



Buyer Beware

A study into the demand side of the sexual exploitation industry

Dr. Susan McIntyre
November 2012

Table of Contents

Preface.....	1
The Researcher	5
Executive Summary.....	7
Introduction.....	11
Section 1: Impetus and Methodology of Research.....	14
Section 2: Demographics & Background	17
Section 3: Consumer Results.....	31
Section 4: Significant Findings.....	59
Section 5: Concluding Discussion and Recommendations.....	64
References.....	66

Preface

Over the past 15 years, much of my research has been focused on young people involved in the sexual exploitation trade. This academic research extends primarily through three interconnected pieces of work.

The first piece of interviewing took place in 1991-1992, and was released as my PhD dissertation in 1994 entitled *The Youngest Profession the Oldest Oppression*. During that time, I interviewed 50 young people in Calgary. This involved 41 females and nine males, 25 percent of which were Aboriginal. This research found 82 percent of this population had experienced sexual abuse prior to their entrance into the sexual exploitation trade. It also demonstrated professionals had both ignored and failed to recognize the abuse this population had experienced prior to their entrance into the trade. In fact, many had failed to act while young people were being sexually exploited in front of them. Given this failure to intervene, it was in fact a form of state-supported sexual abuse. In the end, this research resulted in raising both social and political attention in The City of Calgary and The Province of Alberta.

Over time, I observed the growing acceptance of youth involved in prostitution as a form of sexual abuse. I watched The City of Calgary and The Province of Alberta embrace this paradigm shift, subsequently resulting in policy, legislative and program changes. This paradigm shift slowly spread across the country as the term 'youth prostitution' was replaced by the term 'sexual exploitation.' Today these two terms are used interchangeably.

The second piece of research was initiated by two former youths I had interviewed in 1991-1992, who challenged me to revisit the same questions I had originally asked those ten years earlier in order to see what had and hadn't worked.

I took the challenge, and in 2002 a retrospective longitudinal study titled *Strolling Away* was released.

At that point, I had accounted for and interviewed 38 of the original 50 people I had interviewed ten years previously. Some of the women had worked in the United States: primarily Las Vegas, California or Hawaii. Two women from this group ended up working in Japan for up to six months and found it difficult to escape back home. The men seemed to work primarily throughout Canada.

In this study, I learned both young women and men could survive this experience; however, the painful scarring remains. We also learned that for young women, the value of producing a child, or the desire to produce children, brings with it both family and state support. Eighty-two percent of women from this study had in fact produced children. On the contrary, the physical birthing of a child was not an option available to young men. From our small sample of young men, we learned they enter the trade younger and stay twice as long. Childbirth was not a viable opportunity to exit for young men as it is for young women. We also learned through interviewing the same men 10 years later that we tend to view sexual exploitation of children through a female lens only. Young men inquired as to why we still asked them questions from a 'chick perspective'.

This second piece of research made it apparent that we as professionals and as a society knew very little about young men entering the sexual exploitation trade. Why and how do they enter? How do they work? How long do they stay? What is the lifestyle? How do they exit?

This lack of knowledge was the impetus to begin the third connected piece of work entitled *Under the Radar: The Sexual Exploitation of Young Men*. It was apparent that looking at only one geographic site would be unfair. The plan was

to examine independently the provinces of Alberta, British Columbia, Saskatchewan and Manitoba. The Alberta report was released in June 2005. The British Columbia report was released in December 2006. The report for Manitoba and Saskatchewan was released in the spring of 2008. Compiled as *The Western Canadian Report*, the report overviewed the four western provinces of British Columbia, Alberta, Saskatchewan and Manitoba, summarizing and comparing similarities and differences of each of these Western Provinces in 2008.

During this time I had been very vocal about the issue of supply and demand within the sexual exploitation trade. It became apparent that if we were able to influence and decrease the demand for youth in the sexual exploitation industry, we would be able to decrease the supply end and truly impact this social issue. To this end, I had been involved in designing a program to educate youth about the realities in the sexual exploitation industry. The goal was to educate potential consumers about the realities resulting in a decrease in the likelihood of a person becoming a consumer. During the work of this program design, we realized that we were naive about who and how someone becomes a consumer of the sex trade. Who are these people and where do they come from? It was for this reason it was important to begin this study.

This research study entitled *Buyer Beware* aimed to answer some important questions about the demand side of the sexual exploitation industry.

Acknowledgements:

I would like to thank the following persons and programs for their support in reference to this study.

Funders:

The Norlien Foundation

An Anonymous Donor

Reference Group:

Paula Tyler, Executive Director, Norlien Foundation

Nicole Sherren, Scientific Director, Norlien Foundation

Dr. Robbie Babins-Wagner, CEO, Calgary Counseling Services

Chief Rick Hanson, Calgary Police Service

Jennifer K., Experiential Young Woman

Offender Customer John Schools:

Saskatoon Salvation Army

Winnipeg Salvation Army

Edmonton Cease Now

Vancouver John School, John Howard Society

Sexual Addiction Groups across Western Canada

The Researcher

With over 20 years experience in the non-profit, public and private sectors, Dr. Susan McIntyre has developed a unique set of skills and expertise.

As a scholar and educator, Dr. McIntyre is well recognized for her expertise in the areas of child sexual abuse and prostitution. She has presented over 100 workshops and keynote addresses to provincial, national and international conferences.

As an international research and policy advisor, Dr. McIntyre appreciates the relationship between research, the law and social policy in the development of social programs.

As a social service practitioner, she has combined her human service background with entrepreneurial business flair. She clearly understands the social sector's challenge to meet mission goals, and helps them integrate mainstream business practices and accountability into their daily operations.

As a leader in effecting organizational change and development, she has established a strong track record in identifying and meeting the needs of an organization.

As a fundraiser, her ability to provide an analytical, business approach towards matching a company's community interests to high priority social issues have earned her the respect of Calgary's foundations and corporate sector. Her broad fundraising experience includes approving foundation grants, applying for foundation grants and securing sponsorship from numerous leading national and international corporations.

As an entrepreneur, she was responsible for the start-up of 25 operations in both the private and public sectors, guiding them from concept through to the stages of implementation and evaluation. Her pioneering work in designing a management service to partner the expertise of Calgary's corporate community with non-profit organizations was just one example of her work in this regard.

As a community volunteer, Dr. McIntyre has proven her personal commitment time and again. As a strong community advocate, she has co-chaired numerous volunteer committees and task forces involving justice, social services, health services and education.

As a professional who has devoted much of her life to helping sexually exploited youth, Dr. McIntyre's commitment to helping us better understand the dynamics and role consumers play in sexual exploitation.

Executive Summary

A total of 20 sex consumers were interviewed for this study between February 2010 and December 2011. Interview subjects were sourced from the Prostitution Offender Program in Winnipeg and Edmonton. Other interviewees were found through Sexual Addiction groups and word-of-mouth in Alberta. All interviews were conducted in confidential, safe locations.

The Adverse Childhood Experience (ACE) study's series of 10 questions were administered as part of the *Buyer Beware* interview process. The ACE study was a collaborative research project by the Centre for Disease Control and Prevention (Dr. Robert Anda) and Kaiser Permanente Health Clinic of San Diego (Dr. Vincent Felitti). For the *Buyer Beware* study, the ACE study's questions were used as an icebreaker within the interviews. The following represents the results from the administration of the ACE questions:

ADVERSE CHILDHOOD EXPERIENCE	
Abuse	
Emotional Abuse	12/20 (60%)
Physical Abuse	12/20 (60%)
Sexual Abuse	4/20 (20%)
Neglect	
Emotional Neglect	11/20 (55%)
Physical Neglect	3/20 (15%)
Household Dysfunction	
Mother Treated Violently	8/20 (40%)
Household Substance Abuse	11/20 (55%)
Household Mental Health Illness	7/20 (35%)
Parental Separation or Divorce	8/20 (40%)
Incarcerated Household Member	1/20 (5%)

Backgrounds of emotional abuse and neglect, physical abuse and household substance abuse were found in over 50 percent of those interviewed. Sixty-five percent of those interviewed were born and raised in Canada. Seventy-five percent of those interviewed had been to college or university. Seventy-five

percent of this population earned over \$50,000 annually, with 40 percent of this population earning over 100,000 annually. Seventy-five percent of this population had or were in long term relationships and had children. The remaining 25 percent were single and did not have children.

Seventy-five percent of this population considered themselves to be sexually addicted but over 27 percent had not sought out any form of treatment. Feeling out of control and high risk behaviour resulted in over 50 percent of this population seeking treatment. Close to 50 percent of this population had experienced other addictions such as substance addiction to alcohol or drugs.

Those interviewed range in age from 20 to 72 years of age with an average being 44 years of age. Over 55 percent of this population had become consumers while they were under the age of 30 years. The exercise of cruising and strolling the street before purchasing was something all had done. Strolling in a vehicle is something which served as an early warning indicator in building a person's self confidence to become a consumer. Forty percent had commenced this behavior while under the age of 20. Seventy-five percent of this population had been consumers in the sex trade for over ten years.

Becoming a consumer was thought to be an adventure, revenge, easy and satisfying or a fantasy for this population. Fifty-five percent of this population identified a family history of a parent, grandparent, or sibling who was a consumer of the sex trade. The purchasing of sex at a stag was something none of those interviewed had ever done. Forty-five percent had arranged escort service or entered a massage parlour. Thirty percent had arranged an encounter online. Forty-five percent had been involved in the purchasing of phone sex. The majority of interviewees (65 percent) indicated they would not be under the influence of any substance when purchasing sexual services. A total of 60percent stated that they purchased for companionship, and the activity would occur in hotels, apartment and cars.

All those interviewed spoke of feeling at risk of harm and vulnerable, with 55 percent of them having experienced violence of robbery while they were involved in a transaction. Many had been consumers for over ten years but only 65 percent of them had been charged. The use of escort and massage parlours prevented any criminal charges as these are city licensed and controlled businesses.

Over 60 percent felt this activity had affected their personal, social and professional life. Thirty percent felt detached and had no feeling toward the activity of being a consumer. The other 70 percent reported feeling guilty, bad and remorseful after they had been a consumer. Eighty-seven percent felt that in the long run being a consumer had taken their spirit away and they themselves and or the sex worker were harmed by this activity. Forty percent felt that this activity caused them or their family economic hardship while 80 percent believed this behaviour has harmed them or their family.

Many interviewees believed that they gained fantasy fulfillment, contact exposure to street life and brief satisfaction from being a purchaser, while the 15 percent believed they gained nothing from the activity. The loss of intimacy, connection, dignity, self respect and employment were noted by 90 percent of this population. Forty-five percent of this population feared they had purchased from a minor. All those interviewed stated they would warn someone considering this activity not to go down this road.

In summary, the following represents the significant findings of this study:

1. Cruising is an early warning indicator of becoming a consumer of sexual services.
2. Being a consumer of sexual services is an individual, secret activity.
3. Forty percent of consumers begin this activity while under the age of 20.
4. Over half of consumers in this study had a family member with a history as a consumer.

5. Some consumers interpret this activity as intimacy, even as a pseudo dating activity.
6. After the completion of the act they have purchased, many consumers feel guilty and depart as quickly as possible.
7. Many consumers felt spiritually harmed by the activity of purchasing sexual services.
8. The opportunity to relapse into sexual addiction is limitless and is present everywhere in society.
9. Everyone interviewed identified damage and losses for both consumers and sex workers.
10. Over half of those interviewed had been charged with a prostitution related offence.
11. There is confusion among those interviewed about our law in Canada as to what is and is not legal where purchasing sexual services is concerned.
12. Consumers identified that there are effects on a person's personal, social and professional life as a result of being a consumer.
13. Those interviewed revealed a recurrent attempt to quit after each time they purchased sexual services.

Introduction

Given the extensive research that had been conducted into the supply side of the sexual exploitation industry, it was timely and essential to enter down the path of understanding demand. Dr. McIntyre had delved into researching, understanding and providing information for over 20 years on those young women and young men that had become entwined in sexual exploitation. Who, how, why, when and where young people entered and exited a sexually exploitative life had been researched exhaustively which informed and influenced law, policy, programming, services and outcomes for this population. During this time it was apparent that if there was going to be a successful impact on decreasing the supply, we needed to intervene in the demand end: the consumers. Energy directed toward young persons was essential but was not going to influence the demand side. Through this study, there is now extensive knowledge and understanding of the demand issue.

Changing focus to the demand side originally seemed simple. Law enforcement needed to charge consumers. Programs such as “John Schools” also known as Prostitution Offender Programs (POP) began in the United States and transitioned into various locations such as Vancouver, Edmonton, Saskatoon, Winnipeg and Toronto. The focus of these programs were diversion in that when a consumer was charged they could be diverted from the court process if they attended a day long educational program on the psychological, social, health and moral impact of the sex trade on individual workers, consumers and the community. Dr. McIntyre thought there was value in switching the emphasis to demand.

As time went on it became clear that, yes, some consumers were being charged. For some it was possible that a criminal charge was enough of a deterrent to prevent future consumption, and for others they would instead seek alternative legal methods such as escort services which are legalized and sanctioned within

most urban communities in Canada. There was no way of truly knowing the impact of criminal sanctions including diversion to Prostitution Offender Programs. The available information only provided a brief glimpse of these consumers. It became apparent that further knowledge and information was needed to understand these consumers.

Dr. McIntyre had been delving into the design of a prevention program to provide information to young men about not becoming consumers in the sexual exploitation area. There was a belief that if persons truly understood the background and circumstances of those that become sex trade workers they would have an empathic and educational awareness and this could deter them from becoming a consumer. Realistically it was understood that not all would be deterred, but if 50 percent of the population could be influenced, this could be a ground-breaking impact. In designing a tool to connect with the population, it was determined that the tool had to be cutting-edge and technologically fitting for this younger generation. Factors such as age, location, format, content and circumstances would need to be considered. It was decided that the solution was an online e-learning tool. Nevertheless it became clear that the development of a prevention tool was still premature in its concept. Did we truly understand who these consumers were, where they had originated from and why? It was for this reason that Dr. McIntyre entered into the *Buyer Beware* study.

Originally, Dr. McIntyre had not really cared for or wanted to know anything about this population. She felt this was a dangerous population that harmed youth and took advantage of them. With support from the Norlien Foundation, Dr. McIntyre was provided with the opportunity to visit two addiction programs. The first was Psychological Counseling Services (PCS) in Scottsdale, Arizona run by Ralph and Marcus Earle. The second program she visited was Gentler Path at Pinegrove founded by the leading pioneer of sexual addiction Dr. Patrick Carnes in Hattiesburg, Mississippi. This provided Dr. McIntyre with an opportunity to

delve further into understanding the issue of sexual addiction and the role addictions can play in the consumer aspect of sexual addiction.

Section 1: Impetus and Methodology of Research

1.1 Impetus for the Research

A cognitive transition occurred a number of years ago in the thinking that we must look at the demand side if we were ever going to truly have any success in impacting the issue of sexual exploitation. With a clear focus in the late 90's into early 2000's, the design of a cutting edge program was started to teach young men to not to become customers. If at least 50 percent of potential consumers could be educated and deterred, this would be significant. Dr. McIntyre had designed, implemented and evaluated a number of prevention programs and this seemed to be the path to follow. The project was entitled "Understand Demand".

There was an awakening that the project had moved too quickly and missed a vital component in its design and implementation of the program. There was minimum input from consumers which was a critical error in the project design of "Understand Demand". A better understanding was needed of who these men were and what had contributed to and influenced them in becoming consumers. Who, where, how and why was missing from the prime client base in the project "Understand Demand". This became the opportunity to "fess up when you mess up". A dialogue was initiated with the Norlien Foundation and an Anonymous Donor about support for *Buyer Beware*, which would study and interview former consumers of the sexual exploitation trade. There was a need to inquire about the following:

- Path of becoming a consumer (How one enters the consumer trade)
- Location of transaction and delivery
- Location of consumption (Where the purchased sex act occurred)
- Method of purchase
- Styles and patterns of consuming
- Risk factors to consumer
- Duration of being a consumer
- Damage to consumer and provider

- Prevention and treatment program requirements for consumers
- Experiences with law enforcement
- Social service intervention
- Experiences with health services as a result of being a consumer

Funding was approved through two donors and the research project *Buyer Beware* began.

1.2 Process

The first step was designing the lines of inquiry for the Questionnaire. Many hours were spent in designing the series of questions. The following individuals provided input and commentary in the development of the line of inquiry for the questionnaire:

- Former consumer
- Experiential Young Woman
- Experiential Young Man
- Former Police Officer
- Therapist

1.3 Methodology

Grounded Theory and feminist research principles were also used in designing the research methodology.

I used the combined inductive approach of Grounded Theory and a Feminist methodology to be complementary. Grounded Theory allowed the opportunity for immersion into the sex worker's life, and the Feminist methodology insisted upon face to face interviews, recognizing this would have a direct impact upon the researcher. (McIntyre 1994:6)

In order to protect the anonymity of the interviewees, pseudonyms were utilized in all cases.

1.4 Interviews

The process of accessing persons who had been consumers was delicate and needed extensive and sensitive strategic thinking. Three sources were achieved. Dr. McIntyre attended the “John Schools” in Edmonton, Saskatoon and Winnipeg. Each time she presented an overview of the study and handed out flyers with contact information for participants. Men volunteered to be interviewed at a later time after they had completed their day at the John School. The John School in Winnipeg does an in person follow-up interview a number of days later after completion of the course. It was at this point the Director of the School suggested that Dr. McIntyre be on site so she could ask if a person was agreeable to be interviewed at that point. They had finished all requirements and follow-up from the Prostitution Awareness Program. This process was very successful.

Study information was also provided to an individual who was connected to a Sexual Addiction group within the City of Calgary. Dr. McIntyre met with this individual and he agreed to be interviewed. From that interview word of mouth resulted in additional interviews.

Interviews were tape recorded and occurred in private confidential office locations. Dr. McIntyre transcribed each of the 20 interviews which began in February of 2010 and were completed in December 2011. Taped interviews were erased once the transcription had been completed. Transcribed interviews were placed in individual files and stored in a locked filing cabinet and office.

Section 2: Demographics & Background

2.1 ACE

A decision was made to administer the Adverse Childhood Experience (ACE) study which consists of a series of ten questions. The study was a collaborative research project by the Centre for Disease Control and Prevention (Dr. Robert Anda) and Kaiser Permanente Health Clinic of San Diego (Dr. Vincent Felitti). The questions explore various forms of trauma that may have been experienced while growing up. This tool was a valuable beginning point for the 20 consumers interviewed in the *Buyer Beware* study as it set the stage quickly for the remainder of the interview. The questions were read aloud to each interviewee, and background information was provided on the ACE Study. Questions in reference to abuse, maltreatment, substance abuse and mental health were asked.

The following represents the questions and responses to the ACE questions:

Prior to your 18th birthday:

1. Did a parent or other adult in the household **often or very often**...

Swear at you, insult you, put you down, or humiliate you?

or

Act in a way that made you afraid that you might be physically hurt?

Yes No

This question refers to Emotional Abuse. Emotional abuse occurred when a parent or adult within the house would insult, humiliate, swear and the person was nervous that they could be harmed physically. Sixty percent of this population reported personal experience with Emotional Abuse by an adult household member.

2. Did a parent or other adult in the household **often or very often**...

Push, grab, slap, or throw something at you?

or

Ever hit you so hard that you had marks or were injured?

Yes No

This question refers to Physical Abuse and 12/20, that being 60 percent reported this occurring in their life. Being slapped, hit, pushed, and grabbed or having objects thrown at them occurred for this population.

3. Did an adult or person at least 5 years older than you **ever**...

Touch or fondle you or have you touch their body in a sexual way?

or

Attempt or actually have oral, anal, or vaginal intercourse with you?

Yes No

This question refers to Sexual Abuse and four out of 20 reported this occurring in their life.

4. Did you **often or very often** feel that ...

No one in your family loved you or thought you were important or special?

or

Your family didn't look out for each other, feel close to each other, or support each other?

Yes No

This question refers to Emotional Neglect and 11/20 reported this occurring in their life. Fifty-five percent of this population reported not being loved, having a special place within their family or a sense of safety or protection.

5. Did you **often or very often** feel that ...

You didn't have enough to eat, had to wear dirty clothes, and had no one to protect you?

or

Your parents were too drunk or high to take care of you or take you to the doctor if you needed it?

Yes No

This question refers to Physical Neglect and fifteen percent reported this occurring in their life. They spoke of not having enough proper food or clothing, or someone concerned about their physical health and this was often the result of substance abuse.

6. Was a biological parent **ever** lost to you through divorce, abandonment, or other reason?

Yes No

This question refers to parental separation or divorce. Forty percent of the population interviewed had experienced a parental separation or divorce. In other words there was a disruption within their family of origin.

7. Was your mother or stepmother:

Often or very often pushed, grabbed, slapped, or had something thrown at her?

or

Sometimes, often, or very often kicked, bitten, hit with a fist, or hit with something hard?

or

Ever repeatedly hit over at least a few minutes or threatened with a gun or knife?

Yes No

This question refers to domestic violence where a mother was being battered or threatened. A total of 40 percent of this population witnessed domestic violence of their mothers in while growing up.

8. Did you live with anyone who was a problem drinker or alcoholic or who used street drugs?

Yes No

This question refers to growing up in a home where substance abuse was present. Fifty-five percent of this population grew up in homes with substance abuse occurring.

9. Was a household member depressed or mentally ill or did a household member attempt suicide?

Yes No

This question refers to a household where someone displayed a Mental Health Illness. Mental health was present in 35 percent of homes of those interviewed.

10. Did a household member go to prison?

Yes No

Only one person, that being five percent from those interviewed, reported a parent or household member had been incarcerated. .

ADVERSE CHILDHOOD EXPERIENCE	
Abuse	
Emotional Abuse	12/20 60%
Physical Abuse	12/20 60%
Sexual Abuse	4/20 20%
Neglect	
Emotional Neglect	11/20 55%
Physical Neglect	3/20 15%
Household Dysfunction	
Mother Treated Violently	8/20 40%
Household Substance Abuse	11/20 55%
Household Mental Health Illness	7/20 35%
Parental Separation or Divorce	8/20 40%
Incarcerated Household Member	1/20 5%

NUMBER OF ADVERSE CHILDHOOD EXPERIENCE (ACE SCORES)	
0	1/20 5%
1	2/20 10%
2	2/20 10%
3	4/20 20%
4 or more	11/20 55%

2.2 Location

Interviews took place in private confidential office locations in Winnipeg, Calgary and Edmonton. Interviews were taped and transcribed by Dr. Susan McIntyre. Once the interviews were transcribed the taped interview session was deleted.

2.3 Referral Source (John Schools)

Referrals occurred through the John Schools in Edmonton and Winnipeg. They were voluntary interviews and occurred in private offices separate and unrelated to the Schools. The other source was snowball sampling, that being word-of-mouth from the sexual addiction groups. Eleven interviews came from volunteers from the John Schools, seven came from Sexual Addiction groups and the additional two interviews were referred directly to Dr. McIntyre. Nine interviews from within the Province of Alberta and 11 interviews from Winnipeg were conducted.

2.4 Nationality

Fourteen of those interviewed were from North America (13 Canadians, 1 American). Four persons were born in Europe and two were born in India. All those interviewed born in other countries had been living in Canada for over 15 years.

Where were you born		
Variable	Total Number	Total Percent
Canada	13	65%
Czech	1	5%
India	2	10%
Italy	1	5%
Portugal	1	5%
Ukraine	1	5%
United States	1	5%
Total	20	100%

2.5 Education

Those interviewed were generally well educated. Only one person had not completed high school, where 14 of 20 interviewed (72 percent) had attended post secondary education, with two having completed Masers Degrees.

What level of education do you have		
Variable	Total Number	Total Percent
High School	5	25%
College / University	13	65%
Masters	2	10%
Total	20	100%

72 % had attended post secondary education

[For comparison purposes, the national average of education level attainment in 2011 was as follows: 19 percent of Canadians did not have a high school diploma, 20 percent had completed high school, eight percent had some post secondary education, 31 percent had received a college or trade certification, and 22 percent had received a university degree. Presented another way, 39 percent had either some high school or had completed high school, while 61percent had attended post secondary education. This suggests that the sample interviewed in the *Buyer Beware* study were generally above the national averages of education level attainment.]

2.6 Employment Type and Income

This population was generally skilled, educated and employed.

Describe type of employment		
Variable	Total Number	Total Percent
Professional	3	15%
Sales	6	30%
Labour	3	15%

Education Community Services	3	15%
Government	3	15%
Arts	1	5%
Part Time Retail	1	5%

Forty percent of those interviewed earned over \$100,000. Everyone was employed even though two people had retired from their professions.

What is your present annual income		
Variable	Total Number	Total Percent
Over \$100,000	8	40%
\$100,000-\$50,000	7	35%
\$50,000-\$25,000	3	15%
Under \$25,000	2	10%
Total	20	100%

[For comparison purposes, according to Statistics Canada the median after-tax income for families of two or more people in Canada amounted to \$65,500 in 2010, whereas the median after-tax income for “unattached” non-senior individuals was \$27,500.]

2.7 Marital and Parental Status

Five of the 20 men interviewed were single. They had never been in any long term type of relationship common-law or married. The other 15 had been married or lived common law. Five of these men had been divorced but were now living common law.

What is your present and historical marital status		
Variable	Total Number	Total Percent
Married once	7	35%
Married Twice	4	20%
Divorced/Separated (single present)	4	20%

Single Never Married	5	25%
Total	18	100%

Seventy-five percent of this population had children, they were parents. Five individuals were single and had no children at this point in their lives.

How many children have you fathered		
Variable	Total Number	Total Percent
5-7 Children	4	20%
2-4 Children	8	40%
1 Child	3	15%
No Children	5	25%
Total	20	100

2.8 Sexual Addiction 15/20

Fifteen of the 20 interviewed considered themselves to be sexually addicted. Of the 75 percent that considered themselves to be sexually addicted (15 individuals), four of these individuals had never been in treatment or formally diagnosed as being sexually addicted. A total of nine individuals attended community Sexual Addiction groups. Two persons were in treatment with community clinical services for their sexual addiction.

At each of the Prostitution Offender Program Schools time is spent discussing the issue of sexual addiction. This discussion occurs either with an experiential person or a community clinician specializing in the area of sexual addiction. It was noted that the issue of sexual addiction is now also publicly discussed and spoken about as a result of recent high profile cases such as Tiger Woods and Jesse James. It was apparent that for many interviewees, this public recognition brought a sense of relief and understanding. The four individuals who were not in treatment found the information of sexual addiction to be insightful and something they felt they could connect to and would delve further into at some point in the future. For many this explained what they saw as irrational behaviour

responses such as placing themselves in situations of sheer danger or high risk behaviours without any consideration of the outcomes.

It is commonly perceived that the issue of sexual addiction is something that for some is an easy excuse. Others hold that sexual addiction is a disease being no different than drug, alcohol, or gambling addiction. The notion of “brain chemistry of addictions” is prevalent in society’s understanding of how some individuals are “hot wired” to move into an addictive lifestyle. This can be seen through sex, substances, and gambling addictions to mention a few.

When asking those that identified as being sexually addicted when they felt this occurred in their lives, nearly half felt the addiction presented when they were children with an additional quarter of the population seeing the onset of addiction in their youth. In other words, over 70 percent felt that sexual addiction onset occurred prior to adulthood. Two individuals believed they were always sexually addicted. They felt they were born with the trait of sexual addiction.

When do you think you became sexually addicted		
Variable	Total Number	Total Percent
Child	7	47%
Youth	4	27%
Adult	2	13%
Always	2	13%
Total	15	100%
19	<i>At the age of 24 it was what I was doing. I went to my priest and we talked for hours and it was alright. I spoke with my dad he normalized it became I was like him at that point. I think my dad did this.</i>	
20	<i>I would say very early teen years I was like 14 and was looking at movies, magazines and with girls all the time and thinking about it all the time</i>	

Sixty percent of this population spoke about seeing themselves as sexually addicted for over 30 years. As noted above, 70 percent had entered into sexual

addiction in their view prior to becoming adults. What is important to note is that 93 percent considered themselves to be sexually addicted for at least ten years.

Opportunities for sexual addiction relapses are prevalent in multiple unlimited locations in our culture. It was commented that if a person is at risk of relapse with alcohol or drugs there are set steps they must take to engage in the activity. They must purchase alcohol or drugs. They must seek an environment which will support the use of these substances. They will knowingly prepare to ingest these substances. By comparison, there is a very large difference with sexual addiction as the stimuli and opportunity is ever present through television, computers, or walking through malls. It was noted that the opportunity to be stimulated back into a sexual addicted environment or stimulation is everywhere and the access is free.

How long have you been sexually addicted		
Variable	Total Number	Total Percent
Over 30 years	8	53%
20-30 years	5	33%
10-20 years	1	7%
5-10 years	0	0%
Under 5 years	1	7%
Total	15	100%
9	<i>18-36 alcohol I would have to find it the same as drugs I guess. Being in a mall can trigger me. With alcohol or drugs you have to go get it. With sex you can be triggered anywhere anytime. You have to buy or have in hand alcohol where with sex it is everywhere I don't have to even be looking for it.</i>	
11	<i>In my mind I was 6 years of age and I remember looking at pornography.</i>	
20	<i>Since I was 14 and started looking at pornography. I obsessed about it all the time</i>	

When asking those about how they believed they became sexually addicted issues of isolation, abuse, pornography and family history were identified.

How do you believe you became sexually addicted		
Variable	Total Number	Total Percent
Comfort isolated	5	33%
Trained through abuse	2	13%
Pornography	3	20%
DNA Family	4	27%
I don't know	1	7%
Total	15	100%
6	I have had no success in relationships I end up in crazy ones and buy. I can not seem to find a long term relationship so when it goes sideways I just get my needs met.	
8	It was nice it was attention and it seemed normal and part of the family there were 12 of us and everyone was doing it.	
17	<i>I was alone my parents were working I was with grandparents I was left coping on my own.</i>	
20	<i>In the early years there was pornography around there was never any discussion. My father was having affairs. There was not a moral compass in the house.</i>	

When asked about why they became sexually addicted, some interviewees identified the simplicity of purchasing as the thing to which they became addicted. It was easy and required no build up or long term attention, nor fear of rejection. They were readily accepted as there was no pretence. It was clear what would be the outcome. For one third, the addiction was to the fantasy of seeking someone out who was labeled and identified as a sex trade worker. For two individuals they had linked the use of liquor with the purchasing. In summary, the reasons identified by interviewees for their addictive behaviours as consumers were the ease of transaction, fantasy fulfillment, or the fueling of another addiction.

What made you seek treatment		
Variable	Total Number	Total Percent
High risk behaviour depressed charged	2	13%
Out of control needed opinion	6	40%
Cocaine Drug Addiction	3	20%
Not sought treatment	4	27%
Total	15	100%
9	<i>I hit rock bottom I was 36 got charged with theft in taking a women's lingerie from a house where there was an open house. I was at the height of massage and escorts also but people did not know about that they knew about the theft. When I was in the court process I started looking up treatment and heard about SA. I had been thrown out of the house. I was living on my own and was suicidal. I tried to buy a gun but they would not sell it to me. I looked too much like a cop. I tried to hang myself in Fish Creek Park. A log fell and knocked me to the ground. I had marks on my neck this is when I started going to SA. I was already going to AA.</i>	
11	<i>My marriage was going to end; my therapist thought I would survive for two years given the risks I was taking.</i>	
15	<i>No not at this point but I will now I don't want to lose my wife and kids. We have talked about it and it has made us closer. When I had to phone her when I got busted to pick me up I felt horrible. We live at least an hour from town and I had no choice but to phone her.</i>	
16	<i>A good friend died from drugs and I started to re-think this. I went an entire year in group treatment with no sex drugs or booze. I have been eight years with no drugs or booze. I only did 1 year with no sex. It goes with the music life style.</i>	

Eleven of the 15 individuals that identified as sexually addicted had entered into some form of treatment. These services ranged from long term residential treatment out of country, to working directly with a therapist trained in sexual addiction work. Persons entered into treatment as they had "hit rock bottom". They were frightened and felt they had little option other than treatment if they were going to have any type of life. The level of danger and high risk was increasing drastically, such as entering houses to be with two sex workers in a small community and there were bikers in the home. Another interviewee identified that while on business trips he would pre-arrange for a woman to come to his hotel room. She was heavily addicted and put him at risk by smoking crack cocaine in the bathroom of the hotel he stayed at regularly while on business. It was at this point he realized the danger and sought treatment.

Have you ever entered treatment for sex or substances		
Variable	Total Number	Total Percent
Yes	11	73%
No	4	27%
Total	15	100%

Forty-seven percent of those who identified as sexually addicted were embattled in fighting another addiction at the same time. These addictions ranged from alcohol, drugs, work and gambling to mention a few.

Experienced any other addictions		
Variable	Total Number	Total Percent
Yes	7	47%
No	8	53%
Total	15	100%
I was in treatment for cocaine addiction when I was in rehab. I started taking it in 2008 and did it for two years. I would not purchase sex when I was on cocaine as it made me paranoid. I would purchase my own cocaine I would not buy on track. They were separate issues.		

2.9 Sexual Abuse

Twenty percent of those interviewed had a background of sexual abuse as children. This abuse was perpetrated by adults and, in many situations this, who was a family member. This percentage of background of sexual abuse is reflective in the general population. In other words there was no notable overrepresentation of a background of sexual abuse in this population compared to the general population.

2.10 Physical Abuse

Sixty percent of this population had experienced physical abuse as children. This appears to be higher than the general population. Most physical abuse occurred by the father and sometimes the mother in the home.

2.11 Witness Family Violence

Forty percent of this population witnessed family violence against their mother in the home where they grew up. The witnessing of domestic violence was something these men spoke about viewing as children in their homes.

2.12 Addictions Alcohol/Drugs

Fifty-five percent of this population grew up in a home where substance abuse was present. Growing up in and around addiction was present in over half of the interviewees' families.

2.13 Mental Health in the Home

Thirty-five percent of this population grew up in a home where someone in the house had a mental health issue ranging from depression to bio-polar disorder.

Section 3: Consumer Results

3.1 Age and Length

The average age of those interviewed was 44 years of age. The youngest person interviewed was 20 years of age and the oldest was 72 years of age.

What age are you presently		
Variable	Total Number	Total Percent
20 Years of age or under	1	5%
30 Years of age or under	0	0%
40 years of age or under	5	25%
50 years of age or under	8	40%
60 years of age or under	4	20%
70 years of age or younger	1	5%
80 years of age or younger	1	5%
Total	20	100%

Over 55 percent of this population had become consumers while they were under the age of 30 years. Forty percent had commenced this behavior while under the age of 20. This is a critical finding for the development of prevention programs. Entrance into consumption in the sex trade largely begins while the consumer is a young adult

How old were you when you first purchased		
Variable	Total Number	Total Percent
Under 20	8	40%
20-30 yrs age	3	15%
30-40 yrs age	3	15%
40-50	5	30%
Over 50	1	5%
Total	20	100%

What is important is the length of time for which a person has been purchasing. Seventy-five percent of this population was deemed to be consumers for over ten

years. This clearly points to this becoming a steady, regular behaviour. Yet there were differences in purchasing patterns:

- Some of those interviewed described themselves as “binge” purchasers. They would go months and months not purchasing and then they would become compulsive for a period of time and then exit the behaviour.
- Some described themselves as regular consistent purchasers where they would do this on a monthly basis.
- Others were stop and go consumers. They would start consuming and stop for a number of years and then would start this behaviour again.

A total of 90 percent of this population had been consumers for over one year. It appears this is a behaviour that becomes a regular practice once they enter down the road of being a consumer. This was not seen as a one off occurrence. It became an activity that they knew where and how to practice this interaction regularly. Some interviewees indicated that they experienced time when they would intend to stop the behaviour, however they would find themselves driving in and around the stroll areas and this would trigger them into their role as a consumer.

An important finding is that this population builds up to becoming consumers by viewing the street stroll areas, escort agencies or massage parlors locations. They escalate into this activity. Once they have become a consumer they, have the previous opportunities built into their thought pattern. For many this becomes a conclusion; a solution to their problem.

How many years have you been purchasing sex		
Variable	Total Number	Total Percent
20-30 years	2	10%
10-20 years	11	55%
5-10 years	3	15%
1-5 years	2	10%
Less than one year	2	10%
Total	20	100%

3.2 Build Up to Purchase

This population spoke about how they slowly built up confidence to enter into such a transaction sometimes taking months if not years. They often drove around the street stroll areas for extensive periods of time till they had built up the nerve to purchase. A similar pattern was identified when seeking out massage or escort agencies. Often persons phone or entered these establishments to check out the individuals and the circumstances.

3.3 Circumstances First Began

Sixty percent spoke of how they just kept driving around the area and observing. This went on for months and months for some until they eventually made the decision to purchase. Obviously, this continual viewing was part of the build up. It was noted that the women working the stroll areas would engage visually with this population, often inviting them to stop and pick them up. It was a continual escalation of observation and contemplation, with encouragement by the workers each time. This reflects the “business marketing” role of a worker to get the attention of consumers as observed in previous studies on the supply side of the industry. The build up behaviour was also noted by workers in previous studies, as they would refer to consumers who would drive round and round the stroll area as “circle jerks”, Some of these individuals that are driving around would also be self pleasuring (masturbating) as they looked and considered purchasing.

Many consumer interviewees also spoke about a personal frustration or confusion as a result of past abuse and blurred boundaries resulting in their build up to a purchase. It is clear that the trolling around the stroll areas whether self pleasuring or not is an early warning indicator to the transition into an actual purchase. This trolling or contemplation can go on for months if not years.

Some spoke of sexual frustration as what fuelled their need to buy.

4	I wanted oral sex but my wife would not do it. When I was young my mother would play with me and my penis in her mouth. It was good but got to be embarrassing as I got older. I finally stopped her from doing this.
8	Sexual Abuse had been occurring for me since the age of 5 from my older sister.
9	<i>Frustration about physical look I had acne I was 18 years of age and had come back from Mexico and all my buddies had scored but not me.</i>
15	<i>I was working full time in the city I had just started to date my wife but was cruising the stroll.</i>
19	I was mentally confused and had a lack of self worth.

Some of these individuals spoke about the difficulty they had meeting or talking to women and this propelled them into purchasing for the first time. Combined with the behaviour where they had already being moving in and around the stroll area as an observer, this seemed to be the easiest or most direct solution.

1	<i>It was hard to meet someone. It was quicker and more rewarding. I was young and had started exposing myself to young women. I figured by purchasing I would stop exposing myself and avoid the risk of jail. It seemed safer to do this by buying.</i>
4	I was depressed and I started exposing myself. I did it in stores. I always did it to women age 5-70. It was the shock factor not the age.
6	I was 16 years old and had started to drive. As a kid my dad drove through the area from one side of town to the other. I would look at these young exposed girls so I knew where to go once I started driving.
9	<i>I was in the alcoholic stage of my life. I just did it after the trip to Mexico.</i>
11	<i>I was building up to it. I was having affairs and we got involved in swinger groups. I was working towards it and wanted the experience.</i>

17	<i>I was very young. I had moved to Germany and I started being an exhibitionist watching porn and masturbating. I was also making phone calls. I had started my fetish with nylons touching and nylons when I was 5 or 6. I had separation attachment disorder from being a young child. I was in the hospital left alone for three weeks when I was two and when I came home I did not recognize my mum. I had an ear infection. It was my way of acting out. It became a new option to try it was a new drug I kept taking it to the next level. I just kept trying different drugs.</i>
19	<i>I was depressed. I was not hip and not meeting anyone and this seemed like the easiest way.</i>

The following are quotes about where and how a person began to purchase.

1	<i>Hitchhiking and I found it so rewarding and not planned.</i>
3	<i>In my home town where I often cruised. I thought I am going to buy. I had cruised many times but did not buy.</i>
4	<i>On the street I started buying more. I got caught flashing so I went to a counsellor before court. I got caught in 96, 97, 98 and I loss my job because I drove a school bus. I started buying and would look for women with dark hair who looked like they were from the Ukraine. I would look for immigrant women to flash as they would not report. Often I would masturbate after I flashed I would get in my car and do it there.</i>
5	<i>I bought on the street. I had driven around a few times with some of my buddies. That night I was alone when I bought. I had the urge. I drove around a couple of times to build up my nerve.</i>
18	<i>I was talking with this woman and I went to her condo near VGH. There was someone behind a drape, screen blind. It was someone I talked with not an escort agency.</i>
19	<i>I was in downtown Halifax with my buddies and we toured around the red light district so I knew where it was. I went back later on by myself and that is when I did it.</i>

When inquiring about why someone finally stepped over the line and became a consumer, a number of responses were provided. Thirty percent found this as an easy route for self satisfaction. It was simple, it was present for them to purchase and they knew where and how to accomplish this activity. As one man said it was a sure way of knowing he was going to “score that night” and did not have to worry about leaving the bar without connecting.

Twenty-five percent state that they sought this activity for the adventure. It was something they knew about and had been observing and considering for sometime. It was not a quick response. It was one that was considered for a period of time prior to the actual transaction. Twenty-five percent spoke of this transaction as fulfilling a fantasy. It was noted that this fantasy fulfillment was similar to Richard Gere in the movie "Pretty Women".

One person spoke about this as a form of revenge on his family. Others saw this purely as an act of self satisfaction and rationalized this further by saying the woman needed the money and they were assisting in providing her with income. It was seen solely as a transaction. There was no emotional concern or any type of attachment.

Why do you think you purchased sex the first time?		
Variable	Total Number	Total Percent
Adventure	5	25%
Revenge	1	5%
Ease	6	30%
Fantasy	5	25%
Self Satisfaction	3	15%
Total	20	100%
8	I feared rejection it was the fantasy that no one could reject me.	
9	<i>Alcohol was a normal thing in our house and I was allowed to use it. My alcoholic stage began first. I knew where it was in Calgary. I had looked at it before. So I just went down there feeling sorry for myself.</i>	
13	<i>There is no commitment I had no female intimacy I can pick someone up and drop them</i>	
16	<i>She was good looking she needed the money</i>	

3.4 History

This population had never been on the other side of the equation and sold themselves in the traditional sense in the sex trade. Two individuals spoke about how they often were involved in relationships where they traded their sexuality and soul. One person was in the music business and using sex as trade was a common practice or expectation. Another individual spoke about how he had affairs and was rewarded for the behaviour. It was a sale of his spirit but it did not occur on the street.

No but I am in the music industry you trade things all the time

Not in the traditional street sense but I had affairs with many wealthy women and they looked after me I was a kept man. I sold myself spiritually but not on the streets.

There was no reported family history of a person within their family who worked the streets. However, there was a very strong family history of a parent, sibling or relative who had been a consumer in 55 percent of those interviewed. Some spoke of first learning the location of stroll areas as their father, uncle or sibling drove through this area on a regular basis.

3.5 History: Who and Where

What was important in asking about whether other family members had a history of purchasing sex trade workers, over 50 percent reported a family history of someone purchasing sex. The behaviour of purchasing sex was not a foreign concept to over half this population. It seemed to be family folklore. This included siblings, dads, uncles and grandparents.

Family History		
Variable	Total Number	Total Percent
Yes	11	55%
No	9	45%
Total	20	100%
8	Oh yes siblings and my older brother introduced me into this after going overseas .	
9	<i>I think my dad did. When he died we found secret credit cards.</i>	
12	Not to my knowledge but I remember when I was 12 or 13 there was a big issue with my parents as my dad had an STD and my Dad was a drunk.	
13	<i>I am sure my dad did. Once he was in Edmonton and his keys got stolen and he phoned.</i>	
20	My dad and brother we use to go to strippers. My grandfather gave my dad a 20.00 bill and said when I was born and said this money is for his first hooker. It was a family legend.	

3.6 Other Venues

It was important to inquire about different locations and styles of purchasing this population had experienced.

First interviewees were asked if they had ever purchased an encounter from a hired stripper at a stag. This had been a process which was hypothesized as common place. However, what became clear from the 20 interviewed was this was not something they ever considered doing publicly even if the opportunity presented itself. Persons interviewed spoke about how their behaviour of purchasing was something private and they did not share their experiences with other people. It was a personal activity that remained secret and was not something you bragged about or shared. This resulted in this population with no one ever purchasing whilst at a stag where the opportunity existed.

There was value in knowing if anyone had ever sold themselves for sexual purposes. Within this group these were persons that bought sexual services, as

were some of their family members. They were exclusively customers and had not themselves ever been sex trade workers.

Have you ever had sex at a stag		
Variable	Total Number	Total Percent
Yes	0	0%
No	20	100%
Total	20	100%
5	No but there was sex there but I did not get involved.	
6	I have been at stags and there has been sex there but I did not get involved.	
18	There were strippers at my stag and other ones I went to but this was my secret and I did not want people to know I did this.	

Eighty five percent of this population had purchased sexual services on street strolls. The additional 15 percent had not done this. They had purchased through an escort agency and/or massage parlor.

Have you ever purchased sex on a street stroll		
Variable	Total Number	Total Percent
Yes	17	85%
No	3	15%
Total	20	100%

Nearly half this population had purchased through escort agencies or massage parlors. For a small percentage (15 percent) they had only purchased through an escort agency or massage parlor. An additional 30 percent had purchased both on a stroll and through an escort agency. Some that had bought in both scenarios spoke about their preference. Some preferred escort or massage services but found the cost prohibitive yet felt safer and more protected in this environment. Others were more in favour of street strolls than escorts or massage parlors. Some of the consumers interviewed preferred traveling around

the stroll area selecting the person they wanted. In escort and massage scenarios, the person is often selected or may be the only worker available. The consumer does not control the selection of the worker.

Have you ever purchased sex from an escort agency		
Variable	Total Number	Total Percent
Yes	9	45%
No	11	55%
Total	20	100%

Have you entered a massage parlour to purchase sex		
Variable	Total Number	Total Percent
Yes	9	45%
No	11	55%
Total	20	100%

It is interesting to note that only 30 percent had arranged an online meeting. What is important about this is the lineage or history this population had as consumers. Sixty-five percent of this population had been purchasing for over ten years. Although the internet had excelled in use over the past five years, this was not a practice this population had widely used in arranging meetings. This seems to be a source or skill that is beginning to see growth. It would be realistic to say that this percentage will increase drastically in the near future. However, what was identified by many of those interviewed is that they would look at pornography online before venturing out to purchase, whether that would be from an escort/massage agency or stroll areas. Some of the men interviewed spoke about searching the internet prior to traveling on business to see what services were available. They did not make arrangements before traveling to meet someone but they wanted to see what services were advertised and available in the city to which they were traveling.

Have you ever purchased sex by an online meeting		
Variable	Total Number	Total Percent
Yes	6	30%
No	14	70%
Total	20	100%
9	<i>Yes with Craig's list and arranged to meet her locally. I moved from the Stroll to Massage Escort to on-line. It is safer and more realistic I can choose who I want. I know more about them.</i>	

When asking and exploring the area of web cam use, only one of the 20 interviewed had ever purchased a sexual encounter in that format.

Have you ever purchased sexual activity by a web cam		
Variable	Total Number	Total Percent
Yes	1	5%
No	19	95%
Total	20	100%

Forty-five percent had purchased phone sex. They would pay to speak with a woman who spoke very provocatively in sexual terms. As the quotes below state, this was something people tended to try but it was not the common mainstay. It was often a gateway to a more intensive interaction.

Have you ever purchased phone sex		
Variable	Total Number	Total Percent
Yes	9	45%
No	11	55%
Total	20	100%
5	<i>I did once but I got in all kinds of shit because it was my parents phone bill.</i>	
9	<i>Yes a little but not enough of a hit for me.</i>	

10	<i>Yes phone sex two maybe three times.</i>
11	<i>Yes I did this as part of my process that I went through.</i>

3.6 Substance Use

Thirty-five percent were under the influence of substances when purchasing a sexual encounter. These substances range from alcohol to cocaine. Some spoke how the activity of sexual purchasing was fueled or supported by the use of alcohol or drugs. Others spoke of avoiding the use of any substances while purchasing a sexual encounter as they wanted to be completely alert as to decrease the risk of being inattentive to any possible harm.

Under the influence of substances when you purchase		
Variable	Total Number	Total Percent
Yes	7	35%
No	13	65%
Total	20	100%

3.7 Companionship

A few persons interviewed spoke about how they would buy substances such as beer or wine to share with the worker from which they were purchasing a sexual encounter. Some treated this encounter as a date and would make food and have drinks with those from which they purchased. It was seen as companionship.

Do you purchase sex for companionship		
Variable	Total Number	Total Percent
Yes	12	60%
No	8	40%
Total	20	100%
11	<i>On the road that was part of it for sure I would go to Lethbridge to work on Monday and I was already planning my time. I would have a shower and a meal and call my wife then I would head out. This went on for five years.</i>	

3.8 Loss of Virginty

This population spoke about at what age they lost their virginity. The age was evenly spread over a range up to age 20 and over. It is import to note that 30% had lost their virginity under the age of 15 which seemed a little young as compared to averages among the general population. (National data indicates that the average age at first intercourse was 16.5 for both males and female in 2005, where 43 percent of males aged 15 to 19 reported they had had sexual intercourse at least once.) On the other end of the spectrum, 25 percent of those interviewed had not lost their virginity until they were over the age of 20.

At what age did you lose your virginty		
Variable	Total Number	Total Percent
15 years of age or under	6	30%
16-18 years of age	7	35%
18-20 years of age	2	10%
20years of age or older	5	25%
Total	20	100%

Some spoke of losing their virginity under typical circumstances while other spoke about losing it under rather unique circumstances. Some spoke of it occurring with a woman that was a neighbor or in a group of girls that were babysitting. No one interpreted this as abuse, just as a different situation and opportunity they had experienced. One person said he realizes now that his

neighbour that provided him with a pie as a way to get him to her house would be considered sexually addicted. He felt this was not the only time this woman had done this with young men.

1	<i>I was living next door to this older woman when I was in school and she offered me pie and seduced me. I'm thinking back now she was sexually addicted.</i>
3	It was a woman who was my neighbour.
6	A girlfriend and we were curious so we did it
16	<i>It was with a group of girls that were 13 and babysitting and the boys were young and that's how it happened.</i>

3.9 Purchase Locations

These interactions took place in cars, hotels and apartments. Persons sought whatever location was available for the activity to occur.

Where does this activity take place when you purchase		
Variable	Total Number	Total Percent
Car	8	40%
Hotel / Apartment / Car	12	60%
Total	20	100%

Once the purchase was secure, the activity took place in cars, hotels, apartments and their own home. On occasion a worker would be brought back to a consumer's house or apartment and these often involved drinks, drugs, food and companionship. For some they felt this was as close to a date they were going to get.

3.10 Fear Purchasing

An important finding to note was that 100 percent of those interviewed felt vulnerable or at risk when purchasing. There was not a sense of safety or security. There was always a risk attached, however the risk was not enough to discourage or prevent the purchasing. It is important to note that many of these men were unfamiliar and ill prepared to handle inner city life. This was foreign to them and not a skill base they had developed. They were truly in foreign, unpredictable territory.

Circumstances felt most vulnerable purchasing sex		
Variable	Total Number	Total Percent
Yes	20	100%
No	0	0
Total	20	100%
2	<i>I think every time I am not sure who is getting in my car and what they are like. I'm not sure what is going to occur.</i>	
3	I was thinking with my head but not the one on my shoulders. I made a dumb decision and soon as I did the police were right there.	
5	Late at night I really can not see and I am unsure.	
7	You never know it is the fear of the unknown of the girl.	
11	<i>I always felt vulnerable and at risk 99% of the time when I purchased on the street. You hear stories and it makes you really nervous. Never had that when I was going to Massager or hotels where I had arranged it.</i>	
17	<i>I did not like once I got with someone because I was more liking cruising then the activity. I could not get the person out my car quick enough once we finished.</i>	
18	The 4 bikes in the other room in Inglewood and I stayed and got my sex then took off.	

For 55 percent of this population, their perceived level of vulnerability became realty. They experienced violence while in the process of purchasing, such as

having an unknown man jump in the car with a weapon demanding all of their money and valuables including cell phones.

Violence also occurred in massage parlors as reported by one of the men interviewed. He was at a massage parlor and two men entered the building with weapons demanding money. One man had his wedding ring stolen off his hand and others were physically threatened or assaulted.

It is important to remember that the women are also vulnerable and at risk for violence even death from customers. These women often react to the continual abuse they are living with and at risk of on an ongoing basis, and extensive drug use. In reality there is a fear reality and risk for both parties.

Been the victim of violence when purchased sex		
Variable	Total Number	Total Percent
Yes	11	55%
No	9	45%
Total	20	100%
2	No thankfully not	
5	No but I have been nervous and edgy	

3.11 Charged

Sixty-five percent of this population had been charged with a prostitution related offence. This is not surprising given that 11 of the men from this study (55 percent) were attending Prostitution Offender Program. Two other individuals had been previously charged but were not connected to the Prostitution Offender Program. What is important is that 35 percent were regular users but had never been charged with a criminal offence related to Prostitution. Some of these men had been consumers for decades but escaped police detection.

Ever charged prostitution related offence		
Variable	Total Number	Total Percent
Yes	13	65%
No	7	35%
Total	20	100%

3.12 Your effects from purchasing

Exploration as to whether this activity of being a consumer had affected the individual's personal life was explored. Eighty percent believed the activity as a consumer had affected their personal lives. People talked about a distance and distrust by family members and the challenges of not being able to hold onto any relationship. The need to be aloof and to hide and keep secrets affected their lives. People described how they were always hiding and never being able to interact on a true honest level.

Behaviour of purchasing sex affected personal life		
Variable	Total Number	Total Percent
Yes	16	80%
No	4	20%
Total	20	100
4	Yes the police came to the house everyone started to find out. I don't know I see my kids because my father in law would have to be there since the charges.	
6	Of course it has affected other relationships I can't hold on to one. I seem to enter into toxic affairs so the street is easier.	
12	<i>Being arrested they found out at work and went to court. I got connected into HR. In 2009 my girlfriend and I were crossing the boarder and they asked me if I had ever been charged and I said YES. They took the car apart and I had to tell my girlfriend the story.</i>	
13	<i>Yes I have given up the option of even dating. My job was too intense I always seemed to end up with the wrong people.</i>	

14	<i>A lot I don't know why I started this.</i>
15	<i>Yes I never talked about it but getting caught now has affected my private life.</i>
16	I don't know.
17	<i>Yes I hide from everyone it was a secret.</i>
18	Yes I was lying, hiding and it prevented me from being with my son in an honest way and many other people.

Those interviewed spoke about how this affected their social lives. They described keeping a distance from friends as they had secrets. They spoke about how they had feared travel as they thought they would be unable to get passports. This remains a secret and places a barrier between the consumers and their family and friends. Some described themselves as feeling awkward and not fitting in and would become less and less social.

Behaviour purchasing sex affected your social life		
Variable	Total Number	Total Percent
Yes	12	60%
No	8	40%
Total	20	100%
1	<i>I don't really have a social life so yes it affected it. It would take more time away from my personal life.</i>	
2	<i>Well yes it has. My sister was going to take the family including my mother on an Alaskan Cruise. I had to cancel it as I don't think I would have got a passport. I lied and said my health was horrible and I could not chance it in the US. I said my blood pressure and blood sugars were at a dangerous level.</i>	
3	No.	
4	Some friends know but I keep it private.	
5	No because I do it with buddies.	

6	Yes because I seem to get into toxic relationships.
7	No one knows I did not tell anyone family or friends.
13	<i>No lucky I never ran into any people that saw me or could have recognized me when I was doing this.</i>
14	<i>Yea my friends laugh at me that I have done this.</i>
15	<i>No one knows I would be embarrassed I am a community hockey and soccer coach this could have prevented me from doing that and it is so important to me and my family. I live in a small community.</i>
19	Yes I distance myself from people. I go to the bar once in a while where I know some people but not too often, less and less.

Many reported the affects purchasing had on their professional life. Some would plan their business trips to the towns in which they wanted to consume. They would be checking out on line and by papers and phone books as to the opportunities for consumption of sexual services. Some spoke about their HR department being aware of this due to a criminal charge or others being dismissed due to inappropriate use of staff funds and credit cards. Some talked about being distracted and aloof and inconsistent in reference to their work.

Behaviour purchasing sex affected your professional life		
Variable	Total Number	Total Percent
Yes	12	60%
No	8	40%
Total	20	100%
FILE#	COMMENTS	
1	<i>Yes I would plan my trip around towns and cities that I would buy in.</i>	
2	No one knew about this but they know about my health.	
3	I was lucky it had no effect on it.	
4	Yes I loss my job and cash.	

6	Yes it has made it difficult for relationships with women and my work and my work has been erratic with rehab. Work slowly down because I am distracted.
8	No affect I was in the music industry and it is part of the life.
15	<i>Yes I had to tell HR as it is an offense and I was suspended for 20 days. I could have gotten fired but I worked with my union and my wife and I will get some help.</i>
16	I don't know.
17	<i>I could have been more successful and made a great deal more money.</i>

3.13 Results from purchasing

There was the opportunity to ask if the interviewees felt that anyone is harmed by this activity. There was also the opportunity to ask about who is harmed by this activity and how it has affected them. The goal was to seek this information out for both workers and consumers.

The inquiry began with asking how a consumer felt after they had purchased sex. Seventy percent of this population of consumers felt negatively, such as feeling guilty and vulnerable after the transaction. Eventually this negative feeling would increase.

Two individuals stated they felt nothing, neither negative nor positive. Twenty percent stated they felt no connection to the person they had bought from. They saw this strictly as a transaction with no emotion connected to this activity.

After you have purchased how do you feel		
Variable	Total Number	Total Percent
Guilty remorse vulnerable	11	55%
Nothing	2	10%
Good at first then feel bad	3	15%

No connection transaction	4	20%
Total	20	100%
1	<i>The longer I did it the worst I felt. When I first began it felt so well I would purchase again.</i>	
4	Guilty it gets to me after an hour.	
5	I feel a little ashamed I feel the urge to get away quickly I feel like I got away with something.	
6	I feel good but the day after I feel guilty not comfortable that's for sure.	
10	I work hard to end it to get out of there.	
11	<i>Vulnerable, guilty and ashamed. I would leave quickly and I would immediately shower. I would scrub as I felt I did not like the feeling.</i>	
12	<i>It is a simple transaction Sometimes I have mixed emotions but I feel the need for this.</i>	
13	I feel good with the ones I connect with.	
15	<i>I don't feel any better and I always say that is the last time.</i>	
16	<i>It is the idea that it is a blind fuck no connection I know nothing about them and they know nothing about me. It brings about no special feeling no connection with no conditions.</i>	
17	<i>Just do it and get it done I would feel disappointed and I would almost get sick when I had to drive them back.</i>	
18	A bit of a high I feel good I drop them off and that is that. I never purchase twice in one night.	

The interviews also aimed to determine what effect this activity would have on a person's well-being. Would this activity damage a person's spirit? Those that saw themselves as sexually addicted felt their spirit was harmed by this behaviour. They spoke about how they realized they were causing damage to these women as their purchasing fuelled the women's drug addiction. One man spoke about how this activity damaged and negatively affected his family.

Activity has harmed you or taken your spirit away		
Variable	Total Number	Total Percent
Yes	13	87%
No	2	13%
Total	15	100%
20	<i>Yes I realize the damage caused by this to these women it supports their drug addiction and it screws up families like mine.</i>	

When asked who is most harmed by this activity the following was reported.

Who is most harmed by this		
Variable	Total Number	Total Percent
Me	2	10%
Woman	8	40%
Me and the woman both	10	50%
Total	20	100%
5	Both ways it balances out both are a risk.	
11	<i>Everyone the buyer the seller it takes away your spirit.</i>	
15	<i>The sex trade worker they have to keep doing this over and over again for drugs and the pimp who knows how many times in one day.</i>	

The bottom line is that all believed someone was negatively affected by this activity. Forty percent believed that the women are harmed. Ten percent of consumers believed that they personally were most harmed by the activity. Fifty percent saw that both were harmed by this behaviour. The notion that “no one wins” from this activity was present 50 percent of the time in interviewee responses.

When asked whether this activity caused economic hardship to themselves or their family, 40 percent felt it had resulted in loss of personal family income. Some felt it had spent, damaged or taken away their spirit.

Caused self or family economic hardship purchasing sex		
Variable	Total Number	Total Percent
Yes	8	40%
No	12	60%
Total	20	100%
17	<i>I have never been in debt from this but I have spent my spirit.</i>	

Further inquiry into whether this behaviour of purchasing had caused damage to a person's family was valuable. Eighty percent felt their behavior as a consumer had caused themselves or their family danger. Some told their family that this had occurred and others found out because of court and or suspicion and items such as condoms and pornography were found. Others spoke about how this behaviour kept them at a distance from their families and friends.

Caused yourself or family damage by purchasing		
Variable	Total Number	Total Percent
Yes	16	80%
No	4	20%
Total	20	100%
3	Yes my wife and I told her the day after. I told my daughter also. We are an honest family and that is why I told them. I told my best friend and he has done a similar thing of driving by but not buying just looking.	
5	Because of getting charged I lost work and had to pay for the course etc.	
9	<i>Emotionally I hurt my wife. My kids know that I go to meetings AA because I don't do well with alcohol. I have not said anything to them about the sexual addiction. I will tell them at the right time.</i>	
10	Yes loss of family my daughters found a condom and pornography.	
11	Mentally both of us.	
12	<i>Financially yes I have been caught twice my daughter has her suspicions my mother knows because the car got impounded.</i>	

14	<i>Yes the court would be horrible for my family if they found out I only told my cousin and friends what I had done.</i>
15	<i>No because no one knew till the day I got busted and my wife had to pick me up.</i>
17	<i>Yes because I was often never present I was not in spirit and thought about that for my son.</i>
20	Definitely, my kids are split up between my ex and me. The divorce will take its toll on them on my ex and me. The psychological damage is there and I worry about my kids and my ex. I have never come clean about my sex addiction to her.

The inquiry explored what they had gained through their need to purchase. Forty percent felt they had gained nothing from this in the long term. Initially there might have been some self satisfaction attained for a brief period of time however this seemed to disappear over time. The allure disappeared and the reality of the harshness of street life and addiction became apparent. Thirty percent felt they had gained the opportunity of “experiencing the dark side”. For some, experiencing adventure was something to which they were attracted. The final 30 percent felt this brief encounter or relationship was an ego boost. It allowed them the opportunity to be connected and in control of what the conclusion was going to be. In other words they knew what the conclusion was going to be physically. There was no doubt to the ending.

Gained through your need to purchase sex		
Variable	Total Number	Total Percent
Nothing	8	40%
Living and experiencing dark side	6	30%
Relationship ego boost	6	30%
Total	20	100%
1	<i>I thought I gained acceptance but realized that was not true overall.</i>	
9	<i>I gained gratification I could get the prettiest girl and it built up my self esteem.</i>	
12	I really have not gained other then monetary sexual release.	
16	<i>I don't take chances so I have gained the smarts to do that.</i>	

18	A knowledge that I have issues with sexual addiction and need to work on them.
----	--

For those that followed through and purchased there was a number of outcomes they believed they had gained from this interaction. Thirty percent believed they had gained a brief satisfaction and freedom. Twenty-five percent felt that this experience had fulfilled a fantasy. Twenty percent believed what they gained was contact with someone and many believed this was the only way that was going to happen. This was a guaranteed connection for a brief period of time. Ten percent felt they gained the adventure of contact with street life when they purchased. Fifteen percent believed that they gained nothing from their experience as a consumer. They found no reward in their encounter as a consumer in the sex trade.

What did you gain by purchasing sex		
Variable	Total Number	Total Percent
Fantasy	5	25%
Contact	4	20%
Street Life	2	10%
Brief Satisfaction Freedom	6	30%
Nothing	3	15%
Total	20	100%
5	Convince getting it right away and easy.	
8	It was a package deal for me.	
14	<i>Nothing just bad feelings.</i>	
20	It made me feel good about myself. I felt like the chosen man.	

We asked about what people had lost through their experience of purchasing sexual services. Fifty percent volunteered that they lost their dignity and self respect and it challenged their self esteem and spirit. An additional 20 percent believed that their experience as a consumer resulted in compromising an opportunity for intimacy and connection. It resulted in losses and not gains.

Twenty percent identified they experienced a loss of employment income. They were either distracted, absent, missing or misusing employment property such as work vehicle or credit cards to further their consumption in the sex trade life. Two people (ten percent) did not believe that they had lost anything. They really did not see anything negative about this behaviour whatsoever. They saw this simply as a transaction.

What have you lost through your need to purchase sex?		
Variable	Total Number	Total Percent
Intimacy and connection	4	20%
Dignity and self respect esteem spirit	10	50%
Employment work	4	20%
Nothing	2	10%
Total	20	100%
8	I lost time and people. I chased my addictions it is a disease with consequences. It took a great deal to find my spiritual being and it could have resulted in death some suicides. I felt like I was using people.	
	A relationship maybe but it is an interaction.	
	<i>Control over my life it was out of my control.</i>	
14	<i>My confidence I feel nervous and scared personally now including health.</i>	
17	<i>I lost intimacy and connection with people the further I got in the more I cut off.</i>	
19	My zest for life I just became numb and my value a few suicide self harming actions over the years.	

It was important to inquire in reference to the purchasing of minors. Forty-five percent hoped they had not done this but could not be sure. It was not top of mind for some of these men. Some said they hoped not and others said they did not really care when they were heading out. For some, part of the attraction to massage and escort agencies was that they did not need to be concerned about the age as those working in these facilities were licensed through city by-laws.

Have you ever feared that you bought sex from a minor		
Variable	Total Number	Total Percent
I hope not, not top of mind, not sure	9	45%
No	11	55%
Total	20	100%
1	<i>I did not really care.</i>	
2	<i>No I question it and check it out > I worked as a teacher and in correctional facilities for a number of years so I am good with the age thing. When I got busted the last time I asked the cop to take a gun to my head.</i>	
6	Sure but hope not.	
7	Not that I know I just feel relieved the tension is released and it is done.	
8	It was not an issue out of the country. Once I started to do work around my abuse I was looking at boundaries and I put it together. It took time to figure it out I was in a prime relationship at home and lost it. It was a grieving process of loss and damage from the incest with my sister. When I was 25 and she was 35 we got together and that was the last time.	
9	<i>Yea but I bought at a higher level and so they were not kids. I also moved with all ages in my fantasies.</i>	
10	I don't think so not sure though.	
11	<i>First time I bought on the street but that is why I went to massage parlours, buying online and in hotels not the street.</i>	
12	<i>I try and gauge this and I have a daughter a certain age I can watch this close.</i>	
13	<i>I try to avoid and I hope not but I can't guarantee this.</i>	
14	<i>Yes I tried to guard against that but you don't know.</i>	
15	<i>Yes I would take caution I would even look and ask for ID if I was unsure.</i>	
16	<i>No I have told them to get out of the car.</i>	
17	<i>No I am more attracted to older women.</i>	
18	No I guarded against that and avoided it.	

The interviews explored what would the consumers say to someone if they were heading out to purchase sexual services for the first time. All those interviewed warned against this. Even the two persons who felt they had not lost anything from this behaviour did not encourage beginning this activity. This was not seen by anyone as something you should begin doing.

What is of interest is this is a question which has been posed at the end of studies completed on both young women and young men involved in the sex trade. Both consumers and workers overwhelmingly clearly say this is not something persons should begin.

Purchase sex for the first time what would you say to them		
Variable	Total Number	Total Percent
All 20 warn against it		
Total	20	100%
2	<i>Stop don't go through with it. It is unsatisfying. It is short term high. It is a temporary high. It brings danger depression and self doubt. It can bring disease. There are gangs, pimps involved and maybe she is just trying to buy diapers but it is not good.</i>	
3	Keep away there are consequences that can harm you and others. It hurts the people that are doing it.	
4	Be careful and don't do it. I would tell them my story. Once I got addicted I would go for testing all the time. Be careful you have to protect yourself. If you have the need, masturbate.	
5	I would warn them it is not worth it. It could be someone under age and you will be charged.	
6	Depends on your life experience it could become a problem. It will affect your relationships. If you do it once okay but that but that is not how it works. It will prevent you from having relationships be very careful it can become a repetitive way of life.	

Overall regardless of whether you are part of the supply or part of the demand, neither party believe this is a lifestyle a person should enter into regardless if you drive the consumption or the demand. This confirms that nobody wins from this life in the long run. Both sides take it losses.

Section 4: Significant Findings

4.1 Cruising is the early warning indicator

It was clearly found that people cruise the stroll areas for months if not years before they enter into the role of a consumer. Driving around on the stroll, track or street areas should serve as an early warning indicator. This is a critical component in the prevention and education of potential consumers in the sex trade. Know that if you keep looking, it raises the probability that you will step over the line into consumption. Often this is an activity that might occur initially with a group of peers touring around. The risk increases when a person begins this activity individually. The transition or line in the sand into becoming a consumer is when a person does this individually not in a peer group.

4.2 Individual secret activity

Once an individual begins the transition into considering purchasing, they move into a private individual activity. It becomes an individual's secret. This adds to the shame of the activity which does not occur in a peer group. It was indicated that this is something that they do not brag about or share with friends.

4.3 Start age earlier than expected

Over 40 percent of the population became a consumer when they were less than 20 years of age. It is important to note that there is a general build up of months if not years to the time they finally entered into the role of a consumer in the sex trade. This point is critical in the design of prevention programs with the goal of decreasing the demand. The early age of entering into considering and purchasing is younger than this author originally thought.

4.4 Family History

Over half of those interviewed had a family member who purchased sexual services. For some there appears to be a family tradition associated with this behaviour. Themes of pornography exposure and use and strip club

opportunities existed for many of these men at young ages. Over 50 percent had family members who were known to have done this. This seemed like family folklore.

4.5 Dating scenario

Some of the men interviewed approached this transaction as a personal dating scenario. They would substitute this encounter as a date which would often involve returning to their apartment, hotel or a public place for a dinner which included alcohol extending the time. For some of these men this was a positive date experience for them. Historically they had not experienced many positive long term relationships. They struggled with meeting or connecting with anyone in their community or in a bar. One man described the prostitution stroll experience as a way of guaranteeing he would score at the bar. The stroll provided a sure thing without disappointment or complications.

4.6 Quick Departure

For some of the men interviewed, they referred to feeling that they “could not get the woman out of their car quick enough”. They would engage and negotiate for a service, then engage in this service in a car or hotel. The end result was once the service had been completed they wanted this person out of sight, removed from their view. Some spoke about how the guilt would begin to creep into mind. They described being disgusted with themselves for this interaction. One man described how he would begin to feel physically ill and needed to get distance. They were disgusted and embarrassed by their actions.

4.7 Spiritually Harmed

Some interviewed spoke about a slow erosion of their spirit overtime. This was highly visible in those that identified as sexually addicted. They felt out of control and unstable as persons in many addictive behaviors feel.

4.8 Difference AA and SA and relapse potential

The opportunity for relapse in reference to sexual addiction is limitless. In speaking with men who were sexually addicted many also had some form of substance addiction. They often attended Sexual Addiction and Alcohol Anonymous groups. They explained there is a time concerted effort to relapse into alcohol in that you must drive somewhere to purchase alcohol, you must prepare or order your drink and then you must consume it. The substance for sexual addiction is limitless on television, computers, newspapers, billboards and magazines, and shopping malls to mention a few. The relapse potential is public and limitless.

4.9 Damages and Losses

Everyone identified the damages and the losses they experienced in their lives from using or being in the sex trade. These damages and losses were on both sides of the equation; the supply side (those that provided the service) and the demand side (those that purchased the service). It is important to say that two people interviewed felt this was solely a transaction but it had harmed them personally overtime. They saw the harm to themselves but not to those whom supplied the services.

4.10 Over half have never been charged with communicating

Half this population had never been charged with a prostitution related offence. What is important to note is that 85 percent of this population had been purchasing for over five years which signifies the ongoing, long term nature of the activity, yet only half the population had ever been charged.

4.11 Confusing law

There was and continues to be confusion over the legality in reference to Prostitution. The charge is known as “Communicating for the Purpose”. This means a dialogue is occurring in reference to an intention to buy or sell sexual

activity. The charge can occur against a customer and/or a seller. Our bawdy house laws are being challenged and will be heard in the Supreme Court of Canada in the future.

4.12 Effects on personal, professional and social life

Those interviewed described the effects their behaviour had on their personal, professional and social lives.

Interviewees indicated that the toll it had on their personal life is they were often not fully present. They were often thinking about their last or next encounter in the sex trade. This affected them financially and morally, and challenged their personal self esteem and self worth. For some there is immense ongoing guilt, humiliation and deception. It is a private humiliating activity that they are challenged with giving up. It does meet some of their personal needs, however it is one they partake in with mixed emotions.

Persons talked about how this activity affected their professional life. For some they were so distracted it affected their earning power and performance. For others they compromised their job by misusing company funds to pay for their habit as a consumer. If they had been charged by the police, their company vehicle was impounded resulting in their employer being aware of their activity. A number of individuals spoke about how this affected their interaction with other people, resulting in employment dismissals. For many their employment involved travel and this often where their level of consumption escalated. They would plan their business meetings around their activities as a consumer. They were often researching and arranging their trips around their role as sex consumers. This certainly had some effect on their performance as an employee. Their employment was not top of mind.

The activity also affected the social life of some interviewees. Many stated they became more reclusive and isolated. They felt they had an embarrassing secret

from family and friends. It was felt that this was not a secret you share with your friends of family. Those interviewed spoke about how they felt different and frightened that someone would discover this publicly. They stopped or limited their activity in bars as they feared seeing someone they had been with previously. They would also keep their distance from any other sexual activity possibilities.

4.13 Quitting after each time

The majority interviewed spoke about committing to quit this behaviour after each encounter. This was not a behaviour that a person was committing to for an extended period of time. Once the encounter was complete they would be of the mind that they would not do this again, nevertheless they soon relapsed.

Section 5: Concluding Discussion and Recommendations

In the mid 90's after working for many years with so many young persons entangled in the sexual exploitation trade, my thoughts began to shift. I was always clear that if a person was over the age of 18 and did not have a history of sexual abuse as a child or young person, I was not in a position to comment on their activity in the sex trade. I could support what they were doing as an adult. Realistically this only represented a few persons I was connected with. As my research had shown the average age of starting in the sexual exploitation trade was 14 and 82 percent had a background of sexual abuse prior to their involvement in the trade. This was the group of young persons my energy was directed toward. Designing outreach and clinical services for this population was a primary focus in the early to mid 90's. Efforts were innovative and skilled in assisting this population in exiting the trade. However, we saw this population slip back. We slowly began to realize that this was something that was going to take four to six tries to successfully exit. During this time some frustration and reality began to surface. It seemed to result in a never ending flow of young people moving in and out of the sexual exploitation trade. The supply seemed limitless. It was during this time that my thinking shifted. If we were ever going to successfully disrupt and adjust the supply of young persons involved in the sexual exploitation field we needed to address the demand.

My mind shifted to viewing the demand side of the equation, it is a very basic economic principal. If we were to disrupt, decrease or alter the demand by consumers for sexually exploited youth it would result in a decrease in the supply. If the demand faded there would be no need for the supply. It was at this point that "Understand Demand" began. We began the process of researching and designing a prevention program to educate young men to not become customers. We believed that if persons understood who these children were and their backgrounds of abuse and that this was survival sex we could

educate sixty to seventy percent not to become consumers hence decreasing the need for the supply. The process of designing a prevention program took precedent for a number of months. While designing the prevention we began to realize there was a gap in information from present and former customers. We had worked with one former customer who provided us with some insight, however this was one single person. It was for this reason that the *Buyer Beware* study needed to occur.

Personally I had never thought I was going to ever interview the men who purchase sexual services. For the majority of my life they had been the enemy and as long as I was working with the supply side I did not need to care, consider, nor connect with the demand side. As I was making this shift to the demand side, I needed to embrace the story from a consumer side. If we were truly going to alter this issue we needed to understand and include the supply and the demand side.

References

- Atwood, Feona, 2006. "Sexed Up: Theorizing the Sexualization of Culture." *Sexualities* 9: 77-94
- Boles, Jacqueline, and Albeno Garbin. 1974. "The Strip Club and Customer – Stripper Patterns of Interaction." *Sociology and Social Research* 58:136-44.
- Carnes, Patrick 2001. *Out of the Shadows: Understanding Sexual Addiction*. Hazelden Center City, Minnesota.
- Earle, Sarah, and Keith Sharp. 2007. *Sex in Cyberspace: Men Who Pay For Sex*. Aldershot England: Ashgate.
- Melissa Farley, Emily Schuckman, Jacqueline M. Golding, Kristen Houser, Laura Jarrett, Peter Qualliotine, Michele Decker (2011) **Comparing Sex Buyers with Men Who Don't Buy Sex: "You can have a good time with the servitude" vs. "You're supporting a system of degradation"** Paper presented at Psychologists for Social Responsibility Annual Meeting July 15, 2011, Boston.
- Felitti, Vincent, Andra, F, Nordenberg, Robert. and Williamson F. David et al. "Relationship of Childhood Abuse and Household Dysfunction to Many of the Leading Causes of Death in Adults: The Adverse Childhood Experience (ACE) Study." *American Journal of Preventative Medicine*, Volume 14, Issue 4, 245-258 May 1998.
- Holt, Thomas, and Kristie Blevins 2007. "Examining Sex Work from the Clients' Perspective." *Deviant Behavior* 28:333-54.

HRSDC calculations based on Statistics Canada, *Labour force survey estimates (LFS), by educational attainment, sex and age group, annual* (CANSIM Table 282-0004). Ottawa: Statistics Canada. 2012

Income of Canadians, 2010. *The Daily, June 18, 2012*, Statistics Canada

Lowman, John, and Chris Atchison. 2006. "Men Who Buy Sex: A Survey in the Greater Vancouver Regional District." *Canadian Review of Sociology and Anthropology* 43:281-96.

Monto, Martin. 2010. "Prostitutes' Customers: Motives and Misconceptions." In *Sex for Sale: Prostitution, Pornography, and the Sex Industry*, 2nd ed, edited by Ronald Weitzer, 233-54. New York, NY: Routledge.

Rotermann, Michelle. 2005. "Sex, condoms and STDs among young people." *Health Reports*, 16(3), 39-45. Statistics Canada

Rotermann, Michelle. 2008. "Trends in teen sexual behavior and condom use." *Health Reports* 19(3), 1. Statistics Canada