

Information-Oriented Enthusiasts

The news service is the pay service they desire most. When it is free, 100% want it. And 90% still do, even at the highest price. As the table below shows, they strongly prefer the news service without ads.

Many also want special interest information, ranging from 97% when it is free to 73% when it is \$16 a month.

And more so than any other segment, this one shows interest in electronic mail. Even when it costs \$16 a month, 54% want it.

Banking home is not as popular. When it is free, 79% want it, but this drops to only 35% at \$16 a month.

% of Information- Oriented Enthusiasts getting...	Among NEHST sample group shown the...		
	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
News service	100%	100%	90%
with ads	9%	10%	-%
without ads	91	90	90
Special interest information	97	77	73
Electronic mail	83	66	54
Banking at home	79	38	35
<u>Free services</u>			
Shopping guide	90	93	76
Shopping at home	76	85	83