

**Demand For Shopping At Home
Doesn't Indicate A Willingness To Buy Things At Home**

While it appears many people are willing to get the shopping at home service, it must be pointed out that offering the service for **free** makes many people want it, including some who aren't that enthusiastic about actually using it.

Hence, in studying the demand for shopping at home, those willing to get the service must be divided into two groups:

1. Those who merely take shopping at home because it's offered for free, and have doubts about using it.
2. Those who strongly want the service, and are more willing to make shopping at home transactions.

How can we tell which people who say they want home shopping are reluctant to use it? The answer comes from studying other questions asked by NEHST. In addition to indicating if they want home shopping, consumers agree or disagree with statements about the service. Looking at these questions suggests that out of every 10 people who say they want home shopping, about 4 have doubts about using it:

- * 43% of those saying they want home shopping also say "I won't **ever** do my shopping at home because I'll prefer getting out of the house to go shopping."
- * 41% say "Shopping at home isn't worth having because I won't buy **anything** without seeing it in person first."

These reactions indicate that about 40% of those who **say** they want home shopping are **reluctant to use it**. They simply agree to getting the service because it's offered for free, and they have little to lose by taking it.