

Key Facts About Preventing Trafficking Victimization Through “Demand Reduction”

- Sex trafficking in the U.S. is a business where **“supply”** is mostly vulnerable women and girls, and the **“demand”** is men who buy sex illegally. **Demand reduction, which includes arresting and prosecuting sex buyers, can dramatically and sustainably prevent victimization.**
- Recent studies, including our nationally-representative survey of 8,201 U.S. men, find that **5-6% of U.S. men have bought sex in the past year.** An additional 30% say they might buy sex in the future “if the circumstances were right.”
- **The likelihood of arrest is a powerful deterrent.** In our survey, 85% of men who might consider buying sex say the risk of arrest is an important influence on their behavior. According to peer-reviewed studies, buyers are 70% less likely to re-offend after arrest.
- Various studies find that **a small percentage of buyers account for up to half of all illegal paid sex transactions.** Many of these “high frequency” buyers purchase sex on a weekly basis, **yet only 1 in 10 has ever been arrested.**
- Our Cities Empowered Against Sexual Exploitation (CEASE) Network, a multisector initiative in 12 cities, demonstrates that **demand reduction tactics are effective, scalable, and efficient** at preventing sex trafficking:
 - Law enforcement agencies within CEASE Network developed cost-effective sting operation protocols that have led to **thousands of buyer arrests** and directed confirmed and potential victims to services. In Houston, a recent 10-day operation resulted in the **apprehension of over 200 sex buyers.**
 - Survivor leaders strongly endorse **buyer accountability strategies as an essential part of a victim-centered approach to combating sex trafficking.**
 - Police agencies across King County (Seattle), Washington **charged 13 sex buyers with felonies** for promoting prostitution by maintaining a website **that linked over 18,000 suspected sex buyers** and trapped victims from across the country.
 - Technologists and NGOs **reach tens of thousands of likely sex buyers with evidence-based deterrence** campaigns to thwart them from purchasing sex.

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To learn more about demand reduction, contact us:
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**DEMAND
ABOLITION**