

I like try/taste samples of products demonstrated	Disagree	21.40	25.00	1.17
	Can't Say	33.80	39.70	1.17
	Agree	44.80	35.30	0.79
I will go out of my way to shop where I can save money	Disagree	40.00	48.30	1.21
	Can't Say	23.40	28.40	1.21
	Agree	36.60	23.30	0.64
Supermarket private label offer same quality as known brands	Disagree	12.40	15.50	1.25
	Can't Say	47.60	49.10	1.03
	Agree	40.00	35.30	0.88
I enjoy trying new products even if I'm not sure I'll like it	Disagree	39.30	44.00	1.12
	Can't Say	25.50	23.30	0.91
	Agree	35.20	32.80	0.93
I always try to buy fat-free/low fat version of a product	Disagree	11.70	14.70	1.26
	Can't Say	32.40	38.80	1.20
	Agree	55.90	46.60	0.83
Worth paying a little more for higher quality food products	Disagree	0.00	0.00	0.00
	Can't Say	9.00	11.20	1.24
	Agree	91.00	88.80	0.98
Once I found a brand I like, I stick with it	Disagree	20.00	14.70	0.74
	Can't Say	13.80	17.20	1.25
	Agree	66.20	68.10	1.03
I look for nutritionally fortified food products	Disagree	0.00	0.00	0.00
	Can't Say	31.70	36.20	1.14
	Agree	68.30	63.80	0.93
I often use the nutritional labels on food to help me select	Disagree	14.50	18.10	1.25
	Can't Say	33.80	41.40	1.22
	Agree	51.70	40.50	0.78
I often buy items thought of as organic foods	Disagree	9.00	0.90	0.10
	Can't Say	51.00	56.90	1.12
	Agree	40.00	42.20	1.06
I prefer to buy food items that help me manage my weight	Disagree	6.90	6.00	0.87
	Can't Say	44.10	48.30	1.10
	Agree	49.00	45.70	0.93
I want to buy what my kids ask for	Disagree	13.80	8.60	0.62
	Can't Say	46.20	51.70	1.12
	Agree	40.00	39.70	0.99
I look for food products my kids can fix themselves	Disagree	18.60	18.10	0.97
	Can't Say	58.60	65.50	1.12
	Agree	22.80	16.40	0.72
I look for certain foods solely for health reasons	Disagree	0.00	0.00	0.00
	Can't Say	23.40	22.40	0.96
	Agree	76.60	77.60	1.01

ANNEXURE-VI
OVERALL INTERNET USER INDEX

VARIABLE	CATEGORY	%TOTAL SAMPLE	%HEAVY USERS	INTERNET USER INDEX
Age Group	Below 25 Years	24.40	39.00	1.60
	26-35 Years	33.60	37.50	1.12
	Over 36 Years	42.00	23.50	0.56
Marital Status	Unmarried	40.00	53.10	1.33
	Married	60.00	46.90	0.78
Type of Family	Nuclear	69.80	71.80	1.03
	Joint	30.20	28.20	0.93
Educational Qualifications	Graduation	41.50	49.60	1.20
	Post-graduation	40.90	41.90	1.02
	Doctorate	9.92	7.70	0.78
	Professional	7.50	0.80	0.11
Daily Activities	Read Magazines Daily	45.60	45.20	0.99
	Read Newspapers Daily	78.10	53.80	0.69
	Watch TV Daily	73.40	88.60	1.21
	Listen Radio	62.90	70.40	1.12
	Go for walk	32.30	41.70	1.29
	Physical exercises	45.90	50.80	1.11
	Meet friends	47.20	58.40	1.24
	Meet relatives	23.60	26.70	1.13
	Meet Colleagues	59.20	64.30	1.09
Assets Owned	Home	76.00	77.20	1.02
	Car	33.20	24.00	0.72
	Color TV	95.00	93.50	0.98
	Refrigerator	85.60	82.90	0.97
	Washing	69.90	73.30	1.05
	Microwave	39.60	36.40	0.92
	OTG	9.40	1.80	0.19
	AC	3.70	21.10	5.70
	PC	71.50	80.10	1.12
	Laptop	42.30	38.70	0.91
	Camera	43.80	40.20	0.92
	Music system	65.20	61.50	0.94
	I-pod	15.70	24.40	1.55
	Mobile	79.20	75.60	0.95
	Landline	67.70	64.90	0.96
	Cable	61.90	67.70	1.09
Vehicle drive	Two Wheeler	67.00	75.60	1.13
	Four Wheeler	13.30	7.40	0.56
	Both	19.20	17.00	0.89
Member online community		19.40	36.10	1.86

Investment Priorities	LIC	64.00	57.20	0.89
	Mediclaim	58.60	51.90	0.89
	Shares	33.50	30.70	0.92
	Debentures	21.00	19.90	0.95
	MF	44.27	41.70	0.94
	House Insurance	12.30	14.40	1.17
	Other	11.53	5.20	0.45
	Post office	15.80	9.00	0.57
Annual Income	Up to Rs.90,000	15.20	20.90	1.38
	Rs1,35,001 - 1,80,000	9.60	0.00	0.00
	Rs 1, 80,001-3,00,000	12.80	17.90	1.40
	More than Rs 3,00,001	62.10	61.20	0.99
Cards	Debit card	62.90	73.10	1.16
	Credit	25.80	24.40	0.95
	None	14.70	12.70	0.86
Lone for	Home	46.24	36.00	0.78
	Car	28.60	29.60	1.03
	Two Wheeler	15.30	18.80	1.23
	Refrigerator	2.20	2.30	1.05
	Washing	2.90	3.80	1.31
	AC	2.80	3.80	1.36
	Computer/Laptop	3.70	2.90	0.78
	Music system	0.70	0.60	0.86
	Mobile	0.00	2.10	0.00
	ISP Dial up	3.39	0.60	0.18
ISP	BB Dial up	22.70	30.20	1.33
	BB	0.00	11.20	0.00
	Mobile	0.00	4.40	0.00
	Wifi	0.00	3.80	0.00
	cable	100.00	7.10	0.07
	BSNL	24.40	31.90	1.31
	Reliance	3.20	2.90	0.91
	Tata	12.30	3.60	0.29
	Not known	0.53	0.00	0.00
	Other	6.60	13.80	2.09
Access Internet from	Home	59.20	58.30	0.98
	College	10.10	6.80	0.67
	Cybercafé	14.90	21.50	1.44
	Workplace	40.42	36.90	0.91
	Business Place	6.79	10.80	1.59
	Office	24.23	41.10	1.70
	Other	6.08	9.00	1.48
Using internet since	Last 6 months	10.70	11.50	1.07
	More than 6 months but Less than 1 year	19.90	7.70	0.39
	1 to 2 year	14.30	5.60	0.39
	2 to 4 year	29.50	41.30	1.40
	More than 4 years	25.40	33.80	1.33

Duration	Less than half an Hour	37.20	31.60	0.85
	More Than half an Hour	31.50	46.70	1.48
	1 to 2 Hour	29.50	18.80	0.64
	More than 2 Hours	1.60	2.60	1.63
Information about websites	Advertisements in Newspapers	10.50	13.10	1.25
	Advertisements on TV	19.40	27.00	1.39
	Ads Banners on the Home Page of the Website	17.35	1.40	0.08
	Hyper Links on the Home Page of the Websites	11.27	13.40	1.19
	Hyper Links through Search Engines	37.80	46.50	1.23
	Online Books	7.70	24.30	3.16
	Online Newspapers	18.9	28.70	1.51
	Online Magazines	13.23	15.20	1.15
	Blogs	6.30	18.50	2.94
	Friends	27.60	45.90	1.66
	Family Members	25.60	54.70	2.14
	Colleagues	32.20	27.40	0.85
	Relatives	10.50	22.80	2.17
	Any other	1.70	0.30	0.18
Generic Use of Internet	Use to collect Info	86.20	98.00	1.14
	To buy product online	12.50	21.70	1.74
	To avail online services	48.40	62.20	1.29
	send and receive e-mail	61.70	75.30	1.22
	chatting	29.10	50.10	1.72
	Internet telephony	26.70	44.80	1.68
Collection of Information	News	53.90	80.30	1.49
	Education	70.80	64.30	0.91
	Business	21.30	33.50	1.57
	Companies	35.20	55.80	1.59
	Government	21.00	34.10	1.62
	Economy	20.00	31.60	1.58
	Politics	1.80	2.90	1.61
	Weather	1.80	2.90	1.61
	Astrology	20.30	25.60	1.26
	Travel	41.50	37.60	0.91
	Fashion	18.20	24.10	1.32
	Sports	14.10	23.50	1.67
	Health	16.60	24.40	1.47
	Music	20.50	27.20	1.33
	Movies	11.20	18.10	1.62
	Videos	10.80	14.90	1.38
	Gaming	12.90	12.00	0.93
	Job	37.70	61.90	1.64
	Product	14.70	24.30	1.65
	Real Estate	7.80	12.30	1.58
	Matrimonial Search	8.10	9.60	1.19
	Community	12.90	21.50	1.67

Downloading Activities	Downloading Attachments	50.40	73.00	1.45
	Educational Study Material	69.50	68.10	0.98
	Software	35.70	59.50	1.67
	Screensavers	7.20	11.80	1.64
	Wallpapers	7.50	11.80	1.57
	Pictures	21.20	34.10	1.61
	Mobile Ring Tones	9.30	12.00	1.29
	Games	3.90	0.50	0.13
	Videos	18.80	24.70	1.31
	Music	19.00	30.80	1.62
	Movies	13.10	21.40	1.63
	Adult Content	0.00	0.00	0.00
Online Services	Buy non travel products	0.00	0.00	0.00
	Net banking	31.90	42.30	1.33
	Buy travel products tickets	35.90	46.60	1.30
	Online bill payment	32.40	43.30	1.34
	Online Movie tickets	0.80	0.80	1.00
	Online stock trading	27.70	36.40	1.31
	Check news	26.50	37.60	1.42
	Read Magazines	31.20	27.90	0.89
	Read Newspaper	25.10	27.00	1.08
	E greetings	16.00	16.40	1.03
	Online Insurance services	0.10	0.00	0.00
Buying of Products	Computer hardware	7.30	12.10	1.66
	Computer software	7.30	12.10	1.66
	Games CDs	0.40	0.60	1.50
	Music CDs	0.40	0.60	1.50
	Magazines	4.50	1.50	0.33
	Newspaper	4.50	1.50	0.33
	Books	6.30	1.80	0.29
	Home	0.40	0.60	1.50
	Electronic appliances	0.10	0.20	2.00
	Cloths	0.10	0.20	2.00
	shoes	0.00	0.00	0.00
	Furniture	0.00	0.00	0.00
	Flowers	1.80	0.30	0.17
	Jewellery	7.20	11.80	1.64
	Gift items	0.00	0.00	0.00
	Sports Fitness	0.00	0.00	0.00
Response to online Ad	Clicked a sponsored search ad	2.70	17.80	6.59
	Clicked a product service mailer	0.10	0.20	2.00
	Bought in a special promotion deal	4.4	9.70	2.20
	Clicked a banner ad	4.1	3.00	0.73
	None of the above	66.1	0.20	0.003
problem of disconnection	Sometime	76.60	72.40	0.95
	Always	0.00	0.20	0.00
	Never	14.40	27.50	1.91

Computer gets hang up frequently	Sometime	73.50	60.50	0.82
	Always	9.50	12.30	1.29
	Never	16.90	27.20	1.61
problem of downloading	Sometime	50.80	64.80	1.28
	Always	6.00	0.60	0.10
	Never	43.00	34.60	0.80
problem of virus	Sometime	70.70	35.50	0.50
	Always	22.00	6.40	0.29
	Never	7.10	58.10	8.18
problem of expiry of websites	Sometime	20.90	29.40	1.41
	Always	26.40	12.00	0.45
	Never	52.70	58.60	1.11
problem of expiry of web Pages	Sometime	31.00	41.40	1.34
	Always	1.80	0.20	0.11
	Never	67.00	58.40	0.87
problem of website out look	Sometime	32.90	29.30	0.89
	Always	5.60	12.00	2.14
	never	61.40	58.70	0.96
Information on websites are not updated	Sometime	56.50	43.60	0.77
	Always	10.10	16.50	1.63
	never	33.30	39.90	1.20
Ad banners on web pages causes disturbances to me	Sometime	14.60	18.10	1.24
	Always	58.40	42.20	0.72
	never	26.90	39.80	1.48
problem of speed in Internet	Sometime	36.10	36.10	1.00
	Always	21.50	20.00	0.93
	never	42.30	43.90	1.04
problem of hacking of user account	Sometime	11.10	34.60	3.12
	Always	0.00	6.70	0.00
	never	88.80	58.70	0.66
I do not get necessary guidelines & support while surfing on Internet	Sometime	24.80	30.00	1.21
	Always	5.30	7.00	1.32
	never	69.70	63.00	0.90
Internet is the best way of Communication	Disagree	7.30	32.00	4.38
	Can't Say	37.70	41.60	1.10
	Agree	54.90	26.40	0.48
Internet is ocean of knowledge	Disagree	19.10	21.70	1.14
	Can't Say	10.40	12.30	1.18
	Agree	70.30	66.00	0.94
Internet increases my level of awareness	Disagree	12.90	4.60	0.36
	Can't Say	22.60	27.60	1.22
	Agree	64.40	67.80	1.05
Internet is vital to my job	Disagree	25.50	23.80	0.93
	Can't Say	17.70	15.00	0.85
	Agree	56.70	61.20	1.08
Internet is vital to my life	Disagree	43.60	35.70	0.82
	Can't Say	15.20	14.40	0.95
	Agree	41.10	49.90	1.21
Internet helps me to achieve a balance between my life at work and home	Disagree	29.30	27.60	0.94
	Can't Say	41.40	46.60	1.13
	Agree	26.30	25.80	0.98

Internet is simple to use	Disagree	7.87	6.70	0.85
	Can't Say	20.50	16.40	0.80
	Agree	71.50	76.90	1.08
Internet is easy to use	Disagree	10.10	16.40	1.62
	Can't Say	24.80	15.50	0.63
	Agree	64.90	68.10	1.05
Internet is economical to use	Disagree	10.00	2.70	0.27
	Can't Say	25.80	36.90	1.43
	Agree	63.20	60.40	0.96
Internet is helpful in getting information	Disagree	16.30	11.40	0.70
	Can't Say	14.90	14.10	0.95
	Agree	68.60	74.50	1.09
Internet saves time	Disagree	11.00	12.10	1.10
	Can't Say	20.70	31.30	1.51
	Agree	68.20	56.60	0.83
Internet is reliable	Disagree	27.00	21.90	0.81
	Can't Say	32.20	23.10	0.72
	Agree	34.50	55.10	1.60
Work done on Internet is fully secured	Disagree	36.90	35.20	0.95
	Can't Say	28.30	33.10	1.17
	Agree	34.70	31.70	0.91
Internet is essential to communicate with my family and friends	Disagree	27.80	15.30	0.55
	Can't Say	43.50	31.60	0.73
	Agree	28.60	53.10	1.86
I trust the news I read on the Internet.	Disagree	10.80	9.70	0.90
	Can't Say	43.40	37.30	0.86
	Agree	45.70	53.00	1.16
Internet reduces the distance barriers for us	Disagree	9.30	6.50	0.70
	Can't Say	29.40	29.10	0.99
	Agree	52.30	64.30	1.23
Use of Internet is waste of time	Disagree	53.60	62.80	1.17
	Can't Say	24.60	20.00	0.81
	Agree	21.50	17.10	0.80
Use of Internet is waste of money	Disagree	50.40	53.00	1.05
	Can't Say	27.50	21.40	0.78
	Agree	26.10	25.60	0.98
Internet ruins an individual	Disagree	32.40	38.20	1.18
	Can't Say	42.20	43.40	1.03
	Agree	25.30	18.40	0.73
Internet increases level of confidence	Disagree	16.40	17.00	1.04
	Can't Say	39.60	36.40	0.92
	Agree	44.30	46.60	1.05
It is difficult to imagine life without the Internet	Disagree	32.30	33.70	1.04
	Can't Say	21.00	20.30	0.97
	Agree	46.60	46.00	0.99
Internet helps me to decide products/brands that I want to buy	Disagree	22.00	14.90	0.68
	Can't Say	60.10	40.10	0.67
	Agree	39.80	45.10	1.13
I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	Disagree	12.50	14.30	1.14
	Can't Say	55.60	51.10	0.92
	Agree	36.20	34.60	0.96

Information Technology is an essential part of my life	Disagree	17.90	7.10	0.40
	Can't Say	15.80	19.30	1.22
	Agree	66.10	73.60	1.11
Information Technology brings fun to my life	Disagree	22.30	3.20	0.14
	Can't Say	32.80	31.10	0.95
	Agree	44.80	65.70	1.47
I am dependent on Information Technology	Disagree	21.10	5.90	0.28
	Can't Say	22.50	31.90	1.42
	Agree	56.20	62.20	1.11
Information Technology makes life better	Disagree	3.10	6.50	2.10
	Can't Say	24.50	27.30	1.11
	Agree	72.20	66.20	0.92
Information Technology changes so fast that it is hard to keep up with it	Disagree	11.60	10.50	0.91
	Can't Say	35.50	37.80	1.06
	Agree	52.80	51.70	0.98
I cannot imagine life without computers	Disagree	29.20	24.30	0.83
	Can't Say	18.40	22.80	1.24
	Agree	55.10	53.00	0.96
Awareness of computer has become important for children also	Disagree	9.39	5.90	0.63
	Can't Say	20.50	27.00	1.32
	Agree	87.80	67.10	0.76
I am happy with who I am	Disagree	5.40	9.10	1.69
	Can't Say	18.50	15.60	0.84
	Agree	76.00	75.30	0.99
I try to improve myself	Disagree	0.00	5.80	0.00
	Can't Say	23.20	41.10	1.77
	Agree	76.70	53.10	0.69
I can make a difference in protecting the environment	Disagree	17.40	5.60	0.32
	Can't Say	24.80	34.00	1.37
	Agree	57.60	60.40	1.05
I am willing to spend more money on environmentally friendly products	Disagree	5.90	6.70	1.14
	Can't Say	34.50	35.40	1.03
	Agree	59.50	58.00	0.97
I have confidence in the economy of India	Disagree	13.30	15.00	1.13
	Can't Say	33.00	28.10	0.85
	Agree	53.60	56.90	1.06
It is becoming difficult to stay in touch with my friends and family	Disagree	29.60	37.30	1.26
	Can't Say	37.20	33.80	0.91
	Agree	33.00	28.80	0.87
Many times I buy those things which I cannot really afford	Disagree	38.10	35.40	0.93
	Can't Say	28.40	29.40	1.04
	Agree	33.40	35.20	1.05
The future offers more and new possibilities	Disagree	5.60	4.70	0.84
	Can't Say	32.20	30.30	0.94
	Agree	62.00	64.90	1.05
I am good at what I do	Disagree	12.20	15.60	1.28
	Can't Say	21.80	24.10	1.11
	Agree	65.90	60.20	0.91
I believe price is the best indicator of quality	Disagree	24.90	21.10	0.85
	Can't Say	39.70	51.70	1.30
	Agree	38.00	27.20	0.72

I prefer products made in my own country	Disagree	20.90	17.00	0.81
	Can't Say	29.90	35.20	1.18
	Agree	49.10	47.80	0.97
I try to avoid surprises in life	Disagree	27.30	40.40	1.48
	Can't Say	36.30	30.80	0.85
	Agree	36.30	28.80	0.79
I believe movies and TV present violence as an acceptable part of society	Disagree	15.30	24.30	1.59
	Can't Say	32.00	29.90	0.93
	Agree	52.50	45.80	0.87
I believe that the media provide me with a fair report of current events	Disagree	18.60	34.90	1.88
	Can't Say	29.20	25.80	0.88
	Agree	52.00	39.30	0.76
I rarely look back on the past; the present and future are more important	Disagree	21.90	14.70	0.67
	Can't Say	17.90	17.60	0.98
	Agree	59.20	67.70	1.14
Mental growth is more important to me than material growth	Disagree	6.70	7.30	1.09
	Can't Say	33.10	40.80	1.23
	Agree	59.20	51.90	0.88
I distrust companies that make a lot of noise about their caring social attitude	Disagree	21.10	31.30	1.48
	Can't Say	39.40	34.10	0.87
	Agree	39.40	34.60	0.88
I feel confident in my ability to be successful	Disagree	17.70	17.90	1.01
	Can't Say	20.10	18.80	0.94
	Agree	62.10	63.30	1.02
Having upscale, luxury items makes me feel better about myself	Disagree	20.80	17.80	0.86
	Can't Say	26.20	31.70	1.21
	Agree	52.80	50.50	0.96
My lifestyle revolves around my child(ren)'s activities	Disagree	13.20	8.60	0.65
	Can't Say	30.00	43.70	1.46
	Agree	56.70	47.60	0.84
I am a goal-oriented person	Disagree	14.90	13.70	0.92
	Can't Say	23.40	30.80	1.32
	Agree	61.40	55.50	0.90
I am a self-centered person	Disagree	37.90	34.30	0.91
	Can't Say	23.30	22.60	0.97
	Agree	37.80	43.10	1.14
I enjoy taking risks	Disagree	19.90	15.60	0.78
	Can't Say	24.90	29.40	1.18
	Agree	56.80	54.90	0.97
I believe that I am influential in my community	Disagree	11.00	7.40	0.67
	Can't Say	30.50	30.30	0.99
	Agree	58.30	62.20	1.07
I consider myself to be an innovator	Disagree	18.50	8.00	0.43
	Can't Say	31.90	34.10	1.07
	Agree	49.50	57.80	1.17
Many times I try to do more than one thing at the same time	Disagree	27.20	7.30	0.27
	Can't Say	23.30	27.20	1.17
	Agree	49.30	65.60	1.33
If I do not write something down, I forget that easily	Disagree	27.10	20.60	0.76
	Can't Say	22.10	30.20	1.37
	Agree	50.70	49.20	0.97

I need to manage my time more efficiently	Disagree	15.60	12.90	0.83
	Can't Say	36.10	44.20	1.22
	Agree	48.20	42.90	0.89
I am able to afford the things that are important to me	Disagree	1.00	8.20	8.20
	Can't Say	23.00	23.20	1.01
	Agree	75.80	68.60	0.91
I am in excellent physical condition	Disagree	14.60	13.80	0.95
	Can't Say	23.10	29.40	1.27
	Agree	62.10	56.80	0.91
I enjoy a good family life	Disagree	0.40	7.00	17.50
	Can't Say	18.10	26.70	1.48
	Agree	81.30	66.30	0.82
I am in control of my life	Disagree	24.80	20.20	0.81
	Can't Say	19.30	21.50	1.11
	Agree	55.80	58.30	1.04
I am satisfied with my life	Disagree	15.10	14.60	0.97
	Can't Say	31.80	43.40	1.36
	Agree	53.00	42.00	0.79
I use to buy expensive clothing	Disagree	47.20	43.90	0.93
	Can't Say	13.70	17.80	1.30
	Agree	38.90	38.40	0.99
I like going on expensive vacations	Disagree	47.20	42.80	0.91
	Can't Say	14.80	29.90	2.02
	Agree	37.90	27.30	0.72
I like having expensive jewelry/watches	Disagree	37.80	37.50	0.99
	Can't Say	23.10	31.00	1.34
	Agree	38.90	31.60	0.81
I like dining at "in" restaurants	Disagree	21.20	20.20	0.95
	Can't Say	24.50	23.50	0.96
	Agree	55.00	56.30	1.02
I like shopping at prestigious stores	Disagree	23.60	20.90	0.89
	Can't Say	28.80	27.90	0.97
	Agree	47.50	51.10	1.08
I like to be tidy and attractive	Disagree	5.90	7.10	1.20
	Can't Say	27.00	28.50	1.06
	Agree	62.50	64.30	1.03
I like to watch TV advertising	Disagree	28.40	25.20	0.89
	Can't Say	29.20	17.90	0.61
	Agree	51.60	56.90	1.10
I usually fast forward through the advertisements when watching a recorded show	Disagree	9.40	11.50	1.22
	Can't Say	38.60	38.50	1.00
	Agree	50.90	49.90	0.98
I trust the news that I watch on TV	Disagree	16.60	21.90	1.32
	Can't Say	39.50	40.80	1.03
	Agree	43.80	37.30	0.85
I rarely change channel when a commercial comes on during a TV show I am interested in	Disagree	24.20	20.60	0.85
	Can't Say	44.90	42.50	0.95
	Agree	30.80	36.90	1.20
I prefer to get all my shopping done in one large supermarket	Disagree	20.00	30.20	1.51
	Can't Say	26.70	33.10	1.24
	Agree	48.70	36.70	0.75

I often switch brands because of bargains/special offers	Disagree	28.50	35.70	1.25
	Can't Say	24.70	29.60	1.20
	Agree	46.60	34.70	0.74
I like try/taste samples of products demonstrated	Disagree	18.70	23.20	1.24
	Can't Say	30.80	35.10	1.14
	Agree	50.30	41.70	0.83
I will go out of my way to shop where I can save money	Disagree	26.80	39.60	1.48
	Can't Say	23.70	27.60	1.16
	Agree	39.50	32.80	0.83
Supermarket private label offer same quality as known brands	Disagree	22.90	12.10	0.53
	Can't Say	34.20	48.30	1.41
	Agree	41.80	39.60	0.95
I enjoy trying new products even if I'm not sure I'll like it	Disagree	30.10	30.50	1.01
	Can't Say	29.20	29.00	0.99
	Agree	40.60	40.50	1.00
I always try to buy fat-free/low fat version of a product	Disagree	17.60	12.60	0.72
	Can't Say	30.50	43.70	1.43
	Agree	51.80	43.70	0.84
Worth paying a little more for higher quality food products	Disagree	3.70	5.60	1.51
	Can't Say	23.20	19.10	0.82
	Agree	72.90	75.30	1.03
Once I found a brand I like, I stick with it	Disagree	24.70	19.90	0.81
	Can't Say	18.60	22.90	1.23
	Agree	56.60	57.20	1.01
I look for nutritionally fortified food products	Disagree	534.00	3.60	0.01
	Can't Say	60.80	41.00	0.67
	Agree	15.80	55.40	3.51
I often use the nutritional labels on food to help me select.	Disagree	31.30	14.40	0.46
	Can't Say	52.80	41.90	0.79
	Agree	14.10	43.70	3.10
I often buy items thought of as organic foods	Disagree	40.00	5.60	0.14
	Can't Say	41.40	52.50	1.27
	Agree	44.40	41.90	0.94
I prefer to buy food items that help me manage my weight	Disagree	31.70	7.40	0.23
	Can't Say	28.70	45.80	1.60
	Agree	39.50	46.70	1.18
I want to buy what my kids ask for	Disagree	11.40	9.60	0.84
	Can't Say	35.70	47.20	1.32
	Agree	52.70	43.20	0.82
I look for food products my kids can fix themselves	Disagree	19.30	21.10	1.09
	Can't Say	44.50	51.00	1.15
	Agree	36.10	27.90	0.77
I look for certain foods solely for health reasons	Disagree	9.90	1.70	0.17
	Can't Say	25.60	30.30	1.18
	Agree	64.40	68.00	1.06