

# AWARENESS OF SEX TRAFFICKING IN THE SACRAMENTO COUNTY

The Institute for Social Research at Sacramento State polled 1,187 residents in Sacramento County to better understand residents' awareness of sex trafficking.



SACRAMENTO STATE

This poll was conducted in May 2022 in coordination with a study on **Estimating the Prevalence of Sex Trafficking in Sacramento County\***. The prevalence study estimates there were 13,079 sex trafficking victims in Sacramento County between 2015 and 2020.

**Sex-trafficking involves the exploitation of people through force, fraud, coercion, threat, and/or deception for the purposes of engaging them in commercial sex work.** This poll confirms that sex trafficking in Sacramento County is largely hidden from the public's awareness. Sacramento residents showed a general awareness of the issue, however they report knowing little to nothing about sex trafficking in their county.

\*Read more about the study here: <https://www.rti.org/impact/estimating-sex-trafficking-in-sacramento-county>

Most residents report knowing **nothing at all or very little about sex trafficking** in Sacramento County or what local government and organizations are doing about it.

## How much would you say you know about...

■ A lot
 ■ Just some
 ■ Very little
 ■ Nothing at all

**1 out of 4** people report some knowledge of sex trafficking



...the issue of sex trafficking in Sacramento County?



**1 out of 5** report some knowledge of what is being done



...the work local governments and organizations are doing to address sex trafficking?



Less than a quarter of respondents estimated that there are **more than 1,000 sex trafficked victims in Sacramento County.**

How did respondents **estimate the scale of sex trafficking** in Sacramento County?

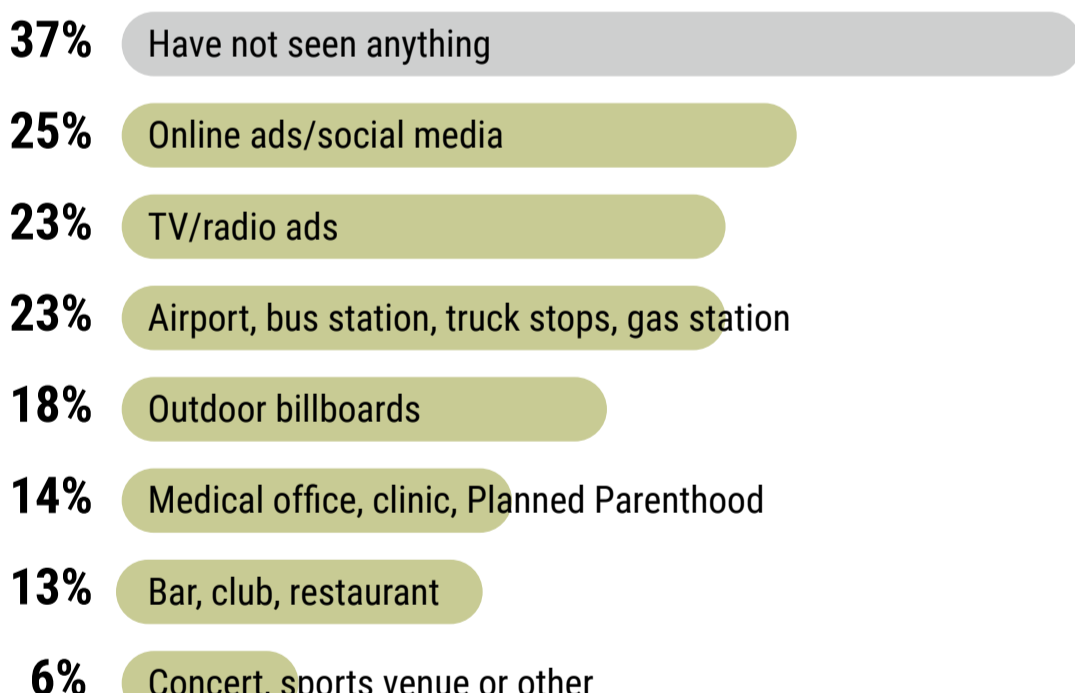
- 33%** Couldn't guess
- 19%** 100 or less victims
- 25%** 101–1,000 victims
- 23%** More than 1,000 victims

**A recent study found that there were more than 13,000 victims from 2015–2020**

Even though Sacramento residents report little knowledge of sex trafficking **within** their county, they **demonstrate a general awareness and understanding of the issue.**

Sacramento residents report seeing **public awareness announcements about sex trafficking** in the following locations.

**3 out of 5 people** report having seen a **public awareness campaign** about sex trafficking



Most of Sacramento residents were able to **correctly identify 8 out of 9 facts about sex trafficking.**



- 97%** Sex trafficking is a serious issue within the U.S.
- 97%** Men and boys are also targeted by sex traffickers.
- 92%** Many sex traffickers target victims they know.
- 90%** Traffickers may establish a romantic relationship with their victim, as a method of coercion.
- 87%** Sometimes victims may not realize they are being trafficked.
- 71%** Some commercial sex work is not considered sex trafficking.
- 68%** Victims may be physically able to leave their trafficker, but are controlled by fear or threats of violence and are afraid to escape.
- 60%** Traffickers usually groom or seduce victims into sex work, rarely kidnapping or abducting strangers.
- 29%** Traffickers disproportionately target individuals from vulnerable groups.

The Sacramento Regional Panel is an ongoing research collaboration between the Institute for Social Research and Valley Vision. Survey data informs policymakers and stakeholders on key regional issues by providing on-the-ground public engagement data. The survey panel is made up of approximately 3,000 randomly selected households from Sacramento, Yolo, El Dorado, Placer, Sutter, and Yuba counties. [www.csus.edu/isr](http://www.csus.edu/isr)