Marry for What? Caste and Mate Selection in Modern India
Online Appendix

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A. Theoretical Appendix

A1. Adding unobserved characteristics

This section proves that if exploration is not too costly, what individuals choose to be the set of options they explore reflects their true ordering over observables, even in the presence of an unobservable characteristic they may also care about.

Formally, we assume that in addition to the two characteristics already in our model, x and y, there is another (payoff-relevant) characteristic z (such as demand for dowry) not observed by the respondent that may be correlated with x. Is it a problem for our empirical analysis that the decision-maker can make inferences about z from their observation of x? The short answer, which this section briefly explains, is no, as long as the cost of exploration (upon which z is revealed) is low enough.

Suppose $z \in \{H, L\}$ with $H > L$ (say, the man is attractive or not). Let us modify the payoff of a woman of caste j and type y who is matched with a man of caste i and type (x, z) to $u^W(i, j, x, y) = A(j, i)f(x, y)z$. Let the conditional probability of z upon observing x, is denoted by $p(z|x)$. Given z is binary, $p(H|x)+p(L|x) = 1$. In that case, the expected payoff of this woman is:

$$A(j, i)f(x, y)p(H|x)H + A(j, i)f(x, y)p(L|x)L.$$

Suppose the choice is between two men of caste i whose characteristics are x' and x'' with $x'' > x'$. If x and z are independent (i.e., $p(z|x) = p(z)$ for $z = H, L$ for all x), or, x and z are positively correlated, then clearly the choice will be x''. Similarly, if it is costless to contact someone with type x'' and find out about z (both in terms of any direct cost, as well as indirect cost of losing out on the option x') the choice, once again, will be x'' independent of how (negatively) correlated x and z are.

More formally, for this simple case, suppose we allow x and z to be correlated in the following way: $p(H|x'') = p\mu, p(L|x'') = 1-p\mu$, $p(H|x') = p$, and $p(L|x') = 1 - p$. If $\mu > 1$ we have positive correlation between z and x, if $\mu < 1$ we have negative correlation, and if $\mu = 1$, x and z are independent. Suppose exploring a

single option costs c. Let us assume that $Hf(x', y) > Lf(x'', y)$ – otherwise, it is a dominant strategy to explore x'' only.

We consider two strategies. One is to explore only one of the two options and stick with the choice independent of the realization of z. The other is to explore both the options at first, and discard one of them later.

If the decision-maker explores both options, the choice will be x'' if either the z associated with it is H or if both x'' and x' have $z = L$ associated with them. Otherwise, the choice will be x'. The *ex ante* expected payoff from this strategy is

$$p\mu Hf(x'', y) + (1 - p\mu)[(1 - p)Lf(x'', y) + pHf(x', y)] - 2c.$$

This is obviously more than what he gets by exploring either one alone (namely, $f(x', y)\{pH + (1-p)L\} - c$ or $f(x'', y)\{p\mu H + (1-p\mu)L\} - c$) as long as c is small enough for any fixed value of $\mu > 0$.

PROPOSITION 1: *For any fixed value of $\mu > 0$, so long as the exploration cost c is small enough, x'' will be chosen at the exploration stage whenever x' is chosen.*

In other words, as long as exploration is not too costly, what people choose to be the set of options to explore reflects their true ordering over the observables. In other words the indifference curve we infer from the "up or out" choices reflects their true preferences over the set of observables.

A2. Proof of Proposition 2

The fact that when $\beta \geq \beta_0$, all equilibria must have some non-assortative out-of-caste matching as long as condition **LCN** holds, follows from the previous proposition by virtue of the fact that **SB** was a possibility in our previous distributional assumption.

We now show that when $\beta < \beta_0$ and **SB** holds, cases (ii) and (iv) will be unstable and thus all equilibria will be assortative.

(ii): Clearly H1 must be **CC** in this case, otherwise he would deviated and matched with H2. But by **SB**, there must be another H1C type of the opposite sex who is in a X-H1 pair, where $X \neq H1$. But then the two H1 types should deviate and match with each other. This pair cannot be a part of a stable match.

(iv): For the pair H2-L2 and L1-H1 to be a stable match, one among H1 and H2 must be **CC**. Say H1 is **CC**. Then by **SB** there must exist another pair where a H1C who is in a H1-X pair where $X \neq H1$. This is not possible since the H1Cs would deviate and match. Now say the H2 is **CC** and H1 is not. Then H2 must prefer matching with a L2 to matching with a H1 (who would be willing to match with her). But there must be another H2C who is in a H2-X match where $X \neq H2$. Suppose $X = L2$. Then the two H2Cs should deviate and match. We know that X cannot be $H2$ by assumption. It cannot be $H1$ since from the two initial pairs, there is a H1N available and is not chosen. Then $X = L1$ but that is dominated by $H1$. Therefore the two H2Cs should deviate and match.

The final step of this part of the proof is to observe that H2-L2 and L2-H2 cannot co-exist since the H2s would immediately deviate. Hence all non-assortative matches must involve some H2-L1 and L1-H2 pairs and some either H2-L2 and L1-H2 pairs or L2-H2 and H2-L1 pairs.

To characterize the **APC** the fact that it is zero as long as $\beta < \beta_0$, follows from the fact that with only assortative matches everyone of a particular type matches the same type irrespective of whether they marry in caste or out of caste.

When $\beta \geq \beta_0$ there are non-assortative matches, but the type of possible non-assortative matches is quite restricted, as we saw above. Suppose there are $m \geq 0$ H2-L1 and L1-H2 pairs and $n \geq 0$ H2-L2 and L1-H2 pairs plus some number of assortative pairs. Since each pair contains two H2s, the total number of H2 females in assortative pairs is equal to the number of males. Since no H1 participates in a non-assortative pair, this is also true of H1s. By **SB** if there are $s \geq 0$ H1-H2 matches, there must also be exactly s H2-H1 matches.

However since we have an H2-L2 paired with an L1-H2, for each such pair there must be exactly one L2-L1 pair (therefore the number of L2 females in assortative matches exceeds the number of L2 males). Given that there are n H2-L2 and L1-H2 pairs this tell us that there must be at least n L2-L1 pairs. However if there are $n + t$ L2-L1 pairs there must be exactly t L1-L2 pairs.

So let the population consist of k H1-H1 matches, l H2-H2 matches, s H1-H2 matches, s H2-H1 matches.m H2-L1 and L1-H2 matches each, n H2-L2 and L1-H2 matches, p L1-L1 matches, q L2-L2 matches, $n + t$ L2-L1 matches and t L1-L2 matches. The H type woman who matches in or below caste matches with someone of average type $\frac{(k+l+s)H+mL}{k+l+s+n}$ as compared to $\frac{(k+l+s)H+(m+n)L}{k+l+s+m+n}$, for those who marry above or in caste. Since the former is larger the contribution of H types to the **APC** is positive.

Turning L type women, the average match of someone who matches in or below caste is $\frac{(m+n)H+(p+q+t)L}{m+n+p+q+t}$ while those who match above or in caste is L. Hence the L types also contribute positively to the **APC.** The **APC** for women is therefore positive. Similar (tedious) calculations show the same result for men.

Data Appendix

Ads and letters provided very rich qualitative information that had to be coded to make the data analysis possible. We first coded caste, using the process described in the text.

Third, we coded the available information on earning levels. When provided in the ad, self-reported earnings were converted into a monthly figure. This value will be referred to as "income." In addition, when the ad-placer or the letter writer provided his or her occupation, we used the National Sample Survey of India to construct an occupational score for the occupation (we refer to this below as "wage"). Note that prospective brides almost never report this information, and it will therefore be used only for the letters and ads from prospective grooms.

Fourth, we coded information on the origin of the family (East or West Bengal) and the current location of the prospective bride or groom under the following categories: Kolkata, Mumbai, other West Bengal, or other (mainly, abroad).[1]

Fifth, a very large fraction of ads from prospective brides specify physical characteristics of the women, using fairly uniform language and the same broad characteristics. Skin color was coded into four categories (from "extremely fair" to "dark") and we associate each category with a number from 1 to 4, with higher numbers representing darker skins. General beauty was divided into three categories ("very beautiful," "beautiful" and "decent-looking").

Finally, ads occasionally mention a multitude of other characteristics, such as "gotras" (a sub-group within one's caste based on lineage such that intermarriages are ruled out under exogamy), astrological signs, blood type, family characteristics, personality traits, previous marital history, and specific demands. These were coded as well. However, each of these is rarely mentioned and so including or excluding them does not affect our results.

[1] At the time of Independence, the state of Bengal was partitioned into two states, one that remained in India, West Bengal, and the other that joined Pakistan, East Pakistan (which later became Bangladesh). Many Hindus migrated from East to West Bengal. There are some variations in terms of dialect, cultural and social norms among Bengalis depending on their family origin. This has some relevance in the arranged marriage market.

TABLE C1—**Characteristics of ads by attrition status in second interviews**

Variable	Ads placed by females				Ads placed by males			
	Means		Difference		Means		Difference	
	Found	Not found	Mean	Sd. Error	Found	Not found	Mean	Sd. Error
Number of responses	23.004	18.000	5.00	4.65	79.874	89.071	-9.20	19.88
Caste								
Brahmin	0.27	0.21	0.06	0.10	0.25	0.29	-0.03	0.12
Baidya	0.04	0.16	**-0.12**	**0.05**	0.05	0.00	0.05	0.06
Kshatriya	0.02	0.00	0.02	0.03	0.02	0.00	0.02	0.03
Kayastha	0.35	0.21	0.14	0.11	0.31	0.36	-0.04	0.13
Baisya and others	0.19	0.21	-0.03	0.09	0.18	0.14	0.04	0.11
Sagdope and others	0.10	0.16	-0.06	0.07	0.12	0.14	-0.02	0.09
Other castes	0.02	0.00	0.02	0.03	0.02	0.07	-0.05	0.04
Scheduled castes	0.02	0.05	-0.03	0.04	0.05	0.00	0.05	0.06
Physical characteristics								
Age	26.55	27.67	-1.12	0.88	32.17	31.50	0.67	1.32
Height (meters)	1.58	1.59	-0.01	0.01	1.70	1.68	0.03	0.02
Skin tone	2.30	2.36	-0.06	0.22				
Very beautiful	0.08	0.20	*-0.12*	*0.07*				
Beautiful	0.36	0.33	-0.03	0.13				
Education and Income								
Less than high school	0.02	0.06	-0.03	0.04	0.01	0.00	0.01	0.03
High school	0.09	0.06	0.04	0.07	0.10	0.00	0.10	0.08
Post-secondary	0.00	0.00	0.00	0.01	0.06	0.00	0.06	0.06
College	0.54	0.50	0.04	0.12	0.43	0.46	-0.03	0.14
Master's	0.29	0.33	-0.05	0.11	0.18	0.23	-0.05	0.11
PhD	0.06	0.06	0.00	0.06	0.22	0.31	-0.08	0.12
Other degree	0.01	0.00	0.01	0.02	0.01	0.00	0.01	0.03
Humanities/Arts	0.57	0.75	-0.18	0.13	0.04	0.09	-0.05	0.07
Commerce	0.13	0.06	0.06	0.08	0.41	0.27	0.14	0.15
Science	0.30	0.19	0.11	0.12	0.55	0.64	-0.09	0.16
Other field	0.01	0.00	0.01	0.02	0.00	0.00	0.00	0.00
Log wage	5.56	5.41	0.15	0.14	5.61	5.61	0.00	0.21
Log income	8.68	9.16	-0.48	0.60	9.45	9.22	0.23	0.39
Location								
Calcutta	0.82	0.60	0.22	0.18	0.78	0.40	*0.38*	*0.19*
West Bengali	0.39	0.40	-0.01	0.13	0.38	0.56	-0.17	0.17
Demands mentioned								
Only within caste	0.10	0.05	0.05	0.07	0.09	0.07	0.02	0.08
Caste no bar	0.32	0.42	-0.10	0.11	0.24	0.29	-0.05	0.12
No dowry demanded	0.01	0.05	-0.04	0.03	0.10	0.14	-0.04	0.08
Ads which omit...								
Caste	0.00	0.00	0.00	0.01	0.01	0.00	0.01	0.02
Age	0.01	0.05	-0.04	0.03	0.03	0.14	**-0.11**	**0.05**
Height	0.03	0.11	-0.07	0.04	0.11	0.14	-0.04	0.09
Education	0.08	0.05	0.03	0.06	0.19	0.07	0.12	0.11
Field	0.25	0.16	0.10	0.10	0.30	0.21	0.09	0.13
Residence	0.84	0.74	0.11	0.09	0.51	0.64	-0.13	0.14
Family origin	0.23	0.21	0.02	0.10	0.28	0.36	-0.08	0.12
Wage	0.85	0.63	**0.22**	**0.09**	0.57	0.50	0.07	0.14
Income	0.98	0.89	**0.08**	**0.04**	0.73	0.79	-0.05	0.12
Skin tone	0.21	0.26	-0.06	0.10				
Beauty	0.27	0.21	0.06	0.10				

Note: Differences in italics are significant at 10%, those in bold, at 5%.

TABLE C2—**Characteristics of ads who agreed and refused second round interview**

Variable	Ads placed by females				Ads placed by males			
	Means		Difference		Means		Difference	
	Agreed	Refused	Mean	Sd. Error	Agreed	Refused	Mean	Sd. Error
Number of responses	25.643	18.844	*6.80*	*3.51*	85.551	71.217	14.33	17.17
Caste								
Brahmin	0.25	0.25	0.00	0.08	0.23	0.36	-0.13	0.09
Baidya	0.04	0.06	-0.02	0.04	0.06	0.08	-0.02	0.05
Kshatriya	0.03	0.00	0.03	0.03	0.03	0.00	0.03	0.03
Kayastha	0.39	0.31	0.08	0.09	0.28	0.28	0.00	0.10
Baisya and others	0.18	0.16	0.03	0.07	0.21	0.12	0.09	0.09
Sagdope and others	0.07	0.16	-0.09	0.05	0.13	0.04	0.09	0.07
Other castes	0.02	0.03	-0.01	0.03	0.03	0.00	0.03	0.03
Scheduled castes	0.03	0.03	-0.01	0.03	0.02	0.12	**-0.10**	**0.04**
Physical characteristics								
Age	25.88	26.53	-0.65	0.60	31.92	32.45	-0.53	0.98
Height (meters)	1.58	1.59	-0.01	0.01	1.71	1.70	0.01	0.02
Skin tone	2.30	2.23	0.07	0.16				
Very beautiful	0.10	0.00	*0.10*	*0.06*				
Beautiful	0.42	0.58	-0.15	0.11				
Education and Income								
Less than high school	0.01	0.00	0.01	0.02	0.01	0.00	0.01	0.02
High school	0.10	0.03	0.06	0.06	0.10	0.05	0.05	0.07
Post-secondary	0.01	0.00	0.01	0.02	0.04	0.05	-0.01	0.05
College	0.51	0.53	-0.02	0.10	0.42	0.37	0.05	0.12
Master's	0.29	0.37	-0.08	0.09	0.22	0.16	0.07	0.10
PhD	0.07	0.07	0.00	0.05	0.20	0.37	*-0.17*	*0.10*
Other degree	0.01	0.00	0.01	0.02	0.01	0.00	0.01	0.02
Humanities/Arts	0.59	0.42	0.17	0.11	0.07	0.06	0.02	0.07
Commerce	0.13	0.27	*-0.14*	*0.08*	0.38	0.28	0.10	0.12
Science	0.28	0.31	-0.03	0.10	0.55	0.67	-0.12	0.13
Other field	0.01	0.00	0.01	0.02	0.00	0.00	0.00	0.00
Log wage	5.53	5.73	*-0.21*	*0.12*	5.66	5.57	0.09	0.15
Log income	9.39	8.52	*0.87*	*0.28*	9.52	9.49	0.04	0.33
Location								
Calcutta	0.88	0.60	0.28	0.18	0.78	0.64	0.14	0.14
West Bengali	0.42	0.30	0.11	0.11	0.40	0.26	0.13	0.12
Demands mentioned								
Only within caste	0.09	0.09	0.00	0.06	0.08	0.04	0.04	0.06
Caste no bar	0.34	0.31	0.02	0.09	0.27	0.08	**0.19**	**0.09**
No dowry demanded	0.02	0.00	0.02	0.02	0.10	0.08	0.02	0.06
Ads which omit...								
Caste	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.02
Age	0.01	0.00	0.01	0.01	0.02	0.12	**-0.10**	**0.04**
Height	0.03	0.00	0.03	0.03	0.11	0.20	-0.09	0.07
Education	0.08	0.06	0.01	0.05	0.15	0.24	-0.09	0.08
Field	0.25	0.19	0.06	0.08	0.26	0.28	-0.02	0.10
Residence	0.84	0.84	0.00	0.07	0.51	0.56	-0.05	0.11
Family origin	0.24	0.28	-0.04	0.08	0.31	0.24	0.07	0.10
Wage	0.83	0.88	-0.05	0.07	0.54	0.44	0.10	0.11
Income	0.97	0.97	0.01	0.03	0.74	0.72	0.02	0.10
Skin tone	0.22	0.06	**0.16**	**0.08**				
Beauty	0.27	0.19	0.08	0.08				

Note: Differences in italics are significant at 10%, those in bold, at 5%.

TABLE C3—**Caste groupings**

1. Brahmin		
Brahmin	Kshatriya Brahmin	Rudraja Brahmin*
Kulin Brahmin	Nath Brahmin	Baishnab Brahmin*
Sabitri Brahmin	Rajput Brahmin	Baishnab*
Debnath Brahmin	Gouriya Baishnab*	Nath*
Kanya Kubja Brahmin		
2. Baidya		
Baidya	Lata Baidya	Kulin Baidya
Rajasree Baidya		
3. Kshatriya		
Kshatriya	Ugra Kshatriya	Rajput (Solanki) Kshatriya
Poundra Kshatriya	Malla Kshatriya	Jana Kshatriya
Rajput Kshatriya	Barga Kshatriya	
4. Kayastha		
Kayastha	Rajput Kayastha	Kayastha Karmakar
Kulin Kayastha	Pura Kayastha	Karmakar
Kshatriya Kayastha	Mitra Mustafi	Mitra Barujibi
Kshatriya Karmakar		
5. Baisya and others		
Baisya	Suri	Teli
Baisya Saha	Suri Saha	Ekadash Teli
Baisya Ray	Rudra Paul	Dadash Teli
Baisya Kapali	Modak	Tili
Baisya Teli	Modak Moyra	Ekadash Tili
Rajasthani Baisya	Banik	Dsadah Tili
Barujibi	Gandha Banik	Marwari
Baisya Barujibi	Kangsha Banik	Malakar
Sutradhar	Khandagrami Subarna Banik	Tambuli
Baisya Sutradhar	Subarna Banik	Rajak
Tantubai	Shankha Banik	Kasari
Baisya Tantubai	Swarnakar	Baisya Tambuli
6. Sadgope and others		
Sadgope	Yadav	Mahishya
Kulin Sadgope	Yadav Ghosh	Kumbhakar
Kshatriya Sadgope	Goyala	Satchasi
Yadav (Gope)	Gope	
7. Other (mostly) non-scheduled castes		
Kaibarta	Rajak	Paramanik
Jele	Bauri	Jelia Kaibarta
Napit		
8. (mostly) Scheduled castes		
Rajbanshi	Namasudra	Karan
Rajbanshi Kshatriya	Sagari	SC
Malo	Sudra	OBC
Mathra	Baisya Rajbanshi	

TABLE C4—**Fraction of ad placers omitting given characteristics**

Variable	**Ads placed by females**		**Ads placed by males**	
	Full set (N=14172)	Interviewed (N=506)	Full set (N=8038)	Interviewed (N=277)
Caste	0.02	0.00	0.03	0.01
Age	0.01	0.01	0.02	0.04
Height	0.04	0.04	0.10	0.11
Education	0.10	0.08	0.22	0.18
Field	0.27	0.25	0.39	0.30
Residence	0.86	0.84	0.70	0.52
Family origin	0.29	0.23	0.32	0.29
Wage	0.83	0.84	0.25	0.57
Income	0.98	0.97	0.78	0.74
Skin tone	0.23	0.21		
Beauty	0.25	0.27		

TABLE C5—**Fraction of letters and matches omitting given characteristics**

Variables	**Ads placed by females**		**Ads placed by males**	
	Letters (N=5630)	Matches (N=158)	Letters (N=3944)	Matches (N=131)
Caste	0.30	0.01	0.28	0.02
Age	0.04	0.00	0.03	0.00
Height	0.13	0.00	0.08	0.00
Education	0.08	0.00	0.04	0.00
Field	0.20	0.39	0.25	0.42
Residence	0.15	0.00	0.19	0.00
Family origin	0.31	0.03	0.27	0.00
Wage	0.44	0.08	0.86	0.79
Income	0.66	0.31	0.98	0.04
Skin tone			0.14	1.00
Beauty			0.36	1.00

TABLE C6—**Rank of the letter-Ads placed by females**

	Basic	No caste	Main caste	Limited	Oprobit
	(1)	(2)	(3)	(4)	(5)
Same caste	1.2797***		1.1275***	1.3320***	0.3863***
	(0.2933)		(0.3821)	(0.4136)	(0.0870)
Same main caste			0.2377		
			(0.3825)		
Diff. in caste*Higher caste male	-0.0500		-0.0179	-0.0176	-0.0272
	(0.1341)		(0.1437)	(0.1605)	(0.0398)
Diff. in caste*Lower caste male	0.1070		0.0767	0.0784	0.0423
	(0.1183)		(0.1280)	(0.1727)	(0.0351)
Same caste*only within	1.1726		1.1737	1.1670	0.3313
	(0.9116)		(0.9117)	(1.0808)	(0.2691)
Diff. in caste*only within	-0.4459		-0.4471	-0.4552	-0.1166
	(0.3334)		(0.3334)	(0.4925)	(0.0988)
Same caste*no bar	-0.8681***		-0.8678***	-0.8602**	-0.2468**
	(0.3258)		(0.3258)	(0.3798)	(0.0967)
Diff. in caste*no bar	-0.1021		-0.1041	-0.0831	-0.0316
	(0.1071)		(0.1072)	(0.1232)	(0.0317)
Diff. in age	0.0345	0.0255	0.0348	0.0214	0.0064
	(0.0405)	(0.0405)	(0.0405)	(0.0844)	(0.0121)
Squared diff. in age	-0.0114***	-0.0115***	-0.0114***	-0.0110**	-0.0034***
	(0.0023)	(0.0023)	(0.0023)	(0.0053)	(0.0007)
Diff. in height	9.5137***	9.8711***	9.4794***	9.8311***	3.3104***
	(2.5694)	(2.5757)	(2.5701)	(3.2931)	(0.7646)
Squared diff. in height	-24.5037***	-26.3139***	-24.4011***	-25.3582*	-8.8275***
	(9.2415)	(9.2562)	(9.2436)	(13.6740)	(2.7475)
High school	0.6719	0.9189	0.6811		0.3151
	(0.9403)	(0.9438)	(0.9405)		(0.2800)
Post-secondary	1.3963	1.7144*	1.4059		0.5059*
	(1.0262)	(1.0290)	(1.0264)		(0.3053)
Bachelor's	1.4920	1.7376*	1.4965		0.5637*
	(1.0213)	(1.0243)	(1.0214)		(0.3040)
Master's	2.3654**	2.6088**	2.3650**		0.8706***
	(1.0533)	(1.0564)	(1.0534)		(0.3136)
PhD	2.6963**	2.9129***	2.6967**		0.9826***
	(1.0810)	(1.0842)	(1.0811)		(0.3828)
Same education	0.5329**	0.5361**	0.5340**		0.1400**
	(0.2091)	(0.2100)	(0.2092)		(0.0622)
Male more educated	0.8218**	0.8550**	0.8256**		0.2367**
	(0.3315)	(0.3327)	(0.3316)		(0.0987)
Non-rankable degree	1.8538*	2.1751**	1.8618*		0.6455**
	(0.9855)	(0.9886)	(0.9857)		(0.2934)
Science	1.0444***	0.9810***	1.0454***		0.3313***
	(0.1882)	(0.1887)	(0.1882)		(0.0560)
Commerce	0.3640*	0.3573*	0.3646*		0.1096*
	(0.1948)	(0.1956)	(0.1948)		(0.0578)
Other field	0.1361	0.1378	0.1388		0.0520
	(0.4631)	(0.4654)	(0.4632)		(0.1381)
Calcutta	0.4690***	0.4953***	0.4703***	0.4926***	0.1635***
	(0.1204)	(0.1206)	(0.1205)	(0.1725)	(0.0358)
Same location	0.4846	0.4160	0.4831	0.4077	0.1539*
	(0.3086)	(0.3097)	(0.3086)	(0.3782)	(0.0917)
Same family origin	0.2665	0.3861**	0.2770	0.2767	0.0801
	(0.1710)	(0.1710)	(0.1710)	(0.1945)	(0.0508)
Log income	0.8761***	0.8254***	0.8782***		0.2843***
	(0.1310)	(0.1308)	(0.1310)		(0.0394)
Log wage	0.9205***	0.9451***	0.9221***		0.2978***
	(0.1258)	(0.1262)	(0.1259)		(0.0374)
Predicted income				3.2430**	
				(1.3217)	

Note: All regressions include dummies for caste, for being from West Bengal, dummies indicating non-response for each characteristics, age/height of the letter writer if no age/height was provided by the ad, age/height of the ad placer if no age/height was provided by the letter and a dummy for both the letter writer and the ad placer not providing caste, age, height, education, location and family origin. All regressions are weighted to reflect the relative proportions of considered and unconsidered letters received by an ad placer. Standard errors in parentheses. N=5094.

TABLE C7—**Rank of the letter-Ads placed by males**

	Basic	No caste	Main caste	Limited	Oprobit
	(1)	(2)	(3)	(4)	(5)
Same caste	1.2591***		1.5022***	1.4072***	0.3549***
	(0.3458)		(0.4292)	(0.4238)	(0.0934)
Same main caste			-0.4295		
			(0.4490)		
Diff. in caste*Higher caste male	-0.4707***		-0.5472***	-0.3725	-0.1290***
	(0.1699)		(0.1878)	(0.2404)	(0.0461)
Diff. in caste*Lower caste male	-0.3310*		-0.2548	-0.3626*	-0.0946**
	(0.1705)		(0.1882)	(0.2152)	(0.0460)
Same caste*only within	2.1112		2.0985	2.1633	0.7182*
	(1.3256)		(1.3257)	(1.4974)	(0.3708)
Diff. in caste*only within	0.0183		0.0094	-0.1361	0.0769
	(0.5781)		(0.5782)	(0.6198)	(0.1596)
Same caste*no bar	-0.8599**		-0.8912**	-0.9396*	-0.2383**
	(0.4315)		(0.4328)	(0.5051)	(0.1165)
Diff. in caste*no bar	0.2092		0.2020	0.1763	0.0662
	(0.1521)		(0.1523)	(0.2110)	(0.0411)
Diff. in age	0.5215***	0.5411***	0.5205***	0.4463**	0.1452***
	(0.0816)	(0.0820)	(0.0816)	(0.2112)	(0.0220)
Squared diff. in age	-0.0284***	-0.0291***	-0.0282***	-0.0263**	-0.0078***
	(0.0057)	(0.0057)	(0.0057)	(0.0123)	(0.0015)
Diff. in height	7.2790**	6.8472**	7.2231**	7.6700**	1.8624**
	(3.2304)	(3.2517)	(3.2309)	(3.5471)	(0.8840)
Squared diff. in height	-69.0103***	-68.9625***	-68.8785***	-70.3860***	-18.4717***
	(12.3135)	(12.3931)	(12.3145)	(13.6614)	(3.3715)
High school	1.7107***	1.7634***	1.7049***		0.4543***
	(0.6092)	(0.6140)	(0.6092)		(0.1646)
Post-secondary	2.5003	2.3729	2.4921		0.6456
	(1.4645)	(1.4709)	(1.4645)		(0.3926)
Bachelor's	2.7817***	2.9152***	2.7961***		0.7150***
	(0.8894)	(0.8959)	(0.8896)		(0.2402)
Master's	3.9425***	4.0203***	3.9590***		1.0203***
	(0.9236)	(0.9303)	(0.9237)		(0.2497)
PhD	4.2363***	4.2562***	4.2333***		1.2412***
	(1.0650)	(1.0720)	(1.0650)		(0.2883)
Same education	0.2423	0.1380	0.2433		0.0586
	(0.2995)	(0.3013)	(0.2995)		(0.0807)
Male more educated	0.3416	0.2331	0.3442		0.0948
	(0.4169)	(0.4194)	(0.4169)		(0.1124)
Non-rankable degree	2.6315***	2.6192***	2.6275***		0.7150***
	(0.8065)	(0.8122)	(0.8065)		(0.2402)
Science	0.7039***	0.6512***	0.7092***		0.2045***
	(0.1928)	(0.1931)	(0.1929)		(0.0520)
Commerce	1.1107***	1.1203***	1.1076***		0.3270***
	(0.2600)	(0.2612)	(0.2600)		(0.0703)
Other field	1.1653	1.2332	1.1686		0.2832
	(0.7950)	(0.7994)	(0.7950)		(0.2157)
Calcutta	0.6515***	0.6240**	0.6501***	0.6294***	0.1723***
	(0.1891)	(0.1897)	(0.1891)	(0.2173)	(0.0510)
Same location	-0.1912	-0.2096	-0.1944	-0.2105	-0.0481
	(0.2876)	(0.2893)	(0.2877)	(0.3468)	(0.0508)
Same family origin	0.7190***	0.8573***	0.7150***	0.8015***	0.1929***
	(0.2156)	(0.2163)	(0.2156)	(0.2580)	(0.0581)
Skin tone	-0.4585***	-0.4657***	-0.4581***	-0.4995***	-0.1269***
	(0.1005)	(0.1012)	(0.1005)	(0.1546)	(0.0271)
Beautiful	0.2045	0.2127	0.2095	0.1762	0.0481
	(0.1885)	(0.1893)	(0.1885)	(0.2295)	(0.0508)
Very beautiful	0.5376*	0.5587*	0.5363*	0.4229	0.1572**
	(0.2934)	(0.2951)	(0.2934)	(0.3070)	(0.0792)
Predicted income				0.9296	
				(2.3518)	

Note: All regressions include dummies for caste, for being from West Bengal, dummies indicating non-response for each characteristics, age/height of the letter writer if no age/height was provided by the ad, age/height of the ad placer if no age/height was provided by the letter and a dummy for both the letter writer and the ad placer not providing caste, age, height, education, location and family origin. All regressions are weighted to reflect the relative proportions of considered and unconsidered letters received by an ad placer. Standard errors in parentheses. N=3520.

TABLE C8—**Probability of writing to a particular ad**

	Ads placed by females				Ads placed by males			
	Ad placer selection		Respondent selection		Ad placer selection		Respondent selection	
	LP	Logit	LP	Logit	LP	Logit	LP	Logit
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Same caste	0.0206***	3.4296***	0.1080***	2.1627***	0.0319***	2.3853***	0.1956***	2.2002***
	(0.0013)	(0.3504)	(0.0022)	(0.0672)	(0.0014)	(0.2043)	(0.0049)	(0.0895)
Diff. in caste*Higher caste male	-0.0013	-1.7058	0.0001	0.0609**	-0.0004	0.2302	0.0236***	0.5106***
	(0.0014)	(1.1849)	(0.0009)	(0.0308)	(0.0013)	(0.3532)	(0.0016)	(0.0353)
Diff. in caste*Lower caste male	-0.0011	-2.0820*	-0.0092***	-0.3236***	-0.0020*	-0.7402**	0.0014	-0.0809**
	(0.0014)	(1.1721)	(0.0007)	(0.0254)	(0.0012)	(0.3519)	(0.0018)	(0.0380)
Same caste*only within	0.0029	13.0267			-0.0059*	14.5443		
	(0.0038)	(770.0985)			(0.0033)	(984.4139)		
Diff. in caste*only within	0.0004	-0.0170			0.0011	0.2650		
	(0.0008)	(368.9421)			(0.0007)	(324.9982)		
Same caste*no bar	-0.0046***	-1.4258***			-0.0010	-0.4298*		
	(0.0015)	(0.3972)			(0.0016)	(0.2442)		
Diff. in caste*no bar	-0.0003	-0.1701			0.0007*	0.3169**		
	(0.0003)	(0.1420)			(0.0004)	(0.1003)		
Diff. in age	0.0003***	0.2974***	0.0042***	0.4822***	0.0005***	0.4746***	0.0085***	0.6196***
	(0.0001)	(0.0562)	(0.0002)	(0.0158)	(0.0002)	(0.0546)	(0.0005)	(0.0228)
Squared diff. in age	-0.0000***	-0.0234***	-0.0005***	-0.0395***	-0.0000***	-0.0398***	-0.0005***	-0.0484***
	(0.0000)	(0.0043)	(0.0000)	(0.0011)	(0.0000)	(0.0044)	(0.0000)	(0.0017)
Diff. in height	0.0435***	17.6596***	0.3241***	13.3879***	0.0452***	9.7321***	0.3539***	6.0564***
	(0.0167)	(5.9477)	(0.0256)	(1.0314)	(0.0099)	(2.0036)	(0.0413)	(0.8609)
Squared diff. in height	-0.1922***	-75.6526***	-1.2001***	-50.3339***	-0.2013***	-43.4930***	-1.9223***	-32.4783***
	(0.0528)	(20.1851)	(0.0747)	(3.3084)	(0.0414)	(8.3431)	(0.1723)	(3.8381)
High school	0.0013	0.7340	0.0176***	0.4294***	-0.0001	13.1424	-0.0135	-0.1717
	(0.0022)	(0.8006)	(0.0040)	(0.1206)	(0.0029)	(702.6814)	(0.0098)	(0.2239)
Post-secondary	-0.0010	0.2473	-0.0159**	-0.7547***	0.0020	14.0290	0.0117	-0.1526
	(0.0035)	(1.0634)	(0.0065)	(0.2810)	(0.0033)	(702.6813)	(0.0118)	(0.2490)
Bachelor's	-0.0006	0.1855	-0.0115***	-0.2506**	-0.0017	13.2529	-0.0360***	-0.6465***
	(0.0021)	(0.7795)	(0.0035)	(0.1125)	(0.0029)	(702.6813)	(0.0095)	(0.2180)
Master's	0.0024	0.8934	-0.0101**	-0.1507	0.0034	13.9488	-0.0378***	-0.7335***
	(0.0023)	(0.8084)	(0.0039)	(0.1256)	(0.0033)	(702.6813)	(0.0109)	(0.2379)
PhD	-0.0005	0.3537	-0.0151***	-0.1832	0.0048	14.0380	-0.0229**	-0.5667**
	(0.0027)	(0.8864)	(0.0045)	(0.1425)	(0.0035)	(702.6813)	(0.0111)	(0.2423)
Same education	0.0022*	0.5264*	0.0191***	0.5524***	0.0032**	0.7805***	0.0448***	0.8407***
	(0.0012)	(0.2759)	(0.0019)	(0.0575)	(0.0013)	(0.2434)	(0.0047)	(0.0864)
Male more educated	0.0016	0.4578	0.0014	0.0406	0.0021	0.5918*	0.0324***	0.7051***
	(0.0016)	(0.4240)	(0.0030)	(0.0915)	(0.0020)	(0.3213)	(0.0062)	(0.1133)
Non-rankable degree	-0.0031	-13.2632	-0.0242**	-0.5629	-0.0018	13.2663	-0.0534	-0.5984
	(0.0131)	(4420.5696)	(0.0098)	(0.4140)	(0.0049)	(702.6816)	(0.0281)	(0.4275)
Science	0.0004	0.0622	-0.0013	0.0553	0.0022*	0.2396	-0.0084	-0.0976
	(0.0008)	(0.1794)	(0.0013)	(0.0395)	(0.0012)	(0.1661)	(0.0055)	(0.0939)
Commerce	0.0009	0.2188	0.0013	0.0450	-0.0015	-0.3376*	-0.0186***	-0.2452***
	(0.0012)	(0.2561)	(0.0018)	(0.0539)	(0.0013)	(0.1743)	(0.0055)	(0.0945)
Other field	0.0013	0.0839	-0.0053	-0.0701	0.0085***	1.0443***	-0.0602***	-0.5009*
	(0.0035)	(0.7779)	(0.0066)	(0.1701)	(0.0032)	(0.3378)	(0.0178)	(0.2599)
Calcutta	0.0097***	1.7482***	-0.0043	-0.1346	0.0097***	1.1826***	0.0062	0.0029
	(0.0017)	(0.4223)	(0.0038)	(0.1150)	(0.0012)	(0.1721)	(0.0049)	(0.0871)
Same location	-0.0007	0.0442	0.0051*	0.2150**	-0.0051	-0.4259	0.0088*	0.1428*
	(0.0026)	(0.5239)	(0.0029)	(0.0889)	(0.0032)	(0.4468)	(0.0046)	(0.0822)
Same family origin	0.0053***	1.3955***	0.0194***	0.4990***	0.0058***	0.8628***	0.0259***	0.3742***
	(0.0008)	(0.2287)	(0.0012)	(0.0364)	(0.0009)	(0.1545)	(0.0027)	(0.0463)
Log income					0.0024***	0.2556**	0.0044	-0.0708
					(0.0009)	(0.1187)	(0.0037)	(0.0683)
Log wage					0.0041***	0.8576***	0.0010	0.0260
					(0.0005)	(0.1070)	(0.0020)	(0.0352)
Skin tone	-0.0012***	-0.3719***	-0.0033***	-0.0927***				
	(0.0004)	(0.1179)	(0.0007)	(0.0219)				
Beautiful	-0.0011	-0.2338	0.0016	0.0264				
	(0.0007)	(0.1671)	(0.0012)	(0.0369)				
Very beautiful	0.0008	0.0304	0.0047	0.0523				
	(0.0015)	(0.3025)	(0.0024)	(0.0683)				
N	49025	49025	147546	144543	70337	69617	53043	52407

Note: All regressions include dummies for caste, for being from West Bengal, dummies indicating non-response for each characteristics, age/height of the respondent/ad placer if no age/height was provided by the ad, age/height of the ad placer if no age/height was provided by the respondent/ad placer and a dummy for both individuals not providing caste, age, height, education, location and family origin. Ads placed by females (males) received letters by males (females): the first four columns refer to decisions made by males regarding which ad placed by females they should write to, the last four to decisions made by females regarding which ads placed by males they should contact. Standard errors in parentheses.

TABLE C9—**Number of responses received to an ad**

	Ads placed by females		**Ads placed by males**	
	Poisson	OLS	Poisson	OLS
	(1)	(2)	(3)	(4)
Baidya	0.0199	1.2189	-0.4018***	-32.5365
	(0.0554)	(4.5829)	(0.0387)	(22.6938)
Kshatriya	-0.3880***	-6.5749	-0.4774***	-32.4609
	(0.1017)	(7.0206)	(0.0746)	(38.5897)
Kayastha	0.1941***	4.5533**	0.1565***	14.8425
	(0.0242)	(2.2348)	(0.0176)	(12.0916)
Baisya	-0.2298***	-3.6022	-0.0679***	-6.3319
	(0.0313)	(2.6047)	(0.0214)	(13.7648)
Sagdope	-0.0900**	-2.0425	-0.0344	-3.5924
	(0.0360)	(3.2381)	(0.0253)	(15.8213)
Other non-scheduled castes	-0.5491***	-8.5472	-0.6427***	-28.3260
	(0.1107)	(7.2452)	(0.0673)	(30.0856)
Scheduled castes	-0.0659	-1.1003	-0.5098***	-39.0446
	(0.0670)	(5.6177)	(0.0421)	(23.3959)
Age	-0.0401***	-0.8395***	0.0119***	0.8895
	(0.0031)	(0.2501)	(0.0016)	(1.0717)
Height	1.5551***	33.2602*	-0.4142***	-17.6774
	(0.2196)	(19.6442)	(0.1239)	(79.5235)
High school	-0.1107	-2.0467	0.8501***	19.0770
	(0.0761)	(6.5763)	(0.1762)	(55.5553)
Post-secondary	-0.4580*	-10.8396	1.6886***	82.9122
	(0.2403)	(20.3009)	(0.1781)	(61.3144)
Bachelor's	-0.0769	-1.3043	1.5513***	67.2765
	(0.0774)	(6.7583)	(0.1756)	(56.9136)
Master's	-0.1423*	-2.8702	1.8182***	89.1902
	(0.0808)	(7.0579)	(0.1768)	(58.7970)
PhD/Professional degrees	-0.2741**	-6.2512	1.7035***	77.3746
	(0.0926)	(7.8453)	(0.1767)	(58.3160)
Non-rankable degree	-1.0200***	-15.8439	1.2666***	40.0588
	(0.1777)	(10.8010)	(0.1896)	(69.6573)
Science	0.0463*	1.0930	0.2546***	22.4205
	(0.0253)	(2.2735)	(0.0421)	(26.3598)
Commerce	-0.0520	0.7134	-0.0265	-1.1862
	(0.0346)	(3.1687)	(0.0433)	(26.8366)
Other field	-0.6742**	-6.0397		
	(0.2846)	(14.3686)		
Calcutta	0.4087***	8.9881*	0.1608***	20.7122
	(0.0684)	(5.3947)	(0.0164)	(13.4021)
From West Bengal	0.1941***	4.1509**	0.4275***	29.7894*
	(0.0228)	(2.0998)	(0.0271)	(15.4041)
Log income			-0.2129***	-16.0723
			(0.0180)	(11.4682)
Log wage			0.0190	3.6086
			(0.0200)	(13.2790)
Skin tone	-0.2570***	-5.2574***		
	(0.0166)	(1.2602)		
Very beautiful	0.2804***	9.0258**		
	(0.0369)	(3.8519)		
Beautiful	0.0147	0.4593		
	(0.0243)	(2.1733)		
N	506	506	277	277

Note: Standard errors in parentheses. All regressions include dummies indicating non-response for each characteristics.

TABLE C10—**Responses for letters, top four castes only**

	Ads placed by females			Ads placed by males		
	Considered-OLS	Considered-Logit	Rank	Considered-OLS	Considered-Logit	Rank
	(1)	(2)	(3)	(4)	(5)	(6)
Same caste	0.1636***	0.8358***	1.6650***	0.1047**	0.6448***	0.9490**
	(0.0408)	(0.2014)	(0.3041)	(0.0503)	(0.2181)	(0.4200)
Diff. in caste	0.0203	0.0382	0.2100	-0.0307	-0.1184	-0.6039***
	(0.0157)	(0.0860)	(0.1274)	(0.0204)	(0.0991)	(0.1996)
Same caste*only within	0.2760		4.0097**	0.2206		2.5592*
	(0.2504)		(1.6520)	(0.1946)		(1.5047)
Diff. in caste*only within	0.1630*		1.5846***	0.0173		-0.2654
	(0.0907)		(0.6090)	(0.0827)		(0.6165)
Same caste*no bar	-0.1214		-1.4500***	-0.0283		-0.4768
	(0.0774)		(0.4943)	(0.0868)		(0.7489)
Diff. in caste*no bar	-0.0013		-0.0133	-0.0526		-0.2027
	(0.0301)		(0.1612)	(0.0347)		(0.2678)
Diff. in age	0.0086	0.1742**	0.0384	0.0424***	0.2286***	0.5249***
	(0.0115)	(0.0824)	(0.0551)	(0.0138)	(0.0781)	(0.0941)
Squared diff. in age	-0.0021***	-0.0236***	-0.0124***	-0.0016	-0.0077	-0.0296***
	(0.0008)	(0.0061)	(0.0034)	(0.0010)	(0.0054)	(0.0064)
Diff. in height	1.7176***	11.4900***	12.8167***	0.4528	9.7508**	6.4163
	(0.4304)	(2.7618)	(2.9819)	(0.5064)	(4.2823)	(3.8687)
Squared diff. in height	-4.7533***	-32.4075***	-36.7084***	-5.5546***	-57.1288***	-69.2712***
	(1.5071)	(9.5318)	(10.5597)	(1.8509)	(15.9922)	(14.5440)
High school	0.0893	-0.3456	0.3344	0.1458	1.0369	2.3437***
	(0.2058)	(1.0543)	(1.0421)	(0.1319)	(0.8633)	(0.7957)
Post-secondary	0.1455	-0.0515	0.9657	1.0020		2.8634
	(0.2204)	(1.1659)	(1.1656)	(0.7954)		(1.7153)
Bachelor's	0.0994	-0.2206	0.9457	0.1373	0.9106	2.8282**
	(0.2228)	(1.1680)	(1.1653)	(0.1754)	(1.0437)	(1.1618)
Master's	0.2457	0.6195	1.7441	0.2074	1.3482	3.9660***
	(0.2286)	(1.2024)	(1.2018)	(0.1799)	(1.0642)	(1.1982)
PhD	0.3103	0.9731	1.9778	0.3754**	2.5636**	5.6290***
	(0.2335)	(1.2297)	(1.2347)	(0.1875)	(1.1118)	(1.3764)
Same education	0.0698*	0.3101	0.5517**	0.0544	0.2785	0.1380
	(0.0400)	(0.2292)	(0.2502)	(0.0516)	(0.2604)	(0.3726)
Male more educated	0.0683	0.3436	1.1132***	-0.0048	-0.1569	0.2927
	(0.0642)	(0.3558)	(0.3964)	(0.0727)	(0.3858)	(0.5242)
Non-rankable degree	0.2176	0.4918	1.6034	0.3889**	2.3109**	3.6022***
	(0.2114)	(1.0839)	(1.0982)	(0.1595)	(0.9718)	(1.0440)
Science	0.1027***	0.6925***	1.1189***	0.0266	0.2046	0.4503*
	(0.0339)	(0.1960)	(0.2215)	(0.0320)	(0.1624)	(0.2406)
Commerce	0.0690*	0.4897**	0.2930	0.0442	0.2946	0.8302**
	(0.0356)	(0.2062)	(0.2310)	(0.0411)	(0.2134)	(0.3260)
Other field	-0.0211	0.2338	0.1823	0.0806	0.0050	0.4942
	(0.0953)	(0.5206)	(0.5432)	(0.1210)	(0.7054)	(1.0121)
Calcutta	0.0363	0.2341**	0.4769***	0.0472	0.2892*	0.6114***
	(0.0224)	(0.1186)	(0.1432)	(0.0318)	(0.1693)	(0.2353)
Same location	0.1162**	0.7027**	0.9203**	-0.0224	-0.0137	-0.1505
	(0.0576)	(0.3366)	(0.3757)	(0.0489)	(0.2606)	(0.3615)
Same family origin	0.0121	0.1288	0.1625	0.0969***	0.6466***	0.9472***
	(0.0311)	(0.1731)	(0.2085)	(0.0344)	(0.1942)	(0.2728)
Log income	0.1254***	0.2341**	1.0116***			
	(0.0222)	(0.1186)	(0.1564)			
Log wage	0.1176***	0.4050***	0.9331***			
	(0.0235)	(0.1302)	(0.1528)			
Skin tone				-0.0343**	-0.2057**	-0.5198***
				(0.0171)	(0.0929)	(0.1261)
Beautiful				0.0214	0.1617	0.0731
				(0.0313)	(0.1646)	(0.2377)
Very beautiful				0.0472	0.4417*	0.5465
				(0.0527)	(0.2596)	(0.3878)
N	2295	2045	2191	1558	1474	3570

Note: All regressions include dummies for caste, for being from West Bengal, dummies indicating non-response for each characteristics, age/height of the letter writer if no age/height was provided by the ad, age/height of the ad placer if no age/height was provided by the letter and a dummy for both the letter writer and the ad placer not providing caste, age, height, education, location and family origin. All regressions are weighted to reflect the relative proportions of considered and unconsidered letters received by an ad placer. Standard errors in parentheses. Ads placed by females (males) received letters by males (females): the first three columns refer to decisions made by females regarding prospective grooms, the last three to decisions made by males regarding prospective brides.

TABLE C11—**Dowries and probability of being considered**

	Full Regression		Parsimonious	
	Main effects in sample that does not mention dowries	Interaction of characteristics with no request for dowry	Main effects in sample that does not mention dowries	Interaction of characteristics with no request for dowry
	(1)	(2)	(3)	(4)
Same caste	0.0836***	0.1363	0.0897***	0.2056*
	(0.0264)	(0.1080)	(0.0266)	(0.1073)
Diff. in caste	-0.0128	-0.0089	-0.0108	0.0188
*Higher caste male	(0.0143)	(0.0463)	(0.0144)	(0.0455)
Diff. in caste	0.0258**	-0.0801*	0.0240*	-0.1026**
*Lower caste male	(0.0124)	(0.0458)	(0.0125)	(0.0451)
Diff. in age	-0.0025	0.0031	-0.0047	0.0116
	(0.0049)	(0.0190)	(0.0049)	(0.0189)
Squared diff. in age	-0.0008***	-0.0001	-0.0007***	-0.0006
	(0.0003)	(0.0014)	(0.0003)	(0.0014)
Diff. in height	1.3842***	-1.9984*	1.4458***	-2.1569**
	(0.2817)	(1.0405)	(0.2832)	(1.0286)
Squared diff. in height	-3.9449***	6.9149*	-4.0386***	8.2409**
	(0.9871)	(3.6745)	(0.9916)	(3.6063)
High school	0.0776	-0.1167		
	(0.1100)	(0.1386)		
Post-secondary	0.1334	-0.2867		
	(0.1191)	(0.2939)		
Bachelor's	0.1239	-0.3886		
	(0.1187)	(0.2535)		
Master's	0.2513**	-0.4281		
	(0.1225)	(0.2641)		
PhD	0.2923**	-0.6111**		
	(0.1254)	(0.2697)		
Same education	0.0421*	-0.3778***		
	(0.0242)	(0.0638)		
Male more educated	0.0515	0.0639		
	(0.0383)	0.0882		
Non-rankable degree	0.2018*			
	(0.1149)			
Science	0.0961***	0.0377		
	(0.0222)	(0.0809)		
Commerce	0.0467**	0.0654		
	(0.0232)	(0.0827)		
Other field	0.0232	0.0253		
	(0.0526)	(0.3418)		
Calcutta	0.0792***	0.1042**	0.0833***	-0.0967*
	(0.0143)	(0.0482)	(0.0144)	(0.0522)
Same location	0.0500	-0.0945*	0.0431	0.0302
	(0.0358)	(0.0533)	(0.0359)	(0.0956)
Same family origin	0.0422**	-0.1274**	0.0452**	-0.1327**
	(0.0198)	(0.0583)	(0.0200)	(0.0572)
Log income	0.0886***	-0.1274**		
	(0.0158)	(0.0583)		
Log wage	0.1084***	-0.0160		
	(0.0149)	(0.0565)		
Predicted income			0.3490***	-0.0057
			(0.0198)	(0.0710)
No dowry	-0.3008		0.1657	
	(0.5804)		(0.6805)	
F-test: Same coefficients		1.22		1.33
N	5628		5629	

Note: All regressions include dummies for caste, for being from West Bengal, dummies indicating non-response for each characteristics, age/height of the letter writer if no age/height was provided by the ad, age/height of the ad placer if no age/height was provided by the letter and a dummy for both the letter writer and the ad placer not providing caste, age, height, education, location and family origin. All regressions are weighted to reflect the relative proportions of considered and unconsidered letters received by an ad placer. Columns (1) and (2) represent the coefficients of a single regression. Columns (3) and (4) also represent a single regression. The main effects of each characteristics in the sample that does not mention dowries is presented in columns (1) and (3). The coefficients in columns (2) and (4) correspond to the coefficient of the interaction term between the letter stating that it has no dowry demand and each characteristic. Ads placed by females received letters by males: this table refers to decisions made by females regarding prospective grooms. Standard errors in parentheses.

TABLE C12—**Difference in individuals' characteristics by marital status**

	Simulated		**Observed**		
	2.5 ptile	97.5 ptile	Mean	2.5 ptile	97.5 ptile
	(1)	(2)	(3)	(4)	(5)
	Panel A: Women, without search frictions				
Age	*1.0111*	*2.7490*	0.8976	0.3009	1.5290
Height	*-0.0240*	*-0.0044*	-0.0034	-0.0114	0.0044
Caste	**-0.1459**	**1.6301**	0.0760	-0.2741	0.4090
Education level	-1.0636	-0.5316	-0.1557	-0.3510	0.0492
Arts and Social Science	*0.0921*	*0.3320*	0.0162	-0.0902	0.1186
Commerce	*-0.1795*	*-0.0650*	-0.0414	-0.1142	0.0330
Science	*-0.2495*	*-0.0146*	0.0274	-0.0674	0.1162
Other field	**-0.0158**	**0.0306**	-0.0022	-0.0214	0.0132
From West Bengal	**-0.1552**	**0.0305**	-0.0076	-0.1019	0.0879
Kolkota	*-0.4872*	*-0.1024*	-0.0287	-0.2095	0.1357
Skin rank	0.4543	0.8081	0.0209	-0.1364	0.1726
Very beautiful	**-0.0837**	**0.0167**	-0.0118	-0.0681	0.0417
Beautiful	**-0.2614**	**0.0103**	-0.0158	-0.1172	0.0867
Income	**-10223**	**7805**	-6274	-10950	-1310
Log wage	**-0.1012**	**0.0740**	0.0028	-0.1314	0.1356
"Quality"	-0.1106	-0.0811	-0.0051	-0.0190	0.0091
	Panel B: Women, with search frictions				
Age	**0.6167**	**2.2867**	0.8976	0.3009	1.5290
Height	*-0.0221*	*-0.0074*	-0.0034	-0.0114	0.0044
Caste	**-0.0406**	**1.6823**	0.0760	-0.2741	0.4090
Education level	-0.9793	-0.4801	-0.1557	-0.3510	0.0492
Arts and Social Science	*0.1004*	*0.3413*	0.0162	-0.0902	0.1186
Commerce	*-0.2081*	*-0.0737*	-0.0414	-0.1142	0.0330
Science	*-0.2395*	*-0.0357*	0.0274	-0.0674	0.1162
Other field	**-0.0248**	**0.0294**	-0.0022	-0.0214	0.0132
From West Bengal	**-0.1567**	**0.0486**	-0.0076	-0.1019	0.0879
Kolkota	*-0.3968*	*-0.1018*	-0.0287	-0.2095	0.1357
Skin rank	0.4204	0.7431	0.0209	-0.1364	0.1726
Very beautiful	**-0.1021**	**0.0084**	-0.0118	-0.0681	0.0417
Beautiful	**-0.2493**	**0.0441**	-0.0158	-0.1172	0.0867
Income	*-1347*	*6925*	-6274	-10950	-1310
Log wage	**-0.1473**	**0.0676**	0.0028	-0.1314	0.1356
"Quality"	-0.1042	-0.0743	-0.0051	-0.0190	0.0091
	Panel C: Men, with search frictions				
Age	**-1.3211**	**0.5338**	0.4442	-0.7127	1.5818
Height	**-0.0245**	**0.0213**	-0.0037	-0.0194	0.0129
Caste	**-2.0046**	**0.1326**	-0.1284	-0.6251	0.3746
Education level	*-1.2875*	*-0.2950*	-0.1665	-0.5052	0.2118
Arts and Social Science	**-0.0755**	**0.1353**	-0.0692	-0.1162	-0.0264
Commerce	**-0.1400**	**0.4701**	0.1212	-0.0224	0.2598
Science	**-0.5747**	**0.0294**	-0.0520	-0.1977	0.0987
Other field	**-0.0136**	**0.0708**	0.0000	0.0000	0.0000
Family origin	**-0.4124**	**0.2000**	0.0173	-0.1250	0.1613
Calcutta	**-0.4754**	**0.2105**	0.0358	-0.1176	0.1738
Income	*-9135*	*-1158*	-12683	-41640	1333
Log wage	*-0.8809*	*-0.1959*	-0.1174	-0.3229	0.0741
"Quality"	-0.1388	-0.0442	-0.0193	-0.0428	0.0057

Note: Entries in bold correspond to characteristics where the observed characteristics fall within the estimated confidence interval. Entries in italic have overlapping confidence intervals with the observed distribution.

TABLE C13—**Couples' characteristics, variances of the algorithm**

	Women propose			**Balanced sex ratio**		
	Mean	2.5 ptile	97.5 ptile	Mean	2.5 ptile	97.5 ptile
	(1)	(2)	(3)	(4)	(5)	(6)
Age diff.	**6.06**	**5.63**	**6.61**	*5.15*	*4.86*	*5.40*
Age corr.	**0.89**	**0.82**	**0.94**	**0.84**	**0.75**	**0.91**
Height diff.	**0.11**	**0.11**	**0.12**	**0.12**	**0.11**	**0.13**
Height corr.	0.84	0.77	0.90	0.81	0.75	0.86
Same caste	0.90	0.75	0.99	0.90	0.81	0.95
Caste diff.	**0.36**	**-0.02**	**1.13**	**0.04**	**-0.05**	**0.17**
Caste corr.	**0.78**	**0.30**	**1.00**	**0.87**	**0.58**	**0.99**
Same education	**0.54**	**0.21**	**0.83**	**0.59**	**0.30**	**0.79**
Education diff.	-0.21	-0.53	0.09	**0.10**	**-0.17**	**0.32**
Education corr.	**0.44**	**0.17**	**0.68**	**0.48**	**0.27**	**0.67**
Same family origin	1.00	0.99	1.00	0.99	0.97	1.00
Family origin diff.	**-0.00**	**-0.01**	**0.01**	**0.00**	**-0.01**	**0.02**
Family origin corr.	0.99	0.97	1.00	0.99	0.93	1.00
Same residence	**0.72**	**0.00**	**1.00**	**0.76**	**0.2**	**1.00**
Location corr.	**0.36**	**-0.35**	**1.00**	**0.28**	**-0.29**	**1.00**
Log wage diff.	-0.14	-0.35	0.06	-0.44	-0.67	-0.23
Log wage corr.	**0.08**	**-0.18**	**0.36**	**0.16**	**-0.14**	**0.41**
Income diff.	**-54700**	**-692003**	**14000**	**-6802**	**-46000**	**23000**
Income corr.	**0.11**	**-1.00**	**1.00**	**-0.20**	**-1.00**	**1.00**
Quality diff.	0.17	0.16	0.18	0.18	0.17	0.19
Quality corr.	**0.23**	**0.07**	**0.41**	**0.36**	**0.14**	**0.52**

Note: Entries in bold correspond to characteristics where the observed characteristics fall within the estimated confidence interval. Entries in italic have overlapping confidence intervals with the observed distribution.

TABLE C14—**Couples' characteristics, variances of the algorithm**

	Heterogeneous coefficients			**With residuals**		
	Mean	2.5 ptile	97.5 ptile	Mean	2.5 ptile	97.5 ptile
	(1)	(2)	(3)	(4)	(5)	(6)
Age diff.	4.61	4.10	5.17	**5.84**	**5.37**	**6.28**
Age corr.	0.14	-0.08	0.34	**0.48**	**0.27**	**0.65**
Height diff.	**0.12**	**0.11**	**0.13**	**0.11**	**0.11**	**0.12**
Height corr.	0.00	-0.10	0.12	**0.35**	**0.21**	**0.49**
Same caste	0.42	0.36	0.48	0.49	0.34	0.63
Caste diff.	*-0.33*	*-0.54*	*-0.10*	**0.28**	**-0.14**	**0.63**
Caste corr.	0.27	0.09	0.43	*0.49*	*0.15*	*0.75*
Same education	*0.32*	*0.22*	*0.39*	**0.37**	**0.27**	**0.46**
Education diff.	*0.09*	*-0.11*	*0.28*	-0.25	-0.44	-0.05
Education corr.	0.01	-0.13	0.15	*0.08*	*-0.06*	*0.24*
Same family origin	**0.68**	**0.59**	**0.78**	**0.77**	**0.67**	**0.86**
Family origin diff.	**0.04**	**-0.05**	**0.13**	**0.01**	**-0.06**	**0.09**
Family origin corr.	**0.36**	**0.17**	**0.56**	**0.52**	**0.33**	**0.70**
Same residence	**0.50**	**0.29**	**0.69**	**0.50**	**0.28**	**0.72**
Location corr.	**0.04**	**-0.32**	**0.39**	**0.01**	**-0.35**	**0.58**
Log wage diff.	-0.51	-0.78	-0.28	-0.42	-0.67	-0.14
Log wage corr.	**0.01**	**-0.27**	**0.36**	**0.01**	**-0.30**	**0.39**
Income diff.	**12467**	**-6000**	**75600**	**17610**	**-18833**	**166166**
Income corr.	**0.06**	**-1.00**	**1.00**	**0.07**	**-1.00**	**1.00**
Quality diff.	0.17	0.15	0.18	*0.14*	*0.13*	*0.16*
Quality corr.	**0.01**	**-0.10**	**0.13**	**0.07**	**-0.04**	**0.17**

Note: Entries in bold correspond to characteristics where the observed characteristics fall within the estimated confidence interval. Entries in italic have overlapping confidence intervals with the observed distribution.

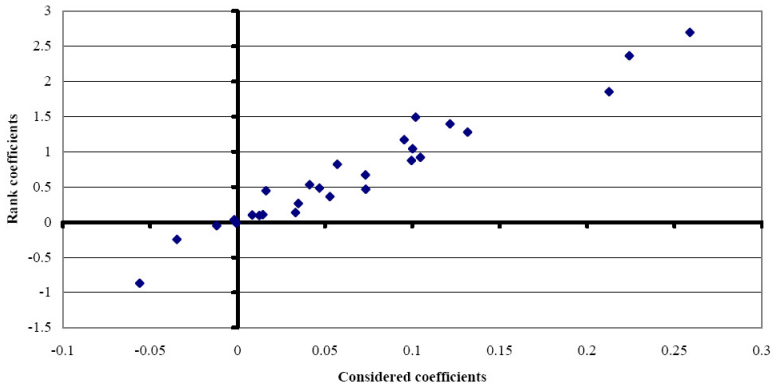

FIGURE C1. CORRELATIONS BETWEEN COEFFICIENTS OF THE CONSIDERED AND RANK REGRESSIONS, ADS PLACED BY FEMALES

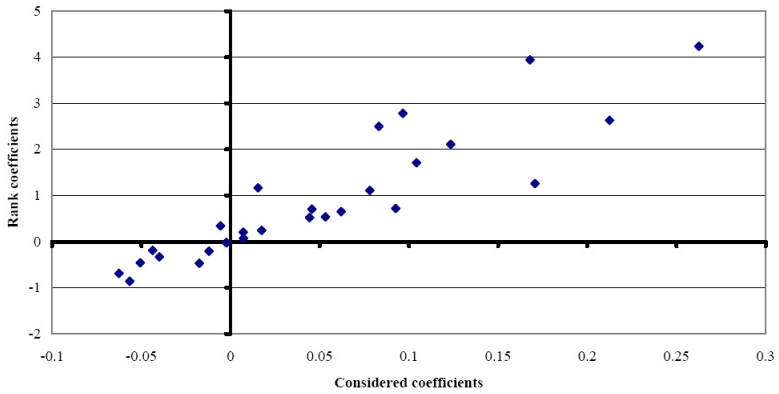

FIGURE C2. CORRELATIONS BETWEEN COEFFICIENTS OF THE CONSIDERED AND RANK REGRESSIONS, ADS PLACED BY MALES