



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.

-buying behaviors in the context of their beliefs and emotional states.

This study aims to see if specific beliefs and emotional states -buying behaviors.

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)