A content analysis of Backpage.com advertisements in Louisville, Kentucky

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A content analysis of Backpage.com advertisements in Louisville, Kentucky
Presenter

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• University of Louisville, Department of Criminal Justice
Contributors

• Dianna Anderson
• Rachel French
• Eric McCord, PhD
• Chris Alldredge
Online sites are well known to law enforcement across U. S. and are used as sources for sex stings.
To name only 3 of these sites:

- Backpage.com
- USA Sex Guide
- Naughty Review
this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Final Notice to Advertisers

We have opened a new site called the USA Adult Classifieds and will be moving all classified advertising here: USA Adult Classifieds

Detailed Registration, Login, and Posting instructions can be found by clicking here: USA Adult Classifieds Registration, Login, Posting Help

Starting next week we will be closing all of the Classified Ads Posted by Escort threads and going forward all ads will be on the new site. Once we have transitioned a majority of cities we will be placing a permanent banner on the USASG pointing to the new site.

We suggest you register at the new site now, ahead of time in order to discover any issues before the classified thread in your city or cities is closed.

If you have any difficulties you can write us at Support USA Adult Classifieds
FIND WHAT YOU'RE LOOKING FOR

Looking for Benefits

Are you interested in dating with Benefits?

Looking to hook up with the hottest Louisville Ladies?

Search, compare and contact the sexiest women in Louisville at Naughty Reviews. Read informative profiles to find what turns you on, and read real reviews by experienced clients to skip the scams and consistently connect with the perfect companions. Get your membership now.

SELECT A CITY:

United States ▼ Kentucky ▼ Louisville ▼ Go

WOMAN COMPANIONS IN LOUISVILLE, KENTUCKY

Lexington | Bloomington | Cincinnati | Bowling Green | Evansville

I AM A MAN ▼ LOOKING FOR A WOMAN ▼ MASSAGE PARLORS ▼ STRIP CLUBS ▼ FILTERS ▼ SORT BY ▼ MAP SEARCH ▼ NR ID or keyword

Search
Other sources of online advertisement for local escort services

Bottoms Up

A Beautiful Escort
Frequently utilizes Backpage.com during major events
Ads will increase around major sporting events in a region
Louisville Kentucky ????????????
“To reduce commercial sexual exploitation and enforce existing trafficking laws, communities must first recognize the extent of the problem within their local area” (Janson, Mann, Marro, & Matvey, 2013).
Greater Cincinnati area found a high demand for online sex trafficking relative to the interstate highway system in the region (The Imagine Foundation, 2014).

3 month period        2,965 ads
Chicago area postings on USA Sex Guide as a resource and training guide for the “old boys club” (Janson, Durchslag, et al., 2014).

3 month period 2,466 ads
Atlanta Georgia study of men who buy sex (The Schapiro Group, 2010).

- 12,400 men buy sex with young females in a given month in Georgia
Originated process of monitoring Backpage.com

Louisville, Kentucky

April 2013 to August 2014
Events Tracked

- Derby 2013 and 2014
- International Association of Campus Law Enforcement Annual Conference
- Street Hot Rod Nationals
- Governor’s Local Issues Conference
- KY State Fair
- International Boat Builders Expo
- International Construction Utility Equipment Expo
- Annual Operation CARE Conference Police
- Livestock Expo
- RV Trade Show
- Louisville Gun Show
- Sport, Boat, and RV Show
- Farm Machinery Show
- Mid American Truck Show
- PGA Championship August 2014
Disclaimer

This section contains sexual content, including pictorial nudity and adult language. It is to be accessed only by persons who are 18 years of age or older (and is not considered to be a minor in his/her state of residence) and who live in a community or local jurisdiction where nude pictures and explicit adult materials are not prohibited by law. By accessing this website, you are representing to us that you meet the above qualifications. A false representation may be a criminal offense.

I confirm and represent that I am 18 years of age or older (and am not considered to be a minor in my state of residence) and that I am not located in a community or local jurisdiction where nude pictures or explicit adult materials are prohibited by any law. I agree to report any illegal services or activities which violate the Terms of Use. I also agree to report any suspected exploitation of minors by contacting the appropriate authorities.

I have read and agree to this disclaimer as well as the Terms of Use.

I agree

I don't agree
Ads to select for Escort

Words quickly imply something else
*NEW IN TOWN* start your week off with a bang!! - 22

Posted: Wednesday, October 1, 2014 11:25 AM

Hello gentlemen are you ready to pamper yourself with the best? If quality over quantity is what your looking for im your girl Im Kayla here to fulfill your needs and satisfy your cravings so Come relax and let me do the rest.
No explicit texting or talking
Incall & Outcall
100% safe and independent 100% me in pics...looks better in person
3129083204

See you soon love!!

Poster's age: 22

- Location: Louisville, airport
- Post ID: 7495354 louisville

Email this ad
20,384 total ads: 15 month period
Average of 53 ads per day

• 25 years
  • Average age

• 12%
  • Potentially a minor

• 72%
  • Caucasian

• 23%
  • African American

• 66%
  • Face was shown

• 19%
  • Tattoo or Branding

• 27%
  • Hotel pictures

• 66%
  • Face was shown
4 Peak Events

- Derby 2013
- Labor Day weekend 2013
- March Madness 2014
- Derby 2014

Red line average 42% above
Derby 2013
April 21 - May 17
1,459 ads  Avg 54 per day
Derby 2014
April 17 - May 17
1,981 ads  Avg 66 per day
Prostitution Arrests in LMPD Area
April, 2013 - May, 2014

Notes:
- Arrests are for prostitution and loitering for sake of prostitution
- 150 of 152 arrests were successfully geocoded (98.7%)
- "Islands" are incorporated cities outside of LMPD jurisdiction

Legend
- Prostitution Arrests
- Louisville_Expressways
- Louisville Metro Policing Area

May 2, 2013 7 arrests
April 30, 2014 8 arrests
May 1, 2014 5 arrests
May 2, 2014 4 arrests
Labor Day 2013
August 3 - September 20
2,962 ads Avg 61 per day
March Madness 2014
February 8 - March 15
2,352 ads  Avg 67 per day
Events Tracked above average of 53 ads per day

• Derby 2013 and 2014
• International Association of Campus Law Enforcement Annual Conference (Avg = 53 per day)
• Street Hot Rod Nationals (Avg = 55 per day)
• Governor’s Local Issues Conference (Avg = 58 per day)
• KY State Fair (Avg = 59 per day)
• International Boat Builders Expo
• International Construction Utility Equipment Expo
• Annual Operation CARE Conference Police
• Livestock Expo
• RV Trade Show
• Louisville Gun Show
• Sport, Boat, and RV Show
• Farm Machinery Show
• Mid American Truck Show
• PGA Championship (Avg = 66 per day)
<table>
<thead>
<tr>
<th>Geographic Region</th>
<th>Time span</th>
<th># ads</th>
<th>Avg 90 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Cincinnati</td>
<td>3 months</td>
<td>2,965</td>
<td>33</td>
</tr>
<tr>
<td>Chicago</td>
<td>3 months</td>
<td>2,466</td>
<td>28</td>
</tr>
<tr>
<td>Louisville</td>
<td>3 months</td>
<td>3,976</td>
<td>44</td>
</tr>
</tbody>
</table>
Upgrades (minimum purchase is $0.99)

Auto Repost Ad
- Move your ad to the top of the listings every: 1 day after 6:00 PM
  Number of times: 4 times for $40.00

Sponsor Ad
- Your ad will appear highlighted with thumbnails on the right side of the escorts category.
  Number of weeks: 1 week ($6.25)

  or select a discounted package
  - 4 weeks for $18.75 (25%)
  - 12 weeks for $50.25 (33%)

Promo Code

Continue
By placing this ad I agree to the terms of use and privacy policy

Post ad for escort
Post ad for furniture
Average per day = 53 ads

53 X $10 = $530 per day for Backpage.com

$530 \times 365 = \$193,450 \text{ per year}

Recall: Peak of 164 ads X $10 = \$1,640 per day
Hourly rate: $60 to $250

$150 hour X avg of 53 ads = $7,950 per day

Each ad 1 person 10 times $79,500 per day

Each ad 2 – 3 people ??????

$79,500 X 365 = $29,017,500 per year

IF ad produces only 1 sale
TRAFFICKER

- Expenses
  - $193,450 per year

- Revenue
  - $29,017,500 per year

Profit = $28,824,050

Conservative ??????
Championship could mean $100M boost for the local economy.

Louisville will find itself 'on a global stage'.

By Sheldon S. Shafer

The PGA has done very well in Louisville. The players and fans support it, and the restaurants and hotels have loved it.

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News of the '14 to be broadcast in

206 countries, reaching

500 million households worldwide

International Exposure

According to Mayor Greg Fischer, the PGA Championship will showcase the city of Louisville worldwide.

The PGA Tour Shop, operated by Ascend, will feature local products and merchandise.

Tee Up Coverage

Tourists will have the opportunity to experience the PGA Championship firsthand.
PGA Championship

66 X $10 = $660 per day X 23 days = $15,180 to Backpage.com

66 X $150 = $9,900 per day X 23 days = $227,700 to Traffickers

$212,520 Profit
This map indicates the vast footprint of adult services marketing to the Louisville region. As recent human trafficking interdictions have shown that human traffickers and pimps use backpage.com to illicitly sell sex, this map displays the potential reach of trafficking networks and areas from which potential sex trafficked victims could be imported into Louisville and other Kentucky communities. Visual inspection of the spatial distribution indicates that a majority of service providers are spatially clustered and appear to form a local-regional market, anchored in the local Louisville area and spanning (4) states: Indiana, Kentucky, Ohio and Tennessee. Area codes tied to 20 or more ads have been labeled.

Source data: 4.21.2013 - 8.10.2014 (n=20384)
<table>
<thead>
<tr>
<th>Proportion</th>
<th>Area Code</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>68.9%</td>
<td>502</td>
<td>Major cities (KY): <strong>Louisville</strong>, Frankfort, Shelbyville, Shepherdsville, Fort Knox, Bardstown</td>
</tr>
<tr>
<td>4.4%</td>
<td>812</td>
<td>Major cities (IN): Evansville, Bloomington, Terre Haute, Seymour, Columbus, <strong>New Albany</strong>, Clarksville, Jeffersonville</td>
</tr>
<tr>
<td>2.6%</td>
<td>859</td>
<td>Major cities (KY): <strong>Lexington</strong>, <strong>Cincinnati</strong>, <strong>Winchester</strong>, Florence, Covington</td>
</tr>
<tr>
<td>2.0%</td>
<td>305</td>
<td>Major cities (FL): Miami, Fort Lauderdale, Lake Worth, Hialeah, Hollywood</td>
</tr>
<tr>
<td>1.3%</td>
<td>270</td>
<td>Major cities (KY): Paducah, Madisonville, <strong>Owensboro</strong>, Bowling Green</td>
</tr>
<tr>
<td>1.1%</td>
<td>317</td>
<td>Major cities (IN): <strong>Indianapolis</strong>, Madison, Greenwood, Mc Cordsville, Westfield</td>
</tr>
<tr>
<td>1.0%</td>
<td>702</td>
<td>Major cities (NV): Las Vegas, North Las Vegas, Henderson, Moapa, Searchlight</td>
</tr>
<tr>
<td>1.0%</td>
<td>615</td>
<td>Major cities (TN): Nashville, Whites Creek, Brentwood, Lafayette, Smithville</td>
</tr>
<tr>
<td>0.9%</td>
<td>513</td>
<td>Major cities (OH): <strong>Cincinnati</strong>, Hamilton, Dayton, Middletown, Loveland</td>
</tr>
<tr>
<td>0.8%</td>
<td>404</td>
<td>Major cities (GA): Atlanta, Norcross, Duluth, Decatur, Roswell</td>
</tr>
<tr>
<td>16.0%</td>
<td>Other</td>
<td>All others</td>
</tr>
</tbody>
</table>
This map indicates the vast footprint of adult services marketing to the Louisville region. As recent human trafficking interdictions have shown that human traffickers and pimps use backpage.com to illicitly sell sex, this map displays the potential reach of trafficking networks and areas from which potential sex trafficked victims could be imported into Louisville and other Kentucky communities. Visual inspection of the spatial distribution indicates that a majority of service providers are spatially clustered and appear to form a local-regional market, anchored in the local Louisville area and spanning (4) states: Indiana, Kentucky, Ohio and Tennessee.

This map indicates the distribution of area codes tied to ads targeting Louisville and surrounding communities for March Madness 2014 (3/21/2014 and 3/22/2014).
This map indicates the vast footprint of adult services marketing to the Louisville region. As recent human trafficking investigations have shown that human traffickers and pimps use backpage.com to illicitly sell sex, this map displays the potential reach of trafficking networks and areas from which potential sex trafficked victims could be imported into Louisville and other Kentucky communities. Visual inspection of the spatial distribution indicates that a majority of service providers are spatially clustered and appear to form a local-regional market, anchored in the local Louisville area and spanning 4 states: Indiana, Kentucky, Ohio and Tennessee.

This map indicates the distribution of area codes tied to ads targeting Louisville and surrounding communities for Derby 2014 (5/2/2014 and 5/3/2014).
This map indicates the urban footprint of adult services marketing to the Louisville region. As recent human trafficking interdictions have shown that human traffickers and pimps use backpage.com to locate, sell sex, this map displays the potential reach of trafficking networks and areas from which potential sex trafficked victims could be imported into Louisville and other Kentucky communities. Visual inspection of the spatial distribution indicates that a majority of service providers are spatially clustered and appear to form a local-regional market, anchored in the local Louisville area and spanning (+) states: Indiana, Kentucky, Ohio and Tennessee.

This map indicates the distribution of area codes tied to ads targeting Louisville and surrounding communities for the Labor Day 2013 holiday (9/3/2013 and 9/8/2013).
This map shows the distribution of area codes associated with mapped cities and neighborhoods within Louisville. These places were derived from Adult Services Ads targeting the Louisville area between 4-11-2013 and 8-10-2014.

Red points indicate the center of the given city. Lines have been symbolized to more easily distinguish the ties and trajectories between area codes and the given place or neighborhood.

Map created by:
Chris Aldridge, GIS
Independent Researcher
rabitholerearcher@gmail.com

Source data provided by:
Dr. Theresa Hayden
Dept. Justice Administration, U of L
Louisville Human Trafficking Task Force

Hub lines: Area Codes to surrounding cities
- Bardstown, KY
- Boston, KY
- Clarksville, IN
- Elizabethtown, KY
- Fort Knox, KY
- Jeffersontown, KY
- Jeffersonville, IN
- Lexington, KY
- Louisville, KY
- Middletown, KY
- New Albany, IN
- Radcliff, KY
- Shepherdsville, KY
- St Matthews, KY
BackPage.com: Area Codes Associated to Louisville Places and Neighborhoods

Center of TOP 10 Zip Codes with highest average income

Map created by:
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Source data provided by:
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Louisville Human Trafficking Task Force

This map shows the association of area codes with mapped places and neighborhoods within Louisville. These places were derived from Adult Services Ads targeting the Louisville area between 7-15-2013 and 8-10-2014.

Red points indicate the center of the given neighborhood or place. Lines have been symbolized to more easily distinguish the ties and trajectories between areas codes and the given place or neighborhood.

- Fern Valley, Louisville, KY
- Highlands, Louisville, KY
- Hurstbourne, Louisville, KY
- Newburg, Louisville, KY
- Okolona, Louisville, KY
- Valley Station, Louisville, KY
Potential Ties Between Communities by Virtue of Combined Marketing in BackPage.com Ads

This map indicates potential ties between communities through combined marketing in BackPage.com ads. A minimum convex hull (MOH) was created to tie communities which were listed together in ads. A MOH was created in cases where (3) or more communities were tied in an ad or multiple ads. In cases where there was only two communities tied to an ad, a line connects the communities to form a dais.

Significant diadic ties exist between the following pairs:
- Jeffersonville - New Albany
- Bardstown - Elizabethtown
- Elizabethtown - Fort Knox

Significant triadic ties exist between the following:
- Jeffersonville - Middletown - St Matthews

**Diadic connections**
- 1 - 2 ads
- 3 - 9 ads
- 10 or more ads

**Triadic connections**
- (1) ad
- (2) ads
- (10) ads

Source data provided by:
Dr. Theresa Hayden

Map created by:
Chris Aldridge, GIS/P
rabothlerresearch@gmail.com

Presented to:
Dr. Theresa Hayden
Dept. Justice Administration, U of L
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