

Table 3. Types of clients

	The omnivorous consumer ( <i>Allkonsumenten</i> )	The relationship avoider ( <i>Relationsundvikaren</i> )	The supplement buyer ( <i>Kompletteringsköparen</i> )	The relationship seeker ( <i>Relationssökaren</i> )	The refused ( <i>Den Refuserade</i> )
Personality	Positive self-image; radiates authoritative, self-confidence. Does not have a bad conscience about buying sex. Unconsciously afraid of impotence.	Terrified of close, long-term relationships with women. Buys sex to avoid demands in a relationship; sees nothing wrong with this.	Has difficulty talking about feelings; empathetic but lacks understanding of “the mutual play of the relation between the sexes.” <sup>a</sup> Prostitution leaves his real needs unfulfilled.	Low self-confidence; has difficulty establishing social contacts.	No self-confidence, few friends; desperately wants a relationship with a woman but feels unworthy and ugly.
Relationships	In a stable heterosexual relationship; has others on the side; consumes pornography.	Has no stable relationships with women but many temporary ones; consumes pornography.	In a traditional heterosexual relationship. Values the relationship but is unhappy with the sex.	Few relationships with women; buys sex in between these relationships.	Only relationships with women are with prostitutes; consumes a lot of pornography.
Childhood	Happy childhood characterized by love and affection but too few limits.	Disturbed relations with mother and other women during childhood have resulted in fear of dependency and closeness.	Happy childhood; no particular problems during childhood or puberty.	Disturbed relationship with mother.	“Cold” upbringing.
Cure	Needs therapy to get in touch with his true feelings, and “training in maleness” to understand that “real men are not just hard, but also sensitive and soft.” <sup>b</sup>	Needs therapy to get in touch with his true feelings, and “training in maleness” to understand that “real men are not just hard, but also sensitive and soft.” <sup>b</sup>	Needs therapy, both individually and with his partner; needs contact with social workers and men’s support group.	Needs therapy and contact with social workers and men’s support group “to provide him with the opportunity to acquire a clearer role as a man.” <sup>c</sup>	Needs therapy and contact with social workers and men’s support group “to provide him with the opportunity to acquire a clearer role as a man.” <sup>c</sup>

Source: Sandell et al., *Könsköparna*

<sup>a</sup>Sandell et al., *Könsköparna*, 153

<sup>b</sup>Ibid., 267

<sup>c</sup>Ibid.