

APPENDIX 13

Frequency and Percentage Distribution of Respondents Having Various Facilities at Home According to Significant Variables.

Independent Variables	Availability of facilities at home					Total		
	More facilities		Less facilities		No facilities			
	f	%	f	%	f	%		
Respondents' occupational class						(N=714)		
Class I	10	1.4	6	25.1	2	0	16	100
Class II	45	64.7	8	15.1	0	0	53	100
Class III	217	30.1	177	35.5	5	1.4	301	100
Class IV	1	10.0	5	50.0	0	0	16	100
Husbands' occupational class						(N=187)		
Class I	75	71.2	27	25.0	0	0	107	100
Class II	12	10.8	16	10.7	2	1.1	51	100
Class III	105	57.5	75	43.5	2	1.1	182	100
Class IV	1	1.1	5	83.3	0	0	6	100
Respondents' income						(N=450)		
Lower	77	41.6	11	5.6	1	1.1	89	100
Lower middle	113	61.9	18	10.1	2	1.1	212	100
Upper middle	72	73.3	16	76.1	0	0	98	100
Higher	41	65.4	7	14.6	0	0	49	100

Continued Appendix 1*

Independent Variables	Availability of facilities at home								
	Other facilities			Free facilities			No facilities		
	n	%	%	n	%	%	n	%	%
<i>Husband's income</i>									(n=482)
Lower	0	27.2	20	74.1	2	1.7	27	100	
Lower middle	74	56.1	53	17.0	1	0.7	124	100	
Upper middle	62	46.7	51	25.0	2	1.5	127	100	
Higher	125	93.5	77	17.7	1	0.7	151	100	
<i>Respondent's qualification</i>									(n=450)
High school and below H.S.C.E.	4	7.8	2	4.4	0	0	17	100	
Passed	52	51.1	25	49.1	0	0	50	100	
Undergraduate	31	47.7	17	47.7	2	5.6	25	100	
Graduate	130	60.5	37	30.1	3	1.4	71	100	
Post Graduate	82	38.6	15	14.0	0	0	217	100	
<i>Husband's qualification</i>									(n=450)
High school and below H.S.C.E.	4	4.4	2	2.2	0	0	11	100	
Passed	7	26.6	12	65.5	0	0	19	100	
Undergraduate	25	55.6	13	29.6	2	4.4	45	100	
Graduate	130	57.1	20	40.2	1	0.4	237	100	
Post Graduate	107	42.9	15	21.6	2	1.4	133	100	

Cronbach's Alpha = .75

Independent Variables	Predictability of future sales								Total	
	Non-familiar		Less familiar		More familiar		Total			
	n	%	f	%	t	%	n	%		
Place of residence								(N=450)		
Own House	376	83.3	75	22.6	1	1.6	377	100		
Rented house	71	16.7	17	5.6	1	0.2	127	100		
Quarter	62	13.8	12	3.9	0	0.0	74	100		
User of equipment and software								(N=450)		
Overall areas of professional training										
More equipment	43	95.6	9	10.4	0	0	43	100		
Less equipment	240	100.0	30	89.6	5	11.1	305	100		