

Approaches to Estimating Prevalence

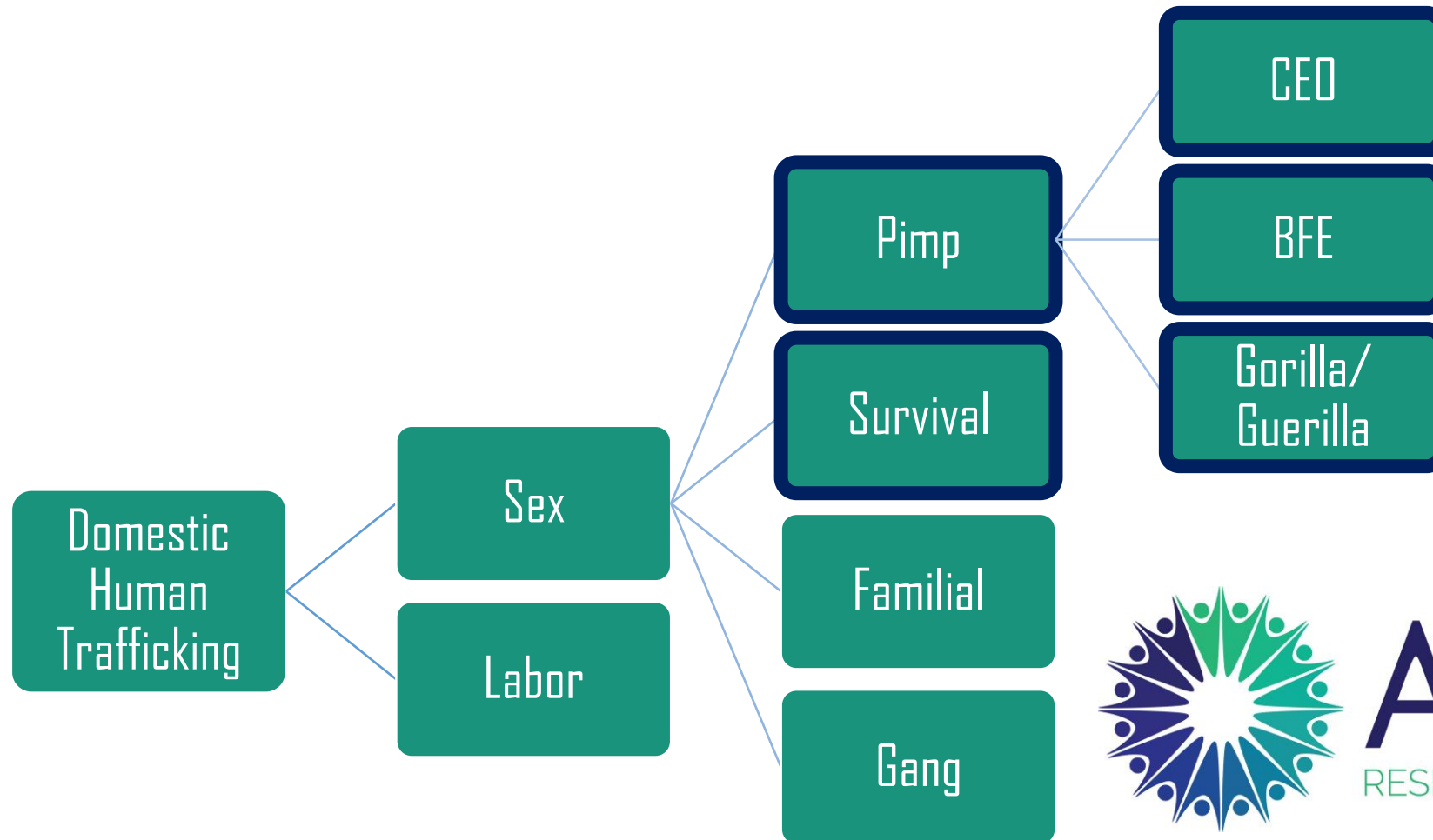
The Survivor-Researcher Expertise

Megan Lundstrom



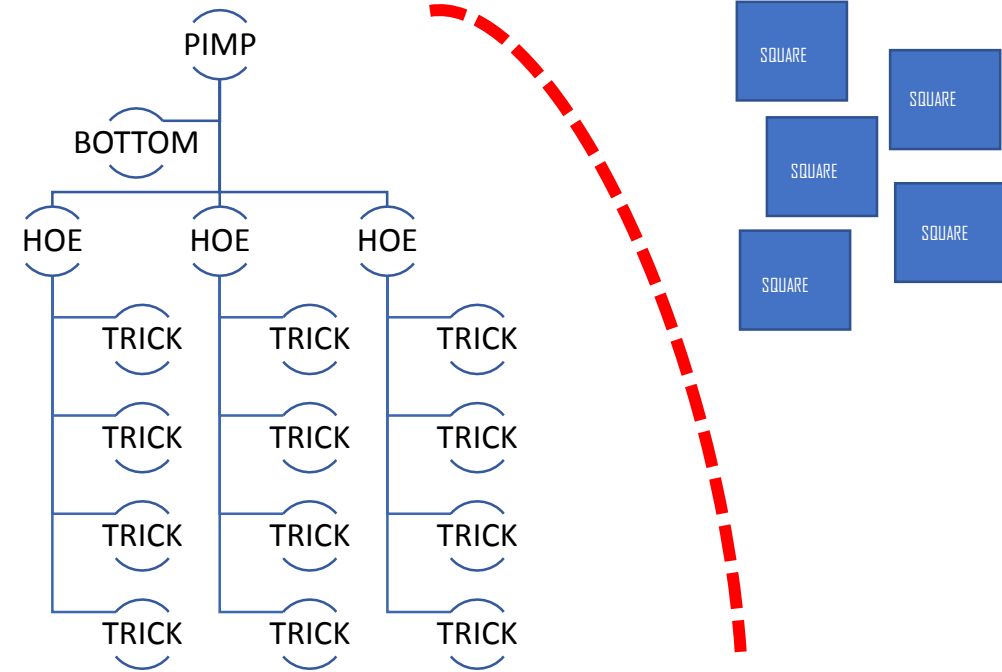
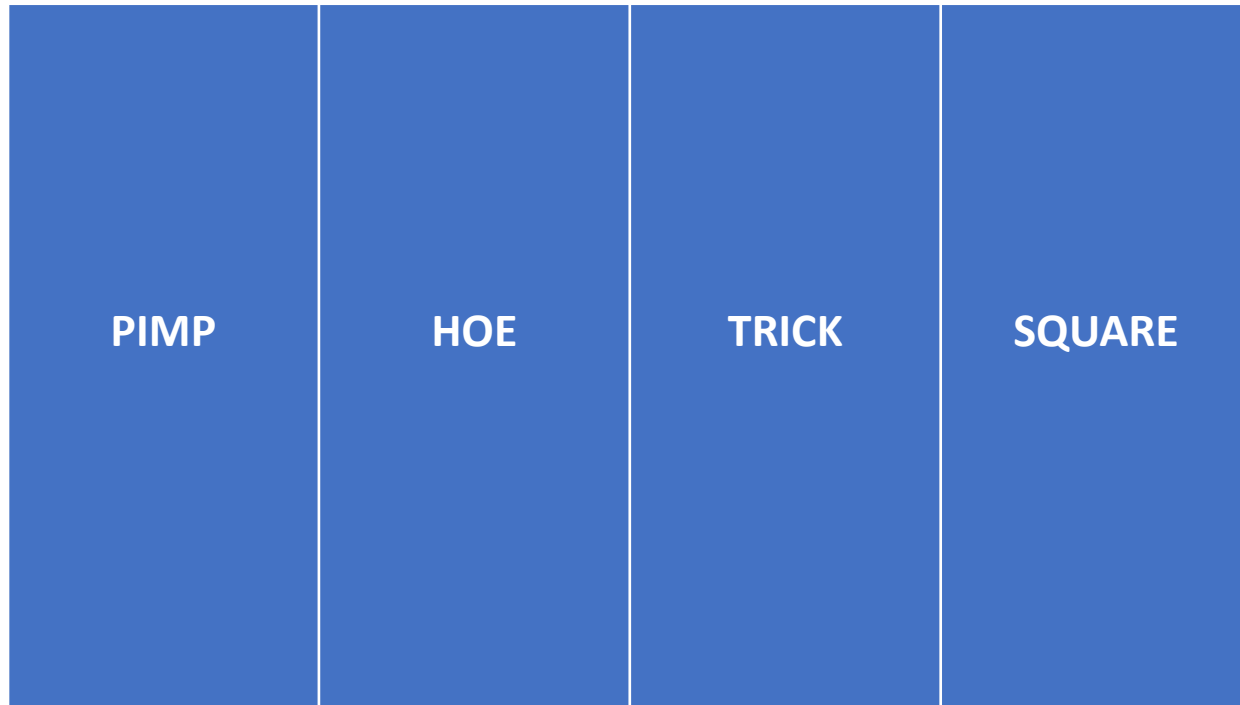
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Specific Area of Expertise

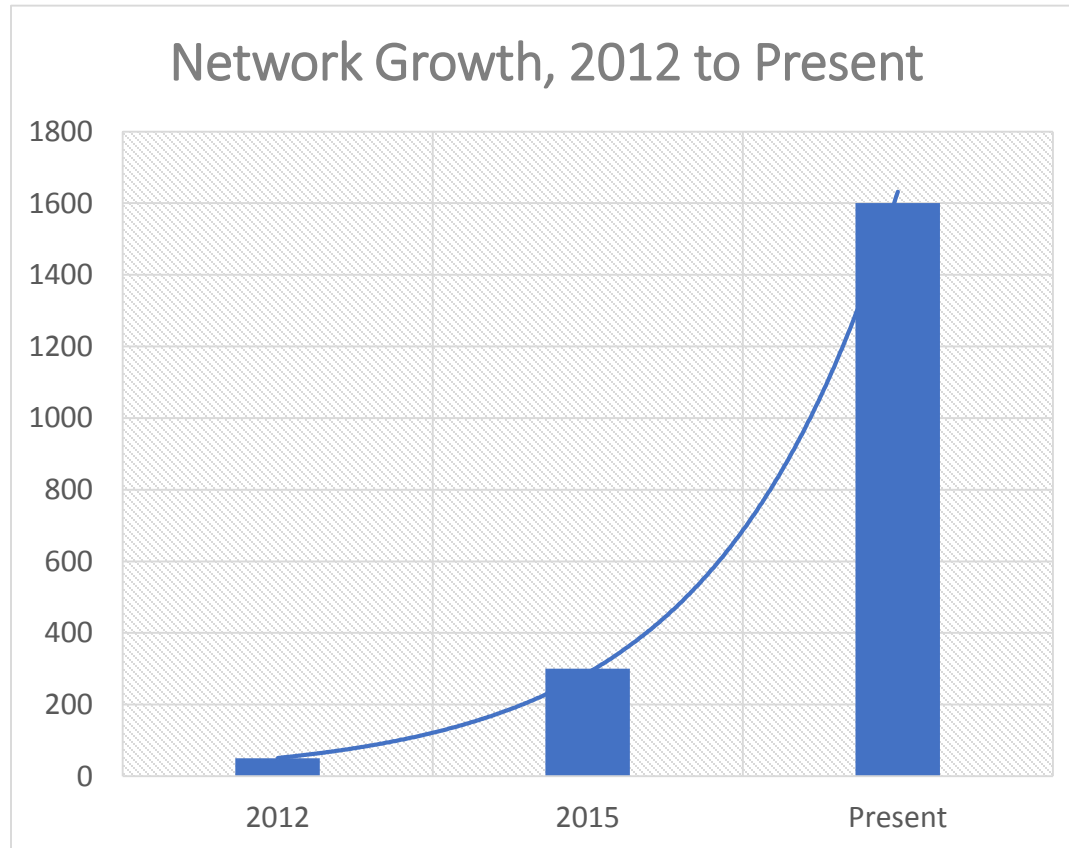
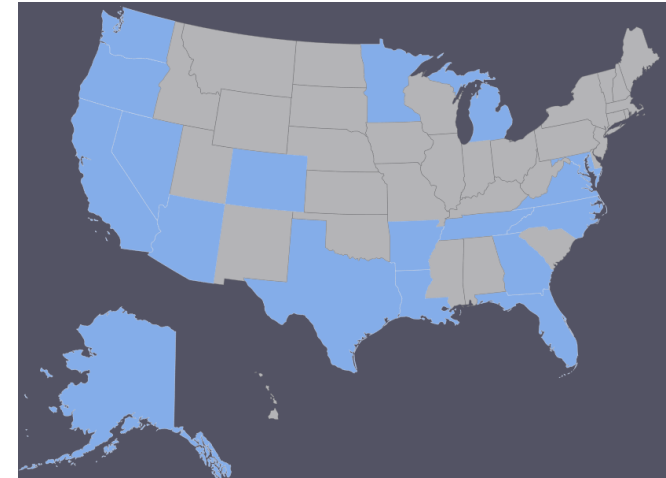


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Cultic Theory



Social Media



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Understanding Demand

COST OF RISK = CHANCE OF ARREST X CHANCE OF CONVICTION X FINE

$$\text{COR} = 0.000005 \times 1.00 \times \$10\text{m} = ??$$

$$\text{Chance of Arrest} = \frac{\text{Actual Arrests Made}}{\text{Actual Acts Committed}}$$

$$\text{Chance of Arrest} = \frac{18,250}{3.65\text{B}} = 0.000005$$

$$\text{Chance of Conviction} = \frac{\text{Actual Convictions}}{\text{Total Trials}}$$

$$\text{Chance of Conviction} = \frac{994}{994} = 1.00$$



Estimating Prevalence Through a Demand Model

Number of Employees/Visitors (Per Year)	100,000	
% Male	70%	
% Buyers	15%	10,500
Number of Days Business is in Operation (Per Year)	98	
Number of Buyers Purchasing a Victim (Per Day)		107
Number of Victims Needed to Sustain Buyers (Per Day)		11
Gross Profit Generated Per Victim (Per Day)	\$1,000	
Total Gross Profit Generated (Per Year)		\$ 1,050,000
Profit Margin	25%	
Total Overhead to Traffickers (Per Year)		\$ 262,500
Total Net Profit to Traffickers (Per Year)		\$ 787,500



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