

**HOW TO FIND AND MAKE
CONSUMERS "ENTHUSIASTIC" ABOUT VIDEOTEX**

In targeting at the likeliest buyers, videotex marketers should look for all three enthusiastic segments -- All-Around Enthusiastis, Transaction-Oriented Enthusiasts, and Information-Oriented Enthusiasts.

Demographics

These consumers ...

- * Are **young**, either with young families or single. In fact, 76% of the three enthusiastic segments are under 50 years of age, and 48% are between 18 and 34.
- * Are comparatively **upscale**, with more education and higher incomes. In the three enthusiastic segments, for example, 68% have some college education, more than a third are college graduates, and 58% earn \$25,000 a year or more.
- * **Spend more money** than most consumers do. They use Automatic Teller Machines (ATM's) more than other consumers, write more checks, use credit cards frequently, often subscribe to pay cable, have higher phone bills, and own more video and electronics equipment.
- * Subscribe to **pay cable**, and spend less time with conventional media like newspapers and radio.

The single most important ingredient is the **youth** of videotex enthusiasts. Traditionally, younger consumers are more willing to experiment with new products and services. And as "television generation" consumers, they may be less intimidated by the prospect of television offering services that reach beyond simple entertainment.

Having more education, they may simply be more "aware" of videotex and the related technologies of video recorders, video games, personal computers and the like. And earning larger incomes, they're in a far better position to afford these current electronic and future videotex products.