

Reasons for Wanting Videotex

<u>% Agreeing with the statement...</u>	<u>Enthu- siasts</u>	<u>Non-Enthu- siasts</u>	<u>Differ- ence</u>
"I want a home services control unit because it'll allow me to get a lot more information than I can get now from other sources."	79%	30%	+49%
"I'll enjoy shopping and banking at home because I have such a busy life, I don't always have time to shop or bank in person."	74	28	+46
"I want banking at home because it'll be easier than paying bills by writing checks and mailing them."	85	40	+45
"I want a home services control unit because the information will be more up-to-the-minute than newspapers, TV or radio."	83	40	+43
"I believe having these new home services can save me a lot of money."	66	23	+43
"I'll want information pages because they'll be there when I want them, without waiting."	87	45	+42
"I think getting information pages on TV will be easier than the way I get information now."	74	33	+41
"I'll like shopping at home because it'll be much faster than going to a store."	78	38	+40
"I'll prefer shopping without leaving home because it'll be much easier than shopping in person."	72	33	+39
"I hate shopping in person, especially waiting in lines or trying to park, so I'll do as much shopping at home as I can."	71	32	+39