

Naturally, more people get each service when it's free than when it's priced high:

Among NEHST sample group shown the...

<u>Percentage getting service</u>	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Middle prices</u>	<u>Second highest prices</u>	<u>Highest prices</u>
<u>Pay services</u>					
News service	64%	43%	37%	32%	26%
with ads	27%	22%	23%	24%	19%
without ads	37	21	14	8	7
Banking at home	55	39	32	28	24
Special interest service	50	24	20	15	13
Electronic mail	31	16	13	11	8
<u>Free services</u>					
Shopping guide	62%	54%	51%	46%	45%
Shopping at home	47	48	46	42	42

Overall, shopping guides and shopping at home are chosen by the most consumers because these two services are always offered for **free** among all NEHST sample groups. Hence, demand for these services doesn't drop as much among the groups exposed to higher prices for other services.

Among the services that a monthly fee is charged for, the **news service and banking at home** are much more popular than the special interest service or electronic mail. All four pay services show a large decline in demand among groups exposed to the higher prices. (A discussion of consumer reactions to each service begins on page 46.)