

## SeekingArrangement Research

### Background Information:

- According to SeekingArrangement website:
  - 5+ million active members
  - 4+ million sugar baby accounts
  - 1+ million sugar daddy and mommy accounts
  - 139 countries using SA
- Membership and Cost
  - Sugar baby membership: free of charge
  - Sugar baby premium membership: free if they register with a .edu email address
  - Regular sugar daddy membership: \$50/month
  - “Diamond Club” sugar daddy membership: \$2,400/year
    - This status verifies identity, annual income, net worth, and then ensures that the profile gets the most traction by continually allowing it to pop up in the top tier of search results
- [Married men](#) account for at least 40% of the site’s sugar daddies
- As of 2011, sugar babies outnumbered sugar daddies by a ratio of [nearly 10 to 1](#)
  - But the website now advertises that there are “4 sugar babies per sugar daddy”

### College Student “Sugar Babies”

- Sugar Baby University
  - SeekingArrangement [promotional videos](#) feature skits comprised of young, beautiful women enrolled in “Sugar Baby University” (SBU). These promotional videos show young women in classroom settings, holding wads of cash, driving luxury cars and discussing the pleasure and ease of being a sugar baby.
  - In 2011, SeekingArrangement founder, Brandon Wade, [stated that 35%](#) of sugar baby accounts were enrolled college students.
  - In 2013 this number was [estimated at 44%](#).
- Marketing
  - Strategic pop-up ads that appear whenever “tuition help” or “financial aid” is typed into a search engine
  - Advertise that college students who use SA earn an average of \$3,000 per month
- Schools with large populations of “Sugar Babies”

- Company ranks Georgia State University, NYU, Temple University, University of Central Florida, and University of South Florida as its [top five](#) “Fastest Growing Sugar Baby Schools”

## Trends

- **Sugar Daddy** (Male, 45+ age, \$2+ million net worth, New York, NY)
  - 44 out of 50 sugar daddies identify their ethnicity as “white/caucasian”
  - 31 out of 50 sugar daddies do not provide photographs but will send via email upon request from a sugar baby
  - 28 out of 50 sugar daddies mention their successful business careers in the “About Me” portion of their profile
  - 20 out of 50 sugar daddies mention they like to travel and are looking for a sugar baby willing to travel with them
  - 18 out of 50 sugar daddies say they are looking for a “no strings attached” (NSA) and “drama free” relationship
  - 17 out of 50 sugar daddies identified their relationship status as “Married But Looking”
  - 15 out of 50 sugar daddies mention “kink” and specific sexual fetishes in the “What I am Looking for” portion of their profile
    - “Very sexual - extremely sexual, open and enjoys being with a dominant hung male.”
    - “Must like sex, a lot! Physical attraction is paramount, if you can fake that convincingly, you're my girl! I like hearing the words "yes baby, anything you want."”
    - “I am seeking an extremely inclined sub for an ongoing discreet relationship.”
    - “Looking for a young lady that I could pass off as a niece, or a daughter of a friend.”
- **Sugar Baby** (Female, 18-30 age, New York, NY)
  - 50 out of 50 sugar baby profiles provide photographs
  - 21 out of 50 sugar babies identify their ethnicity as “white/caucasian”
  - 10 out of 50 sugar babies identify their ethnicity as “mixed”
  - 21 out of 50 sugar babies mention their financial situation or the financial support they seek from a sugar daddy
  - 16 out of 50 sugar baby profiles provide sexual photographs (cleavage exposure, lingerie, etc.)
  - 16 out of 50 sugar babies mention they enjoy traveling and would be willing to travel with a sugar daddy

- 12 out of 50 sugar babies say they are looking for a “no strings attached” (NSA) and “drama free” relationship
- 5 out of 50 sugar babies mention sex or performing a sexual act
- 5 out of 50 sugar babies mention that they seek mentorship from a sugar daddy

### Escorts on SeekingArrangement

- The SA website hosts a disclaimer which states the following:
  - “An arrangement is not an escort service. SeekingArrangement in no way, shape or form supports escorts or prostitutes using our website for personal gain. Profiles suspect of this usage will be addressed by the SeekingArrangement Misconduct Team and banned from our website.”
- When some images from SA profiles were put through a search engine, matching photographs were found on escort review websites, such as companionsreviews.com, CAescort.club, and exoticpostreviews.com. Ads on backpage.com also host some of these images.
  - Some of the women even have a “background verified” badge on their profile, indicating that they passed a background check. However, ads hosting photographs of them were found on backpage.com, among a number of other escort related websites.
- Evidence of the presence of escorts on SA can be found [here](#).

### Safety

- Background Checks
  - Not required, but members can request one in order to have a “Verified” badge on their profile.
  - Price for the background check differs for babies and daddies:
    - Sugar Baby: \$25
    - Sugar Daddy: \$50
  - The following can cause a user to fail a background check:
    - Registered Sex Offenders
    - Sex Crimes
    - Violent Crimes
    - Domestic Violence
    - Felonious and Misdemeanor Assaults
  - A failed background check does not result in the removal of a profile.
    - They will simply not receive a “Background Verified” profile badge
    - However: “High-risk” background failures will result in “temporary suspension”

- The member in question will be contacted by the SeekingArrangement Misconduct Team where an established internal protocol will be followed to determine their membership standing
  - This “internal protocol” is not provided on their website
- Precautions
  - The SA website includes a page titled “Precautions” under its “Privacy” section
    - The “Privacy” section of the website is not located in the main tabs of the website, and can only be accessed from the very bottom of the website.
  - They provide information on the following:
    - Protecting yourself from Criminals
    - Warning about Minors
    - Warning about Sex Opportunists
    - Common Tricks used by Sex Opportunists
    - Warning about Financial Opportunists
- Reporting Members
  - Members can report other members’ profiles.
  - SA encourages that members report profiles for the following reasons:
    - Report members who request sexual offers in exchange for money.
    - Report members who identify themselves as escorts or prostitutes since this is strictly against our terms of use.
    - Report any member guilty of online harassment.
    - Report anyone who asks for money upfront and before meeting in person. This includes, but is not limited to sob stories asking for money, and individuals needing to pay their cell phone bills.
    - Report members who ask for your address so they can send you gifts.
  - The website does not explain what happens when a member is reported.