

Bespoke Market Intelligence

Jewelry Survey

Survey of US Females, Balanced to Census

September 2021

BACKGROUND:

- ❑ Survey of 1440 females balanced to US census.

FINDINGS:

❑ *Jewelry Demand Trends*

- ❑ 37% of respondents report buying jewelry for themselves in the past year. Of those who bought jewelry for themselves in the past year, 18.7% said they saved money not doing things during the pandemic and wanted to treat themselves and 10.2% said they had stimulus money to spend.
- ❑ Much like other categories we test, respondents think their interest/purchase activity around jewelry dipped during the pandemic. In their minds, they expect their interest in jewelry in the next 3-6 months to be a stronger than “during pandemic” levels but a touch behind pre-pandemic levels.

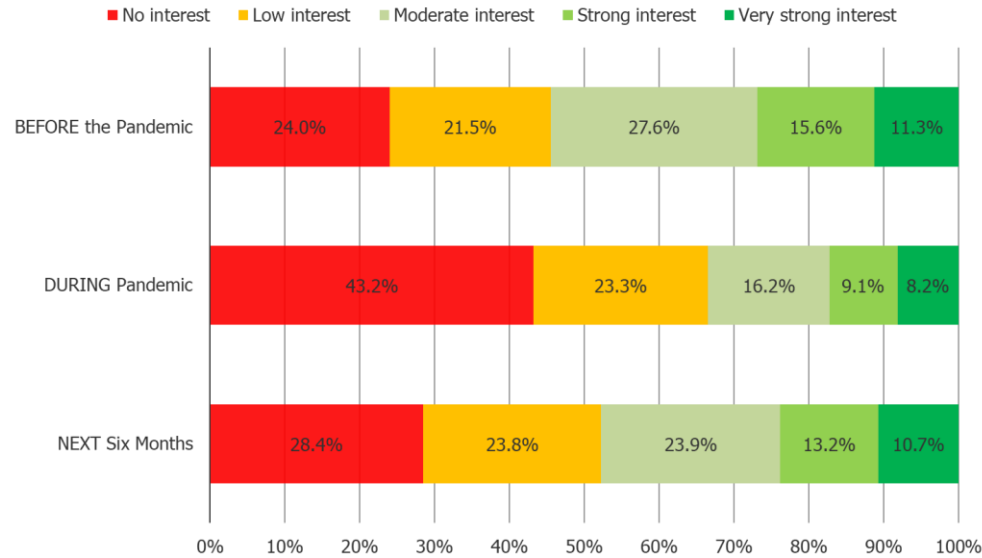
❑ *Cohort and Brand Analysis*

- ❑ Younger respondents are more likely to have purchased jewelry in the past year either because they had stimulus money to spend or because they saved money during the pandemic not doing things.
- ❑ Older jewelry purchasers are more likely to have bought jewelry in the past year simply because they wanted to.
- ❑ Customers of Signet jewelers like Kay, Jared, and Zales who bought jewelry during the past year are more likely to say they did so because of stimulus money relative to Pandora and Tiffany customers.
- ❑ All branded jewelers in our survey benefited from respondents who saved money during the pandemic; Recent Tiffany purchasers are the most likely in our survey to have mentioned the latter.
- ❑ Tiffany customers are the most likely to have purchased jewelry in the past year after seeing an ad or social media post.

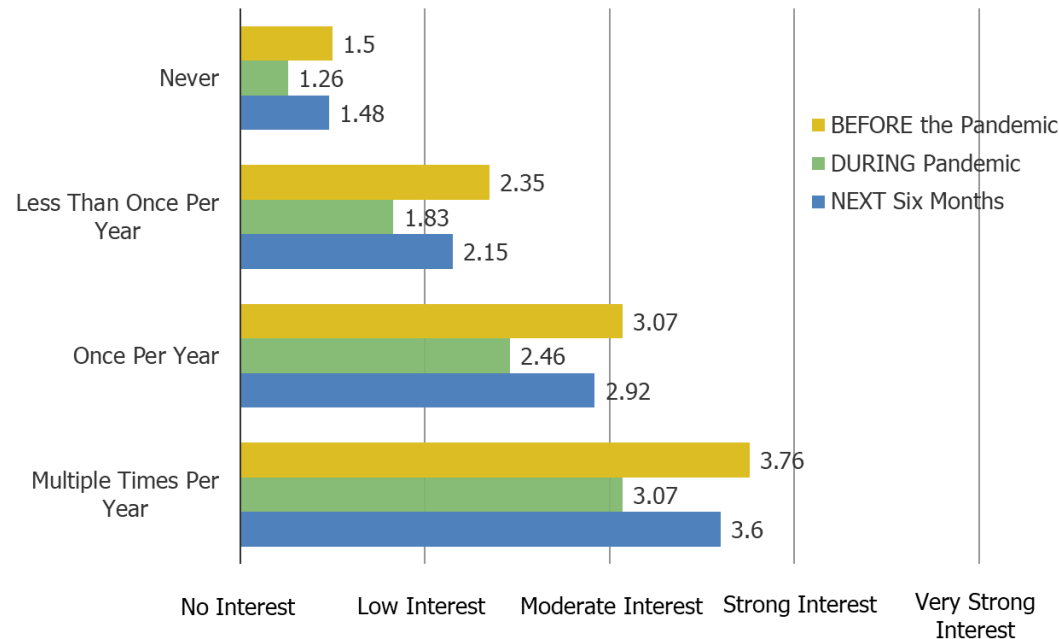


How much interest did you / will you have in spending money on jewelry....

Posed to all respondents (N = 1407)



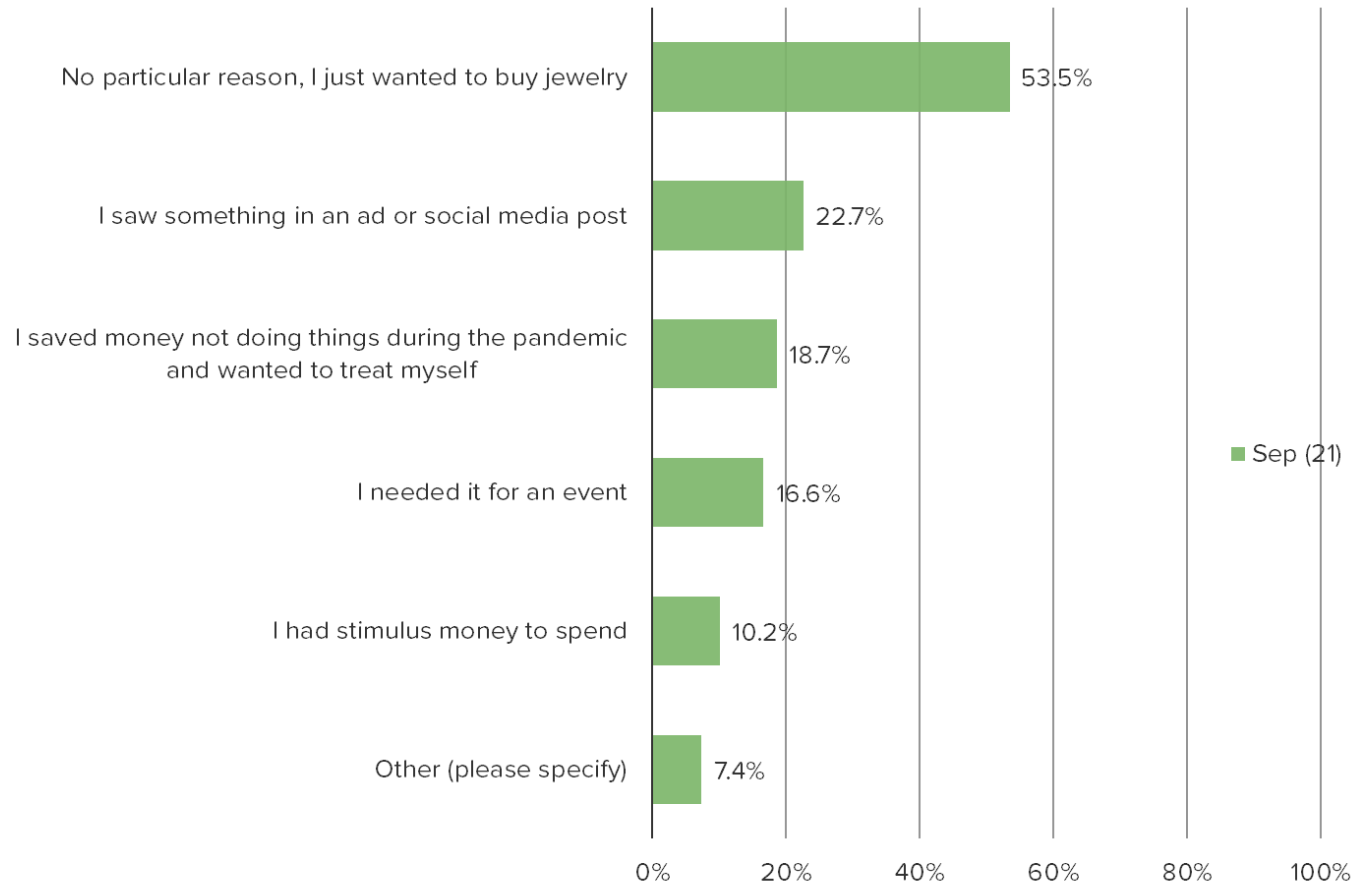
Cross-tabbed by how often respondents typically buy jewelry for themselves.



Thinking about the jewelry that you bought in the past year, which best describes why you bought it? (select up to two choices)

Posed to respondents who said they bought jewelry in the past year. (N=529)

Note: 37% of respondents said they purchased jewelry in the past year.



Thinking about the jewelry that you bought in the past year, which best describes why you bought it? (select up to two choices)

Posed to respondents who said they bought jewelry in the past year. (N=529)

Note: 37% of respondents said they purchased jewelry in the past year.

Respondent Filters (Cross-Tabs)	I needed it for an event	I saw something in an ad or social media post	I saved money not doing things during the pandemic and wanted to treat myself	I had stimulus money to spend	No particular reason, I just wanted to buy jewelry	Other (please specify)	N =
All Respondents	16.6%	22.8%	18.6%	10.4%	53.3%	7.3%	531
Received Stimulus	14.7%	19.9%	17.4%	12.3%	55.3%	8.9%	407
Did not receive stimulus	23.9%	30.3%	22.9%	0.0%	45.9%	1.8%	256
Income Under 75k	12.4%	18.5%	17.9%	11.1%	56.7%	9.0%	379
Income over 75k	26.8%	33.3%	20.3%	8.5%	45.1%	3.3%	153
Age 18-24	16.4%	26.0%	23.3%	13.7%	53.4%	0.0%	97
Age 25-34	23.8%	25.4%	25.4%	10.7%	45.9%	3.3%	164
Age 35-44	27.0%	28.7%	17.4%	13.0%	47.8%	3.5%	158
Age 45-54	9.8%	23.2%	14.6%	8.5%	57.3%	11.0%	102
Age 55+	5.7%	13.6%	13.6%	7.1%	62.1%	15.7%	140
Bought from Pandora in Past Year	25.0%	34.8%	27.2%	10.9%	44.6%	2.2%	92
Bought from Tiffany in past year	33.9%	43.6%	35.5%	12.9%	29.0%	0.0%	62
Bought from Kay Jewelers in Past Year	28.1%	34.4%	28.1%	16.7%	44.8%	1.0%	96
Bought from Zales in Past Year	31.3%	32.8%	23.4%	18.8%	45.3%	0.0%	64
Bought From Jared in Past Yaer	34.0%	29.8%	29.8%	23.4%	29.8%	2.1%	47

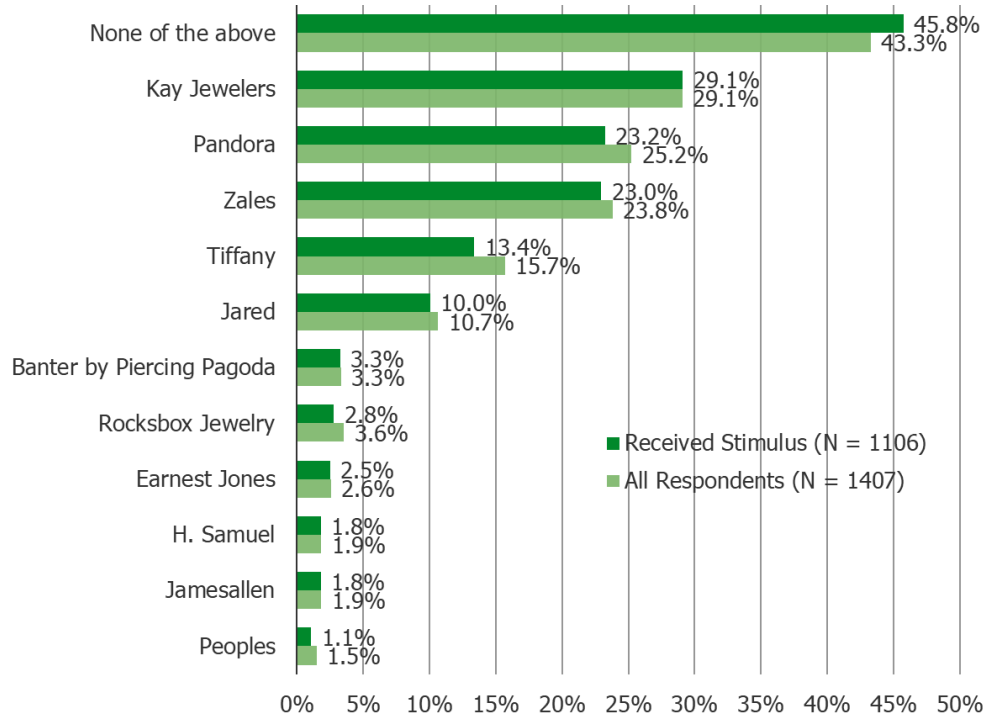
Cross-Tab Callouts:

- Younger respondents are more likely to have purchased jewelry either because they had stimulus money to spend or because they saved money during the pandemic not doing things.
- Older jewelry purchasers are more likely to have bought jewelry simply because they wanted to.
- Customers of Signet jewelers like Kay, Jared, and Zales who bought jewelry during the past year are more likely to say they did so because of stimulus money.
- Tiffany customers are the most likely to have purchased jewelry in the past year after seeing an ad or social media post. They are also the most likely to say they saved money not doing anything during the pandemic and wanted to treat themselves.

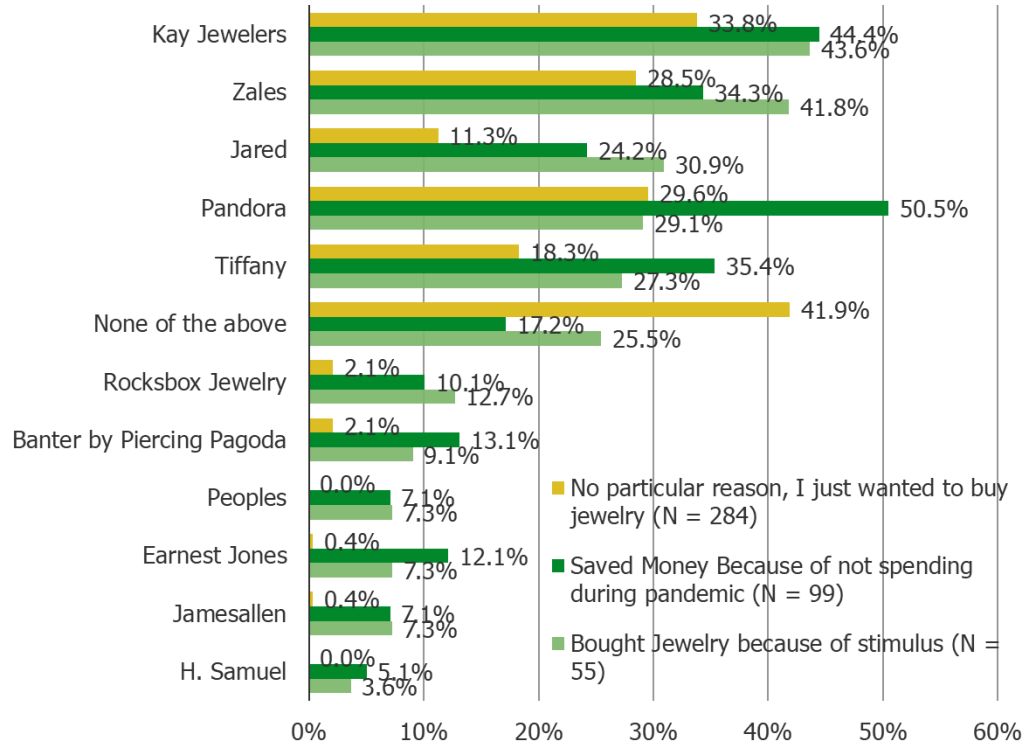
Have you ever purchased jewelry from the following brands? (Select ALL that apply)

Posed to all respondents, cross-tabbed in charts below. (N=1404)

All Respondents vs. Respondents who received stimulus:

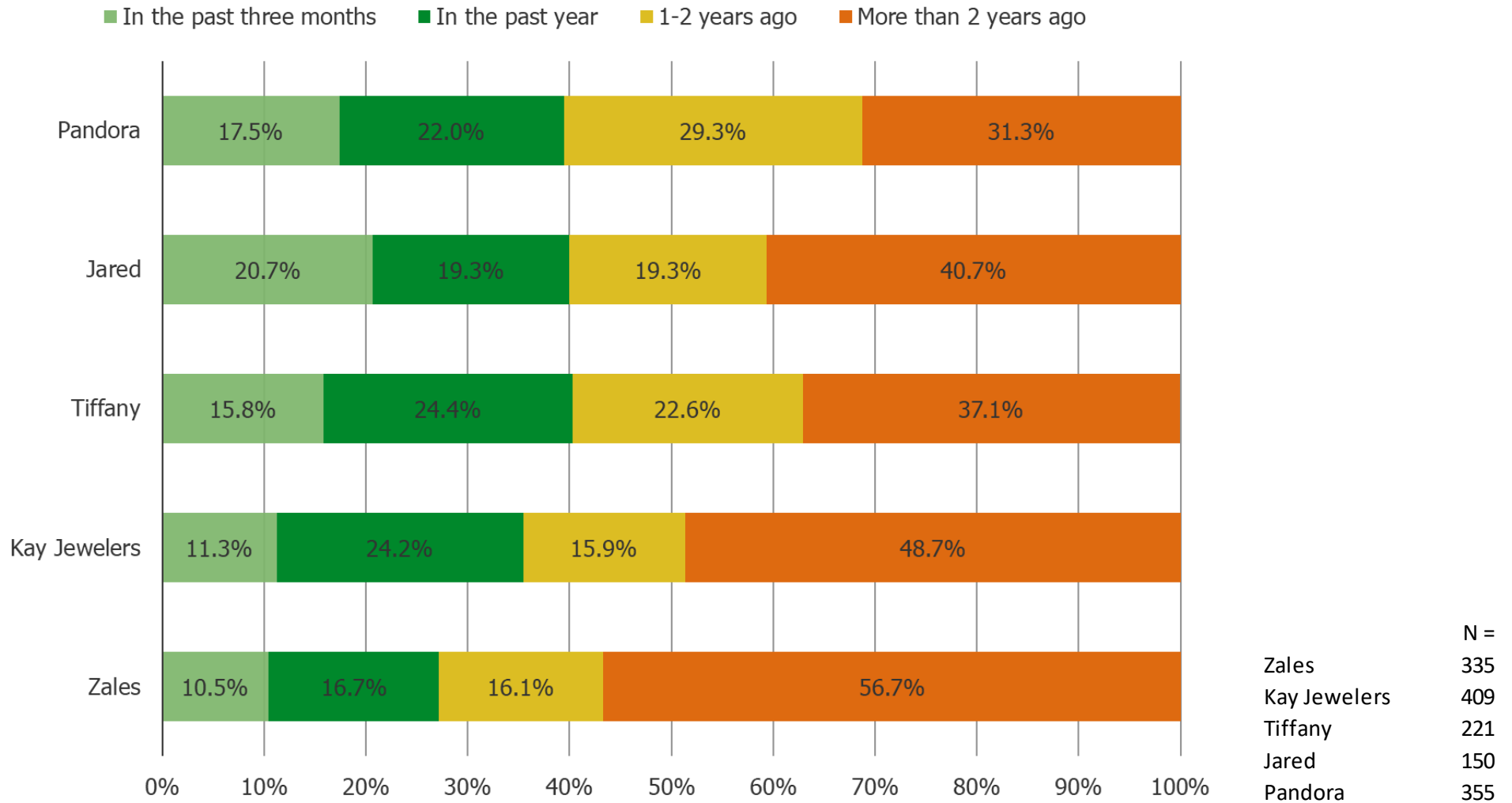


Cross-Tabbing respondents who bought jewelry in the past year for various reasons filtered below.



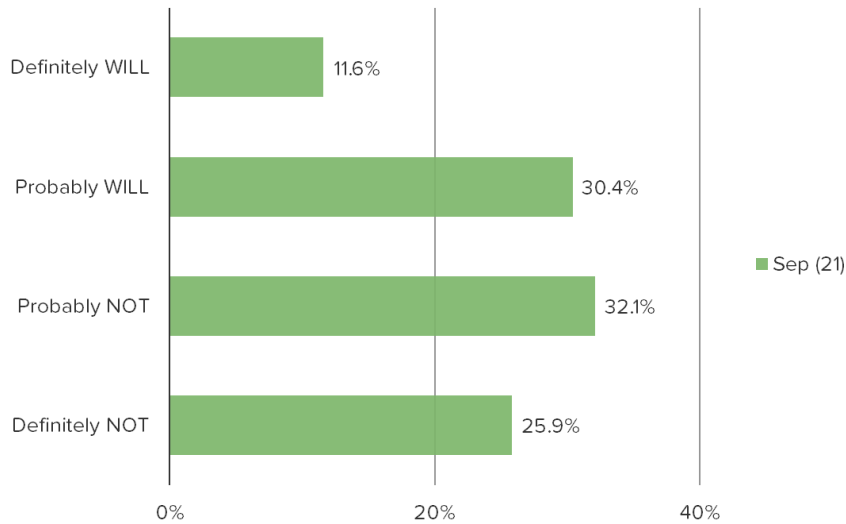
When did you most recently purchase from the following?

Posed to respondents who have purchased from each of the following.

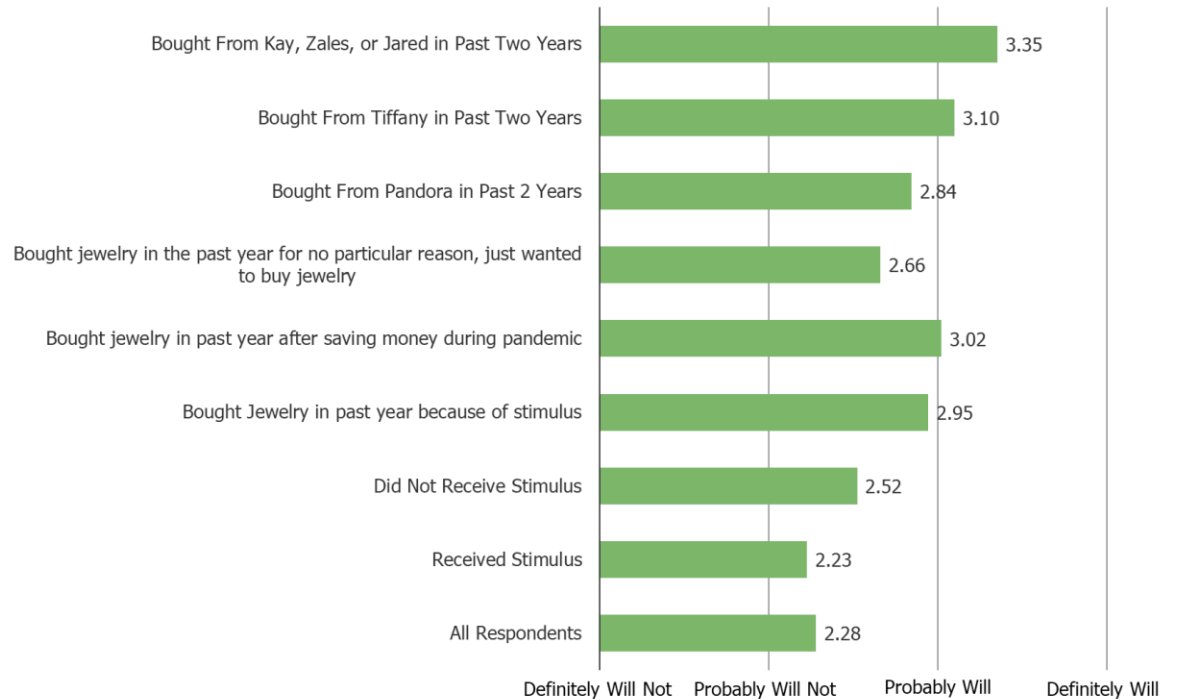


In the next 3-6 months, do you expect to buy jewelry for yourself?

Posed to all respondents. (N=1404)



Cross-tabbing the data in the above chart, filtered respondents described below:



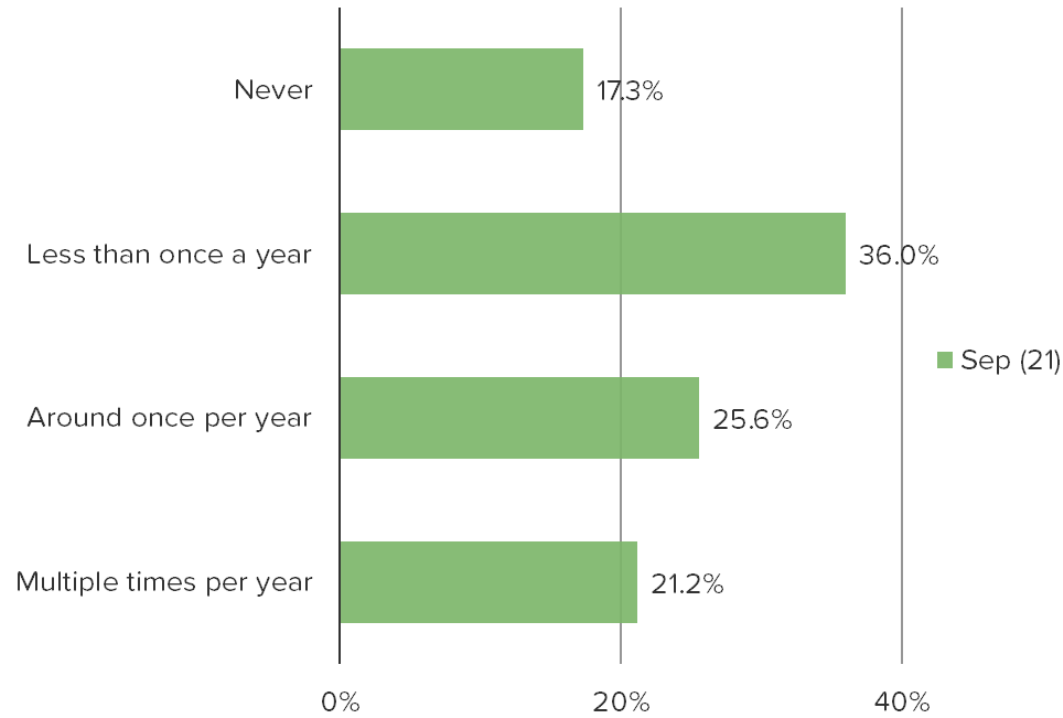
Why did you say you probably or definitely will buy jewelry for yourself in the next 3-6 months?

Posed to respondents who said they will probably or definitely buy jewelry in the next 3-6 months. (N=590)



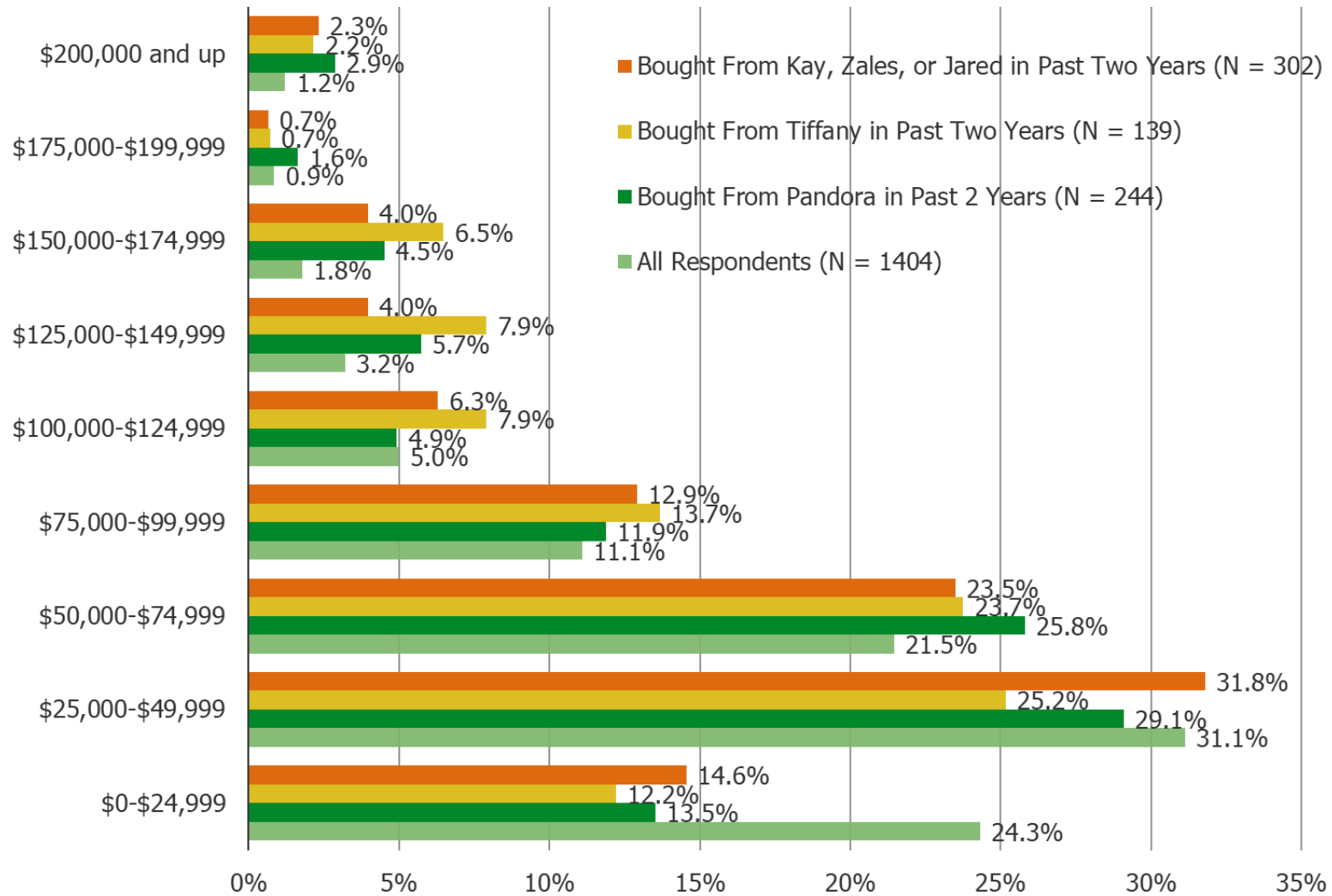
How often do you typically buy jewelry for yourself?

Posed to all respondents. (N=1404)



Income Breakdowns

Posed to all respondents, cross-tabbed by income. (N=1404)



Age Breakdowns

Posed to all respondents, cross-tabbed by income. (N=1404)

