

# 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 October to December 2006. The results of this survey were compared with the third quarter July to September 2006. The next luxury tracking survey will be fielded at the end of the first quarter 2007, on or about April 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 17 percent of 4Q2006 sample); \$100,000-\$149,999 (affluents or 38 percent of 4Q2006 sample); \$150,000+ (super-affluents or 45 percent of 4Q2006 sample). The average income of the 4Q2006 sample was \$156,500; 3Q2006 sample was \$149,100, as compared with the 2Q2006 sample which was \$147,900, and \$145,700 in 1Q2006. Throughout 2005, the luxury tracking survey sample's average income was \$139,070.

A total of 1,036 luxury consumers were surveyed in 4Q2006. This compares to 1,074 luxury consumers who were surveyed in 3Q2006; 1,016 luxury consumers in 2Q2006; and 1,196 luxury consumers in 1Q2006.

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 Status 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 status. (Summary of findings included in Chapter 1)

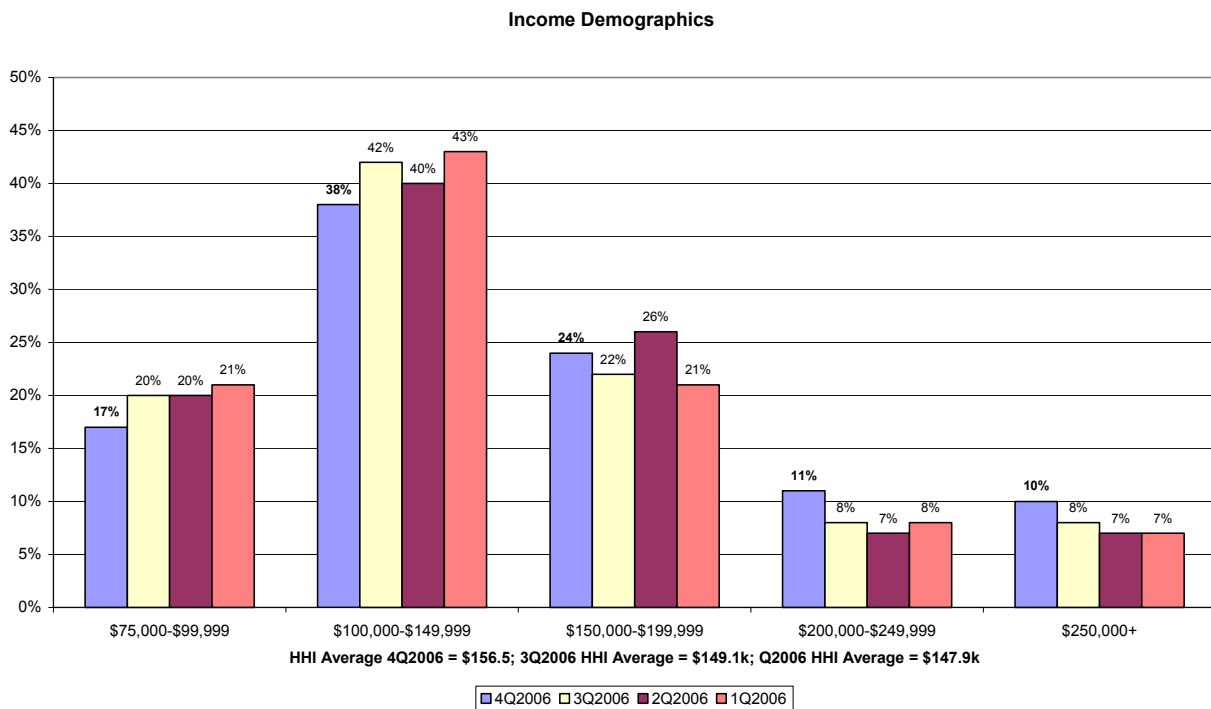
#### **Sample Demographics**

A total of 1,036 affluent consumers with household incomes of \$75,000 or more and who purchased one or more luxuries in the past quarter (October-December) were surveyed. This compares to 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 \$156,500. This compares to 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 85: Income Demographics

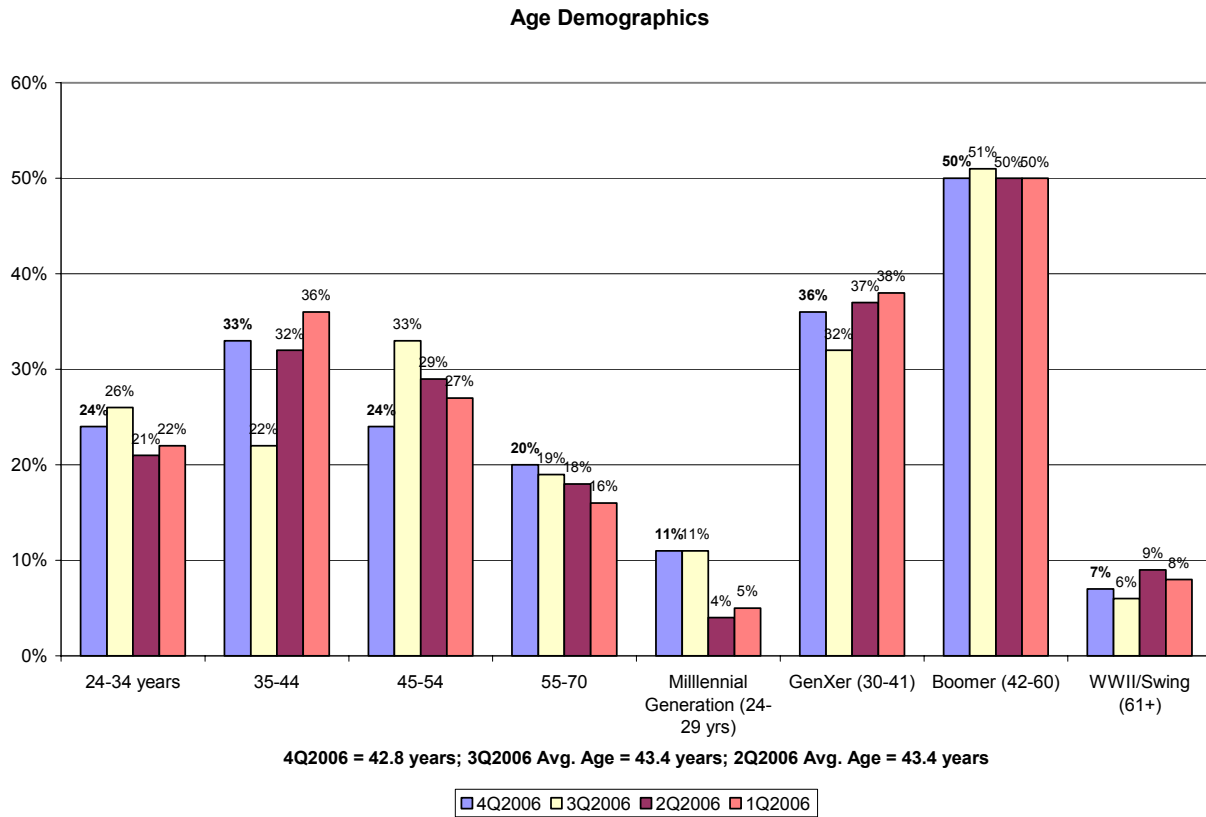
Slightly more consumers surveyed in the fourth quarter (45 percent) were in the super-affluent income segment (\$150,000 and above) than in the affluent segment (\$100,000-\$149,999). Less than 20 percent of the sample were in the near-affluent range of \$75,000-\$99,999.

### Gender

In keeping with the female-skew found consistently in Unity's luxury consumer surveys, the fourth quarter sample was 61 percent female and 39 percent male. This compares to 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 86: Age Distribution

The luxury consumers averaged 42.8 years in the fourth quarter, as compared to 43.4 years in the third and second quarters, and 42.7 years in the the first quarter 2006 sample.

In the third quarter, Baby Boomers (born 1946-1964) comprised half of the survey sample (50 percent) and GenXers (born 1965-1976) made up 38 percent of the total. Overall these two generations dominate the luxury survey findings, accounting for over 80 percent of the sample. Because neither the Millennial or World War II/Swing generations provide adequate sample for statistically reliable comparisons, throughout this report only the Boomers and GenXer cohorts are examined in detail.

### **Other Demographic Variables**

Some 80 percent of the luxury consumers surveyed in the fourth quarter were married, which is comparable to the survey samples in the first, second and third quarters as well. This is also consistent throughout luxury tracking with married individuals making up the largest share of the luxury consumer sample. Only 9 percent of the 4Q2006 sample was single and 8 percent living as a couple. On average 3.2 people make up the luxury consumers' household in the fourth quarter. This compares to 2.8 people in the third quarter and 3.2 people found in the first and second quarter 2006.

Over 80 percent (83 percent) owned their home, while 9 percent rented and 8 percent owned an apartment or condominium. Younger affluent consumers, 24-to-34, have a higher incidence of renting their residence and owning an apartment or condominium, while home ownership incidence rises with age. Luxury consumers are highly educated, so we find that over two-thirds (71 percent) have completed a four-year college degree or higher educational attainment, including 29 percent who have a masters degree or higher education.

Some 87 percent of this affluent sample was White/Caucasian, same as found in the first, second and third quarter. Some 7 percent were Asian or Pacific Islanders, about 6 percent were Spanish/Hispanic/Latino, about 4 percent were Black/African-American and 1 percent were American Indian, Eskimo or Aleut. Three percent described themselves as 'other.'

## 4Q2006 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 (October 2006 to December 2006), 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, 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 (October 2006 to December 2006) 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 Pet Products
- 8-Luxury Wine, Liquor, and Spirits
- 9-Luxury Pens, Writing Instruments, Desk Accessories
- 10-None of the above

5. In the past three months (October 2006 to December 2006) 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

6. From the list below, what type of luxury **tabletop products** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?**

- 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 (October 2006 to December 2006)? (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

**Thinking of your last luxury Tabletop purchase, did you pay full retail price or was it purchased on sale or at a discount off full retail price?**

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

**13. From the list below, what type of luxury Art, Wall Decor, and Antiques Products did you purchase in the past three months (October 2006 to December 2006)? (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-Other Art
- 10-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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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<br><br>
- 12-Other Types of Stores Not Listed Above

Thinking of your last **luxury Art, Sculpture, Wall Decor and Antiques purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

20. From the list below, what type of luxury **Electronics and Photography Products** did you purchase in past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Electronics and Photography purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

26. From the list below, what type of luxury **Home Decorating Fabrics, Window and Wall Coverings** did you purchase in past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Home Decorating Fabrics, Window & Wall Coverings purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

30. From the list below, what type of luxury **Furniture, Lamps, and Floor Coverings** did you purchase in past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last luxury **Furniture, Lamps and Floor Coverings** purchase, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

34. From the list below, what type of luxury **Outdoor, Lawn, Patio, and Garden Products** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last luxury **Outdoor, Lawn, Patio and Garden Products purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

38. From the list below, what type of luxury **Kitchenware, Cookware, and Housewares** did you purchase in past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last luxury **Kitchenware, Cookware and Housewares purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

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

(October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last luxury **Kitchen Appliances, Bath and Building Products** purchase, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

46. From the list below, what type of luxury **Linens and Bedding** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Linen and Bedding purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

53. Please indicate which of the following **Luxury Home** purchases you expect or have plans to make in the next three months (January to March 2007): (Please check all that apply.)

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

54. What type of **Luxury Jewelry** did you buy in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)? (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 (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Jewelry purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

65. What type of **Luxury Watch** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Watch purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

[Note: These two questions should be presented to ALL Auto buyers from Question #4 above]

70. How much in total did your household spend on all luxury **Automobiles and/or Recreational Vehicles** purchases in the past three months (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Automobile purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

73. What type of luxury **Clothes and Apparel** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Clothes & Apparel purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

77. What type of luxury **Fashion Accessories** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Fashion Accessories purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

83. What type of luxury **Fragrance, Cosmetics and/or Beauty Products** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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 (October 2006 to December 2006)? (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

Thinking of your last **luxury Fragrance, Cosmetics, Beauty Products purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

87. How much in total did your household spend on all luxury **Pet Products** purchases in the past three months (October 2006 to December 2006)?

- 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

88. In what kind of stores did you purchase luxury **Pet Products** in the past three months (October 2006 to December 2006)? (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-Pet Specialty Shop
- 12-Other Types of Stores Not Listed Above

Thinking of your last **luxury Pet Products purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price

- 2-Bought on sale or at discount off full retail price
- 3-Don't know

90. What type of luxury **Wine, Liquor and Spirits** did you purchase in the past three months (October 2006 to December 2006)? (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 (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Wine, Liquor and Spirits purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

93. How much in total did your household spend on all luxury **Pens, Writing Instruments, and Desk Accessories** purchases in the past three months (October 2006 to December 2006)?

- 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 **Pen, Writing Instruments, and/or Desk Accessories** in the past three months (October 2006 to December 2006)? (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-Office Supply, Stationers Store
- 12-Other Types of Stores Not Listed Above

95. Thinking of your last **luxury Pen, Writing Instruments and/or Desk Accessories purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

98. Please indicate which of the following **Personal Luxury** purchases you expect or have plans to make in the next three months (July to September 2006): (Please check all that apply.)

- 1-Luxury Automobiles and/or recreational vehicles (such as boats, RVs, etc.)
- 2-Luxury Clothes & Apparel (such as dresses, suits, shirts, pants, etc.)
- 3-Luxury Fashion Accessories (such as handbags, wallets, suitcases, shoes, etc.)
- 4-Luxury Fragrance, Cosmetics and/or Beauty Products and Skin Care regimes
- 5-Luxury Jewelry
- 6-Luxury Watches
- 7-Luxury Pet Products
- 8-Luxury Wine, Liquor and Spirits
- 9-Luxury Pens, Writing Instruments, and Desk Accessories
- 10-None of the above

99. What kind of luxury **Travel** did you experience in the past three months (October 2006 to December 2006)?

**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 (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Travel purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

103. How much in total did your household spend on all experiential luxury **Dining** services in the past three months (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Dining purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

105. How much in total did your household spend on all experiential luxury **Entertainment** services in the past three months (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Entertainment purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

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 (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Spa, Beauty Treatment or Cosmetic Surgery purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

99. What kind of luxury **Home** services purchase did you experience in the past three months (October 2006 to December 2006)?

- 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 purchase in the past three months (October 2006 to December 2006)?

- 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

Thinking of your last **luxury Home Services purchase**, did you pay full retail price or was it purchased on sale or at a discount off full retail price?

- 1-Paid full retail price
- 2-Bought on sale or at discount off full retail price
- 3-Don't know

111. Please indicate which of the following **Experiential Luxury** purchases you expect or have plans to make in the next three months (January to March 2007): *(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

[For all respondents..]

In the past twelve months *(January-December 2006)* , did you do or experience any of the following?

- 1-Bought an existing home as primary residence
- 2-Built a new home as primary residence
- 3-Bought and/or built a second and/or vacation home
- 4-Bought a time share for vacationing
- 5-Bought a new car
- 6-Bought a used car
- 7-Redecorated my home, usually involving only minor changes such as paint, furniture and new decorations
- 8-Remodeled my home, usually involving hammers and saws and major structural changes
- 9-Added onto my home
- 10-Changed jobs or careers
- 11-Retired
- 12-Had child go to college for first time
- 13-Had child graduate from high school
- 14-Had child graduate from college
- 15-Had child move back home after living away
- 16-Had a baby
- 17-Became grandparent
- 18-Lost mate through divorce or death
- 19-Got married
- 20-None/Does not apply

In the coming twelve months *(January-December 2007)* , do you expect to do or experience any of the following?

- 1-Buy an existing home as primary residence
- 2-Build a new home as primary residence
- 3-Buy and/or built a second and/or vacation home
- 4-Buy a time share for vacationing
- 5-Buy a new car
- 6-Buy a used car
- 7-Redecorate my home, usually involving only minor changes such as paint, furniture and new decorations
- 8-Remodel my home, usually involving hammers and saws and major structural changes
- 9-Add onto my home
- 10-Change jobs or careers
- 11-Retire
- 12-Have child go to college for first time
- 13-Have child graduate from high school
- 14-Have child graduate from college
- 15-Have child move back home after living away
- 16-Have a baby
- 17-Become grandparent
- 18-Lose mate through divorce or death
- 19-Get married
- 20-None/Does not apply

How strongly do you agree or disagree with the following statements (Please indicate Strongly Agree, Agree, Neither Agree or Disagree, Disagree or Strongly Disagree)

I often buy luxury brands because they reflect the best style and taste

Luxuries may cost more, but they are worth the extra cost

I prefer to buy luxury brands because they offer the highest quality available.

Buying luxuries makes me feel special

I like to shop in stores where I can find the best luxury brands

I buy luxury brands because they signify my hard work and personal accomplishments

I like to buy luxury brands because they are highly regarded and have a well known reputation

I often turn to products that don't necessarily have the most exclusive luxury label, but offer quality that is just as good

A lot of the well-known luxury brands have a status that they don't deserve

I try to find a middle ground between looking like I have a good life, but not wanting to be too showy

Sometimes I choose to buy one item over another because of the status of the brand

Part of the appeal of owning certain brand products is the image of luxury that their name conjures up

When you buy a luxury brand, you are paying more for timeless, classic style...something that will last a long time and never look outdated or old.

I don't want to look like I am wearing the most expensive brands; I prefer a more quiet subtle status...what I call 'anti-status'

When you own luxury brands, it gives you a certain level of confidence

114. Please indicate which of the brands listed below you purchased or influenced the purchase of in the past three months (October 2006 to December 2006).

**Tabletop Brand Purchase** (Please check all that apply.)

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

**Art & Antiques**

**Art Brand Purchase**

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

**17. Sculpture Brand Purchase:**

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

**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 (October 2006 to December 2006): (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 Ross
- 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-Dolce & Gabbana
- 12-Donna Karan/DKNY
- 13-Fendi
- 14-Ferragamo
- 15-Gucci
- 16-Hermes
- 17-Jimmy Choo
- 18-Louis Vuitton
- 19-Marc Jacobs
- 20-Michael Kors
- 21-Ralph Lauren
- 22-Roberto Cavalli
- 23-Sergio Ross
- 24-Stella McCartney
- 25-Valentino
- 26-Versace
- 27-Diane Von Furstenberg
- 28-Yves Saint-Laurent
- 29-None of the above

**Mattress Brand Purchase**  
*(Please check all that apply.)*

- 1-Duxiana/DuxBed
- 2-Sealy
- 3-Serta
- 4-Simmons
- 5-Stearns & Foster
- 6-Select Comfort/Sleep Number Bed
- 7-Tempur-Pedic
- 8-None of the above

**122. Automobile Brand Purchase** *(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

**123. Luxury Jewelry Brand Purchase** *(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-Judith Ripka
- 15-Lalique
- 16-Mikimoto
- 17-Robert Lee Morris
- 18-Roberto Coin
- 19-Scott Kay
- 20-Swarovski
- 21-Tiffany
- 22-Van Cleef & Arpels
- 23-Yvel
- 24-None of the above

**124. Watch Brand Purchase** *(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-Rolex
- 13-TAG Heuer
- 14-Witnauer
- 15-None of the above

125 127. Please indicate whether you made any luxury purchases or influenced any luxury purchases from these retail stores in the past three months (October 2006 to December 2006).

**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 (October 2006 to December 2006), 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-Cargo
- 4-Conde Nast Traveler
- 5-Departures
- 6-Domino
- 7-Elle
- 8-Elle Decor
- 9-Food & Wine
- 10-Glamour
- 11-Gourmet
- 12-GQ
- 13-Harper's Bazaar
- 14-House & Garden
- 15-House Beautiful
- 16-InStyle
- 17-Lucky
- 18-Marie Claire
- 19-Martha Stewart Living
- 20-New Yorker
- 21-Oprah
- 22-People
- 23-Real Simple
- 24-Robb Report
- 25-Self
- 26-Southern Accents
- 27-Town & Country
- 28-Traditional Home
- 29-Travel & Leisure
- 30-Vanity Fair
- 31-Veranda
- 32-Vogue
- 33-W
- 34-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

140. How many children under the age of 18 currently live in your household?

- 1-0
- 2-1
- 3-2
- 4-3
- 5-4
- 6-5
- 7-6 or more

What kind of community is your primary residence located in?

- Downtown of Major City
- Suburbs of Major City
- Small City/Town and its environs
- Rural/Country

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

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