

INTENT TO PURCHASE  
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- 1 Very Likely
- 2 Somewhat Likely
- 3 Not Very Likely
- 4 Not At All Likely

IN THE NEXT TWELVE MONTHS, HOW LIKELY ARE YOU OR SOMEONE IN YOUR HOUSEHOLD TO:

## Home:

- 135\*46 Buy your first house/residence
- 135\*47 Buy a second house/or vacation home
- 135\*48 Sell your house/residence
- 135\*49 Take out a 2nd Mortgage or Equity Loan

## Remodel your home:

- 135\*50 Remodel Kitchen
- 135\*51 Remodel Bathroom
- 135\*52 Convert room to home office
- 135\*53 Add rooms - Exterior Additions
- 135\*54 Other

## Buy insurance:

- 135\*55 Homeowner or personal property
- 135\*56 Life insurance

## Buy financial products:

- 135\*57 Invest in stocks, bonds, or mutual funds

## Travel: Vacation within the U.S.:

- 135\*58 Hawaii
- 135\*59 Florida
- 135\*60 Theme Park

## Cruise: (for more than 1 day)

- 135\*61 Any

## Travel: Vacation abroad:

- 135\*62 Europe
- 135\*63 Caribbean
- 135\*64 Mexico
- 135\*65 South America
- 135\*66 Other

## Vehicle:

- 135\*67 Buy a new vehicle
- 135\*68 Buy a used or pre-owned vehicle
- 135\*69 Lease a vehicle

## Buy/lease vehicle type:

- 135\*70 2-door car
- 135\*71 4-door car
- 135\*72 Van/Mini-van
- 135\*73 Sport Utility Vehicle
- 135\*74 Truck

## Buy electronics:

- 135\*75 Home theater system
- 135\*76 Large screen TV (27" - 42")
- 135\*77 Big screen projection TV (43" - 65")
- 135\*78 Flat screen/plasma screen TV
- 135\*79 Portable dvd player
- 135\*80 Digital video camera
- 136\*01 Desktop computer
- 136\*02 Laptop computer

## Lifestyle:

- 136\*03 Become a parent
- 136\*04 Become a grandparent
- 136\*05 Have a child go away to college
- 136\*06 Have a child graduate from college
- 136\*07 Have a child get married
- 136\*08 Retire from full-time work
- 136\*09 Collect lump-sum from pension/IRA/401k
- 136\*10 Start or buy a new business