

HITWISE PRE-VALENTINE DATING UPDATE

Submitted by: Hitwise UK

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Hitwise, the world's leading online competitive intelligence service, today reports that visits to dating sites in the UK are performing strongly ahead of Valentine's Day on Monday.

In the last 12 months, the number of dating websites in the UK has grown from 708 to 821, a growth of 16%. In addition, visitors to dating websites are spending longer looking for love online, with the average session duration on a dating website increasing from 13 minutes and 16 seconds in February 2004 to 16 minutes and 56 seconds in February 2005.

Traffic to dating websites currently accounts for 0.68% of all visits made online, with Saturday 5th the busiest day for visits to the dating sector this month. One of the fastest moving sites in the dating sector in the last week was the website for Chemistry (www.chemistry.co.uk), which organizes live dating events and is holding a Valentine's party in London tomorrow night. The website was the 13th most visited dating website in the UK last week, with 52% of traffic to the website originating from Dating Direct (www.datingdirect.com) which promotes Chemistry events.

Just under half (47%) of all visitors to dating websites are aged between 18 and 34, whilst 54% of visitors are male.