

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 April to July 2007. The results of this survey were compared with the first quarter, January to March, 2007, as well as second quarter 2006. The next luxury tracking survey will be fielded at the end of the third quarter 2007, on or about October 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 percent of 2Q2007 sample);
- \$100,000-\$149,999 (affluents or 40 percent of 2Q2007 sample);
- \$150,000+ (super-affluents or 45 percent of 2Q2007 sample).

The average income of the 2Q2007 sample was \$155,500, which compares with an average income of \$159,000 for the 1Q2007 sample. The average income of the 2006 luxury tracking sample was 149,800 and for each quarter the average income was \$156,500 (4Q2006 sample); \$149,100 (3Q2006 sample); \$147,900 (2Q2006 sample); and \$145,700 (1Q2006 sample).

Throughout 2005, the luxury tracking survey sample's average income was \$139,070. A total of 945 luxury consumers were surveyed in 2Q2007.

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.

Information about Luxury Consumers Personalities 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 motivations in living a luxury lifestyle. (Summary of findings included in Chapter 1)

Sample Demographics

A total of 945 affluent consumers with household incomes of \$75,000 or more and who purchased one or more luxuries in the past quarter (April through June) were surveyed. This compares to 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 second quarter was \$155,500, which compares with an average income of \$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.

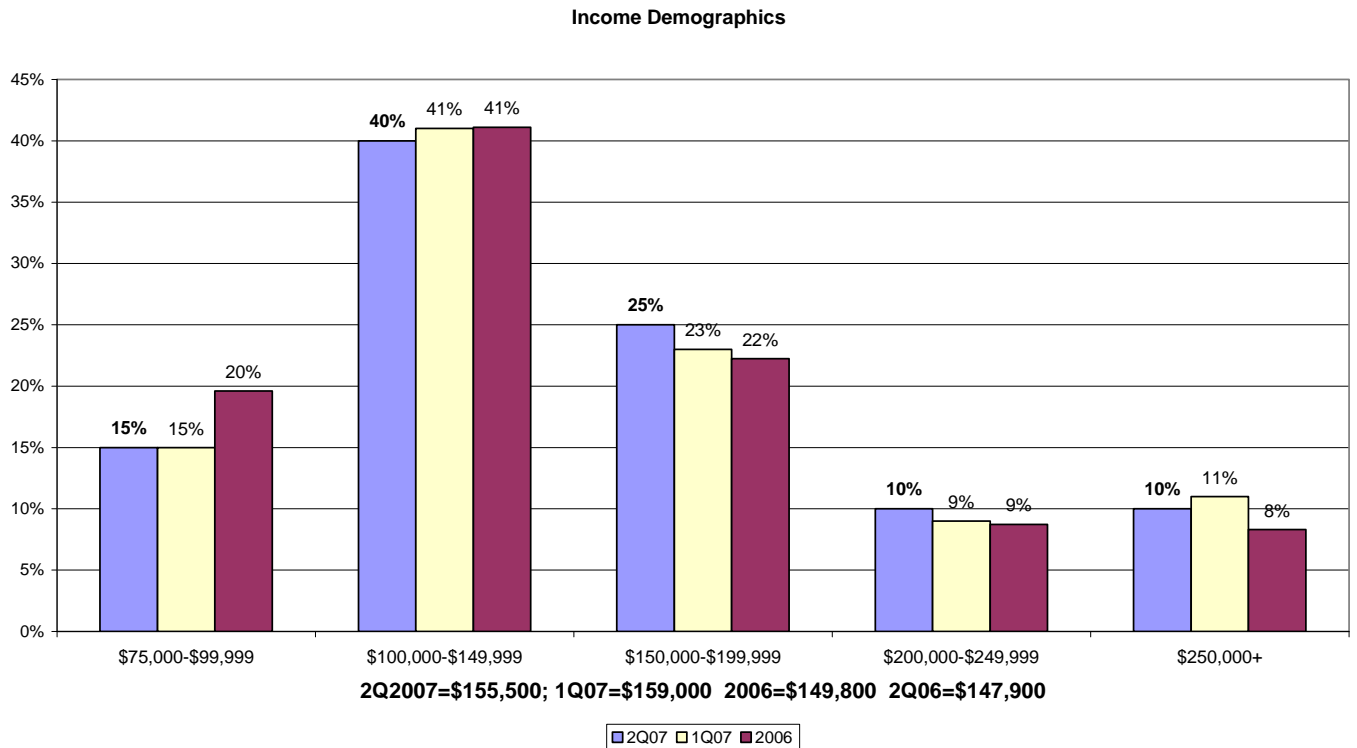


Figure 82: Income Demographics

Gender

In keeping with the female-skew found consistently in Unity’s luxury consumer surveys, the second quarter sample was 62 percent female and 38 percent male; which compares with a sample that was 67 percent female and 33 percent male in the first quarter 2007. 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

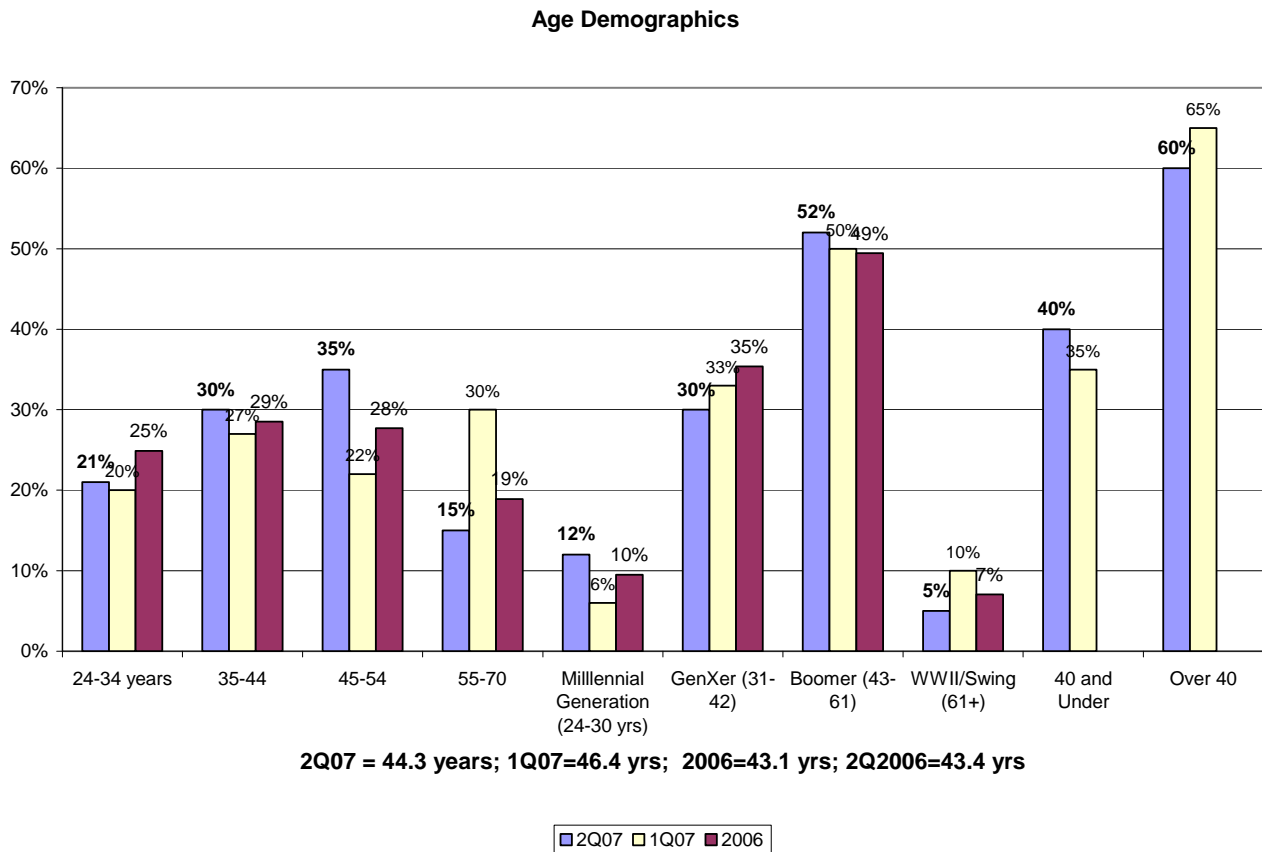


Figure 83: Age Distribution

The luxury consumers averaged 44.3 years in the second quarter 2007; which compares with 46.4 years in the first quarter. Throughout 2006 the average age of luxury consumer respondents was 43.1 years, and 43.4 years in the 2Q2006.

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, 40 percent of respondents were 40 and under, while 60 percent were over 40.

Other Demographic Variables

Some 81 percent of the luxury consumers surveyed in the second quarter 2007 were married, which is comparable to the survey sample in the first quarter and throughout 2006 as well. Only 7 percent of the 2Q2007 sample was single and 7 percent living as a couple. On average 3.1 people make up the luxury consumers' household, which compares with 3.0 people in the first quarter. This compares to 3.2 people in the fourth quarter 2006, 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 9 percent rented and 8 percent owned an apartment or condominium. This was about the same as found in the first quarter 2007 and throughout 2006. Young affluent consumers, those 40 and under, have a higher incidence of renting their residence (15 percent in 2Q2007), while home ownership incidence rises with age (88 percent among over 40 year olds in 2Q2007).

In terms of their place of residence, the majority of luxury consumers (60 percent) lived in the suburbs of a major city, with 22 percent living in a small city/town and its environs. Only 10 percent lived in the downtown of a major city and 8 percent in a rural or country environment. Young affluents (40 years and younger) are more likely to live downtown (14 percent) and older luxury consumers (over 40 years old) are more likely to live in small towns (26 percent) or in rural/country areas (9 percent).

Luxury consumers are highly educated, so we find that about three-quarters (75 percent) have completed a four-year college degree or higher educational attainment, including 28 percent who have a masters degree or higher education and another 10 percent with some post-graduate work.

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 6 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.'

2Q2007 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 (April 2007 to June 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 (April 2007 to June 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 Wine, Liquor & Spirits
- 8-None of the above

5. In the past three months (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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

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

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

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

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

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

11. Please indicate which of the Tabletop brands listed below you purchased or influenced the purchase of in the past three months (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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

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 (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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

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

42. From the list below, what type of luxury Kitchen Appliances, Bath, and Building Products did you purchase in past three months (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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

54. What type of Luxury Jewelry did you buy in the past three months (April 2007 to June 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 (April 2007 to June 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-Palladium
- 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

58. What type of Men's Luxury Jewelry did you buy in the past three months (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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

63. Please indicate which of the Jewelry brands listed below you purchased or influenced the purchase of in the past three months (April 2007 to June 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-John Hardy
- 16-Judith Ripka
- 17-Kwait
- 18-Lalique
- 19-Leo Diamond
- 20-Mikimoto
- 21-Robert Lee Morris
- 22-Roberto Coin
- 23-Scott Kay
- 24-Swarovski
- 25-Tiffany
- 26-Van Cleef & Arpels
- 27-None of the above

65. What type of Luxury Watch did you purchase in the past three months (April 2007 to June 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

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 (April 2007 to June 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 (April 2007 to June 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

68. Please indicate which of the Watch brands listed below you purchased or influenced the purchase of in the past three months (April 2007 to June 2007). (Please check all that apply.)

- 1-Breguet
- 2-Breitling
- 3-Cartier
- 4-Casio
- 5-Chopard
- 6-Citizen
- 7-Croton
- 8-David Yurman
- 9-Ebel
- 10-Invicta
- 11-Jaeger-LeCoultre
- 12-Movado
- 13-Omega
- 14-Patek Philippe
- 15-Raymond Weil
- 16-Rolex
- 17-TAG Heuer
- 18-Tissot
- 19-Wittnauer
- 20-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 (April 2007 to June 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

71. Please indicate which of the Automobile brands listed below you purchased or influenced the purchase of in the past three months (April 2007 to June 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 (April 2007 to June 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 (April 2007 to June 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...

. Which of the following statements best describes your lifestyle and approach to living? [Select only 1]

- 1- I tend to buy highest quality and aim for the best of the best. Whether it's the restaurants I eat, the shoes I buy, the car I drive or the vacations I take, I consistently have top of the line. In terms of good, better and best...I always aim for the best.
- 2- The majority of purchases I make, including travel and dining experiences, are better than average. I save 'top of the line' for some things and/or experiences that really matter to me. At a minimum, I have 'better' with the occasional 'best'.
- 3- In terms of good, better and best, I mostly have good. I scale back a bit on some purchases in order that I can live the 'good life' in areas that really matter to me. High end luxury living is not part of my everyday life, but it is important to me. For example, spending the weekend in a fabulous resort or buying one fantastic designer outfit a season is my reward and a treat I look forward to.
- 4- I've been lucky to enjoy certain luxuries in my life but luxury is not a part of my lifestyle.

. Please indicate how strongly you agree or disagree with each of the following statements about luxury (1=Strongly Agree, 2=Agree Somewhat, 3=Neither Agree Nor Disagree, 4=Disagree Somewhat, or 5=Strongly Disagree)

Luxury is defined by the brand of the product, so if it isn't a luxury brand it isn't a luxury.

When you buy a luxury item, you expect it to be noticeably a cut above the average.

Luxury doesn't always have to be the most expensive thing or be the most exclusive brand.

Luxury is being free to express my personality and individuality in the things I wear, in the car I drive, in the way I decorate my home.

Buying luxury items seems less important to me today than it did in the past.

Luxury is for everyone and different for everyone.

Luxury is being able to pursue my passions and interests.

While luxury experiences like travel are nice, they are fleeting, so I prefer to buy luxury items that I can keep and cherish.

Luxury is less about the material things one has or one owns and more about how one experiences their life, their sense of happiness and satisfaction.

Once you experience luxury in your life, you never want to go back to the ordinary.

Luxury is about feeling pampered, like having a massage or a soak in a hot tub.

Luxury is having the feeling that I can do what I want when I want to.

Luxury isn't how much something costs, but how much it means to you.

Luxury is the finer things in life that surround you with supreme comfort, beauty and quality.

At my stage in life, I am less interested in buying more luxury 'things,' and more interested in spending my money on special experiences that I will remember the rest of my life.

Luxury is not about conspicuous consumption or buying things to impress.

When quality is equal between two luxury products, I buy based upon the product brand's reputation.

Buying luxury items is a way to pamper myself.

For me life's luxuries are about my feelings and making memories with my family and friends.

I enjoy the feeling of buying luxuries on sale and usually search out the best value at the lowest price.

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