

# Demand Reduction – Long Term Strategies for Multidisciplinary Networks

JuST Conference 2018  
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 Pronouns: She/Her/Hers

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## The CEASE San Diego Core Team



## The Research



### A National Overview of Prostitution and Sex Trafficking Demand Reduction Efforts

#### Final Report

Grant # 2008-LJ-CX-0019

April 30, 2012

Prepared for:  
The National Institute of  
Justice  
U.S. Department of Justice  
200 Research Triangle Drive  
Washington, D.C. 20535

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- Descriptive overview of initiatives targeting the demand for commercial sex in the United States
- "Studies of male consumers of commercial sex find that buyers are similar to the general population in most regards, and quite unlike most populations of criminal offenders."
- DemandForum.net
- At the time this report was drafted, a total of 826 U.S. cities and counties had been identified as having employed at least one kind of anti-demand tactic at some point in time.

#### Article

### Ordinary or Peculiar Men? Comparing the Customers of Prostitutes With a Nationally Representative Sample of Men

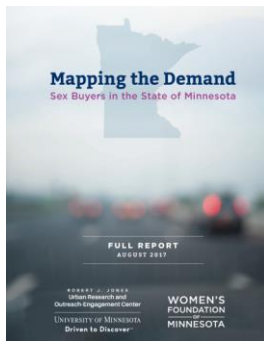
Martin A. Monto<sup>1</sup> and Christine Milrod<sup>1</sup>

#### Abstract

Recent media attention implies that prostitution seeking is widespread, an "ordinary" aspect of masculine sexual behavior. Other accounts suggest that customers are "peculiar," characterized by distinct qualities, perversions, or psychological impairments. Using the nationally representative General Social Survey (GSS), this study demonstrates that prostitution seeking is relatively uncommon. Only about 14% of men in the United States report having ever paid for sex, and only 1% report having done so during the previous year. Furthermore, the study dissects whether customers are ordinary or peculiar by comparing a new sample of active customers who solicit sex on the Internet with an older sample of arrested customers, a sample of customers from the GSS, and a nationally representative sample of noncustomers. The customers of Internet sexual service providers differed greatly from men in general and also from other customers. The remaining samples of customers differed slightly from noncustomers in general. We argue for a balanced perspective that recognizes the significant variety among customers. There is no evidence of a peculiar quality that differentiates customers in general from men who have not paid for sex.

International Journal of  
Offender Therapy and  
Comparative Criminology  
30(4) 461-470 (2012)  
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SAGE

- Using the nationally representative General Social Survey (GSS), this study demonstrates that prostitution seeking is relatively uncommon.
- 14% of men in the United States report having ever paid for sex, and only 1% report having done so during the previous year.
- The customers of Internet sexual service providers differed greatly from men in general and also from other customers. The remaining samples of customers differed slightly from noncustomers in general.
- We argue for a balanced perspective that recognizes the significant variety among customers. There is no evidence of a peculiar quality that differentiates customers in general from men who have not paid for sex.



1. Sex buyers in Minnesota are predominantly white men. In short, they seem to be demographically similar to the communities in which they live.
2. We identified three primary modes through which sex buyers connect with the marketplace: (a) use of the internet; (b) direct in-person solicitation; and (c) word-of-mouth networks.
3. Our data suggests that a significant proportion of sex buyers may not know or care whether the person they purchase sex from is a trafficked individual or not.
4. What sex buyers purchase is a sexual experience that is shaped by power and control over how the transaction will occur.
5. Minnesota's marketplace has differentiated local markets tied together by the online marketplace.

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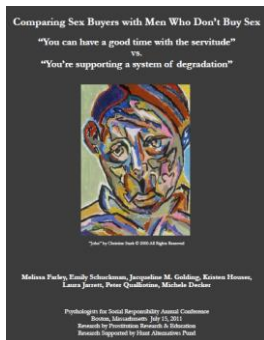
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- The common myth that any man might buy sex; Sex buyers shared certain attitudes, life experiences, and behavioral tendencies that distinguish them from their non-buying peers in socially and statistically significant ways.
- Sex buyers in this study seemed to justify their involvement in the sex industry by stating their belief that women in prostitution are essentially “different from non-prostituting women.”
- Both sex buyers and non-sex buyers evidenced extensive knowledge of the physical and psychological harms of prostitution.
- These findings suggest that efforts to deter sex buyers should expand their focus from men who buy sex to the general public’s attitudes that support prostitution.

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- Buyers absolutely rely on each other, through formal and informal interpersonal networks, to (1) learn how to do the “hobby,” and (2) these networks provide a critical echo chamber for advancing the cultural ideologies that are at the root of sex buying behavior.
- When novices interact with seasoned clients, the lion’s share of their discourse centered on the proper and safest techniques for interacting with sex workers online and in person and for minimizing the risk of discovery by others.

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### Invisible Offenders: A Study Estimating Online Sex Customers Research Report

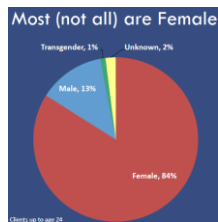
This study and executive summary were developed from finding from Team: Digital Defenders of Children, ASU Office of Sex Trafficking Intervention Research and supported by the Phoenix Police Department.

**Research Team from the Office of Sex Trafficking Intervention Research (STIR):**  
**Dr. Stephanie Rose-Vergara, MSW, Ph.D., VTIR Director**  
**Kristine Mittle, MSW, Doctoral Candidate, VTIR Associate Director of Research Development**  
**Aaron Goldberger, M.A., VTIR Associate Director of Research Operations and Logistics, Vice Enforcement Unit, Phoenix Police Department**  
**Janice Smith, M.A., VTIR Project Coordinator**  
**Kate Stalberg, Ph.D., Arizona State University Faculty Associate**

- What is the probable population estimate for males seeking to purchase sex from a female using a prominent online sex ad venue?
- Sex ads placed online Craigslist and backpage in 15 cities at two different times (seven days apart)

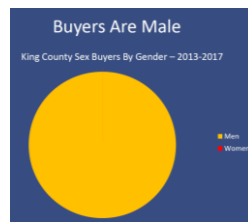
City	% of Males in City Who Call Sex Ads (Confidence Intervals)	Estimated Sex Ad Customer Population	Average # of Ads Posted on backpage.com in a 24 hour Period (Friday 2pm)
San Diego	3.1% (0% - 7%)	36,890	310

### Seattle Data



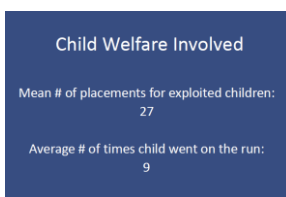
Victims

(Valiant Richie, 2018)



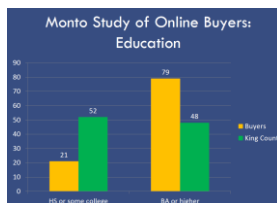
Buyers

### Seattle Data



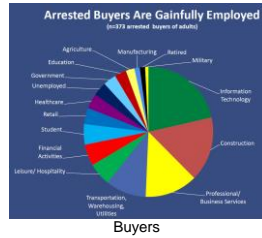
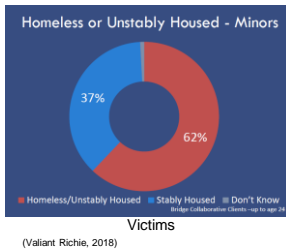
Victims

(Valiant Richie, 2018)



Buyers

## Seattle Data




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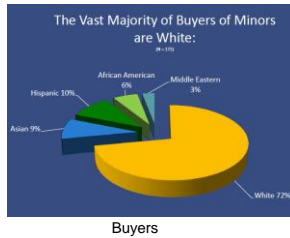
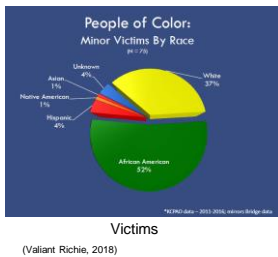
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## Seattle Data




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## Let's Review . . .



- Poor
- Female
- Racial minority
- Unstable housing and living environments
- Often criminalized
- Employed / Wealthy
- Male
- White
- Not criminalized
- Professionals

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What are our assumptions about sex buyers?

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## Study: The Buyers



Online Survey Fielded Dec '16 - Jan '17  
n=532 San Diego-area men, weighted by age and race/ethnicity

Respondent has ever paid for sex [since 18th birthday](#)

No | 79.4%  
Yes | 20.6%

Agree or disagree: If the circumstances were right, I could [envision paying someone to have sex with them](#).

Strongly disagree | 54.6%  
Somewhat disagree | 11.5%  
Somewhat agree | 28.1%  
Strongly agree | 5.8%

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results; Online Survey Fielded Dec '16 - Jan '17.*

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## Study: The Buyers



Factors important in deciding whether to buy sex: San Diego  
(Among the n=184 respondents who 'agree' they could buy sex)

In order to pay someone for sex: I would have to feel that there was [no risk to my physical safety](#).

Very important factor | 73.3%  
Somewhat important factor | 13.9%  
Not an important factor | 6.5%  
Not applicable | 6.3%

In order to pay someone for sex: I would have to be certain I was [not at risk of contracting a sexually transmitted infection](#).

Very important factor | 79.6%  
Somewhat important factor | 9.7%  
Not an important factor | 3.2%  
Not applicable | 7.5%

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results; Online Survey Fielded Dec '16 - Jan '17.*

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## Study: The Buyers



**Factors important in deciding whether to buy sex: San Diego**  
(Among the n=184 respondents who 'agree' they could buy sex)

In order to pay someone for sex: I would have to be confident that I **would not be arrested**.

Very important factor | 75.6%  
Somewhat important factor | 10.9%  
Not an important factor | 4.9%  
Not applicable | 8.6%

In order to pay someone for sex: I would have to be sure that the person was **not forced or trafficked**.

Very important factor | 69.7%  
Somewhat important factor | 16.3%  
Not an important factor | 6.5%  
Not applicable | 7.5%

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results: Online Survey Fielded Dec '16 – Jan '17*.

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## Study: The Buyers



**Deciding NOT to go through with a transaction: San Diego** (Among the n=207 respondents who 'at least once' walked away from it)

Why did not go through with paying: I realized that paying for sex is **inconsistent with my moral beliefs**.

No | 13.0 %  
Yes | 87.0 %

Why did not go through with paying: I did not want to **hurt my partner/spouse**.

No | 62.3%  
Yes | 37.7%

Why did not go through with paying: I was concerned about the risk of **contracting a sexually transmitted infection**.

No | 51.0%  
Yes | 49.0%

Why did not go through with paying: I was concerned that the **person could be forced or trafficked**.

No | 77.7 %  
Yes | 22.3 %

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results: Online Survey Fielded Dec '16 – Jan '17*.

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## Study: The Buyers



**Sex Buying Behaviors: San Diego**  
(Among the n=108 respondents who have ever bought sex)

Circumstances of first purchase: I **contacted/ approached the sex provider first**.

No | 66.5%  
Yes | 33.5%

Circumstances of first purchase: I **was serving in the military**.

No | 78.6%  
Yes | 21.4%

Circumstances of first purchase: A friend, colleague, group of friends, or family member **set it up for me**.

No | 69.0%  
Yes | 31.0%

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results: Online Survey Fielded Dec '16 – Jan '17*.

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## Study: The Buyers



### Sex Buying Behaviors: San Diego

(Among the n=108 respondents who have ever bought sex)

Highly important factor in deciding on a sex provider: **Physical attractiveness of the sex provider.**

No | 30.9%  
Yes | 69.1%

Highly important factor in deciding on a sex provider: **My physical safety.**

No | 42.2%  
Yes | 57.8%

Highly important factor in deciding on a sex provider:  
**Low risk of getting arrested by the police.**

No | 38.6%  
Yes | 61.4%

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results: Online Survey Fielded Dec '16 – Jan '17.*

## Study: The Buyers



### Sex Buyer Behavior: San Diego

(Among the n=108 respondents who have ever bought sex)

Agree or disagree: **I would like to stop buying sex.**

Strongly disagree | 16.2%  
Somewhat disagree | 24.6%  
**Somewhat agree | 25.4%**  
**Strongly agree | 33.9%**

Agree or disagree: I believe that the person I most recently paid for sexual acts **operated of her/his own free will.**

Strongly disagree | 3.2%  
Somewhat disagree | 10.1%  
**Somewhat agree | 25.9%**  
**Strongly agree | 60.8%**

Source: Hedlin, S., Monto, M., and Trouteaud, A. Demand Abolition. *San Diego Survey Results: Online Survey Fielded Dec '16 – Jan '17.*

## The Buyers on Backpage

≈ 533 Ads a Day

Friday, 04/28/2017	574
Saturday, 04/29/2017	523
Sunday, 04/30/2017	430
Monday, 05/01/2017	508
Tuesday, 05/02/2017	555
Wednesday, 05/03/2017	578
Thursday, 05/04/2017	561
<b>TOTAL</b>	<b>3729</b>

≈ 125 response per Ad

Friday, 04/28/2017	<b>206</b>
Saturday, 04/29/2017	162
Sunday, 04/30/2017	191
Monday, 05/01/2017	68
Tuesday, 05/02/2017	98
Wednesday, 05/03/2017	72
Thursday, 05/04/2017	91



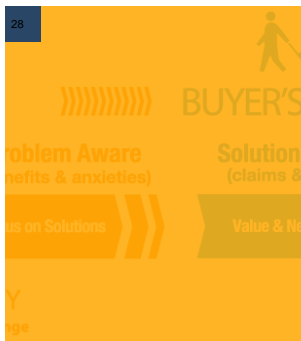
### Number of Unique Contacts Per Ad/Day by the Hour (Peak Times)

1. *Friday*
2. *Sunday-Thursday*
3. *Peak Times are during Work Hours*

Time	4/26/2017	4/26/2017	4/26/2017	4/26/2017	4/26/2017	4/26/2017	4/26/2017	4/26/2017
	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Sum
10:00am	17	9	10	5	1	4	4	10
10:15am	10	7	9	2	1	2	1	10
10:30am	13	6	10	1	3	4	1	10
10:45am	7	6	10	3	5	2	1	10
11:00am	9	9	9	4	7	4	4	10
11:15am	11	7	8	2	3	6	8	10
11:30am	8	9	8	1	9	3	7	10
11:45am	9	8	11	1	4	5	7	10
12:00pm	8	5	4	5	4	3	3	10
12:15pm	11	4	6	4	2	2	3	10
12:30pm	7	7	4	0	3	2	2	10
12:45pm	7	5	8	2	2	6	7	10
10:00am	5	6	9	1	4	4	6	10
10:15am	7	6	9	1	2	2	1	10
10:30am	8	9	12	6	2	1	2	10
10:45am	5	9	7	2	2	1	2	10
11:00am	11	8	7	2	4	3	1	10
11:15am	10	8	1	1	4	1	1	10
11:30am	10	9	2	3	1	1	1	10
11:45am	9	6	3	1	2	4	3	10
12:00pm	1	1	7	1	4	2	6	10
12:15pm	12	9	8	3	6	4	2	10
12:30pm	5	3	8	2	6	2	2	10
12:45pm	6	4	11	4	5	2	4	10
Total	106	102	111	68	98	72	81	108

What else did we learn about sex buyer behavior?





think  
with Google

### What is a buyer journey?

We were introduced to the idea of mapping the buyer journey during a design sprint hosted by Google in San Diego

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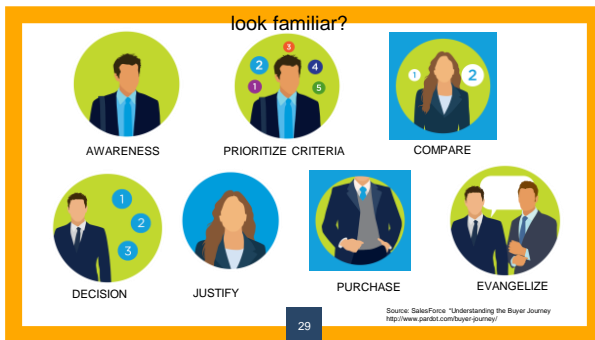
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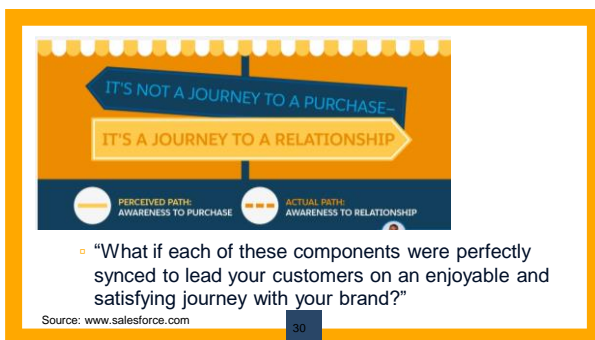
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- "What if each of these components were perfectly synced to lead your customers on an enjoyable and satisfying journey with your brand?"

Source: [www.salesforce.com](http://www.salesforce.com)

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# HOW DOES THIS APPLY TO DEMAND REDUCTION?

What could we learn about the pathways to sex buying and how to address it?

How can this be used to dissuade buying behavior through online marketing and inbound marketing?

What if this concept was applied to buyers of sex?

first

second

last

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## Not all journeys are the same

- ❖ The Sex Buyer Journey is not a definitive statement about the scope and sequence of male socialization that leads to sex buying, nor is it a justification for sex buying behavior.
- ❖ The Sex Buyer Journey is a framework for understanding some of the primary cultural forces that influence men to become sex buyers.
- ❖ The Sex Buyer Journey considers that there is a progression into sex buying behavior that includes a series of social influences and exposure to various "prompts" throughout life that can lead someone into buying sex.

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GENDERED CULTURAL NORMS INFLUENCE ATTITUDES AND BEHAVIORS OF BOYS AND MEN



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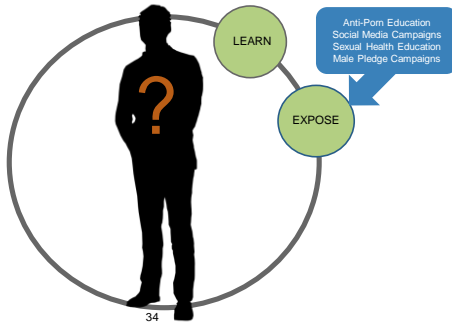
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MALES ARE EXPOSED TO MISGUIDED AND INCORRECT INFORMATION ABOUT POWER AND RELATIONSHIPS FROM THE INTERNET, PEERS, AND MEDIA




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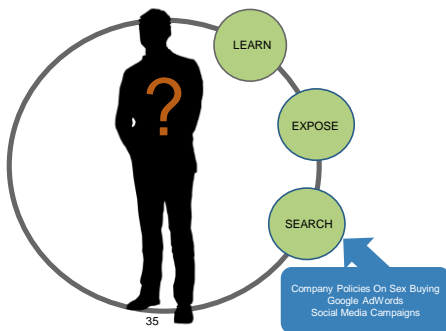
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ASSESS RISKS, REWARDS AND METHODS OF BUYING SEX.




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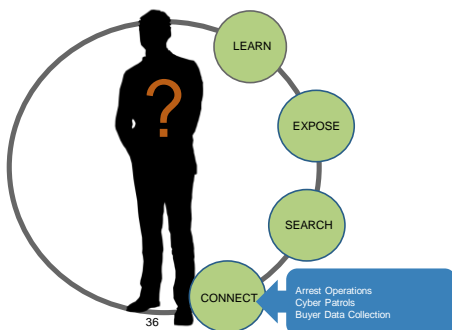
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MAKE A DECISION AND PLAN TO BUY SEX




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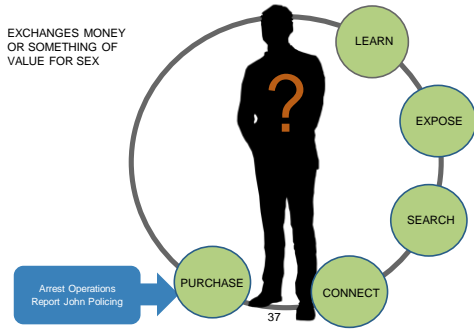
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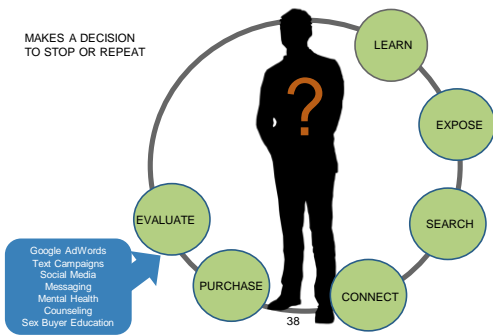
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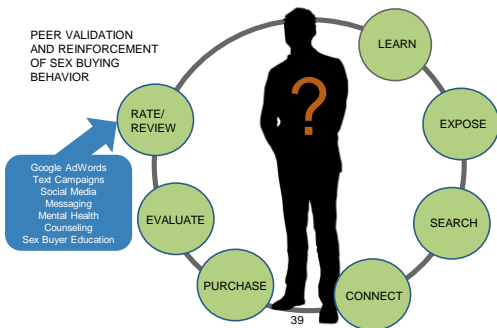
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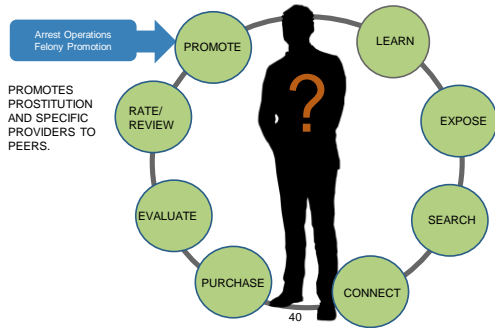
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## Main Takeaways

Upstream (Disrupt) | Downstream (Integrate)

- ❖ We cannot only focus on disrupting individual sex buyers
- ❖ Reinforces the need to think 'up stream'
- ❖ Reinforces that we need a multisector, systems approach
- ❖ This is just a framework or starting point that can be used to analyze multiple types of buyers, service types and develop targeted messaging

USER JOURNEY

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## The Tactics

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### A few tactics implemented so far . . .



**A Bunch of Guys**  
28,000 Buyers Nationally  
5,300 Buyers in San Diego



**The Ugly Truth**  
33,000,000 Impressions  
31% Decrease of Online Purchase Intent  
3 x More Human Trafficking Hotline Number

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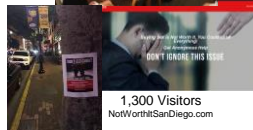
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### Boys Curriculum

- ❖ Project ROOTS is a prevention education program for boys to reduce gender-based violence including sex trafficking and sexual exploitation and to become powerful leaders of change in their community.
- ❖ Boys aged 8 – 13
- ❖ Empathy, Empowerment and Equality



**3,300 Educated**  
in Demand Reduction




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### Business Alliance



10am- 12pm is a peak time that people are procuring sex online in San Diego



57% sex buyers admit to paying for sex while traveling out-of-town for business



69% of men surveyed note that losing their employment as a deterrent to purchasing sex



63% of prostituted people said they met clients on company properties

### Buyer Stings



### Prostitution Impact Panel

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## San Diego Buyer Sting




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### Illicit Massage Parlor Stings

- 204 arrests made in 8 days
- People reporting substantial decrease in massage parlor business in Seattle
- "Mongers" attempting to disrupt operations and discussing on social messaging and review sites such as Rubmaps.com immediately after operation

## Stopping Sexual Exploitation: a Program for Men (SSE)

- 8 modules
- Prosecutors: File charge and recommend SSE as a condition of sentence
- Judges: Include SSE as condition of sentence
- Pay \$900 fee
- Schedule Motivational Interview phone session




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Google AdWords

4,159,701 Reached  
Seattle, Phoenix, Boston,  
Portland



Social Media Campaigns  
284,408 Buyer 'Look-a-likes' Reached  
1,400 Identified Buyers Reached  
Phoenix

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## About Demand Tracker

1. A person finds our youth decoy ad on a prostitution website, and sends a message
2. Within a few minutes, the bot sends a reply *only if it is the first time seeing the number*
3. One week later: deterrence message is sent to the person from a different phone number




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### Conclusions:

- Approximately 14 – 20% of American males have bought sex in their lifetime, but at 80% do not!
- Approximately 6% of sex buyers are driving the majority of transactions (50-75%) = Target high frequency buyers
- Sex buying behavior is reinforced by social and cultural norms that are rooted in gender inequality
- Sex buyers are typically more concerned with their own safety and security when purchasing sex rather than the conditions of the seller
- By heightening the perception of "risk" (getting arrested, getting sick, getting exposed), we can make a bigger impact in deterring sex buying behavior

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