

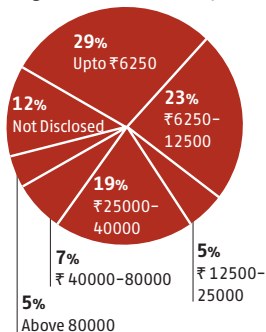
# A WINDOW INTO ONLINE MARRIAGE

Who looks for spouses online? How old are they? Where do they work? Here is a sampling of the 'JuxConsult India Online Landscape Report-2011'—a syndicated study that the Delhi-based market research consultancy carries out every year—that answers some of these questions. For the study, the estimated user base was 2,25,000 respondents across 104 towns and 800 villages. In addition 12,000 internet sample was also used.

## Monthly family income

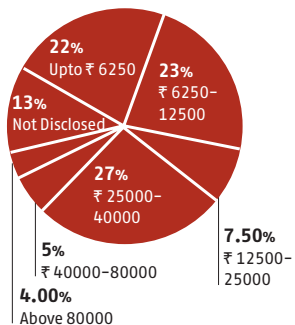
### All Matrimony Users

Projected Base **7,043,902**  
Average MHI\* **19,708**



### All Internet Users

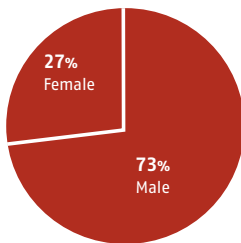
Projected Base **59,551,458**  
Average MHI\* **19,885**



## Gender breakup

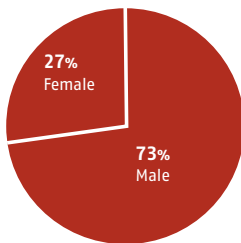
### All Matrimony Users

Projected Base **7,043,902**



### All Internet Users

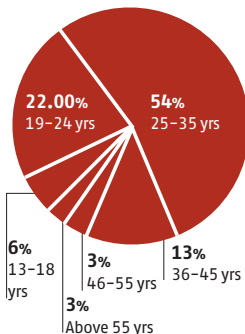
Projected Base **59,551,458**



## Age group distribution

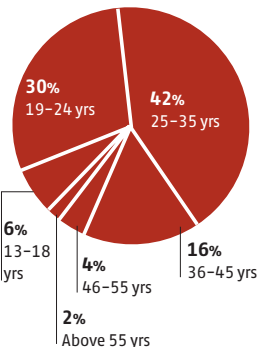
### All Matrimony Users

Projected Base **7,043,902**



### All Internet Users

Projected Base **59,551,458**



## Popularity of various internet activities

	All Matrimony Users	All Internet Users
Projected Base	7,043,902	59,551,458
Job Search	79%	62%
Professional Networking	65%	48%
Check business/Financial news	44%	35%
Emailing	99%	95%
Dating/Friendship	45%	26%
Matrimonial Search	100%	12%
Buy/Rent Movies CD/DVD	28%	6%
Check General News	53%	45%
Online Games	54%	36%
Astrology	43%	25%
Check sports (Other than cricket)	34%	24%
Listen/Stream Music Online	43%	35%
Download Music	78%	69%
Mobile Contents (Ring tones / games etc.)	59%	40%
Download Movies	51%	38%
Social Networking	62%	61%
Post Your Own Tweet	25%	13%
Read / Check Blogs	38%	26%
E-greetings	70%	45%
Check Financial Info (Stocks, NAV, Rates)	33%	21%
Check Real Estate Info	31%	17%
Social Media Usage	93%	87%