Holier Than Thou? No Large Partisan Gaps in the Consumption of Pornography Online

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Consumption of pornography has been blamed for a variety of societal ills, including the rise in misogyny, sex crimes, and the coarsening of the 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. Only about a third of the respondents consumed pornography online during the month-long observation period. Of the people who consumed pornography, the median consumer spent about three-quarters of an hour consuming pornography. Lastly, in line with previous research (MacInnis and Hodson, 2015; Edelman, 2009), which was based on aggregated data, we find that Republicans likely consume somewhat more pornography online than Democrats. Adjusting for immutable characteristics like age and gender makes the small differences go away.

Keywords: measurement, YouGov, pornography, partisanship, quantile regression, online consumption

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Introduction

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 et al., 2010; Malamuth et al., 2012; Donnerstein, 1984), belief in rape myths (Foubert et al., 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 et al., 2015), and sexually risky behaviors such as engaging in paid sex and having extramarital sex (Wright and Randall, 2012).[1] A lot of popular pornography also contains a healthy dose of violence (Vera-Gray et al., 2021). 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 concerns about the consumption of pornography.

In this paper, we investigate how much pornography Americans consume online. Using passive tracking data on online browsing from YouGov, we find a sharp skew in the consumption of pornography, with a small set of users consuming a large chunk of pornography. About 68 percent of respondents abstained from consuming pornography online during the month-long observation period. Of the people who consumed pornography, the median consumer spent about 45 minutes consuming pornography, and the 95th percentile consumer spent close to 20 hours.

We also use the data to contribute to the small literature connecting political conservatism to opposition to pornography (Peek et al., 1982; Woodrum, 1992). Despite the expected relationships between religiosity, political conservatism, and opposition to pornography (Wright et al., 2013; Perry, 2018), recent research using aggregate data has shown that people in politically conservative states search for pornography and subscribe to online adult services more often (MacInnis and Hodson, 2015; Edelman, 2009).

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[1]The cited studies do not provide rigorous evidence for the effect of consuming pornography (Ferguson and Hartley, 2022; Pathmendra et al., 2023; Peter and Valkenburg, 2016).

Combining individual-level data on partisanship with direct passive individual-level measures of pornography consumption, we shed light on whether Democrats consume more pornography than Republicans or vice versa. Superficially, our browsing data suggest Republicans in the right tail of the distribution consume more online pornography than Democrats. Adjusting for background attributes such as age, gender, race, and education, however, makes the partisan differences go away. Our findings relate to Perry (2018), which finds that more religious people are more likely to think of pornography as morally wrong while still consuming pornography.

Data and Methods

Online Browsing Data

We use data from YouGov to measure the consumption of pornographic content online. YouGov maintains a large panel that it recruits through various methods. It uses matched sampling to survey respondents: it 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 data on how well YouGov surveys approximate results from the census and other high-quality government surveys, see Rivers and Bailey (2009); Graham et al. (2021); Foote et al. (2021).) YouGov also collects de-identified web browsing data via RealityMine, which some panelists volunteer to have installed in lieu of rewards. RealityMine captures online visits independent of browser type or browser-specific privacy settings.

Specifically, we use data from 1,200 YouGov panelists for June 2022 (Sood, 2022). These 1,200 panelists visited the web nearly 6 million times. For each visit, we have the anonymized URL, domain, e.g., `wikipedia.org`, the time of the visit, the length of the visit, and the type of content. Of the 1,200 panelists, 65 panelists apparently did not visit the web even once during the month. We assume these data to be missing completely at random as we think it unlikely that these data reflect true zeroes. We redo our analysis assuming these respondents did not visit the web even once to test the robustness of our results and find that key substantive conclusions remain unaffected.

Demographics And Partisan Identification

YouGov panel file contains data on demographic characteristics like birth year, state of residence, gender, race, and education level. It also includes data on partisan self-identification. Except for 120 respondents who did not respond or picked "not sure" or "don't know," the rest selected the party they identified with or marked themselves as independents. Of the 1,080 people, 82% leaned either Republican or Democrat. The remaining 18 percent identified as independent. (See Panel B of Table C4 for a summary of socio-demographic data by party.)

Measuring Pornographic Content

YouGov provides data on the kind of content hosted (e.g., Shopping, Business, Adult). Of the 6 million visits to 855,564 unique anonymized URLs, YouGov provides classifications for 727,681 URLs (making up 85% of all visits). To illustrate the granularity of the categorization, https://www.google.com/search?ANONYMIZED is categorized as "Search Engines and Portals" while https://mail.google.com/mail/u/0/ is categorized as "Chat and Instant Messaging." Our main analysis uses these YouGov classifications.

To code pornographic content, we start by assuming all content marked "Adult" as pornographic. This includes "Adult, Business" (e.g., onlyfans.com) and "Adult, Entertainment," e.g., `hentainfox.com`. YouGov classifies some domains that do not primarily carry pornographic content, e.g., `urbandictionary.com` and `4chan.org`, as Adult. Given the skew in the data (see Figure A1 and Figure A2), we manually checked the top few hundred adult domains (constituting well over 99% of the adult content consumed) to remove such sites. We code a domain as carrying pornographic content if there is nudity on the landing page or if the site is some form of erotica. Domains without a YouGov category are assumed to be non-pornographic sites. In Appendix D, we test whether replacing this assumption with the more usual missing-completely-at-random assumption changes the key substantive conclusions. It doesn't.

To further explore the robustness of our findings, we test if the results change

if we use different measures of pornographic content. In Appendix E, `piedomains` and a Google service, Virustotal, to measure the kind of content accessed by people. `piedomains` uses open-source domain classification lists to train a neural network that learns the relationship between the kind of content hosted by a domain and the text on the homepage and homepage screenshots of websites (Chintalapati and Sood, 2022). VirusTotal collates domain classification data from different private services. Based on their coverage of our domain data, we use the top three services: Forcepoint Threat-Seeker, Bitdefender, and alphaMountain.[2]

Results

Most Visits Are to a Few Websites

In line with previous research (Hindman, 2009; Dewan et al., 2004), we find a considerable skew in online media consumption (see Figure A1 and Figure A2 in Appendix A). As Figure A1 shows, the big tech and social media companies occupy most of the top 25 most frequently visited websites. Each of the top 5 non-pornographic sites was visited more than 200,000 times by our panelists. In comparison, the 99th percentile non-pornographic site was visited only 1,652 times by our panelists during the observation period.

There is a similar concentration of visits in adult content, with a few adult sites attracting a bulk of the total traffic. Figure A2 reports the top 25 pornography sites. The top three pornography sites (`xvideos.com`, `pornhub.com`, and `xnxx.com`) are each visited more than 6,500 times by the people in our sample during the one-month period. The most visited site, `xvideos.com`, clocked 311 hours in total. (Given 361 consumers of online pornography, this translates into an average of 52 minutes of consumption of `xvideos.com` per participant.) Newer platforms such as `onlyfans.com` are also among the most visited pornography sites. Nine sites are above the 99th percentile in pornography visits (2,224 visits). The average time spent on the ten most frequented pornography

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[2]Forcepoint ThreatSeeker, Bitdefender, and alphaMountain, respectively, cover 47,950, 43,391, and 36,063 of the roughly 64,000 unique domains the panelists visited over the month.

sites is 12 times the average time on all other pornography sites (approximately 109 min-utes vs. 9 minutes, Figure A3). Our finding is consistent with other analyses of traffic to pornographic sites Morichetta et al. (2019).

In all, in line with other studies on online media consumption (Dewan et al., 2004; Hindman, 2009; Morichetta et al., 2019), we find that a few sites attract most of the traffic online.

Consumption of Pornography Online

(a) Online pornography   **(b)** Other online content
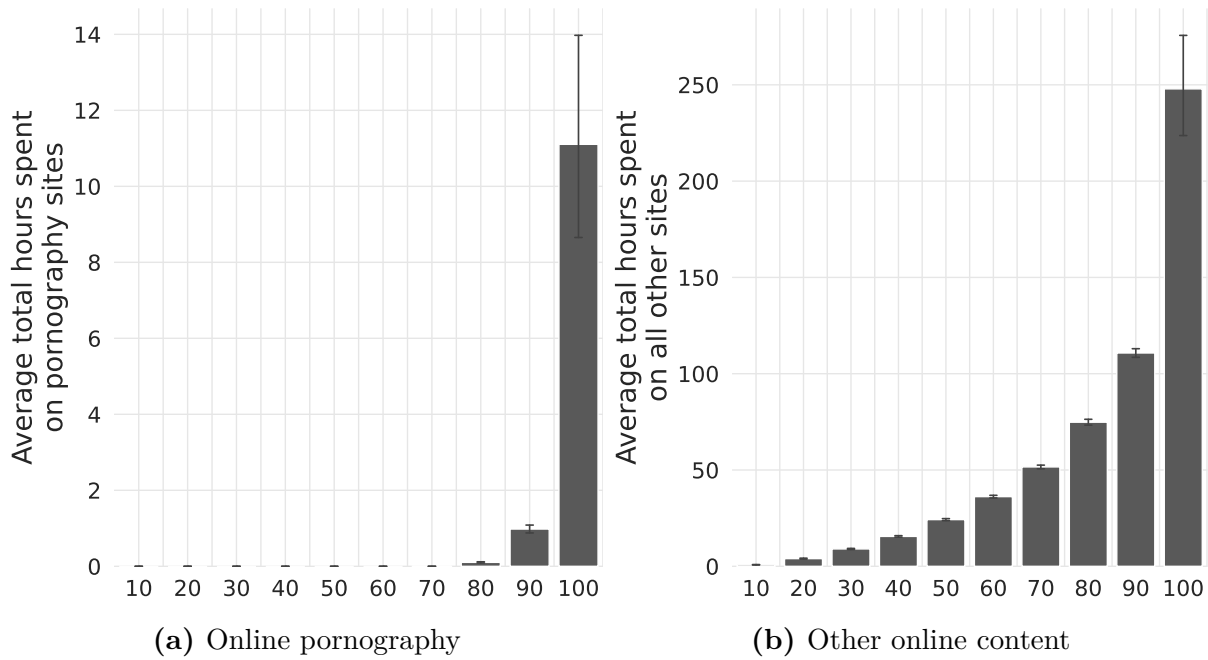
Figure 1. Hours Spent on Online Pornography and All Other Online Content

Notes: Each panel shows the average number of hours spent consuming the respective kind of content during the observation period per decile. Individuals (n = 1135) are split into deciles, with each bin containing approximately the same number of individuals. Capped vertical bars are bootstrapped 95% confidence intervals (n = 10,000).

Figure 1 plots hours spent on pornography sites and all other online content for the entire sample. Consumption of online pornography pales in comparison to all other online content. Only 31.8 percent of the respondents consumed any pornography online during the observation period (see column 3 of Table C4). Of the 31.8 percent of the

respondents who consumed any pornography during the month, the median consumer consumed less than an hour of pornography (approximately 42 minutes), while the 80th percentile consumer consumed nearly 4.5 hours and the 95th percentile almost 20 hours or about 40 minutes per day (see Table A2). A similar picture arises when it comes to the percentage of time spent online consuming pornography–the 50th percentile consumer spent about 3.1 percent of their time on online pornography. For the 80th percentile, this is about 14 percent, and for the 95th percentile, this is about 58.5 percent (see Table A3).

To help contextualize the above figures, we present statistics on time spent consuming content from the top ten non-adult categories by traffic in Table A1. For each of these ten categories, we summarize statistics on hours spent in total. The median individual consumes less than 0.7 hours in seven of these categories. The three categories in which the median individual consumes more than 0.7 hours are: Business, Search Engines and Portals, and Shopping. At the 95th percentile, only three of the top ten non-adult categories have more than 20 hours spent: Chat and Instant Messaging, Business/Social Networking, and Entertainment/Streaming Media.

Substitution?

Are people substituting pornography for other kinds of leisure content? To shed light on that, we examine the relationship between the time spent on online pornography and time spent on other leisure-related online sites. We fit a locally weighted linear regression after removing extreme values (90th percentile) (for visualization, or else the graph is dominated by the tail on which we have the least data) in online consumption. We see no evidence of substitution.

Partisan Differences

As Table C4 shows, 31.5% of Democrats consumed at least some pornography over the month vs. 29.4% of Republicans. The 2% difference is not statistically significant (p = .57). Of the partisans who consumed any pornographic content online, Table C1 presents
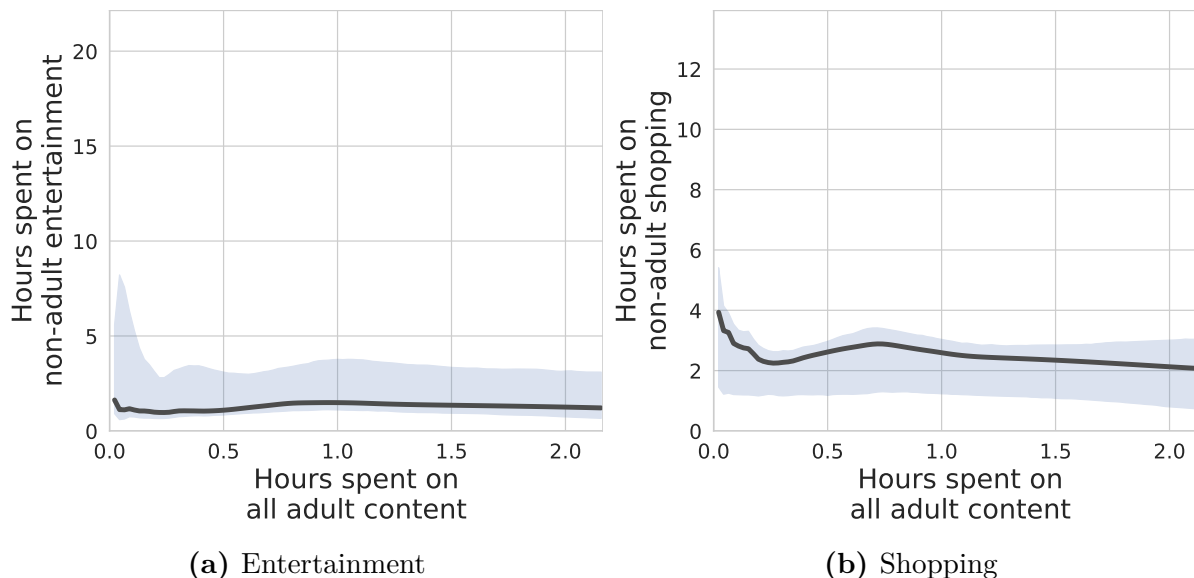
(a) Entertainment   **(b)** Shopping

Figure 2. Time Spent on Online Pornography vs. Non-adult Leisure

Notes: Lowess between time spent on online pornography and time spent on other non-adult leisure ("entertainment" and "shopping") with a bandwidth of .3. Observations above the 90th percentile for adult content consumption are omitted to prevent the graph from being dominated by these outliers. (Given we plot a lowess, such truncation doesn't change the relationship we show.) Non-adult entertainment sites are those with YouGov categories containing "entertainment" (e.g., "Entertainment, Streaming Media", "Education, Entertainment, Streaming Media", "Business, Entertainment", etc.)—top five such sites are `youtube.com`, `hideout.co`, `hulu.com`, `netflix.com`, and `yahoo.com`. Non-adult shopping sites are those with YouGov categories containing shopping, e.g., "Business,Shopping," "Messageboards and Forums, Shopping", etc.—the top five such sites are `amazon.com`, `ebay.com`, `walmart.com`, `etsy.com`, `capitaloneshopping.com`, and `craigslist.org`. The 95% confidence intervals shaded in blue are bootstrapped (n = 1000). Swapping the horizontal axis for adult content excluding adult-related entertainment and shopping sites looks similar (see Figure B1 in Appendix B).

the distribution of time spent on pornographic sites by partisan leanings. Republicans spent more time consuming online pornography than Democrats. The median Republican consumer of pornography consumed 1.4 hours of pornography, while the median Democratic consumer of pornography consumed 0.5 hours. A two-sample Kolmogorov-Smirnov test for differences in distribution rejects the null hypothesis (p = .005) (Table C1). In Table C2, we observe similar patterns for time spent on pornography sites as for percentage of total time spent on the web. The median Republican consumer of
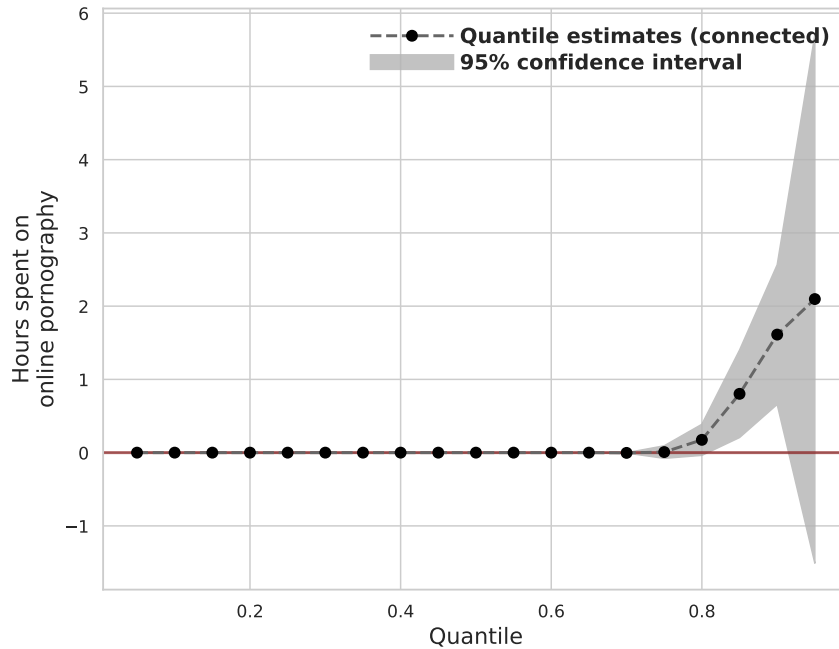
Figure 3. Distribution of Partisan Differences in Hours Spent on Pornography

Notes: The dependent variable is the number of hours 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure 5 for the same plot controlling for individual characteristics. Table C5 tabulates the estimates.

pornography consumes 4 percent of their online time on pornography, while the median Democratic consumer of pornography consumes 1.3 percent.[3]

 Given the skew in the data, we quantify differences in online pornography consumption by party using quantile regression. (Table C3 presents non-parametric tests for differences in medians in pornography consumption; the median differences on time spent, share of time spent, etc., are all 0.) Our primary dependent variables of interest are the total time spent on pornographic sites and the proportion of time spent on pornographic sites. We regress the total time (share of time) spent on pornographic sites

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[3]With the missing at-random assumption, the Republican consumer of pornography spends 4.2 percent of their online time on pornography, while the median Democratic consumer of pornography spends 1.5 percent (Table D2).
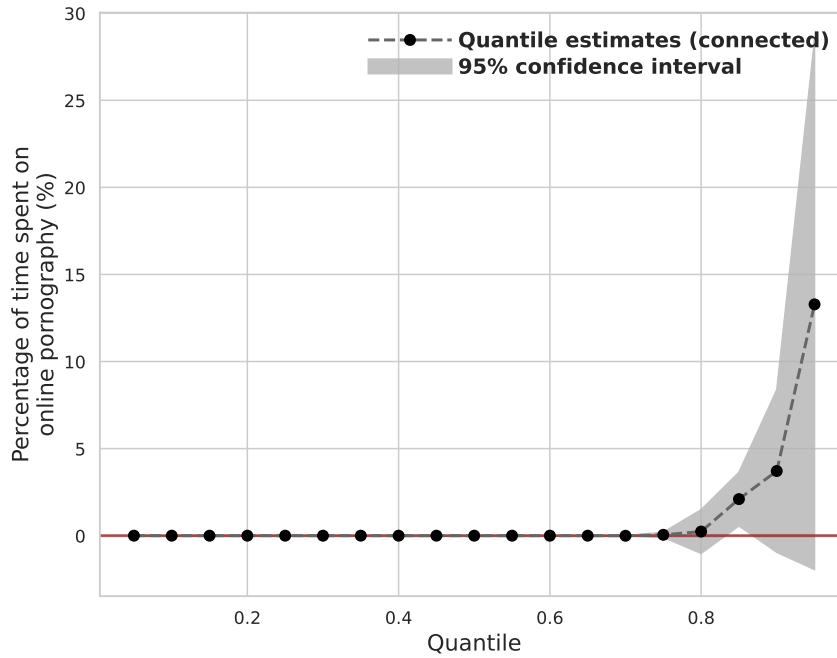
Figure 4. Distribution of Partisan Differences in the Percentage of Time Spent on Pornography

Notes: The dependent variable is the percentage of time 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure 6 for the same plot controlling for individual characteristics. Table C6 tabulates the estimates.

on an indicator for Republicans.

As Figure 3 shows, the 80th percentile of the difference is close to 0, but from thereon, there is a diverging trend with the 95th percentile difference nearly 1.6 hrs. (Table C5 reports estimates for each quantile.).[4]

Looking at the share of time spent on pornographic sites reveals a similar pattern to the one we saw for total time spent (see Figure 4). The 80th percentile of the partisan

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[4]Appendix G describes the distribution of consumption of pornography online by independents. The median independent consumes more pornography than partisans (1.3 hours vs. 0.7 hours in Table G1 and 3.4% vs 2.1% in Table G2).

difference is nearly 0, and after that, the differences rise sharply with differences of more than 2 hours at the 100th percentile (albeit the number is very imprecisely estimated).

Differences in the percentage of partisans who consume any pornographic content reveal little difference as well. Nearly 31% percent of Democrats and 30% percent of Republicans consumed at least some pornography online in June 2022; the difference between the two is not statistically significant (Figure F1).

In addition to individual-level demographics, we also have precise timestamps for each visit. We use these timestamps to evaluate the extent to which differences in the timing of consumption differ by partisanship. Overall, we find some evidence that Republicans consume more pornography in the morning than Democrats (see Appendix H).

Accounting for Confounders

Partisans differ on other characteristics than the party (see Table C4). For instance, Democrats are younger (Table C4). How do differences in age and other such demographic differences between the parties "explain" the results? To find out, we control for the following immutable characteristics that predict pornography consumption: age (Wright et al., 2013; Woodrum, 1992), ethnicity (Wright et al., 2013), gender (Woodrum, 1992), and education level (Woodrum, 1992). As Figure 5 and Figure 6 show, once we adjust for confounders, the partisan differences melt away.

Robustness

Appendix D replicates key findings by dropping domains with missing YouGov domain categories. We also replicate our analyses using four alternative classifications of domains and obtain similar results (see Appendix E). In Appendix F, we analyze the impact on the total number of visits and the percentage of visits instead of time. The upshot is that the key conclusions are unaffected (see Table F1 and Table F2).
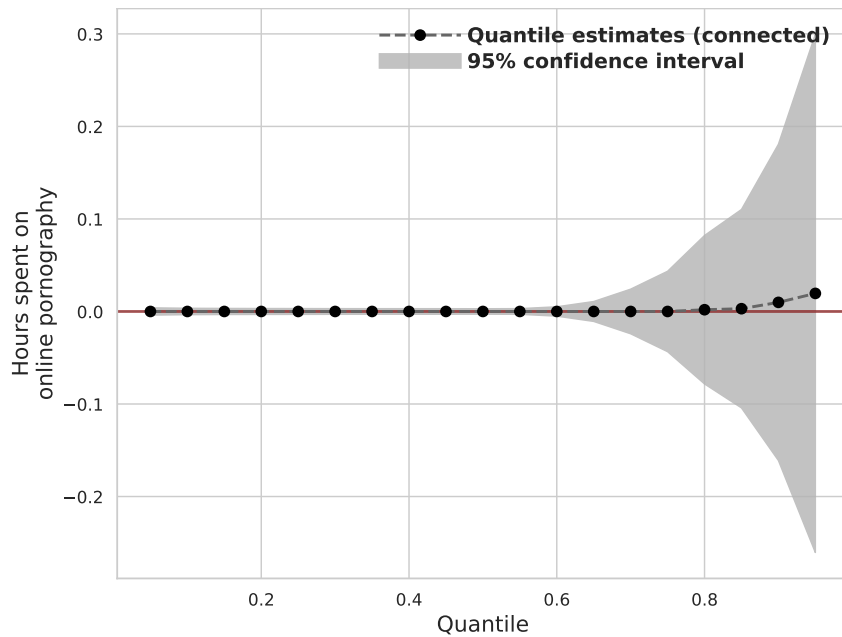
Figure 5. Distribution of Partisan Differences in Hours Spent on Pornography (with covariates)

Notes: The dependent variable is the number of hours 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 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 3 for the same plot without covariates. Table C5 tabulates the estimates.

Discussion

The consumption of pornography has been attributed to a variety of ills. It is also considered problematic from a religious perspective. For instance, Christian theologians believe that consumption of pornography leads people away from purity and hence should be avoided.[5] The Internet has dramatically increased access to pornography. This has led to the concern that pornography consumption has become a "public health crisis". Our

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

Figure 6. Distribution of Partisan Differences in the Percentage of Time Spent on Pornography (with covariates)

Notes: The dependent variable is the percentage of time 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 4 for the same plot without covariates. Table C6 tabulates the estimates.

data suggest that pornography consumption online is highly concentrated, with very few people consuming a lot of pornography and most people consuming very little or none.

The paper's primary contribution concerns partisan differences in online pornography consumption. Both 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. We tested this presentiment using individual-level browsing data. The data suggest that partisan differences are likely small.

The key strengths of our unique dataset include having micro-level records of online browsing activities, allowing us to track timestamped visits to online pornography. Moreover, our dataset also allows us to adjust for partisan differences in fundamental baseline demographics.[6] [7]

Our research has two major limitations. The first concern with our data is that we may not have all the Internet visitation data of a user. 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 consumption of online pornography. If this bias varies by party, our estimates of partisan differences will also be biased.

The second concern is that our measures are a point in time. We have data from one month in one year—June 2022. It is possible that people consume less pornography online and instead spend time outside in June when the weather in many parts of the US is more pleasant than in the preceding or following months.

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[6]Other studies on the topic lack this combination of ground-truth individual-level consumption of online pornography and individual-level demographics (e.g., Peek et al. (1982); Woodrum (1992); Markey and Markey (2011); Perry and Whitehead (2020); Ybarra and Mitchell (2005); Perry and Schleifer (2018); Price et al. (2016); Morichetta et al. (2019); Wright (2013)).

[7]A more subtle strength of our study is that it was conducted around 2022, by which time differences in online content consumption—including pornography content— are unlikely to be driven by variations in regional broadband penetration, a point Edelman (2009) worries about.

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Supplementary Information

Table of Contents

A. Descriptive Analyses

Website Visits Are Highly Skewed

Figure A1. Top 25 Non-Pornographic Sites

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: The table shows the top 25 non-pornographic sites visited by respondents in the sample period. The *Hours* column is the total number of hours spent by all the respondents in the sample period. The *Visits* column is the total number of visits by all the respondents in the sample period. Sites to the right of the vertical dashed are the top 1 percent of non-pornographic sites in visits.

Figure A2. Top 25 Pornography 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: The table shows the top 25 pornographic sites visited by respondents in the sample period. Pornography sites are categorized by YouGov (see the Data and Methods section). The *Hours* column is the total number of hours spent by all the respondents in the sample period. The *Visits* column is the total number of visits by all the respondents in the sample period. Sites to the right of the vertical dashed are the top 1 percent of pornographic sites in visits.
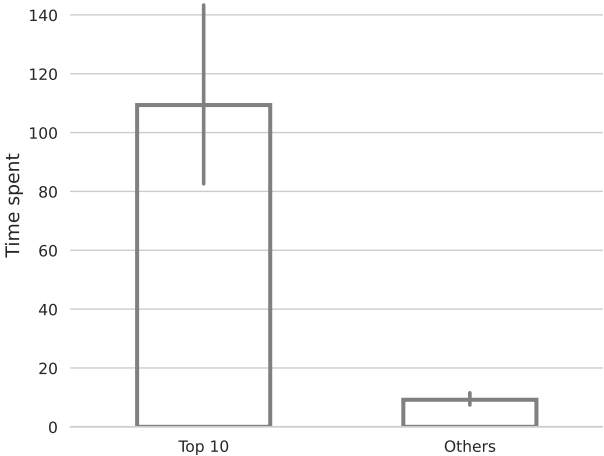
Figure A3. Top 10 Pornographic Sites vs. Other Pornographic Sites

Notes: The average number of minutes spent on the top 10 pornographic sites vs. all other pornographic sites. The top 10 pornographic sites are determined by the total amount of time spent on each site by all the respondents during the sample period. Data is at the individual-domain level (n = 2.4k). Vertical bars are 95% confidence intervals from bootstrapped standard errors (n = 1,000).

Table A1: Time Spent by the Type of Content

YouGov category	Traffic (1)	% (2)	Cumulative Traffic (3)	% (4)	Examples of websites (5)	Mean (6)	S.D. (7)	Min (8)	p25 (9)	p50 (10)	p75 (11)	p90 (12)	p95 (13)	Max (14)
	Panel A. Top sites based on traffic					**Panel B.** Summary statistics for hours spent on sites								
Business	720,930	13.0	720,930	13.0	(decipherinc.com, samplicio.us, privatelink.de)	4.6	9.9	0.0	0.4	1.6	4.8	11.3	18.6	140.5
Search Engines and Portals	670,710	12.1	1,391,640	25.0	(google.com, google.co.uk, yahoo.com)	4.0	8.7	0.0	0.2	1.3	4.5	10.0	15.2	139.9
Chat and Instant Messaging	613,394	11.0	2,005,034	36.0	(google.com, yahoo.com, live.com)	5.9	21.3	0.0	0.0	0.2	5.3	16.4	25.1	492.3
Business, Social Networking	443,281	8.0	2,448,315	44.0	(facebook.com, facebook.co, soocial.com)	5.0	16.6	0.0	0.0	0.2	2.5	11.4	23.2	245.5
Shopping	328,300	5.9	2,776,615	49.9	(amazon.com, ebay.com, walmart.com)	3.2	7.0	0.0	0.1	0.8	3.2	8.2	14.4	79.0
Business, Information Technology	284,428	5.1	3,061,043	55.0	(clarity.ms, sentry.io, inboxdollars.com)	1.7	4.7	0.0	0.1	0.4	1.6	3.9	6.4	87.8
Entertainment, Streaming Media	261,165	4.7	3,322,208	59.7	(youtube.com, hulu.com, netflix.com)	5.5	28.7	0.0	0.0	0.1	1.4	9.6	20.5	617.5
News and Media, Search Engines and Portals	231,157	4.2	3,553,365	63.9	(bing.com, att.net)	1.3	4.3	0.0	0.0	0.0	0.2	3.9	6.9	61.8
Business, Education	181,106	3.3	3,734,471	67.1	(yougov.com, google.com, prolific.co)	1.7	4.7	0.0	0.1	0.6	1.7	3.5	6.3	104.5
Business, Shopping	135,431	2.4	3,869,902	69.6	(amazon.com, rakuten.com, instacart.com)	1.2	3.0	0.0	0.0	0.3	1.1	3.0	5.1	32.2

The table enumerates the top ten categories (YouGov) based on the amount of traffic to the corresponding sites from individuals in the sample. Panel A is constructed using the browsing level data (n = 6.3m web browsing records.) Panel B presents summary statistics at the individual-category level.

Skew in Consumption of Pornographic Content

Table A2: Distribution of Consumption of Pornography Online Among People Who Consumed Any Pornography

Percentile	Hours
0.00	0.0
0.10	0.0
0.20	0.1
0.30	0.2
0.40	0.4
0.50	0.7
0.60	1.5
0.70	2.4
0.80	4.5
0.90	10.1
0.95	20.0

Notes: The table shows key percentiles (each of the ten deciles plus quantiles at the right tail) and their corresponding values for the number of hours spent by individuals who consumed pornography in the sample period. See Table A3 for the distribution in terms of percentage of time.

Table A3: Percentage of Time Spent on Pornographic Sites Among People Who Consumed Any Pornography

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

Notes: The table shows key percentiles (each of the ten deciles plus quantiles at the right tail) and their corresponding values for the percentage of time on pornography sites spent by individuals who consumed pornography in the sample period. The base number is the individual's own total time spent on the web. See Table A2 for the distribution of total time spent on pornographic websites.

B. Online Pornography vs. Leisure

(a) Entertainment   (b) Shopping
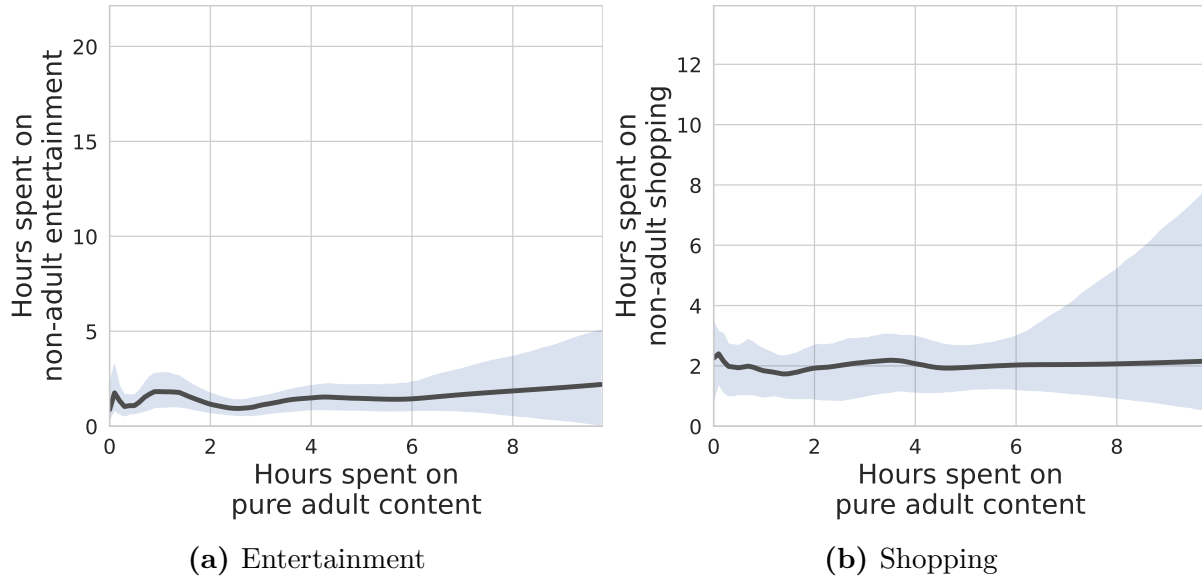
Figure B1. Time Spent on Online Pure Pornography vs. Non-adult Leisure

Notes: Lowess for time spent on online pornography (as defined in Measuring Pornographic Content) vs. time spent on other non-adult leisure ("entertainment" and "shopping") with a bandwidth of .3. Observations above the 90th percentile are omitted. Non-adult entertainment sites are those with YouGov categories containing "entertainment," e.g., "Entertainment, Streaming Media", "Education, Entertainment, Streaming Media", "Business, Entertainment", etc.—top five such sites are `youtube.com`, `hideout.co`, `hulu.com`, `netflix.com`, and `yahoo.com`. Non-adult shopping sites are those with YouGov categories containing "shopping," e.g., "Shopping", "Business, Shopping", "Messageboards and Forums, Shopping", etc.—top five of such sites are `amazon.com`, `ebay.com`, `walmart.com`, `etsy.com`, `capitaloneshopping.com`, and `craigslist.org`. Top five pure adult sites are: `xvideos.com`, `pornhub.com`, `xnxx.com`, `rule34.xxx`, and `xhamster.com` (see Figure A2). The 95% confidence intervals shaded in blue are bootstrapped (n = 1000). Swapping the horizontal axis for any adult content looks similar in Figure 2.

C. Partisan Differences

Table C1: Distribution of Consumption of Pornography Online by Party Among People Who Consumed Any Pornography

	Hours	
Percentile	**Republicans**	**Democrats**
0.00	0.0	0.0
0.10	0.1	0.0
0.20	0.2	0.1
0.30	0.3	0.1
0.40	0.7	0.2
0.50	1.4	0.5
0.60	2.2	0.7
0.70	3.0	1.5
0.80	5.5	2.7
0.90	11.2	7.0
0.95	25.4	13.8

Notes: The 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. See Table C2 for the distribution in terms of percentage of time. A two-sample Kolmogorov–Smirnov test returns a p-value of 0.005, rejecting the null that the Republican and Democrat distributions are the same.

Table C2: Percentage of Time Spent on Pornographic Sites by Party Among People Who Consumed Any Pornography

	% 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

Notes: The table shows splits by party and by key percentiles (each of the ten deciles plus quantiles at the right tail) for the percentage of time spent on pornography by individuals who consumed pornography in the sample period. The base number is the individual's own total time spent on the web. See Table C1 for the distribution in terms of percentage of time. A two-sample Kolmogorov–Smirnov test returns a p-value of 0.025, rejecting the null that the Republican and Democrat distributions are the same at the 5% level.

Table C3: Median Differences in Pornography Consumption

	(1)	(2)	(3)	(4)	(5)
		Measures of pornography consumption			
	NA	Total	Democrats	Republicans	P-val
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
% 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
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
% 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

Notes: The 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) indicates the count of missing variables, if any. Columns (2)–(4) show the medians, the first quartiles, and the third quartiles for the full sample, Democrats, and Republicans. 1st and 3rd quartiles in brackets. Column (5) reports p-values for the difference between Democrats and Republicans. See Panel A of Table C4 for mean differences.

Accounting for Confounders

Table C4: Differences in Pornography Consumption and Individual Characteristics by Party

	(1) Subgroups	(2) NA	(3) Total	(4) Democrat	(5) Republican	(6) P-val	(7) SMD
			Panel A. Measures of pornography consumption				
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
	(1) Subgroups	(2) NA	(3) Total	(4) Democrat	(5) Republican	(6) P-val	(7) SMD
			Panel B. Individual characteristics				
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: The 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) indicate subgroups. Column (2) indicates the count of missing variables. Columns (3)–(5) show the mean (standard deviation) for the overall sample, Democrats, and Republicans, respectively. Column (6) and column (7) report the p-values and Standardized Median Differences (SMD) for Democrats vs Republicans. See Table C3 for median differences in pornography consumption.

Table C5: Distribution of Partisan Differences in Hours Spent on Pornography

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
									Quantile regressions										
	OLS	p5	p10	p15	p20	p25	p30	p35	p40	p45	p50	p55	p60	p65	p70	p75	p80	p85	p90	p95
Panel A. Unconditional quantile estimates																				
Republican	0.28	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00^a	0.01	0.17	0.80^a	1.61^a	2.10
	(0.35)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.04)	(0.11)	(0.30)	(0.49)	(1.84)
Constant	0.98^a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00^a	0.05^c	0.16^b	0.49^b	1.01^a	4.52^a
	(0.25)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.03)	(0.07)	(0.19)	(0.31)	(1.17)
Panel B. Adjusted quantile estimates																				
Republican	0.17	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.02
	(0.29)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.02)	(0.04)	(0.05)	(0.09)	(0.14)
Female	−1.56^a	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.01^a	−0.06^a	−0.17^a	−0.36^a	−0.73^a	−1.53^a	−2.32^a	−4.26^a	−9.40^a
	(0.37)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.01)	(0.02)	(0.04)	(0.05)	(0.08)	(0.14)
Educ (HS)	0.85^b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.02	0.12
	(0.33)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.09)	(0.13)	(0.22)	(0.40)
Educ (some coll.)	1.58^b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.05	0.29^b	0.47^b	4.61^a
	(0.64)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.10)	(0.14)	(0.22)	(0.41)
Educ (coll. grad.)	0.42^b	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
	(0.20)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.09)	(0.13)	(0.21)	(0.39)
Age	0.08	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.01	−0.02^b	−0.03^b	−0.01
	(0.05)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.01)	(0.02)
Age^2	−0.00^c	0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00^c	0.00^c	0.00
	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Race (Black)	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	4.31^a
	(0.76)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.03)	(0.06)	(0.09)	(0.14)	(0.24)
Race (Hispanic)	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.00	−0.00	−0.00	0.00	0.05	0.04	0.01	0.58^a
	(0.74)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.03)	(0.06)	(0.07)	(0.12)	(0.21)
Race (Asian)	−0.40	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	−0.00	−0.02	−0.03	−0.09
	(0.51)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.10)	(0.13)	(0.25)	(0.48)
Race (Other)	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03^b	0.18^a	0.63^a	0.26^a	0.03	0.84^a	1.39^a
	(0.48)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.10)	(0.13)	(0.22)	(0.38)
Region (MW)	1.26^b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01^c	0.06^a	0.17^a	0.18^a	0.63^a	0.32	0.00	0.01	0.45
	(0.60)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.03)	(0.07)	(0.13)	(0.27)	(0.31)	(0.60)	(1.43)
Region (South)	1.00^c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01^c	0.06^a	0.17^a	0.18^a	0.63^a	0.33	0.00	0.01	0.10
	(0.58)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.03)	(0.07)	(0.13)	(0.27)	(0.31)	(0.60)	(1.43)
Region (West)	1.43^b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01^c	0.06^a	0.17^a	0.18^a	0.63^a	0.36	0.01	0.42	0.13
	(0.58)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.03)	(0.07)	(0.13)	(0.27)	(0.31)	(0.60)	(1.43)
Constant	−1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18^b	0.10	1.43^a	2.99^a	5.32^a	9.64^a
	(1.25)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.04)	(0.08)	(0.15)	(0.30)	(0.36)	(0.66)	(1.51)

The outcome variable is the number of hours spent on online pornography sites. Panel A corresponds to Figure 3. Panel B corresponds to Figure 5. Column (1) reports Ordinary Least Squares (OLS) estimates. For the adjusted estimates, see Figure 5 for notes on the included covariates. The relevant base/reference categories in Panel B are: Democrats, male, Educ (no HS), Race (White), Region (NE). Sample size: N = 834. Significance levels: ^{c} 0.1 ^{b} 0.05 ^{a} 0.01.

Table C6: Distribution of Partisan Differences in the Percentage of Time Spent on Pornography

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
											Quantile regressions									
	OLS	p5	p10	p15	p20	p25	p30	p35	p40	p45	p50	p55	p60	p65	p70	p75	p80	p85	p90	p95
Panel A. Unconditional quantile estimates																				
Republican	0.54	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00[a]	0.05	0.24	2.10[a]	3.71	13.28[c]
	(0.77)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.08)	(0.64)	(0.79)	(2.38)	(7.76)
Constant	2.92[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00[a]	0.06	0.65	1.46[a]	4.81[a]	16.30[a]
	(0.48)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.05)	(0.40)	(0.50)	(1.50)	(4.87)
Panel B. Adjusted quantile estimates																				
Republican	0.45	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.01	0.01	0.02	0.53
	(0.76)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.07)	(0.13)	(0.20)	(0.41)	(0.48)
Female	−4.39[a]	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.02[a]	−0.10[a]	−0.41[a]	−0.98[a]	−2.26[a]	−4.66[a]	−7.30[a]	−15.17[a]	−27.53[a]
	(0.78)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.06)	(0.12)	(0.18)	(0.38)	(0.45)
Educ (HS)	3.50[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.05	0.06	2.20[b]
	(0.94)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.07)	(0.16)	(0.32)	(0.46)	(1.00)	(1.02)
Educ (some coll.)	3.97[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.63[c]	1.36[a]	4.51[a]	7.93[a]
	(1.07)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.07)	(0.17)	(0.32)	(0.47)	(1.02)	(1.06)
Educ (coll. grad.)	1.23[b]	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	−0.00	−0.42
	(0.56)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.07)	(0.16)	(0.31)	(0.44)	(0.99)	(1.04)
Age	0.16	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.02	−0.04	−0.03	0.06
	(0.11)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.03)	(0.06)	(0.08)
Age^2	−0.00[c]	0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.00
	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Race (Black)	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	1.05[a]	3.38[a]	14.32[a]
	(1.64)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.05)	(0.11)	(0.20)	(0.31)	(0.66)	(0.74)
Race (Hispanic)	1.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.00	−0.00	−0.00	0.00	0.58[a]	1.36[a]	6.51[a]	12.18[a]
	(1.33)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.04)	(0.10)	(0.18)	(0.28)	(0.55)	(0.67)
Race (Asian)	−1.99[b]	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.01	−0.01	−0.03	−0.03	−0.99
	(0.92)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.04)	(0.08)	(0.17)	(0.32)	(0.53)	(1.09)	(1.22)
Race (Other)	−0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25[a]	0.08	0.53[a]	0.02	−0.04	−0.01	−0.91
	(1.04)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.03)	(0.08)	(0.17)	(0.31)	(0.47)	(1.01)	(1.53)
Region (MW)	2.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02[c]	0.10[a]	0.41[a]	0.08	0.55	0.19	0.02	0.04	0.82
	(1.59)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.08)	(0.18)	(0.42)	(0.68)	(1.15)	(2.80)	(4.34)
Region (South)	3.01[c]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02[c]	0.10[a]	0.41[a]	0.08	0.55	0.20	0.04	0.06	0.28
	(1.55)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.08)	(0.18)	(0.42)	(0.67)	(1.14)	(2.78)	(4.34)
Region (West)	3.34[b]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02[c]	0.10[a]	0.41[a]	0.08	0.55	0.21	0.05	0.05	2.05
	(1.59)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.08)	(0.18)	(0.42)	(0.67)	(1.15)	(2.78)	(4.34)
Constant	−2.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90[a]	1.79[a]	5.09[a]	8.72[a]	16.09[a]	27.73[a]
	(2.90)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.03)	(0.09)	(0.21)	(0.49)	(0.81)	(1.32)	(3.11)	(4.55)

The outcome variable is the percentage of time spent on online pornography sites. Panel A corresponds to Figure 4. Panel B corresponds to Figure 6. Column (1) reports Ordinary Least Squares (OLS) estimates. For the adjusted estimates, see Figure 6 for notes on the included covariates. The relevant base/reference categories in Panel B are: Democrats, male, Educ (no HS), Race (White), Region (NE). Sample size: N = 834. Significance levels: [c] 0.1 [b] 0.05 [a] 0.01.

D. Missing at Random

(a) Online pornography

(b) Other online content
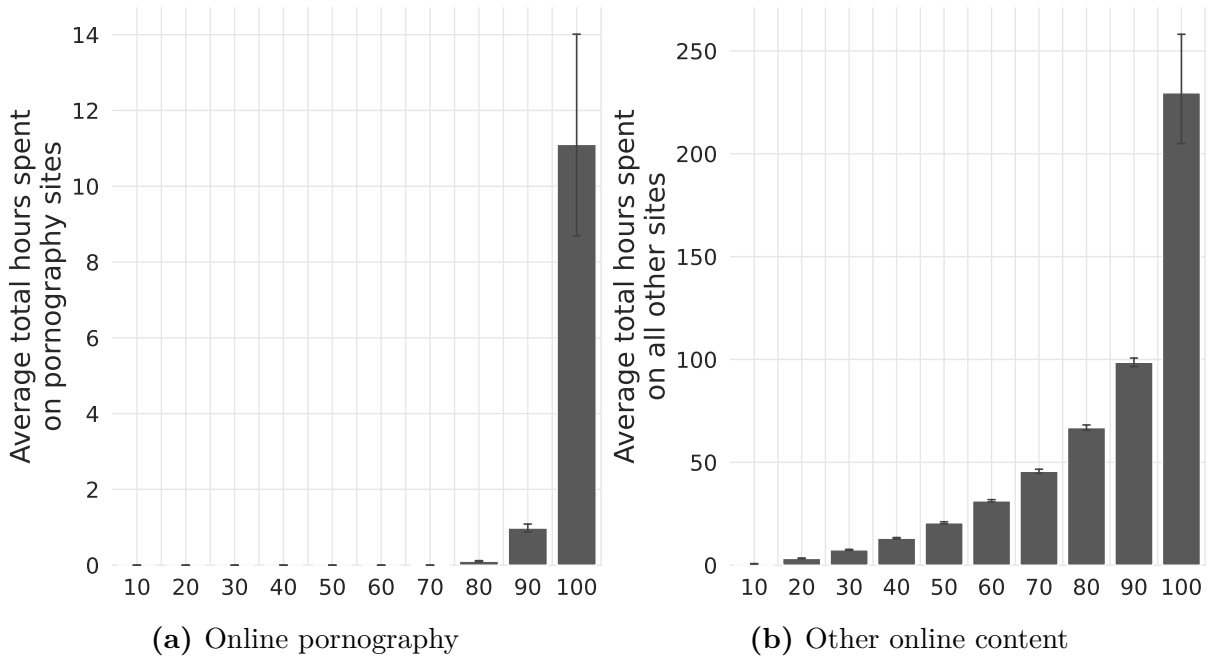
Figure D1. Hours Spent on Online Pornography and All Other Online Content

Notes: Each panel shows the average hours per decile for the sample period. Individuals (n = 1135) are split into deciles, with each bin containing approximately the same number of individuals. The height of the bars indicates the mean of each bin. Capped vertical bars are bootstrapped 95% confidence intervals (n = 10,000). Figure 1 in main body.
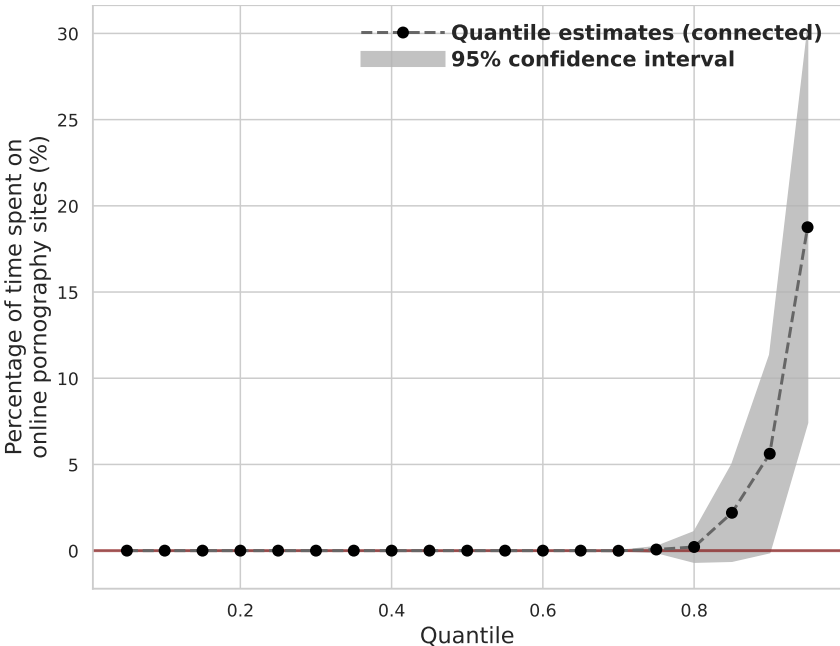
Figure D2. Distribution of Partisan Differences in the Percentage of Time Spent on Pornography

Notes: The dependent variable is the percentage of time a person 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. 95% confidence intervals constructed from standard errors. See Figure D3 for the same plot controlling for individual characteristics. Figure 4 in main body.
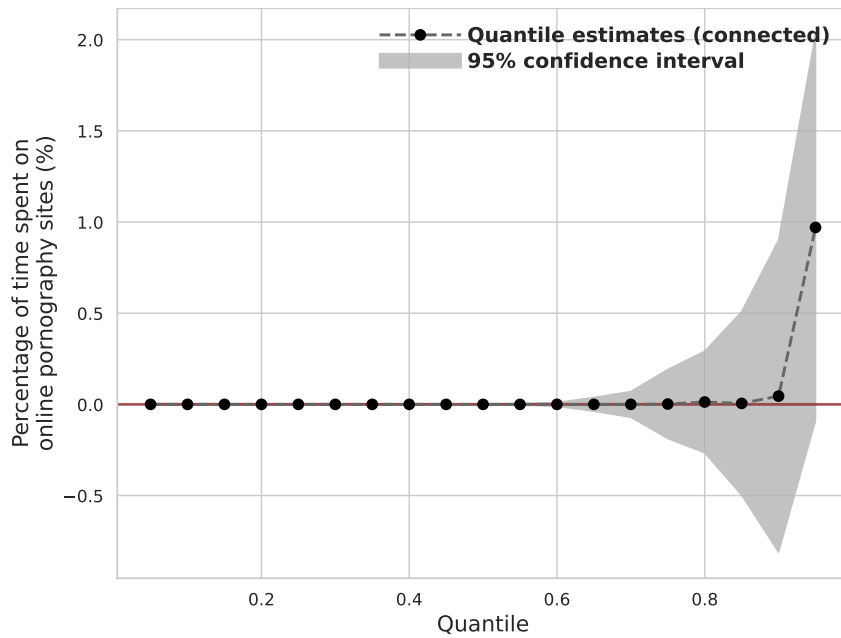
Figure D3. Distribution of Partisan Differences in the Percentage of Time Spent on Pornography (with covariates)

Notes: The dependent variable is the percentage of time a person 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. The covariates included 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 D2 for the same plot without covariates. Figure 6 in main body.

Table D1: Percentage of Time Spent on Pornographic Sites Among People Who Consumed Any Pornography

Percentile	% time
0.00	0.0
0.10	0.0
0.20	0.2
0.30	0.8
0.40	1.5
0.50	3.5
0.60	5.8
0.70	9.9
0.80	17.1
0.90	39.8
0.95	61.2

Notes: The table shows key percentiles (each of the ten deciles plus quantiles at the right tail) and their corresponding values for the percentage of time on pornography sites spent by individuals who consumed pornography in the sample period. The base number is the individual's own total time spent on the web. See Table A2 for the distribution of total time spent on pornographic websites. See also Table A3.

Table D2: Percentage of Time Spent on Pornographic Sites by Party Among People Who Consumed Any Pornography

	% time	
Percentile	**Republicans**	**Democrats**
0.00	0.0	0.0
0.10	0.1	0.0
0.20	0.5	0.1
0.30	1.1	0.3
0.40	2.5	1.0
0.50	4.2	1.5
0.60	7.8	3.8
0.70	14.6	6.6
0.80	25.1	13.4
0.90	39.6	39.3
0.95	52.8	57.3

Notes: The table shows splits by party and by key percentiles (each of the ten deciles plus quantiles at the right tail) for the percentage of time spent on pornography by individuals who consumed pornography in the sample period. The base number is the individual's own total time spent on the web. See Table C1 for the distribution in terms of percentage of time. See also Table C2.

E. Alternate Classifications of Pornography Sites

Piedomains

Figure E1. Top 25 Pornography Sites (Piedomains)

Site	Category (piedomains)	Hours	Visits
xvideos.com	Pornography	314	9,372
pornhub.com	Pornography	184	7,814
fetlife.com	Pornography	11	3,764
xhamster.com	Pornography	108	3,604
chaturbate.com	Pornography	23	2,802
motherless.com	Pornography	29	2,507
donmai.us	Pornography	6	1,685
hentaifox.com	Pornography	5	1,468
imagefap.com	Pornography	8	1,235
bootytape.com	Pornography	22	1,198
spankbang.com	Pornography	10	952
youporn.com	Pornography	32	926
porzo.com	Pornography	1	719
bangedup.com	Pornography	11	689
pornone.com	Pornography	9	678
pornpics.com	Pornography	2	667
surfgayvideo.com	Pornography	4	621
mangaowl.to	Pornography	19	531
redtube.com	Pornography	24	493
tnaflix.com	Pornography	3	454
clips4sale.com	Pornography	5	337
rawkuma.com	Pornography	4	315
youjizz.com	Pornography	8	314
javhdporn.net	Pornography	3	288
farmersdatingsite.com	Pornography	2	273

Notes: The table shows the top 25 pornographic sites that individuals visited in the sample period. All numbers are based on online visits during the one-month period. Pornography sites are categorized by Piedomains (Chintalapati and Sood, 2022). See Figure A2 for a comparison with our base classification. The *Hours* column is the total number of hours that individuals in the sample cumulatively spent on the site. The *Visits* column is the total number of visits by individuals in the sample to the site.

Figure E2. Distribution of Partisan Differences in Hours Spent on Pornography (`piedomains`)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure E3 for the same plot controlling for individual characteristics.
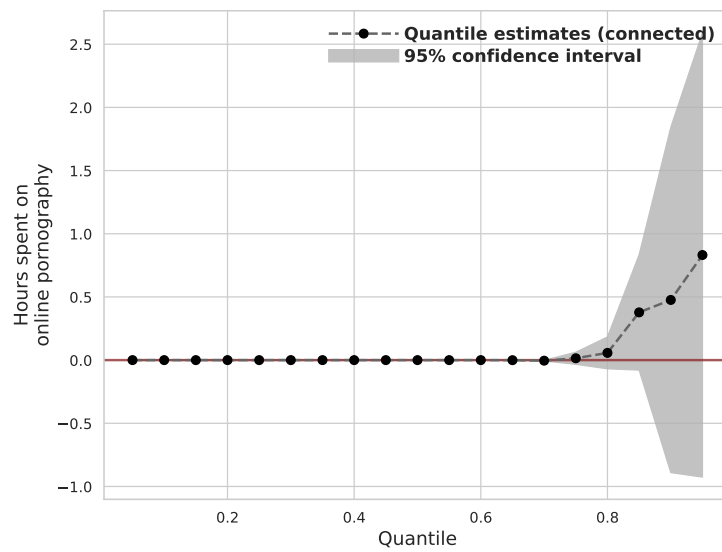
Figure E3. Distribution of Partisan Differences in Hours Spent on Pornography (with covariates, `piedomains`)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 E3 for the same plot without covariates.

Forcepoint ThreatSeeker

Figure E4. Top 25 Pornography Sites (Forcepoint ThreatSeeker)

Site	Category (Forcepoint)	Hours	Visits
xvideos.com	Sex	314	9,372
pornhub.com	Sex	184	7,814
xnxx.com	Sex	207	6,549
rule34.xxx	Sex	35	5,797
xhamster.com	Sex	108	3,604
chaturbate.com	Sex	23	2,802
myfreecams.com	Sex	24	2,565
motherless.com	Sex	29	2,507
literotica.com	Sex	47	2,312
donmai.us	Sex	6	1,685
hentaifox.com	Sex	5	1,468
f95zone.to	Sex	16	1,296
imagefap.com	Sex	8	1,235
bootytape.com	Sex	22	1,198
spankbang.com	Sex	10	952
stripchat.com	Sex	9	937
youporn.com	Sex	32	926
leakedbb.com	Sex	4	909
girlswithmuscle.com	Sex	11	884
livejasmin.com	Sex	4	881
nhentai.net	Sex	6	872
porzo.com	Sex	1	719
bangedup.com	Sex	11	689
pornpics.com	Sex	2	667
faphouse.com	Sex	3	653

Notes: The table shows the top 25 pornographic sites that individuals visited in the sample period. All numbers are based on online visits during the one-month period. Pornography sites are categorized by Forcepoint ThreatSeeker ("Sex"). See Figure A2 for a comparison with our base classification. The *Hours* column is the total number of hours individuals in the sample cumulatively spent on the site. The *Visits* column is the total number of visits by individuals in the sample to the site.
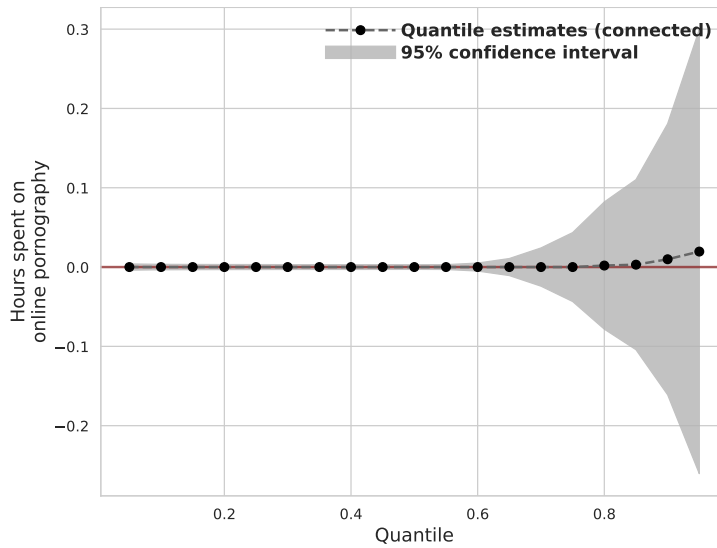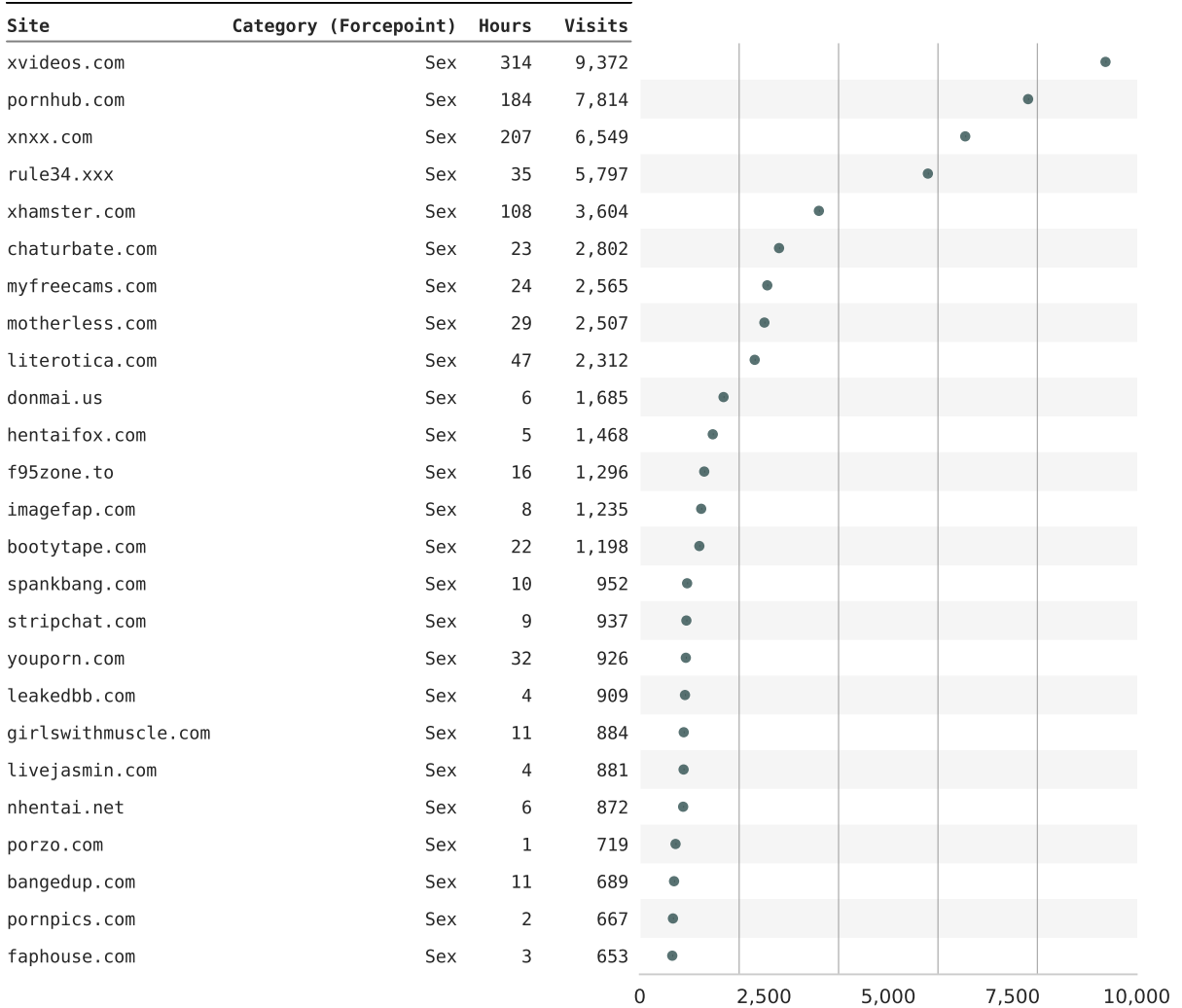
Figure E5. Distribution of Partisan Differences in Hours Spent on Pornography (Forcepoint ThreatSeeker)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure E6 for the same plot controlling for individual characteristics.
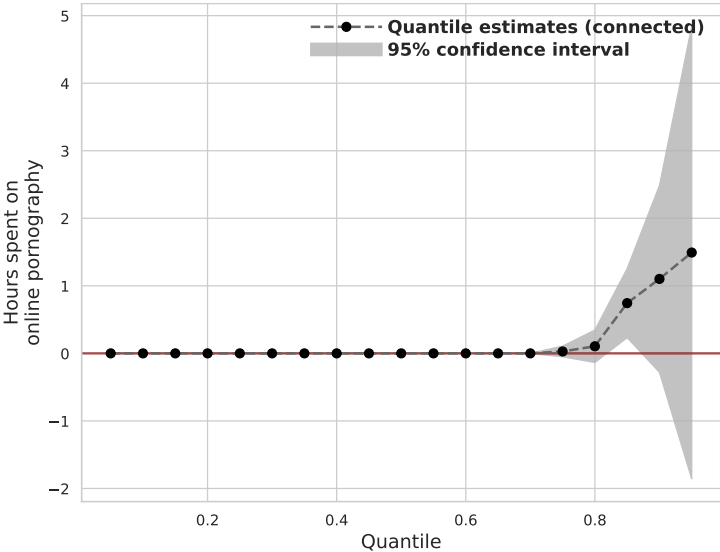
Figure E6. Distribution of Partisan Differences in Hours Spent on Pornography (with covariates, Forcepoint ThreatSeeker)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 E6 for the same plot without covariates.

Bitdefender

Figure E7. Top 25 Pornography Sites (Bitdefender)

Site	Category (Bitdefender)	Hours	Visits	
xvideos.com	Pornography	314	9,372	
pornhub.com	Pornography	184	7,814	
xnxx.com	Pornography	207	6,549	
onlyfans.com	Pornography	53	5,805	
rule34.xxx	Pornography	35	5,797	
xhamster.com	Pornography	108	3,604	
chaturbate.com	Pornography	23	2,802	
myfreecams.com	Pornography	24	2,565	
motherless.com	Pornography	29	2,507	
literotica.com	Pornography	47	2,312	
hentaifox.com	Pornography	5	1,468	
imagefap.com	Pornography	8	1,235	
soniadane.com	Pornography	7	1,085	
gelbooru.com	Pornography	3	1,022	
spankbang.com	Pornography	10	952	
stripchat.com	Pornography	9	937	
youporn.com	Pornography	32	926	
livejasmin.com	Pornography	4	881	
nhentai.net	Pornography	6	872	
4chan.org	Pornography	7	837	
porzo.com	Pornography	1	719	
bangedup.com	Pornography	11	689	
pornone.com	Pornography	9	678	
pornpics.com	Pornography	2	667	
surfgayvideo.com	Pornography	4	621	

0 2,500 5,000 7,500 10,000

Notes: The table shows the top 25 pornographic sites that individuals visited in the sample period. All numbers are based on online visits during the one-month period. Pornography sites are categorized by Bitdefender. See Figure A2 for a comparison with our base classification. The *Hours* column is the total number of hours that individuals in the sample cumulatively spent on the site. The *Visits* column is the total number of visits by individuals in the sample to the site.

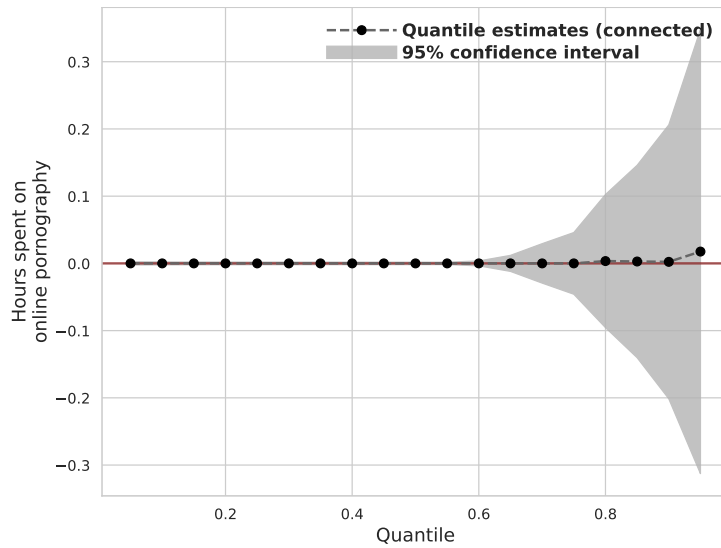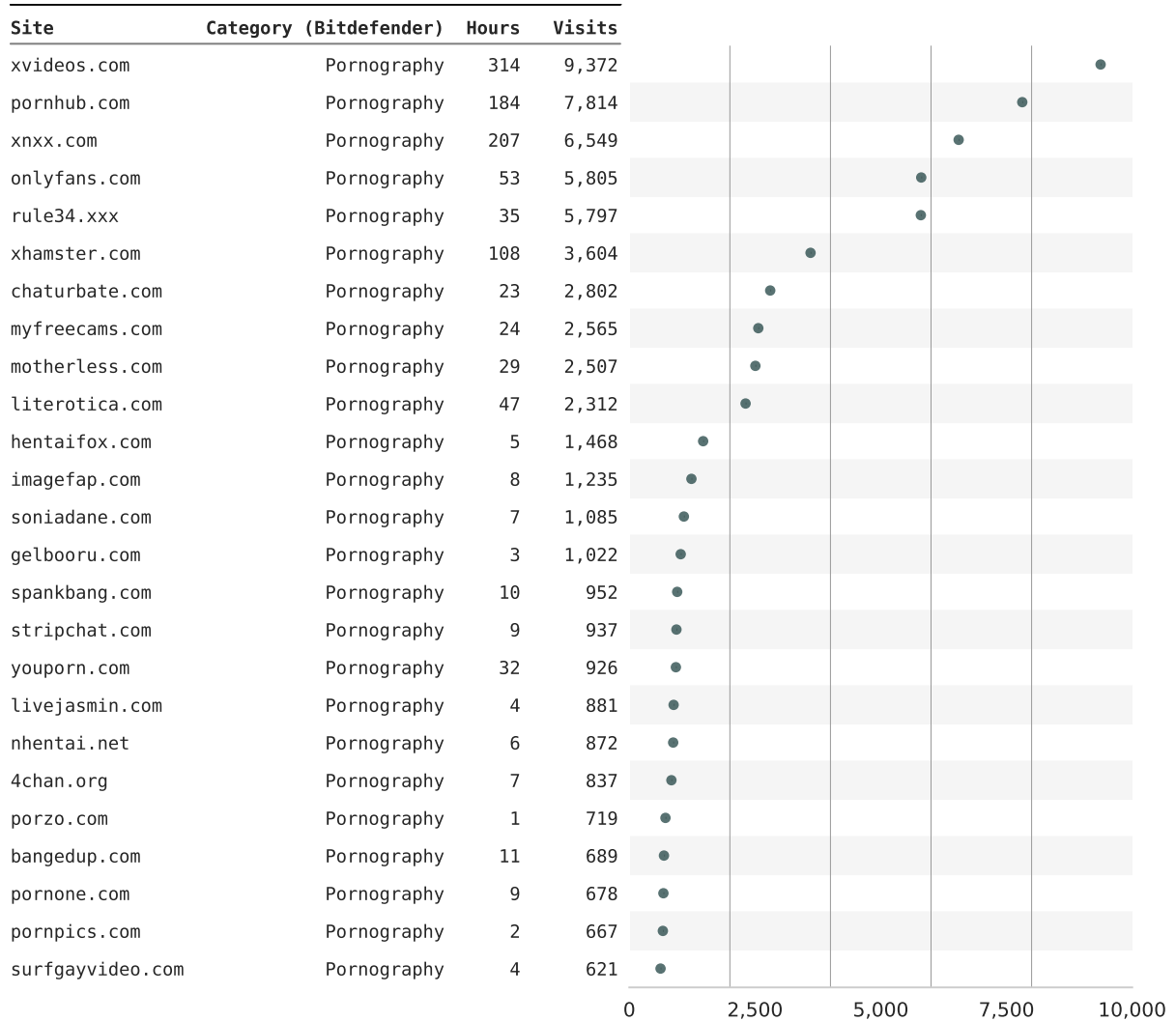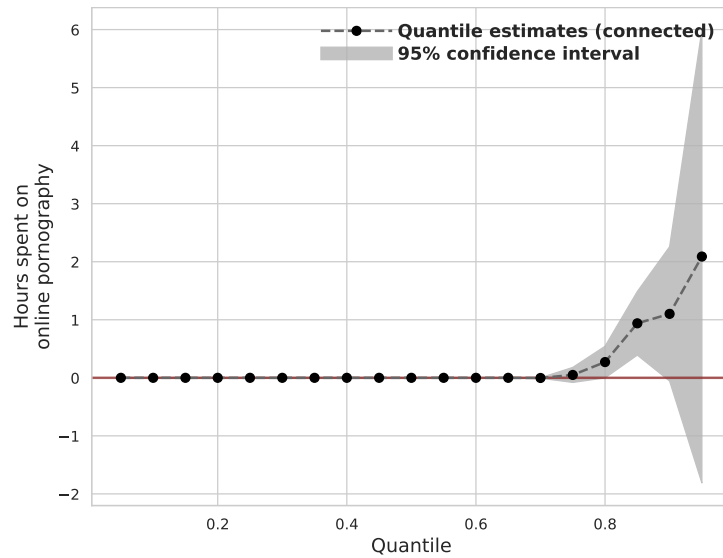**Figure E8.** Distribution of Partisan Differences in Hours Spent on Pornography (Bitdefender)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure E9 for the same plot controlling for individual characteristics.
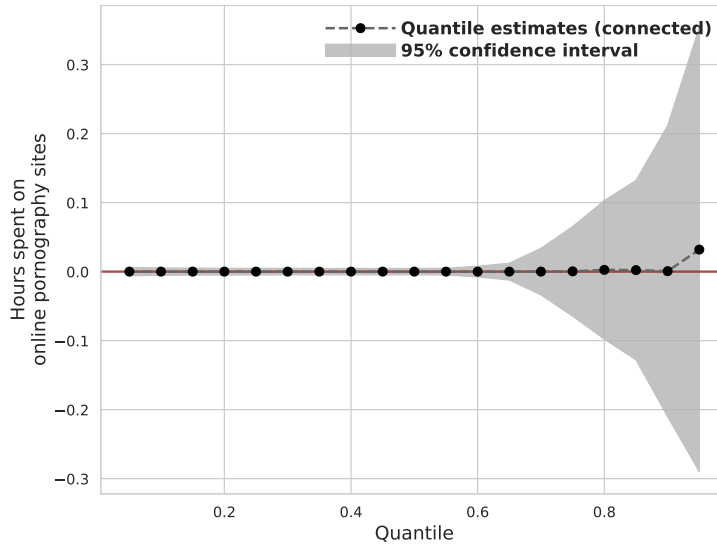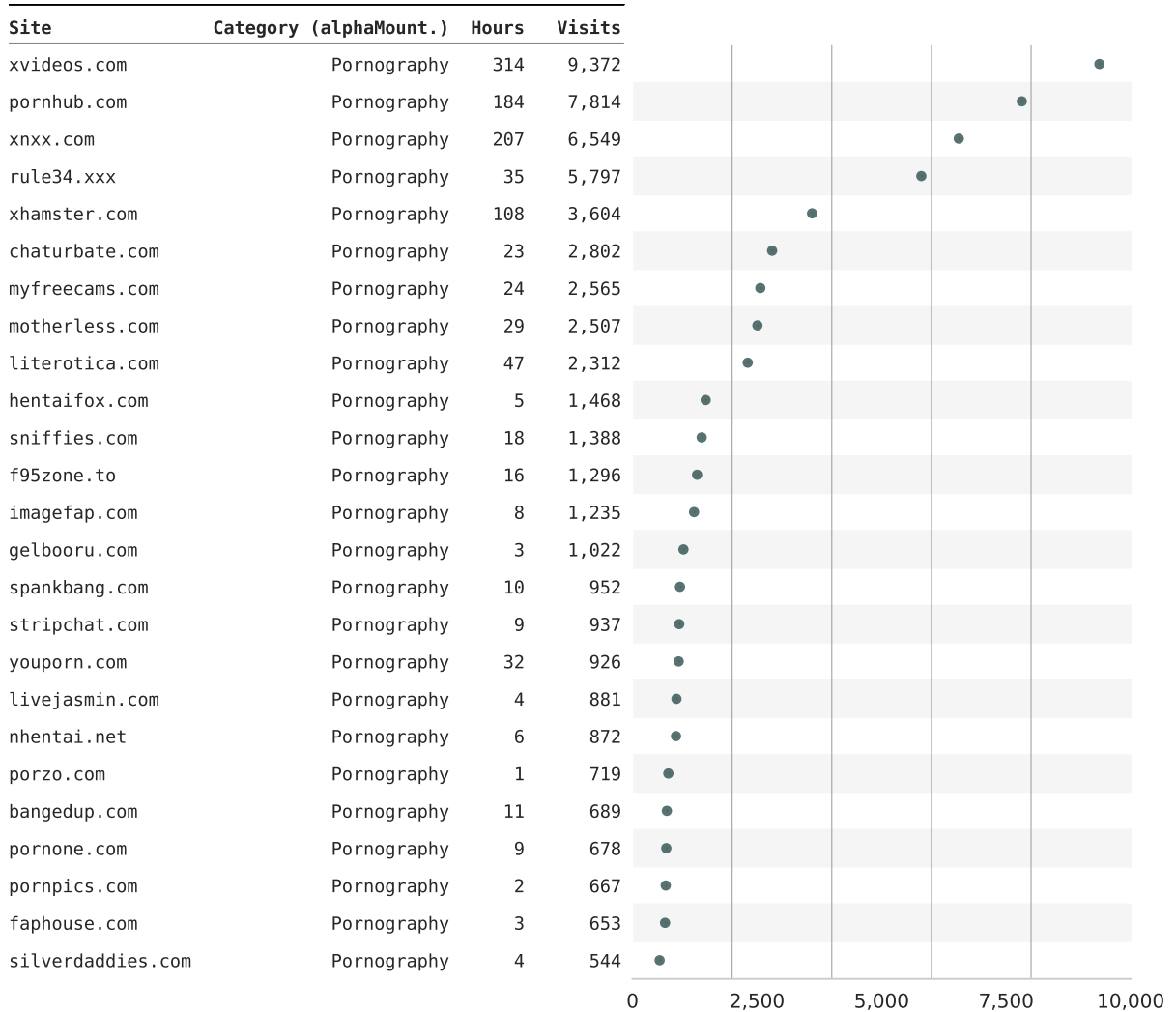
Figure E9. Distribution of Partisan Differences in Hours Spent on Pornography (with covariates, Bitdefender)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 E9 for the same plot without covariates.

alphaMountain

Figure E10. Top 25 Pornography Sites (alphaMountain)

Site	Category (alphaMount.)	Hours	Visits
xvideos.com	Pornography	314	9,372
pornhub.com	Pornography	184	7,814
xnxx.com	Pornography	207	6,549
rule34.xxx	Pornography	35	5,797
xhamster.com	Pornography	108	3,604
chaturbate.com	Pornography	23	2,802
myfreecams.com	Pornography	24	2,565
motherless.com	Pornography	29	2,507
literotica.com	Pornography	47	2,312
hentaifox.com	Pornography	5	1,468
sniffies.com	Pornography	18	1,388
f95zone.to	Pornography	16	1,296
imagefap.com	Pornography	8	1,235
gelbooru.com	Pornography	3	1,022
spankbang.com	Pornography	10	952
stripchat.com	Pornography	9	937
youporn.com	Pornography	32	926
livejasmin.com	Pornography	4	881
nhentai.net	Pornography	6	872
porzo.com	Pornography	1	719
bangedup.com	Pornography	11	689
pornone.com	Pornography	9	678
pornpics.com	Pornography	2	667
faphouse.com	Pornography	3	653
silverdaddies.com	Pornography	4	544

Notes: The table shows the top 25 pornographic sites that individuals visited in the sample period. All numbers are based on online visits during the one-month period. Pornography sites are categorized by alphaMountain ("Pornography"). See Figure A2 for a comparison with our base classification. The *Hours* column is the total number of hours individuals in the sample cumulatively spent on the site. The *Visits* column is the total number of visits by individuals in the sample to the site.
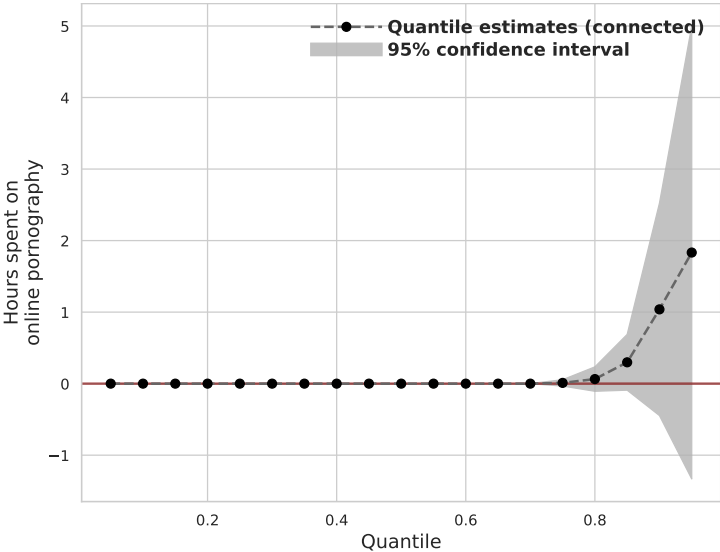
Figure E11. Distribution of Partisan Differences in Hours Spent on Pornography (alphaMountain)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure E12 for the same plot controlling for individual characteristics.
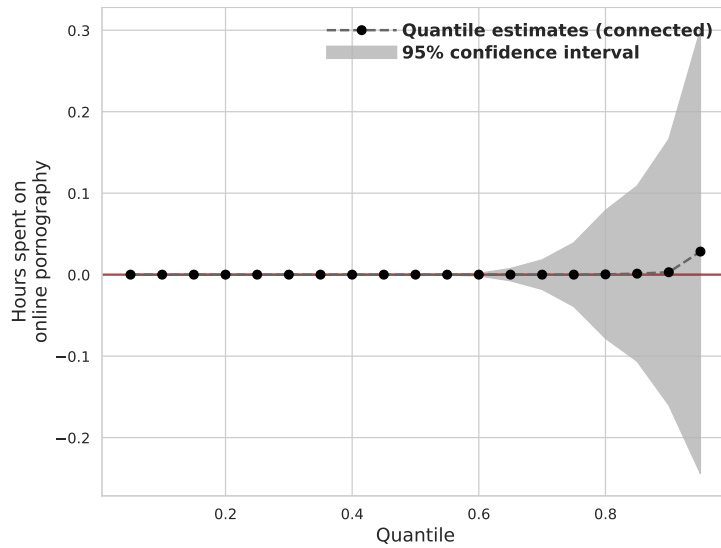
Figure E12. Distribution of Partisan Differences in Hours Spent on Pornography (with covariates, Bitdefender)

Notes: The dependent variable is the number of hours a person 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. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 E12 for the same plot without covariates.

F. Alternate Measures of Pornography Consumption

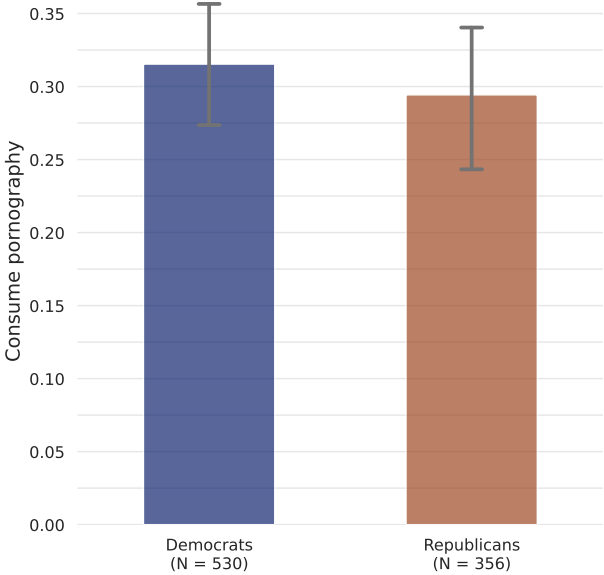### Proportion of the Group That Consumed Any Pornography

Figure F1. Pornography Consumption by Party

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

Analyses of Visits
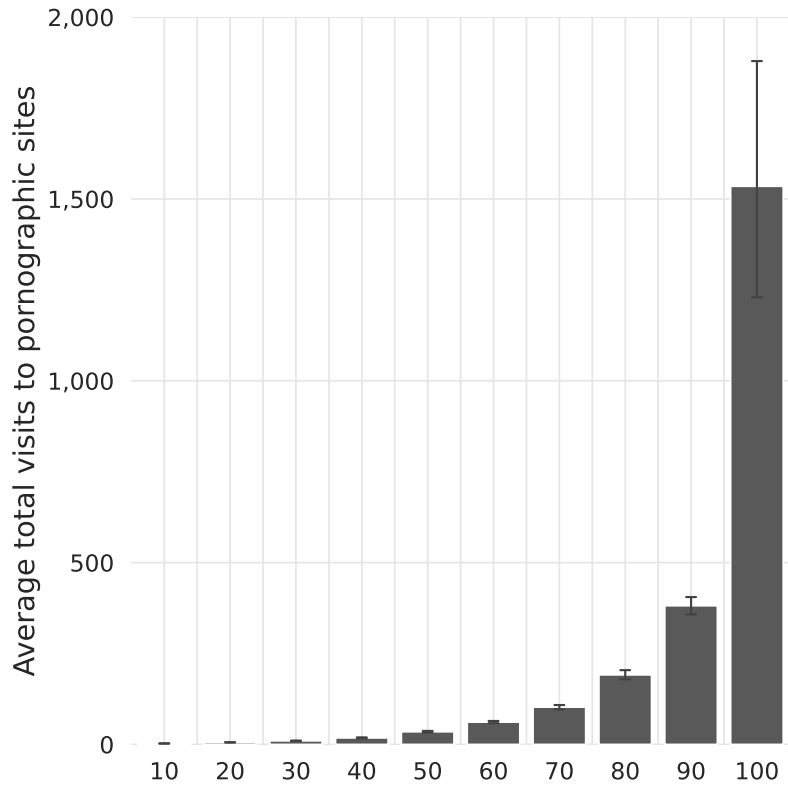
Figure F2. Distribution of Traffic to Pornography Online

Notes: Each bar shows the mean number of visits to pornography sites per decile. Individuals are split into deciles, with each bin containing approximately the same number of individuals. Capped vertical bars are 95% confidence intervals.

Figure F3. Percentage of Traffic to Pornography Online

Notes: Each bar shows the mean percentage of total visits that are to pornography sites per decile. Individuals are split into deciles, with each bin containing approximately the same number of individuals. Capped vertical bars are 95% confidence intervals.
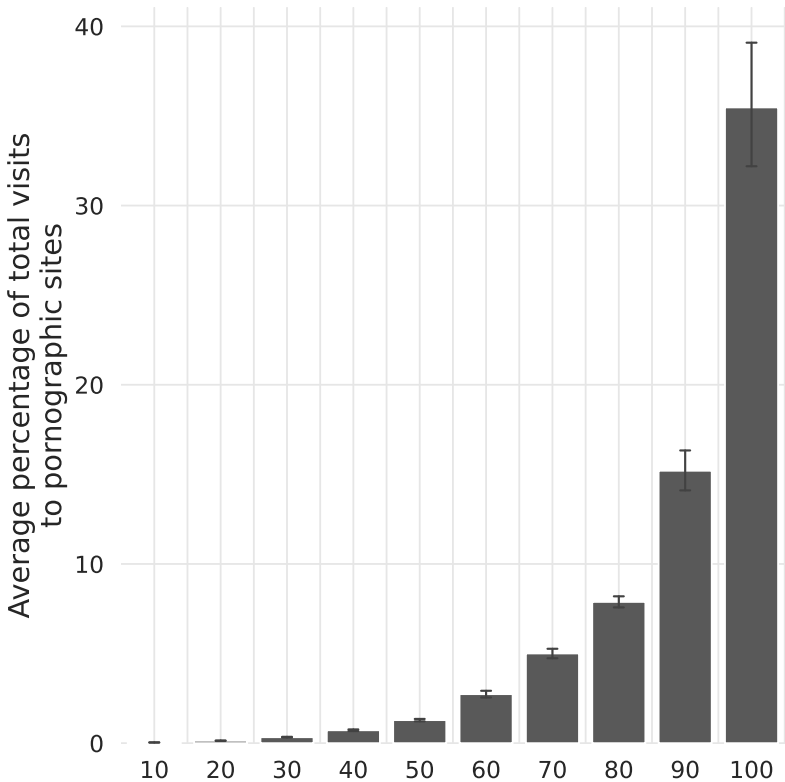
Table F1: Distribution of Consumption of Pornography Online by Party Among People Who Consumed Any Pornography

	Traffic	
Percentile	**Republicans**	**Democrats**
0.00	1	1
0.10	5	4
0.20	10	6
0.30	27	9
0.40	53	15
0.50	85	26
0.60	129	40
0.70	227	74
0.80	335	157
0.90	564	386
0.95	900	1,030

Notes: The table shows splits by party and key percentiles (each of the ten deciles plus quantiles at the right tail) for the visits to pornographic sites. See Table C1 for the distribution in terms of time spent. See Figure F2 for the plot.

Table F2: Distribution of Consumption of Pornography Online by Party Among People Who Consumed Any Pornography

	% Traffic	
Percentile	**Republicans**	**Democrats**
0.00	0.0	0.0
0.10	0.1	0.1
0.20	0.4	0.1
0.30	0.8	0.3
0.40	1.4	0.5
0.50	2.8	1.0
0.60	4.3	1.9
0.70	7.7	4.6
0.80	16.0	7.0
0.90	21.1	18.8
0.95	30.5	27.4

Notes: The 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. See Table C2 for the distribution in terms of percentage of time. See Figure F3 for the plot.

Figure F4. Distribution of Partisan Differences in Visits to Pornographic Sites

Notes: The dependent variable is the number of visits to pornographic sites by a person. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure F5 for the same plot controlling for individual characteristics. Table F3 tabulates the estimates.
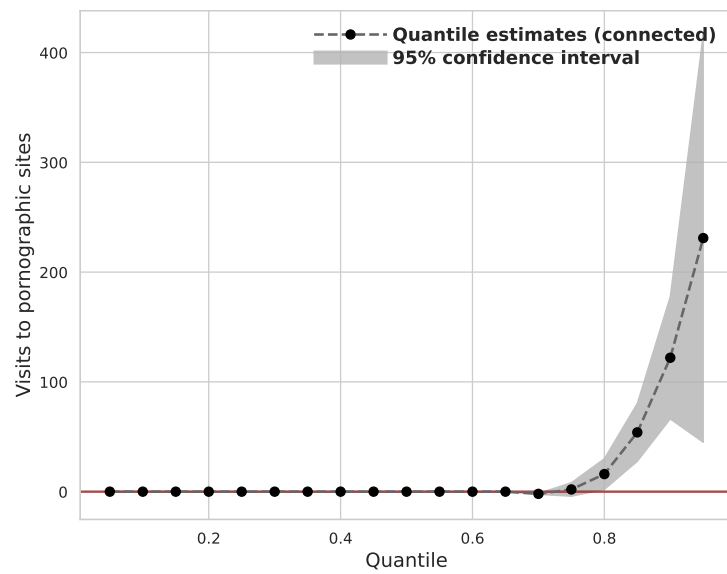
Figure F5. Distribution of Partisan Differences in Visits to Pornographic Sites (with covariates)

Notes: The dependent variable is the number of visits to pornographic sites by a person. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 F4 for the same plot without covariates. Table F3 tabulates the estimates.

Figure F6. Distribution of Partisan Differences in Percentage of Total Visits to Pornographic Sites

Notes: The dependent variable is the percentage of traffic to pornographic sites by a person. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). 95% confidence intervals constructed from standard errors. See Figure F7 for the same plot controlling for individual characteristics. Table F4 tabulates the estimates.
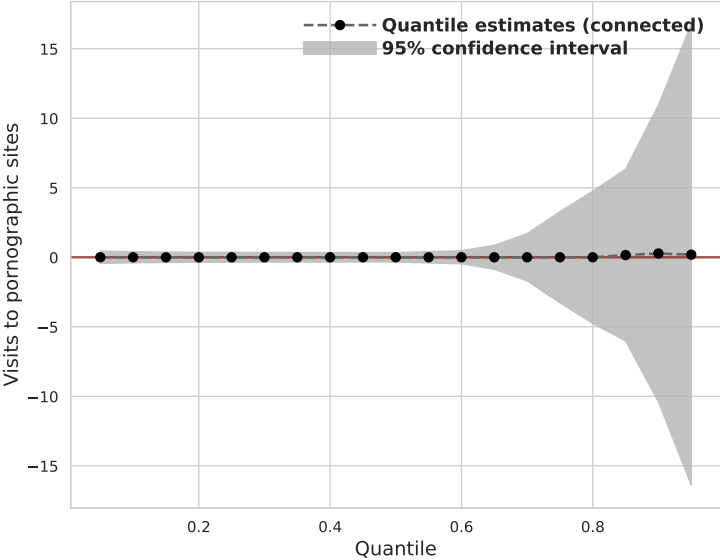
Figure F7. Distribution of Partisan Differences in Percentage of Total Visits to Pornographic Sites (with covariates)

Notes: The dependent variable is the percentage of traffic to pornographic sites by a person. Each point indicates the difference between Republicans and Democrats and corresponds to a quantile regression at the quantile indicated by the x-axis. Figure shows 19 quantile estimates (5th–95th percentile in steps of 5). The covariates included 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 F6 for the same plot without covariates. Table F4 tabulates the estimates.
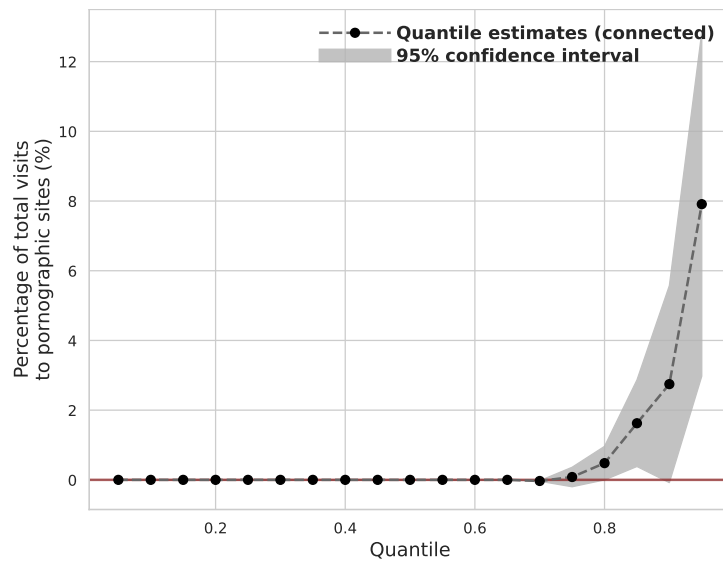
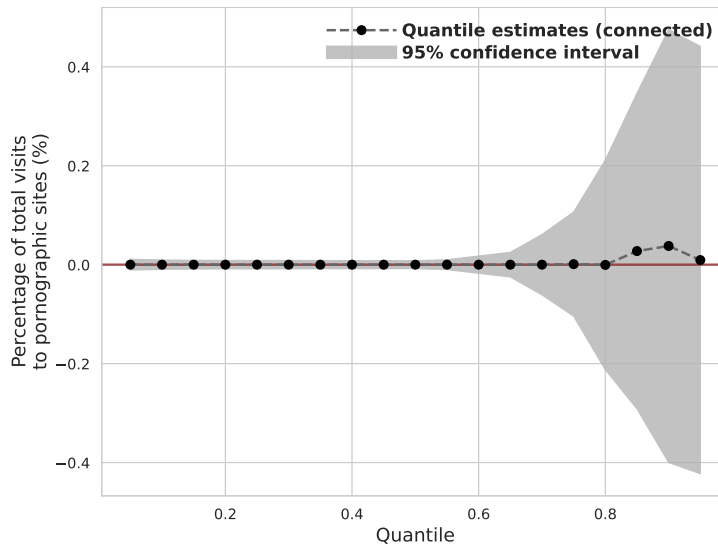**Table F3:** Distribution of Partisan Differences in Visits to Pornographic Sites

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
												Quantile regressions								
	OLS	p5	p10	p15	p20	p25	p30	p35	p40	p45	p50	p55	p60	p65	p70	p75	p80	p85	p90	p95
Panel A. Unconditional quantile estimates																				
Republican	13.83	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−2.00	2.00	16.00^b	54.00^a	122.00^a	231.00^b
	(20.00)	(0.22)	(0.20)	(0.19)	(0.18)	(0.18)	(0.17)	(0.17)	(0.17)	(0.16)	(0.16)	(0.15)	(0.14)	(0.14)	(0.26)	(3.16)	(7.16)	(13.49)	(28.45)	(94.81)
Constant	59.87^a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00^a	6.00^a	12.00^a	28.00^a	60.00^a	222.00^a
	(13.37)	(0.14)	(0.12)	(0.12)	(0.11)	(0.11)	(0.11)	(0.11)	(0.11)	(0.10)	(0.10)	(0.10)	(0.09)	(0.09)	(0.17)	(2.00)	(4.52)	(8.52)	(17.86)	(60.19)
Panel B. Adjusted quantile estimates																				
Republican	5.10	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.16	0.27	0.19
	(20.28)	(0.23)	(0.20)	(0.19)	(0.19)	(0.18)	(0.18)	(0.18)	(0.18)	(0.17)	(0.17)	(0.21)	(0.24)	(0.44)	(0.87)	(1.67)	(2.42)	(3.15)	(5.44)	(8.44)
Female	−105.18^a	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−3.00	−7.00^a	−13.00^a	−29.00^a	−54.00^a	−88.00^a	−127.89^a	−269.04^a	−532.08^a
	(21.43)	(0.20)	(0.18)	(0.17)	(0.17)	(0.16)	(0.16)	(0.16)	(0.16)	(0.16)	(0.16)	(0.19)	(0.22)	(0.40)	(0.80)	(1.52)	(2.21)	(2.90)	(5.02)	(7.51)
Educ (HS)	33.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.01	0.42
	(26.53)	(0.51)	(0.46)	(0.43)	(0.42)	(0.41)	(0.41)	(0.40)	(0.40)	(0.39)	(0.39)	(0.48)	(0.55)	(1.02)	(1.99)	(3.92)	(5.94)	(7.78)	(13.76)	(19.51)
Educ (some coll.)	67.73^c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.00	10.00^c	12.40	21.76	62.17^a
	(39.41)	(0.52)	(0.47)	(0.44)	(0.43)	(0.42)	(0.42)	(0.41)	(0.41)	(0.40)	(0.40)	(0.49)	(0.56)	(1.04)	(2.04)	(4.00)	(6.04)	(7.95)	(13.96)	(19.76)
Educ (coll. grad.)	17.42	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.05	0.12	0.40
	(23.59)	(0.50)	(0.44)	(0.42)	(0.41)	(0.40)	(0.40)	(0.39)	(0.39)	(0.38)	(0.38)	(0.47)	(0.54)	(1.00)	(1.95)	(3.83)	(5.82)	(7.59)	(13.41)	(19.24)
Age	0.20	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−1.13^b	−1.86^b	−3.30^a
	(3.10)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.04)	(0.07)	(0.13)	(0.25)	(0.36)	(0.45)	(0.77)	(1.07)
Age^2	−0.01	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.01^c	0.01^c	0.02^b
	(0.03)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)
Race (Black)	13.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	2.00	2.00	0.19	21.80^a	203.77^a
	(32.40)	(0.35)	(0.31)	(0.30)	(0.29)	(0.28)	(0.28)	(0.27)	(0.27)	(0.27)	(0.26)	(0.32)	(0.36)	(0.66)	(1.34)	(2.55)	(3.65)	(4.95)	(8.29)	(11.77)
Race (Hispanic)	−19.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.11	−0.25	7.57
	(26.79)	(0.32)	(0.29)	(0.27)	(0.26)	(0.26)	(0.25)	(0.25)	(0.25)	(0.24)	(0.24)	(0.29)	(0.34)	(0.61)	(1.20)	(2.31)	(3.33)	(4.41)	(7.87)	(9.78)
Race (Asian)	−11.17	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.16	19.36	58.78^a
	(44.78)	(0.45)	(0.40)	(0.38)	(0.38)	(0.38)	(0.38)	(0.39)	(0.39)	(0.40)	(0.41)	(0.52)	(0.61)	(1.13)	(2.15)	(4.09)	(6.17)	(7.53)	(13.94)	(18.88)
Race (Other)	96.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.17^b	4.00^b	54.00^a	154.00^a	219.16^a	113.14^a	0.32
	(80.50)	(0.52)	(0.46)	(0.44)	(0.43)	(0.42)	(0.42)	(0.41)	(0.41)	(0.41)	(0.40)	(0.49)	(0.56)	(1.03)	(2.02)	(3.93)	(5.69)	(7.39)	(13.65)	(17.72)
Region (MW)	107.04^a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00^a	7.00^a	2.17	5.80	54.00^a	88.00^a	31.90^c	2.81	−0.04
	(35.34)	(0.69)	(0.83)	(0.80)	(0.79)	(0.92)	(0.92)	(0.92)	(0.93)	(0.93)	(0.93)	(1.15)	(1.28)	(2.38)	(4.88)	(9.91)	(12.31)	(18.26)	(37.24)	(69.65)
Region (South)	89.06^b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00^a	7.00^a	2.17	5.80	54.00^a	88.00^a	31.93^c	0.00	−0.16
	(37.02)	(0.68)	(0.82)	(0.79)	(0.78)	(0.92)	(0.91)	(0.92)	(0.92)	(0.93)	(0.93)	(1.15)	(1.27)	(2.37)	(4.86)	(9.87)	(12.24)	(18.18)	(37.10)	(69.65)
Region (West)	131.65^a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00^a	7.00^a	2.17	5.80	54.00^a	88.00^a	40.85^b	7.18	7.06
	(43.29)	(0.69)	(0.83)	(0.80)	(0.79)	(0.92)	(0.92)	(0.92)	(0.93)	(0.93)	(0.93)	(1.16)	(1.28)	(2.38)	(4.88)	(9.91)	(12.29)	(18.28)	(37.21)	(69.54)
Constant	−1.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.83^a	23.20^a	0.00	0.00	136.37^a	335.39^a	653.56^a
	(82.63)	(1.10)	(1.17)	(1.11)	(1.08)	(1.16)	(1.15)	(1.15)	(1.14)	(1.14)	(1.13)	(1.39)	(1.55)	(2.86)	(5.78)	(11.48)	(15.00)	(21.22)	(40.63)	(72.97)

The outcome variable is the traffic (count) to online pornography sites. Panel A corresponds to Figure F4. Panel B corresponds to Figure F5. Column (1) reports Ordinary Least Squares (OLS) estimates. For the adjusted estimates, see Figure F5 for notes on the included covariates. The relevant base/reference categories in Panel B are: Democrats, male, Educ (no HS), Race (White), Region (NE). Sample size: N = 834. Significance levels: ^{c} 0.1 ^{b} 0.05 ^{a} 0.01.

Table F4: Distribution of Partisan Differences in Percentage of Total Visits to Pornographic Sites

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
									Quantile regressions											
	OLS	p5	p10	p15	p20	p25	p30	p35	p40	p45	p50	p55	p60	p65	p70	p75	p80	p85	p90	p95
Panel A. Unconditional quantile estimates																				
Republican	0.56	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.03[a]	0.08	0.48[c]	1.62[b]	2.75[c]	7.91[a]
	(0.48)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.14)	(0.25)	(0.63)	(1.44)	(2.52)
Constant	1.71[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03[a]	0.14	0.37[b]	1.18[a]	4.37[a]	9.09[a]
	(0.27)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.09)	(0.15)	(0.40)	(0.90)	(1.60)
Panel B. Adjusted quantile estimates																				
Republican	0.49	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	−0.00	0.03	0.04	0.01
	(0.43)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.01)	(0.03)	(0.05)	(0.11)	(0.16)	(0.22)	(0.22)
Female	−2.96[a]	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.05[a]	−0.19[a]	−0.37[a]	−0.94[a]	−1.73[a]	−4.10[a]	−6.48[a]	−9.20[a]	−19.79[a]
	(0.47)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)	(0.03)	(0.05)	(0.10)	(0.15)	(0.20)	(0.22)
Educ (HS)	2.17[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02	0.09	0.13	0.76
	(0.56)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.07)	(0.12)	(0.25)	(0.37)	(0.55)	(0.60)
Educ (some coll.)	2.31[a]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.07	0.09	1.02[a]	2.00[a]	3.55[a]
	(0.66)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.07)	(0.13)	(0.25)	(0.38)	(0.56)	(0.61)
Educ (coll. grad.)	0.84[b]	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.03	0.04	0.16
	(0.34)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.07)	(0.12)	(0.24)	(0.36)	(0.54)	(0.59)
Age	0.07	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.02	−0.02	−0.03	−0.02
	(0.07)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.02)	(0.02)	(0.03)	(0.04)
Age^2	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Race (Black)	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.12	0.17	0.79[a]	1.44[a]	7.06[a]
	(1.00)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.05)	(0.08)	(0.17)	(0.24)	(0.33)	(0.34)
Race (Hispanic)	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	−0.00	−0.00	−0.00	0.03	0.12	0.90[a]	4.26[a]	3.70[a]
	(0.74)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.04)	(0.07)	(0.15)	(0.22)	(0.30)	(0.30)
Race (Asian)	−0.74	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.00	−0.02	−0.02	−0.02	−0.04	−0.35
	(0.87)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.08)	(0.13)	(0.27)	(0.42)	(0.59)	(0.58)
Race (Other)	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11[a]	0.25[a]	0.25[a]	0.67[a]	0.01	0.03	0.06	−0.02
	(0.77)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.03)	(0.07)	(0.13)	(0.27)	(0.37)	(0.55)	(0.73)
Region (MW)	1.79[c]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05[c]	0.19[a]	0.37[a]	0.25	0.70[b]	0.19	0.04	0.06	0.74
	(0.95)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.03)	(0.05)	(0.07)	(0.17)	(0.32)	(0.71)	(0.91)	(1.50)	(2.96)
Region (South)	2.13[b]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05[c]	0.19[a]	0.37[a]	0.25	0.70[b]	0.20	0.06	0.09	0.71
	(0.92)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.03)	(0.05)	(0.07)	(0.17)	(0.32)	(0.71)	(0.91)	(1.49)	(2.96)
Region (West)	2.31[b]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05[c]	0.19[a]	0.37[a]	0.25	0.71[b]	0.20	0.06	0.06	0.74
	(0.93)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.03)	(0.05)	(0.07)	(0.17)	(0.32)	(0.71)	(0.91)	(1.49)	(2.96)
Constant	−1.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69[a]	1.13[a]	4.54[a]	7.11[a]	10.28[a]	20.31[a]
	(1.75)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.06)	(0.08)	(0.20)	(0.37)	(0.79)	(1.05)	(1.65)	(3.00)

The outcome variable is the percentage of traffic to online pornography sites. Panel A corresponds to Figure F6. Panel B corresponds to Figure F7. Column (1) reports Ordinary Least Squares (OLS) estimates. For the adjusted estimates, see Figure F7 for notes on the included covariates. The relevant base/reference categories in Panel B are: Democrats, male, Educ (no HS), Race (White), Region (NE). Sample size: N = 834. Significance levels: [c] 0.1 [b] 0.05 [a] 0.01.

G. Consumption of Pornography Among Independents

Table G1: Time Spent on Pornographic Sites by Partisanship Among People Who Consumed Any Pornography

| | (1) | (2) | (3) | (4) | (5) |
| | Partisans | | | Non-partisans | |
Percentile	Republicans	Democrats	Partisans	Independents	Independents/DK
0.00	0.0	0.0	0.0	0.0	0.0
0.10	0.1	0.0	0.0	0.0	0.0
0.20	0.2	0.1	0.1	0.2	0.1
0.30	0.3	0.1	0.2	0.4	0.3
0.40	0.7	0.2	0.3	0.7	0.6
0.50	1.4	0.5	0.7	1.3	1.2
0.60	2.2	0.7	1.3	2.4	2.0
0.70	3.0	1.5	2.2	3.1	2.8
0.80	5.5	2.7	4.3	6.5	4.6
0.90	11.2	7.0	9.7	14.0	12.0
0.95	25.4	13.8	19.1	22.7	20.6
Observations	98	158	256	68	105

Notes: The table shows splits by partisans and non-partisans, 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 G2: Percentage of Time Spent on Pornographic Sites by Partisanship Among People Who Consumed Any Pornography

| | (1) | (2) | (3) | (4) | (5) |
| | Partisans | | | Non-partisans | |
Percentile	Republicans	Democrats	Partisans	Independents	Independents/DK
0.00	0.0	0.0	0.0	0.0	0.0
0.10	0.1	0.0	0.0	0.0	0.0
0.20	0.2	0.1	0.1	0.4	0.3
0.30	0.7	0.2	0.5	1.3	1.0
0.40	1.7	0.8	1.0	2.4	2.0
0.50	3.6	1.3	2.1	3.4	3.4
0.60	6.3	3.0	4.0	6.8	6.5
0.70	10.5	5.5	7.1	9.5	9.8
0.80	20.5	11.7	13.5	14.3	14.2
0.90	36.5	35.0	36.3	31.5	33.0
0.95	45.1	52.8	52.4	66.1	63.4
Observations	98	158	256	68	105

Notes: The table shows splits by partisans and non-partisans, by key percentiles (each of the ten deciles plus quantiles at the right tail) for the percentage of time spent on pornography by individuals who consumed pornography in the sample period.

H. Time of Consumption

We analyze whether partisans view pornography at different times during the day. We begin by evaluating the density of the timing of visits to online pornography sites using 24-hour bins. As anticipated, most visits to online pornography sites occur around midnight. We also observe considerable traffic around the midday (1–3 pm, Figure H1). Both these observations track with Morichetta et al. (2019)'s findings using web session data. Second, we repeat the evaluation of the density of the timing of visits but split by partisanship. The data suggest that Democratic traffic to pornography sites is concentrated around midnight (11 pm–1 am) while the Republican traffic is concentrated in the early morning (6 am–7 am, Figure H2).

To formally test whether there are differences in time of consumption by partisanship, we begin by dividing traffic to online pornography sites into six 4-hour bins: (a) 4 am–8 am, (b) 8 am–12 pm, (c) 12 pm–4 pm, (d) 4 pm–8 pm, (e) 8 pm–12 am, and (f) 12 am–4 am. We code a visit depending on which time interval it occurred and regress that time-of-day window on partisanship, weighted by the dwelling time of the visit. Cognizant of the somewhat ad-hoc splits for the time-of-day windows and that we are creating multiple outcome variables, we subject p-values of the partisan point estimate to Bonferroni correction in addition to the adjustments for individual-level demographics.

Figure H3 reports a summary of this exercise (Table H1 reports the full set of estimates). The unadjusted estimates suggest that Republicans are more likely to consume pornography during midday (the 12 pm–4 pm window), relative to Democrats, which is significant at the 1 percent level after correction. Conversely, Republicans are less likely to consume pornography late at night (12 am–4 am). These unadjusted findings correspond somewhat to our evaluation of densities of visits by partisanship where Democrat visits to online pornography are concentrated around midnight (Figure H2).

Once we adjust for the individual-level demographics and for day-of-week fixed effects, Republicans are no longer more (or less) likely to consume pornography during
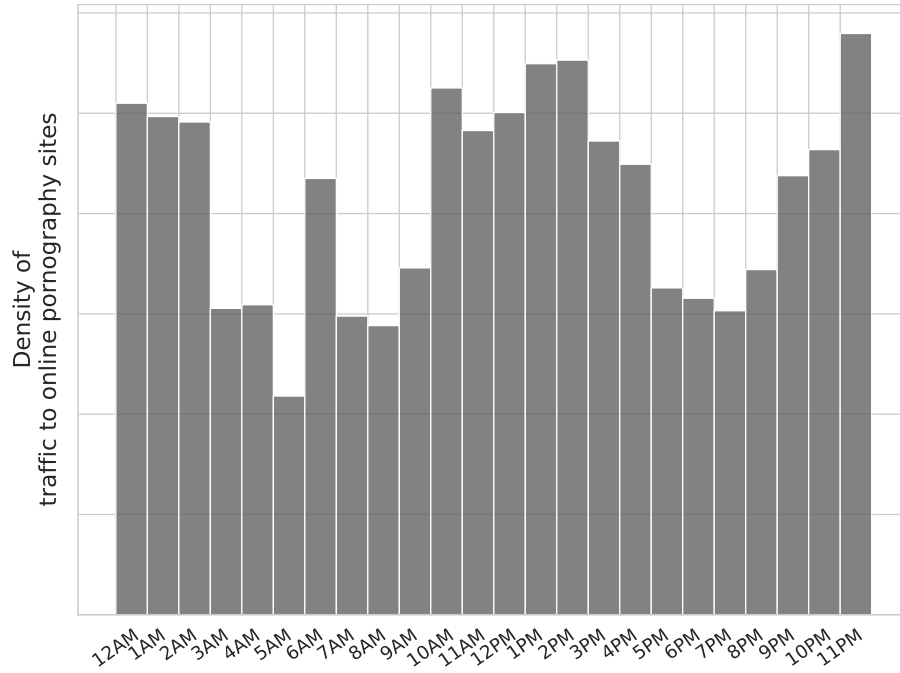
Figure H1. Time-of-Day Traffic to Online Pornography Sites

Notes: Density plot of traffic to online pornography sites. Data is at the individual-browsing level with timestamped visits to pornography sites (individual-browsing n = 84,289). Each of the 24 bins corresponds to an hour of the day.

the midday (or late at night). However, the adjusted estimates suggest that Republicans are more likely to consume pornography in the early morning (4 am–8 am), specifically five percentage points more likely, which is significant at the 1 percent level even after Bonferroni correction (indicated in Figure H3).
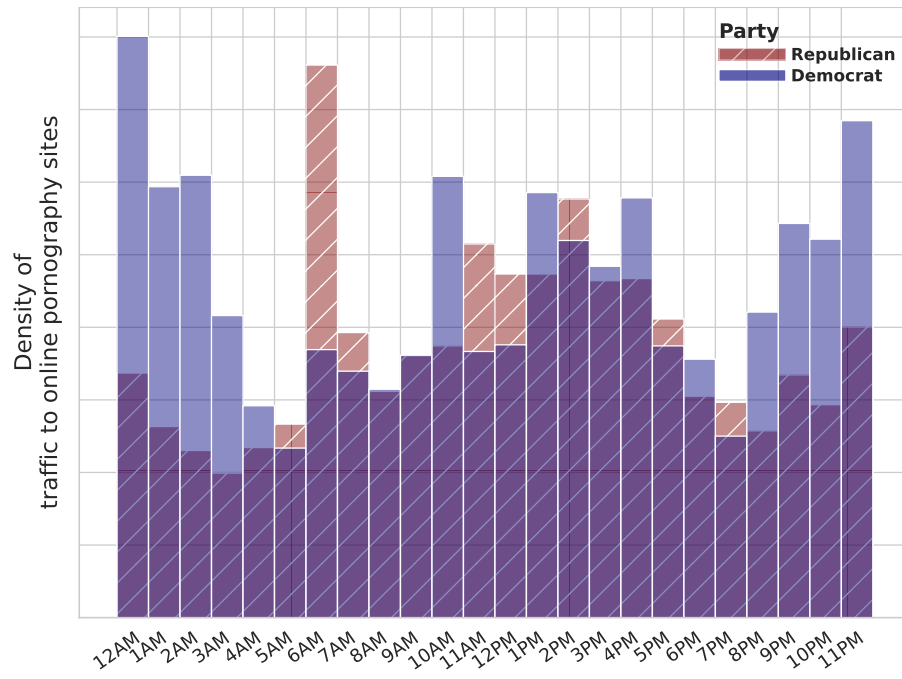
Figure H2. Time-of-Day Traffic to Online Pornography Sites by Party

Notes: Density plot of traffic to online pornography sites by partisanship (indicated by colors); bars for Republican consumption are also hatched. Data is at the individual-browsing level with timestamped visits to pornography sites (individual-browsing n = 59,324). Each of the 24 bins corresponds to an hour of the day. See Table H1, which reports formal tests of differences in time-of-day visits by party.
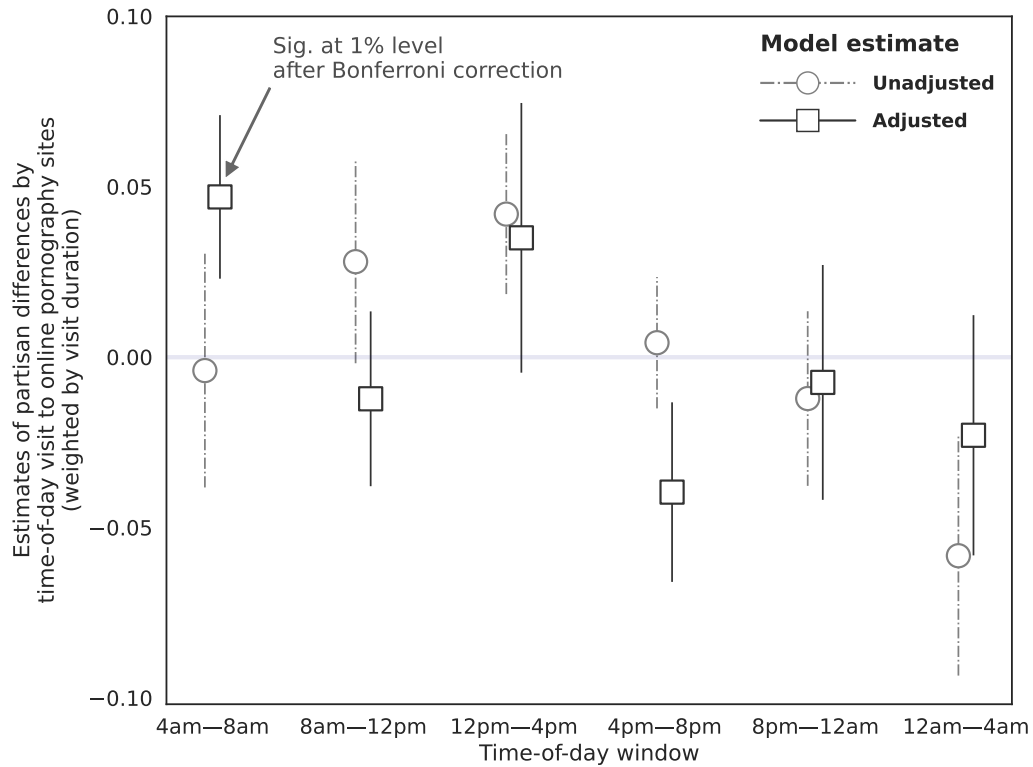
Figure H3. Time-of-Day Traffic to Online Pornography Sites by Party

Notes: Estimates of partisan differences in time-of-day visits to online pornography sites. Points represent differences between Republicans relative to Democrats (reference category)—interpreted as proportion differences. The adjusted estimate, which is significant at the 1% level after Bonferroni correction (at 4 am–8 am), is indicated in the figure. Vertical lines are 95% confidence intervals. This figure offers an alternative visualization of Table H1.

Table H1: Time-of-Day Traffic to Pornographic by Party

	(1)	(2)	(3)	(4)	(5)	(6)
	Panel A. WLS estimates					
	Outcome variable is a binary variable based on time-of-day visit:					
	4am–8am	8am–12pm	12pm–4pm	4pm–8pm	8pm–12am	12am–4am
Republican	−0.004	0.028	0.042†	0.004	−0.012	−0.058†
	(0.017)	(0.015)	(0.012)	(0.010)	(0.013)	(0.018)
Constant	0.173†	0.145†	0.154†	0.129†	0.173†	0.227†
	(0.013)	(0.009)	(0.008)	(0.006)	(0.008)	(0.010)
	Panel B. Adjusted WLS estimates					
	Outcome variable is a binary variable based on time-of-day visit:					
	4am–8am	8am–12pm	12pm–4pm	4pm–8pm	8pm–12am	12am–4am
Republican	0.047†	−0.012	0.035	−0.040**	−0.007	−0.023
	(0.012)	(0.013)	(0.020)	(0.013)	(0.018)	(0.018)
Female	0.233†	0.019	−0.086†	−0.077†	−0.058**	−0.031
	(0.025)	(0.019)	(0.023)	(0.013)	(0.020)	(0.020)
Educ (HS)	0.064	0.045	0.040*	0.032	−0.118†	−0.062
	(0.033)	(0.036)	(0.017)	(0.018)	(0.032)	(0.045)
Educ (some coll.)	−0.025	0.027	0.158†	0.035*	−0.095**	−0.101*
	(0.030)	(0.037)	(0.018)	(0.017)	(0.033)	(0.044)
Educ (coll. grad.)	−0.007	−0.019	0.121†	0.040*	−0.041	−0.093*
	(0.031)	(0.035)	(0.018)	(0.018)	(0.032)	(0.042)
Age	0.006*	0.011†	−0.007**	−0.001	−0.008†	−0.001
	(0.002)	(0.003)	(0.002)	(0.002)	(0.002)	(0.003)
Age^2	−0.000	−0.000†	0.000†	0.000	0.000*	−0.000
	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)	(0.000)
Race (Black)	0.144†	−0.066†	−0.024	−0.041**	−0.071†	0.058**
	(0.019)	(0.014)	(0.020)	(0.016)	(0.019)	(0.022)
Race (Hispanic)	0.010	−0.031	0.004	−0.059†	0.053*	0.022
	(0.023)	(0.021)	(0.023)	(0.016)	(0.023)	(0.022)
Race (Asian)	0.101†	0.065**	−0.086†	−0.105†	−0.021	0.046
	(0.029)	(0.024)	(0.024)	(0.015)	(0.025)	(0.028)
Race (Other)	−0.002	0.037	0.030	0.069**	−0.045*	−0.089†
	(0.018)	(0.022)	(0.023)	(0.022)	(0.020)	(0.015)
Region (MW)	−0.051**	−0.040	0.066†	0.053†	0.113†	0.059*
	(0.019)	(0.023)	(0.016)	(0.016)	(0.022)	(0.027)
Region (South)	0.024	−0.086†	0.002	0.010	0.096†	0.154†
	(0.014)	(0.013)	(0.013)	(0.011)	(0.013)	(0.017)
Region (West)	0.014	−0.014	0.034*	0.052†	0.057†	0.057**
	(0.016)	(0.015)	(0.015)	(0.011)	(0.014)	(0.019)
Constant	−0.106*	−0.130*	0.225†	0.147†	0.371†	0.293†
	(0.053)	(0.058)	(0.038)	(0.034)	(0.050)	(0.071)

The table reports weighted least squares estimates from regressing a binary variable based on time-of-day visits to online pornography on the Republican dummy. The unit of observation is at the individual web browsing level for traffic to pornography sites (n = 59,324). Each column represents dummy variables for each of the six 4-hour windows. Weights are the duration of each visit. Models also adjust for day-of-week fixed effects (not reported to conserve space). See also Figure H2, which provides descriptive evidence that the density in time-of-day traffic is different by party. Significance levels (uncorrected): * 0.05 **0.01. P-values are Bonferroni-corrected for six tests—the † indicates significance at the p = 0.01 level after adjustment.