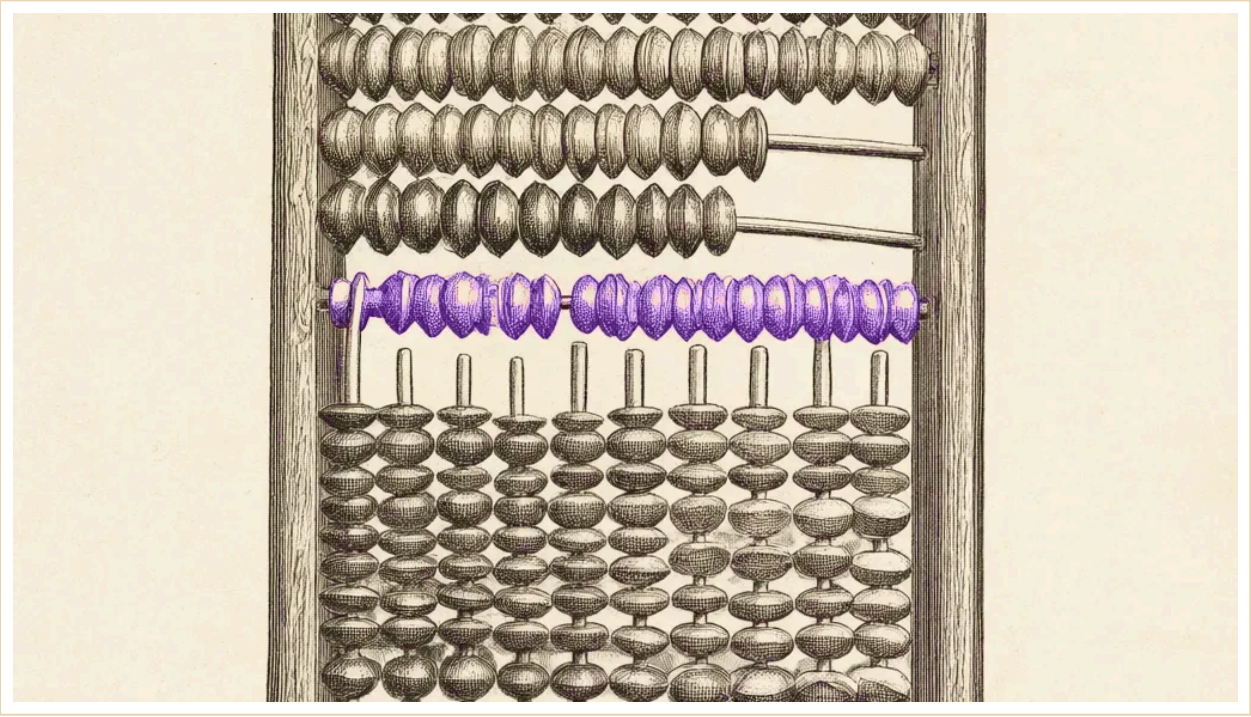
BASICS · CHAPTER 8

Numbers

There’s no measured income figure for 2DFD. This chapter sorts the numbers you’ll hear by how far you can trust them, and shows you the sums you can do yourself.

ENTRY B8 CATEGORY BASICS CHECKED 3 NOVEMBER 2026 READING 8 MIN
SECTIONS 6



EVIDENCE ◆ Verified ◆ Reported ◆ Vivian’s field notes ◆ Unverified

This chapter is not advice for your situation.

IN 30 SECONDS

01 Nothing in the 2DFD scene has been measured. Every income figure is memory, a guess or a rumour.

02 The usual case is small: very few subs really send, and one of them can bring in most of the money.

03 The price of one item hides the total. Multiply before you send.

04 Fixed fees decide which payment rail pays off, and tax changes what a share really costs.

05 Big figures are the bait. Read them last, and as hearsay.

YOU WILL LEARN

- ✓ Which numbers are measured, documented, self-reported or hearsay.
- ✓ What a small persona's numbers look like.
- ✓ How to compute a break-even, a real price and an hourly rate.
- ✓ Which figures to distrust.

> *Here are the numbers, and how little most of them are worth. The small ones are common and nobody talks about them. The big ones are loud and mostly rumour. If a number can't be traced back to a source, treat it as a story.*
>
> — VIVIAN

PART 01

What is measured and what is not

The authors of the main academic study of findom say there's very little academic writing on it. ◆ As of 2026-11-03, this wiki found no measured figure for what a 2DFD persona earns. ◆

What has been measured

0

Independent counts of what 2DFD personas earn or what their subs spend, found as of 2026-11-03.

◆

Every number below is marked with one of four levels of trust.

How far to trust a number

	WHAT IT MEANS	WHERE IT APPEARS HERE
Measured	Counted by an independent party, with a method	Nothing found
Documented	Printed on an official page with a date	Platform fee rates, in Where 2DFD happens; see the sources
Self-reported	A person's own count or memory	Counts of subs, running costs, reach
Hearsay	Heard about someone else	Strong months, bursts, launch figures

MYTH

~~Some drawn-persona doms earn a six-figure income every year.~~

FACT

People hint at six-figure incomes, and nobody has shown one. Treat the claim as false until someone does. ◆

PART 02

The small numbers

In my experience, the real numbers are tiny. A small persona has very few subs who really send. Here "active" means sending, not chatting. A long follower list can hold only a handful of people who pay regularly. ◆

Income comes from a few people and arrives unevenly. One sub can make up a large share of a small persona's income. A strong week can be very good, and other days bring little or nothing. The biggest single sends are rare. ◆

A figure of about USD 1,000.00 for the first three months gets passed around, and nobody has checked it. ◆ It comes from one circle of people who stayed in touch. It leaves out the many who quit, so it makes the average look better than it is.

> VIVIAN'S FIELD NOTES
>
> *People in this scene don't talk about numbers. And the cost always falls on the person who sends.*
>
> ◆

Peaks come after tool launches and then drop back. Look at the bursts from the sub's side: behind a big week there's often someone at his worst, late at night, after a relapse, or in a burst he regrets. ◆ Press reports describe men who sold cars, took on debt and took second jobs. ◆ If you're the one sending in bursts, go to The spiral and Where to get help.

PART 03

What it costs to run a persona

A persona costs money before she earns any. Image and video generation, subscriptions, hosting and a domain add up, and one paying sub can't cover the tools. Some say a dom is doing fine when the sends easily cover her

subscriptions. ◆ That only counts the dom's costs, and leaves out what the sub spent.

Running costs, quoted from memory

No. 01

Hundreds of USD a month

What AI tools can cost someone who builds tools. Prices change often, as of 2026-11-03.

◆

No. 02

USD 10.00 a year

A domain, when the static site itself is hosted free.

◆

No. 03

Cents to about USD 0.30 a second

AI video, billed by the second. A failed try costs as much as a good one.

◆

A bigger budget doesn't mean more output. Someone on expensive tools can ship less than someone on a cheap plan. ◆

Fees, rails and tax decide what's left. The fee pages quoted in Where 2DFD happens put platform commissions at about 10 to 20 percent. ◆ A dedicated adult card processor adds a yearly registration fee, a commission or reserve, and payout fees, and its payouts are tied to your real legal identity. ◆ Read each provider's own current page, and ask its sales team yourself about fees, reserve, taxes and payout currency. ◆

Compute a break-even before you choose a rail

01 Write down the processor’s fixed yearly fee, F.

02 Write down the commission rates: p for the processor and c for the platform.

03 The break-even is F divided by (c minus p), in yearly sales.

04 Made-up example: F is USD 1,500.00, p is 10 percent and c is 20 percent. The break-even is USD 1,500.00 divided by 0.10, which is USD 15,000.00 a year. Below that, the platform costs less.

05 Compare it with your honest yearly estimate, never with your best month.

Tax changes what a percentage costs you. In many countries this kind of income is probably taxable, but the rules vary, so ask a professional. ◆ The maths is simple. Say tax takes 40 percent, so you keep 60 percent. A 15 percent share promised on the gross is then 25 percent of what you keep. A cost of USD 300.00 a month needs USD 500.00 in sends.

PART 04

The real price of a mechanic

A wishlist is a price menu: about ten themed rungs, from a coffee-sized gift to a showcase item, and the dom moves a sub up one rung at a time. ◆ Other tools offer fixed tiers or a wheel. Whichever it is, do the sum.

Ladders, and the sum for each

	TYPICAL SHAPE	THE SUM TO DO
Wishlist	About ten rungs, one gift per rung	The top rung makes the others look small. Ask what the next rung is for.
Fixed-tier button	A few fixed amounts, from about USD 3.00 to USD 30.00 ◆	Amount per press times presses per hour
Wheel	Fixed tiers from about USD 1.00 to USD 100.00	Add up each price times its chance. Ask for the odds.

The price of one pull hides the total. Builders copy the pity counter from commercial games, and I've seen a guarantee after about 80 pulls discussed. ◆ At USD 3.00 a pull, getting the guarantee costs USD 240.00. At USD 5.00 it costs USD 400.00.

Two modes are common: a flat price, and a random item from the wishlist. Most subs pick the flat one, and the random mode produces single sends several times bigger. A tool that runs by itself changes the scale. One gift of USD 1.00 every 6 seconds is USD 600.00 an hour. With no pause between purchases, a tool can send a hundred gifts in a few minutes, so the pause is the main thing that slows it down. A lock you can only leave by buying something takes away the free stop, and that's how it makes money. ◆

A house edge of 5 percent means the house keeps on average USD 5.00 of every USD 100.00 staked, over many rounds. The Casino made by Vivian is planned with fictional chips and edges of 5 to 10 percent. These are planned figures, and nothing has been measured yet. ◆

TRY IT

Two modes

A tool offers a flat mode at USD 5.00 a press and a random mode where each press buys a random wishlist item. You've set a limit in advance.

A Pick the random mode, because it's more exciting

Not this one. Random modes produce much bigger single sends, and you can't say what one press will cost. ◆

B Pick the mode where you know the most one press can cost, and check the total against your limit

The right answer. A limit only works if you can price every press in advance. ◆

C Skip the sum, because your limit will stop you

Not this one. A limit you have to hold by yourself, in the moment, doesn't hold up well. Do the sum first. ◆

TRY IT

Do the sum

QUESTION 1 OF 3

A design guarantees its top reward after 80 pulls at USD 3.00 a pull. What's the real price?

- ◯ USD 3.00
- ◯ USD 240.00
- ◯ USD 80.00

Answer. USD 240.00. You only reach the guarantee after the whole run: 80 times USD 3.00.

QUESTION 2 OF 3

A tool sends USD 1.00 every 6 seconds. What does it send in an hour?

- ◯ USD 60.00
- ◯ USD 600.00
- ◯ USD 6.00

Answer. USD 600.00. 3,600 seconds divided by 6 is 600 sends.

QUESTION 3 OF 3

A board ranks doms by the number of gifts. What does the top place show?

- ◯ The most money received
- ◯ The most gifts received, which tiny sends can inflate
- ◯ The best dom

Answer. The most gifts received, which tiny sends can inflate. Ranking by count says little about income. ◆

PART 05

Reach, time and asking

Measure your reach instead of guessing it. It varies a lot between accounts of the same creator. In my experience, for a small account the first hour of an ordinary post brings a few hundred views, a typical post one to two thousand, and a lucky spike eight to ten thousand. A repost from a bigger account is often the only boost. ◆

Time is the other budget. A persona working part-time can handle far fewer subs than one working full time. Fast releases hide the preparation: someone who ships often has probably prepared for months. Drawn content can be made in bulk: a local setup can produce hundreds of pictures, while weak hardware takes minutes for one. ◆

Asking is what moves the money most, and you’re the one being asked. A dom who answers nearly everyone earns more than one who skips sessions she

could take. Asking again and again is how a pressure tactic works, and you can say no every time. If you're asked again after you said stop, that's the tactic, and Pressure tactics, both ways names it. Timing an ask to your payday or balance, or putting a deadline on your decision, is the same tactic. ◆

PART 06

Numbers to distrust

A claim of a very large income

WHAT IT TELLS YOU

Unverified until someone shows it. Nobody has measured income for drawn personas.

A big following

WHAT IT TELLS YOU

It tells you nothing about how many people pay.

Top of a leaderboard

WHAT IT TELLS YOU

It may rank by number of gifts instead of amount.

A strong month

WHAT IT TELLS YOU

A peak, and the average is lower. It comes from the people who stayed in the circle.

The price of one pull

WHAT IT TELLS YOU

It hides the total. Multiply first.

A house edge of 5 percent

WHAT IT TELLS YOU

A planned figure until someone measures it. ◆

Sends cover my subscriptions

WHAT IT TELLS YOU

It only counts the dom's costs. It leaves out what the sub gave up. ◆

Hearsay goes last, on purpose. People quote USD 5,000.00 to USD 15,000.00 for the best single month of established doms, with a typical strong month lower, and nobody has checked it as of 2026-11-03. ◆ People also describe a burst in the low thousands of USD from one sub within a few days, and senders like that often don't last. ◆

The big figures are the bait. Printed first, they'd make this look like easy money, and in my experience the usual case is small and the costly case is large. ◆ Anything built to profit from a sub's debt is exploitation, and Where to get help is where to start.

REMEMBER IT

- Nothing in this scene has been measured. Every figure has a trust level.
- The usual case is small, and most of the money comes from very few people.
- A unit price hides the total. Multiply before you send.
- Compute the break-even for a payment rail, and remember that tax changes a share.
- Big figures are hearsay. Read them last.

SOURCES AND EVIDENCE

Check it

Every claim with its evidence level and its sources.

EVIDENCE LEVELS

Verified	Checked against the original source.
Reported	Stated by a serious secondary source read in full.
Community	Widely said in the scene; no document proves it.
Vivian's field notes	First-hand experience, not a study.
Unverified	Plausible, not proven yet.

01 The authors of the main academic study of findom say there's very little academic writing on it.

◆

Findommes, Cybermediated Sex Work, and Rinsing (McCracken and Brooks-Gordon, Sexuality Research and Social Policy 18(4), 837-854, DOI 10.1007/s13178-021-00609-3) (https://www.ebi.ac.uk/europepmc/webservices/rest/PMC8418458/fullTextXML)

Archive (https://web.archive.org/web/20261016030740/https://pmc.ncbi.nlm.nih.gov/articles/PMC8418458/)

Accessed 3 November 2026

02 As of 2026-11-03, this wiki found no measured figure for what a 2DFD persona earns.

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03 Independent counts of what 2DFD personas earn or what their subs spend, found as of 2026-11-03.

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04 Treat the claim as false until someone does.

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05 A small persona has very few subs who really send.

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06 Here "active" means sending, not chatting.

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07 A long follower list can hold only a handful of people who pay regularly.

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08 One sub can make up a large share of a small persona's income.

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09 A strong week can be very good, and other days bring little or nothing.

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10 The biggest single sends are rare.

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11 A figure of about USD 1,000.00 for the first three months gets passed around, and nobody has checked it.

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12 People in this scene don't talk about numbers. And the cost always falls on the person who sends.

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13 Peaks come after tool launches and then drop back.

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14 Look at the bursts from the sub's side: behind a big week there's often someone at his worst, late at night, after a relapse, or in a burst he regrets.

◆

15 Press reports describe men who sold cars, took on debt and took second jobs.

◆

[a former participant] has seen men left broke and hungry from 'paying women to talk to them' (https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Archive (https://web.archive.org/web/20251123124217/https://www.sbs.com.au/news/the-feed/article/the-online-kink-thats-leaving-some-men-homeless-bankrupt-and-normalising-suffering/vocm5xt30)

Accessed 3 November 2026

16 A persona costs money before she earns any.

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17 Image and video generation, subscriptions, hosting and a domain add up, and one paying sub can't cover the tools.

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18 Some say a dom is doing fine when the sends easily cover her subscriptions.

◆

19 Prices change often, as of 2026-11-03.

◆

20 A domain, when the static site itself is hosted free.

◆

21 A failed try costs as much as a good one.

◆

22 A bigger budget doesn’t mean more output.

◆

23 Someone on expensive tools can ship less than someone on a cheap plan.

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24 The fee pages quoted in Where 2DFD happens put platform commissions at about 10 to 20 percent.

◆

How do Cash Gifts work? (https://help.throne.com/en/articles/15625643-how-do-cash-gifts-work)

Archive (https://web.archive.org/web/20261019011312/https://help.throne.com/en/articles/15625643-how-do-cash-gifts-work)

Accessed 3 November 2026 **Patreon pricing** (https://www.patreon.com/pricing)

Archive (https://web.archive.org/web/20261102084502/https://www.patreon.com/pricing)

Accessed 3 November 2026

Terms of Use (Terms of Service) (https://onlyfans.com/terms)

Archive (https://web.archive.org/web/20261029071135/https://onlyfans.com/terms)

Accessed 3 November 2026

25 A dedicated adult card processor adds a yearly registration fee, a commission or reserve, and payout fees, and its payouts are tied to your real legal identity.

◆

26 Read each provider's own current page, and ask its sales team yourself about fees, reserve, taxes and payout currency.

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27 In many countries this kind of income is probably taxable, but the rules vary, so ask a professional.

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29 A few fixed amounts, from about USD 3.00 to USD 30.00

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30 Builders copy the pity counter from commercial games, and I've seen a guarantee after about 80 pulls discussed.

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31 Two modes are common: a flat price, and a random item from the wishlist.

◆

32 Most subs pick the flat one, and the random mode produces single sends several times bigger.

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33 With no pause between purchases, a tool can send a hundred gifts in a few minutes, so the pause is the main thing that slows it down.

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34 A lock you can only leave by buying something takes away the free stop, and that’s how it makes money.

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35 These are planned figures, and nothing has been measured yet.

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36 Random modes produce much bigger single sends, and you can’t say what one press will cost.

◆

37 A limit only works if you can price every press in advance.

◆

38 Do the sum first.

◆

39 Ranking by count says little about income.

◆

40 Measure your reach instead of guessing it.

◆

41 It varies a lot between accounts of the same creator.

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42 In my experience, for a small account the first hour of an ordinary post brings a few hundred views, a typical post one to two thousand, and a lucky spike eight to ten thousand.

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43 A repost from a bigger account is often the only boost.

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44 A persona working part-time can handle far fewer subs than one working full time.

◆

45 Fast releases hide the preparation: someone who ships often has probably prepared for months.

◆

46 Drawn content can be made in bulk: a local setup can produce hundreds of pictures, while weak hardware takes minutes for one.

◆

47 A dom who answers nearly everyone earns more than one who skips sessions she could take.

◆

48 Asking again and again is how a pressure tactic works, and you can say no every time.

◆

49 Timing an ask to your payday or balance, or putting a deadline on your decision, is the same tactic.

◆

50 Nobody has measured income for drawn personas.

◆

51 It tells you nothing about how many people pay.

◆

52 It may rank by number of gifts instead of amount.

◆

53 It comes from the people who stayed in the circle.

◆

54 Multiply first.

◆

55 A planned figure until someone measures it.

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56 It leaves out what the sub gave up.

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57 People quote USD 5,000.00 to USD 15,000.00 for the best single month of established doms, with a typical strong month lower, and nobody has checked it as of 2026-11-03.

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