



A Description of MRI's New Procedures For Ascribing Psychographic Batteries

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Background & Purpose

Mediamark Research Incorporated (MRI) has developed 15 psychographic batteries:¹

- Five of these batteries focus on consumers' interest in advertising for a specific medium (television, radio, newspapers, magazines and the internet)
- Six focus on consumers' opinions and attitudes in various categories (automotive, finance, vacation travel, food, technology and media)²
- One focuses on consumer's attitudes toward health and health-related issues
- One focuses on consumers' confidence in the economy
- One focuses on consumers' attitudes toward advertising
- One focuses on consumers' buying styles

In the past, MRI has not ascribed data derived from psychographic batteries. Instead, the company has reported the data of only those who answered a specified number of items, and then re-weighted the data to the U.S. population. For example, for the "Buying Style Battery" which consists of 43 items, respondents in the past must have answered at least 37 items in order to have his or her data tabulated. At first glance, not ascribing psychographic items appears to be a reasonable approach. Closer inspection of this approach reveals, however, that the non-ascription of psychographic items results in the following three problems:

1. It necessitates the use of a separate weight for each psychographic battery,

¹ Each of these batteries can be found in Appendix A

² The media battery will not be available for the initial release.



2. It results in the findings for a given item not summing to 100%, and
3. It has the potential to distort the results for each item.

The purpose of this document is to summarize a procedure that circumvents the above three problems and, in the process, results in data which MRI believes to be valid, easier to use, and more helpful in making key media and marketing decisions. Before summarizing this procedure, let's review each of the above three problems.

The Use of A Separate Weight For Each Battery

The use of a separate weight for each psychographic battery poses two problems. First, many users of MRI data fail to use the weight when performing data cross-tabulations. This results in incorrect analyses that, in turn, lead to incorrect conclusions. To illustrate, consider the example shown in Exhibit A that is based on MRI's Spring 2004 Study. In this example, the psychographic item "buying American products is important to me" is cross-tabulated by sex in one of two ways:

- In the first way, the appropriate "Buying Style" weight is used, and
- In the second way, it is not.

Exhibit A		
The Effect of The Failure To Use The Buying Style Weight On The Interpretation of the Results		
Buying Style Weight Used		
	Buying American Important To Me	Buying American Not Important To Me
Men	75.52%	24.48%
Women	77.06%	22.94%
Buying Style Weight Not Used		
	Buying American Important To Me	Buying American Not Important To Me
Men	32.62%	67.38%
Women	39.20%	60.80%

As can readily seen by examining Exhibit A, when the "Buying Style" weight is used, one would conclude that over three-quarters of both men (75.52%) and women (77.06%) believe that "buying American" is important to them, and



that women are only 2% more likely (77.06%/75.52%) than men to feel this way. In contrast, when the “Buying Style” weight is not used, one would conclude that only a minority of both men (32.62%) and women (39.20%) believe that “buying American is important” to them, and that women are 20% more likely (39.2%/32.62%) than men to view this item as being important. Although it is possible that the failure to use the appropriate weight can be overcome through education, our experience tells us otherwise. Despite seminars, training sessions, and technical guides, the failure to use the appropriate psychographic weight appears to be a persistent problem that does not appear to be getting better.

The second and, more important, problem associated with separate weights occurs when one wants to crosstab the results of two or more psychographic batteries. To handle this case, MRI has developed a “collective weight” which is based on people who answer an “acceptable” number of items in each reported psychographic battery. This is not a problem when one has a few psychographic batteries. However, when the number of batteries increases to 16 (as will be the case for MRI), then the problem becomes severe. This is because anyone who does not answer the vast majority of items in each battery is eliminated from the pool of people who comprise the collective weight. This, in turn, leads to unstable data because of a serious reduction in sample size – a problem that is further exacerbated when one is “cross-tabbing” multiple batteries and/or measures.

The Results Not Summing To 100%

When one does not require that a respondent must answer all items within a psychographic battery and no attempt is made to fill-in “the missing gaps”, one invariably runs into “missing data” problem, i.e., the results do not sum to 100%. To reduce the magnitude of this problem, one generally sets the percentage of battery items required for inclusion to be high. This, however, results in a diminution of sample size with the findings of people who answered the majority of battery items often discarded.

Distortion of The Results

The third problem associated with MRI's prior approach to handling psychographic batteries is that it has the potential to distort the results for a given psychographic item. This is because, as others have found, it is possible that the responses of those who answer almost all battery items differ from those who do not. If this is the case, then the elimination of those who do not answer the vast majority of items will distort the findings for each psychographic item.

New Approach To Psychographic Batteries

In order to circumvent the above-mentioned problems, MRI has developed the following three-step approach to ascribing items for a given psychographic battery:



1. For those who **filled out at least one item** within the battery, the missing items are ascribed collectively based on respondents' responses to other psychographic items, as well as their responses to both demographic and behavioral questions
2. For those who returned the product booklet and **did not answer any items** within the battery, the missing items are ascribed collectively based on respondents' responses to only demographic and behavioral questions
3. For those who **did not return the booklet**, all psychographic batteries are ascribed collectively based on MRI's traditional booklet ascription procedure.

Following is a detailed description of each of these three steps.

Steps #1 & 2 – Ascribing Psychographic Data To Those Returning Product Booklets

For a given psychographic battery, respondents who returned a product booklet were classified as either “donors” if they answered all items within the battery, or as “recipients” if they did not. For each recipient, an analysis was conducted to determine the donor who was most similar to the recipient based on:

- How they answered the psychographic items,
- Key demographic variables (e.g., sex, age, race, etc.), and
- Their response to three behavioral measures.³

After the recipient-donor match was made, the donor's data were used to replace the missing data of the recipient. For example, if a respondent answered 6 out of 10 items in a given battery, a search was conducted to determine the donor who was most similar to the recipient in terms of:

- How the 6 items were answered,
- Key demographic variables, and
- Responses to three behavioral measures that were determined a priori to be related to how the battery was answered.

Once the appropriate donor was selected based on the collective effects of the above factors, the donor's data for the 4 missing items were used to replace the missing data of the recipient. The procedure outlined above was repeated for each of the remaining psychographic batteries.

³ If the donor did not answer any of the items within a given psychographic battery, the similarity of donor and recipient was made on the basis of demographic and behavioral measures.



Steps #3 – Ascribing Psychographic Data To Booklet Non-Responders

If a respondent did not return his or her product booklet, the contents of the entire booklet (including all psychographic batteries) was ascribed based on MRI's "typical" booklet ascription procedures. With these procedures, donor-recipient matches are made on basis of the collective effects of both demographic and media variables.

Psychographic Ascription Versus Booklet Ascription

The procedure used to ascribe psychographic data described in Steps 1 and 2 is similar to the MRI's booklet ascription procedure with the following two exceptions:

1. Unlike, MRI's booklet ascription, MRI's psychographic ascription involves the ascribing or modeling of individual items.
2. The ascription process includes behavioral measures.

The Ascription/Modeling of Individual Items

With few exceptions, MRI's product booklet questions do not involve a "yes" or "no" answer. That is, if respondents engage in the behavior under investigation they are generally required to check a box or indicate an amount. If they do not engage in the behavior, they are not required to do anything. Thus, for the majority of questions in MRI's product booklet, it is not possible to distinguish between someone who "skipped" the question, and someone who purposely chose not to answer it because it did not apply.⁴

One of the few exceptions to this "positive-answer" approach involves psychographic batteries. With these batteries, respondents are required to use a multi-point scale to answer each item. Because the pattern of response for the answered items could be used to model/ascribe the answers to the missing items, and because separate weights for each battery cause problems, MRI attempted to develop an item ascription approach in which the missing data for a given psychographic battery are ascribed collectively.

The Use of Behavioral Variables

As mentioned previously, unlike the ascription of the product booklet, behavioral variables were used to ascribe psychographic data. Specifically for each battery, more than 140 measures that, on the surface, appeared to be related to the battery were analyzed to determine how well they predicted "top 2-box" responses to each of the battery items. Then, the top three measures were selected on the basis of the average amount of variance they accounted for across all battery items. For example, for the "Automotive Battery", 252 automotive measures from

⁴ Because of the length of the product booklet, MRI uses this approach to reduce respondent fatigue.



the product booklet were selected for examination. Respondent-level data were extracted for each of these measures and for each of the 20 items that comprised the “Automotive Battery”. Following this extraction, respondents who did not answer the entire battery were eliminated and each psychographic item was recoded on a “top 2-box” basis.⁵ This amounted to coding respondents as “1” if they agreed “completely” or “somewhat” with the item, or “0” if they did not. After this recoding procedure, a correlation coefficient and variance explained were calculated for each combination of measure and psychographic item. The measures were then ranked ordered based on the amount of variance they accounted for across the 20 automotive items, and the top three were selected for the ascription process.

To illustrate, Exhibit B shows, for several of these psychographic batteries, the top three predictors in terms of the amount of variance explained across all items within the battery. In order to facilitate the reading and understanding of this exhibit, let’s review the “Automotive Battery”. In this battery, owning a car with “custom aluminum wheels” is the best predictor, accounting for, on average, .66% of the explained variance across the 20 battery items. The second and third best predictors in the “Automotive Battery” are:

- Own a vehicle with an AM/FM radio with CD player (Explained Variance-.53%), and
- Own a “sports utility vehicle” (Explained Variance=.50%).

Test of The New Psychographic Ascription Procedure

It is obvious that MRI’s new procedure for ascribing psychographic items corrects for two of the problems associated with the company’s prior procedure for handling such items. That is, MRI’s new procedure:

- Eliminates the use of a separate weight for each psychographic battery, and
- It ensures that the findings for each psychographic item sums to 100%.

Despite these advantages, the question still remains as to whether the ascription procedure distorts the results with respect to:

- The relationship between demography and media measures and responses to individual psychographic items, and
- The inter-correlation of individual psychographic items within a battery.

⁵ The elimination of respondents who did not answer the entire battery was done to facilitate the calculation of literally tens of thousands of correlation coefficients. If this were not done, each correlation coefficient would have to have been calculated on the basis of those answering a given item.

Exhibit B

Top Three Predictors For Several Psychographic Batteries

Best Predictor #1	Best Predictor #2	Best Predictor #3	BP#1 R-Sq	BP#2 R-Sq	BP#3 R-Sq
Battery = Your Opinions (Automotive)					
Custom (aluminum) wheels	Vehicle has AM/FM radio w/CD player	Sport/Utility Vehicle	0.66%	0.53%	0.50%
Battery = Your Opinions (Finance)					
Bank by PC/Internet	Own any stock	Own any securities investments	1.6%	1.1%	1.0%
Battery = Your Opinions (Vacation Travel)					
Personally own a valid passport	Foreign travel by plane (scheduled)	Foreign travel last 3 yrs	0.01	0.01	0.01
Battery = Your Opinions (Food)					
Frozen Main Courses: HH - Used last 6 mos.	HH Used Frzn Complete Dinners: Last 6 mos.	HH Prepared Food From Superk: Last 6 mos.	0.80%	0.70%	0.65%
Battery = Your Opinions (Technology)					
Used e-mail	Any Internet usage/past 30 days	Respondent uses home PC	3.22%	2.97%	2.96%
Battery = Health Attitudes					
How Rx Drug Info Obtained: Dr/HC Pro	# Rx's Filled Last 30 days: 2+	Used a branded Rx Last 12 Mos	1.33%	1.26%	0.94%



In order to answer the first question, the indices of 508 demographic and media measures were computed on the basis of all those who answered a given psychographic item, and then the data were re-weighted to the U.S. population.⁶ For each of these 508 measures, an index was computed by dividing the top-2 box level for the measure by the top 2-box level in total, and then multiplying the result by 100. For example, among men, 72.46% agreed either “somewhat” or “mostly” that “buying American is important to me”, and 74.17% felt this way among the total sample. Thus, the index among men for this measure is 98 (72.46/74.17 x 100). The indices derived from those answering a given item served as the gold standard because they were based on all those responding the item. These “single-item” indices were then compared to indices derived in one of two ways:

1. In the first way, the indices of these same demographic and media measures were re-computed on the basis of all those who answered the entire battery (a procedure that closely approximates what MRI did previously with psychographic batteries), and then the data were re-weighted to the U.S. population.
2. In the second way, the indices of these same measures were re-computed on the basis of MRI’s new ascription procedure. That is, all the psychographic items were ascribed in a manner described previously and the data were analyzed on the basis of the total sample.

In total, 508 comparisons were made for each the following six psychographic items: the first five items are part of MRI’s “Buying Style Battery”; and the last item is part of MRI’s “Health Attitudes Battery”

1. Buying American products is important to me (BS1)
2. It’s important to me that salespeople be knowledgeable about the products they sell (BS11)
3. People often come to me for advice before making a purchase (BS21)
4. If a product is made by a company I trust, I’ll buy it even if it is slightly more expensive (BS31)
5. I prefer to shop at stores that specialize in a specific type or style of product (BS41)
6. Herbal supplements are not researched enough (HC5)

For each of the six psychographic items, the indices derived from those answering a given item (the gold standard) were compared to:

- Indices derived from those answering the entire battery (MRI’s old procedure),⁷ and
- Indices derived from the total sample after the missing psychographic items were ascribed (MRI’s new procedure).

⁶ The demographic and media measures included in the analysis can be found in Exhibit C.

⁷ This is akin to MRI’s old procedure in which the vast majority of items had to be answered in order for the respondent to qualify for sample inclusion.



Exhibit C shows, for each of six psychographic items, the correlation between indices derived from those answering the item, and indices derived from:

- MRI's old psychographic procedure, and
- MRI's new psychographic procedure.

- As can be seen by examining this exhibit, the old and new approaches yielded very similar results. That is, on average, across the 508 measures for each of the six psychographic items, the correlation between the "single-item" approach and the "old approach" was .90, and the correlation between the "single-item" approach and the "new approach" was .88. Moreover, as can be seen in this same exhibit, the average correlation coefficients between the "single-item" and "new" and "old" approaches were virtually identical when the correlations focused on:⁸
 - Magazine indices (.86 vs. .88)
 - Demographic indices (.94 vs. .95)
 - Cable indices (.82 vs. .85)
 - TV indices (.87 vs. .88)
 - Radio indices (.80 vs. .86).

In order to further to determine the relative merits of the "old" and "new" approaches, the following 4-step analysis was conducted for each of the 6 psychographic items mentioned previously:

- First, the index difference between the "single-item" and "old" approaches was computed for each of 508 measures
- Second, the index difference between the "single-item" and "new" approaches was computed for each of these same measures
- Third, the distribution of differences were examined for both the "old" and "new" approaches
- Fourth, the two differences were compared on a measure-by-measure basis to determine which was closest to the "single-item" approach (i.e., the gold standard)

For example, among those who were average issue readers of 4 Wheel and Off Road, the index for the item "buying American is important to me":

⁸ (Note: The percentage for the "new" approach occurs first followed by the percentage for the "old" approach).



- Was 99 among all those answering the item (single-item approach)
- Was 93 among those who answered the entire battery (old approach)
- Was 102 among the total sample after the missing data were ascribed (new approach)

Exhibit C								
Correlation Between Responses to Single Item And Old & New Approaches								
Single Question Vs. New Ascription Procedure								
Top 2-Box Correlations Based On Indices								
	# of Measures	Avg.	BS1	BS11	BS21	BS31	BS41	HC5
Magazines	254	0.86	0.93	0.90	0.81	0.89	0.80	0.84
Demos	133	0.94	0.98	0.96	0.95	0.97	0.89	0.89
Cable	94	0.82	0.91	0.84	0.78	0.89	0.74	0.74
TV	17	0.87	0.94	0.94	0.95	0.94	0.60	0.83
Radio	10	0.80	0.92	0.96	0.99	0.87	0.23	0.85
All Data	508	0.88	0.94	0.91	0.88	0.92	0.81	0.85
Single Question Vs. Old Ascription Procedure (All Qs. Must Be answered)								
Top 2-Box Correlations Based On Indices								
	# of Measures	Avg.	BS1	BS11	BS21	BS31	BS41	HC5
Magazines	254	0.88	0.89	0.88	0.88	0.88	0.82	0.94
Demos	133	0.95	0.98	0.94	0.94	0.96	0.90	0.96
Cable	94	0.85	0.89	0.85	0.74	0.91	0.84	0.87
TV	17	0.88	0.79	0.84	0.98	0.82	0.90	0.96
Radio	10	0.86	0.75	0.94	0.94	0.60	0.96	0.96
All Data	508	0.90	0.91	0.89	0.90	0.90	0.84	0.94



Thus, for this item, the “new” approach (Index=102) was better at approximating the index of the “gold standard” (Index=99) than the “old” approach (Index=93).

Given this preamble let’s now examine the results in totality for more than 3,000 comparisons (6 items times 508 measures). As can be seen in Exhibit D:

- The average index across all the media and demographic measures was virtually identical for the “old” (104) and “new” (102) approaches
- More importantly, across all the measures, both the old and new approaches closely approximate the indices found when the “single-item” approach was used. Specifically, an examination of the index differences versus the single-item approach revealed that the “old” and “new” approaches were virtually identical with respect to:
 - The standard deviation of the differences (4.94 vs. 4.60)⁹
 - The average deviation of the differences (3.35 vs. 3.48)
 - The percent of the 508 items that had an index that differed from the “single-item” approach by more than plus or minus 10% (5.6% vs. 6.1%)

Exhibit E shows, for each of 6 psychographic items for 508 measures, the number and percentage of times the “old” and “new” approaches were better in approximating the index of the “single-item” approach. As can be seen by examining this exhibit, the two approaches were again virtually identical. Specifically, 47.9% of the time the “new” approach was better than the “old” approach in approximating the index of the “single-item” approach, and 52.1% the reverse was true.

The Inter-Correlation of Individual Psychographic Items

In order to determine if the relationship between individual psychographic items was maintained using MRI’s new psychographic ascription procedure, the following procedure was used for both the Buying Style Battery and the Health Attitudes Battery:

1. The inter-correlations among the items in each battery were calculated based on MRI’s “old” psychographic procedure
2. The inter-correlations among the items in each battery were calculated following MRI’s “new” psychographic ascription procedure

⁹ The standard deviation of the differences for both the “old” and “new” approaches indicated that both approaches did a very good job in approximating the indices derived using the single-item approach. In fact, the overall reduction in error was more than 50% for each approach.



3. The inter-correlations based on these two approaches were compared on an item-by-item basis.

Exhibit D							
Comparison of Old & New Approaches Vs. Single Item Approach							
Across 508 Media & Demographic Measures							
Old Approach							
	Avg.	BS1	BS11	BS21	BS31	BS41	HC5
Mean Index (508 Items)	104	99	100	111	102	106	103
Correlation	0.90	0.91	0.89	0.90	0.90	0.84	0.94
S.D. (of Differences)	4.94	3.63	2.35	7.57	3.60	9.07	3.44
Average Deviation (of Differences)	3.35	2.50	1.67	5.00	2.48	6.11	2.36
Coefficient Of Variation (S.D./Mean)	0.05	3.6%	2.3%	6.8%	3.5%	8.6%	3.3%
% Differing by +/-10%	5.9%	2.4%	0.4%	11.0%	2.2%	18.3%	1.2%
Real Vs. New Approach							
	BS1	BS11	BS21	BS31	BS41	HC5	
Mean Index (508 Items)	102	99	100	109	102	102	103
Correlation	0.88	0.94	0.91	0.88	0.92	0.81	0.85
S.D. (of Differences)	4.60	2.99	2.01	7.92	3.17	6.16	5.37
Average Deviation (of Differences)	3.49	2.19	1.47	6.49	2.54	4.50	3.74
Coefficient Of Variation (S.D./Mean)	0.04	3.0%	2.0%	7.3%	3.1%	6.0%	5.2%
% Differing by +/-10%	6.1%	1.4%	0.4%	17.3%	0.0%	10.0%	7.3%

Exhibit E							
Number & Percent of Time Old & News Approaches More Closely Approximate							
The Index Derived Using The Single-Item Approach							
(Total Number of Measures=508)							
Number of Times							
	Avg.	BS1	BS11	BS21	BS31	BS41	HC5
New Approach Closer	243	266	263	202	253	291	185
Old Approach Closer	265	242	245	306	255	217	323
Percent of Times							
New Approach Closer	47.9%	52.4%	51.8%	39.8%	49.8%	57.3%	36.4%
Old Approach Closer	52.1%	47.6%	48.2%	60.2%	50.2%	42.7%	63.6%



Exhibits F & G show the inter-correlations among items for the two approaches for the Buying Style Battery, and Exhibits H & I show the inter-correlations among items for the two approaches for the "Health Attitudes Battery".

As can be seen by comparing Exhibits F & G, the correlations among items for the two approaches were virtually identical for the Buying Style Battery, with the average absolute difference across all inter-correlations being .03, and the maximum difference being .19.

As can be seen by comparing Exhibits H & I, a similar pattern emerged for the Health Attitudes Battery. Again, the correlations among items for the two approaches were virtually identical, with the average absolute difference across all inter-correlations being .03, and the maximum difference being .19.

Summary & Conclusions

The present paper reviewed a new procedure for ascribing responses to psychographic questions. This new procedure:

- Eliminates the need for a separate weight for each psychographic battery, and
- Results in all the findings for a given item summing to 100%.

More importantly, this new procedure:

- Maintains the relationship between demographic/media measures and responses to individual psychographic items, and
- The inter-correlation of individual psychographic items within a battery.

Exhibit F (Continued)

Inter-Correlations Among All 43 Items In Buying Style Battery Following Ascription of Data

	Item_01	Item_02	Item_03	Item_04	Item_05	Item_06	Item_07	Item_08	Item_09	Item_10	Item_11	Item_12	Item_13	Item_14
Item_01	1.00	0.34	0.04	0.23	0.13	0.15	0.05	0.14	0.10	0.01	0.25	-0.01	0.08	-0.04
Item_02	0.34	1.00	0.10	0.29	0.12	0.23	0.02	0.12	0.16	-0.01	0.29	0.00	0.13	-0.04
Item_03	0.04	0.10	1.00	0.13	0.02	0.11	0.12	0.04	0.07	0.15	0.03	0.19	0.09	0.15
Item_04	0.23	0.29	0.13	1.00	0.14	0.19	0.05	0.13	0.13	0.02	0.26	0.03	0.16	-0.02
Item_05	0.13	0.12	0.02	0.14	1.00	0.14	0.05	0.16	0.09	0.02	0.14	0.00	0.09	0.00
Item_06	0.15	0.23	0.11	0.19	0.14	1.00	0.05	0.15	0.15	-0.04	0.22	0.02	0.10	-0.02
Item_07	0.05	0.02	0.12	0.05	0.05	0.05	1.00	0.13	0.03	0.24	0.06	0.18	0.04	0.15
Item_08	0.14	0.12	0.04	0.13	0.16	0.15	0.13	1.00	0.00	0.07	0.20	0.04	0.04	0.02
Item_09	0.10	0.16	0.07	0.13	0.09	0.15	0.03	0.00	1.00	0.00	0.13	0.01	0.12	0.02
Item_10	0.01	-0.01	0.15	0.02	0.02	-0.04	0.24	0.07	0.00	1.00	0.05	0.22	0.04	0.16
Item_11	0.25	0.29	0.03	0.26	0.14	0.22	0.06	0.20	0.13	0.05	1.00	0.04	0.13	-0.09
Item_12	-0.01	0.00	0.19	0.03	0.00	0.02	0.18	0.04	0.01	0.22	0.04	1.00	0.11	0.29
Item_13	0.08	0.13	0.09	0.16	0.09	0.10	0.04	0.04	0.12	0.04	0.13	0.11	1.00	0.09
Item_14	-0.04	-0.04	0.15	-0.02	0.00	-0.02	0.15	0.02	0.02	0.16	-0.09	0.29	0.09	1.00
Item_15	0.11	0.10	0.07	0.14	0.08	0.12	0.07	0.10	0.09	0.01	0.12	0.02	0.10	0.08
Item_16	0.02	0.00	0.01	0.00	0.11	0.04	0.07	0.07	0.03	0.06	0.02	0.09	0.06	0.15
Item_17	0.03	0.04	0.04	0.04	0.05	0.14	0.08	0.09	0.06	0.04	0.08	0.11	0.06	0.11
Item_18	0.12	0.08	0.05	0.08	0.11	0.11	0.05	0.16	0.08	0.02	0.13	0.06	0.06	0.07
Item_19	0.11	0.07	0.00	0.06	0.10	0.07	0.05	0.08	0.07	0.05	0.12	0.06	0.04	0.07
Item_20	0.08	0.12	0.10	0.12	0.07	0.13	0.11	0.18	0.02	0.09	0.18	0.14	0.08	0.05
Item_21	0.01	0.04	0.12	0.03	0.05	0.13	0.10	0.11	0.01	0.09	0.06	0.16	0.07	0.14
Item_22	-0.01	-0.04	0.13	0.02	-0.01	-0.07	0.19	0.03	0.02	0.35	0.01	0.23	0.07	0.19
Item_23	0.08	0.04	0.10	0.06	0.03	0.03	0.07	0.07	0.04	0.10	0.06	0.13	0.12	0.13
Item_24	0.09	0.09	0.05	0.09	0.03	0.11	0.12	0.16	-0.01	0.10	0.15	0.16	0.08	0.07
Item_25	0.10	0.12	0.08	0.10	0.08	0.16	0.04	0.12	0.06	-0.02	0.11	0.04	0.05	0.06
Item_26	-0.02	-0.02	-0.03	-0.04	0.08	-0.03	0.08	0.05	-0.01	0.11	0.06	0.09	0.00	0.09
Item_27	0.04	0.03	0.10	0.04	0.01	0.05	0.07	0.03	0.03	0.10	0.03	0.15	0.07	0.12
Item_28	0.02	0.02	0.12	0.04	0.01	0.03	0.13	0.10	-0.03	0.13	0.05	0.21	0.04	0.15
Item_29	0.06	0.04	-0.02	0.06	0.03	0.06	0.05	0.08	0.02	0.03	0.06	0.07	0.03	0.04
Item_30	0.19	0.20	0.02	0.19	0.10	0.14	0.06	0.17	0.07	0.03	0.26	0.01	0.08	-0.06
Item_31	0.13	0.12	0.03	0.15	0.06	0.09	0.10	0.21	-0.02	0.07	0.20	0.07	0.06	0.00
Item_32	-0.03	0.00	0.16	0.00	0.04	0.04	0.09	-0.01	0.09	0.08	-0.04	0.17	0.07	0.20
Item_33	0.03	0.00	-0.01	0.01	0.09	0.03	0.04	0.04	0.04	0.04	0.05	0.07	0.01	0.09
Item_34	0.20	0.15	0.01	0.14	0.09	0.16	0.05	0.15	0.06	0.02	0.26	0.00	0.05	-0.05
Item_35	0.03	0.05	0.09	0.07	-0.01	0.08	0.05	-0.05	0.17	0.01	0.00	0.09	0.11	0.12
Item_36	-0.03	-0.01	0.15	-0.01	0.01	0.03	0.10	0.02	0.01	0.13	0.00	0.20	0.06	0.17
Item_37	0.18	0.17	0.06	0.18	0.05	0.12	0.07	0.16	0.05	0.02	0.23	0.05	0.07	-0.03
Item_38	0.04	0.02	0.01	0.02	0.04	0.06	0.05	0.04	0.05	0.02	0.02	0.08	0.03	0.11
Item_39	0.11	0.11	0.02	0.10	0.07	0.10	0.04	0.10	0.06	0.04	0.15	0.04	0.06	0.02
Item_40	0.14	0.08	0.05	0.08	0.09	0.09	0.04	0.16	0.03	0.00	0.12	0.04	0.04	0.04
Item_41	0.03	0.03	0.09	0.03	0.05	0.06	0.10	0.12	-0.04	0.09	0.08	0.17	0.05	0.13
Item_42	0.04	0.00	0.09	0.02	0.01	-0.01	0.11	0.08	-0.09	0.10	0.03	0.17	0.04	0.17
Item_43	-0.01	-0.02	0.11	-0.01	0.00	0.00	0.11	0.01	0.01	0.10	-0.06	0.23	0.06	0.26

Exhibit F (Continued)

Inter-Correlations Among All 43 Items In Buying Style Battery Following Ascription of Data

	Item_15	Item_16	Item_17	Item_18	Item_19	Item_20	Item_21	Item_22	Item_23	Item_24	Item_25	Item_26	Item_27	Item_28
Item_01	0.11	0.02	0.03	0.12	0.11	0.08	0.01	-0.01	0.08	0.09	0.10	-0.02	0.04	0.02
Item_02	0.10	0.00	0.04	0.08	0.07	0.12	0.04	-0.04	0.04	0.09	0.12	-0.02	0.03	0.02
Item_03	0.07	0.01	0.04	0.05	0.00	0.10	0.12	0.13	0.10	0.05	0.08	-0.03	0.10	0.12
Item_04	0.14	0.00	0.04	0.08	0.06	0.12	0.03	0.02	0.06	0.09	0.10	-0.04	0.04	0.04
Item_05	0.08	0.11	0.05	0.11	0.10	0.07	0.05	-0.01	0.03	0.03	0.08	0.08	0.01	0.01
Item_06	0.12	0.04	0.14	0.11	0.07	0.13	0.13	-0.07	0.03	0.11	0.16	-0.03	0.05	0.03
Item_07	0.07	0.07	0.08	0.05	0.05	0.11	0.10	0.19	0.07	0.12	0.04	0.08	0.07	0.13
Item_08	0.10	0.07	0.09	0.16	0.08	0.18	0.11	0.03	0.07	0.16	0.12	0.05	0.03	0.10
Item_09	0.09	0.03	0.06	0.08	0.07	0.02	0.01	0.02	0.04	-0.01	0.06	-0.01	0.03	-0.03
Item_10	0.01	0.06	0.04	0.02	0.05	0.09	0.09	0.35	0.10	0.10	-0.02	0.11	0.10	0.13
Item_11	0.12	0.02	0.08	0.13	0.12	0.18	0.06	0.01	0.06	0.15	0.11	0.06	0.03	0.05
Item_12	0.02	0.09	0.11	0.06	0.06	0.14	0.16	0.23	0.13	0.16	0.04	0.09	0.15	0.21
Item_13	0.10	0.06	0.06	0.06	0.04	0.08	0.07	0.07	0.12	0.08	0.05	0.00	0.07	0.04
Item_14	0.08	0.15	0.11	0.07	0.07	0.05	0.14	0.19	0.13	0.07	0.06	0.09	0.12	0.15
Item_15	1.00	0.12	0.12	0.13	0.15	0.12	0.08	0.01	0.11	0.08	0.12	-0.09	0.05	0.05
Item_16	0.12	1.00	0.12	0.10	0.16	0.06	0.12	0.08	0.10	0.03	0.08	0.08	0.04	0.07
Item_17	0.12	0.12	1.00	0.15	0.08	0.10	0.22	0.06	0.11	0.10	0.07	0.04	0.08	0.10
Item_18	0.13	0.10	0.15	1.00	0.19	0.14	0.10	0.03	0.08	0.11	0.21	0.04	0.06	0.10
Item_19	0.15	0.16	0.08	0.19	1.00	0.13	0.08	0.06	0.14	0.04	0.10	0.02	0.06	0.07
Item_20	0.12	0.06	0.10	0.14	0.13	1.00	0.18	0.09	0.13	0.20	0.10	0.06	0.08	0.22
Item_21	0.08	0.12	0.22	0.10	0.08	0.18	1.00	0.08	0.11	0.13	0.10	0.06	0.11	0.14
Item_22	0.01	0.08	0.06	0.03	0.06	0.09	0.08	1.00	0.17	0.09	-0.03	0.11	0.11	0.13
Item_23	0.11	0.10	0.11	0.08	0.14	0.13	0.11	0.17	1.00	0.10	0.02	0.05	0.13	0.12
Item_24	0.08	0.03	0.10	0.11	0.04	0.20	0.13	0.09	0.10	1.00	0.11	0.08	0.10	0.17
Item_25	0.12	0.08	0.07	0.21	0.10	0.10	0.10	-0.03	0.02	0.11	1.00	0.02	0.04	0.09
Item_26	-0.09	0.08	0.04	0.04	0.02	0.06	0.06	0.11	0.05	0.08	0.02	1.00	0.10	0.12
Item_27	0.05	0.04	0.08	0.06	0.06	0.08	0.11	0.11	0.13	0.10	0.04	0.10	1.00	0.18
Item_28	0.05	0.07	0.10	0.10	0.07	0.22	0.14	0.13	0.12	0.17	0.09	0.12	0.18	1.00
Item_29	0.05	0.05	0.12	0.05	0.04	0.10	0.09	0.03	0.07	0.13	0.03	0.07	0.19	0.17
Item_30	0.11	0.01	0.06	0.10	0.09	0.18	0.05	0.03	0.12	0.18	0.10	0.07	0.08	0.11
Item_31	0.08	0.02	0.08	0.13	0.07	0.20	0.08	0.07	0.13	0.21	0.12	0.10	0.08	0.18
Item_32	0.02	0.09	0.07	0.05	0.07	0.03	0.09	0.14	0.08	0.06	0.08	0.08	0.13	0.12
Item_33	0.06	0.16	0.07	0.07	0.11	0.04	0.08	0.07	0.06	0.07	0.08	0.17	0.07	0.08
Item_34	0.10	0.04	0.09	0.14	0.11	0.15	0.07	0.01	0.09	0.15	0.12	0.09	0.07	0.09
Item_35	0.08	0.04	0.08	0.04	0.05	-0.01	0.06	0.05	0.04	0.02	0.06	-0.11	0.08	0.03
Item_36	0.02	0.06	0.08	0.03	0.05	0.10	0.22	0.17	0.09	0.16	0.08	0.08	0.12	0.18
Item_37	0.09	-0.01	0.03	0.07	0.08	0.16	0.04	0.03	0.11	0.17	0.09	0.03	0.08	0.10
Item_38	0.09	0.10	0.17	0.07	0.09	0.05	0.07	0.03	0.11	0.06	0.05	0.07	0.09	0.09
Item_39	0.08	0.06	0.07	0.10	0.08	0.12	0.10	0.04	0.06	0.12	0.11	0.12	0.07	0.09
Item_40	0.09	0.06	0.08	0.48	0.12	0.13	0.08	0.00	0.05	0.14	0.25	0.07	0.08	0.15
Item_41	0.04	0.09	0.12	0.13	0.08	0.16	0.16	0.08	0.10	0.19	0.13	0.11	0.12	0.21
Item_42	0.06	0.08	0.07	0.06	0.07	0.10	0.07	0.11	0.14	0.14	0.06	0.08	0.12	0.20
Item_43	0.05	0.11	0.14	0.04	0.06	0.07	0.12	0.15	0.14	0.10	0.06	0.10	0.14	0.22

Exhibit F

Inter-Correlations Among All 43 Items In Buying Style Battery Following Ascription of Data

	Item_01	Item_02	Item_03	Item_04	Item_05	Item_06	Item_07	Item_08	Item_09	Item_10	Item_11	Item_12	Item_13	Item_14
Item_01	1.00	0.34	0.04	0.23	0.13	0.15	0.05	0.14	0.10	0.01	0.25	-0.01	0.08	-0.04
Item_02	0.34	1.00	0.10	0.29	0.12	0.23	0.02	0.12	0.16	-0.01	0.29	0.00	0.13	-0.04
Item_03	0.04	0.10	1.00	0.13	0.02	0.11	0.12	0.04	0.07	0.15	0.03	0.19	0.09	0.15
Item_04	0.23	0.29	0.13	1.00	0.14	0.19	0.05	0.13	0.13	0.02	0.26	0.03	0.16	-0.02
Item_05	0.13	0.12	0.02	0.14	1.00	0.14	0.05	0.16	0.09	0.02	0.14	0.00	0.09	0.00
Item_06	0.15	0.23	0.11	0.19	0.14	1.00	0.05	0.15	0.15	-0.04	0.22	0.02	0.10	-0.02
Item_07	0.05	0.02	0.12	0.05	0.05	0.05	1.00	0.13	0.03	0.24	0.06	0.18	0.04	0.15
Item_08	0.14	0.12	0.04	0.13	0.16	0.15	0.13	1.00	0.00	0.07	0.20	0.04	0.04	0.02
Item_09	0.10	0.16	0.07	0.13	0.09	0.15	0.03	0.00	1.00	0.00	0.13	0.01	0.12	0.02
Item_10	0.01	-0.01	0.15	0.02	0.02	-0.04	0.24	0.07	0.00	1.00	0.05	0.22	0.04	0.16
Item_11	0.25	0.29	0.03	0.26	0.14	0.22	0.06	0.20	0.13	0.05	1.00	0.04	0.13	-0.09
Item_12	-0.01	0.00	0.19	0.03	0.00	0.02	0.18	0.04	0.01	0.22	0.04	1.00	0.11	0.29
Item_13	0.08	0.13	0.09	0.16	0.09	0.10	0.04	0.04	0.12	0.04	0.13	0.11	1.00	0.09
Item_14	-0.04	-0.04	0.15	-0.02	0.00	-0.02	0.15	0.02	0.02	0.16	-0.09	0.29	0.09	1.00
Item_15	0.11	0.10	0.07	0.14	0.08	0.12	0.07	0.10	0.09	0.01	0.12	0.02	0.10	0.08
Item_16	0.02	0.00	0.01	0.00	0.11	0.04	0.07	0.07	0.03	0.06	0.02	0.09	0.06	0.15
Item_17	0.03	0.04	0.04	0.04	0.05	0.14	0.08	0.09	0.06	0.04	0.08	0.11	0.06	0.11
Item_18	0.12	0.08	0.05	0.08	0.11	0.11	0.05	0.16	0.08	0.02	0.13	0.06	0.06	0.07
Item_19	0.11	0.07	0.00	0.06	0.10	0.07	0.05	0.08	0.07	0.05	0.12	0.06	0.04	0.07
Item_20	0.08	0.12	0.10	0.12	0.07	0.13	0.11	0.18	0.02	0.09	0.18	0.14	0.08	0.05
Item_21	0.01	0.04	0.12	0.03	0.05	0.13	0.10	0.11	0.01	0.09	0.06	0.16	0.07	0.14
Item_22	-0.01	-0.04	0.13	0.02	-0.01	-0.07	0.19	0.03	0.02	0.35	0.01	0.23	0.07	0.19
Item_23	0.08	0.04	0.10	0.06	0.03	0.03	0.07	0.07	0.04	0.10	0.06	0.13	0.12	0.13
Item_24	0.09	0.09	0.05	0.09	0.03	0.11	0.12	0.16	-0.01	0.10	0.15	0.16	0.08	0.07
Item_25	0.10	0.12	0.08	0.10	0.08	0.16	0.04	0.12	0.06	-0.02	0.11	0.04	0.05	0.06
Item_26	-0.02	-0.02	-0.03	-0.04	0.08	-0.03	0.08	0.05	-0.01	0.11	0.06	0.09	0.00	0.09
Item_27	0.04	0.03	0.10	0.04	0.01	0.05	0.07	0.03	0.03	0.10	0.03	0.15	0.07	0.12
Item_28	0.02	0.02	0.12	0.04	0.01	0.03	0.13	0.10	-0.03	0.13	0.05	0.21	0.04	0.15
Item_29	0.06	0.04	-0.02	0.06	0.03	0.06	0.05	0.08	0.02	0.03	0.06	0.07	0.03	0.04
Item_30	0.19	0.20	0.02	0.19	0.10	0.14	0.06	0.17	0.07	0.03	0.26	0.01	0.08	-0.06
Item_31	0.13	0.12	0.03	0.15	0.06	0.09	0.10	0.21	-0.02	0.07	0.20	0.07	0.06	0.00
Item_32	-0.03	0.00	0.16	0.00	0.04	0.04	0.09	-0.01	0.09	0.08	-0.04	0.17	0.07	0.20
Item_33	0.03	0.00	-0.01	0.01	0.09	0.03	0.04	0.04	0.04	0.04	0.05	0.07	0.01	0.09
Item_34	0.20	0.15	0.01	0.14	0.09	0.16	0.05	0.15	0.06	0.02	0.26	0.00	0.05	-0.05
Item_35	0.03	0.05	0.09	0.07	-0.01	0.08	0.05	-0.05	0.17	0.01	0.00	0.09	0.11	0.12
Item_36	-0.03	-0.01	0.15	-0.01	0.01	0.03	0.10	0.02	0.01	0.13	0.00	0.20	0.06	0.17
Item_37	0.18	0.17	0.06	0.18	0.05	0.12	0.07	0.16	0.05	0.02	0.23	0.05	0.07	-0.03
Item_38	0.04	0.02	0.01	0.02	0.04	0.06	0.05	0.04	0.05	0.02	0.02	0.08	0.03	0.11
Item_39	0.11	0.11	0.02	0.10	0.07	0.10	0.04	0.10	0.06	0.04	0.15	0.04	0.06	0.02
Item_40	0.14	0.08	0.05	0.08	0.09	0.09	0.04	0.16	0.03	0.00	0.12	0.04	0.04	0.04
Item_41	0.03	0.03	0.09	0.03	0.05	0.06	0.10	0.12	-0.04	0.09	0.08	0.17	0.05	0.13
Item_42	0.04	0.00	0.09	0.02	0.01	-0.01	0.11	0.08	-0.09	0.10	0.03	0.17	0.04	0.17
Item_43	-0.01	-0.02	0.11	-0.01	0.00	0.00	0.11	0.01	0.01	0.10	-0.06	0.23	0.06	0.26

Exhibit G

Inter-Correlations Among All 43 Items In Buying Style Battery (Old Approach)

	Item_01	Item_02	Item_03	Item_04	Item_05	Item_06	Item_07	Item_08	Item_09	Item_10	Item_11	Item_12	Item_13	Item_14
Item_01	1.00	0.34	0.02	0.23	0.13	0.15	0.03	0.16	0.09	-0.02	0.27	-0.04	0.11	-0.08
Item_02	0.34	1.00	0.11	0.34	0.12	0.27	-0.02	0.12	0.17	-0.08	0.28	-0.07	0.16	-0.13
Item_03	0.02	0.11	1.00	0.17	-0.02	0.11	0.11	0.02	0.06	0.17	0.00	0.24	0.15	0.18
Item_04	0.23	0.34	0.17	1.00	0.12	0.20	0.04	0.12	0.13	0.00	0.27	0.00	0.18	-0.07
Item_05	0.13	0.12	-0.02	0.12	1.00	0.15	0.01	0.17	0.08	0.00	0.16	-0.07	0.07	-0.07
Item_06	0.15	0.27	0.11	0.20	0.15	1.00	0.02	0.14	0.17	-0.10	0.24	0.00	0.13	-0.05
Item_07	0.03	-0.02	0.11	0.04	0.01	0.02	1.00	0.14	0.01	0.30	0.03	0.21	0.02	0.19
Item_08	0.16	0.12	0.02	0.12	0.17	0.14	0.14	1.00	-0.06	0.07	0.25	0.00	0.04	-0.02
Item_09	0.09	0.17	0.06	0.13	0.08	0.17	0.01	-0.06	1.00	-0.03	0.11	-0.03	0.15	-0.02
Item_10	-0.02	-0.08	0.17	0.00	0.00	-0.10	0.30	0.07	-0.03	1.00	0.02	0.26	0.04	0.20
Item_11	0.27	0.28	0.00	0.27	0.16	0.24	0.03	0.25	0.11	0.02	1.00	-0.02	0.12	-0.19
Item_12	-0.04	-0.07	0.24	0.00	-0.07	0.00	0.21	0.00	-0.03	0.26	-0.02	1.00	0.10	0.39
Item_13	0.11	0.16	0.15	0.18	0.07	0.13	0.02	0.04	0.15	0.04	0.12	0.10	1.00	0.09
Item_14	-0.08	-0.13	0.18	-0.07	-0.07	-0.05	0.19	-0.02	-0.02	0.20	-0.19	0.39	0.09	1.00
Item_15	0.12	0.12	0.07	0.16	0.04	0.13	0.03	0.11	0.10	-0.03	0.11	-0.01	0.10	0.05
Item_16	0.02	-0.03	0.00	-0.06	0.11	0.04	0.08	0.08	0.05	0.10	0.01	0.10	0.04	0.15
Item_17	0.01	0.02	0.05	0.03	0.01	0.16	0.09	0.07	0.06	0.06	0.07	0.15	0.07	0.17
Item_18	0.12	0.09	0.05	0.10	0.10	0.14	0.04	0.18	0.06	-0.01	0.14	0.05	0.06	0.05
Item_19	0.15	0.05	0.00	0.04	0.09	0.08	0.05	0.08	0.08	0.03	0.13	0.03	0.05	0.05
Item_20	0.08	0.12	0.13	0.13	0.07	0.13	0.13	0.21	0.02	0.11	0.19	0.15	0.09	0.06
Item_21	-0.01	0.04	0.14	0.04	0.01	0.15	0.11	0.11	-0.01	0.11	0.05	0.17	0.08	0.17
Item_22	-0.05	-0.11	0.18	-0.01	-0.04	-0.12	0.27	0.00	0.00	0.47	-0.04	0.29	0.07	0.25
Item_23	0.11	0.01	0.12	0.06	0.00	0.01	0.11	0.07	0.03	0.15	0.04	0.17	0.12	0.17
Item_24	0.09	0.08	0.08	0.10	0.03	0.13	0.15	0.19	-0.02	0.13	0.17	0.20	0.07	0.10
Item_25	0.10	0.14	0.10	0.13	0.08	0.16	0.04	0.14	0.03	-0.04	0.13	0.02	0.05	0.02
Item_26	-0.05	-0.07	-0.04	-0.09	0.10	-0.06	0.10	0.05	-0.02	0.16	0.03	0.11	-0.03	0.08
Item_27	0.02	0.00	0.11	0.02	-0.02	0.04	0.07	0.02	0.02	0.12	-0.02	0.19	0.07	0.18
Item_28	0.00	0.02	0.02	0.00	0.01	0.02	0.01	0.02	0.00	0.04	0.02	0.03	0.03	0.01
Item_29	0.06	0.02	-0.04	0.04	0.01	0.06	0.05	0.09	0.00	0.03	0.07	0.08	0.03	0.07
Item_30	0.21	0.19	0.01	0.21	0.11	0.12	0.04	0.20	0.04	0.03	0.30	-0.03	0.10	-0.11
Item_31	0.17	0.13	0.03	0.17	0.07	0.07	0.12	0.28	-0.07	0.11	0.24	0.06	0.06	-0.02
Item_32	-0.08	-0.05	0.18	-0.04	0.01	0.03	0.11	-0.03	0.08	0.12	-0.10	0.24	0.08	0.27
Item_33	0.05	0.01	-0.04	-0.01	0.12	0.03	0.03	0.06	0.06	0.06	0.07	0.05	0.00	0.06
Item_34	0.22	0.17	0.01	0.17	0.11	0.15	0.02	0.19	0.05	0.01	0.35	-0.03	0.07	-0.09
Item_35	0.03	0.09	0.13	0.10	-0.04	0.11	0.06	-0.09	0.22	-0.01	-0.03	0.12	0.13	0.14
Item_36	-0.02	0.00	0.18	0.01	-0.03	0.05	0.13	0.05	-0.01	0.18	-0.01	0.27	0.08	0.23
Item_37	0.22	0.17	0.06	0.23	0.07	0.13	0.06	0.18	0.04	0.03	0.27	0.05	0.10	-0.05
Item_38	0.02	0.01	-0.01	0.02	0.02	0.09	0.07	0.05	0.07	0.03	0.03	0.12	0.02	0.15
Item_39	0.11	0.12	0.02	0.09	0.06	0.10	0.02	0.11	0.07	0.06	0.18	0.03	0.06	0.00
Item_40	0.14	0.08	0.07	0.09	0.09	0.10	0.04	0.20	0.02	0.00	0.13	0.05	0.04	0.05
Item_41	0.02	0.00	0.09	0.02	0.06	0.07	0.13	0.19	-0.05	0.10	0.08	0.18	0.03	0.15
Item_42	0.07	-0.03	0.12	0.01	-0.03	-0.02	0.14	0.14	-0.13	0.13	-0.01	0.21	0.04	0.23
Item_43	-0.04	-0.10	0.14	-0.06	-0.07	-0.01	0.15	0.00	-0.01	0.15	-0.11	0.33	0.05	0.36

Exhibit G (Continued)

Inter-Correlations Among All 43 Items In Buying Style Battery (Old Approach)

	Item 15	Item 16	Item 17	Item 18	Item 19	Item 20	Item 21	Item 22	Item 23	Item 24	Item 25	Item 26	Item 27	Item 28
Item_01	0.12	0.02	0.01	0.12	0.15	0.08	-0.01	-0.05	0.11	0.09	0.10	-0.05	0.02	0.00
Item_02	0.12	-0.03	0.02	0.09	0.05	0.12	0.04	-0.11	0.01	0.08	0.14	-0.07	0.00	0.02
Item_03	0.07	0.00	0.05	0.05	0.00	0.13	0.14	0.18	0.12	0.08	0.10	-0.04	0.11	0.02
Item_04	0.16	-0.06	0.03	0.10	0.04	0.13	0.04	-0.01	0.06	0.10	0.13	-0.09	0.02	0.00
Item_05	0.04	0.11	0.01	0.10	0.09	0.07	0.01	-0.04	0.00	0.03	0.08	0.10	-0.02	0.01
Item_06	0.13	0.04	0.16	0.14	0.08	0.13	0.15	-0.12	0.01	0.13	0.16	-0.06	0.04	0.02
Item_07	0.03	0.08	0.09	0.04	0.05	0.13	0.11	0.27	0.11	0.15	0.04	0.10	0.07	0.01
Item_08	0.11	0.08	0.07	0.18	0.08	0.21	0.11	0.00	0.07	0.19	0.14	0.05	0.02	0.02
Item_09	0.10	0.05	0.06	0.06	0.08	0.02	-0.01	0.00	0.03	-0.02	0.03	-0.02	0.02	0.00
Item_10	-0.03	0.10	0.06	-0.01	0.03	0.11	0.11	0.47	0.15	0.13	-0.04	0.16	0.12	0.04
Item_11	0.11	0.01	0.07	0.14	0.13	0.19	0.05	-0.04	0.04	0.17	0.13	0.03	-0.02	0.02
Item_12	-0.01	0.10	0.15	0.05	0.03	0.15	0.17	0.29	0.17	0.20	0.02	0.11	0.19	0.03
Item_13	0.10	0.04	0.07	0.06	0.05	0.09	0.08	0.07	0.12	0.07	0.05	-0.03	0.07	0.03
Item_14	0.05	0.15	0.17	0.05	0.05	0.06	0.17	0.25	0.17	0.10	0.02	0.08	0.18	0.01
Item_15	1.00	0.10	0.12	0.14	0.14	0.13	0.09	-0.02	0.10	0.06	0.14	-0.18	0.03	0.00
Item_16	0.10	1.00	0.17	0.10	0.19	0.08	0.15	0.09	0.12	0.04	0.06	0.11	0.06	0.01
Item_17	0.12	0.17	1.00	0.17	0.08	0.11	0.28	0.10	0.15	0.13	0.06	0.04	0.11	0.01
Item_18	0.14	0.10	0.17	1.00	0.22	0.15	0.09	0.00	0.07	0.10	0.27	0.01	0.06	0.01
Item_19	0.14	0.19	0.08	0.22	1.00	0.19	0.10	0.05	0.16	0.04	0.10	0.01	0.07	0.01
Item_20	0.13	0.08	0.11	0.15	0.19	1.00	0.22	0.11	0.15	0.21	0.12	0.07	0.08	0.06
Item_21	0.09	0.15	0.28	0.09	0.10	0.22	1.00	0.12	0.14	0.19	0.12	0.06	0.14	0.03
Item_22	-0.02	0.09	0.10	0.00	0.05	0.11	0.12	1.00	0.21	0.12	-0.06	0.16	0.14	0.04
Item_23	0.10	0.12	0.15	0.07	0.16	0.15	0.14	0.21	1.00	0.12	0.00	0.06	0.18	0.04
Item_24	0.06	0.04	0.13	0.10	0.04	0.21	0.19	0.12	0.12	1.00	0.14	0.10	0.11	0.03
Item_25	0.14	0.06	0.06	0.27	0.10	0.12	0.12	-0.06	0.00	0.14	1.00	0.00	0.03	0.02
Item_26	-0.18	0.11	0.04	0.01	0.01	0.07	0.06	0.16	0.06	0.10	0.00	1.00	0.08	0.04
Item_27	0.03	0.06	0.11	0.06	0.07	0.08	0.14	0.14	0.18	0.11	0.03	0.08	1.00	0.05
Item_28	0.00	0.01	0.01	0.01	0.01	0.06	0.03	0.04	0.04	0.03	0.02	0.04	0.05	1.00
Item_29	0.05	0.06	0.15	0.05	0.05	0.07	0.11	0.03	0.09	0.16	0.03	0.05	0.26	0.02
Item_30	0.13	-0.02	0.04	0.09	0.11	0.22	0.01	0.00	0.15	0.17	0.09	0.05	0.05	0.05
Item_31	0.09	0.03	0.06	0.15	0.10	0.26	0.09	0.07	0.15	0.24	0.15	0.10	0.08	0.06
Item_32	0.00	0.12	0.13	0.06	0.05	0.03	0.14	0.19	0.09	0.10	0.07	0.08	0.15	0.02
Item_33	0.04	0.18	0.09	0.08	0.12	0.05	0.09	0.07	0.07	0.07	0.05	0.20	0.07	0.01
Item_34	0.11	0.05	0.09	0.15	0.14	0.17	0.07	-0.02	0.08	0.15	0.13	0.07	0.05	0.04
Item_35	0.11	0.02	0.12	0.07	0.06	0.01	0.07	0.07	0.07	0.05	0.07	-0.17	0.11	0.00
Item_36	0.03	0.06	0.14	0.05	0.05	0.15	0.30	0.22	0.12	0.25	0.08	0.07	0.16	0.05
Item_37	0.12	-0.01	0.03	0.11	0.11	0.21	0.05	0.03	0.14	0.19	0.10	0.01	0.05	0.06
Item_38	0.10	0.13	0.24	0.09	0.10	0.07	0.10	0.04	0.15	0.10	0.04	0.09	0.12	0.01
Item_39	0.07	0.05	0.09	0.11	0.11	0.15	0.09	0.07	0.08	0.11	0.11	0.13	0.05	0.04
Item_40	0.11	0.06	0.08	0.56	0.15	0.16	0.08	0.00	0.06	0.16	0.31	0.06	0.08	0.03
Item_41	0.03	0.13	0.15	0.18	0.09	0.22	0.20	0.11	0.12	0.23	0.16	0.15	0.12	0.05
Item_42	0.06	0.09	0.10	0.07	0.07	0.13	0.10	0.12	0.20	0.18	0.07	0.08	0.15	0.05
Item_43	0.03	0.16	0.24	0.05	0.05	0.09	0.20	0.21	0.20	0.15	0.03	0.11	0.19	0.03

Exhibit G (Continued)

Inter-Correlations Among All 43 Items In Buying Style Battery (Old Approach)

	Item_29	Item_30	Item_31	Item_32	Item_33	Item_34	Item_35	Item_36	Item_37	Item_38	Item_39	Item_40	Item_41	Item_42	Item_43
Item_01	0.06	0.21	0.17	-0.08	0.05	0.22	0.03	-0.02	0.22	0.02	0.11	0.14	0.02	0.07	-0.04
Item_02	0.02	0.19	0.13	-0.05	0.01	0.17	0.09	0.00	0.17	0.01	0.12	0.08	0.00	-0.03	-0.10
Item_03	-0.04	0.01	0.03	0.18	-0.04	0.01	0.13	0.18	0.06	-0.01	0.02	0.07	0.09	0.12	0.14
Item_04	0.04	0.21	0.17	-0.04	-0.01	0.17	0.10	0.01	0.23	0.02	0.09	0.09	0.02	0.01	-0.06
Item_05	0.01	0.11	0.07	0.01	0.12	0.11	-0.04	-0.03	0.07	0.02	0.06	0.09	0.06	-0.03	-0.07
Item_06	0.06	0.12	0.07	0.03	0.03	0.15	0.11	0.05	0.13	0.09	0.10	0.10	0.07	-0.02	-0.01
Item_07	0.05	0.04	0.12	0.11	0.03	0.02	0.06	0.13	0.06	0.07	0.02	0.04	0.13	0.14	0.15
Item_08	0.09	0.20	0.28	-0.03	0.06	0.19	-0.09	0.05	0.18	0.05	0.11	0.20	0.19	0.14	0.00
Item_09	0.00	0.04	-0.07	0.08	0.06	0.05	0.22	-0.01	0.04	0.07	0.07	0.02	-0.05	-0.13	-0.01
Item_10	0.03	0.03	0.11	0.12	0.06	0.01	-0.01	0.18	0.03	0.03	0.06	0.00	0.10	0.13	0.15
Item_11	0.07	0.30	0.24	-0.10	0.07	0.35	-0.03	-0.01	0.27	0.03	0.18	0.13	0.08	-0.01	-0.11
Item_12	0.08	-0.03	0.06	0.24	0.05	-0.03	0.12	0.27	0.05	0.12	0.03	0.05	0.18	0.21	0.33
Item_13	0.03	0.10	0.06	0.08	0.00	0.07	0.13	0.08	0.10	0.02	0.06	0.04	0.03	0.04	0.05
Item_14	0.07	-0.11	-0.02	0.27	0.06	-0.09	0.14	0.23	-0.05	0.15	0.00	0.05	0.15	0.23	0.36
Item_15	0.05	0.13	0.09	0.00	0.04	0.11	0.11	0.03	0.12	0.10	0.07	0.11	0.03	0.06	0.03
Item_16	0.06	-0.02	0.03	0.12	0.18	0.05	0.02	0.06	-0.01	0.13	0.05	0.06	0.13	0.09	0.16
Item_17	0.15	0.04	0.06	0.13	0.09	0.09	0.12	0.14	0.03	0.24	0.09	0.08	0.15	0.10	0.24
Item_18	0.05	0.09	0.15	0.06	0.08	0.15	0.07	0.05	0.11	0.09	0.11	0.56	0.18	0.07	0.05
Item_19	0.05	0.11	0.10	0.05	0.12	0.14	0.06	0.05	0.11	0.10	0.11	0.15	0.09	0.07	0.05
Item_20	0.07	0.22	0.26	0.03	0.05	0.17	0.01	0.15	0.21	0.07	0.15	0.16	0.22	0.13	0.09
Item_21	0.11	0.01	0.09	0.14	0.09	0.07	0.07	0.30	0.05	0.10	0.09	0.08	0.20	0.10	0.20
Item_22	0.03	0.00	0.07	0.19	0.07	-0.02	0.07	0.22	0.03	0.04	0.07	0.00	0.11	0.12	0.21
Item_23	0.09	0.15	0.15	0.09	0.07	0.08	0.07	0.12	0.14	0.15	0.08	0.06	0.12	0.20	0.20
Item_24	0.16	0.17	0.24	0.10	0.07	0.15	0.05	0.25	0.19	0.10	0.11	0.16	0.23	0.18	0.15
Item_25	0.03	0.09	0.15	0.07	0.05	0.13	0.07	0.08	0.10	0.04	0.11	0.31	0.16	0.07	0.03
Item_26	0.05	0.05	0.10	0.08	0.20	0.07	-0.17	0.07	0.01	0.09	0.13	0.06	0.15	0.08	0.11
Item_27	0.26	0.05	0.08	0.15	0.07	0.05	0.11	0.16	0.05	0.12	0.05	0.08	0.12	0.15	0.19
Item_28	0.02	0.05	0.06	0.02	0.01	0.04	0.00	0.05	0.06	0.01	0.04	0.03	0.05	0.05	0.03
Item_29	1.00	0.14	0.17	0.07	0.10	0.11	0.07	0.08	0.09	0.16	0.04	0.07	0.15	0.13	0.18
Item_30	0.14	1.00	0.47	-0.13	0.04	0.27	-0.08	-0.01	0.32	0.06	0.17	0.13	0.11	0.09	-0.07
Item_31	0.17	0.47	1.00	-0.07	0.07	0.26	-0.11	0.08	0.31	0.08	0.16	0.25	0.24	0.21	0.04
Item_32	0.07	-0.13	-0.07	1.00	0.16	-0.04	0.25	0.26	-0.02	0.13	0.05	0.08	0.16	0.12	0.24
Item_33	0.10	0.04	0.07	0.16	1.00	0.14	0.01	0.07	0.05	0.17	0.16	0.10	0.11	0.07	0.10
Item_34	0.11	0.27	0.26	-0.04	0.14	1.00	0.03	0.05	0.29	0.07	0.19	0.18	0.13	0.05	-0.04
Item_35	0.07	-0.08	-0.11	0.25	0.01	0.03	1.00	0.23	0.03	0.11	-0.01	0.04	0.00	0.03	0.15
Item_36	0.08	-0.01	0.08	0.26	0.07	0.05	0.23	1.00	0.09	0.02	0.07	0.08	0.19	0.16	0.25
Item_37	0.09	0.32	0.31	-0.02	0.05	0.29	0.03	0.09	1.00	0.11	0.20	0.14	0.12	0.14	0.00
Item_38	0.16	0.06	0.08	0.13	0.17	0.07	0.11	0.02	0.11	1.00	0.17	0.12	0.17	0.17	0.28
Item_39	0.04	0.17	0.16	0.05	0.16	0.19	-0.01	0.07	0.20	0.17	1.00	0.22	0.14	0.05	0.05
Item_40	0.07	0.13	0.25	0.08	0.10	0.18	0.04	0.08	0.14	0.12	0.22	1.00	0.28	0.15	0.10
Item_41	0.15	0.11	0.24	0.16	0.11	0.13	0.00	0.19	0.12	0.17	0.14	0.28	1.00	0.32	0.26
Item_42	0.13	0.09	0.21	0.12	0.07	0.05	0.03	0.16	0.14	0.17	0.05	0.15	0.32	1.00	0.36
Item_43	0.18	-0.07	0.04	0.24	0.10	-0.04	0.15	0.25	0.00	0.28	0.05	0.10	0.26	0.36	1.00



Exhibit H										
Inter-Correlations Among All 43 Items In Health Attitudes Battery Following Ascription of Data										
	Item_01	Item_02	Item_03	Item_04	Item_05	Item_06	Item_07	Item_08	Item_09	Item_10
Item_01	1.00	0.00	0.02	0.13	0.07	0.14	0.15	0.25	0.10	0.06
Item_02	0.00	1.00	0.04	0.05	-0.09	0.07	0.00	-0.04	0.04	-0.01
Item_03	0.02	0.04	1.00	0.08	0.04	0.00	-0.08	0.04	-0.02	0.03
Item_04	0.13	0.05	0.08	1.00	0.04	0.04	0.03	0.05	0.06	0.04
Item_05	0.07	-0.09	0.04	0.04	1.00	0.09	0.07	0.11	0.11	0.08
Item_06	0.14	0.07	0.00	0.04	0.09	1.00	0.19	0.10	0.23	0.06
Item_07	0.15	0.00	-0.08	0.03	0.07	0.19	1.00	0.19	0.17	0.13
Item_08	0.25	-0.04	0.04	0.05	0.11	0.10	0.19	1.00	0.19	0.15
Item_09	0.10	0.04	-0.02	0.06	0.11	0.23	0.17	0.19	1.00	0.18
Item_10	0.06	-0.01	0.03	0.04	0.08	0.06	0.13	0.15	0.18	1.00

Exhibit I										
Inter-Correlations Among All 43 Items In Health Attitudes Battery (Old Approach)										
	Item_01	Item_02	Item_03	Item_04	Item_05	Item_06	Item_07	Item_08	Item_09	Item_10
Item_01	1.00	0.00	0.03	0.19	0.10	0.19	0.19	0.37	0.16	0.08
Item_02	0.00	1.00	0.03	0.09	-0.16	0.09	-0.01	-0.09	0.04	-0.03
Item_03	0.03	0.03	1.00	0.14	0.03	0.00	-0.21	0.02	-0.06	0.02
Item_04	0.19	0.09	0.14	1.00	0.03	0.06	0.01	0.06	0.04	0.04
Item_05	0.10	-0.16	0.03	0.03	1.00	0.09	0.09	0.14	0.13	0.11
Item_06	0.19	0.09	0.00	0.06	0.09	1.00	0.28	0.14	0.30	0.07
Item_07	0.19	-0.01	-0.21	0.01	0.09	0.28	1.00	0.27	0.28	0.15
Item_08	0.37	-0.09	0.02	0.06	0.14	0.14	0.27	1.00	0.27	0.22
Item_09	0.16	0.04	-0.06	0.04	0.13	0.30	0.28	0.27	1.00	0.20
Item_10	0.08	-0.03	0.02	0.04	0.11	0.07	0.15	0.22	0.20	1.00



Appendix A



INTEREST IN ADVERTISING

Please read the following statements and check the box that most closely reflects your opinion. Questions 1-5 are based on a 5-point scale, and Question 6 is based on a 10-point scale

Scale= (1) Agree Strongly (2) Agree Somewhat (3) Neutral (4) Disagree Somewhat (5) Disagree Strongly

1. TV Advertising

1. Advertising on TV provides me with useful information about bargains.
2. For me, advertising on TV is funny.
3. Advertising on TV provides me with meaningful information about the product use of other consumers.
4. Advertising on TV provides me with useful information about new products and services.
5. For me, advertising on TV is amusing.
6. For me, advertising on TV appears at inconvenient moments.
7. For me, advertising on TV is too loud.
8. For me, advertising on TV has no credibility.
9. For me, advertising on TV is repeated too often.
10. For me, all ads on TV are alike.

2. Radio Advertising

11. Advertising on radio provides me with useful information about bargains.
12. For me, advertising on radio is funny.
13. Advertising on radio provides me with meaningful information about the product use of other consumers.
14. Advertising on radio provides me with useful information about new products and services.
15. For me, advertising on radio is amusing.
16. For me, advertising on radio appears at inconvenient moments.
17. For me, advertising on radio is too loud.
18. For me, advertising on radio has no credibility.
19. For me, advertising on radio is repeated too often.
20. For me, all ads on radio are alike.



3. Newspaper Advertising

21. Advertising on newspapers provides me with useful information about bargains.
22. For me, advertising on newspapers is funny.
23. Advertising on newspapers provides me with meaningful information about the product use of other consumers.
24. Advertising on newspapers provides me with useful information about new products and services.
25. For me, advertising on newspapers is amusing.
26. For me, advertising on newspapers appears at inconvenient moments.
27. For me, advertising on newspapers is too loud.
28. For me, advertising on newspapers has no credibility.
29. For me, advertising on newspapers is repeated too often.
30. For me, all ads on newspapers are alike.

4. Magazine Advertising

31. Advertising on magazines provides me with useful information about bargains.
32. For me, advertising on magazines is funny.
33. Advertising on magazines provides me with meaningful information about the product use of other consumers.
34. Advertising on magazines provides me with useful information about new products and services.
35. For me, advertising on magazines is amusing.
36. For me, advertising on magazines appears at inconvenient moments.
37. For me, advertising on magazines is too loud.
38. For me, advertising on magazines has no credibility.
39. For me, advertising on magazines is repeated too often.
40. For me, all ads on magazines are alike.



5. Internet Advertising

41. Advertising on the internet provides me with useful information about bargains.
42. For me, advertising on the internet is funny.
43. Advertising on the internet provides me with meaningful information about the product use of other consumers.
44. Advertising on the internet provides me with useful information about new products and services.
45. For me, advertising on the internet is amusing.
46. For me, advertising on the internet appears at inconvenient moments.
47. For me, advertising on the internet is too loud.
48. For me, advertising on the internet has no credibility.
49. For me, advertising on the internet is repeated too often.
50. For me, all ads on the internet are alike.

Scale= (1) Does not describe your attitude at all (10) Describes you attitude completely

6. Attitudes toward Advertising

51. Advertising helps me keep up-to-date about products and services that I need or would like to have.
52. Too many products do not perform as well as the ads claim.
53. Advertising is more manipulative than it is informative.
54. Much of advertising is way too annoying.
55. I like to look at advertising.
56. On average, brands that are advertised are better in quality than brands that are not advertised.



Buying Styles

We are interested in you attitudes about a number of buying and styles issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

(FOR EACH QUESTION, PLEASE SELECT ONE ANSWER FOR EACH ITEM AND CHECK ONLY ONE BOX ON EACH LINE BELOW)

Scale= (1) Disagree Strongly (2) Disagree Somewhat (3) Agree Somewhat (4) Agree Strongly

1. Buying American products is important to me
2. I know the price I pay for most of the foods and packaged goods I buy
3. I think shopping is a great way to relax
4. My favorite grocery store offers special discounts on particular products each week
5. I don't make purchase decisions based on advertising
6. I like to shop around before making a purchase
7. If I really want something I will buy it on credit rather than wait
8. I buy based on quality, not price
9. Price is more important to me than brand names
10. I'm a "spender" rather than a "saver"
11. It's important to me that salespeople be knowledgeable about the products they sell
12. I am influenced by what's hot and what's not
13. My favorite grocery store offers low prices on all products every day
14. A celebrity endorsement may influence me to consider or buy a product
15. I only use coupons for those brands I usually buy
16. I am annoyed by all of the signs in the stores
17. I often seek the advice of others before making a purchase
18. I am willing to give up convenience in return for a product that is environmentally safe
19. Shopping used to be more
20. I buy brands that reflect my style
21. People often come to me for advice before making a purchase
22. I tend to make impulse purchases
23. I buy the brands I grew up with the ones my mother used
24. I prefer products that offer the latest in new technology
25. I always check the ingredients and nutritional content of food products before I buy them
26. I don't have time to bother clipping or saving coupons
27. My children have a significant impact on the brands I choose
28. I would pay extra for a product that is consistent with the image I want to convey
29. My spouse has a significant impact in the brands I choose
30. When I find a brand I like, I stick to it
31. If a product is made by a company I trust, I'll buy it even if it is slightly more expensive
32. I like to change brands often for the sake of variety and novelty
33. I think if a manufacturer offers a coupon, I am probably being overcharged to begin with
34. The service of the personnel at a store is an important part of my decision to shop there
35. I will gladly switch brands to use a cents-off coupon
36. I'm always one of the first of my friends to try new products or services
37. I prefer a store that has a large selection of familiar brands
38. I usually like to wait until other people have tried things before I try them myself
39. I'd rather receive a sample of a product than a price-off coupon
40. I am willing to pay more for a product that is environmentally safe
41. I prefer to shop at stores that specialize in a specific type or style of product



42. Brand name is the best indication of quality
43. I prefer to buy things my friends or neighbors would approve of

YOUR OPINION

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

Scale= (1) Disagree Completely (2) Disagree Somewhat (3) Agree Somewhat (4) Agree Completely

Automotive

1. I want a vehicle that has both the comforts of a car and the capabilities of a truck
2. I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced
3. The vehicle a person owns says a lot about him or her
4. I consider myself to be an automotive enthusiast
5. I buy vehicles that reflect my commitment to support the environment
6. I seek out vehicles with bold, innovative designs that stand apart from others on the road
7. I think of vehicles as basic transportation
8. I look forward to technology advances in new vehicles
9. The quality of workmanship/construction of a vehicle is more important than anything else
10. I research and compare as many vehicles as possible before making my final purchase decision
11. My first consideration in choosing a vehicle is its exterior styling
12. I look for vehicles that offer spirited performance and powerful acceleration
13. Having a vehicle that is fun to drive is a top consideration in my purchasing decision
14. I enjoy personalizing my vehicle to reflect my individual tastes
15. I prefer buying models of vehicles that I or people I know have owned and like
16. I want the cheapest and easiest to maintain vehicle I can find
17. I generally purchase the most expensive model with all the luxury appointments and options
18. People often ask my advice when it comes to automobiles
19. Having a versatile vehicle to accommodate my busy lifestyle is important to me
20. Rebates and incentives strongly influence my new vehicle purchase decisions

Finance

1. I regularly read financial news or financial publications
2. I hate to borrow money; I would much rather save up in advance of a purchase
3. My parents tend/tended to be savers
4. I would be happy to use the Internet to carry out day to day banking transactions
5. I always know broadly how much is in my bank account at any one time
6. There are one or two financial institutions that I always turn to first
7. It is better for me to put my money in a low-risk investment, even if the return may not be as great
8. The way I deal with my finances reflects how my parents dealt with theirs
9. You are better off having what you want now as you never know what tomorrow brings
10. I like to take risks when investing for the chance of a high return
11. I only save for a specific purpose
12. Borrowing money makes me feel uncomfortable
13. I hate having to go to the branch of my bank or savings institution
14. I find the ups and downs of the financial markets exciting
15. I'm happy to use the phone to carry out day to day banking transactions



16. Investing in the stock market is too risky for me

Vacation Travel

1. On my vacations, I prefer traveling to places I've never been
2. Concerns about security issues have made me less likely to travel
3. Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay
4. I'd rather book a trip over the Internet than meet with a travel agent
5. Packaged deals are great, because I don't have to plan out the details too much
6. I love doing research on a location before I go on vacation
7. I'd rather travel myself or with just a small group of people
8. I frequently choose active vacations with lots to do
9. I'm happy to do very little, if any, sightseeing on my vacations
10. When I find a vacation spot I like, I go back whenever I can
11. I am willing to pay more for a flight in order to travel on my favorite airline
12. The best vacation is restful without too much physical exercise
13. Group tours are fun and a good way to meet people
14. I'd rather travel in the U.S. than to a foreign location
15. The Internet is not a secure way to make travel plans
16. Traveling to foreign places is a great way for me to learn about other cultures
17. I'd rather take a few weekend vacations than one long vacation
18. I prefer guided tours to traveling independently

Food

1. I try to eat healthy these days and pay attention to my nutrition
2. I rarely eat frozen dinners
3. During a given week, I cook meals frequently
4. If a food item is on sale, I buy multiple units to stock up
5. Often, I eat my meals on the run
6. I try to eat a healthy breakfast every day
7. I only buy food items that are name-brand, not generic brands
8. I don't allow "junk" food in my home
9. Frozen dinners are a convenient alternative for a meal
10. If generic brands are on sale, I will purchase them over my normal name-brand
11. I don't have very much interest in cooking
12. I enjoy trying different types of food
13. I indulge my cravings for sweets
14. I prefer picking up quick meals to cooking meals
15. I don't pay much attention to my intake of fat
16. Dinners in my home are usually planned ahead of time
17. I prefer cooking with fresh food rather than canned or frozen
18. I'm a creature of habit, and stick to the food I know I like

Technology

1. I enjoy reading about new technology products
2. I'm willing to pay more for top quality electronics
3. Computers are too confusing to be of much use to me
4. I give others advice when they are looking to buy technology or electronics products



5. Computers can be a good source of entertainment
6. I'm fascinated by new technology
7. Technology helps make my life more organized
8. Before buying electronics, I do as much research as possible
9. Technology has little impact on my daily life
10. I am among the first of my friends and colleagues to try new technology products
11. At first, I was nervous about using computers, but now I'm much more comfortable
12. I like to read reviews before buying technology or electronics

YOUR OPINION

For each of the following statements, please check off which media you think it describes – TV, radio, internet, magazines, newspapers. You can check off as many as you'd like. For example, if you think the statement describes all of them, check off all five.

Scale= TV, Radio, Internet, Magazines, Newspapers

1. A good source of learning
2. Pure entertainment
3. Makes me think
4. Keeps me informed/up to date
5. A good escape
6. Relaxes me
7. Puts me in a good mood
8. Gives me good ideas
9. Keeps me up-to-date with the latest styles and trends

Consumer Confidence

Scale= (1) Better Now (2) About the Same (3) Worse Now

1. Thinking of the last 12 months, do you believe that you and your household are better off or worse off financially than you were one year ago?
2. Thinking of the next 12 months, do you believe that you and your household will be better off or worse off financially one year from now?
3. Thinking of the last 12 months, do you believe the economy and business conditions in the country as a whole are better or worse than one year ago?
4. Thinking of the next 12 months, do you believe the economy and business conditions in the country as a whole will be better or worse than one year from now?

Health Attitudes



Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel.

Scale= (1) Agree Strongly (2) Somewhat Agree (3) Somewhat Disagree (4) Disagree Strongly

1. I go to the doctor regularly for check-ups
2. I prefer alternative medicine to traditional medical practices
3. Generic medications are as effective as brand-name prescription drugs
4. In general, I feel I exercise and eat right
5. Herbal supplements have not been researched enough and may be dangerous
6. I'm often first to try the most advanced medicines
7. Sometimes popular drug brands cost more, but I'll still use them
8. I rely on my physician to recommend drug brands
9. In general, newer drug brands work better than older brands
10. If a drug brand works, there is no need to try another