

India Online 2010 Landscape Master Dataset- 5-9 Segment or Vertical Category datasets



Phone: +44 20 8123 2220
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The India Online study helps in understanding the status and net usage behavior and preferences of online Indians. It not only provides the most recent estimates on the Internet user-ship, growth and penetration in India but also gives a highly 'insightful' understanding of the current net usage behavior and preferences of various types of online Indians. In this dataset, findings are subscribed 'category' or 'segment' base levels (here the sample base viewing is customizable as per the category/segment dataset. In the master dataset, top breaks can be customized and cross tabulated).

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- Size Estimates of Internet Users in India
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