



Jewelry Consumer
Opinion CouncilSM

When Will You Purchase Again April 2010

Updated April 26, 2010

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

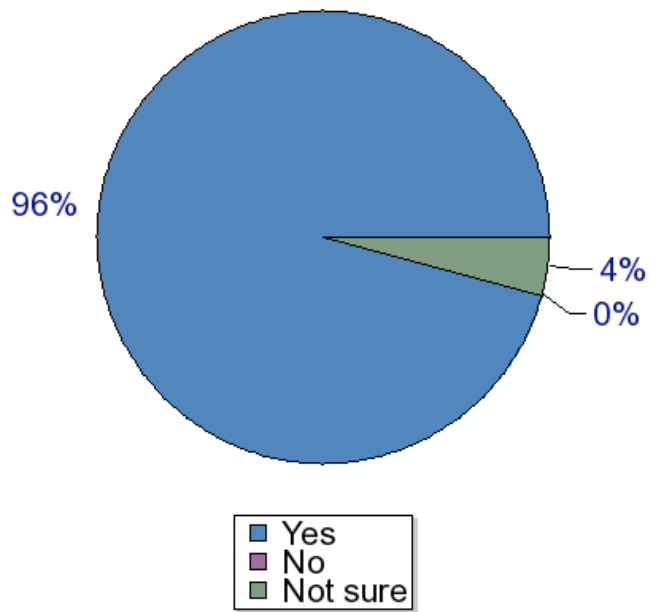
Methodology

The Jewelry Consumer Opinion Council (JCOC) conducted this study between the dates of April 16, 2010 and April 21, 2010. The survey was completed by 788 JCOC Panel Members. In exchange for completing this survey, each participating panel member received one entry into the current JCOC sweepstakes.



Cutting Back

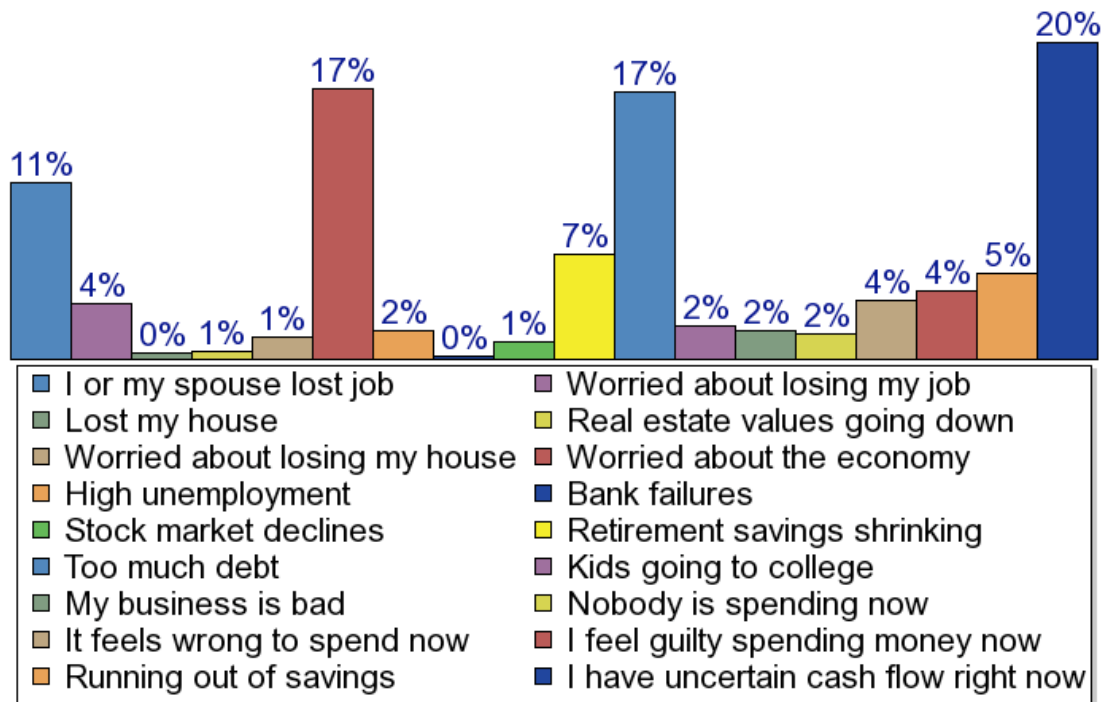
Have you significantly cut back on your purchasing of non essential products and services?



n = 787



What is the one main reason why have you significantly cut back on your purchasing of non essential products and services? (select one only)

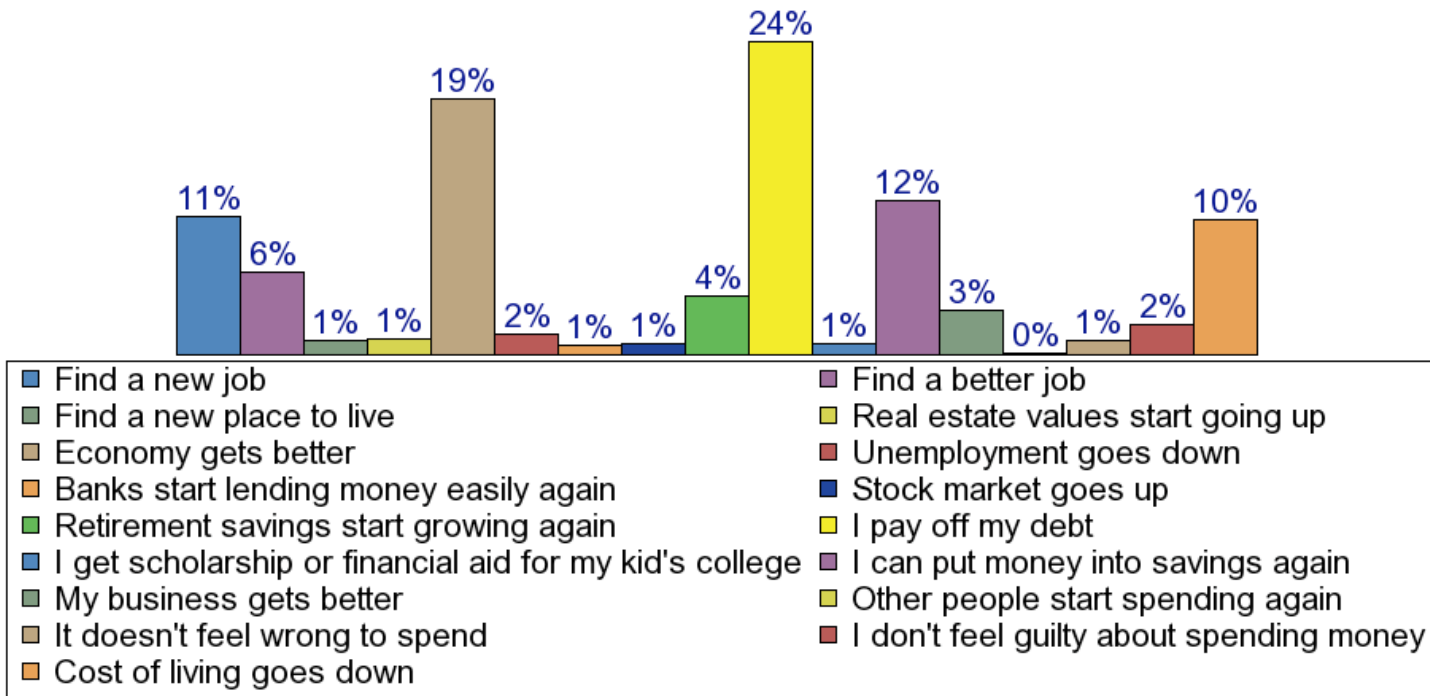


n = 787



Start Purchasing Again

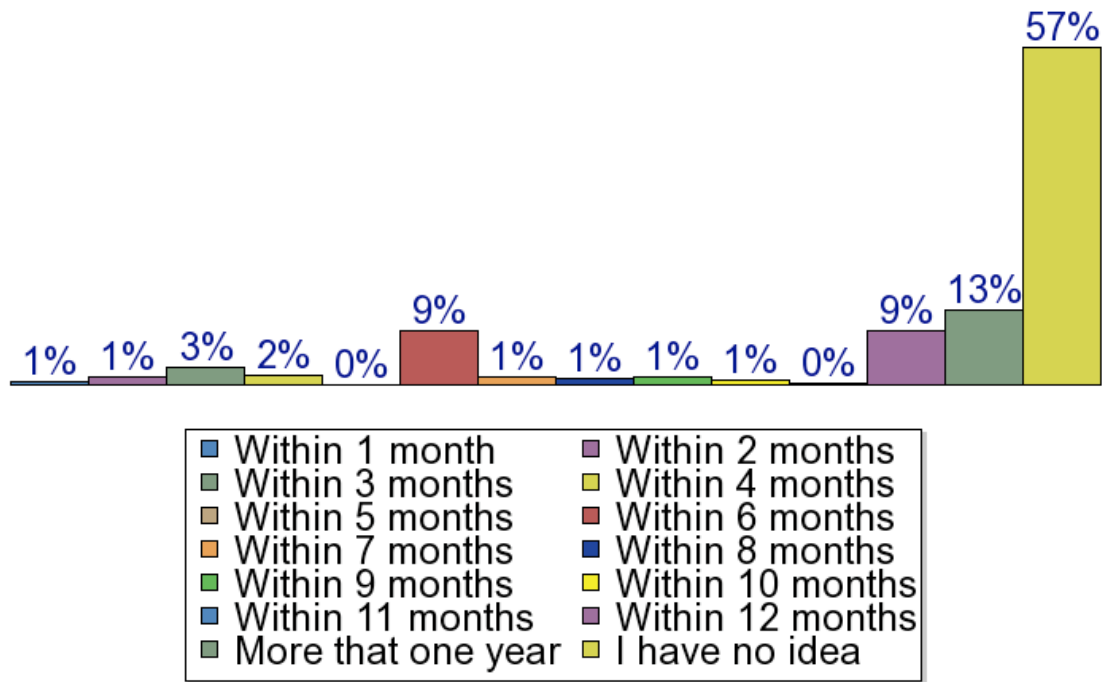
What is the one main reason that would get you to start purchasing non essential products and services again? (select one only)



n = 787



**When do you expect to start purchasing of non essential products and services again?
(select one only)**

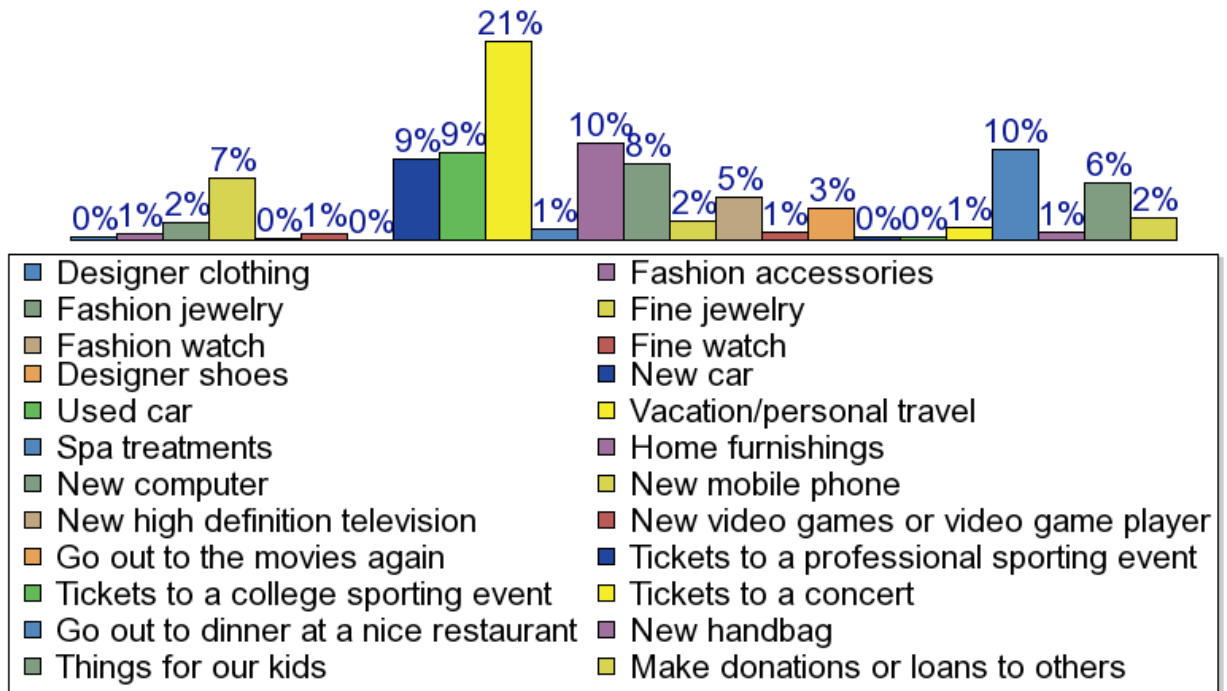


n = 787



What Will You Purchase?

When you begin purchasing non essential products and services again what is the first product or service you will buy? (select one only)

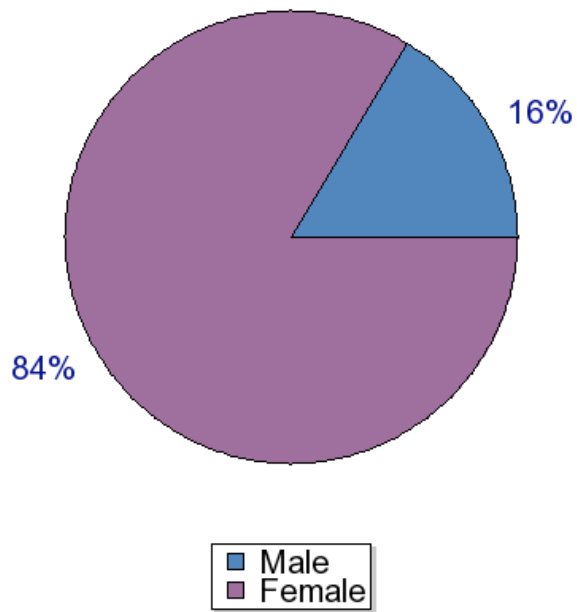


n = 787



Demographics

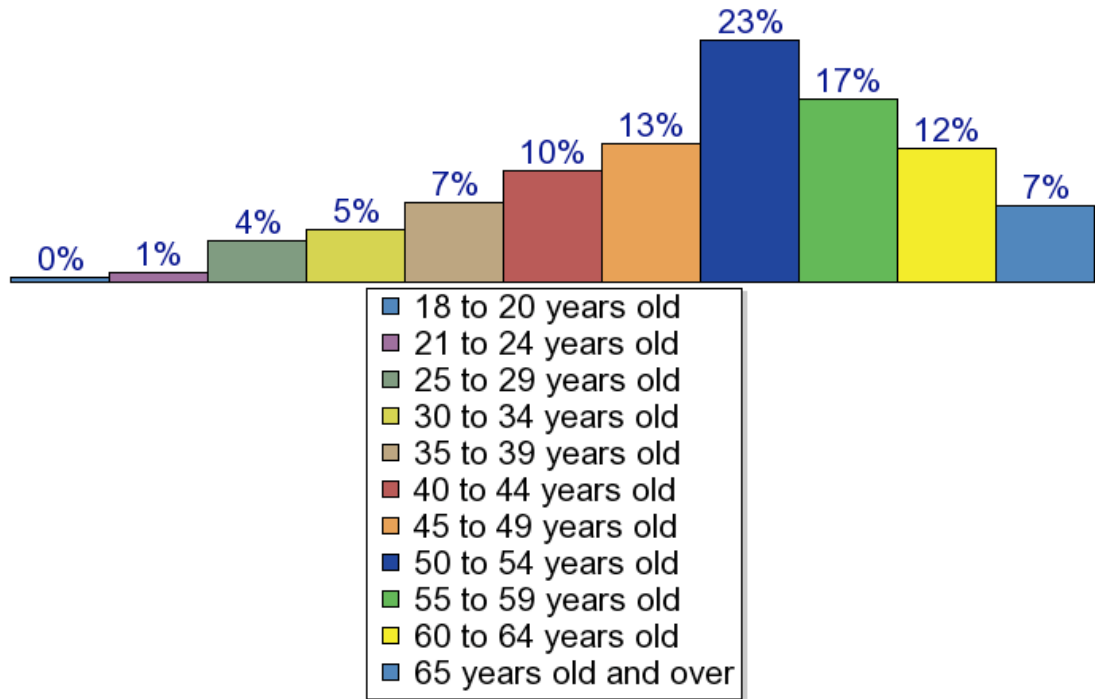
What is your gender?



n = 787



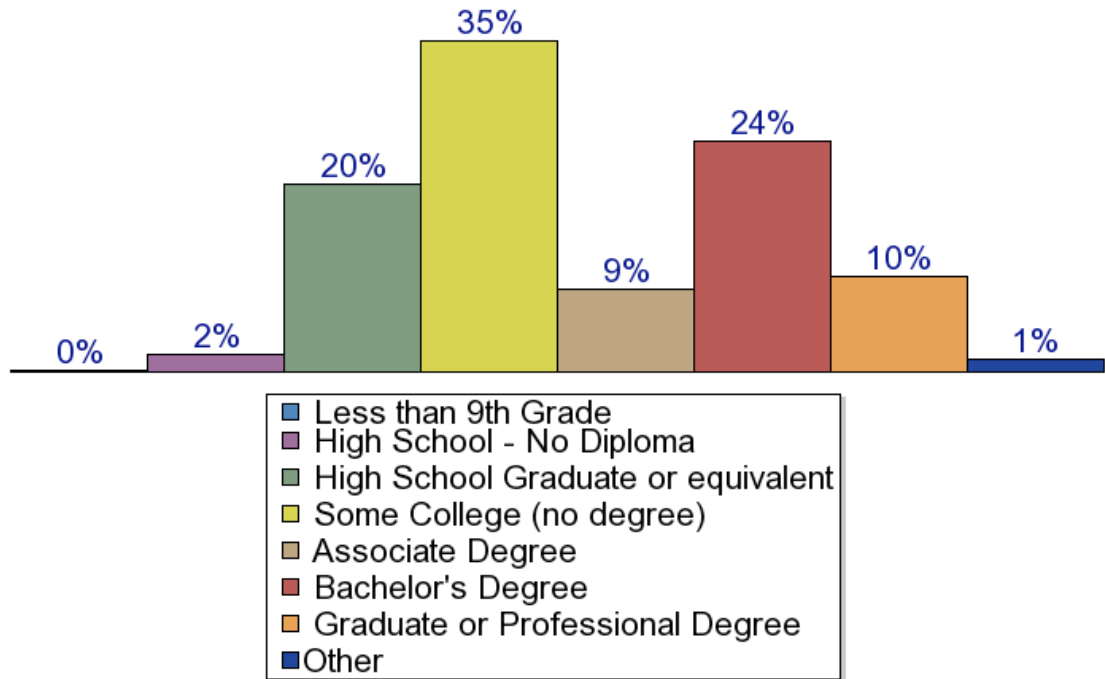
What is your age group?



n = 787



What is your level of education?

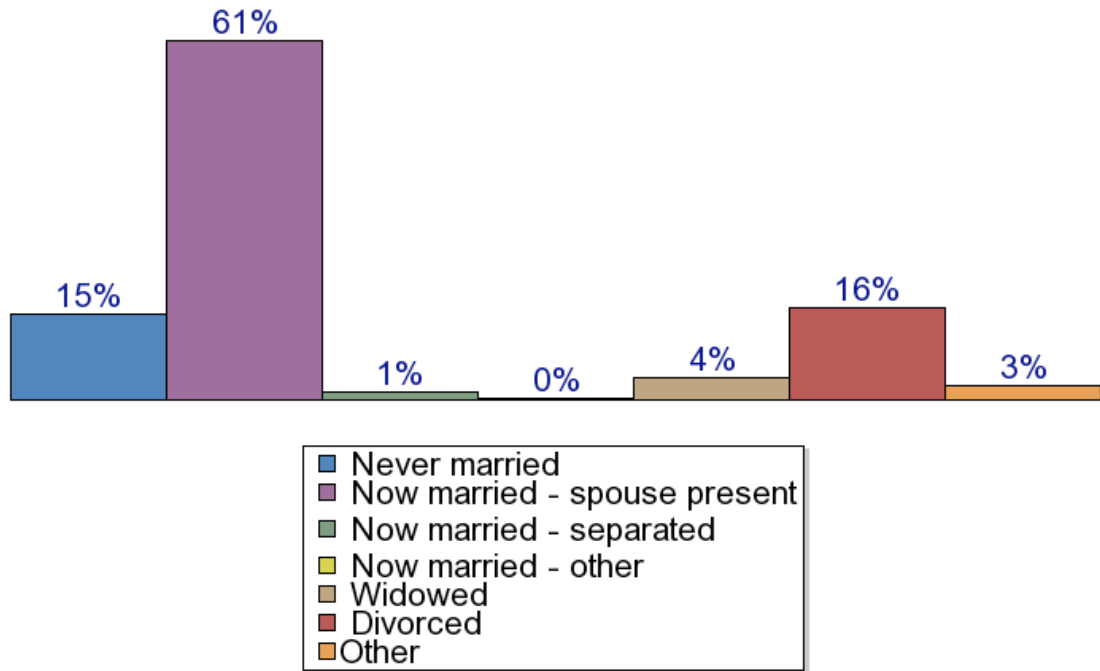


n = 787



Demographics

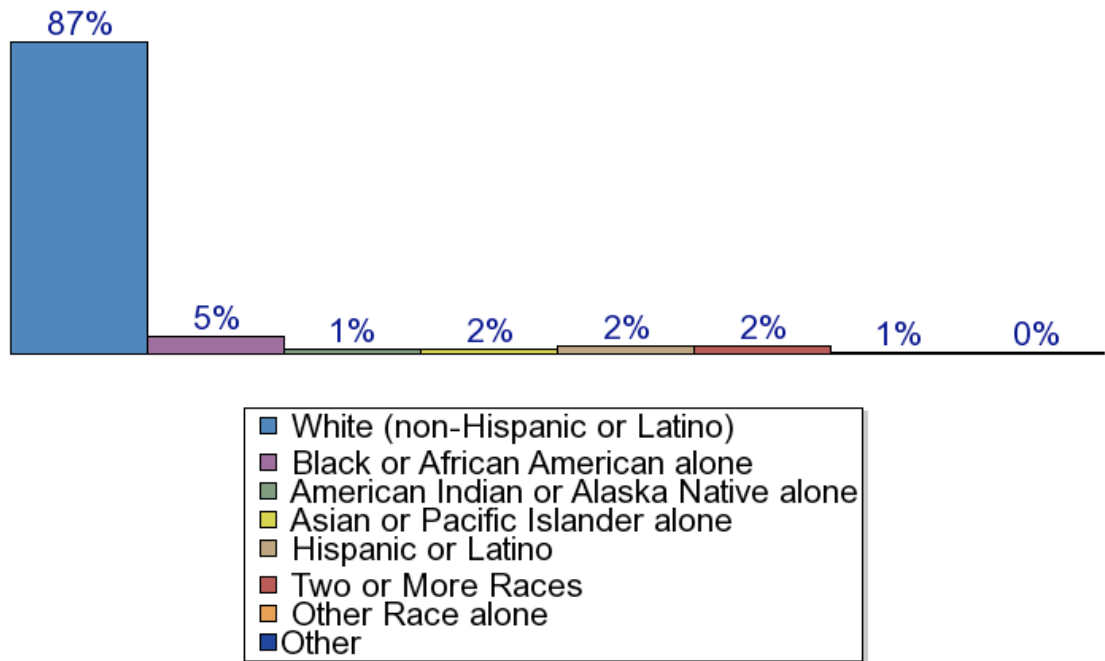
What is your current marital status?



n = 787



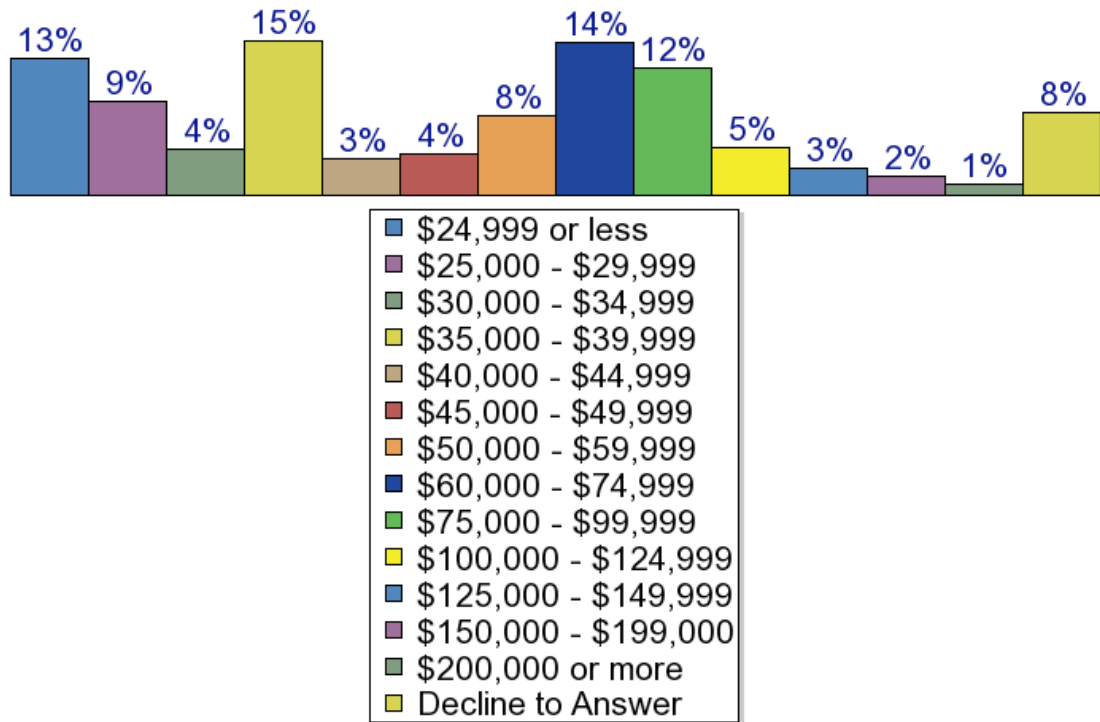
What is your race/ethnicity?



n = 787



What is your annual household income range before taxes?



n = 787



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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