

INFIDELITY

In The Digital Age

"The internet makes infidelity easier." - Commonly held notion c. 2010

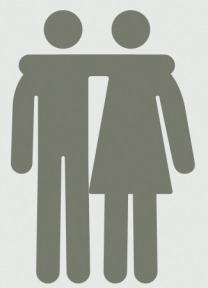
The Internet, e-mail, and chat rooms are making it easier for people to engage in infidelity [1]

Does online cheating count?



Only 46% of men believe that online affairs are adultery.[2]

YES - 46%
NO - 54%



75%
of married couples
approve of
adult sites [3]

Facebook is being cited in almost one in five of online divorce petitions, lawyers have claimed. [4]

1:5 DIVORCES CITE **facebook**

The research comes after UK divorce site Divorce-Online found that 20% of divorce petitions submitted to its database contained the word *Facebook*. [5]



FACT: < 61%
FOUND SPOUSE
MOBILE CHEATING



The number one mistake made by spouses is still mobile-related; over 61% of those surveyed said a text message had, at some point, either incriminated them totally or aroused suspicion about their affair. [5]

MEN

5% Would Cheat
3% Have Cheated

HE SAID: More than 5% of men are very likely cheat on their current partner if there's no chance she'd find out. Less than 3% of men have cheated on their current partner. [6]

Additionally, 46% of men said that the appeal to cheating on their partner with a trashy woman (think Tiger Woods) is that the mistress may do things in the bedroom that men otherwise wouldn't dare ask a girlfriend or wife to do.



WOMEN

2% Would Cheat
5% Have Cheated

SHE SAID: Even if there was no chance their current partner would find out, less than 2% of women would be "very likely" to cheat. But 5% of women admit to having cheated on their current partner. [6]

75%

OF MEN

HAVE EXTRA-MARITAL
RELATIONSHIPS [7]



60%

OF WOMEN

HAVE COMMITTED
ADULTERY [7]

3 Ways People Cheat Digitally

SEXTING

Over 61% of those surveyed said a text message had, at some point, either incriminated them totally or aroused suspicion about their affair. [8]

61%

SOCIAL MEDIA

41% of those who had been stated that a dalliance on the social networking site played an important role in their downfall. Despite this, the number one mistake made by spouses is still mobile-related. [8]

41%

DATING SITES

Two-thirds of members on cheating specific dating sites have played around with sexting and cyber sex, while over three-fourths have cheated on a serious relationship/marriage. [9]

75%

PORN REVENUE STATS



GLOBAL \$57B

- \$57 billion revenue world-wide
- \$12 billion of this is US revenue, more than all combined revenues of all professional football, baseball and basketball franchises or the combined revenues of ABC, CBS, and NBC (\$6.2 billion).
- * \$2.5 of the \$12 billion is related to Internet porn. [10]



USA \$12B

"Studies also claim, that while virtual relationships pose some amount of satisfaction, ultimately, we all want the comfort of a warm body at the end of the day. Seeking companionship from a virtual partner, is only a phone call from a roll in the hay. Sexting may not be an indicator for all cheaters, but it does make it more likely they will eventually test the waters. Dating website members who sext, are more likely to wander down the path of adultery. Be aware of this often ignored red flag in romance." [9]

SOURCES

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