

POTENTIAL VIDEOTEX MARKET AMONG VARIOUS CABLE AND NON-CABLE GROUPS

	CABLE SUBSCRIBERS		NON-SUBSCRIBERS		
	Basic	Pay	Cable Disconnected	Marketed To, But Did Not Buy	Not Marketed To
(Number of Respondents)	(661)	(1267)	(246)	(1029)	(2788)
<u>Knowing the prices for the videotex hardware and services ...</u>					
I will get videotex	60%	78%	65%	57%	68%
Early	22%	39%	31%	21%	29%
I'll be one of the first	7%	16%	11%	7%	12%
I'll get videotex after a few people buy it	15	23	20	14	17
Later	38	39	34	36	39
I'll get videotex after I see a lot of people buying it	23	25	22	20	25
I'll get videotex after I see most people buying it	15	14	12	16	14
I will not get it	39	21	35	43	31
No answer	1	1	*	*	1

*Less than 1/2%.