

### Overall Demand For Special Interest Information

NEHST demonstrates a special interest information service allowing consumers to get pages of information about a particular topic, such as a hobby, business, etc. "In a sense, it's like receiving an electronically-delivered magazine," the demonstration states.

Figure 12 shows how consumer interest in receiving a special information service varies among the five NEHST sample groups exposed to different prices for the service, ranging from "free" to \$16 month.

