

High-Risk Behaviours: Sugaring

The sugar daddy allure

A **sugar daddy** is the term used for someone older who wants to pay someone younger to date them, often times with a sexual expectation.

There are over **2.5 billion** views on the hashtag #sugarbaby on TikTok.

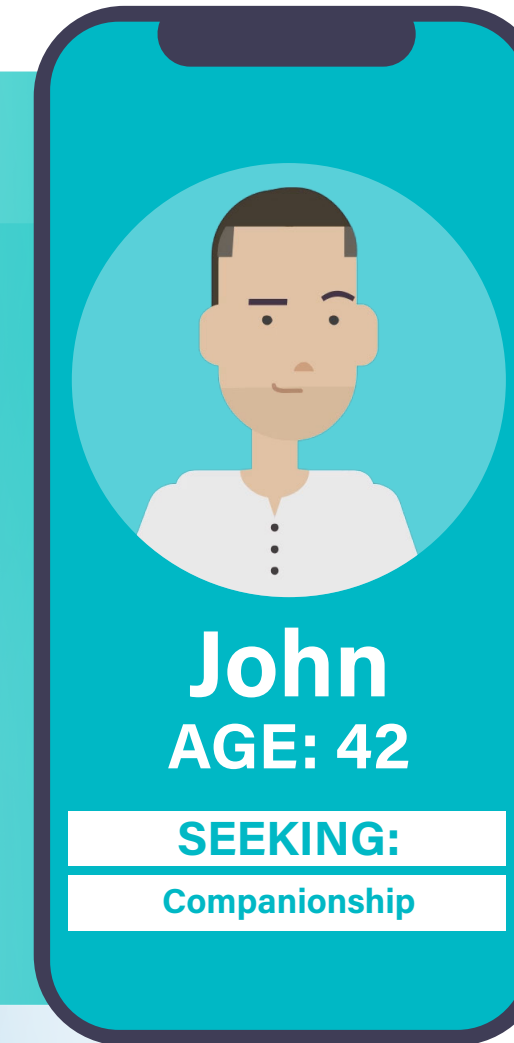
Even though sugaring is being popularized on social media...



...it's not as glamorous as you might think.

Who's your daddy?

Who's your baby?



But isn't sugaring empowering?

SUGAR BABIES

Sugar babies are typically **young females**, often lacking education, career, and financial stability.

SUGAR DADDIES

The average age of a Canadian sugar daddy is **42 years old**,¹ and **almost half** are married with families.²

What's the problem?



Sugar baby behaviours are a form of sexual exploitation, and illegal, if you are under the age of 18.



Authentic consent is saying yes to sexual activity without being paid to.



While sugaring is branded as "luxury dating", it is synonymous to prostitution if it involves getting paid for sexual activity.



Sex should not involve a power imbalance.