

1. On the next three pages are some general statements which you may or may not agree with. Please indicate how much you agree or disagree with each statement. Of course, there are no right or wrong answers — we're only interested in your opinion. Please circle the number under the heading that best indicates how you feel. Circle only **one** number for each statement and don't skip any as you go along.

EXAMPLE: If you agree somewhat with the statement "I like to spend as much time as possible with my friends", you would circle the number "4" as indicated below.

Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely
5	4	3	2	1

	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely	
I think I know more about most things than other people	5	4	3	2	1	(7)
I like to shop in discount outlets	5	4	3	2	1	(8)
I like to "go out on the town" as often as possible	5	4	3	2	1	(9)
I only shop when I need a specific item . .	5	4	3	2	1	(10)
* I try to keep up with the latest fashions . . .	5	4	3	2	1	(11)
I only buy brand name merchandise	5	4	3	2	1	(12)
* I don't like situations that are uncertain . . .	5	4	3	2	1	(13)
I prefer to shop at the same familiar places	5	4	3	2	1	(14)
People think of me as a practical, feet-on-the-ground person	5	4	3	2	1	(15)
I think things through carefully before acting	5	4	3	2	1	(16)
promoted review * I enjoy shopping	5	4	3	2	1	(17)
It's very important for me to be independent	5	4	3	2	1	(18)
I never have enough time to do all the things I want to	5	4	3	2	1	(19)
promoted price * I'm always looking for a bargain when I shop	5	4	3	2	1	(20)

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