

Anti-Videotexers

This group shows hardly any interest in **any** services, even when they cost nothing.

Some slight interest is shown in buying the cheaper news service with ads.

Among NEHST sample group shown the...

% of Anti- Videotexers getting...	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
News service	20%	14%	14%
with ads	16%	13%	13%
without ads	4	1	1
Special interest information	13	6	7
Electronic mail	5	4	3
Banking at home	9	3	2
<u>Free services</u>			
Shopping guide	18	14	19
Shopping at home	5	11	16