

Buyer Beware

Report examines demand side of sexual exploitation industry

CALGARY – The Hindsight Group officially released a research report today which examines the sexual exploitation industry from a different perspective: the demand side or the “consumers”. Dr. Susan McIntyre, principal researcher and founder of The Hindsight Group, undertook the research study entitled *Buyer Beware* to answer some important questions about the demand side of the sexual exploitation industry.

For over 20 years, Dr. McIntyre has delved into researching, understanding and providing information on those young women and young men that have become entwined in the supply side of sexual exploitation. Dr. McIntyre found that the available information into the demand side of the sexual exploitation industry, however, only provided a brief glimpse of the consumers.

“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,” explained Dr. McIntyre.

“Who, how, why, when and where young people entered and exited a sexually exploitative life has been researched exhaustively - research which has informed and influenced law, policy, programming, services and outcomes for this population,” Dr. McIntyre continued. “It was apparent to me that if there was going to be a successful impact on decreasing the supply, we needed to intervene in the demand end: the consumers.”

A total of 20 sex consumers were interviewed for the *Buyer Beware* study between February 2010 and December 2011. Those interviewed ranged in age from 20 to 72 years of age with an average being 44 years of age. Among the significant findings were:

- 40% of consumers begin this activity while under the age of 20.
- Over 50% of consumers in this study had a family member with a history as a consumer.
- Over 50% of those interviewed had been charged with a prostitution related offence.
- Those interviewed revealed a recurrent attempt to quit after each time they purchased sexual services.

The full report, including Dr. McIntyre’s findings and recommendations, can be viewed on The Hindsight Group’s website at: www.hindsightgroup.com

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About Dr. Susan McIntyre

With over 20 years experience in the non-profit, public and private sectors, Dr. Susan McIntyre is a leading expert in the areas of child sexual abuse and prostitution. She has presented over 100 workshops and keynote addresses to provincial, national and international conferences. A strong community advocate, Dr. McIntyre has co-chaired numerous volunteer committees and task forces involving justice, social services, health services and education. Dr. McIntyre is the principal researcher and founder of The Hindsight Group, a research and consulting company based in Calgary, Alberta.