

1. RESEARCH QUESTION

- (a) Are men experiencing loneliness and isolation more likely to purchase sex?
- (b) Are men who believe in patriarchal notions of masculinity and entitlement more likely to purchase sex?

2. OBJECTIVE

- Much of the existing research on commercial sex focuses on the individual selling sex and not on those who purchase sex.
- It is crucial to investigate those who buy sex because the economy of the commercial sex industry is dependent on consumers.
- This research examines men's sex-buying behaviors in the context of their beliefs and emotional states.
- This study aims to see if specific beliefs and emotional states contribute to men's sex-buying behaviors.

3. METHODS

Demographics

- This study is comprised of an online survey of 1,776 men in the United States conducted using Qualtrics.
- The researcher purchased a sample panel from Qualtrics.
- The researcher provided demographic parameters, and Qualtrics collected a sample that matches those parameters.

Variables

- Dependent: sex buying-rates and practices
- Independent: loneliness and isolation and, masculinity and gender norms
- Controlled for age, military status, marital status and income.

Measures

- The research uses a variation of the UCLA Loneliness and Isolation Scale to measure loneliness and isolation. (1)
- A variation of the Male Role Norms Inventory was used to gather data related to respondents' beliefs about masculinity and gender norms. (2)

4. RESULTS

Table 1

Descriptive Statistics

Variable Name	N	Range	Min	Max	Mean	SD
Age	1776	79	15	94	48.98	19.28
Military Status	1760	-	-	-	.23	.42
Marital Status	1772	-	-	-	.60	.49
Education	1775	7	1	8	5.11	1.77
Entitlement score	1485	12.00	4.00	16.00	9.61	2.90
Loneliness Score	1503	15.00	5.00	20.00	11.64	3.46
Gender Norms	1409	57.00	19.00	76.00	41.52	9.54

Table 2

Model Coefficients

Variable Name	B	SE	t
Constant	-1.46	.414	-3.53**
Age	-.044	.004	-12.13**
Military	.608	.150	4.04**
Marital Status	.410	.142	2.88**
Education	.111	.045	2.49*
Loneliness Score	.025	.019	1.30
Entitlement Score	.078	.026	3.02**
Gender Norms Score	.069	.009	8.00**

*p < .05; **p < .01.

Table 2 shows the result of the linear regression model including the beta coefficient, standard error, and t-score.

Age, military status, marital status, and entitlement are all significant at the level of p < .01. Education is significant at the level of p < .05. And, loneliness was not found to be significant.

5. CONCLUSIONS

1. Traditional gender norms are correlated with an increased likelihood of sex buying.
2. Entitlement is correlated with an increased likelihood of sex buying.
3. Loneliness and isolation were not found to have a significant effect on sex buying.

These results debunk the myth that loneliness is the cause of sex buying.

While many men do experience loneliness and isolation, those feelings do not predict increased likelihood of sex buying.

These results show that sex buying is more about male entitlement and the effect of traditional gender norms rather than feelings of loneliness.

6. REFERENCES

- 1) Hughes, M. E., Waite, L. J., Hawkey L.C., & Cacioppo J.T. (2004). A short scale for measuring loneliness in large surveys: Results from two population-based studies. *Research on Aging*, 26(6), 655-72.
- 2) Levant, R. F., Richmond, K., Majors, R. G., Inklan, J. E., Rossello, J. M., Heesacker, M.,...Sellers, A. (2003). A multicultural investigation of masculinity ideology and alexithymia. *Psychology of Men & Masculinity*, 4(2), 91-99. <https://doi.org/10.1037/1524-9220.4.2.91>