



46% of teens say they use the internet “almost constantly”

(Faverio & Sidoti, 2024)

New Zealand – one of highest globally, with teens average 42h pw compared to the international average of 35h.

(Cullen et al., 2024; OECD, 2021).

Harms are associated with daily screen use above 2 hours

(Cullen et. al, 2024)

“Social media channels account 35% of all encounters with content young people would consider unsafe, age restricted (18+) or illegal”

(Verifymy, 2024)

2020 Descriptive analysis of aggression in mainstream Porn

45% physical aggression

97% women target & majority met with neutrality or pleasure

(Fritz, 2020)

2021 Analysis of 150K videos: 1:8 videos describe sexual violence

Most common category: ‘immediate’ family members

Majority SV: was male to female

(Vera-Grey et.al, 2021)

“...sexual violence in pornography is mainstream and sexual violence is portrayed as normal and permissible”

(The British Journal of Criminology, 2021)

The average age a child sees porn is 12-years-old

(Common Sense Media, 2024)

9-14% young people been exposed to “illegal content” e.g. CSAM, beheadings, terror attacks

7% report being exposed to illegal content every single day they go online

11% inform parents or caregivers, 9% report it to the authorities

(IWF 2022, 2023)

Online Grooming & Exploitation

1800% increase in self-generated CSAM images of 7-10yo since 2019

70% of CSAM reports with a 7-10yo child were self-generated

1 in 3 U18yo reported having an ‘online sexual interaction’, 1 in 4 9-12yo

1 in 5 9-12yo reported having an OSI with someone they believed to be an adult.

“Under 10s (are being) groomed like never before”

IWF 2024