

How do Canadian men define infidelity?

As long as it's hands off, most think it's not cheating.

Toronto, July 29, 2009 – DailyXY.com, the website for Canadian urban men, is releasing today the results of a study of 498 men which sheds light on what they think constitutes infidelity.

Less than half of respondents thought the following activities were off limits in a relationship:

- Watching pornography - 2%
- Flirting with a co-worker or friend - 12%
- Going to a strip club on a regular basis - 16%
- Cyber-sex (sexy online chat) - 45%

However, more than half thought that the following activities crossed the line:

- Getting an exotic massage - 65%
- Making out - 84%
- Receiving oral sex - 93%
- Intercourse – 99%

Other findings:

- Shockingly, over half of respondents (53%) say they have cheated on their partner, according to their definition.
- 32% say that when it comes to infidelity, there are no second chances. However, 55% say the decision to end a relationship over infidelity depends on what their partner did.
- Almost 30% say men are more likely to cheat than women, while 70% say there are no differences between men and women.

The study also revealed some interesting differences between married and single men, between men over 35 and under 35 as well as between men and women. Married men, for example, were less likely than their single counterparts to consider cyber-sex (34% versus 57%) or making out (78% versus 91%) to be cheating. They are also inclined to think that men are more likely to cheat than women (39% versus 26%).

"In an age of so many sexual opportunities, whether real or virtual, the question of what sexual or flirtatious activity constitutes infidelity is a topical one," says Russell Smith, executive editor of DailyXY.com. "The fact that there is even some disagreement about flirtation or online chat shows that we are now facing confusion about what sex really is."

About DailyXY.com

Lead by author and style guru Russell Smith, DailyXY.com provides advice to guys on all aspects of urban life. Every day, DailyXY sends an email to thousands of subscribers across the country, covering such topics as style, nightlife, food, women and other stuff that appeals to the y-chromosome.

Survey respondent profile

498 men, and 61 women, 25 to 54 years old completed the survey. All are subscribers to DailyXY.com's daily email:

- 63% live in households with incomes over \$75,000
- 45% single, 32% married, 14% divorced or separated
- 82% employed in managerial or professional occupations
- 70% possess a university undergraduate degree or higher

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For additional information on DailyXY.com or the survey findings, or to arrange an interview with Russell Smith, executive editor of DailyXY.com, please contact Susan Willemsen, Renee Lalonde or Danika Lochhead at The Siren Group Inc. at (416) 926-8087, info@thesirengroup.com or www.thesirengroup.com.