

Interest in Information Pages
About News, Weather and Sports Topics

% Interested in getting information pages about...	<u>Enthusiasts</u>	<u>Non-Enthusiasts</u>	<u>Difference</u>
Scientific developments	82%	57%	+25%
Rush hour traffic conditions	56	33	+23
Business, Wall Street	60	40	+20
Local weather conditions	92	73	+19
Economic outlook	78	59	+19
Arms race and defense	75	56	+19
Energy crisis and conservation	73	54	+19
Weather conditions in other cities	59	40	+19
People in the news	63	45	+18
Professional sports	65	48	+17
World News	86	70	+16
Crime	66	50	+16
Football	65	49	+16
Women's rights and roles	50	34	+16
News for children	46	30	+16
State government	64	49	+15
Fashion trends	47	32	+15
Famous celebrities	42	27	+15
Local schools	53	38	+15
Local government	67	53	+14
Election campaigns	61	47	+14
US Congress and Senate	66	53	+13
College sports	42	30	+12
Basketball	39	29	+10
Tennis	27	17	+10
Baseball	47	38	+ 9
Labor unions	28	19	+ 9
Hockey	25	16	+ 9
High school sports	23	14	+ 9
Golf	26	20	+ 6