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Gambling and Decision Making: A Study on Selected Games

I am **Divya George**, Research Scholar of St. Thomas' College (Autonomous), Thrissur. I am doing my Ph. D as a part-time research Scholar on the above topic. I humbly request you to kindly fill the following questions as per your opinion without the influence of any other parameters.

This study is strictly for educational purpose, and Your feedback will be confidential

Please write in capital letters						
Name						
Postal address						
Mail ID						
Phone Number						
Demographic Profile: Please tick at the appropriate boxes						

Abbreviations: GRSP- Gambling Related Sales Promotion Tools (Sweepstakes)

District	Trivandrum	Thrissur	Calicut			
Gender	Male	Female				
Age	Below 25	25-35	35 -45	45- 55	Above 55	
Annual Income	Less than-1 Lakh	1 to 3 lakhs	3 to 7 lakhs	7 to 12 lakhs	Above 12 Lakhs	
Educational	Below 10th	10th Pass	Pre degree/ Plus 2	Under graduate	Post Graduate	
Occupation	Unemployed	Labour/self employed	Private employees	Government employees	Business	Professional
Marital Status	Unmarried	Married	Widow	Divorce	Others	
Religion	Hindu	Muslim	Christian	No religion	Others	

**Please rate your opinion on the basis of five-point scale;
Strongly Agree (SA) -5, Agree (A) – 4, Neutral (N)– 3, Disagree (D)- 2, Strongly Disagree (SD) – 1.**

Sl. no	GAMBLING FACTORS (GF)	SD-1	D-2	N-3	A-4	SA-5
GF1	I love to dream that, I received first prize in lottery.					
GF2	If luck and my knowledge clubbed together, surely I will get first prize.					
GF3	I am aware about non-voluntary gambling; still I am not concerned about my participation in it.					
GF4	I like to buy same number in all series lotteries, since I will get all supporting prizes.					
GF5	I love gambling because it is considered as heroism in society and movies.					
GF6	I am excited to read the news about winners of the lottery.					
GF7	My family actively participates in card games offered by newspapers.					
GF8	I believe there is more chance for getting prize if I buy from a frequent prize receiving place/ shop					
GF9	I started buying lotteries because my friends are also buying it.					
GF 10	If my family support, I will buy more lotteries.					
GF 11	I enjoy buying lotteries along with my friends.					
GF 12	Persuading nature of selling may influence me towards gambling related sales promotion tools (Sweepstakes).					
GF 13	If some lottery selling person approaches me, it is difficult to reject.					
GF 14	I believe buying lottery from big shops, chance is more for winning.					
GF 15	I buy lotteries; still I try to avoid street selling lottery agents.					
GF 16	If lottery is displayed properly, I always see and check availability of numbers,					

	even if I not buying, I always check the availability of my favorite numbers if any.					
GF 17	News about lottery winners attracts me a lot.					
GF 18	I know names of at least 10 persons who received bigger prizes from lotteries.					
GF 19	I buy lottery from where I can choose numbers.					
GF 20	I believe in gambling tools offered by government.					
GF 21	I am sure government making huge profit by selling lottery; still I am interested to purchase it.					
GF 22	I feel all types of gambling should be permitted.					
GF 23	There is nothing wrong in promotion of lotteries and gambling by the government.					
GF 24	I feel government giving very high commission to lottery agents and dealers; still I am neglecting it.					
GF 25	I feel government not providing prizes based on the income from lottery; still I am not bothered about that.					
GF 26	Those who buy lottery are doing charity.					
GF 27	Huge money will bring status to my life.					
GF 28	My religion discourages gambling activities; still I am neglecting that.					
GF 29	If I get a Bumber/first price, I can escape from my present tedious work/job.					
GF 30	I got experience and Knowledge to assume winning prize number.					
GF 31	I understand that if I buy bulk quantity of lottery, I will get a bigger prize.					
GF 32	If shortage of money, I try to avoid streets and shops where lottery is displayed.					
GF 33	Before buying lottery I always ensure that it is my favorite number.					
GF 34	It is difficult to get first prize, if I buy single lottery.					
GF 35	I understand gambling is an addiction like liquor; still I enjoy taking lotteries in large numbers.					

GF 36	Even if I know getting prize is difficult, I am not able to stop purchasing lottery.					
GF 37	I received small/big prizes from lottery and gambling, and that excites me a lot.					
GF 38	I feel that I am always lucky, so surly I will get a prize if I participate in lottery.					
GF 39	I am spending a major portion (more than 40%) of my income on lottery and gambling.					
GF 40	After consuming alcohol, purchasing lottery or dreaming about winning big prize is a real fun, and I love to repeat it.					
GF 41	I feel government should promote lottery more, and ban on it is not required.					
GF 42	I believe lottery can fulfill my shortage of money and recovery from debt.					
GF 43	I feel my income / salary is unsecured-(fear of losing job/ source of income)					
GF 44	I am interested to get surprise money /gifts.					
GF 45	Gambling is fun which relives stress.					
GF 46	I believe gambling related sales promotion tools as an entertainment.					
GF 47	I love to go to Goa for participating in government authorized gambling.					
GF 48	To become rich the best method is taking lottery.					
GF 49	I feel that present methods of savings, are not useful for being rich.					
GF 50	Buying lottery is not a shameful thing since; I am doing charity and helping government.					
GF 51	When I find advertisement about lottery I am tempted to buy that.					
GF 52	Promotion and advertisements of gambling related products attract me a lot.					
GF 53	Government advertisements give me confidence, to buy lotteries.					
GF 54	Whenever Kerala government launches Bumber lotteries with huge prize, I will try my luck.					
GF 55	Very high prize money on lottery and gambling attracts me towards it.					

Sl.No	SAVING HABITS (SH)	SD-1	D-2	N-3	A-4	SA-5
SHL 56	High expenditure level in lotteries reduces saving percentage.					
SH57	I have a usual practice of rounding off my purchase amount, to the next higher figure in shops.					
SHS 58	I always try to convince my spouse/parents the benefits of purchase when gifts are associated with it.					
SH 59	Now a days it is difficult to have regular savings.					
SH 60	My early saving methods are not performed well.					
SHL 61	I am spending regularly, a portion of my income to buy lottery .					
SH62	I feel buying bulk lotteries is a method of investment.					
SH63	I believe present saving methods are not supporting their purpose.					
SH 64	I understand that gambling ruins life and spoils savings, still I am investing in gambling .					
SHS 65	I am losing money because of gambling.					
SH66	I understand my savings are reduced because of buying lotteries in bulk quantity, still I will try my luck in lotteries.					
SHL 67	I would like to check my luck regularly through buying lotteries.					
SHS 68	I would like to check my luck regularly through buying gambling-based sales promotion tools.					
SH69	I am saving money just for emergency/ contingency requirement.					
SH70	Now saving for next generation is not a requirement.					
SH71	There is chance for becoming rich by spending time on gambling related activities.					
SH72	I am forced to save amount because of social compulsion.					
SH73	I give first preference for comfortability in my life.					
SH74	To live a good life, large quantity of money is required.					
SH75	By spending bulk amount in lottery, I can achieve my aims.					

Sl.no	SPENDING CULTURE (SP)	SD-1	D-2	N-3	A-4	SA-5
SP76	When I receive bonus/sudden profit, I will purchase my dream products.					
SP77	When I receive bonus/sudden profit, I will invest some money in lottery/ gambling.					
SP78	When I receive bonus/sudden profit ,I will invest some money for entertainment /travel.					
SP79	More than 35% of my total expenditure is in lottery and gambling.					
SPL 80	If I get prize through lottery, one portion to be spend again for purchasing lottery.					
SPS 81	Spending a small portion of my income in gambling related promotions, will improve my chance of fulfilling my dreams.					
SP82	When living cost increases, I find a relief in lottery.					
SPS 83	I believe gambling tools by Kerala Government(Grand Kerala Festival) , government is helping common man.					
SP84	I believe life is for entertainment.					
SP85	Being happy and keeping family always happy is important.					
SP86	Better life style is important for being happy.					
SP87	Saving without enjoying life is foolishness.					
SP88	At the time of crisis, there will be relatives or friends to help me.					
SP89	God is with me when any financial problem comes in my life .					
SP90	Bonus and sudden profits are for enjoyment, and to be spent lavishly.					
SP91	Banks fine me for not keeping average balance.					
SP92	I am not financially sound/secured, still that is not a big botheration for me.					
SP93	My parents saved and invested for my prosperity.					
SP94	If I get a prize society will congratulate me.					
SPL 95	I believe my family will support me in buying lotteries.					

Sl.No	CONSUMER BUYING BEHAVIOUR (CBB)	SD-1	D-2	N-3	A-4	SA-5
CBB 96	There are unused items in my house, but I purchased it in a very good rate.					
CBB 97	Presently I have some consumables at least for 4 months usage.					
CBB 98	I have lots of stocks which are not really useful for me.					
CBB 99	I will buy more quantity to get GRSP.					
CBB 100	I Could not ensure 100% of utilization of my purchase.					
CBB 101	I like to repeat purchase if GRSP exists.					
CBB 102	I use to visit shops regularly if they are offering GRSP.					
CBB 103	I will buy for more amounts to get GRSP.					
CBB 104	I will be postponed or preponed my purchase for getting GRSP.					
CBB 105	I will search for the announcements of GRSP in medias.					
CBB 106	I expect during festival seasons we will get more GRSP.					
CBB 107	I am fully aware about the timings of GRSP. Offered by business houses.					
CBB 108	I am willing to switch my brand/ shop to enjoy GRSP					
CBB 109	I am not loyal to a particular brand					
CBB 110	I used to search for brands/ shops offering GRSP.					
CBB 111	I used to change one brand already loaded in to my wallet on seeing a GRSP.					
CBB 112	Even after billing I have an instinct to change the brand, when I came to know about the GRSP.					
CBB 113	Even if I know about GRSP; I never take steps to avoid shops which practices that.					
CBB 114	Weekends are also for enjoyment by shopping.					
CBB 115	While visiting super markets, there is no need to bargain, since the best rates are available.					
CBB 116	I will never miss a very good GRSP offer.					
CBB 117	Even if I find a very good offer by business houses, I never buy for benefit of my friends and family.					
CBB 118	While going for shopping I will always see where GRSP is displayed, and I will never miss that offers.					
CBB 119	I prefer shops offering prize coupons, along with their products.					
CBB 120	When GRSP applicable I am not bothered about actual prize of the product.					

CBB 121	The 'prize offers' in a shop, attracts me to that shop.					
CBB 122	If GRSP exists it takes minimum time to purchase.					
CBB 123	I am tempted to buy, if sales person informs me about GRSP.					
CBB 124	I will come out of the shop without buying if, I was not able to find any GRSP.					
CBB 125	I am tempted to buy if GRSP is there in a shop.					

Give your remarks and Suggestions.

Thanks and Regards

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Gambling Factor Attraction Level based on Demographic Variables

Factors Attracting People Towards Gambling Vs Gender Cross Tabulation					
			Gender		Total
			Male	Female	
Factors attracting people towards gambling	Not Attracted	Count	13	90	103
		% within Factors	12.6%	87.4%	100.0%
		% within Gender	4.3%	30.0%	17.2%
	Occasionally Attracted	Count	50	199	249
		% within Factors	20.1%	79.9%	100.0%
		% within Gender	16.7%	66.3%	41.5%
	Attracted	Count	86	11	97
		% within Factors	88.7%	11.3%	100.0%
		% within Gender	28.7%	3.7%	16.2%
	Frequently Attracted	Count	71	0	71
		% within Factors	100.0%	0.0%	100.0%
		% within Gender	23.7%	0.0%	11.8%
	Highly Attracted	Count	80	0	80
		% within Factors	100.0%	0.0%	100.0%
		% within Gender	26.7%	0.0%	13.3%
Total	Count	300	300	600	
	% within Factors	50.0%	50.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	

Factors Attracting People Towards Gambling Vs Age Cross Tabulation								
			Age					Total
			18-25	25-35	35-45	45-55	Above 55	
Factors attracting people towards gambling	Not Attracted	Count	17	23	12	37	14	103
		% within Factors	16.5%	22.3%	11.7%	35.9%	13.6%	100.0%
		% within Age	16.5%	16.5%	8.5%	28.0%	16.7%	17.2%
	Occasionally Attracted	Count	40	48	67	51	43	249
		% within Factors	16.1%	19.3%	26.9%	20.5%	17.3%	100.0%
		% within Age	38.8%	34.5%	47.2%	38.6%	51.2%	41.5%
	Attracted	Count	20	26	30	18	3	97
		% within Factors	20.6%	26.8%	30.9%	18.6%	3.1%	100.0%
		% within Age	19.4%	18.7%	21.1%	13.6%	3.6%	16.2%
	Frequently Attracted	Count	26	22	3	6	14	71
		% within Factors	36.6%	31.0%	4.2%	8.5%	19.7%	100.0%
		% within Age	25.2%	15.8%	2.1%	4.5%	16.7%	11.8%
	Highly Attracted	Count	0	20	30	20	10	80
		% within Factors	0.0%	25.0%	37.5%	25.0%	12.5%	100.0%
		% within Age	0.0%	14.4%	21.1%	15.2%	11.9%	13.3%
Total	Count	103	139	142	132	84	600	
	% within Factors	17.2%	23.2%	23.7%	22.0%	14.0%	100.0%	
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Factors Attracting People Towards Gambling Vs Income Cross Tabulation								
		Income					Total	
		< 1 Lakh	1 - 3 Lakhs	3-7 Lakhs	7-12 Lakhs	12 Lakhs and above		
Factors attracting people towards gambling	Not Attracted	Count	26	24	43	8	2	103
		% within Factors	25.2%	23.3%	41.7%	7.8%	1.9%	100.0 %
		% within Income	26.5%	13.6%	18.8%	11.6%	7.4%	17.2%
	Occasionally Attracted	Count	63	99	61	7	19	249
		% within Factors	25.3%	39.8%	24.5%	2.8%	7.6%	100.0 %
		% within Income	64.3%	55.9%	26.6%	10.1%	70.4%	41.5%
	Attracted	Count	0	27	40	26	4	97
		% within Factors	0.0%	27.8%	41.2%	26.8%	4.1%	100.0 %
		% within Income	0.0%	15.3%	17.5%	37.7%	14.8%	16.2%
	Frequently Attracted	Count	0	3	45	23	0	71
		% within Factors	0.0%	4.2%	63.4%	32.4%	0.0%	100.0 %
		% within Income	0.0%	1.7%	19.7%	33.3%	0.0%	11.8%
	Highly Attracted	Count	9	24	40	5	2	80
		% within Factors	11.3%	30.0%	50.0%	6.3%	2.5%	100.0 %
		% within Income	9.2%	13.6%	17.5%	7.2%	7.4%	13.3%
Total	Count	98	177	229	69	27	600	
	% within Factors	16.3%	29.5%	38.2%	11.5%	4.5%	100.0 %	
	% within Income	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	

Factors Attracting People Towards Gambling Vs Education Level Cross Tabulation

			EDUCATION LEVEL					Total
			Below 10th	10th Pass	Plus Two	UG	PG	
Factors attracting people towards gambling	Not Attracted	Count	0	11	13	53	26	103
		% within Factors	0.0%	10.7%	12.6%	51.5%	25.2%	100.0%
		% within Education Level	0.0%	12.8%	8.0%	23.7%	22.4%	17.2%
	Occasionally Attracted	Count	0	35	79	97	38	249
		% within Factors	0.0%	14.1%	31.7%	39.0%	15.3%	100.0%
		% within Education Level	0.0%	40.7%	48.5%	43.3%	32.8%	41.5%
	Attracted	Count	7	5	16	51	18	97
		% within Factors	7.2%	5.2%	16.5%	52.6%	18.6%	100.0%
		% within Education Level	63.6%	5.8%	9.8%	22.8%	15.5%	16.2%
	Frequently Attracted	Count	0	9	17	21	24	71
		% within Factors	0.0%	12.7%	23.9%	29.6%	33.8%	100.0%
		% within Education Level	0.0%	10.5%	10.4%	9.4%	20.7%	11.8%
	Highly Attracted	Count	4	26	38	2	10	80
		% within Factors	5.0%	32.5%	47.5%	2.5%	12.5%	100.0%
		% within Education Level	36.4%	30.2%	23.3%	.9%	8.6%	13.3%
	Total	Count	11	86	163	224	116	600
		% within Factors	1.8%	14.3%	27.2%	37.3%	19.3%	100.0%
		% within Education Level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Factors Attracting People Towards Gambling Vs Occupation Status Cross Tabulation									
			Occupation Status					Total	
			Unemployed	Labour/Self employed	Private employee	Govt. employee	Business		Professional
Factors attracting people towards gambling	Not Attracted	Count	25	7	46	21	3	1	103
		% within Factors	24.3%	6.8%	44.7%	20.4%	2.9%	1.0%	100.0%
		% within Occupation Status	26.3%	6.9%	21.7%	35.0%	2.5%	9.1%	17.2%
	Occasionally Attracted	Count	60	57	79	7	39	7	249
		% within Factors	24.1%	22.9%	31.7%	2.8%	15.7%	2.8%	100.0%
		% within Occupation Status	63.2%	55.9%	37.3%	11.7%	32.5%	63.6%	41.5%
	Attracted	Count	0	13	32	32	17	3	97
		% within Factors	0.0%	13.4%	33.0%	33.0%	17.5%	3.1%	100.0%
		% within Occupation Status	0.0%	12.7%	15.1%	53.3%	14.2%	27.3%	16.2%
	Frequently Attracted	Count	0	3	42	0	26	0	71
		% within Factors	0.0%	4.2%	59.2%	0.0%	36.6%	0.0%	100.0%
		% within Occupation Status	0.0%	2.9%	19.8%	0.0%	21.7%	0.0%	11.8%
	Highly Attracted	Count	10	22	13	0	35	0	80
		% within Factors	12.5%	27.5%	16.3%	0.0%	43.8%	0.0%	100.0%
		% within Occupation Status	10.5%	21.6%	6.1%	0.0%	29.2%	0.0%	13.3%
Total		Count	95	102	212	60	120	11	600
		% within Factors	15.8%	17.0%	35.3%	10.0%	20.0%	1.8%	100.0%
		% within Occupation Status	100%	100%	100%	100%	100%	100%	100%

Factors Attracting People Towards Gambling Vs Marital Status Cross Tabulation						
		Marital Status				Total
		Single	Married	Widow/Widower		
Factors attracting people towards gambling	Not Attracted	Count	11	90	2	103
		% within Factors	10.7%	87.4%	1.9%	100.0%
		% within Marital Status	9.1%	18.9%	50.0%	17.2%
	Occasionally Attracted	Count	30	217	2	249
		% within Factors	12.0%	87.1%	.8%	100.0%
		% within Marital Status	24.8%	45.7%	50.0%	41.5%
	Attracted	Count	29	68	0	97
		% within Factors	29.9%	70.1%	0.0%	100.0%
		% within Marital Status	24.0%	14.3%	0.0%	16.2%
	Frequently Attracted	Count	39	32	0	71
		% within Factors	54.9%	45.1%	0.0%	100.0%
		% within Marital Status	32.2%	6.7%	0.0%	11.8%
	Highly Attracted	Count	12	68	0	80
		% within Factors	15.0%	85.0%	0.0%	100.0%
		% within Marital Status	9.9%	14.3%	0.0%	13.3%
Total	Count	121	475	4	600	
	% within Factors	20.2%	79.2%	.7%	100.0%	
	% within Marital Status	100.0%	100.0%	100.0%	100.0%	

Factors Attracting People Towards Gambling Vs Religion Cross Tabulation						
			Religion			Total
			Hindu	Muslim	Christian	
Factors attracting people towards gambling	Not Attracted	Count	46	23	34	103
		% within Factors	44.7%	22.3%	33.0%	100.0%
		% within Religion	18.1%	13.5%	19.4%	17.2%
	Occasionally Attracted	Count	114	67	68	249
		% within Factors	45.8%	26.9%	27.3%	100.0%
		% within Religion	44.9%	39.2%	38.9%	41.5%
	Attracted	Count	34	32	31	97
		% within Factors	35.1%	33.0%	32.0%	100.0%
		% within Religion	13.4%	18.7%	17.7%	16.2%
	Frequently Attracted	Count	30	21	20	71
		% within Factors	42.3%	29.6%	28.2%	100.0%
		% within Religion	11.8%	12.3%	11.4%	11.8%
	Highly Attracted	Count	30	28	22	80
		% within Factors	37.5%	35.0%	27.5%	100.0%
		% within Religion	11.8%	16.4%	12.6%	13.3%
Total	Count	254	171	175	600	
	% within Factors	42.3%	28.5%	29.2%	100.0%	
	% within Religion	100.0%	100.0%	100.0%	100.0%	

Level of Influence of Lottery & Sweepstakes on Saving Habits of Keralites.

Influence of Lottery and Sweepstakes on saving habits * Gender Cross Tabulation					
			Gender		Total
			Male	Female	
Influence of lottery & sweepstakes on saving habits	Not Influenced	Count	12	69	81
		% within Influence	14.8%	85.2%	100.0%
		% within Gender	4.0%	23.0%	13.5%
	Occasionally Influenced	Count	56	151	207
		% within Influence	27.1%	72.9%	100.0%
		% within Gender	18.7%	50.3%	34.5%
	Influenced	Count	166	80	246
		% within Influence	67.5%	32.5%	100.0%
		% within Gender	55.3%	26.7%	41.0%
	Frequently Influenced	Count	8	0	8
		% within Influence	100.0%	0.0%	100.0%
		% within Gender	2.7%	0.0%	1.3%
	Highly Influenced	Count	58	0	58
		% within Influence	100.0%	0.0%	100.0%
		% within Gender	19.3%	0.0%	9.7%
Total	Count	300	300	600	
	% within Influence	50.0%	50.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	

Table: 9 Influence of Lottery and Sweepstakes on Saving Habits * Age Cross tabulation								
			Age					Total
			18-25	25-35	35-45	45-55	Above 55	
Influence of lottery & sweepstakes on saving habits	Not Influenced	Count	17	20	12	29	3	81
		% within Influence	21.0%	24.7%	14.8%	35.8%	3.7%	100.0%
		% within Age	16.5%	14.4%	8.5%	22.0%	3.6%	13.5%
	Occasionally Influenced	Count	33	30	50	54	40	207
		% within Influence	15.9%	14.5%	24.2%	26.1%	19.3%	100.0%
		% within Age	32.0%	21.6%	35.2%	40.9%	47.6%	34.5%
	Influenced	Count	53	66	67	29	31	246
		% within Influence	21.5%	26.8%	27.2%	11.8%	12.6%	100.0%
		% within Age	51.5%	47.5%	47.2%	22.0%	36.9%	41.0%
	Frequently Influenced	Count	0	7	1	0	0	8
		% within Influence	0.0%	87.5%	12.5%	0.0%	0.0%	100.0%
		% within Age	0.0%	5.0%	.7%	0.0%	0.0%	1.3%
	Highly Influenced	Count	0	16	12	20	10	58
		% within Influence	0.0%	27.6%	20.7%	34.5%	17.2%	100.0%
		% within Age	0.0%	11.5%	8.5%	15.2%	11.9%	9.7%
Total	Count	103	139	142	132	84	600	
	% within Influence	17.2%	23.2%	23.7%	22.0%	14.0%	100.0%	
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Influence of Lottery & Sweepstakes in Saving Habits * Income Cross tabulation								
			Income					Total
			< 1 Lakh	1 - 3 Lakhs	3-7 Lakhs	7-12 Lakhs	12 Lakhs and above	
Influence of lottery & sweepstakes in saving habits	Not Influenced	Count	13	20	39	8	1	81
		% within Influence	16.0 %	24.7%	48.1%	9.9%	1.2%	100.0 %
		% within Income	13.3 %	11.3%	17.0%	11.6%	3.7%	13.5%
	Occasionally Influenced	Count	38	80	62	7	20	207
		% within Influence	18.4 %	38.6%	30.0%	3.4%	9.7%	100.0 %
		% within Income	38.8 %	45.2%	27.1%	10.1%	74.1%	34.5%
	Influenced	Count	38	63	99	42	4	246
		% within Influence	15.4 %	25.6%	40.2%	17.1%	1.6%	100.0 %
		% within Income	38.8 %	35.6%	43.2%	60.9%	14.8%	41.0%
	Frequently Influenced	Count	0	0	1	7	0	8
		% within Influence	0.0%	0.0%	12.5%	87.5%	0.0%	100.0 %
		% within Income	0.0%	0.0%	.4%	10.1%	0.0%	1.3%
	Highly Influenced	Count	9	14	28	5	2	58
		% within Influence	15.5 %	24.1%	48.3%	8.6%	3.4%	100.0 %
		% within Income	9.2%	7.9%	12.2%	7.2%	7.4%	9.7%
Total	Count	98	177	229	69	27	600	
	% within Influence	16.3 %	29.5%	38.2%	11.5%	4.5%	100.0 %	
	% within Income	100.0 %	100.0 %	100.0 %	100.0 %	100.0%	100.0 %	

Influence of Lottery & Sweepstakes in Saving Habits * Education Level Cross Tabulation								
			Education Level					Total
			Below 10th	10th Pass	Plus Two	UG	PG	
Influence of lottery & sweepstakes in saving habits	Not Influenced	Count	0	0	5	55	21	81
		% within Influence	0.0%	0.0%	6.2%	67.9%	25.9%	100.0%
		% within Education Level	0.0%	0.0%	3.1%	24.6%	18.1%	13.5%
	Occasionally Influenced	Count	0	29	69	69	40	207
		% within Influence	0.0%	14.0%	33.3%	33.3%	19.3%	100.0%
		% within Education Level	0.0%	33.7%	42.3%	30.8%	34.5%	34.5%
	Influenced	Count	7	41	61	90	47	246
		% within Influence	2.8%	16.7%	24.8%	36.6%	19.1%	100.0%
		% within Education Level	63.6%	47.7%	37.4%	40.2%	40.5%	41.0%
	Frequently Influenced	Count	0	0	0	8	0	8
		% within Influence	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Education Level	0.0%	0.0%	0.0%	3.6%	0.0%	1.3%
	Highly Influenced	Count	4	16	28	2	8	58
		% within Influence	6.9%	27.6%	48.3%	3.4%	13.8%	100.0%
		% within Education Level	36.4%	18.6%	17.2%	.9%	6.9%	9.7%
Total	Count	11	86	163	224	116	600	
	% within Influence	1.8%	14.3%	27.2%	37.3%	19.3%	100.0%	
	% within Education Level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Influence of Lottery & Gambling in Saving Habits * Occupation Status Cross Tabulation									
			Occupation Status					Total	
			Unemp loyed	Labour / Self employ ed	Private employ ee	Govt. employ ee	Busin ess		Professi onal
Influence of lottery & Sweepstakes in saving habits	Not Influen ced	Count	18	0	38	21	2	2	81
		% within Influence	22.2%	0.0%	46.9%	25.9%	2.5%	2.5%	100.0 %
		% within Occupatio n Status	18.9%	0.0%	17.9%	35.0%	1.7%	18.2%	13.5 %
	Occasi onally Influen ced	Count	36	37	76	12	40	6	207
		% within Influence	17.4%	17.9%	36.7%	5.8%	19.3%	2.9%	100.0 %
		% within Occupatio n Status	37.9%	36.3%	35.8%	20.0%	33.3%	54.5%	34.5 %
	Influen ced	Count	31	43	88	27	54	3	246
		% within Influence	12.6%	17.5%	35.8%	11.0%	22.0%	1.2%	100.0 %
		% within Occupatio n Status	32.6%	42.2%	41.5%	45.0%	45.0%	27.3%	41.0 %
	Freque ntly Influen ced	Count	0	0	0	0	8	0	8
		% within Influence	0.0%	0.0%	0.0%	0.0%	100.0 %	0.0%	100.0 %
		% within Occupatio n Status	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	1.3%
	Highly Influen ced	Count	10	22	10	0	16	0	58
		% within Influence	17.2%	37.9%	17.2%	0.0%	27.6%	0.0%	100.0 %
		% within Occupatio n Status	10.5%	21.6%	4.7%	0.0%	13.3%	0.0%	9.7%
Total	Count	95	102	212	60	120	11	600	
	% within Influence	15.8%	17.0%	35.3%	10.0%	20.0%	1.8%	100.0 %	
	% within Occupatio n Status	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0%	100.0 %	

Influence of Lottery & Sweepstakes in Saving Habits * Marital Status Cross Tabulation						
			Marital Status			Total
			Single	Married	Widow/Widower	
Influence of lottery & sweepstakes in saving habits	Not Influenced	Count	11	69	1	81
		% within Influence	13.6%	85.2%	1.2%	100.0%
		% within Marital Status	9.1%	14.5%	25.0%	13.5%
	Occasionally Influenced	Count	22	183	2	207
		% within Influence	10.6%	88.4%	1.0%	100.0%
		% within Marital Status	18.2%	38.5%	50.0%	34.5%
	Influenced	Count	71	174	1	246
		% within Influence	28.9%	70.7%	.4%	100.0%
		% within Marital Status	58.7%	36.6%	25.0%	41.0%
	Frequently Influenced	Count	5	3	0	8
		% within Influence	62.5%	37.5%	0.0%	100.0%
		% within Marital Status	4.1%	.6%	0.0%	1.3%
	Highly Influenced	Count	12	46	0	58
		% within Influence	20.7%	79.3%	0.0%	100.0%
		% within Marital Status	9.9%	9.7%	0.0%	9.7%
Total	Count	121	475	4	600	
	% within Influence	20.2%	79.2%	.7%	100.0%	
	% within Marital Status	10.0%	100.0%	100.0%	100.0%	

Influence of Lottery & Sweepstakes in Saving Habits * Religion Cross Tabulation						
			Religion			Total
			Hindu	Muslim	Christian	
Influence of lottery & gambling in saving habits	Not Influenced	Count	37	14	30	81
		% within Influence	45.7%	17.3%	37.0%	100.0%
		% within Religion	14.6%	8.2%	17.1%	13.5%
	Occasionally Influenced	Count	98	63	46	207
		% within Influence	47.3%	30.4%	22.2%	100.0%
		% within Religion	38.6%	36.8%	26.3%	34.5%
	Influenced	Count	96	69	81	246
		% within Influence	39.0%	28.0%	32.9%	100.0%
		% within Religion	37.8%	40.4%	46.3%	41.0%
	Frequently Influenced	Count	2	4	2	8
		% within Influence	25.0%	50.0%	25.0%	100.0%
		% within Religion	.8%	2.3%	1.1%	1.3%
	Highly Influenced	Count	21	21	16	58
		% within Influence	36.2%	36.2%	27.6%	100.0%
		% within Religion	8.3%	12.3%	9.1%	9.7%
Total	Count	254	171	175	600	
	% within Influence	42.3%	28.5%	29.2%	100.0%	
	% within Religion	100.0%	100.0%	100.0%	100.0%	

Level of Influence of Lottery & Sweepstakes on Spending Culture of Disposable Income of Keralites.

Spending culture Vs Gender Cross tabulation					
			Gender		Total
			Male	Female	
Spending culture	Not Influenced	Not Influenced	11	62	73
		% within Spending culture	15.1%	84.9%	100.0%
		% within Gender	3.7%	20.7%	12.2%
	Occasionally Influenced	Occasionally Influenced	40	181	221
		% within Spending culture	18.1%	81.9%	100.0%
		% within Gender	13.3%	60.3%	36.8%
	Influenced	Influenced	140	57	197
		% within Spending culture	71.1%	28.9%	100.0%
		% within Gender	46.7%	19.0%	32.8%
	Frequently Influenced	Frequently Influenced	109	0	109
		% within Spending culture	100.0%	0.0%	100.0%
		% within Gender	36.3%	0.0%	18.2%
Total	Count		300	300	600
	% within Spending culture		50.0%	50.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%

Spending culture Vs Age Crosstabulation								
			Age					Total
			18-25	25-35	35-45	45-55	Above 55	
Spending culture	Not Influenced	Count	11	19	9	27	7	73
		% within Spending culture	15.1%	26.0%	12.3%	37.0%	9.6%	100.0%
		% within Age	10.7%	13.7%	6.3%	20.5%	8.3%	12.2%
	Occasionally Influenced	Count	40	45	45	55	36	221
		% within Spending culture	18.1%	20.4%	20.4%	24.9%	16.3%	100.0%
		% within Age	38.8%	32.4%	31.7%	41.7%	42.9%	36.8%
	Influenced	Count	34	43	51	38	31	197
		% within Spending culture	17.3%	21.8%	25.9%	19.3%	15.7%	100.0%
		% within Age	33.0%	30.9%	35.9%	28.8%	36.9%	32.8%
	Frequently Influenced	Count	18	32	37	12	10	109
		% within Spending culture	16.5%	29.4%	33.9%	11.0%	9.2%	100.0%
		% within Age	17.5%	23.0%	26.1%	9.1%	11.9%	18.2%
Total	Count	103	139	142	132	84	600	
	% within Spending culture	17.2%	23.2%	23.7%	22.0%	14.0%	100.0%	
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Spending culture Vs Income Cross tabulation								
			Income					Total
			< 1 Lakh	1 - 3 Lakhs	3-7 Lakhs	7-12 Lakhs	12 Lakhs and above	
Spending culture	Not Influenced	Count	13	14	37	8	1	73
		% within Spending culture	17.8%	19.2%	50.7%	11.0%	1.4%	100.0%
		% within Income	13.3%	7.9%	16.2%	11.6%	3.7%	12.2%
	Occasionally Influenced	Count	52	84	59	7	19	221
		% within Spending culture	23.5%	38.0%	26.7%	3.2%	8.6%	100.0%
		% within Income	53.1%	47.5%	25.8%	10.1%	70.4%	36.8%
	Influenced	Count	24	57	74	35	7	197
		% within Spending culture	12.2%	28.9%	37.6%	17.8%	3.6%	100.0%
		% within Income	24.5%	32.2%	32.3%	50.7%	25.9%	32.8%
	Frequently Influenced	Count	9	22	59	19	0	109
		% within Spending culture	8.3%	20.2%	54.1%	17.4%	0.0%	100.0%
		% within Income	9.2%	12.4%	25.8%	27.5%	0.0%	18.2%
Total	Count	98	177	229	69	27	600	
	% within Spending culture	16.3%	29.5%	38.2%	11.5%	4.5%	100.0%	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Spending culture Vs Education Level Cross tabulation								
			Education Level					Total
			Below 10th	10th Pass	Plus Two	UG	PG	
Spending culture	Not Influenced	Count	0	8	6	40	19	73
		% within Spending culture	0.0%	11.0%	8.2%	54.8%	26.0%	100.0%
		% within Education Level	0.0%	9.3%	3.7%	17.9%	16.4%	12.2%
	Occasionally Influenced	Count	0	36	51	94	40	221
		% within Spending culture	0.0%	16.3%	23.1%	42.5%	18.1%	100.0%
		% within Education Level	0.0%	41.9%	31.3%	42.0%	34.5%	36.8%
	Influenced	Count	7	13	70	74	33	197
		% within Spending culture	3.6%	6.6%	35.5%	37.6%	16.8%	100.0%
		% within Education Level	63.6%	15.1%	42.9%	33.0%	28.4%	32.8%
	Frequently Influenced	Count	4	29	36	16	24	109
		% within Spending culture	3.7%	26.6%	33.0%	14.7%	22.0%	100.0%
		% within Education Level	36.4%	33.7%	22.1%	7.1%	20.7%	18.2%
Total	Count	11	86	163	224	116	600	
	% within Spending culture	1.8%	14.3%	27.2%	37.3%	19.3%	100.0%	
	% within Education Level	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Spending culture Vs Occupation Status Cross tabulation									
			Occupation Status						Total
			Unemployed	Labour/ Self employed	Private employee	Govt. employee	Business	Professional	
Spending culture	Not Influenced	Count	10	2	37	21	2	1	73
		% within Spending culture	13.7%	2.7%	50.7%	28.8%	2.7%	1.4%	100.0%
		% within Occupation Status	10.5%	2.0%	17.5%	35.0%	1.7%	9.1%	12.2%
	Occasionally Influenced	Count	50	43	82	7	32	7	221
		% within Spending culture	22.6%	19.5%	37.1%	3.2%	14.5%	3.2%	100.0%
		% within Occupation Status	52.6%	42.2%	38.7%	11.7%	26.7%	63.6%	36.8%
	Influenced	Count	25	39	51	24	55	3	197
		% within Spending culture	12.7%	19.8%	25.9%	12.2%	27.9%	1.5%	100.0%
		% within Occupation Status	26.3%	38.2%	24.1%	40.0%	45.8%	27.3%	32.8%
	Frequently Influenced	Count	10	18	42	8	31	0	109
		% within Spending culture	9.2%	16.5%	38.5%	7.3%	28.4%	0.0%	100.0%
		% within Occupation Status	10.5%	17.6%	19.8%	13.3%	25.8%	0.0%	18.2%
Total	Count	95	102	212	60	120	11	600	
	% within Spending culture	15.8%	17.0%	35.3%	10.0%	20.0%	1.8%	100.0%	
	% within Occupation Status	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Spending Culture Vs Marital Status Cross tabulation						
			Marital Status			Total
			Single	Married	Widow/Widower	
Spending culture	Not Influenced	Count	9	62	2	73
		% within Spending culture	12.3%	84.9%	2.7%	100.0%
		% within Marital Status	7.4%	13.1%	50.0%	12.2%
	Occasionally Influenced	Count	26	194	1	221
		% within Spending culture	11.8%	87.8%	.5%	100.0%
		% within Marital Status	21.5%	40.8%	25.0%	36.8%
	Influenced	Count	48	148	1	197
		% within Spending culture	24.4%	75.1%	.5%	100.0%
		% within Marital Status	39.7%	31.2%	25.0%	32.8%
	Frequently Influenced	Count	38	71	0	109
		% within Spending culture	34.9%	65.1%	0.0%	100.0%
		% within Marital Status	31.4%	14.9%	0.0%	18.2%
Total	Count	121	475	4	600	
	% within Spending culture	20.2%	79.2%	.7%	100.0%	
	% within Marital Status	100.0%	100.0%	100.0%	100.0%	

Spending culture Vs Religion Cross tabulation						
			Religion			Total
			Hindu	Muslim	Christian	
Spending culture	Not Influenced	Count	30	21	22	73
		% within Spending culture	41.1%	28.8%	30.1%	100.0%
		% within Religion	11.8%	12.3%	12.6%	12.2%
	Occasionally Influenced	Count	107	54	60	221
		% within Spending culture	48.4%	24.4%	27.1%	100.0%
		% within Religion	42.1%	31.6%	34.3%	36.8%
	Influenced	Count	75	61	61	197
		% within Spending culture	38.1%	31.0%	31.0%	100.0%
		% within Religion	29.5%	35.7%	34.9%	32.8%
	Frequently Influenced	Count	42	35	32	109
		% within Spending culture	38.5%	32.1%	29.4%	100.0%
		% within Religion	16.5%	20.5%	18.3%	18.2%
Total	Count	254	171	175	600	
	% within Spending culture	42.3%	28.5%	29.2%	100.0%	
	% within Religion	100.0%	100.0%	100.0%	100.0%	

Influence of Sweepstakes on Consumer Buying Behaviour

Influence of Sweepstakes on CBB * Gender Cross tabulation					
			Gender		Total
			Male	Female	
Consumer Buying Behaviour	Not Influenced	Count	11	63	74
		% within Influence of GRSP tools	14.9%	85.1%	100.0%
		% within Gender	3.7%	21.0%	12.3%
	Occasionally Influenced	Count	31	55	86
		% within Influence of GRSP tools	36.0%	64.0%	100.0%
		% within Gender	10.3%	18.3%	14.3%
	Influenced	Count	84	118	202
		% within Influence of GRSP tools	41.6%	58.4%	100.0%
		% within Gender	28.0%	39.3%	33.7%
	Frequently Influenced	Count	171	54	225
		% within Influence of GRSP tools	76.0%	24.0%	100.0%
		% within Gender	57.0%	18.0%	37.5%
	Highly Influenced	Count	3	10	13
		% within Influence of GRSP tools	23.1%	76.9%	100.0%
		% within Gender	1.0%	3.3%	2.2%
Total	Count	300	300	600	
	% within Influence of GRSP tools	50.0%	50.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	

Influence of Sweepstakes on CBB * Age Cross tabulation								
			Age					Total
			18-25	25-35	35-45	45-55	Above 55	
Consumer Buying Behaviour	Not Influenced	Count	9	18	11	29	7	74
		% within Influence of GRSP tools	12.2 %	24.3%	14.9%	39.2%	9.5%	100.0 %
		% within Age	8.7%	12.9%	7.7%	22.0%	8.3%	12.3%
	Occasionally Influenced	Count	17	10	12	22	25	86
		% within Influence of GRSP tools	19.8 %	11.6%	14.0%	25.6%	29.1%	100.0 %
		% within Age	16.5 %	7.2%	8.5%	16.7%	29.8%	14.3%
	Influenced	Count	36	73	46	33	14	202
		% within Influence of GRSP tools	17.8 %	36.1%	22.8%	16.3%	6.9%	100.0 %
		% within Age	35.0 %	52.5%	32.4%	25.0%	16.7%	33.7%
	Frequently Influenced	Count	41	36	64	46	38	225
		% within Influence of GRSP tools	18.2 %	16.0%	28.4%	20.4%	16.9%	100.0 %
		% within Age	39.8 %	25.9%	45.1%	34.8%	45.2%	37.5%
	Highly Influenced	Count	0	2	9	2	0	13
		% within Influence of GRSP tools	0.0%	15.4%	69.2%	15.4%	0.0%	100.0 %
		% within Age	0.0%	1.4%	6.3%	1.5%	0.0%	2.2%
Total	Count	103	139	142	132	84	600	
	% within Influence of GRSP tools	17.2 %	23.2%	23.7%	22.0%	14.0%	100.0 %	
	% within Age	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	

Influence of Sweepstakes on CBB * Income Cross tabulation								
			Income					Total
			< 1 Lakh	1 - 3 Lakhs	3-7 Lakhs	7-12 Lakhs	12 Lakhs and above	
Consumer Buying Behaviour	Not Influenced	Count	16	13	36	8	1	74
		% within Influence of GRSP tools	21.6 %	17.6%	48.6%	10.8%	1.4%	100.0 %
		% within Income	16.3 %	7.3%	15.7%	11.6%	3.7%	12.3%
	Occasionally Influenced	Count	11	32	22	5	16	86
		% within Influence of GRSP tools	12.8 %	37.2%	25.6%	5.8%	18.6%	100.0 %
		% within Income	11.2 %	18.1%	9.6%	7.2%	59.3%	14.3%
	Influenced	Count	34	55	84	21	8	202
		% within Influence of GRSP tools	16.8 %	27.2%	41.6%	10.4%	4.0%	100.0 %
		% within Income	34.7 %	31.1%	36.7%	30.4%	29.6%	33.7%
	Frequently Influenced	Count	27	76	85	35	2	225
		% within Influence of GRSP tools	12.0 %	33.8%	37.8%	15.6%	.9%	100.0 %
		% within Income	27.6 %	42.9%	37.1%	50.7%	7.4%	37.5%
	Highly Influenced	Count	10	1	2	0	0	13
		% within Influence of GRSP tools	76.9 %	7.7%	15.4%	0.0%	0.0%	100.0 %
		% within Income	10.2 %	.6%	.9%	0.0%	0.0%	2.2%
Total		Count	98	177	229	69	27	600
		% within Influence of GRSP tools	16.3 %	29.5%	38.2%	11.5%	4.5%	100.0 %
		% within Income	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Influence of Sweepstakes on CBB * Education Level Cross tabulation								
			Education Level					Total
			Below 10th	10th Pass	Plus Two	UG	PG	
Consumer Buying Behaviour	Not Influenced	Count	0	8	6	41	19	74
		% within Influence of GRSP tools	0.0 %	10.8%	8.1%	55.4%	25.7%	100.0 %
		% within Education Level	0.0 %	9.3%	3.7%	18.3%	16.4%	12.3%
	Occasionally Influenced	Count	0	6	33	37	10	86
		% within Influence of GRSP tools	0.0 %	7.0%	38.4%	43.0%	11.6%	100.0 %
		% within Education Level	0.0 %	7.0%	20.2%	16.5%	8.6%	14.3%
	Influenced	Count	0	27	46	90	39	202
		% within Influence of GRSP tools	0.0 %	13.4%	22.8%	44.6%	19.3%	100.0 %
		% within Education Level	0.0 %	31.4%	28.2%	40.2%	33.6%	33.7%
	Frequently Influenced	Count	11	45	75	51	43	225
		% within Influence of GRSP tools	4.9 %	20.0%	33.3%	22.7%	19.1%	100.0 %
		% within Education Level	100.0 %	52.3%	46.0%	22.8%	37.1%	37.5%
	Highly Influenced	Count	0	0	3	5	5	13
		% within Influence of GRSP tools	0.0 %	0.0%	23.1%	38.5%	38.5%	100.0 %
		% within Education Level	0.0 %	0.0%	1.8%	2.2%	4.3%	2.2%
Total	Count	11	86	163	224	116	600	
	% within Influence of GRSP tools	1.8 %	14.3%	27.2%	37.3%	19.3%	100.0 %	
	% within Education Level	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	

Influence of Sweepstakes on CBB * Occupation Status Cross tabulation									
			Occupation Status						Total
			Unemployed	Labour/ Self employ ed	Private employ ee	Govt. employ ee	Busine ss	Professio nal	
Consumer Buying Behavior	Not Influenced	Count	11	2	37	21	2	1	74
		% within Influence of GRSP tools	14.9%	2.7%	50.0%	28.4%	2.7%	1.4%	100.0%
		% within Occupation Status	11.6%	2.0%	17.5%	35.0%	1.7%	9.1%	12.3%
	Occasionally Influenced	Count	18	19	27	0	18	4	86
		% within Influence of GRSP tools	20.9%	22.1%	31.4%	0.0%	20.9%	4.7%	100.0%
		% within Occupation Status	18.9%	18.6%	12.7%	0.0%	15.0%	36.4%	14.3%
	Influenced	Count	30	24	75	20	49	4	202
		% within Influence of GRSP tools	14.9%	11.9%	37.1%	9.9%	24.3%	2.0%	100.0%
		% within Occupation Status	31.6%	23.5%	35.4%	33.3%	40.8%	36.4%	33.7%
	Frequently Influenced	Count	26	55	72	19	51	2	225
		% within Influence of GRSP tools	11.6%	24.4%	32.0%	8.4%	22.7%	.9%	100.0%
		% within Occupation Status	27.4%	53.9%	34.0%	31.7%	42.5%	18.2%	37.5%
	Highly Influenced	Count	10	2	1	0	0	0	13
		% within Influence of GRSP tools	76.9%	15.4%	7.7%	0.0%	0.0%	0.0%	100.0%
		% within Occupation Status	10.5%	2.0%	.5%	0.0%	0.0%	0.0%	2.2%
Total	Count	95	102	212	60	120	11	600	
	% within Influence of GRSP tools	15.8%	17.0%	35.3%	10.0%	20.0%	1.8%	100.0%	
	% within Occupation Status	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Influence of Sweepstakes on CBB * Marital Status Cross Tabulation						
			Marital Status			Total
			Single	Married	Widow/Widower	
Consumer Buying Behavior	Not Influenced	Count	8	64	2	74
		% within Influence of GRSP tools	10.8%	86.5%	2.7%	100.0%
		% within Marital Status	6.6%	13.5%	50.0%	12.3%
	Occasionally Influenced	Count	8	78	0	86
		% within Influence of GRSP tools	9.3%	90.7%	0.0%	100.0%
		% within Marital Status	6.6%	16.4%	0.0%	14.3%
	Influenced	Count	45	156	1	202
		% within Influence of GRSP tools	22.3%	77.2%	.5%	100.0%
		% within Marital Status	37.2%	32.8%	25.0%	33.7%
	Frequently Influenced	Count	60	164	1	225
		% within Influence of GRSP tools	26.7%	72.9%	.4%	100.0%
		% within Marital Status	49.6%	34.5%	25.0%	37.5%
	Highly Influenced	Count	0	13	0	13
		% within Influence of GRSP tools	0.0%	100.0%	0.0%	100.0%
		% within Marital Status	0.0%	2.7%	0.0%	2.2%
Total	Count	121	475	4	600	
	% within Influence of GRSP tools	20.2%	79.2%	.7%	100.0%	
	% within Marital Status	100.0%	100.0%	100.0%	100.0%	

Influence of Sweepstakes on CBB * Religion Cross tabulation						
			Religion			Total
			Hindu	Muslim	Christian	
Consumer Buying Behaviour	Not Influenced	Count	28	21	25	74
		% within Influence of GRSP tools	37.8%	28.4%	33.8%	100.0%
		% within Religion	11.0%	12.3%	14.3%	12.3%
	Occasionally Influenced	Count	40	17	29	86
		% within Influence of GRSP tools	46.5%	19.8%	33.7%	100.0%
		% within Religion	15.7%	9.9%	16.6%	14.3%
	Influenced	Count	93	57	52	202
		% within Influence of GRSP tools	46.0%	28.2%	25.7%	100.0%
		% within Religion	36.6%	33.3%	29.7%	33.7%
	Frequently Influenced	Count	89	73	63	225
		% within Influence of GRSP tools	39.6%	32.4%	28.0%	100.0%
		% within Religion	35.0%	42.7%	36.0%	37.5%
	Highly Influenced	Count	4	3	6	13
		% within Influence of GRSP tools	30.8%	23.1%	46.2%	100.0%
		% within Religion	1.6%	1.8%	3.4%	2.2%
Total		Count	254	171	175	600
		% within Influence of GRSP tools	42.3%	28.5%	29.2%	100.0%
		% within Religion	100.0%	100.0%	100.0%	100.0%