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### PRESS RELEASE

## A Discreet Affair Unveiled: Workplace Web Surfer Account For Over One Third Of Time Spent At Onli Personals

*Eight million workers seek romance between the spreadsheets*

**Reston, Va., Feb. 6, 2003** – Office romances have long been at the center of water cooler gossip, but there's a new love affair gaining momentum in America's cubicles: online dating. This is among the key findings in a report by comScore Media Metrix, a division of comScore Networks, the standard in Internet behavioral measurement.

The comScore Media Metrix analysis revealed that 7.9 million at-work Internet users visited Personals Web sites in December 2002, accounting for 35 percent of all time spent at these sites. In addition, the average workplace visitor to online personals spent 51 minutes at the category, a sharp contrast to the 37 minutes spent by visitors at home.

While online personals are a hot property at work, their popularity has grown among the U.S. Internet population overall. Driven by romance allure, novelty, curiosity and heavy promotion, total U.S. visitors (from Home, Work and University PCs) grew 31 percent versus last year to 10 million visitors in December 2002.

"Long available through traditional media, personal advertisements are quickly being transformed by the Internet's many unique benefits, including interactivity, targetability, vast databases, sound and video," said Steve Kim, chief research officer of comScore Media Metrix.

#### Top 10 Personals Sites

##### Unique Visitors (000)

December 2002

##### U.S. Home, Work & University Locations

	All Locations (000)	Home (000)	Work (000)
Total Users of the Internet	144,754	125,599	47,971
Personals Category	26,625	19,223	7,924
Match Properties	5,696	4,136	1,843
Yahoo! Personals	3,958	2,695	1,251
ONE2ONEMATCH.COM	3,474	2,515	849
Matchmaker Sites	3,205	2,298	948
AMERICANSINGLES.COM	3,119	2,148	928
DATE.COM	2,299	1,637	628
DREAMMATES.COM	1,713	1,150	548
Udate Properties	1,339	889	461
SOMEONELIKESYOU.COM	1,283	984	206
FRIENDFINDER.COM	1,193	769	403

Source: comScore Media Metrix

### Personals Comprise the Largest Paid Content Category on the Internet

More than a cultural phenomenon, online personals are one of the top

growing online businesses. According to a December 2002 study co by comScore and the Online Publishers Association, the Personals c grew 387 percent to become the largest online paid content catego among consumers in the third quarter of 2002, surpassing Business Content. The online personals industry posted \$87.2 million in reve the third quarter 2002 – nearly a quarter of every dollar spent on c content online.

The full report is available on the Online Publisher Association's We [http://www.online-publishers.org/opa\\_paid\\_content\\_report\\_122002\\_final.pdf](http://www.online-publishers.org/opa_paid_content_report_122002_final.pdf).

### **Personals Users are Faithful to their Favorite Sites**

Nearly 53 percent of visitors to Personals sites bet their prospects fi exclusively on one site in December 2002; 30 percent used two or t sites; and only 17 percent visited four or more.

"Online Personals demonstrate the power of a network effect, wher value of a network grows as its membership increases," said Kim. " addition, users' loyalty to a few well-known sites suggests that a relationship between online dating services and consumers that's bi recognition, trust and exclusivity– not unlike many human romance

Kim also noted, however, that consumers' preference for only one s likely reflects an aversion to paying for multiple services. While mar Personals sites offer browsing or some basic services for free, most premium services charge about \$25 per month for the ability to cor with other users.

### **Number of Personals Sites Visited By Each Category Visitor December 2002**

#### **U.S. Home, Work & University Locations**

# of Personals Sites Visited	Total Unique Visitors (000)	% of Tot tc
1	14,019	
2	4,188	
3	3,911	
4+	4,507	

Source: comScore Media Metrix

### **Personals Sites Popular Among Most Age Groups**

According to comScore Media Metrix demographic data, looking for romance online is popular across most age groups, serving as furth evidence of the increasingly broad acceptance of online dating. Witl composition index\* of 116, visitors age 35 to 44 are the most over- represented age group. Conversely, Personals sites are least popul among Internet users under age 18.

\*Composition index represents the extent to which each stated demographic group to a site or grouping of sites is over- or underrepresented versus each group's corresponding percent of the online population. Indices above 100 show overrepresentation, whil indices below 100 show under-representation. An index of 100 shov parity.

### **Personals Category Visitor Age Composition December 2002**

#### **U.S. Home, Work & University Locations**

Age Group	Total Unique Visitors (000)	% Composition	Unique Visitors	Composi
2-17	2,447		9.2	
18-24	4,703		17.7	
25-34	5,074		19.1	
35-44	6,196		23.3	
45-54	5,163		19.4	
55-64	2,046		7.7	
65+	996		3.7	

Source: comScore Media Metrix

### Personals Sites More Popular Among Males

Although females compose a slight majority of the Internet population, males accounted for 54 percent of visitors to the Personals category in December 2002. But one year earlier, males accounted for 57 percent, suggesting that online personals are gradually becoming more equally accepted among both genders.

### Personals Category Visitors by Gender December 2002

#### U.S. Home, Work & University Locations

	Total Unique Visitors (000)	% Composition	Unique Visitors	Compositio
Males	14,272		53.6%	
Females	12,353		46.4%	

Source: comScore Media Metrix

### About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report unmatched accuracy - details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency of online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned methodologies.

### About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior. This capability is based on a representative cross-section of more than 100 million global Internet users who have given comScore explicit permission to confidentially capture their Web-wide browsing, buying and other transaction behavior, including offline purchasing. Through its patented pending technology, comScore measures what matters across the entire spectrum of surfing and buying behavior. This deep knowledge of customers and competitors helps clients design more powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as Microsoft, Kraft, The New York Times Company, Best Buy, Starwood Hotels and Resorts, Nestlé, Wells Fargo Company, GlaxoSmithKline, and Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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