Executive Summary:
The Online Enticement of Children

The National Center for Missing & Exploited Children operates the CyberTipline, the nation's centralized reporting system for suspected child sexual exploitation. In 2017 alone, we received more than 10.2 million reports, a number that has been growing exponentially each year. The CyberTipline uniquely positions NCMEC to spot patterns and trends in child sexual exploitation, including the "online enticement" of children.

To better understand this type of victimization, we analyzed 5,863 online enticement reports to the CyberTipline in 2015. Online enticement covers a broad spectrum of victimization and occurs on all platforms. Someone enticing a child online can have a variety of motives and tactics.

Online enticement can involve

- enticing a child to share sexually explicit images,
- meeting in person for sexual purposes,
- engaging the child in a sexual conversation or role-playing or,
- in some instances, to sell or trade the child's sexual images to others.

This analysis only included enticement that occurred strictly online, and there was no indication that a meeting took place. It did not include any blackmail, known as "sextortion," which is another form of online enticement. A future analysis will look in-depth at those reports in which the child communicated with someone online and then met them in person.

In all of these incidents, reports were made to the CyberTipline, jurisdictions were identified and the reports were forwarded to the appropriate law-enforcement agencies.

In the reports where gender could be determined, most of the victims were

Girls 78%   **Boys 13%**   **? Unknown 9%**

Children of all ages were victims, with a mean age of 15.

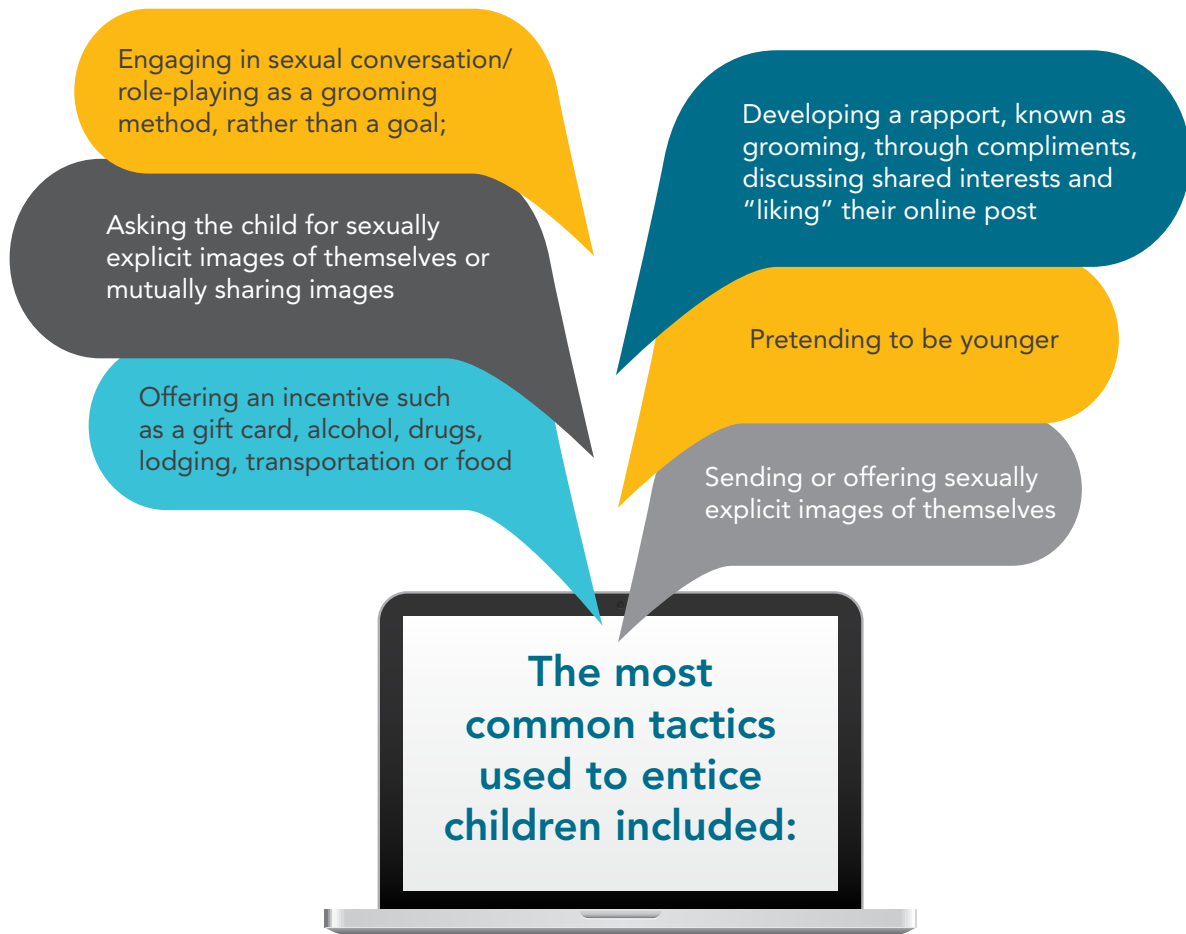For the youngest children, a third party was generally involved.
Nearly all the children did not know the person they were communicating with online.
This form of online enticement occurred on all platforms.

Most of those enticing children were

Male 82%   **Female 9%**   **? Unknown 9%**

The primary sexually explicit motives in these types of CyberTipline reports seemed to be trying to get images (60%) and expressing a desire to meet and have sexual contact (32%).

Cybertipline.org

Engaging in sexual conversation/role-playing as a grooming method, rather than a goal;

Developing a rapport, known as grooming, through compliments, discussing shared interests and "liking" their online post

Asking the child for sexually explicit images of themselves or mutually sharing images

Pretending to be younger

Offering an incentive such as a gift card, alcohol, drugs, lodging, transportation or food

Sending or offering sexually explicit images of themselves

The most common tactics used to entice children included:

While there may have been limited information in these CyberTipline reports about impacts of the online enticement on children, many included comments about fear, anxiety, depression and even self-harm or suicidal ideation/attempts.

To learn more about the online enticement of children, visit **www.MissingKids.org/OnlineEnticement**.

View the full reports.

Trends identified in CyberTipline sextortion reports:

**MissingKids.org/
Sextortion**

The Online Enticement of Children: An In-Depth Analysis of CyberTipline Reports:

**MissingKids.org/
Ourwork/NCMECanalysis**

A 10-Year Analysis of Attempted Abductions and Related Incidents:

**MissingKids.org/
AttemptedAbductions**

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