

**ANNEXURE-V**  
**INTERNET USER INDEX OF OTHER CITIES**

<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	31.70	37.90	1.20
	26-35 Years	31.70	31.00	0.98
	Over 36 Years	36.60	31.10	0.85
<b>Marital Status</b>	Unmarried	41.40	43.10	1.04
	Married	58.60	56.90	0.97
<b>Type of Family</b>	Nuclear	70.30	66.40	0.94
	Joint	29.70	33.60	1.13
<b>Educational Qualifications</b>	Graduation	53.70	56.00	1.04
	Post-graduation	35.10	43.10	1.23
	Doctorate	4.10	0.00	0.00
	Professional	6.80	0.90	0.13
<b>Daily Activities</b>	Read Magazines Daily	45.50	48.30	1.06
	Read Newspapers Daily	79.30	81.00	1.02
	Watch TV Daily	73.80	74.10	1.00
	Listen Radio	68.30	63.80	0.93
	Go for walk	33.10	33.60	1.02
	Physical exercises	48.30	53.40	1.11
	Meet friends	48.30	56.00	1.16
	Meet relatives	24.10	27.60	1.15
	Meet Colleagues	61.40	69.80	1.14
<b>Assets owned</b>	Home	75.90	75.90	1.00
	Car	29.00	22.40	0.77
	Color TV	96.60	91.40	0.95
	Refrigerator	85.50	81.90	0.96
	Washing	70.30	75.00	1.07
	Microwave	40.70	42.20	1.04
	OTG	9.00	0.90	0.10
	AC	29.70	25.90	0.87
	PC	73.10	76.70	1.05
	Laptop	42.80	44.00	1.03
	Camera	44.10	49.10	1.11
	Music system	66.90	61.20	0.91
	I-pod	15.90	19.00	1.19
	Mobile	78.60	75.90	0.97
	Landline	66.90	67.20	1.00
	Cable	60.70	60.30	0.99
<b>Vehicle drive</b>	Two Wheeler	68.30	73.30	1.07
	Four Wheeler	13.80	5.20	0.38
	Both	17.90	21.60	1.21
<b>Member online community</b>		22.06	37.90	1.72

<b>Investment Priority</b>	LIC	55.20	56.00	1.01
	Mediclaim	66.90	63.80	0.95
	Shares	33.10	31.00	0.94
	Debentures	17.90	21.60	1.21
	MF	44.10	47.40	1.07
	House Insurance	20.70	25.00	1.21
	Other	6.20	5.20	0.84
	Post office	4.10	3.40	0.83
<b>Annual Income</b>	Up to 90,000	6.40	9.50	1.48
	Rs1,35,001 - 1,80,000	13.00	0.00	0.00
	Rs 1, 80,001-3,00,000	15.30	16.40	1.07
	More than Rs 3, 00,001	14.10	74.10	5.26
<b>Cards</b>	Debit card	70.30	71.60	1.02
	Credit	26.90	19.00	0.71
	None	7.60	2.60	0.34
<b>Loan taken for</b>	Home	11.20	33.60	3.00
	Car	12.00	31.00	2.58
	Two Wheeler	13.40	19.00	1.42
	Refrigerator	8.00	0.90	0.11
	Washing	0.00	0.00	0.00
	AC	1.30	1.70	1.31
	Computer/Laptop	4.30	2.60	0.60
	Music system	0.00	0.90	0.00
	Mobile	0.00	0.90	0.00
	ISP Dial up	15.40	5.20	0.34
	BB Dial up	14.20	34.50	2.43
	BB	0.00	9.50	0.00
	Mobile	0.00	1.70	0.00
	Wifi	0.00	0.00	0.00
	Cable	12.34	3.40	0.28
	BSNI	24.10	27.60	1.15
	Reliance	0.68	0.90	1.32
	Tata	13.70	7.80	0.57
	Not known	0.00	0.00	0.00
	Other	8.90	9.50	1.07
<b>Access Internet from</b>	Home	65.70	67.20	1.02
	College	4.50	0.00	0.00
	Cybercafé	13.50	17.20	1.27
	Workplace	40.40	46.60	1.15
	Business Place	5.40	9.50	1.76
	Office	20.00	37.90	1.90
	Other	3.50	5.20	1.49
<b>Using Internet since</b>	Last 6 months	15.00	14.70	0.98
	More than 6 months but Less than 1 year	13.50	15.50	1.15
	1 to 2 year	12.50	3.40	0.27
	2 to 4 year	13.30	37.90	2.85
	More than 4 years	11.60	28.40	2.45

<b>Duration</b>	Less than half an Hour	38.62	36.20	0.94
	More Than half an Hour	33.79	39.70	1.17
	1 to 2 Hour	26.20	22.40	0.85
	More than 2 Hours	1.37	1.70	1.24
	Any other	0.00	0.00	0.00
<b>Information about Websites</b>	Advertisements in Newspapers	9.60	10.30	1.07
	Advertisements on TV	21.30	21.60	1.01
	Ads Banners on the Home Page of the Website	2.00	1.70	0.85
	Hyper Links on the Home Page of the Websites	7.50	8.60	1.15
	Hyper Links through Search Engines	39.30	36.20	0.92
	Online Books	12.60	20.70	1.64
	Online Newspapers	14.40	36.20	2.51
	Online Magazines	4.80	12.10	2.52
	Blogs	33.40	24.10	0.72
	Friends	23.40	38.80	1.66
	Family Members	33.70	53.40	1.58
	Colleagues	16.50	31.90	1.93
	Relatives	1.30	19.00	14.62
	Any other	1.30	0.00	0.00
<b>Generic Use of Internet</b>	Use to collect Info	94.50	94.00	0.99
	To buy product online	14.50	18.10	1.25
	To avail online services	52.40	56.00	1.07
	send and receive e-mail	65.50	65.50	1.00
	chatting	14.40	48.30	3.35
	Internet telephony	17.90	37.10	2.07
<b>Collection of Information</b>	News	51.70	62.10	1.20
	Education	66.20	65.50	0.99
	Business	21.40	65.50	3.06
	Companies	36.60	43.10	1.18
	Government	21.40	26.70	1.25
	Economy	22.10	25.00	1.13
	Politics	1.40	1.70	1.21
	Weather	1.40	1.70	1.21
	Astrology	19.30	20.70	1.07
	Travel	42.80	38.80	0.91
	Fashion	19.30	20.70	1.07
	Sports	13.80	17.20	1.25
	Health	15.90	18.10	1.14
	Music	20.70	20.70	1.00
	Movies	11.70	14.70	1.26
	Videos	9.70	10.30	1.06
	Gaming	12.40	13.80	1.11
	Job	40.70	50.00	1.23
	Product	16.60	20.70	1.25
	Real Estate	8.30	9.50	1.14
	Matrimonial Search	9.00	7.80	0.87
	Community	14.50	18.10	1.25

<b>Downloading Activities</b>	Downloading Attachments	49.70	58.60	1.18
	Educational Study Material	62.80	62.90	1.00
	Software	35.20	44.00	1.25
	Screensavers	7.60	9.50	1.25
	Wallpapers	7.60	9.50	1.25
	Pictures	22.80	28.40	1.25
	Mobile Ring Tones	9.00	9.50	1.06
	Games	2.80	0.00	0.00
	Videos	18.60	19.80	1.06
	Music	20.00	25.00	1.25
	Movies	14.50	18.10	1.25
	Adult Content	0.00	0.00	0.00
<b>Online Services</b>	Buy non travel products	0.00	0.00	0.00
	Net banking	35.20	34.50	0.98
	Buy travel products tickets	37.20	36.20	0.97
	Online bill payment	32.40	32.10	0.99
	Online Movie tickets	0.70	0.90	1.29
	Online stock trading	29.70	28.40	0.96
	Check news	26.20	32.80	1.25
	Read Magazines	28.30	31.90	1.13
	Read Newspaper	23.40	24.10	1.03
	E greetings	13.80	15.50	1.12
	Online Insurance services	0.00	0.00	0.00
<b>Online Buying</b>	Computer hardware	6.20	7.80	1.26
	Computer software	6.20	7.80	1.26
	Games CDs	0.00	0.00	0.00
	Music CDs	0.00	0.00	0.00
	Magazines	4.10	0.00	0.00
	Newspaper	4.10	0.00	0.00
	Books	5.50	0.00	0.00
	Home	0.00	0.00	0.00
	Electronic appliances	0.00	0.00	0.00
	Cloths	0.00	0.00	0.00
	shoes	0.00	0.00	0.00
	Furniture	0.00	0.00	0.00
	Flowers	1.40	0.00	0.00
	Jewellery	7.60	9.50	1.25
	Gift items	0.00	0.00	0.00
	Sports Fitness	0.00	0.00	0.00
<b>Response to TV Ad</b>	Clicked a sponsored search ad	0.00	12.90	0.00
	Clicked a product service mailer	0.00	0.00	0.00
	Bought in a special promotion deal	6.89	8.60	1.25
	Clicked a banner ad	73.10	1.70	0.02
	None of the above	73.10	0.00	0.00
<b>problem of disconnection</b>	Sometime	96.50	65.50	0.68
	Always	0.00	0.00	0.00
	Never	3.50	34.50	9.86

<b>Computer gets hang up frequently</b>	Sometime	95.10	56.00	0.59
	Always	3.40	13.80	4.06
	Never	1.30	30.20	23.23
<b>problem of downloading</b>	Sometime	57.90	58.60	1.01
	Always	2.80	0.00	0.00
	Never	39.30	41.40	1.05
<b>problem of virus</b>	Sometime	44.13	36.20	0.82
	Always	53.10	7.80	0.15
	never	2.70	56.00	20.74
<b>problem of expiry of websites</b>	Sometime	26.20	22.40	0.85
	Always	7.60	9.50	1.25
	never	66.20	68.10	1.03
<b>problem of expiry of web Pages</b>	Sometime	33.80	31.90	0.94
	Always	0.00	0.00	0.00
	never	66.20	68.10	1.03
<b>problem of website out look</b>	Sometime	24.80	22.40	0.90
	Always	7.60	9.50	1.25
	never	67.60	68.10	1.01
<b>Information on websites are not updated</b>	Sometime	44.80	40.50	0.90
	Always	11.70	12.90	1.10
	never	43.40	46.60	1.07
<b>Ad banners on web pages causes disturbances to me</b>	Sometime	10.30	12.90	1.25
	Always	49.70	44.80	0.90
	never	40.00	42.20	1.06
<b>problem of speed in Internet</b>	Sometime	31.00	35.30	1.14
	Always	22.10	13.80	0.62
	never	46.90	50.90	1.09
<b>problem of hacking of user account</b>	Sometime	24.10	28.40	1.18
	Always	0.00	4.30	
	never	75.80	67.20	0.89
<b>I do not get necessary guidelines &amp; support while surfing on Internet</b>	Sometime	31.00	23.30	0.75
	Always	4.80	4.30	0.90
	never	64.10	72.40	1.13
<b>Internet is the best way of Communication</b>	Disagree	46.20	55.20	1.19
	Can't Say	53.80	44.80	0.83
	Agree	0.00	0.00	
<b>Internet is ocean of knowledge</b>	Disagree	11.00	13.80	1.25
	Can't Say	6.90	8.60	1.25
	Agree	82.10	77.60	0.95
<b>Internet increases my level of awareness</b>	Disagree	4.80	4.30	0.90
	Can't Say	18.60	18.10	0.97
	Agree	76.60	77.60	1.01
<b>Internet is vital to my job</b>	Disagree	29.70	32.80	1.10
	Can't Say	6.90	8.60	1.25
	Agree	63.40	58.60	0.92
<b>Internet is vital to my life</b>	Disagree	52.40	42.20	0.81
	Can't Say	13.80	17.20	1.25
	Agree	33.80	40.50	1.20
<b>Internet helps me to achieve a balance between my life at work and home</b>	Disagree	35.20	28.40	0.81
	Can't Say	51.00	61.20	1.20
	Agree	13.80	10.30	0.75

<b>Internet is simple to use</b>	Disagree	3.40	4.30	1.26
	Can't Say	10.30	12.90	1.25
	Agree	86.20	82.80	0.96
<b>Internet is easy to use</b>	Disagree	7.60	9.50	1.25
	Can't Say	18.60	21.60	1.16
	Agree	73.80	69.00	0.93
<b>Internet is economical to use</b>	Disagree	0.00	0.00	0.00
	Can't Say	29.00	36.20	1.25
	Agree	71.00	63.80	0.90
<b>Internet is helpful in getting information</b>	Disagree	3.40	4.30	1.26
	Can't Say	15.20	17.20	1.13
	Agree	81.40	78.40	0.96
<b>Internet saves time</b>	Disagree	3.40	4.30	1.26
	Can't Say	30.30	36.20	1.19
	Agree	66.20	59.50	0.90
<b>Internet is reliable</b>	Disagree	22.80	18.10	0.79
	Can't Say	22.10	22.40	1.01
	Agree	55.20	59.50	1.08
<b>Work done on Internet is fully secured</b>	Disagree	35.20	33.60	0.95
	Can't Say	33.80	31.90	0.94
	Agree	31.00	34.50	1.11
<b>Internet is essential to communicate with my family and friends</b>	Disagree	9.70	12.10	1.25
	Can't Say	43.40	41.40	0.95
	Agree	46.90	46.60	0.99
<b>I trust the news I read on the Internet.</b>	Disagree	11.70	6.00	0.51
	Can't Say	37.90	37.10	0.98
	Agree	50.30	56.90	1.13
<b>Internet reduces the distance barriers for us</b>	Disagree	0.00	0.00	0.00
	Can't Say	30.30	36.20	1.19
	Agree	69.70	63.80	0.92
<b>Use of Internet is waste of time</b>	Disagree	69.00	68.10	0.99
	Can't Say	30.30	31.00	1.02
	Agree	0.70	0.90	1.29
<b>Use of Internet is waste of money</b>	Disagree	62.80	58.60	0.93
	Can't Say	25.50	26.70	1.05
	Agree	11.70	14.70	1.26
<b>Internet ruins an individual</b>	Disagree	40.70	35.30	0.87
	Can't Say	53.10	63.80	1.20
	Agree	6.20	0.90	0.15
<b>Internet increases level of confidence</b>	Disagree	11.70	12.90	1.10
	Can't Say	33.10	41.40	1.25
	Agree	55.20	45.70	0.83
<b>It is difficult to imagine life without the Internet</b>	Disagree	40.00	39.70	0.99
	Can't Say	15.90	18.10	1.14
	Agree	44.10	42.20	0.96
<b>Internet helps me to decide products/brands that I want to buy</b>	Disagree	24.10	21.60	0.90
	Can't Say	42.80	45.70	1.07
	Agree	33.10	32.80	0.99
<b>I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase</b>	Disagree	13.80	17.20	1.25
	Can't Say	61.40	63.80	1.04
	Agree	24.80	19.00	0.77

<b>Information Technology is an essential part of my life</b>	Disagree	9.70	6.00	0.62
	Can't Say	13.80	10.30	0.75
	Agree	76.60	83.60	1.09
<b>Information Technology brings fun to my life</b>	Disagree	0.00	0.00	0.00
	Can't Say	31.70	28.40	0.90
	Agree	68.30	71.60	1.05
<b>I am dependent on Information Technology</b>	Disagree	12.40	8.60	0.69
	Can't Say	26.90	28.40	1.06
	Agree	60.70	62.90	1.04
<b>Information Technology makes life better</b>	Disagree	1.40	1.70	1.21
	Can't Say	20.70	24.10	1.16
	Agree	77.90	74.10	0.95
<b>Information Technology changes so fast that it is hard to keep up with it</b>	Disagree	13.80	8.60	0.62
	Can't Say	34.50	42.20	1.22
	Agree	51.70	49.10	0.95
<b>I cannot imagine life without computers</b>	Disagree	16.60	19.00	1.14
	Can't Say	19.30	22.40	1.16
	Agree	64.10	58.60	0.91
<b>Awareness of computer has become important for children also</b>	Disagree	0.00	0.00	0.00
	Can't Say	24.10	29.30	1.22
	Agree	75.90	70.70	0.93
<b>I am happy with who I am</b>	Disagree	0.00	0.00	0.00
	Can't Say	16.60	14.70	0.89
	Agree	83.40	85.30	1.02
<b>I try to improve myself</b>	Disagree	0.00	0.00	0.00
	Can't Say	36.60	42.20	1.15
	Agree	63.40	57.80	0.91
<b>I can make a difference in protecting the environment</b>	Disagree	0.70	0.90	1.29
	Can't Say	28.30	33.60	1.19
	Agree	71.00	65.50	0.92
<b>I am willing to spend more money on environmentally friendly products</b>	Disagree	2.80	3.40	1.21
	Can't Say	31.70	32.80	1.03
	Agree	65.50	63.80	0.97
<b>I have confidence in the economy of India</b>	Disagree	9.70	11.20	1.15
	Can't Say	32.40	33.60	1.04
	Agree	57.90	55.20	0.95
<b>It is becoming difficult to stay in touch with my friends and family</b>	Disagree	35.20	35.30	1.00
	Can't Say	41.40	45.70	1.10
	Agree	23.40	19.00	0.81
<b>Many times I buy those things which I cannot really afford</b>	Disagree	46.90	44.80	0.96
	Can't Say	31.70	32.80	1.03
	Agree	21.40	22.40	1.05
<b>The future offers more and new possibilities</b>	Disagree	1.40	1.70	1.21
	Can't Say	26.90	30.20	1.12
	Agree	71.70	68.10	0.95
<b>I am good at what I do</b>	Disagree	7.60	9.50	1.25
	Can't Say	17.20	19.80	1.15
	Agree	75.20	70.70	0.94
<b>I believe price is the best indicator of quality</b>	Disagree	15.90	19.80	1.25
	Can't Say	50.30	52.60	1.05
	Agree	33.80	27.60	0.82
<b>I prefer products made in my own</b>	Disagree	16.60	12.10	0.73

<b>country</b>	Can't Say	31.70	39.70	1.25
	Agree	51.70	48.30	0.93
<b>I try to avoid surprises in life</b>	Disagree	31.70	37.90	1.20
	Can't Say	41.40	44.80	1.08
	Agree	26.90	17.20	0.64
<b>I believe movies and TV present violence as an acceptable part of society</b>	Disagree	17.20	21.60	1.26
	Can't Say	31.00	38.80	1.25
	Agree	51.70	39.70	0.77
<b>I believe that the media provide me with a fair report of current events</b>	Disagree	26.20	32.80	1.25
	Can't Say	24.80	25.90	1.04
	Agree	49.00	41.40	0.84
<b>I rarely look back on the past; the present and future are more important</b>	Disagree	20.00	14.70	0.74
	Can't Say	8.30	10.30	1.24
	Agree	71.70	75.00	1.05
<b>Mental growth is more important to me than material growth</b>	Disagree	2.80	3.40	1.21
	Can't Say	35.20	42.20	1.20
	Agree	62.10	54.30	0.87
<b>I distrust companies that make a lot of noise about their caring social attitude</b>	Disagree	26.20	30.20	1.15
	Can't Say	45.50	50.90	1.12
	Agree	28.30	19.00	0.67
<b>I feel confident in my ability to be successful</b>	Disagree	6.90	8.60	1.25
	Can't Say	21.40	25.90	1.21
	Agree	71.70	65.50	0.91
<b>Having upscale, luxury items makes me feel better about myself</b>	Disagree	16.60	15.50	0.93
	Can't Say	29.70	37.10	1.25
	Agree	53.80	47.40	0.88
<b>My lifestyle revolves around my child(ren)'s activities</b>	Disagree	3.40	4.30	1.26
	Can't Say	35.90	44.00	1.23
	Agree	60.70	51.70	0.85
<b>I am a goal-oriented person</b>	Disagree	11.70	14.70	1.26
	Can't Say	21.40	24.10	1.13
	Agree	66.90	61.20	0.91
<b>I am a self-centered person</b>	Disagree	41.40	40.50	0.98
	Can't Say	22.10	26.70	1.21
	Agree	36.60	32.80	0.90
<b>I enjoy taking risks</b>	Disagree	23.40	26.70	1.14
	Can't Say	20.00	19.80	0.99
	Agree	56.60	53.40	0.94
<b>I believe that I am influential in my community</b>	Disagree	10.30	6.00	0.58
	Can't Say	28.30	35.30	1.25
	Agree	61.40	58.60	0.95
<b>I consider myself to be an innovator</b>	Disagree	13.80	1.70	0.12
	Can't Say	33.10	41.40	1.25
	Agree	53.10	56.90	1.07
<b>Many times I try to do more than one thing at the same time</b>	Disagree	0.70	0.90	1.29
	Can't Say	17.90	22.40	1.25
	Agree	81.40	76.70	0.94
<b>If I do not write something down, I forget that easily</b>	Disagree	31.00	30.20	0.97
	Can't Say	22.10	27.60	1.25
	Agree	46.90	42.20	0.90
<b>I need to manage my time more efficiently</b>	Disagree	16.60	10.30	0.62
	Can't Say	35.20	44.00	1.25



	Agree	48.30	45.70	0.95
<b>I am able to afford the things that are important to me</b>	Disagree	0.00	0.00	0.00
	Can't Say	15.20	19.00	1.25
	Agree	84.80	81.00	0.96
<b>I am in excellent physical condition</b>	Disagree	9.00	10.30	1.14
	Can't Say	22.80	28.40	1.25
	Agree	68.30	61.20	0.90
<b>I enjoy a good family life</b>	Disagree	0.70	0.00	0.00
	Can't Say	17.90	22.40	1.25
	Agree	81.40	77.60	0.95
<b>I am in control of my life</b>	Disagree	19.30	17.20	0.89
	Can't Say	15.90	18.10	1.14
	Agree	64.80	64.70	1.00
<b>I am satisfied with my life</b>	Disagree	11.00	6.90	0.63
	Can't Say	39.30	47.40	1.21
	Agree	49.70	45.70	0.92
<b>I use to buy expensive clothing</b>	Disagree	60.70	58.60	0.97
	Can't Say	12.40	15.50	1.25
	Agree	26.90	25.90	0.96
<b>I like going on expensive vacations</b>	Disagree	61.40	60.30	0.98
	Can't Say	22.10	27.60	1.25
	Agree	16.60	12.10	0.73
<b>I like having expensive jewelry/watches</b>	Disagree	53.80	50.90	0.95
	Can't Say	27.60	32.80	1.19
	Agree	18.60	16.40	0.88
<b>I like dining at "in" restaurants</b>	Disagree	24.10	16.40	0.68
	Can't Say	15.90	19.00	1.19
	Agree	60.00	64.70	1.08
<b>I like shopping at prestigious stores</b>	Disagree	27.60	19.00	0.69
	Can't Say	29.00	30.20	1.04
	Agree	43.40	50.90	1.17
<b>I like to be tidy and attractive</b>	Disagree	2.10	2.60	1.24
	Can't Say	25.50	25.00	0.98
	Agree	72.40	72.40	1.00
<b>I like to watch TV advertising</b>	Disagree	31.70	28.40	0.90
	Can't Say	20.70	25.00	1.21
	Agree	47.60	46.60	0.98
<b>I usually fast forward through the advertisements when watching a recorded show</b>	Disagree	5.80	11.20	1.93
	Can't Say	36.60	38.80	1.06
	Agree	54.50	50.00	0.92
<b>I trust the news that I watch on TV</b>	Disagree	21.40	20.70	0.97
	Can't Say	38.60	48.30	1.25
	Agree	40.00	31.00	0.78
<b>I rarely change channel when a commercial comes on during a TV show I am interested in</b>	Disagree	26.20	21.60	0.82
	Can't Say	48.30	55.20	1.14
	Agree	25.50	23.30	0.91
<b>I prefer to get all my shopping done in one large supermarket</b>	Disagree	27.60	34.50	1.25
	Can't Say	23.40	29.30	1.25
	Agree	49.00	36.20	0.74
<b>I often switch brands because of bargains/special offers</b>	Disagree	32.40	37.90	1.17
	Can't Say	22.80	28.40	1.25
	Agree	44.80	33.60	0.75