

Interest in Information Pages
About Special Interest Topics

	<u>Enthusiasts</u>	<u>Non-Enthusiasts</u>	<u>Difference</u>
% Interested in getting information pages about...			
Information about your business	73%	42%	+31%
Encyclopedias	63	35	+28
Consumer product ratings	89	67	+22
Managing money and investments	78	56	+22
Airline schedules	43	22	+21
Career guidance	43	22	+21
Legal advice	74	54	+20
Health tips	73	53	+20
Listing of local government agencies	59	39	+20
Food calorie charts	56	36	+20
World almanac of records, statistics	54	34	+20
Tax tips	74	55	+19
Child-rearing tips	42	23	+19
Emergency phone numbers	86	68	+18
Current interest rates	65	47	+18
Medical and emergency advice	87	70	+17
Inflation coping tips	74	57	+17
Homemaking tips	61	44	+17
Commodity prices	47	31	+16
Calendar of community meetings	43	27	+16
Bus and mass transit schedules	36	21	+15
Current stock prices	41	27	+14
Family planning	27	13	+14
Horoscopes	31	21	+10
Betting odds	21	11	+10
Personal advice like "Dear Abby"	28	19	+9