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CONSUMERS & BRANDS

# Online dating: Plenty of Fish/POF users in India

Consumer Insights report

**Consumer** Insights  
by **statista** 

August 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Plenty of Fish/POF users in India: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Plenty of Fish/POF users in India (“brand users”) against Indian online dating users in general (“category users”), and the overall Indian consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including India)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

## CHAPTER 01

# Management summary

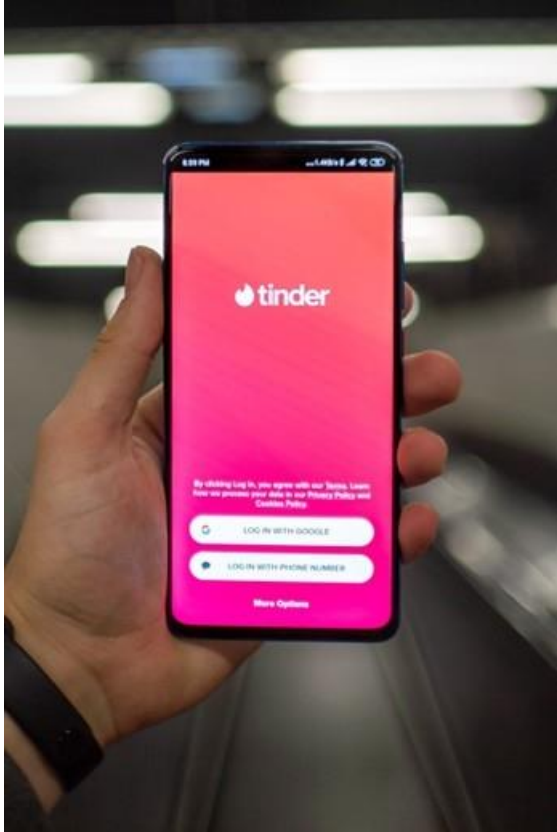
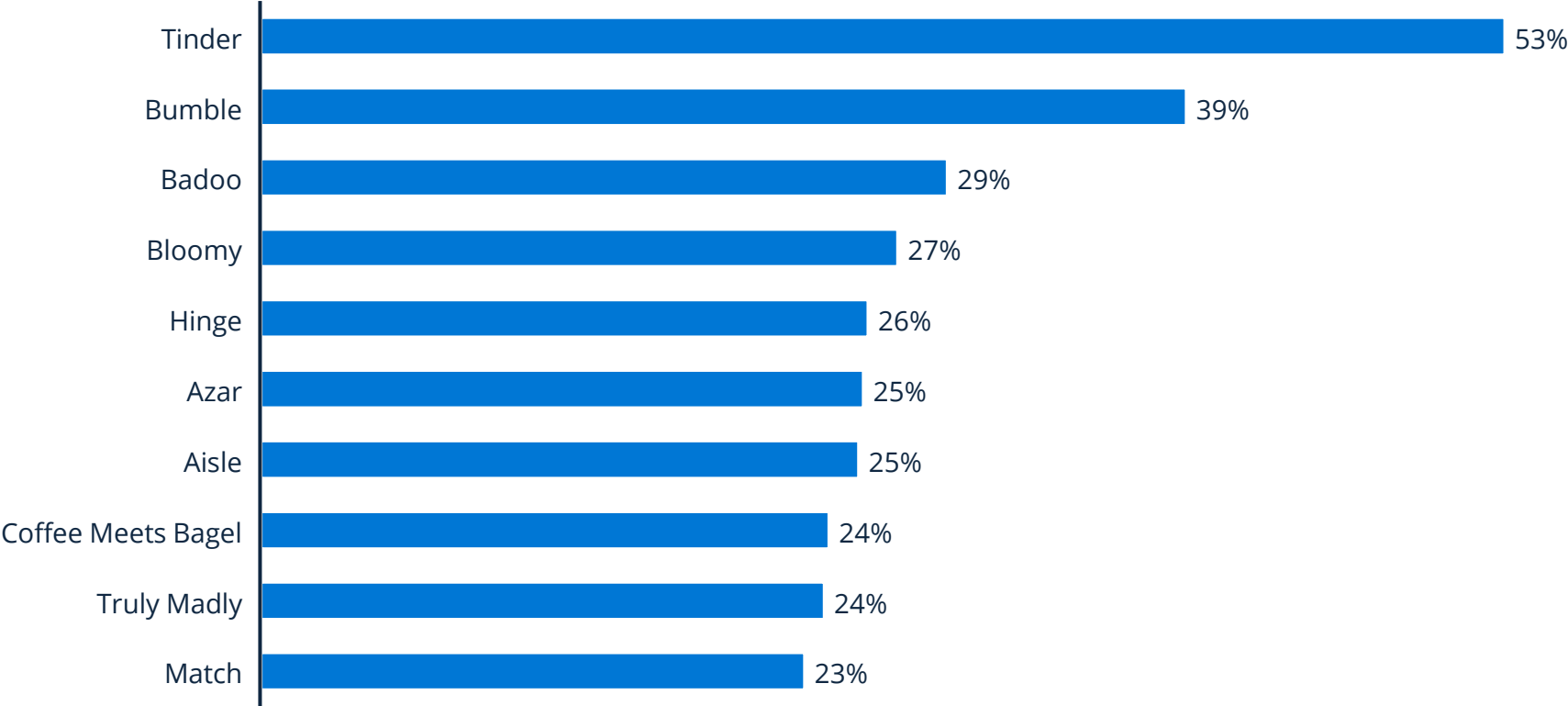
- Brand usage
- Key insights



# Plenty of Fish/POF ranks outside the top 10 of most used online dating services in India

Management summary: brand usage and competition

## Top 10 most used online dating services in India



4 Notes: "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=476 online dating users

Sources: [Consumer Insights Global](#) as of August 2024

# Plenty of Fish/POF users in India

Management summary: key insights

## Demographic profile

Plenty of Fish/POF is more popular among Millennials than other online dating services.

Compared to other online dating services, Plenty of Fish/POF has a relatively high share of female users.

Plenty of Fish/POF has a larger share of users with a low income than other online dating services.

Plenty of Fish/POF users are more likely to live in small towns than online dating users in general.

## Consumer lifestyle

A happy relationship is less important to Plenty of Fish/POF users than to other online dating users.

Arts and literature are relatively prevalent interests of Plenty of Fish/POF users.

Making music is a relatively popular hobby among Plenty of Fish/POF users.

## Consumer attitudes

It stands out that 65% of Plenty of Fish/POF users are often frustrated by unexpected extra fees.

58% of Plenty of Fish/POF users are innovators or early adopters of new products.

A relatively high share of Plenty of Fish/POF users think that housing is an issue that needs to be addressed.

## Marketing touchpoints

Sharechat is more popular among Plenty of Fish/POF users than the average online dating user.

Plenty of Fish/POF users remember seeing ads on editorial websites and apps more often than other online dating users.

## CHAPTER 02

# Demographic profile

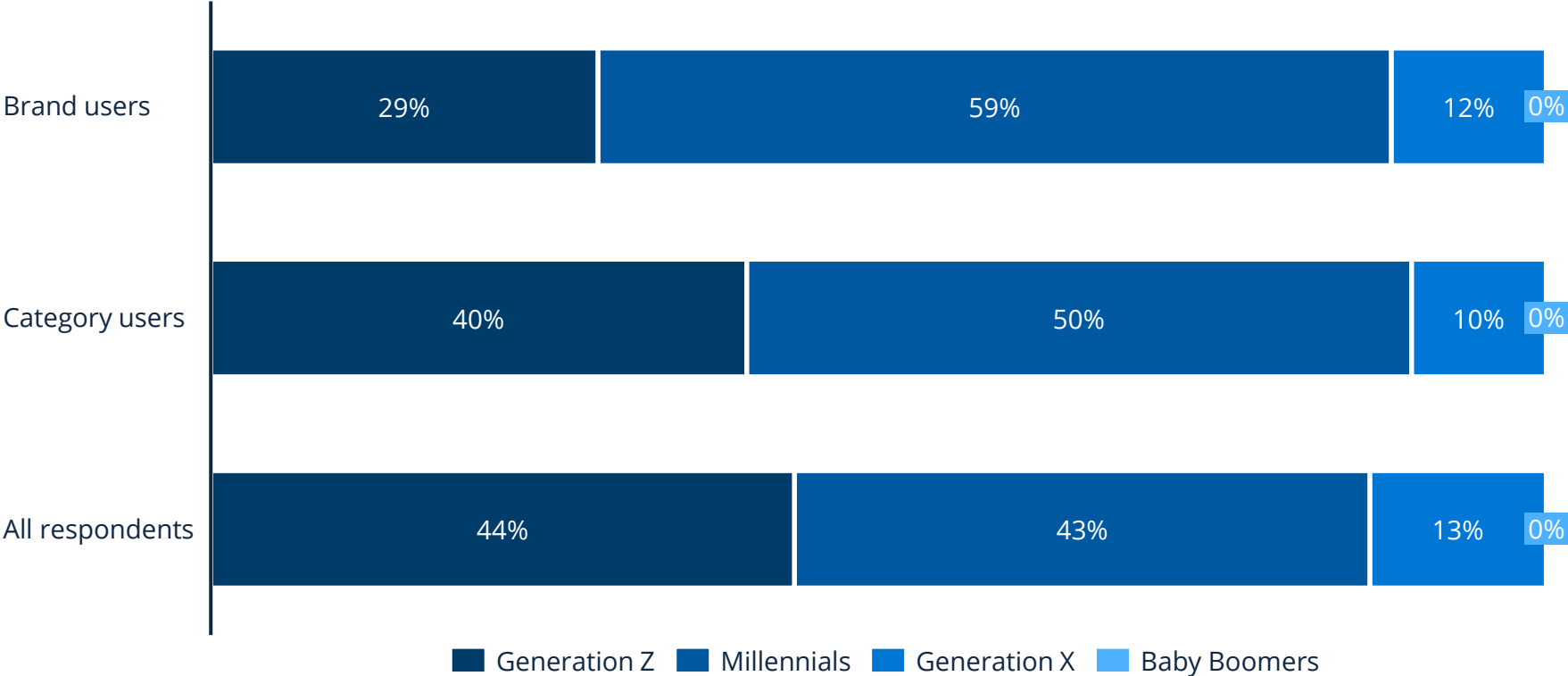
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Plenty of Fish/POF is more popular among Millennials than other online dating services

Demographic profile: generations

## Age of consumers in India



7 Notes: "How old are you?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents

Sources: [Consumer Insights Global](#) as of August 2024

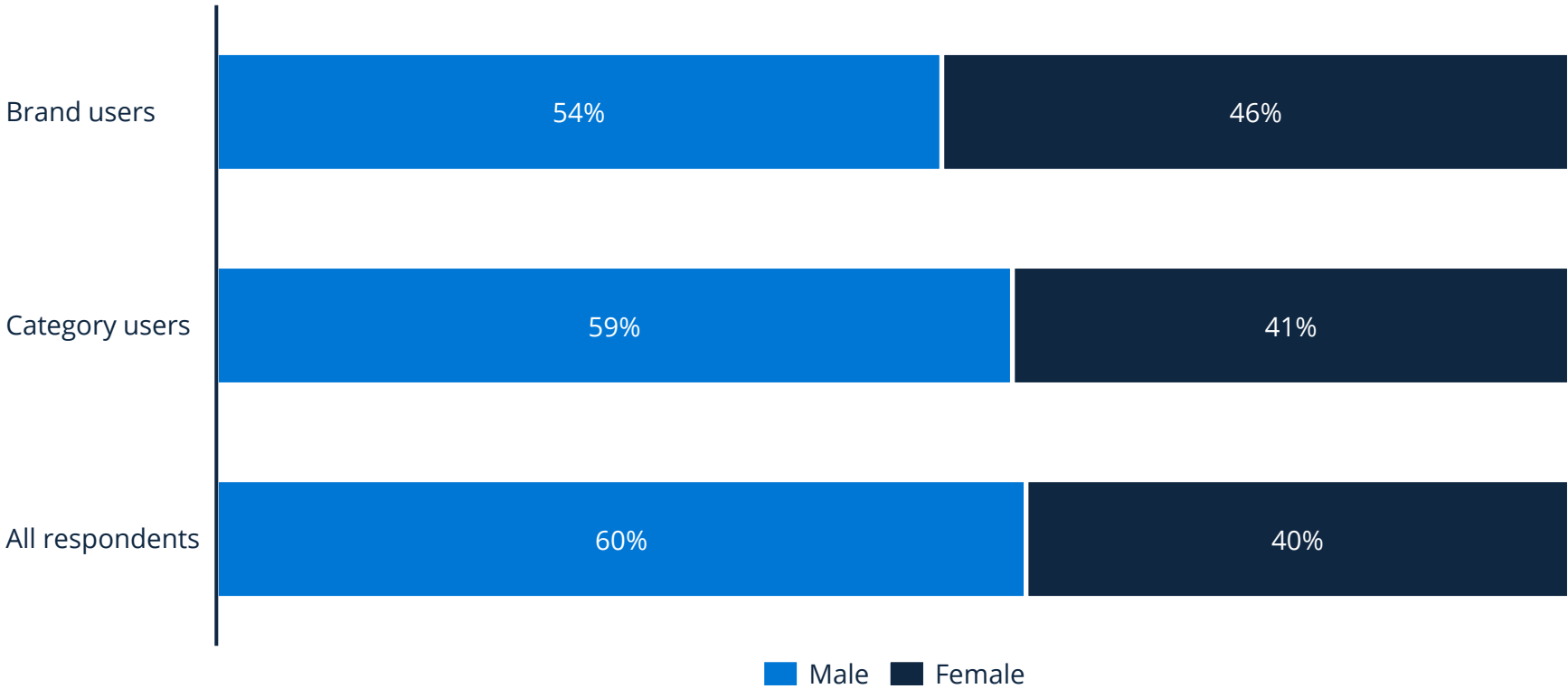


# Compared to other online dating services, Plenty of Fish/POF has a relatively high share of female users

Demographic profile: gender



Gender of consumers in India



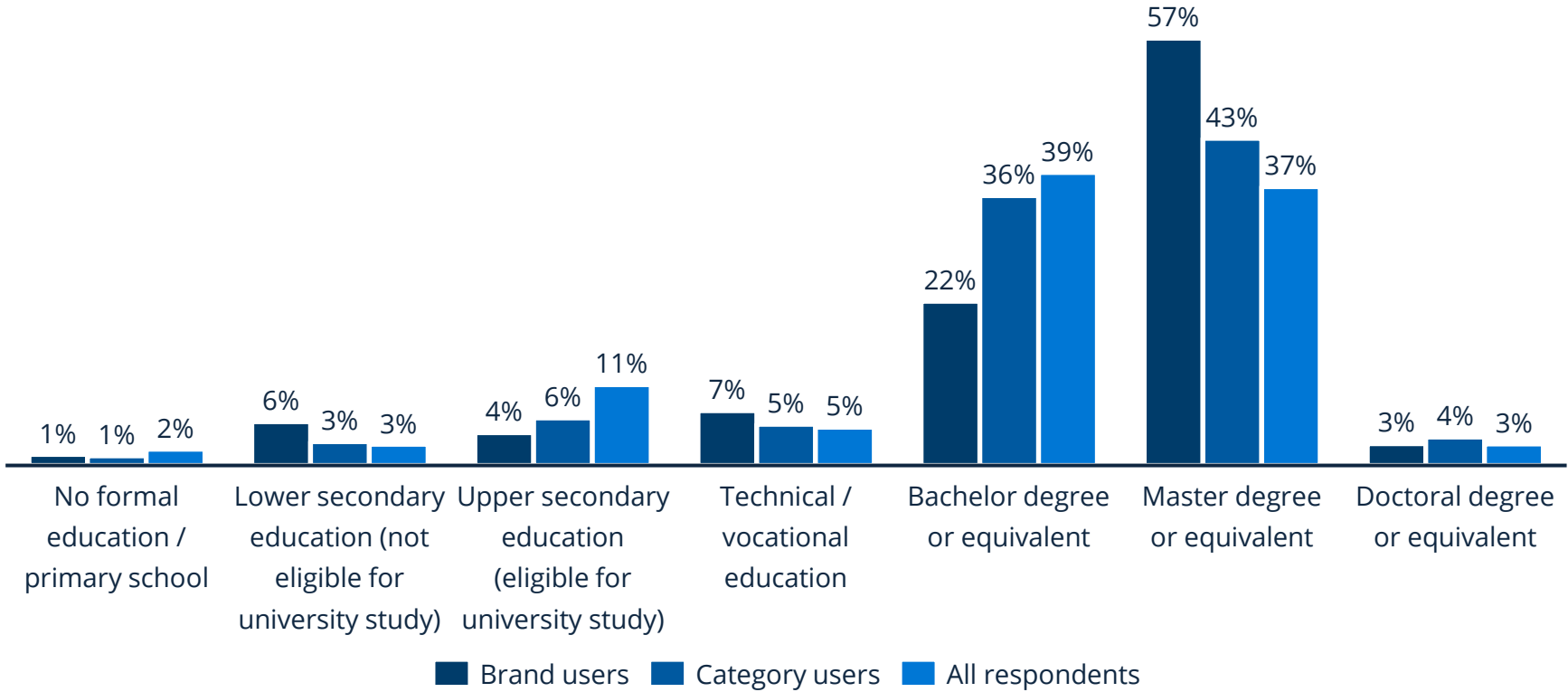
8 Notes: "What is your gender?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents

Sources: [Consumer Insights Global](#) as of August 2024

# 57% of Plenty of Fish/POF users have a master's degree or the equivalent

Demographic profile: education

## Consumer's level of education in India



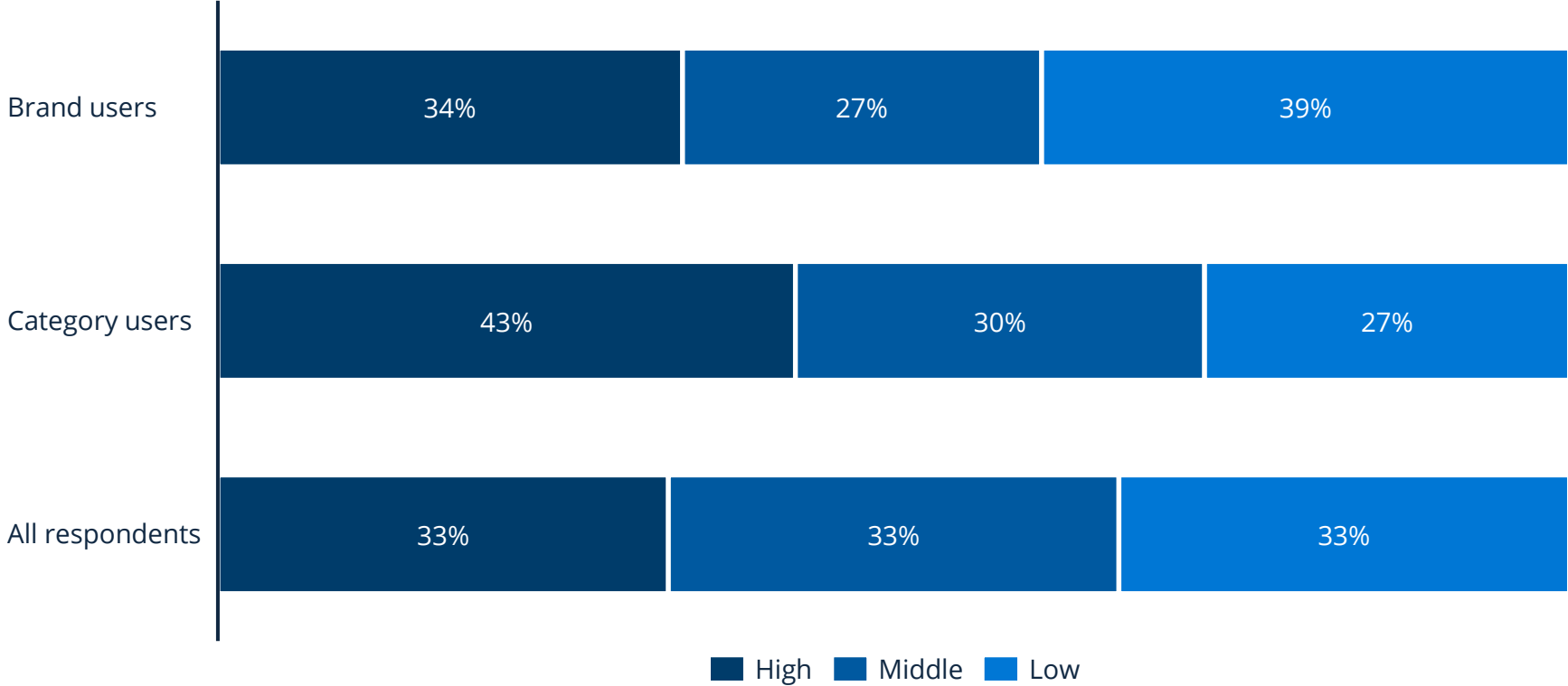
9 | Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents  
Sources: [Consumer Insights Global](#) as of August 2024

# Plenty of Fish/POF has a larger share of users with a low income than other online dating services

Demographic profile: income



Share of consumers in India in the high, middle, and low thirds of monthly household gross income

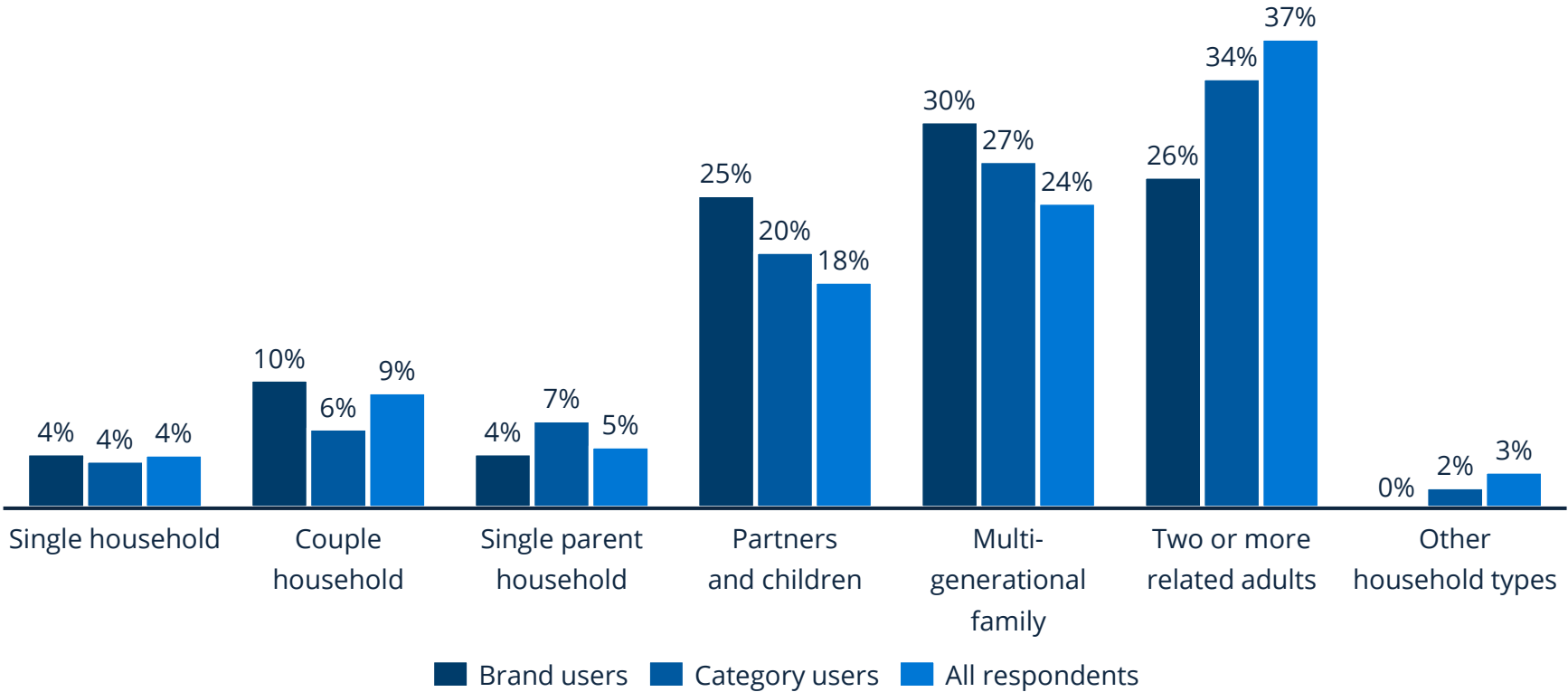


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

# Compared to other online dating users, Plenty of Fish/POF users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in India live



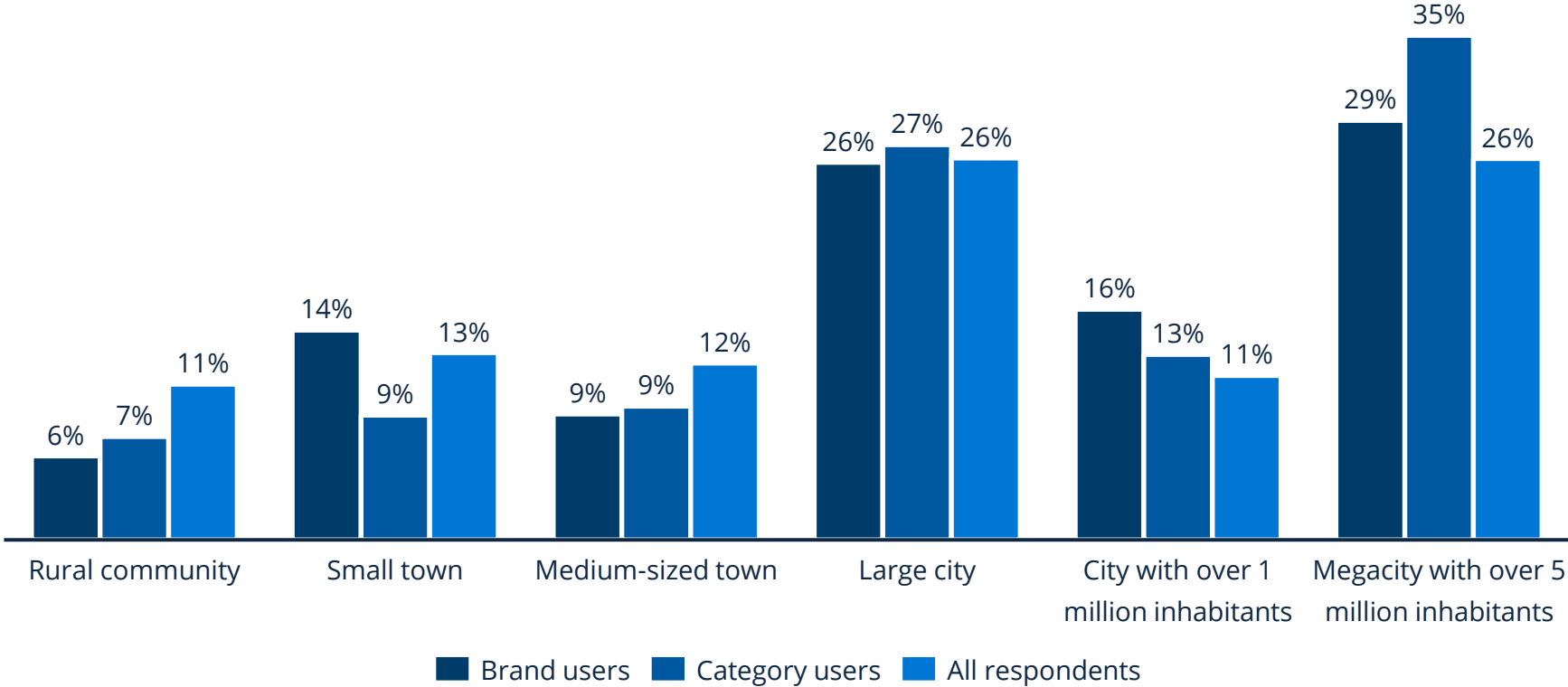
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

# Plenty of Fish/POF users are more likely to live in small towns than online dating users in general

Demographic profile: type of community



Communities where consumers live in India

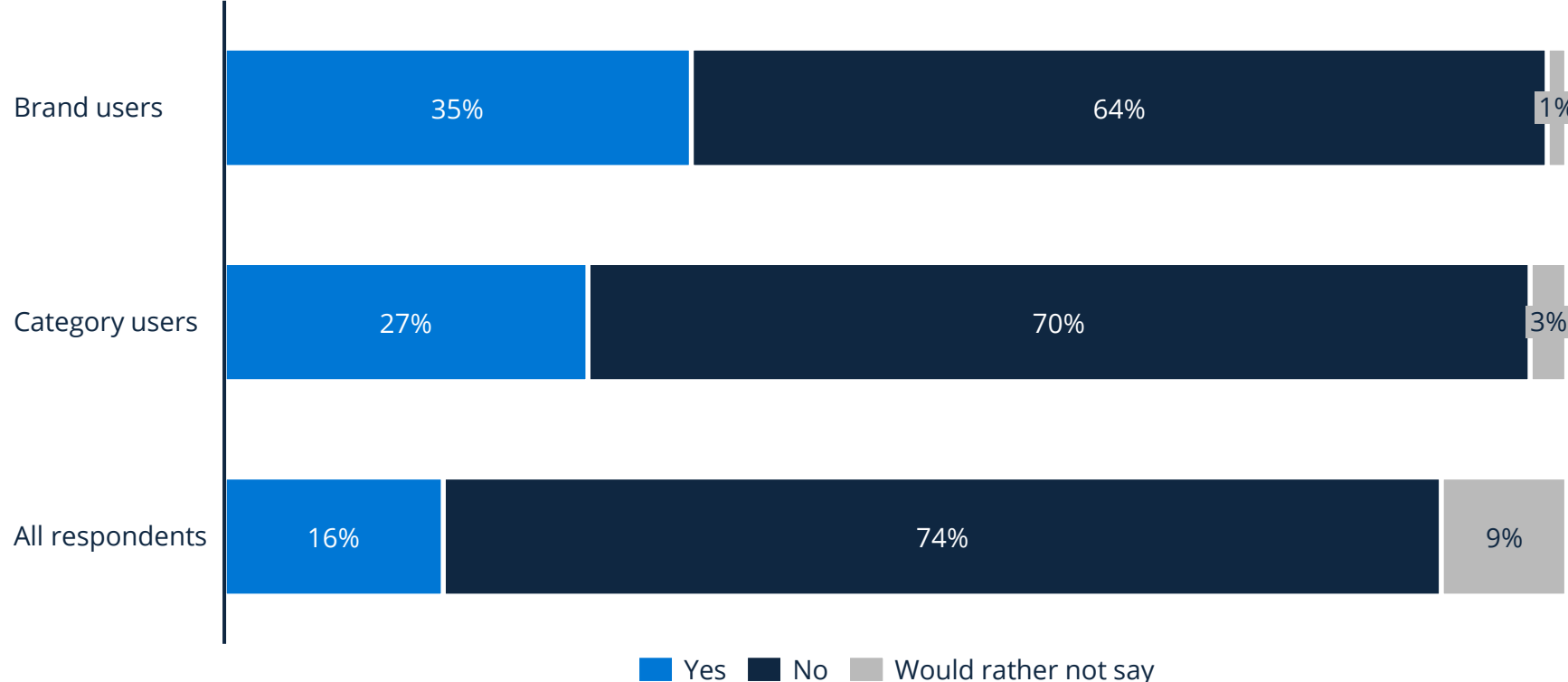


12 **Notes:** "In what type of community do you live?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

# 35% of Plenty of Fish/POF users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in India



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=69 Plenty of Fish/POF users, n=476 online dating users, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

## CHAPTER 03

# Consumer lifestyle

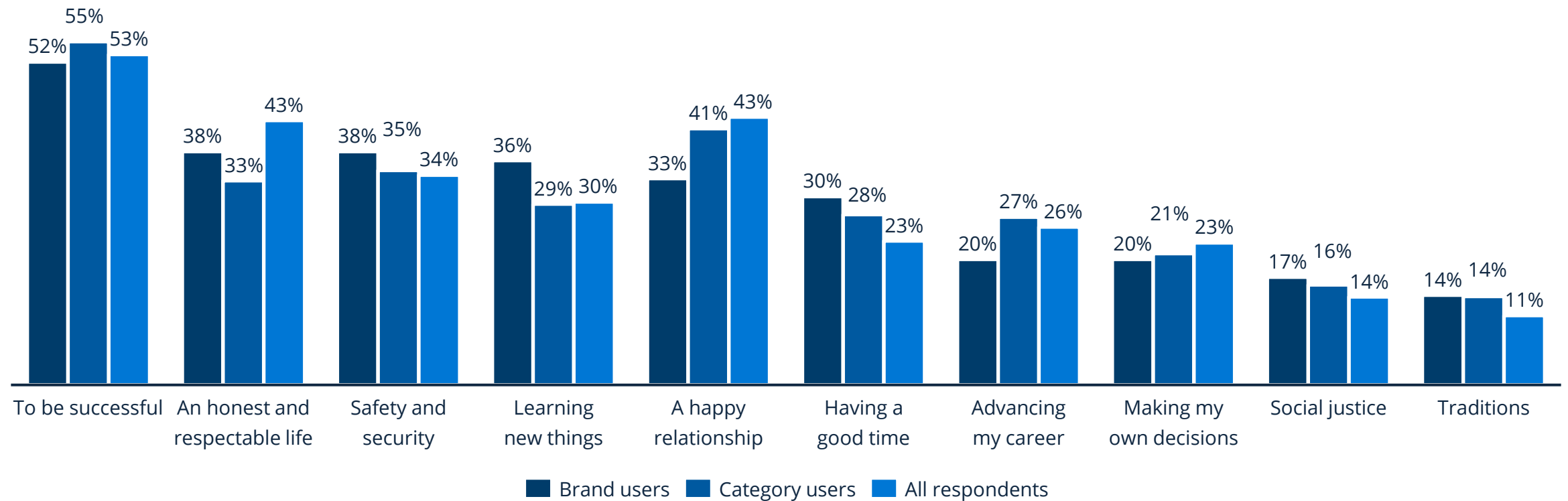
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# A happy relationship is less important to Plenty of Fish/POF users than to other online dating users

Consumer lifestyle: life values

## Most important aspects of life for consumers in India





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