

**Interest in Shopping Ad Guides
About Stores, Products and Services**

% Interested in shopping guides about...	<u>Enthusiasts</u>	<u>Non-Enthusiasts</u>	<u>Difference</u>
Theatre listings	81%	48%	+33%
Gift ideas	75	43	+32
Clothing stores	78	47	+31
Restaurant prices and menus	81	53	+28
Hardware stores	68	40	+28
Supermarkets	88	62	+26
Drug stores	66	40	+26
Furniture stores	56	30	+26
Sports stores	48	22	+26
Travel and vacations	74	49	+25
Used cars for sale	52	27	+25
Appliance dealers	54	30	+24
Auto and truck dealers	51	27	+24
Repair services	60	37	+23
Help wanted ads	46	25	+21
Homes for sale, apartments for rent	44	24	+20