



# Compensated Dating in Moscow, Minsk, and Kiev: a Case of Materialistic Sexual Revolution?\*

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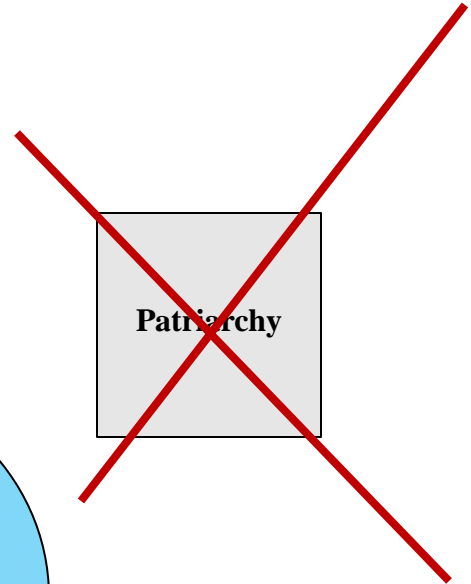
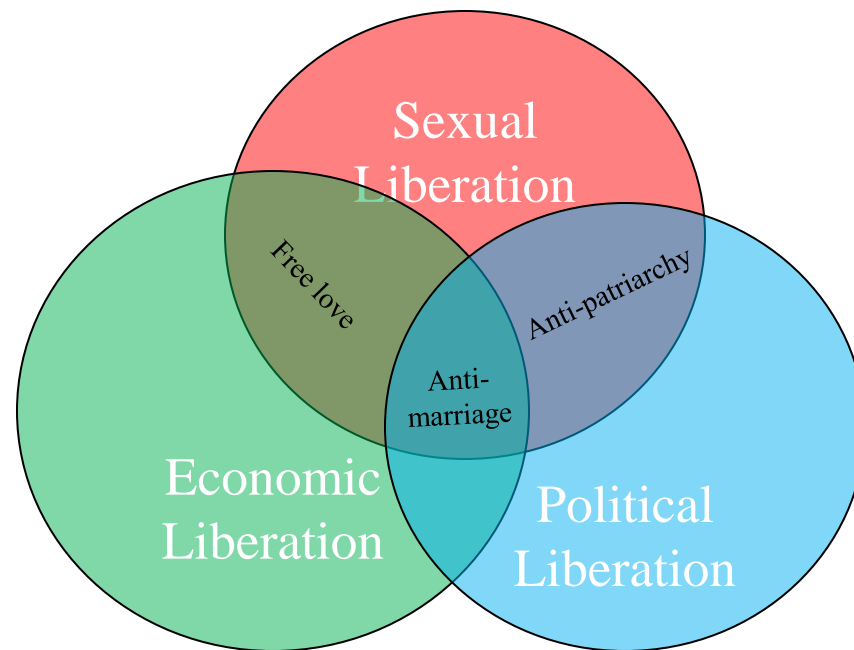


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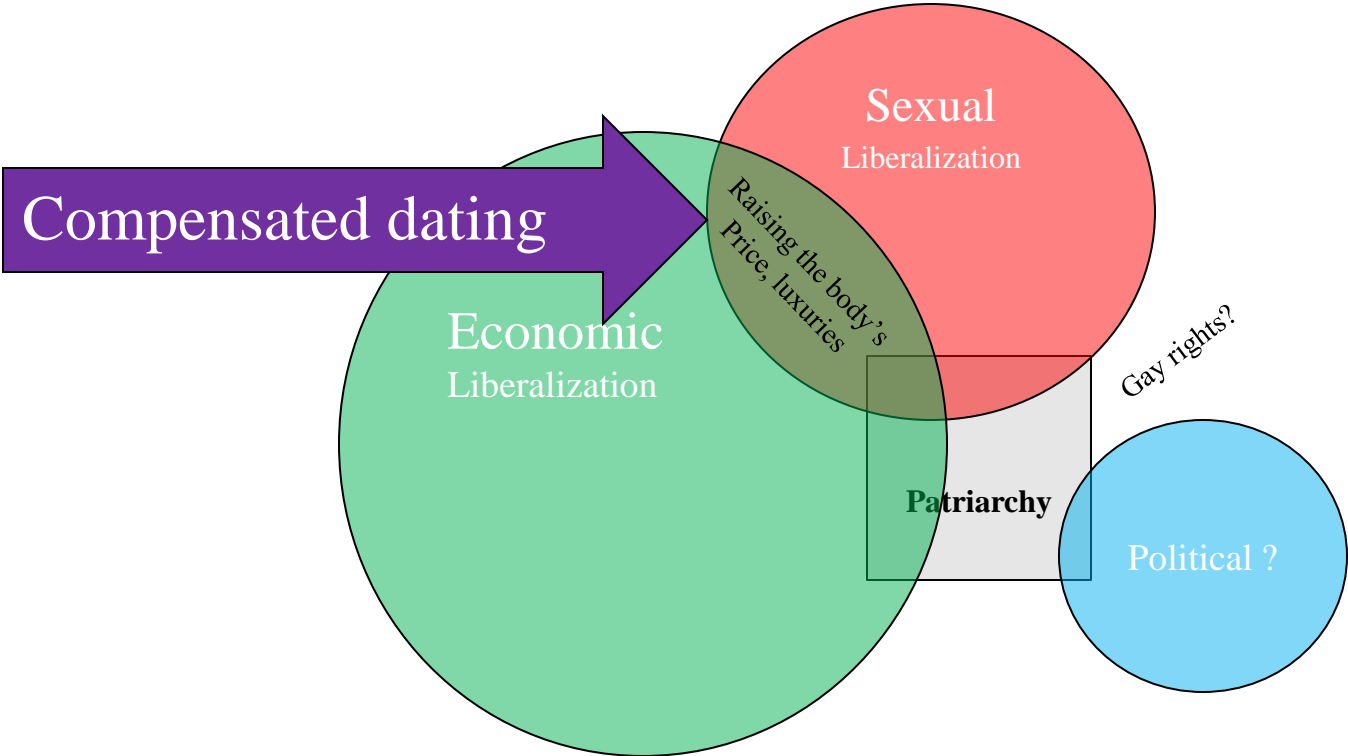
# Leftist Sexual Revolution

USSR 1920's ~West 1960's



# Neoliberal Sexual Revolution

Post-Soviet Russia ~ the Roaring 20's?



# “Revolution?”

- “the wrong word” (Igor Kon)
- lack of key components of 'Western' sexual revolution in Russia:

- ✓ Sexuality in public sphere
- ✓ # sexual partners
- ✓ One night stands
- ✓ Sex without love
- ✗ Greater gender equality
- ✗ Rejection of political patriarchy
- ✗ Acceptance of alternative sexualities
- ✗ Rejection of economic order, no «free love»

# Theoretical Frame: Sexual Revolution

- Number of sexual partners by sexual maturity (years above age 18)

Sex and age	City of residence			Total
	Moscow	Kiev	Minsk	
Female	0,73	1,09	0,75	0,85
18-36	1,13	1,12	0,92	1,05
37-55	0,35	1,06	0,56	0,65
Male	1,62	1,07	1,88	1,53
18-36	1,53	1,34	2,8	1,92
37-55	1,7	0,78	0,9	1,13
Total	1,17	1,08	1,33	1,19

\*women have on average twice as many lifetime sexual partners today compared to data from the 1980's... gender equality in Kiev, Minsk, not in Moscow

# Theoretical Frame: Sexual Revolution

- Mean number of one-night-stands

Sex and Age group	City of residence			Total
	Moscow	Kiev	Minsk	
<b>Female</b>	2,18	2	1,63	1,94
<b>18-36</b>	1,69	1,64	0,9	1,4
<b>37-55</b>	2,63	2,36	2,4	2,46
<b>Male</b>	10,5	6,1	7,36	7,99
<b>18-36</b>	6,09	2,45	5,69	4,76
<b>37-55</b>	14,75	9,96	9,14	11,32
<b>Total</b>	6,3	4,02	4,55	4,96

# Theoretical Frame: Sexual Revolution

- Agrees with “sex without love”

Sex and age	City of residence			Total
	Moscow	Kiev	Minsk	
<b>female</b>	43,8%	41,6%	49,1%	44,8%
18-35	41,1%	50,0%	54,5%	48,5%
36-55	46,4%	32,7%	44,1%	41,2%
<b>Male</b>	86,2%	60,2%	83,0%	76,1%
18-35	78,6%	63,9%	92,7%	77,9%
36-55	94,3%	56,1%	73,7%	74,3%
<b>Total</b>	64,7%	51,1%	65,9%	<b>60,5%</b>

\*women more than twice as likely to agree compared to 1992 (Russia), men almost twice as likely. Gender gap...

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# Research Question

To which extent intimate relationships and intimacy have become more “commodified” (Constable) in post-Soviet space?

Case: compensated dating.

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# Theoretical Frame: Commodification

- “commodified” - infused with market logic
  - making decisions increasingly based on calculations instead of feelings, competing instead of communicating, and strategizing instead of empathizing within non-economic spheres
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# Theoretical Frame: Compensated Dating

- exchange practices whereby sexual intimacy is given for a particular material compensation (Ueno)
  - compensated dating," "Enjo Kosai," "assisted dating," "transactional sex," "gift-for-sex" exchanges
  - Gift forms: travel, monetary gift, technology, luxury, shopping, room or apartment
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# Goals of the paper

1. descriptive information on compensated dating practices
  2. characteristics that make people more likely to take part in compensated dating practices
  3. comparison of compensated dating practices in three cities
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# Sample

- Online-survey – 678 people
- Quotas taken from representative online panel:
  - Moscow, Kiev and Minsk (226, 221, 231)
  - Males (339) and Females (339)
  - age groups “18-35” and “36-55”
- Condition:
  - experience in “intimate” (sexual) relationships
- Respondents:
  - 62% - higher professional education
  - 65% of respondents work full time, and 20.4% work and study
  - 53% respondents are married, 80% - in intimate relationships at the moment of the survey

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# Hypotheses and Methods

## Goal 1: descriptive statistics

- ❑ compensated dating is a niche practice (10% of population)

## Goal 2: binary logistic regression models

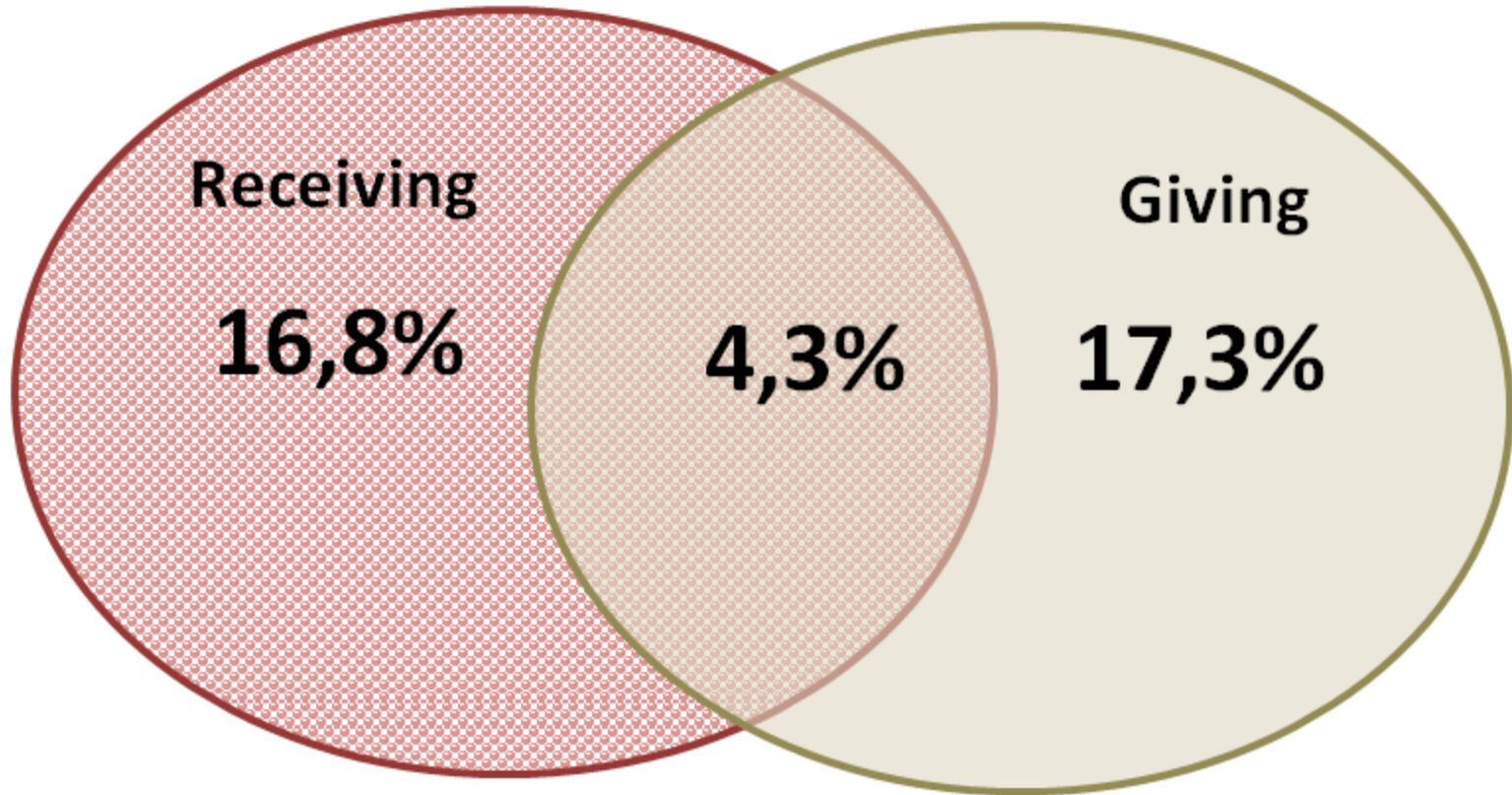
- ❑ women receiving and men giving gifts in exchange for sex
- ❑ more individualized values (less family oriented, less religious, more hedonistic, materialistic, self-expressive)
- ❑ highest incomes
- ❑ greater number of sexual partners and greater belief in sex without love

## Goal 3: average and chi-square tests

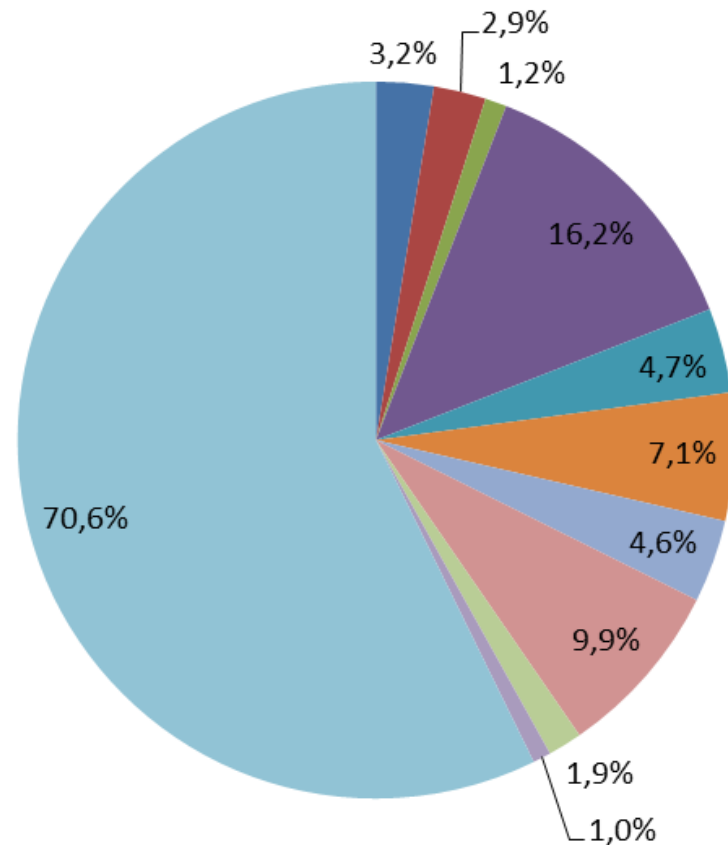
- ❑ compensated dating is most widespread in Moscow and least widespread in Minsk
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# Goal 1: description of compensated dating practices

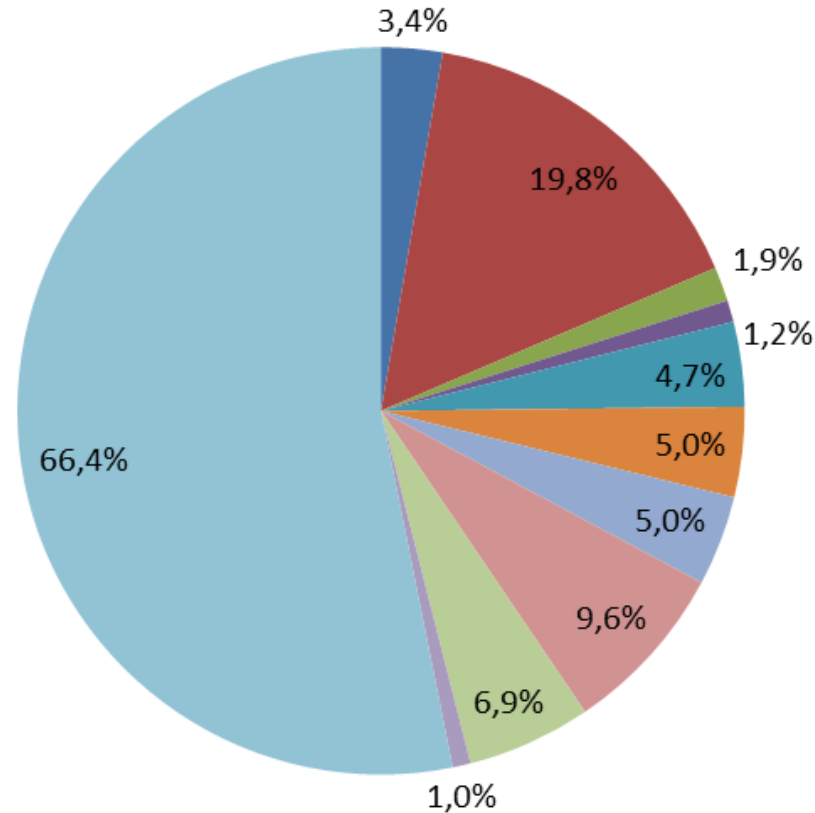


*“What have you received as a compensation for intimate relationships with you?”, % of answers*



- Luxury gift (for example, fur, jewelries)
- Free or reduced apartment rent
- Technics (mobile phone, computer)
- Living essentials (food, clothes, apartment rent)
- Monetary payment
- Nothing
- Touristic trip
- Small romantic gift (flowers, sweets)
- Gift in monetary form for personal needs
- Dinner at the restaurant
- Others

*“What have you given as a compensation for intimate relationships with you?”, % of answers*



- Luxury gift (for example, fur, jewelries)
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## **Goal 2: likelihood of individuals with particular characteristics for receiving gifts as a compensation for intimate relationships**

- Older age
  - Female sex
  - Lower education
  - Higher personal income
  - Value “Family”
  - Longer relationships
  - More one-night stands
  - Importance of financial issue while choosing a partner
  - Using dating web-sites
  - No father
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Independent variables	B	S.E.	Wald	df	Sig.	Exp(B)
Age	,036	,013	7,652	1	,006	1,037
Sex	-1,553	,284	30,012	1	,000	,212
Resident of Moscow	,403	,487	,687	1	,407	1,497
Resident of Kiev	,586	,591	,984	1	,321	1,796
Education	-,294	,121	5,927	1	,015	,746
Personal income	,352	,128	7,564	1	,006	1,421
Value - family	,324	,152	4,569	1	,033	1,383
Value – self-expression	-,071	,131	,292	1	,589	,931
Value – love	-,112	,132	,723	1	,395	,894
Value - leisure	-,117	,175	,445	1	,505	,890
Value - religion	-,019	,127	,022	1	,883	,981
Number of sexual partners	,002	,002	1,230	1	,267	1,002
The duration of the longest relationships	,023	,010	5,521	1	,019	1,024
Number of one-night stands	,015	,006	5,741	1	,017	1,015
Financial issue while choosing an intimate partner	,180	,047	14,943	1	,000	1,197
Marriage without love	-,174	,115	2,281	1	,131	,841
Man paying on a date	-,005	,254	,000	1	,984	,995
Use of dating websites	-,247	,078	10,007	1	,002	1,281
Sex without love	,185	,128	2,094	1	,148	1,203
Homo/bisexuality	,061	,533	,013	1	,909	1,063
No mother	-21,201	20207,340	,000	1	,999	,000
No father	1,056	,488	4,675	1	,031	2,875
Born in Moscow	-,264	,440	,359	1	,549	,768
Born in Kiev	-,243	,487	,248	1	,618	,784
Born in Minsk	,200	,443	,203	1	,652	1,221
Constant	-1,763	2,209	,637	1	,425	,172

Receiving gifts for sex

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## **Goal 2: likelihood of individuals with particular characteristics for giving gifts as a compensation for intimate relationships**

- Older age
  - Male sex
  - Moscow residents
  - Higher personal income
  - Importance of financial issue while choosing a partner
  - Idea that man should pay on a date
  - Homo/bisexuality
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Independent variables	B	S.E.	Wald	df	Sig.	Exp(B)
Age	,073	,015	24,990	1	,000	1,075
Sex	2,537	,340	55,584	1	,000	12,636
Resident of Moscow	1,190	,543	4,807	1	,028	3,287
Resident of Kiev	,938	,661	2,016	1	,156	2,556
Education	-,067	,118	,316	1	,574	,936
Personal income	,260	,130	4,017	1	,045	1,297
Value - family	-,093	,175	,282	1	,595	,911
Value – self-expression	,005	,142	,001	1	,970	1,005
Value – love	,020	,135	,022	1	,882	1,020
Value - leisure	-,206	,183	1,271	1	,260	,814
Value - religion	-,080	,139	,331	1	,565	,923
Number of sexual partners	,001	,002	,369	1	,544	1,001
The duration of the longest relationships	,011	,011	,904	1	,342	1,011
Number of one-night stands	,007	,006	1,308	1	,253	1,007
Financial issue while choosing an intimate partner	,113	,047	5,759	1	,016	1,119
Marriage without love	-,049	,107	,207	1	,649	,952
Man paying on a date	,876	,318	7,578	1	,006	2,401
Use of dating websites	-,162	,086	3,529	1	,060	1,175
Sex without love	-,016	,163	,010	1	,921	,984
Homo/bisexuality	1,728	,633	7,446	1	,006	5,629
No mother	-20,083	21508,647	,000	1	,999	,000
No father	-,457	,771	,352	1	,553	,633
Born in Moscow	-,282	,473	,357	1	,550	,754
Born in Kiev	,316	,515	,377	1	,539	1,372
Born in Minsk	,201	,508	,157	1	,692	1,223
Constant	-6,621	2,458	7,259	1	,007	,001

## Giving gifts for sex

## Goal 3: comparison of compensated dating practices between Moscow, Kiev and Minsk

<b>Gift-compensation</b>	<b>Moscow</b>	<b>Kiev</b>	<b>Minsk</b>
Luxury gifts (furs, jewelries)	4.9%	7,2%	3%
Dinner at the restaurant	14.6%	10%	4.3%
Monetary payment	11.5%	5%	4.3%

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# Summary of Findings

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# **‘Moscow effect’ of exchange sex for gifts**

- Older and wealthier Moscow men with traditional gender attitudes, a history of many sexual partners and one-night stands
  - Younger women who maintain a high lifestyle
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# Traditional roles

- Traditional differentiation of male and female roles and their mutual exploitation
  - Compensated dating is driven by male giving, functioning for status demonstration and facilitating a greater number of male sexual partners in these still heavily patriarchal societies.
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# Dating websites

- For receiving gifts-for-sex - internet dating websites are a tool
- For gift-givers - the internet is less salient
  - Anonymity of the internet - exchange without fear of judgment or publicity
  - Efficiency of the internet - to quickly find each another and negotiate the terms.
  - Normalization - Popularity and mainstream usage of dating websites

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# Values

- high values of materialism and self-expression values predict giving (especially in Moscow)
  - compensated dating doesn't exclude the family, marriage, and love values (family values more likely to receive gifts)
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# Summing up

- Compensated dating far from niche practice (30% or higher)
  - Economic barter in the relationships of compensated dating doesn't mean exclusion of emotional connections or romance.
  - But! Strong variation of compensated dating practices between cities of varying economic development - Moscow effect - social change indicators
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# “Free love”?

- Sexual 'liberation' in Eastern Europe tied to economic hierarchies. (materialist rather than anti-materialist)
  - Body can be a commodity whose 'price' is closely guarded by those who may appear the most liberated
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**Thank you for  
your attention!**

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