



Jewelry Consumer  
Opinion Council<sup>SM</sup>

# **Consumers Selling their Jewelry**

**Deployed September 1, 2011**

**Closed October 3, 2011**



**Jewelry Consumer Opinion Council®**  
**Paso Robles, California, U.S.A.**

**Web site: <http://www.mvimarketing.com>**

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## **Introduction & Methodology**

### **Introduction**

The Jewelry Consumer Opinion Council (JCOC) is an Internet-based, market research service for the worldwide gem, jewelry and watch industries. Consumers throughout the USA and Canada join JCOC and answer research questions in exchange for the opportunity to win free jewelry. JCOC can quickly access consumers via e-mail for fast and efficient research studies in real time.

### **Methodology**

The Jewelry Consumer Opinion Council (JCOC) conducted this study between the dates of September 1, 2011 and October 3, 2011. The survey was completed by 665 JCOC Panel Members. In exchange for completing this survey, each participating panel member received one entry into the current JCOC sweepstakes.



## Executive Summary

Significant Findings from this Research Include:

Q: Have you noticed in jewelry stores or from news sources that the price of gold has risen dramatically over the past 2 years?

A: 82% Yes; 12% No; 6% Not sure

Q: Have you noticed fine jewelry retailers offering and promoting to buy fine jewelry from the public, some times referred to as cash for gold programs?

A: 83% Yes

Regarding Local Jewelry Retailers that offer this service:

Q: Have you brought your jewelry to a local fine jewelry retailer to sell it within the past 2 years?

A: 18% Yes

Q: Did you receive the price you were expecting to receive when you met with them?

A: 34% Offer too low; 41% About right; 26% More than expected

Q: How was their customer service?

A: 67% Good to extremely good

Q: What's your opinion of these types of jewelry retailers?

A: 48% Have a good opinion, 35% neutral opinion

Q: Did you sell your jewelry to them?

A: 60% Yes

Regarding TV offers to buy jewelry for cash:

Q: Have you seen TV ads to sell your gold jewelry by sending it to a central location not associated with a local jewelry retailer?

A: 78% Yes

Q: Have you used this type of company to sell your gold jewelry?

A: 14% Yes

Q: Did you receive the price you were expecting to receive when you sent your jewelry to them?

A: 50% Offer too low; 26% About right; 24% More than expected

Q: How was their customer service?

A: 46% Good to extremely good; 34% Just average; 20% Poor

Q: What's your opinion of these types of companies?

A: 28% Good; 35% Neutral, 35% Poor

Regarding One-Day Events:

Q: Have you seen sell your gold jewelry being advertised as a one-day-event at local venues where you bring you jewelry in person but they are not associated with local jewelry retailers?

A: 47% Yes; 31% No; 22% Not sure

Q: Have you used this type of company to sell your gold jewelry?

A: 10% Yes

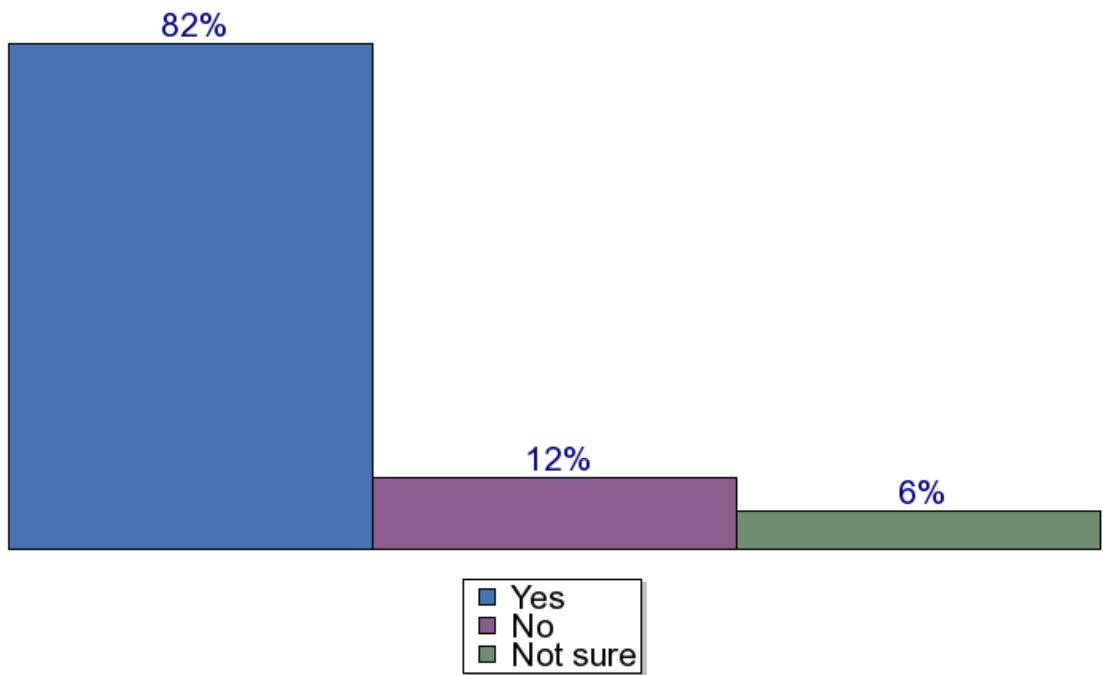
Q: How was their customer service?

A: 72% Good to extremely good



## Gold Prices

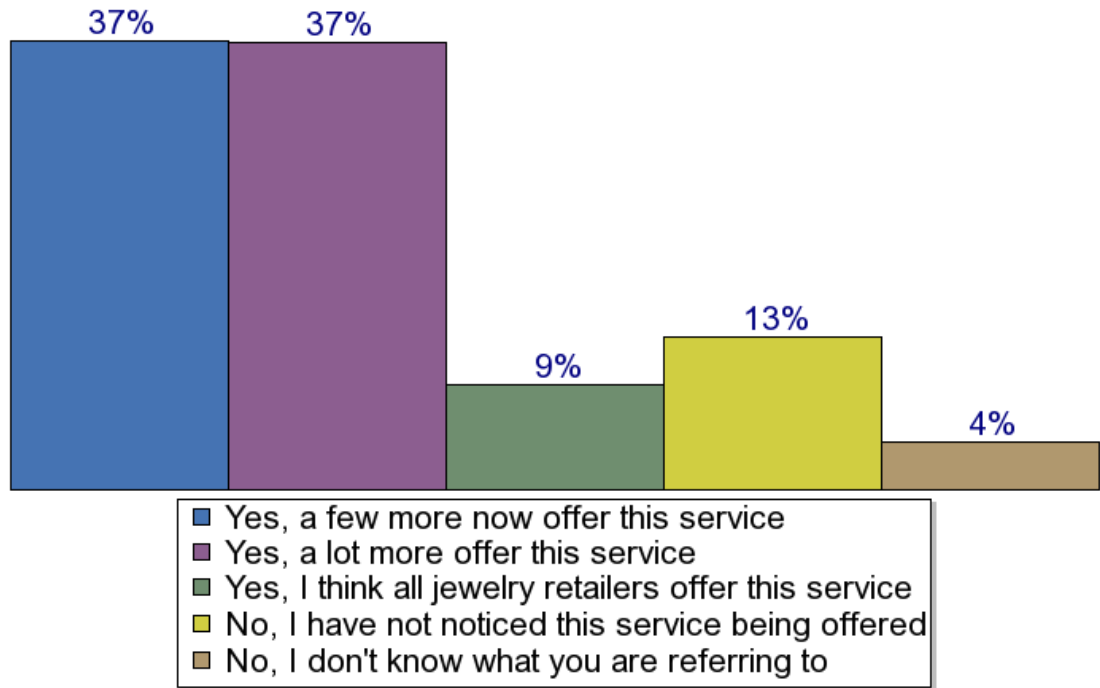
Have you noticed in jewelry stores or from news sources that the price of gold has risen dramatically over the past 2 years?



n = 665



**Have you noticed fine jewelry retailers offering and promoting to 'buy' fine jewelry from the public, some times referred to as cash for gold programs?**

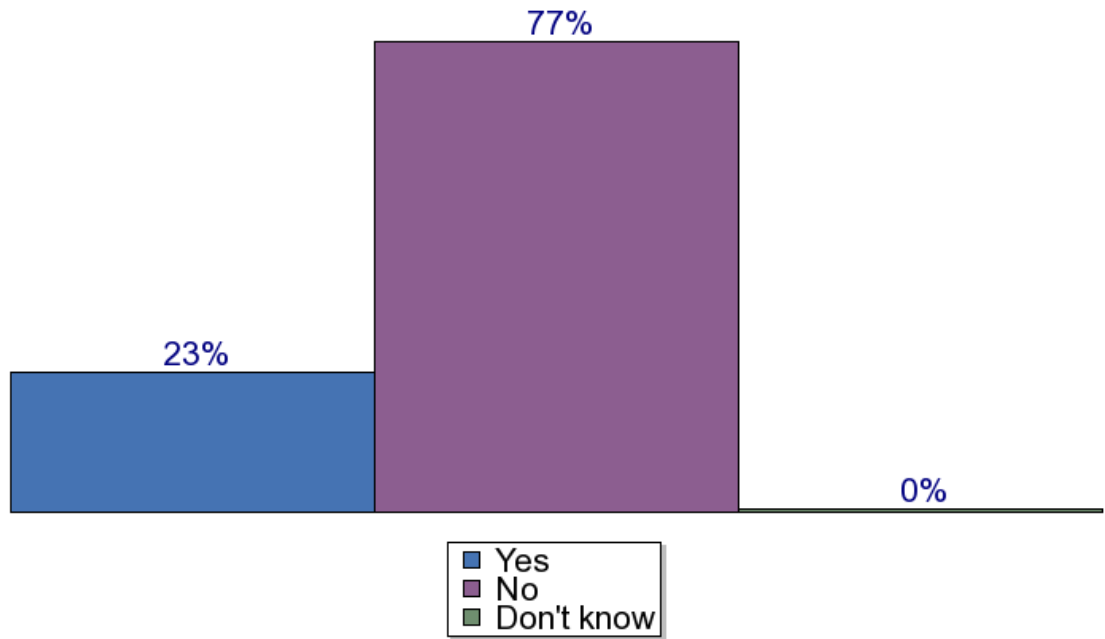


n = 665



## Shop for Jewelry

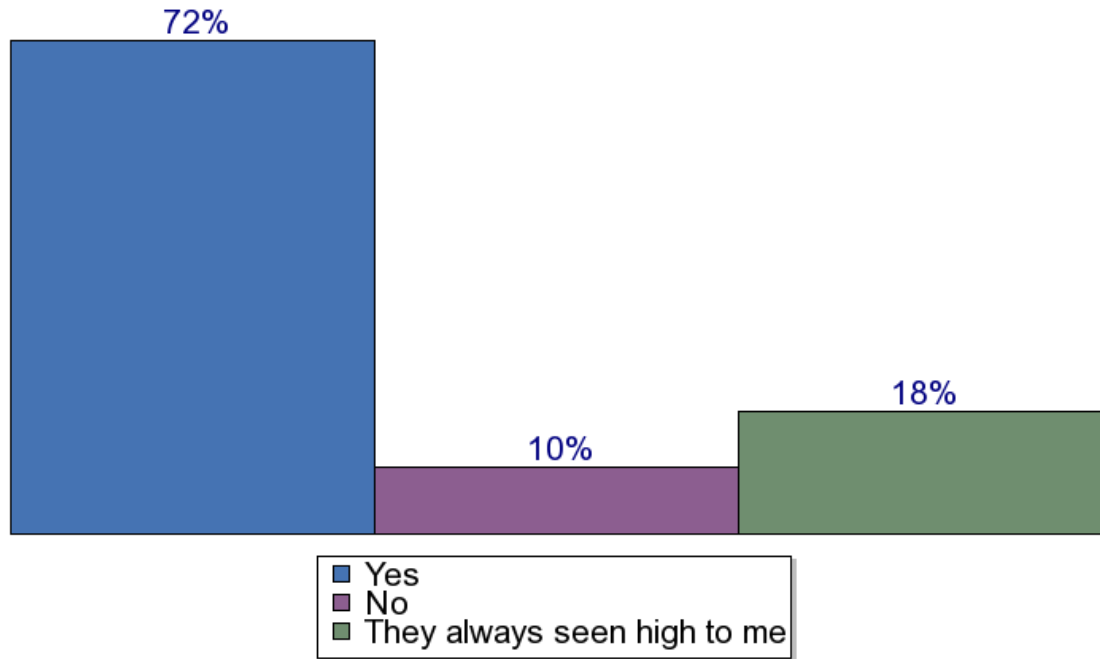
Have you purchased any fine jewelry in the past 6 months?



n = 665



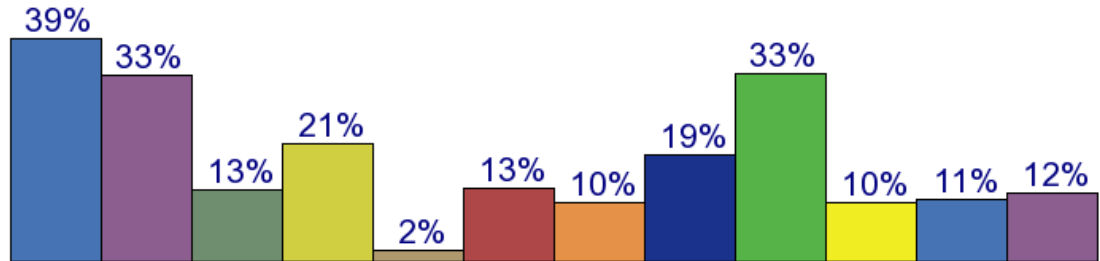
While shopping for the jewelry you purchased, did the prices of gold jewelry appear high to you?



n = 155



## Where do you typically purchase fine jewelry?



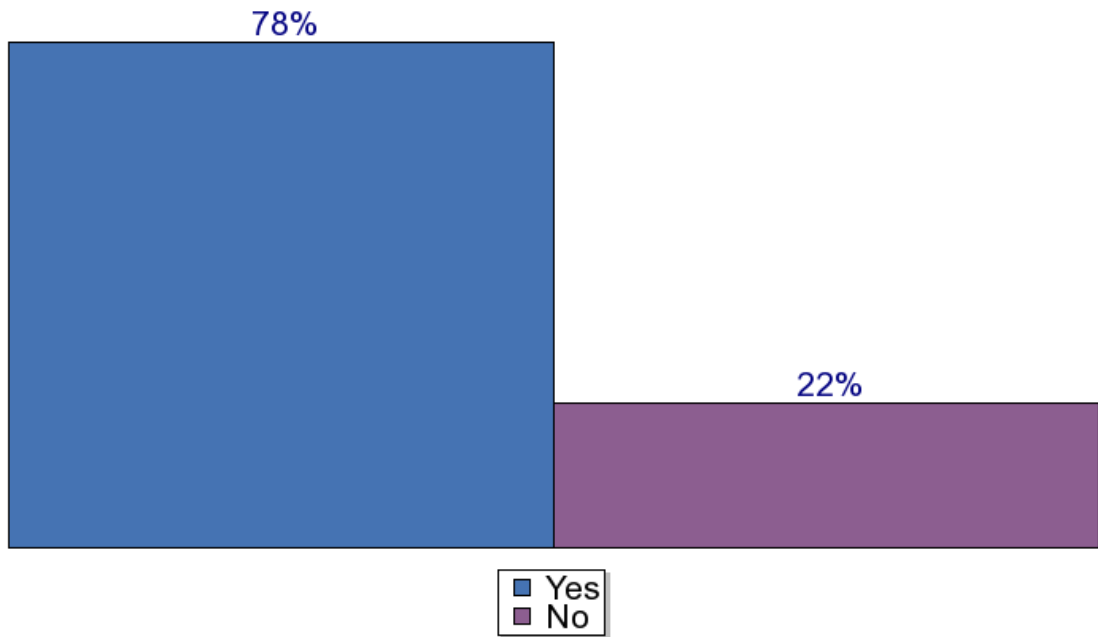
- Local independent fine jewelry retailer
- Regional or national jewelry chain store (e.g. Zale, Don Roberto, Daniel's, Helzberg, Ben B...)
- Television shopping channel (e.g. QVC, HSN)
- Internet-only retailer's website (e.g. Amazon.com, BlueNile.com, eBay.com)
- Armed Forces Retailer
- Local craftsman
- Shopping club (e.g. Sam's Club, Costco)
- Mass discount store (e.g. Walmart, K-Mart, Target)
- Department store (e.g. JC Penney's, Macy's, Sears)
- Pawn shop
- Off-price or outlet jeweler
- I do not purchase fine jewelry

n = 665



## T.V. Offers

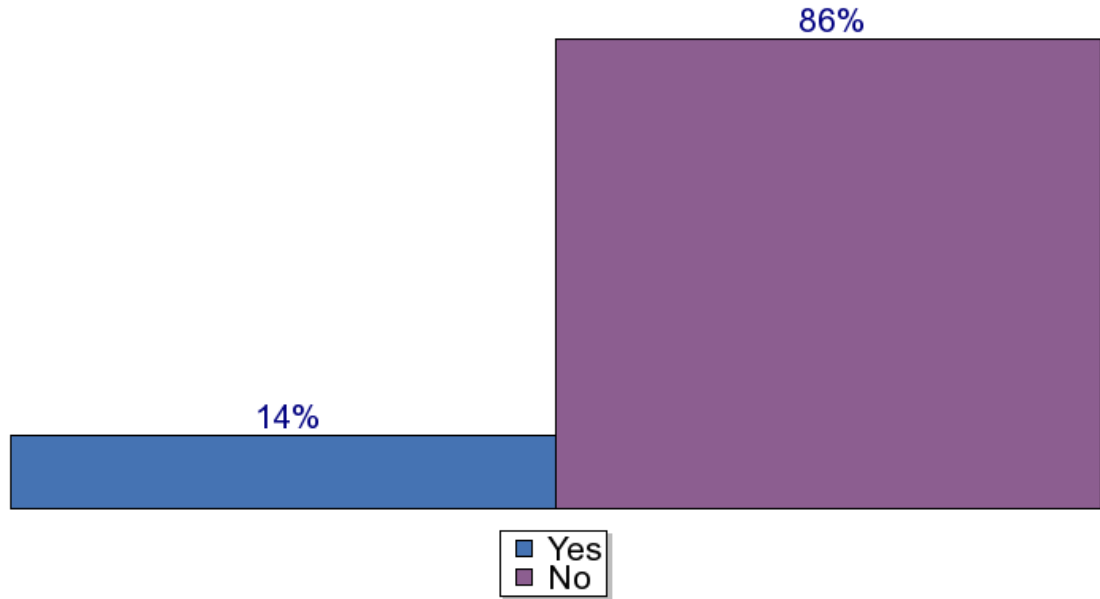
Have you seen T.V. ads to sell your gold jewelry by sending it to a central location not associated with a local jewelry retailer?



n = 665



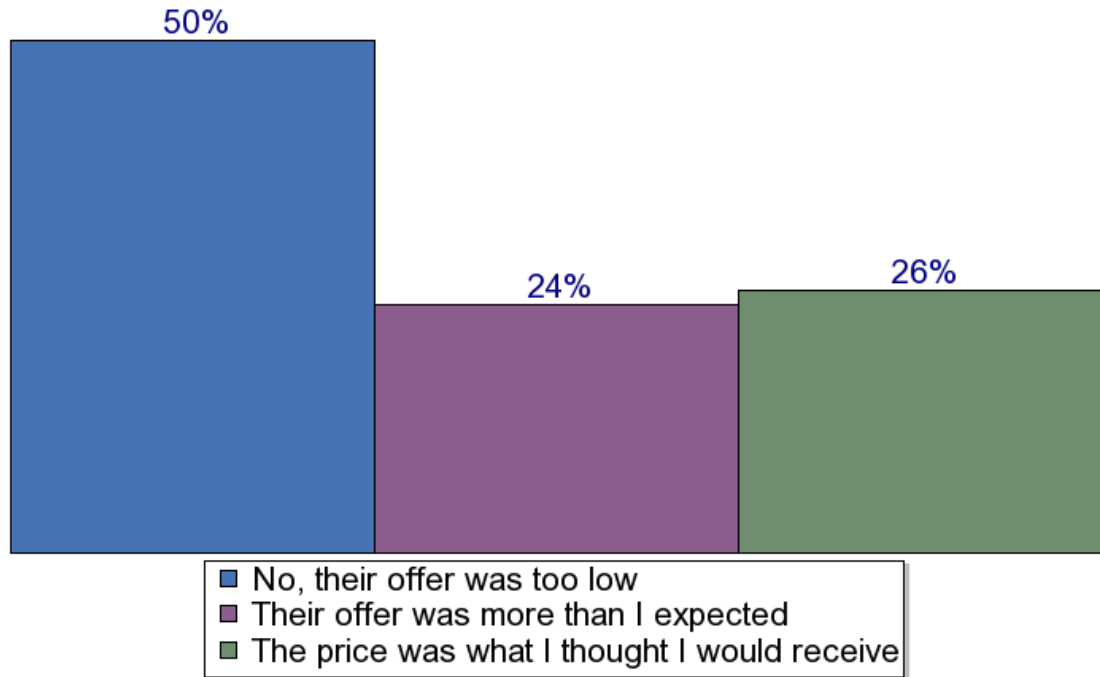
Have you used this type of company to sell your gold jewelry?



n = 518



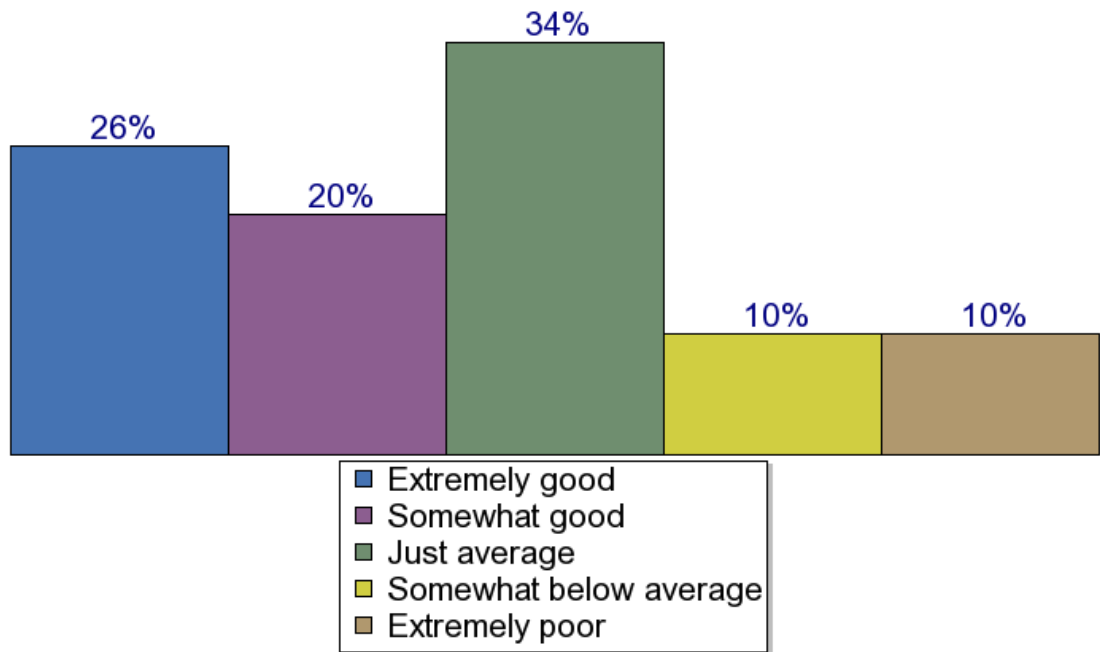
Did you receive the price you were expecting to receive when you sent your jewelry to them?



n = 70



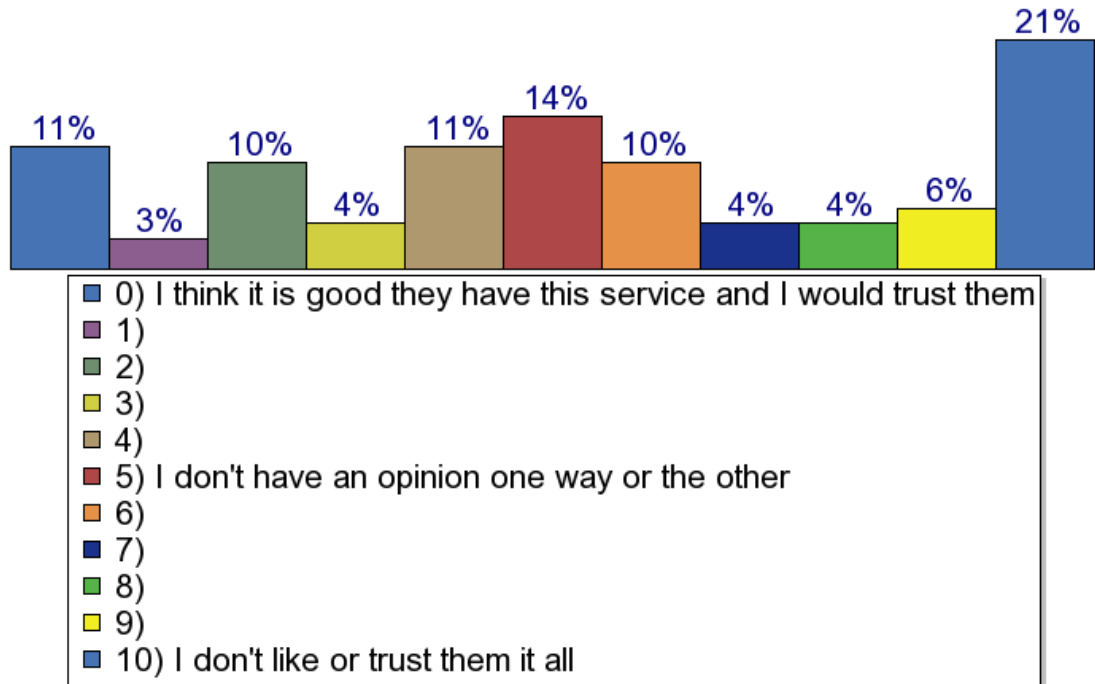
How was their customer service?



n = 70



## What's your opinion of these types of companies?



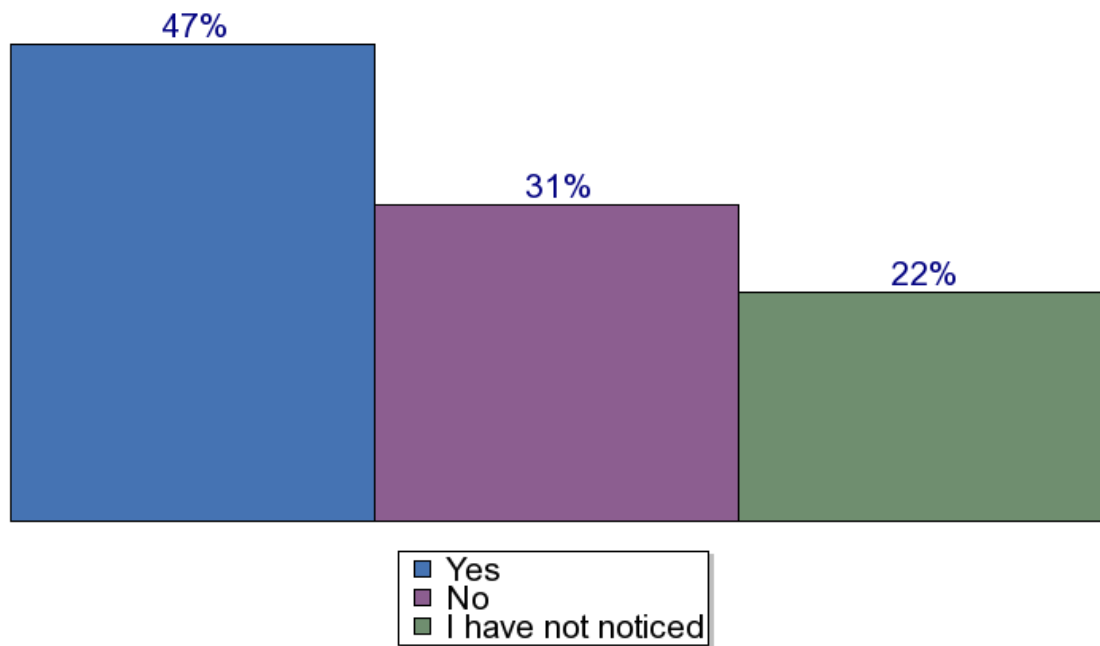
n = 70

Mean Rating: 6.43



## One Day Events

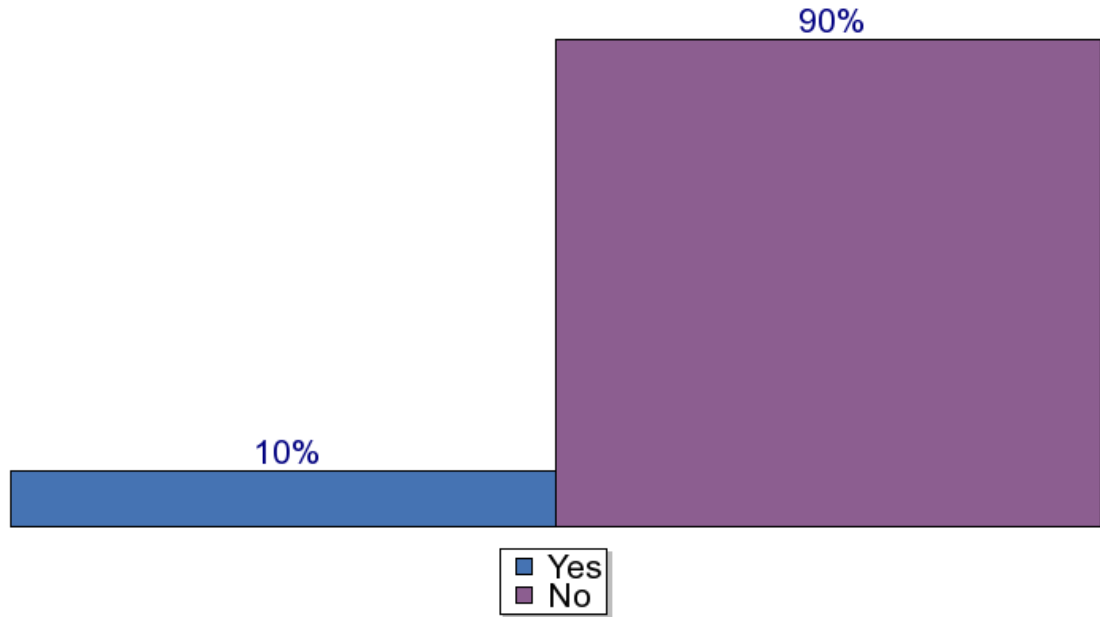
Have you seen sell your gold jewelry being advertised as an one-day-event at locale venues where you bring you jewelry in person but they are not associated with local jewelry retailers?



n = 665



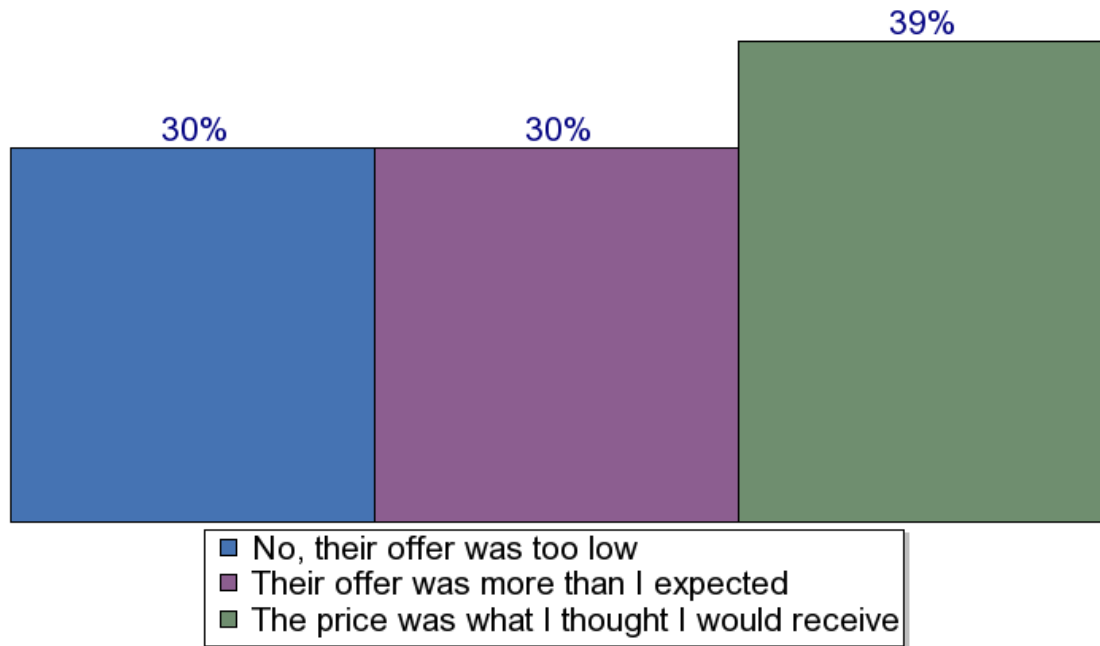
Have you used this type of company to sell your gold jewelry?



n = 460



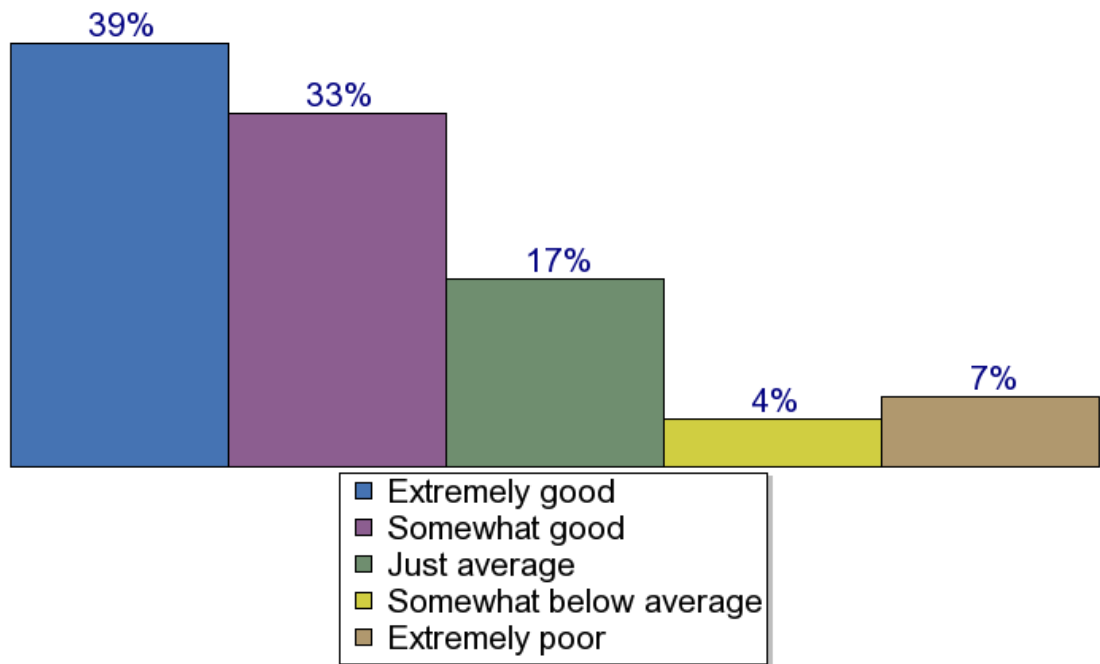
Did you receive the price you were expecting when you met with them?



n = 46



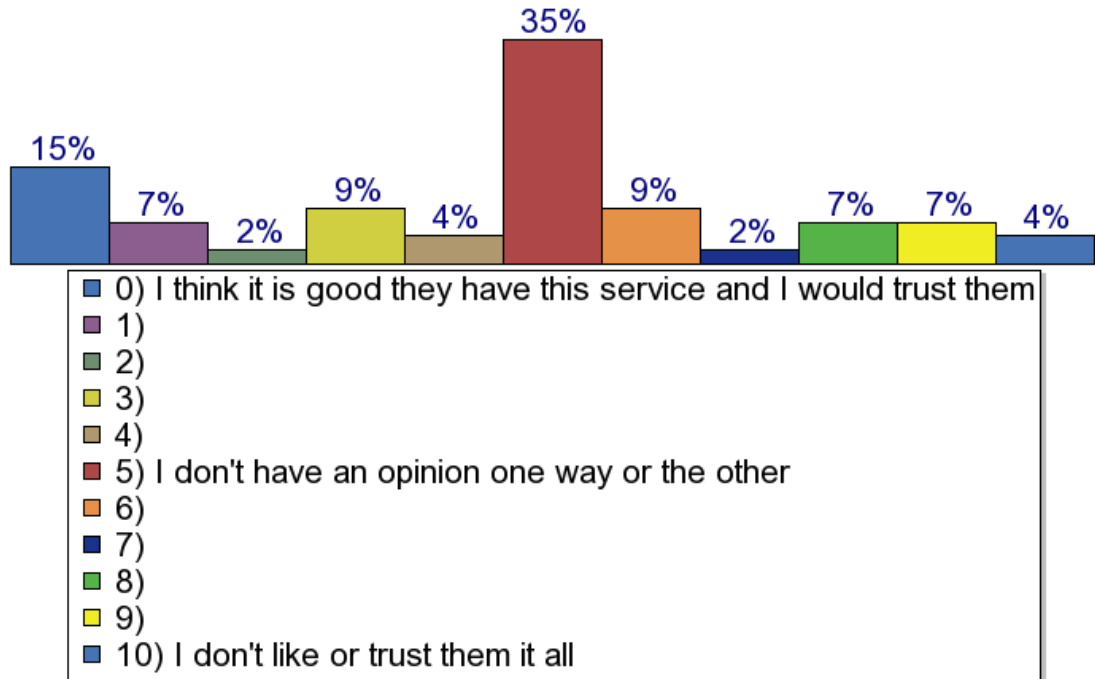
## How was their customer service?



n = 46



## What's your opinion of these types of companies?



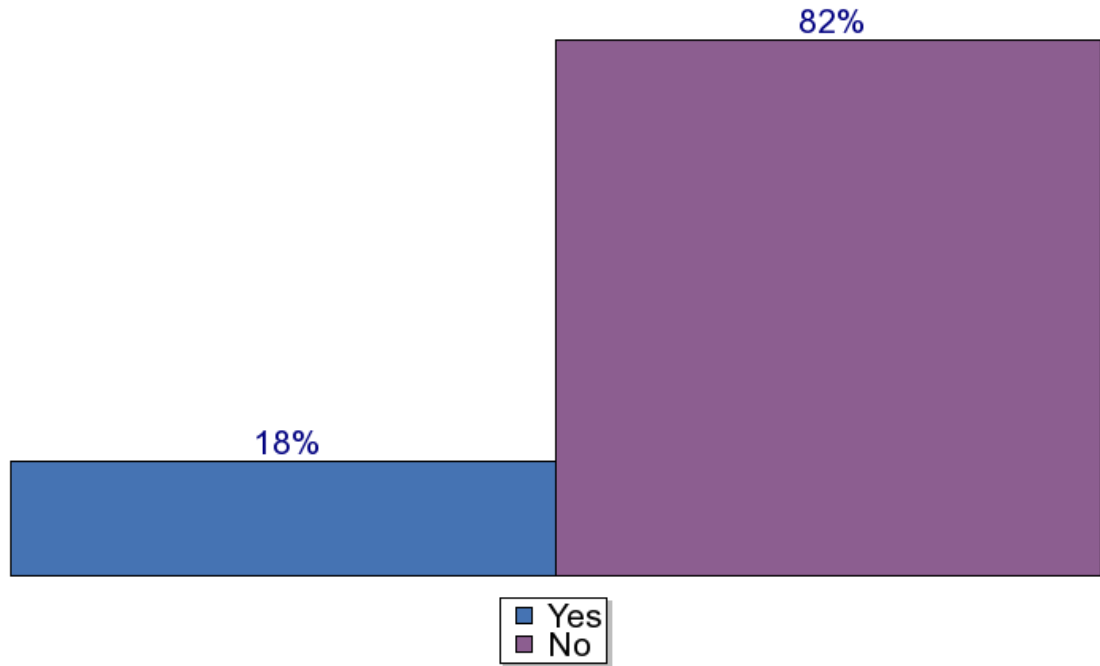
n = 46

Mean Rating: 5.50



## Local Jewelry Store

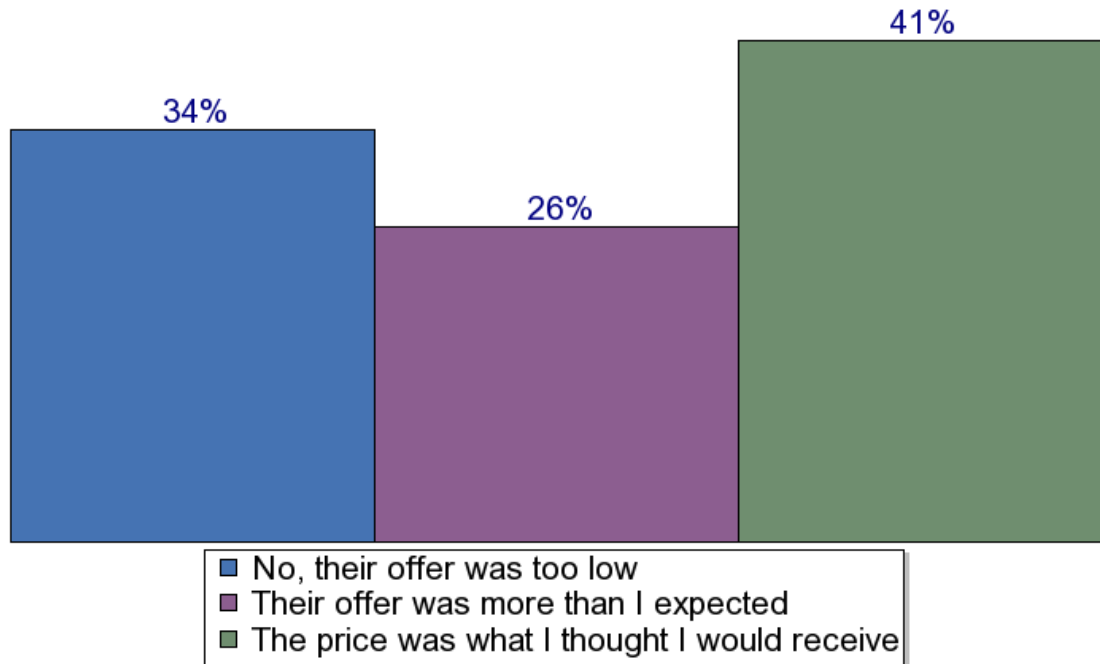
Have you brought your jewelry to a local fine jewelry retailer to sell it within the past 2 years?



n = 665



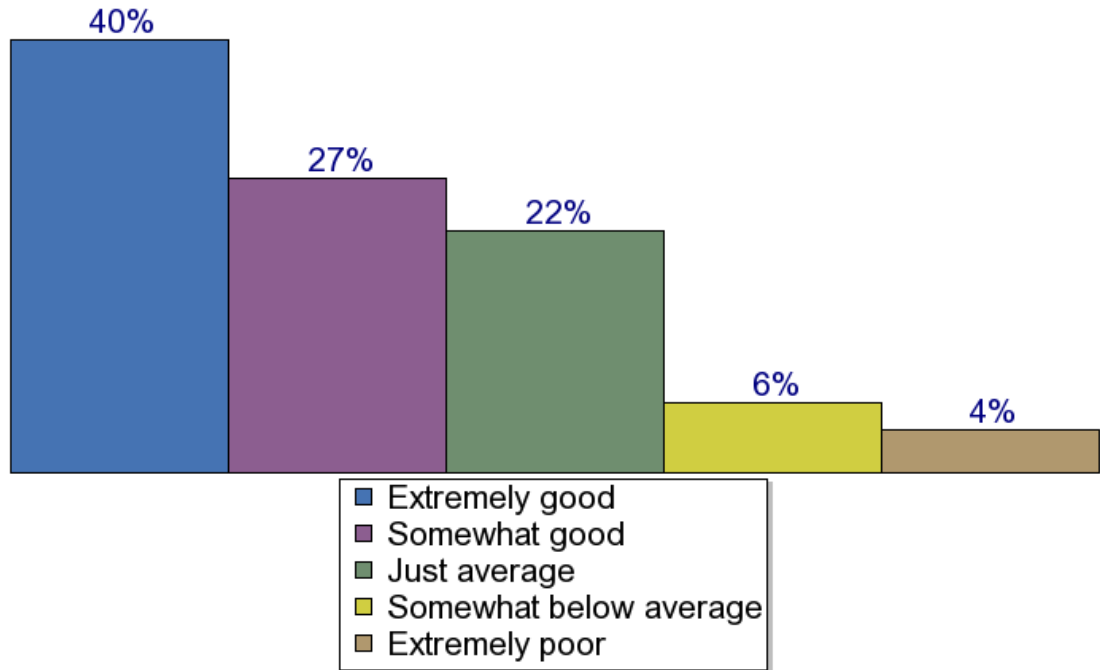
Did you receive the price you were expecting to receive when you met with them?



n = 124



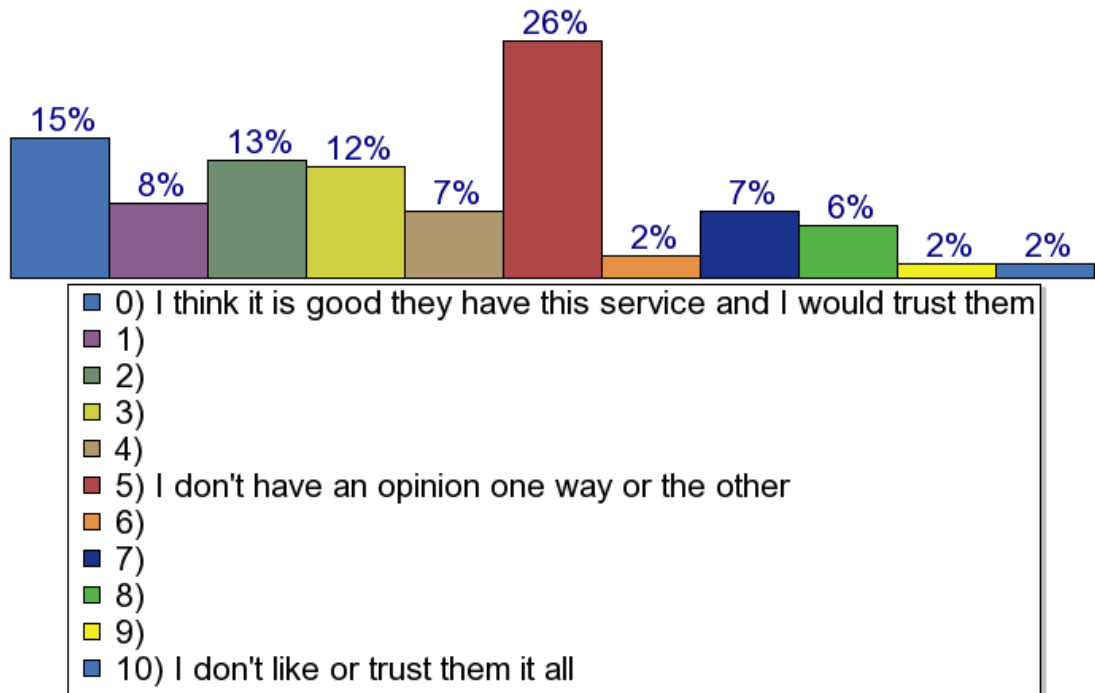
How was their customer service?



n = 124



## What's your opinion of these types of jewelry retailers?

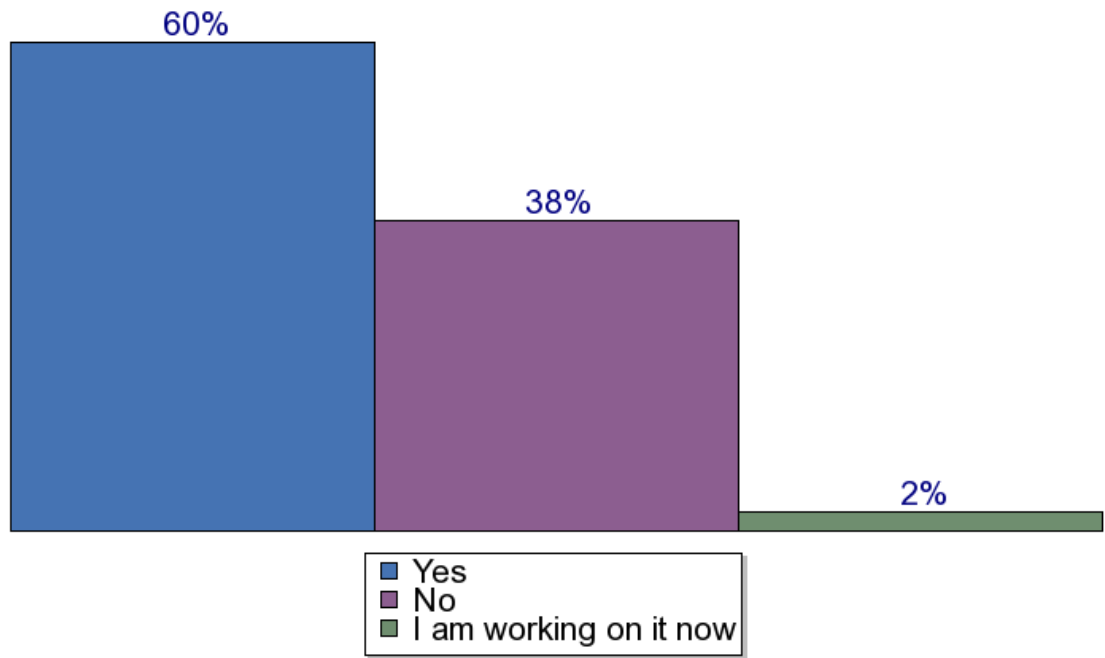


n = 124

Mean Rating: 4.69



Did you sell your jewelry to them?

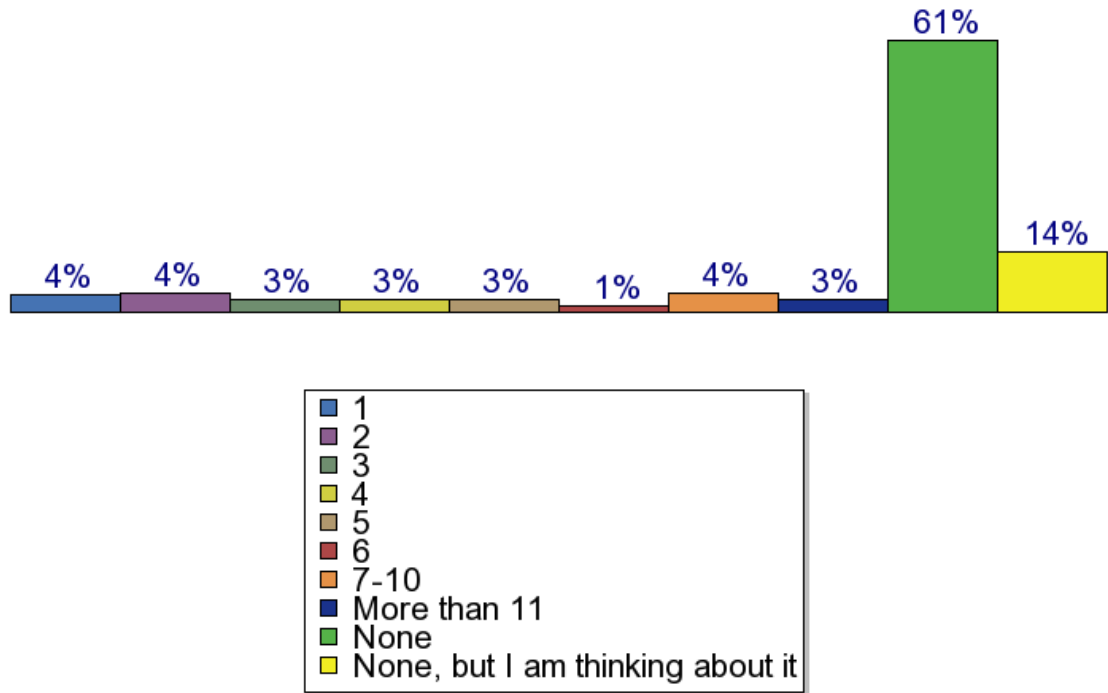


n = 124



## Selling Jewelry

How many pieces of fine jewelry have you sold to any one in the past 2 years?

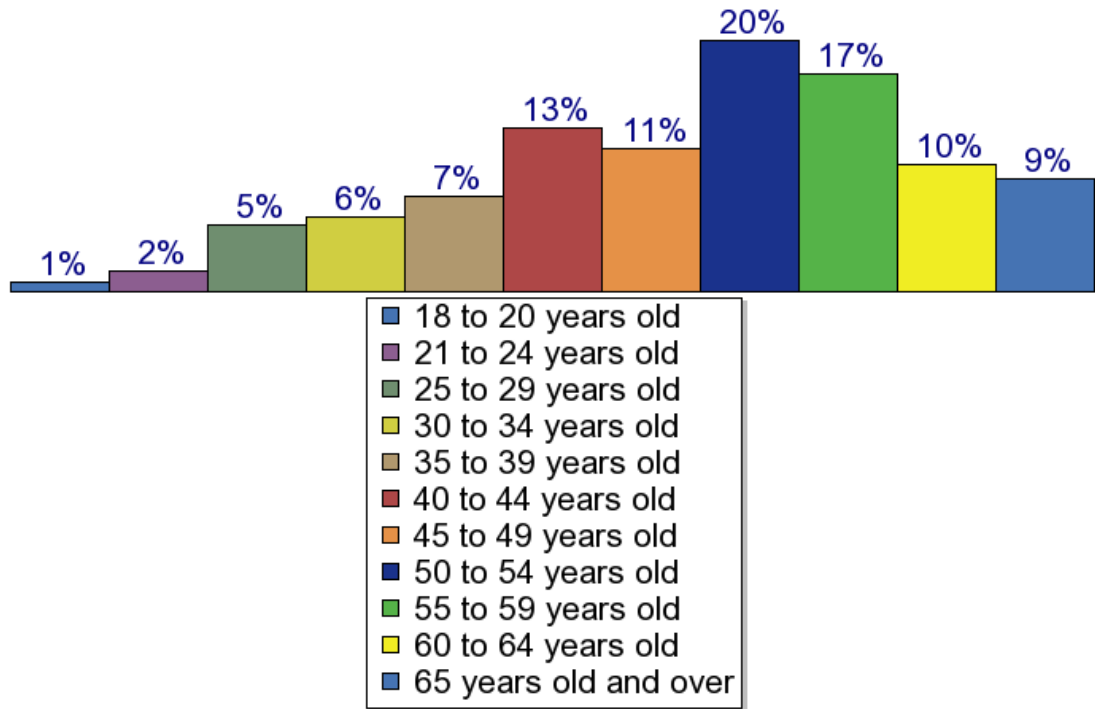


n = 665



## Demographics

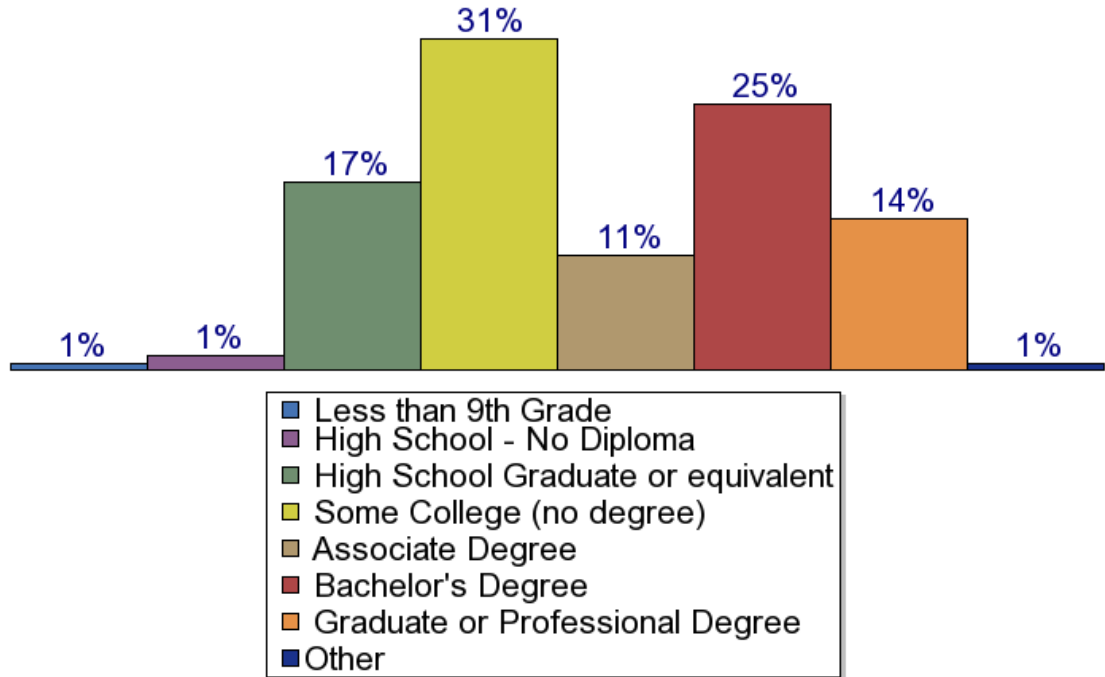
What is your age group?



n = 665



## What is your level of education?

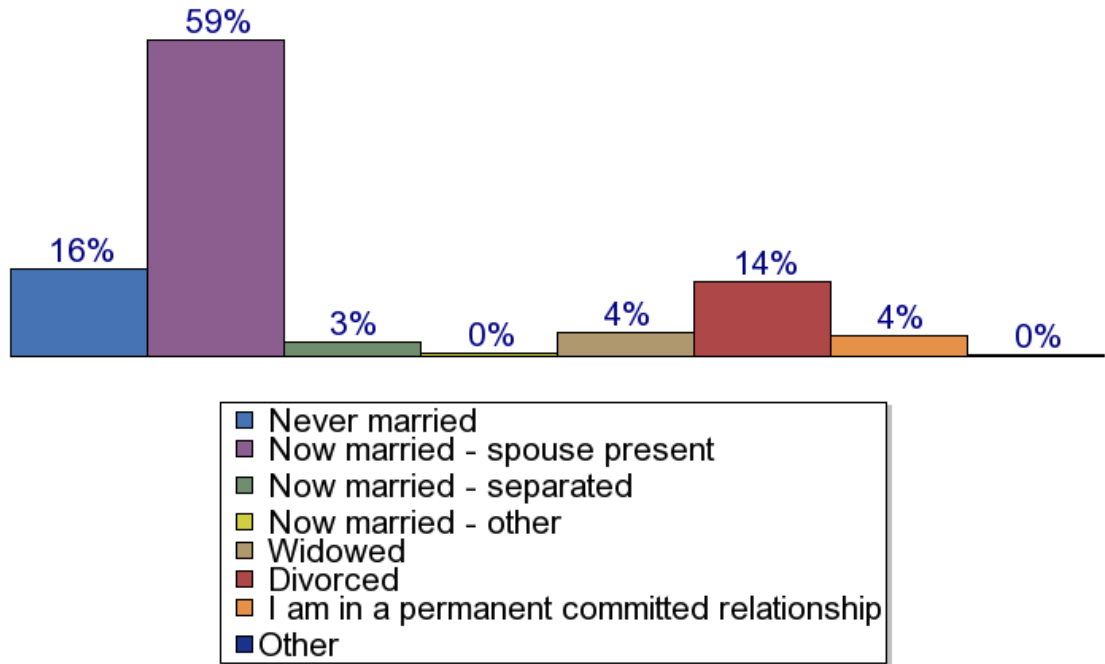


n = 665



## Demographics

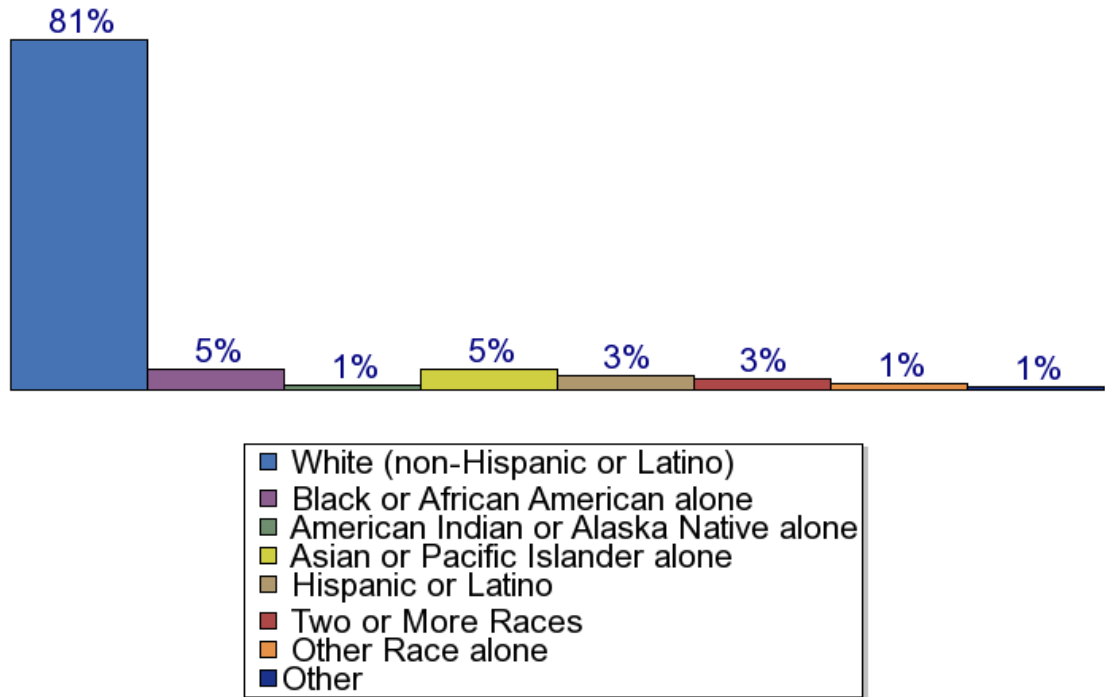
What is your current marital status?



n = 665



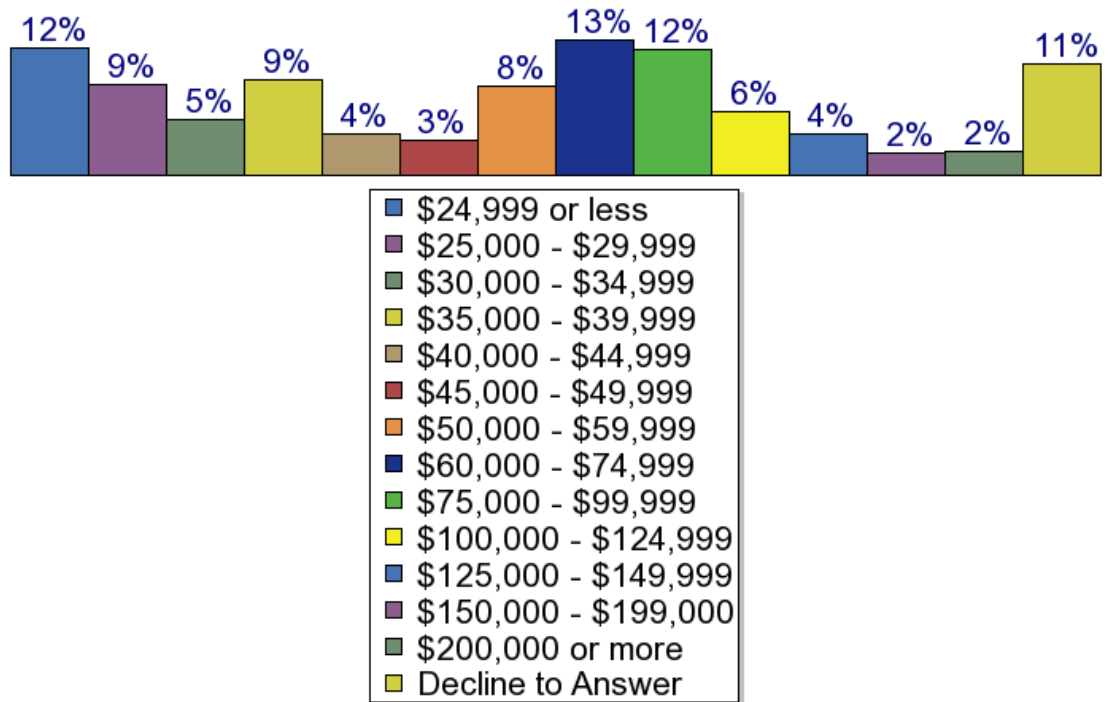
## What is your race/ethnicity?



n = 665



## What is your annual household income range before taxes?



n = 665



## About JCOC

The Jewelry Consumer Opinion Council (JCOC) was founded in 2001 with the mission of providing the gem, jewelry and watch industries with efficient and effective market intelligence about jewelry products and the end consumers who buy and wear them.

If you would like to learn more about JCOC, please contact Marty Hurwitz

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