

Sustainable Pearls Consumer Research Study

Part 1 Expanded Research
Results

Julie Nash and
MVI Research

*With support from The
Tiffany & Co Foundation*



Image from Andy Bardon

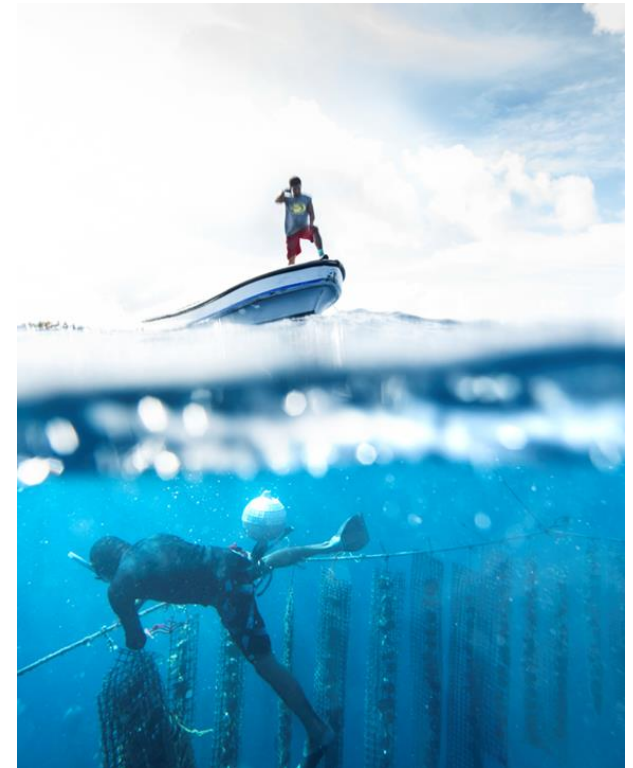


Image from Andy Bardon

Expanded Research Results- Part 1

- 🌍 Survey Background and Demographics
- 🌍 Pearl Purchase Dynamics
- 🌍 Consumer Environmental Attitudes and Behavior



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Survey Background

Partnership between MVI Research and Sustainable Pearls.org

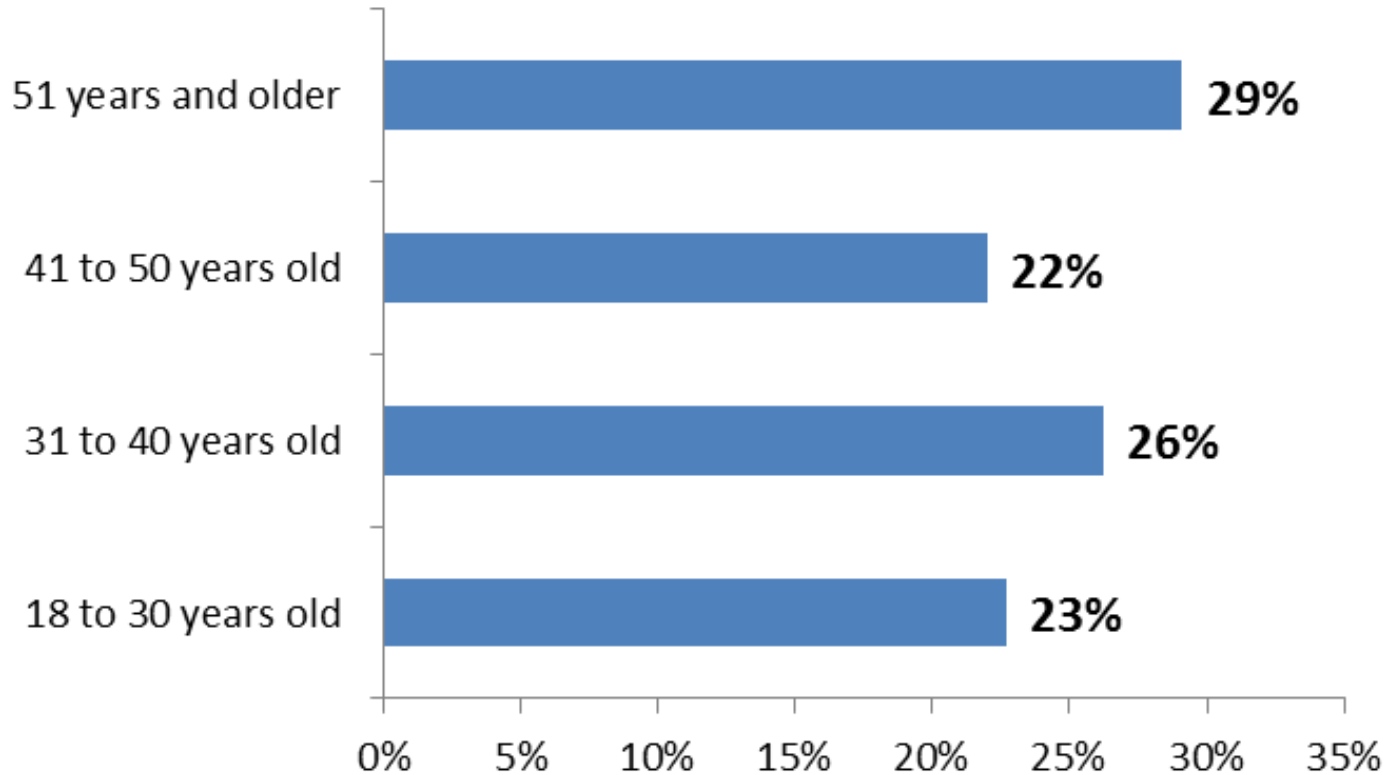
- Online Survey of 2,188 US Jewelry Consumers.
- All Female Respondents.
- Respondents Confirmed Willingness to Pay Over \$200 for a Single Piece of Fine Jewelry.
- Completed In May 2014



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Survey Demographics

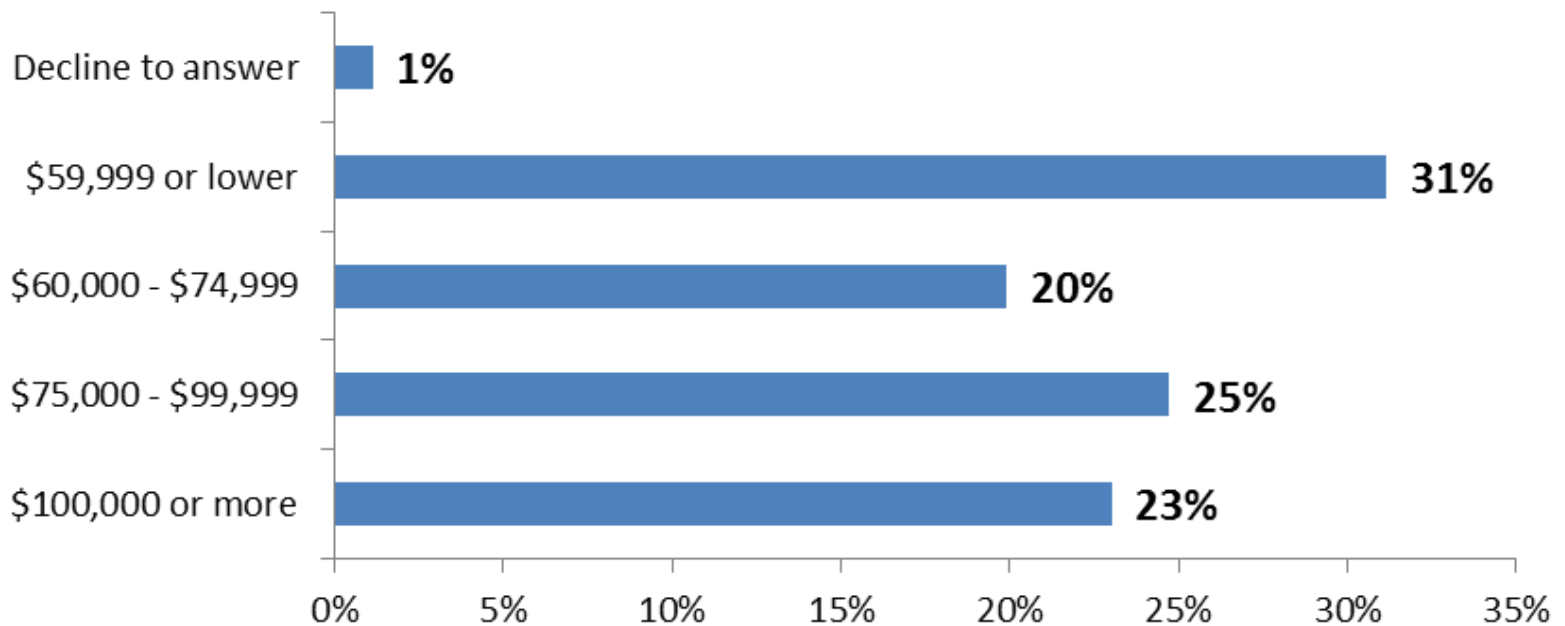
What is your age?



Survey Question 2: "What is your Age?"

Survey Demographics

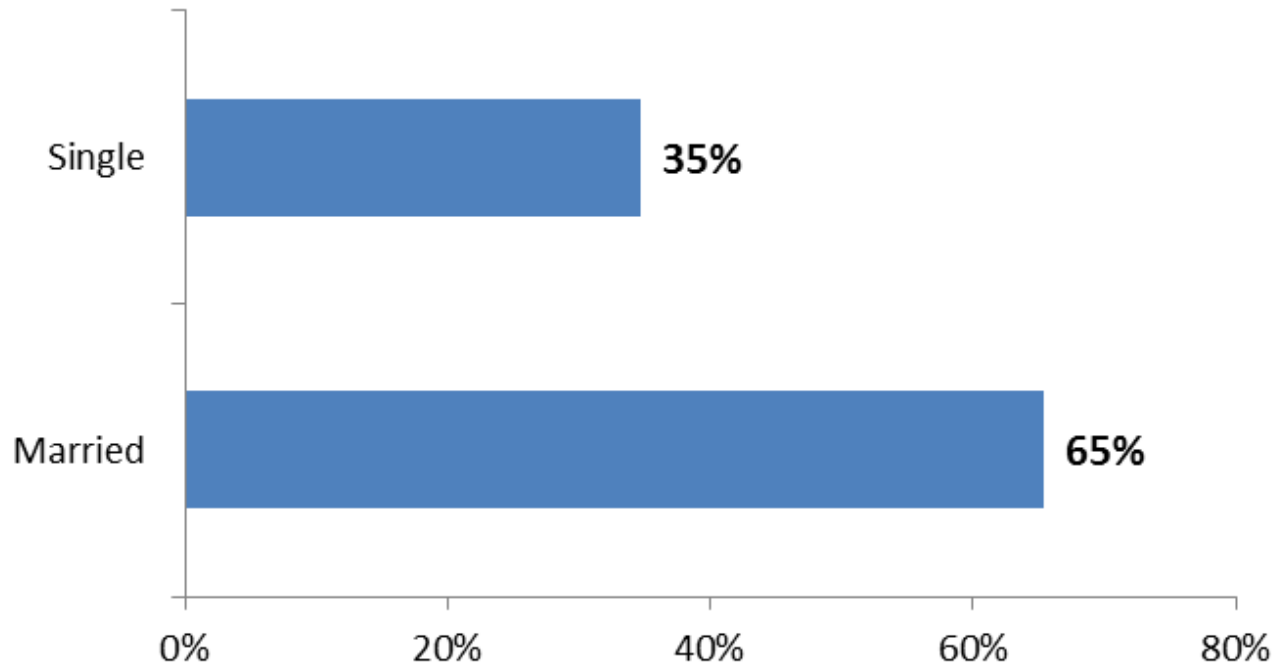
What is your annual total HOUSEHOLD income range for all working adults (before taxes)?”



Survey Question 3: “What is your annual total HOUSEHOLD income range for all working adults (before taxes)?”

Survey Demographics

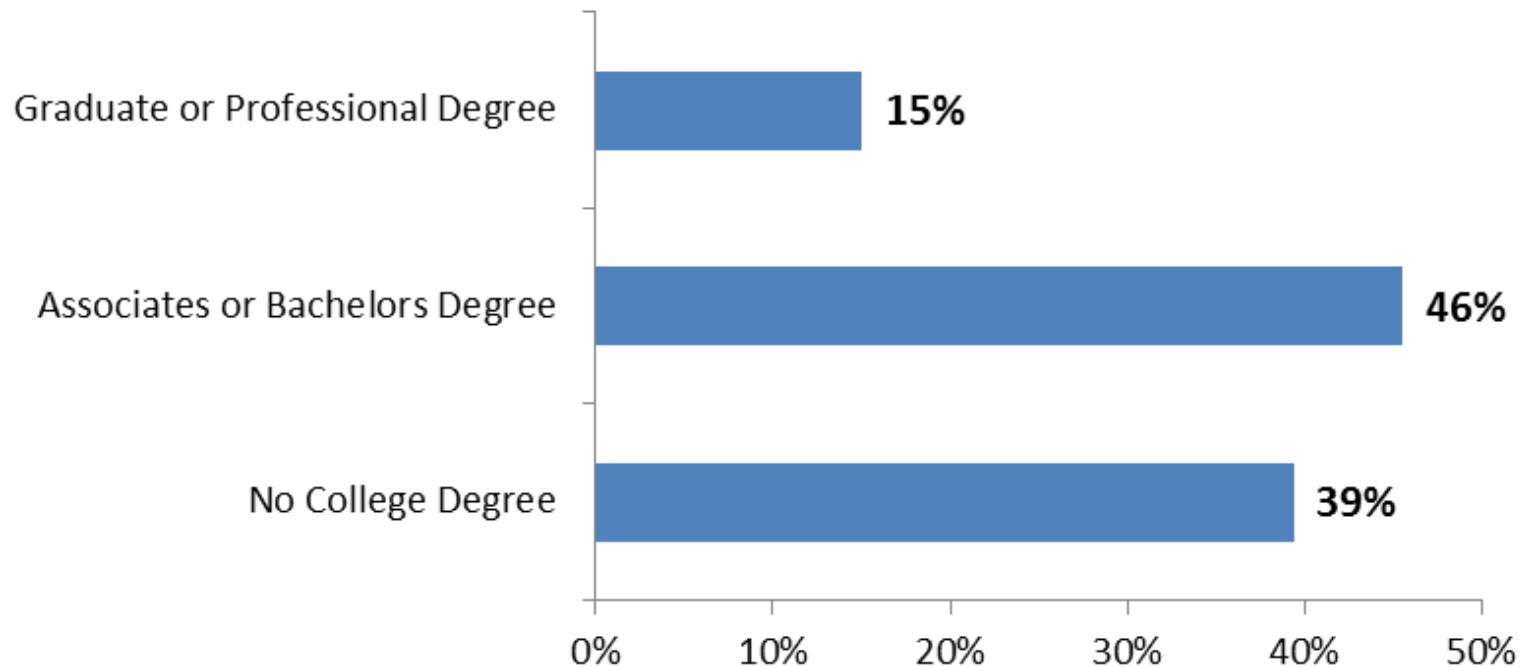
What is your marital status?



Survey Question 93: "What is your marital status?"

Survey Demographics

What is your level of education?



Survey Question 93B: "What is your level of education?"

Research Results

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Pearl Dynamics

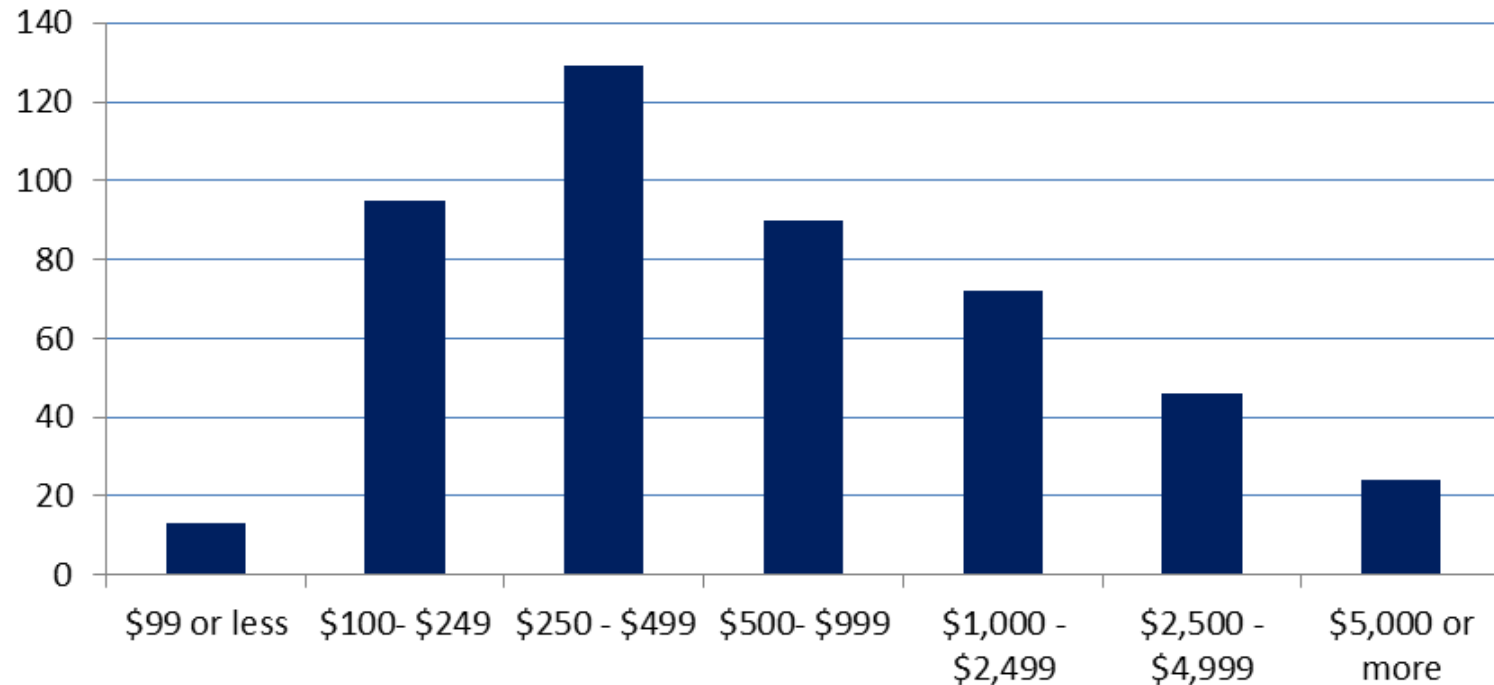
Within the survey, consumers that claimed interest in pearls skewed younger and more affluent.

	Claimed Pearl Purchase Interest		Non Pearl Interested		Total Sample	
Q2: Age						
18 to 30 years old	185	27%	311	21%	496	23%
31 to 40 years old	199	29%	375	25%	574	26%
41 to 50 years old	128	19%	353	24%	481	22%
Over 50 years old	<u>176</u>	<u>26%</u>	<u>461</u>	<u>31%</u>	<u>637</u>	<u>29%</u>
	688		1,500		2,188	
Q3: Income						
\$100,000 or more	188	27%	316	21%	504	23%
\$75,000 - \$99,999	188	27%	353	24%	541	25%
\$60,000 - \$74,999	125	18%	311	21%	436	20%
Under \$60,000	184	27%	498	33%	682	31%
Decline to answer	<u>3</u>	<u>0%</u>	<u>22</u>	<u>1%</u>	<u>25</u>	<u>1%</u>
	688		1,500		2,188	

Survey Question 2: “What is your Age?”, **Survey Question 3:** “What is your annual total HOUSEHOLD income range for all working adults (before taxes)?”, **Survey Question 13:** “What type of jewelry do you plan to purchase in the next 24 months”?

Pearl Dynamics

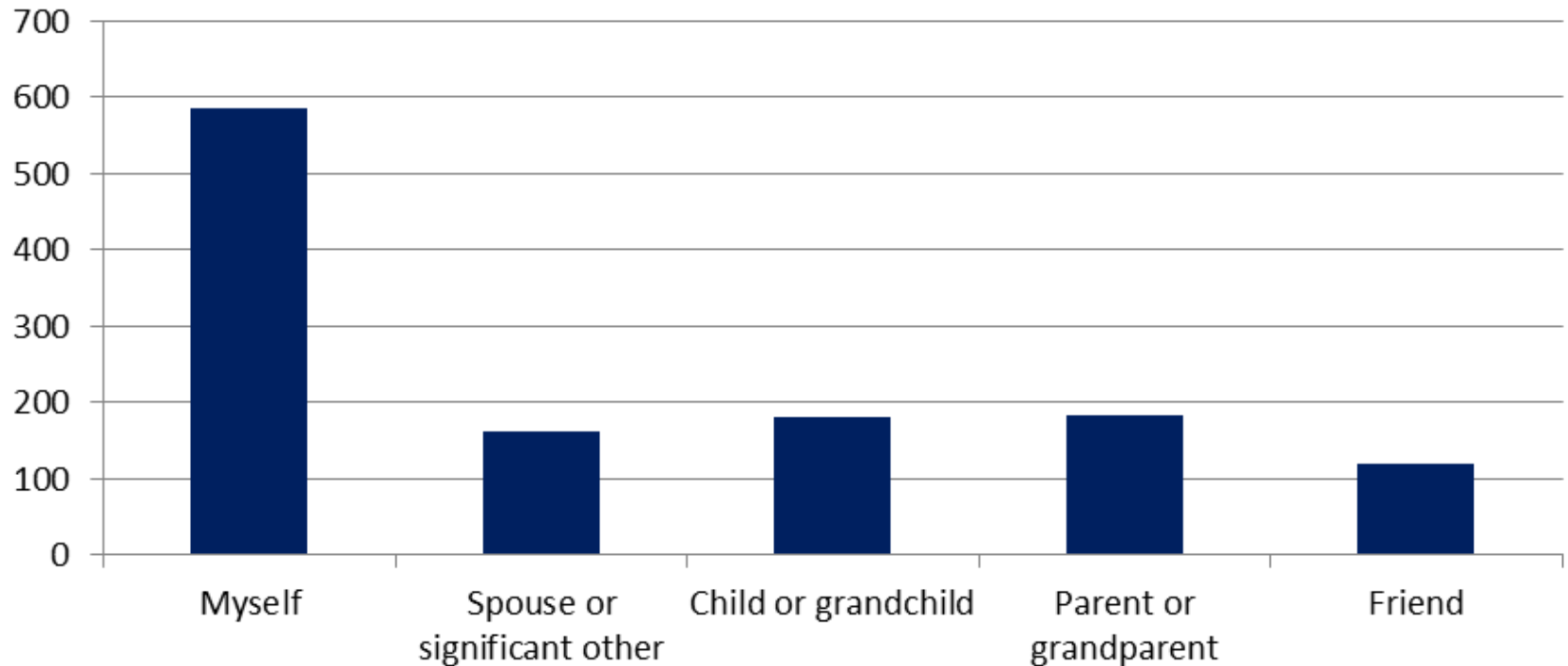
Pearl Purchasers- What is the most you have spent on a single fine jewelry purchase in the past 24 months?



Survey Question 9: "What type of jewelry have you purchased in the past 24 months?", **Survey Question 7:** "What is the most you have spent on a single fine jewelry purchase in the past 24 months"

Pearl Dynamics

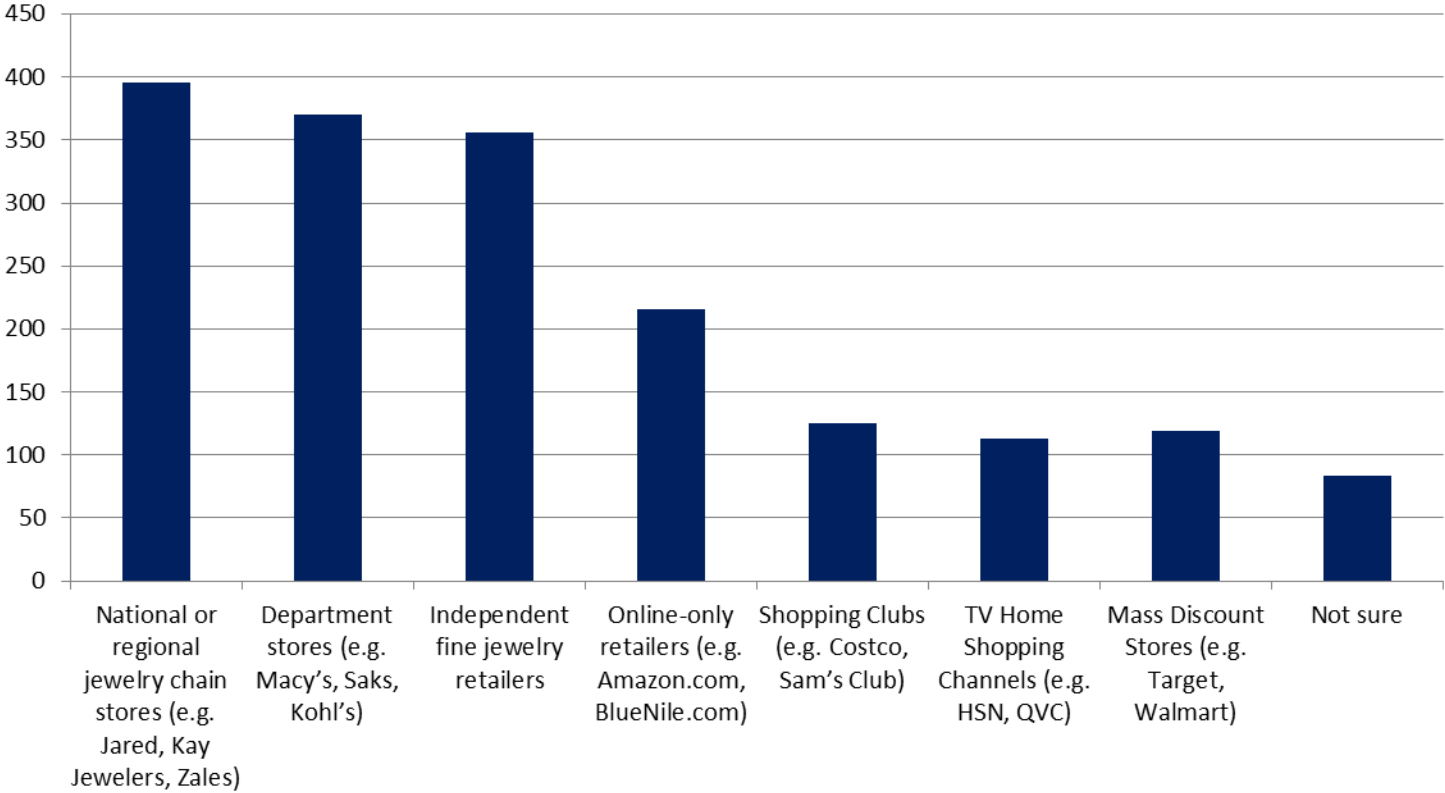
Pearl Purchasers- For whom do you plan to purchase fine jewelry in the next 24 months?



Survey Question 13: “What type of jewelry do you plan to purchase in the past 24 months?”, **Survey Question 13:** “Whom do you plan to purchase fine jewelry for in the next 24 months?”

Pearl Dynamics

Pearl Purchasers- Where do you plan on purchasing fine jewelry in the next 24 months?



Survey Question 13: “What type of jewelry do you plan to purchase in the past 24 months?”, **Survey Question 14:** “Where do you plan on purchasing fine jewelry in the next 24 months?”

Research Results

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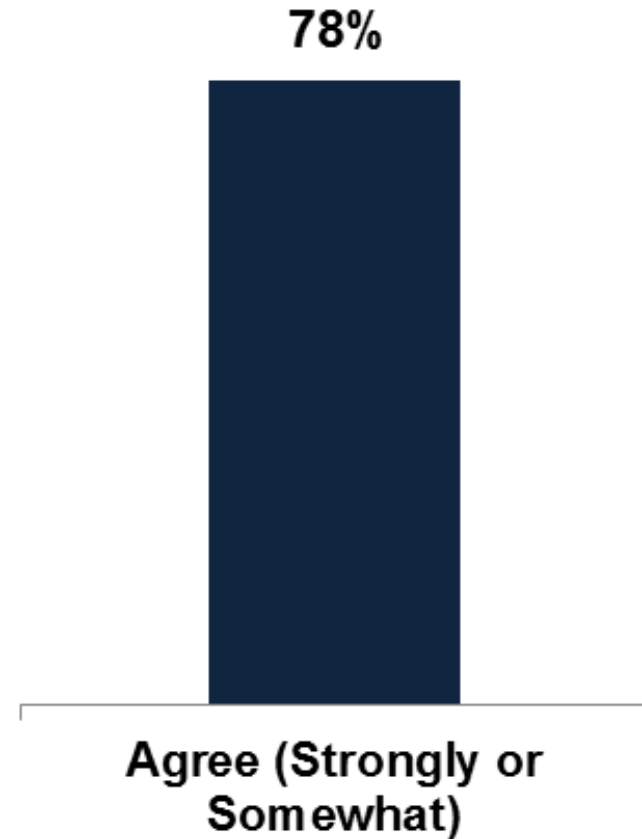


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Environmental Attitudes and Behavior

Consumers Attitudes to Perceived Consumer Effectiveness of Purchase Decisions

Each consumer's behavior can have a positive effect on society **by purchasing products sold by socially responsible companies.**



Survey Question 88: “Please indicate your level of agreement with the follow statement “Each consumer’s behavior can have a positive effect on society by purchasing products sold by socially responsible companies.”

Environmental Attitudes and Behavior

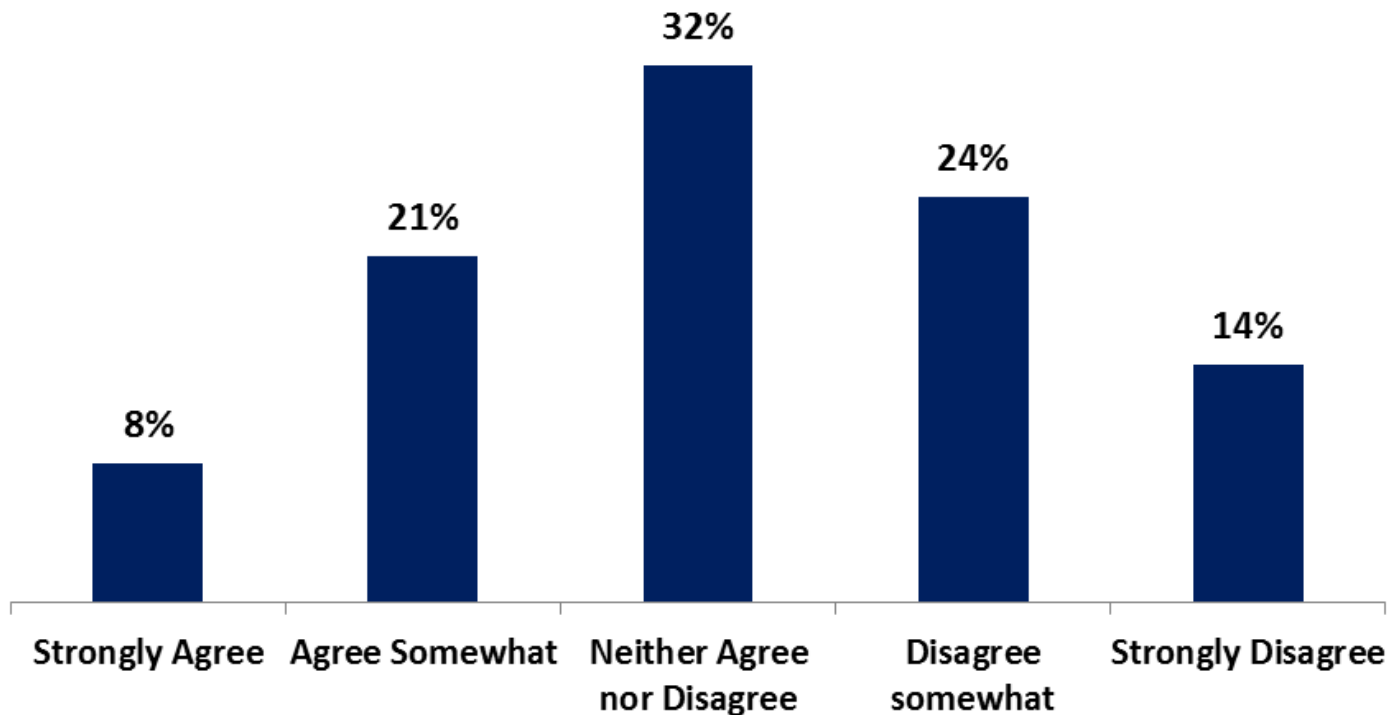
Consumers Attitudes to Perceived Consumer Effectiveness of Purchase Decisions

Each consumer's behavior can have a positive effect on society by purchasing products sold by socially responsible companies	18 to 30 years old	31 to 40 years old	41 to 50 years old	51 years and older	Total
Strongly Agree	29%	36%	39%	44%	37%
Agree Somewhat	42%	42%	39%	39%	40%
Neither Agree nor Disagree	21%	16%	19%	13%	17%
Disagree somewhat	6%	4%	1%	3%	4%
Strongly Disagree	2%	1%	2%	2%	2%
When I buy products, I try to consider how my use of them will affect the environment and other consumers	18 to 30 years old	31 to 40 years old	41 to 50 years old	51 years and older	Total
Strongly Agree	17%	18%	19%	19%	18%
Agree Somewhat	35%	42%	40%	45%	41%
Neither Agree nor Disagree	30%	28%	30%	25%	28%
Disagree somewhat	13%	8%	8%	8%	9%
Strongly Disagree	5%	5%	4%	3%	4%

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

Social Responsibility as an issue does not affect my fine jewelry purchasing decisions

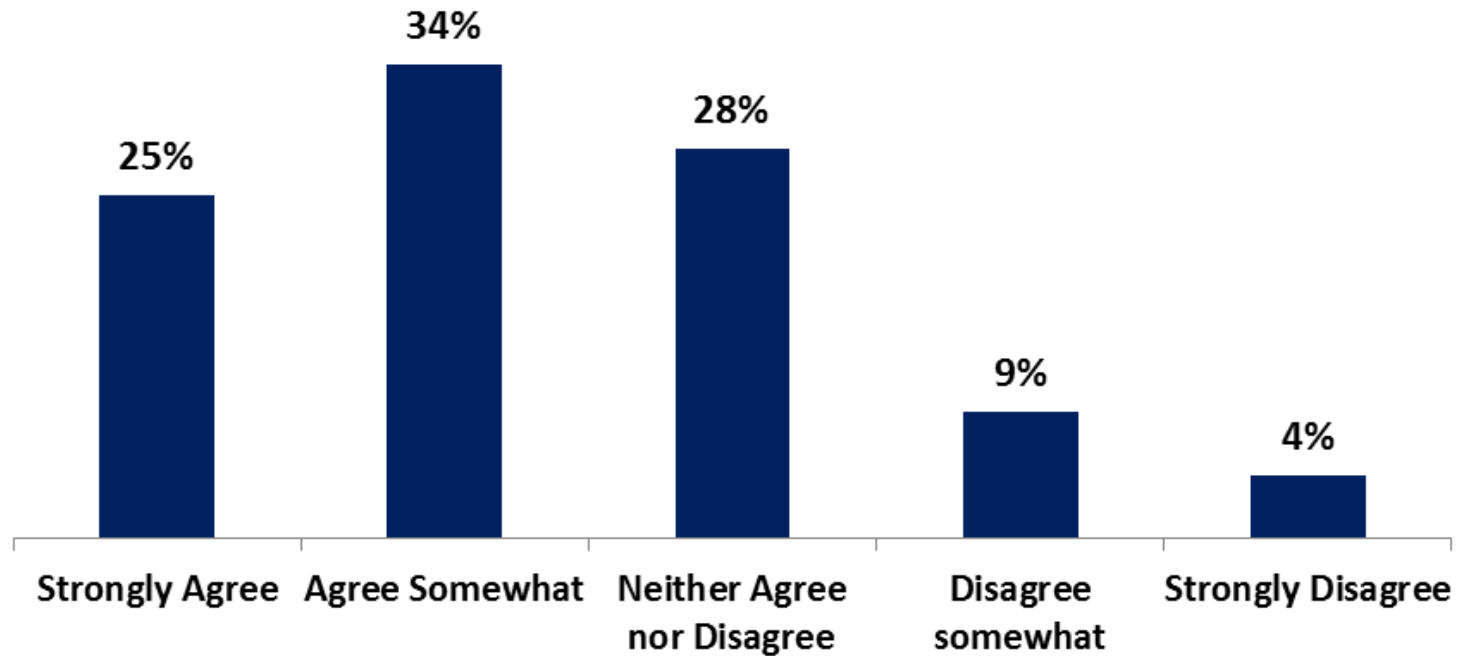


Survey Question 88: "Please indicate your level of agreement with the following statement.. Social responsibility as an issue does not affect my fine jewelry purchasing decisions."

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

I would not buy fine jewelry if I knew it was mined, manufactured or sold in a socially irresponsible way..

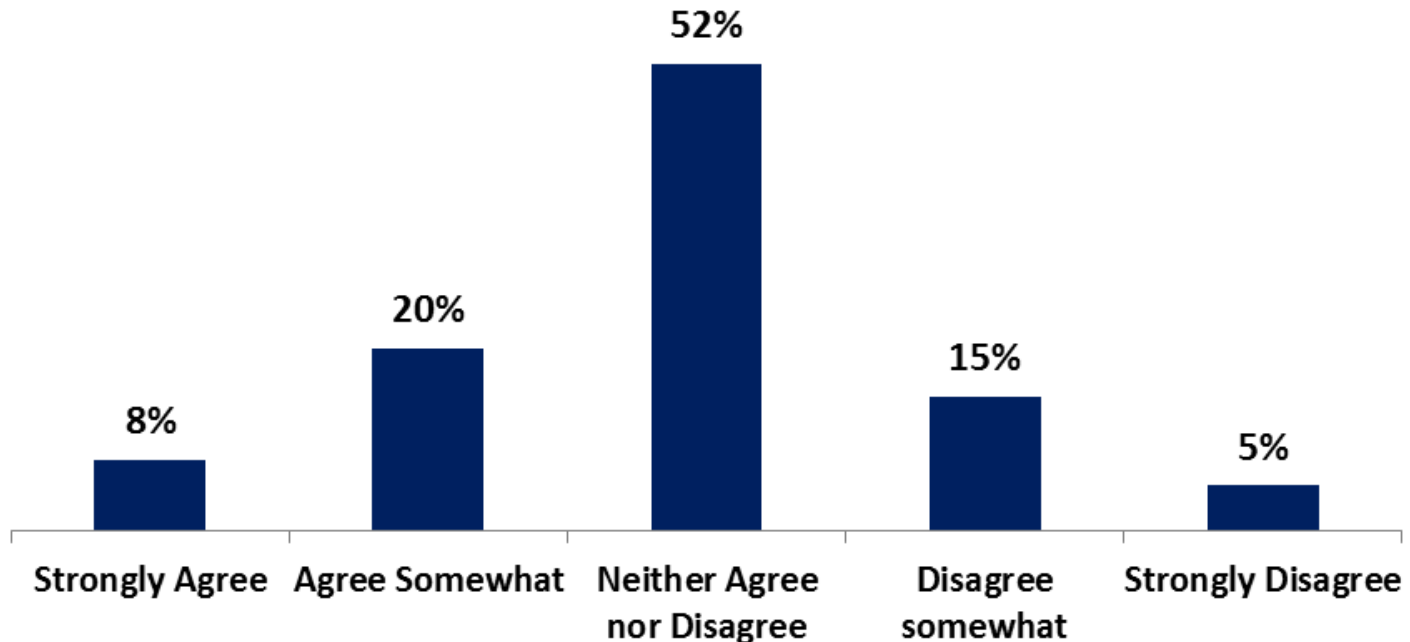


Survey Question 88: "Please indicate your level of agreement with the following statement ...I would not buy fine jewelry if I knew it was mined, manufactured or sold in a socially irresponsible way."

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

The fine jewelry industry is doing everything it can to be socially responsible.

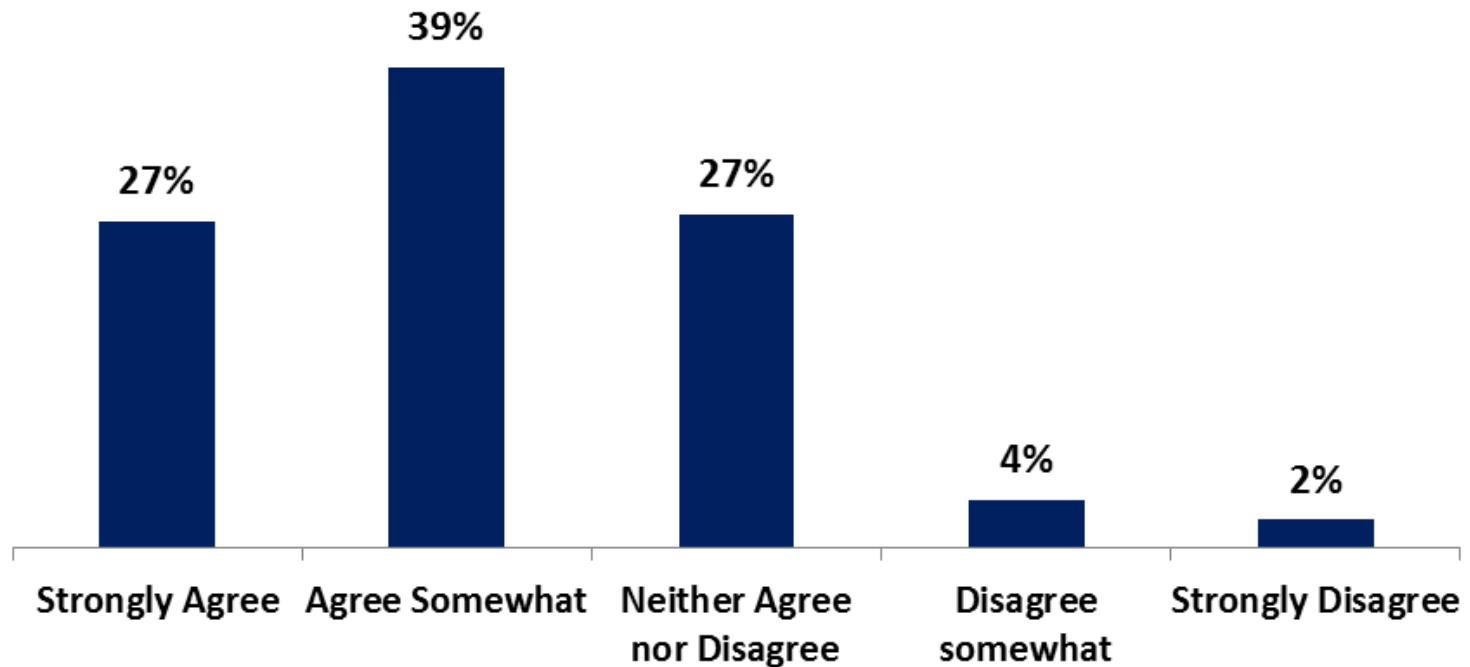


Survey Question 88: "Please indicate your level of agreement with the following statement ...The fine jewelry industry is doing everything it can to be socially responsible."

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

If a fine jewelry product demonstrates that it positively impacts the environment, I would be more interested in purchasing the fine jewelry...

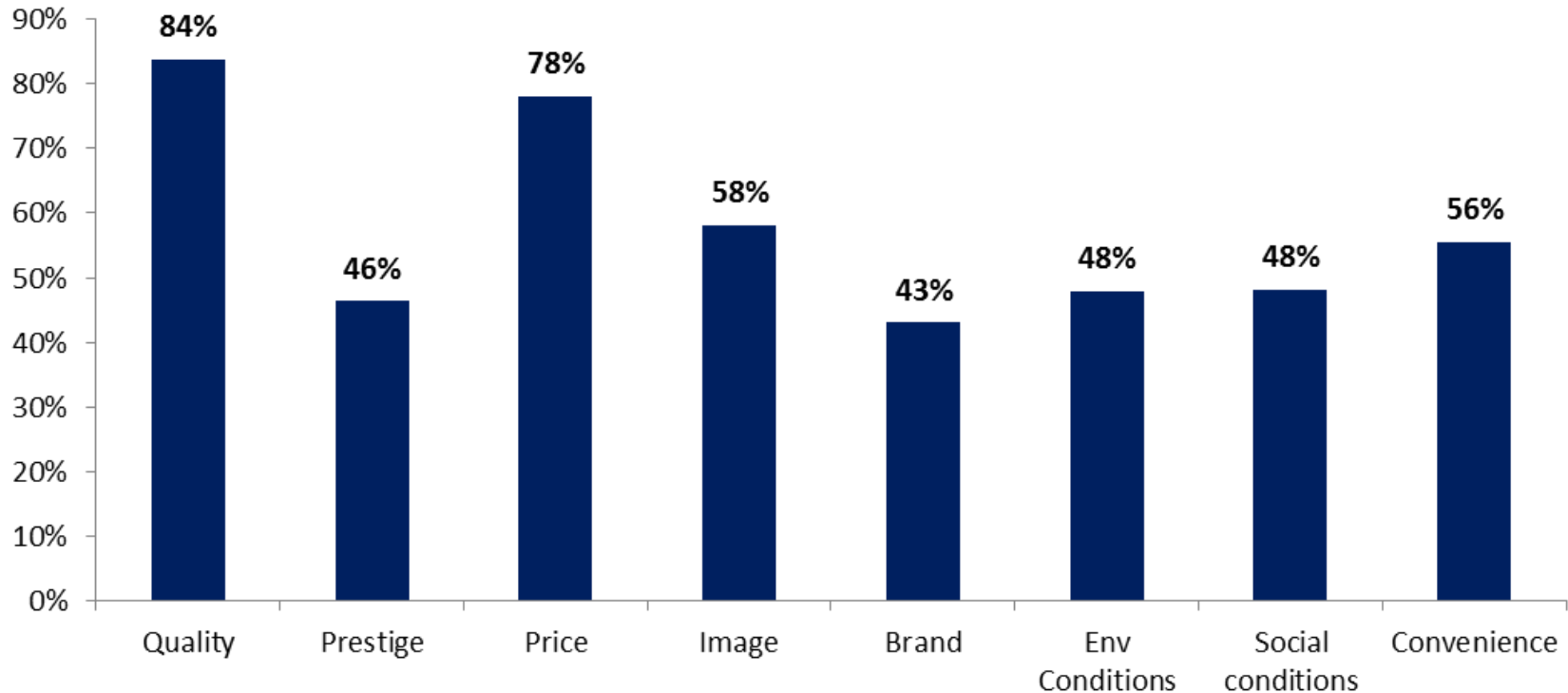


Survey Question 88: "Please indicate your level of agreement with the following statement ...If a fine jewelry product demonstrates that it positively impacts the environment, I would be more interested in purchasing the fine jewelry."

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

**How important were each of the following components of your most recent fine jewelry purchase?
(Extremely or Somewhat Important)**

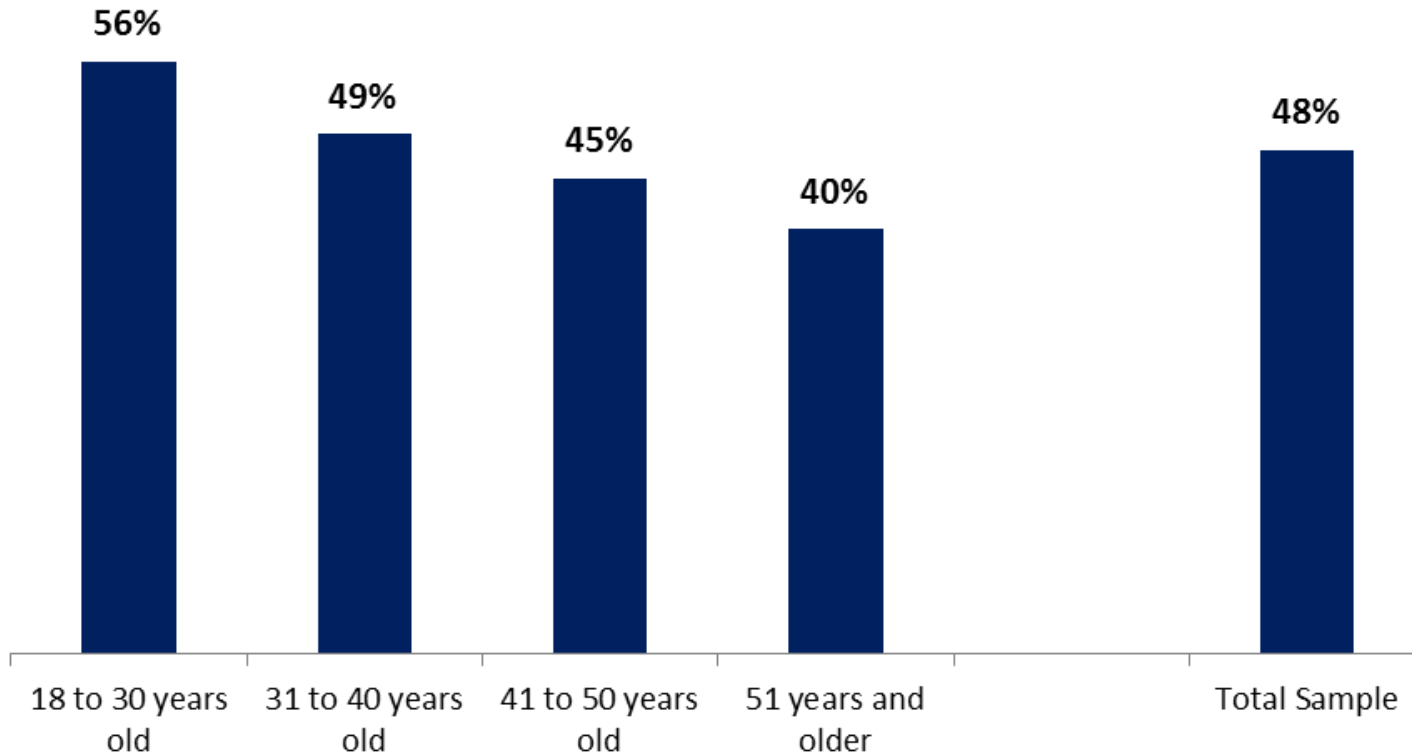


Survey Question 10: “How important were each of the following components of your most recent fine jewelry purchase?”

Environmental Attitudes and Behavior

Consumers Attitudes to Jewelry Environmental Practices

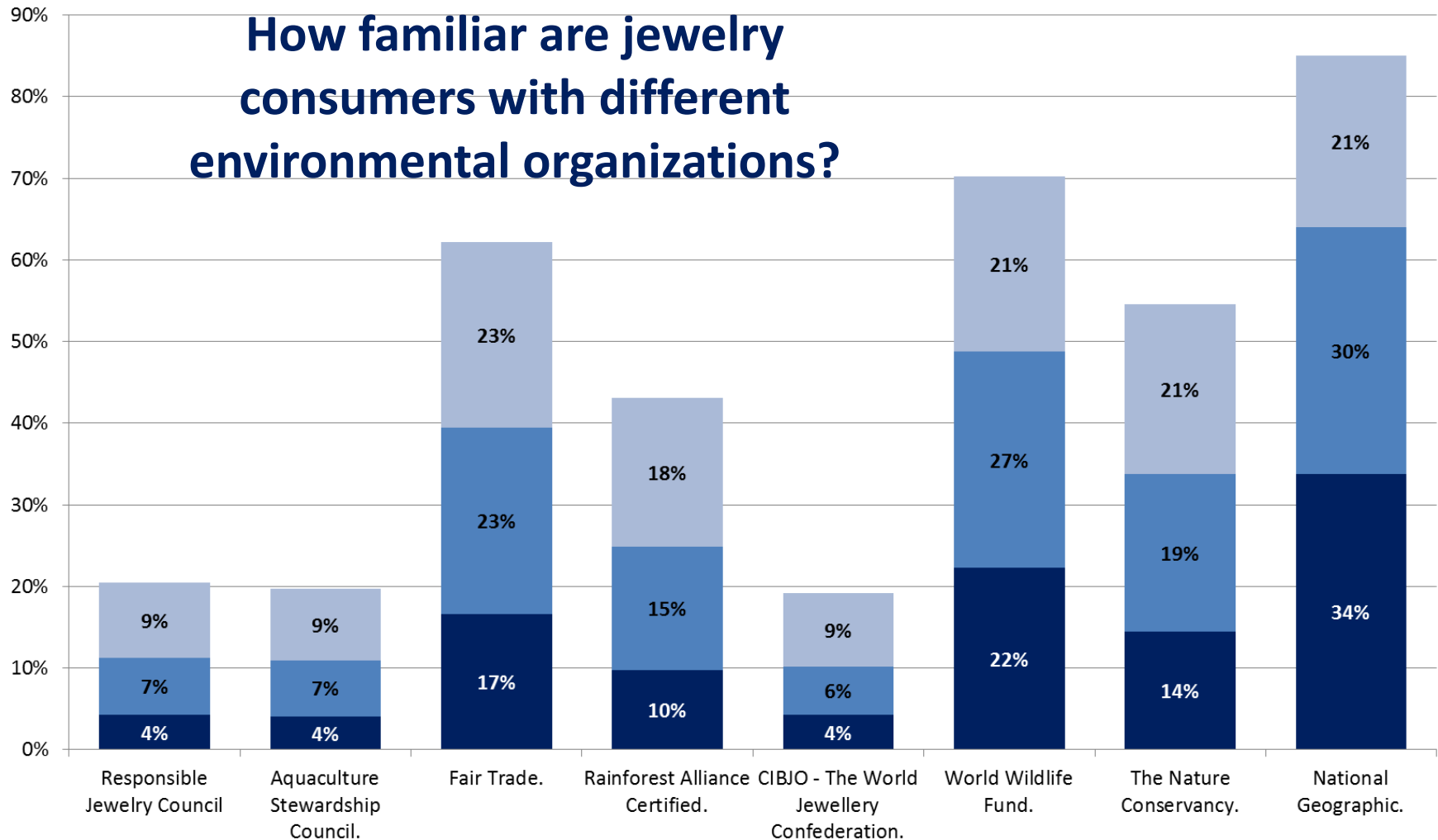
**How important were (environmental conditions of production) in your most recent fine jewelry purchase?
(Extremely or Somewhat Important)**



Survey Question 2: “What is your Age?”, **Survey Question 10:** “How important were each of the following components of your most recent fine jewelry purchase?”

Environmental Attitudes and Behavior

Awareness of Environmental Organizations



Survey Question 91: "Please indicate your highest level of familiarity with each of the following organizations."