ANNEXURE-VI OVERALL INTERNET USER INDEX

| VARIABLE | CATEGORY | %TOTAL SAMPLE | %HEAVY USERS | INTERNET USER INDEX |
|----------------------------|--------------------|------------------|-----------------|------------------------|
| Age Group | Below 25 Years | 24.40 | 39.00 | 1.60 |
| . Age Group | 26-35 Years | 33.60 | 37.50 | 1.12 |
| | Over 36 Years | 42.00 | 23.50 | 0.56 |
| Marital Status | Unmarried | 40.00 | 53.10 | 1.33 |
| | Married | 60.00 | 46.90 | 0.78 |
| Type of Family | Nuclear | 69.80 | 71.80 | 1.03 |
| - 3 * | Joint | 30.20 | 28.20 | 0.93 |
| Educational Qualifications | Graduation | 41.50 | 49.60 | 1.20 |
| | Post-graduation | 40.90 | 41.90 | 1.02 |
| | Doctorate | 9.92 | 7.70 | 0.78 |
| | Professional | 7.50 | 0.80 | 0.11 |
| Daily Activities | Read Magazines | 45.60 | 45.20 | 0.99 |
| | Daily | | | |
| | Read Newspapers | 78.10 | 53.80 | 0.69 |
| | Daily | | | 0.02 |
| | Watch TV Daily | 73.40 | 88.60 | 1.21 |
| | Listen Radio | 62.90 | 70.40 | 1.12 |
| | Go for walk | 32.30 | 41.70 | 1.29 |
| | Physical exercises | 45.90 | 50.80 | 1.11 |
| | Meet friends | 47.20 | 58.40 | 1.24 |
| | Meet relatives | 23.60 | 26.70 | 1.13 |
| | Meet Colleagues | 59.20 | 64.30 | 1.09 |
| Assets Owned | Home | 76.00 | 77.20 | 1.02 |
| | Car | 33.20 | 24.00 | 0.72 |
| | Color TV | 95.00 | 93.50 | 0.98 |
| | Refrigerator | 85.60 | 82.90 | 0.97 |
| | Washing | 69.90 | 73.30 | 1.05 |
| | Microwave | 39.60 | 36.40 | 0.92 |
| | OTG | 9.40 | 1.80 | 0.19 |
| | AC | 3.70 | 21.10 | 5.70 |
| | PC | 71.50 | 80.10 | 1.12 |
| | Laptop | 42.30 | 38.70 | 0,91 |
| | Camera | 43.80 | 40.20 | 0.92 |
| | Music system | 65.20 | 61.50 | 0.94 |
| | I-pod | 15.70 | 24.40 | 1.55 |
| | Mobile | 79.20 | 75.60 | 0.95 |
| | Landline | 67.70 | 64.90 | 0.96 |
| | Cable | 61.90 | 67.70 | 1.09 |
| Vehicle drive | Two Wheeler | 67.00 | 75.60 | 1.13 |
| | Four Wheeler | 13.30 | 7.40 | 0.56 |
| | Both | 19.20 | 17.00 | 0.89 |
| Member online community | | 19.40 | 36.10 | 1.86 |

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| Investment Priorities | LIC | 64.00 | 57.20 | 0.89 |
|-----------------------|-----------------------|--------|-------|-----------------------------|
| | Mediclaim | 58.60 | 51.90 | 0.89 |
| | Shares | 33.50 | 30.70 | 0.92 |
| | Debentures | 21.00 | 19.90 | 0.95 |
| | MF | 44.27 | 41.70 | 0.94 |
| | House Insurance | 12.30 | 14.40 | 1.17 |
| | Other | 11.53 | 5.20 | 0.45 |
| | Post office | 15.80 | 9.00 | 0.57 |
| Annual Income | Up to Rs.90,000 | 15.20 | 20.90 | 1.38 |
| | Rs1,35,001 - 1,80,000 | 9.60 | 0.00 | 0.00 |
| | Rs 1, 80,001-3,00,000 | 12.80 | 17.90 | 1.40 |
| | More than Rs | 62.10 | 61,20 | 0.99 |
| | 3,00,001 | | | |
| Cards | Debit card | 62.90 | 73.10 | 1.16 |
| | Credit | 25.80 | 24.40 | 0.95 |
| | None | 14.70 | 12.70 | 0.86 |
| Lone for | Home | 46.24 | 36.00 | 0.78 |
| | Car | 28.60 | 29.60 | 1.03 |
| | Two Wheeler | 15.30 | 18.80 | 1.23 |
| | Refrigerator | 2.20 | 2.30 | 1.05 |
| | Washing | 2.90 | 3.80 | 1.31 |
| | AC | 2.80 | 3.80 | 1.36 |
| | Computer/Laptop | 3.70 | 2.90 | 0.78 |
| | Music system | 0.70 | 0.60 | 0.86 |
| | Mobile | 0.00 | 2.10 | 0.00 |
| ISP | ISP Dial up | 3.39 | 0.60 | 0.18 |
| | BB Dial up | 22.70 | 30.20 | 1.33 |
| | BB | 0.00 | 11.20 | 0.00 |
| | Mobile | 0.00 | 4.40 | 0.00 |
| | Wifi | 0.00 | 3.80 | 0.00 |
| | cable | 100.00 | 7.10 | 0.07 |
| | BSNI | 24.40 | 31.90 | 1.31 |
| | Reliance | 3.20 | 2.90 | 0.91 |
| | Tata | 12.30 | 3.60 | 0.29 |
| | Not known | 0.53 | 0.00 | 0.00 |
| | Other | 6.60 | 13.80 | 2.09 |
| Access Internet from | Home | 59.20 | 58.30 | 0.98 |
| · | College | 10.10 | 6.80 | 0.67 |
| | Cybercafé | 14.90 | 21.50 | 1.44 |
| | Workplace | 40.42 | 36.90 | 0.91 |
| | Business Place | 6.79 | 10.80 | 1.59 |
| | Office | 24.23 | 41.10 | 1.70 |
| | Other | 6.08 | 9.00 | 1.48 |
| Using internet since | Last 6 months | 10.70 | 11.50 | 1.07 |
| | More than 6 months | 19.90 | 7.70 | 0.39 |
| | but Less than 1 year | | | |
| | 1 to 2 year | 14.30 | 5.60 | 0.39 |
| | 2 to 4 year | 29.50 | 41.30 | 1.40 |
| | More than 4 years | 25.40 | 33.80 | 1.33 |
| | | | | · · · · - · - · · · · · · · |

| Duration . | Less than half an Hour | 37.20 | 31.60 | 0.85 |
|---------------------------|--------------------------|----------------|-------|------|
| | More Than half an Hour | 31.50 | 46.70 | 1.48 |
| | 1 to 2 Hour | 29.50 | 18.80 | 0.64 |
| | More than 2 Hours | 1.60 | 2.60 | 1.63 |
| Information about | Advertisements in | 10.50 | 13.10 | 1.25 |
| websites | Newspapers | | | |
| | Advertisements on TV | 19.40 | 27.00 | 1.39 |
| | Ads Banners on the Home | 17.35 | 1.40 | 0.08 |
| | Page of the Website | | | |
| | Hyper Links on the Home | 11.27 | 13.40 | 1.19 |
| | Page of the Websites | | | |
| | Hyper Links through | 37.80 | 46.50 | 1.23 |
| | Search Engines | | | |
| | Online Books | 7.70 | 24.30 | 3.16 |
| | Online Newspapers | 18.9 | 28.70 | 1.51 |
| | Online Magazines | 13.23 | 15.20 | 1.15 |
| | Blogs | 6.30 | 18.50 | 2.94 |
| | Friends | 27.60 | 45.90 | 1.66 |
| | Family Members | 25.60 | 54.70 | 2.14 |
| | Colleagues | 32.20 | 27.40 | 0.85 |
| | Relatives | 10.50 | 22.80 | 2.17 |
| | Any other | 1.70 | 0.30 | 0.18 |
| Generic Use of Internet | Use to collect Info | 86.20 | 98.00 | 1.14 |
| | To buy product online | 12.50 | 21.70 | 1.74 |
| | To avail online services | 48.40 | 62.20 | 1.29 |
| | send and receive e-mail | 61.70 | 75.30 | 1,22 |
| | chatting | 29.10 | 50.10 | 1.72 |
| | Internet telephony | 26.70 | 44.80 | 1.68 |
| Collection of Information | News | 53.90 | 80.30 | 1.49 |
| | Education | 70.80 | 64.30 | 0.91 |
| | Business | 21.30 | 33.50 | 1.57 |
| | Companies | 35.20 | 55.80 | 1.59 |
| | Government | 21.00 | 34.10 | 1.62 |
| | Economy | 20.00 | 31.60 | 1.58 |
| | Politics | 1.80 | 2.90 | 1.61 |
| | Weather | 1.80 | 2.90 | 1.61 |
| | Astrology | 20.30 | 25.60 | 1.26 |
| | Travel | 41.50 | 37.60 | 0.91 |
| | Fashion | 18.20 | 24.10 | 1.32 |
| | Sports | 14.10 | 23.50 | 1.67 |
| | Health | 16.60 | 24.40 | 1.47 |
| | Music | 20.50 | 27.20 | 1.33 |
| | Movies | 11.20 | 18.10 | 1.62 |
| | Videos | 10.80 | 14.90 | 1.38 |
| | Gaming | 12.90 | 12.00 | 0.93 |
| | | | 61.90 | 1.64 |
| | l Joh | 37.70 | | |
| | Job Product | 37.70 14.70 | | |
| | Product | 14.70 | 24.30 | 1.65 |
| | | | | |

| Downloading Activities | Downloading Attachments | 50.40 | 73.00 | 1.45 |
|---|-----------------------------|-------|--------------|-------|
| 2 2 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 | Educational Study Material | 69.50 | 68.10 | 0.98 |
| | Software | 35.70 | 59.50 | 1.67 |
| | Screensavers | 7.20 | 11.80 | 1.64 |
| | Wallpapers | 7.50 | 11.80 | 1.57 |
| | Pictures | 21.20 | 34.10 | 1.61 |
| · | Mobile Ring Tones | 9.30 | 12.00 | 1.29 |
| | Games | 3.90 | 0.50 | 0.13 |
| | Videos | 18.80 | 24.70 | 1.31 |
| | Music | 19.00 | 30.80 | 1.62 |
| | Movies | 13.10 | 21.40 | 1.63 |
| | Adult Content | 0.00 | 0.00 | 0.00 |
| Online Services | Buy non travel products | 0.00 | 0.00 | 0.00 |
| | Net banking | 31.90 | 42.30 | 1.33 |
| | Buy travel products tickets | 35.90 | 46.60 | 1.30 |
| | Online bill payment | 32.40 | 43.30 | 1.34 |
| | Online Movie tickets | 0.80 | 0.80 | 1.00 |
| | Online stock trading | 27.70 | 36.40 | 1.31 |
| | Check news | 26.50 | 37.60 | 1.42 |
| | Read Magazines | 31.20 | 27.90 | 0.89 |
| | Read Newspaper | 25.10 | 27.00 | 1.08 |
| | E greetings | 16.00 | 16.40 | 1.03 |
| | Online Insurance services | 0.10 | 0.00 | 0.00 |
| Buying of Products | Computer hardware | 7.30 | 12.10 | 1.66 |
| | Computer software | 7.30 | 12.10 | 1.66 |
| | Games CDs | 0.40 | 0.60 | 1.50 |
| | Music CDs | 0.40 | 0.60 | 1.50 |
| | Magazines | 4.50 | 1.50 | 0.33 |
| | Newspaper | 4.50 | 1.50 | 0.33 |
| | Books | 6.30 | 1.80 | 0.29 |
| | Home | 0.40 | 0.60 | 1.50 |
| | Electronic appliances | 0.10 | 0.20 | 2.00 |
| | Cloths | 0.10 | 0.20 | 2.00 |
| | shoes | 0.00 | 0.00 | 0.00 |
| | Furniture | 0.00 | 0.00 | 0.00 |
| | Flowers | 1.80 | 0.30 | 0.17 |
| | Jewellery | 7.20 | 11.80 | 1.64 |
| | Gift items | 0.00 | 0.00 | 0.00 |
| | Sports Fitness | 0.00 | 0.00 | 0.00 |
| Response to online Ad | Clicked a sponsored search | 2.70 | 17.80 | 6.59 |
| | ad | | | |
| | Clicked a product service | 0.10 | 0.20 | 2.00 |
| | mailer | | | |
| | Bought in a special | 4,4 | 9.70 | 2.20 |
| | promotion deal | A - | | 0.00 |
| | Clicked a banner ad | 4.1 | 3.00 | 0.73 |
| | None of the above | 66.1 | 0.20 | 0.003 |
| problem of disconnection | Sometime | 76.60 | 72.40 | 0.95 |
| | Always | 0.00 | 0.20 | 0.00 |
| | Never | 14.40 | 27.50 | 1.91 |

| Computer gets hang up | Sometime | 73.50 | 60.50 | 0.82 |
|---|-----------------------|----------------|----------------|--------------|
| frequently | Always | 9.50 | 12.30 | 1.29 |
| - • | Never | 16.90 | 27.20 | 1.61 |
| problem of downloading | Sometime | 50.80 | 64.80 | 1.28 |
| F | Always | 6.00 | 0.60 | 0.10 |
| | Never | 43.00 | 34.60 | 0.80 |
| problem of virus | Sometime | 70.70 | 35.50 | 0.50 |
| | Always | 22.00 | 6.40 | 0.29 |
| | Never | 7.10 | 58.10 | 8.18 |
| problem of expiry of websites | Sometime | 20.90 | 29.40 | 1.41 |
| problem of expiry of websites | Always | 26.40 | 12.00 | 0.45 |
| | Never | 52.70 | 58.60 | 1.11 |
| problem of expiry of web Pages | Sometime | 31.00 | 41.40 | 1.34 |
| problem of expiry of web 1 ages | Always | 1.80 | 0.20 | 0.11 |
| | Never | 67.00 | 58.40 | 0.87 |
| problem of website out look | Sometime | 32.90 | 29.30 | 0.89 |
| bronem or mensue and mon | Always | 5.60 | 12.00 | 2.14 |
| | never | 61.40 | 58.70 | 0.96 |
| Information on websites are not | Sometime | 56.50 | 43.60 | 0.90 |
| updated | Always | 10.10 | 16.50 | 1.63 |
| updated | never | 33.30 | 39.90 | 1.20 |
| Ad banners on web pages causes | Sometime | 14.60 | 18.10 | 1.24 |
| disturbances to me | Always | 58.40 | 42.20 | 0.72 |
| distuidances to me | never | 26.90 | 39.80 | 1.48 |
| | Sometime | 36.10 | 36.10 | 1.00 |
| problem of speed in Internet | | 21.50 | 20.00 | 0.93 |
| | Always | 42.30 | 43.90 | 1.04 |
| | Sometime | 11.10 | 34.60 | 3.12 |
| problem of hacking of user account | | 0.00 | 6.70 | 0.00 |
| | Always | 88.80 | 58.70 | 0.66 |
| Y 3 | never Sometime | 24.80 | 30.00 | 1.21 |
| I do not get necessary guidelines & support while surfing on Internet | | 5.30 | 7.00 | 1.32 |
| support while surring on internet | Always | 69.70 | 63.00 | 0.90 |
| Internet is the best way of | never | 7.30 | 32.00 | 4.38 |
| Communication | Disagree Can't Say | 37.70 | 41.60 | 1.10 |
| Communication | Agree | 54.90 | 26.40 | 0.48 |
| Internet is ocean of knowledge | Disagree | 19.10 | 21,70 | 1.14 |
| Internet is ocean of knowledge | Can't Say | 10.40 | 12.30 | 1.14 |
| | Agree | 70.30 | 66.00 | 0.94 |
| Internet increases my level of | Disagree | 12.90 | 4.60 | 0.36 |
| awareness | Can't Say | 22.60 | 27.60 | 1.22 |
| awaieness | Agree | 64.40 | 67.80 | 1.05 |
| Intermet is vital to may job | <u> </u> | ···· | | |
| Internet is vital to my job | Disagree Can't Say | 25.50 17.70 | 23.80 | 0.93 0.85 |
| | Can't Say | 56.70 | 15.00 61.20 | |
| Internet is vital to life | Agree | | | 1.08 |
| Internet is vital to my life | Disagree Con't Sou | 43.60 | 35.70 | 0.82 |
| | Can't Say | 15.20 | 14.40 | 0.95 |
| Tudomod hallo and de alle | Agree | 41.10 | 49.90 | 1.21 |
| Internet helps me to achieve a | Disagree | 29.30 | 27.60 | 0.94 |
| balance between my life at work and home | Can't Say | 41.40 | 46.60 | 1.13 |
| and nome | Agree | 26.30 | 25.80 | 0.98 |

| Internet is simple to use | Disagree | 7.87 | 6.70 | 0.85 |
|---|-----------|-------|-------|------|
| | Can't Say | 20.50 | 16.40 | 0.80 |
| , | Agree | 71.50 | 76.90 | 1.08 |
| Internet is easy to use | Disagree | 10.10 | 16.40 | 1.62 |
| internet is easy to use | Can't Say | 24.80 | 15.50 | 0.63 |
| | Agree | 64.90 | 68.10 | 1.05 |
| Internet is economical to use | Disagree | 10.00 | 2.70 | 0.27 |
| internet is economical to use | Can't Sav | 25.80 | 36.90 | 1.43 |
| | Agree | 63.20 | 60.40 | 0.96 |
| Internet is helpful in getting | Disagree | 16.30 | 11.40 | 0.70 |
| information | Can't Say | 14.90 | 14.10 | 0.95 |
| MIZUI MIGUSUR | Agree | 68.60 | 74.50 | 1.09 |
| Internet saves time | Disagree | 11.00 | 12.10 | 1.10 |
| internet saves time | Can't Say | 20.70 | 31.30 | 1.51 |
| | Agree | 68.20 | 56.60 | 0.83 |
| Internet is reliable | Disagree | 27.00 | 21.90 | 0.81 |
| amicance is a chapte | Can't Say | 32.20 | 23.10 | 0.72 |
| • | Agree | 34.50 | 55.10 | 1.60 |
| Work done on Internet is fully | Disagree | 36.90 | 35.20 | 0.95 |
| secured | Can't Say | 28.30 | 33.10 | 1.17 |
| Johns Du | Agree | 34.70 | 31.70 | 0.91 |
| Internet is essential to | Disagree | 27.80 | 15.30 | 0.55 |
| communicate with my family and | Can't Say | 43.50 | 31.60 | 0.73 |
| friends | Agree | 28.60 | 53.10 | 1.86 |
| I trust the news I read on the | Disagree | 10.80 | 9.70 | 0.90 |
| Internet. | Can't Say | 43.40 | 37.30 | 0.86 |
| internet. | Agree | 45.70 | 53.00 | 1.16 |
| Internet reduces the distance | Disagree | 9.30 | 6.50 | 0.70 |
| barriers for us | Can't Say | 29.40 | 29.10 | 0.99 |
| DELLIGION AD | Agree | 52.30 | 64.30 | 1.23 |
| Use of Internet is waste of time | Disagree | 53.60 | 62.80 | 1.17 |
| USU OF MARCHAGE TO TRANSPORT OF CAME | Can't Say | 24.60 | 20.00 | 0.81 |
| | Agree | 21.50 | 17.10 | 0.80 |
| Use of Internet is waste of money | Disagree | 50.40 | 53.00 | 1.05 |
| ose of mice is waste of money | Can't Say | 27.50 | 21.40 | 0.78 |
| | Agree | 26.10 | 25.60 | 0.98 |
| Internet ruins an individual | Disagree | 32.40 | 38.20 | 1.18 |
| | Can't Say | 42.20 | 43.40 | 1.03 |
| | Agree | 25.30 | 18.40 | 0.73 |
| Internet increases level of | Disagree | 16.40 | 17.00 | 1.04 |
| confidence | Can't Say | 39.60 | 36.40 | 0.92 |
| | Agree | 44.30 | 46.60 | 1.05 |
| It is difficult to imagine life without | Disagree | 32.30 | 33.70 | 1.04 |
| the Internet | Can't Say | 21.00 | 20.30 | 0.97 |
| · · · · · · · · · · · · · · · · · · · | Agree | 46.60 | 46.00 | 0.99 |
| Internet helps me to decide | Disagree | 22.00 | 14.90 | 0.68 |
| products/brands that I want to | Can't Say | 60.10 | 40.10 | 0.67 |
| buy | Agree | 39.80 | 45.10 | 1.13 |
| I prefer to collect and compare | Disagree | 12.50 | 14.30 | 1.14 |
| information available on Internet | Can't Say | 55.60 | 51.10 | 0.92 |
| regarding products/services ,before | Agree | 36.20 | 34.60 | 0.96 |
| making actual purchase | 1 | 33.23 | | |

| Information Technology is an | Disagree | 17.90 | 7.10 | . 0.40 |
|---------------------------------------|-----------|-------|-------|-------------|
| essential part of my life | Can't Say | 15.80 | 19.30 | 1.22 |
| | Agree | 66.10 | 73.60 | 1.11 |
| Information Technology brings fun | Disagree | 22.30 | 3.20 | 0.14 |
| to my life | Can't Say | 32.80 | 31.10 | 0.95 |
| | Agree | 44.80 | 65.70 | 1.47 |
| I am dependent on Information | Disagree | 21.10 | 5.90 | 0.28 |
| Technology | Can't Say | 22.50 | 31.90 | 1.42 |
| | Agree | 56.20 | 62.20 | 1.11 |
| Information Technology makes life | Disagree | 3.10 | 6.50 | 2.10 |
| better | Can't Say | 24.50 | 27.30 | 1.11 |
| | Agree | 72.20 | 66.20 | 0.92 |
| Information Technology changes so | Disagree | 11.60 | 10.50 | 0.91 |
| fast that it is hard to keep up with | Can't Say | 35.50 | 37.80 | 1.06 |
| it | Agree | 52.80 | 51.70 | 0.98 |
| I cannot imagine life without | Disagree | 29.20 | 24.30 | 0.83 |
| computers | Can't Say | 18.40 | 22.80 | 1.24 |
| | Agree | 55.10 | | 5.96 |
| Awareness of computer has | Disagree | 9.39 | 5.90 | 0.63 |
| become important for children also | Can't Say | 20.50 | 27.00 | 1.32 |
| | Agree | 87.80 | 67.10 | 0.76 |
| I am happy with who I am | Disagree | 5.40 | 9.10 | 1.69 |
| | Can't Say | 18.50 | 15.60 | 0.84 |
| | Agree | 76.00 | 75.30 | 0.99 |
| I try to improve myself | Disagree | 0.00 | 5.80 | 0.00 |
| | Can't Say | 23.20 | 41.10 | 1.77 |
| | Agree | 76.70 | 53.10 | 0.69 |
| I can make a difference in | Disagree | 17.40 | 5.60 | 0.32 |
| protecting the environment | Can't Say | 24.80 | 34.00 | 1.37 |
| | Agree | 57.60 | 60.40 | 1.05 |
| I am willing to spend more money | Disagree | 5.90 | 6.70 | 1.14 |
| on environmentally friendly | Can't Say | 34.50 | 35.40 | 1.03 |
| products | Agree | 59.50 | 58.00 | 0.97 |
| I have confidence in the economy | Disagree | 13.30 | 15.00 | 1.13 |
| of India | Can't Say | 33.00 | 28.10 | 0.85 |
| | Agree | 53.60 | 56.90 | 1.06 |
| It is becoming difficult to stay in | Disagree | 29.60 | 37.30 | 1.26 |
| touch with my friends and family | Can't Say | 37.20 | 33.80 | 0.91 |
| | Agree | 33.00 | 28.80 | 0.87 |
| Many times I buy those things | Disagree | 38.10 | 35.40 | 0.93 |
| which I cannot really afford | Can't Say | 28.40 | 29.40 | 1.04 |
| | Agree | 33.40 | 35.20 | 1.05 |
| The future offers more and new | Disagree | 5.60 | 4.70 | 0.84 |
| possibilities | Can't Say | 32.20 | 30.30 | 0.94 |
| | Agree | 62.00 | 64.90 | 1.05 |
| I am good at what I do | Disagree | 12.20 | 15.60 | 1.28 |
| | Can't Say | 21.80 | 24.10 | 1.11 |
| <u></u> | Agree | 65.90 | 60.20 | 0.91 |
| I believe price is the best indicator | Disagree | 24.90 | 21.10 | 0.85 |
| of quality | Can't Say | 39.70 | 51.70 | 1.30 |
| | Agree | 38.00 | 27.20 | 0.72 |

| | I D: | 1 20.00 | 17.00 | 0.81 |
|---------------------------------------|-----------|----------------|-------|--------|
| I prefer products made in my own | Disagree | 20.90 | 17.00 | 1.18 |
| country | Can't Say | 29.90 49.10 | 35.20 | |
| | Agree | | 47.80 | 0.97 |
| I try to avoid surprises in life | Disagree | 27.30 | 40.40 | 1.48 |
| | Can't Say | 36.30 | 30.80 | 0.85 |
| | Agree | 36.30 | 28.80 | 0.79 |
| I believe movies and TV present | Disagree | 15.30 | 24.30 | 1.59 |
| violence as an acceptable part of | Can't Say | 32.00 | 29.90 | 0.93 |
| society | Agree | 52.50 | 45.80 | 0.87 |
| I believe that the media provide me | Disagree | 18.60 | 34.90 | 1.88 |
| with a fair report of current | Can't Say | 29.20 | 25.80 | . 0.88 |
| events | Agree | 52.00 | 39.30 | 0.76 |
| I rarely look back on the past; the | Disagree | 21.90 | 14.70 | 0.67 |
| present and future are more | Can't Say | 17.90 | 17.60 | 0.98 |
| important | Agree | 59.20 | 67.70 | 1.14 |
| Mental growth is more important | Disagree | 6.70 | 7.30 | 1.09 |
| to me than material growth | Can't Say | 33.10 | 40.80 | 1.23 |
| EX. | Agree | 59.20 | 51.90 | 0.88 |
| I distrust companies that make a | Disagree | 21.10 | 31.30 | 1.48 |
| lot of noise about their caring | Can't Say | 39.40 | 34.10 | 0.87 |
| social attitude | Agree | 39.40 | 34.60 | 0.88 |
| I feel confident in my ability to be | Disagree | 17.70 | 17.90 | 1.01 |
| successful | Can't Say | 20.10 | 18.80 | 0.94 |
| | Agree | 62.10 | 63.30 | 1.02 |
| Having upscale, luxury items | Disagree | 20.80 | 17.80 | 0.86 |
| makes me feel better about myself | Can't Say | 26.20 | 31.70 | 1.21 |
| | Agree | 52.80 | 50.50 | 0.96 |
| My lifestyle revolves around my | Disagree | 13.20 | 8.60 | 0.65 |
| child(ren)'s activities | Can't Say | 30.00 | 43.70 | 1.46 |
| | Agree | 56.70 | 47.60 | 0.84 |
| I am a goal-oriented person | Disagree | 14.90 | 13.70 | 0.92 |
| | Can't Say | 23.40 | 30.80 | 1.32 |
| | Agree | 61.40 | 55.50 | 0.90 |
| I am a self-centered person | Disagree | 37.90 | 34.30 | 0.91 |
| | Can't Say | 23.30 | 22.60 | 0.97 |
| | Agree | 37.80 | 43.10 | 1.14 |
| I enjoy taking risks | Disagree | 19.90 | 15.60 | 0.78 |
| | Can't Say | 24.90 | 29.40 | 1.18 |
| | Agree | 56.80 | 54.90 | 0.97 |
| I believe that I am influential in my | Disagree | 11.00 | 7.40 | 0.67 |
| community | Can't Say | 30.50 | 30.30 | 0.99 |
| | Agree | 58.30 | 62.20 | 1.07 |
| I consider myself to be an | Disagree | 18.50 | 8.00 | 0.43 |
| innovator | Can't Say | 31.90 | 34.10 | 1.07 |
| | Agree | 49.50 | 57.80 | 1.17 |
| Many times I try to do more than | Disagree | 27,20 | 7.30 | 0.27 |
| one thing at the same time | Can't Say | 23.30 | 27.20 | 1.17 |
| | Agree | 49.30 | 65.60 | 1.33 |
| If I do not write something down, I | Disagree | 27.10 | 20.60 | 0.76 |
| forget that easily | Can't Say | 22.10 | 30.20 | 1.37 |
| | Agree | 50.70 | 49.20 | 0.97 |

| I need to manage my time more | Disagree | 15.60 | 12.90 | 0.83 |
|--|-----------------------|----------------|----------------|-------|
| efficiently | Can't Say | 36.10 | 44.20 | 1.22 |
| | Agree | 48.20 | 42.90 | 0.89 |
| I am able to afford the things that | Disagree | 1.00 | 8.20 | 8.20 |
| are important to me | Can't Say | 23.00 | 23.20 | 1.01 |
| are important to me | Agree | 75.80 | 68.60 | 0.91 |
| I am in excellent physical | Disagree | 14.60 | 13.80 | 0.95 |
| condition | Can't Say | 23.10 | 29.40 | 1.27 |
| CORGILIVIE | Agree | 62.10 | 56.80 | 0.91 |
| I enjoy a good family life | Disagree | 0.40 | 7.00 | 17.50 |
| i enjoy a good family me | Can't Say | 18.10 | 26.70 | 1.48 |
| | Agree | 81.30 | 66.30 | 0.82 |
| I am in control of my life | Disagree | 24.80 | 20.20 | 0.81 |
| I am in control of my me | Can't Say | 19.30 | 21.50 | 1.11 |
| | } | 55.80 | 58.30 | 1.04 |
| Y | Agree | | 14.60 | 0.97 |
| I am satisfied with my life | Disagree Can't Say | 15.10 31.80 | 43.40 | 1.36 |
| | | | | 0.79 |
| Tuna As Live and a state of the state of | Agree | 53.00 | 42.00 43.90 | 0.79 |
| I use to buy expensive clothing | Disagree Can't Say | 47.20 | 17.80 | 1.30 |
| | w | 13.70 | | |
| 7 141 | Agree | 38.90 | 38.40 | 0.99 |
| I like going on expensive vacations | Disagree | 47.20 | 42.80 | 0.91 |
| | Can't Say | 14.80 | 29.90 | 2.02 |
| | Agree | 37.90 | 27.30 | 0.72 |
| I like having expensive | Disagree | 37.80 | 37.50 | 0.99 |
| jewelry/watches | Can't Say | 23.10 | 31.00 | 1.34 |
| VICE TO P A SEC SE | Agree | 38.90 | 31.60 | 0.81 |
| I like dining at "in" restaurants | Disagree | 21.20 | 20.20 | 0.95 |
| | Can't Say | 24.50 | 23.50 | 0.96 |
| | Agree | 55.00 | 56.30 | 1.02 |
| I like shopping at prestigious stores | Disagree | 23.60 | 20.90 | 0.89 |
| | Can't Say | 28.80 | 27.90 | 0.97 |
| | Agree | 47.50 | 51.10 | 1.08 |
| I like to be tidy and attractive | Disagree | 5.90 | 7.10 | 1.20 |
| | Can't Say | 27.00 | 28.50 | 1.06 |
| T 121 - 4 4 M. FENT? - T 4 * | Agree | 62.50 | 64.30 | 1.03 |
| I like to watch TV advertising | Disagree | 28.40 | 25.20 | 0.89 |
| | Can't Say | 29.20 | 17.90 | 0.61 |
| | Agree | 51.60 | 56.90 | 1.10 |
| I usually fast forward through the | Disagree | 9.40 | 11.50 | 1.22 |
| advertisements when watching a | Can't Say | 38.60 | 38.50 | 1.00 |
| recorded show | Agree | 50.90 | 49.90 | 0.98 |
| I trust the news that I watch on TV | Disagree | 16.60 | 21.90 | 1.32 |
| | Can't Say | 39.50 | 40.80 | 1.03 |
| | Agree | 43.80 | 37.30 | 0.85 |
| I rarely change channel when a | Disagree | 24.20 | 20.60 | 0.85 |
| commercial comes on during a TV | Can't Say | 44.90 | 42.50 | 0.95 |
| show I am interested in | Agree | 30.80 | 36.90 | 1.20 |
| I prefer to get all my shopping | Disagree | 20.00 | 30.20 | 1.51 |
| done in one large supermarket | Can't Say | 26.70 | 33.10 | 1.24 |
| L | Agree | 48.70 | 36.70 | 0.75 |

| 7 6 14 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | TD: | 20.50 | 35.70 | 1.25 |
|--|-----------|--------|-------|--------|
| I often switch brands because of | Disagree | 28.50 | | 1.20 |
| bargains/special offers | Can't Say | 24.70 | 29.60 | |
| | Agree | 46.60 | 34.70 | 0.74 |
| I like try/taste samples of products | Disagree | 18.70 | 23.20 | 1.24 |
| demonstrated | Can't Say | 30.80 | 35.10 | 1.14 |
| | Agree | 50.30 | 41.70 | 0.83 |
| I will go out of my way to shop | Disagree | 26.80 | 39.60 | 1.48 |
| where I can save money | Can't Say | 23.70 | 27.60 | 1.16 |
| | Agree | 39.50 | 32.80 | 0.83 |
| Supermarket private label offer | Disagree | 22.90 | 12.10 | 0.53 |
| same quality as known brands | Can't Say | 34.20 | 48.30 | 1.41 |
| | Agree | 41.80 | 39.60 | 0.95 |
| I enjoy trying new products even if | Disagree | 30.10 | 30.50 | 1.01 |
| I'm not sure I'll like it | Can't Say | 29.20 | 29.00 | 0.99 |
| | Agree | 40.60 | 40.50 | 1.00 |
| I always try to buy fat-free/low fat | Disagree | 17.60 | 12.60 | 0.72 |
| version of a product | Can't Say | 30.50 | 43.70 | 1.43 . |
| - | Agree | 51.80 | 43.70 | 0.84 |
| Worth paying a little more for | Disagree | 3.70 | 5.60 | 1.51 |
| higher quality food products | Can't Say | 23.20 | 19.10 | 0.82 |
| The state of the s | Agree | 72.90 | 75.30 | 1.03 |
| Once I found a brand I like, I stick | Disagree | 24.70 | 19.90 | 0.81 |
| with it | Can't Say | 18.60 | 22.90 | 1.23 |
| | Agree | 56.60 | 57.20 | 1.01 |
| I look for nutritionally fortified | Disagree | 534.00 | 3.60 | 0.01 |
| food products | Can't Say | 60.80 | 41.00 | 0.67 |
| | Agree | 15.80 | 55.40 | 3.51 |
| I often use the nutritional labels on | Disagree | 31.30 | 14.40 | 0.46 |
| food to help me select. | Can't Say | 52.80 | 41.90 | 0.79 |
| vard. vava navans | Agree | 14.10 | 43.70 | 3.10 |
| I often buy items thought of as | Disagree | 40.00 | 5.60 | 0.14 |
| organic foods | Can't Say | 41.40 | 52.50 | 1.27 |
| AU Survey VAANA | Agree | 44.40 | 41.90 | 0.94 |
| I prefer to buy food items that help | Disagree | 31.70 | 7.40 | 0.23 |
| me manage my weight | Can't Say | 28.70 | 45.80 | 1.60 |
| was wanted and makes | Agree | 39.50 | 46.70 | 1.18 |
| I want to buy what my kids ask | Disagree | 11.40 | 9.60 | 0.84 |
| for | | 1 | | I |
| AVA | Can't Say | 35.70 | 47.20 | 1.32 |
| YI. I. d. d. l. | Agree | 52.70 | 43.20 | 0.82 |
| I look for food products my kids | Disagree | 19.30 | 21.10 | 1.09 |
| can fix themselves | Can't Say | 44.50 | 51.00 | 1.15 |
| | Agree | 36.10 | 27.90 | 0.77 |
| I look for certain foods solely for | Disagree | 9.90 | 1.70 | 0.17 |
| health reasons | Can't Say | 25.60 | 30.30 | 1.18 |
| | Agree | 64.40 | 68.00 | 1.06 |