

MATCHMAKING ON THE WEB EXPLODES - HITWISE

Submitted by: Hitwise UK

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Traffic to online dating sites has risen significantly since the start of the year as Internet dating replaces traditional ways of meeting the perfect partner, reports Hitwise.

Visits to dating websites have increased by 17% since January, with online dating now accounting for 0.6% of all visits made on the Internet. With Conde Nast and the Times Online both recently joining this burgeoning sector, and Friends Reunited launching its own dating service later this month, matchmaking on the web is becoming big business as fast paced lifestyles make it increasingly difficult to meet people.

Visitors to dating sites are predominately aged between 25-44 who make up over 65% of users, with London and the South East attracting most lonely hearts (31%). Users spend an average of 13 minutes and 45 seconds online per session, with Sunday the most popular day for logging on to dating sites.

Udate www.ude.com continues to be the most visited UK dating site, with 30.1% market share of the sector. However, gay and lesbian lifestyle site Gaydar www.gaydar.co.uk keeps its users on site for longest, with an average session duration of 27 minutes and 40 seconds.