

ANNEXURE II

Annexure IIa

Table 1. Personality trait scoring pattern

S.no	Original scale item no.	Trait	Items	Categories and scoring		
				a	b	c
1	3	Reasoning	If i say the sky is "downs" and winter is "hot", i would call a criminal	0	1	0
2	7	Rule-consciousness	It's important to me not to live in messy surroundings	2	1	0
3	8	Social-boldness	Most people I meet at a party are undoubtedly glad to see me	2	1	0
4	10	Vigilance	I smile to myself at the big difference between what people do and what they say they do	2	1	0
5	14	Openness-to-change	I like to "dream up" new ways of doing things rather than to be a practical follower of well tried ways	2	1	0
6	20	Reasoning	I think the opposite of the opposite of "inexact" is	0	0	1
7	24	Rule-consciousness	I feel that	0	1	2
8	25	Social-boldness	I have always had to fight against being too shy	0	1	2
9	27	Vigilance	If a neighbor cheats me in small things, i would rather humor him than show him up	0	1	2
10	31	Openness-to-change	If i were good at both, i would rather	2	1	0
11	37	Reasoning	Which word does not go along with the other two	0	1	0
12	41	Rule-consciousness	People should insist more than they now do that moral laws be followed	2	1	0
13	42	Social-boldness	I have been told, as a child, I was rather	0	1	2
14	44	Vigilance	I think most witnesses tell the truth even if it becomes embarrassing	0	1	2
15	48	Openness-to-change	In music I enjoy	0	1	2
16	54	Reasoning	"house" is to "room" as "trees" is to	0	0	1
17	58	Rule-consciousness	I admire more	0	1	2
18	59	Social-boldness	I make decisions	2	1	0
19	61	Vigilance	I am considered a cooperative person	0	1	2
20	65	Openness-to-change	I learned more in my school days by	0	1	2
21	71	Reasoning	I think the proper number to continue the series 1,2,3,6,5, is	1	0	0
22	75	Rule-consciousness	At a party, i like	2	1	0
23	76	Social-boldness	I speak my mind no matter how many people are around	2	0	1
24	78	Vigilance	I have to stop myself from getting too involved in trying to straighten out other people's problems	2	0	1
25	82	Openness-to-change	More troubles arises from people	0	1	2
26	88	Reasoning	If the two hands on a watch come together exactly every 65 min, (according to an accurate watch), the watch is running	0	0	1
27	92	Rule-consciousness	At home, with a bit of spare time, i	0	1	2
28	93	Social-boldness	I am shy, and careful, about making friendships with new people	0	1	2
29	95	Vigilance	I suspect that people who act friendly to me can be disloyal behind my back	2	1	0
30	99	Openness-to-change	I like to think out ways in which our world could be change to improve it	2	1	0
31	104	Reasoning	Which word does not belong with the other two	1	0	0
32	105	Reasoning	If Mary's mother is Fred's father's sister, what relation is Fred to Mary's father	0	1	0

Annexure IIb

Table 1. Distribution of the consumers of SPFs by age

Age (years)	N= 225	
	F	%
21-30 (Young)	75	33.3
31-40 (Young middle)	85	37.8
41-50 (Middle aged)	53	23.6
51 & Above (Old)	12	5.3
Total	225	100
Mean	35.86	
S.D	8.74	
Max	63	
Min	22	

Table 2. Distribution of consumers of SPFs by education qualification

Education qualification	N=225	
	f	%
S.S.C.	30	13.3
Graduates	123	54.7
P.G diploma/ Post graduates	43	19.1
Professional degrees	29	12.9
Total	225	100

Table 3. Distribution of consumers of SPFs by professional profile

Professional profile	N=225	
	F	%
Working	86	38.2
Non working	139	61.8
Total	225	100

Table 4. Distribution of the consumers by family type

Family type	N	%
Single	17	7.5
Nuclear family	134	59.6
Joint family	74	32.9
Total	225	100.0

Table 5. Distribution of the consumers of SPF by family size

Family size	N=225	
	f	%
Small (1-3)	69	30.7
Moderate (4-6)	135	60.0
Large (7 or Above)	21	9.3
Total	225	100
Mean	4.31	
S.D.	1.77	
Max	13	
Min	1	

Table 6: Distribution of the consumers by family composition

Number of children	Below 13 years		Between 13 to 18 years		Adults	
	f	%	f	%	f	%
1	72	30.9	29	12.4	14	6.0
2	47	20.2	15	6.4	3	1.3
3	4	1.8	4	1.8	-	-
4	1	0.4	-	-	-	-
Total	124	53.3	48	20.6	17	7.3
Mean	0.81		0.31		0.08	
S.D.	0.90		0.67		0.32	
Max	2		1		1	
Min	0		0		0	

Annexure IIc

Table 1. Distribution of consumers of SPF by education qualification

Education qualification	Self		Spouse/ father	
	N	%	N	%
SSC	30	13.3	15	6.7
Graduates	123	54.7	82	36.4
P.G diploma/ Post graduates	43	19.1	58	25.8
Professional degrees	29	12.9	70	31.1
Total	225	100	225	100

Table 2. Distribution of the consumers by professional profile

Professional profile	Self		Spouse/ father	
	N	%	N	%
Salaried non professional	45	20.0	82	36.4
Salaried professional	27	12.0	66	29.3
Self – employed professional / non professional	14	6.2	77	34.2
Housewife	139	61.8	NA	NA
Total	225	100.0	225	100

Table 3. Distribution of the consumers by tenure of house

Tenure of house	N=225	
	f	%
Flat	216	96.0
Bungalow	9	4.0
Total	225	100

Table 4. Distribution of the consumers by size of the house

Tenure of house	N=225	
	f	%
One BHK	75	33.3
Two BHK	110	48.9
Three BHK	29	12.9
Four BHK	11	4.9
Total	225	100.0

Table 5. Distribution of the consumers by family type

Family type	N	%
Single	17	7.5
Nuclear family	134	59.6
Joint family	74	32.9
Total	225	100.0

Table 6. Distribution of the consumers of SPF by family size

Number of family members		N=225	
		f	%
1-3	(Small)	69	30.7
4-6	(Moderate)	135	60.0
7 or Above	(Large)	21	9.3
Total		225	100
Mean		4.31	
S.D.		1.77	
Max		13	
Min		1	

Table 7. Distribution of the consumers by household assistance available

Activity	N	%
Sweeping, moping, washing utensils	194	86.2
Cooking	50	22.2
Washing clothes	81	36.0
Part time for all house hold work	67	29.8
Full time for all house hold work	25	11.1
Part /full time ayha	5	2.2
Driver	17	7.6
Total	** 439	195.1

Table 8. Distribution of the consumers by number of magazines read

No of magazines read	N	%
1.00	99	44.0
2.00	43	19.11
3.00 and more	17	7.55
None	66	29.33
Total	225	100.0

Table 9. Distribution of the consumers by club membership

Club membership	N	%
No	167	74.2
Yes	58	25.8
Total	225	100.0

Table 10. Distribution of the consumers by holiday membership

Holiday membership	N	%
No	209	92.9
Yes	16	7.1
Total	225	100.0

Table 11. Distribution of the consumers by news paper readership/ subscription

News paper readership	N
Times of India	164
Hindustan Times	43
DNA	31
Mid day	27
Economic Times	26
Maharashtra times/ Indian express	18
Gujarat samachar/ navbharat times	16
Mumbai mirror/ Loksata/ Mint/ Asian age	16
Total	**341

** multiple response

Table 12. Distribution of the consumers by magazine readership

Magazine readership	N
Comics/stories/fiction	32
Film magazines	19
Sports magazines/ health/ religion	20
Savvy/ femina/ home decor	44
Readers digest/ national geography/ travels	48
Week/ India today/ business	73
Total	302**
None	66

** multiple response

Table 13. Distribution of the consumers by frequency of vacation

Frequency of vacation	N	%
Every month	2	.9
Once in six months	47	20.9
Every year	135	60.0
Once in two years	41	18.2
Total	225	100.0

Table 14. Distribution of the consumers by destination of vacation

Destination	N	%
Somewhere nearby	20	8.9
Places in your state	32	14.2
Somewhere in India	162	72.0
Outside the country	11	4.9

Table 15. Distribution of the consumers of SPFs by socio-economic-status

Socio economic status (S.E.S)	N=225	
	f	%
Low S.E.S (> mean - S.D., 24)	46	20.4
Middle S.E.S (b/w mean -S.D. - mean + S.D.25-34)	125	55.6
High S.E.S (< mean + S.D.35)	54	24.0
Total	225	100
Mean	28.97	
S.D.	5.86	
Max	53	
Min	19	