

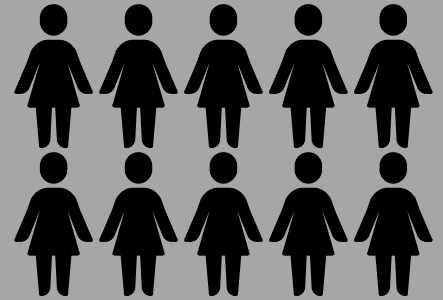
HOW SEX TRAFFICKING WORKS

A PROFITABLE BUSINESS MODEL:

SUPPLY, DEMAND AND THE INCENTIVE FOR PROFIT

HUMANS ARE THE 'SUPPLY'

The supply consists primarily of a large group of people who belong to marginalized populations, typically-society's most vulnerable women, girls, trans and gender non-conforming youth, young adults aging out of foster care, a history of trauma, and undocumented immigrants-disproportionately of color, often trafficked into the sex trade.



SEX BUYERS CREATE THE DEMAND FOR PROSTITUTION

Demand is a consumer's willingness to buy a product. In the sex trade, sex buyers' willingness to buy sexual acts from people in prostitution creates demand and fuels the sex trade.

99% of sex buyers are men. High-frequency buyers in the U.S. typically earn a salary of \$100K+ annually.

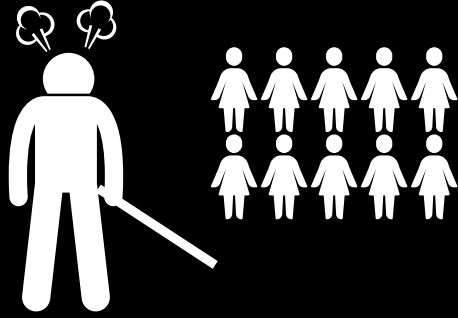
THE GREATER THE NUMBER OF SEX BUYERS, THE LARGER THE SEX TRADE

When prostitution is legal or decriminalized, the demand for paid sexual acts increases. When the state normalizes sex buying, men who would otherwise be deterred from purchasing sexual acts—for ethical or legal reasons—are encouraged to become sex buyers.



WHEN DEMAND FOR PROSTITUTION INCREASES, TRAFFICKERS MEET THAT DEMAND WITH SEX TRAFFICKING VICTIMS

Traffickers know that to grow a business they must meet sex buyers' demands. To meet the increased demand for paid sexual acts, pimps and sex traffickers provide the human "supply" to sex buyers reaping massive profits.



Traffickers use manipulation, coercion, force, and deception to push vulnerable people like homeless teens, immigrant women and foster care youth into the sex trade.



SEX BUYS DON'T CARE THEY JUST WANT TO PURCHASE SEXUAL ACTS

Sex buyers do not care if the person they buy is sex trafficked. Regardless of the circumstances, sex buyers rarely face consequences for the psychological, sexual or physical harm they cause on the human beings they purchase.

END DEMAND, END SEX TRAFFICKING

Without sex buyers, there would be no prostitution market where pimps and sex traffickers bring women and children to meet that demand.

Hold sex buyers accountable, end demand, prevent sex trafficking, and shrink the sex trade.



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