Holier Than Thou? No Partisan Gap in the Consumption of Pornography Online*

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Abstract

Consumption of pornography has been blamed for a variety of societal ills, including the rise in misogyny, sex crimes, and the coarsening of culture. Using passively collected browsing data from YouGov, we investigate how much pornography Americans consume online. We find that there is a sharp positive skew in the consumption of pornography, with a small number of users consuming lots of pornography and most consuming small amounts. The median American Internet user today spends X minutes per month consuming pornography, visiting Y sites per month; the 95th percentile is X and Y respectively. Lastly, we find that, unlike previous research (MacInnis and Hodson, 2015; Edelman, 2009), which relied on ecological inference, Democrats consume about as much pornography online as Republicans.

*You can download the replication materials from https://github.com/soodoku/adult

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Consumption of pornography is associated with a variety of disturbing attitudes, beliefs, emotions, and behaviors. Consuming pornography is associated with support for violence against women (Hald, Malamuth and Yuen, 2010; Malamuth, Hald and Koss, 2012; Donnerstein, 1984), belief in rape myths (Foubert, Brosi and Bannon, 2011), increased gender role conflict, lesser sexual satisfaction (Szymanski and Stewart-Richardson, 2014; Stewart and Szymanski, 2012), poorer relationship quality (Szymanski and Stewart-Richardson, 2014; Szymanski, Feltman and Dunn, 2015), and sexually risky behaviors such as engaging in paid sex, and having extramarital sex (Wright and Randall, 2012). A lot of popular pornography also contains a healthy dose of violence. An analysis of popular pornography revealed that 88.2% of the scenes contained physical aggression, and 48.7% verbal aggression (Bridges et al., 2010). For all these reasons, there are serious concerns about consumption of pornography.

In this paper, we investigate how much pornography Americans consume online. Using passive browsing data from YouGov, we find that there is a sharp skew in the consumption of pornography, with a small set of users consuming a large chunk of pornography. Most individuals in the sample do not consumer pornography. The median American Internet user spends 0 minutes per month consuming pornography (0% of their time online), visiting 122 unique sites. The median American consumer of pornography spends about 44 minutes per month consuming pornography (3% of their time online), visiting three unique pornographic sites. The 95th percentile for time spent consuming pornography online is 337 minutes (about 21% of their time online).

We also use the data to shed light on an age-old debate — whether Democrats consume more pornography than Republicans or vice versa. Both parties claim the higher moral ground. And in surveys both parties think consumption of pornography is abhorrent, plausibly for different reasons. Unlike previous research, which relied on ecological inference, we find that Democrats consume about as much pornography online as Republicans (MacInnis

and Hodson, 2015; Edelman, 2009). Adjusting for background attributes like age, gender etc., makes little difference.

Data

We use passively observed browsing data from a YouGov survey to measure the consumption of adult content (Sood, 2022). YouGov maintains a large online panel recruited through a variety of methods. It uses matched sampling to survey respondents: The provider first draws a random sample from a large synthetic representative sampling frame, finds respondents that match the sampled individuals from its panel, and invites them to take a survey. For details and validation, see Rivers and Bailey (2009). For this particular sample, panelists also provided de-identified access to their web browsing activity via passive metering software installed voluntarily on their computers. The software, called RealityMine, captures visited web URLs independent of the type of browser or browser-specific privacy settings.

The data are from 1,200 respondents and contains a month of data from June, 2022. We have data on visits to domains, which are about 6 million in total. For each visit, we have information on the domain (e.g., wikipedia.org), the time of visit, and the time spent on the domain. We capture about 64k unique sites, of which 900 are pornographic sites (1.4$ of sites).

Our data also comes with characteristics for the 1,200 individuals. We have data on demographic characterists like birth year, state, gender, race, and education level. We also have information on their party identification. Except for 120 respondents who did not respond or picked not sure/don't know, the rest stated the party they identified with. Of the 1,080 individuals who report party identification, 82 percent lean either Republican or Democrat. The remaining 18 percent identify as independent.

Measuring Pornographic Content

We code pornographic content at the domain level. Our main analysis depends on the domain classifications that come with YouGov data. We code domains that YouGov categorizes as "Adult" as porn sites. These include "Adult" (e.g., xvideos.com), "Adult, Business" (e.g., onlyfans.com), and "Adult, Entertainment" (e.g., hentainfox.com). A fraction of web browsing activity, approximately 84k or 1.3 percent, are to porn sites. See Figure SI 1.1 and Figure SI 1.2 for the top visited domains. Certain domains are not predominately for porn consumption and we remove these from the classification of porn sites. For instance, urbandictionary.com and 4chan.org are "Adult" but not classified as porn site.[1] [2]

In SI 3, we leverage the `piedomains` package to classify which domains are pornographic sites using machine learning (Chintalapati and Sood, 2022). We leverage the probability estimates to produce a low false negative and low false positive version. The key results remain unchanged.

Results

Consumption of Pornography

The consumption of pornography is highly concentrated. Traffic to the top 10 most frequented porn sites is more than 12 times that of traffic to all other porn sites outside the top 10 (approximately 109 minutes vs 9 minutes, see Figure SI 1.3). Close to 80 percent of the

[1] We use the `forestplot` (Shen, 2022) and `tableone` (Pollard et al., 2018) packages to tabulate key descriptive figures.

[2] We manually check the top adult domains in our sample to remove obvious false positives of porn sites. Generally, if there is graphic nudity on the landing page or if the site is some form of erotica, we classify the site as a porn site.

traffic to pornographic sites is concentrated in just one pornographic site, a behavior that is fairly consistent across parties (Figure SI 1.4). The next most frequented pornographic site constitutes less than 20 percent of total traffic.

The consumption of pornography online is also limited to a minority of respondents. Only about 32 percent of the respondents visited at least one pornography online during the sample period. The average consumer of pornography online spends approximately 230 minutes (standard deviation of 576 minutes), which is 10.6 percent of total browsing activity (standard deviation of 17.9 percent). These come from 233 visits to pornographic sites (standard deviation of 550), which is 6.9 percent of visits to all sites (standard deviation of 11.2 percent).

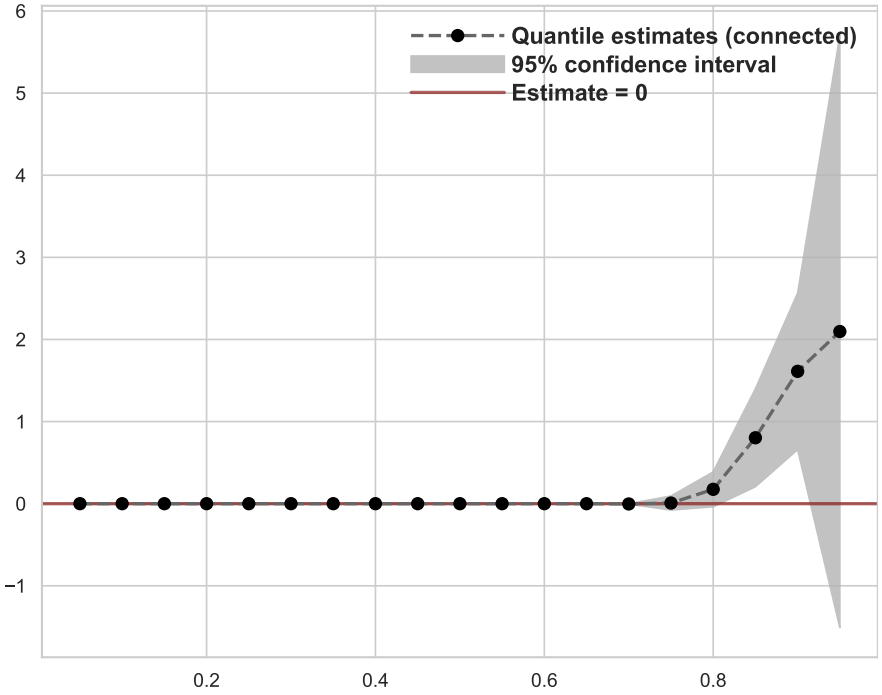
The key differences between consumers and non-consumers of pornography online are age and gender. Consumers of pornography online are younger and are more likely to be male.

Partisan Differences in Consumption of Pornography Online

Our primary dependent variables of interest are: total time spent on pornographic sites and the proportion of time spent on pornographic sites. (In SI 5.2, we show similar analysis for visits.)

Given the skew in the data, we ran a quantile regression, regressing the duration on party. As Figures 1 and 2 show, there are no significant differences in consumption of pornographic content between the parties. To account for the possibility that these non-differences may be a result of confounding demographic differences between the parties, we control for immutable characteristics like age and gender to see if that adjustment changes the picture much. Table SI 2.3 shows differences in age, gender, and race by party identification. We use these variables in our analyses of pornography consumption below. Given how concentrated pornographic consumption is in our data, it is unlikely to make much of a

Figure 1: Quantile Estimates–Hours Spent on Porn Sites by Party



Notes: Dependent variable is the number of hours individuals in our sample spent on porn sites. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. 95% confidence intervals constructed from standard errors. See Figure SI 2.1 for the same plot controlling for individual characteristics.

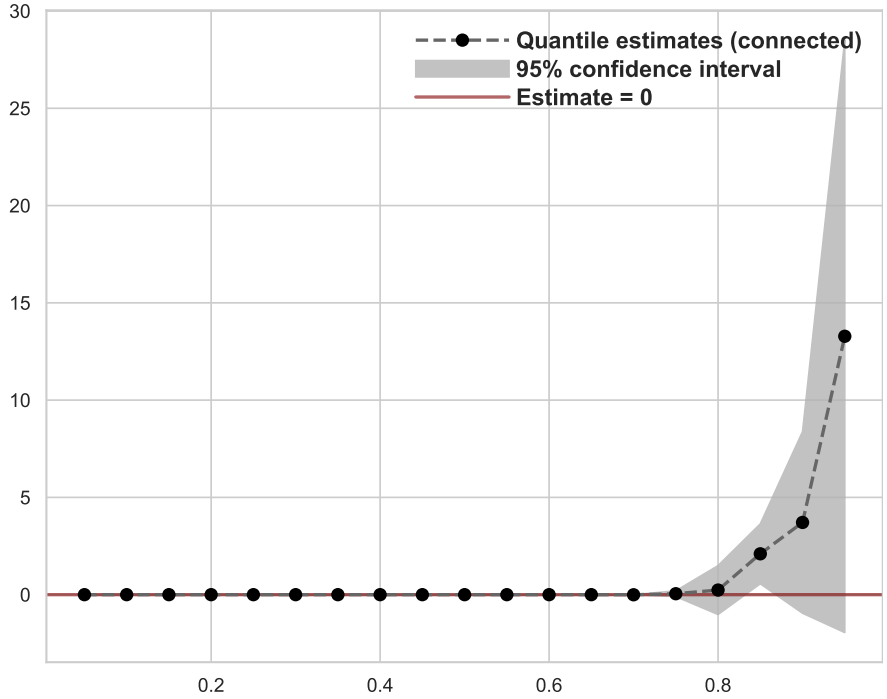
difference and that is indeed what we find — see Figure 1.

Discussion

Consumption of pornography has been attributed to a variety of ills. It is also considered problematic from a religious perspective. Christian theologians believe that consumption of pornography leads people away from purity and hence should be avoided.[3]. The Internet has dramatically increased access to pornography. This leads to the concern that pornography consumption has become very widespread. Our data suggest that pornography consumption online is highly concentrated with very few people consuming a lot of pornography and most

[3] https://www.churchofjesuschrist.org/study/manual/help-for-pornography-users/effect-of-pornography

Figure 2: Quantile Estimates–Percentage of Time Spent on Porn Sites by Party



Notes: Dependent variable is the percentage of time individuals in our sample spent on porn sites. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. 95% confidence intervals constructed from standard errors. See Figure SI 2.2 for the same plot controlling for individual characteristics.

people consuming very little or none.

The second contribution of our paper is estimates of partisan differences in consumption of pornography online. Both the parties claim the higher ground when it comes to women—one's case for morality is steeped in religion, the other's in enduring concern for women. Our data suggest that the partisan differences are likely very small.

Our research has two major limitations. The first concern with our data is that we may not have data from all the machines that the respondent uses to visit online. If the respondent changes their behavior in response to the knowledge that their data is being collected (even if it is de-identified), for e.g., they may modify their behavior on the machine or figure out ways to evade detection, it may bias our results. In fact, we think it is likely that people would be less likely to search for pornography on machines on which they have installed passive monitoring software (though the data are de-identified). If that is so, our

estimates are a lower bound of net consumption of pornography per machine. If this bias varies by party, our estimates of partisan differences will also be biased.

The second concern with our measurement is that we code content at a domain level. This runs the risk of incurring some ecological fallacy. For instance, our classification would code websites like Tumblr as not carrying pornographic content but some of Tumblr content is pornographic.

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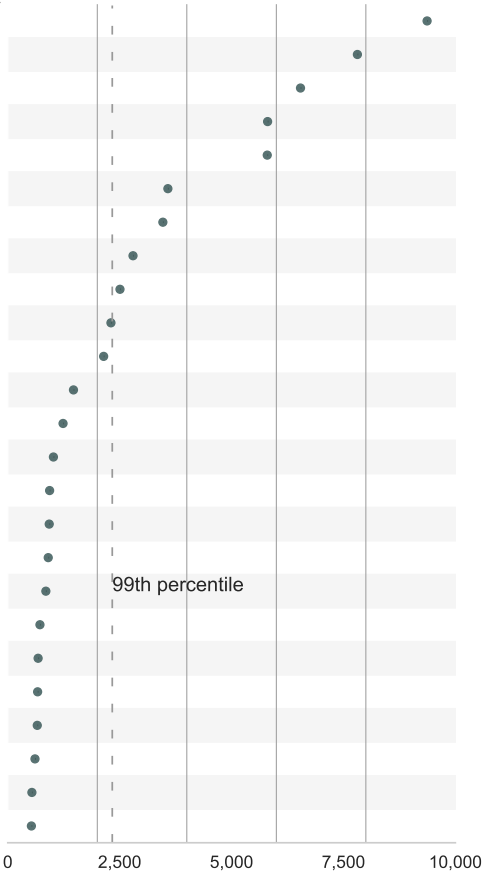
Supporting Information

SI 1 Descriptive Analysis

SI 1.1 Skew in Website Visits

Figure SI 1.1: Top 25 Porn Sites

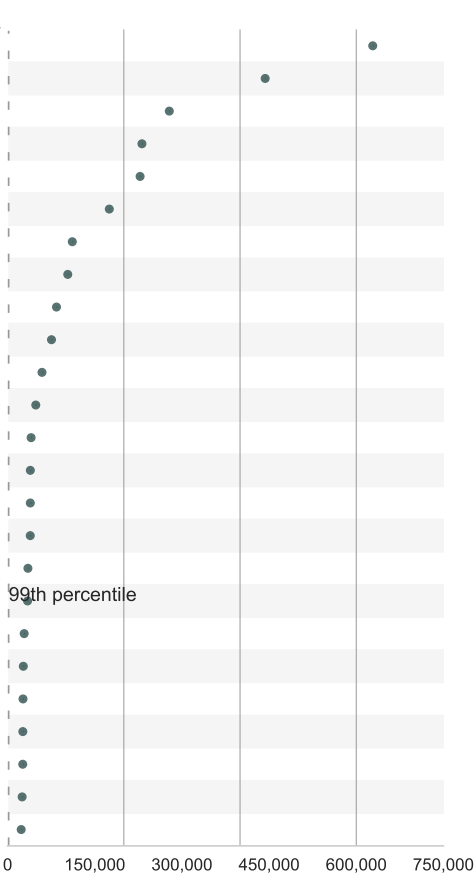
Site	Category (via YouGov)	Hours	Visits
xvideos.com	Adult	311	9,368
pornhub.com	Adult	184	7,811
xnxx.com	Adult	207	6,540
onlyfans.com	Adult, Business	53	5,805
rule34.xxx	Adult	35	5,797
fetlife.com	Adult, Business	10	3,577
xhamster.com	Adult	104	3,465
chaturbate.com	Adult	23	2,798
motherless.com	Adult	29	2,507
literotica.com	Adult	47	2,305
myfreecams.com	Adult, Streaming Media	20	2,142
hentaifox.com	Adult, Entertainment	5	1,468
imagefap.com	Adult	8	1,235
gelbooru.com	Adult	3	1,020
spankbang.com	Adult	9	935
youporn.com	Adult	32	926
stripchat.com	Adult	9	904
livejasmin.com	Adult	3	851
porzo.com	Adult	1	719
pornone.com	Adult	9	678
pornpics.com	Adult	2	667
dirtyleague.com	Adult	10	659
nhentai.net	Adult, Entertainment	4	608
hentairead.com	Adult, Entertainment	6	539
manyvids.com	Adult, Shopping	5	528



Notes: Table shows the top 25 porn sites that individuals visit in the sample period. Pornography sites are as categorized by YouGov (see the Data section). The *Hours* column are the total number of hours that individuals in the sample spent on the site. The *Visits* column is total number of visits by individuals in the sample to the site. Sites to the right of the vertical dashed are the top 1 percent of porn sites.

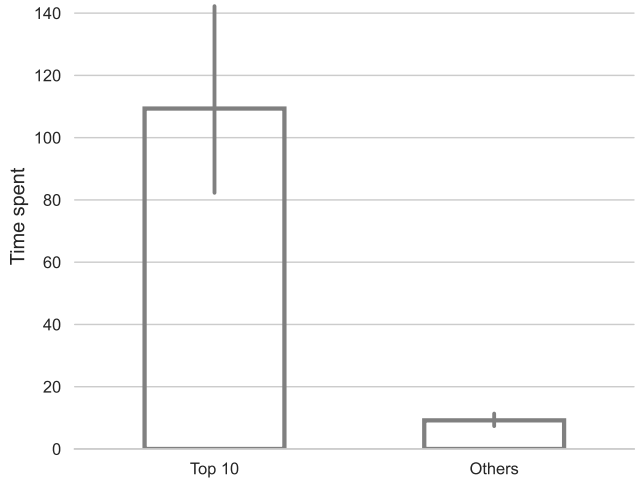
Figure SI 1.2: Top 25 (Non-Porn) Domains

Site	Category (via YouGov)	Hours	Visits
google.com	Search Engines and Portals	4,135	628,361
facebook.com	Business, Social Networking	5,701	443,263
google.com	Chat and Instant Messaging	2,664	278,233
bing.com	News and Media, Search Engines and Portals	1,471	231,155
youtube.com	Entertainment, Streaming Media	4,449	227,981
yahoo.com	Chat and Instant Messaging	1,661	174,977
twitter.com	Social Networking	1,112	111,320
amazon.com	Shopping	1,401	103,487
decipherinc.com	Business	250	84,099
live.com	Chat and Instant Messaging	1,014	75,495
reddit.com	Messageboards and Forums, News and Media	736	59,141
instagram.com	Media Sharing, Social Networking	359	48,440
google.com	Translation Sites	83	40,400
msn.com	News and Media, Streaming Media	287	39,085
yahoo.com	Entertainment, News and Media	506	39,042
aol.com	Chat and Instant Messaging	327	38,964
clarity.ms	Business, Information Technology	91	34,935
microsoftonline.com	Information Technology	195	34,335
ebay.com	Shopping	333	28,497
wikipedia.org	Education	377	26,998
walmart.com	Shopping	324	26,489
samplicio.us	Business	84	26,155
privatelink.de	Business	33	26,006
sentry.io	Business, Information Technology	61	24,969
capitaloneshopping.com	Shopping	110	23,353



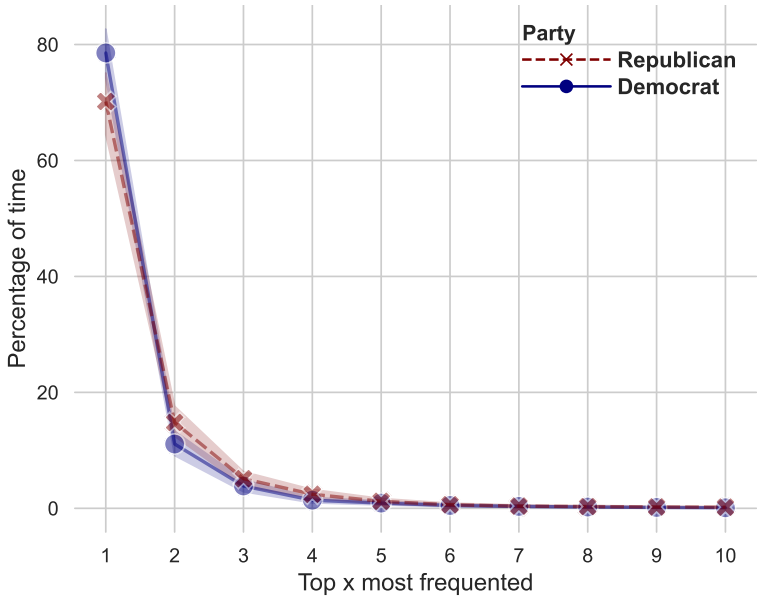
Notes: Table shows the top 25 non-pornographic sites that individuals visit in the sample period. The *Hours* column are the total number of hours that individuals in the sample spent on the site. The *Visits* column is total number of visits by individuals in the sample to the site. Sites to the right of the vertical dashed are the top 1 percent (of non-porn sites).

Figure SI 1.3: Traffic to Top 10 Pornographic Sites



Notes: The Top 10 bar indicates traffic to the top 10 pornographic sites in the data (see Figure SI 1.1). The Others bar indicates traffic to all other pornographic sites outside of the top 10. The y-axis is the total time spent on pornographic sites, averaged across individuals. Time units is hours. Vertical bars are 95% confidence intervals from bootstrapped standard errors (n = 1,000).

Figure SI 1.4: Traffic to Top x Porn Sites by Party



Notes: Figure shows concentration of porn consumption based on individuals' most frequented porn sites. Shaded areas are 95% confidence intervals from bootstrapped standard errors (n = 1,000).

SI 1.2 Skew in Consumption of Pornographic Content

Table SI 1.1: Distribution of Consumption of Pornography Online

Percentile	Hours
0.00	0.00
0.10	0.03
0.20	0.08
0.30	0.19
0.40	0.41
0.50	0.73
0.60	1.47
0.70	2.38
0.80	4.53
0.90	10.09
0.95	20.04
0.96	22.04
0.97	26.76
0.98	29.10
0.99	40.76
1.00	93.96

Notes: Table shows key percentiles (each of the ten deciles plus quantiles at the right tail) and their corresponding values for the duration (hours) spent by individuals who consumed pornography in the sample period.

Table SI 1.2: Percentage of Time Spent on Pornographic Sites

Percentile	% time
0.00	0.0
0.10	0.0
0.20	0.1
0.30	0.7
0.40	1.3
0.50	3.1
0.60	4.8
0.70	8.4
0.80	14.3
0.90	36.4
0.95	58.5
0.96	63.5
0.97	64.8
0.98	69.8
0.99	74.5
1.00	87.5

Notes: Table shows key percentiles (each of the ten deciles plus quantiles at the right tail) and their corresponding values for the duration (hours) spent by individuals who consumed pornography in the sample period.

SI 2 Partisan Differences

SI 2.1 Distribution of Differences

Table SI 2.1: Distribution of Consumption of Pornography Online by Party

	Hours	
Percentile	**Republicans**	**Democrats**
0.00	0.00	0.00
0.10	0.06	0.02
0.20	0.18	0.05
0.30	0.33	0.11
0.40	0.68	0.23
0.50	1.36	0.46
0.60	2.18	0.74
0.70	3.02	1.55
0.80	5.48	2.74
0.90	11.17	7.03
0.95	25.43	13.84
0.96	27.06	18.28
0.97	27.93	19.92
0.98	30.03	22.03
0.99	36.53	45.97
1.00	37.54	90.46

Notes: Table shows splits by party and by key percentiles (each of the ten deciles plus quantiles at the right tail) for the duration (hours) spent by individuals who consumed pornography in the sample period.

Table SI 2.2: Percentage of Time Spent on Pornographic Sites by Party

	% time	
Percentile	**Republicans**	**Democrats**
0.00	0.0	0.0
0.10	0.1	0.0
0.20	0.5	0.1
0.30	0.9	0.3
0.40	2.3	0.9
0.50	4.0	1.3
0.60	6.6	3.2
0.70	10.7	5.7
0.80	20.8	12.3
0.90	36.8	35.8
0.95	46.4	53.4
0.96	54.8	58.6
0.97	63.3	64.0
0.98	68.7	65.0
0.99	71.9	72.9
1.00	87.5	77.4

Notes: Table shows splits by party and by key percentiles (each of the ten deciles plus quantiles at the right tail) for the duration (hours) spent by individuals who consumed pornography in the sample period.

SI 2.2 Accounting for Confounders

Table SI 2.3: Differences in Pornography Consumption and Individual Characteristics by Party

		Panel A. Measures of pornography consumption					
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Subgroups	NA	Total	Democrat	Republican	P-val	SMD
n			1200	530	356		
Consume porn, n (%)	No	65	774 (68.2)	343 (68.5)	235 (70.6)	0.569	0.046
	Yes		361 (31.8)	158 (31.5)	98 (29.4)		
Minutes, mean (SD)		65	73.4 (342.1)	58.8 (331.7)	75.8 (277.4)	0.423	0.056
% of time, mean (SD)		65	3.4 (11.2)	2.9 (10.7)	3.5 (11.1)	0.486	0.049
Visits, mean (SD)		65	74.3 (328.9)	59.9 (298.9)	73.7 (271.1)	0.489	0.048
% of visits, mean (SD)		65	2.2 (7.1)	1.7 (6.1)	2.3 (7.1)	0.238	0.085
		Panel B. Individual characteristics					
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Subgroups	NA	Total	Democrat	Republican	P-val	SMD
n			1200	530	356		
Party (7-point), mean (SD)		120	3.6 (2.2)	1.7 (0.8)	6.3 (0.8)	<0.001	5.670
2020 Pres. election, n (%)	Other/No vote	170	270 (26.2)	97 (20.2)	47 (14.1)	<0.001	3.296
	Vote Biden		419 (40.7)	369 (76.9)	8 (2.4)		
	Vote Trump		341 (33.1)	14 (2.9)	278 (83.5)		
Age, mean (SD)		0	49.5 (18.1)	48.7 (17.8)	55.4 (18.0)	<0.001	0.373
Gender, n (%)	Female	0	635 (52.9)	312 (58.9)	174 (48.9)	0.004	0.201
	Male		565 (47.1)	218 (41.1)	182 (51.1)		
Race, n (%)	Asian	0	49 (4.1)	31 (5.8)	6 (1.7)	<0.001	0.747
	Black		152 (12.7)	96 (18.1)	7 (2.0)		
	Hispanic		176 (14.7)	87 (16.4)	35 (9.8)		
	Others		61 (5.1)	29 (5.5)	9 (2.5)		
	White		762 (63.5)	287 (54.2)	299 (84.0)		
Education, n (%)	College	0	525 (43.8)	258 (48.7)	158 (44.4)	0.625	0.091
	HS		354 (29.5)	146 (27.5)	103 (28.9)		
	No HS		73 (6.1)	24 (4.5)	17 (4.8)		
	Some college		248 (20.7)	102 (19.2)	78 (21.9)		
Region, n (%)	Midwest	8	239 (20.1)	100 (19.0)	83 (23.4)	0.034	0.204
	Northeast		210 (17.6)	103 (19.6)	50 (14.1)		
	South		502 (42.1)	208 (39.6)	159 (44.8)		
	West		241 (20.2)	114 (21.7)	63 (17.7)		

Notes: Table shows splits by party for pornography consumption and for individual characteristics for the 1,200 individuals. Party identification is based on a 7-point scale. We code 1–3 as "Democrat", 4 as "Independent", 5–7 as "Republican". Column (1) shows subgroups for categorical variables. Column (2) indicates the count of missing variables, if any. Columns (3)–(5) show means and standard deviations for continuous variables and count and percentage of data for categorical variables, for the full sample, Democratic individuals, and Republican individuals. Standard deviations and percentages in parentheses. Column (6) and column (7) report the p-values and standardized mean differences for Democrats vs Republicans. Given the skew in consumption of pornography, we also performed tests for difference in means for the measures of pornography consumption by party. See Table SI 2.5.

Table SI 2.4: Differences in Pornography Consumption and Individual Characteristics by Pornography Consumers

	Panel A. Measures of pornography consumption						
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Subgroups	NA	Total	Non-Consumers	Consumers	P-val	SMD
n			1200	774	361		
Minutes, mean (SD)		65	73.4 (342.1)	0.0 (0.0)	230.8 (576.3)	<0.001	0.566
% of time, mean (SD)		65	3.4 (11.2)	0.0 (0.0)	10.6 (17.9)	<0.001	0.833
Visits, mean (SD)		65	74.3 (328.9)	0.0 (0.0)	233.5 (550.8)	<0.001	0.599
% of visits, mean (SD)		65	2.2 (7.1)	0.0 (0.0)	6.9 (11.2)	<0.001	0.870
	Panel B. Individual characteristics						
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Subgroups	NA	Total	Non-Consumers	Consumers	P-val	SMD
n			1200	774	361		
Party (7-point), mean (SD)		120	3.6 (2.2)	3.6 (2.2)	3.6 (2.1)	0.580	-0.037
2020 Pres. election, n (%)	Other/No vote	170	270 (26.2)	145 (22.1)	110 (34.9)	<0.001	0.287
	Vote Biden		419 (40.7)	281 (42.8)	114 (36.2)		
	Vote Trump		341 (33.1)	230 (35.1)	91 (28.9)		
Age, mean (SD)		0	49.5 (18.1)	51.3 (18.2)	46.1 (17.1)	<0.001	-0.295
Gender, n (%)	Female	0	635 (52.9)	487 (62.9)	109 (30.2)	<0.001	0.695
	Male		565 (47.1)	287 (37.1)	252 (69.8)		
Race, n (%)	Asian	0	49 (4.1)	37 (4.8)	9 (2.5)	0.059	0.193
	Black		152 (12.7)	86 (11.1)	58 (16.1)		
	Hispanic		176 (14.7)	113 (14.6)	55 (15.2)		
	Others		61 (5.1)	36 (4.7)	20 (5.5)		
	White		762 (63.5)	502 (64.9)	219 (60.7)		
Education, n (%)	College	0	525 (43.8)	363 (46.9)	131 (36.3)	0.002	0.244
	HS		354 (29.5)	228 (29.5)	115 (31.9)		
	No HS		73 (6.1)	46 (5.9)	22 (6.1)		
	Some college		248 (20.7)	137 (17.7)	93 (25.8)		
Region, n (%)	Midwest	8	239 (20.1)	147 (19.2)	78 (21.7)	0.659	0.081
	Northeast		210 (17.6)	140 (18.3)	60 (16.7)		
	South		502 (42.1)	328 (42.8)	146 (40.6)		
	West		241 (20.2)	152 (19.8)	76 (21.1)		

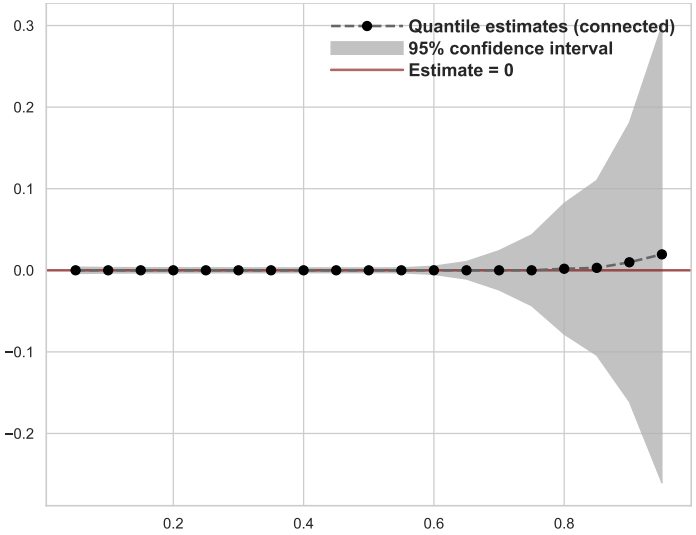
Notes: Table shows splits by consumers of pornography for pornography consumption and for individual characteristics for the 1,200 individuals. 65 of the 1,200 individuals did not clocked any browsing activity and are in the first panel. These 65 individuals are not substantially different in characteristics than those included in the sample (untabulated). Party identification is based on a 7-point scale. We code 1–3 as "Democrat", 4 as "Independent", 5–7 as "Republican". Column (1) shows subgroups for categorical variables. Column (2) indicates the count of missing variables, if any. Columns (3)–(5) show means and standard deviations for continuous variables and count and percentage of data for categorical variables, for the full sample, non-consumers of pornography, and consumers of pornography. Standard deviations and percentages in parentheses. Column (6) and column (7) report the p-values and standardized mean differences for non-consumers vs consumers.

Table SI 2.5: Differences (in Medians) in Pornography Consumption

			Measures of pornography consumption				
	(1) Subgroups	(2) NA	(3) Total	(4) Democrats	(5) Republicans	(6) P-val	(7) SMD
n			1200	530	356		
Minutes, median [Q1,Q3]		65	0.0 [0.0,4.8]	0.0 [0.0,3.1]	0.0 [0.0,3.6]	0.981	0.056
% of time, median [Q1,Q3]		65	0.0 [0.0,0.1]	0.0 [0.0,0.1]	0.0 [0.0,0.1]	0.842	0.049
Visits, median [Q1,Q3]		65	0.0 [0.0,8.0]	0.0 [0.0,6.0]	0.0 [0.0,8.0]	0.933	0.048
% of visits, median [Q1,Q3]		65	0.0 [0.0,0.2]	0.0 [0.0,0.1]	0.0 [0.0,0.2]	0.916	0.085

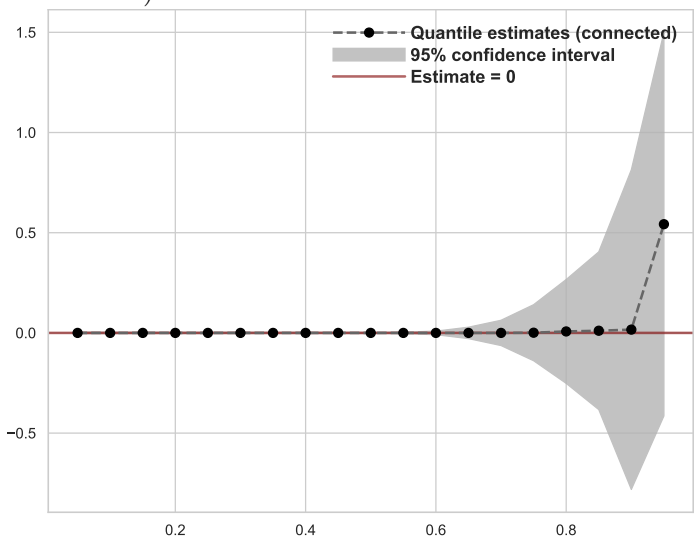
Notes: Table shows splits by party for pornography consumption and for individual characteristics for the 1,200 individuals. This table focuses on differences in medians. Party identification is based on a 7-point scale. We code 1–3 as "Democrat", 4 as "Independent", 5–7 as "Republican". Column (1) shows subgroups for categorical variables. Column (2) indicates the count of missing variables, if any. Columns (3)–(5) show the medians, the first quartiles, and the third quartiles, for the full sample, Democrats, and Republicans. 1st and 3rd quartiles in brackets. Column (6) and column (7) report the p-values and standardized median differences for Democrats vs Republicans. See Panel A of Table SI 2.3 for differences in means.

Figure SI 2.1: Quantile Estimates–Hours Spent on Pornographic Sites by Party (with covariates)



Notes: Dependent variable is the number of hours individuals in our sample spent on pornographic sites. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Covariates included on the right-hand side are: gender (Female/Male), race (White/Black/Hispanic/Asian/Others), education level (no HS/HS graduate/some college/college graduate), age and its quadratic, and region (NE/MW/S/W). 95% confidence intervals constructed from standard errors. See Figure 1 for the same plot without covariates.

Figure SI 2.2: Quantile Estimates–Percentage of Time Spent on Pornographic Sites by Party (with covariates)



Notes: Dependent variable is the percentage of time individuals in our sample spent on pornographic sites. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Covariates included on the right-hand side are: gender (Female/Male), race (White/Black/Hispanic/Asian/Others), education level (no HS/HS graduate/some college/college graduate), age and its quadratic, and region (NE/MW/S/W). 95% confidence intervals constructed from standard errors. See Figure 2 for the same plot without covariates.

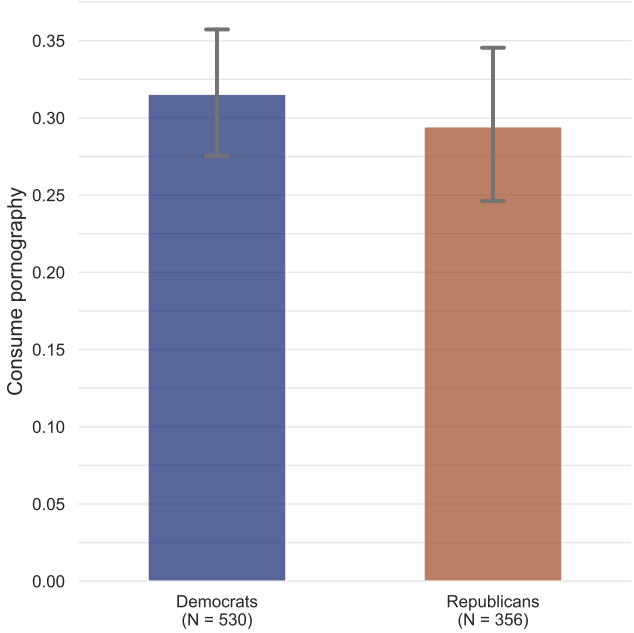
SI 3 Alternate Ways of Measuring Pornography

SI 4 Consumption of Pornography Among Independents

SI 5 Alternate Measures

SI 5.1 Proportion of Partisans Who Consumed Any Pornography

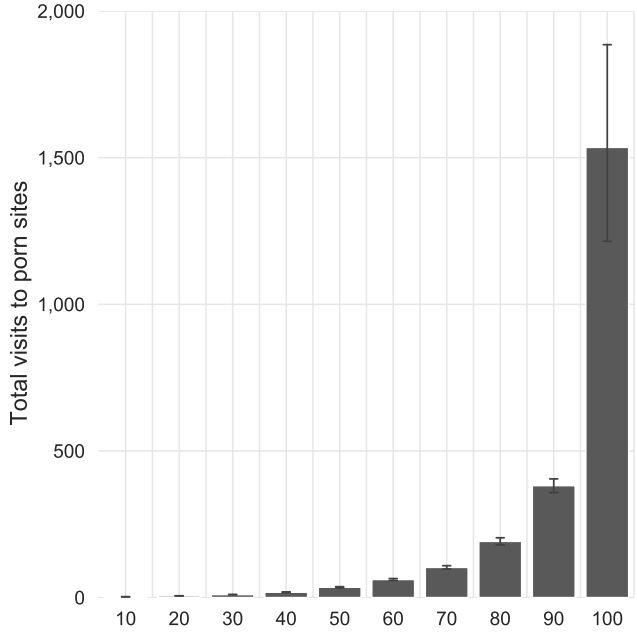
Figure SI 5.1: Pornography Consumption by Party



Notes: Figure shows proportion of individuals in the sample who ever consumed pornography in the sample period by party. Capped vertical bars are 95% confidence intervals from bootstrapped standard errors (n = 1,000).

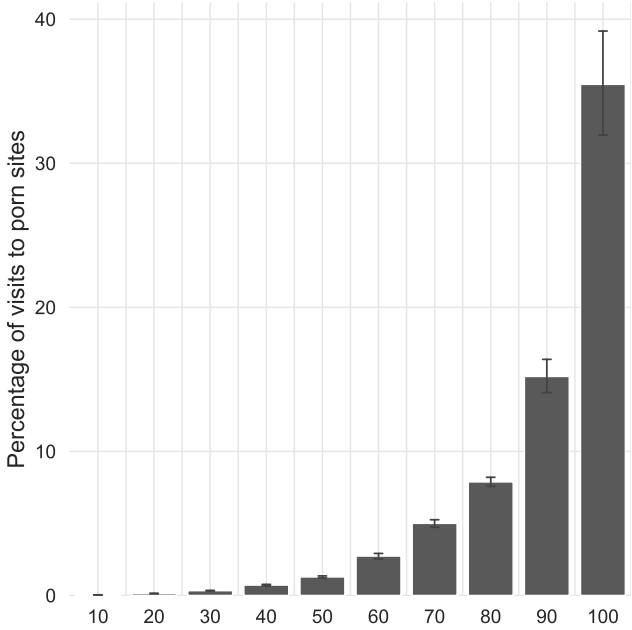
SI 5.2 Analyses of Visits

Figure SI 5.2: Distribution of Traffic to Pornography Online



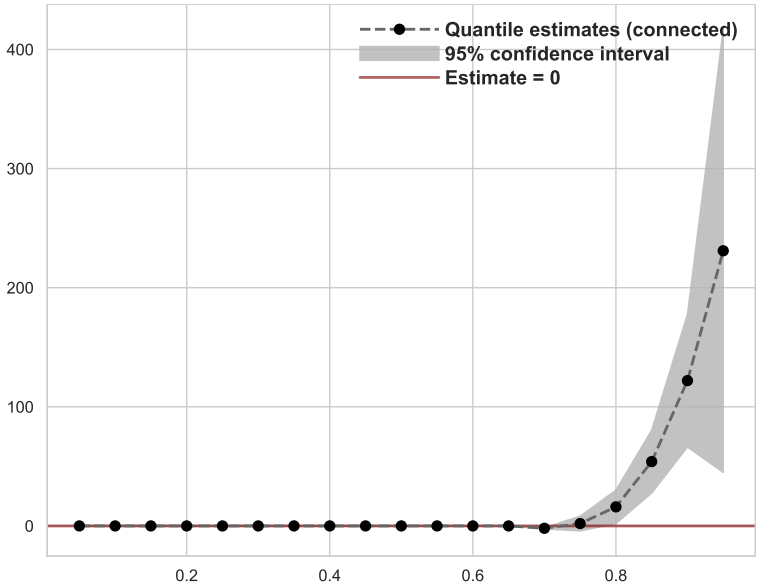
Notes: Figure shows the number of visits to pornography sites by individuals who consumed pornography in the sample period. Individuals are split into deciles with each bin containing approximately the same number of individuals. Height of bars indicate mean of each bin. Capped vertical bars are 95% confidence intervals.

Figure SI 5.3: Percentage of Traffic to Pornography Online



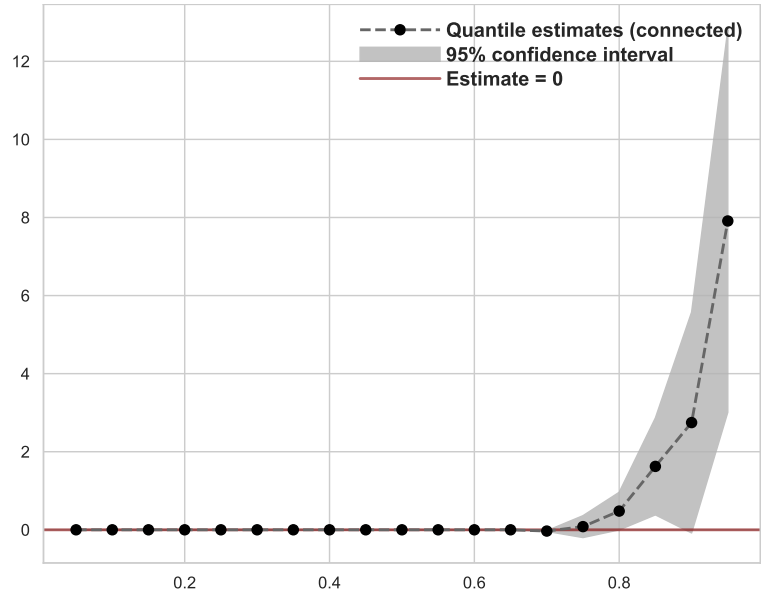
Notes: Figure shows the proportion of visits to pornography sites by individuals who consumed pornography in the sample period. Individuals are split into deciles with each bin containing approximately the same number of individuals. Height of bars indicate mean of each bin. Capped vertical bars are 95% confidence intervals.

Figure SI 5.4: Quantile Estimates–Traffic to Pornography Sites by Party



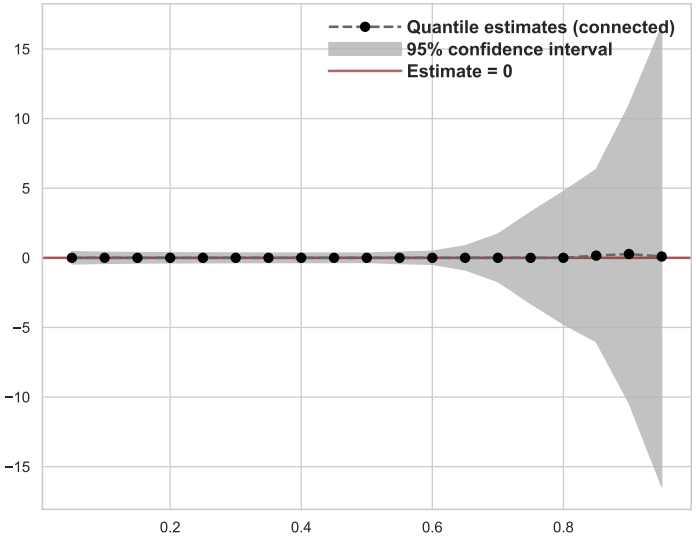
Notes: Dependent variable is the number of visits to pornographic sites by individuals in our sample. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. 95% confidence intervals constructed from standard errors.

Figure SI 5.5: Quantile Estimates–Percentage of Traffic to Pornographic Sites by Party



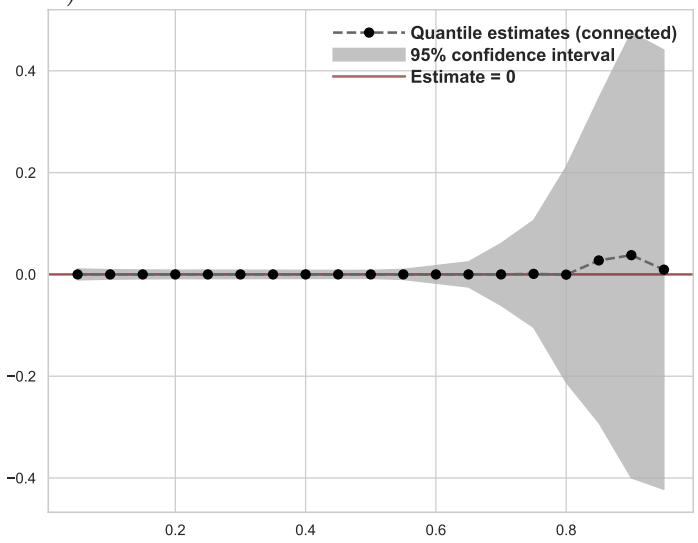
Notes: Dependent variable is the percentage of traffic to pornographic sites by individuals in our sample. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. 95% confidence intervals constructed from standard errors.

Figure SI 5.6: Quantile Estimates–Traffic to Pornographic Sites by Party (with covariates)



Notes: Dependent variable is the number of visits to pornographic sites by individuals in our sample. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Covariates included on the right-hand side are: gender (Female/Male), race (White/Black/Hispanic/Asian/Others), education level (no HS/HS graduate/some college/college graduate), age and its quadratic, and region (NE/MW/S/W). 95% confidence intervals constructed from standard errors.

Figure SI 5.7: Quantile Estimates–Percentage of Traffic to Pornographic Sites by Party (with covariates)



Notes: Dependent variable is the percentage of traffic to pornographic sites by individuals in our sample. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Covariates included on the right-hand side are: gender (Female/Male), race (White/Black/Hispanic/Asian/Others), education level (no HS/HS graduate/some college/college graduate), age and its quadratic, and region (NE/MW/S/W). 95% confidence intervals constructed from standard errors.