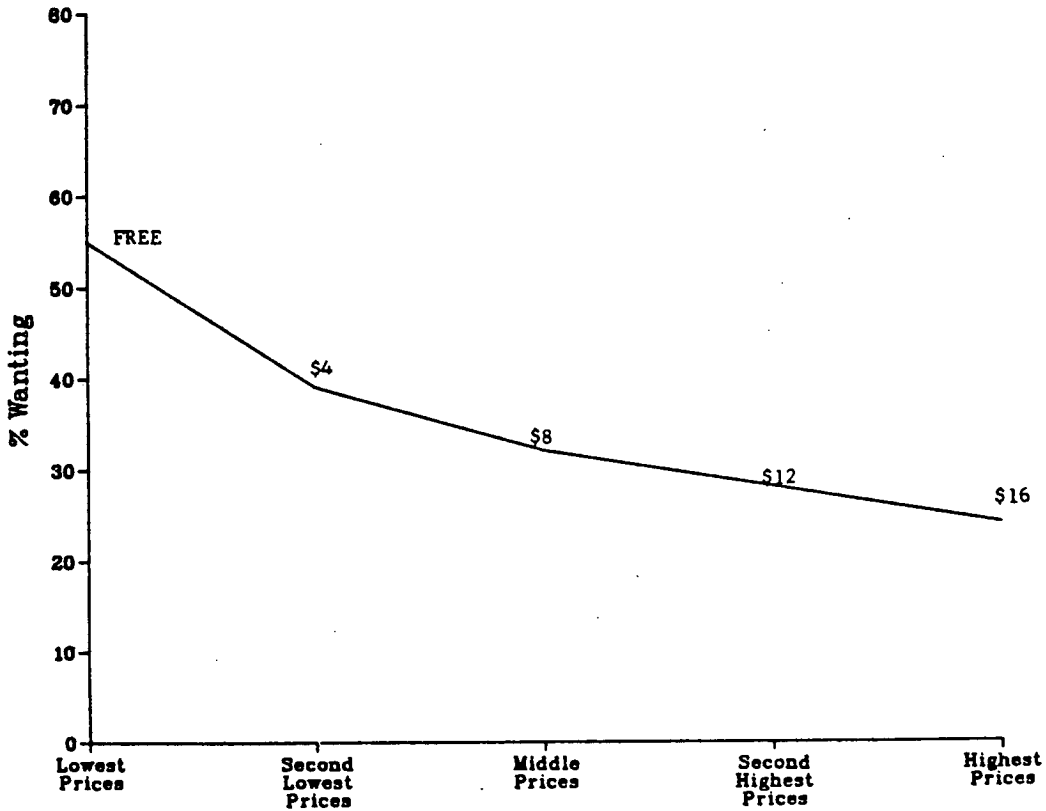


**Overall Demand For
Banking At Home**

NEHST demonstrates banking at home as a service enabling consumers to use a videotex-equipped TV to pay bills electronically and to see checking, savings, and charge account balance statements. Figure 14 shows the percentage of people buying this service among the five NEHST sample groups exposed to different prices for home banking.



As you can see, demand for home banking is strong, even among those exposed to a \$16 per month fee for the service.