 | 0 |
| Prefer not to answer | 14 | 6 | 23 | 12 | 0 | 11 | 3 |

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Lorne Bozinoff, President

lbozinoff@forumresearch.com

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Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|----------------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 169 | 101 | 29 | 4 | 52 | 16 | 11 | 57 |
| Men and women | 56 | 50 | 43 | 20 | 54 | 56 | 59 | 63 |
| Men only | 8 | 8 | 0 | 0 | 10 | 18 | 0 | 9 |
| Women only | 18 | 20 | 42 | 8 | 12 | 20 | 37 | 12 |
| All equally | 5 | 5 | 4 | 47 | 2 | 6 | 0 | 5 |
| Prefer not to answer | 14 | 16 | 10 | 25 | 23 | 0 | 4 | 11 |

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Pornography's Effect on Society

'Do you believe pornography is harmful to society or not?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1624 | 139 | 166 | 278 | 459 | 582 | 747 | 877 |
| Harmful to society | 50 | 39 | 42 | 51 | 57 | 70 | 36 | 63 |
| Not harmful to society | 36 | 51 | 44 | 34 | 27 | 16 | 47 | 26 |
| Don't know | 14 | 11 | 14 | 16 | 16 | 14 | 17 | 11 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|------------------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1624 | 128 | 363 | 613 | 116 | 186 | 218 | 1300 | 324 |
| Harmful to society | 50 | 49 | 45 | 54 | 49 | 50 | 48 | 51 | 45 |
| Not harmful to society | 36 | 40 | 42 | 32 | 36 | 32 | 40 | 35 | 42 |
| Don't know | 14 | 12 | 12 | 14 | 16 | 18 | 12 | 14 | 13 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|------------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 1624 | 453 | 615 | 269 | 88 | 67 | 61 |
| Harmful to society | 50 | 56 | 51 | 48 | 42 | 35 | 48 |
| Not harmful to society | 36 | 34 | 35 | 38 | 39 | 55 | 41 |
| Don't know | 14 | 10 | 15 | 14 | 19 | 10 | 11 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|------------------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1624 | 1191 | 472 | 69 | 530 | 120 | 91 | 342 |
| Harmful to society | 50 | 56 | 62 | 84 | 51 | 44 | 66 | 31 |
| Not harmful to society | 36 | 30 | 26 | 13 | 35 | 35 | 27 | 53 |
| Don't know | 14 | 14 | 12 | 3 | 14 | 20 | 7 | 16 |

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 F 416.960.9602
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Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Law Requiring Internet Service Providers to Block Pornography

'Would you favour or oppose a law requiring all internet service providers to block pornography, requiring users to opt in or check a box if they wished to view pornography online?'

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|-------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 1624 | 139 | 166 | 278 | 459 | 582 | 747 | 877 |
| Would favour this | 52 | 41 | 51 | 58 | 56 | 60 | 39 | 64 |
| Would oppose this | 34 | 46 | 39 | 28 | 25 | 22 | 48 | 21 |
| Don't know | 14 | 12 | 10 | 14 | 18 | 19 | 13 | 16 |

Region / Language

| % | Total | Atl | Que | ON | Man/Sask | AB | BC | English | French |
|-------------------|-------|-----|-----|-----|----------|-----|-----|---------|--------|
| Sample | 1624 | 128 | 363 | 613 | 116 | 186 | 218 | 1300 | 324 |
| Would favour this | 52 | 48 | 53 | 54 | 48 | 50 | 47 | 51 | 53 |
| Would oppose this | 34 | 39 | 35 | 31 | 36 | 28 | 40 | 33 | 35 |
| Don't know | 14 | 12 | 12 | 15 | 17 | 22 | 12 | 15 | 11 |

Federal Vote Preference

| % | Total | Conservative | Liberal | NDP | Green | Bloc | Other |
|-------------------|-------|--------------|---------|-----|-------|------|-------|
| Sample | 1624 | 453 | 615 | 269 | 88 | 67 | 61 |
| Would favour this | 52 | 60 | 49 | 52 | 39 | 61 | 45 |
| Would oppose this | 34 | 29 | 35 | 36 | 43 | 29 | 46 |
| Don't know | 14 | 12 | 15 | 13 | 18 | 10 | 8 |

Religion

| % | Total | Christian | Protestant Christian | Evangelical Christian | Catholic | Other Christian | Non-Christian | None |
|-------------------|-------|-----------|----------------------|-----------------------|----------|-----------------|---------------|------|
| Sample | 1624 | 1191 | 472 | 69 | 530 | 120 | 91 | 342 |
| Would favour this | 52 | 58 | 58 | 79 | 58 | 51 | 46 | 38 |
| Would oppose this | 34 | 28 | 28 | 15 | 28 | 34 | 37 | 48 |
| Don't know | 14 | 14 | 15 | 6 | 15 | 15 | 17 | 14 |

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 F 416.960.9602
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FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

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F 416.960.9602

forumresearch.com