

To: The Federal Trade Commission

Office of the Secretary
Room H-113 (Annex O)
600 Pennsylvania Avenue N.W.
Washington, D.C. 20580

Via e-mail: <https://ftcpublic.commentworks.com/ftc/jewelryguidesreview>

Dated: September 27, 2012

Re: Jewelry Guides, 16 CFR Part 23, Project No. G711001

The following constitutes the comments of the undersigned trade associations (“Associations”) and entities. These comments are submitted in response to the Federal Register Notice issued by the Federal Trade Commission (“Commission”) on July 2, 2012 regarding its review of the Commission’s *Guides for the Jewelry, Precious Metals, and Pewter Industries* (“Guides”).

Members of the Associations joining in this submission include manufacturers, wholesalers, distributors, precious metal suppliers and refiners, diamond dealers, colored gemstone dealers, and retailers – the entire jewelry community. The signatories are grateful for the opportunity to comment on the Commission’s review of the Guides, and appreciate the attention that will be afforded our response.

I. Introduction

A. Importance of the Guides to the Jewelry Industry

As the FTC begins the revision process for the Guides, it is important to establish how they have been used by the industry for as long as they have been published by the FTC, and why they are necessary. In many instances, the jewelry industry relies on the Guides for guidance in manufacturing products, and as standards of doing business, as there are few other specific laws or regulations which apply. The Guides establish standards of equality and fair dealing. Industry knowledge of and compliance with the Guides are widespread. This prevalent use and industry knowledge of the Guides helps manufacturers establish production standards and prevents consumer deception.

There are numerous examples of how the industry uses the Guides in its everyday activity. In order to exhibit at trade shows, including JA New York (Jewelers of America), JCK Las Vegas (Jeweler’s Circular Keystone), AGTA Gemfair Tucson (American Gem Trade Association), MJSA Expo New York (Manufacturing Jewelers and Suppliers of America) and others, the Exhibitor Manuals state that companies must comply with all laws and regulations that apply to the jewelry industry. Most exhibition contracts specifically require compliance with the FTC Guides as a condition of exhibiting at the show. All leading jewelry trade associations (including the signatories to this submission) incorporate into their standards and practices required for membership knowledge of and compliance with the FTC Guides. According to many associations’ bylaws, uncorrected violations of the standards within the Guides may lead to cancellation of their membership. These associations use the Guides to set membership standards and resolve disputes.

The Better Business Bureau directs readers to the Guides in the “Frequently-Asked Advertising Questions: A Guide for Small Businesses” section of its website. It refers to the FTC Guides as special advertising standards for jewelers.

The GIA (Gemological Institute of America) quotes from the FTC Guides in almost every course it offers as the standards that students must know and follow in their work as jewelry professionals. These classes are offered worldwide.

JVC conducts nearly 400 mediations each year, often between trade members but also between trade members and consumers. The grounds upon which the mediations are conducted are the guidance provided in the FTC Guides. This leads to resolution to the mutual satisfaction of the parties and avoids significant litigation costs and negative impacts from such litigation.

The standards and practices set in the Guides create the level playing field that industry members seek for fair competition and to ensure that consumers are protected by consistent production and marketing. Since the last revision, market conditions have changed; the Guides should be revised to meet those changes and those that could come in the future. This process is important to the industry and to the buying public.

B. Summary of Principal Recommendations

The Signatories have closely reviewed the Guides, as well as the specific questions posed by the FTC. We have also gathered information from sources throughout the industry to determine whether the Guides could be improved to better protect consumers, and to reflect technological, market and economic changes over the past 16 years. The recommended revisions summarized here, in the order in which they appear in the Guides, are a result of that process:¹

1. *Varietal Names*: A pattern of consumer deception that has come to the attention of JVC involves misidentifying gemstone varieties. Examples include using the descriptor “yellow emerald” to describe yellow beryl or “green amethyst” to describe prasiolite. There is no such thing as either “yellow emerald” or “green amethyst,” but sellers use the terms to capitalize on the cachet of emerald and amethyst – even though they are selling something else, albeit of the same underlying mineral species. For this reason, the signatories recommend that the term “varietal name” be added to the general deception section of the Guides, §23.1, along with a note explaining the term (“a varietal name is given for a division of gem species or genus based on a color, type of optical phenomenon or other distinguishing characteristic of appearance.”) See our answer to Question 9, at sub-section 5, below, as well as § 23.1 in our Recommended Guides, Exhibit 1.

2. *Changing “Mark” to “Stamp:”* The term “mark,” as used in the Guides, is ambiguous. In some sections it appears to mean a stamp, and in others it means both a stamp and a description on a tag. We recommend correcting this ambiguity by removing the word “mark,” and using in its place the terms “quality stamp” or “description” or both, depending on the context. This suggested change is indicated throughout the relevant sections in our Recommended Guides, Exhibit 1.

3. *Gold – Describing Quality*: Products made of gold alloy may be described in terms of karat fineness, for example 14Kt Gold or 14Kt, or in terms of parts per thousand, for example 750 Gold, or simply 750. The examples currently provided in the Guides, however, only use the karat fineness designation (see §23.4(c)). The signatories recommend that an example be provided using parts per thousand, as indicated above, so that it is clear to sellers that either method of describing gold is compliant with the

¹ The signatories’ Recommended Guides are attached here as Exhibit 1.

Guides. This suggested change is indicated in our Recommended Guides at § 23.4(b)(1), Exhibit 1.

4. *Palladium*: Palladium, one of the platinum group metals, is increasingly used to produce jewelry. Consumers will benefit if the Guides are expanded to include standards for this precious metal. See our answer to Question 9, at sub-section 2, below. This suggested change is indicated in our Recommended Guides at § 23.6, Exhibit 1.

5. *New and Emerging Metal Combinations*: The high price of precious metals has led to the development of new metal alloys that use less than minimum standard amounts of precious metal (e.g., less than 10 karats for gold, 925 parts per thousand for silver, and 500 parts per thousand for platinum). While the signatories do not recommend any change to these standards, we do recommend an amendment that provides guidance on marketing below-standard products. Specifically, we recommend that in descriptive material **other than quality stamps**, marketers be allowed to indicate that a below-standard product contains a precious metal, as long as they also indicate the quantity, by percentage, of the metal in the product. See our answer to Question 23, below. This suggested change is indicated in our Recommended Guides in a Note following §§ 23.4-6, Exhibit 1.

6. *Products with a Surface-Layer Application of Precious Metal*: The high price of precious metals has also led to an increase in product choices that contain a surface-layer application of precious metal over an underlying, less expensive, metal. The precious metals used as applications include gold, silver, platinum, palladium, rhodium and ruthenium. Currently, the only type of precious metal applications discussed in the Guides are gold, at §23.4 and, to a lesser extent, silver at §23.6. The signatories recommend a unified approach that would encompass all the precious metals used as coatings. The recommended changes would also simplify – to the extent possible given industry practices established over decades – the nomenclature and standards used for products with surface applications. Last, the suggested changes would set explicit minimums (by weight ratio or thickness of the coating) for the use of commonly used industry terms that signify an application of precious metal. If those minimum standards were not met, a disclosure would be required that the durability of the application was not

assured. See our answer to Question 9, at sub-section 1, below. This suggested change is indicated in our Recommended Guides at § 23.7, Exhibit 1.

7. *Listing the Majority Metal First in Products that Combine Two or More Precious Metals*: Many products in the marketplace combine two or more precious metals. These products may have a thin surface-layer application of a precious metal, such as gold, that entirely covers the underlying precious metal, such as silver. Or, the product may consist primarily of one precious metal, for example silver, but have accents composed of a different precious metal, for example gold. Whatever the particular construction of the piece, consumer interests will be served if sellers are required to list the metals in the order of their relative weight in the product when quality stamping or otherwise describing these products. See our answer to Question 9, at sub-section 3, below. This suggested change is indicated in our Recommended Guides at § 23.8, Exhibit 1.

8. *Pearl Dying*: Pearls are routinely dyed to achieve the variety of colors that are now available in the marketplace, from vibrant purples to subtle shades of silver. Disclosure of this practice is not currently required by the Guides, as dying is permanent, does not cause special care needs and does not affect value. The majority of consumers are unaware that many of the pearl products they buy have been dyed and may be misled to believe these are naturally occurring colors. The Signatories recommend amending the Guides to require disclosure of this practice. See our answer to Question 22, below. This suggested change is indicated in our Recommended Guides in Note 2 following § 23.22.

9. *Imitation, Manufactured, Composite or Simulated “Rubies”*: There is an abundance of this product on the market. Typically, it consists of low-grade ruby or corundum that has been infused with large quantities of lead glass. Were the lead glass to be removed, in many cases the ruby or corundum would not even hold together as a single stone. Often, the product is described to consumers merely as a “treated ruby.” Since this disclosure is inadequate, the Signatories recommend that the Guides be amended to require that the products be described as “imitation,” “manufactured,” “composite” or “simulated” ruby (or corundum, if the underlying material is corundum, and not ruby). See our answers to Questions 14-18, below. This suggested change is indicated in our Recommended Guides at § 23.24(d), Exhibit 1.

10. *Cultured*: The term “cultured” is currently allowed as a descriptor of diamonds, as long as it is accompanied by the term “laboratory grown,” “laboratory created,” “(manufacturer-name)-created” or “synthetic.” The Signatories believe that this is not in the best interest of consumers. We propose a change to §23.24 (§23.25 in our Recommended Guides) that would make clear that the term “cultured” should be used only for organic processes. The effect of this provision would be to reserve the term as a descriptor for pearls. See our answers to Questions 12(a) and 10, below. This suggested change is indicated in our Recommended Guides at § 23.25, Exhibit 1.

II. Background

History of Guides

The FTC Guides, as they currently exist, are the result of a comprehensive review that was completed more than 16 years ago.² The FTC initiated this review in 1992 in response to a Petition the JVC filed in 1986, and supplemented in 1989, and pursuant to a program to review all FTC rules and Guides periodically to ensure that they remain relevant and useful in light of any changed technological, marketplace or other conditions. As result of this review, the Commission updated the language in the Guides to reflect the legal terminology used in the Commission’s Deception and Unfairness Policy Statements and made numerous substantive revisions to the Guides to reflect technological developments.

Since those revisions, the FTC Guides have been amended, in most cases pursuant to petitions filed by the JVC.³ The FTC issued guidance for platinum jewelry marketing on April 8, 1997. A revision to the FTC Guides was made in April 2001 to provide for disclosure of any treatment to gemstones that significantly affects the value of the gemstone, such as laser drilling of diamonds. In December 2010, the Guides were again revised to address metals combining platinum with non-platinum group metals.

² Guides for the Metallic Watch Band Industry and Guides for the Jewelry Industry, 61 Fed. Reg. 27,178 (May 30, 1996).

³ The process to provide guidance pertaining to metal combining platinum and non-platinum group metals was commenced in response to a request for a staff opinion from the manufacturing company in December 2004.

III. Research and Information Gathering

A. Consumer Research

In February of this year, the Associations convened a Task Force of jewelry trade association representatives to address the FTC's expected review of the Guides. These representatives identified areas where the Guides could be improved to better serve consumers. JVC then retained MVI, a consumer research firm, to design and implement focus groups, and Harris Interactive, a consumer research firm, to devise a questionnaire and to poll consumers on the identified issues. The full results of this research, including top line data and detailed analysis are attached here as Exhibits 2 through 7, and are cited throughout these comments, where relevant, in support of our recommendations.

B. Industry Research

Technical data, provided in support of many of the Signatories' recommendations, has been provided by industry professionals with expertise in the areas of gemology and metallurgy, and is cited throughout our comments. Affidavits from several of these professionals, Michael Akkaoui, Grigory Raykhtsaum, and Christopher P. Smith, are attached as Exhibits 8 through 10, respectively.

IV. Answers by the Associations to the Commission's Questions

(1) Is there a continuing need for the Guides as currently promulgated? Why or why not?

Yes. As discussed above in Section I.A., the Guides are an essential source of guidance for the jewelry industry, and they are widely applied to manufacturing processes and to marketing these products, allowing jewelers to make accurate representations about the products they both purchase and sell. Using the Guides enables fair practices in the industry for retailers, manufacturers, wholesalers and others when dealing directly with each other and with consumers.

(2) What benefits have the Guides provided to, or what significant costs have the

Guides imposed on, consumers? Provide any evidence supporting your position.

The Guides provide guidance that enables the industry to communicate essential information to consumers. Industry members benefit from the clear guidance they receive to avoid deceptive practices. When industry members follow the guidance provided, consumers are better able to make informed, clear decisions about their jewelry purchases. Jewelry products and their marketing can be complex. Often, consumers are learning details about these products for the first time, and buying on trust. The Guides give the trade tools to properly synthesize information about jewelry products for consumers. The Guides promote standardization of practices amongst all jewelry providers, ensuring that information gleaned by consumers will be applicable everywhere.

(3) What modifications, if any, should the Commission make to the Guides to increase their benefits or reduce their costs to consumers?

(a) How would these modifications affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses?

(b) Provide any evidence supporting your proposed modifications.

Please see our proposed changes to the Guides, discussed below and attached as Exhibit 1.

(4) What impact have the Guides had in promoting the flow of truthful information to consumers and preventing the flow of deceptive information to consumers? Provide any evidence supporting your position.

See answers 1 and 2 above.

(5) What benefits, if any, have the Guides provided to, or what significant burdens or costs, including costs of compliance, have the Guides imposed on businesses that conform to their advice, particularly small businesses? Provide any evidence supporting your position.

The extensive benefits provided by the Guides have been detailed above. Rather than imposing burdens and costs on businesses, the Guides alleviate burdens and lower costs by providing clear guidance for the trade, thereby reducing legal risk.

(6) What modifications, if any, should be made to the Guides to increase their benefits or reduce their burdens or costs to businesses that conform to their advice, particularly small businesses?

(a) How would these modifications affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses?

(b) Provide any evidence supporting your proposed modifications.

Please see our suggested changes, discussed below and reflected in our Recommended Guides, Exhibit 1.

(7) Provide any evidence concerning the degree of industry compliance with the Guides. Does this evidence indicate that the Guides should be modified? If so, why and how? If not, why not?

As noted above, the Guides are the fundamental guidance under which the industry operates, and compliance is the norm. Unfortunately, this is not the case in the area of imitation gemstones, particularly diamonds. The JVC reviews many complaints involving deceptive advertising involving these products every year, despite the clear language of the Guides.

One area of non-compliance with the Guides involves synthetic diamonds. Twice this year alone, undisclosed synthetic diamonds have been submitted to diamond grading labs to be certified as natural diamonds.⁴ Since these stones cannot be identified as synthetic by an average jeweler or consumer, disclosure is imperative in order to avoid deception. Increased enforcement of the disclosure of synthetic diamonds would be the most effective way of combating this problem within the United States.

The JVC is aware of widespread violations of the guidelines when addressing the description of imitation diamonds, made from Cubic Zirconia, glass or other products that mimic diamonds but do not have the properties of a diamond. Section 23.23(c) guides trade members to reserve the use of the term “laboratory created” or “laboratory grown” to those items which have “essentially the same optical, physical, and chemical properties as the stone named.” Some sellers of imitation diamond products are using these terms to suggest that these products have the same properties as a synthetic diamonds. In truth, they are imitation, low value products, and their performance compared to a synthetic or natural diamond is radically different. The JVC has communicated with such sellers in the attempt to seek correction of their product advertising. In the last three years, we have had three ongoing investigations. These efforts by the JVC have met with little success. Many sellers continue to misrepresent their products in this manner to the detriment of the consumer. Increased enforcement on the part of the FTC would be the most effective way of combating this problem. See sample advertisements, attached as Exhibit 11.

Another area of widespread non-compliance with the Guides is in the area of the use of the word “cultured,” in the context of pearls, as required by §§ 23.18 and 23.19. Many sellers fail to use the term when selling cultured pearls (both salt and freshwater). Many sellers also continue to describe imitation pearls as “pearls.” JVC monitors advertising for pearls, cultured pearls and imitation pearls, and sees many such violations. In the last three years, for example, JVC has contacted approximately 60 web-based

⁴ See Avi Krawitz, *IGI Finds Hundreds of Undisclosed Synthetic Diamonds at Labs*, DIAMONDS.NET, (May 21, 2012), <http://www.diamonds.net/News/NewsItem.aspx?ArticleID=40156&ArticleTitle=IGI+Finds+Hundreds+of+Undisclosed+Synthetic+Diamonds+at+Labs>; Rob Bates, *Undisclosed Synthetic Diamonds Found in Hong Kong*, JCKONLINE.COM, July 11, 2012, <http://www.jckonline.com/2012/07/11/undisclosed-synthetic-diamonds-found-in-hong-kong>.

sellers of these products and corrected their advertising – in 95% of these cases, the description is corrected. However, despite its efforts, JVC does not see any reduction in complaints involving violations of FTC Guidelines in this regard.

The signatories seek increased enforcement action by the FTC in these areas. Such an initiative by the FTC would stop the most prominent violators, and create a deterrent effect in the industry, thereby reducing the level of non-compliance. The JVC stands ready to assist in any such enforcement action, and can provide material and evidence to identify the violators, and assist in any investigation.

(8) Provide any evidence concerning whether any of the Guides' provisions are no longer necessary. Explain why these provisions are unnecessary.

Section 23.4(b) Note, regarding Duragold, Diragold and similar terms, is no longer necessary since these terms are no longer in use in the industry.

(9) What potentially unfair or deceptive practices concerning precious metal, pewter, diamond, gemstone, or pearl products are occurring in the marketplace, but not covered by the Guides?

(a) With reference to such practices, should the Guides be modified? If so, why and how? If not, why not?

(b) Provide any evidence, such as empirical data, consumer perception studies, or consumer complaints, demonstrating the extent of such practices.

(c) Provide any evidence demonstrating whether such practices cause consumer injury.

The Signatories have identified six potentially unfair or deceptive practices that are occurring in the marketplace but are not covered by the Guides. They are:

1. Applications of Precious Metal over an Underlying Metal

The marketing of products that contain surface layer applications of precious metals over underlying metals presents several opportunities for deceptive practices. One reason is that the Guides only provide standards for applications of gold, and to a very limited extent silver, but not for any other precious metals, even though products coated with these other metals are abundantly available on the marketplace. For example, it is common industry practice to apply a surface layer of rhodium, a white precious metal, on gold products that are marketed as white gold. This surface coating is very often not disclosed even though it may wear off over time, revealing the underlying yellow or off-white gold. There are other precious metals besides gold and rhodium that are routinely used as applications. A search of the terms “Silver-,” “Platinum-,” “Palladium-,” or “Ruthenium-Plated jewelry” on amazon.com produces a combined total of thousands of results. A similar search of numerous other websites where jewelry is sold, including jtv.com, macys.com, walmart.com and zales.com produces a comparable volume of products. The lack of standards for these products – those that have surface applications of a precious metal other than gold or silver – creates the risk of deception and confusion.

An additional omission in the Guides is that they do not set specific minimum standards for the use of terms that indicate an application of a precious metal on a product, despite the vast quantities of these products on the market.⁵ The precious metal applications involved include silver and various platinum group metals, as indicated above, as well as gold. The volume of these lower priced products is due, in large part, to the current record-high cost of precious metals such as gold, silver and platinum.⁶ Sellers have turned to items coated with precious metals, as opposed to items that are precious metal throughout, to meet price points demanded by consumers. This is evidenced by the

⁵ While the current Guides do not set specific minimums, they do require, in certain circumstances regarding gold and silver, that coatings be “of such thickness and extent of surface coverage that reasonable durability is assured” or “of substantial thickness.” Current Guides at §§ 23.4 and 23.6.

⁶ As of September 20, 2012, Gold is priced at approximately \$1,772 per troy ounce, Silver at \$35 and Platinum at \$1,640. By way of comparison, when the *Guides* were last reviewed, in 1996, the Commission noted that the cost of Gold at that time fluctuated between \$350 and \$400 an ounce. *Guides for the Metallic Watch Band Industry and Guides for the Jewelry Industry*, 61 Fed. Reg. 27,178, 27,179 n. 32 (May 30, 1996).

large quantity of surface coated products offered for sale on the websites noted above. Manufacturers have the technology to produce very thin applications of precious metals, facilitating lower costs of production.

This leads to potential deception in that products may have insubstantial amounts of precious metal over an underlying, less expensive, metal. These products may be marketed at higher price points than justified, and may perform badly – to the disappointment of consumers who associate precious metals with durability.⁷ In order to provide clear guidance in this area, and avoid deception and confusion, we advocate a unified approach that addresses all precious metal applications, not just gold and silver. We also advocate clearly expressed minimum standards for the use of traditional industry terms connoting surface layer applications of precious metals. Last, we recommend that if the designated minimums, that are known to ensure reasonable durability, are not met, that buyers be warned that durability is not assured.

Our recommendations concerning precious metal applications are based on several important considerations: first, our research indicates that consumers want basic information about products that have a surface layer application of precious metal.⁸ Second, over the course of decades, the industry has incorporated various minimum standards, and the use of terms associated with those standards, into its accepted practices for both electrolytic and mechanical applications of gold.⁹ Most of these standards are reflected in the minimum thicknesses and weights expressed at § 23.4 of the Guides concerning applications of gold. Manufacturers accept these standards, and the use of the associated terms, as it is their experience that they insure the production of durable products. See the affidavits of Michael Akkaoui and Grigory Raykhtsaum, attached here as Exhibits 8 and 9, respectively.

⁷ Consumer expectations regarding gold, in the context of coatings, were discussed by the FTC in 1996 when the Commission last reviewed the Guides. See *Id.*, at 27187 n. 115. For consumer expectations as to platinum, see Guides for the Jewelry, Precious Metals, and Pewter Industries, Final Guides Amendments, 75 Fed. Reg. 81,443, 81,444 (Dec. 28, 2010).

⁸ Harris Interactive Jewelers Vigilance Committee FTC Questions Study, August 20, 2012 Report, Exhibit 2, at 30-31 [hereinafter “Harris Interactive Report.”]

⁹ An electrolytic process produces a metallic or other coating on a surface by immersing it into a solution and using electric current to create a deposition on the surface. In a mechanical process, metal surfaces are fused together using heat and high pressure.

For example, within the industry the term “electroplated” indicates a durable product that has an electrolytically applied coating of at least 7 millionths of an inch of gold over an underlying metal, either precious or non-precious. “Rolled Gold Plate” signifies a durable product with a mechanically applied application of gold or gold alloy over an underlying metal, either precious or non-precious, that is at least 1/40th of the weight of the article. The term “Bonded,” although not addressed in the current Guides, indicates a durable product with a mechanically applied application of gold or gold alloy over a base of sterling silver that is at least 1/40th of the weight of the article.¹⁰ As indicated, it is longstanding industry practice to disclose the amount of an electrolytically applied outer layer by thickness, and the amount of a mechanically applied outer layer by weight.

Our recommended changes to the Guides regarding applications of precious metals, can be found at our proposed § 23.7. The section combines the goals and considerations described above as follow:

- a. It is drafted to include all precious metal applications, and defines “precious metal” to mean gold, silver and the platinum group metals.
- b. Sellers must make several disclosures to consumers when selling coated products. These are: the identity and purity of the precious metal in the outer application, and the amount of the precious metal in the outer application. In certain circumstances they must also disclose that durability is not assured. *See* Section (f) below.
- c. The disclosure concerning the amount of the precious metal in the application may be made by stating the thickness of the application (for products with electrolytically applied coatings) or the weight (for products with mechanically applied coatings).
- d. The disclosure regarding the amount of precious metal in the application may also be made by accurately using any one of these eleven terms: “Plate,” “Plated,” “Electroplate,” “Electroplated,” “Heavy Electroplate,” “Heavy Electroplated,” “Vermeil,” “Rolled Plate,” “Clad,” “Filled” or “Bonded.”

¹⁰ Regarding use of the term “Bonded,” see Exhibit 12, *Guidance on Description, Hallmarking and Marking of Bonded Gold in the UK*, a publication of the British Hallmarking Council setting standards for the use of this term.

Minimum standards are included for use of each term. In the case of the terms “Plate,” “Plated,” “Electroplate,” “Electroplated,” “Heavy Electroplate,” and “Heavy Electroplated,” the standards vary depending on the precious metal being used.

e. Our proposed new section combines some terms, which are treated separately in the current Guides, but have come to be used interchangeably in the industry. Thus, the terms “Plate,” “Plated,” “Electroplate” and “Electroplated” can each be used to describe any product with an electrolytically applied surface layer of at least 7 millionths of an inch of gold, 5 millionths of an inch of platinum, 100 millionths of an inch of silver, and so on. One of the terms, “Bonded,” is not defined in the current Guides, but is accepted in the industry as representing a mechanical application of a precious metal over silver of at least 1/40th the weight of the article. Last, some terms are not addressed in our Recommended Guides as they are superfluous. These are “flashed,” “washed,” and “overlay.”

f. If a particular product does not qualify for use of any one of the eleven terms identified in (d), above, than the seller must also advise consumers that the durability of the precious metal application is not assured.

The support for this proposal includes:

a. Consumer research conducted by MVI and Harris Interactive, Exhibits 2-7, specifically MVI Report at 5-14 and Harris Interactive Report at 26-32.

b. The input of several industry professionals with many years of experience in the production of jewelry products with applications of precious metals. Affidavits from two of these professionals, Michael Akkaoui and Grigory Raykhtsaum are attached here as Exhibits 7 and 8. Mr. Akkaoui has been with Tanury Industries, a company that produces products with electrolytic applications of precious metals, since 1974. He currently serves as president and CEO. Mr. Raykhtsaum is a metallurgist employed as the Director of Metallurgy by Leach Garner, a company that fabricates gold and silver alloys. As such, he

has years of experience in the field of mechanically applied surface coatings of precious metals.

c. Durability testing is currently being performed, under the direction of Mr. Raykhtsaum, regarding the minimum standards we propose for both electrolytically and mechanically applied surface coatings. The results of these tests will be made available to the FTC as soon as we next have an opportunity to provide comments on the Guide revision process, or earlier if allowed.

Our recommended Guides revisions regarding applications of precious metals over an underlying metal are presented in Exhibit 1 at § 23.7. They are presented in chart form in Exhibit 13, *Proposed Guidelines for Application of Precious Metals over an Underlying Metal*.

2. Palladium

Palladium is a precious metal that is white in color. It was not regularly used to produce jewelry until fairly recently.¹¹ Demand for palladium by jewelry manufacturers has grown since the Guides were last reviewed in 1996, driven in large part by the significant rise in the price of platinum and white gold – more expensive white metals that are better known to consumers.¹²

The Guides do not currently include standards for the use of palladium in jewelry. In the interests of consumer protection, the signatories recommend that the Guides be revised to fill this gap. Palladium is a precious metal and is being marketed as such. Consumers will thus expect that, based on their experience with other precious metals, it will perform as a precious metal in terms of durability. Moreover, consumer research

¹¹ Johnson Matthey, a chemicals company that is among the largest refiners of platinum group metals in the world, tracks palladium supply and demand by year. This data is available on its website at <http://www.platinum.matthey.com/publications/market-data-tables/>. In 1996, the demand for palladium in jewelry in North America was 5,000 ounces. The demand in 2011 was 45,000 ounces.

¹² Palladium is one of the Platinum Group Metals. Guides for the Jewelry, Precious Metals and Pewter Industries, at § 23.7(a) [hereinafter “The Guides”]. Despite that designation, consumer perceptions regarding Palladium and Platinum are quite different. Consumers are mostly unfamiliar with Palladium. See Harris Interactive Report, at 33-34. The fact that it is a Platinum Group Metal is largely without significance to consumers. See Guides for the Jewelry, Precious Metals, and Pewter Industries, Final Guides Amendments, *supra* note 7, at 81,446. On the other hand, consumers have established views regarding Platinum. *Id.*, at 81,444.

indicates that consumers want to know how much palladium is in a jewelry product described as “palladium.” They further expect that a minimum amount of palladium is required in products described as “palladium.”¹³ To meet consumer expectations it is important that a minimum threshold be set for use of the term “palladium” in describing jewelry products.

The Associations recommend that the term “palladium” should only be allowed for products that are least 500 parts per thousand palladium. This is the minimum standard for platinum, a related metal. As is the case with platinum, sellers should also be required to identify other metals in a palladium product that contains at least 500, but less than 850 parts per thousand pure palladium, and does not contain at least 950 parts per thousand platinum group metals.¹⁴ Please see the Recommended Guides, Exhibit 1, § 23.6, for the Signatories’ recommendations regarding palladium.

3. Jewelry with More than One Precious Metal: Identifying the Predominant Metal

Jewelry products that combine precious metals, such as silver and gold, are routinely described with terms such as “gold over silver” or “gold and silver.” These products, however, often contain far more silver than gold, even though gold, the more valuable metal, appears first in the product description. A web search of such terms makes clear just how common this practice has become. A close inspection of some of the thousands of results on sites such as amazon.com, overstock.com, sears.com and macys.com, reveals jewelry products that are made from silver with just small amounts of gold. In some cases, such as plated products, the two metals are visually indistinguishable, but it is clear from both the price – and just a rudimentary knowledge of precious metal applications – that the predominant metal is silver, not gold. In other cases the metals are visually distinguishable. In those cases it is just as clear that silver predominates.

¹³ Exhibit 3, Harris Interactive Topline Data, p. 19-20 [hereinafter “Harris Interactive Topline Data”].

¹⁴ In certain circumstances, lower quality platinum products must be accompanied by a disclosure that the product may not have the same attributes as traditional platinum products. This should not be required for palladium products of similar quality, as palladium is much less established as a component of jewelry, and consumers thus do not yet have set perceptions of palladium. See Harris Interactive Report, at 33.

It is unfair and deceptive to describe a product as “gold and silver,” “gold over silver,” or the like, if the product is predominantly silver. The same holds true for any other combinations of precious metals, such as silver and platinum. Consumer research indicates that buyers expect that the first metal listed in a product description is the predominant metal.¹⁵ The signatories thus recommend that the Guides address this explicitly. Recommended language can be found in the Recommended Guides, Exhibit 1, at § 23.8. These recommendations are summarized, along with others regarding products with mixed metals, in Exhibit 14, *Recommended Requirements for Mixed Metals*.

4. Deception Regarding Varietal Names

Traditionally, certain gemstones have been known and marketed to consumers using the varietal name of the mineral (such as emerald, amethyst and ruby) as opposed to the actual mineral species (such as beryl, quartz or corundum, respectively.) These terms have been used for hundreds (and in some cases, thousands) of years to describe these varieties.¹⁶ Consumers associate these varietal names with high value.

Recently, JVC received complaints about retailers and manufacturers using these traditional varietal names to describe a color of the mineral not traditionally associated with that varietal name.¹⁷ Examples include using “yellow emerald” to describe a yellow beryl (emerald is green beryl, and the correct yellow beryl varietal name is “heliodor”) and “green amethyst” to describe green quartz (amethyst is purple quartz, and the correct green quartz varietal name is “prasiolite.”) Using these varietal names to describe a mineral of a different color creates an unfair advantage due to the traditional value associations. Sellers of these products are using these traditional value associations to

¹⁵ Exhibit 2, Harris Interactive Report, 7, 30.

¹⁶ ANTOINETTE MATLINS, PG & A.C. BONANNO, FGA, PG, ASA, JEWELRY & GEMS THE BUYING GUIDE (1998), 101-05.

¹⁷ For an example of this kind of marketing, please see: <http://yellowemerald.com/index.php?page=faq>. A search of the term “green amethyst” provides additional examples.

link their differently-colored product with the traditional product in the mind of a consumer and thus, charge a higher price.

In order to ensure that a consumer is not deceived by the misuse of a varietal name, the signatories recommend the phrase “varietal name” (along with a definition of the term “varietal name”) be added to the list of items in § 23.1 about which misrepresentation would be unfair or deceptive to prevent consumer deception. This will prevent retailers from unfairly trading on the mineral varietal names and deceiving consumers as to the value of their products.

5. Rubies

See our answers to questions (14)-(18), below.

6. Pearls – Disclosure of Dyeing

See our answer to questions (21) and (22), below.

(10) What modifications, if any, should be made to the Guides to account for current or impending changes in technology or economic conditions affecting the jewelry and precious metals industries?”

(a) How would these modifications affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses?

(b) Provide any evidence supporting the proposed modifications.

1. Surface Applications of Precious Metals

The current high price of precious metals and the ability to create products with extremely thin coatings have resulted in an abundance of coated jewelry products. This is discussed in (9) above. Our suggested modification to the Guides regarding precious metal applications would result in a unified approach to these products, and would also set clearly stated minimum standards. This should enable consumers to better understand representations about coated products. An additional benefit will be that manufacturers

will be operating on an even playing field. This will encourage the production of a wider variety of products with different types of precious metal applications that perform well, at lower costs to consumers.

2. New and Emerging Metal Combinations

Another result of the escalating price of precious metals is a move in the industry towards alloys that contain a precious metal, or metals, but not of an adequate quantity to meet the minimum standard for use of a precious metal term as a descriptor (e.g., 10 karats for gold, 925 parts per thousand for silver and 500 parts per thousand for platinum).¹⁸ This is discussed in response to Question 23, below. Our recommended change – allowing sellers to inform consumers that the product contains a precious metal – should encourage the production of lower-priced jewelry which will benefit many consumers. Note that our recommended changes would not allow sellers to stamp the name of the below-standard precious metals on the product, although they could include that information in other marketing materials as long as they also stated the amount, by percentage, of the precious metal in the product. This recommendation is reflected in a Note following §§ 23.4-6 in our Recommended Guides, Exhibit 1. It is also summarized, along with other recommendations regarding products with mixed metals, in Exhibit 14, *Recommended Requirements for Mixed Metals*.

(11) Do the Guides overlap or conflict with other federal, state, or local laws or rules, such as those enforced by U. S. Customs and Border Protection? If so, how?

(a) With reference to the asserted conflicts, should the Guides be modified? If so, why and how? If not, why not?

¹⁸ An example is a product sold by Tiffany composed of “Rubedo,” a metal alloy. The alloy contains gold, silver and copper. Patricia Cohen, *Testing One’s Metal*, N.Y. TIMES, (Apr. 4, 2012) <http://www.nytimes.com/2012/04/05/fashion/tiffanys-rubedo-line-stirs-debate-over-meaning-of-metal.html?pagewanted=all>. It is advertised by Tiffany as “Rubedo metal.” The specific metals in the alloy are not identified in Tiffany’s consumer marketing materials. See, e.g., TIFFANY & CO., Tiffany 1837™ cuff, http://www.tiffany.com/Shopping/Item.aspx?fromGrid=1&sku=GRP05644&mcat=148204&cid=622067&search_params=s+5-p+2-c+622067-r+101746884-x+-n+6-ri+-ni+0-t+ (last visited Sept. 24, 2012).

Based on research conducted by the JVC over the past years, while there are such overlaps, they do not present conflicts or act in a way that is detrimental to the consumer.

(b) Have the Guides assisted in promoting national consistency with respect to precious metal, pewter, diamond, gemstone, and pearl products?

Since the Guides are well known and highly respected in the industry, they are the central point to create consistency in the production and description of industry products made from jewels, stones, pearls and precious metal.

(c) Provide any evidence supporting your position.

See Introduction (Section I) above.

(12) Are there foreign or international laws, regulations, or standards with respect to precious metal, pewter, diamond, gemstone, or pearl products that the Commission should consider as it reviews the Guides? If so, what are they?

International standards in the jewelry industry are set in a wide variety of contexts. The jewelry industry is a uniquely international and global one – the products and components are derived from many locations throughout the world, and robustly traded in all international markets. Some standards are set by law. For example, in the United Kingdom, hallmarking (stamping the quality of jewelry items made of precious metal by authorized hallmarking guilds) is required for the sale of precious metal jewelry items. Other laws pertain to labeling, and to representations of industry items.

Other standards are set by organizations that do not have the force of law, but the standards themselves are widely accepted and implemented as accepted trade practice. As the primary example, CIBJO, an international confederation of numerous jewelry associations from all sectors of the jewelry industry around the world, publishes “Blue Books” – setting standards for diamonds, color gemstones, pearls, precious metals and

gemological laboratories that grade diamonds and color gemstones. These standards are developed through a series of meetings of industry members throughout the year regarding topics such as the disclosure of treatments to gemstones, precious metal content and labeling, pearl production and labeling, disclosure of synthetic or imitation diamonds and color gemstones, and more. The CIBJO standards are widely accepted abroad, and are used as enforceable requirements throughout the international community to prevent consumer deception and maintain a level playing field.¹⁹ To date, the FTC Guides vary from CIBJO standards in the following areas where we are advocating revisions: the use of the word “cultured” is reserved for pearls, the disclosure of rhodium plating over white gold is required; the dying of pearls is a required disclosure and standards are set for the use of palladium in jewelry.

The other international association relevant to the FTC’s efforts is the International Standards Organization (ISO), which sets standards that are generally accepted in the industry. Its goals include the facilitation of international trade and the safeguarding of consumers. International jurisdictions and individual companies adopt these standards as a marketable assurance to their customers of their compliance with the highest standards in international trade.²⁰ Companies using ISO standards can choose to become certified as “ISO compliant.” Both the ISO standards and the CIBJO Blue Books should be considered by the FTC as it reviews these Guides, in order to better understand how U.S. standards for industry conduct compare to those in place in the current international marketplace.

- (a) Should the Guides be modified in order to harmonize with these international laws, regulations, or standards? If so, why and how? If not, why not?

There is good reason generally to harmonize the FTC standards with international laws, regulations and standards. Doing so would remove unnecessary obstacles to international trade. The different standards permitted in the international marketplace present difficulties in maintaining the integrity of the U.S. marketplace, and may

¹⁹ See CIBJO, www.cibjo.org.

²⁰ See ISO, <http://www.iso.org/iso/home/about.htm>.

contravene the Trade Agreements Act of 1979. That Act provides that no federal agency “may engage in standards-related activity that creates unnecessary obstacles to the federal commerce of the United States and that federal agencies must, in developing standards take into consideration international standards and shall, if appropriate, base the standards on international standards.”²¹

An example is the FTC decision not to restrict the use of the word “cultured” to pearl products. CIBJO (and court decisions world-wide) specifically disallows this word as a descriptor for any product other than pearl. To the detriment of consumers, sellers now use this word to describe both imitation and synthetic diamonds, sometimes without using other required terms, such as “laboratory created.” Since the FTC published its opinion on the matter, the phrase “cultured diamond” is becoming part of the lexicon of the jewelry industry and is becoming familiar to the consuming public even if they do not fully understand it.²² Further, some marketers seek to distinguish “cultured diamonds” from synthetics.²³ Use of the word “cultured” in the context of diamonds in our view facilitates deceptive trade practices, and undermines the integrity of the U.S. jewelry marketplace.

The European Union is currently working to standardize nomenclature in this area. An EU Standard is a formal document that provides guidance for industry on market specifications.²⁴ In the case of the draft Standard ‘Jewellery — Consumer confidence in the diamond industry CEN/TC 410’, the documents sets out guidelines on diamond nomenclature, which specific reference to synthetic diamonds. The creation of a Standard is based on a formal framework (see EU Council Directive 83/189/EEC). Much of the work is carried out by the European Committee for Standardisation (CEN), which is recognised in Directive 98/34/EC, as the only European organization for the planning, drafting and adoption of European Standards in all areas of economic activity with the exception of electrotechnology ([CENELEC](#)) and telecommunication ([ETSI](#)).²⁵ In 1991, CEN and ISO established the Vienna Agreement, which allows the two bodies

²¹ 19 U.S.C. § 2532(2)(A).

²² Harris Interactive Report, 13-17.

²³ See Exhibit 15 for a sample advertisement.

²⁴ For the full definition of a Standard and procedures relating to their creation, see [EU Council Directive 83/189/EEC](#) (later amended to include production processes under [Directive 94/10/EC](#).)

²⁵ [Directive 98/34/EC](#), available at [http://eur-](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1998L0034:20070101:EN:PDF)

[lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1998L0034:20070101:EN:PDF](http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1998L0034:20070101:EN:PDF).

to participate in each other's Standards projects. Draft Standard "Jewellery — Consumer confidence in the diamond industry CEN/TC 410" has been accepted for a parallel voting process under the Vienna Agreement. The Draft Standard is currently being prepared for public enquiry across all ISO member states; if the draft Standard is accepted, then the resultant ISO-EN Standard will be produced which will apply to ISO's 163 members.²⁶

The implications of an EU Standard are that after its publication, a European Standard must be given the status of national standard in all CEN member countries, which also have the obligation to withdraw any national standards that would conflict with it. The Standard must be published by all CEN member states and becomes part of their accepted best practice guidance. As a result, any business that refused to use the descriptors would be open to litigation from any business/organisation that could claim that their misuse of the terms outlined in an international standard damaged their business by confusing customers or made it hard to trade over international borders.

Under the terms of the Standard being processed for synthetic diamonds, an artificial product that has essentially the same chemical composition, crystal structure and physical (including optical) properties as a diamond can be known as either synthetic diamond, laboratory-grown diamond or laboratory-created diamond. The qualifiers such as natural, real, genuine, precious, cultured, cultivated and gem may not be used to describe any synthetic diamond.

Adopting standards which are inconsistent with the EU contravenes the intentions of the Federal Trade Commission. The Commission has expressed in the past that its goal is to harmonize U.S. standards with those in force internationally. The difference in approach to the use of the word "cultured," to non-pearl products, is a prominent area in which U.S. standards are detrimentally different from many other international standards, thus undermining the integrity of the U.S. market and allowing a competitive disadvantage. These differing standards attract low quality and perhaps non-compliant products for sale in this market that cannot be sold abroad. CIBJO ensures that the word "cultured" applies only to pearls for the same reason. Soon, all EU countries will have

²⁶ For full text of the Vienna agreement, see http://isotc.iso.org/livelink/livelink/fetch/2000/2122/3146825/4229629/4230450/4230458/01_Agreement_on_Technical_Cooperation_between_ISO_and_CEN_Vienna_Agreement_.pdf?nodeid=4230688&vernum=0

the same rule. By making U.S. standards harmonious with international standards, the FTC will help to maintain the integrity of the US marketplace, prevent deception and ensure fairness in the marketplace.²⁷

(b) How would such harmonization affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses?

A “cultured” diamond is increasingly familiar to the consuming public – and they are not sure what it is. It is misleading, since it is often not followed by the words “laboratory grown” or “manufactured.” If this were to change, the necessary revisions to marketing materials would not represent a major cost factor. The rule as set by the FTC should be corrected (see answer (19) below).

(c) Provide any evidence supporting your position.

Please see above explanations and answer (19) below.

(13) Are there any provisions in the Guides setting forth particular requirements that do not accurately and fairly reflect the accepted customs, practices, and patterns of dealing prevalent in the industry, including the terminology and nomenclature customarily used in the course of trade?

There are the prominent areas in which the Guides vary from accepted customs, practices and patterns of dealing and we have detailed them in this submission. This acts to undermine the U.S. marketplace, and attracts low quality and non-compliant product to the U.S. since it cannot be sold legally abroad. Examples include the use of the term “cultured” in the context of diamonds, which is inconsistent with the international usage of the term, as discussed above. Another example is the now accepted nomenclature for surface layer applications of precious metals. This nomenclature has evolved since the

²⁷ 15 U.S.C. § 45(a).

Guides were last reviewed. Currently accepted terminology is discussed in our answer to Question 8, above.

(a) If so, identify these provisions and describe the extent and effects of such differences in requirements.

See above.

(b) Provide any evidence supporting your position.

See above.

(14) To what extent, if any, does the method that produces stones comprising a mixture of ruby/corundum and lead-glass (which are sometimes referred to as “composite rubies,” “hybrid²⁸ rubies,” or “glass-filled rubies”) differ from techniques traditionally used to treat or enhance natural rubies (e.g., glass-filling at fractures or surface fissures, application of high heat resulting in glass residue at surface-reaching cracks, in-filling with oils)?

The industry products discussed in questions (14)-(18) must be defined specifically so that consumers understand the products being addressed. In our discussion, the following distinctions are made (and will be referred to as such in questions (14)-(18)):

- a. Natural ruby: gem-quality untreated corundum that is red in color
- b. Treated ruby: gem-quality corundum which is treated in a traditional method (heating to modify color, which changes the state of certain naturally-occurring elements and improves transparency by dissolving certain naturally-occurring inclusions; healing open fissures by adding chemicals known as fluxing agents during the heating process) – no significant weight is added to the stone.
- c. Imitation, manufactured, composite or simulated ruby: low-grade non-gem quality corundum which is infused or combined with lead-glass to produce a stone that appears to be of higher quality – significant weight is added to the stone.

²⁸ Because consumers are confused about the use of the term “hybrid” in the context of describing these products, we do not advocate the usage of that term. See Harris Interactive Report, at 24; MVI Report at 39.

Imitation, manufactured, composite or simulated ruby is a relatively new material. In jewelry, it is used as a “stone” for setting. This stone differs from treated rubies in a number of ways. First, the fact that the glass has a high lead content makes it very unstable under normal conditions of wear and tear, including standard practices utilized by bench jewelers for everyday repair. A number of household products can damage the lead glass, leading to dramatically different special care requirements than treated rubies.²⁹ Secondly, the extent of the lead glass treatment is much more severe than a traditional treatment. The lead glass present in these stones makes up a significant portion of the weight of these stones, allowing them to be sold as higher carat weight stones without including additional weight of the “gem” component. In some stones there is more corundum than glass, but in others, there is more glass than corundum. However, in all of these types of stones, the lead glass always represents a significant percentage of the actual weight.

The process to create these stones also differs from the more traditional method of heating corundum. The methods used include:

- a. Taking very low-grade corundum and exposing it to harsh acids, leaving the stone porous and brittle
- b. Immersing the corundum in a bath of molten lead glass for an extended period to infuse the lead glass throughout the open pores of the stone
- c. Allowing it to cool, solidifying the glass, and then cutting to produce transparent red color stones that are a composite of corundum and high lead content glass.

The more traditional method of heating ruby involves heat alone (over red-hot coals or in an oven) which can enhance the red color without adding any substance or

²⁹ All factual assertions about this industry product in this section are sourced from the statement of Christopher P. Smith, G.G., Exhibit 10, a leading gemological expert who has extensively studied these products [hereinafter “Smith Statement”].

changing the weight.³⁰ This is a stable treatment which stands up to normal wear and tear and traditional bench jeweler practices.

Finally, the weight of the glass used in a traditional treatment process is rarely enough to add to the measurable weight of the stone. This is in marked contrast to corundum that has been treated with lead glass, a process that adds significant weight to the stone.

It can be very difficult to differentiate an imitation, manufactured, composite or simulated ruby from a natural or treated ruby with the naked eye. Many of the stones produced appear to the non-expert – and often even to an expert - to be at gem-level.³¹

(a) What impact, if any, does this have on the grade, quality, size, weight, cut, color, character, substance, durability, serviceability, price, value, special care requirements, or any other material aspect of the resulting product?

The treatments made to the imitation, manufactured, composite or simulated ruby have an impact on every aspect listed above. This product takes low-grade rough corundum that would otherwise only be useful for industrial purposes as an abrasive and turns it into a transparent stone suitable for setting in jewelry.³²

Imitation, manufactured, composite or simulated rubies are arguably a more dominant industry product when compared with natural or traditionally treated rubies available in the marketplace today. Tens of thousands of stones, ranging in size from

³⁰ The heat changes the state of certain naturally-occurring elements and improves transparency by dissolving some naturally-occurring inclusions. Some treat ruby further to “heal” open fissures by adding chemicals (also known as fluxing agents) during the heating process. This process creates re-grown ruby to bond the walls of the fissures, a vitreous melt (glass) and tiny bubbles in the parts that are the vitreous melt. This combination is called the heating residue. Although some glass is part of the heating residue on a traditionally heated ruby, it is only one of three components. The glass portion is also colorless. Additionally, although the exact ratios vary from stone to stone, lead is never used as a fluxing agent during the traditional heating of ruby. See Smith Statement.

³¹ Shane F. McClure, Christopher P. Smith, Wuyi Wang & Matthew Hall, *Identification and Durability of Lead Glass-Filled Rubies*, <http://lgdl.gia.edu/pdfs/gemsandgemology/articles/Sp06-G&G-article-on-lead-glass%E2%80%93filled-rubies.pdf>.

³² Smith Statement.

melee to over 100 carats are offered for sale on a daily basis.³³ Natural ruby and treated ruby come nowhere near this availability and size.

The value differential between an imitation, manufactured, composite or simulated ruby and gem-quality ruby can be very large.³⁴ Both natural and treated ruby have resale value in the market, but the resale value of imitation, manufactured, composite or simulated ruby, if properly identified, is virtually zero.³⁵ Additionally, a significant portion of the weight of an imitation, manufactured, composite or simulated ruby is from the lead glass, and not the corundum itself, an important fact in the value differential described here. When these stones are described using the unqualified word “ruby”, consumers are deceived as to the value of the stone.

There are significant special care requirements for imitation, manufactured, composite or simulated ruby. Standard bench jeweler practices, as well as some household cleaners and even lemon juice, can severely damage these stones if they are not handled properly.

(b) Do lead-glass-filled composite stones have essentially the same optical, physical, and chemical properties as natural rubies? If not, how are they different?

Imitation, manufactured, composite or simulated rubies do not have the same optical properties as natural rubies. Lead glass is singly refractive, whereas ruby is doubly refractive. Their physical properties are different as the lead glass is significantly softer and more prone to scratches, abrasions and breakage than ruby. The lead glass is also chemically attacked or etched by a number of materials that will not harm ruby. Natural ruby does not contain lead, nor does the glass component of heating residues in treated ruby. When chemical analysis of an imitation, manufactured, composite or simulated ruby is conducted, a significant portion of the chemical composition is lead.³⁶

³³ Smith Statement.

³⁴ Gem-quality natural ruby can range from a few thousand dollars per carat to tens of thousands of dollars per carat and more. Gem-quality heated ruby ranges from several hundreds of dollars per carat to several thousand dollars per carat. The value of imitation, manufactured, composite or simulated ruby ranges from below one dollar per carat, upwards to around one hundred dollars per carat. See Smith Statement.

³⁵ Smith Statement.

³⁶ Smith Statement.

Because it does not have the same optical, physical or chemical properties of an untreated ruby, this product cannot be called a “laboratory-created” or “laboratory-manufactured” ruby.

(c) Provide any evidence supporting your position.

See Smith Statement, Exhibit 10.

(15) To the extent lead-glass-filled composite stones are marketed and sold as “rubies” or other “natural” gemstones without qualification, is there any evidence of consumer misperception or injury resulting from the practice? If so, please provide it.

Consumers purchasing imitation, manufactured, composite or simulated rubies are frequently not advised that the products have been treated, or that they are not similar to traditionally treated rubies and require special care. Disclosure of this product merely as a “treated ruby” is both deceptive and insufficient to address issues of special care. When these products are brought to bench jewelers, to resize a ring, for example, or make repairs, bench jewelers may inadvertently ruin the jewelry, having no way of knowing that they are not handling an untreated or a traditionally treated ruby.³⁷ Even if a consumer was told that there was special care required, simply disclosing that the stone was treated would not be enough to avoid potential consequences of exposing these products to a typical jewelers repair process, such as a bench jeweler sizing a ring. Since these stones react differently to standard treatments, specific disclosures on special care are required.

These imitation, manufactured, composite or simulated rubies are regularly sold without accurate and complete disclosure. Some cases have been publicly reported.³⁸ A class action lawsuit has been filed against Macy’s for the alleged undisclosed sale of

³⁷ See Jennifer Heebner, *The Ruby Ruse: How Jewelers Can Avoid the Lead Glass-Filled Gems*, JCKONLINE.COM (May 2012), <http://www.jckonline.com/2012/04/24/ruby-ruse-how-jewelers-can-avoid-lead-glass-filled-gems>; see also Wink Jones, *Lead Glass Ruby – The Nightmare that Keeps on Giving*, PRICESCOPE.COM (Sept. 21, 2010, 11:25 PM), <http://www.pricerscope.com/journal/lead-glass-ruby-nightmare-keeps-giving>.

³⁸ David V. Johnson, *Macy’s sells rubies ‘filled’ with glass*, SF PUBLIC PRESS (July 13, 2010, 10:39 AM), <http://sfpublicpress.org/news/2010-07/macys-sells-rubies-filled-with-glass>.

these products.³⁹ Additionally, several complaints have reached JVC. We expect the number to rise given the proliferation of these stones in the marketplace.

(16) Is there a standard or consensus in the industry regarding how lead-glass-filled composite stones are identified and described?

There is not currently any consensus in the industry regarding how these stones are identified and described. Some gemological labs have begun referring to these products as “manufactured stones” or “manufactured products.” Others call them “lead-glass-filled rubies,” “composite rubies,” or “hybrid rubies.”⁴⁰ We would advocate that the FTC define and name this product so that there can be standardization throughout the industry. Because the quality of corundum in these products can be low, they do not rise to the level of the definition of “ruby” (as revised by this submission). Therefore, the unqualified use of the word “ruby” in the description of the product is inappropriate. Identifying these stones as “manufactured” or similar words would clearly convey that they are not similar to treated rubies, and will not react to wear like an unheated ruby or a traditionally-heated ruby.

(a) Provide any evidence demonstrating the extent to which the industry standard meets or fails to meet consumer expectations regarding such products.

Please see the Harris Interactive Report, Exhibit 2, as well as the MVI Report, Exhibit 6.

(17) Should the Guides be amended to address lead-glass-filled composite stones?

For all the reasons articulated above, the Guides should be amended to address these stones. Their proliferation throughout the industry has already happened; it is necessary that they be described accurately to consumers to avoid rampant deception.

³⁹ See complaint filed in California Court of Unlimited Jurisdiction, No. CGC 10 495868, *available at* <http://www.macysjewelrylawsuit.com/FS-AMD-CPT-Jun2010.pdf>.

⁴⁰ See Exhibit 16 for a chart of laboratories and the various identifications.

Although disclosure of special care requirements is already mandated in the Guides, this is not doing enough to stop retailers from deceiving consumers and each other by withholding vital information about these products. The disclosure for these lead glass and low grade corundum composite stones should require the use of the words “manufactured”, “imitation”, “simulated” or “composite”.

(a) Describe what guidance is needed to ensure that consumers are not misled about the composition of lead-glass-filled composite stones and these products’ performance, durability, value, and any special care requirements.

(b) Would the proposed guidance affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

Changing the Guides to ensure that these stones are identified clearly will have a direct effect on consumers and businesses. Consumers will be informed as to the true value of the products they are purchasing, and will not be deceived. Businesses will be affected as well: for those businesses that purchase stones in order to set them in jewelry, the risk that they will be sold undisclosed products will be lowered. Businesses that currently charge a price well above market value will be affected by the disclosure requirements. If they are required to disclose that the stone is an imitation, manufactured, composite or simulated ruby and not permitted to use the unqualified name of the stone, the price they can command for the product will appropriately drop, reflecting its true value. We are not arguing that this product should be taken off the market; it has value as an inexpensive alternative to stones that can be very cost-prohibitive. However, the manufacturers of this product should not be allowed to trade on the unqualified varietal name and should be required to disclose vital care information to the consumer.

(c) Provide any evidence supporting your position.

Please see above answers.

(18) Are there any treatments or enhancements performed on rubies or other gemstone products, such as fracture-filling, that are disclosed in accordance with Sections 23.1 and 23.22 of the Guides, but are still likely to deceive consumers?

We are aware of no such treatment disclosures that are likely to deceive consumers.

(a) If so, how common are these practices?

(b) Should the Jewelry Guides include specific guidance regarding how these treatments should be disclosed to consumers? If so, what guidance should be provided?

(c) Would the proposed guidance affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

(d) Provide any evidence supporting your position, including evidence demonstrating the extent of such practices and evidence of any consumer confusion or injury.

(19) Does use of the term “cultured,” together with qualifying terms such as “laboratory-created,” “laboratory-grown,” [manufacturer name]-created,” or “synthetic,” to describe laboratory-created diamonds or other gemstones that are optically, chemically, and physically equivalent to natural, mined stones of the type identified create confusion among consumers or cause consumer injury?

The JVC (and the other trade associations) have in the past petitioned the FTC to prevent the use of the word “cultured” to describe any jewelry product other than pearl. The subject was addressed in lengthy and substantiated submissions to the FTC.⁴¹ The

⁴¹ See <http://www.ftc.gov/os/061211jvcpetitiondenied.pdf>, Petition to Amend the Guides, dated December 11, 2006; and Letter dated March 23, 2007 supplementing the Petition, Exhibit 17. This petition, its attached exhibits and the JVC letter of March 23, 2007 (Exhibit 17) are incorporated by reference as if fully included herein.

industry's position on the use of this descriptor for synthetic diamonds or gemstones has not changed. The FTC's guidance was to allow the use of the word "cultured" when accompanied by the words "laboratory created" or "laboratory grown" when applied to synthetic diamonds or other gemstones that have all of the properties of a natural diamond or gemstone. The Associations argue that the word "cultured" should be reserved for the organic process of naturally growing pearls in mollusks in sea or freshwater settings with an act of human intervention. It should not apply to the act of synthesizing carbon (or other material) using highly technical machinery in an industrial setting to artificially create a diamond or other gemstone in a manner that is not organic or natural in any way.

Our research shows that consumers regard the term "cultured" to denote an act of human intervention in a natural process that creates a product. This process is distinct in their minds from the definition of "synthetic" which denotes "artificially created".⁴² Farming cultured pearls in natural bodies of water is a very different process from the act of artificially and mechanically synthesizing carbon for several hours using sophisticated machinery in a factory setting – acts that are not at all similar to how a natural diamond is created, occurring deep in the earth over millions of years.

In an interesting recent development, since the time of the above-referenced petition to the FTC, JVC has seen an increased use of the word cultured (or the descriptors "lab-grown" or "lab created") to describe imitation diamonds or other gemstones (such as cubic zirconia, glass or other imitation material) that have none of the properties of the natural stones. There is also advertising that seeks to distinguish "cultured diamonds" from other synthetic diamonds.⁴³ This is clearly for the purpose of confusing consumers into paying high prices for imitation stones. The FTC Guides already address this representation – and provides guidance that these products should not be described incorrectly – but given the wide-spread increasing confusion and abuse of these terms, it is beyond the capacity of the JVC to police these representations in an

⁴² See Exhibit 6, MVI Report, 21, 26, and previous consumer perception data submitted in 2007.

⁴³ See Exhibit 15 for Soma advertisement.

effective manner. The best solution would be the one previously advocated by JVC – allowing use of the term “cultured” for pearls, but not for diamonds.

In our industry, it is the careful use of appropriate terminology – for describing everything from precious metals to diamonds – that best protects consumers. In 2006, a primary concern of the petitioners regarding the use of the term “cultured” was that, once untethered from pearls, the word would be sloppily used. Requiring qualification of the word with terms such as “laboratory created” was not predicted to be an effective solution. It seemed likely that, in face-to-face transactions, retail salespeople would use the shorthand “cultured” rather than slow up a possible sale with awkward disclosures. The effect, it was anticipated, would be the eventual use of the unqualified term “cultured diamonds” among retailers as well as consumers, with no clear understanding of its exact meaning.

The consumer research submitted with these Comments confirms our prediction. Some consumers are familiar with the term “cultured diamonds” because they have heard it in retail jewelry stores and understand that the stones are not natural. On the other hand, the same consumers believe “cultured” diamonds to be more expensive than “laboratory-created,” “laboratory-grown,” or “synthetic” diamonds, indicating confusion.⁴⁴ In other research, half of respondents polled assumed that “cultured diamond” referred to a natural stone. Less than half of consumers understood the term to be synonymous with “manufactured.”⁴⁵ This research indicates that the correct use of the term cannot be enforced, and its misuse cannot be prevented. We thus recommend once again that the term be disallowed in the context of diamonds.

(a) Provide any evidence supporting your position.

Please see Exhibits 11 and 15 which include examples of advertisements of these products.

⁴⁴ MVI Report, 24-25, 28.

⁴⁵ Harris Interactive Report, 16.

(20) Should the Guides be amended to address specifically whether and in what circumstances the term “cultured” may be used to describe diamonds or other gemstone products? If so, what guidance should be provided?

As argued above in Question 19 and as asserted in our submission of 2007, the word “cultured” should be reserved to describe the organic natural process by which an act of human intervention allows a pearl to be formed in a mollusk in a natural setting. This would align the FTC Guides with international nomenclature, and with trade practices around the world.⁴⁶

(a) Would the proposed guidance affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

We do not see how this change would cause any variance in cost for consumers or businesses. Further, the benefits to the consumer (aligning the language used in the industry with consumers’ perceived understandings of the words) outweigh any possible costs.

(b) Provide any evidence supporting your position.

Please see the attached Exhibits 2-7 from Harris Interactive and MVI.

(21) Should the Guides include a provision in Section 23.20 to address the circumstances in which the term “freshwater pearl” may be used in a manner that is not unfair or deceptive? If so, what guidance should be provided?

The term “freshwater pearl” refers to pearls grown in freshwater lakes, streams and rivers. These pearls can be both naturally occurring or cultured (where the mollusk is

⁴⁶ CIBJO (The World Jewellery Confederation), THE DIAMOND BLUE BOOK, § 3.7.1 (2011); Draft EU Standard, *Jewellery – Consumer Confidence in the Diamond Industry*, CEN/TC 410 (this draft standard is currently being proposed for public inquiry across all member states of the Organization for Standardization (ISO). If accepted, the standard will apply to all 163 member states.); Canadian Guidelines with Respect to the Sale and Marketing of Diamonds, Gemstones and Pearls, D3, D4.

induced by an act of human intervention to begin the pearl-growing process.) “Seed” pearls are a type of freshwater pearl.

The signatories advocate no changes to the current guides pertaining to these products. We are satisfied with the current disclosures pertaining to freshwater pearls. See Harris Interactive Topline Data, Exhibit 3, at 3.

(a) Would the proposed guidance affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

(b) Provide any evidence supporting your position.

(22) Should the Guides advise the disclosure of treatments to pearl products, such as dyeing or other artificial coloring techniques? If so, what types of disclosures should be made?

The signatories recommend that Section § 23.22 (Disclosure of treatment to gemstones) be amended to specifically include pearls as well as gemstones. This would remove any ambiguity regarding the breadth of § 23.25 and make it clear that it includes pearls. Further, the Signatories recommend that the Guides be amended to require disclosure of dyeing of pearls.

As pearls are produced in nature by organic processes, it is difficult to control the uniformity of each pearl. In order to present jewelry products with uniform pearls, manufacturers often use certain processes to change or modify the appearance of pearls. While certain processes are industry standards, some are not permanent and should be disclosed under a special care requirement. Coating, filling, irradiation and oiling are examples of such treatments.⁴⁷ Treatments that are routinely used to bring products to

⁴⁷ Coating: spreading an artificial layer of substance over the pearl surface or part of the surface in order to change color or improve luster. This coating is similar to clear nail polish and can chip or peel. Filling: filling a void with an epoxy substance that makes pearls more solid and improves their durability. Irradiation: gamma rays change the color of the nucleus in a cultured pearl and cause light color pearls to turn iridescent blueish or greenish gray color. Oiling: coating the surface of a pearl with oil to improve luster. See *Pearl Treatments*, PEARL-GUIDE.COM, <http://www.pearl-guide.com/pearl-treatments.shtml>; *Pearl Treatment*, SHECY PEARLS, <http://www.shecypearljewelry.com/pearl-guide/pearl-treatment.html>.

market, and that are permanent, should not trigger a disclosure obligation. Examples of such practices include bleaching, which is the removal, lightening or altering of color by means of chemical agents, physical agents, or light; buffing; and polishing.⁴⁸

While the dyeing of pearls to achieve a variety of colors is prolific, it is not a routine process that is required to bring the product to market. Huge numbers of pearls are sold that have not been dyed. When consumers buy dyed pearls, they often do not know that the color has been caused by dyeing, not by an organic process within the pearls while they are growing.⁴⁹ This should be disclosed. However, because dyeing is permanent, does not require special care, and does not diminish value, a new provision in the Guides is required to create this obligation. The American Gem Trading Association and CIBJO already require that its members disclose the dyeing of pearls, and it should be a standard industry practice in order to prevent consumer confusion and deception.⁵⁰ See our Recommended Guides, Exhibit 1, at § 23.22 Note 2 for the proposed language.

(a) Are there any treatments to pearl products that are not permanent?

(b) Are there any treatments to pearl products that create special care requirements?

(c) Is there a disparity in value between a pearl that has been treated in a manner that is permanent and does not create special care requirements, and a pearl that has not been treated?

(d) Would the issuance of guidance calling for the disclosure of treatments to pearl products affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

⁴⁸ ANTOINETTE L. MATLINS, PG, THE PEARL BOOK 77-78 (1996) [hereinafter “Matlins”]. According to FTC commentary on the previous revision of the Guides, disclosure of a known industry-wide practice is unnecessary. 61 Fed. Reg. 27177, 27197 (May 30, 1996.)

⁴⁹ See Harris Interactive Report, 11-12; MVI Report, 19-20.

⁵⁰ AGTA, GEMSTONE INFORMATION MANUAL, Pearl section; CIBJO, THE PEARL BOOK, 10.

Requiring disclosure of certain processes might mean more training necessary for sales representatives and retailers in order to educate them on the processes used to alter pearls. However, the disclosure to the consumer far outweighs any effect on the retailer or manufacturer.

(e) Provide any evidence supporting your position.

Please see Harris Interactive Topline Data, Exhibit 3, at 3-4.

(23) Should the Guides be amended to provide guidance on how to describe non-deceptively the content of precious metal alloys and alloy products that contain less than the minimum standard amounts (i.e., 10 karats for gold, 925/1,000ths for silver, 500 parts per thousand for platinum)? If so, what guidance should be provided?

(a) Would the proposed guidance affect the costs and benefits of the Guides for consumers and businesses, particularly small businesses? If so, how?

(b) Provide any evidence supporting your position.

Yes, the Guides should be amended to provide guidance in this area. It is in the best interests of consumers that the minimum standards for precious metals that are identified in the Guides be maintained. Sellers, however, should be allowed to inform consumers that a product contains a precious metal if that is the case.

Minimum standards protect consumers, whose expectations regarding the durability and wear of precious metals are long standing. Standards regarding gold, silver and platinum have been in place for decades and have been successfully integrated into industry practice. As expressed above, we believe that a minimum standard should also be included for “palladium,” as that precious metal is increasingly used for the manufacture of jewelry.

The Commission emphasized the importance of standards, in the context of gold, when it last reviewed the Guides, noting then that the 10 karat minimum standard has

been in place since 1933.⁵¹ The FTC further asserted that maintaining this minimum standard was necessary to ensure that consumers' expectations regarding gold products were upheld.

The signatories agree. Minimum standards should be maintained, and sellers should not be allowed to stamp products with the name of a precious metal unless the minimum quantity is met. On the other hand, they should be able to inform consumers that a product contains a precious metal if that is the case – as long as the representation is accurate, and they also tell consumers the amount of the precious metal, by percentage, in the product. This could be done in descriptive material such as advertisements, labels or tags, e.g., 10% Gold or 50% Silver, but not with quality stamps which would not be permitted.

(24) Are the Commission's business compliance guidance and consumer education materials about the Jewelry Guides useful? Can they be improved? If so, how?

The Commission's business compliance guidance and consumer education materials about the Jewelry Guides are useful. They can be improved in that they should reflect any changes made as a result of the current revision process.

(a) Should the Commission consider consumer education or other measures to help non-English-speaking consumers obtain the information provided under the Guides?

⁵¹ *Guides for the Metallic Watch Band Industry and Guides for the Jewelry Industry*, *supra* note 2, at 27, 185, n. 99 (“[t]he 10 karat minimum standard has been used at least since 1933, when it first appeared in Commercial Standard CS 67–38, promulgated by the then Bureau of Standards of the U.S. Department of Commerce. It was incorporated into the Trade Practice Rules for the Jewelry Industry, 16 CFR Part 23, in 1957. In 1977, the Commission proposed permitting sellers to market gold of less than 10 karat and silver of less than 92.5% if the quality was accurately disclosed. This proposal was published for public comment. Over 1200 comments were received, many from consumers, and over 98% of the comments opposed lowering the 10K standard. The Commission found, based on articles and test reports, that articles of less than 10 karat fineness tend to tarnish and corrode. The Commission ultimately retained the 10 karat minimum fineness for gold and the 92.5% standard for silver. 42 FR 29916, 29917 (1977)”).

We agree that these important Guidance materials should be made available to help non-English speaking consumers obtain information provided under the rules.

- (b) Should the Commission print copies of business compliance guidance and consumer education materials, or is a pdf at www.ftc.gov sufficient for your needs?

The JVC (and many of the other trade associations co-signing this submission) have moved away from printing guidance or educational materials, instead issuing materials on a CD, or in downloadable PDF format. We recommend the same practice to the FTC for this material.

VII. Conclusion

For the reasons expressed above, we ask that the Commission to accept the recommendations made in this submission. Thank you for your consideration of this important request.

Respectfully submitted:

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**INDUSTRY TASK FORCE ON FTC JEWELRY GUIDE REVIEW
DRAFT AMENDED GUIDES**

Recommended changes to the Guides are shown with strikeouts (in the case of Guides or language to be removed) or in green (in the case of new or amended guidelines, or renumbering)

§23.0 Scope and Application

No recommended changes.

§ 23.1 Deception (general).

It is unfair or deceptive to misrepresent the type, kind, grade, quality, quantity, metallic content, size, weight, cut, color, character, **varietal name**, treatment, substance, durability, serviceability, origin, price, value, preparation, production, manufacture, distribution, or any other material aspect of an industry product.

Note 1 to § 23.1: If, in the sale or offering for sale of an industry product, any representation is made as to the grade assigned the product, the identity of the grading system used should be disclosed.

Note 2 to § 23.1: To prevent deception, any qualifications or disclosures, such as those described in the guides, should be sufficiently clear and prominent. Clarity of language, relative type size and proximity to the claim being qualified, and an absence of contrary claims that could undercut effectiveness, will maximize the likelihood that the qualifications and disclosures are appropriately clear and prominent.

Note 3 to 23.1: A varietal name is given for a division of gem species or genus based on a color, type of optical phenomenon or other distinguishing characteristic of appearance.

§23.2 Misleading Illustrations

No recommended changes

§23.3 Misuse of the terms “hand-made,” “hand-polished,” etc.

No recommended changes

§ 23.4 Misrepresentation as to gold content.

(a) It is unfair or deceptive to misrepresent the presence of gold or gold alloy in an industry product, or the quantity or karat fineness of gold or gold alloy contained in the product, or the

karat fineness, thickness, weight ratio, or manner of application of any gold or gold alloy plating, covering, or coating on any surface of an industry product or part thereof.

(b) The following are examples of markings or descriptions that may be misleading:²

(1) Use of the word "Gold" or any abbreviation, without qualification, to describe all or part of an industry product, which is not composed throughout of fine (24 karat) gold.

(2) Use of the word "Gold" or any abbreviation to describe all or part of an industry product composed throughout of an alloy of gold, unless a correct designation of the karat fineness of the alloy immediately precedes the word "Gold" or its abbreviation, and such fineness designation is of at least equal conspicuousness.

(3) Use of the word "Gold" or any abbreviation to describe all or part of an industry product that is not composed throughout of gold or a gold alloy, but is surface-plated or coated with gold alloy, unless the word "Gold" or its abbreviation is adequately qualified to indicate that the product or part is only surface-plated.

~~(4) Use of the term "Gold Plate," "Gold Plated," or any abbreviation to describe all or part of an industry product unless such product or part contains a surface plating of gold alloy, applied by any process, which is of such thickness and extent of surface coverage that reasonable durability is assured.~~

~~(5) Use of the terms "Gold Filled," "Rolled Gold Plate," "Rolled Gold Plated," "Gold Overlay," or any abbreviation to describe all or part of an industry product unless such product or part contains a surface plating of gold alloy applied by a mechanical process and of such thickness and extent of surface coverage that reasonable durability is assured, and unless the term is immediately preceded by a correct designation of the karat fineness of the alloy that is of at least equal conspicuousness as the term used.~~

~~(6) Use of the terms "Gold Plate," "Gold Plated," "Gold Filled," "Rolled Gold Plate," "Rolled Gold Plated," "Gold Overlay," or any abbreviation to describe a product in which the layer of gold plating has been covered with a base metal (such as nickel), which is covered with a thin wash of gold, unless there is a disclosure that the primary gold coating is covered with a base metal, which is gold washed.~~

~~(7) Use of the term "Gold Electroplate," "Gold Electroplated," or any abbreviation to describe all or part of an industry product unless such product or part is electroplated with gold or a gold~~

² See §23.4(c) for examples of acceptable markings and descriptions.

~~alloy and such electroplating is of such karat fineness, thickness, and extent of surface coverage that reasonable durability is assured.~~

(4) Use of any name, terminology, or other term to misrepresent that an industry product is equal or superior to, or different than, a known and established type of industry product with reference to its gold content or method of manufacture.

(5) Use of the word "Gold" or any abbreviation, or of a quality **stamp** mark implying gold content (e.g., 9 karat), to describe all or part of an industry product that is composed throughout of an alloy of gold of less than 10 karat fineness.

~~Note to paragraph (b) § 23.4: The provisions regarding the use of the word "Gold," or any abbreviation, as described above, are applicable to "Duragold," "Diragold," "Noblegold," "Goldine," "Layered Gold," or any words or terms of similar meaning.~~

(c) The following are examples of **quality stamps** markings and descriptions that are consistent with the principles described above:

(1) An industry product or part thereof, composed throughout of an alloy of gold of not less than 10 karat fineness, may be **quality stamped** marked and described as "Gold" when such word "Gold," wherever appearing, is immediately preceded by a correct designation of the karat fineness of the alloy, and such karat designation is of equal conspicuousness as the word "Gold" (for example, "14 Karat Gold," "14 K. Gold," "14 Kt. Gold" or "**750 Gold**"). Such product may also be **quality stamped** marked and described by a designation of the karat fineness of the gold alloy unaccompanied by the word "Gold" (for example, "14 Karat," "14 Kt.," "14 K." or "**750**").

Note to paragraph (c)(1) § 23.4: Use of the term "Gold" or any abbreviation to describe all or part of a product that is composed throughout of gold alloy, but contains a hollow center or interior, may mislead consumers, unless the fact that the product contains a hollow center is disclosed in immediate proximity to the term "Gold" or its abbreviation (for example, "14 Karat Gold-Hollow Center," or "14 K. Gold Tubing," when of a gold alloy tubing of such karat fineness). Such products should not be **quality stamped** marked or described as "solid" or as being solidly of gold or of a gold alloy. For example, when the composition of such a product is 14 karat gold alloy, it should not be described or **quality stamped** marked as either "14 Kt. Solid Gold" or as "Solid 14 Kt. Gold."

~~(2) An industry product or part thereof, on which there has been affixed on all significant surfaces, by any process, a coating, electroplating, or deposition by any means, of gold or gold alloy of not less than 10 karat fineness that is of substantial thickness,³ and the minimum thickness throughout of which is equivalent to one half micron (or approximately 20 millionths of an inch) of fine gold,⁴ may be marked or described as "Gold Plate" or "Gold Plated," or~~

abbreviated, as, for example, G.P. The exact thickness of the plate may be marked on the item, if it is immediately followed by a designation of the karat fineness of the plating which is of equal conspicuousness as the term used (as, for example, “2 microns 12 K. gold plate” or “2 μ 12 K. G.P.” for an item plated with 2 microns of 12 karat gold.)

³The term *substantial thickness* means that all areas of the plating are of such thickness as to assure a durable coverage of the base metal to which it has been affixed. Since industry products include items having surfaces and parts of surfaces that are subject to different degrees of wear, the thickness of plating for all items or for different areas of the surface of individual items does not necessarily have to be uniform.

⁴A product containing 1 micron (otherwise known as 1 μ) of 12 karat gold is equivalent to one-half micron of 24 karat gold.

Note to paragraph (c)(2): If an industry product has a thicker coating or electroplating of gold or gold alloy on some areas than others, the minimum thickness of the plate should be marked.

(3) An industry product or part thereof on which there has been affixed on all significant surfaces by soldering, brazing, welding, or other mechanical means, a plating of gold alloy of not less than 10 karat fineness and of substantial thickness⁵ may be marked or described as “Gold Filled,” “Gold Overlay,” “Rolled Gold Plate,” or an adequate abbreviation, when such plating constitutes at least 1/20th of the weight of the metal in the entire article and when the term is immediately preceded by a designation of the karat fineness of the plating which is of equal conspicuousness as the term used (for example, “14 Karat Gold Filled,” “14 Kt. Gold Filled,” “14 Kt. G.F.,” “14 Kt. Gold Overlay,” or “14K. R.G.P.”). When conforming to all such requirements except the specified minimum of 1/20th of the weight of the metal in the entire article, the terms “Gold Overlay” and “Rolled Gold Plate” may be used when the karat fineness designation is immediately preceded by a fraction accurately disclosing the portion of the weight of the metal in the entire article accounted for by the plating, and when such fraction is of equal conspicuousness as the term used (for example, “1/40th 12 Kt. Rolled Gold Plate” or “1/40 12 Kt. R.G.P.”).

⁵See footnote 3.

(4) An industry product or part thereof, on which there has been affixed on all significant surfaces by an electrolytic process, an electroplating of gold, or of a gold alloy of not less than 10 karat fineness, which has a minimum thickness throughout equivalent to .175 microns (approximately ⁷1/1,000,000ths of an inch) of fine gold, may be marked or described as “Gold Electroplate” or “Gold Electroplated,” or abbreviated, as, for example, “G.E.P.” When the electroplating meets the minimum fineness but not the minimum thickness specified above, the

marking or description may be “Gold Flashed” or “Gold Washed.” When the electroplating is of the minimum fineness specified above and of a minimum thickness throughout equivalent to two and one half (21/2) microns (or approximately ¹⁰⁰/1,000,000ths of an inch) of fine gold, the marking or description may be “Heavy Gold Electroplate” or “Heavy Gold Electroplated.” When electroplatings qualify for the term “Gold Electroplate” (or “Gold Electroplated”), or the term “Heavy Gold Electroplate” (or “Heavy Gold Electroplated”), and have been applied by use of a particular kind of electrolytic process, the marking may be accompanied by identification of the process used, as for example, “Gold Electroplated (X Process)” or “Heavy Gold Electroplated (Y Process).”²

(d) The provisions of this section relating to **quality stamping** markings and descriptions of industry products and parts thereof are subject to the applicable tolerances of the National Stamping Act or any amendment thereof.³

Note to paragraph (d) § 23.4: Exemptions recognized in the assay of karat gold industry products, and not to be considered in any assay for quality, are listed in the appendix.

§ 23.5 Misrepresentation as to silver content.

(a) It is unfair or deceptive to misrepresent **in a quality stamp or description** that an industry product contains silver, or to misrepresent an industry product as having a silver content, ~~plating, electroplating, or coating~~ **or a surface layer application of silver, if such quality stamp or description misrepresents the product’s true composition.**

(b) It is unfair or deceptive to **quality stamp** mark, describe, or otherwise represent all or part of an industry product as "silver," "solid silver," "Sterling Silver," "Sterling," or the abbreviation "Ster." unless it is at least 925/1,000ths pure silver.

(c) It is unfair or deceptive to **quality stamp** mark, describe, or otherwise represent all or part of an industry product as "coin" or "coin silver" unless it is at least 900/1,000ths pure silver.

~~(d) It is unfair or deceptive to mark, describe, or otherwise represent all or part of an industry product as being plated or coated with silver unless all significant surfaces of the product or part contain a plating or coating of silver that is of substantial thickness.⁸~~

³ Under the National Stamping Act, articles or parts made of gold or of gold alloy that contain no solder have a permissible tolerance of three parts per thousand. If the part tested contains solder, the permissible tolerance is seven parts per thousand. For full text, see 15 U.S.C. 295, et seq.

(d) The provisions of this section relating to **quality stamps** markings and descriptions of industry products and parts thereof are subject to the applicable tolerances of the National Stamping Act or any amendment thereof.⁴

Note 1 to § 23.5: The National Stamping Act provides that silverplated articles shall not "be stamped, branded, engraved or imprinted with the word 'sterling' or the word 'coin,' either alone or in conjunction with other words or marks." 15 U.S.C. 297(a).

Note 2 to § 23.5: Exemptions recognized in the assay of silver industry products are listed in the appendix.

§ 23.6 Misuse of the words "platinum," "iridium," "palladium," "ruthenium," "rhodium," and "osmium."

(a) It is unfair or deceptive to use the words "platinum," "iridium," "palladium," "ruthenium," "rhodium," and "osmium," or any abbreviation to mark or describe all or part of an industry product if such **quality stamp** marking or description misrepresents the product's true composition. The Platinum Group Metals (PGM) are Platinum, Iridium, Palladium, Ruthenium, Rhodium, and Osmium.

(b) The following are examples of **quality stamps** markings or descriptions that may be misleading:⁵

(1) Use of the word "Platinum" or "**Palladium**" or any abbreviation, without qualification, to describe all or part of an industry product that is not composed throughout of 950 parts per thousand pure Platinum **or Palladium**.

(2) Use of the word "Platinum" or "**Palladium**" or any abbreviation accompanied by a number indicating the parts per thousand of pure Platinum **or Palladium** contained in the product without mention of the number of parts per thousand of other PGMs contained in the product, to describe all or part of an industry product that is not composed throughout of at least 850 parts per thousand pure platinum **or palladium**, for example, "600Plat." **or "600 Pall."**

(3) Use of the word "Platinum," "**Palladium,**" or any abbreviation thereof, to mark or describe any product that is not composed throughout of at least 500 parts per thousand pure Platinum **or Palladium, respectively**.

⁴ Under the National Stamping Act, sterling silver articles or parts that contain no solder have a permissible tolerance of four parts per thousand. If the part tested contains solder, the permissible tolerance is ten parts per thousand. For full text, see 15 U.S.C. 297(a).

⁵ See paragraph (c) of this section for examples of acceptable **quality stamps** and descriptions.

(4) Use of the word “Platinum” or any abbreviation accompanied by a number or percentage indicating the parts per thousand of pure Platinum contained in the product, to describe all or part of an industry product that contains at least 500 parts per thousand, but less than 850 parts per thousand, pure Platinum, and does not contain at least 950 parts per thousand PGM (for example, “585 Plat.” without a clear and conspicuous disclosure, immediately following the name or description of such product:

(i) Of the full composition of the product (by name and not abbreviation) and percentage of each metal; and

(ii) That the product may not have the same attributes or properties as traditional platinum products. Provided, however, that the marketer need not make disclosure under §23.7(b)(4)(ii), if the marketer has competent and reliable scientific evidence that such product does not differ materially from any one product containing at least 850 parts per thousand pure Platinum with respect to the following attributes or properties: durability, luster, density, scratch resistance, tarnish resistance, hypoallergenicity, ability to be resized or repaired, retention of precious metal over time, and any other attribute or property material to consumers.

(5) Use of the word “Palladium” or any abbreviation accompanied by a number or percentage indicating the parts per thousand of pure Palladium contained in the product, to describe all or part of an industry product that contains at least 500 parts per thousand, but less than 850 parts per thousand, pure Palladium, and does not contain at least 950 parts per thousand PGM (for example, “585 Pall.”) without a clear and conspicuous disclosure, immediately following the name or description of such product of the full composition of the product (by name and not abbreviation) and percentage of each metal.

Note to paragraph (b)(4): When using percentages to qualify platinum **or palladium** representations, marketers should convert the amount in parts per thousand to a percentage that is accurate to the first decimal place (e.g., 58.5% Platinum, 41.5% Cobalt).

(c) The following are examples of **quality stamps** ~~markings~~ and descriptions that are not considered unfair or deceptive:

(1) The following abbreviations for each of the PGM may be used for quality ~~marks~~ **stamps** on articles: “Plat.” or “Pt.” for Platinum; “Irid.” or “Ir.” for Iridium; “Pall.” or “Pd.” for Palladium; “Ruth.” or “Ru.” for Ruthenium; “Rhod.” or “Rh.” for Rhodium; and “Osmi.” or “Os.” for Osmium.

(2) An industry product consisting of at least 950 parts per thousand pure Platinum **or Palladium** may be **quality stamped** or ~~marked~~ described as “Platinum” **or “Palladium.”**

(3) An industry product consisting of 850 parts per thousand pure Platinum **or Palladium**, 900 parts per thousand pure Platinum **or Palladium**, or 950 parts per thousand pure Platinum **or Palladium** may be marked “Platinum” **or “Palladium,” respectively**, provided that the Platinum **or Palladium quality stamp** ~~marking~~ **or description** is preceded by a number indicating the amount in parts per thousand of pure Platinum **or Palladium** (for industry products consisting of 950 parts per thousand pure Platinum **or Palladium**, the **quality stamp or description** ~~marking described~~ in §23.7(b)(2) above is also appropriate). Thus, the following **quality stamp** ~~markings~~ **or description** may be used: “950Pt.,” “950Plat.,” **“950Pall.,” “950 Pd.,”** “900Pt.,” “900Plat.,” **“900Pall.,” “900 Pd.,”** “850Pt.,” “850Plat.” **“850Pall.,” or “850Pd.”**

(4) An industry product consisting of at least 950 parts per thousand PGM, and of at least 500 parts per thousand pure Platinum **or Palladium**, may be **quality stamped, marked or described as** “Platinum” **or “Palladium,” respectively**, provided that ~~such~~ **the quality stamp, or description** ~~mark~~ of each PGM constituent is preceded by a number indicating the amount in parts per thousand of each PGM, as for example, “600Pt.350Ir.,” “600Plat.350Irid.,” or “550Pt.350Pd.50Ir.,” “550Plat.350Pall.50Irid.”

(5) An industry product consisting of at least 500 parts per thousand, but less than 850 parts per thousand, pure Platinum **or Palladium**, and not consisting of at least 950 parts per thousand PGM, may be **quality** ~~marked or~~ stamped accurately with a **quality** ~~marking~~ **stamp** on the article, using parts per thousand and standard chemical abbreviations (e.g., 585 Pt., 415 Co.)

Note to §23.7: Exemptions recognized in the assay of platinum **and palladium** industry products are listed in appendix A of this part.

[62 FR 16675, Apr. 8, 1997, as amended at 75 FR 81453, Dec. 28, 2010]

Note to §§23.4 (Gold), 23.5(Silver) and 23.6(Platinum Group Metals): Industry products that contain less than the minimum standard amounts of precious metals as described in these sections (e.g., 10 karats for gold, 925 parts per thousand for silver, and 500 parts per thousand for platinum and 500 parts per thousand for palladium), may not be identified with the unqualified name of the precious metal, but may be described, but not quality stamped, as containing a precious metal (or precious metals), provided that such description is preceded by the percentage of the precious metal (or precious metals) in the product, as for example, “8% Gold + 4% Palladium,” “40% Platinum,” “70% Silver + 30% Copper.”

§ 23.7 Misuse of terms relating to products that have a surface-layer application of precious metal.

(a) In quality stamping or describing industry products that have a surface-layer application of precious metal, it is unfair or deceptive to:

- (1) Misrepresent the identity of the precious metal used in the outer application, the purity, thickness, weight ratio, or manner of application of the precious metal used in the outer application, the identity of the underlying metal, or whether reasonable durability is assured.**
- (2) Fail to disclose the identity and purity of the precious metal used in the outer application.**
- (3) Fail to disclose a surface-layer application of precious metal on products quality stamped or described as “white gold.”**
- (4) Fail to disclose the amount of the precious metal in the outer application by:**
 - (i) specifying the thickness of the outer application for electrolytic or any other non-mechanical application; or**
 - (ii) specifying the weight of the application for mechanical applications; or**
 - (iii) accurately using one of the following terms or any abbreviation: “plate,” “plated,” “electroplate,” “electroplated,” “heavy electroplate,” “heavy electroplated,” “vermeil,” “rolled plate,” “clad,” “filled” or “bonded.”⁶**

Note to § 23.7 (a)(3)(i): If an industry product has a thicker application of a precious metal on some areas than others, the minimum thickness of the application should be disclosed.

(b) As used in this section, “precious metal” means gold, silver, platinum, iridium, palladium, ruthenium, rhodium and osmium, or alloys of those metals, as described in sections 23.4, 23.5 and 23.6 above.

(c) The following are examples of quality stamps or descriptions that may be misleading:

(1) Use of the terms “Plate,” “Plated,” “Electroplate,” “Electroplated” or any abbreviation to describe all or part of an industry product that has a surface-layer application of precious metal unless such product or part is one on which there has been affixed on all significant surfaces by an electrolytic process, or any other non-mechanical process, an identified precious metal of such thickness and extent of surface coverage that reasonable durability is assured.

⁶ See paragraphs (c) 1 - 4 of this section regarding the accurate use of these terms.

Note 1 to (c)(1) of § 23.7: For the purposes of this section, reasonable durability is assured when the minimum thickness of the precious metal plate on any part of the surface of the industry product is as follows:

- a. Of Gold: 7 millionths of an inch (approximately .175 microns)**
- b. Of Platinum: 5 millionths of an inch (approximately .127 microns)**
- c. Of Silver: 100 millionths of an inch (approximately 2.54 microns)**
- d. Of Palladium: 5 millionths of an inch (approximately .127 microns)**
- e. Of Rhodium: 3 millionths of an inch (approximately .076 microns)**
- f. Of Ruthenium: 5 millionths of an inch (approximately .127 microns)**

(2) Use of the terms “Heavy Electroplate,” “Heavy Electroplated” or any abbreviation to describe all or part of an industry product unless such product or part is one on which the identified precious metal has been affixed on all significant surfaces by an electrolytic process, or any other non-mechanical process, to a minimum thickness of:

- a. Gold: 100 millionths of an inch (approximately 2.54 microns)**
- b. Rhodium: 8 millionths of an inch (approximately 0.2 microns)**
- c. Platinum: 20 millionths of an inch (approximately 0.5 microns)**

(3) Use of the term “Vermeil” or any abbreviation to describe all or part of an industry product unless it consists of a base of sterling silver that has a surface-layer application of gold, or gold alloy, affixed on all significant surfaces by an electrolytic process, and such surface-layer application is of a minimum thickness throughout equivalent to 100 millionths of an inch (2.5 microns) of gold or gold alloy. Note to (c)(3) § 23.7: It is unfair or deceptive to use the term "vermeil" to describe a product in which the sterling silver has been covered with a base metal (such as nickel) and then plated with gold or gold alloy unless there is a disclosure that the sterling silver is covered with a base metal that is plated with gold or gold alloy.

(4) Use of the term “Rolled Plate” or any abbreviation to describe all or part of an industry product unless such product or part is one on which the identified precious metal has been affixed on all significant surfaces by a mechanical process and the precious metal constitutes at least 1/40th of the weight of the metal in the entire article.

(5) Use of the terms “Clad” or “Filled” or any abbreviation to describe all or part of an industry product unless such product or part is one on which the identified precious metal has been affixed on all significant surfaces by a mechanical process and the precious metal constitutes at least 1/20th of the weight of the metal in the entire article.

(6) Use of the term “Bonded” or any abbreviation to describe all or part of an industry product unless it consists of a base of sterling silver that has a surface-layer application of a different precious metal, or precious metal alloy, affixed on all significant surfaces by a mechanical process, and such surface-layer application constitutes at least 1/40th of the weight of the metal in the entire article.

(d) The following are examples of quality stamps and descriptions that are consistent with the principles described above:

(1) When an industry product has a surface-layer application of a precious metal of such thickness or weight that the product qualifies for use of the term "Plate," "Plated," “Electroplate,” “Electroplated,” "Heavy Electroplate," "Heavy Electroplated," “Vermeil,” “Rolled Plate,” “Clad,” “Filled” or “Bonded,” the following are examples of quality stamps or descriptions that may be used: “Gold E.P.,” “925 Plate,” “Pt. HEP,” “925/14K Bonded,” “14K Gold/Rh E.P,” “Sterling + Gold Bond,” “Vermeil,” “.925/RPG,” “.925RPPt.”

(2) When the application of a precious metal is not of the minimum thickness or weight necessary to qualify for the term "Plate," "Plated," “Electroplate,” “Electroplated,” "Heavy Electroplate," "Heavy Electroplated," “Vermeil,” “Rolled Plate,” “Clad,” “Filled,”, or “Bonded”

(i) The product may be identified by reference to the precious metal application only if accompanied by a warning that durability of the precious metal coating is not assured.

(ii) The following are examples of quality stamps or descriptions that may be used: “Coated with 3µin PT;” “Covered with .11µ Pd.” “925/5µin 20K,” “925 + 1/50th Gold.”

(3) The symbols for a millionth of an inch (µin) or a micron (µ) may be used in quality stamps of industry products. If these symbols are used in other descriptive materials, a definition must be provided (for example, “µin means a millionth of an inch” or “µ means a micron”).

(e) The provisions of this section relating to quality stamps and descriptions of industry products and parts thereof are subject to the applicable tolerances of the National Stamping Act or any amendment thereof.

Note to paragraph (e) § 23.7: Exemptions recognized in the assay of industry products that are covered with an application of a precious metal, and not to be considered in any assay for quality, are listed in the appendix.

§ 23.8 Misrepresentation as to precious metal content.

(a) It is unfair or deceptive to misrepresent the relative quantity of each precious metal in an industry product that contains more than one precious metal.

(b) The following is an example of a quality stamp or description that may be misleading for industry products containing more than one precious metal: a listing of precious metals in any order other than in the order of their relative weight in the product.

(c) The following are examples of quality stamps and descriptions that are consistent with the principles stated above:

(1) For a product that contains visually distinguishable parts of silver throughout and gold (or gold alloy) throughout, and the product contains more silver than gold (or gold alloy), by weight: “Sterling/14K,” “925/18K Gold.”

(2) For a product that contains visually distinguishable parts of silver throughout and parts of silver with a surface-layer application of gold (or gold alloy), and there is more silver than gold (or gold alloy) in the product: “Sterling + 14K Bonded,” “.925/Gold EP.”

(3) For a product that contains precious metal parts that are not visually distinguishable, for example parts that are white gold alloy throughout and parts that are platinum (or platinum alloy) throughout, and there is more white gold than platinum (or platinum alloy) in the product: “14K W + 1/5 Pt.,” “18Kt W + ¼ 900Pt;” or, a silver product that has a surface layer application of gold on all significant surfaces: “.925/14K GP.”

§ 23.9 Misrepresentation as to content of pewter.

No Recommended Changes

§ 23.10 Additional guidance for the use of quality stamps ~~marks~~.

As used in these guides, the term “quality **stamp**” ~~mark~~ means any letter, figure, numeral, symbol, sign, word, or term, or any combination thereof, that has been stamped, embossed,

inscribed, or **printed on a tag or label attached to the product or** otherwise placed on any industry product and which indicates or suggests that any such product is composed throughout of any precious metal or any precious metal alloy or has a surface or surfaces on which there has been plated or deposited any precious metal or precious metal alloy. Included are the words “gold,” “karat,” “carat,” “silver,” “sterling,” “vermeil,” “platinum,” “iridium,” “palladium,” “ruthenium,” “rhodium,” or “osmium,” or any abbreviations thereof, whether used alone or in conjunction with the words “filled,” “plated,” ~~“overlay,”~~ or “electroplated,” or any abbreviations thereof. Quality markings include those in which the words or terms “gold,” “karat,” “silver,” “vermeil,” “platinum” (or platinum group metals), or their abbreviations are included, either separately or as suffixes, prefixes, or syllables.

(a) Deception as to applicability of **quality stamps**. (1) If a quality ~~mark~~ **stamp on or other description pertaining to** ~~an~~ an industry product is applicable to only part of the product, the part of the product to which it is applicable (or inapplicable) should be disclosed when, absent such disclosure, the location of the ~~mark~~ **quality stamp or description** misrepresents the product or part's true composition.

(2) If a quality **stamp** ~~mark~~ is applicable to only part of an industry product, but not another part which is of similar surface appearance, each quality **stamp** ~~mark~~ should be closely accompanied by an identification of the part or parts to which the **quality stamp** ~~mark~~ is applicable.

(b) Deception by reason of difference in the size of letters or words in a **quality stamp or marking or markings product description**. It is unfair or deceptive to place a quality **stamp** ~~mark~~ on a product **or to include descriptive material** in which the words or letters appear in greater size than other words or letters of the mark **or description**, or when different **quality stamps** ~~markings~~ placed on the product have different applications and are in different sizes, when the net impression of any such **quality stamping** ~~marking~~ would be misleading as to the metallic composition of all or part of the product. (An example of improper marking would be the marking of a gold electroplated product with the word “electroplate” in small type and the word “gold” in larger type, with the result that purchasers and prospective purchasers of the product might only observe the word “gold.”)

~~Note 1 to §23.9: Legibility of markings. If a quality mark is engraved or stamped on an industry product, or is printed on a tag or label attached to the product, the quality mark should be of sufficient size type as to be legible to persons of normal vision, should be so placed as likely to be observed by purchasers, and should be so attached as to remain thereon until consumer purchase.~~

Note 1 to Sec. 23.11 –Legality of Descriptions printed on a tag or label attached to the product: If the description is printed on a tag or label attached to the product, it should be

of sufficient size type as to be legible to persons of normal vision, should be so placed as likely to be observed by purchasers, and should be so attached as to remain thereon until consumer purchase.

Note **2 to §23.11**: Disclosure of identity of manufacturers, processors, or distributors. The National Stamping Act provides that any person, firm, corporation, or association, being a manufacturer or dealer subject to section 294 of the Act, who applies or causes to be applied **by stamping** a quality **stamp mark**, or imports any article bearing a quality **stamp mark** “which indicates or purports to indicate that such article is made in whole or in part of gold or silver or of an alloy of either metal” shall apply to the article the trademark or name of such person. 15 U.S.C. 297.

§ 23.11 Misuse of “corrosion proof,” “noncorrosive,” “corrosion resistant,” “rust proof,” “rust resistant,” etc.

No Recommended Changes

§23.12 Definition and misuse of the word “diamond.”

No Recommended Changes

§23.13 Misuse of the words “flawless,” “perfect,” etc.

No Recommended Changes

§23.14 Disclosure of treatments to diamonds

No Recommended Changes

§23.15 Misuse of the term “blue white.”

No Recommended Changes

§23.16 Misuse of the term “properly cut,” etc.

No Recommended Changes

§23.17 Misuse of the words “brilliant” and “full cut.”

No Recommended Changes

§23.18 Misrepresentation of weight and “total weight.”

No Recommended Changes

§ 23.19 Definitions of various pearls.

As used in these guides, the terms set forth below have the following meanings:

(a) Pearl: A calcareous concretion consisting essentially of alternating concentric layers of carbonate of lime and organic material formed within the body of certain mollusks, the result of an abnormal secretory process caused by an irritation of the mantle of the mollusk following the intrusion of some foreign body inside the shell of the mollusk, or due to some abnormal physiological condition in the mollusk, neither of which has in any way been caused or induced by humans.

(b) Cultured Pearl: The composite product created when a nucleus (usually a sphere of calcareous mollusk shell) planted by humans inside the shell or in the mantle of a mollusk is coated with nacre by the mollusk.

(c) Imitation Pearl: A manufactured product composed of any material or materials that simulate in appearance a pearl or cultured pearl.

(d) Seed Pearl: A small pearl, as defined in (a), that measures approximately two millimeters or less.

§23.20 Misuse of the word “pearl.”

No Recommended Changes

§ 23.21 Misuse of terms such as "cultured pearl," "seed pearl," "Oriental pearl," "natura," "kultured," "real," "gem," "synthetic," and regional designations.

(a) It is unfair or deceptive to use the term "cultured pearl," "cultivated pearl," or any other word, term, or phrase of like meaning to describe, identify, or refer to any imitation pearl.

(b) It is unfair or deceptive to use the term "seed pearl" or any word, term, or phrase of like meaning to describe, identify, or refer to a cultured or an imitation pearl, without using the appropriate qualifying term "cultured" (e.g., "cultured seed pearl") or "simulated," "artificial," or "imitation" (e.g., "imitation seed pearl").

(c) It is unfair or deceptive to use the term "Oriental pearl" or any word, term, or phrase of like meaning to describe, identify, or refer to any industry product other than a pearl taken from a salt water mollusk and of the distinctive appearance and type of pearls obtained from mollusks inhabiting the Persian Gulf and recognized in the jewelry trade as Oriental pearls.

(d) It is unfair or deceptive to use the word "Oriental" to describe, identify, or refer to any cultured or imitation pearl.

(e) It is unfair or deceptive to use the word "natura," "natural," "nature's," or any word, term, or phrase of like meaning to describe, identify, or refer to a cultured or imitation pearl. It is unfair or deceptive to use the term "organic" to describe, identify, or refer to an imitation pearl, unless the term is qualified in such a way as to make clear that the product is not a natural or cultured pearl.

f) It is unfair or deceptive to use the term "kultured," "semi-cultured pearl," "cultured-like," "part-cultured," "pre-mature cultured pearl," or any word, term, or phrase of like meaning to describe, identify, or refer to an imitation pearl.

(g) It is unfair or deceptive to use the term "South Sea pearl" unless it describes, identifies, or refers to a pearl that is taken from a salt water mollusk of the Pacific Ocean South Sea Islands, Australia, or Southeast Asia. It is unfair or deceptive to use the term "South Sea cultured pearl" unless it describes, identifies, or refers to a cultured pearl formed in a salt water mollusk of the Pacific Ocean South Sea Islands, Australia, or Southeast Asia.

(h) It is unfair or deceptive to use the term "Biwa cultured pearl" unless it describes, identifies, or refers to cultured pearls grown in fresh water mollusks in the lakes and rivers of Japan.

(i) It is unfair or deceptive to use the word "real," "genuine," "precious," or any word, term, or phrase of like meaning to describe, identify, or refer to any imitation pearl.

(j) It is unfair or deceptive to use the word "gem" to describe, identify, or refer to a pearl **or cultured pearl** that does not possess the beauty, symmetry, rarity, and value necessary for qualification as a gem. **Imitation pearls should not be described as "gems."**

~~Note to paragraph (j): Use of the word "gem" with respect to cultured pearls should be avoided since few cultured pearls possess the necessary qualifications to properly be termed "gems." Imitation pearls should not be described as "gems."~~

(k) It is unfair or deceptive to use the word "synthetic" or similar terms to describe cultured or imitation pearls.

(l) It is unfair or deceptive to use the terms "Japanese Pearls," "Chinese Pearls," "Mallorca Pearls," or any regional designation to describe, identify, or refer to any cultured or imitation pearl, unless the term is immediately preceded, with equal conspicuousness, by the word "cultured," "artificial," "imitation," or "simulated," or by some other word or phrase of like meaning, so as to indicate definitely and clearly that the product is a cultured or imitation pearl.

§23.22 Misrepresentation as to cultured pearls

No Recommended Changes

§ 23.23 Disclosure of treatments to gemstones, pearls and cultured pearls.

It is unfair or deceptive to fail to disclose that a gemstone, **pearl or cultured pearl** has been treated if:

- (a) The treatment is not permanent. The seller should disclose that the gemstone, **pearl or cultured pearl** has been treated and that the treatment is or may not be permanent;
- (b) The treatment creates special care requirements for the gemstone, **pearl or cultured pearl**. The seller should disclose that the gemstone, **pearl or cultured pearl** has been treated and has special care requirements. It is also recommended that the seller disclose the special care requirements to the purchaser;
- (c) The treatment has a significant effect on the **gemstone, pearl or cultured pearl's** value. The seller should disclose that the gemstone, **pearl or cultured pearl** has been treated.

Note to § 23.22: The disclosures outlined in this section are applicable to sellers at every level of trade, as defined in § 23.0(b) of these Guides, and they may be made at the point of sale prior to sale; except that where a jewelry product can be purchased without personally viewing the product, (e.g., direct mail catalogs, online services, televised shopping programs) disclosure should be made in the solicitation for or description of the product.

Note 2 to § 23.22: The disclosures outlined in this section are applicable to pearl and cultured pearl products in which the color has been artificially altered beyond normal processing, for example by dyeing.

§ 23.24 Misuse of the words "ruby," "sapphire," "emerald," "topaz," "stone," "birthstone," "gemstone," etc.

- (a) It is unfair or deceptive to use the unqualified words "ruby," "sapphire," "emerald," "topaz," or the name of any other precious or semi-precious stone to describe any product that is not in fact a natural stone of the type described.
- (b) It is unfair or deceptive to use the word "ruby," "sapphire," "emerald," "topaz," or the name of any other precious or semi-precious stone, or the word "stone," "birthstone," "gemstone," or similar term to describe a laboratory-grown, laboratory-created, [manufacturer name]-created, synthetic, imitation, or simulated stone, unless such word or name is immediately preceded with equal conspicuousness by the word "laboratory-grown," "laboratory-created," "[manufacturer name]-created," "synthetic," or by the word "imitation" or "simulated," so as to disclose clearly the nature of the product and the fact it is not a natural gemstone.

Note to paragraph (b): The use of the word "faux" to describe a laboratory-created or imitation stone is not an adequate disclosure that the stone is not natural.

- (c) It is unfair or deceptive to use the word "laboratory-grown," "laboratory-created," "[manufacturer name]-created," or "synthetic" with the name of any natural stone to describe any industry product unless such industry product has essentially the same optical, physical, and chemical properties as the stone named.

(d) It is unfair or deceptive to use the unqualified name or the unqualified varietal name of any precious or semi-precious stone to describe a product that is made of disparate parts consisting of a mineral combined with a substantial quantity of lead glass or any other binder that is itself colored, if when the binder is substantially removed, the underlying material may not hold together as a single stone, unless such word or name is immediately preceded by “imitation”, “manufactured”, “composite” or “simulated”.

§23.25 Misuse of the words “real,” “genuine,” “natural,” precious,” “cultured,” etc.

It is unfair or deceptive to use the word “real,” “genuine,” “natural,” “precious,” “semi-precious,” or similar terms to describe any industry product that is manufactured or produced artificially. **The use of the term “cultured” is reserved for organic processes only and should not be used to describe laboratory-created or imitation stones.**

§23.26 Misuse of the word “gem.”

No Recommended Changes

§23.27 Misuse of the words “flawless,” “perfect,” etc.

No Recommended Changes

Appendix to Part 23---Exemptions Recognized in the Assay for Quality of Gold Alloy, ~~Gold Filled, Gold Overlay, Rolled Gold Plate,~~ Silver, and Platinum **Group Metal Industry Products**

(a) Exemptions recognized in the industry and not to be considered in any assay for quality of a ~~karat~~ gold **or gold alloy** industry product include springs, posts, and separable backs of lapel buttons, posts and nuts for attaching interchangeable ornaments, metallic parts completely and permanently encased in a nonmetallic covering, field pieces and bezels for locket,⁷ and wire pegs or rivets used for applying mountings and other ornaments, which mountings or ornaments shall be of the quality marked.

Note: Exemptions recognized in the industry and not to be considered in any assay for quality of a **karat** gold **or gold alloy** optical product include: the hinge assembly (barrel or other special types such as are customarily used in plastic frames); washers, bushings, and nuts of screw

⁷ Field pieces of lockets are those inner portions used as frames between the inside edges of the locket and the spaces for holding pictures. Bezels are the separable inner metal rings to hold the pictures in place.

assemblies; dowels; springs for spring shoe straps; metal parts permanently encased in a non-metallic covering; and for oxfords,⁸ coil and joint springs.

(b) Exemptions recognized in the industry and not to be considered in any assay for quality of **an industry product that has a surface layer application of a precious metal**, other than watchcases, include joints, catches, screws, pin stems, pins of scarf pins, hat pins, etc., field pieces and bezels for locket, posts and separate backs of lapel buttons, bracelet and necklace snap tongues, springs, and metallic parts completely and permanently encased in a nonmetallic covering.

Note: Exemptions recognized in the industry and not to be considered in any assay for quality of **an optical product covered with an application of a precious metal**: screws; the hinge assembly (barrel or other special types such as are customarily used in plastic frames); washers, bushings, tubes and nuts of screw assemblies; dowels; pad inserts; springs for spring shoe straps, cores and/or inner windings of comfort cable temples; metal parts permanently encased in a non-metallic covering; and for oxfords, the handle and catch.

(c) Exemptions recognized in the industry and not to be considered in any assay for quality of a silver industry product include screws, rivets, springs, spring pins for wrist watch straps; posts and separable backs of lapel buttons; wire pegs, posts, and nuts used for applying mountings or other ornaments, which mountings or ornaments shall be of the quality marked; pin stems (e.g., of badges, brooches, emblem pins, hat pins, and scarf pins, etc.); levers for belt buckles; blades and skeletons of pocket knives; field pieces and bezels for locket; bracelet and necklace snap tongues; any other joints, catches, or screws; and metallic parts completely and permanently encased in a nonmetallic covering.

(d) Exemptions recognized in the industry and not to be considered in any assay for quality of an industry product of silver in combination with gold include joints, catches, screws, pin stems, pins of scarf pins, hat pins, etc., posts and separable backs of lapel buttons, springs, **field pieces and bezels for locket**, and metallic parts completely and permanently encased in a nonmetallic covering.

(e) Exemptions recognized in the industry and not to be considered in any assay for quality of a platinum **group metal** industry product include springs, winding bars, sleeves, crown cores, mechanical joint pins, screws, rivets, dust bands, detachable movement rims, hat-pin stems, **field pieces and bezels for locket**, and bracelet and necklace snap tongues. ~~In addition, the following exemptions are recognized for products marked in accordance with section 23.8(b)(5) of these Guides (i.e., products that are less than 500 parts per thousand platinum): pin tongues, joints,~~

⁸ Oxfords are a form of eyeglasses where a flat spring joins the two eye rims and the tension it exerts on the nose serves to hold the unit in place. Oxfords are also referred to as pince nez.

~~catches, lapel button backs and the posts to which they are attached, scarf pin stems, hat pin sockets, shirt stud backs, vest button backs, and ear screw backs, provided such parts are made of the same quality platinum as is used in the balance of the article.~~

AHEAD OF WHAT'S NEXT.



Jewelers Vigilance Committee FTC Questions Study August 20, 2012

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Background and Objectives

- To identify Federal Trade Commission rules and guidelines regarding jewelry that are not well-understood by consumers. This effort is in response to a FTC request for public comments on the guides as part of their systematic review of current rules and guidelines.
- The study sought to:
 - Measure the respondents' familiarity and knowledge of the terms "freshwater" and "cultured" when applied to pearls, as well as their knowledge of brightly colored pearls.
 - Determine the level of understanding when terms such as "cultured" and "laboratory-grown" or "laboratory-created" are used in conjunction with diamonds and other precious stones.
 - Gauge the perceptions of value when gemstones are referred to by alternative names, as well as associated non traditional colors with well-known stones.
 - Determine the respondents' perceptions of lead glass-filled composite stones (such as "hybrid" or composite rubies).
 - Measure the respondents' insight to terms and processes associated with precious metals such as gold, silver, and platinum.
 - Find respondents' preference for how quantities of precious and non precious metals are disclosed when purchasing jewelry.
 - Assess respondents' knowledge of platinum and palladium and what the acceptable content levels are for items made with these metals to be labeled as "platinum" or "palladium".

Methodology

- This FTC Questions Study was conducted online within the United States from August 1-6, 2012 by Harris Interactive on behalf of the Jewelers Vigilance Committee among respondents aged 18 years or older who are “jewelry non-rejectors,” defined as those who purchased fine jewelry in the past year or are open to purchasing it in the future .
- Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.
- All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.
- Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.
- On average, the survey took 15 minutes to complete.

Executive Summary (1)

Pearls

Freshwater pearls

- Two in five respondents perceive a necklace made with “freshwater pearls” to be more valuable than one made with “cultured freshwater pearls,” while only about 1 in 5 believe cultured are more valuable. Seventeen percent attribute equal value between the two, and 21% are simply not sure.

Brightly colored Pearls

- Respondents are not very familiar with “brightly colored” pearls. Only 12% are very or extremely familiar with them and 40% have never heard of them.
- Over three-fifths (63%) of respondents cannot correctly identify that brightly colored pearls are dyed artificially.
- Almost all (92%) think it’s at least somewhat important to be told a dyeing procedure takes place to give brightly colored pearls their color.

Gemstones

Diamonds

- Minorities of respondents are very to extremely familiar with terms to describe manufactured diamonds, including laboratory-created cultured diamond (15%), cultured diamond (16%), laboratory-grown diamond (17%), laboratory-created diamond (22%), simulated diamond (26%) , synthetic diamond (28%), and imitation diamond (34%). About half have never heard the terms laboratory-created cultured diamond (51%) or laboratory-grown diamond (48%).
- By far, the term “diamond” is attributed as having the highest value compared to the terms for manufactured diamonds such as “cultured diamond” or “laboratory-created cultured diamond.”
- Over half of respondents believe a “cultured diamond” is a natural stone.
- Only 3 in 10 respondents believe that laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type.
- The top three terms considered accurate ways to describe a manufactured stone with the same properties and qualities of a natural mined diamond each contain the word “laboratory” in the name: laboratory-created diamond, laboratory-created cultured diamond, and laboratory-grown diamond.

Executive Summary (2)

Other Gems

- Two-fifths of respondents believe that if a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured).”
- Large majorities expect to be told about special treatments or care requirements for gemstones well before paying regardless if their purchase is in person (82%) or online (85%). Very few feel they should only be told if they ask (5% and 4%, respectively).
- Large majorities associate a ruby with red (92%), an emerald with green (89%), and slightly fewer associate an amethyst with purple (63%). No other color with associated any gemstone is above 29%.
- Only 1 in 10 respondents or fewer are very or extremely familiar with green amethyst (12%), red emerald (11%), yellow emerald (7%), golden beryl (5%), prasiolite (4%) , or heliodor (3%).
- Confusion arises when respondents are asked to compare the value of gemstones. Less than half of the respondents (43% - 45%) were able to identify that alternative terms for gemstones are equivalent in value. Two-fifths of respondents thought yellow emeralds have a higher retail value when compared to golden beryl and heliodor. Similarly, green amethyst is perceived as more valuable than prasiolite by over 4 in 10 respondents.

Composite/Hybrid Stones

- By far, a stone described as “ruby” (90%) is considered more valuable than stones identified as a hybrid ruby (6%), composite ruby (3%) , or manufactured ruby (2%).
- At least 6 in 10 respondents believe that the term “ruby” is not at all accurate in describing an item that is made of a mixture of ruby and lead glass (67%) or an item made up of small bits of ruby bound together with lead glass (60%). By contrast, “composite ruby” is considered extremely/very accurate for this type of stone by a majority of respondents (52% and 58%, respectively).
- Regardless of which phrase the respondent was exposed to, 9 in 10 felt they should be informed the gems made in this manner are not equivalent to natural rubies.

Metals

Precious Metal Terms

- Majorities of respondents have never heard of terms such as gold washed (54%), rhodium plating (55%), rolled gold plate (61%), and vermeil (63%).
- Nearly half of respondents find “vermeil” as not at all helpful in determining what metal a product is made with, and about a third find rhodium plating, rolled gold plate, and gold washed not helpful.

Executive Summary (3)

Precious Metal Quantities

- When asked to choose, respondents prefer to know the percentage of precious metal (56%) over the thickness of plating (24%) when purchasing plated jewelry.
- Nine in ten agree they would want to know the identity of the base metal and also the quantity of the precious metal used when purchasing plated jewelry.
- Eight in ten think a quantity stamp on the jewelry indicates the jewelry is made of precious metal.
- Nearly three-quarters (74%) think order indicates relative quantity of the metal.
- Regardless of whether the product is made of all precious metals or a mixture of precious and non precious metals, 8 in 10 respondents feel it is very to extremely important to know the amount of each metal used. Two-thirds want this information in percentage, while one-third want it by weight.

Rhodium Plating

- Nearly all respondents (97%) find it at least somewhat important for sellers to disclose if a white gold item has been rhodium plated with three-quarters (76%) saying it is very to extremely important.

Palladium

- Over 2 in 5 respondents have never heard of palladium, and only one quarter are aware it is part of the platinum metal group.
- Nearly four-fifths (78%) of respondents feel it is very to extremely important to know the identity of other metals when a product is a mixture of palladium and other metals. Nine in ten (90%) agree they should know the quantity of palladium in a product stamped as such, and 86% agree that there should be a minimum required amount of the metal in products called “palladium”.

Platinum

- Nearly 8 in 10 respondents expect an engagement ring described as “platinum” to contain at least 50% or more platinum, while 7 in 10 expect it to contain at least 60% or more platinum. Almost a third (31%) think that a ring labeled as platinum should be all or almost all pure platinum.
- Close to 6 in 10 believe that it is not at all accurate to refer to an engagement ring as “platinum” if it contains less than 50% pure platinum.



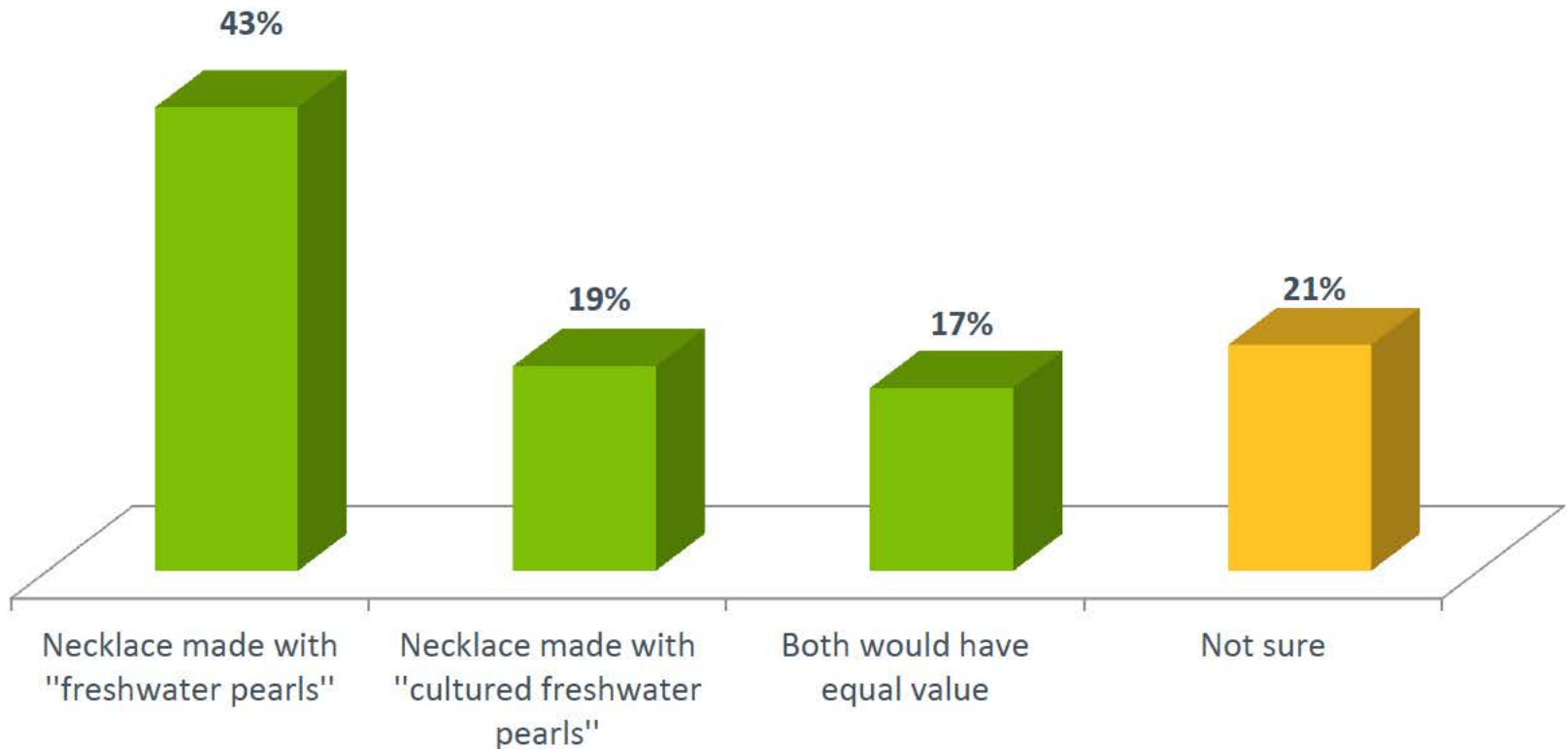
Detailed Findings



Pearls

About two-fifths of respondents believe “freshwater pearls” are more valuable than “cultured freshwater pearls,” while less than one-fifth think they are equal in value. One in five aren’t sure.

More Valuable Pearl



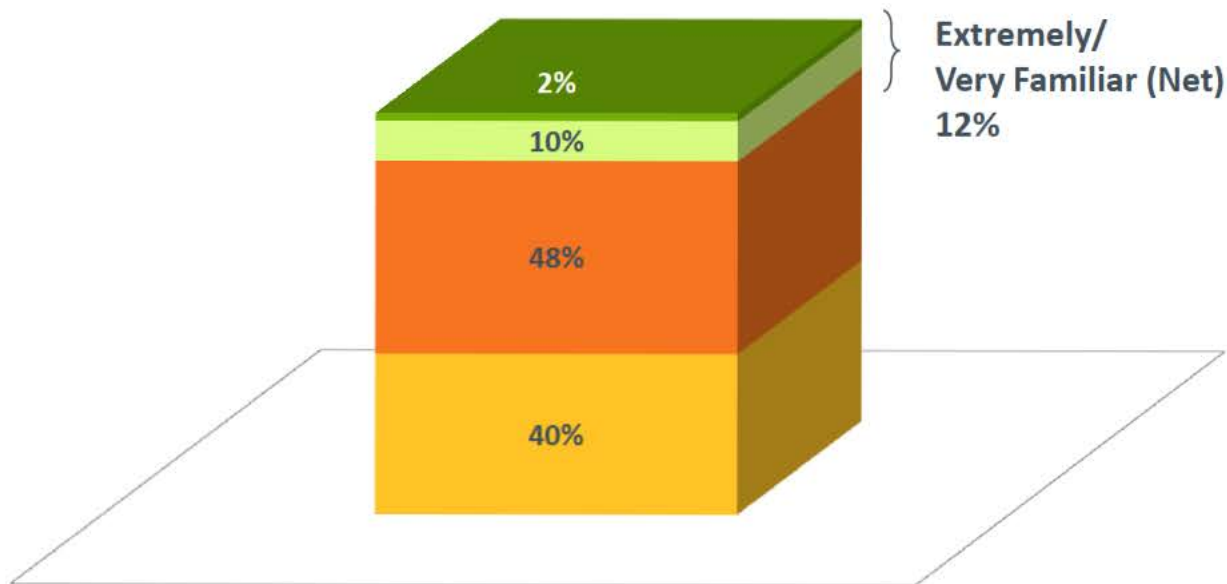
Base: Qualified Respondents (n=2026)

Q700 To the best of your knowledge, which of the following would be considered more valuable: a necklace marketed as being made with “freshwater pearls,” or a necklace marketed as being made with “cultured freshwater pearls”? Please give your best guess even if you are not sure.

Only 12% of respondents are extremely/very familiar with brightly colored pearls, whereas two-fifths have never heard of them.

Familiarity with Brightly Colored Pearls

■ Extremely familiar ■ Very familiar ■ Heard of but not familiar ■ Never heard of



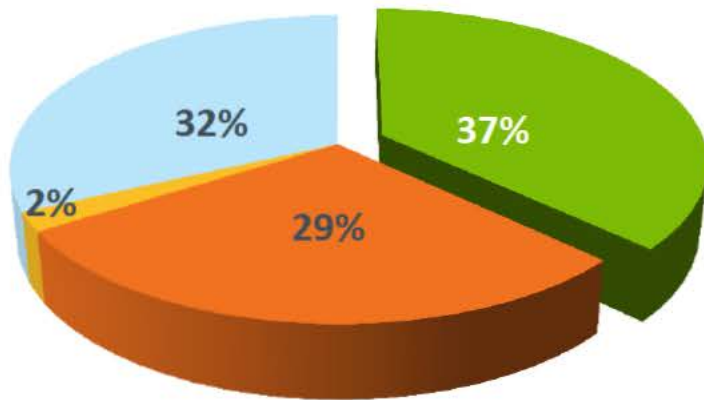
Base: Qualified Respondents (n=2026)

Q705 How familiar are you with brightly colored pearls (e.g., pearls colored bright green, red, or hot pink)?

Less than two-fifths (37%) of respondents are aware brightly colored pearls are dyed; however, nearly all (92%) feel it is at least somewhat important that sellers disclose this procedure was performed on the pearls, and 2 in 3 consider it extremely/very important.

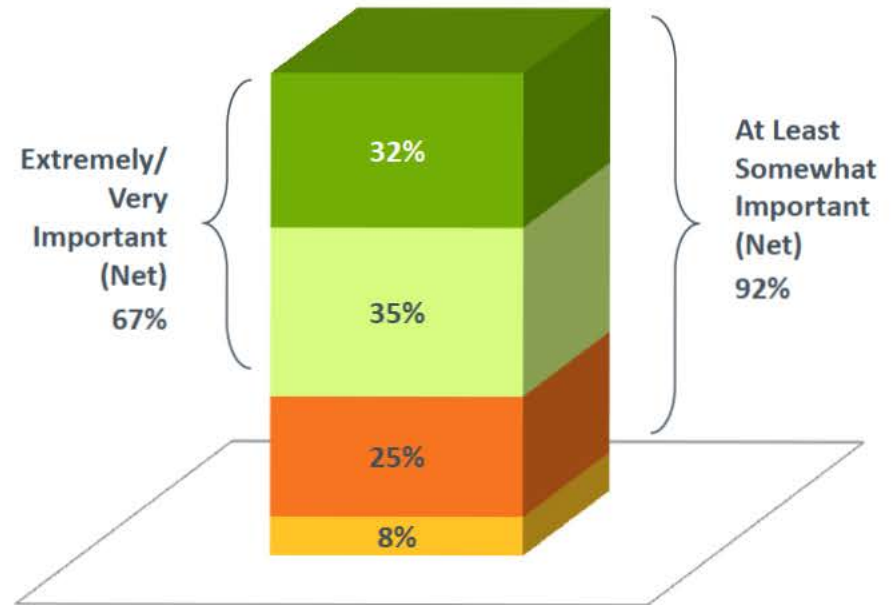
How Brightly Colored Pearls Get Their Color

- The pearls are dyed artificially.
- The color occurs naturally from the pearl's environment.
- Other
- Not sure



Importance of Dyeing Procedure Disclosure

- Extremely important
- Somewhat important
- Very important
- Not at All Important



Base: Qualified Respondents (n=2026)

Q710 To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)?

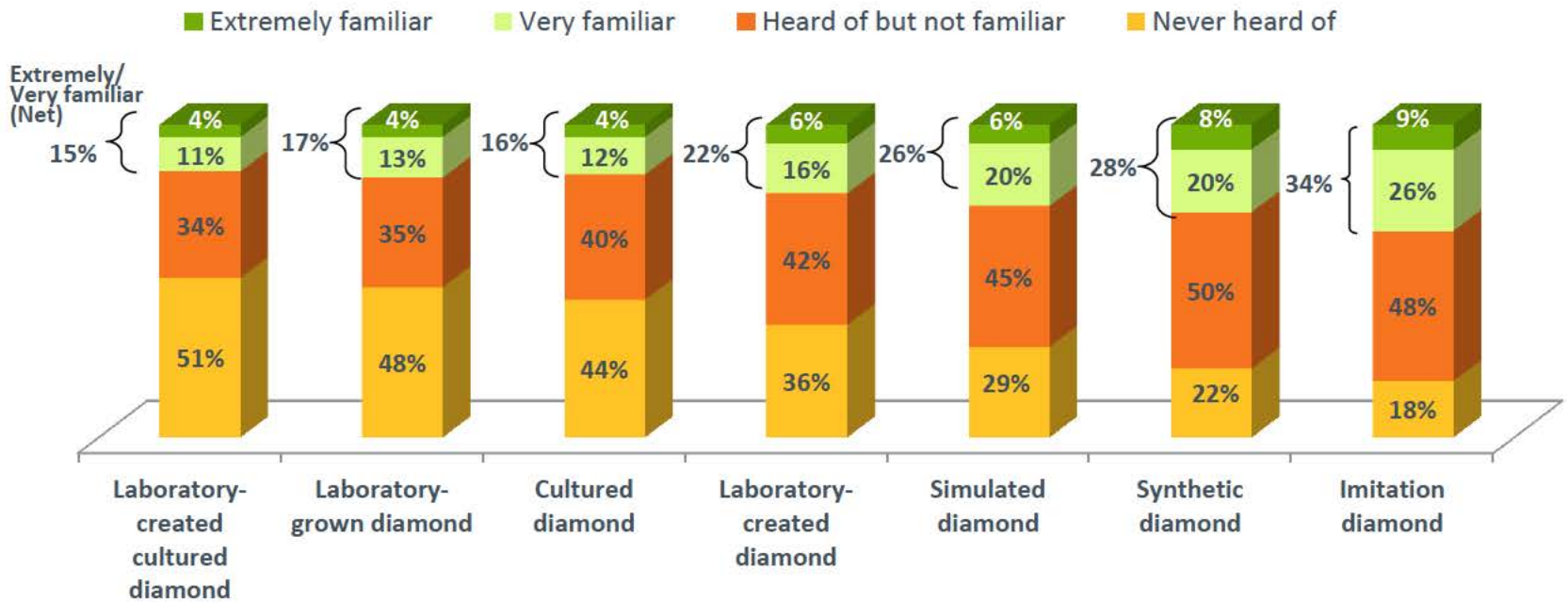
Q715 Some brightly colored pearls get their color from dyeing treatments that artificially color the final product. This treatment is permanent and does not require special care. How important is it that sellers of these treated pearls inform consumers that this procedure was performed?



Gemstones

About half of the respondents have never heard of the terms “laboratory created cultured diamond” (51%) or “laboratory-grown diamond” (48%). More than two-fifths have never heard of the term “cultured diamond”. By contrast, only about one-fifth to one-third have never heard of the terms “simulated”, “synthetic”, or “imitation” when applied to diamonds.

Familiarity with Terms Associated with Diamonds



BASE: Qualified Respondents (n=2026)

Q800 Now, how familiar are you with each of the following terms associated with diamonds?

A large majority (84%) cite “diamond” as being the term being associated with the stone that has the highest retail value. Only 10% associate “cultured diamond” with the highest retail value, and just 1% believe a “laboratory-created cultured diamond” has the highest value.

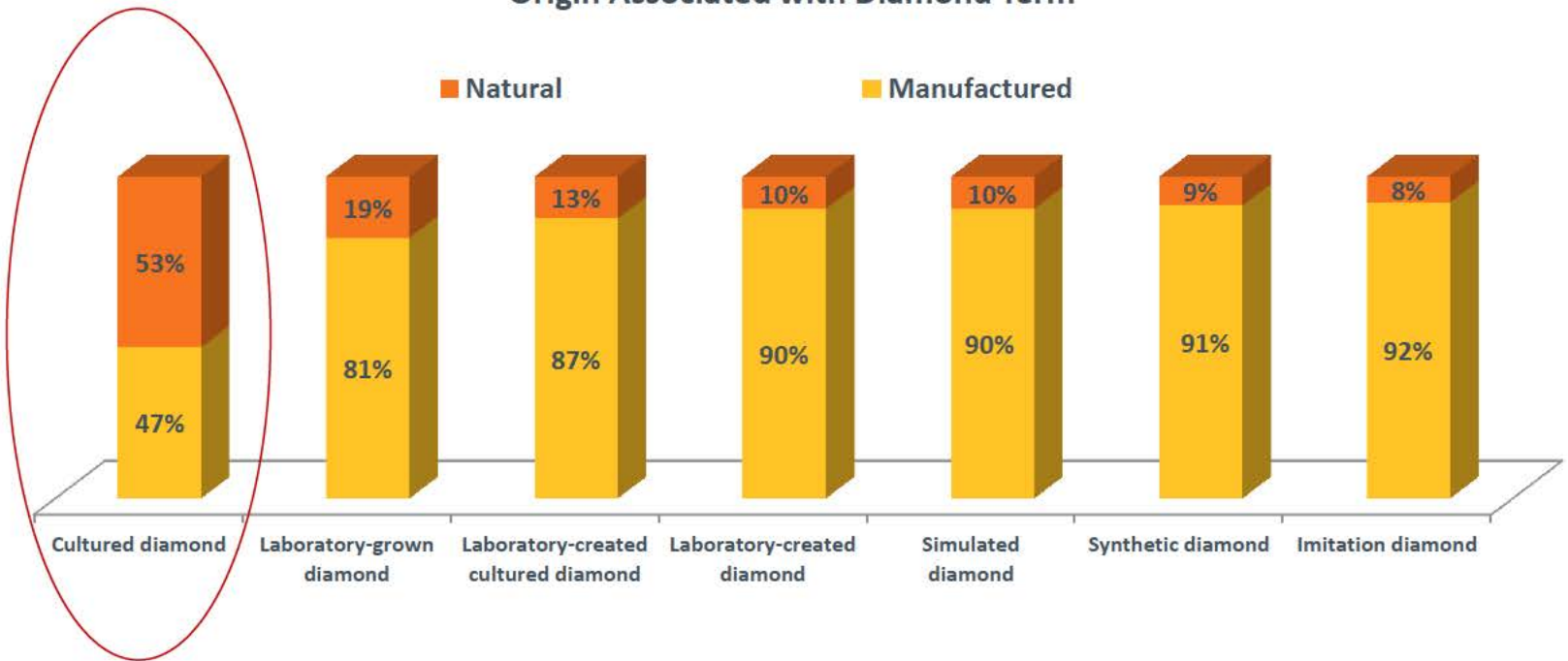


BASE: Qualified Respondents (n=2026)

Q810 Which one of these terms would you associate with the stone that had the highest retail value?

The term “cultured diamond” appears ambiguous to the most respondents, with less than half recognizing it is synonymous with “manufactured” – and over half assuming the term refers to a natural stone.

Origin Associated with Diamond Term



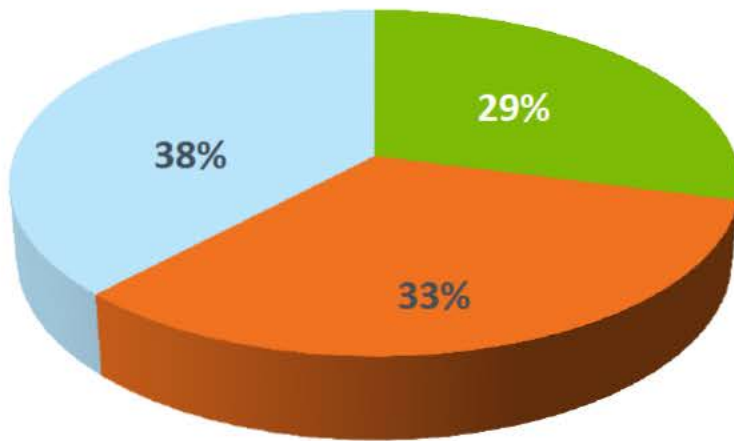
Base: Qualified Respondents (n=2026)

Q815 For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

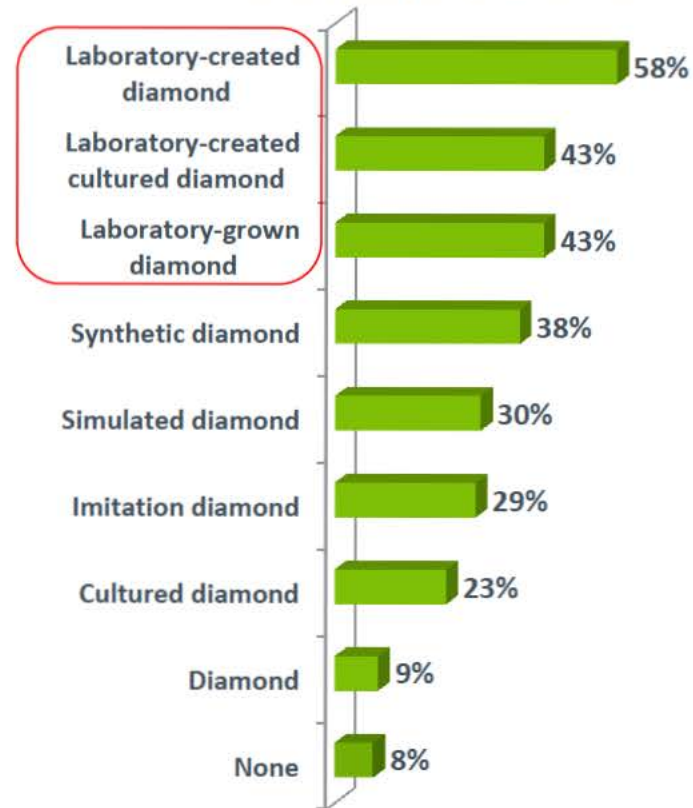
Thirty-three percent of respondents do not believe that laboratory-created cultured diamonds are equivalent optically, chemically, and physically to mined diamonds, and 38% do not know. The top three descriptors deemed accurate for these diamonds all include the term “laboratory” in the name.

“Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type.”

■ True ■ False ■ Don't know



Terms That Accurately Describe “Manufactured” Diamonds



BASE: Qualified Respondents (n=2026)

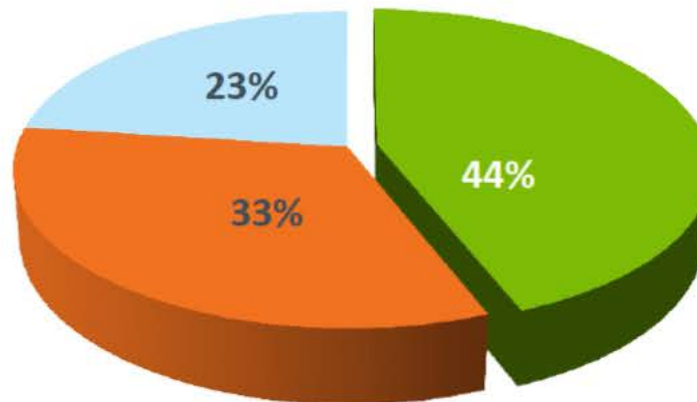
Q817 Please tell us whether you think the following statement is true or false.

Q820 Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select all that apply.

Just over two-fifths of respondents think a piece of jewelry labeled as containing a gem indicates that the gem is of natural origin, while a third think this is false. Nearly a quarter are not sure.

"If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."

■ True ■ False ■ Not sure



Base: Qualified Respondents (n=2026)

Q825 Please tell us whether you think the following statement is true or false.

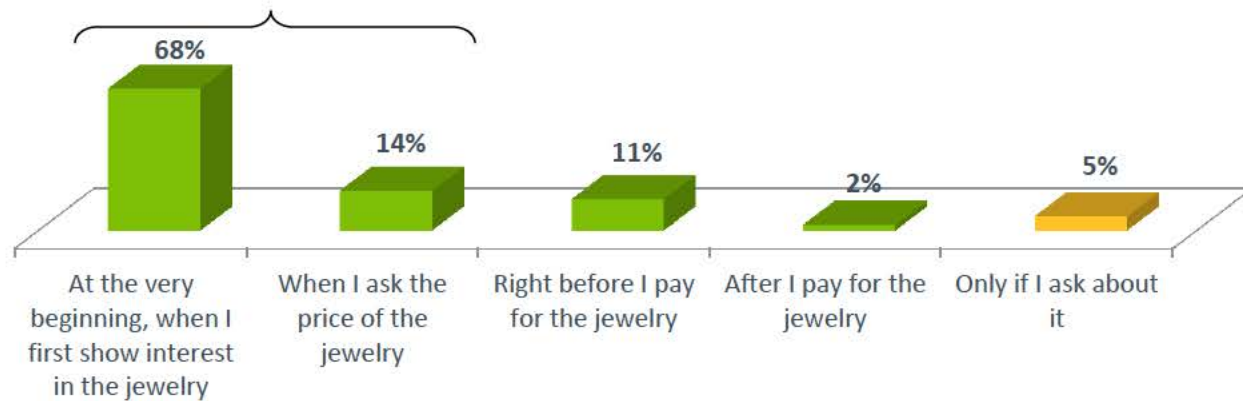
"If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."

The expectation of being told about treatments or special care requirements is generally the same whether the purchase is in person or online – the majority of respondents want to know at the very beginning. Very few (5% and 4%, respectively) feel they should need to ask for the information.

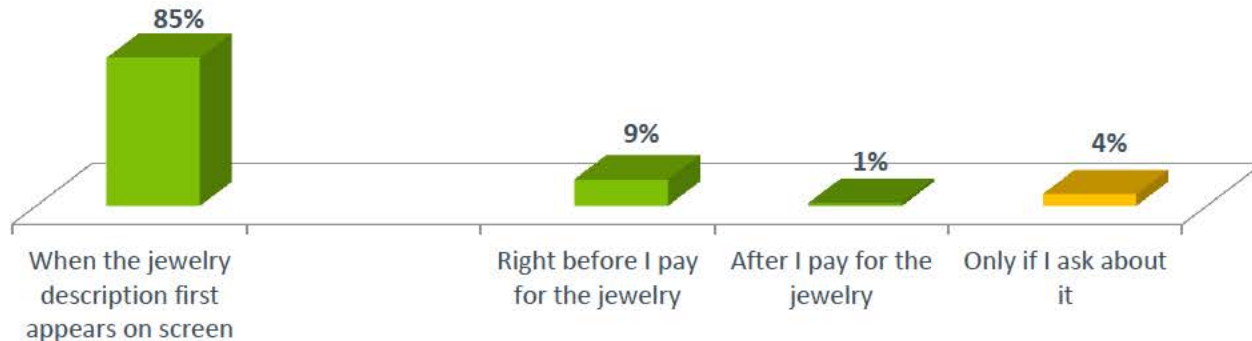
Point Expected To Be Told Of Any Treatment Or Special Care Requirements That A Gem Has

82% (Net)

**In Person
from a
Store**



Online

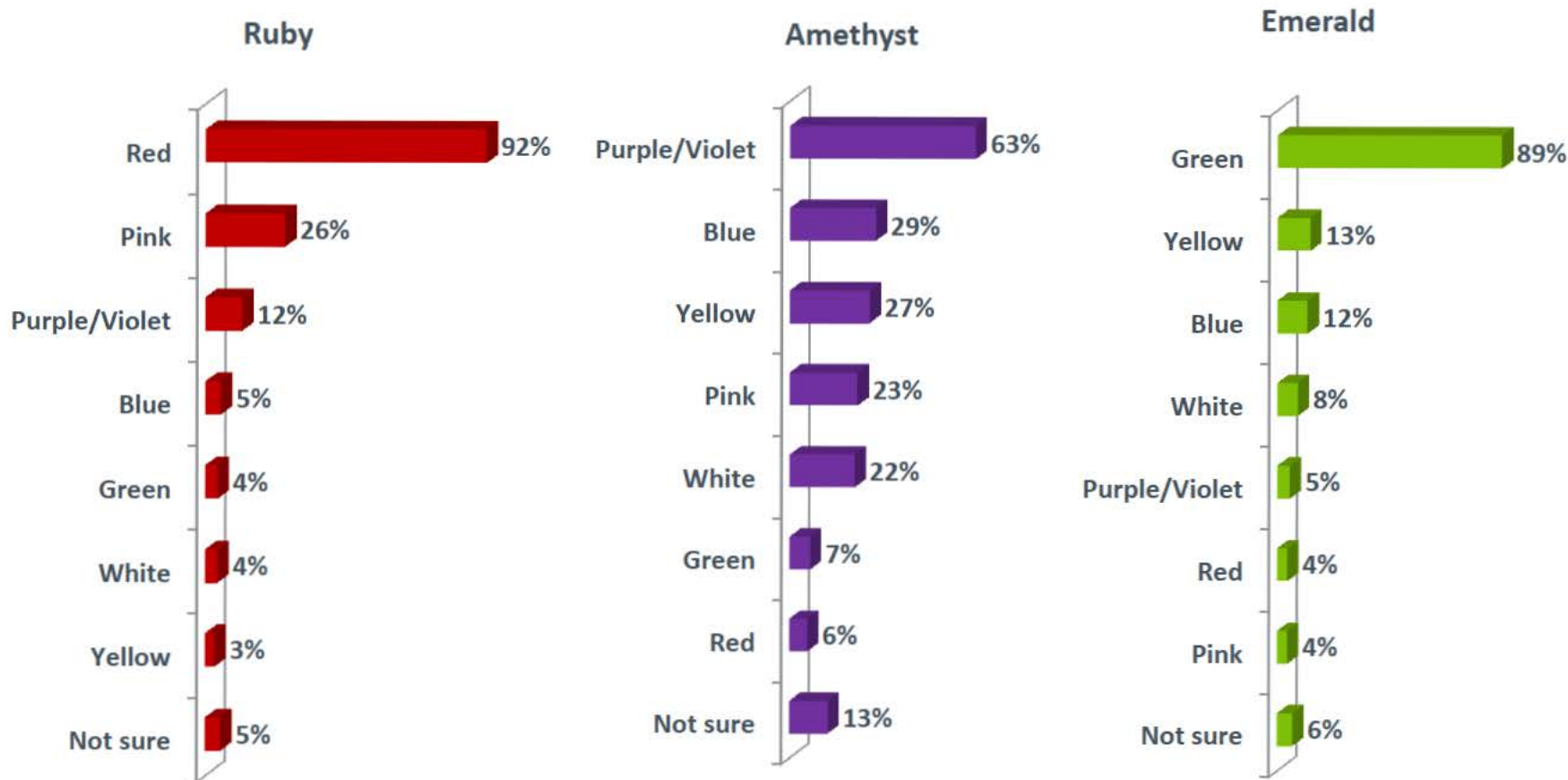


Base: Qualified Respondents (n=2026)

Q830 Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar). If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

Q835 If you were to buy a piece of gem jewelry online at what point would you expect to be told of any treatments or any special care requirements that the gem has?

The majority of respondents recognize the traditional color of rubies, amethysts, and emeralds. Small percentages choose any other color for any other term—the highest alternatives being colors similar in hue to the traditional.



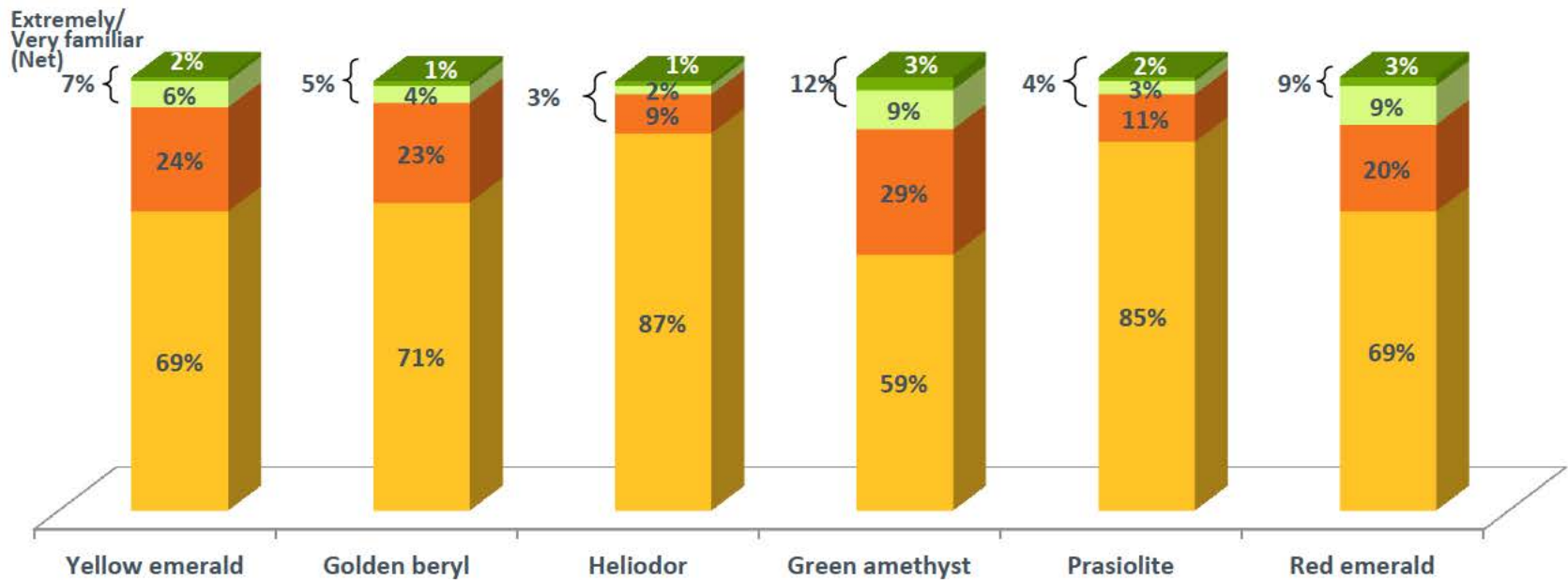
Base: Qualified Respondents (n=2026)

Q840 To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. [MULTIPLE RESPONSE]

Sixty-nine percent have never heard of yellow emerald, while 71% have never heard of golden beryl and 87% have never heard of heliodor, two alternative names for this gem. Fifty-nine percent have never heard of green amethyst, compared to 87% who have never heard of heliodor.

Familiarity with Types of Gemstones

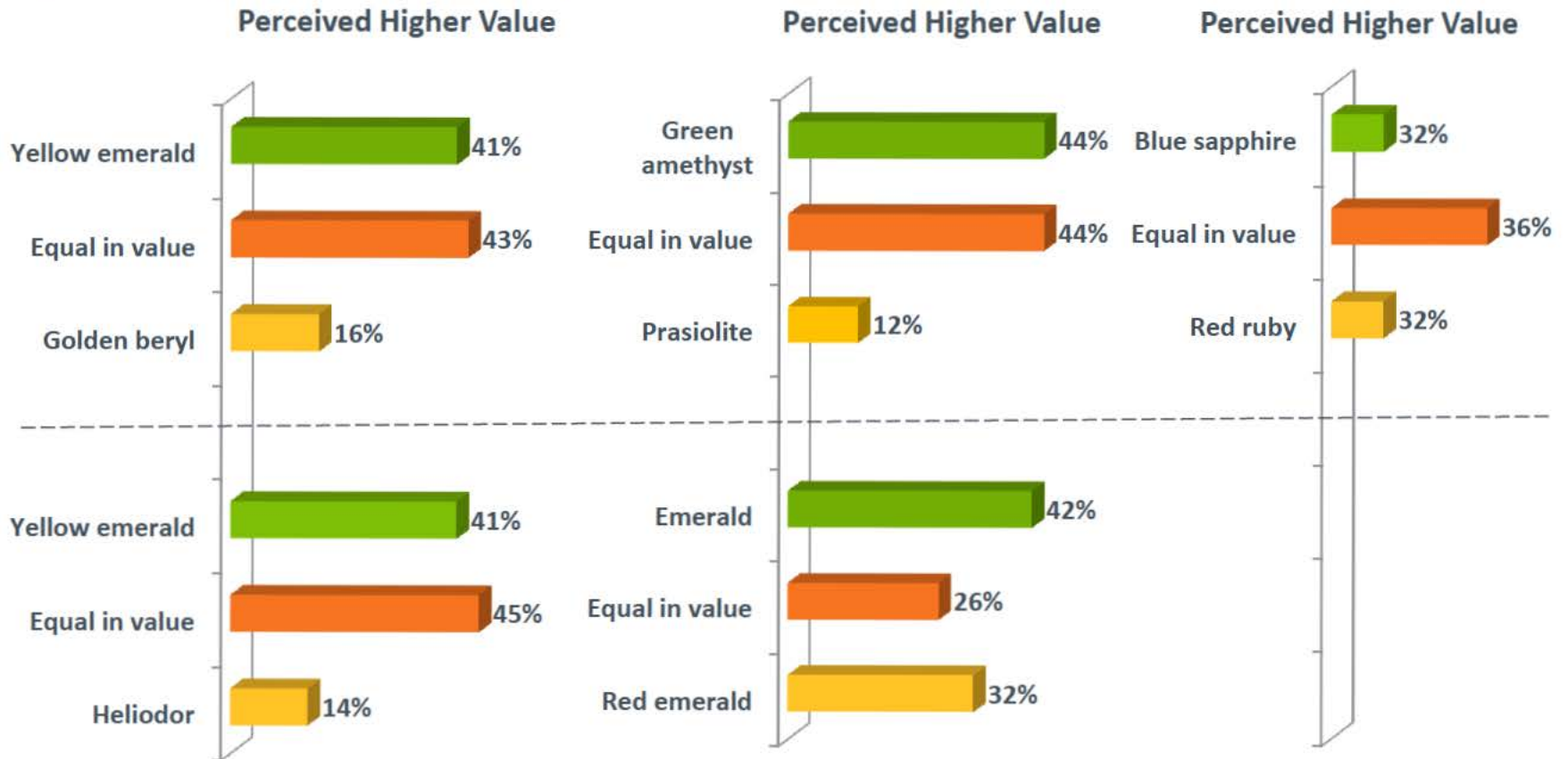
Extremely familiar Very familiar Heard of but not familiar Never heard of



Base: Qualified Respondents (n=2026)

Q845 How familiar are you with each of the following types of gemstones?

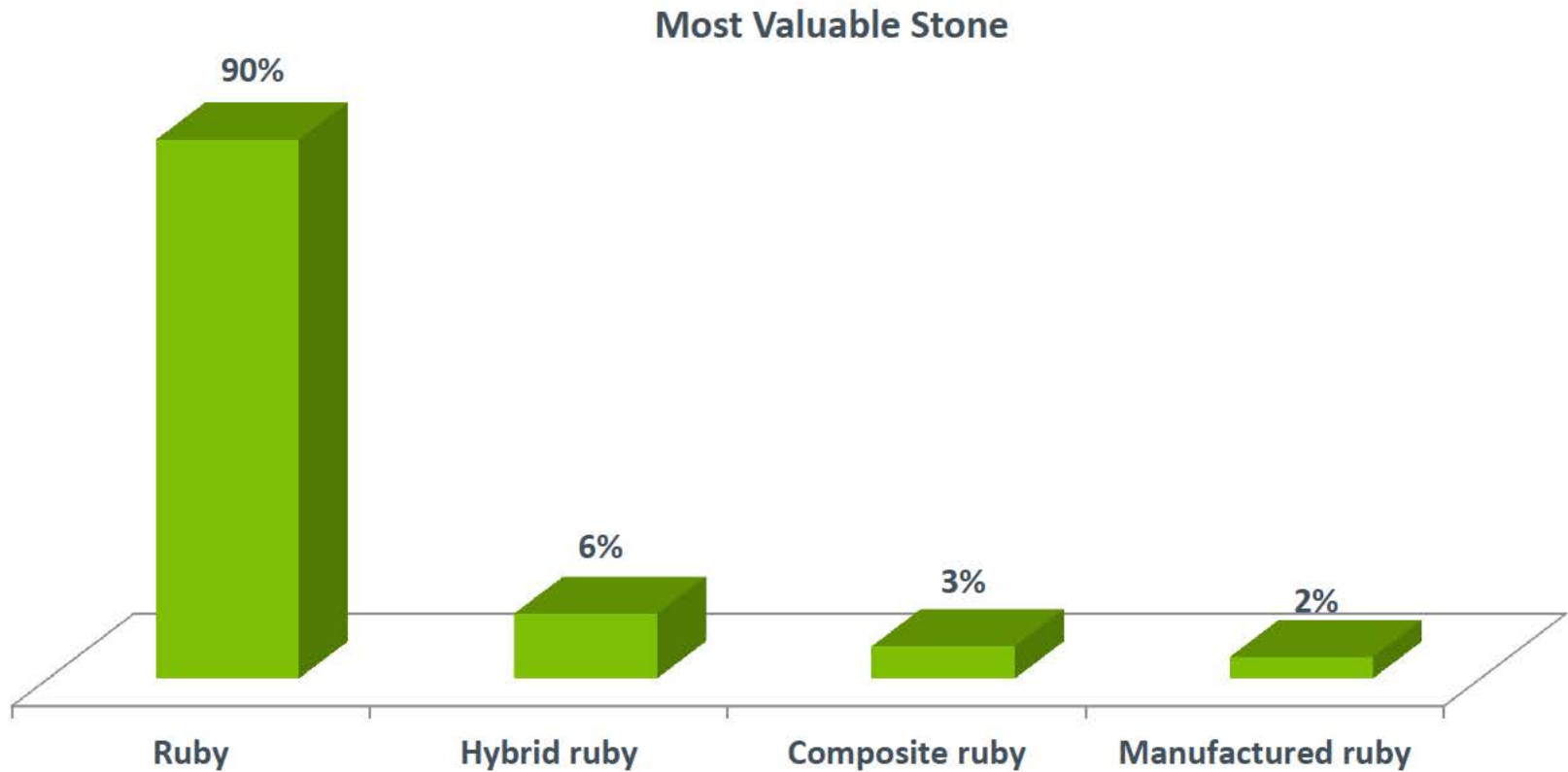
Less than half of the respondents were able to identify that alternative terms for gemstones are equivalent in value. Two-fifths of respondents thought yellow emeralds have a higher retail value than golden beryl and heliodor. Similarly, green amethyst is perceived as more valuable than prasiolite by more than 2 in 5 respondents.



Base: Qualified Respondents (n=2026)

Q850 Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

Nine in ten of the respondents cited “ruby” as the term with the highest retail value.



Base: Qualified Respondents (n=2026)

Q860 Which of these terms would you associate with the stone that had the highest retail value?

Of those respondents asked about a stone made from a mixture of ruby and lead glass, two-thirds feel “ruby” is an inaccurate term, while 52% feel “composite ruby” is extremely/very accurate. Of those asked about a stone made with small bits of ruby bound with lead glass, 60% feel “ruby” is an inaccurate term and 58% believe “composite ruby” is extremely/very accurate.

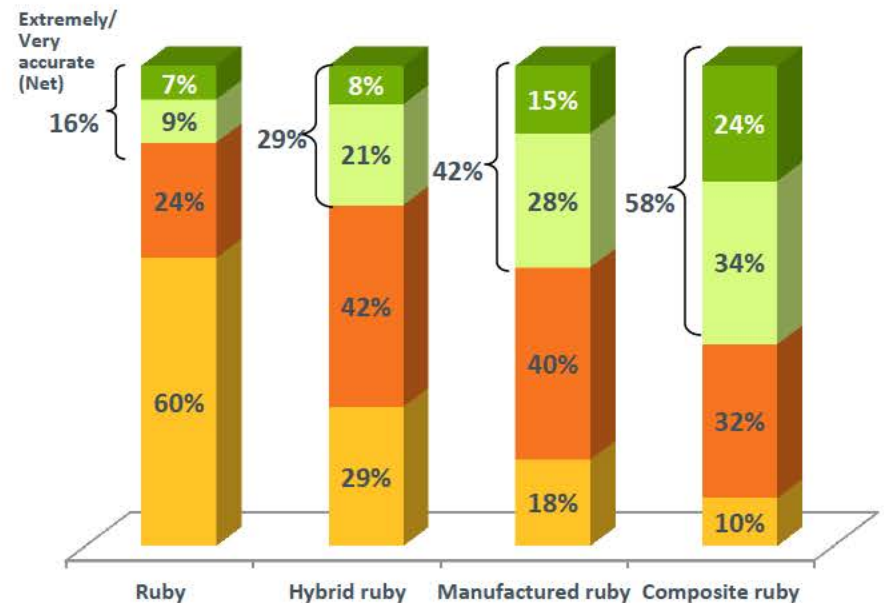
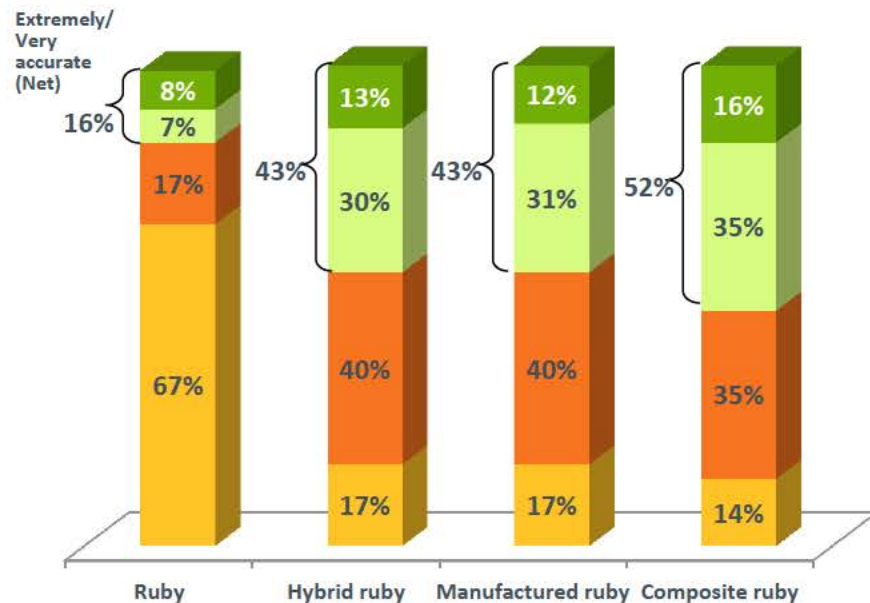
Accuracy of Term to Describe A Stone Made Up Of...

“ A Mixture Of Ruby And Lead Glass”

“Small Bits Of Ruby Bound With Lead Glass”

■ Extremely accurate
■ Very accurate
■ Somewhat accurate
■ Not at all accurate

■ Extremely accurate
■ Very accurate
■ Somewhat accurate
■ Not at all accurate



Base: Assigned To “Mixture Of Ruby And Lead Glass” Text (n=1039)

Q870 Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

Base: Assigned To “Small Bits Of Ruby Bound With Lead Glass” Text (n=987)

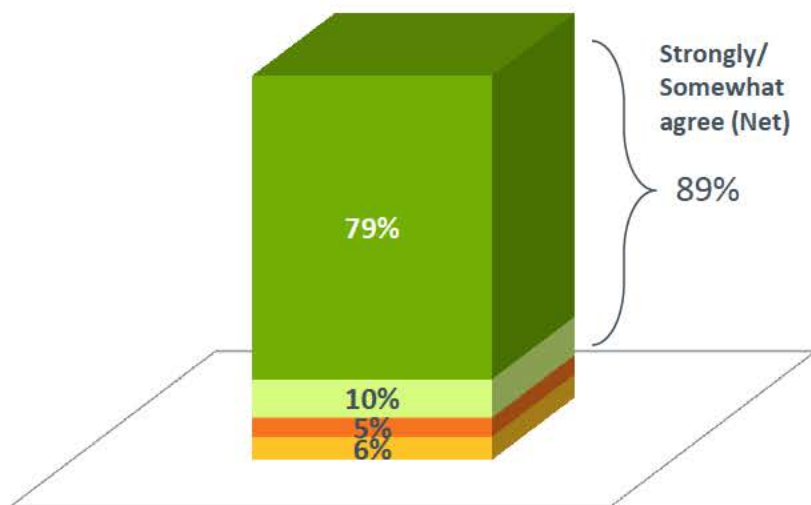
Q880 Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

Nine in ten respondents agree a purchaser should be informed that a ruby mixed or bound with lead glass is not equivalent to a natural ruby.

Level Of Agreement That Purchaser Should Be Informed That A Natural Gemstone Is Not The Same As A Stone Made Up Of...

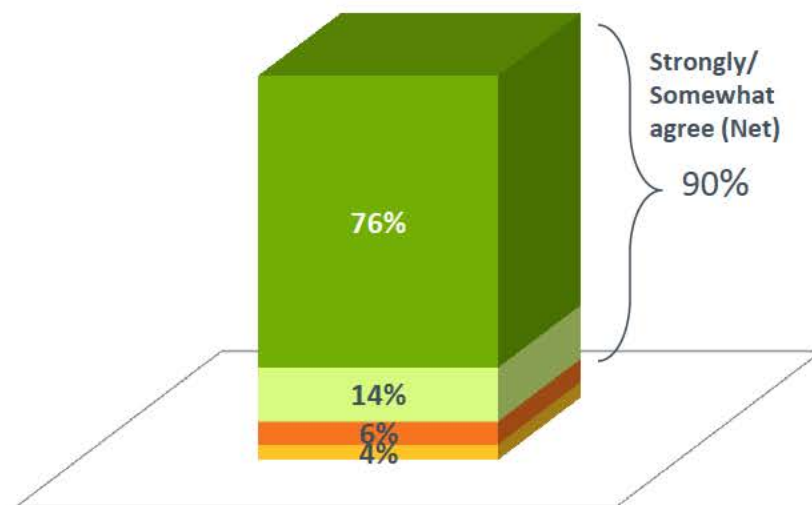
“A Mixture Of Ruby And Lead Glass”

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



“Small Bits Of Ruby Bound With Lead Glass”

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



Base: Assigned To “Mixture Of Ruby And Lead Glass” Text (n=1039)

Q875 Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

Base: Assigned To “Small Bits Of Ruby Bound With Lead Glass” Text (n=987)

Q885 Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

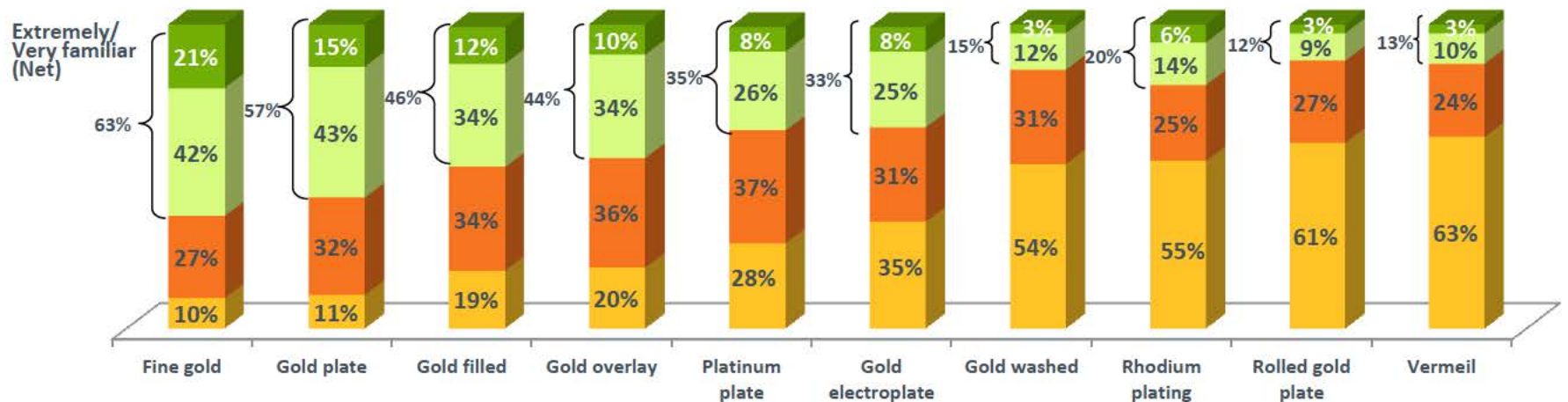


Precious Metals

Over six in ten have never heard of the term “vermeil” (63%) or “rolled gold plate” (61%), and over half have never heard of “rhodium plating” (55%) or gold washed (54%). By contrast, more than half consider themselves extremely/very familiar with the terms “fine gold” (63%) or “gold plate” (57%).

Familiarity with Metal Jewelry Terms

■ Extremely familiar
 ■ Very familiar
 ■ Heard of but not familiar
 ■ Never heard of



Base: Qualified Respondents (n=2026)

Q900 Now, how familiar are you with each of the following terms associated with metal jewelry?

Nearly half of respondents consider “vermeil” not at all helpful in determining what metal a jewelry is made with and in what amount, and about a third find rhodium plating, rolled gold plate, and gold washed not helpful descriptors.

Helpfulness of Metal Jewelry Terms

■ Extremely helpful
 ■ Very helpful
 ■ Somewhat helpful
 ■ Not at all helpful

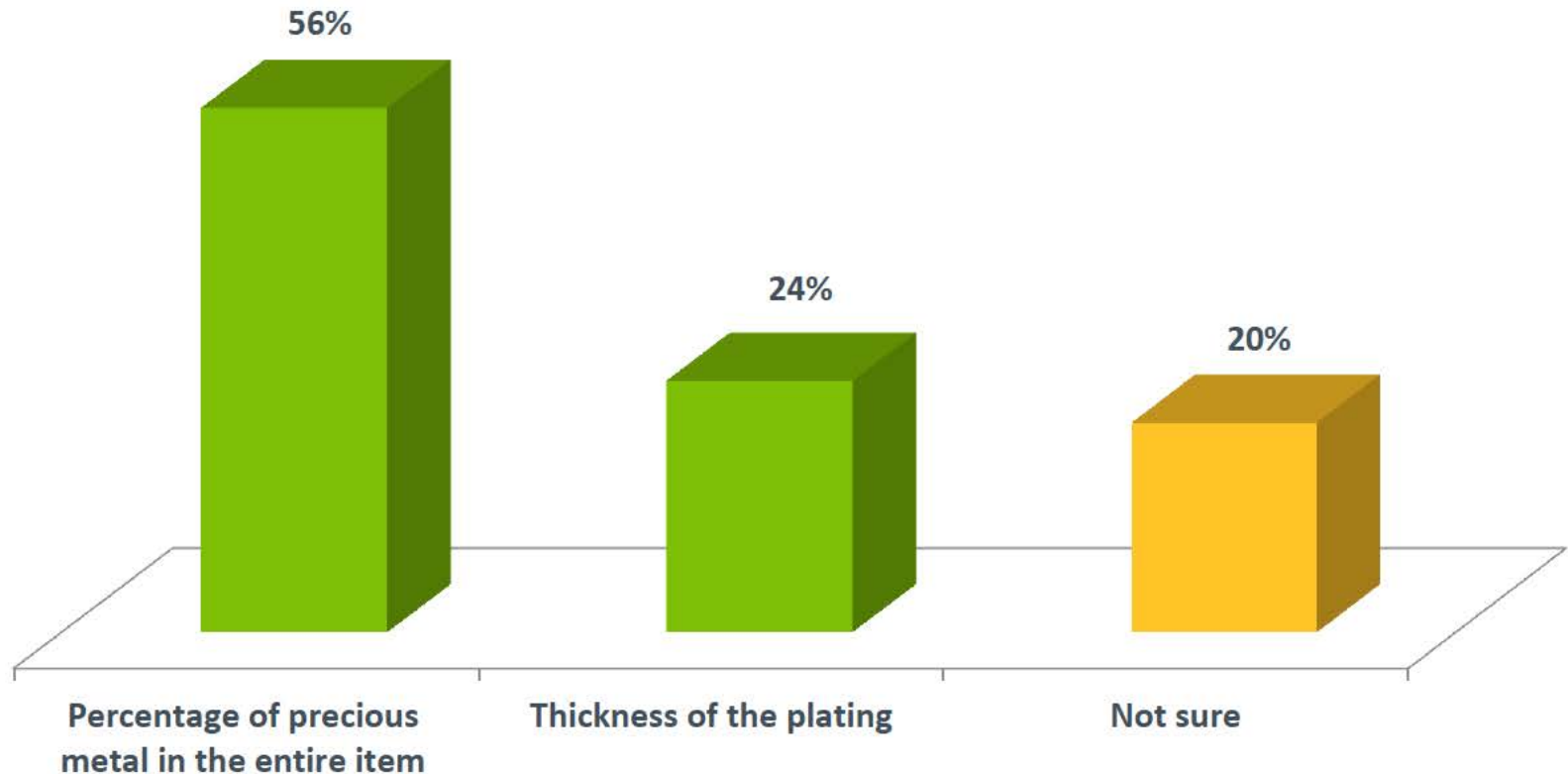


Base: Qualified Respondents (n=2026)

Q905 In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

When given a choice, a majority (56%) of respondents would choose to know the percent of precious metal content in the entire item rather than the thickness of this metal's plating when buying plated jewelry.

More Important to Know (Thickness vs. Percentage)

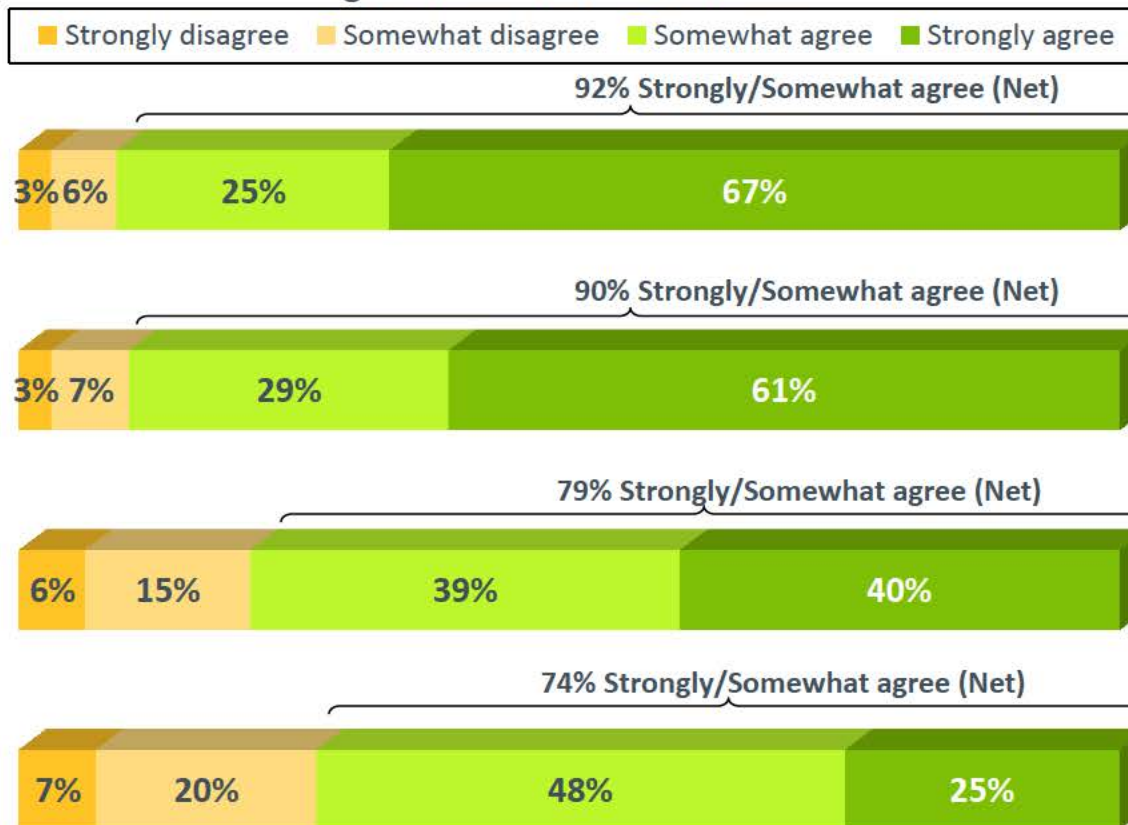


Base: Qualified Respondents (n=2026)

Q910 If you were buying plated jewelry (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know: the thickness of the plating, or the percentage of precious metal in the entire item?

Nine in ten respondents agree they want to be informed about the quantity of precious metals in plated jewelry (92%), as well as the identity of the base metal they were plated to (90%). Eight in ten think a stamp indicates the jewelry is made of precious metal, while 7 in 10 think order that the metals are listed indicates relative quantity of the metals.

Agreement with Statements



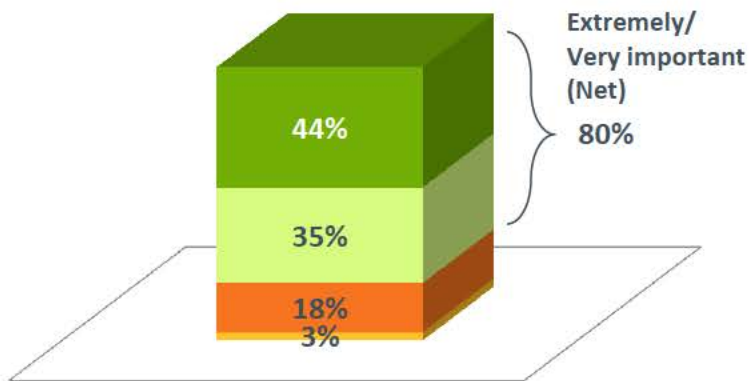
Base: Qualified Respondents (n=2026)

Q915 How much do you agree or disagree with each of the following statements?

Large majorities of respondents feel knowing the amounts of metals in jewelry is extremely/very important in both precious metal mixtures (80%) and precious/non precious mixtures (82%). In each case, two-thirds cite percentage as the preferred vehicle of this disclosure.

Importance of Knowing Amounts of Metals in a Precious Metal Mixture

- Extremely important
- Somewhat important
- Very important
- Not at All Important

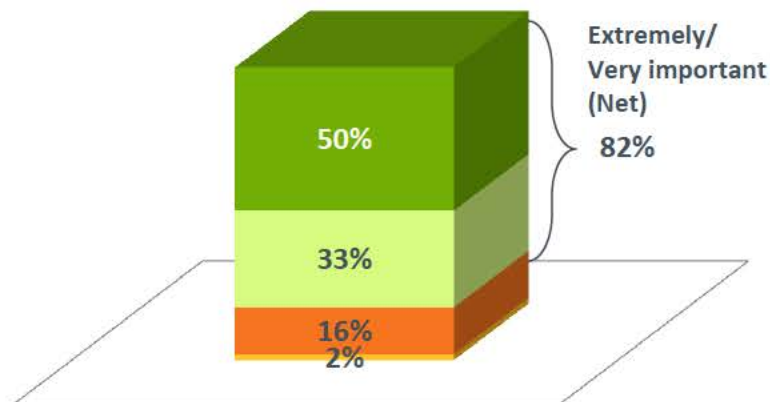


Disclosure Method Preference

Percentage	65%
Weight	35%

Importance of Knowing Amounts of Metals in a Precious and Non-Precious Metal Mixture

- Extremely important
- Somewhat important
- Very important
- Not at All Important



Disclosure Method Preference

Percentage	67%
Weight	33%

Base: Qualified Respondents (n=2024)

Q920 If you were buying an item that was a mixture of precious metals, how important would it be to know how much of each precious metal was in that item?

Q925 Would you prefer to know the amount of each precious metal by percentage, or by weight?

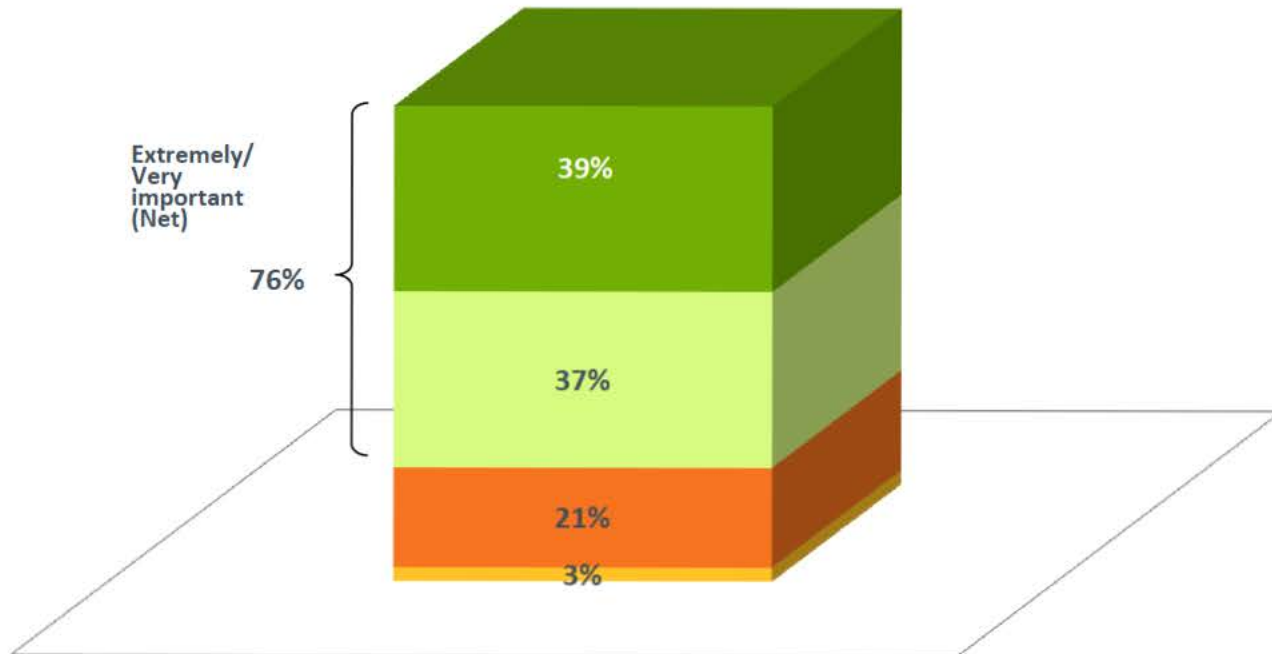
Q930 If you were buying an item that was made of a precious metal mixed with non-precious metal(s), how important would it be to know how much precious metal and non-precious metal was in that item?

Q935 Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?

Over three-quarters (76%) of respondents feel it is extremely/very important to be informed that their white gold jewelry was plated with rhodium.

Importance of Disclosure of Rhodium Plating Procedure

■ Extremely important ■ Very important ■ Somewhat important ■ Not at all important

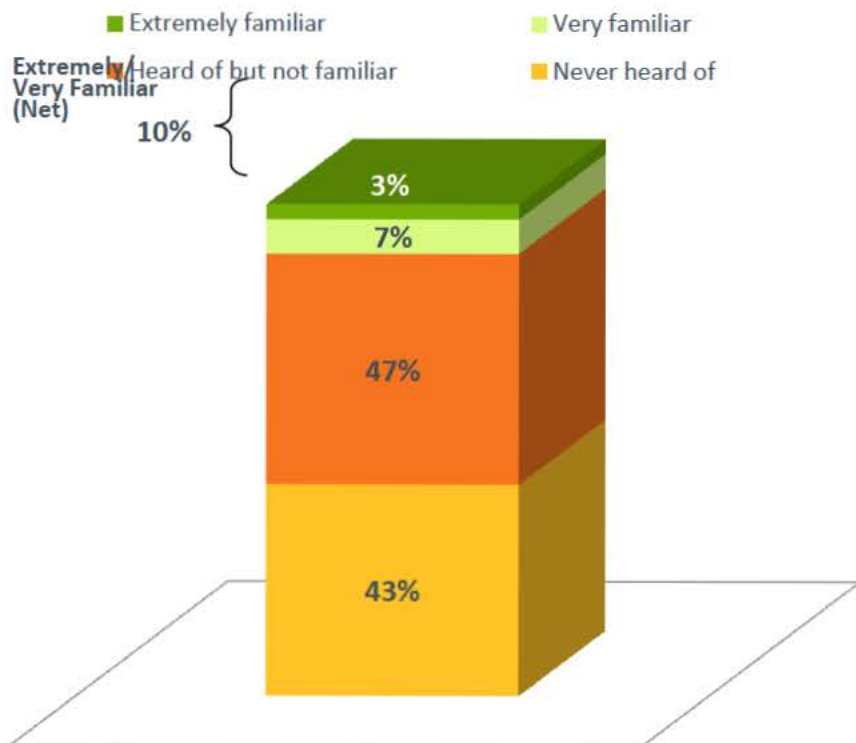


Base: Qualified Respondents (n=2026)

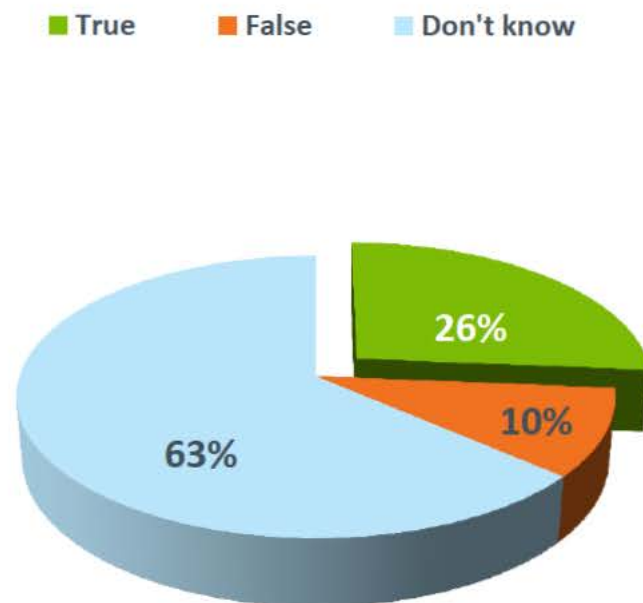
Q940 It is a very common practice for jewelry manufacturers to “plate” or cover white gold with a thin layer of rhodium to enhance the white color. If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?

Only 1 in 10 respondents are very/extremely familiar with palladium, while 43% have never heard of this metal. Only one quarter are aware it is part of the platinum metal group, and 63% do not know whether or not it is.

Familiarity with Palladium



"Palladium is a platinum group metal."



Base: Qualified Respondents (n=2026)

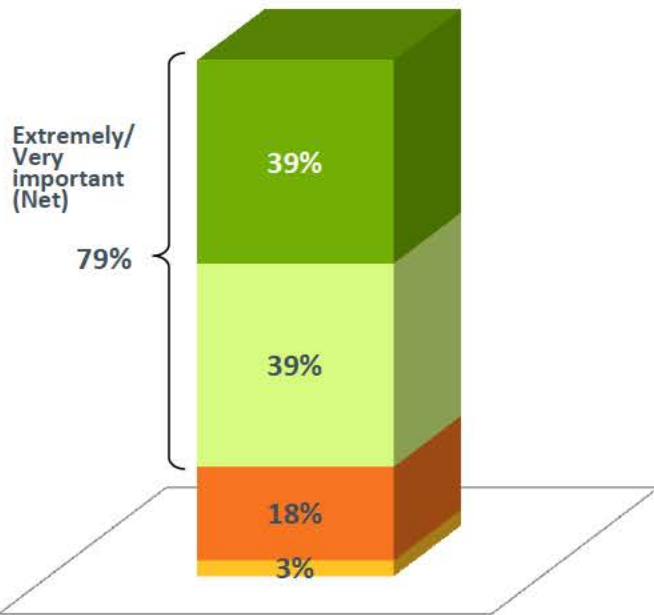
Q945 How familiar are you with palladium?

Q947 Please tell us whether you think the following statement is true or false. "Palladium is a platinum group metal."

Nearly four-fifths of respondents feel it's extremely/very important to know the identity of other metals when buying a product made with palladium and other metals. When a product is described as palladium, large majorities want a disclosure of the amount of palladium content (90%) and think there should be a required minimum amount of palladium required for the classification (86%).

Importance of Knowing Identity of Other Metals in Palladium-Other Metal Mixture

- Extremely important
- Very important
- Somewhat important
- Not at All Important

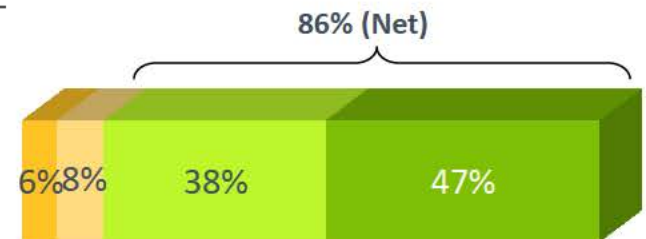
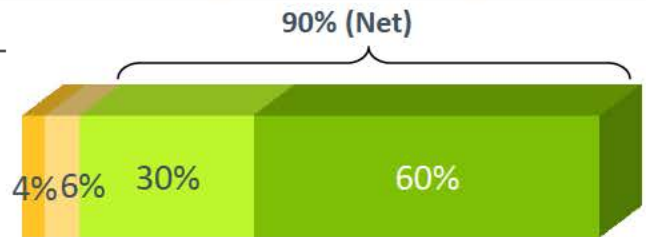


If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.

There should be a minimum amount of palladium required in an item to allow it to be described as palladium.

Agreement with Statements

- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree



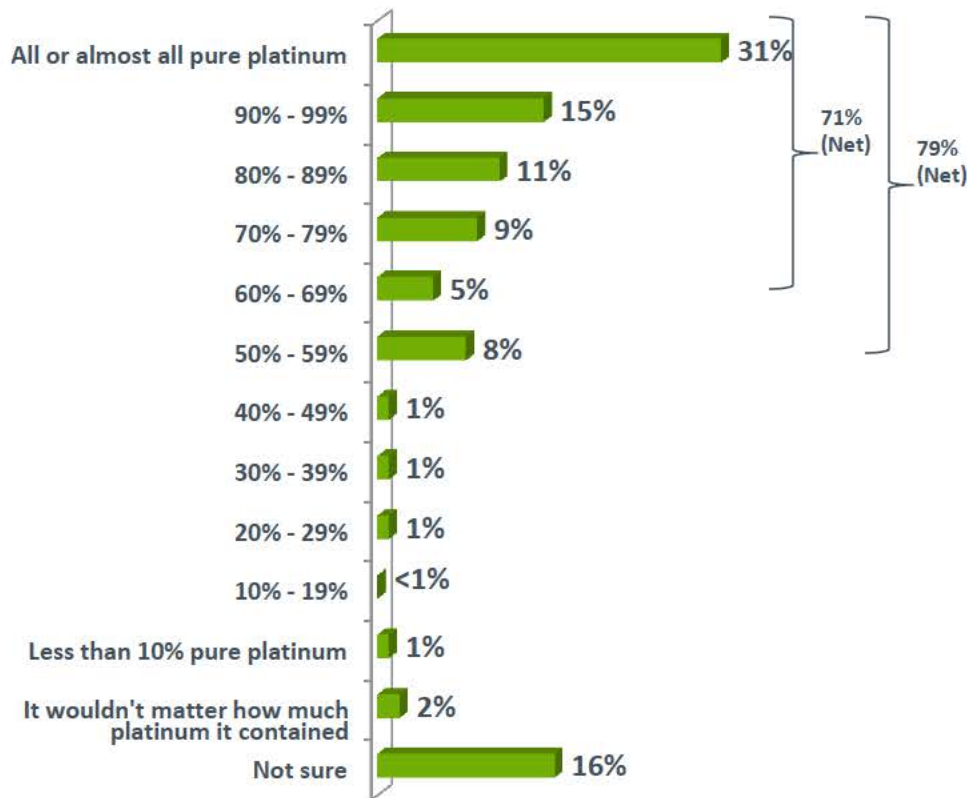
Base: Qualified Respondents (n=2026)

Q950 If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?

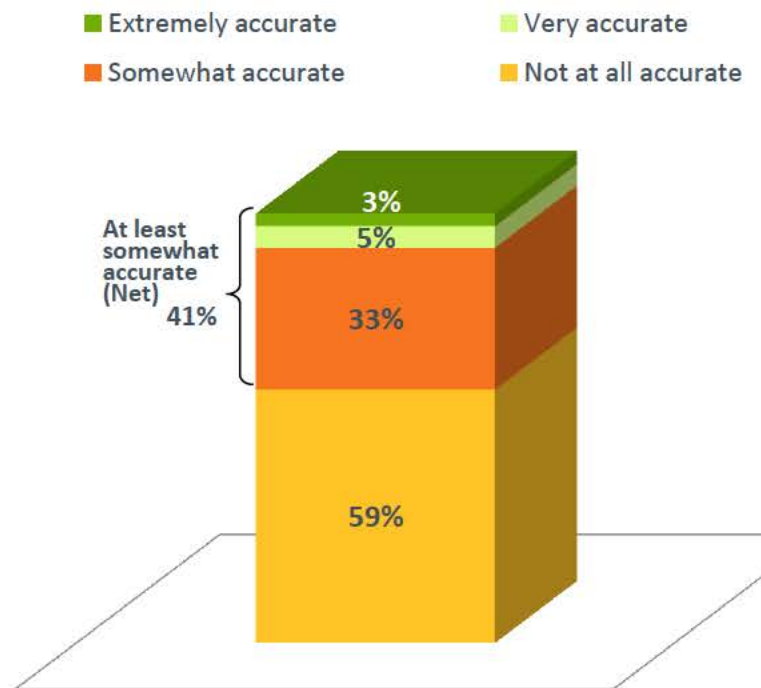
Q955 How much do you agree or disagree with each of the following statements?

Almost eight in ten respondents expect an engagement ring described as “platinum” to contain 50% or more platinum, and over 7 in 10 expect it to contain 60% or more platinum. Furthermore, nearly three-fifths believe it is not at all accurate to refer to a ring with less than 50% pure platinum as “platinum”.

Minimum Amount of Pure Platinum in a Ring Described as “Platinum”



Accuracy of Referring to Ring as “Platinum” If Contains Less than 50% Pure Platinum



Base: Qualified Respondents (n=2026)

Q965 Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as “platinum”?

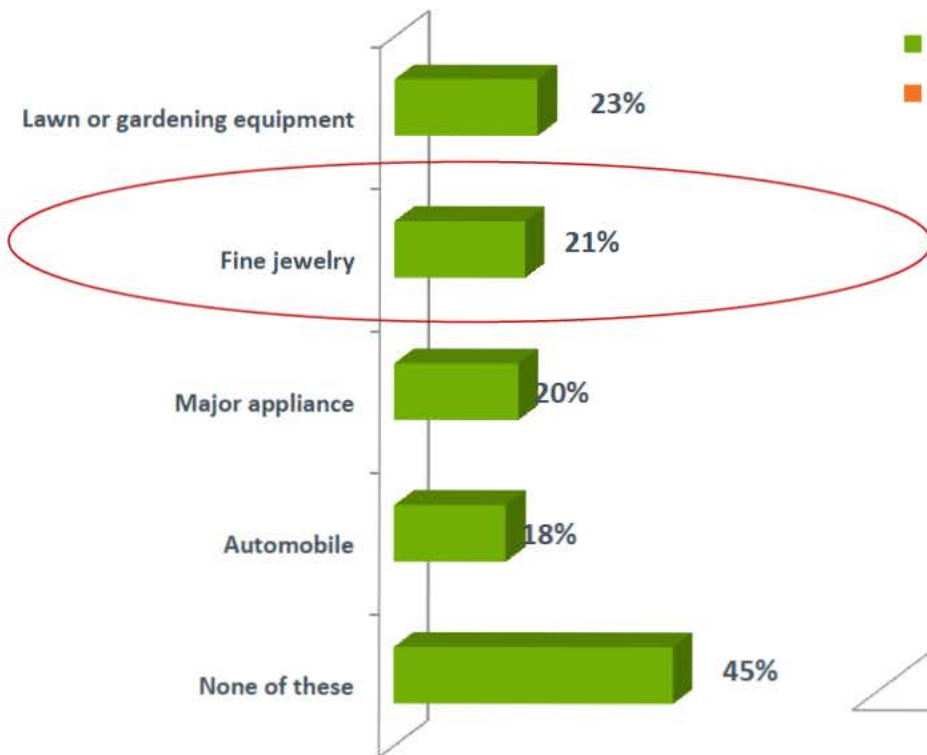
Q970 Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as “platinum” if it contains less than 50% pure platinum?



Screener and Demographics

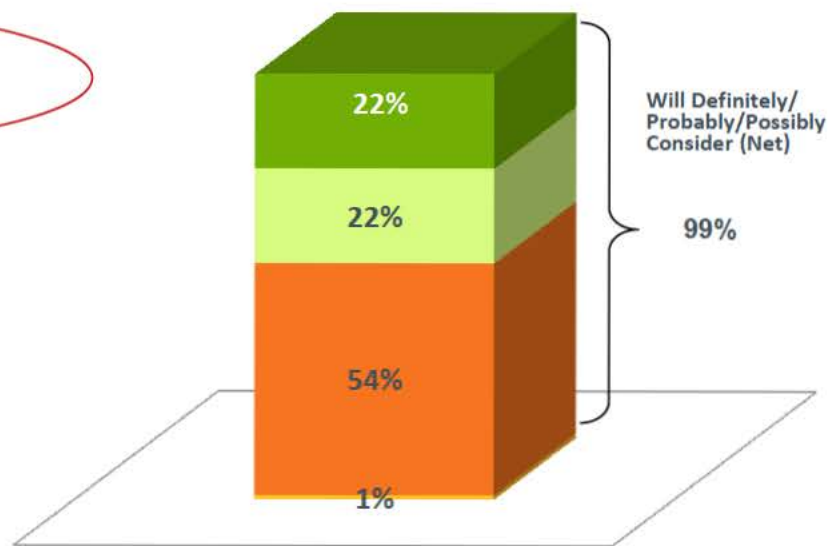
Of the “non-jewelry rejectors” in this survey, 21% have purchased fine jewelry in the past year, and 99% are open to buying fine jewelry in the future.

Purchased in the past year



Consider buying jewelry in the future

- Will definitely consider
- Will probably consider
- Will possibly consider
- Will not consider at all



Base: Qualified Respondents (n=2026)

Q600 Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else? Please select all that apply. [Multiple Response]

Q605 How likely are you to consider purchasing fine jewelry, either for yourself or someone else, in the future?

Demographics

Parent Gender, Age, Ethnicity, Marital Status, Region, Employment

Gender	
Male	47%
Female	53%
Age	
18-34	34%
35-44	18%
45-54	17%
55+	30%
<i>Mean</i>	43.9
Ethnicity	
White	68%
Hispanic	13%
Black/African American	14%
Asian or Pacific Islander	2%
Native American or Alaskan native	*
Mixed racial background	-
Some other race	1%
Decline to answer	2%
Marital Status	
Never married	30%
Married or Civil union	49%
Divorced	8%
Widow/Widower	2%
Separated	3%
Living with Partner	8%

An asterisk (*) signifies a value of less than one-half percent.

Region	
East	23%
Midwest	20%
South	33%
West	24%
Employment Status	
Employed full time	53%
Employed part time	17%
Self-employed	4%
Not employed, but looking for work	6%
Not employed and not looking for work	2%
Not employed, unable to work due to a disability or illness	7%
Retired	1%
Student	7%
Stay-at-home spouse or partner/housewife/husband	3%

Base: Qualified Respondents (n=2,026)

Q268 Gender

Q280 Age

Q485 Race/Ethnicity

Q364 What is your marital status?

Q320 U.S. Region-Harris Interactive Definition

Q406 What is your employment status?

Demographics

Education and Income

Education	
High School or Less (Net)	34%
Less than high school	1%
Completed some high school	4%
Completed high school	26%
Job-specific training program(s) after high school	3%
Some College (Net)	30%
Completed some college	20%
Associate Degree	10%
College Grad + (Net)	37%
Completed some college	21%
Completed some graduate school	4%
Completed graduate school	12%

Income	
< \$35,000 (Net)	26%
Less than \$15,000	10%
\$15,000 to \$24,999	8%
\$25,000 to \$34,999	8%
\$35,000 - < \$75,000 (Net)	30%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	18%
\$75,000 Or More (Net)	37%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	14%
\$125,000 to \$149,999	4%
\$150,000 to \$199,999	4%
\$200,000 to \$249,999	2%
\$250,000 or more	1%
Decline to answer	7%

Base: Qualified Respondents (n=2,026)

Q437 What is the highest level of education you have completed or the highest degree you have received?

Q462 Which of the following income categories best describes your total 2011 household income before taxes?

**Jewelers Vigilance Committee
FTC Questions
Topline Report**

Field Dates: August 1–6, 2012

Sample size: 2,026 U.S. Respondents Ages 18+
Who Have Purchased Fine Jewelry in the Past Year or Would At Least Consider Purchasing
Fine Jewelry in the Future

Methodology

Harris Interactive® conducted the survey within the United States from August 1–6, 2012, among a total of 2,026 US residents age 18+ who have either purchased fine jewelry in the past year or would at least consider purchasing any in the future. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in surveys. Because the sample is based on those who agreed to be invited to participate, no estimates of theoretical sampling error can be calculated.

Notes on reading the results

The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

SCREENER

BASE: QUALIFIED RESPONDENTS (n=2026)

Q600 Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else? Please select **all** that apply.

[Multiple Response]

	Total
Lawn or gardening equipment	23%
Fine jewelry	21%
Major appliance	20%
Automobile	18%
None of these	45%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q605 How likely are you to consider purchasing **fine jewelry**, either for yourself or someone else, in the future?

	Total
WILL DEFINITELY/ PROBABLY/POSSIBLY CONSIDER (NET)	99%
WILL DEFINITELY/PROBABLY CONSIDER (SUB-NET)	45%
Will definitely consider	22%
Will probably consider	22%
Will possibly consider	54%
Will not consider at all	1%

CORE QUESTIONS – PEARLS

BASE: QUALIFIED RESPONDENTS (n=2026)

Q700 To the best of your knowledge, which of the following would be considered more valuable: a necklace marketed as being made with “freshwater pearls,” or a necklace marketed as being made with “cultured freshwater pearls”? Please give your best guess even if you are not sure.

	Total
Necklace made with "freshwater pearls"	43%
Necklace made with "cultured freshwater pearls"	19%
Both would have equal value	17%
Not sure	21%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q705 How familiar are you with **brightly colored pearls** (e.g., pearls colored bright green, red, or hot pink)?

	Total
AT LEAST HEARD OF (NET)	60%
EXTREMELY/VERY FAMILIAR (SUB-NET)	12%
Extremely familiar	2%
Very familiar	10%
Heard of but not familiar	48%
Never heard of	40%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q710 To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)? If you are not sure, please give your best guess.

	Total
The pearls are dyed artificially.	37%
The color occurs naturally from the pearl's environment.	29%
Other	2%
Not sure	32%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q715 Some brightly colored pearls get their color from dyeing treatments that artificially color the final product. This treatment is permanent and does not require special care.

How important is it that sellers of these treated pearls inform consumers that this procedure was performed?

	Total
AT LEAST SOMEWHAT IMPORTANT (NET)	92%
EXTREMELY/VERY IMPORTANT (SUB-NET)	67%
Extremely important	32%
Very important	35%
Somewhat important	25%
Not at all important	8%

CORE QUESTIONS – GEMSTONES

BASE: QUALIFIED RESPONDENTS (n=2026)

Q800 Now, how familiar are you with each of the following terms associated with diamonds?

SUMMARY OF AT LEAST HEARD OF

	Total
Imitation diamond	82%
Synthetic diamond	78%
Simulated diamond	71%
Laboratory-created diamond	64%
Cultured diamond	56%
Laboratory-grown diamond	52%
Laboratory-created cultured diamond	49%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q800 Now, how familiar are you with each of the following terms associated with diamonds?

SUMMARY OF EXTREMELY/VERY FAMILIAR

	Total
Imitation diamond	34%
Synthetic diamond	28%
Simulated diamond	26%
Laboratory-created diamond	22%
Laboratory-grown diamond	17%
Cultured diamond	16%
Laboratory-created cultured diamond	15%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q800 Now, how familiar are you with each of the following terms associated with diamonds?

SUMMARY OF NEVER HEARD OF

	Total
Laboratory-created cultured diamond	51%
Laboratory-grown diamond	48%
Cultured diamond	44%
Laboratory-created diamond	36%
Simulated diamond	29%
Synthetic diamond	22%
Imitation diamond	18%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q810 Which one of these terms would you associate with the stone that had the highest retail value?

	Total
Diamond	84%
Cultured diamond	10%
Laboratory-created cultured diamond	1%
Synthetic diamond	1%
Laboratory-grown diamond	1%
Laboratory-created diamond	1%
Simulated diamond	1%
Imitation diamond	*

BASE: QUALIFIED RESPONDENTS (n=2026)

Q815 For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

	Natural	Manufactured
Cultured diamond	53%	47%
Laboratory-grown diamond	19%	81%
Laboratory-created cultured diamond	13%	87%
Simulated diamond	10%	90%
Laboratory-created diamond	10%	90%
Synthetic diamond	9%	91%
Imitation diamond	8%	92%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q817 Please tell us whether you think the following statement is true or false.

“Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type.”

	Total
True	29%
False	33%
Don't know	38%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q820 Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select **all** that apply.
[Multiple Response]

	Total
ANY LISTED TERM (NET)	92%
Laboratory-created diamond	58%
Laboratory-grown diamond	43%
Laboratory-created cultured diamond	43%
Synthetic diamond	38%
Simulated diamond	30%
Imitation diamond	29%
Cultured diamond	23%
Diamond	9%
None	8%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q825 Please tell us whether you think the following statement is true or false.

"If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured.)"

	Total
True	44%
False	33%
Don't know	23%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q830 Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar).

If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

	Total
At the very beginning, when I first show interest in the jewelry	68%
When I ask the price of the jewelry	14%
Right before I pay for the jewelry	11%
After I pay for the jewelry	2%
Only if I ask about it	5%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q835 If you were to buy a piece of gem jewelry online, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

	Total
When the jewelry description first appears on screen	85%
Right before I pay for the jewelry	9%
After I pay for the jewelry	1%
Only if I ask about it	4%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q840 To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select **all** that apply in each column. *[Multiple Response]*

RUBY

	Total
Red	92%
Pink	26%
Purple/Violet	12%
Blue	5%
White	4%
Green	4%
Yellow	3%
Not sure	5%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q840 To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select **all** that apply in each column. *[Multiple Response]*

AMETHYST

	Total
Purple/Violet	63%
Blue	29%
Yellow	27%
Pink	23%
White	22%
Green	7%
Red	6%
Not sure	13%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q840 To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select **all** that apply in each column. *[Multiple Response]*

EMERALD

	Total
Green	89%
Yellow	13%
Blue	12%
White	8%
Purple/Violet	5%
Pink	4%
Red	4%
Not sure	6%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q845 How familiar are you with each of the following types of gemstones?

SUMMARY OF AT LEAST HEARD OF

	Total
Green amethyst	41%
Yellow emerald	31%
Red emerald	31%
Golden beryl	29%
Prasiolite	15%
Heliodor	13%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q845 How familiar are you with each of the following types of gemstones?

SUMMARY OF EXTREMELY/VERY FAMILIAR

	Total
Green amethyst	12%
Red emerald	11%
Yellow emerald	7%
Golden beryl	5%
Prasiolite	4%
Heliodor	3%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q845 How familiar are you with each of the following types of gemstones?

SUMMARY OF NEVER HEARD OF

	Total
Heliodor	87%
Prasiolite	85%
Golden beryl	71%
Red emerald	69%
Yellow emerald	69%
Green amethyst	59%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q850 Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

GREEN AMETHYST VS. PRASIOLITE

	Total
Green amethyst	44%
Equal in value	44%
Prasiolite	12%

HELIODOR VS. YELLOW EMERALD

	Total
Yellow emerald	41%
Equal in value	45%
Heliodor	14%

BLUE SAPPHIRE VS. RED RUBY

	Total
Red ruby	32%
Equal in value	36%
Blue sapphire	32%

YELLOW EMERALD VS. GOLDEN BERYL

	Total
Yellow emerald	41%
Equal in value	43%
Golden beryl	16%

RED EMERALD VS. EMERALD

	Total
Emerald	42%
Equal in value	26%
Red emerald	32%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q860 Which of these terms would you associate with the stone that had the highest retail value?

	Total
Ruby	90%
Hybrid ruby	6%
Composite ruby	3%
Manufactured ruby	2%

BASE: ASSIGNED TO “MIXTURE OF RUBY AND LEAD GLASS” TEXT (n=1039)

Q870 Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF AT LEAST SOMEWHAT ACCURATE

	Total
Composite ruby	86%
Manufactured ruby	83%
Hybrid ruby	83%
Ruby	33%

BASE: ASSIGNED TO “MIXTURE OF RUBY AND LEAD GLASS” TEXT (n=1039)

Q870 Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF EXTREMELY/VERY ACCURATE

	Total
Composite ruby	52%
Hybrid ruby	43%
Manufactured ruby	43%
Ruby	16%

BASE: ASSIGNED TO "MIXTURE OF RUBY AND LEAD GLASS" TEXT (n=1039)

Q870 Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF NOT AT ALL ACCURATE

	Total
Ruby	67%
Hybrid ruby	17%
Manufactured ruby	17%
Composite ruby	14%

BASE: ASSIGNED TO "MIXTURE OF RUBY AND LEAD GLASS" TEXT (n=1039)

Q875 Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

	Total
STRONGLY/SOMEWHAT AGREE (NET)	89%
Strongly agree	79%
Somewhat agree	10%
STRONGLY/SOMEWHAT DISAGREE (NET)	11%
Somewhat disagree	5%
Strongly disagree	6%

BASE: ASSIGNED TO "SMALL BITS OF RUBY BOUND WITH LEAD GLASS" TEXT (n=987)

Q880 Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF AT LEAST SOMEWHAT ACCURATE

	Total
Composite ruby	90%
Manufactured ruby	82%
Hybrid ruby	71%
Ruby	40%

BASE: ASSIGNED TO "SMALL BITS OF RUBY BOUND WITH LEAD GLASS" TEXT (n=987)

Q880 Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF EXTREMELY/VERY ACCURATE

	Total
Composite ruby	58%
Manufactured ruby	42%
Hybrid ruby	29%
Ruby	16%

BASE: ASSIGNED TO "SMALL BITS OF RUBY BOUND WITH LEAD GLASS" TEXT (n=987)

Q880 Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY OF NOT AT ALL ACCURATE

	Total
Ruby	60%
Hybrid ruby	29%
Manufactured ruby	18%
Composite ruby	10%

BASE: ASSIGNED TO "SMALL BITS OF RUBY BOUND WITH LEAD GLASS" TEXT (n=987)

Q885 Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

	Total
STRONGLY/SOMEWHAT AGREE (NET)	90%
Strongly agree	76%
Somewhat agree	14%
STRONGLY/SOMEWHAT DISAGREE (NET)	10%
Somewhat disagree	6%
Strongly disagree	4%

CORE QUESTIONS – METALS

BASE: QUALIFIED RESPONDENTS (n=2026)

Q900 Now, how familiar are you with each of the following terms associated with [metal jewelry](#)?

SUMMARY OF AT LEAST HEARD OF

	Total
Fine gold	90%
Gold plate	89%
Gold filled	81%
Gold overlay	80%
Platinum plate	72%
Gold electroplate	65%
Gold washed	46%
Rhodium plating	45%
Rolled gold plate	39%
Vermeil	37%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q900 Now, how familiar are you with each of the following terms associated with [metal jewelry](#)?

SUMMARY OF EXTREMELY/VERY FAMILIAR

	Total
Fine gold	63%
Gold plate	57%
Gold filled	46%
Gold overlay	44%
Platinum plate	35%
Gold electroplate	33%
Rhodium plating	20%
Gold washed	15%
Vermeil	13%
Rolled gold plate	12%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q900 Now, how familiar are you with each of the following terms associated with metal jewelry?

SUMMARY OF NEVER HEARD OF

	Total
Vermeil	63%
Rolled gold plate	61%
Rhodium plating	55%
Gold washed	54%
Gold electroplate	35%
Platinum plate	28%
Gold overlay	20%
Gold filled	19%
Gold plate	11%
Fine gold	10%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q905 In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY OF AT LEAST SOMEWHAT HELPFUL

	Total
Fine gold	90%
Gold plate	88%
Gold filled	85%
Gold overlay	84%
Platinum plate	83%
Gold electroplate	75%
Gold washed	67%
Rolled gold plate	66%
Rhodium plating	64%
Vermeil	51%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q905 In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY OF EXTREMELY/VERY HELPFUL

	Total
Fine gold	66%
Gold plate	52%
Gold filled	48%
Gold overlay	45%
Platinum plate	44%
Gold electroplate	37%
Rhodium plating	30%
Rolled gold plate	28%
Gold washed	27%
Vermeil	23%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q905 In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY OF NOT AT ALL HELPFUL

	Total
Vermeil	49%
Rhodium plating	36%
Rolled gold plate	34%
Gold washed	33%
Gold electroplate	25%
Platinum plate	17%
Gold overlay	16%
Gold filled	15%
Gold plate	12%
Fine gold	10%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q910 If you were buying **plated jewelry** (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know: the thickness of the plating, or the percentage of precious metal in the entire item?

	Total
Percentage of precious metal in the entire item	56%
Thickness of the plating	24%
Not sure	20%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q915 How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY/SOMEWHAT AGREE

	Total
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.	92%
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.	90%
A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.	79%
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.	74%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q915 How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY/SOMEWHAT DISAGREE

	Total
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.	26%
A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.	21%
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.	10%
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.	8%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q920 If you were buying an item that was a [mixture of precious metals](#), how important would it be to know how much of each precious metal was in that item?

	Total
AT LEAST SOMEWHAT IMPORTANT (NET)	97%
EXTREMELY/VERY IMPORTANT (SUB-NET)	80%
Extremely important	44%
Very important	35%
Somewhat important	18%
Not at all important	3%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q925 Would you prefer to know the amount of each precious metal by percentage, or by weight?

	Total
Percentage	65%
Weight	35%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q930 If you were buying an item that was made of a [precious metal mixed with non-precious metal\(s\)](#), how important would it be to know how much precious metal and non-precious metal was in that item?

	Total
AT LEAST SOMEWHAT IMPORTANT (NET)	98%
EXTREMELY/VERY IMPORTANT (SUB-NET)	82%
Extremely important	50%
Very important	33%
Somewhat important	16%
Not at all important	2%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q935 Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?

	Total
Percentage	67%
Weight	33%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q940 It is a very common practice for jewelry manufacturers to “plate” or cover white gold with a thin layer of rhodium to enhance the white color.

If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?

	Total
AT LEAST SOMEWHAT IMPORTANT (NET)	97%
EXTREMELY/VERY IMPORTANT (SUB-NET)	76%
Extremely important	39%
Very important	37%
Somewhat important	21%
Not at all important	3%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q945 How familiar are you with [palladium](#)?

	Total
AT LEAST HEARD OF (NET)	57%
EXTREMELY/VERY FAMILIAR (SUB-NET)	10%
Extremely familiar	3%
Very familiar	7%
Heard of but not familiar	47%
Never heard of	43%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q947 Please tell us whether you think the following statement is true or false.

“Palladium is a platinum group metal.”

	Total
True	26%
False	10%
Don't know	63%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q950 If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?

	Total
AT LEAST SOMEWHAT IMPORTANT (NET)	97%
EXTREMELY/VERY IMPORTANT (SUB-NET)	79%
Extremely important	39%
Very important	39%
Somewhat important	18%
Not at all important	3%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q955 How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY/SOMEWHAT AGREE

	Total
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.	90%
There should be a minimum amount of palladium required in an item to allow it to be described as palladium.	86%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q955 How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY/SOMEWHAT DISAGREE

	Total
There should be a minimum amount of palladium required in an item to allow it to be described as palladium.	14%
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.	10%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q960 How much do you agree or disagree with the following statement?

“If a jewelry retailer claimed that a solid piece of jewelry contains an alloy of base metal (e.g., brass, copper) mixed with a precious metal (e.g., platinum, gold), I would expect a required minimum amount of the precious metal to be contained in the jewelry (e.g., at least 10 karat gold, .925 sterling silver, 500 ppt platinum or palladium).”

	Total
STRONGLY/SOMEWHAT AGREE (NET)	87%
Strongly agree	50%
Somewhat agree	37%
STRONGLY/SOMEWHAT DISAGREE (NET)	13%
Somewhat disagree	10%
Strongly disagree	4%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q965 Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as “platinum”?

	Total
50% OR MORE (NET)	79%
60% OR MORE (SUB-NET)	71%
All or almost all pure platinum	31%
90% - 99%	15%
80% - 89%	11%
70% - 79%	9%
60% - 69%	5%
50% - 59%	8%
40% - 49%	1%
30% - 39%	1%
20% - 29%	1%
10% - 19%	*
Less than 10% pure platinum	1%
It wouldn't matter how much platinum it contained	2%
Not sure	16%

BASE: QUALIFIED RESPONDENTS (n=2026)

Q970 Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as “platinum” if it contains less than 50% pure platinum?

	Total
AT LEAST SOMEWHAT ACCURATE (NET)	41%
EXTREMELY/VERY ACCURATE (SUB-NET)	8%
Extremely accurate	3%
Very accurate	5%
Somewhat accurate	33%
Not at all accurate	59%

Q700. To the best of your knowledge, which of the following would be considered more valuable, a necklace marketed as being made with "freshwater pearls," or a necklace marketed as being made with "cultured freshwater pearls"?
 Please give your best guess even if you are not sure.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Necklace made with "freshwater pearls"	874 43%	185 39%	155 38%	292 44%	243 50% BC	309 44%	153 42%	148 42%	264 43%	418 44%	135 42%	68 44%	83 43%	131 46%	457 43%	174 47%	85 41%	65 41%	133 41%	478 41%	288 47%	108 42%
Necklace made with "cultured freshwater pearls"	383 19%	95 20%	96 23% D	105 16%	87 18%	132 19%	62 17%	69 20%	119 19%	183 19%	81 25% P	21 14%	32 17%	49 17%	200 19%	51 14%	41 20%	37 23% P	70 21%	236 20%	99 16%	48 18%
Both would have equal value	347 17%	86 18%	64 16%	122 18%	76 16%	115 16%	70 19%	51 14%	112 18%	147 15%	50 15%	30 19%	23 12%	45 16%	200 19%	65 18%	40 19%	28 18%	67 20%	197 17%	95 16%	56 21%
Not sure	421 21%	103 22%	96 23%	143 22%	78 16%	141 20%	77 21%	82 24%	121 20%	210 22%	60 18%	35 22%	53 28%	63 22%	211 20%	81 22%	42 20%	30 18%	58 18%	247 21%	125 21%	49 19%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q705. How familiar are you with brightly colored pearls (e.g., pearls colored bright green, red, or hot pink)?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1208 60%	273 58%	249 61%	398 60%	288 59%	467 67% HI	222 61%	190 54%	329 53%	555 58%	234 72% LMNS	83 54%	94 49%	144 50%	652 61%	233 63% N	139 67% MN	96 60%	185 56%	671 58%	376 62%	160 61%
EXTREMELY/VERY FAMILIAR (SUB-NET)	245 12%	56 12%	54 13%	72 11%	63 13%	122 18% HI	42 12%	28 8%	52 8%	111 12%	59 18% MNS	18 12%	12 6%	21 7%	134 13%	63 17% MNS	24 12%	16 10%	31 9%	120 10%	90 15%	35 13%
Extremely familiar	38 2%	7 2%	8 2%	17 3%	5 1%	20 3% I	8 2%	6 2%	4 1%	16 2%	9 3%	3 2%	4 2%	*	21 2%	10 3% N	5 3%	2 1%	4 1%	15 1%	10 2%	13 5% T
Very familiar	207 10%	48 10%	46 11%	55 8%	58 12%	103 15% HI	34 9%	22 6%	48 8%	94 10%	50 15% MN	16 10%	8 4%	21 7%	112 11%	52 14% MN	19 9%	14 9%	27 8%	105 9%	80 13%	22 8%
Heard of but not familiar	963 48%	217 46%	195 48%	326 49%	225 46%	344 49%	180 50%	162 46%	277 45%	444 46%	175 54%	65 42%	82 43%	123 43%	518 49%	170 46%	115 55% N	80 50%	154 47%	551 48%	286 47%	125 48%
Never heard of	818 40%	197 42%	160 39%	264 40%	197 41%	231 33%	140 39%	160 46% F	287 47% F	403 42%	92 28%	71 46% K	96 51% KQ	144 50% KPQ	415 39%	139 37%	69 33%	64 40%	143 44% K	487 42%	231 38%	100 39%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q710. To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)?
 If you are not sure, please give your best guess.

14 Aug 2012
 Table 3

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
The pearls are dyed artificially	741 37%	155 33%	155 38%	265 40%	166 34%	254 36%	125 34%	139 40%	224 36%	292 30%	93 28%	39 25%	69 36%	92 32%	449 42%	161 43% KLN	86 41% KL	69 43% KLN	132 40% KL	467 40% U	189 31%	86 33%
The color occurs naturally from the pearl's environment	579 29%	136 29%	111 27%	180 27%	153 32%	229 33% I	113 31%	91 26%	146 24%	335 35% O MNPQRS	140 43%	60 39% PS	49 26%	85 29% S	244 23%	89 24%	53 25%	41 26%	61 19%	286 25%	213 35% T	81 31%
Other	51 2%	12 3%	7 2%	20 3%	11 2%	35 5% HI	6 2%	2 *	8 1%	32 3%	20 6% QS	5 3%	1 *	6 2%	19 2%	15 4% S	1 *	1 1%	2 *	25 2%	24 4%	2 1%
Not sure	655 32%	167 35%	137 33%	197 30%	154 32%	179 26%	119 33%	119 34%	238 39% F	299 31%	73 22%	51 33%	71 37% K	105 36% K	355 33%	106 29%	68 33%	48 30%	133 41% KP	380 33%	182 30%	92 35%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q715. Some brightly colored pearls get their color from dyeing treatments that artificially color the final product.
 This treatment is permanent and does not require special care.**

How important is it that sellers of these treated pearls inform consumers that this procedure was performed?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT IMPORTANT (NET)	1872 92%	431 92%	374 91%	607 92%	460 95%	624 90%	341 94%	321 92%	586 95% F	882 92%	289 89%	144 93%	174 91%	275 96% KP	990 93%	335 90%	198 95%	147 92%	311 95%	1078 93%	548 90%	246 94%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1362 67%	318 68%	263 64%	435 66%	346 71%	374 54%	230 63%	247 70% F	510 83% FGH	644 67%	167 51%	99 64%	141 74% KP	237 82% KLPQR	718 67%	207 56%	132 63%	106 66% K	273 83% KLPQR	791 68% U	366 60%	205 78% TU
Extremely important	654 32%	158 34%	132 32%	200 30%	163 34%	141 20%	95 26%	143 41% FG	274 45% FG	316 33%	60 18%	34 22%	90 47% KLPQ	132 46% KLPQR	337 32%	81 22%	61 29%	53 33% KP	142 43% KLPQ	405 35% U	155 28% U	94 36% U
Very important	708 35%	160 34%	131 32%	234 35%	182 38%	233 33%	135 37%	103 30%	236 38% H	328 34%	107 33%	65 42%	51 27%	105 36%	380 36%	126 34%	70 34%	53 33% M	131 40% M	386 33% V	212 35%	110 42%
Somewhat important	511 25%	112 24%	111 27%	173 26%	115 24%	250 36% HI	111 31% I	74 21%	76 12%	238 25%	122 37% MNS	45 29% NS	33 17%	38 13%	272 26%	128 34% MNS	66 32% MNS	41 26% NS	37 11%	287 25% V	182 30% V	42 16%
Not at all important	154 8%	39 8%	36 9%	55 8%	24 5%	73 10% I	21 6%	29 8%	30 5%	77 8%	37 11% N	11 7%	17 9%	13 4%	77 7%	36 10% N	11 5%	13 8%	17 5%	80 7%	59 10%	14 6%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Imitation diamond	1666 82%	368 78%	338 83%	570 86% B	390 80%	533 76%	287 79%	296 85% F	550 89% FG	786 82%	242 74%	131 85%	155 82%	258 90% KPQ	880 82%	292 79%	156 75%	141 88% KQ	291 89% KQP	977 84% U	468 77%	221 85%
Synthetic diamond	1588 78%	362 77%	307 75%	527 80%	393 81%	520 75%	268 74%	274 78%	526 85% FGH	759 79%	245 75%	118 76%	150 79%	247 86% KPQ	829 78%	276 74%	150 72%	124 78%	279 85% KQP	937 81% U	445 73%	207 79%
Simulated diamond	1447 71%	328 70%	277 68%	492 74%	350 72%	429 61%	234 64%	280 80% FG	504 82% FG	675 70%	202 62%	94 61%	144 76% KP	235 82% KLPQ	772 72%	227 61%	140 67%	136 85% KLPQ	269 82% KLPQ	858 74% U	395 65%	195 75%
Laboratory-created diamond	1293 64%	263 56%	267 65%	427 65% B	336 69% B	427 61%	228 63%	213 61%	425 69% F	624 65%	208 64%	93 60%	118 62%	205 71% PR	669 63%	218 59%	135 65%	95 59%	220 67%	739 64%	376 62%	178 68%
Cultured diamond	1140 56%	233 50%	247 60% B	376 57%	284 59%	407 58%	212 58%	207 59%	314 51%	551 58%	198 61%	98 64%	112 59%	142 49%	589 55%	208 56%	114 55%	95 59%	171 52%	650 56%	331 54%	159 61%
Laboratory-grown diamond	1060 52%	210 45%	216 53%	349 53%	285 59% B	374 54%	170 47%	178 51%	338 55%	543 57% O	185 57%	78 50%	108 57%	173 60% QR	517 48%	189 51%	92 44%	70 44%	165 50%	605 52%	313 52%	142 55%
Laboratory-created cultured diamond	992 49%	198 42%	218 53% B	323 49%	253 52% B	346 50%	187 52%	158 45%	301 49%	486 51%	175 54%	80 52%	86 45%	144 50%	507 47%	172 46%	108 52%	71 45%	156 48%	557 48%	307 50%	129 49%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Imitation diamond	696 34%	171 36%	140 34%	219 33%	165 34%	242 35%	140 39%	130 37%	184 30%	341 36%	114 35%	75 48% NQS	65 34%	87 30%	354 33%	128 34%	65 31%	64 40%	97 30%	397 34%	189 31%	110 42% U
Synthetic diamond	573 28%	138 29%	90 22%	184 28%	161 33% C	209 30%	96 27%	95 27%	172 28%	282 29%	94 29%	42 27%	53 28%	93 32%	291 27%	115 31%	55 26%	42 26%	79 24%	315 27%	189 31%	69 26%
Simulated diamond	535 26%	128 27%	97 24%	186 28%	123 25%	157 23%	79 22%	112 32% FG	186 30% FG	246 26%	77 24%	30 19%	50 26%	90 31% P	288 27%	80 22%	50 24%	62 39% KLPQ	96 29%	312 27%	146 24%	77 30%
Laboratory-created diamond	439 22%	101 22%	79 19%	138 21%	121 25%	165 24%	82 23%	74 21%	119 19%	202 21%	75 23%	30 19%	39 20%	59 21%	237 22%	90 24%	52 25%	35 22%	60 18%	234 20%	141 23%	64 25%
Laboratory-grown diamond	354 17%	76 16%	52 13%	109 16%	116 24% BCD	145 21% I	67 19%	60 17%	82 13%	189 20%	83 25% NS	31 20%	33 17%	42 15%	166 16%	62 17%	37 18%	27 17%	39 12%	186 16%	122 20%	46 18%
Cultured diamond	331 16%	75 16%	53 13%	113 17%	91 19%	132 19% I	56 15%	66 19%	78 13%	186 19% O	81 25% NPQS	28 18%	38 20%	40 14%	145 14%	51 14%	28 14%	28 17%	38 12%	175 15%	109 18%	48 18%
Laboratory-created cultured diamond	307 15%	65 14%	51 13%	102 15%	89 18%	132 19% I	57 16%	54 16%	64 10%	166 17%	76 23% NS	25 16%	29 15%	36 13%	141 13%	56 15%	32 15%	25 16%	28 8%	154 13%	120 20% I	33 13%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Laboratory-created cultured diamond	1034 51%	271 58% CE	192 47%	339 51%	231 48%	351 50%	175 48%	192 55%	315 51%	473 49%	151 46%	74 48%	104 55%	143 50%	561 53%	200 54%	101 48%	89 55%	172 52%	601 52%	301 50%	132 51%
Laboratory-grown diamond	966 48%	260 55% E	194 47%	313 47%	199 41%	324 46%	193 53%	172 49%	277 45%	415 43%	141 43%	77 50%	82 43%	115 40%	551 52% J	182 49%	116 56% N	90 56% N	162 50%	553 48%	294 48%	118 45%
Cultured diamond	886 44%	237 50% C	163 40%	286 43%	200 41%	290 42%	151 42%	143 41%	302 49%	407 42%	128 39%	56 36%	78 41%	145 51%	479 45%	163 44%	94 45%	65 41%	157 48%	508 44%	276 46%	101 39%
Laboratory-created diamond	733 36%	207 44% DE	142 35%	235 35%	149 31%	271 39% I	134 37%	137 39%	191 31%	334 35%	118 36%	61 40%	72 38%	83 29%	399 37%	153 41% N	73 35%	65 41% N	108 33%	419 36%	231 38%	83 32%
Simulated diamond	579 29%	141 30%	133 32%	170 26%	135 28%	269 39% HI	129 36% HI	70 20%	111 18%	283 30%	124 38% MNRS	60 39% NRS	46 24%	53 18%	296 28%	145 39% MNRS	69 33% NRS	24 15%	59 18%	300 26%	213 35% T	66 25%
Synthetic diamond	438 22%	108 23%	103 25%	135 20%	91 19%	177 25% I	95 26% I	76 22% I	90 15%	199 21%	81 25% NS	37 24%	41 21%	41 14%	239 22%	96 26% NS	58 28% NS	36 22%	49 15%	221 19%	162 27% T	54 21%
Imitation diamond	359 18%	102 22% D	71 17%	92 14%	95 20%	164 24% HI	75 21% I	54 15%	66 11%	172 18%	84 26% NRS	23 15%	35 18%	29 10%	187 18%	80 21% NS	52 25% NRS	19 12%	37 11%	181 16%	139 23% T	39 15%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q801 1. Now, how familiar are you with each of the following terms associated with diamonds?
 1. Cultured diamond**

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1140 56%	233 50%	247 60% B	376 57%	284 59%	407 58%	212 58%	207 59%	314 51%	551 58%	198 61%	98 64%	112 59%	142 49%	589 55%	208 56%	114 55%	95 59%	171 52%	650 56%	331 54%	159 61%
EXTREMELY/VERY FAMILIAR (SUB-NET)	331 16%	75 16%	53 13%	113 17%	91 19%	132 19% J	56 15%	66 19%	78 13%	186 19% O	81 25% NPQS	28 18%	38 20%	40 14%	145 14%	51 14%	28 14%	28 17%	38 12%	175 15%	109 18%	48 18%
Extremely familiar	80 4%	26 6% D	12 3%	11 2%	30 6% D	38 6%	12 3%	14 4%	15 2%	35 4%	16 5%	7 4%	8 4%	5 2%	44 4%	22 6% N	5 3%	7 4%	10 3%	38 3%	28 5%	14 5%
Very familiar	252 12%	48 10%	41 10%	101 15%	61 13%	93 13%	44 12%	52 15%	63 10%	151 16% O	65 20% PS	21 13%	30 16%	35 12%	101 9%	28 8%	23 11%	21 13%	28 9%	137 12%	81 13%	34 13%
Heard of but not familiar	808 40%	158 34%	194 47% B	264 40%	193 40%	275 39%	156 43%	141 40%	236 38%	365 38%	117 36%	71 46%	74 39%	102 36%	444 42%	158 42%	85 41%	67 42%	133 41%	475 41%	222 37%	111 43%
Never heard of	886 44%	237 50% C	163 40%	286 43%	200 41%	290 42%	151 42%	143 41%	302 49%	407 42%	128 39%	56 36%	78 41%	145 51%	479 45%	163 44%	94 45%	65 41%	157 48%	508 44%	276 46%	101 39%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q801 2. Now, how familiar are you with each of the following terms associated with diamonds?
 2. Laboratory-created diamond**

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1293 64%	263 56%	267 65%	427 65% B	336 69% B	427 61%	228 63%	213 61%	425 69% F	624 65%	208 64%	93 60%	118 62%	205 71% PR	669 63%	218 59%	135 65%	95 59%	220 67%	739 64%	376 62%	178 68%
EXTREMELY/VERY FAMILIAR (SUB-NET)	439 22%	101 22%	79 19%	138 21%	121 25%	165 24%	82 23%	74 21%	119 19%	202 21%	75 23%	30 19%	39 20%	59 21%	237 22%	90 24%	52 25%	35 22%	60 18%	234 20%	141 23%	64 25%
Extremely familiar	118 6%	37 8% D	17 4%	24 4%	39 8% D	61 9% G	9 3%	17 5%	31 5%	44 5%	22 7%	*	10 6%	11 4%	74 7%	39 11% LN	9 4%	7 4%	19 6%	51 4%	45 7%	22 8%
Very familiar	322 16%	64 14%	62 15%	114 17%	82 17%	104 15%	72 20%	57 16%	89 14%	158 17%	53 16%	29 19%	28 15%	48 17%	164 15%	51 14%	43 21%	28 18%	41 13%	183 16%	96 16%	42 16%
Heard of but not familiar	853 42%	162 34%	188 46% B	289 44% B	215 44% B	262 38%	147 40%	140 40%	305 50% FH	422 44%	134 41%	63 41%	80 42%	146 51% PR	431 40%	128 35%	83 40%	60 38%	159 49% P	505 44%	235 39%	114 44%
Never heard of	733 36%	207 44% DE	142 35%	235 35%	149 31%	271 39% I	134 37%	137 39%	191 31%	334 35%	118 36%	61 40%	72 38%	83 29%	399 37%	153 41% N	73 35%	65 41% N	108 33%	419 36%	231 38%	83 32%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q801 3. Now, how familiar are you with each of the following terms associated with diamonds?

3. Laboratory-grown diamond

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1060 52%	210 45%	216 53%	349 53%	285 59% B	374 54%	170 47%	178 51%	338 55%	543 57% O	185 57%	78 50%	108 57%	173 60% QR	517 48%	189 51%	92 44%	70 44%	165 50%	605 52%	313 52%	142 55%
EXTREMELY/VERY FAMILIAR (SUB-NET)	354 17%	76 16%	52 13%	109 16%	116 24% BCD	145 21% I	67 19%	60 17%	82 13%	189 20%	83 25% NS	31 20%	33 17%	42 15%	166 16%	62 17%	37 18%	27 17%	39 12%	186 16%	122 20%	46 18%
Extremely familiar	88 4%	30 6% C	7 2%	20 3%	31 6% C	43 6%	11 3%	13 4%	22 4%	36 4%	20 6%	2 1%	7 4%	8 3%	52 5%	23 6%	9 4%	6 4%	14 4%	45 4%	26 4%	18 7%
Very familiar	266 13%	46 10%	46 11%	89 13%	85 18% B	102 15%	57 16%	47 13%	60 10%	152 16% O	63 19% PS	29 19% S	26 14%	34 12%	114 11%	39 11%	28 13%	21 13%	25 8%	141 12%	96 16%	29 11%
Heard of but not familiar	706 35%	133 28%	164 40% B	240 36%	169 35%	229 33%	102 28%	118 34%	257 42% FG	354 37%	102 31%	47 31%	75 39%	131 45% KLPQR	351 33%	127 34%	55 26%	43 27%	126 38% Q	418 36%	191 31%	96 37%
Never heard of	966 48%	260 55% E	194 47%	313 47%	199 41%	324 46%	193 53%	172 49%	277 45%	415 43%	141 43%	77 50%	82 43%	115 40%	551 52% J	182 49%	116 56% N	90 56% N	162 50%	553 48%	294 48%	118 45%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q801 4. Now, how familiar are you with each of the following terms associated with diamonds?
 4. Synthetic diamond**

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 Table 11

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1588 78%	362 77%	307 75%	527 80%	393 81%	520 75%	268 74%	274 78%	526 85% FGH	759 79%	245 75%	118 76%	150 79%	247 86% KPQ	829 78%	276 74%	150 72%	124 78%	279 85% KPQ	937 81% U	445 73%	207 79%
EXTREMELY/VERY FAMILIAR (SUB-NET)	573 28%	138 29%	90 22%	184 28%	161 33% C	209 30%	96 27%	95 27%	172 28%	282 29%	94 29%	42 27%	53 28%	93 32%	291 27%	115 31%	55 26%	42 26%	79 24%	315 27%	189 31%	69 26%
Extremely familiar	159 8%	43 9% C	17 4%	50 8%	49 10% C	66 9%	23 6%	25 7%	46 7%	66 7%	23 7%	10 7%	14 7%	20 7%	93 9%	44 12%	13 6%	11 7%	26 8%	86 7%	43 7%	30 12%
Very familiar	413 20%	95 20%	73 18%	134 20%	112 23%	143 21%	74 20%	71 20%	126 20%	216 23%	71 22%	32 21%	39 21%	73 26% S	197 18%	72 19%	42 20%	31 20%	52 16%	229 20%	147 24% V	38 15%
Heard of but not familiar	1015 50%	224 48%	216 53%	343 52%	233 48%	311 45%	171 47%	178 51%	355 58% FG	477 50%	151 46%	76 49%	96 51%	154 54% P	538 50%	160 43%	95 46%	82 51%	200 61% KPQ	622 54% U	255 42%	138 53% U
Never heard of	438 22%	108 23%	103 25%	135 20%	91 19%	177 25% I	95 26% I	76 22% I	90 15%	199 21%	81 25% NS	37 24%	41 21%	41 14%	239 22%	96 26% NS	58 28% NS	36 22%	49 15%	221 19%	162 27% T	54 21%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q801 5. Now, how familiar are you with each of the following terms associated with diamonds?
 5. Imitation diamond**

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1666 82%	368 78%	338 83%	570 86% B	390 80%	533 76%	287 79%	296 85% F	550 89% FG	786 82%	242 74%	131 85%	155 82%	258 90% KPQ	880 82%	292 79%	156 75%	141 88% KQ	291 89% KPQ	977 84% U	468 77%	221 85%
EXTREMELY/VERY FAMILIAR (SUB-NET)	696 34%	171 36%	140 34%	219 33%	165 34%	242 35%	140 39%	130 37%	184 30%	341 36%	114 35%	75 48% NQS	65 34%	87 30%	354 33%	128 34%	65 31%	64 40%	97 30%	397 34%	189 31%	110 42% U
Extremely familiar	175 9%	45 10%	28 7%	55 8%	47 10%	72 10% I	44 12% I	24 7%	35 6%	79 8%	27 8%	27 17% MNS	10 5%	14 5%	96 9%	45 12% N	18 8%	14 9%	20 6%	96 8%	47 8%	32 12%
Very familiar	521 26%	126 27%	112 27%	164 25%	118 24%	170 24%	95 26%	105 30%	149 24%	263 27%	87 27%	48 31%	55 29%	73 25%	258 24%	83 22%	48 23%	50 32%	76 23%	301 26%	143 23%	77 30%
Heard of but not familiar	971 48%	197 42%	198 48%	351 53% B	225 46%	291 42%	147 41%	166 48%	366 59% FGH	445 46%	127 39%	57 37%	90 47%	171 60% KLPQ	526 49%	164 44%	91 44%	77 48%	195 59% KLPQ	580 50%	279 46%	112 43%
Never heard of	359 18%	102 22% D	71 17%	92 14%	95 20%	164 24% HI	75 21% I	54 15%	66 11%	172 18%	84 26% NRS	23 15%	35 18%	29 10%	187 18%	80 21% NS	52 25% NRS	19 12%	37 11%	181 16%	139 23% T	39 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q801 6. Now, how familiar are you with each of the following terms associated with diamonds?
 6. Simulated diamond**

14 Aug 2012
 Table 13

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1447 71%	328 70%	277 68%	492 74%	350 72%	429 61%	234 64%	280 80% FG	504 82% FG	675 70%	202 62%	94 61%	144 76% KP	235 82% KLPQ	772 72%	227 61%	140 67%	136 85% KLPQ	269 82% KLPQ	858 74% U	395 65%	195 75%
EXTREMELY/VERY FAMILIAR (SUB-NET)	535 26%	128 27%	97 24%	186 28%	123 25%	157 23%	79 22%	112 32% FG	186 30% FG	246 26%	77 24%	30 19%	50 26%	90 31% P	288 27%	80 22%	50 24%	62 39% KLPQ	96 29%	312 27%	146 24%	77 30%
Extremely familiar	125 6%	35 7%	22 5%	34 5%	34 7%	58 8%	15 4%	16 5%	36 6%	38 4%	18 5%	2 2%	6 3%	12 4%	87 8% J	40 11% LN	13 6%	10 6%	24 7%	61 5%	40 7%	24 9%
Very familiar	410 20%	94 20%	74 18%	152 23%	89 18%	99 14%	64 18%	96 28% FG	150 24% F	208 22%	59 18%	27 18%	44 23% P	78 27% P	201 19%	41 11%	37 18%	53 33% KLPQS	71 22% P	251 22%	106 17%	53 20%
Heard of but not familiar	912 45%	200 43%	180 44%	306 46%	227 47%	271 39%	154 43%	168 48%	319 52% F	429 45%	125 38%	64 42%	94 50%	145 50% KP	483 45%	146 39%	90 43%	74 46%	173 53% KP	546 47%	249 41%	118 45%
Never heard of	579 29%	141 30%	133 32%	170 26%	135 28%	269 39% HI	129 36% HI	70 20%	111 18%	283 30% MNRS	124 38% NRS	60 39% NRS	46 24%	53 18%	296 28% MNRS	145 39% NRS	69 33% NRS	24 15%	59 18%	300 26%	213 35% T	66 25%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q801 7. Now, how familiar are you with each of the following terms associated with diamonds?
7. Laboratory-created cultured diamond

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	992 49%	198 42%	218 53% B	323 49%	253 52% B	346 50%	187 52%	158 45%	301 49%	496 51%	175 54%	80 52%	86 45%	144 50%	507 47%	172 46%	108 52%	71 45%	156 48%	557 48%	307 50%	129 49%
EXTREMELY/VERY FAMILIAR (SUB-NET)	307 15%	65 14%	51 13%	102 15%	89 18%	132 19% J	57 16%	54 16%	64 10%	166 17%	76 23% NS	25 16%	29 15%	36 13%	141 13%	56 15%	32 15%	25 16%	28 8%	154 13%	120 20% T	33 13%
Extremely familiar	82 4%	17 4%	15 4%	18 3%	33 7% D	52 8% GHI	7 2%	7 2%	16 3%	39 4%	26 8% MS	2 1%	1 1%	10 3%	43 4%	26 7% MS	5 2%	6 4%	6 2%	33 3%	31 5%	19 7% I
Very familiar	225 11%	49 10%	36 9%	84 13%	55 11%	80 11%	50 14%	47 14%	48 8%	127 13% O	50 15% S	23 15%	28 15% S	26 9%	98 9%	30 8%	26 13%	20 12%	22 7%	122 10%	89 15% V	14 5%
Heard of but not familiar	685 34%	133 28%	166 41% B	221 33%	164 34%	214 31%	131 36%	103 29%	237 38% FH	319 33%	99 30%	55 35%	57 30%	108 38%	366 34%	115 31%	76 36%	46 29%	128 39%	403 35%	187 31%	95 37%
Never heard of	1034 51%	271 58% CE	192 47%	339 51%	231 48%	351 50%	175 48%	192 55%	315 51%	473 49%	151 46%	74 48%	104 55%	143 50%	561 53%	200 54%	101 48%	89 55%	172 52%	601 52%	301 50%	132 51%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q810. Which one of these terms would you associate with the stone that had the highest retail value?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Diamond	1696 84%	404 86%	337 82%	547 83%	408 84%	563 81%	290 80%	292 83%	551 90% FG	811 85%	258 79%	125 81%	162 85%	266 92% KLPQR	885 83%	305 82%	165 79%	131 82%	285 87%	998 86% V	496 82%	202 78%
Cultured diamond	199 10%	45 9%	41 10%	88 13% E	25 5%	63 9%	48 13% I	44 12% I	43 7%	85 9%	37 11%	16 10%	17 9%	15 5%	114 11%	26 7%	33 16% NP	26 17% NP	29 9%	109 9%	65 11%	24 9%
Laboratory-created cultured diamond	30 1%	7 1%	11 3%	4 1%	8 2%	16 2%	6 2%	* *	7 1%	7 1%	2 1%	2 2%	- -	2 1%	23 2%	14 4%	4 2%	* *	5 1%	19 2%	6 1%	4 2%
Synthetic diamond	30 1%	6 1%	1 *	6 1%	16 3% C	15 2% I	11 3% I	1 *	2 *	16 2%	4 1%	8 5% S	1 1%	2 1%	14 1%	11 3% S	3 2%	- -	- -	12 1%	12 2%	5 2%
Laboratory-grown diamond	28 1%	4 1%	9 2%	6 1%	10 2%	13 2%	4 1%	8 2%	4 1%	16 2%	8 2%	1 1%	6 3%	1 *	12 1%	5 1%	3 1%	2 1%	3 1%	8 1%	5 1%	15 6% TU
Laboratory-created diamond	24 1%	3 1%	6 2%	1 *	13 3% D	17 2%	- -	* *	7 1%	10 1%	9 3%	- -	- -	1 1%	14 1%	8 2%	- -	* *	5 2%	5 *	16 3% T	3 1%
Simulated diamond	13 1%	1 *	2 *	5 1%	5 1%	8 1%	3 1%	1 *	2 *	7 1%	5 1%	2 1%	- -	- -	6 1%	3 1%	1 *	1 *	2 1%	4 *	2 *	6 2% T
Imitation diamond	7 *	- -	2 1%	5 1%	- -	3 *	- -	4 1%	- -	7 1%	3 1%	- -	4 2%	- -	- -	- -	- -	- -	- -	2 *	5 1%	- -
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

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 Table 16

SUMMARY TABLE OF NATURAL

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Cultured diamond	1069 53%	246 52%	242 59%	334 50%	247 51%	415 60% I	192 53%	187 53%	275 45%	450 47%	178 55% N	82 53% N	91 48% N	99 34%	619 58% J	238 64% MN	110 53% N	95 60% N	176 54% N	563 49%	366 60% T	141 54%
Laboratory-grown diamond	376 19%	91 19%	63 15%	138 21%	84 17%	157 23% I	60 17%	62 18%	96 16%	175 18%	80 25% N	27 17%	31 16%	37 13%	201 19%	77 21%	34 16%	32 20%	59 18%	161 14%	150 25% T	65 25%
Laboratory-created cultured diamond	259 13%	52 11%	38 9%	96 15%	74 15%	119 17% GI	33 9%	42 12%	66 11%	137 14% NPQRS	72 22% N	16 10%	25 13%	25 9%	123 11%	47 13%	17 8%	18 11%	41 13%	114 10%	94 15% T	52 20%
Simulated diamond	200 10%	46 10%	38 9%	58 9%	58 12%	109 16% I	41 11%	32 9%	19 3%	109 11% LNPRS	67 21% N	12 8%	19 10% S	11 4%	92 9%	42 11% NS	29 14% NS	13 8% S	9 3%	75 6%	99 16% T	27 10%
Laboratory-created diamond	199 10%	48 10%	23 6%	78 12% C	50 10%	89 13% H	34 9%	23 7%	52 8%	104 11% MNPRS	58 18% N	13 9%	11 6%	22 8%	96 9%	32 9%	21 10%	13 8%	30 9%	87 7%	80 13% T	33 13%
Synthetic diamond	181 9%	19 4%	43 11% B	47 7%	72 15% BD	134 19% GHI	25 7% I	12 3%	11 2%	92 10% LMNQRS	72 22% N	9 6% N	8 4%	2 1%	89 8% MNQRS	61 17% N	15 7% N	4 2%	9 3%	71 6%	80 13% T	30 11% T
Imitation diamond	154 8%	29 6%	25 6%	47 7%	53 11%	102 15% GHI	10 3%	18 5%	23 4%	93 10% O	69 21% LMNPQRS	4 2%	5 3%	15 5%	61 6%	34 9% S	6 3%	13 8% S	8 2%	65 6%	66 11% T	22 8%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

SUMMARY TABLE OF MANUFACTURED

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Imitation diamond	1872 92%	441 94%	384 94%	615 93%	432 89%	595 85%	353 97% F	332 95% F	593 96% F	866 90%	257 79%	151 98% K	185 97% K	273 95% K	1006 94% J	338 91% K	202 97% K	147 92% K	320 98% KPR	1093 94% U	541 89%	238 92%
Synthetic diamond	1845 91%	450 96% CE	366 89%	616 93% E	412 85%	564 81%	338 93% F	338 97% F	605 98% FG	867 90%	254 78%	145 94% K	182 96% KP	285 99% KLPQ	978 92%	310 83%	193 93% KP	156 98% KP	319 97% KP	1087 94% UV	527 87%	231 89%
Laboratory-created diamond	1826 90%	421 90%	387 94% D	584 88%	435 90%	608 87%	328 91%	327 93% F	564 92% F	855 89%	268 82%	141 91%	179 94% K	266 92% K	972 91%	340 91% K	187 90%	147 92% K	298 91% K	1071 93% U	527 87%	228 87%
Simulated diamond	1825 90%	424 90%	372 91%	604 91%	426 88%	589 84%	322 89%	318 91%	596 97% FGH	850 89%	259 79%	142 92% K	172 90%	277 96% KPQ	976 91%	330 89% K	180 86%	147 92% K	319 97% KMPQR	1083 94% U	508 84%	234 90%
Laboratory-created cultured diamond	1766 87%	418 89%	372 91%	566 85%	411 85%	578 83%	330 91% F	308 88% F	550 89% F	822 86%	254 78%	139 90%	166 87% K	263 91% K	945 89%	324 87% K	191 92% K	142 89% K	287 87% K	1044 90% UV	514 85%	209 80%
Laboratory-grown diamond	1650 81%	379 81%	347 85%	524 79%	401 83%	540 77%	302 83% F	288 82% F	520 84% F	784 82%	246 75%	128 83%	160 84% K	251 87% K	866 81%	294 79%	175 84%	128 80%	269 82% K	997 86% UV	458 75%	196 75%
Cultured diamond	957 47%	224 48%	167 41%	328 50%	237 49%	282 40%	171 47%	163 47%	341 55% F	508 53% O	148 45%	72 47%	99 52% P	189 66% KLMPQRS	448 42%	134 36%	99 47%	64 40%	151 46% U	595 51% U	242 40%	120 46%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 1. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
1. Cultured diamond

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 Table 18

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Natural	1069 53%	246 52%	242 59%	334 50%	247 51%	415 60% I	192 53%	187 53%	275 45%	450 47%	178 55% N	82 53% N	91 48% N	99 34%	619 58% J	238 64% MN	110 53% N	95 60% N	176 54% N	563 49%	366 60% T	141 54%
Manufactured	957 47%	224 48%	167 41%	328 50%	237 49%	282 40%	171 47%	163 47%	341 55% F	508 53% O	148 45%	72 47%	99 52% P	189 66% KLMQRS	448 42%	134 36%	99 47%	64 40%	151 46%	595 51% U	242 40%	120 46%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 2. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
 2. Laboratory-created diamond

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 Table 19

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1826 90%	421 90%	387 94% D	584 88%	435 90%	608 87%	328 91%	327 93% F	564 92%	855 89%	268 82%	141 91%	179 94% K	266 92% K	972 91%	340 91% K	187 90%	147 92% K	298 91% K	1071 93% U	527 87%	228 87%
Natural	199 10%	48 10%	23 6%	78 12% C	50 10%	89 13% H	34 9%	23 7%	52 8%	104 11% MNPRS	58 18%	13 9%	11 6%	22 8%	96 9%	32 9%	21 10%	13 8%	30 9%	87 7%	80 13%	33 13%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 3. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
3. Laboratory-grown diamond

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 Table 20

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1650 81%	379 81%	347 85%	524 79%	401 83%	540 77%	302 83%	288 82%	520 84% F	784 82%	246 75%	128 83%	160 84%	251 87% K	866 81%	294 79%	175 84%	128 80%	269 82%	997 86% UV	458 75%	196 75%
Natural	376 19%	91 19%	63 15%	138 21%	84 17%	157 23% J	60 17%	62 18%	96 16%	175 18%	80 25% N	27 17%	31 16%	37 13%	201 19%	77 21%	34 16%	32 20%	59 18%	161 14%	150 25% I	65 25% I
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 4. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
4. Synthetic diamond

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1845 91%	450 96% CE	366 89%	616 93% E	412 85%	564 81%	338 93% F	338 97% F	605 98% FG	867 90%	254 78%	145 94% K	182 96% KP	285 99% KLPQ	978 92%	310 83%	193 93% KP	156 98% KP	319 97% KP	1087 94% UV	527 87%	231 89%
Natural	181 9%	19 4%	43 11% B	47 7%	72 15% BD	134 19% GHI	25 7% I	12 3%	11 2%	92 10% LMNQRS	72 22%	9 6% N	8 4%	2 1%	89 8% MNQRS	61 17%	15 7% N	4 2%	9 3%	71 6%	80 13% I	30 11%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 5. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
5. Imitation diamond

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 Table 22

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1872 92%	441 94%	384 94%	615 93%	432 89%	595 85%	353 97% F	332 95% F	593 96% F	866 90%	257 79%	151 98% K	185 97% K	273 95% K	1006 94% J	338 91% K	202 97% K	147 92% K	320 98% KPR	1093 94% U	541 89%	238 92%
Natural	154 8%	29 6%	25 6%	47 7%	53 11%	102 15% GHI	10 3%	18 5%	23 4%	93 10% O LMNPQRS	69 21%	4 2%	5 3%	15 5%	61 6%	34 9% S	6 3%	13 8% S	8 2%	65 6%	66 11% T	22 8%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 6. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
 6. Simulated diamond

14 Aug 2012
 Table 23

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1825 90%	424 90%	372 91%	604 91%	426 88%	589 84%	322 89%	318 91%	596 97% FGH	850 89%	259 79%	142 92% K	172 90%	277 96% KPQ	976 91%	330 89% K	180 86%	147 92% K	319 97% KMPQR	1083 94% U	508 84%	234 90%
Natural	200 10%	46 10%	38 9%	58 9%	58 12%	109 16% I	41 11% I	32 9% I	19 3% I	109 11% LNPRS	67 21% LNPRS	12 8% LNPRS	19 10% S	11 4% S	92 9% S	42 11% NS	29 14% NS	13 8% S	9 3% S	75 6% S	99 16% I	27 10% I
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q816 7. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
7. Laboratory-created cultured diamond

14 Aug 2012
 Table 24

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Manufactured	1766 87%	418 89%	372 91%	566 85%	411 85%	578 83%	330 91% F	308 88%	550 89% F	822 86%	254 78%	139 90%	166 87%	263 91% K	945 89%	324 87% K	191 92% K	142 89% K	287 87% K	1044 90% UV	514 85%	209 80%
Natural	259 13%	52 11%	38 9%	96 15%	74 15%	119 17% GI	33 9%	42 12%	66 11%	137 14% NPQRS	72 22%	16 10%	25 13%	25 9%	123 11%	47 13%	17 8%	18 11%	41 13%	114 10%	94 15% I	52 20%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q817. Please tell us whether you think the following statement is true or false.

"Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type."

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
True	583 29%	117 25%	108 26%	201 30%	157 32%	232 33%	110 30%	98 28%	143 23%	302 31%	120 37%	45 29%	53 28%	84 29%	281 26%	111 30%	65 31%	45 28%	59 18%	317 27%	205 34%	60 23%
False	666 33%	160 34%	138 34%	201 30%	167 34%	221 32%	106 29%	136 39%	203 33%	310 32%	96 30%	44 29%	80 42%	89 31%	356 33%	125 34%	61 30%	56 35%	114 35%	388 34%	170 28%	107 41%
Don't know	777 38%	193 41%	163 40%	260 39%	161 33%	245 35%	147 41%	116 33%	270 44%	347 36%	109 34%	66 43%	57 30%	115 40%	430 40%	135 36%	81 39%	59 37%	155 47%	453 39%	232 38%	93 36%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q820. Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select all that apply.

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
ANY LISTED TERM (NET)	1854 92%	426 91%	375 91%	605 91%	448 93%	615 88%	327 90%	326 93%	586 95% FG	871 91%	283 87%	139 90%	174 92%	274 95% KP	983 92%	332 89%	187 90%	152 95%	311 95% K	1070 92%	539 89%	245 94%
Laboratory-created diamond	1175 58%	286 61%	239 58%	367 55%	283 58%	370 53%	186 51%	222 63% FG	397 64% FG	510 53%	159 49%	66 42%	105 55%	180 63% KL	665 62% J	211 57%	121 58%	117 73% KLMPQ	217 66% KL	695 60%	323 53%	157 60%
Laboratory-grown diamond	873 43%	222 47%	174 42%	260 39%	218 45%	290 42%	131 36%	157 45%	296 48% G	364 38%	121 37%	46 30%	75 39%	121 42%	510 48% J	169 45%	84 40%	82 51% KL	174 53% KLMNQ	487 42%	265 44%	121 46%
Laboratory-created cultured diamond	863 43%	209 44%	171 42%	283 43%	201 41%	273 39%	144 40%	163 47%	283 46% G	360 38%	106 33%	60 39%	68 36%	125 44%	502 47% J	167 45% K	83 40%	95 59% KLMNPQ	157 48% K	494 43%	253 42%	117 45%
Synthetic diamond	777 38%	192 41%	155 38%	251 38%	179 37%	277 40%	113 31%	125 36%	261 42% G	393 41%	132 40%	50 33%	71 37%	140 49% LQRS	383 36% J	145 39%	63 30%	54 34%	121 37%	420 36%	246 41%	111 42%
Simulated diamond	605 30%	152 32% E	146 36% E	195 29%	112 23%	186 27%	89 25%	111 32%	219 35% FG	272 28%	105 32%	31 20%	51 27%	85 30%	333 31%	82 22%	59 28%	60 37% LP	133 41% LMNPQ	333 29%	169 28%	103 39% TU
Imitation diamond	580 29%	162 35% E	120 29%	178 27%	121 25%	189 27%	111 31%	98 28%	182 30%	262 27%	93 28%	36 24%	48 25%	86 30%	318 30%	96 26%	75 36%	51 32%	97 29%	316 27%	185 30%	80 31%
Cultured diamond	470 23%	109 23%	89 22%	157 24%	115 24%	144 21%	66 18%	66 19%	194 32% FGH	208 22%	64 20%	26 17%	37 19%	81 28%	262 25% J	79 21%	41 20%	29 18% KLMNPQR	113 34% K	273 24%	135 22%	62 24%
Diamond	183 9%	38 8%	52 13% E	60 9%	33 7%	89 13% I	27 7%	31 9%	36 6%	92 10%	52 16% NQS	14 9%	16 8%	11 4%	90 8%	37 10% N	13 6%	16 10% N	25 8%	98 8%	66 11%	19 7%
None	172 8%	44 9%	35 9%	57 9%	36 7%	82 12% I	36 10% I	24 7%	30 5%	87 9%	43 13% NS	15 10%	16 8%	13 5%	85 8%	39 11% N	21 10%	8 5%	17 5%	88 8%	69 11%	15 6%
Sigma	5698 281%	1413 301%	1180 288%	1806 273%	1298 268%	1900 272%	903 249%	997 285%	1898 308%	2549 266%	875 268%	345 223%	486 255%	844 293%	3148 295%	1025 276%	559 268%	511 320%	1054 321%	3204 277%	1711 282%	783 300%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q825. Please tell us whether you think the following statement is true or false.

"If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
True	894 44%	182 39%	182 44%	307 46%	223 46%	271 39%	163 45%	189 54% FI	272 44%	414 43%	130 40%	62 40%	94 49%	129 45%	480 45%	141 38%	101 48%	95 59% KLNPS	143 44%	531 46%	253 42%	110 42%
False	661 33%	161 34%	132 32%	225 34%	142 29%	266 38% GH	102 28%	88 25%	204 33%	286 30%	110 34%	41 27%	50 26%	85 29%	375 35% LMNQR	156 42%	61 29%	38 24%	119 36% R	341 29%	218 36%	101 39%
Don't know	471 23%	127 27% D	95 23%	130 20%	119 25%	160 23%	98 27%	73 21%	140 23%	258 27% O	86 26%	51 33% RS	47 25%	74 26%	213 20%	74 20%	46 22%	27 17%	65 20%	285 25%	136 22%	50 19%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q830. Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar).

If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
At the very beginning, when I first show interest in the jewelry	1387 68%	333 71%	292 71%	437 66%	325 67%	341 49%	251 69%	273 78%	522 85%	636 66%	144 44%	106 68%	141 74%	246 85%	751 70%	197 53%	145 70%	132 83%	277 84%	890 77%	324 53%	174 67%
When I ask the price of the jewelry	276 14%	56 12%	41 10%	108 16%	70 14%	150 21%	43 12%	39 11%	45 7%	140 15%	70 21%	23 15%	23 12%	24 8%	136 13%	80 21%	20 9%	16 10%	21 6%	129 11%	112 18%	35 13%
Right before I pay for the jewelry	213 11%	52 11%	40 10%	63 9%	59 12%	121 17%	39 11%	23 7%	30 5%	111 12%	65 20%	18 12%	13 7%	16 5%	102 10%	57 15%	21 10%	10 6%	15 4%	84 7%	103 17%	26 10%
After I pay for the jewelry	42 2%	7 2%	19 5%	7 1%	9 2%	17 2%	13 4%	7 2%	6 1%	17 2%	6 2%	5 3%	5 3%	1 0%	25 2%	10 3%	8 4%	2 1%	5 2%	17 1%	12 2%	13 5%
Only if I ask about it	107 5%	22 5%	18 4%	47 7%	21 4%	68 10%	17 5%	9 2%	13 2%	54 6%	41 12%	3 2%	8 4%	2 1%	53 5%	28 7%	14 7%	* NR	11 3%	38 3%	57 9%	12 5%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q835. If you were to buy a piece of gem jewelry online, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

Base Qualified Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
When the jewelry description first appears on screen	1727 85%	400 85%	361 88%	566 85%	400 83%	526 75%	294 81%	326 93% FG	581 94% FG	803 84%	235 72%	123 80%	176 93% KLPQ	289 94% KLPQ	924 87%	291 78%	171 82%	150 94% KLPQ	311 95% KLPQ	1038 90% U	467 77%	222 85%
Right before I pay for the jewelry	184 9%	47 10%	33 8%	54 8%	50 10%	103 15% HI	46 13% HI	14 4%	21 3%	88 9%	51 16% MNRS	21 14% MNS	5 3%	10 4%	96 9%	52 14% MNRS	24 12% MNS	8 5%	10 3%	79 7%	79 13% T	25 10%
After I pay for the jewelry	27 1%	11 2%	4 1%	3 *	10 2%	18 3% I	4 1%	5 1%	-	19 2%	12 4% NS	2 1%	5 3%	-	8 1%	5 1%	2 1%	* -	-	6 1%	18 3% T	4 1%
Only if I ask about it	88 4%	12 2%	12 3%	40 6%	25 5%	50 7% HI	18 5%	5 2%	14 2%	48 5%	28 9% NRS	8 5%	4 2%	8 3%	39 4%	22 6% R	10 5%	1 1%	6 2%	34 3%	44 7% T	10 4%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

14 Aug 2012
 Table 30

SUMMARY TABLE OF RUBY

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Red	1869 92%	431 92%	390 95%	607 92%	441 91%	613 88%	345 95%	322 92%	589 96%	860 90%	275 84%	142 92%	169 89%	274 95%	1009 95%	338 91%	203 98%	153 96%	314 96%	1098 95%	528 87%	242 93%
Pink	521 26%	115 24%	111 27%	159 24%	136 28%	174 25%	71 20%	91 26%	184 30%	244 25%	91 28%	22 14%	55 29%	77 27%	276 26%	84 23%	50 24%	36 23%	107 33%	300 26%	148 24%	72 28%
Purple/Violet	237 12%	60 13%	41 10%	74 11%	61 13%	103 15%	36 10%	29 8%	69 11%	112 12%	52 16%	17 11%	13 7%	31 11%	125 12%	51 14%	20 9%	16 10%	38 12%	133 11%	67 11%	37 14%
Blue	108 5%	15 3%	10 2%	40 6%	44 9%	53 8%	20 6%	11 3%	24 4%	61 6%	35 11%	7 4%	6 3%	13 4%	47 4%	18 5%	14 7%	5 3%	11 3%	57 5%	34 6%	17 7%
White	87 4%	7 2%	15 4%	26 4%	39 8%	51 7%	16 4%	8 2%	12 2%	34 4%	24 7%	-	4 2%	5 2%	54 5%	26 7%	16 8%	4 2%	7 2%	25 2%	34 6%	29 11%
Green	73 4%	19 4%	14 3%	29 4%	11 2%	42 6%	17 5%	5 1%	9 2%	33 3%	21 7%	5 3%	4 2%	3 1%	39 4%	20 6%	11 5%	1 1%	6 2%	28 2%	29 5%	15 6%
Yellow	57 3%	8 2%	4 1%	23 3%	22 5%	25 4%	11 3%	11 3%	10 2%	27 3%	15 5%	2 1%	7 4%	4 1%	30 3%	10 3%	9 4%	4 3%	6 2%	32 3%	15 2%	10 4%
Not sure	99 5%	28 6%	14 3%	35 5%	23 5%	47 7%	15 4%	21 6%	16 3%	61 6%	24 7%	11 7%	17 9%	10 3%	39 4%	24 6%	4 2%	5 3%	6 2%	28 2%	63 10%	9 3%
Sigma	3051 151%	683 145%	599 146%	992 150%	777 160%	1107 159%	532 147%	498 142%	913 148%	1432 149%	536 165%	205 133%	274 144%	417 145%	1618 152%	571 154%	327 157%	224 140%	496 151%	1702 147%	918 151%	430 165%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

14 Aug 2012
 Table 31

SUMMARY TABLE OF AMETHYST

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Purple/Violet	1268 63%	290 62%	265 65%	401 61%	312 64%	398 57%	234 65%	232 66%	404 66% F	489 51%	141 43%	81 52%	113 59% K	155 54%	779 73% J	257 69% KLN	154 74% KLMN	119 75% KLMN	249 76% KLMN	754 65% U	336 55%	178 68% U
Blue	587 29%	122 26%	119 29%	225 34% BE	121 25%	188 27%	88 24%	104 30%	207 34% G	301 31%	98 30%	42 27%	55 29%	106 37% PQ	285 27%	90 24%	46 22%	49 30%	102 31%	318 27%	188 31%	81 31%
Yellow	543 27%	102 22%	117 29%	187 28%	137 28%	128 18%	97 27% F	96 28% F	221 36% FG	273 29%	67 21%	34 22%	60 31% P	112 39% KLPR	270 25%	61 17%	63 30% P	36 23%	109 33% KP	331 29%	141 23%	71 27%
Pink	469 23%	84 18%	90 22%	187 28% B	109 22%	136 20%	81 22%	78 22%	173 28% F	204 21%	61 19%	31 20%	40 21%	72 25%	265 25%	76 20%	50 24%	38 24%	101 31% KP	267 23%	125 21%	77 30%
White	440 22%	88 19%	95 23%	165 25%	92 19%	137 20%	79 22%	77 22%	147 24%	225 24%	62 19%	40 26%	47 25%	76 26%	215 20%	75 20%	39 19%	30 19%	71 22%	262 23%	125 21%	54 21%
Green	133 7%	25 5%	29 7%	39 6%	39 8%	60 9%	24 7%	15 4%	35 6%	63 7%	34 10% N	9 6%	9 5%	11 4%	70 7%	26 7%	15 7%	6 4%	23 7%	67 6%	48 8%	18 7%
Red	126 6%	22 5%	20 5%	39 6%	45 9%	55 8% G	8 2%	18 5%	44 7% G	58 6%	33 10% LQ	2 1%	7 4%	15 5%	68 6%	22 6%	6 3%	10 6%	29 9%	74 6%	37 6%	15 6%
Not sure	271 13%	77 16%	44 11%	89 13%	62 13%	122 18% I	44 12%	46 13%	60 10%	183 19% O	72 22% QRS	27 17% RS	37 20% QRS	47 16% QRS	88 8%	50 13% RS	17 8%	8 5%	13 4%	122 11%	130 21% TV	19 7%
Sigma	3836 189%	809 172%	779 190%	1332 201%	916 189%	1224 176%	656 181%	665 190%	1292 210%	1797 187%	568 174%	266 172%	368 193%	595 207%	2039 191%	656 177%	390 187%	297 186%	697 213%	2193 189%	1129 186%	514 197%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

14 Aug 2012
 Table 32

SUMMARY TABLE OF EMERALD

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Green	1798 89%	417 89%	366 89%	595 90%	420 87%	584 84%	330 91% F	306 87%	577 94% FH	814 85%	262 80%	134 86%	158 83%	261 91% K	983 92% J	322 87%	197 94% KMP	148 93% K	316 96% KLMNP	1057 91% U	511 84%	229 88%
Yellow	254 13%	52 11%	58 14%	93 14%	51 10%	95 14%	37 10%	45 13%	77 13%	116 12%	51 16%	10 6%	27 14%	28 10%	138 13%	45 12%	27 13%	17 11%	49 15%	135 12%	79 13%	40 15%
Blue	241 12%	53 11%	53 13%	60 9%	75 15% D	95 14%	41 11%	43 12%	62 10%	123 13%	51 16%	10 7%	26 14%	36 12%	118 11%	43 12%	30 15%	17 11%	27 8%	140 12%	71 12%	30 12%
White	156 8%	36 8%	40 10%	52 8%	27 6%	59 8%	25 7%	26 8%	46 7%	84 9%	41 13% P	5 3%	17 9%	20 7%	73 7%	18 5%	19 9%	10 6%	26 8%	90 8%	41 7%	25 10%
Purple/Violet	93 5%	20 4%	18 4%	30 5%	25 5%	53 8% HI	16 5%	9 3%	14 2%	67 7% O MNPQRS	43 13%	7 4%	7 4%	10 3%	26 2%	10 3%	10 5%	2 1%	4 1%	33 3%	49 8%	11 4%
Pink	74 4%	12 3%	10 2%	32 5%	20 4%	22 3%	20 5%	12 4%	20 3%	39 4%	13 4%	6 4%	10 5%	11 4%	35 3%	9 2%	14 7%	3 2%	9 3%	41 4%	27 5%	5 2%
Red	73 4%	15 3%	16 4%	20 3%	21 4%	34 5% I	15 4%	13 4%	11 2%	38 4%	20 6%	6 4%	7 4%	5 2%	34 3%	13 4%	9 4%	6 4%	6 2%	50 4%	20 3%	3 1%
Not sure	114 6%	30 6%	21 5%	41 6%	22 4%	54 8% I	15 4%	23 7%	22 4%	71 7% O	28 8% RS	9 6%	21 11% QRS	14 5%	42 4%	27 7% S	5 2%	2 2%	8 2%	33 3%	63 10% T	17 7% T
Sigma	2802 138%	635 135%	582 142%	923 139%	661 137%	996 143%	498 137%	479 137%	829 135%	1354 141%	509 156%	188 121%	272 143%	385 134%	1448 136%	487 131%	311 149%	207 129%	444 135%	1580 136%	862 142%	359 138%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Green amethyst	828 41%	182 39%	163 40%	274 41%	210 43%	317 46% 	143 39%	157 45%	211 34%	433 45% O	154 47% QS	75 49% QS	97 51% NQS	107 37%	395 37%	164 44% S	68 33%	60 37%	104 32%	450 39%	266 44%	112 43%
Yellow emerald	634 31%	153 33%	119 29%	213 32%	149 31%	270 39% 	115 32% 	110 32%	139 23%	313 33%	143 44% NQS	53 34% N	58 30%	60 21%	321 30%	128 34% NS	62 30%	53 33% N	79 24%	307 27%	235 39%	92 35%
Red emerald	634 31%	145 31%	132 32%	203 31%	154 32%	259 37% 	136 38% 	102 29%	137 22%	332 35% O	130 40% NRS	64 41% NS	60 32% S	77 27% S	302 28%	129 35% S	72 35% S	42 26%	59 18%	329 28%	231 38%	74 28%
Golden beryl	582 29%	142 30%	96 24%	192 29%	151 31%	206 30%	103 28%	98 28%	174 28%	282 29%	110 34%	45 29%	54 28%	74 26%	300 28%	97 26%	58 28%	44 28%	101 31%	311 27%	175 29%	95 37% T
Prasiolite	305 15%	76 16%	42 10%	94 14%	93 19% C	137 20% 	59 16%	47 13%	63 10%	141 15%	71 22% MNS	29 18% N	19 10%	22 8%	164 15%	65 18% N	30 15%	28 17% N	41 12%	153 13%	102 17%	50 19%
Heliodor	261 13%	59 12%	34 8%	88 13%	80 17% C	129 18% 	47 13% 	46 13% 	39 6%	139 15%	74 23% NQS	26 17% NS	22 12%	17 6%	121 11%	55 15% NS	22 10%	24 15% NS	21 7%	115 10%	93 15% T	52 20% T

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Green amethyst	246 12%	50 11%	48 12%	89 13%	59 12%	115 17% I	48 13%	48 14%	34 6%	114 12%	48 15% NS	32 21% NQS	23 12% N	11 4%	132 12%	67 18% NQS	17 8%	25 16% NS	23 7%	107 9%	86 14% I	53 20% I
Red emerald	226 11%	48 10%	39 9%	80 12%	60 12%	114 16% HI	56 15% HI	27 8%	29 5%	132 14% O	73 22% MNPQRS	26 17% NS	14 7%	18 6%	94 9%	41 11% S	30 14% NS	13 8%	10 3%	93 8%	104 17% I	30 11% I
Yellow emerald	152 7%	46 10% D	27 7%	34 5%	45 9%	88 13% HI	29 8% I	16 5%	18 3%	77 8% MNPS	57 17% N	12 8% N	3 2%	5 2%	74 7%	31 8% MN	17 8% MN	13 8% MN	13 4%	56 5%	78 13% I	17 6% I
Golden beryl	110 5%	29 6% C	7 2%	44 7% C	30 6% C	54 8% I	26 7% I	17 5%	13 2%	70 7% O	38 12% NPQS	20 13% NPQS	10 5%	3 1%	39 4%	16 4% N	5 3% N	8 5% N	10 3%	43 4%	48 8% I	19 7% I
Prasiolite	88 4%	20 4%	11 3%	24 4%	34 7%	52 8% I	16 4% I	13 4% I	7 1%	51 5%	31 9% NQS	12 8% NS	7 4%	1 1%	37 3%	22 6% N	3 2% N	7 4% N	6 2%	31 3%	41 7% I	17 6% I
Heliodor	70 3%	18 4%	7 2%	14 2%	31 6% CD	46 7% HI	16 4% HI	3 1%	4 1%	47 5% O	34 10% MNPQRS	12 8% MNS	- -	1 *	23 2%	13 3% N	4 2% N	3 2% N	3 1%	23 2%	31 5% I	16 6% I

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Heliodor	1765 87%	411 88%	376 92% E	574 87%	404 83%	568 82%	315 87%	304 87%	577 94% FGH	819 85%	252 77%	129 83%	168 88%	271 94% KLPR	946 89%	316 85%	187 90% K	136 85%	306 93% KLPR	1043 90% UV	514 85%	208 80%
Prasiolite	1721 85%	393 84%	367 90% E	568 86%	392 81%	561 80%	304 84%	303 87%	553 90% F	818 85%	255 78%	126 82%	171 90% K	266 92% KLPR	903 85%	306 82%	178 85%	132 83%	287 88% K	1005 87%	505 83%	210 81%
Golden beryl	1444 71%	328 70%	313 76%	470 71%	333 69%	491 70%	260 72%	252 72%	441 72%	677 71%	216 66%	110 71%	137 72%	214 74%	767 72%	275 74%	150 72%	116 72%	227 69%	847 73% V	432 71%	165 63%
Red emerald	1392 69%	324 69%	278 68%	459 69%	331 68%	439 63%	226 62%	248 71%	479 78% FG	627 65%	196 60%	91 59%	130 68%	210 73% KL	765 72% J	243 65%	136 65%	118 74% K	269 82% KLMNPQ	829 72% U	376 62%	186 72%
Yellow emerald	1392 69%	316 67%	291 71%	449 68%	336 69%	427 61%	248 68%	240 68%	477 77% FGH	645 67%	183 56%	102 66%	132 70%	228 79% KLPR	746 70%	244 66%	146 70% K	107 67%	249 76% KP	851 73% UV	372 61%	169 65%
Green amethyst	1198 59%	288 61%	247 60%	388 59%	275 57%	380 54%	220 61%	193 55%	404 66% FH	526 55%	173 53%	79 51%	94 49%	181 63% M	672 63% J	207 56%	140 67% KLM	100 63%	224 68% KLMP	708 61%	341 56%	148 57%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846 1. How familiar are you with each of the following types of gemstones?
1. Green amethyst

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	828 41%	182 39%	163 40%	274 41%	210 43%	317 46% 	143 39%	157 45% 	211 34%	433 45% O	154 47% QS	75 49% QS	97 51% NQS	107 37%	395 37%	164 44% S	68 33%	60 37%	104 32%	450 39%	266 44%	112 43%
EXTREMELY/VERY FAMILIAR (SUB-NET)	246 12%	50 11%	48 12%	89 13%	59 12%	115 17% 	48 13% 	48 14% 	34 6%	114 12%	48 15% NS	32 21% NQS	23 12% N	11 4%	132 12%	67 18% NQS	17 8%	25 16% NS	23 7%	107 9%	86 14% T	53 20%
Extremely familiar	71 3%	8 2%	17 4%	26 4%	19 4%	41 6% 	8 2% 	12 4% 	9 1%	25 3%	12 4% N	5 3% 	8 4% N	1 *	45 4%	30 8% NQS	3 1%	4 3%	8 2%	30 3%	22 4%	18 7% T
Very familiar	176 9%	42 9%	32 8%	63 9%	39 8%	74 11% 	41 11% 	36 10% 	25 4%	89 9%	36 11% NS	27 18% NQS	15 8% 	11 4%	87 8%	38 10% N	14 6%	21 13% NS	15 4%	76 7%	64 11%	35 14% T
Heard of but not familiar	582 29%	132 28%	114 28%	185 28%	151 31%	202 29% 	95 26% 	108 31% 	177 29%	318 33% O	106 32%	43 28% 	74 39% QRS	96 33% R	264 25%	97 26%	51 25%	35 22%	81 25%	343 30%	180 30%	59 23%
Never heard of	1198 59%	288 61%	247 60%	388 59%	275 57%	380 54% 	220 61% 	193 55% 	404 66% FH	526 55%	173 53%	79 51% 	94 49% 	181 63% M	672 63% J	207 56% KLM	140 67% KLM	100 63% KLM	224 68% KLM	708 61%	341 56%	148 57%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846 2. How familiar are you with each of the following types of gemstones?
2. Yellow emerald

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	634 31%	153 33%	119 29%	213 32%	149 31%	270 39% I	115 32% I	110 32% I	139 23% I	313 33% I	143 44% NQS	53 34% N	58 30% I	60 21% I	321 30% I	128 34% NS	62 30% I	53 33% N	79 24% I	307 27% I	235 39% I	92 35% I
EXTREMELY/VERY FAMILIAR (SUB-NET)	152 7%	46 10% D	27 7%	34 5%	45 9%	88 13% HI	29 8% I	16 5% I	18 3% I	77 8% MNPS	57 17% N	12 8% N	3 2% I	5 2% I	74 7% MN	31 8% MN	17 8% MN	13 8% MN	13 4% I	56 5% I	78 13% I	17 6% I
Extremely familiar	33 2%	9 2%	8 2%	5 1%	9 2%	23 3% HI	9 3% I	* I	- I	22 2% MNPRS	20 6% I	2 1% I	- I	- I	11 1% I	3 1% NS	7 4% NS	* I	- I	9 1% I	12 2% I	12 5% I
Very familiar	119 6%	36 8%	19 5%	29 4%	36 7%	65 9% I	20 6% I	16 5% I	18 3% I	56 6% MNS	37 11% I	10 7% I	3 2% I	5 2% I	64 6% I	28 7% N	10 5% I	13 8% MN	13 4% I	48 4% I	66 11% TV	5 2% I
Heard of but not familiar	482 24%	108 23%	92 22%	179 27%	104 21%	182 26% I	85 23% I	94 27% I	121 20% I	236 25% I	86 26% I	41 26% I	55 29% I	55 19% I	247 23% I	97 26% I	45 21% I	40 25% I	66 20% I	251 22% I	157 26% I	75 29% I
Never heard of	1392 69%	316 67%	291 71%	449 68%	336 69%	427 61% I	248 68% I	240 68% I	477 77% FGH	645 67% I	183 56% I	102 66% I	132 70% I	228 79% KLPR	746 70% I	244 66% I	146 70% K	107 67% I	249 76% KP	851 73% UV	372 61% I	169 65% I
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846 3. How familiar are you with each of the following types of gemstones?
3. Heliodor

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	261 13%	59 12%	34 8%	88 13%	80 17% C	129 18% I	47 13% I	46 13% I	39 6% I	139 15% I	74 23% NQS	26 17% NS	22 12% I	17 6% I	121 11% I	55 15% NS	22 10% I	24 15% NS	21 7% I	115 10% I	93 15% I	52 20% I
EXTREMELY/VERY FAMILIAR (SUB-NET)	70 3%	18 4%	7 2%	14 2%	31 6% CD	46 7% HI	16 4% HI	3 1% I	4 1% I	47 5% O	34 10% MNPQRS	12 8% MNS	-	1	23 2% I	13 3% N	4 2% I	3 2% I	3 1% I	23 2% I	31 5% I	16 6% I
Extremely familiar	25 1%	7 1%	-	3 1%	15 3% CD	19 3% HI	4 1% I	*	2	16 2% I	14 4% NS	2 1% I	-	-	9 1% I	5 1% I	2 1% I	*	2 1% I	10 1% I	12 2% I	3 1% I
Very familiar	45 2%	11 2%	7 2%	11 2%	16 3% I	27 4% I	12 3% I	3 1% I	3	31 3% O	19 6% MNS	10 7% MNS	-	1	14 1% I	8 2% I	2 1% I	3 2% I	2 1% I	13 1% I	19 3% I	13 5% I
Heard of but not familiar	191 9%	41 9%	27 7%	74 11%	49 10% I	83 12% I	31 9% I	43 12% I	34 6% I	92 10% I	40 12% NS	14 9% I	22 12% I	16 6% I	99 9% I	42 11% I	18 8% I	21 13% NS	18 6% I	93 8% I	62 10% I	36 14% I
Never heard of	1765 87%	411 88%	376 92% E	574 87% I	404 83% I	568 82% I	315 87% I	304 87% I	577 94% FGH	819 85% I	252 77% I	129 83% I	168 88% I	271 94% KLPR	946 89% I	316 85% I	187 90% K	136 85% I	306 93% KLPR	1043 90% UV	514 85% I	208 80% I
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846 4. How familiar are you with each of the following types of gemstones?
4. Golden beryl

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	582 29%	142 30%	96 24%	192 29%	151 31%	206 30%	103 28%	98 28%	174 28%	282 29%	110 34%	45 29%	54 28%	74 26%	300 28%	97 26%	58 28%	44 28%	101 31%	311 27%	175 29%	95 37%
EXTREMELY/VERY FAMILIAR (SUB-NET)	110 5%	29 6% C	7 2%	44 7% C	30 6% C	54 8% I	26 7% I	17 5%	13 2%	70 7% O	38 12% NPQS	20 13% NPQS	10 5%	3 1%	39 4%	16 4%	5 3%	8 5% N	10 3%	43 4%	48 8% T	19 7%
Extremely familiar	27 1%	8 2%	*	3 1%	15 3% CD	13 2%	5 1%	6 2%	2	17 2%	9 3%	2 1%	6 3%	1	9 1%	5 1%	3 1%	*	2 1%	13 1%	6 1%	8 3%
Very familiar	83 4%	20 4%	7 2%	41 6% C	15 3%	41 6% I	21 6% I	11 3%	11 2%	53 6% O	29 9% NPQS	18 12% MNPQS	4 2%	2 1%	30 3%	11 3%	3 1%	7 5% N	9 3%	30 3%	42 7% T	12 5%
Heard of but not familiar	472 23%	114 24%	89 22%	148 22% C	121 25%	152 22% I	77 21% I	80 23%	161 26%	211 22% O	72 22% NPQS	24 16% MNPQS	44 23%	71 25%	260 24%	81 22%	53 25%	37 23% N	90 28%	268 23%	127 21% T	76 29%
Never heard of	1444 71%	328 70%	313 76%	470 71% C	333 69% I	491 70% I	260 72% I	252 72%	441 72%	677 71% O	216 66% NPQS	110 71% MNPQS	137 72%	214 74%	767 72% O	275 74% P	150 72% Q	116 72% R	227 69% S	847 73% V	432 71% U	165 63% W
Sigma	2026 100%	470 100%	410 100%	662 100% C	484 100% I	697 100% I	363 100% I	350 100%	616 100%	959 100% O	326 100% NPQS	154 100% MNPQS	190 100%	288 100%	1067 100% O	371 100% P	208 100% Q	160 100% R	328 100% S	1158 100% T	607 100% U	261 100% V

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q846 5. How familiar are you with each of the following types of gemstones?
 5. Prasiolite

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	305 15%	76 16%	42 10%	94 14%	93 19% C	137 20% I	59 16%	47 13%	63 10%	141 15%	71 22% MNS	29 18% N	19 10%	22 8%	164 15%	65 18% N	30 15%	28 17% N	41 12%	153 13%	102 17%	50 19%
EXTREMELY/VERY FAMILIAR (SUB-NET)	88 4%	20 4%	11 3%	24 4%	34 7%	52 8% I	16 4% I	13 4%	7 1%	51 5%	31 9% NQS	12 8% NS	7 4%	1 1%	37 3%	22 6% N	3 2%	7 4% N	6 2%	31 3%	41 7% I	17 6% I
Extremely familiar	31 2%	8 2%	7 2%	5 1%	11 2%	19 3% I	5 1%	6 2%	2 1%	22 2%	14 4% NS	2 1%	6 3%	* 1%	9 1%	5 1%	3 1%	* 1%	1 1%	12 1%	7 1%	12 5% TU
Very familiar	57 3%	13 3%	4 1%	18 3%	22 5% C	34 5% I	11 3%	7 2%	5 1%	29 3%	17 5% NQ	10 7% NQS	1 1%	1 1%	28 3%	17 5% NQ	1 1%	6 4% N	5 1%	19 2%	34 6% I	5 2%
Heard of but not familiar	217 11%	56 12%	31 8%	70 11%	59 12% C	84 12% I	43 12%	33 9%	56 9%	89 9%	41 12%	16 11%	12 6%	20 7%	127 12%	44 12%	27 13%	21 13%	35 11%	121 10%	62 10%	34 13%
Never heard of	1721 85%	393 84%	367 90% E	568 86%	392 81%	561 80% I	304 84%	303 87%	553 90% F	818 85%	255 78%	126 82%	171 90% K	266 92% KLPR	903 85%	306 82%	178 85%	132 83%	287 88% K	1005 87%	505 83%	210 81%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q846 6. How familiar are you with each of the following types of gemstones?
 6. Red emerald**

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	634 31%	145 31%	132 32%	203 31%	154 32%	259 37% I	136 38% I	102 29%	137 22%	332 35% O	130 40% NRS	64 41% NS	60 32% S	77 27% S	302 28%	129 35% S	72 35% S	42 26%	59 18%	329 28%	231 38% I	74 28%
EXTREMELY/VERY FAMILIAR (SUB-NET)	226 11%	48 10%	39 9%	80 12%	60 12%	114 16% HI	56 15% HI	27 8%	29 5%	132 14% O	73 22% MNPRS	26 17% NS	14 7%	18 6%	94 9%	41 11% S	30 14% NS	13 8%	10 3%	93 8%	104 17% I	30 11%
Extremely familiar	54 3%	11 2%	11 3%	22 3%	10 2%	32 5% HI	18 5% HI	2 0%	3 0%	23 2% O	13 4% S	7 4% S	1 0%	2 1%	31 3% NS	19 5% NRS	11 5% S	1 0%	1 0%	19 2%	27 4% I	9 3%
Very familiar	172 9%	37 8%	27 7%	58 9%	50 10%	83 12% I	38 10% I	26 7%	26 4%	109 11% O	60 18% MNPRS	19 12% S	13 7%	16 6%	63 6%	22 6% S	19 9% S	12 8%	10 3%	74 6%	78 13% I	21 8%
Heard of but not familiar	408 20%	97 21%	93 23%	124 19%	94 19%	145 21% I	80 22% I	75 21%	108 18%	200 21% O	57 17% MNPRS	38 24% S	46 24% S	59 20% S	208 19% S	88 24% S	42 20% S	29 18% S	49 15% S	237 20% S	127 21% I	45 17% I
Never heard of	1392 69%	324 69%	278 68%	459 69%	331 68%	439 63% I	226 62% I	248 71% I	479 78% FG	627 65% O	196 60% S	91 59% S	130 68% S	210 73% KL	765 72% J	243 65% S	136 65% S	118 74% K	269 82% KLMNPQ	829 72% U	376 62% I	186 72% I
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100% I	363 100% I	350 100% I	616 100% I	959 100% O	326 100% S	154 100% S	190 100% S	288 100% S	1067 100% S	371 100% S	208 100% S	160 100% S	328 100% S	1158 100% S	607 100% I	261 100% I

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q851 1. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

1. Green amethyst - Prasiolite

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Green amethyst	901 44%	198 42%	181 44%	303 46%	220 45%	250 36%	176 49%	161 46%	314 51%	435 45%	110 34%	72 47%	86 45%	166 58%	467 44%	140 38%	104 50%	75 47%	148 45%	530 46%	230 38%	141 54%
Equal in value	890 44%	207 44%	181 44%	287 43%	216 45%	318 46%	169 47%	153 44%	250 41%	439 46%	163 50%	78 51%	90 47%	108 38%	451 42%	155 42%	91 44%	63 40%	141 43%	523 45%	271 45%	97 37%
Prasiolite	234 12%	65 14%	48 12%	73 11%	49 10%	129 18%	17 5%	37 10%	52 8%	85 9%	52 16%	4 3%	15 8%	13 5%	150 14%	76 21%	13 6%	22 14%	39 12%	105 9%	107 18%	23 9%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q851 2. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

2. Heliodor - Yellow emerald

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Yellow emerald	839 41%	194 41%	166 41%	272 41%	207 43%	236 34%	158 44% F	159 45% F	286 46% F	425 44%	114 35%	64 42%	90 48% P	156 54% KPS	414 39%	122 33%	94 45% P	69 43%	130 40%	504 44%	226 37%	109 42%
Equal in value	909 45%	206 44%	175 43%	310 47%	218 45%	310 44%	167 46%	156 45%	276 45%	402 42%	143 44%	70 45%	81 42%	109 38%	507 47%	167 45%	97 47%	75 47%	168 51% N	520 45%	267 44%	122 47%
Heliodor	277 14%	70 15%	68 17%	80 12%	59 12%	151 22% GHI	38 11%	35 10%	53 9%	131 14%	69 21% NQRS	20 13%	19 10%	23 8%	146 14% MNQRS	83 22%	18 9%	16 10%	30 9%	134 12%	114 19% I	30 11%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q851 3. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

3. Blue sapphire - Red ruby

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Red ruby	654 32%	140 30%	135 33%	203 31%	177 36%	200 29%	116 32%	105 30%	233 38% F	304 32%	87 27%	58 38%	51 27%	107 37%	350 33%	113 30%	58 28%	53 33%	126 38% K	393 34% U	159 26%	102 39% U
Equal in value	720 36%	189 40%	136 33%	237 36%	158 33%	277 40% J	137 38% I	132 38% I	174 28%	329 34%	135 42% NS	53 34%	64 33%	77 27%	392 37%	142 38% N	84 40% N	69 43% NS	97 30%	390 34%	247 41%	83 32%
Blue sapphire	651 32%	141 30%	139 34%	222 34%	149 31%	220 32%	110 30%	113 32%	208 34%	326 34%	103 32%	44 28%	75 40% R	103 36% R	326 31%	117 32%	66 32%	38 24%	105 32%	374 32%	202 33%	75 29%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q851 4. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

4. Yellow emerald - Golden beryl

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Yellow emerald	838 41%	193 41%	156 38%	285 43%	204 42%	249 36%	158 44%	148 42%	283 46%	432 45%	122 38%	83 54%	84 44%	142 49%	407 38%	126 34%	75 36%	64 40%	141 43%	493 43%	235 39%	111 42%
Equal in value	866 43%	205 44%	177 43%	276 42%	207 43%	299 43%	159 44%	155 44%	253 41%	387 40%	132 40%	57 37%	90 47%	107 37%	479 45%	167 45%	102 49%	65 41%	145 44%	500 43%	253 42%	112 43%
Golden beryl	322 16%	71 15%	77 19%	100 15%	73 15%	149 21%	45 12%	47 13%	80 13%	140 15%	72 22%	14 9%	16 8%	38 13%	181 17%	78 21%	31 15%	31 19%	42 13%	164 14%	120 20%	38 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q851 5. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

5. Red emerald - Emerald

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Emerald	853 42%	190 40%	184 45%	280 42%	198 41%	206 30%	136 38%	162 46% F	348 56% FGH	363 38%	81 25%	47 30%	82 43% K	153 53% KLP	490 46% J	125 34%	89 43% K	80 50% KLP	195 59% KLMPQ	562 49% U	170 28% T	121 46% U
Equal in value	533 26%	133 28%	101 25%	167 25%	132 27%	220 31% I	108 30% I	93 27% I	112 18% I	259 27%	106 33% NS	50 32% NS	49 26% NS	54 19% NS	274 26% NS	113 30% NS	59 28% S	44 28% S	57 18% S	260 22% S	207 34% T	65 25% T
Red emerald	640 32%	147 31%	125 30%	215 32%	154 32%	271 39% HI	118 32% HI	95 27% HI	156 25% HI	336 35% O	138 42% NQRS	58 37% S	59 31% S	81 28% S	304 28% S	133 36% RS	60 29% RS	36 22% RS	75 23% RS	335 29% RS	230 38% T	75 29% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q860. Which of these terms would you associate with the stone that had the highest retail value?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Ruby	1818 90%	418 89%	354 86%	599 91%	446 92%	572 82%	344 95%	322 92%	580 94%	864 90%	255 78%	145 94%	179 94%	285 99%	954 89%	317 85%	199 95%	144 90%	295 90%	1072 93%	525 86%	222 85%
Hybrid ruby	119 6%	24 5%	44 11% BDE	38 6%	12 3%	59 9% G	7 2%	23 7% G	30 5%	53 6%	38 12% LNQ	3 2%	10 5% N	3 1%	66 6%	22 6% N	4 2%	13 8% NQ	27 8% NQ	68 6%	35 6%	15 6%
Composite ruby	56 3%	16 3%	9 2%	20 3%	11 2%	41 6% HI	7 2%	4 1%	3 1%	26 3%	23 7% MNS	2 1%	1 1%	*	30 3%	18 5% NS	5 3% N	3 2%	3 1%	10 1%	29 5% T	16 6% T
Manufactured ruby	33 2%	11 2%	3 1%	5 1%	15 3%	25 4% HI	5 1%	1 *	3 *	16 2%	10 3% N	5 3%	1 *	-	17 2%	15 4% NQ	-	*	3 1%	8 1%	18 3% T	7 3% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q865. Text assignment

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Mixture of ruby and lead glass	1043 51%	249 53%	220 54%	341 52%	233 48%	374 54%	179 49%	175 50%	315 51%	476 50%	149 46%	74 48%	109 57% R	144 50%	567 53%	225 61% KNR	105 50%	66 42%	171 52%	565 49%	329 54%	150 58%
Small bits of ruby bound with lead glass	983 49%	221 47%	190 46%	321 48%	252 52%	323 46%	184 51%	175 50%	301 49%	483 50%	177 54% P	80 52%	81 43%	144 50% P	500 47%	146 39%	103 50%	93 58% MP	157 48%	593 51%	279 46%	111 42%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 49

SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
Composite ruby	902 86%	200 81%	198 90% B	289 85%	214 92% B	303 81%	156 87%	152 87%	291 92% F	401 84%	107 72%	69 93%	94 86%	131 91% K	501 88%	196 87% K	87 83%	58 88% K	160 93% KQ	508 90% U	268 81%	126 84%
Manufactured ruby	870 83%	188 76%	195 89% B	283 83%	203 87% B	314 84%	141 79%	143 82%	271 86%	394 83%	114 76%	62 84%	89 82%	128 89% KQ	476 84%	201 89% KQ	79 76%	54 81%	143 84%	496 88% UV	255 78%	118 79%
Hybrid ruby	865 83%	189 76%	183 83%	287 84%	206 89% B	311 83%	146 82%	142 81%	267 85%	386 81%	117 78%	66 89%	87 80%	116 81%	479 84%	194 86%	80 77%	54 81%	151 88%	474 84%	266 81%	125 83%
Ruby	342 33%	76 31%	77 35%	118 35%	71 30%	145 39% I	62 35%	52 30%	82 26%	148 31%	67 45% N	17 23%	32 29%	33 23%	193 34%	78 35%	46 43% N	21 31%	49 29%	164 29%	118 36%	59 40%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 50

SUMMARY TABLE OF EXTREMELY/VERY ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
Composite ruby	538 52%	128 52%	107 48%	183 54%	120 52%	180 48%	87 49%	85 48%	186 59% F	253 53%	64 43%	42 57%	56 51%	91 63% KQR	285 50%	116 52%	45 43%	29 44%	95 56%	302 53%	153 47%	84 56%
Hybrid ruby	449 43%	108 43%	88 40%	149 44%	104 45%	175 47%	81 45%	63 36%	131 42%	214 45%	72 48% R	40 54%	46 42%	56 39%	236 42%	103 46% R	41 39%	17 25%	75 44% R	228 40%	151 46%	70 47%
Manufactured ruby	448 43%	110 44%	98 45%	150 44%	89 38%	162 43%	67 37%	78 45%	141 45%	215 45%	59 39%	30 40%	51 47%	75 52% Q	233 41%	103 46%	37 35%	28 42%	65 38%	268 47%	128 39%	52 35%
Ruby	165 16%	40 16%	33 15%	50 15%	42 18%	52 14%	25 14%	35 20%	53 17%	77 16%	25 17%	7 9%	21 20%	23 16%	88 16%	26 12%	19 18%	14 21%	29 17%	93 16%	39 12%	33 22%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 51

SUMMARY TABLE OF NOT AT ALL ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
Ruby	701 67%	173 69%	143 65%	223 65%	162 70%	229 61%	117 65%	123 70%	233 74% F	328 69%	82 55%	57 77%	77 71%	111 77% KQ	374 66%	147 65%	59 57%	46 69%	122 71%	400 71%	211 64%	90 60%
Hybrid ruby	178 17%	60 24% E	37 17%	55 16%	26 11%	64 17%	32 18%	34 19%	48 15%	90 19%	33 22%	8 11%	21 20%	28 19%	88 16%	31 14%	24 23%	12 19%	20 12%	90 16%	62 19%	25 17%
Manufactured ruby	173 17%	60 24% CE	25 11%	59 17%	30 13%	60 16%	37 21%	32 15%	44 14%	82 17%	36 24% NP	12 16%	19 18%	16 11%	91 16%	24 11%	26 24% NP	13 19%	28 16%	68 12%	73 22% I	32 21% I
Composite ruby	141 14%	48 19% CE	22 10%	52 15%	19 8%	72 19%	23 13%	23 13%	24 8%	75 16%	43 28% NPRS	5 7%	15 14%	12 9%	66 12%	29 13%	18 17% S	8 12%	11 7%	56 10%	61 19% I	24 16%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871 1. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 52

1. Hybrid ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
AT LEAST SOMEWHAT ACCURATE (NET)	865 83%	189 76%	183 83%	287 84%	206 89% B	311 83%	146 82%	142 81%	267 85%	386 81%	117 78%	66 89%	87 80%	116 81%	479 84%	194 86%	80 77%	54 81%	151 88%	474 84%	266 81%	125 83%
EXTREMELY/VERY ACCURATE (SUB-NET)	449 43%	108 43%	88 40%	149 44%	104 45%	175 47%	81 45%	63 36%	131 42%	214 45%	72 48% R	40 54%	46 42%	56 39%	236 42%	103 46% R	41 39%	17 25%	75 44% R	228 40%	151 46%	70 47%
Extremely accurate	139 13%	34 14%	29 13%	44 13%	32 14%	69 19% I	22 12%	19 11%	29 9%	65 14%	26 17% NR	13 18%	16 15%	9 6%	74 13%	43 19% NR	9 8%	3 4%	20 12%	75 13%	42 13%	22 15%
Very accurate	310 30%	74 30%	59 27%	105 31%	73 31%	105 28%	59 33%	44 25%	102 33%	149 31%	45 30%	27 36%	30 27%	47 33%	161 28%	60 27%	32 31%	14 21%	55 32%	153 27%	109 33%	48 32%
Somewhat accurate	416 40%	81 33%	95 43%	138 40%	102 44%	136 36%	66 37%	79 45%	135 43%	173 36%	45 30%	26 36%	42 38%	59 41%	243 43%	91 40%	40 38%	37 56% K	76 44%	247 44%	115 35%	54 36%
Not at all accurate	178 17%	60 24% E	37 17%	55 16%	26 11%	64 17%	32 18%	34 19%	48 15%	90 19%	33 22%	8 11%	21 20%	28 19%	88 16%	31 14%	24 23%	12 19%	20 12%	90 16%	62 19%	25 17%
Sigma	1043 100%	249 100%	220 100%	341 100%	233 100%	374 100%	179 100%	175 100%	315 100%	476 100%	149 100%	74 100%	109 100%	144 100%	567 100%	225 100%	105 100%	66 100%	171 100%	565 100%	329 100%	150 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871 2. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 53

2. Composite ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
AT LEAST SOMEWHAT ACCURATE (NET)	902 86%	200 81%	198 90% B	289 85%	214 92% B	303 81%	156 87%	152 87%	291 92% F	401 84%	107 72%	69 93%	94 86%	131 91% K	501 88%	196 87% K	87 83%	58 88% K	160 93% KQ	508 90% U	268 81%	126 84%
EXTREMELY/VERY ACCURATE (SUB-NET)	538 52%	128 52%	107 48%	183 54%	120 52%	180 48%	87 49%	85 48%	186 59% F	253 53%	64 43%	42 57%	56 51%	91 63% KQR	285 50%	116 52%	45 43%	29 44%	95 56%	302 53%	153 47%	84 56%
Extremely accurate	171 16%	44 18%	30 14%	73 21% E	24 10%	56 15%	28 16%	22 12%	66 21%	71 15%	17 12%	13 17%	15 14%	26 18%	100 18%	39 17%	15 14%	7 10%	40 23%	90 16%	50 15%	31 21%
Very accurate	367 35%	84 34%	76 35%	111 32%	96 41%	124 33%	60 33%	63 36%	121 38%	182 38%	47 31%	30 40%	41 38%	65 45% Q	185 33%	77 34%	30 29%	22 33%	56 33%	211 37%	103 31%	53 35%
Somewhat accurate	363 35%	72 29%	91 42%	106 31%	94 40%	123 33%	69 38%	68 39%	105 33%	148 31%	43 29%	27 36%	38 35%	40 28%	215 38%	80 35%	42 40%	29 44% N	64 38%	206 37%	115 35%	42 28%
Not at all accurate	141 14%	48 19% CE	22 10%	52 15%	19 8%	72 19% I	23 13%	23 13%	24 8%	75 16%	43 28% NPRS	5 7%	15 14%	12 9%	66 12%	29 13%	18 17% S	8 12%	11 7%	56 10%	61 19% T	24 16%
Sigma	1043 100%	249 100%	220 100%	341 100%	233 100%	374 100%	179 100%	175 100%	315 100%	476 100%	149 100%	74 100%	109 100%	144 100%	567 100%	225 100%	105 100%	66 100%	171 100%	565 100%	329 100%	150 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871 3. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 54

3. Ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
AT LEAST SOMEWHAT ACCURATE (NET)	342 33%	76 31%	77 35%	118 35%	71 30%	145 39%	62 35%	52 30%	82 26%	148 31%	67 45% N	17 23%	32 29%	33 23%	193 34%	78 35%	46 43% N	21 31%	49 29%	164 29%	118 36%	59 40%
EXTREMELY/VERY ACCURATE (SUB-NET)	165 16%	40 16%	33 15%	50 15%	42 18%	52 14%	25 14%	35 20%	53 17%	77 16%	25 17%	7 9%	21 20%	23 16%	88 16%	26 12%	19 18%	14 21%	29 17%	93 16%	39 12%	33 22%
Extremely accurate	89 8%	18 7%	23 10%	26 8%	22 9%	19 5%	15 9%	23 13% F	31 10%	49 10%	13 9%	5 7%	16 15% P	14 10% P	40 7%	6 3%	10 10%	6 9%	17 10% P	60 11% U	12 4%	17 11% U
Very accurate	76 7%	22 9%	11 5%	24 7%	20 9%	32 9%	10 6%	12 7%	22 7%	28 6%	12 8%	1 2%	5 4%	9 6%	49 9%	20 9%	9 9%	8 11%	13 7%	33 6%	27 8%	16 11%
Somewhat accurate	177 17%	36 15%	43 20%	68 20%	29 12%	94 25% H	37 21% I	17 10%	29 9%	72 15%	41 28% MNRS	10 14%	10 10%	9 7%	105 19%	52 23% NS	27 25% MNS	7 10%	20 11%	72 13%	79 24% T	26 18%
Not at all accurate	701 67%	173 69%	143 65%	223 65%	162 70%	229 61%	117 65%	123 70%	233 74% F	328 69%	82 55%	57 77%	77 71%	111 77% KQ	374 66%	147 65%	59 57%	46 69%	122 71%	400 71%	211 64%	90 60%
Sigma	1043 100%	249 100%	220 100%	341 100%	233 100%	374 100%	179 100%	175 100%	315 100%	476 100%	149 100%	74 100%	109 100%	144 100%	567 100%	225 100%	105 100%	66 100%	171 100%	565 100%	329 100%	150 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q871 4. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 55

4. Manufactured ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
AT LEAST SOMEWHAT ACCURATE (NET)	870 83%	188 76%	195 89% B	283 83%	203 87% B	314 84%	141 79%	143 82%	271 86%	394 83%	114 76%	62 84%	89 82%	128 89% KQ	476 84%	201 89% KQ	79 76%	54 81%	143 84%	496 88% UV	255 78%	118 79%
EXTREMELY/VERY ACCURATE (SUB-NET)	448 43%	110 44%	98 45%	150 44%	89 38%	162 43%	67 37%	78 45%	141 45%	215 45%	59 39%	30 40%	51 47%	75 52% Q	233 41%	103 46%	37 35%	28 42%	65 38%	268 47%	128 39%	52 35%
Extremely accurate	128 12%	37 15%	30 14%	40 12%	21 9%	46 12%	18 10%	32 16%	33 11%	65 14%	10 7%	10 13%	25 23% KQS	20 14%	64 11%	36 16%	8 8%	7 11%	13 8%	87 15% U	27 8%	14 9%
Very accurate	319 31%	73 29%	68 31%	110 32%	68 29%	116 31%	49 27%	47 27%	107 34%	150 32%	49 33%	20 27%	26 24%	55 38%	169 30%	67 30%	29 27%	21 31%	52 31%	180 32%	101 31%	38 26%
Somewhat accurate	422 40%	79 32%	97 44%	132 39%	114 49% B	152 41%	75 42%	64 37%	130 41%	179 38%	55 37%	32 44%	39 35%	53 37%	243 43%	97 43%	42 40%	26 39%	78 45%	229 41%	127 39%	66 44%
Not at all accurate	173 17%	60 24% CE	25 11%	59 17%	30 13%	60 16%	37 21%	32 18%	44 14%	82 17%	36 24% NP	12 16%	19 18%	16 11%	91 16%	24 11%	26 24% NP	13 19%	28 16%	68 12%	73 22% T	32 21% T
Sigma	1043 100%	249 100%	220 100%	341 100%	233 100%	374 100%	179 100%	175 100%	315 100%	476 100%	149 100%	74 100%	109 100%	144 100%	567 100%	225 100%	105 100%	66 100%	171 100%	565 100%	329 100%	150 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q875. Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1039	270	238	319	212	267	166	185	421	440	80	50	94	216	599	187	116	91	205	602	268	169
Weighted Base	1043	249	220	341	233	374	179*	175*	315	476	149*	74**	109*	144*	567	225*	105*	66*	171*	565	329	150*
STRONGLY/SOMEWHAT AGREE (NET)	926 89%	222 89%	199 90%	299 88%	206 89%	310 83%	156 87%	164 93%	295 94%	429 90%	123 82%	73 98%	101 93%	132 92%	497 88%	187 83%	84 80%	62 94%	163 96%	519 92%	272 83%	136 90%
Strongly agree	826 79%	200 81%	170 77%	273 80%	183 78%	243 65%	147 82%	149 85%	286 91%	380 80%	91 61%	70 95%	90 83%	129 90%	446 79%	152 68%	77 73%	59 89%	158 92%	473 84%	237 72%	116 78%
Somewhat agree	100 10%	21 9%	29 13%	26 8%	24 10%	67 18%	10 5%	14 8%	9 3%	50 10%	32 22%	2 3%	11 11%	3 2%	51 9%	35 15%	7 7%	3 4%	6 3%	46 8%	35 11%	19 13%
STRONGLY/SOMEWHAT DISAGREE (NET)	117 11%	27 11%	21 10%	43 12%	26 11%	64 17%	23 13%	11 7%	19 6%	47 10%	26 18%	2 2%	7 7%	12 8%	70 12%	38 17%	21 20%	4 6%	7 4%	46 8%	57 17%	14 10%
Somewhat disagree	55 5%	9 3%	10 4%	23 7%	14 6%	37 10%	12 7%	* *	6 2%	26 5%	22 15%	1 2%	- -	3 2%	29 5%	15 7%	10 10%	* *	4 2%	22 4%	25 8%	8 6%
Strongly disagree	62 6%	19 7%	12 5%	19 6%	12 5%	27 7%	11 6%	11 6%	13 4%	21 4%	4 3%	* 1%	7 7%	9 6%	41 7%	23 10%	10 10%	4 6%	4 2%	24 4%	32 10%	6 4%
Sigma	1043 100%	249 100%	220 100%	341 100%	233 100%	374 100%	179 100%	175 100%	315 100%	476 100%	149 100%	74 100%	109 100%	144 100%	567 100%	225 100%	105 100%	66 100%	171 100%	565 100%	329 100%	150 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
Composite ruby	885 90%	199 90%	165 87%	300 93%	222 88%	274 85%	164 89%	160 92%	287 95% F	426 88%	141 80%	71 88%	77 94%	137 95% K	460 92%	134 91%	94 90%	83 89%	149 95% K	553 93% UV	239 86%	93 84%
Manufactured ruby	809 82%	181 82%	156 82%	257 80%	215 85%	252 78%	161 88%	142 81%	254 84%	386 80%	132 75%	65 80%	64 79%	126 87%	422 84%	120 82%	97 93% K	78 83%	128 82%	504 85%	218 78%	86 78%
Hybrid ruby	701 71%	160 72%	134 70%	233 73%	175 69%	221 68%	148 81%	122 70%	210 70%	346 72%	120 68%	65 81%	58 71%	103 72%	355 71%	101 69%	83 80%	65 69%	106 68%	427 72%	199 71%	75 68%
Ruby	391 40%	78 35%	74 39%	119 37%	121 48%	164 51% HI	74 40%	57 33%	96 32%	205 43%	93 53% NQS	44 55%	26 32%	42 29%	186 37%	70 48% NQ	29 28%	32 34%	54 35%	216 36%	137 49% I	38 34%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY TABLE OF EXTREMELY/VERY ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
Composite ruby	572 58%	120 54%	106 56%	196 61%	151 60%	170 53%	97 53%	118 68%	187 62%	268 56%	80 45%	37 46%	64 79%	87 61%	304 61%	91 62%	60 58%	54 58%	99 63%	358 60%	142 51%	72 65%
Manufactured ruby	415 42%	98 44%	83 44%	125 39%	109 43%	118 37%	78 43%	87 50%	132 44%	206 43%	65 37%	35 44%	43 53%	64 44%	208 42%	53 37%	43 42%	44 47%	68 43%	262 44%	107 38%	46 42%
Hybrid ruby	286 29%	62 28%	48 25%	97 30%	78 31%	98 30%	58 32%	62 35%	69 23%	132 27%	50 28%	22 28%	30 37%	30 21%	154 31%	48 33%	36 35%	32 34%	39 25%	161 27%	94 34%	31 28%
Ruby	156 16%	27 12%	38 20%	39 12%	51 20%	54 17%	26 14%	23 13%	53 18%	91 19%	35 20%	18 22%	15 18%	24 16%	65 13%	19 13%	8 8%	8 9%	30 19%	99 17%	42 15%	14 13%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

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 Table 59

SUMMARY TABLE OF NOT AT ALL ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
Ruby	592 60%	143 65%	116 61%	201 63%	131 52%	159 49%	110 60%	118 67% F	205 68% F	277 57%	83 47%	36 45%	56 68%	102 71% KP	314 63%	76 52%	74 72% KP	62 66%	103 65% K	377 64% U	141 51%	73 66%
Hybrid ruby	281 29%	61 28%	56 30%	87 27%	77 31%	102 32%	36 19%	52 30%	91 30%	136 28%	56 32%	15 19%	24 29%	41 28%	145 29%	46 31%	20 20%	29 31%	51 32%	166 28%	80 29%	36 32%
Manufactured ruby	174 18%	40 18%	34 18%	64 20%	37 15%	71 22%	23 12%	33 19%	47 16%	96 20%	45 25% Q	16 20%	17 21%	18 13%	78 16%	27 18%	7 7%	16 17%	29 18%	90 15%	60 22%	24 22%
Composite ruby	97 10%	22 10%	25 13%	21 7%	30 12%	49 15%	20 11%	15 8%	14 5%	57 12%	36 20% NS	10 12%	5 6%	7 5%	40 8%	13 9%	10 10%	10 11%	8 5%	40 7%	39 14% †	17 16% †

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881 1. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

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 Table 60

1. Hybrid ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
AT LEAST SOMEWHAT ACCURATE (NET)	701 71%	160 72%	134 70%	233 73%	175 69%	221 68%	148 81%	122 70%	210 70%	346 72%	120 68%	65 81%	58 71%	103 72%	355 71%	101 69%	83 80%	65 69%	106 68%	427 72%	199 71%	75 68%
EXTREMELY/VERY ACCURATE (SUB-NET)	286 29%	62 28%	48 25%	97 30%	78 31%	98 30%	58 32%	62 35%	69 23%	132 27%	50 28%	22 28%	30 37%	30 21%	154 31%	48 33%	36 35%	32 34%	39 25%	161 27%	94 34%	31 28%
Extremely accurate	76 8%	19 9%	10 5%	19 6%	28 11%	25 8%	22 12%	9 5%	19 6%	36 7%	18 10%	10 12%	5 8%	3 2%	40 8%	8 5%	12 12% N	4 4%	16 10% N	50 8%	24 9%	2 2%
Very accurate	210 21%	44 20%	38 20%	78 24%	50 20%	73 22%	36 19%	53 30%	50 16%	96 20%	33 18%	12 15%	25 30%	26 18%	115 23%	40 27%	23 23%	28 30% S	23 15%	111 19%	70 25%	29 26%
Somewhat accurate	415 42%	97 44%	85 45%	136 42%	97 38%	123 38%	90 49%	61 35%	141 47%	214 44%	70 40%	43 53%	28 34%	74 51%	201 40%	53 36%	47 46%	33 35%	67 43%	266 45%	105 38%	44 40%
Not at all accurate	281 29%	61 28%	56 30%	87 27%	77 31%	102 32%	36 19%	52 30%	91 30%	136 28%	56 32%	15 19%	24 29%	41 28%	145 29%	46 31%	20 20%	29 31%	51 32%	166 28%	80 29%	36 32%
Sigma	983 100%	221 100%	190 100%	321 100%	252 100%	323 100%	184 100%	175 100%	301 100%	483 100%	177 100%	80 100%	81 100%	144 100%	500 100%	146 100%	103 100%	93 100%	157 100%	593 100%	279 100%	111 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881 2. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

2. Composite ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
AT LEAST SOMEWHAT ACCURATE (NET)	885 90%	199 90%	165 87%	300 93%	222 88%	274 85%	164 89%	160 92%	287 95% F	426 88%	141 80%	71 88%	77 94%	137 95% K	460 92%	134 91%	94 90%	83 89%	149 95% K	553 93% UV	239 86%	93 84%
EXTREMELY/VERY ACCURATE (SUB-NET)	572 58%	120 54%	106 56%	196 61%	151 60%	170 53%	97 53%	118 68% F	187 62%	268 56%	80 45%	37 46%	64 79% K	87 61%	304 61%	91 62%	60 58%	54 58%	99 63% K	358 60%	142 51%	72 65%
Extremely accurate	238 24%	60 27%	35 18%	80 25%	63 25%	66 20%	55 30%	47 27%	70 23%	124 26%	37 21%	27 33%	30 37%	30 21%	114 23%	29 20%	29 28%	17 18%	40 26%	157 26%	64 23%	17 15%
Very accurate	335 34%	60 27%	71 37%	116 36%	88 35%	105 32%	42 23%	72 41% G	117 39% G	145 30%	43 24%	11 13%	34 42%	57 40% K	190 38%	62 42% K	31 30%	38 40%	59 38%	201 34%	78 28%	55 50% TU
Somewhat accurate	313 32%	79 36%	59 31%	104 32%	71 28%	104 32%	67 37%	42 24%	100 33%	157 33%	61 35%	33 42%	13 16%	50 35% M	156 31%	43 29%	34 33%	29 31%	50 32%	195 33% V	97 35%	21 19%
Not at all accurate	97 10%	22 10%	25 13%	21 7%	30 12%	49 15% I	20 11%	15 8%	14 5%	57 12%	36 20% NS	10 12%	5 6%	7 5%	40 8%	13 9%	10 10%	10 11%	8 5%	40 7% T	39 14% T	17 16% T
Sigma	983 100%	221 100%	190 100%	321 100%	252 100%	323 100%	184 100%	175 100%	301 100%	483 100%	177 100%	80 100%	81 100%	144 100%	500 100%	146 100%	103 100%	93 100%	157 100%	593 100%	279 100%	111 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881 3. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

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 Table 62

3. Ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
AT LEAST SOMEWHAT ACCURATE (NET)	391 40%	78 35%	74 39%	119 37%	121 48%	164 51% HI	74 40%	57 33%	96 32%	205 43%	93 53% NQS	44 55%	26 32%	42 29%	186 37%	70 48% NQ	29 28%	32 34%	54 35%	216 36%	137 49% T	38 34%
EXTREMELY/VERY ACCURATE (SUB-NET)	156 16%	27 12%	38 20%	39 12%	51 20%	54 17%	23 14%	23 13%	53 18%	91 19%	35 20%	18 22%	15 18%	24 16%	65 13%	19 13%	8 8%	8 9%	30 19%	99 17%	42 15%	14 13%
Extremely accurate	64 7%	12 6%	22 12%	17 5%	13 5%	22 7%	10 5%	5 3%	27 9%	39 8%	18 10%	7 8%	1 1%	13 9%	25 5%	4 3%	3 3%	4 5%	14 9%	39 7%	14 5%	11 10%
Very accurate	92 9%	15 7%	16 9%	22 7%	38 15% D	32 10%	16 9%	18 10%	26 9%	52 11%	17 10%	11 14%	14 17%	10 7%	40 8%	15 10%	5 5%	4 4%	16 10%	60 10%	28 10%	3 3%
Somewhat accurate	235 24%	50 23%	35 19%	80 25%	69 28%	110 34% HI	48 26% I	34 20%	43 14%	114 24%	58 33% NS	26 33%	11 14%	18 13%	121 24%	51 35% MNS	21 21%	23 25%	25 16%	117 20%	95 34% T	23 21%
Not at all accurate	592 60%	143 65%	116 61%	201 63%	131 52%	159 49%	110 60%	118 67% F	205 68% F	277 57%	83 47%	36 45%	56 68%	102 71% KP	314 63%	76 52%	74 72% KP	62 66%	103 65% K	377 64% U	141 51%	73 66%
Sigma	983 100%	221 100%	190 100%	321 100%	252 100%	323 100%	184 100%	175 100%	301 100%	483 100%	177 100%	80 100%	81 100%	144 100%	500 100%	146 100%	103 100%	93 100%	157 100%	593 100%	279 100%	111 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q881 4. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 63

4. Manufactured ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
AT LEAST SOMEWHAT ACCURATE (NET)	809 82%	181 82%	156 82%	257 80%	215 85%	252 78%	161 88%	142 81%	254 84%	386 80%	132 75%	65 80%	64 79%	126 87%	422 84%	120 82%	97 93% K	78 83%	128 82%	504 85%	218 78%	86 78%
EXTREMELY/VERY ACCURATE (SUB-NET)	415 42%	98 44%	83 44%	125 39%	109 43%	118 37%	78 43%	87 50%	132 44%	206 43%	65 37%	35 44%	43 53%	64 44%	208 42%	53 37%	43 42%	44 47%	68 43%	262 44%	107 38%	46 42%
Extremely accurate	143 15%	29 13%	30 16%	38 12%	45 18%	45 14%	31 17%	27 16%	38 13%	77 16%	28 16%	14 17%	15 18%	20 14%	66 13%	17 12%	18 17%	12 13%	19 12%	94 16%	30 11%	19 17%
Very accurate	272 28%	69 31%	54 28%	87 27%	63 25%	73 23%	47 26%	59 34%	94 31%	130 27%	37 21%	21 26%	28 35%	44 31%	143 28%	36 25%	26 25%	31 33%	49 32%	168 28%	77 28%	28 25%
Somewhat accurate	394 40%	83 38%	72 38%	132 41%	106 42%	134 41%	83 45%	55 31%	122 41%	180 37%	67 38%	30 37%	21 26%	62 43%	214 43%	66 45%	53 51% M	34 37%	60 38%	242 41%	111 40%	40 36%
Not at all accurate	174 18%	40 18%	34 18%	64 20%	37 15%	71 22%	23 12%	33 19%	47 16%	96 20%	45 25% Q	16 20%	17 21%	18 13%	78 16%	27 18%	7 7%	16 17%	29 18%	90 15%	60 22%	24 22%
Sigma	983 100%	221 100%	190 100%	321 100%	252 100%	323 100%	184 100%	175 100%	301 100%	483 100%	177 100%	80 100%	81 100%	144 100%	500 100%	146 100%	103 100%	93 100%	157 100%	593 100%	279 100%	111 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q885. Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

14 Aug 2012
 Table 64

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	987	269	202	308	208	221	157	179	430	425	87	46	70	222	562	134	111	109	208	597	232	158
Weighted Base	983	221	190*	321	252*	323	184*	175*	301	483	177*	80**	81*	144	500	146*	103*	93*	157*	593	279	111*
STRONGLY/SOMEWHAT AGREE (NET)	882 90%	197 89%	181 96% D	280 87%	223 89%	272 84%	164 89%	163 93%	282 94% F	429 89%	147 83%	68 84%	74 91%	140 97% KP	453 91%	125 85%	97 94%	89 96%	142 91%	538 91%	243 87%	100 90%
Strongly agree	746 76%	165 75%	156 82%	237 74%	188 74%	184 57%	143 78% F	144 83% F	274 91% FG	346 72%	90 51%	55 69%	66 81% K	135 93% KP	400 80%	94 64%	88 85% KP	78 84% KP	140 89% KP	484 82% U	174 63%	87 79% U
Somewhat agree	136 14%	32 15%	25 13%	43 13%	36 14%	88 27% GHI	21 11% I	19 11% I	8 3%	83 17% O MNQRS	58 33%	12 15%	8 10%	5 3%	53 11%	30 21% NS	9 8%	11 12% S	3 2%	54 9%	69 25% TV	13 11%
STRONGLY/SOMEWHAT DISAGREE (NET)	101 10%	24 11%	8 4%	40 13% C	29 11%	51 16% I	19 11% I	11 7%	19 6%	54 11%	29 17% N	13 16%	7 9%	4 3%	47 9%	22 15% N	7 6%	4 4%	15 9%	55 9%	35 13%	11 10%
Somewhat disagree	63 6%	13 6% C	* *	26 8% C	24 9% C	41 13% HI	12 6% I	6 4%	4 1%	32 7%	20 11% NS	8 10%	3 3%	1 1%	31 6%	21 14% NS	4 4%	4 4%	3 2%	23 4%	31 11% T	9 8%
Strongly disagree	38 4%	11 5%	8 4%	14 4%	5 2%	10 3%	8 4%	5 3%	15 5%	22 5%	9 5%	5 6%	5 6%	4 2%	16 3%	1 1%	3 3%	* *	12 7% P	32 5%	4 1%	2 2%
Sigma	983 100%	221 100%	190 100%	321 100%	252 100%	323 100%	184 100%	175 100%	301 100%	483 100%	177 100%	80 100%	81 100%	144 100%	500 100%	146 100%	103 100%	93 100%	157 100%	593 100%	279 100%	111 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?
SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Fine gold	1822 90%	423 90%	356 87%	597 90%	446 92%	563 81%	335 92%	331 94%	593 96%	845 88%	251 77%	140 91%	176 93%	278 97%	977 92%	312 84%	196 94%	155 97%	315 96%	1076 93%	508 84%	238 91%
Gold plate	1802 89%	405 86%	363 89%	595 90%	439 91%	549 79%	339 94%	327 93%	586 95%	839 87%	245 75%	146 95%	176 93%	271 94%	963 90%	304 82%	193 93%	151 94%	315 96%	1066 92%	499 82%	236 91%
Gold filled	1632 81%	374 80%	332 81%	528 80%	397 82%	442 63%	284 78%	315 90%	592 96%	749 78%	207 63%	103 66%	164 86%	276 96%	883 83%	235 63%	181 87%	151 95%	316 96%	991 86%	420 69%	221 85%
Gold overlay	1623 80%	362 77%	326 80%	541 82%	395 81%	467 67%	285 79%	307 88%	563 91%	738 77%	200 61%	115 74%	168 88%	256 89%	885 83%	267 72%	171 82%	140 87%	308 94%	976 84%	429 71%	219 84%
Platinum plate	1459 72%	320 68%	290 71%	490 74%	360 74%	476 68%	271 75%	255 73%	458 74%	694 72%	225 69%	118 76%	139 73%	212 74%	765 72%	250 67%	153 74%	116 73%	246 75%	858 74%	419 69%	182 70%
Gold electroplate	1310 65%	300 64%	267 65%	430 65%	313 65%	276 40%	243 67%	268 77%	523 85%	659 69%	160 49%	104 67%	148 78%	247 86%	650 61%	116 31%	139 67%	119 75%	276 84%	812 70%	290 48%	208 80%
Gold washed	927 46%	218 46%	196 48%	281 42%	231 48%	341 49%	152 42%	147 42%	287 47%	447 47%	179 55%	62 40%	78 41%	128 45%	479 45%	162 44%	90 43%	69 43%	159 48%	504 44%	303 50%	120 46%
Rhodium plating	904 45%	204 43%	167 41%	305 46%	228 47%	270 39%	144 40%	167 48%	323 53%	424 44%	131 40%	57 37%	96 50%	140 49%	480 45%	138 37%	87 42%	71 45%	184 56%	547 47%	215 35%	141 54%
Rolled gold plate	795 39%	173 37%	153 37%	280 42%	190 39%	257 37%	129 36%	133 38%	276 45%	444 46%	149 46%	60 39%	86 45%	149 52%	351 33%	108 29%	69 33%	47 29%	128 39%	473 41%	223 37%	99 38%
Vermeil	749 37%	178 38%	133 32%	250 38%	189 39%	187 27%	122 34%	138 39%	302 49%	309 32%	87 27%	44 28%	66 35%	112 39%	440 41%	100 27%	78 38%	72 45%	190 58%	439 38%	178 29%	132 51%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?

SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Fine gold	1276 63%	294 63%	244 59%	429 65%	310 64%	338 48%	235 65% F	252 72% F	451 73% F	565 59%	140 43%	89 58%	138 73% KP	198 69% KP	711 67% J	198 53%	146 70% KP	113 71% KP	254 77% KLP	777 67% U	321 53%	178 68% U
Gold plate	1162 57%	262 56%	227 55%	390 59%	284 59%	315 45%	217 60% F	231 66% F	399 65% F	525 55%	129 40%	88 57% K	125 65% KP	183 64% KP	637 60%	185 50%	129 62% K	106 66% KP	216 66% KP	694 60% U	316 52%	152 58% U
Gold filled	938 46%	217 46%	190 46%	304 46%	227 47%	213 31%	169 47% F	188 54% F	368 60% FG	414 43%	110 34%	57 37%	94 50% KP	152 53% KLP	524 49%	103 28%	112 54% KP	94 59% KLMNPQ	216 66% KLP	590 51% U	209 34%	139 53% U
Gold overlay	892 44%	182 39%	178 43%	323 49% B	210 43%	228 33%	157 43% F	183 52% F	324 53% F	392 41%	94 29%	60 39%	105 55% KP	133 46% KP	500 47%	134 36%	97 47% K	78 49% KLP	191 58% KLNPF	526 45% U	230 38%	135 52% U
Platinum plate	700 35%	159 34%	123 30%	243 37%	176 36%	238 34%	149 41% I	125 36%	188 31%	336 35%	112 34%	64 41%	68 36%	92 32%	364 34%	125 34%	85 41% S	57 36%	96 29%	399 34%	222 36%	80 31%
Gold electroplate	674 33%	158 34%	135 33%	219 33%	161 33%	112 16%	127 35% F	157 45% F	278 45% FG	366 38% O	67 20%	56 37% KP	99 52% KPQR	144 50% KPQR	308 29%	46 12%	71 34% KP	58 36% KP	134 41% KP	420 36% U	144 24%	110 42% U
Rhodium plating	400 20%	93 20%	78 19%	123 19%	106 22%	138 20%	86 24%	68 19%	109 18%	186 19%	66 20%	38 25% N	43 23%	38 13%	214 20%	72 19%	48 23% N	25 16% N	70 21% N	223 19%	108 18%	69 27% U
Gold washed	294 15%	56 12%	62 15%	96 15%	81 17%	123 18% I	47 13%	56 16%	69 11%	152 16% NPS	78 24% NPS	18 11%	31 16%	26 9%	142 13%	45 12%	29 14%	25 16%	43 13%	153 13%	101 17%	40 15%
Vermeil	265 13%	67 14%	42 10%	102 15%	54 11%	73 11%	55 15%	32 9%	106 17% FH	92 10%	40 12%	10 7%	16 8%	26 9%	173 16% J	34 9% LMNPR	44 21% LMNPR	15 10% KLMNPR	80 24% KLMNPR	136 12%	64 11%	66 25% TU
Rolled gold plate	242 12%	46 10%	40 10%	98 15%	59 12%	77 11%	50 14%	49 14%	66 11%	145 15% O	45 14% S	22 14%	32 17% S	46 16% PS	97 9%	32 9%	28 13% S	18 11%	20 6%	142 12%	59 10%	40 15%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?
SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Vermeil	1276 63%	292 62%	277 68%	412 62%	296 61%	510 73% HI	240 66% I	212 61%	314 51%	649 68% O	239 73% NRS	110 72% RS	124 65% S	176 61% S	627 59%	271 73% NRS	130 62% S	88 55% S	138 42%	719 62% V	429 71% TV	128 49%
Rolled gold plate	1231 61%	297 63%	257 63%	382 58%	295 61%	441 63% I	233 64%	218 62%	339 55%	514 54%	177 54%	94 61%	104 55%	139 48%	717 67% J	264 71% KMN	139 67% N	113 71% KMN	200 61% N	685 59%	384 63%	161 62%
Rhodium plating	1122 55%	266 57%	242 59%	357 54%	256 53%	428 61% I	219 60% I	183 52%	292 47%	535 56%	195 60% S	97 63% S	95 50%	148 51%	587 55%	233 63% NS	122 58% S	89 55%	144 44%	611 53%	392 65% TV	119 48%
Gold washed	1099 54%	251 54%	214 52%	381 58%	253 52%	357 51% I	211 58% I	203 58%	329 53%	511 53%	147 45%	92 60%	112 59%	160 55%	588 55%	209 56%	119 57%	91 57%	169 52%	654 56%	304 50%	141 54%
Gold electroplate	716 35%	169 36%	143 35%	232 35%	172 35%	421 60% GHI	120 33% I	82 23% I	93 15%	299 31% LMNQRS	166 51% NS	51 33% NS	42 22%	41 14%	417 39% J KLMNQRS	255 69% NS	69 33% NS	40 25% N	52 16%	346 30% V	317 52% TV	53 20%
Platinum plate	567 28%	150 32%	120 29%	173 26%	125 26%	222 32% I	91 25% I	96 27%	158 26%	265 28% O	101 31% MNQRS	36 24%	52 27%	76 26%	302 28% S	121 33% S	55 26% S	44 27% S	82 25% S	300 26% S	188 31% TV	78 30%
Gold overlay	403 20%	108 23%	84 20%	121 18%	90 19%	230 33% GHI	77 21% HI	43 12%	53 9%	221 23% O MNQRS	126 39% MNS	40 26% S	23 12%	32 11%	182 17% S	104 28% MNRS	37 18% S	20 13% S	20 6% S	182 16% S	179 29% TV	42 16%
Gold filled	394 19%	95 20%	78 19%	134 20%	87 18%	256 37% GHI	79 22% HI	35 10% I	24 4%	210 22% MNQRS	119 37% MNQRS	52 34% NS	26 14% NS	12 4%	184 17% MNQRS	136 37% NS	27 13% NS	9 5% NS	12 4% NS	167 14% NS	188 31% TV	39 15%
Gold plate	224 11%	65 14%	47 11%	67 10%	46 9%	148 21% GHI	23 6% I	23 7%	29 5%	120 13% LMNQRS	81 25% S	8 5% S	14 7%	17 6%	104 10% LMNQRS	67 18% S	15 7% S	9 6% S	13 4% S	92 8% TV	108 18% TV	25 9%
Fine gold	204 10%	46 10%	54 13%	65 10%	39 8%	134 19% GHI	27 8% I	19 6% I	23 4%	113 12% LMNQRS	75 23% S	15 9% S	14 7% S	9 3% S	91 8% NQRS	59 16% S	13 6% S	5 3% S	13 4% S	82 7% S	99 16% TV	23 9%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 1. Now, how familiar are you with each of the following terms associated with metal jewelry?
 1. Vermeil

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	749 37%	178 38%	133 32%	250 38%	189 39%	187 27%	122 34%	138 39%	302 49% FGH	309 32%	87 27%	44 28%	66 35%	112 39% KP	440 41% J	100 27%	78 38%	72 45% KLP	190 58% KLMNPQR	439 38% U	178 29%	132 51% TU
EXTREMELY/VERY FAMILIAR (SUB-NET)	265 13%	67 14%	42 10%	102 15%	54 11%	73 11%	55 15%	32 9%	106 17% FH	92 10%	40 12%	10 7%	16 8%	26 9%	173 16% J	34 9% LMNPR	44 21% LMNPR	15 10% KLMNPR	80 24% KLMNPR	136 12%	64 11%	66 25% TU
Extremely familiar	71 3%	30 6% C	5 1%	20 3%	16 3%	19 3%	17 5%	12 3%	22 4%	18 2%	8 3%	2 2%	5 2%	3 1%	53 5% J	11 3% N	15 7% N	7 5% N	19 6% N	40 3%	13 2%	18 7% U
Very familiar	195 10%	38 8%	37 9%	83 12%	38 8%	54 8%	37 10%	20 6%	84 14% FH	74 8%	31 10%	8 5%	11 6%	24 8%	120 11%	23 6% PR	29 14% PR	8 5% KLMNPR	60 18% KLMNPR	96 8%	51 8%	48 18% TU
Heard of but not familiar	484 24%	111 24%	91 22%	148 22%	135 28%	114 16%	68 19%	106 30% FG	196 32% FG	217 23%	48 15%	34 22%	50 26% K	86 30% KPQ	267 25% K	66 18%	34 16% KPQ	56 35% KPQ	110 34% KPQ	304 26% U	114 19%	67 26% TU
Never heard of	1276 63%	292 62%	277 68%	412 62%	296 61%	510 73% HI	240 66% I	212 61% I	314 51% I	649 68% O	239 73% NRS	110 72% RS	124 65% S	176 61% S	627 59% S	271 73% NRS	130 62% S	88 55% S	138 42% S	719 62% V	429 71% TV	128 49%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q901 2. Now, how familiar are you with each of the following terms associated with metal jewelry?
 2. Gold filled**

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1632 81%	374 80%	332 81%	528 80%	397 82%	442 63%	284 78% F	315 90% FG	592 96% FGH	749 78%	207 63%	103 66%	164 86% KLP	276 96% KLMPQ	883 83%	235 63%	181 87% KLP	151 95% KLP	316 96% KLMPQ	991 86% U	420 69%	221 85% U
EXTREMELY/VERY FAMILIAR (SUB-NET)	938 46%	217 46%	190 46%	304 46%	227 47%	213 31%	169 47% F	188 54% F	368 60% FG	414 43%	110 34%	57 37%	94 50% KP	152 53% KLP	524 49%	103 28%	112 54% KP	94 59% KLP	216 66% KLMNPQ	590 51% U	209 34%	139 53% U
Extremely familiar	245 12%	65 14%	34 8%	86 13%	59 12%	70 10%	51 14%	60 17% FI	64 10%	112 12%	43 13%	11 7%	34 18% NP	24 8%	133 12%	27 7%	40 19% LNP	26 16% NP	40 12%	147 13%	56 9%	41 16%
Very familiar	693 34%	152 32%	156 38%	217 33%	168 35%	143 20%	118 33% F	128 36% F	305 49% FGH	302 32%	67 21%	47 30%	60 31%	129 45% KMP	391 37%	76 20%	71 34% KP	68 42% KP	176 54% KLMPQ	442 38% U	153 25%	98 38% U
Heard of but not familiar	694 34%	157 33%	142 35%	224 34%	170 35%	229 33%	115 32%	127 36%	223 36%	335 35%	97 30%	45 29%	70 37%	123 43% KS	359 34%	132 36%	69 33%	57 36%	100 30%	401 35%	211 35%	82 32%
Never heard of	394 19%	95 20%	78 19%	134 20%	87 18%	256 37% GHI	79 22% HI	35 10% I	24 4%	210 22% MNQRS	119 37% MNQRS	52 34% MNQRS	26 14% NS	12 4%	184 17% MNQRS	136 37% MNQRS	27 13% NS	9 5%	12 4%	167 14%	188 31% TV	39 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 3. Now, how familiar are you with each of the following terms associated with metal jewelry?
 3. Gold electroplate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1310 65%	300 64%	267 65%	430 65%	313 65%	276 40%	243 67% F	268 77% F	523 85% FGH	659 69% O	160 49% P	104 67% KP	148 78% KP	247 86% KLPQR	650 61%	116 31%	139 67% KP	119 75% KP	276 84% KLPQ	812 70% U	290 48%	208 80% TU
EXTREMELY/VERY FAMILIAR (SUB-NET)	674 33%	158 34%	135 33%	219 33%	161 33%	112 16%	127 35% F	157 45% F	278 45% FG	366 38% O	67 20%	56 37% KP	99 52% KPQR	144 50% KPQR	308 29%	46 12%	71 34% KP	58 36% KP	134 41% KP	420 36% U	144 24%	110 42% U
Extremely familiar	168 8%	44 9%	21 5%	53 8%	50 10%	41 6%	46 13% F	32 9%	48 8%	79 8%	23 7%	14 9%	22 12%	20 7%	89 8%	19 5%	32 15% KNPR	10 6%	28 9%	99 9%	42 7%	27 10%
Very familiar	506 25%	115 24%	114 28%	166 25%	111 23%	71 10%	81 22% F	125 36% FG	229 37% FG	287 30% O	44 13%	43 28% KP	77 40% KPQ	124 43% KLPQRS	219 21%	27 7%	39 19% P	48 30% KP	105 32% KPQ	321 28% U	102 17%	83 32% U
Heard of but not familiar	636 31%	142 30%	132 32%	210 32%	152 31%	164 24%	116 32%	111 32%	245 40% F	293 31%	94 29%	47 31%	49 26%	103 36% P	342 32%	70 19%	68 33% P	62 39% P	142 43% KMP	392 34% U	146 24%	98 37% U
Never heard of	716 35%	169 36%	143 35%	232 35%	172 35%	421 60% GHI	120 33% I	82 23% I	93 15%	299 31% LMNQRS	166 51% NS	51 33% NS	42 22% GHI	41 14%	417 39% J	255 69% KLMNQRS	69 33% NS	40 25% N	52 16%	346 30% V	317 52% TV	53 20%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q901 4. Now, how familiar are you with each of the following terms associated with metal jewelry?
 4. Rolled gold plate**

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	795 39%	173 37%	153 37%	280 42%	190 39%	257 37%	129 36%	133 38%	276 45% F	444 46% O	149 46% PR	60 39%	86 45% PR	149 52% PQRS	351 33%	108 29%	69 33%	47 29%	128 39%	473 41%	223 37%	99 38%
EXTREMELY/VERY FAMILIAR (SUB-NET)	242 12%	46 10%	40 10%	98 15%	59 12%	77 11%	50 14%	49 14%	66 11% O	145 15% O	45 14% S	22 14%	32 17% S	46 16% PS	97 9%	32 9%	28 13% S	18 11%	20 6%	142 12%	59 10%	40 15%
Extremely familiar	57 3%	14 3%	18 4%	16 2%	10 2%	27 4%	8 2%	10 3%	13 2%	28 3%	14 4%	2 1%	6 3%	6 2%	29 3%	13 4%	6 3%	4 2%	7 2%	35 3%	13 2%	8 3%
Very familiar	185 9%	32 7%	22 5%	82 12% BC	49 10%	50 7%	42 12%	40 11%	53 9% O	117 12% O	31 10%	20 13% S	26 13% PS	40 14% PS	68 6%	19 5%	22 11% S	14 9%	13 4%	107 9%	46 8%	32 12%
Heard of but not familiar	553 27%	127 27%	113 28%	182 27%	131 27%	179 26%	80 22%	83 24%	211 34% FGH	299 31% O	103 32% PR	38 25%	54 29%	103 36% PQR	254 24%	76 20%	41 20%	29 18%	108 33% PQR	330 29%	164 27%	59 23%
Never heard of	1231 61%	297 63%	257 63%	382 58%	295 61%	441 63% I	233 64%	218 62%	339 55%	514 54%	177 54%	94 61%	104 55%	139 48%	717 67% J	264 71% KMN	139 67% N	113 71% KMN	200 61% N	685 59%	384 63%	161 62%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 5. Now, how familiar are you with each of the following terms associated with metal jewelry?
 5. Gold overlay

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1623 80%	362 77%	326 80%	541 82%	395 81%	467 67%	285 79% F	307 88% FG	563 91% FG	738 77%	200 61%	115 74%	168 88% KLP	256 89% KLP	885 83% J	267 72%	171 82% K	140 87% KP	308 94% KLPQ	976 84% U	429 71%	219 84% U
EXTREMELY/VERY FAMILIAR (SUB-NET)	892 44%	182 39%	178 43%	323 49% B	210 43%	228 33%	157 43% F	183 52% F	324 53% F	392 41%	94 29%	60 39%	105 55% KP	133 46% KP	500 47%	134 36%	97 47% K	78 49% KP	191 58% KLPN	526 45% U	230 38%	135 52% U
Extremely familiar	196 10%	48 10%	28 7%	80 12%	40 8%	68 10%	40 11%	45 13%	43 7%	74 8%	28 9%	9 6%	25 13% N	12 4%	122 11%	40 11% N	31 15% N	20 12% N	31 9% N	106 9%	47 8%	42 16% TU
Very familiar	696 34%	133 28%	149 36%	243 37% B	170 35%	160 23%	117 32% F	138 39% F	281 46% FG	318 33%	66 20%	51 33%	79 42% KP	121 42% KP	378 35%	94 25%	66 32% K	58 36% K	160 49% KLPQR	420 36%	183 30%	93 36%
Heard of but not familiar	731 36%	180 38%	148 36%	218 33%	185 38%	240 34%	128 35%	124 36%	239 39%	346 36%	106 33%	55 35%	63 33%	122 43%	385 36%	133 36%	73 35%	62 39%	117 36%	450 39%	198 33%	83 32%
Never heard of	403 20%	108 23%	84 20%	121 18%	90 19%	230 33% GHI	77 21% HI	43 12%	53 9%	221 23% O MNQRS	126 39% MNS	40 26% MNS	23 12%	32 11%	182 17%	104 28% MNRS	37 18% S	20 13%	20 6%	182 16%	179 29% TV	42 16%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 6. Now, how familiar are you with each of the following terms associated with metal jewelry?
 6. Rhodium plating

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	904 45%	204 43%	167 41%	305 46%	228 47%	270 39%	144 40%	167 48%	323 53% FG	424 44%	131 40%	57 37%	96 50%	140 49% P	480 45%	138 37%	87 42%	71 45%	184 56% KL PQ	547 47% U	215 35%	141 54% U
EXTREMELY/VERY FAMILIAR (SUB-NET)	400 20%	93 20%	78 19%	123 19%	106 22%	138 20%	86 24%	68 19%	109 18%	186 19%	66 20%	38 25% N	43 23%	38 13%	214 20%	72 19%	48 23% N	25 16%	70 21% N	223 19%	108 18%	69 27% U
Extremely familiar	124 6%	38 8% D	19 5%	23 3%	44 9% D	58 8% I	23 6%	21 6%	22 4%	59 6%	29 9% N	6 4%	16 8%	8 3%	65 6%	29 8% N	16 8% N	5 3%	14 4%	69 6%	30 5%	25 10%
Very familiar	276 14%	55 12%	59 15%	100 15%	62 13%	79 11%	63 17%	47 13%	87 14%	127 13%	36 11%	32 21%	27 14%	31 11%	149 14%	43 11%	31 15%	19 12%	56 17%	154 13%	78 13%	44 17%
Heard of but not familiar	504 25%	111 24%	89 22%	182 27%	122 25%	132 19%	58 16%	99 28% FG	215 35% FG	238 25%	65 20%	19 12%	53 28% L	101 35% KLPQ	266 25%	67 18%	39 19%	46 29% LP	114 35% KL PQ	325 28% U	107 18%	72 28% U
Never heard of	1122 55%	266 57%	242 59%	357 54%	256 53%	428 61% I	219 60% I	183 52%	292 47%	535 56%	195 60% S	97 63% S	95 50%	148 51%	587 55%	233 63% NS	122 58% S	89 55%	144 44%	611 53%	392 65% TV	119 46%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 7. Now, how familiar are you with each of the following terms associated with metal jewelry?
 7. Fine gold

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1822 90%	423 90%	356 87%	597 90%	446 92%	563 81%	335 92% F	331 94% F	593 96% F	845 88%	251 77%	140 91% K	176 93% K	278 97% KP	977 92%	312 84%	196 94% KP	155 97% KP	315 96% KP	1076 93% U	508 84%	238 91% U
EXTREMELY/VERY FAMILIAR (SUB-NET)	1276 63%	294 63%	244 59%	429 65%	310 64%	338 48%	235 65% F	252 72% F	451 73% F	565 59%	140 43%	89 58%	138 73% KP	198 89% KP	711 67% J	198 53%	146 70% KP	113 71% KP	254 77% KLP	777 67% U	321 53%	178 68% U
Extremely familiar	421 21%	99 21%	71 17%	159 24%	92 19%	97 14%	83 23% F	87 25% F	154 25% F	150 16%	40 12%	21 13%	41 22%	48 17%	271 25% J	57 15%	62 30% KLN	46 29% KLN	105 32% KLN	278 24% U	78 13%	64 25% U
Very familiar	855 42%	195 42%	172 42%	270 41%	218 45%	241 34%	152 42% F	165 47% F	298 48% F	415 43%	100 31%	69 44%	97 51% K	149 52% KP	440 41%	141 38%	84 40%	68 42%	149 45% K	499 43%	242 40%	114 44%
Heard of but not familiar	546 27%	130 28%	112 27%	168 25%	136 28%	225 32% HI	100 28%	79 23%	142 23%	281 29%	111 34% MS	50 33% S	38 20%	81 28% S	266 25%	114 31% S	50 24%	41 26%	61 19%	299 26%	187 31%	60 23%
Never heard of	204 10%	46 10%	54 13%	65 10%	39 8%	134 19% GHI	27 8%	19 6%	23 4%	113 12% LMNQ	75 23% RS	15 9%	14 7%	9 3%	91 8% NQ	59 16% RS	13 6%	5 3%	13 4%	82 7%	99 16% TV	23 9%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 8. Now, how familiar are you with each of the following terms associated with metal jewelry?
 8. Gold plate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1802 89%	405 86%	363 89%	595 90%	439 91%	549 79%	339 94% F	327 93% F	586 95% F	839 87%	245 75%	146 95% KP	176 93% KP	271 94% KP	963 90%	304 82%	193 93% KP	151 94% KP	315 96% KP	1066 92% U	499 82%	236 91% U
EXTREMELY/VERY FAMILIAR (SUB-NET)	1162 57%	262 56%	227 55%	390 59%	284 59%	315 45%	217 60% F	231 66% F	399 65% F	525 55%	129 40%	88 57% K	125 65% KP	183 64% KP	637 60%	185 50%	129 62% K	106 66% KP	216 66% KP	694 60% U	316 52%	152 56%
Extremely familiar	299 15%	65 14%	49 12%	106 16%	79 16%	119 17% I	69 19% I	61 17% I	51 8%	137 14%	54 16% N	29 19% N	33 17% N	21 7%	163 15%	65 18% NS	40 19% NS	28 18% NS	29 9%	158 14%	101 17%	41 16%
Very familiar	863 43%	197 42%	177 43%	284 43%	204 42%	196 28%	148 41% F	170 48% F	349 57% FG	389 41%	76 23%	59 38% K	92 48% KP	162 56% KLPQ	474 44%	120 32%	89 43% K	78 49% KP	187 57% KLPQ	536 46% U	216 35%	111 43%
Heard of but not familiar	640 32%	143 30%	137 33%	205 31%	155 32%	234 34%	122 34%	96 28%	187 30%	313 33%	116 35%	58 38%	52 27%	88 31%	326 31%	119 32%	64 31%	45 28%	99 30%	372 32%	183 30%	84 32%
Never heard of	224 11%	65 14%	47 11%	67 10%	46 9%	148 21% GHI	23 6%	23 7%	29 5%	120 13%	81 25% LMNQRS	8 5%	14 7%	17 6%	104 10%	67 18% LMNQRS	15 7%	9 6%	13 4%	92 8%	108 18% TV	25 9%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 9. Now, how familiar are you with each of the following terms associated with metal jewelry?
 9. Platinum plate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1459 72%	320 68%	290 71%	490 74%	360 74%	476 68%	271 75%	255 73%	458 74%	694 72%	225 69%	118 76%	139 73%	212 74%	765 72%	250 67%	153 74%	116 73%	246 75%	858 74%	419 69%	182 70%
EXTREMELY/VERY FAMILIAR (SUB-NET)	700 35%	159 34%	123 30%	243 37%	176 36%	238 34%	149 41%	125 36%	188 31%	336 35%	112 34%	64 41%	68 36%	92 32%	364 34%	125 34%	85 41%	57 36%	96 29%	399 34%	222 36%	80 31%
Extremely familiar	164 8%	43 9%	25 6%	60 9%	37 8%	67 10%	43 12%	28 8%	26 4%	88 9%	36 11%	24 15%	18 9%	11 4%	76 7%	31 8%	19 9%	10 6%	16 5%	97 8%	48 8%	19 7%
Very familiar	536 26%	116 25%	98 24%	183 28%	140 29%	171 25%	106 29%	97 28%	162 26%	248 26%	77 23%	40 26%	50 26%	81 28%	288 27%	95 26%	66 32%	47 29%	80 25%	301 26%	173 29%	61 24%
Heard of but not familiar	759 37%	162 34%	167 41%	247 37%	183 38%	238 34%	122 34%	129 37%	270 44%	358 37%	113 35%	54 35%	71 37%	120 42%	401 38%	125 34%	68 33%	59 37%	150 46%	459 40%	197 33%	102 39%
Never heard of	567 28%	150 32%	120 29%	173 26%	125 26%	222 32%	91 25%	96 27%	158 26%	265 28%	101 31%	36 24%	52 27%	76 26%	302 28%	121 33%	55 26%	44 27%	82 25%	300 26%	188 31%	78 30%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q901 10. Now, how familiar are you with each of the following terms associated with metal jewelry?
10. Gold washed

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	927 46%	218 46%	196 48%	281 42%	231 48%	341 49%	152 42%	147 42%	287 47%	447 47%	179 55%	62 40%	78 41%	128 45%	479 45%	162 44%	90 43%	69 43%	159 48%	504 44%	303 50%	120 46%
EXTREMELY/VERY FAMILIAR (SUB-NET)	294 15%	56 12%	62 15%	96 15%	81 17%	123 18%	47 13%	56 16%	69 11%	152 16%	78 24% NPS	18 11%	31 16%	26 9%	142 13%	45 12%	29 14%	25 16%	43 13%	153 13%	101 17%	40 15%
Extremely familiar	58 3%	15 3%	11 3%	16 2%	16 3%	26 4%	9 3%	12 4%	11 2%	27 3%	16 5% N	2 1%	8 4%	2 1%	31 3%	10 3%	7 4%	4 3%	9 3%	29 3%	20 3%	9 4%
Very familiar	236 12%	41 9%	51 12%	80 12%	65 13%	98 14%	37 10%	44 13%	58 9%	125 13%	63 19% NPS	16 10%	23 12%	24 8%	111 10%	35 9%	21 10%	21 13%	34 10%	124 11%	81 13%	31 12%
Heard of but not familiar	632 31%	163 35%	134 33%	185 28%	151 31%	217 31%	105 29%	91 26%	218 35% H	295 31%	100 31%	44 29%	48 25%	103 36%	337 32%	117 32%	61 29%	44 27%	116 35%	351 30%	202 33%	79 30%
Never heard of	1099 54%	251 54%	214 52%	381 58%	253 52%	357 51%	211 58%	203 58%	329 53%	511 53%	147 45%	92 60%	112 59%	160 55%	588 55%	209 56%	119 57%	91 57%	169 52%	654 56%	304 50%	141 54%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 78

SUMMARY TABLE OF AT LEAST SOMEWHAT HELPFUL

Base Qualified Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Fine gold	1816 90%	418 89%	369 90%	580 88%	450 93%	589 84%	326 90%	326 F	575 93%	851 89%	279 85%	133 86%	174 92%	266 92%	965 90%	311 84%	193 93%	151 95%	309 94%	1052 91%	527 87%	237 91%
Gold plate	1776 88%	406 86%	372 91%	556 84%	442 91%	608 87%	317 88%	310 89%	540 88%	843 88%	290 89%	135 88%	166 88%	251 87%	933 87%	318 86%	182 88%	144 90%	289 88%	1012 87%	542 89%	222 85%
Gold filled	1728 85%	395 84%	350 86%	550 83%	432 89%	569 82%	307 85%	314 90%	539 87%	789 82%	252 77%	126 82%	164 86%	246 86%	939 88%	317 85%	180 87%	150 94%	292 89%	989 85%	518 85%	221 85%
Gold overlay	1693 84%	384 82%	347 85%	536 81%	426 88%	559 80%	309 85%	303 87%	522 85%	775 81%	245 75%	129 84%	162 85%	240 83%	918 86%	314 85%	180 87%	141 88%	282 86%	986 85%	487 80%	221 85%
Platinum plate	1683 83%	378 80%	353 86%	535 81%	418 86%	601 86%	302 83%	296 85%	484 79%	798 83%	282 87%	132 86%	161 85%	223 77%	885 83%	319 86%	170 81%	135 85%	261 80%	947 82%	523 86%	214 82%
Gold electroplate	1516 75%	335 71%	315 77%	488 74%	377 78%	457 65%	268 74%	289 83%	502 82%	749 78%	235 72%	111 72%	164 86%	239 83%	767 72%	222 60%	157 75%	125 78%	263 80%	873 75%	437 72%	206 79%
Gold washed	1348 67%	300 64%	282 69%	437 66%	330 68%	500 72%	229 63%	255 73%	364 59%	629 66%	234 72%	98 64%	136 71%	161 56%	720 67%	267 72%	130 63%	119 75%	204 62%	756 65%	435 72%	157 60%
Rolled gold plate	1342 66%	306 65%	281 68%	434 66%	321 66%	468 67%	237 65%	233 67%	403 66%	667 70%	232 71%	107 69%	136 72%	192 67%	675 63%	236 64%	130 63%	97 61%	211 64%	760 66%	424 70%	158 60%
Rhodium plating	1291 64%	291 62%	271 66%	414 63%	315 65%	472 68%	226 62%	218 62%	376 61%	623 65%	230 70%	96 62%	124 65%	173 60%	668 63%	242 65%	129 62%	94 59%	203 62%	713 62%	412 68%	167 64%
Vermeil	1031 51%	246 52%	214 52%	333 50%	237 49%	375 54%	177 49%	174 50%	305 50%	493 51%	205 63%	67 43%	95 50%	126 44%	538 50%	170 46%	110 53%	79 50%	179 54%	557 48%	336 55%	138 53%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 79

SUMMARY TABLE OF EXTREMELY/VERY HELPFUL

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Fine gold	1333 66%	310 66%	243 59%	439 66%	342 71% C	352 50%	236 65% F	259 74% F	486 79% FG	633 66%	163 50%	103 67% KP	136 71% KP	231 80% KLPQ	701 66%	189 51%	133 64% KP	124 77% KPQ	255 78% KQPQ	795 69% U	344 57%	193 74% U
Gold plate	1055 52%	246 52%	183 45%	364 55% C	262 54%	319 46%	192 53%	200 57% F	345 56% F	511 53%	155 47%	76 49%	113 60% P	167 58% P	544 51%	164 44%	115 55%	86 54%	178 54%	595 51%	328 54%	133 51%
Gold filled	970 48%	223 48%	176 43%	332 50%	238 49%	280 40%	163 45%	198 57% FG	329 53% F	459 48%	149 46%	59 38%	100 53% P	151 52% P	511 48%	131 35%	104 50% P	98 61% KLP	178 54% LP	536 46%	298 49%	136 52%
Gold overlay	921 45%	210 45%	173 42%	312 47%	226 47%	275 39%	174 48%	159 46%	312 51% F	418 44%	118 36%	71 46%	86 45%	143 50% K	503 47%	157 42%	103 49% K	74 46%	169 52% K	504 44%	286 47%	131 47%
Platinum plate	898 44%	220 47% C	146 36%	307 46% C	226 47% C	296 42%	166 46%	169 48%	267 43%	441 46%	144 44%	79 51%	91 48%	126 44%	457 43%	152 41%	87 42%	79 49%	140 43%	484 42%	291 48%	123 47%
Gold electroplate	743 37%	177 38% C	126 31%	269 41% C	172 35% C	168 24%	138 38% F	156 45% F	282 46% F	380 40%	95 29%	56 36% P	88 46% KP	141 49% KP	364 34%	73 20%	82 40% P	68 42% KP	141 43% KP	432 37%	201 33%	110 42%
Rhodium plating	617 30%	147 31%	112 27%	208 31% C	150 31%	200 29%	110 30%	111 32%	196 32% F	311 32%	117 36% P	45 29%	60 31%	89 31%	307 29%	84 23%	64 31%	52 32%	107 33% P	326 28%	192 32%	99 38% T
Rolled gold plate	563 28%	140 30%	112 27%	203 31% E	107 22%	188 27%	85 23%	94 27%	196 32% F	280 29%	106 32%	35 23%	49 26%	90 31% P	283 27%	82 22%	50 24%	45 28%	106 32% P	294 25%	182 30%	87 33%
Gold washed	542 27%	134 28%	94 23%	198 30% E	116 24%	176 25%	90 25%	93 27%	183 30% F	258 27%	98 30%	36 23%	46 24%	78 27% P	284 27%	78 21%	54 26%	47 29%	106 32% P	279 24%	181 30%	82 31%
Vermeil	456 23%	114 24%	71 17%	164 25% C	107 22%	116 17%	84 23%	88 25% F	168 27% F	216 23%	77 24% P	29 19%	44 23% P	66 23% P	240 23%	39 11%	55 27% P	43 27% P	103 31% P	248 21%	129 21%	79 30% TU

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY TABLE OF NOT AT ALL HELPFUL

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Vermeil	995 49%	223 48%	195 48%	329 50%	248 51%	323 46%	186 51%	176 50%	311 50%	466 49%	122 37%	88 57% K	95 50%	161 56% KS	529 50%	201 54% K	98 47%	81 50%	149 46%	601 52%	271 45%	123 47%
Rhodium plating	735 36%	179 38%	139 34%	248 37%	169 35%	226 32%	137 38%	132 38%	240 39%	336 35%	96 30%	58 38%	67 35%	115 40%	399 37%	129 35%	79 38%	65 41%	125 38%	445 38%	195 32%	94 36%
Rolled gold plate	684 34%	163 35%	129 32%	228 34%	164 34%	229 33%	126 35%	117 33%	212 34%	292 30%	94 29%	48 31%	54 28%	96 33%	392 37% J	135 36%	78 37%	63 39%	117 36%	398 34%	183 30%	103 40%
Gold washed	677 33%	170 36%	128 31%	225 34%	155 32%	197 28%	134 37%	95 27%	251 41% FH	330 34%	92 28%	56 36%	55 29%	127 44% KMPR	348 33%	105 28%	78 37%	41 25%	124 38% R	402 35%	172 28%	103 40%
Gold electroplate	510 25%	134 29%	95 23%	174 26%	107 22%	241 35% HI	95 26% I	61 17%	114 18%	210 22%	91 28% MN	44 28% M	26 14%	49 17%	301 28% J KMNQRS	149 40%	51 25%	35 22%	65 20%	285 25%	171 28%	54 21%
Platinum plate	342 17%	92 20%	57 14%	127 19%	66 14%	96 14%	61 17%	54 15%	132 21% F	160 17%	44 13%	22 14%	29 15%	65 23% KP	182 17%	53 14%	39 19%	25 15%	66 20%	211 18%	84 14%	47 18%
Gold overlay	332 16%	86 18%	63 15%	126 19% E	58 12%	138 20%	53 15%	47 13%	94 15%	183 19% O	81 25% QRS	25 16%	29 15%	48 17%	149 14%	57 15%	28 13%	18 12%	46 14%	172 15%	121 20%	40 15%
Gold filled	298 15%	74 16%	59 14%	112 17%	53 11%	129 18% HI	56 15%	36 10%	77 13%	170 18% O	74 23% RS	28 18% R	26 14%	42 14% R	128 12%	55 15%	28 13%	10 6%	35 11%	169 15%	89 15%	39 15%
Gold plate	250 12%	64 14%	38 9%	106 16% CE	43 9%	89 13%	45 12%	40 11%	76 12%	116 12%	36 11%	19 12%	24 12%	37 13%	134 13%	53 14%	26 12%	16 10%	39 12%	146 13%	65 11%	39 15%
Fine gold	210 10%	52 11%	41 10%	82 12%	34 7%	108 16% HI	37 10%	25 7%	40 7%	107 11%	48 15% RS	22 14% S	16 8%	22 8%	103 10%	61 16% NQRS	15 7%	9 5%	18 6%	106 9%	80 13%	24 9%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 1. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 81

1. Vermeil

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1031 51%	246 52%	214 52%	333 50%	237 49%	375 54%	177 49%	174 50%	305 50%	493 51%	205 63% LNP	67 43%	95 50%	126 44%	538 50%	170 46%	110 53%	79 50%	179 54% N	557 48%	336 55%	138 53%
EXTREMELY/VERY HELPFUL (SUB-NET)	456 23%	114 24%	71 17%	164 25% C	107 22%	116 17%	84 23%	88 25% F	168 27% F	216 23%	77 24% P	29 19%	44 23% P	66 23% P	240 23%	39 11%	55 27% P	43 27% P	103 31% P	248 21%	129 21%	79 30% TU
Extremely helpful	163 8%	51 11% E	40 10%	48 7%	24 5%	36 5%	19 5%	38 11% F	70 11% FG	73 8%	24 7%	5 3%	17 9%	26 9% P	90 8%	12 3%	13 6%	21 13% LP	44 13% LP	80 7%	35 6% TU	48 18% TU
Very helpful	293 14%	63 13% C	31 7%	116 18% C	83 17% C	79 11%	66 18%	50 14%	98 16%	143 15%	53 16% P	24 15%	27 14%	39 14% P	150 14%	27 7%	42 20% P	23 14%	59 18% P	167 14%	94 16%	31 12%
Somewhat helpful	575 28%	132 28%	143 35% D	170 26%	130 27%	259 37% GHI	93 26%	87 25%	137 22%	277 29%	128 39% NQRS	38 25%	51 27%	61 21%	298 28%	131 35% NRS	55 26%	36 22%	76 23%	309 27%	207 34% TV	59 23%
Not at all helpful	995 49%	223 48%	195 48%	329 50%	248 51%	323 46%	186 51%	176 50%	311 50%	466 49%	122 37%	88 57% K	95 50%	161 56% KS	529 50%	201 54% K	98 47%	81 50%	149 46%	601 52%	271 45%	123 47%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 2. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 82

2. Gold filled

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1728 85%	395 84%	350 86%	550 83%	432 89%	569 82%	307 85%	314 90%	539 87%	789 82%	252 77%	126 82%	164 86%	246 86%	939 88%	317 85%	180 87%	150 94%	292 89%	989 85%	518 85%	221 85%
EXTREMELY/VERY HELPFUL (SUB-NET)	970 48%	223 48%	176 43%	332 50%	238 49%	280 40%	163 45%	198 57%	329 53%	459 48%	149 46%	59 38%	100 53%	151 52%	511 48%	131 35%	104 50%	98 61%	178 54%	536 46%	298 49%	136 52%
Extremely helpful	330 16%	77 16%	69 17%	110 17%	74 15%	87 12%	61 17%	74 21%	108 18%	150 16%	44 14%	19 12%	36 19%	50 17%	180 17%	42 11%	42 20%	38 24%	59 18%	188 16%	80 13%	63 24%
Very helpful	640 32%	146 31%	107 26%	222 34%	164 34%	193 28%	102 28%	124 35%	221 36%	309 32%	104 32%	40 26%	64 34%	101 35%	331 31%	89 24%	62 30%	60 37%	120 37%	348 30%	218 36%	73 28%
Somewhat helpful	758 37%	172 37%	174 42%	218 33%	194 40%	289 41%	144 40%	116 33%	210 34%	330 34%	103 32%	67 44%	64 33%	96 33%	428 40%	186 50%	76 37%	52 33%	114 35%	453 39%	220 36%	85 33%
Not at all helpful	298 15%	74 16%	59 14%	112 17%	53 11%	129 18%	56 15%	36 10%	77 13%	170 18%	74 23%	28 18%	26 14%	42 14%	128 12%	55 15%	28 13%	10 6%	35 11%	169 15%	89 15%	39 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 3. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 83

3. Gold electroplate

Base Qualified Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1516 75%	335 71%	315 77%	488 74%	377 78%	457 65%	268 74%	289 83%	502 82% FG	749 78% O	235 72% P	111 72%	164 86% KLP	239 83% KP	767 72%	222 60%	157 75% P	125 78% P	263 80% P	873 75%	437 72%	206 79%
EXTREMELY/VERY HELPFUL (SUB-NET)	743 37%	177 38%	126 31%	269 41% C	172 35%	168 24%	138 38% F	156 45% F	282 46% F	380 40%	95 29%	56 36% P	88 46% KP	141 49% KP	364 34%	73 20%	82 40% P	68 42% KP	141 43% KP	432 37%	201 33%	110 42%
Extremely helpful	238 12%	72 15%	40 10%	77 12%	50 10%	52 7%	43 12%	56 16% F	87 14% F	118 12%	27 8%	16 10%	33 17% P	43 15% P	120 11%	25 7%	27 13%	23 14% P	45 14% P	131 11%	62 10%	46 18% TU
Very helpful	505 25%	105 22%	86 21%	192 29% C	122 25%	115 17%	95 26% F	100 29% F	194 32% F	261 27%	68 21%	40 26% P	55 29% P	98 34% KP	244 23%	48 13%	55 26% P	45 28% P	96 29% P	302 26%	139 23%	64 25%
Somewhat helpful	772 38%	159 34%	189 46% BD	219 33%	206 42% D	289 41%	129 36%	133 38%	220 36%	369 39%	140 43%	55 36%	76 40%	98 34%	403 38%	149 40%	75 36%	57 36%	122 37%	440 38%	236 39%	96 37%
Not at all helpful	510 25%	134 29%	95 23%	174 26% C	107 22%	241 35% HI	95 26% I	61 17%	114 18%	210 22%	91 28% MN	44 28% M	26 14%	49 17%	301 28% J KMNQRS	149 40%	51 25%	35 22%	65 20%	285 25%	171 28%	54 21%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 4. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 84

4. Rolled gold plate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1342 66%	306 65%	281 68%	434 66%	321 66%	468 67%	237 65%	233 67%	403 66%	667 70% O	232 71%	107 69%	136 72%	192 67%	675 63%	236 64%	130 63%	97 61%	211 64%	760 66%	424 70%	158 60%
EXTREMELY/VERY HELPFUL (SUB-NET)	563 28%	140 30%	112 27%	203 31% E	107 22%	188 27%	85 23%	94 27%	196 32%	280 29%	106 32%	35 23%	49 26%	90 31% P	283 27%	82 22%	50 24%	45 28%	106 32% P	294 25%	182 30%	87 33%
Extremely helpful	179 9%	58 12%	31 7%	54 8%	37 8%	52 7%	17 5%	42 12% G	68 11% G	78 8%	23 7%	5 3%	22 12%	28 10%	100 9%	29 8%	12 6%	20 13% L	40 12%	95 8%	46 8%	38 15% TU
Very helpful	384 19%	82 18%	81 20%	150 23% E	71 15%	136 20%	68 19%	52 15%	128 21%	202 21%	83 25% P	30 19%	27 14%	62 22%	182 17%	53 14%	38 18%	25 15%	66 20%	199 17%	136 22%	49 19%
Somewhat helpful	779 38%	166 35%	169 41%	230 35% D	214 44% D	280 40%	152 42%	139 40%	208 34%	387 40%	126 39%	72 46%	87 46% S	102 36%	392 37%	154 42%	80 38%	52 33%	105 32%	466 40% V	242 40% V	71 27%
Not at all helpful	684 34%	163 35%	129 32%	228 34%	164 34%	229 33%	126 35%	117 33%	212 34%	292 30%	94 29%	48 31%	54 28%	96 33%	392 37% J	135 36%	78 37%	63 39%	117 36%	398 34%	183 30%	103 40%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 5. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 85

5. Gold overlay

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1693 84%	384 82%	347 85%	536 81%	426 88% D	559 80%	309 85%	303 87%	522 85%	775 81%	245 75%	129 84%	162 85%	240 83%	918 86% J	314 85%	180 87% K	141 88% K	282 86% K	986 85%	487 80%	221 85%
EXTREMELY/VERY HELPFUL (SUB-NET)	921 45%	210 45%	173 42%	312 47%	226 47%	275 39%	174 48%	159 46%	312 51% F	418 44%	118 36%	71 46%	86 45%	143 50% K	503 47%	157 42%	103 49% K	74 46%	169 52% K	504 44%	286 47%	131 50%
Extremely helpful	294 15%	76 16%	48 12%	91 14%	79 16%	91 13%	42 12%	63 18%	98 16%	120 13%	34 11%	11 7%	29 15%	46 16%	174 16%	56 15%	31 15%	34 21% KL	52 16%	156 13%	79 13%	59 23% TU
Very helpful	627 31%	135 29%	125 30%	221 33%	147 30%	184 26%	132 36% F	96 27%	214 35% F	298 31%	83 26%	61 39%	57 30%	97 34%	329 31%	101 27%	72 34%	39 25%	117 36%	347 30%	208 34%	72 28%
Somewhat helpful	773 38%	174 37%	174 43% D	224 34%	201 41%	284 41%	135 37%	144 41%	210 34%	358 37%	127 39%	58 37%	76 40%	97 34%	415 39%	157 42%	77 37%	68 42%	113 34%	483 42% U	200 33%	90 34%
Not at all helpful	332 16%	86 18%	63 15%	126 19% E	58 12%	138 20%	53 15%	47 13%	94 15%	183 19% O	81 25% QRS	25 16%	29 15%	48 17%	149 14%	57 15%	28 13%	18 12%	46 14%	172 15%	121 20%	40 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 6. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 86

6. Rhodium plating

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1291 64%	291 62%	271 66%	414 63%	315 65%	472 68%	226 62%	218 62%	376 61%	623 65%	230 70%	96 62%	124 65%	173 60%	668 63%	242 65%	129 62%	94 59%	203 62%	713 62%	412 68%	167 64%
EXTREMELY/VERY HELPFUL (SUB-NET)	617 30%	147 31%	112 27%	208 31%	150 31%	200 29%	110 30%	111 32%	196 32%	311 32%	117 36%	45 29%	60 31%	89 31%	307 29%	84 23%	64 31%	52 32%	107 33%	326 28%	192 32%	99 38%
Extremely helpful	206 10%	65 14% E	47 11%	59 9%	35 7%	64 9%	25 7%	44 13%	73 12%	97 10%	34 10%	6 4%	22 11%	36 12%	109 10%	30 8%	19 9%	22 14% L	38 11%	102 9%	56 9%	48 18% TU
Very helpful	411 20%	83 18%	65 16%	149 22%	115 24%	136 20%	85 23%	68 19%	123 20%	214 22%	83 25% P	40 26%	38 20%	53 18%	198 19%	53 14%	45 22%	29 18%	70 21%	224 19%	137 22%	51 20%
Somewhat helpful	674 33%	144 31%	159 39%	205 31%	165 34%	271 39% I	116 32%	107 31%	180 29%	312 33%	113 35%	51 33%	64 34%	84 29%	362 34%	158 43% NRS	65 31%	43 27%	96 29%	386 33%	220 36% V	68 26%
Not at all helpful	735 36%	179 38%	139 34%	248 37%	169 35%	226 32%	137 38%	132 38%	240 39%	336 35%	96 30%	58 38%	67 35%	115 40%	399 37%	129 35%	79 38%	65 41%	125 38%	445 38%	195 32%	94 36%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 7. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 87

7. Fine gold

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1816 90%	418 89%	369 90%	580 88%	450 93%	589 84%	326 90%	326 93%	575 93%	851 89%	279 85%	133 86%	174 92%	266 92%	965 90%	311 84%	193 93%	151 95%	309 94%	1052 91%	527 87%	237 91%
EXTREMELY/VERY HELPFUL (SUB-NET)	1333 66%	310 66%	243 59%	439 66%	342 71%	352 50%	236 65%	259 74%	486 79%	633 66%	163 50%	103 67%	136 71%	231 80%	701 66%	189 51%	133 64%	124 77%	255 78%	795 69%	344 57%	193 74%
Extremely helpful	620 31%	146 31%	117 29%	212 32%	144 30%	128 18%	98 27%	130 37%	265 43%	279 29%	56 17%	43 28%	66 35%	114 39%	341 32%	72 19%	54 26%	64 40%	151 46%	390 34%	124 20%	106 41%
Very helpful	713 35%	164 35%	126 31%	226 34%	197 41%	224 32%	138 38%	129 37%	221 36%	353 37%	107 33%	60 39%	70 37%	117 41%	359 34%	117 32%	79 38%	59 37%	104 32%	406 35%	220 36%	87 33%
Somewhat helpful	483 24%	108 23%	126 31%	141 21%	108 22%	237 34%	90 25%	66 19%	90 15%	219 23%	115 35%	30 19%	39 20%	35 12%	264 25%	122 35%	60 29%	28 17%	55 17%	257 22%	183 30%	43 17%
Not at all helpful	210 10%	52 11%	41 10%	82 12%	34 7%	108 16%	37 10%	25 7%	40 7%	107 11%	48 15%	22 14%	16 8%	22 8%	103 10%	61 16%	15 7%	9 5%	18 6%	106 9%	80 13%	24 9%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 8. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 88

8. Gold plate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1776 88%	406 86%	372 91%	556 84%	442 91%	608 87%	317 88%	310 89%	540 88%	843 88%	290 89%	135 88%	166 88%	251 87%	933 87%	318 86%	182 88%	144 90%	289 88%	1012 87%	542 89%	222 85%
EXTREMELY/VERY HELPFUL (SUB-NET)	1055 52%	246 52%	183 45%	364 55%	262 54%	319 46%	192 53%	200 57%	345 56%	511 53%	155 47%	76 49%	113 60%	167 58%	544 51%	164 44%	115 55%	86 54%	178 54%	595 51%	328 54%	133 51%
Extremely helpful	372 18%	98 21%	63 15%	119 18%	92 19%	116 17%	66 18%	74 21%	116 19%	172 18%	49 15%	31 20%	40 21%	52 18%	200 19%	67 18%	35 17%	34 21%	64 19%	198 17%	112 18%	62 24%
Very helpful	684 34%	148 32%	120 29%	245 37%	170 35%	203 29%	126 35%	125 36%	229 37%	340 35%	106 32%	45 29%	73 39%	115 40%	344 32%	97 26%	81 39%	52 33%	115 35%	397 34%	216 36%	71 27%
Somewhat helpful	721 36%	160 34%	189 46%	192 29%	180 37%	290 42%	126 35%	111 32%	195 32%	331 35%	135 41%	59 38%	53 28%	84 29%	390 37%	154 42%	67 32%	58 36%	111 34%	417 36%	214 35%	89 34%
Not at all helpful	250 12%	64 14%	38 9%	106 16%	43 9%	89 13%	45 12%	40 11%	76 12%	116 12%	36 11%	19 12%	24 12%	37 13%	134 13%	53 14%	26 12%	16 10%	39 12%	146 13%	65 11%	39 15%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 9. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 89

9. Platinum plate

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1683 83%	378 80%	353 86%	535 81%	418 86%	601 86%	302 83%	296 85%	484 79%	798 83%	282 87% N	132 86%	161 85%	223 77%	885 83%	319 86% N	170 81%	135 85%	261 80%	947 82%	523 86%	214 82%
EXTREMELY/VERY HELPFUL (SUB-NET)	898 44%	220 47% C	146 36%	307 46% C	226 47% C	296 42%	166 46%	169 48%	267 43%	441 46%	144 44%	79 51%	91 48%	126 44%	457 43%	152 41%	87 42%	79 49%	140 43%	484 42%	291 48%	123 47%
Extremely helpful	294 15%	79 17%	65 16%	91 14%	58 12%	101 15%	39 11%	62 16%	91 15%	141 15%	53 16%	12 8%	34 18%	42 15%	153 14%	49 13%	28 13%	28 17%	49 15%	151 13%	80 13%	63 24% TU
Very helpful	604 30%	141 30% C	80 20%	216 33% C	167 35% C	195 28%	126 35%	107 31%	175 28%	300 31%	91 28%	68 44% KNPS	56 30%	84 29%	304 29%	103 28%	59 28%	51 32%	91 28%	333 29%	211 35% V	60 23%
Somewhat helpful	786 39%	158 34%	207 51% BDE	228 34%	193 40%	305 44% I	136 37%	127 36%	218 35%	358 37%	138 42%	53 34%	70 37%	96 33%	428 40%	167 45% N	83 40%	57 35%	121 37%	463 40%	232 38%	91 35%
Not at all helpful	342 17%	92 20%	57 14%	127 19%	66 14%	96 14%	61 17%	54 15%	132 21% F	160 17%	44 13%	22 14%	29 15%	65 23% KP	182 17%	53 14%	39 19%	25 15%	66 20%	211 18%	84 14%	47 18%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q906 10. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 90

10. Gold washed

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT HELPFUL (NET)	1348 67%	300 64%	282 69%	437 66%	330 68%	500 72% ↓	229 63%	255 73% ↓	364 59%	629 66%	234 72% N	98 64%	136 71% N	161 56%	720 67%	267 72% N	130 63%	119 75% NS	204 62%	756 65%	435 72% V	157 60%
EXTREMELY/VERY HELPFUL (SUB-NET)	542 27%	134 28%	94 23%	198 30%	116 24%	176 25%	90 25%	93 27%	183 30%	258 27%	98 30%	36 23%	46 24%	78 27%	284 27%	78 21%	54 26%	47 29%	106 32% P	279 24%	181 30%	82 31%
Extremely helpful	188 9%	56 12% E	39 10%	64 10%	29 6%	58 8%	17 5%	43 12% G	70 11% G	87 9%	30 9%	6 4%	18 10%	33 11%	101 10%	28 8%	11 5%	25 16% LPQ	37 11%	102 9%	52 9%	34 13%
Very helpful	354 17%	77 16%	55 14%	134 20%	87 18%	118 17%	73 20%	50 14%	113 18%	171 18%	69 21%	30 19%	28 15%	45 15%	183 17%	49 13%	43 21%	22 14%	69 21%	177 15%	129 21% I	48 19%
Somewhat helpful	806 40%	166 35%	188 46% BD	239 36%	214 44%	324 47% ↓	139 38% ↓	162 46% ↓	181 29%	371 39%	136 42% NS	63 41%	89 47% NS	83 29%	435 41%	189 51% NQS	76 37%	73 45% NS	98 30%	476 41% V	255 42% V	75 29%
Not at all helpful	677 33%	170 36%	128 31%	225 34%	155 32%	197 28%	134 37%	95 27%	251 41% FH	330 34%	92 28%	56 36%	55 29%	127 44% KMFR	348 33%	105 28%	78 37%	41 25%	124 38% R	402 35%	172 28%	103 40% U
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q910. If you were buying plated jewelry (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know the thickness of the plating, or the percentage of precious metal in the entire item?

Base Qualified Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Percentage of precious metal in the entire item	1131 56%	275 59%	215 52%	375 57%	267 55%	367 53%	191 53%	206 59%	368 60%	551 57%	169 52%	93 60%	108 57%	181 63% Q	580 54%	198 53%	98 47%	99 61% Q	187 57%	673 58%	315 52%	143 55%
Thickness of the plating	482 24%	96 21%	100 24%	172 26%	114 24%	161 23%	83 23%	91 26%	147 24%	213 22%	78 24%	18 12%	52 27% L	64 22%	269 25%	83 22%	64 31% L	39 25%	82 25% L	266 23%	143 23%	74 28%
Not sure	412 20%	98 21%	95 23%	116 17%	103 21%	169 24% HI	89 25% HI	53 15%	101 16%	195 20%	78 24% N	43 28% NR	31 16%	42 15%	218 20%	91 24% NR	46 22%	22 14%	59 18%	219 19%	149 25%	44 17%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q916. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry	1861 92%	442 94%	377 92%	599 90%	444 92%	597 86%	325 90%	333 95% F	606 98% FGH	857 89%	269 83%	131 85%	174 92%	282 98% KLMPQ	1005 94% J	328 88%	194 93% K	159 89% KLMPQ	324 99% KLMPQ	1105 95% UV	541 89%	215 83%
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal	1819 90%	430 92%	371 90%	593 90%	425 88%	555 80%	336 93% F	336 96% F	591 96% F	859 90%	259 79%	143 93% KP	182 96% KP	275 95% KP	960 90%	297 80%	193 93% KP	154 96% KP	316 96% KP	1076 93% U	508 84%	235 90%
A stamp (e.g., 14k, 925) on a jewelry product indicates that it must be made of a precious metal	1600 79%	354 75%	346 84% BD	511 77%	389 80%	485 70%	294 81% F	293 84% F	528 86% F	738 77%	227 70%	121 78%	154 81%	236 82% KP	862 81%	258 70%	173 83% KP	139 87% KP	292 89% KLNP	966 83% UV	442 73%	192 74%
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals	1491 74%	342 73%	317 77%	491 74%	341 70%	468 67%	282 78% F	258 74%	483 78% F	688 72%	221 68%	119 77%	133 70%	215 75%	803 75%	246 66%	163 78% P	125 78% P	268 82% KMP	869 75%	425 70%	197 76%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q916. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE**

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals	535 26%	128 27%	93 23%	171 26%	144 30%	230 33% GI	81 22%	92 26%	133 22%	270 28%	105 32% S	36 23%	57 30% S	73 25%	265 25%	125 34% QRS	45 22%	35 22%	60 18%	289 25%	183 30%	64 24%
A stamp (e.g., 14k, 925) on a jewelry product indicates that it must be made of a precious metal	426 21%	116 25% C	64 16%	151 23% C	95 20%	212 30% GHI	69 19%	57 16%	88 14%	221 23%	99 30% NQRS	33 22% S	36 19%	52 18% S	205 19%	113 30% NQRS	36 17%	21 13%	35 11%	192 17%	165 27% T	68 26% T
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal	207 10%	40 8%	39 10%	69 10%	60 12%	142 20% GHI	26 7%	14 4%	25 4%	100 10%	67 21% LMNQRS	11 7%	8 4%	13 5%	108 10%	75 20% LMNQRS	15 7%	6 4%	12 4%	82 7%	99 16% T	26 10%
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry	164 8%	28 6%	33 8%	64 10%	40 8%	101 14% HI	37 10% I	17 5% I	9 2%	102 11% O	57 17% NQRS	23 15% NRS	16 8% NRS	6 2%	63 6%	44 12% NRS	14 7% NRS	1 1%	4 1%	53 5%	66 11% T	45 17% T

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q916 1. How much do you agree or disagree with each of the following statements?

1. If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1861 92%	442 94%	377 92%	599 90%	444 92%	597 86%	325 90%	333 95% F	606 98% FGH	857 89%	269 83%	131 85%	174 92%	282 98% KLMPQ	1005 94% J	328 88%	194 93% K	159 99% KLMPQ	324 99% KLMPQ	1105 95% UV	541 89%	215 83%
Strongly agree	1350 67%	313 67%	265 65%	426 64%	346 71%	362 52%	229 63% F	264 75% FG	495 80% FG	617 64%	158 48%	90 58%	139 73% KP	231 80% KLPQ	733 69%	204 55%	139 67% K	125 78% KLP	264 81% KLPQ	841 73% U	338 56%	172 66%
Somewhat agree	511 25%	129 27%	112 27%	172 26%	98 20%	235 34% HI	96 27% I	69 20%	112 18%	240 25% MNRS	111 34%	41 27%	36 19%	52 18%	272 25% MNRS	123 33%	55 26%	33 21%	60 18%	264 23%	204 34% TV	44 17%
STRONGLY/SOMEWHAT DISAGREE (NET)	164 8%	28 6%	33 8%	64 10%	40 8%	101 14% HI	37 10% I	17 5%	9 2%	102 11% O	57 17% NQRS	23 15% NRS	16 8% NRS	6 2%	63 6% NRS	44 12% NRS	14 7% NRS	1 1%	4 1%	53 5%	66 11% T	45 17%
Somewhat disagree	112 6%	15 3%	32 8% B	40 6%	25 5%	72 10% HI	27 8% HI	7 2%	6 1%	69 7% O	43 13% MNRS	16 10% NRS	6 3%	3 1%	43 4% NRS	29 8% NRS	11 5% NRS	1 1%	2 1%	37 3%	39 6% TU	36 14% TU
Strongly disagree	52 3%	13 3% C	1 0%	23 4% C	15 3% C	29 4% I	10 3% I	10 3% I	3 1%	33 3% S	14 4% S	7 5% S	10 5% NS	2 1%	19 2% S	14 4% S	3 1%	*	1 1%	17 1%	27 4% T	9 4%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q916 2. How much do you agree or disagree with each of the following statements?

2. When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1491 74%	342 73%	317 77%	491 74%	341 70%	468 67%	282 78% F	258 74%	483 78% F	688 72%	221 68%	119 77%	133 70%	215 75%	803 75%	246 66%	163 78% P	125 78% P	268 82% KMP	869 75%	425 70%	197 76%
Strongly agree	512 25%	109 23%	102 25%	175 26%	126 26%	138 20%	74 20%	115 33% FG	185 30% FG	241 25%	70 21%	19 12%	63 33% LP	90 31% LP	270 25%	68 18%	55 26% L	52 33% LP	95 29% LP	308 27%	136 22%	67 26%
Somewhat agree	979 48%	233 50%	215 52%	317 48%	215 44%	330 47%	208 57% FH	143 41%	298 48%	447 47%	151 46%	100 65% KMNPR	71 37%	125 43%	532 50%	179 48%	108 52% M	73 46%	173 53% M	561 48%	289 48%	129 50%
STRONGLY/SOMEWHAT DISAGREE (NET)	535 26%	128 27%	93 23%	171 26%	144 30%	230 33% GI	81 22%	92 26%	133 22%	270 28%	105 32% S	36 23%	57 33% S	73 25%	265 25%	125 34% QRS	45 22%	35 22%	60 18%	289 25%	183 30%	64 24%
Somewhat disagree	402 20%	102 22%	79 19%	126 19%	95 20%	172 25% I	62 17%	65 19%	103 17%	210 22%	82 25% RS	29 19%	44 23%	55 19%	192 18%	89 24% RS	33 16%	21 13%	48 15%	221 19%	148 24% V	33 13%
Strongly disagree	133 7%	26 6%	14 3%	44 7%	48 10% C	58 8%	19 5%	27 8%	29 5%	60 6%	22 7%	6 4%	13 7%	18 6%	73 7%	36 10% S	12 6%	14 9%	11 3%	67 6%	35 6% TU	31 12%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q916 3. How much do you agree or disagree with each of the following statements?

3. If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1819 90%	430 92%	371 90%	593 90%	425 88%	555 80%	336 93%	336 96%	591 96%	859 90%	259 79%	143 93% KP	182 96% KP	275 95% KP	960 90%	297 80%	193 93% KP	154 96% KP	316 96% KP	1076 93% U	508 84%	235 90%
Strongly agree	1240 61%	283 60%	241 59%	411 62%	304 63%	323 46%	228 63% F	256 73% F	433 70% F	563 59%	140 43%	92 60% K	138 73% KP	192 67% KP	677 63%	183 49%	136 65% KP	117 73% KP	241 73% KP	757 65% U	309 51%	174 67% U
Somewhat agree	579 29%	147 31%	129 32%	182 27%	120 25%	232 33% HI	108 30%	80 23%	158 26%	296 31%	119 36% RS	51 33%	44 23%	83 29%	282 26%	113 30%	57 28%	36 23%	75 23%	319 28%	199 33%	60 23%
STRONGLY/SOMEWHAT DISAGREE (NET)	207 10%	40 8%	39 10%	69 10%	60 12%	142 20% GHI	26 7%	14 4%	25 4%	100 10% LMNQRS	67 21%	11 7%	8 4%	13 5%	108 10% LMNQRS	75 20%	15 7%	6 4%	12 4%	82 7%	99 16%	26 10%
Somewhat disagree	138 7%	26 6%	34 8%	42 6%	36 7%	97 14% GHI	14 4%	7 2%	20 3%	62 6% LMNQRS	46 14%	4 2%	2 1%	10 3%	77 7% LMNQRS	51 14%	11 5%	4 3%	11 3%	61 5%	72 12% TV	6 2%
Strongly disagree	69 3%	13 3%	5 1%	27 4%	24 5% C	45 6% HI	12 3% I	7 2%	5 1%	38 4%	22 7% NS	8 5% S	6 3%	3 1%	31 3% NRS	24 6%	5 2%	1 1%	1	21 2%	28 5% T	20 8% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q916 4. How much do you agree or disagree with each of the following statements?
 4. A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1600 79%	354 75%	346 84% BD	511 77%	389 80%	485 70%	294 81%	293 84% F	528 86% F	738 77%	227 70%	121 78%	154 81%	236 82% KP	862 81%	258 70%	173 83% KP	139 87% KP	292 89% KLNP	966 83% UV	442 73%	192 74%
Strongly agree	805 40%	172 37%	180 44%	270 41%	183 38%	213 31%	134 37%	160 46% F	298 48% FG	359 37%	93 29%	49 32%	93 49% KP	124 43% KP	446 42%	120 32%	85 41%	67 42% K	174 53% KLQP	483 42%	212 35%	111 43%
Somewhat agree	795 39%	182 39%	165 40%	241 36%	207 43%	272 39%	160 44%	133 38%	230 37%	378 39%	134 41%	72 47%	61 32%	111 39%	416 39%	138 37%	88 42%	72 45%	119 36%	483 42% V	230 38%	81 31%
STRONGLY/SOMEWHAT DISAGREE (NET)	426 21%	116 25% C	64 16%	151 23% C	95 20%	212 30% GHI	69 19%	57 16%	88 14%	221 23%	99 30% NQRS	33 22% S	36 19%	52 18% S	205 19%	113 30% NQRS	36 17%	21 13%	35 11%	192 17%	165 27% T	68 26%
Somewhat disagree	298 15%	81 17% C	43 11%	105 16%	68 14%	143 20% HI	48 13%	44 13%	63 10%	157 16%	66 20% RS	23 15%	29 15%	39 13% S	141 13%	76 21% RS	25 12%	16 10%	24 7%	130 11%	128 21% T	40 15%
Strongly disagree	128 6%	34 7% C	21 5%	47 7%	27 6%	70 10% HI	21 6%	13 4%	25 4%	64 7%	33 10% S	10 7%	7 4%	14 5%	64 6%	37 10% S	11 5%	5 3%	12 4%	62 5%	38 6% T	29 11% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q920. If you were buying an item that was a mixture of precious metals, how important would it be to know how much of each precious metal was in that item?

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 Table 98

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT IMPORTANT (NET)	1974 97%	461 98%	403 98%	635 96%	475 98%	665 95%	358 99%	339 97%	613 100% FH	923 96%	302 93%	153 99%	182 96%	285 99% K	1052 99% J	363 98%	205 98%	156 98% KMR	328 100% KMR	1141 99% U	581 96%	253 97%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1613 80%	380 81%	327 80%	518 78%	388 80%	490 70%	286 79%	303 87% F	534 87% FG	802 84% O	229 70%	142 92% KPQ	169 89% KPQ	263 91% KPQS	811 76%	261 70%	144 69%	135 84% KPQ	272 83% KPQ	964 83% U	444 73%	205 79%
Extremely important	898 44%	196 42%	184 45%	288 44%	230 47%	232 33%	146 40%	195 56% FG	326 53% FG	447 47%	110 34%	64 42%	120 63% KLPQR	153 53% KPQ	451 42%	121 33%	82 39%	75 47% P	173 53% KPQ	557 48% U	230 38%	111 42%
Very important	715 35%	183 39%	143 35%	230 35%	159 33%	258 37%	139 38%	109 31%	209 34%	355 37%	118 36%	78 50% MQS	49 26%	110 38%	360 34%	140 38%	62 30%	59 37%	99 30%	407 35%	213 35%	95 36%
Somewhat important	361 18%	81 17%	76 19%	117 18%	87 18%	175 25% HI	72 20% HI	35 10%	79 13%	121 13%	73 22% LMN	11 7%	13 7%	23 8%	241 23% J	102 27% LMNRS	61 29% LMNRS	22 14%	56 17% MN	177 15%	137 23% T	47 18%
Not at all important	51 3%	9 2%	7 2%	27 4%	9 2%	33 5% I	5 1%	11 3% I	2 *	36 4% O	24 7% NS	1 1%	8 4% S	2 1%	15 1% J	8 2% LMNRS	4 2% LMNRS	3 2% S	- -	17 1%	26 4% T	8 3%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q925. Would you prefer to know the amount of each precious metal by percentage, or by weight?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Percentage	1314 65%	293 62%	265 65%	443 67%	313 65%	472 68%	239 66%	227 65%	376 61%	612 64%	228 70%	88 57%	120 63%	176 61%	702 66%	244 66%	151 72% NS	107 67%	200 61%	748 65%	410 68%	156 60%
Weight	712 35%	177 38%	144 35%	219 33%	171 35%	225 32%	124 34%	123 35%	240 39%	347 36%	98 30%	66 43%	70 37%	112 39% Q	365 34%	127 34%	57 28%	53 33%	128 39% Q	410 35%	197 32%	105 40%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q930. If you were buying an item that was made of a precious metal mixed with non-precious metal(s), how important would it be to know how much precious metal and non-precious metal was in that item?

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 Table 100

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT IMPORTANT (NET)	1988 98%	465 99%	407 99%	645 97%	472 97%	677 97%	359 99%	341 97%	612 99% FH	941 98%	320 98%	154 100%	182 96%	284 99%	1048 98%	357 96%	204 98%	158 99%	328 100% MP	1143 99%	590 97%	255 98%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1669 82%	389 83%	318 78%	553 84%	408 84%	523 75%	291 80%	302 86% F	554 90% FG	809 84%	245 75%	141 91% KPQ	161 85% Q	262 91% KPQ	860 81%	277 75%	150 72%	140 88% KPQ	292 89% KPQ	994 86% U	460 76%	215 82%
Extremely important	1006 50%	227 48%	200 49%	327 49%	251 52%	263 38%	169 47%	203 58% FG	372 60% FG	478 50%	113 35%	68 44%	121 64% KLPQ	176 61% KLPQ	528 49%	150 40%	101 49% K	82 51% K	195 60% KLP	628 54% U	249 41%	129 49%
Very important	663 33%	162 35%	118 29%	226 34%	157 32%	260 37% I	122 34%	99 28%	182 30%	330 34%	132 40% MQ	73 47% MNQS	40 21%	85 30%	332 31%	128 34% M	48 23%	59 37% MQ	97 30%	366 32%	211 35%	86 33%
Somewhat important	320 16%	76 16%	88 22% DE	92 14%	64 13%	154 22% HI	68 19% I	39 11%	58 9%	132 14% LMNRS	75 23% LMNRS	14 9%	21 11%	23 8%	187 18% LNRS	79 21% LMNRS	55 26% LMNRS	18 11%	36 11%	149 13%	130 21% I	40 15%
Not at all important	37 2%	5 1%	3 1%	17 3%	12 3%	21 3% I	4 1%	10 3% I	3 1%	18 2%	6 2%	-	8 4% S	3 1%	20 2%	15 4% S	4 2%	1 1%	-	15 1%	17 3%	5 2%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q935. Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Percentage	1364 67%	309 66%	298 73%	435 66%	322 66%	478 69%	238 66%	241 69%	407 66%	602 63%	211 65%	95 62%	123 65%	172 60%	762 71% J	266 72% N	143 69%	118 74% N	234 72% N	784 68%	414 68%	166 64%
Weight	662 33%	161 34%	112 27%	227 34%	162 34%	220 31%	124 34%	110 31%	209 34%	357 37% O	115 35%	59 38%	67 35%	115 40% PRS	306 29%	105 28%	65 31%	42 26%	93 28%	374 32%	193 32%	95 36%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q940. It is a very common practice for jewelry manufacturers to "plate" or cover white gold with a thin layer of rhodium to enhance the white color.
 If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT IMPORTANT (NET)	1960 97%	456 97%	397 97%	639 96%	469 97%	666 95%	352 97%	343 98%	601 98%	928 97%	315 97%	148 96%	184 97%	281 98%	1032 97%	350 94%	204 98%	159 99%	319 97%	1126 97%	580 95%	255 98%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1540 76%	367 78%	308 75%	505 76%	360 74%	470 67%	270 74%	276 79%	524 85%	734 77%	221 68%	120 78%	148 78%	246 85%	806 75%	249 67%	150 72%	129 80%	279 85%	906 78%	420 69%	214 82%
Extremely important	790 39%	186 40%	178 43%	248 37%	178 37%	180 26%	137 38%	172 49%	301 49%	355 37%	87 27%	48 31%	91 48%	129 45%	434 41%	92 25%	89 43%	82 51%	171 52%	492 43%	182 30%	116 45%
Very important	750 37%	181 38%	130 32%	257 39%	183 38%	290 42%	132 36%	104 30%	224 36%	379 40%	134 41%	72 46%	57 30%	116 40%	371 35%	156 42%	61 29%	47 29%	107 33%	414 36%	238 39%	98 38%
Somewhat important	421 21%	89 19%	90 22%	134 20%	108 22%	196 28%	82 23%	66 19%	76 12%	194 20%	94 29%	28 18%	36 19%	36 12%	227 21%	102 27%	54 26%	30 19%	41 12%	220 19%	160 26%	41 16%
Not at all important	65 3%	14 3%	12 3%	24 4%	16 3%	32 5%	11 3%	7 2%	15 2%	30 3%	11 3%	6 4%	7 3%	6 2%	35 3%	21 6%	5 2%	1 1%	9 3%	32 3%	27 5%	6 2%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q945. How familiar are you with palladium?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST HEARD OF (NET)	1158 57%	249 53%	203 50%	386 58%	320 66% BC	384 55%	200 55%	202 58%	373 61%	626 65% O	197 61%	96 62%	124 65% PQRS	209 73% KPQRS	532 50%	186 50%	104 50%	78 49%	164 50%	681 59%	334 55%	143 55%
EXTREMELY/VERY FAMILIAR (SUB-NET)	202 10%	39 8%	25 6%	75 11%	63 13% C	106 15% GI	28 8%	33 9%	35 6%	122 13% O	62 19% NQRS	17 11% S	21 11% S	24 8% S	80 7%	44 12% S	12 6%	12 8%	11 3%	100 9%	70 12%	32 12%
Extremely familiar	51 3%	15 3%	5 1%	19 3%	12 3%	27 4%	4 1%	12 3%	8 1%	28 3%	17 5%	2 1%	7 3%	3 1%	23 2%	10 3%	3 1%	5 3%	5 2%	29 3%	16 3%	5 2%
Very familiar	151 7%	23 5%	21 5%	56 8%	51 11% BC	79 11% I	24 7%	21 6%	27 4%	95 10% O	45 14% QRS	15 10% S	14 7% S	21 7% S	57 5%	34 9% S	9 5%	7 4%	6 2%	71 6%	54 9%	27 10%
Heard of but not familiar	956 47%	210 45%	178 43%	311 47%	257 53%	278 40%	171 47%	169 48%	338 55% F	504 53% O	136 42%	79 51%	103 54% P	185 64% KPQRS	452 42%	142 38%	92 44%	65 41%	153 47%	581 50%	263 43%	111 43%
Never heard of	868 43%	221 47% E	207 50% E	276 42%	165 34%	314 45%	163 45%	148 42%	242 39%	332 35% O	129 39% N	59 38%	66 35%	79 27% MN	535 50% J	185 50% MN	104 50% MN	82 51% MN	164 50% MN	477 41%	274 45%	117 45%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q947. Please tell us whether you think the following statement is true or false.
 "Palladium is a platinum group metal."

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
True	532 26%	119 25%	113 28%	158 24%	142 29%	226 32% I	89 24%	103 30%	115 19%	288 30% O	122 37% NQRS	38 24%	66 35% NS	62 22%	244 23%	104 28% S	51 24%	37 23%	52 16%	295 25%	183 30%	54 21%
False	210 10%	49 10% C	16 4%	80 12% C	64 13% C	88 13%	34 10%	28 8%	60 10%	115 12%	41 12%	19 12%	18 9%	37 13% S	95 9%	47 13%	15 7%	10 6%	22 7%	113 10%	65 11%	31 12%
Don't know	1284 63%	302 64%	280 68% E	424 64%	278 57%	384 55%	240 66% F	219 63%	442 72% FH	556 58%	163 50%	98 63%	107 56%	189 65% K	728 68% J	221 59%	142 68% K	112 70% KLMNP	253 77%	750 65%	359 59%	175 67%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q950. If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT IMPORTANT (NET)	1964 97%	455 97%	398 97%	642 97%	469 97%	657 94%	355 98%	345 98%	607 99%	933 97%	312 96%	151 98%	186 98%	285 99%	1031 97%	344 93%	205 98%	159 100%	322 98%	1130 98%	575 95%	259 99%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1594 79%	372 79%	318 78%	535 81%	370 76%	472 68%	284 78%	291 83%	546 89%	777 81%	236 72%	124 80%	161 85%	256 89%	817 77%	236 64%	160 77%	130 81%	290 89%	937 81%	436 72%	220 85%
Extremely important	795 39%	186 40%	157 38%	253 38%	199 41%	195 28%	138 38%	166 47%	296 48%	397 41%	103 32%	52 34%	106 56%	136 47%	398 37%	91 25%	86 41%	60 38%	160 49%	497 43%	187 31%	111 43%
Very important	799 39%	186 40%	161 39%	281 42%	171 35%	277 40%	146 40%	125 36%	250 41%	380 40%	132 41%	72 47%	55 29%	120 42%	419 39%	145 39%	74 36%	70 44%	130 40%	441 38%	249 41%	109 42%
Somewhat important	370 18%	83 18%	80 20%	107 16%	99 20%	185 26%	71 20%	53 15%	61 10%	156 16%	77 24%	27 17%	24 13%	29 10%	214 20%	108 29%	45 22%	29 18%	32 10%	192 17%	139 23%	39 15%
Not at all important	62 3%	14 3%	12 3%	20 3%	16 3%	41 6%	7 2%	5 2%	9 1%	25 3%	14 4%	4 2%	5 2%	3 1%	37 3%	27 7%	3 2%	1 *	5 2%	28 2%	32 5%	1 1%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

**Q956. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE**

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains	1821 90%	428 91%	369 90%	588 89%	436 90%	555 80%	337 93% F	334 95% F	596 97% F	851 89%	250 77%	144 93% K	178 94% KP	279 97% KP	970 91%	305 82%	193 93% KP	156 97% KP	316 97% KP	1084 94% UV	515 85%	222 85%
There should be a minimum amount of palladium required in an item to allow it to be described as palladium	1732 86%	422 90% E	349 85%	569 86%	393 81%	518 74%	332 92% F	315 90% F	567 92% F	815 85%	232 71%	145 94% KP	163 86% K	275 95% KMPS	917 86%	286 77%	187 90% KP	152 95% KMP	292 89% KP	1042 90% UV	481 79%	209 80%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q956. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
There should be a minimum amount of palladium required in an item to allow it to be described as palladium	294 14%	47 10%	61 15%	93 14%	92 19% B	179 26% GHI	31 8%	35 10%	49 8%	144 15% LMNQRS	94 29% LMNQRS	10 6%	27 14% NR	13 5%	150 14% LNQRS	85 23% LNQRS	21 10%	8 5%	36 11% N	116 10%	126 21% T	52 20% T
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains	205 10%	42 9%	41 10%	74 11%	48 10%	143 20% GHI	26 7%	16 5%	20 3%	108 11% LMNQRS	76 23% LMNQRS	11 7%	12 6%	9 3%	97 9% MNQRS	66 18% MNQRS	15 7%	4 3%	11 3%	74 6%	93 15% T	38 15% T

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q956 1. How much do you agree or disagree with each of the following statements?

1. If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1821 90%	428 91%	369 90%	588 89%	436 90%	555 80%	337 93%	334 95%	596 97%	851 89%	250 77%	144 93%	178 94%	279 97%	970 91%	305 82%	193 93%	156 97%	316 97%	1084 94%	515 85%	222 85%
Strongly agree	1209 60%	274 58%	241 59%	384 58%	310 64%	290 42%	215 59%	233 67%	471 76%	574 60%	120 37%	95 61%	143 75%	216 75%	635 60%	170 46%	120 58%	90 56%	255 73%	749 65%	300 49%	160 61%
Somewhat agree	612 30%	154 33%	128 31%	204 31%	127 26%	264 38%	122 34%	101 29%	125 20%	277 29%	130 40%	49 32%	35 18%	63 22%	335 31%	135 38%	73 35%	66 41%	61 19%	335 29%	214 35%	63 24%
STRONGLY/SOMEWHAT DISAGREE (NET)	205 10%	42 9%	41 10%	74 11%	48 10%	143 20%	26 7%	16 5%	20 3%	108 11%	76 23%	11 7%	12 6%	9 3%	97 9%	66 18%	15 7%	4 3%	11 3%	74 6%	93 15%	38 15%
Somewhat disagree	118 6%	27 6%	28 7%	33 5%	29 6%	83 12%	19 5%	4 1%	11 2%	63 7%	47 15%	8 5%	2 1%	5 2%	54 5%	35 9%	11 5%	2 1%	6 2%	52 4%	56 9%	10 4%
Strongly disagree	87 4%	15 3%	12 3%	42 6%	19 4%	60 9%	7 2%	12 3%	9 1%	44 5%	29 9%	2 2%	10 5%	3 1%	43 4%	31 8%	4 2%	2 1%	6 2%	22 2%	37 6%	29 11%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q956 2. How much do you agree or disagree with each of the following statements?

2. There should be a minimum amount of palladium required in an item to allow it to be described as palladium.

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1732 86%	422 90% E	349 85%	569 86%	393 81%	518 74%	332 92% F	315 90% F	567 92% F	815 85%	232 71%	145 94% KP	163 86% K	275 95% KMPS	917 86%	286 77%	187 90% KP	152 95% KMP	292 89% KP	1042 90% UV	481 79%	209 80%
Strongly agree	956 47%	222 47%	190 46%	322 49%	222 46%	232 33%	176 49% F	187 53% F	360 59% FG	484 50%	99 30%	89 58% KP	109 58% KPQ	186 65% KPQRS	472 44%	133 36%	87 42% KP	78 49% KP	174 53% KP	579 50% U	240 40%	136 52% U
Somewhat agree	776 38%	201 43%	158 39%	247 37%	170 35%	286 41%	156 43% I	128 37%	207 34%	331 35%	133 41%	56 36%	54 28%	88 31%	445 42% J	153 41% N	100 48% MNS	74 46% MN	118 36%	463 40% V	241 40%	72 28%
STRONGLY/SOMEWHAT DISAGREE (NET)	294 14%	47 10%	61 15%	93 14%	92 19% B	179 26% GHI	31 8%	35 10%	49 8%	144 15% LMNQRS	94 29% NR	10 6%	27 14% NR	13 5%	150 14% LNQRS	85 23% LNQRS	21 10%	8 5% N	36 11% N	116 10%	126 21% T	52 20% T
Somewhat disagree	166 8%	28 6%	36 9%	47 7%	55 11%	109 16% GHI	14 4%	22 6%	21 3%	86 9% LNQRS	57 17% LNQRS	3 2%	18 10% N	9 3%	80 7% LNQRS	52 14% LNQRS	12 6%	4 2% N	12 4%	57 5%	84 14% T	25 10% T
Strongly disagree	128 6%	19 4%	25 6%	46 7%	37 8%	71 10% GHI	16 5%	13 4%	28 5%	58 6% NR	37 11% NR	7 5%	9 5% N	4 2%	70 7% LNQRS	34 9% N	9 4% N	4 3% N	23 7% N	59 5%	42 7% T	27 10% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q960. How much do you agree or disagree with the following statement?

"If a jewelry retailer claimed that a solid piece of jewelry contains an alloy of base metal (e.g., brass, copper) mixed with a precious metal (e.g., platinum, gold), I would expect a required minimum amount of the precious metal to be contained in the jewelry (e.g., at least 10 karat gold, .925 sterling silver, 500 ppt platinum or palladium)."

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
STRONGLY/SOMEWHAT AGREE (NET)	1758 87%	425 91% D	359 88%	553 84%	420 87%	564 81%	325 90% F	306 87%	563 91% F	810 85%	259 80%	134 86%	154 81%	264 92% KMP	948 89%	305 82%	191 92% KMP	152 95% KMP	299 91% KMP	1044 90% U	492 81%	222 85%
Strongly agree	1017 50%	238 51%	193 47%	353 53%	233 48%	254 36%	183 51% F	191 55% F	388 63% FG	458 48%	95 29%	83 54% K	106 56% K	174 61% KPQ	559 52%	159 43% K	100 48% K	85 53% K	214 65% KPQR	654 57% U	230 38%	133 51% U
Somewhat agree	741 37%	187 40% D	167 41% D	201 30%	186 38%	311 45% HI	141 39% I	115 33%	174 28%	352 37%	165 50% LMNS	51 33%	47 25%	90 31%	389 36%	146 39% MS	91 44% MNS	67 42% MS	85 26% MS	389 34%	263 43% T	89 34%
STRONGLY/SOMEWHAT DISAGREE (NET)	268 13%	44 9%	50 12%	109 16% B	65 13%	133 19% GI	38 10%	44 13%	53 9%	148 15%	67 20% NQRS	21 14%	37 19% NQRS	24 8%	120 11%	66 18% NQRS	17 8%	7 5%	29 9%	114 10%	115 19% T	39 15%
Somewhat disagree	195 10%	29 6%	40 10%	75 11% B	52 11%	108 16% GHI	26 7%	29 8%	32 5%	104 11%	53 16% NQRS	16 10%	24 12% NR	11 4%	92 9%	55 15% NQRS	10 5%	5 3%	21 6%	75 6%	91 15% T	29 11%
Strongly disagree	73 4%	15 3%	10 2%	34 5%	13 3%	25 4%	12 3%	15 4%	21 3%	45 5%	14 4%	5 3%	13 7%	13 4%	28 3%	11 3%	7 3%	2 1%	8 2%	39 3%	24 4%	10 4%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?

Base Qualified Respondents

	Region					Age				Male Age				Female Age					Marital Status			
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
50% OR MORE (NET)	1601 79%	353 75%	328 80%	535 81%	385 79%	540 77%	279 77%	297 85%	485 79%	773 81%	246 76%	124 80%	168 88% KQS	236 82%	828 78%	294 79%	155 75%	130 81%	249 76%	916 79%	472 78%	213 82%
60% OR MORE (SUB-NET)	1444 71%	327 70%	292 71%	479 72%	347 72%	477 68%	250 69%	273 78% F	444 72%	681 71%	212 65%	105 68%	152 80% K	213 74%	763 72%	266 72%	145 70%	121 76%	232 71%	831 72%	413 68%	201 77%
All or almost all pure platinum	630 31%	150 32%	136 33%	210 32%	134 28%	170 24%	110 30%	145 41% FG	205 33% F	296 31%	76 23%	48 31%	83 44% KNP	88 31%	334 31%	94 25%	62 30%	62 39% KP	117 36% KP	381 33%	160 26%	89 34%
90% - 99%	300 15%	66 14%	63 15%	111 17%	60 12%	82 12%	47 13%	61 18%	110 18% F	152 16%	37 11%	25 16%	27 14%	63 22% KPKQ	148 14%	45 12%	22 11%	34 21% KPKQ	47 14%	183 16%	74 12%	43 16%
80% - 89%	228 11%	47 10%	39 10%	67 10%	75 15%	81 12%	35 10%	34 10%	79 13%	92 10%	27 8%	13 8%	18 9%	34 12%	136 13%	54 15%	21 10%	16 10%	45 14%	139 12%	69 11%	20 8%
70% - 79%	189 9%	44 9%	37 9%	62 9%	46 10%	78 11% I	49 14% I	27 8%	35 6%	87 9%	33 10%	17 11%	19 10%	19 7%	102 10%	45 12% S	32 15% NRS	8 5%	16 5%	99 9%	59 10%	31 12%
60% - 69%	97 5%	20 4%	16 4%	29 4%	31 6%	67 10% GHI	9 2%	6 2%	15 3%	54 6% LMNQRS	38 12% O	2 1%	5 2%	9 3%	43 4%	28 8% RS	7 3%	1 1%	7 2%	28 2%	51 8% T	18 7% T
50% - 59%	157 8%	26 6%	36 9%	56 8%	38 8%	63 9%	29 8%	24 7%	41 7%	92 10% O	35 11%	19 12%	15 8%	23 8%	64 6%	28 7%	10 5%	9 6%	18 5%	85 7%	59 10%	13 5%
40% - 49%	22 1%	10 2%	3 1%	6 1%	4 1%	16 2% I	2 1%	3 1%	1 *	17 2% NPS	15 5% O	-	1 1%	* *	6 1%	1 *	2 1%	2 1%	1 *	8 1%	11 2%	3 1%
30% - 39%	12 1%	7 2%	2 *	3 *	-	5 1%	-	2 *	4 1%	7 1%	4 1%	-	1 1%	2 1%	5 *	2 *	-	1 *	2 1%	6 *	4 1%	2 1%
20% - 29%	12 1%	6 1%	2 *	3 *	1 *	8 1%	1 *	-	3 1%	6 1%	5 1%	* *	-	1 *	6 1%	3 1%	1 *	-	3 1%	8 1%	2 *	2 1%
10% - 19%	9 *	3 1%	4 1%	1 *	1 *	3 1%	3 1%	-	3 *	5 1%	2 1%	3 2%	-	-	4 *	1 *	-	-	3 1%	4 *	2 *	2 1%
Less than 10% pure platinum	18 1%	2 *	10 2% E	6 1%	-	6 1%	5 1%	7 2%	* *	16 2% O	6 2%	5 1% P	5 3%	* *	2 *	-	-	2 1%	* *	7 1%	11 2%	* *
It wouldn't matter how much platinum it contained	38 2%	13 3%	3 1%	19 3%	3 1%	23 3% I	5 1%	5 1%	5 1%	13 1%	10 3%	-	2 1%	2 1%	25 2%	14 4%	5 2%	3 2%	3 1%	16 1%	20 3%	2 1%
Not sure	314 16%	76 16%	59 14%	89 13%	91 19%	96 14%	67 18% H	37 10%	115 19% H	122 13%	38 12%	23 15%	14 7%	47 16%	193 18% J	58 16%	44 21% M	22 14%	68 21% KM	193 17%	85 14%	36 14%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?

14 Aug 2012
 Table 111

Base Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q970. Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as "platinum" if it contains less than 50% pure platinum?

14 Aug 2012
 Table 112

Base Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
AT LEAST SOMEWHAT ACCURATE (NET)	839 41%	171 36%	173 42%	282 43%	214 44%	385 55% GHI	148 41%	107 30%	200 32%	378 39%	184 56% LMNRS	57 37%	51 27%	87 30%	461 43%	201 54% LMNRS	91 44% MN	56 35%	113 34%	439 38%	303 50% TV	98 38%
EXTREMELY/VERY ACCURATE (SUB-NET)	165 8%	30 6%	46 11%	60 9%	28 6%	87 12% HI	28 8%	21 6%	30 5%	82 9%	43 13% NS	12 8%	11 6%	15 5%	83 8%	43 12% NS	16 8%	9 6%	14 4%	91 8%	47 8%	27 10%
Extremely accurate	55 3%	5 1%	8 2%	33 5% B	10 2%	27 4%	14 4%	5 1%	10 2%	29 3%	13 4%	7 5%	2 1%	6 2%	27 3%	13 4%	7 3%	3 2%	4 1%	40 3%	10 2%	6 2%
Very accurate	109 5%	25 5%	39 9% DE	27 4%	19 4%	60 9% I	14 4%	16 5%	20 3%	53 6%	30 9% NS	5 3%	9 5%	9 3%	56 5%	30 8%	9 4%	7 4%	11 3%	51 4%	37 6%	21 8%
Somewhat accurate	675 33%	140 30%	127 31%	222 33%	186 38%	298 43% HI	120 33%	86 25%	170 28%	296 31% MNRS	141 43% NS	45 29%	39 21%	72 25%	378 35% MNRS	158 42% MN	76 36% MN	47 29%	98 30%	348 30%	256 42% TV	71 27%
Not at all accurate	1186 59%	299 64%	237 58%	380 57%	270 56%	312 45% F	214 59% F	243 70% F	416 68% F	580 61%	142 44% KP	98 63% KP	140 73% KPQ	201 70% KPQ	606 57%	170 46% KP	117 56% KP	104 65% KP	215 66% KP	719 62% U	305 50% U	163 62% U
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q600. Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else?
 Please select all that apply.

Base All Qualified Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Lawn or gardening equipment	465 23%	99 21%	98 24%	155 23%	113 23%	146 21%	88 24%	91 26%	140 23%	234 24%	55 17%	55 38% KQS	49 26%	75 26% Q	231 22%	90 24%	33 16%	42 26%	65 20%	324 28% UV	96 16%	45 17%
Fine jewelry	430 21%	113 24% C	66 16%	151 23%	100 21%	168 24%	68 19%	71 20%	123 20%	187 19%	62 19%	33 22%	39 20%	53 18%	243 23%	107 29% NQ	34 16%	33 20%	70 21%	248 21%	127 21%	55 21%
Major appliance	397 20%	102 22%	75 18%	136 20%	85 18%	123 18%	60 17%	88 25%	126 20%	190 20%	55 17%	24 16%	51 27%	59 20%	208 19%	67 18%	36 17%	37 23%	67 20%	237 20%	102 17%	59 23%
Automobile	356 18%	94 20%	72 18%	127 19%	64 13%	113 16%	51 14%	77 22%	116 19%	182 19%	56 17%	24 16%	44 23%	58 20%	174 16%	57 15%	27 13%	32 20%	58 18%	229 20%	87 14%	40 16%
None of these	908 45%	203 43%	185 45%	280 42%	240 50%	331 47% H	176 49% H	129 37%	271 44%	405 42%	165 51% M	54 35%	67 35%	119 41%	503 47%	165 45% LMNPRS	123 59%	62 39%	152 47%	465 40%	324 53% T	119 46%
Sigma	2556 126%	611 130%	495 121%	848 128%	602 124%	880 126%	444 122%	457 130%	776 126%	1198 125%	394 121%	190 123%	251 132%	364 126%	1358 127%	486 131%	254 122%	206 129%	412 126%	1502 130%	736 121%	318 122%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q605. How likely are you to consider purchasing fine jewelry, either for yourself or someone else, in the future?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
WILL DEFINITELY/ PROBABLY/POSSIBLY CONSIDER (NET)	2007 99%	465 99%	408 99%	656 99%	480 99%	686 98%	363 100%	344 98%	615 100% H	949 99%	322 99%	154 100%	185 97%	287 100%	1059 99%	364 98%	208 100%	159 99%	327 100%	1144 99%	603 99%	261 100%
WILL DEFINITELY/PROBABLY CONSIDER (SUB-NET)	905 45%	227 48%	178 44%	291 44%	210 43%	341 49% 	188 52% 	157 45% 	219 36% 	421 44%	146 45%	83 53% NS	85 45%	107 37%	484 45%	195 52% NS	106 51% NS	72 45%	112 34%	506 44%	274 45%	125 48%
Will definitely consider	455 22%	120 26%	97 24%	129 20%	108 22%	171 25% 	110 30% 	79 23% 	94 15% 	216 22%	76 23%	53 34% NS	44 23%	43 15%	239 22%	96 26% NS	57 27% NS	35 22%	51 16%	269 23%	137 23%	49 19%
Will probably consider	451 22%	107 23%	81 20%	162 24%	101 21%	169 24%	79 22%	78 22%	125 20%	205 21%	71 22%	30 19%	41 22%	64 22%	245 23%	99 27%	49 24%	37 23%	61 19%	238 21%	137 23%	76 29%
Will possibly consider	1102 54%	238 51%	229 56%	365 55%	270 56%	346 50%	174 48%	187 53%	395 64% FGH	527 55%	176 54%	72 47%	100 53%	180 63% LPQ	574 54%	170 46%	102 49%	87 54%	215 66% KLPQ	638 55%	328 54%	136 52%
Will not consider at all	19 1%	5 1%	2 1%	6 1%	5 1%	11 2%	-	7 2% 	1 *	10 1%	4 1%	-	5 3%	* *	8 1%	7 2%	-	1 1%	* *	14 1%	5 1%	-
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q268. Are you...?

Base All Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Male	959 47%	224 48%	184 45%	308 46%	242 50%	326 47%	154 43%	190 54% G	288 47%	959 100% O	326 100% PQRS	154 100% PQRS	190 100% PQRS	288 100% PQRS	-	-	-	-	-	552 48% V	322 53% V	85 32%
Female	1067 53%	245 52%	225 55%	354 54%	242 50%	371 53%	208 57% H	160 46%	328 53%	-	-	-	-	-	1067 100% J	371 100% KLMN	208 100% KLMN	160 100% KLMN	328 100% KLMN	606 52%	285 47%	176 68% TU
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q280. Respondent Age

Base All Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
18-34	697 34%	157 33%	131 32%	222 33%	188 39%	697 100% GHI	-	-	-	326 34% LMNQRS	326 100%	-	-	-	371 35% LMNQRS	371 100%	-	-	-	223 19%	423 70% TV	52 20%
35-44	363 18%	77 16%	70 17%	126 19%	89 18%	-	363 100% FHI	-	-	154 16%	-	154 100% KMNPRS	-	-	208 20%	-	208 100% KMNPRS	-	-	237 20% U	88 15%	37 14%
45-54	350 17%	84 18%	77 19%	120 18%	70 14%	-	-	350 100% FGI	-	190 20%	-	-	190 100% KLN PQS	-	160 15%	-	-	160 100% KLN PQS	-	231 20% U	63 10%	56 21% U
55+	616 30%	151 32%	132 32%	194 29%	138 29%	-	-	-	616 100% FGH	288 30%	-	-	-	288 100% KLMPQR	328 31%	-	-	-	328 100% KLMPQR	467 40% U	33 5%	116 44% U
MEAN	43.9	44.6	45.1	43.5	42.8	25.8	39.8 F	49.2 FG	63.8 FGH	44.2	25.7	39.5 KP	49.0 KLPQ	64.4 KLMPQR	43.7	25.8	40.1 KP	49.4 KLPQ	63.4 KLMPQR	49.3 U	31.2	49.6 U
STD. DEV	16.30	16.09	15.77	16.28	16.90	5.12	2.80	2.79	6.26	16.42	5.03	2.65	2.76	6.33	16.19	5.20	2.88	2.81	6.17	14.42	11.92	16.66
STD. ERR	0.36	0.69	0.75	0.65	0.82	0.23	0.16	0.15	0.21	0.56	0.39	0.27	0.22	0.30	0.48	0.29	0.19	0.20	0.30	0.42	0.53	0.92
MEDIAN	44	45	45	44	41	26	40	49	64	44	26	39	49	64	43	26	40	49	63	49	28	51
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q485. Race/Ethnicity

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
White	1382 66%	336 72% DE	329 80% BDE	420 63%	297 61%	387 56%	211 58%	240 69% F	544 88% FGH	656 68%	175 54%	103 67%	126 66% KLMPQR	251 87%	726 68%	212 57%	108 52%	114 71% KPQ	293 89% KLMPQR	915 79% UV	298 49%	168 64% U
Hispanic	263 13%	40 9%	25 6%	78 12% C	120 25% BCD	145 21% HI	52 14% I	41 12% I	25 4%	123 13% LNRS	78 24% NS	10 6%	23 12% NS	12 4%	140 13% LNS	67 18% LNS	42 20% LNS	18 11% NS	13 4%	112 10%	122 20% TV	29 11%
Black/African American	287 14%	75 16% E	44 11%	137 21% CE	31 6%	119 17% I	86 24% I	57 16% I	26 4%	127 13% NS	50 15% NS	34 22% NS	33 18% NS	10 3%	160 15% NS	69 18% NS	52 25% NS	23 15% NS	16 5%	91 8%	146 24% T	50 19% T
Asian or Pacific Islander	36 2%	6 1%	5 1%	9 1%	16 3%	23 3% I	5 1%	5 1%	4 1%	19 2% S	11 3% S	1 -	4 2%	3 1%	18 2% S	12 3% S	4 2%	1 1%	*	13 1%	19 3% T	4 2%
Native American or Alaskan Native	10 *	* *	4 1%	1 *	5 1%	4 1%	* *	2 *	4 1%	6 1%	3 1%	- -	- -	3 1%	4 *	1 *	* *	2 1%	1 *	4 *	3 *	3 1%
Mixed Race	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	15 1%	3 1%	1 *	7 1%	4 1%	10 1%	1 *	2 1%	3 *	6 1%	5 2%	* *	1 *	* *	9 1%	5 1%	1 *	1 1%	2 1%	6 1%	5 1%	4 1%
Decline to Answer	32 2%	8 2%	1 *	12 2%	11 2%	10 1%	8 2%	4 1%	11 2%	22 2%	4 1%	7 4%	3 1%	9 3%	11 1%	6 2%	2 1%	1 1%	2 1%	17 1%	14 2%	2 1%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q410. Which one of the following best describes your employment status?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Employed full time	1064 53%	251 54%	237 58% E	351 53%	224 46%	315 45%	242 67% FI	221 63% FI	286 46%	559 58% O	166 51% KNPRS	114 74% KNPRS	133 70% KNPRS	147 51% P	504 47%	149 40%	128 61% PS	88 55% PS	139 42%	657 57% U	279 46%	128 49%
Employed part time	345 17%	74 16%	59 14%	95 14%	117 24% BCD	138 20%	48 13%	43 12%	116 19%	125 13%	51 16%	16 10%	20 10%	38 13%	220 21% J	87 23% LMN	32 15%	24 15% LMN	77 24% LMN	184 16%	130 21% V	31 12%
Self-employed	81 4%	14 3%	18 4%	24 4%	24 5%	30 4%	13 3%	16 4%	22 4%	40 4%	18 5%	7 4%	8 4%	8 3%	41 4%	13 3%	6 3%	8 5%	14 4%	39 3%	25 4%	17 6%
Not employed, but looking for work	114 6%	31 7%	12 3%	36 5%	35 7%	58 8% I	22 6% I	19 6%	15 2%	41 4%	24 7% N	9 6%	3 1%	6 2%	73 7%	34 9% MNS	14 7%	17 10% MNS	9 3%	42 4%	51 8% T	21 8% T
Not employed and not looking for work	48 2%	11 2%	7 2%	23 4%	7 1%	20 3%	6 2%	7 2%	14 2%	13 1%	9 3%	1 *	-	3 1%	35 3% J	12 3%	6 3%	7 4% M	11 3%	32 3%	16 3%	1 *
Retired	151 7%	37 8%	32 8%	58 9%	23 5%	5 1%	* 2%	8 2%	138 22% FGH	88 9% O	5 1%	-	5 3% P	79 27% KLMPQRS	62 6%	-	* 2%	3 2% KLMPQR	59 18% U	114 10% U	6 1%	31 12% U
Not employed, unable to work due to a disability or illness	26 1%	3 1%	4 1%	9 1%	11 2%	6 1%	3 1%	5 1%	12 2%	3 *	-	-	2 1%	2 1%	23 2% J	6 2%	3 2%	3 2% K	10 3% K	15 1%	6 1%	5 2%
Student	138 7%	36 8%	30 7%	42 6%	29 6%	93 13% GI	8 2%	27 8% GI	10 2%	78 8% LNQRS	48 15% LNQRS	5 3%	21 11% NQS	5 2%	59 6% NQRS	45 12% NQRS	3 2%	6 4%	5 2%	26 2% TV	92 15% TV	20 8% T
Stay-at-home spouse or partner	55 3%	12 3%	11 3%	23 4%	9 2%	33 5% HI	14 4% I	4 1%	4 1%	11 1%	7 2%	3 2%	-	1 *	44 4% J	25 7% MNS	11 5% MNS	4 2%	4 1%	45 4% U	3 *	8 3% U
Unknown	5 *	-	-	1 *	5 1%	1 *	5 1% I	-	-	-	-	-	-	-	5 1%	1 *	5 2% NS	-	-	5 *	-	-
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q462. Which of the following income categories best describes your total 2011 household income before/after taxes?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Less than \$15,000	195 10%	39 8%	35 8%	77 12%	45 9%	112 16% GI	31 8% I	33 9%	19 3%	83 9%	52 16% LNS	7 5%	20 10% N	4 1%	112 11%	61 16% LNS	23 11% NS	13 8% N	15 5%	49 4%	113 19% T	34 13% T
\$15,000 to \$24,999	165 8%	33 7%	45 11%	54 8%	33 7%	55 8%	42 12% I	41 12% I	27 4%	75 8%	29 9% N	23 15% N	21 11% N	2 1%	90 8%	26 7% N	19 9% N	20 13% N	24 7% N	61 5%	72 12% T	32 12% T
\$25,000 to \$34,999	163 8%	25 5%	50 12% B	51 8%	37 8%	68 10%	31 8%	21 6%	44 7%	67 7%	36 11% N	8 5%	11 6%	12 4%	96 9%	31 8% N	23 11% N	10 6% N	32 10% N	71 6%	58 10% T	34 13% T
\$35,000 to \$49,999	249 12%	47 10%	60 15%	78 12%	64 13%	98 14%	36 10%	42 12%	73 12%	127 13%	61 19% NPQ	18 12%	19 10%	29 10%	122 11%	37 10% N	18 9% N	23 14% N	43 13% N	119 10% U	84 14% U	46 18% T
\$50,000 to \$74,999	365 18%	95 20%	69 17%	117 18%	84 17%	136 19%	48 13%	60 17%	122 20%	174 18%	69 21% Q	25 16%	30 16%	51 18%	191 18%	67 18% N	23 11% N	30 19% N	71 22% Q	211 18% U	102 17% U	51 20% T
\$75,000 to \$99,999	246 12%	63 13%	49 12%	74 11%	59 12%	72 10%	59 16%	32 9%	82 13%	111 12%	32 10% N	27 18% N	16 9% N	35 12% N	135 13%	40 11% N	32 15% N	16 10% N	47 14% N	165 14% U	54 9% U	27 10% T
\$100,000 to \$124,999	286 14%	74 16%	52 13%	82 12%	78 16%	58 8%	71 20% F	56 16% F	100 16% F	154 16%	23 7% N	27 17% K	33 17% KS	72 25% KPRS	132 12%	35 10% N	45 21% KPS	23 14% N	29 9% N	234 20% UV	36 6% U	17 6% T
\$125,000 to \$149,999	89 4%	26 6%	13 3%	32 5%	18 4%	18 3%	9 2% F	19 5% FG	43 7% FG	51 5%	6 2% N	8 5% N	13 9% Q	25 9% KPQ	38 4%	12 3% N	1 1% N	6 4% N	18 5% Q	72 6% UV	16 3% U	1 1% T
\$150,000 to \$199,999	77 4%	22 5%	11 3%	26 4%	17 4%	9 1% F	17 5% F	23 7% F	27 4% F	43 5%	3 1% N	6 4% KP	16 8% KP	19 7% KP	33 3% N	5 1% N	12 6% K	8 5% N	9 3% N	65 6% U	6 1% U	5 2% T
\$200,000 to \$249,999	37 2%	7 1% N	2 1% N	17 3% N	11 2% N	7 1% N	8 2% N	11 3% N	11 2% N	21 2% N	- N	6 4% K	8 4% K	8 3% K	16 1% N	7 2% N	2 1% N	3 2% N	4 1% N	28 2% N	8 1% N	1 1% T
\$250,000 or more	18 1%	10 2% C	- N	6 1% N	1 1% N	8 1% N	* N	1 1% N	8 1% N	12 1% N	4 1% N	- N	1 1% N	7 2% N	5 1% N	4 1% N	* N	- N	1 1% N	8 1% N	8 1% N	1 1% T
Decline to answer	137 7%	28 6% N	24 6% N	48 7% N	38 8% N	56 8% GH	11 3% N	11 3% N	59 10% GH	39 4% N	11 3% N	1 1% N	4 2% N	23 8% LM	98 9% JLMQR	45 12% N	10 5% N	7 5% N	36 11% KLM	77 7% N	50 8% N	10 4% T
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Alabama	22 1%	-	-	22 3% BCE	-	6 1%	6 2%	4 1%	7 1%	8 1%	2 1%	2 2%	2 1%	1	14 1%	3 1%	3 2%	2 1%	5 2%	13 1%	5 1%	4 2%
Alaska	3	-	-	-	3 1%	2	-	-	1	1	1	-	-	-	2	1	-	-	1	2	1	-
Arizona	57 3%	-	-	-	57 12% BCD	25 4%	6 2%	12 3%	14 2%	29 3%	10 3%	4 2%	11 6%	4 1%	27 3%	15 4%	2 1%	1	10 3%	34 3%	13 2%	9 4%
Arkansas	10	-	-	10 2%	-	3	3 1%	1	3	5	1	1 1%	1	1	5 1%	2 1%	2 1%	-	2	7 1%	1	2 1%
California	265 13%	-	-	-	265 55% BCD	106 15%	49 14%	37 11%	74 12%	149 16% O	65 20% RS	24 16%	22 12%	38 13%	116 11%	41 11%	25 12%	15 9%	36 11%	132 11%	105 17% T	29 11%
Colorado	33 2%	-	-	-	33 7% BCD	3	7 2%	9 3% F	13 2%	10 1%	-	-	6 3% K	4 1%	23 2%	3 1%	7 3% K	3 2%	9 3%	24 2% U	1	7 3% U
Connecticut	21 1%	21 4% CDE	-	-	-	11 2%	3 1%	2 1%	5 1%	9 1%	5 2%	2 1%	1	1	12 1%	6 2%	1 1%	1 1%	4 1%	12 1%	9 1%	*
Delaware	8	8 2% D	-	-	-	1	1	2 1%	3 1%	4	-	*	2 1%	1	4	1	*	-	2 1%	2	5 1%	1
District of Columbia	15 1% CDE	15 3% CDE	-	-	-	5 1%	1	6 2%	2	7 1%	1	-	5 2%	1	8 1%	4 1%	1	2 1%	1	6	8 1%	1
Florida	108 5%	-	-	108 16% BCE	-	50 7%	16 4%	19 6%	23 4%	54 6%	27 8%	6 4%	13 7%	8 3%	53 5%	23 6%	9 4%	6 4%	15 4%	44 4%	45 7% T	19 7%
Georgia	54 3%	-	-	54 8% BCE	-	25 4%	10 3%	9 3%	9 2%	23 2%	12 4%	3 2%	5 3%	4 1%	31 3%	13 4%	7 4%	4 3%	6 2%	25 2%	21 3%	8 3%
Hawaii	5	-	-	-	5 1%	-	3 1%	1	1	1	-	-	*	1	4	-	3 1%	*	1	4	1	*
Idaho	11 1%	-	-	-	11 2% BCD	3	3 1%	3 1%	2	2	1	-	-	1	9 1%	2	3 1%	3 2%	1	7 1%	3 1%	*
Illinois	96 5%	-	96 23% BDE	-	-	38 5%	17 5%	17 5%	24 4%	34 4%	16 5%	2 1%	9 4%	8 3%	61 6%	22 6%	15 7%	8 5%	16 5%	63 5%	21 3%	11 4%
Indiana	41 2%	-	41 10% BDE	-	-	15 2%	3 1%	6 2%	16 3%	15 2%	9 3%	1	2 1%	4 1%	25 2%	6 2%	3 1%	5 3%	12 4%	22 2%	7 1%	12 5% U

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Iowa	6	-	6 1% D	-	-	1	1	1	2	2	-	-	-	2 1%	4	1	1	1 1%	1	2	2	2 1%
Kansas	12 1%	-	12 3% BDE	-	-	2	3 1%	1	6 1%	7 1%	2 1%	3 2%	1	*	6 1%	-	-	*	5 2%	9 1%	2	1
Kentucky	19 1%	-	-	19 3% BCE	-	6 1%	5	3 1%	5 1%	10 1%	3 1%	*	2 1%	5 2%	10 1%	3 1%	5 2%	2 1%	1	11 1%	6 1%	3 1%
Louisiana	22 1%	-	-	22 3% BCE	-	8 1%	7 2%	3 1%	4 1%	9 1%	3 1%	1 1%	3 1%	3 1%	13 1%	5 1%	6 3%	*	1	6 1%	7 1%	8 3% T
Maine	11 1%	11 2% CDE	-	-	-	9 1%	*	1	*	3	2	-	1 1%	*	8 1%	7 2%	*	*	-	7 1%	4 1%	-
Maryland	92 5%	92 20% CDE	-	-	-	27 4%	16 4%	10 3%	40 6%	39 4%	14 4%	4 3%	2 1%	19 7% M	53 5%	13 3%	12 6%	8 5%	21 6%	60 5%	24 4%	8 3%
Massachusetts	46 2%	46 10% CDE	-	-	-	18 3%	6 2%	9 3%	13 2%	19 2%	7 2%	5 3%	5 3%	2 1%	27 3%	11 3%	2 1%	4 3%	10 3%	18 2%	22 4%	7 3%
Michigan	51 3%	-	51 12% BDE	-	-	13 2%	6 2%	15 4%	18 3%	21 2%	6 2%	*	7 4%	8 3%	30 3%	7 2%	5 3%	8 5%	10 3%	28 2%	17 3%	6 2%
Minnesota	39 2%	-	39 10% BDE	-	-	7 1%	14 4% F	8 2%	11 2%	27 3%	5 2%	11 7% PS	6 3%	5 2%	12 1%	1	3 1%	2 1%	6 2%	16 1%	10 2%	13 5% T
Mississippi	11 1%	-	-	11 2% B	-	8 1%	2 1%	-	1	4	2 1%	*	-	1	8 1%	6 2%	2 1%	-	*	1	8 1% T	2 1%
Missouri	31 2%	-	31 8% BDE	-	-	17 2%	2 1%	4 1%	9 1%	11 1%	4 1%	*	-	6 2%	20 2%	13 3%	2 1%	4 2%	2 1%	20 2%	9 1%	3 1%
Montana	3	-	-	-	3 1%	2	-	-	1	-	-	-	-	-	3	2 1%	-	-	1	1	-	2 1%
Nebraska	11 1%	-	11 3% BDE	-	-	*	5 1%	1	5 1%	6 1%	-	5 3%	-	1	5	*	-	1 1%	4 1%	7 1%	*	4 1%
Nevada	10 1%	-	-	-	10 2% BD	2	2 1%	1	5 1%	6 1%	-	1	1 1%	4 1%	5	2 1%	2 1%	-	1	7 1%	3	1
New Hampshire	18 1%	18 4% CDE	-	-	-	8 1%	2 1%	2 1%	6 1%	5 1%	1	-	-	4 1%	13 1%	7 2%	2 1%	2 1%	2 1%	9 1%	9 1%	-
New Jersey	52 3%	52 11% CDE	-	-	-	10 2%	8 2%	19 5% F	15 2%	27 3%	5 2%	3 2%	9 5%	10 3%	25 2%	5 1%	5 2%	10 6% PS	5 2%	40 3%	9 1%	3 1%
New Mexico	5	-	-	-	5 1%	1	1	1	2	3	-	1 1%	1 1%	1	2	1	-	*	1	2	1	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
New York	104 5%	104 22% CDE	-	-	-	37 5%	19 5%	12 3%	38 6%	68 7%	31 9%	8 5%	7 4%	22 8%	36 3%	6 2%	10 5%	5 3%	16 5%	61 5%	35 6%	8 3%
North Carolina	75 4%	-	-	75 11% BCE	-	20 3%	15 4%	11 3%	29 5%	31 3%	4 1%	5 4%	10 5%	12 4%	44 4%	16 4%	10 5%	1 1%	18 5% R	55 5%	14 2%	5 2%
North Dakota	1*	-	1*	-	-	-	-	-	1*	1*	-	-	-	1*	-	-	-	-	-	1*	-	-
Ohio	70 3%	-	70 17% BDE	-	-	21 3%	10 3%	17 5%	22 4%	38 4%	15 4%	3 2%	12 6%	8 3%	32 3%	7 2%	7 3%	5 3%	14 4%	48 4%	15 2%	7 3%
Oklahoma	36 2%	-	-	36 5% BCE	-	15 2%	3 1%	9 3%	10 2%	11 1%	5 1%	-	4 2%	2 1%	25 2%	10 3%	3 1%	5 3%	8 2%	23 2%	11 2%	2 1%
Oregon	21 1%	-	-	-	21 4% BCD	7 1%	7 2%	2 1%	4 1%	9 1%	-	6 4% K	1*	3 1%	12 1%	7 2%	2 1%	1 1%	1*	17 1%	3*	1*
Pennsylvania	92 5%	92 20% CDE	-	-	-	29 4%	22 6%	15 4%	26 4%	41 4%	19 6%	8 5%	3 2%	11 4%	52 5%	10 3%	14 7%	12 8%	16 5%	59 5%	20 3%	13 5%
Rhode Island	* *	* *	-	-	-	-	-	-	* *	-	-	-	-	-	* *	-	-	-	* *	* *	-	-
South Carolina	24 1%	-	-	24 4% BCE	-	10 1%	10 3% I	1*	3 1%	9 1%	3 1%	4 3%	* *	1 1%	15 1%	7 2%	7 3%	* *	2 1%	13 1%	11 2%	* *
South Dakota	12 1%	-	12 3% BDE	-	-	3	5 1%	2 1%	2	5*	3 1%	-	-	2 1%	7 1%	-	5 2% PS	2 1%	-	4	8 1%	-
Tennessee	21 1%	-	-	21 3% BCE	-	8 1%	2 1%	5 1%	6 1%	4*	* *	-	* *	4 1%	16 2%	7 2%	2 1%	5 3%	2 1%	10 1%	8 1%	3 1%
Texas	155 8%	-	-	155 23% BCE	-	38 5%	25 7%	39 11% F	53 9%	77 8%	12 4%	16 10%	20 11%	29 10% K	78 7%	26 7%	9 4%	19 12% KQ	24 7%	86 7%	44 7%	25 9%
Utah	20 1%	-	-	-	20 4% BCD	7 1%	7 2%	1*	5 1%	6 1%	1*	2 1%	1 1%	3 1%	13 1%	6 2%	5 2%	* *	2 1%	13 1%	4 1%	3 1%
Vermont	2	2	-	-	-	1	-	* *	1	-	-	-	-	-	2	1	-	* *	1	-	1	1
Virginia	105 5%	-	-	105 16% BCE	-	26 4%	23 6%	15 4%	40 7%	62 6%	10 3%	16 10%	10 5%	26 9% K	43 4%	16 4%	7 3%	5 3%	15 5%	80 7% U	17 3%	7 3%
Washington	51 2%	-	-	-	51 10% BCD	30 4% H	3 1%	2 1%	15 2%	24 2%	11 3%	3 2%	1 1%	9 3%	27 3%	19 5% Q	* *	1 1%	6 2%	13 1%	26 4% T	11 4% T
West Virginia	8*	8 2% D	-	-	-	1*	* *	4 1%	3*	3*	-	-	1*	2 1%	6 1%	1*	* *	4 2%	1*	7 1%	1*	* *

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
Wisconsin	40 2%	-	40 10% BDE	-	-	13 2%	3 1%	5 2%	18 3%	18 2%	7 2%	2 1%	4 2%	5 2%	22 2%	6 2%	2 1%	2 1%	12 4%	25 2%	9 2%	5 2%
Wyoming	2 *	-	-	-	2 *	-	-	-	2 *	1 *	-	-	-	1 *	1 *	-	-	-	1 *	1 *	1 *	-
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q320. U.S. Region-Harris Interactive Definition.

Base All Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
East	470 23%	470 100% CDE	-	-	-	157 23%	77 21%	84 24%	151 25%	224 23%	85 26%	31 20%	35 19%	73 25%	245 23%	72 19%	47 22%	48 30% P	78 24%	281 24%	145 24%	43 17%
Midwest	410 20%	-	410 100% BDE	-	-	131 19%	70 19%	77 22%	132 21%	184 19%	67 21%	28 18%	39 21%	50 17%	225 21%	64 17%	42 20%	38 24%	82 25%	244 21%	101 17%	65 25%
South	662 33%	-	-	662 100% BCE	-	222 32%	126 35%	120 34%	194 32%	308 32%	85 26%	55 36%	71 37%	96 33%	354 33%	136 37%	71 34%	49 31%	98 30%	376 32%	199 33%	88 34%
West	484 24%	-	-	-	484 100% BCD	188 27%	89 24%	70 20%	138 22%	242 25%	88 27% R	40 26%	45 24%	68 24%	242 23%	100 27% R	48 23%	24 15%	70 21%	257 22%	162 27%	65 25%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q350. How many hours per week do you typically spend on the Internet or World Wide Web?

Base All Qualified Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1988	533	435	609	411	471	312	358	847	850	158	93	163	436	1138	313	219	195	411	1183	485	320
Weighted Base	1949	461	397	628	463	650	345	343	611	920	296	151*	190*	284	1028	354	194	153*	327	1132	574	243
LIGHT (NET)	675 35%	119 26%	120 30%	237 39% B	198 43% BC	297 46% GHI	107 31%	90 26%	181 30%	315 34%	135 46% MNQS	53 35%	39 20%	89 31%	360 35%	163 46% MNQS	54 28%	51 34%	92 28%	364 32%	223 39%	88 36%
0 hours	350 18%	58 12%	50 13%	143 23% BC	100 22% BC	211 32% GHI	54 16% I	40 12%	46 8%	191 21% O	109 37% LMNQRS	31 20% NRS	28 15%	23 8%	159 15% MNQRS	102 29% MNQRS	23 12%	12 8%	22 7%	153 13%	141 25% T	56 23% T
1 - 7 hours	325 17%	62 13%	70 18%	95 15% BC	98 21% B	87 13%	53 15%	51 15%	135 22% FH	124 13%	25 9%	22 15%	11 6%	65 23% KM	201 20% J	61 17% KM	31 16% M	40 26% KM	70 21% KM	211 19%	82 14%	32 13%
MEDIUM (NET)	768 39%	210 46% D	159 40%	225 36% D	174 38% D	187 29% F	145 42% F	146 43% F	290 48% F	342 37%	76 26% F	59 39%	82 43% K	125 44% KP	426 41%	112 31% KP	85 44% K	63 41% K	166 51% KP	482 43% U	193 34%	93 38%
8 - 14 hours	373 19%	111 24% E	76 19%	116 18%	69 15%	94 14%	61 18%	70 20%	147 24% F	164 18%	42 14%	22 15%	42 22%	58 20%	208 20%	53 15%	39 20%	28 18%	89 27% KP	237 21%	100 17%	36 15%
15 - 21 hours	395 20%	99 21%	83 21%	109 17%	105 23%	93 14%	84 24% F	76 22% F	143 23% F	178 19%	34 12%	37 25% K	40 21%	67 23% K	218 21%	59 17% K	47 24% K	36 23% K	76 23% K	245 22%	93 16%	57 24%
HEAVY (NET)	505 26%	131 28% E	118 30% E	166 26% E	91 20%	165 25%	94 27%	107 31% I	139 23%	263 29%	85 29%	39 26%	69 36% PS	71 25%	242 24%	80 23%	55 28% PS	38 25% PS	69 21%	286 25%	158 27%	62 25%
22 - 28 hours	145 7%	41 9%	32 8%	45 7%	27 6%	42 6%	15 4%	44 13% FGI	44 7%	86 9% O	21 7%	6 4%	31 16% LPQS	29 10% S	59 6%	21 6%	10 5%	14 9%	15 5%	99 9%	36 6%	10 4%
29 - 35 hours	164 8%	27 6%	46 12% BE	63 10%	28 6%	43 7%	33 10%	32 9%	56 9%	71 8%	20 7%	18 12%	14 8%	19 7%	92 9%	23 6%	16 8%	18 11%	36 11%	81 7%	53 9%	30 12% T
36 - 42 hours	85 4%	27 6%	20 5%	21 3%	17 4%	31 5%	28 8% HI	10 3%	17 3%	41 4%	14 5%	11 7%	8 4%	8 3%	44 4%	16 5% NRS	17 9% NRS	2 2%	9 3%	51 5%	23 4%	11 4%
43+ hours	111 6%	35 8%	20 5%	37 6%	19 4%	50 8% I	17 5%	21 6%	23 4%	65 7%	30 10% S	5 3%	16 8%	14 5%	46 4%	20 6%	13 7%	5 3%	9 3%	55 5%	46 8%	11 4%
MEAN	16.0	18.0 E	17.1 E	15.6	13.8	15.1	17.1	17.6	15.5	16.7	16.5	15.8	19.4 PS	15.7	15.4	13.9	18.2 P	15.4	15.2	15.9	16.5	15.5
STD. DEV.	15.58	16.45	15.09	15.86	14.41	18.54	15.33	14.26	12.63	16.61	21.03	14.02	15.36	12.96	14.58	16.11	16.23	12.46	12.36	14.28	18.37	14.19
STD. ERR.	0.35	0.71	0.72	0.64	0.71	0.85	0.87	0.75	0.43	0.57	1.67	1.45	1.20	0.62	0.43	0.91	1.10	0.89	0.61	0.42	0.83	0.79
Sigma	1949	461	397	628	463	650	345	343	611	920	296	151	190	284	1028	354	194	153	327	1132	574	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q364. What is your marital status?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status					
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living/ w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327	
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261	
Never married	607 30%	145 31%	101 25%	199 30%	162 33%	423 61% GHI	88 24% I	63 18%	33 5%	322 34% O	220 57% LMNPQRS	43 28% NRS	43 23% NS	17 6%	285 27% LMNQRS	203 55% NS	46 22% NS	20 13% NS	16 5%	-	607 100% TV	-	-
Married or civil union	1001 49%	244 52%	193 47%	334 51%	230 47%	160 23% F	202 56% F	202 58% F	437 71% FGH	484 51% O	59 18% KP	82 53% KP	109 57% KP	234 81% KLMNPQRS	517 48% J	101 27% R	121 58% KP	93 58% KP	203 62% KP	1001 86% UV	-	-	
Divorced	166 8%	23 5%	39 10%	57 9%	47 10%	33 5% I	22 6% I	42 12% F	68 11% F	54 6% I	11 3% I	6 4% I	20 10% I	16 6% I	112 11% J	22 6% I	16 8% I	22 14% KLNP	52 16% KLNPQ	-	-	166 64% TU	
Separated	42 2%	7 2%	7 2%	21 3%	7 1%	15 2% I	14 4% I	4 1% I	10 2% I	19 2% I	8 3% I	4 2% I	4 2% I	3 1% I	22 2% I	6 2% I	10 5% R	-	6 2% I	-	-	42 16% TU	
Widow/Widower	53 3%	12 3%	19 5% D	11 2% D	11 2% D	4 1% I	1 * I	10 3% F	38 6% FG	12 1% I	4 1% I	- - I	* * I	8 3% P	41 4% J	- - I	1 * I	10 6% KLMPQ	30 9% KLMNPQ	-	-	53 20% TU	
Living with partner	157 8%	37 8% DE	51 12% DE	41 6% DE	27 6% DE	63 9% I	35 10% I	29 8% I	30 5% I	68 7% I	24 7% I	21 13% N	14 8% N	9 3% N	89 8% N	39 11% N	15 7% N	14 9% N	21 6% N	157 14% UV	-	-	
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q368. Including yourself, how many people age 18 or older live in your household?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
1	418 21%	90 19%	95 23%	129 19%	104 21%	153 22%	72 20%	77 22%	116 19%	196 20%	72 22% N	34 22%	54 29% NR	35 12%	222 21%	81 22% N	38 18%	23 14%	80 24% NR	25 2%	240 39% T	153 59% TU
2	958 47%	251 53% E	203 49%	309 47%	196 40%	246 35%	183 50% F	156 44%	374 61% FGH	460 48%	109 33%	81 52% K	75 40% KLMNPQRS	196 68%	498 47%	137 37%	103 49% KP	80 50% KP	178 54% KMP	826 71% UV	92 15%	40 15%
3	362 18%	65 14%	58 14%	136 21% B	103 21% B	120 17%	65 18%	85 24% I	91 15%	177 19%	60 18%	31 20%	51 27% N	36 12%	184 17%	61 16%	34 16% N	34 21% N	55 17%	193 17% V	146 24% TV	23 9%
4	141 7%	36 8%	31 8%	30 5% D	44 9% D	85 12% GHI	14 4%	19 5%	23 4%	48 5%	30 9% L	*	7 4%	11 4%	93 9% JLMNQS	56 15% S	13 6%	12 7% L	12 4%	57 5%	67 11% T	18 7%
5+	70 3%	20 4%	9 2%	24 4%	16 3%	45 7% HI	11 3%	6 2%	7 1%	39 4%	25 8% NS	5 3%	2 1%	6 2%	31 3%	20 5% S	6 3%	4 2%	1 *	31 3%	29 5%	10 4%
Decline to answer	77 4%	9 2%	13 3%	34 5% B	21 4%	47 7% HI	18 5% I	7 2%	5 1%	38 4%	30 9% MNS	4 2%	*	4 1%	39 4%	17 5% S	14 7% MNS	7 4% S	1 *	26 2%	34 6% T	18 7% T
MEAN	2.3	2.3	2.1	2.3	2.4	2.6 HI	2.2	2.2	2.1	2.3	2.7 NS	2.1	2.1	2.2 S	2.2	2.4 MNS	2.2 S	2.3 S	2.0	2.4 V	2.2 V	1.8
STD. DEV.	1.44	1.12	1.02	1.19	1.14	2.09	1.04	0.92	0.86	1.78	2.78	1.11	0.90	0.94	1.03	1.24	0.98	0.94	0.78	1.45	1.29	1.60
STD. ERR.	0.03	0.05	0.05	0.05	0.11	0.10	0.06	0.05	0.03	0.06	0.22	0.11	0.07	0.05	0.03	0.07	0.07	0.07	0.04	0.04	0.06	0.09
Sigma	2026	470	410	662	484	697	363	350	616	959	326	154	190	288	1067	371	208	160	328	1158	607	261
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q372. How many people under the age of 18 live in your household?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
0	1387 68%	340 72%	283 69%	442 67%	322 67%	418 60% G	165 46%	243 69% FG	561 91% FGH	686 72%	203 62% Q	78 51%	137 72% LPQ	267 93% KLMPQR	702 66%	214 58% Q	87 42%	106 66% Q	295 90% KLMPQR	762 66%	458 75% TV	168 64%
1	286 14%	69 15%	63 15%	101 15%	53 11%	100 14% I	84 23% FI	70 20% I	32 5%	124 13%	39 12% N	41 27% KNS	32 17% NS	11 4%	162 15%	60 18% NS	43 21% NS	38 24% KNS	21 6%	181 16%	65 11% TV	39 15%
2	187 9%	30 6%	36 9%	69 10%	51 11%	88 13% HI	68 19% HI	20 6% I	10 2%	88 9%	44 13% NRS	27 18% NRS	14 8% N	2 1%	99 9%	44 12% NRS	41 20% MNRS	6 4%	8 2%	120 10%	44 7%	23 9%
3	68 3%	15 3%	15 4%	23 3%	15 3%	37 5% I	22 6% HI	6 2%	3 1%	31 3%	22 7% NS	3 2%	4 2%	1 1%	37 3%	15 4% NS	19 9% MNRS	2 1%	1 1%	44 4%	16 3%	8 3%
4	26 1%	8 2%	2 *	4 1%	12 3%	13 2% I	11 3% I	1 *	* *	5 1%	3 1%	1 1%	1 1%	* *	21 2%	11 3% NS	10 5% NRS	* *	- -	18 2%	7 1%	1 *
5+	29 1%	4 1%	3 1%	6 1%	16 3%	24 3% HI	3 1%	- -	3 1%	9 1%	7 2%	2 1%	- -	1 *	20 2%	17 5% NRS	1 *	- -	2 1%	8 1%	14 2%	7 3% TV
Decline to answer	43 2%	3 1%	8 2%	17 3%	15 3%	18 3% HI	9 3% HI	10 3%	6 1%	16 2%	8 3%	2 1%	1 1%	5 2%	27 3%	10 3% S	8 4% S	8 5% S	1 *	25 2%	3 *	16 6% TU
MEAN	0.6	0.5	0.5	0.5	0.7 B	0.8 HI	1.0 HI	0.4 I	0.1	0.5	0.7 MNRS	0.8 MNRS	0.4 NS	0.1	0.6 J	0.9 MNRS	1.1 KMNRS	0.4 NS	0.2	0.6	0.5	0.7
STD. DEV.	1.09	0.98	0.98	0.97	1.39	1.32	1.17	0.71	0.71	0.97	1.18	1.06	0.77	0.56	1.19	1.42	1.23	0.64	0.82	1.03	1.08	1.37
STD. ERR.	0.02	0.04	0.05	0.04	0.07	0.06	0.07	0.04	0.02	0.03	0.09	0.11	0.06	0.03	0.04	0.08	0.08	0.05	0.04	0.03	0.05	0.08
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base All Qualified Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	East	Midwest	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married/ Living w/Partner	Single/ Never Married	Divorced/ Separated/ Widowed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2026	539	440	627	420	488	323	364	851	865	167	96	164	438	1161	321	227	200	413	1199	500	327
Weighted Base	2026	470	410	662	484	697	363	350	616	959	326	154*	190*	288	1067	371	208	160*	328	1158	607	261
HIGH SCHOOL OR LESS (NET)	681 34%	161 34%	154 38%	213 32%	153 32%	292 42% GI	102 28%	132 38%	154 25%	277 29%	135 41% NQ	44 28% N	70 37% N	29 10%	404 38% J	158 42% NQ	58 28% N	62 39% N	126 38% N	328 28%	247 41% T	106 41% T
Less than high school	16 1%	9 2% D	7 2% D	-	1	9 1%	-	8 2% I	-	7 1%	-	-	7 4% KNS	-	9 1%	9 2%	-	1 1%	-	12 1%	5 1%	-
Completed some high school	90 4%	8 2%	15 4%	42 6% B	26 5% B	59 8% GHI	9 2%	10 3%	12 2%	35 4% MNQS	30 9% N	4 3%	-	1	55 5%	29 8% MN	4 2%	10 6% MN	11 3% N	16 1%	50 9% T	24 9% T
Completed high school	520 26%	121 26%	128 31%	158 24%	113 23%	205 29%	83 23%	96 27%	136 22%	205 21%	93 29% N	31 20% N	54 29% N	27 9%	315 29% J	112 30% N	52 25% N	42 26% N	109 33% N	264 23%	181 30% T	75 29% T
Job-specific training program(s) after high school	54 3%	23 5% C	4 1%	14 2%	13 3%	20 3%	11 3%	18 5%	6 1%	30 3%	12 4% N	9 8% N	9 5% N	1	25 2%	8 2%	2 1%	9 6% NQ	5 2%	36 3%	12 2%	7 3%
SOME COLLEGE (NET)	602 30%	121 26%	109 27%	199 30%	172 36% B	208 30%	95 26%	107 31%	192 31%	303 32%	107 33%	38 24%	61 32%	98 34%	299 28%	101 27%	57 27%	47 29%	94 29%	359 31%	157 26%	86 33%
Some college, but no degree	404 20%	83 18%	69 17%	131 20%	120 25%	152 22%	63 17%	62 18%	127 21%	196 20%	71 22%	25 16%	32 17%	68 24%	207 19%	81 22%	37 18%	29 18%	59 18%	234 20%	117 19%	52 20% U
Associate Degree	198 10%	38 8%	40 10%	68 10%	52 11%	56 8%	32 9%	45 13%	65 11%	106 11%	35 11%	13 8%	28 15% P	30 11%	92 9%	20 5%	20 9%	17 11%	35 11%	125 11%	39 6%	34 13% U
COLLEGE GRAD+ (NET)	743 37%	187 40%	146 36%	250 38%	159 33%	197 28%	166 46% FH	111 32%	270 44% FH	378 39%	85 26%	73 47% KP	59 31% KMPRS	161 56% S	365 34%	112 30% KPS	93 45% MS	51 32%	108 33%	471 41% V	203 33%	69 26% V
College (such as B A , B S)	423 21%	99 21%	80 20%	142 21%	102 21%	138 20% FHI	109 30% FHI	56 16%	120 20%	208 22%	61 19% KMRS	52 34% N	26 14%	69 24% S	215 20% J	77 21%	58 28% MS	29 18%	51 16%	253 22% V	134 22%	36 14% V
Some graduate school, but no degree	79 4%	23 5%	13 3%	25 4%	18 4%	16 2%	9 2%	15 4%	39 6% F	42 4%	7 2%	3 2%	10 5%	21 7% KP	37 3%	9 3%	5 3%	4 3%	18 5%	49 4%	17 3%	13 5%
Graduate degree (such as MBA, MS, M.D., Ph.D)	241 12%	66 14%	54 13%	82 12%	40 8%	43 6%	48 13% F	40 12% F	110 18% F	129 13%	17 5%	18 11%	23 12% KLMPQRS	71 25% S	112 11%	26 7%	30 14% KP	17 11%	39 12%	168 15% UV	53 9%	19 7%
Sigma	2026 100%	470 100%	410 100%	662 100%	484 100%	697 100%	363 100%	350 100%	616 100%	959 100%	326 100%	154 100%	190 100%	288 100%	1067 100%	371 100%	208 100%	160 100%	328 100%	1158 100%	607 100%	261 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H/I - J/O - K/L/M/N/P/Q/R/S - T/U/V
 Overlap formulae used. * small base

Page Table Title

1	1	Q700. To the best of your knowledge, which of the following would be considered more valuable: a necklace marketed as being made with "freshwater pearls," or a necklace marketed as being made with "cultured freshwater pearls"? Please give your best guess even if you are not sure.
2	2	Q705. How familiar are you with brightly colored pearls (e.g., pearls colored bright green, red, or hot pink)?
3	3	Q710. To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)? If you are not sure, please give your best guess.
4	4	Q715. Some brightly colored pearls get their color from dyeing treatments that artificially color the final product. This treatment is permanent and does not require special care. How important is it that sellers of these treated pearls inform consumers that this procedure was performed?
5	5	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF AT LEAST HEARD OF
6	6	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
7	7	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF NEVER HEARD OF
8	8	Q801_1. Now, how familiar are you with each of the following terms associated with diamonds? 1. Cultured diamond
9	9	Q801_2. Now, how familiar are you with each of the following terms associated with diamonds? 2. Laboratory-created diamond
10	10	Q801_3. Now, how familiar are you with each of the following terms associated with diamonds? 3. Laboratory-grown diamond
11	11	Q801_4. Now, how familiar are you with each of the following terms associated with diamonds? 4. Synthetic diamond
12	12	Q801_5. Now, how familiar are you with each of the following terms associated with diamonds? 5. Imitation diamond
13	13	Q801_6. Now, how familiar are you with each of the following terms associated with diamonds? 6. Simulated diamond
14	14	Q801_7. Now, how familiar are you with each of the following terms associated with diamonds? 7. Laboratory-created cultured diamond
15	15	Q810. Which one of these terms would you associate with the stone that had the highest retail value?
16	16	Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? SUMMARY TABLE OF NATURAL
17	17	Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? SUMMARY TABLE OF MANUFACTURED
18	18	Q816_1. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 1. Cultured diamond
19	19	Q816_2. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 2. Laboratory-created diamond
20	20	Q816_3. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 3. Laboratory-grown diamond
21	21	Q816_4. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 4. Synthetic diamond
22	22	Q816_5. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 5. Imitation diamond
23	23	Q816_6. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 6. Simulated diamond
24	24	Q816_7. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 7. Laboratory-created cultured diamond
25	25	Q817. Please tell us whether you think the following statement is true or false. "Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type."
26	26	Q820. Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select all that apply.
27	27	Q825. Please tell us whether you think the following statement is true or false. "If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."
28	28	Q830. Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar). If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?
29	29	Q835. If you were to buy a piece of gem jewelry online, at what point would you expect to be told of any treatments or any special care requirements that the gem has?
30	30	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF RUBY

Page	Table	Title
31	31	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF AMETHYST
32	32	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF EMERALD
33	33	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF AT LEAST HEARD OF
34	34	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
35	35	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF NEVER HEARD OF
36	36	Q846_1. How familiar are you with each of the following types of gemstones? 1. Green amethyst
37	37	Q846_2. How familiar are you with each of the following types of gemstones? 2. Yellow emerald
38	38	Q846_3. How familiar are you with each of the following types of gemstones? 3. Heliodor
39	39	Q846_4. How familiar are you with each of the following types of gemstones? 4. Golden beryl
40	40	Q846_5. How familiar are you with each of the following types of gemstones? 5. Prasiolite
41	41	Q846_6. How familiar are you with each of the following types of gemstones? 6. Red emerald
42	42	Q851_1. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 1. Green amethyst - Prasiolite
43	43	Q851_2. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 2. Heliodor - Yellow emerald
44	44	Q851_3. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 3. Blue sapphire - Red ruby
45	45	Q851_4. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 4. Yellow emerald - Golden beryl
46	46	Q851_5. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 5. Red emerald - Emerald
47	47	Q860. Which of these terms would you associate with the stone that had the highest retail value?
48	48	Q865. Text assignment
49	49	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE
50	50	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF EXTREMELY/VERY ACCURATE
51	51	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF NOT AT ALL ACCURATE
52	52	Q871_1. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 1. Hybrid ruby
53	53	Q871_2. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 2. Composite ruby
54	54	Q871_3. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 3. Ruby
55	55	Q871_4. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 4. Manufactured ruby
56	56	Q875. Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?
57	57	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Page	Table	Title
58	58	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF EXTREMELY/VERY ACCURATE
59	59	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF NOT AT ALL ACCURATE
60	60	Q881_1. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 1. Hybrid ruby
61	61	Q881_2. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 2. Composite ruby
62	62	Q881_3. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 3. Ruby
63	63	Q881_4. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 4. Manufactured ruby
64	64	Q885. Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?
65	65	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF AT LEAST HEARD OF
66	66	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
67	67	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF NEVER HEARD OF
68	68	Q901_1. Now, how familiar are you with each of the following terms associated with metal jewelry? 1. Vermeil
69	69	Q901_2. Now, how familiar are you with each of the following terms associated with metal jewelry? 2. Gold filled
70	70	Q901_3. Now, how familiar are you with each of the following terms associated with metal jewelry? 3. Gold electroplate
71	71	Q901_4. Now, how familiar are you with each of the following terms associated with metal jewelry? 4. Rolled gold plate
72	72	Q901_5. Now, how familiar are you with each of the following terms associated with metal jewelry? 5. Gold overlay
73	73	Q901_6. Now, how familiar are you with each of the following terms associated with metal jewelry? 6. Rhodium plating
74	74	Q901_7. Now, how familiar are you with each of the following terms associated with metal jewelry? 7. Fine gold
75	75	Q901_8. Now, how familiar are you with each of the following terms associated with metal jewelry? 8. Gold plate
76	76	Q901_9. Now, how familiar are you with each of the following terms associated with metal jewelry? 9. Platinum plate
77	77	Q901_10. Now, how familiar are you with each of the following terms associated with metal jewelry? 10. Gold washed
78	78	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF AT LEAST SOMEWHAT HELPFUL
79	79	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF EXTREMELY/VERY HELPFUL
80	80	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF NOT AT ALL HELPFUL
81	81	Q906_1. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 1. Vermeil
82	82	Q906_2. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 2. Gold filled
83	83	Q906_3. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 3. Gold electroplate
84	84	Q906_4. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 4. Rolled gold plate

Page	Table	Title
85	85	Q906_5. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 5. Gold overlay
86	86	Q906_6. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 6. Rhodium plating
87	87	Q906_7. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 7. Fine gold
88	88	Q906_8. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 8. Gold plate
89	89	Q906_9. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 9. Platinum plate
90	90	Q906_10. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 10. Gold washed
91	91	Q910. If you were buying plated jewelry (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know: the thickness of the plating, or the percentage of precious metal in the entire item?
92	92	Q916. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE
93	93	Q916. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE
94	94	Q916_1. How much do you agree or disagree with each of the following statements? 1. If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.
95	95	Q916_2. How much do you agree or disagree with each of the following statements? 2. When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.
96	96	Q916_3. How much do you agree or disagree with each of the following statements? 3. If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.
97	97	Q916_4. How much do you agree or disagree with each of the following statements? 4. A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.
98	98	Q920. If you were buying an item that was a mixture of precious metals, how important would it be to know how much of each precious metal was in that item?
99	99	Q925. Would you prefer to know the amount of each precious metal by percentage, or by weight?
100	100	Q930. If you were buying an item that was made of a precious metal mixed with non-precious metal(s), how important would it be to know how much precious metal and non-precious metal was in that item?
101	101	Q935. Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?
102	102	Q940. It is a very common practice for jewelry manufacturers to "plate" or cover white gold with a thin layer of rhodium to enhance the white color. If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?
103	103	Q945. How familiar are you with palladium?
104	104	Q947. Please tell us whether you think the following statement is true or false. "Palladium is a platinum group metal."
105	105	Q950. If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?
106	106	Q956. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE
107	107	Q956. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE
108	108	Q956_1. How much do you agree or disagree with each of the following statements? 1. If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.
109	109	Q956_2. How much do you agree or disagree with each of the following statements? 2. There should be a minimum amount of palladium required in an item to allow it to be described as palladium.
110	110	Q960. How much do you agree or disagree with the following statement? "If a jewelry retailer claimed that a solid piece of jewelry contains an alloy of base metal (e.g., brass, copper) mixed with a precious metal (e.g., platinum, gold), I would expect a required minimum amount of the precious metal to be contained in the jewelry (e.g., at least 10 karat gold, .925 sterling silver, 500 ppt platinum or palladium)."
111	111	Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?
113	112	Q970. Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as "platinum" if it contains less than 50% pure platinum?
114	113	Q600. Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else? Please select all that apply.
115	114	Q605. How likely are you to consider purchasing fine jewelry, either for yourself or someone else, in the future?

14 August 2012
J42294 - Jewelers Vigilance Committee FTC Questions
Field Period: August 1-6, 2012
Harris Interactive Inc.
Banner 1

<u>Page</u>	<u>Table</u>	<u>Title</u>
116	115	Q268. Are you...?
117	116	Q280. Respondent Age
118	117	Q485. Race/Ethnicity
119	118	Q410. Which one of the following best describes your employment status?
120	119	Q462. Which of the following income categories best describes your total 2011 household income before/after taxes?
121	120	Q318. In what state, province or territory do you currently reside?
125	121	Q320. U.S. Region-Harris Interactive Definition.
126	122	Q350. How many hours per week do you typically spend on the Internet or World Wide Web?
127	123	Q364. What is your marital status?
128	124	Q368. Including yourself, how many people age 18 or older live in your household?
129	125	Q372. How many people under the age of 18 live in your household?
130	126	Q437. What is the highest level of education you have completed or the highest degree you have received?

Q700. To the best of your knowledge, which of the following would be considered more valuable, a necklace marketed as being made with "freshwater pearls," or a necklace marketed as being made with "cultured freshwater pearls"?
 Please give your best guess even if you are not sure.

14 Aug 2012
 Table 1

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Necklace made with "freshwater pearls"	874 43%	684 46% C	64 34%	55 37%	246 36%	282 47% E	346 47% E	186 36%	105 42%	180 49% H	333 44% H	257 41%	614 44%	162 48%	304 42%	368 42%	187 44%	687 43%
Necklace made with "cultured freshwater pearls"	383 19%	269 18%	45 24%	33 22%	129 19%	124 21%	131 18%	91 17%	50 20%	61 17%	159 21%	137 22%	246 18%	46 13%	143 20%	170 20%	75 17%	308 19%
Both would have equal value	347 17%	269 18%	23 12%	21 14%	141 21%	91 15%	116 16%	113 22% J	29 12%	49 13%	138 18%	120 19%	223 16%	53 16%	123 17%	153 18%	101 24% R	246 15%
Not sure	421 21%	268 18%	56 30% B	41 27%	165 24%	106 18%	150 20%	132 25% K	65 26% K	76 21%	121 16%	116 18%	304 22%	78 23%	161 22%	178 20%	66 15%	355 22% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q705. How familiar are you with brightly colored pearls (e.g., pearls colored bright green, red, or hot pink)?

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1208 60%	911 61%	109 58%	77 51%	416 61%	372 62%	419 56%	314 60%	169 68%	223 61%	435 58%	412 65% M	794 57%	197 58%	405 55%	539 62%	308 72% R	899 56%
EXTREMELY/VERY FAMILIAR (SUB-NET)	245 12%	182 12%	20 11%	19 13%	105 15% G	69 12%	70 9%	62 12%	37 15%	42 12%	93 12%	94 15%	151 11%	39 12%	58 8%	115 13% O	81 19% R	164 10%
Extremely familiar	38 2%	27 2%	6 3%	* *	7 1%	17 3%	14 2%	9 2%	1 *	13 4%	14 2%	13 2%	25 2%	13 4% O	8 1%	16 2% R	16 4% R	21 1%
Very familiar	207 10%	155 10%	14 7%	19 13%	98 14% FG	52 9%	56 8%	53 10%	37 15%	29 8%	79 11%	81 13%	126 9%	26 8%	50 7%	99 11% O	65 15% R	142 9%
Heard of but not familiar	963 48%	729 49%	89 47%	57 38%	311 46%	303 50%	349 47%	252 48%	131 53%	180 49%	342 45%	318 50%	643 46%	157 46%	346 47%	424 49%	227 53% R	735 46%
Never heard of	818 40%	578 39%	79 42%	74 49%	265 39%	229 38%	324 44%	209 40%	80 32%	142 39%	317 42%	219 35%	593 43% L	142 42%	327 45%	331 38%	121 28% Q	697 44% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q710. To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)?
 If you are not sure, please give your best guess.

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
The pearls are dyed artificially	741 37%	582 39%	55 29%	52 34%	211 31%	231 38%	299 40%	149 29%	92 37%	146 40%	292 39%	243 39%	497 36%	101 30%	279 38%	332 38%	153 35%	589 37%
The color occurs naturally from the pearl's environment	579 29%	409 27%	46 25%	45 30%	197 29%	182 30%	199 27%	177 34%	66 26%	96 26%	214 28%	201 32%	375 27%	108 32%	194 26%	244 28%	152 35%	427 27%
Other	51 2%	34 2%	10 5%	2 1%	24 4%	7 1%	20 3%	12 2%	5 2%	15 4%	16 2%	17 3%	34 2%	10 3%	12 2%	23 3%	14 3%	37 2%
Not sure	655 32%	465 31%	77 41%	52 35%	249 36%	181 30%	225 30%	184 35%	87 35%	109 30%	230 31%	170 27%	481 35%	120 35%	247 34%	271 31%	111 26%	543 34%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q715. Some brightly colored pearls get their color from dyeing treatments that artificially color the final product. This treatment is permanent and does not require special care.

How important is it that sellers of these treated pearls inform consumers that this procedure was performed?

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT IMPORTANT (NET)	1872 92%	1374 92%	170 90%	143 95%	620 91%	555 92%	697 94%	476 91%	230 92%	350 96%	691 92%	589 94%	1274 92%	314 93%	671 92%	803 92%	399 93%	1473 92%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1362 67%	984 66%	124 66%	124 82% BC	427 63%	401 67%	534 72% E	321 61%	169 68%	249 68%	523 70% H	392 62%	961 69% L	233 69%	519 71% P	554 64%	317 74% R	1045 65%
Extremely important	654 32%	464 31%	55 29%	75 50% BC	201 29%	194 32%	259 35%	150 29%	82 33%	104 29%	266 35%	174 28%	476 34%	110 32%	254 35%	266 31%	167 39% R	486 30%
Very important	708 35%	520 35%	69 37%	49 32%	226 33%	207 34%	275 37%	170 33%	87 35%	144 40%	258 34%	218 35%	485 35%	123 36%	266 36%	288 33%	149 35%	559 35%
Somewhat important	511 25%	391 26% D	46 25%	19 13%	193 28%	154 26%	163 22%	155 30%	61 24%	101 28%	168 22%	197 31% M	313 23%	81 24%	152 21%	248 29% O	82 19%	428 27% Q
Not at all important	154 8%	115 8%	18 10%	8 5%	61 9%	47 8%	46 6%	47 9%	19 8%	15 4%	60 8%	41 6%	113 8%	25 7%	60 8%	67 8%	31 7%	123 8%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
 SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Imitation diamond	1666 82%	1241 83%	142 75%	133 88% C	530 78%	509 85% E	628 85% E	412 79%	202 81%	306 84%	650 86% H	508 81%	1154 83%	281 83%	632 86% P	690 79%	374 87%	1293 81%
Synthetic diamond	1588 78%	1185 80%	144 76%	119 79%	486 71%	494 82% E	608 82% E	391 75%	208 83%	277 76%	607 81%	480 76%	1103 79%	262 77%	601 82% P	657 76%	347 81%	1241 78%
Simulated diamond	1447 71%	1082 73%	127 67%	118 78%	460 68%	461 77% E	527 71%	365 70%	180 72%	254 69%	566 75%	431 68%	1007 73%	243 72%	551 75% P	591 68%	326 76%	1121 70%
Laboratory-created diamond	1293 64%	993 67%	107 57%	95 63%	381 56%	411 68% E	501 67% E	302 58%	171 69% H	217 59%	530 71% HJ	408 65%	884 64%	218 64%	473 65%	544 63%	315 73% R	978 61%
Cultured diamond	1140 56%	849 57%	101 54%	86 57%	410 60% G	346 57% E	384 52% E	292 56%	154 62%	185 51%	443 59%	385 61%	753 54%	183 54%	396 54% E	507 58%	285 66% R	855 54%
Laboratory-grown diamond	1060 52%	813 55%	90 48%	73 49%	311 46%	342 57% E	407 55% E	253 48%	137 55%	172 47%	438 58% HJ	328 52%	731 53%	163 48%	409 56%	439 51%	277 64% R	783 49%
Laboratory-created cultured diamond	992 49%	761 51%	88 47%	65 43%	326 48%	307 51% E	360 48%	239 46%	124 50%	160 44%	411 55% HJ	314 50%	677 49%	150 44%	373 51% E	417 48%	265 62% R	727 46%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
 SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Imitation diamond	696 34%	520 35%	61 33%	39 26%	241 35%	221 37%	234 32%	186 35%	97 39%	119 33%	268 36%	264 42% M	431 31%	109 32%	230 31%	319 37%	215 50% R	481 30%
Synthetic diamond	573 28%	427 29%	49 26%	40 27%	195 29%	186 31%	192 26%	127 24%	89 36% H	108 30%	214 28%	200 32%	373 27%	83 25%	183 25%	266 31%	182 42% R	391 24%
Simulated diamond	535 26%	397 27%	53 28%	38 25%	156 23%	191 32% EG	188 25%	123 24%	71 28%	101 28%	216 29%	172 27%	361 26%	88 26%	192 26%	219 25%	170 40% R	365 23%
Laboratory-created diamond	439 22%	341 23%	37 20%	26 17%	153 22%	129 21%	157 21%	117 22% J	68 27% J	52 14%	181 24% J	170 27% M	270 19%	64 19%	138 19%	203 23%	156 36% R	284 18%
Laboratory-grown diamond	354 17%	276 19%	28 15%	16 10%	129 19%	116 19%	109 15%	92 18%	53 21%	48 13%	149 20%	138 22% M	216 16%	50 15%	109 15%	169 19%	124 29% R	230 14%
Cultured diamond	331 16%	263 18%	25 13%	14 9%	132 19% G	125 21% G	74 10%	90 17%	60 24% K	59 16%	115 15%	140 22% M	191 14%	49 15%	87 12%	169 19% O	107 25% R	225 14%
Laboratory-created cultured diamond	307 15%	233 16%	35 19%	12 8%	115 17%	107 18% G	86 12%	84 16%	45 18%	38 10%	127 17% J	125 20% M	183 13%	52 15%	81 11%	146 17% O	115 27% R	192 12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801. Now, how familiar are you with each of the following terms associated with diamonds?
 SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Laboratory-created cultured diamond	1034 51%	728 49%	100 53%	86 57%	355 52%	295 49%	383 52%	284 54% K	125 50%	205 56% K	340 45%	316 50%	711 51%	189 56%	359 49%	453 52%	165 38%	869 54% Q
Laboratory-grown diamond	966 48%	676 45%	98 52%	77 51%	370 54% FG	260 43%	336 45%	270 52% K	112 45%	193 53% K	314 42%	302 48%	656 47%	175 52%	323 44%	430 49%	153 36%	813 51% Q
Cultured diamond	886 44%	640 43%	87 46%	65 43%	271 40%	256 43%	359 48% E	231 44%	95 38%	180 49%	309 41%	246 39%	634 46%	156 46%	336 46%	363 42%	145 34%	741 46% Q
Laboratory-created diamond	733 36%	496 33%	82 43%	55 37%	300 44% FG	191 32%	242 35%	221 42% IK	78 31%	148 41% K	221 29%	222 35%	503 36%	121 36%	259 35%	325 37%	115 27%	618 39% Q
Simulated diamond	579 29%	407 27%	61 33%	33 22%	221 32% F	141 23%	217 29%	158 30%	69 28%	111 31%	186 25%	199 32%	380 27%	96 28%	181 25%	279 32% O	104 24%	475 30% Q
Synthetic diamond	438 22%	304 20%	44 24%	32 21%	195 29% FG	108 18%	135 18%	132 25%	41 17%	88 24%	145 19%	150 24%	284 21%	77 23%	131 18%	213 24% O	83 19%	355 22% Q
Imitation diamond	359 18%	248 17%	46 25% D	18 12%	151 22% FG	93 15%	115 15%	111 21% K	47 19%	59 16%	102 14%	122 19%	233 17%	58 17%	100 14%	180 21% O	56 13%	303 19% Q

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 1. Now, how familiar are you with each of the following terms associated with diamonds?
 1. Cultured diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1140 56%	849 57%	101 54%	86 57%	410 60% G	346 57%	384 52%	292 56%	154 62%	185 51%	443 59%	385 61%	753 54%	183 54%	396 54%	507 58%	285 66% R	855 54%
EXTREMELY/VERY FAMILIAR (SUB-NET)	331 16%	263 18%	25 13%	14 9%	132 19% G	125 21% G	74 10%	90 17%	60 24% K	59 16%	115 15%	140 22% M	191 14%	49 15%	87 12%	169 19% O	107 25% R	225 14%
Extremely familiar	80 4%	56 4%	10 5%	3 2%	17 3% EG	41 7% EG	22 3%	19 4%	15 6%	13 4%	31 4%	39 6% M	41 3%	12 4%	18 2%	40 5%	42 10% R	38 2%
Very familiar	252 12%	206 14%	15 8%	10 7%	115 17% G	84 14% G	52 7%	70 13%	45 18%	46 13%	84 11%	101 16% M	150 11%	37 11%	69 9%	129 15% O	65 15%	186 12%
Heard of but not familiar	808 40%	587 39%	76 41%	72 48%	278 41%	221 37%	310 42%	203 39%	94 38%	126 35%	327 44% J	245 39%	562 41%	133 39%	309 42%	338 39%	179 42%	630 39%
Never heard of	886 44%	640 43%	87 46%	65 43%	271 40%	256 43%	359 48% E	231 44%	95 38%	180 49%	309 41%	246 39%	634 46%	156 46%	336 46%	363 42%	145 34%	741 46% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 2. Now, how familiar are you with each of the following terms associated with diamonds?

2. Laboratory-created diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1293 64%	993 67%	107 57%	95 63%	381 56%	411 68% E	501 67% E	302 58%	171 69% H	217 59%	530 71% HJ	408 65%	884 64%	218 64%	473 65%	544 63%	315 73% R	978 61%
EXTREMELY/VERY FAMILIAR (SUB-NET)	439 22%	341 23%	37 20%	26 17%	153 22%	129 21%	157 21%	117 22% J	68 27% J	52 14%	181 24% J	170 27% M	270 19%	64 19%	138 19%	203 23%	156 36% R	284 18%
Extremely familiar	118 6%	83 6%	16 9%	8 5%	49 7%	35 6%	34 5%	32 6%	18 7%	16 4%	43 6%	53 8% M	64 5%	27 8% O	29 4%	49 6%	67 16% R	51 3%
Very familiar	322 16%	257 17%	21 11%	18 12%	104 15%	95 16%	123 17%	85 16%	50 20% J	36 10%	139 18% J	117 18%	205 15%	37 11%	108 15%	155 18% N	89 21% R	233 15%
Heard of but not familiar	853 42%	652 44%	69 37%	69 46%	228 34%	282 47% E	343 46% E	184 35%	103 41%	165 45% H	349 46% H	238 38%	615 44%	153 45%	335 46%	341 39%	159 37%	695 44%
Never heard of	733 36%	496 33%	82 43%	55 37%	300 44% FG	191 32%	242 33%	221 42% IK	78 31%	148 41% K	221 29%	222 35%	503 36%	121 36%	259 35%	325 37%	115 27%	618 39% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 3. Now, how familiar are you with each of the following terms associated with diamonds?

3. Laboratory-grown diamond

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1060 52%	813 55%	90 48%	73 49%	311 46%	342 57% E	407 55% E	253 48%	137 55%	172 47%	438 58% HJ	328 52%	731 53%	163 48%	409 56%	439 51%	277 64% R	783 49%
EXTREMELY/VERY FAMILIAR (SUB-NET)	354 17%	276 19%	28 15%	16 10%	129 19%	116 19%	109 15%	92 18%	53 21%	48 13%	149 20%	138 22% M	216 16%	50 15%	109 15%	169 19%	124 29% R	230 14%
Extremely familiar	88 4%	61 4%	13 7%	3 2%	24 3%	35 6%	30 4%	17 3%	14 6%	9 3%	43 6%	39 6%	50 4%	17 5%	26 3%	38 4%	50 12% R	38 2%
Very familiar	266 13%	215 14%	15 8%	12 8%	105 15%	81 14%	79 11%	75 14%	39 15%	39 11%	106 14%	100 16%	167 12%	33 10%	83 11%	131 15%	74 17%	192 12%
Heard of but not familiar	706 35%	536 36%	62 33%	58 38%	182 27%	226 38% E	298 40% E	161 31%	84 34%	124 34%	289 38%	190 30%	515 37% L	114 34%	300 41% P	270 31%	153 36%	553 35%
Never heard of	966 48%	676 45%	98 52%	77 51%	370 54% FG	260 43%	336 45%	270 52% K	112 45%	193 53% K	314 42%	302 48%	656 47%	175 52%	323 44%	430 49%	153 36%	813 51% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 4. Now, how familiar are you with each of the following terms associated with diamonds?

4. Synthetic diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1588 78%	1185 80%	144 76%	119 79%	486 71%	494 82% E	608 82% E	391 75%	208 83%	277 76%	607 81%	480 76%	1103 79%	262 77%	601 82% P	657 76%	347 81%	1241 78%
EXTREMELY/VERY FAMILIAR (SUB-NET)	573 28%	427 29%	49 26%	40 27%	195 29%	186 31%	192 26%	127 24%	89 36% H	108 30%	214 28%	200 32%	373 27%	83 25%	183 25%	266 31%	182 42% R	391 24%
Extremely familiar	159 8%	115 8%	16 8%	11 8%	52 8%	46 8%	62 8%	37 7%	23 9%	18 5%	72 10%	69 11% M	90 7%	29 9%	42 6%	72 8%	79 18% R	80 5%
Very familiar	413 20%	312 21%	33 18%	29 19%	144 21%	140 23% G	130 18%	89 17%	66 27% H	89 25%	142 19%	131 21%	282 20%	54 16%	140 19%	194 22%	103 24%	311 19%
Heard of but not familiar	1015 50%	758 51%	95 50%	79 52%	291 43%	308 51%	417 56% E	264 50%	118 48%	169 46%	393 52%	280 44%	730 53% L	179 53%	418 57% P	391 45%	165 38%	850 53% Q
Never heard of	438 22%	304 20%	44 24%	32 21%	195 29% FG	108 18%	135 18%	132 25%	41 17%	88 24%	145 19%	150 24%	284 21%	77 23%	131 18% O	213 24% O	83 19%	355 22%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 5. Now, how familiar are you with each of the following terms associated with diamonds?
 5. Imitation diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1666 82%	1241 83%	142 75%	133 88% C	530 78%	509 85% E	628 85% E	412 79%	202 81%	306 84%	650 86% H	508 81%	1154 83%	281 83%	632 86% P	690 79%	374 87%	1293 81%
EXTREMELY/VERY FAMILIAR (SUB-NET)	696 34%	520 35%	61 33%	39 26%	241 35%	221 37%	234 32%	186 35%	97 39%	119 33%	268 36%	264 42% M	431 31%	109 32%	230 31%	319 37%	215 50% R	481 30%
Extremely familiar	175 9%	119 8%	25 13%	12 8%	71 10%	45 8%	59 8%	61 12%	19 8%	22 6%	71 9%	83 13% M	92 7%	31 9%	48 7%	83 9%	85 20% R	90 6%
Very familiar	521 26%	401 27%	37 19%	26 18%	170 25%	175 29%	175 24%	125 24%	78 31%	97 27%	197 26%	181 29%	340 24%	79 23%	182 25%	236 27%	130 30%	391 24%
Heard of but not familiar	971 48%	721 48%	81 43%	94 63% BC	289 42%	288 48%	394 53% E	226 43%	105 42%	187 51%	382 51%	244 39%	723 52% L	171 51%	402 55% P	371 43%	159 37%	812 51% Q
Never heard of	359 18%	248 17%	46 25% D	18 12%	151 22% FG	93 15%	115 15%	111 21% K	47 19%	59 16%	102 14%	122 19%	233 17%	58 17%	100 14%	180 21% O	56 13%	303 19%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 6. Now, how familiar are you with each of the following terms associated with diamonds?

6. Simulated diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1447 71%	1082 73%	127 67%	118 78%	460 68%	461 77% E	527 71%	365 70%	180 72%	254 69%	566 75%	431 68%	1007 73%	243 72%	551 75% P	591 68%	326 76%	1121 70%
EXTREMELY/VERY FAMILIAR (SUB-NET)	535 26%	397 27%	53 28%	38 25%	156 23%	191 32% EG	188 25%	123 24%	71 28%	101 28%	216 29%	172 27%	361 26%	88 26%	192 26%	219 25%	170 40% R	365 23%
Extremely familiar	125 6%	77 5%	18 9%	13 8%	37 5%	47 8%	42 6%	32 6%	9 4%	20 6%	57 8%	60 10% M	64 5%	23 7%	36 5%	54 6%	77 18% R	48 3%
Very familiar	410 20%	320 22%	35 19%	26 17%	119 17%	144 24%	147 20%	91 17%	61 25%	81 22%	159 21%	112 18%	297 21%	65 19%	156 21%	164 19%	93 22%	316 20%
Heard of but not familiar	912 45%	685 46%	74 39%	80 53%	304 45%	270 45%	338 46%	242 46%	110 44%	152 42%	351 47%	259 41%	646 47%	155 46%	359 49%	372 43%	156 36%	757 47% Q
Never heard of	579 29%	407 27%	61 33%	33 22%	221 32% F	141 23%	217 29%	158 30%	69 28%	111 31%	186 25%	199 32%	380 27%	96 28%	181 25%	279 32% O	104 24%	475 30%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q801 7. Now, how familiar are you with each of the following terms associated with diamonds?

7. Laboratory-created cultured diamond

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	992 49%	761 51%	88 47%	65 43%	326 48%	307 51%	360 48%	239 46%	124 50%	160 44%	411 55% HJ	314 50%	677 49%	150 44%	373 51%	417 48%	265 62% R	727 46%
EXTREMELY/VERY FAMILIAR (SUB-NET)	307 15%	233 16%	35 19%	12 8%	115 17%	107 18% G	86 12%	84 16%	45 18%	38 10%	127 17% J	125 20% M	183 13%	52 15%	81 11%	146 17% O	115 27% R	192 12%
Extremely familiar	82 4%	58 4%	14 7%	3 2%	31 5%	29 5%	22 3%	26 5%	9 4%	7 2%	35 5% M	39 6% M	43 3%	14 4%	18 2%	41 5%	51 12% R	31 2%
Very familiar	225 11%	175 12%	21 11%	9 6%	84 12%	77 13% G	63 9%	58 11%	36 14%	32 9%	92 12%	86 14%	139 10%	39 11%	63 9%	105 12%	64 15%	161 10%
Heard of but not familiar	685 34%	528 35%	53 28%	53 35%	210 31%	200 33%	274 37%	155 30%	79 32%	122 33%	284 38% H	190 30%	494 36%	98 29%	292 40% NP	271 31%	150 35%	535 34%
Never heard of	1034 51%	728 49%	100 53%	86 57%	355 52%	295 49%	383 52%	284 54% K	125 50%	205 56% K	340 45%	316 50%	711 51%	189 56%	359 49%	453 52%	165 38%	869 54% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q810. Which one of these terms would you associate with the stone that had the highest retail value?

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Diamond	1696 84%	1235 83%	164 87%	120 79%	543 80%	500 83%	653 88% E	424 81%	208 83%	305 84%	639 85%	521 83%	1167 84%	284 84%	643 88% P	716 82%	359 84%	1337 84%
Cultured diamond	199 10%	143 10%	15 8%	27 18% B	73 11%	68 11%	57 8%	63 12%	22 9%	41 11%	65 9%	53 8%	145 10%	34 10%	56 8%	80 9%	41 10%	157 10%
Laboratory-created cultured diamond	30 1%	27 2%	1 1%	1 *	14 2%	6 1%	9 1%	5 1%	9 3%	3 1%	13 2%	13 2%	17 1%	2 1%	12 2%	15 2%	4 1%	26 2%
Synthetic diamond	30 1%	23 2%	2 1%	1 1%	19 3%	4 1%	7 1%	16 3%	1 1%	5 1%	7 1%	12 2%	18 1%	5 2%	4 1%	21 2% O	7 2%	22 1%
Laboratory-grown diamond	28 1%	27 2%	2 1%	-	8 1%	10 2%	11 1%	6 1%	8 3%	4 1%	11 1%	12 2%	16 1%	4 1%	11 2%	13 1%	5 1%	23 1%
Laboratory-created diamond	24 1%	19 1%	3 2%	2 1%	16 2% G	4 1%	3 *	3 1%	2 1%	5 1%	8 1%	11 2%	13 1%	3 1%	3 *	18 2%	12 3% R	12 1%
Simulated diamond	13 1%	9 1%	1 *	-	5 1%	5 1%	3 *	3 1%	-	3 1%	5 1%	8 1%	5 *	2 1%	1 *	7 1%	1 *	12 1%
Imitation diamond	7 *	6 *	1 *	-	2 *	5 1%	-	3 1%	-	-	4 1%	-	7 *	4 1%	2 *	1 *	-	7 *
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

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 Table 16

SUMMARY TABLE OF NATURAL

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Cultured diamond	1069 53%	776 52% D	116 62% D	56 37%	426 63% FG	324 54% G	319 43%	343 66% IJK	126 51%	176 48%	350 46%	347 55%	716 52%	176 52%	349 48%	489 56% O	226 53%	843 53%
Laboratory-grown diamond	376 19%	279 19%	36 19%	22 15%	148 22%	102 17%	126 17%	110 21%	48 19%	53 14%	142 19%	129 20%	244 18%	60 18%	99 14%	188 22% O	81 19%	294 18%
Laboratory-created cultured diamond	259 13%	194 13%	19 10%	13 8%	107 16% G	82 14%	70 9%	80 15%	32 13%	39 11%	96 13%	100 16%	156 11%	36 11%	64 9%	138 16% O	63 15%	197 12%
Simulated diamond	200 10%	121 8%	26 14% D	6 4%	111 16% FG	56 9% G	33 4%	81 16% IJK	20 8%	30 8%	55 7%	95 15% M	105 8%	33 10% O	38 5%	109 13% O	40 9%	160 10%
Laboratory-created diamond	199 10%	152 10%	14 8%	10 7%	76 11%	67 11%	57 8%	59 11%	22 9%	31 9%	72 10%	84 13% M	115 8%	22 7%	53 7%	103 12% O	49 11%	151 9%
Synthetic diamond	181 9%	116 8%	23 12%	7 5%	120 18% FG	40 7% G	21 3%	75 14% K	25 10%	37 10% K	37 5%	104 17% M	77 6%	24 7%	26 4%	108 12% O	59 14% R	122 8%
Imitation diamond	154 8%	109 7%	9 5%	6 4%	71 10% G	47 8%	36 5%	50 10% K	21 8%	34 9% K	34 5%	68 11% M	86 6%	16 5%	49 7%	81 9%	42 10%	112 7%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

SUMMARY TABLE OF MANUFACTURED

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Imitation diamond	1872 92%	1380 93%	179 95%	144 96%	610 90%	555 92%	707 95% E	473 90%	228 92%	331 91%	718 95% HJ	563 89%	1301 94% L	322 95%	683 93%	789 91%	388 90%	1484 93%
Synthetic diamond	1845 91%	1373 92%	165 88%	143 95%	561 82%	562 93% E	722 97% EF	448 86%	224 90%	328 90%	715 95% HJ	526 83%	1310 94% L	315 93%	706 96% P	762 88%	370 86%	1474 92% Q
Laboratory-created diamond	1826 90%	1337 90%	174 92%	140 93%	605 89%	535 89%	686 92%	464 89%	227 91%	334 91%	680 90%	546 87%	1272 92% L	317 93%	679 93% P	766 88%	381 89%	1445 91%
Simulated diamond	1825 90%	1368 92%	162 86%	144 96% C	570 84%	546 91% E	710 96% EF	442 84%	229 92% H	335 92% H	697 93% H	535 85%	1282 92% L	306 90%	694 95% NP	761 87%	390 91%	1436 90%
Laboratory-created cultured diamond	1766 87%	1295 87%	169 90%	138 92%	574 84%	519 86%	673 91% E	443 85%	217 87%	325 89%	656 87%	530 84%	1231 89%	303 89%	668 91% P	731 84%	367 85%	1399 88%
Laboratory-grown diamond	1650 81%	1210 81%	152 81%	129 85%	533 78%	500 83%	617 83%	413 79%	201 81%	312 86%	609 81%	502 80%	1143 82%	279 82%	633 86% P	682 78%	349 81%	1302 82%
Cultured diamond	957 47%	713 48%	72 38%	95 63% BC	255 37%	278 46% E	424 57% EF	180 34%	123 49% H	189 52% H	402 54% H	284 45%	671 48%	163 48%	383 52% P	381 44%	204 47%	753 47%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 1. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
1. Cultured diamond

14 Aug 2012
 Table 18

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Natural	1069 53%	776 52% D	116 62% D	56 37%	426 63% FG	324 54% G	319 43%	343 66% IJK	126 51%	176 48%	350 46%	347 55%	716 52%	176 52%	349 48%	489 56% O	226 53%	843 53%
Manufactured	957 47%	713 48%	72 38%	95 63% BC	255 37%	278 46% E	424 57% EF	180 34%	123 49% H	189 52% H	402 54% H	284 45%	671 48%	163 48%	383 52% P	381 44%	204 47%	753 47%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 2. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

14 Aug 2012
 Table 19

2. Laboratory-created diamond

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1826 90%	1337 90%	174 92%	140 93%	605 89%	535 89%	686 92%	464 89%	227 91%	334 91%	680 90%	546 87%	1272 92% L	317 93%	679 93% P	766 88%	381 89%	1445 91%
Natural	199 10%	152 10%	14 8%	10 7%	76 11%	67 11%	57 8%	59 11%	22 9%	31 9%	72 10%	84 13% M	115 8%	22 7%	53 7%	103 12% O	49 11%	151 9%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 3. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

14 Aug 2012
 Table 20

3. Laboratory-grown diamond

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1650 81%	1210 81%	152 81%	129 85%	533 78%	500 83%	617 83%	413 79%	201 81%	312 86%	609 81%	502 80%	1143 82%	279 82%	633 86%	682 78%	349 81%	1302 82%
Natural	376 19%	279 19%	36 19%	22 15%	148 22%	102 17%	126 17%	110 21%	48 19%	53 14%	142 19%	129 20%	244 18%	60 18%	99 14%	188 22%	81 19%	294 18%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 4. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
 4. Synthetic diamond

14 Aug 2012
 Table 21

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1845 91%	1373 92%	165 88%	143 95%	561 82%	562 93%	722 97%	448 86%	224 90%	328 90%	715 95%	526 83%	1310 94%	315 93%	706 96%	762 88%	370 86%	1474 92%
Natural	181 9%	116 8%	23 12%	7 5%	120 18%	40 7%	21 3%	75 14%	25 10%	37 10%	37 5%	104 17%	77 6%	24 7%	26 4%	108 12%	59 14%	122 8%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 5. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

14 Aug 2012
 Table 22

5. Imitation diamond

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1872 92%	1380 93%	179 95%	144 96%	610 90%	555 92%	707 95% E	473 90%	228 92%	331 91%	718 95% HJ	563 89%	1301 94% L	322 95%	683 93%	789 91%	388 90%	1484 93%
Natural	154 8%	109 7%	9 5%	6 4%	71 10% G	47 8%	36 5%	50 10% K	21 8%	34 9% K	34 5%	68 11% M	86 6%	16 5%	49 7%	81 9%	42 10%	112 7%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 6. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?

14 Aug 2012
 Table 23

6. Simulated diamond

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1825 90%	1368 92%	162 86%	144 96% C	570 84%	546 91% E	710 96% EF	442 84%	229 92% H	335 92% H	697 93% H	535 85%	1282 92% L	306 90%	694 95% NP	761 87%	390 91%	1436 90%
Natural	200 10%	121 8%	26 14% D	6 4% FG	111 16% FG	56 9% G	33 4%	81 16% JK	20 8%	30 8%	55 7%	95 15% M	105 8%	33 10% O	38 5%	109 13% O	40 9%	160 10%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q816 7. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured?
 7. Laboratory-created cultured diamond

14 Aug 2012
 Table 24

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Manufactured	1766 87%	1295 87%	169 90%	138 92%	574 84%	519 86%	673 91% E	443 85%	217 87%	325 89%	656 87%	530 84%	1231 89%	303 89%	668 91% P	731 84%	367 85%	1399 88%
Natural	259 13%	194 13%	19 10%	13 8%	107 16% G	82 14%	70 9%	80 15%	32 13%	39 11%	96 13%	100 16%	156 11%	36 11%	64 9%	138 16% O	63 15%	197 12%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q817. Please tell us whether you think the following statement is true or false.

"Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type."

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
True	583 29%	453 30%	40 21%	36 24%	193 28%	188 31%	202 27%	168 32%	73 30%	101 28%	207 28%	210 33% M	372 27%	102 30%	185 25%	270 31%	139 32%	443 28%
False	666 33%	497 33% D	63 34%	32 21%	224 33%	201 33%	241 32%	157 30%	75 30%	147 40% H	244 32%	209 33%	455 33%	109 32%	252 35%	270 31%	174 41% R	491 31%
Don't know	777 38%	540 36%	85 45%	82 55% B	264 39%	214 35%	300 40%	198 38%	101 41%	117 32%	301 40%	211 33%	560 40%	128 38%	294 40%	330 38%	116 27%	661 41% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q820. Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select all that apply.

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
ANY LISTED TERM (NET)	1854 92%	1359 91%	177 94%	144 96%	621 91%	549 91%	684 92%	481 92%	231 93%	345 94%	678 90%	575 91%	1270 92%	307 90%	667 91%	798 92%	398 93%	1455 91%
Laboratory-created diamond	1175 58%	863 58%	127 68%	93 62%	386 57%	342 57%	447 60%	278 53%	152 61%	226 62%	433 58%	341 54%	833 60%	219 65% P	438 60%	479 55%	262 61%	913 57%
Laboratory-grown diamond	873 43%	616 41%	112 60% B	69 46% B	318 47% B	258 43% B	297 40% B	239 46% K	120 48% K	169 46% K	277 37% K	268 42% K	605 44% K	153 45% K	322 44% K	364 42% K	189 44% K	684 43% K
Laboratory-created cultured diamond	863 43%	612 41%	101 54% B	73 49% B	298 44% B	247 41% B	317 43% B	221 42% K	123 50% K	158 43% K	294 39% K	266 42% K	593 43% K	149 44% K	329 45% K	346 40% K	183 43% K	680 43% K
Synthetic diamond	777 38%	570 38%	80 43%	66 44%	253 37% P	232 39% P	292 39% P	217 41% P	92 37% P	128 35% P	273 36% P	214 34% P	558 40% P	146 43% P	295 40% P	294 34% P	172 40% P	605 38% P
Simulated diamond	605 30%	436 29%	58 31%	59 39%	206 30% L	193 32% L	206 28% L	182 35% JK	92 37% JK	94 26% JK	188 25% JK	159 25% L	445 32% L	126 37% P	229 31% P	225 26% P	120 28% P	485 30% P
Imitation diamond	580 29%	434 29%	54 29%	51 34%	209 31% E	173 29% E	199 27% E	186 36% JK	65 26% JK	92 25% JK	194 26% JK	164 26% JK	415 30% JK	110 32% JK	212 29% JK	229 26% JK	112 26% JK	469 29% JK
Cultured diamond	470 23%	334 22%	59 31%	49 32%	108 16% E	161 27% E	202 27% E	119 23% E	49 19% E	86 23% E	181 24% E	135 21% E	334 24% E	87 26% E	192 26% E	177 20% E	108 25% E	362 23% E
Diamond	183 9%	124 8%	26 14%	9 6%	63 9% M	64 11% M	56 8% M	62 12% M	19 8% M	34 9% M	63 8% M	78 12% M	104 8% M	24 7% M	63 9% M	85 10% M	44 10% M	138 9% M
None	172 8%	130 9%	11 6%	7 4%	60 9% Q	52 9% Q	59 8% Q	42 8% Q	18 7% Q	20 6% Q	74 10% Q	55 9% Q	117 8% Q	32 10% Q	65 9% Q	72 8% Q	31 7% Q	141 9% Q
Sigma	5698 281%	4119 277%	629 334%	476 316%	1900 279%	1722 286%	2075 279%	1546 295%	729 293%	1008 276%	1978 263%	1680 267%	4003 289%	1048 309%	2145 293%	2271 261%	1222 284%	4475 280%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q825. Please tell us whether you think the following statement is true or false.

"If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
True	894 44%	654 44%	79 42%	72 48%	295 43%	258 43%	341 46%	250 48%	104 42%	147 40%	329 44%	288 46%	604 44%	144 42%	320 44%	396 46%	207 48%	687 43%
False	661 33%	482 32%	71 38%	43 28%	219 32%	211 35%	231 31%	159 30%	96 39%	124 34%	244 32%	191 30%	467 34%	107 32%	236 32%	273 31%	170 40% R	490 31%
Don't know	471 23%	353 24%	38 20%	36 24%	168 25%	133 22%	171 23%	114 22%	49 20%	93 26%	178 24%	151 24%	316 23%	88 26%	176 24%	201 23%	53 12%	418 26% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q830. Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar).

14 Aug 2012
 Table 28

If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
At the very beginning, when I first show interest in the jewelry	1387 68%	1039 70%	123 66%	118 78%	405 60%	431 72% E	552 74% E	324 62%	166 67%	260 71% H	543 72% H	389 62%	990 71% L	216 64%	566 77% NP	560 64%	283 66%	1104 69%
When I ask the price of the jewelry	276 14%	212 14%	22 12%	14 9%	85 13%	84 14%	107 14%	74 14%	37 15%	53 15%	94 13%	108 17% M	168 12%	49 14%	89 12%	127 15%	72 17%	204 13%
Right before I pay for the jewelry	213 11%	158 11%	16 8%	9 6%	101 15% FG	44 7%	68 9%	68 13%	28 11%	35 9%	71 9%	77 12%	136 10%	48 14% O	42 6%	107 12% O	45 10%	168 11%
After I pay for the jewelry	42 2%	15 1%	4 2%	5 3%	33 5% FG	6 1%	3 *	16 3%	2 1%	4 1%	16 2%	24 4% M	18 1%	1 *	11 2%	29 3% N	7 2%	36 2%
Only if I ask about it	107 5%	64 4%	23 12% B	5 3%	56 8% G	37 6% G	15 2%	41 8% K	17 7%	14 4%	27 4%	32 5%	76 5%	25 8% O	23 3%	47 5%	23 5%	84 5%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q835. If you were to buy a piece of gem jewelry online, at what point would you expect to be told of any treatments or any special care requirements that the gem has?

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
When the jewelry description first appears on screen	1727 85%	1282 86% C	146 78%	142 94% C	535 79%	512 85%	680 92% EF	426 81%	217 87%	312 86%	656 87%	477 76%	1242 90% L	284 84%	683 93% NP	700 81%	365 85%	1363 85%
Right before I pay for the jewelry	184 9%	124 8%	26 14% D	4 3%	85 12% G	60 10% G	39 5%	63 12% K	21 8%	33 9%	50 7%	98 16% M	85 6%	27 8%	29 4%	113 13% O	39 9%	144 9%
After I pay for the jewelry	27 1%	22 1%	-	-	20 3% F	1	7 1%	11 2%	1	6 2%	8 1%	17 3% M	10 1%	8 2%	5 1%	12 1%	12 3%	15 1%
Only if I ask about it	88 4%	61 4%	16 8%	5 3%	41 6% G	30 5% G	17 2%	23 4%	10 4%	13 4%	37 5%	38 6%	50 4%	20 6% O	15 2%	45 5% O	14 3%	74 5%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

SUMMARY TABLE OF RUBY

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Red	1869 92%	1381 93%	165 88%	147 98% C	599 88%	566 94% E	703 95% E	476 91%	237 95%	336 92%	700 93%	560 89%	1300 94% L	309 91%	687 94%	798 92%	395 92%	1473 92%
Pink	521 26%	391 26% C	26 14%	47 31% C	159 23%	148 25%	214 29%	121 23%	65 26%	93 25%	196 26%	153 24%	364 26%	89 26%	195 27%	225 26%	139 32% R	381 24%
Purple/Violet	237 12%	166 11%	21 11%	15 10%	99 15%	58 10%	80 11%	63 12%	27 11%	37 10%	93 12%	93 15%	144 10%	27 8%	84 12%	118 14%	66 15%	171 11%
Blue	108 5%	85 6%	9 5%	5 3%	54 8% F	23 4%	31 4%	35 7%	17 7%	15 4%	36 5%	50 8% M	58 4%	10 3%	20 3%	68 8% NO	24 6%	84 5%
White	87 4%	62 4%	4 2%	1 1%	46 7% G	25 4%	17 2%	25 5%	9 4%	17 5%	30 4%	59 9% M	29 2%	14 4%	14 2%	59 7% O	34 8% R	53 3%
Green	73 4%	52 3%	* 3%	1 1%	51 7% FG	7 1%	15 2%	23 4% K	11 4%	20 5% K	12 2%	35 6% M	38 3%	7 2%	16 2%	38 4%	26 6% R	47 3%
Yellow	57 3%	45 3%	5 3%	1 1%	19 3%	16 3%	22 3%	14 3%	9 4%	5 1%	25 3%	21 3%	36 3%	11 3%	12 2%	30 3%	16 4%	42 3%
Not sure	99 5%	73 5%	14 7%	2 1%	53 8% FG	18 3%	28 4%	39 7%	9 4%	13 4%	29 4%	37 6%	62 4%	18 5%	27 4%	47 5%	13 3%	86 5%
Sigma	3051 151%	2253 151%	243 129%	220 146%	1079 158%	861 143%	1111 150%	796 152%	385 154%	535 147%	1120 149%	1007 160%	2032 146%	487 144%	1056 144%	1382 159%	712 166%	2338 147%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

SUMMARY TABLE OF AMETHYST

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Purple/Violet	1268 63%	956 64%	104 55%	91 61%	358 53%	397 66% E	513 69% E	314 60%	148 59%	221 61%	500 67%	374 59%	886 64%	236 70% P	464 63%	513 59%	271 63%	997 62%
Blue	587 29%	447 30%	44 23%	43 29%	204 30%	168 28%	215 29%	163 31%	70 28%	90 25%	213 28%	172 27%	411 30%	122 36% P	210 29%	231 27%	139 32%	448 28%
Yellow	543 27%	416 28%	36 19%	52 34% C	170 25%	155 26%	217 29%	124 24%	60 24%	100 27%	226 30%	163 26%	377 27%	75 22%	218 30%	212 24%	131 30%	412 26%
Pink	469 23%	345 23%	37 19%	52 34% BC	142 21%	145 24%	183 25%	131 25%	64 26%	76 21%	170 23%	121 19%	347 25%	88 26%	164 22%	179 21%	127 30% R	341 21%
White	440 22%	331 22%	34 18%	37 24%	149 22%	132 22%	159 21%	119 23%	56 22%	76 21%	154 20%	140 22%	300 22%	67 20%	169 23%	182 21%	107 25%	333 21%
Green	133 7%	103 7%	7 4%	6 4%	61 9% G	35 6%	36 5%	40 8%	21 8%	25 7%	40 5%	60 9% M	73 5%	14 4%	41 6%	67 8%	55 13% R	78 5%
Red	126 6%	92 6%	11 6%	11 7%	54 8%	31 5%	41 6%	29 6%	23 9% J	10 3%	58 8% J	36 6%	90 6%	17 5%	52 7%	45 5%	40 9% R	86 5%
Not sure	271 13%	173 12%	42 22% B	17 11%	135 20% FG	66 11%	70 9%	83 16% K	29 12%	58 16%	76 10%	86 14%	185 13%	36 11%	101 14%	127 15%	35 8%	236 15% Q
Sigma	3836 189%	2864 192%	314 167%	309 205%	1273 187%	1128 187%	1435 193%	1004 192%	471 189%	656 180%	1437 191%	1151 183%	2669 192%	655 193%	1419 194%	1554 179%	905 210%	2931 184%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones.
 Please select all that apply in each column.

14 Aug 2012
 Table 32

SUMMARY TABLE OF EMERALD

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Green	1798 89%	1335 90% C	154 82%	143 95% C	551 81%	552 92% E	694 93% E	437 84%	229 92% H	317 87%	689 92% H	525 83%	1267 91% L	312 92%	665 91%	753 87%	388 90%	1409 88%
Yellow	254 13%	182 12%	24 13%	26 17%	116 17% F	52 9%	86 12%	84 16% K	29 12%	54 15% K	65 9%	76 12%	178 13%	53 16%	81 11%	106 12%	58 14%	196 12%
Blue	241 12%	168 11%	30 16%	15 10%	79 12%	74 12%	87 12%	71 14%	35 14%	52 14%	75 10%	77 12%	161 12%	39 12%	85 12%	101 12%	65 15%	176 11%
White	156 8%	122 8%	13 7%	7 4%	74 11% FG	36 6%	46 6%	52 10%	20 8%	33 9%	47 6%	60 10%	96 7%	25 7%	46 6%	72 8%	34 8%	122 8%
Purple/Violet	93 5%	64 4%	11 6%	7 4%	46 7%	21 4%	26 3%	30 6%	10 4%	24 7%	25 3%	45 7% M	48 3%	17 5%	22 3%	46 5%	38 9% R	55 3%
Pink	74 4%	62 4%	3 1%	5 3%	26 4%	20 3%	27 4%	21 4%	11 4%	23 6% K	18 2%	29 5%	45 3%	14 4%	16 2%	40 5%	21 5%	53 3%
Red	73 4%	54 4%	10 5%	3 2%	51 8% FG	10 2%	12 2%	29 6% K	16 6% K	10 3%	13 2%	33 5%	39 3%	7 2%	14 2%	41 5% O	13 3%	59 4%
Not sure	114 6%	76 5%	14 7%	3 2%	70 10% FG	21 4%	22 3%	46 9% K	11 4%	22 6%	26 4%	43 7%	71 5%	19 5%	41 6%	50 6%	13 3%	101 6%
Sigma	2802 138%	2063 139%	259 138%	207 137%	1014 149%	787 131%	1000 135%	769 147%	360 144%	535 147%	958 127%	888 141%	1905 137%	486 143%	971 133%	1210 139%	630 147%	2171 136%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Green amethyst	828 41%	621 42%	64 34%	46 30%	304 45%	250 42%	274 37%	245 47% J	112 45%	129 35%	297 40%	275 44%	550 40%	129 38%	269 37%	371 43%	227 53% R	601 38%
Yellow emerald	634 31%	464 31% D	61 32% D	15 10%	260 38% G	186 31%	188 25%	180 34%	80 32%	127 35%	207 27%	227 36% M	405 29%	108 32%	181 25%	303 35% O	165 38% R	469 29%
Red emerald	634 31%	459 31%	53 28%	36 24%	277 41% FG	187 31% G	170 23%	219 42% IJK	76 30%	105 29%	199 26%	263 42% M	370 27%	101 30% O	156 21%	335 39% NO	174 41% R	460 29%
Golden beryl	582 29%	425 29%	48 25%	43 28%	175 26%	166 28%	240 32%	128 25%	84 34%	113 31%	228 30%	189 30%	392 28%	101 30%	185 25%	248 29%	161 37% R	421 26%
Prasiolite	305 15%	209 14%	38 20% D	11 7%	115 17%	100 17%	90 12%	83 16%	44 18%	63 17%	105 14%	131 21% M	174 13%	51 15%	84 12%	150 17% O	116 27% R	189 12%
Heliodor	261 13%	199 13%	19 10%	12 8%	94 14%	69 11%	97 13%	79 15%	33 13%	52 14%	88 12%	130 21% M	131 9%	39 11%	66 9%	136 16% O	88 20% R	173 11%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Green amethyst	246 12%	196 13% D	13 7%	3 2%	102 15% G	82 14% G	62 8%	83 16%	30 12%	46 13%	79 10%	104 17% M	142 10%	38 11%	74 10%	119 14%	96 22% R	150 9%
Red emerald	226 11%	170 11%	19 10%	7 4%	108 16% G	69 11% G	49 7%	83 16% JK	38 15% J	23 6%	70 9%	113 18% M	113 8%	37 11% O	40 5%	136 16% O	70 16% R	157 10%
Yellow emerald	152 7%	117 8% D	10 5%	-	67 10% G	51 8% G	34 5%	54 10% J	17 7%	17 5%	48 6%	76 12% M	75 5%	18 5%	29 4%	97 11% NO	64 15% R	88 6%
Golden beryl	110 5%	74 5%	13 7% D	*	41 6%	34 6%	34 5%	20 4%	16 6%	27 7%	46 6%	49 8% M	61 4%	17 5%	25 3%	59 7% O	46 11% R	64 4%
Prasiolite	88 4%	59 4%	12 6%	1 1%	42 6% G	28 5%	19 3%	26 5%	15 6%	20 5%	25 3%	50 8% M	38 3%	11 3%	23 3%	52 6%	51 12% R	37 2%
Heliodor	70 3%	50 3%	5 3%	-	40 6% G	17 3%	13 2%	19 4%	10 4%	18 5%	23 3%	48 8% M	21 2%	7 2%	14 2%	42 5% O	35 8% R	34 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q846. How familiar are you with each of the following types of gemstones?
SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Heliodor	1765 87%	1290 87%	170 90%	138 92%	587 86%	533 89%	646 87%	444 85%	216 87%	313 86%	663 88%	500 79%	1257 91% L	300 89%	665 91% P	734 84%	342 80%	1423 89% Q
Prasiolite	1721 85%	1280 86%	150 80%	140 93% C	566 83%	502 83%	653 88%	440 84%	205 82%	302 83%	647 86%	499 79%	1213 87% L	287 85%	647 88% P	719 83%	314 73%	1407 88% Q
Golden beryl	1444 71%	1064 71%	141 75%	108 72%	506 74%	436 72%	503 68%	395 75%	165 66%	252 69%	523 70%	441 70%	995 72% L	238 70%	546 75% P	621 71%	269 63%	1175 74% Q
Red emerald	1392 69%	1030 69%	135 72%	115 76%	404 59%	415 69% E	573 77% EF	305 58%	173 70% H	260 71% H	553 74% H	367 58%	1017 73% L	238 70% P	576 79% NP	534 61%	256 59%	1136 71% Q
Yellow emerald	1392 69%	1025 69%	127 68%	135 90% BC	421 62%	416 69%	555 75% E	343 66%	169 68%	238 65%	545 73%	403 64%	982 71% L	231 68%	550 75% P	567 65%	265 62%	1127 71% Q
Green amethyst	1198 59%	868 58%	124 66%	105 70%	377 55%	352 58%	469 63%	279 53%	138 55%	235 65% H	454 60%	356 56%	837 60%	210 62%	462 63% P	499 57%	203 47%	985 62% Q

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q846 1. How familiar are you with each of the following types of gemstones?
 1. Green amethyst**

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	828 41%	621 42%	64 34%	46 30%	304 45%	250 42%	274 37%	245 47% J	112 45%	129 35%	297 40%	275 44%	550 40%	129 38%	269 37%	371 43%	227 53% R	601 38%
EXTREMELY/VERY FAMILIAR (SUB-NET)	246 12%	196 13% D	13 7%	3 2%	102 15% G	82 14% G	62 8%	83 16%	30 12%	46 13%	79 10%	104 17% M	142 10%	38 11%	74 10%	119 14%	96 22% R	150 9%
Extremely familiar	71 3%	56 4%	6 3%	* *	26 4%	22 4%	23 3%	19 4%	8 3%	10 3%	33 4%	34 5% M	37 3%	14 4%	16 2%	35 4%	33 8% R	38 2%
Very familiar	176 9%	139 9% D	8 4%	2 1%	76 11% G	60 10% G	39 5%	64 12% K	22 9%	36 10%	46 6%	71 11%	105 8%	24 7%	57 8%	84 10%	63 15% R	112 7%
Heard of but not familiar	582 29%	425 29%	51 27%	43 29%	202 30%	168 28%	212 29%	161 31%	81 33%	84 23%	218 29%	170 27%	408 29%	92 27%	195 27%	252 29%	131 30%	451 28%
Never heard of	1198 59%	868 58%	124 66%	105 70%	377 55%	352 58%	469 63%	279 53%	138 55%	235 65% H	454 60%	356 56%	837 60%	210 62%	462 63%	499 57%	203 47%	985 62% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q846 2. How familiar are you with each of the following types of gemstones?
2. Yellow emerald

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	634 31%	464 31% D	61 32% D	15 10%	260 38% G	186 31%	188 25%	180 34%	80 32%	127 35%	207 27%	227 36% M	405 29%	108 32%	181 25%	303 35% O	165 38% R	469 29%
EXTREMELY/VERY FAMILIAR (SUB-NET)	152 7%	117 8% D	10 5%	-	67 10% G	51 8% G	34 5%	54 10% J	17 7%	17 5%	48 6%	76 12% M	75 5%	18 5%	29 4%	97 11% NO	64 15% R	88 6%
Extremely familiar	33 2%	25 2%	5 3%	-	23 3% FG	4 1%	6 1%	19 4% JK	5 2%	2 1%	6 1%	25 4% M	7 1%	2 1%	9 1%	16 2%	8 2%	24 2%
Very familiar	119 6%	92 6% D	5 2%	-	44 6%	47 8% G	28 4%	35 7%	13 5%	15 4%	42 6%	51 8%	68 5%	16 5%	19 3%	82 9% O	55 13% R	64 4%
Heard of but not familiar	482 24%	347 23% D	51 27% D	15 10%	193 28% G	135 22%	154 21%	126 24%	62 25%	110 30% K	158 21%	151 24%	330 24%	90 26%	153 21%	206 24%	101 24%	381 24%
Never heard of	1392 69%	1025 69%	127 68%	135 90% BC	421 62%	416 69%	555 75% E	343 66%	169 68%	238 65%	545 73%	403 64%	982 71% L	231 68%	550 75% P	567 65%	265 62%	1127 71% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q846 3. How familiar are you with each of the following types of gemstones?
 3. Heliodor**

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	261 13%	199 13%	19 10%	12 8%	94 14%	69 11%	97 13%	79 15%	33 13%	52 14%	88 12%	130 21% M	131 9%	39 11%	66 9%	136 16% O	88 20% R	173 11%
EXTREMELY/VERY FAMILIAR (SUB-NET)	70 3%	50 3%	5 3%	-	40 6% G	17 3%	13 2%	19 4%	10 4%	18 5%	23 3%	48 8% M	21 2%	7 2%	14 2%	42 5% O	35 8% R	34 2%
Extremely familiar	25 1%	19 1%	5 3%	-	8 1%	7 1%	10 1%	* *	5 2%	3 1%	17 2% H	20 3% M	5 *	2 1%	5 1%	12 1%	19 4% R	7 *
Very familiar	45 2%	31 2%	-	-	32 5% FG	10 2%	3	18 3% K	5 2%	15 4% K	6 1%	28 4% M	16 1%	5 1%	9 1%	29 3%	17 4%	28 2%
Heard of but not familiar	191 9%	149 10%	13 7%	12 8%	54 8%	53 9%	84 11%	60 12%	24 9%	34 9%	65 9%	81 13% M	109 8%	32 9%	53 7%	94 11%	52 12%	138 9%
Never heard of	1765 87%	1290 87%	170 90%	138 92%	587 86%	533 89%	646 87%	444 85%	216 87%	313 86%	663 88%	500 79%	1257 91% L	300 89%	665 91% P	734 84%	342 80%	1423 89% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q846 4. How familiar are you with each of the following types of gemstones?
4. Golden beryl

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	582 29%	425 29%	48 25%	43 28%	175 26%	166 28%	240 32%	128 25%	84 34%	113 31%	228 30%	189 30%	392 28%	101 30%	185 25%	248 29%	161 37% R	421 26%
EXTREMELY/VERY FAMILIAR (SUB-NET)	110 5%	74 5%	13 7% D	* *	41 6%	34 6%	34 5%	20 4%	16 6%	27 7%	46 6%	49 8% M	61 4%	17 5%	25 3%	59 7% O	46 11% R	64 4%
Extremely familiar	27 1%	21 1%	5 3%	- -	8 1%	8 1%	11 2%	* *	9 3% H	2 1%	15 2% H	19 3% M	7 1%	2 1%	7 1%	12 1%	15 3% R	12 1%
Very familiar	83 4%	53 4%	8 4%	* *	34 5%	27 4%	23 3%	19 4%	7 3%	25 7%	32 4%	29 5%	54 4%	15 4%	18 2%	47 5% O	31 7% R	53 3%
Heard of but not familiar	472 23%	350 24%	34 18%	43 28%	134 20%	132 22%	206 28% E	109 21%	69 28%	86 24%	182 24%	140 22%	331 24%	84 25%	160 22%	189 22%	115 27%	357 22%
Never heard of	1444 71%	1064 71%	141 75%	108 72%	506 74%	436 72%	503 68%	395 75%	165 66%	252 69%	523 70%	441 70%	995 72%	238 70%	546 75%	621 71%	269 63%	1175 74% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q846 5. How familiar are you with each of the following types of gemstones?
 5. Prasiolite**

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	305 15%	209 14%	38 20% D	11 7%	115 17%	100 17%	90 12%	83 16%	44 18%	63 17%	105 14%	131 21% M	174 13%	51 15%	84 12%	150 17% O	116 27% R	189 12%
EXTREMELY/VERY FAMILIAR (SUB-NET)	88 4%	59 4%	12 6%	1 1%	42 6% G	28 5%	19 3%	26 5%	15 6%	20 5%	25 3%	50 8% M	38 3%	11 3%	23 3%	52 6%	51 12% R	37 2%
Extremely familiar	31 2%	24 2%	5 3%	1 1%	10 1%	10 2%	11 2%	8 2%	5 2%	4 1%	13 2%	22 4% M	9 1%	2 1%	8 1%	18 2%	17 4% R	14 1%
Very familiar	57 3%	35 2%	6 3%	-	32 5% G	17 3%	8 1%	18 3%	10 4%	16 4%	12 2%	28 4%	29 2%	9 3%	15 2%	34 4%	34 8% R	24 1%
Heard of but not familiar	217 11%	151 10%	27 14%	10 7%	73 11%	73 12%	71 10%	57 11%	29 11%	43 12%	80 11%	81 13%	136 10%	40 12%	62 8%	98 11%	65 15% R	152 10%
Never heard of	1721 85%	1280 86%	150 80%	140 93% C	566 83%	502 83%	653 88%	440 84%	205 82%	302 83%	647 86%	499 79%	1213 87% L	287 85%	647 88% P	719 83%	314 73% Q	1407 88% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q846 6. How familiar are you with each of the following types of gemstones?
 6. Red emerald**

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	634 31%	459 31%	53 28%	36 24%	277 41% FG	187 31% G	170 23%	219 42% IJK	76 30%	105 29%	199 26%	263 42% M	370 27%	101 30% O	156 21%	335 39% NO	174 41% R	460 29%
EXTREMELY/VERY FAMILIAR (SUB-NET)	226 11%	170 11%	19 10%	7 4%	108 16% G	69 11% G	49 7%	83 16% JK	38 15% J	23 6%	70 9%	113 18% M	113 8%	37 11% O	40 5%	136 16% O	70 16% R	157 10%
Extremely familiar	54 3%	35 2%	12 6% BD	* *	21 3%	18 3%	14 2%	19 4%	8 3%	4 1%	15 2%	32 5% M	22 2%	5 2%	10 1%	36 4% O	21 5% R	33 2%
Very familiar	172 9%	135 9%	7 4%	6 4%	87 13% G	51 8% G	35 5%	64 12% JK	30 12% J	19 5%	55 7%	81 13% M	92 7%	32 9% O	30 4%	100 11% O	48 11% R	124 8%
Heard of but not familiar	408 20%	289 19%	33 18%	29 19%	169 25% G	118 20%	121 16%	135 26% IK	38 15%	82 23%	128 17%	150 24%	257 19%	63 19%	116 16%	199 23% O	104 24% R	303 19%
Never heard of	1392 69%	1030 69%	135 72%	115 76%	404 59%	415 69% E	573 77% EF	305 58%	173 70% H	260 71% H	553 74% H	367 58%	1017 73% L	238 70% P	576 79% NP	534 61%	256 59% Q	1136 71% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q851 1. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

1. Green amethyst - Prasiolite

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Green amethyst	901 44%	663 45%	70 37%	92 61% BC	256 38%	257 43%	389 52% EF	206 39%	112 45%	176 48%	353 47%	251 40%	647 47%	152 45%	346 47%	368 42%	208 48%	693 43%
Equal in value	890 44%	659 44% D	84 45%	47 31%	320 47% G	287 48% G	283 38%	248 47%	107 43%	158 43%	313 42%	303 48%	586 42%	151 45%	307 42%	406 47%	164 38%	726 45%
Prasiolite	234 12%	167 11%	34 18%	12 8%	105 15% FG	58 10%	71 10%	69 13%	30 12%	31 8%	86 11%	77 12%	154 11%	35 10%	78 11%	95 11%	57 13%	177 11%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q851 2. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

2. Heliodor - Yellow emerald

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Yellow emerald	839 41%	621 42%	70 37%	70 47%	237 35%	259 43%	343 46% E	181 35%	90 36%	158 43%	360 48% HI	235 37%	597 43%	143 42%	330 45%	331 38%	178 41%	662 41%
Equal in value	909 45%	670 45%	85 45%	65 43%	319 47%	274 46%	316 43%	238 46%	126 51% K	172 47%	302 40%	308 49%	600 43%	158 47%	312 43%	413 47%	185 43%	724 45%
Heliodor	277 14%	198 13%	33 18%	16 11%	125 18% FG	68 11%	84 11%	104 20% JK	33 13%	35 10%	90 12%	87 14%	190 14%	38 11%	90 12%	126 15%	67 16%	210 13%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q851 3. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

3. Blue sapphire - Red ruby

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Red ruby	654 32%	474 32%	60 32%	58 39%	206 30%	196 33%	252 34%	147 28%	74 30%	127 35%	267 35%	222 35%	432 31%	103 30%	254 35%	281 32%	135 31%	519 33%
Equal in value	720 36%	512 34%	83 44%	46 31%	268 39%	217 36%	236 32%	227 43% K	95 38%	128 35%	223 30%	242 38%	470 34%	128 38%	237 32%	324 37%	146 34%	574 36%
Blue sapphire	651 32%	503 34%	45 24%	46 31%	208 31%	189 31%	255 34%	149 28%	79 32%	110 30%	261 35%	166 26%	485 35% L	108 32%	241 33%	264 30%	149 35%	503 31%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q851 4. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

4. Yellow emerald - Golden beryl

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Yellow emerald	838 41%	605 41%	85 45%	70 47%	252 37%	239 40%	347 47% E	174 33%	93 37%	173 47% H	345 46% H	226 36%	607 44% L	139 41%	332 45%	342 39%	177 41%	661 41%
Equal in value	866 43%	649 44%	74 40%	55 36%	310 46%	272 45% G	284 38%	262 50% JK	108 43%	136 37%	292 39%	307 49% M	555 40%	148 44%	289 40%	410 47% O	171 40%	694 44%
Golden beryl	322 16%	235 16%	29 15%	25 17%	118 17%	91 15%	113 15%	87 17%	48 19%	56 15%	115 15%	97 15%	224 16%	52 15%	111 15%	117 13%	81 19%	240 15%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q851 5. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess.

5. Red emerald - Emerald

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Emerald	853 42%	638 43%	67 36%	76 51%	220 32%	270 45% E	363 49% E	166 32%	108 43% H	159 44% H	364 48% H	233 37%	619 45% L	140 41%	376 51% NP	307 35%	191 44%	662 41%
Equal in value	533 26%	371 25%	73 39% BD	31 21%	230 34% FG	136 23%	166 22%	182 35% K	64 26%	103 28% K	146 19%	187 30%	346 25%	100 29% O	147 20%	272 31% O	100 23%	432 27%
Red emerald	640 32%	480 32%	48 25%	43 29%	231 34%	195 32%	214 29%	175 34%	77 31%	102 28%	241 32%	211 33%	422 30%	99 29%	209 29%	291 33%	139 32%	502 31%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q860. Which of these terms would you associate with the stone that had the highest retail value?

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Ruby	1818 90%	1343 90%	160 85%	135 90%	556 82%	549 91% E	712 96% EF	460 88%	226 91%	323 88%	689 92%	544 86%	1269 91% L	306 90%	681 93%	775 89%	386 90%	1432 90%
Hybrid ruby	119 6%	80 5%	14 7%	14 9%	65 10% G	34 6% G	20 3%	29 6%	14 6%	33 9% K	30 4%	45 7%	71 5%	15 4%	33 5%	57 7%	20 5%	99 6%
Composite ruby	56 3%	44 3%	5 2%	2 1%	36 5% FG	10 2%	10 1%	19 4%	8 3%	2 1%	23 3%	28 4% M	28 2%	6 2%	11 1%	24 3%	9 2%	47 3%
Manufactured ruby	33 2%	22 1%	10 5% B	-	23 3% G	9 2% G	1	15 3%	1	7 2%	9 1%	14 2%	19 1%	11 3% O	7 1%	13 2%	15 3% R	18 1%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q865. Text assignment

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Mixture of ruby and lead glass	1043 51%	748 50%	106 56%	79 53%	361 53%	313 52%	369 50%	282 54%	124 50%	180 49%	382 51%	337 53%	705 51%	169 50%	368 50%	457 53%	245 57%	798 50%
Small bits of ruby bound with lead glass	983 49%	741 50%	83 44%	71 47%	320 47%	289 48%	374 50%	241 46%	125 50%	185 51%	369 49%	293 47%	682 49%	169 50%	364 50%	413 47%	184 43%	798 50%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 49

SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
Composite ruby	902 86%	643 86%	93 89%	72 90%	286 79%	280 89%	336 91%	227 80%	113 90%	160 89%	338 88%	277 82%	624 88%	148 87%	330 90%	386 84%	217 88%	685 86%
Manufactured ruby	870 83%	624 83%	89 84%	68 86%	281 78%	264 84%	324 88%	210 74%	112 90%	152 84%	335 87%	263 78%	606 86%	130 77%	325 88%	381 83%	210 86%	660 83%
Hybrid ruby	865 83%	625 83%	90 85%	62 78%	272 75%	280 89%	314 85%	205 73%	107 86%	154 85%	335 88%	271 80%	594 84%	142 84%	302 82%	387 85%	196 80%	669 84%
Ruby	342 33%	245 33%	43 41%	21 27%	145 40%	112 36%	85 23%	124 44%	44 35%	63 35%	89 23%	134 40%	207 29%	48 28%	96 26%	181 40%	77 31%	265 33%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 50

SUMMARY TABLE OF EXTREMELY/VERY ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
Composite ruby	538 52%	395 53%	40 38%	47 59%	148 41%	170 54% E	220 60% E	112 40%	73 59% H	93 52%	222 58% H	152 45%	386 55%	91 54%	205 56%	217 48%	135 55%	403 51%
Hybrid ruby	449 43%	344 46%	33 31%	35 44%	142 39%	148 47%	159 43%	109 39%	67 54% H	85 47%	165 43%	130 38%	319 45%	86 51%	152 41%	187 41%	115 47%	334 42%
Manufactured ruby	448 43%	312 42%	34 32%	47 59% C	140 39%	153 49%	155 42%	93 33%	52 42%	89 49% H	177 46% H	140 41%	308 44%	55 32%	179 49% N	201 44%	120 49%	328 41%
Ruby	165 16%	123 16%	18 17%	14 18%	68 19% G	62 20% G	35 9%	62 22% K	23 19%	30 17%	45 12%	68 20%	96 14%	22 13%	47 13%	88 19%	38 16%	126 16%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

SUMMARY TABLE OF NOT AT ALL ACCURATE

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
Ruby	701 67%	503 67%	62 59%	58 73%	216 60%	201 64%	284 77% EF	158 56%	80 65%	117 65%	293 77% HJ	203 60%	498 71% L	122 72%	272 74% P	276 60%	169 69%	533 67%
Hybrid ruby	178 17%	124 17%	16 15%	17 22%	89 25% FG	34 11%	55 15%	77 27% IJK	18 14%	26 15%	47 12%	66 20%	111 16%	28 16%	66 18%	70 15%	49 20%	129 16%
Manufactured ruby	173 17%	125 17%	17 16%	11 14%	80 22% G	49 16%	44 12%	72 26% IK	13 10%	29 16%	48 13%	74 22% M	99 14%	40 23% O	42 12%	76 17%	35 14%	138 17%
Composite ruby	141 14%	106 14%	12 11%	8 10%	76 21% FG	33 11%	32 9%	56 20%	12 10%	20 11%	45 12%	60 18%	81 12%	22 13%	38 10%	71 16%	28 12%	113 14%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871 1. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 52

1. Hybrid ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
AT LEAST SOMEWHAT ACCURATE (NET)	865 83%	625 83%	90 85%	62 78%	272 75%	280 89%	314 85%	205 73%	107 86%	154 85%	335 88%	271 80%	594 84%	142 84%	302 82%	387 85%	196 80%	669 84%
EXTREMELY/VERY ACCURATE (SUB-NET)	449 43%	344 46%	33 31%	35 44%	142 39%	148 47%	159 43%	109 39%	67 54%	85 47%	165 43%	130 38%	319 45%	86 51%	152 41%	187 41%	115 47%	334 42%
Extremely accurate	139 13%	111 15%	6 6%	6 8%	58 16%	43 14%	38 10%	39 14%	22 18%	29 16%	44 12%	52 15%	87 12%	24 14%	48 13%	58 13%	44 18%	95 12%
Very accurate	310 30%	233 31%	26 25%	28 36%	84 23%	105 34%	121 33%	70 25%	45 36%	56 31%	121 32%	78 23%	233 33%	62 37%	105 28%	129 28%	71 29%	239 30%
Somewhat accurate	416 40%	280 37%	57 54%	27 34%	130 36%	131 42%	155 42%	97 34%	40 32%	69 38%	170 45%	141 42%	274 39%	55 33%	149 41%	200 44%	82 33%	334 42%
Not at all accurate	178 17%	124 17%	16 15%	17 22%	89 25%	34 11%	55 15%	77 27%	18 14%	26 15%	47 12%	66 20%	111 16%	28 16%	66 18%	70 15%	49 20%	129 16%
Sigma	1043 100%	748 100%	106 100%	79 100%	361 100%	313 100%	369 100%	282 100%	124 100%	180 100%	382 100%	337 100%	705 100%	169 100%	368 100%	457 100%	245 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871 2. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 53

2. Composite ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
AT LEAST SOMEWHAT ACCURATE (NET)	902 86%	643 86%	93 89%	72 90%	286 79%	280 89%	336 91%	227 80%	113 90%	160 89%	338 88%	277 82%	624 88%	148 87%	330 90%	386 84%	217 88%	685 86%
EXTREMELY/VERY ACCURATE (SUB-NET)	538 52%	395 53%	40 38%	47 59%	148 41%	170 54%	220 60%	112 40%	73 59%	93 52%	222 58%	152 45%	386 55%	91 54%	205 56%	217 48%	135 55%	403 51%
Extremely accurate	171 16%	117 16%	17 16%	13 16%	36 10%	64 20%	72 19%	38 14%	13 10%	29 16%	78 20%	46 14%	125 18%	33 20%	64 17%	69 15%	48 19%	124 15%
Very accurate	367 35%	278 37%	24 22%	34 43%	112 31%	106 34%	149 40%	74 26%	61 49%	64 35%	144 38%	106 32%	261 37%	58 34%	142 39%	148 32%	88 36%	280 35%
Somewhat accurate	363 35%	247 33%	53 50%	25 31%	137 38%	110 35%	116 31%	114 41%	39 32%	67 37%	116 30%	125 37%	238 34%	57 33%	125 34%	169 37%	82 33%	282 35%
Not at all accurate	141 14%	106 14%	12 11%	8 10%	76 21%	33 11%	32 9%	56 20%	12 10%	20 11%	45 12%	60 18%	81 12%	22 13%	38 10%	71 16%	28 12%	113 14%
Sigma	1043 100%	748 100%	106 100%	79 100%	361 100%	313 100%	369 100%	282 100%	124 100%	180 100%	382 100%	337 100%	705 100%	169 100%	368 100%	457 100%	245 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871 3. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 54

3. Ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
AT LEAST SOMEWHAT ACCURATE (NET)	342 33%	245 33%	43 41%	21 27%	145 40% G	112 36% G	85 23%	124 44% K	44 35%	63 35% K	89 23%	134 40% M	207 29%	48 28%	96 26%	181 40% O	77 31%	265 33%
EXTREMELY/VERY ACCURATE (SUB-NET)	165 16%	123 16%	18 17%	14 18%	68 19% G	62 20% G	35 9%	62 22% K	23 19%	30 17%	45 12%	68 20%	96 14%	22 13%	47 13%	88 19%	38 16%	126 16%
Extremely accurate	89 8%	73 10%	3 3%	5 6%	39 11% G	35 11% G	14 4%	38 13% K	13 10%	15 8%	20 5%	40 12%	48 7%	7 4%	28 8%	47 10%	20 8%	69 9%
Very accurate	76 7%	50 7%	15 14%	9 12%	29 8%	27 9%	21 6%	24 9%	10 8%	15 8%	24 6%	28 8%	48 7%	15 9%	20 5%	42 9%	18 7%	58 7%
Somewhat accurate	177 17%	122 16%	26 24%	7 9%	77 21%	50 16%	50 14%	62 22% K	21 17%	33 18%	45 12%	66 20%	111 16%	26 15%	49 13%	93 20%	38 16%	139 17%
Not at all accurate	701 67%	503 67%	62 59%	58 73%	216 60%	201 64%	284 77% EF	158 56%	80 65%	117 65%	293 77% HJ	203 60%	498 71% L	122 72%	272 74% P	276 60%	169 69%	533 67%
Sigma	1043 100%	748 100%	106 100%	79 100%	361 100%	313 100%	369 100%	282 100%	124 100%	180 100%	382 100%	337 100%	705 100%	169 100%	368 100%	457 100%	245 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q871 4. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

4. Manufactured ruby

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
AT LEAST SOMEWHAT ACCURATE (NET)	870 83%	624 83%	89 84%	68 86%	281 78%	264 84%	324 88% E	210 74%	112 90% H	152 84%	335 87% H	263 78%	606 86% L	130 77%	325 88% N	381 83%	210 86%	660 83%
EXTREMELY/VERY ACCURATE (SUB-NET)	448 43%	312 42%	34 32%	47 59% C	140 39%	153 49%	155 42%	93 33%	52 42%	89 49% H	177 46% H	140 41%	308 44%	55 32%	179 49% N	201 44%	120 49%	328 41%
Extremely accurate	128 12%	94 13%	7 7%	7 9%	46 13%	41 13%	42 11%	27 10%	10 8%	26 14%	60 16%	49 15%	79 11%	19 11%	54 15%	51 11%	33 14%	95 12%
Very accurate	319 31%	218 29%	27 25%	40 50% BC	94 26%	112 36%	114 31%	66 23%	41 33%	63 35%	117 31%	90 27%	229 32%	36 21%	125 34% N	150 33% N	87 35%	233 29%
Somewhat accurate	422 40%	311 42%	55 52% D	21 27%	142 39%	111 36%	169 46% F	117 41%	60 48%	63 35%	158 41%	123 37%	299 42%	75 44%	146 40%	180 39%	90 37%	332 42%
Not at all accurate	173 17%	125 17%	17 16%	11 14%	80 22% G	49 16%	44 12%	72 26% K	13 10%	29 16%	48 13%	74 22% M	99 14%	40 23% O	42 12%	76 17%	35 14%	138 17%
Sigma	1043 100%	748 100%	106 100%	79 100%	361 100%	313 100%	369 100%	282 100%	124 100%	180 100%	382 100%	337 100%	705 100%	169 100%	368 100%	457 100%	245 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q875. Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

Base Assigned To "Mixture Of Ruby And Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1039	793	95	90	152	380	507	281	158	203	328	272	763	219	415	380	217	822
Weighted Base	1043	748	106*	79*	361	313	369	282	124*	180	382	337	705	169	368	457	245	798
STRONGLY/SOMEWHAT AGREE (NET)	926 89%	678 91% C	79 75%	69 87%	297 82%	286 91%	343 93% E	232 82%	111 89%	163 91%	354 93% H	283 84%	642 91% L	148 88%	342 93%	399 87%	209 85%	717 90%
Strongly agree	826 79%	603 81%	77 73%	67 85%	250 69%	251 80% E	325 88% EF	194 69%	102 82%	150 83% H	325 85% H	239 71%	586 83% L	131 77%	314 85% P	346 76%	182 74%	644 81%
Somewhat agree	100 10%	74 10%	3 2%	1 2%	47 13% G	35 11% G	18 5%	37 13%	9 8%	13 7%	29 8%	44 13%	56 8%	17 10%	27 7%	53 12%	27 11%	73 9%
STRONGLY/SOMEWHAT DISAGREE (NET)	117 11%	70 9%	26 25% B	11 13%	64 18% FG	27 9%	26 7%	51 18% K	13 11%	17 9%	29 7%	54 16% M	63 9%	21 12%	26 7%	58 13%	36 15%	81 10%
Somewhat disagree	55 5%	32 4%	15 15% B	6 8%	29 8%	13 4%	13 4%	25 9% K	6 5%	10 5%	12 3%	31 9% M	24 3%	5 3%	6 2%	35 8% O	17 7%	39 5%
Strongly disagree	62 6%	39 5%	11 10%	4 5%	36 10% G	14 4%	13 3%	26 9%	7 6%	7 4%	16 4%	23 7%	38 5%	16 10%	20 6%	23 5%	19 8%	43 5%
Sigma	1043 100%	748 100%	106 100%	79 100%	361 100%	313 100%	369 100%	282 100%	124 100%	180 100%	382 100%	337 100%	705 100%	169 100%	368 100%	457 100%	245 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 57

SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
Composite ruby	885 90%	668 90%	70 84%	67 93%	272 85%	262 91%	351 94% E	200 83%	116 93%	163 88%	347 94% H	255 87%	623 91%	143 84%	338 93% N	379 92%	167 91%	718 90%
Manufactured ruby	809 82%	622 84%	61 74%	54 76%	254 79%	230 80%	325 87%	178 74%	103 82%	153 83%	317 86% H	252 86%	550 81%	125 74%	306 84% N	345 84%	140 76%	669 84%
Hybrid ruby	701 71%	544 73%	55 66%	44 62%	223 70%	197 68%	282 75%	174 72%	95 76% J	110 59%	279 75% J	226 77%	472 69%	108 64%	256 70%	311 75%	132 72%	569 71%
Ruby	391 40%	280 38%	39 47%	29 40%	148 46% G	130 45% G	112 30%	118 49% K	48 38%	72 39%	129 35%	136 47%	252 37%	68 40%	124 34%	186 45% O	70 38%	321 40%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 58

SUMMARY TABLE OF EXTREMELY/VERY ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
Composite ruby	572 58%	439 59%	44 54%	34 48%	137 43%	182 63% E	253 68% E	121 50%	54 43%	120 65% HI	231 63% HI	155 53%	412 60%	89 52%	231 64%	239 58%	108 58%	465 58%
Manufactured ruby	415 42%	322 43%	30 36%	22 31%	145 45%	110 38%	160 43%	87 36%	54 43%	81 44%	163 44%	127 43%	288 42%	73 43%	161 44%	162 39%	59 32%	356 45% Q
Hybrid ruby	286 29%	227 31% D	25 30%	8 11%	87 27%	88 31%	112 30%	63 26%	35 28%	54 29%	114 31%	97 33%	189 28%	51 30%	92 25%	131 32%	62 33%	225 28%
Ruby	156 16%	103 14%	12 14%	20 28% B	54 17%	53 18%	49 13%	38 16%	18 14%	25 14%	66 18%	55 19%	98 14%	25 15%	50 14%	71 17%	34 18%	122 15%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 59

SUMMARY TABLE OF NOT AT ALL ACCURATE

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
Ruby	592 60%	461 62%	44 53%	43 60%	171 54%	158 55%	262 70% EF	123 51%	77 62%	113 61%	241 65% H	157 53%	431 63%	102 60%	240 66% P	227 55%	114 62%	478 60%
Hybrid ruby	281 29%	197 27%	28 34%	27 38%	97 30%	92 32%	93 25%	67 28%	30 24%	75 41% IK	91 25%	67 23%	210 31%	62 36%	108 30%	102 25%	52 28%	229 29%
Manufactured ruby	174 18%	119 16%	21 26%	17 24%	66 21%	59 20%	49 13%	63 26% K	22 18%	32 17%	52 14%	41 14%	133 19%	45 26% O	58 16%	68 16%	45 24%	129 16%
Composite ruby	97 10%	73 10%	13 16%	5 7%	47 15% G	27 9%	23 6%	41 17% K	9 7%	21 12%	22 6%	38 13%	59 9%	27 16% O	26 7%	34 8%	17 9%	80 10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881 1. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 60

1. Hybrid ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
AT LEAST SOMEWHAT ACCURATE (NET)	701 71%	544 73%	55 66%	44 62%	223 70%	197 68%	282 75%	174 72%	95 76% J	110 59%	279 75% J	226 77%	472 69%	108 64%	256 70%	311 75%	132 72%	569 71%
EXTREMELY/VERY ACCURATE (SUB-NET)	286 29%	227 31% D	25 30%	8 11%	87 27%	88 31%	112 30%	63 26%	35 28%	54 29%	114 31%	97 33%	189 28%	51 30%	92 25%	131 32%	62 33%	225 28%
Extremely accurate	76 8%	66 9%	7 8%	-	27 8%	28 10%	21 6%	8 3%	11 9%	16 9%	38 10% H	31 11%	45 7%	10 6%	24 7%	35 8%	21 12%	55 7%
Very accurate	210 21%	161 22%	18 21%	8 11%	60 19%	60 21%	90 24%	55 23%	24 20%	38 20%	76 21%	66 22%	145 21%	41 24%	67 19%	96 23%	40 22%	170 21%
Somewhat accurate	415 42%	317 43%	30 36%	36 51%	136 43%	109 38%	170 45%	111 46% J	60 48% J	56 30%	165 45% J	129 44%	283 41%	57 34%	164 45%	180 44%	70 38%	345 43%
Not at all accurate	281 29%	197 27%	28 34%	27 38%	97 30%	92 32%	93 25%	67 28%	30 24%	75 41% IK	91 25%	67 23%	210 31%	62 36%	108 30%	102 25%	52 28%	229 29%
Sigma	983 100%	741 100%	83 100%	71 100%	320 100%	289 100%	374 100%	241 100%	125 100%	185 100%	369 100%	293 100%	682 100%	169 100%	364 100%	413 100%	184 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881 2. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 61

2. Composite ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
AT LEAST SOMEWHAT ACCURATE (NET)	885 90%	668 90%	70 84%	67 93%	272 85%	262 91%	351 94% E	200 83%	116 93%	163 88%	347 94% H	255 87%	623 91%	143 84%	338 93% N	379 92%	167 91%	718 90%
EXTREMELY/VERY ACCURATE (SUB-NET)	572 58%	439 59%	44 54%	34 48%	137 43%	182 63% E	253 68% E	121 50%	54 43%	120 65% HI	231 63% HI	155 53%	412 60%	89 52%	231 64%	239 58%	108 58%	465 58%
Extremely accurate	238 24%	180 24%	26 31%	16 22%	50 16%	76 26% E	111 30% E	45 19%	27 22%	49 26%	104 28%	58 20%	179 26%	37 22%	101 28%	94 23%	56 30%	182 23%
Very accurate	335 34%	259 35%	19 22%	18 26%	87 27%	106 37%	142 38%	76 32%	27 21%	71 38% I	127 34%	98 33%	233 34%	52 31%	130 36%	144 35%	52 28%	283 35%
Somewhat accurate	313 32%	229 31%	25 31%	32 45%	135 42% FG	80 28%	98 26%	79 33%	62 49% HJK	44 24%	116 31%	100 34%	210 31%	54 32%	107 29%	140 34%	60 32%	253 32%
Not at all accurate	97 10%	73 10%	13 16%	5 7%	47 15% G	27 9%	23 6%	41 17% K	9 7%	21 12%	22 6%	38 13%	59 9%	27 16% O	26 7%	34 8%	17 9%	80 10%
Sigma	983 100%	741 100%	83 100%	71 100%	320 100%	289 100%	374 100%	241 100%	125 100%	185 100%	369 100%	293 100%	682 100%	169 100%	364 100%	413 100%	184 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881 3. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 62

3. Ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
AT LEAST SOMEWHAT ACCURATE (NET)	391 40%	280 38%	39 47%	29 40%	148 46% G	130 45% G	112 30%	118 49% K	48 38%	72 39%	129 35%	136 47%	252 37%	68 40%	124 34%	186 45% O	70 38%	321 40%
EXTREMELY/VERY ACCURATE (SUB-NET)	156 16%	103 14%	12 14%	20 28% B	54 17%	53 18%	49 13%	38 16%	18 14%	25 14%	66 18%	55 19%	98 14%	25 15%	50 14%	71 17%	34 18%	122 15%
Extremely accurate	64 7%	39 5%	10 12%	11 15% B	20 6%	22 8%	22 6%	14 6%	9 7%	8 5%	28 8%	21 7%	43 6%	10 6%	32 9%	16 4%	17 9%	47 6%
Very accurate	92 9%	64 9%	2 2%	9 13%	34 11%	31 11%	27 7%	24 10%	9 7%	17 9%	37 10%	34 12%	55 8%	15 9%	18 5%	55 13% O	17 9%	75 9%
Somewhat accurate	235 24%	177 24%	27 33% D	9 12%	94 30% G	77 27% G	63 17%	81 33% K	30 24%	47 25%	63 17%	81 28%	154 23%	43 25%	74 20%	115 28%	37 20%	198 25%
Not at all accurate	592 60%	461 62%	44 53%	43 60%	171 54%	158 55%	262 70% EF	123 51%	77 62%	113 61%	241 65% H	157 53%	431 63%	102 60%	240 66% P	227 55%	114 62%	478 60%
Sigma	983 100%	741 100%	83 100%	71 100%	320 100%	289 100%	374 100%	241 100%	125 100%	185 100%	369 100%	293 100%	682 100%	169 100%	364 100%	413 100%	184 100%	798 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q881 4. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone?

14 Aug 2012
 Table 63

4. Manufactured ruby

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
AT LEAST SOMEWHAT ACCURATE (NET)	809 82%	622 84%	61 74%	54 76%	254 79%	230 80%	325 87%	178 74%	103 82%	153 83%	317 86% H	252 86%	550 81%	125 74%	306 84% N	345 84%	140 76%	669 84%
EXTREMELY/VERY ACCURATE (SUB-NET)	415 42%	322 43%	30 36%	22 31%	145 45%	110 38%	160 43%	87 36%	54 43%	81 44%	163 44%	127 43%	288 42%	73 43%	161 44%	162 39%	59 32%	356 45% Q
Extremely accurate	143 15%	118 16%	10 13%	8 11%	47 15%	42 15%	54 14%	32 13%	23 18%	24 13%	57 16%	56 19%	86 13%	23 14%	55 15%	54 13%	24 13%	118 15%
Very accurate	272 28%	204 28%	19 24%	14 19%	98 31%	68 24%	106 28%	55 23%	31 25%	57 31%	106 29%	71 24%	202 30%	50 30%	106 29%	108 26%	35 19%	237 30%
Somewhat accurate	394 40%	300 40%	31 38%	32 45%	109 34%	119 41%	166 44%	91 38%	48 39%	72 39%	154 42%	125 43%	262 38%	51 30%	145 40%	183 44% N	80 44%	313 39%
Not at all accurate	174 18%	119 16%	21 26%	17 24%	66 21%	59 20%	49 13%	63 26% K	22 18%	32 17%	52 14%	41 14%	133 19%	45 26% O	58 16%	68 16%	45 24%	129 16%
Sigma	983 100%	741 100%	83 100%	71 100%	320 100%	289 100%	374 100%	241 100%	125 100%	185 100%	369 100%	293 100%	682 100%	169 100%	364 100%	413 100%	184 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q885. Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?

14 Aug 2012
 Table 64

Base Assigned To "Small Bits Of Ruby Bound With Lead Glass" Text

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	987	771	71	83	140	338	509	246	143	194	323	234	749	206	417	343	170	817
Weighted Base	983	741	83*	71*	320*	289	374	241	125*	185*	369	293	682	169*	364	413	184*	798
STRONGLY/SOMEWHAT AGREE (NET)	882 90%	678 91%	67 81%	61 86%	284 89%	251 87%	346 92%	213 88%	118 95%	167 90%	323 87%	248 85%	626 92% L	161 95%	325 89%	364 88%	151 82%	730 92% Q
Strongly agree	746 76%	577 78%	55 67%	59 83%	219 69%	218 75%	309 82% E	166 69%	105 84% H	135 73%	292 79%	196 67%	542 79% L	134 79%	298 82% P	286 69%	135 73%	611 77%
Somewhat agree	136 14%	101 14%	12 15%	3 4%	65 20% G	34 12%	37 10%	47 19% K	13 10%	31 17% K	31 8%	52 18%	84 12%	27 16% O	27 7%	79 19% O	16 9%	120 15%
STRONGLY/SOMEWHAT DISAGREE (NET)	101 10%	63 9%	15 19%	10 14%	36 11%	37 13%	28 8%	28 12%	7 5%	18 10%	46 13%	45 15% M	56 8%	9 5%	39 11%	49 12%	33 18% R	68 8%
Somewhat disagree	63 6%	41 5%	10 12%	* 1%	28 9%	20 7%	14 4%	18 7%	4 3%	15 8%	25 7%	29 10%	34 5%	5 3%	24 7%	29 7%	22 12% R	41 5%
Strongly disagree	38 4%	23 3%	5 6%	10 13% B	8 2%	17 6%	14 4%	10 4%	3 2%	3 2%	21 6%	16 5%	22 3%	4 2%	15 4%	19 5%	12 6%	27 3%
Sigma	983 100%	741 100%	83 100%	71 100%	320 100%	289 100%	374 100%	241 100%	125 100%	185 100%	369 100%	293 100%	682 100%	169 100%	364 100%	413 100%	184 100%	798 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?
SUMMARY TABLE OF AT LEAST HEARD OF

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Fine gold	1822 90%	1345 90%	173 92%	142 95%	598 88%	552 92%	671 90%	459 88%	228 92%	331 91%	679 90%	545 86%	1269 91% L	301 89%	673 92%	770 89%	393 91%	1429 90%
Gold plate	1802 89%	1349 91%	164 87%	140 93%	574 84%	541 90%	687 92% E	462 88%	225 90%	328 90%	675 90%	545 86%	1248 90%	305 90%	666 91%	757 87%	387 90%	1414 89%
Gold filled	1632 81%	1202 81%	147 78%	139 92% BC	547 80%	493 82%	592 80%	409 78%	215 87%	289 79%	616 82%	480 76%	1144 82% L	271 80%	595 81%	695 80%	348 81%	1283 80%
Gold overlay	1623 80%	1225 82% C	138 73%	129 86%	501 74%	494 82% E	629 85% E	390 74%	218 88% H	296 81%	617 82% H	462 73%	1153 83% L	268 79%	617 84% P	665 77%	362 84%	1261 79%
Platinum plate	1459 72%	1072 72%	149 79%	111 74%	458 67%	445 74%	556 75% E	369 70%	189 76%	265 73%	555 74%	454 72%	998 72%	239 70%	532 73%	624 72%	327 76%	1132 71%
Gold electroplate	1310 65%	971 65%	126 67%	114 76%	394 58%	407 68% E	508 68% E	308 59%	178 72% H	234 64%	522 69% H	384 61%	920 66%	219 65%	504 69% P	536 62%	292 68%	1017 64%
Gold washed	927 46%	683 46%	77 41%	73 48%	306 45%	292 49%	329 44%	245 47%	120 48%	172 47%	328 44%	314 50%	611 44%	145 43%	309 42%	419 48%	232 54% R	694 43%
Rhodium plating	904 45%	698 47% C	66 35%	76 51%	272 40%	286 48%	345 46%	206 39%	117 47%	165 45%	368 49% H	268 43%	631 45%	144 42%	365 50% P	354 41%	250 58% R	654 41%
Rolled gold plate	795 39%	571 38%	68 36%	78 52% B	250 37%	252 42%	293 39%	211 40%	107 43%	136 37%	303 40%	272 43%	522 38%	120 35%	280 38%	362 42%	226 53% R	569 36%
Vermeil	749 37%	559 38%	67 35%	62 41%	203 30%	243 40% E	304 41% E	157 30%	105 42% H	135 37%	314 42% H	218 35%	527 38%	132 39%	282 39%	306 35%	200 47% R	549 34%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?
SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Fine gold	1276 63%	939 63%	122 65%	102 68%	416 61%	402 67%	458 62%	325 62%	168 67%	221 61%	482 64%	391 62%	880 63%	209 62%	486 66%	519 60%	310 72% R	965 60%
Gold plate	1162 57%	848 57%	111 59%	102 68%	358 53%	364 60%	440 59%	291 56%	160 64%	196 54%	449 60%	340 54%	817 59%	203 60%	429 59%	481 55%	282 66% R	880 55%
Gold filled	938 46%	678 46%	91 48%	86 57%	307 45%	289 48%	342 46%	229 44%	129 52%	164 45%	360 48%	284 45%	649 47%	145 43%	351 48%	401 46%	245 57% R	694 43%
Gold overlay	892 44%	659 44%	81 43%	73 49%	287 42%	292 48%	313 42%	208 40%	132 53% H	156 43%	353 47%	261 41%	627 45%	162 48%	315 43%	376 43%	231 54% R	660 41%
Platinum plate	700 35%	510 34%	76 40%	47 31%	203 30%	242 40% E	255 34%	167 32%	98 39%	141 39%	261 35%	234 37%	465 34%	113 33%	233 32%	325 37%	172 40%	528 33%
Gold electroplate	674 33%	485 33%	71 38%	60 40%	198 29%	223 37%	253 34%	146 28%	93 37%	128 35%	280 37% H	184 29%	488 35%	128 38%	252 34%	266 31%	175 41% R	499 31%
Rhodium plating	400 20%	317 21%	28 15%	22 14%	141 21%	125 21%	134 18%	92 18%	51 21%	80 22%	163 22% H	143 23%	256 18%	56 17%	143 19%	174 20%	129 30% R	271 17%
Gold washed	294 15%	218 15%	25 13%	18 12%	108 16%	103 17% G	84 11%	76 15%	42 17%	48 13%	113 15% H	119 19% M	175 13%	39 11%	74 10%	163 19% NO	96 22% R	198 12%
Vermeil	265 13%	202 14%	26 14%	17 11%	63 9%	97 16% E	105 14%	51 10%	43 17% H	44 12%	117 16% H	87 14%	178 13%	68 20% OP	86 12%	104 12%	87 20% R	179 11%
Rolled gold plate	242 12%	171 11%	22 12%	23 15%	72 11%	81 13%	89 12%	68 13%	26 10%	31 9%	111 15% J	93 15%	149 11%	33 10%	71 10%	127 15% O	92 21% R	150 9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901. Now, how familiar are you with each of the following terms associated with metal jewelry?

SUMMARY TABLE OF NEVER HEARD OF

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Vermeil	1276 63%	930 62%	121 65%	88 59%	478 70% FG	359 60%	440 59%	366 70% IK	144 58%	230 63%	438 58%	412 65%	860 62%	207 61%	450 61%	564 65%	229 53%	1047 66% Q
Rolled gold plate	1231 61%	918 62% D	120 64%	73 48%	431 63%	350 58%	450 61%	312 60%	142 57%	228 63%	448 60%	358 57%	865 62%	219 65%	452 62%	508 58%	204 47%	1027 64% Q
Rhodium plating	1122 55%	791 53%	122 65% B	74 49%	409 60%	315 52%	398 54%	317 61% K	132 53%	200 55%	383 51%	362 57%	756 55%	195 58%	366 50%	515 59% O	180 42%	942 59% Q
Gold washed	1099 54%	806 54%	111 59%	78 52%	375 55%	310 51%	414 56%	279 53%	129 52%	193 53%	423 56%	316 50%	776 56%	194 57%	423 58%	451 52%	197 46%	902 57% Q
Gold electroplate	716 35%	518 35%	63 33%	36 24%	287 42% FG	195 32%	235 32%	216 41% IK	71 28%	131 36%	230 31%	246 39%	467 34%	120 35%	227 31%	333 38% O	138 32%	579 36%
Platinum plate	567 28%	417 28%	39 21%	40 26%	223 33% G	157 26%	187 25%	154 30%	60 24%	100 27%	197 26%	177 28%	389 28%	100 30%	200 27%	246 28%	103 24%	464 29%
Gold overlay	403 20%	264 18%	50 27% B	21 14%	180 26% FG	108 18%	114 15%	134 26% IK	31 12%	69 19%	134 18%	168 27% M	234 17%	71 21%	115 16%	204 23% O	68 16%	335 21%
Gold filled	394 19%	287 19% D	41 22% D	12 8%	134 20%	109 18%	151 20%	114 22%	34 13%	76 21%	136 18%	150 24% M	244 18%	68 20%	137 19%	174 20%	82 19%	313 20%
Gold plate	224 11%	140 9%	25 13% D	10 7%	107 16% G	61 10%	56 8%	61 12%	24 10%	37 10%	77 10%	85 14%	139 10%	34 10%	66 9%	113 13%	42 10%	182 11%
Fine gold	204 10%	144 10%	15 8% D	8 5%	82 12%	50 8%	72 10%	64 12%	21 8%	34 9%	72 10%	85 14% M	118 9%	38 11%	59 8%	99 11%	37 9%	167 10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q901 1. Now, how familiar are you with each of the following terms associated with metal jewelry?
 1. Vermeil**

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	749 37%	559 38%	67 35%	62 41%	203 30%	243 40% E	304 41% E	157 30%	105 42% H	135 37%	314 42% H	218 35%	527 38%	132 39%	282 39%	306 35%	200 47% R	549 34%
EXTREMELY/VERY FAMILIAR (SUB-NET)	265 13%	202 14%	26 14%	17 11%	63 9%	97 16% E	105 14%	51 10%	43 17% H	44 12%	117 16% H	87 14%	178 13%	68 20% OP	86 12%	104 12%	87 20% R	179 11%
Extremely familiar	71 3%	42 3%	15 8% B	4 3%	5 1%	35 6% E	31 4% E	10 2%	8 3%	13 3%	37 5%	22 3%	49 4%	23 7% OP	19 3%	26 3%	38 9% R	32 2%
Very familiar	195 10%	160 11%	11 6%	13 9%	59 9%	61 10%	74 10%	40 8%	36 14% H	31 8%	79 11%	66 10%	129 9%	45 13%	66 9%	79 9%	48 11%	146 9%
Heard of but not familiar	484 24%	357 24%	41 22%	45 30%	140 21%	146 24%	198 27%	106 20%	62 25%	91 25%	197 26%	131 21%	349 25%	64 19%	196 27% N	201 23%	114 26%	370 23%
Never heard of	1276 63%	930 62%	121 65%	88 59%	478 70% FG	359 60%	440 59%	366 70% IK	144 58%	230 63%	438 58%	412 65%	860 62%	207 61%	450 61%	564 65%	229 53%	1047 66% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 2. Now, how familiar are you with each of the following terms associated with metal jewelry?
 2. Gold filled

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1632 81%	1202 81%	147 78%	139 92% BC	547 80%	493 82%	592 80%	409 78%	215 87%	289 79%	616 82%	480 76%	1144 82% L	271 80%	595 81%	695 80%	348 81%	1283 80%
EXTREMELY/VERY FAMILIAR (SUB-NET)	938 46%	678 46%	91 48%	86 57%	307 45%	289 48%	342 46%	229 44%	129 52%	164 45%	360 48%	284 45%	649 47%	145 43%	351 48%	401 46%	245 57% R	694 43%
Extremely familiar	245 12%	173 12%	23 12%	13 9%	85 13%	87 14% G	73 10%	59 11%	34 14%	40 11%	106 14%	94 15%	150 11%	32 9%	76 10%	121 14%	93 22% R	152 10%
Very familiar	693 34%	505 34%	68 36%	74 49% B	222 33%	202 34%	269 36%	170 33%	95 38%	123 34%	255 34%	190 30%	499 36%	113 33%	275 38%	279 32%	152 35%	542 34%
Heard of but not familiar	694 34%	524 35%	56 30%	52 35%	239 35%	204 34%	250 34%	180 34%	86 35%	125 34%	256 34%	196 31%	494 36%	126 37%	244 33%	295 34%	104 24%	590 37% Q
Never heard of	394 19%	287 19% D	41 22% D	12 8%	134 20%	109 18%	151 20%	114 22%	34 13%	76 21%	136 18%	150 24% M	244 18%	68 20%	137 19%	174 20%	82 19%	313 20%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 3. Now, how familiar are you with each of the following terms associated with metal jewelry?
 3. Gold electroplate

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1310 65%	971 65%	126 67%	114 76%	394 58%	407 68% E	508 68% E	308 59%	178 72% H	234 64%	522 69% H	384 61%	920 66%	219 65%	504 69% P	536 62%	292 68%	1017 64%
EXTREMELY/VERY FAMILIAR (SUB-NET)	674 33%	485 33%	71 38%	60 40%	198 29%	223 37%	253 34%	146 28%	93 37%	128 35%	280 37% H	184 29%	488 35%	128 38%	252 34%	266 31%	175 41% R	499 31%
Extremely familiar	168 8%	116 8%	24 13% D	4 3%	45 7%	57 9%	66 9%	28 5%	18 7%	39 11% H	79 10% H	70 11% M	97 7%	27 8%	47 6%	82 9%	65 15% R	103 6%
Very familiar	506 25%	370 25%	47 25%	56 37% B	153 22%	166 28%	187 25%	118 23%	74 30%	89 24%	201 27%	113 18%	391 28% L	101 30% P	206 28% P	184 21%	110 26%	396 25%
Heard of but not familiar	636 31%	485 33%	55 29%	54 36%	196 29%	184 31%	255 34%	161 31%	86 34%	106 29%	242 32%	200 32%	432 31%	91 27%	252 34%	270 31%	117 27%	519 32%
Never heard of	716 35%	518 35%	63 33%	36 24%	287 42% FG	195 32%	235 32%	216 41% IK	71 28%	131 36%	230 31%	246 39%	467 34%	120 35%	227 31%	333 38% O	138 32%	579 36%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 4. Now, how familiar are you with each of the following terms associated with metal jewelry?
 4. Rolled gold plate

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639	
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596	
AT LEAST HEARD OF (NET)	795 39%	571 38%	68 36%	78 52% B	250 37%	252 42%	293 39%	211 40%	107 43%	136 37%	303 40%	272 43%	522 38%	120 35%	280 38%	362 42%	226 53% R	569 36%	
EXTREMELY/VERY FAMILIAR (SUB-NET)	242 12%	171 11%	22 12%	23 15%	72 11%	81 13%	89 12%	68 13%	26 10%	31 9%	111 15%	93 15%	149 11%	33 10%	71 10%	127 15% O	92 21% R	150 9%	
Extremely familiar	57 3%	42 3%	8 4%	3 2%	16 2%	22 4%	19 3%	12 2%	1 1%	11 3%	33 4% I	29 5% M	28 2%	11 3%	18 2%	21 2%	33 8% R	24 1%	
Very familiar	185 9%	129 9%	14 7%	20 13%	56 8%	58 10%	70 9%	57 11%	24 10%	21 6%	77 10%	64 10%	121 9%	22 6%	53 7%	105 12% NO	58 14% R	127 8%	
Heard of but not familiar	553 27%	400 27%	46 24%	55 36%	178 26%	171 28%	204 27%	143 27%	81 33%	105 29%	193 26%	179 28%	374 27%	87 26%	209 29%	235 27%	134 31%	419 26%	
Never heard of	1231 61%	918 62% D	120 64%	73 48%	431 63%	350 58%	450 61%	312 60%	142 57%	228 63%	448 60%	358 57%	865 62%	219 65%	452 62%	508 58%	204 47%	1027 64% Q	26%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

**Q901 5. Now, how familiar are you with each of the following terms associated with metal jewelry?
 5. Gold overlay**

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1623 80%	1225 82% C	138 73%	129 86%	501 74%	494 82% E	629 85% E	390 74%	218 88% H	296 81%	617 82% H	462 73%	1153 83% L	268 79%	617 84% P	665 77%	362 84%	1261 79%
EXTREMELY/VERY FAMILIAR (SUB-NET)	892 44%	659 44%	81 43%	73 49%	287 42%	292 48%	313 42%	208 40%	132 53% H	156 43%	353 47%	261 41%	627 45%	162 48%	315 43%	376 43%	231 54% R	660 41%
Extremely familiar	196 10%	142 10%	23 12%	7 4%	71 10%	75 12% G	50 7%	44 8%	34 14%	32 9%	81 11%	85 13% M	111 8%	28 8%	51 7%	102 12% O	72 17% R	124 8%
Very familiar	696 34%	516 35%	58 31%	67 44%	216 32%	216 36%	263 35%	164 31%	98 39%	124 34%	272 36%	176 28%	516 37% L	134 40%	264 36%	274 31%	159 37%	537 34%
Heard of but not familiar	731 36%	567 38%	56 30%	56 37%	214 31%	202 34%	316 42% EF	181 35%	86 35%	139 38%	265 35%	201 32%	526 38%	106 31%	302 41% NP	289 33%	130 30%	601 38%
Never heard of	403 20%	264 18%	50 27% B	21 14%	180 26% FG	108 18%	114 15%	134 26% IK	31 12%	69 19%	134 18%	168 27% M	234 17%	71 21%	115 16% O	204 23% O	68 16%	335 21%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 6. Now, how familiar are you with each of the following terms associated with metal jewelry?
 6. Rhodium plating

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	904 45%	698 47% C	66 35%	76 51%	272 40%	286 48%	345 46%	206 39%	117 47%	165 45%	368 49% H	268 43%	631 45%	144 42%	365 50% P	354 41%	250 58% R	654 41%
EXTREMELY/VERY FAMILIAR (SUB-NET)	400 20%	317 21%	28 15%	22 14%	141 21%	125 21%	134 18%	92 18%	51 21%	80 22%	163 22%	143 23%	256 18%	56 17%	143 19%	174 20%	129 30% R	271 17%
Extremely familiar	124 6%	90 6%	15 8%	7 5%	41 6%	41 7%	42 6%	30 6%	16 6%	20 5%	54 7%	54 9% M	69 5%	19 6%	40 5%	58 7%	51 12% R	72 5%
Very familiar	276 14%	227 15% C	12 6%	14 10%	100 15%	84 14%	92 12%	62 12%	35 14%	61 17%	109 15%	89 14%	187 13%	37 11%	103 14%	116 13%	78 18% R	198 12%
Heard of but not familiar	504 25%	381 26%	39 21%	55 36% BC	131 19%	161 27% E	211 28% E	114 22%	66 27%	85 23%	206 27%	125 20%	375 27% L	87 26%	223 30% P	180 21%	121 28%	383 24%
Never heard of	1122 55%	791 53%	122 65% B	74 49%	409 60%	315 52%	398 54%	317 61% K	132 53%	200 55%	383 51%	362 57%	756 55%	195 58%	366 50%	515 59% O	180 42%	942 59% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 7. Now, how familiar are you with each of the following terms associated with metal jewelry?

7. Fine gold

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1822 90%	1345 90%	173 92%	142 95%	598 88%	552 92%	671 90%	459 88%	228 92%	331 91%	679 90%	545 86%	1269 91% L	301 89%	673 92%	770 89%	393 91%	1429 90%
EXTREMELY/VERY FAMILIAR (SUB-NET)	1276 63%	939 63%	122 65%	102 68%	416 61%	402 67%	458 62%	325 62%	168 67%	221 61%	482 64%	391 62%	880 63%	209 62%	486 66%	519 60%	310 72% R	965 60%
Extremely familiar	421 21%	290 19%	43 23%	38 25%	133 20%	152 25% G	136 18%	103 20%	54 22%	74 20%	167 22%	142 23%	277 20%	55 16%	165 23%	178 21%	118 27% R	303 19%
Very familiar	855 42%	649 44%	79 42%	63 42%	283 42%	250 42%	323 43%	222 42%	114 46%	147 40%	315 42%	249 39%	603 43%	154 45%	321 44%	340 39%	193 45%	663 42%
Heard of but not familiar	546 27%	406 27%	51 27%	41 27%	183 27%	150 25%	213 29%	134 26%	60 24%	110 30%	198 26%	154 24%	389 28%	93 27%	186 25%	251 29%	83 19%	464 29% Q
Never heard of	204 10%	144 10%	15 8%	8 5%	82 12%	50 8%	72 10%	64 12%	21 8%	34 9%	72 10%	85 14% M	118 9%	38 11%	59 8%	99 11%	37 9%	167 10%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 8. Now, how familiar are you with each of the following terms associated with metal jewelry?
 8. Gold plate

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1802 89%	1349 91%	164 87%	140 93%	574 84%	541 90%	687 92% E	462 88%	225 90%	328 90%	675 90%	545 86%	1248 90%	305 90%	666 91%	757 87%	387 90%	1414 89%
EXTREMELY/VERY FAMILIAR (SUB-NET)	1162 57%	848 57%	111 59%	102 68%	358 53%	364 60%	440 59%	291 56%	160 64%	196 54%	449 60%	340 54%	817 59%	203 60%	429 59%	481 55%	282 66% R	880 55%
Extremely familiar	299 15%	223 15% D	29 15% D	6 4%	113 17%	98 16%	89 12%	77 15%	48 19%	59 16%	100 13%	122 19% M	177 13%	35 10%	84 11%	156 18% NO	91 21% R	208 13%
Very familiar	863 43%	625 42%	82 44%	96 64% BC	245 36%	266 44%	351 47% E	214 41%	112 45%	136 37%	349 46% J	218 35%	640 46% L	168 50% P	345 47% P	325 37%	190 44%	673 42%
Heard of but not familiar	640 32%	501 34%	52 28%	38 26%	216 32%	177 29%	247 33%	171 33%	64 26%	132 36%	226 30%	205 33%	431 31%	102 30%	237 32%	275 32%	106 25%	534 33% Q
Never heard of	224 11%	140 9%	25 13%	10 7%	107 16% G	61 10%	56 8%	61 12%	24 10%	37 10%	77 10%	85 14%	139 10%	34 10%	66 9%	113 13%	42 10%	182 11%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 9. Now, how familiar are you with each of the following terms associated with metal jewelry?
 9. Platinum plate

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1459 72%	1072 72%	149 79%	111 74%	458 67%	445 74%	556 75% E	369 70%	189 76%	265 73%	555 74%	454 72%	998 72%	239 70%	532 73%	624 72%	327 76%	1132 71%
EXTREMELY/VERY FAMILIAR (SUB-NET)	700 35%	510 34%	76 40%	47 31%	203 30%	242 40% E	255 34%	167 32%	98 39%	141 39%	261 35%	234 37%	465 34%	113 33%	233 32%	325 37%	172 40%	528 33%
Extremely familiar	164 8%	114 8%	19 10%	4 3%	61 9%	60 10% G	43 6%	37 7%	28 11%	35 10%	59 8%	65 10%	99 7%	16 5%	48 7%	84 10%	64 15% R	100 6%
Very familiar	536 26%	396 27%	57 30%	43 29%	143 21%	182 30% E	211 28% E	131 25%	70 28%	105 29%	202 27%	169 27%	366 26%	97 28%	185 25%	241 28%	109 25%	428 27%
Heard of but not familiar	759 37%	562 38%	73 39%	64 42%	254 37%	203 34%	302 41% F	201 38%	91 37%	124 34%	294 39%	220 35%	533 38%	126 37%	299 41%	299 34%	155 36%	604 38%
Never heard of	567 28%	417 28%	39 21%	40 26%	223 33% G	157 26%	187 25%	154 30%	60 24%	100 27%	197 26%	177 28%	389 28%	100 30%	200 27%	246 28%	103 24%	464 29%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q901 10. Now, how familiar are you with each of the following terms associated with metal jewelry?
 10. Gold washed

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	927 46%	683 46%	77 41%	73 48%	306 45%	292 49%	329 44%	245 47%	120 48%	172 47%	328 44%	314 50%	611 44%	145 43%	309 42%	419 48%	232 54% R	694 43%
EXTREMELY/VERY FAMILIAR (SUB-NET)	294 15%	218 15%	25 13%	18 12%	108 16%	103 17% G	84 11%	76 15%	42 17%	48 13%	113 15%	119 19% M	175 13%	39 11%	74 10%	163 19% NO	96 22% R	198 12%
Extremely familiar	58 3%	48 3%	5 2%	* *	14 2%	23 4%	22 3%	8 2%	6 2%	12 3%	31 4%	31 5% M	28 2%	13 4%	10 1%	30 3%	26 6% R	32 2%
Very familiar	236 12%	170 11%	21 11%	17 12%	94 14% G	80 13% G	63 8%	68 13%	35 14%	36 10%	83 11%	89 14%	147 11%	26 8%	64 9%	133 15% NO	70 16% R	166 10%
Heard of but not familiar	632 31%	465 31%	52 28%	55 37%	198 29%	190 32%	244 33%	168 32%	79 32%	124 34%	215 29%	194 31%	436 31%	106 31%	235 32%	256 29%	136 32%	496 31%
Never heard of	1099 54%	806 54%	111 59%	78 52%	375 55%	310 51%	414 56%	279 53%	129 52%	193 53%	423 56%	316 50%	776 56%	194 57%	423 58%	451 52%	197 46%	902 57% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY TABLE OF AT LEAST SOMEWHAT HELPFUL

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Fine gold	1816 90%	1347 90%	161 86%	129 86%	604 89%	553 92%	659 89%	451 86%	235 94% H	328 90%	679 90%	570 90%	1238 89%	296 87%	651 89%	794 91%	381 89%	1436 90%
Gold plate	1776 88%	1307 88%	161 86%	125 83%	587 86%	543 90%	646 87%	444 85%	227 91%	320 88%	663 88%	559 89%	1208 87%	297 88%	621 85%	783 90% O	377 88%	1399 88%
Gold filled	1728 85%	1280 86%	150 79%	125 83%	575 84%	521 87%	632 85%	431 82%	222 89%	303 83%	649 86%	537 85%	1183 85%	275 81%	616 84%	766 88% N	366 85%	1362 85%
Gold overlay	1693 84%	1250 84%	153 81%	125 83%	557 82%	518 86%	618 83%	431 82%	220 88% J	288 79%	633 84%	532 84%	1153 83%	269 79%	610 83%	734 84%	356 83%	1338 84%
Platinum plate	1683 83%	1239 83%	150 80%	117 78%	557 82%	517 86%	609 82%	422 81%	211 85%	305 84%	627 83%	552 88% M	1124 81%	280 83%	586 80%	737 85%	361 84%	1322 83%
Gold electroplate	1516 75%	1117 75%	135 72%	120 79%	514 76%	464 77%	537 72%	364 70%	207 83% HJ	264 72%	582 77% H	476 75%	1032 74%	242 71%	551 75%	654 75%	327 76%	1189 74%
Gold washed	1348 67%	973 65%	118 63%	97 65%	489 72% G	403 67%	457 61%	342 65%	182 73%	243 67%	489 65%	443 70%	901 65%	210 62%	454 62%	615 71% NO	279 65%	1070 67%
Rolled gold plate	1342 66%	984 66%	119 63%	110 73%	468 69%	398 66%	476 64%	336 64%	178 71%	240 66%	498 66%	440 70%	898 65%	213 63%	465 64%	592 68%	271 63%	1070 67%
Rhodium plating	1291 64%	953 64%	109 58%	91 60%	443 65%	388 65%	460 62%	315 60%	174 70%	223 61%	497 66%	419 66%	865 62%	199 59%	451 62%	568 65%	285 66%	1006 63%
Vermeil	1031 51%	749 50%	93 50%	76 51%	382 56% G	311 52%	337 45%	268 51%	148 59% K	194 53%	367 49%	352 56%	678 49%	170 50%	341 47%	469 54% O	212 49%	819 51%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY TABLE OF EXTREMELY/VERY HELPFUL

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Fine gold	1333 66%	983 66%	116 62%	111 73%	411 60%	420 70%	502 68%	310 59%	175 70%	238 65%	523 70%	409 65%	920 66%	218 64%	502 69%	570 66%	282 66%	1051 66%
Gold plate	1055 52%	752 51%	108 57%	83 55%	349 51%	331 55%	375 51%	257 49%	142 57%	199 55%	389 52%	341 54%	710 51%	175 52%	374 51%	453 52%	253 59%	802 50%
Gold filled	970 48%	699 47%	93 49%	78 52%	334 49%	295 49%	341 46%	227 43%	133 53%	182 50%	367 49%	320 51%	645 46%	160 47%	311 42%	444 51%	232 54%	738 46%
Gold overlay	921 45%	657 44%	88 47%	67 45%	312 46%	279 46%	329 44%	219 42%	132 53%	177 48%	334 44%	293 47%	624 45%	151 44%	311 42%	408 47%	223 52%	697 44%
Platinum plate	898 44%	638 43%	97 51%	68 45%	304 45%	279 46%	315 42%	219 42%	117 47%	177 49%	335 45%	309 49%	586 42%	150 44%	291 40%	407 47%	214 50%	683 43%
Gold electroplate	743 37%	536 36%	74 40%	65 43%	242 36%	220 37%	282 38%	156 30%	104 42%	141 39%	301 40%	235 37%	505 36%	123 36%	270 37%	312 36%	191 44%	553 35%
Rhodium plating	617 30%	437 29%	59 31%	50 33%	209 31%	188 31%	220 30%	137 26%	92 37%	116 32%	236 31%	208 33%	406 29%	93 27%	210 29%	272 31%	163 38%	454 28%
Rolled gold plate	563 28%	398 27%	50 26%	60 40%	215 32%	175 29%	173 23%	142 27%	85 34%	104 29%	196 26%	201 32%	361 26%	101 30%	175 24%	246 28%	150 35%	413 26%
Gold washed	542 27%	381 26%	55 29%	45 30%	209 31%	154 26%	179 24%	136 26%	82 33%	102 28%	189 25%	192 31%	350 25%	86 25%	158 22%	253 29%	134 31%	408 26%
Vermeil	456 23%	308 21%	42 22%	45 30%	152 22%	145 24%	159 21%	96 18%	70 28%	82 22%	187 25%	152 24%	304 22%	75 22%	150 20%	200 23%	120 28%	336 21%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

SUMMARY TABLE OF NOT AT ALL HELPFUL

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Vermeil	995 49%	740 50%	95 50%	74 49%	298 44%	291 48%	406 55% E	256 49%	101 41%	171 47%	384 51% I	278 44%	709 51%	169 50%	391 53% P	401 46%	218 51%	777 49%
Rhodium plating	735 36%	536 36%	79 42%	60 40%	238 35%	214 35%	283 38%	208 40%	75 30%	142 39%	255 34%	212 34%	522 38%	140 41%	281 38%	301 35%	145 34%	590 37%
Rolled gold plate	684 34%	505 34%	70 37%	41 27%	213 31%	204 34%	267 36%	187 36%	71 29%	125 34%	253 34%	190 30%	489 35%	126 37%	267 36%	278 32%	159 37%	526 33%
Gold washed	677 33%	516 35%	70 37%	53 35%	192 28%	198 33%	287 39% E	181 35%	67 27%	122 33%	263 35%	187 30%	487 35%	128 38% P	278 38% P	255 29%	151 35%	526 33%
Gold electroplate	510 25%	372 25%	53 28%	31 21%	167 24%	137 23%	206 28%	159 30% IK	42 17%	101 28% I	170 23%	154 25%	355 26%	97 29%	180 25%	216 25%	103 24%	407 26%
Platinum plate	342 17%	250 17%	38 20%	33 22%	124 18%	85 14%	134 18%	101 19%	38 15%	60 16%	124 17%	79 12%	263 19% L	59 17%	145 20%	132 15%	69 16%	274 17%
Gold overlay	332 16%	239 16%	35 19%	25 17%	123 18%	84 14%	125 17%	92 18%	29 12%	77 21%	118 16%	98 16%	234 17%	70 21%	122 17%	136 16%	74 17%	258 16%
Gold filled	298 15%	209 14%	39 21%	25 17%	106 16%	81 13%	111 15%	93 18%	27 11%	61 17%	102 14%	93 15%	204 15%	64 19% P	116 16%	104 12%	64 15%	234 15%
Gold plate	250 12%	182 12%	27 14%	25 17%	93 14%	59 10%	97 13%	80 15%	22 9%	45 12%	88 12%	71 11%	179 13%	42 12%	111 15% P	87 10%	52 12%	197 12%
Fine gold	210 10%	142 10%	27 14%	22 14%	77 11%	49 8%	84 11%	72 14% I	14 6%	37 10%	73 10%	60 10%	149 11%	43 13%	81 11%	76 9%	49 11%	160 10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 1. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

1. Vermeil

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1031 51%	749 50%	93 50%	76 51%	382 56% G	311 52%	337 45%	268 51%	148 59% K	194 53%	367 49%	352 56%	678 49%	170 50%	341 47%	469 54% O	212 49%	819 51%
EXTREMELY/VERY HELPFUL (SUB-NET)	456 23%	308 21%	42 22%	45 30%	152 22%	145 24%	159 21%	96 18%	70 28% H	82 22%	187 25%	152 24%	304 22%	75 22%	150 20%	200 23%	120 28%	336 21%
Extremely helpful	163 8%	93 6%	21 11%	21 14% B	61 9%	48 8%	54 7%	40 8%	20 8%	22 6%	71 9%	60 10%	103 7%	30 9%	57 8%	56 6%	52 12% R	111 7%
Very helpful	293 14%	215 14%	20 11%	25 17%	91 13%	96 16%	105 14%	56 11%	50 20% H	59 16%	116 15%	91 15%	201 14%	45 13%	92 13%	144 17%	67 16%	226 14%
Somewhat helpful	575 28%	441 30%	52 27%	31 21%	230 34% G	167 28%	178 24%	172 33% K	78 31%	112 31%	180 24%	200 32%	375 27%	96 28%	192 26%	269 31%	92 21%	483 30% Q
Not at all helpful	995 49%	740 50%	95 50%	74 49%	298 44%	291 48%	406 55% E	256 49%	101 41%	171 47%	384 51%	278 44%	709 51%	169 50%	391 53% P	401 46%	218 51%	777 49%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 2. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 82

2. Gold filled

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1728 85%	1280 86%	150 79%	125 83%	575 84%	521 87%	632 85%	431 82%	222 89%	303 83%	649 86%	537 85%	1183 85%	275 81%	616 84%	766 88% N	366 85%	1362 85%
EXTREMELY/VERY HELPFUL (SUB-NET)	970 48%	699 47%	93 49%	78 52%	334 49%	295 49%	341 46%	227 43%	133 53%	182 50%	367 49%	320 51%	645 46%	160 47%	311 42%	444 51% O	232 54%	738 46%
Extremely helpful	330 16%	219 15%	34 18%	30 20%	116 17%	100 17%	114 15%	85 16%	40 16%	49 13%	142 19%	141 22% M	186 13%	47 14%	96 13%	151 17%	101 23% R	229 14%
Very helpful	640 32%	480 32%	58 31%	48 32%	218 32%	195 32%	227 30%	142 27%	93 37% H	133 36% H	225 30%	180 29%	458 33%	114 33%	214 29%	293 34%	131 30%	509 32%
Somewhat helpful	758 37%	581 39%	57 30%	47 31%	241 35%	226 38%	291 39%	204 39%	89 36%	122 33%	282 38%	216 34%	538 39%	115 34%	305 42%	321 37%	134 31%	624 39% Q
Not at all helpful	298 15%	209 14%	39 21%	25 17%	106 16%	81 13%	111 15%	93 18%	27 11%	61 17%	102 14%	93 15%	204 15%	64 19% P	116 16%	104 12%	64 15%	234 15%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 3. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 83

3. Gold electroplate

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1516 75%	1117 75%	135 72%	120 79%	514 76%	464 77%	537 72%	364 70%	207 83% HJ	264 72%	582 77% H	476 75%	1032 74%	242 71%	551 75%	654 75%	327 76%	1189 74%
EXTREMELY/VERY HELPFUL (SUB-NET)	743 37%	536 36%	74 40%	65 43%	242 36%	220 37%	282 38%	156 30%	104 42% H	141 39%	301 40% H	235 37%	505 36%	123 36%	270 37%	312 36%	191 44% R	553 35%
Extremely helpful	238 12%	143 10%	37 19% B	25 17%	81 12%	70 12%	87 12%	49 9%	35 14%	37 10%	108 14%	90 14%	148 11%	39 12%	72 10%	104 12%	78 18% R	160 10%
Very helpful	505 25%	393 26%	38 20%	40 27%	161 24%	150 25%	194 26%	107 20%	69 28%	104 28%	194 26%	145 23%	357 26%	84 25%	198 27%	208 24%	112 26%	393 25%
Somewhat helpful	772 38%	580 39%	60 32%	54 36%	272 40%	245 41%	255 34%	208 40%	103 41%	123 34%	280 37%	240 38%	527 38%	118 35%	281 38%	342 39%	136 32%	636 40% Q
Not at all helpful	510 25%	372 25%	53 28%	31 21%	167 24%	137 23%	206 28%	159 30% JK	42 17%	101 28% J	170 23%	154 25%	355 26%	97 29%	180 25%	216 25%	103 24%	407 26%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 4. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

4. Rolled gold plate

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1342 66%	984 66%	119 63%	110 73%	468 69%	398 66%	476 64%	336 64%	178 71%	240 66%	498 66%	440 70%	898 65%	213 63%	465 64%	592 68%	271 63%	1070 67%
EXTREMELY/VERY HELPFUL (SUB-NET)	563 28%	398 27%	50 26%	60 40% B	215 32% G	175 29%	173 23%	142 27%	85 34%	104 29%	196 26%	201 32%	361 26%	101 30%	175 24%	246 28%	150 35% R	413 26%
Extremely helpful	179 9%	106 7%	25 13%	22 15% B	72 11%	49 8%	58 8%	51 10%	24 10%	24 7%	70 9%	67 11%	112 8%	27 8%	65 9%	64 7%	63 15% R	115 7%
Very helpful	384 19%	292 20%	25 13%	38 25%	143 21%	126 21% G	115 15%	91 17%	61 25%	80 22%	126 17%	135 21%	249 18%	73 22%	111 15%	182 21% O	86 20%	298 19%
Somewhat helpful	779 38%	586 39%	69 37%	50 33%	253 37%	223 37%	303 41%	194 37%	93 37%	135 37%	303 40%	239 38%	537 39%	112 33%	290 40%	346 40%	122 28%	657 41% Q
Not at all helpful	684 34%	505 34%	70 37%	41 27%	213 31%	204 34%	267 36%	187 36%	71 29%	125 34%	253 34%	190 30%	489 35%	126 37%	267 36%	278 32%	159 37%	526 33%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 5. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 85

5. Gold overlay

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1693 84%	1250 84%	153 81%	125 83%	557 82%	518 86%	618 83%	431 82%	220 88%	288 79%	633 84%	532 84%	1153 83%	269 79%	610 83%	734 84%	356 83%	1338 84%
EXTREMELY/VERY HELPFUL (SUB-NET)	921 45%	657 44%	88 47%	67 45%	312 46%	279 46%	329 44%	219 42%	132 53%	177 48%	334 44%	293 47%	624 45%	151 44%	311 42%	408 47%	223 52%	697 44%
Extremely helpful	294 15%	177 12%	40 21%	32 21%	112 16%	94 16%	88 12%	81 15%	39 15%	47 13%	109 15%	119 19%	172 12%	48 14%	82 11%	132 15%	96 22%	198 12%
Very helpful	627 31%	480 32%	49 26%	36 24%	200 29%	185 31%	241 32%	138 26%	93 37%	129 35%	225 30%	174 28%	453 33%	102 30%	229 31%	276 32%	127 30%	500 31%
Somewhat helpful	773 38%	593 40%	64 34%	58 39%	246 36%	239 40%	289 39%	213 41%	88 35%	111 30%	299 40%	239 38%	529 38%	119 35%	299 41%	325 37%	132 31%	640 40%
Not at all helpful	332 16%	239 16%	35 19%	25 17%	123 18%	84 14%	125 17%	92 18%	29 12%	77 21%	118 16%	98 16%	234 17%	70 21%	122 17%	136 16%	74 17%	258 16%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 6. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

6. Rhodium plating

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1291 64%	953 64%	109 58%	91 60%	443 65%	388 65%	460 62%	315 60%	174 70%	223 61%	497 66%	419 66%	865 62%	199 59%	451 62%	568 65%	285 66%	1006 63%
EXTREMELY/VERY HELPFUL (SUB-NET)	617 30%	437 29%	59 31%	50 33%	209 31%	188 31%	220 30%	137 26%	92 37% H	116 32%	236 31%	208 33%	406 29%	93 27%	210 29%	272 31%	163 38% R	454 28%
Extremely helpful	206 10%	125 8%	27 14%	23 16% B	81 12%	59 10%	66 9%	51 10%	20 8%	39 11%	84 11%	76 12%	126 9%	33 10%	67 9%	75 9%	65 15% R	141 9%
Very helpful	411 20%	312 21%	32 17%	26 17%	128 19%	129 21%	155 21%	85 16%	72 29% HK	77 21%	152 20%	131 21%	280 20%	60 18%	143 20%	196 23%	98 23%	314 20%
Somewhat helpful	674 33%	516 35%	50 27%	42 28%	234 34%	200 33%	239 32%	179 34%	81 33%	107 29%	261 35%	211 33%	459 33%	106 31%	241 33%	297 34%	122 28%	552 35%
Not at all helpful	735 36%	536 36%	79 42%	60 40%	238 35%	214 35%	283 38%	208 40%	75 30%	142 39%	255 34%	212 34%	522 38%	140 41%	281 38%	301 35%	145 34%	590 37%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 7. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 87

7. Fine gold

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1816 90%	1347 90%	161 86%	129 86%	604 89%	553 92%	659 89%	451 86%	235 94% H	328 90%	679 90%	570 90%	1238 89%	296 87%	651 89%	794 91%	381 89%	1436 90%
EXTREMELY/VERY HELPFUL (SUB-NET)	1333 66%	983 66%	116 62%	111 73%	411 60%	420 70% E	502 68%	310 59%	175 70% H	238 65%	523 70% H	409 65%	920 66%	218 64%	502 69%	570 66%	282 66%	1051 66%
Extremely helpful	620 31%	425 29%	65 34%	61 40% B	195 29%	213 35% G	213 29%	143 27%	79 32%	103 28%	256 34%	197 31%	420 30%	98 29%	251 34% P	238 27%	160 37% R	460 29%
Very helpful	713 35%	558 37%	51 27%	50 33%	216 32%	207 34%	289 39%	167 32%	95 38%	135 37%	266 35%	212 34%	500 36%	120 35%	250 34%	331 38%	122 28%	591 37% Q
Somewhat helpful	483 24%	364 24% D	45 24%	18 12%	193 28% G	132 22%	157 21%	141 27%	60 24%	90 25%	156 21%	161 26%	318 23%	78 23%	149 20%	224 26%	98 23%	385 24%
Not at all helpful	210 10%	142 10%	27 14%	22 14%	77 11%	49 8%	84 11%	72 14% I	14 6%	37 10%	73 10%	60 10%	149 11%	43 13%	81 11%	76 9%	49 11%	160 10%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 8. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

8. Gold plate

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1776 88%	1307 88%	161 86%	125 83%	587 86%	543 90%	646 87%	444 85%	227 91%	320 88%	663 88%	559 89%	1208 87%	297 88%	621 85%	783 90% O	377 88%	1399 88%
EXTREMELY/VERY HELPFUL (SUB-NET)	1055 52%	752 51%	108 57%	83 55%	349 51%	331 55%	375 51%	257 49%	142 57%	199 55%	389 52%	341 54%	710 51%	175 52%	374 51%	453 52%	253 59% R	802 50%
Extremely helpful	372 18%	242 16%	47 25% B	33 22% C	148 22% G	116 19%	108 15%	103 20%	50 20%	54 15%	147 20%	139 22%	230 17%	60 18%	122 17%	150 17%	119 28% R	253 16%
Very helpful	684 34%	510 34%	61 32%	50 33%	201 30%	215 36%	267 36%	155 30%	91 37%	145 40% H	243 32%	202 32%	481 35%	115 34%	252 34%	303 35%	134 31%	550 34%
Somewhat helpful	721 36%	555 37%	54 28%	42 28%	238 35%	212 35%	271 36%	186 36%	85 34%	121 33%	274 36%	218 35%	498 36%	122 36%	247 34%	329 38%	125 29%	596 37% Q
Not at all helpful	250 12%	182 12%	27 14%	25 17%	93 14%	59 10%	97 13%	80 15%	22 9%	45 12%	88 12%	71 11%	179 13%	42 12%	111 15% P	87 10%	52 12%	197 12%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 9. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

9. Platinum plate

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1683 83%	1239 83%	150 80%	117 78%	557 82%	517 86%	609 82%	422 81%	211 85%	305 84%	627 83%	552 88% M	1124 81%	280 83%	586 80%	737 85%	361 84%	1322 83%
EXTREMELY/VERY HELPFUL (SUB-NET)	898 44%	638 43%	97 51%	68 45%	304 45%	279 46%	315 42%	219 42%	117 47%	177 49%	335 45%	309 49%	586 42%	150 44%	291 40%	407 47%	214 50%	683 43%
Extremely helpful	294 15%	182 12%	37 20%	29 19%	122 18% G	82 14%	89 12%	82 16%	42 17%	43 12%	117 16%	108 17%	183 13%	48 14%	95 13%	113 13%	86 20% R	208 13%
Very helpful	604 30%	455 31%	59 32%	39 26%	181 27%	197 33%	225 30%	137 26%	75 30%	135 37% H	218 29%	201 32%	402 29%	102 30%	197 27%	294 34% O	128 30%	476 30%
Somewhat helpful	786 39%	601 40% C	53 28%	49 33%	253 37%	238 40%	295 40%	203 39%	94 38%	128 35%	293 39%	243 39%	538 39%	130 38%	295 40%	330 38%	147 34%	639 40%
Not at all helpful	342 17%	250 17%	38 20%	33 22%	124 18%	85 14%	134 18%	101 19%	38 15%	60 16%	124 17%	79 12%	263 19% L	59 17%	145 20%	132 15%	69 16%	274 17%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q906 10. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying?

14 Aug 2012
 Table 90

10. Gold washed

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT HELPFUL (NET)	1348 67%	973 65%	118 63%	97 65%	489 72% G	403 67%	457 61%	342 65%	182 73%	243 67%	489 65%	443 70%	901 65%	210 62%	454 62%	615 71% NO	279 65%	1070 67%
EXTREMELY/VERY HELPFUL (SUB-NET)	542 27%	381 26%	55 29%	45 30%	209 31%	154 26%	179 24%	136 26%	82 33%	102 28%	189 25%	192 31%	350 25%	86 25%	158 22%	253 29% O	134 31%	408 26%
Extremely helpful	188 9%	114 8%	26 14%	21 14%	81 12%	52 9%	56 7%	43 8%	32 13%	29 8%	73 10%	72 11%	117 8%	27 8%	64 9%	62 7%	64 15% R	124 8%
Very helpful	354 17%	267 18%	29 15%	23 15%	128 19%	102 17%	124 17%	93 18%	50 20%	73 20%	117 16%	121 19%	233 17%	59 17%	94 13%	191 22% O	70 16%	283 18%
Somewhat helpful	806 40%	592 40%	63 34%	53 35%	279 41%	250 41%	277 37%	206 39%	100 40%	141 39%	299 40%	251 40%	551 40%	124 37%	296 40%	362 42%	144 34%	662 41%
Not at all helpful	677 33%	516 35%	70 37%	53 35%	192 28%	198 33%	287 39% E	181 35%	67 27%	122 33%	263 35%	187 30%	487 35%	128 38% P	278 38% P	255 29%	151 35%	526 33%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q910. If you were buying plated jewelry (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know the thickness of the plating, or the percentage of precious metal in the entire item?

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Percentage of precious metal in the entire item	1131 56%	813 55%	108 58%	106 70% B	360 53%	334 56%	437 59%	276 53%	148 59%	188 52%	439 58%	343 54%	784 57%	180 53%	417 57%	470 54%	247 57%	885 55%
Thickness of the plating	482 24%	381 26%	31 17%	27 18%	150 22%	158 26%	173 23%	117 22%	60 24%	96 26%	186 25%	160 25%	318 23%	86 26%	171 23%	209 24%	118 27%	364 23%
Not sure	412 20%	295 20%	48 26%	18 12%	171 25% G	109 18%	132 16%	130 25% K	42 17%	80 22%	126 17%	127 20%	286 21%	72 21%	144 20%	191 22%	66 15%	347 22%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry	1861 92%	1379 93% C	160 85%	145 96% C	599 88%	553 92%	709 95% EF	459 88%	231 93%	342 94% H	697 93% H	552 88%	1301 94% L	308 91%	694 95% P	787 90%	401 93%	1460 91%
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal	1819 90%	1354 91% C	148 79%	142 94% C	578 85%	556 92% E	684 92% E	448 86%	228 91%	328 90%	686 91% H	548 87%	1262 91%	304 90%	683 93% P	766 88%	395 92%	1423 89%
A stamp (e.g., 14k, 925) on a jewelry product indicates that it must be made of a precious metal	1600 79%	1187 80% C	130 69%	126 83% C	534 78%	469 78%	597 80%	399 76%	202 81%	277 76%	603 80%	497 79%	1095 79%	248 73%	591 81% N	687 79%	328 76%	1272 80%
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals	1491 74%	1121 75% C	119 63%	111 73%	505 74%	434 72%	552 74%	380 73%	209 84% HJK	256 70%	549 73%	454 72%	1028 74%	249 73%	539 74%	639 74%	302 70%	1189 74%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals	535 26%	368 25%	69 37% B	40 27%	176 26%	168 28%	191 26%	144 27% I	40 16%	109 30% I	202 27% I	176 28%	359 26%	90 27%	193 26%	230 26%	128 30%	407 26%
A stamp (e.g., 14k, 925) on a jewelry product indicates that it must be made of a precious metal	426 21%	302 20%	58 31% BD	25 17%	147 22%	133 22%	146 20%	124 24%	47 19%	88 24%	149 20%	133 21%	293 21%	91 27% O	140 19%	182 21%	102 24%	324 20%
If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal	207 10%	135 9%	40 21% BD	8 6%	103 15% FG	46 8%	59 8%	75 14% K	21 9%	37 10%	66 9%	82 13%	125 9%	35 10%	49 7%	104 12% O	34 8%	173 11%
If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry	164 8%	110 7%	28 15% BD	6 4%	82 12% G	49 8% G	34 5%	64 12% JK	18 7%	23 6%	55 7%	78 12% M	87 6%	30 9%	38 5%	83 10% O	29 7%	136 9%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916 1. How much do you agree or disagree with each of the following statements?

1. If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1861 92%	1379 93% C	160 85%	145 96% C	599 88%	553 92%	709 95% EF	459 88%	231 93%	342 94% H	697 93% H	552 88%	1301 94% L	308 91%	694 95% P	787 90%	401 93%	1460 91%
Strongly agree	1350 67%	983 66%	117 62%	121 80% BC	423 62%	404 67%	523 70% E	329 63%	171 69%	243 67%	511 68%	393 62%	949 68%	204 60%	536 73% NP	557 64%	320 74% R	1030 65%
Somewhat agree	511 25%	395 27%	43 23%	24 16%	176 26%	149 25%	187 25%	129 25%	60 24%	99 27%	186 25%	160 25%	352 25%	104 31% O	158 22%	230 26%	81 19%	430 27% Q
STRONGLY/SOMEWHAT DISAGREE (NET)	164 8%	110 7%	28 15% BD	6 4%	82 12% G	49 8% G	34 5%	64 12% JK	18 7%	23 6%	55 7%	78 12% M	87 6%	30 9%	38 5%	83 10% O	29 7%	136 9%
Somewhat disagree	112 6%	88 6%	10 5%	1 1%	57 8% G	32 5%	23 3%	38 7%	13 5%	19 5%	39 5%	53 8% M	59 4%	19 6%	29 4%	56 6%	15 3%	97 6%
Strongly disagree	52 3%	22 1%	18 10% B	5 3%	25 4%	17 3%	10 1%	26 5% J	5 2%	4 1%	16 2%	25 4%	28 2%	12 3%	9 1%	27 3%	14 3%	38 2%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916 2. How much do you agree or disagree with each of the following statements?

2. When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1491 74%	1121 75% C	119 63%	111 73%	505 74%	434 72%	552 74%	380 73%	209 84% HJK	256 70%	549 73%	454 72%	1028 74%	249 73%	539 74%	639 74%	302 70%	1189 74%
Strongly agree	512 25%	364 24%	53 28%	49 32%	172 25%	165 27%	175 24%	133 25%	71 28%	79 22%	201 27%	147 23%	360 26%	79 23%	190 26%	209 24%	131 31%	380 24%
Somewhat agree	979 48%	756 51% C	66 35%	62 41%	333 49%	269 45%	377 51%	247 47%	138 55%	177 48%	348 46%	307 49%	668 48%	169 50%	349 48%	430 49%	171 40%	808 51% Q
STRONGLY/SOMEWHAT DISAGREE (NET)	535 26%	368 25%	69 37% B	40 27%	176 26%	168 28%	191 26%	144 27% I	40 16%	109 30% I	202 27% I	176 28%	359 26%	90 27%	193 26%	230 26%	128 30%	407 26%
Somewhat disagree	402 20%	284 19%	46 24%	30 20%	123 18%	133 22%	147 20%	105 20%	31 12%	80 22% I	150 20%	117 19%	285 21%	77 23%	154 21%	158 18%	76 18%	326 20%
Strongly disagree	133 7%	85 6%	23 12% B	10 7%	53 8%	35 6%	45 6%	39 7%	10 4%	29 8%	52 7%	59 9% M	74 5%	13 4%	38 5%	72 8%	52 12% R	81 5%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916 3. How much do you agree or disagree with each of the following statements?

3. If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1819 90%	1354 91% C	148 79%	142 94% C	578 85%	556 92% E	684 92% E	448 86%	228 91%	328 90%	686 91% H	548 87%	1262 91%	304 90%	683 93% P	766 88%	395 92%	1423 89%
Strongly agree	1240 61%	917 62%	109 58%	99 65%	378 56%	396 66% E	466 63%	296 56%	159 64%	226 62%	480 64%	367 58%	869 63%	208 61%	483 66% P	499 57%	285 66%	955 60%
Somewhat agree	579 29%	438 29%	39 21%	44 29%	200 29%	160 27%	218 29%	153 29%	68 27%	102 28%	206 27%	181 29%	393 28%	97 29%	200 27%	266 31%	111 26%	468 29%
STRONGLY/SOMEWHAT DISAGREE (NET)	207 10%	135 9%	40 21% BD	8 6%	103 15% FG	46 8%	59 8%	75 14% K	21 9%	37 10%	66 9%	82 13%	125 9%	35 10%	49 7%	104 12% O	34 8%	173 11%
Somewhat disagree	138 7%	100 7%	17 9%	3 2%	61 9%	32 5%	45 6%	46 9%	17 7%	32 9%	35 5%	44 7%	94 7%	23 7%	35 5%	65 7%	12 3%	126 8% Q
Strongly disagree	69 3%	34 2%	23 12% B	5 3%	41 6% FG	14 2%	14 2%	29 6% J	4 2%	5 1%	30 4%	38 6% M	31 2%	11 3%	14 2%	39 5% O	22 5%	47 3%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q916 4. How much do you agree or disagree with each of the following statements?

4. A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.

Base Qualified Respondents

	Total	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1600 79%	1187 80% C	130 69%	126 83% C	534 78%	469 78%	597 80%	399 76%	202 81%	277 76%	603 80%	497 79%	1095 79%	248 73%	591 81% N	687 79%	328 76%	1272 80%
Strongly agree	805 40%	582 39%	74 39%	72 48%	270 40%	248 41%	287 39%	213 41%	106 42%	132 36%	297 39%	247 39%	556 40%	132 39%	291 40%	341 39%	197 46%	608 38%
Somewhat agree	795 39%	605 41%	56 30%	54 36%	264 39%	221 37%	311 42%	186 36%	96 39%	145 40%	306 41%	250 40%	539 39%	115 34%	300 41%	346 40%	131 30%	664 42% Q
STRONGLY/SOMEWHAT DISAGREE (NET)	426 21%	302 20%	58 31% BD	25 17%	147 22%	133 22%	146 20%	124 24%	47 19%	88 24%	149 20%	133 21%	293 21%	91 27% O	140 19%	182 21%	102 24%	324 20%
Somewhat disagree	298 15%	229 15%	28 15%	16 10%	88 13%	102 17%	107 14%	76 15%	36 14%	57 16%	114 15%	90 14%	208 15%	68 20%	101 14%	122 14%	63 15%	234 15%
Strongly disagree	128 6%	73 5%	30 16% B	9 6%	59 9%	31 5%	38 5%	48 9% K	12 5%	32 9%	35 5%	44 7%	85 6%	23 7%	40 5%	60 7%	39 9%	90 6%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q920. If you were buying an item that was a mixture of precious metals, how important would it be to know how much of each precious metal was in that item?

14 Aug 2012
 Table 98

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT IMPORTANT (NET)	1974 97%	1460 98% C	176 94%	143 95%	659 97%	580 96%	735 99% F	503 96%	243 98%	359 98%	735 98%	614 97%	1352 97%	324 96%	718 98%	860 99% N	413 96%	1561 98%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1613 80%	1176 79%	146 77%	129 86%	523 77%	470 78%	620 83% E	406 78%	206 83%	275 75%	617 82%	494 78%	1112 80%	265 78%	600 82%	687 79%	346 80%	1267 79%
Extremely important	898 44%	654 44%	77 41%	83 55%	274 40%	266 44%	358 48%	224 43%	109 44%	149 41%	349 46%	254 40%	643 46%	146 43%	347 47%	363 42%	218 51%	680 43%
Very important	715 35%	522 35%	69 37%	47 31%	248 36%	205 34%	262 35%	182 35%	97 39%	126 34%	269 36%	240 38%	469 34%	119 35%	253 35%	324 37%	128 30%	587 37%
Somewhat important	361 18%	284 19% D	30 16%	14 9%	137 20%	110 18%	115 15%	97 19%	37 15%	85 23% K	118 16%	120 19%	240 17%	59 17%	118 16%	173 20%	67 16%	294 18%
Not at all important	51 3%	29 2%	12 6% B	7 5%	22 3%	22 4% G	8 1%	20 4%	6 2%	5 2%	17 2%	16 3%	35 3%	15 4% P	14 2%	10 1%	17 4%	35 2%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q925. Would you prefer to know the amount of each precious metal by percentage, or by weight?

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Percentage	1314 65%	987 66%	106 56%	97 64%	395 58%	396 66%	524 70% E	320 61%	165 66%	226 62%	516 69%	416 66%	891 64%	215 63%	448 61%	584 67%	245 57%	1069 67% Q
Weight	712 35%	502 34%	82 44%	53 36%	286 42% G	206 34%	220 30%	203 39%	84 34%	139 38%	235 31%	214 34%	496 36%	124 37%	283 39%	285 33%	185 43% R	527 33%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q930. If you were buying an item that was made of a precious metal mixed with non-precious metal(s), how important would it be to know how much precious metal and non-precious metal was in that item?

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT IMPORTANT (NET)	1988 98%	1462 98%	182 97%	150 100%	665 98%	588 98%	735 99%	509 97%	247 99%	362 99%	734 98%	621 99%	1359 98%	331 98%	719 98%	855 98%	421 98%	1567 98%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1669 82%	1229 83%	154 82%	135 89%	515 76%	502 83%	651 88%	410 78%	213 86%	315 86%	626 83%	495 79%	1167 84%	284 84%	628 86%	692 80%	366 85%	1303 82%
Extremely important	1006 50%	722 48%	91 49%	93 61%	311 46%	300 50%	396 53%	261 50%	123 50%	170 47%	383 51%	289 46%	714 51%	187 55%	384 53%	399 46%	248 58%	759 48%
Very important	663 33%	507 34%	63 33%	42 28%	205 30%	202 34%	256 34%	149 28%	90 36%	145 40%	243 32%	206 33%	453 33%	97 29%	243 33%	293 34%	119 28%	544 34%
Somewhat important	320 16%	233 16%	28 15%	15 10%	150 22%	86 14%	84 11%	98 19%	34 14%	46 13%	107 14%	126 20%	193 14%	47 14%	91 12%	163 19%	55 13%	265 17%
Not at all important	37 2%	27 2%	6 3%	* *	16 2%	14 2%	8 1%	15 3%	2 1%	3 1%	18 2%	9 1%	28 2%	8 2%	13 2%	14 2%	9 2%	29 2%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q935. Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Percentage	1364 67%	1028 69%	114 61%	96 64%	415 61%	408 68%	540 73% E	333 64%	174 70%	240 66%	519 69%	409 65%	947 68%	239 71%	470 64%	601 69%	274 64%	1090 68%
Weight	662 33%	461 31%	74 39%	55 36%	266 39% G	193 32%	203 27%	190 36%	75 30%	124 34%	232 31%	221 35%	440 32%	100 29%	262 36%	269 31%	156 36%	506 32%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q940. It is a very common practice for jewelry manufacturers to "plate" or cover white gold with a thin layer of rhodium to enhance the white color.
 If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT IMPORTANT (NET)	1960 97%	1446 97%	178 94%	145 97%	651 96%	584 97%	726 98%	503 96%	241 97%	348 95%	736 98%	609 97%	1343 97%	325 96%	715 98%	842 97%	422 98%	1539 96%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1540 76%	1130 76%	138 74%	127 84%	504 74%	454 75%	581 78%	373 71%	189 76%	280 77%	590 79%	461 73%	1072 77%	248 73%	572 78%	652 75%	331 77%	1209 76%
Extremely important	790 39%	577 39%	79 42%	73 49%	252 37%	246 41%	292 39%	190 36%	113 45%	143 39%	288 38%	228 36%	561 40%	146 43%	293 40%	317 36%	181 42%	609 38%
Very important	750 37%	553 37%	59 31%	53 35%	252 37%	208 35%	289 39%	183 35%	75 30%	137 38%	302 40%	233 37%	511 37%	103 30%	278 38%	335 39%	150 35%	600 38%
Somewhat important	421 21%	315 21%	39 21%	19 12%	147 22%	130 22%	144 19%	130 25%	53 21%	68 19%	146 19%	148 23%	271 20%	77 23%	143 20%	191 22%	91 21%	330 21%
Not at all important	65 3%	43 3%	11 6%	5 3%	30 4%	18 3%	18 2%	20 4%	8 3%	17 5%	15 2%	21 3%	44 3%	14 4%	17 2%	27 3%	8 2%	57 4%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q945. How familiar are you with palladium?

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST HEARD OF (NET)	1158 57%	914 61% C	79 42%	84 56%	313 46%	358 59% E	487 66% E	235 45%	138 55%	213 58% H	490 65% H	322 51%	833 60% L	181 53%	459 63% NP	475 55%	263 61%	895 56%
EXTREMELY/VERY FAMILIAR (SUB-NET)	202 10%	147 10%	17 9%	9 6%	67 10%	63 10%	72 10%	44 8%	35 14%	41 11%	75 10%	70 11%	133 10%	34 10%	55 8%	102 12%	58 13%	145 9%
Extremely familiar	51 3%	35 2%	8 4%	-	11 2%	26 4%	14 2%	4 1%	13 5% H	13 3%	18 2%	12 2%	39 3%	10 3%	18 2%	20 2%	20 5% R	31 2%
Very familiar	151 7%	112 8%	9 5%	9 6%	56 8%	37 6%	58 8%	40 8%	22 9%	28 8%	57 8%	57 9%	94 7%	25 7%	37 5%	82 9% O	38 9%	114 7%
Heard of but not familiar	956 47%	767 52% C	62 33%	75 50% C	246 36%	295 49% E	415 56% E	190 36%	103 41%	172 47% H	415 55% HI	253 40%	700 50% L	147 43%	404 55% NP	373 43%	206 48%	750 47%
Never heard of	868 43%	575 39%	109 58% B	67 44%	368 54% FG	244 41%	256 34%	289 55% JK	111 45%	152 42%	262 35%	308 49% M	555 40%	158 47% O	273 37%	394 45% O	167 39%	701 44%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q947. Please tell us whether you think the following statement is true or false.
 "Palladium is a platinum group metal."

Base Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
True	532 26%	404 27% D	59 31% D	18 12%	157 23%	178 30%	198 27%	150 29%	71 28%	95 26%	190 25%	181 29%	348 25%	94 28%	190 26%	224 26%	124 29%	408 26%
False	210 10%	151 10%	12 6%	9 6%	75 11%	48 8%	87 12%	47 9%	13 5%	37 10%	104 14% I	73 12%	137 10%	35 10%	73 10%	85 10%	68 16% R	142 9%
Don't know	1284 63%	934 63%	118 62%	124 82% BC	449 66%	376 63%	459 62%	326 62%	165 66%	232 64%	458 61%	376 60%	902 65%	210 62%	469 64%	561 64%	238 55%	1046 66% Q
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q950. If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT IMPORTANT (NET)	1964 97%	1454 98% C	176 94%	144 95%	652 96%	587 97%	726 98%	506 97%	248 100%	351 96%	732 97%	621 98%	1335 96%	324 96%	709 97%	847 97%	414 96%	1551 97%
EXTREMELY/VERY IMPORTANT (SUB-NET)	1594 79%	1179 79%	142 75%	135 89% BC	502 74%	470 78%	621 84% E	386 74%	206 83%	302 83% H	606 81%	464 74%	1121 81% L	277 82%	587 80%	656 75%	346 80%	1248 78%
Extremely important	795 39%	566 38%	75 40%	82 54% B	249 37%	238 40%	307 41%	193 37%	97 39%	150 41%	301 40%	245 39%	548 40%	134 40%	299 41%	322 37%	195 45%	600 38%
Very important	799 39%	613 41%	67 36%	52 35%	253 37%	232 39%	314 42%	193 37%	108 44%	152 42%	305 41%	220 35%	573 41%	142 42%	289 39%	334 38%	151 35%	648 41%
Somewhat important	370 18%	275 18% D	34 18% D	9 6%	149 22% G	116 19% G	105 14%	120 23% J	42 17%	50 14%	126 17%	156 25% M	214 15%	48 14%	122 17%	190 22% N	68 16%	302 19%
Not at all important	62 3%	35 2%	12 6% B	7 5%	29 4%	15 3%	17 2%	17 3%	1 0%	13 4%	20 3%	10 2%	52 4%	15 4%	23 3%	23 3%	16 4%	45 3%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q956. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K- \$49.9K	\$50K- \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains	1821 90%	1357 91% C	159 84%	136 90%	571 84%	545 90% E	705 95% EF	451 86%	228 92%	324 89%	693 92% H	549 87%	1264 91%	292 86%	674 92% N	784 90%	381 89%	1440 90%
There should be a minimum amount of palladium required in an item to allow it to be described as palladium	1732 86%	1282 86%	149 79%	137 91% C	530 78%	539 90% E	663 89% E	418 80%	221 89% H	317 87%	659 88% H	519 82%	1205 87%	285 84%	644 88%	740 85%	350 81%	1382 87%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q956. How much do you agree or disagree with each of the following statements?
 SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
There should be a minimum amount of palladium required in an item to allow it to be described as palladium	294 14%	207 14%	39 21% D	14 9%	150 22% FG	63 10%	80 11%	105 20% IK	28 11%	48 13%	93 12%	112 18%	182 13%	54 16%	88 12%	129 15%	80 19%	214 13%
If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains	205 10%	132 9%	30 16% B	15 10%	110 16% FG	57 10% G	38 5%	72 14% K	21 8%	41 11%	59 8%	81 13%	124 9%	47 14% O	58 8%	86 10%	49 11%	156 10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q956 1. How much do you agree or disagree with each of the following statements?

1. If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.

Base Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1821 90%	1357 91% C	159 84%	136 90%	571 84%	545 90% E	705 95% EF	451 86%	228 92%	324 89%	693 92% H	549 87%	1264 91%	292 86%	674 92% N	784 90%	381 89%	1440 90%
Strongly agree	1209 60%	882 59%	114 61%	111 74% B	365 54%	370 62%	474 64% E	284 54%	146 59%	217 60%	476 63% H	352 56%	852 61%	197 58%	482 66% P	481 55%	273 63%	937 59%
Somewhat agree	612 30%	475 32% D	44 23%	24 16%	206 30%	174 29%	232 31%	167 32%	82 33%	107 29%	217 29%	197 31%	411 30%	95 28%	192 26%	302 35% O	108 25%	504 32%
STRONGLY/SOMEWHAT DISAGREE (NET)	205 10%	132 9%	30 16% B	15 10%	110 16% FG	57 10% G	38 5%	72 14% K	21 8%	41 11%	59 8%	81 13%	124 9%	47 14% O	58 8%	86 10%	49 11%	156 10%
Somewhat disagree	118 6%	85 6%	15 8%	7 5%	49 7%	38 6%	31 4%	37 7%	12 5%	28 8%	32 4%	40 6%	77 6%	22 7%	42 6%	48 5%	17 4%	100 6%
Strongly disagree	87 4%	47 3%	14 7% B	8 5%	61 9% FG	19 3% G	7 1%	35 7%	9 4%	13 4%	26 4%	41 6% M	47 3%	25 7% O	16 2%	38 4%	32 7% R	55 3%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q956 2. How much do you agree or disagree with each of the following statements?

2. There should be a minimum amount of palladium required in an item to allow it to be described as palladium.

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1732 86%	1282 86%	149 79%	137 91% C	530 78%	539 90% E	663 89% E	418 80%	221 89% H	317 87%	659 88% H	519 82%	1205 87%	285 84%	644 88%	740 85%	350 81%	1382 87%
Strongly agree	956 47%	703 47%	80 43%	90 60% BC	245 36%	318 53% E	393 53% E	221 42%	115 46%	173 47%	390 52% H	280 44%	668 48%	166 49%	355 49%	402 46%	213 49%	743 47%
Somewhat agree	776 38%	579 39%	69 37%	47 31%	285 42%	221 37%	269 36%	197 38%	105 42%	144 40%	269 36%	238 38%	537 39%	119 35%	289 39%	338 39%	137 32%	639 40% Q
STRONGLY/SOMEWHAT DISAGREE (NET)	294 14%	207 14%	39 21% D	14 9%	150 22% FG	63 10%	80 11%	105 20% IK	28 11%	48 13%	93 12%	112 18%	182 13%	54 16%	88 12%	129 15%	80 19%	214 13%
Somewhat disagree	166 8%	129 9%	14 8%	4 3%	76 11% F	32 5%	58 8%	60 12%	16 7%	22 6%	53 7%	66 10%	100 7%	25 7%	48 7%	84 10%	40 9%	126 8%
Strongly disagree	128 6%	79 5%	25 13% B	10 6%	74 11% FG	31 5%	23 3%	45 9%	12 5%	26 7%	39 5%	46 7%	82 6%	29 8%	40 5%	45 5%	40 9%	88 6%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q960. How much do you agree or disagree with the following statement?

"If a jewelry retailer claimed that a solid piece of jewelry contains an alloy of base metal (e.g., brass, copper) mixed with a precious metal (e.g., platinum, gold), I would expect a required minimum amount of the precious metal to be contained in the jewelry (e.g., at least 10 karat gold, .925 sterling silver, 500 ppt platinum or palladium)."

Base Qualified Respondents

	Total	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
STRONGLY/SOMEWHAT AGREE (NET)	1758 87%	1289 87%	156 83%	139 92%	576 85%	531 88%	651 88%	440 84%	223 89%	314 86%	664 88%	550 87%	1200 86%	276 82%	665 91% N	750 86%	381 89%	1377 86%
Strongly agree	1017 50%	751 50%	80 42%	93 62% C	300 44%	329 55% E	388 52% E	221 42%	132 53%	190 52% H	415 55% H	314 50%	698 50%	161 47%	403 55%	423 49%	255 59% R	762 48%
Somewhat agree	741 37%	539 36%	76 40%	46 30%	276 41%	202 34%	263 35%	219 42% K	91 37%	124 34%	249 33%	236 37%	502 36%	115 34%	261 36%	327 38%	126 29%	615 39% Q
STRONGLY/SOMEWHAT DISAGREE (NET)	268 13%	200 13%	33 17%	12 8%	105 15%	71 12%	92 12%	83 16%	26 11%	51 14%	88 12%	80 13%	187 14%	63 18% O	67 9%	120 14%	49 11%	219 14%
Somewhat disagree	195 10%	145 10%	27 15%	8 5%	80 12%	44 7%	72 10%	59 11%	19 8%	43 12%	61 8%	63 10%	132 10%	47 14% O	41 6%	92 11% O	35 8%	160 10%
Strongly disagree	73 4%	55 4%	5 3%	4 2%	25 4%	27 5%	20 3%	24 5%	8 3%	8 2%	27 4%	18 3%	55 4%	16 5%	26 4%	28 3%	13 3%	60 4%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?

Base Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
50% OR MORE (NET)	1601 79%	1190 80%	148 78%	114 76%	530 78%	466 77%	605 81%	409 78%	209 84%	283 78%	601 80%	503 80%	1090 79%	278 82%	580 79%	667 79%	366 85% R	1235 77%
60% OR MORE (SUB-NET)	1444 71%	1064 71%	139 74%	111 73%	477 70%	427 71%	541 73%	367 70%	201 81% HJK	257 70%	536 71%	438 70%	1001 72%	255 75%	526 72%	595 68%	339 79% R	1106 69%
All or almost all pure platinum	630 31%	458 31%	67 35%	56 37%	226 33%	165 27%	240 32%	186 36%	93 37%	105 29%	214 29%	177 28%	452 33%	141 42% OP	213 29%	259 30%	135 31%	496 31%
90% - 99%	300 15%	220 15%	28 15%	26 17%	78 12%	93 16%	128 17% E	48 9%	46 19% H	59 16% H	125 17% H	83 13%	214 15%	46 14%	127 17%	113 13%	95 22% R	205 13%
80% - 89%	228 11%	159 11%	29 16%	14 9%	67 10%	87 15% G	73 10%	61 12%	25 10%	40 11%	88 12%	80 13%	148 11%	31 9%	76 10%	102 12%	47 11%	181 11%
70% - 79%	189 9%	147 10%	13 7%	12 8%	63 9%	60 10%	66 9%	56 11%	23 9%	23 6%	75 10%	60 10%	128 9%	18 5%	85 12% N	72 8%	34 8%	155 10%
60% - 69%	97 5%	80 5%	3 1%	2 2%	43 6%	21 3%	33 4%	16 3%	15 6%	30 8% H	34 5%	38 6%	59 4%	18 5%	25 3%	49 6%	28 7%	69 4%
50% - 59%	157 8%	126 8%	8 4%	4 3%	53 8%	40 7%	64 9%	42 8%	8 3%	26 7%	66 9% I	65 10%	89 6%	23 7%	54 7%	72 8%	27 6%	130 8%
40% - 49%	22 1%	18 1%	- -	- -	14 2%	5 1%	3 *	9 2%	* *	9 2% K	3 *	11 2%	11 1%	- -	3 *	17 2% O	3 1%	19 1%
30% - 39%	12 1%	7 *	2 1%	- -	4 1%	6 1%	1 *	2 *	* *	2 1%	5 1%	7 1%	5 *	1 *	3 *	7 1%	2 *	10 1%
20% - 29%	12 1%	11 1%	1 *	- -	1 *	6 1%	4 1%	4 1%	6 2% K	1 *	1 *	6 1%	7 *	3 1%	3 *	6 1%	3 1%	9 1%
10% - 19%	9 *	3 *	1 *	2 1%	5 1%	4 1%	- -	7 1% K	1 *	1 *	- -	5 1%	4 *	2 1%	2 *	5 1%	* *	8 1%
Less than 10% pure platinum	18 1%	14 1%	3 2%	* *	13 2% G	5 1%	* *	13 2% K	- -	5 1% K	* *	5 1%	13 1%	* *	6 1%	12 1%	* *	18 1%
It wouldn't matter how much platinum it contained	38 2%	23 2%	4 2%	1 1%	14 2%	13 2%	11 1%	13 3%	1 *	5 1%	14 2%	12 2%	26 2%	3 1%	17 2%	18 2%	3 1%	35 2%
Not sure	314 16%	223 15%	30 16%	33 22%	99 15%	97 16%	118 16%	66 13%	32 13%	59 16%	127 17%	83 13%	232 17%	52 15%	117 16%	138 16%	53 12%	261 16%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?

Base Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Sigma	2026	1489	188	151	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q970. Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as "platinum" if it contains less than 50% pure platinum?

14 Aug 2012
 Table 112

Base Qualified Respondents

	Total	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
		FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
AT LEAST SOMEWHAT ACCURATE (NET)	839 41%	593 40%	99 53% B	57 38%	352 52% FG	235 39%	253 34%	255 49% IK	91 36%	167 46% K	264 35%	346 55% M	491 35%	122 36%	246 34%	434 50% NO	185 43%	654 41%
EXTREMELY/VERY ACCURATE (SUB-NET)	165 8%	108 7%	19 10%	6 4%	74 11% G	59 10% G	32 4%	64 12% K	14 6%	30 8%	40 5%	80 13% M	84 6%	30 9%	36 5%	91 10% O	44 10%	120 8%
Extremely accurate	55 3%	37 3%	8 4%	1 1%	22 3% G	20 3%	13 2%	25 5% K	7 3%	9 3%	12 2%	31 5% M	24 2%	6 2%	14 2%	30 3%	17 4%	39 2%
Very accurate	109 5%	70 5%	11 6%	5 3%	52 8% G	39 6% G	19 3%	39 7%	7 3%	21 6%	28 4%	48 8% M	60 4%	23 7% O	22 3%	61 7% O	28 6%	82 5%
Somewhat accurate	675 33%	485 33%	80 43%	51 34%	277 41% FG	176 29%	221 30%	191 37%	77 31%	137 38%	224 30%	267 42% M	407 29%	92 27%	210 29%	344 40% NO	141 33%	534 33%
Not at all accurate	1186 59%	896 60% C	89 47%	93 62%	329 48%	367 61% E	491 66% E	268 51%	158 64% H	198 54%	488 65% HJ	284 45%	896 65% L	217 64% P	486 66% P	435 50%	244 57%	942 59%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q600. Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else?
 Please select all that apply.

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Lawn or gardening equipment	465 23%	350 24%	38 20%	35 24%	128 19%	144 24%	192 26% E	80 15%	57 23%	81 22%	215 29% H	156 25%	306 22%	44 13%	174 24% N	218 25% N	146 34% R	318 20%
Fine jewelry	430 21%	317 21%	41 22%	33 22%	130 19%	132 22%	167 23%	101 19%	48 19%	65 18%	194 26% J	155 25%	273 20%	62 18%	162 22%	177 20%	430 100% R	-
Major appliance	397 20%	278 19%	46 25%	28 19%	140 21%	113 19%	144 19%	98 19%	54 22%	91 25%	134 18%	132 21%	264 19%	62 18%	132 18%	180 21%	117 27% R	280 18%
Automobile	356 18%	275 18%	29 16%	28 19%	79 12%	124 21% E	153 21% E	73 14%	35 14%	55 15%	177 24% HJ	122 19%	231 17%	45 13%	133 18%	164 19%	91 21%	265 17%
None of these	908 45%	653 44%	83 44%	68 45%	314 46%	280 47%	313 42%	265 51% K	114 46%	161 44%	292 39%	274 44%	630 45%	186 55% OP	301 41%	397 46%	-	908 57% Q
Sigma	2556 126%	1873 126%	237 126%	192 128%	792 116%	794 132%	970 130%	617 118%	310 124%	453 124%	1013 135%	840 133%	1704 123%	397 117%	903 123%	1136 131%	785 183%	1771 111%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q605. How likely are you to consider purchasing fine jewelry, either for yourself or someone else, in the future?

Base All Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
WILL DEFINITELY/ PROBABLY/POSSIBLY CONSIDER (NET)	2007 99%	1480 99% D	184 98%	146 97%	676 99%	597 99%	734 99%	519 99%	249 100%	365 100%	740 98%	619 98%	1380 99%	339 100%	724 99%	858 99%	411 96%	1596 100% Q
WILL DEFINITELY/PROBABLY CONSIDER (SUB-NET)	905 45%	673 45% D	94 50% D	48 32%	297 44%	279 46%	329 44%	241 46%	118 48%	155 43%	335 45%	321 51% M	579 42%	147 43%	306 42%	400 46%	301 70% R	604 38%
Will definitely consider	455 22%	352 24% D	42 22%	19 12%	154 23%	134 22%	167 22%	108 21%	65 26%	87 24%	176 23%	159 25%	296 21%	71 21%	160 22%	191 22%	193 45% R	262 16%
Will probably consider	451 22%	321 22%	52 27%	30 20%	143 21%	145 24%	163 22%	133 25%	54 22%	69 19%	159 21%	163 26%	284 20%	76 22%	145 20%	209 24%	108 25%	342 21%
Will possibly consider	1102 54%	806 54%	90 48%	97 65% C	379 56%	318 53%	405 54%	278 53%	131 52%	210 57%	405 54%	298 47%	800 58% L	192 57%	419 57%	459 53%	110 26%	992 62% Q
Will not consider at all	19 1%	9 1%	4 2%	5 3% B	4 1%	5 1%	9 1%	4 1%	- -	- -	12 2%	11 2%	8 1%	- -	7 1%	11 1%	19 4% R	-
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q268. Are you...?

Base All Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Male	959 47%	724 49% C	57 30%	88 59% C	277 41%	303 50% E	378 51% E	225 43%	127 51%	174 48%	393 52% H	269 43%	686 49%	162 48%	360 49%	393 45%	187 43%	772 48%
Female	1067 53%	765 51%	131 70% BD	62 41%	404 59% FG	299 50%	365 49%	299 57% K	122 49%	191 52%	359 48%	362 57%	702 51%	177 52%	371 51%	476 55%	243 57%	824 52%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q280. Respondent Age

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
18-34	697 34%	482 32% D	84 45% BD	5 3%	292 43% FG	208 35% G	197 27%	235 45% K	98 39% K	136 37% K	172 23%	280 44% M	418 30%	109 32% O	168 23%	373 43% NO	168 39%	529 33%
35-44	363 18%	303 20% D	32 17% D	*	102 15%	95 16%	166 22% EF	103 20%	36 15%	48 13%	164 22% J	197 31% M	165 12%	59 17% O	77 11%	209 24% O	68 16%	295 18%
45-54	350 17%	281 19% D	31 17% D	8 5%	132 19%	107 18%	111 15%	95 18%	42 17%	60 16%	143 19%	103 16%	243 18%	61 18%	124 17%	153 18%	71 17%	279 17%
55+	616 30%	423 28%	41 22%	138 91% BC	154 23%	192 32% E	270 36% E	90 17%	73 29% H	122 33% H	272 36% H	50 8%	561 40% L	109 32% P	363 50% NP	134 15%	123 29%	493 31%
MEAN	43.9	43.9 C	39.4	66.3 BC	40.0	44.5 E	47.0 EF	39.0	43.9 H	44.3 H	47.1 H	36.6	47.2 L	45.7 P	50.8 NP	38.3	42.3	44.3
STD. DEV	16.30	14.87	15.13	11.16	16.40	16.52	15.28	15.15	16.39	16.90	15.11	12.12	16.87	16.38	15.98	14.07	16.28	16.28
STD. ERR	0.36	0.38	1.17	0.85	0.96	0.62	0.48	0.66	0.94	0.85	0.59	0.54	0.43	0.79	0.55	0.52	0.83	0.40
MEDIAN	44	44	38	68	40	44	46	38	43	44	47	37	49	45	54	38	41	44
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q485. Race/Ethnicity

Base All Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
White	1382 68%	1060 71% C	105 56%	126 83% BC	407 60%	406 67%	569 77% EF	304 58%	152 61%	269 74% HI	570 76% HI	342 54%	1031 74% L	237 70% P	593 81% NP	526 61%	253 59%	1129 71% Q
Hispanic	263 13%	172 12%	34 18%	12 8%	114 17% G	75 12%	75 10%	84 16%	41 17%	40 11%	80 11%	132 21% M	131 9%	26 8%	54 7%	146 17% NO	55 13%	208 13%
Black/African American	287 14%	192 13%	38 20% D	12 8%	128 19% G	100 17% G	60 8%	110 21% JK	41 17% K	47 13%	72 10%	123 20% M	164 12%	61 18% O	53 7%	149 17% O	96 22% R	192 12%
Asian or Pacific Islander	36 2%	25 2%	3 1%	* *	12 2%	8 1%	17 2%	11 2%	5 2%	5 1%	12 2%	18 3%	18 1%	3 1%	10 1%	24 3%	9 2%	28 2%
Native American or Alaskan Native	10 *	5 *	2 1%	- *	3 *	5 1%	1 *	3 1%	- *	3 1%	3 *	4 1%	6 *	1 *	4 1%	4 1%	4 1%	6 *
Mixed Race	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	15 1%	8 1%	1 1%	1 *	6 1%	5 1%	5 1%	5 1%	2 1%	* *	8 1%	6 1%	9 1%	1 *	5 1%	9 1%	3 1%	12 1%
Decline to Answer	32 2%	27 2%	5 3%	1 *	13 2%	4 1%	16 2%	5 1%	8 3% J	* *	7 1%	5 1%	28 2%	9 3%	12 2%	11 1%	11 3%	21 1%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q410. Which one of the following best describes your employment status?

Base All Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Employed full time	1064 53%	1064 71% CD	-	-	290 43%	300 50%	474 64% EF	178 34%	144 58% H	215 59% H	483 64% H	317 50%	740 53%	200 59% P	396 54%	420 48%	214 50%	849 53%
Employed part time	345 17%	345 23% CD	-	-	116 17%	89 15%	139 19%	105 20% K	37 15%	63 17%	95 13%	111 18%	233 17%	46 14%	129 18%	158 18%	76 18%	268 17%
Self-employed	81 4%	81 5% CD	-	-	39 6%	19 3%	22 3%	34 7% K	7 3%	13 4%	19 3%	19 3%	62 4%	23 7% O	22 3%	31 4%	26 6%	54 3%
Not employed, but looking for work	114 6%	-	114 61% BD	-	62 9% G	36 6% G	16 2%	66 13% JK	11 4%	17 5%	17 2%	44 7%	69 5%	16 5%	31 4%	56 6%	24 6%	90 6%
Not employed and not looking for work	48 2%	-	48 25% BD	-	21 3%	17 3%	10 1%	20 4%	2 1%	3 1%	22 3%	16 2%	32 2%	4 1%	16 2%	27 3%	12 3%	36 2%
Retired	151 7%	-	-	151 100% BC	38 6%	48 8%	64 9%	31 6%	25 10%	21 6%	63 8%	14 2%	137 10% L	27 8% P	97 13% P	20 2%	33 8%	118 7%
Not employed, unable to work due to a disability or illness	26 1%	-	26 14% BD	-	16 2% G	7 1%	2 *	14 3% K	5 2%	4 1%	2 *	5 1%	21 1%	4 1%	9 1%	13 2%	6 1%	20 1%
Student	138 7%	-	-	-	65 10% G	64 11% G	9 1%	53 10% K	17 7%	20 6%	24 3%	61 10% M	77 6%	18 5%	21 3%	98 11% NO	22 5%	116 7%
Stay-at-home spouse or partner	55 3%	-	-	-	32 5% G	16 3% G	6 1%	22 4% I	-	9 2%	22 3%	38 6% M	17 1%	-	10 1%	45 5% NO	17 4%	38 2%
Unknown	5 *	-	-	-	-	5 1%	1 *	-	1 *	-	5 1%	5 1% M	-	-	-	-	1 *	5 *
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q462. Which of the following income categories best describes your total 2011 household income before/after taxes?

Base All Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Less than \$15,000	195 10%	87 6%	64 34% BD	1 1%	136 20% FG	37 6% G	23 3% G	195 37% IJK	-	-	-	77 12%	119 9%	53 16% O	43 6% O	90 10% O	27 6%	169 11%
\$15,000 to \$24,999	165 8%	114 8%	16 9%	15 10%	92 14% G	51 8% G	22 3% G	165 32% IJK	-	-	-	48 8%	117 8%	51 15% O	27 4% O	81 9% O	32 8%	133 8%
\$25,000 to \$34,999	163 8%	117 8%	19 10%	15 10%	91 13% FG	40 7% G	31 4% G	163 31% IJK	-	-	-	65 10%	98 7%	31 9% O	56 8% O	67 8% O	42 10%	121 8%
\$35,000 to \$49,999	249 12%	188 13%	18 10%	25 17%	92 14% G	85 14% G	72 10% G	-	249 100% HIJK	-	-	72 11%	177 13%	55 16% O	75 10% O	99 11% O	48 11%	201 13%
\$50,000 to \$74,999	365 18%	290 20%	24 13%	21 14%	112 16% G	127 21% G	126 17% G	-	-	365 100% HIK	-	108 17%	257 19%	67 20% O	142 19% O	141 16% O	65 15%	300 19%
\$75,000 to \$99,999	246 12%	203 14%	13 7%	12 8%	82 12% G	56 9% G	108 15% F	-	-	-	246 33% HIJ	89 14%	156 11% O	27 8% O	91 12% O	121 14% N	46 11%	200 13%
\$100,000 to \$124,999	286 14%	217 15%	20 11%	25 17%	17 2% E	98 16% E	172 23% EF	-	-	-	286 38% HIJ	73 12%	210 15% O	29 8% O	143 20% NP	100 11% O	65 15%	221 14%
\$125,000 to \$149,999	89 4%	66 4%	6 3%	13 9%	10 2% E	36 6% E	42 6% E	-	-	-	89 12% HIJ	26 4%	63 5% O	8 2% O	36 5% O	45 5% O	40 9% R	49 3%
\$150,000 to \$199,999	77 4%	69 5%	1 *	7 5%	5 1% E	19 3% E	53 7% EF	-	-	-	77 10% HIJ	23 4%	51 4% O	*	35 5% N	38 4% N	20 5% O	56 4%
\$200,000 to \$249,999	37 2%	33 2%	1 *	2 1%	-	7 1% E	30 4% EF	-	-	-	37 5% HIJ	13 2%	23 2% O	1 *	17 2% O	18 2% O	18 4% R	19 1%
\$250,000 or more	18 1%	9 1%	1 *	4 3% B	-	1 *	16 2% EF	-	-	-	18 2% HJ	*	17 1% O	*	13 2% O	5 1% O	5 1% O	13 1%
Decline to answer	137 7%	96 6%	5 3%	10 7%	44 6% G	46 8% G	47 6% G	-	-	-	-	37 6%	100 7% O	17 5% O	55 7% O	65 7% O	22 5% O	115 7%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Alabama	22 1%	17 1%	4 2%	1 *	4 1%	6 1%	13 2%	9 2%	2 1%	6 2%	4 1%	*	22 2%	1 *	11 2%	10 1%	7 2%	16 1%
Alaska	3 *	2 *	-	1 1%	-	1 *	3 *	-	-	1 *	2 *	-	3 *	-	3 *	-	-	3 *
Arizona	57 3%	39 3%	15 8% B	2 1%	21 3%	24 4% G	12 2%	13 3%	16 6% K	9 3%	13 2%	13 2%	44 3%	7 2%	22 3%	25 3%	9 2%	47 3%
Arkansas	10 *	9 1%	2 1%	-	3 *	5 1%	2 *	5 1%	-	3 1%	2 *	6 1%	5 *	2 1%	2 *	6 1%	1 *	9 1%
California	265 13%	199 13%	22 12%	14 9%	82 12%	93 15%	90 12%	67 13%	35 14%	43 12%	103 14%	84 13%	179 13%	37 11%	76 10%	138 16% O	60 14%	205 13%
Colorado	33 2%	27 2%	2 1%	2 2%	19 3% G	9 2%	5 1%	5 1%	4 2%	4 1%	14 2%	10 2%	23 2%	6 2%	8 1%	19 2%	4 1%	29 2%
Connecticut	21 1%	18 1%	2 1%	1 *	5 1%	4 1%	12 2%	2 *	2 1%	3 1%	12 2%	7 1%	14 1%	*	12 2%	9 1%	7 2%	14 1%
Delaware	8 *	8 1%	-	-	1 *	2 *	4 1%	1 *	3 1%	3 1%	1 *	*	7 1%	5 1% P	2 *	1 *	2 1%	5 *
District of Columbia	15 1%	11 1%	*	3 2%	7 1%	1 *	7 1%	6 1%	2 1%	3 1%	4 *	2 *	13 1%	6 2% P	7 1%	2 *	7 2%	8 *
Florida	108 5%	57 4%	22 12% B	10 7%	50 7% G	35 6%	23 3%	39 7% K	20 8% K	20 6%	17 2%	44 7%	64 5%	14 4%	37 5%	44 5%	37 9% R	71 4%
Georgia	54 3%	40 3%	1 1%	3 2%	13 2%	18 3%	23 3%	14 3%	5 2%	10 3%	23 3%	15 2%	38 3%	10 3%	12 2%	27 3%	13 3%	40 3%
Hawaii	5 *	5 *	-	-	-	4 1%	1 *	1 *	*	1 *	3 *	3 *	2 *	*	1 *	3 *	1 *	4 *
Idaho	11 1%	10 1%	-	*	-	4 1%	7 1%	3 1%	2 1%	*	5 1%	5 1%	6 *	2 1%	1 *	8 1%	1 *	10 1%
Illinois	96 5%	74 5%	6 3%	6 4%	46 7% F	14 2%	36 5%	21 4%	14 6%	12 3%	37 5%	28 4%	68 5%	10 3%	42 6%	39 4%	18 4%	78 5%
Indiana	41 2%	29 2%	1 *	5 4%	16 2%	10 2%	15 2%	15 3%	9 3%	4 1%	13 2%	15 2%	26 2%	11 3%	13 2%	16 2%	5 1%	36 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Iowa	6	6	-	-	-	2	4	2	1	2	*	*	6	3	3	*	1	5
Kansas	12	12	-	*	2	7	3	3	*	4	3	3	9	1	7	5	1	12
Kentucky	19	18	*	2	4	8	8	4	4	5	7	6	13	2	7	10	5	14
Louisiana	22	19	*	1	12	2	7	10	-	8	2	6	15	5	2	6	3	19
Maine	11	4	-	1	7	1	2	9	-	1	1	*	11	2	9	*	4	7
Maryland	92	69	6	8	35	14	43	12	6	17	54	26	67	13	38	40	21	72
Massachusetts	46	28	3	4	23	5	19	19	5	5	13	17	30	9	15	22	12	34
Michigan	51	42	3	4	17	12	22	10	14	11	11	9	42	13	17	21	11	40
Minnesota	39	29	1	3	11	16	13	14	4	9	13	6	34	18	16	5	5	34
Mississippi	11	2	6	1	6	4	1	9	-	*	*	9	3	1	1	10	1	11
Missouri	31	26	2	1	16	8	7	10	3	5	9	14	17	5	10	11	11	21
Montana	3	3	-	-	-	3	*	1	*	-	1	1	2	1	1	1	-	3
Nebraska	11	7	-	4	-	9	1	8	1	1	1	6	5	4	2	5	1	10
Nevada	10	8	2	*	2	4	3	3	*	4	3	3	8	2	2	5	3	7
New Hampshire	18	17	-	*	9	2	7	3	1	3	10	2	16	-	8	5	5	13
New Jersey	52	38	6	4	10	20	22	2	3	13	33	21	32	6	19	27	12	40

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
New Mexico	5	3	-	1%	-	2	3	2	-	1	2	3	2	*	3	1	*	5
New York	104	76	12	9	33	32	40	24	13	19	41	24	79	25	35	42	21	84
	5%	5%	6%	6%	5%	5%	5%	5%	5%	5%	6%	4%	6%	7%	5%	5%	5%	5%
North Carolina	75	57	3	6	22	22	31	19	14	15	22	30	45	8	29	36	13	61
	4%	4%	2%	4%	3%	4%	4%	4%	6%	4%	3%	5%	3%	2%	4%	4%	3%	4%
North Dakota	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1
Ohio	70	56	5	1	29	18	23	32	7	7	22	29	40	13	21	33	8	62
	3%	4%	3%	1%	4%	3%	3%	6%	3%	2%	3%	5%	3%	4%	3%	4%	2%	4%
Oklahoma	36	35	*	*	24	8	4	15	6	7	7	16	21	6	12	18	3	34
	2%	2%	*	*	4%	1%	1%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%
Oregon	21	15	5	-	11	4	6	6	1	5	8	9	11	1	3	16	2	19
	1%	1%	3%	-	2%	1%	1%	1%	*	1%	1%	1%	1%	*	*	2%	*	1%
Pennsylvania	92	67	12	5	32	33	27	17	12	26	30	27	65	5	57	29	20	72
	5%	4%	6%	3%	5%	5%	4%	3%	5%	7%	4%	4%	5%	1%	8%	3%	5%	5%
Rhode Island	*	-	-	*	-	*	-	*	-	-	-	*	-	-	-	*	-	*
South Carolina	24	15	2	1	4	9	11	14	1	5	4	10	14	2	10	11	6	18
	1%	1%	1%	*	1%	2%	1%	3%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%
South Dakota	12	9	-	-	9	1	2	6	1	3	1	8	4	*	3	8	*	12
	1%	1%	-	-	1%	*	2	1%	*	1%	*	1%	*	*	*	1%	*	1%
Tennessee	21	11	7	*	10	7	3	11	2	4	3	8	13	6	7	8	3	17
	1%	1%	4%	*	2%	1%	3	2%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%
Texas	155	126	10	16	42	45	68	26	18	21	76	36	115	36	58	54	30	125
	8%	8%	5%	10%	6%	7%	9%	5%	7%	6%	10%	6%	8%	11%	8%	6%	7%	8%
Utah	20	15	*	-	2	12	6	1	3	3	11	9	11	3	7	5	1	18
	1%	1%	*	-	2	2%	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	*	1%
Vermont	2	1	1	-	-	1	1	*	-	1	-	-	2	1	1	-	*	1
Virginia	105	63	12	17	18	30	57	9	7	12	69	32	73	12	46	47	29	76
	5%	4%	6%	11%	3%	5%	8%	2%	3%	3%	9%	5%	5%	4%	6%	5%	7%	5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q318. In what state, province or territory do you currently reside?

Base All Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Washington	51 2%	37 3%	6 3%	3 2%	16 2%	11 2%	23 3%	11 2%	2 1%	11 3%	19 3%	20 3%	31 2%	16 5% O	13 2%	22 3%	19 4%	32 2%
West Virginia	8	4	3 1%	2 1%	* 1%	6 1%	2	1	1	1	4 1%	2	6	1	5 1%	3	1	7
Wisconsin	40 2%	23 2%	5 3%	7 5% B	9 1%	12 2%	19 3%	9 2%	6 2%	10 3%	15 2%	8 1%	32 2%	11 3%	13 2%	15 2%	5 1%	34 2%
Wyoming	2	1	1	-	-	2	* *	1	-	1	* *	-	2	1	1	-	-	2
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q320. U.S. Region-Harris Interactive Definition.

Base All Qualified Respondents

	Employment Status			Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year			
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
East	470 23%	340 23%	45 24%	37 25%	161 24%	121 20%	187 25%	97 18%	47 19%	95 26%	203 27% H	128 20%	340 25%	71 21%	208 28% P	180 21%	113 26%	357 22%
Midwest	410 20%	314 21%	22 12%	32 21%	154 23%	109 18%	146 20%	130 25% K	60 24%	69 19%	127 17%	126 20%	283 20%	88 26% P	149 20%	160 18%	66 15%	344 22%
South	662 33%	469 31%	69 36%	58 39%	213 31%	199 33%	250 34%	182 35%	78 31%	117 32%	237 32%	217 34%	442 32%	104 31%	233 32%	288 33%	151 35%	511 32%
West	484 24%	366 25%	52 28%	23 16%	153 22%	172 29% G	159 21%	115 22%	64 26%	84 23%	184 24%	159 25%	322 23%	76 22%	141 19%	242 28% O	100 23%	384 24%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q350. How many hours per week do you typically spend on the Internet or World Wide Web?

Base All Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1988	1540	156	171	274	711	1003	514	293	386	645	488	1492	425	832	723	373	1615
Weighted Base	1949	1434	178*	144*	627	591	731	500	229	350	733	595	1345	339	732	870	402	1546
LIGHT (NET)	675 35%	471 33%	92 52% BD	32 22%	258 41% G	208 35%	209 29%	202 40% IJ	65 29%	101 29%	250 34%	234 39%	437 33%	115 34%	244 33%	312 36%	160 40%	515 33%
0 hours	350 18%	215 15% D	69 39% BD	5 3%	175 28% FG	93 16%	83 11%	126 25% IJK	37 16%	48 14%	112 15%	143 24% M	207 15%	69 20%	105 14%	176 20% O	95 24% R	255 16%
1 - 7 hours	325 17%	256 18%	24 13%	27 18%	84 13%	115 19%	127 17%	75 15%	29 13%	53 15%	138 19%	91 15%	230 17%	47 14%	139 19%	136 16%	65 16%	260 17%
MEDIUM (NET)	768 39%	599 42% C	45 25%	73 51% C	245 39%	204 34%	320 44% E	164 33%	97 42%	142 41%	317 43% H	212 36%	552 41%	116 34%	331 45% NP	317 36%	143 36%	625 40%
8 - 14 hours	373 19%	302 21% C	19 11%	30 21%	116 18%	103 17%	154 21%	80 16%	35 15%	68 19%	163 22%	98 17%	271 20%	60 18%	170 23% P	140 16%	67 17%	306 20%
15 - 21 hours	395 20%	297 21%	26 15%	43 30% C	129 21%	101 17%	166 23%	83 17%	62 27% H	74 21%	154 21%	114 19%	281 21%	56 17%	161 22%	177 20%	76 19%	319 21%
HEAVY (NET)	505 26%	364 25% C	41 23%	40 28%	124 20%	180 30% E	202 28% E	134 27%	66 29%	107 31%	166 23%	149 25%	356 26%	108 32% O	157 21%	241 28% O	99 25%	406 26%
22 - 28 hours	145 7%	102 7%	12 7%	21 15% B	36 6%	48 8%	61 8%	35 7%	14 6%	28 8%	63 9%	44 7%	101 8%	19 6%	45 6%	81 9%	26 6%	120 8%
29 - 35 hours	164 8%	117 8%	18 10%	10 7%	56 9%	58 10%	50 7%	45 9%	23 10%	36 10%	43 6%	47 8%	117 9%	46 14% OP	50 7%	68 8%	30 7%	134 9%
36 - 42 hours	85 4%	69 5%	2 1%	5 3%	14 2%	29 5%	42 6% E	16 3%	13 5%	27 8% HK	26 4%	27 4%	58 4%	24 7% O	24 3%	36 4%	21 5%	64 4%
43+ hours	111 6%	75 5%	8 4%	3 2%	19 3%	44 7% E	48 7% E	37 7%	17 7%	15 4%	34 5%	32 5%	79 6%	18 5%	38 5%	55 6%	22 6%	89 6%
MEAN	16.0	15.9	12.5	17.2	13.0	17.6 E	17.3 E	15.7	18.1 K	17.4	15.0	15.3	16.3	16.8	15.3	16.4	15.2	16.2
STD. DEV.	15.58	14.78	15.76	12.16	13.50	17.58	15.18	17.04	16.78	14.32	13.78	16.69	15.03	15.20	14.66	16.41	16.11	15.44
STD. ERR.	0.35	0.38	1.26	0.93	0.82	0.66	0.48	0.75	0.98	0.73	0.54	0.76	0.39	0.74	0.51	0.61	0.83	0.38
Sigma	1949 100%	1434 100%	178 100%	144 100%	627 100%	591 100%	731 100%	500 100%	229 100%	350 100%	733 100%	595 100%	1345 100%	339 100%	732 100%	870 100%	402 100%	1546 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q364. What is your marital status?

Base All Qualified Respondents

	Employment Status			Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
Never married	607 30%	434 29% D	73 39% D	6 4%	247 36% FG	157 26%	203 27%	243 46% IJK	84 34% K	102 28% K	128 17%	149 24%	458 33% L	204 60% OP	87 12%	282 32% O	127 30%	480 30%
Married or civil union	1001 49%	762 51% C	69 37%	110 73% BC	258 38%	314 52% E	429 58% E	120 23%	104 42% H	186 51% H	520 69% HIJ	346 55% M	648 47%	9 3%	510 70% NP	450 52% N	211 49%	790 50%
Divorced	166 8%	124 8%	17 9%	12 8%	71 10%	49 8%	47 6%	68 13% JK	40 16% JK	19 5%	31 4%	53 8%	112 8%	83 25% OP	22 3%	50 6%	28 6%	138 9%
Separated	42 2%	23 2%	4 2%	5 3%	18 3% G	20 3% G	4 1%	14 3%	1 5% IK	19 4% IK	7 1%	27 4% M	14 1%	9 3%	11 2%	17 2%	19 4% R	23 1%
Widow/Widower	53 3%	29 2%	5 3%	13 9% B	17 3%	18 3%	18 2%	19 4%	5 2%	13 4%	14 2%	11 2%	42 3%	29 9% OP	8 1%	13 1%	9 2%	44 3%
Living with partner	157 8%	118 8%	20 11% D	3 2%	69 10% G	45 8%	42 6%	60 11%	15 6%	25 7%	51 7%	42 7%	114 8%	5 2%	93 13% NP	58 7% N	37 9%	120 8%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q368. Including yourself, how many people age 18 or older live in your household?

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
1	418 21%	318 21%	39 21%	30 20%	129 19%	118 20%	171 23%	162 31% JK	66 27% K	79 22% K	93 12%	79 12%	339 24% L	339 100% OP	44 6%	35 4%	91 21%	327 20%
2	958 47%	734 49% C	64 34%	98 65% BC	242 36%	283 47% E	433 58% EF	175 33%	103 41%	178 49% H	439 58% HIJ	268 43%	688 50%	-	688 94% NP	268 31% N	196 46%	762 48%
3	362 18%	259 17%	37 20%	16 10%	134 20% G	135 22% G	92 12%	90 17%	39 16%	59 16%	139 19%	144 23% M	215 15%	-	-	359 41% NO	74 17%	287 16%
4	141 7%	70 5%	31 16% BD	1 1%	72 11% G	40 7%	29 4%	44 8%	10 4%	25 7%	45 6%	53 8%	85 6%	-	-	138 16% NO	23 5%	118 7%
5+	70 3%	53 4%	7 4%	-	50 7% FG	15 2% G	5 1%	29 6% K	10 4%	8 2%	17 2%	52 8% M	18 1%	-	-	70 8% NO	18 4%	52 3%
Decline to answer	77 4%	55 4%	11 6%	6 4%	54 8% FG	11 2%	12 2%	24 5%	20 8% K	15 4%	18 2%	35 6%	42 3%	-	-	-	27 6% R	50 3%
MEAN	2.3	2.2	2.5 D	1.9	2.6 G	2.3 G	2.0	2.2	2.3	2.2	2.3	2.7 M	2.1	1.0	1.9 N	3.1 NO	2.2	2.3
STD. DEV.	1.44	1.47	1.15	0.59	1.46	1.90	0.79	1.22	2.82	1.10	1.08	2.13	0.93	0.00	0.24	1.80	1.09	1.51
STD. ERR.	0.03	0.04	0.09	0.04	0.09	0.07	0.03	0.05	0.16	0.06	0.04	0.10	0.02	0.00	0.01	0.07	0.06	0.04
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q372. How many people under the age of 18 live in your household?

Base All Qualified Respondents

	Employment Status				Education			HH Income				Children In HH?		Household Size			Purchased Fine Jewelry In Past Year	
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
0	1387 68%	1035 69%	122 65%	137 91% BC	407 60%	395 66%	585 79% EF	333 64%	177 71%	257 70%	520 69%	-	1387 100% L	339 100% OP	688 94% P	318 37%	273 64%	1114 70%
1	286 14%	199 13% D	32 17% D	5 4%	113 17% G	99 16% G	74 10%	87 17%	29 12%	55 15%	100 13%	286 45% M	-	-	44 6% N	242 28% NO	88 21% R	198 12%
2	187 9%	148 10% D	11 6%	1 1%	85 12% G	55 9%	47 6%	61 12% J	20 8%	19 5%	73 10%	187 30% M	-	-	-	187 21% NO	21 5%	166 10% Q
3	68 3%	46 3%	7 4%	* *	22 3%	31 5% G	14 2%	18 4%	12 5%	15 4%	15 2%	68 11% M	-	-	-	68 8% NO	11 3%	57 4%
4	26 1%	20 1%	3 2%	-	14 2%	7 1%	5 1%	4 1%	3 1%	5 1%	13 2%	26 4% M	-	-	-	26 3% NO	7 2%	19 1%
5+	29 1%	14 1%	6 3%	2 1%	17 3%	5 1%	7 1%	7 1%	2 1%	7 2%	12 2%	29 5% M	-	-	-	29 3% NO	13 3% R	16 1%
Decline to answer	43 2%	27 2%	5 3%	5 3%	23 3%	11 2%	10 1%	12 2%	6 2%	7 2%	19 3%	35 6% M	-	-	-	-	17 4% R	26 2%
MEAN	0.6	0.5 D	0.7 D	0.2	0.8 G	0.6 G	0.4	0.6	0.6	0.5	0.6	1.9 M	0.0	0.0	0.1 N	1.2 NO	0.6	0.6
STD. DEV.	1.09	1.02	1.27	1.10	1.24	1.04	0.96	1.04	1.23	1.13	1.09	1.21	0.00	0.00	0.24	1.36	1.20	1.06
STD. ERR.	0.02	0.03	0.10	0.08	0.07	0.04	0.03	0.05	0.07	0.06	0.04	0.05	0.00	0.00	0.01	0.05	0.06	0.03
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Q437. What is the highest level of education you have completed or the highest degree you have received?

Base All Qualified Respondents

	Employment Status				Education			HH Income			Children In HH?		Household Size			Purchased Fine Jewelry In Past Year		
	Total	FT/PT/ Self	Unemployed	Retired	H.S. Or Less	Some College	College Grad+	Less than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	Yes	No	1	2	3+	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2026	1564	166	173	292	718	1016	527	301	397	651	506	1512	425	832	723	387	1639
Weighted Base	2026	1489	188*	151*	681	602	743	523	249	365	752	630	1387	339	732	870	430	1596
HIGH SCHOOL OR LESS (NET)	681 34%	445 30%	100 53% BD	38 25%	681 100% FG	-	-	319 61% IJK	92 37% K	112 31% K	113 15%	274 43% M	407 29%	92 27%	178 24%	357 41% NO	130 30%	551 35%
Less than high school	16 1%	2	-	-	16 2% FG	-	-	12 2% J	-	-	5 1%	6 1%	11 1%	-	11 1%	6 1%	6 1%	10 1%
Completed some high school	90 4%	50 3%	21 11% B	6 4%	90 13% FG	-	-	56 11% IJK	11 4% K	14 4% K	3	35 5%	56 4%	13 4%	16 2%	48 6% O	22 5%	69 4%
Completed high school	520 26%	367 25%	62 33% D	28 18%	520 76% FG	-	-	222 42% JK	80 32% K	85 23% K	95 13%	204 32% M	316 23%	75 22%	139 19%	265 31% NO	91 21%	429 27%
Job-specific training program(s) after high school	54 3%	26 2%	17 9% B	4 3%	54 8% FG	-	-	30 6% IK	1 1%	13 4%	11 1%	30 5% M	25 2%	4 1%	12 2%	38 4% O	12 3%	42 3%
SOME COLLEGE (NET)	602 30%	408 27%	60 32%	48 32%	-	602 100% EG	-	127 24%	85 34%	127 35% H	217 29%	205 33%	395 28%	92 27%	213 29%	283 33%	132 31%	469 29%
Some college, but no degree	404 20%	258 17%	43 23%	33 22%	-	404 67% EG	-	94 18%	60 24%	81 22%	137 18%	135 21%	267 19%	57 17%	135 18%	199 23%	94 22%	309 19%
Associate Degree	198 10%	151 10%	17 9%	15 10%	-	198 33% EG	-	33 6%	25 10%	46 13% H	80 11%	70 11%	128 9%	35 10%	78 11%	84 10%	38 9%	160 10%
COLLEGE GRAD+ (NET)	743 37%	635 43% C	28 15%	64 43% C	-	-	743 100% EF	77 15%	72 29% H	126 35% H	421 56% HIJ	152 24%	585 42% L	155 46% P	341 47% P	229 26%	167 39%	576 36%
College (such as B A , B S)	423 21%	370 25% C	16 9%	29 19%	-	-	423 57% EF	53 10%	47 19% H	83 23% H	222 30% HI	89 14%	328 24% L	89 26% P	184 25% P	135 16%	95 22%	328 21%
Some graduate school, but no degree	79 4%	61 4%	5 3%	11 8%	-	-	79 11% EF	11 2%	7 3%	12 3% H	42 6% H	14 2%	65 5%	17 5%	41 6% P	21 2%	24 6%	55 3%
Graduate degree (such as M.B.A., M.S., Ph.D.)	241 12%	205 14% C	6 3%	24 16% C	-	-	241 32% EF	12 2%	18 7% H	32 9% H	158 21% HIJ	49 8%	192 14% L	49 15% P	115 16% P	73 8%	49 11%	192 12%
Sigma	2026 100%	1489 100%	188 100%	151 100%	681 100%	602 100%	743 100%	523 100%	249 100%	365 100%	752 100%	630 100%	1387 100%	339 100%	732 100%	870 100%	430 100%	1596 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J/K - L/M - N/O/P - Q/R
 Overlap formulae used. * small base

Page Table Title

1	1	Q700. To the best of your knowledge, which of the following would be considered more valuable: a necklace marketed as being made with "freshwater pearls," or a necklace marketed as being made with "cultured freshwater pearls"? Please give your best guess even if you are not sure.
2	2	Q705. How familiar are you with brightly colored pearls (e.g., pearls colored bright green, red, or hot pink)?
3	3	Q710. To the best of your knowledge, how do brightly colored pearls get their color (e.g., bright green, red, hot pink)? If you are not sure, please give your best guess.
4	4	Q715. Some brightly colored pearls get their color from dyeing treatments that artificially color the final product. This treatment is permanent and does not require special care. How important is it that sellers of these treated pearls inform consumers that this procedure was performed?
5	5	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF AT LEAST HEARD OF
6	6	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
7	7	Q801. Now, how familiar are you with each of the following terms associated with diamonds? SUMMARY TABLE OF NEVER HEARD OF
8	8	Q801_1. Now, how familiar are you with each of the following terms associated with diamonds? 1. Cultured diamond
9	9	Q801_2. Now, how familiar are you with each of the following terms associated with diamonds? 2. Laboratory-created diamond
10	10	Q801_3. Now, how familiar are you with each of the following terms associated with diamonds? 3. Laboratory-grown diamond
11	11	Q801_4. Now, how familiar are you with each of the following terms associated with diamonds? 4. Synthetic diamond
12	12	Q801_5. Now, how familiar are you with each of the following terms associated with diamonds? 5. Imitation diamond
13	13	Q801_6. Now, how familiar are you with each of the following terms associated with diamonds? 6. Simulated diamond
14	14	Q801_7. Now, how familiar are you with each of the following terms associated with diamonds? 7. Laboratory-created cultured diamond
15	15	Q810. Which one of these terms would you associate with the stone that had the highest retail value?
16	16	Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? SUMMARY TABLE OF NATURAL
17	17	Q816. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? SUMMARY TABLE OF MANUFACTURED
18	18	Q816_1. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 1. Cultured diamond
19	19	Q816_2. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 2. Laboratory-created diamond
20	20	Q816_3. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 3. Laboratory-grown diamond
21	21	Q816_4. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 4. Synthetic diamond
22	22	Q816_5. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 5. Imitation diamond
23	23	Q816_6. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 6. Simulated diamond
24	24	Q816_7. For each of the following terms, please tell us whether you think the stone is a natural product, or manufactured? 7. Laboratory-created cultured diamond
25	25	Q817. Please tell us whether you think the following statement is true or false. "Gems labeled as laboratory-created cultured diamonds are optically, chemically, and physically equivalent to natural mined stones of that type."
26	26	Q820. Some companies are now manufacturing stones that have all of the same properties and qualities of a natural mined diamond. To the best of your knowledge, which, if any, of the following terms would be accurate ways to describe this type of manufactured stone? Please select all that apply.
27	27	Q825. Please tell us whether you think the following statement is true or false. "If a jewelry piece is labeled as containing a gem, that indicates that the gem is of natural origin (i.e., not manufactured)."
28	28	Q830. Some gems are treated to enhance their appearance. Some of these treatments are permanent, and some require special care by the owner (e.g., avoiding excessive heat, avoiding certain household cleaning products/vinegar). If you were to buy a piece of gem jewelry in person from a store, at what point would you expect to be told of any treatments or any special care requirements that the gem has?
29	29	Q835. If you were to buy a piece of gem jewelry online, at what point would you expect to be told of any treatments or any special care requirements that the gem has?
30	30	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF RUBY

Page	Table	Title
31	31	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF AMETHYST
32	32	Q841. To the best of your knowledge, please tell us which colors are associated with each of the following gemstones. Please select all that apply in each column. SUMMARY TABLE OF EMERALD
33	33	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF AT LEAST HEARD OF
34	34	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
35	35	Q846. How familiar are you with each of the following types of gemstones? SUMMARY TABLE OF NEVER HEARD OF
36	36	Q846_1. How familiar are you with each of the following types of gemstones? 1. Green amethyst
37	37	Q846_2. How familiar are you with each of the following types of gemstones? 2. Yellow emerald
38	38	Q846_3. How familiar are you with each of the following types of gemstones? 3. Heliodor
39	39	Q846_4. How familiar are you with each of the following types of gemstones? 4. Golden beryl
40	40	Q846_5. How familiar are you with each of the following types of gemstones? 5. Prasiolite
41	41	Q846_6. How familiar are you with each of the following types of gemstones? 6. Red emerald
42	42	Q851_1. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 1. Green amethyst - Prasiolite
43	43	Q851_2. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 2. Heliodor - Yellow emerald
44	44	Q851_3. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 3. Blue sapphire - Red ruby
45	45	Q851_4. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 4. Yellow emerald - Golden beryl
46	46	Q851_5. Listed below are several pairs of gemstones. For each pair, to the best of your knowledge please select the one that has the higher retail value. If you are not sure, please give your best guess. 5. Red emerald - Emerald
47	47	Q860. Which of these terms would you associate with the stone that had the highest retail value?
48	48	Q865. Text assignment
49	49	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE
50	50	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF EXTREMELY/VERY ACCURATE
51	51	Q871. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF NOT AT ALL ACCURATE
52	52	Q871_1. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 1. Hybrid ruby
53	53	Q871_2. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 2. Composite ruby
54	54	Q871_3. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 3. Ruby
55	55	Q871_4. Some jewelry manufacturers produce an item that is made of a mixture of ruby and lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 4. Manufactured ruby
56	56	Q875. Again thinking of a stone that is made up of a mixture of ruby and lead glass, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?
57	57	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF AT LEAST SOMEWHAT ACCURATE

Page	Table	Title
58	58	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF EXTREMELY/VERY ACCURATE
59	59	Q881. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? SUMMARY TABLE OF NOT AT ALL ACCURATE
60	60	Q881_1. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 1. Hybrid ruby
61	61	Q881_2. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 2. Composite ruby
62	62	Q881_3. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 3. Ruby
63	63	Q881_4. Some jewelry manufacturers produce an item that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry. How accurate are each of the following terms to describe this type of stone? 4. Manufactured ruby
64	64	Q885. Again thinking of a stone that is made up of small bits of ruby bound together with lead glass to form a single stone that can be set in jewelry, how much do you agree or disagree that the purchaser should be informed that the product is not the same as a natural gemstone?
65	65	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF AT LEAST HEARD OF
66	66	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF EXTREMELY/VERY FAMILIAR
67	67	Q901. Now, how familiar are you with each of the following terms associated with metal jewelry? SUMMARY TABLE OF NEVER HEARD OF
68	68	Q901_1. Now, how familiar are you with each of the following terms associated with metal jewelry? 1. Vermeil
69	69	Q901_2. Now, how familiar are you with each of the following terms associated with metal jewelry? 2. Gold filled
70	70	Q901_3. Now, how familiar are you with each of the following terms associated with metal jewelry? 3. Gold electroplate
71	71	Q901_4. Now, how familiar are you with each of the following terms associated with metal jewelry? 4. Rolled gold plate
72	72	Q901_5. Now, how familiar are you with each of the following terms associated with metal jewelry? 5. Gold overlay
73	73	Q901_6. Now, how familiar are you with each of the following terms associated with metal jewelry? 6. Rhodium plating
74	74	Q901_7. Now, how familiar are you with each of the following terms associated with metal jewelry? 7. Fine gold
75	75	Q901_8. Now, how familiar are you with each of the following terms associated with metal jewelry? 8. Gold plate
76	76	Q901_9. Now, how familiar are you with each of the following terms associated with metal jewelry? 9. Platinum plate
77	77	Q901_10. Now, how familiar are you with each of the following terms associated with metal jewelry? 10. Gold washed
78	78	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF AT LEAST SOMEWHAT HELPFUL
79	79	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF EXTREMELY/VERY HELPFUL
80	80	Q906. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? SUMMARY TABLE OF NOT AT ALL HELPFUL
81	81	Q906_1. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 1. Vermeil
82	82	Q906_2. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 2. Gold filled
83	83	Q906_3. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 3. Gold electroplate
84	84	Q906_4. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 4. Rolled gold plate

Page	Table	Title
85	85	Q906_5. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 5. Gold overlay
86	86	Q906_6. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 6. Rhodium plating
87	87	Q906_7. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 7. Fine gold
88	88	Q906_8. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 8. Gold plate
89	89	Q906_9. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 9. Platinum plate
90	90	Q906_10. In your opinion, how helpful are each of the following terms for enabling someone to determine what metal the jewelry is made with and in what amount, so that they can assess the value of what they are buying? 10. Gold washed
91	91	Q910. If you were buying plated jewelry (i.e., jewelry covered with an outer layer of a precious metal such as gold, silver, platinum, rhodium, or palladium), what would be more important for you to know: the thickness of the plating, or the percentage of precious metal in the entire item?
92	92	Q916. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE
93	93	Q916. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE
94	94	Q916_1. How much do you agree or disagree with each of the following statements? 1. If I were considering buying a piece of jewelry that was plated with a precious metal (e.g., gold, silver, platinum, rhodium, palladium), I would want to know how much precious metal was in that jewelry.
95	95	Q916_2. How much do you agree or disagree with each of the following statements? 2. When buying jewelry that contains both gold and silver, the order that the metals are listed indicates relative quantities of the metals.
96	96	Q916_3. How much do you agree or disagree with each of the following statements? 3. If I were considering buying a piece of jewelry in which a precious metal has been applied to a base metal (e.g., copper, brass), I would want to know the identity of the base metal.
97	97	Q916_4. How much do you agree or disagree with each of the following statements? 4. A stamp (e.g., 14k, .925) on a jewelry product indicates that it must be made of a precious metal.
98	98	Q920. If you were buying an item that was a mixture of precious metals, how important would it be to know how much of each precious metal was in that item?
99	99	Q925. Would you prefer to know the amount of each precious metal by percentage, or by weight?
100	100	Q930. If you were buying an item that was made of a precious metal mixed with non-precious metal(s), how important would it be to know how much precious metal and non-precious metal was in that item?
101	101	Q935. Would you prefer to know the amount of each precious metal and non-precious metal by percentage, or by weight?
102	102	Q940. It is a very common practice for jewelry manufacturers to "plate" or cover white gold with a thin layer of rhodium to enhance the white color. If you were buying an item that was made of white gold plated with rhodium, how important would it be to know that this procedure was done?
103	103	Q945. How familiar are you with palladium?
104	104	Q947. Please tell us whether you think the following statement is true or false. "Palladium is a platinum group metal."
105	105	Q950. If you were buying a product made of palladium and other metals, how important would it be to know the identity of the other metals?
106	106	Q956. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT AGREE
107	107	Q956. How much do you agree or disagree with each of the following statements? SUMMARY TABLE OF STRONGLY/SOMEWHAT DISAGREE
108	108	Q956_1. How much do you agree or disagree with each of the following statements? 1. If I were buying a piece of jewelry stamped or described as palladium, I would want to know how much palladium it contains.
109	109	Q956_2. How much do you agree or disagree with each of the following statements? 2. There should be a minimum amount of palladium required in an item to allow it to be described as palladium.
110	110	Q960. How much do you agree or disagree with the following statement? "If a jewelry retailer claimed that a solid piece of jewelry contains an alloy of base metal (e.g., brass, copper) mixed with a precious metal (e.g., platinum, gold), I would expect a required minimum amount of the precious metal to be contained in the jewelry (e.g., at least 10 karat gold, .925 sterling silver, 500 ppt platinum or palladium)."
111	111	Q965. Now, please imagine you are in the market for a platinum engagement ring. What is the minimum amount of pure platinum you would expect in an engagement ring described as "platinum"?
113	112	Q970. Again thinking about platinum engagement rings, how accurate is it to refer to an engagement ring as "platinum" if it contains less than 50% pure platinum?
114	113	Q600. Which of the following items, if any, have you purchased in the past year, either for yourself or for someone else? Please select all that apply.
115	114	Q605. How likely are you to consider purchasing fine jewelry, either for yourself or someone else, in the future?

14 August 2012
J42294 - Jewelers Vigilance Committee FTC Questions
Field Period: August 1-6, 2012
Harris Interactive Inc.
Banner 2

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116	115	Q268. Are you...?
117	116	Q280. Respondent Age
118	117	Q485. Race/Ethnicity
119	118	Q410. Which one of the following best describes your employment status?
120	119	Q462. Which of the following income categories best describes your total 2011 household income before/after taxes?
121	120	Q318. In what state, province or territory do you currently reside?
125	121	Q320. U.S. Region-Harris Interactive Definition.
126	122	Q350. How many hours per week do you typically spend on the Internet or World Wide Web?
127	123	Q364. What is your marital status?
128	124	Q368. Including yourself, how many people age 18 or older live in your household?
129	125	Q372. How many people under the age of 18 live in your household?
130	126	Q437. What is the highest level of education you have completed or the highest degree you have received?

Jewelers Vigilance Committee (JVC)

CONSUMER FOCUS GROUP VIDEO CHAT REPORT

Focus groups conducted by and report submitted by MVI Marketing Ltd. Four Online Focus Groups Held July 9, 10, & 16, 2012

The objective of the focus group chat was to ask a series of questions relating to two main areas of importance to the jewelry industry: metal used in the manufacturing of jewelry and stones/pearls used in jewelry.

This report will review the research methodology and participant recruitment, present a compilation of the participants' responses, and analyze the results of the exercise.

Focus Group Methodology- Video Chat:

The first three focus groups were conducted as one-hour online video chats. Chat 4 was a 15 minute review of a few colored stone questions.

Focus group chat schedule: Monday 9 July 2012 at 6:30 and 9pm EDT. Tuesday 10 July 2012 at 12 noon EDT. Monday 16 July 2012 at 8 pm EDT.

Each chat had a moderator who presented the questions, asked for clarification and explained general information about the jewelry industry practices, if needed.

The moderators were Rachel Geltman and Liz Chatelain.

Each question was answered by at least two participants.

The technology used was ooVoo.com video chat service. All chats were recorded and archived.

Participants:

There were a total of 12 participants, 3 per focus group chat, located across the county. The criteria for participant recruiting were:

Demographically representative of the 'average' U.S. fine jewelry customer

70% female/30%male

In age groups 24-55 years old

35% had a college degree

60% Caucasian / 12% African American/ 18% Hispanic/ 10% other

75% currently married

\$40,000 -\$90,000 household income

Had purchased 2 pieces of fine jewelry in the past 2 years

Actively involved in researching and shopping for the items they purchased (whether for themselves or a gift)

Purchased in a range of retail outlets (independent, department store, online)

Purchased a range of types of fine jewelry for themselves and/or as gifts (with as much representation of bridal and diamonds as possible)

Each participant was paid for their involvement in this research, but had not participated in paid research within the past two years, if ever.

Research Questions and Responses:

Some questions or statements were modified as the chats were conducted to help with achieving clearer answers to questions asked. Below is a list of the questions and statements used along with changes made, if relevant, and indicated by version numbers.

Metal Questions

Opening statement:

Version 1 (**Moderator Rachel Geltman**)

Chat 1: “.... Over the next hour... Top of mind is what we are looking for....For the first ½ hour, we will be talking about metals used in fine jewelry. The term for most of these metals is Precious Metal. Gold, platinum and silver are all precious metals....Sometimes for jewelry, the manufacturer will use a mix of metals (precious & precious and precious & non- precious) together to make jewelry....In each piece of fine jewelry should be stamped some where with the metal content....

Version 2 (**Moderator Liz Chatelain**)

Chat 2: “.... Over the next hour... Top of mind is what we are looking for....For the first ½ hour, we will be talking about metals used in fine jewelry. The term for most of these metals is Precious Metal.Sometimes for jewelry, the manufacturer will use a mix of metals (precious & precious and precious & non- precious) together to make jewelry....For each piece of fine jewelry the precious metal needs to be identified in some way....

The following is a list of participants, questions, analysis and recommendation for new questions or suggestions on changing current questions for future study, and the transcribed highlights of participant responses:

Questions 1 – 4 were asked in Chats 1 and 3

Chat 1 (Moderator Rachel Geltman)

Melissa: MD

Steve: SM

Larry: LG

Chat 3 (Moderator Liz Chatelain)

Katy: KS

Rene: RL

Theresa: T

“Have you ever heard these metal terms for jewelry before and if so, what do you believe they mean?”

1. Fine Gold

MVI Analysis: *In both Chat 1 and Chat 3 there seems to be no clear understanding of the simple term Fine Gold. Answers ranged from LG: “Well, it's pretty much pure gold. I mean, it's solid gold,” to MD: “I think fine gold is probably 24 karat and above.” The term 12 karat came up and was confirmed by other participants. It is obvious that they knew gold is a mix, and there is some kind of standard number identification, but they did not know what that is and were not certain of much else.*

Metal Questions continued...

Chat 1 (Moderator Rachel Geltman)

LG: Well, it's pretty much pure gold. I mean, it's solid gold.

SM: Fine gold is usually gold that has been, you know, that is used in different jewelry.

Usually in 14, 18 karat. Anything harder than 18 karat is too soft. It will bend and break, and it's too malleable. So usually when I think of fine gold I usually think of the gold that's used to make 14 & 18 karat.

MD: I think fine gold is probably 24 karat and above. Where it's almost 99 percent gold. I think less than that is...has other elements in it and stuff. So I think it would be 24 karat or higher.

Rachel: So Melissa, what do you think the abbreviation is....(noise interference)...(5:39)

What do you think the abbreviation is, Melissa, in fine gold? What's the abbreviation that's stamped in fine gold?

MD: (5:51): 24 karat....24 K?

LG: I agree with Melissa. It's gonna be 24 or higher.

SM: A lot of times it's stamped Italy. Sometimes it's stamped 14K or 18K.

Chat 3 (Moderator Liz Chatelain)

T: I think as far as specification, probably 14 or 18 karat in nature, are the higher ends vs. the lower, like the 10's and the plate, you know ones that are plated, sterling silver, that sort of thing.

KS: I would agree with what she said. I would agree and go with what she said and go with the higher gauge of the gold.

Liz: Do you know what a good abbreviation for gold....have you seen abbreviations for gold in the marketplace? Sometimes it's stamped on the jewelry or it's used in advertising.

KS: Like 12K, a tiny insignia kind of thing.

RL: When I think of fine, to me, fine means delicate. But also well made, so I tend to think of the 12 karat or 24 karat or something like that.

Liz: Do you know what the standard terms in the United States or what the standard levels of gold are in the United States for fine jewelry? Rene?

RL: No

T: I guess

KS: Are you talking about like 12, 24, all that kind of stuff?

KS: That's what I would think of, the 10, 12, and then they have, sometimes the plated or whatever she had said, the mixed.

T: I would agree with what Katy said. I mean as far as like the base standard, I guess I would probably...ummm....probably 14 karat. That would be the baseline as far as what's considered like a fine precious vs. a lower end, I guess.

Metal Questions continued...

2. Gold Filled

MVI Analysis: Clearly the term 'filled' has different connotations to different people, from gold filling the jewelry to traces of gold somewhere on the jewelry. No one was able to give the correct definition for gold filler. The identification of jewelry that is gold filled was unknown mostly because people have just never looked for it.

Chat 1 (Moderator Rachel Geltman)

LG: That's when they have a piece of jewelry that...you just don't know what amount of it is gold. But it's just got a little bit of gold. Like, you see it on an expensive watch. You know, the...the casing of the watch is gold filled. What I'm saying is that gold filled is where you might see it on a watch, on the casing of the watch...gold filled. It's not 100 percent gold, it's traces of gold. And the amount can vary depending on what the item is.

MD: That the inner part of whatever the piece of jewelry is...whatever it is, is gold. And it might be...have other metals, I guess, around it or in it. The inner part is the gold part.

SM: ...gold jewelry has its own marking... maybe some gold that has been...plated with something else. Maybe some silver, some metal, some sort of....just something that's usually plated. It might have a little gold in it. And...it's normally not worth what gold is, at all.

And...it's in less expensive jewelry and other items that...it's used to make it. I think it has a GF if I remember correctly.

MD: So like 14 karat, KT, GF. Or, 12 KT, GF.

LG: If you go to a department store many times in what I call the costume jewelry section. It'll say gold filled. Or gold plated. But, I have not really seen a marking on those items. It's usually just spelled out up front. Reputable places will tell you it's gold filled. If you're in the Caribbean or something you might get bamboozled...

Chat 2 (Moderator Liz Chatelain)

T: I think it's going into, delving into the mixed metals. I mean, truly a mixed metal probably with something a little less, um...not lesser quality. I think sterling silver, for instance....than the other metals so you see gold color.

T: I don't recall any like insignia inside like jewelry. I mean I have some like that. I just recall like the advertising or that there was some sort of tag on the jewelry itself. But as far as insignia, I don't...no.

KS: I think it would just be like she had said, a mix of it. Maybe like the inners of it is different and then the outers is kind of like a gold or something like that. And your other question, um, I...don't remember seeing anything but I do remember seeing advertising for it. Liz: So it's actually labeled as gold filled?

RL: I've seen that term before and I'm not sure what it really means, but I always assumed it meant that it really is gold, because it's filled with that. It's not a plate. So it's not just gold plating, it's actually a solid gold. But that's just my assumption.

Metal Questions continued...

3. Rhodium Plating

MVI Analysis: *No one knew what rhodium is but understood the idea of plating jewelry with it to change the color of (yellow) gold to white.*

Chat 1 (Moderator Rachel Geltman)

SM (shakes head no)

MD: I think that's what they call white gold. There's really no such thing but I have a lot of jewelry that I didn't like the gold color appearance and I wanted to have that silver appearance. So they dip it in Rhodium, which is what they call, white gold, but it's not really gold, per se.

LG: I'm familiar with that...it has been years but some people like to fake people out and make it think it's platinum. ...because it's not really gold. I mean, it's basically taking...what could be described as gold filled and turning it to look a little more silver but it's not really sterling silver either. A lot of people are using rhodium wedding bands now.

Chat 3 (Moderator Liz Chatelain)

T: I've heard of it, but I don't know exactly what it is. Perhaps it's...like rhodium is, perhaps, to give the appearance that it's gold. I mean, like a gold, you know, the color, but it's not gold, per se. But I don't know for sure.

KS: I'm not as familiar with that.

RL: I have heard of it but all I think of it is like a cheap kind of silver color that's supposed to look like steel or silver or something.

4. When you see these terms used/stamped in jewelry, do they help you understand what metal the jewelry is made with, so you can value what you are buying?

MVI Analysis: *Seeing or reading jewelry terms and seeing stamps in jewelry does seem to help instill a sense of value and metal content. Several understood that the higher the gold number (but not fineness) the more value.*

Chat 1 (Moderator Rachel Geltman)

SM: Well anything that isn't a metal...I'm normally not interested in it. To me it would be less valuable. The gold, platinum, silver are what they are, and if I'm buying a piece of jewelry that's what I want.

MD: [Did not understand the question]

LG: Well the higher the karat, the more valuable the piece is and the weight is going to be heavier.

Metal Questions continued...

Chat 3 (Moderator Liz Chatelain)

T: Yep, in general, yes. I think so. Um, as far as just the actual value of the metals that were being used in the product itself. Obviously with some jewelry brands, priced more because of the cache or the brand, that sort of thing. It helps.

KS: I think for me, when I hear certain things like fine jewelry or precious, it does definitely give me the impression that it's going to cost more, and have more value.

RL: I agree with that but I also want to add that the stamp is the official way for me to know the high value of it. If it says it's rhodium, to me that's giving it a lower value. But I don't know, that's just my assumption.

Questions 5 – 11 were asked in Chats 1 and 2

Chat 1 (Moderator Rachel Geltman)

Melissa: MD

Steve: SM

Larry: LG

Chat 2 (Moderator Liz Chatelain)

Kathy: KA

Derick: DW

Leslie: L

5. If you were considering buying a piece of jewelry that was plated with a precious metal, would you want to know how much precious metal was in that jewelry?

MVI Analysis: Definitely want to know because of wear & tear issues. How thick is the precious metal so one can understand how long the plating will last? For this question changes in the value of the jewelry were not an issue for those who would not buy plated jewelry anyway. See next question for more direct answers.

Metal Questions continued...

Chat 1 (Moderator Rachel Geltman)

MD: Yes. Because the higher the karat, even though it's worth more, it's gonna be softer and it's not gonna wear as well. You're not gonna want a 24 karat bracelet or ring because it's just gonna bend eventually and might break. Whereas if it's 14 karat, it has other elements in it so it's a little bit stronger.

SM: I really don't consider many plated metals. When you sell a piece of jewelry normally, unless it's something, Tiffany...when you sell a piece of jewelry it's gonna be based on weight. You know, 24 karat's 100 percent so 18 karat's 75 percent gold. And they do it with a penny-weight. And they do it based on whatever the going market is that day. And, so normally I like my jewelry to retain some value...and the best I've seen since, you know, my family was in the business of antiques and stuff and being familiar with pawn shops and all that. Normally it's straight just by weight and the karat. I've never seen much value in stuff that's been plated.

LG: No because it really doesn't really matter,...if you're looking at it for a resale value, or any type of antique value. They look at it based upon what it is. Is this a fine piece of jewelry or is it not a fine piece of jewelry. If it's filled, it automatically is in another category all by itself, ..no is the answer.

Chat 2 (Moderator Liz Chatelain)

KA: I would want to know. You mean, like if it's 14 karat or 18 karat gold. How much, percentage of it? Yes I would want to know that. More detail, more information is better. Then I know what I'm buying.

L: I would definitely want to know. I have bought jewelry that was layered with precious metal and I find that it doesn't last as long as pure, metal. Like if you buy sterling silver, it still wears off, the plated part. I've had that experience with gold. So I don't buy anything that's been layered, or that hasn't been layered that much. So it's gotta be a very small amount of non precious.

DW: What I think is important is that knowing that its plated, knowing that it's not a solid metal and make sure of whatever nickel or anything that's non precious metal. But knowing what kind of percentage. I think when it comes down to cost I don't think it's gonna be that important, because I believe the whole point of plating the metal is to make it more cost effective, more...to lower the pricings. I don't think it's that important to know how much precious metal they use to plate it.

Metal Questions continued...

6. If you were buying plated jewelry, would you want to know the thickness of the plating, or would you want to know the percentage of precious metal in the item?

MVI Analysis: Everyone selected percentage. It was seen as a more understandable number than thickness, even though in the question about plating they expressed concern of the plating wearing off. Plus percentage is a better way to assess value.

Chat 1 (Moderator Rachel Geltman)

MD: I'd want to know the percentage?

Rachel: And why is that more important than the thickness?

MD: I don't know that thickness really matters, I just would want to know how much of the precious metal is being used and that would be the percentage.

LG: Not really. Not applicable. The way or the amount of precious metal that's in the item. I mean, once it's filled or plated, it has a whole different distinction to it so really it's not that important to me, because it's not pure anything. It's a hodgepodge of this... Well I think thickness always works better because that gives the facade that it's a better piece, because thicker is better.

SM: I guess the percentage. I think gold plated and gold filled those are just good selling terms, to, you know, that might appeal to some people, you know? It might seem to add some value to the piece of jewelry. So I would go with the percentage.

Chat 2 (Moderator Liz Chatelain)

KA: I would want to know the percentage of how much metal they were using.

L: I agree with Kathy. I would want to know the percentage also.

DW : Um, percentage. Thickness is just gonna be too hard to get a real gauge of how thick it would be because I believe the measurements are so minute that it's hard to even gauge how thick it's gonna be when you give me a measurement.

6B. If the thickness varies, do you want to know the average thickness or the minimum thickness?

Chat 1 (Moderator Rachel Geltman)

MD: I'd want to know the average thickness, because that's what is the precious part...that's the only part that's worth anything of the jewelry, the plating. The rest of it's just some other kind of metal.

SM: I guess the average, that would give me a bulk worth of what we're working with. Whereas the minimum, that might be, the minimum might be the average almost, who knows?

LG: I'm not going to look at it. [Plated jewelry]

Metal Questions continued...

Chat 2 (Moderator Liz Chatelain)

KA: I would want to know the, average.

L: I guess I would want to know the percentage of precious metal they're using.

Liz: So if it's plated, and there are different thicknesses on the jewelry, which sometimes happens because of the design, would you want to know the minimum thickness or the average thickness of that plating?

L: I guess the minimum.

DW: I'd like to know the average. It's overall better. Because the minimum seems like more of a marketing team that you have a minimum, let's say a large....or a very big somehow in other parts it's gonna be very small. To me a minimum always seems like a marketing scheme to catch someone off guard or something.

7. If you are shopping for jewelry that contains both gold and silver, does it matter to you which of the metals is identified first in the description of the product?

MVI Analysis: The participants did not equate this question to the way packaged food items list their ingredients, i.e., silver listed first because there is more silver in the jewelry. They were interested in the more valuable metal being list first.

Chat 1 (Moderator Rachel Geltman)

LG: Yes. Well, I would want to see the amount of gold first because I'm more of a gold person than silver and it's just a personal preference.

MD: Yeah, I'd want to know that gold is the most important part, the most expensive part. So I'd want to know that about the product before the silver or anything else.

SM: No, as long as it has both, gives me information on both, it doesn't matter which comes first.

Chat 2 (Moderator Liz Chatelain)

KA: Actually, yes. If gold is first. I'm assuming...it'll probably be worth more if there's more gold than silver.

L: Well yes. So I'd want to know, depending on the piece itself, you know, what I'm getting, percentage wise.

DW: In the context of seeing gold and silver and seeing which one is first, I don't think it's important as long as they're listed.

Metal Questions continued...

8. Do you know what 'karat fineness' is?

MVI Analysis: *Obviously this is a jewelry trade term that consumers don't know.*

Chat 1 (Moderator Rachel Geltman)

LG: That I don't know?

MD: No, I don't.

SM: No I don't.

Chat 2 (Moderator Liz Chatelain)

KA: Uh, I don't know what that means.

L: I've never heard of karat fineness. I've heard of karat but not fineness together.

DW: No, I've never heard of that term. No, never heard it.

9. Do you care what the karat fineness is of gold that's been applied over another metal? [Explained karat fineness]

MVI Analysis: *Most wanted to know because it may help to value the piece or demonstrate how important the piece is, i.e., 18kt means better quality jewelry all the way around.*

Chat 1 (Moderator Rachel Geltman)

LG: I would, knowing what I know now, yes. Because of the amount and the karat quality. Whether it's 14 or 18, I'd like to know that.

MD: Yeah I'd want to know. I'd want to know that because of the percentage and I'd want to know how strong it's gonna be, whether it's 24 karat it might be a little weaker, it might wear a little faster.

SM: I'm sure it's "need to know" knowledge. You could tell me it's 18 karat, but it might be so thin that all it did was make it colored gold so I mean...does that really add some value to it?

Chat 2 (Moderator Liz Chatelain)

KA: Yes. That's important. Yes. I really want to know. Because it tells you how much it's worth then. If it's 10 karat gold, it's gonna change colors, I know. 14 and above is better.

L: I'd want to know because I usually go with the 18 and up.

Liz: Even on something plated? Even when the gold's put on top of another metal?

L: Yeah, I would want to know...how much gold is. I think the higher karat gold, the better the piece is.

DW: Yes, I would like to know. Just...it's kind of related to the weight of the actual material, or the metal it's being plated on.

Metal Questions continued...

10. If a precious metal has been applied to base metal, i.e., brass, do you want to know the identity of the base metal?

MVI Analysis: *Would not need to know except some people can be allergic to certain metals. Although, some would like the jewelry to have a nice weight to it.*

Chat 1 (Moderator Rachel Geltman)

SM: If I'm gonna buy something I like to have as much information as possible.

LG: No, I really don't have a strong opinion one way or the other on it.

MD: No I guess similarly like I really don't care what's inside; I care more about the actual plating and the gold part of it, that'd be the outside.

Chat 2 (Moderator Liz Chatelain)

KA: Yes. I want to know. Yes definitely. I want to know what it is. Because sometimes people have allergic reactions to certain types of metals, so it's good to know.

L: I would want to know also what else is in there. Some people are allergic to different kinds of metals so you want to make sure you're getting something that's not gonna make somebody break out.

DW: I believe the base metal is important because for me, a lot of times with jewelry, I hold it in my hand and...I measure; I like some jewelry to be heavy. Some of them can be really light. Brass, for example, it can be compared to something else like stainless steel or another type of material.

11. Did you know that all gold plate, gold electroplate and vermeil are coated or covered with a very thin layer of 24k fine gold?

MVI Analysis: *No one knew. But some think they should be told.*

Chat 1 (Moderator Rachel Geltman)

MD: I would want to be told that, what it is. Just to know what I'm buying, but that's the only reason to care, and you can make your decision based on that.

LG: Yes, They can actually sell them for more expensive price because it's been covered over the top, versus the stuff that just kind of maybe looks like gold. ...is {this} stuff that's gonna stay around? It still doesn't have a fantastic value to it. But at least it will hold up and look better.

SM: It's nice to know.

Chat 2 (Moderator Liz Chatelain)

KA: No I didn't know that.

L: Nope, I didn't know.

DW: No I didn't know that.

Metal Questions continued...

Questions 12 – 17 were asked in Chats 2 and 3

Chat 2 (Moderator Liz Chatelain)

Kathy: KA

Derick: DW

Leslie: L

Chat 3 (Moderator Liz Chatelain)

Katy: KS

Rene: RL

Theresa: T

Liz: "It is a very common practice for jewelry manufactures to plate or cover white gold with a thin layer of Rhodium to enhance the *white* color."

12. Do you want to know if a piece of white gold jewelry has been rhodium plated?

MVI Analysis: *Back to wear & tear. Since it will wear off, yes, they would want to know. But 'plating' still diminishes the value of the jewelry even if it is rhodium.*

New Question- Explain that rhodium is a platinum group metal.

Chat 2 (Moderator Liz Chatelain)

KA: Yes. Because it may rub off or I want to know how long it will last or what it is.

L: I would want to know because I never even realized. Now that you're telling me about it, I'm going to be asking.

DW: Yes I would like to know also. Necklaces, one is shinier than another. Maybe that's the reason. But if you're gonna make a statement on or about that jewelry, and mentioning that it's been plated, I think it's important to explain why it's been plated.

Chat 3 (Moderator Liz Chatelain)

T: Yeah, It justifies the cost of it, the value of it, the durability. So yes, that would be great to have more knowledge of that.

KS: For me, I definitely want to know what something's made of and that it's not a pure, that it is coated with something. Whether it be to help protect it or make it look better.

I would expect that kind of knowledge to be one of the first things they tell you about the item.

RL: Yeah, I would like to know too because if it's gonna be plated with something, even if it's to enhance it. Plating, to me, means it might wear off. So, that's going to effect the piece long term to me.

Metal Questions continued...

13. Did you know that rhodium plating will wear off and that you could have the jewelry re-plated, usually for a reasonable fee?

MVI Analysis: *No one know this even though one of the participants owned some rhodium plated (white gold) jewelry. Wear & tear and reasonable cost to re-plate are issues.*

Chat 2 (Moderator Liz Chatelain)

KA: No, I didn't know that. I've never heard of that.

L: I knew. Because I brought a ring in and, it was a white gold ring, and they said something about "we can re-plate it" and it would've cost like a hundred dollars or more. I didn't do it.

DW: Uh same thing with Leslie. I brought my necklace in for a cleaning, and they offered me the service. At the time I did not know what it did, nor did I know why they offered it to me. I thought it was some kind of some way they wanted to make extra money. They didn't explain to me the purpose of...plating it again.

Chat 3 (Moderator Liz Chatelain)

T: I didn't know about the rhodium plating, the rhodium being redone. Um, I think it's nice...the question I would have for the jeweler would be how long before it wears off.

KS: My mom has some plated and it came off like almost immediately. So for me, it would definitely be, because, I think that maybe the jewelry care is a little different for these type of items. I'd like to know that in advance. And also, finding out how much it would be to re-coat it, would be another big question in whether I purchase it or not.

RL: It might kill the deal for me because a lot of the times I get stones as well as metal, so how are they gonna plate it? Are they gonna have to take the stone off? I'd want to know what it's gonna look like without the coating. Maybe it's fine, maybe it's livable since it's a fine metal underneath that plating anyways. But it might scratch up more.

14. Have you heard of Palladium?

MVI Analysis: *The name seems to be just starting to receive exposure, but no one knew what is.*

Chat 2 (Moderator Liz Chatelain)

KA: Nope. No, unless it has something to do with platinum.

L: No, I've never heard of palladium.

DW: I've heard of it but I do not know what it means.

Liz: How do you think you heard of it, did you see it in the store, advertising?

DW: Yeah I think so. I've seen the word before, because....it sounds familiar, but I don't know what it means. I never took the time to look it up or find out or ask anyone.

Metal Questions continued...

Chat 3 (Moderator Liz Chatelain)

T: Yes. Actually, I've seen ads for it but I can't recall off the top of my head what exactly it's made off. Except that I know its durability and it's comparable as far as color and such to platinum.

KS: I actually think I did see it. I got my husband, recently, a bracelet that's like a...I guess it's like a stainless something, titanium kind of thing. And there was one there, if I'm correct, with that kind of metal.

RL: I've heard of it, but I've never bought it. I don't know what it is. I think it's supposed to be in fine jewelry.

15. Would you want to know how much palladium is in jewelry that is stamped or described as palladium?

MVI Analysis: Yes, people want to know because it will help them value what they are buying. And they like to idea of stamping the jewelry to help it seem valuable.

Chat 2 (Moderator Liz Chatelain)

KA: Yes. Because I want to know what is in my jewelry that I'm buying.

L: I'd want to know too. Especially if it's not as good as what you're buying and it's something that's gonna wear off eventually.

DW: Yeah, sure. I don't see no reason why not.

Chat 3 (Moderator Liz Chatelain)

T: I think, again going back to the other metals and knowing their value, yes. I think it's important. And it's also kind of a standard practice for gold and silver to have that stamp, so why not? To me, it's one in the same, really.

KS: For me, I think it's very important because it adds to me knowing the value of something. Knowing how much is in there to know how much it's worth. You know, and how much I'm going to be paying for it and if it's a fair price.

RL: Well...I'm still not real clear on how valuable that metal is. I know platinum is, but I don't know about this new one. And, so...I'm on the fence. Like, I want to know everything but whether I want to see it stamped on there, if it's not as valuable as platinum, maybe I don't want to see a stamp for this cheaper metal.

Metal Questions continued...

16. If you see a stamp on a jewelry product, does it indicate to you that the jewelry must be made of a precious metal?

MVI Analysis: *Yes, they would assume it was some kind of precious metal.*

Chat 2 (Moderator Liz Chatelain)

KA: I would think so.

L: I'd want to know what the stamp is for. I would hope it was (14kt, 18kt) if that's what they're selling it as.

DW: I think the stamp is only traditionally for gold. Like I've seen a lot of other metals...that doesn't have a stamp like silver or platinum...to be honest I think it takes a professional to know what is...if it's real gold or real silver or an alloy or plated.

Chat 3 (Moderator Liz Chatelain)

T: Yes I do, because not every jewelry has stamps. Going back to your previous comments about U.S. standards for gold. I would presume that manufacturers have to follow those standards, you know, for those designated metals.

KS: I only think of, like, higher quality or grade items as having that. Something being more valuable and being more precious or more expensive.

RL: I think it's a legal issue when they put a stamp on there and so I trust it more.

17. If a jewelry retailer tells you that a piece of jewelry contains a base metal, such as brass or copper, and a precious metal, such as platinum or gold, would you expect a required minimum amount of precious metal in the jewelry?

MVI Analysis: *Knowing that 14kt is a mix of metals already hurt the understanding of this question. But they all would like to know some information about the jewelry. Most did say a 'standard' was enough, but no one made any suggestions.*

Chat 2 (Moderator Liz Chatelain)

KA: Yes. Definitely. There has to be some gold in it if they're gonna...say it's gold.

L: I would expect to know. I would ask how much base there was of the other metal. Now that I'm finding this out, I'm thinking I've been getting ripped off. I think it would have to be so tiny that they could use it.

Liz: The jeweler says to you, this is 14 karat over a base metal. So the question is, how much 14 karat gold needs to be on that piece of jewelry for that retailer to be able to use the phrase 14 karat (gold). I don't mean percentage wise, but do you think there should be a minimal amount of precious metal on that jewelry for him to be able to use the term?

DW: Yes. I mean they are using a standard in order not to be deceived, or, I guess hoaxed into buying something without knowing what you're actually buying, I guess they should have a standard.

Metal Questions continued...

Chat 3 (Moderator Liz Chatelain)

T: Yes. I guess it depends on whether they truly market it as a mixed metal...vs. a dominant...like platinum. That it's mixed but platinum is the dominant metal. They're kind of passing it off as a platinum jewelry piece. There should be some minimum standards. Like 90 percent copper and 10 percent platinum. Enough just to coat it and make it...you know, silver color.

KS: I would say yes. It has to have some kind of regulation in order for it to say that. You know, to promote it a little better. For you to maybe think of it as a higher-grade item, instead of a mixed item.

RL: Realistically, I'm gonna say no. Because it sounds like it's costume jewelry. Unless he's trying to sell it to me as fine jewelry...I guess no.

Liz: So I'm just generally speaking. Let's say it had 1 percent of platinum and the rest was brass. Could he sell it to you and market it...as a mix of platinum and brass?

RL: I've seen it done, so yeah. I'm gonna say yes. You know you just assume it's costume jewelry kind of idea.

END of METAL Section

Stone Questions

Questions 1 – 9 were asked in Chat 1 and 3

Chat 1 (Moderator Rachel Geltman)

Melissa: MD

Steve: SM

Larry: LG

Chat 3 (Moderator Liz Chatelain)

Katy: KS

Rene: RL

Theresa: T

PEARLS

1. I have you seen 'colored' pearls before?

MVI Analysis: *Fashion colored pearls are being noticed and give the impression of being fake.*

Chat 1 (Moderator Rachel Geltman)

LG: I've seen off yellow. Yes.

MD: I've seen black.

SM: Yes. I've...A lot of times they're almost white but they have a tint to them. The ones that I've seen, they might have a pink tint to them, they might have a yellow tint to them. I've never seen straight colored pearls, but they always seem to have a tint to them...an aura to them, when you look at them, that they're not pure white.

Chat 3 (Moderator Liz Chatelain)

[Opening statement and question changed from Chat 1]

**Have you seen in the marketplace or advertising, and array of intensely colored pearls in fashion colors like red and blue and yellow and orange on the market right now?
How do you think they get their color?**

T: I have seen those, I've not tried any of them on, although they're intriguing to me, I'll be honest. I presume that they're, you know, synthetic. It's just synthetically put in some way shape or form. It's not done naturally. They're sort of dyed, there's some trickery behind it.

Liz: What colors have you seen?

T: I've seen like bright pinks, some blues...I've seen red as well. I've seen those on people.

KS: I have seen them. Pink, around like Mother's Day kind of thing. And I think of them honestly being like manmade. Something that man produces in order to give them the different colors.

RL: I have seen them and I think I bought a pair of...I can't remember. I remember being tempted to get a grey pair or brown pair. I think I stuck with the white. And I probably have seen pink. I haven't seen darker, like reds, or anything. But I think they're probably out there. And they don't look dyed to me. So I'm not real clear on how they do it.

Stone Questions- Pearls continued...

2. What is your understanding of how they get their color?

MVI Analysis: *People have seen colored pearls and are a little afraid of them because they do not know what they are. Seems the higher the retail price for dyed pearls the more confidence the consumer has that they are real. This is leading to confusion as to how they get their color. Disclosure would help, but it does not sound like there has been much education in the market so far.*

Chat 1 (Moderator Rachel Geltman)

MD: I don't know for sure but I'd guess that it's the type of environment that it's growing in or the type of organism that it's growing inside.

LG: I think that some are totally related to the part of the world that the pearl is found. I know black pearls tend to be more from Asia Pacific.

SM: My guess would be an environmental factor or what the oyster is maybe eating in its environment or something.

LG: Yeah, I said that I've seen a lot of the blue and aqua colors, especially in places like H&M

Liz: Rachel, can I jump in here? Would you be surprised to know, it's a real fashion trend to have pink, red, green and blue pearls? ...But these pearls are dyed. Would you be surprised to know that manufacturers take these white pearls and dye them different colors?

LG: Not at all.

SM: No that's kind of what I was alluding to that they probably add something. Whether a dye or a chemical in the water. Whatever process they're using, I'm sure they've come up with a way to add colors to that process.

MD: No, I'm not surprised. That's what I would assume that's how they get the colors that don't occur in nature.

LG: I'd say yeah, especially the green and sometimes what I call almost aqua colors. Like H&M sells a lot of them.

MD: Yes, I've seen them in all kinds of colors. In reds and blues and greens and lavender.

SM: I see a lot of that type of stuff. But I guess I never pay much attention to it because I'm kind of skeptical about the authenticity of the item or the actual value really...

Chat 3 (Moderator Liz Chatelain)

[Question changed from Chat 1]

Liz: They are dyed. Most of them are natural pearls that are dyed. Right now it's fashionable to dye them intense colors....does that surprise you that they're natural pearls and then they're dyed?

T: No. Because of where they're being sold I would be shocked that they were completely synthetically made. No. For the price....cause I've seen a couple...like in flyers for jewelry stores. For the price, they'd better be natural pearls.

KS: I actually agree with what she just said about they'd better be real. And I guess when you think about you can technically dye anything or you know, give it a certain color, other than what it comes in, you know, naturally.

RL: I'm not surprised that they're dyed. But...well I am a little bit for the browns and the grays. I thought those might have been more of a natural color. But for the brighter colors, yeah. It's pretty obvious.

RL: Yeah and there's nothing you can feed the oyster that's gonna make it that color.

Stone Questions- Pearls continued...

Liz: How important is it for you to know that these pearls are dyed?

T: I don't think it's that important. I think for me it's more knowing the pearl itself is natural, I would ask, before purchase, is that dyed? What is the process? So for me....as far as having it somewhere on the strand? No. ...[but] like a full disclosure? I can see some brands, as far as having a little pamphlet within the box for an explanation. To me that's something that's best disclosed in the sales process vs. having to be permanently on the strand,

KS: I think it's a good fact to tell you because it leads me then to know what I'm buying is a real item and worth more. And it's not kind of manmade or manufactured. So it's really...a real item.

RL: I think I would like to see something attached to the necklace or whatever the item...that says it's a permanent dye. Because...there can be imitations out that don't use a permanent dye. I think it would make know that even though it looks like a different fashion color, it would let me know that it's still a luxury item, that's not gonna lose its value.

3. Did you know that most pearls are bleached to make them look whiter, even if later they are dyed a color?

MVI Analysis: Most participants don't care but one participant brought up the point that bleaching can have the ability to change the 'grade' of the pearls and therefore their value. Perhaps the over all lack of knowledge and interest in pearls as a category, contributes to consumers not taking the time to educate themselves on pearls?

Chat 1 (Moderator Rachel Geltman)

LG: Yes. Well I'm not really a pearl person, so what they do to pearls doesn't really affect me that much.

MD: No, I don't care.

Chat 3 (Moderator Liz Chatelain)

T: I didn't know. But honestly it wouldn't surprise me. Because in doing such it would increase the amount of pearls that are available to be used in jewelry. Cause I would presume that there was far too many of them that would be rejected because of spots and things of that nature.

KS: I did not know that but it doesn't come as a shock because they look better that way.

RL: I'm surprised and it makes me wonder if that's a difference in grade. Are finer grades of pearls unbleached? I'm so...it's an intriguing idea...like am I buying icky pearls now? I don't know.

Stone Questions- Pearls continued...

4. Have you heard of the term 'cultured pearls?'

MVI Analysis: *Yes, people have heard of cultured pearls and this seems to be the only type of pearl term they are aware of.*

Chat 1 (Moderator Rachel Geltman)

SM: I believe those are...manmade or man induced. From my understanding a pearl...it's something that goes into the oyster and it's actually a....a buildup of stuff from being in the oyster. Like, it's not common. And that's I guess why they're so...that there's some value to them. It's my understanding that something gets in the organism and then it's a protective measure or something. I'm not really sure what it is but I know it's not a natural process. From my understanding of cultured, that is induced...and grown maybe on farms...whatever the process is, I believe cultured pearls are manmade or man induced pearls. I'm not positive.

LG: I look at it...the same way if you have farm raised catfish, farm raised trout. It's farm raised, it's like what Steve said, it's more man made or there's a process it goes through to do the pearl.

MD: No I agree...it's still natural, it was just helped along by like a farmer, just like if you're doing salmon or trout. It's still natural but it didn't occur on its own.

Chat 3 (Moderator Liz Chatelain)

T: Yes. Yes I have heard the term. It's my understanding that the term is basically...that there's some sort of encouragement, I guess, for the pearl to be produced naturally, vs. it being....having the pearl divers...having I guess the pearls being produced, quote unquote, naturally in the wild.

KS: No, I'm not familiar with that term at all.

RL: Yes, I have heard of it. I think it's when they seed the oyster to create a pearl. And, the cultured ones aren't...as special for some reason. They're still good pearls. But for some reason, I don't know if they're not as round or they're not as big. There's something about them that's not as high quality, but they're still very high quality.

5. What is your understanding of them?

Chat 1 (Moderator Rachel Geltman)

See above

Chat 3 (Moderator Liz Chatelain)

See above

Stone Questions- Pearls continued...

6. What do you believe would have more value, jewelry or pearl strands sold as made with 'pearls' or 'cultured pearls?'

MVI Analysis: *Pearls don't always mean completely natural pearls. The word 'cultured' seems to mean sophistication not cultivation of the pearls in their growth. 'Cultured' sounds better. Just 'pearls' is not enough.*

Chat 1 (Moderator Rachel Geltman)

MD: I think natural pearls.

LG: Natural.

MD: Because, it's just an occurrence of nature, it's not manufactured.

Rachel: Ok, what did you say Steve? Pearls or cultured pearls?

SM: I said it would have to be natural because they're rarer.

Liz: Let me just interject. The terminology for pearls...the question that we're asking is: you walk into the store and you want to buy for yourself or as a gift, a strand of pearls and it was marked as pearls...or it was marked as cultured pearls. What would appear like it had a higher value - the term pearls or the term cultured pearls?

MD: I would think 'pearls' because those are the natural ones and they're so rare...that ...because of the rarity I would think it would have more value.

LG: Uh, pearls. Absolutely.

Liz: But now it doesn't say natural. It just says pearls.

LG: Ahhh! Now that's a trick question (Laughs). I would think in that case, ...cultured probably would be worth more. Because the ones that you're talking about that they're coloring may be not 100 percent pearl so I don't know. I think cultured pearls would be more expensive.

SM: No, I'd want to know more information. I would feel rather deceived if I'm buying something that says pearls and they weren't pearls. Now, cultured has a more positive connotation to it, because anything cultured is more sophisticated, ...there's a positive connotation with the word cultured. So, but if you're selling me pearls and they're cultured pearls, I was still deceived.

Chat 3 (Moderator Liz Chatelain)

T: I would....I would say cultured pearls.

KS: I think for me cultured pearls because it sounds like a little more fancy or giving it a little something extra special.

RL: Well, I was going to say pearls, but now that Theresa talked about it, it could mean anything. So, I guess I'm gonna go with cultured pearls.

Liz: So you think the term pearls by itself could mean anything.

RL: Yeah, it could mean plastic pearls. It could mean anything.

KS: I think about pearls as being more of a generic and cultured pearls as being more like a brand name.

Stone Questions- Pearls continued...

7. Have you heard of the term 'freshwater pearls?'

MVI Analysis: *Heard the term, do not know really what they are, but they sound natural.*

Chat 1 (Moderator Rachel Geltman)

LG: Yes. Those are pearls that are not going to be in a farm environment. They're gonna come from the Pacific or the Atlantic or from the Gulf of Mexico. They're pearls that are coming out of freshwater environments.

MD: I think they're coming out of, bodies of water that obviously don't have salt. They're lakes or...oceans are salt water. So...the mussel or oyster is coming from freshwater bodies of water.

SM: I'm a fisherman and if I'm going freshwater fishing, I'm going in a lake or a river. Or it could be brackish.

Chat 3 (Moderator Liz Chatelain)

T: Yes. I've heard of them. I do know that they're a different shape. They're not the perfect round shape, they're kind of more organic looking...I don't know how to describe it. As far as value, a bit lower value than like a cultured pearl.

KS: I've definitely heard of the term but I don't really understand it and know much about it.

RL: I've heard of it and I think of it as a little bit lower value than cultured pearls, cause they're not round. They're misshapen. But you can get some weird shapes like crosses and all kinds of neat stuff. So it's kind of a nice alternative and it's nice that they're still real pearls.

Liz: Sometimes freshwater pearls are referred to rice pearls or seed pearls. Have you heard those terms before?

T: Yes, like a grain of rice.

8. What is your understanding of them?

Chat 1 (Moderator Rachel Geltman) – see above

Chat 3 (Moderator Liz Chatelain) – see above

9. What do you think would cost more, cultured pearls or freshwater pearls?

MVI Analysis: *As noted above, the term freshwater sounds more natural and therefore, more expensive, to some.*

Chat 1 (Moderator Rachel Geltman)

LG: Fresh.

MD: Freshwater, they occur in nature.

SM: I'm gonna go with the cultured.

Rachel: Ok and why do you think cultured over fresh? I mean, why do you think they'd cost more?

SM: From my understanding of what I think freshwater are, it seems like they're the same thing, just different names almost. I'm not sure if that's not...cultured has that more positive annotation.

Stone Questions- Pearls continued...

Chat 3 (Moderator Liz Chatelain)

T: Yeah I would say that cultured pearls are more of value, higher value and cost more than freshwater pearls, because of the shape of it and such. They're more perfect, if you will.

KS: I think cultured pearls. They just sound more...I don't know, special, or upper grade.

RL: Yeah, I might agree with that. Cultured pearls would be the better ones.

Questions 10 – 17 were asked in Chat 1 and 2

Chat 1 (Moderator Rachel Geltman) / (Moderator Liz Chatelain))

Melissa: MD

Steve: SM

Larry: LG

Chat 2 (Moderator Liz Chatelain)

Kathy: KA

Derick: DW

Leslie: L

DIAMONDS

Have you ever heard these diamond terms and if so, what to you believe they mean?

10. Cultured diamond

MVI Analysis: The cultured pearls discussion has tainted this question. Most believe they are manmade.

Chat 1 (Moderator Rachel Geltman)

MD: Well diamond's my birthstone so I love diamonds anyway. Cultured ones are manufactured. They're manufactured in a lab with chemicals and they're not naturally occurring so they're not as rare. Not as expensive.

SM: There's probably blood not being spilled for them. There's a lot of dispute right now about blood diamonds and all the factions that are going on in Africa and stuff like that. But, again, to me they're not as valuable. When buying jewelry I want the authentic thing.

Chat 2 (Moderator Liz Chatelain)

KA: Yes, I've heard of cultured diamond. It's manmade diamonds, so.

Liz: And where do you think you've heard that term before?

KA: At a jewelry store.

L: I haven't heard of it.

DW: I've heard of it before. I remember going shopping with my mom. She was buying diamond earrings and the salesman was telling me about cultured diamonds. And I was....it's made in a lab, it's synthetic.

Stone Questions- Diamonds continued...

11. Laboratory-created diamond

MVI Analysis: *Sounds too similar to culture diamonds. Same 'manmade' diamond discussion.*

Chat 1 (Moderator Liz Chatelain) (Taking over from Rachel Geltman)

SM: Yeah I've heard of several terms and that's one of them. You know, there's a bunch of different ways to twist the same thing, and that's one of the ones I've heard.

LG: Yes, I looked at that as being the same as what she asked before and...I've heard of those. In my opinion it's almost like a fake diamond. It's the type of stuff that you tend to see sprinkled into a watch and that kind of stuff. It's low grade gold. Low grade diamonds is what it is.

MD: Yeah, it's the same as a synthetic diamond. It's manmade, it's created in a laboratory. It's synthetic. But, it has the same look and quality of a mine diamonds, it's just created in a laboratory environment.

Chat 2 (Moderator Liz Chatelain)

KA: No.

L: Nope.

DW: Um, it sounds awfully familiar. I've heard it somewhere before. I never heard anyone use that term, but it sounds exactly the same as cultured.

12. Laboratory-grown diamond

MVI Analysis: *Participants are now starting to remember more about how natural diamonds are formed. 'Created' maybe a better term. Some don't like the word 'grown' and all know that it is manmade. We did not discuss the process of lab grown/created diamonds.*

Chat 1 (Moderator Liz Chatelain)

MD: It sounds like a similar thing. I know diamonds are created under pressure, years of pressure, so I think the process is...sped up if it's in a laboratory and if its grown I know that's how you get the colored diamonds and things like that.

LD: I've heard about it. I don't know if I've actually seen it in jewelry stores. I've read about how diamonds are made and how...just from seeing color diamonds and things like that, those don't occur in nature and they're synthetic and grown in laboratories.

SM: Yeah I just don't like the term grown. I don't see them grown as much as created. When I think of grown it seems something biological almost, as opposed to being created where man is building something or creating it. I've heard or them, but I've never liked the term. I was kind of always turned off by the term. I don't see a diamond being grown, I see it being created. Time and pressure is what create them.

Stone Questions- Diamonds continued...

Chat 2 (Moderator Liz Chatelain)

[This questions not in Chat 3]

13. Synthetic diamond

MVI Analysis: *Artificial. It doesn't sound real. Manmade. No one equated it to copying nature, just manmade. Might not be able to tell synthetic from real diamonds. Also, no one used the term CZ.*

[Taken from question 14: a synthetic diamond is still a diamond, it's just a different way of how it came to be, how it was processed. But it's still considered a diamond if you bring it to the jeweler. It's still a diamond. But an imitation diamond, something that looks like a diamond but it's not.]

Chat 1 (Moderator Liz Chatelain)

LG: Well that's again coming from a laboratory process. It's another area where they can qualify the level of the laboratory made diamonds. Well this is synthetic, well they use a synthetic process. It's just the pecking order of pricing for those types of diamonds.

Liz: Have you seen it in writing anywhere or have you come across it on TV or advertising...

LG: I've seen it at a jeweler that carries a wide array of things. This one guy that I know that's a jeweler that sells synthetic diamonds to a couple that's just starting off. They're limited on their expenses. So, most people from [by] the eye, except the jeweler wouldn't know the difference.

Liz: So it's hard to detect whether it's natural or synthetic?

LG: Yes. Yes. Yes.

MD: I actually think that synthetic is synonymous, or another way of saying laboratory or grown. It's artificial; it's just another way of creating a diamond that doesn't occur in nature.

I've heard of it just synthetic, not necessarily laboratory grown. I think it's just a nicer way of saying it. It sounds a little better than laboratory grown. That sounds, you know, too technical. I think it's the same exact thing.

SM: I think it's on par with the other terms we've discussed. However, I get a negative connotation with synthetic, I see synthetic equating fake.

Chat 2 (Moderator Liz Chatelain)

KA: I think I've heard of it, but not lately. But I would think that's like not real.

L: I have heard it, I'm just not sure what it is. It doesn't sound real.

DW: It sounds same as lab created diamond, something that's not naturally made. Something that's....formed not by a person, a machine or computer.

Stone Questions- Diamonds continued...

14. Imitation diamond

MVI Analysis: *CZ is finely mentioned.*

Chat 1 (Moderator Liz Chatelain)

LG: Yeah, well that's just, it's a fake diamond. It looks good. It may break if it's dropped on the wrong place. It's usually made out of glass for the most part.

MD: Yeah it's glass, it's some other property... So a fake is not a diamond whatsoever. It has none of the properties, it could be anything.

MD: Yeah, it's fake...a synthetic diamond is still a diamond, it's just a different way of how it came to be, how it was processed. But it's still considered a diamond if you bring it to the jeweler. It's still a diamond. But an imitation diamond, something that looks like a diamond but it's not.

SM: I'm kind of on the same level of that too. It's kind of like if I have an imitation Gucci purse, that means it was probably made in China and they're copyrighting/ patent violations It's not the real thing. You could tell me it was an imitation diamond and if you tell me that means you've covered your bases but it could be anything from glass to crystal, to anything that's clear and shiny.

Chat 2 (Moderator Liz Chatelain)

KA: Yeah, I've heard of imitation diamond. It's like a fake diamond, a cubic zirconia.

L: Phony to me. No, just the cubic zirconia but that's what they call those, so. I've never heard anybody call anything imitation.

DW: I've never heard the term used in a store. But from the term it seems like it's not a real diamond.

15. Diamond Simulated

MVI Analysis: *No knowledge of or accurate understanding.*

Chat 1 (Moderator Liz Chatelain)

LG: Well, it's almost like if you were going with the gold plated type of thing. There may be a tad bit of a diamond that has been...usually these types of diamond are gonna have a little bit of brown grayish color to them. They're not gonna be really clean diamonds. It does have some diamond in it. But not much. Yes, there's one jeweler I know who deals in a wide variety marketplace; he has the full gamut of stuff. From fake to simulated to imitation, you name it.

Chat 2 (Moderator Liz Chatelain)

KA: No.

L: I've never heard of it but I think it sounds fake.

DW: Same thing...it sounds similar to imitation.

Stone Questions- Diamonds continued...

16. Thinking about all these terms- which term sounds like the diamond would have the highest retail value? [Cultured, laboratory-created, laboratory-grown, synthetic, imitation, diamond simulate.]

MVI Analysis: Each participant selected a different term and reason why. When we came back to the list after some discussion, cultured diamond just sounded better to more participants. DW, young guy, sounded like a commercial from a lab created diamond company.

Chat 1 (Moderator Liz Chatelain)

SM: I don't like any of the terms. Had I have to pick one it would be, I guess the cultured diamonds, because sound more expensive.

MD: I would say the cultured because it doesn't have the negative connotation that lab created or synthetic might carry. It's the same thing. It's a nicer way of saying it.

LG: I'm gonna go with the synthetic. I just think that that has a little bit of a...kind of like a simulation to it that works better.

Added Question: Lab created diamond or cultured diamond, do you think they'd have the same characteristics or qualities of a natural diamond?

Chat 2 (Moderator Liz Chatelain)

KA: Yes. They try to make them look exactly like a real diamond, so yes. They try to do it but it's still not the real one, but they try to make them look the same, yes.

L: I think they try to make it look as close as possible, but, if you want the real thing, then you're gonna buy the real thing. I wouldn't buy anything that was manmade or lab created...diamond.

Liz: Ok, even if that lab created or cultured diamond had the same properties of a natural mined diamond? So it's almost indistinguishable from a natural diamond.

L: I guess it depends on what you want to have, what you want to own, you know. To me, I'd rather have the real thing.

KA: And how much is the price...price is important too. If it's similar price, I would want the real diamond rather than the cultured.

Liz: Cultured, or lab created?

KA: Right, What's the price? Is there a big difference in price?

Liz: Ok. So you're saying if it's similar in price you want to go with the mined, the natural mined diamond.

KA: Yes.

DW: For some reason when you asked me that question, I remember something, some marketing...I think it was that no two diamonds are alike? And, if they're created in a lab, no matter what the structure of the diamond it's gonna be different, even though they're not gonna be making the same diamond over and over. I think no matter what, a diamond's still a diamond. Whether it be created from the earth's pressure or created in a lab. For me, I don't think it's a big difference. Also, in a sense, if it's created in a lab, then I know it's not a diamond that's a blood diamond or diamonds that someone died for or something like that. With that in mind I think it's more valuable and more precious vs. a diamond that's been mined or that could possibly have blood all over it. It kind of gives me a release, knowing that it's cultured or lab made.

Stone Questions- Diamonds continued...

Liz: I want to read down all of these terms. Tell me which one do you think adds the most value to that product.

KA: Probably the cultured diamond, because it took time to grow it and....manufacture it, to make it a diamond.

L: Maybe simulated? I'm just...I couldn't remember all the ones you said, but simulated stuck out because they're trying to get it exactly as a real diamond. I'd still say simulate.

DW: Cultured would be the best one to go with, just because it sounds more elegant and has more meaning behind it vs. the other ones.

17. What does the term 'fancy colored' diamond mean to you?

MVI Analysis: *Trade only term.*

Chat 1 (Moderator Liz Chatelain)

SM: No ma'am.

LG: No.

MD: No

Chat 2 (Moderator Liz Chatelain)

KA: No.

L: No.

DW: I've heard of the term but I never paid attention to what it meant or anything like that.

Questions 18 – 25 were asked in Chat 2 and 3

Chat 2 (Moderator Liz Chatelain)

Kathy: KA

Derick: DW

Leslie: L

Chat 3 (Moderator Liz Chatelain)

Katy: KS

Rene: RL

Theresa: T

Chat 4 Only Gemstone Questions (Moderator Liz Chatelain)

Steve: SM

Deborah: DM

Christina: CS

Stone Questions - Colored Gemstones continued...

COLORED GEMSTONES

18. We all know the term 'Gem' as in colored Gemstone. When you see jewelry labeled as a 'Gem,' do you assume it is of natural origin?

MVI Analysis: A few participants said yes, 'gem' mean natural, but most said it could mean other things. You still have to confirm with the retailer what you are buying.

Chat 2 (Moderator Liz Chatelain)

KA : Yes, I do.

L: I do too. I assume they're real gems.

DW: No, I don't think so I think a lot of gems could be artificially dyed to have a color. I don't think it has to be naturally made or a natural stone for it to be a gem.

Chat 3 (Moderator Liz Chatelain)

T: No. Just from my personal observations like going into jewelry stores, you see a sapphire, for instance. You see some that are more of a pale blue vs. those that are bluer than blue. Obviously there's a difference. I don't look at them and say, not all natural. I know that for sure.

KS: I actually do associate it with being real by the name of what it is.

Liz: Ok, so when you see gemstone, you associate that with a natural gemstone.

KS: Right, right. I do, I guess, maybe too because of where I shop. I would associate it with what it's supposed to be.

RL: Yeah, when I see the word gemstone. I don't care if I'm shopping at Target, Macy's or Saks. If I see gemstone, I'm expecting a real stone. It could be colored, but I'm expecting a real, natural stone.

Chat 4 (Moderator Liz Chatelain)

DM: Not necessarily. It depends on the price. I look at the price as well. Sometimes the price will tell me whether that is a natural.... it's the real gemstone. If the price is a lot lower, that'll let me know that it's a copy of or just a replica of a gemstone.

CS: It depends on where you're getting the gemstone. If you want to buy a gemstone, make sure it says genuine gemstone.

SM: I don't ever assume that it's a genuine gemstone. I know a lot of home shopping channels, like QVC, they sell The Diamonique series. So, ever since seeing those shows, I always question when someone shows me a beautiful ring, whether it's a genuine or not. But usually the price point tells you whether it's an original or not.

Stone Questions - Colored Gemstones continued...

19. If a gemstone was treated and needs special care, would you want to be told that?

MVI Analysis: *Special care is important to everyone and can sometimes stop a sale at retail. People want to know, need to know. Not just so they can take proper care of the jewelry but then know it does affect the jewelry's value.*

Chat 2 (Moderator Liz Chatelain)

KA: Yes. I would want to know. What chemicals, or what they've added, or what they've done to enhance it.

Liz: Ok, and what about the special care?

KA: Yes, I would want to know, because it's not really natural then. So I'd want to know what they've done to it.

L: Yes. I want to know what I need to do to keep the ring looking good.

DW: I think it's fine, not knowing. Because many times the salesman never tell you exactly what has been done and no matter what I'm pretty sure that all the gemstones like sapphires and rubies, had to be dealt with somehow.

Chat 3 (Moderator Liz Chatelain)

Liz: Let's break the question into two parts: do you have to know if the stone has been treated / have to know the special care? Just that the stone was treated, is that important for you to know?

T: I think it's extremely important. I'd rather know up front before purchasing it....or upon getting it as a gift and not knowing why it turned color...or weird things have happened to it, vs. not knowing and feeling I got the raw end of the deal if you will.

I guess there's a difference to me between something being treated and having a simulated stone, because I've seen both types in shopping for jewelry. But out of the two, the care is far more important. Disclosure...

KS: I think that being treated is kind of the norm. I would definitely have to know that because I also want to know when I buy something, the longevity of it. If I'm going to invest a lot into something, I'm gonna want to have it for a long time, pass it onto my children.

RL: Yeah ...And actually the bright sunlight will fade it.... that kills the deal to me because I want to be able to wear it out in the bright sunlight. So the care instructions are very important. If it's something I'm only gonna wear on special occasions, I don't care if it's gonna fade.

Chat 4

Not this question.

Stone Questions - Colored Gemstones continued...

20. When you purchase a piece of gemstone jewelry *in person* at a store, when do you expect to be told of any treatment the gemstone has?

MVI Analysis: *Everyone wants to know and most before they fall in love with the jewelry.*

Chat 2 (Moderator Liz Chatelain)

KA: Close to buying it.

L: Right away. Something that I was looking at and admiring, I'd want to be told right away. D: I think it's important, especially when you have an interest in the jewelry or the gemstone.

Chat 3 (Moderator Liz Chatelain)

T: I would expect it after I indicate interest that I want to buy the piece. So I guess the after the sale.

KS: I would love to be told when I start looking at it.

RL: Before I take my money out and pay for it, I expect to be told this. I don't want to be told after I've given them my credit card. I want to know before I buy.

Chat 4 (Moderator Liz Chatelain)

DM: I think when I first start looking at it and recognize that it's different, that's when I'll start asking the questions. Why is it this particular color? And then if the sales rep didn't have a lot of information, I would probably not buy the stone. I would probably have to come home and maybe do some more research.

CS: Yeah, like if I saw something that I liked, usually I'd ask the rep right away..

SM: I definitely want to hear it on the front end, if it's color enhanced or some unique situation. I want to know about it prior to me getting any attachment to that particular ring or product. So for me it's good to know that information. And generally I try to stick with retailers that I know are reputable.

21. When you purchase a piece of gemstone jewelry *on-line*, when do you expect to be told of any treatment the gemstone has?

MVI Analysis: *With the jewelry description.*

Chat 2 (Moderator Liz Chatelain)

KA: I'm looking at the jewelry,....where the description of the jewelry is.

L: I'd want to know right on the website what would need to be done. While I'm browsing.

DW: I think it's important to have it listed in the description because any other stuff past that, you kind of already have your mind set on buying it.

Stone Questions - Colored Gemstones continued...

Chat 3 (Moderator Liz Chatelain)

T: I would expect a website would have some sort of tab or disclosure on the page itself with the item...before purchase.

KS: I would expect it in the description of the item. Underneath the price or the weight or whatever.

RL: I would expect it in the description. Just like when I'm shopping for clothing. If I want more information, it would be under the description tag.

Chat 4

Not this question.

Liz: I'm going to ask you some basic questions about four different gemstones.

MVI Analysis: A few participants stated different colors so that affected the point of future questions, i.e., What do you think of yellow emerald?

22A . What color is a ruby?

Chat 2 (Moderator Liz Chatelain)

KA: Red.

L: Red

DW: Red.

Chat 3 (Moderator Liz Chatelain)

T: Red.

KS: Red.

R: Red.

Chat 4 (Moderator Liz Chatelain)

DM: Red.

CS: Red.

SM: I wasn't influenced by them, but red as well.

22B. What color is an amethyst?

Chat 2 (Moderator Liz Chatelain)

KA: Purple.

L: Purple.

DW: Purple.

Stone Questions - Colored Gemstones continued...

Chat 3 (Moderator Liz Chatelain)

T: Purple.

KS: I would think of it as like an almost black color. Maybe purple like she said but a dark, dark deep color.

RL: Purple. But it seems rarer and rarer. I've seen pink, I've seen green. And there might even be a clear one out there. So traditionally I always thought of them as purple, but that's harder to find now.

Chat 4 (Moderator Liz Chatelain)

DM: Purplish.

CS: I keep thinking it's a light green. It's either light green or purplish.

SM: I was thinking green as well.

22C. A sapphire?

Chat 2 (Moderator Liz Chatelain)

KA: Blue. A dark blue.

L: That's my birthstone, so blue

DW: Blue.

Chat 3 (Moderator Liz Chatelain)

No sapphire in Chat 3.

Chat 4

No sapphire in Chat 4.

22D. An emerald?

Chat 2 (Moderator Liz Chatelain)

KA: Green

L: Green

DW: Green

Chat 3 (Moderator Liz Chatelain)

T: Green.

KS: I know it's a green cause it's my birthstone.

RL: Green.

Chat 4 (Moderator Liz Chatelain)

DM: Green.

CS: I think it's blue.

SM: I think green on that one.

Stone Questions - Colored Gemstones continued...

23A. Do these gemstones come in other colors?

MVI Analysis: *People have seen and heard of different colored stones that have been treated. No one seemed upset about the concept.*

Chat 2 (Moderator Liz Chatelain)

KA: I think the sapphire does. A white sapphire I think?

L: I know that sapphire comes in other colors,. But I've seen other color sapphires and I was surprised because I thought they were only blue. I don't know if rubies or emeralds come in other colors.

DW: I think most of the gems come in different colors. I'm just not sure which colors they come in. I know for sure sapphire comes in red...or a different hue.

Chat 3 (Moderator Liz Chatelain)

RL: You know, I'm not sure I know sapphire can be heated to get different colors.

KS: I'd say yes because diamonds...you can make diamonds in just about any color now. I just recently got black diamond earrings so I do know they can be put in any color.

T: I can see them in different colors but the traditionalist in me just finds it odd. Going back to what Katy said about the diamonds, you can get them in so many different colors so I don't see why you couldn't.... a pink emerald.

Liz: And Rene when you saw these different colors of some of these stones, what do you think about that? What do you think about a yellow emerald or a green amethyst?

RL: You know, I'm ok with it. I was a little offended when the amethyst happened because that's my birthstone and I grew up with it as a purple and when it changed colors on me it was sort of a personal offense. But I like having the options like a pink emerald. I think it's wild, I think it's great.

Liz: And do you think calling it an emerald is ok?

RL: Yeah, as long as it's still the actual stone is an emerald.

Chat 4

No sapphire in Chat 4.

Stone Questions - Colored Gemstones continued...

MVI Analysis: [Questions 23B – 23E, Chat 4 only] *We did not receive any kind of true indignation to the idea of traditional popular colored gemstones being treated to change their color. In fact, yellow emerald sounded more intriguing than green emerald. Most thought the stones would be naturally what they said they are, but treated to change their color. Just a few thought the stones would be/could be manmade. Many non traditional colors are already in the market place. The big issues were of disclosure for value purposes and special care needed, if any.*

23B. What do you think a yellow emerald would be?

Chat 4 (Moderator Liz Chatelain)

DM: I do know that a lot of gemstones are being colored....being different colors than what you normally would think of. So when they went around and start talking about the amethyst, I remember seeing something like a pink amethyst. So I would assume that it could be a yellow emerald, somewhere. But I haven't actually seen one.

CS: I haven't seen one yet, they always process the gemstone, sometimes they don't have the original color anymore.

SM: I haven't heard of a yellow emerald. I wouldn't doubt its existence. But I would think that maybe it's a manufactured stone vs. an actual yellow.

23C. Have you ever heard of a black amethyst?

Chat 4 (Moderator Liz Chatelain)

DM: Yes. I have..

CS: Yeah, I think I saw one in the store the other day.

SM: Yeah, actually.

23D. What do you think now, of a green amethyst?

DM: Again, maybe it's manufactured. You know, or maybe it's just a different hue of a color. It's not changing the stone but it's changing the color of the stone.

Liz: Christina, amethyst is normally purple...so what do you think of when you think of a green amethyst?

CS: It looks like it's a little bit strange, If I'm gonna get a gemstone, I want to get the real color. I don't want the one that's like processed or manufactured.

SM: Well, again, it would just be a nice creation, and you know, like we mentioned earlier, it could be a manufactured stone.

Stone Questions - Colored Gemstones continued...

23E. What is your favorite colored gemstone? Natural colored gemstone?

SM: Green stones. I really think that it stands out, and that emerald green color is something that's really appealing.

Liz: Ok so emerald is a natural green stone. So what if you came across, in a store, an emerald that was some wild color that you couldn't imagine. What would that mean to you?

SM: Nowadays they, when they manufacture some of these stones, they're very high quality and they really do look genuine. I would not be opposed to making a purchase of a emerald of a different color than its natural shade. Um, as long as it looks genuine and it's an appealing color, that would be something that I'd be very much open to.

CS: But if it's a colored stone I like the onyx.

CS : That happened to me once. I was in the Bahamas, and I saw an opal, and usually opal, it's like white, but that one is firing and I got it. I think it's amazing sometimes that you see those rare, stones. But I'll get it, why not?

DM: Well, my favorite stone has to be my birthstone which is sapphire. I really love sapphire. The dark, deep blue.

DM: I would say, well how did it get to be that particular color, when I know that sapphire is blue. So I would be questioning it a little bit more than I would normally if I just saw a blue sapphire, no matter what color. Even though I know it's dark blue, if I saw a lighter blue, I wouldn't question it as if I saw a....a green sapphire. I would definitely question it.

24. What does the term 'composite gemstone' bring up in your mind?

MVI Analysis: *They all have the basic idea correct.*

Chat 2 (Moderator Liz Chatelain)

KA: I've never heard of it.

L: A stone that's not a real gemstone, imitation or something.

DW: I want to say rock but more than one stone.

Chat 3 (Moderator Liz Chatelain)

T: Maybe it's like mixed metals, I don't know. I have no idea.

KS: It makes me think of kind of a manmade gemstone.

RL: I think of that it's manmade, but that's secondary, I think of is a slice of emerald, a slice of amethyst on top to give a unique color.

Chat 4

DM: It sounds like a mixture of gemstones put together, it's not the actual gemstone. Maybe one percent of it is the actual gemstone and the rest is manufactured.

CS: A composite is like a small percentage of the real one and...you just fix it together to make it ...a good gemstone.

SM: I was thinking it's just a small piece or it contains pieces of real gemstone, maybe, sort of like a chicken nugget where you get the pieces and parts but not necessarily the real thing.

Stone Questions - Colored Gemstones continued...

25. What would you think of a stone made up of small bits of ruby or sapphire (or others) bound together with lead glass to form a stone that can be set in jewelry?

MVI Analysis: Intriguing idea, not against it at all. It would chip. Would need full disclosure. depending on what it looked like, may not be fine jewelry even if it was made up of rubies.

Chat 2 (Moderator Liz Chatelain)

KA: I would think it would be some inexpensive stone. It doesn't appeal to me.

L: I don't like the lead glass, because you're taking away from the stones. There's a way to do it without using lead glass, it would sound more valuable to me.

DW: I don't see anything wrong with it. I'm sorry I don't really have an opinion of anything against it or anything for it. If it's something new and it creates a different design or a different visual effect to create gemstones, why not?

Chat 3 (Moderator Liz Chatelain)

T: It's intriguing. My question I would ask the jeweler would be about durability of it.

KS: I think it's very interesting and I would love to look at it. I think it would be very pretty looking and different.

RL: I think it has possibilities to make all kinds of different forms that you've never seen before. So it might be real pretty. But again, if it's in glass, it sounds like it's easily chipped, so...the durability would be a concern to me. It sounds a little bit more like costume jewelry. Maybe a higher grade of costume jewelry but it's not fine jewelry.

Chat 4 (Moderator Liz Chatelain)

DM: Well...it depends on what it looks like. It may actually look nice, but I would know that it's not an actual real gemstone.

CS: I think it's not that precious anymore.

SM: It would, for me, I'd want to know the percentage of what are real stones. Is it just 1 percent? Or is it 80 percent? I would be open to it if there was a big price advantage and it looked very similar to a real ruby.

Stone Questions - Colored Gemstones continued...

26A. Last 2 questions... what sounds like more of an accurate term for this type of stone - 'hybrid' or 'composite?'

MVI Analysis: *Composite preferred 2 to 1, but we have to take into account that in the depiction of the question(s) we used the word 'composite'; therefore, people had time to get use to the word.*

Chat 2 (Moderator Liz Chatelain)

KA: Probably a hybrid.

L: I hybrid.

DW: Composite stone.

Chat 3 (Moderator Liz Chatelain)

T: Composite.

KS: Hybrid, actually because hybrid to me is a positive term. I think composite can be a little bit confusing.

RL: Composite because it's more honest, I think. Hybrid sounds to me more like...you're starting with something natural and enhancing it.

Chat 4 (Moderator Liz Chatelain)

DM: Composite. Because it's, you know, made of more than one part. A hybrid is when two things are fused together and I don't think you have enough of the gemstone to say that something is fused together to make one nice pretty stone.

CS: Composite.

SM: Composite.

26B. Last question...can it be called a GEMstone?

MVI Analysis: *Gemstone but with full disclosure.*

Chat 2 (Moderator Liz Chatelain)

KA: No. Because it has the extra glass in there you said?

L: No. I think it's deceiving if you call it a gemstone, because you have glass in it.

DW: Yes, I don't see anything wrong with calling it a gemstone.

Stone Questions - Colored Gemstones continued...

Chat 3 (Moderator Liz Chatelain)

T: Yes. To me, having a hybrid or composite stone is more legitimate than one that is completely simulated.

KS: Yes, I think so especially if you put hybrid before it. You're letting them know that it's a different kind of gem so you're not just passing it off as a gem.

RL: No, I think it's dishonest to call it a gemstone because, first of all, it's not one stone, it's many stones, and it's...it's glass.

Chat 4 (Moderator Liz Chatelain)

DM: No. It could be actually be called a gemstone because it is made of gemstones. However, I feel like that would be misleading, because it's not a complete gemstone.

CS: Yes. I think it would be fine. As long as you're gonna have the right description. Just be honest with what you're selling.

SM: Yes, you can call it a gemstone but full disclosure has to be there.

END of STONE Section

Jewelers Vigilance Committee (JVC)

Video Chat Consumer Research – *Direct Chat Transcriptions* Research Conducted and Submitted by MVI Marketing Ltd.

Focus Group Methodology- Video Chat:

The first three focus groups were conducted as one-hour online video chats. Chat 4 was a 15 minute review of a few colored stone questions.

Focus group chat schedule: Monday 9 July 2012 at 6:30 and 9pm EDT. Tuesday 10 July 2012 at 12 noon EDT. Monday 16 July 2012 at 8 pm EDT.

Each chat had a moderator who presented the questions, asked for clarification and explained general information about the jewelry industry practices, if needed.

The moderators were Rachel Geltman and Liz Chatelain.

Each question was answered by at least two participants.

The technology used was ooVoo.com video chat service. All chats were recorded and archived.

Participants:

There were a total of 12 participants, 3 per focus group chat, located across the county. The criteria for participant recruiting were:

Demographically representative of the 'average' U.S. fine jewelry customer

70% female/30%male

In age groups 24-55 years old

35% had a college degree

60% Caucasian / 12% African American/ 18% Hispanic/ 10% other

75% currently married

\$40,000 - \$90,000 household income

Had purchased 2 pieces of fine jewelry in the past 2 years

Actively involved in researching and shopping for the items they purchased (whether for themselves or a gift).

Focus Group Methodology- Video Chat: Participants continued...

Purchased in a range of retail outlets (independent, department store, online)

Purchased a range of types of fine jewelry for themselves and/or as gifts (with as much representation of bridal and diamonds as possible)

Each participant was paid for their involvement in this research, but had not participated in paid research within the past two years, if ever.

Research Questions and Responses:

Some questions or statements were modified as the chats were conducted to help with achieving clearer answers to questions asked. Below is a list of the questions and statements used along with changes made, if relevant, and indicated by version numbers.

JVC Consumer Video Chat 1 Direct Transcription Held 9 July 2012, 7:30 PM EST

METAL QUESTIONS

[Questions are bolded]

Moderator Rachel Geltman

Participants:

Melissa = MD

Steve = SM

Larry = LG

Rachel: So let's do a quick introduction...just give us a quick overview of who you are and how old you are and where you live...a little bit about what you do. Melissa do you want to start please?

MD: Sure. I'm Melissa. I'm 38, I live in New York City, and I work in nonprofit. I do major gift fundraising.

Rachel: Ok. Thank you for joining us. Steve, how about you?

SM: I'm Steve {last name deleted.} I currently live in Tampa. I'm originally from Florida...I mean, I'm originally from Pittsburgh; I live in Tampa now. I was in the service ten years. I currently own a contracting business with about 18 employees. And, I don't know...that's about all.

Rachel: Ok. Can you guys all hear me ok? I'm gonna speak up a little because some people are having trouble. Larry, how about you? Give us a quick intro.

LG: Yes, I'm Larry {last name deleted,} I'm in Chicago, Illinois, I'm 45. I do...I have a legal recruiting firm. We have 12 employees and we do recruiting for attorneys (inaudible) corporations across the country.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: So, we are gonna be talking for the first half hour about certain kinds of jewelry. As I'm sure you gathered from all our questions, we're gonna be talking about jewelry today. And we're really just looking for, kind of...top of {your} mind --- there are no right or wrong answers. Just sort of top of mind...responses from you all. And the first half hour we're gonna be talking about metals used in fine jewelry. Ok, so the term for most of these metals is precious metals. And so, gold, platinum, silver. Those are examples of precious metals. And sometimes for jewelry, the manufacturer uses a mix of metals. Like they'll combine precious, like, you know, two precious metals. Or they might combine a precious and non-precious metal together. And each piece of fine jewelry, it's usually, it should be stamped somewhere with the metal content, ok? So that's what we're gonna be talking about for the first half hour. So I'm gonna read some terms to you, and you're gonna just...I'm just gonna ask you a couple quick top of mind questions about them. **Fine gold, have you heard of that term?**

ALL: Yes.

Rachel: Ok. Larry, what does it mean?

LG: Well, it's pretty much pure gold. I mean, it's solid gold.

Rachel: Ok and Steve what does it mean to you? Fine gold?

SM: Fine gold is usually gold that has been, you know, that is used in different jewelry. Usually in 14, 18 carat. Anything harder than 18 carat is too soft. It will bend and break, and it's too malleable. So usually when I think of fine gold I usually think of the gold that's used to make 14 & 18 carat.

Rachel: There seems to be an echo.....Ok, so what do you think the, for fine gold, what do you think the abbreviation is that's stamped in the jewelry? Or I'm sorry, Melissa, you didn't answer the question, what's fine gold?

MD: I think fine gold is probably 24 carat and above. Where it's almost 99 percent gold. I think less than that is...has other elements in it and stuff. So I think it would be 24 carat or higher.

Rachel: 24 carat or higher. Ok.

MD: Yeah.

Rachel: So Melissa, what do you think the abbreviation is...(noise interference)... What do you think the abbreviation is, Melissa, in fine gold? What's the abbreviation that's stamped in fine gold?

METAL Questions - Video Chat 1 Direct Transcription continued...

MD: (5:51): 24 carat....24 K?

Rachel: Ok. Larry, what do you think?

LG: I agree with Melissa. It's gonna be 24 or higher.

Rachel: Ok 24 or higher, you think the stamping would be?

LG: Yeah, 24KT

Rachel: 24KT? Ok. And no searching on Google during this chat, ok? And this is not a test, you're not gonna be graded on this. We just want to know your...what kind of top of mind reactions you have here. Steve, what would be stamped on fine gold?

SM: (inaudible) A lot of times it's stamped Italy. Sometimes it's stamped 14K or, or, or 18K.

Rachel: Ok. **How about the definition gold filled? Who understands that?**

LG: That's when they have a piece of jewelry that...you just don't know what amount of it is gold. But it's just got a little bit of gold. Like, you see it on an expensive watch. You know, the...the casing of the watch is gold-filled.

Rachel: Ok. Can you speak closer to your mic {microphone} a little bit 'cause we missed a little of that.

LG: Ok. What I'm saying is that gold filled is where you might see it on a watch, on the casing of the watch...gold filled. It's not 100 percent gold, it's traces of gold. And the amount can vary depending on what the item is.

Rachel: Ok. And Melissa, what does it mean to you, gold-filled?

MD: That the inner part of whatever the piece of jewelry is...whatever it is, is gold. And it might be...have other metals, I guess, around it or in it. The inner part is the gold part.

Rachel: Ok. And Steve, what do you think? How would you define gold filled?

SM (8:17): Um...I guess a lot of ahh....gold jewelry has its own marking...Usually I see that as....usually maybe some gold that has been...plated with something else. Maybe some silver, some metal, some sort of....just something that's usually plated. It might have a little gold in it. And...it's normally not worth what gold is, at all. And...it's in less expensive jewelry and other items that...it's used to make it.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. Steve can you speak up closer to your mic too? Ok. So we're back to gold filled. So how is gold filled identified? Steve? Unmute your mic and tell me.

SM: I think it has a GF if I remember correctly. My dad was an antique dealer for many years so we...we used to get a lot of different pieces of jewelry and a lot of different items in the shop. And if I remember correctly it has a designation And I think it's GF...you can tell that without the acid test...I think it says GF on it.

Rachel: Ok...Melissa how about you? How do you think it's identified?

MD: (inaudible)...but also with the carat. So like 14 carat, KT, GF. Or, 12 KT, GF.

Rachel. Mmhmm. And Larry what do you think? How do you think it's identified?

LG: If...if you go to a department store many times in what I call the costume jewelry section. It'll say gold filled. Or gold plated. But, I have not really seen a marking on those items. It's usually just spelled out up front. Reputable places will tell you it's gold filled. If you're in the Caribbean or something you might get bamboozled...

Rachel: Ok. **Rhodium plating. Anyone here ever hear of that?** Steve? Rhodium plating?

SM (shakes head no)

MD: I think that's what they call....that's what they call white gold. There's really no such thing but I have a lot of jewelry that I didn't like the gold color appearance and I wanted to have that silver appearance. So they dip it in Rhodium which is what they call, like, white gold but it's not really gold, per se.

Rachel: Ok. And...Larry did you know what rhodium plating was?

LG: I'm familiar with that...it has been years but some people like to fake people out and make it think it's platinum. And it's not. So yes. Like Melissa said, there's a process you can do. You can do that. But, it's not really worth a whole lot.

Rachel: Ok. What's the process and why isn't it worth a lot?

LG: Because it's not really gold. I mean, it's basically taking...what could be described as gold filled and turning it to look a little more silver but it's not really sterling silver either. It's...you know, it's ok. But it's not something that if you took it to a pawn shop, they're not gonna give you five grand for it even if you...had a band. A lot of people are using rhodium wedding bands now.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. Um, and Liz, feel free to chime in whenever you want to. We all kind of jump in whenever we want to. **So let me ask you, when you see these kinds of terms we've been talking about like fine gold, gold filled, rhodium plating...do they help you understand what the metal, the jewelry is made out of?** And help you sort of value the jewelry? Steve you're nodding, tell me about that.

SM: Well anything that isn't a metal...I'm normally not interested in it. To me it would be less valuable. The gold...gold platinum, silver are what they are. And if I'm buying a piece of jewelry that's what I want. I don't want a plating, I don't want a filling, I don't want a dipping, I don't want any of that. I just...I want...when I'm purchasing a piece of jewelry I want the metal that I'm considering. ...Sometimes I do it for....style or cosmetically. Sometimes if I've got silver earrings in, I don't want a gold chain, you know, I like the stuff to match. But normally, I don't want...something that's gold filled with a silver covering to wear...I'd rather just wear the metal as it is. I think, you know, especially for resale value, based on the market. And especially as high as metals are now. They were a little bit higher but they're still at a pretty high rate right now so if I'm buying the piece I just want the metal. I don't want any of the other garbage.

Rachel: Mhmm. Ok, and Melissa when you have these kinds of terms we're talking about. Do they help you understand what kind of metal the jewelry is made of and does it help you value that piece of jewelry?

MD (14:41): Yeah...I mean, Rhodium is a platinum. It's a type of platinum and I see rhodium jewelry is supposed to be....it's a coating to jewelry. I know a lot of people coat their wedding bands and rings in rhodium, it's a type of platinum. Because platinum has...I don't know, some type of...another element like nickel or something like that that people are allergic to. And when it reacts to your skin, it doesn't wear as well, or it might turn, whereas rhodium doesn't have that. And it....it doesn't have that allergenic thing...it's used a lot on earrings, and wedding bands and things like that. But I think it increases the value of the jewelry because it makes it wear longer.

Rachel: Ok. And everyone make sure you're muting....Larry, do you have anything to add about these terms and what they do for you?

LG: Well the higher the carat, the more valuable the piece is and the weight is going to be heavier. Of course if you're taking, you know if you have some antique piece that came from your family or something, and you take it to a place to sell it, they weigh the gold. So, that's...the higher the carat is the better the form of the gold. So, it gives you a great description. Like, Steve said...gold plated is kind of like...sterling, like silver plated....it doesn't really have too much value to it.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. So, moving on to some more questions. **So if you were considering buying a piece of jewelry that was plated with a precious metal, would you want to know how much precious metal was in that jewelry?** Melissa?

MD: Yes. Because the higher the carat, even though it's worth more, it's gonna be softer and it's not gonna wear as well. You're not gonna want a 24 carat bracelet or ring because it's just gonna bend eventually and might break. Whereas if it's 14 carat, it has other elements in it so it's a little bit stronger.

Rachel: Ok and Steve, does it matter to you? If you were buying jewelry that was plated with precious metal, would you want to know how much precious metal was in it?

SM: Um...I really don't consider many plated metals, as I said. Normally like Larry said. When you sell a piece of jewelry normally, unless it's something Tiffany or something very very high end...when you sell a piece of jewelry it's gonna be based on weight. You know, 24 carat's 100 percent so 18 carat's 75 percent gold. And they do it with a penny weight. And they do it based on whatever the going market is that day. And, so normally I like my jewelry to retain some value...and the best I've seen since, you know, my family was in the business of antiques and stuff and being familiar with pawn shops and all that. Normally it's straight just by weight and the carat. And so normally, I've never seen much value in stuff that's been plated. You know? So, I don't know if that's answers the question but...that's what I (inaudible).

Rachel: Ok. So you're just not interested in the plated. Larry how about you? If you were buying a piece of plated jewelry,inaudible....would you want to know how much.....inaudible

LG: No because it really doesn't really matter, when you...if you're looking at it for a resale value, or any type of antique value. They look at it based upon what it is. You know, is this a fine piece of jewelry or is it not a fine piece of jewelry. You know, if it's filled, it automatically is in another category all by itself, so....no it doesn't matter...no is the answer.

Rachel: Ok. So, let's just keep going. I've got lots of questions I've got to get through. **If you were buying plated jewelry, would you want to know the thickness of the plating or would you want to know the percentage of precious metal in the item?** Melissa?

MD: I'd want to know the percentage?

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: And why is that more important than the thickness?

MD: I don't know that thickness really matters, I just would want to know how much of the precious metal is being used and that would be the percentage. They can weigh it and everything to see, you know, what the weight is and everything.

Rachel: Ok, and Larry, what about you? ...**Do you want to know the thickness of the plating or the percentage?**

LG: Not really. Not applicable.

Rachel: Someone's mic is still on, so make sure you mute it at all times. What's not applicable, Larry?

LG: The way....or the amount of jewelry....amount of precious metal that's in the item. I mean, once it's filled or plated, it has a whole different distinction to it so really it's not that important to me.

Rachel: And again, why? Why is that not important?

LG: Because it's not pure anything. It's a hodgepodge of this....they're not gonna put 75 percent gold in a gold plated or gold filled thing. It just doesn't make sense for them to do that. So, the percentage amount is not going to....I mean, yeah. Some novice might be able to sell to somebody. "Oh wow this has got 75 percent gold filling". And you go, "wow, that's almost like 100 percent!" So they could mark it up, but in reality it doesn't have any significant value, because it's not pure gold.

Rachel: So, if I forced you to pick percentage over thickness, does one work better? What do you think?

LG: Well I think thickness always works better because that gives the facade that it's a better piece, because thicker is better. I've got this bracelet that's pretty thick, but it's not worth as much as this necklace because of the weight of gold. This is 18 carat and this is 24 carat. So, yeah. But it gives the facade, most people think this costs more than this.

Rachel: Ok. And Steve what do you think? The percentage of the precious metal or the thickness, if it was something you were buying....if you were buying a piece of plated jewelry?

METAL Questions - Video Chat 1 Direct Transcription continued...

SM: Um, if I had to pick, I guess the percentage. Once that stuff's on there...I would think the process of retracting the gold that would actually have the value...would be probably a tough process, I don't even know if it can be done. But, if I had to choose I'd choose the percentage. I think gold plated and gold filled those are just good selling terms, to, you know, that might appeal to some people, you know? It might seem to add some value to the piece of jewelry. So I would go with the percentage.

Rachel: And getting back to the thickness. If the thickness varies, do you want to know the average thickness or the minimum thickness? Melissa?

MD: If it's gold plated?

Rachel: Yeah, do you want to know the average thickness or the minimum thickness? Or does it just not matter at all?

MD: I'd want to know the average thickness, because that's what is the precious part...that's the only part that's worth anything of the jewelry, the plating. The rest of it's just some other kind of metal.

Rachel: Ok and mute up. Steve or Larry. What do you think? Do you care about the average thickness or the minimum thickness?

SM: I guess the average; that would give me a bulk worth of what we're working with. Whereas the minimum, that might be, the minimum might be the average almost, who knows? So, I guess just the average. Average would give me more information because that would be all inclusive of the entire item.

Rachel: And Larry do you agree, disagree, don't care?

LG: Well I would...now wait a minute....

Rachel: It's ok, I'm not making a judgment about what I just said. Just go ahead.

LG: Well, I would like to know the average, it's kind of the max or the minimum of TJ Maxx, you know, I don't know. I mean, I really...I wouldn't want to know either way. Let's put it that way. I'm not going to look at it.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. You're not going to pay attention. Ok. So, **if you were shopping for jewelry that contains both gold and silver, does it matter to you which of the metals is identified first in the description of the product?** Who says yes, it matters?

LG: Yes.

Rachel: Ok, Larry why does it matter?

LG: Well, I would want to see the amount of gold first because I'm more of a gold person than silver and it's just a personal preference.

Rachel: And Melissa what about you? You said it mattered to you.

MD: Yeah, I'd want to know that gold is the most important part, the most expensive part. So I'd want to know that about the product before the silver or anything else.

Rachel: And Steve?

SM: What was the question?

Rachel: If you're shopping for jewelry that contains both gold and silver, does it matter to you which of the metals is identified first in the description of the product?

SM: No, as long as it has both, you know, gives me information on both, it doesn't matter which comes first.

Rachel: Ok. So moving on. **Do you know what carat fineness is?** Who knows what carat fineness is?

LG: That I don't know.

Rachel: Melissa, do you know what it is?

MD: No, I don't.

Rachel: And Steve?

SM: No I don't.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. Based on what someone told me, it means that the content of the metal, i.e., the gold, is what it says it is. 14 carat, 18 carat, 24 carat. So, given that that's a definition, do you care what the carat fineness is of gold, that's been applied over another metal? Yes, no, or you don't care?

LG: I would, I would, knowing what I know now, yes.

Rachel: Knowing what I told you? Because why?

LG: Because of the amount, the carat quality. Whether it's 14 or 18, I'd like to know that.

Rachel: And Steve or Melissa does that make a difference to you, do you now want to know that? Steve?

MD: Yeah I'd want to know. I'd want to know that because of the percentage and I'd want to know how strong it's gonna be, whether it's 24 carat it might be a little weaker, it might wear a little faster.

Rachel: Ok, mute up. Steve do you care what the carat fineness is of gold, that's been applied over another metal?

SM: I'm sure it's...need to know knowledge, I guess.

Rachel: But...you guess...but it's not really that important? Why do you say I guess?

SM: You could tell me it's 18 carat, but it might be so thin that all it did was make it colored gold so I mean...does that really add some value to it? I don't know. So like I said it's need to know knowledge with this stuff. But I'm more interested in the value of a piece of jewelry and that it'll retain...you know what I mean, and how I can....you know, a lot of pieces of jewelry, I hope...when I buy it that, you know, gold goes up and, I've made an investment as opposed to just something....something to wear.

Rachel: Ok I gotta keep cranking, we've got more questions. If a precious metal has been applied to a base metal like brass, do you want to know the identity of the base metal? Who wants to know the identity of the base metal raise your hand. Steve? And why?

SM: Need to know knowledge. I have a gold covered...a gold plated brass piece. I don't know. I guess that'd be something....just to know about the product I own. If I'm gonna buy something I like to have as much information as possible.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: And the others, you don't really care? Larry or Melissa?

LG: No I really don't have a strong opinion one way or the other on it.

Rachel: Because why?

LG: Well, it's still a plated or filled thing. You know, there's a guy, a friend of mine who has these gold, 18 carat gold handles in his bathroom but they were plated, and I got into an argument with him because it was plated over just some basic pewter. So you know, it's just like brushed on gold. What they would be worth I have no idea (inaudible). So I don't really have an opinion on it.

Rachel: Ok. Melissa anything to quickly add before I move on?

MD: No I guess similarly like I really don't care what's inside, I care more about the actual plating and the gold part of it, that'd be the outside.

Rachel: Ok, one last question about metals. Did you know **that all gold electroplate and vermeil were coated with a very thin layer of 24 carat fine gold**? Who knows that? Larry and Melissa? So how did you know?

MD: Vermeil is just....I've known from, I guess reading things and stuff. Vermeil is just a layer of gold over silver.

Rachel: And do you care about that, is that important?

MD: Well I would want to be told that, what it is. Just to know what I'm buying, but that's the only reason to care, and you can make your decision based on that.

Rachel: And Larry you knew that too, that those gold electroplate and vermeil are coated with a very thin layer of 24....

LG: Yeah. Because...the reason that is that's the separation of certain types of earrings, when they say that, they can actually sell them for more expensive price because it's been covered over the top, vs. the stuff that just kind of maybe looks like gold. But this actually is stuff that's gonna stay around. It still doesn't have a fantastic value to it. But at least it will hold up and look better.

Rachel: Ok, and Steve you didn't know. What do you think?

SM: It's nice to know.

METAL Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. There are two more metal questions and then we're gonna move on, about platinum type metals. It's a very common practice for jewelry manufacturers to plate or cover white gold with a thin layer of rhodium to enhance the white color. So do you want to know if a piece of white gold jewelry has been rhodium plated? Who wants to know?

MD: I do.

Rachel: Ok Melissa, Larry, and Steve you all want to know. Why?

MD: Because if it's pure platinum, it's not gonna wear well, it's not gonna last very long. Where if it has that coating, it increases the length of time that it's going to be able to be worn or used, etc.

GEMSTONE QUESTIONS: Pearls, Diamonds and Colored Gemstones **[Questions are bolded]**

Moderators - Rachel Geltman and Liz Chatelain

PEARLS

Rachel: Ok we're gonna move on. So, we're gonna move to the second part of our group. We're gonna be talking about **gemstones** for this part. We're gonna talk with you guys about pearls and diamonds, ok? So first we're gonna talk about pearls. There are natural pearls. Pearls can naturally come in white, light pink, (inaudible) grey and dark grey. **So what I want to know is have you seen other color pearls before?** So Larry and Melissa? What other colors have you seen?

LG: I've seen off yellow. Yes.

Rachel: You've seen off yellow? And Melissa what colors have you seen?

MD: I've seen black.

Rachel: Black? And Steve, have you seen colored pearls before?

SM: Yes. I've...A lot of times they're almost white but they have a tint to them. The ones that I've seen, they might have a pink tint to them, they might have a yellow tint to them. I've never seen straight colored pearls, but they always seem to have a tint to them...an aura to them, when you look at them, that they're not pure white.

Rachel: **Ok, and what is your understanding of how they get their color?** Do you know, Melissa, how they get their color?

MD: I don't know for sure but I'd guess that it's the type of environment that it's growing in or the type of organism that it's growing inside, I don't know. That'd be my guess.

Rachel: Larry or Steve do you know?

LG: I think that some are totally related to the part of the world that the pearl is found. I know black pearls tend to be more...I think from Asia Pacific, I think, if I remember correctly. The regions of the world can mandate the color sometime.

Rachel: Ok Steve, any other ideas how they get their color?

SM: No, my guess would be an environmental factor or what the oyster is maybe eating in its environment or something. I would guess that maybe manmade ones they could probably dictate what color they have based on...you know what I mean? Based on...How they know something will influence a color by adding that to whatever they're doing. But I don't know what they're doing.

GEMSTONE - Pearl Questions - Video Chat 1 Direct Transcription continued...

Liz: Rachel, can I jump in here? Let me ask you a question that's not on our list? Would you be surprised to know, it's a real fashion trend to have pink and red and green and blue pearls. Sometimes in the fine jewelry area, sometimes in department stores it might be in that sort of bridge area between costume and fine. But **these pearls are dyed. Would you be surprised to know that manufacturers take these white pearls and dye them different colors?**

LG: Not at all.

Liz: No Steve, you're not surprised?

SM: No that's kind of what I was alluding to that they probably add something. Whether a dye or a chemical in the water. Whatever process they're using, I'm sure they've come up with a way to add colors to that process. So, no I'm not surprised.

MD: No, no. I'm not surprised. That's what I would assume that's how they get the colors that don't occur in nature.

Liz: Have you noticed colorful pearls on the market lately?

MD: Yeah.

LG: I'd say yeah, especially the green and sometimes what I call almost aqua colors. Like H&M sells a lot of them. Those colored ones.

Liz: Uh huh. And Melissa, you've seen them?

MD: Yes, I've seen them in all kinds of colors. In reds and blues and greens and lavender.

Liz: Ok great.

Rachel: Larry or Steve, have you seen red, gold or blue? (inaudible)

LG: Yeah, I said that I've seen a lot of the blue and aqua colors, especially in places like H&M.

Rachel: And Steve? Red, blue or gold for you?

GEMSTONE - Pearl Questions - Video Chat 1 Direct Transcription continued...

SM: I...I see a lot of that type of stuff. But I guess I never pay much attention to it because I'm kind of skeptical about the authenticity of the item or the actual value really is if it's been....most of the things...going back to the antique business, 20 or 30 years ago, my dad never would have bought a green pearl, because it wasn't...an authentic item, that, you know, for value and resale and all that. So you know, I've seen the stuff but I've never stopped to see if they're manmade, if they're cultured, if they're actually authentic pearls, and any literature explaining, this is what we do and this is how it happens, enjoy your piece of jewelry kind of thing.

Rachel: Ok. So, **did you know that most pearls are bleached to make them look whiter?** Melissa?

LG: Yes.

Rachel: Ok, Larry. Steve, did you know that? Ok, so that's common knowledge. Do you care? Does that matter that they're dyed?

LG: Well I'm not really a pearl person, so what they do to pearls doesn't really affect me that much. I mean...

Rachel: That's ok. Melissa, what about you?

MD: No, no. I don't care. I think with pearls it's about the overall aesthetic so...because they occur in nature you're not gonna find...if you're looking for that continuity for the pearls to be the same color to have that brightness, it's kind of like teak. You're not gonna find that. You're gonna have to have them bleached, or dyed or colored.

Rachel: Ok. **And what about the term cultured pearls?** What does that mean? What's your understanding of cultured pearls, Steve?

SM: I believe those are...manmade or man induced. From my understanding a pearl...it's something that goes into the oyster and it's actually a....a buildup of stuff from being in the oyster. Like, it's not common. And that's I guess why they're so...that there's some value to them. It's my understanding that something gets in the organism and then it's a protective measure or something. I'm not really sure what it is but I know it's not a natural process. From my understanding of cultured, that is induced...and grown maybe on farms...whatever the process is, I believe cultured pearls are manmade or man induced pearls. I'm not positive.

GEMSTONE - Pearl Questions - Video Chat 1 Direct Transcription continued...

Rachel: Ok. Larry and Melissa, what is your understanding?

LG: I look at it...the same way if you have farm raised catfish, farm raised trout. It's farm raised, it's like what Steve said, it's more man made or there's a process it goes through to do the pearl.

Rachel: And Melissa, anything to add to that?

MD: No I agree...it's still natural, it was just helped along by like a farmer, just like if you're doing salmon or trout. It's still natural but it didn't occur on its own.

Rachel: Ok. And **what do you believe would have more value, jewelry, pearl strings that are sold with pearls or cultured pearls?**

MD: I think natural pearls.

LG: Natural.

Rachel: Steve?

MD: Because, it's just an occurrence of nature, it's not manufactured.

Rachel: Ok, what did you say Steve? Pearls or cultured pearls?

SM: I said it would have to be natural because they're...they're rarer. You know, anything that's normally rarer, if you're talking about everything else being similar, would have to have more value. I'm not really sure how to tell the difference between the two. But obviously they can...if fine jewelers tell you they're cultured and if you came to find out they were, they would lose their reputation so there must be some way to tell. I'm not sure, so if you can tell the difference that natural pearls would be worth more than cultured pearls.

Liz: Let me just interject. The terminology for pearls...the question that we're asking is, you saw an ad or you walked into the store and you wanted to buy for yourself or as a gift, a strand of pearls and it was marked as pearls in a nice strand...or it was marked as cultured pearls in a nice strand. We're looking for the terminology here. What would appear like it had a higher value? The term pearls or the term cultured pearls? Melissa let's start with you.

MD: I would think pearls because those are the natural ones and they're so rare...that ...because of the rarity I would think it would have more value.

GEMSTONE - Pearl Questions - Video Chat 1 Direct Transcription continued...

Liz: Ok and Larry?

LG: Uh, pearls. Absolutely.

Liz: But now it doesn't say natural. It just says pearls.

LG: Ahhh! Now that's a trick question (Laughs). Ahh! So that's a trick question. You ladies are getting sharp here. Ahh, I would think in that case and point the cultured probably would be worth more. Because the ones that you're talking about that they're coloring may be not 100 percent pearl so I don't know. That would be, I think cultured pearls would be more expensive.

Liz: Ok, Steve.

SM: I plead the fifth. No, I'd want to know more information. I would feel rather deceived if I'm buying something that says pearls and they weren't pearls. Now, cultured has a more positive connotation to it, because anything cultured is more sophisticated, more...so there's a positive connotation with the word cultured. So, but if you're selling me pearls and they're cultured pearls, I was still deceived. If they're both the same thing, I would want to know that they're cultured pearls. I don't think it would be ethically correct to label something pearls if they were cultured pearls. I don't know how much sense that made, but...it just comes back to value, resale value, inheritance value, passing onto the family. When I buy jewelry, those are the thoughts in my mind. Is this thing gonna be valuable? Is it gonna retain all its value? If it says pearls and it's just the same as this....I want more information I guess is what I'm saying, and I want the information to be ethical. And...if they were pearls and you just said they were pearls, but they are pearls, but they're cultured pearls, I think that's a little lying by omission. And, I don't think that would be ethically correct. (50:11) So for me...if I'm spending enough money on a piece of jewelry, I want all the information and my bottom line is gonna be based on value and resale value, and hopefully going up in value.

Liz: Very good. Thank you.

Rachel: So it looks like we're gonna keep you a little longer than we thought....**So freshwater pearls. Have you heard that term, freshwater pearls?** Who's heard it?

LG: Yes.

Rachel: Ok. And Larry tell us what those are or what do you understand them to be?

GEMSTONE - Pearl Questions - Video Chat 1 Direct Transcription continued...

LG: Those are pearls that are not going to be in a farm environment. They're gonna come from the Pacific or the Atlantic or from the Gulf of Mexico. They're pearls that are coming out of freshwater environments.

Rachel: Ok, and Melissa or Steve do you have a different...you've all heard of them but do you have a different impression of what they are? Melissa?

MD: I think they're coming out of, like, bodies of water that obviously don't have salt. They're lakes or...oceans are salt water. So...the mussel or oyster is coming from freshwater bodies of water.

Rachel: Ok Steve, do you agree with what Melissa and Larry are saying?

SM: I'm more along the lines of Melissa. I'm a fisherman and if I'm going freshwater fishing, I'm going in a lake or a river. Or it could be brackish. Because down here in Tampa I'm on the bay and stuff so I'm on sea and fresh. So if you tell me something's freshwater that means no salt...or a lake...so saltwater fishing, that's the lake or the sea.

Rachel: Ok. And real quick. **What do you think would cost more, cultured pearls or freshwater pearls?** Melissa?

LG: Fresh.

MD: Um, freshwater.

Rachel: Ok, fresh for both of you?

MD: (inaudible) they occur in nature.

Rachel: And Steve, do you?

SM: I'm gonna go with the cultured.

Rachel: Ok and why do you think cultured over fresh? I mean, why do you think they'd cost more?

SM: I think...to me it seems like they'd be....from my understanding of what I think freshwater are, it seems like they're the same thing, just different names almost. I'm not sure if that's not...cultured has that more positive annotation. If I'm buying something that isn't the authentic thing.

GEMSTONE - Diamond Questions - Video Chat 1 Direct Transcription

DIAMONDS

Rachel: Ok, so now we're gonna switch. **The last topic is diamonds.** So I'm gonna go through a bunch of....terms. I just want to know if you've heard of them and what they mean and what you've heard about them. So, starting with **cultured diamonds.** **Who's heard of cultured diamonds?** Ok Steve and Melissa. Larry you haven't heard of them? Ok Melissa what do you think they are and where did you hear about them?

MD: Well diamond's my birth stone so...and I love diamonds anyway. Cultured ones are...again, they're manufactured. They're manufactured in a lab with chemicals and they don't, they're not naturally occurring so they're not as rare. Not as expensive.

Rachel: How do you know that?

MD: How do I know that? I guess just knowing about diamonds and having bought diamonds and having diamonds bought for me and reading about it, I guess.

Rachel: And Steve, you said you knew about, you've heard about cultured...

SM: Yeah I wish....(inaudible)...I think it was about 1962 and I forget what company. But because of what he developed he got like a ten dollar gift certificate for that development. And it's like one of the best developments, you know? Along with other things, but...I just remember reading that and I can't remember the details, but it's along those lines. Cultured pearls, to me, they're not naturally occurring. I'm not getting them from the Gulf Coast, the...over there in Africa. There's probably blood not being spilled for them. There's a lot of dispute right now about blood diamonds and all the factions that are going on in Africa and stuff like that. But, again, to me they're not as valuable. When buying jewelry I want the authentic thing. So, yes that's my understanding.

Liz: Do you mind if I take over the next few questions? Rachel why don't you mute yourself? So the next term we're looking for is **laboratory created diamonds.** So Steve **have you heard of that term, laboratory created diamonds?**

SM: Yeah I've heard of several terms and that's one of them. You know, there's a bunch of different ways to twist the same thing, and that's one of the ones I've heard.

Liz: Ok, great. Mute yourself if you don't mind. Larry, how about you?

LG: Yes, yes. I looked at that as being the same as what she asked before and...I've heard of those, yes.

Liz: So it's sort of the same as a cultured diamond.

LG: Yes. Yes.

GEMSTONE - Diamond Questions - Video Chat 1 Direct Transcription continued...

Liz: Same terminology?

LG: In my opinion it's almost like a fake diamond. It's the type of stuff that you tend to see sprinkled into a watch and that kind of stuff. It's low grade gold. Low grade diamonds is what it is.

Liz: And Melissa, how about you?

MD: Yeah, it's the same as a synthetic diamond. It's manmade, it's created in a laboratory. It's synthetic. But, it has the same look and quality of a mine diamond, it's just created in a laboratory environment.

Liz: Ok. Well the next one is close again. **Laboratory grown diamond what does that sound like it is, Melissa?**

MD: It sounds like a similar thing. I know diamonds are created under pressure, years of pressure, so I think the process is...sped up if it's in a laboratory and if it's grown I know that that's how you get the colored diamonds and things like that.

Liz: Ok, and have you run across those before, have you seen any literature or things like that?

MD: Um, I've heard about it. I don't know if I've actually seen it in jewelry stores or anything like that, but I've read about it and read about how diamonds are made and how...just from seeing color diamonds and things like that that those don't occur in nature and they're synthetic and grown in laboratories.

Liz: Ok and Steve how about you? Laboratory grown diamonds?

SM: Yeah I just don't like the term grown. I don't see them grown as much as created. It's not a...it's not something that...when I think of grown it seems something biological almost, as opposed to being created where man is like building something or creating it. I've heard of them, but I've never liked the term. I was kind of always turned off by the term. I don't see a diamond being grown I see it being created. Time and pressure is what create them.

Liz: Time and pressure. Ok, good. Mute yourselves. We're gonna do another round here. **Synthetic diamond. Have you ever heard of that term?** Larry let's start with you.

GEMSTONE - Diamond Questions - Video Chat 1 Direct Transcription continued...

LG: Well that's again coming from a laboratory process. It's another area where they can qualify the level of the laboratory made diamonds. Well this is synthetic, well they use a synthetic process. It's just the pecking order of pricing for those types of diamonds.

Liz: Have you seen it in writing anywhere or have you come across it on TV or advertising...

LG: I've seen it at a jeweler, that carries a wide array of things. This one guy that I know that's a jeweler that sells synthetic diamonds to a couple that's just starting off. They're limited on their expenses. So, most people from the eye, except the jeweler if you took it to him, wouldn't know the difference.

Liz: So it's hard to detect whether it's natural or synthetic?

LG: Yes. Yes. Yes.

MD: Um, I actually think that synthetic is synonymous, or another way of saying laboratory or grown. It's artificial, it's just another way of creating a diamond that doesn't occur in nature.

Liz: Have you run across it at any point? In stores or your friends talking about it?
Synthetic?

MD: I've heard of it just synthetic, not necessarily laboratory grown. I think it's just a nicer way of saying it. It sounds a little better than laboratory grown. That sounds, you know, too technical. I think it's the same exact thing.

Liz: And Steve how about you? Does it mean anything different to you than the other terms we've discussed?

SM: Um, I think it's on par with the other terms we've discussed. However..I get a negative connotation with synthetic, I see synthetic equaling fake.

Liz: Ok good. A couple of more terms if you don't mind. **Imitation diamond**. Larry, it seems pretty obvious, but tell us what does that mean?

LG: Yeah, well that's just, it's a fake diamond. It looks good. It may break if it's dropped on the wrong place. It's usually made out of glass for the most part.

Liz: Ok. Melissa, how about you? Imitation diamonds.

GEMSTONE - Diamond Questions - Video Chat 1 Direct Transcription continued...

MD: Yeah it's glass, it's some other property where as...if it's created in a lab and it's synthetic, it's actually a diamond, it's just made in a different process or it's helped along, instead of, you know, being under rocks for years and years and years. So a fake is not a diamond whatsoever. It has none of the properties, it could be anything.

Liz: So an imitation diamond could be anything?

MD: Yeah.

Liz: Is that the best term?

MD: Yeah, it's fake...a synthetic diamond is still a diamond, it's just a different way of how it came to be, how it was processed. But it's still considered a diamond if you bring it to the jeweler. It's still a diamond. But an imitation diamond, something that looks like a diamond but it's not.

Liz: Ok. And Steve how about you?

SM: I'm kind of on the same level of that too. It's kind of like if I have an imitation Gucci purse, that means it was probably made in China and they're copyrighting violating and patent violations and those kinds of things. It's not the real thing, it might not even be. You could tell me it was an imitation diamond and if you tell me that that means you've covered your bases but it could be anything from glass to crystal, to anything that's clear and shiny.

Liz: Ok. Good. All right, last term. **Simulated diamond.** Larry, let's start with you again. **Simulated. What does that conjure up?**

LG: Well, it's almost like if you were going with the gold plated type of thing. There may be a tad bit of a diamond that has been...usually these types of diamond are gonna have a little bit of brown greyish color to them. They're not gonna be really clean diamonds. It does have some diamond in it. But not much.

Liz: Ok. Have you come across that term, anybody ever advertise it that way, or talk about simulated diamond

LG: Yes, there's one jeweler I know who deals in a wide variety marketplace; he has the full gamut of stuff. From fake to simulated to imitation, you name it.

Liz: Ok

LG: (inaudible) because there's a little bit of diamond in it.

GEMSTONE - Diamond Questions - Video Chat 1 Direct Transcription continued...

Liz: Ok we're gonna move along a little quicker now. I'm gonna read all these terms over to you again and my question is, **out of all these terms which one do you think represents the highest value product?** So let me just read it over...cultured diamonds, laboratory created diamonds, laboratory grown diamonds, synthetic diamonds, imitation diamonds, simulated diamond.

LG: Synthetic

Liz: Steve, let's start with you. Which one do you think, would sell for the most in a retail store?

SM: I don't like any of the terms. Had I have to pick one it would be, I guess the cultured diamonds, because (inaudible).

Liz: Ok, and Melissa, how about you?

MD: I would say the cultured because it doesn't have the negative connotation that lab created or synthetic might carry. It's the same thing. It's a nicer way of saying it.

Liz: Ok and Larry?

LG: I'm gonna go with the synthetic. I just think that that has a little bit of a...kind of like a simulation to it that works better.

Liz: Ok, very good. So my last question is, have you ever **heard of the term, fancy color diamonds.** Sometimes retailers will put it on a poster, a showcase. Have you ever come across that term? Steve, you're shaking your head no. You haven't heard that term?

SM: No ma'am.

Liz: Ok. Melissa? Larry?

LG: No. No.

Liz: Ok. All right. Well that was it, we got through it all.

LG: Well I wish we could have seen Suzanne!

Rachel: She's taking notes. I just want to text her and make sure she doesn't have any questions.

LG: Well it was nice to see you two lovely ladies.

Liz: Thank you very much.

JVC Consumer Video Chat 2 Direct Transcription Held 9 July 2012, 9:00 PM EST

METAL QUESTIONS

[Questions are bolded]

Moderators Rachel Geltman and Liz Chatelain

Participants:

Kathy = KA

Derick = DW

Leslie = L

Liz: I'm just from the fine jewelry industry and we have this set of questions and we need some real consumers to answer them and here they are. So why don't we go around. Kathy why don't you start and introduce yourself a little. Just tell us where you live, what you do.

KA: I live in Los Angeles, California and I'm an office manager for my husband's construction company.

Liz: Terrific. All right, Leslie?

L: I live in Chicago. I just retired from the police department after 30 years but I still work part-time.

Liz: Hah! They won't let you go!

L: No, I'm not working for the police department part-time, I have a couple other part time jobs.

Liz: Oh ok. Well congratulations. 30 years is a long time.

L: Thank you.

Liz: And Derick, tell us about you.

DW: Hi everyone, my name is Derick. I currently, it's my first job out of college. I work in the import business. We sell European goods. We bring them in from all over Europe and we basically sell...they're European food. They're cookies, chocolates delicacies, and basically we sell them to large grocery stores, chain markets.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Great! Do you have any free samples?

Derick: Yes I do, plenty.

Liz: All right, I want your number after this. So as I was saying, I'm gonna share with you a list of questions. Again, we're looking for top of mind responses, we're looking for any kind of experience you have with these topics. We're not looking for experts. We're not looking for people who want to be experts. We really just want very nice consumers who understand or who have purchased jewelry in the not so distant past so they've had some exposure in jewelry stores and/or online and/or department stores. Maybe TV shopping, whatever the environment is. There's so much to choose from. So I'm gonna read these questions just so I get them right. I wanted to remind everyone, please mute yourself when you're not speaking. If you don't there's a lot of background noise...everyone know how?

Rachel: Just click on the mic on the left.

Liz: Ok, so we're gonna start in the metals area for jewelry. As you know, most jewelry is made of some kind of metal, and there are a lot of different metals in the marketplace now. So we have some specific questions about metals. If you were considering buying a piece of jewelry that was plated with precious metal would you want to know how much precious metal was in the jewelry? Now precious metal is usually considered silver, gold, or platinum. So when I say precious metal, that's what I'm talking about. And plating is really a sort of layer. So you have one metal and layered on top is the plating. **So if a piece of jewelry was plated with precious metal, would you want to know how much precious metal was in that jewelry?** Kathy, let's start with you?

KA: Ok, yes. I would want to know. You mean, like if it's 14 carat or 18 carat gold. How much, percentage of it? Yes I would want to know that.

Liz: What the precious metal was and the percentage maybe?

KA: Yes. More detail, more information is better. Then I know what I'm buying.

Liz: Good point. Leslie, how about you?

L: I would definitely want to know. I have bought jewelry that was layered with precious metal and I find that it doesn't last as long as pure, you know, metal. Like if you buy sterling silver, it still wears off. The plated part. I've had that experience with gold. So I don't buy anything that's been layered, or that hasn't been layered that much. So it's gotta be a very small amount of non-precious.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok. And Derick, how about you?

DW: What I think is important is that knowing that it's plated, knowing that it's not a solid metal and make sure of whatever nickel or anything that's non-precious metal. But knowing what kind of percentage I...I think when it comes down to cost I don't think it's gonna be that important, because I believe the whole point of plating the metal is to make it more cost effective, more...to lower the pricings. I don't think it's that important to know how much...how much precious metal they use to plate it.

Liz: Ok. Next question. **If you were to buy plated jewelry, would you want to know the thickness of the plating?** Or would you want to know the percentage of metal in that entire item?

KA: I would want to know....oh, sorry.

Liz: It's ok....keep going

KA: Ok, I would want to know the percentage of how much metal they were using.

L: I agree. I agree with Kathy. I would want to know the percentage also.

Liz: Percentage? So thickness isn't as important?

L: Um, no. No, I would say the percentages.

Liz: Ok, and Derick, how about you?

DW: Um, percentage. Thickness is just gonna be too hard to get a real gauge of how thick it would be because I believe the measurements are so minute that it's hard to even gauge how thick it's gonna be when you give me a measurement.

Liz: Ok good. Sort of a follow-up question to that one is, **if the thickness of the metal on the plating varies, would you want to know the average thickness, or the minimum thickness of the precious metal on the jewelry itself?** Kathy?

KA: I would want to know the, I guess the minimum...oh average I'm sorry, average.

Liz: Average thickness?

KA: Yes.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok. Leslie?

L: Um, I guess I would want to know the percentage of precious metal they're using.

Liz: So if it's plated, and there are different thicknesses on the jewelry, which sometimes happens because of the design, would you want to know the minimum thickness or the average thickness of that plating?

L: Um, I guess the minimum.

Liz: Ok. Good. Derick?

DW: I'd like to know the average. It's overall better. Because the minimum seems like more of a marketing team that you have a minimum, let's say a large....or a very big somehow in other parts it's gonna be minute or very small. To me a minimum always seems like a marketing scheme to catch someone off guard or something.

Liz: Ok. Next question, **if you were shopping for jewelry that contained both gold and silver, does it matter to you which of the metals is identified first in the description?**

KA: Actually, yes. Because if it were gold, it's probably, there's more of it...maybe. If gold is first, I guess. I don't know. I'm assuming...it'll probably be worth more if there's more gold than silver. I'm thinking, I don't know.

Liz: So how should they describe that?

KA: For example the percentage of gold, I guess. Like if it's 60 percent gold and 40 percent silver. Something like that, in percentage.

Liz: Leslie how about you? Does it matter to you if they say gold first or silver first?

L: Well yes, depending on the piece itself. You know...would it be an item that was like...showboat the silver and the gold, or is it the gold over all the silver? So I'd want to know, depending on the piece itself, you know, what I'm getting, percentage wise.

Liz: Good point. Derick?

DW: In the context of seeing gold and silver and seeing which one is first, I don't think it's important as long as they're listed.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: As long as they're both listed? Ok. My next question is, **do you know what carat fineness is?** What do you think that means? Kathy?

KA: Uh, I don't know what that means.

Liz: Carat fineness. Leslie?

L: I've never heard of carat fineness. I've heard of carat but not fineness together.

Liz: Ok remember this is top of mind, so this is the type of thing we're looking for. Derick, how about you?

DW: No, I've never heard of that term. No, never heard it.

Liz: Ok that's fine. So, here's a follow-up. **Do you care what the carat fineness is of gold that's been applied over other metals?** So let me tell you carat fineness is the level of gold being used. You've all heard of 14 carat gold, 18 carat gold, 24 carat gold. Those are the types of gold mixtures used in fine jewelry in the United States. So the follow-up question is, if that metal, that gold is applied over another metal, it could be a plating of some type, does it matter to you? Do you want to know if it's 10 carat, 14 carat, 18 carat, the plating, gold on top?

KA: Yes. That's important (cross-talk). Yes. I really want to know. Because it tells you how much it's worth then. If it's 10 carat gold, it's gonna change colors, I know. 14 and above is better. So yes, I would want to know.

Liz: Ok. Leslie?

L: I'd want to know because I usually go with the 18 and up.

Liz: Even on something plated? Even when the gold's put on top of another metal?

L: Yeah, yeah. I would want to know...how much gold is. I think the higher carat gold, the better the piece is.

Liz: Ok Derick how about you?

DW: Uh yes, I would like to know. Just...it's kind of related to the weight of the actual material, or the metal it's being plated on.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Here's another follow-up question again. **If the precious metal has been applied to a base metal like a brass, do you really want to know the identity of the base metal?**

KA: Yes. I want to know. Yes definitely. I want to know what it is. Because sometimes people have allergic reactions to certain types of metals, so it's good to know.

Liz: Good. Leslie?

L: I would want to know also what else is in there.

Liz: Why do you want to know?

L: Um, like Kathy said, some people are allergic to different kinds of metals so you want to make sure you're getting something that's not gonna make somebody break out.

Liz: Ok, good. Derick?

DW: For me, I believe the base metal is important because for me, a lot of times with jewelry, I hold it in my hand and...I measure, I like some jewelry to be heavy. Some of them can be really light. Brass, for example, it can be compared to something else like stainless steel or another type of material, or another type of metal. Yes. So essentially I would like to know what the base metal is.

Liz: Very good. Ok. Next question. **Did you know that all gold plate, gold electroplate and vermeil are coated or covered with very thin layer of 24 carat gold?** Kathy?

KA: No I didn't know that.

Liz: Leslie?

L: Nope, I didn't know.

Liz: Ok, Derick?

DW: Could you repeat that? (Liz repeats question) No I didn't know that.

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok. Ok, that's fine. Just a quick note for you...it's very common practice for jewelry manufacturers to plate or cover white gold jewelry with a thin layer of rhodium to enhance the white color. Now rhodium is also a metal, and it's a white metal, obviously. A thin layer, keep that in mind because what happens....sometimes thin layers of metal can wear off. So the next question is...**do you want to know that the piece of white gold jewelry has been rhodium plated?** Does it matter?

KA: Yes. Because it may rub off or I want to know how long it will last or what it is. That's all my jewelry.

Liz: Ok, Leslie?

L: I would want to know because I never even realized that so it's something that I would want to know definitely. Now that you're telling me about it. I'm going to be asking.

Liz: Ok Derick?

DW: Um, yes I would like to know also. I think it's important to know why because...I want to know why white gold is sometimes more shinier compared to...or if two different jewelry, or one for example, like a necklace, one is more shinier than another. Maybe that's the reason. But if you're gonna make a statement on or about that jewelry, and mentioning that it's been plated, I think it's important to explain why it's been plated.

Liz: The next question...**did you know that rhodium plating wears off of the jewelry and you can have your jewelry re-plated with the rhodium at a reasonable cost?** I kind of let the cat out of the bag, as some of you didn't know. But did you know you could have it re-plated at a fine jewelry store, when the time comes?

KA: No, I didn't know that. I've never heard of that.

L: I knew. Because I brought a ring in and, it was a white gold ring, and they said something about "we can re-plate it" and it would've cost like a hundred dollars or more, just to do that, so. I didn't do it.

Liz: You felt like you didn't want to do that?

L: No, I...

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Derick, how about you?

DW: Uh same thing with Leslie. I brought my necklace in for a cleaning, or to get it cleaned, and they offered me the service. At the time I did not know what it did, nor did I know why they offered it to me. I thought it was some kind of, you know, some way they wanted to make extra money or something like that. They didn't explain to me the purpose of...plating it again.

Liz: So you didn't do it?

DW: No.

Liz: Did you get your necklace cleaned?

DW: Yes.

Liz: Ok. So we're gonna switch a little bit here. **Have you heard of the term palladium; do you know what it is?** Kathy?

KA: Nope. No, unless it has something to do with platinum.

Liz: It might. Leslie?

L: No, I've never heard of palladium. Just platinum but not palladium, no.

Liz: Ok, Derick?

DW: I've heard of it but I do not know what it means.

Liz: How do you think you heard of it, did you see it in the store, advertising?

DW: Yeah I think so. I've seen the word before, because....it sounds familiar, but I don't know what it means. I never took the time to look it up or find out or ask anyone.

Liz: Ok, so palladium is also a type of metal. It sounds like platinum but it's actually a different type of metal, but it looks like platinum. So the next question is, if you were to look at palladium...or any metal can think of but it's in a fine jewelry counter, when you're looking at something like that, **would you want to know how much palladium is in the jewelry that is stamped or described as palladium?** Do you want to know how much palladium it's made out of?

METAL Questions - Video Chat 2 Direct Transcription continued...

KA: Yes. Because I want to know what is in my jewelry that I'm buying. So yes.

Liz: Ok. Leslie?

L: I'd want to know too. Especially if it's not as good as what you're buying and it's something that's gonna wear off eventually. I do, I would want to know.

Liz: Ok. So it is a solid metal. So you're getting a solid metal piece, so it won't wear off. Derick, how about you?

DW: Can you repeat the question? (Liz repeats question) Yeah, sure. I don't see no reason why not to. Yes.

Liz: Ok. Ok. So now these are some general metal questions. **If you see a stamp on jewelry, does it indicate to you that that jewelry must be made of a precious metal?** Kathy?

KA: Uh, I would think so. Usually like 14 carat gold...it has that stamp, so yes.

Liz: Ok, it could be any kind of stamp. Just the idea of stamping.

KA: Yes.

Liz: Ok. Leslie, how about you?

L: I'd want to know, I'd want to know what the stamp is for. Well if it wasn't something that said 14 carat or 18 carat or whatever, I'd want to know what the stamp is for and then (cross-talk)

Liz: Do you think if you saw a piece of jewelry thatsorry...if you saw a piece of jewelry that's stamped do you think you would assume it's some type of precious metal?

L: Um, I would hope it was, if that's what they're selling it as.

Liz: Ok, Derick?

DW: Um, for me, I think the stamp is only traditionally for gold. Like I've seen a lot of other metals...that doesn't have a stamp like silver or platinum and...I think it's just...to be honest I think it takes a professional to know what is...if it's real gold or real silver or an alloy or plated. To me a stamp is...I think of gold....(cross talk).

METAL Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok. I think this is the last question in the metals category. If a jewelry retailer tells you that a piece of jewelry contains a base metal, such as brass or copper, and a precious metal, such as...platinum, gold. Would you expect a required minimum amount of the precious metal to be in the jewelry? In other words, **talking to a retail jeweler and they tell you that this piece of jewelry is a base metal, but it has gold, would you expect there's a basic level of gold automatically, for them to be able to use the term gold?**

KA: Yes. Definitely. There has to be some gold in it if they're gonna...say it's gold. Yes.

Liz: Ok. Leslie?

L: Um, I would expect it to. I would expect to know...I would ask how much base there was of the other metal. Now that I'm finding this out, I'm thinking I've been getting ripped off.

Liz: No, we don't want you to think that. But there's a lot of plated jewelry or mixed metal jewelry on the market.

L: Right.

Liz: Sometimes it's two precious metals together like silver with a gold plating on top. The question is really, for them to use the term precious metal, **does the jewelry have to have a minimal amount of that precious metal**, or can it just be so tiny but they get to use the name in marketing and advertising?

L: Uh, I think it would have to be so tiny that they could use it.

Liz: Derick, how about you?

DW: I'm sorry, I think what you're asking...isn't that the same as what 18 carat or 14 carat gold is? I mean, I forgot what the percent is but isn't 18 carat like a certain percentage of gold mixed with whatever metal? Isn't that basically what 18, what the carats stand for? If there's an industry standard, shouldn't that carry over to other metals? Or I believe it should, if that answers your question.

Liz: Let's just think about one piece of jewelry; the jeweler says to you, this is 14 carat over a base metal. And you're looking at it and you like it. So the question is, how much 14 carat needs to be on that piece of jewelry for that retailer to be able to use the phrase 14 carat. I don't mean percentage wise but do you think there should be a minimal amount of precious metal on that jewelry for him to be able to use the term?

DW: Yes. I mean they are using a standard of 14 carats, so, in order not to be deceived, or, I guess hoaxed into buying something without knowing what you're actually buying, I guess they should have a standard.

GEMSTONE QUESTIONS: Pearls, Diamonds and Colored Gemstones **[Questions are bolded]**

Moderator - Liz Chatelain

DIAMONDS

Liz: Ok, very good. We're gonna move to a different section. This section is about diamonds and different color stones. So I'm going to run down some terminology...Kathy's eyes got big when I said diamonds.... Again, we're looking for top of mind responses, any exposure you've had in the past. The first thing is a list of terminologies that I'd like to pass by you. Have you heard of them? If you have, what do you think they mean? Even if you haven't, what do you think they mean to you? And if you have heard of them, where have you heard of them before? So the first one is **cultured diamond**. Kathy, have you heard of that before?

KA: Yes, I've heard of cultured diamond. I guess, like, it's made. It's manmade diamonds, so. I mean...cultured diamonds? Yes, manmade.

Liz: And where do you think you've heard that term before?

KA: At a jewelry store.

Liz: Ok. Leslie how about you? Cultured diamond?

L: I haven't heard of it.

Liz: Ok. Derick?

DW: Um, I've heard of it before. I remember going shopping with my mom. She was buying diamond earrings and the salesman was telling me about cultured diamonds. And I was....it's made in a lab, it's synthetic. That's what I got from that conversation.

Liz: Ok, very good. Another term, then. **Lab created diamond**. Kathy, have you heard that term?

KA: No.

Liz: Ok. Leslie?

L: Nope.

GEMSTONE - Diamonds Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok, Derick?

DW: Um, it sounds awfully familiar. I've heard it somewhere before. I never heard anyone use that term, but it sounds exactly the same as cultured.

Liz: Ok. Next one, **Synthetic diamond**. Kathy?

KA: Uh, I think I've heard of it, but not lately. A long time ago I heard something about synthetic diamond. But I would think that's like not real. I don't know.

Liz: Ok, Leslie?

L: I have heard it, I'm just not sure what it is. It doesn't sound real.

Liz: Ok, Derick?

DW: I'm sorry again. It sounds....same thing, a lab created diamond, something that's not from, not naturally made. Something that's....formed by a person, not by a person, I'm sorry, a machine or computer.

Liz: Ok. **Imitation diamond**. Kathy?

KA: Yeah, I've heard of imitation diamond. It's like a fake diamond, like a zirconia. A cubic zirconia.

Liz: Leslie, imitation diamond?

L: Phony to me.

Liz: Have you ever seen anything? Have you ever seen anything that called itself imitation diamond?

L: No, just the cubic zirconia but that's what they call those, so. I've never heard anybody call anything imitation. I'm just going by what it means.

Liz: Ok, Derick?

DW: Um, I've never heard the term used in a mall...or at a store. But from the term it seems like it's not a real diamond.

GEMSTONE - Diamonds Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok. Let me just ask you this as a follow-up. Actually I have one more term I want to pass by you. **Diamond simulate**. Kathy have you heard that term?

KA: No.

Liz: Ok, Leslie?

L: I've never heard of it but I think it sounds fake.

Liz: Ok. Derick, diamond simulate?

DW: Um, same thing...it sounds similar to, ahh, imitation.

Liz: All right, a follow-up question. We went through these terms. If I asked you about a **lab created diamond or a cultured diamond, do you think they'd have the same characteristics or qualities of a natural diamond?**

KA: Yes. They try to make them look exactly like a real diamond, so yes.

Liz: Ok, so they have the same characteristics or qualities.

KA: They try to do it but it's still not the real one, but they try to make them look the same, yes.

Liz: Ok, ok. Leslie?

L: I think they try to make it look as close as possible, but, I mean, if you want the real thing, then you're gonna buy the real thing. I wouldn't buy anything that was manmade or lab created...diamond.

Liz: Ok, even if that lab created or cultured diamond had the same properties of a natural mined diamond. So it's almost indistinguishable from a natural diamond.

L: I guess it depends on what you want to....what you want to have, what you want to own, you know. To me, I'd rather have the real thing.

KA: And how much it is. And how much the price...price is important too. If it's similar price I would want the real diamond rather than the cultured.

GEMSTONE - Diamonds Questions - Video Chat 2 Direct Transcription continued...

Liz: Cultured, or lab created?

KA: Right, because (crosstalk). What's the price? Is there a big difference in price? That's important too.

Liz: Ok. So you're saying if it's similar in price you want to go with the mined, the natural mined diamond.

KA: Yes. Yes.

Liz: Ok. Derick, how about you?

DW: For some reason when you asked me that question I...I remember something, some marketing...I think it was that no two diamonds are alike or something like that? And, if they're created in a lab, no matter what the structure of the diamond it's gonna be different, even though they're not gonna be making the same diamond over and over. And I think no matter what, a diamond's still a diamond. Whether it be created from the earth, the pressure from the earth or created in a lab. For me, I don't think it's a big difference. Also, in a sense, if it's created in a lab, then I know it's not a diamond that's a blood diamond or diamonds that someone died for or something like that. With that in mind I think it's more valuable and more precious versus a diamond that's been mined or that could possibly have blood all over it or something like that. It kind of gives me a release, knowing that it's cultured, or, I don't know what's the other term we used, I'm sorry.

Liz: That's all right. So, let me back up. I want to read down all of these terms. Tell me which one do you think adds the most value to that product. All right so again we have cultured diamond, we have lab created diamond, we have synthetic diamond, we have imitation diamond, and we have diamond simulate. So, which one sounds like it would have the highest retail value? Kathy?

KA: Probably the cultured diamond, because it took time to grow it and....manufacture it, to make it a diamond.

Liz: Ok. Leslie?

L: Maybe simulated? I'm just...I couldn't remember all the ones you said, but simulated stuck out because they're trying to get it exactly as a real diamond.

Liz: Ok, all right let me tell you the list again (repeats list).

GEMSTONE - Diamonds Questions - Video Chat 2 Direct Transcription continued...

L: I'd still say simulate.

Liz: Very good. Thank you. Derick?

DW: Um, for me...from my point of view it seemed like cultured would be the best one to go with, just because it sounds more elegant and has more...more cultured, has more meaning behind it versus the other ones.

Liz: Very good. Thank you. One more diamond question. **Have you ever heard of the term fancy colored diamonds?** Heard of it or seen it in print somewhere or maybe in a store, or TV?

KA: No. No. No.

Liz: Leslie?

L: No.

Liz: Derick?

DW: I've heard of the term but I never paid attention to what it meant or anything like that.

COLORED GEMSTONE

Liz: Ok, good. Now we're gonna go on to color stones. These are color gemstones. I'm gonna give you some terminology and get your feedback about the colored gemstone area. We all know the term gem, as in color gemstones. **When you see jewelry labeled as a gem, do you assume it's of natural origin?** Kathy?

KA: Yes. Yes, I do. Yes.

Liz: Ok. Leslie?

L: I do too.

Leslie: Ok, Derick?

L: I assume they're real gems.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Yep, you assume it. That's what we want to know. Derick?

DW: No, I don't think so I think a lot of gems could be artificially dyed to have a color...I don't think it has to be naturally made or a natural stone for it to be a gem.

Liz: Ok. Now I just want to tell you that most gemstones are treated in some way to enhance their appearance. And sometimes these treatments take special care of the stone. **If a gemstone was treated and needed special care, would you want to be told? Is it important to you?** Kathy?

KA: Yes. I would want to know what they...what they've done to make the gem that color or whatever it is, I would want to know. What chemicals, or what they've added, or what they've done to enhance it. Yes.

Liz: Ok, and what about the special care?

KA: Yes, I would want to know. Because it's not really natural then. So I'd want to know what they've done to it.

Liz: Ok well you understand some of the treatments are very minor and you...to be in fine jewelry sometimes you have to do that to gems. So...

KA: I didn't know that

Liz: I didn't want you to think it's all bad.

KA: Ok, I didn't know that. So. Is it like a polishing and stuff like that or....

Liz: Sometimes. It could be a whole array of things. Because there's so many color gemstones out there. It could be a whole array of things. Leslie, how about you? Do you want to be told?

L: Yes. I want to know what I need to do to keep the ring looking good.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Derrick, how about you?

DW: Um, I think it's fine, not knowing. Because many times the salesman or....whoever deals with fine jewelry that never...they never tell you exactly what has been done and no matter what I'm pretty sure that all the gemstones like sapphires and rubies, has been, had to be dealt with somehow. I'm sure like, none of them comes out the ground, like they don't come out the ground perfectly shaped the way we see in the stores or the shine that they have on them.

Liz: Ok. Very good. Very good. So keeping this in mind, here's the next question. **When you purchase a piece of gemstone jewelry in person at the store, when do you expect to be told of any treatment that that gemstone has had?** Kathy?

KA: Um, if...if I'm gonna be buying it, basically, or close to buying it. If I look very interested in purchasing it. Not if I just walk by and they say what they've done to that gemstone. If I put it on my finger I would like them to describe what's done to it and all the other, where it comes from and all that other stuff.

Liz: Ok. Leslie? When do you want to be told?

L: Right away. I want to be...if it was something that I was looking at and admiring, I'd want to be told right away.

Liz: Very good. Derrick, how about you?

D: Um, I think it's important, especially when you have an interest in the jewelry or the gemstone.

Liz: Ok, good. Good. So keeping that in mind, **when you purchase a piece of gemstone jewelry online**, over the internet, when do you expect to be told of any treatments that gemstone has had? Now maybe you haven't bought jewelry online but you've bought other products that had some type of information that you needed to know. So when you're thinking about jewelry, when do you want to know? When do you expect to be told about these kind of treatments? Kathy?

KA: When...if I'm looking at the jewelry....where the description of the jewelry is, maybe?

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Leslie?

L: I'd want to know right on the website what would need to be done. While I'm browsing.

Liz: So maybe when you're reading the description?

L: Yes. Yes.

Liz: Ok. Derick?

DW: Um, I think it's important to have it listed in the description because any other stuff past that, you kind of already have your mind set on buying it. You're kind of entering your credit card already, so it's kind of late to make a decision then.

Liz: So sort of before you fall in love with it?

DW: Yeah.

Liz: Ok. Just a few more questions. I'm gonna ask you some basic questions about four different types of gemstones. And again, I'm just looking for your initial responses on this. We'll just go around to the three of you quickly. **What color is a ruby?** Kathy?

KA: Red.

Liz: Leslie?

L: Red

Liz: Derick?

DW: Red.

Liz: **What color is an amethyst?**

KA: Purple? Purple.

L: I think it's purple.

DW: I'm not sure but when you first said that word the purple came to my mind.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok **sapphire**.

KA: Blue. A dark blue.

L: That's my birthstone, so blue.

Liz: Very good, that was a trick question. Derick?

DW: Same thing. Blue.

Liz: Ok. **Emerald**. Kathy?

KA: Green

L: Green

DW: Same thing. Green

Liz: Ok. So here's another question. **Do these gemstones come in other colors?**
Kathy?

KA: Um, I think the sapphire does. The sapphire does. A white sapphire I think?
White.

Liz: White? Anything else?

KA: No...no.

Liz: So ruby, amethyst, sapphire and emerald. So sapphire you think comes in other colors.

KA: Yes. In a white.

Liz: Ok. Leslie, how about you?

L: I know that sapphire comes in other colors, I just don't know what. But I've seen other color sapphires and I was surprised because I thought they were only blue. I don't know if rubies or emeralds come in other colors.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok, all right. Derick?

DW: I think most of the gems come in different colors. I'm just not sure which colors they come in. I know for sure sapphire comes in red...or a different hue. Yeah, I think...I'm not too sure but I remember reading somewhere or seeing somewhere...I was really surprised, but I'm not too quite sure if it's all the gemstones or a few. I think most of them do.

Liz: Ok. Does the term composite gemstones....or **what does the term composite gemstone bring up in your mind?** Kathy?

KA: Um, I don't know. I've never heard of it.

Liz: All right. Leslie? Composite gemstones? What do you think it means?

L: Maybe...um, a stone that's not a real gemstone? That's been, you know, imitation or something.

Liz: Derick?

DW: Uh, I think it's...when more than one, I want to say rock but more than one stone.

Liz: Ok good. Next question. Kind of a follow-up question. **What do you think of a stone made up of small bits of ruby or sapphire**, could be other stones, but let's just say ruby or sapphire bonded together with lead glass to form a stone that's set in jewelry? What do you think of that? Kathy?

KA: I would think it would be some inexpensive stone.

Liz: Even if it was made out of ruby and sapphire?

KA: No, I wouldn't....it doesn't appeal to me. I would think it would be a less expensive stone.

Liz: All right. Leslie?

L: I don't like the lead glass, because you're taking away from the stones. There's a way to do it without using lead glass, it would sound more valuable to me.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Derick how about you? What do you think about the idea? Lots of little pieces of ruby or sapphire or some other stone bonded together with lead glass to be bonded together as one stone that could be set in jewelry?

DW: I don't see anything wrong with it. Um, I'm sorry I don't really have an opinion of anything against it or anything for it. Um, if it's something new and it creates a different design or a different visual effect to create gemstones, why not?

Liz: So last question. What sounds like a more accurate term for this type of stone? This little stone that I was just explaining to you? **A hybrid or a composite?** So if they could make this single stone out of little pieces of stone bonded together with lead glass, what do you think is a better description of it, a hybrid stone or a composite stone?

KA: Probably a hybrid. Hybrid, I would think.

Liz: Ok. Leslie?

L: I would say hybrid.

Liz: Ok. Derick?

DW: Um, for me, a composite stone, it's more understanding from my point of view. To understand how it's being made.

Liz: Ok so part B to this question is, thinking about this stone, **should it be called a gemstone?**

KA: No. Because it has the extra glass in there you said? Or....no. Yeah, it's not pure gem, so....no.

Liz: Ok. Leslie, how about you?

L: I think it's deceiving if you call it a gemstone. Because you have glass in it.

Liz: Ok, so there's something else in it to hold it together. Ok. Derick?

DW: Um, for me, gem is...the term gem sounds very generic. It could mean, just rock for me or stone, or mineral. I don't see anything wrong with calling it a gemstone.

GEMSTONE – Colored Gemstone Questions - Video Chat 2 Direct Transcription continued...

Liz: Ok so based on the questions I asked you, any comments off the top of your head about anything you've seen in the market? Anything you're particularly surprised at maybe? Or any questions you wanted to ask? We have about another minute.

KA: The only thing is the gems, I didn't know they did stuff to the gems to change the color or do stuff to it. So that was interesting to know.

Liz: Good.

KA: Now, yes, I'll be reading the fine print.

L: I learned about plating and diamond types.

Liz: Good. Derick what about you?

DW: I think what was most interesting was hearing about the composite or the hybrid gemstones. Actually never really heard of anything like that.

Liz: It's new. And as with any industry we're concerned with the correct terminology. As manufacturers and retailers, we all want to know what should we be calling things. So that's why focus groups like this, chat focus groups like this are so important to us. Because we really want to understand what the impression is, of certain terms. That's as important as using the correct term, sometimes. Certainly the gemstone composite is brand new.

DW: I think the hybrid or, calling it a composite gemstone, it certainly invokes a sense of new and fresh vs. calling it a gemstone without any other terminology to go along with it. It definitely...it definitely gives more than it takes away if you call it a composite or a hybrid.

Liz: Ok Good. Thank you all. We really appreciate this very much. Terrific job.

JVC Consumer Video Chat 3 Direct Transcription Held 10 July 2012, noon EDT

METAL QUESTIONS

[Questions are bolded]

Moderator: Liz Chatelain

Participants:

Katy = KS

Rene = RL

Theresa = T

Liz: Thanks ladies so much for taking time to do this with us, we really appreciate it. I'm in central California, by the way, so it's gonna be 104 today. It's a little hotter than Salem, Oregon.

T: I was gonna say, yeah. I think 81. Ballpark, for us.

Liz: Well, that's nice, 81's good. So have we gone around and just introduced ourselves yet?

Rachel: No, we just did a sound check so they need to do that.

Liz: Ok. Well I'm Liz Chatelain and I'm in the fine jewelry industry and today we're gonna be talking about terminology from fine jewelry. If you haven't guessed already. So, we've done this a few times, it's really interesting. All we're looking for is your top of mind response, things maybe you've seen in the marketplace, your own personal experiences. There's no right or wrong, that's why we're asking. So why don't we just go around and everybody tell us again, you know, where you're from, what you do, that type of thing. Kathy you want to start for us?

KS: Ok, my name is Katy actually.

Liz: Oh sorry.

KS: It's ok. ...and I'm actually an assistant, I'm from New Jersey, I'm married and I have three children.

Liz: Oh, very good. All right, Rene?

RL: My name is Rene, and I'm in....I can hear my voice again for some reason. I'm in Minnesota. And I live with my husband. I work out of the house so I stay at home. And...I love to walk in downtown area and around the lakes and rivers.

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: What's the temperature there today?

RL: Uh, I haven't checked yet, you know I don't have the air on. But I think it's supposed to get close to 90 so after this the air will probably go on. But right now it's cool in the house.

Liz: Oh, that's good. All right Theresa?

T: Good morning, I'm Theresa, I live in Salem Oregon. I'm actually a native Oregonian. You've heard today's gonna be a balmy 81 although yesterday, the past two days it's been around 90 so, summer has come to Oregon for the next six weeks or so. Well it's not raining, which is fantastic. I'm single and I work, I do public policy for the state of Oregon.

Liz: Very good, all right. So as I mentioned, we have a list of questions we're gonna get to in the next hour. There's no right or wrong answers, just top of mind response. You know, things you've been exposed to in the market. That's what we're really looking for. Ok? And what I tend to do is, sort of go in a little circle because I can see all your little squares with your faces in them so I'm probably gonna start with Theresa go up to Katy, go over to Rene in that type of circle, but if you have something to interject, please speak up. That'd be fine also. Don't hesitate. So the first half hour we're gonna talk about metals in fine jewelry. As you know, you have to set the jewelry in something, right? So what we'd like to do is to go through some terminology for fine jewelry. Which can be things that you already own or you just know of.

We're gonna start with the term precious metals. Something that jewelry manufactures also do is that they mix metals, they mix precious metals and non-precious metals together to make jewelry. If it has precious metals, it has to be indicated or identified in some way when it reaches the consumer. So the first thing we'd like to do is ask you some terms, and the first term is precious metal.

What are precious metals? Theresa you want to start us off?

T: Um, I was gonna say, that's a great question. I guess, specifically, when I think of the term, I think of things like 14 carat gold and its different, nuances, I guess. Like rose gold, which is very popular in the last year or two, fashion wise, for fashion jewelry. White gold, and then of course the yellow gold. Um, platinum...that's probably more what I think of as far as precious metals. I guess sterling silver as well and then also probably some of the other treatments such as the plated jewelry. Like if it's really nicely done, in that capacity.

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: Ok very good. Katy?

KS: Oh, sorry. Um, most times I would think of the platinum, some of the higher grade golds. You know, but mostly I would say platinum and the golds.

Liz: Very good. Rene?

RL: Well, when I hear the word precious metal, I don't necessarily think of platinum because to me that's...like the luxury, compared to the precious metals which would be more like your standard silver and gold. I know there's not a huge quantity of that in the world so that's why they're called precious, but they....silver's everywhere. Gold's everywhere. So I don't think of platinum as a precious metal. That's even above that, to me.

Liz: Very good. So the next term is....**fine gold**. What is the definition for that? Theresa?

T: Um I think as far as specification, probably 14 or 18 carat in nature, are the higher ends versus the lower, like the 10's and the plate, you know ones that are plated, sterling silver, that sort of thing.

Liz: Great. Katy?

KS: I would agree with what she said. I would agree and go with what she said and go with the higher gauge of the....the gold.

Liz: Do you know what a good....abbreviation for gold....have you seen abbreviations for gold in the marketplace? Sometimes it's stamped on the jewelry or it's used in advertising.

RL: K? Like 12K or....

Liz: Right. Those type of things

KS: (crosstalk) markings inside of like say a bracelet or something... (crosstalk)....it has a 12, you know, or whatever. It's a little, like, a tiny insignia kind of thing.

Liz: Very good. Rene? What about you? What do you think of when you think of fine gold?

RL: When I think of fine, to me, fine means delicate. But also well made, so I tend to think of the 12 carat or 24 carat or something like that.

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: Ok. Do you know what the standard terms in the United States or what the standard levels of gold are in the United States for fine jewelry? Rene?

RL: No

Liz: Anyone?

T: I guess.

KS: Are you talking about like 12, 24, all that kind of stuff?

Liz: I am.

KS: That's what I would think of, the 10, 12, and then they have, sometimes the plated or whatever she had said, the mixed.

Liz: Ok. Rene? Sorry, Theresa?

T: I would agree with what Katy said. I mean as far as like the base standard, I guess I would probably...ummm....probably 14 carat. That would be the baseline as far as what's considered like a fine precious vs. a lower end, I guess.

Liz: Ok. The standard in the United States, for jewelry, there's some other gold out there, and it can be. But it's usually 18 carat, 14 carat, 10 carat. Just so you remember those terms.

So, the next definition we're looking for is gold filled. **What does that mean to you when you see something that might be promoted, advertised labeled in a jewelry store as gold filled?** Theresa?

T: Um, again, I think it's going into, delving into the mixed metals. I mean, truly a mixed metal probably with something a little less, um...not lesser quality. I think sterling silver, for instance. I'm trying to think of other types of metals off the top of my head. Caffeine hasn't kicked in yet so I can't think of anything else ...but. Something like that. Which is a true blend, and which there's probably more...prominent gold than...than the other metals so you see gold color...I guess.

Liz: Do you know if there's any type of insignia or abbreviation for a piece of gold filled jewelry?

METAL Questions - Video Chat 3 Direct Transcription continued...

T: I don't recall any like insignia inside like jewelry. I mean I have some like that. I just recall like the advertising or that there was some sort of tag on the jewelry itself. But as far as insignia (crosstalk)...I don't...no.

Liz: Ok. Katy?

KS: Um as far as I would say, I think it would just be like she had said, a mix of it. Um, even maybe like the inners of it is different and then the outers is kind of like a gold or something like that. That's how I would think of it. And your other question, um, I...don't remember seeing anything but I do remember seeing advertising for it. Or, you know, if you buy it, it's advertised, that's what it is, to let you know.

Liz: So it's actually labeled as gold filled?

KS: Right.

Liz: Ok. Rene?

RL: Yeah, I've seen that term before and I'm not sure what it really means, but I always assumed it meant that it really is gold, because it's filled with that. It's not a plate. So it's not just gold plating, it's actually a solid gold. But that's just my assumption.

Liz: Ok. Good. The next term is **rhodium plating**. Have you ever heard about that or talked about that with a jewelry person? Theresa?

T: I've heard of it, but I don't know exactly what it is. Perhaps it's...like rhodium is, perhaps, to give the appearance that it's gold. I mean, like a gold, you know, the color, but it's not gold, per se. But I don't know for sure.

Liz: Ok. Katy?

KS: I'm not as familiar with that. Honestly, I would think of that the same way, um, in that it gives the appearance of gold or whatever it's supposed to be giving the appearance of.

RL: I...I have heard of it but all I think of it is like a cheap kind of silver color that's supposed to look like steel or silver or something. I'm not sure what it is.

Liz: Ok. When you see these terms we've just discussed stamped or labeled in jewelry, does it help you understand what metal the jewelry is made of so then you have a better understanding of the value you're buying? Theresa?

METAL Questions - Video Chat 3 Direct Transcription continued...

T: Yep, in general, yes. I think so. Um, as far as just the actual value of the metals that were being used in the product itself. Obviously with some jewelry brands, it's, you know, priced more because of the cache or the brand, that sort of thing. Or...you know, like gems...or items included in that piece of jewelry. But yes, I think overall ...the base of the metal....yes. It helps.

Liz: Ok. Katy?

KS: I think for me, when I hear certain things like fine jewelry or precious, stuff like that, it does definitely give me the impression that it's going to cost more, you know, and have more value.

Liz. Ok. Rene?

RL: I agree with that but I also want to add that the stamp, is the official way for me to know the high value of it. If it says it's rhodium, to me that's giving it a lower value. But I don't know, that's just my assumption. But it's the (crosstalk) that really tells me.

Liz: Ok good. (instructs them to mute mics). Ok so I want to just highlight a little more about rhodium. Rhodium is a part of the platinum group metals, they call it. It is a white color. In fact, a lot of manufacturers, it's common practice to cover white gold, which is pretty popular now in the marketplace, cover it with a light layer of rhodium, to help that white color. To help enhance the white color of the white gold. **Do you want to know, as a consumer, how important is it for you to know, that a piece of white gold jewelry has been plated or covered with rhodium?** Theresa?

T: Um, yeah, I would like to have that because I think from you asking us that first question that we didn't have a clue. I think that my...I thought of rhodium being kind of a cheaper...I guess, way of producing the base of jewelry. But, knowing that there was white gold underneath that, then yes. Yeah. It justifies the cost of it, the value of it, the durability. So yes. I would...yeah, that would be great to have more knowledge of that.

Liz: Good. Katy?

KS: For me, I definitely want to know what something's made of and that it's not a pure, whatever it is, you know, that it is coated with something. Whether it be to help protect it or make it look better. But still, I'd like to know, you know, what it is.

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: So how important is it for you as a consumer?

KS: Um, I think it's important and, you know, the jewelers that I deal with I feel like would tell me that. So I do definitely, I would kind of look down on them if they didn't, if I found out it was plated with something. I would expect that kind of knowledge to be one of the first things they tell you about the item.

Liz: Very good. Rene? How about you?

RL: Yeah, I would like to know too because if it's gonna be plated with something, even if it's to enhance it. Plating, to me, means it might wear off. So, that's going to effect the piece long term to me. So I want to know about it and I want them to tell me how long that coating's gonna last.

Liz: All right. This leads me to a follow-up question, and it reads...**did you know that rhodium plating, as with most platings, will wear off and you can have the jewelry re-plated in the future**, usually for a reasonable price or cost? A) did you know that and B) now that you do know that, how do you feel about it? Theresa?

T: (inaudible)...sorry...I didn't know about the rhodium plating, the rhodium being redone. Um, I think it's nice...the question I would have for the jeweler would be how long before it wears off. For instance, right now....not to go on a tangent or anything but it is relevant to the question. I have a piece of gold plated jewelry that I've had for less than six months and it wore off right away. I guess my question would be to the jeweler, like the quality or the durability of the rhodium itself. I mean, is it something I would have to have redone once a year if I wore this on a regular basis or is this something just kind of a rare occurrence?

Liz: Good. Katy?

KS: Um, it's funny that she said that. I was actually gonna say another thing. My mom has some plated and it came off like almost immediately. So for me, it would definitely be, because, you know, I think that maybe the jewelry care is a little different for these type of items. I'd like to know that in advance. And also, finding out how much it would be to re-coat it, would be another big question in whether I purchase it or not.

RL: Yeah, it might kill the deal for me because a lot of the times I get stones as well as metal, so how are they gonna plate it? Are they gonna have to take the stone off? And, I just...I'd want to know what it's gonna look like without the coating. Maybe it's fine, maybe it's livable since it's a fine metal underneath that plating anyways. But it might scratch up more, I don't know. But, it's gonna make a difference.....

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: ...I have to unmute myself! Moving along, we have another term. **Have you ever heard of the metal palladium?** Theresa?

T: Uh, yes. Actually, I've seen ads for it but I can't recall off the top of my head what exactly it's made off. Except that I know its durability and it's comparable as far as color and such. to platinum. So...yeah.

Liz: Ok. Katy?

KS: I actually think I did see it. I got my husband, recently, a bracelet that's like a...I guess it's like a stainless something, titanium kind of thing. And there was one there, if I'm correct, with that kind of, ah, metal.

Liz: Ok Rene?

RL: I've heard of it....but I've never bought it. I don't know what it is. I think it's supposed to be in fine jewelry. But that's all I know.

Liz: Ok. Palladium is in the platinum group metals, they call it, and it is a white color, like a platinum. **If you were to buy a piece of palladium jewelry, would you want to know how much palladium is in jewelry that is stamped or described as palladium?** How important is it for you as a consumer? Theresa?

T: I think, again going back to the other metals and knowing their value, yes. I think it's important. And it's also kind of a standard practice for gold and silver to have that stamp, so why not? To me, it's one in the same, really.

Liz: Ok. Katy?

KS: For me, I think it's very important because it adds to me knowing the value of something. Knowing how much is in there to know how much it's worth. You know, and how much I'm going to be paying for it and if it's a fair price.

Liz: Ok good point. Rene?

RL: Well...I'm still not real clear on how valuable that metal is. I know platinum is, but I don't know about this new one. And, so...I'm on the fence. Like, I want to know everything but whether I want to see it stamped on there, if it's not as valuable as platinum, maybe I don't want to see a stamp for this cheaper metal. So I don't know.

METAL Questions - Video Chat 3 Direct Transcription continued...

Liz: That's a great answer

RL: Good!

Liz: Yeah! A realistic, great answer. Thank you for that feedback. Here's some general questions about metals. **If you see a stamp on jewelry products, does it indicate to you that the jewelry must be made of a precious metal?** Like the inside of a ring being stamped with an indicator of what the metal is. Do you assume when you see that stamp that you're dealing with precious metal? Theresa?

T: Uh, yes. Yes I do. Because not every jewelry has that stamp...Going back to your previous comments about US standards for gold. I would presume that manufacturers have to follow those standards, you know, for those designated metals. So yes.

KS: I would agree with that. I only think of, like, higher quality or grade items as having that. 'Cause you can get the cheaper stuff and it doesn't really have any of that so I do associate it.

Liz: So you associate it with precious metals automatically? (crosstalk)

KS: Right. Something being more valuable and being more precious or more expensive.

RL: I agree with all that. I think it's a legal issue when they put a stamp on there and so I trust it more.

Liz: Good. Last question in metal division. **If a jewelry retailer tells you a piece of jewelry contains a mix: a base metal, such as brass or copper, and precious metal, such as platinum or gold, would you expect there to be a minimum requirement of the precious metal to use that term gold or platinum or silver?**

T: Uh, yes. I guess it depends on whether they truly market it as a 'quote unquote' mixed metal...versus maybe a dominant...like platinum. That it's mixed but platinum is the dominant metal. They're kind of passing it off as a platinum jewelry piece. Yes. There should be some minimum standards. (crosstalk)...it's like 90 percent copper and 10 percent platinum. Enough just to coat it and make it...you know, silver color.

KS: Uh, for me, I would say yes. It has to have some kind of regulation in order for it to say that. But, you know, I think in reality sometimes they don't have to put so much. You would think it would be that, but even if it has a little bit of it, I guess they could probably put that it does have it in there, for promotion. You know, to promote it a little better. For you to maybe think of it as a higher grade item, instead of a mixed item.

METAL Questions - Video Chat 3 Direct Transcription continued...

RL: I think...could you repeat the question? I'm sorry.

Liz repeats question.

RL: Realistically, I'm gonna say no. Because it sounds like it's costume jewelry. Unless he's trying to sell it to me as fine jewelry...I guess no.

Liz: So I'm just generally speaking. Let's say it had 1 percent of platinum and the rest was brass. Could he sell it to you and market it...as a mix of platinum and brass?

RL: I've seen it done, so yeah. I'm gonna say yes. You know you just assume it's costume jewelry kind of idea.

GEMSTONE QUESTIONS: Pearls, Diamonds and Colored Gemstones **[Questions are bolded]**

Moderator - Liz Chatelain

PEARLS

Liz: Ok. We're gonna move onto a new section: pearls and colored gemstones. We're gonna start with pearls. **Have you seen in the marketplace or advertising, and array of intensely colored pearls in fashion colors like red and blue and yellow and orange on the market right now?** How do you think they get their color?

T: I have seen those, I've not tried any of them on, although they're intriguing to me, I'll be honest. I presume that they're, you know, synthetic. It's just synthetically put in in some way shape or form. It's not, quote unquote, a natural...done naturally. They're sort of dyed....yeah, there's some trickery behind it.

Liz: What colors have you seen?

T: I've seen like bright pinks, some blues...I've seen red as well. (crosstalk). I've seen those on people.

Liz: Great. Katy?

KS: Um, I have seen them and the same as she said. Pink, around like Mother's Day kind of thing. And I think of them honestly being like manmade. Something that man produces in order to give them the different colors.

GEMSTONE – Pearl Questions - Video Chat 3 Direct Transcription continued...

Liz: So they're manufactured in a color. Ok. And Rene?

RL: I have seen them and I think I bought a pair of...I can't remember. I remember being tempted to get a grey pair or brown pair....I don't remember if I bought it or not. I think I stuck with the white. And I probably have seen pink. I haven't seen darker, like reds, or anything. But I think they're probably out there. And they don't look dyed to me. So I'm not real clear on how they do it.

Liz: Good. **They are dyed.** Most of them are natural pearls that are dyed. Right now it's fashionable to dye them intense colors....does that surprise you that they're natural pearls and then they're dyed? Theresa?

T: Uh, no. Because of where they're being sold I would be shocked that they were completely synthetically made. No. For the price....'cause I've seen a couple...like in flyers for jewelry stores. For the price, they'd better be natural pearls.

KS: Um, I actually agree with what she just said about they'd better be real. And I guess when you think about you can technically dye anything or you know, give it a certain color, other than what it comes in, you know, naturally.

RL: Um, I'm not surprised, too surprised that they're dyed. But...well I am a little bit for the browns and the greys. I thought those might have been more of a natural color. But for the brighter colors, yeah. It's pretty obvious.

Liz: It's obvious that red and blue is not a natural color for pearls.

RL: Right. Yeah and there's nothing you can feed the oyster that's gonna make it that color.

Liz: Ok. Here's the follow-up question. Now you know there are all these colors out there and they are dyed. **How important is it for you to know that these pearls are dyed.** I will tell you that the dye is permanent. It's a pretty safe treatment. How important is it for you to know as a consumer that these pearls are dyed?

T: I don't think it's that important. I think for me it's more knowing the pearl itself is natural and I....I know...I would presume I would ask, looking at the jewelry before purchase, is that...is it dyed? What is the process? So for me....as far as having it somewhere on the strand? No, not a big deal. Like a full disclosure? No, I don't think it's necessary, per se. I mean, I can see some brands, as far as having a little pamphlet or something within the box for an explanation. To me that's something that's best disclosed in the sales process vs. having to be permanently...or like in advertising vs. permanently having it on the strand, I guess. Like an insignia, something like that.

GEMSTONE – Pearl Questions - Video Chat 3 Direct Transcription continued...

KS: I think it's a good fact to tell you because it leads me then to know what I'm buying is a real item and worth more. And it's not kind of manmade or manufactured. So it's really still, you know, a real item.

RL: I think I would like to see something attached to the necklace or whatever the item...that says it's a permanent dye. Because...there can be imitations out that don't use a permanent dye. Although I don't know how that would work on a pearl because it probably absorbs anything. I think it would make know that even though it looks like a different fashion color it would let me know that it's still a luxury item, that's not gonna lose its value.

Liz: Ok. Next question. **Did you know that most pearls are bleached to make them look whiter?** Even if later they're dyed?

T: I didn't know. But honestly it wouldn't surprise me. Because in doing such it would increase the amount of pearls that are available to be used in jewelry. Cause I would presume that there was far too many of them that would be rejected because of spots and things of that nature. So....

KS: I did not know that but it doesn't come as a shock because they look better that way.

RL: I'm surprised and it makes me wonder if that's a difference in grade. Are finer grades of pearls unbleached? I'm so...it's an intriguing idea...like am I buying icky pearls now? I don't know.

Liz: All good answers. Next question. **Have you heard of the term cultured pearls?** And what does that mean to you?

T: Yes. Yes I have heard the term.

Liz: And what does that mean to you?

T: It's my understanding that the term is basically...that there's some sort of encouragement, I guess, for the pearl to be produced naturally, vs. it being....having the pearl divers...having I guess the pearls being produced, quote unquote, naturally in the wild.

KS: No, I'm not familiar with that term at all.

GEMSTONE – Pearl Questions - Video Chat 3 Direct Transcription continued...

RL: Yes, I have heard of it. I think it's when they seed the oyster to create a pearl. And, the cultured ones aren't...as special for some reason. They're still good pearls. But for some reason, I don't know if they're not as round or they're not as big. There's something about them that's not as high quality, but they're still very high quality.

Liz: Good. Next question. What do you believe has more value, when the pearls are **promoted as pearls or promoted as cultured pearls?**

T: I would guess...that's a great question. The generic term pearl could mean that it's, you know, like a...simulated, unless it's disclosed as a simulated pearl versus a cultured pearl. I would presume the cultured pearls have more value than regular pearls, I guess.

Liz: And by the way, there's no other description, just the word pearls.

T: Ok...so there's no disclosure if it's a synthetic pearl, or is it, you know....interesting.

Liz: Just the word pearls or cultured pearls? Which one denotes a higher value?

T: I would....I would say cultured pearls.

KS: I think for me cultured pearls because it sounds like a little more fancy or giving it a little something extra special.

RL: Well, I was going to say pearls, but now that Theresa talked about it, it could mean anything. So, I guess I'm gonna go with cultured pearls.

Liz: So you think the term pearls by itself could mean anything.

RL: Yeah, it could mean plastic pearls. It could mean anything.

Liz: Good. Next question.

KS: Can I add something? Sorry. I think about pearls as being more of a generic and cultured pearls as being more like a brand name. I guess like when you think of things, that makes sense.

Liz: Great. That does make sense. Next term, **have you heard of freshwater pearls?**

T: Yes. I've heard of them. I don't know the differential of that. But I do know that there's ...they're a different shape. They're not the perfect round shape, they're kind of more organic looking...I don't know how to describe it. But yes....as far as value, a bit lower value than like a cultured pearl.

GEMSTONE – Pearl Questions - Video Chat 3 Direct Transcription continued...

KS: I've definitely heard of the term but I don't really understand it and know much about it.

RL: I've heard of it and I think of it as a little bit lower value than cultured pearls, cause they're not round. They're...like Theresa said, misshapen. But you can get some weird shapes like crosses and all kinds of neat stuff. So it's kind of a nice alternative and it's nice that they're still real pearls.

Liz: Sometimes freshwater pearls are referred to **rice pearls or sea pearls**. Have you heard those terms before?

T: Yes....I've had a couple pieces....yeah. Because it does....look like a grain of rice....yeah. Think so.

Liz: Next question. **What do you think would cost more at retail: cultured pearls or freshwater pearls?**

T: (crosstalk)...yeah. They're more like (crosstalk)....sorry. Yeah I would say that cultured pearls are more of value, higher value and cost more than freshwater pearls. Because of the shape of it and such. They're more perfect, if you will.

K: I think cultured pearls. They just sound more...I don't know, special, or....upper grade.

RL: Yeah, I might agree with that. Cultured pearls would be the better ones.

COLORED GEMSTONE

Liz: Very good. That ends the pearl section. Now we're gonna move into colored gemstones. We've all heard the term gem, as in colored gemstone. **When you see jewelry labeled as gem do you assume the gem is of natural origin?** Does the word gem mean the stone is of natural origin?

T: No. No. Just from my personal observations like going into jewelry stores, you see like a sapphire, for instance. You see some that are more of a pale or blue vs. those that are bluer than blue. Obviously there's a differenceno, I don't look at...yeah. They're not all natural. I know that for sure.

Liz: But when you see the word associated with (crosstalk)

T: No...I think of it more as just the...what it is...like a sapphire, an emerald, or a diamond versus (inaudible).

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

KS: I actually do associate it with being real by the name of what it is. I don't know, you know, even why I do that, but I do associate with the...you know, real.

Liz: Ok, so when you see gemstone, you associate that with a natural gemstone?

KS: Right, right. I do, I guess, maybe too because of where I shop. I would associate it with what it's supposed to be.

RL: Yeah, when I see the word gemstone. I don't care if I'm shopping at Target or if it's...sorry Macy's or Saks. If I see gemstone, I'm expecting a real stone. It could be colored, but I'm expecting a real, natural stone.

Liz: So just to explain, most gemstones are treated to enhance their appearance. Some treatments are very involved, some are minimal. **If a gemstone was treated and needed special care, how important is it for you to be told?**

T: I think it's extremely important. I'd rather know up front before purchasing it....or upon getting it as a gift and not knowing why it turned color...or weird things have happened to it, vs. not knowing and feeling I got the raw end of the deal if you will.

Liz: Let's break the question into two parts: to you have to know if the stone has been treated as opposed to special care. **Just that the stone was treated, is that important for you to know?**

T: Uhhh.....I guess there's a difference to me between something being treated and having a simulated stone. Because I've seen both types in shopping for jewelry. But out of the two, the care is far more...to me more important. Out of disclosure (?)...that would be the choice.

KS: I think that being treated is kind of the norm. I think that it's something you kind of know maybe even in the back of our heads or we've heard it, buying stuff. I think it's important, but I don't think it's so important that...you know, I'd have to know. But, as far as the care, I would definitely have to know that because I also want to know when I buy something, the longevity of it. You know, what the special care is and even how long I'm going to have this. If I'm going to invest a lot into something, I'm gonna want to have it for a long time, if not, you know, pass it onto my children. So that's definitely important if I'm spending a lot of money on something to know what, you know, its life is.

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

R: Yeah I agree and I've actually had this conversation with jewelers, a couple of different ones. Asking...I realize this yellow color is not natural to the stone or it looks enhanced to me and they're like yeah. And actually the bright sunlight will fade it. But I've had to like have that conversation and through that conversation they confess that to me. So that kills the deal to me because I want to be able to wear it out in the bright sunlight. So the care instructions are very important. If it's something I'm only gonna wear on special occasions, I don't care if it's gonna fade. 'Cause it's not gonna fade that much for me. But if it's a daily use, I need to know that. Because I'm gonna end up with a different colored stone.

Liz: Good. **When you're purchasing a piece of gemstone jewelry in person, when do you want to be told about, when do you expect to be told about any kind of special treatments or care?** At what stage of the sales process?

T: I would expect it after....I indicate interest that I want to buy the piece. So I guess the after the sale.

KS: For me, I would love to be told when I start looking at it. But I would expect not until maybe I tried it on or asked to really look at it out of the showcase or whatever it is. That's when I would expect it to tell me...you know, kind of a little bit more about...give me a little more information.

RL: Yeah I agree with the last person. Before I take my money out and pay for it, I expect to be told this. I don't want to be told after I've given them my credit card. I want to know before I buy. Not necessarily the very first thing out of their mouth should be that. I mean I should be interested in the ring first

Liz: Along the same lines, let's say you're **shopping for jewelry online. At what point should you be told about treatments of the gemstones?**

T: I would expect a website would have some sort of tab or disclosure on the page itself with the item...before purchase. So, while you're browsing, it be there, of some sort.

KS: I would expect it in the description of the item. Underneath the price or the weight or whatever, I would expect some kind of information about it.

RL: Yeah, I would expect it in the description. Just like when I'm shopping for clothing. If I want more information, it would be under the description tag.

Liz: What color is a ruby?

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

T: Um, a red. Like...kind of more...closer to maroon than like a tomato red, but somewhere in the middle.

KS: I would say red anywhere between light red to ...almost pink to darker red.

R: I always think of them as a deep cherry red.

Liz: **What color is amethyst?**

T: Purple. Usually kind of like a medium to a darker purple.

KS: I would think of it as like an almost black color. You know, dark, dark.

Liz: Like just a dark color? Or...

KS: Like, no maybe purple like she said but a dark, dark deep color.

RL: Yeah I always used to think of it as purple. But it seems rarer and rarer. I've seen pink, I've seen green. And there might even be a clear one out there. So traditionally I always thought of them as purple, but that's harder to find now.

Liz: **Emerald?**

T: Green. Like...more darker than a peridot which is like a lime or pale green.

KS: I know it's a green cause it's my birthstone.

RL: Green.

Liz: Here's my follow-up. I'm gonna start with you Rene. You said you saw amethyst in different colors. **Do you think any and all of these stones come in different colors?**

RL: You know, I'm not sure I know sapphire can be heated to get different colors. I think it probably depends on the stone. So probably yes. And I know the medieval people...they made their stone jewelry...they would put enamel on the back of it, so the color of the enamel would shine through the stone and create a different color. So, I think there are ways to make different colors.

Liz: Ok, to make different colors. Ok. Katy? Do you think these stones come in different colors?

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

KS: I'd say yes because diamonds...you can make diamonds in just about any color now. I just recently got black diamond earrings so I do know they can be put in any color.

T: I can see them in different colors but the traditionalist in me just finds it odd. Just a personal opinion, but going back to what Katy said about the diamonds, you can get them in so many different colors so I don't see why you couldn't....particularly going back to what Katy was saying Emerald is her birthstone. Maybe she doesn't like green. Maybe she likes pink. So you can get a pink emerald instead.

Liz: So you think that, let's say emerald, coming in other colors than green is an odd thing?

T: Ahh, yes. I do. I think just because it is a base color...there's already a color in the stone vs. diamonds, which is clear. I don't know off the top of my head, I'm not sure why...I find it odd for like the amethyst to have all these, you know, rainbow colors, as an example.

KS: I agree. I could see them coming in deeper colors and lighter colors. But some of the stones...if they told me this is a pink emerald, I'd be 'like what?' I don't think that my mind would be...I don't know, okay with that. I don't know, I don't think I'd associate it with that.

Liz. Katy, you froze up a little, are you done?

KS: Can you hear me?

Liz: Now I can.

KS: Ok, yeah. I just think that, you know, it would just be weird to me. I would think, you know, if I'm gonna get a pink stone, it would be a ruby, you know, lighter. If I were to go that far.

Liz: And Rene when you saw these different colors of some of these stones, what do you think about that? What do you think about a yellow emerald or a green amethyst?

RL: You know, I'm ok with it. I was a little offended when the amethyst happened because that's my birthstone and I grew up with it as a purple and when it changed colors on me it was sort of a personal offense. But I like having the options like a pink emerald. I think it's wild, I think it's great.

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

Liz: And do you think calling it an emerald is ok?

RL: Yeah, as long as it's still an actual...the mineral is...the actual stone is an emerald, yeah. Sapphires you can do it with, and I don't know if you want to know my story, sapphires, how I learned about it, but...I think that's how you can get really nice colors.

Liz: Very good. Couple more topics and we'll wrap up. **What does the term composite gemstone bring up in your mind?**

T (1:00:47): Off the top of my head, I'm not sure what it means. Maybe that it's a made of different...I don't know. Maybe it's like mixed metals, I don't know. I have no idea.

KS: For me, it makes me think of kind of a manmade gemstone. Something that we create that is naturally created.

RL: For me, I think of two things. That's one of the things I think of that it's manmade, but that's secondary. The first thing I think of is a slice of emerald, a slice of amethyst on top to give a unique color. Because that's a comp (inaudible) of two. I've never seen it so I don't know what it is.

Liz: that was an interesting idea though. Very interesting. I'm gonna explain it a little bit more. What do you think of a stone made up of small bits of stone, and they're all bonded together using lead glass to make one stone that can be set in jewelry?

T: It's intriguing. My question I would ask the jeweler would be about durability of it. But it's intriguing to me, I mean, yeah I guess. It is like the gem version of a mixed metal.

KS: I think it's very interesting and I would love to look at it. I think it would be very pretty looking and different.

RL: I think it has possibilities to make all kinds of different forms that you've never seen before. So it might be real pretty. But again, if it's in glass, it sounds like it's easily chipped, so...the durability would be a concern to me. It sounds a little bit more like costume jewelry. Maybe a higher grade of costume jewelry but it's not fine jewelry.

Liz: Last question. **So in terms of a composite gemstone, which term is more accurate of a description: a hybrid or a composite?**

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

T: I think composite. But off the top of my head, I'm not sure why. It sounds better to me, vs. hybrid which is...I think of mutant or...the vehicle. It sounds....better. A classier term if you will. I don't know how else to describe it.

Liz: So instead of saying hybrid ruby, composite ruby? You think composite sounds better?

T: I like composite because it's a mixture, vs. a hybrid which is kind of like a...yeah. To me it sounds better.

KS: For me I like hybrid actually because hybrid to me is a positive term, like hybrid cars or...it just makes me think of a more popular innovative, new item. Where I think composite can be a little bit confusing.

RL: Well, I like composite because it's more honest, I think. It means it's...a combination of a bunch of stuff, which kind of classifies it more as costume jewelry. Hybrid sounds to me more like...you're starting with something natural and enhancing it. Like you've made it...you've taken it to the next level or something. That just doesn't seem to describe something set in glass. I think comp....composite, that's a better description of it.

Liz: As a follow-up, do you think this new stone, composite or hybrid, **do you think it can be called a gemstone?**

T: Um, the only reason I would say it would is because I've seen simulated gemstones in the store. So to me, having a hybrid or composite stone is more legitimate than one that is completely simulated.

KS: I think so especially if you put hybrid before it. You're letting them know that it's a different kind of gem so you're not just passing it off as a gem. You're giving a little term to it, hybrid. So they know it's not just a gem and they can ask their jeweler or whoever, why is it a hybrid so they get the disclosure?

RL: I say no, I think it's dishonest to call it a gemstone because, first of all, it's not one stone, it's many stones. And it's...it's glass. I think if they wanted to call it gemstones with an "s", but not a gemstone.

Liz: When you're talking about one though, it would be a composite ruby gemstone.

RL: Nope, I would call it a composite Ruby gemstones because it's made up of a bunch of rubies.

GEMSTONE – Colored Gemstone Questions - Video Chat 3 Direct Transcription continued...

Liz: Ok that's a legitimate point. Thank you so much, you were unbelievable. Rachel, how'd we do?

JVC Consumer Video Chat 4 Direct Transcription Held 16 July 2012, 8:00 PM EDT

GEMSTONE QUESTIONS: COLORED GEMSTONE

[Questions are bolded]

Moderator: Liz Chatelain

Participants:

Steve = SM

Deborah = DM

Christina = CS

Liz: I'm going to go down my list...and I'll probably ask you to answer the same way....if something jumps to mind, don't hesitate. So, I'm gonna start with Deborah. Here's the question for everyone. Same question. We all know the term gem, as in color gemstones. **When you see stone jewelry labeled as gemstone, do you assume the gems are of natural origin?** (Repeats question). Deborah?

DM: Not necessarily. It depends on the price. I look at the price as well. Um, sometimes the price will tell me whether that is a natural....meaning it's natural, it's the real gemstone. Um, if the price is a lot lower, that'll let me know that it's a copy of it. Or just a replica of a gemstone.

Liz: Ok. Very good. Christina?

CS: Yes, um...Deborah's right. It depends on where you're getting the gemstone. And if you're gonna....if you want to buy a gemstone, make sure it says genuine gemstone. Then... 'cause it will tell you if it's genuine or if it's...where they came from. So that's how you choose a gemstone. Then you're gonna know it's a real one...or a replica.

Liz: Ok. Steve?

SM: Ok, for me, yeah, I don't ever assume that it's a genuine gemstone. I know, as of late, I know a lot of home shopping channels, like QVC, they sell The Di - Diamonique series...with white gems, maybe orange. So, ever since seeing those shows, I always question when someone shows me a beautiful ring, whether it's a genuine or not. But usually the price point tells you (inaudible) whether it's an original or not.

Liz. Very good. Now I'm gonna ask you some color questions. I'm gonna go down the list...you just tell me what color comes to mind. So Deborah, if I asked you, **what color is a ruby?**

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

DM (2:58): Red.

Liz: Ok. Christina, what color is a Ruby?

CS: Red.

Liz: Steve, what color is a Ruby?

SM: I wasn't influenced by them, but red as well.

DM: It's like a purplish color.

Liz: Ok, Christina?

CS: You know what? I'm a little bit confused about that. I think Deborah's right but I keep thinking it's a light green. It's either light green or purplish.

Liz: Ok. Steve?

SM: I was...I was thinking green as well.

Liz: Ok. **How about an emerald?** Deborah, what color is an emerald?

DM: Green.

Liz: Christina, what color is an emerald?

CS: I think it's blue.

Liz: Ok. Steve what color is an emerald?

SM: You know, I think green on that one.

Liz: Ok. So I'm gonna go on now. Keeping all those colors in mind, Deborah, **have you heard of a yellow emerald?**

DM: No...but I do know that a lot of gemstones are being colored....being different colors than what you normally would think of. So when they went around and start talking about the amethyst, I remember seeing something like a pink amethyst. So I would assume that it could be a yellow emerald, somewhere. But I haven't actually seen one.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: Ok. Christina, yellow emerald?

CS: Honestly I haven't seen one yet, but Deborah might be right because, you know, they always process the gemstone, sometimes they don't have the original color anymore.

Liz: Ok, and Steve, have you ever heard of a yellow emerald?

SM: I haven't heard of a yellow emerald. I wouldn't doubt its existence. But I would think that maybe it's a manufactured stone versus an actual yellow.

Liz: Ok. Good to know. All right so, Deborah, back to you. **Have you ever heard of a black amethyst?**

DM: Yes. I have. I have heard of a black amethyst.

Liz: Ok. Christina, have you heard of a black amethyst?

CS: Yeah, I think I saw one in the store the other day. I thought it was an onyx and the lady said, "no, it's a black amethyst."

Liz: All right. Steve, how about you?

SM: Yeah, actually. I'm trying to think if it was onyx or amethyst. But I had a ring that had a black stone, so I would say yes as well.

Liz: Ok. So what do you think of when you think of a green amethyst? Deborah, back to you. You had said before that amethyst is purple. **What do you think now, of a green amethyst?**

DM: Again, telling what Steve said, maybe it's manufactured. You know, or maybe it's just a different hue of a color. Um, or something was, you know, changed, um, in the manufacturing to make that stone. It's not changing the stone but it's changing the color of the stone.

Liz: Ok. Christina, amethyst is normally purple...so what do you think of when you think of a green amethyst?

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

CS: You know, I think I'm gonna be a little bit....um....I don't know, it looks like it's a little bit strange (?), because now I'm thinking...it's a marquis that's a green. So, if I'm gonna get a gemstone, I want to get the real color. I don't want the one that's like processed or manufactured. So, it's ok, for a change, but I'm not really, I'm not that big of a fan of it...that sort of thing.

Liz: Ok. So Steve, amethyst is normally purple. What do you think when you think of a green amethyst? What would that mean?

SM: Well, again, I would go back to saying I.... Well since I thought it was green I'd probably think it's a genuine amethyst, but obviously I would be wrong in that...in that case. But....I would likely....as to what I'd think, per se, it would just be a nice creation, and you know, like we mentioned earlier, it could be a manufactured stone.

Liz: So Steve what is your favorite color stone? Natural colored stone?

SM: Favorite natural colored stone? Umm, would have to...actually is the green stone. I really think that it stands out, and that emerald green color is something that's really appealing.

Liz: Ok so emerald is a natural green stone. So what if you came across, in a store, an emerald that was some wild color that you couldn't imagine. What would that mean to you?

SM: Um, nowadays they, when they manufacture some of these stones, they're very high quality and they really do look genuine. So, for me personally, I would not be opposed to making a purchase of a emerald of a different color than its natural shade. Um, as long as it looks genuine and it's an appealing color, that would be something that I'd be very much open to.

Liz: Ok. And Christina what's your favorite color stone?

CS: Honestly...I don't consider diamond a colored stone, right? Because it's not...right? But if it's a colored stone I like the onyx. It's, it's just so pretty for me.

Liz: The black onyx?

CS: Yes, the black onyx.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: Ok. So let's say you were in a shopping environment, and you came across jewelry you really liked, and it was onyx but it was some unbelievable color, you never dreamt onyx would be. What would you think that onyx is?

CS: That happened to me once. I was in, somewhere in the Bahamas, and I saw the...like a firing (?) opal, and usually opal, it's like white, but that one is firing and I got it. I think it's amazing sometimes that you see those rare, ah, stones. But I'll get it, why not?

Liz: Ok. Deborah what's your favorite stone?

DM: Well, my favorite stone has to be my birthstone which is sapphire. I really love sapphire. The dark, deep blue.

Liz: Ok. So if you came across sapphire and it was just some unbelievable color, what would you think that sapphire is now?

DM: (crosstalk)...but I would say, well how did it get to be that particular color, when I know that sapphire is blue? So I would be questioning it a little bit more than I would normally if I just saw a blue sapphire, no matter what color. Even though I know it's dark blue, if I saw a lighter blue, I wouldn't question it as if I saw a....a green sapphire. I would definitely question it.

Liz: Ok. Very good. So, just a few more color questions. A lot of color stones are treated to enhance the color, sometimes, change the color. A lot of these treatments are completely permanent, some of them are not. So, when you're in a shopping environment, in a store, and you come across some jewelry you're interested in, and you find out that it's treated, or you're suspecting it's treated, at what point in your environment, and relationship to the sales associate, do you want to hear about the treatments? Is it at the end, is it more when you first are looking at jewelry? Deborah, what do you think?

DM: I think when I first start looking at it and recognize that it's different, that's when I'll start asking the questions....of what's going on with the stones. Why is it this particular color? And then if the sales rep didn't have a lot of information, I would probably not buy the stone, based on not knowing the information. I would probably have to come home and maybe do some more research and then, you know, if I found out that they color enhanced it or some other things for it, then I may go back and buy if it was something that I really liked. But if I don't get the information right then, that would probably turn me off of buying it.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: Ok. Christina what about you?

CS: Yeah, like if I saw something that I liked, usually I'd ask the rep right away. What is it made from and why the color's different? Or why it's so unique? This kind of thing. And, thank goodness, most of the stores that I went to buy jewelry they know the answer. So, I...I already trust them. 'Cause I've been coming with them for a long time, so.... Even though I bought it already, sometimes I look online too and check it out if it's true or not. That's how I (crosstalk).

Liz: Good. All right, Steve, how about you? At what point do you want to hear all the details?

SM: I definitely want to hear it on the front end, if it's color enhanced or some unique situation. I want to know about it prior to me getting any attachment to that particular ring or product. So for me it's good to know that information. And generally I try to stick with retailers that I know are reputable and (inaudible)...dealing with something like maybe a street merchant or what not. I'm just gonna assume that maybe it's, ah, you know, a manufactured type of ring (inaudible).

Liz: Ok very good. We're gonna switch gears a little bit. Again, I'm gonna read the question to you. **What does the term composite gemstone bring up in your mind?** What does that mean to you guys? Deborah?

DM: Uhh, composite gemstone. To me, it sounds like a mixture of gemstones put together, it's not the actual gemstone. It maybe....maybe one percent of it is the actual gemstone and the rest is manufactured. I think that's what that means.

Liz: Good. Christina?

CS: Yes, Deborah I think is right. A composite is like a, like...only a small percentage of the real one and...you just fix it together to make it ...a good gemstone. That's how I was thinking too.

Liz: Steve how about you?

SM: I was thinking it's just a small piece or it contains pieces of real gemstone, maybe, sort of like a chicken nugget where (crosstalk) you get the pieces and parts but not necessarily the real thing. That's kind of what came to mind.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: All right. **What would you think of a stone made up of small bits of say ruby or sapphire, bonded together with lead glass to create one stone that could be set in jewelry?** (repeats question). **What does that mean to you?** Deborah?

DM: Well...it depends on what it looks like. Um, to me, that's just a combination of a...a non-authentic jewelry piece. Um, if it's identified as that, depending on what it looks like, it may actually look nice, but I would know that it's not an actual real gemstone. I would know that, you know, 99 percent of it is not real. But I've seen some costume jewelry that looks really good. But it's not, um, real. So it just depends on how it's set up.

Liz: Ok. Christina, how about you? What would that mean to you?

CS: (crosstalk)...I think...ok if I see, like that, I think it's not that precious anymore. So...if...if I just want some change. Like, you know, something that I want to wear...like some of my friends know, I don't know how they know about it. Like if you're wearing a real one or not. So if it's just a regular day, it's ok for me to wear. But if I'm going to a big party then I can't wear it. I'm sorry. But, yeah, for me, it's not like a real one and I'm not really (inaudible) about it. Sorry.

Liz: All right. Steve, how about you? One stone made up of a bunch of little stones?

SM: It would, for me, I'd want to know the percentage of, you know, what are real stones, is it just one percent? Or is it 80 percent? Like a crushed ruby or something along those lines? That would be an important piece of information for me. I would be open to it if...if there was a big price advantage and it looked very similar to a real ruby if it had some lead glass in it. I would be open to it.

Liz: Ok very good. So along the same lines. **What sounds like a more accurate term to describe this new stone, a hybrid, or a composite?** Deborah?

DM: I think a composite. Because it's, you know, made of more than one part. A hybrid is kind of, the way I see it is like when two things are fused together and I don't think you have enough of the gemstone to say that something is fused together to make one nice pretty stone. It sounds like it's just a bunch of different stones, just kind of in like a melting pot. And then, mix it all up and that's what you get.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: Ok, Christina, how about you?

CS: I think composite would be better because composite always used for metals, and, you know, like stones. Hybrid is like a mixing of...mixing of race, things like that. So...I don't like the word hybrid. It's like, ok. I don't know, it's more professional if you're gonna use composite, than hybrid.

Liz: Ok. Steve?

SM: Um, composite is definitely more accurate. Hybrid's a term that I see in vehicles, so um composite is more representative of the parts and pieces (inaudible).

Liz: Ok. So, last question and thank you all again for spending time with us. **Do you think this composite stone should be called a gemstone?** Deborah?

DM: Well in one way, it could be actually be called a gemstone because it is actually made of gemstones. However, I feel like that would be misleading, because it's not a complete gemstone. It's made up of some gemstones but it also includes glass. So you're not getting everything. All of what you have is not gem, pure gemstones. So yes it can be used but it's very misleading. So I would prefer for it to be, if I had a choice of it being a composite versus called a gemstone.

Liz: Ok, Christina?

CS: Yeah, I think it would be fine, as long as you , put something on it that it's not 100 percent gemstone. Because nowadays, if you buy silver, they will tell you it's something like 9.26 silver or dah dah dah, something like that. And if you're gonna buy gold they will tell you it's a 14K 18K or something. So, I'm not so surprised if you're gonna do that to a gemstone because I know we're running out of gemstones nowadays. So, I think it would be fine. As long as you're gonna have the right description and you're not fooling the people who's buying it, I think it would be fine for me.

Liz: So in other words, disclosure. As long as they're disclosing it during the sales process (crosstalk)...

CS: Yeah because when you start buying the silver, before, we don't even know if the silver we buy is not really a pure silver. You can see on the back that it's only 9.6 or 9.7 -something, so nowadays people are more educated about it. They know it's not the real silver or if you're buying a gold, 14K is different from 18K, 24K, or how many K we have. So I think...even the diamonds, if you buy diamonds nowadays, you can't just get like a hundred carat diamond, they always specify how many carats it is. So I think gemstones nowadays they have to be like that too. Just be honest with what you're selling.

GEMSTONE – Colored Gemstone Questions - Video Chat 4 Direct Transcription continued...

Liz: Ok very good. Steve?

SM: I'm gonna agree...you can call it a gemstone but full disclosure has to be there. And even, say, a composite gemstone (inaudible).

Liz: Do you think instead of calling it just a gemstone, they could call it a two word description, a composite gemstone?

SM: Yeah because if I would happen to buy something that the merchant called a gemstone and later find out it contained led glass I would feel very deceived.

Liz: I'm sorry, say that again?

SM: I agree. Full disclosure is definitely the way to go if you're calling it a gemstone (inaudible).

Liz: All right, very good. Let me see if Sarah has any more questions. She can email you if she does.

CS: I love your earrings.

Liz: Thank you. They're my good luck earrings.

CS: What color....really, that's a blue, right?

Liz: This is a purple amethyst top and bottom on silver with little gold treatments.

CS: Maybe because the picture is so small I can't really see. It's so pretty because the stone is so big.

Liz: Oh. It's not all stone though, it's probably metal, but that'll work. I like them. I don't have pierced ears (crosstalk). There are only a few people in the jewelry industry without pierced ears and I'm one of them. So I have to look for earrings that I can wear as clips.....well I didn't hear from Sarah so I think we're ok with everything. Thanks again you guys. I really appreciate it.

Rachel: Thanks everyone. We'll get you your payment quickly, ok?

CS: With a free composite? (Laughter) That would be great.

-END-

Statement of Michael A. Akkaoui Regarding Electrolytic Applications of Precious Metals on Jewelry Products

I, Michael A. Akkaoui, am the President and CEO of Tanury Industries, a company that specializes in metal finishing and surface-layer applications of metals. Our specialties include electrolytic applications of precious metals on jewelry products.

Professional Background

Tanury Industries has been in business since 1946. The services we provide include surface-layer applications of gold, silver, platinum, rhodium, palladium and ruthenium. Our staff includes several chemists and engineers with doctorates in materials.

My recommendations are based on my professional experience in the field of metallurgy and metal-application processes, particularly electrolytic applications of precious metals on jewelry products. I hold a Juris Doctorate degree from the New England School of Law and a Bachelor of Arts degree from Providence College. I joined Tanury Industries in 1974, became its president in 1990, and Chief Executive Officer in 1995.

I serve on the Board of Directors of Manufacturing Jewelers and Suppliers of America (MJSA) and am a member of the American Electroplaters and Surface Finishers Society, the Providence Jewelers Club, and Rhode Island Contract Electroplaters. I am a certified International Organization for Standardization (ISO) lead auditor.

I have been a featured speaker on topics relating to electrolytically applied surface-layer applications of precious metals for MJSA and the American Electroplaters and Surface Finishers Society.

Types of Precious Metals Used as Applications on Jewelry Products

When the Federal Trade Commission last reviewed its *Guides for the Jewelry, Precious Metals, and Pewter Industries* in 1996, the precious metal used by our company for surface-layer applications on jewelry was almost exclusively gold. Today, in response to customer demand, many companies that produce surface layer applications, including Tanury, also use large quantities of silver, platinum, rhodium, palladium and ruthenium.

Durability: Minimum Standards for Electrolytic Applications of Metals

As noted above, my area of expertise is electrolytic applications, a process that achieves a metallic or other coating on a surface by immersing an object into a solution and using electric current to create a deposition. The durability of these applications on jewelry products can be reasonably assured only if the applications are of a minimum thickness, the specific minimum depending on the type of metal used in the application. In my experience, gained over 38 years in the field, reasonable durability is achieved for each of the metals listed below at these levels:

Gold: at least 7 millionths of an inch (approximately .175 microns)

Platinum: at least 5 millionths of an inch (approximately .127 microns)

Silver: at least 100 millionths of an inch (approximately 2.54 microns)

Palladium: at least 5 millionths of an inch (approximately .127 microns)

Rhodium: at least 3 millionths of an inch (approximately .076 microns)

Ruthenium: at least 5 millionths of an inch (approximately .127 microns)

It is our experience at Tanury Industries that, at these minimums, jewelry products perform well and meet the expectations of our customers. When subjected to normal wear, applications that meet these minimum thicknesses provide acceptable wear characteristics in the field that are consistent with consumer expectations for electrolytic applications of precious metals. We

cannot assure reasonable durability to our customers at thicknesses below the minimums stated above.

Nomenclature: Accepted Industry Practice

The terms used in the jewelry industry to describe electrolytic applications of gold have evolved since the Federal Trade Commission's *Guides for the Jewelry, Precious Metals, and Pewter Industries* was last reviewed in 1996. Notably, some terms are now used interchangeably, such as "plated" and "electroplated," while others have retained their separate meanings, such as "heavy electroplate" and "vermeil." Further, not only the terms, but the industry itself has evolved since 1996. For example, the *Guides* do not include nomenclature or standards for applications of precious metals other than gold, even though silver, as well as several of the platinum group metals, are now commonly used to create those applications.

The industry, as well as consumers, would be well served if the *Guides* were simplified and expanded to reflect current industry practice, as follows:

Plate, Plated, Electroplate, Electroplated

These terms are now used interchangeable to describe an electrolytic application of any precious metal. Reasonable durability of these applications can be assured when the minimum thicknesses described above are met.

Heavy Electroplate, Heavy Electroplated

Gold: The accepted standard in the industry for the use of these terms is at least 100 millionths of an inch (2.54 microns) of gold, electrolytically applied to an underlying metal.

Rhodium and Platinum: Technology permits applications of these metals at levels that are equivalent, in terms of durability, to 100 millionths of an inch of

gold – the minimum for heavy gold electroplate. Based on my experience, the durability equivalents are:

Rhodium: 8 millionths of an inch (0.2 microns)

Platinum: 20 millionths of an inch (0.5 microns)

Vermeil

“Vermeil” is a specialized term that is widely understood and accepted in the industry as consisting of silver covered by 100 millionths of an inch of gold.

Thank you for the opportunity to share my expertise with the Commission.

September 25, 2012

Michael A. Akkaoui
President and CEO

Date

Tanury Industries

Statement of Grigory Raykhtsaum Regarding Mechanical Applications of Precious Metals on Jewelry Products

I, Grigory Raykhtsaum, am Director of Metallurgy at Leach Garner, a company that specializes in gold, silver, gold-filled applications,¹ and alloys, as well as the production of precious metal beads, findings² and chains for use in the jewelry industry. Our specialties include mechanical applications of precious metals on jewelry products.

Professional Background

I have been employed as Director of Metallurgy at Leach Garner since May of this year. I was earlier employed by Stern-Leach (Leach & Garner), now part of Leach Garner, between 1984 and 2008, as a Senior Technologist and Senior Metallurgist. During that period I was engaged in research and development for new products, and managed the Materials Characterization and Assaying laboratories for the Company. Among my responsibilities was the design of corrosion and tarnish tests for precious metal alloys and coatings, as well as the development of standard methods for mechanical testing of finished jewelry. From 2008 to 2012, I was Vice President, Technology and Research and Development, at Sigmund Cohn Corporation in Mt. Vernon, New York, where I specialized in the manufacture of products composed of platinum group metals.

I hold an MS degree in Physics from the Polytechnic Institute in St. Petersburg, Russia. I have also completed all the courses required for a PhD degree in Materials Science at the Technological Institute at Northwestern University in Evanston, IL. I am a member of the Materials Information Society (ASM), the International Precious Metals Institute (IPMI) and ASTM, formerly known as the American Society for Testing and Materials.

¹ "Gold-filled," as discussed in more detail below, is an accepted industry term for a product that consists of silver with a surface-layer application of gold or gold alloy, the gold constituting at least 1/20 the weight of the metal in the entire article. The term is addressed in the current version of the *FTC Guides for the Jewelry, Precious Metals and Pewter Industries* at §23.4(c)(3).

² "Findings" are the small parts used to join jewelry components together to form a completed article.

My recommendations, below, are based on my education and professional experience in the field of metallurgy and metal-application processes, particularly mechanical applications of precious metals on jewelry products.

Types of Precious Metals Used as Applications on Jewelry Products

When the Federal Trade Commission last reviewed its *Guides for the Jewelry, Precious Metals, and Pewter Industries* in 1996, the precious metal used by Leach & Garner, where I was then employed, for surface-layer applications on jewelry was almost exclusively gold alloy. Today, in response to customer demand, many companies that produce surface layer applications, including Leach Garner, where I now work, also use large quantities of silver, platinum and palladium.

Durability: Minimum Standards for Mechanical Applications of Metals

As noted above, one of my areas of expertise is mechanical applications of precious metal on jewelry products. In a mechanical applications process, metal surfaces are fused together using heat and high pressure. The durability of these applications can be reasonably assured only if the applications are of a minimum thickness. In my experience, gained over 28 years in the field, reasonable durability is achieved when the amount of precious metal in the product, regardless of the type of precious metal, constitutes at least 1/40th of the weight of the metal in the entire article.

It is our experience at Leach Garner that, at this minimum, jewelry products perform well and meet the expectations of our customers. When subjected to normal wear, the applications do not abrade or otherwise wear away to reveal the underlying metal. We cannot assure durability to our customers below the 1/40th minimum stated above.

Testing

I am now in the process of devising durability test protocols for the 1/40th minimum standard recommended here for mechanical applications of precious metals, as well as for the minimum standards recommended by the Signatories for electrolytic applications.³ The testing will accomplish the following:

- Establish a durability test procedure. This may involve exposing the material to abrasive media for a duration of time, and evaluating the material loss by recording the sample weight and clad/filled or rolled plate thickness before and after the test.
- Establish certain standard durability criteria for rolled plate, and clad/filled material.

Nomenclature: Accepted Industry Practice

The terms used in the jewelry industry to describe mechanical applications of gold have evolved since the Federal Trade Commission's *Guides for the Jewelry, Precious Metals, and Pewter Industries* was last reviewed in 1996. Notably, some terms are now used interchangeably, such as "clad" and "filled," even though the current *Guides* do not set standards for "clad." The term "rolled plate" is generally used for mechanical applications of at least 1/40th, but less than 1/20th, the weight of the metal in the entire article, yet is defined differently in the current *Guides* at §§23.4(c)(3). Two terms, very much in use, are not addressed at all by the current *Guides*. These are "clad," mentioned above, and "bonded." Further, not only the terms, but the industry itself has evolved since 1996. For example, the *Guides* do not include nomenclature or standards for precious metals other than gold, even though silver, as well as several of the platinum group metals, are now commonly used to create those applications.

³ This Statement is attached as an Exhibit to the Signatories' Comments. Their specific recommendations regarding minimum standards for electrolytic and mechanical applications of precious metals can be found in their Recommend Guides at §23.7, attached to their comments as Exhibit 1.

The industry, as well as consumers, would be well served if the *Guides* were simplified and expanded to reflect current industry practice, as follows:

Clad, Filled

These terms are now used interchangeably. They describe a mechanical application of any precious metal, as long as the amount in the application meets the traditional standard of at least 1/20th of the weight of the metal in the entire article.

Rolled Plate

The use of this term is currently used for mechanical applications, of any precious metal, when the weight of the precious metal is at least 1/40th of the weight of the metal in the entire article. This is the accepted use of this term in the industry.

Bonded

The term “bonded” has taken on a very specific meaning in the industry: silver with a mechanical application of gold, or gold alloy, that constitutes at least 1/40th the weight of the metal in the entire article.⁴ This term is not currently addressed by the *Guides*.

Thank you for the opportunity to share my expertise with the Commission.

✓

Grigory Raykhtsaum
Director of Metallurgy

September 25, 2012
Date

Leach Garner

⁴Please see Exhibit 12, *Guidance on Description, Hallmarking and Marking of Bonded Gold in the UK*, reflecting a decision of the British Hallmarking Council on April 2, 2012, to limit use of the term “Bonded” to products with a silver core bonded with gold or gold alloy.

Statement of Christopher P. Smith, G.G., Regarding “Composite” Rubies

I. Biography and Background

I, Christopher P. Smith, G.G., am a 25 year veteran of the gem and jewelry industry with a distinguished international career. I began my interest in gemology in 1986, when I joined the GIA Laboratory, then in Los Angeles, CA, after graduating from their graduate gemologist and graduate jeweler's programs. Although initially a diamond grader, I quickly transitioned into the Gem Identification department where I worked with such notable gemologists as Shane McClure, Robert E. Kane, Chuck Fryer, Emmanuel Fritsch, and many others.

In 1991, I went to work for the Gübelin Laboratory of Luzern, Switzerland, where I eventually became Director of the Laboratory. At that time, I was the first gemologist ever to have worked for both the GIA and Gübelin laboratories. In nearly 12 years at the Gübelin Laboratory, I oversaw operations, developed key new services, and expanded the scope of Gübelin's operations globally.

I also pioneered research into several areas of gemology, including the further development and refinement of country-of-origin criteria for rubies, sapphires, emeralds, alexandrites, and other gemstones. This innovative work included the characterization of ruby and sapphire from a number of newly discovered deposits, such as rubies and sapphires from Mong Hsu, Nepal, Tajikistan, and Vietnam, as well as other localities.

As part of my research activities, I have visited a number of gem mines, including those in Myanmar, Sri Lanka, the Ural Mountains in Russia, Australia, Tanzania and

Thailand. While focusing a great deal of my efforts on the determinations for country-of-origin, I have also worked extensively on the distinction between treated and non-treated gems, including research on a variety of heating techniques for corundum, HPHT treatment of diamonds, and other treatments. The origin-of-color and its identification in ruby, sapphire, diamond, coral, tanzanite and other materials, the identification of and distinction between natural and synthetic gems, and the further development of analytical techniques and their applications in gemology also have been focuses of my work.

In 2003, I returned to the GIA Laboratory, this time in New York. As the Director of Identification Services, I was involved with the development of colored gemstone services and research. In December of 2006, I joined the American Gemological Laboratories (AGL) as Vice President and Chief Gemologist to spear-head the growth and development of their colored gemstone services. In April of 2009, I became President and owner of AGL.

I have made innovations to several areas of gemological testing and its applications for the gemstone industry, including: landmark studies on the detection of HPHT treatment of type II diamonds; methods for examining the internal growth structures of gemstones; the application of infrared spectroscopy for the distinction between non-heated and heated rubies and sapphires; the 'TE' system of classifying and quantifying the heat treatment and presence of heating residues in rubies and sapphires; the development of 'off-site' gemological testing for major laboratories; and most recently, a revolutionary classification system for gem-quality rubies and sapphires. Along with my identification and research work, I have published and lectured extensively on various gemological topics. In 2010 I was awarded an honorary

Fellowship (FGA) by the Gemmological Association of Great Britain (Gem-A) for my career-long commitment to the advancement of gemology. In 2009 I received the Antonio C. Bonnano award for Excellence in Gemology from the Accredited Gemologists Association (AGA). In 2007, I was awarded the Richard T. Liddicoat award by the American Gem Society (AGS). I am a past recipient of the Most Valuable Article Award in Gems & Gemology and have been a member of their technical review board since 1993. I was also a founding member of the Laboratory Manual Harmonization Committee (LMHC).

II. “Composite Rubies”

The product more commonly known as “Composite Ruby” is a relatively new manufactured material used as a stone set into jewelry. This material starts out as low-grade corundum which is infused with a lead-glass to produce a stone that appears to be of higher quality.

These stones differ from the traditionally heated rubies in a number of ways. Firstly, the fact that the glass has a high lead-content makes this glass very unstable under normal conditions of wear and tear, including standard practices utilized by bench jewelers for every day repair. Even a number of household products (for example, lemon juice, soda and strong detergents) may damage the lead-glass. This means that this product has dramatically different special care requirements than traditionally heated or

unheated rubies. Secondly, the extent of the treatment is much more severe. As a result, the lead-glass present in these stones makes up a significant portion of the weight of these stones. In some stones there is more corundum than glass in others there is more glass than corundum however the lead-glass always represents a significant percentage of the actual weight of the stone. Thirdly, the lead-glass has a golden yellow color that further augments the color of the stone.

The treatment process itself that produces the product is also different from the more traditional method of heating ruby. Although the exact conditions of the process are not fully known, it is known that the methods used to create the product consist of taking very low-grade corundum and first exposing the stones to harsh acids which leave these stones porous and brittle. The stones are unable to be fashioned in this condition. A further step involves immersing the stones in a bath of molten lead-glass for an extended period to in-fuse the lead-glass throughout the open pores of the stones. The stones are removed from the molten glass and allowed to cool, solidifying the glass. At this stage the stones have now been stabilized and may be fashioned to produce transparent stones that are a composite of corundum and a high lead-content glass.

The more traditional method of heating ruby has been around for centuries. Traditional heating methods that involve heat alone (over red-hot coals or in an oven) may be used to modify the color of a ruby without adding anything by changing the state of certain naturally-occurring elements and improve transparency without adding anything by dissolving certain naturally-occurring inclusions. A further extension of these traditional procedures may be utilized to “heal” (close) open fissures by adding chemicals, more commonly known as fluxing agents, during the heating process.

The healing of open fissures during the more traditional heating process results in a combination of features lining the now sealed, previously open fissures. These consist of re-grown corundum to bond the walls of the fissures, a vitreous melt (glass) and tiny voids (contraction bubbles) in the parts that are the vitreous melt. The combination of these features is referred to as heating residues. Although a glass is part of what constitutes the heating residues of traditionally heated rubies, it is only one of three components. The glass portion of heating residues is also colorless.

Although the exact chemical composition of the glass portion of the heating residues is variable, depending on which chemicals are used, lead is never a part of the chemicals used as fluxing agents during the traditional heating of ruby. The stability of heating residues to conditions of normal wear and tear, as well as standard bench jeweler practices is excellent to very good and well known in the industry. In addition, the specific weight of the glass-only portion of heating residues is rarely if ever enough to add any measurable weight to the stone.

(a) Impact on grade, quality, size, weight, cut, color, character, substance, durability, serviceability, price, value, special care requirements

The lead-glass treated product more commonly known as “Composite Ruby” has an impact on each aspect mentioned above as compared to unheated or traditionally heated ruby. To start, it takes low-grade rough corundum that would otherwise only be useful for industrial purposes as an abrasive and turns it into a transparent stone.

The lead-glass treated or “Composite Ruby” is arguable the most dominant ruby product available to the marketplace place today. Literally tens of thousands of stones, ranging in size from melee (very small stones used for side ornamentation) to over 100

carats are widely available and available in bulk. In contrast, unheated ruby does not remotely come close to this amount or size ranges of material in the market and even the more traditionally heated ruby does not offer this variability and volume in this range of sizes. Gem-quality unheated rubies are uncommon in sizes less than 1 carat, rare in sizes from 1 carat to 3 carats, very rare in sizes from 3 - 8 carats and extremely rare above 8 carats. Gem-quality heated rubies are comparably more common in sizes less than 2 carats, but remain uncommon in sizes of 3 to 5 carats and more.

There is a large price differential. Gem-quality unheated ruby varies in price considerably depending on many factors. It will normally range from on average, a few thousand dollars per carat to tens of thousands per carat and more. Gem-quality heated ruby also varies considerably depending on several factors. However, it will normally range from several hundred dollars per carat to several thousand dollars per carat.

“Composite Ruby” is offered for sale from numerous vendors at prices below \$1 per carat, upwards to approximately \$100 per carat. The most common price range is probably around \$5 to \$20 per carat. Of prime consideration, both unheated and heated ruby have resale value in the industry. The resale value of the lead-glass treated or “Composite Ruby” is virtually zero.

Research has clearly shown that this product has distinct special care requirements. This material is not as durable as an unheated or traditionally heated corundum. Standard bench jeweler practices and household products such as strong detergents, lemon juice and soda can severely damage these stones if they are not handled properly.

A significant portion of the weight for each and every lead-glass treated or “Composite Ruby” is from the lead-glass itself.

(b) Optical, physical and chemical properties of lead-glass-filled composite stones

Regarding the optical properties, although the lead-glass has a similar refractive index to that of ruby or corundum, it is singly refractive, whereas ruby or corundum is doubly refractive. The physical properties of the lead-glass are significantly different to that of ruby or corundum. The lead-glass is considerably softer and more prone to scratches, abrasions and breakage than ruby or corundum. The lead-glass is also chemically attacked or etched by a number of materials that will not harm ruby or corundum. Regarding the chemical properties, natural ruby does not contain lead, nor does the glass component of heating residues. When chemical analysis of a lead-glass treated ruby is conducted, a significant portion of the chemical composition is lead.

~~CHRISTOPHER P. SMITH, G.G.~~

President
American Gemological Laboratories

September 25, 2012
Date

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LAB DIAMONDS	\$899.00	\$979.00	\$1059.00
EARTH MINED DIAMONDS	\$20,091.00	\$43,600.00	\$94,513.00

Difference Between Natural Diamonds and Man-Made Diamond Simulants

To the naked eye, most people find it impossible to tell the difference between a natural diamond and lab-made diamond simulant, or to even distinguish one color grade from another. As far as price goes, the difference can be significant.

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For many people, just the thought of purchasing mined diamonds brings up images of slave laborers and children being disfigured. With these new lab-created diamond simulants, you now have the option of buying an ethical, environmentally-friendly diamond.

To truly call something a diamond, it does have to meet special criteria defined by the International Diamond Council (IDC). For extensive definitions of diamond terminology, check out the IDC Rule book.

The easiest way to find out if you are buying a real diamond is to know the hardness of the gem. A diamond must have a hardness of 10 on the Moh scale. Other standards include its specific gravity ($\hat{A}, \hat{A} \pm 3.52 \text{ g/cm}^3$) and its refractive index (2.42).

A **Diamond Simulant** is one that is created in a laboratory, such as Lab Diamond Simulants. Diamond simulants created in a laboratory will have perfect quality. They are colorless and flawless - the very properties that are desired in a perfect diamond.

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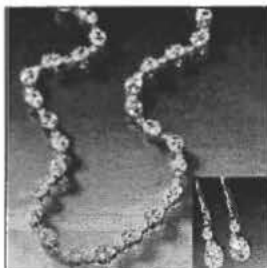
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GUIDANCE ON DESCRIPTION, HALLMARKING AND MARKING OF BONDED GOLD IN THE UK

PREAMBLE

The Hallmarking Act 1973 confers a duty on the British Hallmarking Council to take all steps appearing to be open to it for ensuring enforcement of the law with respect to hallmarking (s13(1)) and to assist enforcement authorities accordingly (s13(2)). The guidance set out below is issued in the exercise of these functions.

On 24th October 2011, Southampton Trading Standards contacted the British Hallmarking Council for advice in relation to products being sold in the UK using the term 'bonded gold'. The Trading Standards Office was also concerned about the marking of some of the product with the inscription 925 1/20 10K which they thought was potentially misleading to the UK consumer and also because 10K (carat) was not an accepted fineness in the UK. This matter was discussed at the British Hallmarking Council meeting on Monday 2nd April 2012, the first held since the query from Southampton Trading Standards. The British Hallmarking Council is made up of current and former Trading Standards officers, lawyers, trade members, lay members and members appointed by the four Assay Offices. All meetings are also attended by the four Assay Masters and by representatives of the National Measurement Office, which is the sponsoring body of the British Hallmarking Council and is an executive agency for the Department of Business Innovation and Skills, the Government Ministry responsible for hallmarking legislation

CONCLUSION

At its meeting on 2 April 2012, the British Hallmarking Council concluded as follows:

1. Description

1.1 In the UK, the Hallmarking Act 1973 s1 authorises the use of specified descriptions only in the course of sale or supply of gold, silver, platinum and palladium in the course of a business or trade. Those descriptions are set out in Schedule 1 of the Act which makes no reference to the term 'bonded gold'. The Hallmarking Act does allow the terms 'gold plated' and 'rolled gold'. Nevertheless the British Hallmarking Council was of the view that 'bonded gold' is very similar to 'rolled gold' and would have been allowed by the Hallmarking Act in 1973 had the process been invented when the statute was drafted. In the circumstances, the Hallmarking Act 1973 is outdated and the British Hallmarking Council therefore concluded that use of the description 'bonded gold' should not be the subject of any enforcement action and, by implication, could be used in the same way as the permitted descriptions of articles as 'rolled gold' or 'gold plated'.

1.2 The 'bonded gold' layer must be of a fineness of at least 375 parts per thousand and of a fineness recognised in the UK. This means that 'bonded gold' of apparently 10K can only be described as 9 carat in the UK.

2. Hallmarking

2.1 'Bonded Gold' on a base metal core.

'Bonded gold' on a base metal core cannot be hallmarked.

2.2 **'Bonded Gold' on a silver core.**

'Bonded gold' on a silver core can be hallmarked with a full silver hallmark only, the same as for a 'gold plated' silver article (silver gilt) or a 'rolled gold' silver article. NB Gold plated silver articles, rolled gold silver articles and bonded gold silver articles are not covered by the 'mixed metal' amendment to the Hallmarking Act (2007).

3. **Other Marks**

3.1 Other than the silver hallmark or a 925 stamp on underweight items, no other standalone gold fineness marks are permitted on the bonded gold articles, because they are potentially confusing and misleading to UK consumers. It is not permitted additionally to mark the article 9k, 10k, 14k, 18k etc, nor can the article be marked 375, 416, 585, 750 etc. For the same reasons, 'American' style mixed marks are not permitted either, for example 925 1/20 14k. This is the same as it has always been for gold plated and rolled gold articles under the Hallmarking Act 1973 in the UK.

3.2 A gold fineness mark (not hallmark) is allowed if it is immediately preceded or followed by the words 'bonded gold', 'rolled gold' or 'gold plated'. For example an article with a silver hallmark (or 925 stamp on underweight articles) can be marked as follows '925 & 18ct bonded gold/rolled gold/gold plated'.

4. **Underweight articles**

4.1 This guidance applies to all bonded gold, rolled gold and gold plated silver articles below the 7.78 gram exemption weight for hallmarking, as well as for those requiring Hallmarking. The 'exemption' is an exemption from hallmarking itself, not from the requirements of every other part of the Hallmarking Act 1973.

**Geraldine Swanton
Secretary
The British Hallmarking Council**

April 2012

Proposed Guidelines for Applications of Precious Metals Over an Underlying Metal

Mechanically Applied	Electrolytically Applied
“BONDED”	“VERMEIL”
By weight ratio: Precious metal over silver, ratio of at least 1/40th PM to total piece	By thickness: Gold or gold alloy over silver, minimum thickness of 100µin/2.5 microns
“FILLED” or “CLAD”	“HEAVY ELECTROPLATE” or “HEAVY ELECTROPLTED”
By weight ratio: Precious metal over another metal, at least 1/20th PM to total piece	By thickness: Gold or gold alloy (100 µin/2.54 microns) Rhodium (8µin/0.2 microns) Platinum (20 µin/ 0.5 microns)
“ROLLED [PRECIOUS METAL] PLATE”	“PLATE” or “ELECTROPLATE”
By weight ratio: Precious metal over another metal, at least 1/40th PM to total piece	By thickness: Gold (7µin / .175 microns) Platinum (5µin/.127 microns) Silver (100µin/ 2.54 microns) Palladium (5µin/.127 microns) Rhodium (3µin/ .076 microns) Ruthenium (5µin/.127 microns)
PRODUCTS BELOW 1/40th MINIMUM STANDARD	PRODUCTS BELOW MINIMUM STANDARD
Disclosure required (durability not assured, amount of precious metal by weight ratio.)	Disclosure required (durability not assured, amount of precious metal by thickness.)

When describing coated products, the identity and purity of the precious metal application must always be disclosed. No restrictions on using names not shown above (“washed,” “flashed” or “overlay”) to label products so long as the necessary disclosures (amount and durability) are provided.

Recommended Requirements for Mixed Metals

ALLOYS

A mixture or metallic solid solution composed of two or more elements. In order to identify the precious metal used in either a quality stamp or in marketing material, the following minimum purity thresholds must be met:

Gold	10K
Silver	0.925
Platinum	500ppt
Palladium	500ppt

ALLOYS WITH LESS THAN MINIMUM STANDARDS

A mixture or metallic solid solution composed of two or more elements, where the purity of the precious metals included does not meet the above minimum thresholds. The following rules apply:

1. No quality stamp may be used with the name of the precious metal.
2. Identification of the precious metal in marketing is only allowed if immediately preceded by the percentage of precious metal in the product.

COMBINATION METALS

Combination metals include products in which two or more metals are visually distinguishable (such as a 14K gold ring with a .925 silver ball attached to it, or a ring which is .925 silver that has parts consisting of 18K gold over .925 silver) or a product where the separate alloys are not visually distinguishable (such as a .925 ring completely covered in 18K gold.) In order to identify the precious metals, the following rules must be met:

1. The majority metal must be listed first.
2. Minimum quality standards for the identified precious metals must be met (see above chart.)

Diamond, Cultured Diamond, and Cubic Zirconia Comparison

This article describes the differences between natural diamonds, cubic zirconia, and cultured diamonds.

	Natural Diamond	Cultured Diamond	Cubic Zirconia
Price (1 carat, cut, yellow)	\$20,000	\$4,000	< \$20
Hardness (<u>Mohs scale</u>)	10	10	8.5
Index of Refraction	2.42	2.42	2.17
Dispersion	0.044	0.044	0.066
Specific Gravity	3.52	3.52	5.80
Main Chemical Component	Carbon	Carbon	Zirconium Oxide
Cleavage	Octahedral	Octahedral	None
Production Cost (est.)	\$1000s?	\$100s	\$1s
Available Since	n/a	2004	1977

Diamond

Diamond, also known as adamant, is a naturally occurring carbon allotrope. In other words, it is composed of carbon atoms arranged in a particular structure. The material is the hardest known to be found in nature. Natural diamonds are produced from mines.

Cultured Diamond

"Cultured" diamonds are a type of man-made diamond. While synthetic diamonds have been produced for decades, they have been small and limited to industrial uses. Cultured diamonds, on the other hand, can be up to 2 carats and come in a variety of colors such as clear, yellow, orange, and pink, making them suitable for jewelry. Cultured diamonds are produced using a newly invented production method that grows the crystals from a seed under high pressure and temperature. Two companies, Gemesis and Apollo Diamond, are competitively developing the manufacturing processes.

As the above table shows, the resulting diamond is identical in all ways to natural diamonds. Natural diamonds almost always have structural irregularities or chemical impurities. With cultured diamonds, such imperfections must be added to simulate nature and produce colored diamonds. Whereas colored diamonds (such as Jennefier Lopez's pink diamond engagement ring) are extremely rare in nature, they are cheaper to synthesize because they take several days to grow versus several weeks for clear diamonds. This may change as the manufacturing processes are perfected.

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Cubic Zirconia

Unlike cultured diamonds, cubic zirconia (abbreviated CZ) is made of a different material than natural diamonds. It primarily consists of zirconium dioxide. Therefore, its chemical properties are close, but different from diamonds. While cubic zirconia has more 'fire' or light dispersion, it is heavier and less hard. In absolute terms, diamonds and cultured diamonds are about 500 times harder than cubic zirconia.

Telling the Difference

There are various claims about whether or not cubic zirconia can be differentiated from natural diamonds by the untrained, unaided eye. However, simple lab tests can easily differentiate them since they are made of different materials. On the other hand, there is no way to differentiate between a natural diamond and a cultured diamond. This fact causes great consternation to the diamond industry, which is racing to develop differentiating methods.

In order to avoid confusion and increase legitimacy, the companies producing the cultured diamonds are taking measures to mark their diamonds. For example, they might laser inscribe them or add trace impurities. Otherwise, diamond buyers would not be able to tell if the diamond they are buying originated from a natural mine or from a machine. A natural diamond might command a premium due to its ostensible rarity and the expense of mining it. An unscrupulous seller might pass off a far less expensive cultured diamond as a real diamond. Whatever risk the buyers perceived would directly translate into lower prices for real diamonds. Some buyers may not even care about the origin.

Diamonds are many things to many people. They are desired as objects that represent status, wealth, love, divinity, and purity. If pure diamond can be manufactured at a low cost, then the symbolic value may or may not change. What is certain, though, is that there would be economic benefits to society. The properties of diamonds, particularly hardness and thermal transmissivity, can be used in many applications, including semiconductors. Personally, I wear eyeglasses and I would pay a premium for eyeglass lenses made of diamond. Instead of being only scratch-resistant, they would be completely scratch-proof!

Links

- [The New Diamond Age](#) - September 2003 Wired Magazine Cover Story
- [Diamond Simulants](#) - Information about alternatives to diamonds
- [Gemesis](#) - produces gem-quality cultured diamonds
- [Diamonds Cultured](#) - A US-based retailer of cultured diamonds
- [diamonds are for never](#) - Anil Dash's rant about diamonds
- [Not forever](#) - A salon.com article on the problems with the diamond industry



Wikipedia Articles

The articles in Wikipedia are required reading for anyone wanting more details on diamonds, cultured diamonds, and cubic zirconia.

- [Diamond](#)
- [Cubic Zirconia](#)
- [Synthetic Diamond](#)

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Disclaimer: This content is provided as-is. The information may be incorrect.

Current Nomenclature for Lead-Glass Filled Composite Rubies

	Whole piece of low-grade corundum treated with lead glass	Separate pieces of low-grade corundum that were originally from the same stone	Separate pieces of low-grade corundum not originally from the same stone
American Gemological Laboratories (AGL)	Composite ruby	Composite ruby	Composite ruby
Gemological Institute of America (GIA)	Fracture-filled ruby	Manufactured product	Manufactured product
American Gem Trading Association (AGTA)	Lead glass-filled composite ruby	Lead glass-filled composite ruby	Lead glass-filled composite ruby

The Signatories advocate that all categories should be identified as “imitation,” “manufactured,” “composite” or “simulated” ruby. This can be found in our Recommended Guides, Exhibit _____, at § 23.24(d).

JVOC JEWELERS VIGILANCE COMMITTEE

The Industry's Guardian of Ethics and Integrity

March 23, 2007

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Robin Spector, Esq.
Laura Schneider, Esq.
Jim Kohm, Associate Director
Division of Enforcement

Dear Bobbi, Laura and Jim,

Thank you for taking the time to meet with Elaine and me on March 6, 2007 to share your preliminary views regarding the Petition that the Jewelers Vigilance Committee and 10 other leading jewelry associations filed with the Commission on December 11, 2006. Our petition requested that the Commission amend the Jewelry Guides to add the term "cultured" to the existing list of terms (such as "precious" and "real") that the Commission has already determined are likely to be misleading in conjunction with manufactured products (hereafter "Petition"). I am writing to follow up with some additional information and to clarify some points.

First, one issue that emerged regarding the use of "cultured" in connection with lab-grown diamonds was that the laboratory process for growing diamonds possibly was analogous to the culturing process for pearls. We discussed the possibility that consumers were not likely to believe that cultured diamonds could be created by placing a seed underground for a long period of time in an attempt to replicate a natural process, as occurs with the culturing of pearl. Instead, we discussed the fact that consumers might think that the lab process for manufacturing diamonds was similar to culturing pearls, which could be "farmed" in an aquarium and that a lab could be the "aquarium equivalent" for diamonds. In an effort to address this subject, I thought it would be useful to offer additional information on the process of culturing pearls and the distinction of that organic, natural process to manufacturing man made diamonds.

Although the Jewelry Guides correctly describe the key secretory process that creates the organic material (pearls) when the mantle of a mollusk is irritated by the insertion of a nucleus in the mollusk (16 C.F.R. § 23.18), the Guides do not contain a complete description of all the factors that are critical to the creation of pearls. This is understandable, as the Guides are not intended to be a technical dictionary. At the same time, however, it is erroneous to conclude that other factors not specified in the Guides are immaterial. Specifically, it is critical to understand that pearls cannot be grown in an aquarium or in just any natural body of water. The natural nutrients in the water, the temperature and the flow of the water are all key factors. Thus, cultured pearls cannot be grown in an aquarium or just any body of water. A lab/factory setting does not even remotely resemble the culturing process, and the technology-based process used in manufacturing diamonds cannot be considered analogous to the pearl culturing process.

In pearl culturing, there is an initial act by man. Specifically, human beings insert the natural seed (the nucleus) into a living organism (certain mollusks), and then nature takes its course. Like the farming of other products, once the seed is planted, the "farmer" is at the mercy of nature. The successful growth of a pearl is dependent on the forces of nature (including water temperature, flow, and nutrient quality and levels on which the mollusk feeds) and the health of the living organism in which the pearl is grown.¹ In contrast, for man made diamonds grown in a factory setting, the process is quite different. In this process, the manufacturer inserts a synthetic seed, mechanically applies machine created heat and high pressure in an artificial mechanized atmosphere. There are *no* natural processes involved because the process is a purely automated, technologically controlled one.

Second, you raised questions about the use of the term "cultured" diamond when the advertiser may also describe the product as a "lab-grown" diamond. I understand that the "net impression" determines ad meaning, which then allows an assessment of whether the ad claim is deceptive or unfair. In this regard it worth noting the following.

Guides, as you know, are designed to allow industry members to avoid unlawful practices, and in this respect provide guidance on practices that the Commission believes, as a *general* matter, may be unlawful. See 16 C.F.R. Part 17. The Commission is not however making a determination about whether a particular act or practice in a particular setting is unlawful. The Commission recognizes that in certain settings practices that the Commission has admonished against may not in fact be unlawful. But, that does not affect or undermine the value of providing guidance about acts or practices that the Commission thinks may be presumptively unlawful.

Here, we have the use of a word, "cultured" that is well known and understood by the public as meaning a natural process and one that creates products of greater rarity and value than artificial or imitation pearls. The laboratory or factory process that creates synthetic diamonds is not a process that consumers widely understand and the use of the term cultured, whether or not other qualifiers are used, creates a misleading, deceptive impression.² Commission precedent itself establishes this point.

In *Chatham Research Laboratories*, 64 F.T.C. 1065 (1964), the Commission ruled that use of the phrase "Chatham Cultured Emeralds" was deceptive because it "misrepresented that... said synthetic stones or synthetic emerald products had been cultured... when in they fact they...were not cultured." In that case the Commission also

¹ Conversation between Cecilia Gardner and Bev Hori, a noted pearl expert who is the former Director of Education for Jewelers of America. Currently, Ms. Hori is the head of education for Ben Bridge Jewelers, one of the leading retail jewelers in the United States. See also *Japanese Cultured Pearl Farming*, www.pearlinfo.com/consumer/farming/html (last visited Dec. 1, 2006) (note although humans can intervene to some extent, e.g., to move rafts of oysters to warmer temperatures when necessary, they still have to survive what nature throws at them, such as typhoons, red tides and predators).

² The 2005 TNS survey shows that over 40% of respondents surveyed either thought "cultured" diamonds are natural or did not know whether they are natural or man-made. See page 14 of Petition.

confronted the situation where another facially nondeceptive term (“Chatham-Created Emerald”) was used along with the term at issue (“Cultured” Gem Stones Inc.). The Commission also concluded that the latter term created an ambiguity and implied that the emeralds are possibly cultured rather than synthetic and that this ambiguity was deceptive. *Id.* at 1065-1074. Although this order has sunsetted, the principles the Commission established in the case have not.

Further, the Commission is well aware that when an ad creates a positive impression it is extremely difficult, and sometimes perhaps impossible, to change the message that has been communicated with a qualifier or disclosure.³ Recently published FTC-commissioned research on the use of qualifiers/disclaimers in conjunction with consumer endorsements also strongly makes this point.⁴ These studies show that even very visible, strong disclaimers crafted by FTC staff had little effect on the efficacy and typicality claims that consumers took from the ads containing consumer endorsements. These studies tested the communication effect of disclaimers for dietary supplement, weight loss and business opportunity advertisements and did not find qualifiers made a significant communication difference based on the product type.

Based on the Commission’s own research on the use of qualifiers, it is reasonable to conclude that the mere presence of the term “lab grown” in ads for synthetic diamonds that strongly tout these products as “cultured” is unlikely to affect the message conveyed by the use of the term cultured.

Third, the consumer research that we have conducted to date, as described in the Petition at pages 12-17, amply shows that Commission guidance on use of the term “cultured” is needed. For example, 41% of respondents believed that a cultured diamond is a gemstone grown *naturally* with human intervention (2002 JVC Research, Tab A to Petition), which as explained above, is not the case.

The JVC and the other organizations supporting the Petition strongly favor competition and new entrants to the jewelry marketplace. At the same time, however, it is critical to the integrity of the jewelry marketplace that consumers are properly informed about the nature of the goods they are purchasing and not misled, inadvertently or otherwise, about jewelry products and their value.

Very truly yours,

Cecilia L. Gardner
President and CEO
Jewelers Vigilance Committee

³ See generally Generic Copy Test of Food Health Claims in Advertising, A Joint Staff Report of the Bureaus of Economics and Consumer Protection of the Federal Trade Commission (1998).

⁴ See studies published by FTC in connection with the FTC’s request for public comment on the Endorsement Guides (Jan. 16, 2007).