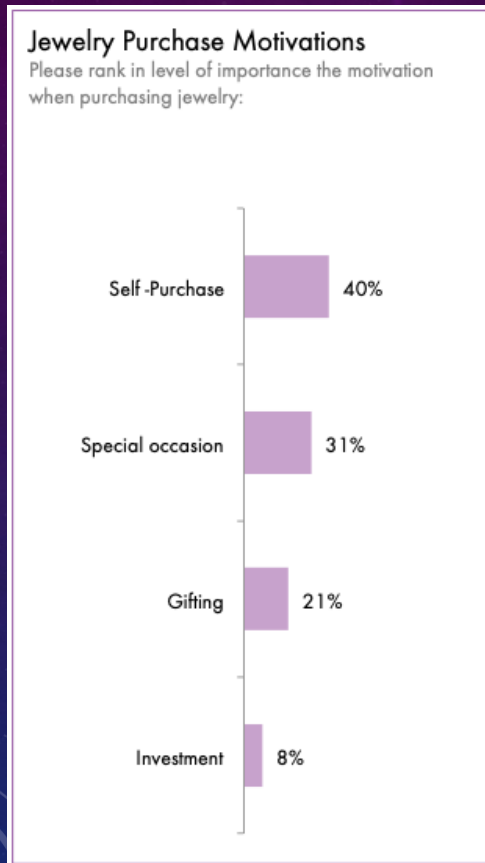
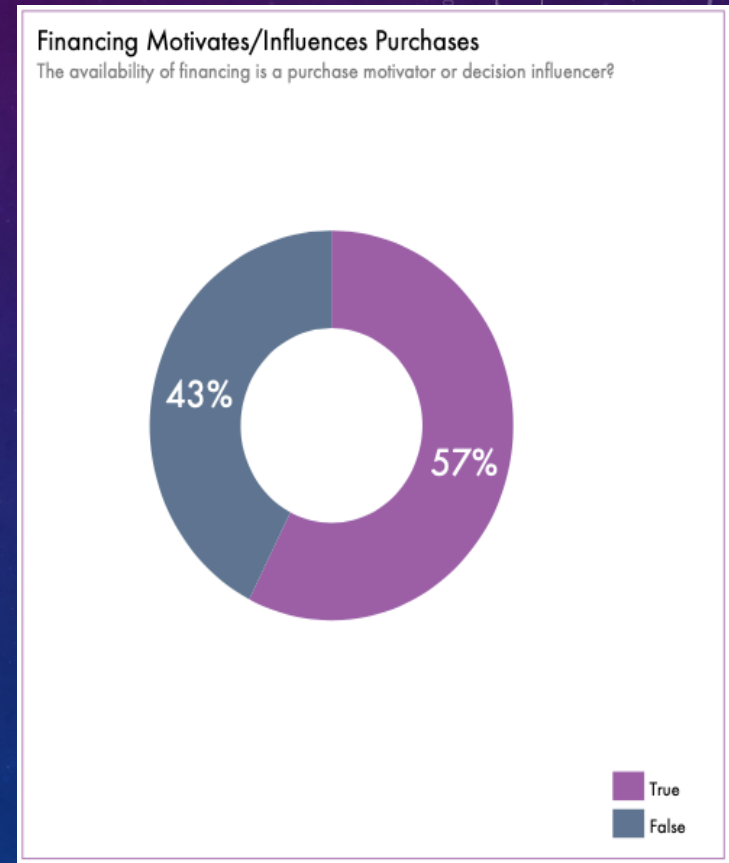


# CONSUMER SURVEY – WHY AND WHEN THEY’RE BUYING



## PURCHASE MOTIVATORS

- Self Purchase 40%
- Special Occasion 31%
- Gifting 21%
- Investment 8%
  
- The Availability of Financing 57%

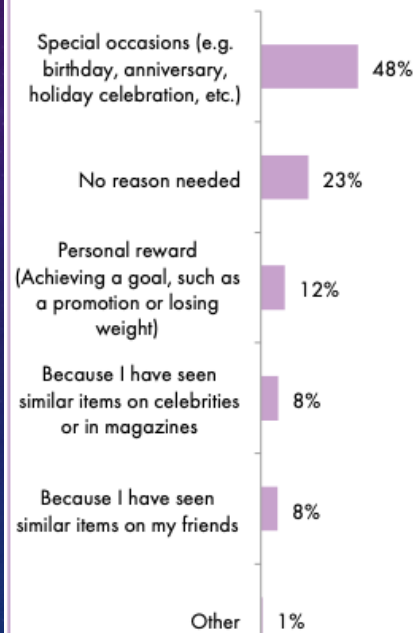


# CONSUMER SURVEY – WHY AND WHEN THEY’RE BUYING

- Although special occasion accounts for 48% of the reason for purchase, a segment of this purchasing has the potential to be self purchase.
  - Combined with the other categories that are primarily self-purchase categories at least 50% are still self-purchase.
- Factors for determining a purchase of lab-grown are primarily
  - Lower Price 37%
  - Size Differential 25%

## New Jewelry Purchase Reason

When do you find yourself interested in and wanting to purchase a new piece of jewelry?



## Importance Factors:

### Lab-Grown Diamonds

If you were to buy a Lab-Grown Diamond or a Lab-Grown Diamond engagement ring, what would be the determining factor of that purchase? Please rank in order of importance:

