

USEFULNESS OF SERVICES<sup>†</sup>

How useful would this service be to you?	This service is ...		
	HIGHLY USEFUL	MODERATELY USEFUL	NOT USEFUL
(Number of Respondents = 6197)			
Banking at home	42%	29%	29%
Shopping guide pages showing bargains in local stores	39	42	19
News, weather and sports	30	52	18
Shopping at home	30	41	29
Information about my special interest	23	52	25
Electronic mail	15	32	53

<sup>†</sup>"Highly Useful" includes respondents who said the service would be very useful or extremely useful. "Moderately Useful" includes respondents who said the service would be somewhat useful or slightly useful. "Not Useful" includes respondents who said the service would not be that useful or not at all useful.