

Reasons for Rejecting Videotex

<u>% Agreeing with the statement...</u>	<u>Enthu- siasts</u>	<u>Non-Enthu- siasts</u>	<u>Differ- ence</u>
"I'm so used to paying my bills the way I do now that I'll never switch to banking at home."	18%	66%	-48%
"I'll never bank or shop at home because I prefer dealing face-to-face with a person."	21	62	-41
"I'm not interested in getting information pages because I already get enough information."	33	73	-40
"I'll never take a chance paying bills by banking at home because something might go wrong."	29	62	-33
"I won't ever do my shopping at home because I'll prefer getting out of the house to go shopping."	43	75	-32
"Having banking at home isn't worth it because I'll still have to go to the bank to get cash."	42	73	-31
"I'll never read information pages on a TV because I'll prefer reading newspapers or magazines that I can carry with me wherever I go."	32	63	-31
"I'll probably use these new home services only once in a while."	53	82	-29
"Shopping at home isn't worth having because I won't buy anything without seeing it in person."	42	71	-29
"Reading information on a TV screen doesn't interest me because it's much harder than reading on paper."	27	55	-28