



# BUYING AN Engagement Ring

## FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

### LOOKING FOR A RING

Nearly 60% of males first start researching engagement rings 1 - 6 months prior to proposing and 26% start even earlier. The majority first look at engagement rings on retailer websites such as Zales and Jared's, followed by high-end retailers and wedding websites like WeddingWire.

Prior to getting engaged, roughly 50% of women go to a store to look at and/or try on engagement rings. Of those, 31% go to the store with their significant other, while 18% go either by themselves or with friends and/or family.

### RANKING OF RING ATTRIBUTES

When it comes to engagement rings, data shows that quality trumps quantity. Interestingly, when looking at the importance of various attributes by gender, males find quality to be much more important than females, who are typically more focused on the aesthetics of the ring.



RING ATTRIBUTES FROM MOST TO LEAST IMPORTANT

RANK	FEMALES	MALES
1	DESIGN/SETTING	QUALITY OF STONE
2	TYPE OF METAL	TYPE OF METAL
3	TYPE OF STONE	DESIGN/SETTING
4	CUT OF STONE	TYPE OF STONE
5	QUALITY OF STONE	CUT OF STONE
6	SIZE OF STONE	SIZE OF STONE
7	BRAND	BRAND

### BUDGETING FOR A RING

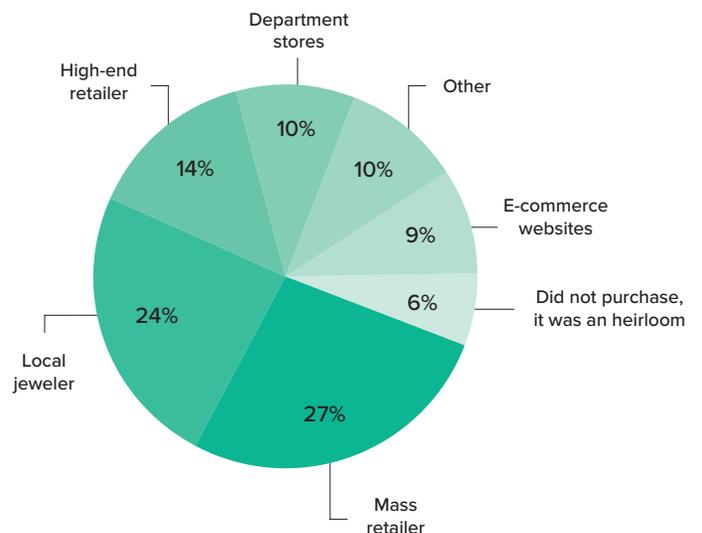
The average engagement rings costs \$4,748. Over 60% of women getting engaged prefer to have a diamond as their main stone, while 19% prefer a precious gemstone.

### PURCHASING THE RING

Mass retailer (like Zales) and local jewelers are the most popular places for males to buy engagement rings. One-third of engagement rings are purchased as a bridal set that includes the wedding band.



WHERE ENGAGEMENT RINGS ARE PURCHASED



### EXCHANGING ENGAGEMENT RINGS

Today, 91% of opposite-sex couples exchange one ring during the proposal, while the majority of same-sex couples exchange two engagement rings, regardless of the couple's gender.