

SEX AND TECH

RESULTS FROM A SURVEY OF
TEENS AND YOUNG ADULTS





RESULTS FROM A SURVEY OF TEENS AND YOUNG ADULTS

In an effort to better understand the intersection between sex and cyberspace with respect to attitudes and behavior, The National Campaign to Prevent Teen and Unplanned Pregnancy and *CosmoGirl.com* commissioned a survey of teens and young adults to explore electronic activity. This is the first public study of its kind to quantify the proportion of teens and young adults that are sending or posting sexually suggestive text and images.

The survey of those ages 13-26 was conducted by TRU, a global leader in research on teens and 20-somethings. The survey was fielded online to a total of 1,280 respondents—653 teens (ages 13-19) and 627 young adults (ages 20-26)—between September 25, 2008 and October 3, 2008.

Please visit www.TheNationalCampaign.org/sextech for additional data from the survey, relevant tips for teens and parents, and other related materials. Visit CosmoGirl.com for teen perspectives on sending and receiving sexually suggestive content. (For more information on the survey, please see page 5.)

KEY FINDINGS

Note: Unless otherwise stated, *teen* means ages 13-19 and *young adult* means ages 20-26.

A significant number of teens have electronically sent, or posted online, nude or semi-nude pictures or video of themselves.

How many teens say they have sent/posted nude or semi-nude pictures or video of themselves?

- 20% of teens overall
- 22% of teen girls
- 18% of teen boys
- 11% of young teen girls (ages 13-16)



Sending and posting nude or semi-nude photos or videos starts at a young age and becomes even more frequent as teens become young adults.

How many young adults are sending or posting nude or semi-nude images of themselves?

- 33% of young adults overall
- 36% of young adult women
- 31% of young adult men

Sexually suggestive messages (text, email, IM) are even more prevalent than sexually suggestive images.

How many teens are sending or posting sexually suggestive messages?

- 39% of all teens
- 37% of teen girls
- 40% of teen boys
- 48% of teens say they have received such messages

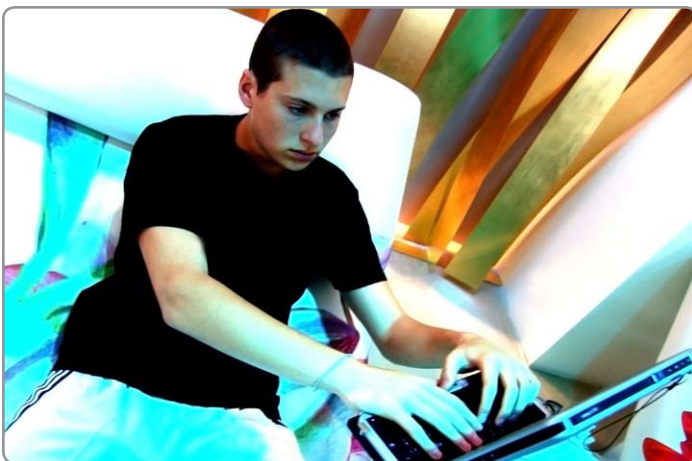
How many young adults are sending or posting sexually suggestive messages?

- 59% of all young adults
- 56% of young adult women
- 62% of young adult men
- 64% of young adults say they have received such messages

Although most teens and young adults who send sexually suggestive content are sending it to boyfriends/girlfriends, others say they are sending such material to those they want to hook up with or to someone they only know online.

Who are these sexually suggestive messages and images being sent to?

- ➔ 71% of teen girls and 67% of teen guys who have sent or posted sexually suggestive content say they have sent/posted this content to a boyfriend/girlfriend.
- ➔ 21% of teen girls and 39% of teen boys say they have sent such content to someone they wanted to date or hook up with.
- ➔ 15% of teens who have sent or posted nude/semi-nude images of themselves say they have done so to someone they only knew online.
- ➔ 83% of young adult women and 75% of young adult men who have sent sexually suggestive content say they have sent/posted such material to a boyfriend/girlfriend.
- ➔ 21% of young adult women and 30% of young adult men who have sent/posted sexually suggestive content have done so to someone they wanted to date or hook up with.
- ➔ 15% of young adult women and 23% of young adult men who have sent sexually suggestive material say they have done so to someone they only knew online.



FIVE THINGS TO THINK ABOUT BEFORE PRESSING “SEND”

Don’t assume anything you send or post is going to remain private.

Your messages and images will get passed around, even if you think they won’t: 40% of teens and young adults say they have had a sexually suggestive message (originally meant to be private) shown to them and 20% say they have shared such a message with someone other than the person for whom it was originally meant.

There is no changing your mind in cyberspace—anything you send or post will never truly go away.

Something that seems fun and flirty and is done on a whim will never really die. Potential employers, college recruiters, teachers, coaches, parents, friends, enemies, strangers and others may all be able to find your past posts, even after you delete them. And it is nearly impossible to control what other people are posting about you. Think about it: Even if you have second thoughts and delete a racy photo, there is no telling who has already copied that photo and posted it elsewhere.

Don’t give in to the pressure to do something that makes you uncomfortable, even in cyberspace.

More than 40% of teens and young adults (42% total, 47% of teens, 38% of young adults) say “pressure from guys” is a reason girls and women send and post sexually suggestive messages and images. More than 20% of teens and young adults (22% total, 24% teens, 20% young adults) say “pressure from friends” is a reason guys send and post sexually suggestive messages and images.

Consider the recipient’s reaction.

Just because a message is meant to be fun doesn’t mean the person who gets it will see it that way. Four in ten teen girls who have sent sexually suggestive content did so “as a joke” but many teen boys (29%) agree that girls who send such content are “expected to date or hook up in real life.” It’s easier to be more provocative or outgoing online, but whatever you write, post or send does contribute to the real-life impression you’re making.

Nothing is truly anonymous.

Nearly one in five young people who send sexually suggestive messages and images, do so to people they only know online (18% total, 15% teens, 19% young adults). It is important to remember that even if someone only knows you by screen name, online profile, phone number or email address, that they can probably find you if they try hard enough.



Teens and young adults are conflicted about sending/posting sexually suggestive content—they know it’s potentially dangerous, yet many do it anyway.

How do teens and young adults feel about sending/posting sexually suggestive content?

- 75% of teens and 71% of young adults say sending sexually suggestive content “can have serious negative consequences.”
- Yet, 39% of teens and 59% of young adults have sent or posted sexually suggestive emails or text messages—and 20% of teens and 33% of young adults have sent/posted nude or semi-nude images of themselves.

Teens and young adults are sending sexually explicit messages and images, even though they know such content often gets shared with those other than the intended recipient.

How common is it to share sexy messages and images with those other than the intended recipient?

- 44% of both teen girls and teen boys say it is common for sexually suggestive text messages to get shared with people other than the intended recipient.
- 36% of teen girls and 39% of teen boys say it is common for nude or semi-nude photos to get shared with people other than the intended recipient.
- 44% of young adult women and 50% of young adult men say it is common for sexually suggestive text messages to get shared with people other than the intended recipient.

- 48% of young adult women and 46% of young adult men say it is common for nude or semi-nude photos to get shared with people other than the intended recipient.

Young people who receive nude/semi-nude images and sexually suggestive texts and emails are sharing them with other people for whom they were never intended.

How many teens and young adults say they have been shown nude/semi-nude content originally meant for someone else?

- 38% of teen girls and 39% of teen boys say they have had sexually suggestive text messages or emails—originally meant for someone else—shared with them.
- 25% of teen girls and 33% of teen boys say they have had nude or semi-nude images—originally meant for someone else—shared with them.
- 37% of young adult women and 47% of young adult men have had sexually suggestive text messages or emails—intended for someone else—shared with them.
- 24% of young adult women and 40% of young adult men say they have had nude or semi-nude images—originally meant for someone else—shared with them.

Teens and young adults admit that sending/posting sexually suggestive content has an impact on their behavior.

Does sending sexually suggestive text and images affect what happens in real life?

- 22% of teens and 28% of young adults say they are personally more forward and aggressive using sexually suggestive words and images than they are in “real life.”
- 38% of teens and 40% of young adults say exchanging sexually suggestive content makes dating or hooking up with others more likely.
- 29% of teens and 24% of young adults believe those exchanging sexually suggestive content are “expected” to date or hook up.

Teens and young adults give many reasons for sending/posting sexually suggestive content. Most say it is a “fun and flirtatious” activity.

Why do teens and young adults send or post sexually suggestive content?

- ➔ 51% of teen girls say pressure from a guy is a reason girls send sexy messages or images; only 18% of teen boys cited pressure from female counterparts as a reason.
- ➔ 23% of teen girls and 24% of teen boys say they were pressured by friends to send or post sexual content.

Among teens who have sent sexually suggestive content:

- ➔ 66% of teen girls and 60% of teen boys say they did so to be “fun or flirtatious”—their most common reason for sending sexy content.
- ➔ 52% of teen girls did so as a “sexy present” for their boyfriend.
- ➔ 44% of both teen girls and teen boys say they sent sexually suggestive messages or images in response to such content they received.
- ➔ 40% of teen girls said they sent sexually suggestive messages or images as “a joke.”
- ➔ 34% of teen girls say they sent/posted sexually suggestive content to “feel sexy.”
- ➔ 12% of teen girls felt “pressured” to send sexually suggestive messages or images.

Among young adults who have sent sexually suggestive content:

- ➔ 72% of young adult women and 70% of young adult men say they did so to be “fun or flirtatious.”
- ➔ 59% of young adult women sent/posted sexually suggestive content as a “sexy present” for their boyfriend.
- ➔ 41% of young adult women and 51% of young adult men say they sent sexy messages or images in response to such content they received.

5 TIPS TO HELP PARENTS TALK TO THEIR KIDS ABOUT SEX AND TECHNOLOGY

Talk to your kids about what they are doing in cyberspace.

Just as you need to talk openly and honestly with your kids about real life sex and relationships, you also want to discuss online and cell phone activity. Make sure your kids fully understand that messages or pictures they send over the Internet or their cell phones are not truly private or anonymous. Also make sure they know that others might forward their pictures or messages to people they do not know or want to see them, and that school administrators and employers often look at online profiles to make judgments about potential students/employees. It's essential that your kids grasp the potential short-term and long-term consequences of their actions.

Know who your kids are communicating with.

Of course it's a given that you want to know who your children are spending time with when they leave the house. Also do your best to learn who your kids are spending time with online and on the phone. Supervising and monitoring your kids' whereabouts in real life and in cyberspace doesn't make you a nag; it's just part of your job as a parent. Many young people consider someone a “friend” even if they've only met online. What about your kids?

Consider limitations on electronic communication.

The days of having to talk on the phone in the kitchen in front of the whole family are long gone, but you can still limit the time your kids spend online and on the phone. Consider, for example, telling your teen to leave the phone on the kitchen counter when they're at home and to take the laptop out of their bedroom before they go to bed, so they won't be tempted to log on or talk to friends at 2a.m.

Be aware of what your teens are posting publicly.

Check out your teen's MySpace, Facebook and other public online profiles from time to time. This isn't snooping—this is information your kids are making public. If everyone else can look at it, why can't you? Talk with them specifically about their own notions of what is public and what is private. Your views may differ but you won't know until you ask, listen, and discuss.

Set expectations.

Make sure you are clear with your teen about what you consider appropriate “electronic” behavior. Just as certain clothing is probably off-limits or certain language unacceptable in your house, make sure you let your kids know what is and is not allowed online either. And give reminders of those expectations from time to time. It doesn't mean you don't trust your kids, it just reinforces that you care about them enough to be paying attention.



DEFINITION OF TERMS

To ensure accurate interpretation, respondents were shown (and reminded of) the following definitions/explanations during the survey:

- **Sexually suggestive pictures/video:** semi-nude or nude personal pictures/video taken of oneself and not found on the Internet, or received from a stranger (like spam), etc.
- **Sexually suggestive messages:** sexually suggestive written personal texts, emails IMs, etc.—and not those you might receive from a stranger (like spam), etc.
- **Messages** only refers to those written electronically (in emails, texts, IMs, etc.)—and **pictures/video** only refers to those captured electronically (on a cell-phone or digital camera/camcorder), etc.

ABOUT THE SURVEY

This survey was fielded online to a total of 1,280 respondents—653 teens (ages 13-19) and 627 young adults (ages 20-26) between September 25, 2008 and October 3, 2008. It was conducted by TRU, a global leader in research on teens and 20-somethings.

At present, it is estimated that about 90% of teens and young adults are online. Respondents for this survey were selected from among those who have volunteered to participate in TRU's online surveys. Respondents were stratified according to the U.S. Census and the data have been weighted to reflect the demographic composition of teens and young adults. Respondents do not constitute a probability sample.

This document contains the precise language used in the survey and separate results for teens and young adults, as well as the total combined. For additional data, please visit www.TheNationalCampaign.org/sextech or contact The National Campaign at 202.478.8500.

SEX AND TECH SURVEY QUESTIONNAIRE

1. Are you male or female?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Male	49	51	50
Female	51	49	50

2. How old are you? _____

RANGE:	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
13-16	49	0	25
17-19	51	0	26
20-22	0	51	25
23-26	0	49	24

3. Which of the following, if any, do you have and use? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Computer (non-laptop)	79	71	75
Laptop computer	68	77	73
Cellphone	87	86	87
Smartphone (PDA, Blackberry, etc.)	13	23	18
Digital camera	80	82	81
Digital camcorder (video recorder)	29	26	27
MP3 Player (like iPod) without video	55	59	57
Video MP3 Player	50	33	42
Webcam	33	33	33
None of these	0	0	0



4. Do you:

		YES	NO	"Yes"		
				Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Have a profile on a social-networking site (like MySpace, Facebook, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	89	90	89
B	Have a profile on a dating or singles site (like match, cupid, or eHarmony)	<input type="checkbox"/>	<input type="checkbox"/>	3	16	9
C	View others' profiles/pictures on a social-networking site	<input type="checkbox"/>	<input type="checkbox"/>	85	85	85
D	View others' profiles/pictures on a dating/singles site	<input type="checkbox"/>	<input type="checkbox"/>	6	20	12
E	Write/update a personal blog	<input type="checkbox"/>	<input type="checkbox"/>	25	34	29
F	Regularly read others' personal blogs	<input type="checkbox"/>	<input type="checkbox"/>	33	50	41
G	Send/receive pictures or video on your cellphone	<input type="checkbox"/>	<input type="checkbox"/>	61	64	62
H	Send/receive pictures or video on a computer	<input type="checkbox"/>	<input type="checkbox"/>	80	83	81
I	Post photos online	<input type="checkbox"/>	<input type="checkbox"/>	78	79	79
J	Post videos online (like on YouTube)	<input type="checkbox"/>	<input type="checkbox"/>	38	31	35
K	Send/receive text messages	<input type="checkbox"/>	<input type="checkbox"/>	84	88	86
L	Watch TV shows online or on your MP3 Player	<input type="checkbox"/>	<input type="checkbox"/>	63	56	60

5. This survey will include questions about "sexy messages and pictures" (like suggestive pictures sent to a boyfriend/girlfriend, for example) – and will require you to answer them in order to finish. If you are not comfortable sharing your opinions about that, then we encourage you to stop the survey now. **Would you like to continue?**

Yes	<input type="checkbox"/>	
No	<input type="checkbox"/>	{TERM}

6. Thank you. Throughout this survey, it is **IMPORTANT** that you understand what we mean so that we interpret your answers correctly. Please keep the following in mind as you read and answer each question:
- ➔ Any time that we ask about "**sexy pictures/video**," we are talking about sexually suggestive, semi-nude, or nude personal pictures/video taken of oneself (alone or by a friend) – and not those found on the internet, received from a stranger (like spam), etc.
 - ➔ And any time we say "**sexy messages**," we are talking about sexually suggestive written personal texts, emails, IMs, etc. – and not those you might receive from a stranger (like spam)
 - ➔ Throughout this survey, **messages** only refers to those written electronically (in emails, texts, IMs, etc.) – and **pictures/video** only refers only to those captured electronically (on a cellphone or digital camera/camcorder).

{DESCRIPTIONS APPEARED ON MOUSEOVER THROUGHOUT QUESTIONNAIRE DURING SURVEY}

SEX AND TECH

7. How common would you say each of the following is among people your age?

		Not Common At All	Not Very Common	Fairly Common	Very Common	NET "Very" and "Fairly Common"		
						Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Sending sexy messages to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	66	78	72
B	Sharing sexy messages with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	44	47	45
C	Sending of sexy pictures/video of oneself to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	49	65	57
D	Posting sexy pictures/video of oneself online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	44	51	47
E	Sharing sexy pictures/video with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	37	47	42

8. Do you think each of these activities is more common among guys, girls, or both the same?

		More Common Among GUYS	Both the Same	More Common Among GIRLS	"More Common Among GUYS"			"Both the Same"			"More Common Among GIRLS"		
					Teens (13-19) %	Young Adults (20-26) %	TOTAL %	Teens (13-19) %	Young Adults (20-26) %	TOTAL %	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	Sending sexy messages to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	16	15	15	48	53	50	36	33	35
B	Sharing sexy messages with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	33	37	35	42	42	42	25	21	23
C	Sending of sexy pictures/video of oneself to someone else	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	6	9	8	28	32	30	66	58	62
D	Posting sexy pictures/video of oneself online	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	5	8	7	30	34	32	65	58	61
E	Sharing sexy pictures/video with people other than the one(s) they were meant for	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	29	35	32	42	42	42	29	24	27



9. What do you think are the reasons that **girls** send/post sexy messages or pictures/video of themselves? Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get or keep a guy's attention	85	80	83
Guy pressured them to send it	47	38	42
As a "sexy" present for a boyfriend	74	73	73
To feel sexy	72	77	74
Get a guy to like them	76	66	71
Pressure from friends	23	16	20
To get positive feedback	57	56	57
To be fun/ flirtatious	78	76	77
To get noticed	80	79	79
In response to one she received	31	30	31
Other: _____	3	3	3
None of these / don't know	2	1	2

10. What do you think are the reasons that **guys** send/post sexy written messages or pictures/video of themselves? Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get or keep a girl's attention	61	58	60
Girl pressured them to send it	18	18	18
As a "sexy" present for a girlfriend	48	49	48
To feel sexy	36	28	32
Get a girl to like them	57	48	53
Pressure from friends	24	20	22
To get positive feedback	48	45	46
To be fun/ flirtatious	56	57	56
To get noticed	49	50	49
In response to one he received	49	56	52
Other: _____	2	3	3
None of these / don't know	8	3	5

11. How much do you agree or disagree that each of the following describes the activity of sending suggestive messages or nude/semi-nude pictures/video of oneself?

	{LIST RANDOMIZED}	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Don't Know
A	Flirty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
B	Gross	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
C	Hot	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
D	Lame	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
E	Stupid	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
F	Dangerous	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
G	Exciting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
H	Fun	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
I	Harmless	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
J	Immoral	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

NET "Strongly" and "Somewhat Agree"		
Teens (13-19) %	Young Adults (20-26) %	TOTAL %
61	75	68
39	26	33
46	55	51
42	36	39
57	50	54
67	65	66
49	59	54
43	56	49
23	27	25
40	28	34

12. How much do you agree or disagree that each of the following describes the people who send suggestive messages or nude/semi-nude pictures/video of themselves?

	{LIST RANDOMIZED}	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Don't Know
A	Flirty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
B	Gross	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
C	Hot	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
D	Lame	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
E	Stupid	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
F	Bold	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
G	Confident	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
H	Cool	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
I	Desperate	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
J	Funny	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
K	Immature	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
L	Insecure	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
M	Slutty	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

NET "Strongly" and "Somewhat Agree"		
Teens (13-19) %	Young Adults (20-26) %	TOTAL %
65	69	67
38	30	34
35	42	38
39	34	37
54	44	49
55	66	60
46	52	49
19	19	19
65	53	59
24	29	27
53	45	49
55	47	51
72	58	65



13. Which of the following, if any, have **you personally** ever done? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Sent a sexually suggestive message to someone (email, IM, text, etc.)	38	58	48
Posted a sexually suggestive message to someone's online profile (like on MySpace, Facebook, etc.)	11	17	14
NET sent/posted sexually suggestive messages.	39	59	49
Received a sexually suggestive message from someone (email, IM, text, etc.)	48	64	56
Shared a sexually suggestive message with someone other than the one(s) it was originally meant for	18	23	20
Had a sexually suggestive message (originally meant to be private) shared with me	39	42	40
None of these	39	25	32

14. Which of the following, if any, have **you personally** ever done? *Please mark all that apply.*

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Sent a nude or semi-nude picture/video (of yourself) to someone (via email, cellphone, etc.)	19	32	26
Posted a nude or semi-nude picture/video (of yourself) online (like on MySpace, Facebook, in a blog, etc.)	4	7	5
NET sent/posted a nude or semi-nude picture/video of yourself	20	33	27
Received a nude or semi-nude picture/video from someone (of himself/herself)	31	46	39
Shared a nude or semi-nude picture/video with someone other than the one(s) it was originally meant for	14	17	15
Had a nude or semi-nude picture/video (originally meant to be private) shared with me	29	32	30
None of these	55	38	46

SEX AND TECH

15. {ASKED IF SENT OR POSTED SEXY MESSAGES OR PIX/VIDEO TO SOMEONE}

To whom have you **sent/posted** suggestive messages or nude/semi-nude pictures/videos (of yourself)?
Please think about any/all of those you've ever sent/posted and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Boyfriend / Girlfriend	69	79	75
Someone I had a crush on	29	20	23
Someone I dated or hooked up with	39	37	38
Someone I just met	7	6	6
Someone I wanted to date or hook up with	30	26	27
One or more good friends	27	20	23
Someone I only knew online	15	19	18
Other: _____	2	4	3

16. {ASKED IF SENT OR POSTED SEXY MESSAGES OR PIX/VIDEO TO SOMEONE}

What are the reasons that you've **sent/posted** suggestive messages or nude/semi-nude pictures/videos (of yourself)?
Please think about any/all of those you've ever sent/posted and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Get a guy/girl's attention	25	26	26
Pressured to send it	10	6	7
As a "sexy" present for a boyfriend/girlfriend	43	53	49
To feel sexy	24	23	23
Get a guy/girl to like me	17	13	15
As a joke	38	26	31
To get positive feedback	25	21	23
To be fun/ flirtatious	63	71	68
To get noticed	13	12	12
In response to one that was sent to me	44	47	46
Other: _____	2	2	2
Don't know	2	1	2



17. {ASKED IF RECEIVED SEXY MESSAGES OR PIX/VIDEO FROM SOMEONE}

From whom have you **received** suggestive messages or nude/semi-nude pictures/videos? Please think about any/all of those you've ever received and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Boyfriend / Girlfriend	55	67	62
Someone I had a crush on	22	16	19
Someone I dated or hooked up with	34	36	35
Someone I just met	15	14	14
Someone who wanted to date or hook up with me	43	37	40
One or more good friends	33	28	30
Someone I only knew online	23	25	24
Other: _____	2	3	3

18. {ASKED IF RECEIVED SEXY MESSAGES OR PIX/VIDEO FROM SOMEONE}

Thinking about suggestive messages or nude/semi-nude pictures/videos that you ever **received**, how did getting them make you feel? Please think about any/all of those you've ever received and mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Amused	54	52	53
Angry	6	3	4
Creeped out	22	17	19
Disappointed	7	4	5
Embarrassed	14	12	13
Excited	44	55	50
Grossed out	18	12	15
Happy	40	37	38
Included	12	9	10
Scared	4	5	5
Surprised	55	49	52
Turned on	53	57	56
Turned off	15	13	14
More interested in dating sender	22	22	22
More interested in hooking up with sender	27	32	29
Less interested in dating sender	13	10	11
Less interested in hooking up with sender	14	10	12
Other: _____	4	1	3

19. {ASKED IF SHARED SEXY MESSAGES OR PIX/VIDEO WITH SOMEONE}

With whom have you **shared** suggestive messages or nude/semi-nude pictures/videos (that were sent to you or shared with you)? Please think about any/all of those you've ever shared and mark all that apply.

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Close friend(s)	91	87	89
Other friend(s)	23	21	22
Family (brother/sister, cousin, etc.)	13	18	16
Connected friends (like on MySpace, Facebook, etc.)	17	13	15
Everyone (in a public blog, public networking profile, etc.)	2	2	2
Other: _____	2	2	2

20. What are the reasons you would be concerned about sending or posting **sexy messages or pictures/video** of yourself?

Please mark all that apply.

{LIST RANDOMIZED}	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Already had a bad experience	6	3	4
Could disappoint family	68	46	57
Could disappoint friends	46	24	35
Could disappoint teacher/coach	38	10	24
Could hurt my relationship or chances with someone I like	63	44	53
Could hurt my reputation	74	63	69
Could hurt my family's reputation	53	35	44
Could get in trouble with the law	46	26	36
Could get in trouble at school	48	13	31
College recruiter might see	43	10	27
Potential (or current) employer might see	51	49	50
Potential embarrassment	77	70	73
Might regret it later	83	76	79
Might make people think I'm slutty in real life	63	42	53
Other: _____	7	6	6
Don't know	7	5	6



21. How much do you agree or disagree with each of the following statements?

{LIST RANDOMIZED}		Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Don't Know	NET "Strongly" and "Somewhat Agree"		
								Teens (13-19) %	Young Adults (20-26) %	TOTAL %
A	There is pressure among people my age to post sexy pictures/video in their networking site profiles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	43	38	40
B	Personal sexy messages and pictures/video usually end up being seen by more than just those to whom they were sent	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	72	68	70
C	One has to be aware that sexy messages and pictures/video may end up being seen by more than just the intended recipient(s)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	79	79	79
D	Girls have to worry about privacy (of sexy messages and pictures/video) more than guys do	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	63	65	64
E	<u>People my age</u> are more forward/aggressive using sexy messages and pictures/video than they are in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	61	66	64
F	Sending personal sexy messages and pictures/video is no big deal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	19	26	22
G	Sending personal sexy messages and pictures/video can have serious negative consequences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	75	71	73
H	My friends have sent sexy pictures/video to someone	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	43	49	46
I	My friends have posted sexy pictures/video on the internet	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	38	38	38
J	People who exchange sexy messages or pictures/video are more likely to date or hook up with each other in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	38	40	39
K	People who exchange sexy messages or pictures/video are expected to date or hook up with each other in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	29	24	27
L	<u>I am</u> more forward/aggressive using sexy messages and pictures/video than I am in real life	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	22	28	25
M	<u>I am</u> more forward/aggressive using sexy messages and pictures/video than I would be if the technology were not available	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	24	34	29

22. Which of the following best describes your current relationship status?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Not in a relationship	68	36	52
In a casual/dating relationship	15	13	14
In a serious relationship	17	34	25
Married	0	17	9

23. What state do you live in?

Alabama	<input type="checkbox"/> 1	Illinois	<input type="checkbox"/> 14	Montana	<input type="checkbox"/> 27	Rhode Island	<input type="checkbox"/> 40
Alaska	<input type="checkbox"/> 2	Indiana	<input type="checkbox"/> 15	Nebraska	<input type="checkbox"/> 28	South Carolina	<input type="checkbox"/> 41
Arizona	<input type="checkbox"/> 3	Iowa	<input type="checkbox"/> 16	Nevada	<input type="checkbox"/> 29	South Dakota	<input type="checkbox"/> 42
Arkansas	<input type="checkbox"/> 4	Kansas	<input type="checkbox"/> 17	New Hampshire	<input type="checkbox"/> 30	Tennessee	<input type="checkbox"/> 43
California	<input type="checkbox"/> 5	Kentucky	<input type="checkbox"/> 18	New Jersey	<input type="checkbox"/> 31	Texas	<input type="checkbox"/> 44
Colorado	<input type="checkbox"/> 6	Louisiana	<input type="checkbox"/> 19	New Mexico	<input type="checkbox"/> 32	Utah	<input type="checkbox"/> 45
Connecticut	<input type="checkbox"/> 7	Maine	<input type="checkbox"/> 20	New York	<input type="checkbox"/> 33	Vermont	<input type="checkbox"/> 46
Delaware	<input type="checkbox"/> 8	Maryland	<input type="checkbox"/> 21	North Carolina	<input type="checkbox"/> 34	Virginia	<input type="checkbox"/> 47
District of Columbia	<input type="checkbox"/> 9	Massachusetts	<input type="checkbox"/> 22	North Dakota	<input type="checkbox"/> 35	Washington	<input type="checkbox"/> 48
Florida	<input type="checkbox"/> 10	Michigan	<input type="checkbox"/> 23	Ohio	<input type="checkbox"/> 36	West Virginia	<input type="checkbox"/> 49
Georgia	<input type="checkbox"/> 11	Minnesota	<input type="checkbox"/> 24	Oklahoma	<input type="checkbox"/> 37	Wisconsin	<input type="checkbox"/> 50
Hawaii	<input type="checkbox"/> 12	Mississippi	<input type="checkbox"/> 25	Oregon	<input type="checkbox"/> 38	Wyoming	<input type="checkbox"/> 51
Idaho	<input type="checkbox"/> 13	Missouri	<input type="checkbox"/> 26	Pennsylvania	<input type="checkbox"/> 39		

U.S. REGION:

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
East	28	27	28
South	24	29	26
Midwest	17	18	17
West	31	27	29

24. Which of the following best describes where you live?

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Urban, city environment	32	43	37
Suburban or town/village environment near a city	53	41	47
Rural or small town environment	15	16	15



25. Are you... {MULTIPLE RESPONSES ALLOWED}

	Teens (13-19) %	Young Adults (20-26) %	TOTAL %
Alaskan Native or American Islander	0	0	0
Asian or Pacific Islander	13	11	12
Black / African-American	7	7	7
Hispanic / Latino	11	10	11
White or Caucasian	72	74	73
Other	4	2	3

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY BOARD OF DIRECTORS

CHAIRMAN

The Honorable Thomas H. Kean
Chairman, The Robert Wood Johnson Foundation
CEO, THK Consulting
Chairman, The Carnegie Corporation of New York
former Governor of New Jersey

PRESIDENT

Isabel V. Sawhill, Ph.D.
Senior Fellow, Economic Studies
The Brookings Institution

CEO AND TREASURER

Sarah S. Brown

MEMBERS

Robert Wm. Blum, M.D., Ph.D.
William H. Gates Sr. Professor and Chair
Department of Population and Family
Health Sciences
Johns Hopkins University

Thomas S. Chappell
Manager
UHY Advisors FLVS, Inc.

Linda Chavez
Chairman
Center for Equal Opportunity

Vanessa Cullins, M.D., M.P.H., M.B.A.
Vice President for Medical Affairs
Planned Parenthood Federation of America, Inc.

Susanne Daniels
President
Lifetime Entertainment Services

Maria Echaveste
Senior Fellow
Center for American Progress

Daisy Expósito-Ulla
Chairman and CEO
d'expósito & partners

William Galston, Ph.D.
Senior Fellow, Governance Studies
The Brookings Institution

David R. Gergen
Editor-at-Large
U.S. News & World Report

Ron Haskins, Ph.D.
Senior Fellow, Economic Studies
Co-Director, Center for Children and Families
The Brookings Institution
Senior Consultant, The Annie E. Casey Foundation

Nancy L. Johnson
Senior Public Policy Advisor
Federal Public Policy and Healthcare Group
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

Judith E. Jones
Clinical Professor
Mailman School of Public Health
Columbia University

Jody Greenstone Miller
President and CEO
The Business Talent Group

Reverend Father Michael D. Place, STD
Senior Vice President
Social Mission & Ministerial Development
Resurrection Health Care

Bruce Rosenblum
President
Warner Bros. Television Group

Diane Rowland
Executive Director
Kaiser Commission on Medicaid and the Uninsured

Victoria P. Sant
President
The Summit Foundation

Sara Seims, Ph.D.
Director, Population Program
The William and Flora Hewlett Foundation

Matthew Stagner, Ph.D.
Executive Director
Chapin Hall Center for Children
University of Chicago

Mary C. Tydings
Managing Director
Russell Reynolds Associates

Roland C. Warren
President
National Fatherhood Initiative

Stephen A. Weiswasser
Partner
Covington & Burling

Gail R. Wilensky, Ph.D.
Senior Fellow
Project HOPE

Kimberlydawn Wisdom, M.D.
Surgeon General, State of Michigan
Vice President, Community Health,
Education & Wellness
Henry Ford Health System

TRUSTEES EMERITI

Charlotte Beers
former Under Secretary for Public
Diplomacy and Public Affairs
U.S. Department of State
former Chairman and CEO, Ogilvy & Mather

Carol Mendez Cassell, Ph.D.
Senior Scientist
Allied Health Center, School of Medicine, Prevention
Research Center
University of New Mexico

Annette P. Cumming
Executive Director and Vice President
The Cumming Foundation

Frankie Sue Del Papa
former Attorney General
State of Nevada

Whoopi Goldberg
Actress

Stephen Goldsmith
Daniel Paul Professor of Government
John F. Kennedy School of Government
former Mayor of Indianapolis

Katharine Graham (1917-2001)
Chairman
Washington Post Company

David A. Hamburg, M.D.
President Emeritus
Carnegie Corporation of New York
Visiting Scholar, Weill Medical College
Cornell University
Irving B. Harris (1910-2004)
Chairman
The Harris Foundation

Barbara Huberman
Director of Training
Advocates for Youth

Alexine Clement Jackson
Community Volunteer

Leslie Kantor
Kantor Consulting

Nancy Kassebaum-Baker
former U.S. Senator

Douglas Kirby, Ph.D.
Senior Research Scientist
ETR Associates

C. Everett Koop, M.D.
former U.S. Surgeon General

John D. Macomber
Principal
JDM Investment Group

Sister Mary Rose McGeady
former President and CEO
Covenant House

Judy McGrath
Chairman and CEO
MTV Networks

Brent C. Miller, Ph.D.
Vice President for Research
Utah State University

Kristin Moore, Ph.D.
Area Director, Emerging Issues
Child Trends, Inc.

John E. Pepper
CEO
National Underground Railroad Freedom
Center

Hugh Price
Senior Fellow, Economic Studies
The Brookings Institution

Warren B. Rudman
Senior Counsel
Paul, Weiss, Rifkind, Wharton & Garrison
former U.S. Senator

Stephen W. Sanger
Chairman of the Board
General Mills, Inc.

Kurt L. Schmoke
Dean
Howard University School of Law
former Mayor of Baltimore

Isabel Stewart
former Executive Director
Girls Inc.

Vincent Weber
Partner
Clark & Weinstock
former U.S. Congressman

Judy Woodruff
Senior Correspondent
The News Hour with Jim Lehrer

Andrew Young
Chairman
GoodWorks International
former Ambassador to the U.N.

ABOUT THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

The National Campaign to Prevent Teen and Unplanned Pregnancy seeks to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation. Our specific strategy is to prevent teen pregnancy and unplanned pregnancy among single, young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors.

If we are successful, child and family well-being will improve. There will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.



1776 Massachusetts Avenue, NW
Suite 200

Washington, DC 20036

Phone 202-478-8500

Fax 202-478-8588

www.TheNationalCampaign.org

www.TeenPregnancy.org

www.StayTeen.org

<http://blog.TheNationalCampaign.org>