

# Pre-Engagement Stats & Trends

## FACT SHEET

Roughly 40% of engagements occur between Thanksgiving and Valentine's Day, with December being the most popular. Six out of the 10 top engagement dates fall in December, with Christmas Day being the #1 day to pop the question.

### Getting THE RING



**\$5000**

average engagement ring cost



**36%**

spend 2-months salary on ring



**42%**

pick out engagement ring together



**58%**

try on engagement rings prior



**70%**

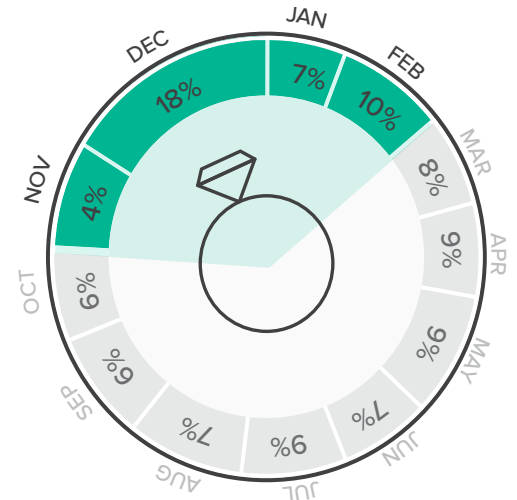
ask parents for their blessing

### Popping THE QUESTION

- In 2016, **15%** of all engagements happened on the same 10 days
- **18%** of all engagements occurred in the month of December
- **12%** hire photographer for proposal
- **91%** of opposite-sex couples exchange one ring during the proposal, while the majority of same-sex couples exchange two engagement rings



ENGAGEMENT BY MONTH



TOP 10 DATES TO GET ENGAGED IN 2016

- |                          |  |                           |
|--------------------------|--|---------------------------|
| 1 Christmas Day (12/25)  | 5 New Year's Eve (12/31)                           | 9 December 23rd           |
| 2 Valentine's Day (2/14) | 6 Day before Valentine's Day (2/13)                | 10 Independence Day (7/4) |
| 3 Christmas Eve (12/24)  | 7 December 17th (Saturday before Christmas Eve)    |                           |
| 4 New Year's Day (1/1)   | 8 December 10th (2 Saturdays before Christmas Eve) |                           |