



Shifting norms among customers who frequent adult entertainment venues in Kathmandu, Nepal: Results from a normative change campaign

May 2021

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Executive summary

Social and normative change campaigns have been growing in popularity as a form of intervention to transform the social norms that underpin certain negative behaviours. The use of this type of intervention to target perpetrators of exploitation is relatively new in the anti-human trafficking sector and has seldom been evaluated (Freedom Fund 2018). This study constitutes one of few evaluations of this kind. A baseline and endline assessment of a normative change campaign which targets the perpetrators of commercial exploitation of children (CSEC) in the adult entertainment sector (AES) in Kathmandu, Nepal.

The AES refers to a range of entertainment venues which employ many young women and minors. Within these venues sexual exploitation is known to take place, ranging from workers being made to flirt with customers to being forced into intimate activities and sexual intercourse. A number of government and civil society programs have targeted this issue, including the Freedom Fund and their locally based NGO partners who supported minors to permanently leave the AES, worked with employers to improve compliance with the law, and contributed towards policies that protects against child exploitation within the AES. Historically, there has been less of a focus on the demand-side of the problem, that is, targeting male customers who frequent AES venues and are bystanders to, or actively involved in, sexualised activities with minors. To this end, the Freedom Fund commissioned Equal Access International's Nepal office, a social change and communications agency, to design and implement a normative change campaign which speaks directly to this subset of customers.

The campaign, entitled '18 minus', targeted Nepali men below the age of 35 living in the Kathmandu area with the aim of reducing harmful norms that lead to exploitation of minors in the AES. It was a multi-faceted campaign which ran from April 2019 to November 2019, comprising nine short videos, five short audio clips, two campaign posters, one spoken word video, one radio show and a Facebook page. The videos reached 3.1 million people and the audio clips reached 1.6 million.

This study, led by the University of Hong Kong, assesses the effectiveness of the '18 minus' campaign. It comprises a baseline and endline assessment to determine norms held by the target group and their attitudes, knowledge and reported behaviour before and after the campaign intervention. In addition to measuring the effectiveness of the campaign, this study provides valuable insights into a rarely studied group, male AES customers, who make up the demand-side of CSEC.

The evaluation uses a repeated-cross sectional design, and a survey drawn from a probability-proportionate-to-size (PPS) sample. The total sample of AES customers was 1,204, consisting of the baseline (n=436) and endline (n=588). The main data collection instrument was a customised questionnaire which includes an innovative scale specifically designed to measure the components of sexual fantasies, preferences, and beliefs of adult customers about sexualised activities with minors. The endline assessment involved two treatment groups who have been exposed to the campaign, and two control groups. Multivariate regression was used in the endline assessment to disentangle campaign effects and determine effectiveness.

Main findings

The five primary social norms outcomes targeted by the '18 minus' campaign were:

| Outcome | Baseline level | Effect of the campaign |
|--|--|---|
| Preference for female companions who are 'young', 'innocent' or 'simple' | The baseline assessment found that a proportion of customers showed a preference for spending time with youthful (10%) and very young (2%) girls; for customers who had engaged in CSEC the proportion specifying youthful as a preference increased to 26%. | <p>Some positive effect detected.</p> <ul style="list-style-type: none"> Customers in the treatment groups who had been exposed to the campaign, were less likely than the control groups to say they liked to spend time with youthful, very young, innocent or 'simple' girls in AES venues. This indicates some efficacy of the campaign. Across all groups, however, this preference was measurably stronger at endline than baseline. This suggests broader changes taking place outside of the campaign that is leading to more harmful norms. |
| Fantasy beliefs about young teenage girls | One major finding was that customers who had engaged in CSEC were more likely to hold beliefs that connected this behaviour to ideas of fantasy and their own self-esteem. Of this subgroup, 26% agreed they felt closer to their ideal self when they were with a young teenage girl and 16% said they didn't feel anxious when with a young teenage girl. | <p>No clear effect detected.</p> <ul style="list-style-type: none"> Customers in the treatment group who had recently watched the campaign video, and those who had watched a 'control' video, were less likely to reveal fantasy beliefs about young girls. Similar effect size between these groups suggests that the difference may be due to a social desirability bias rather than a true effect of the campaign. |
| Awareness of exploitation inside AES venues | AES customers, on the whole, had low awareness of the real conditions of girls working in AES venues. For instance, they believed workers were able to choose clients (82%), had the agency to do what they wanted during their free time (87%) and that sex with someone under 18 was legal (50%). These factors supported the idea that engaging young girls in the AES was acceptable and that it was not harmful for the young female workers. | <p>Positive effect detected.</p> <ul style="list-style-type: none"> Overall, endline customers showed an increased awareness about exploitative conditions for girls and women working in the AES. Those who had recently seen the campaign were the most likely to perceive AES venues as exploitative. |

| Outcome | Baseline level | Effect of the campaign |
|---|--|---|
| Acceptance of other male customers who are with young girls | The baseline assessment found that customers in the baseline were likely to perceive other men who were with young girls in the AES as wealthy (77%), young (48%), cool (35%) and/or fun-loving (26%). These were considered positive connotations and could be linked to status, which has the potential to encourage or enable this behaviour. | <p>No clear effect detected.</p> <ul style="list-style-type: none"> – No discernible shift between baseline and endline in the way men who were with younger girls in the AES were viewed by other customers was found. – The differences between the treatment and control groups were small and not statistically significant. Therefore, it is not possible to conclude that the campaign affected this norm. |
| Admission of sexual history with young teenage girls | Within the baseline assessment 17% of AES customers disclosed that they or their best friend had purchased sex from a young teenage girl in the AES in the past 12 months. This relatively high disclosure rate may suggest that the behaviour is not considered taboo for a proportion of AES customers. | <p>No clear effect detected.</p> <ul style="list-style-type: none"> – Overall, endline customers were less likely to admit having purchased sex from a young teenage girl. The extent to which actual behaviour has been affected is unknown and was not a direct goal of the campaign. – However, the specific effect of the campaign was inconclusive. Endline customers in the control group who have not been exposed to the campaign were the least likely to disclose purchasing sex from a young teenage girl, followed by customers who had recently watched the campaign. |

Conclusion

Normative change is a continuous process, and lasting norm change requires repeated and sustained intervention. One of the overall findings from this assessment is that where change was observed it was short-lived, that is, there was a greater effect on those who had just been exposed to the campaign than for those who saw it at some point in the last six months. This was true across several of the outcomes assessed. This points to the importance of messages being reiterated over time, and for messages to be received in multiple forms to increase the chances of them having a sustained impact.

This study has provided a rigorous assessment of the effectiveness of a normative change campaign targeting normative beliefs as a first stage toward changing perpetrator behaviour. Given so few campaigns of this type have been formally evaluated there is no consensus about which benchmark should be used to judge effectiveness. This study nonetheless advances our knowledge of how to measure such campaigns, provides insight into a little-studied population and hopefully builds a foundation for future interventions to curb the demand for CSEC.

Acknowledgements

The authors of this study would like to sincerely thank the following individuals from Terre des hommes (Tdh) for their commitment and dedication to the field execution of this study: Mr. Suresh Kumar Khadka (Research Manager), Ms. Smritee Nepal (Research Officer), Ms. Mila Shakya (Research Assistant), Ms. Anjila Sapkota (Research Assistant), and Mr. Niresh Pradhan. The authors would also like to give special thanks to Stephen Larmar and Patrick O'Leary of Griffith University for their contributions to the conceptualisation of this project.

This research was made possible through generous donations from Comic Relief UK.



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Background and context

A known problem in Kathmandu is the commercial sexual exploitation of children (CSEC) in the city's adult entertainment sector (AES). AES refers to a range of venues where sexual exploitation is known to take place. The nature of exploitation varies, ranging from workers being made to flirt with customers to being forced to engage in intimate activities and sexual intercourse. Within the AES 17% of workers are under the age of 18 and of these 60% reported working in a sexually exploitative environment (Dank et al 2019). The same report estimates the number of minors working in the AES in Kathmandu was 1,650 (Dank et al 2019). The establishments within the sector have become destinations for girls from rural areas seeking employment, as well as source areas for trafficking abroad, including in Gulf countries (Free the Slaves, 2015; US Department of State, 2020).

Although the entertainment sector does not always involve CSEC, and not all AES workers are involved in sexual activities nor sexually exploited, there are undeniable risks that provide compelling 'pull' and 'push' factors towards a gradual or forced immersion into sexual exploitation. Subedi (2009) revealed that young girls and women are trafficked predominantly in places including dance restaurants, massage parlours and other popular tourist areas. This is confirmed from Tdh's case management work (Larmar & O'Leary, 2016) and research with male and female children working in AES venues (Jordan et al, 2017).

Prostitution is illegal in Nepal. The Government of Nepal (GoN) has ratified the United Nations Convention of Rights of the Child (UNCRC), International Labour Organization (ILO) Conventions 138 (Minimum Age) and 182 (Worst Forms of Child Labour). The government has also implemented the Trafficking in Person and Transportation (Control) Act, 2064" (2007 A.D.), a National Plan of Action to Combat Trafficking, and in 2020 Nepal ratified the Palermo Protocol.

However, even with legal restrictions and regulation protocols CSEC within the AES continues. While Nepal remains a conservative country, there is a sub-culture surrounding the AES that departs from traditional values. Research conducted by Hacker and Risal (2018), commissioned by the Freedom Fund, studied the demand-side (owners/managers and customers of AES venues) and found certain values and ideas amongst this group associated with engaging minors. Of this population there was a preference for the type of beauty that mid-to-late teenage girls seemed to embody and men gave reasons as to why the characteristic of youth was considered an attractive quality. There was also a perceived nature of consensual interactions within the venues which had an appeal for the men. Furthermore, there were examples of both owners/managers and customers reporting that they were 'helping the girls' by providing them with employment opportunities. The findings of this study formed the initial basis of the normative change campaign evaluated by this study.

Since 2014, the Freedom Fund's central Nepal program coordinated multiple projects to support minors within the sector, both to build support systems to enable them to permanently leave the AES and to create a policy environment which protects against child exploitation within the AES. However, there had been less of a focus on

the demand-side of the problem i.e. targeting the segment of male AES customers who engage in sexualised activities with young women and as such, create a demand for minors. To this end the Freedom Fund commissioned Equal Access International's Nepal office to design and implement a normative change campaign directly targeting this sub-set of customers. The campaign aimed to change social norms towards minors working in the sector and ultimately contribute to changes in their behaviour towards them.

Introduction to the study

This report presents the findings of the evaluation of the normative change campaign to address the demand-side of commercial sexual exploitation of children within the adult entertainment sector in Kathmandu, Nepal. The Freedom Fund (FF) partnered with the University of Hong Kong, Griffith University and Terre des hommes Foundation in Nepal (Tdh) to conduct the evaluation which comprises a baseline and endline assessment. The campaign, '18 minus', was designed and implemented by the Nepal office of the social change agency Equal Access International (EAI). In addition to measuring the effectiveness of the campaign this study provides valuable insights into the demand-side of CSEC in Kathmandu's AES.

The evaluation and the campaign were preceded by a literature review, conducted by the FF, to collate global evidence on social norm and behaviour change campaigns where the perpetrator of the behaviour is the campaign target. The findings of this literature review fed into the campaign development. One stark finding was that very few of the media campaigns uncovered had been evaluated. Some had internal assessments, and success was generally presented by evidence of the numbers of people reached. Independent evaluation of social norm and behaviour change within the field of human trafficking is a nascent area and little literature exists currently on this topic. Therefore, this work aims to address this gap and presents a valuable contribution to the field.

The specific objectives of the study are as follows:

- To assess the effectiveness of the CSEC normative change media campaign conducted by Equal Access; and
- To deepen understanding about customers who use Adult Entertainment Sector services including those who engage in CSEC within two high prevalence areas of Kathmandu.

The study aimed to answer five key research questions:

1. What are the pre-existing levels of knowledge, attitude and behaviour within the target audience?
2. What are the defining characteristics of the target audience that need to be incorporated into the design of the BCC?
3. How effective has the campaign been at changing knowledge, attitudes and behaviours of customers of AES venues? What aspects of the campaign were more (or less) effective?

4. What are the specific changes that have been observed in the target group? Are there sub-groups who experienced a stronger/weaker effect?
5. What are the lessons learnt for future campaigns to reduce demand and prevent CSEC?

The '18 minus' campaign

Equal Access International (EAI) have been working on media and engagement programming in Nepal since 2002. Their work has spanned a number of thematic areas including women and girls' empowerment, HIV prevention, violence against women and girls and intimate partner violence.

EAI were contracted to design, plan and implement a pilot normative change communications campaign that targeted male customers, and potential customers of AES venues. The primary aim of the campaign was to address social and cultural norms that both drive and enable the commercial sexual exploitation of young girls within these venues. The campaign, entitled '18 minus' launched in April 2019 and ran until November 2019.

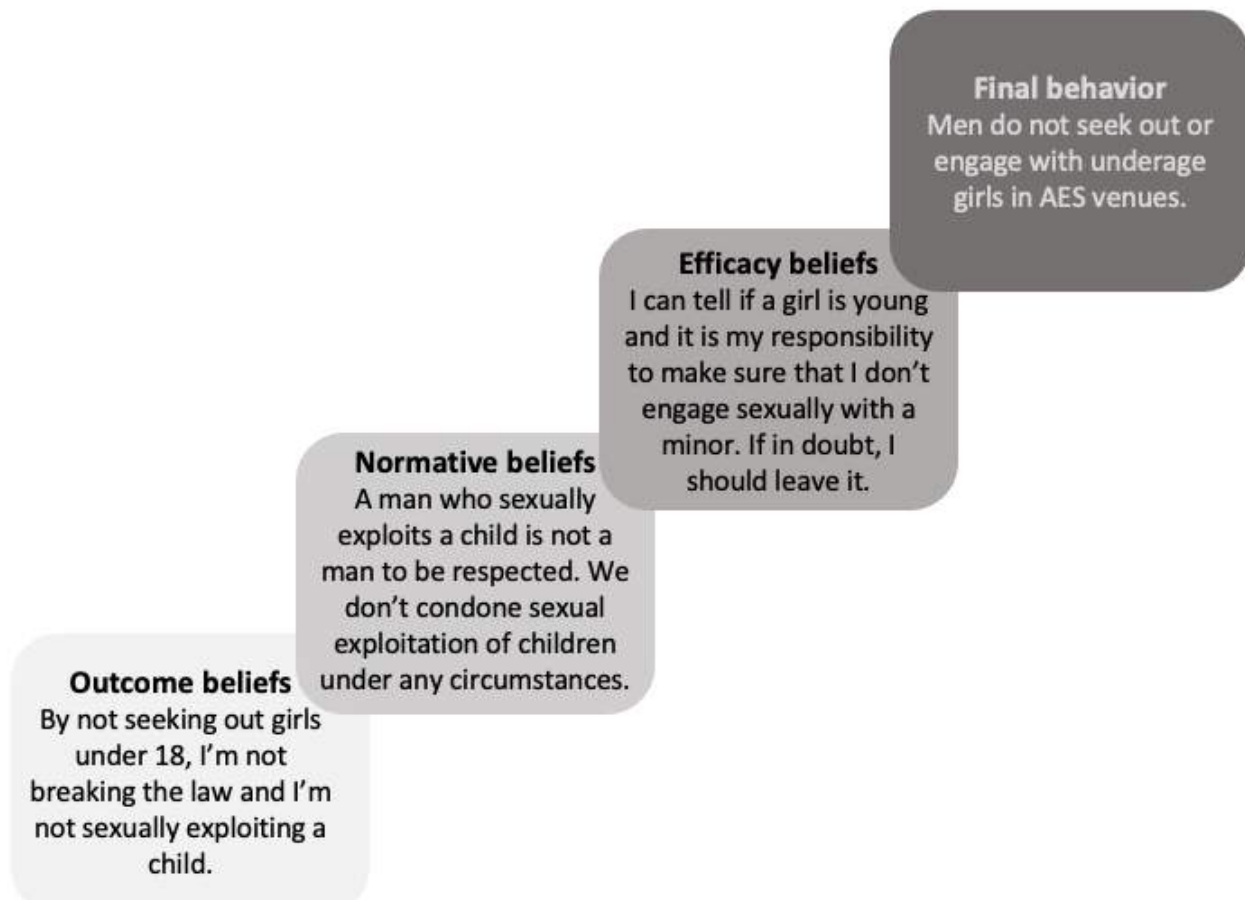
The following steps were undertaken by EAI as part of their formative research:

- Desk based research;
- Key informant interviews with Freedom Fund partners, experts and stakeholders;
- Visits to AES venues;
- Review of baseline data completed for this study.

EAI incorporated findings from the social and behaviour change literature review (Freedom Fund 2018) and the baseline of this study to inform the development of the campaign; one key finding that influenced the overall campaign development was that campaign messages with positive appeals such as empowerment were more effective than negative appeals which use messages based upon fear (Freedom Fund 2018, Archer et al 2016). In addition, theoretical models were drawn upon to develop a theory of change and anchor campaign messages to particular stages and entry points toward behaviour change.

The campaign set out to address three beliefs (outcome, normative and efficacy) through the messaging, creating a situation where the target audience begins to accept that not engaging sexually with underage girls will be positive for them, will be supported by their peers and is something they have the capabilities and drive to do.

Figure: From theory to practice



The campaign messages and materials were tested with media experts, thematic experts, activists and practitioners working to support AES workers and the target population prior to finalisation. The campaign set out to communicate to the target audience that what was frequently occurring in AES venues was sexual exploitation rather than 'just good fun', as was a common perception indicated by the baseline findings. Specifically, the campaign was designed to:

- Counter the perception that men who pursue young girls in AES venues are cool, fun-loving, and wealthy;
- Dispel the belief among men that the girls in AES venues have agency or choice about the customers they go with therefore, breaking down any notion that the engagement could be a romantic one;
- Place the onus on the customer to take responsibility for knowing the age of the girl and to do the noble thing by taking a stand against CSEC;
- Alter the narrative about who is popular and desired by young women to be someone who is respectful towards young women and who stands up to peer pressure, this idea was denoted as being a "hero";
- Raise awareness of the legal implications, specifically regarding consent laws.

The campaign comprised: nine short videos, a five-part audio series, two campaign posters, one spoken word video, one radio show and a Facebook page. The campaign was delivered in Nepali. All references in this report use the English translations, however, some of the nuanced meaning is lost when translated.

Images: Stills from the campaign videos



Campaign highlights include:

- 7.9 million individuals reached¹ via Facebook, including 3.1 million reached through the videos and 1.6 million reached through the audio clips;
- Videos were viewed over 1.8 million times and there were over 200,000 direct engagements²;
- The audio clips were listened to over 800,000 times and over 40,000 direct engagements;
- 50,000 followers and 200,000 individuals directly engaged with the posts through clicks, shares, comments on Facebook; and
- 1,000 posters distributed in areas with AES venues and areas of Kathmandu that were frequented by the target group.

Images: Example of campaign posters



¹ The number of unique users for whom the page's post entered their screen or newsfeed.

² The number of unique users who engaged with the page post by commenting on, liking, sharing or clicking on particular elements of the post.

Methodology

Stage 1: Project preparation and training

The study design comprised a repeated cross-sectional baseline and endline survey. From the outset the evaluation team recognized the possibility that endline might additionally include a treatment design with randomized exposure, as relying on natural exposure alone would run the risk of surveying men who had not been exposure to the campaign itself. Desk and literature review was conducted by the Freedom Fund in preparation of the RFP for the campaign and the evaluation, followed by extensive literature review of related studies conducted in Nepal, and on the general topic areas identified for the survey questionnaire by the consulting team.

The content for the survey questionnaire was developed collaboratively by the University of Hong Kong and Freedom Fund teams with input from in-country experts. The questionnaire drew upon pre-existing scales and question items from existing lifestyle surveys to allow for broader comparisons including sections on demographic characteristics of respondents; attitudes associated with gender norms, potential correlations between sex and power, and alcohol use. Additional items about the frequency of visits to the AES, perceptions of the AES, and purchasing of sex in the venues including from underage girls were developed. The questionnaire also included an exploratory scale developed by the research team to capture the respondent's cognitive appraisal of their engagement in sexual activity with underage girls. An in-depth review of qualitative research on child sexual abuse perpetration globally including Nepal was conducted prior to the formulation of the scale. We refer to this scale as the 'Fantasy Scale', which aims to capture the extent to which men engage in a 'love fantasy' while participating in commercial sex transactions with underage girls. Translation and back translation of the questionnaire was conducted before data collection and piloting was conducted to ensure the quality of translation and to identify areas for further refinement. In addition, in-depth discussion amongst research team members including native Nepali speakers with expertise in child protection was conducted regarding the exploratory scale items.

Training was facilitated by the HKU research team with input by Griffith University in person before the baseline and endline in November 2018 and 2019, respectively, in Kathmandu. The two-day training included: orientation on the content and subsequent administration of the survey instrument; research materials (e.g. questionnaire, protocol, and consent form); mock interviews; the sensitivity of the research topic; and research ethics considerations. During this phase ethical approval was obtained from the Nepal Health Research Council and the Human Research Ethics Committee review board at the University of Hong Kong.

Stage 2: Pilot study

A pilot study was conducted in December 2018 to test the questionnaire and to orient the implementation team to the survey protocol. Media usage questions were incorporated into the survey questionnaire to inform the

media campaign being developed by the intervention partner. The data collected during the pilot phase was not included in the main study report as it was exploratory and conducted prior to receiving ethical clearance.

Stage 3: Data collection of the baseline and endline surveys

The target population for the study comprised Nepali adult male customers of AES venues in two locations known to have a high density of this type of venue. The total sample size for the study was 1,024, made up of the baseline (n= 436) and endline (n= 588). Data collection for the baseline was conducted January – February 2019 and the endline conducted December 2019 – January 2020, some 10 months later. A probability-proportional-to-size (PPS) sampling method was employed drawing on two parallel samples (venue- and street-based) of the target population. This approach was undertaken due to the expectation that the AES venue sample might have selection bias against CSEC customers who approach girls directly on the street or those who do not spend much time within AES venues (eating and/or drinking in the AES) prior to engaging in CSEC behaviour. On the other hand, sampling from men in the street might have a higher refusal rate and a lower proportion of CSEC customers. As these two types of bias are different, each sample can be used to detect and help correct bias in the other.

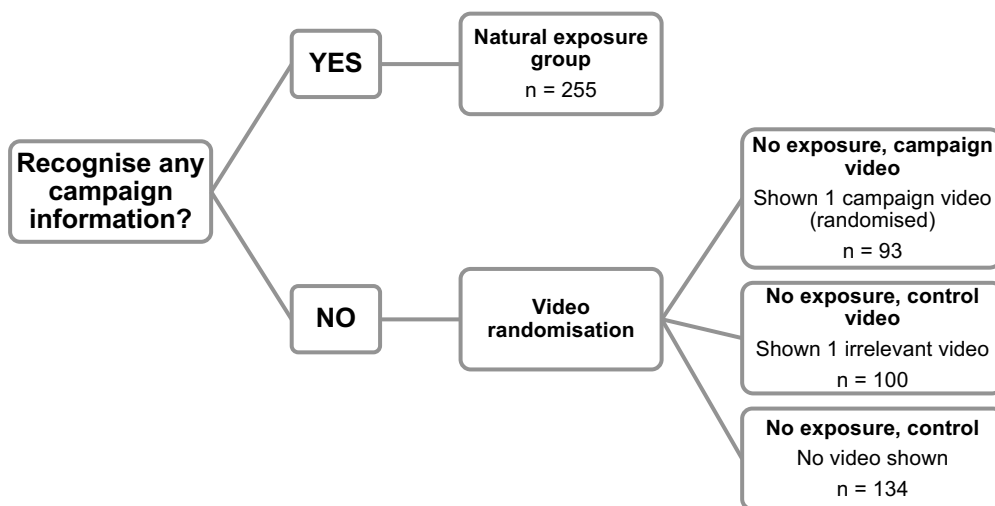
As there was no existing sampling frame for the population of interest, prior to data collection the research team conducted hourly counts of men in venues and at designated street areas, under the supervision of a statistician to provide data subsequently used to estimate a sample frame. The two population types were customers within AES venues (venue-based) and the population that enters the designated hotspot neighbourhood (street-based) over the course of a week. Prior to data collection, a statistician randomly selected venues and times, to which the study team was dispatched to conduct counts of the number of customers. This information was used to develop a one-week population model of AES customers. Appendix 3 provides full details about the sampling method, implementation, and analysis of bias. Following the baseline study analysis suggested a potential source of bias in missing preferential CSEC customers. Preferential CSEC customers refer to those individuals whose preferred sexual objects are children who have reached or passed puberty (Hotaling & Levitas-Martin, 2002). Based on this study, sampling within the AES venues alone may skip 14% of the preferential CSEC customer population as these perpetrators may not even frequent the AES. It is possible that CSEC customers in the AES are more likely to be situational customers whereas a proportion of preferential customers may not visit the venues themselves. This study sampled from both AES venues and the street within hotspot neighbourhoods to overcome this potential bias.

Both the baseline and endline followed the same sampling procedure. However, the endline introduced a 'treatment' aspect, a proportion of the sample were randomly selected and shown the campaign video to ensure exposure. At endline respondents were asked questions to determine whether they had naturally been exposed to the '18 minus' campaign. Questions were asked about 1) the logo of the campaign; 2) the slogan of the campaign; 3) screenshot capture of the campaign videos.

If the respondents could recall any of the campaign information, they were assigned to the 'natural exposure' group. The rest of the respondents were randomly assigned into one of three groups:

- No exposure, campaign video: this group would watch one of the campaign videos before continuing with the rest of the survey;
- No exposure, control video: this group would watch a random public announcement video, with no messages that could be interpreted as relating to gender equity, before continuing with the rest of the survey; and
- No exposure, control group: this group would skip the video display session, and continue the survey.

The assignment of different groups, and the sample sizes for each, is shown in the following diagram.



Findings

The following sections summarise key information from the baseline and endline assessments, based on a probabilistic sample of Nepali men in two high-density locations who have visited at least one AES venue in the past 12 months.

The overarching longer-term objective of the campaign and the Freedom Fund's central Nepal hotspot is to reduce, or eliminate, the practice of CSEC in the AES. The aim of the '18 minus' campaign is to influence the social norms and perceptions that exist amongst customers of AES venues that enable and encourage CSEC behaviour. However, it should also be remembered that normative change is a process, and true change requires sustained and targeted intervention whereas the normative change campaign assessed here was of modest intensity and duration.

The baseline provided insight into the norms that AES customers subscribe to, and highlighted the views that set apart customers who engaged in CSEC from those who did not, as well as those who were reluctant bystanders. Following the implementation of the baseline survey the normative change interventions were developed by the campaign implementing partner, as detailed on page 10.

The following section provides: an overview of key characteristics of AES customers drawing primarily on descriptive statistic comparisons between the baseline and endline samples; this is then followed by the key outcomes targeted by the campaign, the baseline findings are provided as they provide insight and understanding to the situation; multivariate regression analysis is then introduced to determine campaign effectiveness in each of the outcome areas. Analysis distinguishes between the effects of the different exposure groups whilst controlling for other factors known to influence behaviour and attitudes towards CSEC and women in AES venues.

CSEC customers: within the findings a disaggregation is provided for 'CSEC customers'. This group includes those who disclosed purchasing sex from a young teenage girl within the last 12 months on behalf of themselves or their best friend.

Background characteristics of male customers included in study

The following section outlines the full survey results from both the baseline and endline samples for demographics, alcohol use, and gender norms. In addition, behaviours observed within the AES are reported on. These are provided to understand the sample groups and to ground the comparisons. The campaign did not expect to influence these results.

Demographics

The demographic profile of the customers includes: age, place of origin, level of education, ethnicity/caste, religion, occupation, income, and entertainment expenditure. This information strongly influenced the campaign design as it depicted the 'typical' AES customer, some of these findings were contrary to locally held beliefs that AES customers are usually older and wealthier. Further details of the baseline and endline responses are available in Appendix 1, Table 1(a) to 1(h).

Age:

- Majority of AES customers were aged 30 and under;
- Endline sample customers was older than the baseline, difference was statistically significant ($p < .001$).

Level of education:

- Largest proportion of respondents had completed intermediate school, followed by secondary school, and then those who had achieved a Bachelor's degree.
- There was no statistical difference between the baseline and endline samples.

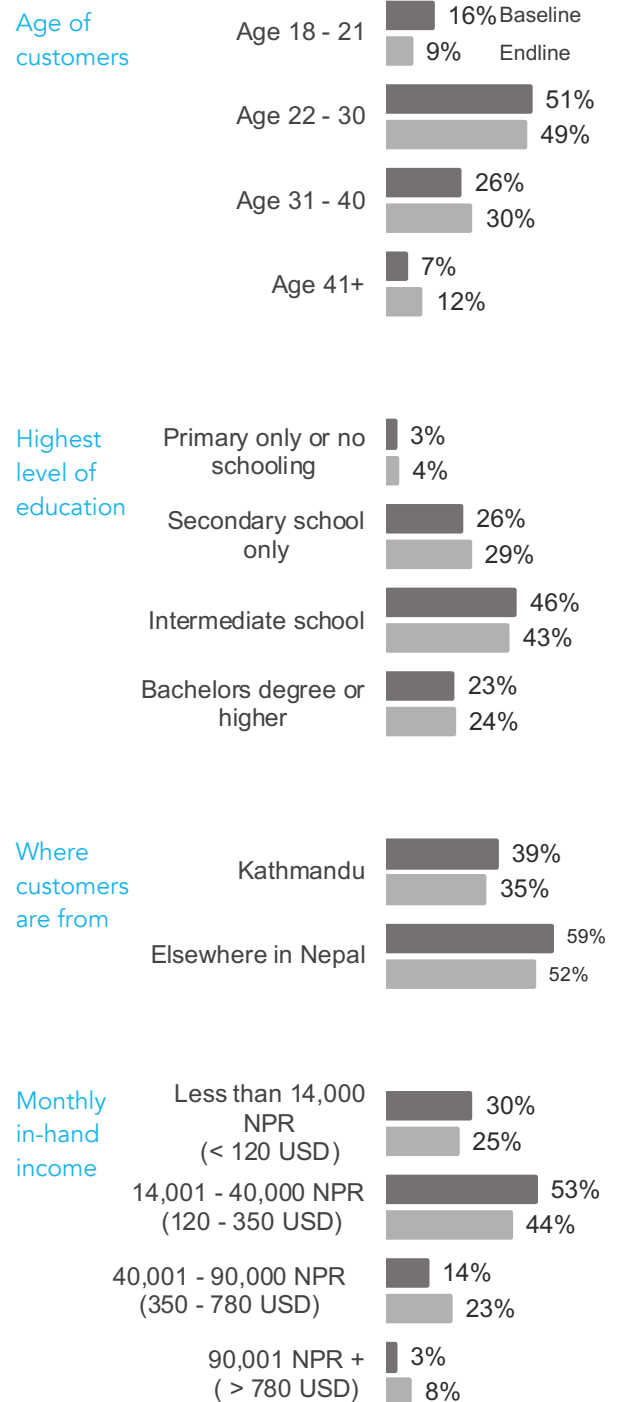
Place of origin:

- Majority were originally from elsewhere in Nepal; the remainder originated from Kathmandu.
- Trend was followed by both the baseline and endline.

Monthly income:

- The majority of customers received between 14,001NPR (120 USD) and 40,000 NPR (350 USD) in monthly take-home pay. For context, the average monthly salary in Kathmandu is 31,000NPR (300 USD) (Payscale 2020). Meaning AES customers' were in line with average earnings.
- Endline sample had higher incomes than the baseline sample, the difference was statistically significant ($p < .001$).

Demographic characteristics of customers baseline vs. endline



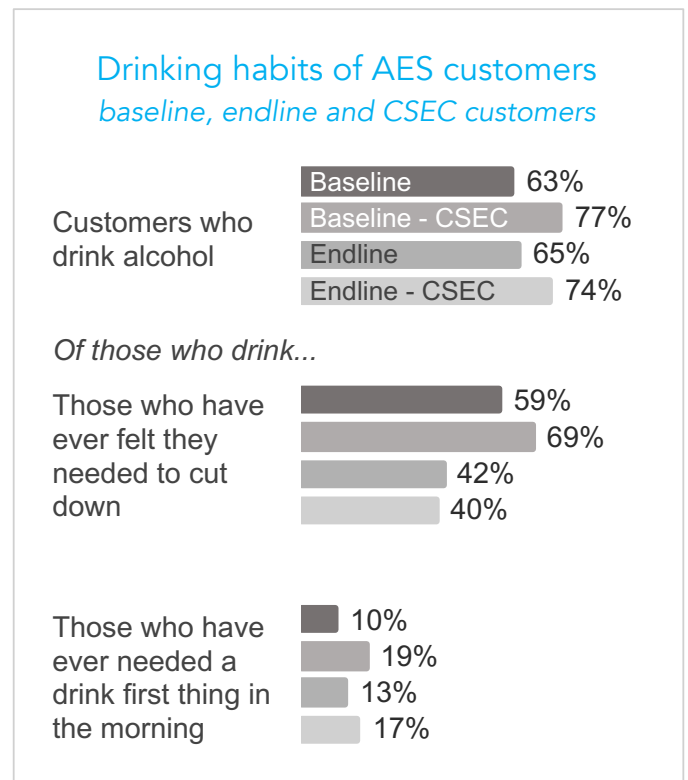
Alcohol use

The survey used the CAGE scale to measure the alcohol consumption of customers. The CAGE scale is a widely-used screening tool for problem drinking and potential alcohol problems (Dhalla & Kopec 2007). After summing the total score of CAGE, the Mann-Whitney-Wilcoxon test was used to determine whether there were significant differences in the two samples. This test indicated no significant overall difference between the baseline and endline samples regarding alcohol usage ($p=0.916$). Although there are some differences in the proportion of the samples endorsing different aspects. Further details are available in Appendix 1 (Table 1(i) and 1(j)).

Over 60% of the customers reported that they drank alcohol.

- CSEC customers were more likely to drink alcohol than non-CSEC customers.
- The endline sample had a lower proportion of customers who felt they needed to cut down their drinking.
- The CSEC group had a higher rate of respondents indicating symptoms of physical dependence to alcohol.

The baseline study also captured information regarding which AES venues were the most popular, how often they visited, who they visited with etc. These findings can be found in the Appendix 1 (Table 1(n), 1(o), and 1(p)).



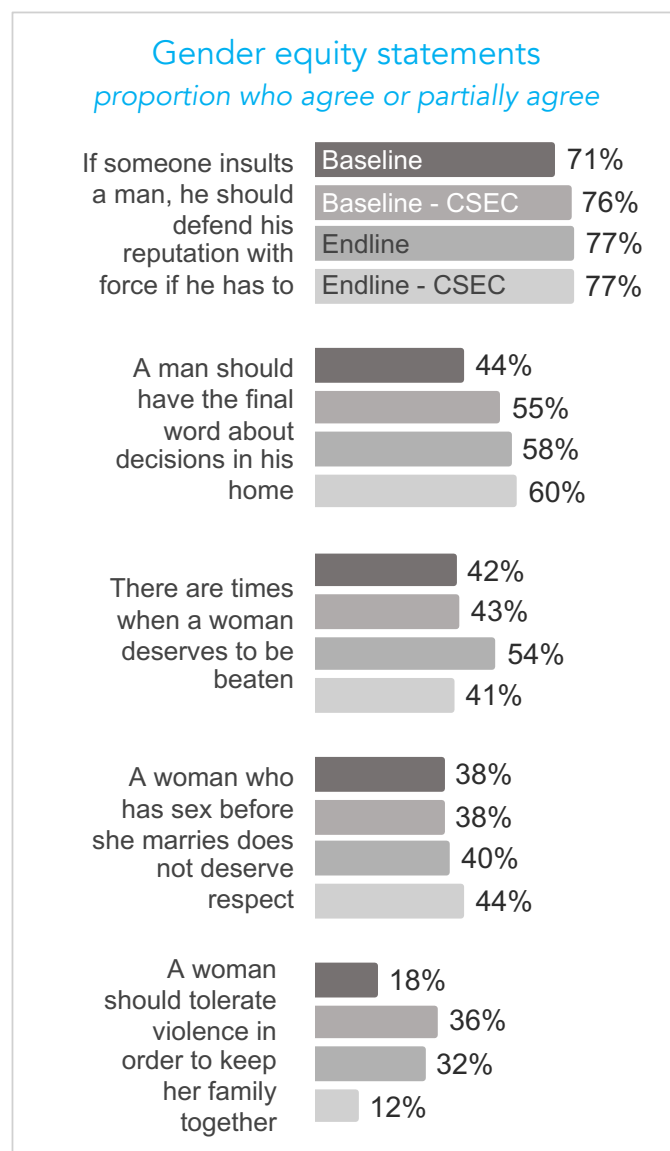
Gender norms

Attitudes associated with gender norms were measured using the Gender Equitable Men (GEM) scale, a widely-used scale for measuring gender norms. Seven relevant items were selected from the original scale. It is a three-point Likert scale: (1) agree, (2) partially agree and (3) do not agree. Further details of these are available in Appendix 1 (Table 1(q)).

- Majority of the customers agreed that a man should defend himself with violence.
- Almost half of customers believed that there are times a woman deserves to be beaten.
- Almost 40% of all customers believed that women who had sex before marriages did not deserve respect.
- Around 20% of baseline customers and 30% of endline customers agreed women should tolerate violence for her family.

Differences between the baseline and endline samples for gender norms scores were found to be statistically significant (see Appendix 1, Table 1(r)). Therefore, gender norms were included as control variables within the multivariate regression analysis.

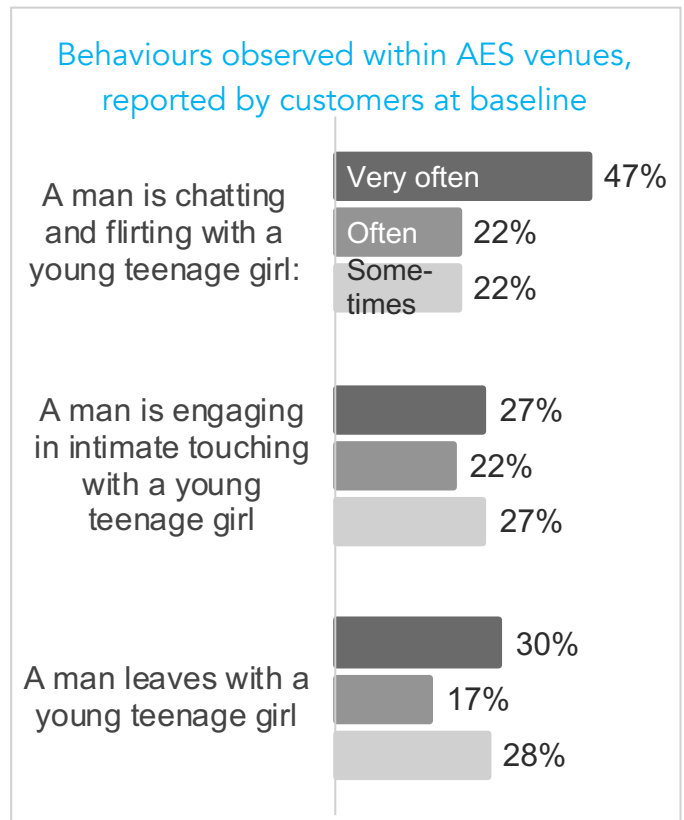
Differences were identified in the average gender norms scores between CSEC and non-CSEC customers. Yet Mann-Whitney-Wilcoxon tests revealed that these differences were not statistically significant in the endline sample when assessed alone, but significant in the baseline and combined samples ($p = 0.004$ and $p = 0.092$ respectively) (see Appendix, Table 1(r)). The multivariate regression analysis found a small but statistically significant association between GEM score and the likelihood of purchasing sex from a girl in the past 12 months ($OR = 1.03$, $p < 0.005$) and from young teenage girls ($OR = 1.02$, $p < 0.005$) (see Appendix 1, Table 1(r) and 1(s)). This suggests that CSEC customers held more patriarchal, violent and misogynistic attitudes.



Environment within the AES

Customers were asked about the frequency of witnessing certain behaviours in AES venues to better understand the environment within these venues, and the extent to which these behaviours may be normalised.

Men chatting and flirting with younger girls was reasonably common within AES venues. Thirty percent (30%) reported that they 'very often' saw men walking out/leaving with a teenage girl to engage in more intimate activities. This suggests that a sub-culture exists within the AES where older men being with younger girls is not seen as taboo. The normative campaign aimed to break down this norm and encourage more customers to question this behaviour.



Campaign reach

Overall, the '18minus' campaign was successful in reaching a large number of people:

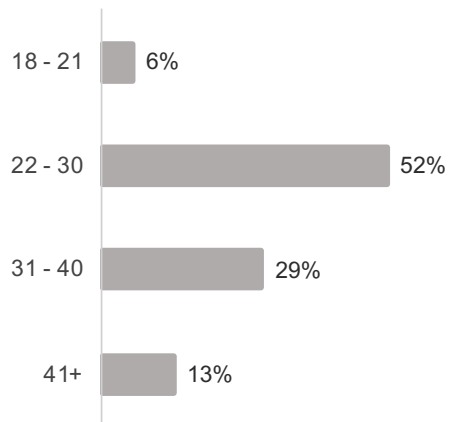
- 7.9 million individuals were reached via the campaign Facebook page.
- 3.1 million individuals were reached through the campaign videos.
- 1.6 million individuals were reached through the campaign audio segments.

Campaign videos were viewed approximately 2 million times and campaign audio material was listened to over 800,000 times.

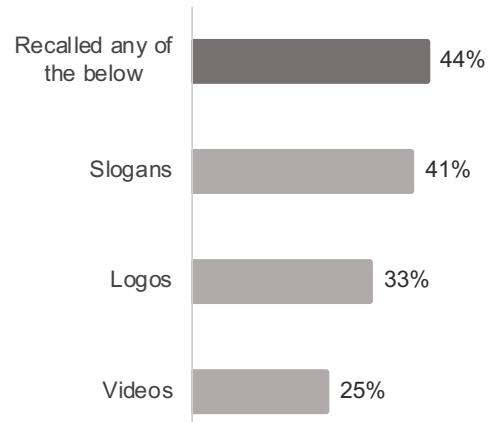
Reaching the target audience

The '18 minus' campaign targeted men who meet the demographics described above. The endline used a randomised sampling approach, as described on page 13, to sample men from areas known to have a high density of AES venues. Only men who confirmed they had visited an AES venue in the past 12 months were included in the study. Of these randomly selected men 44% (255 customers) recalled seeing the campaign materials. The graph to the below shows which aspects of the campaign were recalled. The distribution of ages of those who recalled seeing the campaign aligns to the distribution of ages of customers overall, with the majority being under 30 years old.

Age of customers who recalled the campaign



Aspects of the campaign recalled by customers



Outcomes targeted by the campaign

The baseline survey conducted during January to February 2019 suggested that CSEC customers (customers who admitted to purchasing sex from a young teenage girl in an AES venue during in the past 12 months on behalf of themselves or their best friend) were more likely to hold views reflecting patriarchal, violent and misogynistic attitudes compared to other customers of AES venues. CSEC customers were also more likely to hold views that reflected interactions with younger girls as linked to ideas about fantasy, love, and to bolstering their own self-esteem. These initial findings fed into the campaign design and informed the outcomes targeted by the campaign, in addition to providing the baseline from which to determine the impact of the normative change campaign.

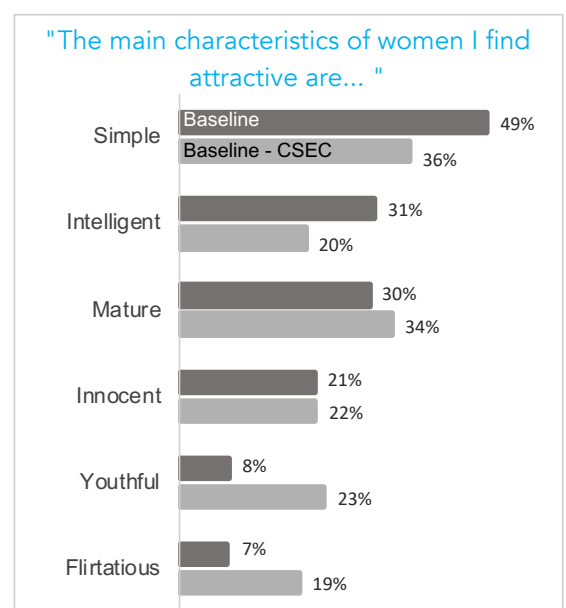
The endline survey was conducted during December 2019 to January 2020. Although the study incorporated a randomised treatment design, and the same study sites were used for the baseline and endline, there were some significant differences in the background characteristics of the two cross-sectional samples for instance, in gender norms, age, and income (see Appendix 1). This study controls for these differences within the analysis, and avoids drawing conclusions about the campaign effectiveness from simple baseline vs endline comparisons. To understand effectiveness of the campaign multivariate logistic regression analysis is employed, the analysis controls for differences in the samples and other factors known to influence behaviour and attitudes towards CSEC and women in the AES. These factors are: age, income, education, gender norms, alcohol use, and for some models as noted, hotspot and location (all of which have statistically significant relationships with the outcomes of interest).

Preference for female companions who are 'young' or 'innocent'

As customers' views of what constitutes attractive qualities may drive demand for certain workers in the AES it was important to understand these underlying preferences. This information fed into the campaign development, the campaign then indirectly targeted these ideas in order to affect demand. Insights generated into what is considered attractive by AES customers within the baseline are provided here. Further information is provided in Appendix 1, Table 2(c), (d), and 2(e).

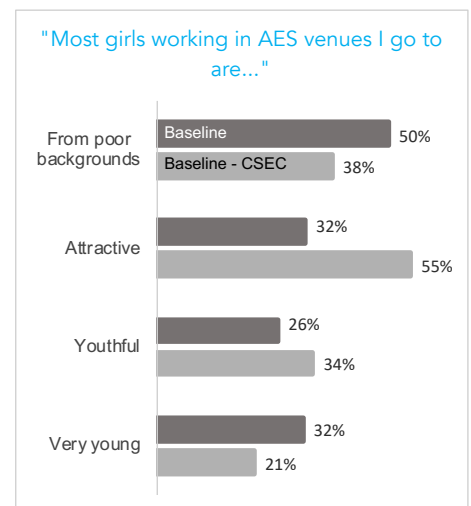
The baseline survey found that male customers considered simplicity, intelligence and maturity to be the most attractive characteristics of women:

- Customers who revealed CSEC behaviour were more likely than customers overall to find youthfulness and flirtatiousness to be attractive qualities.



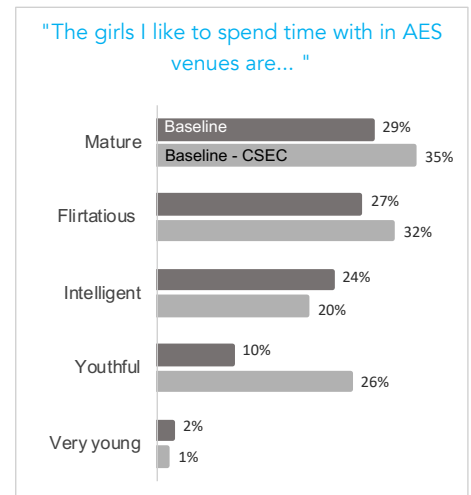
How workers were perceived formed another important input to the campaign:

- Girls working in AES venues were perceived as being from poor backgrounds, showing that social status was something customers were cognisant of (50%, 38%).
- That female workers were mostly youthful was noted by a large proportion of customers (26%, 34%).
- Girls working in the venues were frequently considered attractive (32%, 55%).



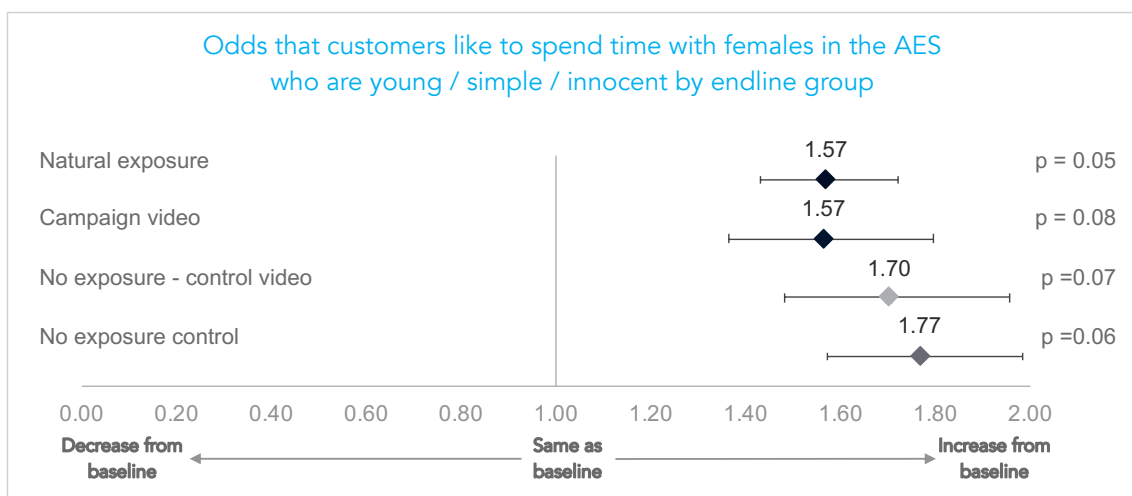
Customers were asked about the type of girls they liked to spend time with in AES venues:

- Customers liked to spend time with girls who were mature (29%), flirtatious (27%), intelligent (24%) and youthful (10%).
- A small proportion of customers reported they liked to spend time with girls who were "very young" (2%).
- Preferences of those customers who had admitted to CSEC behaviour are noteworthy, and were a target for the campaign. This group were more likely than the customer group overall to want to spend time with girls who they saw as flirtatious (32%) and youthful (26%).



Effect of the campaign

Overall, endline customers were more likely than baseline customers to say they liked to spend time with youthful, very young, innocent and/or 'simple' girls in the AES. However, those who had been exposed to the campaign were less likely than the control groups to respond in this way.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

The campaign aimed to reduce the extent to which male customers would specifically choose to spend time with minors. To understand if the campaign did influence this, multivariate regression analysis was used to explore the likelihood of customers in the endline groups specifying they liked to spend time with girls in the AES who were youthful, very young, innocent and/or simple. Considering that multiple other factors affect this response, and the endline sample was not equivalent to the baseline sample, the analysis controlled for age, gender norms, income and education. Above are the results for the four endline groups. Full regression results are available in the Appendix 1, Tables 2(a) and 2(b).

On average, all of the endline groups, including those exposed to the campaign video, were more likely to say they liked to spend time with youthful, very young, innocent and/or simple girls in the AES than the baseline sample. The odds were highest for the 'no exposure control group', which had odds of 1.77 for these responses. Both the natural exposure group and the group who had recently seen the campaign video had similar odds (OR=1.57, $p < .001$), while the odds for the no exposure control group (OR=1.77, $p < .001$) and no exposure control video (OR = 1.7, $p < .001$) were larger. Exposure to the video campaign is associated with less positive associations about spending time with youthful, very young, innocent and/or simple girls, or a reduced willingness to admit this. Overall, the endline sample were more likely than the baseline to respond in this way, yet those who had been exposed to the campaign did so to a lesser extent. This points to some improvements as a result of seeing the campaign, yet not strong enough to change the baseline level of response.

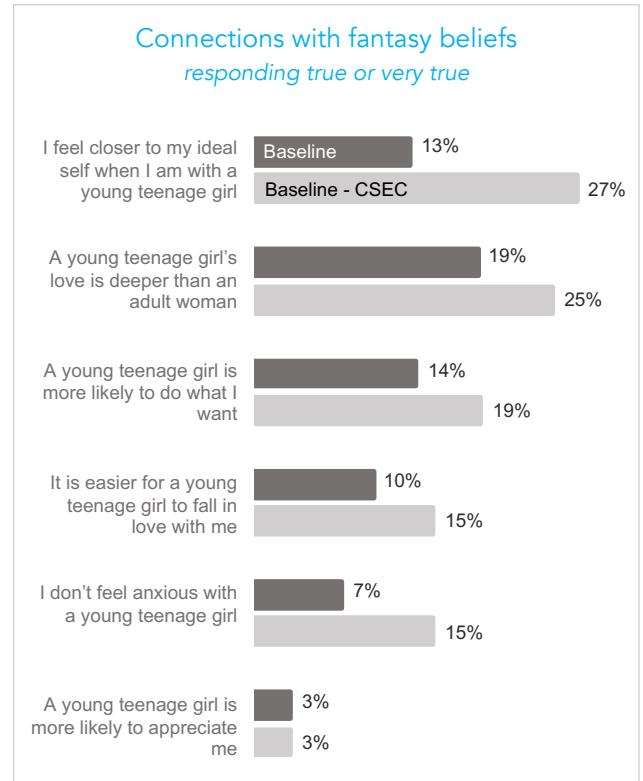
Patriarchal gender norms were positively associated with an increased likelihood of admitting to enjoying spending time with youthful, very young, innocent and/or simple girls in the AES, although the effect was marginal (OR=1.01, $p=.01$). Therefore, there is only weak evidence to demonstrate that men with stronger patriarchal views of gender norms are likely to prefer to spend time with girls in AES venues whom they perceive as very young, innocent, youthful and/or simple.

Fantasy beliefs about young teenage girls

An exploratory fantasy scale was developed to investigate constructs of fantasy for AES customers. Following a series of research engagements on CSEC in Nepal (Jordan et al., 2017; Jordan, 2015) and a literature review, a unique scale was developed to understand the components of sexual fantasies, preferences, and beliefs of adult customers about child commercial sexual activities. The scale was designed to capture more intrinsic factors which may unconsciously predispose a man to seek younger romantic partners, by examining key contextual fantasy elements such as power, sense of superiority, and self-confidence. The scale could provide contextual evidence useful in understanding the demand side of adult consumers of child commercial sexual services in Kathmandu thus aiding in development of further normative change intervention modules. The exploratory scale can be further examined within Nepal and other locales to better understand the validity and reliability for broader application. For the full scale and full results see Appendix 1, Table 2(h) and 2(i).

A proportion of customers revealed a connection between spending time with young girls and beliefs about fantasy and their own feelings of value and self-esteem. Statements to identify connections with fantasy beliefs and self-esteem:

- *“It is easier for a young teenage girl to fall in love with me”* – 10% of baseline customers overall agreed, 15% of CSEC customers agreed.
- *“A young teenage girl is more likely to appreciate me”* – 14% of baseline customers overall agreed, 19% of CSEC customers agreed.
- *“I don’t feel as anxious with a young teenage girl”* – 7% of baseline customers overall agreed, while 15% of CSEC customers agreed.
- *“I feel closer to my ideal self when I am with a young teenage girl”* – 13% of baseline customers overall agreed, while 27% of CSEC customers agreed.



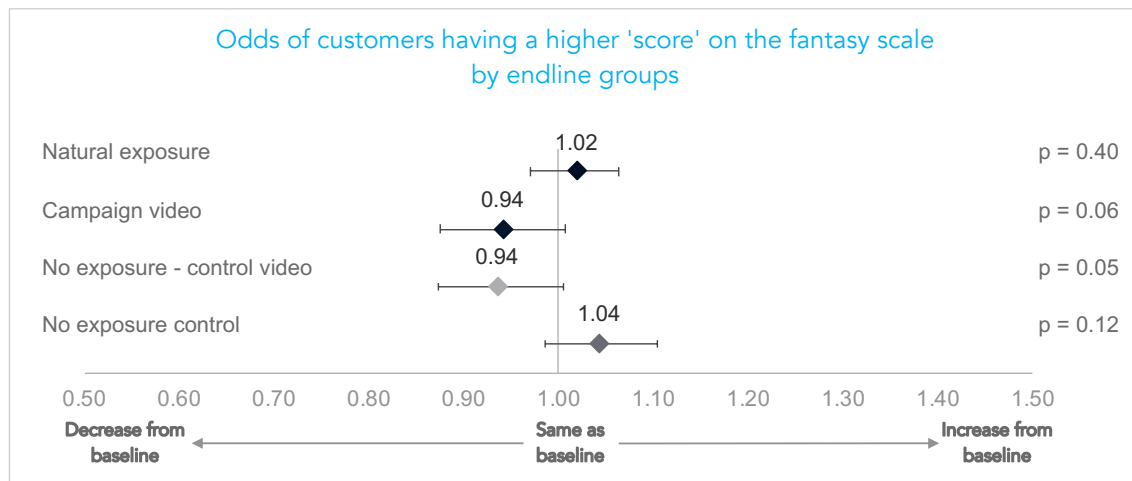
Overall, a significant proportion of customers reported that when they are with a younger woman they are less likely to feel anxious, and they are more likely to believe a younger woman would love and appreciate them more. CSEC customers were more likely than customers in general to feel this way. This was a constant consideration during the design phase of the campaign. Yet these beliefs are deep-rooted and are related to the intrinsic psychology of the individual which is not something that could be affected by a short media campaign aimed at normative attitudes. However, understanding these factors is crucial to longer term interventions and this may point towards a need for interventions to address social anxiety and low self-esteem among Nepali men of this demographic.

The campaign aimed to shift the norms surrounding such behaviour by affecting social acceptability and therefore willingness to reveal certain feelings. The campaign aimed to do this by presenting the practice of engaging sexually with a young girl as something that was harmful for the girl and not empowering for the man; and how this behaviour was something that a reputable mature male would not do.

Details of responses to the items are presented in Appendix 1, Table 2(n).

Effect of the campaign

Endline respondents who had recently seen the campaign, and those who had seen a general public announcement video as a control, were less likely to reveal that spending time with young girls was connected to feelings of fantasy and sexual desire. This indicates the campaign may affect respondents in the desired direction. However, the similar effect for those who had watched a public announcement video may indicate that social desirability effects are just as strong as the effects of watching the campaign video.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

As per the other outcomes, multivariate regression analysis was used to disentangle the effects of the different exposure types, whilst controlling for other variables with the potential to influence the outcome. The effects of the endline group are below, full results are in the Appendix 1, Table 2(o).

Participants exposed to the video campaign as part of the endline assessment had, on average, reduced odds of scoring highly on the fantasy scale (OR=0.94, $p=0.06$). Participants who were shown a control video as part of the endline assessment had odds of scoring highly on the fantasy scale that were reduced by the same amount (OR = 0.94, $p = 0.04$). Both of these findings were statistically significant.

The natural exposure group, who had observed the campaign outside of the endline assessment, had greater odds of high scores on the fantasy scale. This group is believed to be characterised as different than the other groups upon the assumption that they have spent more time in AES venues and fit the profile that was targeted by the campaign. Thus, they had come across the campaign 'naturally'. However, the finding for this group is statistically null ($p = 0.40$), therefore it is not possible to draw a conclusion.

Intriguingly, the same level of reduction was observed within the control group who saw the random public service video, it could be that viewing a random public announcement video induces a similar effect on the respondents' fantasy responses as watching the campaign video. This is explained by the social desirability of

seeing a video with public good messages, and an inclination to respond in a socially desirable way. However, it could be that watching the other video distracted the participant and therefore they did not identify with feelings of anxiety. It is not possible to know for certain how this should be interpreted.

Feelings of sexual fantasy are deep-rooted desires which are unlikely to be amenable to change as a result of the small-dosage and short-term exposure of a normative change media campaign. However, the reduction recorded for the campaign group provides enough grounds to surmise that the intervention was potentially contributing to changes in the right direction. A longer-term higher intensity dosage normative change programme may yield a positive impact of altering negative sexual desires and fantasies for sexual exploitation of young girls.

Patriarchal gender norms were significantly and positively associated with feelings of fantasy around sexual behaviour (OR= 1.02, $p < 0.001$). Thus, men holding stronger patriarchal views are more likely to have heightened incidence of fantasy about young girls and beliefs regarding enhancement of power linked to these fantasies. Similarly, alcohol consumption was positively associated with a higher score on the fantasy scale (OR= 1.01; $p < 0.05$).

Age had a curvilinear association with fantasy scores, from an initial decreasing effect up to age 45 years which marked the turning point, after which fantasy scores increased. This suggests that young men and a subsample of older men (those above 45 years) are more likely to score higher on the fantasy scale. This evidence highlights how age specific interventions may be useful for targeting behaviour change. Income showed a negative, albeit modest, association with fantasy (OR= 0.99. $p < .05$).

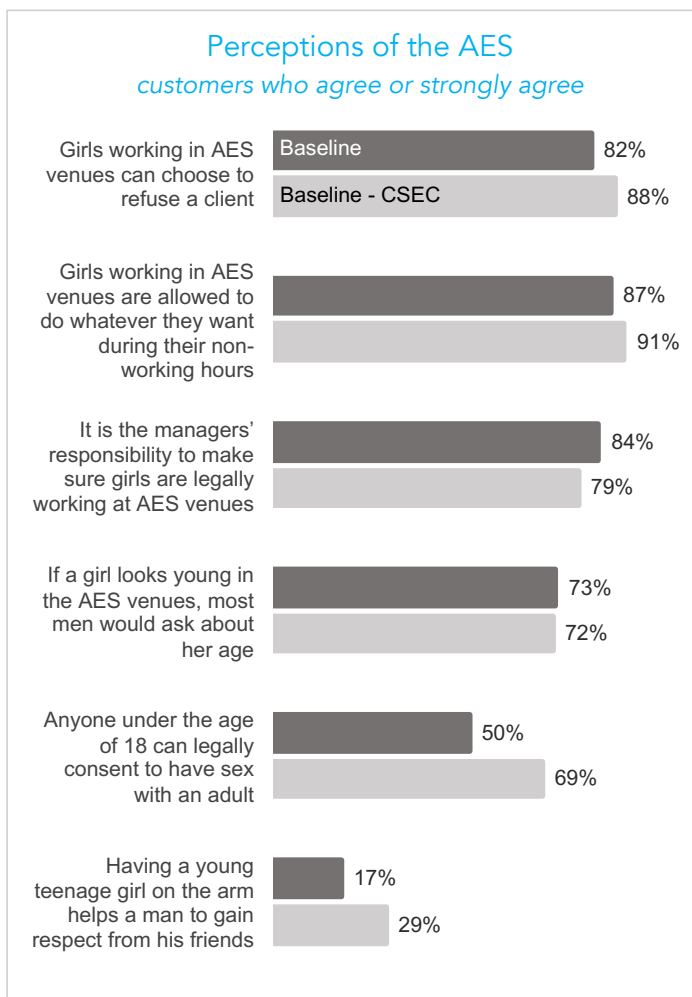
Awareness of exploitation inside AES venues

Previous research (Risal and Hacker 2018) indicated that those who frequented the AES did not consider it to be an exploitative environment for women to work. There was often a perception that girls were choosing to work in these venues, that they were earning good money and that they had agency about the customers they chose to engage with. Understanding these perceptions was key to changing customers' attitudes and behaviours towards girls working in the venues. This study built upon the findings of earlier research by asking a range of questions to determine whether customers viewed AES venues as exploitative places for young women to work, whether they thought the women had agency and their ideas about whose responsibility it was to ensure a girl is old enough to be working there. The responses from the baseline informed the campaign development, and the same attitudinal questions were asked again in the endline to decipher whether there had been a change.

The baseline study found that:

- The majority of customers were unaware of the levels of control exerted over girls working in the AES and the little agency they had.
- The majority of customers believed girls could choose their clients.

These responses support the notion that for many AES customers the appeal is that the interactions they have with female workers are akin to that of romantic relationships (Risal and Hacker 2018). In addition, other research has found that employers often controlled the girls' movements outside of working hours (Dank et al, 2019; Jordan et al, 2017), yet customers were typically unaware of this.



Insights into the subjunctive norms surrounding spending time with young girls were generated:

- A proportion of customers (17%) believed their friends would respect them if they had a young girl on their arm, while a larger proportion (29%) of CSEC customers believed this.

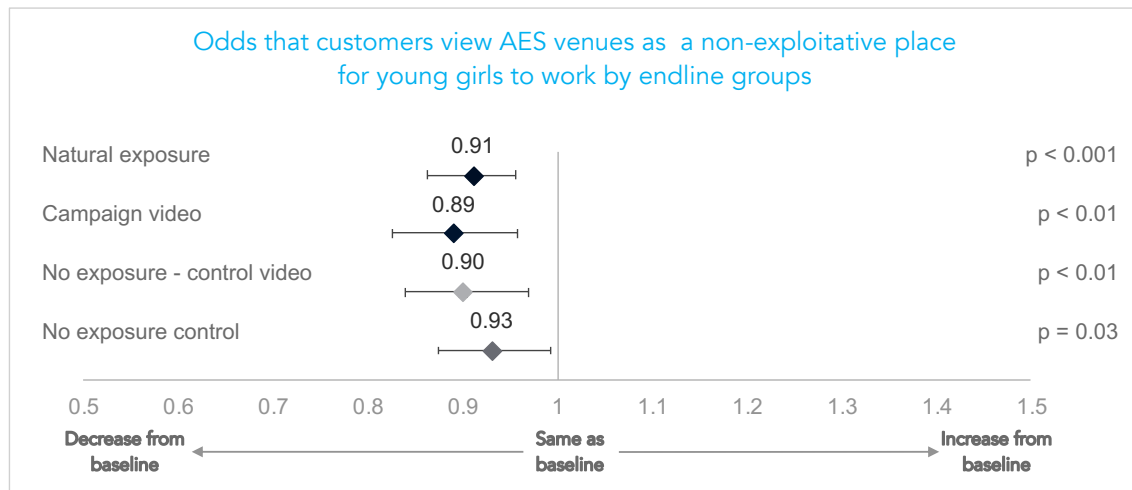
This gives a good indication of the status surrounding spending time with young girls, for a proportion of the customer group. Therefore, the baseline identified this as an area for the campaign to target.

Additional insights include:

- Most customers (84%) deferred responsibility for the age of female workers to the manager, and the majority of the baseline (73%) believed a customer would ask the age of a worker who appeared to be young.
- Half of the baseline group believed those under 18 could legally consent to having sex with an adult, this increased to 69% for CSEC customers.
- To further understand whether customers believed the AES was a safe and respectable place for young women they were asked to respond to the statement 'I wouldn't mind if my sister or cousin worked in the AES', to which 67% of baseline customers disagreed or strongly disagreed.

Effect of the campaign

Endline customers were more likely than baseline customers to perceive the AES to be an exploitative place for women to work. Those who had recently seen the campaign materials were more likely than the other groups to perceive the venues in this way.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

Regression analysis was used to disentangle the effects of the campaign on the perception of venues, employing the same method as described above. Composite scores were derived, with the higher scores meaning that the customers were less likely to be aware of exploitation within the AES and that sex under 18 is illegal. The predictive effect of the different endline groups is provided in the chart above. The effects of age, income, education, GEM scale, fantasy, hotspot and locations are controlled. Full regression results are available in the Appendix 1. Tables 2(l) and 2(m).

Compared to baseline, endline respondents were more likely to perceive the AES venues as an exploitative place for young women to work. Participants who had recently watched the campaign video were the most likely to see the AES as exploitative, i.e., they had a reduced odds of seeing the AES as not exploitative (OR=0.89, p < .001). They had lower odds than any of the three other groups. The natural exposure information group (OR=0.91, p < .001) who had seen the campaign materials at some point in the last 6 months, had lower odds than the baseline and the no exposure control (OR=0.93, p < 0.05) however this group did not have lower odds than the no exposure control video group (OR=0.9, p < 0.01).

The above suggests that the campaign information may have influenced participants' perception, for example by increasing their awareness of exploitative and illegal sexual activities happening in the venues; and by sharing narratives explaining that young women often did not have a choice about customers they engaged with and that they were subject to some level of control. However, the effects for most are likely to be short-lived as this finding was weaker for those who had not just observed the campaign materials. That the natural exposure effect was less

than that of no exposure control group implies that observing the materials at some point within the last 6 months is less powerful than social desirability inclinations of respondents.

Alcohol consumption was associated with increased likelihood of not recognising sexual exploitation within the AES (OR=2.72 P=0.11) or labelling the AES as locations where sexual exploitation of young girls occurs, although the finding was not statistically significant. This is not unexpected as higher levels of alcohol consumption may impair judgement, including recognising sensitive issues such as sexual exploitation when in these venues.

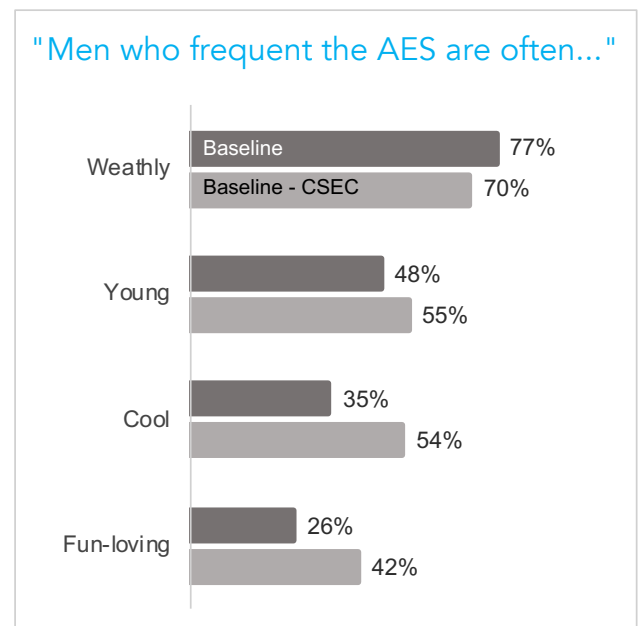
Acceptance of other male customers who are with younger girls

Understanding the sub-culture surrounding these venues was important for the campaign development. Positive perceptions of customers within these venues by other customers is something that would encourage men to go there and make it more socially acceptable, even desirable. Understanding the perception of men with young girls, by other men, was also of crucial importance, as positive perception by peers could be an enabler of this behaviour.

The baseline found that, at least for a proportion of customers, there were positive perceptions of the men who frequent these venues, they were considered by peers to be wealthy, young, cool and/or fun-loving.

CSEC customers were slightly more likely than customers overall to see these men as young (55%), cool (54%) and fun-loving (42%).

Men who spent time with younger girls in these venues were considered slightly less favourably on the whole, but most still perceived them to be young and wealthy, which are arguably traits associated with status.



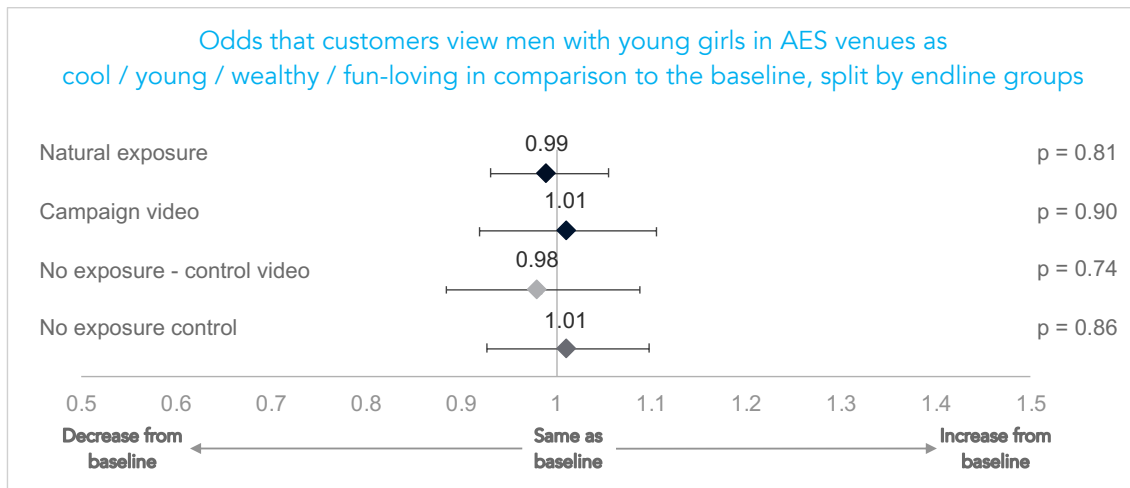
CSEC customers were slightly more likely than customers overall to perceive men with younger girls as young (37%) and fun-loving (27%). They were slightly less likely to see these men as sleazy (23%).

Therefore, given the perceptions identified in the baseline, and the tendency for these to be held more strongly by the sub-set of customers who engaged in CSEC, this became a key area targeted by the campaign.

Full results are in Table 2(h) and 2(i) in the Appendix.

Effect of the campaign

Differences in how endline customers perceived other men with younger women in the AES, when compared against the baseline, were small and non-statistically significant. Therefore, it is not possible to draw definitive conclusions about the effectiveness of the campaign on this outcome.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

Composite scores were derived from the answers to the question 'men who spend time with younger girls in the AES are...'. Higher scores indicate a positive view of these men, these customers responded by saying cool, young, fun-loving and/or wealthy. The number of responses given by each customer was controlled for. The table above gives the predictive effect of the different endline groups.

As is highlighted above, many factors will influence customers' perceptions. Therefore, to disentangle the effects of the campaign regression analysis controlled for age, income, education and gender norms. The full regression tables, including the effects of the control variables, are in Appendix 1, Tables 2(f) and 2(g).

Compared to the baseline group, none of the endline groups had statistically different perceptions of men with younger girls in the AES. The natural exposure group (OR=0.99, $p = 0.81$) and the no exposure control video group (OR=0.98, $p = 0.74$.) show a mild decreasing effect on average. However, neither of these effects are statistically significant.

Customers who have patriarchal gender norms were associated with lower odds of perceiving the men with younger girls in the AES as cool, young, wealthy and/or fun-loving and the effect was statistically significant, though of weak magnitude (OR=0.99, $p=0.05$). Given the measurement of gender norms focused on traditional and patriarchal views being held, it is therefore implied that customers with more liberal norms may be more likely to view men with younger girls as cool, young, fun-loving and/or wealthy. Furthermore, those with higher incomes were more slightly likely (OR = 1.02, $p = 0.05$) to view these men in this way.

Admission of purchasing sex from girls in AES venues

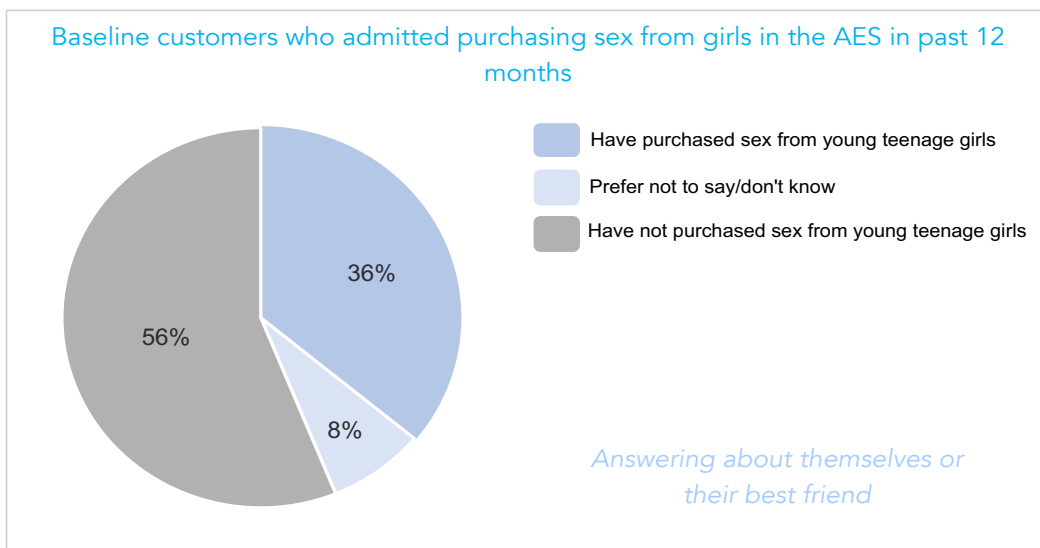
Baseline and endline customers were asked two questions to determine norms around disclosing CSEC behaviour. They were asked whether a) they or their best friend had purchased sex from a *girl* in the AES in the last 12 months and b) if they or their best friend had purchased sex from a *young teenage girl* in the past 12 months. Positive responses to question b determine whether the respondent was classified a 'CSEC customer' and presented in the CSEC disaggregation used above. The question was asked in two different forms so that it was clear responses to the second question were concerning minors, as some may have interpreted 'girl' to mean young woman. The reference period for the question was the past 12 months, therefore the campaign was not intended to shift the true responses to this question, rather the campaign targets the norms surrounding disclosure, whether or not the behaviour is considered to be acceptable enough that customers would freely admit to it. This is discussed further in the discussion section (page 37).

Due to the sensitivity of these questions, a randomised response 'flip-coin' (Warner, 1965) technique was used. This is a survey technique to increase the likelihood of respondents admitting to taboo behaviour. Respondents were told that they would be asked some sensitive questions and were asked to flip a virtual coin on the smart screen device. If the coin landed on heads they would be answering regarding their own behaviour and if tails, they would be answering regarding the behaviour of a best friend. More information about the complete findings relating to this technique are in Appendix 5.

The implementation of the flip-coin at baseline was not reliable likely due to field implementation error which was corrected for the endline. In the endline there was 2% avoidance of answering the CSEC question about themselves, meaning customers lied about the results of the coin-flip and answered about their best friend. The highest level of highest avoidance was from the group who had watched the campaign (3%). This could suggest that the campaign had raised their awareness, perhaps inducing a sense of shame or social desirability regarding reporting about CSEC behaviour.

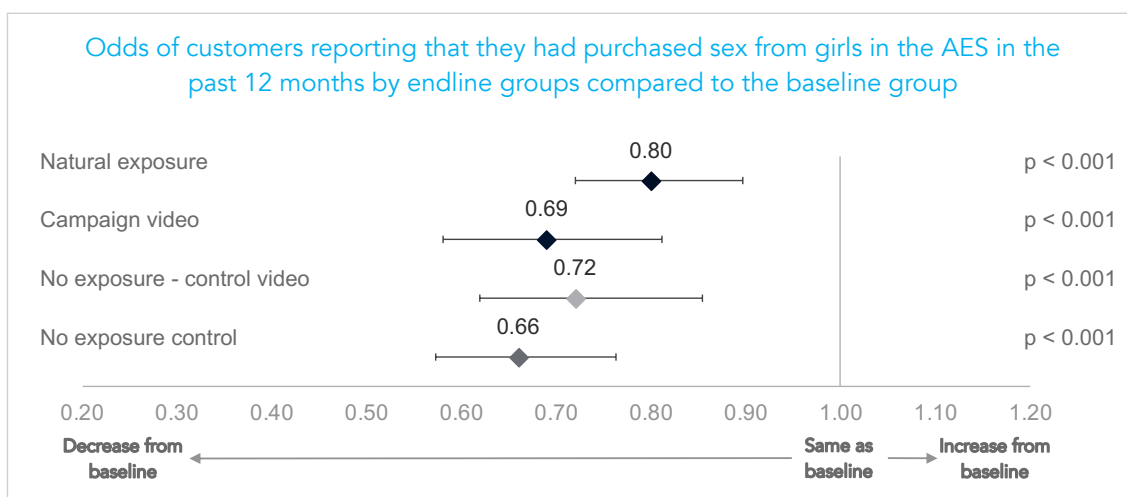
Disclosure of purchasing sex from girls in the AES

In the baseline 36% of customers disclosed that either they or their best friend had purchased sex from a girl within the last 12 months. The levels of disclosure were higher for those reporting on their best friends' behaviour - 50% (best friend) vs 31% (themselves). This rate of disclosure was higher than the research team had expected, such a high rate of disclosure indicates that the behaviour may be considered acceptable. It also indicates that the true prevalence will be higher still.



Effect of the campaign

Endline customers were less likely to disclose purchasing sex from girls in the AES than baseline customers. Recently watching the campaign had a greater effect than having seen the campaign at some point in the last six months. Overall, it appears the norm regarding acceptability of admitting this behaviour had reduced. However, the no exposure control group had a greater reduction than either campaign group, which indicates the campaign's contribution to this norm change is limited.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

The chart above demonstrates the likelihood of admitting to purchasing sex from girls for the endline groups compared to the baseline. The full regression analysis includes the predictive relationship of gender norms and scores on the fantasy scale, as well as variables which were included as controls – age, income, education, hotspot, and location. Full results in Appendix 1.

Across all endline groups, including the control groups, a reduced proportion of respondents admitted to purchasing sex from girls when compared with the baseline sample. All endline groups were less likely to reveal this behaviour. That both of the control groups, no exposure and the group who saw a socially focussed video, were also less likely to reveal this behaviour than the baseline sample may imply a level of social desirability is present or an overall norm shift between the times of the baseline and endline samples. This point is especially poignant as the no exposure control group had the largest reduction in disclosure.

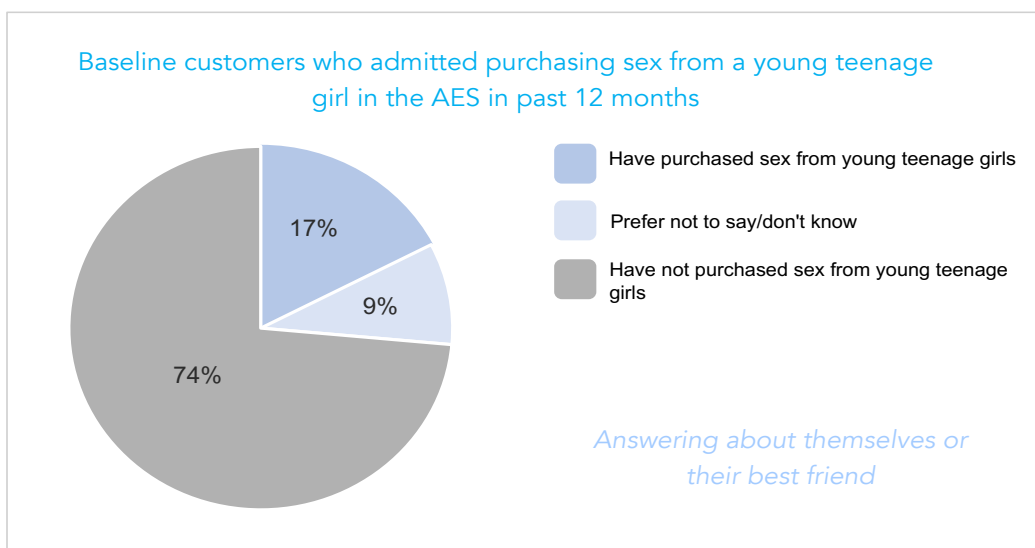
It is not possible to know whether observing the campaign at some point in the last 6 months did genuinely reduce the likelihood of purchasing sex from girls or whether it only reduces the likelihood of admitting to having done so. The group who had recently seen the campaign, the campaign video group, showed a greater reduced effect than the control video group but not the control group who were not shown a public announcement video, indicating some reducing effects from watching the campaign, but that these do not alone indicate effectiveness of the campaign. The natural exposure group had the smallest reduction of the endline groups, this could be explained by self-selecting nature of this group. The campaign materials were featured in AES venues, therefore the group that had naturally seen these materials may have been more likely to frequent AES venues regularly. They may have recognised the campaign for this reason therefore setting themselves apart from the other customers. However, overall a normative change between the baseline and endline samples is still implied and points towards potential avenues for further application.

The multivariable regression analysis here emphasises how customers with higher scores on the fantasy scale (OR = 1.03, $p < .001$) and more patriarchal gender norms (OR = 1.02, $p < .01$) are more likely to report purchasing sex from girls in the AES. Considering that both of these categories, fantasy and gender norms, are statistically significant and capture different aspects of normative views regarding women and young girls, this emphasises the overall influence of norms on CSEC behaviours. Age is shown to have an initial marginal increasing effect up to an inflection point (age 23), after which age has a decreasing effect. This relatively young inflection point demonstrates this behaviour is more common for younger men, and this should be factored in when designing future intervention programming.

Additional multinomial logistic regression explored the different responses across groups. These findings are presented in Appendix 1.

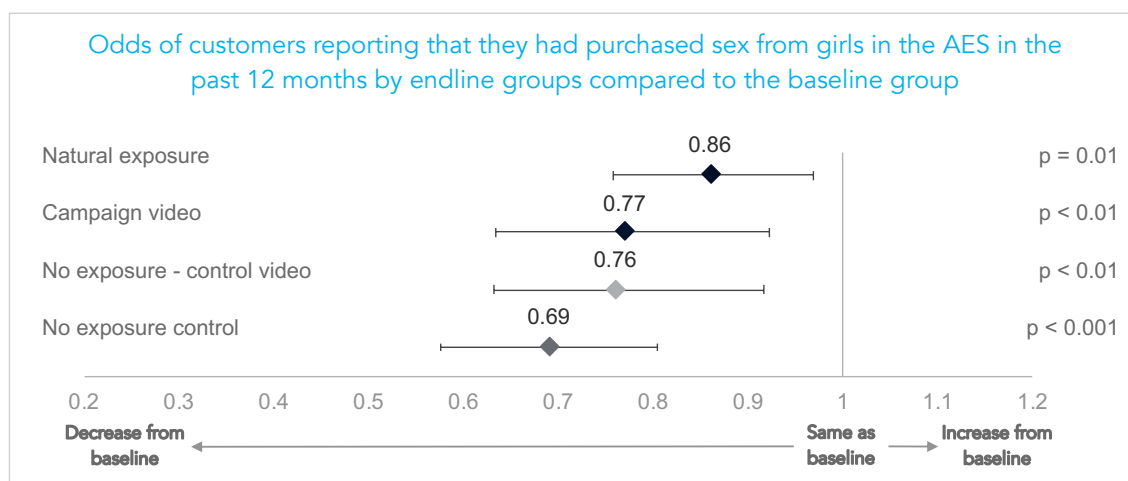
Admission of purchasing sex from young teenage girls in AES venues

In the baseline 17% of customers disclosed that they or their best friend had purchased sex from a *young teenage girl*, within the last 12 months. This proportion is considerably lower than those who disclosed purchasing sex from *girls*, however this is still a reasonably high level of disclosure and indicates the behaviour may be considered acceptable by some customers.



Effect of the campaign

Endline customers were less likely than the baseline customers to disclose purchasing sex from young teenage girls in the AES. Customers who had recently watched the campaign were less likely to disclose this behaviour than those who had seen the campaign at some point in the last six months. Overall, it appears the norm regarding acceptability of admitting this behaviour had weakened. However, that the two control groups had greater reductions than the campaign groups indicates the campaign's contribution to this is limited.



*Full regression includes age, income, education, alcohol, gender norms. Confidence intervals incorporate clustering for location and hotspot. See Appendix 1 for full results.

All endline groups were less likely to disclose having purchased sex from young teenage girls than the baseline. The control groups reduced the odds by a greater extent than either of the campaign groups, with the natural exposure group reducing by the lowest magnitude (OR = 0.86, p < 0.01). The finding concerning the natural exposure group could be explained as noted previously that those who had witnessed the campaign 'naturally' were those who frequented the AES most often, thus potentially categorising them potentially as more

preferential rather than situational CSEC customers. These results show that the campaign did not have a greater effect at reducing the acceptability of disclosing CSEC than any other changes that may have affected the endline groups which are outside of the focus of this study.

Considering the experiences of purchasing sex from young teenage girls, the average effects of fantasy (OR = 1.04, $p < 0.001$) and education (OR = 1.05, $p < 0.05$) are significantly associated with increased likelihood of disclosing purchasing sex from young teenage girls. These effects are of a slightly greater magnitude than for purchasing from girls. Specifically, that the fantasy scale predicts increased odds of disclosing purchasing sex from young teenage girls indicates that the ideas captured in this scale are an important driver of CSEC. It may seem counter-intuitive that education had a positive effect; the better educated customers were the more likely they were to have engaged in CSEC. However, this sub-group of customers are more likely to have a university or intermediate degree, which in turn could mean they have access to more disposable income. They may also have less traditional gender norms and not particularly patriarchal views.

A very small effect for gender norms was found, one that was statistically significant only at the 90% level (OR = 1.01, $p = 0.1$). Meaning that customers who held more patriarchal views were only marginally more likely to purchase sex from minors, when other factors were accounted for. Customers' preferences for women they like to spend time with being youthful, very young, innocent and/or simple (OR = 1.04, $p < 0.001$) was also a determining factor in engaging in CSEC. This suggests that the norms of this sub-group, around what constitutes attractiveness and desirability, are linked with the likelihood of engaging in CSEC. Furthermore, the perception that the AES was not an exploitative place for young girls to work is statistically significantly associated with CSEC behaviour (OR = 1.04, $p < 0.001$). This provides some support for the need to raise awareness about the realities of these establishments.

Again, we observe here a diminishing marginal effect and curvilinear relationship with age and the likelihood of CSEC. After an initial marginal increase to a certain inflection point (age 34), age then has a decreasing effect. This suggests that disclosure and the proclivity to purchase sex from young girls diminishes as customers grow older. This is contrary to common misconceptions about customers and the AES. Yet the findings are in line with the baseline findings and the earlier findings of Hacker and Risal (2018) that the customer base of the AES and those engaging sexually are mostly younger men.

Additional multinomial logistic regression was performed to compare different responses across groups, see results in Appendix 1.

Effectiveness of the campaign, implications, and recommendations

Effectiveness of the campaign

This study found the '18 minus' campaign intervention to be associated with modest normative changes among male Nepali AES customers. The most significant finding was that increased awareness of exploitation in AES venues was associated with observing the campaign materials. A broad social norm change was also indicated in the reduction in willingness to disclose CSEC behaviour from the baseline to the endline; endline customers were less likely to reveal having purchased sex from a *girl* or *young teenage girl* than baseline customers. For this outcome some of the control groups showed a greater effect than the campaign groups which limits the extent to which the potential normative shift can be attributed to the campaign.

A recurring theme was the temporal nature of effects, customers who had just seen the campaign responded differently than those who had seen the campaign at some point in the last six months. This was the case for norms surrounding disclosure of CSEC behaviour, those who had just seen the campaign were less likely to disclose CSEC than those who had seen the campaign at some point in the past six months. This was also the case for revealing connections with fantasy beliefs. Those who had just seen the campaign were less likely than those who had seen the campaign at some point in the past six months to reveal feelings of sexual desire towards young girls and feelings of their own self esteem being connected to spending time with young girls.

Investigation of norms surrounding whom male customers choose to spend time found that overall, endline customers were more likely to describe a preference for youthful, innocent, very young and/or 'simple' girls than baseline customers. However, those who had been exposed to the campaign materials were less likely to respond in this way. Albeit still more likely than the baseline customers. In terms of the norms surrounding how male customers who are with young girls are perceived by other male customers, for this outcome there was no discernible change associated with the campaign.

Given so few normative change campaigns have been evaluated there is no benchmark from which to measure campaign effectiveness. Furthermore, it should be remembered that true normative change is a continuous process, and lasting norm change requires repeated and sustained intervention. The '18 minus' campaign was eight months in duration and utilised several mass media channels. The modest normative changes outlined here demonstrate the promise in this approach and are a launchpad for further work in this area. In addition, this study has provided insight into a little-studied population who make up the demand for young girls in the AES and helps advance the field of normative and behaviour change campaigns targeting perpetrator behaviour.

Implications and recommendations

Following the findings of this study there are several recommendations for those working on this issue:

Intervention in AES venues: the study revealed that customers commonly observed other customers flirting, chatting and engaging in intimate touching with girls working in the venues. Future interventions should include more activities to disseminate knowledge of the law that CSEC is illegal for the venue owner, customers and the girls/boys working in the venues.

This study identified that certain venues, in particular Khaja restaurants, Dohori bars and dance bars are the most popular AES venues in Kathmandu. Further intervention may consider targeting these venues. Secondly, customers usually go to the venues with friends, and peer influence seems to be a salient factor especially among higher education groups. Therefore, future interventions should consider targeting peer groups for interventions, especially to reach more situational customers.

Characteristics of CSEC customers and future interventions: CSEC customers were more likely to hold patriarchal, violent, and misogynistic attitudes, and CSEC customers had a higher likelihood of expressing an idealised fantasy about young girls. Therefore, interventions targeting gender norms of Nepali men are important, as well as considering how to foster more diverse constructs of masculinity. The fantasy elements captured within the exploratory scale suggest that internal psychological factors may also be contributing to CSEC behaviours. Targeting of customers to reduce CSEC should maintain a focus on broader gender norms and psychological factors that increase the likelihood of some men engaging in CSEC.

In addition, gender norms were found to be positively associated with customers' perception of female workers and fantasy towards young girls. Hence more interventions targeting changing gender norms should be considered. The relationship between age and fantasy is curvilinear, highlighting how age specific interventions may be more useful for targeting behaviour change. Age may also be more indicative of preferential versus situational customers.

Methodological implications for future research: the study successfully innovated new methodologies for studying the sensitive topic of CSEC in Nepal. There was a justified concern at the outset about whether a random sampling approach was appropriate given the sensitive nature of the study, and specifically, whether this approach would encourage honest responses from Nepali men. The proportion of men admitting CSEC has both provided support for the method and enabled robust assessment. Our approach involved:

1. Building a population model of each of the two hotspots since no sampling frame existed;
2. Employing two complementary random sampling approaches (AES-venue and street- based) in order to balance out two different kinds of potential selection bias;

3. Employing refusal conversion to improve response rates and counter non-response bias;
4. Adapting the 'flip-coin approach' for detecting inauthentic responses to sensitive questions (Warner, 1965). Our approach involved using an app specifically developed for surveying via tablets which: a) set the probability of heads at 80% so as to minimise loss of response to the CSEC question due to random flipping, and b) independently recorded the results of the virtual coin toss so that those avoiding the CSEC question could be further examined within the data;
5. Developing a scale to measure how men engaging in CSEC fantasise and idealise about their relationship to the girls involved in order to justify CSEC.

Although the topic was sensitive the approach employed enabled a sample size of 1,024 to be achieved and a level of disclosure of CSEC which exceeded expectations, therefore instilling confidence about the levels of honesty from the customers responding. This demonstrates that careful implementation of rigorous protocols and established survey techniques can result in identification and study of sizeable numbers of CSEC customers. We recommend the use of these techniques in future study of CSEC in order to produce accurate and culturally informed evidence. We believe that implementing our methodological approach may help governments and NGOs to better study and combat CSEC.

Discussion

The primary aim of this study has been to evaluate the effectiveness of a normative change campaign which targets customers of the AES in Kathmandu, Nepal. While media campaigns for addressing social issues have grown in popularity in recent years, few have been evaluated. The literature review that preceded this study (Freedom Fund 2018) was not able to find any campaigns which targeted perpetrator behaviour that had been evaluated. Evaluating the effectiveness of social change media campaigns is a nascent area of study. There are several limitations to this form of evaluation. These are discussed here with the aim of serving as lessons for others when further advancing this field.

First of all, the campaign itself was multi-faceted and was made up of a range of videos and radio clips, posters and a webpage, each of these components promoted different messages (as detailed in section 1). While the endline captured whether or not the campaign was recalled it was not possible to know which aspects of it had been seen and remembered by the natural exposure group. In addition, the treatment group watched just one of the multiple campaign videos, and which one was selected at random. Therefore, we are not able to draw conclusions about which messages resonated most strongly with customers, nor which aspects of the campaign were more or less effective in affecting norms held by participants.

Secondly, questions pertaining to norms are interpreted subjectively by participants. It is not possible to distinguish the extent to which responses will have been influenced by individuals' perceptions or actual

observations. Although the survey instruments were tested and piloted there remains some room for interpretation and perspective to influence different respondents' responses, and this will happen in different ways. The size of the sample and the random allocation of respondents intends to control for this, however it is not possible to completely control for this form of bias.

Thirdly, CSEC in this study was measured by whether participants disclosed purchasing sex from a young teenage girl in the past 12 months, rather than their actual behaviour. This question relates to behaviour in the last 12 months, therefore it is not expected that viewing the campaign will have actually influenced whether or not the customer has purchased sex. For instance, the campaign could have been viewed two months ago whereas the customer may have purchased sex nine months ago. Furthermore, the campaign video group only watched the campaign during the time of the endline assessment. Instead, this question measures changes in willingness to admit this behaviour, which reflects the extent to which purchasing sex from young teenage girls is considered to be acceptable and is normalised within the target sub-group.

Fourthly, creation of the sampling frame involved modelling the two hotspot populations at slightly different times of year and the baseline and endline cross-sectional samples were not of the same individuals. This makes it difficult to determine whether change over time was a consequence of intervention efforts or seasonality effects. Although great efforts were undertaken to avoid bias from non-response, the sampling strategy, and the sensitivity of the questions; it is still almost certainly the case that some men chose not to reveal that they had engaged in CSEC and inaccurately answered 'no' to this question. This suggests that our prevalence estimates for CSEC are likely to underestimate the true rate.

Despite the limitations mentioned above, this study provides one of few evaluations of a social change campaign and is one of the few studies aiming to understand the demand side of CSEC in Nepal. It provides valuable information for future interventions targeting norms change relating to CSEC.

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Appendix 1: Tables

Part 1. Findings

Demographics

Table 1(a). Age by groups: % (N)

| A1. How old are you? | Baseline | Endline | | | | | |
|----------------------|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|------------------------------------|------------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, campaign video) | All Customers |
| age 18-21 | 16.24% (70) | 6.67% (17) | 11.19 % (15) | 5.38% (5) | 12% (12) | 16.67% (1) | 8.50% (50) |
| age 22-25 | 25.75% (111) | 21.18% (54) | 20.90 % (28) | 17.20% (16) | 21% (21) | 0 | 20.24 % (119) |
| age 26-30 | 25.29% (109) | 30.20% (77) | 32.84 % (44) | 24.73% (23) | 26% (26) | 16.67% (1) | 29.08% (171) |
| age 31-35 | 17.17% (74) | 16.47% (42) | 12.69 % (17) | 25.81% (24) | 20 % (20) | 0 | 17.52% (103) |
| age 36-40 | 8.82% (38) | 12.55% (32) | 10.45 % (14) | 19.35% (18) | 5% (5) | 66.67% (4) | 12.41% (73) |
| age 41-59 | 6.73% (29) | 12.94% (33) | 11.94 % (16) | 7.53% (7) | 16% (16) | 0 | 12.24% (72) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 1(b). Place of origin by groups: % (N)

| A2. Where are you from? | Baseline | Endline | | | | | |
|-------------------------|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| Kathmandu | 38.98% (168) | 31.76% (81) | 36.57% (49) | 37.63% (35) | 36.00% (36) | 66.67% (4) | 34.86% (205) |
| Bhaktapur | 1.39% (6) | 8.24% (21) | 5.22% (7) | 4.30% (4) | 11.00% (11) | 0 | 7.31% (43) |
| Lalitpur | 0.93% (4) | 2.75% (7) | 2.24% (3) | 5.38% (5) | 5.00% (5) | 0 | 3.40% (20) |
| Other within Nepal | 58.70% (253) | 55.29% (141) | 52.99% (71) | 50.54% (47) | 46.00% (46) | 33.33% (2) | 52.21% (307) |
| Other international | | 1.96% (5) | 2.99% (4) | 2.15% (2) | 2.00% (2) | 0 | 2.21% (13) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 1(c). Educational attainment by groups: % (N)

| A4. What is the highest standard or grade you have completed at school? | Baseline | Endline | | | | | |
|---|----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| No schooling | 1.62% (7) | 0 | 0.75% (1) | 0 | 2.00% (2) | 0 | 0.51% (3) |
| Primary school | 2.78% (12) | 1.96% (5) | 5.975% (8) | 4.30% (4) | 2.00% (2) | 0 | 3.23% (19) |
| Lower secondary school | 5.80% (25) | 5.10% (13) | 6.72% (9) | 7.53% (7) | 9.00% (9) | 0 | 6.46% (38) |
| Secondary school | 20.65% (89) | 17.25% (44) | 26.87% (36) | 24.73% (23) | 31.00% (31) | 16.67% (1) | 22.96% (135) |
| Intermediate | 45.71% 197 | 43.92% (112) | 43.28% (58) | 50.54% (47) | 33.00% (33) | 50.00% (3) | 43.03% (253) |
| Bachelor 2/3 years | 20.19% (87) | 25.49% (65) | 15.67% (21) | 10.75% (10) | 18.00% (18) | 33.33% (2) | 19.73% (116) |
| University Degree (Master Degree) | 3.25% 14 | 6.27% (160) | 0.75% (1) | 2.15% (2) | 5.00% (5) | 0 | 4.08% (24) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 1(d). Ethnic composition by groups: % (N)

| A5. What is your ethnicity/caste? | Baseline | Endline | | | | | |
|-----------------------------------|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| Brahman | 22.51% (97) | 19.69% (50) | 26.12% (35) | 26.88% (25) | 20.00% (20) | 33% (2) | 22.49% (132) |
| Chhetri | 30.86% (133) | 29.53% (75) | 23.88% (32) | 19.35% (18) | 27.00% (27) | 16.67% (1) | 26.06% (153) |
| Dalit | 6.50% (28) | 11.42% (29) | 11.19% (15) | 10.75% (10) | 10.00% (10) | 33.33% (2) | 11.24% (66) |
| Janajati | 37.12% (160) | 37.01% (94) | 36.57% (490) | 40.86% (38) | 41.00% (41) | 16.67% (1) | 37.99% (233) |
| Others | 3.02% (13) | 2.36% (6) | 2.24% (3) | 2.15% (2) | 2.00% (2) | 0 | 2.21% (13) |
| Total | 100% (431) | 100% (254) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (587) |

Table 1(e). Religion by groups: % (N)

| A6. What is your religion? | Baseline | Endline | | | | | |
|----------------------------|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| Buddhism | 12.53% (54) | 14.74% (37) | 11.19% (15) | 15.05% (14) | 20.00% (20) | 33.33% (2) | 15.07% (88) |
| Christianity | 1.86% (8) | 6.37% (16) | 5.22% (7) | 5.38% (5) | 2.00% (2) | 16.67% (1) | 5.31% (31) |
| Hindu | 83.06% (358) | 72.11% (181) | 76.87% (103) | 76.34% (71) | 68.00% (68) | 50.00% (3) | 72.95% (426) |
| Islam | 0.46% (2) | 1.59% (4) | 0 | 1.08% (1) | 5.00% (5) | 0 | 1.71% (10) |
| Kirat | 0.93% (4) | 4.78% (12) | 5.97% (8) | 2.15% (2) | 5.00% (5) | 0 | 4.62% (27) |
| No religion | 0.70% (3) | 0 | 0.75% (1) | 0 | 0 | 0 | 0.17% (1) |
| Other | 0.46% (2) | 0.40% (1) | 0 | 0 | 0 | 0 | 0.17% (1) |
| Total | 100% (431) | 100% (251) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (584) |

Table 1(f). Occupation by groups: % (N)

| A7. Which of the following best describes your occupation? | Baseline | Endline | | | | | All Customers |
|--|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | |
| Agriculture | 3.26% (14) | 4.31% (11) | 8.21% (11) | 7.53% (7) | 7.00% (70) | 0 | 6.12% (36) |
| Professional/technical/managerial | 1.16% (5) | 3.53% (9) | 0.75% (1) | 2.15% (2) | 4.00% (4) | 16.67% (1) | 2.89% (17) |
| Clerical | 24.65% (106) | 24.71% (63) | 11.94% (16) | 12.90% (12) | 14.00% (14) | 33.33% (2) | 18.20% (107) |
| Sales and services | 30.00% (129) | 27.84% (71) | 23.13% (31) | 31.18% (29) | 30.00% (30) | 0 | 27.38% (161) |
| Skilled manual | 21.86% (94) | 20.39% (52) | 29.85% (40) | 32.26% (30) | 18.00% (18) | 33.33% (2) | 24.15% (142) |
| Unskilled manual | 2.56% (11) | 3.14% (8) | 8.96% (12) | 5.38% (5) | 12.00% (12) | 0 | 6.29% (37) |
| Armed forces/Police | 0.70% (3) | 4.31% (11) | 1.49% (2) | 1.08% (1) | 0 | 0 | 2.38% |
| Students | 12.79% (55) | 10.59% (27) | 11.94% (16) | 7.53% (7) | 12.00% (12) | 16.67% (1) | 10.71% (63) |
| Others (retired, unemployed) | 3.02 (13) | 1.18% (3) | 3.73% (5) | 0 | 3.00% (3) | 0 | 1.87% (11) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 1(g). Monthly Income by groups: % (N)

| A8. How much do you receive in-hand each month? | Baseline | Endline | | | | | All Customers |
|---|-----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|-----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | |
| No income | 12.06% (52) | | | | | | |
| Less than 5,900 NPR | 1.16% (5) | 3.59% (9) | 9.77% (13) | 6.45% (6) | 12.00% (12) | 0 | 6.86% (40) |
| 5,900 - 12,000 NPR | 6.26% (27) | 6.77% (17) | 10.53% (14) | 6.45% (6) | 6.00% (6) | 0 | 7.38% (43) |
| 12,001 - 14,000 NPR | 10.44% (45) | 9.96% (25) | 12.03% (16) | 11.83% (11) | 10.00% (10) | 16.67% (1) | 10.81% (63) |
| 14,001 - 20,000 NPR | 19.95% (86) | 19.12% (48) | 20.30% (27) | 15.05% (14) | 20.00% (20) | 0 | 18.70% (109) |
| 20,001 - 40,000 NPR | 32.95% (142) | 27.49% (69) | 23.31% (31) | 25.81% (24) | 23.00% (23) | 16.67% (1) | 25.39% (148) |
| 40,001 - 70,000 NPR | 12.30% (53) | 19.12% (48) | 14.29% (19) | 19.35% (18) | 14.00% (14) | 33.33% (2) | 17.32% (101) |
| 70,001 - 90,000 NPR | 1.86% (8) | 3.98% (10) | 4.51% (6) | 5.38% (5) | 9.00% (9) | 16.67% (1) | 5.32% (31) |
| 90,001 - 140,000 NPR | 0.46% (2) | 3.19% (8) | 4.51% (6) | 6.45% (6) | 3.00% (3) | 16.67% (1) | 4.12% (24) |
| 140,001 - 200,000 NPR | 1.16% (5) | 3.19% (8) | 0 | 1.08% (1) | 3.00% (3) | 0 | 2.06% (12) |
| 200,001 - 300,000 NPR | 0.46% (2) | 1.20% (3) | 0.75% (1) | 1.08% (1) | 0 | 0 | 0.86% (5) |
| 300,001 NPR + | 0.93% (4) | 2.39% (6) | 0 | 1.08% (1) | 0 | 0 | 1.20% (7) |
| Total | 100% (431) | 100% (251) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (583) |

Table 1(h). Monthly entertainment and leisure expenditure by groups: % (N)

| A9. How much do you spend on entertainment and leisure each month? | Baseline | Endline | | | | | |
|--|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| Less than 1,500 NPR | 14.39% (62) | 10.36% (26) | 17.16% (23) | 18.48% (17) | 20.00% (20) | 0 | 14.75% (86) |
| 1,501 - 2,500 NPR | 13.92% (60) | 14.34% (36) | 12.69% (17) | 16.30% (15) | 16.00% (16) | 16.67% (1) | 14.58% (85) |
| 2,501 - 5,000 NPR | 22.74% (98) | 27.49% (69) | 31.34% (43) | 26.09% (20) | 25.00% (25) | 0 | 27.44% (160) |
| 5,001 - 10,000 NPR | 28.77% (124) | 28.69% (72) | 25.37% (34) | 21.74% (20) | 28.00% (28) | 50.00% (3) | 26.93% (157) |
| 10,001 - 14,000 NPR | 13.23% (57) | 9.69% (25) | 10.45% (14) | 13.04% (12) | 10.00% (10) | 16.67% (1) | 10.63% (62) |
| 14,001 - 30,000 NPR | 5.80% (25) | 5.98% (15) | 0.75% (1) | 3.26% (3) | 1.00% (1) | 16.67% (1) | 3.60% (21) |
| 30,001 - 50,000 NPR | 1.16% (5) | 2.39% (6) | 2.24% (30) | 0 | 0 | 0 | 1.54% (9) |
| 50,001 - 100,000 NPR | | 0.80% (2) | 0 | 0 | 0 | 0 | 0.34% (2) |
| 100,001 NPR + | | 0 | 0 | 1.09% (1) | 0 | 0 | 0.17% (1) |
| Total | 100% (431) | 100% (251) | 100% (134) | 100% (92) | 100% (100) | 100% (6) | 100% (583) |

Alcohol use

Table 1(i). Alcohol use by groups: % (N)

| B5. Do you drink alcohol? | Baseline | Endline | | | | | |
|---------------------------|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| No | 37.12% (160) | 31.76% (81) | 38.06% (51) | 36.56% (34) | 39.00% (39) | 33.33% (2) | 35.20% (207) |
| Yes | 62.88% (271) | 68.24% (174) | 61.94% (83) | 63.44% (59) | 61.00% (61) | 66.67% (4) | 64.80% (381) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 1(j). CAGE Scale by groups: % (N)

| | Baseline | Endline | | | | | |
|--|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| B6. Have you ever felt you needed to cut down on your drinking? | | | | | | | |
| No | 40.96% (111) | 57.47% (100) | 56.79% (46) | 51.72% (30) | 67.80% (40) | 50.00% (2) | 57.98% (218) |
| Yes | 59.04% (160) | 42.53% (74) | 43.21% (35) | 48.28% (28) | 32.20% (19) | 50.00% (2) | 42.02% (158) |
| Total | 100% (271) | 100% (174) | 100% (81) | 100% (58) | 100% (59) | 100% (4) | 100% (376) |
| B7. Have people annoyed you by criticizing your drinking? | | | | | | | |
| No | 65.3% (177) | 65.32% (113) | 65.43% (53) | 53.45% (31) | 67.80% (40) | 50.00% (2) | 67.73% (239) |
| Yes | 34.69% (94) | 34.68% (60) | 34.57% (28) | 46.55% (27) | 32.20% (19) | 50.00% (2) | 36.27% (136) |
| Total | 100% (271) | 100% (173) | 100% (81) | 100% (58) | 100% (59) | 100% (4) | 100% (375) |
| B8. Have you ever felt guilty about drinking? | | | | | | | |
| No | 45.98% (80) | 49.38% (40) | 41.38% (24) | 55.93% (33) | 50.00% (2) | 47.61% (179) | 45.98% (80) |
| Yes | 54.02% (94) | 50.62% (41) | 58.62% (34) | 44.07% (26) | 50.00% (2) | 52.39% (197) | 54.02% (94) |
| Total | 100% (174) | 100% (810) | 100% (58) | 100% (59) | 100% (4) | 100% (376) | 100% (174) |







| B9. Have you ever felt you needed a drink first thing in the morning (eye-opener) to steady your nerves or to get rid of a hangover? | | | | | | | |
|---|-----------------|-----------------|----------------|----------------|----------------|---------------|-----------------|
| No | 90.04% (244) | 92.44% (159) | 87.65% (71) | 73.68% (42) | 84.75% (50) | 75.00% (3) | 87.13% (325) |
| Yes | 9.96% (27) | 7.56% (13) | 12.35% (10) | 26.32% (15) | 15.25% (9) | 25.00% (1) | 12.87% (48) |
| Total | 100% (271) | 100% (172) | 100% (81) | 100% (57) | 100% (59) | 100% (4) | 100% (373) |

Polling Questions

Table 1(k). Which logos do you know or notice? By groups: % (N)

| (N=441) | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
|------------------------------|-----------------------|--|---|--|--------------------------------------|-------------------|
| Below 18 | 80.58% (195) | 0 | 0 | 0 | 25.00% (1) | 44.44% (196) |
| 200 weeks | 35.54% (86) | 35.90% (28) | 37.04% (20) | 34.92% (22) | 75.00% (3) | 136.05% (1590) |
| Doko | 17.77% (43) | 17.95% (14) | 22.22% (12) | 36.51% (23) | 25.00% (1) | 21.09% (93) |
| I am a responsible driver | 61.57% (149) | 87.18% (68) | 79.63% (43) | 80.95% (51) | 50.00% (2) | 70.98% (313) |

Table 1(l). Which pictures do you notice or remember? By groups: % (N)

| (N=574) | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
|--|-----------------------|--|---|--|--------------------------------------|------------------|
| Picture 1  | 4.80% (12) | 2.36% (3) | 1.09% (1) | 0 | 0 | 2.78% (16) |
| Picture 2  | 8.40% (21) | 0 | 0 | 0 | 16.67% (1) | 3.83% (22) |
| Picture 3  | 9.60% (24) | 0 | 0 | 0 | 0 | 4.18% (24) |
| Picture 4  | 10.00% (25) | 3.15% (4) | 1.09% (1) | 5.05% (5) | 0 | 6.10% (35) |
| Picture 5  | 10.00% (25) | 2.36% (3) | 1.09% (1) | 3.03% (3) | 0 | 5.57% (32) |
| Picture 6  | 11.20% (28) | 4.72% (6) | 4.35% (4) | 5.05% (5) | 0 | 7.49% (43) |

| | | | | | | | |
|------------|--|----------------|--------------|--------------|--------------|---------------|-----------------|
| Picture 7 |  | 3.20% (8) | 0 | 0 | 0 | 0 | 1.39% (8) |
| Picture 8 |  | 8.80% (22) | 0 | 0 | 0 | 66.67% (4) | 4.53% (26) |
| Picture 9 |  | 29.60% (74) | 7.09% (9) | 6.52% (6) | 8.08% (8) | 50.00% (3) | 17.42% (100) |
| Picture 10 |  | 8.00% (20) | 0 | 0 | 0 | 0 | 3.48% (20) |
| Picture 11 |  | 11.60% (29) | 0 | 0 | 0 | 0 | 5.05% (29) |

Table 1(m). Which of the messages have you heard? By groups: % (N)

| (N=586) | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
|---|-----------------------|---|---|--|--------------------------------------|-----------------|
| a. safety of children in Internet | 66.67% (170) | 21.97% (29) | 18.35% (18) | 20.00% (20) | 0 | 40.44% (237) |
| b. Say no! to below 18 at entertainment area | 94.12% (240) | 0 | 0 | 0 | 0 | 40.96% (240) |
| c. Transform your thought | 29.02% (74) | 9.09% (12) | 6.45% (6) | 5.00% (5) | 0 | 16.55% (97) |
| d. climbs up significantly | 20.39% (52) | 21.97% (29) | 17.20% (16) | 12.00% (12) | 16.67% (1) | 18.77% (110) |

Customers habits

Table 1(n). Venues and reasons by groups: % (N)

| | Baseline | Endline | | | | | All Customers |
|--|--------------------------|-----------------------|--|--|--|---|-----------------|
| | All Customers (N=431) | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | |
| Have you been to any of these venues in the past 12 months? (N=587) | | | | | | | |
| Khaja restaurants | 90.72% (391) | 85.43% (217) | 84.33% (113) | 89.25% (83) | 83.00% (83) | 83.33% (5) | 85.35% (501) |
| Dohori bar | 56.38% (243) | 61.02% (155) | 52.24% (70) | 48.39% (45) | 41.00% (41) | 66.67% (4) | 53.66% (315) |
| Cabin restaurant | 16.47% (71) | 17.72% (45) | 14.18% (19) | 15.05% (14) | 24.00% (24) | 50.00% (3) | 17.89% (105) |
| Dance bar | 30.63% (132) | 44.88% (114) | 36.57% (49) | 25.81% (24) | 31.00% (31) | 33.33% (2) | 37.48% (220) |
| Massage parlour | 2.09% (9) | 8.27% (21) | 10.45% (14) | 4.30% (4) | 7.00% (7) | 16.67% (1) | 8.01% (47) |
| Guest house | 27.38% (118) | 29.92% (76) | 21.64% (29) | 23.66% (22) | 27.00% (27) | 66.67% (4) | 26.92% (158) |
| Other AES (specify) | 14.15% (61) | 12.99% (33) | 15.67% (21) | 13.98% (13) | 10.00% (10) | 0 | 13.12% (77) |
| Other AES (unspecified) | 0.70% (3) | 9.45% (24) | 6.72% (9) | 12.90% (12) | 13.00% (13) | 0 | 9.88% (58) |

| | All Customers (N=427) | What is the main reason you go there? (N=586) | | | | | |
|--------------------------------|-----------------------|---|-------------|-------------|-------------|------------|--------------|
| Enjoy good food and drinks | 55.27% (236) | 60.47% (153) | 59.70% (80) | 76.34% (71) | 66.00% (66) | 83.33% (5) | 63.99% (375) |
| Enjoy the entertainment | 63.23% (270) | 78.66% (199) | 73.13% (98) | 63.44% (59) | 63.00% (63) | 66.67% (4) | 72.18% (423) |
| Spend time with friends | 48.95% (209) | 63.24% (160) | 47.01% (63) | 54.84% (51) | 50.00% (50) | 33.33% (2) | 55.63% (326) |
| Spend time with female workers | 0.23% (1) | 6.72% (17) | 5.22% (7) | 6.45% (6) | 6.00% (6) | 16.67% (1) | 6.31% (37) |
| Get drunk | 5.15% (22) | 25.30% (64) | 11.19% (15) | 8.60% (8) | 19.00% (19) | 16.67% (1) | 18.26% (107) |
| Other (specify) | 2.58% (11) | 4.35% (11) | 3.73% (5) | 7.53% (7) | 6.00% (6) | 0 | 4.95% (29) |

Table 1(o). Who do you typically go there with? By groups: % (N)

| | Baseline | Endline | | | | | |
|-------------------------|---------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | All Customers |
| By myself | 6.82% (29) | 9.13% (23) | 14.93% (20) | 19.35% (18) | 15.00% (15) | 0 | 12.99% (76) |
| With 1 - 2 friends | 38.82% (165) | 48.41% (122) | 41.04% (55) | 39.78% (37) | 48.00% (48) | 83.33% (5) | 45.64% (267) |
| With a group of friends | 54.35% (231) | 42.46% (107) | 44.03% (59) | 40.86% (38) | 37.00% (37) | 16.67% (1) | 41.37% (242) |
| Total | 100% (425) | 100% (252) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (585) |

Table 1(p). How often do you go there in a typical month? By groups: % (N)

| | Baseline | Endline | | | | | |
|--|---------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| In a typical month, how often do you go there? | All Customers | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | All Customers |
| 2 - 3 times a week | 11.50% (49) | 9.88% (25) | 10.45% (14) | 13.98% (13) | 14.00% (14) | 0 | 11.26% (66) |
| 2 - 3 times a month | 40.85% (174) | 32.41% (82) | 26.87% (36) | 20.43% (19) | 25.00% (25) | 33.33% (2) | 27.99% (164) |
| Once a month | 14.79% (63) | 11.46% (29) | 7.46% (10) | 9.68% (9) | 4.00% (4) | 0 | 8.87% (52) |
| Only occasionally | 32.86% (140) | 46.25% (117) | 55.22% (74) | 55.91% (52) | 57.00% (57) | 66.67% (4) | 51.88% (304) |
| Total | 100% (426) | 100% (253) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (586) |

Gender Norms

Table 1(q). Gender norms by groups: % (N)

| | Baseline | Endline | | | | | |
|--|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| 1. If someone insults a man, he should defend his reputation with force if he has to. | | | | | | | |
| Agree | 49.42% (213) | 48.63% (124) | 53.73% (72) | 43.01% (40) | 53.00% (53) | 33.33% (2) | 49.49% (291) |
| Partially agree | 22.04% (95) | 25.49% (65) | 27.61% (37) | 34.41% (32) | 25.00% (25) | 66.67% (4) | 27.72% (163) |
| Do not agree | 28.54% (123) | 25.88% (66) | 18.66% (25) | 22.58% (21) | 22.00% (22) | 0 | 22.79% (134) |
| Total | 100% (431) | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

| 2. A man should have the final word about decisions in his home. | | | | | | | |
|--|-----------------|-----------------|-----------------|----------------|----------------|-----------------|-----------------|
| Agree | 22.51% (97) | 20.39% (52) | 30.08% (40) | 24.73% (23) | 25.00% (25) | 16.67% (1) | 24.00% (141) |
| Partially agree | 21.11% (91) | 36.08% (92) | 33.08% (44) | 31.18% (29) | 28.00% (28) | 66.67% (4) | 33.56% (197) |
| Do not agree | 56.38% (243) | 43.53% (111) | 36.84% (49) | 44.09% (41) | 47.00% (47) | 16.67% (1) | 42.42% (249) |
| Total | 100% (431) | 100% (22) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (587) |
| 3. There are times when a woman deserves to be beaten. | | | | | | | |
| Agree | 21.35% (92) | 31.58% (42) | 26.88% (25) | 20.00% (20) | 16.67% (1) | 23.38% (137) | 31.58% (42) |
| Partially agree | 20.19% (87) | 27.82% (37) | 33.33% (31) | 24.00% (24) | 83.33% (5) | 30.20% (177) | 27.82% (37) |
| Do not agree | 58.47% (252) | 40.60% (54) | 39.78% (37) | 56.00% (56) | 0 | 46.42% (272) | 40.60% (54) |
| Total | 100% (431) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (586) | 100% (133) |
| 4. A woman should tolerate violence in order to keep her family together. | | | | | | | |
| Agree | 9.74% (42) | 6.27% (16) | 18.05% (24) | 16.30% (15) | 15.00% (15) | 0 | 11.95% (70) |
| Partially agree | 8.12% (35) | 20.39% (52) | 20.30% (27) | 21.74% (20) | 18.00% (18) | 16.67% (1) | 20.14% (118) |
| Do not agree | 82.13% (354) | 73.33% (187) | 61.65% (82) | 61.96% (57) | 67.00% (67) | 83.33% (5) | 67.92% (398) |
| Total | 100% (431) | 100% (255) | 100% (133) | 100% (92) | 100% (100) | 100% (6) | 100% (586) |
| 5. A man needs other women even if things with his wife are fine. | | | | | | | |
| Agree | 5.81% (25) | 1.96% (5) | 7.52% (10) | 13.98% (13) | 7.00% (7) | 0 | 5.96% (35) |
| Partially agree | 6.51% (28) | 12.55% (32) | 15.79% (21) | 13.98% (13) | 17.00% (17) | 16.67% (1) | 14.31% (84) |
| Do not agree | 87.67% (377) | 85.49% (218) | 76.69% (102) | 72.04% (67) | 76.00% (76) | 83.33% (5) | 79.73% (468) |
| Total | 100% (431) | 100% (255) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (587) |
| 6. Women who carry condoms on them are easy. | | | | | | | |
| Agree | 35.98% (154) | 25.69% (65) | 28.79% (38) | 33.33% (31) | 34.34% (34) | 0 | 28.82% (168) |
| Partially agree | 25.93% (111) | 25.69% (65) | 31.82% (42) | 23.66% (22) | 23.23% (23) | 33.33% (2) | 26.42% (154) |
| Do not agree | 38.08% (163) | 48.62% (123) | 39.39% (52) | 43.01% (40) | 42.42% (42) | 66.67% (4) | 44.77% (261) |
| Total | 100% (428) | 100% (253) | 100% (132) | 100% (93) | 100% (99) | 100% (6) | 100% (583) |
| 7. A woman who has sex before she marries does not deserve respect. | | | | | | | |
| Agree | 20.28% (87) | 16.80% (42) | 33.83% (45) | 25.81% (24) | 25.77% (25) | 0 | 23.49% (136) |
| Partially agree | 17.48% (75) | 13.60% (34) | 17.29% (23) | 23.66% (22) | 14.43% (14) | 16.67% (1) | 16.23% (94) |
| Do not agree | 62.24% (267) | 69.60% (174) | 48.87% (65) | 50.54% (47) | 59.79% (58) | 83.33% (5) | 60.28% (349) |
| Total | 100% (429) | 100% (250) | 100% (133) | 100% (93) | 100% (97) | 100% (6) | 100% (579) |

Table 1(r). Bivariate analysis of gender norms by CSEC behaviour in baseline, endline and combined sample

| | CSEC | Non-CSEC | t-test | P-value |
|-----------------------------|------|----------|--------|---------|
| Baseline | 6.12 | 4.88 | 2.938 | 0.004 |
| Endline | 6.05 | 5.86 | 0.291 | 0.772 |
| Baseline & Endline combined | 6.09 | 5.47 | 1.687 | 0.092 |

Table 1(s). Mann-Whitney-Wilcoxon Tests for differences in sample means

| | P-value |
|---|-----------|
| Age | 6.05E-06 |
| Income | 6.07E-05 |
| Education | 2.2E-16 |
| CAGE | 0.9162 |
| GEM scale | 0.0103 |
| Fantasy | 1.713E-09 |
| Perception | 2.2E-16 |
| Girls I like to spend time with in AES | 1.53E-12 |
| Men in AES venues | 6.19E-10 |
| Men with young girls in AES | 0.1949 |
| Men with young girls in AES viewed negatively | 1 |
| Purchasing sex _girl | 8.34E-07 |
| Purchasing sex _teenage girl | 4.84E-06 |
| Within Endline differences | |
| Venue vs street | |
| Age | 0.6420 |
| Income | 0.0049 |
| GEM scale | 0.0032 |
| Fantasy | 0.0054 |
| Thamel vs Gongabu | |
| Age | 0.1424 |
| Income | 0.3186 |
| Education | 0.1424 |
| Fantasy | 0.04335 |
| GEM scale | 0.0859 |

Part 2. Outcomes targeted by the campaign

Norms about female workers

Table 2(a): Negative binomial regression models predicting customers preference of young/innocent/very young and/or simple female workers in the AES

| Variable | OR | SE | P-value |
|-------------------------------------|-------------|------|---------|
| Age | 0.99 | 0 | 0** |
| Income | 0.98 | 0.01 | 0.14 |
| Education | 1 | 0.02 | 0.87 |
| GEM scale | 1.01 | 0.01 | 0.01* |
| Group A: Natural exposure | 1.57 | 0.05 | 0*** |
| Group B: No exposure control | 1.77 | 0.06 | 0*** |
| Group C: Campaign video | 1.57 | 0.08 | 0*** |
| Group D: No exposure- control video | 1.7 | 0.07 | 0*** |
| Group E: Exposure + video | 1.81 | 0.22 | 0** |
| Alcohol | 0.99 | 0.01 | 0.22 |
| Model fits: | AIC: 3022.1 | | |

***p < .001, **p < .01, *p < .05.

Table 2(b): Negative binomial regression models showing the effects of the combined endline experimental groups on the characteristics of female workers that men like to spend time within the AES

| Variable | OR | SE | P-Value |
|------------|------|------|---------|
| Age | 0.08 | 0.8 | 0** |
| Age square | 0.52 | 0.78 | 0.4 |

| | | | |
|--------------------|-----------|------|-------|
| Income | 0.98 | 0.01 | 0.11 |
| Education | 1 | 0.02 | 0.87 |
| GEM scale | 1.01 | 0.01 | 0.01* |
| Group: Exposure | 1.57 | 0.05 | 0.2 |
| Group: No Exposure | 1.74 | 0.05 | 0*** |
| Alcohol | 0.99 | 0.01 | 0*** |
| Model fit: | AIC: 3018 | | |

***p < .001, **p < .01, *p < .05.

Table 2(c). Norms about female workers by groups: % (N)

| What are the main characteristics of the women you find attractive? (N=580) | Baseline | Endline | | | | | |
|---|-----------------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers (N=416) | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | All Customers |
| Tall | 12.26% (51) | 27.38% (69) | 20.90% (28) | 16.30% (15) | 22.92% (22) | 50.00% (3) | 23.62% (137) |
| Small | 3.85% (16) | 10.32% (26) | 14.93% (20) | 5.43% (5) | 9.38% (9) | 0 | 10.34% (60) |
| Fair-skinned | 14.18% (59) | 32.14% (81) | 27.61% (37) | 19.57% (18) | 22.92% (22) | 16.67% (1) | 27.41% (159) |
| Dark-skinned | 1.68% (7) | 8.33% (21) | 5.97% (8) | 2.17% (2) | 9.38% (9) | 16.67% (1) | 7.07% (41) |
| Youthful | 7.69% (32) | 28.17% (71) | 24.63% (33) | 23.91% (22) | 27.08% (26) | 0 | 26.21% (152) |
| Mature | 30.05% (125) | 37.30% (94) | 33.58% (45) | 36.96% (34) | 38.54% (37) | 50.00% (3) | 36.72% (213) |
| Intelligent | 31.01% (129) | 53.57% (135) | 38.81% (52) | 53.26% (49) | 47.92% (46) | 50.00% (3) | 49.14% (285) |
| Simple | 48.80% (203) | 40.87% (103) | 46.27% (62) | 57.61% (53) | 41.67% (40) | 66.67% (4) | 45.17% (262) |
| Flirtatious | 7.45% (31) | 28.57% (72) | 21.64% (29) | 14.13% (13) | 21.88% (21) | 50.00% (3) | 23.79% (138) |
| Innocence | 21.39% (89) | 26.19% (66) | 23.88% (32) | 16.30% (15) | 12.50% (12) | 0 | 21.55% (125) |
| Very young | 0.48% (2) | 1.59% (4) | 2.24% (3) | 0 | 2.08% (2) | 0 | 1.55% (9) |
| Others (specify) | 3.85% (16) | 5.16% (13) | 0.75% (1) | 4.35% (4) | 1.04% (1) | 0 | 3.28% (19) |

Table 2(d). Norms about female workers by groups: % (N)

| | Baseline | Endline | | | | | |
|--|-----------------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers (N=410) | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | Total (N=576) |
| Most of the women who work at the AES venues I go to are: | | | | | | | |
| Attractive | 32.17% (129) | 48.61% (122) | 48.87% (65) | 45.56% (41) | 38.54% (37) | 50.00% (3) | 46.53% (268) |
| Intelligent | 9.73% (39) | 28.29% (71) | 29.32% (39) | 30.00% (27) | 27.08% (26) | 0 | 28.30% (163) |
| From poor backgrounds | 50.12% (201) | 53.78% (135) | 43.61% (58) | 45.56% (41) | 44.79% (43) | 33.33% (2) | 48.44% (279) |
| Youthful | 26.18% (105) | 52.59% (132) | 38.35% (51) | 28.89% (26) | 30.21% (29) | 50.00% (3) | 41.84% (241) |
| Mature | 10.97% (44) | 25.90% (65) | 23.31% (31) | 26.67% (24) | 17.71% (17) | 50.00% (3) | 24.31% (140) |
| Unintelligent | 5.24% (21) | 20.32% (51) | 14.29% (19) | 17.78% (16) | 8.33% (8) | 50.00% (3) | 16.84% (97) |
| Unattractive | 1.25% (5) | 5.58% (14) | 5.26% (7) | 7.78% (7) | 4.17% (4) | 0 | 5.56% (32) |
| From well off backgrounds | 2.24% (9) | 6.37% (16) | 10.53% (14) | 6.67% (6) | 4.17% (4) | 0 | 6.94% (40) |
| Innocent | 16.21% (65) | 30.28% (76) | 30.08% (40) | 28.89% (26) | 22.92% (22) | 33.33% (2) | 28.82% (166) |
| Very young | 31.67% (127) | 29.88% (75) | 19.55% (26) | 14.44% (13) | 17.71% (17) | 0 | 22.74% (131) |
| Other (specify) | 4.74% (19) | 2.39% (6) | 0.75% (1) | 3.33% (3) | 4.17% (4) | 0 | 2.43% (14) |

Table 2(e). Norms about female workers by groups: % (N)

| | Baseline | Endline | | | | | Total (N=503) |
|---|-----------------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers (N=386) | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | |
| <i>The girls I like to spend time with in AES venues are:</i> | | | | | | | |
| Tall | 9.84% (38) | 26.67% (60) | 14.53% (17) | 14.67% (11) | 18.75% (15) | 33.33% (2) | 20.87% (105) |
| Small | 3.11% (12) | 12.00% (27) | 7.69% (9) | 8.00% (6) | 3.75% (3) | 0 | 8.95% (45) |
| Fair-skinned | 14.25% (55) | 27.11% (61) | 15.38% (18) | 9.33% (7) | 17.50% (14) | 0 | 19.88% (100) |
| Dark-skinned | 1.04% (4) | 7.56% (17) | 6.84% (8) | 4.00% (3) | 3.75% (3) | 0 | 6.16% (31) |
| Youthful | 10.10% (39) | 25.78% (58) | 22.22% (26) | 21.33% (16) | 23.75% (19) | 16.67% (1) | 23.86% (120) |
| Mature | 29.02% (112) | 33.78% (76) | 29.91% (35) | 38.67% (29) | 25.00% (20) | 33.33% (2) | 32.21% (162) |
| Intelligent | 23.58% (91) | 45.78% (103) | 34.19% (40) | 52.00% (39) | 36.25% (29) | 33.33% (2) | 42.35% (213) |
| Very young | 2.07% (8) | 6.67% (15) | 3.42% (4) | 2.67% (2) | 1.25% (1) | 0 | 4.37% (22) |
| Flirtatious | 27.46% (106) | 31.11% (70) | 22.22% (26) | 26.67% (20) | 22.50% (18) | 50.00% (3) | 27.24% (137) |
| Other (specify) | 13.99% (54) | 1.33% (3) | 1.71% (2) | 1.33% (1) | 2.50% (2) | 0 | 1.59% (8) |

Norms about male customers

Table 2(f): Negative binomial regression predicting perception of men with young girls in AES

| Variable | OR | SE | P-Value |
|--------------------------------------|-------------|------|---------|
| Income | 1.02 | 0.01 | 0.05 |
| Education | 0.97 | 0.02 | 0.09 |
| GEM scale | 0.99 | 0 | 0.02* |
| Group A: Natural exposure | 0.99 | 0.04 | 0.81 |
| Group B: No exposure -control | 1.01 | 0.05 | 0.86 |
| Group C: No exposure -campaign video | 1.01 | 0.06 | 0.9 |
| Group D: No exposure -control video | 0.98 | 0.06 | 0.74 |
| Group E: Exposure + campaign video | 1.08 | 0.19 | 0.7 |
| Alcohol | 1 | 0 | 0.96 |
| Age | 0.34 | 0.57 | 0.06 |
| Age square | 2.93 | 0.53 | 0.04* |
| Model fit: | AIC: 3782.9 | | |

***p < .001, **p < .01, *p < .05.

Table 2(g): Negative binomial regression showing the combined endline experimental groups and the effects on perception of men with young girls in AES

| Variable | OR | SE | P-Value |
|--------------------------|-------------|------|---------|
| Age | 0.34 | 0.57 | 0.06 |
| Age square | 2.91 | 0.53 | 0.04* |
| Income | 1.02 | 0.01 | 0.05 |
| Education | 0.97 | 0.02 | 0.09 |
| GEM scale | 0.99 | 0 | 0.02* |
| Group: Natural exposure | 0.99 | 0.04 | 0.81 |
| Group: Campaign exposure | 1.01 | 0.06 | 0.83 |
| Group: No exposure | 1.00 | 0.04 | 0.95 |
| Alcohol | 1.00 | 0 | 0.96 |
| Model fits: | AIC: 3779.2 | | |

***p < .001, **p < .01, *p < .05.

Table 2(h). Norms about male customers by group: N (%)

| | Baseline | Endline | | | | | |
|---|-----------------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers (N=418) | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | Total (N=571) |
| <i>Men who frequent these venues are:</i> | | | | | | | |
| Young | 48.09% (201) | 63.89% (161) | 75.94% (101) | 70.79% (63) | 60.44% (55) | 50.00% (3) | 67.08% (383) |
| Wealthy | 76.79% (321) | 67.86% (171) | 67.67% (90) | 60.67% (54) | 60.44% (55) | 83.33% (5) | 65.67% (375) |
| Fun-loving | 25.84% (108) | 38.89% (98) | 45.86% (61) | 32.58% (29) | 35.16% (32) | 0 | 38.53% (220) |
| Hard-working | 4.55% (19) | 16.67% (42) | 15.79% (21) | 10.11% (9) | 18.68% (17) | 0 | 15.59% (89) |
| Cool | 34.93% (146) | 11.90% (30) | 6.77% (9) | 6.74% (6) | 5.49% (5) | 0 | 8.76% (50) |
| Macho/masculine | 4.31% (18) | 26.19% (66) | 22.56% (30) | 13.48% (12) | 18.68% (17) | 33.33% (2) | 22.24% (127) |
| Charming | 4.55% (19) | 33.73% (85) | 27.82% (37) | 24.72% (22) | 23.08% (21) | 16.67% (1) | 29.07% (166) |
| Old | 21.77% (91) | 45.24% (114) | 32.33% (43) | 35.96% (32) | 38.46% (35) | 50.00% (3) | 39.75% (227) |
| Poor | 2.39% (10) | 13.89% (35) | 15.04% (20) | 13.48% (12) | 14.29% (13) | 0 | 14.01% (80) |
| Educated | 9.09% (38) | 36.11% (91) | 24.06% (32) | 21.35% (19) | 20.88% (19) | 66.67% (4) | 28.90% (165) |
| Sleazy | 12.44% (52) | 21.43% (54) | 19.55% (26) | 24.72% (22) | 17.58% (16) | 16.67% (1) | 20.84% (119) |
| Uneducated | 6.22% (26) | 23.41% (59) | 23.31% (31) | 30.34% (27) | 31.34% (29) | 16.67% (1) | 25.74% (147) |
| Abusive | 5.98% (25) | 7.54% (19) | 12.03% (16) | 16.85% (15) | 9.89% (9) | 0 | 10.33% (59) |
| Respectful | 3.35% (14) | 5.16% (13) | 11.28% (15) | 13.48% (12) | 0 | 0 | 7.01% (40) |
| Specify(Other) | 2.63% (11) | 0.79% (2) | 0.75% (1) | 0 | 2.20% (2) | 0 | 0.88% (5) |

Table 2(i). Norms about male all customers by group: % (N)

| | Baseline | Endline | | | | | |
|---|-----------------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers (N=418) | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | Total (N=531) |
| <i>Men who spend time with the younger girls in these venues are often:</i> | | | | | | | |
| Young | 30.24% (124) | 47.13% (115) | 48.36% (59) | 50.00% (39) | 40.74% (33) | 0 | 46.33% (246) |
| Wealthy | 58.29% (239) | 55.74% (136) | 47.54% (58) | 55.13% (43) | 54.32% (44) | 100% (6) | 54.05% (287) |
| Fun-loving | 18.05% (74) | 24.18% (59) | 27.05% (33) | 23.08% (18) | 20.99% (17) | 0 | 23.92% (127) |
| Hard-working | 2.20% (9) | 9.84% (24) | 8.20% (10) | 7.69% (6) | 8.64% (7) | 0 | 8.85% (47) |
| Cool | 1.71% (7) | 5.74% (14) | 3.28% (4) | 2.56% (2) | 6.17% (5) | 0 | 4.71% (25) |
| Macho/masculine | 2.93% (12) | 16.39% (40) | 6.56% (8) | 12.82% (10) | 9.88% (8) | 0 | 12.43% (66) |
| Charming | 9.76% (40) | 21.31% (52) | 19.67% (24) | 15.38% (12) | 12.35% (10) | 0 | 18.46% (98) |
| Old | 19.02% (78) | 31.97% (78) | 22.95% (28) | 21.79% (17) | 23.46% (19) | 16.67% (1) | 26.93% (143) |
| Poor | 0 | 12.70% (31) | 10.66% (13) | 10.26% (8) | 7.41% (6) | 16.67% (1) | 11.11% (59) |
| Educated | 7.56% (31) | 25.82% (63) | 22.13% (27) | 20.51% (16) | 16.05% (13) | 0 | 22.41% (119) |
| Sleazy | 26.83% (110) | 26.64% (65) | 25.41% (31) | 25.64% (20) | 27.16% (22) | 16.67% (1) | 26.18% (139) |
| Uneducated | 8.05% (33) | 22.95% (56) | 24.59% (30) | 24.36% (19) | 25.93% (21) | 0 | 23.73% (126) |

| | | | | | | | |
|------------------------|---------------|---------------|---------------|----------------|----------------|---|----------------|
| Abusive | 7.32% (30) | 9.84% (24) | 9.84% (12) | 17.95% (14) | 14.81% (12) | 0 | 11.68% (62) |
| Respectful | 1.95% (8) | 3.69% (9) | 5.74% (7) | 8.97% (7) | 0 | 0 | 4.33% (23) |
| Specify (Other) | 2.20% (9) | 1.64% (4) | 4.10% (5) | 3.85% (3) | 1.23% (1) | 0 | 2.45% (13) |

Health knowledge (HIV)

Table 2(j). HIV knowledge by groups: % (N)

| | | No | Yes | Total |
|---|-------------------------------------|-----------------|-----------------|---------------|
| 1. Have you ever head of an illness called HIV/AIDS? | | | | |
| Baseline | All Customers | 6.96% (30) | 93.04% (401) | 100% (431) |
| Endline | All Customers | 3.41% (20) | 96.59% (567) | 100% (587) |
| | CSEC - combined | 0 | 100% (43) | 100% (43) |
| | CSEC – self | 0 | 100% (21) | 100% (21) |
| | CSEC - prefer not to say/don't know | 0 | 100% (48) | 100% (48) |
| 2. Can people reduce their chance of getting the AIDS virus by using a condom? | | | | |
| Baseline | All Customers | 6.48% (26) | 93.52% (375) | 100% (401) |
| Endline | All Customers | 18.07% (105) | 81.93% (476) | 100% (581) |
| | CSEC - combined | 23.26% (10) | 76.74% (33) | 100% (43) |
| | CSEC – self | 9.52% (2) | 90.48% (19) | 100% (21) |
| | CSEC - prefer not to say/don't know | 10.42% (5) | 89.58% (43) | 100% (48) |
| 3. Is it possible for a healthy-looking person to have the AIDS virus? | | | | |
| Baseline | All Customers | 7.0% (28) | 93.00% (372) | 100% (400) |
| Endline | All Customers | 16.15% (94) | 83.85% (488) | 100% (582) |
| | CSEC - combined | 18.6% (8) | 81.40% (35) | 100% (43) |
| | CSEC – self | 14.29% (3) | 85.71% (18) | 100% (21) |
| | CSEC - prefer not to say/don't know | 10.42% (5) | 89.58% (43) | 100% (48) |

Perception of the venues

Table 2(k). Perception of the venues by groups: % (N)

| | Baseline | Endline | | | | | |
|--|-----------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|-----------------|
| | All Customers | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | All Customers |
| F1. Anyone under the age of 18 can legally consent to have sex with an adult. | | | | | | | |
| Strongly agree | 11.63% (50) | 1.18% (3) | 3.73% (5) | 1.08% (1) | 2.00% (2) | 0 | 1.87% (11) |
| Agree | 38.84% (167) | 17.32% (44) | 22.39% (30) | 20.43% (19) | 23.00% (23) | 16.67% (1) | 19.93% (117) |
| Unsure | 13.49% (58) | 9.06% (23) | 14.18% (19) | 10.75% (10) | 18.00% (18) | 0 | 11.93% (70) |
| Disagree | 26.74% (115) | 59.06% (150) | 50.75% (68) | 54.84% (51) | 49.00% (49) | 83.33% (5) | 55.03% (323) |
| Strongly disagree | 9.30% (40) | 13.39% (34) | 8.96% (12) | 12.90% (12) | 8.00% (8) | 0 | 11.24% (66) |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

| | (430) | (254) | (134) | (93) | (100) | (6) | (587) |
|---|-----------------|-----------------|----------------|----------------|----------------|---------------|-----------------|
| F2. Girls working in AES venues can choose to refuse a client. | | | | | | | |
| Strongly agree | 21.91% (94) | 15.75% (40) | 17.91% (24) | 9.68% (9) | 14.14% (14) | 0 | 14.85% (87) |
| Agree | 60.14% (258) | 64.57% (164) | 57.46% (77) | 63.44% (59) | 57.58% (57) | 66.67% (4) | 61.60% (361) |
| Unsure | 10.72% (46) | 11.02% (28) | 12.69% (17) | 17.20% (16) | 15.15% (15) | 16.67% (1) | 13.14% (77) |
| Disagree | 6.53% (28) | 7.09% (18) | 9.70% (13) | 7.53% (7) | 11.11% (11) | 16.67% (1) | 8.53% (50) |
| Strongly disagree | 0.70% (3) | 1.57% (4) | 2.24% (3) | 2.15% (2) | 2.02% (2) | 0 | 1.88% (11) |
| Total | 100% (429) | 100% (254) | 100% (134) | 100% (93) | 100% (99) | 100% (6) | 100% (586) |
| F3. Girls working in AES venues are allowed to do whatever they want during their non-working hours. | | | | | | | |
| Strongly agree | 23.72% (102) | 15.75% (40) | 17.91% (24) | 9.68% (9) | 14.14% (14) | 0 | 14.85% (87) |
| Agree | 63.49% (273) | 64.57% (164) | 57.46% (77) | 63.44% (59) | 57.58% (57) | 66.67% (4) | 61.60% (361) |
| Unsure | 7.91% (34) | 11.02% (28) | 12.69% (17) | 17.20% (16) | 15.15% (15) | 16.67% (1) | 13.14% (77) |
| Disagree | 4.42% (19) | 7.09% (18) | 9.70% (13) | 7.53% (7) | 11.11% (11) | 16.67% (1) | 8.53% (50) |
| Strongly disagree | 0.47% 2 | 1.57% (4) | 2.24% (3) | 2.15% (2) | 2.02% (2) | 0 | 1.88% (11) |
| Total | 100% (430) | 100% (254) | 100% (134) | 100% (93) | 100% (99) | 100% (6) | 100% (586) |
| F4. Girls under the age of 14 should be in school instead of working. | | | | | | | |
| Strongly agree | 51.28% (222) | 15.75% (40) | 17.91% (24) | 9.68% (9) | 14.14% (14) | 0 | 14.85% (87) |
| Agree | 48.49% (209) | 64.57% (164) | 57.46% (77) | 63.44% (59) | 57.58% (57) | 66.67% (4) | 61.60% (361) |
| Unsure | 0.23% (1) | 11.02% (28) | 12.69% (17) | 17.20% (16) | 15.15% (15) | 16.67% (1) | 13.14% (77) |
| Disagree | | 7.09% (18) | 9.70% (13) | 7.53% (7) | 11.11% (11) | 16.67% (1) | 8.53% (50) |
| Strongly disagree | | 1.57% (4) | 2.24% (3) | 2.15% (2) | 2.02% (2) | 0 | 1.88% (11) |
| Total | 100% (431) | 100% (254) | 100% (134) | 100% (93) | 100% (99) | 100% (6) | 100% (586) |
| F5. I wouldn't mind if my sister (or cousin) worked in one of these venues. | | | | | | | |
| Strongly agree | 6.54% (28) | 2.77% (7) | 6.06% (8) | 4.35% (4) | 5.00% (5) | 0 | 4.12% (24) |
| Agree | 19.39% (83) | 27.27% (69) | 28.03% (37) | 20.65% (19) | 29.00% (29) | 16.67% (1) | 26.59% (155) |
| Unsure | 6.78% (29) | 11.86% (30) | 6.82% (9) | 9.78% (9) | 7.00% (7) | 16.67% (1) | 9.61% (56) |
| Disagree | 46.03% (197) | 43.87% (111) | 43.94% (58) | 48.91% (45) | 40.00% (40) | 66.67% (4) | 44.25% (258) |
| Strongly disagree | 21.26% 91 | 14.23% (36) | 15.15% (20) | 16.30% (15) | 19.00% (19) | 0 | 15.44% (90) |
| Total | 100% (428) | 100% (253) | 100% (132) | 100% (92) | 100% (100) | 100% (6) | 100% (583) |
| F6. It is the managers' responsibility to make sure girls are legally working at AES venues. | | | | | | | |
| Strongly agree | 27.27% (117) | 15.35% (39) | 15.79% (21) | 11.83% (11) | 18.00% (18) | 0 | 15.19% (89) |
| Agree | 56.88% (244) | 67.32% (171) | 57.89% (77) | 60.22% (56) | 49.00% (49) | 100% (6) | 61.26% (359) |
| Unsure | 6.99% (30) | 9.84% (25) | 13.53% (18) | 13.98% (13) | 17.00% (17) | 0 | 12.46% (73) |
| Disagree | 6.76% (29) | 5.51% (14) | 10.53% (14) | 11.83% (11) | 14.00% (14) | 0 | 9.04% (53) |
| Strongly disagree | 2.10% (9) | 1.97% (5) | 2.26% (3) | 2.15% (2) | 2.00% (2) | 0 | 2.05% (12) |
| Total | 100% (429) | 100% (254) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (586) |

| F7. Having a young teenage girl on the arm helps a man to gain respect from his friends. | | | | | | | |
|---|-----------------|-----------------|----------------|----------------|----------------|---------------|-----------------|
| Strongly agree | 3.34% (14) | 1.20% (3) | 1.52% (2) | 2.15% (2) | 1.00% (1) | 0 | 1.37% (8) |
| Agree | 14.08% (59) | 29.08% (73) | 36.36% (48) | 16.13% (15) | 24.00% (24) | 50.00% (3) | 28.01% (163) |
| Unsure | 5.97% (25) | 19.12% (48) | 18.18% (24) | 30.11% (28) | 29.00% (29) | 16.67% (1) | 22.34% (130) |
| Disagree | 60.14% (252) | 38.65% (97) | 37.88% (50) | 40.86% (38) | 39.00% (39) | 33.33% (2) | 38.83% (226) |
| Strongly disagree | 16.47% (69) | 11.95% (30) | 6.06% (8) | 10.75% (10) | 7.00% (7) | 0 | 9.45% (55) |
| Total | 100% (419) | 100% (251) | 100% (132) | 100% (93) | 100% (100) | 100% (6) | 100% (582) |
| F8. Men who go to AES venues would probably stop if their wife or relatives found out. | | | | | | | |
| Strongly agree | 13.11% (56) | 2.79% (7) | 5.26% (7) | 2.15% (2) | 7.00% (7) | 0 | 3.95% (23) |
| Agree | 52.69% (225) | 34.66% (87) | 31.58% (42) | 33.33% (31) | 27.00% (27) | 66.67% (4) | 32.76% (191) |
| Unsure | 17.56% (75) | 21.91% (55) | 24.06% (32) | 29.03% (27) | 40.00% (40) | 33.33% (2) | 26.76% (156) |
| Disagree | 13.58% (58) | 35.46% (89) | 35.34% (47) | 32.26% (30) | 22.00% (22) | 0 | 32.25% (188) |
| Strongly disagree | 3.04% (13) | 5.18% (13) | 3.76% (5) | 3.23% (3) | 4.00% (4) | 0 | 4.29% (25) |
| Total | 100% (427) | 100% (251) | 100% (133) | 100% (93) | 100% (100) | 100% (6) | 100% (583) |
| F9. If a girl looks young in the AES venues, most men would ask about her age. | | | | | | | |
| Strongly agree | 16.04% (68) | 3.17% (8) | 6.06% (8) | 3.26% (3) | 6.00% (6) | 0 | 4.30% (25) |
| Agree | 56.60% (240) | 46.43% (117) | 32.58% (43) | 31.52% (29) | 32.00% (32) | 33.33% (2) | 38.32% (223) |
| Unsure | 19.10% (81) | 25.00% (63) | 33.33% (44) | 35.87% (33) | 41.00% (41) | 66.67% (4) | 31.79% (185) |
| Disagree | 6.84% (29) | 21.43% (54) | 23.48% (31) | 26.09% (24) | 19.00% (19) | 0 | 21.99% (128) |
| Strongly disagree | 1.42% (6) | 3.97% (10) | 4.55% (6) | 3.26% (3) | 2.00% (2) | 0 | 3.61% (21) |
| Total | 100% (424) | 100% (252) | 100% (132) | 100% (92) | 100% (100) | 100% (6) | 100% (582) |
| F10. There is less health risk to have a sexual relationship with young teenage girls. | | | | | | | |
| Strongly agree | 4.32% (18) | 1.19% (3) | 0.76% (1) | 1.09% (1) | 0 | 0 | 0.86% (5) |
| Agree | 16.79% (70) | 15.42% (39) | 16.67% (22) | 16.30% (15) | 21.00% (21) | 0 | 16.64% (97) |
| Unsure | 24.46% (102) | 23.32% (59) | 21.21% (28) | 26.09% (24) | 37.00% (37) | 50.00% (3) | 25.90% (151) |
| Disagree | 45.56% (190) | 48.62% (123) | 50.00% (66) | 48.91% (45) | 32.00% (32) | 50.00% (3) | 46.14% (269) |
| Strongly disagree | 8.87% (37) | 11.46% (29) | 11.36% (15) | 7.61% (7) | 10.00% (10) | 0 | 10.46% (61) |
| Total | 100% (417) | 100% (253) | 100% (132) | 100% (92) | 100% (100) | 100% (6) | 100% (583) |

Table 2(I): Negative binomial regression predicting perception of the venues

| Variable | OR | SE | P-value |
|-------------------------------------|------|------|---------|
| Age | 1 | 0 | 0.46 |
| Income | 1.01 | 0.01 | 0.17 |
| Education | 1 | 0.01 | 0.7 |
| Fantasy | 1 | 0 | 0.25 |
| GEM scale | 1 | 0 | 0.49 |
| Group A: Natural exposure | 0.91 | 0.03 | 0*** |
| Group B: No exposure-control | 0.93 | 0.03 | 0.03* |
| Group C: No exposure-campaign video | 0.89 | 0.04 | 0** |
| Group D: No exposure-control video | 0.9 | 0.04 | 0** |
| Group E: Exposure + campaign video | 0.88 | 0.13 | 0.33 |
| Hotspot | 0.97 | 0.02 | 0.21 |
| Location | 1.04 | 0.02 | 0.06 |

Model fits:

AIC: 4204

***p < .001, **p < .01, *p < .05.

Table 2(m): Negative binomial regression showing the endline experimental groups and the effects on perception of the venues

| Variable | OR | SE | P-Value |
|--------------------------|-----------|------|---------|
| Age | 0.61 | 0.36 | 0.17 |
| Age square | 1 | 0.32 | 1 |
| Income | 1.01 | 0.01 | 0.32 |
| Education | 1 | 0 | 0.75 |
| GEMs | 1 | 0 | 0.41 |
| Group: Natural exposure | 0.90 | 0.03 | 0*** |
| Group: Campaign exposure | 0.88 | 0.04 | 0*** |
| Group: No exposure | 0.91 | 0.03 | 0*** |
| Alcohol | 2.72 | 0 | 0.11 |
| Model fits: | AIC: 4469 | | |

***p < .001, **p < .01, *p < .05.

Fantasy and enhancement of power

Table 2(n). Fantasy and enhancement of power by groups: % (N)

| | Baseline | Endline | | | | | All Customers |
|--|---------------|-------------------|-------------------------------------|--------------------------------------|-------------------------------------|-------------------------------|---------------|
| | All Customers | Group A, exposure | Group B, no exposure, control group | Group C, no exposure, video campaign | Group D, no exposure, control video | Group E, exposure, CSEC video | |
| 1. It is noble to help an innocent young teenage girl. | | | | | | | |
| Very True | 48.24% (205) | 19.84% (50) | 25.56% (34) | 25.81% (24) | 26.26% (26) | 33.33% (2) | 23.33% (136) |
| True | 45.65% (194) | 76.98% (194) | 69.17% (92) | 67.74% (63) | 68.69% (68) | 66.67% (4) | 72.21% (421) |
| Somewhat True | 5.18% (22) | 0.40% (1) | 1.50% (2) | 2.15% (2) | 2.02% (2) | 0 | 1.20% (7) |
| Not True | 0.71% (3) | 2.78% (7) | 3.76% (5) | 3.23% (3) | 3.03% (3) | 0 | 3.09% (18) |
| Definitely not True | 0.24% (1) | 0 | 0 | 1.08% (1) | 0 | 0 | 0.17% (1) |
| Total | 100% (425) | 100% (252) | 100% (133) | 100% (93) | 100% (99) | 100% (6) | 100% (583) |
| 2. It is easier for me to fall in love with a young teenage girl. | | | | | | | |
| Very True | 2.15% (9) | 0.80% (2) | 3.05% (4) | 2.15% (2) | 1.00% (1) | 0 | 1.55% (9) |
| True | 16.47% (69) | 21.91% (55) | 21.37% (28) | 18.28% (17) | 23.00% (23) | 0 | 21.17% (123) |
| Somewhat True | 18.14% (76) | 18.73% (47) | 19.85% (26) | 16.13% (15) | 10.00% (10) | 33.33% (2) | 17.21% (100) |
| Not True | 50.12% (210) | 45.02% (113) | 42.75% (56) | 49.46% (46) | 45.00% (45) | 66.67% (4) | 45.44% (264) |
| Definitely not True | 13.13% (55) | 13.55% (34) | 12.98% (17) | 13.98% (13) | 21.00% (21) | 0 | 14.63% (85) |
| Total | 100% (419) | 100% (251) | 100% (131) | 100% (93) | 100% (100) | 100% (6) | 100% (581) |
| 3. It is easier for a young teenage girl to fall in love with me. | | | | | | | |
| Very True | 1.43% (6) | 2.39% (6) | 3.01% (4) | 1.09% (1) | 1.01% (1) | 0 | 2.07% (12) |
| True | 8.59% (36) | 15.14% (38) | 17.29% (23) | 8.70% (8) | 14.14% (14) | 0 | 14.29% (83) |
| Somewhat True | 22.67% (95) | 21.12% (53) | 17.29% (23) | 13.04% (12) | 17.17% (17) | 33.33% (2) | 18.42% (107) |
| Not True | 50.84% (213) | 47.01% (118) | 52.63% (70) | 53.26% (49) | 48.48% (48) | 66.67% (4) | 49.74% (289) |
| Definitely not True | 16.47% (69) | 14.34% (36) | 9.77% (13) | 23.91% (22) | 19.19% (19) | 0 | 15.49% (90) |
| Total | 100% (419) | 100% (251) | 100% (133) | 100% (92) | 100% (99) | 100% (6) | 100% (581) |
| 4. A young teenage girl is more likely to appreciate me. | | | | | | | |
| Very True | 1.19% (5) | 2.80% (7) | 0.76% (1) | 1.10% (1) | 0 | 0 | 1.56% (9) |
| True | 12.38% | 13.60% | 18.18% | 7.69% | 12.12% | 0 | 13.32% |

| | | | | | | | |
|---|-----------------|-----------------|----------------|----------------|----------------|---------------|-----------------|
| | (52) | (34) | (24) | (7) | (12) | (77) | |
| Somewhat True | 25.24% (106) | 19.60% (49) | 18.18% (24) | 12.09% (11) | 13.13% (13) | 33.33% (2) | 17.13% (99) |
| Not True | 47.62% (200) | 50.40% (126) | 53.03% (70) | 53.85% (49) | 52.53% (52) | 66.67% (4) | 52.08% (301) |
| Definitely not True | 13.57% (57) | 13.60% (34) | 9.85% (13) | 25.27% (23) | 22.22% (22) | 0 | 15.92% (92) |
| Total | 100% (420) | 100% (250) | 100% (132) | 100% (91) | 100% (99) | 100% (6) | 100% (578) |
| 5. I don't feel anxious with a young teenage girl. | | | | | | | |
| Very True | 1.18% (5) | 0.40% (1) | 1.53% (2) | 1.08% (1) | 0 | 0 | 0.69% (4) |
| True | 6.13% (26) | 7.60% (19) | 15.27% (20) | 7.53% (7) | 10.10% (10) | 0 | 9.67% (56) |
| Somewhat True | 8.73% (37) | 6.80% (17) | 11.45% (15) | 10.75% (10) | 7.07% (7) | 33.33% (2) | 8.81% (51) |
| Not True | 64.86% (275) | 62.40% (156) | 57.25% (75) | 54.84% (51) | 56.57% (56) | 66.67% (4) | 59.07% (342) |
| Definitely not True | 19.10% (81) | 22.80% (57) | 14.50% (19) | 25.81% (24) | 26.26% (26) | 0 | 21.76% (126) |
| Total | 100% (424) | 100% (250) | 100% (131) | 100% (93) | 100% (99) | 100% (6) | 100% (579) |
| 6. A young teenage girl is more likely to do what I want. | | | | | | | |
| Very True | 0.47% (2) | 1.63% (4) | 0.76% (1) | 1.08% (1) | 0 | 0 | 1.05% (6) |
| True | 2.36% (10) | 4.90% (12) | 9.16% (12) | 1.08% (1) | 2.02% (2) | 0 | 4.70% (27) |
| Somewhat True | 8.98% (38) | 4.90% (12) | 10.69% (14) | 8.60% (8) | 6.06% (6) | 16.67% (1) | 7.14% (41) |
| Not True | 64.54% (273) | 62.45% (153) | 60.31% (79) | 59.14% (55) | 62.63% (62) | 83.33% (5) | 61.67% (354) |
| Definitely not True | 23.64% (100) | 26.12% (64) | 19.08% (25) | 30.11% (28) | 29.29% (29) | 0 | 25.44% (146) |
| Total | 100% (423) | 100% (245) | 100% (131) | 100% (93) | 100% (99) | 100% (6) | 100% (574) |
| 7. A young teenage girl's love is deeper than an adult woman. | | | | | | | |
| Very True | 2.38% (10) | 1.21% (3) | 2.29% (3) | 1.09% (1) | 0 | 0 | 1.22% (7) |
| True | 16.43% (69) | 17.34% (43) | 20.61% (27) | 8.70% (8) | 9.28% (9) | 16.67% (1) | 15.33% (88) |
| Somewhat True | 17.62% (74) | 10.89% (27) | 9.92% (13) | 15.22% (14) | 17.53% (17) | 0 | 12.37% (71) |
| Not True | 45.00% (189) | 51.61% (128) | 52.67% (69) | 48.91% (45) | 48.45% (47) | 83.33% (5) | 51.22% (294) |
| Definitely not True | 18.57% (78) | 18.95% (47) | 14.50% (19) | 26.09% (24) | 24.74% (24) | 0 | 19.86% (114) |
| Total | 100% (420) | 100% (248) | 100% (131) | 100% (92) | 100% (97) | 100% (6) | 100% (574) |
| 8. I feel closer to my ideal self when I am with a young teenage girl. | | | | | | | |
| Very True | 1.66% (7) | 0 | 0.77% (1) | 0 | 0 | 0 | 0.18% (1) |
| True | 11.16% (47) | 7.79% (19) | 13.08% (17) | 7.78% (7) | 2.06% (2) | 0 | 7.94% (45) |
| Somewhat True | 14.01% (59) | 10.25% (25) | 14.62% (19) | 7.78% (7) | 11.34% (11) | 0 | 10.93% (62) |
| Not True | 56.29% (237) | 61.48% (150) | 56.92% (74) | 60.00% (54) | 55.67% (54) | 100% (6) | 59.61% (338) |
| Definitely not True | 16.86% (71) | 20.49% (50) | 14.62% (19) | 24.44% (22) | 30.93% (30) | 0 | 21.34% (121) |
| Total | 100% (421) | 100% (244) | 100% (130) | 100% (90) | 100% (97) | 100% (6) | 100% (567) |
| 9. I find that I also feel a sense of superiority and power when I am expressing my sexuality. | | | | | | | |
| Very True | 1.17% (5) | 0.40% (1) | 0.76% (1) | 1.10% (1) | 1.03% (1) | 0 | 0.70% (4) |
| True | 12.91% (55) | 10.89% (27) | 13.64% (18) | 7.69% (7) | 8.25% (8) | 0 | 10.45% (60) |
| Somewhat True | 13.85% (59) | 19.35% (48) | 17.42% (23) | 15.38% (14) | 16.49% (16) | 16.67% (1) | 17.77% (102) |
| Not True | 54.69% | 49.60% | 55.30% | 51.65% | 45.36% | 83.33% | 50.87% |

| | | | | | | | |
|---|-----------------|-----------------|----------------|----------------|----------------|---------------|-----------------|
| | (233) | (123) | (73) | (47) | (44) | (5) | (292) |
| Definitely not True | 17.37% (74) | 19.76% (49) | 12.88% (17) | 24.18% (22) | 28.87% (28) | 0 | 20.21% (116) |
| Total | 100% (426) | 100% (248) | 100% (132) | 100% (91) | 100% (97) | 100% (6) | 100% (574) |
| 10. Engaging in sexual activity is very important to me as a means of feeling power and charismatic. | | | | | | | |
| Very True | 0.70% (3) | 1.22% (3) | 2.27% (3) | 1.10% (1) | 2.06% (2) | 0 | 1.57% (9) |
| True | 10.75% (46) | 19.11% (47) | 13.64% (18) | 10.99% (10) | 11.34% (11) | 16.67% (1) | 15.21% (87) |
| Somewhat True | 16.59% (71) | 16.67% (41) | 18.94% (25) | 15.38% (14) | 16.49% (16) | 16.67% (1) | 16.96% (97) |
| Not True | 54.67% (234) | 42.68% (105) | 50.76% (67) | 47.25% (43) | 41.24% (40) | 66.67% (4) | 45.28% (259) |
| Definitely not True | 17.29% (74) | 20.33% (50) | 14.39% (19) | 25.27% (23) | 28.87% (28) | 0 | 20.98% (120) |
| Total | 100% (428) | 100% (246) | 100% (132) | 100% (91) | 100% (97) | 100% (6) | 100% (572) |

Table 2(o): Negative binomial regression predicting fantasy scale

| Variable | OR | SE | P-value |
|-------------------------------------|-------------|------|---------|
| Income | 0.99 | 0 | 0.04* |
| Education | 1.01 | 0.01 | 0.07 |
| GEM scale | 1.02 | 0 | 0*** |
| Group A: Natural exposure | 1.02 | 0.02 | 0.29 |
| Group B: No exposure-control | 1.04 | 0.03 | 0.09 |
| Group C: No exposure-campaign video | 0.94 | 0.03 | 0.1 |
| Group D: No exposure-control video | 0.94 | 0.03 | 0.05* |
| Group E: Exposure- campaign video | 1.06 | 0.11 | 0.53 |
| Alcohol | 1.01 | 0 | 0.02* |
| Age | 0.09 | 0.31 | 0*** |
| Age square | 3.14 | 0.28 | 0*** |
| Hotspot | 1.02 | 0.02 | 0.48 |
| Location | 1.01 | 0.02 | 0.22 |
| Model fit | AIC: 5451.1 | | |

***p < .001, **p < .01, *p < .05.

Table 2(p): Negative binomial regression showing the combined endline experimental groups and the effects on fantasy

| Variable | OR | SE | P-Value |
|--------------------------|-------------|------|---------|
| Age | 0.09 | 0.32 | 0*** |
| Age square | 3.0 | 0.3 | 0*** |
| Income | 0.99 | 0.01 | 0.07 |
| Education | 1.01 | 0.01 | 0.17 |
| GEM scale | 1.02 | 0 | 0*** |
| Group: Natural exposure | 1.02 | 0.02 | 0.35 |
| Group: Campaign exposure | 0.95 | 0.03 | 0.11 |
| Group: No exposure | 1.00 | 0.02 | 0.96 |
| Alcohol | 0.01 | 0 | 0.02* |
| Model fit: | AIC: 5463.4 | | |

***p < .001, **p < .01, *p < .05.

Table (2q): Negative binomial regression showing effects of the combined experimental endline groups purchasing sex from girls in the last 12 months

| Variable | OR | SE | P-value |
|---------------------------|------|------|---------|
| Age | 0.15 | 0.79 | 0.01* |
| Age square | 0.50 | 0.74 | 0.3 |
| Income | 1.01 | 0.01 | 0.26 |
| Education | 1.01 | 0.02 | 0.57 |
| GEM scale | 1.03 | 0.01 | 0*** |
| Group: Natural exposure | 0.82 | 0.06 | 0*** |
| Groups: Campaign exposure | 0.67 | 0.08 | 0*** |
| Group: No exposure | 0.71 | 0.06 | 0*** |
| | 1.1 | 0.06 | 0.04* |

| | | | |
|------------------------------|-------------|------|------|
| | 0.96 | 0.04 | 0.31 |
| Location Hotspot Model fits: | AIC: 3921.6 | | |

***p < .001, **p < .01, *p < .05.

Other behaviors

Table 2(r). Behaviors observed in the venues by group: % (N)

| | Baseline | Endline | | | | | |
|---|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| H1. A man is chatting and flirting with a young teenage girl | | | | | | | |
| Very true | 3.86% (16) | 16.22% (6) | 9.52% (2) | 0 | 5.88% (1) | 0 | 10.47% (9) |
| Ture | 4.82% (20) | 48.65% (18) | 61.90% (13) | 40.00% (4) | 58.82% (10) | 0 | 52.33% (45) |
| Somewhat true | 22.41% (93) | 16.22% (6) | 14.29% (3) | 20.00% (2) | 17.65% (3) | 100% (1) | 17.44% (15) |
| Not true | 22.41% (93) | 13.51% (5) | 14.29% (3) | 40.00% (4) | 5.88% (1) | 0 | 15.12% (13) |
| Definitely not true | 46.51% (193) | 5.41% (2) | 0 | 0 | 11.76% (2) | 0 | 4.65% (4) |
| Total | 100% (415) | 100% (37) | 100% (21) | 100% (10) | 100% (17) | 100% (1) | 100% (86) |
| H2. A man is engaging in intimate touching with a young teenage girl | | | | | | | |
| Very true | 9.88% (41) | 10.81% (4) | 0 | 0 | 0 | 0 | 4.65% (4) |
| Ture | 13.98% (58) | 27.03% (10) | 23.81% (5) | 20.00% (2) | 17.65% (3) | 0 | 23.26% (20) |
| Somewhat true | 27.23% (113) | 18.92% (7) | 28.57% (6) | 40.00% (4) | 41.18% (7) | 100% (1) | 29.07% (25) |
| Not true | 21.69% (90) | 27.03% (10) | 47.62% (10) | 40.00% (4) | 11.76% (2) | 0 | 30.23% (26) |
| Definitely not true | 27.23% (113) | 16.22% (6) | 0 | 0 | 29.41% (5) | 0 | 12.79% (11) |
| Total | 100% (415) | 100% (37) | 100% (21) | 100% (10) | 100% (17) | 100% (1) | 100% (86) |
| H3. A man walks out/leaves with a young teenage girl | | | | | | | |
| Very true | 17.39% (72) | 13.51% (5) | 4.76% (1) | 0 | 0 | 0 | 6.98% (6) |
| Ture | 7.25% (30) | 27.03% (10) | 23.81% (5) | 30.00% (3) | 29.41% (5) | 0 | 26.74% (23) |
| Somewhat true | 27.78% (115) | 16.22% (6) | 9.52% (2) | 0 | 23.53% (4) | 100% (1) | 15.12% (13) |
| Not true | 17.39% (72) | 29.73% (11) | 52.38% (11) | 60.00% (6) | 17.65% (3) | 0 | 36.05% (31) |
| Definitely not true | 30.19% (125) | 13.51% (5) | 9.52% (2) | 10.00% (1) | 29.41% (5) | 0 | 15.12% (13) |
| Total | 100% (414) | 100% (37) | 100% (21) | 100% (10) | 100% (17) | 100% (1) | 100% (86) |

Part 3. Commercial sexual exploitation of children

Purchasing sex from girls

Table 3(a). Flip coin avoidance: % (N)

| | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | Total |
|----|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|--------------|
| No | 97.65% (249) | 99.25% (133) | 96.77% (90) | 99.00% (99) | 100% (6) | 98.13% (577) |

| | | | | | | |
|-------|---------------|---------------|--------------|---------------|-------------|---------------|
| Yes | 2.35% (6) | 0.75% (1) | 3.23% (3) | 1.00% (1) | 0 | 1.87% (11) |
| Total | 100% (255) | 100% (134) | 100% (93) | 100% (100) | 100% (6) | 100% (588) |

Table 3(b): Negative binomial regression purchasing sex from girls in the last 12 months

| Variable | OR | SE | P-Value |
|-------------------------------------|-------------|------|---------|
| Income | 1.02 | 0.01 | 0.19 |
| Education | 1.00 | 0.02 | 0.73 |
| Fantasy | 1.03 | 0 | 0*** |
| GEM scale | 1.02 | 0 | 0** |
| Group A: Natural exposure | 0.80 | 0.06 | 0*** |
| Group B: No exposure-control | 0.66 | 0.07 | 0*** |
| Group C: No exposure-campaign video | 0.69 | 0.09 | 0*** |
| Group D: No exposure control video | 0.72 | 0.08 | 0*** |
| Hotspot | 0.96 | 0.04 | 0.4 |
| Location | 1.08 | 0.05 | 0.11 |
| Age | 0.59 | 0.84 | 0.53 |
| Age square | 0.25 | 0.78 | 0.08 |
| Model fits | AIC: 3643.4 | | |

***p < .001, **p < .01, *p < .05.

Table 3(c): Negative binomial regression showing effects of the combined experimental endline groups purchasing sex from girls in the last 12 months

| Variable | OR | SE | P-value |
|---------------------------|-------------|------|---------|
| Age | 0.14 | 0.79 | 0.01* |
| Age square | 0.47 | 0.74 | 0.3 |
| Income | 1.01 | 0.01 | 0.26 |
| Education_ | 1.01 | 0.02 | 0.57 |
| GEM scale_ | 1.03 | 0.01 | 0*** |
| Group: Natural exposure | 0.83 | 0.06 | 0*** |
| Groups: Campaign exposure | 0.66 | 0.08 | 0*** |
| Group: No exposure | 0.72 | 0.06 | 0*** |
| Model fits: | AIC: 3926.3 | | |

***p < .001, **p < .01, *p < .05.

Table 3(d): Multinomial logistic showing association effects of the combined experimental endline groups purchasing sex from girls in the last 12 months

Dependent Variable: Purchasing Sex from Girls in the last 12 months
OR, SE (P-value)

| | No | Don't know | Prefer not say | Yes |
|--------------------------|-------------|-------------------|---------------------|----------------------|
| Age | ref | 1.32, 0.21 (0.09) | 1.15, 0.24 (0.50) | 1.10, 0.12 (0.38) |
| Age square | ref | 1.00, 0.00 (0.08) | 1.00, 0.00 (0.48) | 1.00, 0.00 (0.23) |
| Income | ref | 1.00, 0.08 (0.98) | 1.34, 0.15 (0.01**) | 1.06, 0.06 (0.35) |
| Education | ref | 1.14, 0.16 (0.34) | 0.87, 0.17 (0.46) | 1.06, 0.10 (0.58) |
| GEM scale | ref | 1.06, 0.04 (0.11) | 1.05, 0.06 (0.44) | 1.13, 0.03 (0.00***) |
| Group: Natural exposure | ref | 1.36, 0.43 (0.33) | 0.73, 0.43 (0.59) | 0.48, 0.12 (0.00***) |
| Group: No exposure | ref | 0.59, 0.23 (0.18) | 0.91, 0.50 (0.86) | 0.22, 0.07 (0.00***) |
| Group: Campaign exposure | ref | 0.37, 0.23 (0.11) | 0.54, 0.44 (0.45) | 0.14, 0.07 (0.0***) |
| Model fit: | AIC: 1365.9 | | | |

*** p<0.01, ** p<0.05, * p<0.1

Table 3(e). Experience of purchasing sex (Self): % (N)

| | Baseline | Endline | | | | | |
|---|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| H5 Do you have experience of purchasing sex from girls in AES venues in the past 12 months? | | | | | | | |
| Yes | 31.40% (103) | 23.46% (38) | 21.88% (21) | 10.00% (6) | 17.50% (14) | 40.00% (2) | 20.10% (81) |
| No | 66.16% (217) | 62.35% (101) | 67.71% (65) | 76.67% (46) | 73.75% (59) | 40.00% (2) | 67.74% (273) |
| Don't Know | 0.30% (1) | 1.85% (3) | 3.12% (3) | 0 | 3.75% (3) | 0 | 2.23% (9) |
| | | 12.35% (20) | 7.29% (7) | 13.33% (8) | 5.00% (4) | 20.00% (1) | 9.93% (40) |
| Prefer not to say | 2.13% (7) | 100% (162) | 100% (96) | 100% (60) | 100% (80) | 100% (5) | 100% (403) |
| Total | 100% (328) | 23.46% (38) | 21.88% (21) | 10.00% (6) | 17.50% (14) | 40.00% (2) | 20.10% (81) |

Table 3(f). Experience of purchasing sex (Friend): % (N)

| | Baseline | Endline | | | | | |
|--|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| H5 Does your best friend have experience of purchasing sex from girls in AES venues in the past 12 months? | | | | | | | |
| Yes | 50.49% (52) | 50.54% (47) | 42.11% (16) | 24.24% (8) | 35.00% (7) | 0 | 42.16% (78) |
| No | 24.27% (25) | 31.18% (29) | 36.84% (14) | 27.27% (9) | 30.00% (6) | 0 | 31.35% (58) |
| Don't Know | 23.30% (24) | 17.20% (16) | 15.79% (6) | 45.45% (15) | 35.00% (7) | 100% (1) | 24.32% (45) |
| | | 1.08% (1) | 5.26% (2) | 3.03% (1) | 0 | 0 | 2.16% (4) |
| Prefer not to say | 1.94% (2) | 100% (93) | 100% (38) | 100% (33) | 100% (20) | 100% (1) | 100% (185) |
| Total | 100% (103) | 50.54% (47) | 42.11% (16) | 24.24% (8) | 35.00% (7) | 0 | 42.16% (78) |

Purchasing sex from young girls

Table 3(g). Experience of purchasing sex from young girls (Self) : % (N)

| | Baseline | Endline | | | | | |
|---|---------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------------|---------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | Group E (exposure, CSEC video) | All Customers |
| H6 Do you have experience of purchasing sex from young teenage girls in | | | | | | | |

| AES venues in the past 12 months? | | | | | | | |
|-----------------------------------|-----------------|----------------|----------------|---------------|---------------|-------------|----------------|
| Yes | 13.41% (44) | 26.32% (10) | 19.05% (4) | 50.00% (3) | 28.57% (4) | 0 | 25.93% (21) |
| No | 84.15% (276) | 25 (65.79%) | 14 (66.67%) | 2 (33.33%) | 8 (57.14%) | 2 (100%) | 51 (62.96%) |
| Prefer not to say | 2.13% (7) | 7.89% (3) | 14.29% (3) | 16.67% (1) | 14.29% (2) | 0 | 11.11% (9) |
| Total | 100% (328) | 100% (38) | 100% (21) | 100% (6) | 100% (14) | 100% (2) | 100% (81) |

Table 3(h). Experience of purchasing sex from young girls (Friend): % (N)

| H6 Does your best friend have experience of purchasing sex from young teenage girls in AES venues in the past 12 months? | Baseline | Endline | | | | |
|--|----------------|--------------------|--------------------------------------|---------------------------------------|--------------------------------------|----------------|
| | All Customers | Group A (exposure) | Group B (no exposure, control group) | Group C (no exposure, video campaign) | Group D (no exposure, control video) | All Customers |
| Yes | 30.10% (31) | 31.91% (15) | 25.00% (4) | 12.50% (1) | 28.57% (2) | 28.21% (22) |
| No | 39.81% (41) | 17.02% (8) | 12.50% (2) | 37.50% (3) | 57.14% (4) | 21.79% (17) |
| Don't Know | 28.16% (29) | 46.81% (22) | 56.25% (9) | 37.50% (3) | 14.29% (1) | 44.87% (35) |
| Prefer not to say | 1.94% (2) | 4.26% (2) | 6.25% (1) | 12.50% (1) | 0 | 5.13% (4) |
| Total | 100% (103) | 100% (47) | 100% (16) | 100% (8) | 100% (7) | 100% (78) |

Table 3(i): Negative binomial regression predicting CSEC behaviour: purchasing sex from young girls

| Variable | OR | SE | P-Value |
|-------------------------------------|------|--------|---------|
| Income | 0.99 | 0.01 | 0.5 |
| Education | 1.05 | 0.02 | 0.03* |
| Fantasy | 1.04 | 0.01 | 0*** |
| GEM scale | 1.01 | 0.01 | 0.1 |
| Group A: Natural exposure | 0.86 | 0.06 | 0.01* |
| Group B: No exposure-control | 0.69 | 0.08 | 0*** |
| Group C: No exposure-campaign video | 0.77 | 0.1 | 0** |
| Group D: No exposure control video | 0.76 | 0.09 | 0** |
| Group E: Exposure- campaign video | 0.59 | 0.32 | 0.1 |
| Age | 1.49 | 0.93 | 0.67 |
| Age square | 0.07 | 0.89 | 0** |
| Women I Like - AES | 1.04 | 0.02 | 0** |
| Perception | 1.04 | 0.01 | 0** |
| AIC | | 3157.2 | |

***p < .001, **p < .01, *p < .0

Table 3(j): Negative binomial regression showing effects of the combined experimental endline groups on CSEC behaviour: purchasing sex from young girls

| Variable | OR | SE | P-Value |
|--------------------------|------|-------------|---------|
| Age | 0.19 | 0.8 | 0.03* |
| Age square | 0.30 | 0.75 | 0.09 |
| Income | 0.99 | 0.01 | 0.46 |
| Education | 1.06 | 0.02 | 0** |
| Location | 1.04 | 0.04 | 0.41 |
| Hotspot | 1.04 | 0.05 | 0.37 |
| GEM scale | 1.02 | 0.01 | 0*** |
| Group: Natural exposure | 0.86 | 0.05 | 0** |
| Group: Campaign exposure | 0.71 | 0.08 | 0*** |
| Group: No exposure | 0.76 | 0.06 | 0*** |
| Model fit: | | AIC: 3873.5 | |

***p < .001, **p < .01, *p < .0

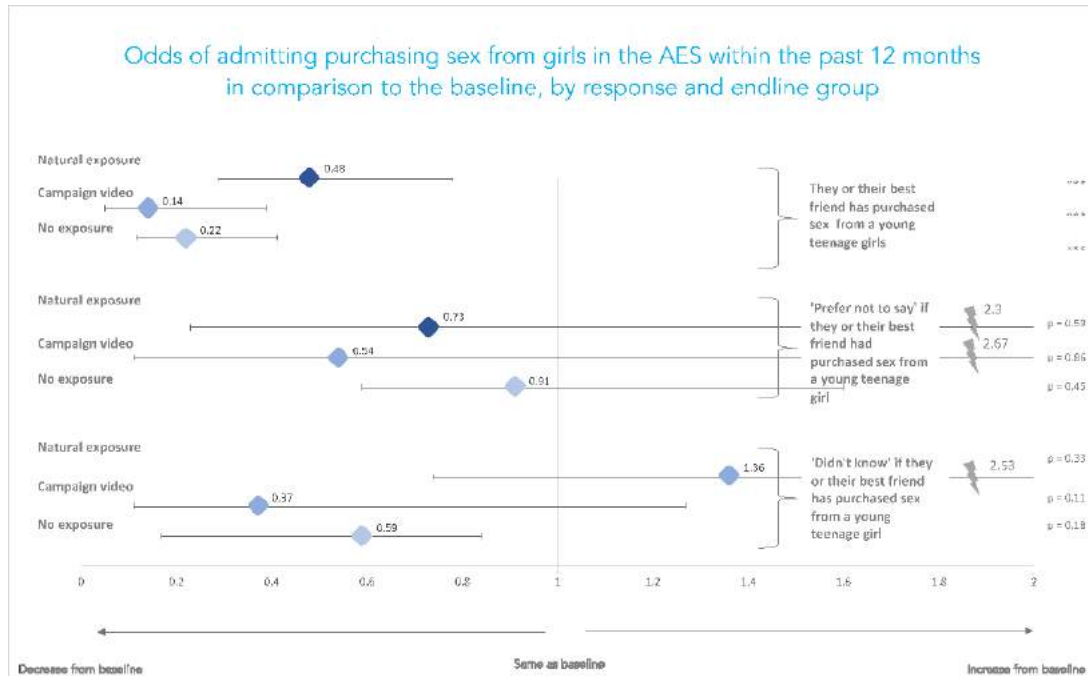
Table 3(k): Multinomial logistic showing association effects of the combined experimental endline groups on CSEC behaviour: purchasing sex from teen-girls

| | | Dependent Variable: Purchasing Sex from Teen-Age Girls OR, SE (P-value) [95% CI] | | | |
|--------------------------|-----|---|------------|----------------------------------|------------------------------------|
| | | No | Don't know | Prefer not to say | Yes |
| Age | ref | 1.55, 0.26 (0.01**) [1.11, 2.16] | | 1.08, 0.21(0.71) [0.74, 1.56] | 1.26, 0.16 (0.08) [0.98, 1.62] |
| Age square | ref | 0.993, 0.00 (0.01**) [0.988, 0.998] | | 0.999, 0.00 (0.70) [0.99, 1.004] | 0.996, 0.00 (0.05*) [0.992, 0.999] |
| Income | ref | 1.04, 0.08 (0.64) [0.89, 1.21] | | 1.18, 0.14 (0.17) [0.93, 1.49] | 0.96, 0.06 (0.45) [0.85, 1.08] |
| Education | ref | 1.02, 0.13 (0.88) [0.79, 1.31] | | 1.06, 0.22 (0.79) [0.70, 1.60] | 1.27, 0.14 (0.02**) [1.03, 1.57] |
| GEM scale | ref | 1.06, 0.04 (0.09) [0.99, 1.14] | | 1.08, 0.06 (0.20)[0.96, 1.21] | 1.10, 0.03 (0.00***) [1.04, 1.17] |
| Group: Natural exposure | ref | 1.14, 0.35 (0.67) [0.63, 2.07] | | 0.75, 0.44 (0.63)[0.24, 2.37] | 0.57, 0.15 (0.03**) [0.34, 0.94] |
| Group: No exposure | ref | 0.48, 0.18 (0.06) [0.23, 1.01] | | 0.93, 0.51 (0.89) [0.32, 2.71] | 0.29, 0.09 (0.00***) [0.15, 0.53] |
| Group: Campaign exposure | ref | 0.28, 0.18 (0.04**) [0.08, 0.95] | | 0.60, 0.49 (0.53) [0.12, 2.93] | 0.18, 0.10 (0.00***) [0.06, 0.52] |
| Model fit: | | AIC: 1361.4 | | | |

***p < .001, **p < .01, *p < .0

Appendix 2: Exploration of disclosure responses

Additional analysis conducted to explore differences in disclosure type according to endline group category.



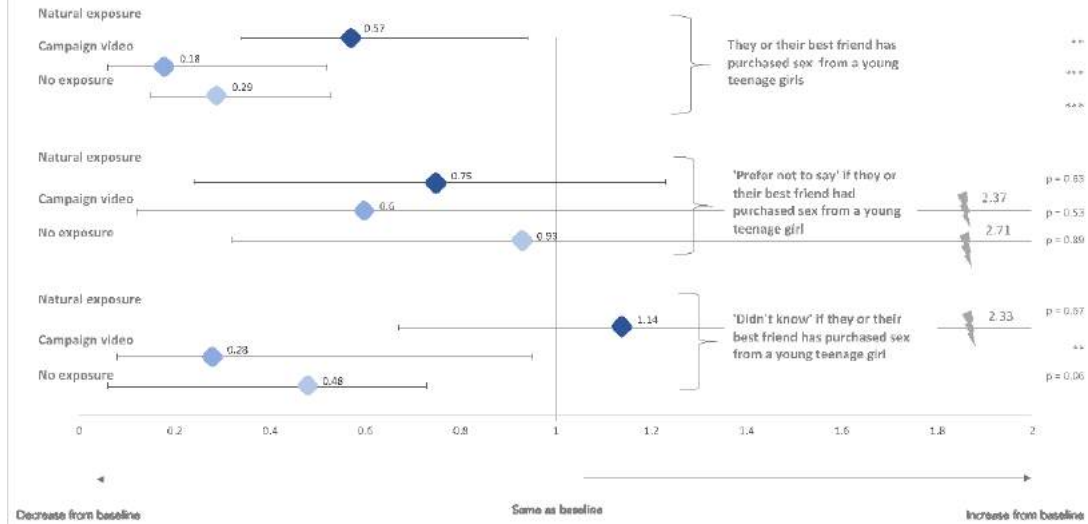
*** $p < .001$, ** $p < .01$, * $p < .05$, . $p < 0.1$

*Full regression includes age, income, education, alcohol, gender norms. See Appendix 1 for full results

The endline natural exposure group has an upward, but not statistically significant, trend of avoiding disclosure of their sex purchase behaviour by answering “don’t know”, this group were more likely than the baseline to answer in this way. The campaign video group was less likely than the baseline to respond “prefer not to say” or “don’t know” than the baseline, and less likely than the no exposure group to respond in this way. The campaign video group was also the least likely to respond “yes”. This suggests that the perceptions of acceptability of CSEC may have been influenced by exposure to the campaign.

In addition, compared to the no sex purchase customer, the customers with sex purchase behaviours were more likely to hold patriarchal, violent and misogynistic attitudes. In the meantime, overall respondents at endline were less likely to admit to purchasing sex from girls in the AES, which may indicate increased awareness of social norms, although it cannot be ruled out that this finding also could reflect social desirability bias. Furthermore, compared to the customers who clearly stated that they had not purchased sex from girls in AES, those who prefer not to disclose their sex purchase behaviours are more likely to have higher income (OR=1.34, $p=0.01$). Full results are in Appendix 1, Table 3(d).

Odds of admitting purchasing sex from young teenage girls in the AES within the past 12 months in comparison to the baseline, by response and endline group



*** $p < .001$, ** $p < .01$, * $p < .05$, . $p < 0.1$

*Full regression includes age, income, education, alcohol, gender norms. See Appendix 1 for full results

Overall, the endline groups had reduced odds than the baseline of responding that they had purchased sex from young teenage girls in the AES in the past 12 months. The biggest reducing effect was for the campaign exposure responding 'yes' to this question (OR = 0.18, $p < 0.001$). The natural exposure group had an increased likelihood of reporting they 'didn't know', however this finding was not statistically significant (OR = 1.14, $p = 0.67$).

Compared to the customers who clearly stated that they had not purchased sex from teenage girls in AES, the CSEC customers with sex purchase behaviours were more likely to hold patriarchal, violent and misogynistic attitudes, they also had higher education levels.

Appendix 3: AES in Kathmandu

Four main categories of AEVs included in the current study are delineated below:

Khaja Ghar (Snacks Center)

Khaja Ghars are places where people generally frequent for lunch or tea breaks. They can be categorised into two types. One is a conventional khaja ghar where people come for lunch during their office hour or for regular eating but the second type of khaja ghar targets customers who come for entertainment and to spend time with female workers at the venue. Normally they are open from 11:00am onwards and on average close at around 9:00pm.

Cabin Restaurant

A Cabin Restaurant is a restaurant segmented into small private compartments usually concealed by a curtain or a door for privacy. It is a place where customers come to spend time with female workers and also to consume food and beverages. Cabin restaurants differ from regular restaurants with services being more expensive and more extensive in range to meet the needs of customers. These establishments usually open at 11:00am with closing times varying across cabin restaurants.

Dance Bar

A Dance Bar is an entertainment venue which individuals frequent with different intentions. Some individuals visit a dance bar for entertainment purposes such as consuming alcohol and social engagement. Others access dance bars with the primary intention of interacting with the girls working in these venues. It is also a type of venue where people can come to negotiate for sexual activities with female workers. Dance bars usually operate between the hours of 6:00pm and 2:00am.

Dohori Sanjh

Dohori Sanjhs are restaurants that provide a cultural show where people sing folk songs and entertain people. There are different types of customers who frequent these venues. Some individuals come with other family members to enjoy the cultural entertainment while other customers come to flirt and engage in sexual behaviour with the female workers there. Like dance bars they open at around 6:00pm and close at 2:00am.

Appendix 4: Method and implementation details

Population

The target population for the study comprised Nepali adult male customers of AESs in two CSEC hotspots in Kathmandu. A probability-proportional-to size (PPS) sampling method was employed drawing on two parallel samples (Venue- and Street-based) of the target population. This approach was undertaken as based on expectation that the AES sample might have selection bias against CSEC customers who approach girls directly on the street or those who do not spend much time building up (e.g. by eating and drinking in the AESs) to engaging in CSEC behaviour. On the other hand, sampling from men in the street might have a higher refusal rate and a lower proportion of CSEC customers. As these two types of bias are different, each sample can be used to detect and correct bias in the other. As there was no existing sampling frame for the population of interest, prior to data collection the research team conducted hourly counts of men in venues and at designated street areas, under the supervision of a statistician, in order to provide data used to estimate a sample frame. A sample frame model for the two populations identified within CSEC hotspots was developed as follows. The two population types were customers at AESs (Venue-based) and the population that enters the hotspot neighbourhood (Street-based) over the course of a week. Prior to data collection, a statistician randomly selected venues and times, to which the study team was dispatched to conduct counts of the number of customers. This information was used to develop a one-week population model of AES customers.

The statistician identified all pedestrian entry points for each hotspot on a map, and then randomly selected entry points and times for the study team to conduct hour-long counts of the number of Nepali men entering each hotspot. Based on the empirical patterns in the counts, the statistician identified 4 distinct patterns of ingress to the hotspot: (1) holiday/weekend (daytime) peak hours (2) evening hours (which did not differ much by weekend or weekday) (3) 'normal' working day hours, and (4) small hours of the morning.

The statistician assisted in facilitating some of the AES and street counts with the implementation team, which revealed an unanticipated pattern. The size of the customer population in the AESs and the population entering the hotspots was largest during daylight hours and dropped by roughly 90% after 9:00pm. Evening hour populations did not differ substantially by weekday/weekend status. For example, two similarly trafficked hotspot entry points had counts of 44 and 40 male pedestrians entering the hotspot at 9:00pm on Monday and Friday night, respectively. These facts, in combination with verified safety concerns in the implementation team, resulted in a single category for early evening hours and using samples from the population between the hours of 10:00pm and midnight as a proxy for the small hours of the morning.

Venue-based sample

- **Step 1: Population Modelling.** During a one-week period, members of the implementation team briefly visited a stratified random sample of AES venues in each hotspot at designated randomly selected times to estimate

size of customer population in each. The statistician used these counts to create a time/day-of-the-week/venue-type variant population model of AESs.

- **Step 2: AES Sampling.** Based on estimates of customer distribution over time (the AES population model), the statistician drew a probability proportional to size (PPS) sample of AESs and times over the course of one week, weighted by where CSEC customers were most frequently found in the pilot data. For each venue and time included, the statistician specified a sample size. During each selected venue-hour, the implementation team cooperated to approach customers in venues randomly selected by the consulting research team. Food and snacks were made available to participants in venues. During a particular randomly selected venue-hour, interviewers were instructed to attempt to interview all Nepali male customers in the venue, until the quota was met. AESs in the hotspots were invariably small in size, and not filled to capacity with customers. Hence, it was never the case that a quota was filled without approaching all customers in the AES in the first hour. Rather, the team had to continue for several hours after the first randomly selected hour to meet the quota. In practice this approach yields a census of customers in the AES during the time selected (technically the cluster), which results in an unbiased population estimate.
- **Step 3: Refusal Conversion.** Refusal to participate in the study was considered a serious threat to the validity of the study as those who refused were deemed more likely to have engaged in CSEC. In the venue sample, a refusal conversion protocol was implemented. Some of those who initially gave a soft refusal (rather than a hard 'no') were followed up by other members of the implementation team and offered a more valuable participation incentive than the first participation gift (which is offered to all participants who choose to engage in the questionnaire), in exchange for their participation.

Street-based sample

- **Step 1: Population Modelling.** Members of the research team identified and mapped each street location by which the hotspot could be entered from the outside. Ingress points were similarly randomly selected. During the selected hours at the selected ingress points, implementation team members stood at the point and counted the number of people entering the hotspot. Based on these counts, the statistician estimated the sample frame of people entering for a hotspot week.
- **Step 2: Street Sampling.** Based on the estimated sample frame, the statistician drew a PPS sample of ingress (incoming) points and a PPS sample of hours, weighted by times when the pilot found CSEC to be more common. Based on the sample frame estimates of how many people would pass in an entry point-hour, the statistician drew a random sample of entry points and instructed the implementation team to approach a randomly selected order of entrants (e.g. approach the 1st, 7th, 9th, 28th, and 42nd) to interview. This represents a PPS cluster sampling approach in which participants are randomly selected (simple random sample) within a randomly (PPS) selected ingress point at a randomly (PPS) selected hour. Sampling was weighted more heavily for times of the day in keeping with reflection of patterns drawn from the pilot data. When appropriately weighted for non-response, findings from the portion of the sample endorsing CSEC can be generalised to the population that would endorse CSEC in the hotspot for the given week.

- **Step 3: Refusal Conversion.** Refusal to participate in the study was considered a serious threat to the validity of the study as those who refused were deemed more likely to have engaged in CSEC. In the street sample, a refusal conversion protocol was implemented. Some of those who initially gave a soft refusal (not a hard no) were followed up by a second implementation team member (positioned downstream in pedestrian traffic from the first team member) and offered a more valuable participation incentive than the first participation gift, in exchange for their participation.

Analysis from Baseline sample. Within the baseline data there was a positive but non-significant relationship between being in the refusal conversion (RC) group and CSEC. While we cannot be certain, it is possible that within a larger sample we would see a significant relationship between RC and CSEC.

Regarding street versus venue (AEV) samples, the rate of CSEC is substantially higher in the venues than in the street sample. However, the street sample is not zero and the difference is not significant, probably because of sample size. More specifically, only 28 people from the street sample (N=159) said they had never been to any adult entertainment venues in the last 12 months. Of these 28, 6 people were not asked the CSEC question because they got tails in the flip coin exercise. Hence, 22 people from the street sample who had never visited an AEV in the past 12 months were asked about their own CSEC (not a friend's). Of these 22 people, 20 said they never had experience with CSEC, 2 people preferred not to answer, and zero said yes. Therefore, those 2 people are the possible A to B type perpetrators who go directly towards immediate gratification with no warm up period in the AEV. This population of preferential CSEC customers would have been missing from an AEV only sample. These 2/22 imply that **9.1%** of the street sample that does not go to venues in the past 12 months may be participating in CSEC.

Of the street sample that did go to venues in the past 12 months, 13/98 or **13.3%** were either prefer not to say or yes to CSEC. Our overall estimate for the hotspot prevalence from the baseline sample is:

- $(22/120) \cdot 0.0909 + (98/120) \cdot 0.133$
- $1.76\% + 10.86\% = 12.62\%$
- $0.0176 / (.1086 + .0176) = \mathbf{0.1394612}$

This implies that focusing on the AEVs alone may skip 14% of the perpetrator population. This could create substantial bias in future studies if the 14% of the perpetrator population who are A to B type are systematically more likely to use to perpetrate against a larger number of victims (which is what we might expect of preferential customers). None of this is statistically significant because the numbers are quite small overall, however, these people did show up in our sample, and they are potentially important for any future studies. The findings demonstrate the utility of including the complementary AEV and street samples.

Appendix 5: CSEC item sensitivity

Determining whether the participant answers the sensitive question or a less sensitive question via coin-flip allows participants to avoid answering the sensitive question without outright lying. Participants are instructed to answer a sensitive question if the result of the coin-flip is heads, and the less-sensitive question if the result of a coin-flip is tails. Participants can see each of the questions before flipping the coin. Participants trying to avoid the sensitive question act as if they received a tails when they in fact received a heads, over-riding the result of the coin-flip (which only they know the result of) and opting for the less-sensitive question. In the classic approach deviation from the 50% mark can be used to determine the percentage of the sample that avoided the question (and hence perhaps may really have engaged in the behaviour). This allows for a more accurate assessment of the prevalence of what may be considered socially undesirable behaviour. The classic approach has two related weaknesses: (1) half of the data is thrown away on a less-sensitive question, and (2) the researcher will only know the proportion of people who avoided the question, not the specific participants who avoided the question.

In addition to non-response bias, sensitive questions about CSEC form a threat to validity insofar as participants may be tempted to answer 'no' when the true answer is 'yes' or to simply not answer the item at all because the true answer is 'yes.' This study makes use of and elaborates on an underused approach to sensitive questions implementing a randomised response 'flip-coin' (Warner, 1965) technique. This is a survey technique to increase the likelihood of respondents admitting to taboo behaviour. Despite the infrequent application of the technique (Blair et al., 2015), empirical evidence suggests this method to be more effective in studying sensitive topics, reducing non-response and social desirability bias when compared to direct questioning (Rosenfeld et al., 2015). Respondents were told that they would be asked some sensitive questions and were asked to flip a virtual coin on the smart screen device. If the coin landed on heads they would be answering regarding their own behaviour and if tails, they would be answering regarding the behaviour of a best friend .

For this study, the research team innovated with respect to the classic approach to resolve these problems. (1) First, a virtual coin-flip was used on a tablet, with an 80% heads/20% tails proportion so that 80% of the sample was asked about whether they had purchased sex from a girl in the AES during the last year. (2) Second, a useful, less sensitive question was used as the 'tails' alternative, so that 20% of the sample was asked about whether their best friend had purchased sex from a girl in the AES rather than themselves. (3) Third, a program was developed and installed on the tablets that independently recorded whether participants got heads or tails. Participants can thus be matched with their recorded heads/tails results and hence the researcher can determine which participants avoided the question by answering as if they had gotten 'tails.'

Flip coin: avoidance in the endline

| | Natural exposure | Campaign video | No exposure control | No exposure control video |
|--------------|------------------|----------------|---------------------|---------------------------|
| No avoidance | 98% | 97% | 99% | 99% |
| Avoidance | 2% | 3% | 1% | 1% |

The table above shows the proportion of customers who chose to avoid answering the CSEC question about themselves within the endline. In total, there were 11 respondents who should have answered the purchasing sex question about themselves who chose to answer about their best friend instead. The majority of these had observed the campaign, 2% (6 respondents) of the natural exposure group and 3% (3 respondents) of the campaign video group avoided answering about themselves. This suggests that the campaign had raised their awareness, perhaps inducing a sense of shame or social desirability regarding reporting about CSEC behaviour. Furthermore, those who avoided the sensitive question and answered “no” for their friends’ CSEC question have been coded into ‘CSEC-prefer not to say’ group.