



The underground commercial sex economy (UCSE) is the second largest black market in the U.S., recently surpassing the illegal gun trade and second only to the drug market. Although currently behind the drug trade, research has suggested that traffickers are increasingly moving away from pushing drugs and more towards prostitution and exploitation. Traffickers are attracted to the commercial sex economy by its relatively low risk and the ability to “recycle” victims for greater profit. In U.S. cities, the sex economy ranges from \$39.9 million with pimps generating \$578,708 a year to \$290 million with a yearly income over \$1.7 million per pimp.¹ Based on this finding, the U.S. UCSE is estimated to bring in \$55 billion per year, almost three times the amount generated by the movie box offices and the NFL combined.²

Many justify prostitution and the considerable size of the UCSE by calling it a victimless crime and referencing a prostitute’s ability to “choose” the industry. However, data collected from the U.S. National Human Trafficking Hotline suggests that 1 in 3 sex trafficking victims forced into prostitution are minors under the age of 18.³ Thus highlighting that prostitution and the commercial sex economy are not victimless, but instead a severe threat to children and more specifically a major threat to U.S. children. Recent research debunks the once believed myth that sex trafficking is a foreign issue, but instead estimated that 100,000 – 300,000 American children are at risk for sex trafficking every year with the average age of entry estimated to be 14.⁴ Changing the path of a child’s life forever.

It is evident that ending sex trafficking, and more specifically domestic minor sex trafficking (DMST), would have substantial impacts on the economy and society, but the strategy for eradication is not as straightforward. The majority of current approaches are victim-centered and focus on awareness, rescue, and restoration, all of which are extremely important. However, a victim-centered approach ignores the primary perpetrator: the demand for the industry. In the U.S. 15% - 20% of American men pay for sex.⁵ More specifically, out of the men that pay for sex, 70% are white males, 60% have a full-time job and 52% are married.⁶ These numbers expose the true nature of sex trafficking and the demand for its services. It is not an industry fueled by gangs and low-income individuals seeking a paycheck, but instead sex trafficking exists because of the high demand from American men. As long as the demand exists, the industry will continue to generate billions of dollars and American children will continue to be at risk of victimization.

There are currently a few nationwide campaigns to combat human trafficking, the most notable being the Blue Campaign, directed by the Department of Homeland Security. The Blue Campaign promotes awareness for all components of human trafficking, including both labor and sex trafficking, both domestically and internationally. It also utilizes a victim-centered approach, “which places equal value on the identification and stabilization of victims and providing immigration relief, as well as the investigation and prosecution of traffickers” (Blue Campaign). It does so to ensure the safety of victims and his/her participation in bringing charges upon traffickers to make for a stronger case. The Blue Campaign, also, offers a vast amount of resources to educate law enforcement, educators, and citizens on identification methods and available resources for victims.

Current human trafficking awareness campaigns, play an extremely vital role in increasing public awareness and educating people, but a broad content focus (human trafficking in general, both international and domestic) and victim-centered approach, leaves room for a demand-focused sex trafficking campaign. Demand an End fills this gap. Demand an End is a sex trafficking specific campaign driven by a demand-focused approach, designed to complement and build upon the work of current campaigns. Demand an End's sole focus on domestic sex trafficking allows it to provide in-depth information on a single topic. In addition, its demand focus targets legislation to deter buyers and reduce the demand for the industry, reaching potential buyers before they reach their victims.

Sex trafficking is not composed of isolated markets acting independently of one another, but instead a network that crosses district and state lines. In response, Demand an End works to establish a single, united, nationwide force to combat this evil industry. The program does so by running through each state's Attorneys General office and then trickling down to unite nonprofits, law enforcement, and businesses. This strategic design ensures that the campaign is primarily focused on legislative and marketing efforts to deter buyers and creates an inclusive, consistent, nationwide brand, while also maintaining flexibility to adjust to specific state needs.

Sex trafficking in the U.S. has gained attention throughout the years and public awareness has greatly increased. Efforts to combat the industry are vast and successes have been evident. By the end of 2013, Operation Cross Country, ran by the FBI's Innocence Lost task force, convicted over 1,300 perpetrators and rescued 2,700 victims, to name one great success.⁷ However, rescue numbers will continue to rise as long as the demand for the industry is still in strong existence. A strong, legal force focused on deterring buyers will make a great impact in stopping buyers before they victimize American youth; only then will we see an end to this evil industry.

¹Dank, Meredith, Kahn, Bilal, Downey, Mitchell, Kotonias, Cybele, Mayer, Debbie, Owens, Colleen, Pacifici, Laura, Yu, Lilly. "Estimating the Size and Structure of the Underground Commercial Sex Economy in eight Major U.S. Cities." *Urban Institute*. March 2014.

²Ausick, Paul. Sex & Drugs could Add \$800Billion to U.S. GDP. 2014. <http://247wallst.com/economy/2014/05/31/sex-drugs-could-add-800-billion-to-u-s-gdp/>

³Polaris Project. (2015). Sex Trafficking in the U.S.: A Closer Look at U.S. Citizen Victims

⁴Smith, Linda. Vardaman, Samantha. Snow, Melissa. "The National Report on Domestic Minor Sex Trafficking: America's Prostituted Children." *Shared Hope International*. March 2009.

⁵Abt Associates Inc., "Final Report on the Evaluation of the First Offender Prostitution Program," Prepared for Karen Bachar, Office of Research and Evaluation, National Institute of Justice, March 7, 2008.

⁶Monto, Martin A., & Milrod, Christine. (2014). Ordinary or Peculiar Men? Comparing the Customers of Prostitutes With a Nationally Representative Sample of Men. *International Journal of Offender Therapy and Comparative Criminology*. Vol. 58(7) 802-820. Retrieved from <http://journals.sagepub.com/doi/pdf/10.1177/0306624X13480487>

⁷These data are current as of June 2013. For more information, see http://www.fbi.gov/about-us/investigate/vc_majorthfts/cac/innocencelost. These are the most recent published data