

the knot | 2013 Engagement & Jewelry Study

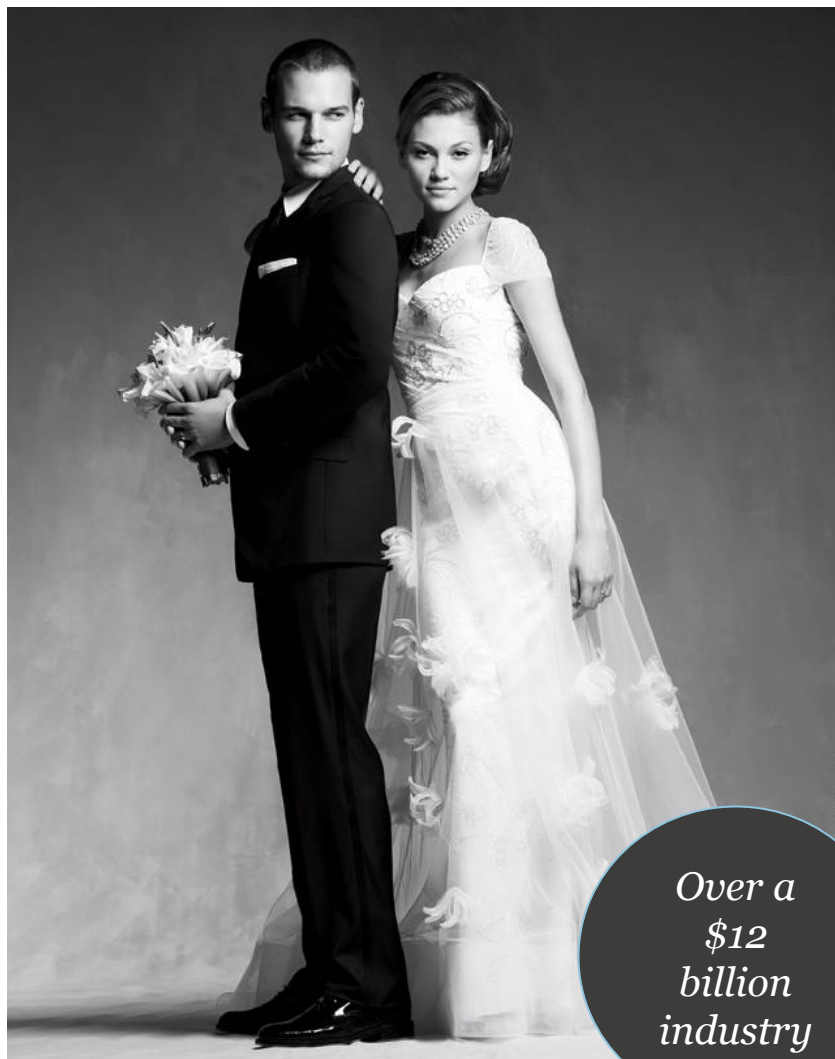




*Reaching
almost
8-in-10
U.S. brides*

about the study

- Respondents were:
 - 14,000 brides on The Knot Wedding Network...either engaged or recently married within the past 12 months
 - 1,750 grooms engaged within the past 12 months
- Fielded February – March 2013
- Respondents represent a variety of ethnic, education, and income levels across the U.S.



Over a
\$12
billion
industry

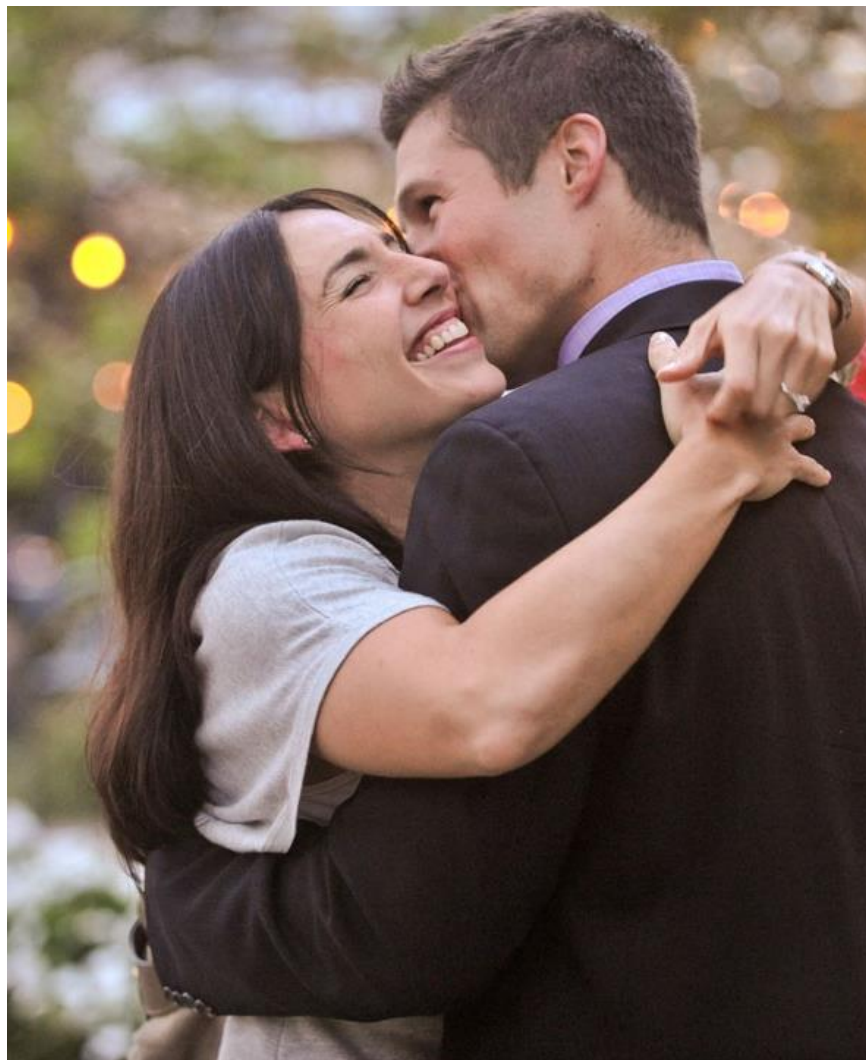
who are they?

Brides	Recently Engaged	Recently Married
Average Age	27	28
Graduated College (4-year+)	72%	76%
Employed Full-time	71%	71%
Median HHI	\$55,000	\$68,000

Grooms	Recently Engaged	Recently Married
Average Age	28	29
Graduated College (4-year+)	61%	71%
Employed Full-time	79%	79%
Median HHI	\$55,000	\$67,500

*the
proposal*





where did he propose?

- Over (54%) half say: *“It was just the two of us.”*
- Over 1/3rd (36%) happen in a public place, and 1-in-5 take place in front of friends & family

The proposal took place:

In a scenic spot	27%
At home	24%
On vacation	18%
Botanical/public gardens/park	13%
Beach	10%
Major landmark	8%
First date/first kiss/first met site	7%
In a restaurant	7%
In a family/friend's home	6%
College campus	2%



was it a surprise?

- Over 4-in-10 were completely surprised!

Yes, a complete surprise	41%
--------------------------	-----

Knew the proposal was coming, but wasn't sure exactly when	57%
--	-----

No	2%
----	----



tradition is very much alive

How he proposed:

He said the actual words "will you marry me"	88%
He proposed with the engagement ring in hand	86%
He asked on bended knee	81%
He asked for father's/parents' permission before asking	74%
He put the ring somewhere unexpected where bride would find it	11%

*98%
had a
traditional
proposal*

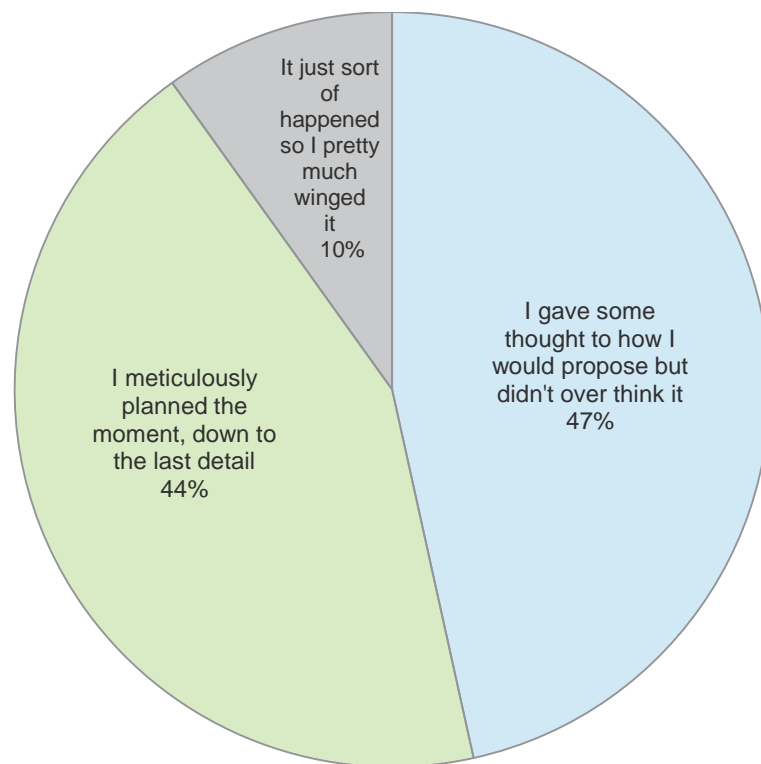


- Overall, 57% of grooms were nervous when they proposed
- 94% say they had the actual ring in-hand
 - 4% used a “stand-in”
 - Only 2% didn’t have a ring



9-in-10 grooms (91%) have some kind of a plan

He describes the moment he proposed:

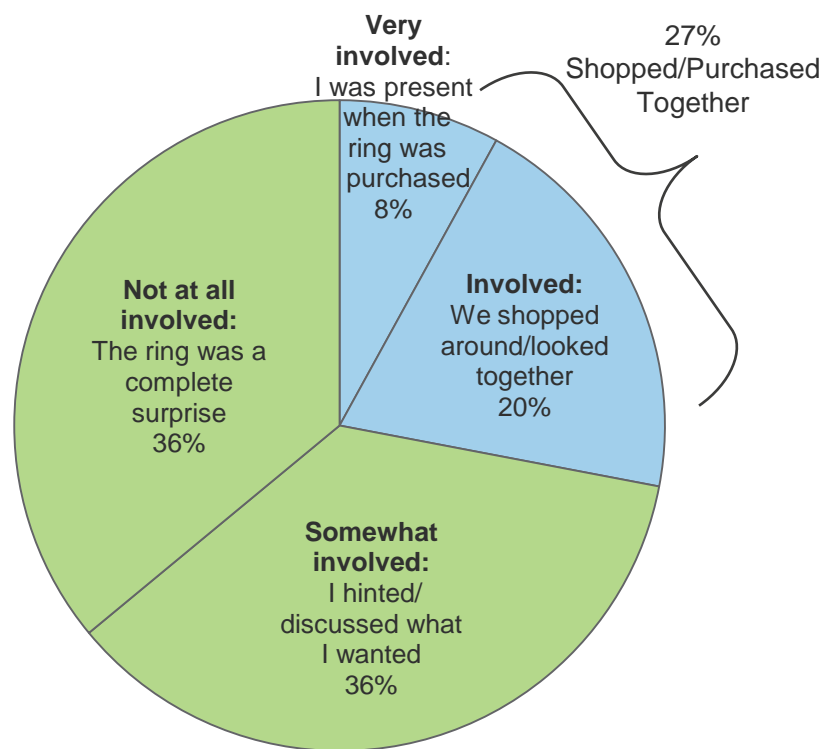




*bride
involvement*



almost 2/3's (64%) of brides are involved in some way

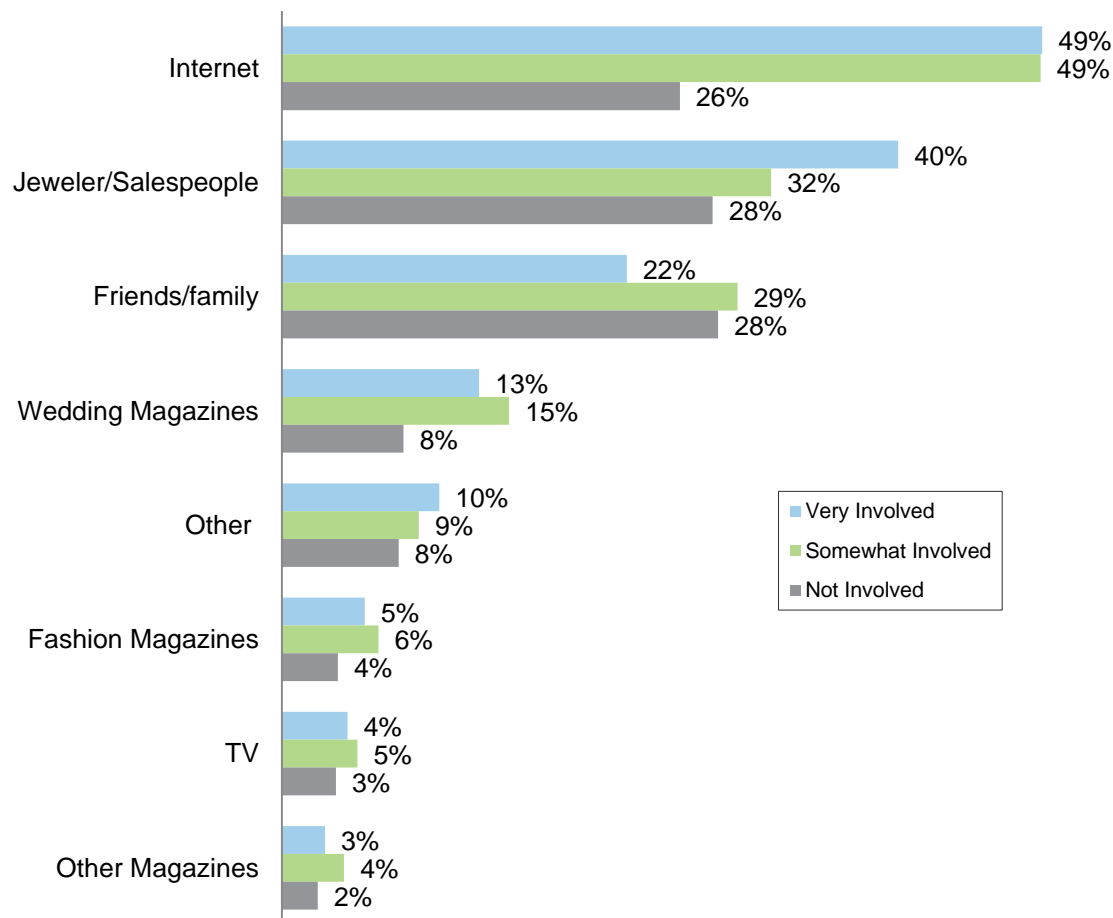


Over 9-in-10 (92%) grooms* were happy with the bride's degree of involvement

involved brides are most influenced by the internet



Top 2 Box (Extremely Influential/Influential)



she's researching the ring too...especially when she's highly involved



*Over 6-in-10 (61%) of brides start researching rings before the proposal**

	Very Involved Brides	Total Brides
I used the Internet extensively to research rings prior to my engagement	59%	44%
It was important to me to shop around for the engagement ring and try on/look at a lot of different styles	66%	35%
It was important to me that I see the ring in person before buying	67%	35%

brides make sure he knows what she likes

He said:



Over 8-in10 (81%) say brides dropped hints:

She would point out styles she liked while we were out and/or while window shopping	50%
She would drop comments here and there in passing	34%
She just told me outright what she wanted	33%
She enlisted the help of family/friends	11%
She left ads/pictures of ring styles lying around where I could find them	11%

She said:



- Over 2/3's (68%) of brides who were somewhat/not involved drop hints or provide certain kinds of ring information to their fiancés including:

Preferences for stone shape/cut	74%
Metal preferences	56%
Ring size	55%
Specific ring style	52%
Stone size	25%
Friends/Family who know preferences	20%
Jewelry retailers/designers preferred	12%

brides talk to other brides about the ring

“Am I reading correctly that he reset his grandmother's stone without consulting you on the setting? If so, I understand why his feelings would be hurt that you didn't like it, but I think he should have gotten input from you in some way before doing that.”



“I showed my guy rings that I liked many times. I wanted a vintage-looking ring. He surprised me with something completely different. Very plain, solitaire radiant cut, but it's lovely. The fact that he picked it out means something to me, too. If your man has great taste, I wouldn't worry too much :)”

“I know exactly the kind of ring I want and I know my boyfriend has no idea what to get me—and it would be so embarrassing for both of us for him to pick out a ring that I didn't like, go through the hassle of returning it, etc. I'd rather have him propose and then pick out or order the ring together, but is that the norm these days?”

“My FI and I looked for rings together. We found a company we both liked and chose 3 ring styles and FI chose my ring from one of those 3. So I knew I would be getting one of them I just didn't know which one until he proposed.”

“I found a ring design I like over a year ago. My mind hasn't changed even though I have kept an open mind and looked at some other things. Today we went to look at rings and specifically I tried on the ring I wanted.”

*the
mobile
bride*

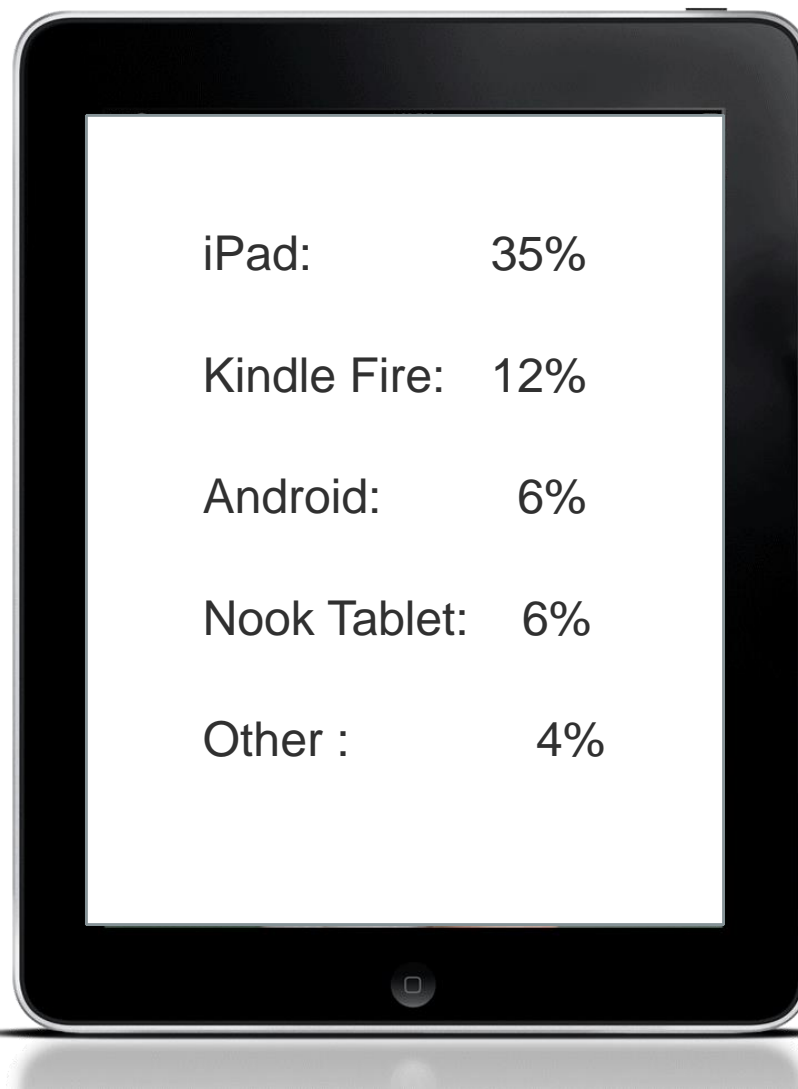


9-in-10 are smartphone users...



- 6-in-10 (59%) have an iPhone
- One-third (31%) are android users
- Only 3% use BlackBerry's...down from 5% in 2011
- 2% use other devices

...and over half (56%) have tablets:



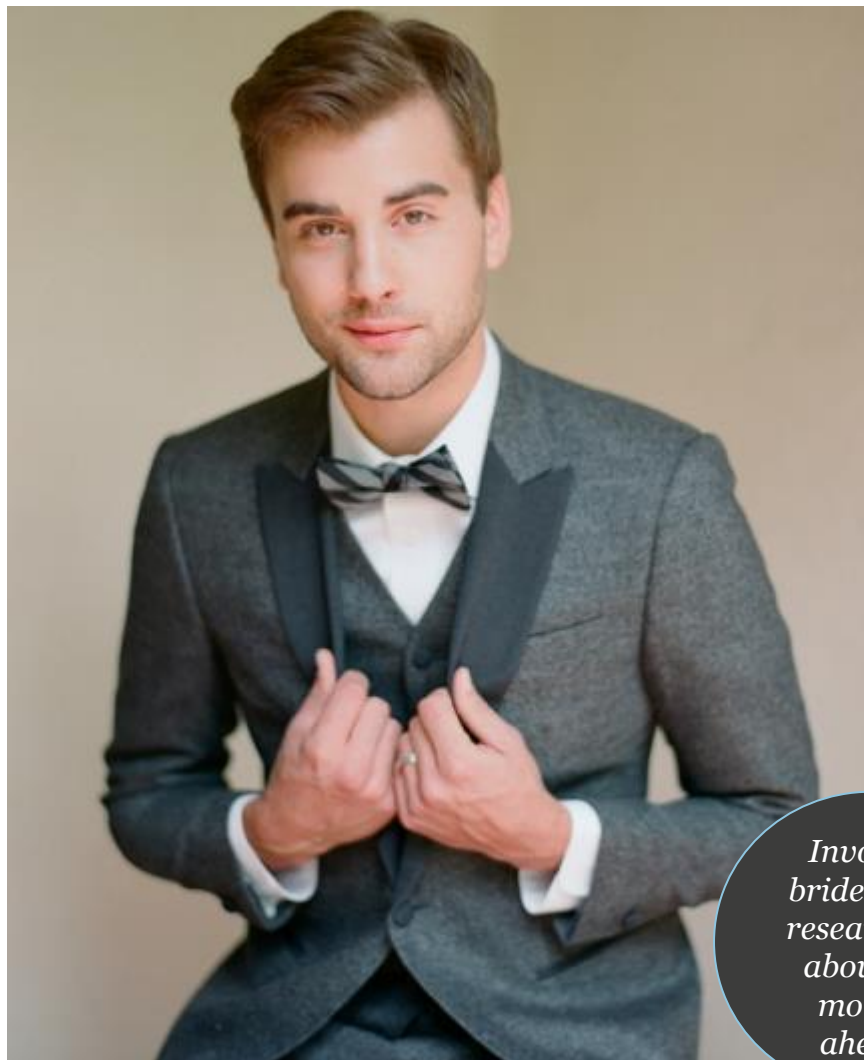


over 6-in-10 (63%) use their devices to visit wedding planning sites or look for rings

Access wedding planning sites	49%
Browse/research engagement ring styles prior to getting engaged	27%
Share ring ideas/hints with fiancé	20%
Browse/research engagement ring designers or retailers prior to getting engaged	19%
Share ring inspiration and ideas with family/friends	17%



*the
process*



finding the perfect ring

- Before the engagement, he researches rings for an average of 4.4 months
- He spends an average of 3.4 months shopping for the ring
 - 17% spend 6 months or more
 - Grooms with non-involved brides spend less time (2.9 months)
- He visits about 4 retailers and looks at an average of 24 rings

*Involved
brides start
researching
about 4.6
months
ahead**

the groom worries about...

"Finding a good combination of cut (princess), color (colorless), carat (over 1 carat) and clarity that was appealing to the eye, yet in my price range."



"If she would like the style I picked out and if the diamond was the quality it was said to be for the price."

"Since the ring was going to be a complete surprise, and my fiancée doesn't wear other jewelry, I was worried about whether she'd like the style, and worried about the fit."

"That the ring would not fit and that the center stone would be too small for her liking."

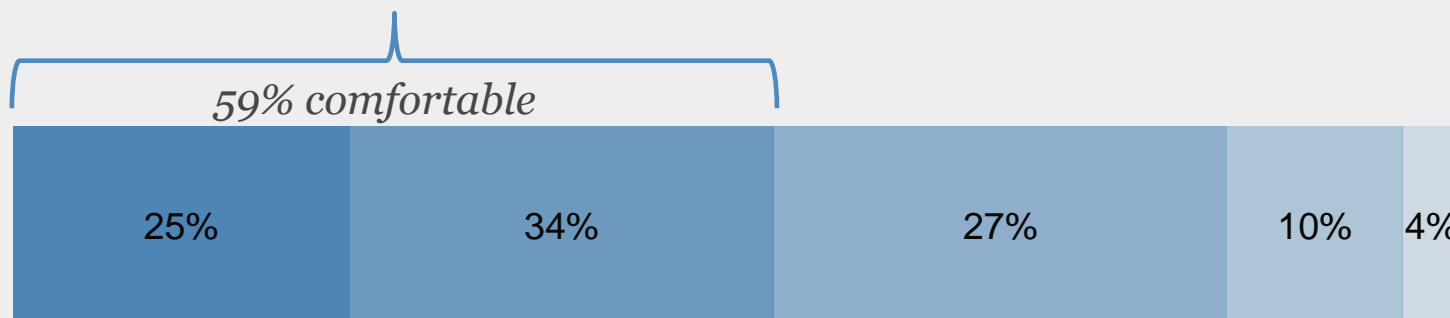
"Finding a center stone with very good quality at a reasonable price."

when it comes diamonds, grooms are more comfortable than brides

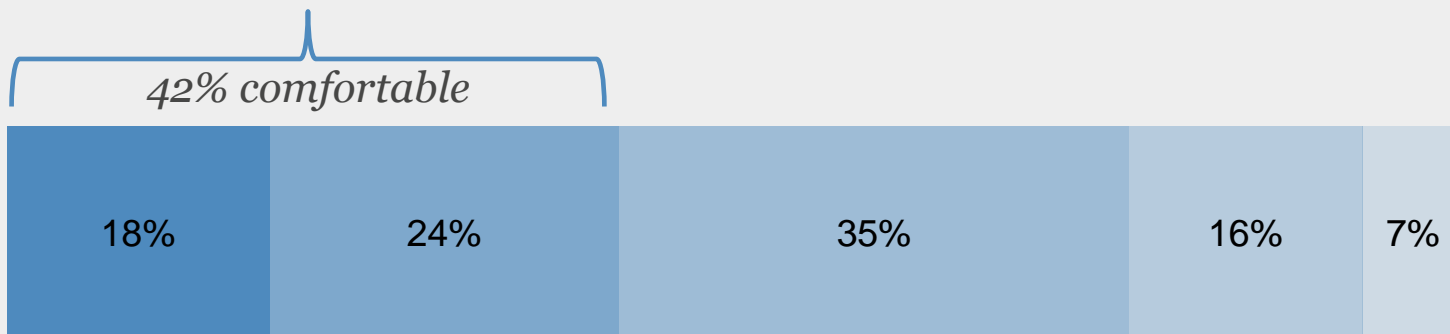
Overall Comfort Level Discussing/Shopping for/Evaluating Diamonds



Grooms



Brides





she is more comfortable shopping with him

<u>Very/Somewhat Comfortable</u> (Top 2 Box)	<u>When visiting retailers without fiancé</u> Base: Visited retailers without fiancé	<u>When visiting retailers with fiancé</u> Base: Visited retailers with fiancé
Looking at different ring styles	74%	83%
Talking with the sales person	64%	77%
The overall experience	62%	74%
Asking about prices	59%	68%
Asking about stone size	59%	66%
Asking about stone quality	52%	60%



when picking the ring, he focuses on quality
 ...she's about style



Grooms



Brides

Ranked in Order of Importance
 (Importance of attributes in researching/selecting the engagement ring)

Stone quality	#1	Style/setting
Style/setting	#2	Stone cut/shape
Price/Value	#3	Stone quality
Stone cut/shape	#4	Price/value
Stone size	#5	Metal
Metal	#6	Stone size
Retailer	#7	Retailer
Designer	#8	Designer





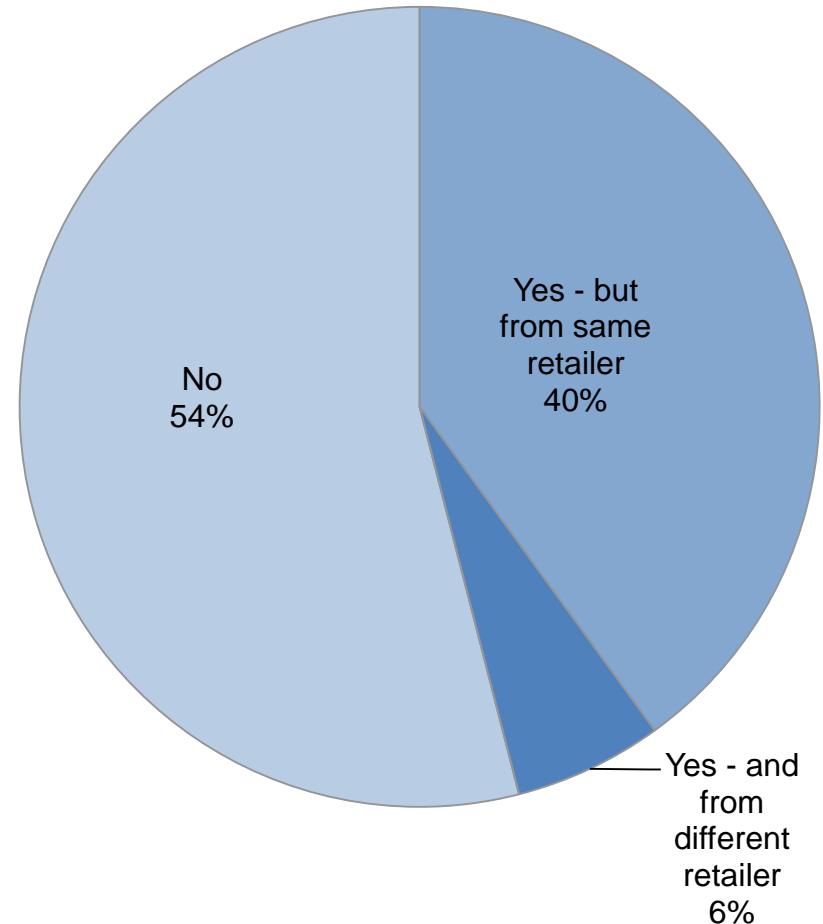
*she influences the shape and
he influences the size*

<i>Had More Influence On:</i>	Bride	Groom
Stone Cut/shape	82%	12%
Setting Metal	77%	23%
Ring Retailer	43%	51%
Stone Size	41%	59%

almost half (46%) purchase the stone separately



Purchased Center Stone Separately
from the Setting

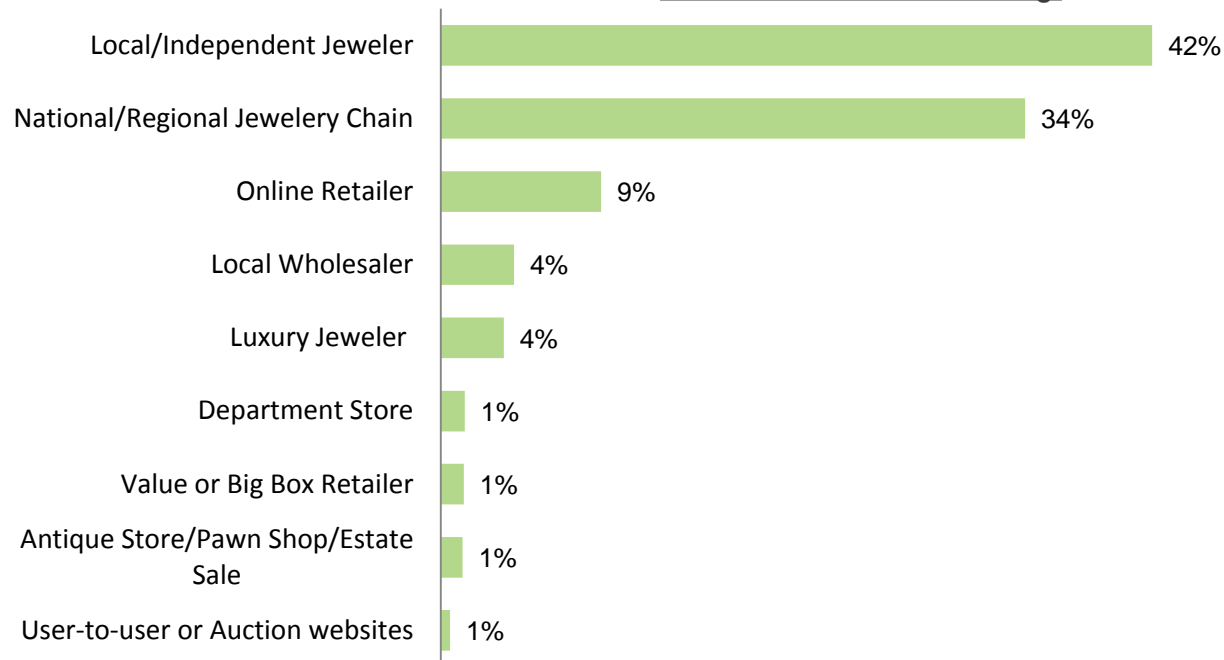


over 4-in-10 (42%) buy the ring at a local or independent jewelry retailer



PHOTO BY ANTONIS SCHILLER

Where Groom Purchased Ring:



grooms who purchase from local jewelers tend to be more sophisticated consumers



	<i>National & Regional Chains</i>	<i>Local & Independent Jewelers</i>
Demographics	<ul style="list-style-type: none"> • 27 years on average • 34% are age 24 or under • HH Income: \$47,500 (Med.) • College Graduate+: 65% 	<ul style="list-style-type: none"> • 28 years on average • 24% are age 24 or under • HH Income: \$67,500 (Med.) • College Graduate+: 78%
Ring	More likely to purchase entire new ring (72%) rather than separate stone (28%)	Less likely to purchase entire new ring (41%) than separate stone (59%)
Center Stone	<ul style="list-style-type: none"> • Smaller stone on average: 0.9 carats • Care about 4Cs: 46% 	<ul style="list-style-type: none"> • Larger stone on average: 1.1 carats • Care about 4Cs: 55%
Spend	Lower average ring spend: \$3,721	Higher average ring spend: \$7,219
Store Behavior	<ul style="list-style-type: none"> • Comfortable shopping for/discussing diamonds: 56% • Trusted local jeweler more: 13% 	<ul style="list-style-type: none"> • Comfortable shopping for/discussing diamonds: 64% • Trusted local jeweler more: 54%



what were the top national chains?

National/Regional Chain Where Engagement Ring Was Purchased	
Kay Jewelers	27%
Zales	20%
Jared's	13%
Helzberg	6%
Shane Co.	5%
Robbins Brothers	3%
Tiffany & Co.	3%
Fred Meyer Jewelers	2%
Littman Jewelers	2%
Rogers & Hollands	2%
Ben Bridge	1%
Gordon's	1%
J.B. Robinson Jewelers	1%
Reeds Jewelers	1%
Other	13%



only 1-in-10 (9%) buy direct from an online retailer

- About 3-in-10 (27%) who didn't buy online considered buying at least part of the ring online

Reasons for not buying online included:

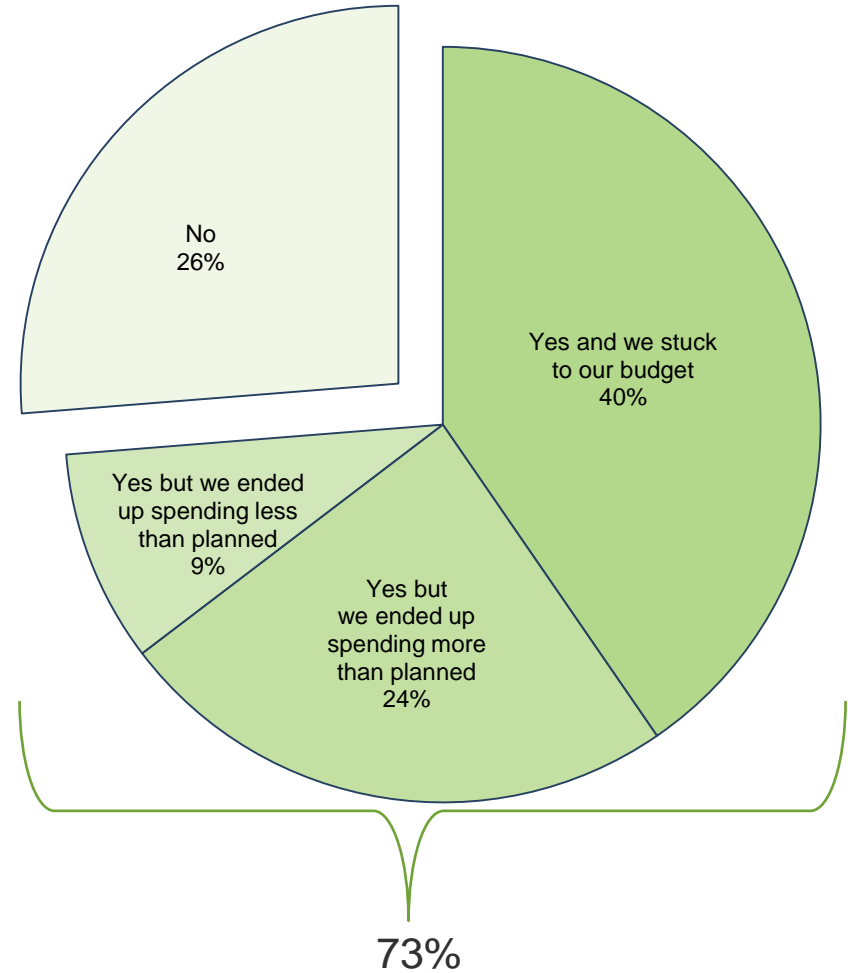
Wanted to be able to see the ring and/or stone in person	69%
Concerned about making such a significant purchase online	42%
Concerned about limited customer service if something should go wrong	35%
Felt like I needed more personal attention	33%
Wanted to be able to show the ring to my fiancée	6%

top websites?

Online or User-to-User/Auction Site Where Engagement Ring Was Purchased

BlueNile.com	21%
Amazon.com	7%
Ebay.com	5%
JamesAllen.com	4%
Adiamor.com	2%
DiamondNexusLabs.com	2%
MyJewelryBox.com	2%
Overstock.com	2%
Zales.com	2%
Bidz.com	1%
DiamondsOnTheWeb.com	1%
Gemvara.com	1%
Kay.com	1%
WhiteFlash.com	1%

Almost 3-in-4% (73%) had a ring budget



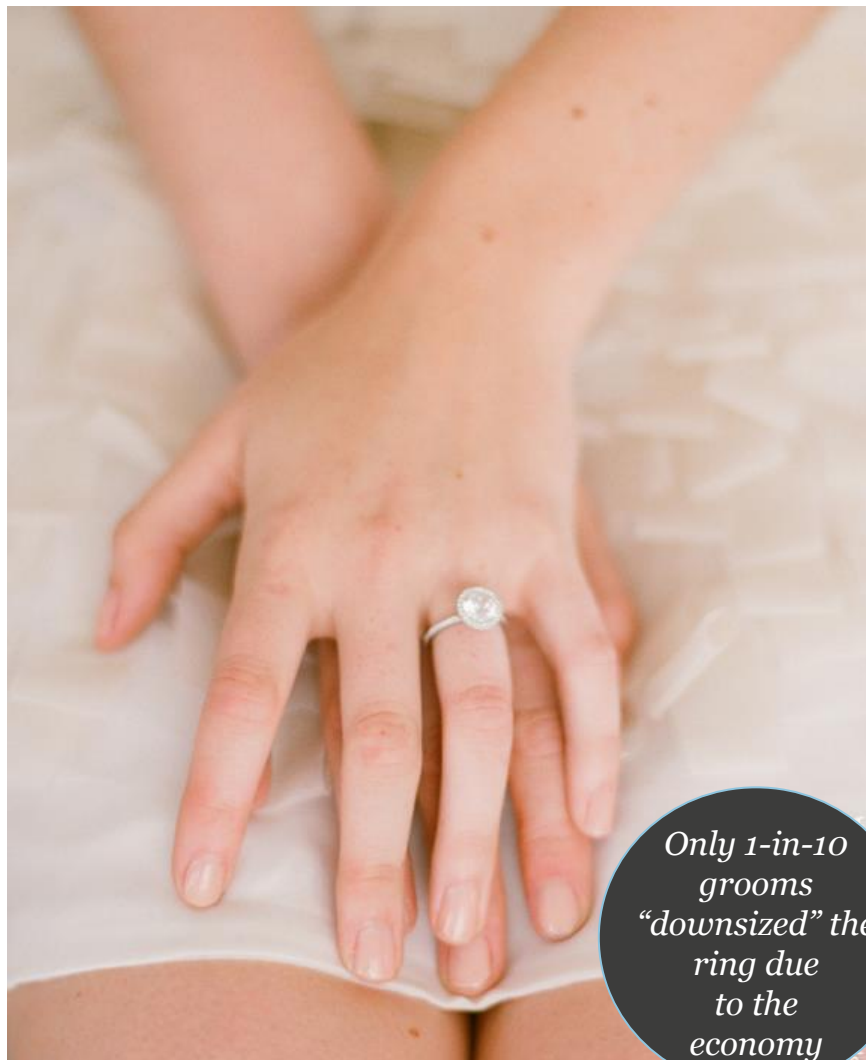


the ring budget is up to the groom

How budget was determined:

I decided on my own	75%
We discussed it but I ultimately decided the budget	16%
We decided together	8%
Other	2%

grooms are spending more



Only 1-in-10 grooms “downsized” the ring due to the economy

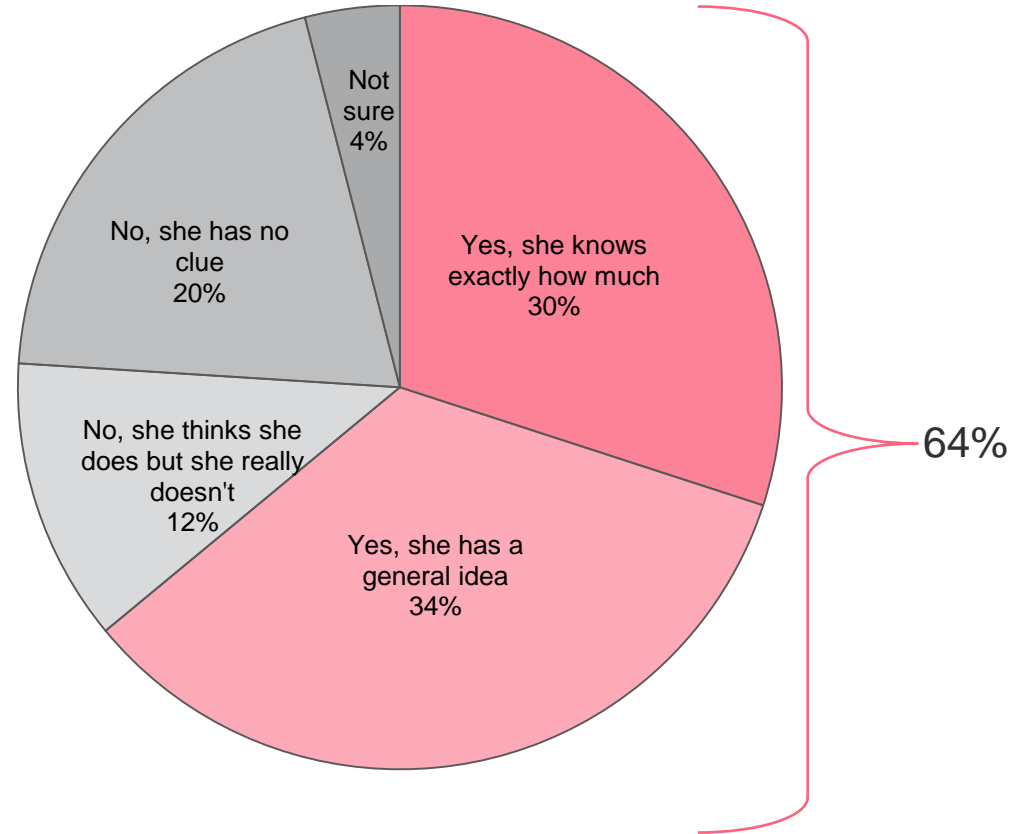
Base: Total Center Stone Purchased Separately

	2013	2011	% Difference
<i>Mean Spend</i>	\$5,258	\$4,386	20%

Base: Total Purchased Stone and/or Setting

	2013	2011	% Difference
<i>Mean Spend</i>	\$5,403	\$5,095	6%

2-in-3 brides (64%) know the cost of the ring



64%



the bride and groom are pleased with the shopping experience...

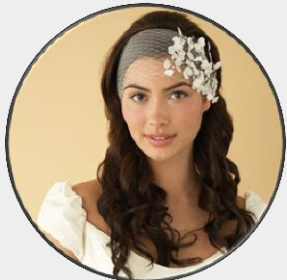
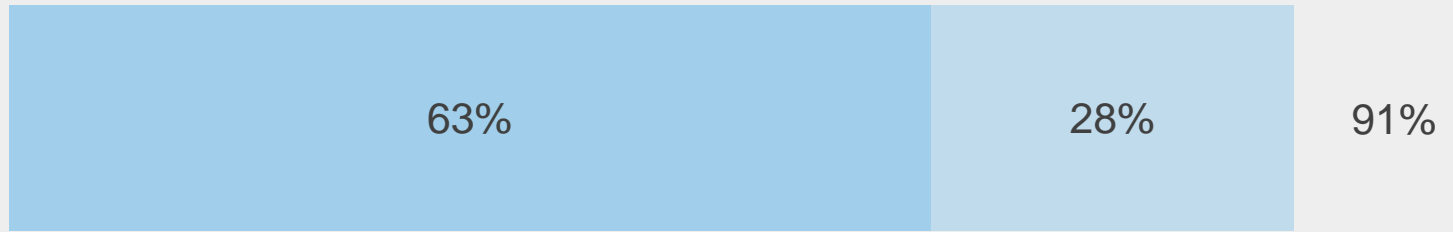
Satisfaction with Retailer – Overall Experience

Very Satisfied

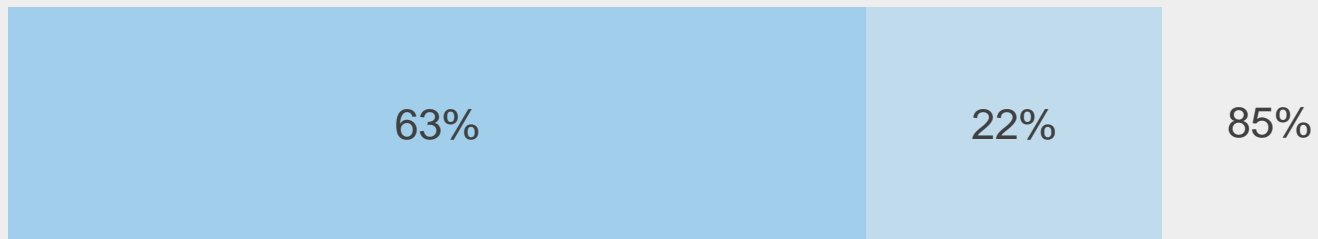
Satisfied



Grooms

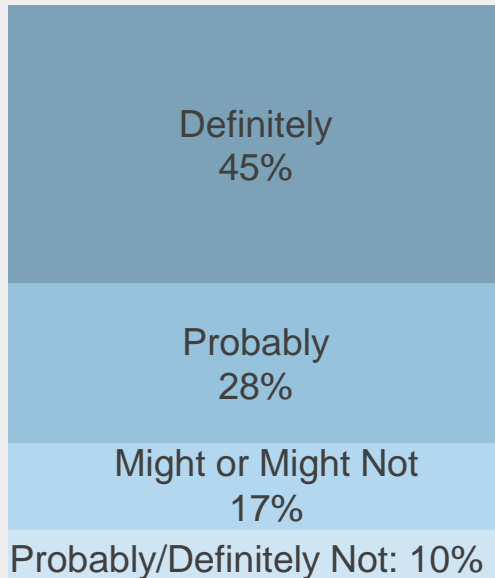


Brides

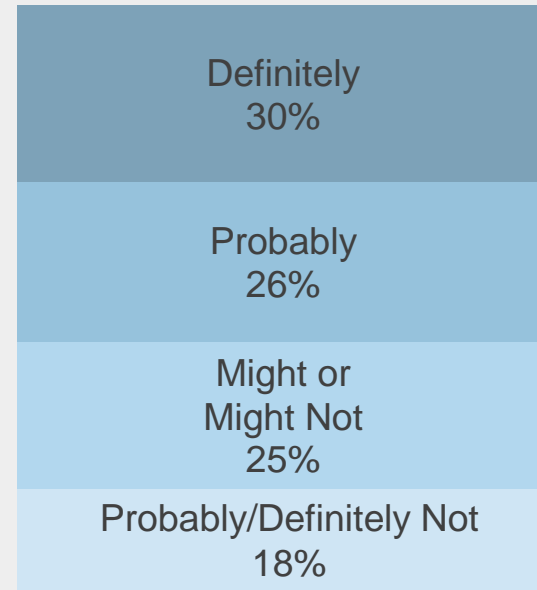


...yet the groom is more likely to return to the retailer in the future

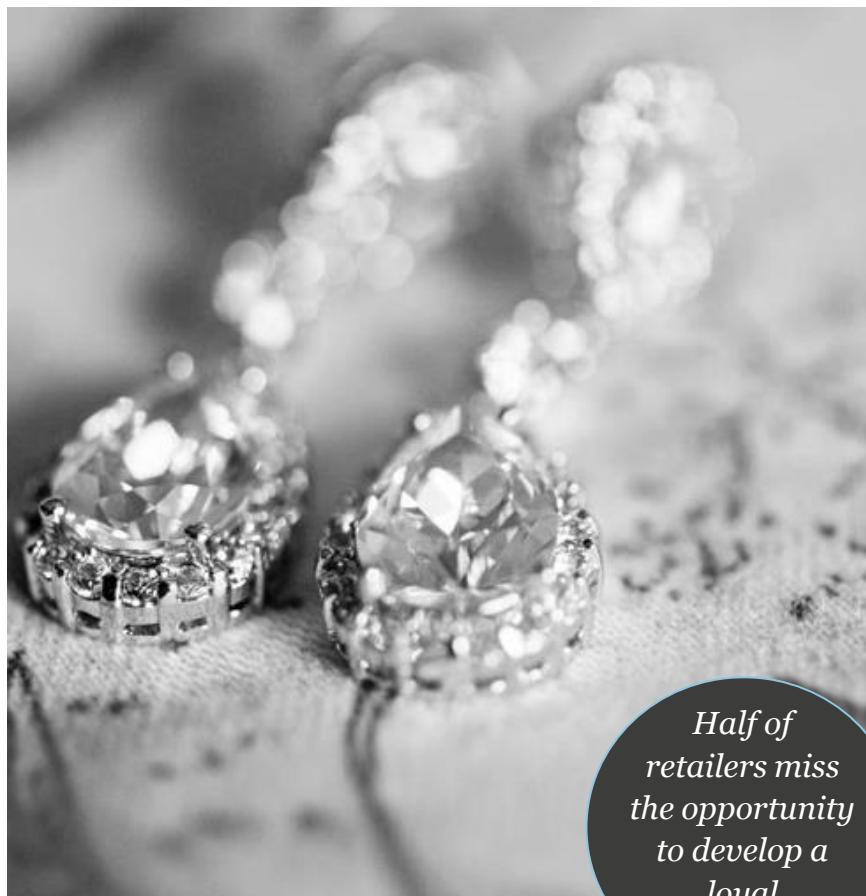
Grooms



Brides



only half (49%) of brides have heard from their retailer since the ring purchase



Half of retailers miss the opportunity to develop a loyal customer

Since your ring was purchased, has your retailer...

Any (NET)	49%
Sent you information about ring cleaning and care	23%
Followed up about satisfaction with the engagement	22%
Sent information about upcoming sales and/or new merchandise	19%
Followed up about satisfaction with the engagement ring	18%
Sent a thank you card/email	18%
Emailed information about upcoming sales and/or new merchandise	15%
Invited you to store events	15%
Sent catalogs	12%

*the
ring*



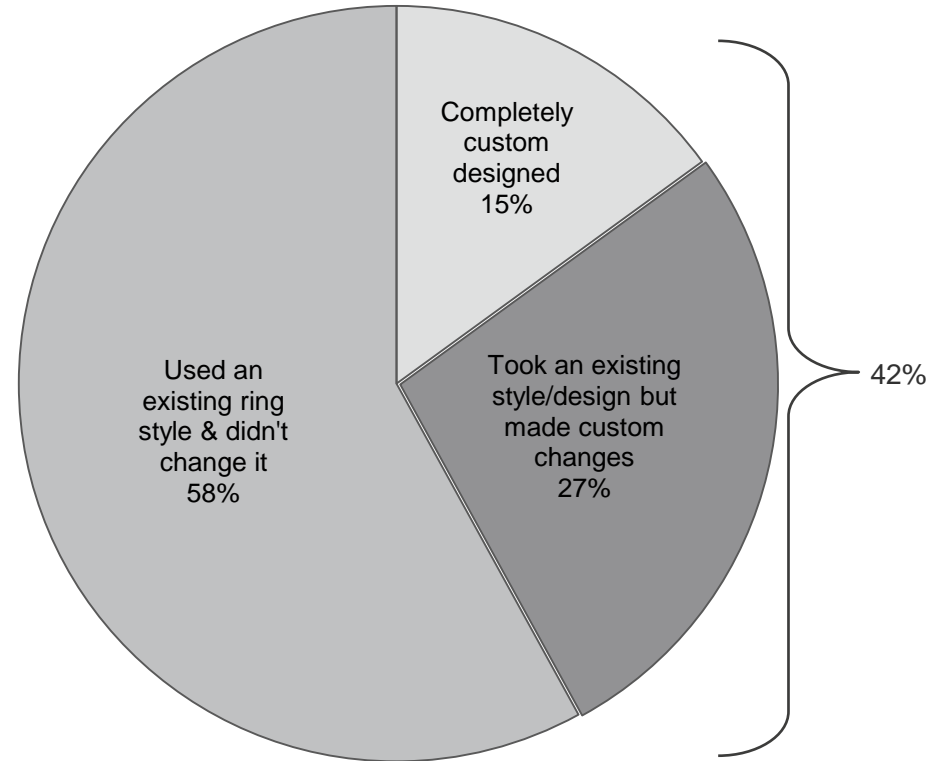
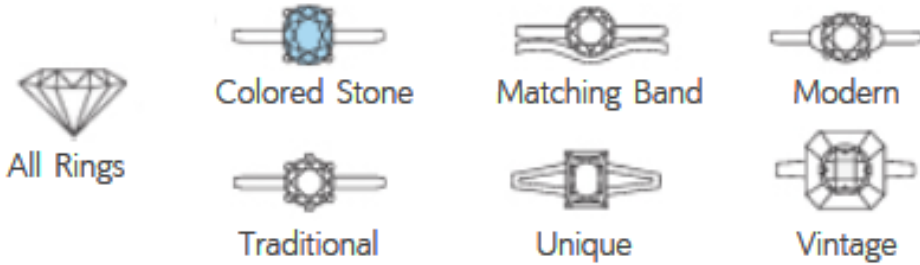
most rings are purchased new



3-in-4 have
already
purchased ring
insurance

New Ring	85%
New ring purchased for this occasion but not custom designed	50%
New ring purchased for this occasion and custom designed	35%
Heirloom	11%
Stone was passed through the family, then reset in a new setting	6%
Both the stone and setting are a family heirloom	5%
Setting was passed through the family, then a new stone purchased	0%
Vintage	4%
Both the stone and setting are vintage and purchased for occasion	3%
Vintage setting purchased, then a new stone purchased	1%
Vintage stone purchased, then reset in a new setting	0%

over 4-in-10 (42%) customize the ring



For the custom design group...

- The groom was involved 89% of the time
- In 7-10 (71%) times there was a professional designer
- Family and friends participate 20% of the time

over 6-in-10 rings are clear diamond center stones with side stones



Only 5% of grooms receive a "man-gagement" ring

Engagement ring was...

Clear diamond center stone with side stones and/or accents	61%
Clear diamond solitaire (one single clear diamond)	23%
Three-stone diamonds	7%
Other precious stone (non-diamond) solitaire or center stone	6%
Colored diamond center stone with side stones and/or accents	2%
No center stone	2%
Colored diamond solitaire (one single colored diamond)	0%

almost 1-in-3 rings have prong settings



Almost 1-in-3 brides (32%) are not really familiar with these terms

Top Design Elements	
Prong setting	32%
Halo/Shared Prong setting	16%
Pave setting/diamonds	15%
Channel setting/diamonds	10%
Baguette side stones	7%
Cathedral setting	7%
Filigree details	6%
Milgrain edging/accents	6%
Comfort Fit	5%
Engraving	4%
Bezel Setting	2%
Colored gemstone accents	2%
Euro Shank (flat bottom)	1%
Fancy color diamond(s)	1%
Invisible setting	1%
Knife edge band	1%
Tension setting	1%
Other	8%

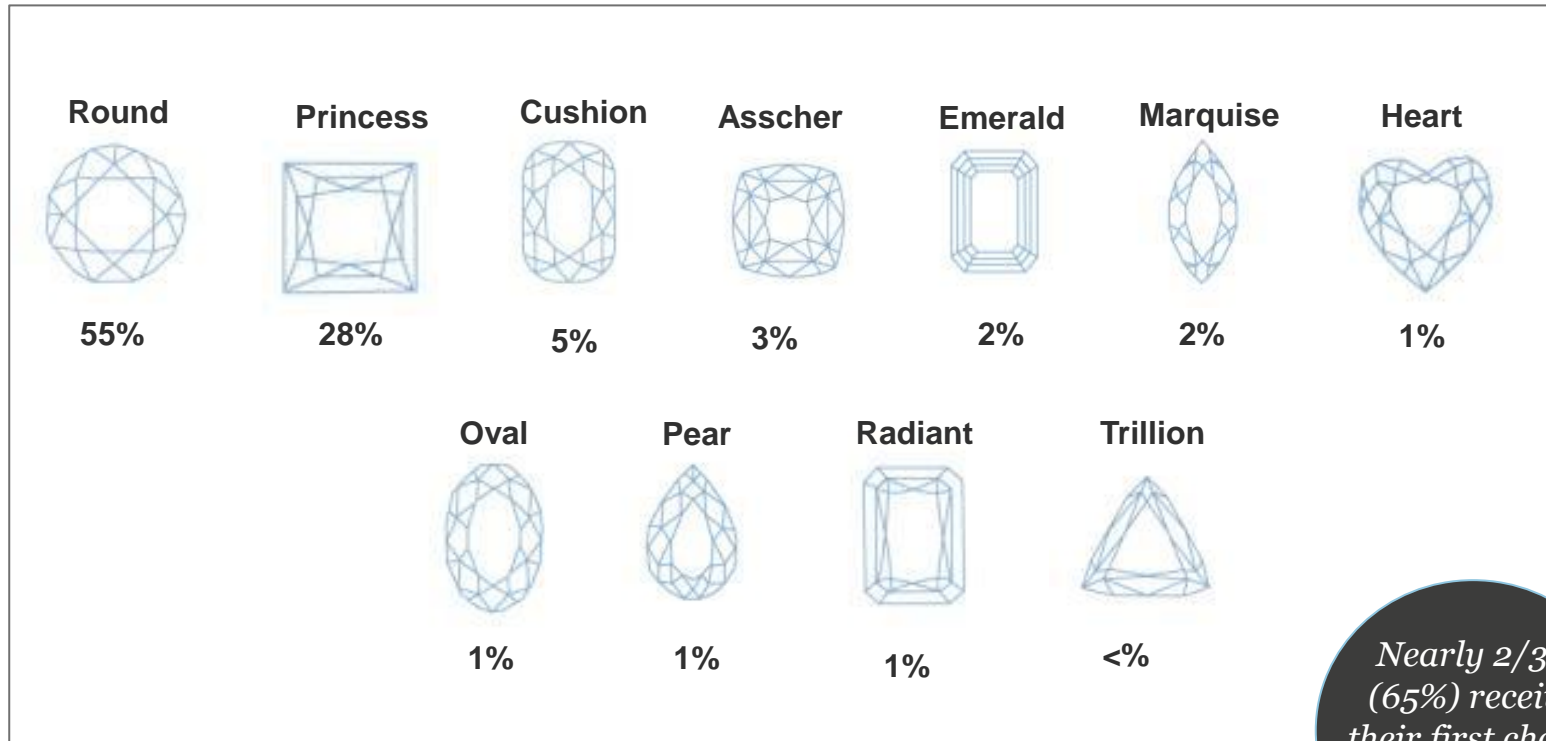
the average center stone is 1.1 carats



The total ring including all stones averages 1.6 carats

- Less than 1/2 carat (0.25)
- 1/2 carat to less than 1 carat (0.75)
- 1 carat to less than 1 1/2 carats (1.25)
- 1 1/2 carats to less than 2 carats (1.75)
- 2 carats to less than 2 1/2 carats (2.25)
- 2 1/2 carats to less than 3 carats (2.75)
- 3 carats or more (3)
- Not sure

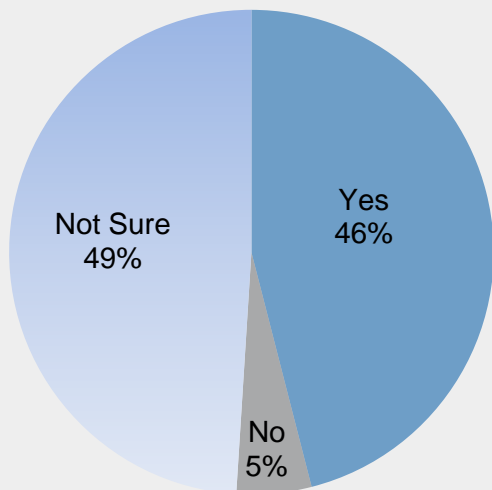
round center stones are most popular



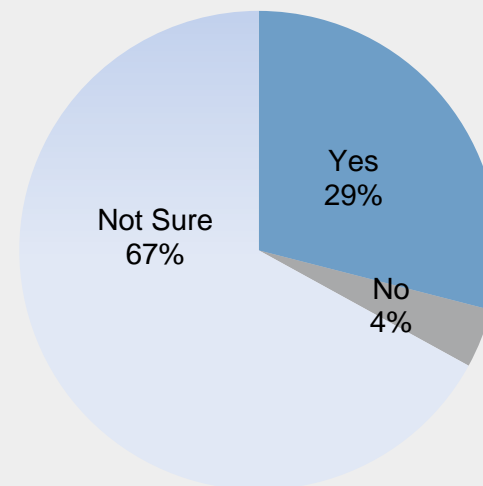
Nearly 2/3's (65%) receive their first choice of center stone shape

conflict free? the groom is more aware.

Grooms



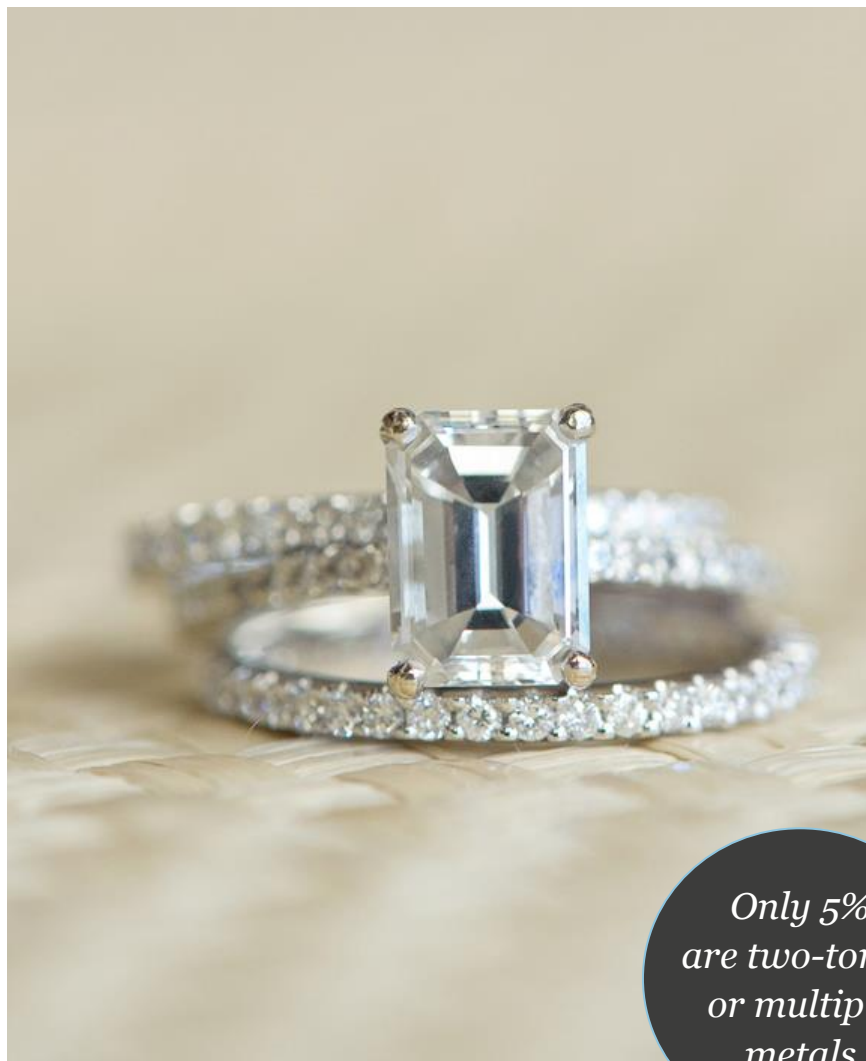
Brides



- In addition, 62% of brides are aware that their center stone is natural versus 8-in-10 (81%) of grooms
- 39% of brides are aware that their ring is GIA certified while 56% didn't know



white gold is the top choice



*Only 5%
are two-toned
or multiple
metals*

Engagement Ring	2013	2011
White gold	72%	73%
Platinum	15%	17%
Yellow gold	6%	7%
Sterling Silver	4%	2%
Palladium	1%	1%
Rose Gold	1%	0%
Cobalt	<1%	0%
Titanium	<1%	0%
Tungsten (Carbide)	<1%	0%



*wedding
bands*

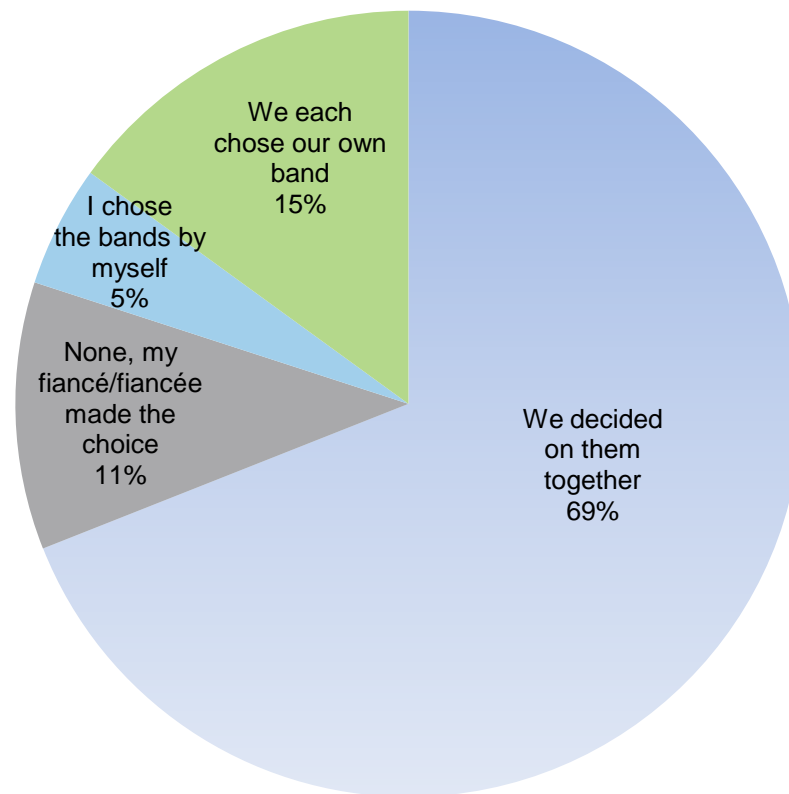
wedding bands are the norm

- Virtually all have wedding bands:
 - Brides: 93%
 - Groom: 96%
- Those who wear bands mostly purchase them new:
 - Brides: 93%
 - Groom: 97%
- Almost 3-in-10 (28%) of brides are likely to select a custom band



*Only 1-in-10
(12%) purchase
matching
sets*

almost 7-in-10 decide on bands together



where do they shop?



*1-in-10
(11%) purchase
at least one band
from the
engagement
ring retailer*

- About 1/3rd (35%) buy both rings at separate retailers
- More than half (55%) purchased their wedding bands from the same jeweler where they got their engagement ring
- 1-in-4 (24%) purchased a band as part of a matching set to the engagement ring

grooms want comfort...brides like diamonds



Grooms



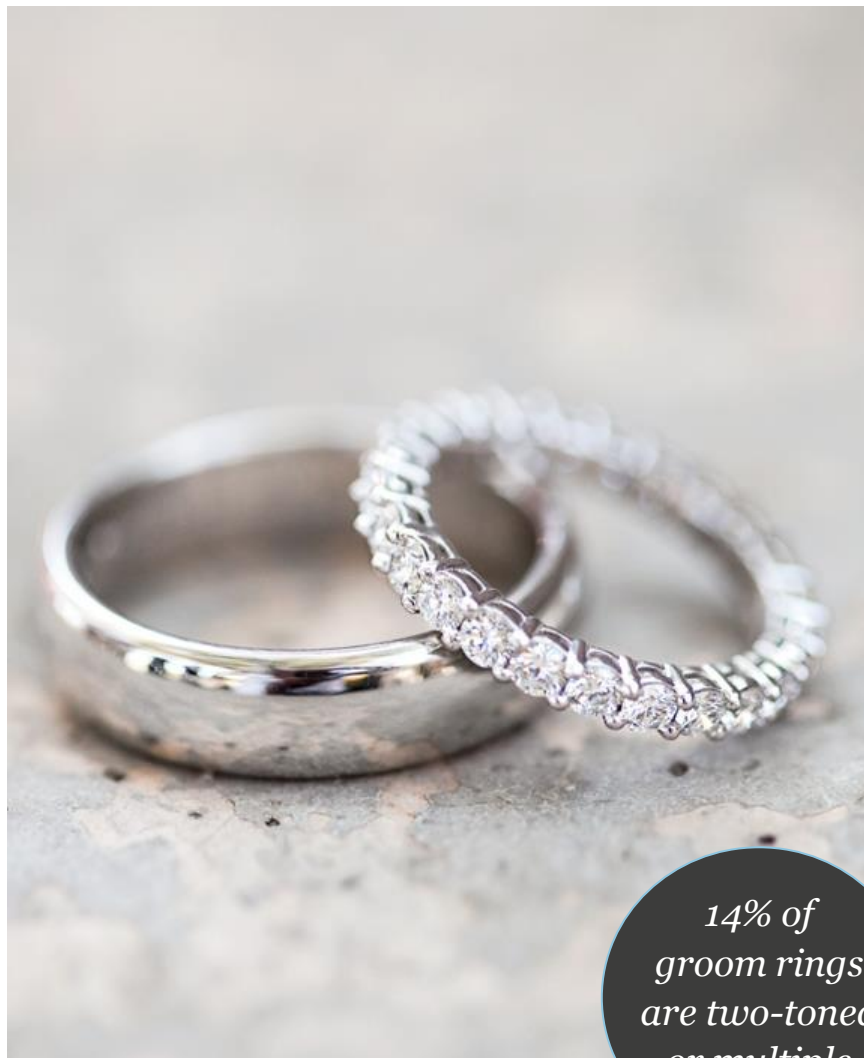
Brides

Top Design Elements

Were the rings engraved?

- Groom: 20% engraved
- Bride: 11% engraved

Comfort fit	27%	With diamonds / eternity band	55%
Satin/Brush Finish	22%	Comfort fit	9%
Bevel edge	11%	Milgrain edging/accents	7%
Carved design	8%	Inlay	6%
Textured	8%	Carved design	5%
With diamonds	6%	Satin/Brush Finish	3%
Milgrain edging/accents	5%	With other precious stones	3%
Inlay	4%	Bevel edge	2%
Celtic	2%	Braiding	2%
Knife-edge	2%	Texture	2%



14% of groom rings are two-toned or multiple metals

the groom chooses a wider variety of metals

Wedding Band	Bride	Groom
White gold	70%	27%
Platinum	13%	6%
Yellow gold	7%	10%
Sterling Silver	4%	5%
Tungsten/Tungsten Carbide	2%	32%
Palladium	1%	3%
Rose Gold	1%	1%
Titanium	1%	15%
Cobalt	<1%	5%

couples are spending more

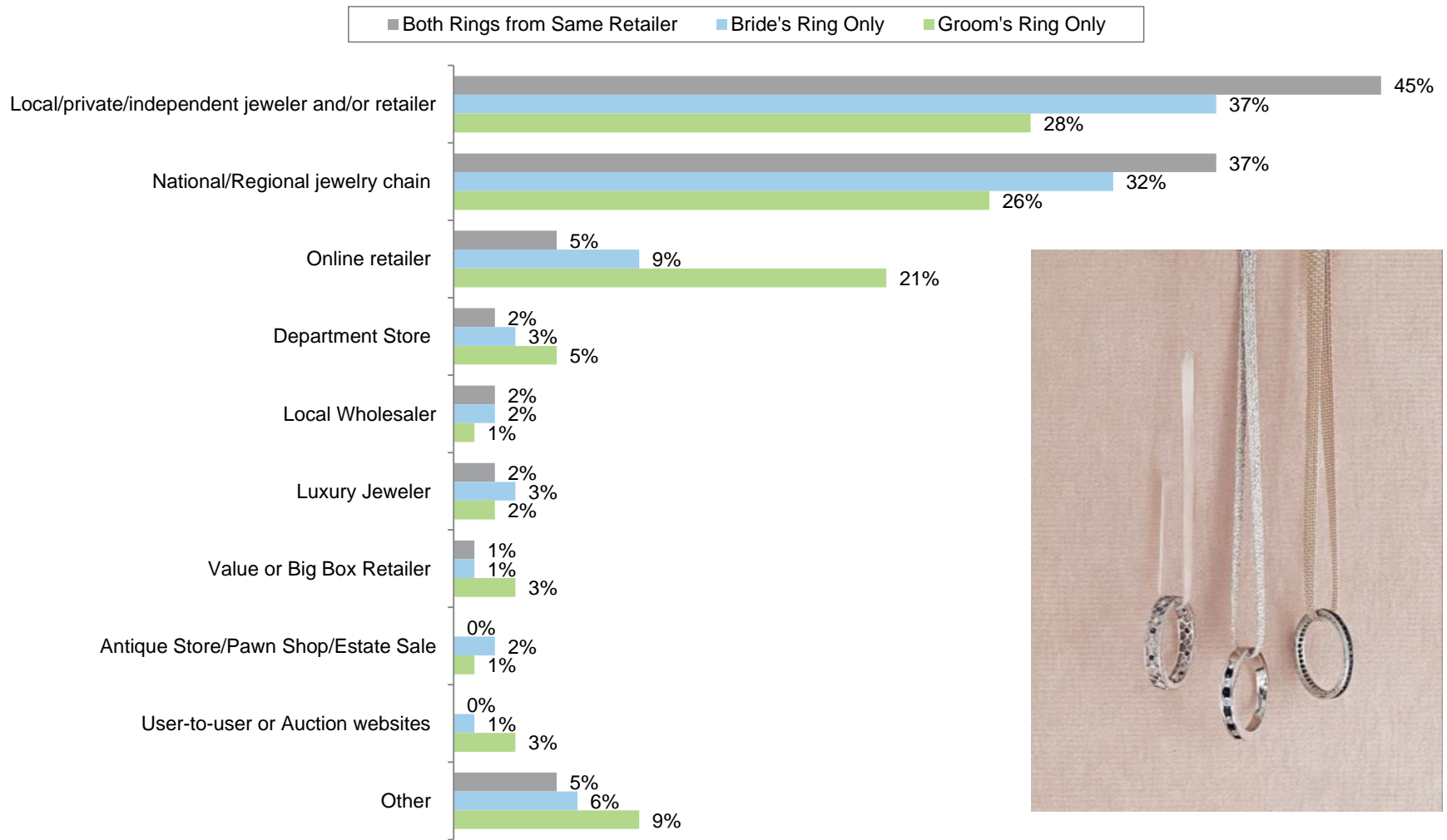


*Over 6-in-10
(63%) buy ring
insurance or
plan to buy*

<u>Cost of Wedding Bands</u> (Average)	<u>Married</u> <u>2013</u>	<u>Married</u> <u>2011</u>
<i>Bride's Band</i>	\$1,369	\$1,126
<i>Groom's Band</i>	\$558	\$491



the market is fragmented, but overall, local jewelers remain the most popular





*the
wedding
day*

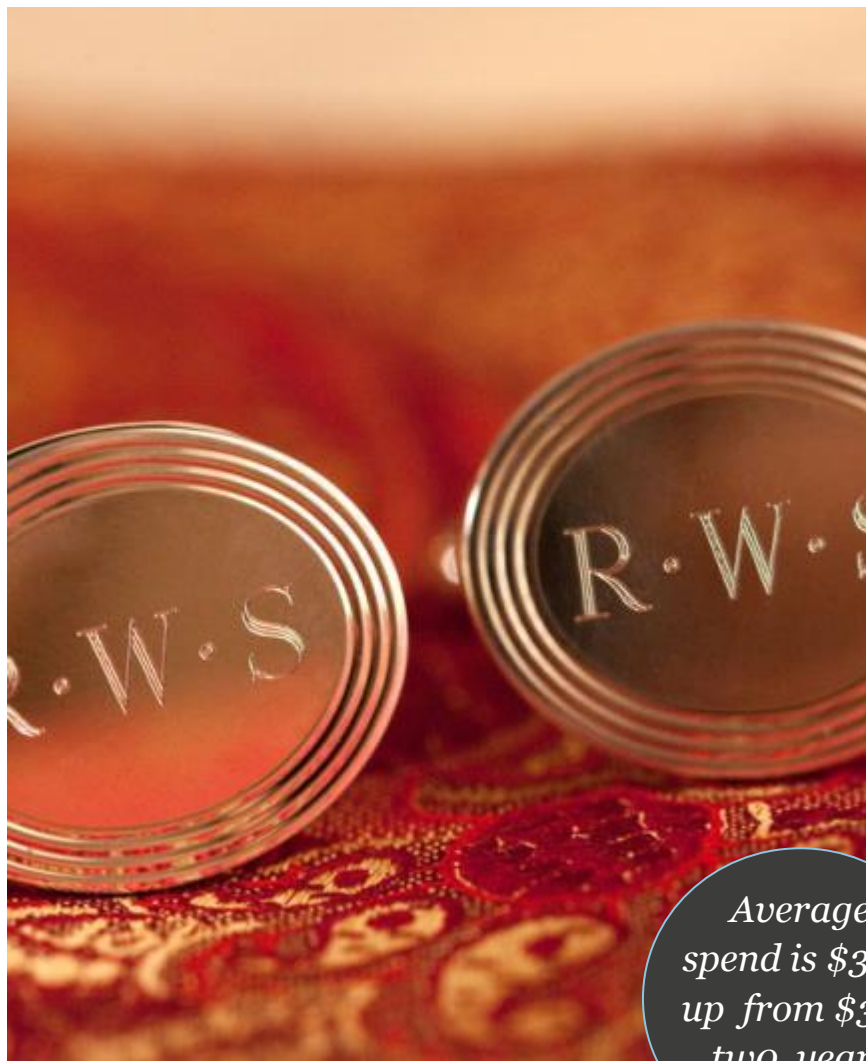


Average spend is \$452, down from \$609 two years ago

over 8-in-10 buy jewelry for the special day

<i>Wedding Day Jewelry Purchased for/by Bride</i>		
	2013	2011
Any (NET)	81%	82%
Earrings	67%	67%
Necklace/Pendant	40%	45%
Bracelet(s)	37%	35%
Hair jewelry	31%	31%
Tiara	9%	13%
Ring for right hand	6%	6%
Brooch	2%	3%
Watch	1%	New in 2013
Other	2%	3%

- 58% wore fine jewelry and 42% wore costume



about 1/3rd of grooms wear additional jewelry

Wedding Day Jewelry Purchased for/by Groom		
	2013	2011
Any (NET)	34%	31%
Cuff links	22%	20%
Watch	13%	12%
Bracelet	1%	1%
Money clip	1%	1%
Necklace	1%	1%
Other	3%	2%

Average spend is \$375, up from \$339 two years ago

Only 9% of grooms give gifts to groomsmen* and spent an average of \$158 (up from \$121 in 2011)

- Cufflinks 46%
- Watch 30%
- Money clip 8%
- Other 20%



About 6-in-10 brides give gifts to their bridesmaids

<i>Type of Jewelry Given to Bridesmaids*</i>	
Any (NET)	59%
Earrings	62%
Necklace/pendant	58%
Bracelets	34%
Brooch	2%
Ring	2%
Other	3%

Average spend is \$90, up from \$73 in 2011



the knot | 2013 Engagement & Jewelry Study

