

**The NEHST
Segmentation Analysis**

Many groups of questions are used by the **NEHST Segmentation Analysis** of consumers:

- * Their interest in getting seven videotex services:
 - news service with intrusive ads mixed among the information pages
 - news service with only information and no intrusive ads
 - special interest information service about one topic: a hobby, business, etc.
 - shopping guide
 - shopping at home
 - banking at home
 - electronic mail
- * The kind of control unit preferred, and whether they wish to buy or rent it:
 - keypad
 - keyboard without screen
 - keyboard with screen
- * The effect of price on their desire to purchase
- * Their reasons for wanting or not wanting various videotex services
- * Their interest in various kinds of information topics, hobbies, and activities
- * Their current media, financial, and shopping habits
- * The other video equipment, home computers, etc. they own or plan to buy
- * Their demographics: age, income, education, etc.

From all of these questions, the **NEHST Segmentation Analysis** searches for any combination of questions which together best explain consumer intentions to purchase videotex.