

THE JEWELRY SHOPPER – PSYCHOGRAPHIC

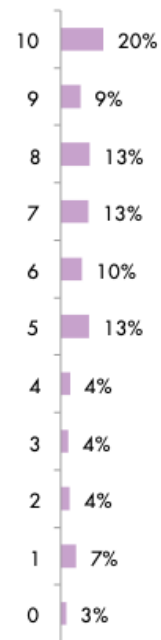
SOCIAL RESPONSIBILITY

The Plumb Club Consumer Insight

- **Overwhelmingly, consumers feel that sustainability is important to them.**
- **72% of consumers would be willing to pay more for a piece that was sustainably sourced.**

Sustainability Importance

On a scale from 1 - 10, with 10 being the most important and 1 being the least, how important is it to you that the jewelry purchases you make are responsibly sourced, sustainable and ethical?



Willingness to Pay – Sustainable

How much more would you be willing to pay for a piece of jewelry that you knew was responsibly sourced, sustainable and ethical?

