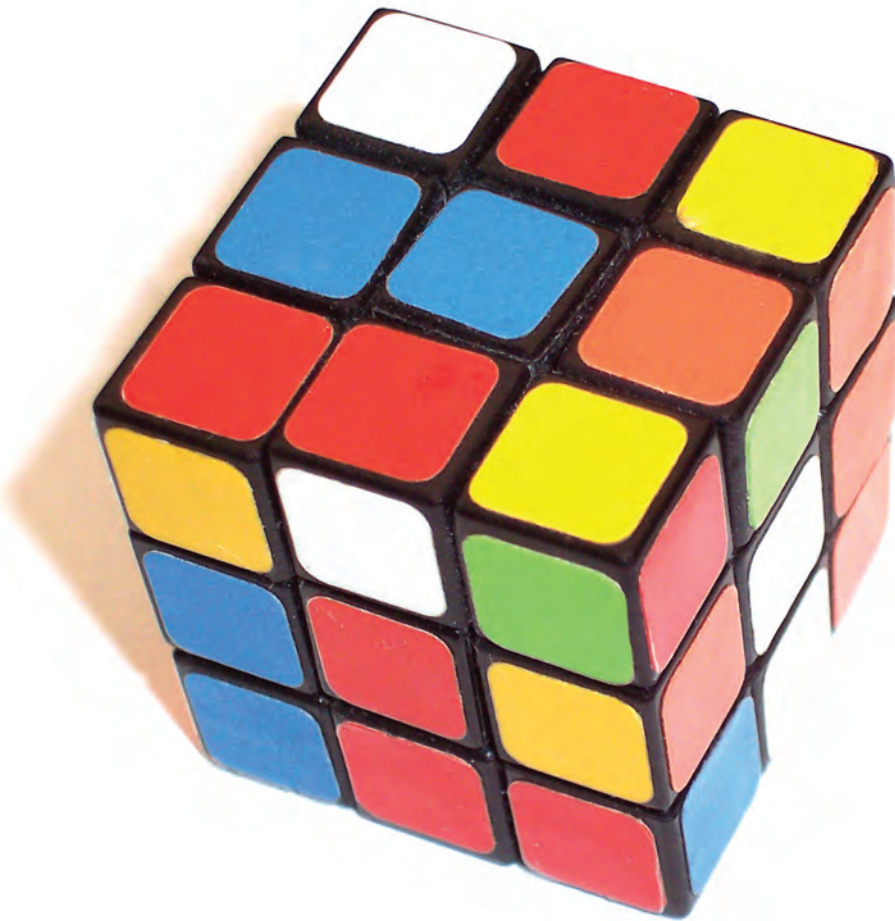


NATIONAL JEWELER EXCLUSIVE:

Profit margins survey

Jewelers from around the country weighed in on what their gross profit margins are overall, and what they are in various product categories.



1. What type of retailer are you?

Independent jeweler	89	83%
Jewelry chain	3	3%
Department store	2	2%
Discounter.....	1	1%
Online only.....	4	4%
Other, Please Specify	8	7%
Total.....	107	100%

2. In which U.S. region are you located?

CT,ME,MA,NH,NJ,NY,PA,RI,VT	27	25%
AL,AR,DC,DE,FL,GA,KY,LA,MD,MS, NC,SC,OK,TN,TX,VA,WV	30	28%
IA,IL,IN,KS,MI,MN,MO,NE,ND,OH,SD,WI	34	32%
AK,AZ,CA,CO,HI,ID,MT,NV,NM,OR,UT,WA,WY	16	15%
Total.....	107	100%

3. How many stores do you operate?

1	85	79%
2-4	12	11%
5-14.....	2	2%
15-49	1	1%
50-99	1	1%
100-249.....	0	0%
250-499	0	0%
500 or more	1	1%
I operate an online store	5	5%
Total.....	107	100%

4. What are your annual PER-STORE sales?

Less than \$250,000	18	17%
\$250,000-\$500,000	27	25%
\$500,000-\$750,000	14	13%
\$750,000-\$1,000,000	16	15%
\$1,000,000-\$1,500,000	14	13%
\$1,500,000 or more.....	18	17%
Total.....	107	100%

For each of the following questions, #5-#36, please indicate your business' level of gross margins for the category. [Note: Gross Margin = Gross Profit=(Selling Price minus Buying Price) divided by (Selling Price)].

5. What is the overall average gross margin for your business?

20% - 33% (25%-50% markup)	18	17%
34% - 43% (50%-75% markup)	23	21%
44% - 47% (75%-90% markup)	11	10%
48% - 52% (90%-110% markup)	35	33%
53% - 56% (110%-125% markup)	10	9%
57% - 59% (125%-150% markup)	4	4%
60% - 66% (150%-200% markup)	4	4%
More than 66% (more than 200% markup)	2	2%
Total	107	100%

6. What is your gross margin on Diamond Engagement Rings?

20% - 33% (25%-50% markup)	37	35%
34% - 43% (50%-75% markup)	19	18%
44% - 47% (75%-90% markup)	13	12%
48% - 52% (90%-110% markup)	14	13%
53% - 56% (110%-125% markup)	4	4%
57% - 59% (125%-150% markup)	5	5%
60% - 66% (150%-200% markup)	2	2%
More than 66% (more than 200% markup)	2	2%
I don't carry Diamond Engagement Rings	9	9%
Total	105	100%

7. What is your gross margin on Semi-Mounts:Gold?

20% - 33% (25%-50% markup)	10	10%
34% - 43% (50%-75% markup)	15	14%
44% - 47% (75%-90% markup)	10	10%
48% - 52% (90%-110% markup)	23	22%
53% - 56% (110%-125% markup)	13	12%
57% - 59% (125%-150% markup)	13	12%
60% - 66% (150%-200% markup)	6	6%
More than 66% (more than 200% markup)	3	3%
I don't carry Semi-Mounts: Gold	11	11%
Total	104	100%

8. What is your gross margin on Semi-Mounts:Platinum?

20% - 33% (25%-50% markup).....	10	10%
34% - 43% (50%-75% markup).....	13	12%
44% - 47% (75%-90% markup).....	16	15%
48% - 52% (90%-110% markup).....	18	17%
53% - 56% (110%-125% markup).....	9	9%
57% - 59% (125%-150% markup).....	7	7%
60% - 66% (150%-200% markup).....	4	4%
More than 66% (more than 200% markup).....	1	1%
I don't carry Semi-Mounts:Platinum.....	27	26%
Total.....	105	100%

9. What is your gross margin on Loose Diamonds?

20% - 33% (25%-50% markup).....	56	53%
34% - 43% (50%-75% markup).....	18	17%
44% - 47% (75%-90% markup).....	7	7%
48% - 52% (90%-110% markup).....	10	10%
53% - 56% (110%-125% markup).....	1	1%
57% - 59% (125%-150% markup).....	2	2%
60% - 66% (150%-200% markup).....	1	1%
More than 66% (more than 200% markup).....	1	1%
I don't carry Loose Diamonds.....	9	9%
Total.....	105	100%

10. What is your gross margin on Wedding Bands: Gold?

20% - 33% (25%-50% markup).....	10	10%
34% - 43% (50%-75% markup).....	12	12%
44% - 47% (75%-90% markup).....	15	14%
48% - 52% (90%-110% markup).....	24	23%
53% - 56% (110%-125% markup).....	11	11%
57% - 59% (125%-150% markup).....	11	11%
60% - 66% (150%-200% markup).....	6	6%
More than 66% (more than 200% markup).....	7	7%
I don't carry Wedding Bands: Gold.....	8	8%
Total.....	104	100%

11. What is your gross margin on Wedding Bands: Platinum?

20% - 33% (25%-50% markup)	14	13%
34% - 43% (50%-75% markup)	8	8%
44% - 47% (75%-90% markup)	17	16%
48% - 52% (90%-110% markup)	18	17%
53% - 56% (110%-125% markup)	6	6%
57% - 59% (125%-150% markup)	10	10%
60% - 66% (150%-200% markup)	4	4%
More than 66% (more than 200% markup)	2	2%
I don't carry Wedding Bands: Platinum	26	25%
Total	105	100%

12. What is your gross margin on Anniversary Rings?

20% - 33% (25%-50% markup)	10	10%
34% - 43% (50%-75% markup)	13	13%
44% - 47% (75%-90% markup)	13	13%
48% - 52% (90%-110% markup)	29	28%
53% - 56% (110%-125% markup)	9	9%
57% - 59% (125%-150% markup)	8	8%
60% - 66% (150%-200% markup)	10	10%
More than 66% (more than 200% markup)	2	2%
I don't carry Anniversary Rings	8	8%
Total	102	100%

13. What is your gross margin on Non-Bridal Diamond Rings?

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	16	15%
44% - 47% (75%-90% markup)	11	11%
48% - 52% (90%-110% markup)	23	22%
53% - 56% (110%-125% markup)	15	14%
57% - 59% (125%-150% markup)	13	12%
60% - 66% (150%-200% markup)	5	5%
More than 66% (more than 200% markup)	3	3%
I don't carry Non-Bridal Diamonds Rings	9	9%
Total	104	100%

14. What is your gross margin on Diamond Earrings?

20% - 33% (25%-50% markup)	16	16%
34% - 43% (50%-75% markup)	22	21%
44% - 47% (75%-90% markup)	18	17%
48% - 52% (90%-110% markup)	24	23%
53% - 56% (110%-125% markup)	5	5%
57% - 59% (125%-150% markup)	10	10%
60% - 66% (150%-200% markup)	0	0%
More than 66% (more than 200% markup)	3	3%
I don't carry Diamond Earrings	5	5%
Total	103	100%

15. What is your gross margin on Diamond Bracelets?

20% - 33% (25%-50% markup)	12	12%
34% - 43% (50%-75% markup)	27	26%
44% - 47% (75%-90% markup)	13	13%
48% - 52% (90%-110% markup)	19	18%
53% - 56% (110%-125% markup)	8	8%
57% - 59% (125%-150% markup)	7	7%
60% - 66% (150%-200% markup)	1	1%
More than 66% (more than 200% markup)	3	3%
I don't carry Diamond Bracelets	13	13%
Total	103	100%

16. What is your gross margin on Diamond Pendants/Necklaces?

20% - 33% (25%-50% markup)	11	11%
34% - 43% (50%-75% markup)	23	22%
44% - 47% (75%-90% markup)	12	12%
48% - 52% (90%-110% markup)	30	29%
53% - 56% (110%-125% markup)	9	9%
57% - 59% (125%-150% markup)	9	9%
60% - 66% (150%-200% markup)	3	3%
More than 66% (more than 200% markup)	2	2%
I don't carry Diamond Pendants/Necklaces	5	5%
Total	104	100%

17. What is your gross margin on Colored Stones: Loose?

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	12	11%
44% - 47% (75%-90% markup)	10	10%
48% - 52% (90%-110% markup)	22	21%
53% - 56% (110%-125% markup)	10	10%
57% - 59% (125%-150% markup)	12	11%
60% - 66% (150%-200% markup)	11	10%
More than 66% (more than 200% markup)	7	7%
I don't carry Colored Stones: Loose	12	11%
Total	105	100%

18. What is your gross margin on Colored Stone: Rings?

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	14	13%
44% - 47% (75%-90% markup)	9	9%
48% - 52% (90%-110% markup)	23	22%
53% - 56% (110%-125% markup)	15	14%
57% - 59% (125%-150% markup)	18	17%
60% - 66% (150%-200% markup)	6	6%
More than 66% (more than 200% markup)	5	5%
I don't carry Colored Stone: Rings	5	5%
Total	104	100%

19. What is your gross margin on Colored Stone: Pendants?

20% - 33% (25%-50% markup)	11	11%
34% - 43% (50%-75% markup)	11	11%
44% - 47% (75%-90% markup)	8	8%
48% - 52% (90%-110% markup)	28	27%
53% - 56% (110%-125% markup)	9	9%
57% - 59% (125%-150% markup)	15	15%
60% - 66% (150%-200% markup)	9	9%
More than 66% (more than 200% markup)	5	5%
I don't carry Colored Stone: Pendants	6	6%
Total	102	100%

20. What is your gross margin on Colored Stone: Earrings ?

20% - 33% (25%-50% markup).....	99%
34% - 43% (50%-75% markup).....	1211%
44% - 47% (75%-90% markup).....	1010%
48% - 52% (90%-110% markup).....	2524%
53% - 56% (110%-125% markup).....	1413%
57% - 59% (125%-150% markup).....	1514%
60% - 66% (150%-200% markup).....	99%
More than 66% (more than 200% markup).....	55%
I don't carry Colored Stone: Earrings.....	66%
Total.....	105100%

21. What is your gross margin on Colored Stone: Bracelets?

20% - 33% (25%-50% markup).....	99%
34% - 43% (50%-75% markup).....	1212%
44% - 47% (75%-90% markup).....	1212%
48% - 52% (90%-110% markup).....	3029%
53% - 56% (110%-125% markup).....	77%
57% - 59% (125%-150% markup).....	1111%
60% - 66% (150%-200% markup).....	44%
More than 66% (more than 200% markup).....	44%
I don't carry Colored Stone: Bracelets.....	1514%
Total.....	104100%

22. What is your gross margin on Pearl Necklace Strands?

20% - 33% (25%-50% markup).....	99%
34% - 43% (50%-75% markup).....	1010%
44% - 47% (75%-90% markup).....	1010%
48% - 52% (90%-110% markup).....	2322%
53% - 56% (110%-125% markup).....	77%
57% - 59% (125%-150% markup).....	2019%
60% - 66% (150%-200% markup).....	99%
More than 66% (more than 200% markup).....	66%
I don't carry Pearl Necklace Strands.....	1010%
Total.....	104100%

23. What is your gross margin on Pearl Jewelry:Other?

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	13	12%
44% - 47% (75%-90% markup)	8	8%
48% - 52% (90%-110% markup)	24	23%
53% - 56% (110%-125% markup)	10	10%
57% - 59% (125%-150% markup)	22	21%
60% - 66% (150%-200% markup)	8	8%
More than 66% (more than 200% markup)	4	4%
I don't carry Pearl Jewelry: Other	6	6%
Total	104	100%

24. What is your gross margin on Ladies Gold Non-Bridal Rings: No Stones?

20% - 33% (25%-50% markup)	8	8%
34% - 43% (50%-75% markup)	10	10%
44% - 47% (75%-90% markup)	10	10%
48% - 52% (90%-110% markup)	26	25%
53% - 56% (110%-125% markup)	12	11%
57% - 59% (125%-150% markup)	11	10%
60% - 66% (150%-200% markup)	4	4%
More than 66% (more than 200% markup)	4	4%
I don't carry Ladies Gold Non-Bridal Rings:	20	19%
Total	105	100%

25. What is your gross margin on Gold Earrings: No Stones?

20% - 33% (25%-50% markup)	10	10%
34% - 43% (50%-75% markup)	7	7%
44% - 47% (75%-90% markup)	15	15%
48% - 52% (90%-110% markup)	17	17%
53% - 56% (110%-125% markup)	19	18%
57% - 59% (125%-150% markup)	11	11%
60% - 66% (150%-200% markup)	9	9%
More than 66% (more than 200% markup)	3	3%
I don't carry Gold Earrings: No Stones	12	12%
Total	103	100%

26. What is your gross margin on Gold Chain

Necklaces:No Stones?

20% - 33% (25%-50% markup).....	12	12%
34% - 43% (50%-75% markup).....	7	7%
44% - 47% (75%-90% markup).....	14	13%
48% - 52% (90%-110% markup).....	22	21%
53% - 56% (110%-125% markup).....	14	13%
57% - 59% (125%-150% markup).....	12	12%
60% - 66% (150%-200% markup).....	7	7%
More than 66% (more than 200% markup).....	4	4%
I don't carry Gold Chain Necklaces:No Stones ..	12	12%
Total.....	104	100%

27. What is your gross margin on

Gold Pendants:No Stones?

20% - 33% (25%-50% markup).....	12	12%
34% - 43% (50%-75% markup).....	6	6%
44% - 47% (75%-90% markup).....	9	9%
48% - 52% (90%-110% markup).....	20	19%
53% - 56% (110%-125% markup).....	15	14%
57% - 59% (125%-150% markup).....	12	12%
60% - 66% (150%-200% markup).....	4	4%
More than 66% (more than 200% markup).....	4	4%
I don't carry Gold Pendants: No Stones ..	22	21%
Total.....	104	100%

28. What is your gross margin on

Gold Bracelets:No Stones?

20% - 33% (25%-50% markup).....	11	10%
34% - 43% (50%-75% markup).....	7	7%
44% - 47% (75%-90% markup).....	10	10%
48% - 52% (90%-110% markup).....	26	25%
53% - 56% (110%-125% markup).....	16	15%
57% - 59% (125%-150% markup).....	10	10%
60% - 66% (150%-200% markup).....	4	4%
More than 66% (more than 200% markup).....	4	4%
I don't carry Gold Bracelets: No Stones ..	17	16%
Total.....	105	100%

29. What is your gross margin on Silver Jewelry:No Stones?

20% - 33% (25%-50% markup)	3	3%
34% - 43% (50%-75% markup)	6	6%
44% - 47% (75%-90% markup)	5	5%
48% - 52% (90%-110% markup)	11	10%
53% - 56% (110%-125% markup)	7	7%
57% - 59% (125%-150% markup)	15	14%
60% - 66% (150%-200% markup)	19	18%
More than 66% (more than 200% markup)	18	17%
I don't carry Silver Jewelry: No Stones	21	20%
Total	105	100%

30. What is your gross margin on Silver gemstone jewelry?

20% - 33% (25%-50% markup)	2	2%
34% - 43% (50%-75% markup)	9	9%
44% - 47% (75%-90% markup)	3	3%
48% - 52% (90%-110% markup)	13	12%
53% - 56% (110%-125% markup)	11	10%
57% - 59% (125%-150% markup)	17	16%
60% - 66% (150%-200% markup)	18	17%
More than 66% (more than 200% markup)	11	10%
I don't carry Silver Jewelry: Stone Set	21	20%
Total	105	100%

31. What is your gross margin on Men's Rings? ..

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	16	15%
44% - 47% (75%-90% markup)	11	10%
48% - 52% (90%-110% markup)	28	27%
53% - 56% (110%-125% markup)	9	9%
57% - 59% (125%-150% markup)	10	10%
60% - 66% (150%-200% markup)	6	6%
More than 66% (more than 200% markup)	4	4%
I don't carry Men's Rings	12	11%
Total	105	100%

32. What is your gross margin on Men's Other Jewelry ?

20% - 33% (25%-50% markup)	9	9%
34% - 43% (50%-75% markup)	9	9%
44% - 47% (75%-90% markup)	10	10%
48% - 52% (90%-110% markup)	22	21%
53% - 56% (110%-125% markup)	12	12%
57% - 59% (125%-150% markup)	12	12%
60% - 66% (150%-200% markup)	6	6%
More than 66% (more than 200% markup)	6	6%

I don't carry Men's Other Jewelry.....	18	17%
Total.....	104	100%

33. What is your gross margins on Ladies' Watches ?

20% - 33% (25%-50% markup).....	9	9%
34% - 43% (50%-75% markup).....	17	17%
44% - 47% (75%-90% markup).....	11	11%
48% - 52% (90%-110% markup).....	15	15%
53% - 56% (110%-125% markup).....	8	8%
57% - 59% (125%-150% markup).....	2	2%
60% - 66% (150%-200% markup).....	3	3%
More than 66% (more than 200% markup).....	2	2%
I don't carry Ladies' Watches.....	35	34%
Total.....	102	100%

34. What is your gross margin on Men's Watches ?

20% - 33% (25%-50% markup).....	13	13%
34% - 43% (50%-75% markup).....	14	14%
44% - 47% (75%-90% markup).....	10	10%
48% - 52% (90%-110% markup).....	16	16%
53% - 56% (110%-125% markup).....	8	8%
57% - 59% (125%-150% markup).....	2	2%
60% - 66% (150%-200% markup).....	3	3%
More than 66% (more than 200% markup).....	2	2%
I don't carry Men's Watches.....	35	34%
Total.....	103	100%

35. What is your gross margin on Non-Precious Jewelry?

20% - 33% (25%-50% markup).....	9	9%
34% - 43% (50%-75% markup).....	5	5%
44% - 47% (75%-90% markup).....	3	3%
48% - 52% (90%-110% markup).....	14	13%
53% - 56% (110%-125% markup).....	9	9%
57% - 59% (125%-150% markup).....	8	8%
60% - 66% (150%-200% markup).....	7	7%
More than 66% (more than 200% markup).....	8	8%
I don't carry Non-Precious Jewelry.....	42	40%
Total.....	105	100%

36. What is your gross margin on Giftware & Clocks?

20% - 33% (25%-50% markup).....	77%
34% - 43% (50%-75% markup).....	66%
44% - 47% (75%-90% markup).....	55%
48% - 52% (90%-110% markup).....	2120%
53% - 56% (110%-125% markup).....	66%
57% - 59% (125%-150% markup).....	00%
60% - 66% (150%-200% markup).....	11%
More than 66% (more than 200% markup).....	33%
I don't carry Giftware & Clocks.....	5452%
Total.....	103100%

About this survey:

NATIONAL JEWELER conducted this survey via e-mail in early May in conjunction with Zoomerang.com, an online market research service owned and operated by MarketTools Inc. of Mill Valley, Calif. Results for the 2009 survey are based on 107 completed surveys, while results for the 2007 survey were based on 229 respondents.

Roughly 89 percent of the survey respondents were independent retail jewelers; 4 percent represented online retailers; 3 percent represented jewelry chains; 2 percent represented department stores; 1 percent represented discounters; and the remaining 7 percent fell into "other" categories, such as wholesalers.

Grouped geographically, responses fell into four U.S. regions:

Northeast> CT, ME, MA, NH, NJ, NY, PA, RI, VT

South> AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, SC, OK, TN, TX, VA, WV

Midwest> IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI

West> AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY

Nearly one-third (32 percent) of respondents were from the Midwest; 25 percent were from the Northeast; 28 percent were from the South; and 15 percent were from the West.

The survey also characterized respondents by annual per-store sales: Seventeen percent of the retailers queried generate less than \$250,000 in annual per-store sales; 25 percent have sales of \$250,000-\$500,000 per store; 13 percent have sales of \$500,000-\$750,000 per store; 15 percent have per-store sales of \$750,000 to \$1 million; 13 percent have sales of \$1 million to \$1.5 million per store; and 17 percent have per-store sales of \$1.5 million or more.

NATIONAL JEWELER also cross-tabulated some survey questions by region, annual per-store sales, and other categories to achieve more in-depth results on profit margins.