

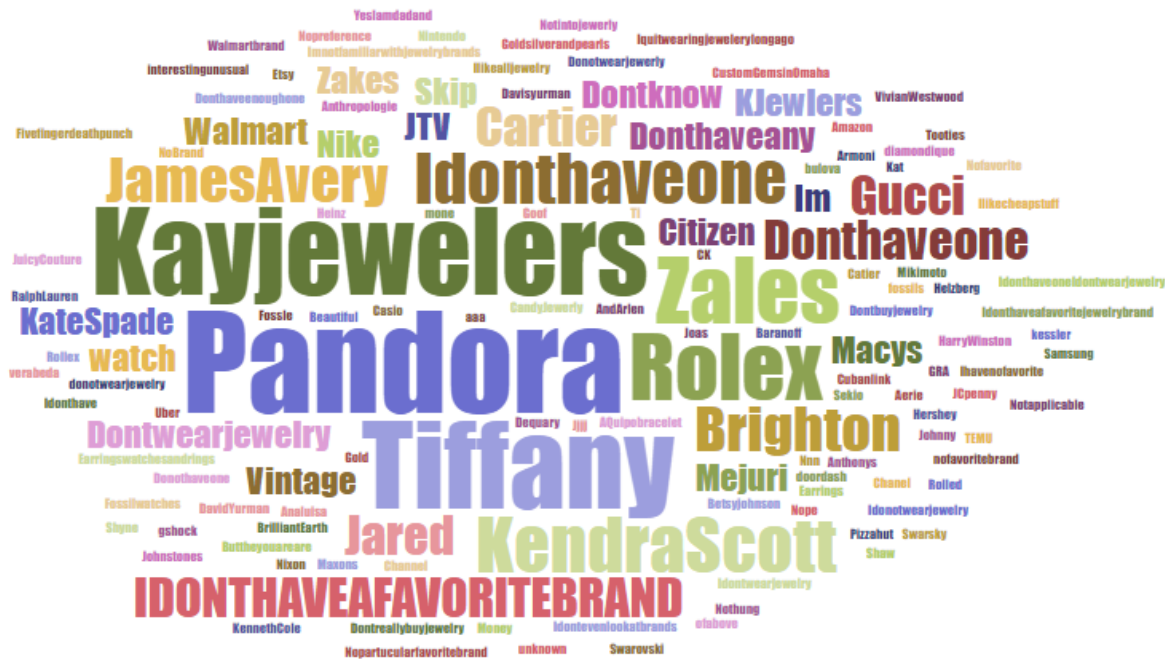
BESPOKE SURVEYS

Jewelry, Vol 4

1,250 US Consumers Per Quarter, Balanced to Census

WHAT IS YOUR FAVORITE BRAND FOR JEWELRY, AND WHY? OPTIONAL QUESTION - SKIP IF YOU DO NOT WEAR JEWELRY

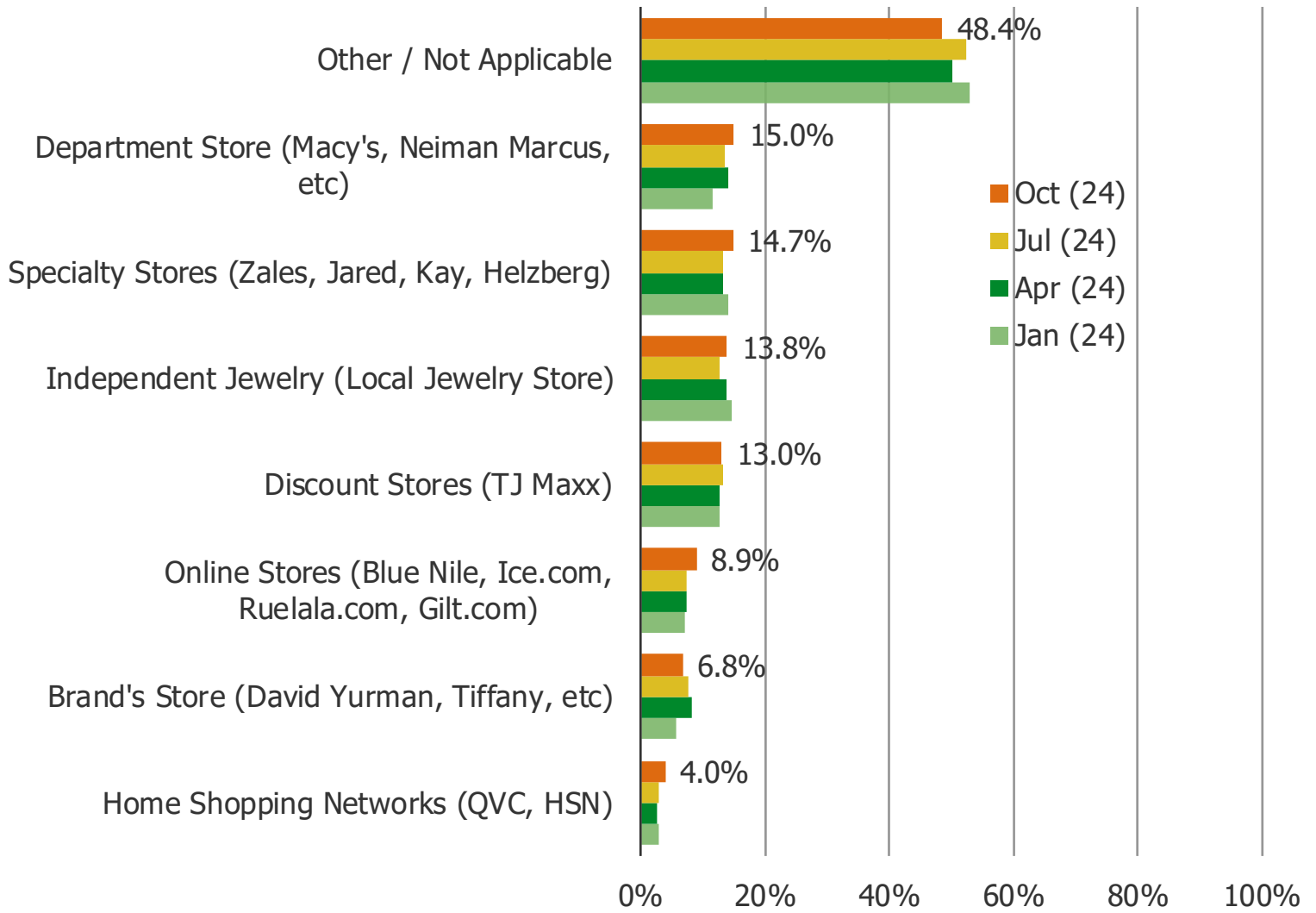
This question was posed to respondents who wear jewelry.



- Reasons for filling-in Pandora:**
- Beautiful jewelry and great price
 - It’s gorgeous
 - Customizable
 - It is very cute
 - It’s beautiful and affordable
 - It is very reliable
 - I love the charms they have available
 - My kids like them
 - Because I been wanting a bracelet
 - Very high quality
 - Personalized
 - Love they’re styles
 - They are affordable
 - Because it is reasonably priced
 - My daughter likes the brand
 - They have very nice jewelry
 - Have unique pieces

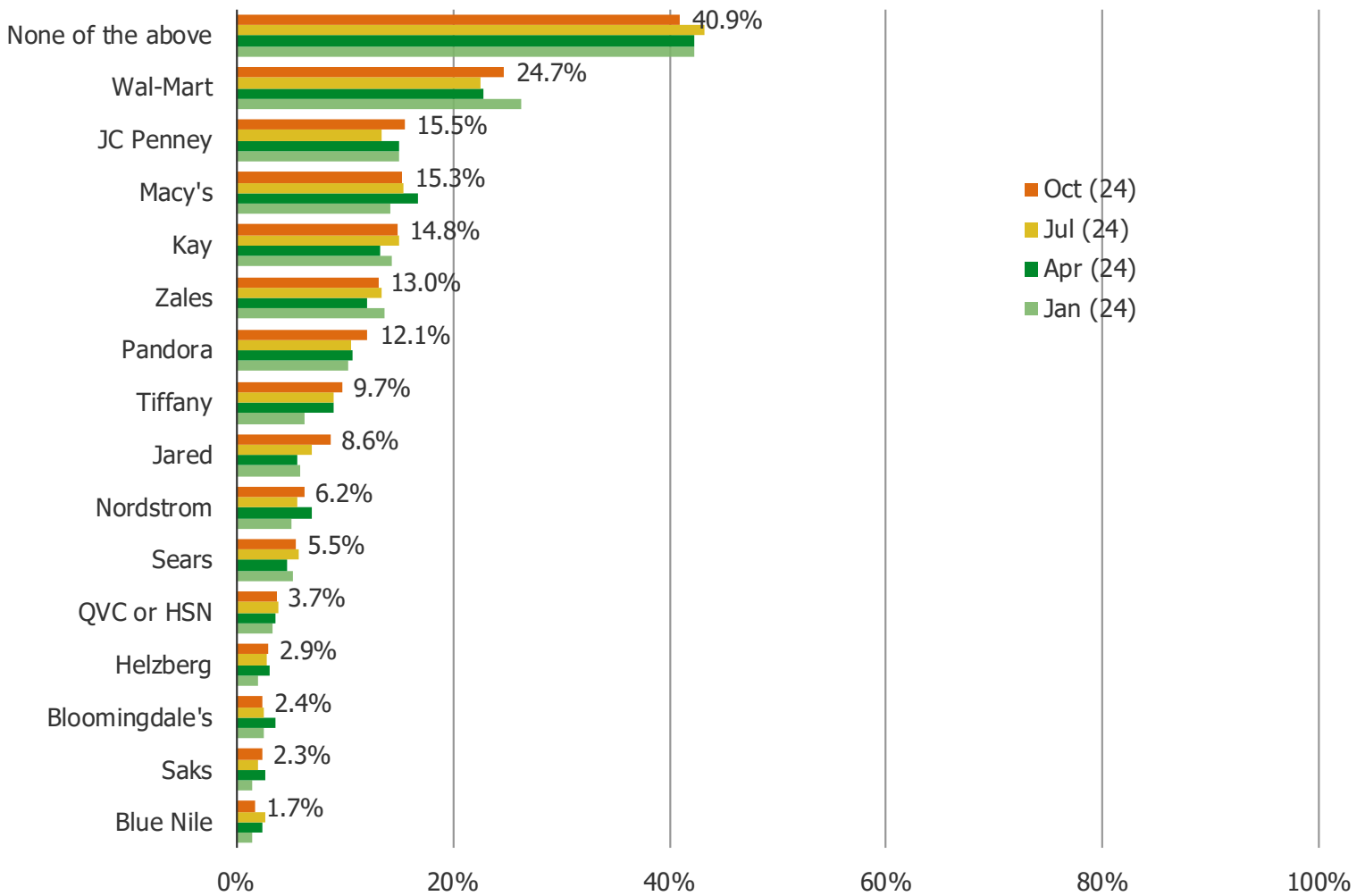
WHERE DO YOU TYPICALLY PREFER TO BUY JEWELRY? (SELECT UP TO TWO CHOICES)

This question was posed to all respondents.



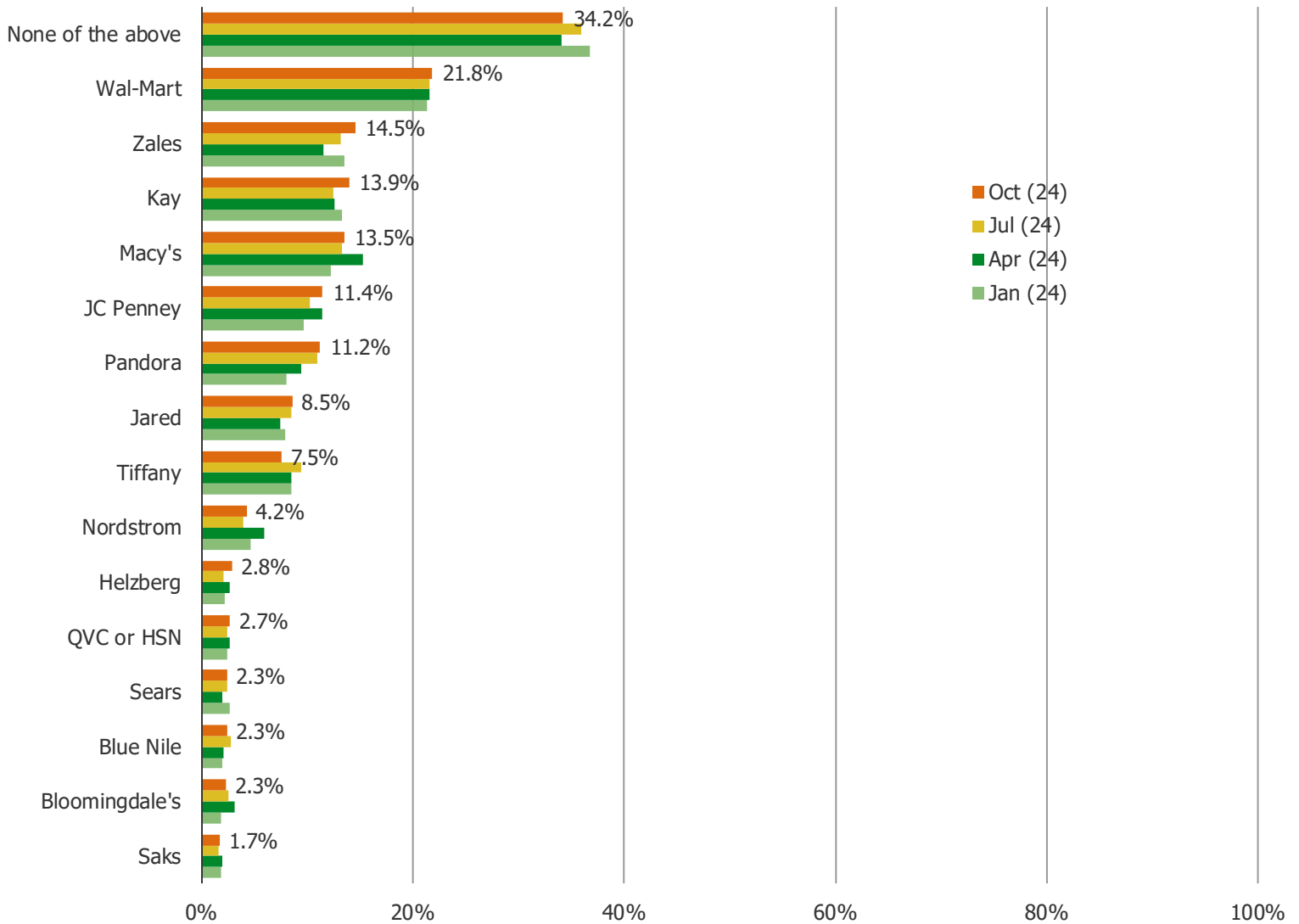
FROM WHICH OF THE FOLLOWING RETAILERS HAVE YOU EVER PURCHASED JEWELRY (FOR YOURSELF OR FOR SOMEONE ELSE)? SELECT ALL THAT APPLY.

This question was posed to all respondents.



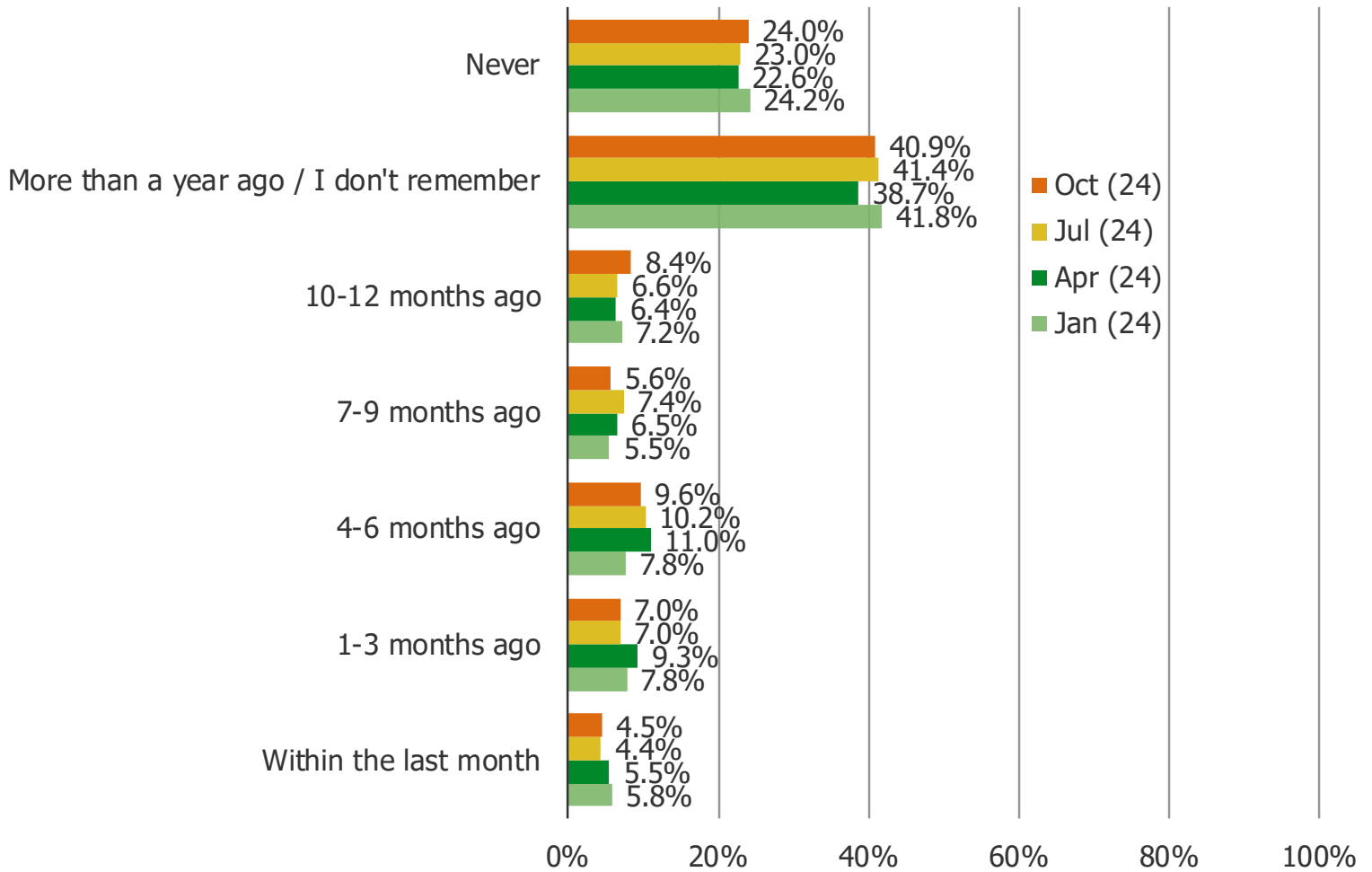
IF YOU NEEDED TO SHOP FOR JEWELRY TODAY, WHICH FROM THE LIST BELOW WOULD YOU BE MOST LIKELY TO TRY FIRST? (SELECT UP TO THREE CHOICES)

This question was posed to all respondents.



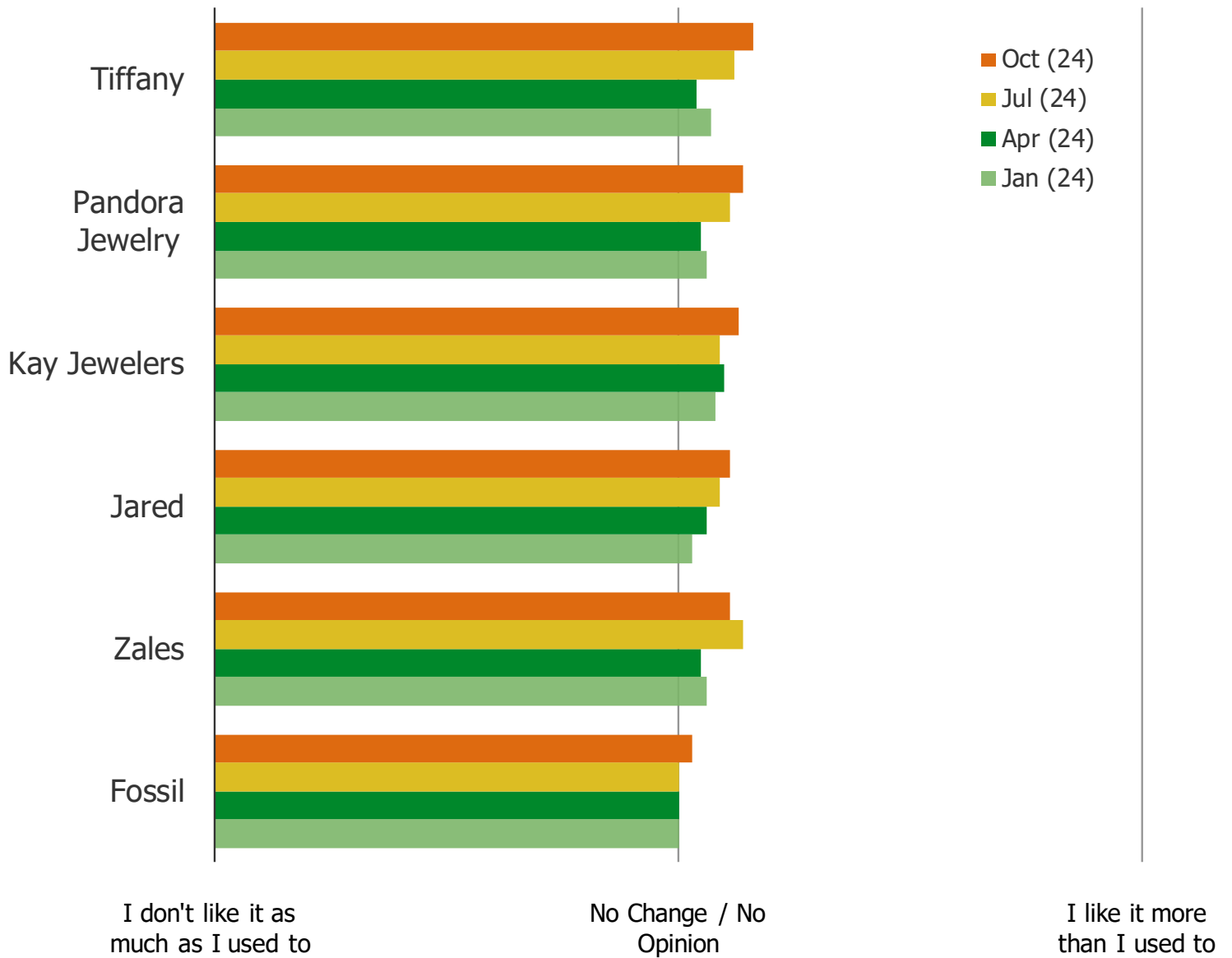
PLEASE DESCRIBE WHEN YOU MOST RECENTLY PURCHASED A PIECE OF JEWELRY.

This question was posed to all respondents.



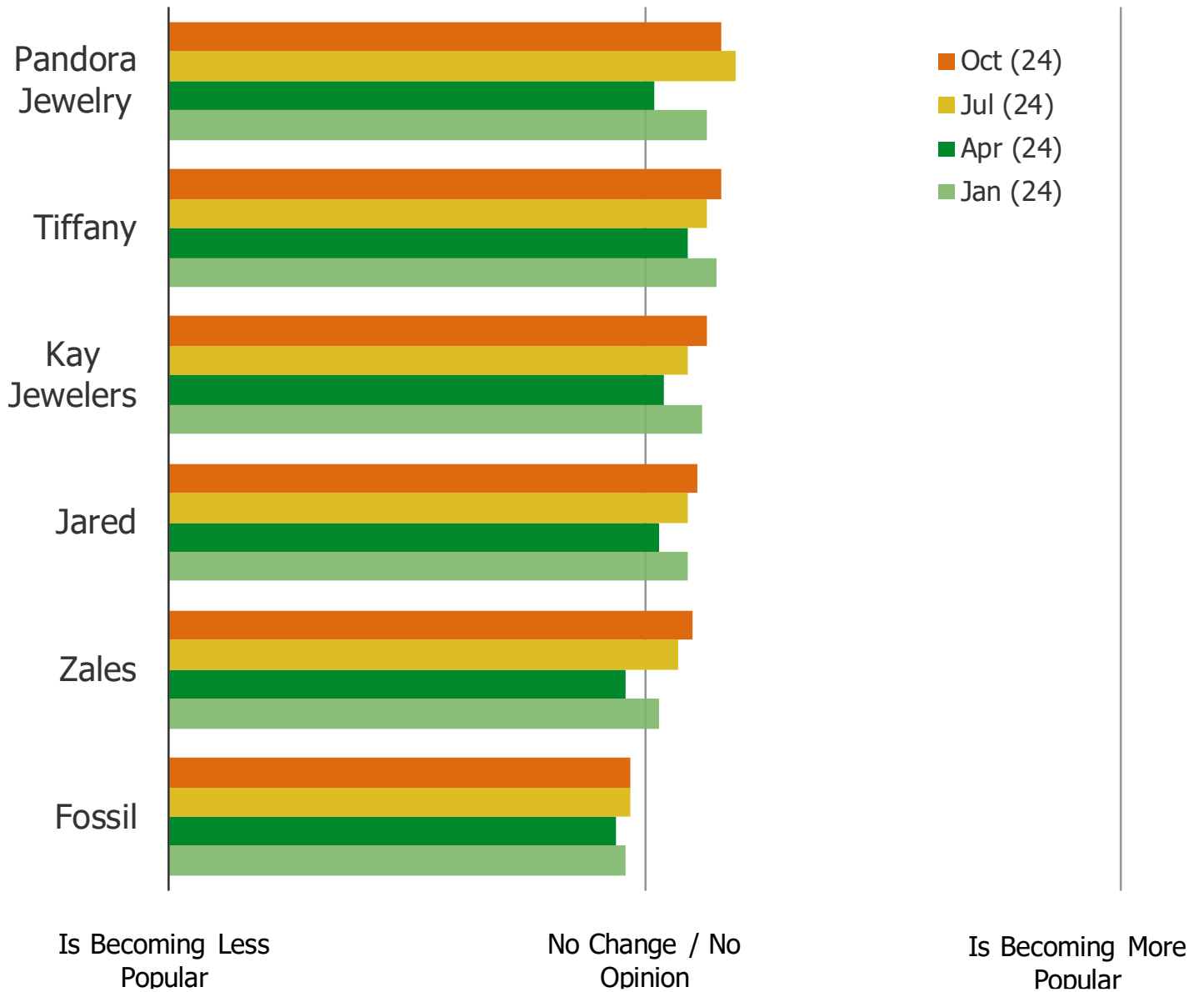
HAS YOUR OPINION OF THE FOLLOWING JEWELERS CHANGED OVER TIME?

This question was posed to respondents who have purchased jewelry in the past year. (N=436)



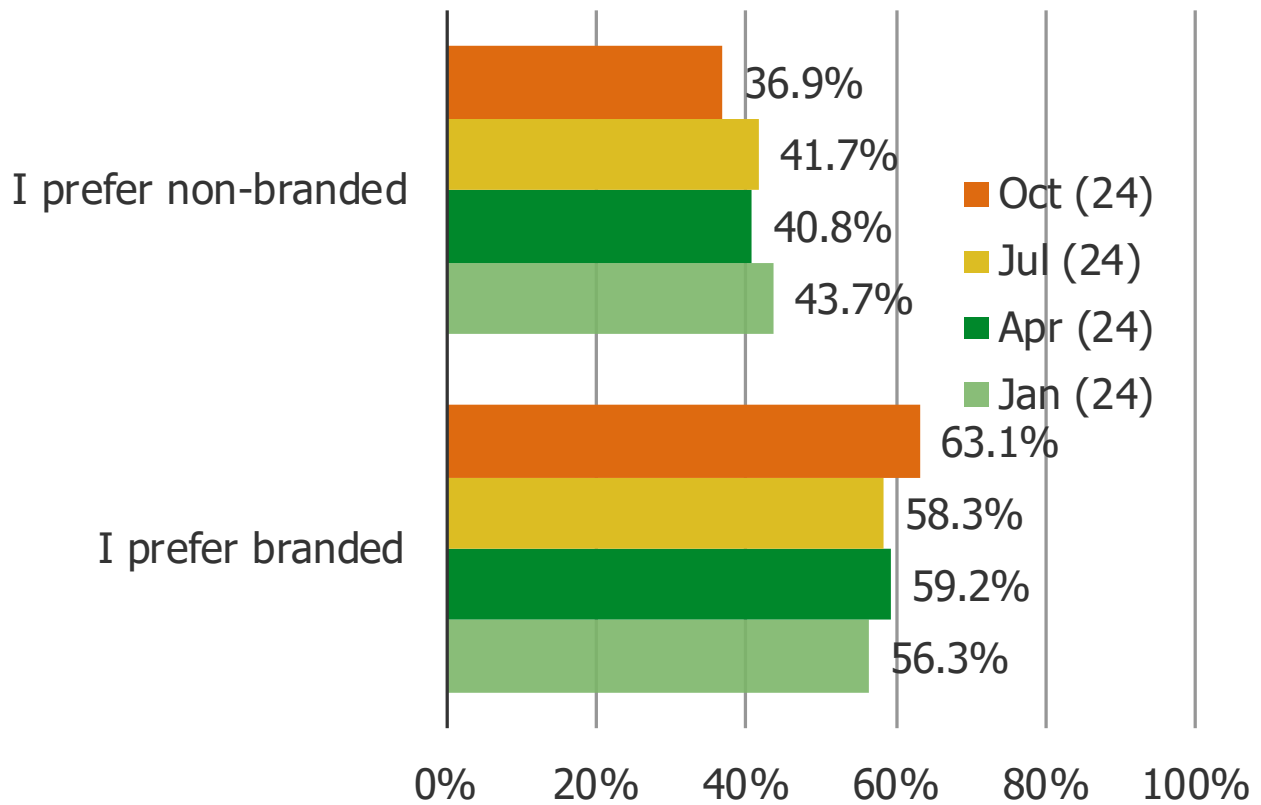
DO YOU THINK THE FOLLOWING JEWELERS ARE BECOMING MORE OR LESS POPULAR?

This question was posed to respondents who have purchased jewelry in the past year. (N=436)



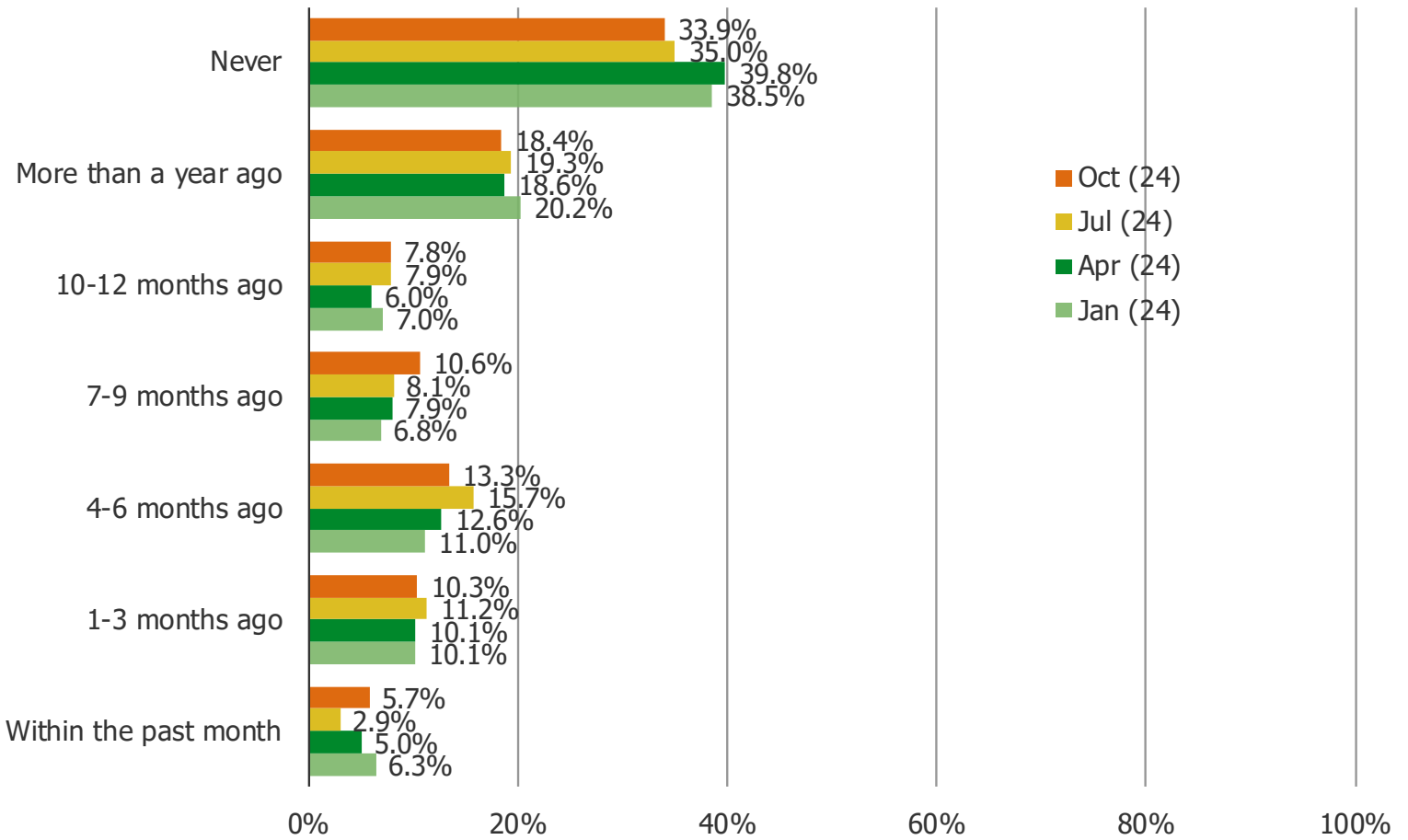
DO YOU PREFER TO WEAR BRANDED OR NON-BRANDED JEWELRY?

This question was posed to respondents who have purchased jewelry in the past year. (N=436)



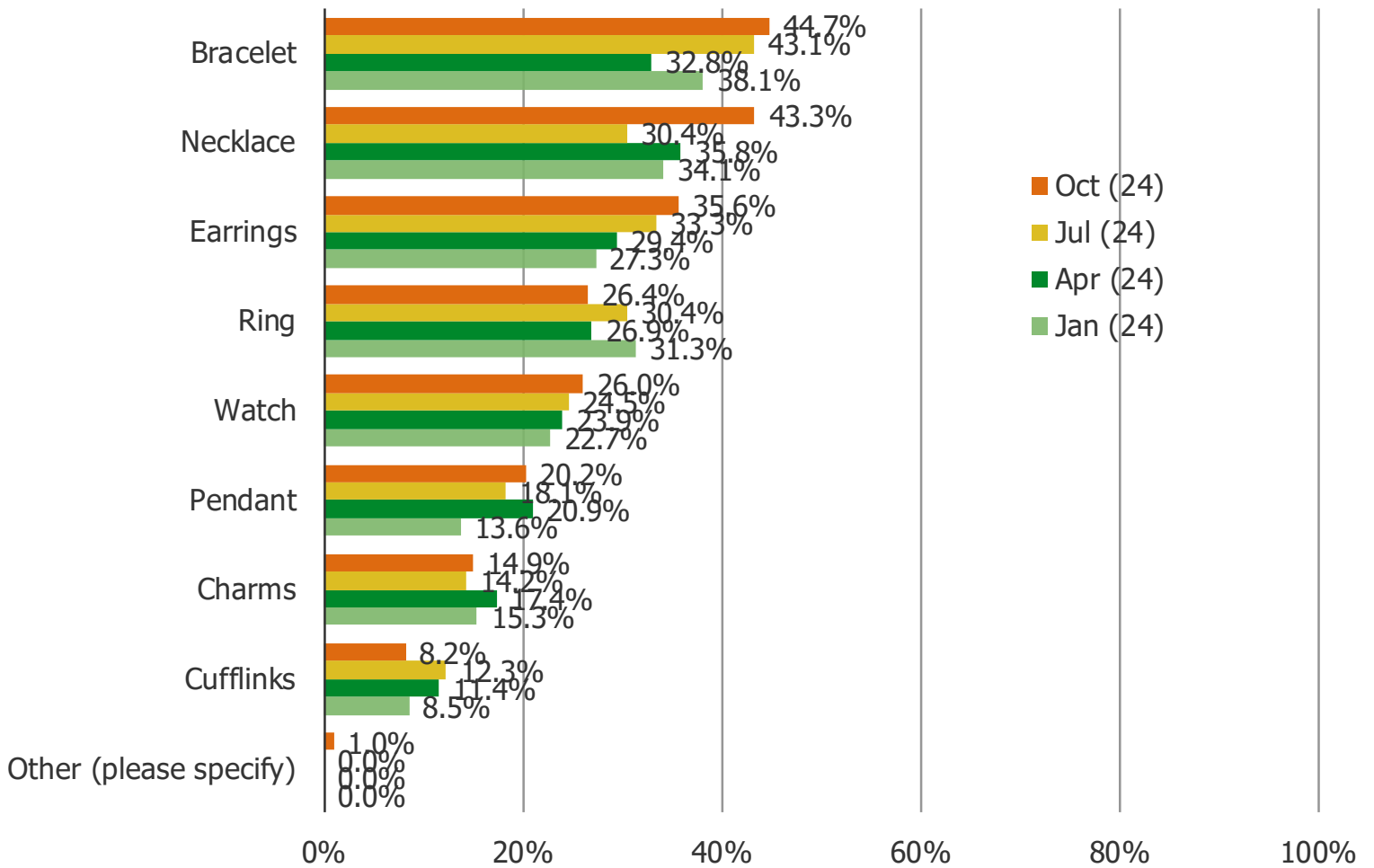
WHEN IS THE LAST TIME THAT YOU PURCHASED PANDORA JEWELRY?

This question was posed to respondents who have purchased jewelry in the past year. (N=436)



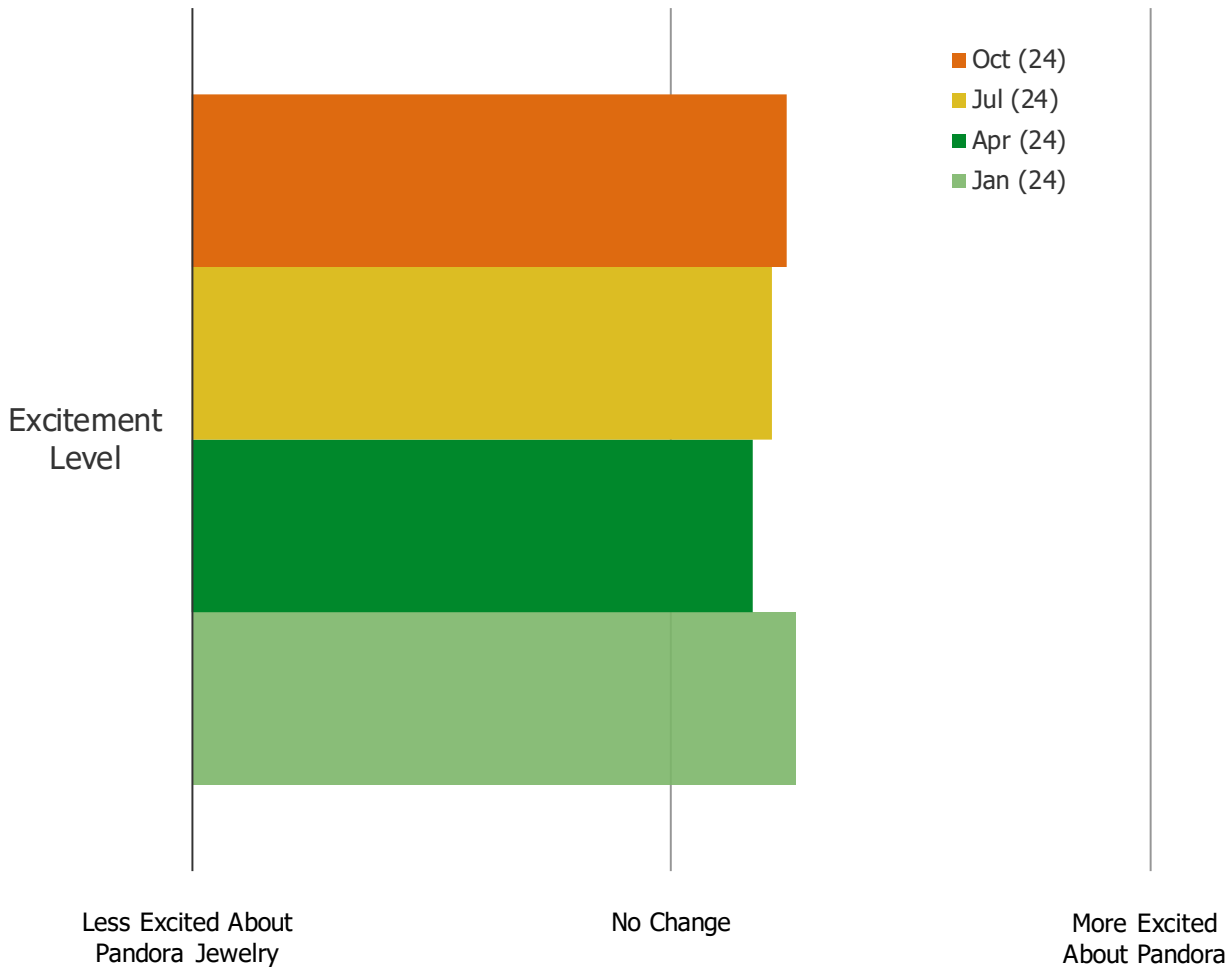
WHICH OF THE FOLLOWING TYPES OF JEWELRY HAVE YOU PURCHASED (FOR YOURSELF OR FOR SOMEONE ELSE) FROM PANDORA IN THE PAST 12 MONTHS? (SELECT ALL THAT APPLY)

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=208)



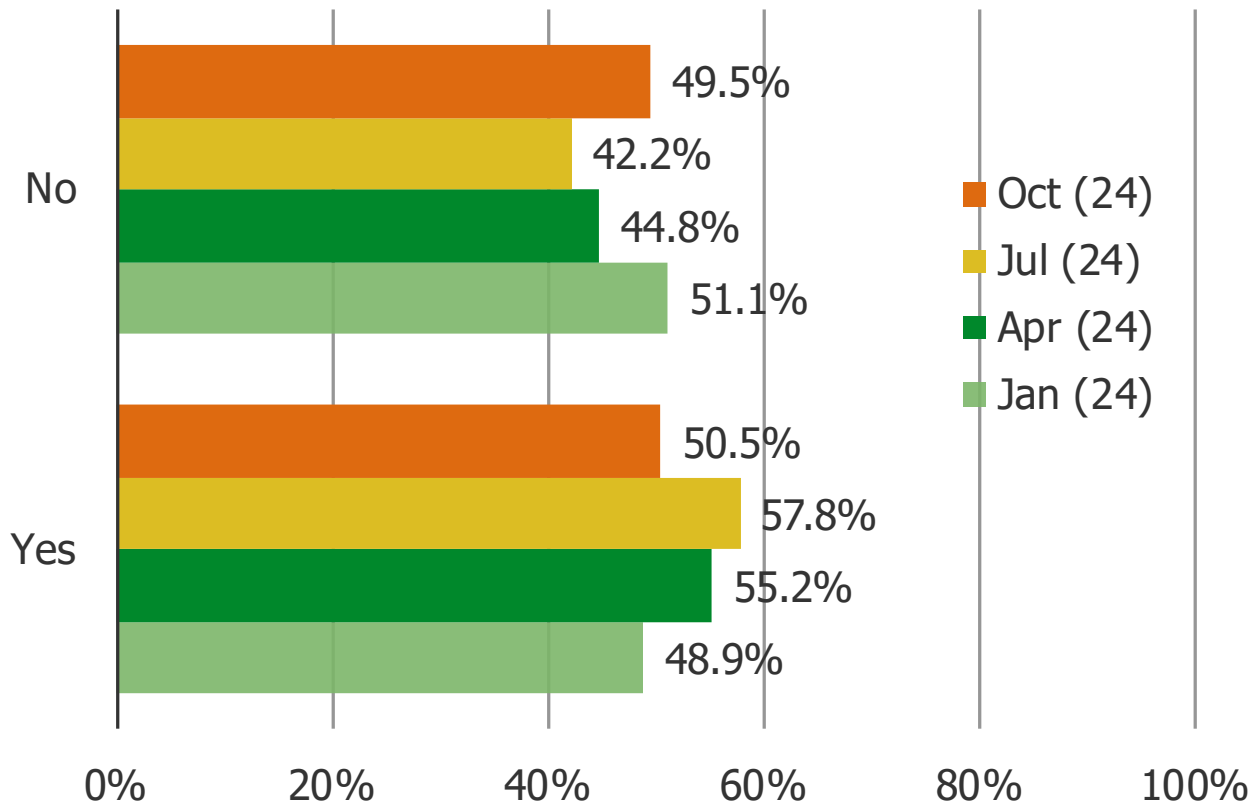
WOULD CHARACTERIZE YOURSELF AS GETTING...

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=208)



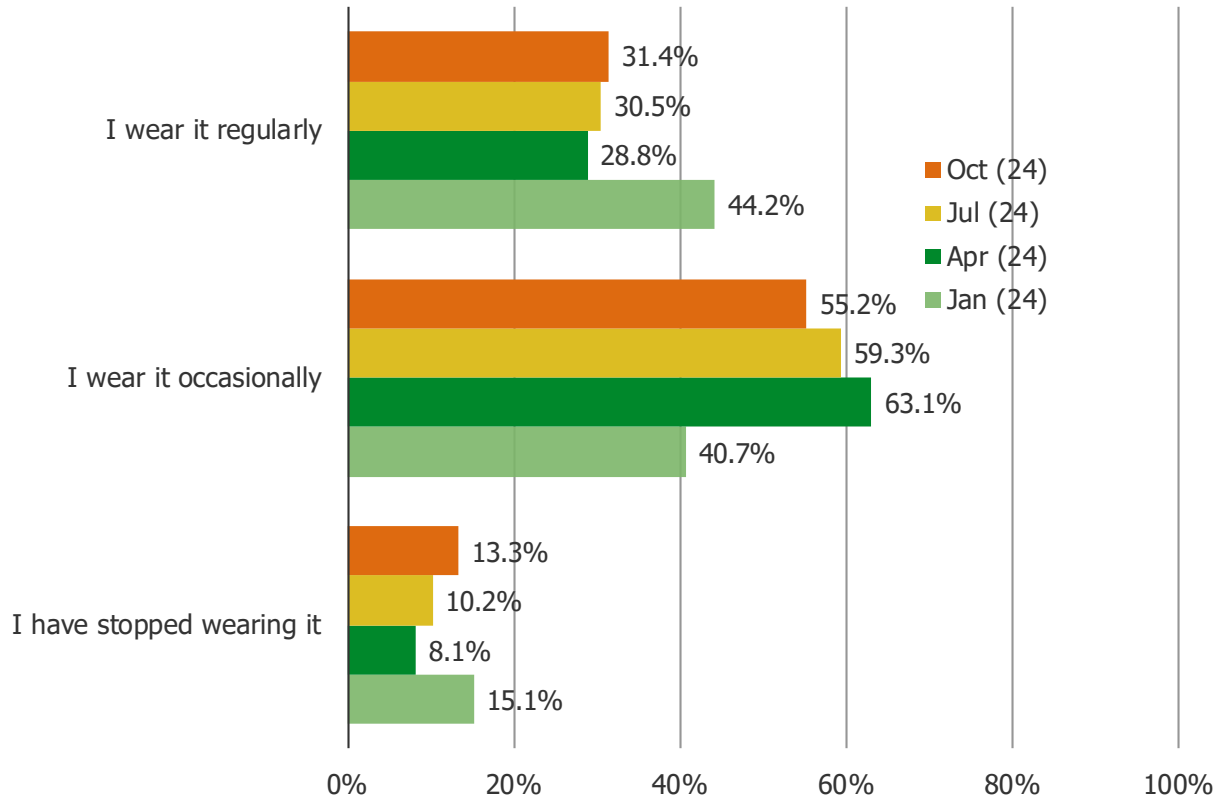
HAVE YOU EVER PURCHASED OR RECEIVED ANY PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased jewelry from Pandora in the past year. (N=208)



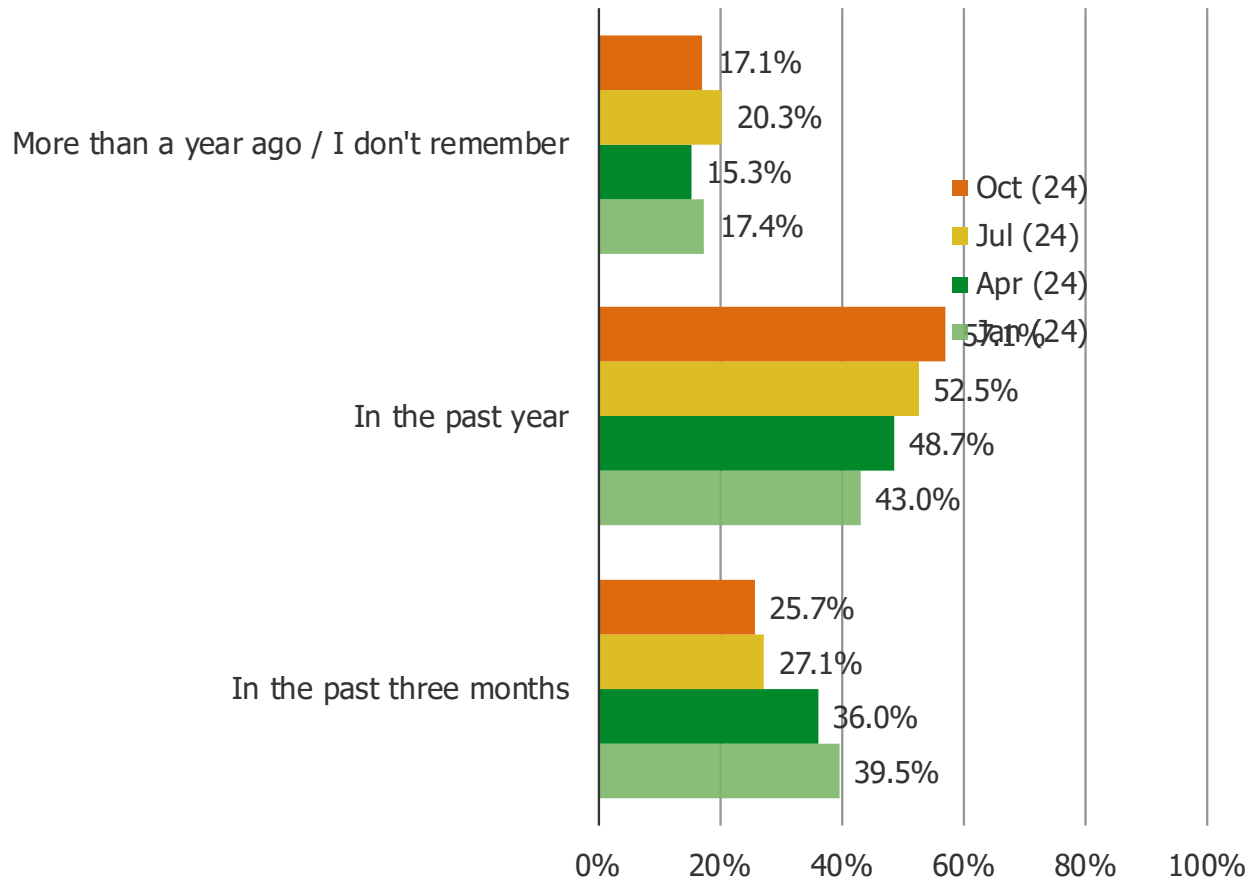
DO YOU STILL WEAR YOUR PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased charm jewelry from Pandora in the past year. (N=105)



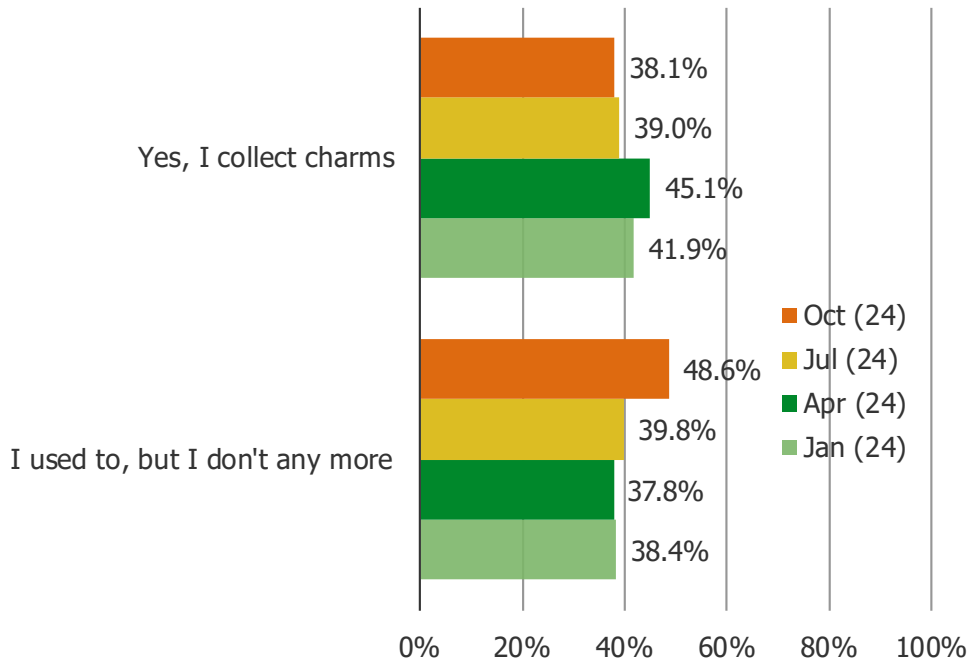
WHEN IS THE LAST TIME YOU BOUGHT OR RECEIVED PANDORA CHARM JEWELRY?

This question was posed to respondents who have purchased charm jewelry from Pandora. (N=105)



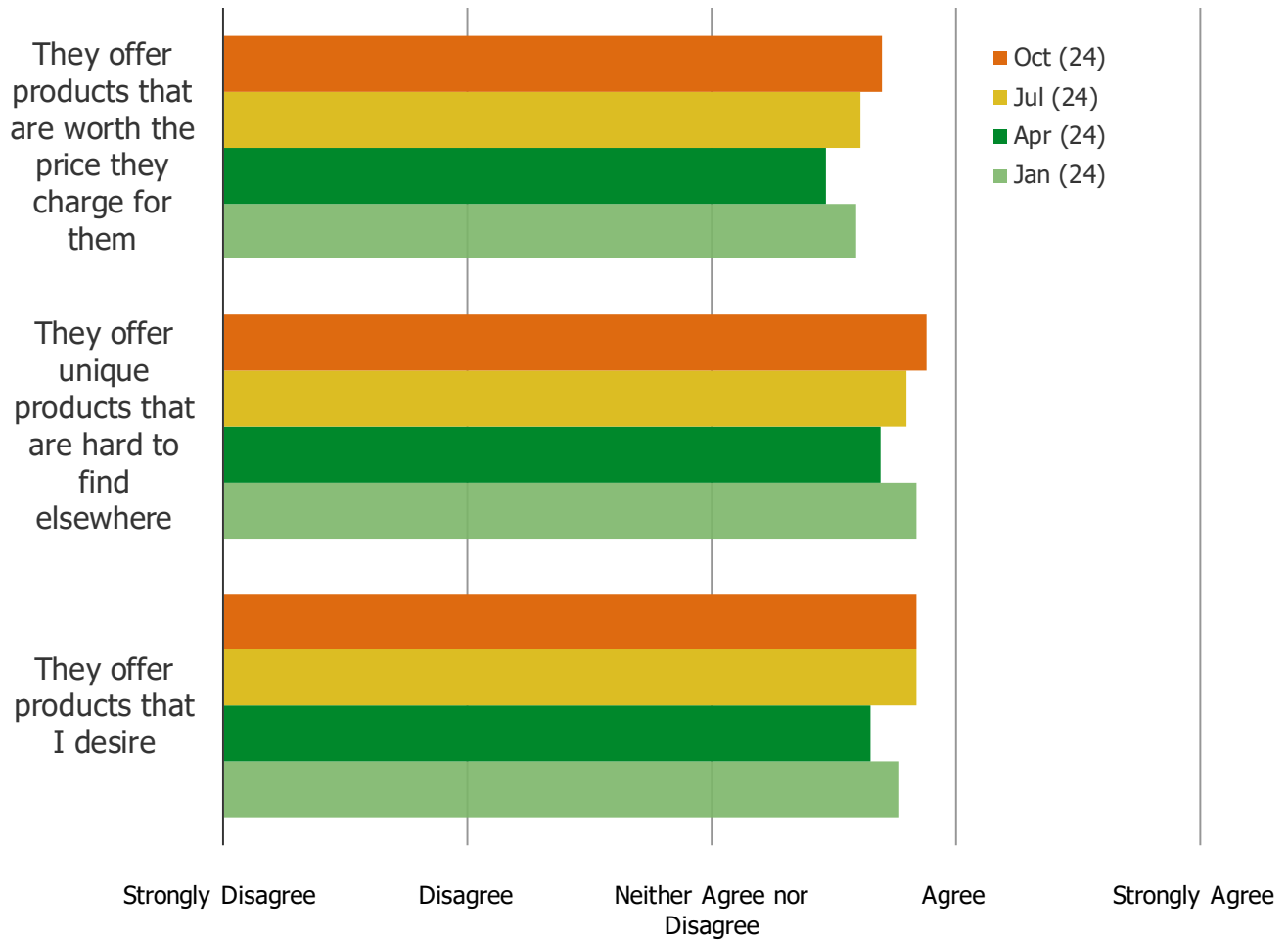
DO YOU COLLECT PANDORA JEWELRY CHARMS?

This question was posed to respondents who have purchased charm jewelry from Pandora in the past year. (N=105)



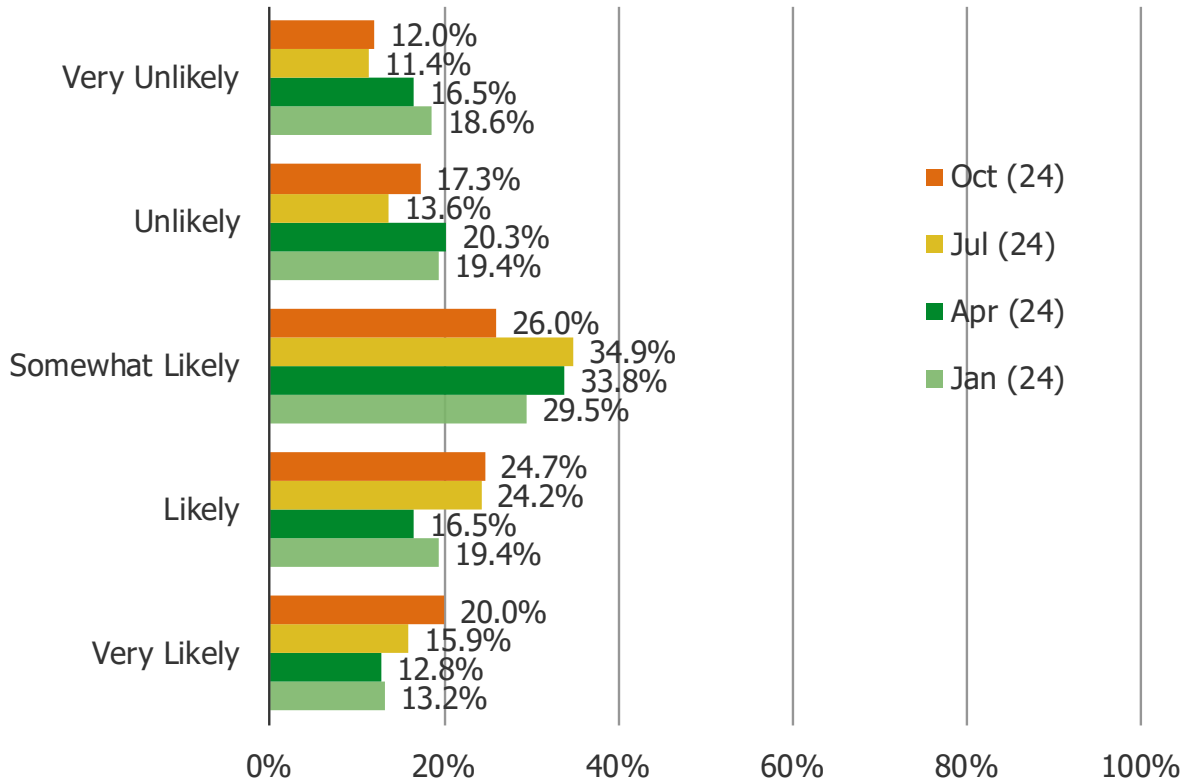
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS ABOUT PANDORA JEWELRY:

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:

- Because it is tried, modern and attractive.
- I would buy from Pandora because they offer quality jewelry at a reasonable price.
- I view them as ornamental
- My kids like them
- Love the brand's quality.
- A great deal
- They are too expensive
- I would go to a diamond merchandiser
- Pandora doesn't have a large selection for diamond jewelry
- That is not their specialty
- Pandora is very popular and I love their jewelry
- This is not what I would consider a fine jeweler
- I want to personally evaluate any diamond purchase before buying.
- Not enough options