

**ANNEXURE-III**  
**INTERNET USER INDEX OF SURAT**

VARIABLE	CATEGORY	%TOTAL SAMPLE	%HEAVY USERS	HEAVY USER INDEX
Age Group	Below 25 Years	14.80	22.30	1.51
	26-35 Years	31.20	37.60	1.21
	Over 36 Years	54.00	4010.00	74.26
Marital Status	Unmarried	46.80	56.10	1.20
	Married	53.20	43.90	0.83
Type of Family	Nuclear	70.80	68.80	0.97
	Joint	29.20	31.20	1.07
Educational Qualifications	Graduation	44.80	42.00	0.94
	Post-graduation	42.40	52.20	1.23
	Doctorate	4.40	3.20	0.73
	Professional	8.40	0.60	0.07
Daily Activities	Read Magazines	48.80	49.70	1.02
	Read Newspapers	85.60	86.60	1.01
	Watch TV	76.00	87.30	1.15
	Listen Radio	55.20	57.30	1.04
	Go for walk	30.80	37.60	1.22
	Physical exercises	42.40	45.90	1.08
	Meet friends	51.20	58.60	1.14
	Meet relatives	20.80	22.90	1.10
	Meet Colleagues	59.60	61.10	1.03
Assets	Home	70.40	69.40	0.99
	Car	45.20	40.80	0.90
	Color TV	96.00	95.50	0.99
	Refrigerator	91.20	90.40	0.99
	Washing	74.80	75.80	1.01
	Microwave	39.60	35.70	0.90
	OTG	8.40	5.10	0.61
	AC	44.40	33.80	0.76
	PC	78.00	80.90	1.04
	Laptop	44.80	38.20	0.85
	Camera	41.60	37.60	0.90
	Music system	64.40	63.70	0.99
	I-pod	18.80	24.80	1.32
	Mobile	81.20	78.30	0.96
	Landline	74.80	73.20	0.98
Vehicle drive	Cable	60.80	68.80	1.13
	Two Wheeler	60.80	68.80	1.13
	Four Wheeler	18.80	15.90	0.85
Member online community	Both	20.40	15.30	0.75
		17.60	19.70	1.12

<b>Investment Priorities</b>	<b>LIC</b>	77.60	76.40	0.98
	<b>Mediclaime</b>	56.40	47.80	0.85
	<b>Shares</b>	43.60	41.40	0.95
	<b>Debentures</b>	35.60	34.40	0.97
	<b>MF</b>	49.20	45.90	0.93
	<b>House Insurance</b>	19.20	14.00	0.73
	<b>Other</b>	4.00	4.50	1.13
	<b>Post office</b>	24.80	26.80	1.08
<b>Annual Income</b>	<b>Up to Rs.90,000</b>	64.30	49.00	0.76
	<b>Rs1,35,001 - 1,80,000</b>	9.30	0.00	0.00
	<b>Rs 1, 80,001- 3, 00,000</b>	17.40	14.00	0.80
	<b>More than Rs 3, 00,001</b>	15.10	36.90	2.44
<b>Cards</b>	<b>Debit card</b>	53.20	59.20	1.11
	<b>Credit</b>	30.40	30.60	1.01
	<b>None</b>	41.20	42.00	1.02
<b>Loan for</b>	<b>Home</b>	31.70	60.50	1.91
	<b>Car</b>	28.50	34.40	1.21
	<b>Two Wheeler</b>	0.00	20.40	0.00
	<b>Refrigerator</b>	76.00	7.60	0.10
	<b>Washing</b>	0.00	15.90	0.00
	<b>AC</b>	0.00	10.80	0.00
	<b>Computer/Laptop</b>	2.40	4.50	1.88
	<b>Music system</b>	0.00	0.60	0.00
	<b>Mobile</b>	0.00	7.00	0.00
<b>ISP</b>	<b>ISP Dial up</b>	3.20	0.60	0.19
	<b>BB Dial up</b>	22.80	22.90	1.00
	<b>BB</b>	0.00	8.30	0.00
	<b>Mobile</b>	0.00	8.90	0.00
	<b>Wifi</b>	0.00	15.90	0.00
	<b>cable</b>	15.60	18.50	1.19
	<b>BSNI</b>	16.40	21.00	1.28
	<b>Reliance</b>	9.30	8.30	0.89
	<b>Tata</b>	8.40	3.80	0.45
	<b>Not known</b>	0.00	0.00	0.00
	<b>Other</b>	18.00	22.30	1.24
<b>Access Internet from</b>	<b>Home</b>	42.00	39.50	0.94
	<b>College</b>	30.00	28.70	0.96
	<b>Cybercafé</b>	12.80	16.60	1.30
	<b>Workplace</b>	30.40	26.80	0.88
	<b>Business Place</b>	5.20	7.00	1.35
	<b>Office</b>	17.20	27.40	1.59
	<b>Other</b>	14.40	17.20	1.19
<b>Using internet since</b>	<b>Last 6 months</b>	7.60	8.30	1.09
	<b>More than 6 months but Less than 1 year</b>	15.60	7.00	0.45
	<b>1 to 2 year</b>	23.80	9.60	0.40
	<b>2 to 4 year</b>	21.20	37.60	1.77
	<b>More than 4 years</b>	29.50	37.60	1.27
<b>Duration</b>	<b>Less than half an Hour</b>	34.40	31.80	0.92
	<b>More Than half an Hour</b>	30.40	42.00	1.38
	<b>1 to 2 Hour</b>	33.60	23.60	0.70
	<b>More than 2 Hours</b>	1.60	1.30	0.81

<b>Information about websites</b>	<b>Advertisements in Newspapers</b>	6.00	11.50	1.92
	<b>Advertisements on TV</b>	14.00	27.30	1.95
	<b>Ads Banners on the Home Page of the Website</b>	18.00	1.30	0.07
	<b>Hyper Links on the Home Page of the Websites</b>	8.80	11.50	1.31
	<b>Hyper Links through Search Engines</b>	38.40	43.60	1.14
	<b>Online Books</b>	12.00	25.60	2.13
	<b>Online Newspapers</b>	10	28.80	2.88
	<b>Online Magazines</b>	12.80	15.40	1.20
	<b>Blogs</b>	7.20	19.20	2.67
	<b>Friends</b>	24.80	42.30	1.71
	<b>Family Members</b>	30.40	53.80	1.77
	<b>Colleagues</b>	26.70	31.40	1.18
	<b>Relatives</b>	15.60	19.20	1.23
	<b>Any other</b>	2.00	1.30	0.65
<b>Generic Use of Internet</b>	<b>Use to collect Info</b>	76.80	97.40	1.27
	<b>To buy product online</b>	13.70	17.90	1.31
	<b>To avail online services</b>	48.60	58.30	1.20
	<b>send and receive e-mail</b>	83.60	74.50	0.89
	<b>chatting</b>	32.80	42.70	1.30
	<b>Internet telephony</b>	27.20	40.80	1.50
<b>Collection of Information</b>	<b>News</b>	34	73.20	2.15
	<b>Education</b>	52	68.80	1.32
	<b>Business</b>	32	31.80	0.99
	<b>Companies</b>	18.4	50.30	2.73
	<b>Government</b>	31.2	28.00	0.89
	<b>Economy</b>	26	29.90	1.15
	<b>Politics</b>	3.6	2.50	0.69
	<b>Weather</b>	3.2	2.50	0.78
	<b>Astrology</b>	13.6	23.60	1.73
	<b>Travel</b>	48.8	38.90	0.79
	<b>Fashion</b>	15.2	23.60	1.55
	<b>Sports</b>	4.8	22.30	4.64
	<b>Health</b>	6	22.90	3.81
	<b>Music</b>	22.4	26.80	1.19
	<b>Movies</b>	13.6	15.90	1.16
	<b>Videos</b>	8	14.60	1.82
	<b>Gaming</b>	11.2	11.50	1.02
	<b>Job</b>	26.8	56.10	2.09
	<b>Product</b>	11.2	21.70	1.93
	<b>Real Estate</b>	22.4	12.10	0.54
	<b>Matrimonial Search</b>	4.8	10.20	2.12
	<b>Community</b>	0.00	20.10	0.00

<b>Downloading Activities</b>	<b>Downloading Attachments</b>	23.2	68.20	2.93
	<b>Educational Study Material</b>	59.6	68.20	1.14
	<b>Software</b>	20	56.10	2.80
	<b>Screensavers</b>	7.2	10.80	1.5
	<b>Wallpapers</b>	4.4	10.80	2.45
	<b>Pictures</b>	13.6	29.30	2.15
	<b>Mobile Ring Tones</b>	3.6	11.50	3.19
	<b>Games</b>	11.2	1.90	0.16
	<b>Videos</b>	8	24.20	3.02
	<b>Music</b>	22.4	28.00	1.25
	<b>Movies</b>	13.6	19.70	1.44
	<b>Adult Content</b>	0.00	0.00	0.00
<b>Online Services</b>	<b>Buy non travel products</b>	0.00	0.00	0.00
	<b>Net banking</b>	20.8	39.50	1.89
	<b>Buy travel products tickets</b>	36.4	45.90	1.26
	<b>Online bill payment</b>	7.2	43.60	6.05
	<b>Online Movie tickets</b>	0	0.60	0
	<b>Online stock trading</b>	11.2	35.00	3.12
	<b>Check news</b>	10	35.00	3.5
	<b>Read Magazines</b>	4.4	30.60	6.95
	<b>Read Newspaper</b>	10	28.70	2.87
	<b>E greetings</b>	16.3	14.60	0.89
	<b>Online Insurance services</b>	0	0.00	0.00
	<b>Online Insurance services</b>	0	0.00	0.00
<b>Buying of Products</b>	<b>Computer hardware</b>	0	10.80	0.00
	<b>Computer software</b>	.8	10.80	13.5
	<b>Games CDs</b>	0	0.00	0.00
	<b>Music CDs</b>	0	0.00	0.00
	<b>Magazines</b>	2	3.80	1.9
	<b>Newspaper</b>	0.00	3.80	0.00
	<b>Books</b>	2	5.10	2.55
	<b>Home</b>	0	0.00	0.00
	<b>Electronic appliances</b>	0	0.00	0.00
	<b>Cloths</b>	0	0.00	0.00
	<b>shoes</b>	0	0.00	0.00
	<b>Furniture</b>	0	0.00	0.00
	<b>Flowers</b>	.4	1.30	3.25
	<b>Jewellery</b>	3.2	10.80	3.37
	<b>Gift items</b>	4	0.00	0.00
	<b>Sports Fitness</b>	0	0.00	0.00
	<b>Sports Fitness</b>	0	0.00	0.00
<b>Response to online Ad</b>	<b>Clicked a sponsored search ad</b>	2.00	15.90	7.95
	<b>Clicked a product service mailer</b>	0.00	0.00	0.00
	<b>Open a product service Email</b>	4.00	16.60	4.10
	<b>Bid Bought in an Online Auction</b>	4.00	24.20	6.5
	<b>Bought in a special promotion deal</b>	3.20	8.90	2.78
	<b>Clicked a banner ad</b>	4.80	2.50	0.52
	<b>None of the above</b>	62.00	0.00	0.00
	<b>Any other</b>		0.00	
<b>problem of disconnection</b>	<b>Sometime</b>	91.60	72.60	0.79
	<b>Always</b>	0.00	0.00	0.00
	<b>never</b>	18.40	27.40	1.49

Computer gets hang up frequently	Sometime	75.60	61.80	0.82
	Always	4.30	12.10	2.81
	never	19.50	26.10	1.34
problem of downloading	Sometime	37.60	64.30	1.71
	Always	10.00	1.90	0.19
	never	93.00	33.80	0.36
problem of virus	Sometime	70.40	38.20	0.54
	Always	19.60	7.00	0.36
	never	10.00	54.80	5.48
problem of expiry of websites	Sometime	18.40	28.70	1.56
	Always	4.50	10.80	2.40
	never	76.80	60.50	0.79
problem of expiry of web Pages	Sometime	30.80	39.50	1.28
	Always	3.60	0.00	0.00
	never	65.60	60.50	0.92
problem of website out look	Sometime	50.40	28.00	0.56
	Always	8.00	10.80	1.35
	never	41.60	61.10	1.47
Information on websites are not updated	Sometime	47.20	45.20	0.96
	Always	12.00	15.30	1.28
	never	40.80	39.50	0.97
Ad banners on web pages causes disturbances to me	Sometime	15.20	15.90	1.05
	Always	69.20	45.20	0.65
	never	15.60	38.90	2.49
problem of speed in Internet	Sometime	34.80	35.00	1.01
	Always	22.00	22.30	1.01
	never	43.20	42.70	0.99
problem of hacking of user account	Sometime	3.20	30.60	9.56
	Always	0.00	5.10	0.00
	never	96.80	64.30	0.66
I do not get necessary guidelines & support while surfing on Internet	Sometime	22.00	32.50	1.48
	Always	3.60	6.40	1.78
	never	74.40	61.10	0.82
Internet is the best way of Communication	Disagree	0.00	45.20	0.00
	Can't Say	39.20	54.80	1.40
	Agree	60.80	0.00	0.00
Internet is ocean of knowledge	Disagree	10.00	15.90	1.59
	Can't Say	8.00	7.00	0.88
	Agree	88.00	77.10	0.88
Internet increases my level of awareness	Disagree	12.80	2.50	0.20
	Can't Say	7.20	21.70	3.01
	Agree	80.00	75.80	0.95
Internet is vital to my job	Disagree	30.00	24.80	0.83
	Can't Say	10.00	7.00	0.70
	Agree	56.00	68.20	1.22
Internet is vital to my life	Disagree	58.00	45.90	0.79
	Can't Say	10.00	9.60	0.96
	Agree	32.00	44.60	1.39
Internet helps me to achieve a balance between my life at work and home	Disagree	41.60	35.00	0.84
	Can't Say	48.40	49.00	1.01
	Agree	10.00	15.90	1.59

Internet is simple to use	Disagree	2.80	1.30	0.46
	Can't Say	10.00	8.30	0.83
	Agree	74.00	90.40	1.22
Internet is easy to use	Disagree	6.00	10.80	1.80
	Can't Say	20.00	12.10	0.61
	Agree	72.40	77.10	1.06
Internet is economical to use	Disagree	12.80	0.00	0.00
	Can't Say	7.20	31.80	4.42
	Agree	80.00	68.20	0.85
Internet is helpful in getting information	Disagree	4.00	1.30	0.33
	Can't Say	10.00	10.80	1.08
	Agree	86.00	87.90	1.02
Internet saves time	Disagree	2.80	5.10	1.82
	Can't Say	10.00	33.10	3.31
	Agree	74.00	61.80	0.84
Internet is reliable	Disagree	22.10	21.70	0.98
	Can't Say	66.20	22.90	0.35
	Agree	11.70	55.40	4.74
Internet is available 24*7 & 365 days of a year	Disagree	0.00	0.00	0.00
	Can't Say	2.00	0.00	0.00
	Agree	98.00	100	1.01
Work done on Internet is fully secured	Disagree	39.60	38.20	0.96
	Can't Say	16.00	38.20	2.39
	Agree	44.40	23.60	0.53
Internet is essential to communicate with my family and friends	Disagree	41.60	12.70	0.31
	Can't Say	48.40	33.80	0.70
	Agree	10.00	53.50	5.35
I trust the news I read on the Internet.	Disagree	12.00	10.80	0.90
	Can't Say	62.40	38.20	0.61
	Agree	25.60	51.00	1.99
Internet reduces the distance barriers for us	Disagree	4.80	0.00	0.00
	Can't Say	27.60	28.00	1.01
	Agree	67.60	72.00	1.07
Use of Internet is waste of time	Disagree	64.00	72.60	1.13
	Can't Say	31.60	26.80	0.85
	Agree	4.80	0.60	0.13
Use of Internet is waste of money	Disagree	52.80	62.40	1.18
	Can't Say	40.80	24.80	0.61
	Agree	6.40	12.70	1.98
Internet ruins an individual	Disagree	40.80	44.60	1.09
	Can't Say	50.20	49.70	0.99
	Agree	4.00	5.70	1.43
Internet increases level of confidence	Disagree	12.00	14.00	1.17
	Can't Say	41.60	36.90	0.89
	Agree	48.40	49.00	1.01
It is difficult to imagine life without the Internet	Disagree	45.00	42.70	0.95
	Can't Say	12.00	14.60	1.22
	Agree	43.20	42.70	0.99
Internet helps me to decide products/brands that I want to buy	Disagree	28.40	20.40	0.72
	Can't Say	40.00	39.50	0.99
	Agree	32.40	40.10	1.24

<b>I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase</b>	<b>Disagree</b>	14.00	14.00	1.00
	<b>Can't Say</b>	59.20	58.00	0.98
	<b>Agree</b>	26.80	28.00	1.04
<b>Information Technology is an essential part of my life</b>	<b>Disagree</b>	13.20	6.40	0.48
	<b>Can't Say</b>	10.00	11.50	1.15
	<b>Agree</b>	76.80	82.20	1.07
<b>Information Technology brings fun to my life</b>	<b>Disagree</b>	26.00	0.00	0.00
	<b>Can't Say</b>	22.00	29.30	1.33
	<b>Agree</b>	52.00	70.70	1.36
<b>I am dependent on Information Technology</b>	<b>Disagree</b>	28.00	7.60	0.27
	<b>Can't Say</b>	20.00	27.40	1.37
	<b>Agree</b>	60.80	65.00	1.07
<b>Information Technology makes life better</b>	<b>Disagree</b>	2.40	1.30	0.54
	<b>Can't Say</b>	20.80	22.30	1.07
	<b>Agree</b>	76.80	76.40	0.99
<b>Information Technology changes so fast that it is hard to keep up with it</b>	<b>Disagree</b>	6.00	9.60	1.60
	<b>Can't Say</b>	29.20	36.90	1.26
	<b>Agree</b>	52.40	53.50	1.02
<b>I cannot imagine life without computers</b>	<b>Disagree</b>	17.60	22.90	1.30
	<b>Can't Say</b>	18.40	19.10	1.04
	<b>Agree</b>	64.00	58.00	0.91
<b>Awareness of computer has become important for children also</b>	<b>Disagree</b>	0.00	0.00	
	<b>Can't Say</b>	23.60	22.90	0.97
	<b>Agree</b>	76.40	77.10	1.01
<b>I am happy with who I am</b>	<b>Disagree</b>	4.80	0.00	0.00
	<b>Can't Say</b>	12.00	13.40	1.12
	<b>Agree</b>	83.20	86.60	1.04
<b>I try to improve myself</b>	<b>Disagree</b>	0.00	0.00	
	<b>Can't Say</b>	18.00	41.40	2.30
	<b>Agree</b>	82.80	58.60	0.71
<b>I can make a difference in protecting the environment</b>	<b>Disagree</b>	7.60	0.60	0.08
	<b>Can't Say</b>	24.60	29.90	1.22
	<b>Agree</b>	74.00	69.40	0.94
<b>I am willing to spend more money on environmentally friendly products</b>	<b>Disagree</b>	4.00	2.50	0.63
	<b>Can't Say</b>	27.20	33.80	1.24
	<b>Agree</b>	68.80	63.70	0.93
<b>I have confidence in the economy of India</b>	<b>Disagree</b>	18.40	10.80	0.59
	<b>Can't Say</b>	25.60	29.30	1.14
	<b>Agree</b>	56.00	59.90	1.07
<b>It is becoming difficult to stay in touch with my friends and family</b>	<b>Disagree</b>	36.00	41.40	1.15
	<b>Can't Say</b>	42.00	36.90	0.88
	<b>Agree</b>	22.00	21.70	0.99

<b>Many times I buy those things which I cannot really afford</b>	<b>Disagree</b>	42.40	43.30	1.02
	<b>Can't Say</b>	31.20	30.60	0.98
	<b>Agree</b>	26.40	26.10	0.99
<b>The future offers more and new possibilities</b>	<b>Disagree</b>	6.00	1.90	0.32
	<b>Can't Say</b>	24.40	24.20	0.99
	<b>Agree</b>	69.60	73.90	1.06
<b>I am good at what I do</b>	<b>Disagree</b>	4.00	9.60	2.40
	<b>Can't Say</b>	19.20	21.00	1.09
	<b>Agree</b>	76.80	69.40	0.90
<b>I believe price is the best indicator of quality</b>	<b>Disagree</b>	28.00	21.70	0.78
	<b>Can't Say</b>	49.60	56.70	1.14
	<b>Agree</b>	34.40	21.70	0.63
<b>I prefer products made in my own country</b>	<b>Disagree</b>	27.60	16.60	0.60
	<b>Can't Say</b>	31.60	32.50	1.03
	<b>Agree</b>	46.80	51.00	1.09
<b>I try to avoid surprises in life</b>	<b>Disagree</b>	35.20	42.70	1.21
	<b>Can't Say</b>	38.40	35.00	0.91
	<b>Agree</b>	26.40	22.30	0.84
<b>I believe movies and TV present violence as an acceptable part of society</b>	<b>Disagree</b>	18.00	23.60	1.31
	<b>Can't Say</b>	28.00	26.80	0.96
	<b>Agree</b>	54.00	49.70	0.92
<b>I believe that the media provide me with a fair report of current events</b>	<b>Disagree</b>	16.00	35.70	2.23
	<b>Can't Say</b>	28.40	26.10	0.92
	<b>Agree</b>	55.60	38.20	0.69
<b>I rarely look back on the past; the present and future are more important</b>	<b>Disagree</b>	26.00	14.60	0.56
	<b>Can't Say</b>	8.00	8.30	1.04
	<b>Agree</b>	66.00	77.10	1.17
<b>Mental growth is more important to me than material growth</b>	<b>Disagree</b>	2.40	3.80	1.58
	<b>Can't Say</b>	26.00	37.60	1.45
	<b>Agree</b>	66.00	58.60	0.89
<b>I distrust companies that make a lot of noise about their caring social attitude</b>	<b>Disagree</b>	18.00	31.80	1.77
	<b>Can't Say</b>	41.00	38.90	0.95
	<b>Agree</b>	40.40	29.30	0.73
<b>I feel confident in my ability to be successful</b>	<b>Disagree</b>	12.00	8.90	0.74
	<b>Can't Say</b>	19.00	19.10	1.01
	<b>Agree</b>	69.00	72.00	1.04
<b>Having upscale, luxury items makes me feel better about myself</b>	<b>Disagree</b>	14.00	15.90	1.14
	<b>Can't Say</b>	28.00	31.80	1.14
	<b>Agree</b>	59.00	52.20	0.88
<b>My lifestyle revolves around my child(ren)'s activities</b>	<b>Disagree</b>	12.00	4.50	0.38
	<b>Can't Say</b>	30.00	43.30	1.44
	<b>Agree</b>	59.00	52.20	0.88
<b>I am a goal-oriented person</b>	<b>Disagree</b>	7.20	12.10	1.68
	<b>Can't Say</b>	18.80	26.10	1.39
	<b>Agree</b>	74.00	61.80	0.84
<b>I am a self-centered person</b>	<b>Disagree</b>	44.00	38.90	0.88
	<b>Can't Say</b>	22.00	20.40	0.93



<b>I enjoy taking risks</b>	<b>Agree</b>	33.60	40.80	1.21
	<b>Disagree</b>	19.20	19.10	0.99
	<b>Can't Say</b>	18.80	23.60	1.26
	<b>Agree</b>	62.00	57.30	0.92
<b>I believe that I am influential in my community</b>	<b>Disagree</b>	12.80	8.30	0.65
	<b>Can't Say</b>	25.60	25.50	1.00
	<b>Agree</b>	61.60	66.20	1.07
<b>I consider myself to be an innovator</b>	<b>Disagree</b>	26.00	8.90	0.34
	<b>Can't Say</b>	30.00	31.20	1.04
	<b>Agree</b>	41.00	59.90	1.46
<b>Many times I try to do more than one thing at the same time</b>	<b>Disagree</b>	30.00	0.60	0.02
	<b>Can't Say</b>	16.40	22.30	1.36
	<b>Agree</b>	83.20	77.10	0.93
<b>If I do not write something down, I forget that easily</b>	<b>Disagree</b>	26.00	24.20	0.93
	<b>Can't Say</b>	16.00	26.10	1.63
	<b>Agree</b>	46.40	49.70	1.07
<b>I need to manage my time more efficiently</b>	<b>Disagree</b>	26.00	15.90	0.61
	<b>Can't Say</b>	33.20	40.10	1.21
	<b>Agree</b>	40.80	43.90	1.08
<b>I am able to afford the things that are important to me</b>	<b>Disagree</b>	0.00	0.00	
	<b>Can't Say</b>	26.80	19.10	0.71
	<b>Agree</b>	73.20	80.90	1.11
<b>I am in excellent physical condition</b>	<b>Disagree</b>	8.80	10.20	1.16
	<b>Can't Say</b>	14.00	24.80	1.77
	<b>Agree</b>	77.20	65.00	0.84
<b>I enjoy a good family life</b>	<b>Disagree</b>	0.00	0.00	
	<b>Can't Say</b>	8.80	21.70	2.47
	<b>Agree</b>	91.20	78.30	0.86
<b>I am in control of my life</b>	<b>Disagree</b>	12.00	17.20	1.43
	<b>Can't Say</b>	26.40	19.70	0.75
	<b>Agree</b>	61.60	63.10	1.02
<b>I am satisfied with my life</b>	<b>Disagree</b>	10.00	10.80	1.08
	<b>Can't Say</b>	38.00	47.10	1.24
	<b>Agree</b>	52.00	42.00	0.81
<b>I use to buy expensive clothing</b>	<b>Disagree</b>	56.00	52.90	0.94
	<b>Can't Say</b>	11.60	14.60	1.26
	<b>Agree</b>	26.80	32.50	1.21
<b>I like going on expensive vacations</b>	<b>Disagree</b>	62.80	55.40	0.88
	<b>Can't Say</b>	20.00	26.80	1.34
	<b>Agree</b>	17.20	17.80	1.03
<b>I like having expensive jewelry/watches</b>	<b>Disagree</b>	44.00	47.80	1.09
	<b>Can't Say</b>	20.00	28.00	1.40
	<b>Agree</b>	36.00	24.20	0.67
<b>I like dining at "in" restaurants</b>	<b>Disagree</b>	24.00	26.10	1.09
	<b>Can't Say</b>	15.60	15.30	0.98
	<b>Agree</b>	60.40	58.60	0.97
<b>I like shopping at prestigious stores</b>	<b>Disagree</b>	26.80	23.60	0.88
	<b>Can't Say</b>	28.80	28.70	1.00
	<b>Agree</b>	44.40	47.80	1.08
<b>I like to be tidy and attractive</b>	<b>Disagree</b>	4.00	3.20	0.80
	<b>Can't Say</b>	13.60	25.50	1.88
	<b>Agree</b>	62.40	71.30	1.14

<b>I like to watch TV advertising</b>	<b>Disagree</b>	34.00	25.50	0.75
	<b>Can't Say</b>	10.80	15.30	1.42
	<b>Agree</b>	55.20	59.20	1.07
<b>I usually fast forward through the advertisements when watching a recorded show</b>	<b>Disagree</b>	7.60	11.50	1.51
	<b>Can't Say</b>	36.00	36.90	1.03
	<b>Agree</b>	56.40	51.60	0.91
<b>I trust the news that I watch on TV</b>	<b>Disagree</b>	19.20	25.50	1.33
	<b>Can't Say</b>	39.60	40.80	1.03
	<b>Agree</b>	41.20	33.80	0.82
<b>I rarely change channel when a commercial comes on during a TV show I am interested in</b>	<b>Disagree</b>	24.80	23.60	0.95
	<b>Can't Say</b>	62.40	47.10	0.75
	<b>Agree</b>	12.80	29.30	2.29
<b>I prefer to get all my shopping done in one large supermarket</b>	<b>Disagree</b>	25.60	32.50	1.27
	<b>Can't Say</b>	22.40	29.30	1.31
	<b>Agree</b>	57.20	38.20	0.67
<b>I often switch brands because of bargains/special offers</b>	<b>Disagree</b>	31.20	37.60	1.21
	<b>Can't Say</b>	20.80	27.40	1.32
	<b>Agree</b>	48.00	35.00	0.73
<b>I like try/taste samples of products demonstrated</b>	<b>Disagree</b>	20.80	23.60	1.13
	<b>Can't Say</b>	32.40	33.80	1.04
	<b>Agree</b>	46.80	42.70	0.91
<b>I will go out of my way to shop where I can save money</b>	<b>Disagree</b>	40.40	43.30	1.07
	<b>Can't Say</b>	18.00	26.10	1.45
	<b>Agree</b>	39.20	30.60	0.78
<b>Supermarket private label offer same quality as known brands</b>	<b>Disagree</b>	12.40	14.00	1.13
	<b>Can't Say</b>	46.00	51.00	1.11
	<b>Agree</b>	41.60	35.00	0.84
<b>I enjoy trying new products even if I'm not sure I'll like it</b>	<b>Disagree</b>	40.40	35.70	0.88
	<b>Can't Say</b>	26.00	28.70	1.10
	<b>Agree</b>	33.60	35.70	1.06
<b>I always try to buy fat-free/low fat version of a product</b>	<b>Disagree</b>	30.00	10.80	0.36
	<b>Can't Say</b>	13.20	42.70	3.23
	<b>Agree</b>	56.80	46.50	0.82
<b>Worth paying a little more for higher quality food products</b>	<b>Disagree</b>	0.00	0.00	0.00
	<b>Can't Say</b>	8.00	10.20	1.28
	<b>Agree</b>	92.00	89.80	0.98
<b>Once I found a brand I like, I stick with it</b>	<b>Disagree</b>	20.00	20.40	1.02
	<b>Can't Say</b>	12.40	16.60	1.34
	<b>Agree</b>	67.60	63.10	0.93
<b>I look for nutritionally fortified food products</b>	<b>Disagree</b>	0.00	0.00	0.00
	<b>Can't Say</b>	28.80	37.60	1.31
	<b>Agree</b>	71.20	62.40	0.88
<b>I often use the nutritional labels on food to help me select.</b>	<b>Disagree</b>	15.10	11.50	0.76
	<b>Can't Say</b>	30.00	40.80	1.36
	<b>Agree</b>	54.80	47.80	0.87

<b>I often buy items thought of as organic foods</b>	<b>Disagree</b>	8.80	5.10	0.58
	<b>Can't Say</b>	39.20	56.70	1.45
	<b>Agree</b>	47.20	38.20	0.81
<b>I prefer to buy food items that help me manage my weight</b>	<b>Disagree</b>	44.80	3.80	0.08
	<b>Can't Say</b>	20.80	48.40	2.33
	<b>Agree</b>	34.40	47.80	1.39
<b>I want to buy what my kids ask for</b>	<b>Disagree</b>	12.40	12.10	0.98
	<b>Can't Say</b>	22.40	46.50	2.08
	<b>Agree</b>	65.50	41.40	0.63
<b>I look for food products my kids can fix themselves</b>	<b>Disagree</b>	17.60	24.20	1.38
	<b>Can't Say</b>	57.60	56.70	0.98
	<b>Agree</b>	24.80	19.10	0.77
<b>I look for certain foods solely for health reasons</b>	<b>Disagree</b>	18.00	0.00	0.00
	<b>Can't Say</b>	23.60	23.60	1.00
	<b>Agree</b>	76.40	76.40	1.00