

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 |
| Vehicle drive | Landline | 74.80 | 73.20 | 0.98 |
| | 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 |

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

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

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

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|--|------------------|-------|-------|------|
| 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 |

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|--|------------------|-------|-------|------|
| 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 |

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

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|---|------------------|-------|-------|------|
| Many times I buy those things which I cannot really afford | Disagree | 42.40 | 43.30 | 1.02 |
| | Can't Say | 31.20 | 30.60 | 0.98 |
| | Agree | 26.40 | 26.10 | 0.99 |
| The future offers more and new possibilities | Disagree | 6.00 | 1.90 | 0.32 |
| | Can't Say | 24.40 | 24.20 | 0.99 |
| | Agree | 69.60 | 73.90 | 1.06 |
| I am good at what I do | Disagree | 4.00 | 9.60 | 2.40 |
| | Can't Say | 19.20 | 21.00 | 1.09 |
| | Agree | 76.80 | 69.40 | 0.90 |
| I believe price is the best indicator of quality | Disagree | 28.00 | 21.70 | 0.78 |
| | Can't Say | 49.60 | 56.70 | 1.14 |
| | Agree | 34.40 | 21.70 | 0.63 |
| I prefer products made in my own country | Disagree | 27.60 | 16.60 | 0.60 |
| | Can't Say | 31.60 | 32.50 | 1.03 |
| | Agree | 46.80 | 51.00 | 1.09 |
| I try to avoid surprises in life | Disagree | 35.20 | 42.70 | 1.21 |
| | Can't Say | 38.40 | 35.00 | 0.91 |
| | Agree | 26.40 | 22.30 | 0.84 |
| I believe movies and TV present violence as an acceptable part of society | Disagree | 18.00 | 23.60 | 1.31 |
| | Can't Say | 28.00 | 26.80 | 0.96 |
| | Agree | 54.00 | 49.70 | 0.92 |
| I believe that the media provide me with a fair report of current events | Disagree | 16.00 | 35.70 | 2.23 |
| | Can't Say | 28.40 | 26.10 | 0.92 |
| | Agree | 55.60 | 38.20 | 0.69 |
| I rarely look back on the past; the present and future are more important | Disagree | 26.00 | 14.60 | 0.56 |
| | Can't Say | 8.00 | 8.30 | 1.04 |
| | Agree | 66.00 | 77.10 | 1.17 |
| Mental growth is more important to me than material growth | Disagree | 2.40 | 3.80 | 1.58 |
| | Can't Say | 26.00 | 37.60 | 1.45 |
| | Agree | 66.00 | 58.60 | 0.89 |
| I distrust companies that make a lot of noise about their caring social attitude | Disagree | 18.00 | 31.80 | 1.77 |
| | Can't Say | 41.00 | 38.90 | 0.95 |
| | Agree | 40.40 | 29.30 | 0.73 |
| I feel confident in my ability to be successful | Disagree | 12.00 | 8.90 | 0.74 |
| | Can't Say | 19.00 | 19.10 | 1.01 |
| | Agree | 69.00 | 72.00 | 1.04 |
| Having upscale, luxury items makes me feel better about myself | Disagree | 14.00 | 15.90 | 1.14 |
| | Can't Say | 28.00 | 31.80 | 1.14 |
| | Agree | 59.00 | 52.20 | 0.88 |
| My lifestyle revolves around my child(ren)'s activities | Disagree | 12.00 | 4.50 | 0.38 |
| | Can't Say | 30.00 | 43.30 | 1.44 |
| | Agree | 59.00 | 52.20 | 0.88 |
| I am a goal-oriented person | Disagree | 7.20 | 12.10 | 1.68 |
| | Can't Say | 18.80 | 26.10 | 1.39 |
| | Agree | 74.00 | 61.80 | 0.84 |
| I am a self-centered person | Disagree | 44.00 | 38.90 | 0.88 |
| | Can't Say | 22.00 | 20.40 | 0.93 |
| | Agree | 33.60 | 40.80 | 1.21 |

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

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

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