



# NZ YOUTH AND PORN

Research findings of a survey on how and why young New Zealanders view online pornography





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## NZ YOUTH AND PORN (2018)

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*Waiho i te toipoto, kua i te toiroa  
Let us keep close together, not far apart*

# Introduction from the Chief Censor

For many children and young people in Aotearoa today, porn is as close as the nearest phone.

That simple fact fundamentally changes everything we knew or thought we knew about porn and young people. In order to catch up, we needed a way to get young people's experiences on the table.

This is why the OFLC has undertaken this research project - to give young people a platform to tell us *how* and *why* they are viewing pornography. We think it works best to put our young people front and centre in the debate around internet porn. Listening to them gives us the best chance to make the changes that can really help.

Our research offers New Zealanders and decision-makers robust and up-to-date evidence about the scope of the issues, helping to inform the education, health, regulation and public policy discussions we need to have. The results also provide us with a platform to provide educators, parents, guardians and young people with tools, information, and the support they need.

We surveyed more than 2,000 New Zealand teens aged 14-17 years old, nearly one percent of the national population within that cohort. A huge thanks must be extended to the participants for their invaluable input into this research and their frank and honest answers.

Porn is a fact of life for young people. Over two thirds of 14 to 17-year-olds have been exposed to porn in their lifetime. On average, regular viewers of online porn begin their use at age 14. Is this an issue? Orthodox regulatory practice (which would typically classify this material as R18) certainly suggests that it is. Perhaps more importantly right now, young people *themselves* certainly see issues with porn - and these issues do not discriminate. Porn is viewed by all genders, sexualities and ethnicities within New Zealand. What young people can see can really trouble them - understandably, when you consider what it is that they see. But equally, they can view porn because they are simply curious, or they consider it to be a useful sex education tool. Young people are also very prone to accidental exposure. It's not *an* issue, it's *multiple* issues - and they are complex.

Strikingly, this research shows us that young people want restrictions around what they can watch and have access to. Their overwhelming consensus is that porn is not for kids. A third of the respondents said it is age dependent - that people their age can view it, but not children. Around a quarter said it should be restricted to adults, and slightly less took the view that no one should view porn. The overall message is clear: we need to do more in this space.

There is no simple 'silver bullet' fix. We are looking at multi-faceted problems that require multi-faceted responses. The traditional regulatory approach simply is not up to the task. However, this research provides us with empirical evidence that we can use to start the discussion, and begin to support our young people in more practical ways. Our young people have spoken and they are self-aware that porn has an impact on them - whether that be positive, or negative, or both. This report makes a vital contribution to our understanding of this subject, and more importantly, puts our young people's views at the forefront of potential change. The research shines light onto issues that New Zealanders typically relegate to the shadows, being too difficult or off-limits to discuss.

As one young person said to us: *"Treating sex as a giant taboo won't help, you know."*

Let's break the taboo. The discussion and action starts here.

Ngā mihi nui,



David Shanks  
Chief Censor



# Acknowledgements

**This research** report is the result of many months of work in surveying, analysing and interpreting evidence relating to young New Zealanders' experiences with pornography. The authors of this report would like to thank all those who have given their time and energy to this research. Without the help of these individuals and organisations, this report would not have been possible.

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We are also indebted to Dr. Waikaremoana Waitoki; Dr. Monique Faleafa from Le Va; and Dr. Sue Bagshaw and Ria Schroder from The Collaborative Trust for their ongoing support, advice and assistance to the OFLC.

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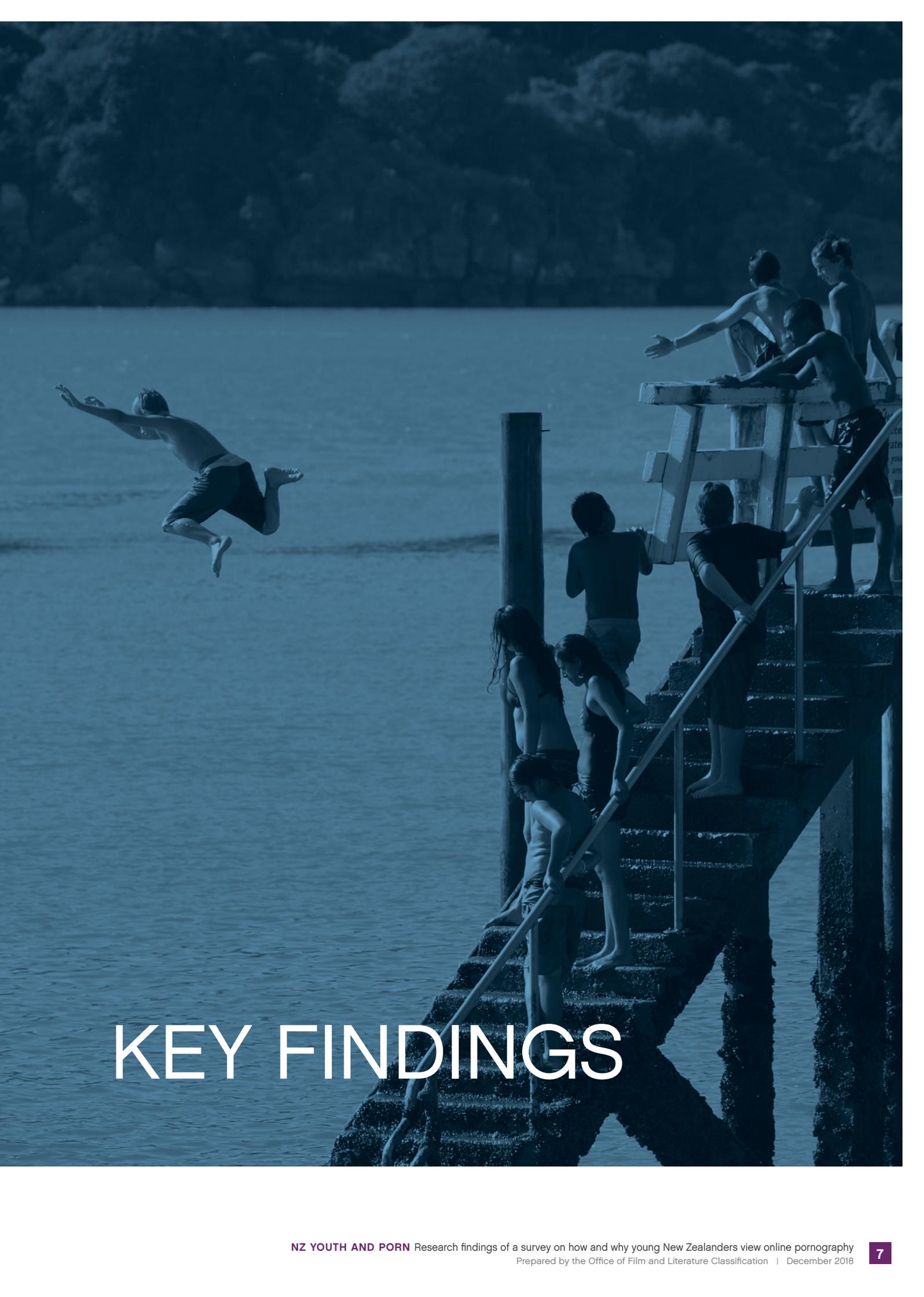
Our thanks must be extended to Hutt Valley High School teachers, Bernard Beckett and Anna Flaherty, and the cast of *Two Nights* – Billie Angus, Lulu Harkness, Tom Blair and Alex Scott-Billing – for their inspiration and ongoing support.

Lastly, and most importantly, our thanks to the rangatahi who participated in the research, and whānau who allowed their young people to take part and have a voice on this sensitive topic.

## The OFLC research team

## Help and Support

- *1737 'Need to Talk'* – feeling anxious, down, depressed or overwhelmed? You can talk to (or text) a trained counsellor through this free service on 1737 <https://1737.org.nz/>
- *Lifeline Aotearoa* – Want to speak to someone about how you're feeling? Whether you're stressed, lonely, depressed or unsure, you can call Lifeline 24/7 and speak with someone who can listen and help. 0800 543 354
- *Aunty Dee* – if your problems are getting you down, and you're feeling confused, talk to Aunty Dee. She's here to help you [www.auntydee.co.nz](http://www.auntydee.co.nz)
- *The Light Project* – is a charitable trust founded in 2017 by a small team of sexual and public health experts. The project aims to help youth, their whānau, schools and wider communities to positively navigate the new porn landscape in Aotearoa: [www.thelightproject.co.nz](http://www.thelightproject.co.nz)
- *It's Time We Talked* – resources about porn education for young people: [www.itstimewetalked.com.au](http://www.itstimewetalked.com.au)
- *Family Planning* – provide a range of services including sexual and reproductive health information, clinical services, education and training and research: [www.familyplanning.org.nz](http://www.familyplanning.org.nz)
- *Youthline* – works with young people, their families and those supporting young people. The team are free to call on 0800 376 633 and can be accessed at: [www.youthline.co.nz](http://www.youthline.co.nz)
- *Netsafe* – Netsafe is an independent, non-profit online safety organisation. Taking a technology-positive approach to the challenges digital technology presents, Netsafe works to help people in New Zealand take advantage of the opportunities available through technology by providing practical tools, support and advice for managing online challenges: [www.netsafe.org.nz](http://www.netsafe.org.nz)
- *Outline* – Confidential, Free, LGBTIQ+ affirming support line and face-to-face counselling. Call on 0800 6885463 and access their website at: [www.outline.org.nz](http://www.outline.org.nz)



# KEY FINDINGS

## PORN IS A FACT OF LIFE FOR YOUNG NEW ZEALANDERS

**Most young** people in New Zealand have seen pornography. This is not just an estimate or an educated guess, it's a fact of modern life. This study shows this conclusively.

Porn isn't just an issue for teens, it's an issue for kids.

Here are the facts: One in four young people in New Zealand first saw porn by the age of 12. Three out of four have seen it by 17. Most young people were not seeking out pornography when they first saw it, but they came across it anyway - it found them.

"For people my age, images and porn are kind of all we know what sex looks like. Lots of those inappropriate pics and vids pop up online even with spam blocks"

- 14-YEAR-OLD GIRL

Accidentally seeing porn is one thing, but some young people are viewing it regularly (15% view porn at least monthly, weekly, or daily). The majority of these regular viewers started looking at porn monthly, weekly or daily by age 14.

Porn is an issue for girls and boys. Boys are more likely to see porn earlier, to seek it out, and to view it more often. But girls are also exposed to

pornography, often at a young age. The majority of 14-year-old girls have seen porn. Around 10 percent of girls view it regularly.

Looking at people having sex is one thing, but concerns about porn often focus on the extreme content now readily available. So what do young people see in porn?

What young people told us about this is sobering. Romance or affection is usually absent. It's common for them to have seen violence, aggression and non-consensual activity in porn. They frequently see a man controlling and dominating another person.

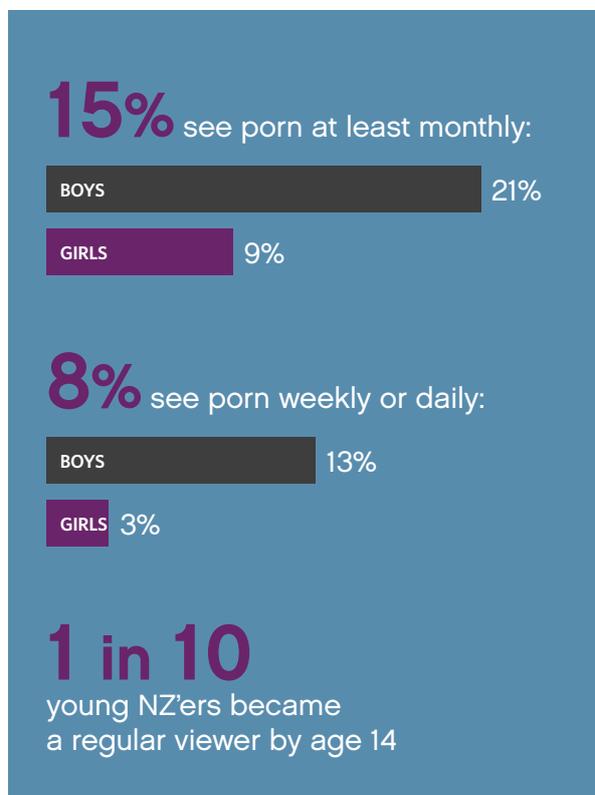
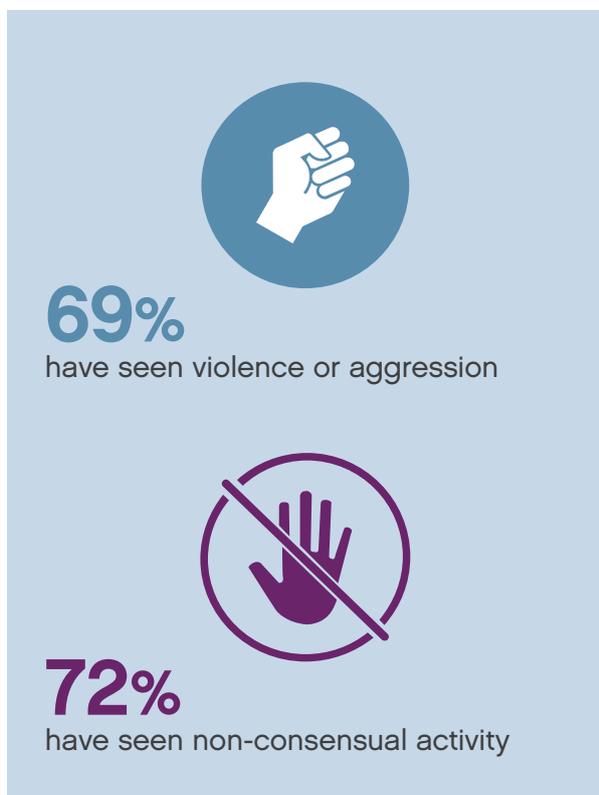
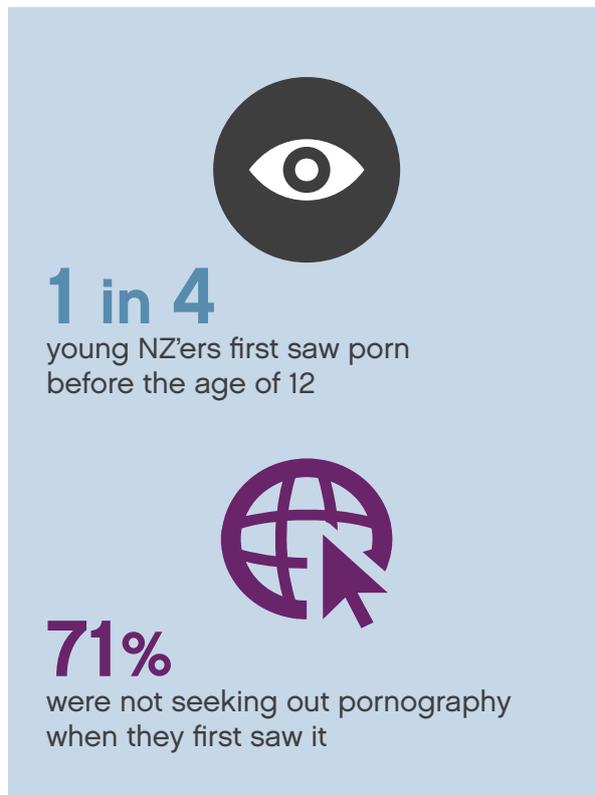
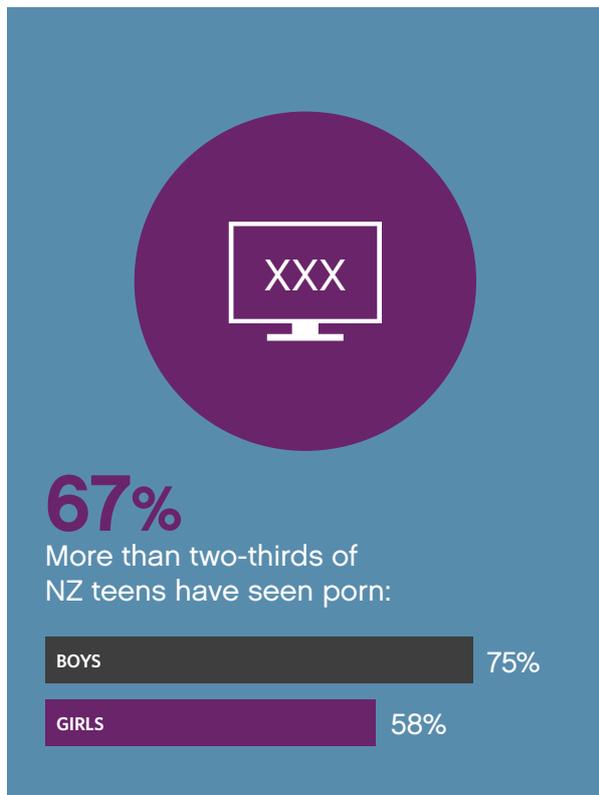
Portrayals of gender roles are particularly concerning: young people were much more likely to see a focus on men's pleasure and dominance, while also more likely to see women being demeaned, subjected to violence or aggression, and non-consensual behaviour. We're a long way from the 'Playboy under the bed'.

Young people are likely to see porn regardless of gender, ethnicity or sexuality. Access to porn is easy, access to porn is common. Most young people have never talked about it with a parent or caregiver.

This research provides insights into some of the challenges young people face today - and the discussions that need to take place.

"Sex isn't such a big deal. Everyone is a sexual being"

- 17-YEAR-OLD GIRL



## PORN INFLUENCES THE WAY YOUNG PEOPLE THINK AND ACT

There is plenty of debate about the ways pornography might have some kind of influence on young people's attitudes or behaviours – for good or bad. This research is not intended to prove whether porn has specific impacts on young people, and the debate on this will continue. But by reaching out to young people directly we've clarified some things and set the scene for an informed discussion.

“Positive: It shows young people, who may not have received any decent sexual education, how the mechanics of sexual interaction happens. It also shows some people that their desires are not unnatural or immoral.

Negative: It sets a benchmark that is way too high for many young people, in terms of their performance. Males who can't 'bang away' for hours, and girls who won't take anal or accept cum on their faces, feel that they will fail to satisfy their partners, and so encourages depression and social withdrawal” – 17-YEAR-OLD BOY

Porn is influencing the sexual lives of young people. They told us they use it as a way of learning about sex. For many, porn is the *primary* way they learn about sex – and it becomes more important as they get older. One in five young people who have seen porn in the past six months – including almost half of those who have ever been in a sexual relationship – say they've tried doing something they've seen in porn.

This research tells us that young people are aware and thinking about porn, its influence, and the issues this raises. Regardless of the academic debate, it turns out that the vast majority of young people agree that porn can influence people's behaviour and attitudes. They're much more likely to think these influences are negative. Common themes were that porn promotes false expectations and unhealthy views about sex and relationships, and that it normalises violence and aggressive behaviour. Some young people find it hard to manage their use of porn.

“On a positive note, porn exposes you to different genres of sex and diversity within roles, but a negative is that people can get exposed to an unrealistic standard of sex, hyper masculinity or hyper femininity”  
– 17-YEAR-OLD GIRL

But it's not black and white – a majority of teens think that porn has some positive influences as well. For example, some talked about its usefulness as a learning tool.

We also asked young New Zealanders if they had received information about sex at school. On the plus side, most of them have. Not so great is that a third of them think the information they received was 'not that useful' or 'not at all useful', and only a minority said it was 'very useful'. Young people want more and better information about sex. Considering this, it's not surprising that so many young people use porn as a way to learn about sex.



**73%**

of regular viewers use porn as a learning tool



**1 in 5**

recent viewers of porn have tried doing something they've seen



**66%**

haven't talked to a parent or caregiver about porn



**89%**

of young people think that porn can influence people's thoughts and behaviours

- 3% only positive
- 37% only negative
- 49% both positive and negative

## PORN IS COMPLICATED (AND OFTEN TROUBLING) FOR YOUNG PEOPLE

**This research highlights** many young New Zealanders' mixed feelings and uncertainty about porn – including their own experience of porn and its impact on themselves and others.

We asked young people who had recently seen porn about why they look at it. Regardless of age, gender, sexuality, or ethnicity, young New Zealanders are looking at porn for

“... By looking and learning it helps with the anxiety and a basic knowledge of what to do... Some porn is brutal and violent and degrading to the woman and it is this that I believe is the problem. As being young and seeing that, you are led to believe that is how you treat a woman, which in my eyes is wrong!” – 15-YEAR-OLD BOY

all sorts of reasons. Yes, most of them are looking for sexual arousal or pleasure – that’s what porn is designed for. Boys are much more likely to give this as a reason, but almost half of girls said they do this too. But that’s not the only reason young people view porn. They might look at porn because they’re bored, because they’re stressed or anxious – some use it to help sleep, and others want to be ‘grossed out’. It’s not a simple picture – but the reality isn’t simple.

How does porn make young people feel? Again,

it’s complicated. The most common feelings or emotions are curiosity, sexual arousal, and worry about being caught. While young people are more likely to feel relaxed, happy

or positive while looking at porn, some report feeling upset, sad or unhappy. Many of those who feel happy or positive also sometimes feel negative emotions.

“I think although it is inappropriate before I watched [porn] I didn’t really know how sex worked and I think it educates kids on what actually happens. It also assists with masturbation which can be a good stress release method. The negative impacts are that porn sex is usually fake and we expect too much when we actually have sex. Also some boys might not be able to orgasm without porn” –

14-YEAR-OLD GIRL

Young people often view porn because it makes them feel good in some way – so young people clearly have a lot of positive associations with porn. But it’s not straightforward. They are often seeing things that trouble them. The great majority, including regular viewers, say they see things in porn that make them feel uncomfortable.

Some young people are really struggling with their level of usage – which may even be considered compulsive. Nearly half of regular viewers of porn would like to view it less often, but find this hard to do. Some regular viewers said they would spend more time looking at porn if they had the opportunity, but many of them also want to view it less often.



## Top 5

reasons young people look at porn:

1. **76%** curiosity
2. **58%** accidentally
3. **57%** entertainment
4. **57%** sexual arousal or pleasure
5. **56%** boredom



## Top 3

feelings when looking at porn:

1. **75%** curious
2. **71%** sexually aroused or turned on
3. **63%** worried about being caught



## 72%

of recent viewers saw things in porn that made them feel uncomfortable



## 42%

of regular viewers would sometimes, or often, like to spend less time looking at porn BUT find this hard to do

## YOUNG PEOPLE THINK THERE SHOULD BE LIMITS

**Whether or not** they look at porn themselves, young New Zealanders overwhelmingly agree that porn isn't for kids. This includes young people who were first exposed to porn as children – suggesting many of them wish they hadn't seen it themselves at such a young age.

“I was searching Google for bareback horse riding pictures when was 12. It showed me gay porn. I didn't know what it was, but Mum came in and explained. It made me think negatively about sex”  
– 16-YEAR-OLD GIRL

Around a third think it's ok for people around their own age to look at porn, but around half say that porn is either for adults only or that it's not ok for *anyone* to see it. In other words, a lot of young people (including regular viewers) think it's not ok for people their own age to look at porn.

We asked young people if they thought children and teens' access to online porn should be restricted in some way, for example by blocking or filtering content, or requiring proof of ID. The great majority – including half of all regular viewers – agreed that there should be some kind of restriction for people under 18.



**89%**  
of young NZ'ers agree that porn should NOT be seen by children



**71%**  
of young NZ'ers believe that children and teens' access to online porn should be restricted. This includes half (51%) of regular viewers.

## WHERE TO NEXT?

**Young people** are likely to see pornography regardless of gender, ethnicity or sexuality. Porn is now digital, open access and available 24/7 to anyone with a smartphone. But the nature of porn is also different than it used to be. Young people are likely to see violent or aggressive, misogynistic, and coercive behaviour in porn. We've done the research, and young people have identified the issues:

- Young people think porn is too easy to access
- Porn is informing young people's views about sex. And they think this can be a problem
- Porn is a complicated issue for young people, and they sometimes find it hard to manage

So how can we help young people?

This issue requires a collaborative approach and this work is already underway. This research provides the opportunity to take an integrated approach, involving regulation, education, and tools and information for New Zealanders.

### Regulation

Strong support amongst young New Zealanders for some kind of online restrictions on porn show that a regulatory response may actually be welcomed by many teens – including many regular viewers who would like to spend less time looking at porn but find this hard to do. This means that solutions can be developed in collaborative ways with the young people being affected. Any technical or legal fixes are only ever going to be partial solutions – but regulation does provide options for limiting access to young people (especially children) who may be vulnerable. We know that young people are much more likely to see porn for the first time by accident, rather than looking for it themselves.

### Tools and information

Too many young people do not have the information, support and tools to process and understand pornography, to deal with the sometimes negative consequences of exposure, or to avoid this material in the first place. So help is needed. Excellent work in this area has already been done, for example by [The Light Project](#), a New Zealand NGO with information for families, health professionals, and (most importantly) for young people themselves. We need to ensure that support and resources are available to young people, and that they are easy for young people to find.

### Education

Young people tell us that they want more and better information on sex and sexuality. Education provides an opportunity for a counter-narrative to porn that reaches more young people. When young people are learning about sex and relationships, porn education should be a part of the discussion.

For education to be effective it requires a whole-of-community approach. The OFLC intends to facilitate a more cohesive and collaborative approach to ensure progress is made.

### Research

This report will be followed up with a more in-depth qualitative study, exploring the findings from this survey in detail. A primary focus will be education and resource development. Ultimately, the research we do is designed to be practical, useful, and to inform debate.

# Background and objectives

**Research from** New Zealand and around the world has established that children and adolescents view online pornography and there is significant concern amongst parents, young people, and those working in youth education and health about the potential effects of this exposure.<sup>i</sup>

There is ongoing debate about whether correlational studies of potential harms of pornography (for example an increase in sexual aggression, coercion or risky sexual behaviours) also imply causation. Nonetheless, research suggests that pornography can have significant effects on the attitudes and behaviours of young people.

Following consultations with a variety of agencies and researchers – and conducting an in-house literature review – we identified a need for robust, up-to-date evidence about the scope of the issue. The OFLC commissioned Colmar Brunton to conduct a nationally representative quantitative survey. We are planning a subsequent qualitative phase in 2019.

## Why young people aged 14-17?

The consultation process highlighted the need for comprehensive research involving children and teens, both because there is less of this research currently available, and because the impacts of pornography on younger people are likely to be greater. A survey including people younger than 14 was considered, however we would not have been able to obtain the robust and detailed information needed without raising significant ethical

and practical design challenges. The 14-17 age group is a younger demographic than most comparable international research. While some important international studies have asked younger children about pornography or sexual content online, we are not aware of any major surveys approaching this level of detail on the topic of pornography specifically.

## Overall purpose

The research will inform policy responses to young people's use of online pornography by providing interested stakeholders and the wider public with quantitative data on this issue.

Findings from the survey will inform the development of:

- Cross-government work on potential policy and regulatory responses to young people's use of online pornography, including work by the inter-agency Pornography Working Party
- Youth media literacy, sexuality and sexual education, and programmes dealing with sexual violence and harmful sexual behaviour prevention.

Findings will also inform the OFLC's qualitative phase of research, which will delve deeper into access and usage patterns, how pornography is viewed and with whom, how content is perceived, and young people's perceptions about the impact of pornography on attitudes and behaviours. A primary focus will be education and resource development.



## Research method

A nationally representative quantitative survey was needed in order to obtain robust evidence about the size and scope of pornography use amongst young New Zealanders. An online survey was chosen as research shows that computer-mediated, self-administered surveys are more likely to produce accurate and honest responses on sensitive topics such as pornography, especially amongst young people.<sup>ii</sup> The online survey was conducted by Colmar Brunton with 2,071 young people aged 14 to 17 years old throughout New Zealand.

This study set out to answer the following research questions:

- What is the size and scope of pornography use by young New Zealanders, including age of first exposure, prevalence and frequency of use, how content is consumed, and perceptions of use amongst peers?
- Why do young people view pornography and how does it make them feel?

- Do young people think pornography can influence sexual behaviour or attitudes? If so, how?
- What behaviours do young people see in pornography and how do they perceive these behaviours?
- What are the main ways young people learn about sex? Has information about sex from 'official' sources (such as sex education at school) been made available to them, and has it been useful?

### Designing the survey

The OFLC designed the questionnaire in conjunction with Colmar Brunton following extensive engagement with a number of government agencies, NGOs, and academics with expertise in research about pornography, sex education, media studies, and young people's health and development (see page 6). The subject matter expanded and evolved following extensive feedback about the issues identified as important by stakeholders. The questionnaire was also informed by an in-house literature review.

Considerable care was taken in designing simple questions that were easy to understand and worded in a neutral tone.

The survey questionnaire was cognitively tested with ten 14 to 17-year-olds. Cognitive testing involves taking people through the questionnaire in detail to ensure that questions are understood by participants. The consent process was cognitively tested with their parents or adult caregivers. Revisions to the questionnaire and survey process were made following the cognitive testing.

The average time taken to complete the survey was estimated to be 10-15 minutes. See the full questionnaire and consent information in Appendix F.

## Definition of pornography

Respondents were given the following definition before answering any questions on pornography:

***“By porn, we mean explicit images, video, or movies of a person or people having real sex or doing sexual things and you can see their genitals (e.g. penis, vagina).”***

The definition was designed to be clear and practical, as well as intentionally restrictive to rule out content that is clearly not pornography. For example, we intended to exclude sexual images on mainstream commercial TV programmes or movies. Cognitive testing showed that the definition is broadly congruent with 14 to 17-year-olds' understanding of the term 'porn' in general use.

## Research ethics

Colmar Brunton followed market research industry standards including the Research Association's Code of Practice.<sup>iii</sup>

Permission was granted from the parent or adult caregiver for their teenager to take part before the young person started the survey. Parents were provided information about the subject of the survey to ensure they were giving informed consent. Due to the sensitive subject matter, parents were informed that the survey was confidential and their teen's privacy was guaranteed. Parents were also informed that their teen must complete the survey in private, noting that "it is critical that your teen provide us their honest answers, without embarrassment or concerns that their responses will be 'checked up on'".

Young people were able to complete the survey on any device connected to the internet, and could stop and come back to the survey at any time if they wished. Young people were informed that they must complete the survey in private, and had the option to skip questions if they wished

by selecting 'prefer not to say'. It was also made clear that their answers were private and their parents would not be able to see their answers. The most sensitive questions were asked near the end of the survey.

A child and adolescent development expert reviewed and approved the questionnaire and survey procedures to ensure question wording was appropriate for 14 to 17-year-olds and any risk of harm to a young person in completing the survey was minimised. While the survey was being conducted, researchers checked young people's responses to open-ended questions each day to detect whether young people had left concerning responses or requests for help. Every screen in the survey contained helpline information so that young people could easily seek support if necessary.

## Participants

Survey respondents were recruited via their parents or adult caregivers, who were randomly selected from four online panels.

A total of 2,071 young people took part. Data has been weighted to match Statistics New Zealand population projection data (released May 2017) on age within gender, and ethnicity (Māori, Pasifika, Asian, and NZ European/other) for 14 to 17-year-olds. One percent identified as gender diverse. There were insufficient responses from gender diverse teens (n=12) to analyse them as a separate group. Colmar Brunton's methodology involved assigning gender randomly for this group so that they were not excluded from the overall results. The experiences of gender diverse youth with pornography is an important topic that will be explored in our qualitative research. See Appendix A for unweighted and weighted sample profiles.

Around three-quarters (74%) of participants were heterosexual (attracted to the opposite sex) and 9% were non-heterosexual – for analysis this includes young people who are attracted to the same sex or to both males and females. The remainder were either unsure (5%), not attracted to males or females (5%), or preferred not to say (6%). Note that two thirds (66%) of non-heterosexual youth in the survey were female, reflecting the higher likelihood of girls being attracted to both males and females.

One in five (21%) were currently in or had ever been in a sexual relationship. Most (72%) had never been in a sexual relationship, and 7% preferred not to say. Eight percent reported having a limiting long term health issue or disability.

Colmar Brunton's online panel made up 50% of the full sample, and a detailed comparison of the geographic spread of these participants is similar to the distribution of population throughout New Zealand's regions (see Appendix A). Data on the location of participants recruited by additional external online panels is not available.

### Margins of error and subgroup analysis

The maximum margin of error on a total sample size of 2,071 is +/-2.2%. Higher margins of error are associated with subgroups of the total sample.

Subgroup differences noted in the report are statistically significant at the 95% confidence level unless specifically noted otherwise.

Most of the subgroup analyses uses bi-variate analysis.<sup>1</sup> To check for possible interaction effects and identify the best demographic predictors, forward stepwise logistic regression<sup>2</sup> was used for four key measures: lifetime exposure to pornography, exposure in the last six months, regular use of pornography, and attitude towards who should be able to look at pornography. This analysis produced similar results to the bi-variate analysis giving us confidence to make extensive use of bi-variate analysis in this report.

### Notes to the reader

Percentages in the tables and graphs may not add to 100% due to rounding or because respondents were able to give more than one answer to some questions.

The base sizes shown in the tables and graphs use unweighted data (as the statistical reliability of results is determined by unweighted base sizes). The percentages in the tables and graphs use weighted data to ensure the survey results are representative of the population of interest.

### Limitations

This research provides statistical evidence about how and why young New Zealanders view pornography, however the quantitative survey format does not provide a full picture of the complexities of young people's experiences. Limitations and gaps identified will be explored in the qualitative phase of our research.

### Terminology

The following terms have been used in this report when referring to statistical groups in relation to findings:

- *Youth, teen and young people* – these terms refer to people aged 14-17
- *Child/children* – this refers to people aged 0-13
- *Regular viewers of pornography* – this is defined as those who in the last six months looked at pornography 'once or a few times a month' or more frequently.
- *Non-heterosexual youth* – this is defined as people who are either attracted to the same sex or both males and females.
- *Recent exposure* – this refers to people who have seen pornography in the last six months.

The following terms are used in the report, but do not denote specific participant groups:

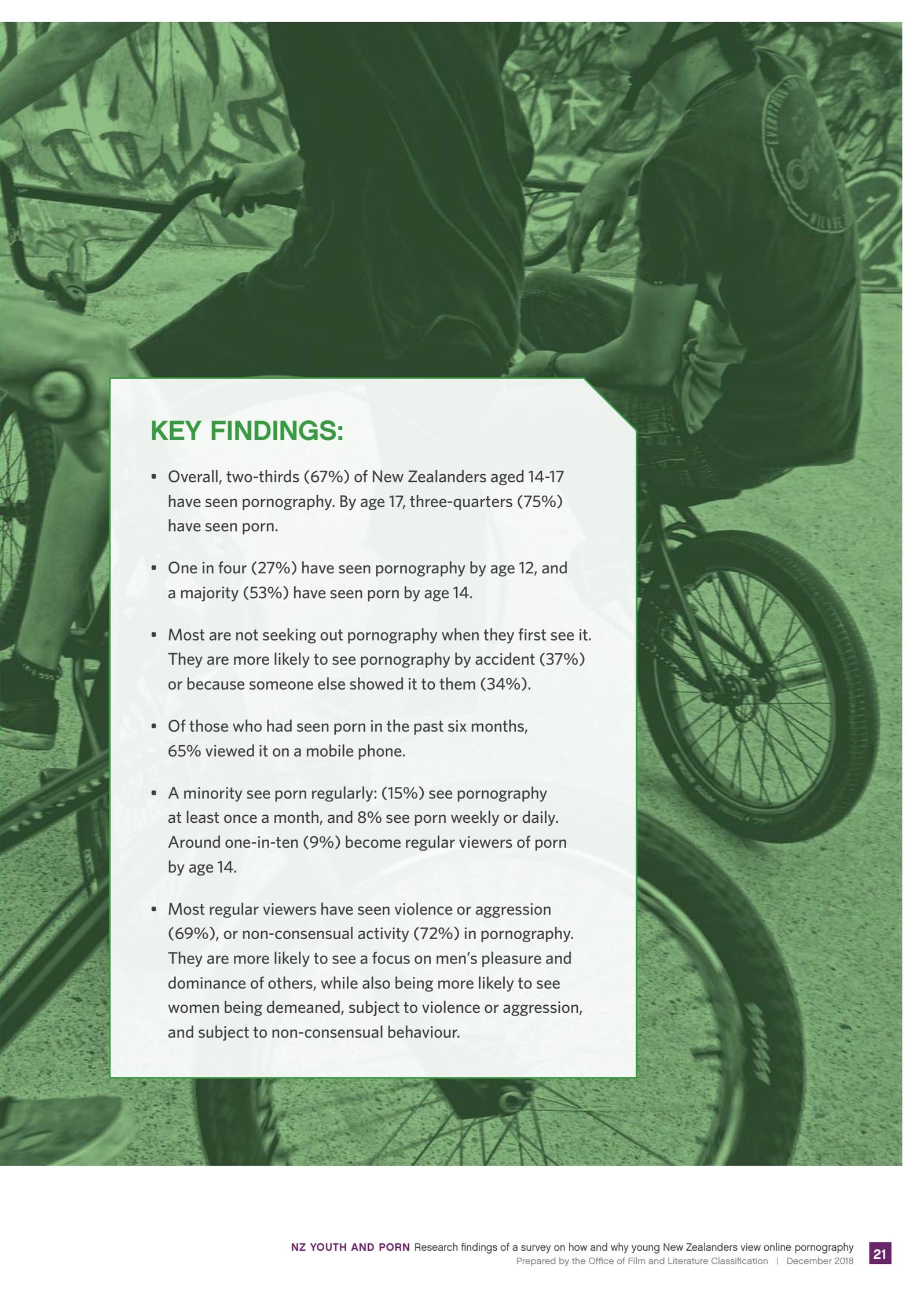
- *Rangatahi* – this means younger generation or youth
- *Whānau* – extended family, family group, a familiar term of address to a number of people – the primary economic unit of traditional Māori society. In the modern context the term is sometimes used to include friends who may not have any kinship ties to other members.

<sup>1</sup> This involves examining the combined influence of 2 variables (e.g. both age and gender) on responses. For example, instead of looking at the influence of gender or age in isolation, we look at whether there are differences in responses from 14-year-old boys compared to 14-year-old girls.

<sup>2</sup> This is a modelling technique used to determine what is important in predicting an outcome (in this case, viewing pornography in the last six months) based on a set of variables we are interested in (for example, age, gender, sexuality, experience of sexual relationship and ethnicity). The first variable that is chosen to be part of the model is the biggest predictor in determining the outcome. Variables that are useful in predicting the outcome are added in subsequently.



# PORN IS A FACT OF LIFE FOR YOUNG NEW ZEALANDERS



## KEY FINDINGS:

- Overall, two-thirds (67%) of New Zealanders aged 14-17 have seen pornography. By age 17, three-quarters (75%) have seen porn.
- One in four (27%) have seen pornography by age 12, and a majority (53%) have seen porn by age 14.
- Most are not seeking out pornography when they first see it. They are more likely to see pornography by accident (37%) or because someone else showed it to them (34%).
- Of those who had seen porn in the past six months, 65% viewed it on a mobile phone.
- A minority see porn regularly: (15%) see pornography at least once a month, and 8% see porn weekly or daily. Around one-in-ten (9%) become regular viewers of porn by age 14.
- Most regular viewers have seen violence or aggression (69%), or non-consensual activity (72%) in pornography. They are more likely to see a focus on men's pleasure and dominance of others, while also being more likely to see women being demeaned, subject to violence or aggression, and subject to non-consensual behaviour.

**We asked** young people if they have seen porn, how often they see it, and when they were first exposed to it. We found that young people are likely to have seen porn during their teenage years. Most have already seen it by age 14, and some become regular viewers at around this age. We also asked regular viewers about the kinds of behaviours they see in porn, and found that most of them see violence, aggression, and non-consensual activity.

**In this report, young people who view pornography at least monthly are referred to as 'regular' viewers.**

## Viewing porn is common amongst young people

### How many young people have seen porn?

Most 14 to 17-year-old New Zealanders (around two out of three) say they have seen pornography at some point in their lives. Boys are more likely than girls to have seen pornography, but a majority of girls have also seen it. There is a gender gap in age groups, however the gap between girls and boys tends to narrow over time. Unsurprisingly, lifetime exposure increases with age. Around four out of five boys and two out of three girls have seen pornography by age 17.

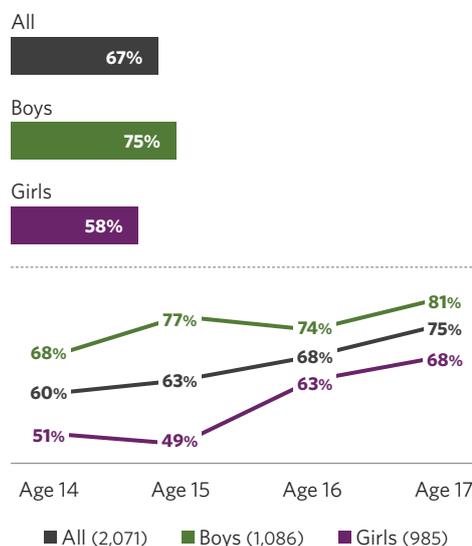
### When do they first see porn?

Exposure to porn tends to start young - the average age of first exposure (for those who could remember) is around 13 years old. However nearly three in 10 couldn't recall how old they were when they first viewed it.<sup>3</sup>

Figure 2 shows the proportion of all 14 to 17-year-olds who had seen pornography by a given age.<sup>4</sup> A majority (53%) of young people first saw porn at age 14 or younger, and around one in four first saw porn by age 12. One in five boys and one in 10 girls had seen porn by age 11 or younger.

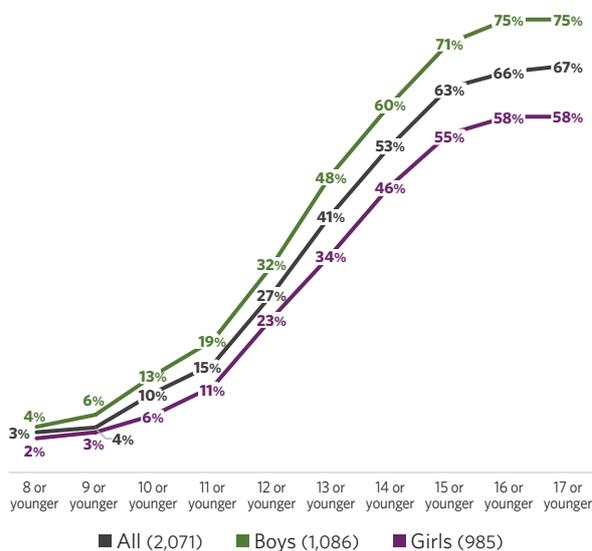
**FIGURE 1. Lifetime exposure to pornography**

*Have you ever seen porn? This could be by accident or you might have looked for it.*



Base: All respondents. 7% who preferred not to answer the question (7% of boys and 6% of girls).  
Source: Q9

**FIGURE 2. Age by which first exposure occurs - based on all 14-17 year olds**

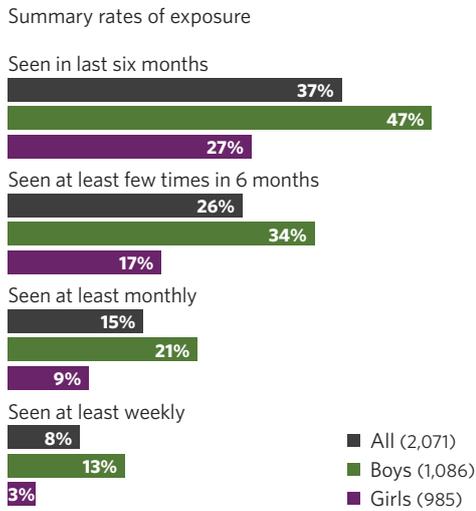


Base: All respondents  
Source: Q10: As well as you can remember, about how old were you when you first saw porn? Your best guess is fine.

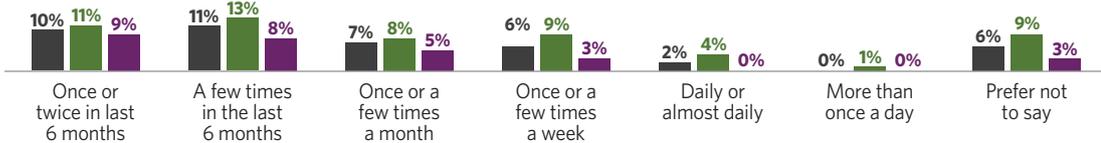
<sup>3</sup> See Appendix D: Full chart breakdown of age of first exposure.

<sup>4</sup> In this chart, data has been substituted where respondents who had seen porn preferred not to answer the question or couldn't remember their age.

**FIGURE 3. Frequency of exposure to pornography in the last six months**



Individual questionnaire responses



Base: All respondents

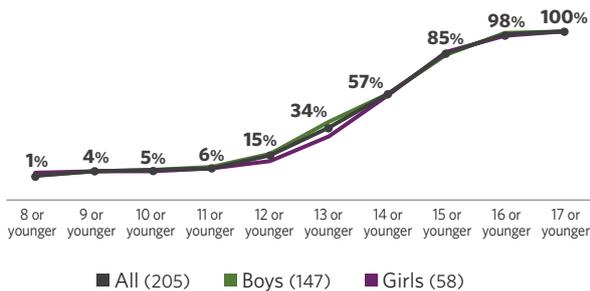
Source: Q12 and Q17: Have you seen porn in the past 6 months? How often have you seen porn in the last 6 months?

**How often do young people see porn?**

Nearly four in ten 14 to 17-year-olds have seen pornography in the last six months, and around a quarter have seen it at least a few times in the six month period (see Figure 3). While most young people don't look at porn often, a significant minority (15%) look at porn at least monthly, and almost one in ten look at it weekly or daily. Boys are around twice as likely to look at porn regularly, but a significant minority of girls (9%) are regular viewers.<sup>5</sup>

Young people tend to look at pornography more often as they get older. Around one in four 17-year-old boys and one in ten 17-year-old girls see porn at least monthly.

**FIGURE 4. Age by which young person started viewing porn regularly - based on those who watch pornography regularly**



Base: Viewed pornography in the last six months at least once or a few times a month, excluding those who can't remember or prefer not to say when they regularly began looking at pornography.

NB: percentages in chart are for 'all' (n=205).

Source: Q21: About how old were you when you started looking at porn this often?

**Regular viewers start young**

We asked regular viewers of pornography how old they were when they started looking at pornography this often. We found that around one in ten young people become regular viewers of pornography by age 14. The average and median ages is about 14 years for both boys and girls (however 31% couldn't remember).<sup>6</sup>

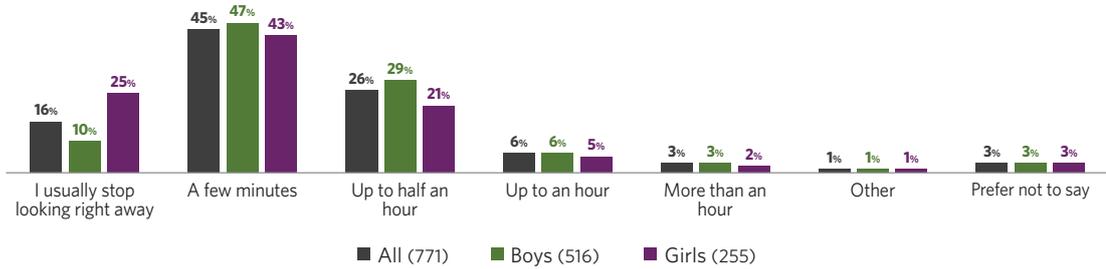
Figure 4 shows the age by which regular viewers started to look at pornography monthly or more often. The chart shows that a majority (57%) of this group started looking at pornography regularly by age 14, rising to 85% by age 15.

<sup>5</sup> See Appendix D for detailed age and gender chart, exposure to pornography in the last six months, and a detailed chart showing frequency of seeing pornography.

<sup>6</sup> See Appendix D for detailed chart of age at which started looking at porn regularly.

**FIGURE 5. Time spent looking at pornography**

When you see porn, how much time do you usually spend looking at it?



Base: Seen pornography in last 6 months.  
Source: Q20

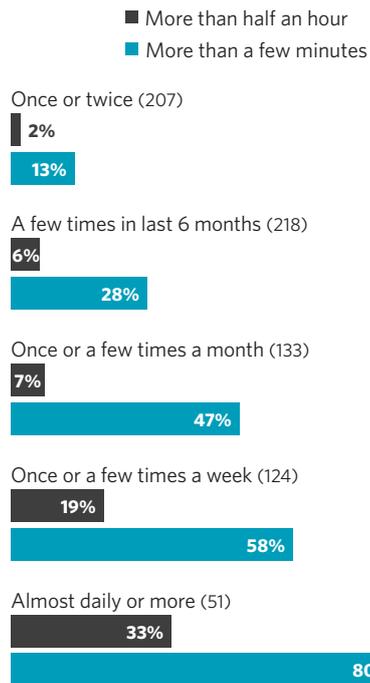
### Time spent looking at porn

Young people who had seen pornography in the last six months were asked how much time they usually spend looking at it (see Figure 5). Most young people (71%) spend only a few minutes or up to half an hour looking at porn. This is consistent with evidence on worldwide average viewing time per visit (around 10 minutes) according to Pornhub, one of the world’s most popular porn sites.<sup>7</sup> The amount of time young people spend looking at porn is relatively low compared to the time young people spend online daily.<sup>iv</sup>

Figure 6 shows that the more often young people view porn, the longer they tend to spend viewing it in a single session. Amongst those who look at porn at least daily or almost daily, 80% reported usually viewing porn for more than a few minutes, and 33% said they usually viewed porn for more than half an hour.

**FIGURE 6. Time spent looking at pornography by frequency of use**

When you see porn, how much time do you usually spend looking at it?



Base: Seen pornography in last 6 months.  
Source: Q17 (frequency of use) and Q20

<sup>7</sup> Pornhub releases its data periodically, under the ‘insights’ page of their website.

### Do young people think looking at porn is common?

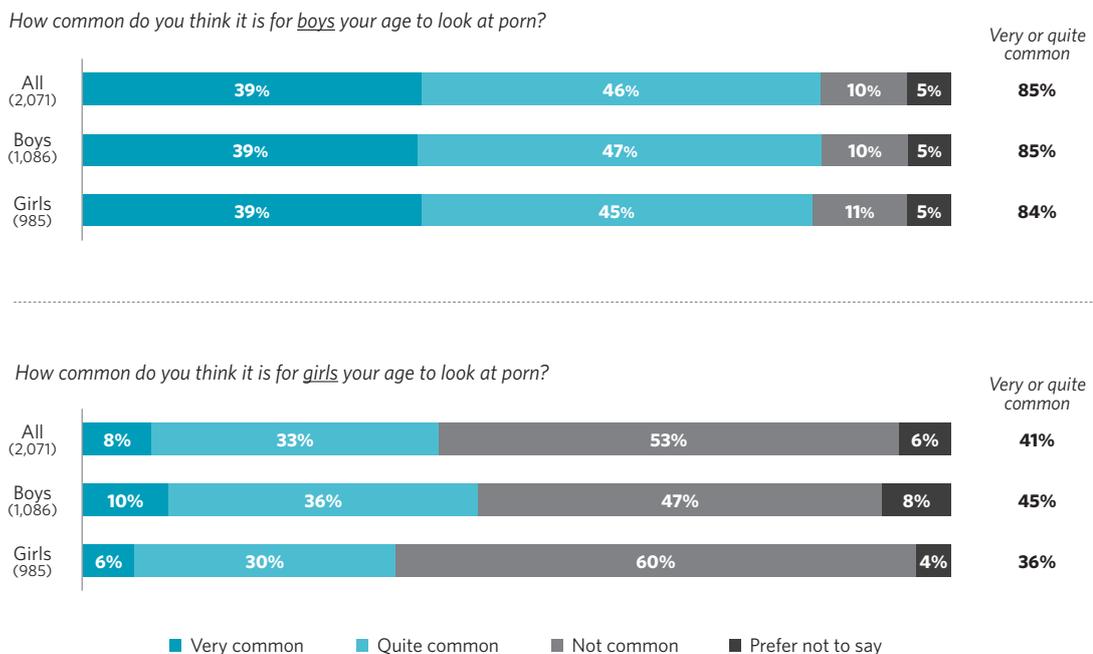
Most young people (85%) think it's common for boys their age to look at porn, while only around half as many (41%) think it's common for girls. Boys and girls hold very similar perceptions of how common it is for boys to look at porn. Forty-five percent of boys compared with 36% of girls think it is common for girls to view porn.

Young people are more likely to think it's common for their peers to look at pornography as they get older. Amongst 17-year-olds, nine in ten think it's common for boys and 50% think it's common for girls.

Young people who had seen pornography (especially regular viewers) were significantly more likely to think it was common for both boys and girls to look at porn. This might suggest that personal experience with pornography (and perhaps use amongst friends) gives young people an inflated sense of how common it is amongst people their age more generally.

There appears to be a gap between perception and reality in relation to young people's use of pornography. It may be that young people perceive pornography use amongst their peers to be more common than it actually is, and this is something that could be explored in future research. It's possible that perceptions of how common porn use is may be influencing the behaviours of some individuals.

**FIGURE 7. Young people's perceptions of how common it is for people their age to look at pornography**



Base: All respondents.  
Source: Q7a and Q7b

## Insights: gender, ethnicity, sexuality and relationships

Porn is a fact of life for young New Zealanders regardless of gender, sexual experience, ethnicity or sexuality, but there are some significant differences in young people's experiences.

### GENDER

Boys are more likely to have seen pornography and to have seen it recently, more likely to view it frequently (and for longer), more likely to be exposed at a younger age, and more likely to start viewing porn regularly from a younger age. This is consistent with international research showing higher rates of exposure for boys<sup>v</sup> and more frequent viewing.<sup>vi</sup> While the use of pornography is *more common* amongst boys, it's evident that – while fewer in number – many girls are seeing pornography, viewing it regularly, and seeing it young.

### ETHNICITY

In terms of exposure to pornography and frequency of use, the behaviours among Māori, Pasifika, and NZ European youth are quite similar. Asian youth are less likely to have ever seen pornography (56%, compared with 73% of Māori, 72% Pasifika, and 69% New Zealand European), or to have seen it recently.

### SEXUALITY

Lifetime exposure to pornography is significantly higher among non-heterosexual youth.<sup>8</sup> Non-heterosexual youth also tended to look at pornography more often – they were around twice as likely to look at pornography at least monthly, compared to heterosexual youth.

More frequent viewing of pornography among non-heterosexuals is consistent with international research showing that use of pornography is higher amongst non-heterosexuals, both adults and adolescents.<sup>x</sup> Possible reasons for why this difference exists will be discussed later in the report.

### SEXUAL RELATIONSHIPS

Young people who have been in a sexual relationship were more likely to have seen pornography. They are also more likely to be regular viewers and to look at porn for

longer. They were more likely to think looking at porn was common amongst boys their age, and much more likely to think it was common amongst girls.

The associations between porn use and experience with sexual relationships is consistent with local and international research. For example New Zealand's Youth 2000 survey series<sup>vii</sup> found that young people who had ever had sex, or were currently sexually active were more likely to look for pornography. International research has found associations with sexual experience including that viewers of porn are more likely to have ever had sex,<sup>viii</sup> and that younger viewers of pornography were more likely to become sexually active earlier. However these associations do not establish causality – rather, it may be related to other factors such as sexual development.<sup>ix</sup>

## How does New Zealand compare?

Statistics on young people's lifetime exposure and frequency of viewing pornography vary widely in international studies (most of these studies are from Europe, North America and Australia). There are a number of reasons for this – including the age range of participants, the definition of pornography, and other aspects of the research design. Another problem is finding statistics that are recent – this is particularly important considering the rapid changes in the way young people access and use online services. Having said this, there is broad consensus on some points:

- Young people are highly likely to see pornography during their teenage years.
- Those who see porn are likely to have been exposed to porn by the time they are 14.
- It is more common for boys to see porn, to seek it out, and to look at it frequently.
- Likelihood of exposure increases with age.

Our survey is unique, and while we cannot compare our findings directly with previous research, we can say that young New Zealanders' experiences appear to be consistent with the points above.

<sup>8</sup> In the analysis, non-heterosexual youth include people who are sexually attracted to the same sex or both boys and girls.

## How do young people see porn?

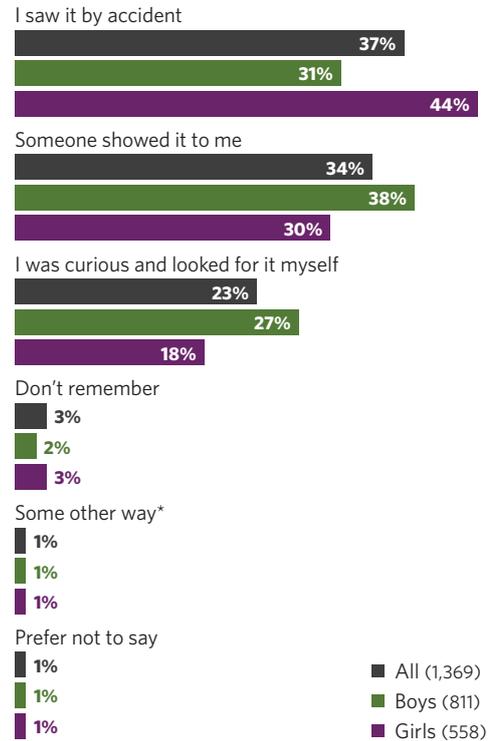
### How do young people first see porn?

Amongst young people who had seen porn, just under a quarter said they were intentionally looking for it when they first saw it. More commonly, they were exposed to porn by accident, or shown it by another person.

### Deliberate versus accidental viewing

Participants who had seen pornography in the last six months were asked how they had usually seen it. Accidental exposure is more common among younger teens. This can happen when, for example, young people are looking for information about sex, sexual health and relationships, see it on pop-up ads online<sup>xii</sup> or mistyped or unintended search results.

FIGURE 8. How young people first see pornography



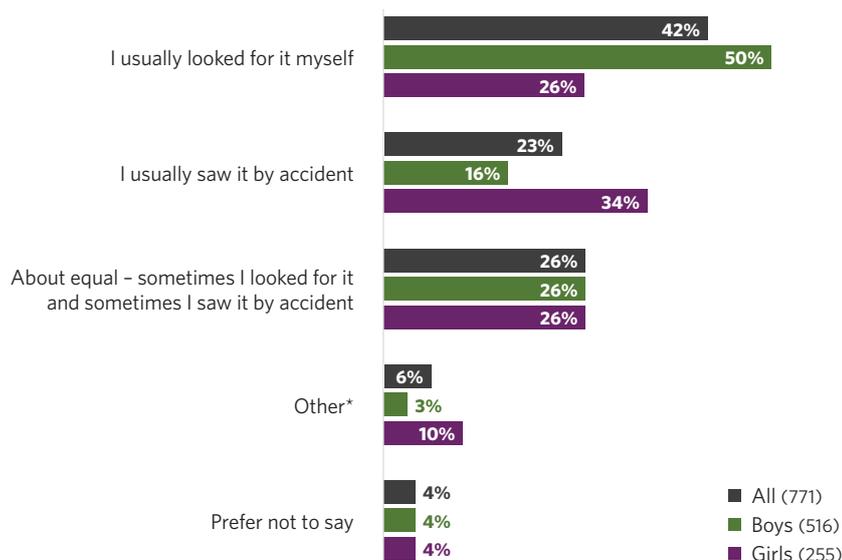
\*Includes TV/Netflix/movies (1%)

Base: Ever seen pornography.

Source: Q11: How did you first see porn?

FIGURE 9. Deliberate versus accidental exposure in the last six months

How have you usually seen porn in the last 6 months?



\*Most common responses was that 'friends/someone else showed it or sent it to me' (5%)

Base: Seen pornography in last 6 months.

Source: Q15

### Viewing alone or with others

Some young people view pornography with others – one in five are most likely to see pornography with friends. However, the great majority look at porn by themselves in private.

### How do young people access porn?

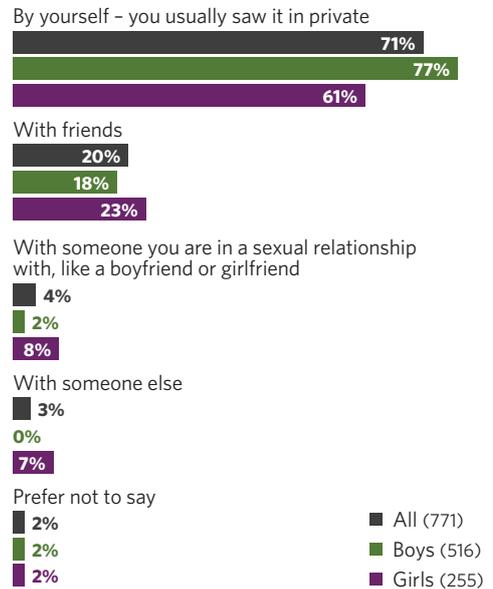
Young people almost always use digital devices to see pornography – a mobile/smart phone being most common.

Porn websites are the most common source of seeing pornography for young people (66%).

Clearly, access to online pornography is easy – particularly if a young person owns a mobile phone. Traditional restrictions do not exist in the online space.

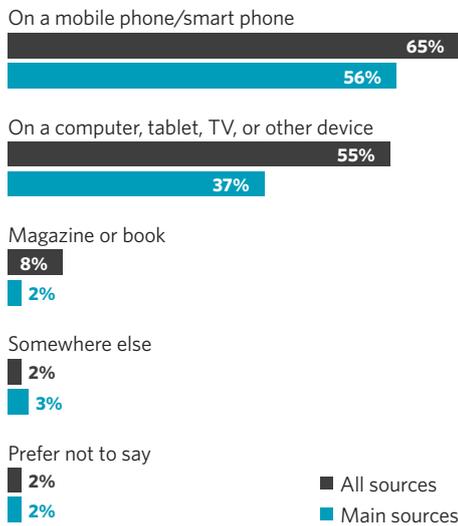
**FIGURE 10. Viewing alone or with others**

When you saw porn, were you most likely to be...



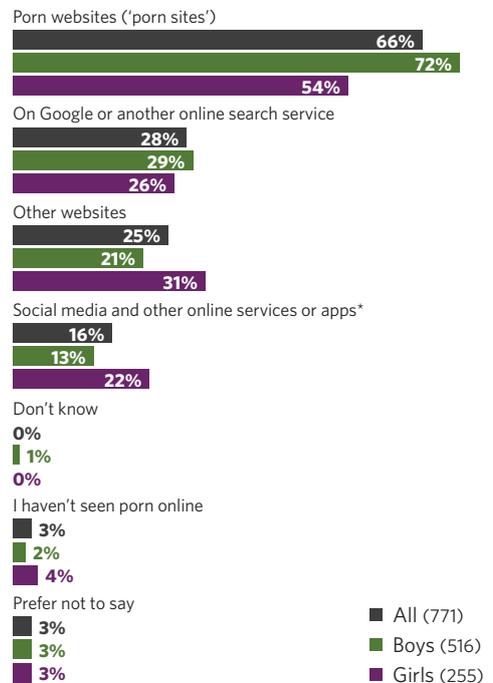
Base: Seen pornography in last 6 months.  
Source: Q16

**FIGURE 11. How young people access porn**



Base: Seen pornography in last 6 months (771).  
Source: Q13a and Q13b: Where did you see porn? Where did you most often see it?

**FIGURE 12. Where young people see porn online**



\*Includes Facebook/messenger (6%), Instagram (5%), YouTube (2%), Snapchat (2%), Twitter (1%), Tumblr (1%), Ads/pop ups (1%), Other (1%)  
Base: Seen pornography in last 6 months.  
Source: Q14: Where have you seen porn online?



## Insights: gender, ethnicity, sexuality and relationships

### GENDER

Girls are more likely to have seen porn for the first time by accident, whereas boys are more likely to have been intentionally looking for it (see figure 8).

This pattern carries on into young people's current viewing patterns. Girls are more likely to have seen porn by accident in the past six months, whereas boys are more likely to seek it out (similar patterns are observed in international research).<sup>xiii</sup> The Youth 2000 survey series<sup>xiv</sup> also found that boys are more likely to seek out pornography, however the differences in that survey were much greater.

While girls are likely to view porn alone, they are almost twice as likely as boys to view it with other people.

While there are a number of differences, overall girls are accessing pornography in similar ways to boys.

### ETHNICITY

Young people from different ethnic groups tend to access porn in similar ways.

Accidental first exposure is more common among Māori and Pasifika youth. This difference may reflect lower

confidence and knowledge about keeping safe online generally. For example, Netsafe's 2018 research with young people found that Pasifika and Māori youth reported lower levels of awareness about online safety than NZ European youth.<sup>xv</sup>

### SEXUALITY

Non-heterosexual youth are more likely to have intentionally looked for pornography when they first saw it, and to have done so recently. This fits a general pattern of non-heterosexual youth being more likely to see porn and to see it more frequently. Non-heterosexuals are also more likely to see porn with a sexual partner.

### SEXUAL RELATIONSHIPS

Young people who have been in a sexual relationship are more likely to intentionally look for pornography. They are also less likely to have been exposed to porn for the first time by accident, and to have seen it by accident in the past six months.



## What are young people seeing when they look at porn?

We asked regular viewers about the kinds of behaviours they see in porn. Young people were asked how often they saw a list of behaviours on a scale from 'always' to 'never'. Results are subjective as someone may see the same behaviours as another person, but interpret them differently. In this section, when we refer to young people seeing a behaviour *often*, this means they have reported seeing a behaviour 'always', 'most of the time', or 'about half the time'. Results are presented in Figure 13.

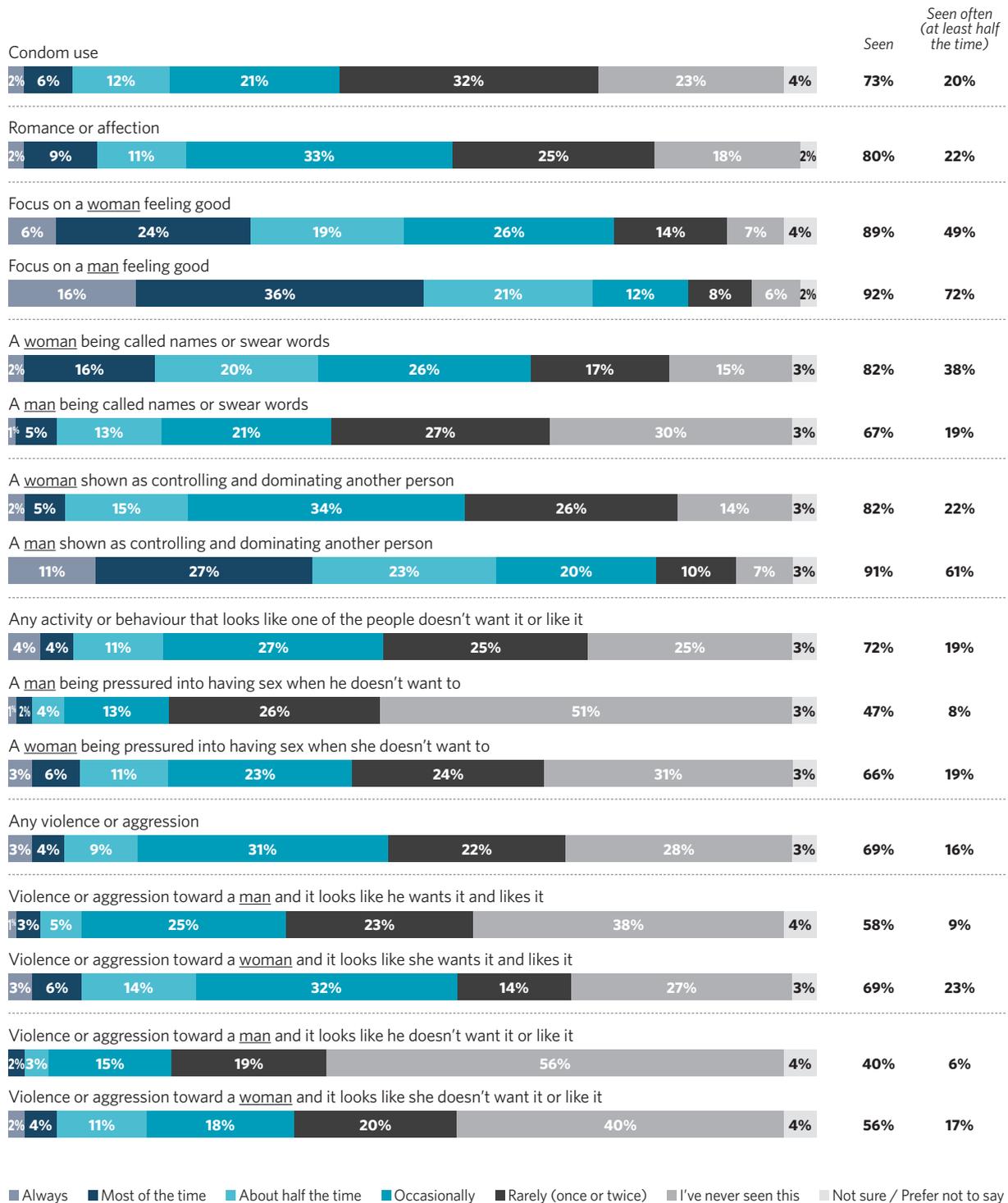
"Porn is often derogatory towards women and objectifies them, so people could be influenced by this to treat women in a negative way. Porn also does not really show consent and there are often scenes where sex is done by force"  
– 17-YEAR-OLD GIRL

## KEY FINDINGS – YOUNG PEOPLE'S PERCEPTIONS OF BEHAVIOUR IN PORN (AMONGST REGULAR VIEWERS)

- **69%** have seen violence or aggression and 16% see this **often**
- **72%** have seen non-consensual activity or behaviour and 19% see this **often**
- **91%** have seen a man controlling and dominating another person and 61% see this **often**
- **80%** have seen romance or affection in pornography, and 22% see this **often**.

**FIGURE 13. Behaviours young people see in pornography**

When you look at porn, how often do you see this?



Base: Look at pornography 'at least once or a few times a month' (308).

Source: Q30



### Gender inequalities in pornography

Young people were much more likely to see a focus on men's pleasure and men's dominance of others, while also being more likely to see women being demeaned, being subject to violence or aggression, and subject to non-consensual behaviour. More specifically, young people reported often seeing the following behaviours in porn:

- **72% saw a man feeling good vs 49% for seeing a woman feeling good**
- **61% saw a man controlling or dominating another person, vs 22% for women**
- **38% saw a woman called names or swear words, vs 19% for men**
- **19% saw a woman being pressured into having sex she didn't want, vs 8% for men**
- **17% saw violence or aggression toward a woman that she didn't want or like, vs 6% for men.**
- **23% saw violence or aggression toward a woman that she did want or like, vs 9% for men**

The behaviours listed were informed by the 2018 Australian study *What Behaviours Do Young Heterosexual Australians See in Pornography? A Cross-Sectional Study*. The study noted that despite concerns about what young people are seeing in porn, there is limited evidence about their perceptions of this content.<sup>xvi</sup>

“Porn is about promoting sexual activity, and females are seen as sex machines rather than human beings. So I guess it promotes that men should treat women as something to meet their sexual desires” – 15-YEAR-OLD BOY

Due to significant differences in methodology we can't compare results directly, however the results did reveal similar patterns – including the gender disparity in some behaviours that young people report seeing in porn.

## Insights: gender, ethnicity, sexuality and relationships

### GENDER

The following results suggest differences between boys' and girls' perceptions of content in porn. While these results cannot be considered significant on a *statistical* level (due to the smaller number of respondents who were asked this question) they may help inform further research.

Boys were more likely to often see a 'focus on a woman feeling good'. Girls on the other hand were more likely to report often seeing 'any violence or aggression', and also a range of activities that indicate gender imbalances in pornography, including:

- 'A man being shown as controlling and dominating another person'
- 'A woman being pressured into having sex when she doesn't want to'
- 'Violence or aggression toward a woman and it looks like she wants it and likes it'
- 'Violence or aggression toward a woman and it looks like she doesn't want it or like it'.<sup>9</sup>

This may reflect differences in what boys and girls are looking at, however it might also suggest differences in how content is perceived by boys and girls. That is, boys may be less likely to pick up on gendered differences involving consent, power, violence or aggression. The Australian research mentioned above found similar disparities in the content seen by male and female participants and came to similar conclusions:<sup>xvii</sup>

*"While it is possible that female respondents objectively saw more violent pornography, an alternate explanation is that female respondents are more able and willing to interpret the behaviours that they see in pornography as violent."*

While this suggests differences in how boys and girls tend to view content in pornography, by and large the similarities were greater than the differences. Both boys and girls are aware of gender imbalances in pornography, and they are both able to identify aggressive or non-consensual behaviour.

### ETHNICITY

Māori young people are less likely to have seen romance or affection (63%, vs 80% of non-Māori), however they are just as likely to see this behaviour often. There were no other significant differences in relation to ethnicity.

"They get wrong ideas of what a body looks like and tells people hurting people in sex is ok" –  
17-YEAR-OLD-BOY

### SEXUALITY

Non-heterosexual youth are more likely to often see 'romance or affection', a 'focus on a man feeling good', and 'violence or aggression toward a man and it looks like he wants it and likes it'.

### SEXUAL RELATIONSHIPS

For all but two of the behaviours evaluated, a young person who has been in a sexual relationship is more likely to see that behaviour in pornography often, or to have ever seen that behaviour. The two exceptions are 'romance or affection' and 'focus on a woman feeling good'.

<sup>9</sup> This difference is statistically significant (27% of girls vs 13% of boys).

A close-up photograph of a hand with a beaded bracelet, set against a dark blue background. The hand is positioned with fingers slightly spread, and the bracelet is visible at the wrist. The overall tone is monochromatic and moody.

# PORN INFLUENCES THE WAY YOUNG PEOPLE THINK AND ACT

## KEY FINDINGS:

- Around nine-in-ten (89%) 14-17 year-olds think that pornography can influence the way people think or act. Most (86%) think porn can have negative influences, and around half (52%) think it can have positive influences.
- A majority (54%) of those who have seen porn in the past six months say they use it as a way to learn about sex, including 73% of those who see porn at least monthly.
- Of those who have seen porn in the past six months, one-in-five (22%) have tried something they have seen in porn, and one-in-four (24%) would like to try something they've seen.
- Of those who have seen porn in the past six months and are currently in a relationship, 59% have tried something they had seen in porn.
- Two thirds (66%) of young people have not talked to a parent or caregiver about porn. Young people are unlikely to raise the topic of porn at home.

**We asked** young people about the influence of pornography in some different ways, including whether they had ever done anything they had seen in porn, whether they thought porn could influence people, and whether porn was one of the ways they learnt about sex. These results combined provide clear evidence of porn’s influence on young people’s sexual behaviour – and that young people overwhelmingly agree that this influence exists.

### Young people use porn to learn about sex

Before being asked about pornography specifically, young people were asked more general questions about how they learn about sex. For this question, we asked young people about all the ways, and the *main* way, they have learnt about sex. Friends are the most common source of sex information (69%), followed by teachers (62%), parents/ adult caregivers (57%), and TV or the media (44%).<sup>10</sup>

Around a quarter (26%) say pornography is one way they have learnt about sex – this is twice as likely with boys (34%) as girls (17%). Figure 14 shows that as boys and

girls grow older, pornography is increasingly likely to be a source of learning about sex. This peaks at 44% for 17-year-old boys and 23% for 17-year-old girls.

The above results include young people who have never been exposed to pornography, but when we exclude this group we see an increase in the proportion of young people citing porn as a learning tool. This suggests that the more frequently young people view porn, the more

likely they are to use it as a learning tool.

This is similar to findings about *why* young people look at porn (see page 32) – of those who have seen porn in the past six months, 48% said they look at porn ‘for information and ideas about sex’.

As explained in the next section, young people aren’t just learning about sex from porn in an abstract way – they’re trying out what they see.

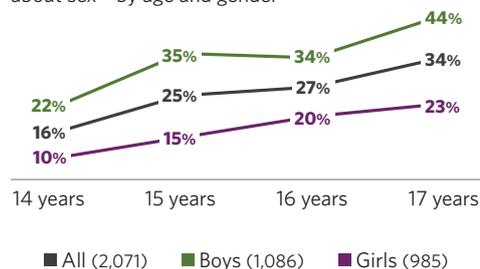
“It can be positive as you learn stuff that you don’t get from parents or school. It gives you confidence as then you have some knowledge about sex” –  
16-YEAR-OLD-GIRL

“Porn gives the viewer a very broad understanding of sex and what it means to have sexual encounters. It does not, however, inform the viewer about the importance of real relationships” – 16-YEAR-OLD BOY

“Positive – I now know more about how a woman enjoys herself” –  
15-YEAR-OLD BOY

**FIGURE 14. Sources of learning about sex – age and gender analysis**

% who use porn as a way of learning about sex – by age and gender

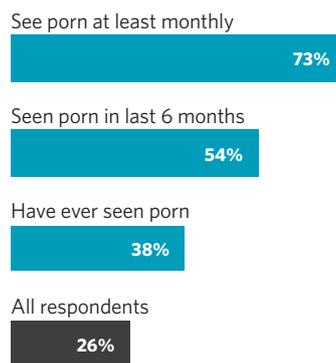


Base: All respondents

Source: Q4a: What are all the ways you’ve learnt about sex?

**FIGURE 15. Learnt about sex from pornography**

% who use porn as a way to learn about sex, by exposure to porn and frequency of use



Base: Sample sizes are as follows: All respondents (n=2,071), those who have ever seen porn (n=1,369), those who have seen porn in the last six months (n=771), and those who have seen porn regularly (at least monthly) (n=308).

Source: Q4a: What are all the ways you’ve learnt about sex? Q9: Have you *ever* seen porn? Q12: Have you seen porn in the past 6 months? Q17: How often have you seen porn in the last 6 months?

<sup>10</sup> See Appendix D for a detailed chart: what are all the ways you have learnt about sex?

## Porn directly influences young people's sexual behaviour

Young people who had seen pornography in the last six months were asked if they had ever tried doing something they had seen in porn, and if so whether they tried it by themselves or with someone else.

Results show that porn is directly influencing the sexual behaviour of young people. Just over one in five young people who have seen pornography in the last six months say they have tried doing something they saw. Older teens are more likely to have tried something (including a

*"I have some friends that get asked to try something but they don't even know what it is because they don't watch porn and they feel pressure to watch so they don't feel dumb not knowing"*  
 – 14-YEAR-OLD GIRL

third of 17-year-olds who have recently seen porn). Regular viewers were also more likely to have tried something – a third of young people who look at porn at least weekly have tried something they have seen. Overall, girls are just as likely as boys to say they had tried something.

Of those who said they had tried something they had seen with someone else, 71% said they talked to the other person before

trying it. In this context, 'talked to the other person' should not be considered as synonymous with 'seeking consent'. The issues around imitating behaviour, communication and consent should be subject to further study.

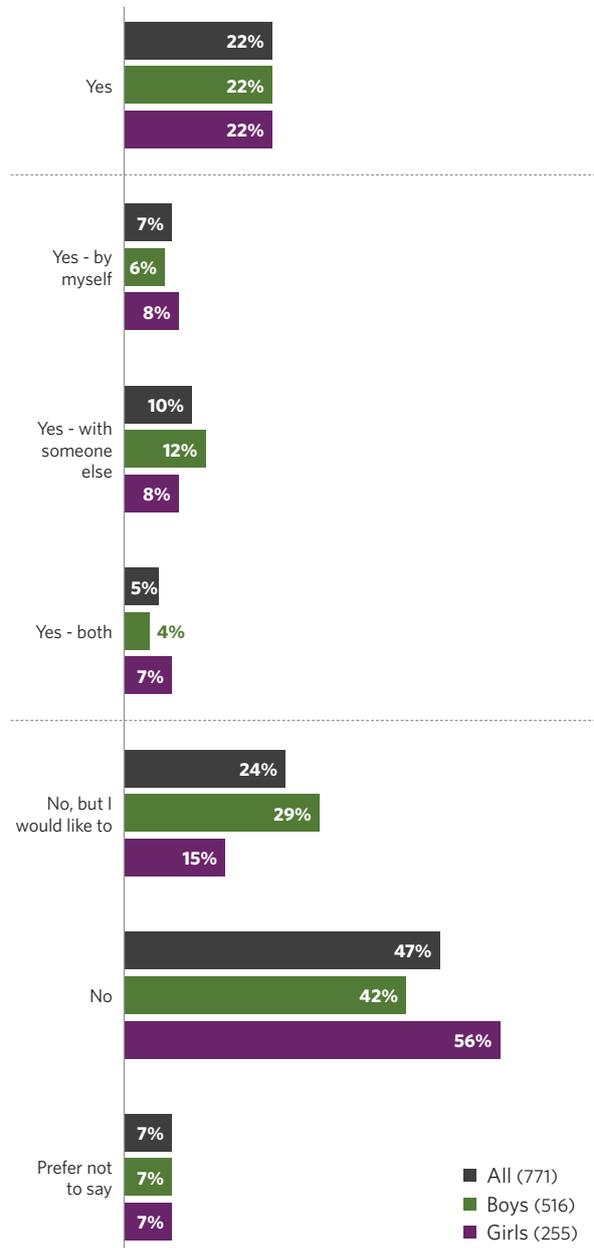
Overall, almost half of young people who've seen porn in the past six months have either done something they've seen in porn already (22%), or would *like* to do something they've seen (24%).

*"Makes things normal. People copy what they see"* – 15-YEAR-OLD BOY

These results are consistent with international research showing that (at least some) young people are learning about sex from porn, and imitating what they see in porn.<sup>xviii</sup>

FIGURE 16. Porn's influence on young people's sexual behaviour

Have you ever tried doing something you saw in porn?  
 Did you try it by yourself or with someone else?



Base: Seen pornography in last 6 months.  
 Source: Q26a, Q26b and Q26c

### Are young people becoming more sexually active?

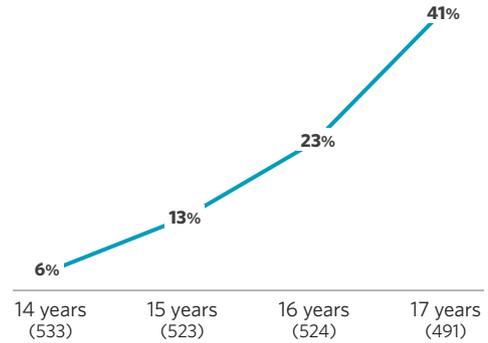
People sometimes express concern that the increasing availability of pornography is leading to more sexual activity amongst young people. This report does show clear *associations* between sexual activity and viewing pornography. However, the vast majority of young people have never been in a sexual relationship and there does not appear to be any evidence to suggest that sexual activity amongst young people is increasing overall.

We found that 21% of 14 to 17-year-olds had ever been in a sexual relationship and 12% were currently in a sexual relationship (see figure 17 for an age breakdown).

The most recent Youth 2000 national youth health and wellbeing study (carried out in 2012) found that 24% of secondary school students had ever had sex and 19% were currently sexually active. The Youth 2000 report noted that from 2007 to 2012 significantly fewer students reported ever having sex or being in a relationship.<sup>xix</sup> A similar survey in Australia also noted a decline in sexual activity amongst young people.<sup>xx</sup>

“They think that’s what females are into! All the hard core porn, they think it’s normal. And if you don’t do it all then you’re a prude”  
– 17-YEAR-OLD GIRL

FIGURE 17. Young people who have been in a sexual relationship - by age



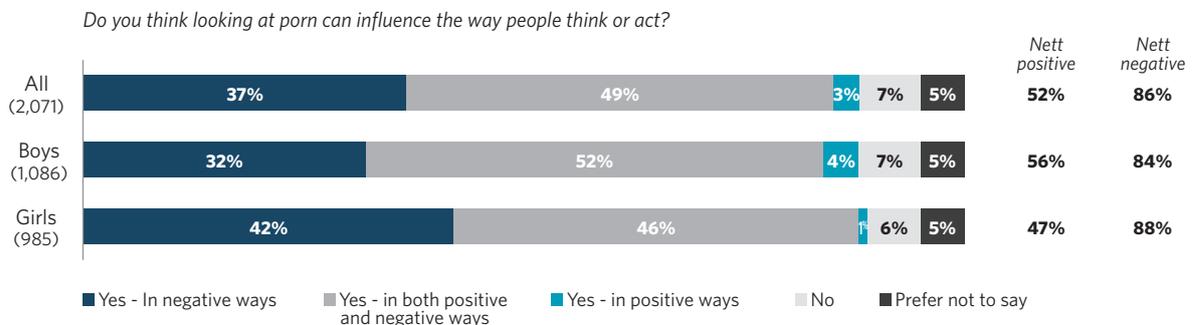
Base: All respondents.  
Source: Q35a & Q35b. Are you currently in a sexual relationship? Have you ever been in a sexual relationship?

### Young people think porn influences behaviours and attitudes

The vast majority (89%) of young people believe that pornography can have some kind of influence on the way people think or act - and ideas about the nature of these influences were varied. Nearly four in ten believe it *only* has negative influences, whereas very few believe it *only* has positive influences. About half believe pornography has both positive and negative influences.

These results highlight many young people’s ambivalence and uncertainty about porn - including their experience of pornography and its impact on themselves and others. This theme is discussed further in the next section.

FIGURE 18. Perceptions of pornography’s influence on attitudes or behaviours



Base: All respondents (n=2,071).  
Source: Q8a

Young people who have actually seen porn are more likely to think it can have positive influences,<sup>11</sup> especially those who see it regularly. In contrast, relatively few young people who have never been exposed to porn think that it can have positive effects. What the results do not tell us is the extent to which young people may avoid seeing porn because they already hold negative beliefs about it, and the extent to which people may become more positive about porn when they are exposed to it more often.

### Young peoples' views: in what ways can porn influence people?

Without prompting with possible answers, we then asked respondents how they believe pornography influences how people think or act. We received over 900 individual responses to this question, with the remainder of respondents (49%) saying they were unsure or preferred not to say.

Young people were more likely to express opinions about the negative impacts of porn. Some common themes were that porn promotes false expectations and unhealthy views about sex and relationships, and that it normalises violence and other behaviours or attitudes perceived to be harmful.

A smaller number of young people described positive influences. These comments mainly related to porn's usefulness as a learning tool.

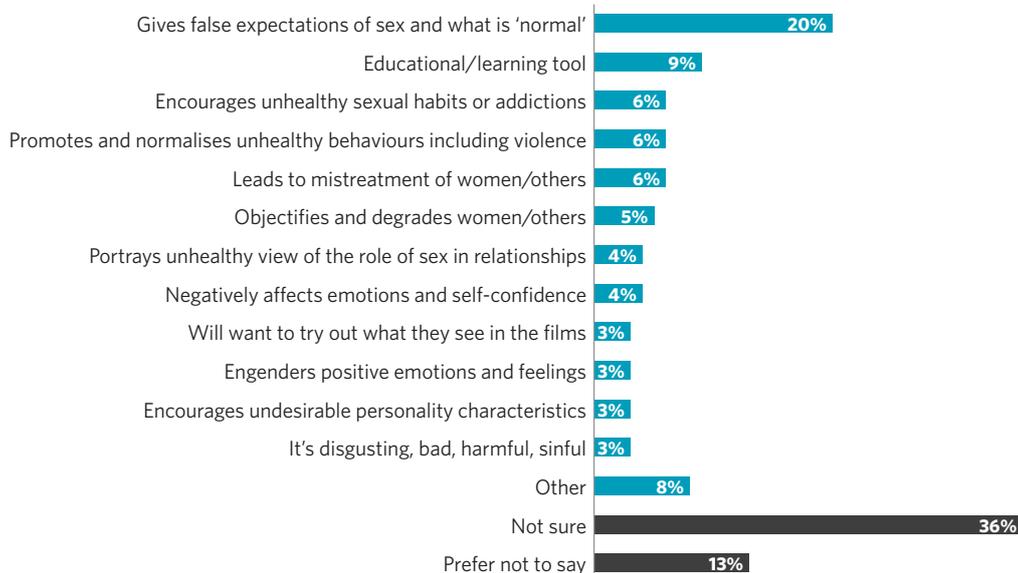
Young people's verbatim comments have been grouped into categories and presented in Figure 19. A more detailed description of the responses is provided in Appendix B. See Appendix C for an expanded list of young people's responses.

Young people most commonly comment on pornography giving false expectations of sex and what is considered 'normal':

*"I think both genders think that is what sex is. Girls my age feel the need to shave all pubic hair because that's what is in porn and that is what is considered normal. Boys feel that they should take charge in sexual situations and have to "last" as long as porn stars. Also, porn star's bodies are often far different from everyday life so girls feel like they should be hairless and big-breasted, and boys think they should have a large penis and that anything different is not good enough. Also a lot of porn is demeaning and girls may feel that they should be acting like a "slut" or a "whore" because that's often in porn"*

- 16-YEAR-OLD GIRL

FIGURE 19. How young people perceive pornography influences attitudes and behaviours



Base: Think pornography influences how people think or act (1,839)

Source: Q8b: How do you think porn influences the way some people think or act?

<sup>11</sup> This consists of those who think pornography only has positive influences, as well as those who think pornography has both positive and negative influences.

*“That women are to act a certain way when you watch porn, but it’s not like that in real life. Most women do not actually want to perform the acts that are in porn and what it portrays. It’s actually not very realistic in most sex related acts” - 17-YEAR-OLD BOY*

Some young people thought pornography encourages unhealthy sexual habits and promote unhealthy behaviours including violence:

*“Because the actors on porn are waaaaayyyy too horny and aggressive and it’ll make people who watch it more aggressive or dirty minded and it’s gross” - 16-YEAR-OLD BOY*

*“A lot of porn videos express abuse towards the female partner which can give girls watching the idea that they are to be hurt during the act and to be completely complacent. It also gives guys the idea that they are the dominant ones and must want it all the time and that it’s okay to abuse their partner (when it’s not)” - 17-YEAR-OLD GIRL*

Some young people think pornography encourages mistreatment of women and other groups, and that it objectifies and degrades women:

*“Porn is bad, teaches men to be abusive and controlling. No woman wants to wear heels in bed” - 15-YEAR-OLD GIRL*

*“It could teach them about having sex and what it looks like, but on the other hand in real life sex, the sort of stuff that happens in porn doesn’t always happen. The guy may take it a step too far when having sex for the first time” - 14-YEAR-OLD BOY*

Positive influences often related to using porn as a source of information about sex. Some young people mentioned the positive emotions and feelings they experience from seeing porn:

*“Positive - I now know more about how a women enjoys herself. Negative - it made it look ok to do to anyone at any time” - 15-YEAR-OLD BOY*

*“I think although it is inappropriate, before I watched I didn’t really know how sex worked and I think it educates kids on what actually happens. It also assists with masturbation which can be a good stress release method. The negative impacts are that porn sex is usually fake and we expect too much when we actually have sex. Also some boys might not be able to orgasm without porn” - 14-YEAR-OLD GIRL*

*“Porn can teach young adults how to and how not to touch a male or female during sexual intercourse and it also allows for the audience to experience different forms of consent and safe words, though pornography does quite often set a form of unrealistic expectations for young people” - 17-YEAR-OLD GIRL*

## Education and support

### Learning about sex at school

Before being asked about pornography specifically, young people were asked more general questions about how they learn about sex. Most 14-17 year-olds recall being given information about sex at school from a teacher or other adult.

“Treating sex as a giant taboo won’t help, you know” – 17-YEAR-OLD GIRL

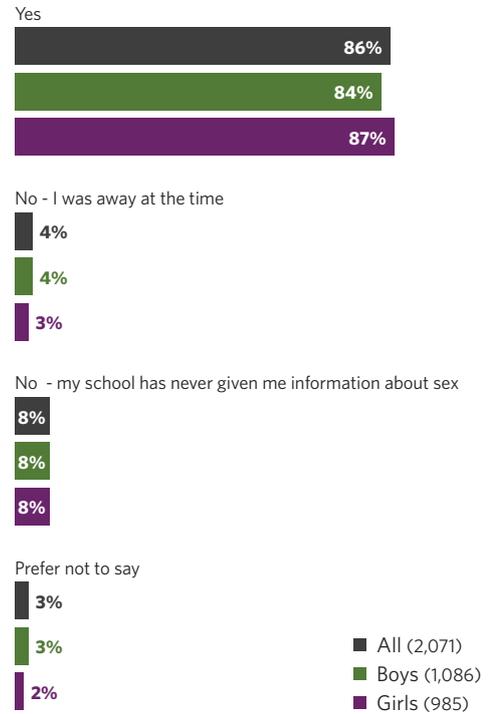
Of those who had received some information about sex, around two-thirds felt the information was at least ‘quite useful’, but only 14% thought it was ‘very useful’.

On the other hand, a third of young people said this information was ‘not that useful’ or ‘not at all useful’. In general, there were no significant differences amongst boys and girls. Young people who had ever seen porn and those who regularly look at porn were more likely to say that the information about sex provided at school was ‘not that useful’.

A significant number of young people feel there should have been more information about sex from their school, and some were unsure. A quarter of young people did not think there should have been more information.

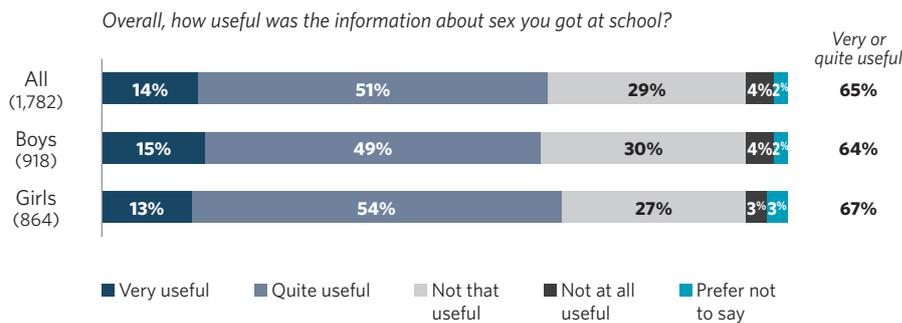
FIGURE 20. Receipt of sex education at school

Have you ever been given information about sex at school from a teacher or other adult?



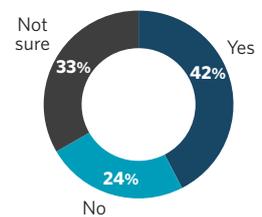
Base: All respondents.  
Source: Q5a

FIGURE 21. Perceived usefulness of sex information from school and the need for more



Base: Recall receiving information about sex at school from a teacher or adult.  
Source: Q5b

Do you think there should have been more information about sex from your teacher or other adult at school?



## Conversations about pornography in the home

Respondents were asked if they had ever talked to their parent or caregiver about porn, and if they had, who raised the topic. Around one third of 14 to 17-year-olds have talked to their parent or caregiver about pornography, and this was more likely amongst young people who had seen porn. The most common scenario involves the topic coming up naturally in conversation or the parent raising the topic. This isn't something young people tend to bring up themselves.

“Mum said to me it's positive in a learning experience, but can be negative in a way where women can get hurt” – 14 YEAR-OLD BOY

## Insights: gender, ethnicity, sexuality and relationships

### GENDER

Young people overwhelmingly agree that porn can influence the way people think or act, and that this influence can be negative. However boys are more likely to think that porn has positive influences. Boys are twice as likely to say they've learnt about sex from porn (34% vs 17% of girls) - however girls are just as likely as boys to say they have tried something they had seen in porn. Overall, it's clear that boys and girls both agree that porn influences people, they both try things they've seen in porn (or would like to), and they both use porn as a way to learn about sex. In addition, there were no significant differences amongst boys and girls about the usefulness of sex information provided at school.

Boys are somewhat more likely to have talked to a parent or caregiver about porn. The more obvious difference is that parents seem to be much less likely to have raised the topic of porn with girls - rather, girls said this was more likely to come up naturally in a conversation. This isn't something young people tend to bring up themselves - and boys and girls were equally unlikely to do so.

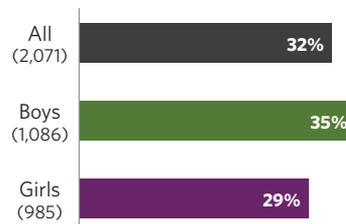
### ETHNICITY

Views on the influence of pornography, pornography as a learning tool, and reported influence on their own sexual behaviour were generally similar amongst different ethnic groups.

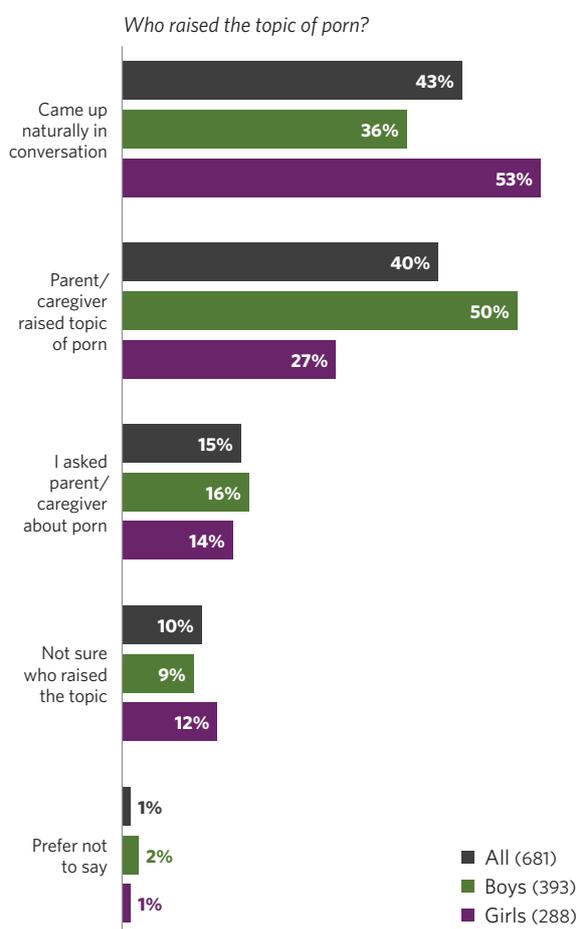
One difference is around family communication: NZ European and Māori youth are more likely than Pasifika or Asian youth to have had a conversation with their parent

FIGURE 22. Conversations about pornography with a parent or adult caregiver

Before this week, had you ever talked to your parent or caregiver about porn?



Base: All respondents (n=2,071). 66% said no and 2% preferred not to answer this question. Source: Q6a



Base: Respondents who had spoken to their parent/caregiver about pornography (n=681). Source: Q6b

or caregiver about pornography. Asian youth are also much less likely to say they learn about sex from a parent or caregiver.

### SEXUALITY

Non-heterosexual youth are more likely to think that porn can have positive influences, and less likely to think it only has negative influences.

Non-heterosexual youth are nearly twice as likely as heterosexuals to say they learn about sex from pornography, and are also more likely to learn about sex from other online information. They are twice as likely as heterosexuals to have actually tried something they have seen in pornography.

So why do non-heterosexual youth rely more on pornography as a way to learn about sex? And why do they tend to be more positive about the influence of porn? It's important to remember that non-heterosexual youth face significant discrimination and associated distress in relation to their developing sexuality. International research suggests that many non-heterosexuals consider the internet to be a relatively safe space for constructing their identity, and for forming friendships and sexual relationships.<sup>xxi</sup>

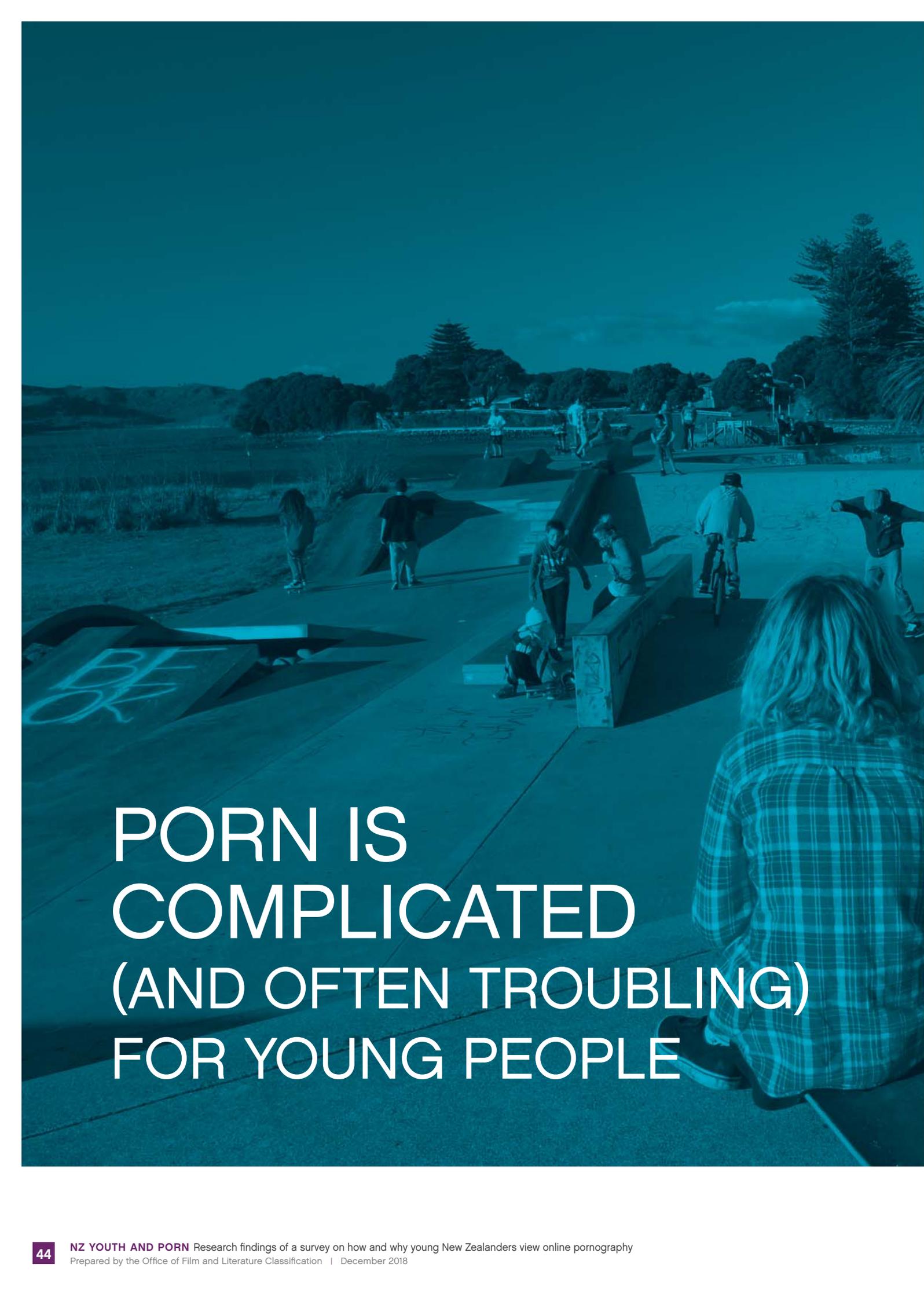
Non-heterosexual youth were also significantly more likely to think the information they received at school was either 'not that useful' or 'not at all useful' and so this might be associated with a higher likelihood of using pornography

and other online information as a learning tool. This all suggests that, in relation to porn and sex, the support of health practitioners, schools, parents and caregivers is especially important when it comes to non-heterosexual youth.<sup>xxii</sup> Considering this, it's encouraging that non-heterosexual youth are more likely to have talked to a parent or caregiver about pornography, and they're also more likely to have raised the topic themselves.

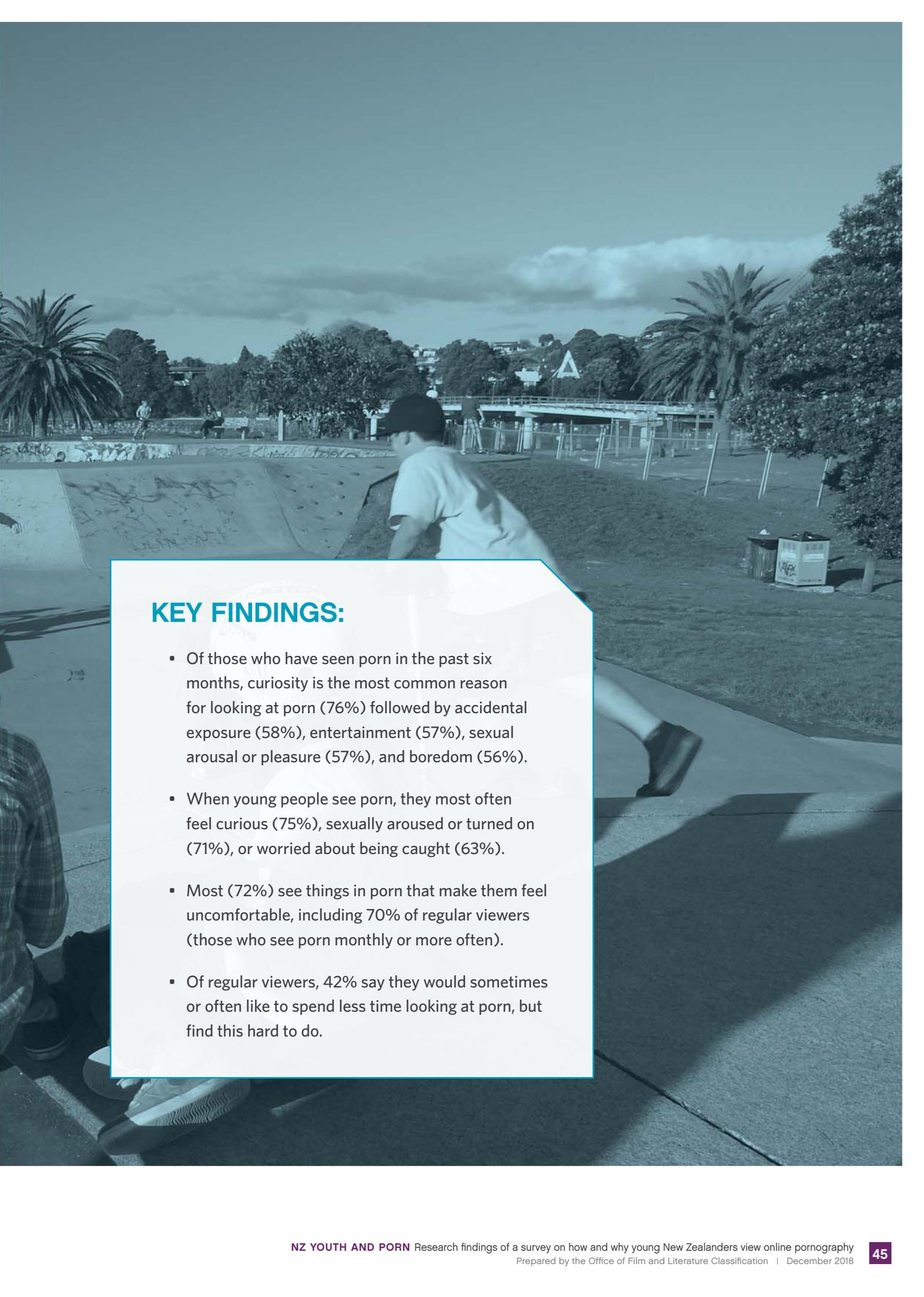
### SEXUAL RELATIONSHIPS

Young people who have been in a sexual relationship are much more likely to think porn can influence people in positive ways. They are also much more likely to say they have learnt about sex from pornography (49% vs 19%), and were more likely to think information about sex from schools was 'not that useful' or 'not at all useful'. However it's encouraging that those currently in a sexual relationship are more likely to have talked about porn with a parent or caregiver, and they are also more likely to have had the confidence to raise the topic themselves.

Young people who have been in a sexual relationship are also much more likely to have tried something they have seen in pornography. Of those who have seen porn in the last six months, almost half have tried something they had seen, and 59% of young people currently in a relationship had tried something. These findings are clear: porn is having an impact on young people's sexual relationships.



# PORN IS COMPLICATED (AND OFTEN TROUBLING) FOR YOUNG PEOPLE

A photograph of a person in a white t-shirt and a dark cap, seen from the side, standing at a skatepark. The background shows palm trees, a cloudy sky, and other people in the distance. The image has a blue tint.

## KEY FINDINGS:

- Of those who have seen porn in the past six months, curiosity is the most common reason for looking at porn (76%) followed by accidental exposure (58%), entertainment (57%), sexual arousal or pleasure (57%), and boredom (56%).
- When young people see porn, they most often feel curious (75%), sexually aroused or turned on (71%), or worried about being caught (63%).
- Most (72%) see things in porn that make them feel uncomfortable, including 70% of regular viewers (those who see porn monthly or more often).
- Of regular viewers, 42% say they would sometimes or often like to spend less time looking at porn, but find this hard to do.

**We asked** young people why they look at porn, how it makes them feel, and whether they ever see things in porn that make them uncomfortable. Young people's individual experiences with porn are complex and often conflicted. Looking at porn is often a positive experience for teens, but they're often troubled by what they see. We also asked about how their viewing habits change, and whether they would look at porn more or less often if they had the choice. Some young people are struggling with their level of usage - which in a few cases may be considered compulsive.

### Why young people look at pornography

Respondents who had seen pornography in the past six months were shown a list of reasons for looking at porn and asked to indicate whether they looked at porn for some or any of these reasons.

"Sometimes I look at porn because it arouses me when I'm not around my boyfriend to be aroused. And there are a few videos that I like looking at" - 17-YEAR-OLD GIRL

"Because I'm horny" - 16-YEAR-OLD BOY

So why do young people look at porn? Curiosity is the most common reason, followed by accidental exposure, entertainment, sexual arousal or pleasure, and boredom.

It's clear that most young people who have seen porn do so for a variety of reasons. For example, some people who saw porn by accident also looked at porn for sexual

"Can help relieve stress and sexual tension, but can give people false ideas about sex"

- 17-YEAR-OLD BOY

arousal or pleasure. Some young people who looked at porn to help with stress or anxiety also sometimes looked at it because they 'wanted to be grossed out'. Of those who saw porn because they felt pressured to do so, some also said they looked at porn because they 'wanted to see

what someone else was looking at'. Overall, 71% of people who had seen porn in the past six months chose five or more different reasons why they look for porn, and 16% chose ten or more reasons. This doesn't paint a simple picture, but the reality isn't simple: young people look at porn for many different reasons, at the same time or at different times.

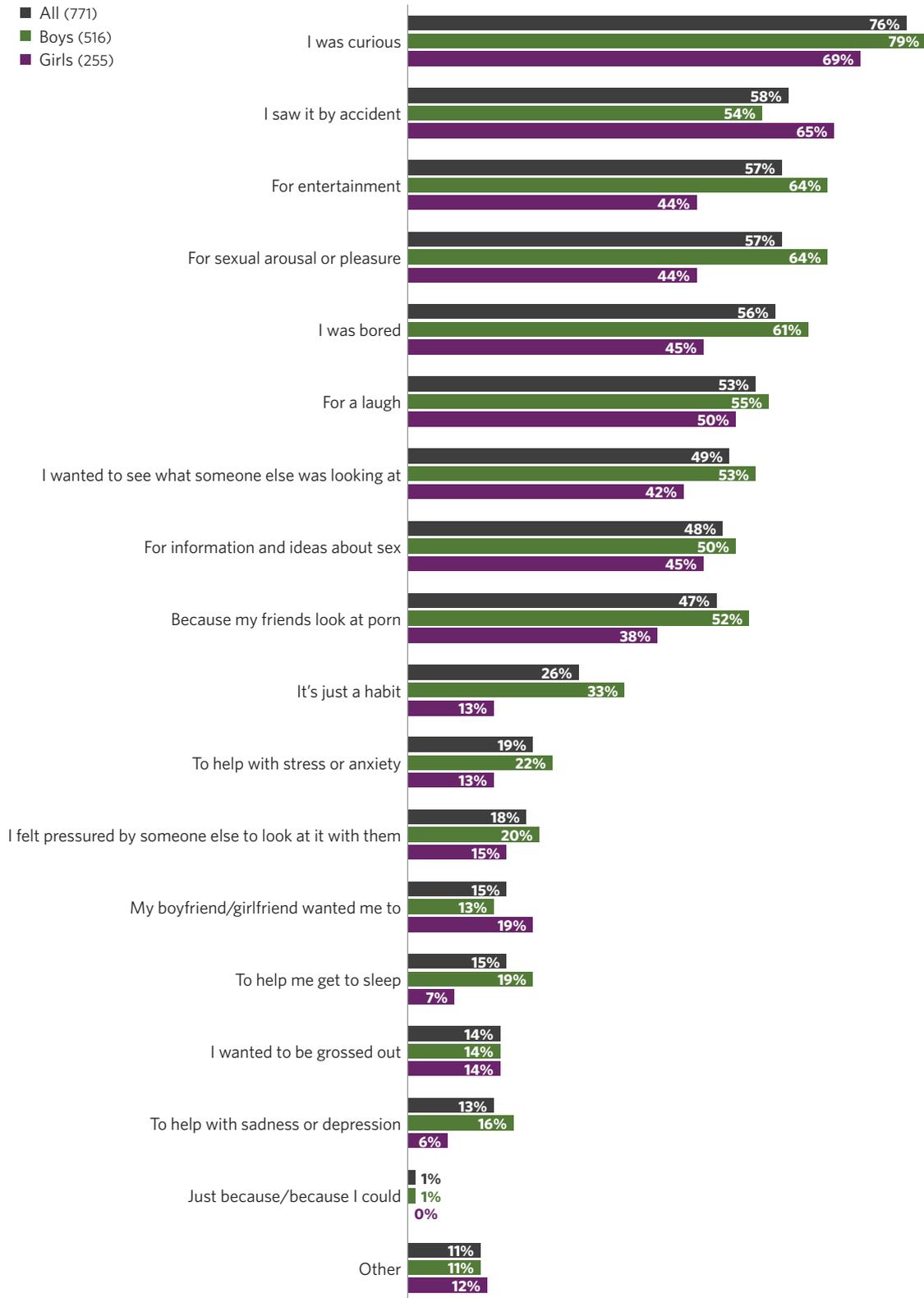
### Why regular viewers look at porn

Regular viewers were more likely than average to have a greater diversity of reasons (five or more) for looking at porn. They are more likely to use it for sexual stimulation and entertainment, and to describe it as a habit. They are also more likely than less frequent viewers to say it helps with stress and anxiety, or sadness and depression, and that it helps them sleep. Less frequent viewers of pornography are more likely to look at porn 'for a laugh', to learn about sex, or because their friends are looking at it. They are also more likely to see it by accident.

"I mean if I'm really bored, I'll have a jack but whenever I'm doing something I'm usually too busy" - 17-YEAR-OLD BOY

**FIGURE 23. Reasons for looking at pornography**

Please tell us if you look at porn for some or any of these reasons



Base: Seen pornography in last 6 months.

Source: Q18

## How pornography makes young people feel

We asked respondents about their own experiences of viewing pornography, using a list of feelings and emotions. This question was only asked of people who had seen pornography in the last six months.

Young people most often felt curiosity, sexual arousal, and worry about being caught. As with the previous question about *why* they look at porn, this question about *how they feel* highlights the complexity and diversity of

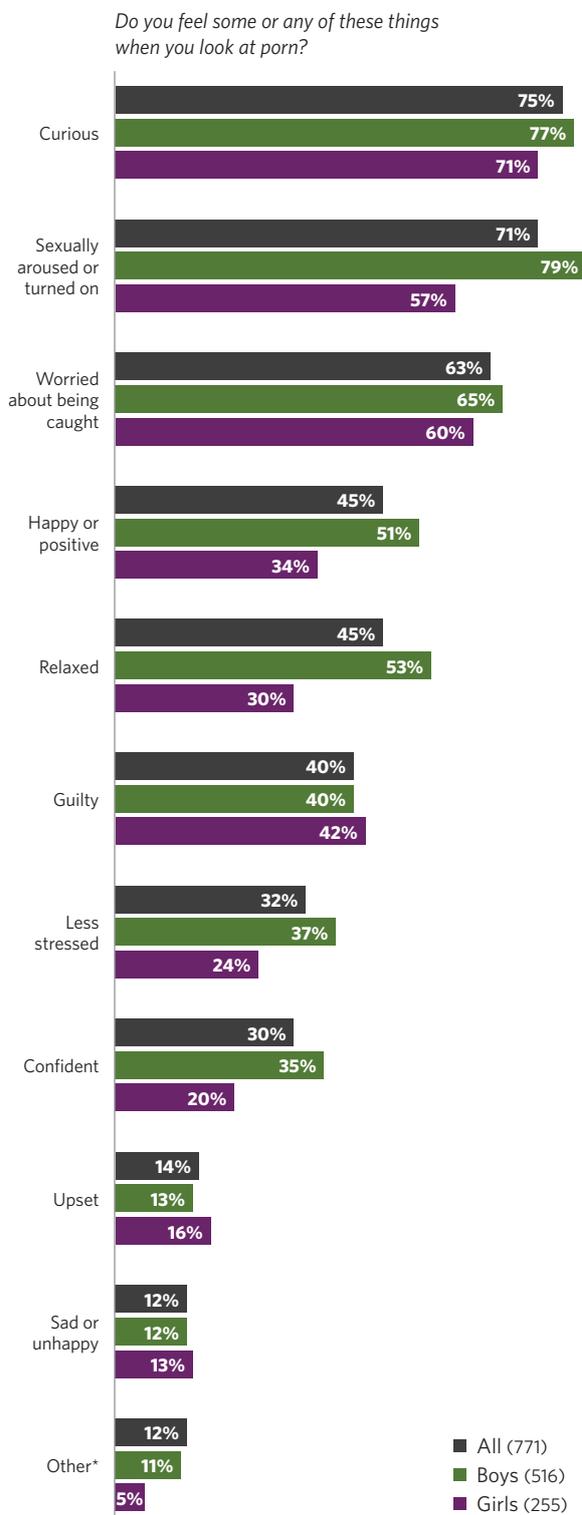
“I’ve noticed I mainly tend to look at porn when I’m quite or very stressed and/or strained as I kind of lose control over my body and mind to some extent... The stress just gets to me and I feel porn is the only real way to feel better, even though it really isn’t. It’s quite hard to explain. Also when I don’t get enough sleep I seem to view porn more. Contrariwise, when I’m having a good day or week and I’ve got enough sleep, I generally can restrain myself from viewing porn. Sleep is really the main factor I think, but the stress and workload from NCEA plays quite a big factor too” – 16-YEAR-OLD BOY

young people’s experiences. For example, of those who feel sexual arousal when they look at porn, around three in four worry about being caught, and just under half feel guilty. Some of those who feel happy or positive also sometimes feel upset, sad or unhappy. This ambivalence about pornography is reflected in international research. Some studies suggest that it may have an impact on young people’s sexual development – as the mix of positive and negative emotions felt by young people may lead to uncertainty about what they feel about sex more generally.<sup>xiii</sup>

It is concerning that some young people feel upset, sad or unhappy (at least some of the time) when they look at pornography, however it is clear from these results that young people are far more likely to associate looking at porn with positive feelings

“I think it shows that there are many different ways of being with someone, and I’m not weird or the only person to like certain things” – 15-YEAR-OLD BOY

FIGURE 24. Feelings and emotions felt when looking at pornography



\*Includes 1% who said disgusted/grossed out (3% of girls).

Base: Seen pornography in last 6 months.

Source: Q19.

and emotions. Young people are much more likely to feel relaxed, happy or positive than they are to feel upset, sad or unhappy – and this is especially true with regular viewers.

The most common negative feelings or emotions were being worried about being caught, and feelings of guilt. Interestingly, almost nine in ten respondents (87%) who said they feel ‘guilty’ also worried about being caught,

“It can be positive because it can be accessed easily and give young people a way to release tension and stresses. However it can also be negative because possible harmful and scarring images can be easily accessed” – 15-YEAR-OLD GIRL

which may suggest that guilt is associated with embarrassment or concern about how parents or caregivers would react. On the other hand, a similar proportion of young people who felt guilty about looking at porn also reported feeling uncomfortable (sometimes or often) about things they have seen in porn (see below), and this might

suggest a link between feelings of guilt and the type of content young people sometimes see. These are examples of the diverse and complex nature of young people’s experiences, and more in-depth research and engagement is needed to gain a clearer understanding about the feelings and emotions young people are experiencing.

## Young people see things in porn that make them uncomfortable

Respondents who had seen pornography in the last six months were asked if they had seen things in porn that made them feel uncomfortable. Nearly three quarters say they have seen things in pornography that made them feel uncomfortable, and 17% ‘often’ see these things.

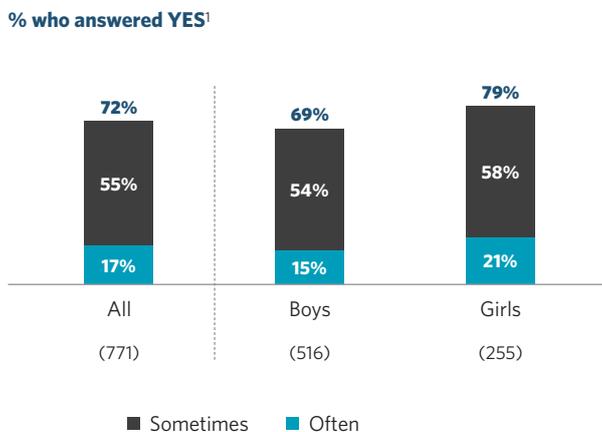
This includes the majority of regular viewers (those who see porn at least monthly). Over two-thirds of this group (70%) have sometimes or often seen things in pornography that made them feel uncomfortable. Over two-thirds (69%) of weekly viewers reported this, and a majority (54%) of those who watch at least daily.

These results are a reminder that potentially disturbing content is easy to come across online, and *what* young people are seeing is important. This question provides insights about how content in porn is experienced and understood by people who are still developing their sexual identities. However we cannot be sure about the types of content that make young people uncomfortable, and this may be a useful focus for our qualitative research.

“My parents have said to imagine that the person in the videos is someone I know, and would I really want that done to them? It makes me feel bad so I’m not sure I like what I have seen” – 16-YEAR-OLD BOY

FIGURE 25. Discomfort with content seen in porn

Have you seen things in porn that make you feel uncomfortable?



<sup>1</sup> 17% said ‘no’, 9% said ‘not sure’, and 2% ‘prefer not to say’

Base: Seen pornography in last 6 months.

Source: Q27



It is useful to compare these results with findings in the previous section about how young people feel when they look at porn. The majority of young people who report sexual arousal, or other positive feelings or emotions also report seeing things in porn that make them uncomfortable. This has been discussed in international research:<sup>xxiv</sup>

*"...adolescent online pornography viewers may be trying to cope with a degree of dissonance in their responses to pornography. They realise it is not realistic and that it can be very negative, but they are also sexually aroused by it and may find the transgressive aspects exciting."*

This again highlights the complexity, and mixed feelings that many young people feel about pornography. While looking at porn can sometimes be a negative experience, the reasons for this will vary amongst individuals, and will be shaped by the context of exposure and the nature of the content they're looking at.

## Changing viewing behaviours

### Periods of spending more or less time looking at pornography

Nearly half of regular viewers of pornography say they often go through stages when they spend quite a lot more

or less time looking at pornography. These young people were then asked why they think that is. This was asked without prompting with possible answers.<sup>12</sup>

The most common reasons given (when grouped according to theme) are cycles of boredom and busyness, managing stress and emotions, and sexual arousal:

*"Times that I get busier with camps and exams etc – I don't look at porn as much as I do when not busy. Also, I have recently entered into a committed romantic and sexual relationship and don't feel the need to watch porn as much as I did when I was single and had no other easily accessible method of sexual pleasure" – 16-YEAR-OLD GIRL*

*"A lot of porn I watch in my free time. If I need to study or if I have exams that's when I don't watch porn as much" – 15-YEAR-OLD BOY*

See Appendix C for an expanded list of young people's responses.

<sup>12</sup> See Appendix D: Table 1 Reasons for going through stages spending more or less time looking at pornography.

## Young people’s desire to change their viewing behaviours

Young people who look at pornography monthly or more often were asked:

- 1) Would you spend more time looking at porn if you were able to?
- 2) Would you like to spend less time looking at porn, but you find it hard not to?

“Often I spend less time looking when my life is busier, and have a lot less free time. And I also try to cut down the time on it too”  
– 16-YEAR-OLD BOY

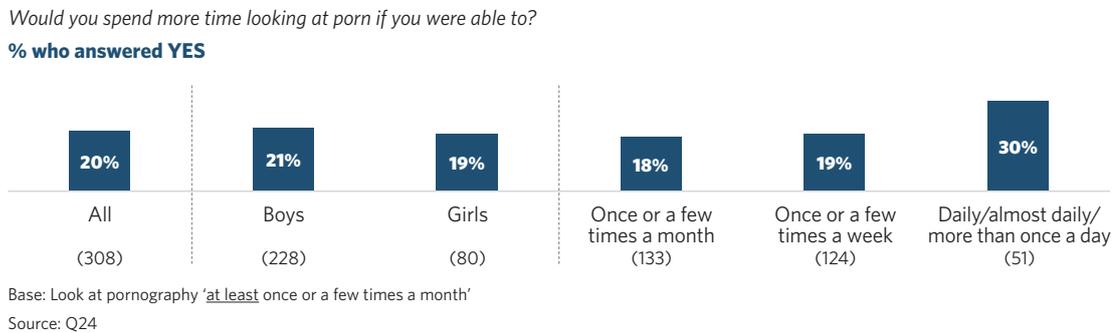
“I’m trying to quit porn due to porn addiction. However, I always relapse due to curiosity or stress” –  
16-YEAR-OLD BOY

One in five (20%) young people who look at pornography at least once a month say they would spend more time looking at porn if they were able to. However more than twice as many (42%) would like to spend less time looking at porn, but find it hard not to.

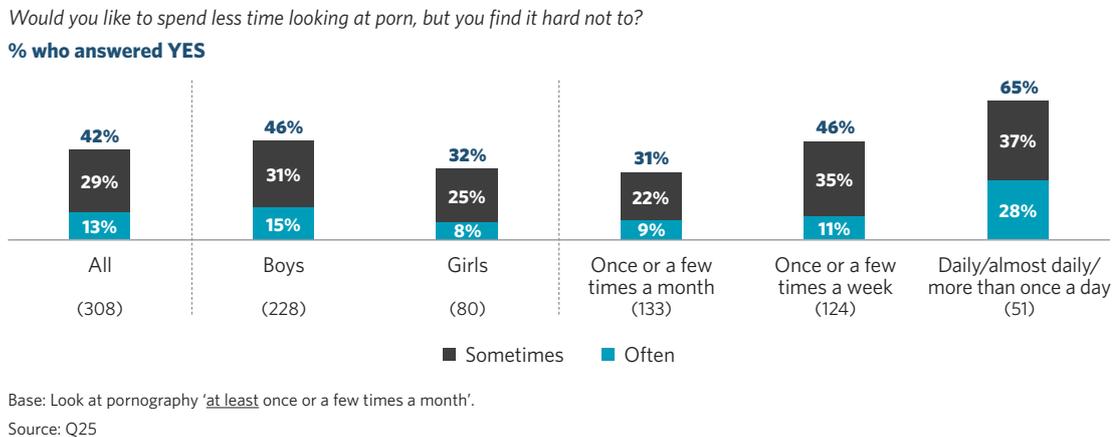
The more often young people look at porn, the more likely they are to say that (at least sometimes) they would like to spend less time looking at porn but find this hard to do (see Figure 26). Nearly two thirds of daily viewers would like to spend less time viewing pornography.

Again, these results point to uncertainty and mixed feelings amongst many young people. For example, 7 in 10 young people who said they would spend more time looking at porn if they could also said they would (at least sometimes) like to spend less time looking at porn but find this difficult to do.

**FIGURE 26. Desire to spend more time looking at pornography**



**FIGURE 27. Desire to spend less time looking at pornography**



## Insights: gender, ethnicity, sexuality and relationships

### GENDER

Among other reasons, boys are significantly more likely to look at porn out of curiosity, for entertainment, and for sexual arousal or pleasure. When looking at porn, boys are more likely than girls to feel sexually aroused, happy or positive, relaxed, less stressed, and confident. However the similarities between boys and girls are greater than the differences – both when looking at the most common motivations for seeing porn, and its impact on young people’s feelings and emotions. Of those who have seen pornography in the past six months, the great majority of both boys and girls have seen something that makes them feel uncomfortable.

Some of the less common motivations for seeing porn do reveal some striking differences – for example, boys are more than twice as likely to say they look at porn to help them get to sleep, and to help with sadness or depression. Of regular viewers, boys are more likely to (sometimes or often) want to spend less time looking at pornography, however girls are also grappling with this issue.

The relationship between gender and pornography use is complex, and there are real differences – but the fundamental issues faced by young people remain the same regardless of gender.

### ETHNICITY

Overall, the reasons why young people look at porn, and how it makes them feel, are broadly similar across all ethnicities.

### SEXUAL RELATIONSHIPS

Young people who have been in a sexual relationship tend to have somewhat more positive experiences with porn. They are more likely to be sexually aroused, relaxed, happy or positive, less stressed, and confident. There are similar differences in their motivations for seeing porn.

### SEXUALITY

Non-heterosexual young people are more likely to say they look at pornography for sexual arousal, stress relief, to help with sadness or depression, and to help with sleep – and porn is more likely to make them feel happy, relaxed, and less stressed. However they are also more likely to feel upset when looking at porn.

### Health and disability

The most striking demographic differences relate to youth with a long-term limiting health issue or disability. They are more than twice as likely as other young people to look at pornography for stress relief, to help with sleep, and to be ‘grossed out’. They are four times as likely to look at pornography to help with sadness or depression. While they were more likely to report feeling confident and less stressed when they look at porn, they were also more than twice as likely to be upset, and almost three times as likely to feel sad or unhappy. These figures suggest complex links between health issues and a reliance on pornography to aid a sense of wellbeing, as young people perceive it. This relationship needs to be better understood, and could be explored further in our qualitative research.

Furthermore, they are twice as likely to see pornography because their boyfriend or girlfriend wanted them to, and because they feel pressured to by someone else to look at it. They are also twice as likely to have tried something they have seen in pornography. Taken together, these findings are worrying, as they suggest a special vulnerability to being pressured or encouraged by others to view pornography, which may also be linked to a higher likelihood of this group doing things that they have seen in porn.

In the other sections covered in this report, there was not a significant difference in the experiences of young people with a long term health issue or disability compared with other young people.



# YOUNG PEOPLE THINK THERE SHOULD BE LIMITS

## KEY FINDINGS:

- Young people overwhelmingly agreed that it isn't ok for children to look at pornography (89%).
- Most (71%) believe children and teens' access to online porn should be restricted in some way, including half (51%) of regular viewers of pornography.

**We asked** young people about who should be able to see pornography, and whether they thought that some kind of online restriction should be applied to online porn for under 18s (like a filter or age verification system). Young people overwhelmingly agreed that porn isn't for children, and many thought that people their own age shouldn't be able to see it. Most teens also agreed that some form of online restriction was a good idea.

## Limiting access to pornography

### Who should be able to see pornography?

Young people were presented with statements depicting views on who should be able to see pornography, and asked which they most agree with.

Young people overwhelmingly agreed that pornography isn't for children: just 6% of teens said it was ok for 'anyone' to look at porn. This includes young people who were first exposed to porn as children (by age 13 or younger) – only 7% of this group think it's ok for children to see pornography. This suggests that most teens who saw pornography as children think that they shouldn't have seen it so young (international research shows that children are more likely to find pornography distressing or upsetting).<sup>xxv</sup>

Around a third agreed that 'it's ok for people around my age to look at porn, but it's not ok for children to look at it'. This isn't particularly surprising, as it is well known that both teens (and adults) are likely to assume that media content doesn't influence them personally, but that it may be likely to influence other people – particularly younger people (this is known as the 'third person effect'<sup>13</sup>). This statement could of course be interpreted differently according to the age of the young person being asked. However it is clear that this group – regardless of their age – does not think that pornography is ok for children.

Half of young people take a more restrictive stance, with 27% thinking it's only okay for adults to look at pornography, and 24% thinking it's not okay for anyone. Those who had seen pornography, and especially those who see it more often, tended to have more permissive attitudes.

“...There can be some pretty graphic porn out there which may scare kids/teens” – 17-YEAR-OLD BOY

**FIGURE 28. Opinion on who should be able to see pornography**

Which of these do you most agree with...?

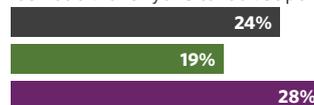
It's ok for people around my age to look at porn, but it's not ok for children to look at it



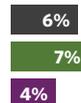
It's only ok for adults to look at porn



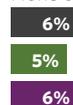
It's not ok for anyone to look at porn



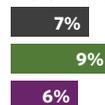
It's ok for anyone to look at porn



None of these



Prefer not to say



■ All (2,071)  
■ Boys (1,086)  
■ Girls (985)

Base: All respondents.  
Source: Q28.

### Should access to porn be restricted?

Having asked young people about their views on whether it was ok for people of different age groups to look at porn, we then asked for their views on whether children and teens' access to online pornography should be restricted in some way – for example, “by blocking or ‘filtering’ websites or apps, or requiring proof of ID”.

A large majority believe young people's access to online porn should be restricted in some way. In line with results from the previous question, those who have never seen pornography were more likely to support restrictions, however a majority (51%) of regular viewers also

<sup>13</sup> Where an individual underestimates the effects of a media message on themselves and overestimates the effect on others.

supported restrictions. This suggests that many young people would support restrictions even if it meant their own access was made more difficult. In fact, it seems that many young people would be willing to give up some of their freedom to view content online as a way to help them look at porn less often, or to stop looking at porn altogether

“... It gives you a better idea of different sexual acts but some of the violent ones should not be viewed at all” – 17-YEAR-OLD BOY

(the majority of young people who said they would like to spend less time looking at porn also supported restricting access to porn). This may be something to explore.

Only a small minority did not think there should be restrictions on online porn.

Young people’s support for online restrictions is not limited to pornography. Netsafe’s

recent research found support for limiting access to online content more generally: over half of 14 to 17-year-olds thought it would be helpful to block or filter access to websites and other online content (58%) and to set age restrictions for online services like apps, online games and shopping (56%). Just 21% thought these measures would be unhelpful and the remainder were unsure or neutral.<sup>xxvi</sup>

## Insights on gender, ethnicity, sexuality and relationships

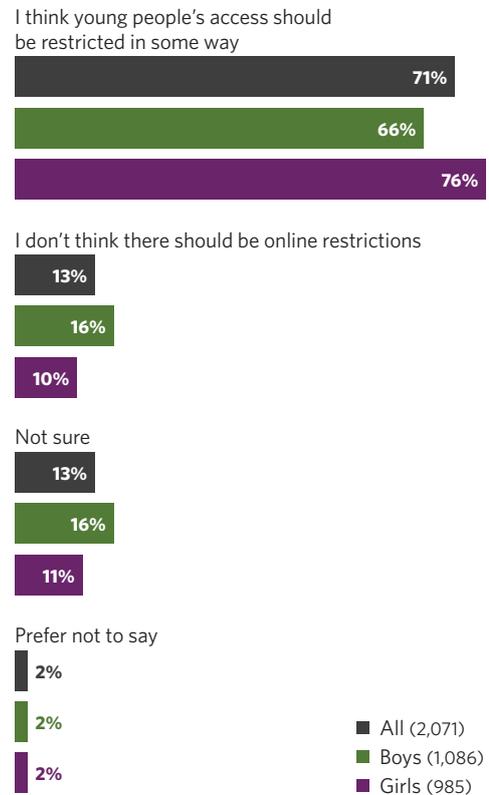
### GENDER

Girls were more likely to hold more restrictive views about who should look at pornography,<sup>14</sup> and to think that young people’s access to online porn should be restricted in some way, for example with filters or age verification (76% vs 66% of boys). However the great majority of boys and girls held similar views. Almost all boys and girls agreed that it was not ok for children to look at porn, and large majorities of both boys and girls agreed that there should be restrictions on online content.

### ETHNICITY

When asked about who should be able to see pornography, NZ Europeans are more likely to have less restrictive attitudes, and Pasifika youth tend to have more restrictive attitudes. Support for some kind of online restriction (such as filters or age verification) is highest among Māori and Pasifika youth. Overall, however, the similarities were greater than the differences.

FIGURE 29. Opinion on restricting access to online pornography



Base: All respondents.

Source: Q29: Some people want to find ways to restrict people under 18 accessing porn online, for example, by blocking or 'filtering' websites or apps, or requiring proof of ID. What do you think?

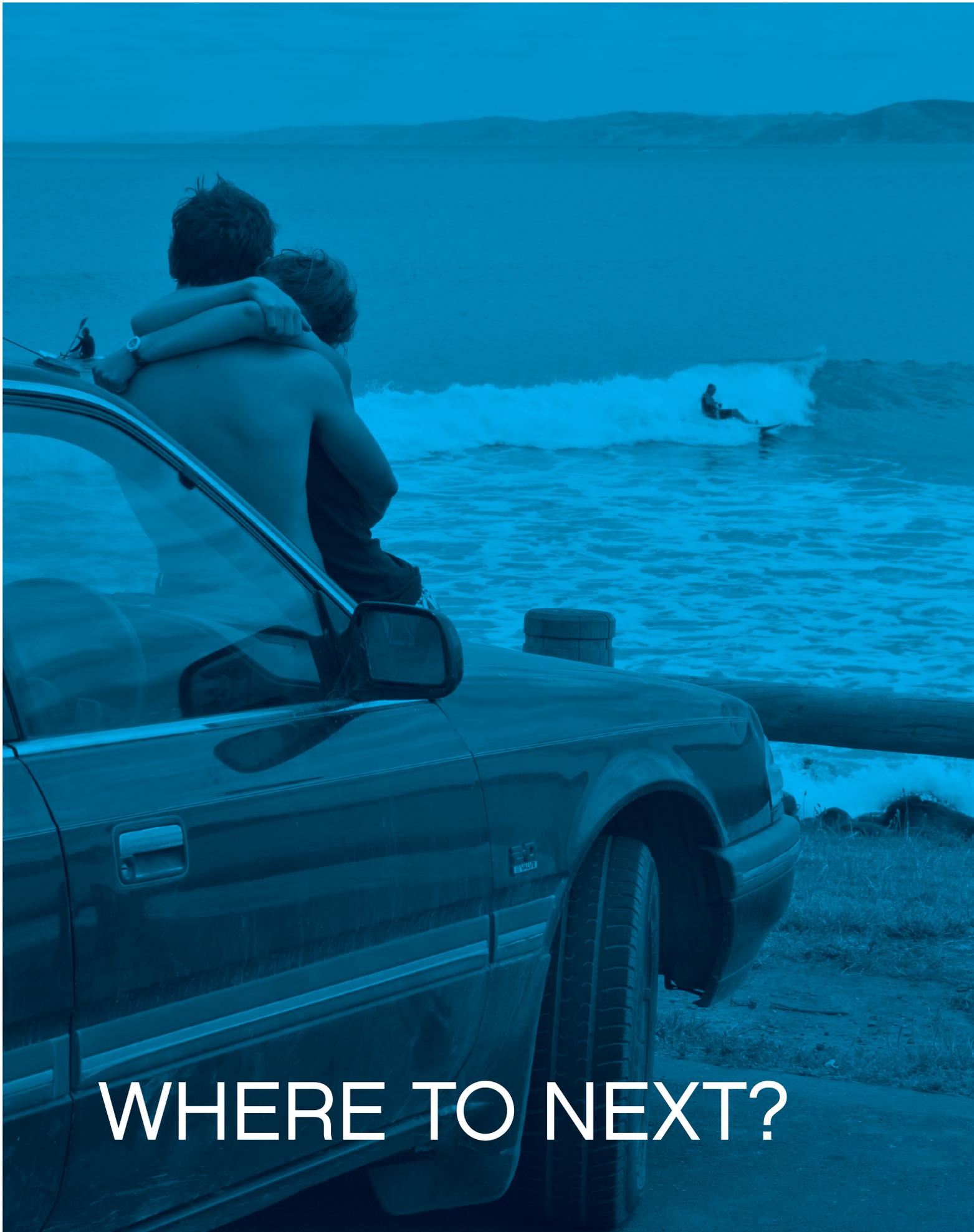
### SEXUALITY

As we would expect from previous findings in the report, non-heterosexual youth were more likely to hold less restrictive attitudes about who should be able to see porn. However (as with other groups) only a small minority thought it was ok for children to see porn. While they were significantly less likely to agree with restrictions on online content (such as filters or age verification), a majority still supported this.

### SEXUAL RELATIONSHIPS

Young people who have been in a sexual relationship are significantly less like to have restrictive attitudes about who should be able to seen porn. Nonetheless, two-thirds of this group supported restrictions on online content.

<sup>14</sup> See Appendix D: 'Opinion on who should be able to see pornography - analysis by age and gender'.



# WHERE TO NEXT?

**Here's the thing.** Young people are likely to see pornography regardless of gender, ethnicity or sexuality. Porn is now digital, open access and available 24/7 to anyone with a smartphone. But the nature of porn is also different than it used to be. Young people are likely to see violent or aggressive, misogynistic, and coercive behaviour in porn.

## What are the issues?

### YOUNG PEOPLE THINK PORN IS TOO EASY TO ACCESS

They overwhelmingly agree that porn isn't for children, and most agree that some form of online restriction is a good idea. Most young people were not seeking out pornography when they first saw it, but they came across it anyway.

### PORN IS INFORMING YOUNG PEOPLE'S VIEWS ABOUT SEX. AND THEY THINK THIS CAN BE A PROBLEM

Young people are learning about sex from porn, and it's influencing their sexual behaviour. Young people know this, and they told us it can be a problem – many young people worry about the false expectations that pornography raises about sex and relationships, and the sometimes unhealthy attitudes, stereotypes and behaviours that are depicted.

### PORN IS A COMPLICATED ISSUE FOR YOUNG PEOPLE, AND THEY SOMETIMES FIND IT HARD TO MANAGE

Young people's individual experiences with porn are complex and often conflicted - they often see things that trouble them. Some young people feel reliant on porn, and many regular viewers would like to look at porn less often.

## How can we help young people?

This issue requires a collaborative approach and this work is already underway. We are working closely with social and community organisations, including iwi-based and Pasifika groups. The Chief Censor has also established an inter-agency Pornography Working Party, with members from the Department of Internal Affairs, Netsafe, ACC, Police, the Ministries of Health, Education, Social Development and the Ministry for Women.

We are uniquely positioned in New Zealand to work together and make progress – both across government and throughout our communities. This research provides the opportunity to take an integrated approach, involving regulation, education, and tools and information for New Zealanders.

## REGULATION

Clearly, access to online pornography is easy – particularly if a young person owns a mobile phone. Traditional restrictions simply do not exist in the online space. But this doesn't mean we can't take steps towards harm reduction. Work on regulatory responses to pornography is progressing around the world, in the UK in particular. This type of response is just one of the options we as a country should consider, and any technical or legal fixes are only ever going to be partial solutions. But regulation does provide options for limiting access to young people (especially children) who may be vulnerable. Keep in mind that we know young people are much more likely to see porn for the first time by accident, rather than looking for it themselves.

Strong support amongst young New Zealanders for some kind of online restrictions on porn show that a regulatory response may actually be welcomed by many teens – including many regular viewers who would like to spend less time looking at porn but find this hard to do. This means that solutions can be developed in collaborative ways with the young people being affected.

Our research tells us that most young people are accessing porn on websites dedicated to porn – so (as in the UK) this could be an initial focus. This is likely to reduce exposure to porn for those who are most vulnerable.

It will be important to keep pace with international moves in this area – for example, we are keeping in close contact with our colleagues at the British Board of Classification (BBFC<sup>15</sup>) as they implement their age-verification regulation.

## TOOLS AND INFORMATION

Too many young people do not have the information, support and tools to process and understand pornography, to deal with the sometimes negative consequences of exposure, or to avoid this material in the first place. A minority of young people are struggling with issues around their pornography use, and these young people need our help. This research shows that young people are willing and able to talk about pornography and related issues, unfortunately they are often unwilling to approach adults about this, or perhaps feel that adults are unwilling or unable to provide guidance. Some adults may lack the knowledge and experience to discuss sensitive (or technical) topics with confidence.

<sup>15</sup> The BBFC is responsible for classifying entertainment according to age suitability and therefore has a role broadly equivalent to the OFLC in New Zealand.

So help is needed. Excellent work in this area has already been done, for example by [The Light Project](#), a New Zealand NGO with information for families, health professionals, and (most importantly) for young people themselves.

We need to ensure that support and resources are available to young people, and that they are easy for young people to find.

Part of this may mean creating a research and resource hub available to academics, health professionals, government agencies, NGOs, schools, and families.

### EDUCATION

Young people tell us that they want more and better information on sex and sexuality. Education provides an opportunity for a counter-narrative to porn that can reach a wide number of young people. When young people are learning about sex and relationships, porn education should be a part of the discussion.

As a subset of media literacy more generally, the idea of 'porn literacy' has been gaining ground. It has been described as being *"grounded in the reality that most adolescents do see porn and takes the approach that teaching [young people] to analyse its messages is far more effective than simply wishing our children live in a porn-free world."* <sup>xxvii</sup>

Programmes that could be described as 'porn literacy' are being rolled out around the world, including by various organisations in New Zealand. These programmes teach young people to critically analyse porn as part of a broader programme tackling consent, relationships and sexual violence prevention.

Currently in New Zealand, schools design their own curriculum with guidance from the Ministry of Education's Sexuality Education Guidelines (2015). Boards of Trustees are required to consult with their communities on what will be taught in the health curriculum.

The Ministry of Education has advised that they are refreshing the Sexuality Education Guidelines (2015), which will be renamed *Healthy and Respectful Relationships* to ensure they are fit for purpose, and based on current research, and increasing awareness of issues such as porn.

This presents an ideal opportunity for the OFLC and the Pornography Working Party to work closely with the Ministry of Education on incorporating porn awareness into *Healthy and Respectful Relationships* to improve porn literacy generally.

Alongside this work, the OFLC proposes to co-design with education stakeholders a 'porn awareness module' for our rangatahi that can be utilised by schools and kura as part of their health education curriculum. There is no one-size-fits-all solution in this space. There is scope for co-designed modules for Māori and Pasifika youth, as well as separate modules for LGBTQI communities, and young people within the disability sector.

For education to be effective it requires a whole-of-community approach. Any support in this area will work best if supported by everybody – teachers, parents, whānau, and government. The OFLC intends to facilitate a more cohesive and collaborative approach to ensure progress is made.

### RESEARCH

This research has lifted the lid on young New Zealanders' use of porn. It's a good start, but if we want to tackle the issues there's a lot more we need to learn. And young people need us to listen.

We intend to build on these findings in upcoming qualitative research in order to fill gaps in current knowledge on young New Zealanders' use of pornography. A primary focus will be education and resource development. Our research programme is designed to be practical, useful, and to inform debate.

## Conclusions: What did we learn from young people?

Young people are likely to see porn regardless of gender, ethnicity or sexuality – and even if they don't see it themselves, it's still a part of their world.

Teens see pornography for a variety of reasons, and often by accident – and the impact is different according to the nature of exposure. Age comes into this in a big way: children and teens are seeing porn young, and we can't hide our heads in the sand about this. Teenagers, including those who first saw porn as kids, overwhelmingly think it's a bad idea for children to have access to porn. Children's exposure to porn can no longer be an afterthought, it must front and centre of any response.

The stats are undeniable: it's *more* of a boys' thing. However this research makes it clear that there are more similarities than differences when it comes to boys' and girls' experiences with porn. What does this mean practically? That when engaging with individual young people we can't afford to make assumptions about their experience of porn based on gender alone. These issues affect everyone, and young people are stronger together.

The nature and availability of porn is different than it used to be. We need to acknowledge that it's not just about young people watching people having sex. It's about young people, including children, seeing sometimes violent or aggressive, misogynistic, and coercive behaviour – often over a period of many years. When we talk about porn, we need to face up to what young people are actually seeing.

Porn is influencing the sexual behaviours of young people, and the majority of young people who have recently seen porn are using it to learn about sex. Porn is influencing

young people, and they *know* it. Many young people articulate concerns around the false expectations that pornography raises about sex and relationships, and the unhealthy attitudes, stereotypes and behaviours that are depicted. That so many young people already understand the problematic nature of porn and its potential influence is important, and it's encouraging. It means that adults can raise the topic with teens without assuming that young people aren't ready – or that they're not willing.

Young people's individual experiences with porn are complex and often conflicted. To say they have mixed feelings is an understatement. Looking at porn is often a positive experience for teens, but they're often troubled by what they see. Some young people, both boys and girls, have a problematic and potentially unhealthy relationship with porn use – some are worried that they're over-reliant on it. It's critical that we learn more about how and why some young people are troubled by their own use of porn, and that real efforts are made to deal with the problem.

So we have a problem, but let's keep it in perspective. Young people today are arguably more aware of issues around consent, gender equality and respect in relationships than any previous generation. Most young people who look at porn know that it might be having a negative influence on them, but this is just one of a host of technology-related issues that young people have to deal with. Our young people are strong – and they want to do the right thing.

This research highlights the complex world of young people's experiences. The path ahead isn't easy – but we have all the tools we need to take action now.

# APPENDIX A

## Participants – Full Sample Profile

TABLE 2: Sample profile

	UNWEIGHTED		WEIGHTED	
	n=	%	n=	%
<b>GENDER</b>				
Boy	1,081	52	1,055	51
Girl	978	47	1,002	48
Gender Diverse	12	1	14	1
<b>AGE BY GENDER</b>				
14 year-old boy	294	14	263	13
15 year-old boy	286	14	260	13
16 year-old boy	264	13	261	13
17 year-old boy	242	12	276	13
14 year-old girl	239	12	249	12
15 year-old girl	237	11	247	12
16 year-old girl	260	13	251	12
17 year-old girl	249	12	264	13
<b>ETHNICITY</b>				
NZ European	1,555	75	1,453	70
Māori	347	17	504	24
Pasifika	114	6	261	13
Asian	293	14	278	13
Other	99	5	94	5
Not sure	8	*	8	*
<b>RELATIONSHIP STATUS</b>				
Currently in a sexual relationship	237	11	249	12
Have been in a sexual relationship	416	20	429	21
Never been in a sexual relationship	1,506	73	1,492	72
Prefer not to say	149	7	150	7
<b>SEXUALITY</b>				
Attracted to opposite sex	1,529	74	1,526	74
Attracted to same or both sexes	198	10	196	9
Gender diverse	12	1	14	1
Attracted to neither	97	5	102	5
Not sure	101	5	101	5
Prefer not to say	134	6	132	6
<b>HEALTH ISSUE OR DISABILITY</b>				
Limiting long term health issue/disability	166	8	166	8
No limiting long term health issue/disability	1,905	92	1,905	92

**GEOGRAPHIC SPREAD:** this is the spread of the 50% of respondents who were recruited via Colmar Brunton's FlyBuys panel

	POPULATION %	FLYBUYS ONLY SAMPLE %
Northland Region	4%	3%
Auckland Region	33%	29%
Waikato Region	10%	9%
Bay of Plenty Region	6%	8%
Gisborne Region	1%	1%
Hawke's Bay Region	4%	4%
Taranaki Region	3%	3%
Manawatu-Whanganui Region	5%	6%
Wellington Region	11%	11%
Tasman Region	1%	1%
Nelson Region	1%	1%
Marlborough Region	1%	1%
West Coast Region	1%	1%
Canterbury Region	13%	13%
Otago Region	5%	4%
Southland Region	2%	3%

# APPENDIX B

## Detailed perceptions of how pornography influences attitudes and behaviours

**Table 3: Detailed perceptions of how pornography influences attitudes and behaviours**

	All (1,839)	Boys (955)	Girls (884)
<b>Gives false expectations of sex and what is 'normal'</b>	<b>20</b>	<b>17</b>	<b>22</b>
Gives false expectations/ideas about what is normal	14	11	16
It's not real / It's acting	6	6	6
Unrealistic view of women / Gives the wrong idea about how women enjoy/have sex	1	1	1
Will expect women/girls to act like porn stars / do the things they see	1	*	1
<b>Educational/learning tool</b>	<b>9</b>	<b>9</b>	<b>9</b>
As a learning tool / it shows you what to expect / how to have sex	7	7	6
Shows different positions, styles, roles / Gives ideas of new things to try	2	2	1
Able to explore/learn about your sexuality	1	*	1
Sex is hard/embarrassing to talk about / Makes it easier to talk about	1	*	1
<b>Encourages unhealthy sexual habits or addictions</b>	<b>6</b>	<b>6</b>	<b>6</b>
Causes sexual/dirty thoughts / Distracting / Makes you think about it more	3	3	2
Can become addicted / watch too much	2	2	1
Will become sexually active / want to have sex at a younger age	1	1	1
Might become sex offenders / Sexually abuse/harass others	1	1	1
Increase in sexual arousal / Start to crave sex	1	*	1
Will take/ask for nudes / make homemade porn / share/sell private photos	*	*	1
<b>Promotes and normalises unhealthy behaviours including violence</b>	<b>6</b>	<b>5</b>	<b>7</b>
Learn unhealthy/unnatural/immoral behaviour / Distorts what is and is not ok	3	2	3
Normalises violent/abusive/aggressive behaviour/sex	2	2	2
Doesn't teach/show proper consent	1	1	1
Normalises/glorifies violence against women	1	*	1
Doesn't teach safe sex	*	*	1
<b>Leads to mistreatment of women/others</b>	<b>6</b>	<b>4</b>	<b>7</b>
The mistreatment of women / Boys will think it's ok to treat girls badly	3	2	4
Will mistreat partners/others / Expect/do things that aren't okay	2	2	2
Hypermasculinity / teaches men to be dominant/controlling/abusive	1	*	1
There are scenes where sex is forced / rape/child sex abuse scenes	*	*	1
<b>Objectifies and degrades women/others</b>	<b>5</b>	<b>5</b>	<b>5</b>
It objectifies/degrades/disrespects/exploits women / treats women as less than human	3	3	4
It objectifies/degrades/disrespects people/others / gender of interest	1	1	1
Affects the way they see other people/genders	1	1	1
It objectifies/degrades men	*	*	*

<b>Portrays unhealthy view of the role of sex in relationships</b>	<b>4</b>	<b>4</b>	<b>5</b>
It's just sex - there's no love/emotions/feelings involved/shown	2	2	3
Won't have a healthy relationship / assume they're based on / just want sex	1	1	1
Think it's easy to have sex / Can have sex with anyone	1	1	1
Can stigmatise sex / put people off	1	1	1
Cheapens sex / Makes sex meaningless	*	*	1
<b>Negatively affects emotions and self-confidence</b>	<b>4</b>	<b>2</b>	<b>5</b>
Puts pressure on people to conform / makes them feel inadequate	2	1	3
Gives unrealistic standards for body image (limited body types, breast implants, large penises etc)	1	1	2
Makes girls feel like they should/have to act that way	1	*	1
Can affect your mental health / cause depression/anxiety etc	*	*	*
<b>Will want to try out what they see in the films</b>	<b>3</b>	<b>4</b>	<b>3</b>
<b>Engenders positive emotions and feelings</b>	<b>3</b>	<b>2</b>	<b>4</b>
Reassuring that sex/variety/you are normal / Helps with shame/insecurities	1	*	1
Can be pleasurable / make you happy / feel good	1	1	1
Makes you more experienced/mature/confident	1	*	1
Feel comfortable/calm/protected / less nervous	1	*	1
Can improve body image / show different body types	*	*	1
Relieves sexual tension/urges/stress	*	*	*
<b>Encourages undesirable personality characteristics</b>	<b>3</b>	<b>2</b>	<b>3</b>
They talk about it / say rude things / make others uncomfortable	1	1	2
Think they're cool/mature / know everything	1	*	1
They act stupid / do stupid things	1	1	1
<b>It's disgusting, bad, harmful, sinful</b>	<b>3</b>	<b>2</b>	<b>3</b>
It's disgusting/dirty/sick	1	1	1
It's bad/negative / not good	1	*	1
I'm a Christian / it's a sin / sex is private / for after marriage	*	1	-
It can be dangerous/harmful	*	-	1
<b>Other</b>	<b>8</b>	<b>7</b>	<b>9</b>
Other	4	4	5
Changes/influences people's perceptions / way of thinking/acting (general comment)	1	1	2
It depends on the type of porn / the person watching / Can have good and bad influences	1	1	2
Shouldn't be doing it at our age / we're too young to watch	1	1	1
It's good/harmless/normal	*	1	*
Not sure	36	39	34
Prefer not to say	13	14	12
None	1	1	1
Don't know	*	*	-

\*= % between 0.0% and 0.5%

# APPENDIX C

## Sample of responses from young people

### Q8b. How do you think porn influences the way some people think or act in positive ways and/or negative ways

*"Porn is acting. 'Pornstars' are actors and so therefore do not depict real life sex. The videos are made more dramatic and over portrayed for entertainment. So when people have sex for the first time it will definitely not have the same experience as the videos. Pornography gives everyone having sex unreal expectations"* - 17-YEAR-OLD GIRL

*"It helps to understand my curiosity"* - 15-YEAR-OLD BOY

*"If watching alone, porn can give children (and adults) the wrong impression about sex. Porn shows it unrealistically and then that's what people expect when they have sex, and they are terribly disappointed. Porn can influence people in a positive way (mainly with children) if an adult is there to answer any queries and set the unrealistic showing of sex straight. But because sex for most people is seen as an embarrassing topic, why would a child bring up porn with their parents, let alone watch porn with parental supervision/permission"* - 16-YEAR-OLD GIRL

*"For people my age, images and porn are kind of all we know what sex looks like. Lots of those inappropriate pics and vids pop up online even with spam blocks. Or first time together.that's what it is. Plus, to be honest, the images I've seen and lots of my mates watch porn..lots of girls don't look like that.it makes me feel self-conscious about my body. And what if some boys expect porn from their girlfriends and force them to act that way"* - 14-YEAR-OLD GIRL

*"Pornography often displays unrealistic activities from what you'd expect in a normal sexual relationship"* - 17-YEAR-OLD BOY

*"Depends on what they watch/read/see pornography can be displayed in many different ways and what people watch matches their personal preferences and what they think they would enjoy, or do enjoy out of a sexual experience. I don't believe watching porn can make people expect negative (unhealthy, abusive, rough) sex because for some people, that doesn't appeal to them (sure some it does) and therefore will not find pleasure from watching it. I feel that this is a*

*negative issue talked about a lot with the pornography realm and personally I don't think it is all that negative. People watch what they find pleasing. Pornography isn't going to make people want abusive sex unless they find that enjoyable. I also think positive things can come from pornography, I am aware that the industry is opening up into a more gender inclusive industry. Such as more women directors. I'm not saying that women come across as more romantic but more romantic and realistic pornography is being seen, rather than the films people associate with porn. I think for teenagers from an enclosed family maybe from religious backgrounds pornography can be their only way of learning something that is 100% natural and I don't think that someone being so closed off from sex watching an abusive porn film is going think that all sex is this way. There are morals regarding sex pre-set in our heads"* - 17-YEAR-OLD GIRL

*"You get more of an idea of what to do through viewing however it teaches kids that it is the norm to perform sexual acts in ways that aren't actually normal to do"* - 16-YEAR-OLD GIRL

*"Viewing pornography before a person is knowledgeable and mature enough to safely commit sexually to a relationship can be given incorrect and misleading information that can cause misunderstandings that can damage social relations with their peers"* - 17-YEAR-OLD BOY

*"Some people shouldn't be watching it at stupid ages and it makes them want to try it in real life or boys start looking at girls in the wrong way saying rude things when in general they don't have a clue what they're talking about they're only copying what they seen"* - 14-YEAR-OLD GIRL

*"Some porn is good as it teaches you and normalises sex and some porn is bad as it can be weird and not a positive on how to treat girls"* - 16-YEAR-OLD BOY

*"Depending on whoever the pornography is aimed for: porn directed by and for men/boys has made unrealistic and dangerous expectations about sex. It is a sexist and misogynistic industry. Porn for boys/men makes them expect that all female participants*

will be incredibly sexually submissive, and does not teach them the dangers of rape. It encourages lack of consent, only one partner (the male) to achieve pleasure, and preaches that sex is a vital aspect of life. That being said, porn written by/for girls/women has the opposite effect. While both types of porn lead to certain expectations, porn written for girls/women tells us that consent is important, the pleasure of both or all partners is important, and that sex is not such an important thing" - **17-YEAR-OLD GIRL**

"Pornography often displays unrealistic activities from what you'd expect in a normal sexual relationship" - **17-YEAR-OLD BOY**

"Porn influences people's actions negatively because it skews reality for viewers by media-ifying sex, and quite often orgasms are fake, the average penis size in porn is well above average in the world, and terms such as "petite," "busty," or other body-centric sexualized terms are used to describe the women in porn, which leads young girls who see the material to become aware that they might not look like that, which can cause mental illness difficulties and eating disorders, etc. Porn influences people's actions positively because it can get some people more comfortable with the concept of nudity and there is still a good amount of porn where the body types used are "unconventional" or diverse enough that people can see themselves as "sexy." This is still highly sexualised so the comfort with nudity and being nude may simply be around sex, and not helpful in real-life situations as it could lead young people and girls especially to oversexualize themselves on a daily basis and not feel good about themselves unless they are "sexy" like they see in the porn" - **16-YEAR-OLD GIRL**

"I think porn gives boys a skewed view of intimacy, so they expect and act like what they see in porn. Women may also have notions that they have to act like what they see in porn and have bodies like that or have sex like that" - **17-YEAR-OLD BOY**

"People can start becoming 'dirty-minded', eg: thinking of something sexual or inappropriate when no direct reference to it has been said - people 'misinterpret' phrases or images as something sexual/inappropriate that they may have learnt from porn. For men who watch porn, they may start bringing their attention upon women's breasts or other 'private' features. People may also not be able to keep their 'urge' in as well. In extreme cases, this may lead to adultery, 'extreme' sex, paedophilia or even rape"

- **14-YEAR-OLD GIRL**

"Might try to re-enact something they saw in a porn and the partner might not be into it - could turn to rape - negative. Positives are you see new different stuff you and your partner may want to try" - **16-YEAR-OLD BOY**

"Distortive view of females and males. Belittles their perception of the person. They look at people in only a sexual way not as an individual who is capable of emotions and who have a brain which thinks of other things apart from sex" - **15-year-old girl**

"Because it's all about situations that aren't natural like multiple people having sex or doing things that not everyone does. It isn't real and people think that is what sex is all about" - **17-YEAR-OLD BOY**

"Nothing wrong with consenting adults doing porn. And they're not worried what their body looks like. But some porn is nasty or mean or violent and then try to make it seem real which is bad and could give watchers bad ideas or make it seem less horrible in real life"

- **16-YEAR-OLD GIRL**

"I think that it teaches boys in particular, that girls are objects. I feel that it also teaches girls that they have to live up to the expectations of the actors onscreen"

- **14-YEAR-OLD GIRL**

"While it doesn't educate people about sex it is a good leap for both boys and girls into discovering more about their own bodies and things like masturbation which is good for you. However, porn is not a realistic view of sex which can lead both boys and girl into having sex that is uncomfortable for them" - **17-YEAR-OLD GIRL**

"By watching porn, young people can start to think the way it is performed in the videos (as it is normally quite aggressive and 'hardcore') and most think that this is the way sex works, or the way in pornographic videos how women tend to be treated is 'normal' or ok. For young people as they grow up they could start thinking that this is ok and acceptable to treat people like this"

- **14-YEAR-OLD GIRL**

"People may be influenced to think certain aspects are normal which could normalise both healthy and unhealthy habits" - **17-YEAR-OLD BOY**

"Depending on whoever the pornography is aimed for: porn directed by and for men/boys has made unrealistic and dangerous expectations about sex. It is a sexist and misogynistic industry. Porn for boys/men makes them expect that all female participants will be incredibly sexually submissive, and does not teach them the dangers of rape. It encourages lack

of consent, only one partner (the male) to achieve pleasure, and preaches that sex is a vital aspect of life. That being said, porn written by/for girls/women has the opposite effect. While both types of porn lead to certain expectations, porn written for girls/women tells us that consent is important, the pleasure of both or all partners is important, and that sex is not such an important thing” - **17-YEAR-OLD GIRL**

“It could teach them about having sex and what it looks like, but on the other hand in real life sex the sort of stuff that happens in porn doesn’t always happen so the guy may take it a step too far when having sex for the first time” - **14-YEAR-OLD BOY**

“I think it’ll depend on the porn, since you’ve just defined porn here as sexually explicit material. If the porn in question is a violent rape portrayed as normal behaviour, continual viewing of such material will normalise such behaviour, which is obviously a bad influence. On the other hand, if consensual sex is portrayed a part of a normal healthy relationship, I think it can be a positive influence. Treating sex as a giant taboo won’t help, you know” - **17-YEAR-OLD GIRL**

“I think it influences kids to act what they see and imitate things when talking about their girlfriend to their mates and that’s disrespectful. I have some friends that get asked to try something but they don’t even know what it is because they don’t watch porn and they feel pressure to watch so they don’t feel dumb not knowing” - **14-YEAR-OLD GIRL**

“Guys might learn bad sexual habits through porn and the positive is we learn what makes the chick feel good” - **16-YEAR-OLD BOY**

“Negatively it gives people the wrong idea about sex and they can end up thinking that sex should be something a lot more “harder” or more “painful” than it is. It can also be negative because they might think it is normal if someone is screaming or telling them to stop. It can make them think it is okay to have sex with people (like stepmothers, siblings, much younger people) and animals, when it isn’t. It can be positive because people especially teenagers can have a more open mind about sex and masturbation. They can talk about it more openly than they might have. And some parts of it can be educational” - **16-YEAR-OLD GIRL**

“Positive because it makes some of the thoughts or ideas about sex seem normal. Negative because it can give some people a warped or unrealistic view of what is appropriate behaviour” - **17-YEAR-OLD BOY**

**Q23. Why do you think you go through stages when you spend quite a lot more or less time looking at porn?**

“I barely watch porn at the moment because I have a girlfriend, but before that it was more regular” - **16-YEAR-OLD BOY**

“Feel more lonely sometimes after a breakup a couple of months ago” - **15-YEAR-OLD GIRL**

“Just depending on the week’s mood” - **16-YEAR-OLD BOY**

“Start feeling more sexual at certain times of the month due to hormones” - **15-YEAR-OLD GIRL**

“When I’ve got other distractions I spend less time looking at it” - **15-YEAR-OLD BOY**

“Depending on stress I might look at it more” - **17-YEAR-OLD GIRL**

“More stressed will result in viewing porn more than if I was more relaxed. But if I’m too relaxed and get bored I may watch some to give me something to do” - **15-YEAR-OLD BOY**

“When you look at porn, you end up doing it for a few consecutive days out of habit and then suddenly stop for a month or so” - **17-YEAR-OLD GIRL**

“I may be feeling more sexually aroused or perhaps bored which makes me want to watch more” - **14-YEAR-OLD BOY**

“Maybe because I am going through a certain stage in my period” - **15-YEAR-OLD GIRL**

“I barely watch porn at the moment because I have a girlfriend, but before that it was more regular” - **16-YEAR-OLD BOY**

“It’s totally random, depends on the mood” - **17-YEAR-OLD GIRL**

“Less stressed or more stressed. Being able to get to sleep or not” - **15-YEAR-OLD BOY**

“More time if I’m bored. Less if I’m stressed. Sometimes I get bored a bit way through and stop” - **16-YEAR-OLD GIRL**

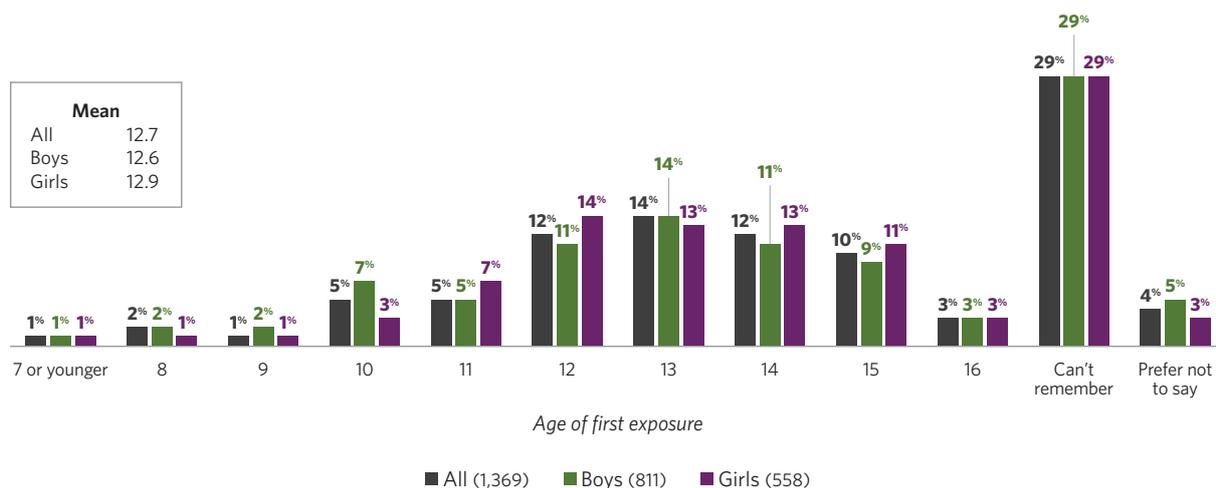
“Just more horny and want the pleasure to last longer” - **17-YEAR-OLD BOY**

# APPENDIX D

## Detailed charts

### Age of first exposure to pornography

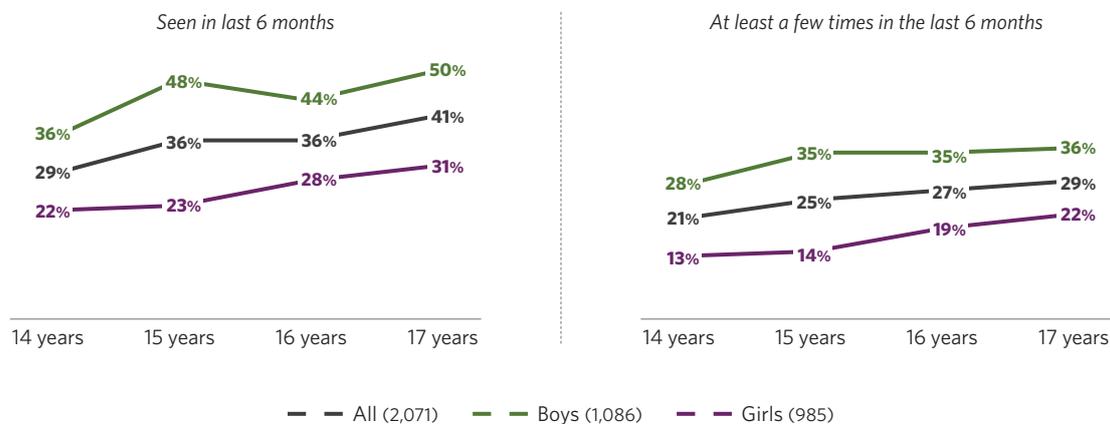
As well as you can remember, about how old were you when you first saw porn?



Base: Ever seen pornography. Mean scores exclude those who couldn't remember or preferred not to say (All = 903, Boys = 530, Girls = 373).

Source: Q10

### Exposure to pornography in the last six months - age and gender analysis



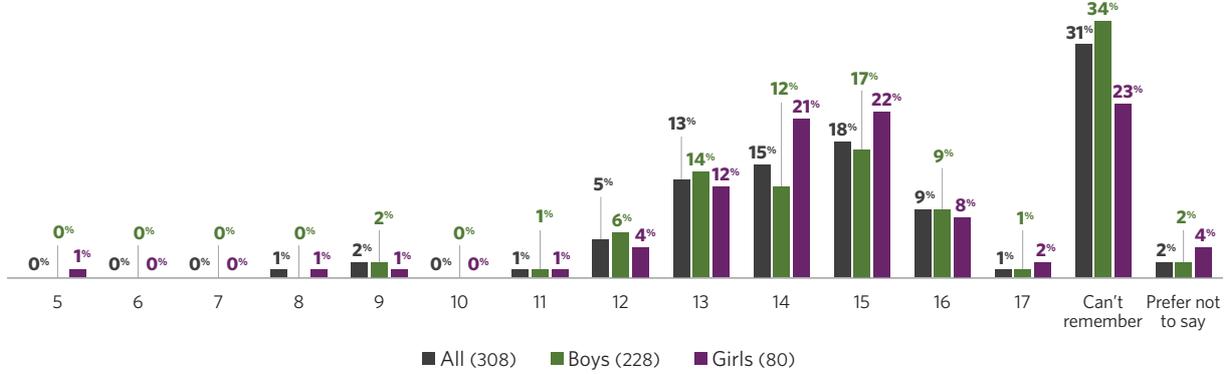
Base: All respondents. Includes 2% who preferred not to answer the question (3% of boys and 1% of girls).

Source: Q17. How often have you seen porn in the last 6 months?

### Age at which started looking at porn regularly

About how old were you when you started looking at porn this often?

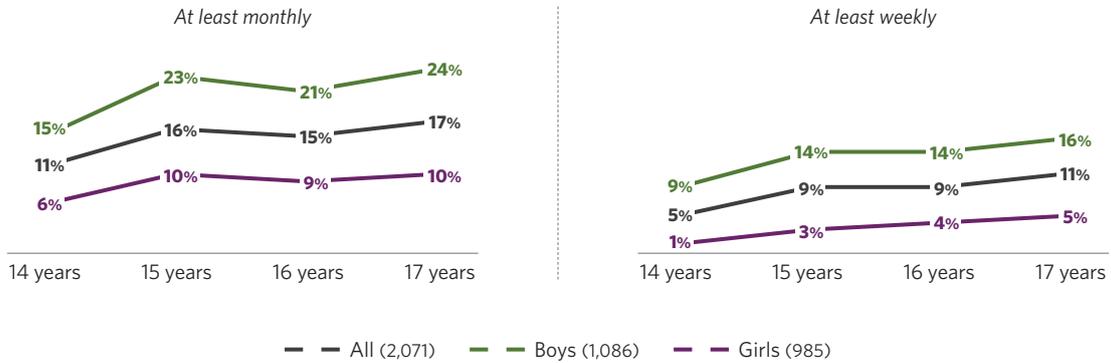
Mean	
All	13.9
Boys	13.9
Girls	14



Base: Viewed pornography at least every month in the last six months. Mean scores exclude those who can't remember or prefer not to say when they regularly began looking at pornography (All = 205, Boys = 147, Girls = 58).

Source: Q21

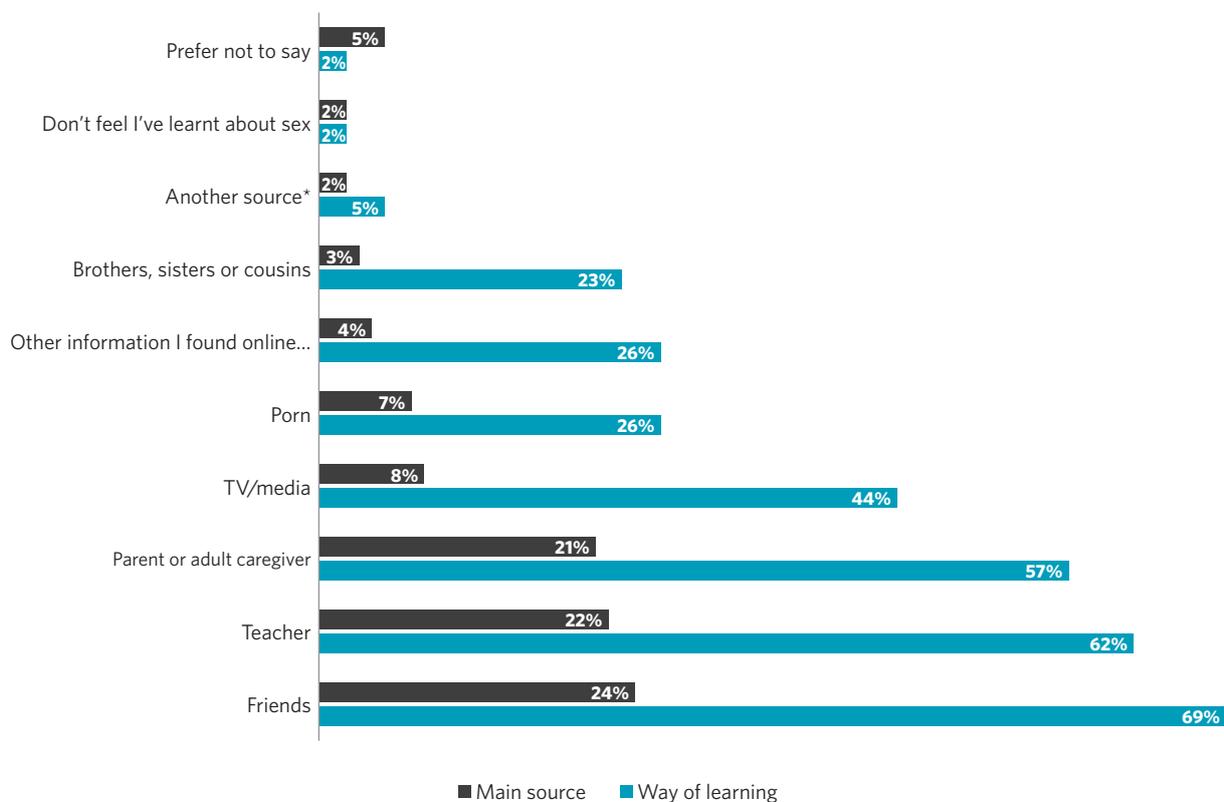
### Frequent users of pornography - age and gender analysis



Base: All respondents. Includes 2% who preferred not to answer the question (3% of boys and 1% of girls).

Source: Q17. How often have you seen porn in the last 6 months?

Sources of learning about sex



Base: All respondents (n=2,071). \*Includes school/health class (2%) and books (1%).

Source: Q4a. What are all the ways you've learnt about sex? Q4b. What was the main way you've learnt about sex?

TABLE 1: Reasons for going through stages spending more or less time looking at pornography

	All (n=145) %	Boys (n=112) %	Girls (n=33) %
<b>Cycles of boredom and busyness</b>	<b>24</b>	<b>26</b>	<b>20</b>
Depends on if I'm busy / have distractions/work/other things to do	16	19	7
If I'm bored	7	5	13
I get bored of it / less interested / had enough	4	5	2
<b>Helps me to manage my stress and emotions</b>	<b>13</b>	<b>11</b>	<b>18</b>
Depends on if I'm stressed	8	8	7
Depends on my mood / how I feel	4	1	11
Depends on if I'm tired / sleeping well	4	4	2
<b>Sexual arousal and hormones</b>	<b>10</b>	<b>8</b>	<b>18</b>
Because I'm sexually aroused / it arouses me	4	4	6
Sometimes I get the urge / just feel like it	3	3	2
Because of hormones	2	1	5
My menstrual cycle / when I am pre-menstrual	1	-	5
<b>Access to porn/privacy</b>	<b>6</b>	<b>6</b>	<b>4</b>
Depends on where I am staying / if I'm home alone / have privacy	4	4	4
If I have Internet access / enough data	2	2	-
<b>Other</b>	<b>10</b>	<b>9</b>	<b>13</b>
Other	4	5	3
Depends if I'm in a relationship / am around my partner	4	2	10
I'm trying to quit / cut down the time I spend on it	1	2	-
Not sure/nothing	40	40	37
Prefer not to say	8	9	3

Base: Respondents who say they go through stages when they spend quite a lot more or less time looking at pornography.

# APPENDIX E

## Regulating online porn – the UK experience

The UK government has been working on online child protection measures since the formation of the Cameron-Clegg coalition government in 2010. 'Opt-out' mandatory filtering – where pornographic content is automatically blocked unless customers request otherwise – was initially voluntary and has been implemented to varying degrees by different ISPs since 2013. Further work in this area ultimately led to the passage of the Digital Economy Act 2017, which states that “a person must not make pornographic material available on the internet on a commercial basis to persons in the United Kingdom except in a way that secures that, at any given time, the material is not normally accessible by persons under the age of 18”. The Act empowers the BBFC (British Board of Film Classification) to implement and oversee this system as the 'age verification regulator'.<sup>16</sup>

The UK is therefore implementing a system of mandatory age verification – whereby commercial providers of pornography must use an age verification system on their websites to prevent access by children and teens. Some of the industry providers have been working directly with the BBFC on the design of the system.

While there have been technical challenges to overcome, as well as debate about potential impacts on freedom of expression, privacy, and security, significant progress has been made. Following initial delays, it is expected that age checks will appear online in the UK in 2019.

We are staying in close contact with our colleagues at the BBFC as this new regulatory system is implemented.

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<sup>16</sup> The BBFC is responsible for classifying entertainment according to age suitability and therefore has a role broadly equivalent to the OFLC in New Zealand.

# APPENDIX F

## Full questionnaire

### Introduction to parent

We know teens and even children have more access to pornography than ever before. But here's the thing, in New Zealand we really don't know much about the issue because we don't have the research evidence.

This is where you come in. The Office of Film and Literature Classification is conducting an important survey throughout New Zealand with young people aged 14 to 17 years (both those who have and have not seen porn) – and we need your help.

### Taking practical steps to help our young people

**With good quality evidence we can get to work on helping young people to deal with the potential impacts of viewing pornography at a young age.**

By taking part, your son or daughter will be helping other young people, our schools, and the wellbeing of our communities.

**If your teenager completes the survey, you will receive 10 FlyBuys points. Your teenager will also go into a draw to win one of 5 prizes each worth \$400.**

It's a sensitive topic, but we've taken great care to ask questions in a way that is **age appropriate**. Our questions have been reviewed by a **child development expert**.

### The survey is confidential and your child's privacy is guaranteed

All information will be kept confidential and you or your teenager can withdraw from this study at any time without giving a reason. We need to ensure that young people feel comfortable giving open and honest answers, and so **your son or daughter must complete the survey in private**.

If you're interested in your teenager taking part, **please click the forward button** and we'll tell you a bit more about what it involves, and how your son or daughter can help.

**This page is for parents and caregivers. Teenagers – if your parent/caregiver has given you this survey, please hand it back to them to complete.**

To understand young people's experiences we need to ask your teenager some questions of a private and sensitive nature. For example, questions on how they've learnt about sex, whether or not they've seen pornography, and (if they have seen it) then how, why and what they've seen. No images are used in this survey and all questions are asked in an age-appropriate way and have been checked by a child development expert.

Remember, your teenager's answers are completely confidential and they can answer 'prefer not to say' whenever they want. **Their privacy is guaranteed.** You will not be able to see their answers.

This information is important, and it is critical that your teen provide us their honest answers, without embarrassment or concerns that their responses will be 'checked up on'. The internet and devices like smart phones have completely changed the landscape for young people and porn. By understanding the real experience of young people, **we can take practical steps to support them.**

If you want to know more about the research, please contact Sue Hoyle at the Office of Film and Literature Classification: [sue.hoyle@classificationoffice.govt.nz](mailto:sue.hoyle@classificationoffice.govt.nz).

**Do you consent to us asking your teenager these types of questions?**

Yes	1	CONTINUE AT B.
No	2	THANK AND END SURVEY (IF PILOT INTERVIEW ASK QUESTION A BELOW)

A (for pilot). Thank you. The Office of Film and Literature Classification is interested in the reasons why people have chosen not to do this survey. If you are happy to tell us why, please type your comment in the box below.

A (post pilot). Thank you. If you would like to make any comments about young people and porn, you can email Sue Hoyle at the Office of Film and Literature: [sue.hoyle@classificationoffice.govt.nz](mailto:sue.hoyle@classificationoffice.govt.nz).

B: Thank you. We're also keen to hear your views about young people's access to pornography. This is optional.

Would you like to share any thoughts about young people's use of pornography? If so we'll do this first before surveying your teenager.

Yes	1	CONTINUE WITH PARENT COMMENT
No	2	SKIP TO INSTRUCTION BELOW

AT END OF PARENT COMMENT / BEFORE SHOWING INTRO TO YOUNG PERSON'S SECTION:

It's time for your son or daughter to complete the survey. **Remember, they must answer the survey in private.** Please:

1. Click the forward button
2. Then either hand the survey over to your 14 to 17 year-old OR close your browser and send our email to them. When they click on the link it will start where you've left off.

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PARENT COMMENT:

*Please type any thoughts you would like to share about young people's use of pornography in the box below.*

## Young person questionnaire

We'd like you to take part in an online questionnaire about young people's views on porn (pornography).

We need all kinds of young people to participate – no matter what (if anything) you've seen. We understand that it's a private and sensitive subject, but it's really important we hear your voice (and not just the views of adults). Listening to your thoughts and opinions will help us take practical steps to provide helpful information and resources for young people in Aotearoa New Zealand.

The questionnaire will take 5 to 12 minutes and you'll go into **five prize draws each for \$400**.

### It's completely private and confidential

- Your privacy is guaranteed.
- You can complete this survey on any device including your smartphone.
- If anyone re-enters the survey, there is no 'back button'. This means there is no way for your parent or anyone else to see your previous answers.
- Your name will never be linked to your answers.

### You can stop at any time

- You can stop filling out the questionnaire at any time without giving a reason
- You don't have to answer any question you don't want to (just select the 'prefer not to say' response)
- We've included a Helpline number at the top of each page if you feel like talking to someone about any of the issues raised in the survey.

We need you to answer questions openly and honestly, and this is why privacy is so important. It's important that you don't talk about the questionnaire with anyone until you've finished. You must be by yourself when you start the survey, and you should pause it if someone interrupts you. To get started, just click the box below.

I am by myself and I want to start the survey

First, a few questions about yourself...

**Q1. How old are you?**

Under 14 years	1	SCREEN OUT
14 years	2	
15 years	3	
16 years	4	
17 years	5	
Over 17 years	6	SCREEN OUT

**Q2. Are you...**

Male	1
Female	2
Gender diverse	3

**Q3. Which of these ethnic groups do you identify with? *Select all that apply.***

NZ European/Pākehā	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pasifika Island group (please tell us)	7
Chinese	8
Indian	9
Another Asian group (please tell us)	10
Middle Eastern/Latin American/African	11
Another ethnic group (please tell us)	12
Not sure	13

DS: PLEASE INCLUDE BANNER ON EACH PAGE THAT SAYS:

*If you need to talk to someone, call Youthline on 0800 376 633, or text 234'.*

\*\*\*\*\*

These next questions are about how you may have learnt about sex. Remember, if you're not comfortable answering any of the questions just select 'prefer not to say'.

**Q4a. What are all the ways you've learnt about sex? Select all that apply.**

DS: SHOW ALL CODES IN TABLE BELOW. ROTATE CODES 1 TO 7

ASK IF MORE THAN ONE OF RESPONSE CATEGORIES 1 TO 8 AT Q4a.

**Q4b. What was the main way you've learnt about sex?**

DS: ONLY SHOW CODES SELECTED AT Q1a. USE SAME ROTATION AS AT Q4a.

Teacher	1
Friends	2
Parent or adult caregiver	3
Brothers, sisters or cousins	4
Porn	5
Other information I found online (not porn)	6
TV/media	7
Other (please tell us)	8
Don't feel I've learnt about sex	10
Prefer not to say	11

**Q5a. Have you ever been given information about sex at school from a teacher or other adult?**

Yes	1
No - I was away at the time	2
No - my school has never given me information about sex	3
Prefer not to say	4

ASK 5b

GO TO TEXT SCREEN BEFORE 6a

GO TO TEXTSCREEN BEFORE 6a

**Q5b. Overall, how useful was the information about sex you got at school?**

Very useful	1
Quite useful	2
Not that useful	3
Not at all useful	4
Prefer not to say	5

**Q5c. Do you think there should have been more information about sex from your teacher or other adult at school?**

Yes	1
No	2
Not sure	3

The next part of this survey is about porn (pornography).

**By porn, we mean explicit images, video, or movies of a person or people having real sex or doing sexual things and you can see their genitals (e.g. penis, vagina).**

Remember, we will never link your name with your answers, and it's important that you **answer the questions by yourself**.

*Click arrow to continue*

**Q6a. Before this week, had you ever talked to your parent or caregiver about porn?**

Yes	1	
No	2	GO TO Q7a
Prefer not to say	3	GO TO Q7a

**Q6b. Who raised the topic of porn?**

*Select all that apply*

They raised the topic of porn with me	1
I asked them about porn	2
It came up naturally in conversation	3
Not sure	4
Prefer not to say	5

**Q7a. How common do you think it is for boys your age to look at porn?**

Very common	1
Quite common	2
Not common	3
Prefer not to say	4

**Q7b. And how common do you think it is for girls your age to look at porn?**

Very common	1
Quite common	2
Not common	3
Prefer not to say	4

**Q8a. Do you think looking at porn can influence the way people think or act?**

Yes - in both positive and negative ways	1	
Yes - in positive ways	2	
Yes - in negative ways	3	
No	4	GO TO Q9
Not sure	5	GO TO Q9
Prefer not to say	6	GO TO Q9

**Q8b. How do you think porn influences the way some people think or act in (IF CODE 2 AT Q8a: positive ways/IF CODE 3 AT Q8a: negative ways/IF CODE 1 AT Q8a: positive and negative ways)? Please type your comments in the box below.**

DS: INCLUDE 'NOT SURE' AND 'PREFER NOT TO SAY' TICK BOXES

--

**Q9. Have you ever seen porn? This could be by accident, or you might have looked for it.**

Remember, by porn, we mean explicit images, video, or movies of a person or people having real sex or doing sexual things and you can see their genitals (e.g. penis, vagina).

Yes	1	CONTINUE
No	2	GO TO Q28
Prefer not to say	3	GO TO Q28

**Q10. As well as you can remember, about how old were you when you **first saw porn**? Your best guess is fine.**

Enter your approximate age when you *first saw porn* in years

DS: INCLUDE TICK BOXES FOR 'CAN'T REMEMBER' AND 'PREFER NOT TO SAY'. ALLOW UPPER LIMIT OF 17.

**Q11. How did you first see porn?**

Someone showed it to me	1
I was curious and looked for it myself	2
I saw it by accident	3
Some other way (please tell us)	4
Don't remember	5
Prefer not to say	6

**Q12. Have you seen porn in the past 6 months?**

Yes	1	
No	2	GO TO Q28
Prefer not to say	3	GO TO Q28

**Q13a. Where did you see porn? Select all that apply.**

**Q13b. IF MORE THAN ONE CODED AT Q13a: Where did you **most often** see it?**

DS: ONLY SHOW CATEGORIES SELECTED AT Q13a.

On a mobile phone/smart phone	1
On a computer, tablet, TV, or other device	2
Magazine or book	3
Somewhere else (please tell us)	4
Prefer not to say	5

**Q14. Where have you seen porn online?**

DS: ROTATE CODES 4 TO 15. ALL OTHER CODES TO BE SHOWN IN ORDER AS BELOW.

Porn websites ('porn sites')	1
Other websites	2
On Google or another online search service	3
Social media and other online services or apps (please tell us which ones)	4
I haven't seen porn online	5
Prefer not to say	6

**Q15. How have you usually seen porn in the last 6 months?**

I usually looked for it myself	1
I usually saw it by accident	2
About equal - sometimes I looked for it and sometimes I saw it by accident	3
Other (please tell us)	4
Prefer not to say	6

**Q16. When you saw porn, were you most likely to be...**

By yourself - you usually saw it in private	1
With friends	2
With someone you are in a sexual relationship with, like a boyfriend or girlfriend	3
With someone else (please tell us their relationship to you)	4
Prefer not to say	5

**Q17. How often have you seen porn in the last 6 months?**

Once or twice	1
A few times in the last 6 months	2
Once or a few times a <b>month</b>	3
Once or a few times a <b>week</b>	4
Daily or almost daily	5
More than once a day	6
Prefer not to say	7

**Q18. Here are some different reasons people look at porn.  
Please tell us if you look at porn for some or any of these reasons.**

DS: RANDOMISE ORDER OF ITEMS BUT ASK 'ANOTHER REASON' LAST.

	Yes	No	Prefer not to say
For entertainment	1	2	3
For sexual arousal or pleasure	1	2	3
To help with stress or anxiety	1	2	3
To help with sadness or depression	1	2	3
To help me get to sleep	1	2	3
I wanted to see what someone else was looking at	1	2	3
I felt pressured by someone else to look at it with them	1	2	3
I was curious	1	2	3
For information and ideas about sex	1	2	3
Because my friends look at porn	1	2	3
My boyfriend/girlfriend wanted me to	1	2	3
For a laugh	1	2	3
I was bored	1	2	3
I wanted to be grossed out	1	2	3
I saw it by accident	1	2	3
It's just a habit	1	2	3
Another reason (please tell us)	1	2	3

People can have different feelings or emotions when they look at porn. We'd like to ask you about your own experiences.

**Q19. Do you feel some or any of these things when you look at porn?**

DS: RANDOMISE ORDER OF ITEMS BUT ASK GUILTY SECOND TO LAST AND 'SOMETHING ELSE' LAST.

	Yes	No	Prefer not to say
Happy or positive	1	2	3
Relaxed	1	2	3
Sexually aroused or turned on	1	2	3
Upset	1	2	3
Sad or unhappy	1	2	3
Guilty	1	2	3
Worried about being caught	1	2	3
Less stressed	1	2	3
Confident	1	2	3
Curious	1	2	3
Something else (please tell us)	1	2	3

**Q20. When you see porn, how much time do you usually spend looking at it?**

I usually stop looking right away	1
A few minutes	2
Up to half an hour	3
Up to an hour	4
More than an hour	5
Other (please tell us)	6
Prefer not to say	7

ASK IF REGULARLY SEE PORN (CODES 3-6 AT Q17). OTHERWISE GO TO Q28.

**Q21. Earlier, you said you saw porn (ANSWER FROM Q17). About how old were you when you started looking at porn this often?**

*Enter the age you started looking at porn regularly.*

DS: INCLUDE TICK BOXES FOR 'CAN'T REMEMBER' AND 'PREFER NOT TO SAY'

**Q22. Do you often go through stages when you spend quite a lot more or less time looking at porn?**

Yes	1	ASK Q23
No	2	GO TO Q24
Not sure	3	GO TO Q24
Prefer not to say	4	GO TO Q24

**Q23. Why do you think you go through stages when you spend quite a lot more or less time looking at porn?**

*Please type your answer in the box.*

DS: INCLUDE TICK BOXES FOR 'NOT SURE' AND 'PREFER NOT TO ANSWER'

**Q24. Would you spend more time looking at porn if you were able to?**

Yes	1
No	2
Not sure	3
Prefer not to say	4

**Q25. Would you like to spend less time looking at porn, but you find it hard not to?**

Yes - often	1
Yes - sometimes	2
No	3
Not sure	4
Prefer not to say	5

**Q26a. Have you ever tried doing something you saw in porn?**

Yes	1	ASK Q26b
No, but I would like to	2	GO TO Q27
No	3	GO TO Q27
Prefer not to say	4	GO TO Q27

**Q26b. Did you try it by yourself or with someone else?**

By myself	1	GO TO Q27
With someone else	2	ASK Q26c
Both	3	GO TO Q27
Prefer not to say	4	GO TO Q27

**Q26c. Did you talk to them about it before you tried it?**

Yes	1
No	2
Not sure	3
Prefer not to say	4

**Q27. Have you seen things in porn that make you feel uncomfortable?**

Yes - often	1
Yes - sometimes	2
No	3
Not sure	4
Prefer not to say	5

**Q28. Which of these do you most agree with?**

It's ok for <b>anyone</b> to look at porn	1
It's ok for <b>people around my age</b> to look at porn, but it's not ok for children to look at it	2
It's only ok for <b>adults</b> to look at porn	3
It's <b>not</b> ok for <b>anyone</b> to look at porn	4
None of these	5
Prefer not to say	6

**Q29. Some people want to find ways to restrict people under 18 accessing porn online, for example, by blocking or 'filtering' websites or apps, or requiring proof of ID. What do you think?**

I think young people's access should be restricted in some way	1
I don't think there should be online restrictions	2
Not sure	3
Prefer not to say	4

ASK IF REGULARLY SEEN PORN (CODES 3-6 AT Q17). OTHERWISE GO TO INTRO BEFORE Q31.

SEPARATE SCREEN:

ALL PANELLISTS EXCEPT SSI: This next question is about the types of things you've seen in porn

Remember, we will never link your name with your answers, and it's important that you answer the questions by yourself.

SSI PANELLISTS ONLY: The Office of Film and Literature Classification are interesting in finding out the types of things you've seen in porn. This will help them understand the experiences of young people.

Remember if you don't want to answer this question just select 'prefer not to say'. We will never link your name with your answers, and it's important that you answer the questions by yourself.

**Q30. When you look at porn, how often do you see this?**

DS: SCALE IS:

- I've never seen this
- Rarely (once or twice)
- Occasionally
- About half the time
- Most of the time
- Always
- Not sure/ prefer not to say

Romance or affection	a
Focus on a <b>woman</b> feeling good	b
Focus on a <b>man</b> feeling good	c
Condom use	d
A <b>woman</b> being called names or swear words	e
A <b>man</b> being called names or swear words	f
A <b>woman</b> shown as controlling and dominating another person	g
A <b>man</b> shown as controlling and dominating another person	h
Any activity or behaviour that looks like one of the people doesn't want it or like it	n
A <b>man</b> being pressured into having sex when he doesn't want to	o
A <b>woman</b> being pressured into having sex when she doesn't want to	p
Any violence or aggression	m
Violence or aggression <b>toward a man</b> and it looks like he <b>wants it</b> and likes it	i
Violence or aggression <b>toward a woman</b> and it looks like she <b>wants it</b> and likes it	J
Violence or aggression <b>toward a man</b> and it looks like he <b>doesn't want it</b> or like it	k
Violence or aggression <b>toward a woman</b> and it looks like she <b>doesn't want it</b> or like it	l

Now we have a few final questions to help us understand the different types of young people who've done this survey.

**Q31. Do you have a long-term health issue or condition (lasting 6 months or more)?**

Yes	1
No	2
Not sure	3

**Q32. Do you have a long-term disability (lasting 6 months or more)?**

Yes	1
No	2
Not sure	3

ASK IF YES AT Q31 OR Q32. OTHERWISE SKIP TO Q34.

**Q33. Does your (IF YES AT Q31 BUT NO/DON'T KNOW AT Q32: health issue/ IF YES AT Q32 BUT NO OR DON'T KNOW AT Q31: disability/ IF YES AT BOTH Q31 AND Q32: health issue or disability) cause you difficulty with, or stop you doing:**

Everyday activities that other people your age can usually do	1
Communicating, talking, mixing with others or socialising	2
Any other activity that people your age can usually do	3
No difficulty with any of these	4

**Q34. These final three questions will give us a better understanding of the different experiences of young people who complete the survey. Remember, your answers are anonymous.**

Who are you sexually attracted to?

I'm sexually attracted to males	1
I'm sexually attracted to females	2
I'm sexually attracted to both males and females	3
Neither	4
I'm not sure	5
Prefer not to say	6

**Q35a. Are you currently in a sexual relationship?**

Yes	1	GO TO CLOSE
No	2	
Prefer not to say	3	GO TO CLOSE

**Q35b. Have you ever been in a sexual relationship?**

Yes	1
No	2
Prefer not to say	3

## Survey close

Thank you for taking the time to complete the survey.

Some of the questions about porn, sex and sexuality might have been quite confronting, or left you with questions about these topics. We encourage you to talk to someone you trust like a parent, doctor, teacher, or school counsellor.

We've also included some websites that have more information if you need some more support, or want someone else to talk to.

- <http://www.itstimewetalked.com.au/>
- <http://thewireless.co.nz/search?utf8=%E2%9C%93&q=the+REAL+sex+talk>
- <http://www.vibe.org.nz/>
- <http://www.familyplanning.org.nz/>
- <https://www.youthline.co.nz/>
- <https://www.netsafe.org.nz/>
- <http://www.outline.org.nz/>

The questionnaire you just filled out is from the Office of Film and Literature Classification – you can find out more about what we do on our website: [www.classificationoffice.govt.nz](http://www.classificationoffice.govt.nz). If you want to learn more about this research, or if you have questions or comments about what we do, you can contact us at [info@classificationoffice.govt.nz](mailto:info@classificationoffice.govt.nz) or 0508 236 767.

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