

**ANNEXURE-II**  
**INTERNET USER INDEX OF AHMEDABAD**

<b>VARIABLE</b>	<b>CATEGORY</b>	<b>%TOTAL SAMPLE</b>	<b>%HEAVY USERS</b>	<b>HEAVY USER INDEX</b>
<b>Age Group</b>	Below 25 Years	29.20	46.00	1.58
	26-35 Years	36.40	36.00	0.99
	Over 36 Years	34.40	18.00	0.52
<b>Marital Status</b>	Unmarried	40.40	50.70	1.25
	Married	59.60	49.30	0.83
<b>Type of Family</b>	Nuclear	75.60	73.30	0.97
	Joint	24.40	26.70	1.09
<b>Educational Qualifications</b>	Graduation	42.80	67.30	1.57
	Post-graduation	39.80	32.00	0.80
	Doctorate	10.40	0.00	0.00
	Professional	7.20	0.70	0.10
<b>Daily Activities</b>	Read Magazines	35.60	43.30	1.22
	Read Newspapers	82.80	79.30	0.96
	Watch TV	73.20	88.70	1.21
	Listen Radio	64.80	73.30	1.13
	Go for walk	31.60	42.00	1.33
	Physical exercises	47.60	51.30	1.08
	Meet friends	45.60	57.30	1.26
	Meet relatives	22.80	27.30	1.20
	Meet Colleagues	61.20	65.30	1.07
<b>Assets &amp; Lifestyle Products owned</b>	Home	76.00	80.70	1.06
	Car	26.80	18.70	0.70
	Color TV	91.60	92.00	1.00
	Refrigerator	81.20	79.30	0.98
	Washing	65.60	72.00	1.10
	Microwave	56.00	35.30	0.63
	OTG	8.80	0.70	0.08
	AC	28.40	18.00	0.63
	PC	67.60	78.00	1.15
	Laptop	41.60	38.00	0.91
	Camera	42.40	40.70	0.96
	Music system	62.40	60.00	0.96
	I-pod	15.20	24.70	1.63
	Mobile	78.00	74.70	0.96
	Landline	63.20	62.70	0.99
	Cable	61.20	68.00	1.11
<b>Vehicle drive</b>	Two Wheeler	60.40	78.00	1.29
	Four Wheeler	23.60	4.70	0.20
	Both	20.00	17.30	0.87
<b>Member online community</b>		22.80	40.70	1.79

<b>Investment Priorities</b>	LIC	57.20	51.30	0.90
	Mediclaime	66.40	52.70	0.79
	Shares	23.20	26.70	1.15
	Debentures	8.80	15.30	1.74
	MF	38.40	40.00	1.04
	House Insurance	3.20	14.70	4.59
	Other	12.00	5.30	0.44
	Post office	10.40	2.70	0.26
<b>Annual Income</b>	Up to Rs.90,000	2.40	12.70	5.29
	Rs1,35,001 - 1,80,000	3.20	0.00	0.00
	Rs 1, 80,001- 3,00,000	12.80	19.30	1.51
	More than Rs 3,00,001	81.60	68.00	0.83
<b>Cards</b>	Debit card	66.00	77.30	1.17
	Credit	24.40	22.70	0.93
	All	20.00	20.70	1.04
	None	38.80	4.00	0.10
<b>Lone taken for</b>	Home	19.30	28.70	1.49
	Car	19.90	27.30	1.37
	Two Wheeler	22.10	18.00	0.81
	Refrigerator	8.00	0.70	0.09
	Washing	0.00	0.00	0.00
	AC	0.00	1.30	0.00
	Computer/Laptop	1.20	2.70	2.25
	Music system	0.00	0.70	0.00
	Mobile	0.00	0.70	0.00
<b>ISP</b>	ISP Dial up	1.80	0.70	0.39
	BB Dial up	13.90	32.00	2.30
	BB	0.00	12.00	0.00
	Mobile	0.00	3.30	0.00
	Wifi	0.00	0.00	0.00
	cable	2.40	3.30	1.38
	BSNI	24.40	36.70	1.50
	Reliance	0.80	1.30	1.63
	Tata	13.20	4.00	0.30
	Not known	0.00	0.00	0.00
	Other	7.20	10.70	1.49
<b>Access Internet from</b>	Home	65.60	65.30	1.00
	College	4.00	0.00	0.00
	Cybercafé	15.20	22.00	1.45
	Workplace	42.40	38.70	0.91
	Business Place	7.60	12.00	1.58
	Office	26.00	43.30	1.67
	Other	3.60	6.00	1.67
<b>Using Internet since</b>	Last 6 months	12.00	12.70	1.06
	More than 6 months but Less than 1 year	20.40	7.30	0.36
	1 to 2 year	9.60	4.70	0.49
	2 to 4 year	34.40	42.70	1.24
	More than 4 years	23.70	32.70	1.38

<b>Duration</b>	Less than half an Hour	36.00	32.00	0.89
	More Than half an Hour	33.20	48.00	1.45
	1 to 2 Hour	28.80	16.70	0.58
	More than 2 Hours	2.00	3.30	1.65
	Any other	0.00	0.00	0.00
<b>Information about websites</b>	Advertisements in Newspapers	12.70	13.30	1.05
	Advertisements on TV	17.20	27.30	1.59
	Ads Banners on the Home Page of the Website	26.00	1.30	0.05
	Hyper Links on the Home Page of the Websites	21.60	14.70	0.68
	Hyper Links through Search Engines	38.80	47.30	1.22
	Online Books	2.40	24.70	10.29
	Online Newspapers	25.9	28.70	1.10
	Online Magazines	13.20	14.70	1.11
	Blogs	6.00	18.00	3.00
	Friends	26.80	47.30	1.76
	Family Members	34.80	54.70	1.57
	Colleagues	30.40	26.00	0.86
	Relatives	5.60	23.30	4.16
	Any other	2.00	0.00	0.00
<b>Generic Use of Internet</b>	Use to collect Info	79.20	98.70	1.25
	To buy product online	4.80	22.70	4.73
	To avail online services	31.80	63.30	1.99
	send and receive e-mail	82.00	76.00	0.93
	chatting	32.80	50.70	1.55
	Internet telephony	21.60	46.00	2.13
<b>Collection of Information</b>	News	36	84.70	2.35
	Education	62.6	65.30	1.04
	Business	18	35.30	1.97
	Companies	13.6	58.70	4.31
	Government	19.6	36.00	1.83
	Economy	21.6	32.70	1.51
	Politics	6.4	3.30	0.51
	Weather	1.6	3.30	2.06
	Astrology	10	26.70	2.67
	Travel	58	37.30	0.64
	Fashion	18.4	24.70	1.34
	Sports	5.6	25.30	4.51
	Health	7.2	26.00	3.61
	Music	25.6	28.00	1.09
	Movies	18	19.30	1.07
	Videos	9.2	16.00	1.73
	Gaming	14	11.30	0.80
	Job	22.4	64.70	2.88
	Product	13.6	25.30	1.86
	Real Estate	16.8	12.70	0.75
	Matrimonial Search	7.2	9.30	1.29
	Community		22.70	

<b>Downloading Activities</b>	Downloading Attachments	12.4	76.70	6.18
	Educational Study Material	62.4	69.30	1.11
	Software	27.2	63.30	2.37
	Screensavers	10	12.70	1.27
	Wallpapers	4.8	12.70	2.64
	Pictures	22.4	36.00	1.60
	Mobile Ring Tones	6	12.70	2.11
	Games	14	0.00	0.00
	Videos	.8	26.00	32.5
	Music	25.6	32.70	1.27
	Movies	18	22.70	1.26
	Adult Content	0.00	0.00	0.00
<b>Online Services</b>	Buy non travel products	0.00	0.00	0.00
	Net banking	17.9	43.30	2.41
	Buy travel products tickets	53.6	48.00	0.89
	Online bill payment	9.2	45.30	4.92
	Online Movie tickets	0	0.70	0.00
	Online stock trading	18	37.30	2.07
	Check news	13.6	39.30	2.88
	Read Magazines	7.2	28.00	3.88
	Read Newspaper	14.4	26.70	1.85
	E greetings	38.4	16.70	0.43
	Online Insurance services	0	0.00	0.00
<b>Online Buying</b>	Computer hardware	0	12.70	0.00
	Computer software	2	12.70	6.35
	Games CDs	0	0.00	0.00
	Music CDs	0	0.00	0.00
	Magazines	2.4	0.00	0.00
	Newspaper		0.00	0.00
	Books	3.8	0.00	0.00
	Home	0	0.00	0.00
	Electronic appliances	0	0.00	0.00
	Cloths	0	0.00	0.00
	shoes	0	0.00	0.00
	Furniture	0	0.00	0.00
	Flowers	0.8	0.00	0.00
	Jewellery	4	12.70	3.17
	Gift items	5.6	0.00	0.00
	Sports Fitness	0	0.00	0.00
<b>Response to Online Ad</b>	Clicked a sponsored search ad	3.20	19.30	6.03
	Clicked a product service mailer	0.00	0.00	0.00
	Open a product service Email	5.00	13.30	2.66
	Bid Bought in an Online Auction	3.60	26.00	7.22
	Bought in a special promotion deal	4.00	10.00	2.50
	Clicked a banner ad	7.20	3.30	0.46
	None of the above	66.80	0.00	0.00
<b>problem of disconnection</b>	Sometime	84.00	73.30	0.87
	Always	0.00	0.00	0.00

	Never	16.40	26.70	1.63
<b>Computer gets hang up frequently</b>	Sometime	54.90	60.70	1.11
	Always	20.00	12.70	0.64
	Never	24.80	26.70	1.08
<b>problem of downloading</b>	Sometime	49.60	66.70	1.34
	Always	5.20	0.00	0.00
	Never	47.30	33.30	0.70
<b>problem of virus</b>	Sometime	76.80	34.70	0.45
	Always	11.80	6.70	0.57
	never	12.00	58.00	4.83
<b>problem of expiry of websites</b>	Sometime	11.60	30.00	2.59
	Always	2.80	12.00	4.29
	never	85.60	57.00	0.67
<b>problem of expiry of web Pages</b>	Sometime	27.60	42.00	1.52
	Always	4.00	0.00	0.00
	never	68.40	57.30	0.84
<b>problem of website out look</b>	Sometime	38.00	30.00	0.79
	Always	0.00	12.70	0.00
	never	62.00	57.30	0.92
<b>Information on websites are not updated</b>	Sometime	66.10	44.00	0.67
	Always	12.00	16.70	1.39
	never	21.60	39.30	1.82
<b>Ad banners on web pages causes disturbances to me</b>	Sometime	22.00	19.30	0.88
	Always	67.60	41.30	0.61
	never	10.40	39.30	3.78
<b>problem of speed in Internet</b>	Sometime	38.40	37.30	0.97
	Always	22.00	19.30	0.88
	never	39.60	43.30	1.09
<b>problem of hacking of user account</b>	Sometime	4.40	36.00	8.18
	Always	0.00	6.70	0.00
	never	95.60	57.30	0.60
<b>I do not get necessary guidelines &amp; support while surfing on Internet</b>	Sometime	15.20	29.30	1.93
	Always	6.00	6.70	1.12
	never	78.80	64.00	0.81
<b>Internet is the best way of Communication</b>	Disagree	0.00	50.70	0.00
	Can't Say	56.40	49.30	0.87
	Agree	43.60	0.00	0.00
<b>Internet is ocean of knowledge</b>	Disagree	6.00	19.30	3.22
	Can't Say	6.00	10.00	1.67
	Agree	88.00	70.70	0.80
<b>Internet increases my level of awareness</b>	Disagree	16.00	0.00	0.00
	Can't Say	17.60	22.70	1.29
	Agree	62.40	77.30	1.24
<b>Internet is vital to my job</b>	Disagree	24.00	24.70	1.03
	Can't Say	6.20	10.00	1.61
	Agree	60.00	65.30	1.09
<b>Internet is vital to my life</b>	Disagree	47.20	37.30	0.79
	Can't Say	16.40	10.00	0.61
	Agree	36.40	52.70	1.45
<b>Internet helps me to achieve a balance between my life at work and home</b>	Disagree	32.00	32.70	1.02
	Can't Say	43.20	54.00	1.25
	Agree	12.00	13.30	1.11

<b>Internet is simple to use</b>	Disagree	6.80	0.00	0.00
	Can't Say	7.20	10.00	1.39
	Agree	86.00	90.00	1.05
<b>Internet is easy to use</b>	Disagree	4.00	12.70	3.18
	Can't Say	18.00	10.00	0.56
	Agree	78.00	77.30	0.99
<b>Internet is economical to use</b>	Disagree	16.00	0.00	0.00
	Can't Say	17.60	35.30	2.01
	Agree	62.40	64.70	1.04
<b>Internet is helpful in getting information</b>	Disagree	7.60	0.00	0.00
	Can't Say	12.40	10.00	0.81
	Agree	80.00	90.00	1.13
<b>Internet saves time</b>	Disagree	3.60	6.70	1.86
	Can't Say	10.00	35.30	3.53
	Agree	86.10	58.00	0.67
<b>Internet is reliable</b>	Disagree	32.00	19.30	0.60
	Can't Say	43.20	22.70	0.53
	Agree	20.80	58.00	2.79
<b>Internet is available 24*7 &amp; 365 days of a year</b>	Disagree	0.00	0.00	0.00
	Can't Say	0.00	0.00	0.00
	Agree	100.00	100.00	1
<b>Work done on Internet is fully secured</b>	Disagree	40.60	39.30	0.97
	Can't Say	53.00	39.30	0.74
	Agree	6.40	21.30	3.33
<b>Internet is essential to communicate with my family and friends</b>	Disagree	32.00	16.70	0.52
	Can't Say	43.20	28.00	0.65
	Agree	24.80	55.30	2.23
<b>I trust the news I read on the Internet.</b>	Disagree	12.00	10.00	0.83
	Can't Say	33.20	36.00	1.08
	Agree	54.80	54.00	0.99
<b>Internet reduces the distance barriers for us</b>	Disagree	2.40	0.00	0.00
	Can't Say	29.20	29.30	1.00
	Agree	68.40	70.70	1.03
<b>Use of Internet is waste of time</b>	Disagree	68.00	76.70	1.13
	Can't Say	29.60	22.70	0.77
	Agree	2.40	0.70	0.29
<b>Use of Internet is waste of money</b>	Disagree	55.00	64.00	1.16
	Can't Say	33.00	22.70	0.69
	Agree	12.00	13.30	1.11
<b>Internet ruins an individual</b>	Disagree	39.60	46.70	1.18
	Can't Say	44.40	52.70	1.19
	Agree	16.00	0.70	0.04
<b>Internet increases level of confidence</b>	Disagree	12.00	16.70	1.39
	Can't Say	62.40	42.00	0.67
	Agree	25.60	41.30	1.61
<b>It is difficult to imagine life without the Internet</b>	Disagree	34.80	39.30	1.13
	Can't Say	18.40	16.70	0.91
	Agree	45.60	44.00	0.96
<b>Internet helps me to decide products/brands that I want to buy</b>	Disagree	26.40	16.70	0.63
	Can't Say	41.20	40.00	0.97
	Agree	32.40	43.30	1.34

<b>I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase</b>	Disagree	14.00	16.70	1.19
	Can't Say	59.20	56.70	0.96
	Agree	26.80	26.70	1.00
<b>Information Technology is an essential part of my life</b>	Disagree	15.20	1.30	0.09
	Can't Say	8.80	11.30	1.28
	Agree	76.00	87.30	1.15
<b>Information Technology brings fun to my life</b>	Disagree	35.20	0.00	0.00
	Can't Say	24.00	24.70	1.03
	Agree	40.80	75.30	1.85
<b>I am dependent on Information Technology</b>	Disagree	16.00	0.00	0.00
	Can't Say	14.00	28.70	2.05
	Agree	40.80	71.30	1.75
<b>Information Technology makes life better</b>	Disagree	3.60	1.30	0.36
	Can't Say	18.00	24.70	1.37
	Agree	78.40	74.00	0.94
<b>Information Technology changes so fast that it is hard to keep up with it</b>	Disagree	8.00	6.70	0.84
	Can't Say	33.20	41.30	1.24
	Agree	58.80	52.00	0.88
<b>I cannot imagine life without computers</b>	Disagree	17.60	26.00	1.48
	Can't Say	18.40	22.70	1.23
	Agree	64.00	51.30	0.80
<b>Awareness of computer has become important for children also</b>	Disagree	0.00	0.00	
	Can't Say	23.60	25.30	1.07
	Agree	76.40	74.70	0.98
<b>I am happy with who I am</b>	Disagree	4.00	0.00	0.00
	Can't Say	15.60	12.00	0.77
	Agree	80.40	88.00	1.09
<b>I try to improve myself</b>	Disagree	0.00	0.00	0.00
	Can't Say	24.00	47.30	1.97
	Agree	73.60	52.70	0.72
<b>I can make a difference in protecting the environment</b>	Disagree	12.00	0.70	0.06
	Can't Say	21.60	34.70	1.61
	Agree	66.00	64.70	0.98
<b>I am willing to spend more money on environmentally friendly products</b>	Disagree	1.60	2.70	1.69
	Can't Say	32.00	34.70	1.08
	Agree	66.40	62.70	0.94
<b>I have confidence in the economy of India</b>	Disagree	14.00	12.00	0.86
	Can't Say	28.40	26.00	0.92
	Agree	57.20	62.00	1.08
<b>It is becoming difficult to stay in touch with my friends and family</b>	Disagree	40.80	46.00	1.13
	Can't Say	35.20	36.00	1.02
	Agree	24.00	18.00	0.75
<b>Many times I buy those things which I cannot really afford</b>	Disagree	51.60	41.30	0.80
	Can't Say	30.60	30.70	1.00
	Agree	18.40	28.00	1.52
<b>The future offers more and new possibilities</b>	Disagree	2.80	2.00	0.71
	Can't Say	26.00	26.00	1.00
	Agree	71.20	72.00	1.01
<b>I am good at what I do</b>	Disagree	10.00	10.70	1.07
	Can't Say	16.80	24.70	1.47
	Agree	73.20	64.70	0.88

<b>I believe price is the best indicator of quality</b>	Disagree	31.20	26.70	0.86
	Can't Say	36.80	60.70	1.65
	Agree	32.00	12.70	0.40
<b>I prefer products made in my own country</b>	Disagree	19.20	15.30	0.80
	Can't Say	31.60	39.30	1.24
	Agree	48.40	45.30	0.94
<b>I try to avoid surprises in life</b>	Disagree	27.80	50.00	1.80
	Can't Say	43.60	34.70	0.80
	Agree	28.40	15.30	0.54
<b>I believe movies and TV present violence as an acceptable part of society</b>	Disagree	16.40	27.30	1.66
	Can't Say	30.80	31.30	1.02
	Agree	52.80	41.30	0.78
<b>I believe that the media provide me with a fair report of current events</b>	Disagree	19.20	42.70	2.22
	Can't Say	23.60	26.00	1.10
	Agree	57.20	31.30	0.55
<b>I rarely look back on the past; the present and future are more important</b>	Disagree	28.00	12.70	0.45
	Can't Say	6.80	11.30	1.66
	Agree	61.20	76.00	1.24
<b>Mental growth is more important to me than material growth</b>	Disagree	2.40	4.00	1.67
	Can't Say	28.00	44.70	1.60
	Agree	69.60	51.30	0.74
<b>I distrust companies that make a lot of noise about their caring social attitude</b>	Disagree	28.80	37.30	1.30
	Can't Say	46.40	36.70	0.79
	Agree	24.80	26.00	1.05
<b>I feel confident in my ability to be successful</b>	Disagree	11.20	10.00	0.89
	Can't Say	16.00	20.70	1.29
	Agree	72.00	69.30	0.96
<b>Having upscale, luxury items makes me feel better about myself</b>	Disagree	21.00	14.70	0.70
	Can't Say	61.00	35.30	0.58
	Agree	54.80	50.00	0.91
<b>My lifestyle revolves around my child(ren)'s activities</b>	Disagree	6.00	5.30	0.88
	Can't Say	21.20	50.70	2.39
	Agree	72.80	44.00	0.60
<b>I am a goal-oriented person</b>	Disagree	8.40	12.00	1.43
	Can't Say	20.80	30.70	1.48
	Agree	70.00	57.30	0.82
<b>I am a self-centered person</b>	Disagree	48.00	38.00	0.79
	Can't Say	26.00	22.70	0.87
	Agree	22.00	39.30	1.79
<b>I enjoy taking risks</b>	Disagree	24.00	18.00	0.75
	Can't Say	16.00	24.70	1.54
	Agree	60.00	57.30	0.96
<b>I believe that I am influential in my community</b>	Disagree	10.00	3.30	0.33
	Can't Say	29.60	29.30	0.99
	Agree	59.60	67.30	1.13
<b>I consider myself to be an innovator</b>	Disagree	20.00	1.30	0.07
	Can't Say	30.40	35.30	1.16
	Agree	49.60	63.30	1.28
<b>Many times I try to do more than one thing at the same time</b>	Disagree	28.00	0.70	0.03
	Can't Say	14.00	27.30	1.95
	Agree	46.40	72.00	1.55



<b>If I do not write something down, I forget that easily</b>	Disagree	36.00	21.30	0.59
	Can't Say	20.00	30.70	1.54
	Agree	44.00	48.00	1.09
<b>I need to manage my time more efficiently</b>	Disagree	14.00	13.30	0.95
	Can't Say	26.40	48.70	1.84
	Agree	59.60	38.00	0.64
<b>I am able to afford the things that are important to me</b>	Disagree	0.00	0.00	0.00
	Can't Say	22.00	24.00	1.09
	Agree	78.00	76.00	0.97
<b>I am in excellent physical condition</b>	Disagree	16.40	11.30	0.69
	Can't Say	20.00	30.00	1.50
	Agree	68.00	58.70	0.86
<b>I enjoy a good family life</b>	Disagree	0.00	0.00	0.00
	Can't Say	16.40	26.70	1.63
	Agree	88.00	73.30	0.83
<b>I am in control of my life</b>	Disagree	26.80	14.00	0.52
	Can't Say	16.00	22.70	1.42
	Agree	57.20	63.30	1.11
<b>I am satisfied with my life</b>	Disagree	6.00	8.70	1.45
	Can't Say	28.00	53.30	1.90
	Agree	66.00	38.00	0.58
<b>I use to buy expensive clothing</b>	Disagree	48.00	47.30	0.99
	Can't Say	11.60	19.30	1.66
	Agree	40.40	33.30	0.82
<b>I like going on expensive vacations</b>	Disagree	48.00	50.00	1.04
	Can't Say	8.00	33.30	4.16
	Agree	44.00	16.70	0.38
<b>I like having expensive jewelry/watches</b>	Disagree	38.00	43.30	1.14
	Can't Say	24.00	34.00	1.42
	Agree	37.80	22.70	0.60
<b>I like dining at "in" restaurants</b>	Disagree	31.20	22.70	0.73
	Can't Say	14.00	18.70	1.34
	Agree	58.80	58.70	1.00
<b>I like shopping at prestigious stores</b>	Disagree	23.20	17.30	0.75
	Can't Say	22.40	27.30	1.22
	Agree	54.40	55.30	1.02
<b>I like to be tidy and attractive</b>	Disagree	4.80	4.00	0.83
	Can't Say	17.20	26.70	1.55
	Agree	78.00	69.30	0.89
<b>I like to watch TV advertising</b>	Disagree	30.80	22.70	0.74
	Can't Say	20.80	14.70	0.71
	Agree	48.40	62.70	1.30
<b>I usually fast forward through the advertisements when watching a recorded show</b>	Disagree	10.40	12.70	1.22
	Can't Say	36.00	38.70	1.08
	Agree	53.60	48.70	0.91
<b>I trust the news that I watch on TV</b>	Disagree	19.20	24.70	1.29
	Can't Say	39.60	46.00	1.16
	Agree	41.20	29.30	0.71
<b>I rarely change channel when a commercial comes on during a TV show I am interested in</b>	Disagree	24.80	20.00	0.81
	Can't Say	49.60	49.30	0.99
	Agree	25.60	30.70	1.20

<b>I prefer to get all my shopping done in one large supermarket</b>	Disagree	25.60	36.00	1.41
	Can't Say	22.00	36.70	1.67
	Agree	52.40	27.30	0.52
<b>I often switch brands because of bargains/special offers</b>	Disagree	31.20	40.70	1.30
	Can't Say	20.80	34.70	1.67
	Agree	48.00	24.70	0.51
<b>I like try/taste samples of products demonstrated</b>	Disagree	20.80	24.70	1.19
	Can't Say	20.40	38.70	1.90
	Agree	46.80	36.70	0.78
<b>I will go out of my way to shop where I can save money</b>	Disagree	37.60	48.00	1.28
	Can't Say	18.00	31.30	1.74
	Agree	40.00	20.70	0.52
<b>Supermarket private label offer same quality as known brands</b>	Disagree	39.20	14.00	0.36
	Can't Say	19.20	50.00	2.60
	Agree	41.60	36.00	0.87
<b>I enjoy trying new products even if I'm not sure I'll like it</b>	Disagree	30.60	34.00	1.11
	Can't Say	37.80	29.30	0.78
	Agree	33.60	36.70	1.09
<b>I always try to buy fat-free/low fat version of a product</b>	Disagree	11.20	12.00	1.07
	Can't Say	32.00	50.00	1.56
	Agree	56.80	38.00	0.67
<b>Worth paying a little more for higher quality food products</b>	Disagree	0.00	0.00	0.00
	Can't Say	17.00	13.30	0.78
	Agree	82.80	86.70	1.05
<b>Once I found a brand I like, I stick with it</b>	Disagree	31.20	19.30	0.62
	Can't Say	12.40	20.70	1.67
	Agree	56.40	60.00	1.06
<b>I look for nutritionally fortified food products</b>	Disagree	2.00	0.00	0.00
	Can't Say	28.80	43.30	1.50
	Agree	69.20	56.70	0.82
<b>I often use the nutritional labels on food to help me select.</b>	Disagree	9.60	12.00	1.25
	Can't Say	34.00	49.30	1.45
	Agree	12.40	38.70	3.12
<b>I often buy items thought of as organic foods</b>	Disagree	17.20	0.70	0.04
	Can't Say	41.20	61.30	1.49
	Agree	41.60	38.00	0.91
<b>I prefer to buy food items that help me manage my weight</b>	Disagree	33.80	1.30	0.04
	Can't Say	24.80	53.30	2.15
	Agree	43.20	45.30	1.05
<b>I want to buy what my kids ask for</b>	Disagree	12.40	10.00	0.81
	Can't Say	46.00	49.30	1.07
	Agree	41.60	40.70	0.98
<b>I look for food products my kids can fix themselves</b>	Disagree	17.60	22.70	1.29
	Can't Say	50.80	60.70	1.19
	Agree	13.60	16.70	1.23
<b>I look for certain foods solely for health reasons</b>	Disagree	4.80	0.00	0.00
	Can't Say	16	22.7	1.42
	Agree	79.2	77.3	0.98