

Figure 18 shows the percentage of people wanting shopping at home among the five NEHST sample groups. Since the service costs nothing to all the groups, there's little change in demand. There's a slight decline among the two groups shown the highest prices for the other pay services, because when the other services cost more, fewer people get any videotex services at all. But in general, interest in shopping at home is unaffected by the prices charged for other services.

