

Transaction Onlies

They show little interest in buying any pay service, except for some who will get banking at home. When it is free, 53% want home banking. This drops to 28% when it costs \$16 a month.

All other pay services fare poorly.

At higher prices, many of the Transaction-Onlies are willing to get videotex, but the only services they want are the two free ones - shopping guides and shopping at home.

Among NEHST sample group shown the...

<u>% of Transaction Onlies getting...</u>	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
Banking at home	53%	42%	28%
News service	21	13	3
with ads	20%	13%	3%
without ads	1	-	-
Special interest service	6	1	-
Electronic mail	1	4	4
<u>Free services</u>			
Shopping guide	40	45	63
Shopping at home	21	45	63