

**Different Groups Evaluate
Different Prices For Units**

The consumers researched by NEHST are divided into five equal groups, and each is exposed to a different version of the questionnaire containing different prices for buying or renting control units. By comparing reactions among the five groups, the effects of charging various prices are revealed.

In the five questionnaire versions, controls cost as follow:

Among NEHST sample group shown the...

	<u>Lowest Prices</u>	<u>Second Lowest Prices</u>	<u>Middle Prices</u>	<u>Second Highest Prices</u>	<u>Highest Prices</u>
Cost of buying...					
A - keypad	\$100	\$200	\$300	\$400	\$500
B - keyboard with screen	\$200	\$300	\$400	\$500	\$600
C - keyboard without screen	\$500	\$600	\$600	\$700	\$800
Cost of renting...					
A - keypad	\$ 4	\$ 8	\$12	\$16	\$20
B - keyboard with screen	\$ 8	\$12	\$16	\$20	\$24
C - keyboard without screen	\$20	\$24	\$28	\$32	\$36