

Thank you for taking 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.

Income of \$75k or above (aiming for 750 respondents w/avg. income \$125-150k)
Luxury Consumer: Must answer yes to one or more luxury home; personal luxuries; experiential luxuries If no, and not a luxury consumer, terminate

1. The following question will be used for classification purposes only. Please indicate your total annual household income before taxes:

- 1-Less than \$75,000 [TERMINATE]
- 2-\$75,000 to \$99,999
- 3-\$100,000 to \$149,999
- 4-\$150,000 to \$199,999
- 5-\$200,000 to \$249,999
- 6-\$250,000 or more

2. In the past three months (January–March 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 Art, Wall Decor & Antiques *(including wall décor, 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

3. In the past three months (January-March 2005) please indicate if you purchased or participated and/or influenced the purchase of any of the following **Personal Luxury** Products: *(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-None of the above

4. In the past three months (January-March 2005) please indicate if you purchased or participated/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

Home Luxury Details (n=200 randomized Home Luxury respondents)

Tabletop Buyer Details

5. From the list below, what type of luxury **tabletop products** did you purchase in the past three months? (*Please check all that apply*)

Crystal & 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

6. **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

7. 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

8. How much in total did your household spend on all luxury **Tabletop, Dinnerware, Flatware, Serveware purchases in the past three months?**

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

9. In what kind of stores did you purchase luxury **Tabletop, Dinnerware, Flatware, Serveware in the past three months? *(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

12-None of the above

10. Please indicate for which of the following luxury **Tabletop brands you made a purchase of in the past three months: *(Please check all that apply)***

1-Waterford

2-Wedgwood

3-Lenox

4-Herend

- 5-Riedel
- 6-Swarovski
- 7-Lladro
- 8-Daum
- 9-Lalique
- 10-Bernardaud
- 11-Haviland
- 12-Anna Weatherly
- 13-Moser
- 14-Christofle
- 15-Baccarat
- 16-None of the

Art Buyer Details

11. From the list below, what type of luxury **Art, Wall Decor and Antiques products** did you purchase in the past three months? *(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 Décor, 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

12. How much in total did your household spend on all luxury **Art, Wall Décor and Antiques** purchases in the past three months?

- 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

13. In what kind of stores did you purchase luxury **Art, Wall Decor & Antiques** in the past three months? *(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
- 12-None of the above

14. Please indicate for which of the following **Art, Wall Decor & Antiques** brands you made a purchase of and/or stores you made a purchase in during the past three months:
(Please check all that apply)

Art Brands

- 1-Crescent
- 2-Larson Juhl
- 3-Nielsen Bainbridge
- 4-TruVue

Art and Custom Framing Retailers

- 1-Christies
- 2-Deck the Walls
- 3-Great Frame Up
- 4-JoAnn's
- 5-Michaels
- 6-Sothebys

7-None of the Above

Electronics/Photography Buyers Detail

15. From the list below, what type of luxury **Electronics and Photography products** did you purchase in the past three months? (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

16. How much in total did your household spend on all luxury **Electronics and Photography** purchases in the past three months?

- 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

17. In what kind of stores did you purchase luxury **Electronics and Photography** in the past three months? *(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
- 12-None of the above

18. 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: *(Please check all that apply)*

Electronics Retailers

- 1-Best Buy
- 2-Circuit City
- 3-Magnolia

Electronics Brands

- 3-Bose
- 4-Dell
- 5-Gateway
- 6-Panasonic
- 7-Sony

- 8-None of the above

Home Decorating Fabrics, Window & Wall Coverings Buyer Details

19. How much in total did your household spend on all luxury **Home Decorating Fabrics, Window and Wall Coverings** purchases in the past three months?

- 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

20. In what kind of stores did you purchase luxury **Home Decorating Fabrics, Window and Wall Coverings** in the past three months? *(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
- 12-None of the above

Furniture, Lamps & Floor Coverings Buyer Details

21. How much in total did your household spend on all luxury **Furniture, Lamps, & Floor Coverings** purchases in the past three months?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

22. In what kind of stores did you purchase luxury **Furniture, Lamps, & Floor Coverings** in the past three months? *(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
- 12-None of the above

Garden Buyer Detail

23. From the list below, what type of luxury **Outdoor, Lawn, Patio & Garden Products** did you purchase in the past three months? *(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 accents
- 6-Garden Shelters, including greenhouses, trellises, arbors, gazebos, sheds, other outdoor shelters
- 7-Lighting Accents, including spot lights, path lights, etc.
- 8- Porch and patio decorative accents, such as flags, signs, wreaths, other décor 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-Other outdoor, lawn, patio, garden products

24. How much in total did your household spend on all luxury **Outdoor, Lawn, Patio & Garden Products** purchases in the past three months?

- 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 **Outdoor, Lawn, Patio & Garden Products** in the past three months? *(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
- 12-None of the above

Kitchenware, Cookware & Housewares Buyer Detail

26. How much in total did your household spend on all luxury **Kitchenware, Cookware & Housewares** purchases in the past three months?

- 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

27. In what kind of stores did you purchase luxury **Kitchenware, Cookware & Housewares** in the past three months? *(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
- 12-None of the above

Kitchen Appliances, Bath & Building Products Buyer Detail

28. How much in total did your household spend on all luxury **Kitchen Appliances, Bath & Building Products** purchases in the past three months? (this category and automobiles will have spend range different than other)

- 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

29. In what kind of stores did you purchase luxury **Kitchen Appliances, Bath & Building Products** in the past three months? (*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
- 12-None of the above

Linens & Bedding Buyer Details

30. From the list below, what type of luxury **Linens & Bedding** did you purchase in the past three months? *(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 & Box Springs
- 5- Pillows & Accent Pillows
- 6-Sheets and Pillowcases
- 7-Bath Linens, such as sheets, towels, etc.
- 8-Table Linens, such as tableclothes, napkins, placemats, etc.
- 8-Other Bed Linens
- 9-Other Bath Linens
- 10-Other Table Linens

31. How much in total did your household spend on all luxury **Linens & Bedding** purchases in the past three months?

- 1-Under \$100
- 2-\$101-\$249
- 3-\$250-\$499
- 4-\$500-\$999
- 5-\$1,000-\$2,499
- 6-\$2,500-\$4,999
- 7-\$5,000-\$9,999
- 8-\$10,000-\$24,999
- 9-\$25,000 or more

32. In what kind of stores did you purchase luxury **Linens & Bedding** in the past three months? *(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
- 12-None of the above

About Home Shopping in Past Three Months

33. In the past three months, did you make any **Luxury Home** purchases from any of these department stores?

1-Bloomingdales

2-Dillard's

3-Macy's

4-Marshall Fields

5-Neiman Marcus

6-Nordstrom's

7-Saks Fifth Ave

8-None of the above

34. Thinking about the **Luxury Home** purchases you made in the past three months, how important were each of these attributes or qualities in influencing your purchase? [Use scale from Very Important, Somewhat Important, Unimportant, Not Needed/Does Not Apply]

1-Product Brand or Reputation

2-Discount Price

3-Product Quality

4-Price/Value

5-Style and Design

6-Designer Brand

7-Store Reputation and/or Service

8-Advertisements and/or Commercials

9-Friends and associates

35. Please indicate which of the following **luxury home** purchases you expect or have plans to make in the next three months (April 2005-June 2005): *(Please check all that apply)*

1-Luxury Art, Wall Decor & Antiques *(including wall décor, 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

Personal Luxury Details (n=200 randomized Personal Luxury respondents)

Jewelry Buyer Details

36. What type of **Women's luxury jewelry** did you buy in the past three months? (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 Jewelry
- 7-Other Women's Jewelry
- 8-None of the above

37. What is the material or composition of the Woman's jewelry items you purchased? For example, if you bought a platinum diamond ring with sapphire stones, you would indicate "Platinum," "Diamond," and "Semi-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

38. **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)
- 6-None of the above

39. What type of **men's luxury jewelry** did you buy in the past three months? (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 Jewelry
- 7-Other Men's Jewelry
- 8-None of the above

40. What is the material or composition of the Men's jewelry items you purchased? For example, if you bought a platinum diamond ring with sapphire stones, you would indicate "Platinum," "Diamond," and "Semi-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)
- 6-None of the above

42. How much in total did your household spend on all luxury **Jewelry** purchases in the past three months?

- 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

43. In what kind of stores did you purchase luxury **Jewelry** in the past three months?
(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
- 12-None of the above

44. Please indicate for which of the following luxury **Jewelry** brands you made a purchase of during the past three months: (Please check all that apply)

- 1-Tiffany
- 2-Cartier
- 3-Bailey, Banks & Biddle
- 4-Bulgari
- 5-David Yurman
- 6-Harry Winston
- 7-Yvel
- 8-Fope
- 9-Robert Lee Morris
- 10-Roberto Coin
- 11-Scott Kay
- 12-None of the above

Watch Buyer Details

45. What type of **Luxury Watch** did you purchase in the past three months?

- 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

46. How much in total did your household spend on all luxury **Watch** purchases in the past three months?

- 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

47. In what kind of stores did you purchase luxury **Watch** in the past three months?

(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

Automobile Buyer Detail

48. How much in total did your household spend on all luxury **Automobiles and/or recreational vehicles** purchases in the past three months?

1-Under \$10,000

2-\$10,000-\$24,999

3-\$25,000-\$49,999

4-\$50,000-\$74,999

5-\$75,000-\$99,999

5-\$100,000 or more

Clothes & Apparel Buyer Detail

49. How much in total did your household spend on all luxury **Clothes & Apparel** purchases in the past three months?

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 **Clothes & Apparel** in the past three months? (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

Fashion Accessories Buyer Detail

51. How much in total did your household spend on all luxury **Fashion Accessories** purchases in the past three months?

- 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

52. In what kind of stores did you purchase luxury **Fashion Accessories** in the past three months? (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

Cosmetic Buyer Detail

53. How much in total did your household spend on all luxury **Fragrance, Cosmetics and/or Beauty Products** purchases in the past three months?

- 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

54. In what kind of stores did you purchase luxury **Fragrance, Cosmetics and/or Beauty Products** in the past three months? (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

Pet Products detail

55. How much in total did your household spend on all luxury **Pet Products** purchases in the past three months?

- 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

56. In what kind of stores did you purchase luxury **Pet Products** in the past three months? (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

About Personal Shopping in Past Three Months

57. In the past three months, did you make any **Personal Luxury** purchases from any of these department stores?

- 1-Bloomingdales
- 2-Dillard's
- 3-Macy's
- 4-Marshall Fields
- 5-Neiman Marcus
- 6-Nordstroms
- 7-Saks Fifth Ave

8-None of the above

58. Thinking about the **Personal Luxury** purchases you made in the past three months, how important were each of these attributes or qualities in influencing your purchase? [Use scale from Very Important, Somewhat Important, Unimportant, Not Needed/Does Not Apply]

- 1-Product Brand or Reputation
- 2-Discount Price
- 3-Product Quality
- 4-Price/Value
- 5-Style and Design
- 6-Designer Brand
- 7-Store Reputation and/or Service
- 8-Advertisements and/or Commercials
- 9-Friends and associates

59. Please indicate which of the following **personal luxury** purchases you expect or have plans to make in the next three months (April 2005-June 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-None of the above

Experiential Luxury Details (n=200 randomized Experiential Luxury respondents)

Tabletop Buyer Details

60. What kind of **luxury travel** did you experience in the past three months?

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

61. **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

62. How did you book your most recent **luxury travel**?

- 1- Through a travel agent
- 2- Online through a travel website, such as Expedia, Travelocity, etc.
- 3- Directly with the airline, tour company, cruise company
- 4- Other

63. How much in total did your household spend on all experiential luxury **Travel** services in the past three months?

- 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

64. Please indicate which of the following luxury **Travel** brands you purchased from in the past three months: (Please check all that apply)

- 1-Crystal Cruises
- 2-Four Seasons Hotel
- 3-Ritz-Carlton
- 4-W Hotels
- 5-DisneyWorld and/or Disney Cruises
- 6-Radisson Seven Seas
- 7-Silversea Cruises
- 8-None of the above

Dining Buyers Detail

65. How much in total did your household spend on all experiential luxury **Dining** services in the past three months?

- 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

Entertainment Buyers Detail

66. How much in total did your household spend on all experiential luxury **Entertainment** services in the past three months?

- 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

Spa Buyers Detail

67. How much in total did your household spend on all experiential luxury **Spa, Beauty Treatments or Cosmetic Surgery** services in the past three months?

- 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

Home Services Buyer Detail

68. How much in total did your household spend on all luxury **Home Services** in the past three months?

- 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. Please indicate which of the following **experiential luxury** purchases you expect or have plans to make in the next three months (April 2005-June 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

About Brand Awareness [All Luxury Respondents]

Please indicate which of the brands listed below you have seen or heard marketing in the past three months, such as magazine advertisements, radio advertisements, television advertisements, promotions, direct mail catalogs or mailers, sweepstakes, email

advertisements, articles, news stories and/or other means? (Please check all that apply)

70. Art & Antiques:

Art Brands

- 1-Crescent
- 2-Larson Juhl
- 3-Nielsen Bainbridge
- 4-TruVue

Art and Custom Framing Retailers

- 1-Christies
- 2-Deck the Walls
- 3-Great Frame Up
- 4-JoAnn's
- 5-Michaels
- 6-Sothebys

71. Electronics/Photography:

Electronics Retailers

- 1-Best Buy
- 2-Circuit City
- 3-Magnolia

Electronics Brands

- 3-Bose
- 4-Dell
- 5-Gateway
- 6-Panasonic
- 7-Sony

8-None of the above

72. Tabletop: (Please check all that apply)

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

73. **Luxury Jewelry:** (Please check all that apply)

- 1-Tiffany
- 2-Cartier
- 3-Bailey, Banks & Biddle
- 4-Bulgari
- 5-David Yurman
- 6-Harry Winston
- 7-Yvel
- 8-Fope
- 9_Robert Lee Morris
- 10_Roberto Coin
- 11-Scott Kay
- 12-None of the above

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

- 1-Bloomingdales
- 2-Dillard's
- 3-Macy's
- 4-Marshall Fields
- 5-Neiman Marcus
- 6-Nordstroms
- 7-Saks Fifth Ave

- 8-None of the above

75. **Luxury Travel:** (Please check all that apply)

- 1-Crystal Cruises
- 2-Four Seasons Hotel
- 3-Ritz-Carlton
- 4-W Hotels
- 5-DisneyWorld and/or Disney Cruises
- 6-Radisson Seven Seas
- 7-Silversea Cruises
- 8-None of the above

About Shopping for Luxury

76. When shopping for these products and services, how likely are you to select the more luxurious item or service rather than the more ordinary, everyday item or service? Use a scale where 1=always/almost always select the luxury to 3=Rarely/Almost never select luxury

- 1. Always/Almost always select luxury
- 2. Sometimes select luxury
- 3. Rarely/Almost never select luxury

Home Luxuries

Art, Wall Décor & Antiques

Electronics and Photography, such as computers, televisions, home entertainment centers, cameras, PDAs, etc.

Home Decorating Fabrics, Window & Wall Coverings

Furniture, Lighting and Lamps, and/or Floor Coverings, including rugs

Outdoor, Lawn, Patio & Garden Products, such as lawn furniture, patio accessories, plants, grills, etc.

Kitchenware, Cookware & Housewares

Kitchen Appliances and Bath & Building Products, such as cabinets, bathtubs, etc. for home remodeling

Linens & Bedding

Tabletop, Dinnerware, Flatware, Servingware, Decorative Accents

Personal Luxuries

Automobiles and/or recreational vehicles, such as boats, RVs, etc.

Clothes & Fashion Apparel

Fashion Accessories, such as handbags, wallets, suitcases, shoes, etc.

Fragrance, Cosmetics and/or Beauty Products and Skin Care regimes

Jewelry

Watches

Pet Products

Experiential and Luxury Services

Travel and vacations

Dining and restaurants

Personal and health services, such as beauty treatments, spa, massage and cosmetic procedures, health club, country club, etc.;

Home services, such as landscape, housecleaning, home remodeling, home decorating, party planning and catering, etc.

About Magazine Readership

77. In the past three months, did you read one or more issues of any of the following magazines? [Check all that apply]

Architectural Digest

Bon Appetit

Cargo

Conde Nast Traveler

Departures

Food & Wine

Gourmet

GQ

House & Garden

InStyle

Lucky

Martha Stewart Living
New Yorker
Real Simple
Robb Report
Travel & Leisure
Vanity Fair
Vogue
None/Don't Know

About Art and/or Art Collection

78. Thinking about the art you have hanging and displayed in your home, approximately how many framed pieces of art do you have displayed throughout your home?

- 1-None
- 2-1 to 5 framed pieces
- 3-6 to 10 framed pieces
- 4-10 to 15 framed pieces
- 5-16 to 20 framed pieces
- 6-21 to 25 framed pieces
- 7-More than 25 framed pieces

79. In the past year did you have any art custom-framed?

- 1-Yes
- 2-No
- 3-Don't Know

[If Yes, to Q77, ask...]

80. What factors influenced you in where you had your custom-framing done? [Check all that apply]

- 1-Reputation of the frame shop
- 2-Quality of materials available
- 3-Brands of materials used
- 4-Previous good experiences with frame shop
- 5-Place where I bought art
- 6-Discount price
- 7-Other

81. Do you consider yourself an art collector?

- 1-Yes
- 2-No
- 3-Don't Know

About Financial Conditions

82. Do you feel that you are better off, equal to, or less well off now financially compared to three months ago?

- 1-Much better off
- 2-Somewhat better off
- 3-Equal to
- 4-Somewhat worse off
- 5-Much worse off

83. Do you think the country as a whole is better off, equal to, or less well off now financially compared to three months ago?

- 1-Much better off
- 2-Somewhat better off
- 3-Equal to
- 4-Somewhat worse off
- 5-Much worse off

84. To what degree do you feel you will be better or worse off financially twelve months from now compared to today?

- 1-Much better off
- 2-Somewhat better off
- 3-Equal to
- 4-Somewhat worse off
- 5-Much worse off

85. 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?

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

86. 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?

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

Demographics

Standard set

Age & Generation

Gender

Income
Children in home
Marital status