

ANNEXURE-I
INTERNET USER INDEX OF BARODA

VARIABLE	CATEGORY	%TOTAL SAMPLE	%HEAVY USERS	INTERNET USER INDEX
Age Group	Below 25 Years	31.5	39.3	1.24
	26-35 Years	32.3	35.3	1.09
	Over 36 Years	36.3	25.4	0.69
Marital Status	Unmarried	39.8	49.8	1.25
	Married	60.2	50.2	0.83
Type of Family	Nuclear	69.7	74.6	1.07
	Joint	30.3	25.4	0.83
Educational Qualifications	Graduation	12.5	60.7	4.85
	Post-graduation	27.1	33.8	1.24
	Doctorate	23	5.0	0.21
	Professional	7.9	.5	0.06
Daily Activities	Read Magazines Daily	45.0	41.3	0.91
	Read Newspapers Daily	77.7	77.1	0.99
	Watch TV Daily	70.9	83.6	1.17
	Listen Radio	64.9	76.1	1.17
	Go for walk	31.5	39.3	1.24
	Physical exercises	47.8	44.8	0.93
	Meet friends	45.8	47.3	1.03
	Meet relatives	22.7	23.4	1.03
	Meet Colleagues	61.0	56.2	0.92
Assets Owned	Home	80.1	80.1	1.00
	Car	31.1	28.9	0.92
	Color TV	96.0	97.3	1.01
	Refrigerator	84.5	85.6	1.01
	Washing	68.9	66.2	0.96
	Microwave	40.2	35.3	0.87
	OTG	8.8	10.9	1.23
	AC	31.5	24.4	0.77
	PC	71.3	74.1	1.03
	Laptop	41.4	36.8	0.88
	Camera	44.2	35.8	0.80
	Music system	65.3	66.7	1.02
	I-pod	15.1	18.9	1.25
	Mobile	78.1	77.6	0.99
	Landline	66.1	62.7	0.94
	Cable	61.0	66.2	1.08
Vehicle drive	Two Wheeler	68.5	70.6	1.03
	Four Wheeler	12.4	15.4	1.24
	Both	19.1	13.9	0.72
Member online community		25.49	39.3	1.54

Investment Priorities	LIC	62.1	51.2	0.82
	Mediclaime	42.2	57.7	1.36
	Shares	31.1	28.9	1.07
	Debentures	17.5	11.9	0.68
	MF	45.4	36.8	0.81
	House Insurance	1.59	11.4	7.16
	Other	25.89	6.0	0.23
	Post office	25.89	3.5	0.13
Annual Income	Up to Rs.90,000	7.56	9.5	1.25
	Rs1,35,001 - 1,80,000	9.96	12.4	1.24
	Rs 1, 80,001-3, 00,000	13.4	16.4	1.22
	More than Rs 3, 00,001	69.32	61.7	0.88
Cards	Debit card	66.1	72.6	1.09
	Credit	24.3	30.3	1.24
	None	7.2	9.0	1.25
Loan for	Home	47.8	35.8	0.74
	Car	25.4	21.9	0.86
	Two Wheeler	5.9	14.4	2.44
	Refrigerator	0.0	1.0	0.0
	Washing	0.0	0.0	0.0
	AC	6.3	1.0	0.15
	Computer/Laptop	23.8	5.0	0.21
	Music system	25.0	1.0	0.04
ISP	Mobile	0.0	1.5	0.0
	ISP Dial up	2.8	1.5	0.53
	BB Dial up	27.4	24.4	0.89
	cable	5.9	3.5	0.59
	BSNI	36.2	30.3	0.83
	Reliance	3.5	1.0	0.28
	Tata	21.9	11.4	0.52
	Not known	.0	.0	0.0
Access Internet from	Other	1.9	9.0	4.73
	Home	62.1	57.7	0.92
	College	4.3	5.5	1.27
	Cybercafé	17.5	21.9	1.25
	Workplace	45	41.3	0.91
	Business Place	7.9	10.0	1.26
	Office	27.8	34.8	1.25
	Other	3.9	5.0	1.28
Using internet since	Last 6 months	8.7	10.0	1.14
	>6 months < 1 Yr	13.5	15.9	1.17
	1 to 2 year	14.3	17.9	1.25
	2 to 4 year	44.6	31.8	0.71
	> 4 years	18.7	24.4	1.30
Duration	Less than half an Hour	35.85	29.9	0.83
	More Than half an Hour	31.47	39.3	1.24
	1 to 2 Hour	30.67	23.4	0.76
	More than 2 Hours	1.99	2.5	1.25

Information about Websites	Advertisements in Newspapers	9.9	12.4	1.25
	Advertisements on TV	22.8	28.4	1.24
	Ads Banners on the Home Page of the Website	31.0	1.5	0.04
	Hyper Links on the Home Page of the Websites	9.1	11.4	1.25
	Hyper Links through Search Engines	38.6	48.3	1.25
	Online Books	4.7	30.3	6.44
	Online Newspapers		28.4	
	Online Magazines	13.4	16.9	1.26
	Blogs	8.3	19.4	2.33
	Friends	29.8	37.3	1.25
	Family Members	17.9	53.2	2.97
	Colleagues	35.8	29.9	0.83
	Relatives	3.9	19.9	5.10
	Any other	1.9	2.5	1.31
	Use to collect Info	94.4	98.0	1.03
	To buy product online	13.5	16.9	1.25
	To avail online services	38.2	56.2	1.47
	send and receive e-mail	90	73.1	0.81
	chatting	29	41.3	1.42
	Internet telephony	33.9	42.3	1.24
Collection of Information	News	55.8	64.7	1.15
	Education	73.3	66.7	0.90
	Business	22.3	27.9	1.25
	Companies	36.3	45.3	1.24
	Government	21.5	26.9	1.25
	Economy	20.7	25.9	1.25
	Politics	2.0	2.5	1.25
	Weather	2.0	2.5	1.25
	Astrology	20.3	25.4	1.25
	Travel	42.6	43.3	1.01
	Fashion	19.5	24.4	1.25
	Sports	15.1	18.9	1.25
	Health	17.5	21.9	1.25
	Music	21.1	26.4	1.25
	Movies	11.6	14.4	1.24
	Videos	11.6	14.4	1.24
	Gaming	13.1	11.4	0.87
	Job	39.0	48.8	1.25
	Product	15.1	18.9	1.25
	Real Estate	8.0	10.0	1.25
	Matrimonial Search	8.4	10.4	1.23
	Community	13.5	16.9	1.25

Downloading Activities	Downloading Attachments	52.6	60.7	1.15
	Educational Study Material	71.7	69.7	0.97
	Software	38.2	47.8	1.25
	Screensavers	7.6	9.5	1.25
	Wallpapers	7.6	9.5	1.25
	Pictures	21.5	26.9	1.25
	Mobile Ring Tones	10.0	12.4	1.24
	Games	4.4	5.5	1.25
	Videos	19.9	24.9	1.25
	Music	19.5	24.4	1.25
	Movies	13.5	16.9	1.25
	Adult Content	0.0	0.0	0.0
Online Services	Buy non travel products	0.0	0.0	0.0
	Net banking	32.7	40.8	1.24
	Buy travel products tickets	36.3	45.3	1.24
	Online bill payment	33.9	42.3	1.24
	Online Movie tickets	.4	.5	1.25
	Online stock trading	29.1	36.3	1.24
	Check news	27.5	29.4	1.06
	Read Magazines	32.7	25.9	0.79
	Read Newspaper	25.9	27.4	1.05
	E greetings	16.3	15.4	0.94
	Online Insurance services	0.0	0.0	0.0
Online Buying	Computer hardware	7.6	9.5	1.25
	Computer software	7.6	9.5	1.25
	Games CDs	0.0	0.0	0.0
	Music CDs	0.0	0.0	0.0
	Magazines	4.0	5.0	1.25
	Newspaper	4.0	5.0	1.25
	Books	6.0	7.5	1.25
	Home	0.0	0.0	0.0
	Electronic appliances	0.0	0.0	0.0
	Cloths	0.0	0.0	0.0
	shoes	0.0	0.0	0.0
	Furniture	0.0	0.0	0.0
	Flowers	2.0	2.5	1.25
	Jewellery	7.6	9.5	1.25
	Gift items	0.0	0.0	0.0
	Sports Fitness	0.0	0.0	0.0
Response to TV Ad	Clicked a sponsored search ad	5.9	14.4	2.44
	Clicked a product/service mailer	.0	0.0	0.0
	Bought in a special promotion deal	5.0	7.5	1.3
	Clicked a banner ad	3.9	2.5	
	None of the above	96.7	0.0	0.0

problem of disconnection	Sometime	68.1	75.1	1.10
	Always	.0	0.0	0.0
	never	31.9	24.9	0.78
Computer gets hang up frequently	Sometime	60.6	65.7	1.08
	Always	11.6	9.5	0.81
	never	27.9	24.9	0.89
problem of downloading	Sometime	58.2	62.7	1.07
	Always	7.1	5.5	0.77
	never	34.5	31.8	0.92
problem of virus	Sometime	92	41.3	0.44
	Always	5.1	8.0	1.56
	never	2.3	50.7	22.04
problem of expiry of websites	Sometime	26.7	33.3	1.24
	Always	7.6	9.5	1.25
	never	65.7	57.2	0.87
problem of expiry of web Pages	Sometime	34.3	42.8	1.24
	Always	.0	0.0	0.0
	never	65.7	57.2	0.87
problem of website out look	Sometime	24.3	30.3	1.24
	Always	7.6	9.5	1.25
	never	68.1	60.2	0.88
Information on websites are not updated	Sometime	71.7	48.8	0.68
	Always	4.7	14.9	3.17
	never	22.7	36.3	1.59
Ad banners on web pages causes disturbances to me	Sometime	11.6	14.4	1.24
	Always	51.4	49.3	0.95
	never	37.1	36.3	0.97
problem of speed in Internet	Sometime	34.7	33.3	0.95
	Always	21.9	27.4	1.25
	never	43.4	39.3	0.90
problem of hacking of user account	Sometime	8.3	29.9	3.60
	Always	4.0	5.0	1.25
	never	91.6	65.2	0.71
I do not get necessary guidelines & support while surfing on Internet	Sometime	30.3	37.8	1.24
	Always	6.0	7.5	1.25
	never	63.7	54.7	0.85
ATI Internet is the best way of Communication	Disagree	6.0	7.5	1.25
	Can't Say	37.8	32.3	0.85
	Agree	56.2	60.2	1.07
Internet is ocean of knowledge	Disagree	11.6	14.4	1.24
	Can't Say	6.0	7.5	1.25
	Agree	82.5	78.1	0.94
Internet increases my level of awareness	Disagree	6.0	2.5	0.41
	Can't Say	17.5	21.9	1.25
	Agree	76.5	75.6	0.98
Internet is vital to my job	Disagree	30.3	22.9	0.75
	Can't Say	6.0	7.5	1.25
	Agree	63.7	69.7	1.09
Internet is vital to my life	Disagree	52.2	50.2	0.96
	Can't Say	13.9	7.5	0.53
	Agree	33.9	42.3	1.24

Internet helps me to achieve a balance between my life at work and home	Disagree	36.3	40.3	1.11
	Can't Say	49.8	42.3	0.84
	Agree	13.9	17.4	1.25
Internet is simple to use	Disagree	4.0	.0	0.0
	Can't Say	10.0	7.5	0.75
	Agree	86.1	92.5	1.07
Internet is easy to use	Disagree	7.6	9.5	1.25
	Can't Say	19.9	10.0	0.50
	Agree	72.5	80.6	1.11
Internet is economical to use	Disagree	6.0	.0	0.0
	Can't Say	17.5	26.4	1.50
	Agree	76.5	73.6	0.96
Internet is helpful in getting information	Disagree	4.0	.0	0.0
	Can't Say	15.9	10.0	0.62
	Agree	80.1	90.0	1.12
Internet saves time	Disagree	4.0	5.0	1.25
	Can't Say	31.1	28.9	0.92
	Agree	64.9	66.2	1.02
Internet is reliable	Disagree	23.9	24.9	1.04
	Can't Say	21.5	21.9	1.01
	Agree	54.6	53.2	0.97
Work done on Internet is fully secured	Disagree	36.3	40.3	1.11
	Can't Say	31.5	39.3	1.24
	Agree	32.3	20.4	0.63
Internet is essential to communicate with my family and friends	Disagree	36.3	12.4	0.34
	Can't Say	49.8	32.8	0.65
	Agree	13.9	54.7	3.93
I trust the news I read on the Internet.	Disagree	12.4	15.4	1.24
	Can't Say	37.5	36.8	0.98
	Agree	50.2	47.8	0.95
Internet reduces the distance barriers for us	Disagree	.0	.0	0.0
	Can't Say	31.5	24.4	0.77
	Agree	68.5	75.6	1.10
Use of Internet is waste of time	Disagree	68.1	75.1	1.10
	Can't Say	31.5	24.4	0.77
	Agree	.4	.5	1.25
Use of Internet is waste of money	Disagree	62.5	68.2	1.09
	Can't Say	25.5	21.9	0.85
	Agree	12.0	10.0	0.83
Internet ruins an individual	Disagree	40.6	50.7	1.24
	Can't Say	53.0	41.3	0.77
	Agree	6.4	8.0	1.25
Internet increases level of confidence	Disagree	12.0	14.9	1.24
	Can't Say	33.1	31.3	0.94
	Agree	55.0	53.7	0.97
It is difficult to imagine life without the Internet	Disagree	39.4	39.3	0.99
	Can't Say	15.9	14.9	0.93
	Agree	44.6	45.8	1.02
Internet helps me to decide products/brands that I want to buy	Disagree	26.3	22.9	0.87
	Can't Say	41.4	36.8	0.88
	Agree	32.3	40.3	1.24

I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	Disagree	13.9	12.4	0.89
	Can't Say	79.2	54.2	0.68
	Agree	26.7	33.3	1.24
Information Technology is an essential part of my life	Disagree	9.2	6.5	0.70
	Can't Say	12.0	14.9	1.24
	Agree	78.9	78.6	0.99
Information Technology brings fun to my life	Disagree	27.8	.0	0.0
	Agree	41	71.1	1.73
I am dependent on Information Technology	Disagree	13.9	7.5	0.53
	Can't Say	25.1	26.4	1.05
	Agree	61.0	66.2	1.08
Wireless technology has made my life easier	Disagree	20.0	8.5	.42
	Can't Say	76.0	19.9	.26
	Agree	4.0	71.6	17.9
Information Technology makes life better	Disagree	1.2	1.5	1.25
	Can't Say	20.7	20.9	1.00
	Agree	78.1	77.6	0.99
Information Technology changes so fast that it is hard to keep up with it	Disagree	14.3	12.9	0.90
	Can't Say	33.1	31.3	0.94
	Agree	52.6	55.7	1.05
I cannot imagine life without computers	Disagree	17.5	21.9	1.25
	Can't Say	18.3	17.9	0.97
	Agree	64.1	60.2	0.93
Awareness of computer has become important for children also	Disagree	.0	.0	0.0
	Can't Say	23.5	19.4	0.82
	Agree	76.5	80.6	1.05
I am happy with who I am	Disagree	.0	.0	0.0
	Can't Say	15.5	14.4	0.92
	Agree	84.5	85.6	1.01
I try to improve myself	Disagree	.0	.0	0.0
	Can't Say	14	38.8	2.77
	Agree	80	61.2	0.76
I can make a difference in protecting the environment	Disagree	24.3	.5	0.02
	Can't Say	13.4	26.9	2.00
	Agree	62.4	72.6	1.16
I am willing to spend more money on environmentally friendly products	Disagree	2.0	2.5	1.25
	Can't Say	29.5	31.8	1.07
	Agree	68.5	65.7	0.95
I have confidence in the economy of India	Disagree	7.6	9.5	1.25
	Can't Say	32.3	25.4	0.78
	Agree	60.2	65.2	1.08
It is becoming difficult to stay in touch with my friends and family	Disagree	33.9	42.3	1.24
	Can't Say	41.8	32.3	0.77
	Agree	24.3	25.4	1.04
Many times I buy those things which I cannot really afford	Disagree	47.0	43.8	0.93
	Can't Say	32.3	30.3	0.93
	Agree	20.7	25.9	1.25
The future offers more and new possibilities	Disagree	1.6	2.0	1.25
	Can't Say	26.7	23.4	0.87
	Agree	71.7	74.6	1.04

I am good at what I do	Disagree	6.4	8.0	1.25
	Can't Say	17.1	21.4	1.25
	Agree	76.5	70.6	0.92
I believe price is the best indicator of quality	Disagree	37.8	20.4	0.53
	Can't Say	29.8	56.7	1.90
	Agree	34.3	22.9	0.66
I prefer products made in my own country	Disagree	15.5	19.4	1.25
	Can't Say	31.5	29.4	0.93
	Agree	53.0	51.2	0.96
I try to avoid surprises in life	Disagree	32.3	40.3	1.24
	Can't Say	41.4	31.8	0.76
	Agree	26.3	27.9	1.06
I believe movies and TV present violence as an acceptable part of society	Disagree	11.9	20.9	1.75
	Can't Say	35.4	23.4	0.66
	Agree	52.6	55.7	1.05
I believe that the media provide me with a fair report of current events	Disagree	25.5	31.8	1.24
	Can't Say	23.5	24.4	1.03
	Agree	51.0	43.8	0.85
I rarely look back on the past; the present and future are more important	Disagree	18.7	18.4	0.98
	Can't Say	7.2	9.0	1.25
	Agree	74.1	72.6	0.97
Mental growth is more important to me than material growth	Disagree	2.8	3.5	1.25
	Can't Say	31.5	34.3	1.08
	Agree	65.7	62.2	0.94
I distrust companies that make a lot of noise about their caring social attitude	Disagree	25.1	31.3	1.24
	Can't Say	46.2	32.8	0.70
	Agree	28.7	35.8	1.24
I feel confident in my ability to be successful	Disagree	6.0	7.5	1.25
	Can't Say	21.1	16.4	0.77
	Agree	72.9	76.1	1.04
Having upscale, luxury items makes me feel better about myself	Disagree	16.7	15.9	0.95
	Can't Say	29.1	26.4	0.90
	Agree	54.2	57.7	1.06
My lifestyle revolves around my child(ren)'s activities	Disagree	8.7	4.5	0.51
	Can't Say	31.8	38.3	1.20
	Agree	59.3	57.2	0.96
I am a goal-oriented person	Disagree	11.2	9.0	0.80
	Can't Say	20.7	25.9	1.25
	Agree	68.1	65.2	0.95
I am a self-centered person	Disagree	43.4	39.3	0.90
	Can't Say	21.9	17.4	0.79
	Agree	34.7	43.3	1.24
I enjoy taking risks	Disagree	25.1	16.4	0.65
	Can't Say	18.7	23.4	1.25
	Agree	56.2	60.2	1.07
I believe that I am influential in my community	Disagree	12.0	10.0	0.83
	Can't Say	29.5	21.9	0.74
	Agree	58.6	68.2	1.16
I consider myself to be an innovator	Disagree	13.1	16.4	1.25
	Can't Say	33.1	26.4	0.79
	Agree	53.8	57.2	1.06

Many times I try to do more than one thing at the same time	Disagree	37.8	.5	0.01
	Can't Say	16.7	20.9	1.25
	Agree	45.4	78.6	0.16
If I do not write something down, I forget that easily	Disagree	31.1	23.9	0.76
	Can't Say	22.3	22.9	1.02
	Agree	46.6	53.2	1.14
I need to manage my time more efficiently	Disagree	16.7	20.9	1.25
	Can't Say	33.5	36.8	1.09
	Agree	49.8	42.3	0.84
I am able to afford the things that are important to me	Disagree	.0	.0	0.0
	Can't Say	14.3	17.9	1.25
	Agree	85.7	82.1	0.95
I am in excellent physical condition	Disagree	7.2	9.0	1.25
	Can't Say	21.9	22.4	1.02
	Agree	70.9	68.7	0.96
I enjoy a good family life	Disagree	.4	.5	1.25
	Can't Say	16.3	20.4	1.25
	Agree	83.3	79.1	0.94
I am in control of my life	Disagree	17.5	16.9	0.96
	Can't Say	15.5	19.4	1.25
	Agree	66.9	63.7	0.95
I am satisfied with my life	Disagree	7.17	12.9	1.79
	Can't Say	37.8	42.3	1.11
	Agree	54.8	44.8	0.81
I use to buy expensive clothing	Disagree	61.8	52.2	0.84
	Can't Say	11.6	14.4	1.24
	Agree	26.7	33.3	1.24
I like going on expensive vacations	Disagree	62.5	53.2	0.85
	Can't Say	9.9	24.9	2.51
	Agree	27.4	21.9	0.79
I like having expensive jewelry/watches	Disagree	55.0	48.8	0.88
	Can't Say	25.1	26.4	1.05
	Agree	19.9	24.9	1.25
I like dining at "in" restaurants	Disagree	23.9	29.9	1.25
	Can't Say	15.5	14.4	0.92
	Agree	60.6	55.7	0.91
I like shopping at prestigious stores	Disagree	26.7	28.4	1.06
	Can't Say	28.7	25.9	0.90
	Agree	44.6	45.8	1.02
I like to be tidy and attractive	Disagree	2.4	3.0	1.25
	Can't Say	24.7	25.9	1.04
	Agree	72.9	71.1	0.97
I like to watch TV advertising	Disagree	30.7	27.9	0.90
	Can't Say	21.1	11.9	0.56
	Agree	48.2	60.2	1.24
I usually fast forward through the advertisements when watching a recorded show	Disagree	11.1	9.5	0.85
	Can't Say	36.4	35.3	0.96
	Agree	48.8	55.2	1.13
I trust the news that I watch on TV	Disagree	19.1	23.9	1.25
	Can't Say	39.8	34.8	0.87
	Agree	41.0	41.3	1.00

I rarely change channel when a commercial comes on during a TV show I am interested in	Disagree	34.62	26.4	0.76
	Can't Say	49.4	41.8	0.84
	Agree	16.3	31.8	1.95
I prefer to get all my shopping done in one large supermarket	Disagree	25.9	27.4	1.05
	Can't Say	21.9	27.4	1.25
	Agree	52.2	45.3	0.86
I often switch brands because of bargains/special offers	Disagree	31.5	34.3	1.08
	Can't Say	20.7	25.9	1.25
	Agree	47.8	39.8	0.83
I like try/taste samples of products demonstrated	Disagree	20.7	20.9	1.00
	Can't Say	32.7	30.8	0.94
	Agree	46.6	48.3	1.03
I will go out of my way to shop where I can save money	Disagree	37.5	36.8	0.98
	Can't Say	23.5	24.4	1.03
	Agree	39.0	38.8	0.99
Supermarket private label offer same quality as known brands	Disagree	40.6	10.4	0.25
	Can't Say	21.54	47.8	2.21
	Agree	33.8	41.8	1.23
I enjoy trying new products even if I'm not sure I'll like it	Disagree	36.4	30.3	0.83
	Can't Say	30	32.3	1.07
	Agree	33.8	37.3	1.10
I always try to buy fat-free/low fat version of a product	Disagree	21.9	9.5	0.43
	Can't Say	29.8	39.8	1.33
	Agree	53.6	50.7	0.94
Worth paying a little more for higher quality food products	Disagree	.0	.0	0.0
	Can't Say	7.9	10.0	1.26
	Agree	92.4	90.0	0.97
Once I found a brand I like, I stick with it	Disagree	19.9	24.9	1.25
	Can't Say	12.7	15.9	1.25
	Agree	67.3	59.2	0.87
I look for nutritionally fortified food products	Disagree	4.7	.0	0.0
	Can't Say	24.4	36.3	1.48
	Agree	71.8	63.7	0.88
I often use the nutritional labels on food to help me select.	Disagree	15.1	9.0	0.59
	Can't Say	30.2	37.8	1.25
	Agree	54.8	53.2	0.97
I often buy items thought of as organic foods	Disagree	8.8	10.9	1.23
	Can't Say	49.8	52.2	1.04
	Agree	41.4	36.8	0.88
I prefer to buy food items that help me manage my weight	Disagree	39.2	4.0	0.10
	Can't Say	29	46.	1.59
	Agree	32	49.	1.55
I want to buy what my kids ask for	Disagree	14.7	15.4	1.04
	Can't Say	31	42.3	1.36
	Agree	54.1	42.3	0.78
I look for food products my kids can fix themselves	Disagree	33.4	21.9	0.65
	Can't Say	41.8	52.2	1.24
	Agree	24.7	25.9	1.04
I look for certain foods solely for health reasons	Disagree	12.7	.0	0.0
	Can't Say	6.7	24.4	3.64