

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 January to March 2007. The results of this survey were compared with the first quarter, January to March, 2006. The next luxury tracking survey will be fielded at the end of the second quarter 2007, on or about July 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 or 15.4 percent of 1Q2006 sample); \$100,000-\$149,999 (affluents or 41.5 percent of 1Q2007 sample); \$150,000+ (super-affluents or 43.2 percent of 1Q2007 sample). The average income of the 1Q2007 sample was \$159,000; the average income of the 1Q2006 sample was \$156,500; 3Q2006 sample was \$149,100; the 2Q2006 sample was \$147,900; and \$145,700 in 1Q2006. Throughout 2005, the luxury tracking survey sample's average income was \$139,070. A total of 1,0003 luxury consumers were surveyed in 1Q2007.

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; Wine & Spirits; Pet Luxuries; and Pens & Writing Instruments.
- **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.

Information about Loyalty Programs 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 about loyalty programs. (Summary of findings included in Chapter 1)

Sample Demographics

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

1,074 consumers; second quarter 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 fourth quarter was \$159,000. This compares to the fourth quarter when the average income was \$156,500; the third quarter when the average income was \$149,100; the second quarter 2006 sample average of \$147,900 and the first quarter 2006 sample of \$145,700.

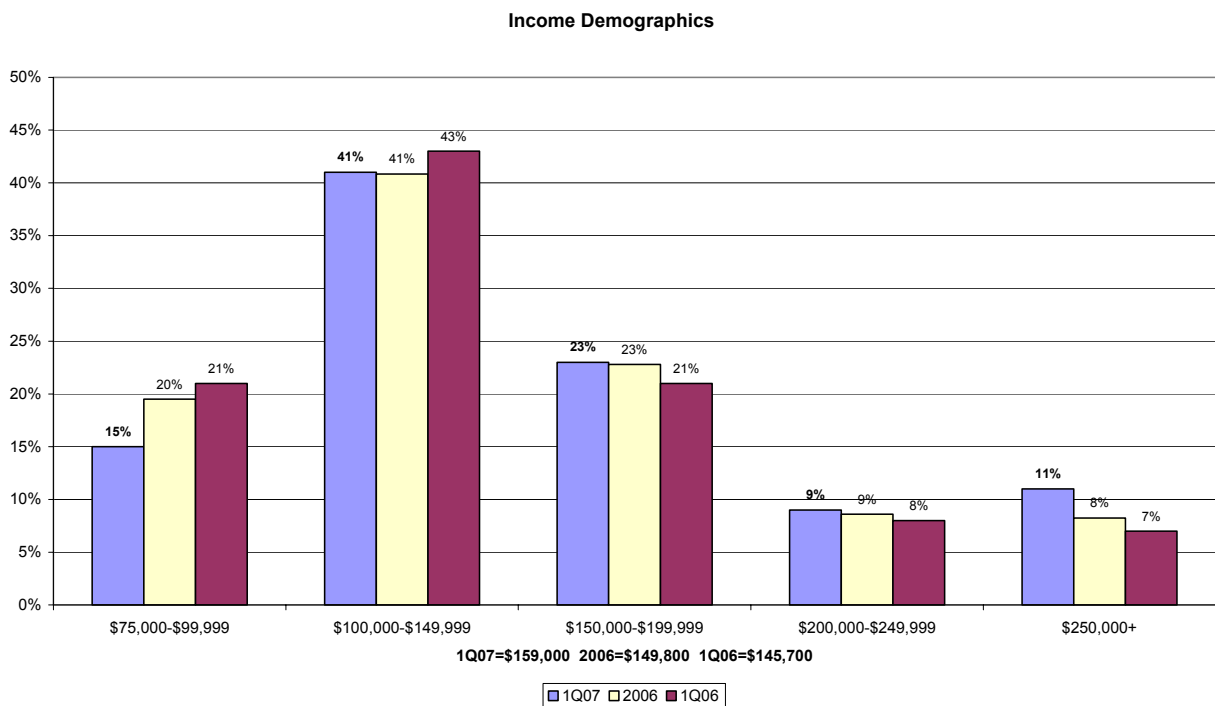


Figure 77: Income Demographics

Slightly more consumers surveyed in the first quarter (43 percent) were in the affluent income segment (\$150,000 and above) than in the super-affluent segment (\$100,000-\$149,999). Some 21 percent of the sample were in the near-affluent range of \$75,000-\$99,999.

Gender

In keeping with the female-skew found consistently in Unity’s luxury consumer surveys, the first quarter sample was 67 percent female and 33 percent male. This compares to the fourth quarter 2006 sample which was 61 percent female and 39 percent male; the third quarter sample which was 58 percent female and 42 percent male; second quarter sample where 69 percent were women and 31 percent men; and the first quarter 2006 sample where 59 percent were female and 41 percent male.

Age Distribution

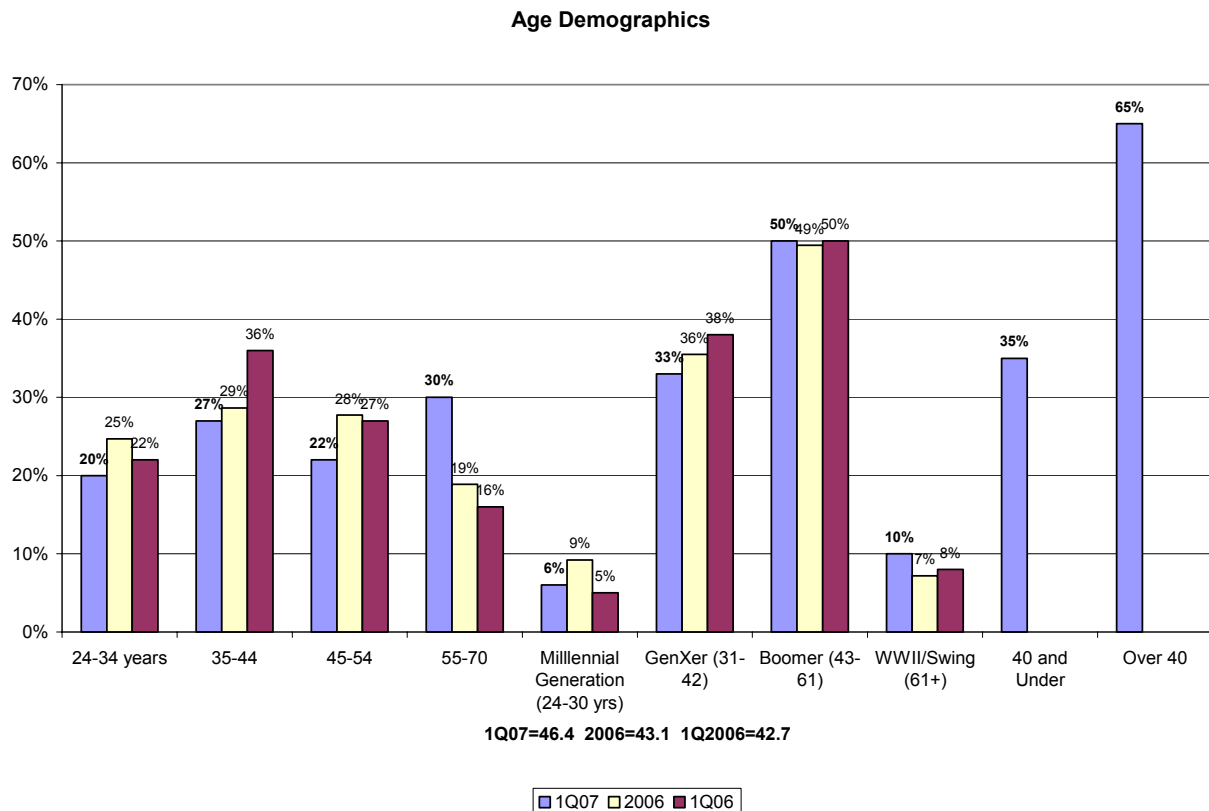


Figure 78: Age Distribution

The luxury consumers averaged 46.4 years in the first quarter, as compared to 43.1 in 2006 as a whole and 42.7 in 1Q2007.

Beginning with 1Q2007, Unity Marketing focuses 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, 34.8 percent of respondents were 40 and under, while 65.1 percent were over 40.

Other Demographic Variables

Some 81 percent of the luxury consumers surveyed in the first quarter were married, which is comparable to the survey samples in the across 2006 as well. This is also consistent throughout luxury tracking with married individuals making up the largest share of the luxury consumer sample. Only 6 percent of the 1Q2007 sample was single and 8 percent living as a couple. On average 3.0 people make up the luxury consumers' household in the first quarter. This compares to 3.2 people in the fourth quarter, 2.8 people in the third quarter and 3.2 people found in the first and second quarter 2006.

Over 80 percent (82 percent) owned their home, while 7 percent rented and 9 percent owned an apartment or condominium. Young affluent consumers, those 40 and under, have a higher incidence of renting their residence a, while home ownership incidence rises with age. Luxury consumers are highly educated, so we find that nearly three-quarters (72 percent) have completed a four-year college degree or higher educational attainment, including 33 percent who have a masters degree or higher education.

Some 90 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 4 percent were Spanish/Hispanic/Latino, about 3 percent were Black/African-American and 1 percent were American Indian, Eskimo or Aleut. Three percent described themselves as 'other.'

1Q2007 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 (January 2007 to March 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, Servingware (including Vases, Bowls, Figurines and/or Decorative Accents)
- 2-Luxury Art, Sculpture, Wall Decor, and Antiques (including wall decor, custom framing, sculpture, framed art, antiques, and collectibles, art glass, etc.)
- 3-Luxury Electronics and Photography (such as computers, televisions, home entertainment centers, cameras, PDA's, etc.)
- 4-Luxury Home Decorating Fabrics, Window and Wall Coverings (including draperies, curtains, blinds or shades, wall paper, and/or fabric for home decorating and upholstery)
- 5-Luxury Furniture, Lamps and Lighting, Floor Coverings, or Rugs
- 6-Luxury Outdoor, Lawn, Patio and Garden Products (such as lawn furniture, patio accessories, plants, grills, lawn equipment, etc.)
- 7-Luxury Kitchenware, Cookware, and Housewares (including luxury pots and pans, cooking utensils, cutlery or knives, small appliances, and housewares accessories)
- 8-Luxury Kitchen Appliances, Bath, and Building Products (such as luxury kitchen appliances, cabinets, bathtubs, etc. for home remodeling)
- 9-Luxury Linens and Bedding (including mattresses and box springs, sheets and pillowcases, pillows, duvets, bedspreads, quilts, covers, blankets, etc.)
- 10-None of the above

4. In the past three months (January 2007 to March 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 regimens
- 7-Luxury Pens, Writing Instruments, Desk Accessories
- 8-None of the above

5. In the past three months (January 2007 to March 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

[Low incidence category...ALL buyers answer]

6. From the list below, what type of luxury **tabletop products** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

Please indicate which of the Tabletop brands listed below you purchased or influenced the purchase of in the past three months (January 2007 to March 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

Tabletop Designers

- 13-Barbara Barry
- 14-Emeril Lagasse
- 15-Jasper Conran
- 16-Kate Spade
- 17-Kelly Hoppen
- 18-Marc Jacobs
- 19-Vera Wang
- 20-Versace

21-None of above

[Low incidence category...ALL buyers answer]

13. From the list below, what type of luxury **Art, Wall Decor, and Antiques Products** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

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 (January 2007 to March 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

20. From the list below, what type of luxury **Electronics and Photography Products** did you purchase in past three months (January 2007 to March 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 (January 2007 to March 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** in the past three months (January 2007 to March 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

[Low incidence category...ALL buyers answer]

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

30. From the list below, what type of luxury **Furniture, Lamps, and Floor Coverings** did you purchase in past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

[Low incidence category...ALL buyers answer]

34. From the list below, what type of luxury **Outdoor, Lawn, Patio, and Garden Products** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

38. From the list below, what type of luxury **Kitchenware, Cookware, and Housewares** did you purchase in past three months (January 2007 to March 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 months (*January 2007 to March 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 (*January 2007 to March 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

[Low incidence category...ALL buyers answer]

42. From the list below, what type of luxury **Kitchen Appliances, Bath, and Building Products** did you purchase in past three months (*January 2007 to March 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 (*January 2007 to March 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 (*January 2007 to March 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 or Contractor
- 12-Other Types of Stores Not Listed Above

46. From the list below, what type of luxury **Linens and Bedding** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

[Low incidence category...ALL buyers answer]

54. What type of **Luxury Jewelry** did you buy in the past three months (January 2007 to March 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

55. What type of **Women's Luxury Jewelry** did you buy in the past three months (January 2007 to March 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., 14k and above, not gold plate)
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled, or vermeil
- 5-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-Costume and/or Fashion jewelry (including 'faux' stones such as CZ's, crystals, etc.)
- 6-None of the above

58. What type of **Men's Luxury Jewelry** did you buy in the past three months (January 2007 to March 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., 14k and above, not gold plate)
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled, or vermeil
- 5-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-Costume and/or Fashion jewelry (including 'faux' stones such as CZ's, crystals, etc.)
- 6-None of the above

61. How much in total did your household spend on all luxury **Jewelry** purchases in the past three months (January 2007 to March 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 (January 2007 to March 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

Please indicate which of the **Jewelry** brands listed below you purchased or influenced the purchase of in the past three months (January 2007 to March 2007).
(Please check all that apply.)

- 1-Bacarrat
- 2-Bailey, Banks & Biddle
- 3-Bulgari
- 4-Cartier
- 5-David Yurman
- 6-DeBeers
- 7-Di Modolo
- 8-Diamiani
- 9-Fope
- 10-Gucci
- 11-H Stern
- 12-Harry Winston
- 13-Iridesse
- 14-Jared Galleria of Jewelry
- 15-Judith Ripka
- 16-Lalique
- 17-Mikimoto
- 18-Robert Lee Morris
- 19-Roberto Coin
- 20-Scott Kay
- 21-Swarovski
- 22-Tiffany
- 23-Van Cleef & Arpels
- 24-Yvel
- 25-None of the above

[Low incidence category...ALL buyers answer]

65. What type of **Luxury Watch** did you purchase in the past three months (January 2007 to March 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...]

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

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 (January 2007 to March 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 (January 2007 to March 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

Please indicate which of the **Watch** brands listed below you purchased or influenced the purchase of in the past three months (January 2007 to March 2007).

(Please check all that apply.)

- 1-Breguet
- 2-Cartier
- 3-Chopard
- 4-Citizen
- 5-David Yurman
- 6-Ebel
- 7-Jaeger-LeCoultre
- 8-Movado
- 9-Omega
- 10-Patek Philippe
- 11-Raymond Weil
- 12-Rolux
- 13-TAG Heuer
- 14-Wittnauer
- 15-None of the above

[Low incidence category...ALL buyers answer]

70. How much in total did your household spend on all luxury **Automobiles and/or Recreational Vehicles** purchases in the past three months (January 2007 to March 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

Please indicate which of the **Automobile** brands listed below you purchased or influenced the purchase of in the past three months (January 2007 to March 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

73. What type of luxury **Clothes and Apparel** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 past three months (January 2007 to March 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

77. What type of luxury **Fashion Accessories** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 past three months (January 2007 to March 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

83. What type of luxury **Fragrance, Cosmetics and/or Beauty Products** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

90. What type of luxury **Wine, Liquor and Spirits** did you purchase in the past three months (January 2007 to March 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 (January 2007 to March 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

94. In what kinds of stores did you purchase luxury **Wine, Liquor and Spirits** in the past three months (January 2007 to March 2007)? (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 as Costco, BJ's, Sam's Club, etc.
- 8-Other

Please indicate which of the **Spirits** brands listed below you purchased in a bar or restaurant in the past three months (*January 2007 to March 2007*).

Tequila

- 1-Corazon
- 2-Don Julio
- 3-Patron
- 4-Other Tequila Brand

Vodka

- 5-Belvedere
- 6-Chopin
- 7-Ciroc
- 8-Grey Goose
- 9-Kettle One
- 10-Other Vodka Brand

Scotch/Malts

- 11-Chivas Regal
- 12-Glenfiddich
- 13-Glenlivet
- 14-Glenmorangie
- 15-Johnnie Walker Black
- 16-Johnnie Walker Blue
- 17-Johnnie Walker Gold
- 18-Johnnie Walker Green
- 19-Laphroig
- 20-Macallan
- 21-Oban
- 22-Other Scotch/Malt Brands

Rum

- 23-Oronoco
- 24-Ten Cane
- 25-Tommy Bahamma
- 26-Other Rum Brands

Gin

- 27-Bombay Sapphire
- 28-Tanqueray 10
- 29-Other Gin Brands

Champagne

- 30-Dom Perignon
- 31-Moet
- 32-Veuve Cliquot
- 33-Other Champagne Brands

Please indicate which of the **Spirits** brands listed below you purchased in a grocery store, convenience store, liquor store, or other retail outlet in the past three months (*January 2007 to March 2007*).

Tequila

- 1-Corazon
- 2-Don Julio
- 3-Patron
- 4-Other Tequila Brand

Vodka

- 5-Belvedere
- 6-Chopin
- 7-Ciroc
- 8-Grey Goose
- 9-Kettle One

10-Other Vodka Brand

Scotch/Malts

- 11-Chivas Regal
- 12-Glenfiddich
- 13-Glenlivet
- 14-Glenmorangie
- 15-Johnnie Walker Black
- 16-Johnnie Walker Blue
- 17-Johnnie Walker Gold
- 18-Johnnie Walker Green
- 19-Laphroig
- 20-Macallan
- 21-Oban
- 22-Other Scotch/Malt Brands

Rum

- 23-Oronoco
- 24-Ten Cane
- 25-Tommy Bahamma
- 26-Other Rum Brands

Gin

- 27-Bombay Sapphire
- 28-Tanqueray 10
- 29-Other Gin Brands

Champagne

- 30-Dom Perignon
- 31-Moet
- 32-Veuve Cliquot
- 33-Other Champagne Brands

What kind of luxury **Travel** did you experience in the past three months (January 2007 to March 2007)?

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

- 1-Private Air Travel
- 2-Commercial Air Travel
- 3-Luxury Hotels
- 4-Luxury Cruises
- 5-Luxury Resorts
- 6-Adventure Travel
- 7-Group Tours
- 8-Other Foreign Travel
- 9-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-Commercial Air Travel
- 3-Luxury Hotels
- 4-Luxury Cruises
- 5-Luxury Resorts
- 6-Adventure Travel
- 7-Group Tours
- 8-Other Domestic Travel
- 9-None of the above

101. How much in total did your household spend on all experiential luxury **Travel** services in the past three months (January 2007 to March 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

103. How much in total did your household spend on all experiential luxury **Dining** services in the past three months (January 2007 to March 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 (January 2007 to March 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 (January 2007 to March 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

99. What kind of luxury **Home** services purchases did you make in the past three months (January 2007 to March 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 (January 2007 to March 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

[For all respondents..]

Are you a member of any type of rewards or loyalty program sponsored by a company or brand, such as a frequent-flyer program or hotel rewards point program?

Y/N

[For Y only, ask...]

To what type of rewards or loyalty program do you belong?

- 1-Airline Frequent Flyer Program
- 2-Hotel Points Program
- 3-Retailers Rewards or Points Program
- 4-Credit Card Rewards or Loyalty Program
- 5-Don't Know/None

[For each of each of the above rewards programs, ask ...]

Thinking of your _____ {program above}, how strongly does it influence the choice of brands and/or companies from which you buy, for example whenever possible do you fly only on the airlines for which you are a frequent-flyer member, stay mostly in hotels where you earn points, or put charges only on those cards where you earn points or shop most often in those stores where you earn points?

- 1-Strongly Influences Brands I Choose
- 2-Somewhat Influences Brands I Choose
- 3-Occasionally Influences Brands I Choose
- 4-Rarely Influences Brands I Choose

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

117. **Electronics/Photography**

Electronics Retailer Purchase:

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

Electronics Brands:

- 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** (*January 2007 to March 2007*): (Please check all that apply.)

- 1-Alexander McQueen
- 2-Armani
- 3-Balenciaga
- 4-Bottega Veneta

- 5-Brooks Brothers
- 6-Bulgari
- 7-Burberry
- 8-Chanel
- 9-Chloe
- 10-Christian Dior
- 11-Coach
- 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-St. John
- 26-Stella McCartney
- 27-Valentino
- 28-Versace
- 29-Diane Von Furstenberg
- 30-Yves Saint-Laurent
- 31-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

Luxury Hotels

- 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

Please indicate whether you made any luxury purchases or influenced any luxury purchases from these retail stores in the past three months (January 2007 to March 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

- 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 (January 2007 to March 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

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