

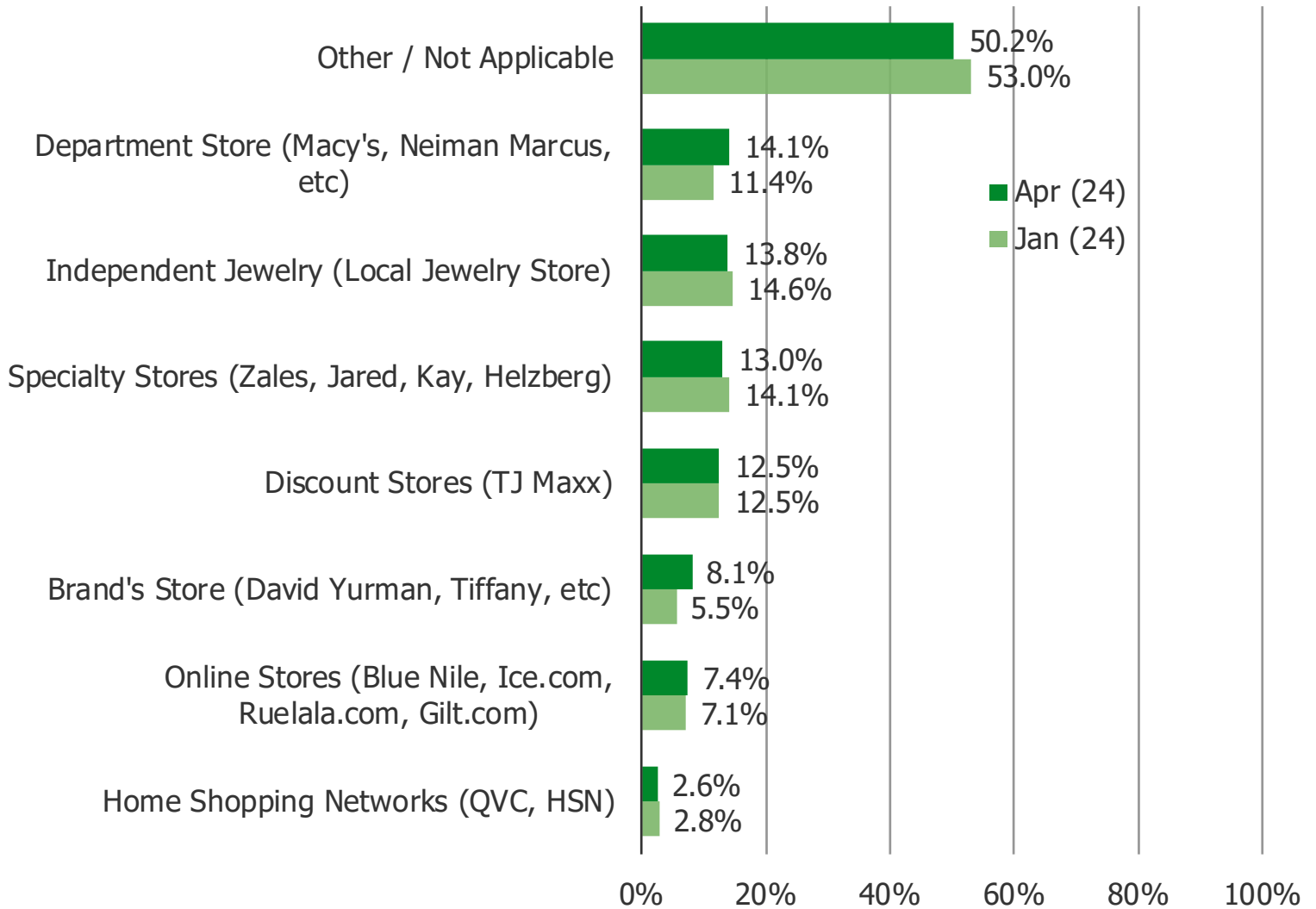
BESPOKE SURVEYS

Jewelry, Vol 2

1,250 US Consumers Per Quarter, Balanced to Census

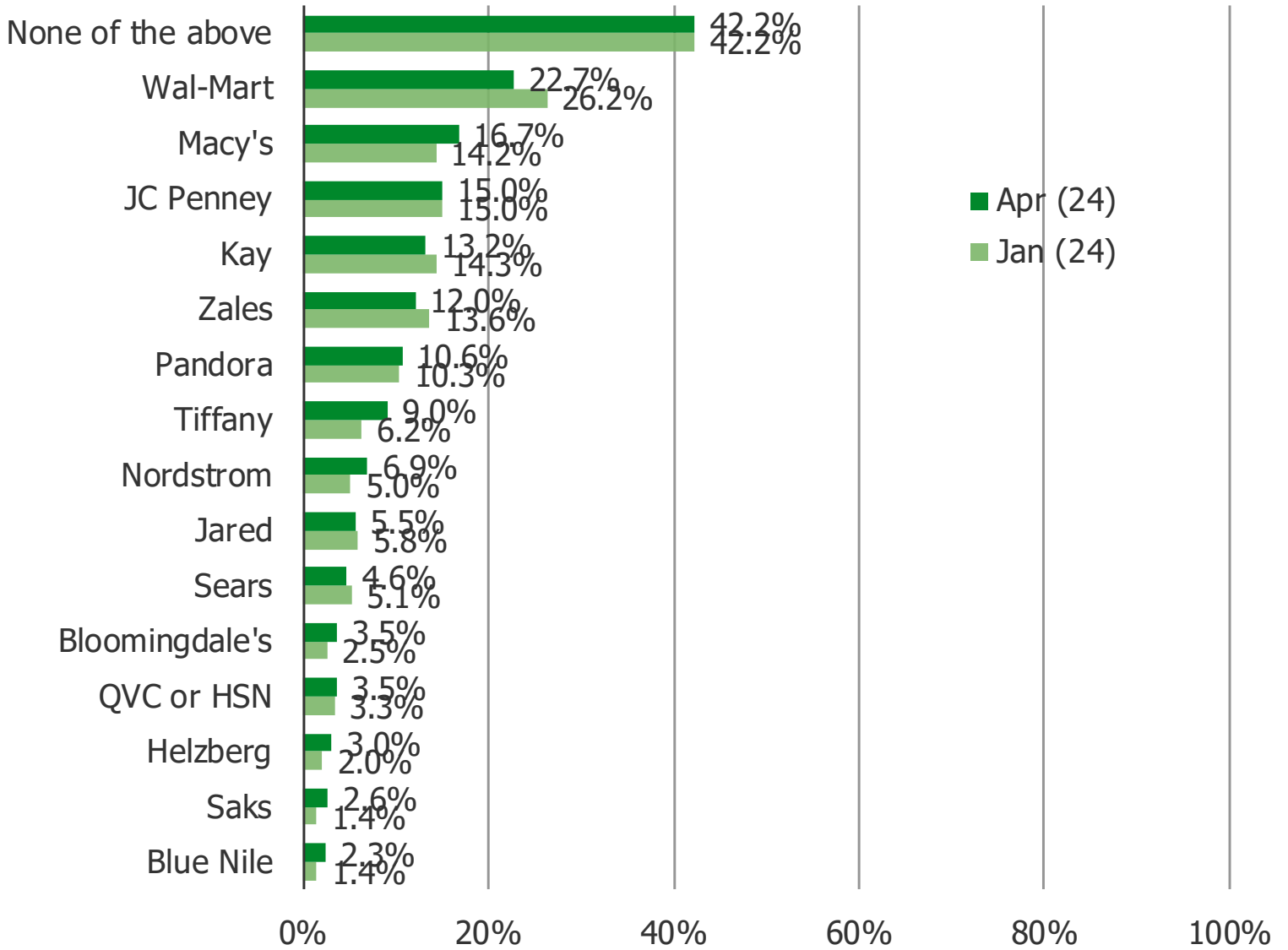
WHERE DO YOU TYPICALLY PREFER TO BUY JEWELRY? (SELECT UP TO TWO CHOICES)

This question was posed to all respondents.



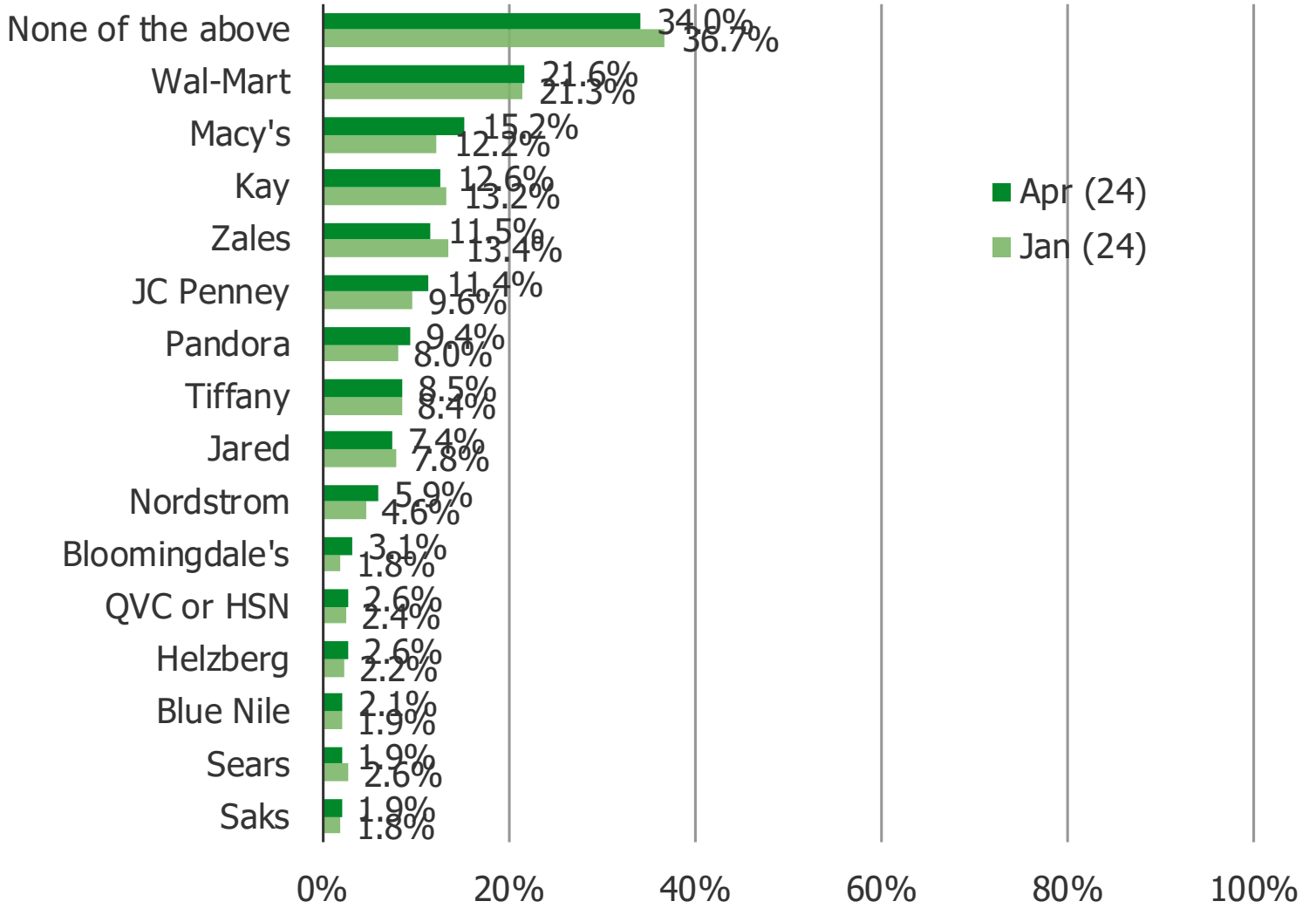
FROM WHICH OF THE FOLLOWING RETAILERS HAVE YOU EVER PURCHASED JEWELRY (FOR YOURSELF OR FOR SOMEONE ELSE)? SELECT ALL THAT APPLY.

This question was posed to all respondents.



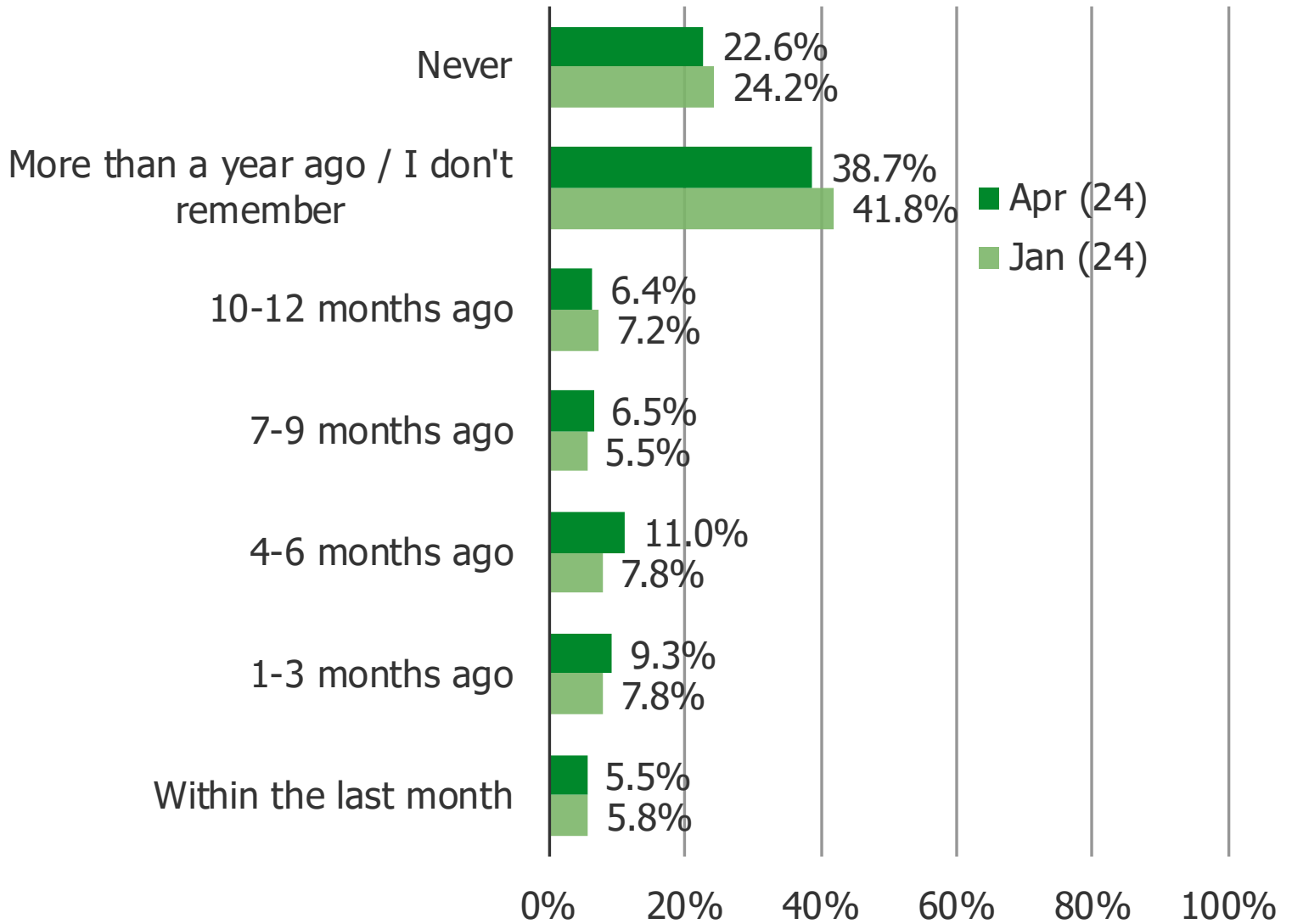
IF YOU NEEDED TO SHOP FOR JEWELRY TODAY, WHICH FROM THE LIST BELOW WOULD YOU BE MOST LIKELY TO TRY FIRST? (SELECT UP TO THREE CHOICES)

This question was posed to all respondents.



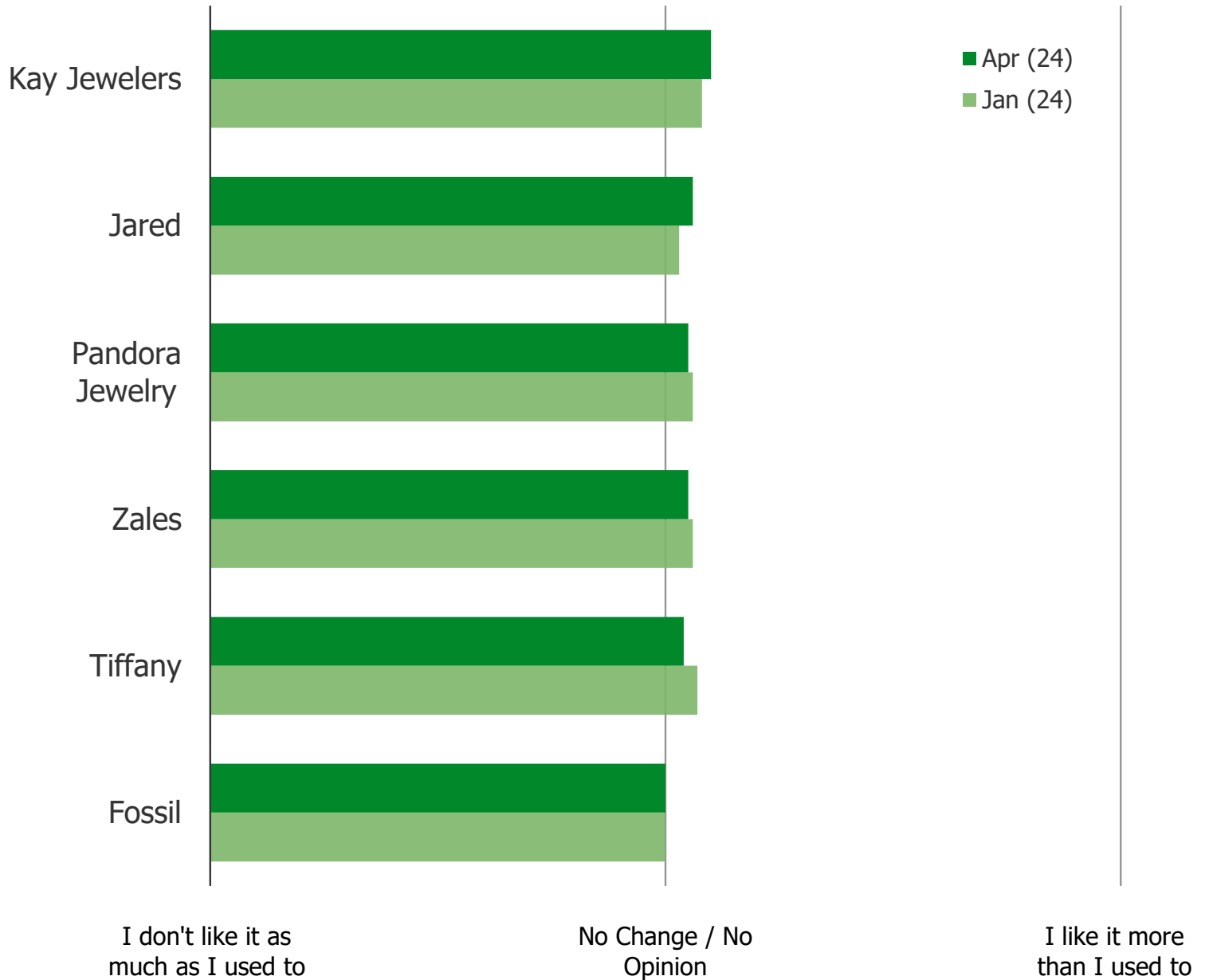
PLEASE DESCRIBE WHEN YOU MOST RECENTLY PURCHASED A PIECE OF JEWELRY.

This question was posed to all respondents.



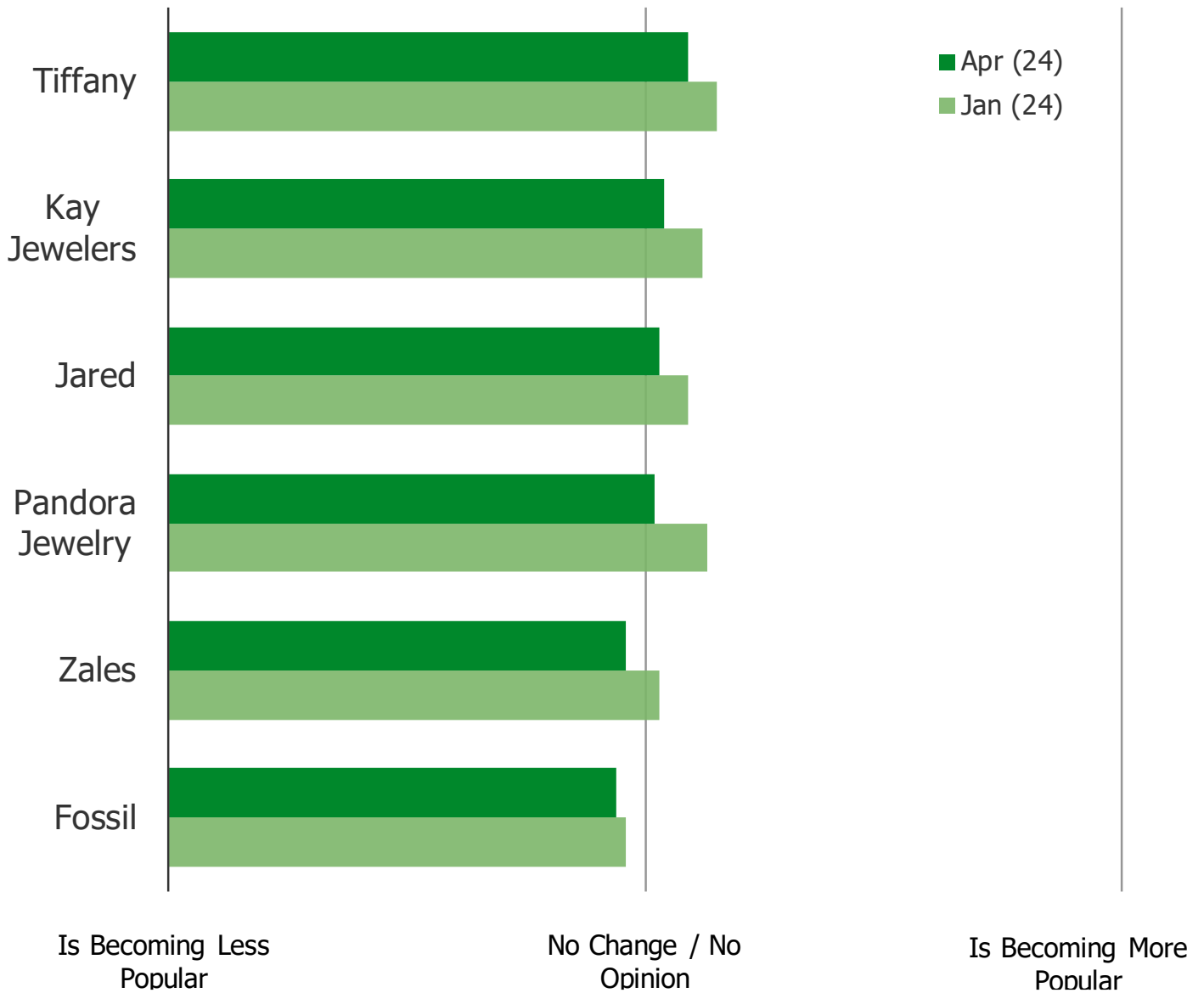
HAS YOUR OPINION OF THE FOLLOWING JEWELERS CHANGED OVER TIME?

This question was posed to respondents who have purchased jewelry in the past year. (N=483)



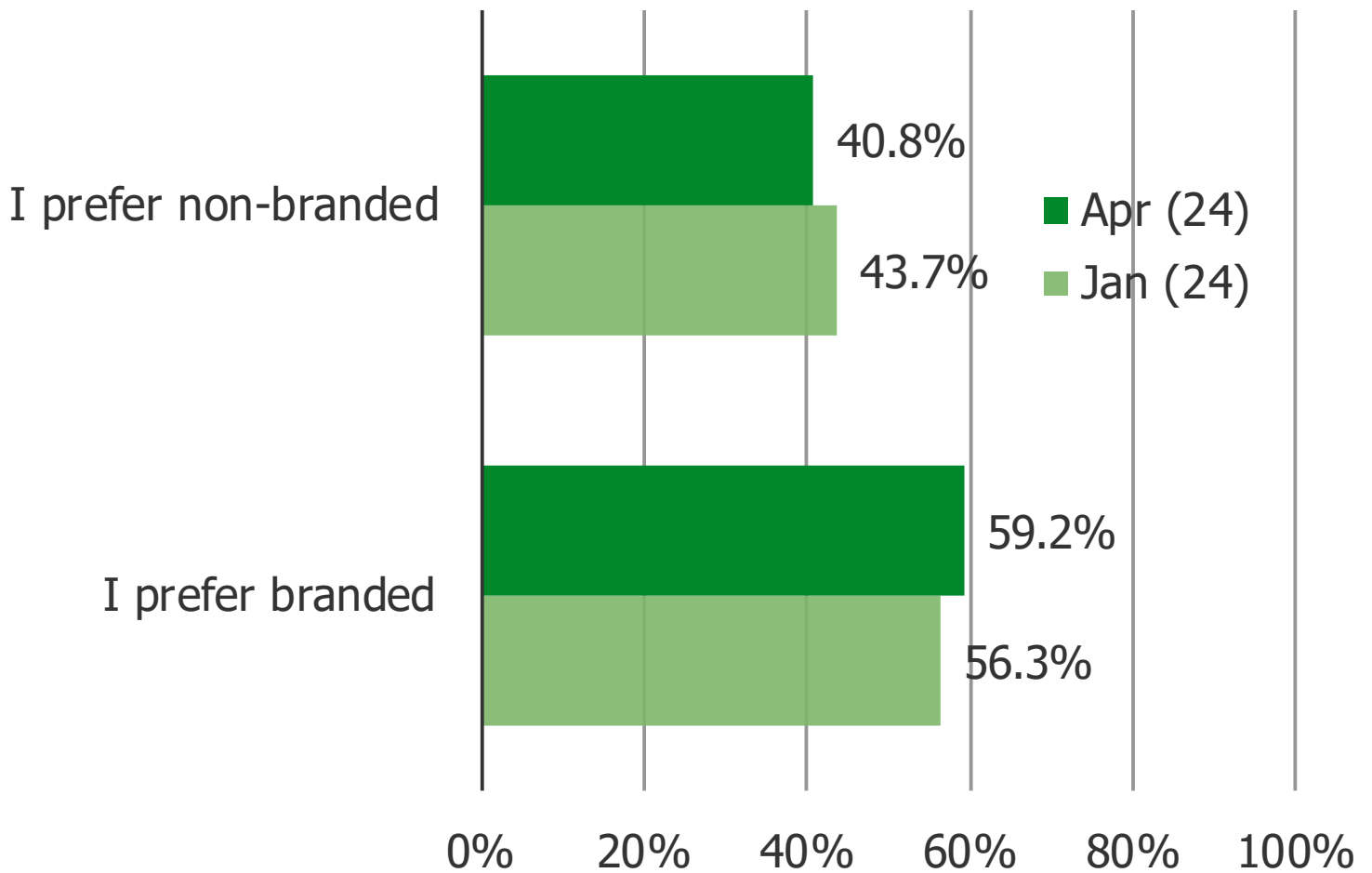
DO YOU THINK THE FOLLOWING JEWELERS ARE BECOMING MORE OR LESS POPULAR?

This question was posed to respondents who have purchased jewelry in the past year. (N=483)



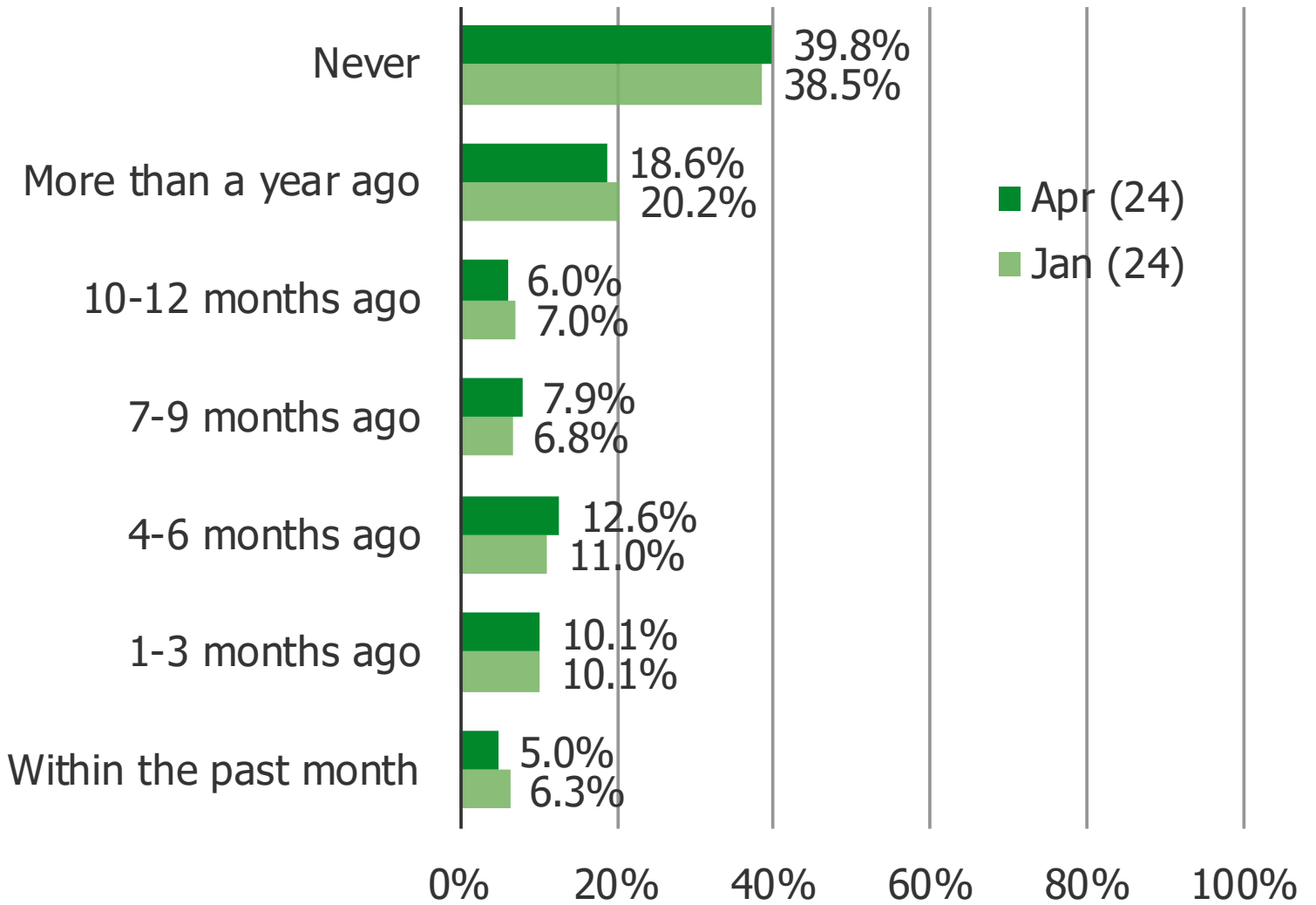
DO YOU PREFER TO WEAR BRANDED OR NON-BRANDED JEWELRY?

This question was posed to respondents who have purchased jewelry in the past year. (N=483)



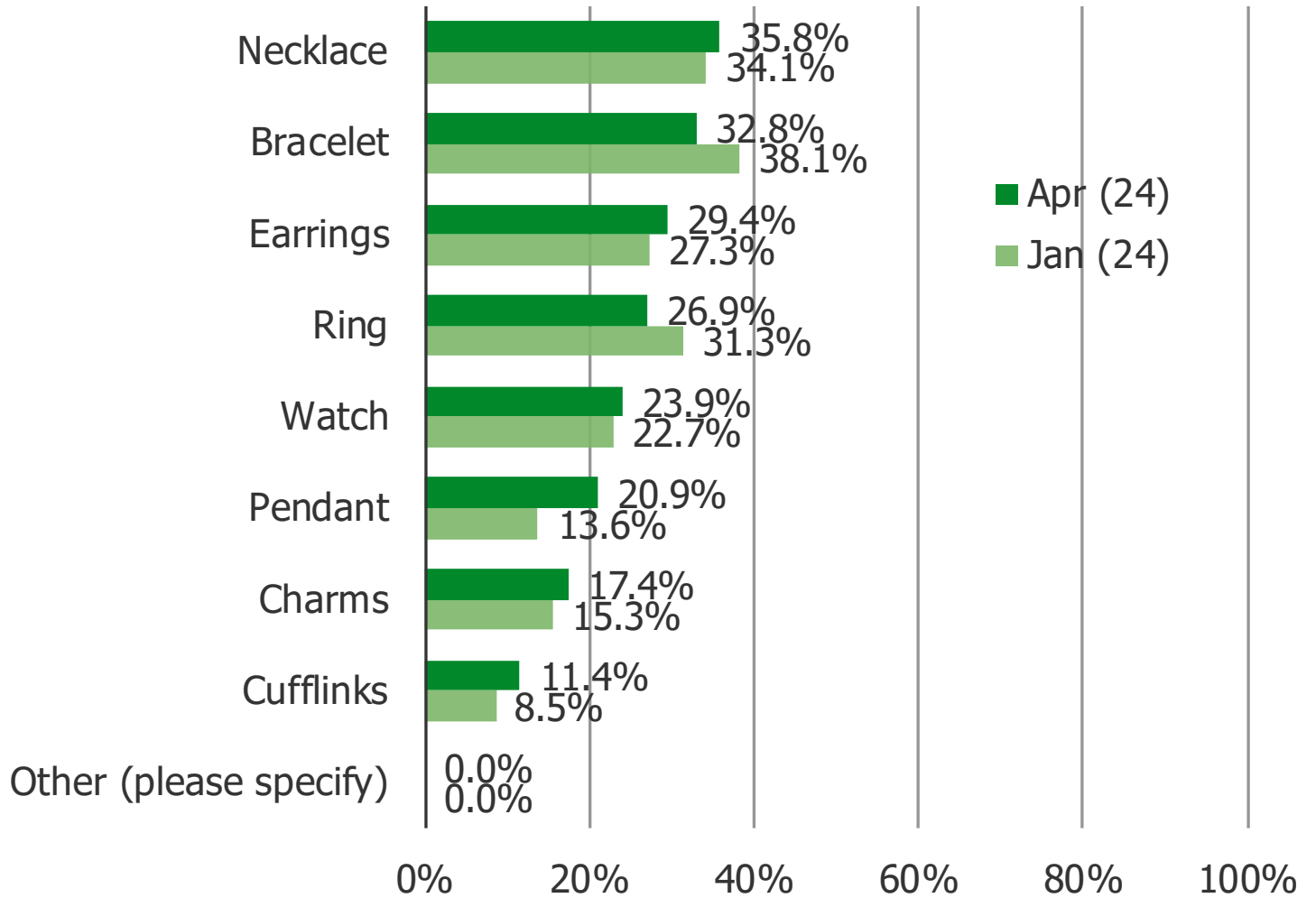
WHEN IS THE LAST TIME THAT YOU PURCHASED PANDORA JEWELRY?

This question was posed to respondents who have purchased jewelry in the past year. (N=483)



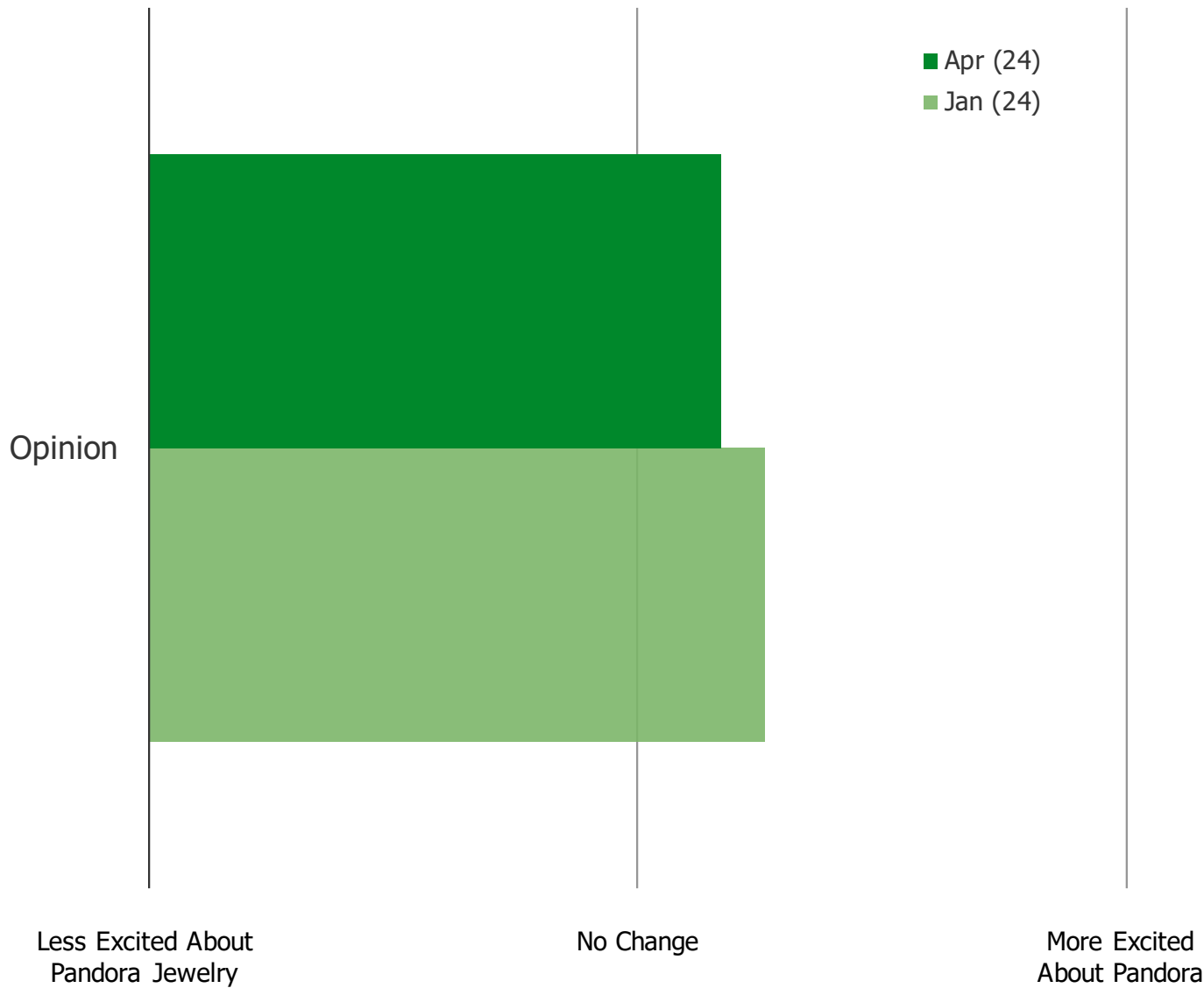
WHICH OF THE FOLLOWING TYPES OF JEWELRY HAVE YOU PURCHASED (FOR YOURSELF OR FOR SOMEONE ELSE) FROM PANDORA IN THE PAST 12 MONTHS? (SELECT ALL THAT APPLY)

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=201)



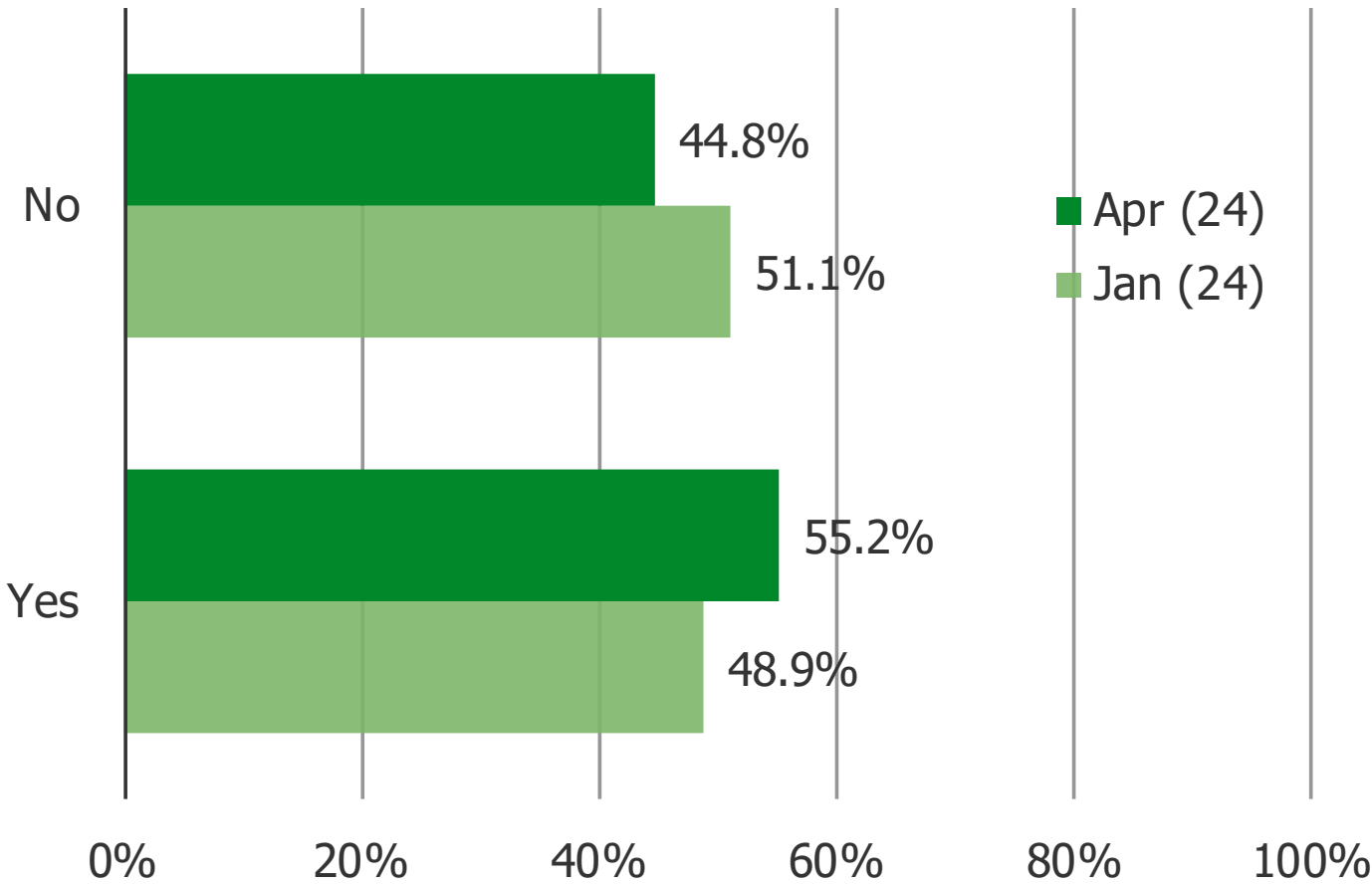
WOULD CHARACTERIZE YOURSELF AS GETTING...

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=201)



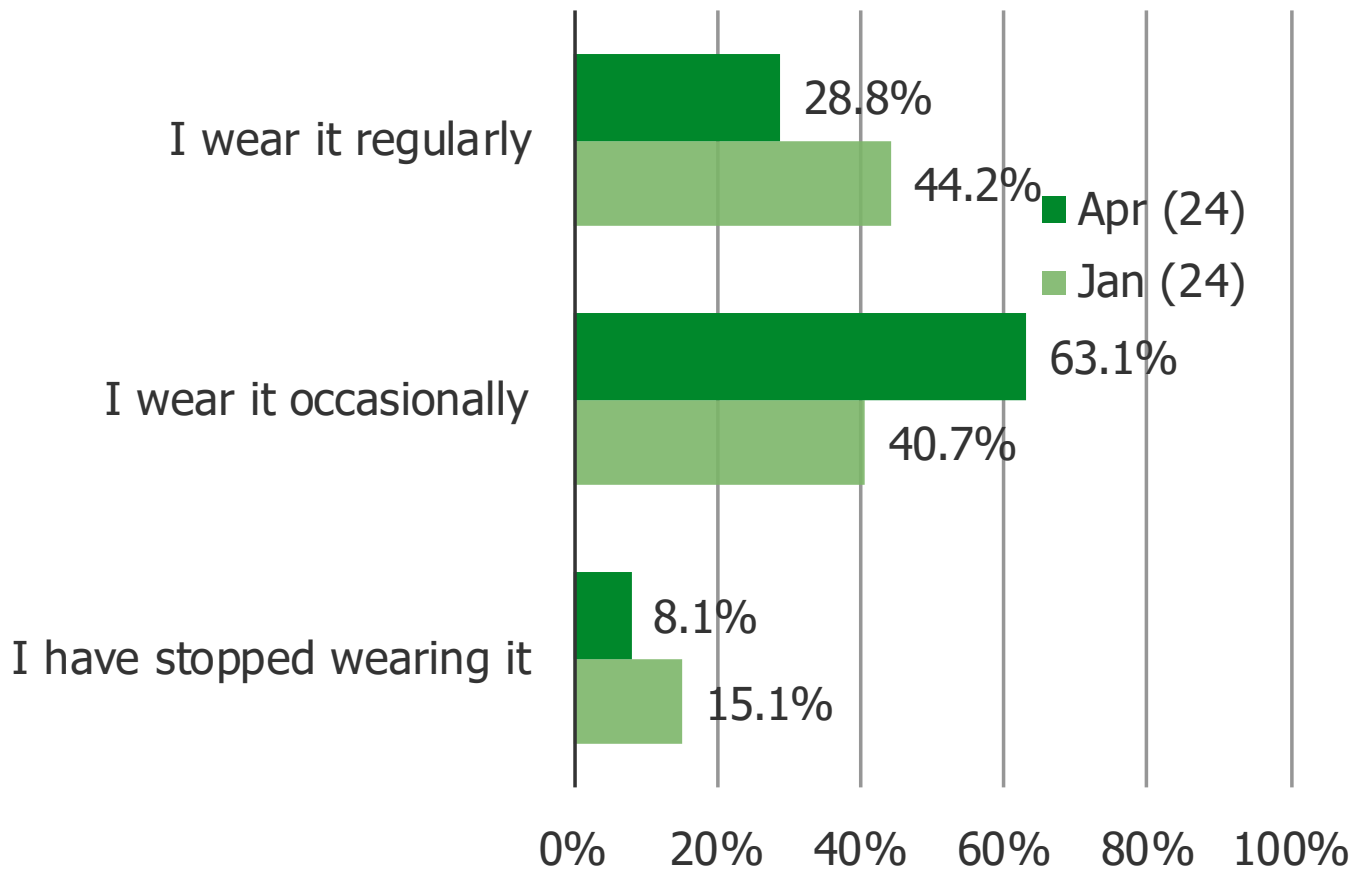
HAVE YOU EVER PURCHASED OR RECEIVED ANY PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=201)



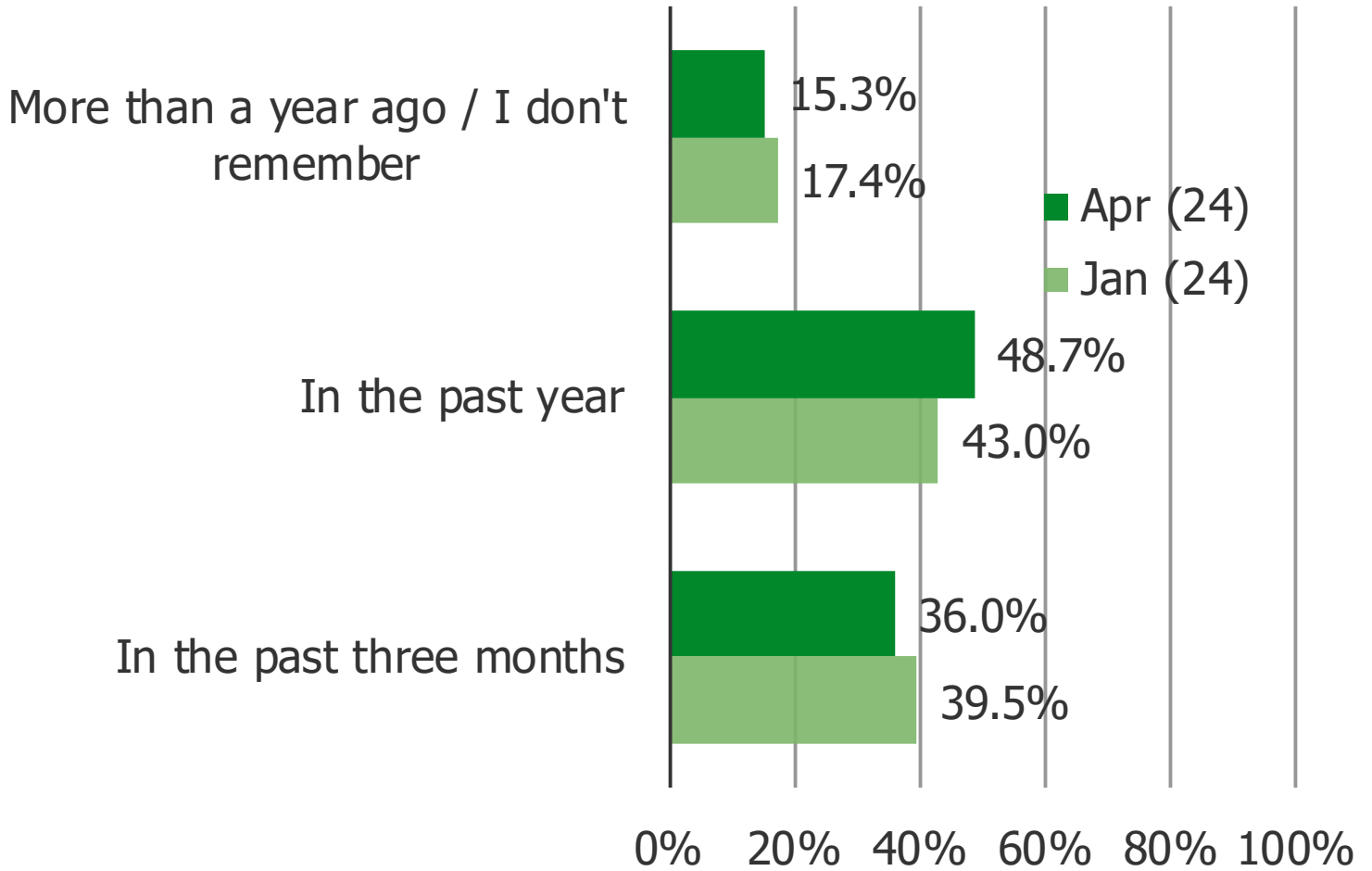
DO YOU STILL WEAR YOUR PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased charm jewelry from Pandora in the past year. (N=111)



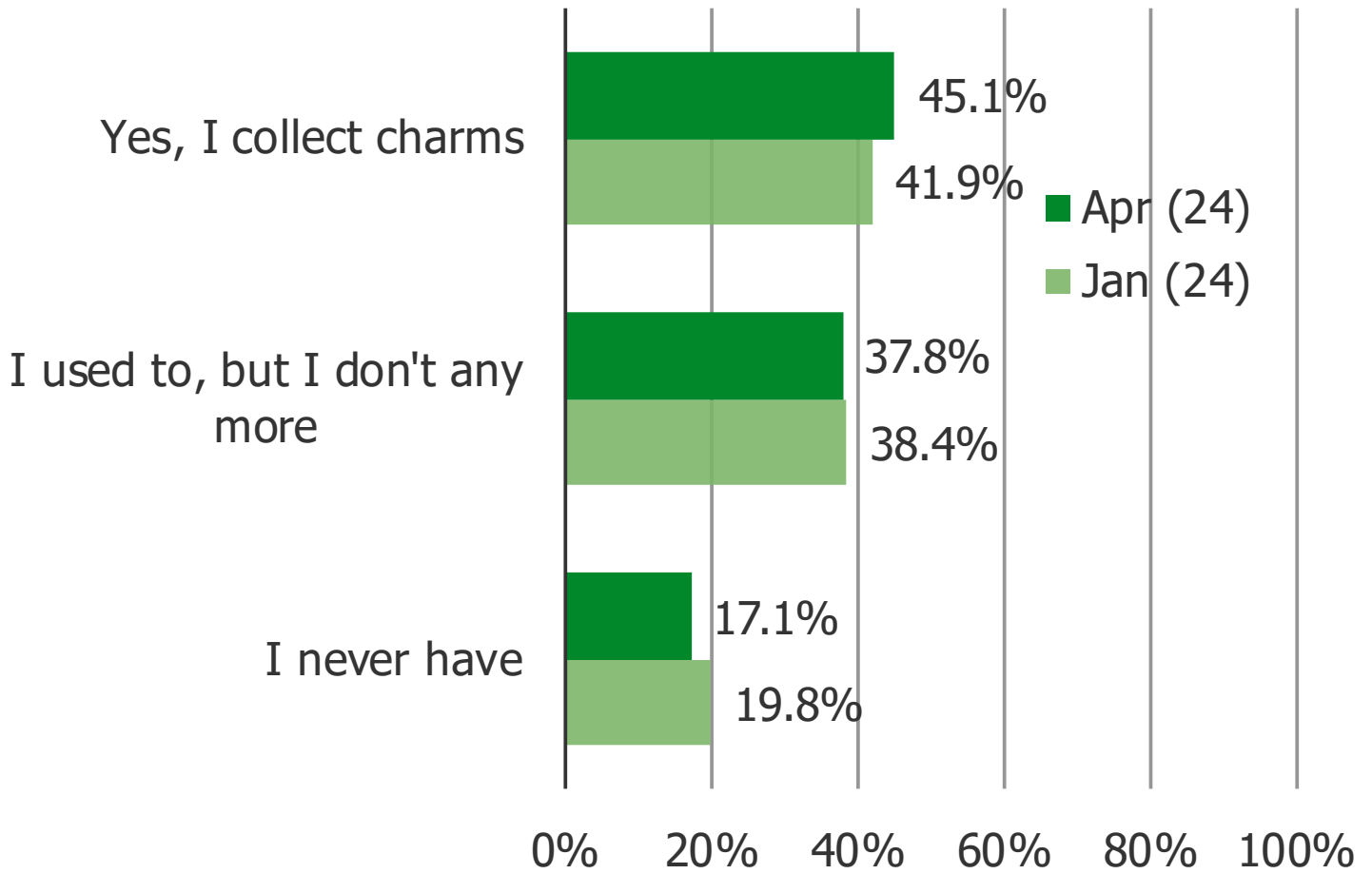
WHEN IS THE LAST TIME YOU BOUGHT OR RECEIVED PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased charm jewelry from Pandora in the past year. (N=111)



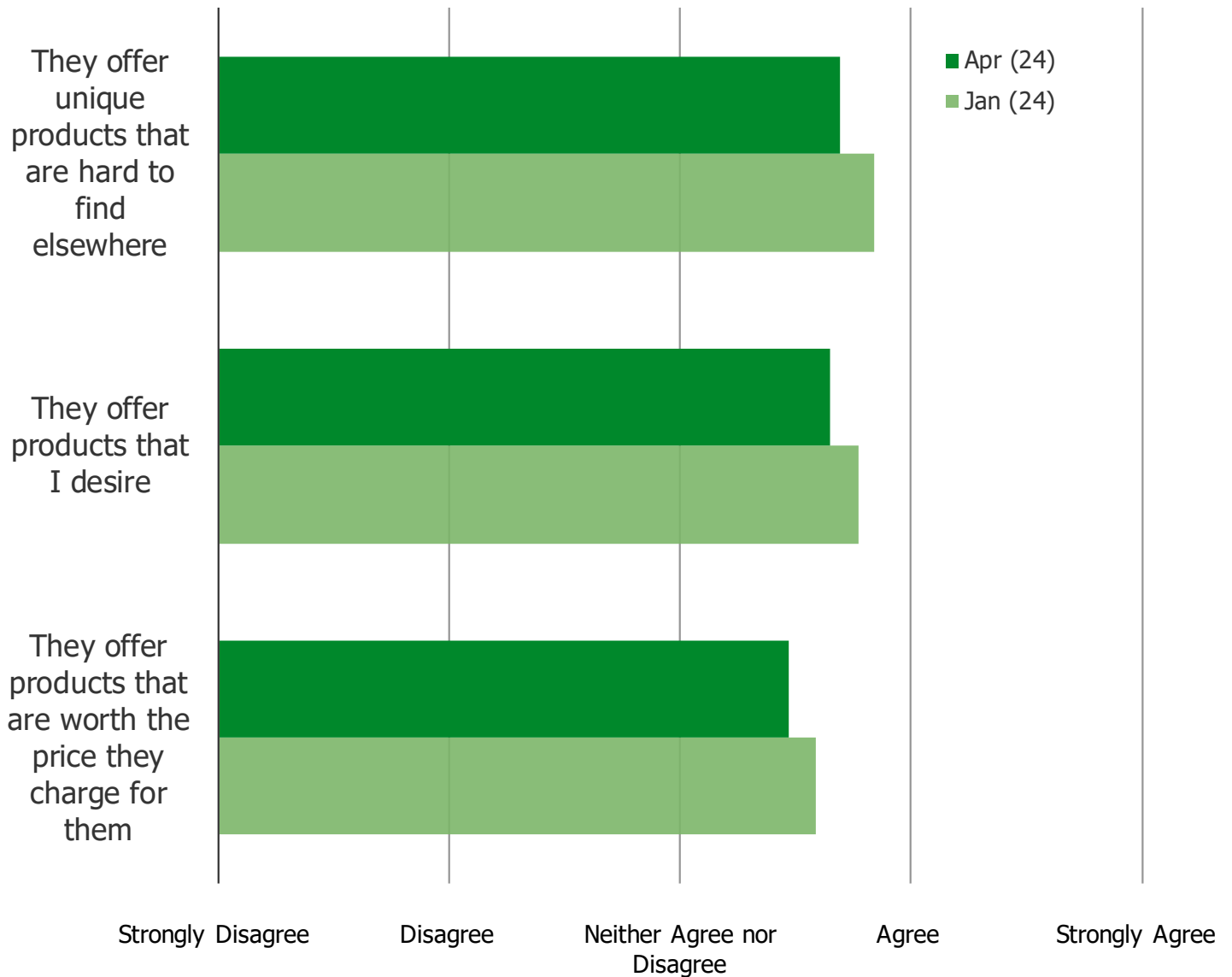
DO YOU COLLECT PANDORA JEWELRY CHARMS?

This question was posed to respondents who have purchased charm jewelry from Pandora in the past year. (N=111)



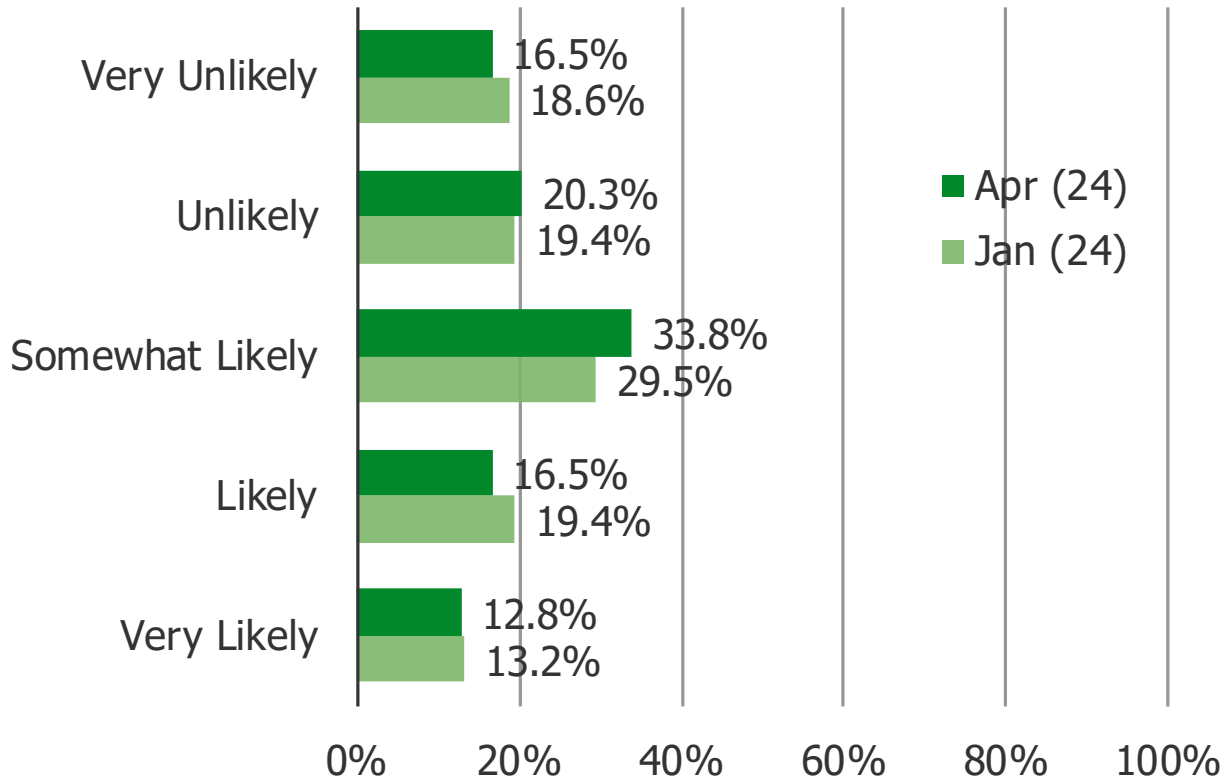
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT PANDORA JEWELRY:

This question was posed to respondents who have ever purchased jewelry from Pandora...



IF YOU NEEDED TO BUY DIAMOND JEWELRY TODAY, HOW LIKELY WOULD YOU BE TO BUY IT FROM PANDORA JEWELRY?

This question was posed to respondents who have ever purchased jewelry from Pandora...



Optional Comments:

- I would get it somewhere else
- Customer service
- Family is in the business
- Would prefer to shop elsewhere
- Because I don't think of Pandora jewelry as a place to buy diamonds.
- They do more silver and I prefer white gold.
- I use private small town jewelers for unique items
- Just wouldnt be a choice dont think they specialize in diamonds
- Quality of diamond
- Would prefer to go elsewhere.
- Not known for selling diamonds
- Go to a higher end store