

POTENTIAL VIDEOTEX MARKET
AMONG HOUSEHOLD INCOME GROUPS

	UNDER \$15,000	\$15,000- \$24,999	\$25,000- \$34,999	\$35,000- \$49,999	\$50,000 AND OVER
(Number of Respondents)	(1328)	(1420)	(1366)	(1024)	(615)
<u>Knowing the prices for the videotex hardware and services ...</u>					
I will get videotex	54%	69%	74%	76%	79%
Early	20%	28%	33%	36%	41%
I'll be one of the first	7%	11%	12%	13%	19%
I'll get videotex after a few people buy it	13	17	21	23	22
Later	34	41	41	40	38
I'll get videotex after I see a lot of people buying it	17	25	26	28	26
I'll get videotex after I see most people buying it	17	16	15	12	12
I will not get it	46	31	25	23	21
No answer	*	*	1	1	*

*Less than ½%.