

Reasons for Rejecting Videotex Continued...

<u>% Agreeing with the statement...</u>	<u>Enthu- siasts</u>	<u>Non-Enthu- siasts</u>	<u>Differ- ence</u>
"Up-to-the-minute news isn't that important to me because news and weather don't change that often."	38%	62%	-24%
"I won't shop at home because I couldn't be sure I was getting a good buy unless I could deal face-to-face with a salesperson."	35	58	-23
"Home services may be difficult to use -- I'm not used to using computer-like machines."	25	48	-23
"I won't send electronic letters because I'm not a good typist."	20	40	-20
"I won't get the new home services because I'm already having trouble paying the bills I have."	35	54	-19
"I'm strongly opposed to home services because someone might spy on my banking, shopping, or reading habits."	33	51	-18
"I'll never send electronic letters because there's no written copy of what I've sent."	41	58	-17
"I'll never buy a home services control unit unless having it saves me a lot of money."	69	83	-14
"People in my family will be annoyed because they won't be able to watch their TV programs if I am using our TV set for home services."	38	52	-14