



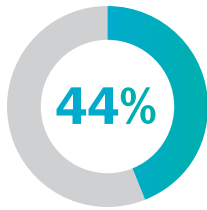
# 53 MILLION AMERICANS PLAN TO BUY A DIAMOND Between Thanksgiving and Valentine's Day



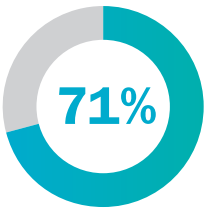
**MAKING PLANS:**  
**21%** OF AMERICANS  
and  
**1-in-3** MILLENNIALS

Twenty-one percent (1-in-5) Americans plan to purchase a diamond between Thanksgiving and Valentine's Day, with men and millennials among the most likely to be in the market for a diamond this holiday season. Thirty-five percent of millennials plan to purchase a diamond, and more than 1-in-10 plan to buy a diamond engagement ring (13%), while 27% of men plan to purchase a diamond and 11% plan to buy an engagement ring.

## CONSUMER CONFUSION EXISTS BETWEEN NATURAL DIAMONDS AND LABORATORY-CREATED DIAMONDS. HOWEVER, EDUCATION DRIVES DESIRE FOR NATURAL DIAMONDS.



**UNAWARE OF DIFFERENCES**  
Nearly half of diamond purchasers (44%) are **unaware of the sharp differences** between natural diamonds and laboratory-created diamonds.

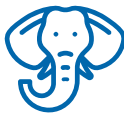


**DESIRE TO BUY NATURAL DIAMONDS INCREASES WITH KNOWLEDGE OF DIFFERENCES**  
Seven in 10 (71%) became **more likely to buy a natural diamond over a laboratory-created diamond** as they learned of the differences listed below.

## MORE THAN 3-IN-4 DIAMOND PURCHASERS ARE MORE LIKELY TO PURCHASE A NATURAL DIAMOND WHEN THEY LEARN ABOUT THE POSITIVE IMPACTS OF THE DIAMOND INDUSTRY.



The diamond industry supports **10 million jobs around the world** and contributes \$8.4 billion a year to African economies.



Investments by the diamond industry **protect vulnerable wildlife around the world**, including thousands of caribou, grizzly bears and elephants.



99.8% of natural diamonds on the market are **certified conflict-free** through the Kimberley Process.

METHODOLOGY: This research was conducted by KRC Research from November 5-7, 2018 via an online survey of 1,003 American adults aged 18 and older.