

Luxury Tracking Survey Methodology

Quarterly Tracking of Luxury Consumer Purchasing

This report summarizes the third wave of the Luxury Tracking Survey, fielded during January 2006, recording luxury purchases from October-December 2005. The results of this survey were compared with the third quarter July-September 2005, second quarter, April-June 2005 fielded in July 2005, first quarter, January-March 2005 fielded in April 2005, as well as with results of last year's fourth quarter survey, fielded in January 2005. The next luxury tracking survey will be fielded at the end of the first quarter 2006, on or about March 15, 2006. The overall objective of the survey is 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 24 percent of 4Q2005 sample); \$100,000-\$150,000 (affluents or 45 percent of 4Q2005 sample); \$150,000+ (super-affluents or 30 percent of 3Q2005 sample). The average income of the 4Q2005 sample was \$139,200, which was slightly less than the average \$142,400 in the 3Q2005. Average household income in 2Q2005 was \$141,900, and in the first quarter it was \$132,800.

A total of 1,126 luxury consumers were surveyed in 4Q2005, about same as the 1,171 luxury consumers surveyed in the third quarter 2005 and the 1,153 luxury consumers who were surveyed in the second quarter 2005, up from the 732 luxury consumers who were surveyed in the first quarter 2005. Going forward, the affluent sample to be surveyed quarterly has been increased to roughly

1,000, while historically it has ranged around 600-700 consumers, though the exact number of respondents each quarter has varied slightly.

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 & 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 Luxury Consumers’ Gifting 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 the fourth quarter 2005 luxury tracking study, additional questions were included about the luxury consumers’ purchase of luxuries as gifts during the holiday season. Also questions were included about their overall gift purchases, whether luxuries or not, in the fourth quarter. This provides guidance for luxury marketers in positioning their products and brands as gifts.

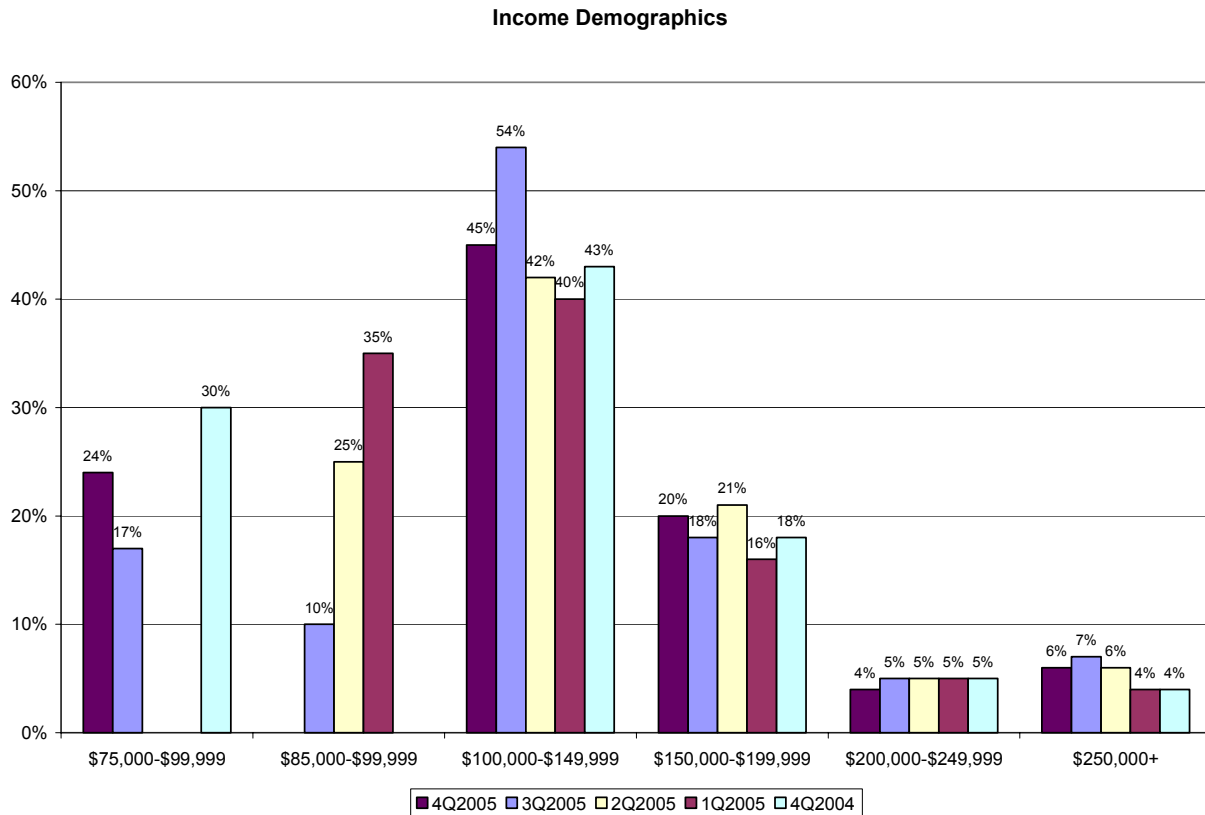
Sample Demographics

A total of 1,126 affluent consumers with household incomes of \$75,000 or more and who purchased at least one luxury in the fourth quarter of 2005 (October-December) were included in the survey.

This compares to 1,171 affluent consumers who were surveyed in the third quarter 2005.

Income Demographics

The average income of the survey sample included in the fourth quarter 2005 was \$139,200, slightly less than the third quarter 2005 average of \$142,400. The second quarter 2005 average was \$141,900, and the first quarter average was \$132,800. This compares to an average \$134,500 in the fourth quarter 2004.



• Figure 75: Income Demographics, 4Q2005 Luxury Tracking Survey

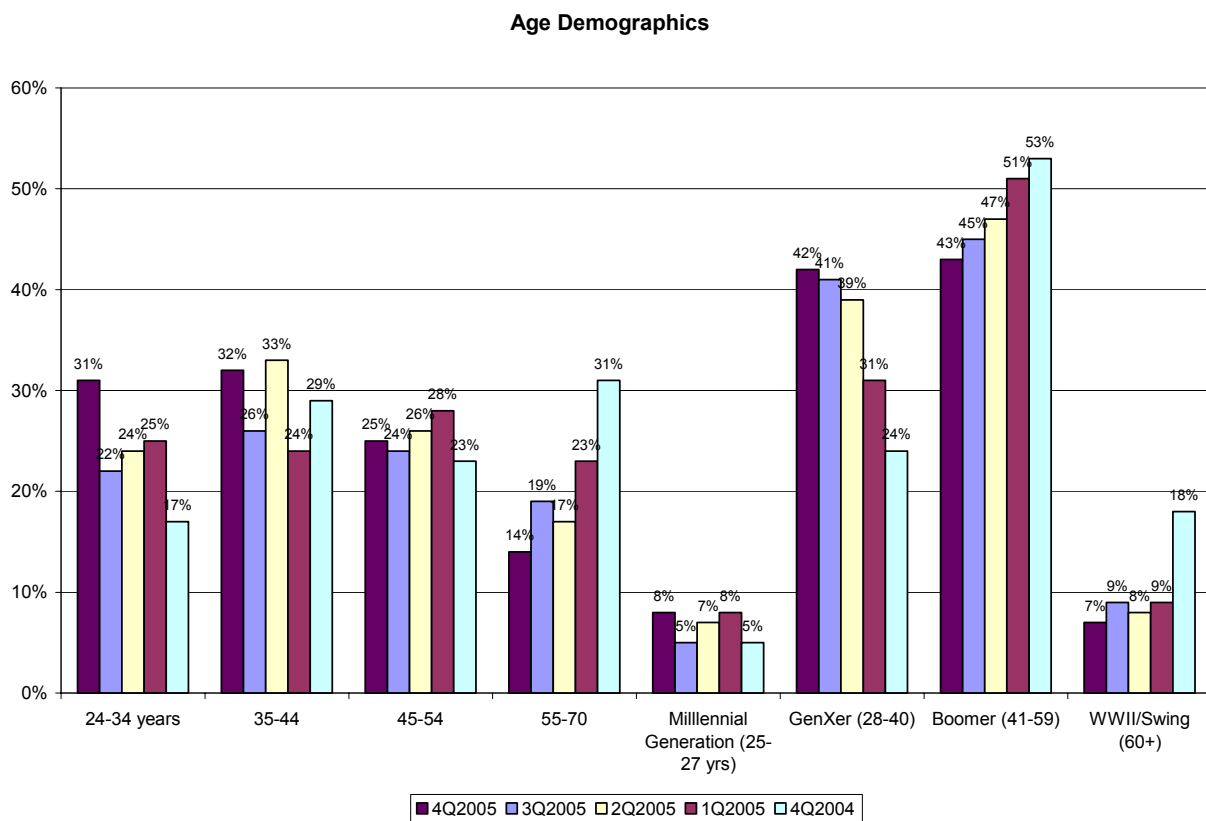
A plurality (45 percent) of the survey sample had a household income in the range of \$100,000 to \$149,999, which is defined as the 'affluent' segment; is compared to 54 percent in the third quarter 2004. Some 24 percent had incomes of \$75,000-\$99,999, as compared with 17 percent in the third

quarter. And 30 percent had income of \$150,000 and above, or the super-affluent segment, same as included in the third quarter sample.

Gender

The fourth quarter 2005 sample skewed toward female respondents: 68 percent female and 32 percent male. This is the same female skew found in the third quarter 2005 wave of the luxury tracking study. This female-skew has been found consistently throughout the luxury tracking study.

Age Distribution



• Figure 76: Age Distribution, 4Q2005 Luxury Tracking Survey

The average age of the fourth quarter sample was 41.1, just slightly younger than the average age in the third quarter of 42.9 years. The percentage of respondents in the youngest age category, 24-to-34 years was 31 percent in fourth quarter as compared to only 22 percent in the third quarter. This reflects a shift toward a more youthful luxury consumer sample.

Baby boomers (born 1946-1964) at 43 percent and GenXers (born 1965-1976) at 42 percent made up the majority of survey respondents in the fourth quarter 2005. Throughout the report we compare these two generational cohorts that represent the majority of luxury consumers: GenXers and Boomers. Because the sample of millennial and World War II/Swing generation affluents represent such a small share of the overall sample, there is insufficient data from these two segments to provide statistically reliable comparisons.

Statistically there is virtually no difference in the income distribution of affluent households among the GenXers (average income \$138,500) or baby boomers (\$141,400). That means the income distribution for GenXers is statistically identical to the older baby boomers. This becomes meaningful when considering the distinct findings for the two generations. Such differences can not be attributed to income variations, but to differences defined by generation alone. However, the older age segment, 55-to-70 years, do show lower average income of \$121,700.

Other Demographic Variables

Some 77 percent of the sample in the fourth quarter was married, slightly less than the 82 percent of the sample in the third quarter 2005. This might be due to the slightly more youthful skew of the fourth quarter sample. Some 11 percent were single, as compared with 7 percent in the third quarter. On average 3.2 people make up the luxury consumers' household, or the same as found in third quarter of 3.3 people.

Over 80 percent (81 percent) owned their home, while 10 percent rented and 6 percent owned an apartment or condominium. A majority (61 percent) were employed full-time, while 19 percent homemakers. Some 27 percent of women described themselves as homemakers. Over two-thirds of the sample (67 percent) had completed a four year college degree or more.

Some 88 percent of this affluent sample was white Caucasian. Some 7 percent were Asian or Pacific Islanders, about 4 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.'

4Q2005 Luxury Tracking Survey

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
- 4-\$100,000 to \$149,999
- 5-\$150,000 to \$199,999
- 6-\$200,000 to \$249,999
- 7-\$250,000 or more

3. In the past three months (October to December 2005), 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 to December 2005) 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 Women's Jewelry
- 2-Luxury Men's Jewelry
- 3-Luxury Watches
- 4-Luxury Automobiles and/or recreational vehicles (such as boats, RVs, etc.)
- 5-Luxury Clothes and Apparel (such as dresses, suits, shirts, pants, etc.)
- 6-Luxury Fashion Accessories (such as handbags, wallets, suitcases, shoes, etc.)
- 7-Luxury Fragrance, Cosmetics and/or Beauty Products and Skin Care regimes
- 8-Luxury Pet Products
- 9-Luxury Wine, Liquor, and Spirits
- 10-Luxury Pens, Writing Instruments, Desk Accessories
- 11-None of the above

5. In the past three months (October to December 2005) 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 to December 2005)? (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

8a. Were any of your luxury tabletop, dinnerware, flatware or servingware purchases in the past three months made as gifts? Y/N

9. How much in total did your household spend on all luxury **Tabletop, Dinnerware, Flatware, Servingware** purchases in the past three months (October to December 2005)?

- 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 to December 2005)? (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 for which of the following luxury **Tabletop** brands you made a purchase of in the past three months (October to December 2005): (Please check all that apply)

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

12. From the list below, what type of luxury **Art, Wall Decor, and Antiques Products** did you purchase in the past three months (October to December 2005)? (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

12a. Were any of your luxury art, sculpture, wall decor or antiques purchases in the past three months made as gifts? Y/N

13. How much in total did your household spend on all luxury **Art, Sculpture, Wall Decor, and Antiques** purchases in the past three months (October to December 2005)?

- 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

14. In what kind of stores did you purchase luxury **Art, Sculpture, Wall Decor, and Antiques** in the past three months (October to December 2005)? (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

15. Please indicate for which of the following **Art, Sculpture, Wall Decor, and Antiques** brands you made a purchase of and/or stores you made a purchase in during the past three months (October to December 2005): (Please check all that apply) **Art Brands:**

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

500. Sculpture Brands:

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

16. Art and Custom Framing Retailers:

- 1-Christies
- 2-Deck the Walls
- 3-Ebay
- 4-Great Frame Up
- 5-Hobby Lobby
- 6-JoAnn's
- 7-Michaels
- 8-Sothebys
- 9-None of the Above

17. From the list below, what type of luxury **Electronics and Photography Products** did you purchase in past three months (October to December 2005)? (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-Other Electronics

17a. Were any of your luxury electronics or photography purchases in the past three months made as gifts? Y/N

18. How much in total did your household spend on all luxury **Electronics and Photography** purchases in the past three months (October to December 2005)?

- 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

19. In what kind of stores did you purchase luxury **Electronics and Photography** in the past three months (October to December 2005)? (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

20. Please indicate for which of the following luxury **Electronics and Photography** brands you made a purchase of and/or retailers where you made a purchase in during the past three months (October to December 2005): (Please check all that apply)**Electronics Retailers:**

- 1-Best Buy
 - 2-Circuit City
 - 3-Magnolia
 - 4-Apple
 - 5-None of the above
- Electronics Brands:**
- 1-Apple
 - 2-Bose
 - 3-Dell
 - 4-Gateway
 - 5-Panasonic
 - 6-Samsung
 - 7-Sony
 - 8-None of the above

501. From the list below, what type of luxury **Home Decorating Fabrics, Window and Wall Coverings** did you purchase in past three months (October to December 2005)? (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

501a. Were any of your luxury home decorating fabric, window or wall covering purchases in the past three months made as gifts? Y/N

22. 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 to December 2005)?

- 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

23. In what kind of stores did you purchase luxury **Home Decorating Fabrics, Window and Wall Coverings** in the past three months (October to December 2005)? (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

502. From the list below, what type of luxury **Furniture, Lamps, and Floor Coverings** did you purchase in past three months (October to December 2005)? (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 other floor coverings (such as wood, tile, stone, etc.)
- 5-Other furniture, lamps and floor coverings

502a. Were any of your luxury furniture, lamps or floor coverings purchases in the past three months made as gifts? Y/N

24. How much in total did your household spend on all luxury **Furniture, Lamps, and Floor Coverings** purchases in the past three months (October to December 2005)?

- 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

25. In what kind of stores did you purchase luxury **Furniture, Lamps, and Floor Coverings** in the past three months (October to December 2005)? (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

26. From the list below, what type of luxury **Outdoor, Lawn, Patio, and Garden Products** did you purchase in the past three months (October to December 2005)? (Please check all that apply)

- 1-Barbecue Grills and/or outdoor cooking equipment and supplies

- 2-Chimneaus, 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-Pools, Hot Tubs, etc.
- 13-Other outdoor, lawn, patio, garden products

26a. Were any of your luxury outdoor, lawn, patio or garden products purchases in the past three months made as gifts? Y/N

27. How much in total did your household spend on all luxury **Outdoor, Lawn, Patio, and Garden Products** purchases in the past three months (October to December 2005)?

- 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 **Outdoor, Lawn, Patio, and Garden Products** in the past three months (October to December 2005)? (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

503. From the list below, what type of luxury **Kitchenware, Cookware, and Housewares** did you purchase in past three months (October to December 2005)? (Please check all that apply)

- 1-Bakeware
- 2-Barware
- 3-Cookware
- 4-Cutlery
- 5-Small Appliances
- 6-Storage and Organization
- 7-Other Housewares and Cook's Tools

503a. Were any of your luxury kitchenware, cookware or housewares purchases in the past three months made as gifts? Y/N

29. How much in total did your household spend on all luxury **Kitchenware, Cookware, and Housewares** purchases in the past three months (October to December 2005)?

- 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

30. In what kind of stores did you purchase luxury **Kitchenware, Cookware, and Housewares** in the past three months (October to

December 2005)? (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

504. From the list below, what type of luxury **Kitchen Appliances, Bath, and Building Products** did you purchase in past three months (October to December 2005)? (Please check all that apply)

- 1-Kitchen Appliances (such as stoves, refrigerators, ovens, 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

504a. Were any of your luxury kitchen appliances, bath or building products purchases in the past three months made as gifts? Y/N

31. How much in total did your household spend on all luxury **Kitchen Appliances, Bath, and Building Products** purchases in the past three months (October to December 2005)?

- 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

32. In what kind of stores did you purchase luxury **Kitchen Appliances, Bath, and Building Products** in the past three months (October to December 2005)? (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

33. From the list below, what type of luxury **Linens and Bedding** did you purchase in the past three months (October to December 2005)? (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

33a. Were any of your luxury linens or bedding purchases in the past three months made as gifts? Y/N

34. How much in total did your household spend on all luxury **Linens and Bedding** purchases in the past three months (October to December 2005)?

- 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

35. In what kind of stores did you purchase luxury **Linens and Bedding** in the past three months (October to December 2005)? (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

545. Please indicate which of the following, if any, luxury **Mattress** brands you made a purchase of during the past three months (October to December 2005): (Please check all that apply.)

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

36. In the past three months (October to December 2005), did you make any **Luxury Home** purchases from any of the following department stores? (Please check all that apply)

- 1-Barneys New York
- 2-Bergdorf Goodman
- 3-Bloomingdales
- 4-Dillard's
- 5-Lord & Taylor
- 6-Macy's
- 7-Marshall Fields
- 8-Neiman Marcus
- 9-Nordstroms
- 10-Saks Fifth Ave
- 11-None of the above

37. Please indicate which of the following **Luxury Home** purchases you expect or have plans to make in the next three months (January to March 2006): (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

39. What type of **Women's Luxury Jewelry** did you buy in the past three months (October to December 2005)? (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

39a. Were any of your luxury women's jewelry purchases in the past three months made as gifts? Y/N

40. 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

41. **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

42. What type of **Men's Luxury Jewelry** did you buy in the past three months (October to December 2005)? (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

42a. Were any of your luxury men's jewelry purchases in the past three months made as gifts? Y/N

43. 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

44. **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

45. How much in total did your household spend on all luxury **Jewelry** purchases in the past three months (October to December 2005)?

- 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

46. In what kind of stores did you purchase luxury **Jewelry** in the past three months (October to December 2005)? (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

47. Please indicate which of the following luxury **Jewelry** brands you made a purchase of during the past three months (October to December 2005): (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-None of the above

48. What type of **Luxury Watch** did you purchase in the past three months (October to December 2005)?

- 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

48a. Were any of your luxury watch purchases in the past three months made as gifts? Y/N

49. How much in total did your household spend on all luxury **Watch** purchases in the past three months (October to December 2005)?

- 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

50. In what kind of stores did you purchase luxury **Watch** in the past three months (October to December 2005)? (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

51. Please indicate which of the following **Luxury Watch** brands you made a purchase of during the past three months (October to December 2005): (Please check all that apply)

- 1-Cartier
- 2-Citizen
- 3-David Yurman
- 4-Ebel
- 5-Movado
- 6-Omega
- 7-Patek Philippe
- 8-Raymond Weil
- 9-Rolex
- 10-TAG Heuer
- 11-Witnauer
- 12-None of the above

52. How much in total did your household spend on all luxury **Automobiles and/or Recreational Vehicles** purchases in the past three months (October to December 2005)?

- 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

52a. Were any of your luxury automobile or recreational vehicle purchases in the past three months made as gifts? Y/N

546. Please indicate which of the following, if any, luxury **Automobile** brands you made a purchase of during the past three months (October to December 2005): (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-Other Brand 15-None of the above

53. What type of luxury **Clothes and Apparel** did you purchase in the past three months (October to December 2005)? (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

53a. Were any of your luxury clothes and apparel purchases in the past three months made as gifts? Y/N

505. How much in total did your household spend on all luxury **Clothes and Apparel** purchases in the past three months (October to December 2005)?

- 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

506. In what kind of stores did you purchase luxury **Clothes and Apparel** in the past three months (October to December 2005)? (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

507. What type of luxury **Fashion Accessories** did you purchase in the past three months (October to December 2005)? (Please check all that apply)

- 1-Men's Fashion Accessories (such as shoes, belts, etc.)
- 2-Men's Wallets, Brief Cases, Lap Top Carryalls 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

507a. Were any of your luxury fashion accessories purchases in the past three months made as gifts? Y/N

54. How much in total did your household spend on all luxury **Fashion Accessories** purchases in the past three months (October to December 2005)?

- 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

55. In what kind of stores did you purchase luxury **Fashion Accessories** in past three months (October to December 2005)? (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

508. What type of luxury **Fragrance, Cosmetics and/or Beauty Products** did you purchase in the past three months (October to December 2005)? (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-Other Beauty Products

508a. Were any of your luxury fragrance, cosmetics and/or beauty products purchases in the past three months made as gifts? Y/N

56. How much in total did your household spend on all luxury **Fragrance, Cosmetics and/or Beauty Products** purchases in the past three months (October to December 2005)?

- 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

57. In what kind of stores did you purchase luxury **Fragrance, Cosmetics and/or Beauty Products** in the past three months (October to December 2005)? (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, Cosmetics Specialty Store
- 13-Other Types of Stores Not Listed Above

58. How much in total did your household spend on all luxury **Pet Products** purchases in the past three months (October to December 2005)?

- 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

58a. Were any of your luxury pet products purchases in the past three months made as gifts? Y/N

59. In what kind of stores did you purchase luxury **Pet Products** in the past three months (October to December 2005)? (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

509. What type of luxury **Wine, Liquor & Spirits** did you purchase in the past three months (October to December 2005)? (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

509a. Were any of your luxury wine, liquor or spirits purchases in the past three months made as gifts? Y/N

510. How much in total did your household spend on all luxury **Wine, Liquor & Spirits** purchases in the past three months (October to December 2005)?

- 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

510a. How much in total did your household spend on all luxury **Pens, Writing Instrument, Desk Accessories** purchases in the past three months (October to December 2005)?

- 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

510b. Were any of your luxury pens, writing instruments, desk accessories purchases in the past three months made as gifts? Y/N

510c. In what kind of stores did you purchase luxury **Pen, Writing Instruments, Desk Accessories** in the past three months (October to December 2005)? (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

60. In the past three months (October to December 2005), did you make any **Personal Luxury** purchases from any of these department stores? (Please check all that apply)

- 1-Barneys New York
- 2-Bergdorf Goodman
- 3-Bloomingdales
- 4-Dillard's
- 5-Lord & Taylor
- 6-Macy's
- 7-Marshall Fields
- 8-Neiman Marcus
- 9-Nordstroms
- 10-Saks Fifth Ave
- 11-None of the above

61. Please indicate which of the following **Personal Luxury** purchases you expect or have plans to make in the next three months (January to March 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, Desk Accessories
- 10-None of the above

63. What kind of **Luxury Travel** did you experience in the past three months (October to December 2005)? **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

64. **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

64a. Were any of your luxury travel purchases in the past three months made as gifts? Y/N

65. How much in total did your household spend on all experiential luxury **Travel** services in the past three months (October to December 2005)?

- 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

66. How much in total did your household spend on all experiential luxury **Dining** services in the past three months (October to December 2005)?

- 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

66a. Were any of your luxury dining purchases in the past three months made as gifts? Y/N

67. How much in total did your household spend on all experiential luxury **Entertainment Services** in the past three months (October to December 2005)?

- 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

67a. Were any of your luxury entertainment purchases in the past three months made as gifts? Y/N

68. 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 to December 2005)?

- 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

68a. Were any of your luxury spa, beauty treatment or cosmetic surgery purchases in the past three months made as gifts? Y/N

69. How much in total did your household spend on all luxury **Home Services** in the past three months (October to December 2005)?

- 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

69a. Were any of your luxury home services purchases in the past three months made as gifts? Y/N

70. Please indicate which of the following **Experiential Luxury** purchases you expect or have plans to make in the next three months (January to March 2006): (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:

71. Please indicate which of the brands listed below you have seen or heard marketing for in the past three months (October to December 2005): (such as magazine advertisements, radio advertisements, television advertisements, promotions, direct mail catalogs or mailers, sweepstakes, email advertisements, articles, news stories and/or other means) **Art & Antiques: Art Brands:** (Please check all that apply)

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

511. **Sculpture Brands:**

- 1-Baccarat
- 2-Daum
- 3-Herend

- 4-Lalique
- 5-Lladro
- 6-Steuben
- 7-None of the above

72. **Art and Custom Framing Retailers:** (Please check all that apply)

- 1-Christies
- 2-Deck the Walls
- 3-Ebay
- 4-Great Frame Up
- 5-Hobby Lobby
- 6-JoAnn's
- 7-Michaels
- 8-Sothebys
- 9-None of the above

73. **Electronics/Photography: Electronics Retailers:** (Please check all that apply)

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

74. **Electronics Brands:** (Please check all that apply)

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

547. **Mattress Brands:** (Please check all that apply)

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

75. **Tabletop:** (Please check all that apply)

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

548. **Automobile Brands:** (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-Other Brand
- 15-None of the above

76. **Luxury Jewelry:** (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-None of the above

512. **Watch Brands:** (Please check all that apply)

- 1-Cartier
- 2-Citizen
- 3-David Yurman
- 4-Ebel
- 5-Movado
- 6-Omega
- 7-Patek Philippe
- 8-Raymond Weil
- 9-Rolex
- 10-TAG Heuer
- 11-Wittnauer
- 12-None of the above

77. **Luxury Department Store Retail:** (Please check all that apply)

- 1-Barneys New York
- 2-Bergdorf Goodman
- 3-Bloomingdales
- 4-Dillard's
- 5-Lord & Taylor
- 6-Macy's
- 7-Marshall Fields
- 8-Neiman Marcus
- 9-Nordstroms
- 10-Saks Fifth Ave
- 11-None of the above

524. In the past three months (October to December 2005), 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-Real Simple
- 23-Robb Report
- 24-Self
- 25-Southern Accents
- 26-Town & Country
- 27-Traditional Home
- 28-Travel & Leisure
- 29-Vanity Fair
- 30-Veranda
- 31-Vogue
- 32-W
- 33-None of the above/Don't know

About Christmas /Hanukah 2005 Gifting Note to Repondents: The following series of questions relates to this seasons gift purchases, including both luxury and other kind of gift purchases made.

3. Approximately how much did spend in total buying gifts for this Christmas/Hanukah season?

- 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

3a. Approximately how many people will you give Christmas/Hanukah gifts to this year?

- 5 or fewer
- 6-10 people
- 11-15 people
- 16-20 people
- 21-25 people
- 26-30 people
- More than 30 people

4. What types of gift items did you purchase this holiday season? [Check all that apply, including those you consider luxury and other]

- 1-Consumables, such as food, candy, wine, gift baskets, etc
- 2-Clothing and/or fashion accessories, such as handbags, shoes, wallets, etc.
- 3- Jewelry and/or watches
- 4-Personal care products, such as cosmetics, perfumes, bath products, etc.
- 5-Home furnishings and household operations products, such as home furnishings, decorative accents, housewares, home textiles; china, glass and tableware, small household appliances (not including entertainment, video/audio goods or equipment)?
- 6-Giftables, such as flowers, candles, figurines, collectibles, greeting cards, stationery, crafting kits and supplies, seasonal decorations, gifts for pets and/or other popular gift-type items
- 7-Entertainment and/or recreation goods, such as books, toys, sporting goods, video/audio, DVD's and entertainment equipment, photographic equipment, computers, games, etc.
- 8-Store Gift certificates to redeem for a gift item [not gift of experience below] and/or Gifts of cash
- 9-Gifts of experience, such as: spa treatments, dining and restaurants, vacations, trips, travel, special events, etc. which are often presented as a gift card or gift certificate

10-None of the above

5. Thinking about the stores where purchased gifts for others for this Christmas/Hanukah season, which of these sources did you use to shop for gifts? [Check all that apply]

- 1-Furniture and specialty home furnishings stores, such as Pier 1, Linens 'n Things, Bed, Bath & Beyond, Pottery Barn, Williams Sonoma, Crate and Barrel, Kirklands, Ethan Allen or local furniture stores
- 2-Electronics and appliance stores, including computer, TV or camera stores, such as Best Buy, Circuit City, or local electronic and appliance stores
- 3-Grocery Stores, such as Kroger, Publix, Giant, Albertsons, Safeway, Trader Joes, etc.
- 4-Drug Stores and/or Pharmacies, such as Walgreens, CVS, Rite Aid, etc
- 5-Building materials, hardware stores, such as Home Depot, Lowes, Ace Hardware, local hardware stores, etc.
- 6-Clothing and clothing accessories stores such as Gap, The Limited, or other local clothing shoe and/or fashion accessories store
- 7-Traditional department stores, such as JC Penneys, Sears, Dillards, Marshall Fields, etc.
- 8-Discount department stores including warehouse clubs, dollar stores, and discount mass merchants, such as Wal-Mart, Kmart, Target, Sam's Club, Kohls, dollar stores and other discount department stores
- 9-Jewelry Stores, such as Zales, Whitehall, Kay's, etc.
- 10-Candle Specialty Store, such as Yankee Candle, Wicks 'n Sticks, White Barn Candle
- 11-Specialty Gift Stores, including small independent gift shops or chain stores, such as Hallmark, Carlton Cards, etc.
- 12-Personal Care, Beauty, Cosmetics or Fragrance Specialty Store, such as Bath & Body Works, Body Shop, Ulta, Victoria's Secret Beauty, Crabtree & Evelyn, etc.
- 13-Home Shows, Party Demonstrations, such as PartyLite, Longaberger, Pampered Chefs
- 14- Non-store retailers, including internet sites, mail order catalogs, direct home sales or TV shopping channels, such as HSN, QVC or infomercials
- 15- Pet stores, such as PetSmart
- 16- Florist Shops and/or Garden Centers
- 17-Toy Stores, such as Toys 'R Us or local independent toy stores

ADD: 18- Book, Record, Video Stores, such as Tower Records, Virgin Music, Blockbuster, FYE, Sam Goodies, etc.

6. For this Christmas/Hanukah season, did you buy and give more gifts, about the same number of gifts, or fewer than you gave the year before?

- 1-More gifts
- 2-About same number of gifts
- 3-Fewer gifts

7. For this Christmas/Hanukah season, did you buy and give gifts to more people, about the same number of people, or fewer people as in the previous year?

- 1-More people
- 2-About the same number of people
- 3-Fewer People

8. For this Christmas/Hanukah season, did you spend more, about the same, or less buying gifts as in the previous year?

- 1-Spent More
- 2-Spent About the Same
- 3-Spent Less

534. 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

535. 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

536. 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

537. 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

538. 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

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

- 1-Male
- 2-Female

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

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

541. 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

542. Please indicate whether you rent or own your primary home:

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

543. Which of the following best describes your current employment status?

- 1-Part Time
- 2-Full Time
- 3-Homemaker
- 4-Retired
- 5-Student not employed
- 6-Student seeking employment
- 7-Non-student seeking employment
- 8-Non-student not employed
- 9-Refused

