

ANNEXURE-IV
INTERNET USER INDEX OF RAJKOT

VARIABLE	CATEGORY	%TOTAL SAMPLE	%HEAVY USERS	INTERNET USER INDEX
Age Group	Below 25 Years	17.10	32.70	1.91
	26-35 Years	36.00	44.50	1.24
	Over 36 Years	46.90	22.70	0.48
Marital Status	Unmarried	31.10	49.10	1.58
	Married	68.90	49.10	0.71
Type of Family	Nuclear	68.50	71.80	1.05
	Joint	31.50	28.20	0.90
Educational Qualifications	Graduation	50.00	59.10	1.18
	Post-graduation	38.70	40.00	1.03
	Doctorate	4.50	0.00	0.00
	Professional	6.75	0.90	0.13
Daily Activities	Read Magazines Daily	43.70	43.60	1.00
	Read Newspapers Daily	74.30	80.00	1.08
	Watch TV Daily	73.40	90.00	1.23
	Listen Radio	63.50	76.40	1.20
	Go for walk	35.10	46.40	1.32
	Physical exercises	44.10	55.50	1.26
	Meet friends	45.50	59.10	1.30
	Meet relatives	28.40	28.20	0.99
	Meet Colleagues	53.20	64.50	1.21
Assets owned	Home	77.90	80.90	1.04
	Car	32.00	19.10	0.60
	Color TV	95.50	90.90	0.95
	Refrigerator	85.60	80.00	0.93
	Washing	70.30	72.70	1.03
	Microwave	42.30	39.10	0.92
	OTG	12.20	0.90	0.07
	AC	32.90	15.50	0.47
	PC	67.60	82.70	1.22
	Laptop	41.00	40.90	1.00
	Camera	47.30	41.80	0.88
	Music system	68.00	61.80	0.91
	I-pod	13.10	23.60	1.80
	Mobile	80.20	74.50	0.93
	Landline	67.10	60.90	0.91
	Cable	65.80	67.30	1.02
Vehicle drive	Two Wheeler	69.40	78.20	1.13
	Four Wheeler	9.00	3.60	0.40
	Both	19.40	18.20	0.94
Member online community		9.09	40.90	4.50

Investment Priorities	LIC	65.30	52.70	0.81
	Mediclaim	65.80	54.50	0.83
	Shares	27.90	28.20	1.01
	Debentures	14.40	14.50	1.01
	MF	44.10	42.70	0.97
	House Insurance	21.60	0.13	0.01
	Other	2.30	3.60	1.57
	Post office	7.70	3.60	0.47
Annual Income	Up to Rs.90,000	7.00	3.60	0.51
	Rs1,35,001 - 1,80,000	31.50	0.00	0.00
	Rs 1, 80,001-3,00,000	22.20	16.40	0.74
	More than Rs 3,00,001	20.70	72.70	3.51
Cards	Debit card	62.00	75.50	1.22
	Credit	23.00	20.90	0.91
	None	6.30	2.70	0.43
Lone for	Home	18.00	29.10	1.62
	Car	19.30	29.10	1.51
	Two Wheeler	17.40	18.20	1.05
	Refrigerator	0.00	0.00	0.00
	Washing	0.00	0.00	0.00
	AC	0.00	1.80	0.00
	Computer/Laptop	9.50	0.90	0.09
	Music system	0.00	0.00	0.00
	Mobile	0.00	0.00	0.00
ISP	ISP Dial up	4.50	0.00	0.00
	BB Dial up	23.40	33.60	1.44
	cable	3.60	2.70	0.75
	BSNI	18.90	31.80	1.68
	Reliance	3.40	0.90	0.26
	Tata	22.50	1.80	0.08
	Not known	2.70	0.00	0.00
	Other	5.80	11.80	2.03
Access Internet From	Home	65.70	64.50	0.98
	College	4.50	0.00	0.00
	Cybercafé	13.50	23.60	1.75
	Workplace	40.40	38.20	0.95
	Business Place	5.40	10.90	2.02
	Office	20.00	44.50	2.23
	Other	3.50	6.40	1.83
Using internet since	Last 6 months	19.20	11.80	0.61
	More than 6 months but Less than 1 year	22.90	8.20	0.36
	1 to 2 year	18.80	3.60	0.19
	2 to 4 year	20.60	41.80	2.03
	More than 4 years	17.50	34.50	1.97
Duration	Less than half an Hour	42.34	31.80	0.75
	More Than half an Hour	29.72	46.40	1.56
	1 to 2 Hour	26.57	19.10	0.72
	More than 2 Hours	1.35	2.70	2.00
	Any other		0.00	

Information about websites	Advertisements in Newspapers	14.40	14.50	1.01
	Advertisements on TV	21.60	25.50	1.18
	Ads Banners on the Home Page of the Website	1.30	0.01	0.01
	Hyper Links on the Home Page of the Websites	7.20	14.50	2.01
	Hyper Links through Search Engines	34.20	49.10	1.44
	Online Books	9.40	23.60	2.51
	Online Newspapers		27.30	#DIV/0!
	Online Magazines	12.60	15.50	1.23
	Blogs	4.50	17.30	3.84
	Friends	25.60	43.60	1.70
	Family Members	20.20	53.60	2.65
	Colleagues	35.10	25.50	0.73
	Relatives	13.60	25.50	1.88
	Any other	1.30	0.00	0.00
Generic Use of Internet	Use to collect Info	90.10	98.20	1.09
	To buy product online	17.60	23.60	1.34
	To avail online services	44.60	60.90	1.37
	send and receive e-mail	56.80	71.80	1.26
	chatting	32.40	52.70	1.63
	Internet telephony	29.70	45.50	1.53
Collection of Information	News	48.60	83.60	1.72
	Education	64.90	60.90	0.94
	Business	17.60	33.60	1.91
	Companies	30.20	57.30	1.90
	Government	18.90	38.20	2.02
	Economy	16.20	30.90	1.91
	Politics	1.40	2.70	1.93
	Weather	1.40	2.70	1.93
	Astrology	20.70	25.50	1.23
	Travel	37.40	35.50	0.95
	Fashion	13.50	20.90	1.55
	Sports	10.80	21.80	2.02
	Health	14.00	23.60	1.69
	Music	18.90	25.50	1.35
	Movies	9.50	17.30	1.82
	Videos	9.00	13.60	1.51
	Gaming	13.10	12.70	0.97
	Job	31.10	61.80	1.99
	Product	11.70	23.60	2.02
	Real Estate	6.80	11.80	1.74
	Matrimonial Search	6.30	91.00	14.44
	Community	9.50	19.10	2.01
Downloading Activities	Downloading Attachments	42.80	72.70	1.70
	Educational Study Material	65.80	71.80	1.09
	Software	27.90	56.40	2.02
	Screensavers	5.40	10.90	2.02
	Wallpapers	7.20	10.90	1.51
	Pictures	18.90	34.50	1.83

	Mobile Ring Tones	7.20	10.90	1.51
	Games	3.20	0.00	0.00
	Videos	14.90	21.80	1.46
	Music	16.20	29.10	1.80
	Movies	10.40	19.10	1.84
	Adult Content	0.00	0.00	0.00
Online Services	Buy non travel products	0.00	0.00	0.00
	Net banking	27.00	42.70	1.58
	Buy travel products tickets	34.20	43.60	1.27
	Online bill payment	27.00	40.90	1.51
	Online Movie tickets	2.30	0.90	0.39
	Online stock trading	22.50	35.50	1.58
	Check news	23.00	37.30	1.62
	Read Magazines	27.90	25.50	0.91
	Read Newspaper	23.40	26.40	1.13
	E greetings	16.20	19.10	1.18
	Online Insurance services	0.50	0.00	0.00
Online Buying	Computer hardware	7.20	14.50	2.01
	Computer software	7.20	14.50	2.01
	Games CDs	1.80	3.60	2.00
	Music CDs	1.80	3.60	2.00
	Magazines	6.30	3.60	0.57
	Newspaper	6.30	3.60	0.57
	Books	7.70	3.60	0.47
	Home	1.80	3.60	2.00
	Electronic appliances	0.50	0.90	1.80
	Cloths	0.50	0.90	1.80
	shoes	0.00	0.00	0.00
	Furniture	0.00	0.00	0.00
	Flowers	1.40	0.00	0.00
	Jewellery	5.40	10.90	2.02
	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	1.30	17.30	13.31
	Clicked a product service mailer	0.40	0.90	2.25
	Bought in a special promotion deal	3.10	9.10	2.94
	Clicked a banner ad	1.80	3.60	2.00
	None of the above	77.40	0.90	0.01
problem of disconnection	Sometime	92.70	69.10	0.75
	Always	0.40	0.01	0.02
	never	6.70	30.00	4.48
Computer gets hang up frequently	Sometime	91.80	58.20	0.63
	Always	5.40	11.80	2.19
	never	2.70	30.00	11.11
problem of downloading	Sometime	91.80	61.80	0.67
	Always	3.60	0.90	0.25
	never	41.90	37.30	0.89

problem of virus	Sometime	42.30	34.50	0.82
	Always	36.00	6.40	0.18
	never	6.70	59.10	8.82
problem of expiry of websites	Sometime	24.30	30.00	1.23
	Always	5.90	11.80	2.00
	never	69.80	58.20	0.83
problem of expiry of web Pages	Sometime	65.60	41.80	0.64
	Always	29.70	0.90	0.03
	never	0.50	57.30	114.60
problem of website out look	Sometime	22.50	30.00	1.33
	Always	5.90	11.80	2.00
	never	71.60	58.20	0.81
Information on websites are not updated	Sometime	46.40	42.70	0.92
	Always	10.40	18.20	1.75
	never	43.20	39.10	0.91
Ad banners on web pages causes disturbances to me	Sometime	12.20	19.10	1.57
	Always	49.50	41.80	0.84
	Never	38.30	39.10	1.02
problem of speed in Internet	Sometime	40.10	36.40	0.91
	Always	19.80	20.90	1.06
	Never	40.10	42.70	1.06
problem of hacking of user account	Sometime	22.50	35.50	1.58
	Always	0.00	10.00	
	Never	77.50	54.50	0.70
I do not get necessary guidelines & support while surfing on Internet	Sometime	28.80	29.10	1.01
	Always	6.30	10.00	1.59
	Never	64.90	60.90	0.94
Internet is the best way of Communication	Disagree	0.00	0.00	
	Can't Say	4.50	9.10	2.02
	Agree	95.50	90.90	0.95
Internet is ocean of knowledge	Disagree	58.10	40.00	0.69
	Can't Say	25.70	27.30	1.06
	Agree	16.20	32.70	2.02
Internet increases my level of awareness	Disagree	24.30	23.60	0.97
	Can't Say	54.10	53.60	0.99
	Agree	21.60	22.70	1.05
Internet is vital to my job	Disagree	9.90	18.20	1.84
	Can't Say	48.60	43.60	0.90
	Agree	41.40	38.20	0.92
Internet is vital to my life	Disagree	8.10	14.50	1.79
	Can't Say	22.10	36.40	1.65
	Agree	69.80	49.10	0.70
Internet helps me to achieve a balance between my life at work and home	Disagree	0.90	0.90	1.00
	Can't Say	15.80	14.50	0.92
	Agree	83.30	84.50	1.01
Internet is simple to use	Disagree	22.10	38.20	1.73
	Can't Say	66.20	50.00	0.76
	Agree	11.70	11.80	1.01
Internet is easy to use	Disagree	26.60	38.20	1.44
	Can't Say	47.70	39.10	0.82
	Agree	25.70	22.70	0.88

Internet is economical to use	Disagree	11.30	16.40	1.45
	Can't Say	63.50	50.00	0.79
	Agree	25.20	33.60	1.33
Internet is helpful in getting information	Disagree	62.60	66.40	1.06
	Can't Say	22.10	32.70	1.48
	Agree	15.30	0.90	0.06
Internet saves time	Disagree	41.40	42.70	1.03
	Can't Say	27.00	14.50	0.54
	Agree	31.50	42.70	1.36
Internet is reliable	Disagree	36.00	32.70	0.91
	Can't Say	23.00	24.50	1.07
	Agree	41.00	42.70	1.04
Work done on Internet is fully secured	Disagree	31.50	18.20	0.58
	Can't Say	7.70	2.70	0.35
	Agree	60.80	79.10	1.30
Internet is essential to communicate with my family and friends	Disagree	9.90	15.50	1.57
	Can't Say	31.5	38.20	12.12
	Agree	58.60	46.40	0.79
I trust the news I read on the Internet.	Disagree	5.90	9.10	1.54
	Can't Say	44.10	40.90	0.93
	Agree	50.00	50.00	1.00
Internet reduces the distance barriers for us	Disagree	43.20	39.10	0.91
	Can't Say	24.30	30.00	1.23
	Agree	32.40	30.90	0.95
Use of Internet is waste of time	Disagree	0.00	0.00	
	Can't Say	0.50	0.90	1.80
	Agree	99.50	99.10	1.00
Use of Internet is waste of money	Disagree	0.00	0.00	
	Can't Say	10.40	11.80	1.13
	Agree	89.60	88.20	0.98
Internet ruins an individual	Disagree	0.50	0.90	1.80
	Can't Say	5.90	0.00	0.00
	Agree	93.70	99.10	1.06
Internet increases level of confidence	Disagree	34.70	22.70	0.65
	Can't Say	23.40	16.40	0.70
	Agree	41.90	60.90	1.45
It is difficult to imagine life without the Internet	Disagree	2.70	0.90	0.33
	Can't Say	43.20	40.90	0.95
	Agree	54.10	58.20	1.08
Internet helps me to decide products/brands that I want to buy	Disagree	0.50	0.90	1.80
	Can't Say	25.70	39.10	1.52
	Agree	73.90	60.00	0.81
I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase	Disagree	6.80	6.40	0.94
	Can't Say	15.80	19.10	1.21
	Agree	77.50	74.50	0.96
Information Technology is an essential part of my life	Disagree	41.90	28.20	0.67
	Can't Say	36.00	56.40	1.57
	Agree	22.10	15.50	0.70
Information Technology brings fun to my life	Disagree	12.20	19.10	1.57
	Can't Say	57.70	56.40	0.98
	Agree	30.20	24.50	0.81

I am dependent on Information Technology	Disagree	33.30	24.50	0.74
	Can't Say	29.30	48.20	1.65
	Agree	37.40	27.30	0.73
Information Technology makes life better	Disagree	6.70	30.90	4.61
	Can't Say	43.20	43.60	1.01
	Agree	50.00	25.50	0.51
Information Technology changes so fast that it is hard to keep up with it	Disagree	17.60	26.40	1.50
	Can't Say	40.10	25.50	0.64
	Agree	42.30	48.20	1.14
I cannot imagine life without computers	Disagree	49	21.80	0.44
	Can't Say	29.70	28.20	0.95
	Agree	31.10	50.00	1.61
Awareness of computer has become important for children also	Disagree	47.30	35.50	0.75
	Can't Say	30.60	38.20	1.25
	Agree	22.10	26.40	1.19
I am happy with who I am	Disagree	17.50	54.50	3.11
	Can't Say	33.80	30.90	0.91
	Agree	48.60	14.50	0.30
I try to improve myself	Disagree	40.10	34.50	0.86
	Can't Say	30.20	18.20	0.60
	Agree	69.70	47.30	0.68
I can make a difference in protecting the environment	Disagree	37.80	30.00	0.79
	Can't Say	40.10	35.50	0.89
	Agree	22.10	34.50	1.56
I am willing to spend more money on environmentally friendly products	Disagree	19.40	24.50	1.26
	Can't Say	53.20	39.10	0.73
	Agree	27.50	36.40	1.32
I have confidence in the economy of India	Disagree	15.30	30.00	1.96
	Can't Say	47.70	33.60	0.70
	Agree	36.90	36.40	0.99
It is becoming difficult to stay in touch with my friends and family	Disagree	1.40	1.80	1.29
	Can't Say	26.60	21.80	0.82
	Agree	72.10	76.40	1.06
Many times I buy those things which I cannot really afford	Disagree	2.70	3.60	1.33
	Can't Say	16.70	23.60	1.41
	Agree	80.60	72.70	0.90
The future offers more and new possibilities	Disagree	15.80	17.30	1.09
	Can't Say	58.10	53.60	0.92
	Agree	26.10	29.10	1.11
I am good at what I do	Disagree	33.70	40.90	1.21
	Can't Say	38.70	25.50	0.66
	Agree	27.40	33.60	1.23
I believe price is the best indicator of quality	Disagree	5.90	0.90	0.15
	Can't Say	38.30	12.70	0.33
	Agree	55.90	86.40	1.55
I prefer products made in my own country	Disagree	23.40	23.60	1.01
	Can't Say	30.20	24.50	0.81
	Agree	46.40	51.80	1.12
I try to avoid surprises in life	Disagree	9.50	3.60	0.38
	Can't Say	16.70	10.90	0.65
	Agree	73.90	85.50	1.16

I believe movies and TV present violence as an acceptable part of society	Disagree	14.00	13.60	0.97
	Can't Say	34.70	28.20	0.81
	Agree	51.40	58.20	1.13
I believe that the media provide me with a fair report of current events	Disagree	8.60	7.30	0.85
	Can't Say	45.90	23.60	0.51
	Agree	45.50	69.10	1.52
I rarely look back on the past; the present and future are more important	Disagree	15.30	21.80	1.42
	Can't Say	60.40	50.90	0.84
	Agree	24.30	27.30	1.12
Mental growth is more important to me than material growth	Disagree	23.40	22.70	0.97
	Can't Say	47.70	29.10	0.61
	Agree	28.80	48.20	1.67
I distrust companies that make a lot of noise about their caring social attitude	Disagree	8.10	7.30	0.90
	Can't Say	17.60	18.20	1.03
	Agree	74.30	74.50	1.00
I feel confident in my ability to be successful	Disagree	51.80	58.20	1.12
	Can't Say	23.40	10.00	0.43
	Agree	24.80	31.80	1.28
Having upscale, luxury items makes me feel better about myself	Disagree	35.60	31.80	0.89
	Can't Say	21.60	18.20	0.84
	Agree	42.80	50.00	1.17
My lifestyle revolves around my child(ren)'s activities	Disagree	34.20	25.50	0.75
	Can't Say	34.20	20.00	0.58
	Agree	31.50	54.50	1.73
I am a goal-oriented person	Disagree	37.40	20.90	0.56
	Can't Say	36.00	38.20	1.06
	Agree	26.60	40.90	1.54
I am a self-centered person	Disagree	10.80	17.30	1.60
	Can't Say	24.30	25.50	1.05
	Agree	64.90	57.30	0.88
I enjoy taking risks	Disagree	8.10	2.70	0.33
	Can't Say	43.20	54.50	1.26
	Agree	48.60	42.70	0.88
I believe that I am influential in my community	Disagree	13.50	21.80	1.61
	Can't Say	35.60	41.80	1.17
	Agree	50.90	36.40	0.72
I consider myself to be an innovator	Disagree	17.60	30.00	1.70
	Can't Say	31.50	33.60	1.07
	Agree	50.90	36.40	0.72
Many times I try to do more than one thing at the same time	Disagree	83.20	40.00	0.48
	Can't Say	26.60	31.80	1.20
	Agree	57.70	28.20	0.49
If I do not write something down, I forget that easily	Disagree	46.40	12.70	0.27
	Can't Say	11.30	35.50	3.14
	Agree	31.50	51.80	1.64
I need to manage my time more efficiently	Disagree	4.10	7.30	1.78
	Can't Say	54.10	31.80	0.59
	Agree	41.90	60.90	1.45
I am able to afford the things that are important to me	Disagree	5.40	49.10	9.09
	Can't Say	35.10	26.40	0.75
	Agree	59.40	24.50	0.41

I am in excellent physical condition	Disagree	36.50	26.40	0.72
	Can't Say	38.70	33.60	0.87
	Agree	24.80	40.00	1.61
I enjoy a good family life	Disagree	1.30	41.80	32.15
	Can't Say	37.80	31.80	0.84
	Agree	60.80	26.40	0.43
I am in control of my life	Disagree	49.10	43.60	0.89
	Can't Say	21.60	20.00	0.93
	Agree	29.30	36.40	1.24
I am satisfied with my life	Disagree	42.80	40.00	0.93
	Can't Say	17.60	1.80	0.10
	Agree	39.60	58.20	1.47
I use to buy expensive clothing	Disagree	11.30	18.20	1.61
	Can't Say	15.80	16.40	1.04
	Agree	73.00	65.50	0.90
I like going on expensive vacations	Disagree	2.30	0.00	0.00
	Can't Say	17.60	20.90	1.19
	Agree	80.20	79.10	0.99
I like having expensive jewelry/watches	Disagree	0.90	1.80	2.00
	Can't Say	20.70	22.70	1.10
	Agree	78.40	75.50	0.96
I like dining at "in" restaurants	Disagree	2.30	4.50	1.96
	Can't Say	62.20	52.70	0.85
	Agree	35.60	42.70	1.20
I like shopping at prestigious stores	Disagree	14.40	29.10	2.02
	Can't Say	36.00	29.10	0.81
	Agree	49.50	41.80	0.84
I like to be tidy and attractive	Disagree	16.20	24.50	1.51
	Can't Say	56.80	40.00	0.70
	Agree	27.00	35.50	1.31
I like to watch TV advertising	Disagree	18.50	32.70	1.77
	Can't Say	27.00	30.90	1.14
	Agree	54.50	36.40	0.67
I usually fast forward through the advertisements when watching a recorded show	Disagree	8.90	6.40	0.72
	Can't Say	48.60	40.00	0.82
	Agree	42.30	53.60	1.27
I trust the news that I watch on TV	Disagree	2.70	5.50	2.04
	Can't Say	41.90	22.70	0.54
	Agree	55.40	71.80	1.30
I rarely change channel when a commercial comes on during a TV show I am interested in	Disagree	10.40	16.40	1.58
	Can't Say	12.60	12.70	1.01
	Agree	77.00	70.90	0.92
I prefer to get all my shopping done in one large supermarket	Disagree	4.10	3.60	0.88
	Can't Say	55.90	25.50	0.46
	Agree	40.10	70.90	1.77
I often switch brands because of bargains/special offers	Disagree	16.70	12.70	0.76
	Can't Say	39.60	13.60	0.34
	Agree	43.70	73.60	1.68
I like try/taste samples of products demonstrated	Disagree	10.40	16.40	1.58
	Can't Say	36.90	22.70	0.62
	Agree	52.70	60.90	1.16

I will go out of my way to shop where I can save money	Disagree	8.10	2.70	0.33
	Can't Say	37.40	16.40	0.44
	Agree	54.50	80.90	1.48
Supermarket private label offer same quality as known brands	Disagree	3.60	2.70	0.75
	Can't Say	43.70	36.40	0.83
	Agree	52.70	60.90	1.16
I enjoy trying new products even if I'm not sure I'll like it	Disagree	5.40	10.90	2.02
	Can't Say	27.00	28.20	1.04
	Agree	67.60	60.90	0.90
I always try to buy fat-free/low fat version of a product	Disagree	9.90	15.50	1.57
	Can't Say	54.10	23.60	0.44
	Agree	36.00	60.90	1.69
Worth paying a little more for higher quality food products	Disagree	18.90	33.60	1.78
	Can't Say	73.90	51.80	0.70
	Agree	7.20	14.50	2.01
Once I found a brand I like, I stick with it	Disagree	31.50	21.80	0.69
	Can't Say	42.30	38.20	0.90
	Agree	26.10	40.00	1.53
I look for nutritionally fortified food products	Disagree	18.00	21.80	1.21
	Can't Say	58.60	34.50	0.59
	Agree	23.40	43.60	1.86
I often use the nutritional labels on food to help me select.	Disagree	25.20	27.30	1.08
	Can't Say	29.30	13.60	0.46
	Agree	45.50	59.10	1.30
I often buy items thought of as organic foods	Disagree	20.70	23.60	1.14
	Can't Say	28.40	14.50	0.51
	Agree	50.90	61.80	1.21
I prefer to buy food items that help me manage my weight	Disagree	26.10	33.60	1.29
	Can't Say	31.50	12.70	0.40
	Agree	42.30	53.60	1.27
I want to buy what my kids ask for	Disagree	4.10	3.60	0.88
	Can't Say	37.80	40.90	1.08
	Agree	58.10	55.50	0.96
I look for food products my kids can fix themselves	Disagree	7.70	10.90	1.42
	Can't Say	16.70	7.30	0.44
	Agree	75.70	81.80	1.08
I look for certain foods solely for health reasons	Disagree	9.90	10.00	1.01
	Can't Say	68.50	67.30	0.98
	Agree	21.60	22.70	1.05