

All-Around Enthusiasts

All-Around Enthusiasts, by definition, like both "pure information" and "transaction" services. So naturally, when services cost nothing or very little, they buy many services. But when services are most expensive, it becomes harder for them to buy all services. Forced to choose a few services, most of them still get the **news service** more than any other service. This is the one service they want most, regardless of price, as shown in the table below.

The other three pay services do not fare as well. The percentage willing to get home banking drops from 90% when it is free to only 48% when it's \$16 a month. Special interest information drops from 76% when free to 50% when \$16. Electronic mail drops from 45% when free to 25% when \$16.

The figures suggest that at higher prices, All-Around Enthusiasts get a news service plus one other pay service, but there is no consensus as to what that other service is. Some get news and banking, others get news and special interest information, and still others get news and electronic mail.

As you would expect, their interest in shopping guides and shopping at home is always high, since these services are always offered for free.

The percentage of All-Around Enthusiasts willing to get each service is shown among the NEHST groups exposed to the lowest, second lowest, and highest prices:

<u>% of All-Around Enthusiasts getting...</u>	<u>Among NEHST sample group shown the...</u>		
	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
News service	95%	93%	82%
with ads	42%	33%	50%
without ads	53	59	32
Banking at home	90	76	48
Special interest information	76	53	50
Electronic mail	45	36	25
<u>Free services</u>			
Shopping at home	93	94	86
Shopping guide	80	90	84