

Luxury Tracking Survey Methodology

Quarterly Tracking of Luxury Consumer Purchasing

This report summarizes the third wave of the Luxury Tracking Survey, fielded during October 2005, recording luxury purchases from July-September 2005. The results of this survey were compared with the 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 third quarter survey, fielded in October 2004. The next luxury tracking survey will be fielded at the end of the fourth quarter 2005, on or about January 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 are gathered, based on household income: \$75,000-\$99,999 (near-affluents or 17 percent of 3Q2005 sample); \$100,000-\$150,000 (affluents or 54 percent of 3Q2005 sample); \$150,000+ (super-affluents or 29 percent of 3Q2005 sample). The average income of the 3Q2005 sample was \$142,400; which was about even with the average \$141,900, in the 2Q2005 sample and higher than the average income in the 1Q2005 survey sample of \$132,800.

A total of 1,171 luxury consumers were surveyed in the third quarter 2005, about even with 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.
- **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’ Use of Internet for Shopping Was Researched in More Depth

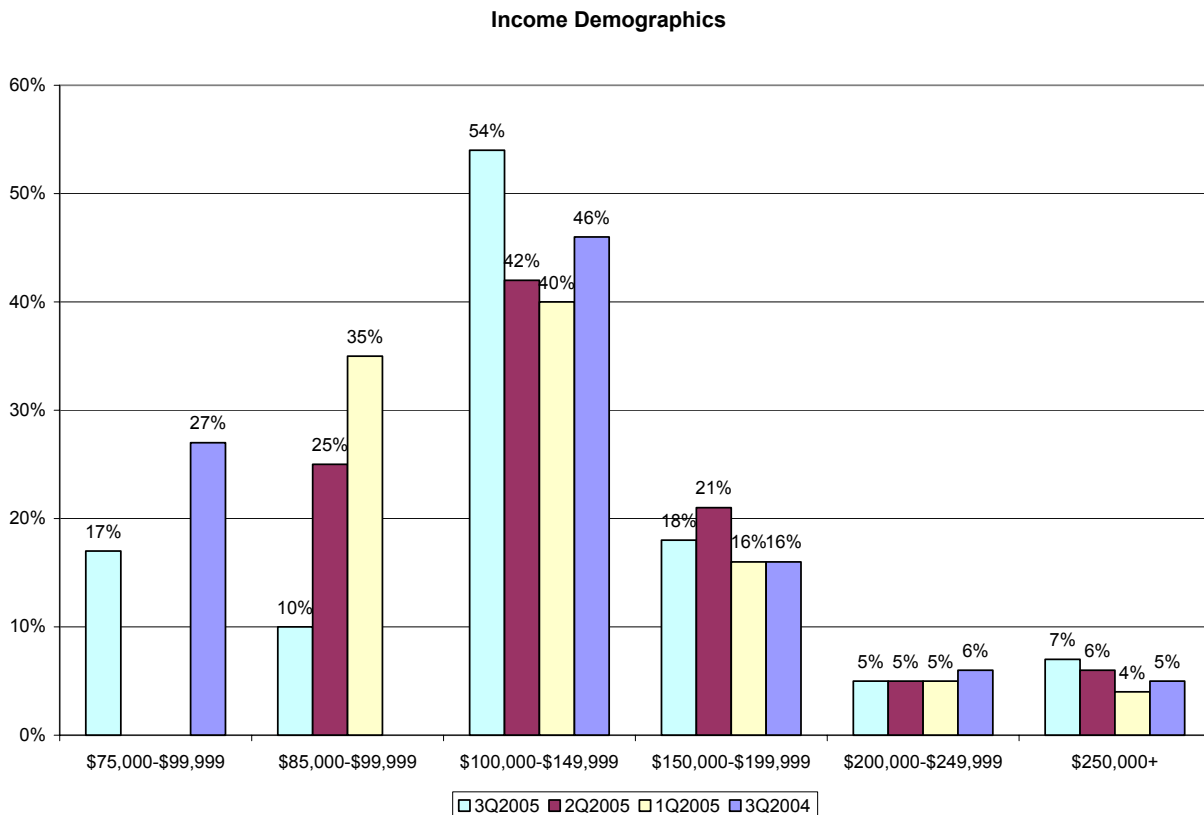
As each wave of tracking studies is fielded, special topics of interest to luxury marketers are researched in more depth. During the third quarter 2005 luxury tracking study, additional questions were included about the luxury consumers’ use of the internet for shopping. This provides guidance for luxury marketers as to their target market’s use of the Internet for shopping, researching purchases and comparison shopping.

Sample Demographics

A total of 1,171 affluent consumers with household incomes of \$75,000 or more and who purchased at least one luxury in the third quarter of 2005 (July-September) were included in the survey. This compares to 1,153 affluent consumers who were surveyed in the second quarter 2005.

Income Demographics

The average income of the survey sample included in the third quarter 2005 of luxury tracking was \$142,400, about equal to the second quarter 2005 average of \$141,900, and up from the \$132,800 average in the first quarter 2005. This compares to an average \$125,000 in the third quarter 2004.



• *Figure 76: Income Demographics, 3Q2005 Luxury Tracking Survey*

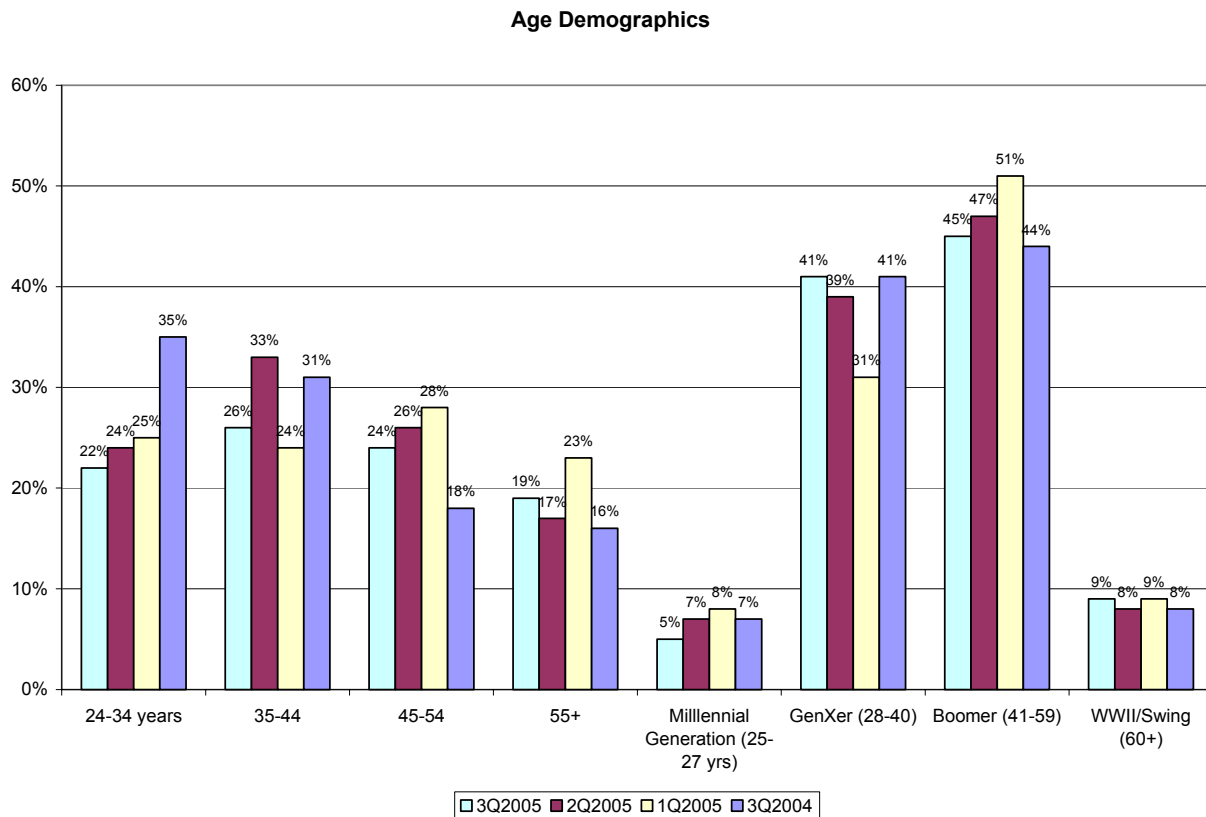
A majority (54 percent) of the survey sample had a household income in the range of \$100,000 to \$149,999, which is defined as the ‘affluent’ segment; this compared to 42 percent in the second quarter 2004. Some 17 percent had income \$75,000 to \$99,999, as compared to 25 percent that had income in the range of \$85,000 to \$99,999, or the near-affluent segment. And 30 percent had income

of \$150,000 and above, or the super-affluent segment, which compared with 32 percent at this income level in the second quarter 2005.

Gender

The third quarter 2005 wave of the luxury tracking study skewed toward a female sample: 68 percent female and 32 percent male, virtually the same as the second quarter 2005 wave (69 percent female and 31 percent male). This female-skew has been found consistently throughout the luxury tracking study.

Age Distribution



• *Figure 77: Age Distribution, 3Q2005 Luxury Tracking Survey*

The average age of the third quarter sample was 42.9 years; this compares to 42.6 years in the second quarter. This compares to an average age of 40.4 years in the third quarter 2004.

Baby boomers (born 1946-1964) at 45 percent and GenXers (born 1965-1976) at 41 percent made up the majority of survey respondents in the third 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 by age or generational segments. 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.

Other Demographic Variables

Some 82 percent of the sample in the third quarter 2005 survey was married, this compares to 81 percent in the second quarter 2005. Only 7 percent was single. On average 3.3 people make up the luxury consumers household in the third quarter. Some 72 percent of the sample have children, with 1.6 being the average number of children.

Over 80 percent (84 percent) owned their home, while 8 percent rented and 8 percent owned an apartment or condominium. A majority (58 percent) were employed full-time, while 19 percent homemakers. Some 28 percent of women described themselves as homemakers. Over two-thirds of the sample (68 percent) had completed a four year college degree or more.

Some 87 percent of this affluent sample was white Caucasian. Some 8 percent were Asian or Pacific Islanders, about 4 percent were Spanish/Hispanic/Latino, about 3 percent were black/African-American and 2 percent were American Indian, Eskimo or Aleut. Three percent described themselves as 'other.'

3Q2005 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 \$84,999
- 3-\$85,000 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 (July to September 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 (July to September 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-None of the above

5. In the past three months (July to September 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 (July to September 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

9. How much in total did your household spend on all luxury **Tabletop, Dinnerware, Flatware, Servingware** purchases in the past three months (July to September 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 (July to September 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 (July to September 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 (July to September 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

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

18. How much in total did your household spend on all luxury **Electronics and Photography** purchases in the past three months (July to September 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 (July to September 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 (July to September 2005): (Please check all that apply)**Electronics Retailers:**

- 1-Best Buy
- 2-Circuit City
- 3-Magnolia
- 4-None of the above 21. **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 (July to September 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

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 (July to September 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 (July to September 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 (July to September 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

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

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

29. How much in total did your household spend on all luxury **Kitchenware, Cookware, and Housewares** purchases in the past three months (July to September 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 (July to September 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 (July to September 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-Other Building Products

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

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

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 (July to September 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

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 (July to September 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 (July to September 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 (July to September 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-Lalique 14-Mikimoto 15-Robert Lee Morris 16-Roberto Coin 17-Scott Kay 18-Swarovski 19-Tiffany 20-Yvel 21-None of the above

48. What type of **Luxury Watch** did you purchase in the past three months (July to September 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

49. How much in total did your household spend on all luxury **Watch** purchases in the past three months (July to September 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 (July to September 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 (July to September 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-Rolux 10-TAG Heuer 11-Wittnauer 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 (July to September 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

546. Please indicate which of the following, if any, luxury **Automobile** brands you made a purchase of during the past three months (July to September 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 (July to September 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

505. How much in total did your household spend on all luxury **Clothes and Apparel** purchases in the past three months (July to September 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 (July to September 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 (July to September 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

54. How much in total did your household spend on all luxury **Fashion Accessories** purchases in the past three months (July to September 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 (July to September 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 (July to September 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

56. How much in total did your household spend on all luxury **Fragrance, Cosmetics and/or Beauty Products** purchases in the past three months (July to September 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 (July to September 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-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 (July to September 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

59. In what kind of stores did you purchase luxury **Pet Products** in the past three months (July to September 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 (July to September 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

510. How much in total did your household spend on all luxury **Wine, Liquor & Spirits** purchases in the past three months (July to September 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

60. In the past three months (July to September 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 (October to December 2005): (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-None of the above

63. What kind of **Luxury Travel** did you experience in the past three months (July to September 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

65. How much in total did your household spend on all experiential luxury **Travel** services in the past three months (July to September 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 (July to September 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

67. How much in total did your household spend on all experiential luxury **Entertainment Services** in the past three months (July to September 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

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 (July to September 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

69. How much in total did your household spend on all luxury **Home Services** in the past three months (July to September 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

70. Please indicate which of the following **Experiential Luxury** purchases you expect or have plans to make in the next three months (October to December 2005): (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

71. Please indicate which of the brands listed below you have seen or heard marketing for in the past three months (July to September 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-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-Lalique
- 14-Mikimoto
- 15-Robert Lee Morris
- 16-Roberto Coin
- 17-Scott Kay
- 18-Swarovski
- 19-Tiffany
- 20-Yvel
- 21-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

513. **The following questions are about your use of the Internet for shopping, including shopping for luxuries as well as shopping for non-luxuries.** In the past three months (July to September 2005), did you use the Internet in any of these ways for shopping? (Please check all that apply.)

- 1-Purchased goods through the Internet
- 2-Made travel reservations through the Internet
- 3-Researched a travel destination on the Internet
- 4-Compared prices of item/s through the Internet
- 5-Researched item/s to buy through the Internet
- 6-Researched item/s through the Internet then went to store to make purchase
- 7-Researched item/s through the Internet then called the company to place an order
- 8-Saw item/s in the store then used Internet to place order
- 9-Saw item/s in a catalog then used Internet to place order
- 10-Researched restaurants through Internet
- 11-Made reservations for dining through the Internet
- 12-Bought a gift for someone else through the Internet
- 13-Clicked through a promotional email to a retail Internet site
- 14-None of the above {Continue if Yes to any above continue; If all No's above, then skip to Q517, then onto next section

514. For what kinds of products and/or services did you shop for or research using the Internet in the past three months (July to September 2005)? (Please check all that apply.)

- 1-Consumables (such as food, candy, wine and spirits 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., including prescriptions, drugs, vitamins, supplements, etc.)

- 5-Home furnishings and household operations products (such as home furnishings, decorative accents, housewares, home textiles; china, glass and tableware, small and major 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-Experiences (such as spa treatments, dining and restaurants, vacations, trips, travel, special events, etc. which are often presented as a gift card or gift certificate)
- 9-None of the above

515. Approximately how much did you spend making ALL purchases of goods and services (including travel reservations, tickets, etc.), over the Internet in the past three months (July to September 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

516. On average, how many hours on a weekly basis do you use the Internet for shopping or researching purchases?

- 1-Less than 1 hour
- 2-1 hour to less than 2 hours
- 3-2 hours to less than 3 hours
- 4-3 hours to less than 4 hours
- 5-4 hours to less than 5 hours
- 6-5 hours to less than 6 hours
- 7-6 hours to less than 7 hours
- 8-7 hours to less than 8 hours
- 9-8 hours to less than 9 hours
- 10-9 hours to less than 10 hours
- 11-10 to less than 15 hours
- 12-15 hours to less than 25 hours
- 13-25 hours or more

517. On average, how many hours on a weekly basis do you use the Internet for all other purposes besides shopping?

- 1-Less than 1 hour
- 2-1 hour to less than 2 hours
- 3-2 hours to less than 3 hours
- 4-3 hours to less than 4 hours
- 5-4 hours to less than 5 hours
- 6-5 hours to less than 6 hours
- 7-6 hours to less than 7 hours
- 8-7 hours to less than 8 hours
- 9-8 hours to less than 9 hours
- 10-9 hours to less than 10 hours
- 1-10 to less than 15 hours
- 2-15 hours to less than 25 hours
- 3-25 hours or more

518. How important do you feel each of the following features are for using the Internet for shopping and/or researching potential purchases?

- 4-**Very Important**
- 3-**Somewhat Important**
- 2-**Somewhat Unimportant**
- 1-**Not Important At All**
- 1-Convenience of Shopping from Home
- 2-Wide Selection of Merchandise
- 3-Can Easily Compare Different Products'/Brands' Features
- 4-Ease of Finding Specific Items/Brands
- 5-Ability to Compare Prices
- 6-Finding Lowest Prices
- 7-Can Shop for Items I Can't Easily Find in Stores
- 8-Ability to Shop 24/7, not just when Stores Are Open

- 9-Saves Time
- 10-Makes Shopping Easier
- 11-More Pleasant than Shopping in a Store
- 12-Don't Pay State Sales Tax

519. How discouraging do you feel each of the following aspects are in using the Internet for shopping?

- 4-Very Discouraging**
- 3-Somewhat Discouraging**
- 2-Little Discouraging**
- 1-Not Discouraging**
- 1-Shipping and Handling Charges Added to Cost
- 2-Time It Takes to Deliver
- 3-Difficulties in Returning/Exchanging Merchandise
- 4-Don't Want to Give My Credit Card over Internet
- 5-Can't See, Feel, Touch the Item
- 6-Difficulties in Using/Maneuvering Internet Websites

520. How strongly do you agree or disagree with the each of following statements about shopping through the Internet?

- 5-Strongly Agree**
- 4-Agree Somewhat**
- 3-Neither Agree Nor Disagree**
- 2-Disagree Somewhat**
- 1-Strongly Disagree**
- 1-I am buying more things over the Internet now than I did two years ago
- 2-Internet shopping has made shopping easier for me
- 3-I enjoy shopping in stores more now, since I can do a lot of my routine shopping over the Internet
- 4-I am spending less money and time shopping in stores now than I did two years ago
- 5-The Internet has opened up a whole new way to shop that is different but often complements shopping I do in stores

600.

- 5-Strongly Agree**
- 4-Agree Somewhat**
- 3-Neither Agree Nor Disagree**
- 2-Disagree Somewhat**
- 1-Strongly Disagree**
- 1-I find it easier to shop in stores than over the Internet because returns and exchanges are handled better face-to-face
- 2-Internet shopping is too impersonal; I like the personal service I receive in a store
- 3-Shopping over the Internet lets me find exactly what I want at the right price without a lot of hassles
- 4-There are some times shopping over the Internet is best and other times that shopping in a store is best; the Internet is just another way to shop in certain circumstances
- 5-I am more confident buying items over the Internet from websites that are connected with stores that I like to shop at

524. In the past three months (July to September 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

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

Demographics
Standard set
Age & Generation
Gender
Children in home
Marital status

