

Luxury Tracking Survey Methodology

Quarterly Tracking of Luxury Consumer Purchasing

This report summarizes the second wave of the Luxury Tracking Survey, field during July 2004, recording luxury purchases from March-June 2004. The results of this survey are compared with the first two months' Luxury Tracking Study, fielded March 2004 and covering the January-February period. Thereafter, the Luxury Tracking Survey will be fielded on a quarterly basis with the next survey to be fielded October 2004 covering July, August, and September 2004 purchases.

The overall objective of the survey is to help luxury brand marketers and retailers better understand the shopping and buying habits of their customers and anticipate how they will be spending their luxury budgets in the coming months.

To enable luxury marketers to understand variations within the affluent market, perspectives of three different segments of the luxury market were gathered, based on household income: \$75,000-\$99,999 (near-affluents or 14 percent of 2Q sample); \$100,000-\$150,000 (affluents or 53 percent of 2Q sample); \$150,000+ (super-affluents or 33 percent of 2Q sample). A total of 1,047 luxury consumers were surveyed in the current period, slightly larger than the first quarters' total. The affluent sample to be surveyed will range around 500-750 consumers, though the luxury survey sample was nearly twice as large as anticipated due to unexpectedly high survey response rates.

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 the trends that are coming and how they will affect the luxury consumer. Through this service, luxury marketers keep their finger on the pulse of 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; Clothing & Apparel; Cosmetics, Beauty & Fragrance Products; Fashion Accessories; Jewelry; Watches.
- **Experiential Luxuries:** Luxury Dining; Entertainment; Travel; Spa, Massage & Beauty Services.

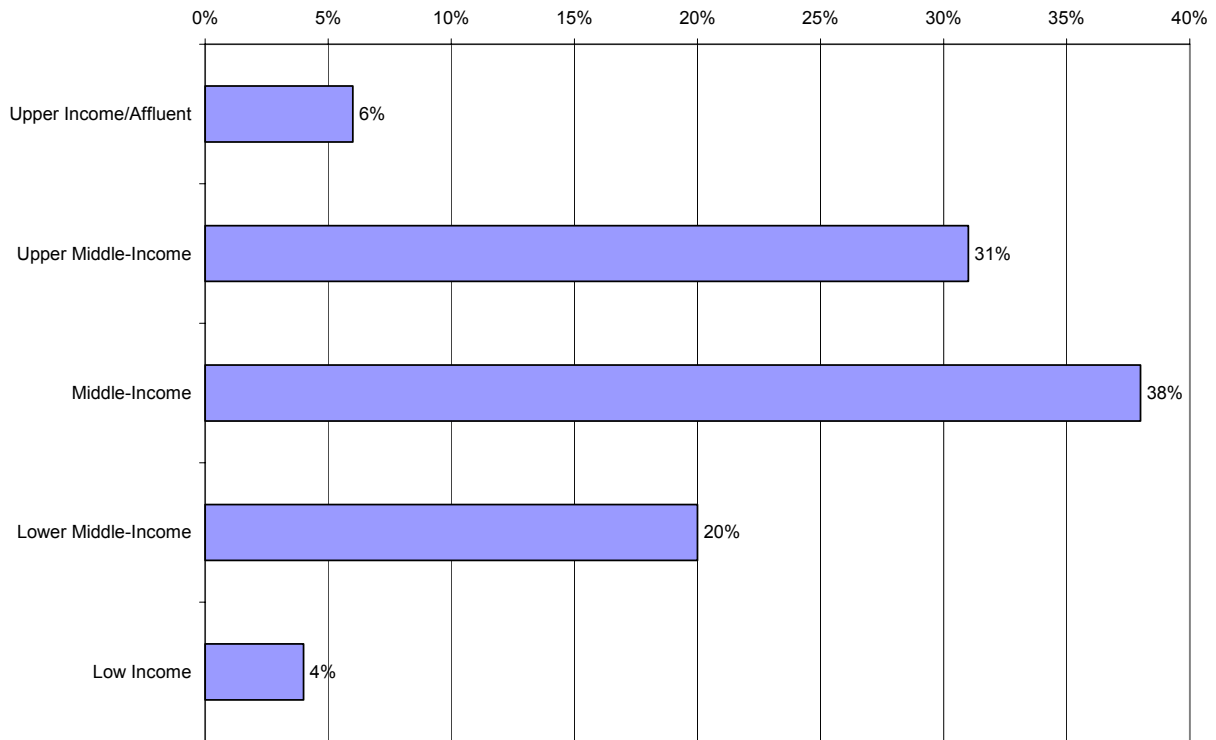
Motivators for Luxury Purchases Researched in More Depth

As each wave of tracking studies are fielded, it is planned that special topics of interest to luxury marketers will be researched in more depth. During the second wave luxury tracking study, the motivators for purchasing luxury were investigated in more depth. The first tracking study included an in depth investigation into the role of brands and branding in the luxury market. The topic for special study in the third wave luxury tracking will be the role of price and value, discounting and bargains when luxury consumers shop.

Luxury Consumers Rose from Middle-Class Backgrounds

A question about the luxury consumers' financial status of their family of origin was included in this study period's questionnaire. Among these luxury consumers, the vast majority or 89 percent said they were raised in middle-class circumstances. Some 31 percent reported their household was upper-middle income; 38 percent reported middle-income; and 20 percent said their family lived in lower-middle income circumstances. Only 6 percent came from affluent backgrounds and 4 percent from lower income households.

Financial Status of Family of Origin



▪ Figure A-1: Financial Status of Family of Origin

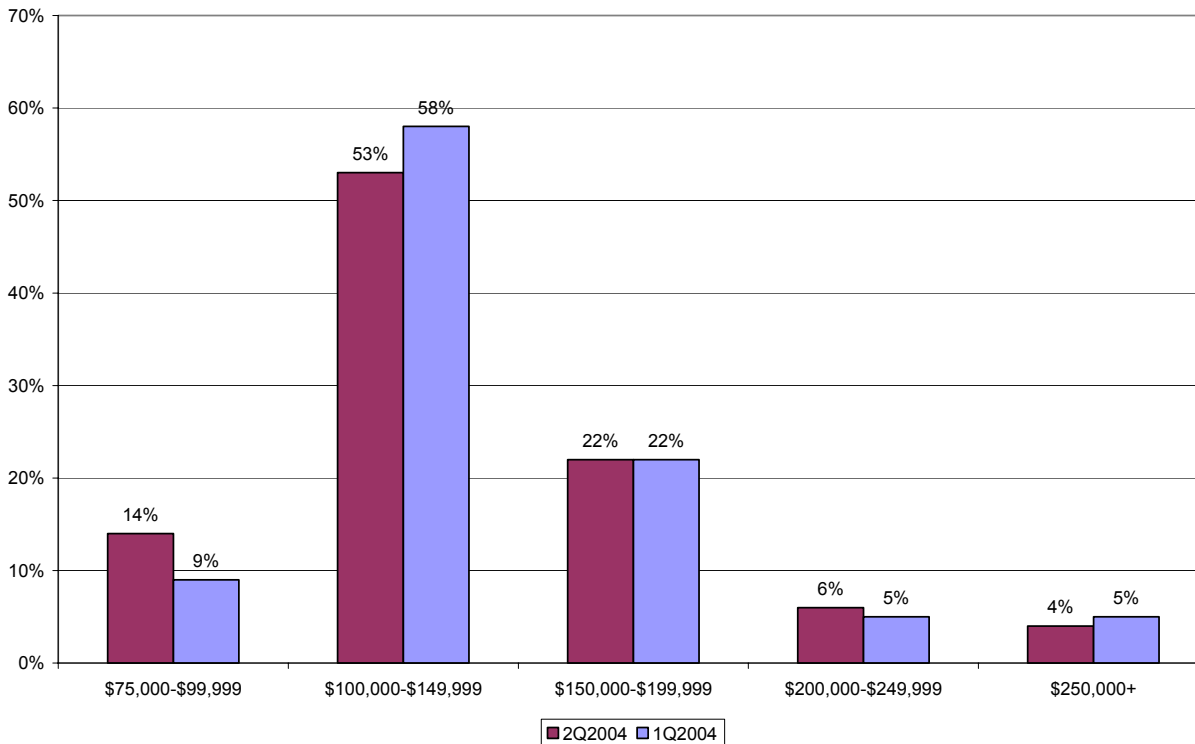
Sample Demographics

A total of 1,047 affluent consumers with household incomes of \$75,000 or more and who purchased at least one luxury in the second quarter of 2004 (March-June) were included in the survey. This compares to the 976 affluent consumers who were surveyed in the first quarter.

Income Demographics

The median income of the survey sample included in the first luxury tracking survey was \$124.5 k, about the same as the \$125,000 median in the first quarter. Some 53 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. Only 14 percent had income in the range of \$75,000 to \$99,999, the near-affluent segment. One-third of the sample had income of \$150,000 and above, the super-affluent segment.

Income Demographics



▪ Figure A-2: Income Demographics

Gender

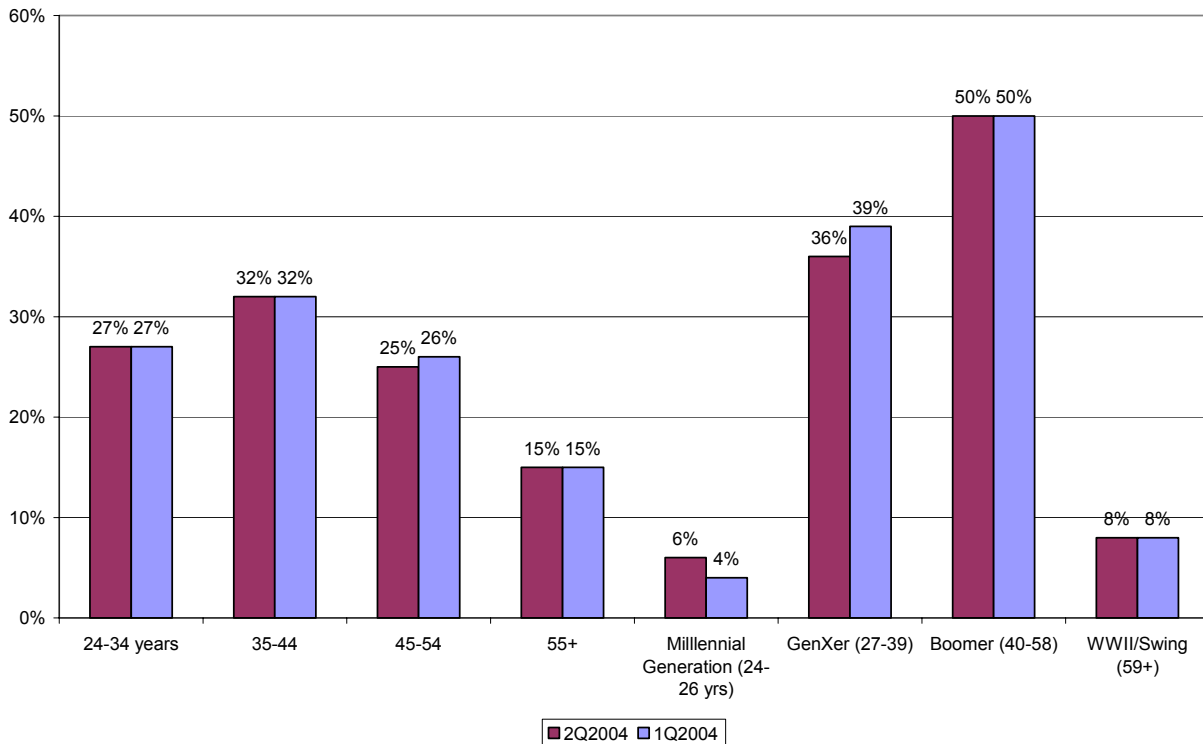
The second wave of the luxury tracking study skewed toward a more female sample. Some 67 of the sample surveyed was female (compared with 62 percent in the first quarter) and 33 percent were male (compared with 38 percent in the previous period).

Age Distribution

In terms of age ranges, the sample surveyed in the second luxury tracking study is virtually identical to that in the first. Distributions are fairly even. Some 27 percent of respondents are in the range of 24-to-34 years; 32 percent are 35-to-44 years; 26 percent are 45-to-54 years; and 15 percent are 55 years and above. Average age of this sample is 42.6 years.

From a generational perspective the sample is significantly skewed toward baby boomers, now in the age range of 40-to-58 years old, who represent half of the total sample and generation Xers, ages 27-to-39 years old, who make up 36 percent of the total sample.

Age Demographics



▪ *Figure A-3: Age & Generational Demographics*

Other Demographic Variables

The survey sample skews strongly toward married households, with 81 percent of the total made up of married people. Singles comprise 11 percent of the sample and couples living together represent 5 percent of the total. Separated (less than 1 percent), divorced (2 percent) and widowed (less than 1 percent) make up the rest of the sample.

The affluent consumers sampled are highly educated. About one third (32 percent) have completed a four-year college degree and 21 percent have a masters degree. Some 22 percent have some college experience and 5 percent of the sample have either a doctorate degree or are a medical doctor. In total, 70 percent have completed a four-year college degree or more educational attainment.

Nearly 90 percent of this affluent sample is white Caucasian (89 percent). Some 5 percent are Asian or Pacific islanders and the same percentage are Spanish/Hispanic/Latino. Some 4 percent are black/African-American and 1 percent is American Indian, Eskimo or Aleut.

Wave 2: Luxury Tracking Survey Questionnaire

1. Please indicate your total annual household income before taxes:

- 1-Less than \$100,000
- 2-\$100,000 to \$149,999
- 3-\$150,000 to \$199,999
- 4-\$200,000 to \$249,999
- 5-\$250,000 or more

2. In the past four months (March-June), 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, Vases, Bowls, Figurines and/or Decorative Accents
- 2-Luxury Art & Antiques *(including sculpture, framed art, collectibles, antiques, etc.)*
- 3-Luxury Electronics and Photography *(such as computers, televisions, home entertainment centers, cameras, PDA's, etc.)*
- 4-Luxury Home Decorating Fabrics, Window & Wall Coverings
- 5-Luxury Furniture, Lamps and Lighting, & Floor Coverings *(including rugs and lamps)*
- 6-Luxury Outdoor, Lawn, Patio & Garden Products *(such as lawn furniture, patio accessories, plants, grills, lawn equipment etc.)*
- 7-Luxury Kitchenware, Cookware & Housewares
- 8-Luxury Kitchen Appliances, Bath & Building Products *(such as luxury appliances, cabinets, bathtubs, etc. for home remodeling)*
- 9-Luxury Linens & Bedding
- 10-None of the

3. From the list below, what type of luxury **tabletop products** did you purchase in the past four months? *(Please check all that apply - if "none," please indicate "None of the above")*

Crystal & Glassware:

- 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

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 Ceramic or Stoneware Dinnerware and/or other ceramic or stoneware serving pieces or decorative accents
- 3-Fine China and/or Porcelain Serving Pieces *(such as bowls, platters, etc.)*
- 4-Fine China and/or Porcelain Decorative Accents *(such as figurines, vases, boxes, candlesticks, etc.)*
- 5-Other Fine China and/or Porcelain, Ceramic or Stoneware luxury tabletop items
- 6-None of the above

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 Formal/Fine Tabletop Products not mentioned above
- 5-None of the above

6. How much in total did your household spend on all luxury **tabletop, dinnerware, flatware, servingware** purchases in the past four 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

8. In what kind of stores did you purchase luxury **tabletop, dinnerware, flatware, servingware** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

9. Please indicate for which of the following luxury **tabletop** brands you made a purchase of in the past four 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 above

10. What motivated you to purchase luxury **tabletop, dinnerware, stemware or flatware** in the past four months? *(Please check all that apply)*

- 1-Bought for a party or event
- 2-To replace pieces that broke, were lost, chipped, etc.
- 3-To add or expand my dinnerware/stemware/flatware collection
- 4-To upgrade what I currently use for entertaining
- 5-To upgrade what I currently use everyday
- 6-Was remodeling/redecorating

- 7-For a second home
- 8-Found on sale
- 9-As special treat, reward, gift for myself
- 10-Saw something I liked and had to have
- 11-Bought for wedding, bridal shower, engagement gift
- 12-Bought as gift for other occasion
- 13-Other/None of the above

11. How much in total did your household spend on all luxury **Art & Antiques** purchases in the past four 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

12. In what kind of stores did you purchase luxury **Art & Antiques** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

13. Please indicate for which of the following **Art & Antiques** brands you made a purchase of in the past four months: *(Please check all that apply)*

- 1-Christies
- 2-Sothebys
- 3-EBay
- 4-None of the above

14. How much in total did your household spend on all luxury **Electronics and Photography** purchases in the past four 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

15. In what kind of stores did you purchase luxury **Electronics and Photography** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

16. Please indicate for which of the following luxury **Electronics and Photography** brands you made a purchase of in the past four months: (Please check all that apply)

- 1-Sony
- 2-Panasonic
- 3-Gateway
- 4-Best Buy
- 5-None of the above

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

18. In what kind of stores did you purchase luxury **Home Decorating Fabrics, Window and Wall Coverings** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

19. How much in total did your household spend on all luxury **Furniture, Lamps, & Floor Coverings** purchases in the past four 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 **Furniture, Lamps, & Floor Coverings** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

21. How much in total did your household spend on all luxury **Outdoor, Lawn, Patio & Garden Products** purchases in the past four 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 **Outdoor, Lawn, Patio & Garden Products** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

23. How much in total did your household spend on all luxury **Kitchenware, Cookware & Housewares** purchases in the past four 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

24. In what kind of stores did you purchase luxury **Kitchenware, Cookware & Housewares** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

25. How much in total did your household spend on all luxury **Kitchen Appliances, Bath & Building Products** purchases in the past four 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

26. In what kind of stores did you purchase luxury **Kitchen Appliances, Bath & Building Products** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

27. How much in total did your household spend on all luxury **Linens & Bedding** purchases in the past four 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

28. In what kind of stores did you purchase luxury **Linens & Bedding** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

29. Thinking about your most recent **luxury home** purchase, how important were each of these factors in influencing your purchase?

- 1-Very Important
- 2-Somewhat Important
- 3-Little Importance
- 4-Not Needed/Not Important

- 1-Articles & Reviews
- 2-Advertisements (*TV/Magazine/Newspaper/etc.*)
- 3-Brand and/or Company Reputation
- 4-Internet/Website
- 5-Price/Value Relationship
- 6-Recommendation of Friends
- 7-Salesperson's Information
- 8-Reputation of Store, Dealer and/or Place where Purchased

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

- 1-Luxury Art & Antiques <i>(including sculpture, framed art, collectibles, antiques, etc.)</i>
- 2-Luxury Electronics and Photography <i>(such as computers, televisions, home entertainment centers, cameras, PDA's, etc.)</i>
- 3-Luxury Home Decorating Fabrics, Window & Wall Coverings
- 4-Luxury Furniture, Lamps, & Floor Coverings <i>(including rugs and lamps)</i>
- 5-Luxury Outdoor, Lawn, Patio & Garden Products <i>(such as lawn furniture, patio accessories, plants, grills, etc.)</i>
- 6-Luxury Kitchenware, Cookware & Housewares
- 7-Luxury Kitchen, Bath & Building Products <i>(such as luxury appliances, cabinets, bathtubs, etc. for home remodeling)</i>
- 8-Luxury Linens & Bedding
- 9-Luxury Tabletop, Dinnerware, Flatware, Servingware, Vases, Bowls, Figurines and/or Decorative Accents
- 10-None of the above

31. In the past four months(January-February) 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 Automobiles and/or recreational vehicles <i>(such as boats, RVs, etc.)</i>
- 4-Luxury Clothes & Apparel <i>(such as dresses, suits, shirts, pants, etc.)</i>

- 5-Luxury Fashion Accessories <i>(such as handbags, wallets, suitcases, shoes, etc.)</i>
- 6-Luxury Fragrance, Cosmetics and/or Beauty Products and Skin Care regimes
- 7-Luxury Women's Watches
- 8-Luxury Men's Watches
- 9-None of the above

32. What type of **Women's luxury jewelry** did you buy in the past four 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

33. 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 <i>(e.g. 14k and above, not gold plate)</i>
- 2-Fine platinum jewelry
- 3-Fine sterling silver jewelry
- 4-Gold plate, gold filled or vermeil
- 5-None of the above

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 <i>(such as emeralds, sapphires, rubies, etc.)</i>
- 4-Semi-precious gemstone jewelry <i>(such as opals, topaz, amethyst, etc.)</i>
- 5-Costume and/or Fashion jewelry <i>(including 'faux' stones)</i>
- 6-None of the above

83. What is the material or composition of the **Woman's watch** you purchased? *(For example, if you bought a gold watch with diamond stones, you would indicate "Gold" and "Diamond.") (Please check all that apply - if "none," please indicate "None of the above")*

- 1-Fine gold (e.g. 14k and above, not gold plate)
- 2-Fine platinum
- 3-Fine sterling silver
- 4-Gold plate, gold filled or vermeil
- 5-None of the above

84. **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

85. What type of men's luxury jewelry did you buy in the past four 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-Bridal Jewelry
- 8-Other Men's Jewelry
- 9-None of the above

86. 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

87. **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

88. What is the material or composition of the **Men's watch** you purchased? (For example, if you bought a gold watch with diamond stones, you would indicate "Gold" and "Diamond.") (Please check all that apply - if "none," please indicate "None of the above")

- 1-Fine gold (e.g. 14k and above, not gold plate)
- 2-Fine platinum
- 3-Fine sterling silver
- 4-Gold plate, gold filled or vermeil
- 5-None of the above

89. **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

38. Regarding your jewelry purchases in the past four months, were your purchases made as a self-purchase, gift purchase or both self and gift purchase?

- 1-Self purchase only
- 2-Gift purchase only
- 3-Both self and gift purchases

39. How much in total did your household spend on all luxury **Jewelry** purchases in the past four 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

40. In what kind of stores did you purchase luxury **Jewelry** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above 1
- 10-None of the above

41. Please indicate for which of the following luxury **Jewelry** brands you made a purchase of in the past four 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

42. How much in total did your household spend on all luxury **Watches** purchases in the past four 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 **Watches** in the past four 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-Other Specialty Luxury Shop or Boutique

- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

44. How much in total did your household spend on all luxury **Automobiles and/or recreational vehicles** purchases in the past four 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

45. How much in total did your household spend on all luxury **Clothes & Apparel** purchases in the past four 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

46. In what kind of stores did you purchase luxury **Clothes & Apparel** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

47. How much in total did your household spend on all luxury **Fashion Accessories** purchases in the past four 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

48. In what kind of stores did you purchase luxury **Fashion Accessories** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

49. How much in total did your household spend on all luxury **Fragrance, Cosmetics and/or Beauty Products** purchases in the past four 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 **Fragrance, Cosmetics and/or Beauty Products** in the past four 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-Other Specialty Luxury Shop or Boutique
- 7-Warehouse Club, Outlet Store, and/or Discount Store
- 8-Through Internet, Mail Order or TV Shopping
- 9-Other Types of Stores Not Listed Above
- 10-None of the above

51. Thinking about your most recent **personal luxury** purchase, how important were each of these in influencing your purchase?

- 1-**Very Important**
- 2-**Somewhat Important**
- 3-**Little Importance**
- 4-**Not Needed/Not Important**

- 1-Articles & Reviews
- 2-Advertisements (*TV/Magazine/Newspaper/etc.*)
- 3-Brand and/or Company Reputation
- 4-Internet/Website
- 5-Price/Value Relationship
- 6-Recommendation of Friends
- 7-Salesperson's Information
- 8-Reputation of Store, Dealer and/or Place Where Purchased

52. Please indicate which of the following **personal luxury** purchases you expect or have plans to make in the next three months (July-September): *(Please check all that apply)*

- 1-Luxury Jewelry
- 2-Luxury Watches
- 3-Luxury Automobiles and/or recreational vehicles *(such as boats, RVs, etc.)*
- 4-Luxury Clothes & Apparel *(such as dresses, suits, shirts, pants, etc.)*
- 5-Luxury Fashion Accessories *(such as handbags, wallets, suitcases, shoes, etc.)*
- 6-Luxury Fragrance, Cosmetics and/or Beauty Products and Skin Care regimens
- 7-None of the above [

53. In the past four months (January-February) 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-None of the above

54. What kind of luxury travel did you experience in the past four 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

55. **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

56. 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

57. How much in total did your household spend on all experiential luxury **Travel** services in the past four 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

58. Please indicate which of the following luxury **Travel** brands you purchased from in the past four 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

59. How much in total did your household spend on all experiential luxury **Dining** services in the past four 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

60. How much in total did your household spend on all experiential luxury **Entertainment** services in the past four 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

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

62. Thinking about your most recent **experiential luxury** purchase, how important were each of these in influencing your purchase?

- 1-Very Important
- 2-Somewhat Important
- 3-Little Importance
- 4-Not Needed/Not Important

- 1-Articles & Reviews
- 2-Advertisements (TV/Magazine/Newspaper/etc.)
- 3-Brand and/or Company Reputation
- 4-Internet/Website
- 5-Price/Value Relationship
- 6-Recommendation of Friends
- 7-Salesperson's Information
- 8-Reputation of Service Provider or Place where Purchased

63. Please indicate which of the following **experiential luxury** purchases you expect or have plans to make in the next three months (July-September): (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-None of the above [G63-LOGIC1

64. When thinking about all your luxury purchases in the past four months, including home luxuries, personal luxuries, and experiential luxuries, which provides you with more personal satisfaction and happiness?

1-Luxury Home Products (such as luxury art and antiques, electronics and/or photography, fabrics, wall and window coverings, furniture, lamps and floor coverings, garden products, kitchenware & housewares, kitchen appliances, bath and building products, linens and bedding and tabletop, dinnerware, stemware, flatware, servingware, decorative accessories, etc.)

2-Personal Luxury Products (such as luxury automobiles, luxury beauty, cosmetics and fragrance products, luxury clothes and apparel, luxury fashion accessories, luxury jewelry, or luxury watches)

3-Experiential Luxuries (such as luxury travel; fine dining and luxury restaurants; entertainment such as theater, plays, sporting events; cultural/arts events, such as concerts, museum events, art galleries, lectures and seminars; personal and health services, such as beauty, 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.)

65. Thinking of all your luxury purchases, including home, personal and experiential luxuries, that you have made in the past four months, how important are each of these motivators for you as a luxury consumer?

- 1-Extremely Important
- 2-Somewhat Important
- 3-Neither Important or Unimportant
- 4-Somewhat Unimportant
- 5-Extremely Unimportant

- 1-Personal enrichment
- 2-Deepening relationships with family members
- 3-Sharing with friends
- 4-Exclusivity
- 5-Self-actualization
- 6-Provides deeper meaning in my life

- 7-Social standing
- 8-Enhances quality of my life
- 9-Cultural development
- 10-Status
- 11-Expresses my personal style and who I am
- 12-Reward for hard work or that I feel I have earned or am entitled to
- 13-Uniqueness
- 14-A way to reduce stress
- 15-Enjoyment and pleasure
- 16-Makes me feel special and unique
- 17-What is expected of me at my stage of life
- 18-More time for important things in life

66. Please indicate which of the brands listed below you have seen or heard marketing in the past four 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)

Art & Antiques:

- 1-Christies
- 2-Sothebys
- 3-EBay
- 4-None of the above

67. Electronics/Photography: (Please check all that apply)

- 1-Sony
- 2-Panasonic
- 3-Bose
- 4-Gateway
- 5-None of the above

68. 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

69. 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

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

- 1-Saks Fifth Ave
- 2-Neiman Marcus
- 3-Nordstroms
- 4-None of the above

71. **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

72. Do you feel that <u>you</u> are better off, equal to, or less well off now financially compared to <u>four months ago</u>?

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

73. Do you think <u>the country</u> as a whole is better off, equal to, or less well off now financially compared to <u>four months ago</u>?

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

74. To what degree do you feel you will be better or worse off financially <u>twelve months from now</u> compared to today?

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

75. Compared to <u>twelve months ago</u> are you spending more on luxury now, spending the same on luxury now than <u>twelve months ago</u>, or spending less on luxury now than <u>twelve months ago</u>?

- 1-Spending significantly more
- 2-Spending somewhat more
- 3-Spending about the same

- 4-Spending somewhat less
- 5-Spending significantly less

76. In the <u>coming twelve months</u>, do you expect to spend more than, the same as, or less on luxury compared to the <u>previous twelve months</u>?

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

77. How would you describe the financial status of the family you were raised in and grew up in?

- 1-Upper income/affluent
- 2-Upper middle-income
- 3-Middle-income
- 4-Lower middle-income
- 5-Low income

78. <center>The following final questions will be used for classification purposes only.</center>

 How many children under the age of 18, if any, currently live in your household?

- 1-None
- 2-1
- 3-2
- 4-3
- 5-4
- 6-5
- 7-6
- 8-7
- 9-8
- 10-9
- 11-10
- 12-More than 10

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

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

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

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

81. Finally, which of the following best describes your occupation?

- 1-Machine operator/machinist/factory/garment worker/assembler
- 2-Maintenance/janitorial
- 3-Tradesman/repairman/mechanic/plumber/electrician
- 4-Truck driver/bus driver/delivery driver
- 5-Service worker/cook/attendant/gardener/barber/beautician
- 6-Technician/computer operator/keypuncher/TV technician
- 7-Fireman/policeman/security guard
- 8-Warehouseman/stock clerk
- 9-Construction
- 10-Professional services/lawyer/doctor/accountant/Ph.D/teacher
- 11-President/executive officer
- 12-Owner entrepreneur/self-employed
- 13-Manager/supervisor
- 14-Secretary/clerk/office worker
- 15-Engineer/scientist/computer programmer/analyst
- 16-Government/military/civil service
- 17-Salesman/sales representative
- 18-Creative services/artist/musician/photographer/writer
- 19-Other