

POTENTIAL VIDEOTEX MARKET
AMONG GROUPS SHOWN VARIOUS PRICES

	LOWEST PRICES SHOWN	SECOND LOWEST PRICES SHOWN	MIDDLE PRICES SHOWN	SECOND HIGHEST PRICES SHOWN	HIGHEST PRICES SHOWN
(Number of Respondents)	(1240)	(1240)	(1240)	(1240)	(1240)
<u>Knowing the prices for the videotex hardware and services ...</u>					
I will get videotex	77%	71%	65%	63%	62%
Early	40%	33%	29%	23%	22%
I'll be one of the first	18%	12%	10%	8%	9%
I'll get videotex after a few people buy it	22	21	19	15	13
Later	37	38	36	40	40
I'll get videotex after I see a lot of people buying it	24	24	22	23	23
I'll get videotex after I see most people buying it	13	14	14	17	17
I will not get it	23	28	35	36	38
No answer	*	1	*	1	*

*Less than ½%.