

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'll love shopping at home because I'll save a lot of money on gasoline bills by not having to drive to stores."	75%	37%	+38%
"I'll feel safer because in an emergency I'll get news or weather at the touch of a button."	82	46	+36
"I want banking at home because it won't let me bounce a check."	73	37	+36
"I want a home services control unit because the world is becoming more computerized and I'd like to use computer-like things."	76	41	+35
"By comparing price specials, I'll save so much, it'll more than pay for the cost of having a home services control unit."	61	26	+35
"The regular mail system is getting so expensive and unreliable I'll prefer sending letters from home electronically."	60	27	+33
"Banking at home will help keep better track of my accounts, since right now I'm never sure what my balances are."	57	25	+32
"I'll like receiving information pages because they'll probably help make me more informed."	84	53	+31
"I'll love reading guide pages because I have trouble finding out which stores are having sales and bargains."	72	42	+30