

LUXURY TRACKING SURVEY METHODOLOGY

QUARTERLY TRACKING OF LUXURY CONSUMER PURCHASING

This report summarizes the results of the Luxury Tracking Survey recording luxury purchases from July through September, 2008. These third quarter results are compared with quarterly results throughout 2008 and 2007, as well as yearly averages from 2006. The next survey will cover October through December 2008 and will be fielded in January 2009.

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 three 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 (54 percent of the sample 3Q2008);
- Super- affluent, who earn between \$150,000 and \$249,999 (40 percent 3Q2008);
- Ultra-affluent, with incomes \$250,000 and above (13 percent 2Q2008).

Overall the average income of the 3Q2008 sample was \$210.7k; the 2Q2008 sample was \$204.8k; 1Q2008 was \$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 HOW THEY ARE CHANGING IN LIGHT OF THE CURRENT ECONOMIC CRISIS 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 how they are changing their shopping behavior as a result of the current economic crisis.

(Summary of findings included in Chapter 1)

Sample Demographics

A total of 1,161 affluent consumers with household incomes of \$100,000 and above and who made one or more luxury purchases were surveyed in the third quarter. This compares with 1,026 in the second quarter, 1,256 in the first quarter and with 891 affluent consumers in the fourth quarter (October to December 2007) who were surveyed. This also compares to 886 affluent consumers surveyed in 3Q2007; 754 consumers surveyed in second quarter 2007; and 848 consumers surveyed in the first quarter 2007.

Income Demographics

The average income of the survey sample included in 3Q2008 was \$210,700; this breaks down to 46 percent comfortable affluents, 40 percent super-affluents, and 13 percent ultra-affluents.

<i>Income</i>	<i>3Q08</i>	<i>2Q08</i>	<i>1Q08</i>	<i>2007</i>	<i>4Q07</i>	<i>3Q07</i>	<i>2Q07</i>	<i>1Q07</i>	<i>2006</i>
\$100,000-\$149,999 (Comfortable Affluent)	46%	51%	47%	50%	53%	52%	47%	49%	51%
\$150,000-\$249,999 (Super-Affluent)	40%	37%	40%	38%	35%	35%	41%	38%	39%
\$250,000+ (Ultra-Affluent)	13%	12%	13%	12%	12%	12%	12%	13%	10%

Figure 80: Income Demographics

Gender

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

Age Distribution

Age	3Q08	2Q08	1Q08	2007	4Q07	3Q07	2Q07	1Q07	2006
24-34 years	27%	22%	18%	21%	19%	24%	21%	20%	25%
35-44	25%	27%	29%	28%	24%	32%	30%	27%	29%
45-54	24%	30%	28%	30%	33%	28%	35%	22%	28%
55-70	23%	21%	25%	22%	25%	17%	15%	30%	19%

The luxury consumers in the third quarter study averaged 44 years of age. This compared to historic cohorts of luxury consumers, who averaged 45 years in 2Q2008; 46 years in 1Q2008; 46.6 years in the fourth quarter 2007, 43.6 years in third quarter 2007, 44.3 years in the second quarter 2007 and 46.4 years in the first quarter 2007.

Figure 81: Age Distribution

Generations

GenXers and Boomers account for the largest share of luxury consumers

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, 42 percent of respondents were 40 and under, while 58 percent were over 40.

Overall Baby Boomers make up 46 percent of those surveyed in 3Q2008, while GenXers are 37 percent of the sample and Millennials are 9 percent.

Generation	3Q08	2Q08	1Q08	2007	4Q07	3Q07	2Q07	1Q07	2006
Millennial Generation (24-30 yrs)	9%	8%	7%	9%	7%	11%	12%	6%	10%
GenXer (31-42)	37%	35%	35%	32%	30%	36%	30%	33%	35%
Boomer (43-61)	46%	48%	51%	51%	55%	47%	52%	50%	49%
WWII/Swing (61+)	7%	8%	7%	7%	8%	6%	5%	10%	7%
40 and Under	42%	38%	37%	38%	32%	45%	40%	35%	
Over 40	58%	62%	63%	64%	68%	64%	60%	65%	

Figure 82: Generations

Other Demographic Variables

Some 81 percent of luxury consumers were married, which compares with 83 percent in 2Q2008, 83 percent in 1Q2008, 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 3Q2008 sample was single and 7 percent living as a couple. On average 3.0 people live in the luxury consumers' home in the third quarter 2008, down slightly from the 3.1 level which has held steady in previous quarters, and which compares with 3.0 people in the first quarters.

Over 80 percent (81 percent) owned their home, while 8 percent rented and 10 percent owned an apartment or condominium. This was roughly the same as found in the previous quarters through 2006.. Young affluent consumers, those 40 and under, have a higher incidence of renting their residence (13 percent in 3Q2008) while home ownership incidence rises with age (87 percent among over 40 year olds in 3Q2008).

Some 88 percent of the 3Q2008 sample was White/Caucasian. In terms of diversity, some 7 percent were Asian or Pacific Islanders, about 6 percent were Spanish/Hispanic/Latino, about 4 percent were Black/African-American and 2 percent were American Indian, Eskimo or Aleut. Four percent described themselves as 'other.'

(Note: This data not collected in 3Q2008) 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).

(Note: This data not collected in 3Q2008) 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.

Overall, some 21 percent of 3Q2008 respondents had a professional occupation like medicine or law; 18 percent were not currently employed; 18 percent were managerial or executive. Some 8 percent teach, 7 percent are in engineering, 7 percent have administrative or clerical jobs, 8 percent are self-employed, 3 percent are in marketing or sales, and 1 percent practice a skilled trade. Some 9 percent describe their job as “other.”

LUXURY TRACKING SURVEY 2008 - WAVE 3

- 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 including bonuses, commissions, etc.:

- 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 to \$499,999
- 7-\$500,000 to \$999,999
- 8- \$1,000,000 or more

- 3- In the past three months (July 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 (July 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 regimes
- 7-Luxury Wine, Liquor & Spirits
- 8-None of the above

5- In the past three months (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 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 (July 2008 until today)? (Please check all that apply.)

- 1-Department Store
- 2-Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- 3-Specialty Fashion Shop or Boutique, such as a local fashion boutique
- 4-Jewelry Store and/or Specialty Gift 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

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

- 1-Department Store
- 2-Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- 3-Specialty Fashion Shop or Boutique, such as a local fashion boutique
- 4-Jewelry Store and/or Specialty Gift 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

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

- 1-Department Store
- 2-Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- 3-Specialty Fashion Shop or Boutique, such as a local fashion 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 (July 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 (July 2008 until today)?

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

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

- 1-Crystal Stemware
- 2-Crystal Barware
- 3-Crystal Serving Pieces (such as bowls, etc.)
- 4-Crystal Decorative Accents (such as figurines, vases, candlesticks, etc.)
- 5-Other Crystal Items
- 6-Other Glassware Items
- 7-None of the above

7. China, Porcelain, Ceramic: (Please check all that apply - if "none," please indicate "none of the above")

- 1-Fine China and/or Porcelain Dinnerware
- 2-Fine China and/or Porcelain Serving Pieces (such as bowls, platters, etc.)
- 3-Fine China and/or Porcelain Decorative Accents (such as figurines, vases, boxes, candlesticks, etc.)
- 4-Fine Ceramic or Stoneware Dinnerware and/or other ceramic or stoneware serving pieces or decorative accents
- 5-Other Fine China and/or Porcelain, Ceramic or Stoneware luxury tabletop items
- 6-None of the above

8. Flatware and Sterling Silver: (Please check all that apply - if

"none," please indicate "none of the above")

- 1-Sterling Silver Flatware
- 2-Sterling Serving Pieces (such as bowls, platters, trays, tea set, etc.)
- 3-Sterling Silver Decorative Accents (such as candlesticks, figurines, etc.)
- 4-Any Other Flatware (such as stainless steel, not mentioned above)
- 5-None of the above

[For each crystal, china, flatware purchase above, ask...

How were the tabletop items you bought packaged?_ (If "none," please indicate "none of the above")

- 1-Five piece place setting
- 2-Boxed set of four or more place settings
- 3-Individual items bought separately
- 4-None of above

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 (July 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 (July 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 (July 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

//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 (July 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 (July 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 (July 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.)

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

44- From the list below, what type of luxury Home Decorating Fabrics, Window and Wall Coverings did you purchase in the past three months (July 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

45- How much in total did your household spend on all luxury Home Decorating Fabrics, Window and Wall Coverings purchases in the past three months (July 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

46- In what kind of stores did you purchase luxury Home Decorating Fabrics, Window and Wall Coverings in the past three months (July 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

47- From the list below, what type of luxury Outdoor, Lawn, Patio, and Garden Products did you purchase in the past three months (July 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

48- How much in total did your household spend on all luxury Outdoor, Lawn, Patio, and Garden Products purchases in the past three months (July 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

49- In what kind of stores did you purchase luxury Outdoor, Lawn, Patio, and Garden Products in the past three months (July 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

50- From the list below, what type of luxury Kitchen Appliances, Bath, and Building Products did you purchase in past three months (July 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

51- How much in total did your household spend on all luxury Kitchen Appliances, Bath, and Building Products purchases in the past three months (July 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

52- In what kind of stores did you purchase luxury Kitchen Appliances, Bath, and Building Products in the past three months (July 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

53- What type of Luxury Jewelry did you buy in the past three months (July 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

54- What type of Women's Luxury Jewelry did you buy in the past three months (July 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

55- 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-Pallidium or Platinum plate
- 6-None of the above

56- 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

57- What type of Men's Luxury Jewelry did you buy in the past three months (July 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

58- 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

59- 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

60- How much in total did your household spend on all luxury Jewelry purchases in the past three months (July 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

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

- 1-Department Store
- 2-Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- 3-Specialty Fashion Shop or Boutique
- 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-Other Types of Stores Not Listed Above

62- Please indicate which of the Jewelry brands listed below you purchased or influenced the purchase of in the past three months (July 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

63- What type of Luxury Watch did you purchase in the past three months (July 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...

64- 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

65- 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

66- How much in total did your household spend on all Luxury Watch purchases in the past three months (July 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

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

- 1-Department Store
- 2-Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- 3-Specialty Fashion Shop or Boutique
- 4-Jewelry Store and/or Specialty Gift Store
- 5-Warehouse Club, Outlet Store, and/or Discount Store
- 6-Through Internet, Mail Order or TV Shopping
- 1-Department Store
- 7-Other Types of Stores Not Listed Above

68- Please indicate which of the Watch brands listed below you purchased or influenced the purchase of in the past three months (July 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-Rolux
- 18-TAG Heuer
- 19-Tissot
- 20-Wittnauer
- 21-None of the above

- 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

//Low incidence category...ALL buyers answer

69- How much in total did your household spend on all luxury Automobile purchases in the past three months (July 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

70- 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

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

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

//Low incidence category...ALL buyers answer

72- What type of luxury Wine, Liquor and Spirits did you purchase in the past three months (July 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

73- How much in total did your household spend on all luxury Wine, Liquor and Spirits purchases in the past three months (July 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

74- In what kinds of stores did you purchase luxury Wine, Liquor and Spirits in the past three months (July 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

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

Tequila

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

Vodka

- 1-Belvedere
- 2-Chopin
- 3-Ciroc
- 4-Grey Goose
- 5-Kettle One

- 6-Other Vodka Brand
- 7-None of the above

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

Rum

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

Gin

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

Champagne

- 1-Dom Perignon

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

76- 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 (July 2008 until today).

Tequila

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

Vodka

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

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

Rum

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

Gin

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

Champagne

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

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

78- Electronics

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

- 1-Best Buy

- 2-Circuit City
- 3-Magnolia
- 4-Apple Stores
- 5-None of the above

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

79- 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-Dolce & Gabbana
- 16-Donna Karan/DKNY

- 17-Falconnable
- 18-Fendi
- 19-Ferragamo
- 20-Gucci
- 21-Hermes
- 22-Hugo Boss
- 23-Jil Sander
- 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

80- 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-Jil Sander
- 21-Jimmy Choo
- 22-Louis Vuitton
- 23-Marc Jacobs
- 24-Michael Kors
- 25-Prada
- 26-Ralph Lauren
- 27-Roberto Cavalli
- 28-Sergio Rossi
- 29-Stella McCartney
- 30-Valentino
- 31-Versace
- 32-Diane Von Furstenberg
- 33-Yves Saint-Laurent
- 34-None of the above

81- 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

82- Fine Dining Multi-Chain Restaurants (Please check all that apply)

- 1 - Del Frisco's
- 2 - Fleming's
- 3 - Lawry's The Prime Rib
- 4 - Morton's
- 5 - Oceanaire Seafood Room
- 6 - Ruth Chris'
- 7 - Shula's Steakhouse
- 8 - Smith & Wollensky
- 9 - Sullivan's Steakhouse
- 10 - The Capital Grille
- 11 - The Palm Restaurant
- 12 - None of the above

83- Fine Dining in Celebrity Chef Restaurants

<u>Restaurant</u>	<u>or</u>	<u>Chef</u>
1- Craftsteak		David Bouley
2- David Burke Primehouse		David Burke
3- Bonfire		Todd English
4- Bobby Flay Steak		Bobby Flay
5- Delmonico Steakhouse		Emeril Lagasse
6- Nobu		Nobu Matsuhisa
7- Bourbon Steak Hospitality		Danny Meyer/Union Square
8- Bradley Ogden		Bradley Ogden
9- Charlie Palmer Steak		Charlie Palmer

- | | |
|-----------------------|--------------------------|
| 10- Cut | Wolfgang Puck |
| 11- Gordon Ramsey | Gordon Ramsey |
| 12 - BLT Steak | Laurent Tourendol |
| 13- Prime Steakhouse | Jean George Vongerichten |
| 14- None of the above | |

86- In the past three months (July 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.)

84- Please indicate whether you made any luxury purchases or influenced any luxury purchases from these retail stores in the past three months (July 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

85- 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

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

[For all respondents]

The next few questions are about financial conditions in general.

87- - 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

88- 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

89- 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

90- - 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

91- 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

92- Compared to twelve months ago are you saving and/or investing more, saving and/or investing the same now than twelve months ago, or saving and/or investing less now than twelve months ago?

- 5-Saving/investing significantly more
- 4-Saving/investing somewhat more
- 3-Saving/investing about the same
- 2-Saving/investing somewhat less
- 1-Saving/investing significantly less

93- In the coming twelve months, do you expect to save and/or invest more than, the same as, or less 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

[For all respondents with note to encourage respondents to stick with it....Whatever it should say...]

How have the recent changes in the economy affected you and your household? During the past 12 months, have you...

[For each]

Yes/No/Don't Know-Not Applicable

- 1- Cut spending on essential items such as food, gas and medicine
- 2- Cut spending on household utilities, such as heating, cooling, phone, cable, or Internet services
- 3-Postponed or delayed routine household services, such as garden or landscape, housekeeping, pool.
- 4-Postponed or delayed routine personal services, such as spa visits, hair salon, manicures/pedicures
- 4-Postponed or delayed plans to travel
- 5-Reduced the number of times you dined out
- 6- Cut spending when dining out by choosing a less premium restaurant
- 7-Reduce spending when dining out by choosing lower cost menu items or more budget friendly wine or spirits, etc.
- 8-Reduced spending on entertainment
- 9-Postponed or delayed purchases for the home
- 10-Cut spending when making purchases for the home, such as shopping for sales or at outlet stores, opting for less premium brands, etc.
- 11-Postponed or delayed personal purchases, such as clothing and apparel, jewelry and watches, fashion accessories, etc.
- 12-Cut spending when making personal purchases, such as shopping for sales or at outlet store, opting for less premium brands, etc.
- 13- Postponed or delayed paying off credit card balances
- 14- Charged purchases that you would have ordinarily paid cash for
- 15-Decided not to change jobs
- 16-Postponed plans to retire

- 17-Prematurely withdrew funds from your 401k, IRA or other investments
- 18-Postponed selling a home
- 19-Postponed buying a home
- 20-Moved to a smaller house
- 21-Stopped putting money into a 401K, IRA or other retirement account
- 21-Increased the number of hours worked
- 22-Got a second job
- 23-Made changes to your home so that you could live there longer
- 23-Changed the stores where you routinely shop in order to find better prices
- 24-Went shopping less frequently
- 25-Shopped more strategically such as prepared shopping lists, researched purchases, comparison shopped, etc.
- 26-Increased or started the use of coupons

During the past 12 months, has any of the following happened to you?

[For each]

Yes/No/Don't Know-Not Applicable

- 1-The value of your home decreased by 25 percent or more
- 2-The interest you pay on your mortgage increased
- 3-The interest you pay on your credit cards increased
- 4- You were denied credit for which you would normally qualify
- 5-The value of your 401k, mutual funds, stocks and/or or other investments decreased by 25 percent or more
- 6-You or your spouse lost a job

Because of changes in the stock market in the past three months, have you....

[For each]

Yes/No/Don't Know-Not Applicable

- 1-Decided to take less risk in how you invest

- 2-Decided to take more risk in how you invest
- 3-Taken money out of the stock market
- 4-Not changed how you invest
- 5-Increased the use of professional advisors for your investments

94- When it comes to how you spend your money, what are specific challenges you have faced in the last three months? (Check all that apply)

- 95-
- 96- 1- Stretching the pay check to cover everyday necessities, like food, clothing, shelter
- 97- 2- Putting money aside for a rainy day
- 98- 3- Saving for children's college
- 99- 4-Saving for retirement
- 100- 5- Putting money aside for an immediate goal, like buying a house or car
- 101- 6-Limited luxuries and indulgences to special occasions
- 102- 7- Spending money on my children and family, but not enough on me
- 103- 8-Paying off debt, living debt-free
- 104- 9-Covering the extra expense of credit card bills and charge card fees
- 105- 10-The day to day cost of living keeps going up so I can't get ahead
- 106- 12-Facing challenges of paying mortgage on time
- 107- 13-I do not face any challenges when it comes to how I spend my money
- 108-
- 109- What strategies do you use to manage your money? (Check all that apply)
- 110- 1-Keep detailed budget and record all expenditures and income
- 111- 2-Regularly save money from paycheck

- 112- 3-Contribute to 401K plan/s
- 113- 4-Have IRA and contribute the maximum each year
- 114- 5-Save through money market fund/s
- 115- 6-Invest in mutual fund/s
- 116- 7-Invest and trade in stocks and bonds
- 117- 8-Maintain other investments, such as in real estate, personal business, etc.
- 118- 9-Read financial management newsletters, books, magazines
- 119- 10-Get financial advice from personal financial advisors or accountants
- 120- 11-Clip coupons, shop sales, read advertisements to find the best deals
- 121- 12-Prioritize spending so we have everything we need, but few luxuries
- 122- 13-Put money aside for special college savings fund 529
- 123- 14-I do not use any of these strategies to manage my money better
- 124-
- 125- How happy are you with the way you manage your money?
- 126- 1-Not at all happy
- 127- 2-Unhappy
- 128- 3-Somewhat unhappy
- 129- 4-Neither happy or unhappy
- 130- 5-Somewhat happy
- 131- 6-Happy
- 132- 7-Extremely happy
- 133-
- 134- The following final questions will be used for classification purposes only.
What is your gender?

- 1-Male
- 2-Female

135- 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

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

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

137- - 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

What is your occupation? (Check only one)

- 138- 1-Professional (medicine, law, etc.)
- 139- 2-Teaching, educational
- 140- 3- Managerial, executive
- 141- 4- Administrative, clerical
- 142- 5- Engineering, technical
- 143- 6- Marketing, sales
- 144- 7- Skilled craft or trade
- 145- 8- Entrepreneurial, Self-Employed
- 146- 9- Not currently employed
- 147- 10- Other

148-
149- Lastly, please indicate whether you rent or own your primary home:

- 1-Rent
- 2-Own Apt/condo
- 3-Own home
- 4-Other