

<b>Chapter 1 — Luxury Tracking Study Topline Findings.....</b>	<b>13</b>
Affluents Feel More Positive which Gives Key Affluent Segments Permission to spend .....	13
<i>Figure 1: Luxury Consumption Index.....</i>	<i>13</i>
<i>Figure 2: Percent Change Luxury Consumer Spending, 3Q09-4Q09 .....</i>	<i>14</i>
>> Luxury Marketers: Take Action.....	15
<i>Figure 3: Number of Households by Income, 2008.....</i>	<i>15</i>
<i>Figure 4: Luxury Consumer Spending by Demographic Segments, 2009, 2008 .....</i>	<i>16</i>
Eat, drink, and be merry, for tomorrow.....	17
Luxury Consumers' Feelings of Financial Well-Being.....	20
<i>Figure 5: Feelings of Financial Well-Being .....</i>	<i>20</i>
Spending Trends on Luxury In Past Twelve Months .....	21
<i>Figure 6: Trends on Spending on Luxury in the Past Twelve Months.....</i>	<i>21</i>
Luxury Consumers' Future Spending Expectation .....	22
<i>Figure 7: Trends in Spending on Luxury in the Coming Twelve Months.....</i>	<i>22</i>
Confidence in Financial Health of Country.....	23
<i>Figure 8: Financial Health of the Country .....</i>	<i>23</i>
Financial Prospects in Next Twelve Months.....	24
<i>Figure 9: Financial Prospects Next Twelve Months .....</i>	<i>24</i>
Investments and Savings in the Current Quarter.....	25
<i>Figure 10: Trends in Saving and Investing Now Compared with Twelve Months Ago.....</i>	<i>25</i>
Investments and Savings in the Coming Year.....	26
<i>Figure 11: Trends in Saving and Investing in Coming Twelve Months.....</i>	<i>26</i>
Recession & Its Effects.....	27
<i>Figure 12: Is the Recession Over?.....</i>	<i>27</i>
When will the recession end?.....	27
<i>Figure 13: When Will the Recession End?.....</i>	<i>27</i>
Ways Affluent Consumers Are Changing their Lifestyles.....	29
<i>Figure 14: Changes in Luxury Consumer Lifestyles .....</i>	<i>30</i>
Total Luxury Purchase Incidence .....	30
<i>Figure 15: Overall Luxury Purchase Incidence (All Affluent Consumers).....</i>	<i>31</i>
Key Finding: Implications for Marketers on Purchase Incidence.....	31
Luxury Purchase Incidence .....	32
<i>Figure 16: Luxury Purchase Incidence .....</i>	<i>32</i>

Luxury Consumers' Average Spending on Luxuries .....	34
<i>Figure 17: Average Spending on Luxuries</i> .....	34
Fastest Growing Major Product Categories by Percent Change in Spending .....	36
<i>Figure 18: Major Categories by Percent Change</i> .....	36
Year-End Spending Summary .....	38
<i>Figure 19: Year-End Spending Summary</i> .....	38
Spending by Income Segment .....	40
<i>Figure 20: Luxury Spending by Income Segments (current quarter and previous quarter)</i> .....	40
Total Spending by Age Segments .....	42
<i>Figure 21: Total Spending on Luxury by Age Segments -- Young Affluents and Over 40 Year Olds (Current period and previous quarter)</i> .....	42
Total Luxury Spending by Gender .....	44
<i>Figure 22: Total Spending on Luxury by Gender (Current period and previous quarter)</i> .....	44
Trends in Spending by Key Demographic Segments .....	46
<i>Figure 23: Trends in Spending on Luxury by Demographic Segment (Age, Gender, Income)</i> .....	46
Trends in Spending by Demographic Segments in Major Luxury Categories .....	47
<i>Figure 24: Home Luxury Spending Trends by Demographic Segment</i> .....	47
<i>Figure 25: Personal Luxury Spending Trends by Demographic Segment</i> .....	48
<i>Figure 26: Experiential Luxury Spending Trends by Demographic Segment</i> .....	49
Where Luxury Consumers Shopped for Their Luxury Goods.....	50
Home Luxury Goods.....	50
<i>Figure 27: Favorite Shopping Destinations for Home Luxury Goods Shoppers</i> .....	52
Personal Luxury Goods.....	53
<i>Figure 28: Favorite Shopping Destinations for Personal Luxury Goods Shoppers</i> .....	54
Luxury Shoppers' Favorite Luxury Department Stores .....	56
<i>Figure 29: Luxury Department Store Brand Usage</i> .....	56
Luxury Shoppers' Favorite Mass & Discount Department Stores .....	57
<i>Figure 30: Discount &amp; Mass Department Store Brand Usage</i> .....	57
<b>Chapter 2 — Personal Luxury Purchases Detail .....</b>	<b>58</b>
Personal Luxury Purchase Incidence.....	58
<i>Figure 31: Personal Luxury Purchase Incidence</i> .....	58
Personal Luxuries Spending.....	59
<i>Figure 32: Personal Luxury Spending,</i> .....	59

>>Personal Luxury Marketers: Take Action .....	60
Personal Luxury Spending by Demographic Segments .....	61
<i>Figure 33: Personal Luxury Spending by Demographic Spending</i> .....	61
What's Hot, What's Not in the Personal Luxury Market.....	62
<i>Figure 34: Top Ten Fastest Growing Products and Biggest Losers in Personal Luxury Market</i> .....	62
Automobiles & Recreational Vehicles — Purchase Details .....	64
Amount Spent on Automobiles & Recreational Vehicles.....	64
<i>Figure 35: Automobile Spending by Demographic Segment</i> .....	64
Type of Luxury Automobile Bought.....	65
<i>Figure 36: Type of Luxury Automobile</i> .....	65
Country of Origin .....	66
<i>Figure 37: Country of Origin</i> .....	66
Clothing & Apparel — Purchase Details .....	67
Type of Clothing & Apparel Bought.....	67
<i>Figure 38: Type of Clothing &amp; Apparel Bought</i> .....	67
Amount Spent on Clothing & Apparel.....	68
<i>Figure 39: Clothing and Apparel Spending by Demographic Segment</i> .....	68
Clothing & Apparel: Estimated Spending by Product.....	69
<i>Figure 40: Estimated Spending on Luxury Clothing &amp; Apparel</i> .....	69
Where People Shopped for Luxury Clothing & Apparel .....	70
<i>Figure 41: Clothing &amp; Apparel Shopping Choices</i> .....	70
Estimated Spending on Clothing & Apparel by Type of Store.....	71
<i>Figure 42: Estimated Spending on Luxury Clothing &amp; Apparel by Type of Store</i> .....	71
Clothing & Apparel Brand Usage .....	72
<i>Figure 43: Clothing &amp; Apparel Brand Usage</i> .....	73
Fashion Boutique Store Purchase .....	74
<i>Figure 44: Favorite Fashion Boutiques</i> .....	74
Fashion Accessories — Purchase Details.....	75
Type of Fashion Accessories Bought .....	75
<i>Figure 45 : Type of Fashion Accessories Bought</i> .....	75
Amount Spent on Fashion Accessories .....	76
<i>Figure 46: Fashion Accessories Spending by Demographic Segment</i> .....	76
Fashion & Accessories: Estimated Spending by Product.....	77

<i>Figure 47: Estimated Spending on Luxury Fashion Accessories</i> .....	77
Where People Shopped for Luxury Fashion Accessories .....	78
<i>Figure 59: Fashion Accessories Shopping Choices</i> .....	78
Estimated Spending on Fashion Accessories by Type of Store .....	79
<i>Figure 48: Estimated Spending on Fashion Accessories by Type of Store</i> .....	79
Luxury Fashion Accessories Brand Usage .....	80
<i>Figure 49: Fashion Accessories Brand Usage</i> .....	81
Fragrance, Cosmetics, and/or Beauty Products — Purchase Details .....	82
Type of Fragrance, Cosmetics and/or Beauty Products Bought .....	82
<i>Figure 50: Type of Cosmetics &amp; Beauty Products Bought</i> .....	82
Amount Spent on Fragrance, Cosmetics and/or Beauty Products .....	83
<i>Figure 51: Fragrance, Beauty, Cosmetic Spending by Demographic Segment</i> .....	83
Cosmetics & Beauty: Estimated Spending by Product .....	84
<i>Figure 52: Estimated Spending on Luxury Cosmetics and Beauty Products</i> .....	84
Where People Shopped for Luxury Fragrance, Cosmetics and/or Beauty Products.....	85
<i>Figure 53: Fragrance, Cosmetics, Beauty Products Shopping Choices</i> .....	85
Estimated Spending on Beauty by Type of Store .....	86
<i>Figure 54: Estimated Spending on Luxury Beauty by Type of Store</i> .....	86
Cosmetics, Beauty Products, Fragrances Brand Usage.....	87
<i>Figure 55: Beauty Brands Purchase Incidence</i> .....	88
Wine & Spirits — Purchase Details .....	89
Type of Wine & Spirits Bought.....	89
<i>Figure 56: Type of Wine &amp; Spirits Bought</i> .....	89
Amount Spent on Wine & Spirits .....	90
<i>Figure 57: Wine &amp; Spirit Spending by Demographic Segment</i> .....	90
Wine & Spirits: Estimated Spending by Product.....	91
<i>Figure 58: Estimated Spending on Luxury Wine &amp; Spirits by Product Type</i> .....	91
Jewelry — Purchase Details.....	92
Type of Jewelry Bought .....	92
<i>Figure 59: Type of Jewelry Bought</i> .....	92
>> Jewelry Luxury Marketers: Take Action.....	92
Amount Spent on Jewelry .....	93
<i>Figure 60: Jewelry Spending by Demographic Segment</i> .....	93

Estimated Spending on Women's & Men's Jewelry .....	94
<i>Figure 61: Estimated Spending on Women's &amp; Men's Jewelry</i> .....	94
Type of Women's Jewelry Bought.....	95
<i>Figure 62: Type of Women's Jewelry Bought</i> .....	95
Women's Jewelry: Estimated Spending by Product Type.....	96
<i>Figure 63: Estimated Spending on Women's Jewelry by Product Type</i> .....	96
Type of Men's Jewelry Bought .....	97
<i>Figure 64: Type of Men's Jewelry Bought</i> .....	97
Women's Material of Composition.....	98
<i>Figure 65: Material of Composition Women's Jewelry</i> .....	98
Women's Jewelry: Estimated Spending by Product Material & Gemstone .....	99
<i>Figure 66: Estimated Spending on Women's Jewelry by Material</i> .....	99
<i>Figure 67: Estimated Sales of Women's Jewelry by Gemstone</i> .....	100
>>>Jewelry Luxury Marketers: Take Action.....	100
Men's Material of Composition .....	101
<i>Figure 68: Men's Jewelry: Material of Composition</i> .....	101
Where People Shopped for Jewelry.....	102
<i>Figure 69: Jewelry Shopping Choices</i> .....	102
Estimated Spending on Jewelry by Type of Store .....	103
<i>Figure 70: Estimated Spending on Jewelry by Type of Store</i> .....	103
Jewelry Brand Usage.....	104
<i>Figure 71: Jewelry Brand Usage</i> .....	105
Watches — Purchase Details .....	105
Type of Watches Bought.....	105
<i>Figure 72: Type of Watches Bought</i> .....	105
Amount Spent on Watches.....	106
<i>Figure 73: Watches Spending by Demographic Segment</i> .....	106
Watches: Estimated Spending by Type.....	107
<i>Figure 74: Estimated Sales of Watches by Type</i> .....	107
Material of Composition Formal/Dress Watches .....	108
<i>Figure 75: Material of Composition Formal/Dress Watches</i> .....	108
Where People Shopped for Luxury Watches.....	109
<i>Figure 76: Watches Shopping Choices</i> .....	109

Estimated Spending on Watches by Type of Store.....	110
<i>Figure 77: Estimated Spending on Watches by Type of Store</i> .....	110
Watches Brand Usage .....	111
<i>Figure 78: Watch Brand Usage</i> .....	111
Personal Electronics — Purchase Details.....	112
Type of Personal Electronics Bought .....	112
<i>Figure 79: Type of Personal Electronics Bought</i> .....	112
Amount Spent on Personal Electronics .....	113
<i>Figure 80: Personal Electronics Spending by Demographic Segment</i> .....	113
Personal Electronics: Estimated Spending by Type .....	114
<i>Figure 81: Estimated Sales of Personal Electronics by Type</i> .....	114
Where People Shopped for Luxury Personal Electronics .....	115
<i>Figure 82: Personal Electronics Shopping Choices</i> .....	115
Estimated Spending on Personal Electronics by Type of Store .....	116
<i>Figure 83: Estimated Spending on Personal Electronics by Type of Store</i> .....	116
Personal Electronics Brands.....	116
<b>Chapter 4 — Experiential Luxury Purchases Detail</b> .....	<b>117</b>
Luxury Experiences Purchase Incidence .....	117
<i>Figure 84: Experiential Purchase Incidence</i> .....	117
Luxury Consumers' Average Spending on Experiential Luxuries .....	118
<i>Figure 85: Experiential Luxury Spending</i> .....	118
>>Experiential Luxury Marketers: Take Action.....	118
Experiential Spending by Demographic Segment.....	119
<i>Figure 86: Experiential Spending by Demographic Segment</i> .....	119
Luxury Dining — Purchase Details.....	120
Amount Spent on Luxury Dining .....	120
<i>Figure 87: Fine Dining Spending by Demographic Segment</i> .....	120
Fine Dining Brand Purchase .....	121
<i>Figure 88: Multi-Chain Restaurants Brand Preference</i> .....	121
<i>Figure 89: Celebrity Chef Brand Preference</i> .....	122
Luxury Entertainment — Purchase Details.....	123
Amount Spent on Luxury Entertainment .....	123
<i>Figure 90: Entertainment Spending by Demographic Segment</i> .....	123

Luxury Home Services — Purchase Details .....	124
Amount Spent on Luxury Home Services .....	124
<i>Figure 91: Home Services Spending by Demographic Segment</i> .....	124
Luxury Spa, Massage and Beauty Treatment — Purchase Details.....	125
Type of Spa, Massage, Beauty Treatment Services Purchased.....	125
<i>Figure 92: Type of Spa, Beauty Services Bought</i> .....	125
Amount Spent on Luxury Spa, Massage and Beauty Treatment .....	126
<i>Figure 93: Spa, Massage, Beauty Services Spending by Demographic Segment</i> .....	126
Luxury Travel — Purchase Details .....	127
Type of Travel Overview .....	127
<i>Figure 94: Type of Travel Overview: Domestic, Foreign or Both</i> .....	127
Foreign Travel Choices .....	128
<i>Figure 95: Type of Foreign Travel Bought</i> .....	128
Domestic Travel Choices .....	129
<i>Figure 96: Type of Domestic Travel Bought</i> .....	129
Number of Days for Travel.....	130
<i>Figure 97: Number of Vacation Days</i> .....	130
Amount Spent on Luxury Travel.....	131
<i>Figure 98: Travel Spending by Demographic Segment</i> .....	131
Luxury Hotel Brand Preferences .....	132
<i>Figure 99: Luxury Hotel Brand Purchases</i> .....	132
<b>Chapter 5 — Home Luxury Purchase Detail.....</b>	<b>133</b>
Home Luxury Purchase Incidence.....	133
<i>Figure 100: Home Luxury Purchase Incidence</i> .....	133
Home Luxury Spending .....	134
<i>Figure 101: Home Luxury Spending</i> .....	134
Home Luxury Spending by Demographic Segments .....	135
<i>Figure 102: Total Home Luxury Spending by Demographic Segments</i> .....	135
What’s Hot, What's Not in the Home Luxury Market.....	136
<i>Figure 103 : Top Ten Fastest Growing Products and Biggest Losers in Home Luxury (current quarter compared to previous quarter)</i> .....	136
Art & Antiques — Purchase Details.....	138
Type of Art and Antiques Bought .....	138

<i>Figure 104: Type of Art Bought</i> .....	138
Amount Spent on Art & Antiques .....	139
<i>Figure 105: Art &amp; Antique Spending by Demographic Segment</i> .....	139
Art & Antique: Estimated Spending by Product.....	140
<i>Figure 106: Estimated Spending on Luxury Art &amp; Antique Products</i> .....	140
Where People Shopped for Luxury Art & Antiques .....	141
<i>Figure 107: Art &amp; Antiques Shopping Choices</i> .....	141
Estimated Spending on Art & Antiques by Type of Store .....	142
<i>Figure 108: Estimated Spending on Luxury Art &amp; Antiques by Type of Store</i> .....	142
Home Electronics — Purchase Details.....	143
Type of Home Electronics Bought .....	143
<i>Figure 29: Type of Electronics Bought</i> .....	143
Amount Spent on Luxury Home Electronics .....	144
<i>Figure 109: Electronics Spending by Demographic Segment</i> .....	144
Home Electronics: Estimated Spending by Product.....	145
<i>Figure 110: Estimated Spending on Luxury Electronics Products</i> .....	145
Where People Shopped for Luxury Home Electronics .....	146
<i>Figure 111: Electronics &amp; Photography Shopping Choices</i> .....	146
Estimated Spending on Electronics & Photography Equipment by Type of Store.....	147
<i>Figure 112: Estimated Spending on Luxury Electronics by Type of Store</i> .....	147
Home and Personal Electronics Brand Usage.....	148
<i>Figure 113: Electronics &amp; Photography Brand Purchase</i> .....	148
Home Decorating Fabrics, Window & Wall Coverings — Purchase Details.....	149
Type of Home Decorating Fabrics, Window & Wall Coverings Bought .....	149
<i>Figure 114: Type of Home Decor Fabrics, Window &amp; Wall Coverings Bought</i> .....	149
Amount Spent on Home Decorating Fabrics, Window & Wall Coverings .....	150
<i>Figure 115: Spending Fabrics, Window, Wall Coverings by Demographic Segment</i> .....	150
Home Décor Fabrics, Window & Wall Coverings: Estimated Spending by Product .....	151
<i>Figure 116: Estimated Spending on Luxury Fabrics, Window &amp; Wall Coverings</i> .....	151
Where People Shopped for Luxury Home Decorating Fabrics, Window and Wall Coverings.....	152
<i>Figure 117: Home Decorating Fabrics, Windows &amp; Wall Coverings Shopping Choices</i> .....	152
Estimated Spending on Fabrics, Window & Wall Coverings by Type of Store.....	153
<i>Figure 118: Estimated Spending on Luxury Fabrics, Wall &amp; Window Coverings by Type of Store</i> .....	153

Furniture, Lamps & Floor Coverings — Purchase Details.....	154
Type of Furniture, Lamps & Floor Coverings Bought.....	154
<i>Figure 119: Type of Furniture, Lamps, Floor Coverings Bought</i> .....	154
Amount Spent on Furniture, Lamps and Floor Coverings .....	155
<i>Figure 120: Furniture, Lamps and Floor Covering Spending by Demographic Segment</i> .....	155
Furniture, Lamps and Rugs: Estimated Spending by Product .....	156
<i>Figure 121: Estimated Spending on Luxury Furniture, Lamps and Floor Coverings Products</i> .....	156
Where People Shopped for Luxury Furniture, Lamps and Floor Coverings .....	157
<i>Figure 122: Furniture, Lamps, Floor Coverings Shopping Choices</i> .....	157
Estimated Spending on Furniture, Lamps and Rugs by Type of Store.....	158
<i>Figure 123: Estimated Spending on Luxury Furniture, Maps and Rugs by Type of Store</i> .....	158
>>Furniture, Lamps and Floor Coverings Luxury Marketers: Take Action.....	159
Garden, Outdoor, Lawn & Patio Products — Purchase Details.....	160
>> Outdoor Luxury Marketers: Take Action.....	160
Type of Garden/Outdoor Bought.....	161
<i>Figure 124: Type of Garden/Outdoor Living Luxuries Bought</i> .....	161
Amount Spent on Garden.....	162
<i>Figure 125: Garden/Outdoor Spending by Demographic Segment</i> .....	162
Outdoor/Garden Luxury: Estimated Spending by Product .....	163
<i>Figure 126: Estimated Spending on Luxury Outdoor/Garden by Products</i> .....	164
Where People Shopped for Luxury Garden, Outdoor, Lawn, & Patio Products .....	165
<i>Figure 39: Garden, Outdoor, Patio, Lawn Shopping Choices</i> .....	165
Estimated Spending on Outdoor/Garden by Type of Store.....	166
<i>Figure 127: Estimated Spending on Luxury Outdoor &amp; Garden by Type of Store</i> .....	166
Kitchenware, Cookware & Housewares — Purchase Detail .....	167
Type of Kitchenware, Cookware & Housewares Bought.....	167
<i>Figure 128: Type of Kitchenware, Cookware, Housewares Bought</i> .....	167
Amount Spent on Kitchenware, Cookware & Housewares .....	168
<i>Figure 129: Kitchenware, Housewares Spending by Demographic Segment</i> .....	168
Kitchenware, Housewares: Estimated Spending by Product .....	169
<i>Figure 130: Estimated Spending on Luxury Kitchenware, Housewares by Product</i> .....	169
Where People Shopped for Luxury Kitchenware, Cookware, Housewares .....	170
<i>Figure 131: Kitchenware, Cookware, Housewares Shopping Choices</i> .....	170

Estimated Spending on Kitchenware, Housewares by Type of Store .....	171
<i>Figure 132: Estimated Spending on Kitchenware, Housewares by Type of Store.....</i>	<i>171</i>
Kitchen Appliances, Bath & Building Products — Purchase Details.....	172
Type of Kitchen Appliances, Bath & Building Products Bought .....	172
<i>Figure 133 : Type of Kitchen Appliances, Bath &amp; Building Products Bought.....</i>	<i>172</i>
Amount Spent on Kitchen Appliances .....	173
<i>Figure 134: Kitchenware, Housewares Spending by Demographic Segment .....</i>	<i>173</i>
Kitchen Appliances, Building & Bath: Estimated Spending by Product .....	174
<i>Figure 135: Estimated Spending on Luxury Kitchen Appliances, Bath and Building Products.....</i>	<i>174</i>
Where People Shopped for Luxury Kitchen Appliances, Bath and Building Products.....	175
<i>Figure 136: Kitchen Appliances, Bath &amp; Building Products Shopping Choices.....</i>	<i>175</i>
Estimated Spending on Kitchen Appliances, Bath & Building Products by Type of Store .....	176
<i>Figure 137: Estimated Spending on Kitchen Appliances, Building and Bath Products by Type of Store.....</i>	<i>176</i>
Linens & Bedding Products — Purchase Details .....	177
Type of Linens and Bedding Bought.....	177
<i>Figure 138: Types of Linens &amp; Bedding Bought .....</i>	<i>177</i>
Amount Spent on Linens and Bedding .....	178
<i>Figure 139: Linens and Bedding Spending by Demographic Segment.....</i>	<i>178</i>
Linens & Bedding: Estimated Spending by Product .....	179
<i>Figure 140: Estimated Spending on Luxury Linens &amp; Bedding Products .....</i>	<i>179</i>
Where People Shopped for Luxury Linens & Bedding Products .....	180
<i>Figure 141: Linens &amp; Bedding Shopping Choices .....</i>	<i>180</i>
Estimated Spending on Linens & Bedding by Type of Store .....	181
<i>Figure 142: Estimated Spending on Linens &amp; Bedding by Type of Store .....</i>	<i>181</i>
Tabletop, Dinnerware, Flatware, Servingware — Purchase Details.....	182
Type of Tabletop Purchased .....	182
<i>Figure 143: Type of Tabletop Purchased.....</i>	<i>182</i>
Amount Spent on Tabletop .....	183
<i>Figure 144: Tabletop Spending by Demographic Segment .....</i>	<i>183</i>
Tabletop: Estimated Spending by Product .....	184
<i>Figure 145: Estimated Spending on Luxury Tabletop Products.....</i>	<i>184</i>
Where People Shopped for Luxury Tabletop Products .....	185
<i>Figure 146: Tabletop Shopping Choices.....</i>	<i>185</i>

Estimated Spending on Tabletop by Type of Store .....	186
<i>Figure 147: Estimated Spending on tabletop by Type of Store</i> .....	186
Tabletop Brand Usage .....	187
<i>Figure 148: Tabletop Brand Awareness &amp; Usage</i> .....	187
<b>Appendix A: Luxury Tracking Survey Methodology</b> .....	<b>188</b>
Quarterly Tracking of Luxury Consumer Purchasing .....	188
Internet Shopping and Social Media Was investigated in More Depth .....	190
Sample Demographics .....	192
Income Demographics .....	193
<i>Figure 149: Income Demographics</i> .....	193
Gender .....	193
Age Distribution .....	194
<i>Figure 150: Age Distribution</i> .....	194
Generations .....	195
<i>Figure 151: Generations</i> .....	195
Credit Card Ownership.....	196
<i>Figure 152: Credit Card Ownership, including Ultra-affluents</i> .....	196
Other Demographic Variables .....	197
<i>Figure 153: Employment</i> .....	198