

Appendix

A

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 to September 2007. The results of this survey were compared with the 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 fourth quarter 2007, on or about January 15, 2007.

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:

- \$75,000-\$99,999 (near-affluents/trading up consumers or 18 percent of 3Q2007 sample);
- \$100,000-\$149,999 (affluents or 44 percent of 3Q2007 sample);
- \$150,000+ (super-affluents or 40 percent of 3Q2007 sample).

The average income of the 3Q2007 sample was \$150,200; which compares with the 2Q2007 sample average or \$155,500 and \$159,000 for the 1Q2007 sample. The average income of the 2006 luxury tracking sample was \$149,800.

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 Their Use of the Internet Was Researched 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 attitudes and use of the Internet in pursuit of their luxury lifestyles. (Summary of findings included in Chapter 1)

Sample Demographics

A total of 1,075 affluent consumers with household incomes of \$75,000 or more and who purchased one or more luxuries in the past quarter (July through September) were surveyed. This compares to 945 consumers surveyed in second quarter 2007; the first quarter 2007 sample of 1,003 consumers; fourth quarter 2006 sample of 1036 consumers; the third quarter 2006

sample of 1,074 consumers; second quarter 2006 sample of 1,106 luxury consumers and 1,196 luxury consumers who were surveyed in the first quarter 2006 (January-March).

Income Demographics

The average income of the survey sample included in the third quarter was \$150,200. This compares to the average income in the second quarter which was \$155,500, and \$159,000 in 1Q2007. In 2006 the average income was \$149,800, with average income per survey wave of \$156,500 in fourth quarter 2006; \$149,100 for the third quarter 2006; \$147,900 for second quarter 2006; and \$145,700 for first quarter 2006.

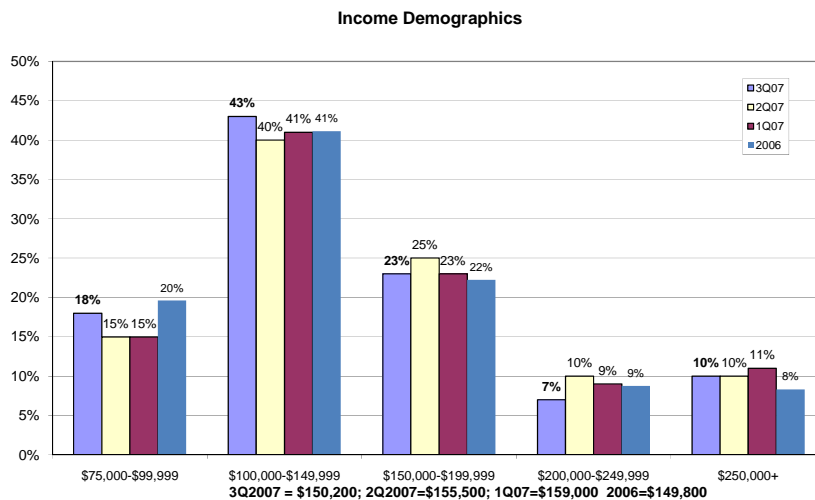


Figure 107: Income Demographics

Gender

In keeping with the female-skew found consistently in Unity’s luxury consumer surveys, 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. Throughout 2006 the sample was divided 62 percent female and 38 percent male.

Age Distribution

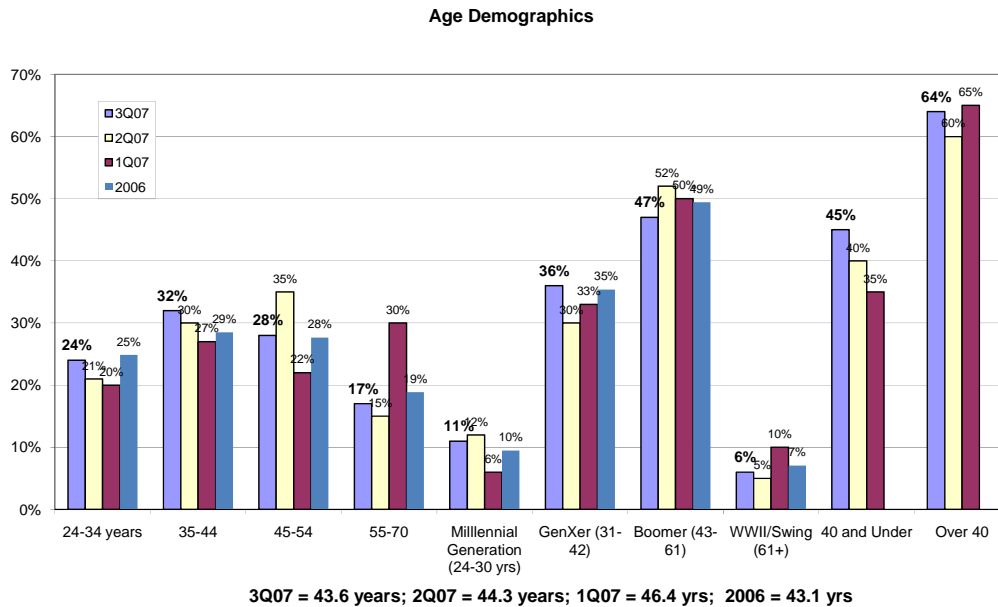


Figure 108: Age Distribution

The luxury consumers averaged 43.6 years in third quarter 2007, which compares with 44.3 years in the second quarter 2007 and 46.4 years in the first quarter. Throughout 2006 the average age of luxury consumer respondents was 43.1 years.

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, 45 percent of respondents were 40 and under, while 55 percent were over 40.

Other Demographic Variables

Some 81 percent of the luxury consumers surveyed in the third quarter 2007 were married, which is comparable to the same percentage found in the second and first quarter 2007 and throughout 2006 as well. Only 7 percent of the 3Q2007 sample was single and 8 percent living as a couple. On average 3.1 people make up the luxury consumers' household, which compares with 3.1 in the second quarter and 3.0 people in the first quarter.

Over 80 percent (84 percent) owned their home, while 7 percent rented and 8 percent owned an apartment or condominium. This was about the same as found in the first and second quarter 2007 and throughout 2006. Young affluent consumers, those 40 and under, have a higher incidence of renting their residence (11 percent in 3Q2007), while home ownership incidence rises with age (89 percent among over 40 year olds in 3Q2007).

In terms of their place of residence, the majority of 3Q2007 luxury consumers (60 percent) lived in the suburbs of a major city, with 23 percent living in a small city/town and its environs. Only 8 percent lived in the downtown of a major city and 9 percent in a rural or country environment. Young affluents (40 years and younger) are more likely to live downtown (11 percent).

Luxury consumers are highly educated, so we find that about three-quarters (73 percent) of survey respondents in the third 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 89 percent of this affluent sample was White/Caucasian, slightly more than the 87 percent across 2006. Some 6 percent were Asian or Pacific Islanders, about 5 percent were Spanish/Hispanic/Latino, about 4 percent were Black/African-American and 2 percent were American Indian, Eskimo or Aleut. Three percent described themselves as 'other.'

3Q2007 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.

2. The following question will be used for classification purposes only.

Please indicate your total annual household income before taxes:

- 1-Less than \$75,000
- 2-\$75,000 to \$99,999
- 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 (July 2007 to September 2007), 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, Serveware (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 2007 to September 2007), 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 and/or recreational vehicles (such as boats, RVs, etc.)
- 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 2007 to September 2007), 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

20. From the list below, what type of luxury Electronics and Photography Products did you purchase in the past three months (July 2007 to September 2007)? (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-Other Electronics

21. How much in total did your household spend on all luxury Electronics and Photography purchases in the past three months (July 2007 to September 2007)?

- 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

22. In what kind of stores did you purchase luxury Electronics and Photography Products in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Electronics and Photography purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Electronics and Photography shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Electronics and Photography purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

30. From the list below, what type of luxury Furniture, Lamps, and Floor Coverings did you purchase in the past three months (July 2007 to September 2007)? (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

31. How much in total did your household spend on all luxury Furniture, Lamps, and Floor Coverings purchases in the past three months (July 2007 to September 2007)?

- 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. In what kind of stores did you purchase luxury Furniture, Lamps, and Floor Coverings in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Interior Decorator/Designer
- 12-Other Types of Stores Not Listed Above

Regarding all your luxury Furniture, Lamps and Floor Coverings purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Furniture, Lamps and Floor Coverings shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Furniture, Lamps and Floor Coverings purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

38. From the list below, what type of luxury Kitchenware, Cookware, and Housewares did you purchase in the past three months (July 2007 to September 2007)? (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

39. How much in total did your household spend on all luxury Kitchenware, Cookware, and Housewares purchases in the past three monthss (July 2007 to September 2007)?

- 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

40. In what kind of stores did you purchase luxury Kitchenware, Cookware, and Housewares in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Kitchenware, Cookware and Housewares purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Kitchenware, Cookware and Housewares shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Kitchenware, Cookware and Housewares purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

46. From the list below, what type of luxury Linens and Bedding did you purchase in the past three months (July 2007 to September 2007)? (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

47. How much in total did your household spend on all luxury Linens and Bedding purchases in the past three months (July 2007 to September 2007)?

- 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

48. In what kind of stores did you purchase luxury Linens and Bedding in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Linens and Bedding purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Linens and Bedding shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Linens and Bedding purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

73. What type of luxury Clothes and Apparel did you purchase in the past three months (July 2007 to September 2007)? (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

74. How much in total did your household spend on all luxury Clothes and Apparel purchases in the past three months (July 2007 to September 2007)?

- 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 kind of stores did you purchase luxury Clothes and Apparel in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Clothes and Apparel purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Clothes and Apparel shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Clothes and Apparel purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

77. What type of luxury Fashion Accessories did you purchase in the past three months (July 2007 to September 2007)? (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

78. How much in total did your household spend on all luxury Fashion Accessories purchases in the past three months (July 2007 to September 2007)?

- 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

79. In what kind of stores did you purchase luxury Fashion Accessories in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Fashion Accessories purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Fashion Accessories shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Fashion Accessories purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

83. What type of luxury Fragrance, Cosmetics and/or Beauty Products did you purchase in the past three months (July 2007 to September 2007)? (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

84. How much in total did your household spend on all luxury Fragrance, Cosmetics and/or Beauty Products purchases in the past three months (July 2007 to September 2007)?

- 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

85. In what kind of stores did you purchase luxury Fragrance, Cosmetics and/or Beauty Products in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Dermatologist, Spa, Beauty Service Provider
- 12-Personal Care, Beauty, or Cosmetics Specialty Store
- 13-Other Types of Stores Not Listed Above

Regarding all your luxury Fragrance, Cosmetics and/or Beauty Products purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Fragrance, Cosmetics and/or Beauty Products shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Fragrance, Cosmetics and/or Beauty Products purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

99. What kind of luxury Travel did you experience in the past three months (July 2007 to September 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

100. 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 Foreign Travel
- 10-None of the above

How many individual luxury travel trips did you take in the past three months (*July 2007 to September 2007*)?

Number of Short Break Vacations (3 or fewer nights)

- 1-1
- 2-2
- 3-3
- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

Number of Longer Vacations (4 or fewer nights)

- 1-1
- 2-2
- 3-3
- 4-4
- 5-5
- 6-6 to 10
- 7-11 or more

101. How much in total did your household spend on all experiential luxury Travel services in the past three months (July 2007 to September 2007)?

- 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

Regarding all your luxury Travel purchases in the past three months, did you use the Internet to support any of your purchases, such as researching destinations, hotels, comparing prices, making reservations online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Travel shopping in the past three months? [Check all that apply] Y/N

- Made travel reservations online
- Researched travel destinations
- Researched hotels
- Compared prices
- Conducted my own research, then made reservations through a travel agent
- Visited a site where I could see customer reviews
- Other/Don't Know

Thinking about the most recent Travel purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

103. How much in total did your household spend on all experiential luxury Dining services in the past three months (July 2007 to September 2007)?

- 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

105. How much in total did your household spend on all experiential luxury Entertainment services in the past three months (July 2007 to September 2007)?

- 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

107. 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 2007 to September 2007)?

- 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

108. What kind of luxury Home services purchases did you make in the past three months (July 2007 to September 2007)?

- 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

109. How much in total did your household spend on all luxury Home services purchases in the past three months (July 2007 to September 2007)?

- 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

6. From the list below, what type of luxury tabletop products did you purchase in the past three months (July 2007 to September 2007)?
(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

9. How much in total did your household spend on all luxury Tabletop, Dinnerware, Flatware, Servingware purchases in the past three months (July 2007 to September 2007)?

- 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

10. In what kind of stores did you purchase luxury Tabletop, Dinnerware, Flatware, Servingware in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Tabletop, Dinnerware, Flatware, Servingware purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Tabletop, Dinnerware, Flatware, Servingware shopping in the past three months? [Check all that apply] Y/N

Purchased goods through the Internet
 Compared prices of item/s through the Internet
 Researched item/brand to learn more for possible future purchase
 Researched item/s to buy through the Internet
 Researched item/s through the Internet then went to store to make purchase
 Researched item/s through the Internet then called the company to place an order
 Saw item/s in the store then used Internet to place order
 Saw item/s in a catalog then used Internet to place order
 Visited a site where I could see customer reviews
 Searched to find a store where I could actually see specific item/s
 Other/Don't Know

Thinking about the most recent Tabletop, Dinnerware, Flatware, Servingware purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
 Somewhat Important
 Neither Important or Unimportant
 Somewhat Unimportant
 Very Unimportant

11. Please indicate which of the Tabletop brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007). (Please check all that apply.)

Tabletop Brands

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

12. 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

13. From the list below, what type of luxury Art, Sculpture, Wall Decor, and Antiques Products did you purchase in the past three months (July 2007 to September 2007)? (Please check all that apply.)

1-Original Painting, Pastel, Charcoal, 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

14. How much in total did your household spend on all luxury Art, Sculpture, Wall Decor, and Antiques purchases in the past three months (July 2007 to September 2007)?

- 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

15. In what kind of stores did you purchase luxury Art, Sculpture, Wall Decor, and Antiques in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Interior Decorator/Designer
- 12-Other Types of Stores Not Listed Above

Regarding all your luxury Art, Sculpture, Wall Decor, and Antiques purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Art, Sculpture, Wall Decor, and Antiques shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Art, Sculpture, Wall Decor, and Antiques purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

16. Please indicate which of the Art, Sculpture and Art Retail brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007). (Please check all that apply.)

Art & Antiques
Art Brand Purchase:

- 1-Crescent
- 2-Larson Juhl
- 3-Museum Glass
- 4-Nielsen Bainbridge
- 5-TruVue
- 6-None of the Above

17. Art Glass & Sculpture Brand Purchase:

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

18. Art and Custom Framing Retailer Purchase:

- 1-Aaron Brothers
- 2-Christies
- 3-Corners Picture Framing Superstore
- 4-Deck the Walls
- 5-Ebay
- 6-Great Frame Up
- 7-Hobby Lobby
- 8-JoAnn's
- 9-Michaels
- 10-Sothebys
- 11-Thomas Kinkade Art Gallery
- 12-Wentworth Gallery
- 13-None of the Above

26. From the list below, what type of luxury Home Decorating Fabrics, Window and Wall Coverings did you purchase in the past three months (July 2007 to September 2007)? (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

27. 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 2007 to September 2007)?

- 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

28. In what kind of stores did you purchase luxury Home Decorating Fabrics, Window and Wall Coverings in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Interior Decorator/Designer
- 12-Other Types of Stores Not Listed Above

Regarding all your luxury Home Decorating Fabrics, Window and Wall Coverings purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Home Decorating Fabrics, Window and Wall Coverings shopping in the past three months?
[Check all that apply] Y/N

Purchased goods through the Internet
Compared prices of item/s through the Internet
Researched item/brand to learn more for possible future purchase
Researched item/s to buy through the Internet
Researched item/s through the Internet then went to store to make purchase
Researched item/s through the Internet then called the company to place an order
Saw item/s in the store then used Internet to place order
Saw item/s in a catalog then used Internet to place order
Visited a site where I could see customer reviews
Searched to find a store where I could actually see specific item/s
Other/Don't Know

Thinking about the most recent Home Decorating Fabrics, Window and Wall Coverings purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant
Very Unimportant

34. From the list below, what type of luxury Outdoor, Lawn, Patio, and Garden Products did you purchase in the past three months (July 2007 to September 2007)? (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, 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

35. How much in total did your household spend on all luxury Outdoor, Lawn, Patio, and Garden Products purchases in the past three months (July 2007 to September 2007)?

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

36. In what kind of stores did you purchase luxury Outdoor, Lawn, Patio, and Garden Products in the past three months (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
6-Art Gallery, Custom Framing Shop and/or Antique Store
7-Warehouse Club, Outlet Store, and/or Discount Store
8-Through Internet, Mail Order or TV Shopping
9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
10-Craft and/or Hobby Store
11-Other Types of Stores Not Listed Above

Regarding all your luxury Outdoor, Lawn, Patio, and Garden Products purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Outdoor, Lawn, Patio, and Garden Products shopping in the past three months? [Check all that apply] Y/N

Purchased goods through the Internet
Compared prices of item/s through the Internet
Researched item/brand to learn more for possible future purchase
Researched item/s to buy through the Internet
Researched item/s through the Internet then went to store to make purchase
Researched item/s through the Internet then called the company to place an order
Saw item/s in the store then used Internet to place order
Saw item/s in a catalog then used Internet to place order
Visited a site where I could see customer reviews
Searched to find a store where I could actually see specific item/s
Other/Don't Know

Thinking about the most recent Outdoor, Lawn, Patio, and Garden Products purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant
Very Unimportant

42. From the list below, what type of luxury Kitchen Appliances, Bath, and Building Products did you purchase in past three months (July 2007 to September 2007)? (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-Other Building Products

43. How much in total did your household spend on all luxury Kitchen Appliances, Bath, and Building Products purchases in the past three months (July 2007 to September 2007)?

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

44. In what kind of stores did you purchase luxury Kitchen Appliances, Bath, and Building Products in the past three months (July 2007 to September 2007)? (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

Regarding all your luxury Kitchen Appliances, Bath, and Building Products purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Kitchen Appliances, Bath, and Building Products shopping in the past three months? [Check all that apply] Y/N

Purchased goods through the Internet
Compared prices of item/s through the Internet
Researched item/brand to learn more for possible future purchase
Researched item/s to buy through the Internet
Researched item/s through the Internet then went to store to make purchase
Researched item/s through the Internet then called the company to place an order
Saw item/s in the store then used Internet to place order
Saw item/s in a catalog then used Internet to place order
Visited a site where I could see customer reviews
Searched to find a store where I could actually see specific item/s
Other/Don't Know

Thinking about the most recent Kitchen Appliances, Bath, and Building Products purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant
Very Unimportant

54. What type of Luxury Jewelry did you buy in the past three months (July 2007 to September 2007)? (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 (July 2007 to September 2007)? (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-Pallidium
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, 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 (July 2007 to September 2007)? (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-Palladium
- 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, 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 (July 2007 to September 2007)?

- 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 (July 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Jewelry purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Jewelry shopping in the past three months? [Check all that apply] Y/N

Purchased goods through the Internet
Compared prices of item/s through the Internet
Researched item/brand to learn more for possible future purchase
Researched item/s to buy through the Internet
Researched item/s through the Internet then went to store to make purchase
Researched item/s through the Internet then called the company to place an order
Saw item/s in the store then used Internet to place order
Saw item/s in a catalog then used Internet to place order
Visited a site where I could see customer reviews
Searched to find a store where I could actually see specific item/s
Other/Don't Know

Thinking about the most recent Jewelry purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant
Very Unimportant

63. Please indicate which of the Jewelry brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007). (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

65. What type of Luxury Watch did you purchase in the past three months (July 2007 to September 2007)? (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...

500. 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

501. 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, 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 2007 to September 2007)?

- 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 2007 to September 2007)? (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-Electronics and/or Computer Specialty Store
- 6-Art Gallery, Custom Framing Shop and/or Antique Store
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Home Improvement store, Hardware store, Garden Center and/or Patio/Outdoor Living Store
- 10-Craft and/or Hobby Store
- 11-Other Types of Stores Not Listed Above

Regarding all your luxury Watch purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Watch shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Watch purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant
Very Unimportant

68. Please indicate which of the Watch brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007). (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

70. How much in total did your household spend on all luxury Automobiles and/or Recreational Vehicles purchases in the past three months (July 2007 to September 2007)?

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

Regarding all your luxury Automobile purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Automobile shopping in the past three months? [Check all that apply] Y/N

Purchased goods through the Internet
Compared prices of item/s through the Internet
Researched item/brand to learn more for possible future purchase
Researched item/s to buy through the Internet
Researched item/s through the Internet then went to store to make purchase
Researched item/s through the Internet then called the company to place an order
Saw item/s in the store then used Internet to place order
Saw item/s in a catalog then used Internet to place order
Visited a site where I could see customer reviews
Searched to find a store where I could actually see specific item/s
Other/Don't Know

Thinking about the most recent Automobile purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

Very Important
Somewhat Important
Neither Important or Unimportant
Somewhat Unimportant

Very Unimportant

71. Please indicate which of the Automobile brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007). (Please check all that apply.)

- 1-Acura
- 2-Audi
- 3-BMW
- 4-Cadillac
- 5-Infiniti
- 6-Jaguar
- 7-Land Rover
- 8-Lexus
- 9-Lincoln
- 10-Mercedes
- 11-Porsche
- 12-Saab
- 13-Volvo
- 14-None of the above

90. What type of luxury Wine, Liquor and Spirits did you purchase in the past three months (July 2007 to September 2007)? (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

91. How much in total did your household spend on all luxury Wine, Liquor and Spirits purchases in the past three months (July 2007 to September 2007)?

- 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

Regarding all your luxury Wine, Liquor and Spirits purchases in the past three months, did you use the Internet to support any of your purchases, such as researching features and brands, comparing prices, making purchases online or other uses? Y/N

[If Yes, ask...]

Specifically, how did you use the Internet for Wine, Liquor and Spirits shopping in the past three months? [Check all that apply] Y/N

- Purchased goods through the Internet
- Compared prices of item/s through the Internet
- Researched item/brand to learn more for possible future purchase
- Researched item/s to buy through the Internet
- Researched item/s through the Internet then went to store to make purchase
- Researched item/s through the Internet then called the company to place an order
- Saw item/s in the store then used Internet to place order
- Saw item/s in a catalog then used Internet to place order
- Visited a site where I could see customer reviews
- Searched to find a store where I could actually see specific item/s
- Other/Don't Know

Thinking about the most recent Wine, Liquor and Spirits purchase for which you used the Internet, how important a role did the Internet play in influencing your final purchase decision?

- Very Important
- Somewhat Important
- Neither Important or Unimportant
- Somewhat Unimportant
- Very Unimportant

114. Please indicate which of the brands listed below you purchased or influenced the purchase of in the past three months (July 2007 to September 2007).

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

115. Electronics Brands: (Please check all that apply.)

- 1-Apple
- 2-Bose
- 3-Dell
- 4-Gateway
- 5-Motorola
- 6-Panasonic
- 7-Samsung
- 8-Sony
- 9-None of the above

81. 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-Chanel
- 11-Chloe
- 12-Christian Dior
- 13-Coach
- 14-Dana Buchman
- 15-Dolce & Gabbana
- 16-Donna Karan/DKNY
- 17-Fendi
- 18-Ferragamo
- 19-Gucci
- 20-Hermes
- 21-Jimmy Choo
- 22-Liz Claiborne
- 23-Louis Vuitton
- 24-Marc Jacobs
- 25-Michael Kors
- 26-Ralph Lauren
- 27-Roberto Cavalli
- 28-Sergio Rossi
- 29-St. John
- 30-Stella McCartney
- 31-Talbots
- 32-Valentino
- 33-Vera Wang

- 34-Versace
- 35-Diane Von Furstenberg
- 36-Yves Saint-Laurent
- 37-None of the above

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

120. 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

121. Please indicate whether you made any luxury purchases or influenced any luxury purchases from these retail stores in the past three months (July 2007 to September 2007).

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

126. 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-Wal-Mart
- 11-None of the above

127. In the past three months (July 2007 to September 2007), 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 & Garden
- 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

[Only for respondents who checked one or more of the subscriptions, ask...]

In the past three months, did you read an article or see an ad in a magazine, then go to the Internet to ...[Check all that apply]

Y/N

Learn more about the product or the brand

Purchase the product or brand you read about or saw advertised

Thinking about the magazines you read, how important a role do they play in making you aware of new Internet websites to visit?

Very Important

Somewhat Important

Neither Important or Unimportant

Somewhat Unimportant

Very Unimportant

[For all respondents]

The following questions are about your use of the Internet for shopping, including shopping for luxuries as well as shopping for non-luxuries.

Thinking about your use of the Internet in the past three months for luxury shopping, including researching purchases and comparison shopping, what drew you to a particular website to search for something? [Check all that apply]

- 1- Online retailer website I know and trust and shop with regularly

- 2- Website from a store that I know and trust and shop with regularly
- 3- Clicked through a promotional email to an Internet website
- 4- Conducted Internet search, such as Google.com, Ask.com, AOL.com, MSN.com, etc.
- 5- Clicked a banner ad
- 6- Learned about the website in a magazine
- 7- Learned about the website in the newspaper
- 8- Heard about the website on television or radio
- 9- Friends/family told me about it
- 10- Other/Don't Know

On average how many hours on a weekly basis do you use the Internet for shopping or researching purchases?

- Less than 1 hour
- 1 hour to less than 2 hours
- 2 hours to less than 3 hours
- 3 hours to less than 4 hours
- 4 hours to less than 5 hours
- 5 hours to less than 6 hours
- 6 hours to less than 7 hours
- 7 hours to less than 8 hours
- 8 hours to less than 9 hours
- 9 hours to less than 10 hours
- 10 to less than 15 hours
- 15 hours to less than 25 hours
- 25 hours or more

On average how many hours on a weekly basis do you use the Internet for all other purposes besides shopping?

- Less than 1 hour
- 1 hour to less than 2 hours
- 2 hours to less than 3 hours
- 3 hours to less than 4 hours
- 4 hours to less than 5 hours
- 5 hours to less than 6 hours
- 6 hours to less than 7 hours
- 7 hours to less than 8 hours
- 8 hours to less than 9 hours
- 9 hours to less than 10 hours
- 10 to less than 15 hours
- 15 hours to less than 25 hours
- 25 hours or more

Approximately how much did you spend in total making ALL purchases of goods and services, including travel reservations, tickets, etc., over the Internet in the past three months?

- a) Under \$100
- b) \$101-\$249
- c) \$250-\$499
- d) \$500-\$999
- e) \$1,000-\$2,499
- f) \$2,500-\$4,999
- g) \$5,000-\$9,999
- h) \$10,000-\$24,999
- i) \$25,000 or more

How important are each of these features of the Internet when using it for shopping and/or researching potential purchases? [Very Important, Somewhat Important, Neither Important or Unimportant, Very Unimportant]

- Convenience of shopping from home
- Wide selection of merchandise
- Can easily compare different products/brands' features
- Ease of finding specific items/brands
- Ability to compare prices
- Finding lowest prices
- Can shop for items I can't easily find in stores
- Ability to shop 24/7, not just when stores are open
- Saves time
- Makes shopping easier

More pleasant than shopping in a store
Don't pay state sales tax
Can shop stores that aren't in my local area
Don't have to worry if item is in store or not
Can learn more about a brand or product

How discouraging are each of these aspects of Internet shopping in your use of the Internet in shopping? [Very Discouraging/Somewhat Discouraging/Little Discouraging/Not Discouraging]

Shipping and handling charges added to cost
Time it takes to deliver
Difficulties in returning/exchanging merchandise
Don't want to give my credit card over Internet
Can't see, feel, touch the item
Difficulties in using/maneuvering Internet websites
Too many choices
Not always familiar with sites that have what I need
Uneasy about making big ticket purchases online (e.g. appliances, jewelry, etc.)

In the past three months, have you visited any of the following types of Internet sites?
Social Networking site, such as Facebook, YouTube, MySpace, etc.
Social Shopping sites, such as Kaboodle.com, Glimpse.com, ShopStyle.com, StyleHive.com, etc.

What are your favorite websites for luxury shopping? [Enter up to three website names]
[Open end, up to three choices]

When it comes to the features on a luxury shopping site, how important are each of these to you as a shopper? [Very Important, Somewhat Important, Neither Important or Unimportant, Very Unimportant]

Purchasing products directly
Product information, specifications
Store locator
Detail product pictures
News about brand, company, designer
Flexible return policy
Trend information/lifestyle content
Interactivity/Live Chat
Exclusive product offers/specials

128. The next few questions are about financial conditions in general.
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

129. 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

130. To what degree do you feel you will be better or worse off financially twelve months from now compared to today?

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

131. 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

132. 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

133. The following final questions will be used for classification purposes only.
What is your gender?

- 1-Male
- 2-Female

134. 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

135. Which of the following best describes your marital status?

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

136. 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

137. Lastly, please indicate whether you rent or own your primary home:

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