

custom profile & insights report

Discover additional insights about a jewelry segment that is relevant to your business.

- Landmark study of the bridal jewelry industry
- Competitive snapshot across the entire engagement and wedding jewelry landscape
- Unique and cost-effective access to jewelry behavior and attitudes
- Insightful analysis from bridal industry experts

STUDY OVERVIEW

METHODOLOGY

- March 2009 online survey
- Email invitation to members of The Knot Wedding Network (represents more than 70% of brides online)

RESPONDENT PROFILE

- 69% engaged
- 31% recently married

TOPLINE SNAPSHOT

- For 38% of brides, the proposal is a complete surprise
- 36% of brides are involved in the selection of their engagement ring
- Round is the most common center stone cut/shape (51%)
- Average size of center stone: 1.04 carats
- 36% purchase the center stone separately
- 69% of couples decide on their wedding bands together
- 76% of brides purchase additional jewelry for their wedding day
- Average cost of:
 - > Engagement ring – \$5,861
 - > Bride's wedding band – \$1,510
 - > Groom's wedding band – \$765
 - > Bride's wedding day jewelry – \$752

Alex Cao



CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - > Couples that purchased from a specific retailer and/or designer
 - > Couples who live in a specific geographic region or demographic
 - > Couples in a particular spend segment
 - > And more...
- Filtered respondents compared against total respondents
- Custom report with additional insights and observations

RATE: Available upon request

**Custom segment availability dependent upon stability of respondent base*

Gain valuable jewelry insights from the leading bridal industry expert.

TABLE OF CONTENTS

2009 jewelry study

**PROPOSAL & ENGAGEMENT**

- Proposal details
 - > Who proposed
 - > Location
 - > Surprise vs. expected
- Wedding planning prior to engagement
 - > Activities
 - > Timeline

ENGAGEMENT RING BASICS

- Bride's involvement in selection process
- Ring style and design elements
- Custom-designed rings
- Natural vs. synthetic diamonds
- Conflict-free diamonds
- Insurance purchase behavior
- Attitudinal statements

ENGAGEMENT RING DETAILS

- Cut/shape of center stone
- Engagement ring size
 - > Center stone only
 - > Total ring
- Engagement ring metal/setting
- Engagement ring budget and spend

SHOPPING FOR ENGAGEMENT RING

- Comfort level
- Knowledge of diamond qualities/characteristics
- Influence of 4 Cs

- Importance of engagement ring attributes
 - > Stone cut/shape
 - > Metal
 - > Stone size
 - > Style/setting
 - > Price/value
 - > Designer
 - > Retailer
- Information sources
- Engagement ring retailers and designers
 - > Online vs. offline
- Satisfaction with shopping experience

WEDDING BANDS

- Wedding band details
 - > Metal
 - > Design elements
 - > Engraving
- Wedding band spend
- Information sources
- Wedding band selection process
- Wedding band retailers
 - > Online vs. offline
- Attitudinal statements

WEDDING DAY JEWELRY

- Wedding day jewelry purchased for:
 - > Bride
 - > Groom
 - > Attendants
- Wedding day jewelry spend

DEMO & CLASSIFICATIONS

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