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Press Release

U.S. Dating Services Market Now Worth \$1.8 Billion, Holding Up Despite The Recession

Tampa FL, April 1, 2009: Marketdata Enterprises, Inc., a leading independent market research publisher covering service markets since 1979, has released a new 246-page report entitled: **The U.S. Dating Services Market.** This is the ONLY business analysis covering both off-line and online dating services. The study presents a status report and outlooks for... solo matchmakers, dating coaches, dating websites, chains and franchises, radio datelines, print personal ads, and singles chat lines. The study estimates industry revenues from 1991 to 2012 Forecast.

“Matchmaking has become big business, with dating services estimated to be worth \$1.82 billion in 2008 and forecast to grow 4.1% per year to \$2.12 billion by 2012. The industry consists of much more than just dating websites, although these get the bulk of the media attention and account for about half the industry’s revenues. There are many “off-line” introduction services that operated long before dating websites appeared in 1995.”, according to Research Director, John LaRosa.

Major Findings:

- **Market Value...** Marketdata estimates that the total United States dating services market grew by just 2.4% last year, to \$1.82 billion. At \$948 million, the dating websites captured an estimated 52% of the market receipts. This segment grew very moderately, as did the revenues of matchmakers. All other segments were flat or down for the year.
- It’s estimated that at least 1,300-1,500 independent **matchmakers** operate in the United States—about 2,600+ worldwide (grossing about \$200,000 per year each). An additional 235 or so physical offices run by **chains or franchises** operate. Added to this, there are 1,500+ dating websites on the Internet, not all of which are U.S.-based companies, as well as **singles magazines** and roughly 350 **radio station datelines**.

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- **Dating websites:** This will be a \$976 million market in 2009, forecast to resume strong growth starting in 2010. Paid sites such as Match.com, Yahoo, and eHarmony are hoping clients will trade up to premium memberships and are finding increased competition from free sites like PlentyofFish and Craigslist, and social networking sites (Facebook, MySpace). Europe, Asia and niche sites are key.
- **Off-line chains** such as Great Expectations and Together/The Right One operate about 125 offices nationwide. However, much remains to be cleaned up in terms of deceptive sales practices, lawsuits, and client dissatisfaction. Fees here range from \$2-6,000. Other off-line services include speed dating firms and It's Just Lunch, which has grown steadily to 110 locations, some international.
- **Matchmakers** shun the Web, but do very well, usually \$50,000-200,000/year. Top names make millions. This is a \$257 million market, expected to hit \$308 million By 2012. There are an estimated 2,800 matchmakers operating worldwide, about 1,500 in the United States.

Value of U.S. Dating Industry Segments (\$ millions)

	2005	2006	2007	2008	2012 F
Dating websites	\$732	\$848	\$914	\$948	\$1,210
Off-line chains	161	158	154	154	160
Independent matchmakers & dating coaches	236	242	248	257	308
Personal ads, radio station datelines	116	116	116	116	97
Phone chat lines	350	350	350	350	350
Total:	1,595	1,714	1,782	1,825	2,125

Source: Marketdata Enterprises estimates

"Dating services are now mainstream and cater to America's 101 million singles. Some are free, while others cost \$100,000. The Internet and dating TV shows have made these services mainstream. However, consumers are not always happy with results, and state authorities sometimes get involved.", according to John LaRosa.

Editor's Note: The US Dating Services Market, March, 2009, is an independently researched study that is 246 pages long, has 43 company profiles, 43 Tables, and costs \$1,995. It is also sold by individual chapters. Covered: how services operate, revenues/profits, image problems, singles demographics, outlooks by consultants and Wall St. analysts, **New 2009 matchmaker survey**, ranks of top dating websites, niches, ethical issues, technology, and more. Free brochure available. John LaRosa available for interviews. Contact: Marketdata Enterprises, 8903 Regents Park Drive, Suite 120, Tampa, FL 33647. (813-907-9090). Email: marketdataent@yahoo.com

A 32 pp. Overview summary available to the public for \$79, at: www.marketdataenterprises.com.