

Past surveys indicate that Living Magazines readers use information from the magazines to purchase all manner of products and services:

<i>Category of Product/Service</i>	<i>Used Living to Make a Decision</i>	<i>Plan to Buy in Next 12 months</i>	<i>Plan to use Information in Living to make decision</i>
Accounting Services.....			1
Apparel, Sportswear.....	15	9	5
Appliances.....	3	3	3
Art and Photography.....	8	3	3
Automobile and Auto Services.....	8	5	4
Banking.....	5	3	2
Barber and Beauty Shops.....	5	8	5
Business Equipment and Supplies.....	4	1	2
Business Services.....	7	8	6
Catering.....	7	3	6
Dry Cleaning.....	15	10	5
Entertainment.....	15	6	5
Financial Services.....	2	2	1
Florist.....	17	7	3
Garden and Lawn Care.....	5	7	6
Groceries.....	9	10	3
Hardware.....	4	4	2
Heating and Air Conditioning.....	4	1	2
Home Entertainment.....	4	2	2
Home Furnishing.....	9	7	6
Home Improvement and Lumber.....	6	4	3
Home Repair.....	5	6	4
Insurance.....	2	1	1
Jewelry.....	5		1
Legal Services.....	2	2	2
Medical and Health Care.....	4	2	2
Pets, Pets Supplies.....	5	1	1
Physicians.....	7	2	1
Real Estate.....	2		1
Restaurants.....	25	13	6
Sports Equipment and Services.....	4		1
Travel and Tours.....	6	11	5