



## PASPALEY US EXPANSION

### Quant Profiling Questionnaire

March 19th, 2024

IFOP PROJECT NUMBER	N0138
IFOP PROJECT NAME	Paspaley US Expansion – Quant Profiling
IFOP PROJECT OWNER	Kristen Busby & Ghita Arbaoui
CLIENT COMPANY	Paspaley
CLIENT CONTACT	Patricia Gigliotti & Kelly Wilson
METHODOLOGY	Web survey
SAMPLE SOURCE	Repdata
HONORARIA SOURCE	Online Panel Provider
SURVEY LENGTH	20 minutes
DEVICES ALLOWED	All
COUNTRIES	US
COLLECT IP ADDRESS?	YES

PROGRAMMER INSTRUCTIONS APPEAR IN **BOLD & RED** FONT.

INSTRUCTIONS FOR RESPONDENTS APPEAR IN BOLD ITALICS (E.G., “***SELECT ALL THAT APPLY***”).

#### PROGRAMMER NOTES:

- **IN SURVEY DESIGN, PLEASE BE SURE TO INCLUDE A PROGRESS BAR IN THE SURVEY SO THAT RESPONDENTS CAN MONITOR THEIR PROGRESS.**
- **CREATE TIME STAMP AT THE END OF EACH SECTION TO LOG RESPONDENT'S PROGRESS (AND SO WE CAN USE FOR DATA CLEANING).**
- **SHOW NEW SCREEN AFTER EACH QUESTION. ONE QUESTION ON EACH SCREEN.**
- **FOR ALL QUESTIONS WITH CODE « Other » (91/98) OR « None » (99) OR « PREFER NOT TO ANSWER » (99), ALWAYS KEEP THESE CODES IN THE END OF THE LIST EVEN IF THE RANDOMIZATION IS REQUIRED FOR REST OF LIST.**
- **DEFINE: QC FLAG FOR STRAIGHTLINING FLAG AT 75% OF ALL SELECTIONS EQUALING THE SAME**
- **IF FAIL 3 OR MORE QC FLAGS, ALLOW TO COMPLETE AND CLASSIFY AS QUALITY FAIL**

#### SAMPLE:

- **TARGET FOR GEN POP (SHORT COMPLETE):**
  - WOMEN LIVING IN THE US
  - AGE 18-77
  - HHI OF \$150,000 OR MORE
- **TARGET FOR FINE JEWELRY BUYERS (LONG COMPLETE):**
  - **IN ADDITION TO ALL SHORT COMPLETE CRITERIA, MUST ALSO:**
    - Have purchased or shared in purchase decision for a single item of fine jewelry at \$500 or more in the past 2 years
    - **AND** Own at least 1 fine jewelry item valued at \$1,500 or more

Quota	Base size
Long Complete (Fine Jewelry Buyers)	N=750
Short Complete (Gen Pop)	Max n=4,250

**TOTAL COMPLETES (LONG + SHORT COMBINED) TO BE CENSUS BALANCED ON COMPLETES FOR AGE, ETHNICITY, REGION.**

**QUOTAS BELOW SHOULD BE SET UP IN DECIPHER FOR TRACKING AND SHOULD BE INCLUSIVE OF SHORT + LONG COMPLETES**

**AGE (A03)**

- 18 to 34: 11%
- 35 to 44: 25%
- 45 to 54: 26%
- 55 to 64: 24%
- 65 to 77: 14%

**REGION (A11)**

- NORTHEAST: 20%
- MIDWEST: 20%
- SOUTH: 34%
- WEST: 26%

**ETHNICITY (A15)**

- WHITE: 77%
- BLACK: 8%
- ASIAN: 6%
- HISPANIC: 9%
- OTHER NET: MAX 6%

**SPEEDER RULES:**

- (1) REMOVE GEN POP RESPONDENTS (SHORT COMPLETES) THAT COMPLETE THE SURVEY (SECTIONS N + A + B + F + P) IN LESS THAN 1/3 OF THE MEDIAN SHORT COMPLETE LOI.
- (2) REMOVE FINE JEWELRY BUYER RESPONDENTS (LONG COMPLETES) THAT COMPLETE THE SURVEY (SECTIONS N + A + B + C + D + E + P) IN LESS THAN 1/3 OF THE MEDIAN LONG COMPLETE LOI.

**N. INTRODUCTION**

**N10 Before we begin, please read and agree to the following terms and conditions:**

I understand that the information collected by Ifop and its client(s) will be used for research purposes only. All information will be analyzed with responses from others and no personally identifying information will be reported.

I also agree to carefully read and answer each question. I understand that if it is shown I sped through and/or did not carefully read the questions, I may lose my opportunity to complete the survey.

***SELECT ONE***

1	I understand and give my consent to these uses and conditions	<b>CONTINUE</b>
2	I do NOT give my consent	<b>TERMINATE_NO CONSENT</b>

**A. SCREENING – DEMOGRAPHICS (2 min)**

To start with, we have a few questions to ensure you are the appropriate audience for this survey.

**PROGRAM AS INTRODUCTION**  
**SHOW ON SEPARATE SCREEN**

**SHOW ON NEW SCREEN**

A01. Which gender do you most identify with?

***SELECT ONE***



- |   |                           |                       |
|---|---------------------------|-----------------------|
| 1 | Male                      | TERMINATE IMMEDIATELY |
| 2 | Female                    |                       |
| 3 | I identify otherwise      | TERMINATE AFTER A03   |
| 4 | I do not wish to disclose | TERMINATE IMMEDIATELY |

A03. How old are you?

**PLEASE WRITE YOUR AGE**

**NUMERIC ANSWER WITH MIN ANSWER 01 AND MAX ANSWER 99, FORCE WHOLE NUMBERS**

- |   |       |                         |
|---|-------|-------------------------|
| 1 | _____ | TERMINATE IF <18 OR >77 |
|---|-------|-------------------------|

**IF A01=3, TERMINATE HERE**

**SET UP HIDDEN VARIABLE FOR BELOW AGE BREAKS TO TRACK CENSUS REP COMPLETES  
(INCLUDE IN DECIPHER QUOTAS)**

- 18 to 34: 11%
- 35 to 44: 25%
- 45 to 54: 26%
- 55 to 64: 24%
- 65 to 77: 14%

A05. What was your total household income for 2023?

**SELECT ONE**

**DO NOT RANDOMIZE**

- |       |                                     |                 |
|-------|-------------------------------------|-----------------|
| 1     | Less than \$50,000                  |                 |
| 2     | Between \$50,000 and \$74,999       |                 |
| 3     | Between \$75,000 and \$99,999       | TERMINATE r1-r4 |
| 4     | Between \$100,000 and \$149,999     |                 |
| <hr/> |                                     |                 |
| 5     | Between \$150,000 and \$199,999     |                 |
| 6     | Between \$200,000 and \$249,999     |                 |
| 7     | Between \$250,000 and \$349,999     |                 |
| 8     | Between \$350,000 and \$499,999     |                 |
| 9     | Between \$500,000 and \$999,999     |                 |
| 10    | Between \$1,000,000 and \$1,999,999 |                 |
| 11    | \$2,000,000 or more                 |                 |
| <hr/> |                                     |                 |
| 91    | I don't know / Prefer not to answer | TERMINATE       |

A07. Do you, or does anyone in your household work in any of the following industries?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- |    |                                 |           |
|----|---------------------------------|-----------|
| 1  | Market Research                 | TERMINATE |
| 2  | Advertising or Public Relations | TERMINATE |
| 3  | Marketing                       | TERMINATE |
| 4  | Jewelry                         | TERMINATE |
| 5  | Fashion or Retail               |           |
| 6  | Media                           |           |
| 7  | Automotive                      |           |
| 8  | Food & Beverage                 |           |
| 9  | Consumer Tech                   |           |
| 10 | Hospitality                     |           |



- 11 Healthcare  
99 None of these

**ANCHOR, EXCLUSIVE**

A09. Please enter your zip code.

**OPEN END, MAX 5 DIGITS  
DMA CAPTURE**

1 \_\_\_\_\_

A11. What state do you live in?

**DROP DOWN LIST OF 50 STATES  
TERMINATE IF STATE SELECTED DOES NOT ALIGN WITH ZIPCODE ENTERED IN A09  
DO NOT TERMINATE IF ZIP CODE = VIRGINIA AND/OR MARYLAND AND STATE=DC**

1	Maine	27	North Carolina
2	New Hampshire	28	South Carolina
3	Vermont	29	Georgia
4	Massachusetts	30	Florida
5	Rhode Island	31	Kentucky
6	Connecticut	32	Tennessee
7	New York	33	Alabama
8	New Jersey	34	Mississippi
9	Pennsylvania	35	Arkansas
10	Ohio	36	Louisiana
11	Indiana	37	Oklahoma
12	Illinois	38	Texas
13	Michigan	39	Montana
14	Wisconsin	40	Idaho
15	Minnesota	41	Wyoming
16	Iowa	42	Colorado
17	Missouri	43	New Mexico
18	North Dakota	44	Arizona
19	South Dakota	45	Utah
20	Nebraska	46	Nevada
21	Kansas	47	Washington
22	Delaware	48	Oregon
23	Maryland	49	California
24	District of Columbia	50	Alaska
25	Virginia	51	Hawaii
26	West Virginia		

**CREATE VARIABLE FOR REGION (INCLUDE IN DECIPHER QUOTAS)**

- **NORTHEAST: 20%**
- **MIDWEST: 20%**
- **SOUTH: 34%**
- **WEST: 26%**

**HIDDEN – CODE REGION**



WEST	Pacific (WA, OR, CA, AK, HI)	47, 48, 49, 50, 51
	Mountain (MT, ID, WY, NV, UT, CO, AZ, NM)	39, 40, 41, 46, 45, 42, 44, 43
MIDWEST	West North Central (ND, SD, NE, KS, MN, IA, MO)	18, 19, 20, 21, 15, 16, 17
	East North Central (WI, IL, MI, IN, OH)	14, 12, 13, 11, 10
SOUTH	West South Central (TX, OK, AR, LA)	38, 37, 35, 36
	East South Central (KY, TN, MS, AL)	31, 32, 34, 33
	South Atlantic (FL, GA, SC, NC, VA, WV, DC, MD, DE)	30, 29, 28, 27, 25, 26, 24, 23, 22
NORTHEAST	Middle Atlantic (NY, NJ, PA)	7, 8, 9
	New England (ME, NH, VT, MA, RI, CT)	1, 2, 3, 4, 5, 6

A13. Which of the following best describes the area in which you live?

**SELECT ONE**

**RANDOMIZE**

- 1 Urban (you live in a large city)
- 2 Suburban (you live in a small city or smaller community adjacent to a city)
- 3 Rural (you live in the country or small town, far away from any major city)

A15. How would you describe your ethnicity/race?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- 1 Black or African American
- 2 Asian
- 3 Caucasian / White
- 4 Hispanic or Latino
- 5 Middle Eastern or North African
- 6 American Indian or Alaska Native
- 7 Native Hawaiian or Other Pacific Islander
- 8 Other
- 99 Prefer not to answer

**ANCHOR**

**MUTUALLY EXCLUSIVE ANCHOR**

**NET "OTHER" r5-r99**

**SET UP ETHNICITY QUOTA FOR CENSUS BALANCE TRACKING (INCLUDE IN DECIPHER QUOTAS)**

- **WHITE: 77%**
- **BLACK: 8%**
- **ASIAN: 6%**
- **HISPANIC: 9%**
- **OTHER NET: MAX 6%**

A19. What best describes your current employment status?

**SELECT ONE**

- 1 Employed full-time
- 2 Employed part-time
- 3 Unemployed



- 4 Self-employed
- 5 Homemaker
- 6 Student
- 7 Retired
- 99 Prefer not to answer

**EXCLUSIVE, ANCHOR**

A21. What is your marital status?

**SELECT ONE**

- 1 Single
- 2 Married
- 3 Divorced
- 4 Widowed
- 5 Separated
- 6 Living with significant other, not married
- 7 In a relationship but not living with significant other
- 99 Prefer not to say

**EXCLUSIVE, ANCHOR**

A23. How many people are living in your household, including yourself?

**SELECT ONE**

- 1 1 (I live alone)
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7 or more

**SKIP TO SECTION B**

A25. Are there any children under 18 living in your household?

**SELECT ONE**

- 1 Yes
- 2 No
- 3 I prefer not to say

**SKIP TO SECTION B**

**SKIP TO SECTION B**

**ASK IF A25=1**

A27. What age is/are the child or children living in your household?

**SELECT ALL THAT APPLY**

- 1 Less than 2 years old
- 2 2-4 years old
- 3 5-8 years old
- 4 9-12 years old
- 5 13-15 years old
- 6 16-18 years old
- 99 Prefer not to say



## B. SCREENING – PURCHASING (1 min)

B01. **In the past 2 years**, have you spent (or shared in the purchase decision for) **\$500 or more on a single item** in any of the following categories?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- 1 Shoes / Sneakers
- 2 Handbags
- 3 Fine Jewelry (excluding engagement rings)
- 4 Watches
- 5 Clothing / Ready-to-wear
- 6 Accessories or small leather goods
- 7 Beauty products
- 8 Wireless headphones
- 9 Alcohol (wine, beer, or spirits)
- 10 Home exercise equipment
- 99 I have not purchased items in any of these categories

**EXCLUSIVE, ANCHOR**

**IF B01\_3 IS NOT SELECTED, CLASSIFY AS GEN POP AND SKIP TO SECTION F**

**ASK IF B01 = 3**

B03. Please indicate **the most** you have spent (for yourself or shared in the purchase decision for) **on a single item of fine jewelry (excluding engagement rings) in the past 2 years.**

**PLEASE FILL IN THE SINGLE ITEM DOLLAR AMOUNT**

**NUMERIC ANSWER WITH MIN ANSWER 01 AND MAX ANSWER 99,999.**

**FORCE WHOLE NUMBERS**

- 3 Fine Jewelry (excluding engagement rings) \$\_\_\_\_\_

**TERMINATE IF B03\_3 < \$500**

**SHOW ON SEPARATE SCREEN**

Throughout this survey we are going to be **focused on fine jewelry, defined as precious metals and gemstones**. For the purpose of this survey, by fine jewelry, we mean any single piece of jewelry with a price of \$500 or more, excluding engagement or wedding rings, and watches.

**NEW SCREEN**

B05. How many pieces of fine jewelry (single pieces with a price of \$500 or more, excluding wedding rings and watches) do you own?

**PLEASE WRITE THE NUMBER OF ITEMS YOU OWN WITH PRICE OF \$500 OR MORE**

**NUMERIC ANSWER WITH MIN ANSWER 01 AND MAX ANSWER 99, FORCE WHOLE NUMBERS**

- 1 \_\_\_\_\_
- 2 I do not own any fine jewelry items with a price of \$500 or more

**TERMINATE IF B03\_3 ≥ \$500 AND B05 = 2**

B08. Of the **[PIPE IN VALUE FROM B05]** items of fine jewelry (\$500 or more per piece) you own, how many are in each of the following categories?



PLEASE WRITE THE NUMBER PER LINE

RANDOMIZE

NUMERIC ANSWER WITH MIN ANSWER 00 AND MAX ANSWER 99, FORCE WHOLE NUMBERS  
TOTAL MUST SUM TO VALUE IN B05, OTHERWISE SHOW ERROR

- |    |  |       |        |
|----|--|-------|--------|
| 1  | Rings  | _____ |        |
| 2  | Bracelets  | _____ |        |
| 3  | Necklaces  | _____ |        |
| 4  | Pendants (purchased separately to add to a necklace) | _____ |        |
| 5  | Earrings   | _____ |        |
| 6  | Brooches/Pins and Clips                              | _____ |        |
| 98 | Other, specify: _____                                | _____ | ANCHOR |

TERMINATE IF FULL VALUE IS ASSIGNED TO B08\_98 (OTHER)

B12. What is the approximate dollar value of the single most expensive piece of fine jewelry you own, excluding engagement or wedding rings and watches?

PLEASE WRITE THE VALUE OF THE SINGLE ITEM BELOW

NUMERIC ANSWER WITH MIN ANSWER 01 AND MAX ANSWER 199,999, FORCE WHOLE NUMBER

1    \$ \_\_\_\_\_

IF < \$1,500, CLASSIFY AS GEN POP AND SKIP TO SECTION F

IF ≥ \$1,500, CLASSIFY AS FINE JEWELRY BUYER AND CONTINUE TO NEXT SECTION

TERMINATE IF < \$500

TERMINATE IF B12 < B03. B12 MUST BE ≥ B03 TO CONTINUE

MAIN QUOTAS DETERMINED AT END OF SECTION B:

1. GEN POP (SHORT COMPLETE)

- B01 ≠ 3
- OR B12 < \$1,500

2. FINE JEWELRY BUYER (LONG COMPLETE)

- B01 = 3
- AND B03\_3 ≥ \$500
- AND B05 ≠ 2
- AND B12 ≥ \$1,500

SET UP HIDDEN VARIABLE (HFJTYPE) TO CLASSIFY FINE JEWELRY BUYERS BY JEWELRY SPEND TYPE ON B03 (INCLUDE IN DECIPHER QUOTAS AS SOFT QUOTA TO MONITOR FOR LONG COMPLETES ONLY, NO MINIMUMS)

- Access: \$500-\$1,500
- Premium: \$1,501-\$3,000
- Luxe: \$3,001-\$5,999
- Luxe Plus: \$6,000+

## C. FINE JEWELRY OWNERSHIP, PURCHASING & GIFTING (5 min)

SECTION ONLY SHOWN TO FINE JEWELRY BUYERS (LONG COMPLETES)





Now we are going to talk about your purchasing habits and preferences when it comes to fine jewelry **defined as precious metals and gemstones**. As a reminder, by fine jewelry, we mean any single piece of jewelry with a price of \$500 or more, excluding engagement or wedding rings, and watches.

**PROGRAM AS INTRODUCTION**  
**SHOW ON SEPARATE SCREEN**

**SHOW ON NEW SCREEN**

C01. How many fine jewelry (single piece with a price of \$500 or more) items have you purchased for yourself or shared in the purchase decision for **in the past 2 years**?

**PLEASE WRITE THE NUMBER OF ITEMS**

**NUMERIC ANSWER WITH MIN ANSWER 00 AND MAX ANSWER 99. FORCE WHOLE NUMBER**

**QC FLAG IF > 50**

1 \_\_\_\_\_

**TERMINATE IF C01 < 1**  
**TERMINATE IF C01 > B05**

C05. Of the **[PIPE IN VALUE FROM C01]** fine jewelry (single piece with a price of \$500 or more) items you have purchased for yourself or shared in the purchase decision **in the past 2 years**, please indicate how many pieces were purchased in each category.

**PLEASE WRITE THE NUMBER PER LINE**

**RANDOMIZE**

**NUMERIC ANSWER WITH MIN ANSWER 00 AND MAX ANSWER 99, FORCE WHOLE NUMBERS**

**TOTAL MUST SUM TO VALUE IN C01, OTHERWISE SHOW ERROR**

1	Rings	_____
2	Bracelets	_____
3	Necklaces	_____
4	Pendants (purchased separately to add to a necklace)	_____
5	Earrings	_____
6	Brooches/Pins and Clips	_____
98	Other, specify: _____	_____

**TERMINATE IF FULL VALUE IS ASSIGNED TO C05\_91 (OTHER)**

**TERMINATE IF C05\_1 > B08\_1**

**TERMINATE IF C05\_2 > B08\_2**

**TERMINATE IF C05\_3 > B08\_3**

**TERMINATE IF C05\_4 > B08\_4**

**TERMINATE IF C05\_5 > B08\_5**

**TERMINATE IF C05\_6 > B08\_6**

C08. Please indicate how much you **typically spend** on the following categories of fine jewelry, whether purchasing for yourself or sharing in the purchase decision.

As a reminder, by fine jewelry, we mean any single piece of jewelry with a price of \$500 or more, excluding engagement or wedding rings, and watches.

**SELECT ONE**

**PROGRAM AS CAROUSEL – DISPLAY ONE CATEGORY PER SCREEN WITH SCALE**

**SHOW ONLY ROWS/CATEGORIES > 0 IN C05**

**RANDOMIZE**

\$500- \$1,000	\$1,001- \$3,000	\$3,001- \$5,000	\$5,001- \$7,500	\$7,501- \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 or more
-------------------	---------------------	---------------------	---------------------	----------------------	------------------------	------------------------	---------------------



1	2	3	4	5	6	7	8
---	---	---	---	---	---	---	---

- 1 Rings
- 2 Bracelets
- 3 Necklaces
- 4 Pendants (purchased separately to add to a necklace)
- 5 Earrings
- 6 Brooches/Pins and Clips
- 98 Other, specify: \_\_\_\_\_ **FORCE TEXT** **ANCHOR**

#### QC FLAG FOR STRAIGHTLINING

C10. How often do you purchase (for yourself or share in the purchase decision for) the following categories of fine jewelry items?

As a reminder, by fine jewelry, we mean any single piece of jewelry with a price of \$500 or more, excluding engagement or wedding rings, and watches.

#### SELECT ONE

**PROGRAM AS CAROUSEL – DISPLAY ONE CATEGORY PER SCREEN WITH SCALE**

**SHOW ALL CATEGORIES**

**RANDOMIZE**

Never	Less often than every 10 years	Once every 6-10 years	Once every 4-5 years	Once every 2-3 years	Once a year	Every 6 months	Every 2-5 months	Monthly
1	2	3	4	5	6	7	8	9

- 1 Rings
- 2 Bracelets
- 3 Necklaces
- 4 Pendants (purchased separately to add to a necklace)
- 5 Earrings
- 6 Brooches/Pins and Clips
- 98 Other, specify: \_\_\_\_\_ **FORCE TEXT** **ANCHOR**

#### QC FLAG FOR STRAIGHTLINING

C14. For which of the following occasions have you purchased a piece of fine jewelry for yourself or shared in the purchase decision for?

#### SELECT ALL THAT APPLY

**RANDOMIZE**

- 1 Birthday
- 2 Anniversary
- 3 Wedding
- 4 Graduation
- 5 Achievement/milestone (i.e., promotion, raise, new job)



- |    |                                     |               |
|----|-------------------------------------|---------------|
| 6  | Valentine's Day                     |               |
| 7  | Christmas                           |               |
| 8  | Hannukah                            |               |
| 9  | Another holiday                     |               |
| 10 | After having a child (push present) |               |
| 11 | When on vacation                    |               |
| 12 | As a thank you                      |               |
| 13 | Parties/social event/other occasion |               |
| 14 | Mother's Day                        |               |
| 15 | Jewelry wardrobe update             |               |
| 16 | For a date                          |               |
| 98 | No occasion/just because            | <b>ANCHOR</b> |

C20. From which of the following have you purchased fine jewelry in the past?

**SELECT ALL THAT APPLY**

**RANDOMIZE BUT KEEP ROWS AS A GROUP WHERE NOTED**

- |    |   |                  |
|----|---|------------------|
| 1  | <u>Mono-brand</u> Jewelry brand store/boutique  | <b>GROUP 1-2</b> |
| 2  | <u>Mono-brand</u> Jewelry brand website   |                  |
| 3  | Department store  | <b>GROUP 3-4</b> |
| 4  | Department store website  |                  |
| 5  | <u>Multi-brand</u> Jewelry store  | <b>GROUP 5-6</b> |
| 6  | <u>Multi-brand</u> Jewelry website  |                  |
| 7  | Consignment/Resale <b>Physical Store</b> (i.e., The RealReal)                               | <b>GROUP 7-8</b> |
| 8  | Consignment/Resale <b>Online</b> (i.e., Poshmark, TheRealReal online, 1 <sup>st</sup> dibs) |                  |
| 9  | Trunk shows hosted by brands (in a store, hotel, etc.)                                      |                  |
| 10 | Amazon Luxury Stores  |                  |
| 98 | Other   | <b>ANCHOR</b>    |

C23. Of the places you have purchased fine jewelry in the past, which is your primary or go-to channel?

**SELECT ONE**

**SHOW ALL ITEMS SELECTED IN C20**

**KEEP ORDER FROM C20**

C26. Which of the following people and places do you turn to for **fine jewelry inspiration**?

Think about where you look to help cultivate your personal style for jewelry.

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- |    |  |
|----|--|
| 1  | Friends  |
| 2  | Family   |
| 3  | People I see "on the street"                                       |
| 4  | Characters on TV/in movies or TV series                            |
| 5  | Celebrities (actors, musicians, artists)                           |
| 6  | Social Media Influencers (Tik Tokers, YouTubers, Instagrammers)    |
| 7  | Sales Associate/Personal Shopper/Stylist                           |
| 8  | Mono-brand Jewelry Boutiques (e.g., displays, store windows, etc.) |
| 9  | Multi-brand Jewelry Stores (e.g., displays, store windows, etc.)   |
| 10 | Department Stores (e.g., displays, store windows, etc.)            |
| 11 | In-store customer events hosted by a brand/retailer                |
| 12 | Online customer events hosted by a brand/retailer                  |



- 13 Fashion Shows or Fashion Show Coverage
- 14 Outdoor Advertising (e.g., Billboards, posters, murals, bus shelters)
- 99 None of these

**EXCLUSIVE, ANCHOR**

C28. Which of the following types of media and digital platforms do you turn to for **fine jewelry inspiration**?  
Think about where you look to help cultivate your personal style for jewelry.

**SELECT ALL THAT APPLY**

**RANDOMIZE. PROGRAM WITH GROUP BUT DO NOT LABEL (ex: KEEP 1-5 GROUPED)**

**Magazine Ad**

- 1 Print Magazines
- 2 Online Magazines/Magazine Websites
- 3 Magazine Social Media Accounts
- 4 Digital-Only Fashion Media (e.g., WhoWhatWear, Refinery29)
- 5 Printed catalogues from brands/retailers

**Brand**

- 6 Brand Websites
- 7 Brand Social Media Accounts

**E-Commerce**

- 8 Multi-brand or Department Store Websites
- 9 Multi-brand or Department Store Social Media
- 10 Online only Fashion Sites (e.g., Net-A-Porter, Farfetch)
- 11 Amazon.com

**Social Media**

- 12 Facebook
- 13 X (formerly Twitter)
- 14 Instagram
- 15 Threads by Instagram
- 16 TikTok
- 17 YouTube
- 18 Snapchat
- 19 Pinterest
- 20 Reddit
- 21 BeReal

**Other Media**

- 22 Podcasts
- 23 Emails from Brands & Retailers
- 24 Emails from fashion critics, influencers/bloggers, etc.
- 25 Online Games/Metaverse Platforms (e.g., Fortnite, SandBox, Roblox, Sims, etc.)
- 26 Online search engines (e.g., Google, Bing, Yahoo, etc.)
- 99 None

**EXCLUSIVE, ANCHOR**

C30. Which of these do you rely on most as your **#1 source of fine jewelry inspiration**?

**SELECT ONE**

**PIPE RESPONSES FROM C26 AND C28, SHOW IN SAME ORDER**

C40. Have you ever received fine jewelry (single item \$500 or more) **as a gift**?

**SELECT ONE**

- 1 Yes
- 2 No

**ASK C44**

**SKIP TO D01**



**SHOW IF C40=1**

C44. For which of the following occasions have you received fine jewelry (single item \$500 or more) as a gift?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- 1 Birthday
- 2 Anniversary
- 3 Wedding
- 4 Graduation
- 5 Achievement/milestone (i.e., promotion, raise, new job)
- 6 Valentine's Day
- 7 Christmas
- 8 Hannukah
- 9 Another holiday
- 10 After having a child (push present)
- 11 When on vacation
- 12 As a thank you
- 13 Parties/social event/other occasion
- 14 Mother's Day
- 15 Jewelry wardrobe update
- 16 For a date
- 98 No occasion/just because

**ANCHOR**

**SHOW IF C40=1**

C46. How involved are you in selecting the fine jewelry (single item \$500 or more) that you receive as a gift?

**SELECT ONE**

- 1 Not at all involved
- 2 Not very involved
- 3 Very involved
- 4 Extremely involved

**D. FINE JEWELRY ATTITUDES (5 min)**

**SECTION ONLY SHOWN TO FINE JEWELRY BUYERS (LONG COMPLETES)**

Let's talk about your needs, attitudes, and preferences around fine jewelry.

**PROGRAM AS INTRODUCTION**

**SHOW ON SEPARATE SCREEN**

**SHOW ON NEW SCREEN**

D01. On which occasions do you usually wear fine jewelry?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- 1 Formal events (e.g., weddings, galas)
- 2 Casual gatherings (e.g., parties, dinner outings)



- 3 At work
- 4 Date nights
- 5 Holidays
- 6 Religious settings
- 7 On a day-to-day basis / Daily errands
- 8 Working out (e.g., yoga, pilates)
- 99 None of these

**EXCLUSIVE, ANCHOR**

D03. Below are some reasons one may purchase fine jewelry. Please choose the ones that are most relevant to you.

**SELECT MIN OF 4 AND MAX OF 7**

**RANDOMIZE**

- 1 To boost my self-confidence
- 2 To express my creativity / To show off my individuality
- 3 To make a truly unforgettable impression
- 4 To exude timeless elegance, refinement, and subtlety
- 5 To feel energized, vibrant / To boost my mood
- 6 To feel empowered, in control
- 7 To look high class / To project status
- 8 To stand out / To be admired by others
- 9 To look sexy / To feel more attractive
- 10 To feel like I'm in the know, ahead of trend / To be stylish
- 11 To feel accomplished and successful
- 12 To be more respected, taken seriously
- 13 To have a good professional image
- 14 To have a versatile piece that can be worn for any occasion / in many different ways
- 15 To add a final touch whenever I get dressed up
- 16 To « fit in » with my social group
- 17 To feel like a better version of myself
- 18 It's an heirloom investment piece that will last for generations
- 19 It's an attractive investment piece that I can sell later at a higher price
- 20 To treat myself / To reward myself
- 21 To create my signature look / To elevate my style
- 99 None of these

**EXCLUSIVE, ANCHOR**

D07. When choosing a fine jewelry brand, the most important factors I consider are...

**SELECT MIN OF 3 AND MAX OF 6**

**RANDOMIZE**

- 1 Superior quality
- 2 Exceptional craftsmanship
- 3 Offers styles that I don't find elsewhere
- 4 Sustainability (e.g., responsible sourcing, end-to-end transparency, traceability protocols) / Social ethics
- 5 Worth the price
- 6 Expertise in fine jewelry manufacturing
- 7 Use of precious or rare stones / materials
- 8 Knowledgeable sales associates
- 9 Constant newness
- 10 Extensive collections
- 11 Elevated in-store experience

- 12 Beautiful designs
- 13 Worn by a celebrity/influencer/KOL I like
- 14 Prestige of the brand
- 15 Heritage and history in fine jewelry (e.g., founder, materials)
- 16 High resale value
- 17 It is a brand for people like me
- 98 Other

D09. Please indicate your level of agreement with the following statements when it comes to fine jewelry.  
*Slide the bar to the side that best describes how you feel.*

**PROGRAM AS SLIDER SCALE**  
**RANDOMIZE, KEEPING ROWS TOGETHER**

	1	2	3	4
D15. When purchasing fine jewelry, how satisfied are you with the fine jewelry brand choices available to you?	1 I prefer branded jewelry	←	→	I prefer unbranded jewelry
	2 I would consider buying lab-grown diamonds	←	→	I would only buy natural diamonds
	3 I want people to recognize the brand of jewelry I wear	←	→	It's not important that people recognize the brand of jewelry I wear
	4 I like trying new jewelry brands that come out on the market	←	→	I prefer to stick to well-known and familiar jewelry brands
	5 I conduct extensive research prior to purchasing jewelry	←	→	I don't spend a lot of time researching prior to purchasing jewelry
	6 I like to mix and match jewelry pieces from different brands	←	→	I like to wear various jewelry pieces from one single brand
	7 I prefer subtle, minimalist, delicate jewelry pieces	←	→	I prefer bold, eye-catching jewelry pieces
	8 I prefer to invest in versatile fine jewelry pieces, suitable for every occasion	←	→	I prefer to invest in special fine jewelry pieces for a specific occasion

**SELECT ONE**

1 – NOT AT ALL SATISFIED									10 – EXTREMELY SATISFIED
1	2	3	4	5	6	7	8	9	10

D19. Which of the following materials would you consider when buying a piece of fine jewelry?

**SELECT ALL THAT APPLY**  
**RANDOMIZE**

- 1 Gold
- 2 Silver
- 3 Rose gold
- 4 White gold
- 5 Platinum
- 6 Diamond
- 7 Pearl
- 8 Mother of pearl
- 9 Ruby
- 10 Sapphire



- 11 Emerald  
12 Other gemstones (e.g. amethyst, opal, topaz)  
99 None of these

**ANCHOR**  
**EXCLUSIVE, ANCHOR**

D21. Which of the following fine jewelry brands have you heard of?

**SELECT ALL THAT APPLY**

**PROGRAM AS CARDS**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN ALPHABETICAL ORDER**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN RESERVE ALPHABETICAL ORDER**

- |    |                       |                                    |
|----|-----------------------|------------------------------------|
| 1  | BOUCHERON             | HERITAGE                           |
| 2  | BUCCELLATI            | HERITAGE                           |
| 3  | BVLGARI               | HERITAGE                           |
| 4  | CARTIER               | HERITAGE                           |
| 5  | CHANEL                | FASHION                            |
| 6  | CHAUMET               | HERITAGE                           |
| 7  | CHOPARD               | HERITAGE                           |
| 8  | DAMIANI               | HERITAGE                           |
| 9  | DAVID YURMAN          | CONTEMPORARY                       |
| 10 | DE BEERS              | HERITAGE                           |
| 11 | DIOR                  | FASHION                            |
| 12 | FRED                  | HERITAGE                           |
| 13 | GRAFF                 | HERITAGE                           |
| 14 | GUCCI                 | FASHION                            |
| 15 | H. STERN              | HERITAGE                           |
| 16 | HARRY WINSTON         | HERITAGE                           |
| 17 | HERMES                | FASHION                            |
| 18 | LOUIS VUITTON         | FASHION                            |
| 19 | MARCO BICEGO          | CONTEMPORARY                       |
| 20 | MESSIKA               | CONTEMPORARY                       |
| 21 | MIKIMOTO              | HERITAGE                           |
| 22 | PASPALEY              | HERITAGE                           |
| 23 | PIAGET                | HERITAGE                           |
| 24 | POMELLATO             | CONTEMPORARY                       |
| 25 | REPOSSI               | CONTEMPORARY                       |
| 26 | ROBERTO COIN          | CONTEMPORARY                       |
| 27 | TIFFANY & CO          | HERITAGE                           |
| 28 | VAN CLEEF & ARPELS    | HERITAGE                           |
| 98 | Other, specify: _____ | <b>FORCE TEXT</b><br><b>ANCHOR</b> |
| 99 | None of these         | <b>EXCLUSIVE, ANCHOR</b>           |

**FORCE RESPONDENT TO FILL IN SPECIFY FOR OTHER**

**CREATE NETS WITH BRAND CATEGORY HERITAGE/FASHION/CONTEMPORARY**

D23. Which of the following fine jewelry brands have you ever owned?

**SELECT ALL THAT APPLY**

**PIPE IN ALL ROWS AWARE OF IN D21 (SAME ORDER AS SHOWN IN D21)**

- 99 None of these

**EXCLUSIVE, ANCHOR**

D25. Of the fine jewelry brands you own, which is your favorite?

**SELECT ONE**





**PIPE IN ALL BRANDS EVER OWNED D23**

D27. How much do you feel **you know** about the following types of jewelry?

**SELECT ONE PER ROW**

1 – I KNOW NOTHING									10 – I KNOW A LOT
1	2	3	4	5	6	7	8	9	10

- 1 Pearls
- 2 Diamonds
- 3 Sapphires
- 4 Emeralds

Let's talk more specifically about pearls / jewelry with pearls.

**This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).**

**PROGRAM AS INTRODUCTION  
SHOW ON SEPARATE SCREEN**

**SHOW ON NEW SCREEN**

D29. How much are you interested in pearls / jewelry with pearls?

**This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).**

**SELECT ONE**

1 – NOT AT ALL INTERESTED				5 – VERY INTERESTED
1	2	3	4	5

**IF D29 = (1) OR (2), CLASSIFY AS "PEARL NON-CONSIDERERS"**

**IF D29 = (3) OR (4) OR (5), CLASSIFY AS "PEARL CONSIDERERS"**

D30. What words come to mind when you think about pearls / jewelry with pearls?

**This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).**

**SELECT MIN OF 3, MAX OF 7**

**RANDOMIZE**

- 1 Boring
- 2 Stylish
- 3 Trending
- 4 Classic
- 5 Elegance
- 6 Rarity



- 7 Superior quality
- 8 Status symbol
- 9 Prestigious
- 10 Enjoyment
- 11 Traditional
- 12 Youthful
- 13 Sophisticated
- 14 Modern
- 15 Bold
- 16 Old-fashioned / Dated
- 17 Timeless
- 18 Expensive
- 19 Garish
- 20 Heritage
- 21 Craftsmanship
- 22 Sustainable
- 23 Cheap
- 98 Other

**ANCHOR**

D31. Do you own any of the following styles of pearls / jewelry with pearls (costing \$500 or more)?

This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).

**SELECT ONE PER ROW**

**PROGRAM AS CAROUSEL – DISPLAY ONE STYLE PER SCREEN WITH SCALE  
RANDOMIZE**

Yes	No
1	2

- 1 Pearl strands (necklace or bracelet) **PEARLS**
- 2 Pearl studs **PEARLS**
- 3 Jewelry items with pearls as a component **JEWELRY WITH PEARLS**
- 4 Jewelry items with mother-of-pearl as a component **JEWELRY WITH PEARLS**

**CREATE NET FOR PEARLS, JEWELRY WITH PEARLS**

D32. Do you own any of the following categories of pearls / jewelry with pearls (costing \$500 or more)?

This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).

**SELECT ONE PER ROW**

**PROGRAM AS CAROUSEL – DISPLAY ONE CATEGORY PER SCREEN WITH SCALE  
RANDOMIZE**

Yes	No
1	2

- 1 Rings (excluding wedding rings)
- 2 Bracelets
- 3 Necklaces



- 4 Pendants (purchased separately to add to a necklace)
- 5 Earrings
- 6 Brooches / Pins and Clips

**IF ALL D32 ROWS = 2 (NO), SKIP TO D34**

D33. Please indicate your level of agreement with the following statements when it comes to **pearls / jewelry with pearls**.

**This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).**

*Slide the bar to the side that best describes how you feel.*

**PROGRAM AS SLIDER SCALE**

**RANDOMIZE, KEEPING ROWS TOGETHER**

	1	2	3	4
D34. Of the fine jewelry brands you are aware of, <u>which do you think of for pearls / jewelry with pearls?</u>	1 I prefer branded pearls / jewelry with pearls	←	→	I prefer unbranded pearls / jewelry with pearls
	2 I want people to recognize the brand of pearls / jewelry with pearls I wear	←	→	It's not important that people recognize the brand of pearls / jewelry with pearls I wear
	3 I like trying new pearl brands that come out on the market	←	→	I prefer to stick to well-known and familiar pearl brands
	4 I prefer subtle, minimalist, delicate pearl pieces	←	→	I prefer bold, eye-catching pearl pieces

**This can include standalone pearls (strands or studs) as well as any jewelry items which have pearls as a component, including mother-of-pearl.**

**SELECT ALL THAT APPLY**

**PIPE IN ALL ROWS AWARE OF IN D21 (SAME ORDER AS SHOWN IN D21)**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN ALPHABETICAL ORDER**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN RESERVE ALPHABETICAL ORDER**

99 None of these

**ANCHOR, EXCLUSIVE**

D36. Of the fine jewelry brands you own, which do you own pearls / jewelry with pearls from?

**This can include standalone pearls, strands, studs, or pearls in other shapes/formats (including mother of pearl).**

**SELECT ALL THAT APPLY**

**PIPE IN ALL ROWS OWNED IN D23 (SAME ORDER AS SHOWN IN D23)**

**INCLUDE AS ADDITIONAL OPTIONS:**

89 Unbranded

**ANCHOR**

98 Other, specify: \_\_\_\_\_ **FORCE TEXT**

**ANCHOR**

99 None of these

**ANCHOR, EXCLUSIVE**

D38. How likely are you to purchase **pearls / jewelry with pearls** within the next 12 months?

**SELECT ONE**

- 1 I would definitely not purchase pearls / jewelry with pearls within the next 12 months
- 2 I would probably not purchase pearls / jewelry with pearls within the next 12 months



- 3 I **might or might not** purchase pearls / jewelry with pearls within the next 12 months
- 4 I **would probably** purchase pearls / jewelry with pearls within the next 12 months
- 5 I **would definitely** purchase pearls / jewelry with pearls within the next 12 months

## E. PSYCHOGRAPHICS (5 min)

### SECTION ONLY SHOWN TO FINE JEWELRY BUYERS (LONG COMPLETES)

Let's discover more about your values, hobbies, aspirations, and personal style!

**PROGRAM AS INTRODUCTION**  
**SHOW ON SEPARATE SCREEN**

### SHOW ON NEW SCREEN

E01. Please select up to 10 words that best describe your personality.

**SELECT MIN OF 5 AND MAX OF 10**  
**PROGRAM AS CARDS**  
**RANDOMIZE**

- 1 Adventurous / Daring
- 2 Caring
- 3 Charming
- 4 Confident
- 5 Cosmopolitan
- 6 Creative / Imaginative
- 7 Demanding
- 8 Dependable / Reliable
- 9 Determined
- 10 Driven / Ambitious
- 11 Easy-going
- 12 Eclectic
- 13 Friendly / Kind
- 14 Fun-loving
- 15 Genuine / Honest
- 16 High energy / Enthusiastic
- 17 Independent
- 18 Modest / Humble
- 19 Mysterious
- 20 Non-conformist / Unconventional / Bold
- 21 Outspoken
- 22 Passionate
- 23 Sensitive
- 24 Shy
- 25 Smart / Intellectual / Thoughtful
- 26 Sociable / Outgoing
- 27 Sophisticated / Cultured / Worldly
- 28 Strong / Powerful
- 29 Successful
- 30 Unique / Different
- 99 None of these

**ANCHOR, EXCLUSIVE**



E02. Which of the following activities do you enjoy doing in your spare time? Please select only the activities you do **regularly**.

**SELECT MIN OF 5 AND MAX OF 10**

**RANDOMIZE**

- 1 Attending live performances (e.g., music concerts / festivals, sporting events, plays, comedy shows)
- 2 Going to the opera
- 3 Visiting art exhibitions or museums
- 4 Going to private members-only clubs / exclusive VIP events
- 5 Going to parties / social gatherings (e.g., bars, clubs)
- 6 Going out to dinner
- 7 Going to the movies
- 8 Streaming movies or shows (e.g., Netflix, Hulu, Amazon Prime Video, Disney+, HBO Max)
- 9 Browsing social media platforms
- 10 Creating content to share on social media (e.g., posts, stories, short videos, reels)
- 11 Listening to podcasts
- 12 Doing artistic activities (e.g., dancing, singing, drawing, painting, photographing, playing a musical instrument)
- 13 Working out (in the gym or at home, work out classes)
- 14 Doing outdoor activities (e.g., hiking, biking, running)
- 15 Taking wellness / mental health courses (e.g., stress management, mindfulness meditation)
- 16 Hanging out with friends
- 17 Going out with my partner / Dating someone
- 18 Gaming, playing video games
- 19 Gardening / houseplant care
- 20 Spending time in nature
- 21 Volunteering / Community outreach
- 22 Attending religious services
- 23 Cooking / Baking (as a hobby)
- 24 Reading books, comics, or magazines (paper or digital version)
- 25 Reading newspapers (paper or digital version)
- 26 Taking care of my appearance (e.g., applying skincare / makeup, styling my hair, getting my nails done)
- 27 Shopping online or in-store (e.g., clothes, shoes, accessories, handbags, skincare, body care, makeup products)
- 28 Shopping at luxury retailers (e.g., Hermes, Chanel, Dior, Louis Vuitton, Balenciaga, Gucci)
- 29 Going to beauty salons / spas
- 30 Using high-tech beauty tools (e.g., LED light therapy face mask, face roller / massager, body brush, facial cleansing device)
- 98 Other
- 99 None of these

**ANCHOR, EXCLUSIVE**

E03. Here is a list of activities. For each one, please indicate how often you do them.

**SELECT ONE PER ROW**

**PROGRAM AS CAROUSEL – DISPLAY ONE ACTIVITY PER SCREEN WITH SCALE**

**RANDOMIZE**



Less often / Never	Once a year	Once every 6 months	Once every 2-3 months	Once a month	Once every 2-3 weeks	Once a week or more
1	2	3	4	5	6	7

- 1 Going to fine dining restaurants
- 2 Going to super premium hotels / resorts
- 3 Using a luxury concierge service (e.g., airport and car service, access to exclusive events, golf outings)
- 4 Going to luxury spas

#### QC FLAG FOR STRAIGHTLINING

E04. Everyone has different goals in life. What are the most important things in your life?

**SELECT MIN OF 3 AND MAX OF 5**

**RANDOMIZE**

- 1 To spend quality time with my family / my spouse, partner
- 2 To maintain meaningful and lasting friendships
- 3 To be physically healthy / healthier
- 4 To improve my mental / emotional wellbeing
- 5 To be more influential and powerful
- 6 To have a fulfilling job / To find my career purpose
- 7 To be successful at work
- 8 To continuously grow, learn, and improve myself
- 9 To build wealth and achieve financial freedom
- 10 To have a positive impact on society and the environment
- 11 To earn prestige and social standing
- 12 To feel safe and secure
- 13 To be at peace with myself
- 14 To explore the world / To experience new cultures
- 15 To express myself and individuality through creative activities (e.g., art, music, writing, photography, dance)
- 16 To be free from social pressure
- 17 To enjoy life to the fullest

E05. Among the following types of people, which are your own role models or sources of inspiration?

**SELECT MIN OF 2 AND MAX OF 5**

**PROGRAM AS CARDS**

**RANDOMIZE**

- 1 A champion athlete
- 2 A fashion trendsetter / "It-Girl"
- 3 A free spirit who doesn't play by the rules
- 4 A changemaker fighting for environmental and climate justice
- 5 A visionary leader / inspiring entrepreneur
- 6 A supermodel
- 7 A fearless explorer / adventurer
- 8 A protector who looks after others
- 9 An artist (e.g., actress, musician, writer, painter, singer) with a unique style and vision
- 10 A successful social media influencer
- 11 A scientific / tech pioneer



- 12 A supermom who is making it happen, both in the workplace and at home
- 13 A fun-loving person who doesn't take life too seriously
- 14 A fierce advocate for women's empowerment
- 15 A graceful and charismatic princess

E06. Please read each statement below and state whether you agree or disagree.

**SELECT ONE PER ROW**

**PROGRAM AS CAROUSEL – DISPLAY ONE STATEMENT PER SCREEN WITH SCALE  
RANDOMIZE**

1	2	3	4
Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree

- 1 I am particularly interested in modern art and contemporary creation
- 2 People often ask my opinion (or check my social media pages) on luxury / designer apparel and accessories (e.g., fine jewelry, clothes, shoes, handbags, wallets)
- 3 I am always among the first to buy the latest fashion or beauty trends
- 4 I am willing to pay a premium for luxury brands that are environmentally conscious
- 5 I am willing to pay a premium for luxury products that are made from the finest materials and have unique designs
- 6 I regularly browse websites or read magazines specializing in luxury items (e.g., Haute Couture clothing, high-end watches, luggage, fine art, and collectibles)
- 7 I like having luxury products that only connoisseurs can appreciate
- 8 I am a mission-minded shopper; shopping is something I do only when absolutely necessary
- 9 Please select "Strongly agree" **FLAG AS QC FAIL IF 'STRONGLY AGREE' IS NOT SELECTED**

**QC FLAG FOR STRAIGHTLINING**

**TERMINATE IF BOTH STRAIGHTLINE AND E06\_9 ≠ 4**

E07. How would you best describe your personal fashion style?

**SELECT MIN OF 3 AND MAX OF 7**

**RANDOMIZE**

- 1 Simple / Basic
- 2 Functional / Practical
- 3 Sporty / Athleisure
- 4 Smart casual
- 5 Sophisticated / Upscale
- 6 Classic / Formal
- 7 Understated Elegance / Timeless
- 8 Edgy / Bold / Unconventional
- 9 Effortless Chic / Minimalist
- 10 Fashion-forward / Stylish
- 11 Cute / Girly / Romantic
- 12 Colorful / Fun / Vibrant
- 13 Sexy / Spicy
- 14 Glamorous
- 15 Streetwear / Urban cool
- 16 Conservative
- 17 Gender Neutral / Unisex
- 18 Feminine



- 19 Serious / Professional-looking
- 20 Creative / Avant-Garde / Unique
- 21 Dopamine dressing (also called “mood enhancement dressing”)
- 22 Bohemian / Boho
- 23 Sleek / Polished / Groomed
- 24 Vintage inspired / Retro
- 25 Cozy / Laid-back / Comfortable
- 26 Preppy
- 27 Versatile
- 28 Rocker
- 29 Hip Hop
- 30 Fashion trends from the 80s, 90s or Y2K
- 99 None of these

**ANCHOR, EXCLUSIVE**

E08. Which of the following social media platforms do you use regularly?

**SELECT ALL THAT APPLY**

**RANDOMIZE**

- 1 Instagram
- 2 Facebook
- 3 TikTok
- 4 Snapchat
- 5 Twitch
- 6 Pinterest
- 7 X (formerly Twitter)
- 8 YouTube
- 9 LinkedIn
- 10 Reddit
- 11 Discord
- 12 Threads by Instagram
- 13 Telegram
- 14 BeReal
- 15 Tumblr
- 16 WeChat
- 17 Red Book
- 18 Weibo
- 99 None of these

E09. Which of the following categories do you prioritize with your income after necessities?

**RANK UP YOUR TOP 3 CATEGORIES**

**DRAW AND DROP RANK UP TO 3, FORCE RANK #1**

- 1 Travel
- 2 Experiences (e.g., live sporting events, live music or shows, museum exhibitions)
- 3 Technology
- 4 House projects
- 5 Personal hobbies
- 6 Charitable contributions / donations
- 7 Clothing, footwear, and accessories
- 8 Beauty products (skincare, makeup, hair care) and personal care items or treatments / procedures
- 9 Spoiling my loved ones





- 10 Saving for the future
- 11 Paying off my loans

## F. JEWELRY SHORT LOOP – GEN POP ONLY (4 min)

### SECTION ONLY SHOWN TO GEN POP (SHORT COMPLETES)

Let's talk about your lifestyle, your fashion style, and jewelry.

**PROGRAM AS INTRODUCTION**  
**SHOW ON SEPARATE SCREEN**

### SHOW ON NEW SCREEN

F01. Which of the following activities do you enjoy doing in your spare time? Please select only the activities you do **regularly**.

**SELECT MIN OF 5 AND MAX OF 10**  
**RANDOMIZE**

- 1 Attending live performances (e.g., music concerts / festivals, sporting events, plays, comedy shows)
- 2 Going to the opera
- 3 Visiting art exhibitions or museums
- 4 Going to private members-only clubs / exclusive VIP events
- 5 Going to parties / social gatherings (e.g., bars, clubs)
- 6 Going out to dinner
- 7 Going to the movies
- 8 Streaming movies or shows (e.g., Netflix, Hulu, Amazon Prime Video, Disney+, HBO Max)
- 9 Browsing social media platforms
- 10 Creating content to share on social media (e.g., posts, stories, short videos, reels)
- 11 Listening to podcasts
- 12 Doing artistic activities (e.g., dancing, singing, drawing, painting, photographing, playing a musical instrument)
- 13 Working out (in the gym or at home, work out classes)
- 14 Doing outdoor activities (e.g., hiking, biking, running)
- 15 Taking wellness / mental health courses (e.g., stress management, mindfulness meditation)
- 16 Hanging out with friends
- 17 Going out with my partner / Dating someone
- 18 Gaming, playing video games
- 19 Gardening / houseplant care
- 20 Spending time in nature
- 21 Volunteering / Community outreach
- 22 Attending religious services
- 23 Cooking / Baking (as a hobby)
- 24 Reading books, comics, or magazines (paper or digital version)
- 25 Reading newspapers (paper or digital version)
- 26 Taking care of my appearance (e.g., applying skincare / makeup, styling my hair, getting my nails done)
- 27 Shopping online or in-store (e.g., clothes, shoes, accessories, handbags, skincare, body care, makeup products)
- 28 Shopping at luxury retailers (e.g., Hermes, Chanel, Dior, Louis Vuitton, Balenciaga, Gucci)
- 29 Going to beauty salons / spas



- 30 Using high-tech beauty tools (e.g., LED light therapy face mask, face roller / massager, body brush, facial cleansing device)
- 98 Other
- 99 None of these

**ANCHOR**

**ANCHOR, EXCLUSIVE**

F02. Everyone has different goals in life. What are the most important things in your life?

**SELECT MIN OF 3 AND MAX OF 5**

**RANDOMIZE**

- 1 To spend quality time with my family / my spouse, partner
- 2 To maintain meaningful and lasting friendships
- 3 To be physically healthy / healthier
- 4 To improve my mental / emotional wellbeing
- 5 To be more influential and powerful
- 6 To have a fulfilling job / To find my career purpose
- 7 To be successful at work
- 8 To continuously grow, learn, and improve myself
- 9 To build wealth and achieve financial freedom
- 10 To have a positive impact on society and the environment
- 11 To earn prestige and social standing
- 12 To feel safe and secure
- 13 To be at peace with myself
- 14 To explore the world / To experience new cultures
- 15 To express myself and individuality through creative activities (e.g., art, music, writing, photography, dance)
- 16 To be free from social pressure
- 17 To enjoy life to the fullest

F03. How would you best describe your personal fashion style?

**SELECT MIN OF 3 AND MAX OF 7**

**RANDOMIZE**

- 1 Simple / Basic
- 2 Functional / Practical
- 3 Sporty / Athleisure
- 4 Smart casual
- 5 Sophisticated / Upscale
- 6 Classic / Formal
- 7 Understated Elegance / Timeless
- 8 Edgy / Bold / Unconventional
- 9 Effortless Chic / Minimalist
- 10 Fashion-forward / Stylish
- 11 Cute / Girly / Romantic
- 12 Colorful / Fun / Vibrant
- 13 Sexy / Spicy
- 14 Glamorous
- 15 Streetwear / Urban cool
- 16 Conservative
- 17 Gender Neutral / Unisex
- 18 Feminine
- 19 Serious / Professional-looking
- 20 Creative / Avant-Garde / Unique



- 21 Dopamine dressing (also called “mood enhancement dressing”)
- 22 Bohemian / Boho
- 23 Sleek / Polished / Groomed
- 24 Vintage inspired / Retro
- 25 Cozy / Laid-back / Comfortable
- 26 Preppy
- 27 Versatile
- 28 Rocker
- 29 Hip Hop
- 30 Fashion trends from the 80s, 90s or Y2K
- 99 None of these

**ANCHOR, EXCLUSIVE**

F04. Which of the following fine jewelry brands have you heard of?

**SELECT ALL THAT APPLY**

**PROGRAM AS CARDS**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN ALPHABETICAL ORDER**

**50% OF RESPONDENTS SEE THE LIST OF BRANDS IN REVERSE ALPHABETICAL ORDER**

- |    |                       |                                    |
|----|-----------------------|------------------------------------|
| 1  | BOUCHERON             | HERITAGE                           |
| 2  | BUCCELLATI            | HERITAGE                           |
| 3  | BVLGARI               | HERITAGE                           |
| 4  | CARTIER               | HERITAGE                           |
| 5  | CHANEL                | FASHION                            |
| 6  | CHAUMET               | HERITAGE                           |
| 7  | CHOPARD               | HERITAGE                           |
| 8  | DAMIANI               | HERITAGE                           |
| 9  | DAVID YURMAN          | CONTEMPORARY                       |
| 10 | DE BEERS              | HERITAGE                           |
| 11 | DIOR                  | FASHION                            |
| 12 | FRED                  | HERITAGE                           |
| 13 | GRAFF                 | HERITAGE                           |
| 14 | GUCCI                 | FASHION                            |
| 15 | H. STERN              | HERITAGE                           |
| 16 | HARRY WINSTON         | HERITAGE                           |
| 17 | HERMES                | FASHION                            |
| 18 | LOUIS VUITTON         | FASHION                            |
| 19 | MARCO BICEGO          | CONTEMPORARY                       |
| 20 | MESSIKA               | CONTEMPORARY                       |
| 21 | MIKIMOTO              | HERITAGE                           |
| 22 | PASPALEY              | HERITAGE                           |
| 23 | PIAGET                | HERITAGE                           |
| 24 | POMELLATO             | CONTEMPORARY                       |
| 25 | REPOSSI               | CONTEMPORARY                       |
| 26 | ROBERTO COIN          | CONTEMPORARY                       |
| 27 | TIFFANY & CO          | HERITAGE                           |
| 28 | VAN CLEEF & ARPELS    | HERITAGE                           |
| 98 | Other, specify: _____ | <b>FORCE TEXT</b><br><b>ANCHOR</b> |
| 99 | None of these         | <b>ANCHOR, EXCLUSIVE</b>           |

**FORCE RESPONDENT TO FILL IN SPECIFY FOR OTHER  
CREATE NETS WITH BRAND CATEGORY**

F05. Which of the following fine jewelry brands have you ever owned?



**SELECT ALL THAT APPLY**

**PIPE IN ALL ROWS AWARE OF IN F04 – (SAME ORDER AS SHOWN IN F04)**

99 None of these

**EXCLUSIVE, ANCHOR**

F06. How much do you feel **you know** about the following types of jewelry?

**SELECT ONE PER ROW**

1 – I KNOW NOTHING									10 – I KNOW A LOT
1	2	3	4	5	6	7	8	9	10

- 1 Pearls
- 2 Diamonds
- 3 Sapphires
- 4 Emeralds

Let's talk more specifically about pearls / jewelry with pearls.

**This can include standalone pearls (strands or studs) as well as any jewelry items which have pearls as a component, including mother-of-pearl.**

**PROGRAM AS INTRODUCTION**

**SHOW ON SEPARATE SCREEN**

**SHOW ON NEW SCREEN**

F07. How much are you interested in pearls / jewelry with pearls?

**SELECT ONE**

1 – NOT AT ALL INTERESTED				5 – VERY INTERESTED
1	2	3	4	5

**IF F07 = (1) OR (2), CLASSIFY AS "PEARL NON-CONSIDERERS"**

**IF F07 = (3) OR (4) OR (5), CLASSIFY AS "PEARL CONSIDERERS"**

**P. PASPALEY (3 min)**

**SECTION SHOWN TO ALL (LONG AND SHORT COMPLETES)**

**Now we are going to focus on one jewelry brand in particular, Paspaley.**

**PROGRAM AS INTRODUCTION**

**SHOW ON SEPARATE SCREEN**

**Below is some information about the brand Paspaley. Please review this information before moving forward.**



# PASPALLEY

## OUR STORY

The Paspaley story is one filled with passion and adventure. Our pursuit for the perfect pearl spans over 80 years and three generations, and still continues today.

## OUR PEARLS

Paspaley pearls are the rarest and most valuable pearls in the world. These exceptional gems are created by nature in Australia's pristine northern oceans, unrivalled in size, nacre quality, natural color and luster.

## DESIGN PHILOSOPHY

We believe that exceptional pearls deserve to be set in exceptionally designed jewelry.

## EXCEPTIONAL CREATIONS

The Paspaley family has been pearling since 1935. For decades, we have been internationally recognized as the source of the world's finest pearls and mother-of-pearl.

## SOCIAL RESPONSIBILITY

Paspaley is a strong advocate of environmental responsibility within the industry. With more than 20 farms dotted along more than 2500 km of the remote Kimberley coastline, pristine environmental conditions are critical for the successful production of pearls.

Paspaley Group CEO: **James Paspaley**



**FORCE 30 SECONDS BEFORE MOVING TO NEXT SCREEN**

P05. Based on what you have seen, **how appealing do you consider this brand?**

**SELECT ONE**

**SHOW CONCEPT ON SCREEN WITH QUESTION**

- 1 Not at all appealing
- 2 Not very appealing
- 3 Somewhat appealing
- 4 Very appealing
- 5 Extremely appealing

P08. Compared with other jewelry brands you know, **how unique would you say this brand is?**

**SELECT ONE**

**SHOW CONCEPT ON SCREEN WITH QUESTION**

- 1 Not at all unique
- 2 Not very unique
- 3 Somewhat unique
- 4 Very unique
- 5 Extremely unique

P10. Please indicate how much you agree or disagree with the following statement:

**"I feel like this brand is designed for someone like me."**

**SELECT ONE**

**SHOW CONCEPT ON SCREEN WITH QUESTION**

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Somewhat agree
- 4 Strongly agree



P12. Based on what you have seen about the brand, **how likely are you to seek out more information** (e.g., seek out where it is sold, look it up online or on social media, etc.)?

**SELECT ONE**

**SHOW CONCEPT ON SCREEN WITH QUESTION**

- 1 I would definitely not seek out more information
- 2 I would probably not seek out more information
- 3 I might or might not seek out more information
- 4 I would probably seek out more information
- 5 I would definitely seek out more information

P15. Based on what you recall about the brand, which of the following adjectives would you use to describe it?

**SELECT MIN OF 3 AND MAX OF 6**

**RANDOMIZE**

**DO NOT SHOW CONCEPT ON SCREEN**

- 1 Adventurous
- 2 Authentic
- 3 Youthful
- 4 Exclusive
- 5 Natural
- 6 Playful
- 7 Romantic
- 8 Feminine
- 9 Empowering
- 10 Sophisticated
- 11 Luxurious
- 12 Exciting
- 13 Modern / Trendy
- 14 Innovative / Creative
- 15 Sustainable
- 16 Boring
- 17 Old-fashioned / Dated
- 18 Cheap
- 19 Expensive
- 20 Confusing
- 21 Pretentious / Showy
- 22 Intimidating
- 23 Ordinary
- 24 Unreliable

## X. COMPLETE & INCENTIVE DELIVERY

Thank you again for taking the time to complete this survey. Your input is very important and we appreciate your feedback.

**X15 IS NOT A REQUIRED ANSWER**

X15. In the field below, please feel free to provide any feedback about your experience taking this survey today. If you do not have any feedback, simply click on the "Next" button below.

**VERBATIM**

1 \_\_\_\_\_



Thank you for taking the time to complete this survey.

## T. TERMINATE

### **TERMINATE\_NOCONSENT**

Thank you for your interest in this survey, but agreement to our non-disclosure terms is a condition for participation in this research effort. Unfortunately, you will not be able to participate at this time.

### **TERMINATE\_DISQUALIFIED**

Thank you for your interest in this survey, but our quotas for the group you fall into are currently full. Unfortunately, you will not be able to participate at this time.

### **TERMINATE\_OVERQUOTA**

Thank you for your interest in this research effort; unfortunately, we have reached our maximum number of responses for the group you fall into. However, we conduct this type of research regularly, so we would like to invite you back to participate in a future survey.