

SURVEY RESULTS

Presented by Heart In Diamond

What is in this survey

We conducted a survey amongst 101 people from the USA.

Why this survey?

We wanted to see how memorial diamonds are being seen by the general public and if COVID-19 influenced the diamond market at all

Over 5 million Americans spend more than \$2,000 on diamond jewelry per year

77% Of respondents don't know that ashes can be turned into real diamonds

Nearly 6 million Americans think lab-grown diamonds are superior to mined diamonds

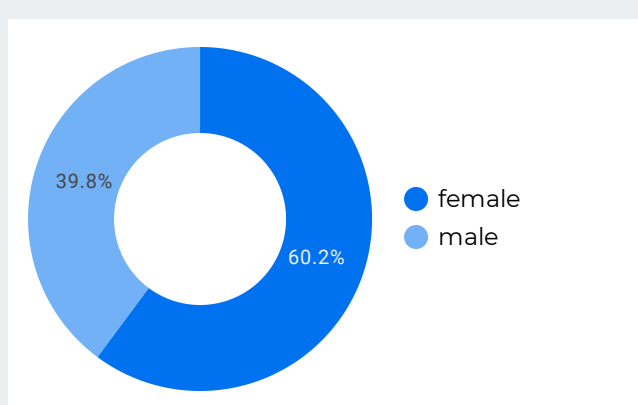
Nearly 25% of respondents think that lab-grown diamonds will take over mined diamonds

Nearly 1 In every 3 respondents thinks diamonds from human ashes are "creepy"

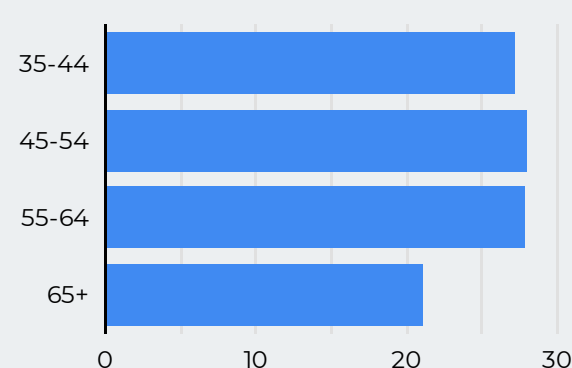
Who responded to our survey?

| START DATE | COUNTRY | RESPONSES |
|--------------|---------|-----------|
| Feb 23, 2021 | US | 101 |

GENDER



AGE



LOCATION



All results

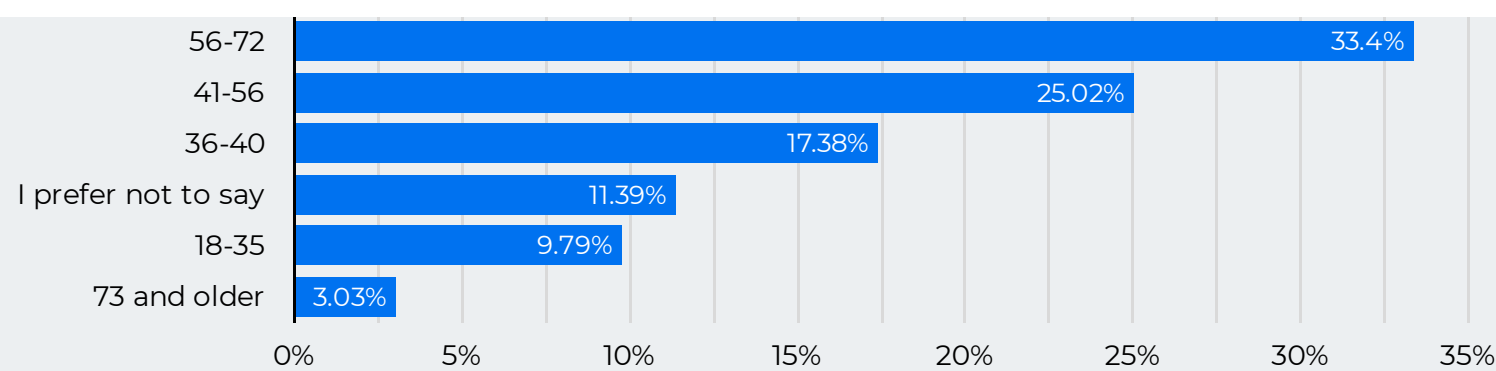
Age Gender Region

101 responses

Note: this page was developed for a maximum of 10 questions. If your survey contains less than 10 questions, some charts below will not display properly.

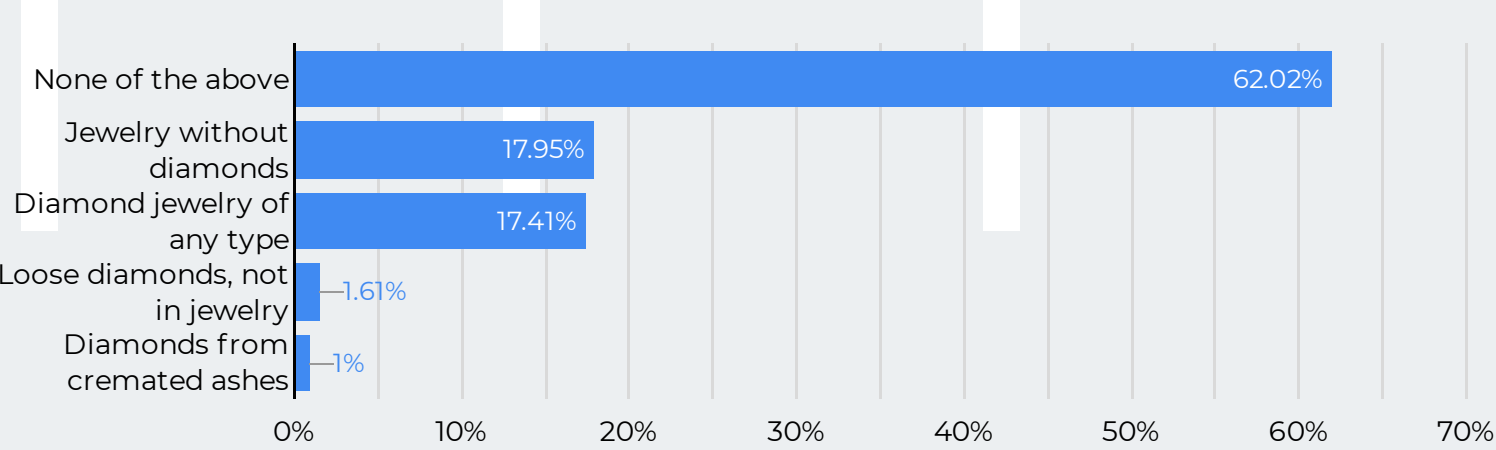
Question 1 Results

What is your age range?



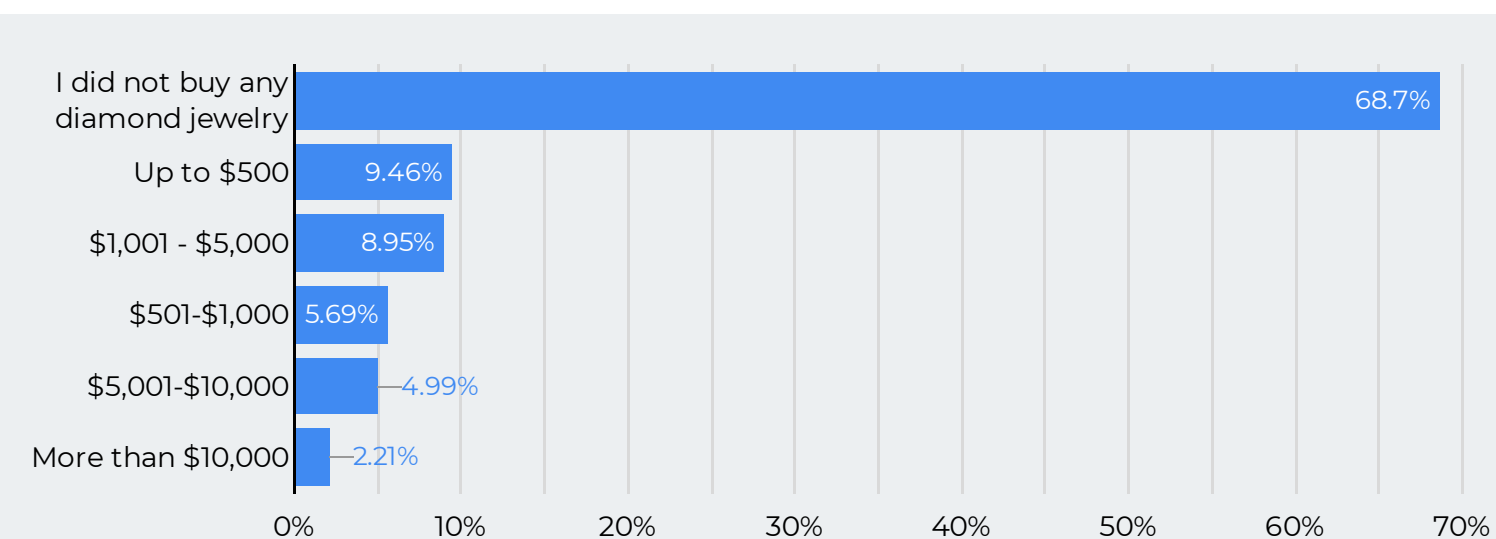
Question 2 Results

Did you ever buy any of the following?



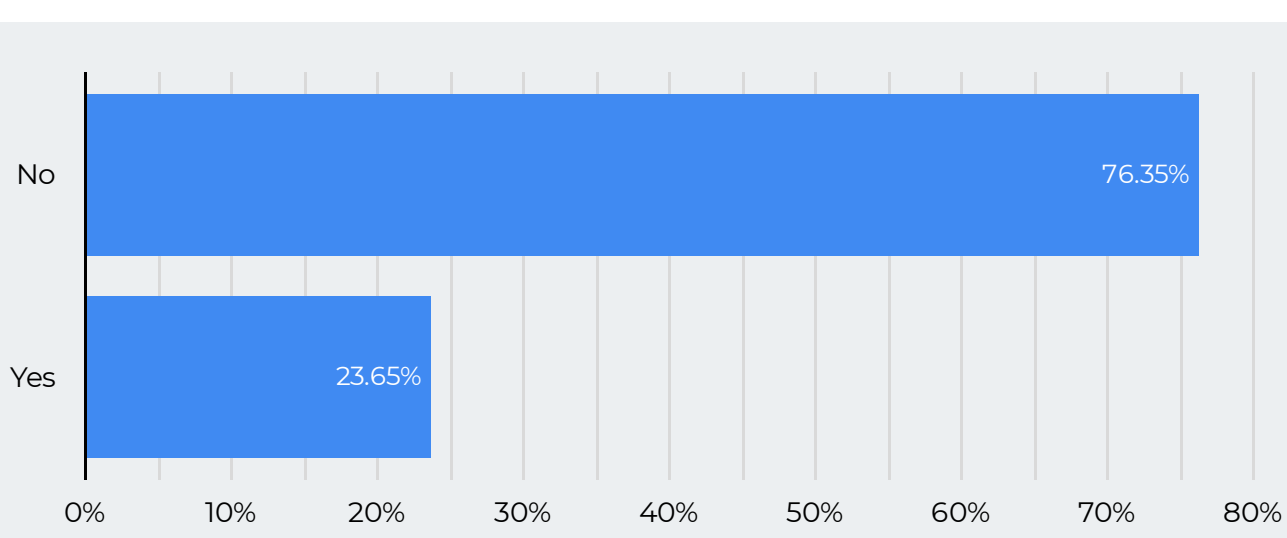
Question 3 Results

How much did you spend on diamond jewelry over the past 5 years?



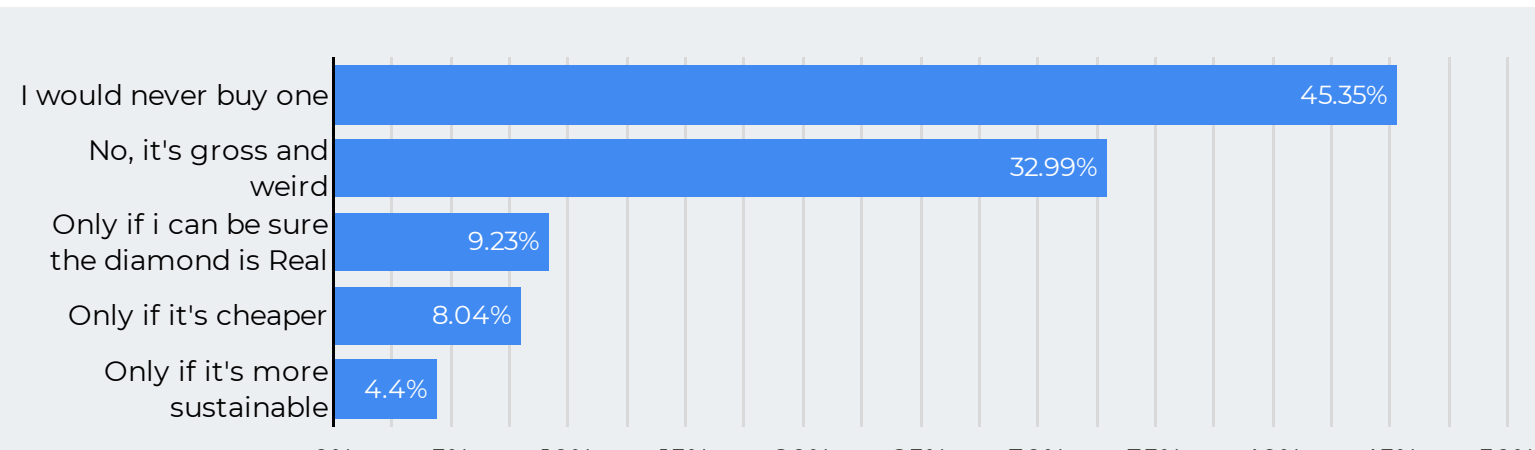
Question 4 Results

Did you know you can turn cremated ashes into real diamonds?



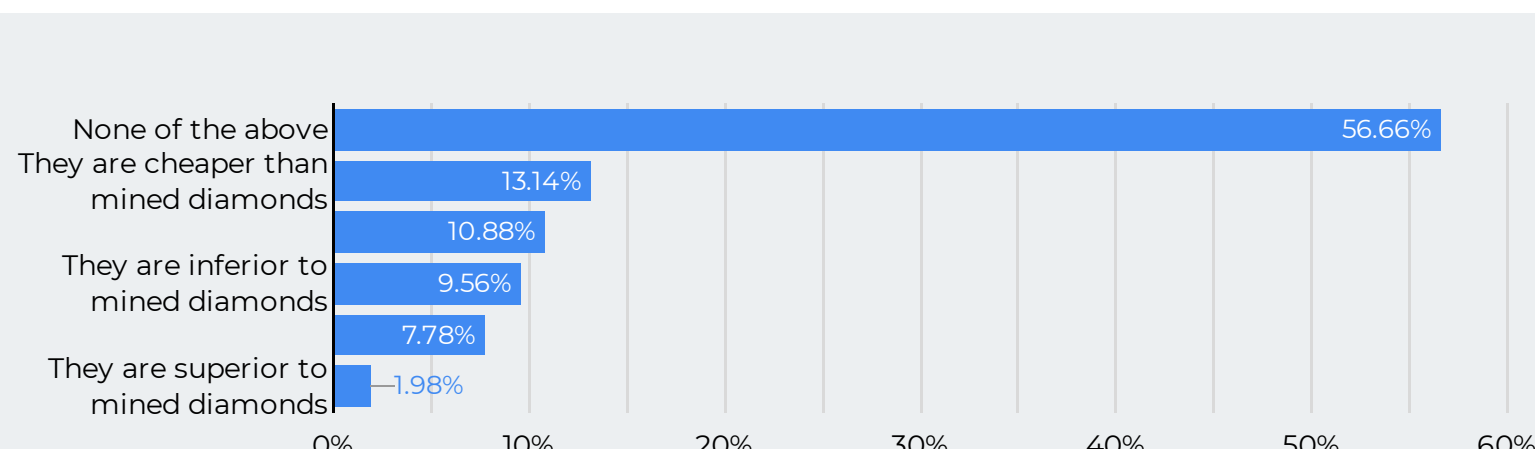
Question 5 Results

When would you consider buying a real diamond made from cremated ashes of your loved one?



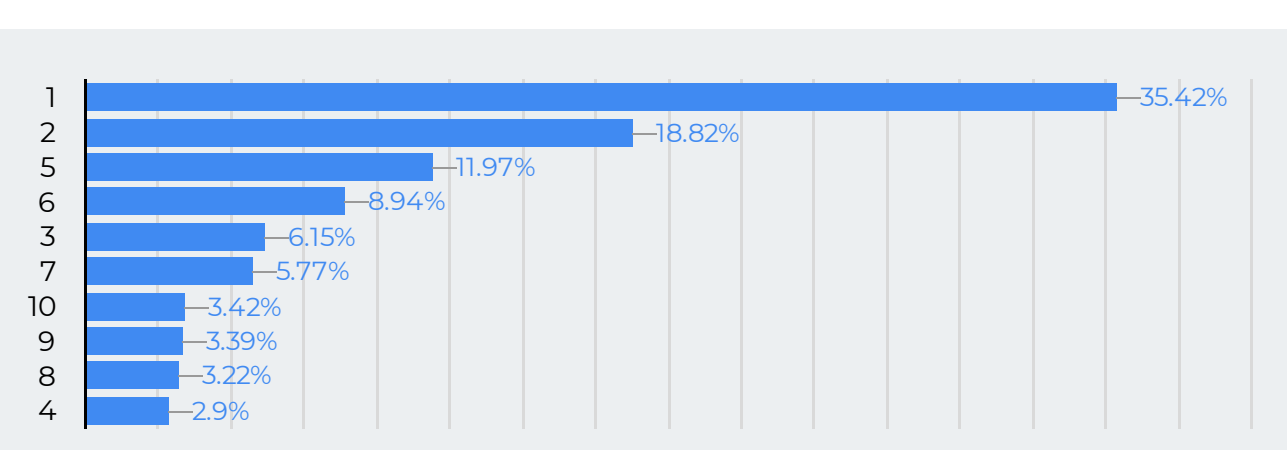
Question 6 Results

Which of the following statements about synthetic and lab-grown diamonds are true?



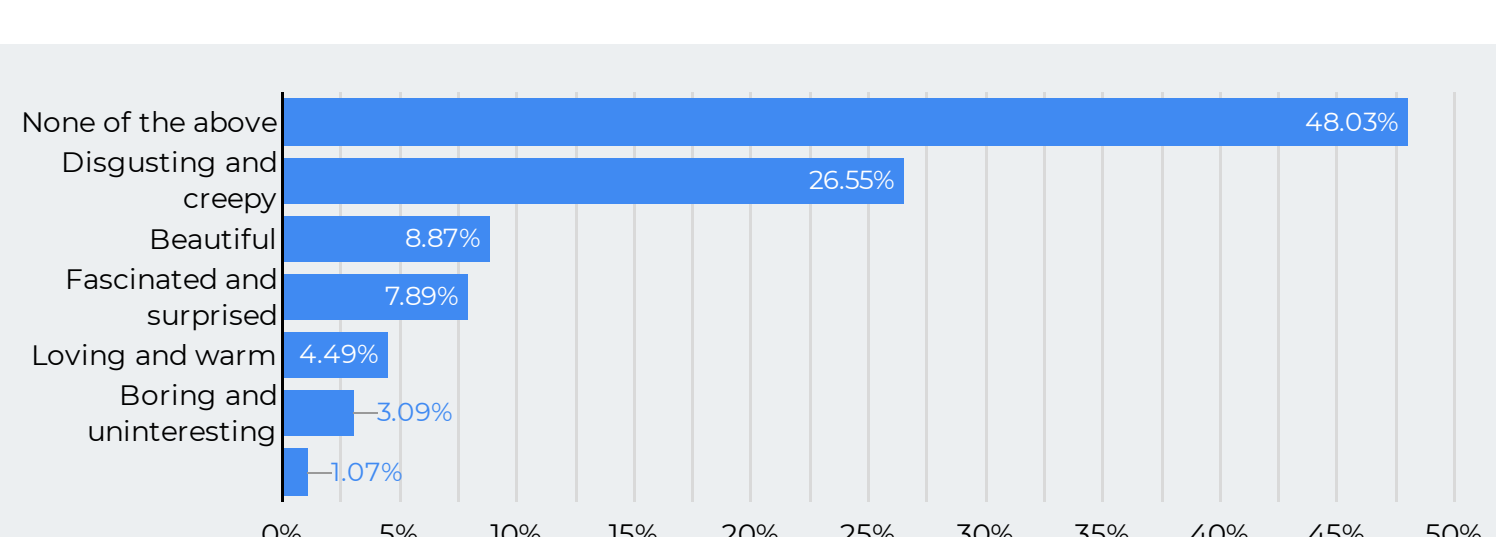
Question 7 Results

How likely is it that lab-grown diamond sales will overtake mined diamond sales within 10 years?



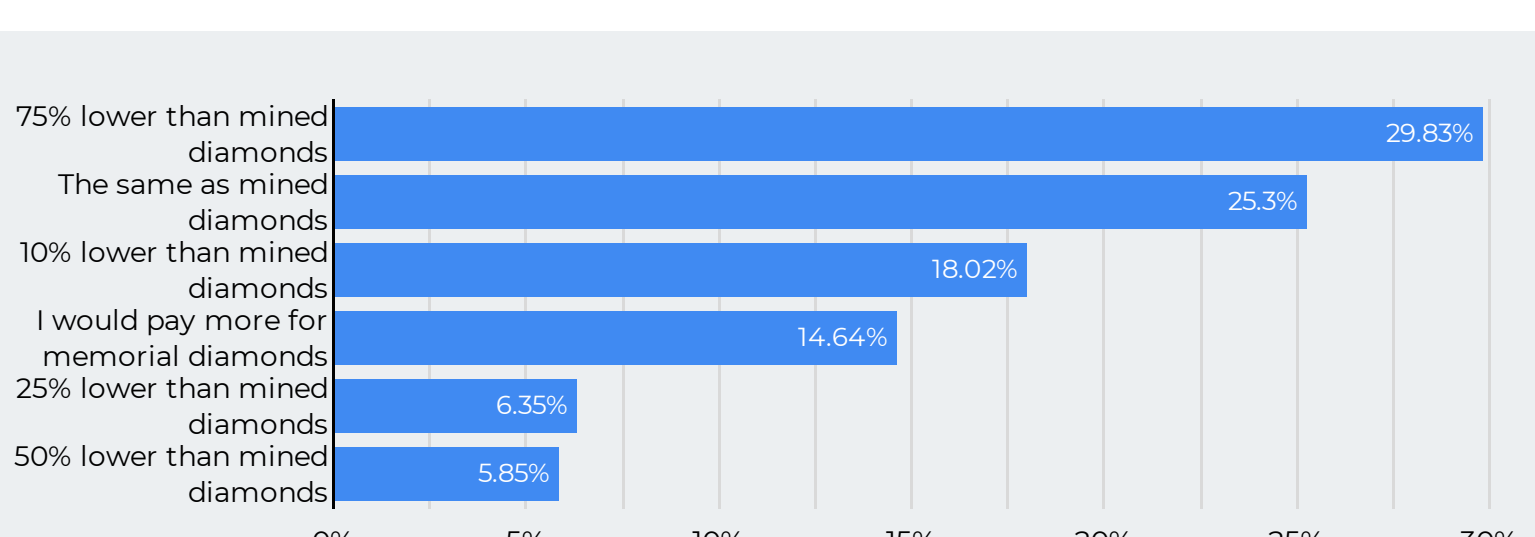
Question 8 Results

With what words would you describe memorial diamonds made from cremated ashes?



Question 9 Results

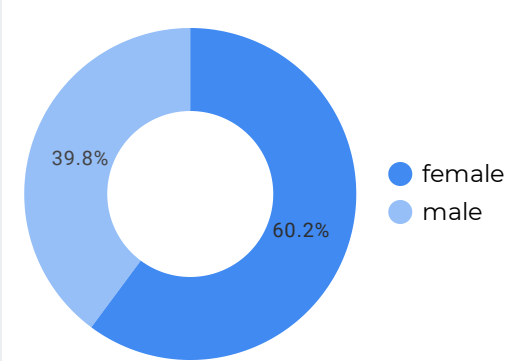
Would you buy a memorial diamond made from your loved ones ashes if the price is:



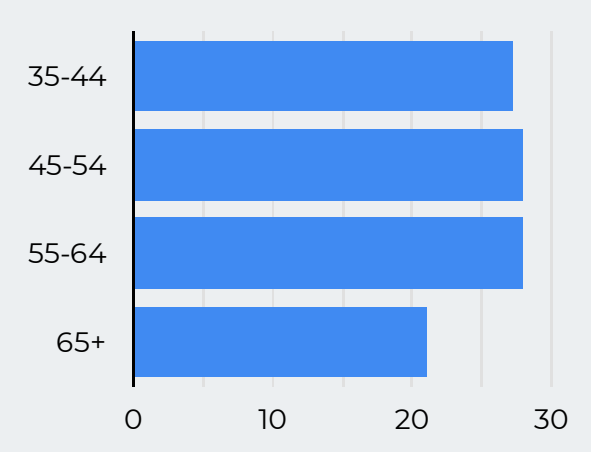
Respondents

(click to filter)

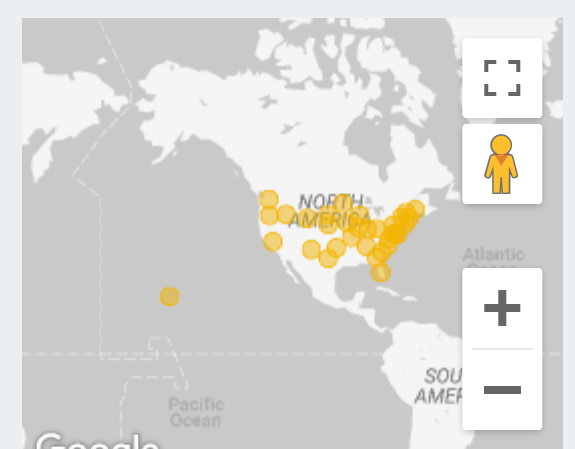
Gender



Age



Geo Region







Full response set

Raw responses (Question 1)

101 responses

Export options

| | Start Time   | Age   | Gender | Country | Region | Q1 Answer | Response Count | Weighted Responses |
|-----|--|---|--------|---------|--------|---------------------|----------------|--------------------|
| 1. | Feb 23, 2021 | 35-44 | male | US | US-CA | 36-40 | 1 | 1.14 |
| 2. | Feb 23, 2021 | 35-44 | female | US | US-NC | 41-56 | 1 | 1.3 |
| 3. | Feb 23, 2021 | 35-44 | female | US | US-WI | 36-40 | 2 | 1.54 |
| 4. | Feb 23, 2021 | 35-44 | male | US | US-NE | 36-40 | 1 | 0.54 |
| 5. | Feb 23, 2021 | 35-44 | male | US | US-WI | I prefer not to say | 1 | 0.54 |
| 6. | Feb 23, 2021 | 35-44 | female | US | US-VA | 36-40 | 3 | 3.9 |
| 7. | Feb 23, 2021 | 35-44 | male | US | US-TX | 41-56 | 1 | 0.92 |
| 8. | Feb 23, 2021 | 35-44 | male | US | US-MN | 18-35 | 1 | 0.54 |
| 9. | Feb 23, 2021 | 35-44 | female | US | US-OK | 36-40 | 1 | 1.3 |
| 10. | Feb 23, 2021 | 35-44 | male | US | US-IL | 36-40 | 2 | 1.08 |
| 11. | Feb 23, 2021 | 35-44 | female | US | US-NH | 18-35 | 1 | 1.42 |
| 12. | Feb 23, 2021 | 35-44 | female | US | US-SC | 36-40 | 1 | 1.3 |
| 13. | Feb 23, 2021 | 35-44 | female | US | US-NY | 73 and older | 1 | 1.42 |
| 14. | Feb 23, 2021 | 35-44 | female | US | US-NE | I prefer not to say | 1 | 0.77 |
| 15. | Feb 23, 2021 | 35-44 | male | US | US-NC | 36-40 | 1 | 0.92 |
| 16. | Feb 23, 2021 | 35-44 | female | US | US-NY | 56-72 | 1 | 1.42 |
| 17. | Feb 23, 2021 | 35-44 | male | US | US-IL | 18-35 | 1 | 0.54 |
| 18. | Feb 23, 2021 | 35-44 | male | US | US-IN | 18-35 | 1 | 0.54 |
| 19. | Feb 23, 2021 | 35-44 | male | US | US-ID | 41-56 | 1 | 1.14 |
| 20. | Feb 23, 2021 | 35-44 | male | US | US-VA | 56-72 | 1 | 0.92 |