

Statistics

- According to IDC, the premier source for global market intelligence, 30 percent to 40 percent of Internet use in the workplace is unrelated to business. According to SexTracker, "70 percent of all Internet porn traffic occurs during the 9 to 5 workday." Nielsen/NetRating has determined that 21 percent of all adult sites are accessed from work. Meanwhile, 70 percent of employees surveyed by NFO Worldwide admit to viewing or sending adult-oriented e-mail at work.
- According to a new national survey of teenagers conducted by the Pew Internet & American Life Project more than half (55 percent) of all online American youths ages 12-17 use online social networking sites,. The survey also found that 32 percent of online teens have been contacted by strangers online, 21 percent of teens who have been contacted by strangers have engaged an online stranger to find out more information about that person, and 23 percent of teens who have been contacted by a stranger online say they felt scared or uncomfortable because of the online encounter.
- According to the Pew Internet & American Life Project Today, 87 percent of kids age 12 to 17, or more than 21 million youth in the United States, use the Internet. More than half of online teens in that age range use social networking sites, and the heaviest users of the sites are older girls, the research group found.
- According to Family Safe Media, the largest group of viewers of Internet porn is children between ages 12 and 17 (December 2005).
- In 2005, worldwide revenue from mobile phone pornography is expected to rise to \$1 billion and could grow to three times that number or more within a few years (Bryan-Low, Cassel and Pringle, David. "Sex Cells: Wireless Operators Find That Racy Cellphone Video Drives Surge in Broadband Use." The Wall Street Journal. May 12, 2005.)
- Among the 96% of young people who have ever gone online, 65% say they go online most often from home, 14% from school, 7% from a friend's house, and 2% from a library or other location (The Henry J. Kaiser Family Foundation Study, March 2005).
- One in ten young people (13%) reports having a handheld device that connects to the Internet (The Henry J. Kaiser Family Foundation Study, March 2005).
- According to a study by The University of New Hampshire:

Forty-two percent of Internet users aged 10 to 17 surveyed said they had seen online pornography in a recent 12-month span. Of those, 66% said they did not want to view the images and had not sought them out.

More than one-third of 16- and 17-year-old boys surveyed said they had intentionally visited X-rated sites in the past year. Among girls the same age, 8 percent had done so.

Online use that put kids at the highest risk for unwanted exposure to pornography was using file-sharing programs to download images. However, they also stumbled onto X-rated images through other "normal" Internet use, the researchers said, including talking online with friends, visiting chat rooms and playing games.

Filtering and blocking software helped prevent exposure, but was not 100 percent effective, the researchers said.

The survey has a margin of error of plus or minus 2.5 percentage points. The results come from a telephone survey of 1,500 Internet users aged 10 to 17 conducted in 2005, with their parents' consent. (Wolak, Janis, et al. "Unwanted and Wanted Exposure to Online Pornography in a National Sample of Youth Internet Users." Pediatrics 119 (2007); 247-257.

- Adult content on mobile telephones and other portable devices is anticipated to hit \$1 billion in worldwide revenues during 2005, according to market research firm Juniper Research. A 50 percent hike in mobile porn revenues for 2005 over 2004 is likeliest to come from Europe and the Asia-Pacific regions, but by 2009 the world mobile porn market could well enough hit \$2.1 billion. (Juniper Research, "Adult to Mobile: Personal Services," February 2005)
- The number one media concern for parents has shifted from television to the Internet, with 85 percent of parents saying that it posed the greatest risk to their children among all forms of media (National Attitudinal Poll, Common Sense Media, June 7, 2006)
- 76% of Parents say they would like to make the Internet a safer place for kids (National Attitudinal Poll, Common Sense Media, June 7, 2006)

Web security provider ScanSafe released a report saying 49 percent of the corporate Internet traffic that the company scanned in February was non-productive, such as requests for gambling, music, and Webmail sites.

The company said that in February, there were two big events that tend to drive unproductive Internet traffic in the workplace: Valentine's Day and the Super Bowl. The week prior to the Super Bowl, the company saw a 77 percent increase in U.S.-based requests for gambling and sports-related sites.

Overall, Web filtering blocks were up 8 percent from January to February. Specifically, the company reported that:

- 14 percent of blocks were for advertising and promotion
- 12 percent of blocks were to online chat and Instant Messaging (IM) sites
- 10 percent of blocks were for Webmail
- Music, gambling and pornographic sites each accounted for 4 percent of blocks
- Blocks to gambling sites were up 22 percent over January

The company's report is based on an analysis of more than 6 billion Web requests. (March 2007)