



Jewelry Consumer
Opinion CouncilSM

Men and Their Jewelry **Updated August 9, 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 July 22, 2010 and July 30, 2010. The survey was completed by 309 JCOC Panel Members. In exchange for completing this survey, each participating panel member received one entry into the current JCOC sweepstakes.



Executive Summary

So, do men like wearing and buying jewelry for themselves? The answer is yes and they like diamond jewelry too.

The all-important question for diamond jewelry manufacturers and retailers alike: Do you like men's jewelry with diamonds?

- 51% Yes
- 22% Yes, I have diamond jewelry and would like more
- 19% No
- 8% No and I don't think men should wearing diamonds

This study started by asking what jewelry the respondents own and what do their wear on a regular bases.

When asked: What fine jewelry do you own? The answers were:

- Watches 67%
- Wedding band 53%
- Other ring 42%
- Necklace 35%

What jewelry do you wear at least 4 days a week? Other than watch and wedding band, necklaces were next with 27%.

Throughout the study, necklaces often ranked high after watches and wedding bands in most questions including, if you were to buy jewelry for yourself type questions.

About 1/3 yes, 1/3 no and a 1/3 I don't know, split when asked: Thinking about yourself, your family and friends, do you think men are buying more jewelry for themselves over the past few years?

32% of the respondents are thinking about buying jewelry for themselves. When asked: What type of jewelry for yourself? the answers were:

- Watches 48%
- Other ring 38%
- Necklace 30%

If they answered that they were thinking about buying jewelry for themselves we asked them: What type of gemstones, if any, would the jewelry you are planning to buy have?

- 56% diamond
- 41% color
- 32% no stones

Are men wearing more jewelry? About 14% answer yes and when asked: What is the main reason you are wearing more jewelry this past year? The two main reasons were:

- I have more jewelry to wear
- Someone special gave me jewelry as a gift

What category of men's jewelry have you noticed more men wearing over the past year? Earrings were the top response with 39%.

32% said they have or had pierced ears and 7% said they are thinking about getting one ear pierced.

Of those men who would be shopping for jewelry, chain store or their websites and local independent or their website were the top two answers with 30% sighting internet only retailer. And what would their budget be? 53% said between \$100 and \$750.

When asked: What type of watches do you own? 48% answered everyday watch, 41% dress watch and 37% sport watch. We went on to ask: How many watches do you own? 52% answered 1-2 and 32% 3-4 watches.

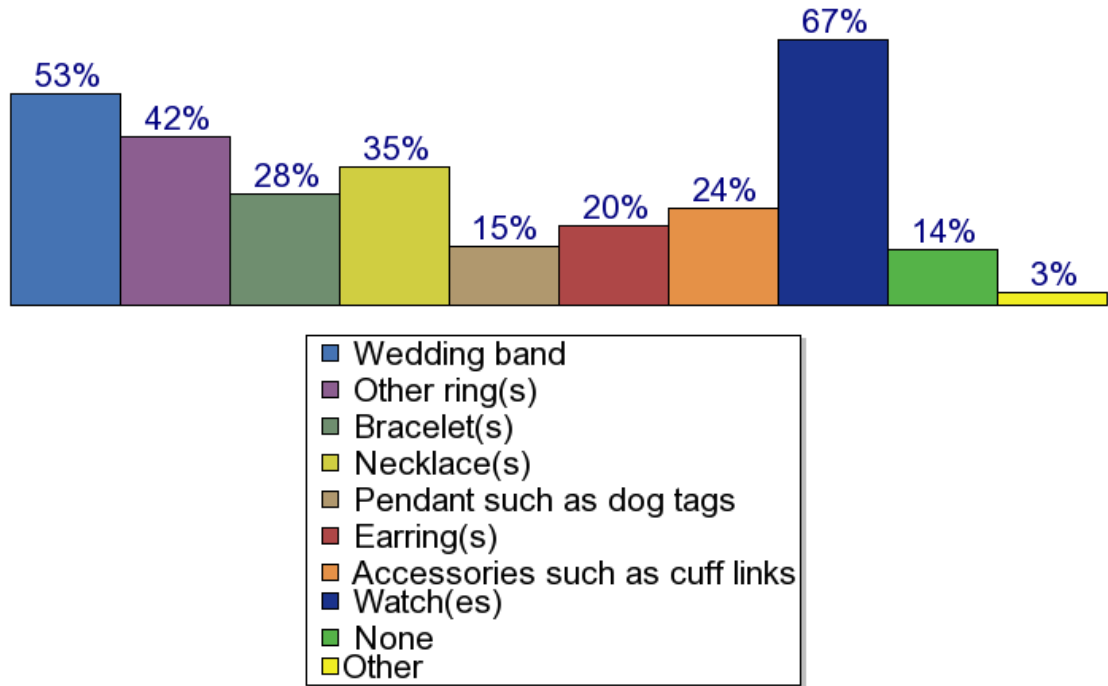
Comparing these study results with past studies of 3 years or older, there has been a 25% increase in the number of male respondents who are buying their own jewelry, beside watches, and like men's jewelry with diamonds.

The Jewelry Consumer Opinion Council (JCOC) conducted this study between the dates of July 22, 2010 and July 30, 2010 and was completed by 308 male JCOC panel members.



What Jewelry Do You Own?

What fine jewelry do you own? (select all that apply)

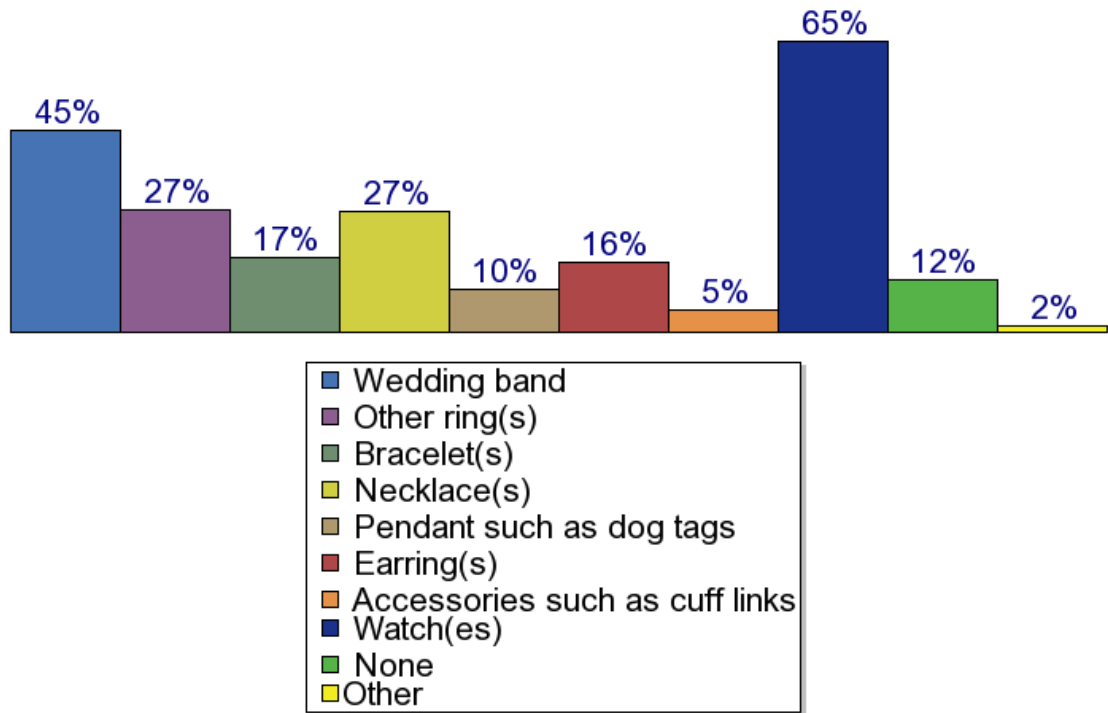


n = 309



What Jewelry Do You Wear?

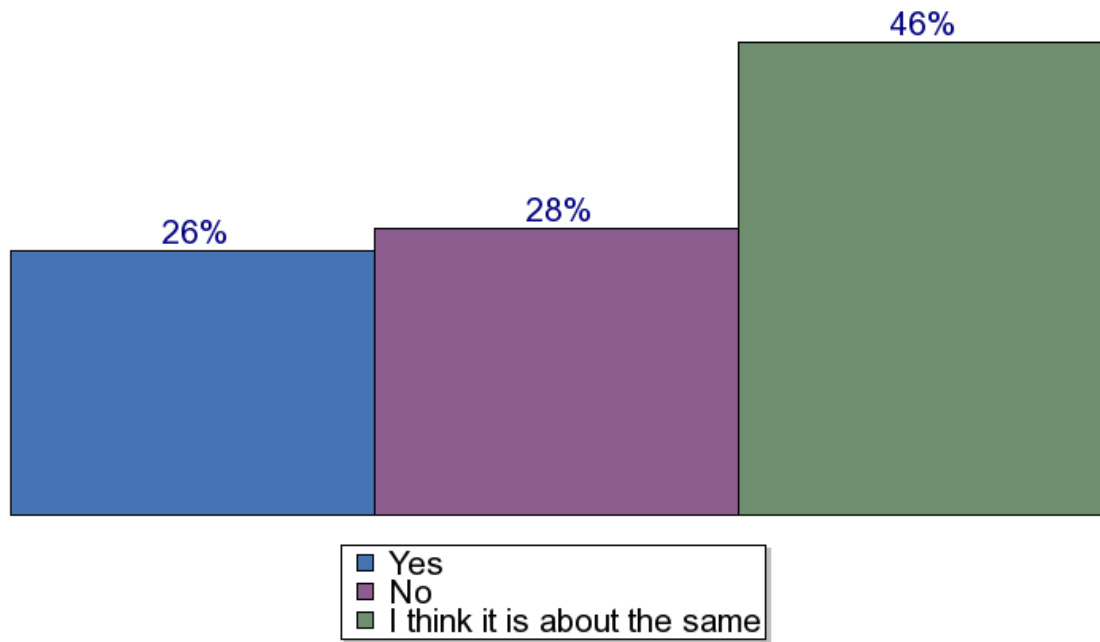
What jewelry do you wear at least 4 days a week? (select all that apply)



n = 266



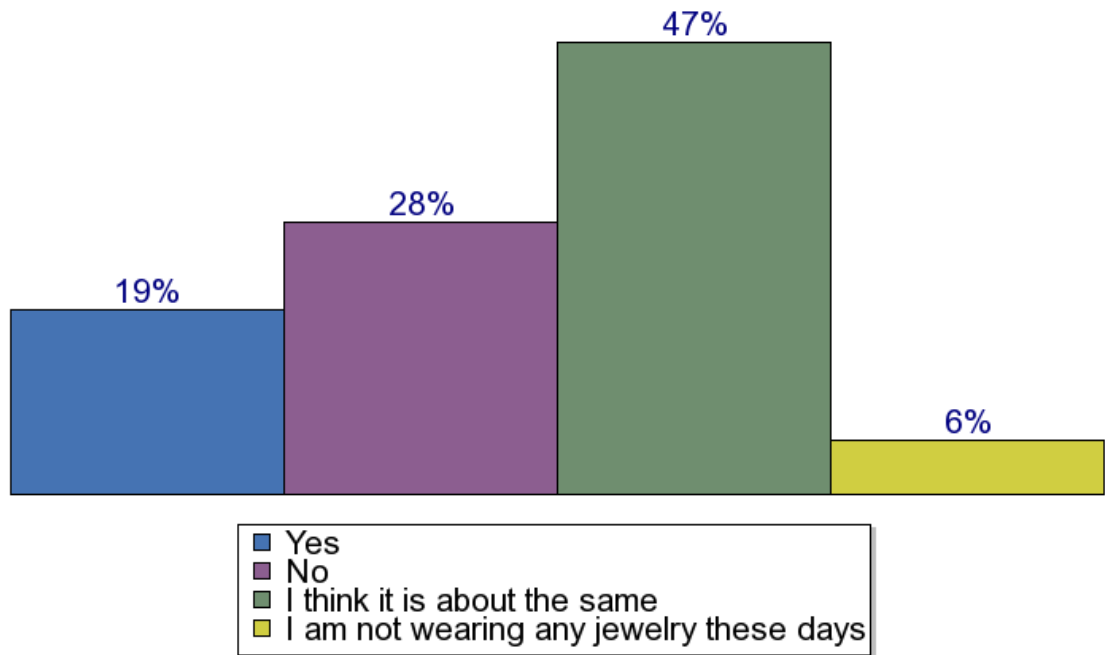
Are you wearing your jewelry more often these days?



n = 266



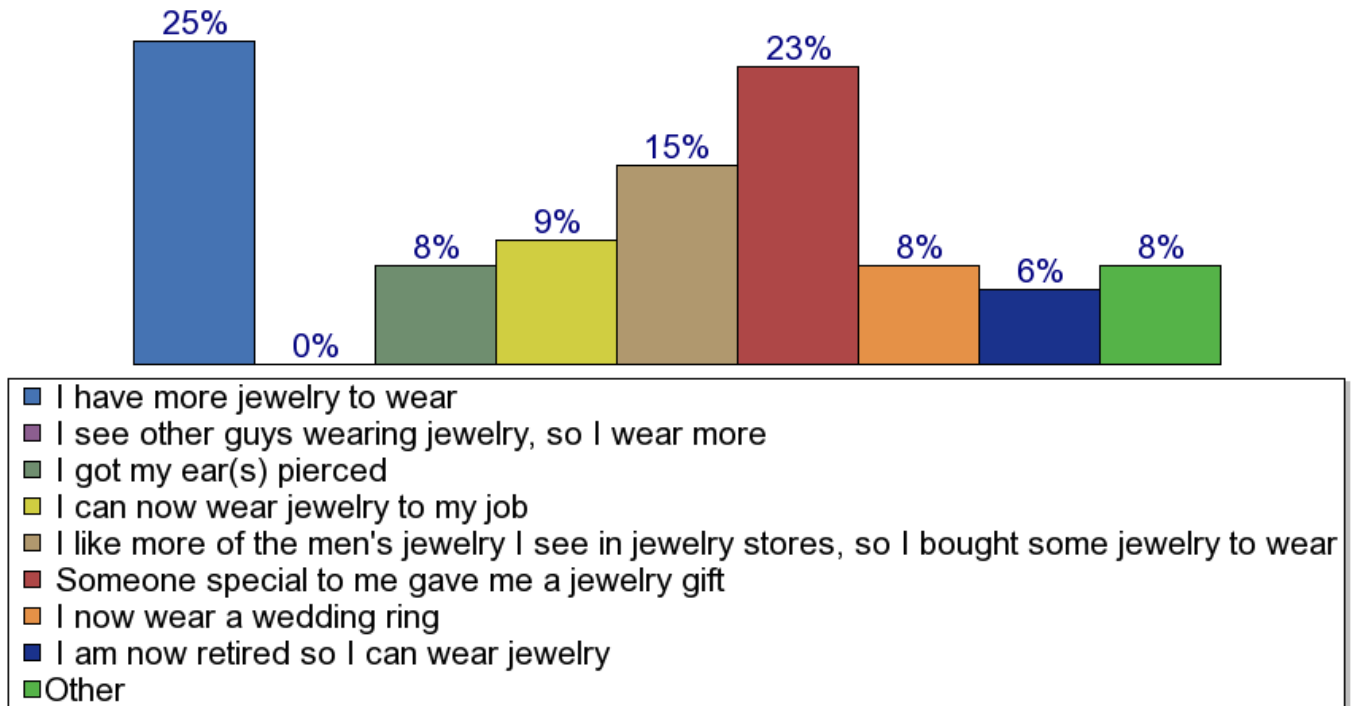
Are you wearing more jewelry over the past year?



n = 266



What is the main reason you are wearing more jewelry this past year?

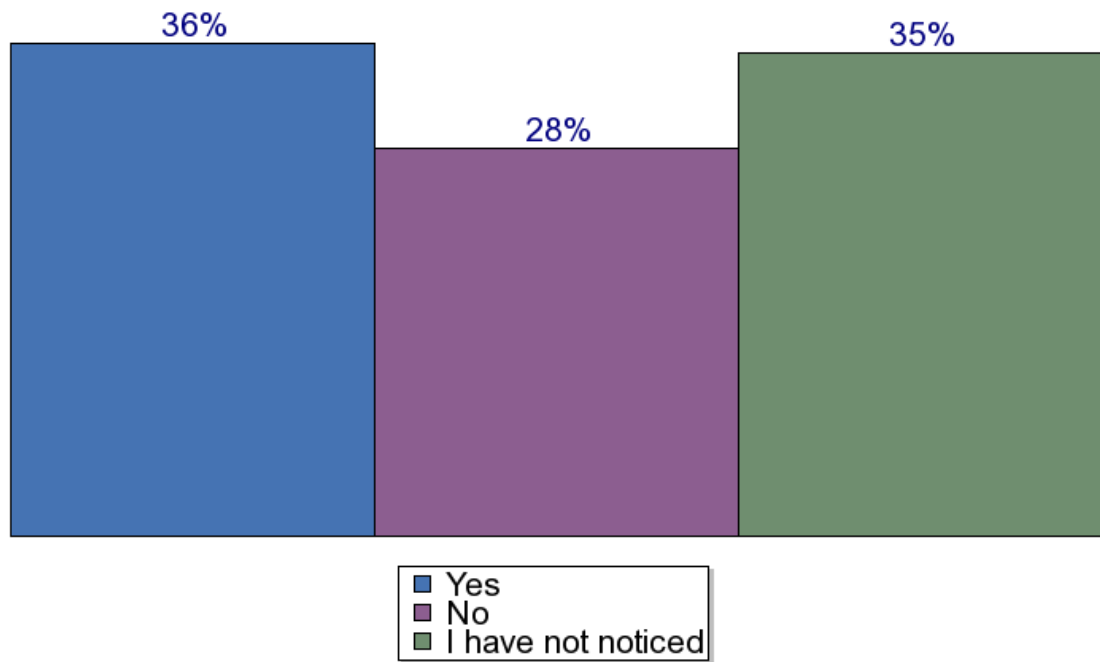


n = 51



Wearing Lately

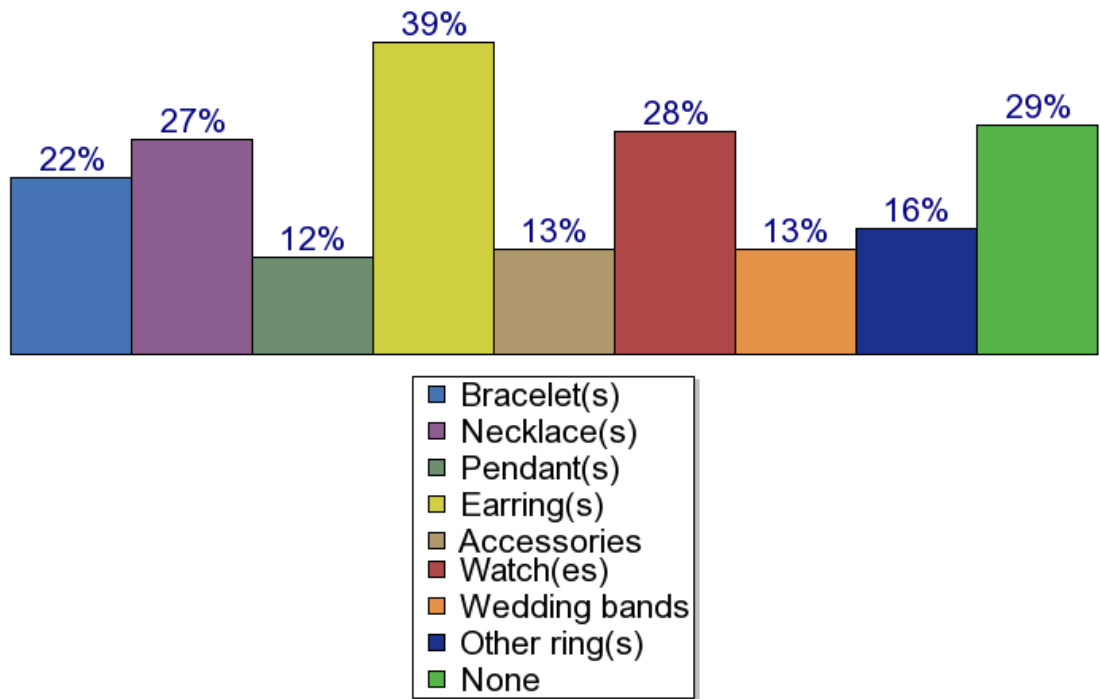
Thinking about your family and friends, do you think men are wearing more jewelry over the past few years?



n = 309



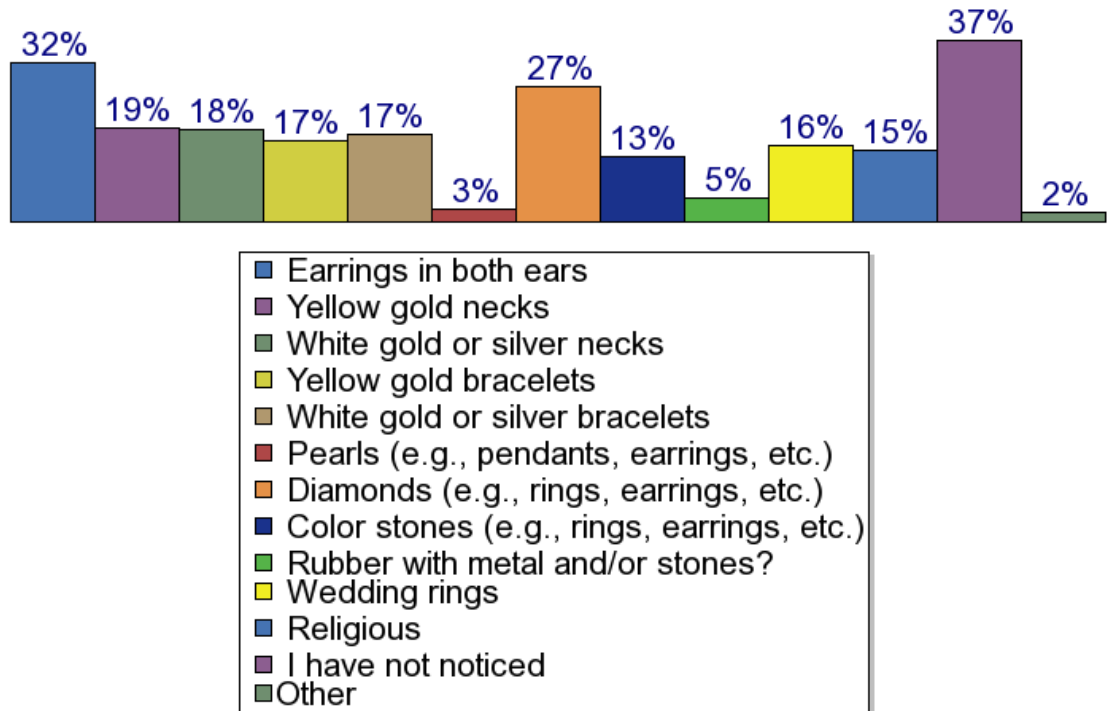
What category of men's jewelry have you noticed more men wearing over the past year?
(select all that apply)



n = 309



What type of jewelry have you noticed more men wearing this past year? (select all that apply)

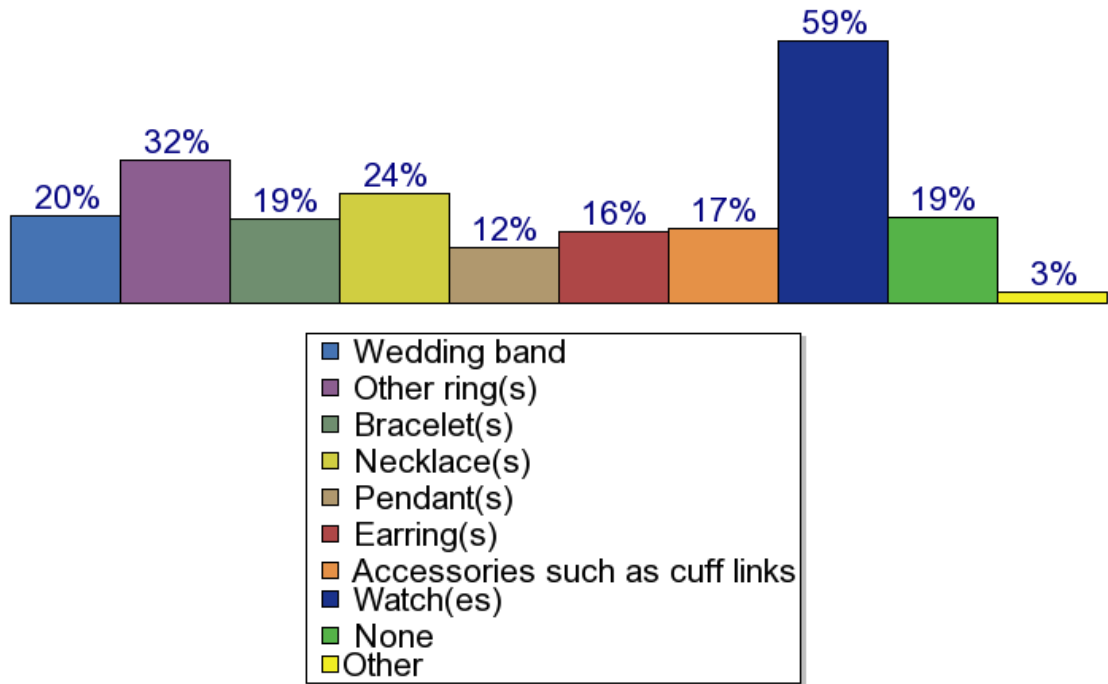


n = 309



What Jewelry Are Men Buying?

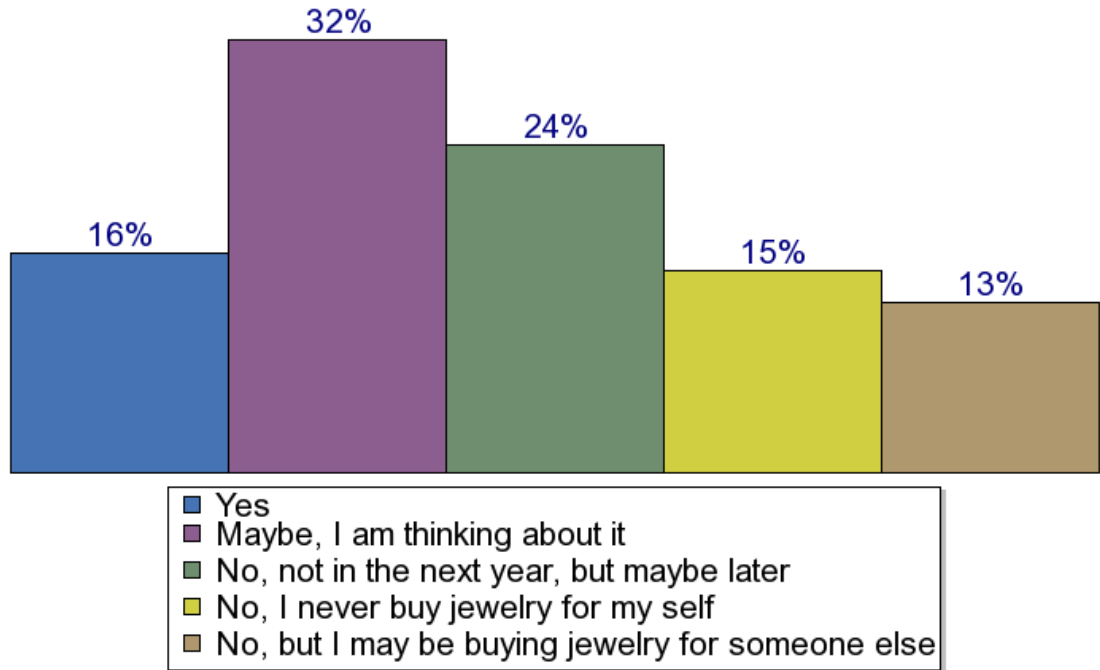
Thinking of the fine jewelry you own, what did you buy for yourself? (select all that apply)



n = 266



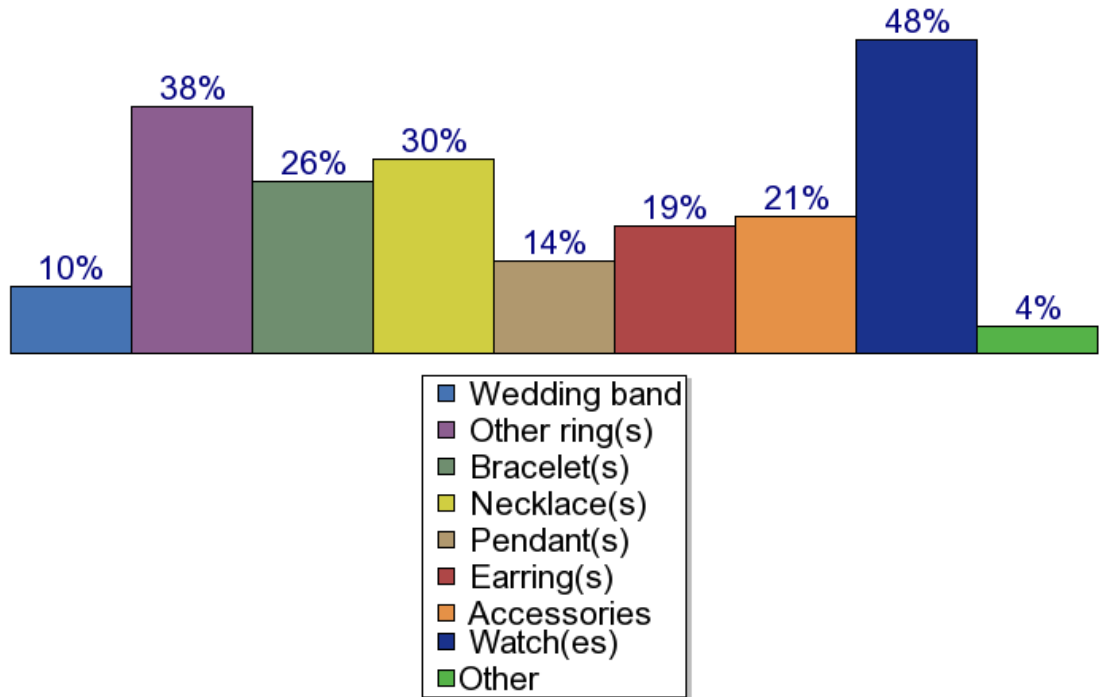
Are you planning on buying a style(s) of jewelry for yourself over the next year?



n = 309



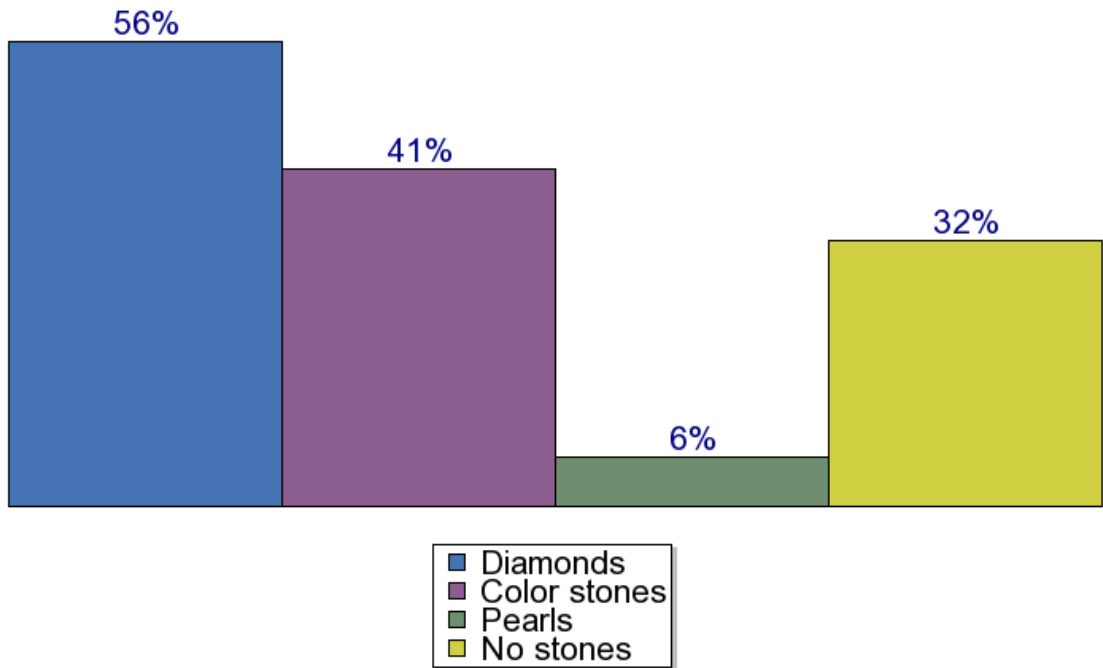
What type of jewelry are you planning on buying for yourself?(select all that apply)



n = 149



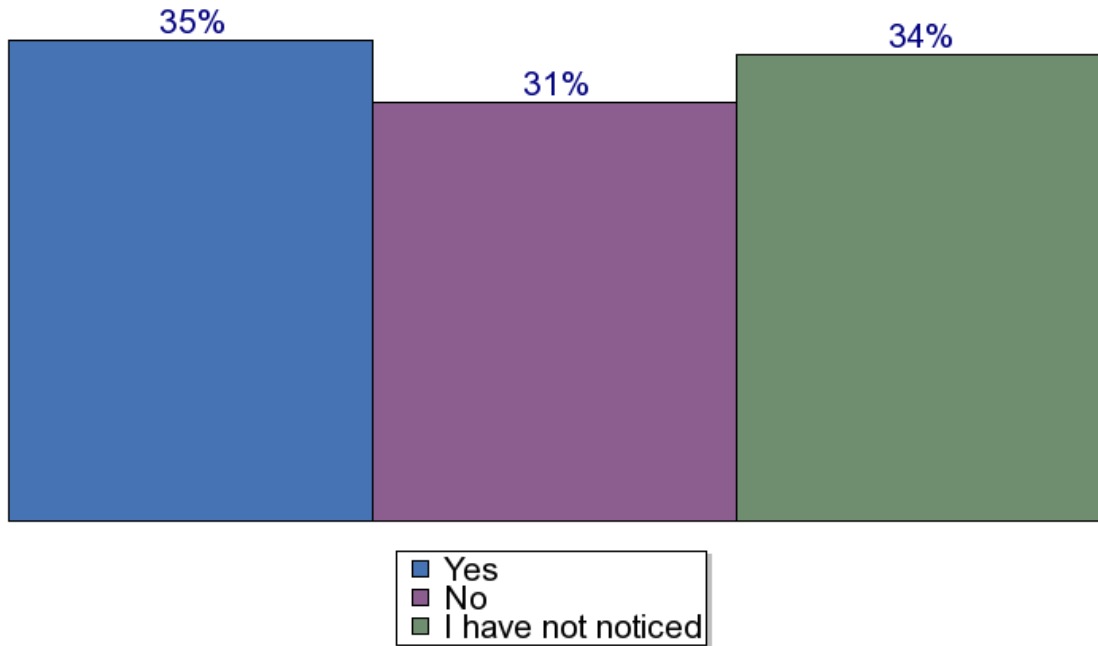
What type of gemstones, if any, would the jewelry you are planning to buy have? (select all that apply)



n = 149



Thinking about yourself, your family and friends, do you think men are buying more jewelry for themselves over the past few years?

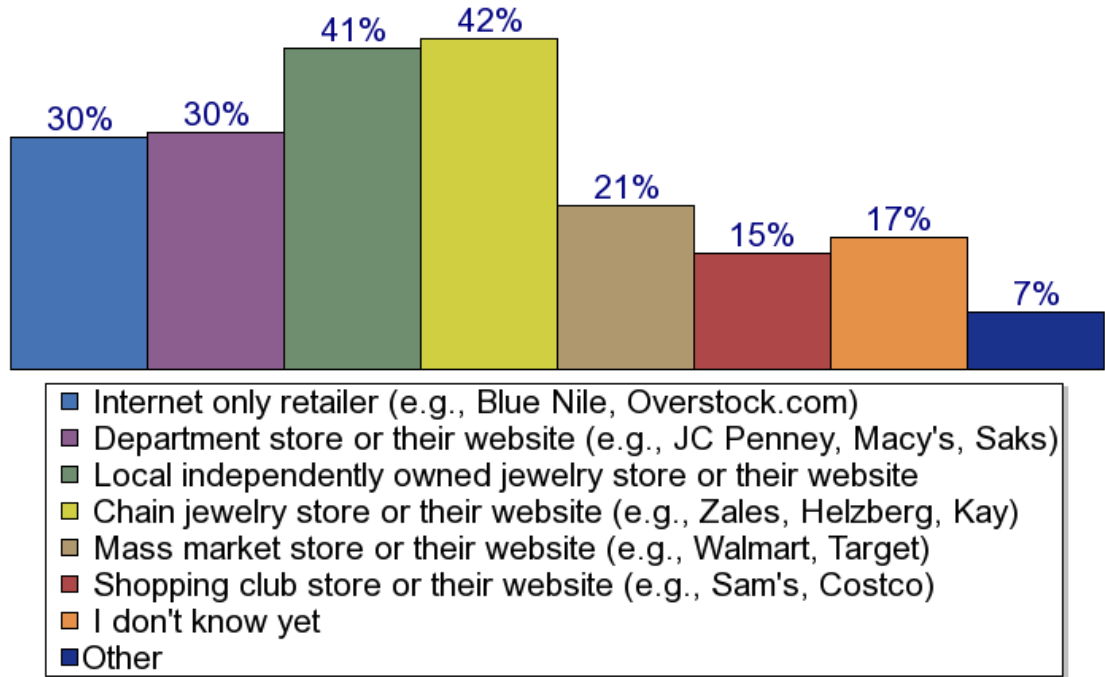


n = 309



Shop for Jewelry and Spend on Jewelry

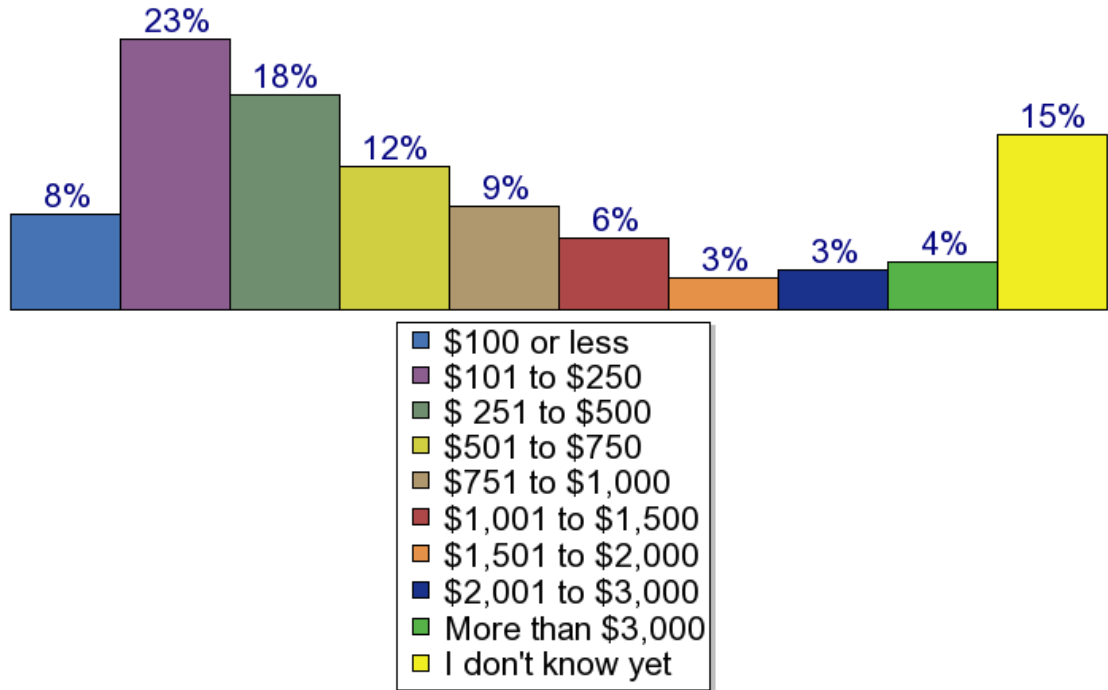
Where will you shop for the jewelry you want to buy? (select all that apply)



n = 149



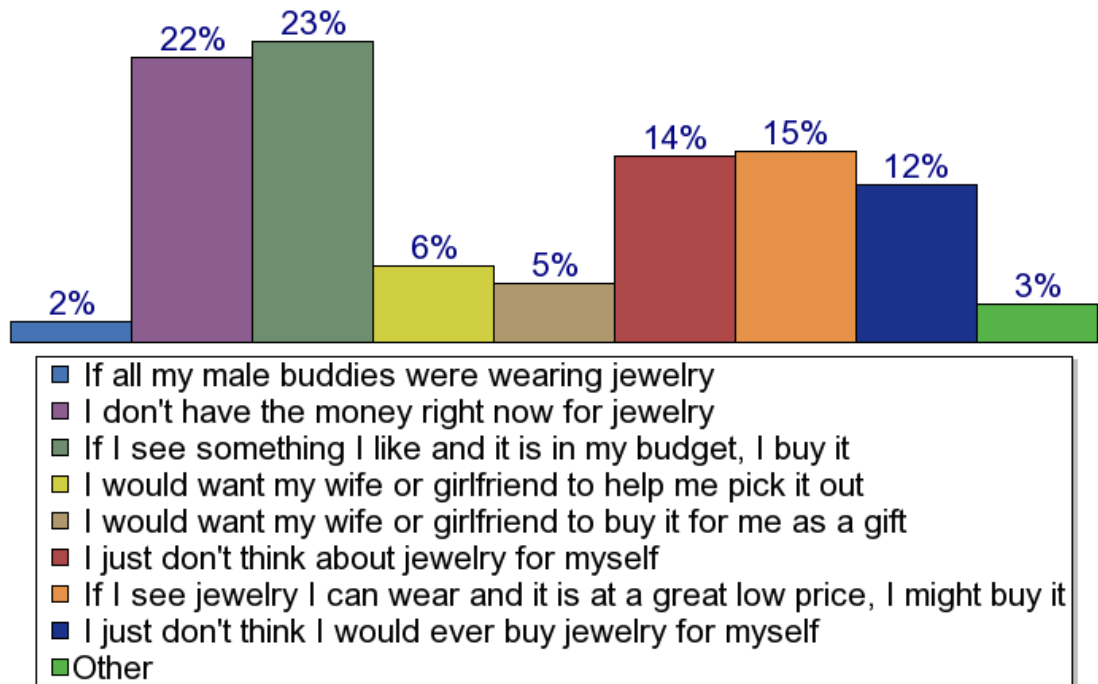
What do you think your budget will be for the jewelry you are planning to buy?



n = 149



What would entice you to buy (more) jewelry for yourself?

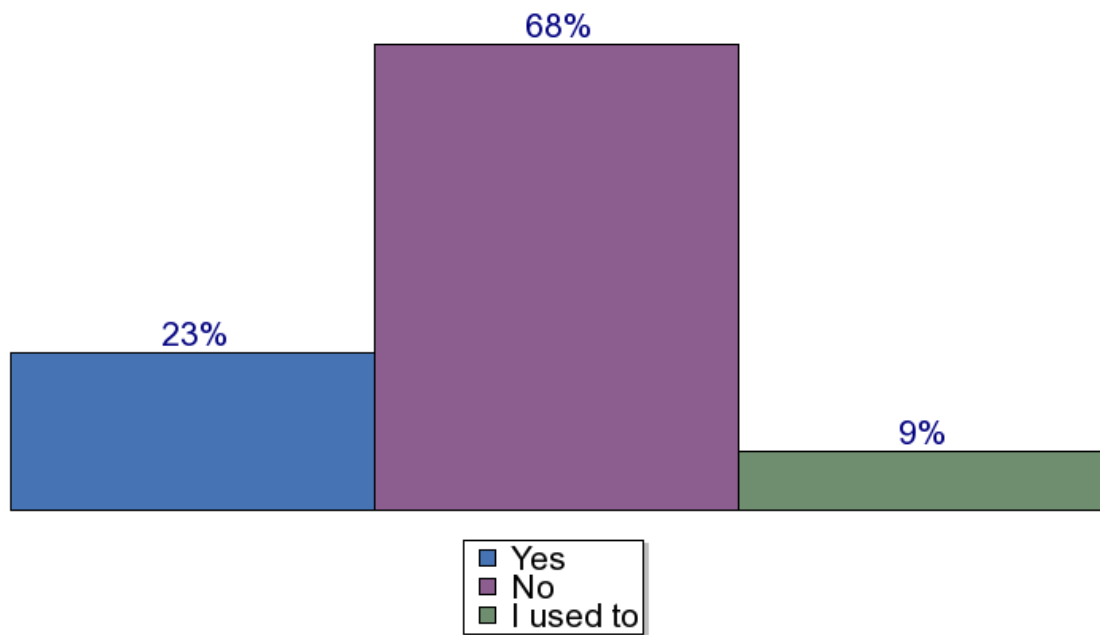


n = 309



Pierced Ears

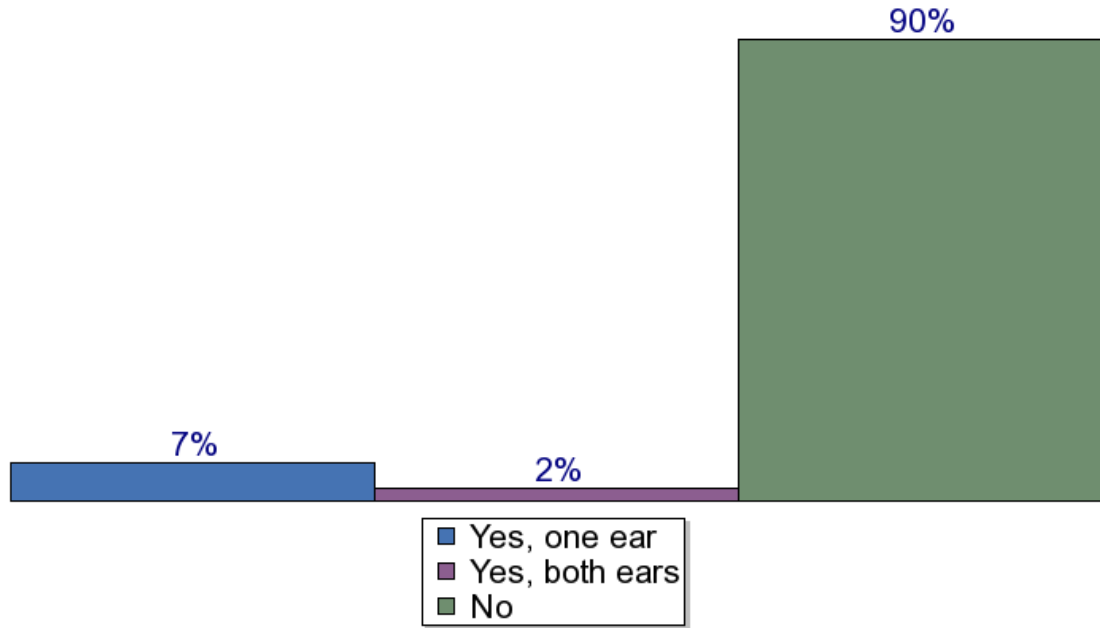
Do you have one or both ears pierced?



n = 309



Are you thinking of getting your ears pierced or re-pierced?

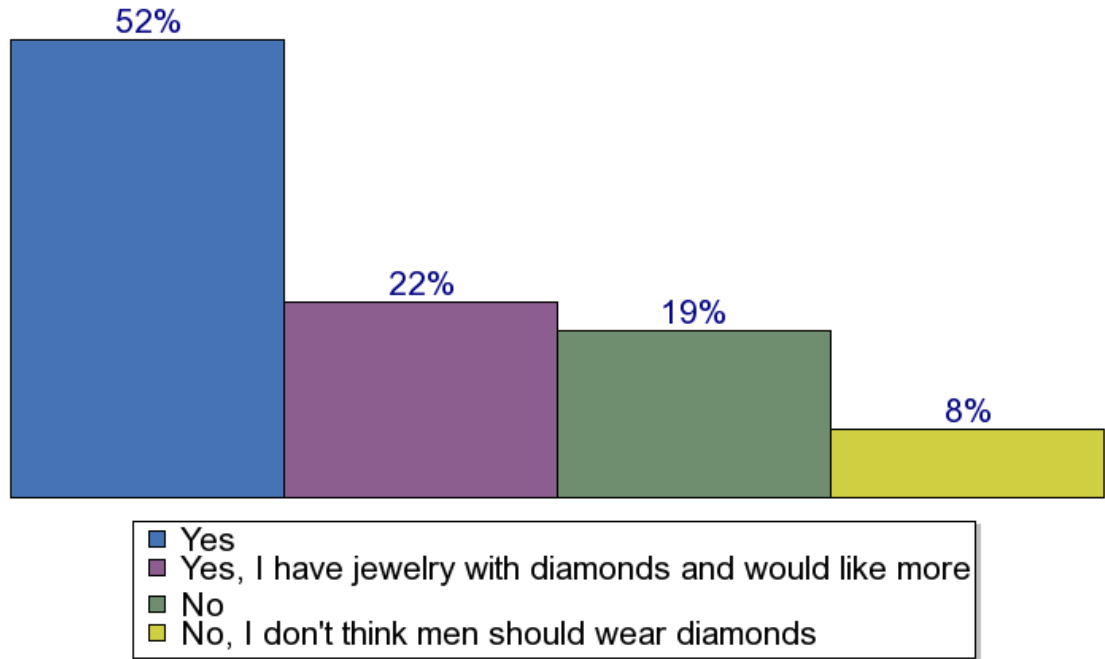


n = 239



Men and Diamonds

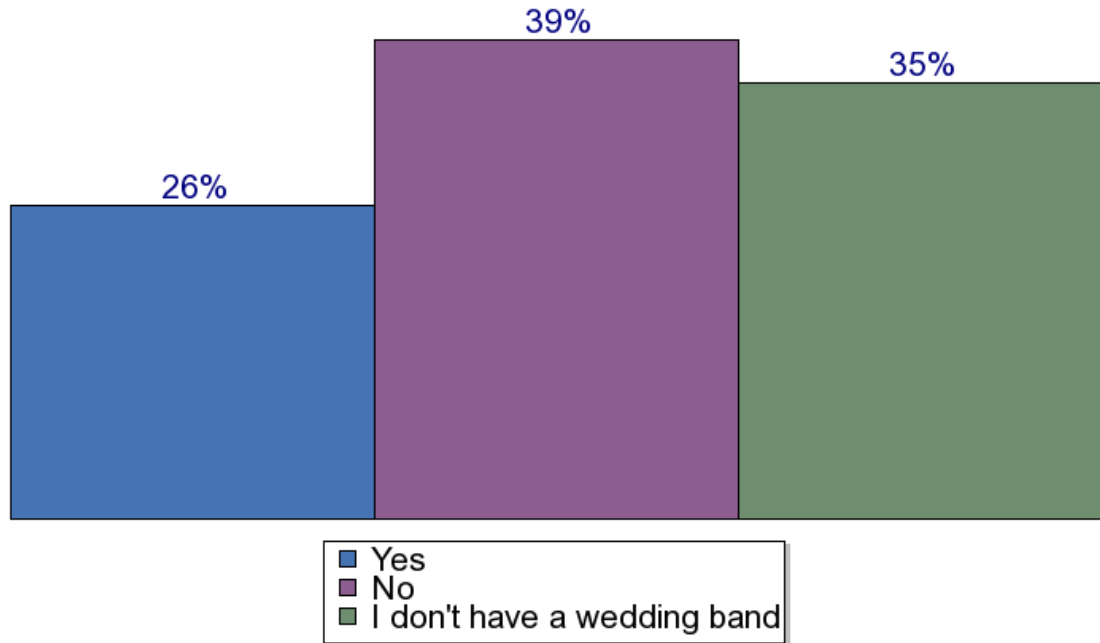
Do you like men's jewelry with diamonds?



n = 223



Does your wedding band have diamonds in it?

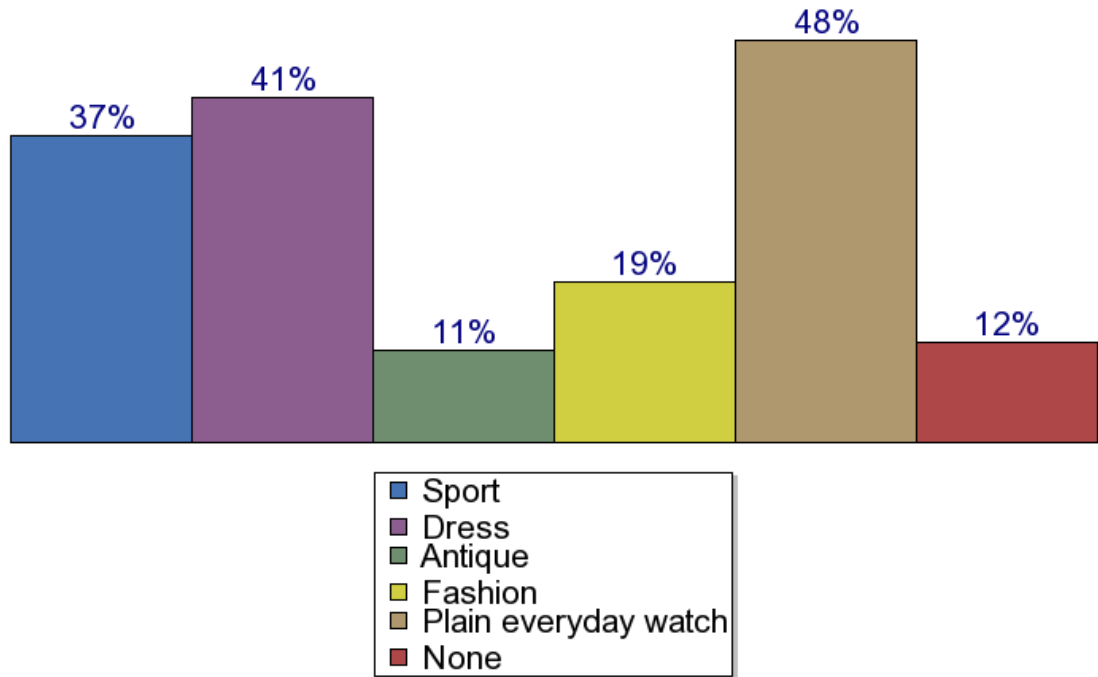


n = 223



Men and Watches

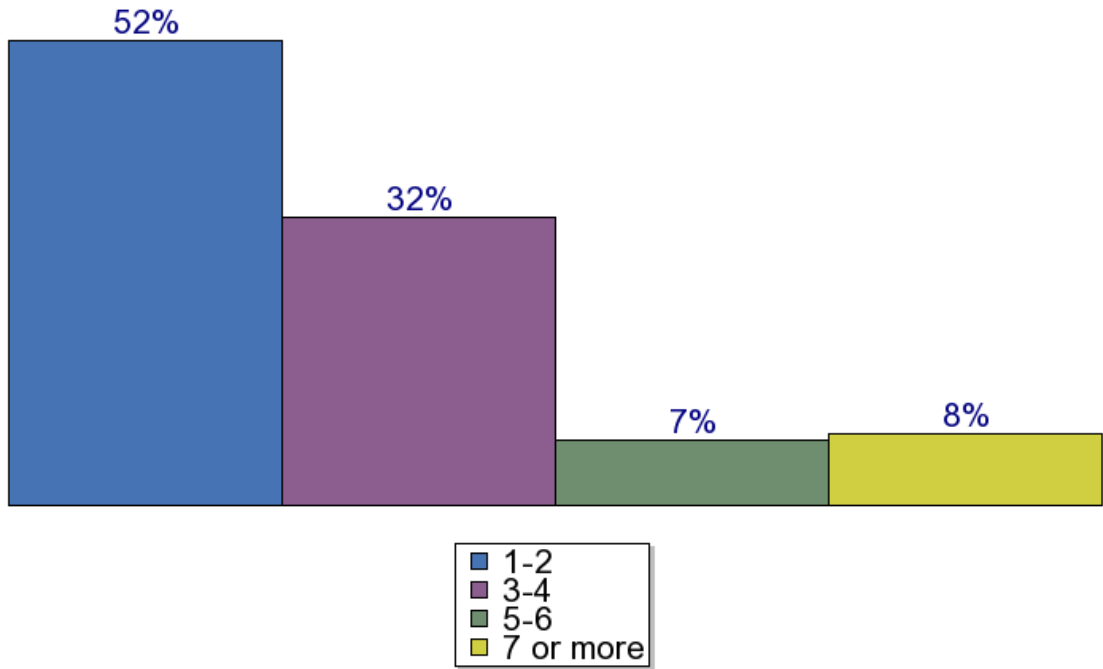
What type of watches do you own? (select all that apply)



n = 309



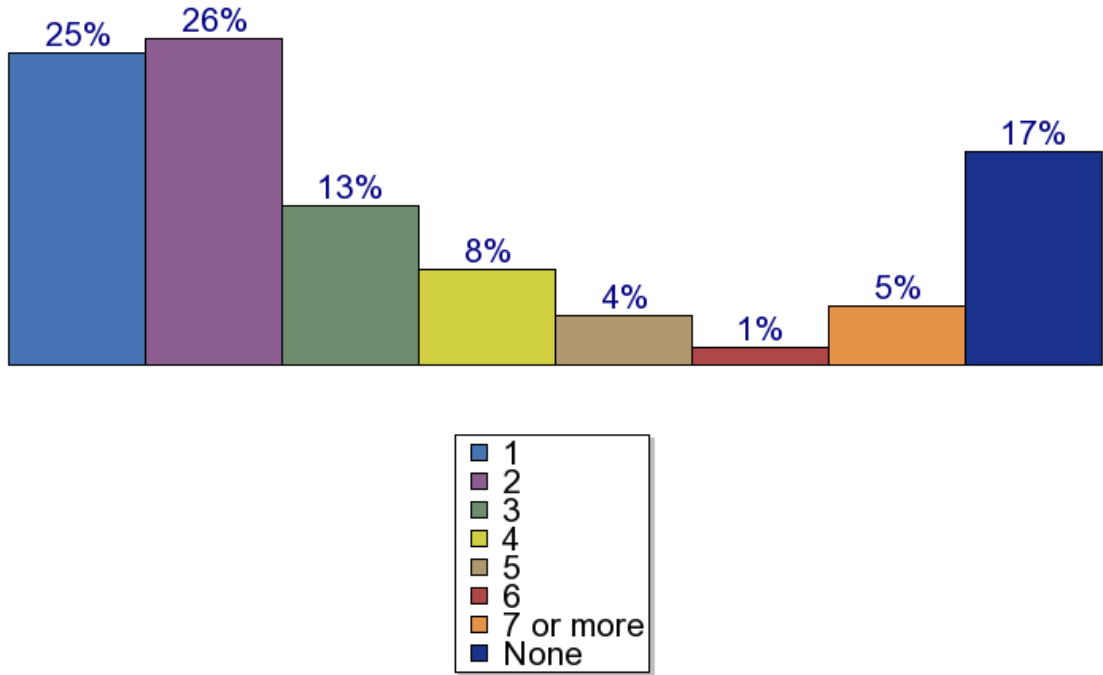
How many watches do you own?



n = 272



Of these watches, how many did you buy for yourself?

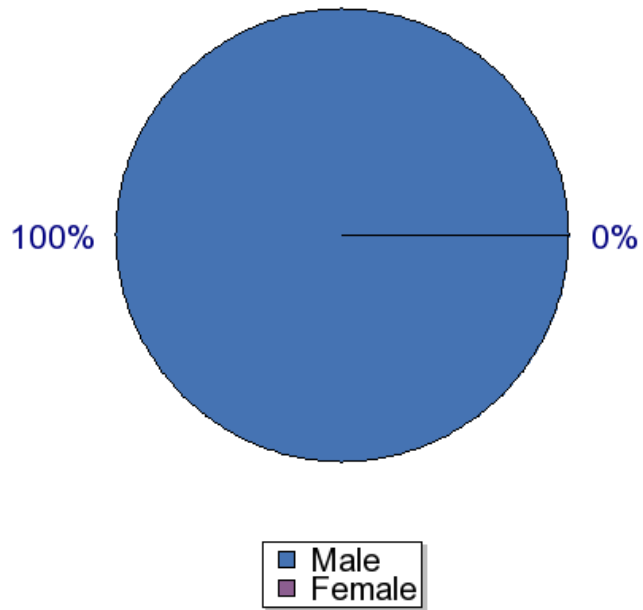


n = 272



Demographics

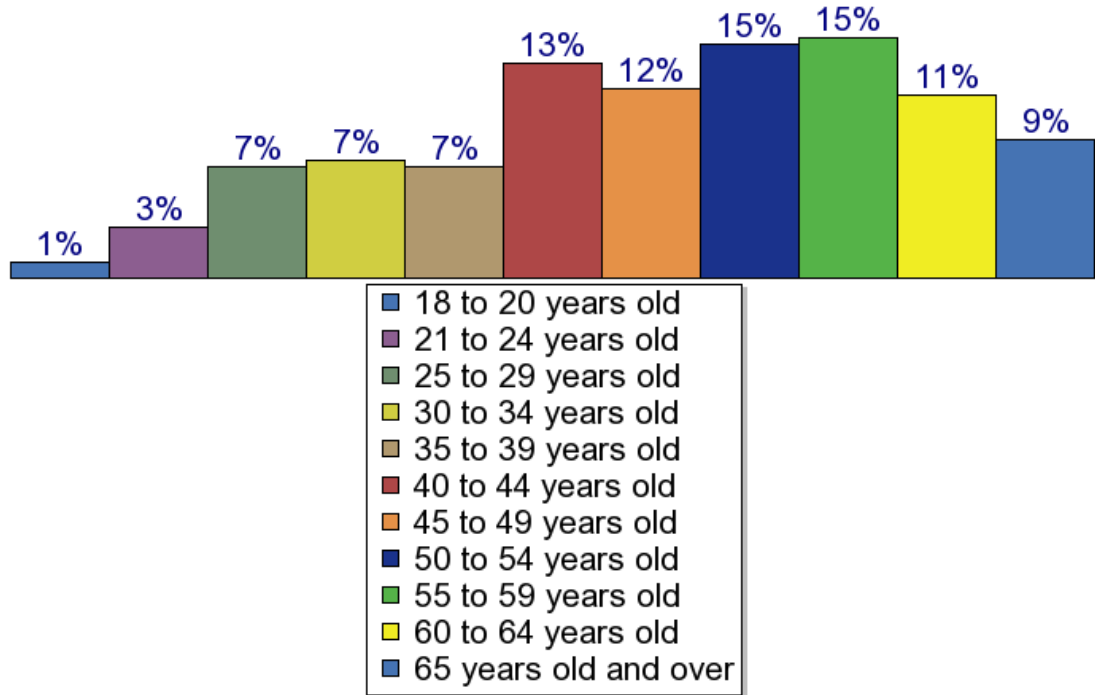
What is your gender?



n = 309



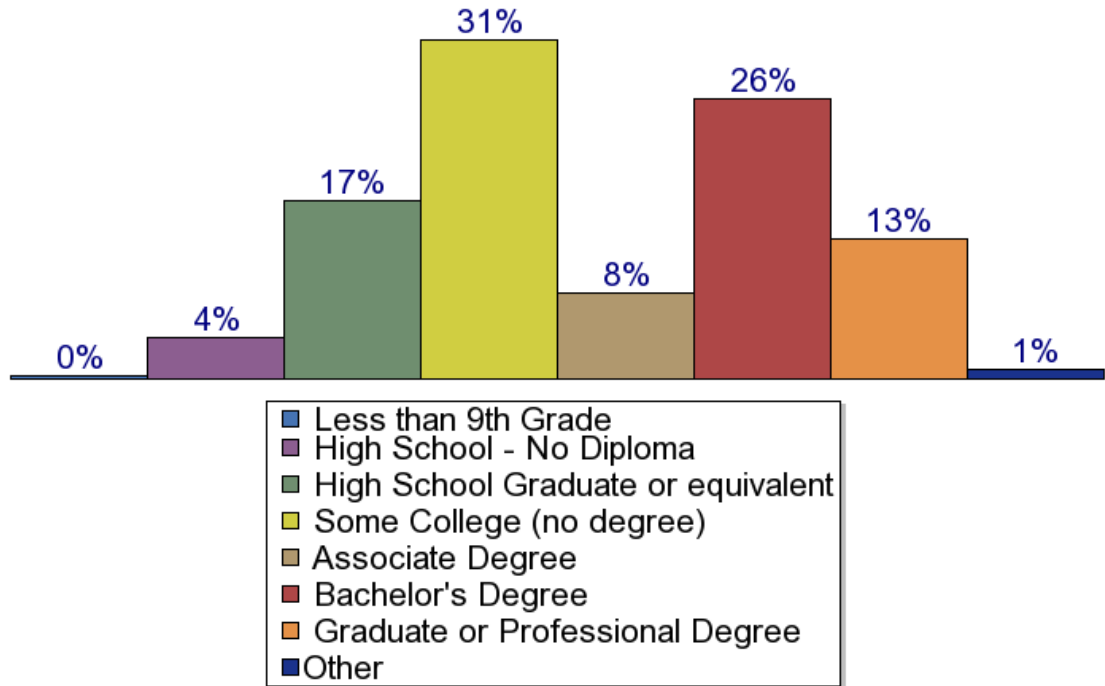
What is your age group?



n = 309



What is your level of education?

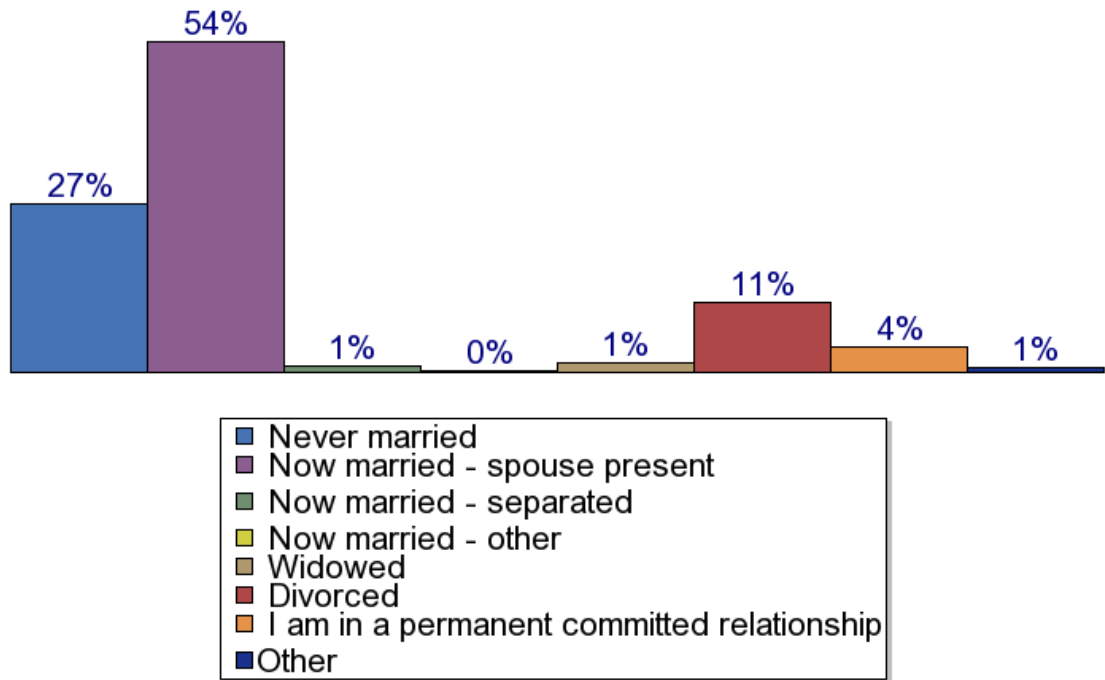


n = 309



Demographics, Continued

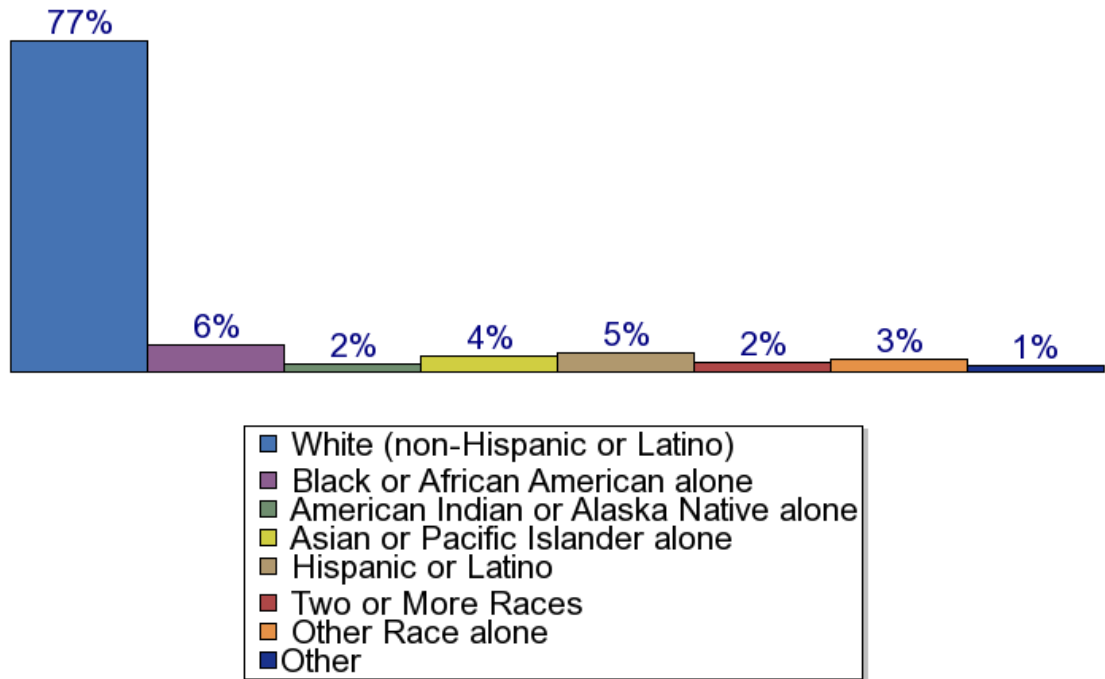
What is your current marital status?



n = 309



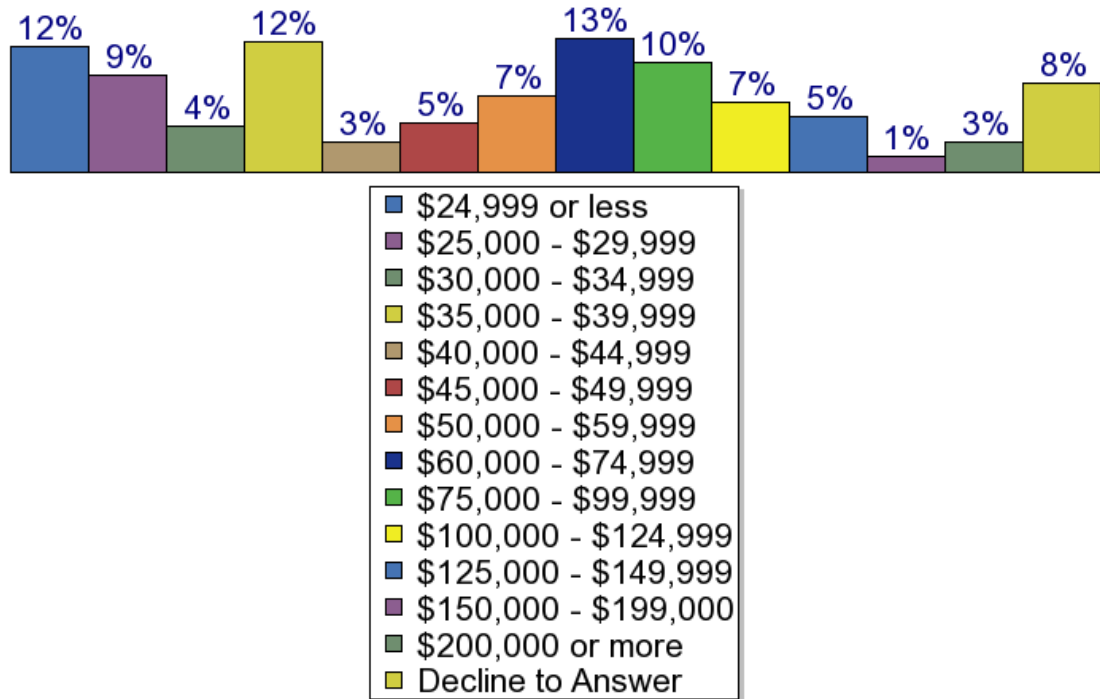
What is your race/ethnicity?



n = 309



What is your annual household income range before taxes?



n = 309



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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