



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

# **JCOC 2010 Holiday Purchases Report** **Updated January 5, 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 December 30, 2010 and January 4, 2011. The survey was completed by 1,006 JCOC Panel Members. In exchange for completing this survey, each participating panel member received one entry into the current JCOC sweepstakes.



## Executive Summary

Holiday fine jewelry purchases were up 3 percent from last year. Exactly one-quarter of all respondents purchased fine jewelry or watches this Holiday season, up from 22 percent the previous year.

Among the 75 percent of respondents who did not purchase, the most common reasons were:

- Fine jewelry or watches were not in my budget this year (39%)
- I did not have anyone to buy fine jewelry or watches for (19%)
- No one I bought gifts for wanted fine jewelry or watches (16%)

In terms of fine jewelry spending, the distribution was fairly even split amount price points below \$1,000.

- \$100 or less (25%)
- \$101-\$200 (17%)
- \$201-\$300 (16%)
- \$301-\$500 (15%)
- \$501-\$1,000 (16%)

Among those who reported they spent less than last year, the most common reasons were:

- Jewelry was more expensive this year (24%)
- Jewelry was not in the budget this year (22%)
- I bought jewelry last year, so I wanted to buy something different this year (14%)

For the respondents who purchased watches this Holiday Season, \$100 or less was the most popular price range. However, 21 percent of watch purchasers claim they did spend more this year compared to last.

When asked who they purchased fine jewelry gifts for, the most common answers were:

- Spouse or significant other (35%)
- Parent (18%)
- Child or grandchild over 18 (16%)

For the 2010 Holiday Seasons, shoppers preferred the following retail outlets:

- Department stores (26%)
- Local independent fine jewelry retailer (23%)
- Internet jewelry website (16%)
- National or regional jewelry chain store (16%)

Compared to 2009, there was a significant difference in retail channel, with department stores capturing 31 percent of the market share and only 15 percent of respondents shopping at their local independents. In 2009, mass market stores were also much more popular than this year.

Half of those respondents who purchased fine jewelry purchased fine jewelry or watches for themselves when shopping for Holiday gifts this year (up from 42 percent in 2009), with 15 percent indicating they spent more than \$1,000 on their self-purchase. The price points for self-purchases were significantly higher in 2010 than last year when only 4 percent spent more than \$1,000.

Looking at more general business conditions, while approximately half of all respondents believe business conditions are about the same as last year, 17 percent believe they have improved. This

is an improvement over 2009, when 46 percent of respondents believe business conditions were worse than the previous year.

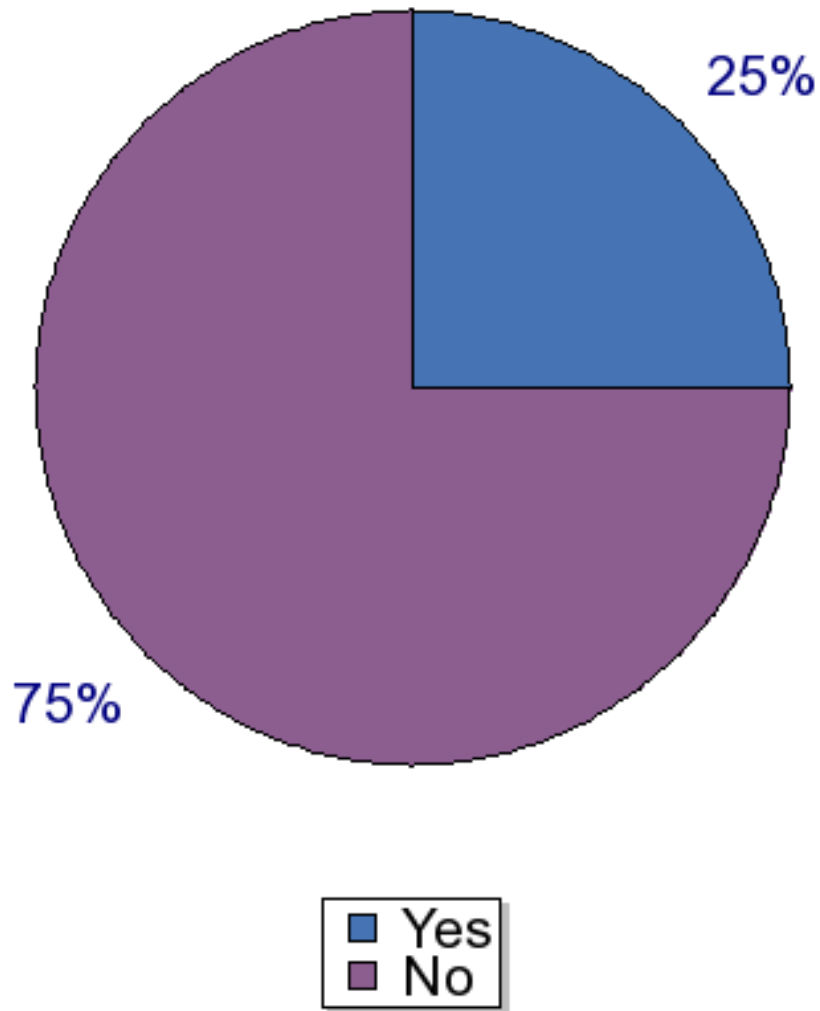
As for a year from now, 29 percent believe business conditions will be better than now, with 44 percent indicating they will be the same. This is very similar to 2009 findings.

18 percent of respondents believe now is a good time to buy jewelry, with 23 percent citing the next 12 months will be a good time to make a jewelry purchase, both of which are an improvement over 2009 results.



## Did You Purchase This Holiday?

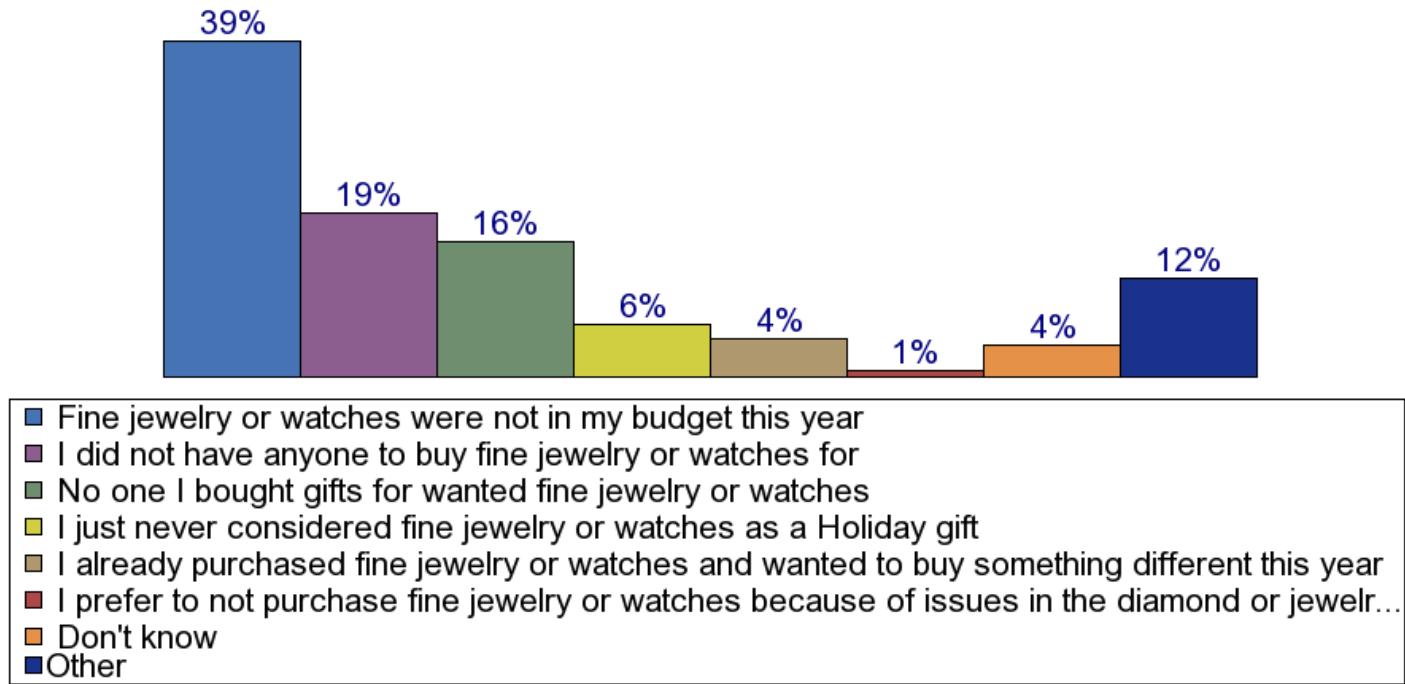
Did you purchase any fine jewelry or watches for yourself or as gifts this Holiday season?



n = 1,006



## Why did you not purchase any fine jewelry or watches this Holiday season?

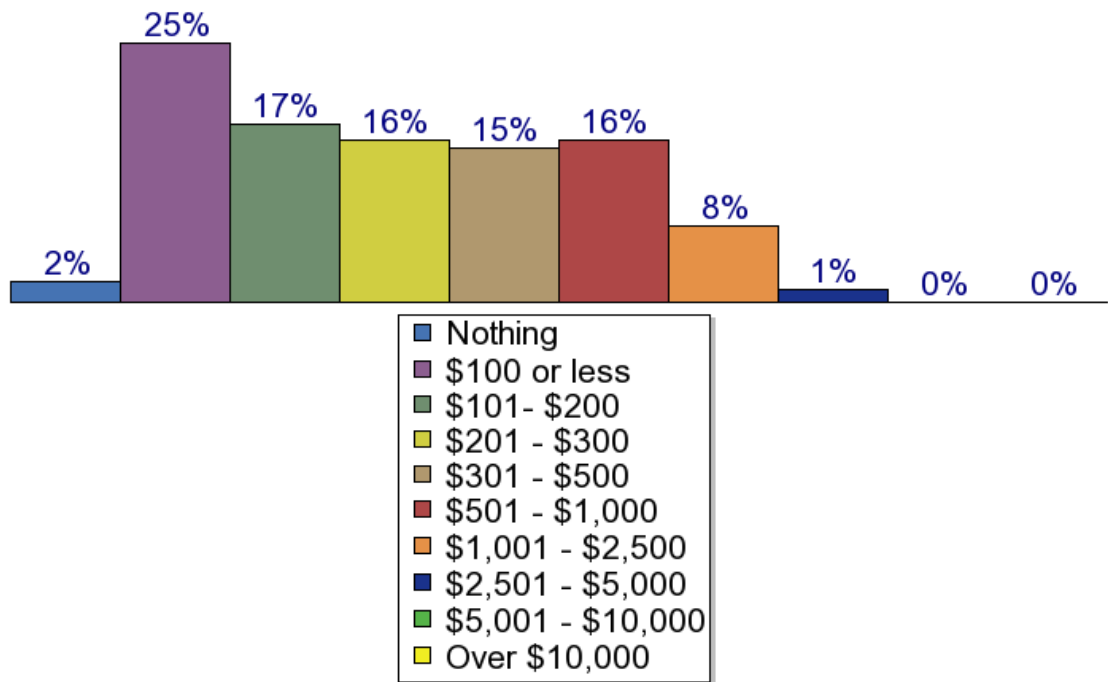


Base: Respondents who did NOT purchase fine jewelry or watches this Holiday season.  
n = 755



## Jewelry Purchases This Holiday

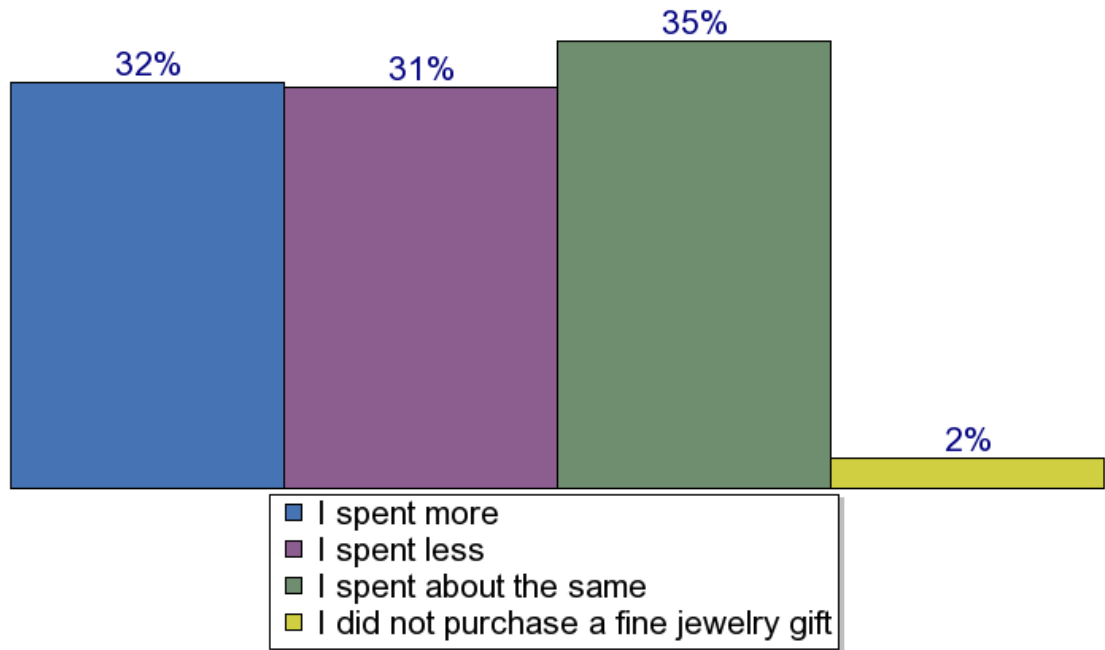
Approximately how much did you spend, in total, on FINE JEWELRY (not watch) gifts this Holiday season?



Base: Respondents who purchased a fine jewelry or watch gift this Holiday season.  
n = 251



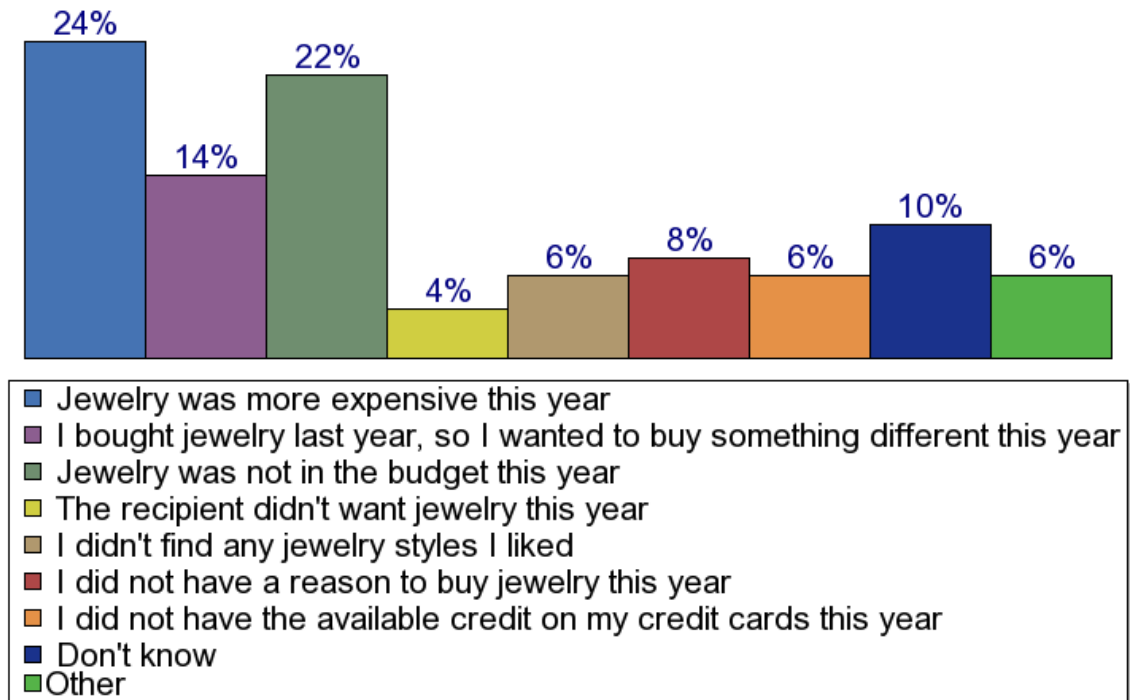
Would you say this year you spent more, less or about the same on FINE JEWELRY (not watch) Holiday gifts compared to previous years?



Base: Respondents who purchased a fine jewelry or watch gift this Holiday season.  
n = 251



## Why do you believe you spent less on fine jewelry gift purchases this Holiday season?



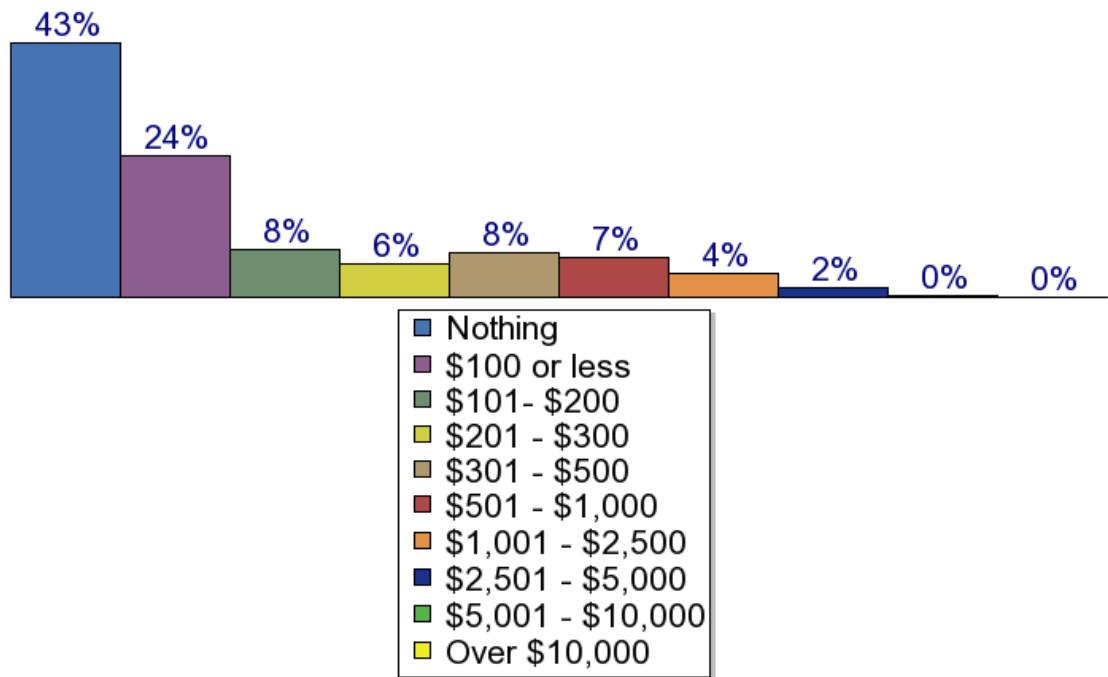
Base: Respondents who made a fine jewelry or watch purchase this Holiday season and spent less than they did last year on fine jewelry.

**n = 79**



## Watch Purchases This Holiday

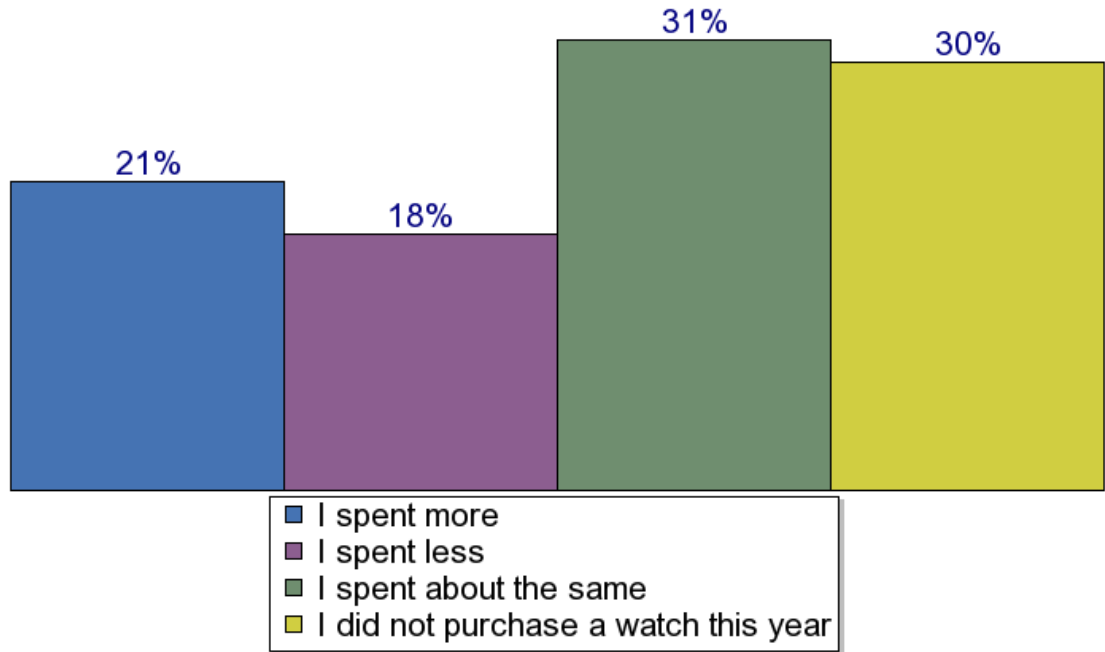
Approximately how much did you spend, in total, on WATCH (not fine jewelry) gifts this Holiday season?



Base: Respondents who purchased a fine jewelry or watch gift this Holiday season.  
n = 251



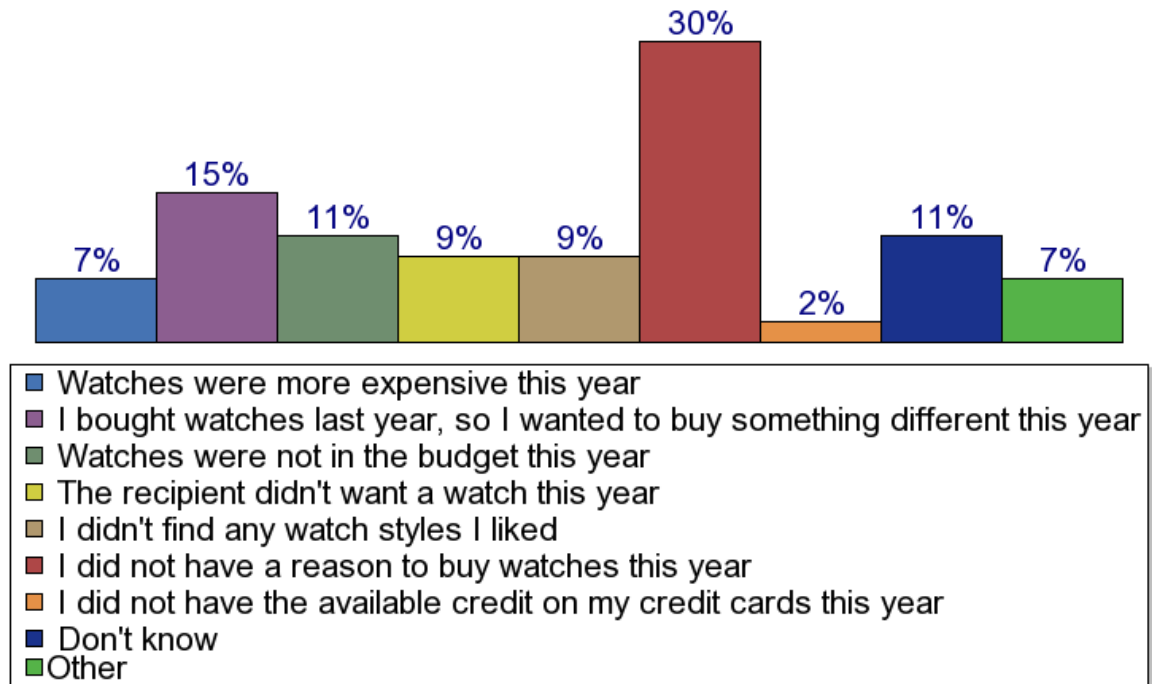
**Would you say this year you spent more, less or about the same on WATCH (not fine jewelry) Holiday gifts compared to previous years?**



Base: Respondents who purchased fine jewelry or a watch this Holiday season.  
**n = 251**



## Why do you believe you spent less on watch gift purchases this Holiday season?



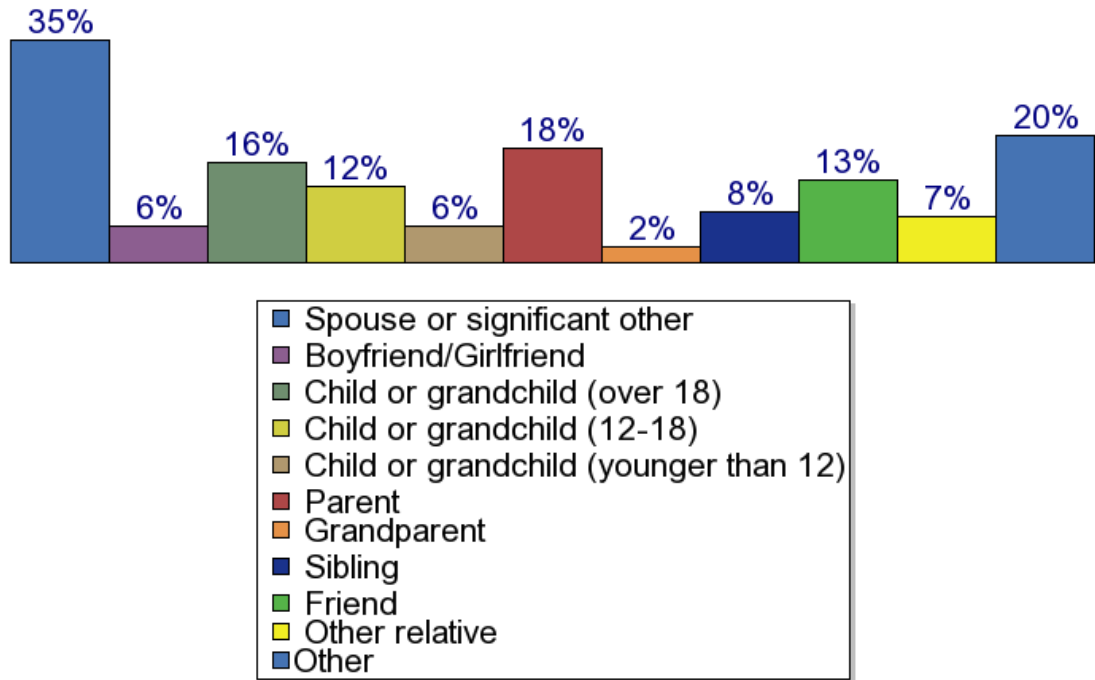
Base: Respondents who purchased fine jewelry or a watch this Holiday season, but spent less than last year on a watch.

**n = 46**



## Purchased For and Where

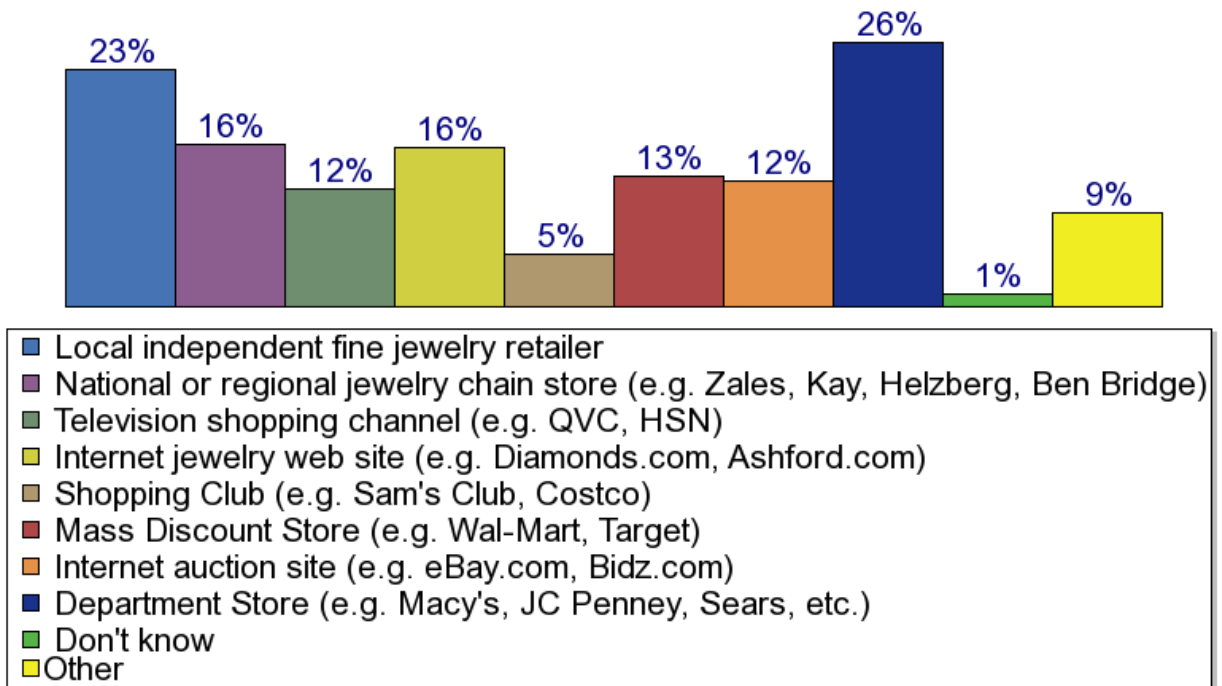
For whom did you purchase fine jewelry or a watch this year? Select all that apply.



Base: Respondents who purchased fine jewelry or a watch this Holiday season.  
n = 251



From where did you purchase your fine jewelry or watch Holiday gifts this year? (Select all that apply)

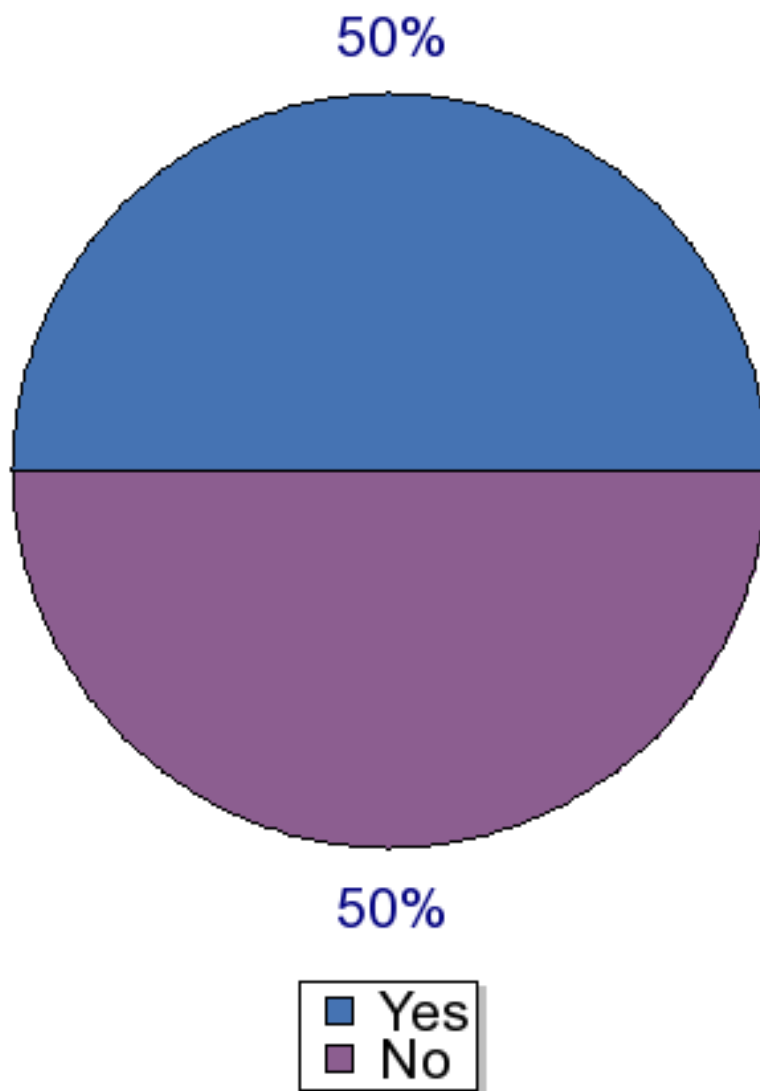


Base: Respondents who purchased fine jewelry or a watch this Holiday season.  
n = 251



## Purchase for Yourself

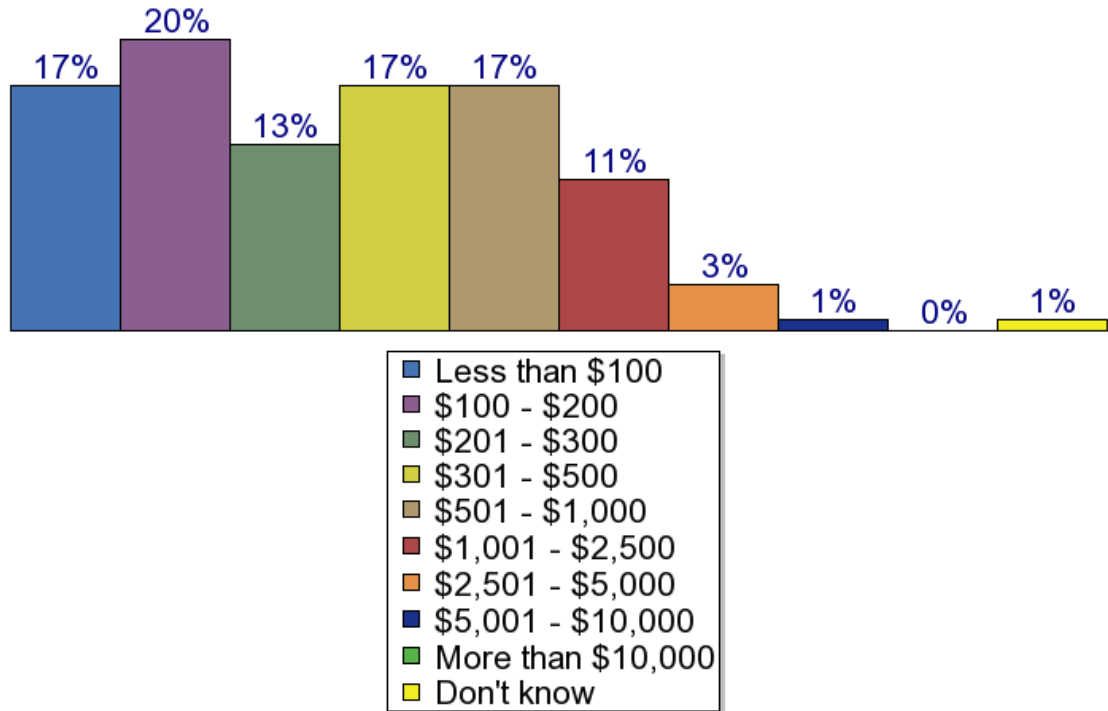
Did you purchase any fine jewelry or watches for yourself while shopping for Holiday gifts this year?



Base: Respondents who purchased fine jewelry or a watch this Holiday season.  
n = 251



Approximately how much did you spend on fine jewelry or watches for yourself this year?

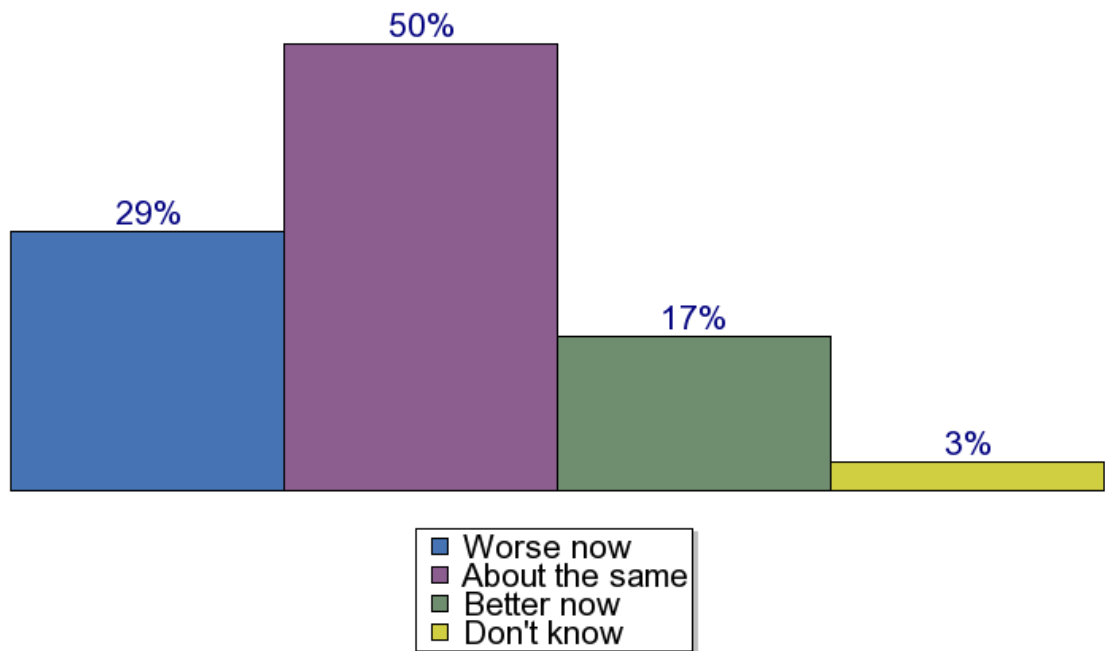


Base: Respondents who purchased fine jewelry or a watch for themselves this Holiday season.  
n = 123



## General Business Conditions

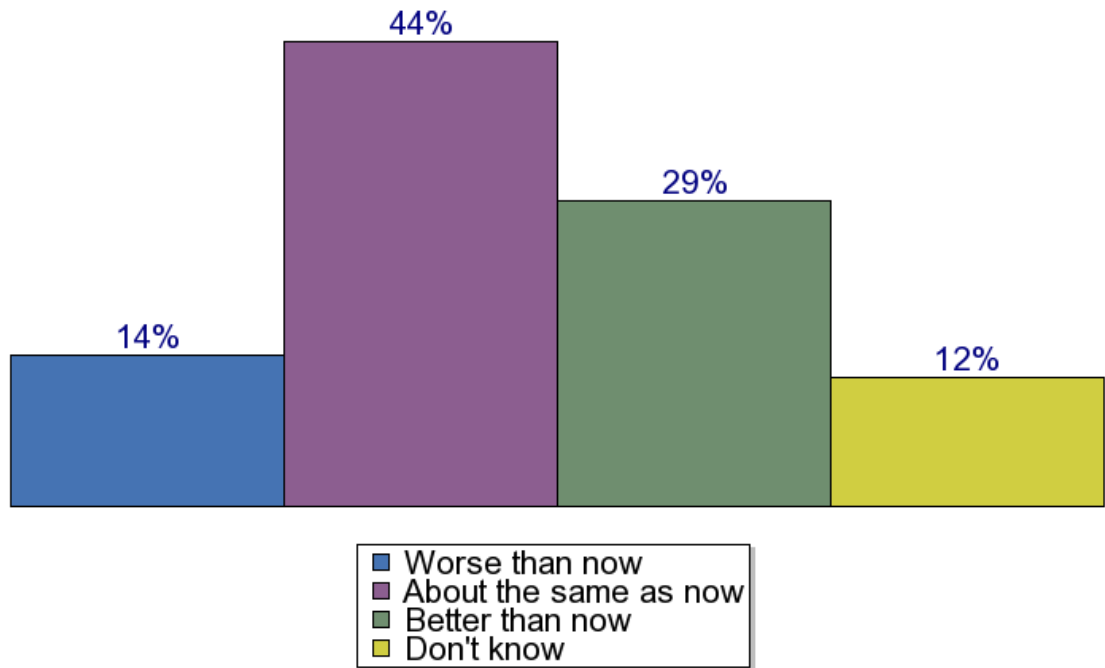
Would you say that at the present time overall business conditions are better or worse than a year ago, or about the same?



n = 1,006



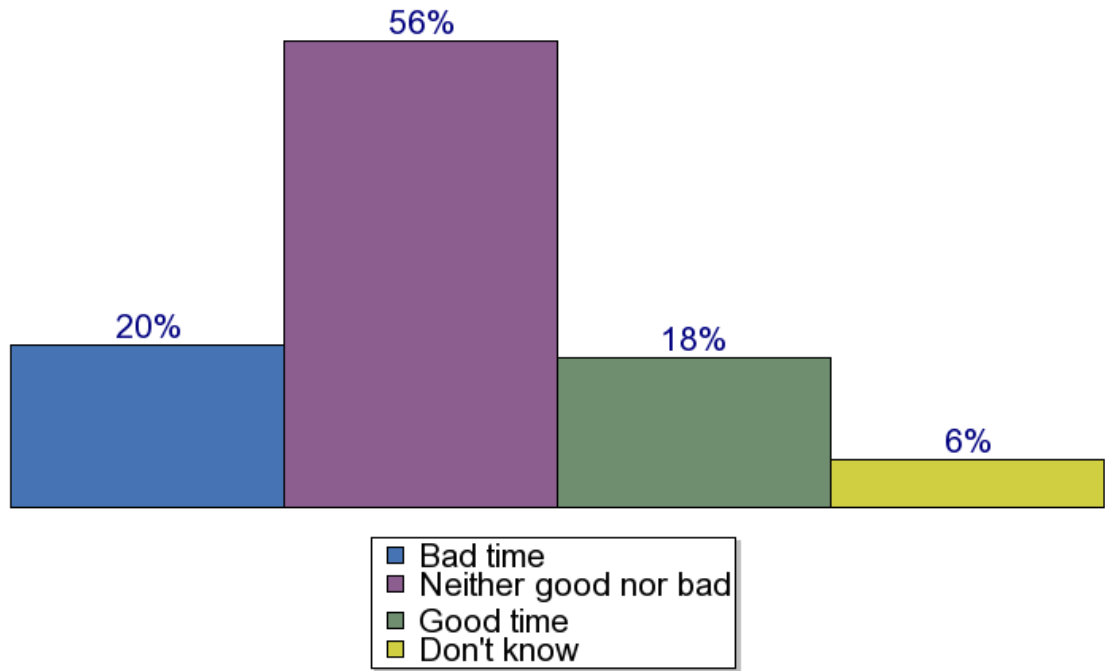
And how about a year from now? Do you think business conditions will be better, worse, or about the same as now?



n = 1,006



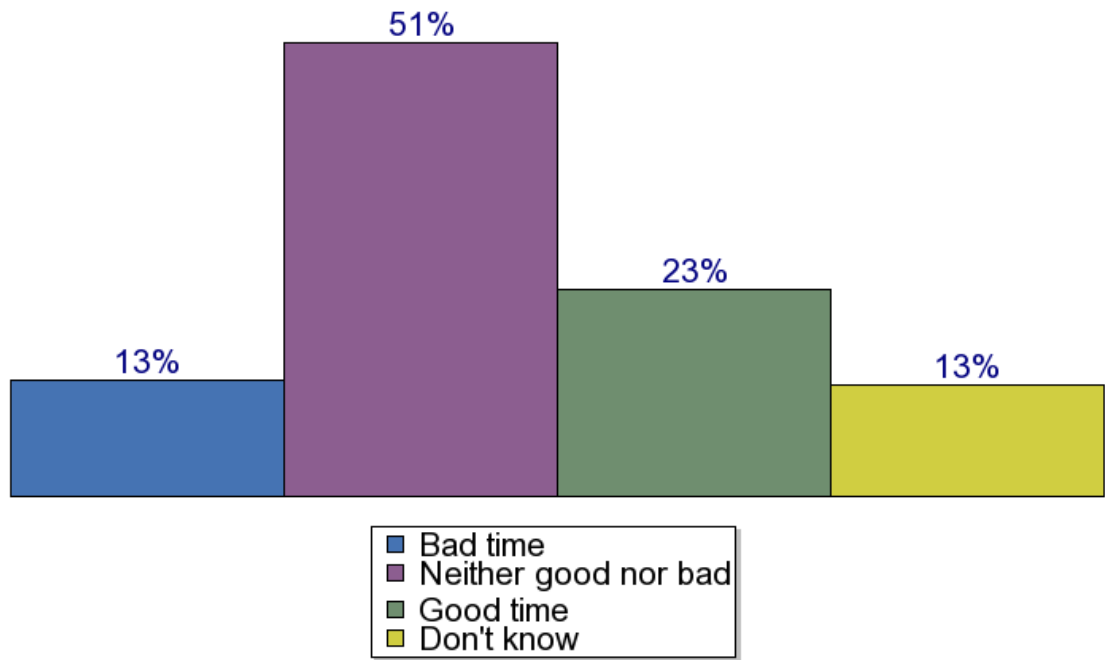
Generally speaking, do you believe now is a good time or bad time to buy jewelry?



n = 1,006



Do you believe the next 12 months or so will be a good time or bad time to buy jewelry?

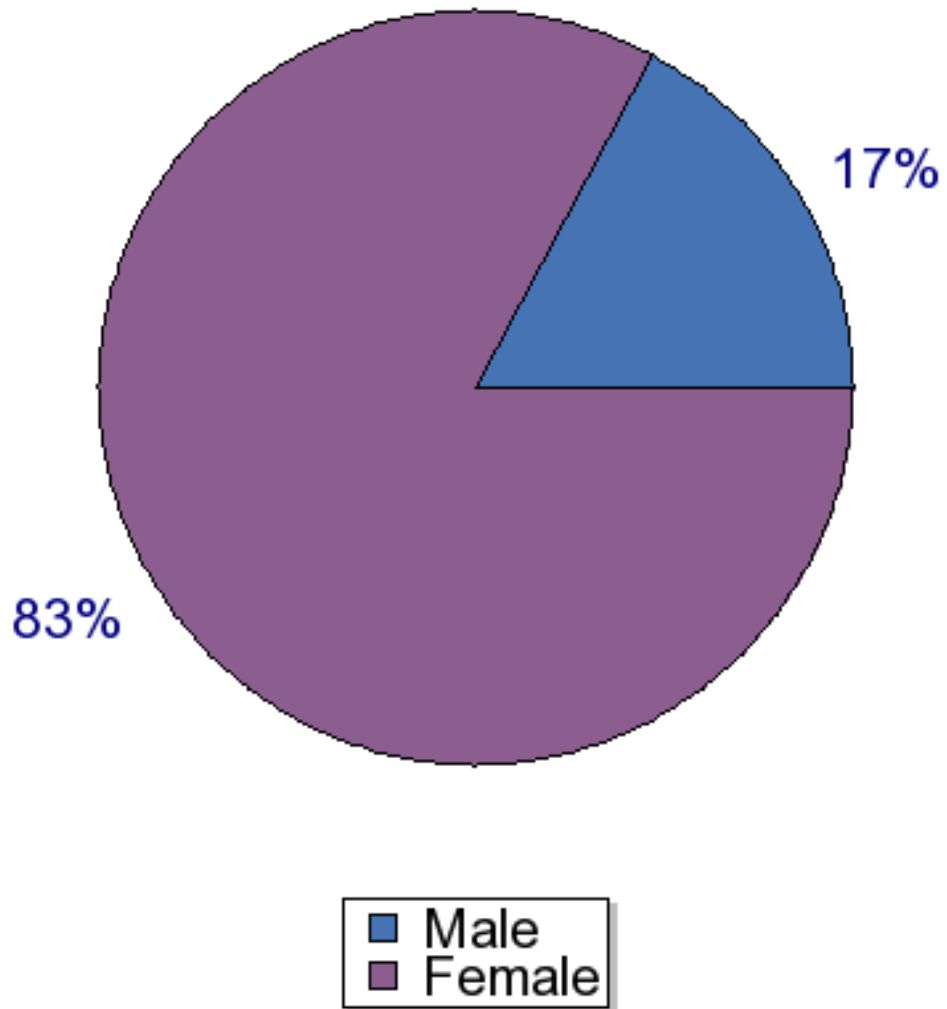


n = 1,006



## Demographics

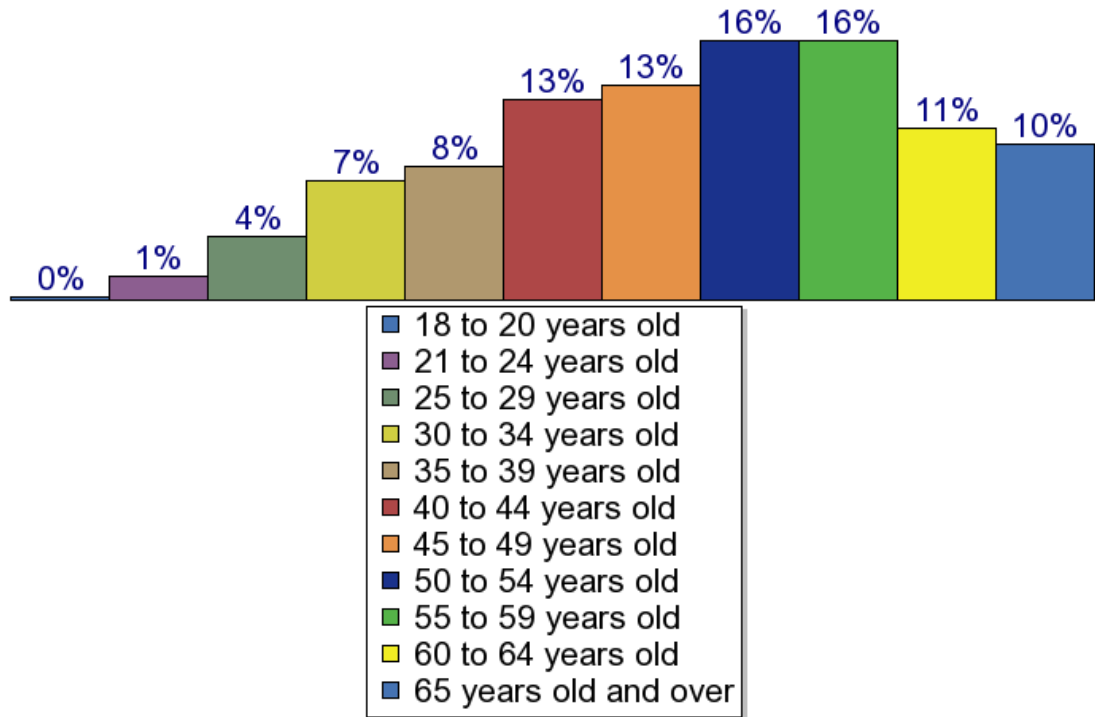
What is your gender?



n = 1,006



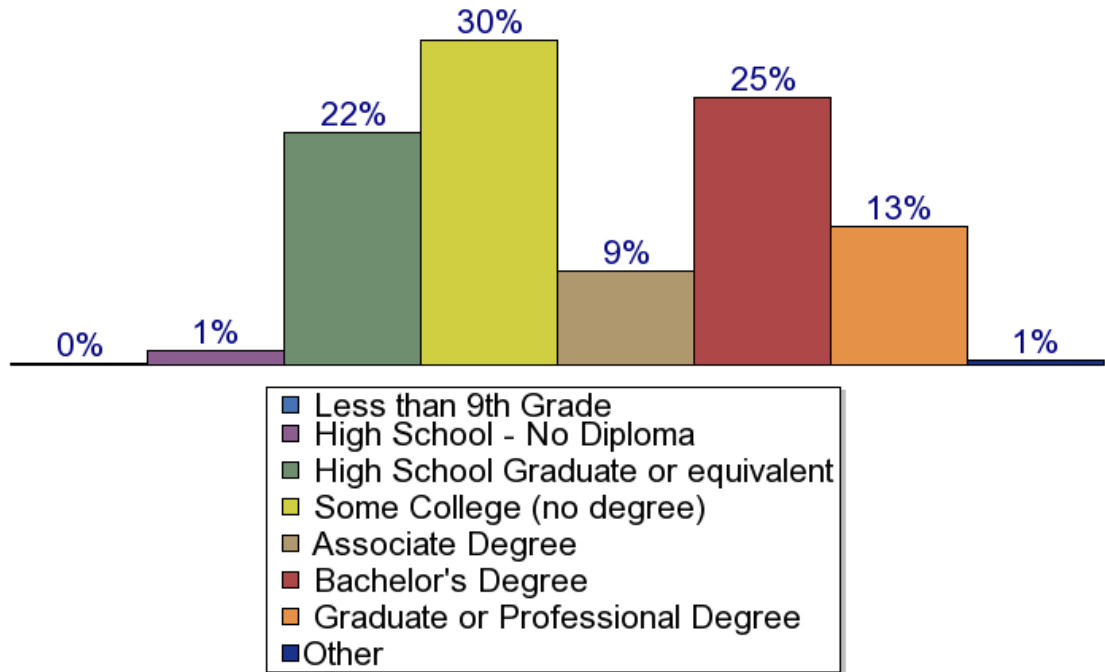
## What is your age group?



n = 1,006



## What is your level of education?

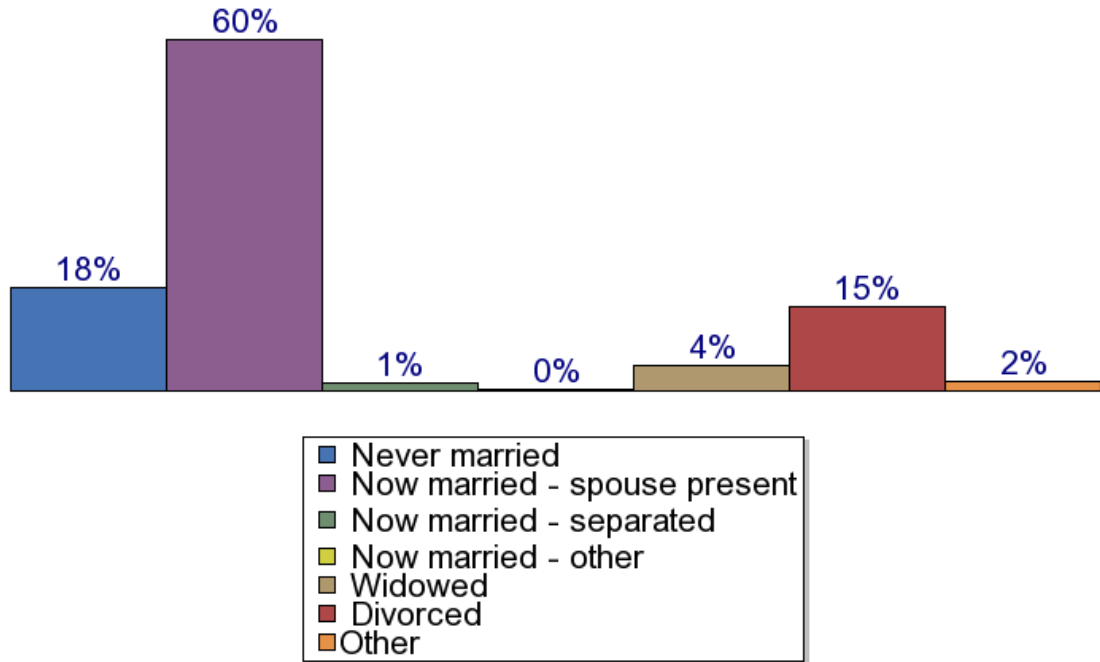


n = 1,006



## Demographics

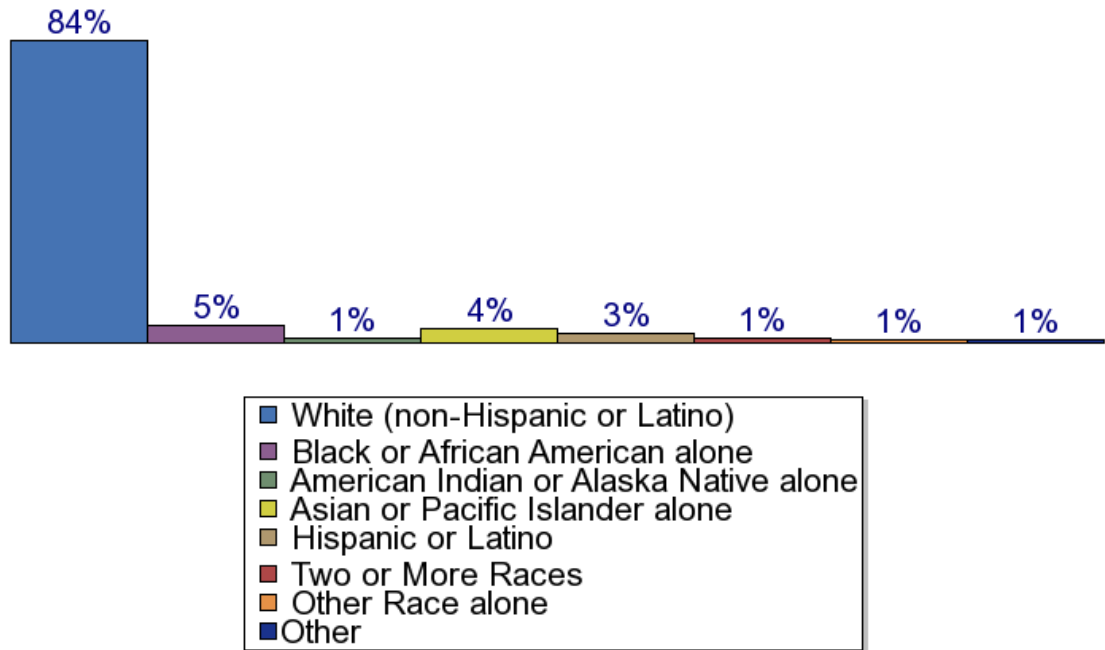
What is your current marital status?



n = 1,006



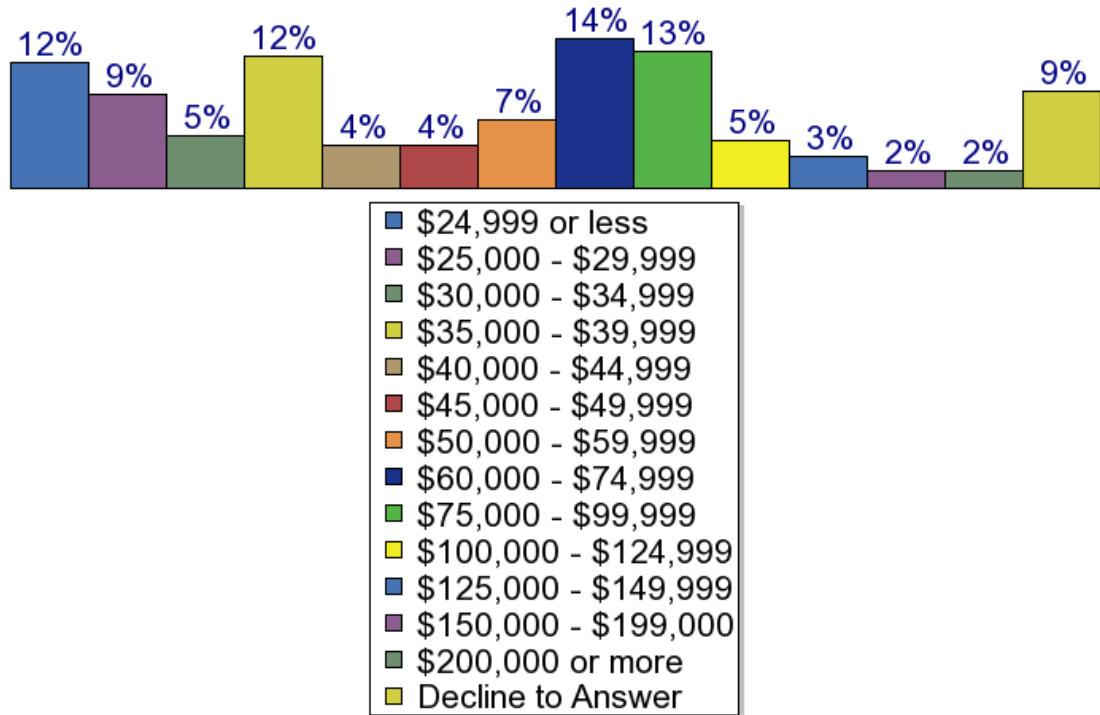
## What is your race/ethnicity?



n = 1,006



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



n = 1,006



## About the 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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