

Videotex also seems to fit neatly into the lifestyles of enthusiastic consumers. For example, they ...

- * Are heavier-than-average users of mail order and phone shopping. Electronic shopping guides and shopping at home services are extensions of these.
- * Already do more electronic banking than most. They may see electronic banking as merely providing another version of banking.
- * Spend more money on their telephones to get and receive (verbal) information, thus making the idea of subscribing to an electronic mail service more acceptable.
- * Subscribe to more magazines; so a special interest information service is a comparatively easy adjustment.

In short, to many enthusiasts, videotex may constitute an electronic extension of things they are accustomed to already.