

LUXURY TRACKING SURVEY METHODOLOGY

QUARTERLY TRACKING OF LUXURY CONSUMER PURCHASING

This report summarizes the results of the Luxury Tracking Survey recording luxury purchases from January to March 2008. The results of this survey were compared with the fourth quarter October to December 2007; third quarter 2007, July to September 2007; second quarter, 2007, April to June; first quarter, 2007, January to March, as well as full year 2006. The next luxury tracking survey will be fielded at the end of the second quarter 2008, on or about June 2008..

Unity Marketing's luxury tracking study is intended to keep luxury brand marketers' and retailers' fingers on the changing pulse of the luxury market. Through regular quarterly surveys, companies will better understand the shopping and buying habits of their affluent customers and anticipate how they will be spending their luxury budgets in the coming months.

To enable luxury marketers to understand variations within the affluent market, perspectives of four different segments of the luxury market were gathered, based on household income. These segments correspond to the top 20 percent of U.S. households based upon income:

- Comfortable affluent, who earn between \$100,000 and \$149,999 (47 percent of the sample 1Q2008);
- Abundantly affluent, who earn between \$150,000 and \$199,999 (29 percent 1Q2008);
- Super-affluent, with household incomes between \$200,000 and \$249,999 (11 percent 1Q2008); and the
- Ultra-affluent, with incomes \$250,000 and above (13 percent 1Q2008).

Note: The starting income for the luxury tracking survey sample was increased for the 1Q2008, from \$75,000 to \$100,000.

Therefore, for the previous year's comparative reporting, the lowest income respondents (\$75,000-\$99,999) were eliminated and the spending levels recast to correspond to the new income segmentation.

Overall the average income of the 1Q2008 for \$173.3k; 4Q2007 sample was \$167.4, which compares with \$168.4k in 3Q2007; which compares with the 2Q2007 sample average or \$172.3k and \$57.2 for the 1Q2007 sample.

This survey gives luxury marketers early warning of changes and shifts in their marketplace. It helps them monitor brand awareness and purchase so that they can measure the success of new marketing communications programs. It provides a view ‘over the horizon’ of what trends are coming and how they will affect the luxury consumer. Through this tracking service, luxury marketers will remain up to date and in direct “contact” with their affluent customers.

Luxury product categories included in the quarterly survey:

- **Home Luxuries:** Art & Antiques; Electronics & Photography; Fabrics, Wall & Window Coverings; Furniture, Lamps & Floor Coverings; Garden & Garden Products; Kitchenware, Cookware and Cooks’ Tools & Housewares; Kitchen Appliances, Bath & Building Products; Linens & Bedding; Tabletop.
- **Personal Luxuries:** Automobiles; Clothes & Apparel; Cosmetics, Beauty & Fragrance Products; Fashion Accessories; Jewelry; Watches; and Wine & Spirits.
- **Experiential Luxuries:** Luxury Dining; Entertainment; Travel; Spa, Massage & Beauty Services; and Home Services, such housecleaning/maid service, landscaping, garden/lawn maintenance, party planning/catering, home decorating, etc.

LUXURY CONSUMERS AND GREEN MARKETING ISSUES WAS INVESTIGATED IN MORE DEPTH

As each wave of tracking studies is fielded, special topics of interest to luxury marketers are researched in more depth. During this quarter luxury consumers were asked about their awareness of green marketing issues and what green products they buy. (Summary of findings included in Chapter 1)

Sample Demographics

A total of 1,258 affluent consumers with household incomes of \$100,000 and above and who made one or more luxury purchases were surveyed in the first quarter. This compares with 891 affluent consumers with household incomes of \$100,000 or more and who purchased one or more luxuries in the past quarter (October to December 2007) were surveyed. This compares to 886 affluent consumers in 3Q2007; 754 consumers surveyed in second quarter 2007; 848 consumers surveyed in the first quarter 2007.

Income Demographics

The average income of the survey sample included in the first quarter was \$173,300. This compares to an average of \$167,400 in fourth quarter 2007; \$168,400 in third quarter 2007; \$172,300 in second quarter 2007 and \$157,200 in first quarter 2007.

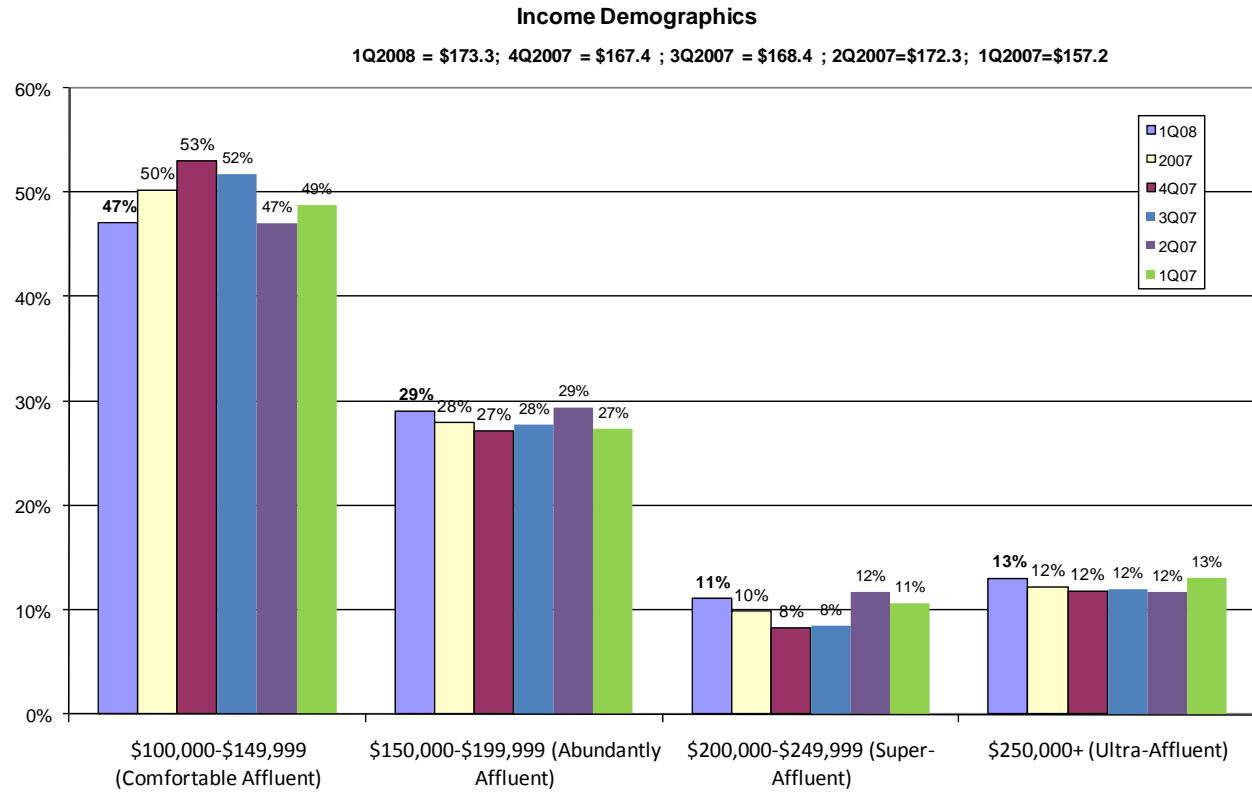


Figure 80: Income Demographics

Gender

In keeping with the female-skew found consistently in Unity's luxury consumer surveys, the first quarter 2008 sample was 66 percent female and 34 percent male. This compares with the fourth quarter sample 2007 which was 64 percent female and 36 percent male; the third quarter sample was 64 percent female and 36 percent male, which compares with the second quarter sample of 62 percent female and 38 percent male and the first quarter 2007 which was 67 percent female and 33 percent male in the first quarter 2007.

Age Distribution

The luxury consumers averaged 46 years in 1Q2008; this compares with 46.6 years in the fourth quarter and which is slightly higher than the average in the third and second quarters (43.6 years in third quarter 2007 and 44.3 years in the second quarter 2007) and roughly the same as the average age in the first quarter of 46.4 years.

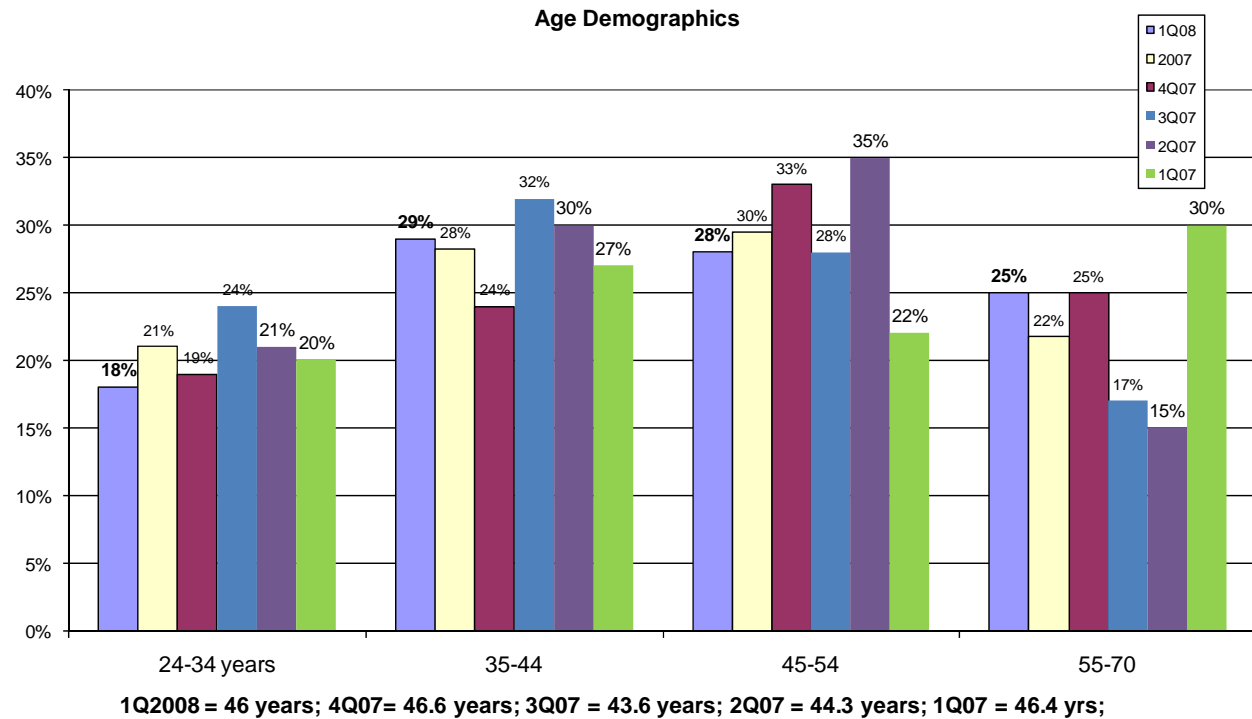


Figure 81: Age Distribution

Generations

Beginning with 1Q2007, Unity Marketing focused on the differences in luxury consumer behavior between those 40 and under, called the young affluents and roughly corresponding to the Millennial and GenXer generations, and those 40 and over, consisting primarily of Baby Boomers but also including the

Swing/WWII generation and those older. In this quarter, 37 percent of respondents were 40 and under, while 63 percent were over 40.

Overall Baby Boomers make up 51 percent of those surveyed in 1Q2008, while GenXers are 35 percent of the sample and Millennials are 7 percent.

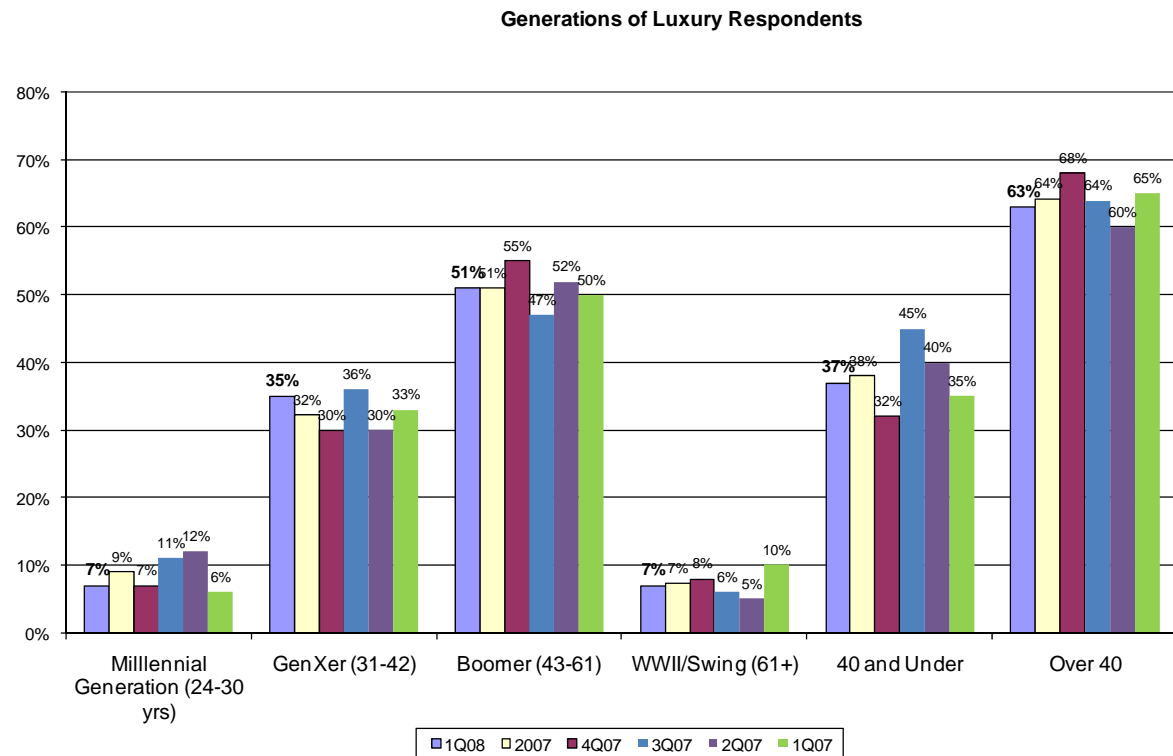


Figure 82: Generations

Other Demographic Variables

Some 83 percent of luxury consumers were married, which compares with 82 percent in 4Q2007 and 81 percent of the luxury consumers surveyed in the third quarter 2007. The same percentage was found to be married in the second and first quarter 2007 and throughout 2006 as well. Only 8 percent of the 1Q2008 sample was single and 6 percent living as a couple. On average 3.1 people live in the luxury consumers' home in the first quarter 2008, which is the same as found in the fourth, third and second quarter 2007 as compares with 3.0 people in the first quarter.

Over 80 percent (83 percent) owned their home, while 7 percent rented and 9 percent owned an apartment or condominium. This was roughly the same as found in the first, second quarter, third and fourth quarters of 2007 and throughout 2006. Young affluent consumers, those 40 and under, have a higher incidence of renting their residence (11 percent in 1Q2008) while home ownership incidence rises with age (87 percent among over 40 year olds in 1Q2008).

In terms of their place of residence, the majority of 1Q2008 luxury consumers (62 percent) lived in the suburbs of a major city, with 22 percent living in a small city/town and its environs. Only 9 percent lived in the downtown of a major city and 7 percent in a rural or country environment. Young affluents (40 years and younger) are more likely to live downtown (15 percent).

Luxury consumers are highly educated, so we find that about three-quarters (73 percent) of survey respondents in the fourth quarter 2007 have completed a four-year college degree or higher educational attainment, including 24 percent who have a masters degree or higher education and another 15 percent with some post-graduate work, including medical doctor or PhD.

Some 88 percent of the 1Q2008 sample (and 89 percent of this fourth quarter affluent sample) was White/Caucasian. In terms of diversity, some 6 percent were Asian or Pacific Islanders, about 6 percent were Spanish/Hispanic/Latino, about 4 percent were Black/African-American and 1 percent were American Indian, Eskimo or Aleut. Three percent described themselves as 'other.'

1Q2008 LUXURY TRACKING SURVEY

- 1- Thank you for taking the time to participate in this survey. Your honest opinions are important to us, and remember, there are no right or wrong answers. We would like to get your opinions regarding luxury purchases. As always, the information you provide will be kept strictly confidential and will be used for research purposes only.

The following question will be used for classification purposes only.

- 2- Please indicate your total annual household income before taxes:

- 1-Less than \$75,000 [not qualified]
- 2-\$75,000 to \$99,999 [not qualified]
- 3-\$100,000 to \$149,999
- 4-\$150,000 to \$199,999
- 5-\$200,000 to \$249,999
- 6-\$250,000 or more

- 3- In the past three months (January 2008 until today), please indicate if you purchased and/or influenced the purchase of any of the following Luxury Home Products: (Please check all that apply.)

- 1-Luxury Tabletop, Dinnerware, Flatware, Servingware (including vases, bowls, figurines and/or decorative accents)
- 2-Luxury Art, Sculpture, Wall Decor, and Antiques (including wall decor, custom framing, sculpture, framed art, antiques, and collectibles, art glass, etc.)
- 3-Luxury Electronics and Photography (such as computers, televisions, home entertainment centers, cameras, PDA's, etc.)

- 4-Luxury Home Decorating Fabrics, Window and Wall Coverings (including draperies, curtains, blinds or shades, wall paper, and/or fabric for home decorating and upholstery)
- 5-Luxury Furniture, Lamps and Lighting, Floor Coverings, or Rugs
- 6-Luxury Outdoor, Lawn, Patio and Garden Products (such as lawn furniture, patio accessories, plants, grills, lawn equipment, etc.)
- 7-Luxury Kitchenware, Cookware, and Housewares (including luxury pots and pans, cooking utensils, cutlery or knives, small appliances, and housewares accessories)
- 8-Luxury Kitchen Appliances, Bath, and Building Products (such as luxury kitchen appliances, cabinets, bathtubs, etc. for home remodeling)
- 9-Luxury Linens and Bedding (including mattresses and box springs, sheets and pillowcases, pillows, duvets, bedspreads, quilts, covers, blankets, etc.)
- 10-None of the above

- 4- In the past three months (January 2008 until today), please indicate if you purchased or participated and/or influenced the purchase of any of the following Personal Luxury Products: (Please check all that apply.)

- 1-Luxury Jewelry
- 2-Luxury Watches
- 3-Luxury Automobiles
- 4-Luxury Clothes and Apparel (such as dresses, suits, shirts, pants, etc.)
- 5-Luxury Fashion Accessories (such as handbags, wallets, suitcases, shoes, etc.)
- 6-Luxury Fragrance, Cosmetics and/or Beauty Products and Skin Care regimens
- 7-Luxury Wine, Liquor & Spirits
- 8-None of the above

5- In the past three months (January 2008 until today), please indicate if you purchased or participated in/or influenced the purchase of any of the following Experiential Luxuries: (Please check all that apply.)

- 1-Luxury Travel (including hotels, luxury transportation, cruises, resorts, etc.)
- 2-Luxury Dining (including restaurants)
- 3-Luxury Entertainment (including cultural events, theatre, etc.)
- 4-Luxury Spa, Beauty Treatments, or Cosmetic Surgery
- 5-Luxury Home Services (such as landscaping, lawn care/garden service, housecleaning and/or maid service, party planning and/or catering)
- 6-None of the above

//Terminate if none of the above in Q3 and Q4 and Q5

//Each respondent will get asked only one main section-based on their responses

//All respondents will see any low incidence group that they have selected in Q3-Q5

//Low incidence groups are as follows:

- 1-Luxury Tabletop, Dinnerware, Flatware, Serveware
- 2-Luxury Art, Sculpture, Wall Decor, and Antiques
- 4-Luxury Home Decorating Fabrics, Window and Wall Coverings
- 6-Luxury Outdoor, Lawn, Patio and Garden Products
- 8-Luxury Kitchen Appliances, Bath, and Building Products
- 1-Luxury Jewelry
- 2-Luxury Watches
- 3-Luxury Automobiles and/or recreational vehicles

6- From the list below, what type of luxury Electronics and Photography Products did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Audio Equipment
- 2-Cameras and/or camera equipment and supplies
- 3-Cellular Phones
- 4-Computers and/or computer equipment and accessories
- 5-DVD/Video Players
- 6-Home Entertainment Systems
- 7-PDA's (Personal Data Assistants)
- 8-Television Sets
- 9-MP3 Players, iPods and other personal audio devices
- 10-GPS Devices
- 11-Other Electronics

7- How much in total did your household spend on all luxury Electronics and Photography purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

8- In what kind of stores did you purchase luxury Electronics and Photography Products in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Electronics and/or Computer Specialty Store
- 3-Warehouse Club, Outlet Store, and/or Discount Store
- 4-Through Internet, Mail Order or TV Shopping
- 5-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 6-Other Types of Stores Not Listed Above

9- From the list below, what type of luxury Furniture, Lamps, and Floor Coverings did you purchase in the past three months (January 2008 until today)? (Please check all that apply)

- 1-Upholstered Furniture (such as sofas, chairs, ottomans, etc.)
- 2-Wooden Furniture (such as tables, bureaus, cabinets, book cases, armoire, bed frames, etc.)
- 3-Lamps and lightings accents (including track lighting, spot lights, etc.)
- 4-Rugs and carpets, including wall-to-wall and area rugs
- 5-Other floor coverings (such as wood, tile, stone, etc.)
- 6-Other furniture, lamps and floor coverings

10- How much in total did your household spend on all luxury Furniture, Lamps, and Floor Coverings purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

11- In what kind of stores did you purchase luxury Furniture, Lamps, and Floor Coverings in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Specialty Home Furnishings and/or Furniture Store
- 4-Art Gallery, Custom Framing Shop and/or Antique Store

- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 8-Interior Decorator/Designer
- 9-Other Types of Stores Not Listed Above

12- From the list below, what type of luxury Kitchenware, Cookware, and Housewares did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Bakeware
- 2-Barware
- 3-Cookware
- 4-Cutlery
- 5-Small Kitchen Appliances (such as mixers, blenders, food processors, coffee/espresso makers, etc.)
- 6-Storage and Organization
- 7-Other Housewares and Cook's Tools

13- How much in total did your household spend on all luxury Kitchenware, Cookware, and Housewares purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

14- In what kind of stores did you purchase luxury Kitchenware, Cookware, and Housewares in the past three

months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Home Furnishings and/or Furniture Store
- 3-Electronics and/or Computer Specialty Store
- 4-Warehouse Club, Outlet Store, and/or Discount Store
- 5-Through Internet, Mail Order or TV Shopping
- 6-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 7-Specialty Gourmet Cooking Store
- 8-Other Types of Stores Not Listed Above

15- From the list below, what type of luxury Linens and Bedding did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Comforters, Bed Spreads and/or Throws
- 2-Duvets and/or Shams
- 3-Feather Beds and/or Mattress Covers
- 4-Mattresses and Box Springs
- 5-Pillows and Accent Pillows
- 6-Sheets and Pillowcases
- 7-Bath Linens (such as sheets, towels, etc.)
- 8-Table Linens (such as tablecloths, napkins, placemats, etc.)
- 9-Other Bed Linens
- 10-Other Bath Linens
- 11-Other Table Linens

16- How much in total did your household spend on all luxury Linens and Bedding purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999

- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

17- In what kind of stores did you purchase luxury Linens and Bedding in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Specialty Home Furnishings and/or Furniture Store
- 4-Warehouse Club, Outlet Store, and/or Discount Store
- 5-Through Internet, Mail Order or TV Shopping
- 6-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 7-Other Types of Stores Not Listed Above

18- What type of luxury Clothes and Apparel did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Men's Casual Clothes
- 2-Men's Dress/Business Clothes
- 3-Men's Formal/Evening Attire
- 4-Men's Outerwear
- 5-Women's Casual Clothes
- 6-Women's Dress/Business Clothes
- 7-Women's Formal/Evening Attire
- 8-Women's Outerwear
- 9-Baby's Clothes
- 10-Children's Clothes
- 11-Teen's Clothes
- 12-Other Clothes & Apparel

19- How much in total did your household spend on all luxury Clothes and Apparel purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

20- In what kind of stores did you purchase luxury Clothes and Apparel in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Jewelry Store and/or Specialty Gift Store
- 4-Warehouse Club, Outlet Store, and/or Discount Store
- 5-Through Internet, Mail Order or TV Shopping
- 6-Other Types of Stores Not Listed Above

21- What type of luxury Fashion Accessories did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Men's Fashion Accessories (such as shoes, belts, etc.)
- 2-Men's Wallets, Brief Cases, Lap Top Carry Alls, and other men's accessories
- 3-Women's Fashion Accessories (such as scarves, belts, shawls, pashmina, etc.)
- 4-Women's Shoes
- 5-Women's Handbags
- 6-Women's Brief Cases, Carry Alls, Wallets, etc.

- 7-Luggage for Men & Women
- 8-Other Fashion Accessories

22- How much in total did your household spend on all luxury Fashion Accessories purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

23- In what kind of stores did you purchase luxury Fashion Accessories in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Jewelry Store and/or Specialty Gift Store
- 4-Warehouse Club, Outlet Store, and/or Discount Store
- 5-Through Internet, Mail Order or TV Shopping
- 6-Other Types of Stores Not Listed Above

24- What type of luxury Fragrance, Cosmetics and/or Beauty Products did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Fragrance, Perfume, Cologne, etc.
- 2-Cosmetics, Makeup, etc.
- 3-Face Care, Cleansers, Toners, Moisturizers, Creams, etc.
- 4-Hair Care, Shampoos, Conditioners, Styling Products, etc.
- 5-Bath and Body Lotions, Gels, etc.

- 6-Sun and Tanning Products, Sun Screens, Sunless Tanners, etc.
- 7-Personal Care Appliances (such as shavers, dermabrasion, massagers, etc.)
- 8-Other Beauty Products

25- How much in total did your household spend on all luxury Fragrance, Cosmetics and/or Beauty Products purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

26- In what kind of stores did you purchase luxury Fragrance, Cosmetics and/or Beauty Products in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Jewelry Store and/or Specialty Gift Store
- 4-Electronics and/or Computer Specialty Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Dermatologist, Spa, Beauty Service Provider
- 8-Personal Care, Beauty, or Cosmetics Specialty Store
- 9-Other Types of Stores Not Listed Above

27- How many luxury Travel trips or vacations did you experience in the past three months (January 2008 until today)? Please specify number of trips by destination and length of stay.

Domestic Trips/Vacations (to U.S. only destinations)

Number of Short Break Vacations (*3 or fewer nights*)

- 0-None
- 1-1
- 2-2
- 3-3
- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

Number of Longer Vacations (*4 or more nights*)

- 0-None
- 1-1
- 2-2
- 3-3
- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

Foreign Trips/Vacations (to non-U.S. destinations)

Number of Short Break Vacations (*3 or fewer nights*)

- 0-None
- 1-1
- 2-2
- 3-3

- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

Number of Longer Vacations (*4 or more nights*)

- 0-None
- 1-1
- 2-2
- 3-3
- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

[If any Domestic or Foreign travel above, ask...]

28- What kind of [insert type – Domestic/Foreign] Travel did you experience in the past three months (October 2007 through December 2007)?

Foreign Travel

(Please check all that apply - If "none," please indicate "none of the above.")

- 1-Private Air Travel
- 2-First Class/Business Class Commercial Air Travel
- 3-Coach Regular Seating Commercial Air
- 4-Luxury Hotels
- 5-Luxury Cruises
- 6-Luxury Resorts
- 7-Adventure Travel
- 8-Group Tours

- 9-Other Foreign Travel
- 10-None of the above

29- Domestic Travel: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Private Air Travel
- 2-First Class/Business Class Commercial Air Travel
- 3-Coach Regular Seating Commercial Air
- 4-Luxury Hotels
- 5-Luxury Cruises
- 6-Luxury Resorts
- 7-Adventure Travel
- 8-Group Tours
- 9-Other Domestic Travel
- 10-None of the above

30- How much in total did your household spend on all experiential luxury Travel services in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000-\$49,999
- 10-\$50,000-\$99,999
- 11-\$100,000 or more

31- How much in total did your household spend on all experiential luxury Dining services in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

32- How much in total did your household spend on all experiential luxury Entertainment services in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

33- How much in total did your household spend on all experiential luxury Spa, Beauty Treatments, or Cosmetic Surgery services in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999

- 9-\$25,000 or more

34- What kind of luxury Home services purchases did you make in the past three months (January 2008 until today)?

- 1-House Cleaning and/or Maid Services
- 2-Home Decorator/Design Services
- 3-Party Planning/Catering Services
- 4-Lawn Care Services
- 5-Landscaping Services
- 6-Pool Maintenance Services
- 7-Pet Care Services
- 8-Other Services

35- How much in total did your household spend on all luxury Home services purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

//Low incidence category...ALL buyers answer

36- From the list below, what type of luxury tabletop products did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

Any Dinnerware (If "none," please indicate "none of the above")

- 1-Five piece place setting

- 2-Boxed set of four or more place settings
- 3-Individual plates, bowls, mugs, etc.
- 4-Other dinnerware items
- 5-None of above

[If Other Dinnerware, ask...]

Please specify the type of Other Dinnerware bought: (allow 3 open ends)

[If any dinnerware..]

What style of dinnerware did you purchase? [Check all that apply]

- 1-Everyday style [i.e. suited for everyday use]
- 2-Casual lifestyle [i.e. better than everyday but more casual than formal]
- 3-Formal style [i.e. fine china, porcelain, etc. for special occasions]
- 4-Don't Know

Glassware, Crystal, Barware (If "none," please indicate "none of the above")

- 1-Glassware, such as drinking glasses, juice glasses
- 2-Glass Barware
- 3-Crystal Stemware, such as wine glasses, water glasses
- 4-Crystal Barware
- 5-Other Glassware Items
- 6-None of the above

[If Other Glassware, ask...]

Please specify the type of Other glassware bought: (allow 3 open ends)

Flatware (If "none," please indicate "none of the above")

- 1-Stainless Steel five-piece place settings (e.g. knife, fork, salad fork, spoon, soup spoon)
- 2-Stainless Steel boxed set of four or more place settings
- 3-Stainless Steel flatware serving utensils, such as ladles, serving forks, serving spoons, cake knife, etc.

- 4-Sterling Silver five-piece place settings
- 5-Sterling Silver boxed set of four or more five piece place settings
- 6-Sterling Silver flatware serving utensils, such as ladles, serving forks, serving spoons, cake knife, etc.
- 7-Other flatware pieces, such as cheese knives, appetif forks, etc.

[If Other Flatware, ask...]

Please specify the type of Other Flatware bought: (allow 3 open ends)

Serving Pieces (If "none," please indicate "none of the above")

- 1-Crystal or Glassware serving pieces, such as bowls, platters, etc.
- 2-Ceramic or stoneware serving pieces, such as bowls, platters, etc.
- 3-Fine China or Porcelain serving pieces, such as bowls, platters, etc.
- 4-Stainless Steel serving pieces, such as bowls, platters, etc.
- 5-Sterling Silver serving pieces, such as bowls, platters, etc.
- 6-Other serving pieces
- 7-Don't Know

[If Other Serving Pieces, ask...]

Please specify the type of Other Serving Pieces bought: (allow 3 open ends)

Tabletop Decorative Accessories (If "none," please indicate "none of the above")

- 1-Crystal or Glassware decorative accents, such as figurines, vases, candlesticks
- 2-Ceramic, stoneware decorative accents, such as figurines, vases, candlesticks
- 3-Fine China or Porcelain decorative accents, such as figurines, vases, candlesticks, etc.

- 4-Stainless Steel decorative accents, such as figurines, vases, candlesticks, etc.
- 5-Sterling Silver decorative accents, such as figurines, vases, candlesticks, etc.
- 6-Other decorative accents
- 7-Don't Know

[If Other Tabletop Decorative Accessories, ask...]

Please specify the type of Other Tabletop Decorative Accessories bought: (allow 3 open ends)

37- How much in total did your household spend on all luxury Tabletop, Dinnerware, Flatware, Servingware or Decorative Accessories purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

38- In what kind of stores did you purchase luxury Tabletop, Dinnerware, Flatware, Servingware and Decorative Accessories in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Specialty Home Furnishings and/or Furniture Store
- 4-Jewelry Store and/or Specialty Gift Store

- 5-Art Gallery, Custom Framing Shop and/or Antique Store
- 6-Warehouse Club, Outlet Store, and/or Discount Store
- 7-Through Internet, Mail Order or TV Shopping
- 8-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 9-SpecialtyGourmet Cooking and./or Tabletop Specialty Store
- 9-Other Types of Stores Not Listed Above

39- Please indicate which of the Tabletop brands listed below you purchased or influenced the purchase of in the past three months (January 2008 until today). (Please check all that apply.)

Tabletop Brands

- 1-Anna Weatherly
- 2-Baccarat
- 3-Bernardaud
- 4-Christofle
- 5-Haviland
- 6-Lalique
- 7-Lenox
- 8-Lladro
- 9-Riedel
- 10-Swarovski
- 11-Waterford
- 12-Wedgwood
- 13-None of the above

Tabletop Designers

- 1-Barbara Barry
- 2-Emeril Lagasse
- 3-Jasper Conran
- 4-Kate Spade
- 5-Kelly Hoppen
- 6-Marc Jacobs
- 7-Vera Wang
- 8-Versace

9-None of the above

//Low incidence category...ALL buyers answer

40- From the list below, what type of luxury Art, Sculpture, Wall Decor, and Antiques Products did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Original Art, including Paintings, Pastels, Charcoals, or other Artwork for hanging on the wall
- 2-Custom-Framed Print, Lithograph, Canvas Reproduction, Photograph or other art reproduction for hanging on the wall
- 3-Any Other Custom-Framing
- 4-Already-Framed Print, Lithograph, Canvas Reproduction, Photograph Purchased Ready-to-Hang
- 5-Unframed Art, Prints, Reproductions, Posters or other
- 6-Other Wall Decor (such as Frames, Mirrors, Sconces, Tapestry, Shelves etc.)
- 7-Sculpture, Statues or other 3D Art
- 8-Antique Furniture and/or Collectibles
- 9-Art Glass
- 10-Other Art
- 11-Other Antiques

41- How much in total did your household spend on all luxury Art, Sculpture, Wall Decor, and Antiques purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999

9-\$25,000 or more

42- In what kind of stores did you purchase luxury Art, Sculpture, Wall Decor, and Antiques in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Specialty Home Furnishings and/or Furniture Store
- 4-Jewelry Store and/or Specialty Gift Store
- 5-Art Gallery, Custom Framing Shop and/or Antique Store
- 6-Warehouse Club, Outlet Store, and/or Discount Store
- 7-Through Internet, Mail Order or TV Shopping
- 8-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 9-Craft and/or Hobby Store
- 10-Interior Decorator/Designer
- 11-Other Types of Stores Not Listed Above

43- Please indicate which of the Art Glass or Sculpture brands listed below you purchased or influenced the purchase of in the past three months (January 2008 until today). (Please check all that apply.)

44- Art Glass & Sculpture Brand Purchase:

- 1-Baccarat
- 2-Daum
- 3-Herend
- 4-Lalique
- 5-Lladro
- 6-Steuben
- 7-Waterford
- 8-None of the Above

//Low incidence category...ALL buyers answer

45- From the list below, what type of luxury Home Decorating Fabrics, Window and Wall Coverings did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Home Decorating Fabrics for upholstery, window treatments, curtains, drapes, pillows, slipcovers, bed spreads, duvets or fabrics for other custom applications
- 2-Ready-made curtains, drapes, sheers or other fabric window coverings
- 3-Window Coverings (such as blinds, shades, shutters or other 'hard' window coverings, etc.)
- 4-Wall coverings, including wall paper, fabric accents, etc.
- 5-Other fabrics, window and/or wall coverings

46- How much in total did your household spend on all luxury Home Decorating Fabrics, Window and Wall Coverings purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

47- In what kind of stores did you purchase luxury Home Decorating Fabrics, Window and Wall Coverings in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store

- 2-Specialty Fashion Shop or Boutique
- 3-Specialty Home Furnishings and/or Furniture Store
- 4-Art Gallery, Custom Framing Shop and/or Antique Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 8-Craft and/or Hobby Store
- 9-Interior Decorator/Designer
- 10-Other Types of Stores Not Listed Above

//Low incidence category...ALL buyers answer

48- From the list below, what type of luxury Outdoor, Lawn, Patio, and Garden Products did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Barbecue Grills and/or outdoor cooking equipment and supplies
- 2-Chimneas, fire pits/places and/or outdoor wood stoves or gas heaters
- 3-Fencing and/or landscape timbers, borders, etc.
- 4-Furniture for decks, patios, outdoors (including lawn furniture, tables, chairs, umbrellas, etc.)
- 5-Garden Statues and/or decorative statuary
- 6-Garden Shelters (including greenhouses, trellises, arbors, gazebos, sheds, other outdoor shelters, etc.)
- 7-Lighting accents (including spot lights, path lights, etc.)
- 8-Porch and patio decorative accents (such as flags, signs, wreaths, mats, wind chimes, other decor accents)
- 9-Power luxury gardening equipment (such as lawn mowers, tillers, edgers, leaf blowers, snow blowers, etc.)
- 10-Water gardens, fountains, waterfalls, other water features
- 11-Decorative pots, window boxes, planters
- 12-Other outdoor, lawn, patio, garden products

49- How much in total did your household spend on all luxury Outdoor, Lawn, Patio, and Garden Products purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

50- In what kind of stores did you purchase luxury Outdoor, Lawn, Patio, and Garden Products in the past three months (January 2008 until today)? (Please check all that apply)

- 1-Department Store
- 2-Specialty Home Furnishings and/or Furniture Store
- 3-Art Gallery, Custom Framing Shop and/or Antique Store
- 4-Warehouse Club, Outlet Store, and/or Discount Store
- 5-Through Internet, Mail Order or TV Shopping
- 6-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 7-Craft and/or Hobby Store
- 8-Other Types of Stores Not Listed Above

//Low incidence category...ALL buyers answer

51- From the list below, what type of luxury Kitchen Appliances, Bath, and Building Products did you purchase in past three months (January 2008 until today)? (Please check all that apply.)

- 1-Kitchen Appliances (such as stoves, refrigerators, ovens, wine coolers etc.)

- 2-Kitchen Equipment (such as cabinets, countertops, sinks, faucets, etc.)
- 3-Bathroom Equipment (such as tubs, jacuzzis, showers, toilets, sinks, faucets, etc.)
- 4-Air Conditioning, Cleaning, and/or Filtration Systems
- 5-Water Conditioning, Cleaning and/or Filtration Systems
- 6-Home Security Systems
- 7-Other Building Products

52- How much in total did your household spend on all luxury Kitchen Appliances, Bath, and Building Products purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000-\$49,999
- 10-\$50,000-\$99,999
- 11-\$100,000 or more

53- In what kind of stores did you purchase luxury Kitchen Appliances, Bath, and Building Products in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Home Furnishings and/or Furniture Store
- 4-Electronics and/or Computer Specialty Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store

- 8-Interior Decorator/Designer or Contractor
- 9- Specialty Appliance Dealer and Home Design Center
- 10-Other Types of Stores Not Listed Above

//Low incidence category...ALL buyers answer

54- What type of Luxury Jewelry did you buy in the past three months (January 2008 until today)? (Please specify Women's Luxury Jewelry or Men's Luxury Jewelry or Both.)

- 1-Women's Luxury Jewelry
- 2-Men's Luxury Jewelry
- 3-Both Women's and Men's Jewelry

//Ask Q55-57 if Women's Luxury Jewelry or Both in Q54

55- What type of Women's Luxury Jewelry did you buy in the past three months (January 2008 until today)? (Please check type of jewelry and material of composition. For example for a woman's diamond ring with four emeralds mounted on a platinum band, check Woman's Ring, Platinum, Diamond Jewelry, Other Precious Gemstone Jewelry)

Woman's Jewelry: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Ring
- 2-Necklace
- 3-Bracelet
- 4-Earring
- 5-Pin/Brooch
- 6-Bridal/Wedding Jewelry
- 7-Other Women's Jewelry
- 8-None of the above

56- What is the material or composition of the Woman's Jewelry item(s) you purchased? (For example, if you bought a platinum diamond ring with sapphire stones, you would indicate "Platinum," "Diamond," and "Precious Stones.")(Please check all that apply - If "none," please indicate "none of the above.")

- 1-Fine gold jewelry (e.g., 10k and above, not gold plate)
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled, or vermeil
- 5-Palladium or Platinum plate
- 6-None of the above

57- Gemstones: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Diamond jewelry
- 2-Pearl jewelry
- 3-Other precious gemstone jewelry (such as emeralds, sapphires, rubies, etc.)
- 4-Semi-precious gemstone jewelry (such as opals, topaz, amethyst, turquoise, etc.)
- 5-Faux or Man-Made Stones (such as CZ's, Moissanite, etc.)
- 6-Costume and/or Fashion jewelry (including crystals, glass, plastic, composite, etc.)
- 7-None of the above

//Ask Q58-60 if Men's Luxury Jewelry or Both in Q54

58- What type of Men's Luxury Jewelry did you buy in the past three months (January 2008 until today)? (Please check type of jewelry and material of composition)

Men's Jewelry: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Ring

- 2-Necklace
- 3-Bracelet
- 4-Tie Tack/Bar
- 5-Cuff Links
- 6-Bridal/Wedding Jewelry
- 7-Other Men's Jewelry
- 8-None of the above

59- What is the material or composition of the Men's Jewelry item(s) you purchased? (For example, if you bought a platinum diamond ring with sapphire stones, you would indicate "Platinum," "Diamond," and "Precious Stones.")(Please check all that apply - If "none," please indicate "none of the above.")

- 1-Fine gold jewelry (e.g., 10k and above, not gold plate)
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled, or vermeil
- 5-Pallidium or Platinum plate
- 6-None of the above

60- Gemstones: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Diamond jewelry
- 2-Pearl jewelry
- 3-Other precious gemstone jewelry (such as emeralds, sapphires, rubies, etc.)
- 4-Semi-precious gemstone jewelry (such as opals, topaz, amethyst, turquoise, etc.)
- 5-Faux or Man-Made Stones (such as CZ's, Moissanite, etc.)
- 6-Costume and/or Fashion jewelry (including crystals, glass, plastic, composite, etc.)
- 7-None of the above

61- How much in total did your household spend on all luxury Jewelry purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

62- In what kind of stores did you purchase luxury Jewelry in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Jewelry Store and/or Specialty Gift Store
- 4-Art Gallery, Custom Framing Shop and/or Antique Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Other Types of Stores Not Listed Above

63- Please indicate which of the Jewelry brands listed below you purchased or influenced the purchase of in the past three months (January 2008 until today). (Please check all that apply.)

- 1-Bacarrat
- 2-Bailey, Banks & Biddle
- 3-Boucheron
- 4-Bulgari
- 5-Cartier
- 6-David Yurman

- 7-DeBeers
- 8-Di Modolo
- 9-Diamiani
- 10-Fope
- 11-Gucci
- 12-H Stern
- 13-Harry Winston
- 14-Iridesse
- 15-Jared Galleria of Jewelry
- 16-John Hardy
- 17-Judith Ripka
- 18-Kwait
- 19-Lalique
- 20-Leo Diamond
- 21-Mikimoto
- 22-Robert Lee Morris
- 23-Roberto Coin
- 24-Scott Kay
- 25-Swarovski
- 26-Tiffany
- 27-Van Cleef & Arpels
- 28-None of the above

//Low incidence category...ALL buyers answer

64- What type of Luxury Watch did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Men's Formal/Dress Watch
- 2-Men's Fine Casual/Sports Watch
- 3-Women's Formal/Dress Watch
- 4-Women's Casual/Sports Watch
- 5-Other Watch

//For ALL Formal/Dress Watches (both men's and women's) ask...

65- What is the material or composition of the Formal/Dress Watch item(s) you purchased? (For example, if you bought a gold watch with diamonds, you would indicate "Platinum," "Diamond," and "Precious Stones.") (Please check all that apply - If "none," please indicate "none of the above.")

Metal:

- 1-Fine gold jewelry (e.g., 14k and above, not gold plate)
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled, or vermeil
- 5-Stainless Steel
- 6-None of the above

66- Gemstones: (Please check all that apply - If "none," please indicate "none of the above.")

- 1-Diamonds
- 2-Pearls
- 3-Other precious gemstones (such as emeralds, sapphires, rubies, etc.)
- 4-Semi-precious gemstones (such as opals, topaz, amethyst, turquoise, etc.)
- 5-Costume and/or Faux 'gems' (including 'faux' stones such as CZ's, crystals, etc.)
- 6-None of the above

67- How much in total did your household spend on all Luxury Watch purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499

- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

68- In what kind of stores did you purchase Luxury Watch in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Specialty Fashion Shop or Boutique
- 3-Jewelry Store and/or Specialty Gift Store
- 4-Art Gallery, Custom Framing Shop and/or Antique Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 7-Other Types of Stores Not Listed Above

69- Please indicate which of the Watch brands listed below you purchased or influenced the purchase of in the past three months (January 2008 until today). (Please check all that apply.)

- 1-Boucheron
- 2-Breguet
- 3-Breitling
- 4-Cartier
- 5-Casio
- 6-Chopard
- 7-Citizen
- 8-Croton
- 9-David Yurman
- 10-Ebel
- 11-Invicta
- 12-Jaeger-LeCoultre
- 13-Movado
- 14-Omega
- 15-Patek Philippe

- 16-Raymond Weil
- 17-Rolex
- 18-TAG Heuer
- 19-Tissot
- 20-Wittnauer
- 21-None of the above

//Low incidence category...ALL buyers answer

70- How much in total did your household spend on all luxury Automobiles and/or Recreational Vehicles purchases in the past three months (January 2008 until today)?

- 1-Under \$10,000
- 2-\$10,000-\$24,999
- 3-\$25,000-\$49,999
- 4-\$50,000-\$74,999
- 5-\$75,000-\$99,999
- 6-\$100,000 or more

71- What type of automobile did you acquire most recently? (Check only one)

- 1-Luxury automobile, such as BMW, Mercedes Benz, Lexus, Acura
- 2-Mass Market brand of automobile, but with luxury features, such as leather seats, heated seats, enhanced interior/exterior style packages, etc.
- 3-Mass Market brand of automobile with standard features
- 4-Other/Don't know

72- Was the automobile brand you bought most recently an:

- 1-American brand, such as GM, Ford, Chrysler, etc.

2-European brand, such as Mercedes Benz, BMW, Saab, Volvo, Audi, etc.

3-Asian brand, such as Toyota, Honda, Subaru, Nissan, Infinita, Acura, etc.

4-Don't Know

January 2008 until today¹

73- What type of luxury Wine, Liquor and Spirits did you purchase in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Wine
- 2-Champagne
- 3-Scotch
- 4-Vodka
- 5-Cognac
- 6-Bourbon
- 7-Sherry/Port
- 8-Rum
- 9-Whiskey
- 10-Other Wine, Liquor & Spirits

74- How much in total did your household spend on all luxury Wine, Liquor and Spirits purchases in the past three months (January 2008 until today)?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

75- In what kinds of stores did you purchase luxury Wine, Liquor and Spirits in the past three months (January 2008 until today)? (Please check all that apply.)

- 1-Specialty Wine and Spirits Store
- 2-Neighborhood Liquor Store
- 3-State-operated Liquor Store
- 4-Grocery Store, such as Albertsons, Kroger, Safeway, etc., also Trader Joes, Whole Foods and others
- 5-Mass Merchandise Store or Discounter, such as Wal-Mart, Target, Kmart, etc.
- 6-Duty Free Store
- 7-Warehouse, Club or Outlet Store, such Costco, BJ's, Sam's Club, etc.
- 8-Other

76- Please indicate which of the Spirits brands listed below you purchased in a bar or restaurant in the past three months (January 2008 until today).

Tequila

- 1-Corazon
- 2-Don Julio
- 3-Patron
- 4-Other Tequila Brand
- 5-None of the above

77- Vodka

- 1-Belvedere
- 2-Chopin
- 3-Ciroc
- 4-Grey Goose
- 5-Kettle One
- 6-Other Vodka Brand

7-None of the above

78- Scotch/Malts

- 1-Chivas Regal
- 2-Glenfiddich
- 3-Glenlivet
- 4-Glenmorangie
- 5-Johnnie Walker Black
- 6-Johnnie Walker Blue
- 7-Johnnie Walker Gold
- 8-Johnnie Walker Green
- 9-Laphroig
- 10-Macallan
- 11-Oban
- 12-Other Scotch/Malt Brands
- 13-None of the above

79- Rum

- 1-Oronoco
- 2-Ron Zacapa
- 3-Ten Cane
- 4-Tommy Bahamma
- 5-Other Rum Brands
- 6-None of the above

80- Gin

- 1-Bombay Sapphire
- 2-Tanqueary 10
- 3-Other Gin Brands
- 4-None of the above

81- Champagne

- 1-Dom Perignon
- 2-Moet

- 3-Veuve Cliquot
- 4-Other Champagne Brands
- 5-None of the above

82- Please indicate which of the Spirits brands listed below you purchased in a grocery store, convenience store, liquor store, or other retail outlet in the past three months (January 2008 until today).

Tequila

- 1-Corazon
- 2-Don Julio
- 3-Patron
- 4-Other Tequila Brand
- 5-None of the above

83- Vodka

- 1-Belvedere
- 2-Chopin
- 3-Ciroc
- 4-Grey Goose
- 5-Kettle One
- 6-Other Vodka Brand
- 7-None of the above

84- Scotch/Malts

- 1-Chivas Regal
- 2-Glenfiddich
- 3-Glenlivet
- 4-Glenmorangie
- 5-Johnnie Walker Black
- 6-Johnnie Walker Blue
- 7-Johnnie Walker Gold
- 8-Johnnie Walker Green
- 9-Laphroig
- 10-Macallan

- 11-Oban
- 12-Other Scotch/Malt Brands
- 13-None of the above

85- Rum

- 1-Oronoco
- 2-Ten Cane
- 3-Tommy Bahamma
- 4-Other Rum Brands
- 5-None of the above

86- Gin

- 1-Bombay Sapphire
- 2-Tanqueary 10
- 3-Other Gin Brands
- 4-None of the above

87- Champagne

- 1-Dom Perignon
- 2-Moet
- 3-Veuve Cliquot
- 4-Other Champagne Brands
- 5-None of the above

88- Please indicate which of the brands listed below you purchased or influenced the purchase of in the past three months (January 2008 until today).

Electronics/Photography

Electronics Retailer Purchase: (Please check all that apply.)

- 1-Best Buy
- 2-Circuit City

- 3-Magnolia
- 4-Apple Stores
- 5-None of the above

89- Electronics Brands: (Please check all that apply.)

- 1-Apple
- 2-Bose
- 3-Dell
- 4-iPod
- 6-iPhone
- 7-HP (Hewlett Packard)
- 8-Motorola
- 9-Panasonic
- 10-Samsung
- 11-Sony
- 12-None of the above

90- Luxury Clothing & Apparel Brand Purchase: (Please check all that apply.)

- 1-Alexander McQueen
- 2-Ann Taylor
- 3-Anne Klein
- 4-Armani
- 5-Balenciaga
- 6-Bottega Veneta
- 7-Brooks Brothers
- 8-Bulgari
- 9-Burberry
- 10-Calvin Klein
- 11-Chanel
- 12-Chloe
- 13-Christian Dior
- 14-Coach
- 15-Dana Buchman
- 16-Dolce & Gabbana
- 17-Donna Karan/DKNY

- 18-Falconnable
- 19-Fendi
- 20-Ferragamo
- 21-Gucci
- 22-Hermes
- 23-Hugo Boss
- 24-Jimmy Choo
- 25-Lacoste
- 26-Liz Claiborne
- 27-Louis Vuitton
- 28-Marc Jacobs
- 29-Michael Kors
- 30-Oscar de la Rente
- 31-Prada
- 32-Ralph Lauren
- 33-Roberto Cavalli
- 34-Sergio Rossi
- 35-St. John
- 36-Stella McCartney
- 37-Talbots
- 38-Tommy Bahama
- 39-Valentino
- 40-Vera Wang
- 41-Versace
- 42-Diane Von Furstenberg
- 43-Yves Saint-Laurent
- 44-None of the above

91- Luxury Fashion Accessories Brand Purchase: (Please check all that apply.)

- 1-Alexander McQueen
- 2-Armani
- 3-Balenciaga
- 4-Bottega Veneta
- 5-Bulgari
- 6-Burberry
- 7-Calvin Klein

- 8-Chanel
- 9-Chloe
- 10-Christian Dior
- 11-Coach
- 12-Cole-Hahn
- 13-Dolce & Gabbana
- 14-Donna Karan/DKNY
- 15-Fendi
- 16-Ferragamo
- 17-Gucci
- 18-Hermes
- 19-Hugo Boss
- 20-Jimmy Choo
- 21-Louis Vuitton
- 22-Marc Jacobs
- 23-Michael Kors
- 24Prada
- 25-Ralph Lauren
- 26-Roberto Cavalli
- 27-Sergio Rossi
- 28-Stella McCartney
- 29-Valentino
- 30-Versace
- 31-Diane Von Furstenberg
- 32-Yves Saint-Laurent
- 33-None of the above

92- Luxury Hotels: (Please check all that apply.)

- 1-Associated Luxury Hotels, including Number One Collection of Resorts
- 2-Conrad Hotels
- 3-Five Star Alliance
- 4-Four Seasons
- 5-Leading Hotels of the World
- 6-Mandarin Oriental
- 7-Orient-Express Hotels
- 8-Ritz-Carlton

- 9-St. Regis
- 10-Starwood's Luxury Collection
- 11-None of Above

93- Please indicate whether you made any luxury purchases or influenced any luxury purchases from these retail stores in the past three months (January 2008 until today).

Retail Brand Purchase

Luxury Department Store: (Please check all that apply.)

- 1-Barneys New York
- 2-Bergdorf Goodman
- 3-Bloomingdales
- 4-Lord & Taylor
- 5-Neiman Marcus
- 6-Nordstroms
- 7-Saks Fifth Ave
- 8-None of the above

94- Mass & Discount Brand Purchase: (Please check all that apply.)

- 1-Costco
- 2-Dillard's
- 3-J.C. Penney's
- 4-Kmart
- 5-Kohls
- 6-Macy's
- 7-Sam's Club
- 8-Sears
- 9-Target
- 10-TJ Maxx
- 11-Wal-Mart
- 12-None of the above

95- In the past three months (January 2008 until today), which of the following magazines, if any, did you subscribe to or buy one or more issues? (Please check all that apply.)

- 1-Architectural Digest
- 2-Bon Appetit
- 3-Conde Nast Traveler
- 4-Departures
- 5-Domino
- 6-Elle
- 7-Elle Decor
- 8-Food & Wine
- 9-Glamour
- 10-Gourmet
- 11-GQ
- 12-Harper's Bazaar
- 13-House Beautiful
- 14-InStyle
- 15-Lucky
- 16-Marie Claire
- 17-Martha Stewart Living
- 18-New Yorker
- 19-Oprah
- 20-People
- 21-Rachel Ray's Everyday
- 22-Real Simple
- 23-Self
- 24-Town & Country
- 25-Traditional Home
- 26-Travel & Leisure
- 27-Vanity Fair
- 28-Vogue
- 29-W
- 30-None of the above/Don't know

[For all respondents]

96- Do you plan to vote in the 2008 Presidential Election in November?

Yes

No

Not Sure/Don't Know

[Ask next series only if select Yes, otherwise skip to environmental series]

97- When it comes to voting in the 2008 Presidential election, how important are each of these qualities when choosing the candidate you ultimately will vote for?

1-Very Important

2-Somewhat Important

3-Neither Important or Unimportant

4-Somewhat Unimportant

5-Very Unimportant

1-Personal Qualities, such as leadership, honesty, integrity, ability to communicate, etc.

2-Experience, such as government experience, military experience, career, education, etc.

3-Political Views and Ideology, such as party affiliation, conservative positions, liberal positions, etc.

4-Position on Key Issues Facing the Country, such as environment, international affairs, health care, etc.

98- When it comes to voting in the 2008 Presidential election, how important are each of these issues facing the country to choosing the candidate you ultimately will vote for?

1-Very Important

2-Somewhat Important

3-Neither Important or Unimportant

4-Somewhat Unimportant

5-Very Unimportant

1-Taxes and Spending, such as economy, social security, tax cuts, budget deficits, federal budget, etc.

2-Social Issues, such as abortion, death penalty, drug policy, gun control, education reform, etc.

3-Environment and Energy, such as energy policy, alternative fuels, dependence on foreign oil, gas mileage requirements

4-Homeland Security, including Patriot Act, immigration, border control, illegal immigration, intelligence agencies, etc.

5-Civil Rights, including affirmative action, gay marriage, gay rights, hate crime legislation, etc.

6-Health Care, including drug costs, medicare, insurance, national health care, etc.

7-Defense, including National Missile Defense, size of Army, program budgets, etc.

8- International Policy, including war in Iraqi, Iraqi reconstruction, pre-emption policy, Afghanistan, Middle East, etc.

99- Assuming the following candidates were running, if you were to vote today for President, for whom would you vote?

1-Hillary Clinton

2-John McCain

3-Don't Know/Undecided

100- Assuming the following candidates were running, if you were to vote today for President, for whom would you vote?

1-Barack Obama

2-John McCain

3-Don't Know/Undecided

[Environmental series]

On another matter....

101- How would you rate the following as being important to you, using scale from Very Important to Very Unimportant

102-

- 1-Very Important
- 2-Somewhat Important
- 3-Neither Important or Unimportant
- 4-Somewhat Unimportant
- 5-Very Unimportant

Global warming
Water pollution
Rainforest destruction
Diminishing fresh water supply
Fuel and energy shortages
Outdoor air pollution
Protecting the environment
Using renewable energy sources
Recycling
Using products made from recycled materials
Patronizing socially responsible businesses
Sustainable living
Fair trade

[If any above Very or Somewhat important, ask the following..]

103- How important are a company's environmental practices in making decisions about

- 1-Very Important
- 2-Somewhat Important
- 3-Neither Important or Unimportant
- 4-Somewhat Unimportant
- 5-Very Unimportant

Where you invest your money
Where you decide to shop
What products you decide to buy
What products or services you recommend to others

104- Have you recently purchased or do you currently own any of the following products?

Y/N

Organic Foods & Beverages
Compact Florescent Lightbulbs
Natural/Organic Personal Care
Recycled Paper Goods
Natural Household Cleaning Products
Water Saving Devices
Energy Efficient Appliances/Electronics
Organic Clothing
Sheets or Towels Made with Organic Cotton
None/Don't Know

105- When making purchasing decisions between products, how often are you willing to pay up to 20 percent more for the environmentally-friendly product?

- 1-Rarely
- 2-Sometimes
- 3-Often
- 4-Don't Know

[For all respondents]

The next few questions are about financial conditions in general.

106- Do you feel that you are better off, equal to, or less well off now financially compared to three months ago?

- 5-Much better off
- 4-Somewhat better off
- 3-Equal to
- 2-Somewhat worse off
- 1-Much worse off

107- Do you think the country as a whole is better off, equal to, or less well off now financially compared to three months ago?

- 5-Much better off
- 4-Somewhat better off
- 3-Equal to
- 2-Somewhat worse off
- 1-Much worse off

108- To what degree do you feel you will be better or worse off financially twelve months from now compared until today?

- 5-Much better off
- 4-Somewhat better off
- 3-Equal to
- 2-Somewhat worse off
- 1-Much worse off

109- Compared to twelve months ago are you spending more on luxury now, spending the same on luxury now than twelve months ago, or spending less on luxury now than twelve months ago?

- 5-Spending significantly more
- 4-Spending somewhat more
- 3-Spending about the same
- 2-Spending somewhat less
- 1-Spending significantly less

110- In the coming twelve months, do you expect to spend more than, the same as, or less on luxury compared to the previous twelve months?

- 5-Much more than
- 4-Somewhat more than
- 3-Same as
- 2-Somewhat less than
- 1-Much less than

111- The following final questions will be used for classification purposes only.

What is your gender?

- 1-Male
- 2-Female

112- Please select your age group:

- 1-Under 18
- 2-18 to 23
- 3-24 to 34
- 4-35 to 44
- 5-45 to 54
- 6-55 to 70
- 7-Over 70

113- Which of the following best describes your marital status?

- 1-Single
- 2-Couple living together
- 3-Married
- 4-Separated
- 5-Divorced
- 6-Widowed

114- How many people, including yourself, currently live in your household?

1-1

2-2

3-3

4-4

5-5

6-6

7-7

8-8

9-9

10-10

11-More than 10

115- Lastly, please indicate whether you rent or own your primary home:

1-Rent

2-Own Apt/condo

3-Own home

4-Other