

Survey of Americans' Plans to Buy Diamonds This Holiday Season

November 2018

Research Objectives

The objectives of this research were to understand Americans':

- Current likelihood to purchase a natural diamond between Thanksgiving and Valentine's Day.
- Change in likelihood to purchase a natural diamond once made aware of the positive impact the diamond industry has on the world.
- Current understanding of the differences between natural diamonds and laboratory-created diamonds.
- Change in likelihood to purchase a natural diamond versus a laboratory-created diamond when aware of key differences.
- Change in the likelihood to purchase a laboratory-created diamond once made aware of the positive impact the diamond industry has on the world.

Research Methodology

KRC Research conducted this research via an online survey of n=1,003 Americans ages 18 and older from November 5-7, 2018. Data shown in the survey results have been weighted to reflect the demographic composition of the United States per the latest US Census.

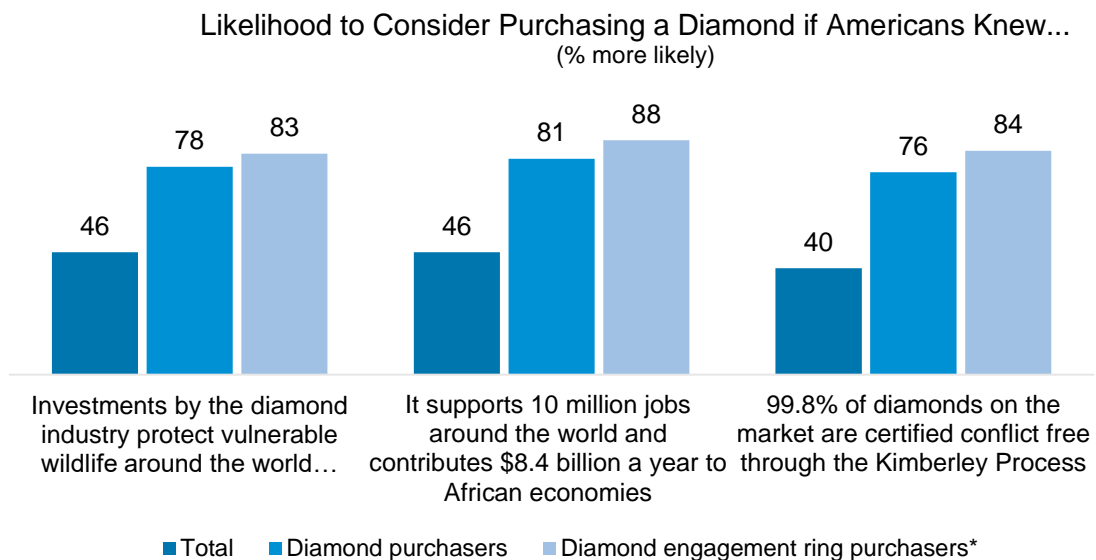
Key Findings

Plans to Purchase and Current Knowledge of Diamonds

- ❖ **More than 1-in-5 Americans plan to purchase a diamond between Thanksgiving and Valentine's Day (21%), with men and millennials among the most likely to be in the market this holiday season.**
 - 35% of millennials plan to purchase a diamond, and more than 1-in-10 plan to buy a diamond engagement ring (13%).
 - 27% of men plan to purchase a diamond, and more than 1-in-10 plan to buy an engagement ring (11%).

❖ **Purchasers' decision to buy a natural diamond is reinforced when made aware of the positive impact of the diamond industry.**

- More than 3-in-4 Americans who already plan to buy a diamond say they are even more likely to consider purchasing a natural diamond when made aware of some of the positive impacts of the industry (78%).
- More than 4-in-5 of those planning to purchase a diamond engagement ring are more likely to consider their purchase with knowledge of these positive impacts.

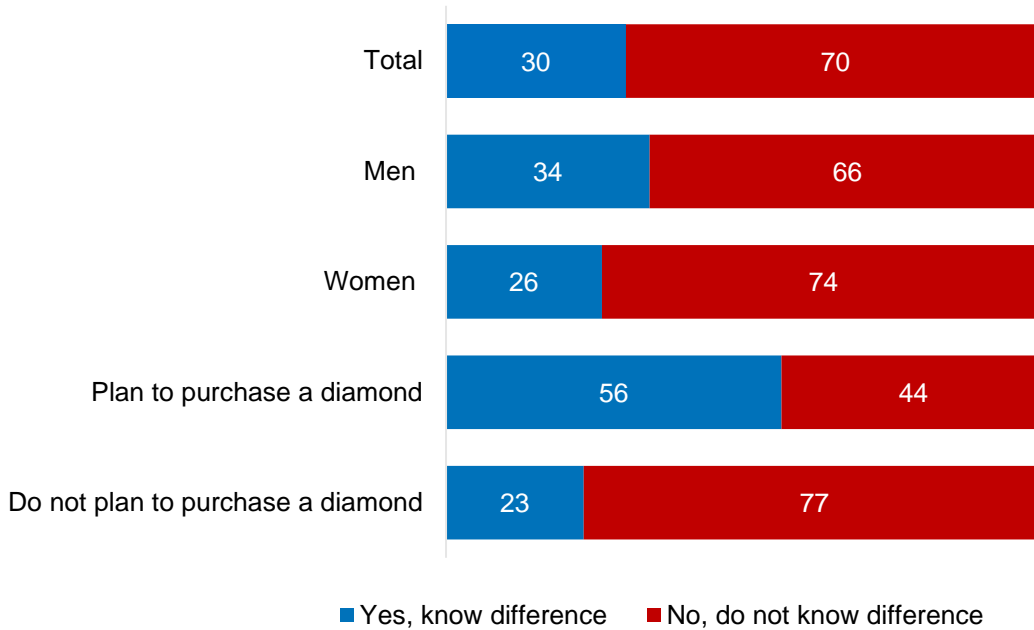


Understanding the Differences between Laboratory-Created and Natural Diamonds

❖ **Knowledge of the difference between natural diamonds and laboratory-created diamonds is less common.**

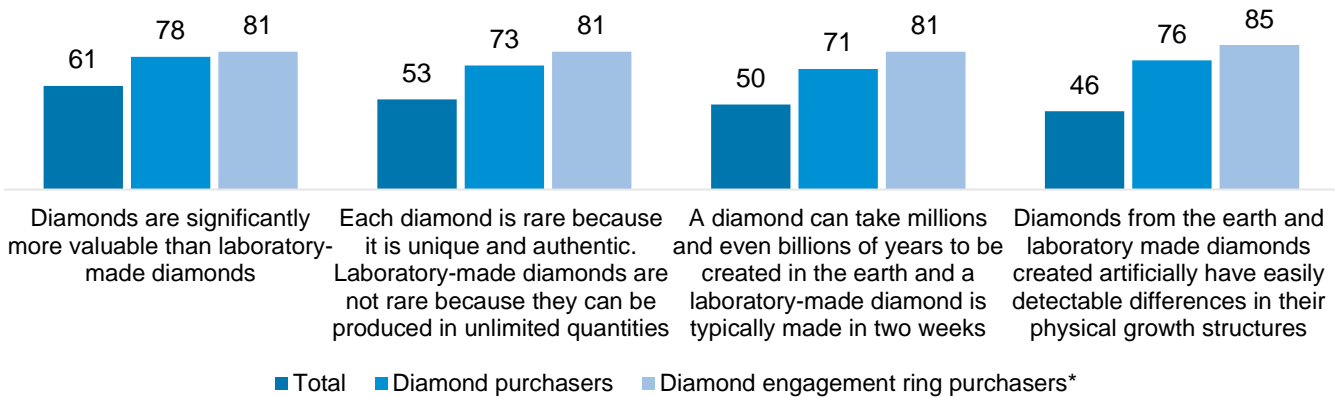
- 7-in-10 are unaware of any specific differences between natural diamonds and laboratory-created diamonds.
- 3-in-10 are aware of the differences in value, rarity, physical growth structure and origin between natural diamonds and laboratory-created diamonds.
 - Over a third of men indicate they are aware (34%) compared to just over a quarter of women (26%).
- Nearly half of diamond purchasers (44%) and more than 3-in-10 engagement ring buyers are aware of the differences in value, rarity, physical growth structure and origin (31%).

Knowledge of Diamond Differences

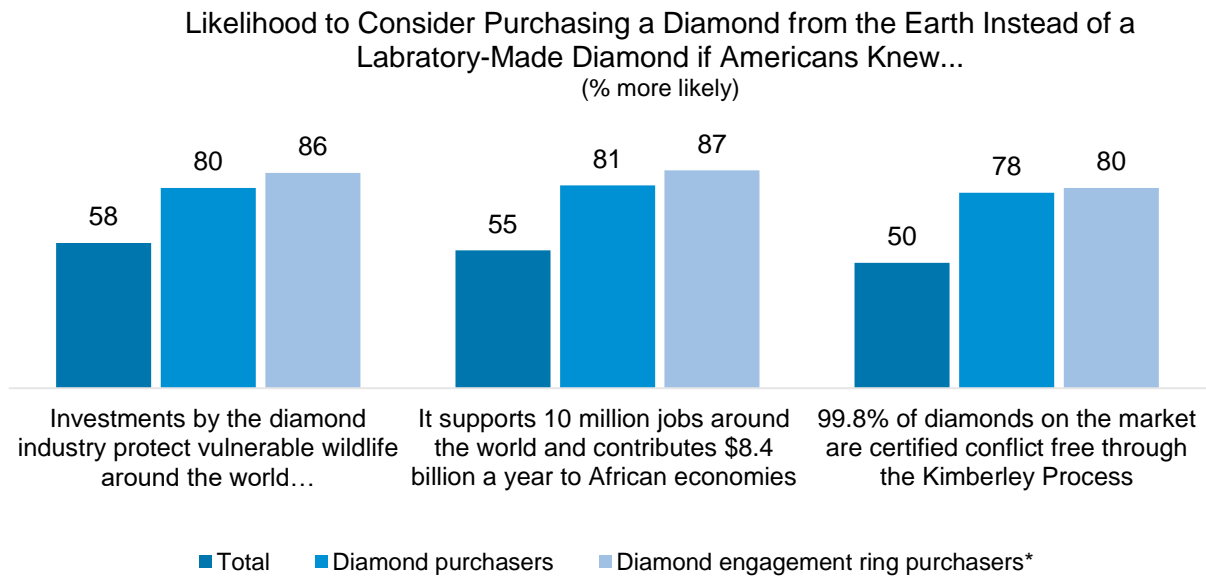


❖ **Understanding key differences between natural diamonds and laboratory-created diamonds increases diamond purchasers' likelihood to buy a natural diamond.**

Likelihood to Purchase a Diamond from the Earth if Americans Knew... (% more likely)



❖ **Diamond purchasers and consumers in general are even more likely to consider choosing a natural diamond over a laboratory-created diamond when they understand the positive impact of the diamond industry.**



Highlighting the positive impact that the natural diamond industry can significantly increase a purchaser’s likelihood to consider choosing a natural diamond over a laboratory-created diamond. Highlighting natural diamonds’ significantly higher value and uniqueness over laboratory-created diamonds can show those looking to purchase a diamond just how special they really are.