

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE= 603 Affluent Adults Except Where Noted

Q1A. HOW OFTEN DO YOU GO SHOPPING FOR CLOTHING AND ACCESSORIES IN STORES?

	ALL RESPONDENTS =====
ONCE A WEEK OR MORE	10%
ABOUT EVERY OTHER WEEK	10%
ABOUT ONCE A MONTH	29%
A FEW TIMES A YEAR	40%
ONCE A YEAR OR LESS	8%
ALMOST NEVER	3%

Q1B. HOW OFTEN DO YOU GO SHOPPING FOR CLOTHING AND ACCESSORIES ONLINE?

	ALL RESPONDENTS =====
ONCE A WEEK OR MORE	9%
ABOUT EVERY OTHER WEEK	10%
ABOUT ONCE A MONTH	18%
A FEW TIMES A YEAR	32%
ONCE A YEAR OR LESS	12%
ALMOST NEVER	19%

Q2A. WHERE DO YOU DO MOST OF YOUR SHOPPING FOR CLOTHING AND ACCESSORIES?

	ALL RESPONDENTS =====
DEPARTMENT STORES	39%
CHAIN RETAIL STORES SPECIALIZING IN APPAREL/ ACCESSORIES	25%
INTERNET	12%
OUTLET STORES	11%
BOUTIQUES	7%
CATALOGS	3%
OTHER	3%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q2B. WHERE DO YOU DO THE SECOND MOST OF YOUR SHOPPING FOR CLOTHING AND ACCESSORIES?

	ALL RESPONDENTS =====
DEPARTMENT STORES	25%
CHAIN RETAIL STORES SPECIALIZING IN APPAREL/ ACCESSORIES	25%
INTERNET	18%
OUTLET STORES	16%
BOUTIQUES	10%
CATALOGS	4%
OTHER	2%

Q3I. WHAT PERCENTAGE OF YOUR CLOTHING AND ACCESSORIES PURCHASES HAVE YOU MADE ON THE INTERNET IN THE PAST 12 MONTHS?

	ALL RESPONDENTS =====
NONE	18%
1% - 25%	47%
26% - 50%	19%
51% - 75%	8%
76% - 100%	7%

Q3P. HAVE YOU PURCHASED ANY OF THE FOLLOWING CLOTHING OR ACCESSORY ITEMS ON THE INTERNET IN THE PAST 12 MONTHS?
BASE: HAVE PURCHASED CLOTHING/ACCESSORIES ON INTERNET IN PAST 12 MONTHS (484)

	ALL RESPONDENTS =====
CLOTHING	78%
SHOES	45%
BEAUTY, GROOMING OR FRAGRANCE	36%
JEWELRY	25%
HANDBAGS	19%
SCARVES AND BELTS	14%
SUNGLASSES	10%
OTHER	19%
NONE OF THE ABOVE	4%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q4. WHICH OF THE FOLLOWING IS MOST IMPORTANT IN DECIDING WHERE TO SHOP FOR CLOTHING AND ACCESSORIES?

ALL
RESPONDENTS
=====

BRANDS OF CLOTHING THEY CARRY	40%
GOOD PRICES	36%
NEARBY TO HOME OR WORK	15%
OTHER	10%

Q6A. WHERE DO YOU GET MOST OF YOUR IDEAS FOR NEW CLOTHING OR ACCESSORIES?

ALL
RESPONDENTS
=====

BROWSING AT STORES	36%
SEE WHAT OTHER PEOPLE ARE WEARING	19%
CATALOGS	13%
FASHION MAGAZINES	12%
ADVERTISEMENTS	7%
INTERNET	4%
OTHER	8%

Q6B. WHERE DO YOU GET THE SECOND MOST OF YOUR IDEAS FOR NEW CLOTHING OR ACCESSORIES?

ALL
RESPONDENTS
=====

SEE WHAT OTHER PEOPLE ARE WEARING	28%
BROWSING AT STORES	22%
CATALOGS	16%
FASHION MAGAZINES	11%
ADVERTISEMENTS	11%
INTERNET	6%
OTHER	5%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q7A. HOW MUCH DID YOU PERSONALLY SPEND IN 2005, EITHER ON YOURSELF OR OTHERS, ON EACH OF THE FOLLOWING?
1) BEAUTY/GROOMING PRODUCTS

	ALL RESPONDENTS =====
NONE	6%
\$100 OR LESS	18%
\$101 TO 250	24%
\$251 TO 500	21%
\$501 TO 750	12%
\$751 TO 1,000	7%
\$1,001 TO \$2,500	6%
\$2,501 TO \$5,000	1%
\$5,001 TO \$7,500	1%
\$7,501 TO \$10,000	*
MORE THAN \$10,000	1%
NO ANSWER/DON'T KNOW	*

Q7A. HOW MUCH DID YOU PERSONALLY SPEND IN 2005, EITHER ON YOURSELF OR OTHERS, ON EACH OF THE FOLLOWING?
2) CLOTHING

	ALL RESPONDENTS =====
NONE	2%
\$100 OR LESS	4%
\$101 TO 250	6%
\$251 TO 500	11%
\$501 TO 750	14%
\$751 TO 1,000	14%
\$1,001 TO \$2,500	26%
\$2,501 TO \$5,000	13%
\$5,001 TO \$7,500	5%
\$7,501 TO \$10,000	1%
MORE THAN \$10,000	3%
NO ANSWER/DON'T KNOW	*

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q7A. HOW MUCH DID YOU PERSONALLY SPEND IN 2005, EITHER ON YOURSELF OR OTHERS, ON EACH OF THE FOLLOWING?
3) ACCESSORIES

	ALL RESPONDENTS =====
NONE	7%
\$100 OR LESS	13%
\$101 TO 250	20%
\$251 TO 500	23%
\$501 TO 750	15%
\$751 TO 1,000	10%
\$1,001 TO \$2,500	7%
\$2,501 TO \$5,000	3%
\$5,001 TO \$7,500	1%
\$7,501 TO \$10,000	*
MORE THAN \$10,000	1%
NO ANSWER/DON'T KNOW	*

Q7A. HOW MUCH DID YOU PERSONALLY SPEND IN 2005, EITHER ON YOURSELF OR OTHERS, ON EACH OF THE FOLLOWING?
4) JEWELRY

	ALL RESPONDENTS =====
NONE	18%
\$100 OR LESS	19%
\$101 TO 250	15%
\$251 TO 500	11%
\$501 TO 750	7%
\$751 TO 1,000	7%
\$1,001 TO \$2,500	9%
\$2,501 TO \$5,000	6%
\$5,001 TO \$7,500	4%
\$7,501 TO \$10,000	1%
MORE THAN \$10,000	4%
NO ANSWER/DON'T KNOW	1%

Q7B. YOU SPEND MORE, LESS OR ABOUT THE SAME ON EACH OF THE FOLLOWING IN 2005 AS YOU DID IN THE PRIOR YEAR, 2004?
1) BEAUTY/GROOMING PRODUCTS

	ALL RESPONDENTS =====
MORE	22%
LESS	7%
ABOUT THE SAME	72%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q7B. YOU SPEND MORE, LESS OR ABOUT THE SAME ON EACH OF THE FOLLOWING IN 2005 AS YOU DID IN THE PRIOR YEAR, 2004?
2) CLOTHING

	ALL RESPONDENTS =====
MORE	27%
LESS	17%
ABOUT THE SAME	56%

Q7B. YOU SPEND MORE, LESS OR ABOUT THE SAME ON EACH OF THE FOLLOWING IN 2005 AS YOU DID IN THE PRIOR YEAR, 2004?
3) ACCESSORIES

	ALL RESPONDENTS =====
MORE	17%
LESS	18%
ABOUT THE SAME	65%

Q7B. YOU SPEND MORE, LESS OR ABOUT THE SAME ON EACH OF THE FOLLOWING IN 2005 AS YOU DID IN THE PRIOR YEAR, 2004?
4) JEWELRY

	ALL RESPONDENTS =====
MORE	24%
LESS	23%
ABOUT THE SAME	53%

Q7C. WHICH DO YOU PREFER MORE...

	ALL RESPONDENTS =====
SHOPPING FOR CLOTHING AND ACCESSORIES, OR	34%
SHOPPING FOR HOME FURNISHINGS	24%
PREFER EQUALLY	42%

Q7D. WOULD YOU SAY YOU MAINLY SHOP...

	ALL RESPONDENTS =====
ONLY WHEN YOU NEED A SPECIFIC ITEM	56%
YOU ENJOY SHOPPING EVEN JUST TO BROWSE	44%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q7E. HAVE YOU PURCHASED ANY OF THE FOLLOWING ITEMS ON THE INTERNET IN THE PAST 12 MONTHS?

	ALL RESPONDENTS =====
HAVE NOT PURCHASED ANYTHING	5%
BOOKS	68%
CLOTHING AND ACCESSORIES	68%
MUSIC	54%
ELECTRONICS	50%
TOYS	32%
FURNITURE AND DECOR	29%
FOOD	25%
DRUGSTORE PRODUCTS	25%
AUTOMOTIVE	14%
OTHER	16%

Q8. PUTTING PRICE ASIDE, WHAT DO YOU THINK IS THE BEST CLOTHING BRAND?

	ALL RESPONDENTS =====
RALPH LAUREN	15%
BROOKS BROTHERS	12%
ARMANI	11%
ANN TAYLOR	7%
LEVI'S	4%
CHANEL	3%
PRADA	3%
KENNETH COLE	3%
CALVIN KLEIN	3%
THE GAP	2%
BANANA REPUBLIC	2%
NIKE	2%
DKNY	2%
GUCCI	2%
VICTORIA'S SECRET	2%
BCBG	1%
MARC JACOBS	1%
J. CREW	1%
ANNE KLEIN	1%
DI ESEL	1%
H&M	-
OTHER	24%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q9. PUTTING PRICE ASIDE, WHAT DO YOU THINK IS THE BEST AUTOMOTIVE BRAND?

	ALL RESPONDENTS =====
MERCEDES	22%
LEXUS	16%
BMW	15%
TOYOTA	7%
HONDA	5%
JAGUAR	4%
PORSCHE	3%
CADI LLAC	3%
CHEVROLET	3%
VOLVO	2%
FORD	2%
ACURA	2%
FERRARI	2%
HUMMER	1%
AUDI	1%
VOLKSWAGEN	1%
SAAB	1%
LAND ROVER	1%
OTHER	7%

Q10. PUTTING PRICE ASIDE, WHAT DO YOU THINK IS THE BEST BEAUTY/GROOMING BRAND?

	ALL RESPONDENTS =====
CLINIQUE	11%
NEUTROGENA	10%
ESTEE LAUDER	9%
AVEDA	9%
LANCOME	9%
GI LLETTE	6%
GI ORGIO ARMANI	5%
MAC COSMETICS	5%
BOBBI BROWN	3%
KI EHL' S	2%
NI VEA	2%
CALVIN KLEIN	2%
BED HEAD	2%
CLARINS	1%
BUMBLE AND BUMBLE	1%
JEAN PAUL GAULTIER	1%
NARS	*
OTHER	20%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q11A. WERE YOU HAPPY WITH THIS LUXURY ITEM PURCHASE OR DID YOU REGRET BUYING IT?
BASE: PURCHASED LUXURY ITEM IN PAST 12 MONTHS (420)

ALL
RESPONDENTS
=====

HAPPY WITH PURCHASE	97%
REGRETTED BUYING	3%

Q12. WHAT IS THE MOST THAT YOU HAVE EVER SPENT ON YOURSELF OR SOMEBODY ELSE ON EACH OF THE FOLLOWING.
C) CLOTHING ITEM

ALL
RESPONDENTS
=====

NEVER PURCHASED	1%
\$100 OR LESS	7%
\$101 TO 300	27%
\$301 TO 500	17%
\$501 TO 750	14%
\$751 TO 1,000	12%
\$1001 TO 1,999	7%
\$2,000 OR MORE	14%

Q12. WHAT IS THE MOST THAT YOU HAVE EVER SPENT ON YOURSELF OR SOMEBODY ELSE ON EACH OF THE FOLLOWING.
D) HANDBAG

ALL
RESPONDENTS
=====

NEVER PURCHASED	22%
\$100 OR LESS	22%
\$101 TO 300	26%
\$301 TO 500	14%
\$501 TO 750	6%
\$751 TO 1,000	5%
\$1001 TO 1,999	3%
\$2,000 OR MORE	2%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q12. WHAT IS THE MOST THAT YOU HAVE EVER SPENT ON YOURSELF OR SOMEBODY ELSE ON EACH OF THE FOLLOWING.
E) PAIR OF SHOES

ALL
RESPONDENTS
=====

NEVER PURCHASED	3%
\$100 OR LESS	26%
\$101 TO 300	51%
\$301 TO 500	12%
\$501 TO 750	5%
\$751 TO 1,000	1%
\$1001 TO 1,999	1%
\$2,000 OR MORE	2%

Q12. WHAT IS THE MOST THAT YOU HAVE EVER SPENT ON YOURSELF OR SOMEBODY ELSE ON EACH OF THE FOLLOWING.
F) JEWELRY

ALL
RESPONDENTS
=====

NEVER PURCHASED	3%
\$100 OR LESS	13%
\$101 TO 300	13%
\$301 TO 500	8%
\$501 TO 750	7%
\$751 TO 1,000	8%
\$1001 TO 1,999	8%
\$2,000 OR MORE	40%

Q12. WHAT IS THE MOST THAT YOU HAVE EVER SPENT ON YOURSELF OR SOMEBODY ELSE ON EACH OF THE FOLLOWING.
G) BEAUTY/GROOMING PRODUCT

ALL
RESPONDENTS
=====

NEVER PURCHASED	3%
\$100 OR LESS	60%
\$101 TO 300	29%
\$301 TO 500	3%
\$501 TO 750	2%
\$751 TO 1,000	*
\$1001 TO 1,999	*
\$2,000 OR MORE	2%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

Q13. TURNING TO ACCESSORIES... HOW MANY PAIRS OF SHOES DO YOU OWN?

	ALL RESPONDENTS =====
3 OR LESS	5%
4 - 5	10%
6 - 10	25%
11 - 20	27%
21 - 30	14%
31 - 40	5%
41 - 50	2%
MORE THAN 50	11%

Q14. HOW MANY HANDBAGS DO YOU OWN?

BASE: WOMEN ONLY (341)

	ALL RESPONDENTS =====
NONE	1%
1	3%
2 - 3	19%
4 - 5	18%
6 - 10	25%
MORE THAN 10	34%

QA. GENDER

	ALL RESPONDENTS =====
MALE	50%
FEMALE	50%

F1. NEXT, JUST A FEW QUESTIONS TO HELP US CLASSIFY YOUR RESPONSES. WHAT IS YOUR AGE?

	ALL RESPONDENTS =====
18 - 29	8%
30 - 39	23%
40 - 49	29%
50 - 64	34%
65 OR OLDER	6%
PREFER NOT TO ANSWER	*

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

F2. WHAT IS THE HIGHEST GRADE OF SCHOOLING THAT YOU'VE COMPLETED?

	ALL RESPONDENTS =====
8TH GRADE OR LESS	*
SOME HIGH SCHOOL	-
HIGH SCHOOL GRADUATE	4%
SOME COLLEGE	22%
COLLEGE GRADUATE	34%
POSTGRADUATE STUDY /LAW OR MEDICAL SCHOOL	41%
PREFER NOT TO ANSWER	-

F3. ARE YOU OF HISPANIC ORIGIN OR DESCENT?

	ALL RESPONDENTS =====
YES	5%
NO	93%
PREFER NOT TO ANSWER	2%

F4. WHAT IS YOUR RACE? ARE YOU WHITE, BLACK, ASIAN, OR SOMETHING ELSE?

	ALL RESPONDENTS =====
WHITE	85%
BLACK	3%
ASIAN	5%
HISPANIC	1%
OTHER	3%
PREFER NOT TO ANSWER	3%

F9. JUST FOR CLASSIFICATION PURPOSES, WHAT WAS YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES LAST YEAR.
BASE: TOTAL ANSWERING (518)

	ALL RESPONDENTS =====
\$150,000 TO JUST UNDER \$200,000	48%
\$200,000 TO JUST UNDER \$300,000	34%
\$300,000 TO JUST UNDER \$500,000	9%
\$500,000 OR MORE	9%

* = less than 1%

- = question not asked/zero respondents

TIME MAGAZINE/SRBI – January 12-17, 2006 Online Survey

FINAL DATA-January 20, 2006

BASE=603 Affluent Adults Except Where Noted

F10. FINALLY, SO THAT WE CAN BROADLY CLASSIFY OUR SURVEY RESPONDENTS, WOULD YOU SAY YOUR HOUSEHOLD'S TOTAL INVESTABLE ASSETS IS ABOVE OR BELOW \$500,000?

	ALL RESPONDENTS =====
\$500,000 OR ABOVE	56%
BELOW \$500,000	31%
PREFER NOT TO ANSWER	12%

* = less than 1%

- = question not asked/zero respondents