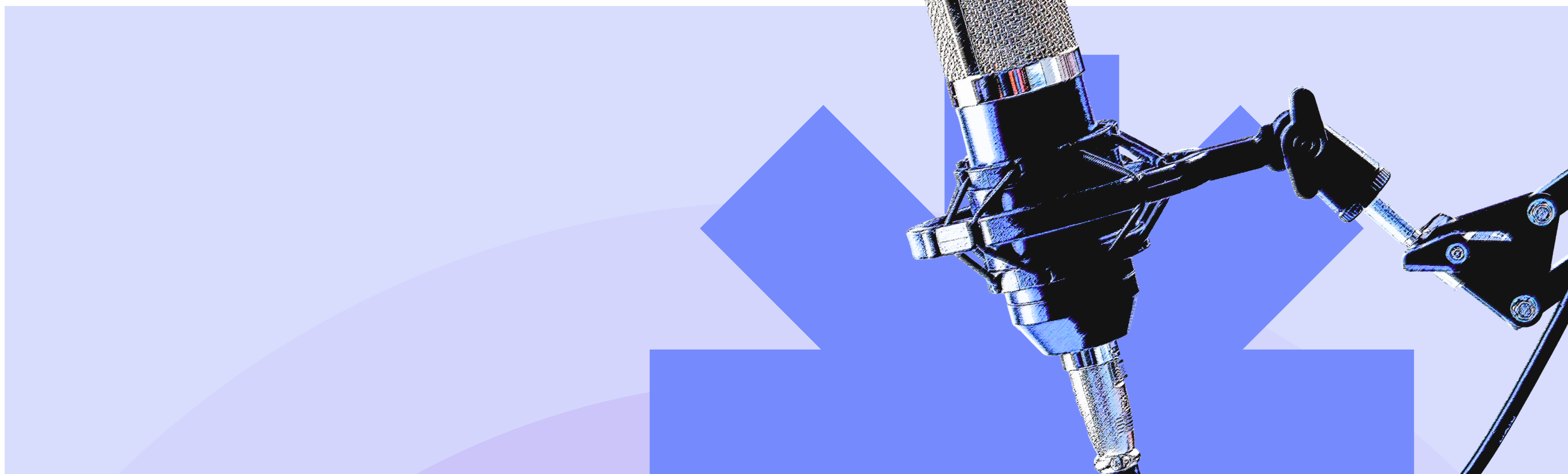


# Vox Pop

REPORT

(CSAM)



# Introduction

The Virtually Safe 2024 School Tour found that many young people are seeing explicit content online. In fact, 70% of them reported seeing pornography or child sexual abuse material while they make use of their social media apps.

This is a serious problem that needs to be addressed and requires a comprehensive approach to protect young people from the harmful effects of explicit online content and ensure they have a safe and positive experience online.

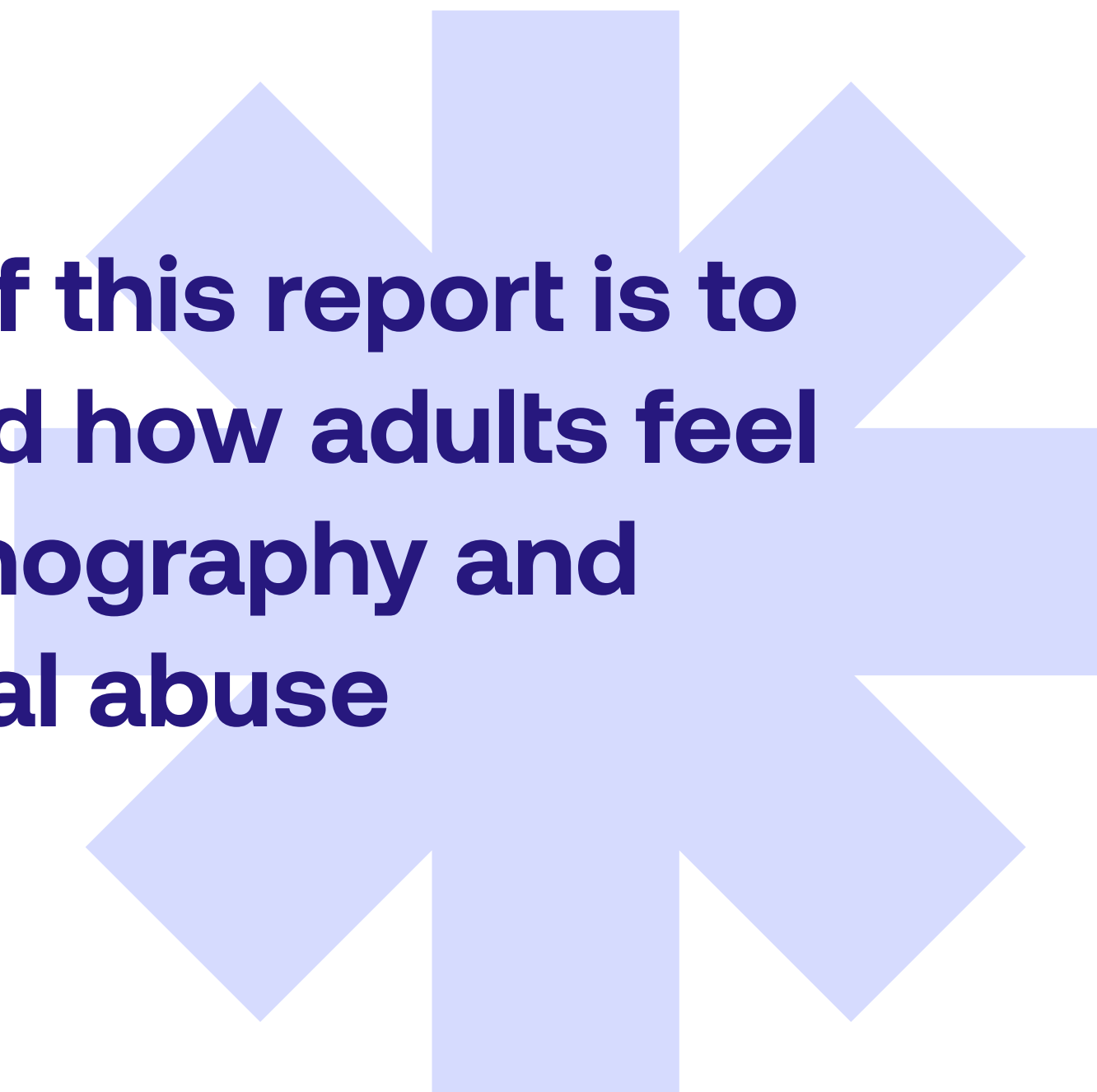
A large, stylized blue graphic of the number '70' followed by a percentage symbol '%'. The '7' and '0' are thick and blocky, while the percentage symbol is composed of two dark blue circles and a diagonal slash. The graphic is set against a background of overlapping light blue and white curved shapes.

**of young people report being exposed to explicit content online.**

# About the report

The goal of this report is to understand how adults feel about pornography and child sexual abuse material. It also examines how adults behave when they come across sexual content online and what they think about it.

By exploring these issues, the report provides valuable insights into the ways in which adults deal with sexual content online. It also reveals the gaps and steps needed for awareness and education about the potential risks and consequences of accessing explicit sexual content especially Child Sexual Abusive Materials.



**The goal of this report is to understand how adults feel about pornography and child sexual abuse material.**

# Summary

Our research reveals that adults frequently come across sexual content online, particularly on social media. In fact, 50% of adults admit to clicking on these images and videos to view more. However, surprisingly, only 15% of them feel excited or interested in this type of content

On the other hand, 85% strongly believe that sharing child sexual abuse material is unacceptable and morally wrong. However, 15% of adults feel that some parents may not fully understand the implications of sharing such content.

Furthermore, our findings suggest that adults are skeptical about the motivations of individuals who share sexual content online. 75% of adults believe that individuals who share explicit content online are motivated by the desire for attention. Every adult surveyed agrees that those who share child images for sexual purposes do so to exploit and harm the child.

# Data collection tool

**This report's findings  
are based on primary  
data collected through a  
series of interviews.**

# Child Sexual Abusive Material Report

# Question 1

DO YOU USE SOCIAL MEDIA ?

YES: 100%

NO:

Our findings reveal that the entirety of our respondents consists of active internet users.



# Question 2

HAVE YOU EVER COME ACROSS SEXUAL  
RELATED CONTENT ONLINE BEFORE?

YES - 100%

NO

Our data shows that 100% of respondents use social media,  
and every respondent reported have been exposed to sexually  
related content on social media platforms.



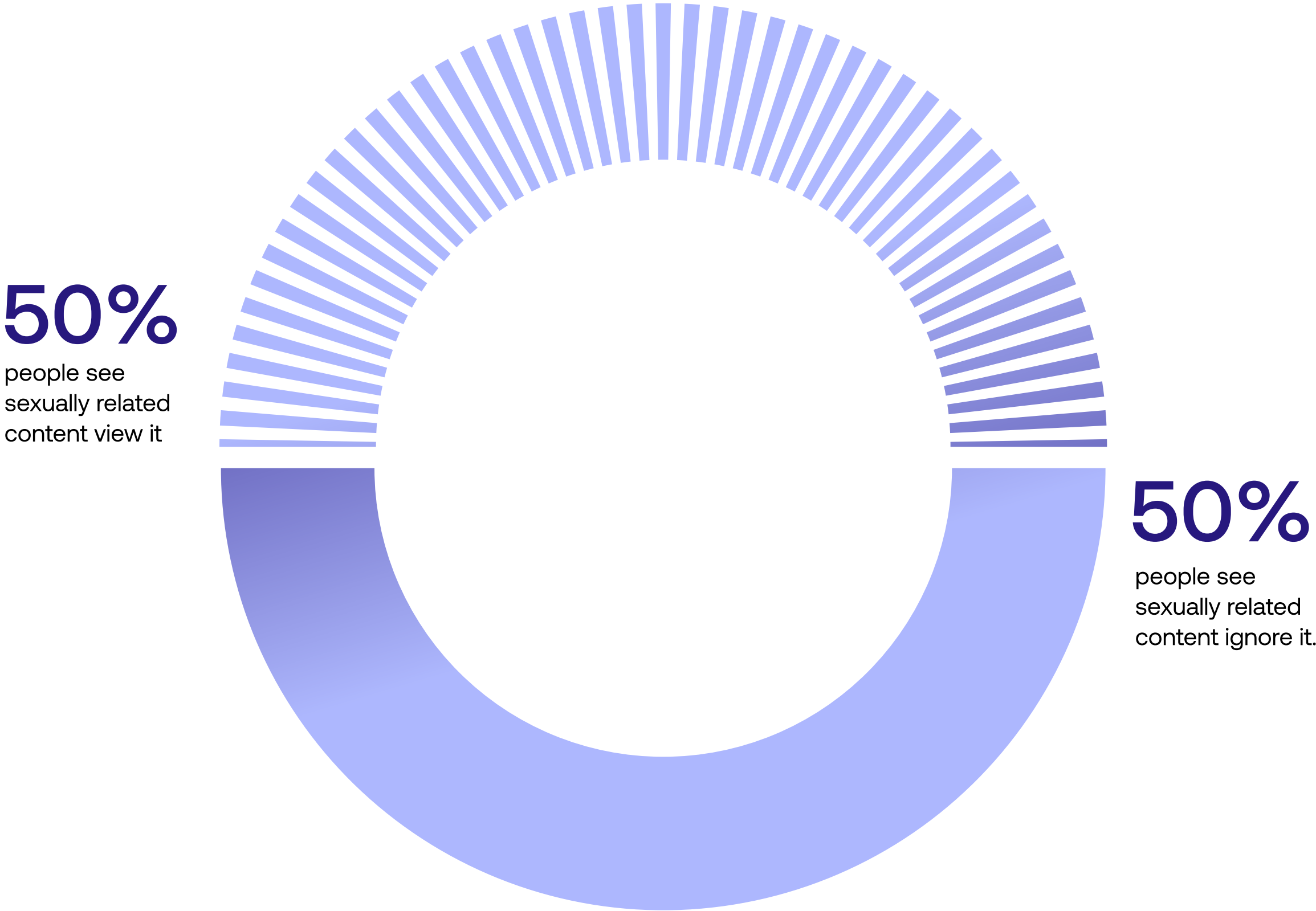
# Question 3

HAVE YOU EVER CLICKED TO VIEW THE SEXUAL RELATED CONTENT KNOWINGLY OR UNKNOWINGLY?

YES - 50%

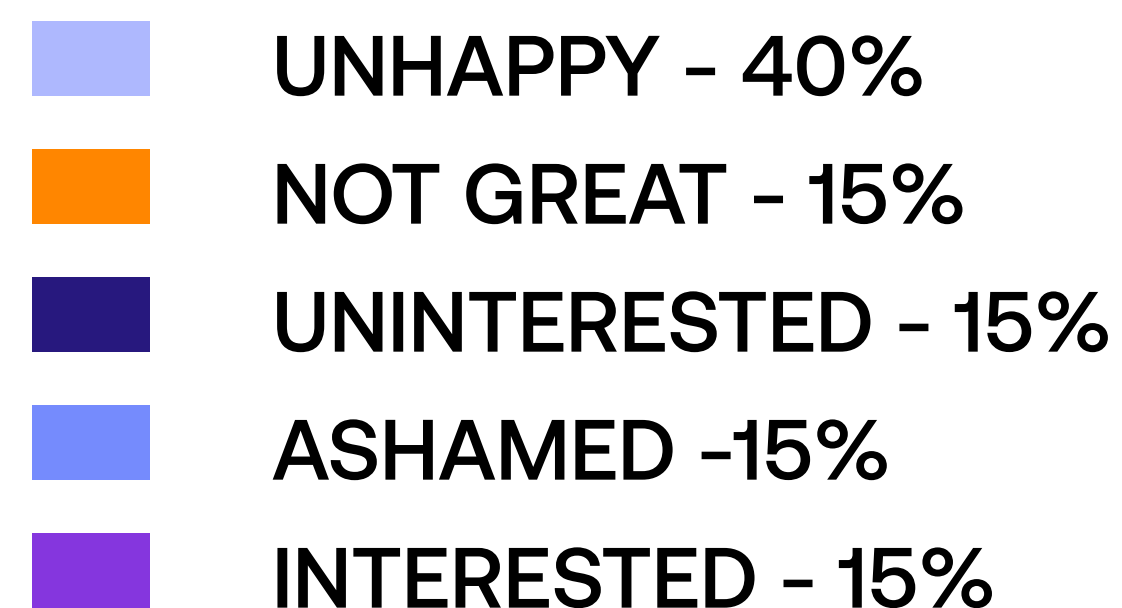
NO - 50%

Our findings indicate that 50% of people who see sexually related content view it, while the other 50% ignore it.

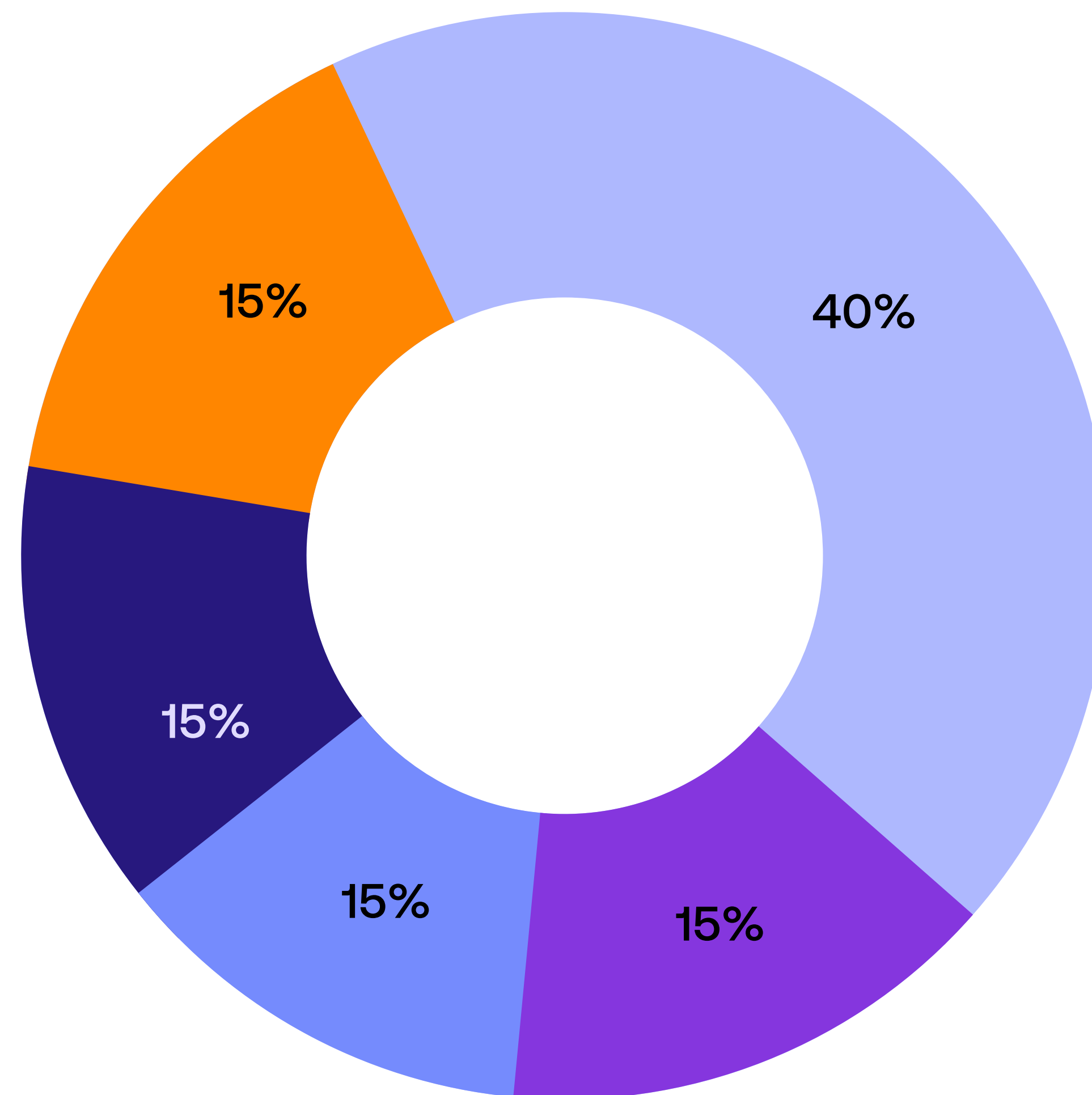


# Question 4

HAVE YOU EVER CLICKED TO VIEW THE SEXUAL RELATED CONTENT KNOWINGLY OR UNKNOWINGLY?



The above shows that the majority of adults experience negative emotions when encountering sexual content online. In contrast, only a small percentage (15%) express interest in this type of content.

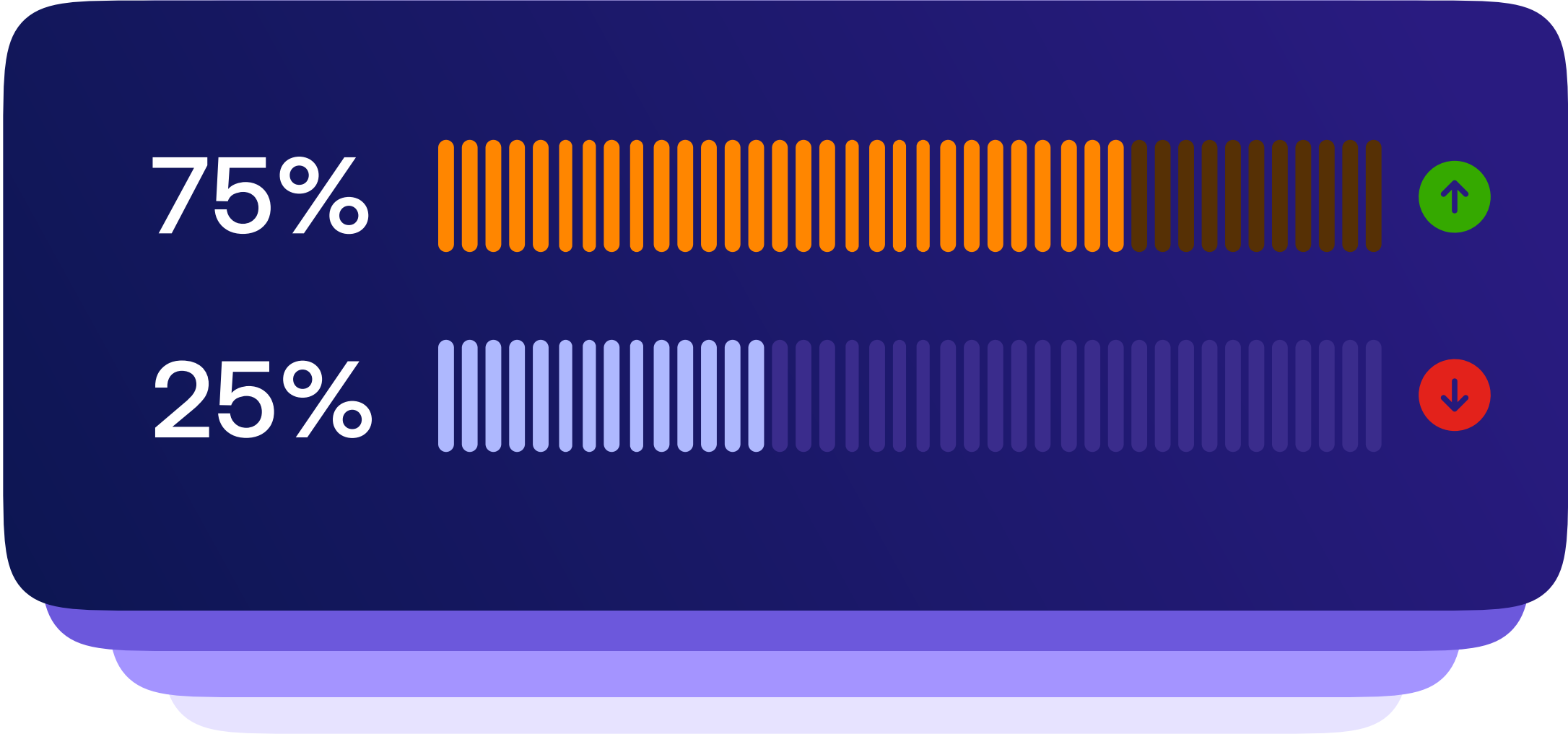


# Question 5

WHY DO YOU THINK PEOPLE POST SEXUALLY RELATED CONTENT?

TO GAIN ATTENTION TO THEMSELVES- 75% ■  
FOR THEIR PERSONAL REASONS - 25% ■

This data reveals that most people think creators of sexually related content are seeking to draw attention to themselves.

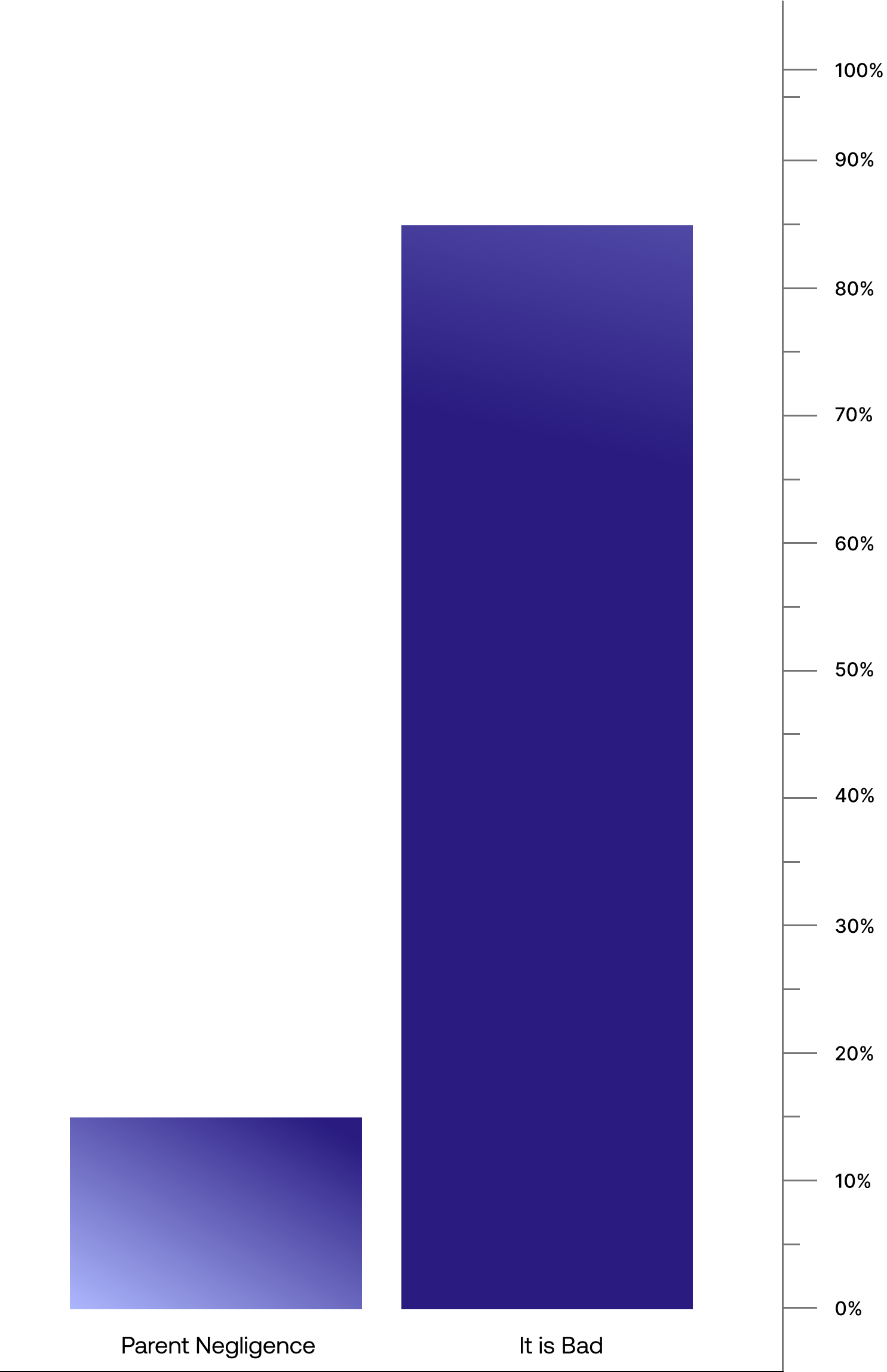


# Question 6

WHAT DO YOU THINK ABOUT PARENTS THAT POST THEIR KIDS ON THE INTERNET IN REVEALING CLOTHES?

IT IS BAD - 85%  
PARENT NEGLIGENCE - 15%

The data shows that a significant majority (85%) of adults are against posting pictures of children in revealing clothes. This implies that those who engage in this practice may not be represented within our respondent pool.



# Question 7

DO YOU THINK PARENTS WHO SHARE PHOTOS OF THEIR CHILDREN DRESSED IN REVEALING CLOTHING ON SOCIAL MEDIA ARE DOING SO TO EXPLOIT THEM?

YES -100%

NO

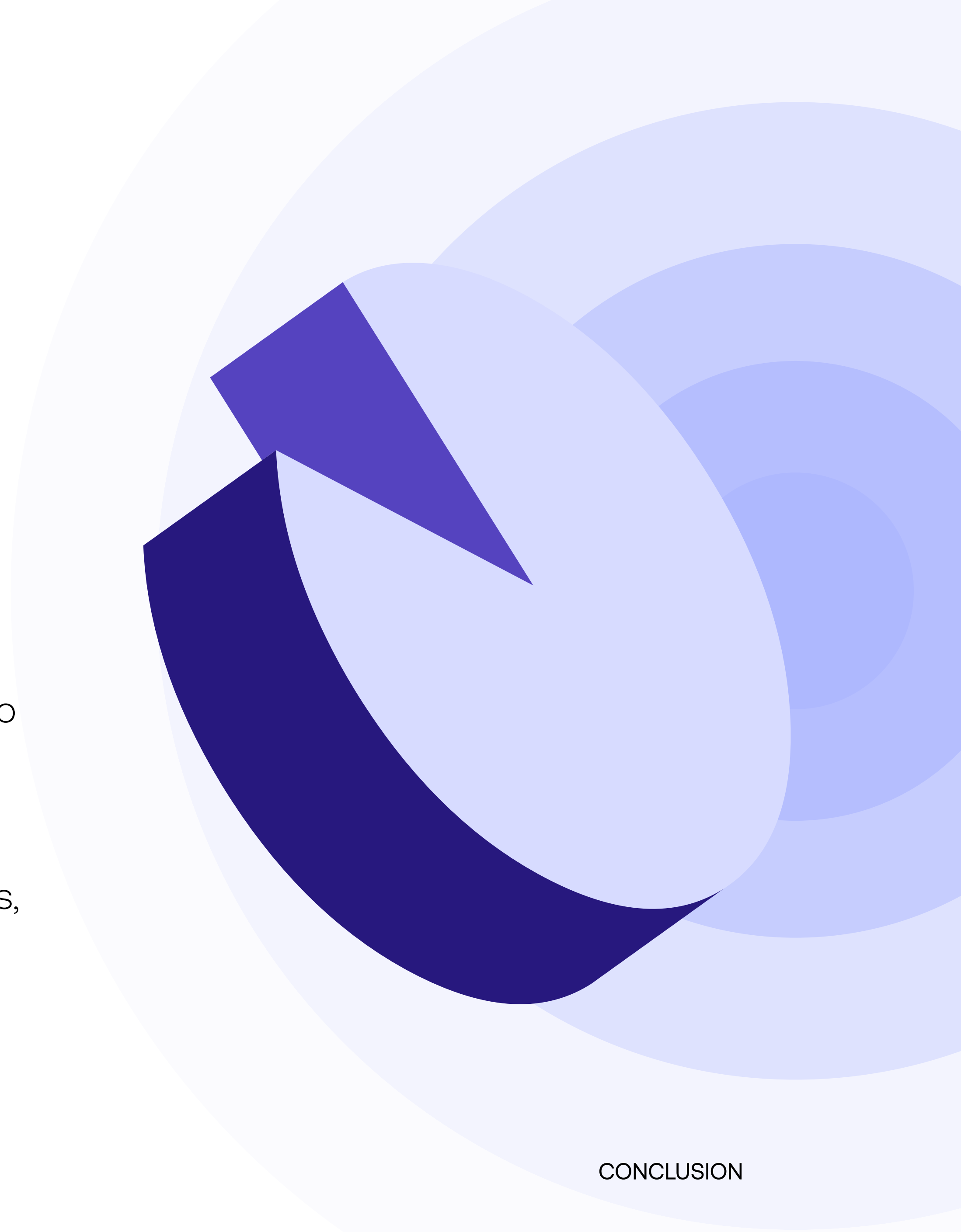
According to our data, all of our respondents think that children are being exploited when their explicit images and videos are shared online.



All respondents believe sharing explicit content of children online is exploitation.

# Conclusion

In conclusion, our research highlights the prevalence of sexual content online and the response of adults towards it. While a significant proportion of adults encounter and engage with sexual content online, the majority do not condone it, particularly when it involves child sexual abuse material. The findings emphasize the need for continued education and awareness about the implications of sharing explicit content online. It is also important to address the root causes of why individuals share child sexual abusive content online, which includes the desire for attention and other personal reasons. Overall, it is important to continue to promote healthy online behaviors, protecting vulnerable populations, and fostering a safer online environment.







# Virtually Safe



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