

Rankings of Items	(1 not important -- 10 important)			Combined Score							
	Group Importance	Item Value	(Group times value)	NZ		U.S.		NZ		U.S.	
				pos	neg	pos	neg	pos	neg	pos	neg
gangs/violence	4	8	32	1			1	32	0	0	32
safety	4	8	32	1			1	32	0	0	32
university	4	7	28	1		1		28	0	28	0
high school	4	6	24	1		1		24	0	24	0
clean enviro	4	7	28	1		0.5		28	0	14	0
health care	4	8	32	1		1		32	0	32	0
health cost	4	8	32	1			1	32	0	0	32
hi fructose in food	4	9	36	1			1	36	0	0	36
teach right/wrong stuff	4	9	36	1			1	36	0	0	36
low stress	4	8	32	1			1	32	0	0	32
technology	4	9	36		1	1		0	36	36	0
food selection	3	7	21		1	1		0	21	21	0
food quality	3	8	24	1			1	24	0	0	24
food price	3	8	24		1	1		0	24	24	0
roads	3	9	27		1	1		0	27	27	0
shopping	3	5	15		1	1		0	15	15	0
overall cost	3	7	21		1	1		0	21	21	0
gas/diesel \$\$\$	3	7	21		1	1		0	21	21	0
clean air/water	3	8	24	1			0.3	24	0	0	7.2
traffic	3	8	24	1			1	24	0	0	24
allergy	3	8	24		1	1		0	24	24	0
family	3	6	18		0.5	0.5		0	9	9	0
temperature	3	7	21		1	1		0	21	21	0
elec rate	3	8	24		1	1		0	24	24	0
electronic toys	3	8	24		1	1		0	24	24	0
restaurants	3	7	21		1	1		0	21	21	0
living quality	3	7	21	0.7			0.3	14.7	0	0	6.3
car ins/reg	3	4	12	1			1	12	0	0	12
health ins cost	3	6	18	1			1	18	0	0	18
chinese food/cooking	3	4	12		1	1		0	12	12	0
coke	2	8	16	1			1	16	0	0	16
travel in country	2	4	8	1		1		8	0	8	0
guns (owning)	2	7	14	1		1		14	0	14	0
skiing	2	4	8	0.5		1		4	0	8	0
shooting	2	5	10		1	1		0	10	10	0

tools	2	8	16	1	1	0	16	16	0
house furniture	2	8	16	1	1	0	16	16	0
outsider/insider	2	7	14	1	1	0	14	14	0
karate/judo	2	5	10	1		10	0	0	10
swimming pool	2	5	10	1		10	0	0	10
golf cost	2	6	12	1		12	0	0	12
trust cops	2	8	16	1		16	0	0	16
rv use	1	5	5		1	0	5	5	0
dirt bike/4wd	1	6	6		1	0	6	6	0
sail/ocean	1	3	3	1		3	0	0	3
vids & movies	1	7	7		1	0	7	7	0
big equip/tractor...	1	4	4		1	0	4	4	0
access to S Pacific	1	2	2	0.5		1	0	0	0.2

Importance Key	Food
Activities	
1-2 only do or need a few times	1-3 not really needed/wanted
3-4 like to do 1x/month	4-6 like to have it but can get by without
5-6 do regularly	7-9 got to have it
7-8 do many times / month	10 need for life
9-10 daily	

pos	neg
523	378
NZ	
145	

pos	neg
506	359
US	
147	

Item value
How important is it to you