

Which of the following do you personally value most?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base

| | | GENDER | | AGE | | | EDUCATION | | | |
|-------------------------|------------|------------|----------------|----------------|----------------|-----------------|-----------|-----------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | I | J | K | L |
| Base: Able to see video | 864 | 425 | 439 | 179 | 385 | 297 | 47 | 126 | 187 | 302 |
| Weighted | 865 | 432 | 434 | 180 | 385 | 297 | 45* | 124 | 198 | 299 |
| Your ability to see | 658 76% | 337 78% | 322 74% | 125 69% | 293 76% | 237 80% C | 36 81% | 102 82% K | 138 70% | 226 75% |
| Your ability to walk | 120 14% | 46 11% | 73 17% A | 31 17% E | 60 16% E | 29 10% | 6 13% | 13 11% | 37 19% | 42 14% |
| Your ability to talk | 51 6% | 32 7% | 19 4% | 15 8% | 18 5% | 18 6% | 2 4% | 4 3% | 13 7% | 18 6% |
| Your ability to hear | 23 3% | 13 3% | 9 2% | 8 4% | 7 2% | 8 3% | 1 2% | 2 1% | 6 3% | 10 3% |
| Your natural teeth | 14 2% | 4 1% | 10 2% | 2 1% | 7 2% | 5 2% | 0 - | 3 2% | 4 2% | 4 1% |

How often do you have the following checked to make sure they are in good working order and to help prevent future problems? (ONCE A YEAR OR MORE SUMMARY)

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|-------------------------|------------|-----------------|-----------------|------------|-----------------|------------------|-----------|------------|------------|------------------|
| ONCE A YEAR OR MORE | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | I | J | K | L |
| Base: Able to see video | 864 | 425 | 439 | 179 | 385 | 297 | 47 | 126 | 187 | 302 |
| Weighted | 865 | 432 | 434 | 180 | 385 | 297 | 45* | 124 | 198 | 299 |
| Vehicle | 712 82% | 358 83% | 354 82% | 137 76% | 316 82% | 257 87% C | 34 77% | 102 82% | 157 79% | 256 85% |
| Furnace | 355 41% | 182 42% | 173 40% | 41 23% | 164 43% C | 148 50% C | 21 46% | 56 46% | 75 38% | 128 43% |
| Financial investments | 425 49% | 236 55% B | 189 44% | 57 32% | 180 47% C | 186 63% CD | 20 44% | 57 46% | 82 41% | 172 57% JK |
| Computer | 319 37% | 170 39% | 149 34% | 54 30% | 142 37% | 121 41% C | 18 40% | 46 37% | 75 38% | 102 34% |
| General health | 646 75% | 309 71% | 337 78% A | 122 68% | 278 72% C | 244 82% CD | 36 81% | 91 73% | 143 72% | 229 76% |
| Teeth | 651 75% | 307 71% | 344 79% A | 132 73% | 304 79% E | 213 72% | 33 73% | 90 73% | 151 76% | 245 82% J |
| Eyes | 299 35% | 151 35% | 148 34% | 47 26% | 113 29% | 139 47% CD | 16 35% | 50 40% | 68 34% | 109 36% |
| Hearing | 107 12% | 63 15% | 44 10% | 12 7% | 50 13% | 45 15% C | 4 8% | 19 15% | 29 14% | 37 12% |

Which of the following would you be willing to pay around \$100 for, if you had to pay for it yourself?

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|--|------------|------------|-----------------|-----------------|-----------------|------------------|---------------|-----------|------------------|------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | I | J | K | L |
| Base: Able to see video | 864 | 425 | 439 | 179 | 385 | 297 | 47 | 126 | 187 | 302 |
| Weighted | 865 | 432 | 434 | 180 | 385 | 297 | 45* | 124 | 198 | 299 |
| Dinner for two at a nice restaurant | 503 58% | 265 61% | 238 55% | 106 59% | 223 58% | 173 58% | 18 40% | 58 47% | 129 65% IJ | 183 61% IJ |
| A tune-up for your vehicle | 498 58% | 261 60% | 237 55% | 117 65% D | 207 54% | 172 58% | 23 52% | 76 62% | 116 59% | 174 58% |
| Tickets for a concert | 392 45% | 197 46% | 195 45% | 99 55% D | 161 42% | 131 44% | 13 29% | 52 42% | 88 44% | 151 50% I |
| A dental check-up | 366 42% | 184 43% | 182 42% | 87 48% | 156 41% | 121 41% | 17 38% | 52 42% | 82 42% | 127 42% |
| A complete check of your furnace | 306 35% | 143 33% | 163 38% | 56 31% | 140 36% | 109 37% | 17 39% | 52 42% | 67 34% | 107 36% |
| A general eye-health examination by an optometrist | 264 30% | 138 32% | 126 29% | 40 22% | 110 29% | 112 38% CD | 13 30% | 35 28% | 63 32% | 93 31% |
| A cell phone | 243 28% | 114 26% | 129 30% | 81 45% DE | 108 28% E | 54 18% | 12 27% | 33 27% | 61 31% | 73 24% |
| A massage by an expert | 196 23% | 84 19% | 112 26% A | 53 29% E | 91 24% E | 51 17% | 8 17% | 26 21% | 50 25% | 70 23% |
| An interior design consultation | 166 19% | 64 15% | 101 23% A | 36 20% | 85 22% E | 45 15% | 7 16% | 21 17% | 38 19% | 61 20% |
| A hearing test | 162 19% | 69 16% | 92 21% | 30 17% | 64 17% | 68 23% D | 4 9% | 24 19% | 39 20% | 56 19% |
| A lamp for your living room | 142 16% | 64 15% | 78 18% | 24 13% | 67 17% | 51 17% | 2 5% | 20 16% | 29 15% | 54 18% I |
| Sunglasses | 134 16% | 69 16% | 66 15% | 45 25% DE | 57 15% | 31 10% | 3 6% | 17 13% | 34 17% | 44 15% |
| A fitness assessment at a fitness club | 77 9% | 35 8% | 42 10% | 14 8% | 35 9% | 28 9% | 4 9% | 12 10% | 16 8% | 25 8% |
| None of the above | 69 8% | 31 7% | 38 9% | 14 8% | 31 8% | 23 8% | 6 14% L | 12 10% | 18 9% | 17 6% |