

\* The following analysis contains comparisons between consumers who have been patrons to an Alan's Diner or Peter's Diner in the last 6 months. Data comes from MRI Survey of the American Consumer.

## Customer Behavior Comparison: Alan's Diner vs. Peter's Diner

### Demographics

| Category   | Input 1 | Index | Significance | Respondents | Input 2 | Index | Significance | Respondents |
|--|---------|-------|--------------|-------------|---------|-------|--------------|-------------|
| Age 18-24  | Alan's  | 158   | More Likely  | 500-1000    | Peter's | 121   | More Likely  | 500-1000    |
| Age 25-34  | Alan's  | 136   | More Likely  | 1000+       | Peter's | 131   | More Likely  | 1000+       |
| Age 35-44  | Alan's  | 117   | As Likely    | 1000+       | Peter's | 110   | As Likely    | 1000+       |
| Age 45-54  | Alan's  | 98    | As Likely    | 500-1000    | Peter's | 101   | As Likely    | 1000+       |
| Age 55-64  | Alan's  | 66    | Less Likely  | 500-1000    | Peter's | 81    | As Likely    | 1000+       |
| Age 65+  | Alan's  | 42    | Less Likely  | 500-1000    | Peter's | 61    | Less Likely  | 1000+       |
| Child age: 12-17 years   | Alan's  | 132   | More Likely  | 1000+       | Peter's | 115   | As Likely    | 1000+       |
| Child age: 12-23 months  | Alan's  | 140   | More Likely  | 200-500     | Peter's | 128   | More Likely  | 200-500     |
| Child age: 2-5 years   | Alan's  | 129   | More Likely  | 500-1000    | Peter's | 121   | More Likely  | 1000+       |
| Child age: 6-11 years  | Alan's  | 125   | More Likely  | 1000+       | Peter's | 121   | More Likely  | 1000+       |
| Child age: <12 months  | Alan's  | 130   | More Likely  | 200-500     | Peter's | 125   | More Likely  | 200-500     |
| Child age: <2 years  | Alan's  | 138   | More Likely  | 200-500     | Peter's | 127   | More Likely  | 500-1000    |
| Child age: <6 years  | Alan's  | 132   | More Likely  | 1000+       | Peter's | 123   | More Likely  | 1000+       |
| Children: 1  | Alan's  | 130   | More Likely  | 1000+       | Peter's | 117   | As Likely    | 1000+       |
| Children: 2  | Alan's  | 127   | More Likely  | 500-1000    | Peter's | 125   | More Likely  | 1000+       |
| Children: 3+   | Alan's  | 129   | More Likely  | 500-1000    | Peter's | 114   | As Likely    | 500-1000    |
| Children: any  | Alan's  | 129   | More Likely  | 1000+       | Peter's | 119   | As Likely    | 1000+       |
| Employment: not working  | Alan's  | 75    | Less Likely  | 1000+       | Peter's | 88    | As Likely    | 1000+       |
| Employment: working full time                                      | Alan's  | 116   | As Likely    | 1000+       | Peter's | 109   | As Likely    | 1000+       |
| Employment: working part time                                      | Alan's  | 117   | As Likely    | 500-1000    | Peter's | 104   | As Likely    | 500-1000    |
| Men  | Alan's  | 101   | As Likely    | 1000+       | Peter's | 99    | As Likely    | 1000+       |
| Women  | Alan's  | 99    | As Likely    | 1000+       | Peter's | 101   | As Likely    | 1000+       |
| Generations: Boomers (b. 1946-1964)                                | Alan's  | 72    | Less Likely  | 1000+       | Peter's | 86    | As Likely    | 1000+       |
| Generations: Early Boomers (b. 1946-1955)                          | Alan's  | 56    | Less Likely  | 200-500     | Peter's | 76    | Less Likely  | 500-1000    |
| Generations: GenXers (b.1965-1976)                                 | Alan's  | 110   | As Likely    | 1000+       | Peter's | 108   | As Likely    | 1000+       |
| Generations: Late Boomers (b. 1956-1964)                           | Alan's  | 86    | As Likely    | 500-1000    | Peter's | 95    | As Likely    | 1000+       |
| Generations: Millennials (b.1977-1996) only incl respondents 18+   | Alan's  | 141   | More Likely  | 1000+       | Peter's | 123   | More Likely  | 1000+       |
| Generations: Pre-Boomers (b. before 1946)                          | Alan's  | 40    | Less Likely  | 200-500     | Peter's | 57    | Less Likely  | 500-1000    |
| Home owned   | Alan's  | 90    | As Likely    | 1000+       | Peter's | 94    | As Likely    | 1000+       |
| HHI \$100,000-149,999  | Alan's  | 106   | As Likely    | 500-1000    | Peter's | 90    | As Likely    | 1000+       |
| HHI \$150,000-199,999  | Alan's  | 93    | As Likely    | 200-500     | Peter's | 86    | As Likely    | 200-500     |
| HHI \$20,000-29,999  | Alan's  | 96    | As Likely    | 200-500     | Peter's | 104   | As Likely    | 500-1000    |
| HHI \$200,000 or over  | Alan's  | 89    | As Likely    | 200-500     | Peter's | 71    | Less Likely  | 200-500     |
| HHI \$30,000-39,999  | Alan's  | 99    | As Likely    | 500-1000    | Peter's | 107   | As Likely    | 500-1000    |
| HHI \$40,000-49,999  | Alan's  | 91    | As Likely    | 200-500     | Peter's | 115   | As Likely    | 500-1000    |
| HHI \$50,000-59,999  | Alan's  | 97    | As Likely    | 200-500     | Peter's | 105   | As Likely    | 500-1000    |
| HHI \$60,000-74,999  | Alan's  | 117   | As Likely    | 500-1000    | Peter's | 112   | As Likely    | 500-1000    |
| HHI \$75,000-99,999  | Alan's  | 101   | As Likely    | 500-1000    | Peter's | 98    | As Likely    | 1000+       |
| Marital status: engaged  | Alan's  | 139   | More Likely  | 200-500     | Peter's | 127   | More Likely  | 200-500     |
| Marital status: legally separated/widowed/divorced                 | Alan's  | 76    | Less Likely  | 500-1000    | Peter's | 85    | As Likely    | 1000+       |
| Marital status: never married                                      | Alan's  | 133   | More Likely  | 1000+       | Peter's | 111   | As Likely    | 1000+       |
| Marital status: now married  | Alan's  | 91    | As Likely    | 1000+       | Peter's | 100   | As Likely    | 1000+       |
| Mktg Region: East Central  | Alan's  | 94    | As Likely    | 200-500     | Peter's | 115   | As Likely    | 500-1000    |
| Mktg Region: Mid Atlantic  | Alan's  | 99    | As Likely    | 1000+       | Peter's | 77    | Less Likely  | 1000+       |
| Mktg Region: New England   | Alan's  | 79    | Less Likely  | 200-500     | Peter's | 44    | Less Likely  | <200        |
| Mktg Region: Pacific   | Alan's  | 97    | As Likely    | 500-1000    | Peter's | 77    | Less Likely  | 1000+       |
| Mktg Region: Southeast   | Alan's  | 113   | As Likely    | 1000+       | Peter's | 124   | More Likely  | 1000+       |
| Mktg Region: Southwest   | Alan's  | 119   | As Likely    | 500-1000    | Peter's | 126   | More Likely  | 1000+       |
| Mktg Region: West Central  | Alan's  | 82    | As Likely    | 500-1000    | Peter's | 105   | As Likely    | 1000+       |
| Occupation: management, business and financial operations          | Alan's  | 107   | As Likely    | 500-1000    | Peter's | 88    | As Likely    | 500-1000    |
| Occupation: natural resources, construction and maintenance occup. | Alan's  | 120   | More Likely  | 200-500     | Peter's | 112   | As Likely    | 200-500     |
| Occupation: other employed   | Alan's  | 121   | More Likely  | 1000+       | Peter's | 118   | As Likely    | 1000+       |
| Occupation: professional and related occupations                   | Alan's  | 112   | As Likely    | 500-1000    | Peter's | 103   | As Likely    | 1000+       |
| Occupation: sales and office occupations                           | Alan's  | 121   | More Likely  | 500-1000    | Peter's | 112   | As Likely    | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## General Attitudes

| Category  | Input 1 | Significance | Index | Respondents | Input 2 | Significance | Index | Respondents |
|---|---------|--------------|-------|-------------|---------|--------------|-------|-------------|
| Children have a right to be spoiled.  | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 112   | 1000+       |
| Family is important to me, but I have other interests that are equally important.         | Alan's  | As Likely    | 96    | 1000+       | Peter's | As Likely    | 96    | 1000+       |
| I enjoy maintaining traditions.   | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| I frequently wish I had more time to spend with my family.                                | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 104   | 1000+       |
| I like to shower my loved ones with gifts.  | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| I try to eat dinner with my family almost every night.                                    | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| It's important to me that my children continue my family's cultural traditions.           | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I'm more connected to my ethnic heritage than my parents are.                             | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 107   | 1000+       |
| My cultural/ethnic heritage is an important part of who I am.                             | Alan's  | As Likely    | 99    | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| Spending time with my family is my top priority.  | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| General Attitudes Segments: Culturally Connected  | Alan's  | As Likely    | 97    | 500-1000    | Peter's | Less Likely  | 79    | 500-1000    |
| General Attitudes Segments: Faith & Family  | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| General Attitudes Segments: Knowledgeable Nesters   | Alan's  | As Likely    | 97    | 1000+       | Peter's | As Likely    | 93    | 1000+       |
| General Attitudes Segments: Status Seekers  | Alan's  | As Likely    | 114   | 500-1000    | Peter's | As Likely    | 108   | 1000+       |
| Given the choice, I would be my own boss.   | Alan's  | As Likely    | 102   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I am so busy, I often can't finish everything I need to in a day.                         | Alan's  | As Likely    | 104   | 1000+       | Peter's | As Likely    | 104   | 1000+       |
| I like to give the impression that my life is under control.                              | Alan's  | As Likely    | 102   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| I make sure I take time for myself each day.  | Alan's  | As Likely    | 97    | 1000+       | Peter's | As Likely    | 97    | 1000+       |
| I often feel like my life is slipping out of control.                                     | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I prefer a set routine in my daily life.  | Alan's  | As Likely    | 99    | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| I purchase products to help organize my life.   | Alan's  | As Likely    | 103   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| Juggling family and work demands is very stressful for me.                                | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I don't mind giving up my personal time for work.   | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| I must admit, I work most weekends.   | Alan's  | As Likely    | 111   | 1000+       | Peter's | As Likely    | 106   | 1000+       |
| I often find myself in a leadership position.   | Alan's  | As Likely    | 107   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| I work primarily for the salary.  | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I would continue working even if I won the lottery.                                       | Alan's  | As Likely    | 107   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| My goal is to make it to the top of my profession.  | Alan's  | As Likely    | 115   | 1000+       | Peter's | As Likely    | 112   | 1000+       |
| I am typically willing to pay more for high-quality items.                                | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 96    | 1000+       |
| I am very interested in the fine arts.  | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 95    | 1000+       |
| I avoid confrontation whenever possible.  | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I choose to have a small group of friends rather than a large group of acquaintance.      | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| I consider myself outspoken.  | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I consider myself sophisticated.  | Alan's  | As Likely    | 103   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| I consider myself to be very sociable.  | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I enjoy being the center of attention.  | Alan's  | As Likely    | 113   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| I feel really good about seeing celebrities in the media that share my ethnic background. | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I like to learn about foreign cultures.   | Alan's  | As Likely    | 104   | 1000+       | Peter's | As Likely    | 96    | 1000+       |
| I like to live a lifestyle that impresses others.   | Alan's  | As Likely    | 115   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| I see myself as somewhat of a loner.  | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I seek out variety in my everyday life.   | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| I strive to achieve a high social status.   | Alan's  | As Likely    | 111   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| I'd rather prepare a meal than eat in a restaurant.                                       | Alan's  | As Likely    | 96    | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| My friends are the most important thing in my life.                                       | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 97    | 1000+       |
| My philosophy is "Life should be as much fun as possible."                                | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| Risk-taking is exciting to me.  | Alan's  | As Likely    | 113   | 1000+       | Peter's | As Likely    | 106   | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Advertising Attitudes

| Category  | Input 1 | Significance | Index | Respondents | Input 2 | Significance | Index | Respondents |
|---|---------|--------------|-------|-------------|---------|--------------|-------|-------------|
| Advertising helps me keep up-to-date about products and services that I need or would like to have. :Does not describe your attitude at all | Alan's  | As Likely    | 89    | 1000+       | Peter's | As Likely    | 87    | 1000+       |
| Advertising is more manipulative than it is informative.: Does not describe your attitude at all  | Alan's  | As Likely    | 91    | 200-500     | Peter's | As Likely    | 91    | 500-1000    |
| I like to look at advertising.: Does not describe your attitude at all  | Alan's  | As Likely    | 88    | 1000+       | Peter's | As Likely    | 90    | 1000+       |
| Much of advertising is way too annoying.: Does not describe your attitude at all  | Alan's  | As Likely    | 93    | 200-500     | Peter's | As Likely    | 95    | 500-1000    |
| On average, brands that are advertised are better in quality than brands that are not advertised.: Does not describe your attitude at all   | Alan's  | As Likely    | 88    | 1000+       | Peter's | As Likely    | 90    | 1000+       |
| Too many products do not perform as well as the ads claim.: Does not describe your attitude at all  | Alan's  | As Likely    | 90    | 200-500     | Peter's | As Likely    | 90    | 500-1000    |
| Advertising on the Internet provides me with useful information about bargains  | Alan's  | As Likely    | 117   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| Advertising on the Internet provides me with useful information about new products and services   | Alan's  | As Likely    | 114   | 1000+       | Peter's | As Likely    | 114   | 1000+       |
| For me, advertising on the Internet appears at inconvenient moments   | Alan's  | As Likely    | 103   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| For me, advertising on the Internet has no credibility  | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| For me, advertising on the Internet is amusing  | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 116   | 1000+       |
| For me, advertising on the Internet is repeated too often   | Alan's  | As Likely    | 104   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| For me, all ads on the Internet are alike   | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| Advertising in magazines provides me with useful information about bargains   | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| Advertising in magazines provides me with useful information about new products and services  | Alan's  | As Likely    | 97    | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| For me, advertising in magazines appears at inconvenient moments  | Alan's  | As Likely    | 97    | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| For me, advertising in magazines has no credibility   | Alan's  | As Likely    | 96    | 500-1000    | Peter's | As Likely    | 97    | 1000+       |
| For me, advertising in magazines is amusing   | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 110   | 1000+       |
| For me, advertising in magazines is repeated too  | Alan's  | As Likely    | 93    | 1000+       | Peter's | As Likely    | 96    | 1000+       |
| For me, all ads in magazines are alike  | Alan's  | As Likely    | 100   | 1000+       | Peter's | As Likely    | 101   | 1000+       |
| Advertising on mobile phones provides me with useful information about bargains   | Alan's  | More Likely  | 128   | 1000+       | Peter's | More Likely  | 124   | 1000+       |
| Advertising on mobile phones provides me with useful information about new products and services  | Alan's  | More Likely  | 124   | 1000+       | Peter's | As Likely    | 119   | 1000+       |
| For me, advertising on mobile phones appears at inconvenient moments  | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| For me, advertising on mobile phones has no credibility   | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| For me, advertising on mobile phones is amusing   | Alan's  | As Likely    | 110   | 500-1000    | Peter's | As Likely    | 114   | 1000+       |
| For me, advertising on mobile phones is repeated too often  | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| Advertising in newspapers provides me with useful information about bargains  | Alan's  | As Likely    | 95    | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| Advertising in newspapers provides me with useful information about new products and services   | Alan's  | As Likely    | 95    | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| For me, advertising in newspapers appears at inconvenient moments   | Alan's  | As Likely    | 94    | 500-1000    | Peter's | As Likely    | 100   | 1000+       |
| For me, advertising in newspapers has no credibility  | Alan's  | As Likely    | 92    | 500-1000    | Peter's | As Likely    | 101   | 1000+       |
| For me, advertising in newspapers is amusing  | Alan's  | As Likely    | 97    | 500-1000    | Peter's | As Likely    | 112   | 1000+       |
| For me, advertising in newspapers is repeated too often   | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 95    | 1000+       |
| Advertising on radio provides me with useful information about bargains   | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 110   | 1000+       |
| Advertising on radio provides me with useful information about new products and services  | Alan's  | As Likely    | 104   | 1000+       | Peter's | As Likely    | 109   | 1000+       |
| For me, advertising on radio appears at inconvenient moments  | Alan's  | As Likely    | 107   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| For me, advertising on radio has no credibility   | Alan's  | As Likely    | 103   | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| For me, advertising on radio is amusing   | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 110   | 1000+       |
| For me, advertising on radio is repeated too often  | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| For me, all ads on radio are alike  | Alan's  | As Likely    | 109   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| Advertising on TV provides me with useful information about bargains  | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| Advertising on TV provides me with useful information about new products and services   | Alan's  | As Likely    | 102   | 1000+       | Peter's | As Likely    | 107   | 1000+       |
| For me, advertising on TV appears at inconvenient moments   | Alan's  | As Likely    | 96    | 1000+       | Peter's | As Likely    | 98    | 1000+       |
| For me, advertising on TV has no credibility  | Alan's  | As Likely    | 88    | 1000+       | Peter's | As Likely    | 97    | 1000+       |
| For me, advertising on TV is amusing  | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 107   | 1000+       |
| For me, advertising on TV is repeated too often   | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| For me, all ads on TV are alike   | Alan's  | As Likely    | 98    | 1000+       | Peter's | As Likely    | 98    | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Internet Attitudes

| Category   | Input 1 | Significance | Index | Respondents | Input 2 | Significance | Index | Respondents |
|--|---------|--------------|-------|-------------|---------|--------------|-------|-------------|
| Going online is one of my favorite things to do with my free time.                                 | Alan's  | As Likely    | 116   | 1000+       | Peter's | As Likely    | 113   | 1000+       |
| I like to keep my personal Internet pages updated with information about my life.                  | Alan's  | As Likely    | 118   | 1000+       | Peter's | As Likely    | 116   | 1000+       |
| I think people put too much private information about their lives on the Internet.                 | Alan's  | As Likely    | 101   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| I would feel disconnected without the Internet.  | Alan's  | As Likely    | 111   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| Instant messenger keeps me in touch with my friends.   | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 112   | 1000+       |
| The Internet has allowed me to learn things I probably wouldn't have learned otherwise.            | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| The Internet has little impact on my daily life.   | Alan's  | As Likely    | 90    | 1000+       | Peter's | As Likely    | 98    | 1000+       |
| The Internet is a good thing, but I worry that too much technology can be a bad thing.             | Alan's  | As Likely    | 104   | 1000+       | Peter's | As Likely    | 104   | 1000+       |
| The Internet is a good way to meet new people.   | Alan's  | As Likely    | 109   | 1000+       | Peter's | As Likely    | 113   | 1000+       |
| The Internet is a great way to actually buy products.  | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| The Internet is a great way to communicate with family/friends.                                    | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 105   | 1000+       |
| The Internet is a great way to gather information on products/services I'm considering purchasing. | Alan's  | As Likely    | 105   | 1000+       | Peter's | As Likely    | 102   | 1000+       |
| The Internet is a main source of entertainment for me.   | Alan's  | As Likely    | 119   | 1000+       | Peter's | As Likely    | 112   | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Internet Activities

| Category   | Input 1 Significance Index Respondents |             |     |          | Input 2 Significance Index Respondents |             |     |          |
|--|--|-------------|-----|----------|--|-------------|-----|----------|
| Internet - Any Usage: Any Internet/Online usage  | Alan's                                 | As Likely   | 107 | 1000+    | Peter's                                | As Likely   | 103 | 1000+    |
| Listened online to streaming AM/FM broadcast radio stations  | Alan's                                 | More Likely | 123 | 500-1000 | Peter's                                | As Likely   | 108 | 1000+    |
| Listened to Internet-only radio or other online music or audio services (e.g. Pandora, Rhapsody, Spotify, etc) | Alan's                                 | More Likely | 132 | 1000+    | Peter's                                | As Likely   | 107 | 1000+    |
| Looked at TV listings on-line  | Alan's                                 | As Likely   | 116 | 500-1000 | Peter's                                | As Likely   | 106 | 500-1000 |
| Paid bills on-line   | Alan's                                 | As Likely   | 117 | 1000+    | Peter's                                | As Likely   | 104 | 1000+    |
| Participated in on-line dating   | Alan's                                 | More Likely | 123 | <200     | Peter's                                | As Likely   | 98  | <200     |
| Played games online  | Alan's                                 | More Likely | 121 | 1000+    | Peter's                                | As Likely   | 115 | 1000+    |
| Posted a comment or review on a blog, online forum, message or bulletin board                                  | Alan's                                 | As Likely   | 117 | 500-1000 | Peter's                                | As Likely   | 113 | 1000+    |
| Took an online class or course   | Alan's                                 | As Likely   | 117 | 500-1000 | Peter's                                | As Likely   | 103 | 500-1000 |
| Used on-line gambling site   | Alan's                                 | More Likely | 144 | <200     | Peter's                                | More Likely | 121 | <200     |
| Visited online blogs   | Alan's                                 | More Likely | 123 | 500-1000 | Peter's                                | As Likely   | 101 | 1000+    |
| Watched a TV program online  | Alan's                                 | More Likely | 135 | 1000+    | Peter's                                | As Likely   | 106 | 1000+    |
| Watched a movie online   | Alan's                                 | More Likely | 137 | 1000+    | Peter's                                | As Likely   | 111 | 1000+    |
| Watched other online video   | Alan's                                 | More Likely | 131 | 1000+    | Peter's                                | As Likely   | 108 | 1000+    |
| Wrote an online blog   | Alan's                                 | More Likely | 121 | <200     | Peter's                                | As Likely   | 103 | 200-500  |
| Online Shoppers Segments: Active Quality Seekers   | Alan's                                 | As Likely   | 107 | 1000+    | Peter's                                | As Likely   | 100 | 1000+    |
| Online Shoppers Segments: Offline-Only Shoppers  | Alan's                                 | Less Likely | 74  | 200-500  | Peter's                                | As Likely   | 96  | 1000+    |
| Online Shoppers Segments: Passionate Deal Seekers  | Alan's                                 | More Likely | 120 | 1000+    | Peter's                                | As Likely   | 112 | 1000+    |
| Online Shoppers Segments: Straightforward Shoppers   | Alan's                                 | As Likely   | 102 | 500-1000 | Peter's                                | As Likely   | 92  | 1000+    |
| Online Shoppers Segments: Traditional Consumers  | Alan's                                 | As Likely   | 80  | 500-1000 | Peter's                                | As Likely   | 94  | 1000+    |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Technology Attitudes

| Category   | Input 1 Significance Index Respondents |             |     |          | Input 2 Significance Index Respondents |             |     |       |
|--|--|-------------|-----|----------|--|-------------|-----|-------|
| Technology has little impact on my daily life.   | Alan's                                 | As Likely   | 93  | 1000+    | Peter's                                | As Likely   | 100 | 1000+ |
| Technology helps make my life more organized.  | Alan's                                 | As Likely   | 110 | 1000+    | Peter's                                | As Likely   | 106 | 1000+ |
| Building electronics is a hobby of mine.   | Alan's                                 | More Likely | 128 | 500-1000 | Peter's                                | As Likely   | 118 | 1000+ |
| Computers can be a good source of entertainment.   | Alan's                                 | As Likely   | 107 | 1000+    | Peter's                                | As Likely   | 104 | 1000+ |
| I am among the first of my friends and colleagues to try new technology products.                      | Alan's                                 | More Likely | 122 | 1000+    | Peter's                                | As Likely   | 114 | 1000+ |
| I enjoy reading about new technology products.   | Alan's                                 | As Likely   | 110 | 1000+    | Peter's                                | As Likely   | 105 | 1000+ |
| I like to have a lot of gadgets.   | Alan's                                 | More Likely | 121 | 1000+    | Peter's                                | As Likely   | 113 | 1000+ |
| I want others to say "wow" when they see my electronics.   | Alan's                                 | More Likely | 130 | 1000+    | Peter's                                | More Likely | 125 | 1000+ |
| I'm fascinated by new technology.  | Alan's                                 | As Likely   | 110 | 1000+    | Peter's                                | As Likely   | 106 | 1000+ |
| At first, I was nervous about using computers, but now I'm much more comfortable.                      | Alan's                                 | As Likely   | 93  | 1000+    | Peter's                                | As Likely   | 101 | 1000+ |
| Computers are too confusing to be of much use to me.   | Alan's                                 | As Likely   | 90  | 1000+    | Peter's                                | As Likely   | 102 | 1000+ |
| I enjoy learning about technology or electronic products from others.                                  | Alan's                                 | As Likely   | 109 | 1000+    | Peter's                                | As Likely   | 105 | 1000+ |
| I give others advice when they are looking to buy technology or electronics products.                  | Alan's                                 | More Likely | 120 | 1000+    | Peter's                                | As Likely   | 112 | 1000+ |
| I often take the opportunity to discuss my knowledge of technology or electronic products with others. | Alan's                                 | As Likely   | 118 | 1000+    | Peter's                                | As Likely   | 111 | 1000+ |
| If I am to be able to use a new technology product, someone has to show me how to use it.              | Alan's                                 | As Likely   | 91  | 1000+    | Peter's                                | As Likely   | 98  | 1000+ |
| When I find a technology or electronics product I like, I typically recommend it to people I know.     | Alan's                                 | As Likely   | 115 | 1000+    | Peter's                                | As Likely   | 108 | 1000+ |
| I like to be connected, either by phone or Internet, at all times.                                     | Alan's                                 | As Likely   | 114 | 1000+    | Peter's                                | As Likely   | 110 | 1000+ |
| To me, it's important to always be reachable wherever I am.  | Alan's                                 | As Likely   | 111 | 1000+    | Peter's                                | As Likely   | 109 | 1000+ |
| Before buying electronics, I do as much research as possible.  | Alan's                                 | As Likely   | 107 | 1000+    | Peter's                                | As Likely   | 102 | 1000+ |
| I like to read reviews before buying technology or electronics.  | Alan's                                 | As Likely   | 107 | 1000+    | Peter's                                | As Likely   | 103 | 1000+ |
| I often ask the advice of others when it comes to technology or electronic products.                   | Alan's                                 | As Likely   | 100 | 1000+    | Peter's                                | As Likely   | 99  | 1000+ |
| I'm willing to pay more for top quality electronics.   | Alan's                                 | As Likely   | 108 | 1000+    | Peter's                                | As Likely   | 105 | 1000+ |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Social Networking Activities

| Category  | Input 1 | Significance | Index | Respondents | Input 2 | Significance | Index | Respondents |
|---|---------|--------------|-------|-------------|---------|--------------|-------|-------------|
| "Follow" or become a "fan of" something or someone                            | Alan's  | More Likely  | 134   | 1000+       | Peter's | As Likely    | 116   | 1000+       |
| Clicked on an advertisement   | Alan's  | More Likely  | 128   | 500-1000    | Peter's | As Likely    | 106   | 500-1000    |
| Comment on a friend's post  | Alan's  | More Likely  | 120   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| Find local information: Not at all Important                                  | Alan's  | As Likely    | 107   | 500-1000    | Peter's | As Likely    | 95    | 1000+       |
| Find out about products and services: Not at all Important                    | Alan's  | As Likely    | 113   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| Invited people to an event  | Alan's  | More Likely  | 122   | 200-500     | Peter's | As Likely    | 104   | 500-1000    |
| Meet new friends: Not at all Important  | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| Play a game   | Alan's  | More Likely  | 128   | 1000+       | Peter's | More Likely  | 121   | 1000+       |
| Post a website link   | Alan's  | More Likely  | 124   | 500-1000    | Peter's | As Likely    | 110   | 1000+       |
| Post picture(s)   | Alan's  | More Likely  | 123   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| Post video(s)   | Alan's  | More Likely  | 128   | 500-1000    | Peter's | As Likely    | 115   | 1000+       |
| Posted a blog entry   | Alan's  | More Likely  | 128   | 200-500     | Peter's | As Likely    | 107   | 200-500     |
| Posted that you "Like" something  | Alan's  | More Likely  | 122   | 1000+       | Peter's | As Likely    | 112   | 1000+       |
| Posted your current location  | Alan's  | More Likely  | 120   | 500-1000    | Peter's | More Likely  | 123   | 500-1000    |
| Rated or reviewed a product or service  | Alan's  | More Likely  | 132   | 200-500     | Peter's | As Likely    | 110   | 500-1000    |
| Sent a message or e-mail  | Alan's  | As Likely    | 116   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| Sent a real or virtual gift   | Alan's  | As Likely    | 100   | <200        | Peter's | As Likely    | 103   | <200        |
| Social Networking - Did You Do Any Of The Following: Update your status       | Alan's  | More Likely  | 128   | 1000+       | Peter's | As Likely    | 115   | 1000+       |
| Social Networking - Visited Or Used: Yes                                      | Alan's  | As Likely    | 114   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| Update your profile   | Alan's  | More Likely  | 128   | 1000+       | Peter's | As Likely    | 118   | 1000+       |
| Use IM  | Alan's  | More Likely  | 122   | 1000+       | Peter's | As Likely    | 115   | 1000+       |
| Visit a friend's profile/page   | Alan's  | As Likely    | 119   | 1000+       | Peter's | As Likely    | 109   | 1000+       |
| Watched a video   | Alan's  | More Likely  | 125   | 1000+       | Peter's | As Likely    | 111   | 1000+       |
| Find information about a movie, TV station or show: Not at all Important      | Alan's  | As Likely    | 103   | 1000+       | Peter's | As Likely    | 100   | 1000+       |
| Find information about news or other current events: Not at all Important     | Alan's  | As Likely    | 101   | 500-1000    | Peter's | As Likely    | 100   | 1000+       |
| Find people who have interests similar to me: Not at all Important            | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 106   | 1000+       |
| Follow the activities of my friends and family: Not at all Important          | Alan's  | As Likely    | 102   | 200-500     | Peter's | As Likely    | 112   | 500-1000    |
| Keep in touch with family/friends: Not at all Important                       | Alan's  | As Likely    | 104   | 200-500     | Peter's | As Likely    | 94    | 200-500     |
| Meet or network with professional contacts: Not at all Important              | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 108   | 1000+       |
| Play games: Not at all Important  | Alan's  | As Likely    | 107   | 1000+       | Peter's | As Likely    | 99    | 1000+       |
| Rate or review a product or service: Not at all Important                     | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| Reconnect with people from my past: Not at all Important                      | Alan's  | As Likely    | 103   | 200-500     | Peter's | As Likely    | 102   | 500-1000    |
| To gain access to VIP or Members-Only events: Not at all Important            | Alan's  | As Likely    | 110   | 1000+       | Peter's | As Likely    | 106   | 1000+       |
| To receive exclusive offers, coupons or other discounts: Not at all Important | Alan's  | As Likely    | 112   | 1000+       | Peter's | As Likely    | 103   | 1000+       |
| To show support for my favorite companies or brands: Not at all Important     | Alan's  | As Likely    | 108   | 1000+       | Peter's | As Likely    | 100   | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80

## Category Influencers

| Category           | Input 1 | Significance | Index | Respondents | Input 2 | Significance | Index | Respondents |
|--------------------|---------|--------------|-------|-------------|---------|--------------|-------|-------------|
| Business           | Alan's  | As Likely    | 119   | 500-1000    | Peter's | As Likely    | 117   | 1000+       |
| Books              | Alan's  | As Likely    | 116   | 1000+       | Peter's | As Likely    | 110   | 1000+       |
| Magazines          | Alan's  | More Likely  | 123   | 500-1000    | Peter's | More Likely  | 124   | 1000+       |
| Movies             | Alan's  | More Likely  | 132   | 1000+       | Peter's | More Likely  | 130   | 1000+       |
| Music              | Alan's  | More Likely  | 134   | 1000+       | Peter's | More Likely  | 125   | 1000+       |
| News               | Alan's  | As Likely    | 117   | 1000+       | Peter's | As Likely    | 107   | 1000+       |
| Newspapers         | Alan's  | As Likely    | 114   | 500-1000    | Peter's | As Likely    | 119   | 1000+       |
| Radio              | Alan's  | More Likely  | 132   | 1000+       | Peter's | More Likely  | 133   | 1000+       |
| TV Shows           | Alan's  | More Likely  | 125   | 1000+       | Peter's | More Likely  | 124   | 1000+       |
| Video Games        | Alan's  | More Likely  | 152   | 1000+       | Peter's | More Likely  | 141   | 1000+       |
| Insurance          | Alan's  | As Likely    | 118   | 500-1000    | Peter's | More Likely  | 123   | 1000+       |
| Pets               | Alan's  | As Likely    | 106   | 1000+       | Peter's | As Likely    | 114   | 1000+       |
| Real Estate        | Alan's  | As Likely    | 112   | 500-1000    | Peter's | As Likely    | 117   | 1000+       |
| Restaurants        | Alan's  | More Likely  | 121   | 1000+       | Peter's | As Likely    | 115   | 1000+       |
| Sporting Equipment | Alan's  | More Likely  | 130   | 500-1000    | Peter's | More Likely  | 125   | 1000+       |
| Sports             | Alan's  | More Likely  | 124   | 1000+       | Peter's | More Likely  | 120   | 1000+       |
| Computers          | Alan's  | More Likely  | 129   | 1000+       | Peter's | More Likely  | 125   | 1000+       |
| Home Electronics   | Alan's  | More Likely  | 137   | 1000+       | Peter's | More Likely  | 136   | 1000+       |
| Internet           | Alan's  | More Likely  | 136   | 1000+       | Peter's | More Likely  | 129   | 1000+       |
| Mobile/Cell phones | Alan's  | More Likely  | 144   | 1000+       | Peter's | More Likely  | 137   | 1000+       |
| New Technology     | Alan's  | More Likely  | 138   | 1000+       | Peter's | More Likely  | 139   | 1000+       |
| Business Travel    | Alan's  | More Likely  | 125   | 500-1000    | Peter's | As Likely    | 115   | 500-1000    |
| Vacation Travel    | Alan's  | As Likely    | 116   | 1000+       | Peter's | As Likely    | 110   | 1000+       |

Significance: More Likely = Index >=120; As Likely = Between 80 and 120; Less Likely = Index < 80