

**Interest in Shopping at Home
for Products and Services**

	<u>Enthusiasts</u>	<u>Non-Enthusiasts</u>	<u>Difference</u>
% Interested in shopping at home for...			
Gifts	64%	27%	+37%
Concert tickets	80	44	+36
Books	67	33	+34
Records and tapes	56	23	+33
Prescriptions	65	33	+32
Toys	48	18	+30
Calculators	43	15	+28
Airline tickets	68	42	+26
Cameras	38	13	+25
Clothing	43	19	+24
TV and stereo equipment	37	13	+24
Vacations and tours	56	33	+23
Linens	56	23	+23
Stocks and bonds	43	21	+22
Appliances	34	13	+21
Cosmetics	34	13	+21
Insurance	36	17	+19
Furniture	27	9	+18
Jewelry	23	7	+16
Bets on races and lotteries	26	13	+13