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9-2014

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

Theresa C. Hayden  
*University of Louisville*

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

# Presenter

- Theresa C. Hayden, PhD, MSSW
- 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**

all places 92

- [apartments](#)
- [bars/clubs](#)
- [restaurants](#)
- [salons/nails/spas](#)
- community 32**
- [childcare](#)
- [classes/workshops](#)
- [general](#)
- [groups](#)
- [lost & found](#)
- [volunteers](#)

buy/ sell/ trade 1,282

- [antique/collectibles](#)
- [appliances](#)
- [business](#)
- [boats & motorcycles](#)
- [clothing/jewelry](#)
- [farm/garden](#)
- [computers/electronics](#)
- [free](#)
- [furniture](#)
- [household items](#)
- [miscellaneous](#)
- [pets, pet supplies](#)
- [sports equip.](#)
- [tickets](#)
- [tools/materials](#)
- [want-trade](#)
- [yard sales](#)

automotive 5,124

- [auto-truck/rv](#)
- [auto parts](#)
- [services](#)

musician 22

- [available/wanted](#)
- [equip/instruments](#)
- [instruction](#)
- [services](#)
- [plug the band](#)

rentals 43

- [roommates](#)
- [apt/condo/house](#)
- [commercial](#)
- [vacation](#)
- [miscellaneous](#)
- [rentals wanted](#)

real estate 354

- [house/condo](#)
- [land for sale](#)
- [commercial](#)
- [misc](#)
- [wanted](#)

jobs 4,488

- [acctg/finance](#)
- [admin/office](#)
- [customer service](#)
- [computer/technical](#)
- [domestic](#)
- [driver/delivery/courier](#)
- [education](#)
- [focus group/studies](#)
- [job wanted/resume](#)
- [medical/health](#)
- [mgmt/professional](#)
- [miscellaneous](#)
- [part-time jobs](#)
- [real estate](#)
- [rest/retail/hotel](#)
- [sales/mktg](#)
- [salon/spa](#)
- [show biz/audition](#)
- [trades/labor](#)

dating 31

- [women > men](#)
- [men > women](#)
- [men > men](#)
- [women > women](#)

adult

- [escorts](#)
- [body rubs](#)
- [strippers & strip clubs](#)
- [dom & fetish](#)
- [ts](#)
- [male escorts](#)
- [phone & websites](#)
- [adult jobs](#)

services 389

- [biz opps](#)
- [business](#)
- [cleaning](#)
- [computer](#)
- [creative](#)
- [financial](#)
- [health & beauty](#)
- [home improvement](#)
- [landscape/lawn](#)
- [labor/moving](#)
- [legal](#)
- [massage](#)
- [misc.](#)
- [real estate](#)

all cities... espana

Kentucky

- [bowling green, ky](#)
- [eastern kentucky](#)
- [lexington, ky](#)
- [louisville, ky](#)
- [owensboro, ky](#)
- [western kentucky](#)

Top 20:

- [therapeutic massage](#)
- [sports equipment and guns for sale](#)
- [pets for sale](#)
- [apartments & houses for rent](#)
- [autos for sale](#)
- [health/beauty services](#)
- [roommates](#)
- [cleaning services](#)
- [driver/delivery/courier CDL jobs](#)
- [homes for sale](#)
- [trades & labor jobs](#)
- [restaurant, retail, hotel jobs](#)
- [electronics](#)
- [miscellaneous jobs](#)
- [furniture for sale](#)
- [want-trade](#)
- [focus group/studies](#)
- [show biz/audition](#)
- [miscellaneous](#)
- [customer service jobs](#)

post in multiple cities

# USA Sex Guide

Name Password Log in Remember Me? Help Register

- Front Page
- Forum
- What's New?
- Photo Gallery
- Abbreviations

- FAQ
- Calendar
- Forum Actions
- Quick Links

Advanced Search

Forum » States & Cities » Kentucky » Louisville

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

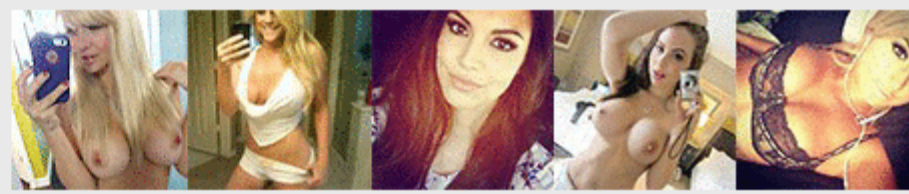
We have opened a new site called the USA Adult Classifieds and will be moving all classified advertising here: USA Adult Classifieds

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



**Meet Local Girls Near You And Bang Them.** Instabang [Join Free](#)

Forum: Louisville

- Threads & User Blogs
- Forum Photos



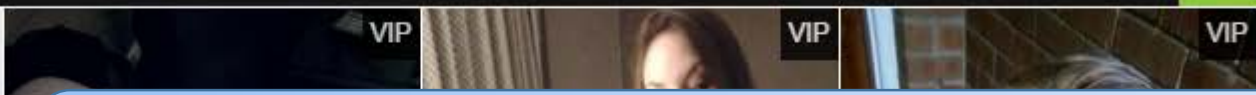
Instabang  
**TRADE PICS**



# FIND WHAT YOU'RE LOOKING FOR

ating with Benefits  
to hook up with the hottest Louisville Ladies?  
rch, compare and contact the sexiest women in Louisville at Naughty Reviews.  
informative profiles to find what turns you on, and read real reviews by  
perienced clients to skip the scams and consistently connect with the perfect  
panions. Get your membership now

OOSE A CITY:  
United States ▾ Kentucky ▾ Louisville ▾ **Go**



Ver... 25 Dani Fierce 23 Katana Madison 2014 Jenn

## WOMAN COMPANIONS IN LOUISVILLE, KENTUCKY

[Lexington](#) | [Bloomington](#) | [Cincinnati](#) | [Bowling Green](#) | [Evansville](#)

ST CLASSIFIEDS  
L TREATMENT - w4m - 19  
and Unwind Treat Yourself  
C! - adult gigs - 46

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







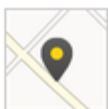
# Other sources of online advertisement for local escort services

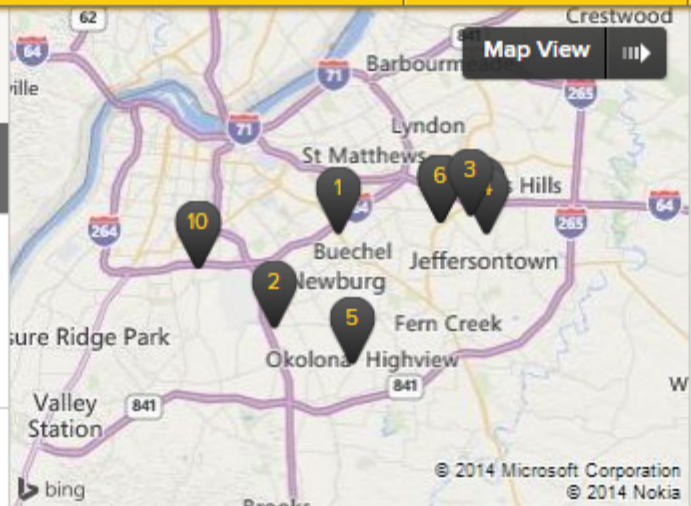
**Bottoms Up**

**A Beautiful Escort**

Home > Louisville, KY > Escort Service  
Louisville Escort Service

Filters Sort: Most Relevant

- 
**1. A-List Escort Service**  
 2210 Goldsmith Ln, Louisville, KY 40218  
 (502) 454-7978  
 Escort Service, Adult Entertainment  
[Directions](#) | [More Info](#)
- 
**2. Class ACT Escorts**  
 3103 Fern Valley Rd, Louisville, KY 40213  
 (502) 937-8404  
 Escort Service  
[Directions](#) | [More Info](#)
- 
**3. Derby City**  
 1902 Embassy Square Blvd, Louisville, KY 40299  
 (502) 363-3600  
 Escort Service  
[Directions](#) | [More Info](#)
- 
**4. Cheetah's**  
 2520 Data Dr, Louisville, KY 40299  
 (502) 933-1124  
 Escort Service  
[Directions](#) | [More Info](#)
- 
**5. Platinum Playmates**  
 5403 Tacoma Ct, Louisville, KY 40219  
 (502) 609-2791  
 Escort Service, Dating Service  
[Directions](#) | [More Info](#)




FEATURED ESCORT SERVICE

In Louisville, Kentucky

**A-List Escort Service**  
 2210 Goldsmith Ln, Louisville, KY 40218  
 (502) 454-7978  
 Personalized Service - Beautiful Women - Discreet  
 ...  
[Directions](#) | [More Info](#)

Sponsored Louisville Escort Service

**Hot Local Women Seek Generous Men\*No Hourly Rate!**



Local Hotties Need Financial





I'm looking for... Elizabethtown, KY Metro

LOUISVILLE/JEFFERSON COUNTY METRO GOVERNMENT (BALANCE) > ESCORT SERVICES > A BEAUTIFUL ESCORT, INCORPORATED

# A Beautiful Escort, Incorporated

Not rated yet 0 Votes

(502) 235-1597 | [View Website](#)

1154 S 3rd St Ste No2, Louisville, KY | [Directions](#)

Escort Services, Extended Stay, Dating Services... [more](#) Open Hours

8 Reviews

36 Photos

Frequently utilizes Backpage.com during major events

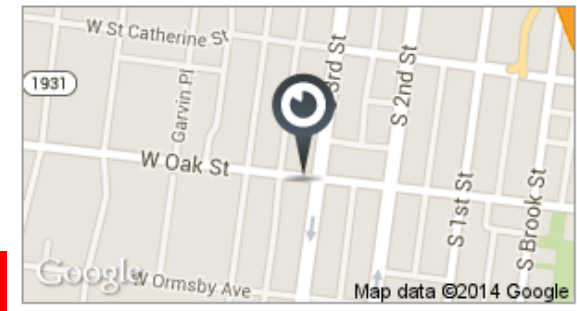
OWNER VERIFIED BUSINESS



[View all 36 photos](#) [Add photo](#)

## Reviews for A Beautiful Escort, Incorporated

Review input field



## Similar Nearby

- Aston's Victorian Sec...**  
1132 S 1st St
- Rudyard Kipling**  
100% | 422 W Oak St
- Louisville Villager L...**  
920 South First Str...



*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**

all places 92

- [apartments](#)
- [bars/clubs](#)
- [restaurants](#)
- [salons/nails/spas](#)

buy/ sell/ trade 1,282

- [antique/collectibles](#)
- [appliances](#)
- [business](#)
- [boats & motorcycles](#)
- [clothing/jewelry](#)
- [farm/garden](#)
- [computers/electronics](#)
- [furniture](#)
- [household items](#)
- [miscellaneous](#)
- [pets, pet supplies](#)
- [sports equip.](#)
- [tickets](#)
- [tools/materials](#)
- [want-trade](#)
- [yard sales](#)

automotive 5,124

- [auto-truck/rv](#)
- [auto parts](#)
- [services](#)

musician 22

- [available/wanted](#)
- [equip/instruments](#)
- [instruction](#)
- [services](#)
- [plug the band](#)

rentals 43

- [roommates](#)
- [apt/condo/house](#)
- [commercial](#)
- [vacation](#)
- [miscellaneous](#)
- [rentals wanted](#)

real estate 354

- [house/condo](#)
- [land for sale](#)
- [commercial](#)
- [misc](#)
- [wanted](#)

jobs 4,488

- [acctg/finance](#)
- [admin/office](#)
- [customer service](#)
- [computer/technical](#)
- [domestic](#)
- [driver/delivery/courier](#)
- [education](#)
- [focus group/studies](#)
- [job wanted/resume](#)
- [medical/health](#)
- [mgmt/professional](#)
- [miscellaneous](#)
- [part-time jobs](#)
- [real estate](#)
- [rest/retail/hotel](#)
- [sales/mktg](#)
- [salon/spa](#)
- [show biz/audition](#)
- [trades/labor](#)

dating 31

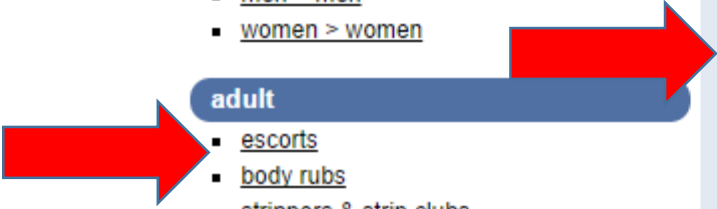
- [women > men](#)
- [men > women](#)
- [men > men](#)
- [women > women](#)

adult

- [escorts](#)
- [body rubs](#)
- [strippers & strip clubs](#)
- [dom & fetish](#)
- [ts](#)
- [male escorts](#)
- [phone & websites](#)
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services 389

- [biz opps](#)
- [business](#)
- [cleaning](#)
- [computer](#)
- [creative](#)
- [financial](#)
- [health & beauty](#)
- [home improvement](#)
- [landscape/lawn](#)
- [labor/moving](#)
- [legal](#)
- [massage](#)
- [misc.](#)
- [real estate](#)



all cities... [espa...](#)

Kentucky

- [bowling green, ky](#)
- [eastern kentucky](#)
- [lexington, ky](#)
- [louisville, ky](#)
- [owensboro, ky](#)
- [western kentucky](#)

- Top 20:
- [therapeutic massage](#)
  - [sports equipment and guns for sale](#)
  - [pets for sale](#)
  - [apartments & houses for rent](#)
  - [autos for sale](#)
  - [health/beauty services](#)
  - [roommates](#)
  - [cleaning services](#)
  - [driver/delivery/courier CDL jobs](#)
  - [homes for sale](#)
  - [trades & labor jobs](#)
  - [restaurant, retail, hotel jobs](#)
  - [electronics](#)
  - [miscellaneous jobs](#)
  - [furniture for sale](#)
  - [want-trade](#)
  - [focus group/studies](#)
  - [show biz/audition](#)
  - [miscellaneous](#)
  - [customer service jobs](#)

[post in multiple cities](#)

backpage.com > adult entertainment > louisville escorts

## 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 suspected exploitation of minors and/or human trafficking](#) to the appropriate authorities.

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

[I agree](#)

[I don't agree](#)



backpage.com > louisville adult entertainment > louisville escorts

All | Bowling Green | Eastern Kentucky | Lexington | Louisville | Owensboro | Western Kentucky

keyword [ ] escorts [ ] search [ ]

brief | gallery

Tue. Sep. 23

15MIN 50\$ SPCL 2DAY ONLY 2 Girls Double your fun!! Great reviews, no rush! New location! 24/7 - 31 (Airport Incall24/7)

Tuesday Specials... Better than the Rest!! 36DD MOUTHWATERING - 34 (East End)

Ready to taste mii sweet flavors lollipop You deserve to come treat yourself 24/7 - 22 (Louisville, ky (in calls))

FUN SIZED KANDY UPSCALE VIP Royal Treatment - 23 (IN/OUT...Louisville)

New pix! DON'T HAVE ANOTHER BORING TUESDAY.Have a TASTY one!!!!Come see me!!!! - 27 (Louisville)

Asian Beauty Visiting Louisville for 10 days - 22 (KY Airport)

LAST DAY SuperSexy UPSCALE Fun.Playful Ready To Satisfy - 21 (Incall only)

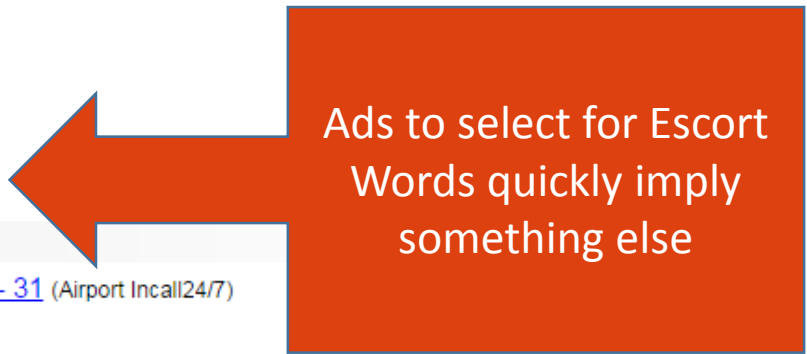
Sexy fun with Bree - 36 (Highlands)

Layla Strong 812-927-0092 / 516-934-1889 NEW PICS - 29 (kentuckiana)

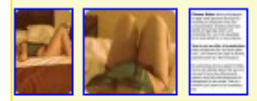
\*\*\*\* S M O K I N G Hot Blonde Spinner \*\*\* With DANGEROUS Skills - 23 (Hurstbourne / Jeffersontown Incall)

Chocolate has never been sweeter\*\*\*\* - 21 (louisville east)

cute & KINKY NOBODY CAN COMPARE Pretty Kitten JuicyLicious & T!gHt - 19 (Louisville Ky)



Amber (502) 333-5364  
Hi, name Amber 4 unforgettable time call me (502) 333-5364... airport



Want Out? National Free Help 24/7: 1-800-551-1300  
Tired of Turning Tricks? Pimps Don't Care. We Do! Call...



Tired of the Same Ole Struggle on BP Ladies only RELOCATE TODAY  
HEY LADIES MY NAME IS QUEEN IM LOOKING FOR A... Airport



SHHH! What Happens, it is our Secret!



*Double your fun!!*

Two girls at once

*Asian Beauty Visiting*

No rush

KINKY

Mouth game

*Ready to Satisfy*

Louisville's finest

Juicy Licious

Great reviews

Sweet like candy

MOUTHWATERING

**Red Hot Firecracker**

FUN SIZED KANDY

[Report Ad](#)

## \*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

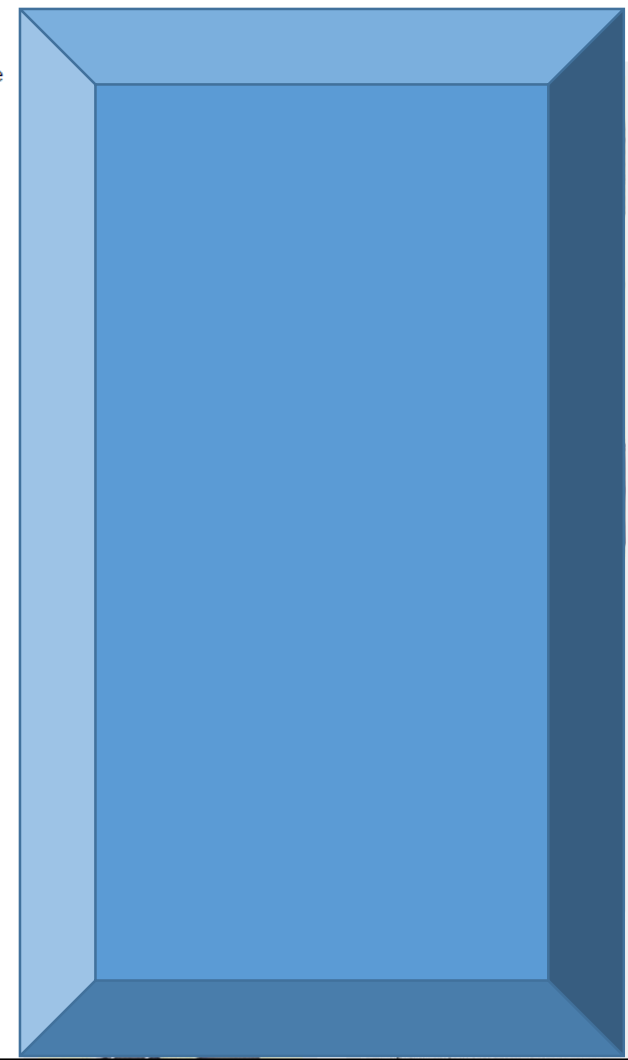
3128063204

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

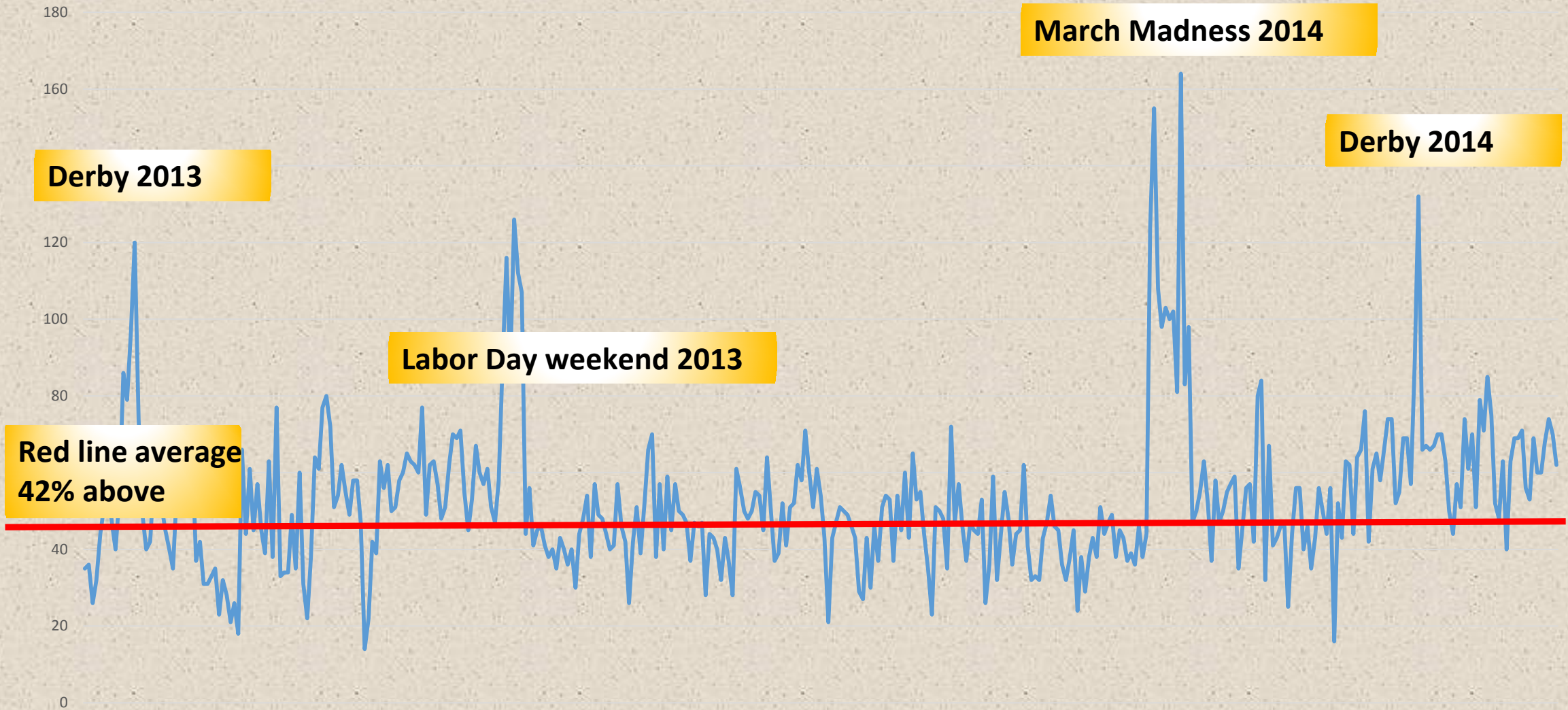
- **19%**

- Tattoo or Branding

- **27%**

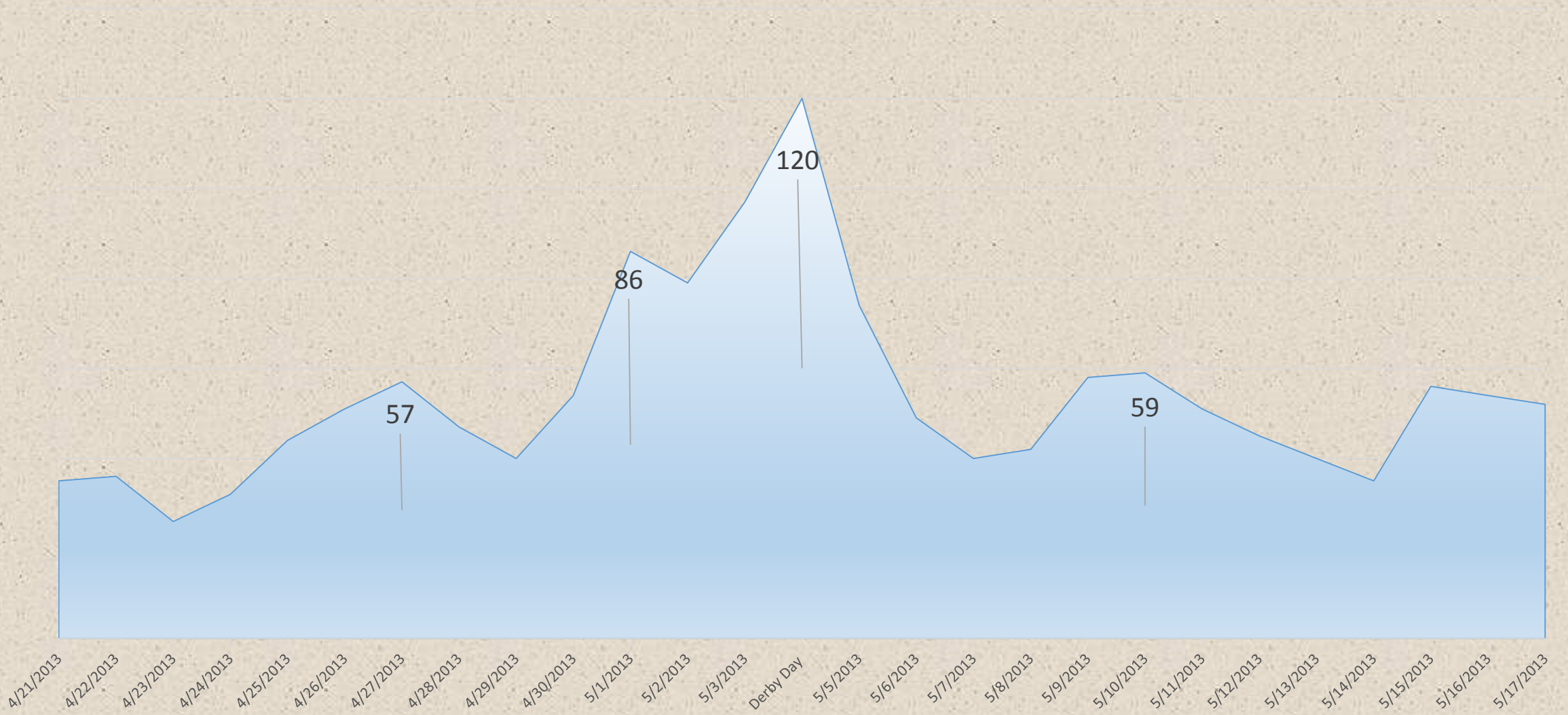
- Hotel pictures

# 4 Peak Events

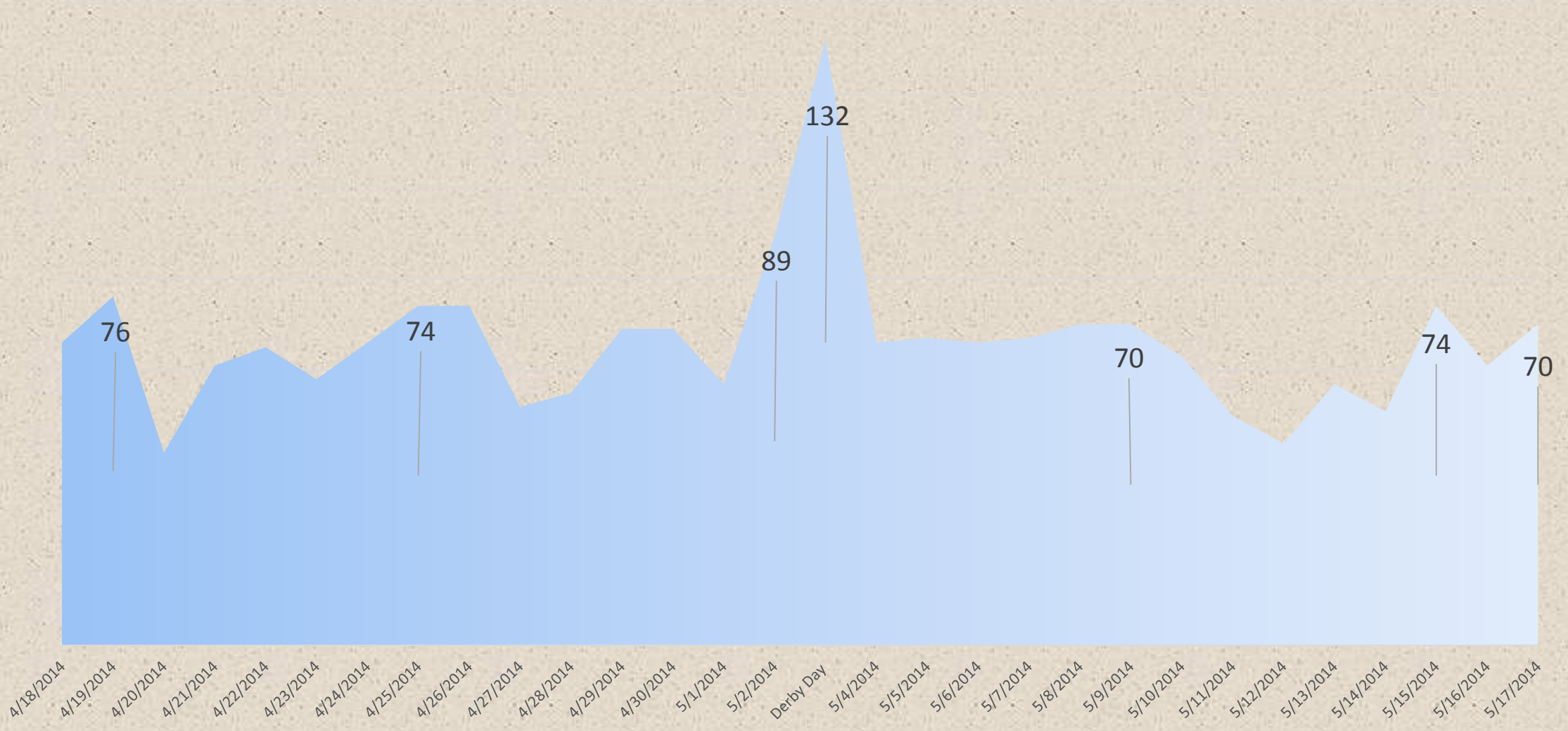




**Derby 2013**  
**April 21 - May 17**  
**1,459 ads**      **Avg 54 per day**



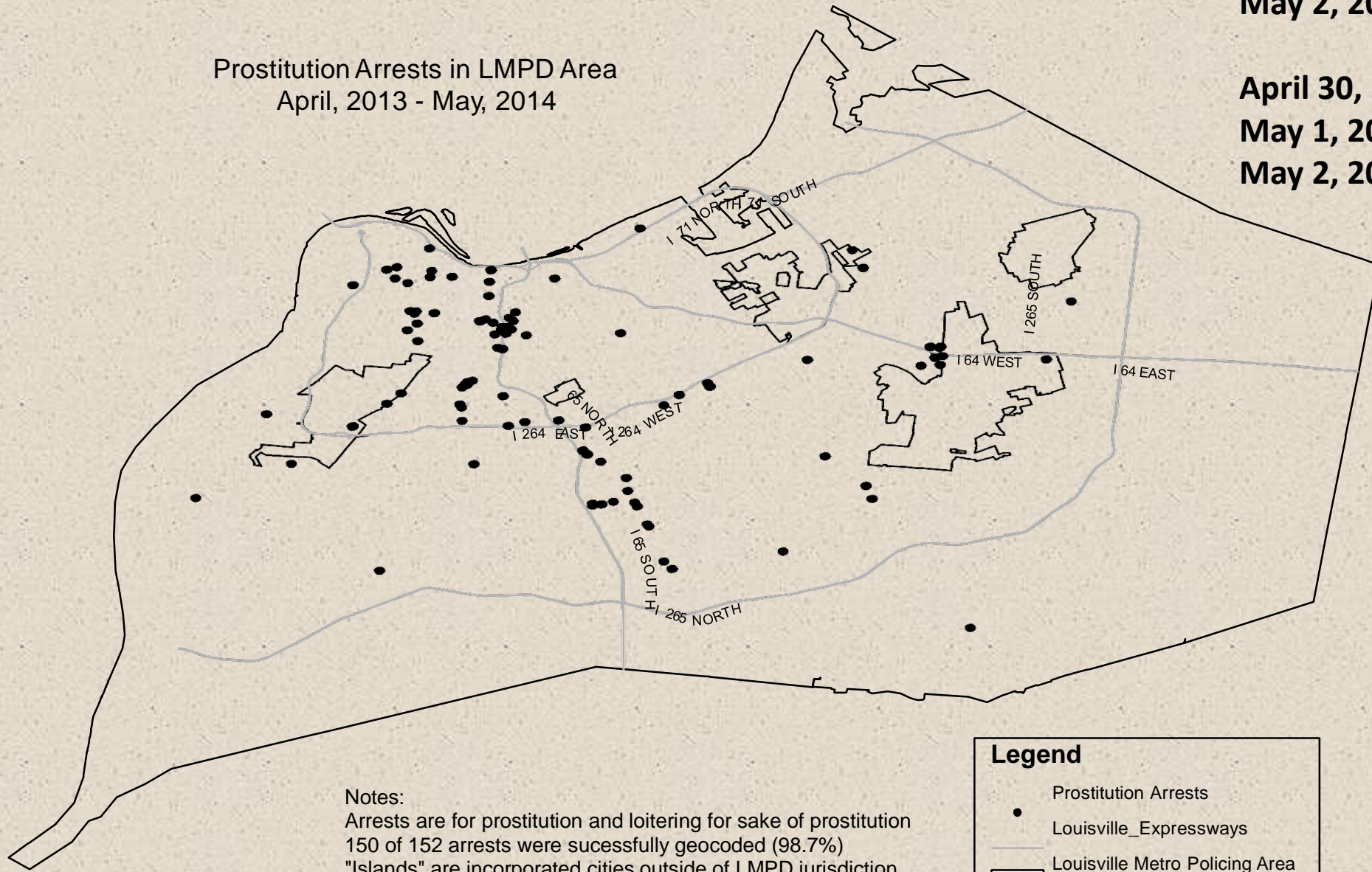
**Derby 2014**  
**April 17 - May 17**  
**1,981 ads**      **Avg 66 per day**





Prostitution Arrests in LMPD Area  
April, 2013 - May, 2014

|                       |                  |
|-----------------------|------------------|
| <b>May 2, 2013</b>    | <b>7 arrests</b> |
| <b>April 30, 2014</b> | <b>8 arrests</b> |
| <b>May 1, 2014</b>    | <b>5 arrests</b> |
| <b>May 2, 2014</b>    | <b>4 arrests</b> |

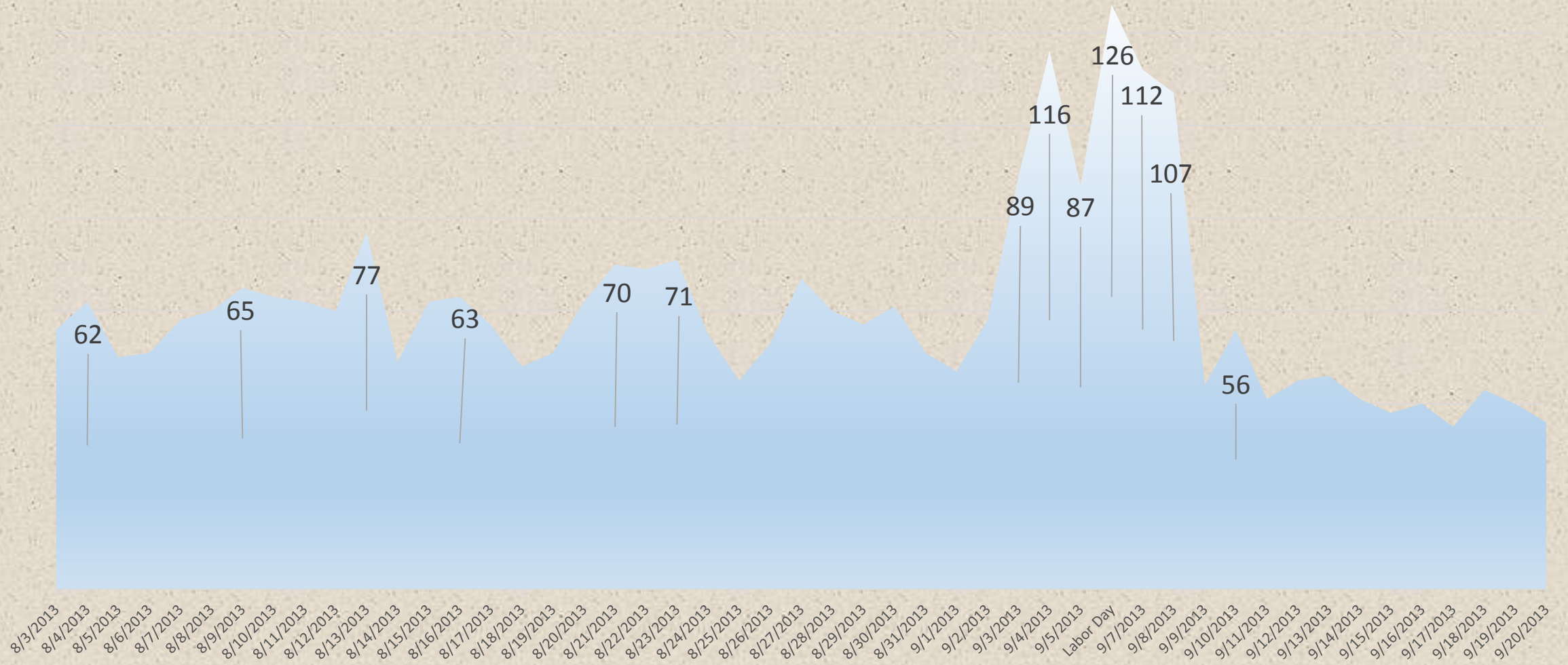


Notes:  
 Arrests are for prostitution and loitering for sake of prostitution  
 150 of 152 arrests were successfully geocoded (98.7%)  
 "Islands" are incorporated cities outside of LMPD jurisdiction

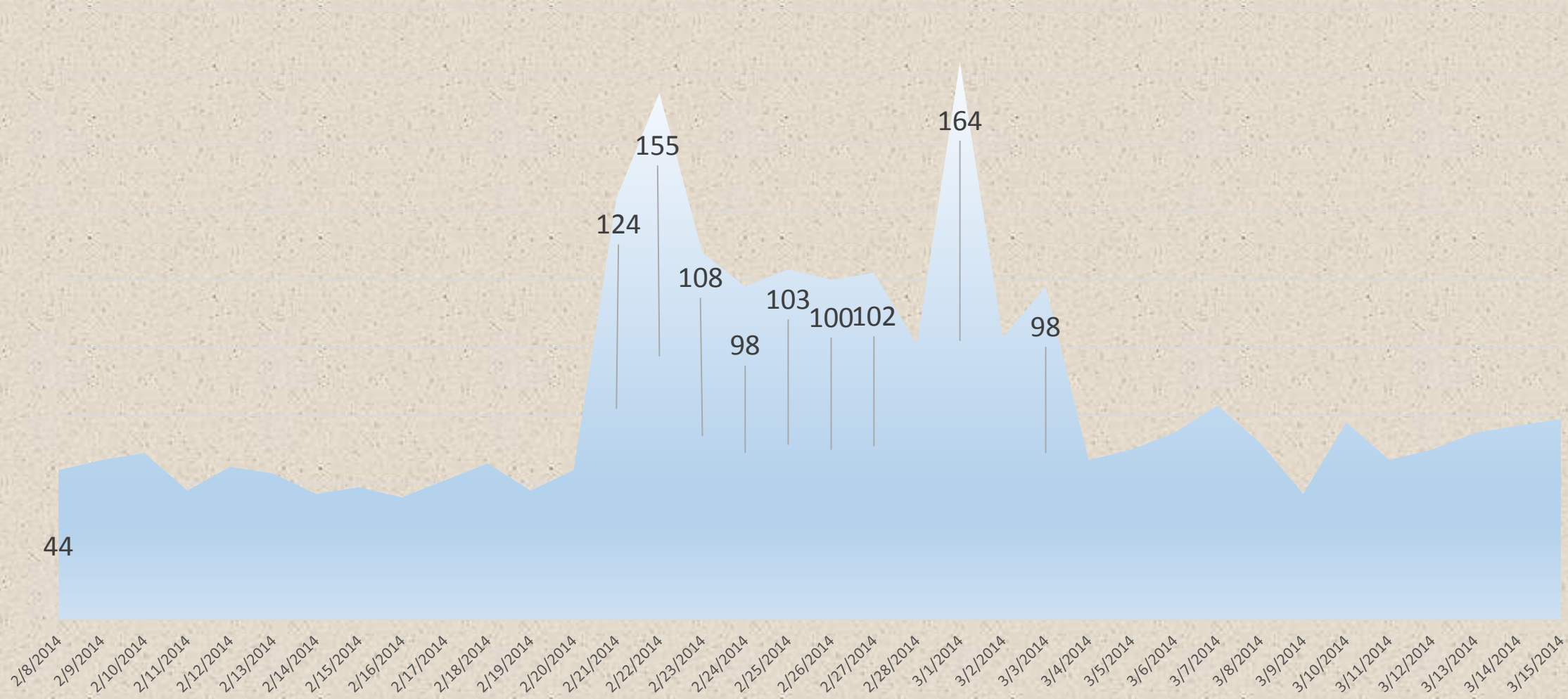
**Legend**

- Prostitution Arrests
- Louisville\_Expressways
- Louisville Metro Policing Area

**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)**



| <b>Geographic Region</b>  | <b>Time span</b> | <b># ads</b> | <b>Avg 90 days</b> |
|---------------------------|------------------|--------------|--------------------|
| <b>Greater Cincinnati</b> | <b>3 months</b>  | <b>2,965</b> | <b>33</b>          |
| <b>Chicago</b>            | <b>3 months</b>  | <b>2,466</b> | <b>28</b>          |
| <b>Louisville</b>         | <b>3 months</b>  | <b>3,976</b> | <b>44</b>          |





**Upgrades** (minimum purchase is \$0.99)

### Auto Repost Ad

Move your ad to the top of the listings every:  after   
Number of times:



### Sponsor Ad

Your ad will appear highlighted with thumbnails on the right side of the escorts category.  
Number of weeks:

or select a discounted package:

- 4 weeks for \$18.75 (25%)
- 12 weeks for \$50.25 (33%)

Post ad for escort

### Promo Code

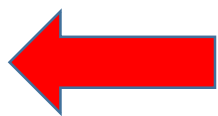
**Continue** By placing this ad I agree to the [terms of use](#) and [privacy policy](#).

**Upgrades** (minimum purchase is \$0.99)

### Auto Repost Ad

Move your ad to the top of the listings every:  after

Number of times:



### Sponsor Ad

Your ad will appear highlighted with thumbnails on the right side of the furniture for sale category.

Number of weeks:

or select a discounted package:

- 4 weeks for \$0.30 (25%)
- 12 weeks for \$0.80 (33%)
- 26 weeks for \$1.30 (50%)

### Promo Code

[Continue](#) By placing this ad I agree to the [terms of use](#).

Post ad for furniture



**Average per day = 53 ads**

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

**\$530 X 365 = \$193,450 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

- Revenue

• \$193,450 per year

• \$29,017,500 per year

Profit = \$28,824,050

Conservative ??????



IS TIGER OUT?

Woods leaves Bridgestone with back pain; outlook for Valhalla not promising Sports CI



# The Courier-Journal

MONDAY 8.4.14 COURIER-JOURNAL.COM || METRO EDITION



Championship could mean

# \$100M BOOST

for the local economy

Louisville will find itself 'on a global stage'

By Sheldon S. Shafer  
shel@courier-journal.com  
The Courier-Journal

“The PGA has done very well in Louisville. The golfers and fans support it, and the restaurants and hotels love

The PGA Tour Shop operates in Louisville, International Airport, and has contributed to the local economy.

### INTERNATIONAL EXPOSURE

According to MasterCard's MasterCard Global Center, the PGA Championship will increase the city of Louisville with:

27  
Hours of live TV to be broadcast in

206  
countries, reaching

500  
million households worldwide

### TEE UP COVERAGE

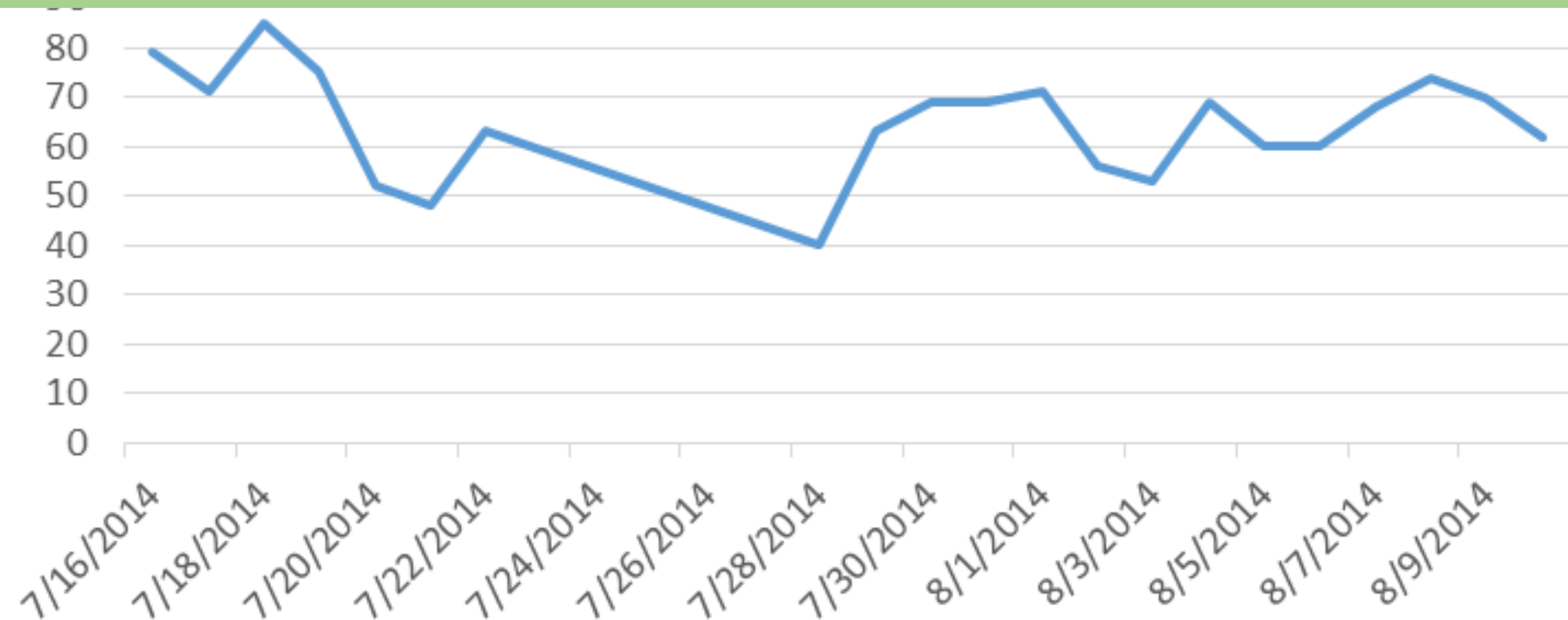


## PGA Championship

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**





| Proportion | Area Code | Cities   |
|------------|-----------|--|
| 68.9%      | 502       | Major cities (KY): <b>Louisville</b> , Frankfort, Shelbyville, Shepherdsville, Fort Knox, Bardstown                        |
| 4.4%       | 812       | Major cities (IN): Evansville, Bloomington, Terre Haute, Seymour, Columbus, <b>New Albany, Clarksville, Jeffersonville</b> |
| 2.6%       | 859       | Major cities (KY): <b>Lexington, Cincinnati, Winchester, Florence, Covington</b>   |
| 2.0%       | 305       | Major cities (FL): <b>Miami</b> , Fort Lauderdale, Lake Worth, Hialeah, Hollywood  |
| 1.3%       | 270       | Major cities (KY): Paducah, Madisonville, <b>Owensboro, Bowling Green</b>  |
| 1.1%       | 317       | Major cities (IN): <b>Indianapolis</b> , Madison, Greenwood, Mc Cordsville, Westfield                                      |
| 1.0%       | 702       | Major cities (NV): <b>Las Vegas</b> , North Las Vegas, Henderson, Moapa, Searchlight                                       |
| 1.0%       | 615       | Major cities (TN): <b>Nashville</b> , Whites Creek, Brentwood, Lafayette, Smithville                                       |
| 0.9%       | 513       | Major cities (OH): <b>Cincinnati</b> , Hamilton, Dayton, Middletown, Loveland  |
| 0.8%       | 404       | Major cities (GA): <b>Atlanta</b> , Norcross, Duluth, Decatur, Roswell   |
| 16.0%      | Other     | All others   |



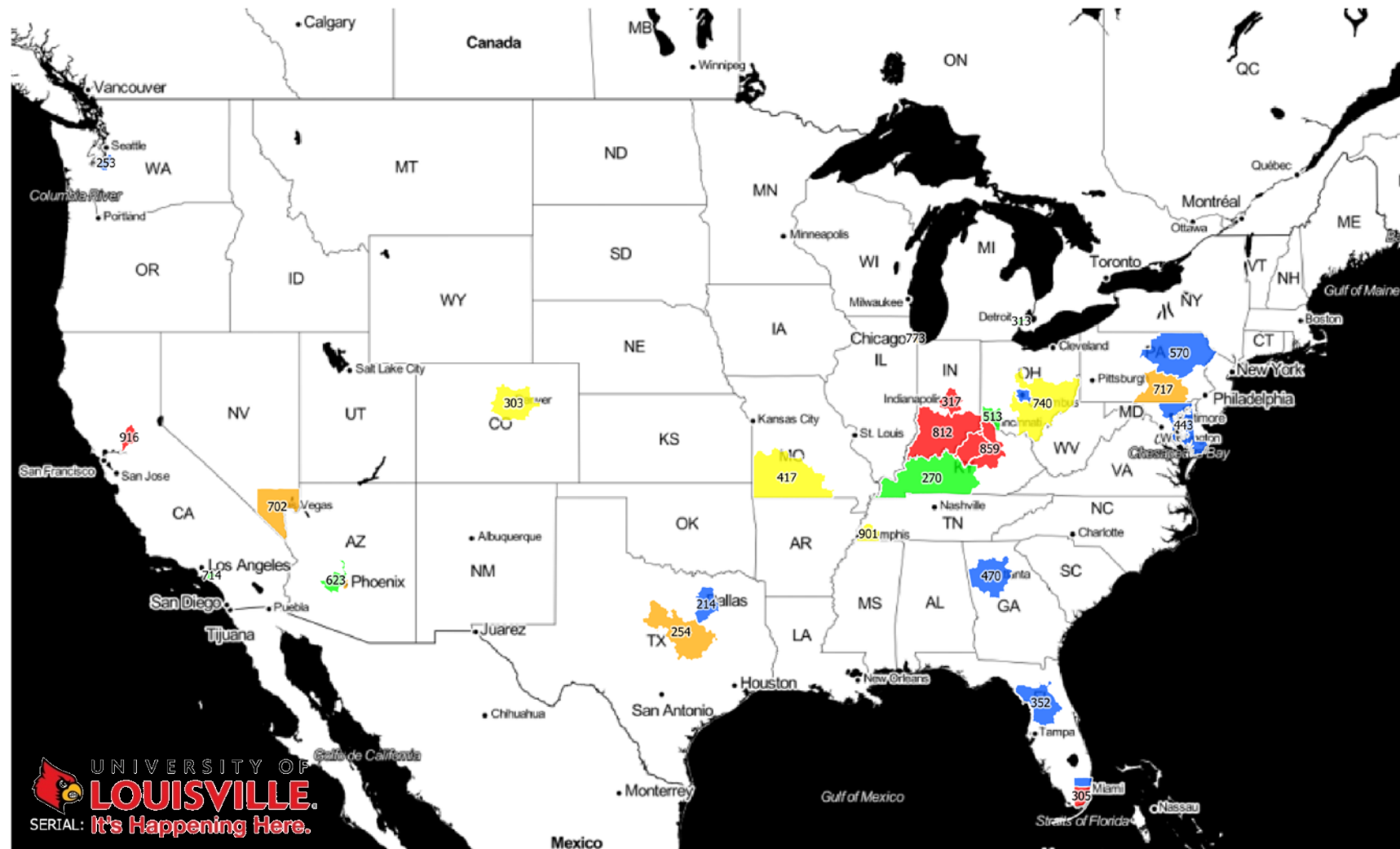








## Distribution of backpage.com Adult Services Ads by Contact Area Code (Labor Day 2013 9/3/2013 - 9/8/2013)



UNIVERSITY OF  
**LOUISVILLE.**  
SERIAL: **It's Happening Here.**

Map created by:  
Chris Aldredge, GISP  
rabbitholere searcher@gmail.com

Presented to:  
Dr. Theresa Hayden  
Dept. Justice Administration, U of L  
Louisville Human Trafficking Task Force

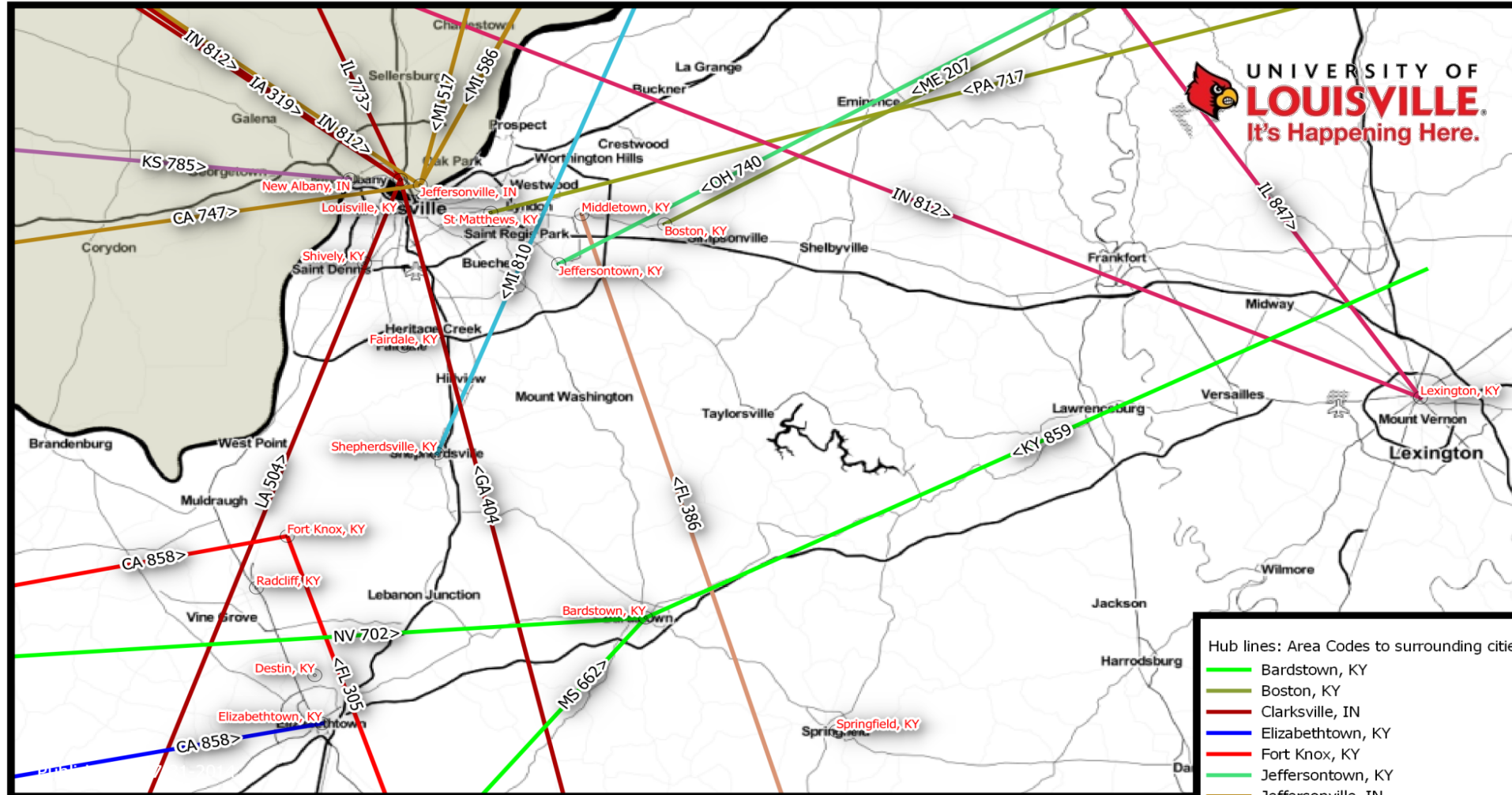


This map indicates the vast footprint of adult services marketing to the Louisville region. As recent human trafficking interdictions have shown that human traffickers and pimps use backpage.com to illicitly sell sex, this map displays the potential reach of trafficking networks and areas from which 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 the Labor Day 2014 holiday (9/3/2013 and 9/8/2013).

- 1 - 2 ads
- 2 - 4 ads
- 4 - 8 ads
- 8 - 12 ads
- 12 - 396 ads





Map created by:  
Chris Alldredge, GISP  
Independent Researcher  
rabbitholeresearcher@gmail.com

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

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 4-21-2013 and 8-10-2014.

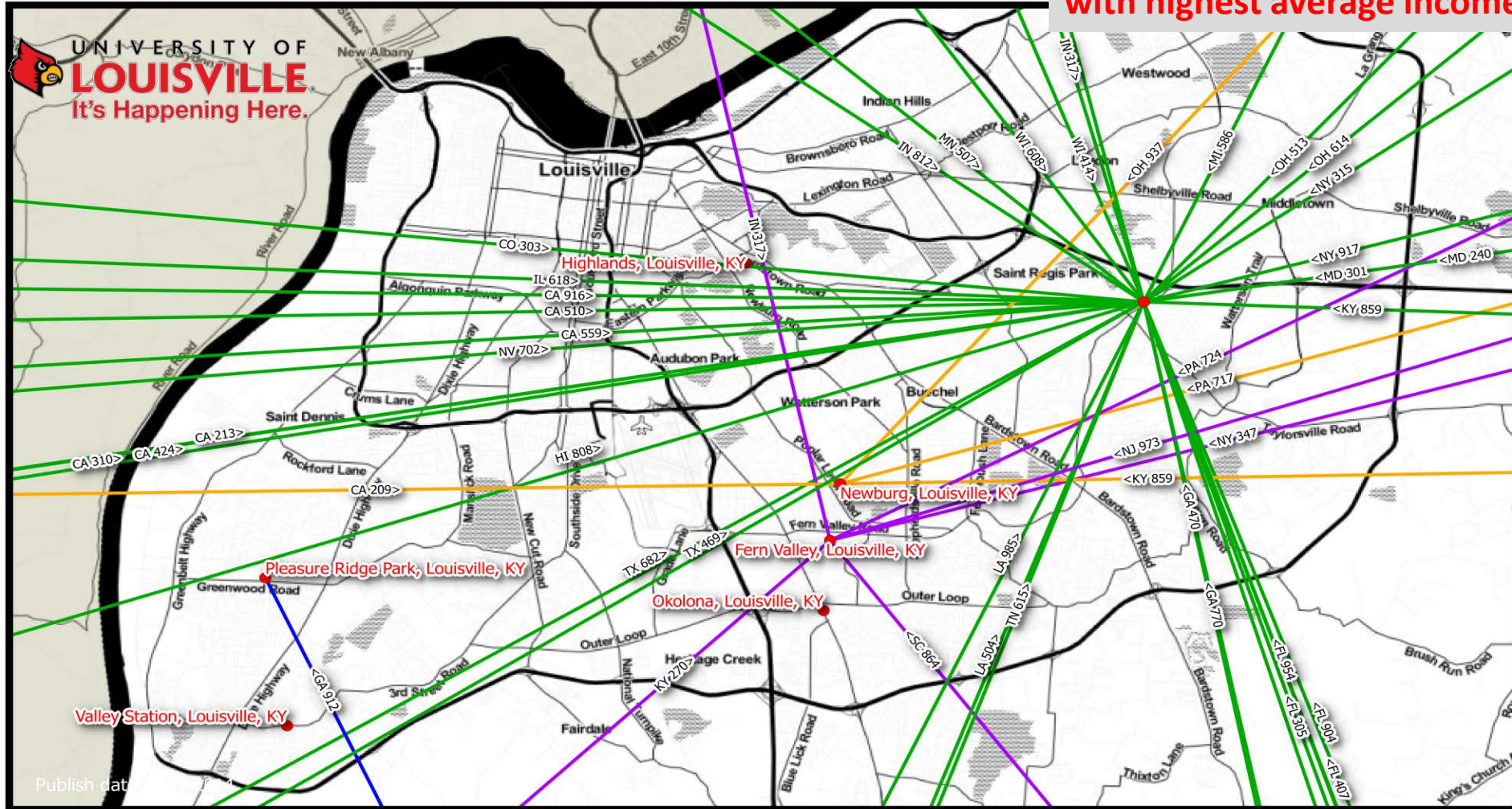
Red points indicate the center of the given city. Lines have been symbolized to more easily distinguish the ties and trajectories between areas codes and the given place or neighborhood.

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



Center of TOP 10 Zip Codes with highest average income



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Louisville Human Trafficking Task Force

This map shows the distribution of Area Codes associated 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.

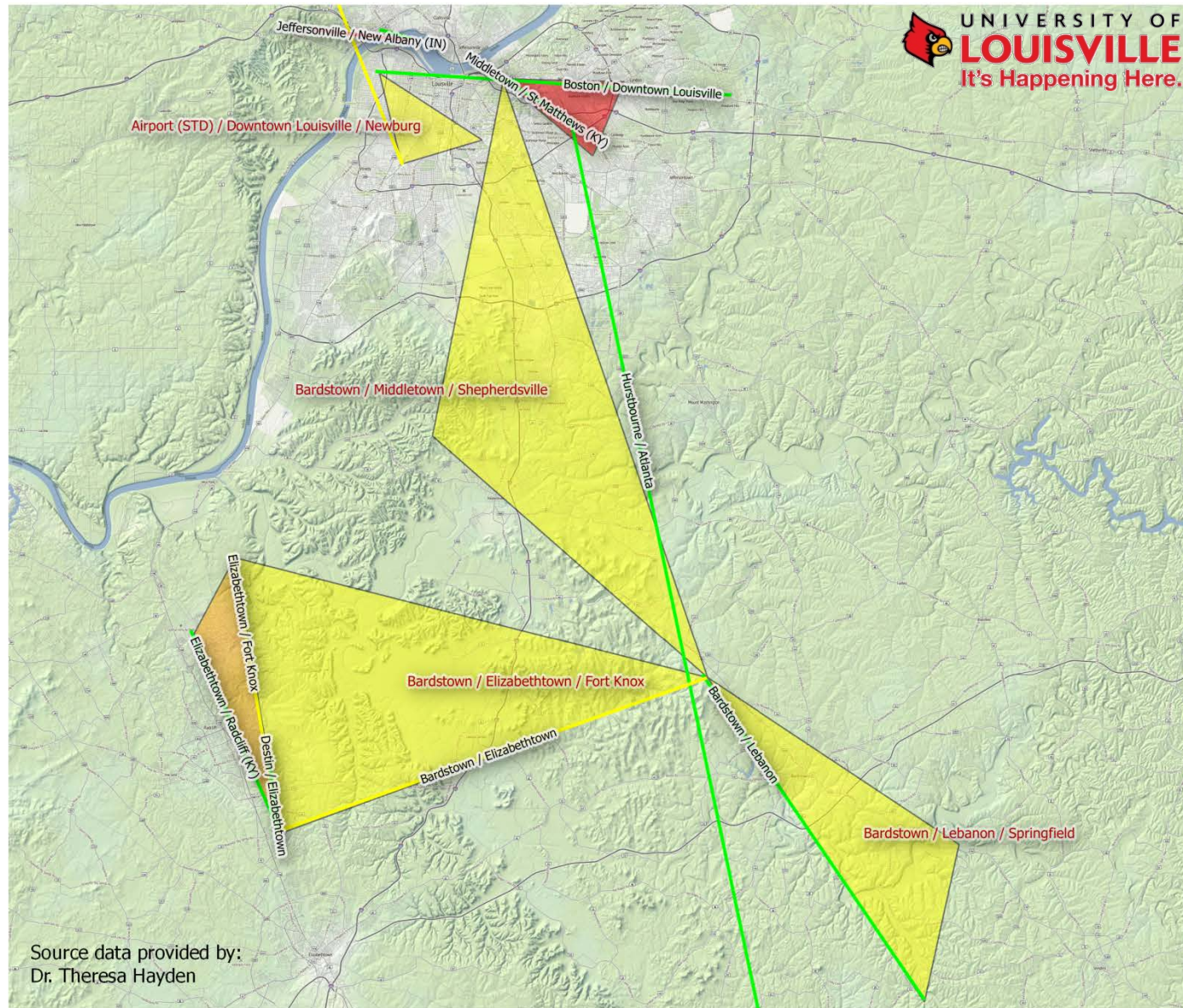
- Fern Valley, Louisville, KY
- Highlands, Louisville, KY
- Hurstbourne, Louisville, KY
- Newburg, Louisville, KY
- Okolona, Louisville, KY
- Pleasure Ridge Park, Louisville, KY
- Valley Station, Louisville, KY







# 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 (MCH) was created to tie communities which were listed together in ads. A MCH 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 diad.

Significant diadic ties exist between the following pairs:

Jeffersonville - New Albany  
Bardstown - Elizabethtown  
Elizabethtown - Fort Knox

Significant triadic ties exist between the following:

Jeffersontown - Middletown - St Matthews

## Diadic connections

- 1 - 2 ads
- 2 - 5 ads
- 5 - 19 ads

## Triadic connections

- (1) ad
- (2) ads
- (10) ads



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