

What's on the menu in London's brothels?¹

Full sex available for fifteen quid

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Kissing, oral or anal sex without a condom for an extra tenner

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Average age of women on offer is 21 years old

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Women representing over 75 different ethnicities are available

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85% of London's brothels operate in residential areas

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**Three out of four massage parlours and saunas
are situated on the high street**

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**Four out of five newspaper adverts for
'personal services' provide sex on the premises**

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**London's local papers advertise an average of
28 brothels per borough**

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**Between £86-209.5 million could be generated by brothels
through illegal advertisement in newspapers**

¹ For a full breakdown of findings, refer to **Data Analysis** section

SUMMARY OF KEY FINDINGS

Note on methodology:

Primary research was conducted over the telephone. As with all social science data collection which relies upon the disclosure of anecdotal evidence, a degree of inaccuracy is inevitable.

The following findings are calculated directly from information disclosed by people working in London's brothels. Whilst the statistics in this report represent exactly what researchers were told over the telephone, it is presumed that the source data contains some misleading information.

*(See **Research Limitations and Methodology** for full discussion.)*

THE WOMEN

- An absolute minimum of 1933 women working in London brothels advertised through print media were found, averaging **2 women per establishment**.
- The average age of the women in surveyed brothels was **21 years old**, with an overall range between 18 and 55 years old.
- No brothel confirmed that they provided girls under 18 years old for sex. However, **a number of premises offered 'very, very young girls'** without divulging ages.
- In total, **77 different nationalities and ethnicities** of women were given by brothels surveyed.
- According to the disclosed information, over half the women were European (55%), with nearly one-third stated to be from Asia (30%).
- African women accounted for only 6% of given ethnicities. The proportion of women identified as South American and Caribbean women was 5%, whilst the nationalities of a further 4% of women were unknown or undisclosed.

SUMMARY OF KEY FINDINGS

THE SERVICES

- **Four out of five brothels (79%) readily admitted to providing full sex² onsite.**
- **Prices for full sex ranged from £15 to £250, with an average price of £61.93.**
- **Prices for penetrative sex (vaginal or anal) without a condom started at £10 extra, up to a maximum of £200, with an average price of £71.25. Only 2% of brothels admitted to providing penetrative sex without a condom.**
- 13% of brothels disclosed that they offered oral sex without a condom. **Prices for oral sex without a condom ranged from £10 extra to £240 inclusive, with an average price of £58.20.**
- Over one-fifth of brothels offered kissing. Prices ranged from £10 to £600, with an average price of £42.43. **More than half of the brothels (52%) offered kissing for only £10, with just over 1 in 10 premises (11%) charging over £100.**

THE LOCATIONS

- A total of 921 operational brothels were surveyed across London's 33 boroughs.³ **Premises were identified in every area of central and greater London, with an average of 28 brothels per borough.**
- **The highest number of advertised brothels was found in the borough of Westminster, with 71 premises surveyed.** The lowest frequency of advertised brothels (8) was found in the borough of Southwark, which has banned classified ads offering commercial sex.
- Whilst the number of advertised brothels varies widely from borough to borough, **premises are spread proportionately, by population, between inner and outer London.**

² Meaning penetrative, vaginal sex.

³ Many more were contacted, but either did not answer calls or did not provide viable information – this information is not included in the statistics.

SUMMARY OF KEY FINDINGS

THE BROTHELS

- An estimated range between **£86-209.5 million is generated through the illegal advertisement of brothels** in London's papers.
- The 921 brothels which provided information represent the **'tip of the iceberg'** of sex premises in London.
- The vast majority of contacted premises (85%) in a **residential setting with a discreet appearance**.
- **Almost two-thirds of premises (63%) identified as private flats**, and just over one-fifth of brothels (22%) said they were located in a house.
- **More than one in ten brothels identified as massage parlours, operating in a commercial setting with a legitimate front**, whilst 2% informed us they operated as saunas.
- **Three-quarters of massage parlours and saunas (73%) were located on main streets**.