

APPENDIX

A

METHODOLOGY & RESEARCH QUESTIONNAIRE

METHODOLOGY

This report summarizes results of both qualitative focus group and quantitative survey research. Unity Marketing conducted a survey among just about 1,000 households (954 in total) that decorate their home for various holidays and/or seasonal celebrations. The survey was conducted during May 2004 among a panel of U.S. consumers using an electronic internet-based survey platform. A copy of the survey form follows. Survey respondents were screened for their active personal involvement in holiday decorating, so those respondents who said they only “helped out doing specific holiday decorating tasks or purchases” or “very slightly involved or not at all involved in holiday decorating or purchases” were eliminated from the survey. Only individuals who said they were “primarily responsible for holiday decorating or purchases” or who were “jointly responsible with another household member for holiday decorating and purchases” were included in the survey. Not unexpectedly the survey sample skewed female with nearly 80 percent of the decorating respondents (77 percent or 738 individuals) being women and about 20 percent (23 percent or 216) being men.

In addition several focus groups were conducted in the Columbus, Ohio market among very active holiday decorators to provide their unique perspective on why they decorate, what they look for in the decorations they buy and what really turns them on when it comes to decorating. These individuals were screened for having decorated both the inside and outside of their home for four of the past seven major decorating holidays (e.g. Christmas 2003; Halloween 2003; Thanksgiving 2003; Easter 2004; Fourth July 2004; Valentines Day 2004 or any party or special event); having purchased new inside and outside decorations for four of the seven major holidays; and having spent over \$100 on new decorations in the past year. The respondent’s comments from the focus groups are summarized throughout this report.

SEASONAL DECORATIONS CONSUMER QUESTIONNAIRE

Qualifying Question

1. In your household what is your level of involvement and responsibility for holiday decorating and decorations purchases? Are you...

1-Primarily responsible for holiday decorating and purchases

2-Jointly responsible with another household member for holiday decorating and purchases

3-Help out by doing specific holiday decorating tasks or purchases (*i.e. hanging outside lights, buying and setting up Christmas tree etc.*) [TERMINATE]

4-Very slightly or not at all involved in holiday decorating or purchases [TERMINATE]

ABOUT HOLIDAY & EVENT DECORATIONS DISPLAYS

2. In the past twelve months, from April 2003 to May 2004, please indicate if you celebrated any of these holidays by decorating your home. Please indicate whether you decorated inside the home with decorations only visible to those that are inside the home; only outside the home with decorations visible to neighbors or people passing by the exterior of the home; or both inside and outside of your home. [RANDOMIZE HOLIDAYS]

1-Inside The Home

2-Outside The Home

3-Both Inside And Outside The Home

4-Did Not Decorate For This Holiday [IF "DID NOT" FOR ALL, SKIP TO Q12]

1-New Year's Day

2-Valentine's Day

3-St. Patrick's Day

4-Easter/Passover

5-Cinco de Mayo

6-Memorial Day

7-Fourth of July

8-Labor Day

9-Halloween

10-Thanksgiving

11-Christmas/Hanukah

12-Other holiday not indicated above

ABOUT HOLIDAY AND EVENT/PARTY DECORATIONS PURCHASES

[ASK ALL]

3. In the past twelve months, from April 2003 to May 2004, please indicate if you purchased any new decorations for any of the holidays or events listed below. Please indicate whether you purchased any indoor decorations, outdoor decorations or both indoor and outdoor decorations.
[RANDOMIZE]

- 1-Indoor Decorations
- 2-Outdoor Decorations
- 3-Both Indoor and Outdoor Decorations
- 4-Did Not Purchase Decorations For This Holiday

- 1-New Year's Day
- 2-Valentine's Day
- 3-St. Patrick's Day
- 4-Easter/Passover
- 5-Cinco de Mayo
- 6-Memorial Day
- 7-Fourth of July
- 8-Labor Day
- 9-Halloween
- 10-Thanksgiving
- 11-Christmas/Hanukah

12- Any events, parties or celebrations, such as birthday, weddings or showers, anniversaries, reunions, graduations, going away, new baby, other parties, celebrations, gatherings held in your home

[IF YES TO ANY HOLIDAYS EXCEPT CHRISTMAS]

[IF INDOOR]

Indoor [RANDOMIZE]

4. What type of **indoor** decorations did you purchase for [insert holiday]? *(Please select all that apply)*

- 1-Paper and party decorations (such as paper plates and cups, napkins, tablecovers, die-cut decorations, crepe paper, banners, piñatas, confetti, centerpieces, crepe paper decorations, other)
- 2-Balloons and/or other vinyl/plastic decorations

- 3-Tabletop decorations (such as centerpieces, vases, figurines, holiday dinnerware, etc.)
- 4-Lighted houses or miniature villages
- 5-Candles and/or candle accessories
- 6-Flowers, plants, dried flowers, wreaths or other indoor floral accessories
- 7-Hanging decorations (such as glass balls, stained glass, etc.)
- 8-Craft kits and/or supplies
- 9-Fabric bows, ribbons, and/or banners
- 10-Tabletop and home linens (such as table cloths, table runners, placemats, napkins, or other tabletop linen and fabric accessories)
- 11-Other
- 12-None of the above

[IF OUTDOOR]

Outdoor [RANDOMIZE]

5. What type of **outdoor** decorations did you purchase for [insert holiday]? *(Please select all that apply)*

- 1-Lights and/or lighted sculptures
- 2-Flags, banners and/or signs
- 3-Bows and/or ribbons
- 4-Flowers, plants, planters, wreaths or other outdoor floral accessories
- 5-Plastic or vinyl outdoor displays including blowup balloons
- 6-Craft kits and/or supplies
- 7-Other
- 8-None of the above

[IF HALLOWEEN ABOVE]

6. What themes or styles of Halloween decorations did you purchase in the past twelve months? Please indicate whether most of the decorations you purchased were this theme, some were this theme or none were this theme.

- 1-Most decorations purchased
- 2-Some decorations purchased
- 3-No decorations purchased

1- "Spooky" Halloween (i.e. spooky or eerie ghosts, goblins, witches, scary jack-o-lanterns, skeletons, bats, etc.)

2-“Fun and Funky” Halloween (i.e. fun, light-hearted and/or humorous ghosts, goblins, witches, funny jack-o-lanterns, etc.)

3-“Harvest Home” Halloween celebrating the harvest season (*such as pumpkins, scarecrows, corn stalks, etc.*)

CHRISTMAS-ONLY

[IF INDOOR]

Indoor [RANDOMIZE]

7. What type of **indoor** decorations did you purchase new for Christmas 2003? (*Please select all that apply*)

1-Paper and party decorations (such as paper plates and cups, napkins, tablecovers, die-cut decorations, crepe paper, banners, piñatas, confetti, centerpieces, crepe paper decorations, other)

2-Artificial Christmas trees

3-Cut/Live Christmas trees

4-Indoor Christmas tree lights used to light on Christmas tree

5-Other indoor Christmas lights, such as window lights, candles, etc.

6-Glass-blown Christmas tree ornaments

7-Resin, wood, metal, fabric or other Christmas tree ornaments

8-Collectible Christmas tree ornaments, i.e. special ornaments specifically sold as collectible-type

9-Garlands, roping, swags, and ribbons to drape on tree, mantels, hearths, stairs, window, doors, etc.

10-Ornamental fabric bows for decorating Christmas tree, mantels, hearths, stairs, windows, doors, etc.

11-Musical ornaments, decorations or other musically-enhanced Christmas decorations (if decoration combines movement and music, check moving ornaments below)

12-Moving ornaments, decorations or other movement-enhanced Christmas decorations

13-Nativities and/or Biblical Scenes

14-Santa figurines, sculptures or dolls

15-Lighted Christmas villages, houses, or sculptures

16-Other lighted Christmas decorations, such as miniature ceramic trees, etc.

17-Nutcrackers

18-Snow Globes

19-Trains and miniature train displays

20-Candles and/or candle accessories, including bayberry-scented candles

21-Live Poinsettia plants

22-Other flowers, plants, dried flowers, wreaths or other indoor floral accessories, including mistletoe

23-Craft kits and/or supplies

24-Balloons

25-Tabletop and home linens (such as table cloths, table runners, placemats, napkins, or other tabletop linen and fabric accessories)

26- Christmas tree skirts and/or stockings

27-Other

28-None of the above

[IF OUTDOOR]

Outdoor

8. What type of **outdoor** decorations did you purchase new for Christmas 2003? *(Please select all that apply)*

1-Regular miniature or full-sized lights around house, door, landscape plantings, etc.

2-Icicle lights or other special featured outside lights around house, door, landscape plantings, etc.

3-Spotlights, including spotlights that project pictures and images

4-Lighted metal yard sculpture, such as reindeer, etc.

5-Lighted plastic or vinyl sculpture, including blowup balloons

6-Flags, banners and/or signs

7-Ribbons and/or bows

8-Potted trees, plants, planters, wreaths or other outdoor floral accessories

9-Nativities and/or Biblical Scenes

10-Craft kits and/or supplies

11-Other

12-None of the above

[IF OUTDOOR]

9. How does your home's outdoor **Christmas** display compare with your neighbors?

5-Much more spectacular than neighbors

4-Somewhat more spectacular than neighbors

3-Same as neighbors

- 2-Somewhat less spectacular than neighbors
- 1-Much less spectacular than neighbors

[FOR ALL HOLIDAYS AND CELEBRATIONS ABOVE, INCLUDING CHRISTMAS]

ABOUT WHERE YOU SHOP FOR DECORATIONS

10. Thinking about the stores where you purchased holiday and/or event decorations in the past year, which of the following sources have you used to buy decorations regularly, occasionally, rarely, never?

- 1-Shop Regularly For Decorations
- 2-Shop Occasionally For Decorations
- 3-Shop Rarely For Decorations
- 4-Never Shop For Decorations

1-Furniture and home furnishings stores (such as Pier 1, Linens 'n Things, Bed Bath & Beyond, Pottery Barn, Williams Sonoma, Restoration Hardware, Bombay Company, Crate and Barrel, Ethan Allen or local furniture stores)

2-Food and beverage stores (such as Acme, Albertson, Safeway, etc.)

3-Building materials, hardware stores, garden centers, equipment and supplies dealers (*such as Home Depot, Lowes, Ace Hardware, local garden or hardware stores, etc.*)

4-Health and personal care stores, drug stores, cosmetics stores (*such as CVS, Rite Aid, Ulta, local cosmetic stores*)

5-Traditional department stores (such as JC Penneys, Macys, Sears, Dillards, Marshall Fields, Bloomingdales, etc.)

6-Discount department stores including warehouse clubs, dollar stores, and discount mass merchants (*such as Wal-Mart, Kmart, Target, Sam's Club, Kohls, other discount department stores*)

7-Craft & hobby stores (such as Michaels, Hobby Lobby, JoAnns)

8- Sporting goods, book and music stores (*such as Barnes & Noble, Borders, etc.*)

9- Year-round Christmas specialty store (such as Bronners, Christmas Tree Shops, etc.)

10- Specialty gift and card stores (such as Hallmark, Carlton Cards, etc.)

11-Florists shops

12 –Other specialty stores including pet specialty stores, office supply stores and stationers (*such as Pet Smart, Staples, other specialty stores not classified elsewhere*)

13-Non-store retailers, including internet sites, mail order catalogs, direct home sales or TV shopping channels (*such as HSN, QVC or infomercials*)

14- Other stores not listed above

[FOR EACH HOLIDAY AND EVENT BOUGHT FOR IN PAST YEAR]

ABOUT SPENDING FOR DECORATIONS

11. Approximately how much in total did you spend buying new decorations for [insert holiday/event] holiday or event, including total spending on inside and outside decorations over the last twelve months?

1-\$25 or less

2-\$26-\$50

3-\$51-\$100

4-\$101-\$250

5-\$251-\$500

6-\$501-\$1,000

7-\$1,001 or more

[ASK ALL]

12. In the coming twelve months, how likely are you to buy any new decorations to celebrate these holidays or events

5-Very Likely

4-Somewhat Likely

3-Neither Likely Nor Unlikely

2-Somewhat Unlikely

1-Very Unlikely

Holidays & Events [RANDOMIZE]

1-New Year's Day

2-Valentine's Day

3-St. Patrick's Day

4-Easter/Passover

5-Cinco de Mayo

6-Memorial Day

7-Fourth of July

8-Labor Day

9-Halloween

10-Thanksgiving

11-Christmas/Hanukah

12- Any events, parties or celebrations (such as birthday, weddings or showers, anniversaries, reunions, graduations, going away, new baby, other parties, celebrations, gatherings held in your home)

[IF CHRISTMAS/HANUKAH IS 5 OR 4 ABOVE (Q12) I.E. LIKELY TO BE BOUGHT]

CHRISTMAS/HANUKAH 2004

13. About your plans to buy Christmas/Hanukah decorations for the 2004 season....What month do you expect to begin your shopping for new Christmas/Hanukah 2004 decorations?

1-Already begun shopping for Christmas 2004 decorations

2- June 2004

3-July 2004

4-August 2004

5-September 2004

6-October 2004

7-November 2004

8-December 2004

14. What types of stores are you most likely to shop for Christmas/Hanukah 2004 decorations? *(Please select all that apply)* [RANDOMIZE]

1-Furniture and home furnishings stores (such as Pier 1, Linens 'n Things, Bed Bath & Beyond, Pottery Barn, Williams Sonoma, Restoration Hardware, Bombay Company, Crate and Barrel, Ethan Allen or local furniture stores)

2-Food and beverage stores (such as Acme, Albertson, Safeway, etc.)

3-Building materials, hardware stores, garden centers, equipment and supplies dealers *(such as Home Depot, Lowes, Ace Hardware, local garden or hardware stores, etc.)*

4-Health and personal care stores, drug stores, cosmetics stores *(such as CVS, Rite Aid, Ulta, local cosmetic stores)*

5-Traditional department stores (such as JC Penneys, Macys, Sears, Dillards, Marshall Fields, Bloomingdales, etc.)

6-Discount department stores including warehouse clubs, dollar stores, and discount mass merchants *(such as Wal-Mart, Kmart, Target, Sam's Club, Kohls, other discount department stores)*

7-Craft & hobby stores (such as Michaels, Hobby Lobby, JoAnns)

8- Sporting goods, book and music stores *(such as Barnes & Noble, Borders, etc.)*

9- Year-round Christmas specialty store (such as Bronners, Christmas Tree Shops)

10- Specialty gift and card stores (such as Hallmark, Carlton Cards, etc.)

11-Florists shops

12 –Other specialty stores including pet specialty stores, office supply stores and stationers
(such as Pet Smart, Staples, other specialty stores not classified elsewhere)

13-Non-store retailers, including internet sites, mail order catalogs, direct home sales or TV shopping channels (such as HSN, QVC or infomercials)

14- Other stores not listed above

15-None of the above

15. What types of decorations are you likely to buy for Christmas/Hanukah 2004 this year?

1-Indoor

2-Outdoor

3-Both indoor and outdoor

4-None

[IF INDOOR]

Indoor

16. What types of **indoor** decorations do you expect to purchase new for Christmas/Hanukah 2004 this year?

1-Paper and party decorations(such as paper plates and cups, napkins, tablecovers, die-cut decorations, crepe paper, banners, piñatas, confetti, centerpieces, crepe paper decorations, other)

2-Artificial Christmas trees

3-Cut/Live Christmas trees

4-Indoor Christmas tree lights used to light on Christmas tree

5-Other indoor Christmas lights (such as window lights, candles, etc.)

6-Glass-blown Christmas tree ornaments

7-Resin, wood, metal, fabric or other Christmas tree ornaments

8-Collectible Christmas tree ornaments (i.e. special ornaments specifically sold as collectible-type)

9-Garlands, roping, swags, and ribbons to drape on tree, mantels, hearths, stairs, window, doors, etc.

10-Ornamental fabric bows for decorating Christmas tree, mantels, hearths, stairs, windows, doors, etc.

11-Musical ornaments, decorations or other musically-enhanced Christmas decorations (If decoration combines movement and music, please also check “Moving ornaments” below)

12-Moving ornaments, decorations or other movement-enhanced Christmas decorations

13-Nativities and/or Biblical Scenes

14-Santa figurines, sculptures or dolls

15-Lighted Christmas villages, houses, or sculptures

16-Other lighted Christmas decorations (such as miniature ceramic trees, etc.)

17-Nutcrackers

18-Snow Globes

19-Trains and miniature train displays

20-Candles and/or candle accessories, including bayberry-scented candles

21-Live Poinsettia plants

22-Other flowers, plants, dried flowers, wreaths or other indoor floral accessories, including mistletoe

23-Craft kits and/or supplies

24-Balloons

25-Tabletop and home linens (such as table cloths, table runners, placemats, napkins, or other tabletop linen and fabric accessories)

26-Christmas tree skirts and/or stockings

27-Other

28-None of the above

[IF OUTDDOOR]

Outdoor

17. What types of outdoor decorations do you expect to purchase new for Christmas/Hanukah 2004 this year?

1-Regular miniature or full-sized lights around house, door, landscape plantings, etc.

2-Icicle lights or other special featured outside lights around house, door, landscape plantings, etc.

3-Spotlights, including spotlights that project pictures and images

4-Lighted metal yard sculpture (*such as reindeer, etc.*)

5-Lighted plastic or vinyl sculpture, including blowup balloons

6-Flags, banners and/or signs

- 7-Ribbons and/or bows
- 8-Potted trees, plants, planters, wreaths or other outdoor floral accessories
- 9-Nativities and/or Biblical Scenes
- 10-Craft kits and/or supplies
- 11-Other
- 12-None of the above

18. What colors of Christmas/Hanukah decorations are you likely to buy and decorate with, this 2004 holiday season? *(Please select all that apply)* [RANDOMIZE]

- 1-Traditional red & green
- 2-Burgundy red
- 3-Purple
- 4-Blue
- 5-Gold
- 6-Silver or Platinum
- 7-Pink
- 8-Sage Green
- 9-Pastels
- 10-White
- 11-None of the above

19. Approximately how much in total are do you expect to spend buying Christmas/Hanukah decorations this year?

- 1-\$25 or less
- 2-\$26-\$50
- 3-\$51-\$100
- 4-\$101-\$250
- 5-\$251-\$500
- 6-\$501-\$1,000
- 7-\$1,001 or more

TRENDS IN HOLIDAY DECORATING

20. Did you spend more, about the same, or less on buying holiday or event decorations in the past twelve months compared to two years ago?

- 5- Spent significantly more
- 4- Spent somewhat more
- 3- Spent about the same
- 2- Spent somewhat less
- 1- Spent significantly less

21. In the coming twelve months, do you expect to spend more than, the same as, or less on holiday and event decorations compared to the previous twelve months?

- 5-Much more than
- 4-More than
- 3-Same as
- 2-Less than
- 1-Much less than

ATTITUDES

22. To what extent do you handcraft holiday and or event decorations? Are you a...

- 4- Very involved decorating crafter
- 3- Occasional involved decorating crafter
- 2- Rarely involved craft decorations
- 1- Never involved craft decorations

[IF 4 OR 3 ABOVE (Q22) ASK...]

23. Where do you get ideas for holiday and event decorations? (Please select all that apply)

- 1-Cable Television shows (such as HGTV, The Learning Channel, etc)
- 2-Magazines (such as Halloween Tricks & Treats, Holiday Decorating, Holiday Crafts, Christmas Ideas, Holiday Celebrations)
- 3-Craft store displays and/or classes
- 4-Other crafters

24. Please indicate how strongly you agree or disagree with each of the following statements:
[RANDOMIZE]

- 5- Agree Strongly
- 4-Agree Somewhat
- 3-Neither Agree Nor Disagree
- 2-Disagree Somewhat
- 1-Disagree Strongly

1-Holiday decorating is an important outlet to express my creativity.

2-As the years go by, holiday decorating is more of a chore than a joy.

3-Decorating my home gets me in the mood for celebrating and having fun.

4-It is important to me to change the look of my home as the seasons change to avoid boredom and to make things seem fresh.

5-I decorate the outside of my home to share my enthusiasm for holiday decorating with my neighbors and passersby.

6-I decorate my home mainly for children and guests, not so much for me; I do it because it is expected of me.

7-Decorating my home makes my guests feel welcome into my home.

8-I like to change the way I decorate every year, so I tend to buy new decorations for each holiday rather than use the old ones from last year.

9-I mostly decorate my home from Halloween/Thanksgiving to Christmas and don't spend a lot of time or money on other holidays throughout the rest of the year.

10-I mainly decorate my home only for Christmas.

11-I love to bring out my favorite decorations from years gone by; they are like old 'friends' and bring back wonderful memories.

12-I tend to be more involved with holiday decorating than my neighbors and friends.

[ASK AWARENESS OF ALL; ASK BRAND PURCHASE ONLY AMONG THOSE WHO PURCHASED ANY DECORATIONS]

BRAND AWARENESS & PURCHASE

25. Please indicate which of the brands below you are aware of as a source for decorations?
(Please select all that apply) [RANDOMIZE]

- 1-DesignWare
- 2-Amscan

- 3-Creative Expressions
- 4-Party Express
- 5-Variety Accessories
- 6-Martha Stewart Everyday
- 7-Berwick
- 8-Commodore
- 9-Hallmark
- 10-Department 56
- 11-Christopher Radko
- 12-Lenox
- 13-Old World Christmas
- 14-Seasons of Cannon Falls/Midwest of Cannon Falls
- 15-Kurt S. Adler
- 16-Byers Choice
- 17-Roman
- 18-Possible Dreams
- 19-American Greetings/Carlton Cards
- 20-Things Remembered
- 21-BigSkyCarvers
- 22-Playing Mantis
- 23-None of the above

26. In past year, please indicate which of the brands below you purchased for decorations?
(Please select all that apply) [RANDOMIZE]

- 1-DesignWare
- 2-Amscan
- 3-Creative Expressions
- 4-Party Express
- 5-Variety Accessories
- 6-Martha Stewart Everyday
- 7-Berwick

- 8-Commodore
- 9-Hallmark
- 10-Department 56
- 11-Christopher Radko
- 12-Lenox
- 13-Old World Christmas
- 14-Seasons of Cannon Falls/Midwest of Cannon Falls
- 15-Kurt S. Adler
- 16-Byers Choice
- 17-Roman
- 18-Possible Dreams
- 19-American Greetings/Carlton Cards
- 20-Things Remembered
- 21-BigSkyCarvers
- 22-Playing Mantis
- 23-None of the above