



The Star-Ledger

<http://www.nj.com/printer/printer.ssf?/base/business-6/1179203375258460.xml&coll=1>

Biz Buzz: A good reason to add gubb.net to the list

Tuesday, May 15, 2007

Where is David Letterman when you really need him?

His clever Top 10 lists have become a staple of late-night TV.

Other, less comedic people also rely on lists. They use them to help organize their complex lives and prioritize what seems to be important at the moment. Lists also remind us when to buy popcorn, detergent and AAA batteries.

Now, a company called gubb.net has come out with what it claims is the first-ever nationwide list-making survey.

The results:

- About 84 percent of Americans use lists to organize their lives.
- About 63 percent think their list-making skills could be improved.
- Conservatives make lists nearly twice as often as liberals.
- Older people consider themselves better list makers than young people.
- Notebooks are the most popular list-making tool.

And, the No. 1 reason gubb.net released the survey?

To promote its Web site (www.gubb.net) so people can create and share even more lists.

Maybe, it's time to become listless.

-- Joseph R. Perone