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Gay Searches in the United States

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May 19, 2016

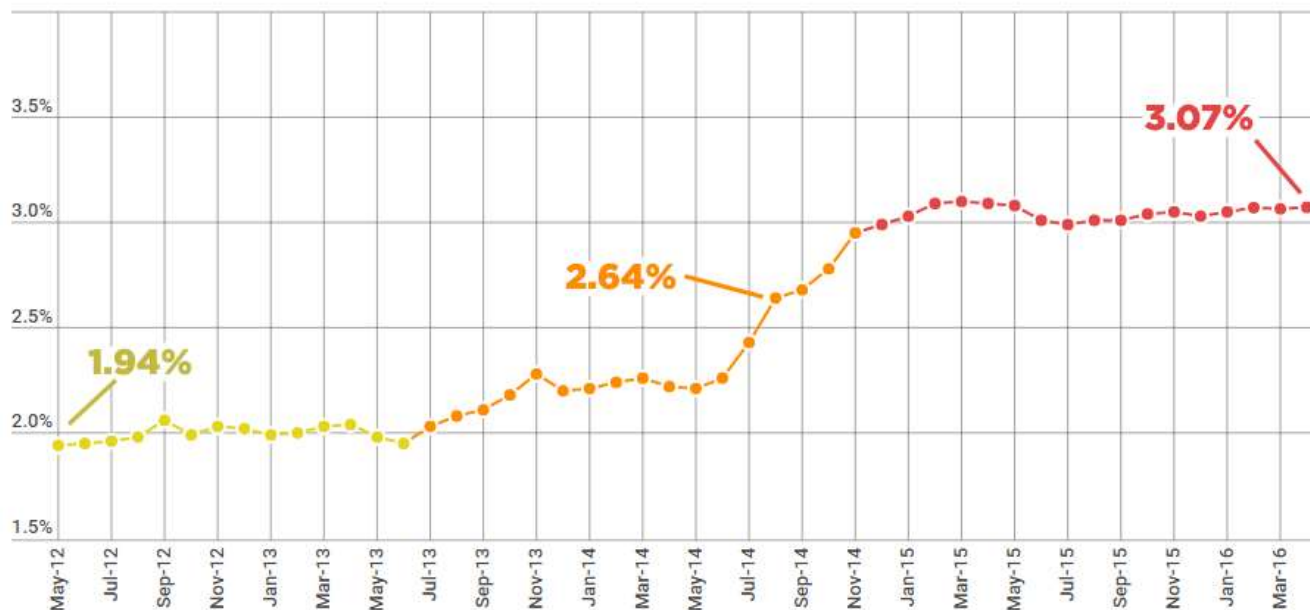
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As part of a special collaboration with [Daily Dot](#), Pornhub Insights is looking into the popularity of gay porn for the first time, beginning with Americans who account for nearly 40% of Pornhub's 60 million daily visitors. The proportion of visitors viewing Pornhub's gay male content in the United States has grown 45% from 2012 to 2016. As of May 2016, over 3% of all U.S. Pornhub visitors go directly to our gay male section of the site.

These numbers exclude the large number of lesbian videos viewed on Pornhub, as those are most often associated with straight visitors. Specifically, this study will look at people viewing Pornhub's gay male content, where in the U.S. they visit from, and what searches and categories are the most popular.



UNITED STATES PROPORTION OF GAY VISITORS 2012 TO 2016



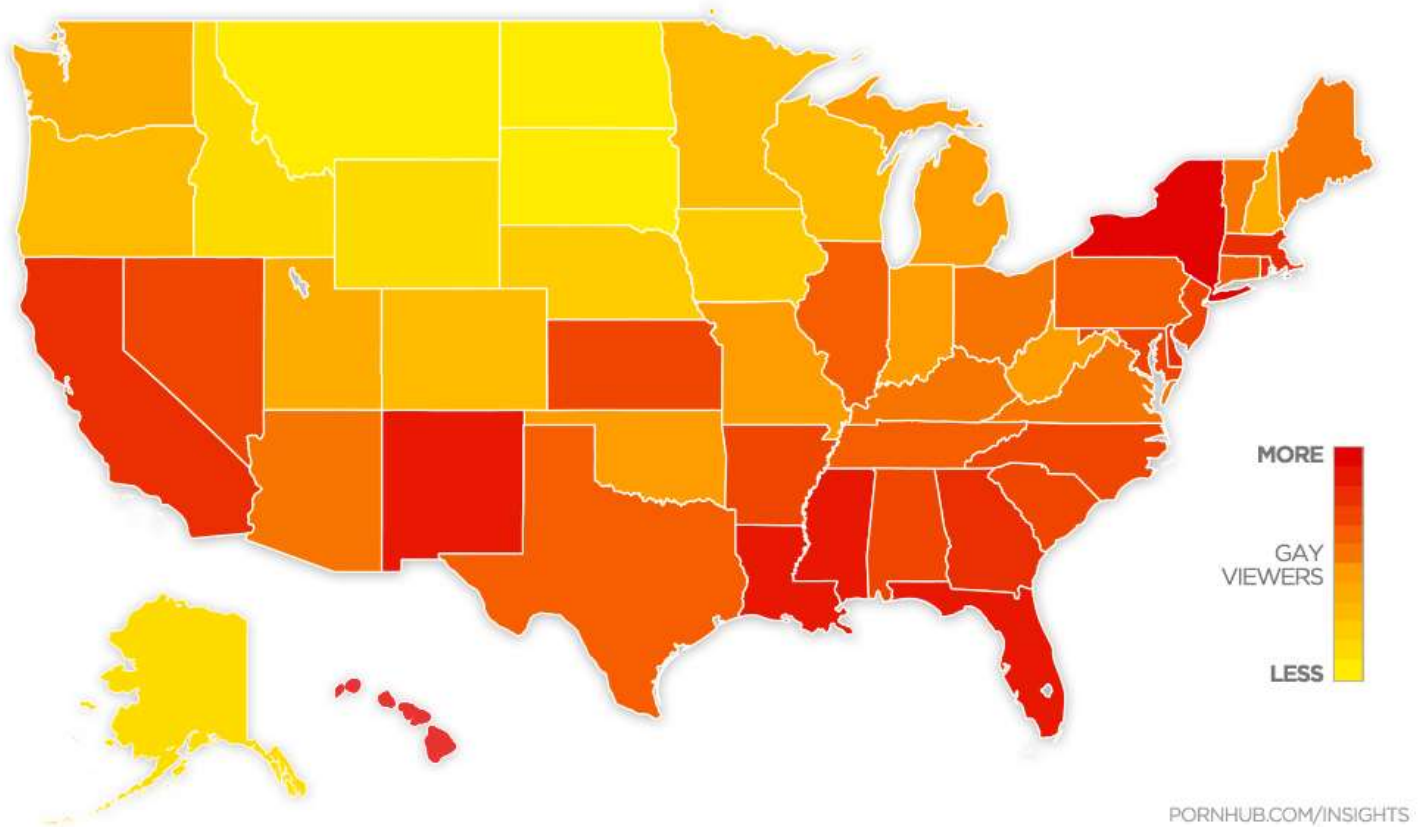
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Across the United States, the proportion of gay viewers in each state varies greatly. As the following heat-map illustrates, many Southern states have a larger percentage of gay viewers compared to Northern states. To compensate for population density, our statisticians have instead looked at the proportion of gay viewers within each state.

The District of Columbia has the largest proportion of visitors viewing Pornhub's gay section at 3.37%. New York follows closely behind at 3.3%, Florida at 3.27%, Mississippi at 3.26% and Louisiana at 3.22%. The state with the lowest proportion of visitors to our gay section is North Dakota at 2.26%. Other states with a low proportion include Montana at 2.31%, South Dakota at 2.32% and Idaho at 2.38%.



PROPORTION OF GAY VIEWERS IN EACH STATE



PORNHUB.COM/INSIGHTS

Pornhub has more than 20 categories of gay videos, appealing to all different tastes. Across the entire United States, only two categories rank as the top viewed in each state. Gay videos featuring 'Straight Guys' are very popular in the West and Midwest states, whereas the 'Black' gay category is more popular in the South and parts of the North-East.



MOST VIEWED GAY CATEGORIES IN THE U.S.



PORNHUB.COM/INSIGHTS

To really see how gay porn tastes vary from state to state, the following map shows the top relative category views. These are the gay categories that are viewed more often in each state when compared to all other states. Again, we find that many Southern states are more likely to prefer videos from the 'black' category, along with some North-Eastern states like New York and Michigan.

Videos from the 'bareback' category are viewed more often in states like Washington, Nevada and New Mexico. California, Arizona and Texas are more likely to view gay 'Latino' videos compared to the rest of the U.S., and 'Fetish' gay videos are preferred in Oregon, South Dakota and Colorado.



MOST VIEWED RELATIVE GAY CATEGORIES

CATEGORIES VIEWED MORE OFTEN IN EACH STATE WHEN COMPARED TO OTHER STATES



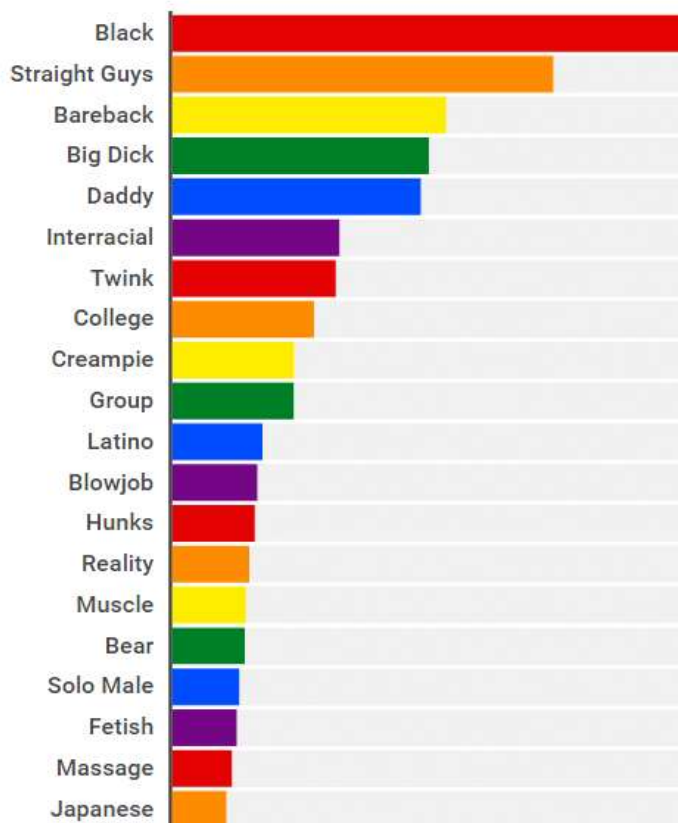
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Some stand-out states include Pennsylvania where they like gay 'Blowjob' videos, in Massachusetts 'Daddy' rules, and Vermont likes guys with a bit of 'Muscle'. Nebraska and Iowa agree on the gay 'College' category, whereas Montana and Alaska enjoy more gay 'Creampie' videos, and Wyoming likes 'Bear' type gay men.

The following chart ranks the top 20 gay categories across the entire United States. By far 'Black' is the most popular category, followed by 'Straight guys', 'Bareback' and 'Big Dick' videos. Bringing up the rear are 'Japanese', 'Massage', 'Fetish' and 'Solo Male'.



UNITED STATES MOST VIEWED GAY CATEGORIES



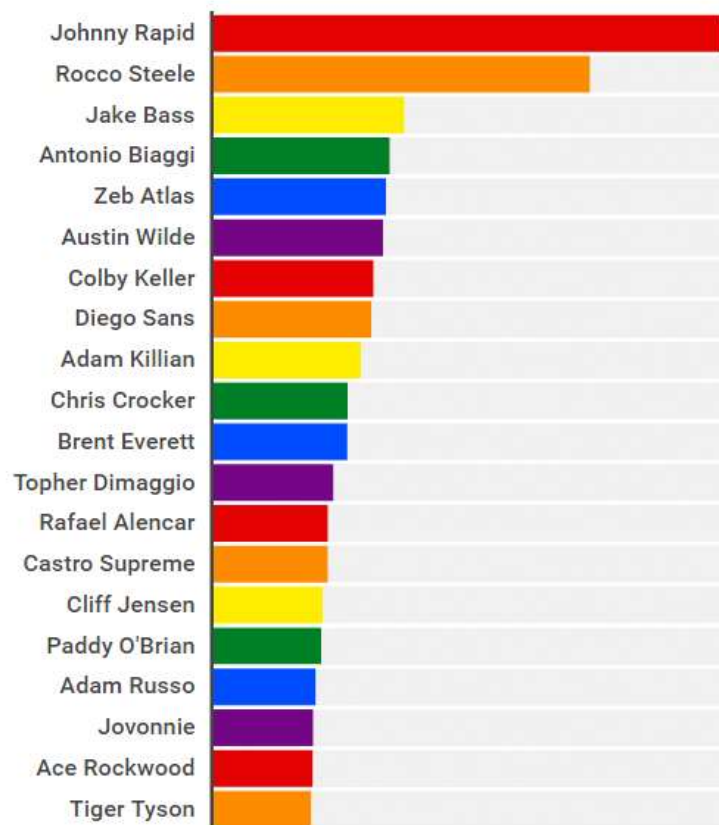
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In our recent collaboration with Cosmopolitan entitled [Girls Who Like Boys Who Like Boys](#), we discovered that many women also enjoy watching gay male videos, and their favorite categories were similar, starting with 'Black', 'Straight Guys', 'Daddy', 'Bareback' and 'Big Dick'.

The most searched for gay pornstar in the United States is Johnny Rapid. Also popular are Rocco Steele, Jake Bass, Antonia Biaggi and Zeb Atlas.



UNITED STATES MOST POPULAR GAY PORNSTARS



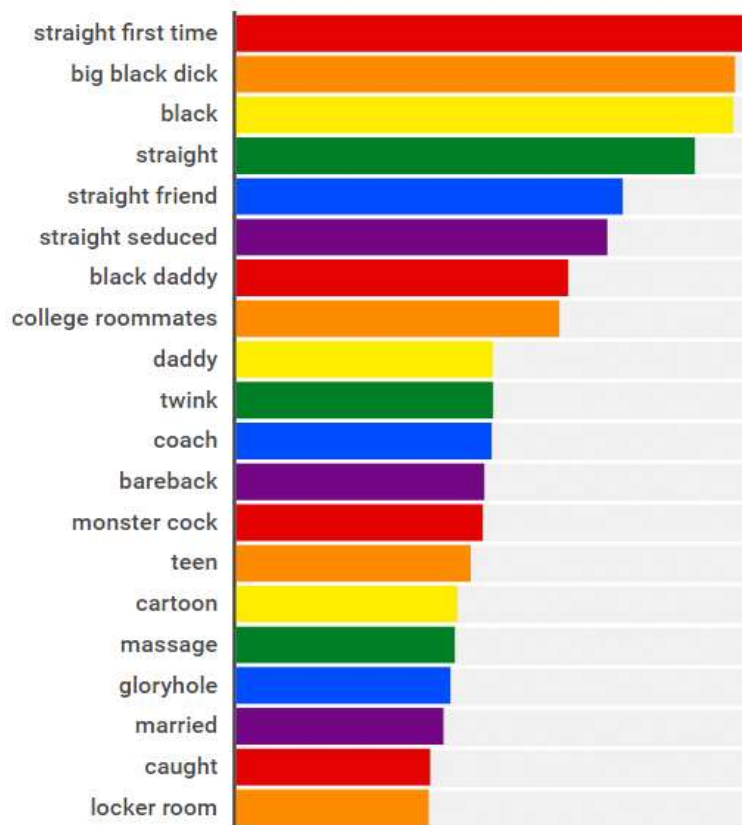
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Categories tend to be quite broad, but search terms can often give more insight into what exactly our visitors are looking to see. Much like the most popular categories, the top terms include variations of Straight and Black guys including 'straight first time', 'big black dick', 'straight friend' and 'black daddy'. Gay videos featuring 'college roommates' are popular, along with athletically inclined searches like 'coach' and 'locke room'. We also find a significant number of searches for videos featuring 'married' gay couples.

Pornhub INSIGHTS

UNITED STATES

MOST POPULAR GAY SEARCHES



PORNHUB.COM/INSIGHTS

To see how popular searches vary state by state, we again looked at the relative results. The following table shows what search term is more likely to be used in each state when compared to all other states. Some unique results include 'doctor' in Connecticut, 'chub' in Indiana, 'gloryhole' in Iowa, 'circle jerk' in Wisconsin and 'bdsm' in Minnesota. Alaska likes home-grown gay men with 'alaska' being the top relative search.

States bordering Mexico such as Texas, Arizona and New Mexico are more likely to search for 'cholo' videos featuring Mexican-American men, whereas Montana and Oklahoma prefer gay 'cowboy' videos more than the rest of the United States. What about Kentucky and West Virginia? They're more into gay 'redneck' videos.

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TOP RELATIVE GAY SEARCHES

TERMS SEARCHED MORE OFTEN IN EACH STATE WHEN COMPARED TO OTHER STATES

	Alabama	big black dick
	Alaska	alaska
	Arizona	cholo
	Arkansas	big black dick
	California	asian
	Colorado	creampie compilation
	Connecticut	doctor
	Delaware	black

	District of Columbia	big black dick
	Florida	big black dick
	Georgia	big black dick
	Hawaii	asian
	Idaho	creampie compilation
	Illinois	big black dick
	Indiana	chub
	Iowa	gloryhole
	Kansas	asian
	Kentucky	redneck
	Louisiana	big black dick
	Maine	blowjob cum in mouth
	Maryland	big black dick
	Massachusetts	daddy twink
	Michigan	big black dick
	Minnesota	bdsm
	Mississippi	big black dick
	Missouri	big black dick
	Montana	cowboy
	Nebraska	big dick bearback
	Nevada	cholo
	New Hampshire	blowjob cum in mouth
	New Jersey	black
	New Mexico	cholo
	New York	big black dick
	North Carolina	big black dick
	North Dakota	gay beef
	Ohio	blowjob cum in mouth
	Oklahoma	cowboy
	Oregon	anal
	Pennsylvania	blowjob cum in mouth
	Rhode Island	bareback
	South Carolina	big black dick
	South Dakota	college roommates
	Tennessee	big black dick
	Texas	cholo
	Utah	locker room
	Vermont	boy to boy sex
	Virginia	black
	Washington	asian
	West Virginia	redneck
	Wisconsin	circle jerk
	Wyoming	creampie

We hope you enjoyed this first edition of Pornhub's Gay Insights. Would you like to see more statistics on Pornhub's gay visitors? Let us know in the comments!

Tags: [bear](#) [black](#) [college](#) [creampie](#) [daddy](#) [district-of-columbia](#) [fetish](#) [florida](#) [gay](#) [gay-searches](#) [Idaho](#) [japanese](#) [latino](#) [locker room](#) [Louisiana](#) [men](#) [mississippi](#) [Montana](#) [muscle](#) [new york](#) [north dakota](#) [south-dakota](#) [states](#) [straight-guys](#) [twink](#) [United States](#) [US](#)

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honestguy111 · a month ago

Black is top searched in country lol that's awesome i feel gays then to hate on black guys perhaps this is a love hate thing they got going on wrapped up in some jealousy and intimidation.

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Frank Benoit · 2 months ago

Hi Mike,

Thanks, but I'm still a bit confused. Are you counting only numbers that sign in to the "gay pornhub " site specifically rather than those that may sign in to the general Pornhub site & then access gay videos?

Do you have any breakdowns of gay percentages by sub-state areas...metros, counties, cities???

Would be interested if you have any.

Many thanks,

Frank

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Sonika Gupta → **Frank Benoit** · 2 months ago

yeah

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mike_pornhub Mod → **Frank Benoit** · 2 months ago

Hi Frank. The data is not based on member sign-ins, but rather on general anonymous traffic captured through Google Analytics. The traffic is counted from people who visit [pornhubgay.com](#) directly, and also people who go to [pornhub.com](#) and then access gay content, which now redirects them to [pornhubgay.com](#). In previous studies before 2015 we had to compare the (one) gay category to all other category views. Now we are able to see all traffic from visitors accessing gay content on Pornhub and compare within that group. In the future we plan further gay porn studies that will compare gay to straight visitors (like which group spends more time on the site and whether gay or straight people are more likely to search for anal videos, etc). We also plan to compare gay visitors from other countries worldwide, so stay tuned to Insights for those stories coming over the next few months.

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Frank Benoit · 2 months ago

There's a contradiction here. Pornhub says the percentage of gay viewers is UP over the last several years. Yet, compare their 2014 map Of states and the percentage of gay viewers then was 2-4 per cent higher in each state than now???? What's that about?

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mike_pornhub Mod → **Frank Benoit** · 2 months ago

Hi Frank. There's a few reasons for that. Since the last study, Pornhub's mobile traffic is now integrated with desktop traffic (they used to be separate sites). And we also now have [pornhubgay.com](#) and multiple gay video categories. When the previous study was completed, gay was considered a single category of videos (so we compared views of that category to all of the straight video categories). In this study where we were able to look at visitors landing at [pornhubgay.com](#), where they were located, and what they looked at. Put simply, we're comparing apples to apples this time, rather than apples to oranges. Hope that helps.

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kevin · 2 months ago

This is a fascinating analysis. It is somehow pleasing to see the research on this.

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Chris and Alex · 2 months ago

Well let me say this many of your gay viewers of Porn Hub feel we are not appreciated by Porn Hub. That being said they treat of very very



well compared to other sites. Most act like we don't exit. So it is always my first choice and the boys are so hot and friendly ... Big Jock HUG and a lot of friendly studs too.

^ | v • Reply • Share ›

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