

NEHST explores consumer interests and attitudes in more detail than any summary can discuss. So, you may find it useful to see more specifics regarding consumer reactions to:

- \* Information Pages About Activities and Hobbies
- \* Information Pages About News, Weather and Sports Topics
- \* Information Pages About Special Interest Topics
- \* Shopping Ad Guides About Stores, Products and Services
- \* Shopping at Home for Products and Services
- \* Reasons for Wanting Videotex
- \* Reasons for Rejecting Videotex

The discussion on the preceding pages deals with "factors" made up of combinations of topics, products and "reasons" -- the "Busy Life Attitudes," "Good Life Interests," and so on. The NEHST Segmentation Analysis reveals that the factors are highly important in influencing videotex purchase decisions. Of course, shown individually, on the following tables, these items or variables may score lower or higher.

In the following pages, items are presented in rank order of the **differences between enthusiasts and non-enthusiasts**. This will help you to focus on the particular interests and attitudes that distinguish likely videotex buyers from more "reluctant" consumers. When enthusiasts are more interested in a particular topic, the difference between enthusiasts and non-enthusiasts is positive (+). When enthusiasts are less interested, the difference is negative (-).