

The Knot x De Beers Group Engagement Expectations Study

With Proposal Season upon us—the months between November and February when more than a third of engagements happen*—The Knot and De Beers Group connected with more than 360 women in serious relationships to get their take on engagement ring expectations, proposal preferences and more.

COVID-19 Impacts Couples' Plans

The global pandemic has interrupted millions of individuals' lives around the world and couples are no exception.

Just over half of women in a serious relationship say that COVID-19 has had a moderate to significant impact on them and their partners' short-term life plans, such as where they'll live, buying a house, or finding/changing jobs.

One-third of females believe COVID-19 will result in them getting engaged later than planned, but the majority do not think the pandemic will impact the amount spent on their engagement ring; **Only 11% of individuals think the pandemic/current economy will cause them to spend less on an engagement ring.**

Has the pandemic had an impact on when you see yourself getting engaged?

Yes, we'll likely get engaged sooner.	10%
Yes, we'll likely get engaged later.	33%
No, it hasn't impacted our plans	57%

"The pandemic has forced our relationship to progress at a much faster rate than 'normal' life would. It has made both of us prioritize marriage sooner rather than later."

Engagement Jewelry Is Top of Mind

When it comes to future plans, women in a serious relationship are more likely to say they've thought "a lot" about their engagement ring (54%), than the actual proposal (44%) in the past year.

The majority of females have **searched for inspiration online (86%), saved examples of ring styles they like (85%) and researched engagement ring costs (61%),** in the past year.

A quarter of women in serious relationships reported looking in retail stores for ring ideas and inspiration, while 1 in 5 turned to friends and family members for ideas or advice.

More than half of females (56%) say they've discussed their ring preferences with their partner in the past year.

Most Important Features of an Engagement Ring

- Shape of Stone (84%)
- Style/Setting of the Ring (85%)
- Size of Stone (65%)
- Type of Metal (62%)
- Quality of Stone (59%)



% ranking among top five most important features

Proposal Planning & Expectations

In thinking about your ideal proposal, which of the following would you prefer?

Location:

In a Private Place	70%
No Preference	24%
In Public	6%

Whether it's Planned:

Planned Ahead	69%
No Preference	21%
Spontaneous	10%

Who is in Attendance:

Just Us	54%
No Preference	25%
Friends & Family	21%

Shopping for and purchasing an engagement ring is often a two-person job. Half of females expect to be somewhat involved and hint at preferences (51%), while about **4 in 10 women in serious relationships want to be involved in the selection of their engagement ring by either shopping for the ring together with their partner or telling them directly what style ring they want.** Very few say they will not be involved at all (4%).

When it comes to the proposal, the majority of respondents say their ideal proposal would be one person proposing to the other (98%) and in a private place (70%). More than half also want the proposal to take place with just the two of them present.

While nearly 70% of women want the proposal to be planned ahead of time, 10% want it to be spontaneous.



Methodology: The Knot x De Beers Group Engagement Expectations Survey was fielded the week of October 26th 2020 among followers of How They Asked on Instagram who are in a serious relationship (N=360).

*Source: The Knot 2019 Jewelry & Engagement Study among 21,000+ The Knot Worldwide couples engaged in 2018 or 2019

Photos: Iris Mannings Photography