

Reasons for Wanting Videotex Continued...

<u>% Agreeing with the statement...</u>	<u>Enthu- siasts</u>	<u>Non-Enthu- siasts</u>	<u>Differ- ence</u>
"I often get so bored watching regular TV programs, I'll love reading information pages on TV instead."	69%	39%	+30%
"I often forget to pay bills on time, so I'll worry less with banking at home."	46	19	+27
"I'll prefer sending electronic letters because I can't afford to wait days for ordinary mail to get there."	41	16	+25
"Sending letters from home electronically will save me a lot of money instead of making long-distance phone calls."	54	30	+24
"I don't like watching TV for entertainment, but I'll enjoy using my TV for receiving information pages, banking and shopping at home, etc."	42	21	+21
"Tying up our regular TV set using home services wouldn't cause too much inconvenience for anyone in the family."	76	61	+15
"I'm especially interested in reading pages about sale prices because I'm the kind of person who searches for bargains."	73	61	+12
"Once I get information pages on my TV, I'll probably have no need to read a regular newspaper."	30	18	+12
"Once I get information pages on my TV, I'll probably have no need to watch TV newscasts."	35	24	+11
"I don't enjoy reading news mixed with advertising pages."	60	52	+ 8
"I'll prefer having advertising pages if it makes it cheaper to subscribe."	69	66	+ 3