

Each NEHST consumer is classified into one of the six groups, depending upon how the answers to many questions result in his or her score on the Purchase Intention and Information vs. Transaction scales.

When all the consumers researched are placed into the six groups, we see how many are in each group, and we can create a picture of the videotex market as in Figure 3:

**The National Electronic Home Services Test  
Market Segmentation: Total Market**

