

Information Onlies

They will buy a news service most, especially one without ads, even at higher prices.

Special interest information is also desired, although not as strongly as news. While 60% want it when it is free, only 35% do when it is \$16 a month.

Some interest is shown in electronic mail, which 24% will buy when it is \$16. However, only a few want banking at home.

They resist shopping at home so much, most refuse to get it even when it is free.

Among NEHST sample group shown the...

<u>% of Information Onlies getting...</u>	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
News service	95%	88%	80%
with ads	14%	13%	16%
without ads	81	74	64
Special interest information	60	36	35
Electronic mail	24	15	24
Banking at home	20	6	16
<u>Free services</u>			
Shopping guide	58	38	35
Shopping at home	8	9	-