

# It's Officially Proposal Season!

As you may know, 37% of couples get engaged from November through February!\*

To celebrate our favorite time of year, The Knot 2019 Jewelry and Engagement Study asked recently-engaged couples all about how their proposals went down, from jewelry styles to family involvement. Here's what we found.

the knot

## Who's Getting Engaged?

First, we found that the majority (67%) of engaged couples are between the ages of 25-34, while 38% of proposers are between the ages of 25-29 and 27% are 30-34 years old.

### How they met:

**22%** Using online dating websites or apps, up 5% from 2017

The most popular online platforms include Tinder (30%) followed by OkCupid (14%) and Bumble (13%).

**19%** Through friends

**13%** Through work

**17%** At school

**11%** Social setting



**71%** date for more than two years before getting engaged.

## Planning Ahead

Couples today are taking the time to plan highly-personalized proposals. They're telling their parents (65%), partner's parents (60%) and friends (56%) in advance, with 21% of proposers recruiting friends for help planning. Let's see what that looks like.

**4 in 10 proposals are planned one to three months in advance** and 17% are planned four to six months in advance.

**87% of engagements are planned ahead of time, while 13% are a spontaneous, day-of decision.**



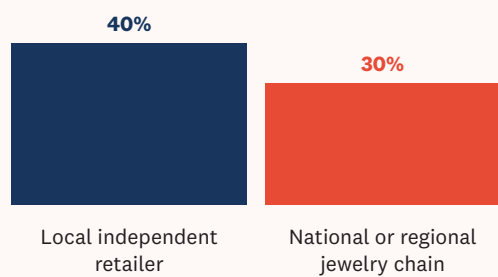
**7 in 10 proposees say they were somewhat involved in selecting or purchasing their engagement ring**, and nearly a quarter of that group (23%) say they looked at rings with their partner.

78% of proposers say their significant other dropped hints about their ring preferences.

Nearly 4 in 10 proposers purchase the engagement ring one to two months before the actual proposal. **More than 70% say it's important to see the ring in person before purchasing.**

The majority (81%) of proposees turn to social media for ring inspiration, while the proposer is more likely to rely on friends and family (34%), jewelry designer websites (32%), local brick and mortar jewelry stores (29%) and online wedding planning resources (22%) for inspiration.

### Most popular place proposers are purchasing rings:

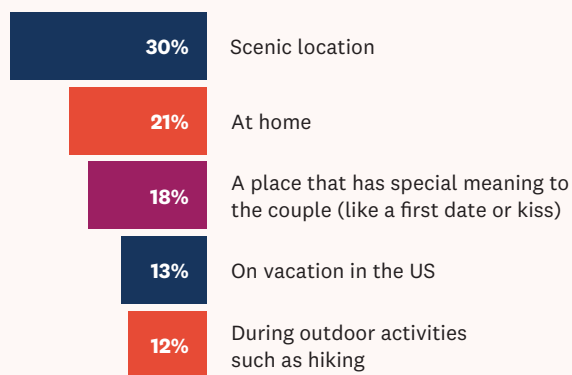


More than **90%** purchase the stone and setting from the same retailer.

## Time for the Proposal

It turns out that proposal traditions aren't just a thing of the past. Nearly 90% of proposers ask their partner to marry them with a ring in hand, 87% say the words "will you marry me," 84% ask on bended knee and 71% ask their partner's parents for permission before proposing. Now let's see where and how these proposals take place.

### Where they proposed:



**Nearly 50% of those proposing think the proposal was a complete surprise to their partner, while only 33% of proposees say it actually was.**

**Nowadays, 51% of proposals occur in private** while 40% take place in public places, down from 45% in 2017. About 28% take place in front of family/friends.

Couples love sharing the good news. Directly following the proposal, 75% call friends and family and 72% send them photos of their ring. Additionally, **92% share the news on social media.**

## About the Engagement Ring

Let's talk about the jewelry. About 90% of proposals exchange one ring, while 7% of couples report exchanging two rings and 4% don't exchange rings at all. When it comes to those who exchange rings, here are the stats.

More than 85% purchase new rings for the occasion, **with 45% being custom designed.**

For the proposer, style/setting was the most important feature when selecting a ring, followed by price then quality. For the proposee, style/setting also came first, followed by cut/shape then type of stone.

**For 7%, the center stone was passed down through family** and reset in a new setting and 4% report exchanging both a setting and center stone that was a family heirloom.

**Other than diamonds, the most popular stones were moissanite** (which has nearly doubled in popularity since 2017) at 19%, sapphire at 18% and Morganite at 12%.

**Roughly 50% of engagement rings are between one to two carats in total**, although one in four are more than two carats in size.

**The most popular center stones are diamonds at 83%**, other precious stones at 10%, colored diamonds at 3% and no center stone at 1%.



### Most popular setting materials:

**54%** White gold  
**14%** Rose gold  
**13%** Platinum  
**13%** Yellow gold  
**7%** Sterling silver

### Most popular center cuts:

**47%** Round  
**14%** Princess/square  
**14%** Oval  
**9%** Cushion  
**5%** Pear/teardrop

## Let's Talk Cost

Cost is an important aspect of ring-buying for almost all couples. Nearly 8 in 10 proposers set a budget, with 80% of them deciding the budget themselves and 20% discussing with their partner. Check out what those budgets look like.

**The national average cost of an engagement ring in 2019 is \$5,900**, although one in three proposers spend between \$1,000-\$4,000.

7 in 10 proposers report sticking to their budget.

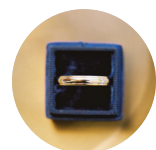
**94% of proposers report paying for the ring on their own**, while 3% say their partner helped contribute.

**7 in 10 couples purchase insurance** for their engagement ring.

Nowadays, the total size of the ring is less of a focus for couples than cost and quality.

### Average cost by region:

Mid-Atlantic: \$7,500  
New England: \$6,900  
Southwest: \$5,600  
West: \$5,500  
Southeast: \$5,400  
Midwest: \$5,300



**The average male wedding band costs \$510** and the majority are made of Tungsten (23%) followed by white gold (21%).

**The average female wedding band costs \$1,100** and the majority are made of white gold (52%) followed by rose gold (15%).