

What Kinds Of Information Do Consumers Prefer?

What topics do consumers want a videotex information service to provide? NEHST asks people to indicate their interest in receiving videotex information pages about a variety of subjects.

The following table shows the percentage of consumers who are willing to get a videotex news service and are interested in each topic.

Naturally, this percentage varies among each of the five NEHST sample groups. Among those groups shown higher prices, fewer people are willing to get the news service, and therefore fewer are interested in information topics. For instance, the first line of the following table shows that when the news service is free, 50% of the market will subscribe and are interested in a calendar of things to do. But at the highest prices tested - when news costs \$16 a month without ads, or \$12 a month with ads - only 21% of the market will subscribe and shows interest in this topic.

	<u>Lowest Prices</u>	<u>Second Lowest Prices</u>	<u>Middle Prices</u>	<u>Second Highest Prices</u>	<u>Highest Prices</u>
Local weather	61%	41%	34%	30%	25%
World news	57	39	32	27	23
Consumer product ratings	57	38	31	28	23
Medical/Emergency advice	56	38	32	28	24
Emergency phone numbers	55	38	31	27	23
Scientific developments	53	35	29	26	21
Economic outlook	51	34	28	25	21
Calendar of things to do	50	34	28	26	21
Movie reviews/Listings	50	33	28	24	21
TV schedules	50	34	26	24	19
Travel/Sightseeing	50	33	27	25	21
Home improvement	49	34	26	25	20
TV reviews and news	49	34	26	23	20
Arms race, defense	49	34	29	25	21
Energy crisis	49	32	26	23	20
Health/Nutrition tips	49	32	24	23	18
Managing your money	48	33	27	27	20
Dealing with inflation	47	33	25	25	20
Tax tips	47	32	26	23	19
Legal advice	46	32	26	23	19
Gardening/Indoor plants	45	28	24	22	17
Your business	45	28	25	22	19
Crime	44	31	24	21	19
Local government	44	31	25	22	17
U.S. Congress & Senate	44	30	24	22	18
Exercising	43	29	23	21	18
Current interest rates	42	27	23	21	18
People in the news	42	28	23	20	17
Professional sports	42	30	25	23	20