

**What Kinds Of Items
Will People Shop At Home For?**

When given a list of items and asked which they'll be most likely to shop at home for, consumers react most positively to buying "package goods" supermarket items such as paper towels, toothpaste, canned fruits and vegetables, soda pop, and frozen foods. It's easy to buy these at home since consumers know the brands they prefer, and don't need to inspect the items when buying them.

Also popular are those items that have traditionally been bought by phone or mail order: tickets, books, and gifts.

The following table shows the percentage of the market willing to get home shopping and buy each of the items listed. Naturally, this percentage varies among the five NEHST sample groups:

	<u>Lowest Prices</u>	<u>Second Lowest Prices</u>	<u>Middle Prices</u>	<u>Second Highest Prices</u>	<u>Highest Prices</u>
Paper towels	39	40	36	34	35
Soap, detergent	39	40	37	32	35
Concert tickets	38	37	36	32	33
Toothpaste, etc.	38	39	35	33	34
Canned fruit, veg.	36	36	33	31	32
Soda pop	35	37	33	30	33
Airline tickets	33	31	31	27	28
Books	33	32	30	27	28
Frozen foods	33	32	31	30	30
Prescriptions	32	31	28	27	27
Gifts	31	30	29	27	26
Milk	31	31	27	27	27
Bread	30	31	30	28	27
Eggs	29	28	28	26	25
Vacation tours	28	24	26	23	23
Blankets, sheets	27	26	26	25	23
Records	26	26	23	22	25
Toys	24	23	22	19	20
Calculators	22	19	19	18	16
Clothing	21	20	19	18	16
Hamburger	21	19	20	19	18
Cameras	20	17	17	16	14
Stocks & bonds	20	18	20	18	17
TV's & stereos	18	17	15	15	15
Appliances	17	14	17	13	12
Insurance	16	16	16	15	15
Produce	16	15	16	16	13
Cosmetics	16	16	16	13	14
Steak	14	13	13	15	11
Furniture	13	12	11	11	11
Jewelry	11	10	9	10	8
Placing bets	11	11	11	11	12