ANNEXURE-V
INTERNET USER INDEX OF OTHER CITIES

VARIABLE	CATEGORY	%TOTAL SAMPLE	%HEAVY USERS	HEAVY USER INDEX
Age Group	Below 25 Years	31.70	37.90	1.20
	26-35 Years	31.70	31.00	0.98
	Over 36 Years	36.60	31.10	0.85
Marital Status	Unmarried	41.40	43.10	1.04
	Married	58.60	56.90	0.97
Type of Family	Nuclear	70.30	66.40	0.94
-	Joint	29.70	33.60	1.13
Educational Qualifications	Graduation	53.70	56.00	1.04
•	Post-graduation	35.10	43.10	1.23
	Doctorate	4.10	0.00	0.00
	Professional	6.80	0.90	0.13
Daily Activities	Read Magazines Daily	45.50	48.30	1.06
	Read Newspapers Daily	79.30	81.00	1.02
	Watch TV Daily	73.80	74.10	1.00
	Listen Radio	68.30	63.80	0.93
	Go for walk	33.10	33.60	1.02
	Physical exercises	48.30	53.40	1.11
	Meet friends	48.30	56.00	1.16
	Meet relatives	24.10	27.60	1.15
	Meet Colleagues	61.40	69.80	1.14
Assets owned	Home	75.90	75.90	1.00
	Car	29.00	22.40	0.77
	Color TV	96.60	91.40	0.95
	Refrigerator	85.50	81.90	0.96
•	Washing	70.30	75.00	1.07
	Microwave	40.70	42.20	1.04
	OTG	9.00	0.90	0.10
	AC	29.70	25.90	0.87
	PC	73.10	76.70	1.05
	Laptop	42.80	44.00	1.03
	Camera	44.10	49.10	1.11
	Music system	66.90	61.20	0.91
	I-pod	15.90	19.00	1.19
	Mobile	78.60	75.90	0.97
	Landline	66.90	67.20	1.00
	Cable	60.70	60.30	0.99
Vehicle drive	Two Wheeler	68.30	73.30	1.07
	Four Wheeler	13.80	5.20	0.38
	Both	17.90	21.60	1.21
Member online community		22.06	37.90	1,72

Investment Priority	LIC	55.20	56.00	1.01
Am v obeament A Alouany	Mediclaim	66.90	63.80	0.95
	Shares	33.10	31.00	0.94
	Debentures	17.90	21.60	1.21
	MF	44.10	47.40	1.07
	House Insurance	20.70	25.00	1.21
	Other	6.20	5.20	0.84
	Post office	4.10	3.40	0.83
Annual Income	Up to 90,000	6.40	9.50	1.48
THE	Rs1,35,001 - 1,80,000	13.00	0.00	0.00
	Rs 1, 80,001-3,00,000	15.30	16.40	1.07
	More than Rs 3, 00,001	14.10	74.10	5.26
Cards	Debit card	70.30	71.60	1.02
	Credit	26.90	19.00	0.71
	None	7.60	2.60	0.34
Loan taken for	Home	11.20	33.60	3.00
	Car	12.00	31.00	2.58
	Two Wheeler	13.40	19.00	1.42
	Refrigerator	8.00	0.90	0.11
	Washing	0.00	0.00	0.00
	AC	1.30	1.70	1.31
	Computer/Laptop	4.30	2.60	0.60
	Music system	0.00	0.90	0.00
	Mobile	0.00	0.90	0.00
	ISP Dial up	15.40	5.20	0.34
	BB Dial up	14.20	34.50	2.43
	BB	0.00	9.50	0.00
	Mobile	0.00	1.70	0.00
•	Wifi	0.00	0.00	0.00
	Cable	12.34	3.40	0.28
	BSN1	24.10	27.60	1.15
	Reliance	0.68	0.90	1.32
	Tata ·	13.70	7.80	0.57
	Not known	0.00	0.00	0.00
	Other	8.90	9.50	1.07
Access Internet from	Home	65.70	67.20	1.02
	College	4.50	0.00	0.00
	Cybercafé	13.50	17.20	1.27
	Workplace	40.40	46.60	1.15
	Business Place	5.40	9.50	1.76
	Office	20.00	37.90	1.90
	Other	3.50	5.20	1.49
Using Internet since	Last 6 months	15.00	14.70	0.98
	More than 6 months but	13.50	15.50	1.15
	Less than 1 year	<u> </u> -		
	1 to 2 year	12.50	3.40	0.27
	2 to 4 year	13.30	37.90	2.85
	More than 4 years	11.60	28.40	2.45

Duration	Less than half an Hour	38.62	36.20	0.94
	More Than half an Hour	33.79	39.70	1.17
	1 to 2 Hour	26.20	22.40	0.85
	More than 2 Hours	1.37	1.70	1.24
	Any other	0.00	0.00	0.00
Information about	Advertisements in	9.60	10.30	1.07
Websites	Newspapers			
	Advertisements on TV	21.30	21.60	1.01
	Ads Banners on the Home	2.00	1.70	0.85
	Page of the Website			
	Hyper Links on the Home	7.50	8.60	1.15
	Page of the Websites			
	Hyper Links through	39.30	36.20	0.92
	Search Engines			
	Online Books	12.60	20.70	1.64
	Online Newspapers	14.40	36.20	2.51
•	Online Magazines	4.80	12.10	2.52
•	Blogs	33.40	24.10	0.72
	Friends	23.40	38.80	1.66
	Family Members	33.70	53.40	1.58
	Colleagues	16.50	31.90	1.93
	Relatives	1.30	19.00	14.62
	Any other	1.30	0.00	0.00
Generic Use of Internet	Use to collect Info	94.50	94.00	0.99
	To buy product online	14.50	18.10	1.25
	To avail online services	52.40	56.00	1.07
	send and receive e-mail	65.50	65.50	1.00
	chatting	14.40	48.30	3.35
	Internet telephony	17.90	37.10	2.07
Collection of	News	51.70	62.10	1.20
Information	Education	66.20	65.50	0.99
	Business	21.40	65.50	3.06
	Companies	36.60	43.10	1.18
	Government	21.40	26.70	1.25
	Economy	22.10	25.00	1.13
	Politics	1.40	1.70	1.21
	Weather	1.40	1.70	1.21
	Astrology	19.30	20.70	1.07
	Travel	42.80	38.80	0.91
	Fashion	19.30	20.70	1.07
	Sports	13.80	17.20	1.25
	Health	15.90	18.10	1.14
	Music	20.70	20.70	1.00
	Movies	11.70	14.70	1.26
	Videos	9.70	10.30	1.06
	Gaming	12.40	13.80	1.11
	Job	40.70	50.00	1.23
	Product	16.60	20.70	1.25
	Real Estate	8.30	9.50	1.14
	Matrimonial Search	9.00	7.80	0.87
	Community	14.50	18.10	1.25

Downloading Activities	Downloading Attachments	49.70	58.60	1.18
	Educational Study Material	62.80	62.90	1.00
	Software	35.20	44.00	1.25
	Screensavers	7.60	9.50	1.25
	Wallpapers	7.60	9.50	1.25
	Pictures	22.80	28.40	1.25
	Mobile Ring Tones	9.00	9.50	1.06
	Games	2.80	0.00	0.00
	Videos	18.60	19.80	1.06
	Music	20.00	25.00	1.25
	Movies	14.50	18.10	1.25
	Adult Content	0.00	0.00	0.00
Online Services	Buy non travel products	0.00	0.00	0.00
	Net banking	35.20	34.50	0.98
	Buy travel products tickets	37.20	36.20	0.97
	Online bill payment	32.40	32.10	0.99
	Online Movie tickets	0.70	0.90	1.29
	Online stock trading	29.70	28.40	0.96
	Check news	26.20	32.80	1.25
	Read Magazines	28.30	31.90	1.13
	Read Newspaper	23.40	24.10	1.03
	E greetings	13.80	15.50	1.12
	Online Insurance services	0.00	0.00	0.00
Online Buying	Computer hardware	6.20	7.80	1.26
omino Dujing	Computer software	6.20	7.80	1.26
	Games CDs	0.00	0.00	0.00
	Music CDs	0.00	0.00	0.00
	Magazines	4.10	0.00	0.00
	Newspaper	4.10	0.00	0.00
	Books	5.50	0.00	0.00
	Home	0.00	0.00	0.00
	Electronic appliances	0.00	0.00	0.00
	Cloths	0.00	0.00	0.00
	shoes	0.00	0.00	0.00
	Furniture	0.00	0.00	0.00
	Flowers	1.40	0.00	0.00
	Jewellery	7.60	9.50	1.25
	Gift items	0.00	0.00	0.00
	Sports Fitness	0.00	0.00	0.00
Response to TV Ad	Clicked a sponsored search	0.00	12.90	0.00
	Clicked a product service mailer	0.00	0.00	0.00
	Bought in a special promotion deal	6.89	8.60	1.25
	Clicked a banner ad	73.10	1.70	0.02
	None of the above	73.10	0.00	0.00
problem of	Sometime	96.50	65.50	0.68
disconnection	Always	0.00	0.00	0.00
	Never	3.50	34.50	9.86

Computer gets hang up	Sometime	95.10	56.00	0,59
frequently	Always	3.40	13.80	4.06
1	Never	1.30	30.20	23.23
problem of	Sometime	57.90	58.60	1.01
downloading	Always	2.80	0.00	0.00
.	Never	39.30	41.40	1.05
problem of virus	Sometime	44.13	36.20	0.82
***************************************	Always	53.10	7.80	0.15
	never	2.70	56.00	20.74
problem of expiry of	Sometime	26.20	22,40	0.85
websites	Always	7.60	9.50	1.25
	never	66.20	68.10	1.03
problem of expiry of	Sometime	33.80	31.90	0.94
web Pages	Always	0.00	0.00	0.00
	never	66.20	68.10	1.03
problem of website out	Sometime	24.80	22.40	0.90
look	Always	7.60	9.50	1.25
	never	67.60	68.10	1.01
Information on websites	Sometime	44.80	40.50	0.90
are not updated	Always	11.70	12.90	1.10
	never	43.40	46.60	1.07
Ad banners on web	Sometime	10.30	12.90	1.25
pages causes	Always	49.70	44.80	0.90
disturbances to me	never	40.00	42.20	1.06
problem of speed in	Sometime	31.00	35.30	1.14
Internet	Always	22.10	13.80	0.62
AMECA MICE	never	46.90	50.90	1.09
problem of hacking of	Sometime	24.10	28,40	1.18
user account	Always	0.00	4.30	*****
	never	75.80	67.20	0.89
I do not get necessary	Sometime	31.00	23.30	0.75
guidelines & support	Always	4.80	4.30	0.90
while surfing on Internet	never	64.10	72.40	1.13
Internet is the best way	Disagree	46.20	55.20	1.19
of Communication	Can't Say	53.80	44.80	0.83
or communication	Agree	0.00	0.00	υ.ο.Σ
Internet is ocean of	Disagree	11.00	13.80	1.25
knowledge	Can't Say	6.90	8.60	1.25
van uirrike	Agree	82.10	77.60	0.95
Internet increases my	Disagree	4.80	4.30	0.90
level of awareness	Can't Say	18.60	18.10	0.97
ACTUL VI ATTAI CHESS	Agree	76.60	77.60	1.01
Internet is vital to my	Disagree	29.70	32.80	1.10
job	Can't Say	6.90	8.60	1.25
Jon	Agree	63.40	58.60	0.92
Internet is vital to my	Disagree	52.40	42.20	0.92
life		13.80	17.20	1.25
MIC	Can't Say	33.80	40.50	1.25
Intornat halve 4-	Agree			
Internet helps me to achieve a balance	Disagree Con't Sou	35.20 51.00	28,40	0.81
between my life at work	Can't Say		61.20	1.20 0.75
DULITICAL MAY HIC AL WOLK	Agree	13.80	1 10.30	U./3

Internet is simple to use	Disagree	3.40	4.30	1.26
•	Can't Say	10.30	12.90	1.25
	Agree	86.20	82.80	0.96
Internet is easy to use	Disagree	7.60	9.50	1.25
-	Can't Say	18.60	21.60	1.16
	Agree	73.80	69.00	0.93
Internet is economical to use	Disagree	0.00	0.00	0.00
	Can't Say	29.00	36.20	1.25
	Agree	71.00	63.80	0.90
Internet is helpful in getting	Disagree	3.40	4.30	1.26
information	Can't Say	15.20	17.20	1.13
	Agree	81.40	78.40	0.96
Internet saves time	Disagree	3.40	4.30	1.26
	Can't Say	30.30	36.20	1.19
	Agree	66.20	59.50	0.90
Internet is reliable	Disagree	22.80	18.10	0.79
	Can't Say	22.10	22.40	1.01
	Agree	55.20	59.50	1.08
Work done on Internet is fully	Disagree	35.20	33.60	0.95
secured	Can't Say	33.80	31.90	0.94
	Agree	31.00	34.50	1.11
Internet is essential to	Disagree	9.70	12.10	1.25
communicate with my family and	Can't Say	43.40	41.40	0.95
friends	Agree	46.90	46.60	0.99
I trust the news I read on the	Disagree	11.70	6.00	0.51
Internet.	Can't Say	37.90	37.10	0.98
AMOUNT MADE	Agree	50.30	56.90	1.13
Internet reduces the distance	Disagree	0.00	0.00	0.00
barriers for us	Can't Say	30.30	36.20	1.19
	Agree	69.70	63.80	0.92
Use of Internet is waste of time	Disagree	69.00	68.10	0.99
ose of Anternet is waste of three	Can't Say	30.30	31.00	1.02
	Agree	0.70	0.90	1.29
Use of Internet is waste of money	Disagree	62.80	58.60	0.93
ose of internet is waste of money	Can't Say	25.50	26.70	1.05
	Agree	11.70	14.70	1.26
Internet ruins an individual	Disagree	40.70	35.30	0.87
anternet i unio an masviduai	Can't Say	53.10	63.80	1.20
	Agree	6.20	0.90	0.15
Internet increases level of	Disagree	11.70	12.90	1.10
confidence	Can't Say	33.10	41.40	1.25
VVIII CONTO		55.20	45.70	0.83
It is difficult to imagine life without	Agree Disagree	40.00	39.70	0.99
the Internet	Can't Say	15.90	18.10	1.14
the interact	Agree	44.10	42.20	0.96
Internet helps me to decide	Disagree	24.10	21.60	0.90
products/brands that I want to buy	Can't Say	42.80	45.70	1.07
products/Dranus that I want to buy	Agree	33.10	32.80	0.99
I prefer to collect and compare	Disagree	13.80	17.20	1.25
information available on Internet	Can't Say	61.40	63.80	1.04
regarding products/services ,before	Agree	24.80	19.00	0.77
making actual purchase	Agico	27.00	17.00	V.11

Information Technology is an	Disagree	9.70	6.00	0.62
		13.80	10.30	0.75
essential part of my life	Can't Say			1.09
Y. C	Agree	76.60	83.60 0.00	0.00
Information Technology brings fun	Disagree			
to my life	Can't Say	31.70	28.40	0.90 1.05
	Agree	68.30 12.40	71.60 8.60	0.69
I am dependent on Information	Disagree			
Technology	Can't Say	26.90	28.40 62.90	1.06 1.04
T.C. A. TO L. T. L. Y.C.	Agree	60.70		
Information Technology makes life	Disagree	1.40	1.70	1.21
better	Can't Say	20.70	24.10	1.16
	Agree	77.90	74.10	0.95
Information Technology changes so	Disagree	13.80	8.60	0.62
fast that it is hard to keep up with	Can't Say	34.50	42.20	1.22
it	Agree	51.70	49.10	0.95
I cannot imagine life without	Disagree	16.60	19.00	1.14
computers	Can't Say	19.30	22.40	1.16
Z.	Agree	64.10	58.60	0.91
Awareness of computer has	Disagree	0.00	0.00	0.00
become important for children	Can't Say	24.10	29.30	1.22
also	Agree	75.90	70.70	0.93
I am happy with who I am	Disagree	0.00	0.00	0.00
	Can't Say	16.60	14.70	0.89
	Agree	83.40	85.30	1.02
I try to improve myself	Disagree	0.00	0.00	0.00
	Can't Say	36.60	42.20	1.15
William	Agree	63.40	57.80	0.91
I can make a difference in	Disagree	0.70	0.90	1.29
protecting the environment	Can't Say	28.30	33.60	1.19
The state of the s	Agree	71.00	65.50	0.92
I am willing to spend more money	Disagree	2.80	3.40	1.21
on environmentally friendly	Can't Say	31.70	32.80	1.03
products	Agree	65.50	63.80	0.97
I have confidence in the economy	Disagree	9.70	11.20	1.15
of India	Can't Say	32.40	33.60	1.04
MANINE -	Agree	57.90	55.20	0.95
It is becoming difficult to stay in	Disagree	35.20	35.30	1.00
touch with my friends and family	Can't Say	41.40	45.70	1.10
WINDOWS	Agree	23.40	19.00	0.81
Many times I buy those things	Disagree	46.90	44.80	0.96
which I cannot really afford	Can't Say	31.70	32.80	1.03
Who was a second	Agree	21.40	22.40	1.05
The future offers more and new	Disagree	1.40	1.70	1.21
possibilities	Can't Say	26.90	30.20	1.12
	Agree	71.70	68.10	0.95
I am good at what I do	Disagree	7.60	9.50	1.25
	Can't Say	17.20	19.80	1.15
	Agree	75.20	70.70	0.94
I believe price is the best indicator	Disagree	15.90	19.80	1.25
of quality	Can't Say	50.30	52.60	1.05
	Agree	33.80	27.60	0.82

I prefer products made in my own	Disagree	16.60	12.10	0.73
country	Can't Sav	31.70	39.70	1.25
•	Agree	51.70	48.30	0.93
I try to avoid surprises in life	Disagree	31.70	37.90	1.20
* * * * * * * * * * * * * * * * * * * *	Can't Say	41.40	44.80	1.08
	Agree	26.90	17.20	0.64
I believe movies and TV present	Disagree	17.20	21.60	1.26
violence as an acceptable part of	Can't Say	31.00	38.80	1.25
society	Agree	51.70	39.70	0.77
I believe that the media provide me	Disagree	26.20	32.80	1.25
with a fair report of current	Can't Say	24.80	25.90	1.04
events	Agree	49.00	41.40	0.84
I rarely look back on the past; the	Disagree	20.00	14.70	0.74
present and future are more	Can't Say	8.30	10.30	1.24
important	Agree	71.70	75.00	1.05
Mental growth is more important	Disagree	2.80	3.40	1.21
to me than material growth	Can't Say	35.20	42.20	1.20
	Agree	62.10	54.30	0.87
I distrust companies that make a	Disagree	26.20	30.20	1.15
lot of noise about their caring	Can't Say	45.50	50.90	1.12
social attitude	Agree	28.30	19.00	0.67
I feel confident in my ability to be	Disagree	6.90	8.60	1.25
successful	Can't Say	21.40	25.90	1.21
	Agree	71.70	65.50	0.91
Having upscale, luxury items	Disagree	16.60	15.50	0.93
makes me feel better about myself	Can't Say	29.70	37.10	1.25
•	Agree	53.80	47.40	0.88
My lifestyle revolves around my	Disagree	3.40	4.30	1.26
child(ren)'s activities	Can't Say	35.90	44.00	1.23
` '	Agree	60.70	51.70	0.85
I am a goal-oriented person	Disagree	11.70	14.70	1.26
	Can't Say	21.40	24.10	1,13
	Agree	66.90	61.20	0.91
I am a self-centered person	Disagree	41.40	40.50	0.98
	Can't Say	22.10	26.70	1.21
	Agree	36.60	32.80	0.90
I enjoy taking risks	Disagree	23.40	26.70	1.14
	Can't Say	20.00	19.80	0.99
	Agree	56.60	53.40	0.94
I believe that I am influential in my	Disagree	10.30	6.00	0.58
community	Can't Say	28.30	35.30	1.25
-	Agree	61.40	58.60	0.95
I consider myself to be an	Disagree	13.80	1.70	0.12
innovator	Can't Say	33.10	41.40	1.25
	Agree	53.10	56.90	1.07
Many times I try to do more than	Disagree	0.70	0.90	1.29
one thing at the same time	Can't Say	17.90	22.40	1.25
	Agree	81.40	76.70	0.94
If I do not write something down, I	Disagree	31.00	30.20	0.97
forget that easily	Can't Say	22.10	27.60	1.25
- ·	Agree	46.90	42.20	0.90

I need to manage my time more	Disagree	16.60	10.30	0.62
efficiently	Can't Say	35.20	44.00	1.25
· · · · · · · · · · · · · · · · · · ·	Agree	48.30	45.70	0.95
I am able to afford the things that	Disagree	0.00	0.00	0.00
are important to me	Can't Say	15.20	19.00	1.25
	Agree	84.80	81.00	0.96
I am in excellent physical condition	Disagree	9.00	10.30	1.14
A min in excellent physical condition	Can't Say	22.80	28.40	1.25
	Agree	68.30	61.20	0.90
I enjoy a good family life	Disagree	0.70	0.00	0.00
x onjoy a good ranning me	Can't Say	17.90	22.40	1.25
	Agree	81.40	77.60	0.95
I am in control of my life	Disagree	19.30	17.20	0.89
	Can't Say	15.90	18.10	1.14
	Agree	64.80	64.70	1.00
I am satisfied with my life	Disagree	11.00	6.90	0.63
	Can't Say	39.30	47.40	1.21
	Agree	49.70	45.70	0.92
I use to buy expensive clothing	Disagree	60.70	58.60	0.97
g	Can't Say	12.40	15.50	1.25
	Agree	26.90	25.90	0.96
I like going on expensive vacations	Disagree	61.40	60.30	0.98
3 3 1	Can't Say	22.10	27.60	1.25
	Agree	16.60	12.10	0.73
I like having expensive	Disagree	53.80	50.90	0.95
jewelry/watches	Can't Say	27.60	32.80	1.19
	Agree	18.60	16.40	0.88
I like dining at "in" restaurants	Disagree	24.10	16.40	0.68
	Can't Say	15.90	19.00	1.19
	Agree	60.00	64.70	1.08
I like shopping at prestigious	Disagree	27.60	19.00	0.69
stores	Can't Say	29.00	30.20	1.04
	Agree	43.40	50.90	1.17
I like to be tidy and attractive	Disagree	2.10	2.60	1.24
	Can't Say	25.50	25.00	0.98
	Agree	72.40	72.40	1.00
I like to watch TV advertising	Disagree	31.70	28.40	0.90
	Can't Say	20.70	25.00	1.21
	Agree	47.60	46.60	0.98
I usually fast forward through the	Disagree	5.80	11.20	1.93
advertisements when watching a	Can't Say	36.60	38.80	1.06
recorded show	Agree	54.50	50.00	0.92
I trust the news that I watch on	Disagree	21.40	20.70	0.97
TV	Can't Say	38.60	48.30	1,25
	Agree	40.00	31.00	0.78
I rarely change channel when a	Disagree	26.20	21.60	0.82
commercial comes on during a TV	Can't Say	48.30	55.20	1.14
show I am interested in	Agree	25.50	23.30	0.91
I prefer to get all my shopping	Disagree	27.60	34.50	1.25
done in one large supermarket	Can't Say	23.40	29.30	1.25
	Agree	49.00	36.20	0.74

I often switch brands because of	Disagree	32.40	37.90	1.17
bargains/special offers	Can't Say	22.80	28.40	1.25
bai gains/special offers	Agree	44.80	33.60	0.75
I like try/taste samples of products	Disagree	21.40	25.00	1.17
demonstrated	Can't Say	33.80	39.70	1.17
demonstrated	Agree	44.80	35.30	0.79
I will go out of my way to shop	Disagree	40.00	48.30	1.21
where I can save money	Can't Say	23.40	28.40	1.21
where I can save money	Agree	36.60	23.30	0.64
Supermarket private label offer	Disagree	12.40	15.50	1.25
same quality as known brands	Can't Say	47.60	49.10	1.03
same quanty as known brands	Agree	40.00	35.30	0.88
I enjoy trying new products even if	Disagree	39.30	44.00	1.12
I'm not sure I'll like it	Can't Say	25.50	23.30	0.91
I III IIOL SUI CA II IIACA	Agree	35.20	32.80	0.93
I always try to buy fat-free/low fat	Disagree	11.70	14.70	1.26
version of a product	Can't Say	32.40	38.80	1.20
version of a product	Agree	55.90	46.60	0.83
Worth paying a little more for	Disagree	. 0.00	0.00	0.00
higher quality food products	Can't Say	9.00	11.20	1.24
mgner quanty tood products	Agree	91.00	88.80	0.98
Once I found a brand I like, I stick	Disagree	20.00	14.70	0.74
with it	Can't Say	13.80	17.20	1.25
WILL AL	Agree	66.20	68.10	1.03
I look for nutritionally fortified	Disagree	0.00	0.00	0.00
food products	Can't Say	31.70	36.20	1.14
room products	Agree	68.30	63.80	0.93
I often use the nutritional labels on	Disagree	14.50	18.10	1.25
food to help me select	Can't Say	33.80	41.40	1.22
lood to help mo oriest	Agree	51.70	40.50	0.78
I often buy items thought of as	Disagree	9.00	0.90	0.10
organic foods	Can't Say	51.00	56.90	1.12
	Agree	40.00	42.20	1.06
I prefer to buy food items that help	Disagree	6.90	6.00	0.87
me manage my weight	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
a must to out must my mus ask ivi	Can't Say	46.20	51.70	1.12
	Agree	40.00	39.70	0.99
I look for food products my kids	Disagree	18.60	18.10	0.97
can fix themselves	Can't Say	58.60	65.50	1.12
warman ama was was was a war	Agree	22.80	16.40	0.72
		22.00		
I look for certain foods solely for	Disagree	0.00	1 0.00 1	() (N)
I look for certain foods solely for health reasons	Disagree Can't Say	0.00 23.40	0.00 22.40	0.00