



JustLuxé  
a Luxury Portal



## JustLuxe Custom @Plan Executive Summary

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Jon Cox, Research Analyst  
Nielsen Online



## Methodology

- **JustLuxe commissioned Nielsen Online to conduct an independent study on its audience utilizing profile questions from Nielsen's @Plan syndicated audience measurement product.**
- **The study was conducted as a website intercept survey on JustLuxe from December 10<sup>th</sup>, 2008 to February 10<sup>th</sup>, 2009. All respondents were screened to verify they were U.S. residents and over the age of 18. Total sample size is 401.**
- **Respondents were recruited directly off the JustLuxe website after seeing an in-window invitation DHTML layer. IWIs are extremely effective in generating a higher number of respondents for these surveys.**
- **The goal of the study was to ask key questions regarding the lifestyles of the JustLuxe audience. Categories of interest included:**
  - **Basic demographics**
  - **Travel and Vacation habits**
  - **Finance**
  - **Shopping/Purchasing**
  - **Auto**
- **Detailed results can be found in the Nielsen @Plan service under site profiling reports. Searching for the term "JustLuxe" will allow subscribers to view all of JustLuxe's custom data indexed against the online 18+ universe. Results can also be found alphabetically and in the 'Other/Multi-Category' category.**



## Methodology

- **The focus of any Nielsen Custom @Plan study is to index a particular site's audience against online 18+ universe figures.**
- **An index of 100 means that two numbers are exactly alike. For example, if 49 percent of the online universe is male, and 49 percent of a site's visitors are male, then the index of the site over the universe would be 100.**
- **An index higher than 100 indicates that the site has a higher composition of people than one would generally expect to find in the overall online universe.**
- **An index lower than 100 indicates that the site has a lower composition of people than one would generally expect to find in the online universe.**



## Primary Findings

- **JustLuxe's audience is made up of affluent and active consumers.**
- **JustLuxe users are fairly well educated (80.3% any college and 53.9% college grad or post grad) and have high incomes (mean \$193,490).**
- **Overall JustLuxe users are not only affluent but spend their money actively through a number of higher end pursuits.**
- **They are very active consumers in the marketplace, purchasing a variety of products both online, in-person and over the phone.**
  - **Goods purchased are generally more expensive and travel related goods/services, including beer/wine/liquor, airline tickets/reservations and hotel/motel reservations.**
- **Users enjoy very active interests, with 80% participating in any sort of sports/fitness and 41.9% involved in watersports.**
  - **Other activities such as flying, sailing, rollerblading, snowboarding, snowmobiling, scuba diving and whitewater rafting index very high compared to the general pop.**
- **Over 1/3 of its users have taken foreign vacations in the last 2 years, with warm climate destinations such as Australia/New Zealand, Africa, Southeast Asia, South America and Spain/Portugal indexing high.**
  - **Of these vacations, activity based destinations are well represented, including those featuring watersports, skiing and golf.**



# Demographics

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Male	42.9	55.9	130
HHI: \$150K+	10.6	32.4	311
Portfolio: \$500,000+	7.8	15.5	199
Portfolio: \$1,000,000+	3.3	17.1	518
Definitely will (p/investment property, 1 year)	1.5	6.7	447
Probably will (p/investment property, 1 year)	2.1	8.0	381

- **JustLuxe indexes higher for Males compared to the 18+ pop.**
- **High mean and median incomes, with nearly 1/4 of visitors owning investments totaling over \$250,000+ in market value and over 10% with more than \$1,000,000 in investments.**
- **The number of JustLuxe users likely to purchase real estate property for investment in the next year far exceeds the online universe.**



# Online Purchasing (Last 6 Months)

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Real Estate (p/online/6 mo.)	1.6	9.0	563
Gourmet Food/Gift Baskets (p/online/6 mo.)	3.6	18.0	500
Beer/Wine/Liquor (p/online/6 mo.)	1.8	8.5	472
Photography Film/Equip. (p/online/6 mo.)	2.9	12.2	421
Vacation Packages (p/online/6 mo.)	3.9	15.0	385
Jewelry (p/online/6 mo.)	3.8	14.0	368
Appliances/Housewares (p/online/6 mo.)	3.3	11.2	339
Home Electronics (p/online/6 mo.)	5.1	17.2	337
Furniture/Home Acc. (p/online/6 mo.)	6.0	16.5	275
Watches (p/online/6 mo.)	1.6	4.0	250

- **Very active consumers in the marketplace, with indices greater than 100 for every product category purchased online.**
- **High composition of luxury and high-priced items, including real estate, jewelry, vacation packages and gourmet food.**
- **Strong representation of computer software, high speed internet access and home electronics could indicate tech savvy among some users.**
- **Also strong representation of more home-based goods like appliances and furniture.**



# High Rates of In-Person Shopping

	Online 18+	JustLuxé	
	% Comp	% Comp	Index
Airline Tickets/Reservations (p/in-person/6 mo.)	2.0	10.7	535
Business/Office Equipment (p/in-person/6 mo.)	5.7	21.2	372
Computer Software - Educational (p/in-person/6 mo.)	2.9	10.7	369
Vacation Packages (p/in-person/6 mo.)	2.1	7.7	367
Stocks/Mutual Funds (p/in-person/6 mo.)	2.9	9.7	334
Gourmet Food/Gift Baskets (p/in-person/6 mo.)	4.9	14.5	296
Car Rental (p/in-person/6 mo.)	5.5	16.2	295
Automobiles - New/Used (p/in person/6 mo.)	7.9	17.5	222

- **In-person shopping reflects the same luxury focus found in online shopping.**
- **In-person purchases are particularly high in the business and leisure shopping segments, with indices for business/office equipment, car rental and stocks/mutual funds well above the universe average.**
- **Users are over 5 times more likely than the universe to purchase airline tickets and over 3 times more likely to purchase business/office equipment, educational computer software, vacation packages and stocks/mutual funds.**

## Apparel and Department Store Purchases (Last 30 Days)

	Online 18+	JustLuxé	
	% Comp	% Comp	Index
Saks Fifth Avenue (p/in-store/30 days)	1.0	15.0	1500
Neiman Marcus (p/in-store/30 days)	1.2	15.0	1250
J. Crew (p/in-store/30 days)	0.9	8.5	944
Bloomingdale's (p/in-store/30 days)	1.3	12.0	923
Banana Republic (p/in-store/30 days)	1.9	12.0	632
Men's Wearhouse (p/in-store/30 days)	1.1	5.7	518
Lord & Taylor (p/in-store/30 days)	1.7	8.5	500
Abercrombie & Fitch (p/in-store/30 days)	1.8	8.7	483
Ann Taylor (p/in-store/30 days)	2.2	9.5	432
Nordstrom (p/in-store/30 days)	5.5	23.2	422
Burlington Coat Factory (p/in-store/30 days)	2.5	10.0	400
Eddie Bauer (p/in-store/30 days)	1.8	7.2	400
Lane Bryant (p/in-store/30 days)	1.9	7.2	379

- **Users generally purchase from higher end stores like Saks Fifth Avenue, Neiman Marcus, Bloomingdale's, Lord & Taylor and J. Crew, although value priced retailers like Men's Wearhouse are also represented.**
  - **In particular, the population is over 12 times more likely to have made a purchase from Saks Fifth Avenue or Neiman Marcus than the general universe.**



# Alcoholic Beverage Consumers

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Liquor - Cognac	1.1	10.5	955
Wine - Champagne/Sparkling Wine	3.0	18.7	623
Wine - Port/Sherry/Dessert	1.3	8.0	615
Liquor - Cordial/Liqueur	2.6	8.5	327
Liquor - Whiskey (Irish)	1.4	4.5	321
Liquor - Brandy	1.5	4.5	300
Liquor - Whiskey (Scotch)	2.9	8.2	283
Beer - Imported Stout	2.4	6.5	271
Beer - Imported Ale/Pilsner/Porter	3.3	8.5	258
Liquor - Whiskey (Tennessee)	2.4	6.0	250
Wine - Hard Cider	1.1	2.7	245
Liquor - Whiskey (Bourbon)	3.2	7.7	241
Liquor - Whiskey (Any)	9.6	21.2	221
Beer - Imported (Any)	10.6	22.4	211
Liquor - Vodka	10.4	21.4	206
Any Alcohol (last 7 days)	56.1	72.8	130

- **Nearly  $\frac{3}{4}$  of JustLuxe visitors have consumed alcohol in the last 7 days.**
  - **51.6% have consumed wine in the past 7 days (29.2% gen. pop.)**
  - **38.9% have consumed liquor in the past 7 days (27.2% gen. pop.)**
  - **43.1% have consumed beer in the past 7 days (35% gen. pop.)**
- **Of this alcohol consumed, more expensive and classically considered luxurious alcohols such as champagne, scotch and imported beers index high.**



# Personal Interests & Leisure Activities

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
<b>Flying</b>	1.1	6.5	591
<b>Sailing</b>	1.7	8.5	500
<b>Golfing</b>	1.7	8.0	471
<b>Snowboarding</b>	1.0	4.7	470
<b>Snowmobiling</b>	1.0	3.7	370
<b>Scuba or Skin Diving</b>	2.1	7.5	357
<b>In-Line Skating/Rollerblading</b>	0.8	2.7	338
<b>Whitewater Rafting</b>	1.2	3.7	308
<b>Collecting Stamps</b>	1.3	4.0	308
<b>Foreign Languages</b>	2.7	8.2	304
<b>Model Building</b>	1.4	4.2	300
<b>Football (participation)</b>	2.0	6.0	300
<b>Racquetball</b>	0.9	2.7	300
<b>Martial Arts</b>	1.7	5.0	294
<b>Horseback Riding/Equestrian</b>	2.7	7.7	285
<b>Mountain Biking</b>	1.8	5.0	278
<b>Ice/Roller Hockey (participation)</b>	1.0	2.7	270
<b>Motorcycles</b>	4.5	12.0	267
<b>Wine Collecting/Tasting</b>	9.3	24.2	260
<b>Entertaining Formally at Home (last 30 days)</b>	7.5	20.4	272
<b>Billiards/Pool (last 30 days)</b>	6.5	14.7	226
<b>Attended Auction (last 30 days)</b>	4.1	8.2	200
<b>Live Concert (last 30 days)</b>	16.4	30.9	188
<b>Date (last 30 days)</b>	11.7	20.7	177
<b>Bars/Clubs (last 30 days)</b>	18.6	32.2	173
<b>Political/Community Event (last 30 days)</b>	11.4	18.7	164
<b>Museum/Art Gallery (last 30 days)</b>	13.6	21.9	161
<b>Live Theater (last 30 days)</b>	13.7	21.2	155



## Personal Interests & Leisure Activities (Continued)

- **JustLuxe users have interests that are very active, but also affluent.**
- **80% of users participate in sports/fitness activity and over 41% participate specifically in watersport activities.**
  - **Other popular activities include Aerobics/Exercising (29.7%) and Running/Walking (26.2%).**
- **The audience also enjoys many non-physical activities such as Photography (23.7%), Wine Collecting/Tasting (24.2%) and Gourmet Cooking (21.7%).**
  - **JustLuxe users were 4 times more likely to have purchased either photography equipment or beer/wine/liquor online in the past 6 months compared to the general population.**
- **Several highly affluent activities in particular have large indices.**
  - **6.5% of users enjoy Flying and 8.5% of users enjoy Sailing, roughly 5 times the population average for both.**
- **Leisure activities skew mostly towards an upscale lifestyle, where users are 2.7 times more likely to have entertained formally at home and both over 1.5 times as likely to have visited a museum/art gallery or live theater.**



# Hotels for Business or Vacations

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Ritz Carlton (B or V)	0.5	8.2	1640
Four Seasons (B or V)	0.6	5.3	883
Westin (B or V)	1.6	8.0	500
Crowne Plaza (B or V)	1.2	5.2	433
Clarion (B or V)	0.7	3.0	429
Hyatt (B or V)	1.9	7.0	368
Amerisuites (B or V)	0.6	2.0	333
Wyndham (B or V)	1.5	5.0	333
Radisson (B or V)	1.1	3.5	318
Embassy Suites (B or V)	2.7	6.2	230
Hilton (B or V)	4.4	10.0	227

- **Users frequent some of the nicest hotel chains, including the Ritz Carlton.**
  - **Over 16 times more likely to have visited a Ritz in the last 90 days than the general population.**
- **Compared to the general population, they also frequent more value focused chains like Amerisuites.**



# Active Travelers

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Resort/Spa (last 2 years)	2.1	11.0	524
Adult Educational Retreat (last 2 years)	1.7	7.7	453
All-inclusive resort (last 2 years)	6.1	15.2	249
Skiing Vacation (last 2 years)	4.2	9.5	226
Major Sporting Event (last 2 years)	2.4	5.0	208
Golf Vacation (last 2 years)	3.8	6.5	171
Watersports Vacation (last 2 years)	4.2	6.7	160
Africa (vacation, last 2 years)	0.7	3.2	457
Australia/New Zealand (vacation, last 2 years)	0.6	2.7	450
Asia - Southeast (vacation, last 2 years)	0.6	2.5	417
South America (vacation, last 2 years)	1.6	6.0	375
Europe - Spain/Portugal (vacation, last 2 years)	1.3	4.7	362
Europe - Scandinavia (vacation, last 2 years)	0.7	2.5	357
Asia - Any (vacation, last 2 years)	2.3	7.7	335
Asia - Far East (vacation, last 2 years)	1.5	4.7	313

- **Compared to the general 18+ population, JustLuxe users are 1.4 times more likely to have taken a foreign vacation in the past 2 years.**
  - **Warm climate destinations such as Australia/New Zealand, Africa, Southeast Asia and Spain/Portugal in particular index high for this group of people.**
- **Types of vacations include the usual resorts and spas, but also more activity based destinations featuring golf, watersports and skiing.**



# Automobiles Owned & Purchase Intent

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
Audi	0.6	3.0	500
Mercedes	1.7	7.5	441
Infiniti	1.0	3.5	350
BMW	2.0	6.0	300
Lexus	2.3	5.7	248
Lincoln	1.4	2.5	179
Mitsubishi	1.2	2.0	167
Cadillac	2.2	2.7	123

Vehicle Purchase Intent (Next 6 Months)

Definitely/Probably will (purchase car/truck, 6 mo.)	10.1	20.9	207
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- **Cars owned by the JustLuxe population are generally on the more expensive side, with visitors 5 times more likely to own an Audi, 4 times more likely to own a Mercedes and 3 times more likely to own an Infiniti or BMW.**
- **More importantly, users are over 2 times as likely to either ‘probably’ or ‘definitely’ purchase a new car in the next 6 months.**



# Employment

	Online 18+	JustLuxe	
	% Comp	% Comp	Index
C-Level Exec/Owner - Self-Employed (job level - bus)	4.3	15.5	360
C-Level Exec/Owner - Corporate (job level - bus)	0.6	1.4	234
Middle Management or Above (job level - bus)	13.8	29.9	217
Advertising/Marketing/Public Relations (job industry)	0.9	6.2	689
Arts/Entertainment/Broadcasting/Publishing (job industry)	1.0	3.0	300
Travel/Tourism (job industry)	0.5	1.5	300
Real Estate (job industry)	1.2	3.0	250
Marketing/Advertising (Dept.)	1.5	5.5	367
Starting Own Business (last/next 12 mo.)	7.1	19.2	270

- **Many of JustLuxe’s users are employed in middle to upper management positions.**
  - **It should be noted however that the majority of those who are C-Level executives or owners are self-employed.**
  - **This is not surprising, as nearly 20% of users plan to or have opened their own business in the past or next year.**
- **Advertising/Media, Travel and Real Estate are represented much higher than the overall active population, with users 6 times more likely to have a job associated with Advertising/Marketing/Public Relations.**
  - **The Marketing/Advertising department is the most well represented department for users of the site.**



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