SEX
BUYING

Are we making *any* progress?
15 - 22 MILLION SEX BUYERS

Scope of Demand in USA

Source: American sexual behavior: Trends, socio-demographic differences, and risk behavior
Scope of Demand in AZ

100,000 – 300,000 SEX BUYERS

Source
Approximately 5% (or 1 in 20) adult men search online ads – source ASU Office of Sex Trafficking Intervention Research (Invisible Offenders Report)
CEASE Network 2015-2017

A collaboration of 12 pioneering cities committed to reducing sex-buying by 20%

- Atlanta
- Boston
- Chicago
- Dallas
- Denver
- Houston
- Los Angeles
- Oakland
- Phoenix
- Portland
- Seattle
- San Diego
CEASE Phoenix Metro = now CEASE Arizona

Goals:
- Increase public awareness
- Increase perception of risk
- Educate policy makers
- Train law enforcement
- Innovate and test new tactics
- Activate community partnerships

Joined: October 2014

Aim: Reach 28,800 sex buyers by January 2017
What we have learned in the first 2 years

Most sex buying is brokered online or at illicit massage parlors

Technology is critical to reach buyers at mass scale

- High Frequency Buyer Focus

(5% of the buyers drive over 50% of the market)
Major Accomplishments
Major Accomplishment

Mandatory Booking
Major Accomplishment

Cyber Patrols: Over 5,000 talks and texts from law enforcement
Major Accomplishment

City of Phoenix
Employee Policy:
15,000 workers reached
Major Accomplishment

Google AdWords

Over 400,000 impressions

3,000 clicks per month
Major Accomplishment

Graphic Novel Text Campaign
Sent to 1,700 buyers in:
- Tucson
- Phoenix
- Scottsdale
- Glendale
Graphic Novel Text Campaign

Sent to over 10,000 buyer phone numbers from civilian and law enforcement collection – 1300 in Arizona

Over 1000 responses such as:

“Who is this?
“Why are you texting me?”
“Stop texting me”
“Thank you.”
“What are you trying to tell me?”
“Point taken”
“I understand.”
“Fuck you.”
“Fuck off bitch”
“You guys need to stop sending me this stuff”
“Stop texting me, assholes.”
“Lose my number”
“Kiss my ass”
“Blow me”
“Can u spell harassment? (obviously he can’t)
“Dear NSA, Strike that from the record”
You got the wrong guy, and your opening up a can of worms you don't want to deal with... Test me.. Will track you down like a dog and erase you.

Thank you for sharing this
08/04/16 10:08 pm

Im not soleciting ass. And if i did im aware i made a mistake. Therefore im married to Abstinence so back up off me hoe.
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<th></th>
<th>2015</th>
<th>2016 to date</th>
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<tr>
<td>ARRESTS</td>
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<td>PUBLIC AWARENESS</td>
<td>3 million</td>
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ONLINE PURCHASE INTENT

Intent to Buy Sex Online Progress

Goal: -20%

-50% 50%

-16%
Train: All law enforcement

Scale: Coordinated efforts and social media reach

Replicate: Ongoing operations using technology

Embed: Demand into sex trafficking interventions

Change: Hearts and minds about prostitution

2017 AND BEYOND
Questions?

Angie Bayless
Local Coordinator
CEASE ARIZONA
(602)505-9050
apb1973@gmail.com