***Value of U.S. Dating Services Industry & Market Segments*** *($ millions)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2005** | **2006** | **2007** | **2008** |
|  |  |  |  |  |
| **Dating websites** | $732 | $848 | $914 | $1,179 |
|  |  |  |  |  |
| **Off-line chains** | 161 | 158 | 154 | 154 |
|  |  |  |  |  |
| **Independent matchmakers & dating coaches** | 236 | 242 | 248 | 257 |
|  |  |  |  |  |
| **Personal ads, radio station datelines** | 116 | 116 | 116 | 116 |
|  |  |  |  |  |
| **Phone chat lines** | 350 | 350 | 350 | 350 |
|  |  |  |  |  |
| **Total:** | 1,595 | 1,714 | 1,782 | 2,056 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **2009** | **2010** | **2011 E** | **2012 F** | **2015 F** |
|  |  |  |  |  |  |
| **Dating websites** | $1,151 | $1,236 | $1,326 | $1,425 | $1,766 |
|  |  |  |  |  |  |
| **Off-line chains** | 129 | 108 | 105 | 105 | 105 |
|  |  |  |  |  |  |
| **Independent matchmakers & dating coaches** | 257 | 270 | 293 | 307 | 352 |
|  |  |  |  |  |  |
| **Personal ads, radio station datelines** | 110 | 105 | 99 | 94 | 80 |
|  |  |  |  |  |  |
| **Phone chat lines** | 350 | 332 | 315 | 299 | 254 |
|  |  |  |  |  |  |
| **Total:** | 1,997 | 2,051 | 2,138 | 2,230 | 2,544 |

Source: Marketdata Enterprises estimates and forecasts