

**The Kinds Of
Shopping Guides Wanted Most**

What types of shopping guides are most popular with consumers?

The table below shows the percentage of the market that is willing to get shopping guides and is interested in each of the kinds of shopping guide information shown:

	<u>Lowest Prices</u>	<u>Second Lowest Prices</u>	<u>Middle Prices</u>	<u>Second Highest Prices</u>	<u>Highest Prices</u>
Supermarkets	56	48	45	40	37
Restaurant specials	50	43	40	36	32
Clothing stores	49	41	38	34	33
Theatre/Movie listings	49	42	40	35	34
Gift ideas	45	40	36	33	32
Travel/Vacations	45	38	35	32	32
Drug stores	43	34	32	28	29
Hardware stores	43	37	32	30	29
Repair services	38	30	29	26	25
Furniture stores	37	26	27	26	23
Appliance dealers	35	27	25	24	22
Auto/Truck dealers	32	25	23	23	21
Autos for sale by owner	32	25	24	23	22
Sports stores	29	24	22	19	19
Help wanted classified ads	28	23	22	20	20
Homes for sale	25	21	20	20	20