

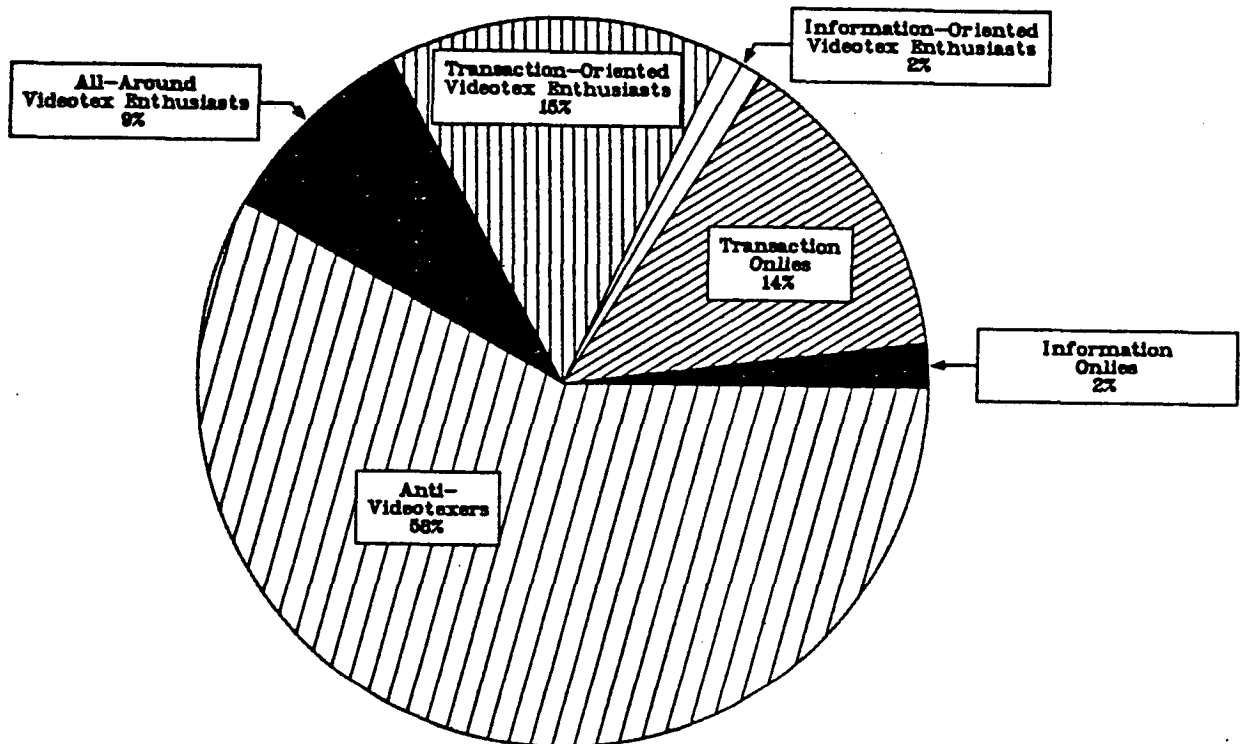
The Anti-Videotexers are 43% of consumers, up from 34% when services are free, because more people reject videotex now that it costs money.

### Market Segments

#### Among The NEHST Group Shown Highest Prices

We can more quickly see the effects of price on segmentation by jumping ahead to the fifth NEHST sample group - those shown the highest prices - most pay services cost \$16 each per month. (If you would like to study the NEHST sample groups shown \$8 and \$12 prices, see Volume I pp. 232-246.)

Compare how different the size of segments are when most services are \$16 each per month, compared to when services are free, as shown in Figure 6:



When most services cost \$16 each, the All-Around Enthusiasts are very small - only 9% of the market - because few people are willing to buy a variety of services. And the Information-Oriented Enthusiasts have gotten so small they are almost non-existent - only 2% of the market - as are the Information Onlies!

The market has shifted towards those segments preferring "transactions". Now the largest group of enthusiasts are the Transaction-Oriented Enthusiasts - 15% of the market. And the Transaction Onlies have grown to 14%.