



**University  
of Manitoba**

**Interim Report**

**Engaging Men and Boys Against Sex Exploitation and Sex  
Trafficking:**

**Preliminary Survey Findings**

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## **Executive Summary**

In the fall of 2022, a collaboration between Ma Mawi Wi Chi Itata Centre and Dr. Delay was agreed upon to work toward developing a better understanding of the demand side of sex buying in Manitoba. The objective was to develop and deploy a survey of attitudes, beliefs and practices of those who identified as men related to sex buying and sexual exploitation. We also considered a possible second phase of our exploration which might include interviews with individuals to deepen our understanding of the findings developed from the survey. At the time, we imagined this initial work of the survey development and data collection might be accomplished within a year. Although we underestimated the time required to develop and deploy the survey, the consultation involved proved worthwhile.

To develop the survey, we first conducted a literature review of studies that explored the demand side of sex buying and sexual exploitation. The literature review for the project was conducted by Erika Meadows RSW, a social worker currently completing her PhD in social work supervised by Dr. David Delay. Through the literature, three distinct themes related to motivations were identified: 1) sexual desire and needs, 2) discomfort with conventional dating, and 3) emotional/intimacy needs. Similar motivations have been identified across multiple previous studies, including: 1) having the capacity to purchase specific sexual acts, 2) access to a variety of women, 3) ability to contact women with certain characteristics, 4) limited temporary relationships, and 5) the thrill of the activity. Some motivations identified in the literature are deficit-oriented and include the following: physical unattractiveness, poor social skills, psychological maladjustment, poor sexual development, manifestations of gendered role expectations, avoidance of traditional masculine responsibilities, and buying sex as an exercise of power for disempowered men. More recently, research has proposed that factors influencing

sex buying are best framed as either push factors (demand driven) or pull factors (supply driven). The survey developed for the study focused on examining push factors.

A study protocol was developed and this received approval by the Research Ethics Board 1 at the Fort Garry Campus of the University of Manitoba in August 2023 and renewed in July 2024. Data collection began in early September 2023 and ended in May 2024. Surveys were circulated via online social media platform advertisements, social service agency networks, student body networks, in student campus newspapers, and chat platforms hosted by sex buying constituents on the web. Surveys were completed by 1268 participants; 982 of these participants identified as men and the results from these 982 participants are featured in the report.

Study population demographics were in some ways surprising. The study protocol had not explicitly targeted Indigenous men for participation; however, approximately 70% of the male identifying study participants indicated being Indigenous. Of those who indicated being Indigenous, 60% indicated being First Nation, 6% identified as Inuit and 4% identified as Metis. The high number of Indigenous identifying participants represents an oversampling of Indigenous men when examined in relation to the provincial population. The mean age of the male participants was 31, with ages ranged from 18 to 67. Approximately 68% identified as straight, with approximately 7% identifying as bisexual and 6% identifying as gay. Many participants identified with multiple sexuality identity markers. Most participants were employed full time (71%) or part-time (20%). Approximately 81% of participants earned less than \$50K and 59% indicated they were not currently in school. Nearly 78% of participants

had completed post-secondary education programs (some having completed degrees or diploma/certificates). Almost half of participants reported their relationship status as either married or common-law (49%) with another 19% of participants reporting being single and never married. Approximately 21% of participants did not answer questions probing racial identity. Of those who did, 32% of participants identified as White, 9% as Black, 8% as East Asian, 8% as Latin American, and 7% as Middle Eastern.

Satisfaction within relationships was explored to capture perspectives on relationship strengths and what is valued within relationships. While many participants chose unique combinations of factors, the most commonly chosen factors of satisfaction within their intimate relationships (past or present) were sex, intimacy, friendship, openness, reliability, trust, and shared values. Participants indicated predominantly prosocial strategies were commonly used to address their dissatisfaction in relationships, which included talking to their partner, reducing their expectations, seeking advice, compromising, considering ending the relationship, and talking to a counsellor. A minority of participants indicated they would cheat on their partner, give their partner an ultimatum, or seek satisfaction with someone else.

Confidence within relationships was explored to capture perspectives involving negative self-judgment. Nearly 80% of participants indicated feeling confident in their relationships. Participants answered on a Likert scale (never, almost never, sometimes, almost always, always). While the participants predominantly indicated being confident, 30% only felt this way sometimes. Exploring dating confidence, 70% of participants indicated experiencing

nervousness, with 38% responding that they have had this feeling either always or almost always. Most participants indicated they are more confident when meeting someone online when compared to in-person. Most participants indicated being confident in how they look, yet 70% of participants reported wishing they looked different. Most participants indicated a belief that their relational confidence begins with their self-perceived appearance.

Discussing sexual desires with a partner and being clear about what sex acts a partner is uninterested in was explored with participants. Some participants indicated that they never or almost never shared their sexual desires with their partner, while equal numbers of participants (40%) indicated they shared such desire openly compared to only doing so sometimes. Most participants reported that they understood what sex acts their partner would not do. Feeling disappointed or unhappy when their partner is not interested in a desired sex act were the most common pro-social responses, though approximately 30% of participants responded that they have feelings of resentfulness, anger, frustration, or aggression in similar circumstances. Over half of participants (52%) felt entitled to have their sexual needs met in their relationships. Approximately one third of participants would consider cheating on their partner to satisfy their perceived sexual needs and 85% of participants indicated that they had cheated on their partner to satisfy their perceived sexual needs.

Participants also reported their past practices of sex buying and their attitudes and beliefs about why men buy sexual services. Participants endorsed beliefs that men buy sex to have variety (34%), for adventure (24%), novelty (27%), to get what they want (20%), for specific sex acts (20%), for sex acts their partner will not do (19%), their sexual drive exceeds their partner's (19%), for no hassle (19%), with some beliefs related to feeling unhappy (20%), or to avoid rejection (10%). Some participants (21%) believed men sought sex services because they were

without a partner or to lose their virginity (12%).

Participants were then asked about their perceptions of exploitation generally and more specifically related to Indigenous women. Participants held a variety of views on whether women involved in providing sex services were exploited. Approximately 40% of participants believed this to be true (always or almost always) with another 30% believing this to be true at least sometimes. Similar responses were obtained when participants were asked whether purchased sex acts were exploitative. Participants indicated that they believed Indigenous women were vulnerable to exploitation with nearly 40% of participants responding that they believed this to be true always or almost always. Additionally, participants indicated agreement (42%) with the statement that Indigenous women were more vulnerable than non-Indigenous women to exploitation within the sex trade. However, participants (40%) also believed that purchasers of sex acts deserved to be satisfied and, especially troubling, 45% of participants indicated a belief that a sex worker could not be raped.

Finally, participants were asked about their engagement in the sex trade. Nearly 80% of participants had paid for a sexual service at least once with erotic massages and online viewing of sex acts being the most endorsed activities. Approximately 80% of participants had previously joined members only websites or online platforms offering viewing of sexually explicit materials (recorded or livestreamed). Approximately 40% of participants indicated a preference for online sex service engagements and 40% of participants expressed a preference for in-person sex service engagements. Approximately 70% of participants responded that their partner knows or suspects they have participated in the sex trade and 60% of participants reported that their partner has participated with them.

The survey results indicate that participants held similar views and beliefs as those previously

reported in the reviewed literature, particularly relating to perceptions of why men may participate in the sex trade. It is likely there was some under-reporting of participation by participants despite the anonymity offered in the completion of the survey. Some activities within the sex trade are more highly stigmatized, some activities are illegal; as such, reporting honestly may have given some participants pause. Similarly, antisocial responses were perhaps under-reported as these too are stigmatized. For example, a respondent considering the endorsement of rape myths (sex workers cannot be raped) may activate a social desirability bias that influenced the respondent's choice of responses. Importantly, the participants were a nonrandom sample and thus while their responses may reflect previously published findings, their responses are not generalizable to the broader population of Manitoba men. Caution must be exercised in the interpretation of findings. Over 400 participants indicated a willingness to participate in an interview. If there is support for a second phase of this study to explore qualitatively beliefs, attitudes and experiences of men related to the sex trade, findings from such a study would offer more complex understanding of the phenomenon.

### **Background and Objectives of the Study**

There are many studies exploring various elements and aspects of the sex trade and sexual exploitation for those involved in this commerce. While there have been previous Canadian studies focused on parts of the sex trade, many are situated within contextualized discourses related to criminology, sociology, and health and social care. While social service agencies delivering both mandated and voluntary services to individuals involved in the sex trade have developed significant expertise related to the sex trade and its harms, exploration of those who stimulate demand for the sex trade is less common despite its helpfulness when planning for continuous improvement to existing services.

We were interested in developing a better understanding of the demand side of the sex trade and sexual exploitation. Furthermore, we were interested in uncovering attitudes and perceptions of men's participation and perception of this demand side as well as (re)discovering what others had learned about what men think and how they participate in the activities that make up the sex trade and contribute to sexual exploitation of women and girls.

We conducted a literature review between February and March 2023 to explore the motivations of men to purchase sexual services. Multiple academic databases were searched using key words and phrases such as the following: men, sex buying, purchasing sex/sex\*. The literature review was conducted by Erika Meadows, an experienced practitioner and consultant, who is also a doctoral student in the Faculty of Social Work. Dr. Delay consulted with Erika who developed her review of the literature. This review was shared with various stakeholders, and, with their feedback, we developed a draft of a survey that was designed to explore the push and pull factors and themes previously identified about men's values, beliefs, attitudes, and actions on the demand side of sex buying and sexual exploitation. We shared this draft survey with stakeholders and solicited feedback on the topics we proposed to inquire about what we might need to further consider including. We then finalized our survey and prepared a successful ethics application obtaining our ethics certificate in August 2023 with a renewal granted in July 2024. The results of the survey reported further below are intended to inform program planning, service advocacy and policy development.

### **Survey Method**

While individuals of all identities may participate in the sex trade on the supply side, men are overwhelmingly the primary participants on the demand side of this commerce. The survey was designed to solicit attitudes, beliefs, and practices of men in Manitoba. This intention should



not be understood as a devaluing of the diversity of individuals, opinions, and practices related to the demand side of the sex trade that are held or performed by those who do not identify as men.

The survey itself (see appendix A) was developed to solicit demographic identity markers of participants (14 items); to explore relationship experience, attitudes, satisfaction and coping strategies (15 items); to explore attitudes, beliefs about practices related to sex buying (8 items); and, finally, to explore sex trade participation of participants (12 items). One last question asked if participants would indicate a willingness to be interviewed and were invited to provide a nonidentifying email address via which they could be contacted in the future.

Advertisements about the study were circulated via flyers that included information about the study, the sought-after participants, the contact information of the lead investigator, and a QR code link to the survey which could be completed anonymously online. The advertisement was circulated via networks of social service agencies, clinicians, sports and recreational organizations, professional associations, online forums, student newspapers advertisements in colleges and universities in Manitoba, social media platforms as paid advertisement content, and a link that was available through the lead investigator's webpage at the University of Manitoba.

All participants accessed the survey online via the QR code. Participants had to consent to participant in the study and acknowledge their having read the consent documents. Participants could opt not to answer any question and continue to complete the survey. Survey response data was initially collected and stored via the Qualtrics survey database within a password protect account belonging to the lead investigator. Once data collection ended, all data was transferred from the Qualtrics database to a password protected USB key stored in a locked cabinet in the lead investigator's office.

## **Survey Results**

Between September 2023 and May 2024, while access to the survey was open, 1268 individuals responded to the survey complete the consent to participant and survey questions. Of those who completed the consent to participate, 982 identified as men (the targeted population for the study). The paragraphs below report the findings from these 982 participants who identified as men.

## **Demographics of the Study Sample**

### ***Age***

The mean age of participants was 30.86 years (n=981); participants ranged in age from 18 to 67. Half of the participants were younger than 30 and 30 was the age reported by most commonly.

### ***Sexuality***

The most commonly reported sexuality identified by participants (n=981) was straight (73%), followed by bisexual (11%), gay (7.5%), pansexual (5.6%), and asexual (5.1%). Other identifiers included queer, questioning, and fluid, which were selected by less than 5% respectively by participants. Some participants (3.6%) indicated that they preferred not to answer.

### ***Work Status***

Participants (n=982) indicated either fulltime employment (70.6%), parttime employment (20.4%) or that they were not currently working (9.1%).

### ***Income***

Participants (n=982) indicated their income to be either under 20K (29.4%), more than 20K but less than 50 K (51.7%) or over 50K (18.8%).

### ***Education***

Participants (n=982) indicated differences in the education level achieved. Some participants indicated they did not complete high school (8.7%), obtained a high school diploma (13.8%), completed some postsecondary education (15.9%), obtained a postsecondary certificate or diploma (37.2%) or obtained a post-secondary degree (24.4%).

### ***Attending School***

Participants (n=982) indicated respectively being in school fulltime (25.6%), attending school parttime (15.9%) or alternatively not attending school (58.6%).

### ***Relationship Status***

Participants (n=982) indicated their relationship status by choosing one of the following options that most accurately represented their status: single and never married (21.5%), single and dating (17.6%), single and not dating (1.5%), married or common-law (50.2%), separated (5.8%), or divorced (9.4%).

### ***Monogamy***

Of all participants (n=982), 63.5% indicated that they were in monogamous relationships and 11.2% indicated they were in non-monogamous relationships, whereas 25.3% indicated they did not believe the categories applied to them.

### ***Indigenous***

Participants (n=982) were asked to indicate if they identified as Indigenous. Many participants (71.5%) identified as being Indigenous; 26.2% did not identify as being Indigenous, and 2.3% indicated they preferred not to respond.

### ***Indigenous Identity***

On the question of Indigenous identity, participants (n=982) were asked to identify as First Nations (60.1%), Inuit (6.4%), or Metis (4.9%). Several participants (28.6%) did not

provide a response.

### ***Racialized Identity***

Participants were invited to indicate multiple responses to this question so the results may be somewhat confusing. If participants had previously indicated they identified as both Indigenous and another race, they were invited to report other racialized identities with which they identify. If participants did not identify on the survey as Indigenous, they were asked to indicate the racial identity with which they identify. Some participants (21%) provided no answer while two participants indicated not knowing their race and a further 7 participants indicated they preferred not to answer. Some participants (4.9%) provided responses indicating that they identified as biracial or multiracial. Of the categories provided: a large number of participants (31.8%) identified as White; 9.3% identified as Black; 7.8% identified as Latin American; 6.9% identified as Middle Eastern; 7.6% identified as East Asian; 5.8% identified as South Asian; and 4.5% identified as Southeast Asian.

### ***Ethnocultural Identity***

Participants largely did not respond to the question asking them to identify their ethnocultural identity. Of the 982 survey participants, 31.4% did not provide a response and 48.6% of participants indicated they either did not know or preferred not to respond. This equates to 70.8% of the participants indicated a response to this question. The remaining responses to the question are not reported here.

### **Relationship Experiences, Satisfaction, Confidence and Coping With Dissatisfaction**

From the literature review, we learned that relationship satisfaction and confidence appeared to have an influence on sex buying decisions. Thus, we explored aspects of relationship satisfaction and experience across 15 items.

### ***Number of Sexual Partners***

Participants were asked to identify the number of sexual partners they have had across all relationships. Participants (n=982) chose from four possible categories: fewer than five sexual partners (40.9%); between 6-10 sexual partners (29.5%); between 11-20 sexual partners (15.9%); and more than 20 sexual partners (8%). Some participants (5.6%) did not respond.

### ***Satisfying Elements of Current Relationship***

Participants (n=926) indicated a variety of elements that were satisfying in their relationships. *Intimacy* (36.2%) and *sex satisfaction* (36.1%) were important factors for many participants while for fewer participants so too were *openness* (30%), *friendship* (29.9%), *reliability* (27.8%), *trust* (26%), and *shared values* (25.3%), *mutual respect* (21.1%), and *humour* (20.5%). Fewer participants selected *reciprocity* (19.2%), *flexibility* (17.8%), *faith* (14.1%), and *fidelity* (12.3%) as satisfying elements of their current relationships.

### ***When Unsatisfied in My Relationship***

When unsatisfied in their intimate relationships, participants reported a variety of ways they respond. The approach endorsed the most was to talk to their partner (40%). This was followed by seeking advice and reducing expectations, with each approach selected by 27.3% of participants. One quarter of participants responded that they seek compromise (24.9%). Fewer participants endorsed the option of seeking a counsellor (17.8%) or remaining faithful (21%). Some indicated responses that signaled less commitment to working things out when unsatisfied, with nearly a quarter of participants (24.9%) indicating they would consider breaking up with their partner if unsatisfied in the relationship. Another 17.2% indicated they would look for someone else and 14% indicated they would cheat on their partner if unsatisfied in the relationship. Perhaps suggesting troublesome relational problems solving skills, 12.6%

responded that they would give their partner an ultimatum if they were unsatisfied in their intimate relationship.

### ***Confidence in Their Intimate Relationships***

Participants were asked to respond to some questions about their confidence in their current relationships. Some participants elected not to reply when asked whether they were confident in their relationships (5.6%). Those who did reply indicated by way of one of five responses from a Likert scale that they were confident in intimate relationships either never (3.8%), almost never (11.2%), sometimes (30.8%), almost always (29.2%), or always (19.5%).

### ***Nervous Asking for a Date***

Participants were asked about their nervousness when asking for a date. Some participants did not reply (5.6%). Those who did reply again responded on a Likert scale. Of the respondents, 5.5% selected never, 17.4% chose almost never, 33.3% indicated sometimes, 20.8% responded almost always, and 19.5% reported that they were always nervous asking for a date.

### ***More Confident When Meeting Online vs In-person***

Participants indicated feeling more confident meeting someone during online engagements (42% indicating either always or almost always) when compared to in-person opportunities. Only 20% of participants indicated never or almost never feeling less confident in-person versus online. Some participants (5.7%) did not reply.

### ***Confident About Looks Even When Others Are Not Attracted***

Participants (n=982) when asked whether they felt confident about their looks even when others did not find them attractive responded predominantly in the affirmative. 24.6% indicated they felt this way always, another 28% selected almost always feeling so under such circumstances, and an additional 28.7% felt this way at least sometimes. Whereas 9.1% indicated

that they almost never felt this way in such circumstances and 4% never felt this way. 5.6% of participants did not provide a response.

### ***Too Much Time Wishing I Looked Different***

Many participants (42%) endorsed spending too much time wishing they looked different. This may suggest that participants are unhappy when concerned about how they look even though they believe how they look influences their sense of confidence.

### ***Confidence Begins With How I Believe I Look***

For many participants, confidence in relationships was closely tied to how they believe they look with approximately 40% of participants indicating confidence begins with their sense of their own appearance.

### ***Discussing Sexual Intimacy Desires With Intimate Partner***

Participants were asked to consider their experience of openly discussing their sexual desires with their intimate relationships. Survey results suggest some participants struggled with such openness (17.5% responded that they either never or almost never discussed their sexual desires with their partner). In contrast, 39.2% of participants responded that they either almost always or always discuss such topics with their partner.

### ***Their Partner Has Been Clear About No-Go Sex Acts***

Participants were asked to indicate whether their partner had been clear in communicating with them what sex acts they would not do. Most participants reported that their partner had clearly communicated on this front (37.6% of participants experienced clarity either always or almost always while 34.4% of participants felt their partner was clear with them sometimes).

### ***Usual Responses to Partner Disinterest in a Sex Act***

The survey responses suggested that when participants would experience a variety of feelings when their partners showed no interest in participating in a specific sex act. Most expressed among these were unhappiness (16.2%), disappointment (10.8%), and frustration (9.7%). Some participants reported feelings of anger (6.9%), indifference (9.7), resentfulness (9.6%), and unforgiving (8.4%).

### ***Perceived Entitlement to Getting Their Sexual Needs Met***

Participants were asked about their sense of entitlement to have their sexual needs met. 54% of participants strongly agreed or somewhat agreed that they are entitled to have their sexual needs met while only 15.3% of participants disagreed strongly or somewhat disagreed. Just over one quarter of participants (25.7%) neither agreed nor disagreed. No response was indicated for 5.6% of participants.

### ***Would Consider Cheating to Get Sex Needs Met***

When participants (n=982) were asked if they would consider cheating on their partner to get their perceived sexual needs met, 34.3% of participants strongly agreed or somewhat agreed that they would consider such a possibility. While 32.5% of participants strongly disagreed or somewhat disagreed. Once again, just over one quarter of participants (27.6%) indicated they neither agreed nor disagreed. No response was recorded for 5.6% of participants

### ***Cheated to Get Sex Needs Met***

Finally, close to 70% of participants indicated that they had cheated on a partner to get their perceived sexual needs met. However, 28% of participants indicated never having cheated on their partner to get their sexual needs met. No response was provided by 5.6% of participants (n=982).

## **Perspectives on Sex Buying and Exploitation of Women**



Participants were asked a series of question exploring their perspectives on sex buying motivations of men. Eight survey items addressed sex buying perceptions and beliefs.

### ***Why do Some Men Purchase Sex Services***

Participants endorsed beliefs that men buy sex for several reasons, including: to have variety (34%), for adventure (24%), novelty (27%), they have no partner (21%), feeling unhappy (20%), to get what they want (20%), for specific sex acts (20%), for sex acts their partner will not do (19%), their sexual drive exceeds their partner's (19%), for no hassle sex (19%), to lose their virginity (12%), and/or to avoid rejection (10%).

### ***Women Who Sell Sex Are Exploited***

Participants were asked about whether women working on the supply side of the sex trade are exploited. About 70% of participants were inclined to believe this was true and about 25% were inclined to reject this belief.

### ***Indigenous Women and Girls Vulnerable to Sexual Exploitation***

Participants were asked about their perspectives on the vulnerability of Indigenous women to exploitation within the sex trade. Participants indicated they believed Indigenous women were vulnerable to exploitation, with nearly 40% of participants indicating they believed this to be true always or almost always.

### ***Sex Acts or Sex Services Sold or Traded Are Exploitative***

Participants (n=982) were asked whether sex acts or sex services, if traded for money or goods, are exploitative. 7% of participants did not answer. Many participants indicated they always believe this to be true (17.7%) and 21.4% of the participants believed this to be true almost always, while only 9.3% of participants responded that they believe this to be true sometimes. Some participants reported lower levels of belief in this statement, with 9.2% never

believing the statement and 17.6% of participants indicating they almost never believe the statement.

### ***The Buyer of Sex Act Deserves to Be Satisfied***

When asked if they believed someone paying for a sex service deserved to be satisfied, 40% of participants indicated that purchasers of sex acts deserved satisfaction, responding that they either strongly agree or somewhat agree with the statement. A smaller number answered strongly disagree (7%) and slightly more participants (13.1%) somewhat disagreed with the statement. Just over one quarter of participants (26.9%) responded that they neither agreed nor disagreed. A small percentage of participants (6.9%) did not provide a response.

### ***Sex Workers Cannot Be Raped by a Paying Customer***

Participants (n=982) were asked to share their perspectives as to whether sex trade workers could be raped. Troublingly, 45% of participants indicated a belief that a sex worker could not be raped. Almost one quarter of the participants (23.3%) reported that they neither agreed nor disagreed with the statement. Approximately another quarter of the participants strongly disagreed (10.6%) or somewhat disagreed (14.3%) with the statement *a sex worker cannot be raped by a paying customer*, and 6.95 of participants did not respond.

### ***Indigenous Women More Likely to Be Exploited Than Non-Indigenous Women) Within the Sex Trade***

Participants showed agreement (42.3%) with the statement that Indigenous women were more vulnerable than non-Indigenous women to exploitation within the sex trade, with 20.1% of participants indicating that they somewhat agreed and 22.2% reporting that they strongly agreed. Almost one quarter of participants disagreed with the statement, with 7.5% answering *strongly disagree* and 16.3% choosing *somewhat disagree*. Another quarter of participants (26.4%)

indicated they neither agreed nor disagreed, and 7% of participants did not respond.

### ***Women Are Mostly Involved in the Sex Trade by Their Own Choice***

Participants (n=982) were fairly evenly split on the question of whether women who offered sexual services participate in the sex trade by choice. While 6.9% participants did not offer a response, 17% strongly agreed and another 20.1% somewhat agreed. Whereas 14% strongly disagree and another 18.8% somewhat disagreed. Finally, the largest single group opted to neither agree nor disagree with the statement (22.8%).

### **Sex Buying Practices of Participants**

Participants were asked to respond to a series of items about their own sex buying practices and participation in the sex trade. There were 12 items on the survey exploring this area.

### ***Paid for a Sex Act or Sexual Service***

Participants were asked whether they had paid for sex services and the frequency of their participation retrospectively. Only 22% of participants reported never having purchased a sex service. 45% of participants answered that they have done so either a few times or regularly.

### ***Sex Acts or Sexual Services Purchased***

297 participants (30.2%) did not select a response to this question. 685 participants responded to a list of sexual acts or sexual services that they purchased or to which they purchased access (not free). The response item endorsed the most was *viewing of others engaged in sex online* which was selected by 30.4% of participants. Other responses are listed here with the corresponding percentage of participants who indicated they paid for the act or to witness the act (online acts or services are indicated): *erotic massage* (24.6%), *watching someone masturbate online* (24.4%), *anal or vaginal sex* (24.3%), *hand job* (19.2%), *lap dance* (19.2%),

*oral* (19.1%), *live strip* (18.8%) and *masturbating while being watched online* (14.8%). One participant reported having paid for a sex act involving bondage.

### ***Preference for Online Sex Act or Sexual Service Purchase***

Participants were asked about the degree to which they agreed with a statement expressing a preference for online sex service purchased. 78 participants (7.9%) did not provide a response. 17.6% of participants strongly agreed, 18.7% somewhat agreed, 28.9% neither agreed nor disagreed, 12.7% somewhat disagreed, and 14.1% strongly disagreed.

### ***Preference for In-person Sex Act or Sex Service Purchase***

When asked to indicate the degree to which they agreed with a statement expressing preference for in-person sex service purchases, 17.4% of participants strongly agreed, 23.2% somewhat agreed, 26.8% neither agreed nor disagreed, 14.3% somewhat disagreed, and 10.4% strongly disagreed. 7.9% of participants did not respond.

### ***Purchase Sex Acts and Sexual Services Both Online and In-person***

Many participants endorsed having bought sex services both online and in-person with approximately 40% indicating their endorsement by indicating their strong agreement or agreeing somewhat to the statement, “I have bought sex services online and in-person”.

### ***Purchase of Sex Acts or Sexual Services Online Only***

Whereas, when asked their agreement with the statement, “I do not buy services, but I do view online sexually explicit images or videos,” 40% of participants responded that they strongly or somewhat agreed.

### ***Joined an Online Members-only Club to View Sexually Explicit Materials***

Some 71.4% of participants had joined members only websites to access materials and engage with other members.

### ***Downloaded Sexually Explicit Material From Websites or Online Platforms***

Approximately 74.1% had downloaded sexually explicit content from websites or platform online.

### ***Uploaded Sexually Explicit Materials to Websites or Online Platforms***

Just over 53.6% responded that they have uploaded sexually explicit materials to such online platforms or websites.

### ***Shared Sexually Explicit Images of Self***

While 53.6% of participants reported having shared sexually explicit images of themselves online.

### ***Partner Awareness***

Participants were asked whether their partner is aware or suspects they are engaged with the sex trade. Only 28% of participants believed their partner had no awareness.

### ***Partner Participated With Them***

Just over half the participants (51%) reported that their partner had participated with them when they engaged with the sex trade at least once. The participants indicated to varying degrees that their partner participated with them in their engagements with the sex trade: Always when asked, 5.2%; regularly, 7.8%; a few times, 22.2%; once, 15.7%. Some participants (41%) reported that their partner had never participated with them, while 8% of participants did not indicate a response.

### ***Limitations***

Findings should be cautiously interpreted as these participants were drawn from a non-random convenience sample of individuals who responded to an advertising flyer about the study. While the number of participants was large, they are not a representative sample of the

Manitoba population of men. Some populations are over-represented in the study and others underrepresented. It is important to keep in mind that those who came forward to participate in the study may be biased in some ways. Participants responded to several items inquiring about matters where there is likely to be dynamic or changeable viewpoints. Caution should be exercised in making interpretive statements.

### **Next Steps**

Further data analysis will be completed to explore the data. Additionally, Approximately 400 participants indicated a willingness to be interviewed for a future study. This is surprising and encouraging.

## Appendix A

### Survey

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DI: The following questions will ask about your personal demographics. Please choose or input the answer that best describes you. For questions where more than one answer is possible, you will be asked to check all that apply to you.

1. Age How old are you?

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2. Gender: How do you identify by gender?

☐ Male (1) ;

☐ Female (2)

☐ Trans (MTF or FTM) (3)

☐ Agender (4)

☐ Multigender (5)

☐ Non-binary (6)

☐ Fluid (7)

☐ Other (please specify): (8) \_\_\_\_\_

☐ Prefer not to answer (9)

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Sexuality: How do you identify by sexuality? (check all that apply)

☐

Straight (1)

☐

Gay (2)

☐

Bisexual (3)

☐

Pansexual (4)

☐

Asexual (5)

☐

Queer (6)

☐

Curious or questioning (7)

☐

Fluid (8)

☐

Other (please specify): (9)

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☐

Prefer not to answer 10)

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Work & Income: What is your work status?

- ☐ Full-time (1)
  - ☐ Part-time (2)
  - ☐ Not currently working (3)
- 

Work & Income: What is your current income range?

- ☐ Under 20K (1)
  - ☐ More than 20K but less than 50K (2)
  - ☐ More than 50K (3)
- 

Studying: Are you currently enrolled in school?

- ☐ Full-time (1)
  - ☐ Part-time (2)
  - ☐ Not in school (3)
-

Studying: What is your highest level of education achieved?

- ☐ Some high school (1)
  - ☐ High school diploma (2)
  - ☐ Some post secondary (3)
  - ☐ Post-secondary certificate or diploma (4)
  - ☐ Post-secondary degree (5)
- 

Relationship Status: What is your relationship status now (check all that apply)?

- ☐ Married or living common law (1)
  - ☐ Separated (2)
  - ☐ Divorced (3)
  - ☐ Single and never married (4)
  - ☐ Dating (5)
  - ☐ Not dating (6)
-

Relationship Status: What is the nature of your relationship?

- ☐ Monogamous (1)
  - ☐ Non-monogamous (2)
  - ☐ Not applicable to me (3)
- 

Indigeneity: Do you identify as Indigenous?

- ☐ Yes (1)
  - ☐ No (2)
  - ☐ Prefer not to answer (3)
- 

*Display This Question:*

*If Do you identify as Indigenous? = Yes*

Indigeneity: If yes, do you identify as:

- ☐ First Nations (1)
  - ☐ Inuit (2)
  - ☐ Metis (3)
-

*Display This Question:*

*If If yes, do you identify as: = First Nations*

*Or If yes, do you identify as: = Inuit*

*Or If yes, do you identify as: = Metis*

Indigeneity: Do you identify with any race in addition to Indigenous?

☐ Yes (1)

☐ No (2)

---

*Display This Question:*

*If Do you identify as Indigenous? = No*

*Or Do you identify with any race in addition to Indigenous? = Yes*

Racial Demographics: Which category(ies) best describes you (check all that apply)?

☐

Black (1)

☐

East Asian (2)

☐

Latin American (3)

☐

Middle Eastern (4)

☐

South Asian (5)

☐

Southeast Asian (6)

☐

White (7)

☐

Another race category (please specify): (8)

☐

Do not know (9)

☐

Prefer not to answer (10)

-----

**Ethnic/Cultural Orig** What are the ethnic or cultural origins of your ancestors? Specify as many origins as applicable. For examples of ethnic or cultural origins, [click here](#) for a list from Statistics Canada.

☐ Origin 1 (1) \_\_\_\_\_

☐ Origin 2 (2) \_\_\_\_\_

☐ Origin 3 (3) \_\_\_\_\_

☐ Origin 4 (4) \_\_\_\_\_

☐ Do not know (5)

☐ Prefer not to answer (6)

### **Relationship Perspectives**

RI The following questions will ask about your personal relationships. You will be asked to choose an answer that best describes you or rate the strength of your belief about a statement. For questions where more than one answer is possible, you will be asked to check all that apply to you.

Relationships: How many sexual partners have you had?

☐ Under 5 (1)

☐ 6-10 (2)

☐ 11-20 (3)

☐ More than 20 (4)

Satisfaction: In your current relationship, what is satisfying (check all that apply)?

☐

Sex (1)

☐

Intimacy (2)

☐

Friendship (3)

☐

Trust (4)

☐

Reliability (5)

☐

Openness (6)

☐

Acceptance (7)

☐

Reciprocity (8)

☐

Shared values (9)

☐

Flexibility (10)

☐

Faith (11)

☐

Fidelity (12)

☐

Humour (13)

☐

Minimal conflict or arguments (14)



☐

Honesty (15)

☐

Mutual respect (16)

☐

Other (please specify): (17)

---

-----

Dissatisfaction: When I am unsatisfied in my relationship, I usually (check all that apply):

- ☐ Talk to my partner (1)
- ☐ Seek advice (2)
- ☐ Reduce my expectations (3)
- ☐ Consider breaking up (4)
- ☐ Talk to a counsellor (5)
- ☐ Give an ultimatum (6)
- ☐ Stay faithful/loyal to my partner (7)
- ☐ Cheat on my partner (8)
- ☐ Look for someone else (9)
- ☐ Find a compromise (10)
- ☐ Other (please specify): (11)

---

-----

Relationships: I typically feel confident in my intimate relationships:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost Always (4)
  - ☐ Always (5)
- 

Confidence: I am nervous when trying to ask someone on a date:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost Always (4)
  - ☐ Always (5)
-

Confidence: I am more confident when I meet someone online compared to when I meet someone in-person:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost Always (4)
  - ☐ Always (5)
- 

Confidence: I like how I look even when someone else is not attracted to me:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost Always (4)
  - ☐ Always (5)
-

Confidence: I spend too much time wishing I looked different:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost Always (4)
  - ☐ Always (5)
- 

Confidence My confidence in intimate relationships begins with how I think I look:

- ☐ Not true for me (1)
  - ☐ Rarely true for me (2)
  - ☐ Sometimes true for me (3)
  - ☐ Often true for me (4)
  - ☐ Always true for me (5)
-

Sexual Intimacy: I discuss my sexual desires with my partner:

- ☐ Never (1)
  - ☐ Almost Never (2)
  - ☐ Sometimes (3)
  - ☐ Almost always (4)
  - ☐ Always (5)
- 

Sexual Intimacy: My partner is clear with me about what sex acts they will not do:

- ☐ Never (1)
  - ☐ Almost Never (2)
  - ☐ Sometimes (3)
  - ☐ Almost always (4)
  - ☐ Always (5)
-

Sexual Intimacy: When my partner is not as interested in a sex act I like, I am usually (check your most common response):

- ☐ Unhappy (1)
- ☐ Disappointed (2)
- ☐ Unforgiving (3)
- ☐ Angry (4)
- ☐ Frustrated (5)
- ☐ Sad (6)
- ☐ Resentful (7)
- ☐ Upset (8)
- ☐ Indifferent (9)
- ☐ Aggressive (10)
- ☐ Determined (11)
- ☐ Resigned (12)
- ☐ Insecure (13)
- ☐ Other (please specify): (14) \_\_\_\_\_

-----

Sexual needs: I am entitled to have my sexual needs met:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
- 

Sexual Needs: I would consider cheating on my partner to get my sexual needs met:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
-



Sexual needs: I have cheated on my partner to get my sexual needs met:

- ☐ Never (1)
- ☐ Once (2)
- ☐ A few times (3)
- ☐ Regularly (4)
- ☐ Many times (5)

---

#### Sex Buying Attitudes and Beliefs

BI The following questions will ask about your experiences with purchasing sexual services. You will be asked to choose an answer that best describes you or rate the strength of your belief about a statement. For questions where more than one answer is possible, you will be asked to check all that apply to you.

Buying Sex: Why do you think some men purchase sexual services (check all that apply)?

- ☐ Unhappy in relationship (1)
- ☐ Looking for variety (2)
- ☐ Wanting a specific sex act (3)
- ☐ For a sense of adventure or taboo (4)
- ☐ No-one gets hurt (5)
- ☐ Get what they want (6)
- ☐ No hassle (7)
- ☐ No partner (8)
- ☐ Trying something new (9)
- ☐ Need more than partner provides (10)
- ☐ Partner won't do what they want (11)
- ☐ Won't/can't ask partner for it (12)
- ☐ No strings (13)
- ☐ To lose virginity (14)

- ☐ For the "girlfriend experience" (15)
  - ☐ To feel accepted (16)
  - ☐ Don't like rejection (17)
  - ☐ Size shame (18)
  - ☐ Scratches an itch (19)
  - ☐ Convenience (20)
  - ☐ Other (please specify): (21)
- 

-----

Buying Sex: Are women who sell sex exploited?

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost always (4)
  - ☐ Always (5)
-

Buying Sex: Are Indigenous women and girls vulnerable to sexual exploitation?

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost always (4)
  - ☐ Always (5)
- 

Buying Sex: In my opinion, sex acts or sex services that are sold for a price or traded for a good are exploitative:

- ☐ Never (1)
  - ☐ Almost never (2)
  - ☐ Sometimes (3)
  - ☐ Almost always (4)
  - ☐ Always (5)
-

Buying Sex: The buyer of a sex act or sex service deserves to be satisfied:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
- 

Buying Sex: A sex worker cannot be raped by a paying customer:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
-

Buying Sex: Indigenous women are more likely than non-Indigenous women to be exploited within the sex trade:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
- 

Buying: Sex Women are mostly involved in the sex trade by their own choice:

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

---

### Sex Trade Engagements

SI The following questions will ask about your beliefs relating to the sex trade. You will be asked to choose an answer that best describes you or rate the strength of your belief about a statement. For questions where more than one answer is possible, you will be asked to check all that apply to you.

Sex Trade: I have previously paid for a sex service:

- ☐ Never (1)
- ☐ Once (2)
- ☐ A few times (3)
- ☐ Regularly (4)
- ☐ Many times (5)

---

*Display This Question:*

*If I have previously paid for a sex service: = Once*

*Or I have previously paid for a sex service: = A few times*

*Or I have previously paid for a sex service: = Regularly*

*Or I have previously paid for a sex service: = Many times*

Sex Trade: I have previously paid for the following sex services (check all that apply):

☐

Intercourse (vaginal/anal) with a person(s) (1)

☐

Oral sex with a person(s) (2)

☐

Hand-job by a person(s) (3)

☐

An erotic massage (4)

☐

Watched online as people had sex (5)

☐

A lap dance at a bar (6)

☐

Watched online as someone masturbated (7)

☐

Watched as someone stripped live (8)

☐

Masturbated while being watched online (9)

☐

Other (please specify): (10)

---

☐

Other (please specify): (11)

---

-----



Sex Trade: I prefer to buy sex services online:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
- 

Sex Trade: I prefer to buy sex services in-person:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
-

Sex Trade: I buy sex services both online and in-person:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
- 

Sex Trade: I do not buy sex services, but I do view online sexually explicit images or videos:

- ☐ Strongly disagree (1)
  - ☐ Somewhat disagree (2)
  - ☐ Neither agree nor disagree (3)
  - ☐ Somewhat agree (4)
  - ☐ Strongly agree (5)
-

Sex Trade: I have joined a members only website to view sexually explicit images or videos (i.e. Only Fans or similar):

- ☐ Never (1)
  - ☐ Once (2)
  - ☐ A few times (3)
  - ☐ Regularly (4)
  - ☐ Many times (5)
- 

Sex Trade: I have downloaded images from sexually explicit websites:

- ☐ Never (1)
  - ☐ Once (2)
  - ☐ A few times (3)
  - ☐ Regularly (4)
  - ☐ Many times (5)
-

Sex Trade: I have uploaded images of myself to sexually explicit websites:

- ☐ Never (1)
  - ☐ Once (2)
  - ☐ A few times (3)
  - ☐ Regularly (4)
  - ☐ Many times (5)
- 

Sex Trade: I have shared videos of myself engaged in a sex act online:

- ☐ Never (1)
  - ☐ Once (2)
  - ☐ A few times (3)
  - ☐ Regularly (4)
  - ☐ Many times (5)
-

Sex Trade: My partner(s) know(s)/knew about my participation in the sex trade:

- ☐ Has no idea (1)
  - ☐ Possibly/suspects (2)
  - ☐ Likely knows (3)
  - ☐ Knows for sure (4)
- 

Sex Trade: My partner(s) has/have joined me when I have participated in the sex trade:

- ☐ Never (1)
- ☐ Once (2)
- ☐ A few times (3)
- ☐ Regularly (4)
- ☐ Always when asked (5)

## **Appendix B**

### **Terms Used**

- **Participants & Participants–** Male individuals who completed the survey
  - n=982, individuals who identified as male who completed all or part of the survey
  - most of the data is presented with a percentage assigned to those who provided no response to the item being presented
- **Prostitution –** A legal term that refers to a transaction that involves both the purchase and the sale of sexual services. Purchasing sexual services is prohibited in Canada and makes the prostitution transaction illegal (Justice Canada, 2023). The term “prostitute” is considered a derogatory term. Prostitution can be:
  - Forced (also known as sexual exploitation)
  - Voluntary (also known as sex work)
- **Sexual Exploitation –** Any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another (Government of Canada, 2023).
- **Survival Sex –** Sex work that is engaged in by a person because of their extreme need. It involves trading sex for food, a place to sleep, safety, drugs, or other basic needs.
- **Sex Trafficking –** Sex trafficking is a form of human trafficking that involves recruiting, moving, or holding victims for sexual exploitation purposes. Sex traffickers may coerce victims into providing sexual services by force or through threats, including mental and emotional abuse and manipulation (Public Safety Canada, 2023).
- **Sex Trade –** A term to describe a broad range of sex-related activities/services including but not limited to the following: escort services, street-level sex work, exotic dancing, massage, pornography, internet work, and phone sex operators.
- **Sex Work –** A term often preferred by those who sell sexual services to reduce intense social stigma. Sex work is a broad term that describes sexual activities that are consensually performed/provided to others in exchange for money or other things of value. Many sex work activities are legal in Canada, others are not.