

POTENTIAL VIDEOTEX MARKET
 AMONG CONSUMERS WITH VARIOUS EDUCATIONAL LEVELS

	LESS THAN HIGH SCHOOL GRADUATE	HIGH SCHOOL GRADUATE	TRADE SCHOOL OR SOME COLLEGE	COLLEGE GRADUATE
(Number of Respondents)	(568)	(1668)	(1958)	(1995)
<u>Knowing the prices for the videotex hardware and services ...</u>				
I will get videotex	45%	62%	73%	73%
Early	16%	24%	32%	34%
I'll be one of the first	4%	8%	12%	14%
I'll get videotex after a few people buy it	12	16	20	20
Later	29	38	41	39
I'll get videotex after I see a lot of people buying it	14	20	26	26
I'll get videotex after I see most people buying it	15	18	15	13
I will not get it	55	38	27	26
No answer	*	*	*	1

*Less than ½%.