

**KEY TAKEAWAYS:**

JEWELRY PURCHASE  
RECENCY THROUGH ALL  
RETAILERS IN OUR SURVEY  
WORSENEQ Q/Q AND Y/Y.  
THE DATA IS CURRENTLY AT  
SERIES LOWS.

DESPITE RECENT  
ENGAGEMENT BEING AT  
SERIES LOWS, CONSUMER  
SENTIMENT TOWARD  
JEWELERS HAS HELD UP  
OVER-TIME.

CONSUMER PREFERENCES  
FOR BRANDED JEWELRY  
OVER NON-BRANDED HAVE  
GROWN OVER THE PAST  
YEAR.

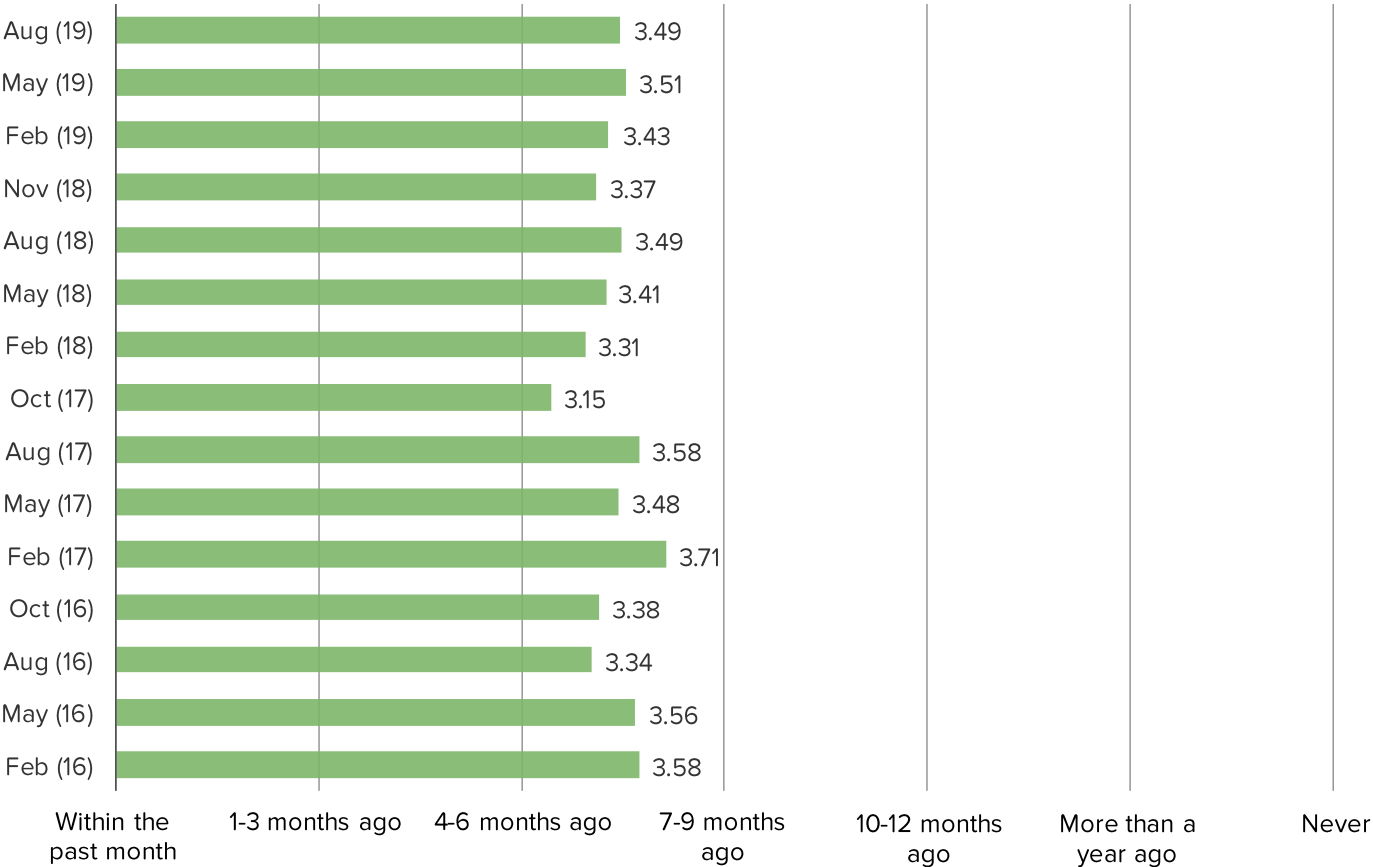
A DECLINING PERCENTAGE  
OF PANDORA PURCHASERS  
REPORTED BUYING ON  
PROMOTION Q/Q.

AN INCREASING PERCENTAGE  
OF PANDORA CHARM  
OWNERS SAID THEY WOULD  
BUY THEM MORE OFTEN IF  
THEY HAD A REWARDS  
PROGRAM.

ENGAGEMENT RING  
PURCHASERS HAVE BEEN  
SHIFTING AWAY FROM THE  
LOCAL JEWELER.

WHEN IS THE LAST TIME THAT YOU PURCHASED JEWELRY?

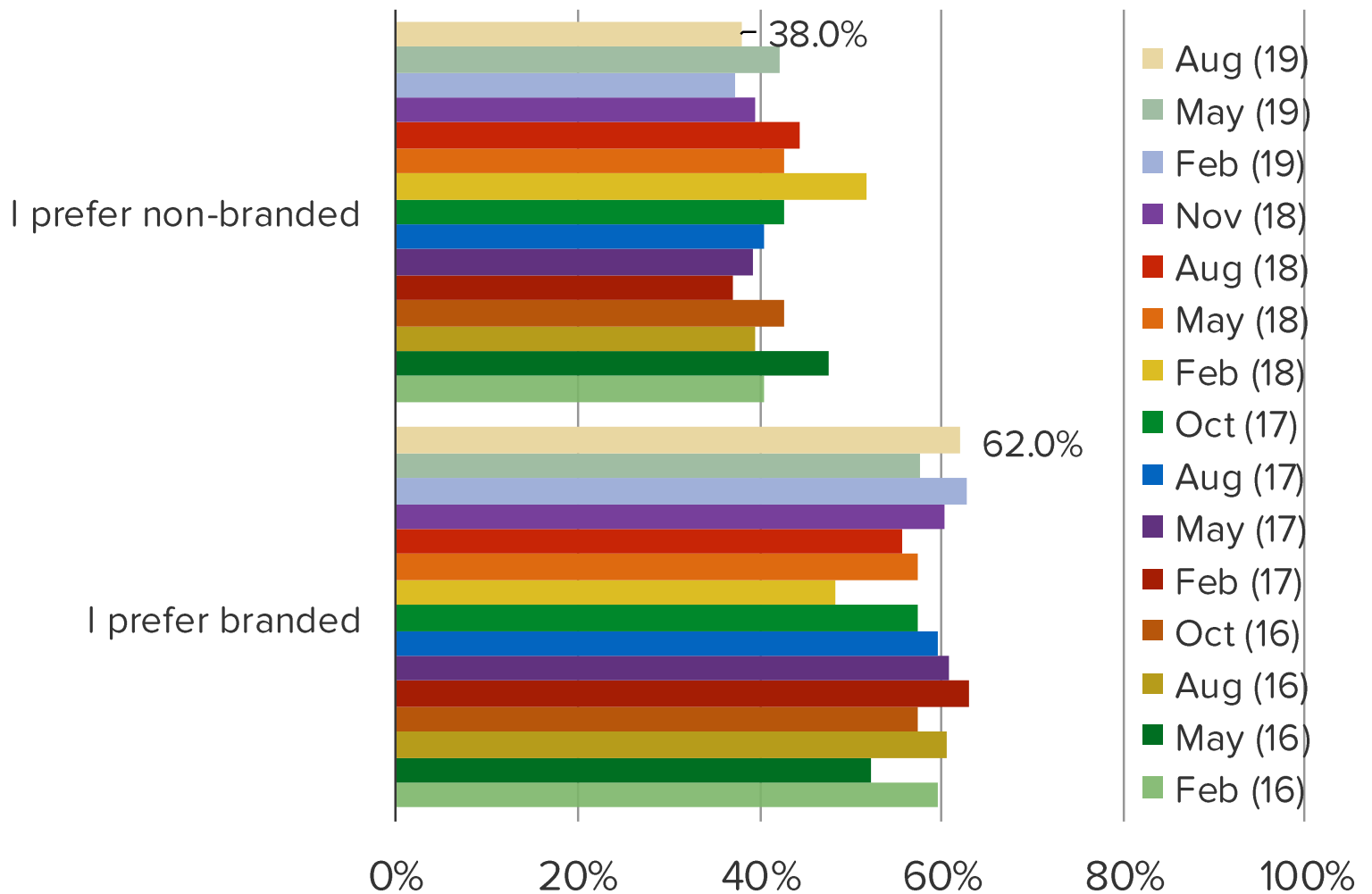
Posed to all US consumers.



ENGAGEMENT

**DO YOU PREFER BRANDED OR NON-BRANDED JEWELRY**

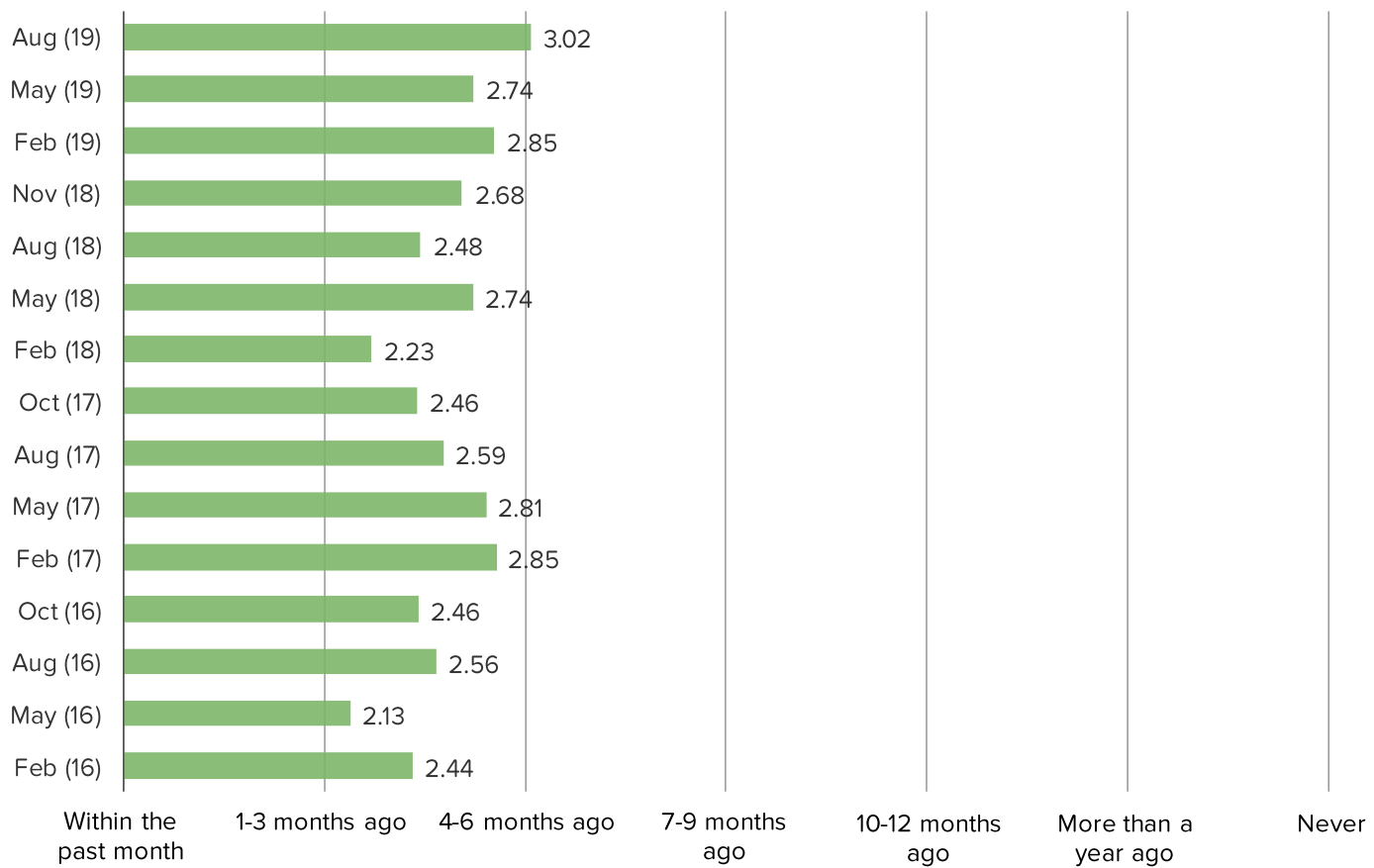
Posed to all US consumers who purchased jewelry in the past year.



PURCHASE FREQUENCY BY JEWELER

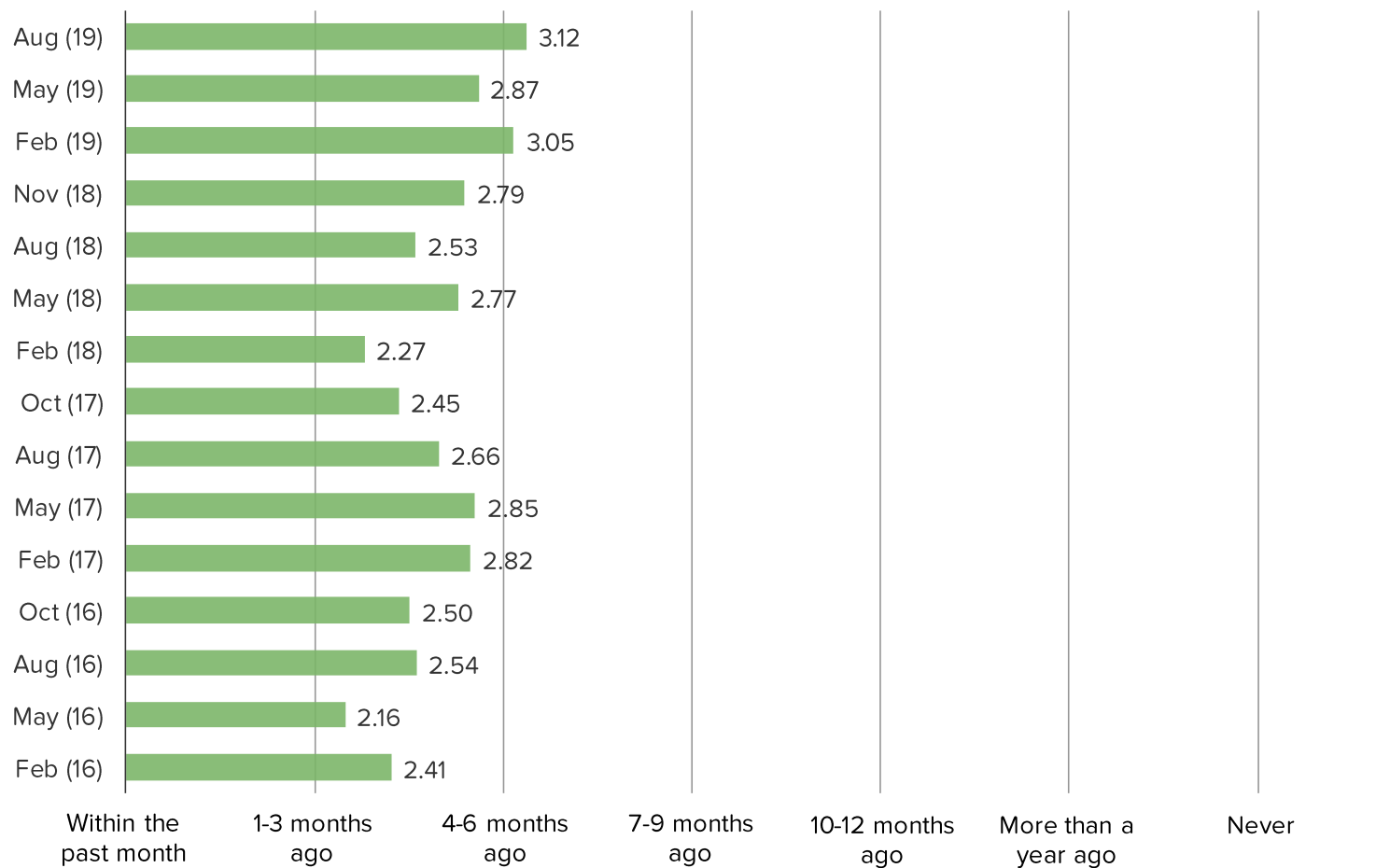
WHEN IS THE LAST TIME YOU PURCHASED JEWELRY FROM JARED?

Posed to all US consumers who purchased jewelry in the past year.



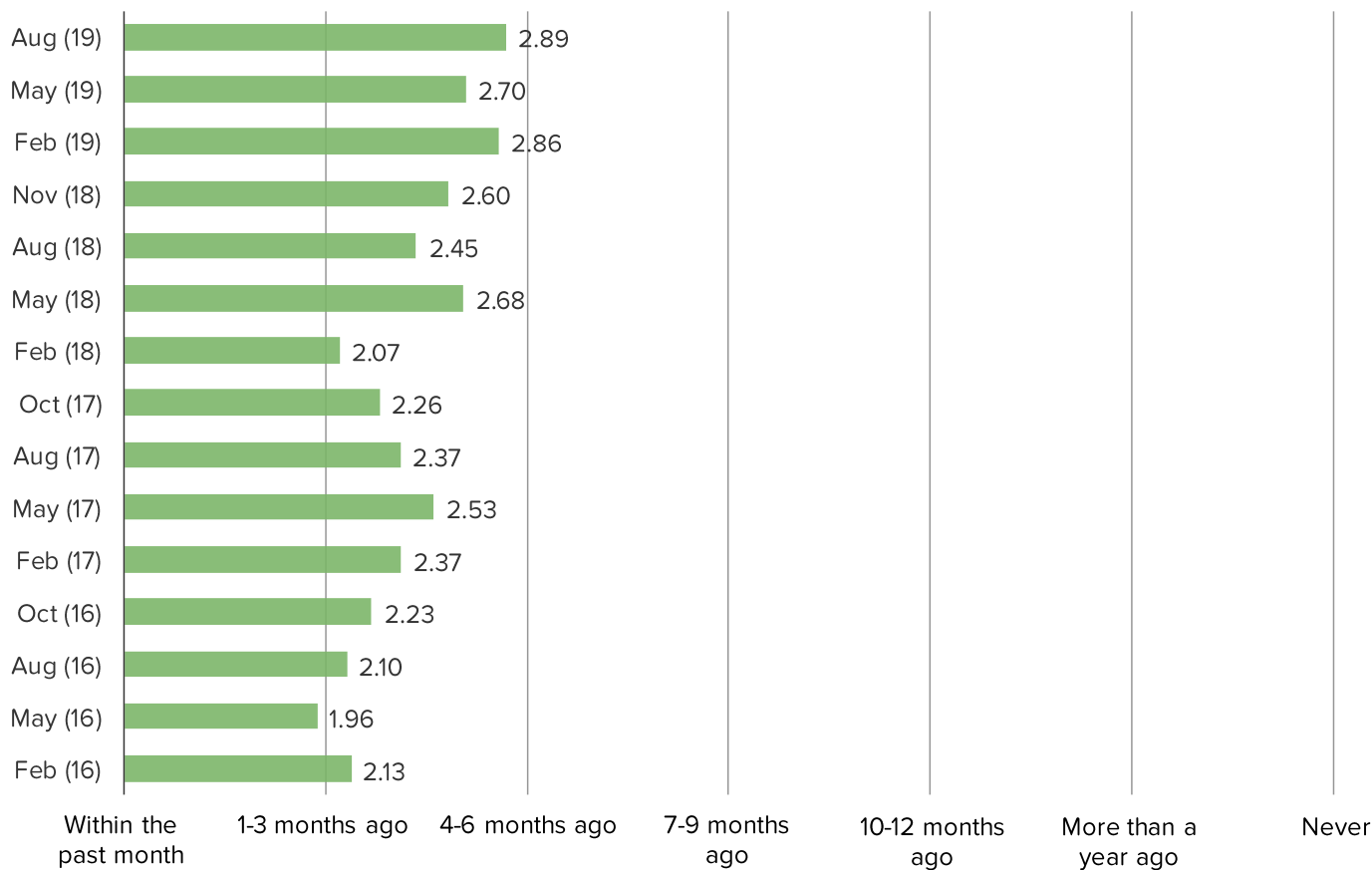
WHEN IS THE LAST TIME YOU PURCHASED JEWELRY FROM KAY JEWELERS?

Posed to all US consumers who purchased jewelry in the past year.



WHEN IS THE LAST TIME YOU PURCHASED JEWELRY FROM ZALES?

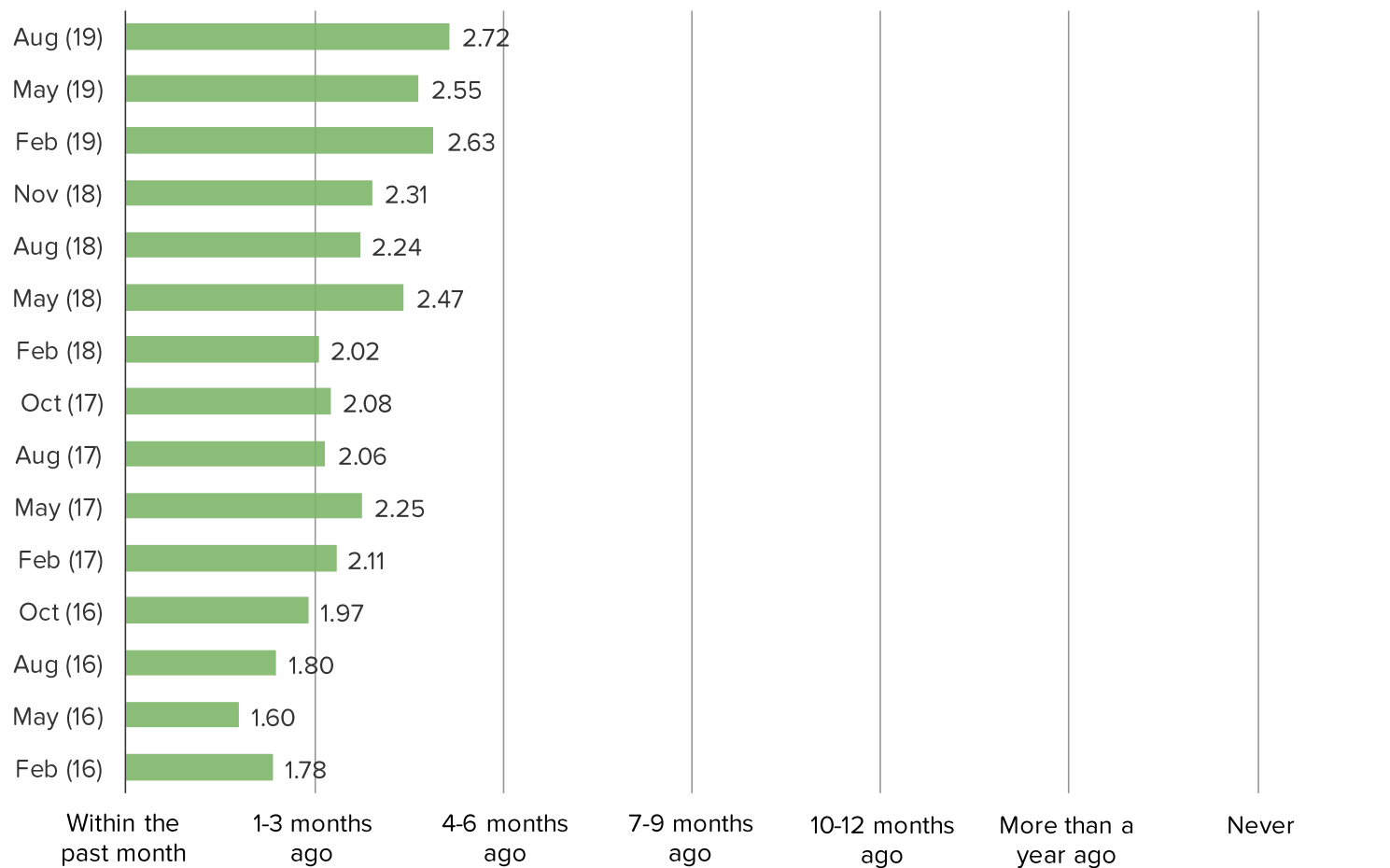
Posed to all US consumers who purchased jewelry in the past year.





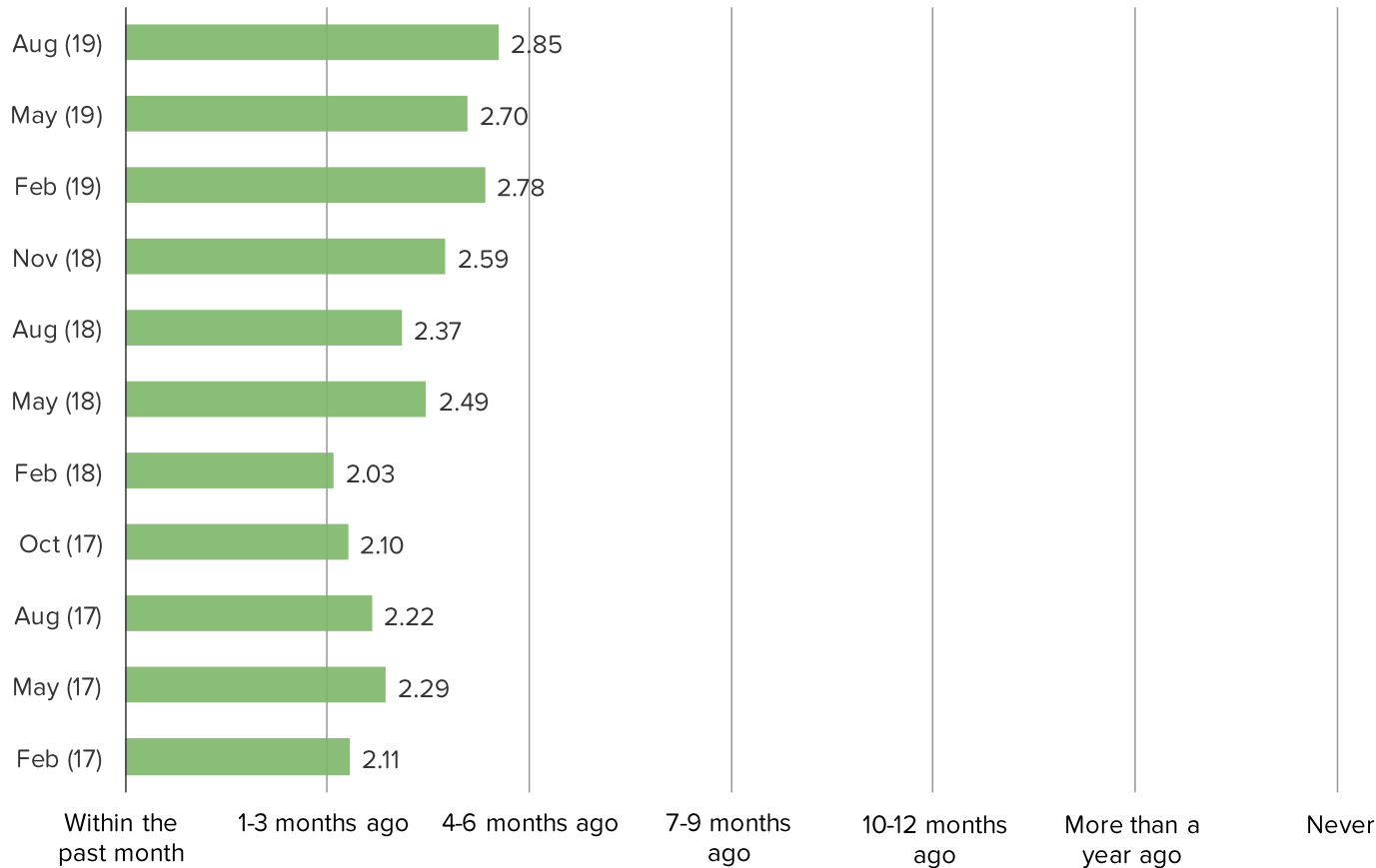
WHEN IS THE LAST TIME YOU PURCHASED JEWELRY FROM TIFFANY?

Posed to all US consumers who purchased jewelry in the past year.



WHEN IS THE LAST TIME THAT YOU PURCHASED AN ITEM FROM PANDORA?

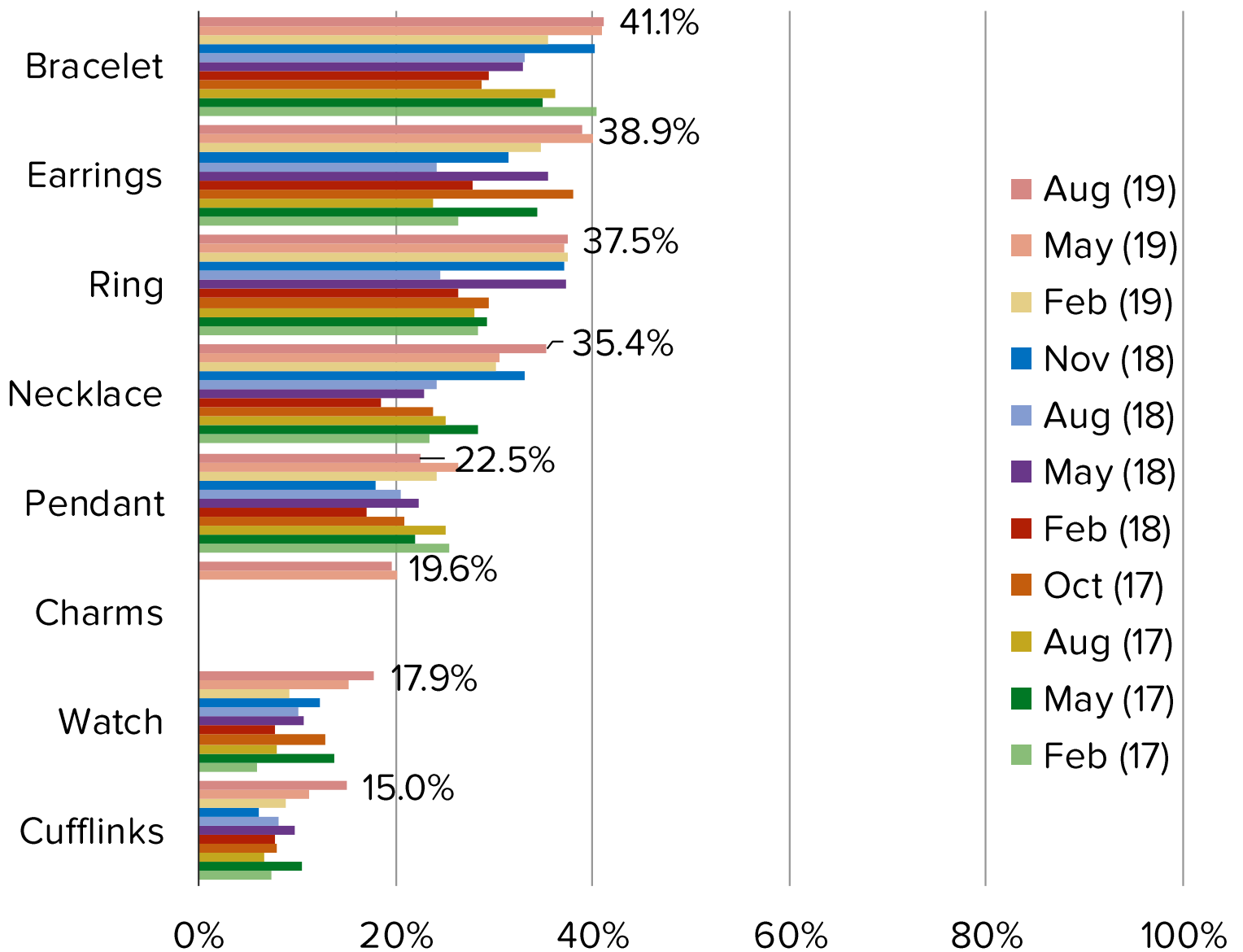
Posed to all US consumers who purchased jewelry in the past year.



## RETAILER SPECIFIC FEEDBACK: PANDORA

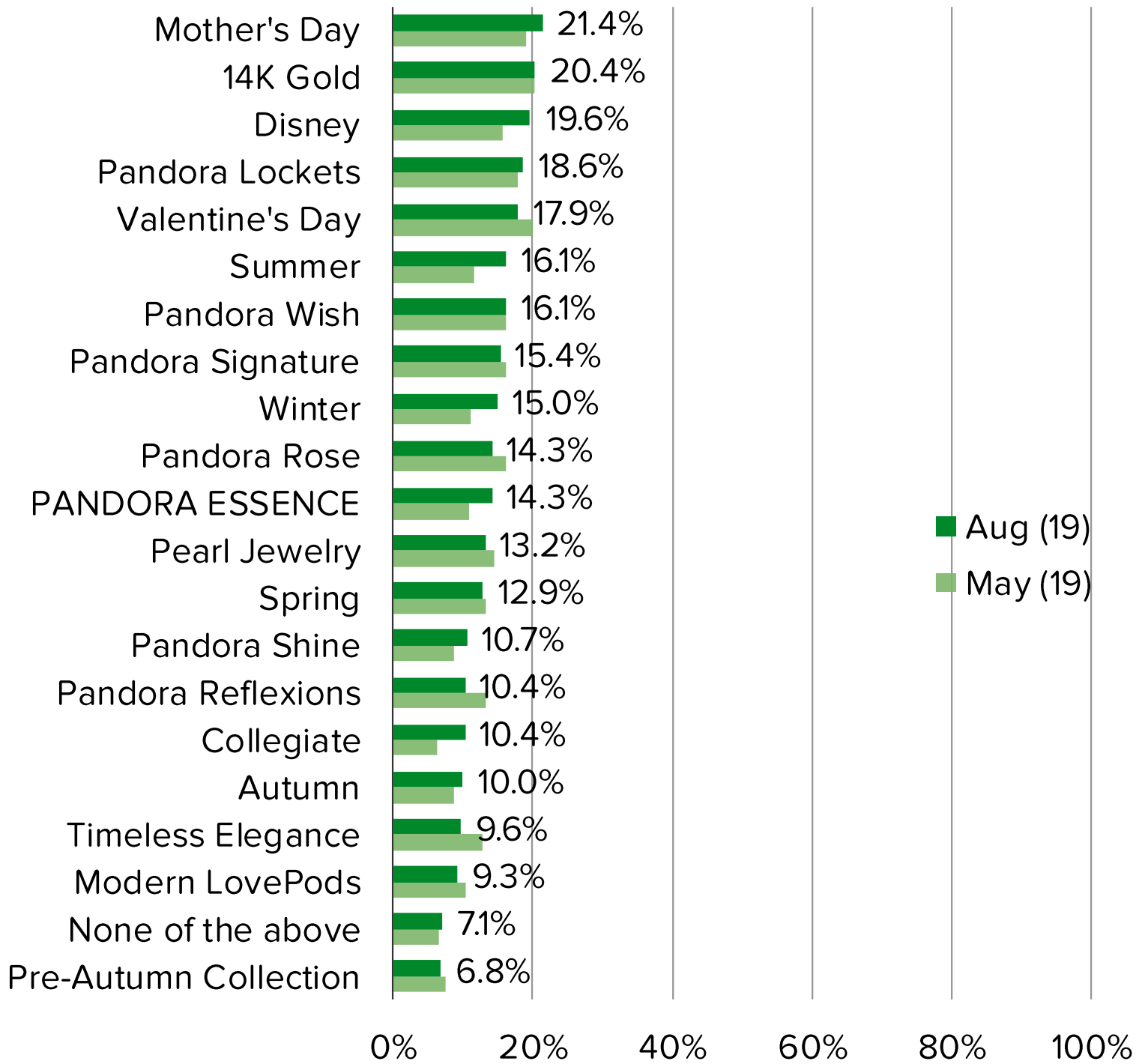
**WHICH OF THE FOLLOWING TYPES OF ITEMS HAVE YOU PURCHASED THROUGH PANDORA IN THE PAST YEAR?**

Posed to all US consumers who purchased jewelry from Pandora in the past year.



**HAVE YOU PURCHASED JEWELRY FROM ANY OF THE FOLLOWING PANDORA COLLECTIONS? (SELECT ALL THAT APPLY)**

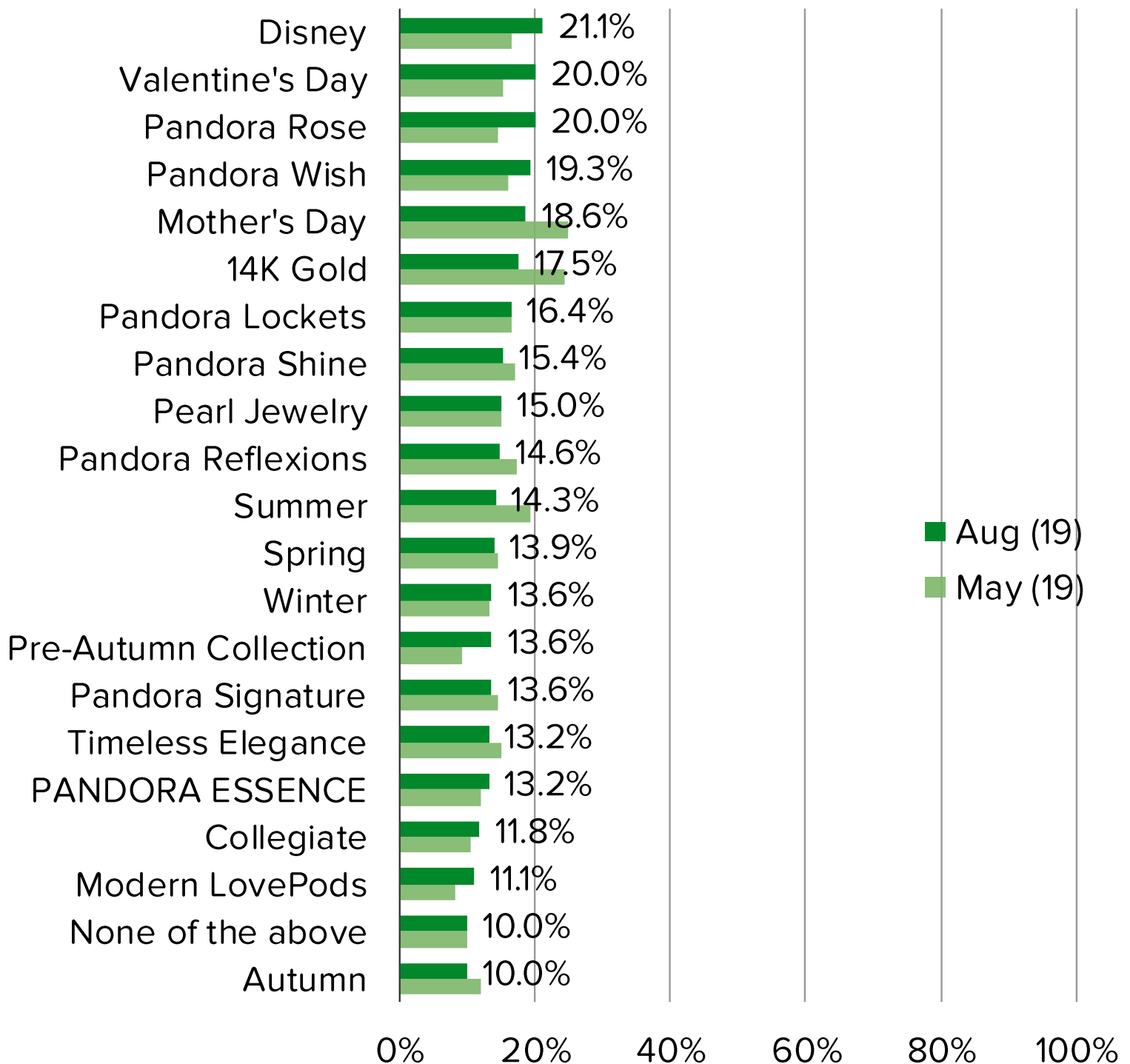
Posed to all US consumers who purchased jewelry from Pandora in the past year.



## Consumer Sentiment and Financing Dynamics

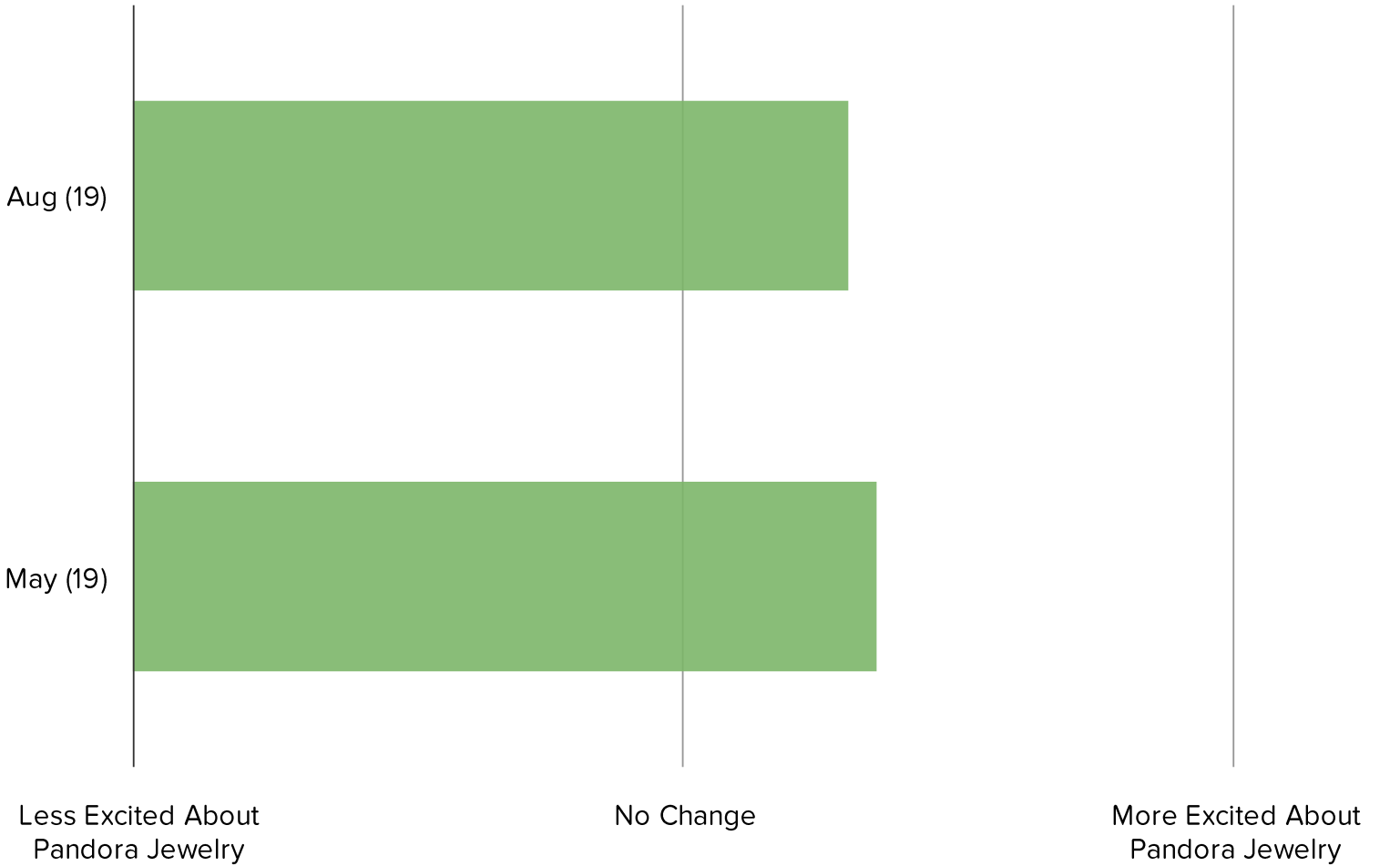
**WILL YOU PURCHASE FROM ANY OF THE FOLLOWING COLLECTIONS IN THE NEXT YEAR? (SELECT ALL THAT APPLY)**

Posed to all US consumers who purchased jewelry from Pandora in the past year.



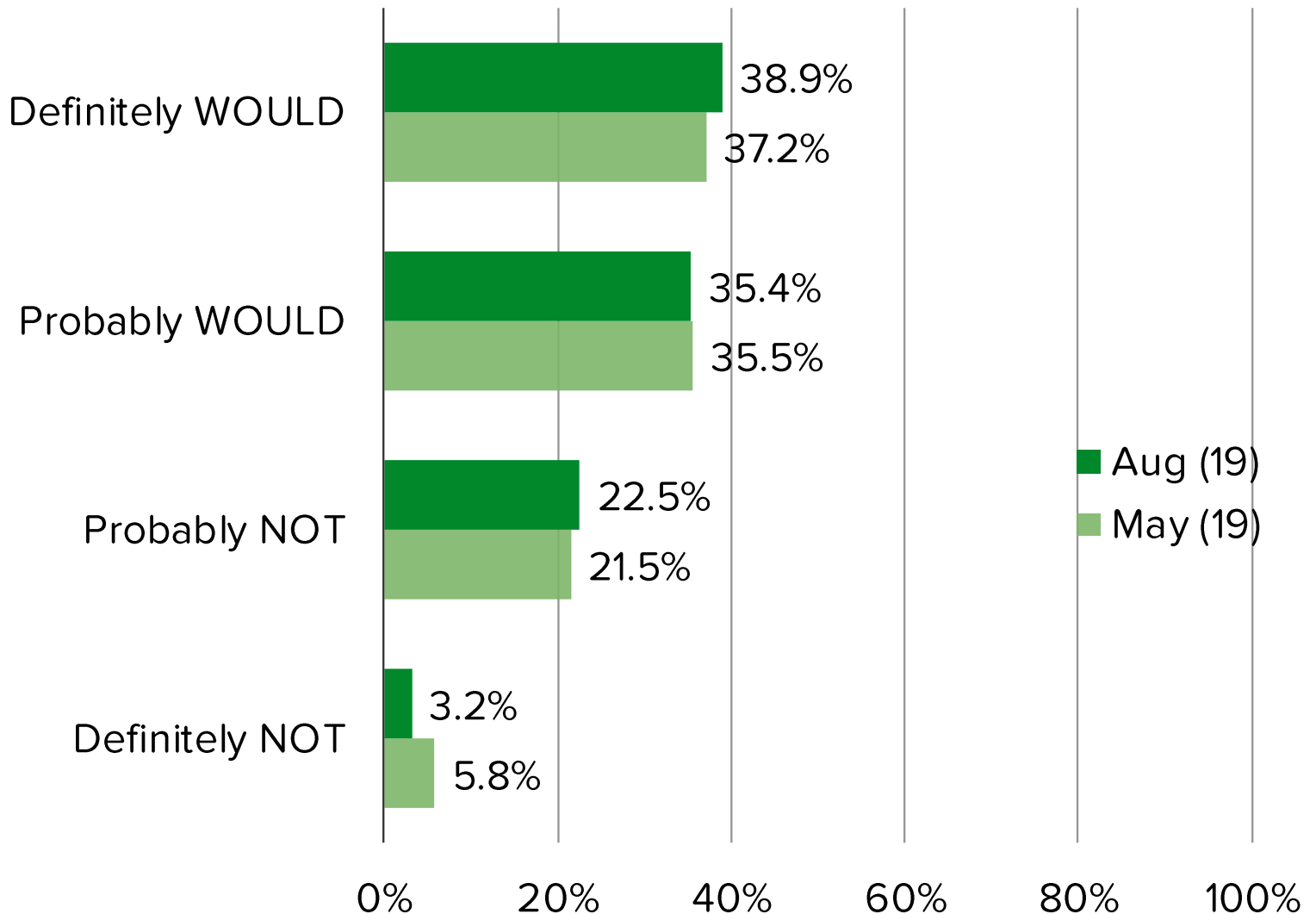
WOULD YOU CHARACTERIZE YOURSELF AS GETTING...

Posed to all US consumers who purchased jewelry from Pandora in the past year.



**WOULD YOU SIGN UP FOR A PANDORA JEWELRY REWARDS PROGRAM?**

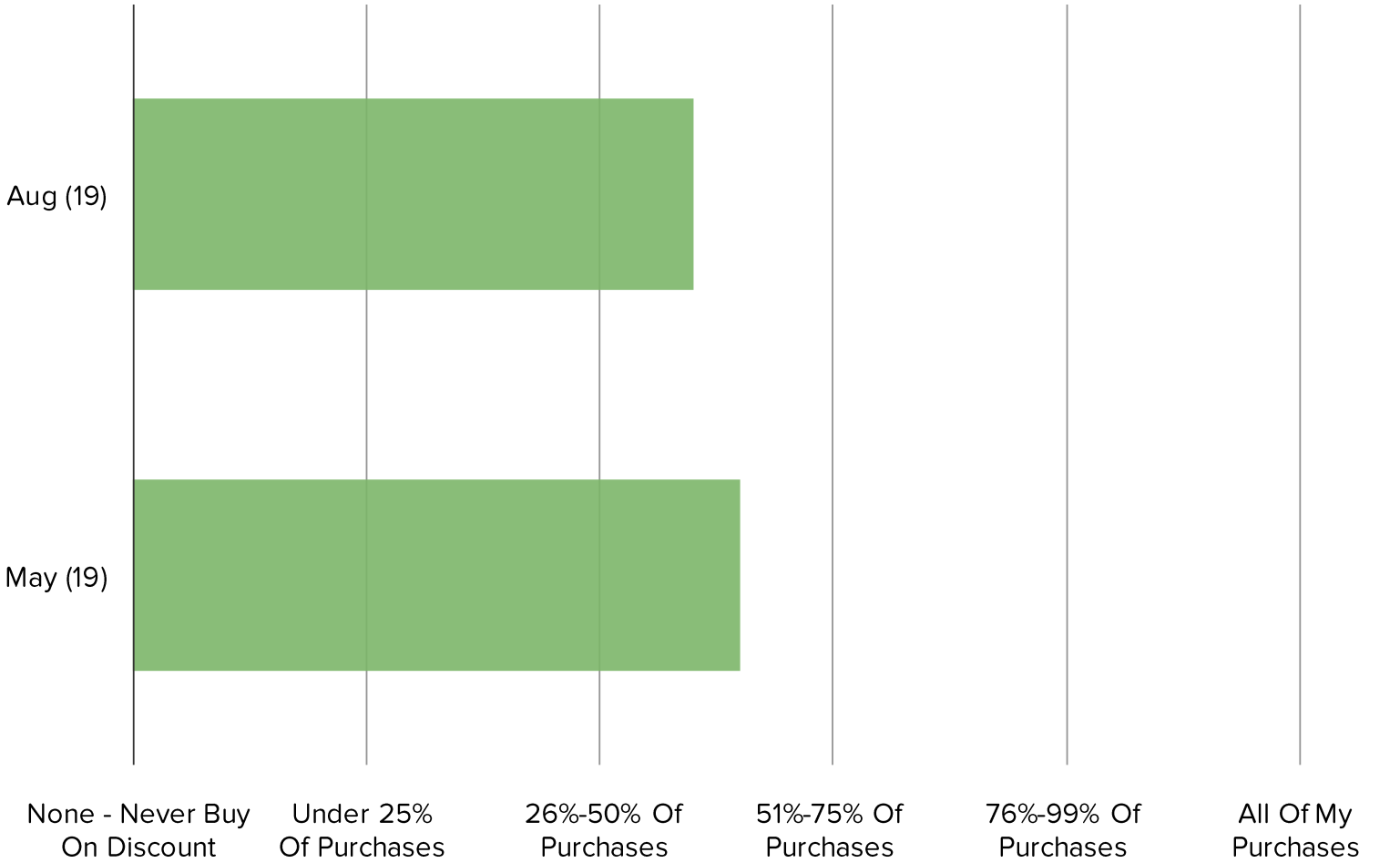
Posed to all US consumers who purchased jewelry from Pandora in the past year.





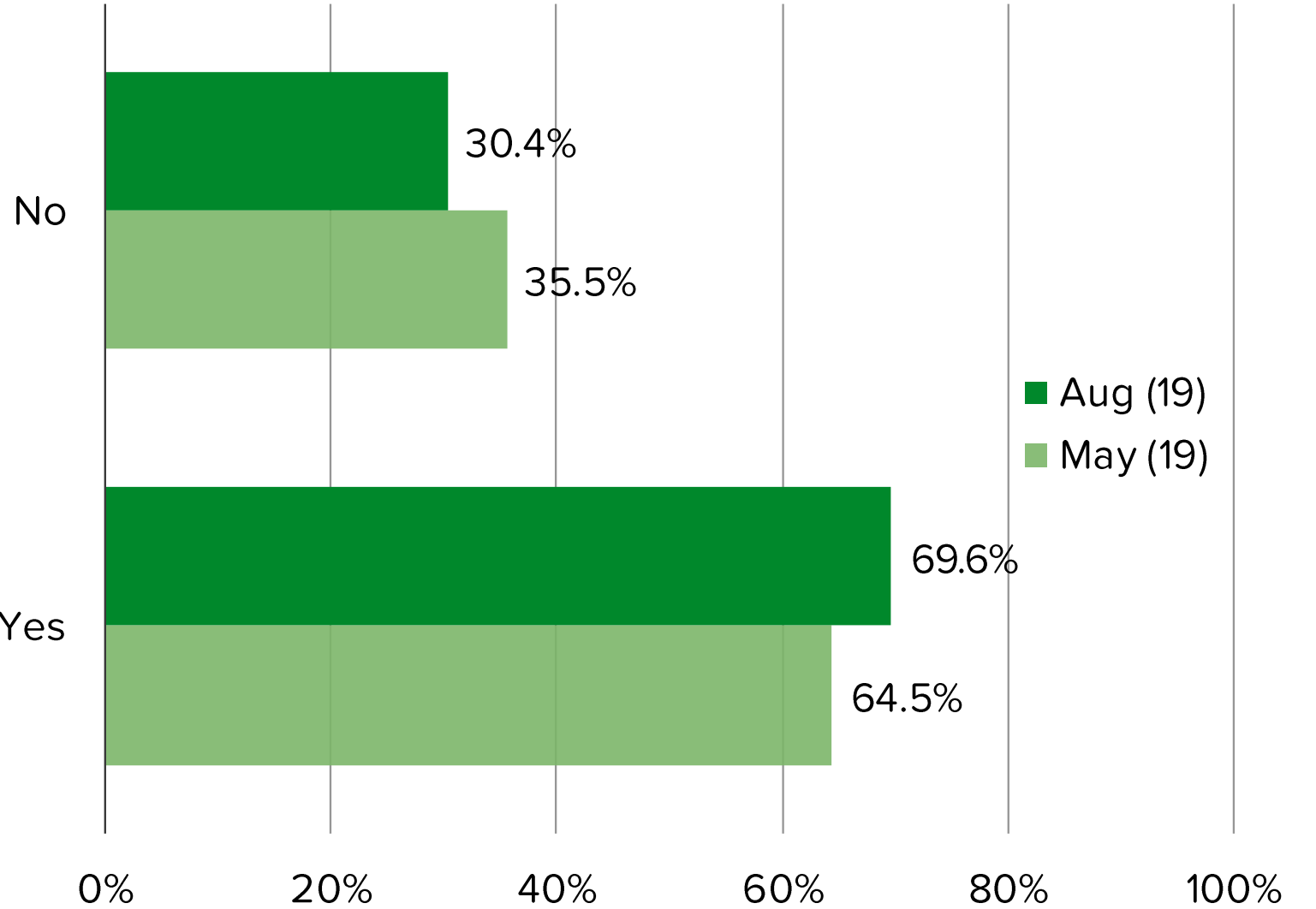
WHAT PERCENTAGE OF YOUR PANDORA JEWELRY PURCHASES DO YOU MAKE ON DISCOUNT/PROMOTION?

Posed to all US consumers who purchased jewelry from Pandora in the past year.



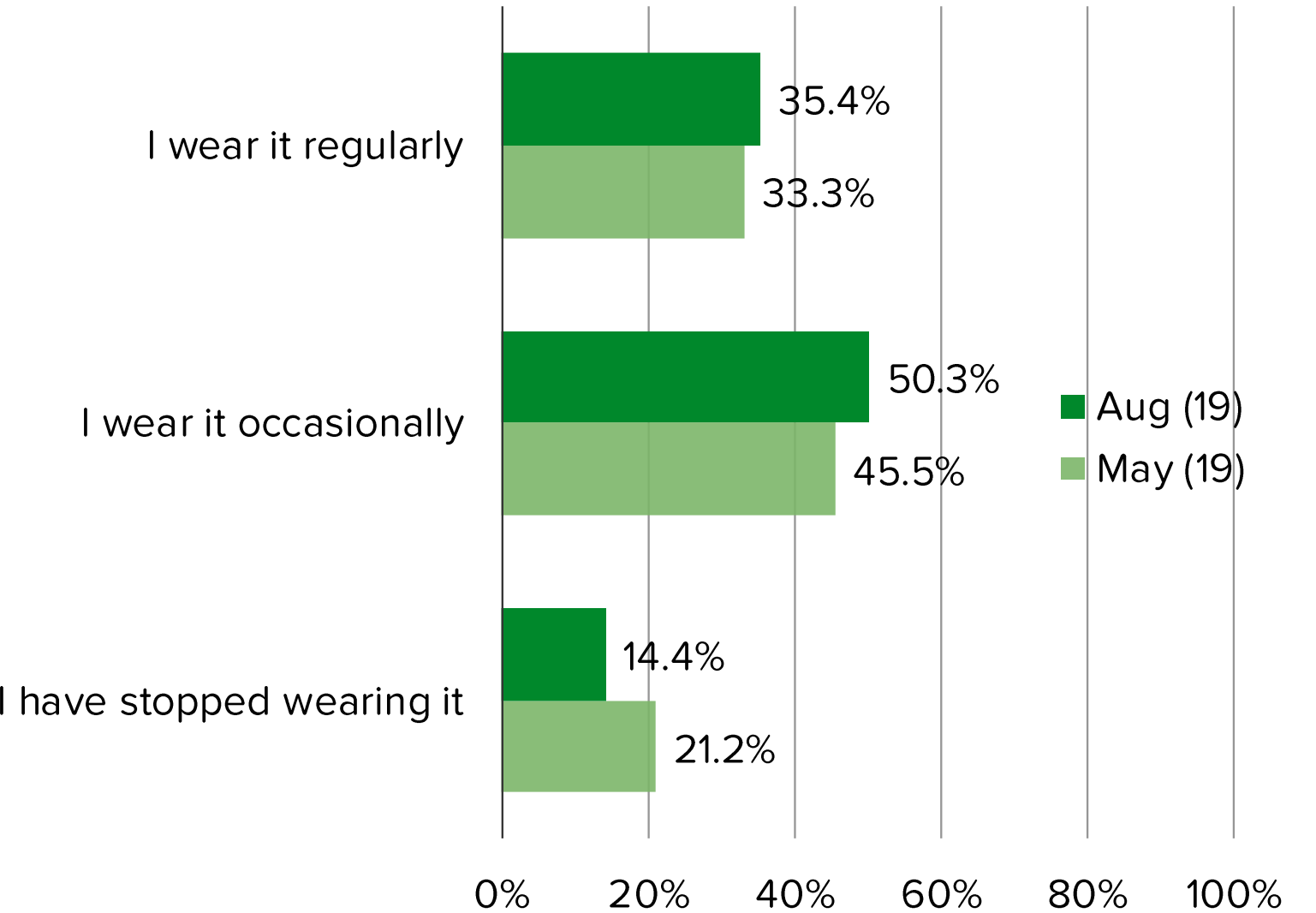
HAVE YOU EVER PURCHASED OR RECEIVED ANY PANDORA CHARM JEWELRY?

Posed to all US consumers who purchased jewelry from Pandora in the past year.



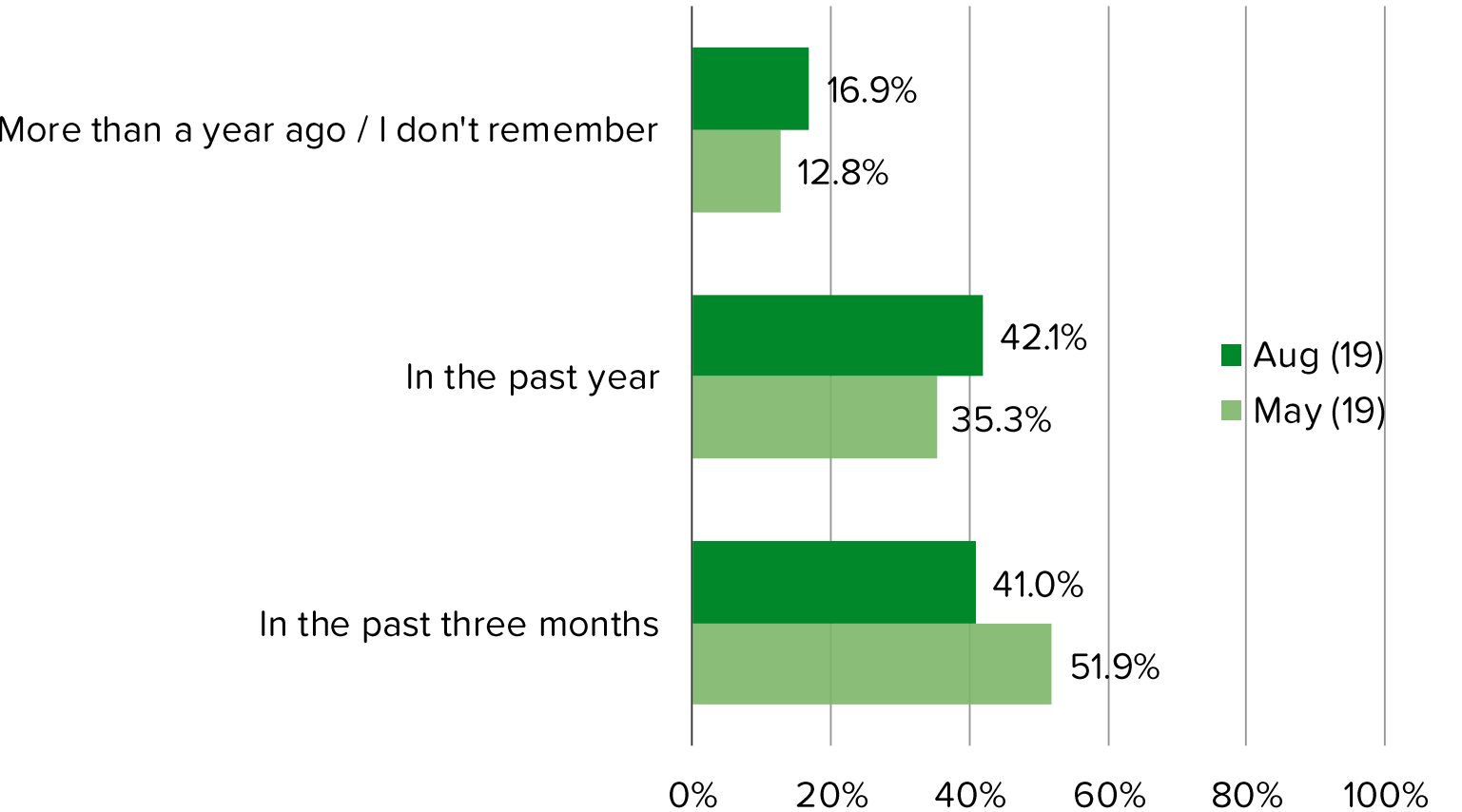
DO YOU STILL WEAR YOUR PANDORA CHARM JEWELRY?

Posed to all US consumers who own Pandora charm jewelry.



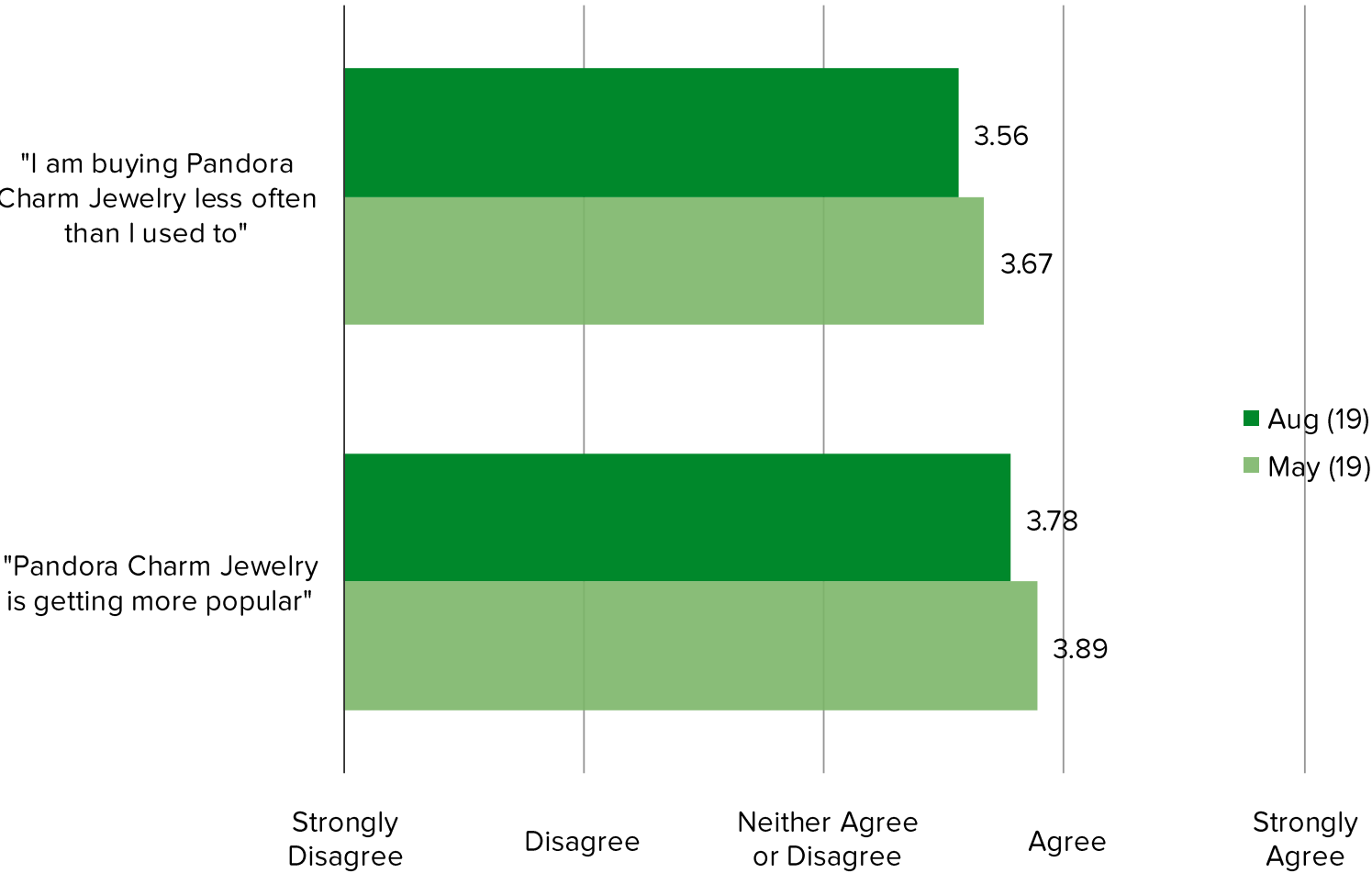
WHEN IS THE LAST TIME YOU BOUGHT OR RECEIVED PANDORA CHARM JEWELRY?

Posed to all US consumers who own Pandora charm jewelry.



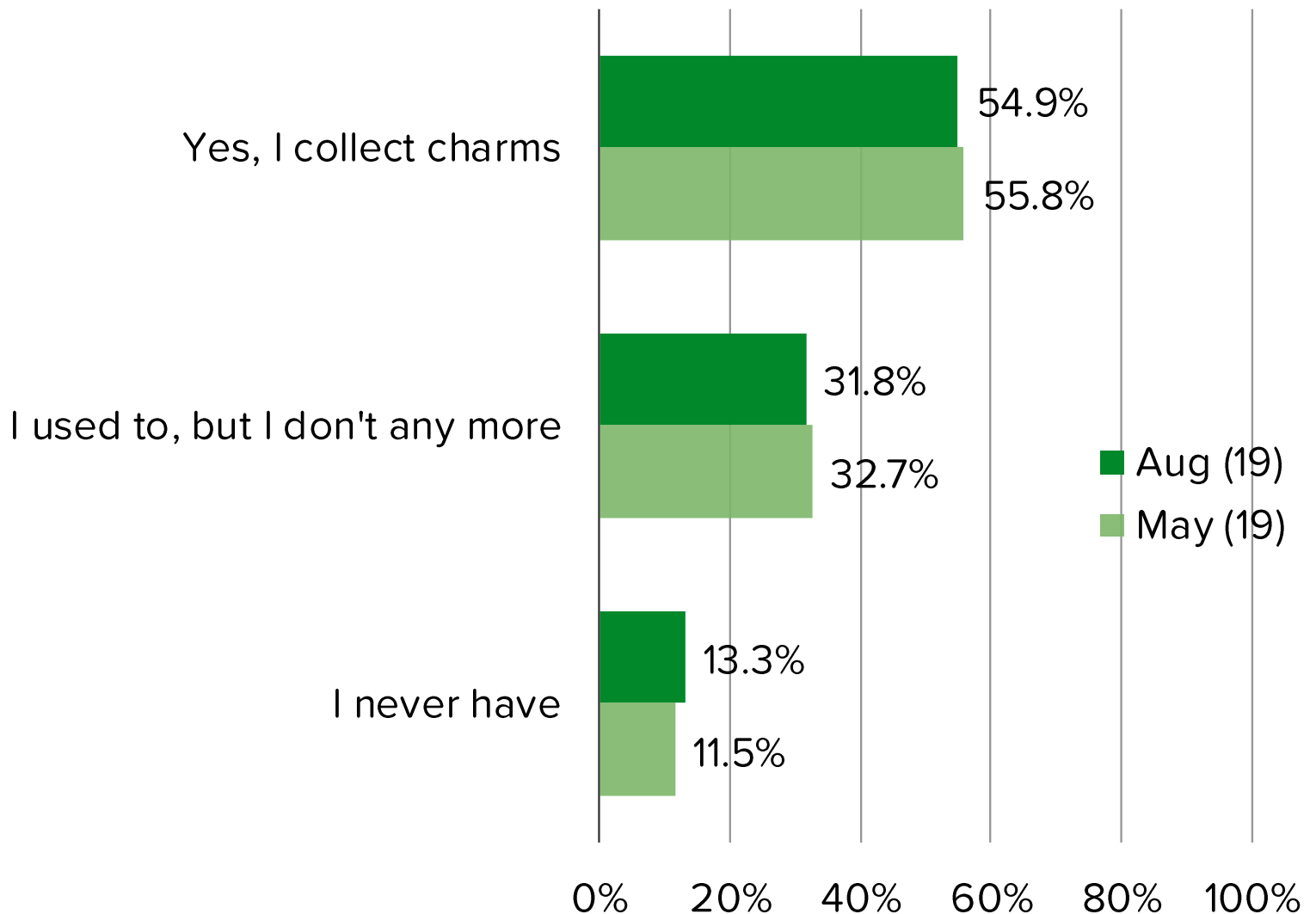
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all US consumers who own Pandora charm jewelry.



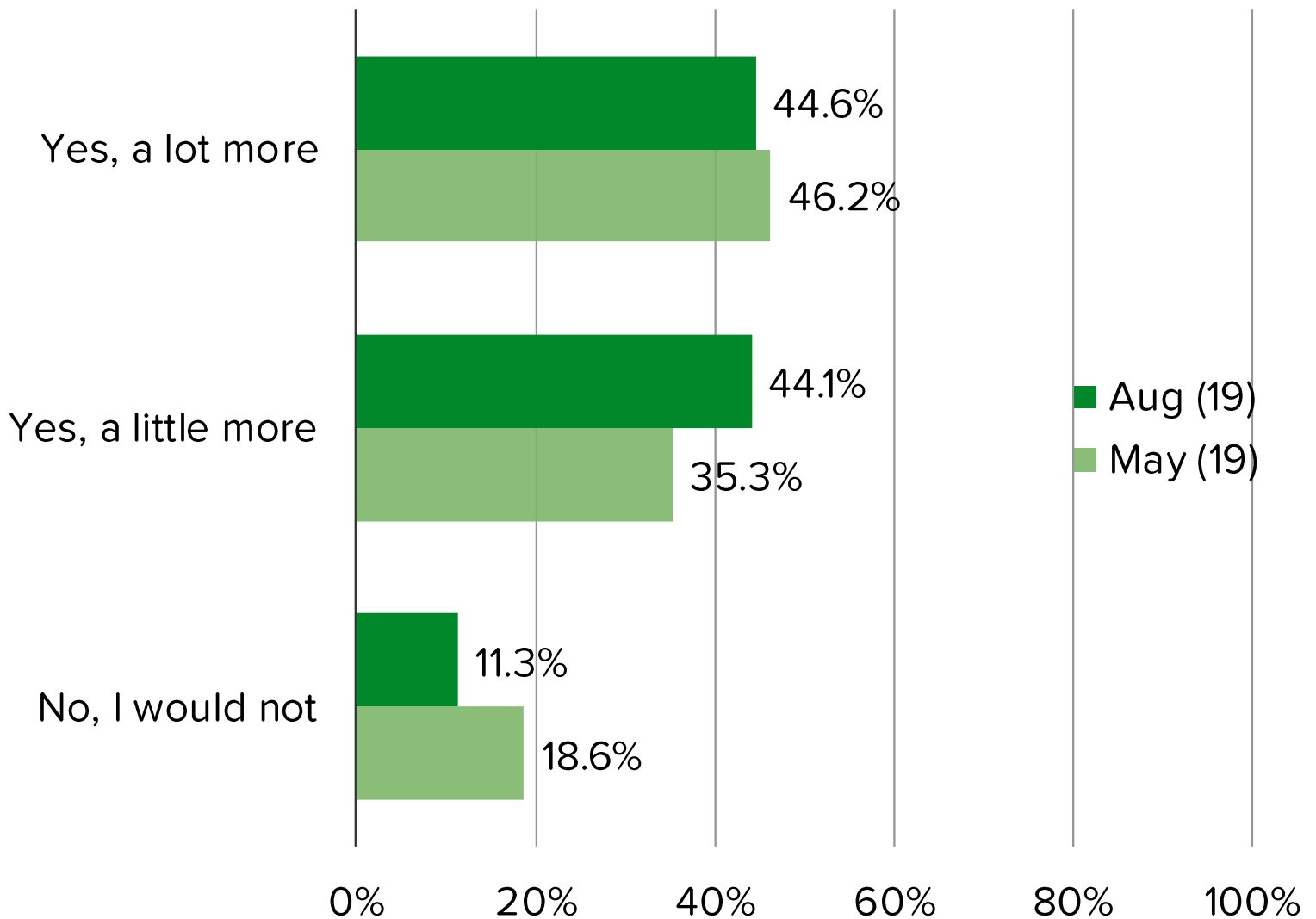
**DO YOU COLLECT PANDORA JEWELRY CHARMS?**

Posed to all US consumers who own Pandora charm jewelry.



**WOULD YOU BUY CHARMS MORE OFTEN THAN YOU DO NOW IF PANDORA HAD A REWARDS PROGRAM?**

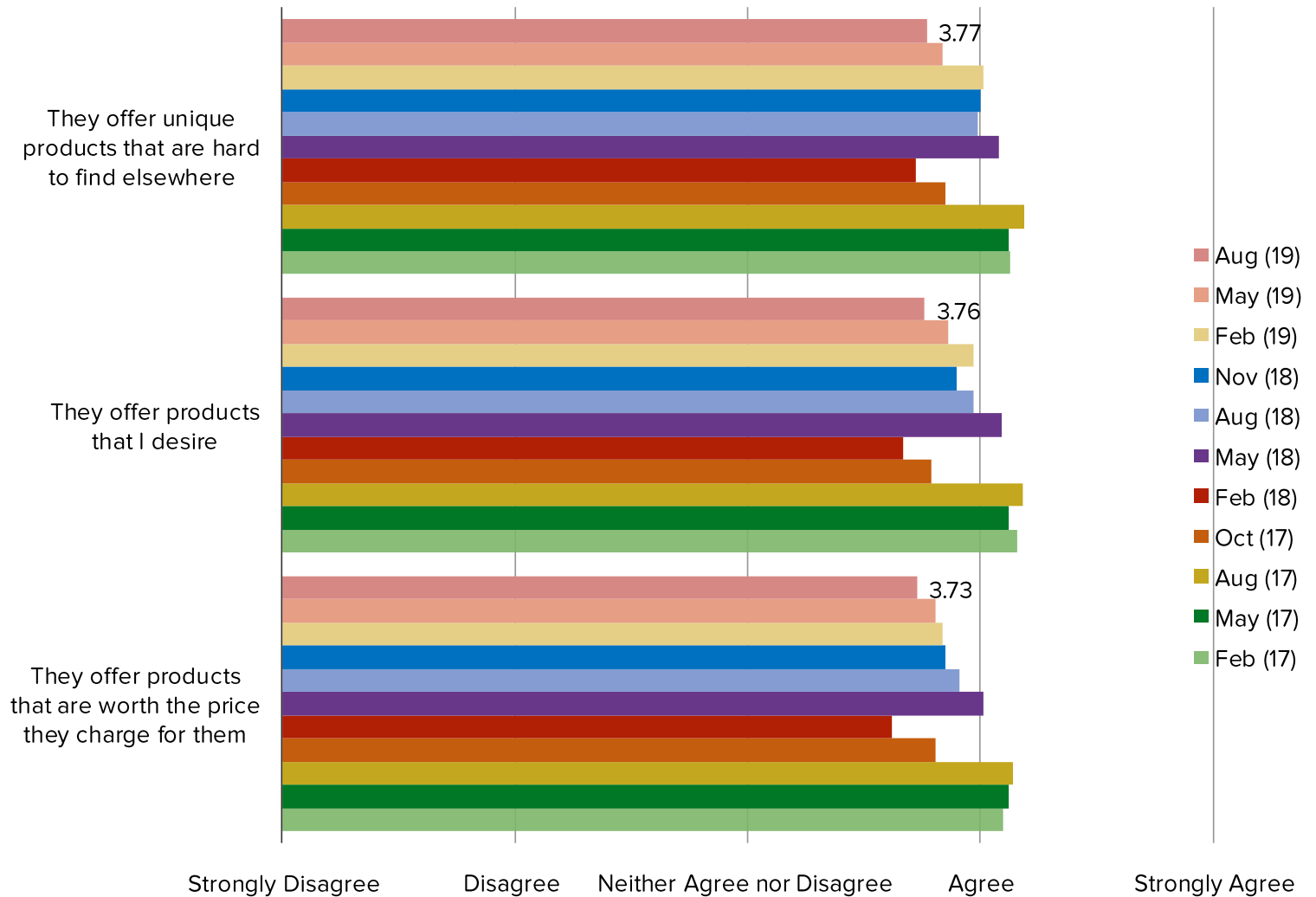
Posed to all US consumers who own Pandora charm jewelry.



Consumer Sentiment and Financing Dynamics

**PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS:**

Posed to all US consumers who purchased jewelry from Pandora in the past year.

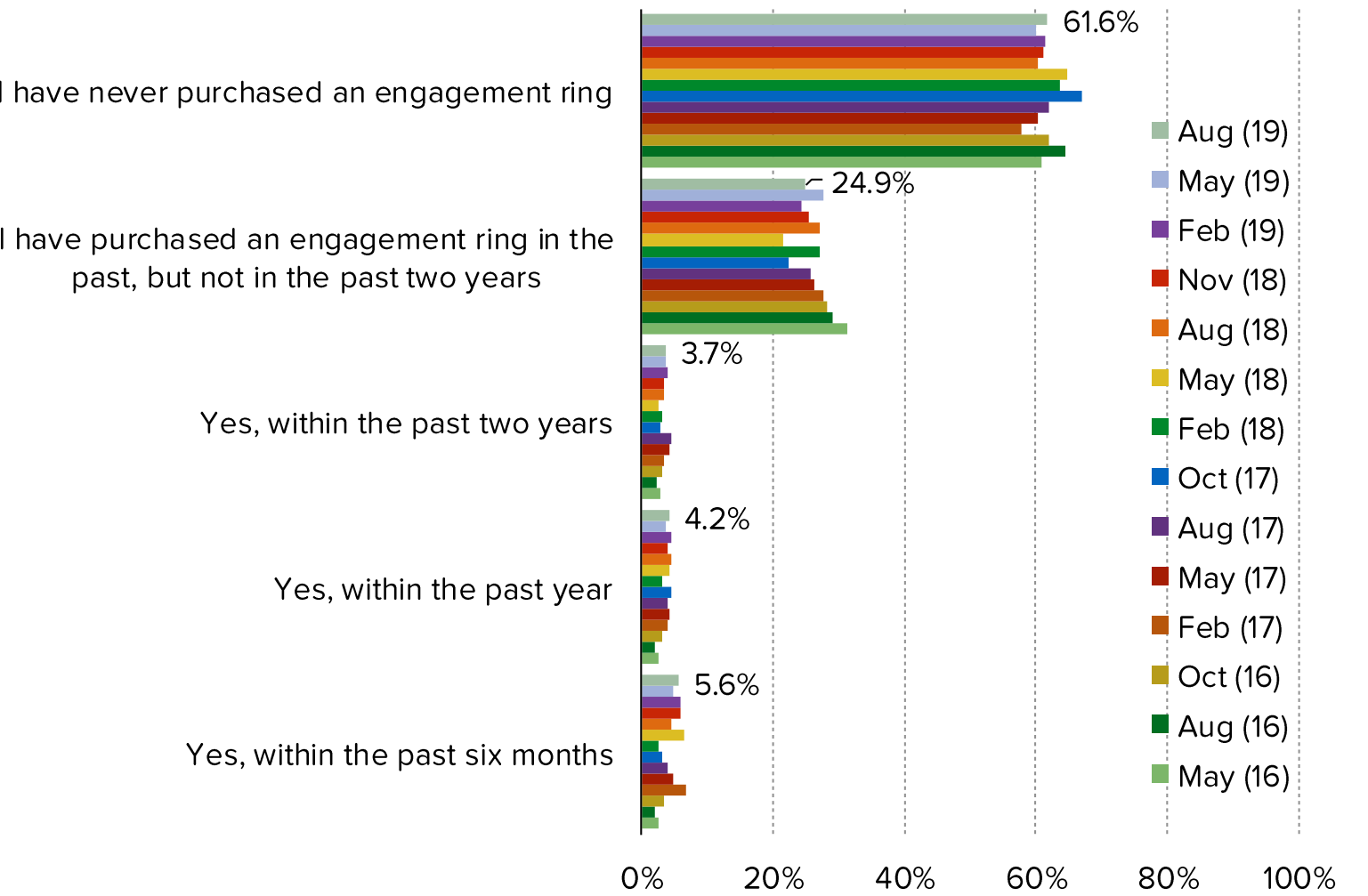




# ENGAGEMENT RINGS

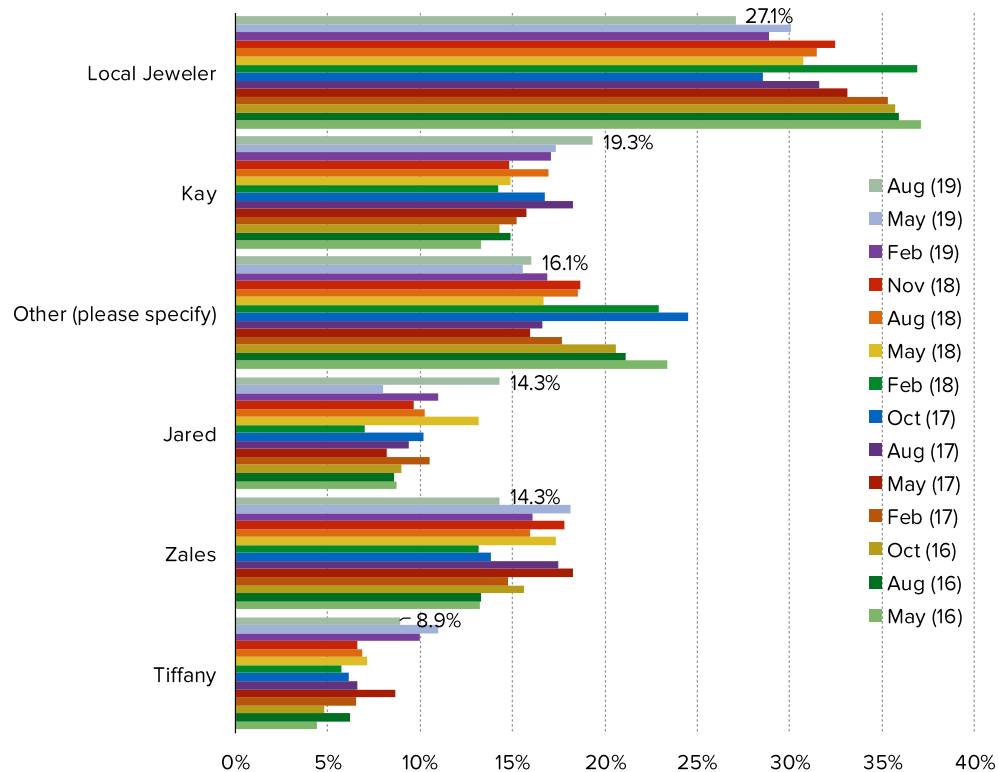
HAVE YOU PURCHASED AN ENGAGEMENT RING IN THE PAST TWO YEARS?

Posed to all respondents.

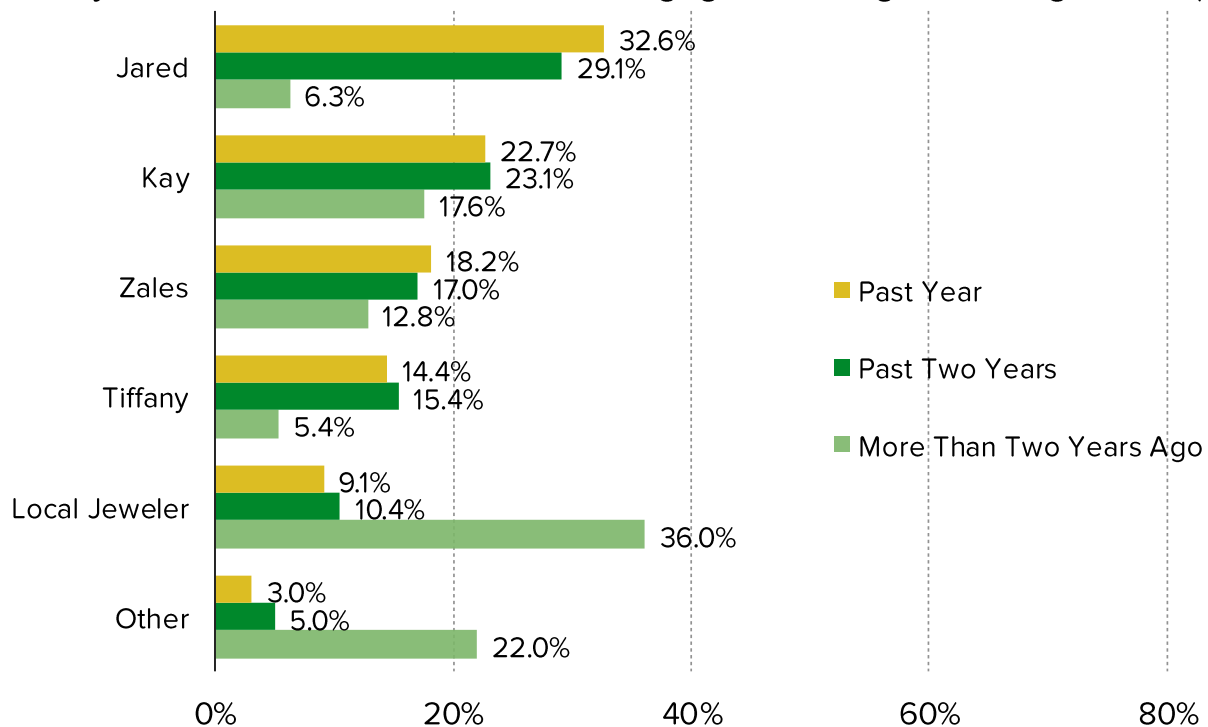


## WHERE RESPONDENTS BOUGHT ENGAGEMENT RINGS

Posed to respondents who have **EVER PURCHASED** an engagement ring.

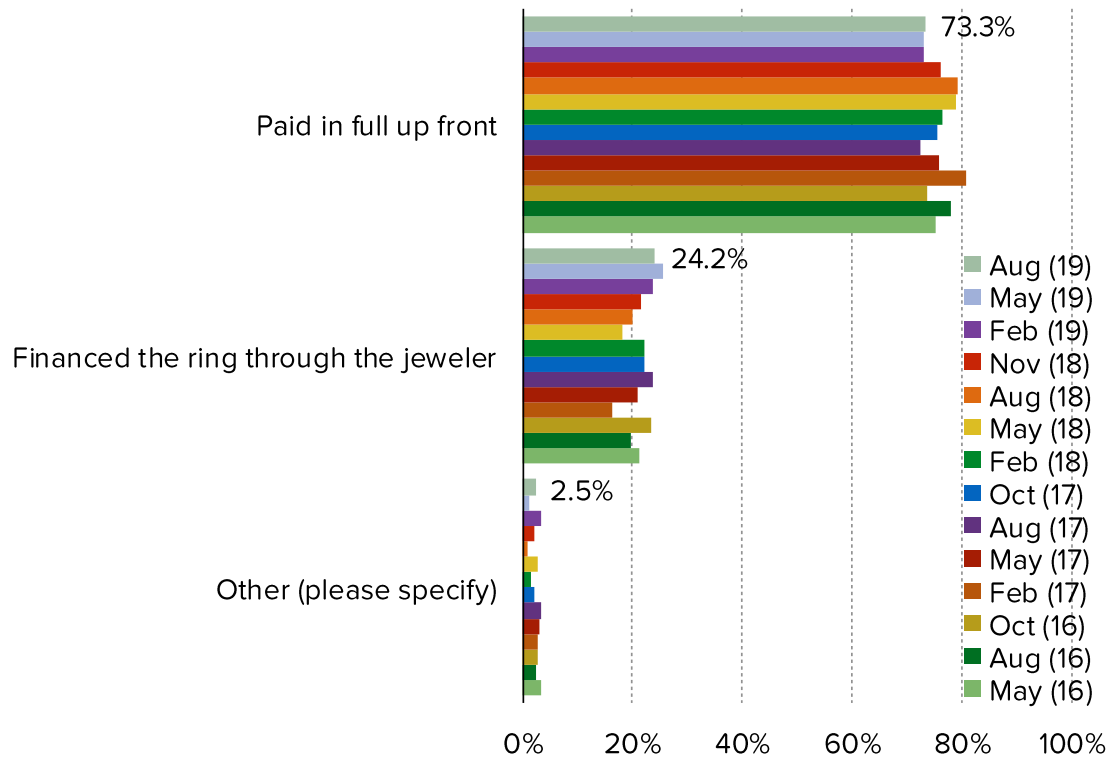


Broken down by **WHEN THEY PURCHASED** an engagement ring according to Feb (19) data.

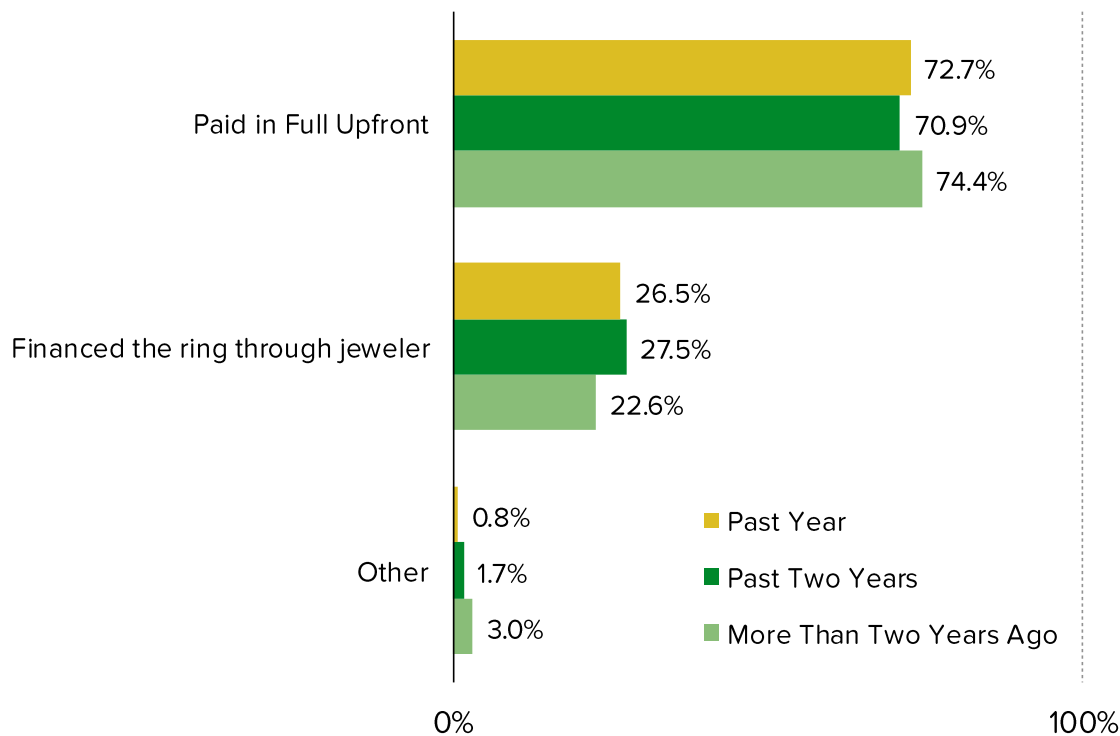


HOW DID YOU PURCHASE THE RING?

Posed to respondents who have EVER PURCHASED an engagement ring.



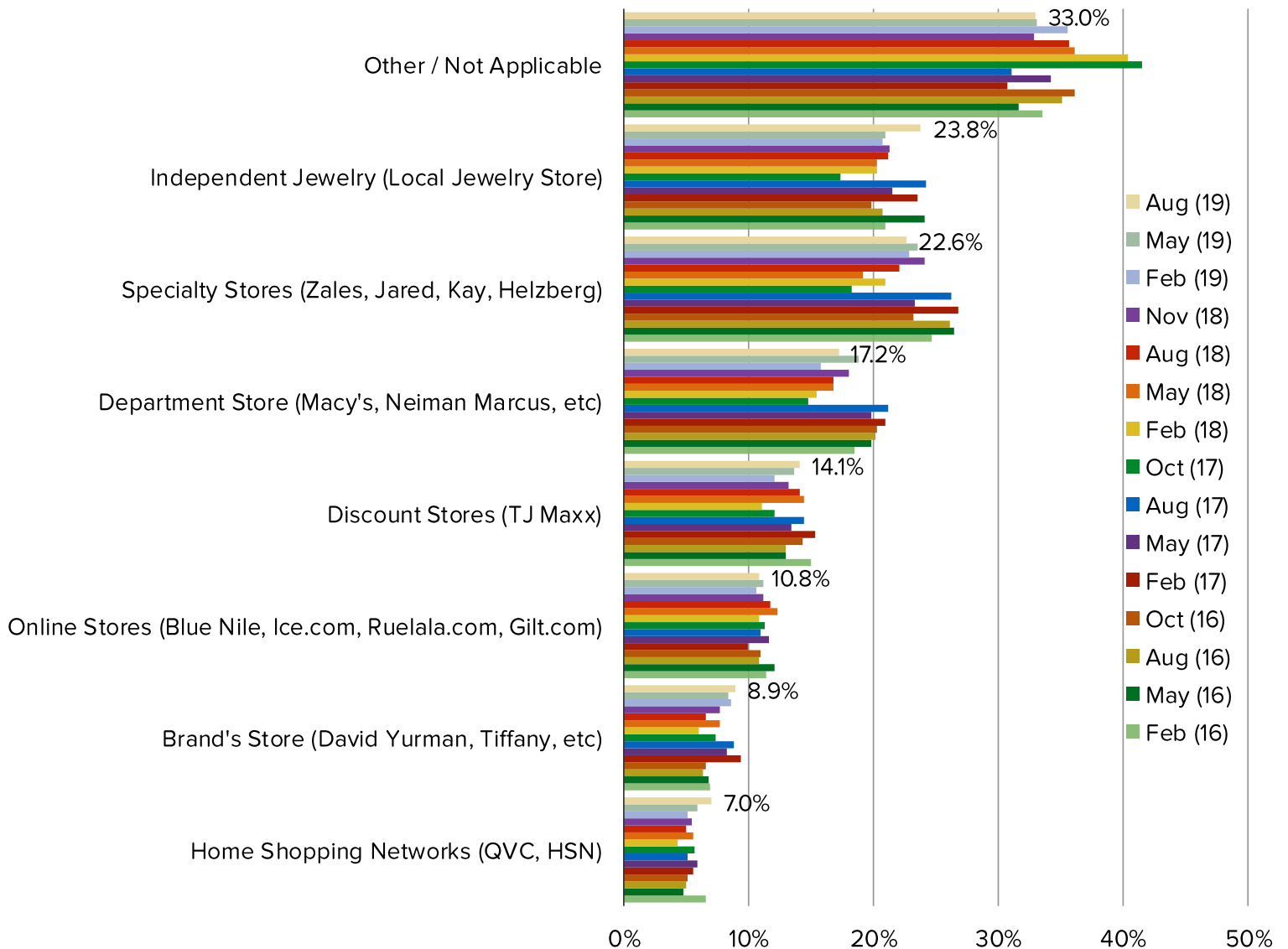
Posed to respondents who have EVER PURCHASED an engagement ring.



MINDSHARE

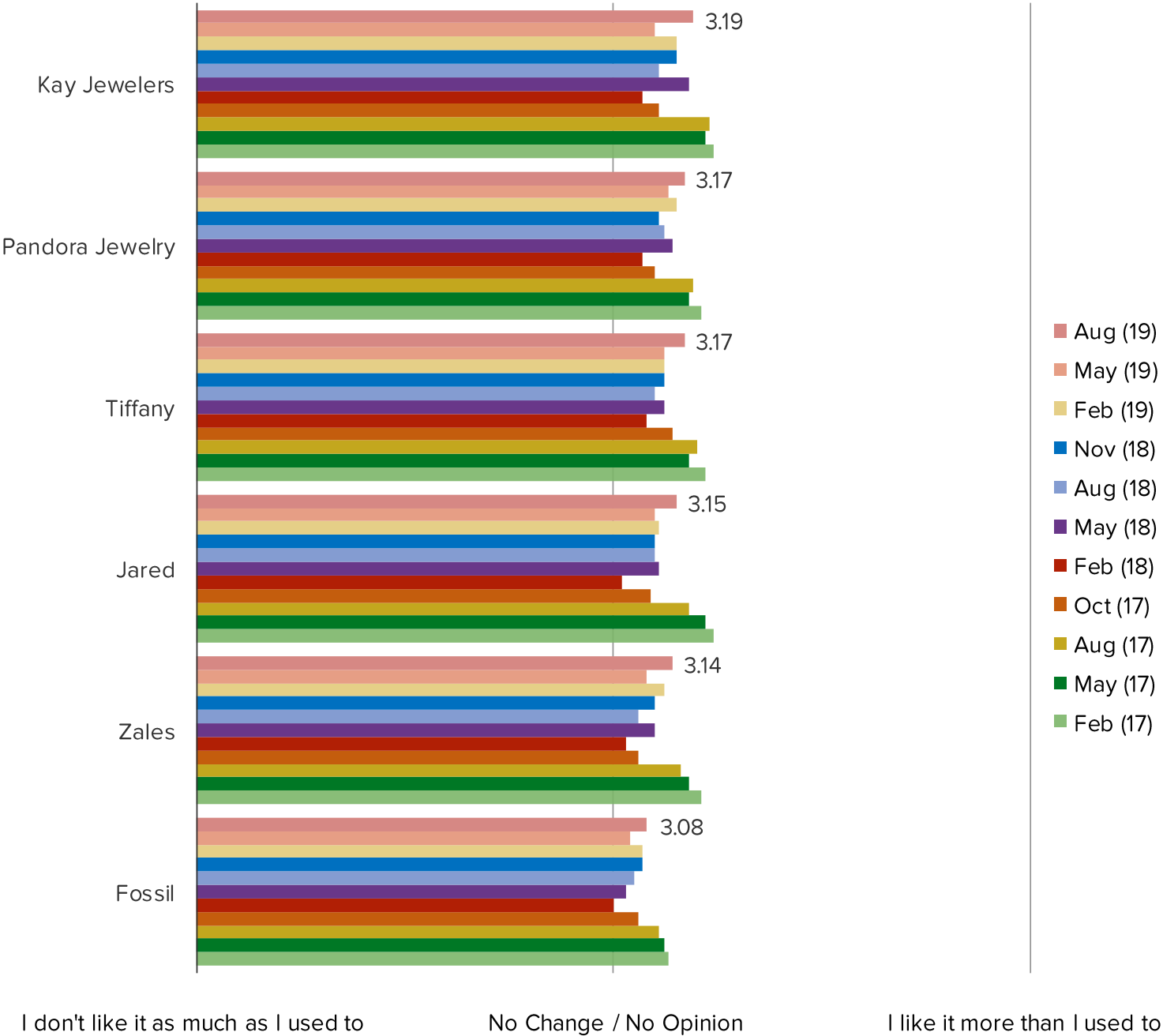
## WHERE CONSUMERS PREFER TO SHOP FOR JEWELRY (SELECT UP TO TWO CHOICES)

Posed to all respondents.



CHANGES IN OPINION OF JEWELERS OVER TIME

Posed to respondents who have bought jewelry in the past year.



DO YOU THINK THE FOLLOWING JEWELERS ARE BECOMING MORE OR LESS POPULAR?

Posed to respondents who have bought jewelry in the past year.

