



**EmpowerMen**



**MA MAWI WI CHI ITATA CENTRE**

*We all work together to help one another.*

# Understanding The Demand: Characteristics of Sex Buyers

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HENNES DOLTZE (PROJECT LEADER)



MA MAWI WI CHI ITATA CENTRE  
*We all work together to help one another.*

# Ma MaWi Wi Chi Itata Centre

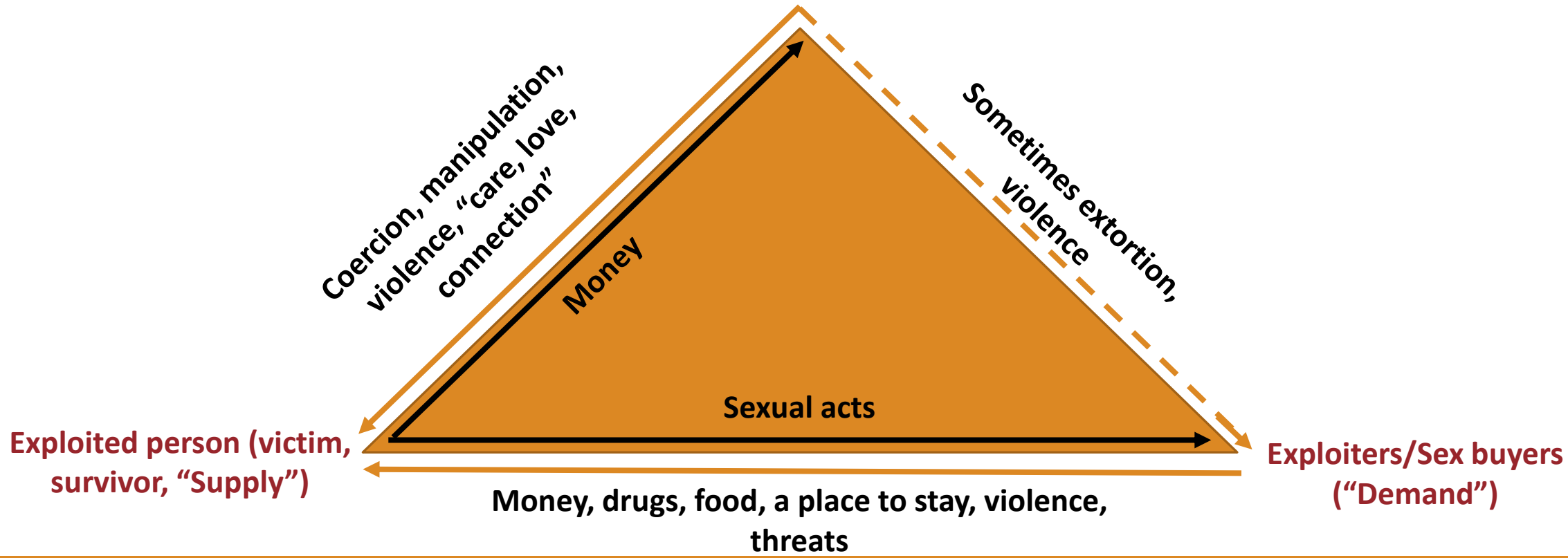
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- We are a community-mandated, Indigenous-directed, and supported family support service organization delivering community-based programs and services to Indigenous children, youth, and families living in Winnipeg.
- Ma Mawi has been the Co-Chair of the SEYCC-Sexually Exploited Youth Community Coalition, developed awareness campaigns with CNN in 2016, Buying Sex is not a Sport in 2015 with the Winnipeg Blue Bombers for the Grey Cup, administrated the Experiential Advisory Committee (EAC) and various media outlets regularly, as well as research and evaluation reports.
- Ma Mawi runs the only rural healing lodge in Canada and a safe house both for child victims of sexual exploitation and sex trafficking 13-17 years of age



# Human Trafficking Connections

Traffickers (pimps, "boyfriend", family members)



# Demand Profile

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Who are the men who buy sex?

# Demographics

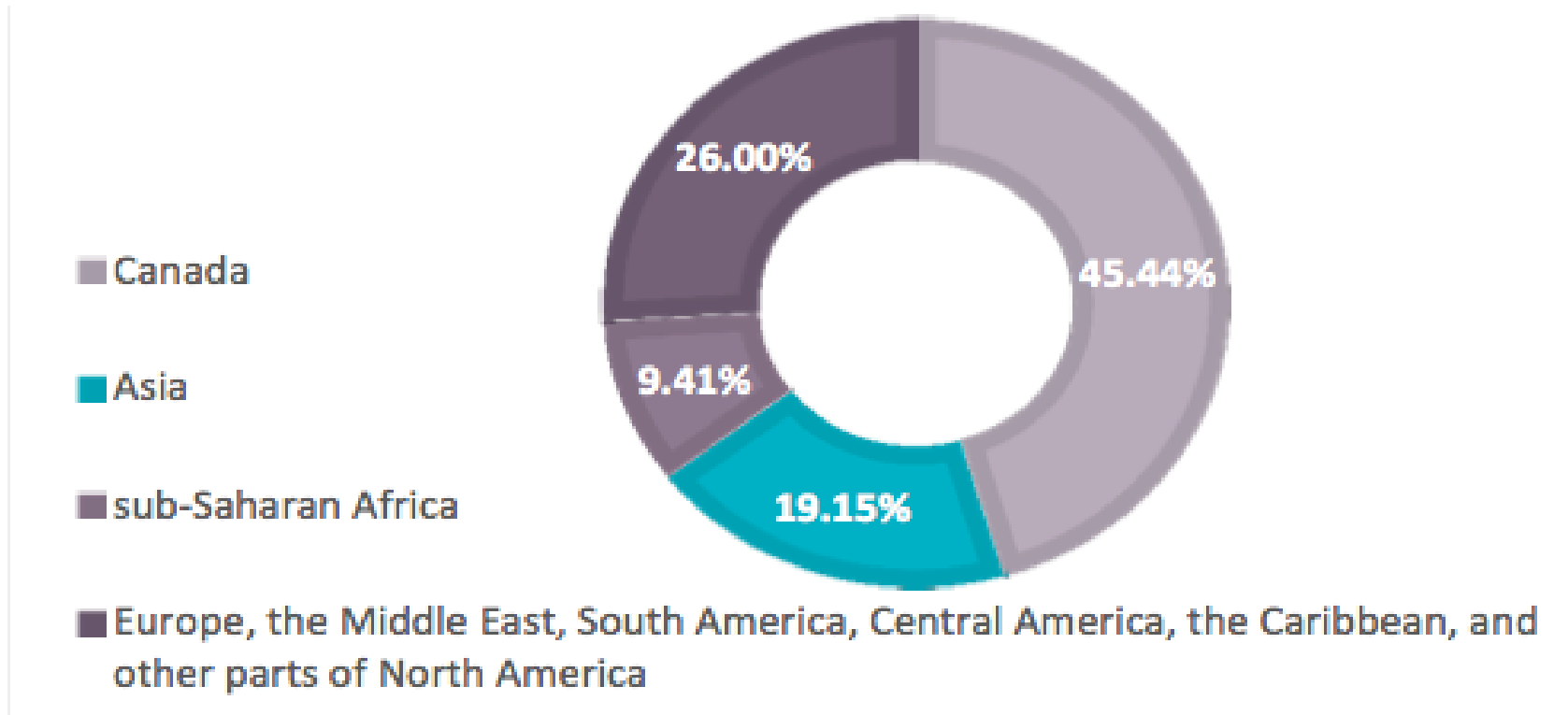
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## Demographics about the participants of the Prostitution Offender Program from Tracia's Trust Report (2019)

(308 arrested sex buyers, 2011 – 2016)

**Tracia's Trust Report, "Collaboration and Best Practices to end sexual exploitation and sex trafficking in Manitoba" (2019)**

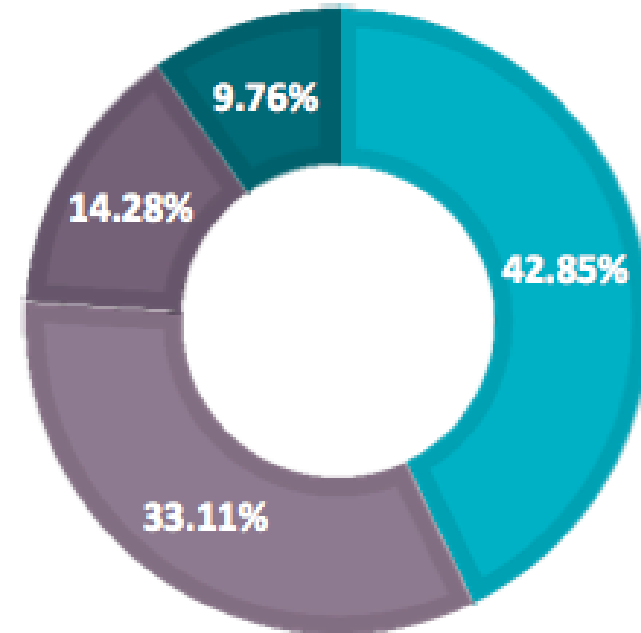
# Places of Birth



# Marital Status

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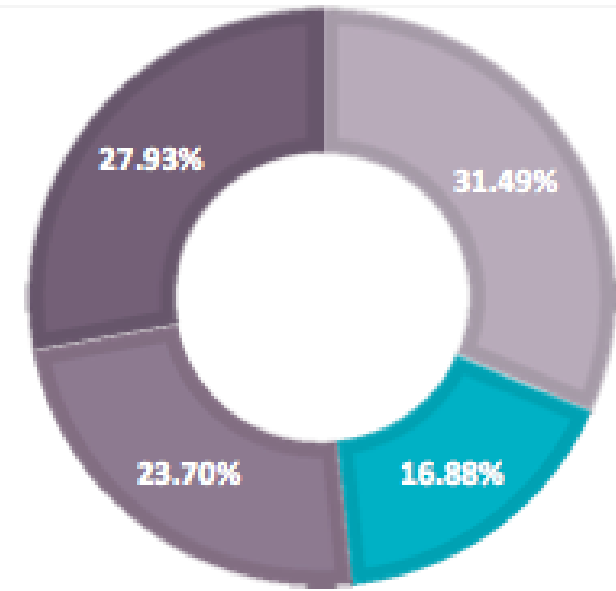
- Married or Common-law
- Single
- Unknown
- Seperated, Divorced, or Widowed



# Level of Education

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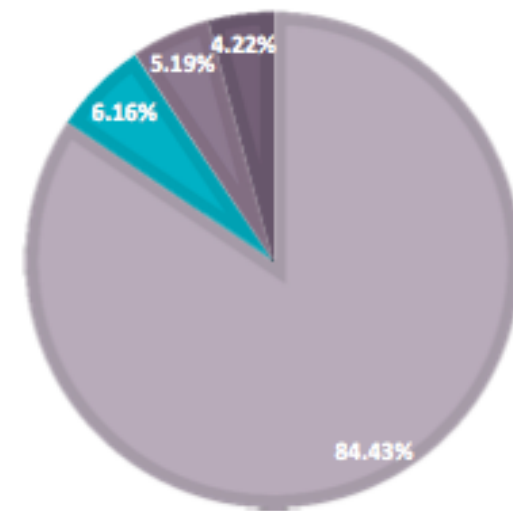
- Educated at a College/University Level
- Grade 12 Certification
- Less than Grade 12
- Other/Unknown





# Employment

- General labour: 15.91%
- Trades: 15.58%
- Driving (taxi, truck, bus, etc.): 10.39%
- Self-employed: 6.17%
- Retail or production: 6.17%
- Student: 4.87%
- Restaurant / food industry: 3.57%
- Cleaning or custodial services: 2.92%
- Healthcare (aide, homecare worker, etc.): 1.95%
- Professional: 1.62%
- Other/Unknown: 15.26%



- Held Regular Employment
- Retired
- Unemployed
- On Social Assistance

# Reasons and attitudes of men

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## Why do men buy sex?

# Why do men buy sex?

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FRUSTRATION/STRESS  
BOREDOM  
NOVELTY  
ISOLATION  
FANTASY  
FOR THE THRILL  
LACK OF SEX IN MARRIAGE  
LONELINESS  
EFFECT OF PORNOGRAPHY  
POOR SELF-ESTEEM  
ADDICTION  
NO STRINGS ATTACHED  
CURIOSITY  
DISTRACTION

# Why do men buy sex?

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- Satisfy immediate sexual urge, entertainment, pleasure
- No commitment, convenient, no emotional connection
- Looking for intimacy and belonging
- To feel in control, to dominate or abuse women and girls, boys, gender-diverse ind.
- Emotional problems or intoxication
- Male bonding/peer pressure
- Have experienced sexual/physical abuse in their childhood

## Exploiters (Buyers)

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- exclusively men (all ages)
- diverse ethnic background
- have education + employment
- disposable income
- stable housing (own or rent)
- often in a romantic relationship
- with children in their care
- using drugs and alcohol to manipulate
- stable social network (families, work, friends)

## Exploited Individuals

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- often women, girls, 2SLGBTQ +
- Indigenous, visible minority, newcomers
- experiences of abuse and trauma or neglect
- experience poverty, economic hardships
- experience homelessness or unstably housed
- child welfare or justice involvement
- mental health or addiction issues
- those who look for love, acceptance, and belonging and stability

# Attitudes & Beliefs

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- most men are aware that the sex industry is exploitative, coercive and that HT happens
- mostly concerned about themselves
- they are seeking out younger girls or are indifferent about the age
- higher pornography consumption
- sex buyers view women/girls in prostitution differently than other women (less empathy)
- they do not consider how their behavior impacts their own wife's and girlfriends, children
- some men have distinct narcissistic and deviant tendencies and behaviors
- normalized beliefs about the commercial sex trade, prostituted women enjoy the act, it is mostly a victimless crime, buyers are merely taking care of their needs, and they are just “guys being guys”
- more tendencies towards sexual aggression (including rape)

# Manitoba Advocate

STAND UP for children & youth

A Special Report published after an Investigation in accordance with Part 4 and Part 5 of  
*The Advocate for Children and Youth Act*

Dedicated to Honour the Memory of  
**TINA MICHELLE FONTAINE**

1999-2014



# Attitudes & Beliefs

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“...What is also important for Manitobans to note in the above interaction is the lens through which Tina was viewed by this adult predator. This man, as he would later testify in court, had a fight with his girlfriend and his response to that fight was to drive to Winnipeg’s West End neighbourhood, a well known site for commercial sexual exploitation, so he could buy sex from a child. This man testified in court that he was unaware of Tina’s age when he picked her up. Notwithstanding this individual’s claim, given Tina’s very young appearance and that she weighed less than 80lbs, it is hard to believe this man was not fully aware he was sexually exploiting a child. **There is an inherent and disturbing level of entitlement and abusive privilege that is revealed by a person who feels that the way to get over a fight in his personal relationship is to buy sex from a young, Indigenous girl.**”

A place where it feels like home: The story of Tina Fontaine. Published by the Manitoba Advocate for Children and Youth (March 2019)





Montreal

## Quebec City man sentenced to life with no parole for 25 years for 1st-degree murder of sex worker

Eustachio Gallese admitted to killing Marylène Levesque, 22, in Sainte-Foy hotel room last month

CBC News · Posted: Feb 27, 2020 10:55 AM CST | Last Updated: February 27, 2020



Eustachio Gallese, 51, has pleaded guilty in the death of 22-year-old Marylène Levesque. (Radio-Canada)

# No parole for 13 years for 'particularly brutal' strangling



By: [Dean Pritchard](#)

Posted: 3:35 PM CDT Friday, Sep. 9, 2022

A Winnipeg man who pushed police to shoot him after strangling a woman to death in her Riverton Avenue home has been sentenced to life in prison with no chance of parole for 13 years.

Cody Don Saunders, 27, was convicted of second-degree murder by a jury

Prosecutors argued Saunders, who was intoxicated by cocaine and alcohol, went to Letniak's home looking for sex in exchange for money, then flew into a rage when he couldn't perform.

Edmonton

## Bradley Barton found guilty of manslaughter in death of Cindy Gladue

Warning: This story includes graphic and disturbing details

[Jennie Russell](#), [Wallis Snowdon](#) · CBC News ·

Posted: Feb 20, 2021 10:29 AM CST | Last Updated: February 20, 2021



In a court exhibit previously shown, Bradley Barton and Cindy Gladue are captured on surveillance camera leaving Barton's hotel room on the first of two nights they spent together. (Yellowhead Inn/Court exhibit)

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Calgary

## Accused serial rapist spoke of 'shallow graves' as police connect him to dead woman: court docs

Richard Mantha's trial set to take place in January

[Meghan Grant](#) · CBC News · Posted: Oct 18, 2023 1:07 PM CDT | Last Updated: October 18, 2023



Richard Robert Mantha faces 20 charges connected to allegations he raped and drugged five women who work in the Calgary sex trade. (Richard Mantha/Facebook)

The charges include sexual assault with a gun, sexual assault with a knife, kidnapping, forcible confinement and administering noxious substances. The charges are connected to allegations he drugged and raped five women who, at the time, worked in Calgary's sex trade.





The Joint Federal/Provincial  
Commission into the April 2020  
Nova Scotia Mass Casualty

MASS  
CASUALTY  
COMMISSION

# Turning the Tide Together

FINAL REPORT OF THE  
MASS CASUALTY COMMISSION

Volume 3  
Violence



The Avalon Report identifies a number of the perpetrator's patterns of behaviour:











- He often bragged about providing dental services at a reduced cost.
- When individuals could not pay the full cost of the dental services provided to them, he was known to sexually exploit those who sought his services.
- He had a reputation of exchanging dental work for sex.
- He was also known to make sexually suggestive comments to marginalized clients who visited his clinic.
- He used his Halifax dental office to sexually exploit marginalized individuals, including those who self-identified as sex workers.
- He exploited African Nova Scotian women and invited them over to the Halifax clinic.
- He was known to provide cash compensation for referrals and to exchange dental work for sex.<sup>34</sup>

# Sex Buyer Review Boards

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- online forums (also called: Escort review boards, hobby boards, etc.)
- sex buyers rate “service providers” based on their appearance, physical attributes, communication
- they either denigrate or praise the women’s performance of sexual acts
- they share their recommendations or rejections for the benefit of other sex buyers
- posts show sexist, racist, objectifying, sexual coercion, and other harmful attitudes and statements of sex buyers
- Websites: Perb.cc, Terb, BestGFE, RubMaps, USA Sex Guide, Utopia Guide

# Canadian review board: perb.cc

MANITOBA → Message & Escort Ads/Reviews				
	<a href="#">Winnipeg</a> › <a href="#">Escort &amp; Massage Ads</a> <span>New</span> Escort, Massage, Erotic Massage & Body Rub Ads For Winnipeg Manitoba (PAID ADVERTISERS ONLY)	75 Threads	406 Messages	 <b>MODEL JUST ARRIVED.....</b> Today at 10:56 AM · Stace...
	<a href="#">Brandon</a> › <a href="#">Escort &amp; Massage Ads</a> <span>New</span> Escort, Massage, Erotic Massage & Body Rub Ads For Brandon Manitoba (PAID ADVERTISERS ONLY)	144 Threads	239 Messages	 <b>Brandon July 29-31   ...</b> Aug 4, 2023 · Leah Laurence
	<a href="#">Winnipeg</a> › <a href="#">Escort &amp; Massage Reviews</a> <span>New</span> Escort, Massage, Erotic Massage & Body Rub Reviews For Winnipeg Manitoba	12.3K Threads	99.8K Messages	 <b>Ruby Labelle</b> 32 minutes ago · a_rodr
	<a href="#">Brandon</a> › <a href="#">Escort &amp; Massage Reviews</a> Escort, Massage, Erotic Massage & Body Rub Reviews For Bandon Manitoba	297 Threads	1.1K Messages	 <b>Samantha 3442</b> Jul 17, 2023 · Freddwar
	<a href="#">Manitoba</a> › <a href="#">Escort &amp; Massage 411</a> <span>New</span> For those seeking information on a specific escort or escort agency or SP in Manitoba	3.5K Threads	19K Messages	 <b>Annabelle Lee recently?</b> 40 minutes ago · a_rodr



# Canadian review board: perb.cc



Rxxxxx  
Member



May 9, 2023

< #1

I saw Jaclyn today and it was one of the worst experiences ever. I read so many nice reviews about so I decided to give it a try. I booked for hh and 15 minutes into the session and she said she can't do it anymore because I'm taking too much time and my dick hurting(I don't have a 9 incher) and my time is up. She said she offers lfk but she kind pushed me back when I was trying to kiss. Don't get me wrong guys she hot and everything but one of the worst attitude I experienced.

Last edited: May 9, 2023

Goliathclarence, rossbaba, gobby and 4 others



Very smelly guy  
Member



May 10, 2023

< #2

Rxxxxx said:

I saw Jaclyn today and it was one of the worst experiences ever. I read so many nice reviews about so I decided to give it a try. I booked for hh and 15 minutes into the session and she said she can't do it anymore because I'm taking too much time and my dick hurting(I don't have a 9 incher) and my time is up. She said she offers lfk but she kind pushed me back when I was trying to kiss. Don't get me wrong guys she hot and everything but one of the worst attitude I experienced.

Completely agree. She's hot but second time I saw her I was reminded every 2 mins that time was running up. Her 15 min quickie is more like 8 mins. Was scolded mid session for spitting on my dingleberry to lube up the full service which she was obviously dry as a bone. This after going down on her for a while. How does that make sense lol another one that clearly doesn't like her line of work just in it for the money. Does not care about customer satisfaction

Goliathclarence, rossbaba, gobby and 4 others



# FROM IMPUNITY TO ACCOUNTABILITY

Deterring Sex Buyers in New York State and Beyond



**Coalition**  
AGAINST TRAFFICKING IN WOMEN



## SEX BUYER REVIEWS ACROSS NEW YORK STATE

- Objectification / commodification / pornification of women
- Acts of violence
- Misogyny
- Indifference to a woman's visible distress
- Harmful sexual practices
- Abuse of vulnerability
- Requests by race
- Disregard for visible signs of illness
- Indifference to signs of substance abuse



## SEX BUYER REVIEWS ACROSS NEW YORK STATE

- Exploitation of a pregnant woman
- Rape
- Racist and ethnic fetishization
- Indifference to visible physical & mental distress
- Awareness of trafficking
- Awareness of pimping
- Sexual coercion
- Transphobia

# SEX BUYERS' *attitudes*

A study of Toronto's "Escort Review Board" 🔍

**Sex Buyers Attitudes: A Study of Toronto's "Escort Review Board"**

DEFEND DIGNITY / MAY 25, 2023 / BLOG / LEAVE A COMMENT

November 2018

# Who Buys Sex?

Understanding and  
Disrupting Illicit  
Market Demand



Research Report

FIGURE 24

## Why Former Buyers Walked Away from Sex-Buying Opportunities

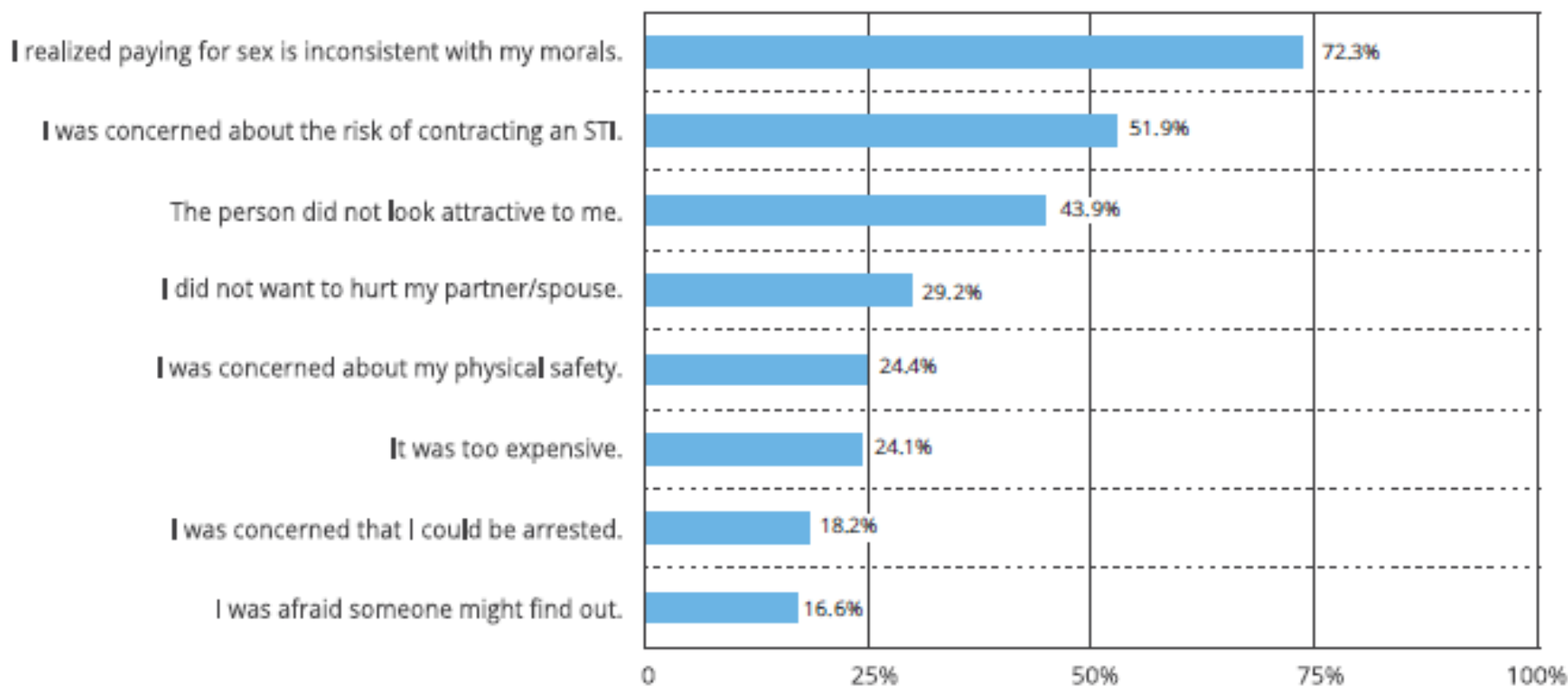
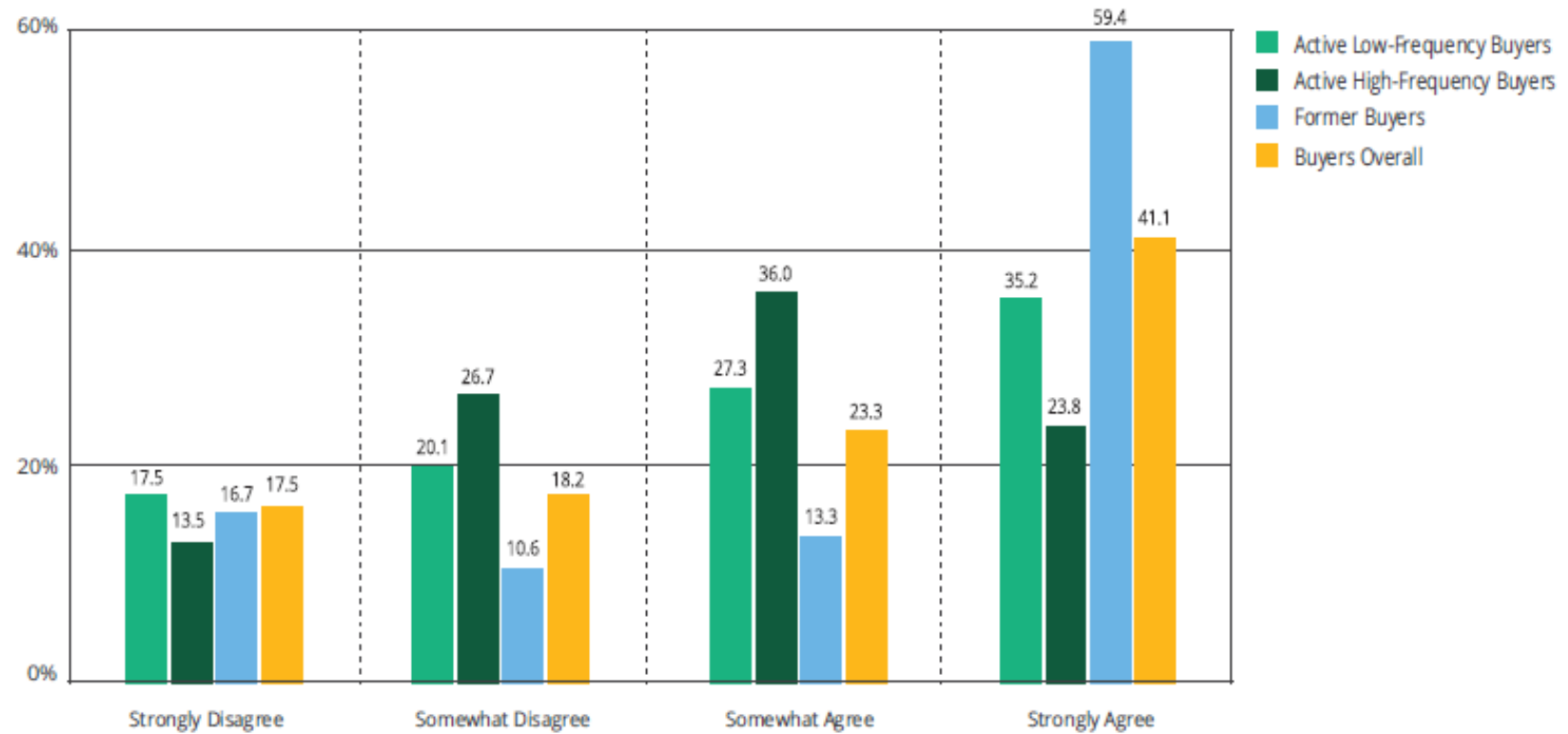


FIGURE 23

“I would like to stop buying sex.”



# EmpowerMen – Project Overview

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①  
*1. Public Awareness/Education*

②  
*2. Online engagement w sex buyers (chatbot)*

③  
*3. Service delivery for men*

④  
*4. Research*

⑤  
*5. Engagement with law enforcement*

⑥  
*6. Building new partnerships*



# Research

## Interested in Participating in a Research Project?

### Engaging Men and Boys Against Sexual Exploitation and Sex Trafficking


Principal Investigator: Dr David Delay, Faculty of Social Work University of Manitoba

The purpose of this project is to explore men's beliefs, attitudes, opinions and behavioural motivations relating to purchasing sexual services within Manitoba's sex trade. "Sex trade" is a term used to describe a broad range of sex-related activities/services including but not limited to: escort services, street-level sex work, exotic dancing, erotic massage, pornography, internet sex work, and phone sex services. You can complete the survey anonymously. There is a draw for a gift card for those who provide an email address. You can also indicate whether you would like to be contacted for future related research.

Complete the Survey at:

[https://cssrp.ca1.qualtrics.com/jfe/form/SV\\_9WGs1PBvYRXcEXI](https://cssrp.ca1.qualtrics.com/jfe/form/SV_9WGs1PBvYRXcEXI)

- OR -

Scan the QR code 



**University  
of Manitoba**

Research Approved by University of Manitoba Research Ethics Board Certificate # HE2023-0208  
If you have any concerns: Contact the Principal Investigator, Dr. David Delay: [david.delay@umanitoba.ca](mailto:david.delay@umanitoba.ca)  
or the Human Ethics Officer at University of Manitoba: [humanethics@umanitoba.ca](mailto:humanethics@umanitoba.ca)



# What can we do?

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- Increase focus on men as sex buyers who create market for exploitation/trafficking
- Awareness and leadership training for men and boys in different settings
- MMIWG Calls for Justice – Culpability of offenders
- Include anti-demand strategies in provincial/federal strategies: GBV + HT strategies
- Accountability of sex buyers (arrest, prosecution, education) enforce PCEPA
- Role of Technology: Social media apps, websites that facilitate trafficking, escort websites
- Responsibility of the corporate sector
- encourage men to understand their personal reasons of why they buy sex and how it impacts their partners/families

# Resources

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- Tracia's Trust (Manitoba): [Tracia's Trust: Collaboration and Best Practices to End Sexual Exploitation and Sex Trafficking in Manitoba \(gov.mb.ca\)](https://www.gov.mb.ca/tracia)
- Defend Dignity: [Sex Buyers Attitudes: A Study of Toronto's "Escort Review Board" - Defend Dignity](#)
- Demand Abolition: [Who Buys Sex? - Demand Abolition](#)
- CATW: [From Impunity to Accountability: Deterring Sex Buyers in New York State and Beyond – CATW \(catwinternational.org\)](https://www.catwinternational.org)
- OSCE Document: [Discouraging the demand that fosters trafficking for the purpose of sexual exploitation | OSCE](#)
- Comparing Sex Buyers: [Farleyetal2011ComparingSexBuyers.pdf \(prostitutionresearch.com\)](#)
- Demand Forum: [Demand Forum - Resources for the Prevention of Prostitution and Sex Trafficking Demand Forum \(demand-forum.org\)](https://demand-forum.org)
- National Centre on Sexual Exploitation: [Sex Buying - NCOSE \(endsexualexploitation.org\)](https://endsexualexploitation.org)
- An Analysis of Online Networks for Buyers of Sex in Illinois: [OurGreatHobby.pdf \(caase.org\)](#)

# Videos

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- [DEMAND. Documentary](#)
- [Buying Her](#)
- [Now & Next Speaker Series Online \(worldwithoutexploitation.org\)](#)
- [Buying Sex by Teresa MacInnes, Kent Nason - NFB](#)
- [What About the Buyers? Fighting Human Trafficking by Fighting Demand - YouTube](#)

# Contact

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