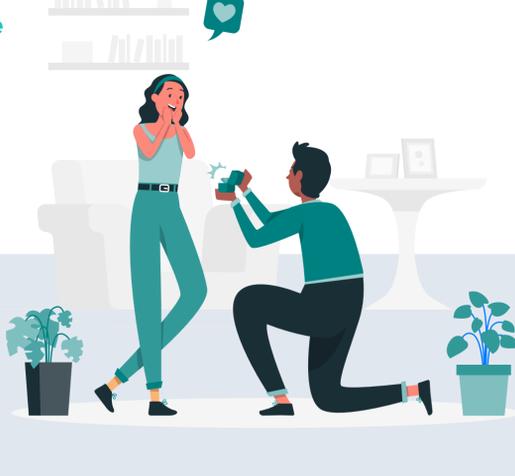


Buying and protecting your engagement ring™

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WILL YOU MARRY ME ?

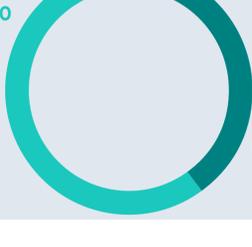
Key findings in the **2021 State of the Art Survey & Report** from BriteCo Jewelry and Watch Insurance



60%

spent from \$2,500 up to \$10,000+ on their engagement ring

More than \$2,500



Less than \$2,500



38%

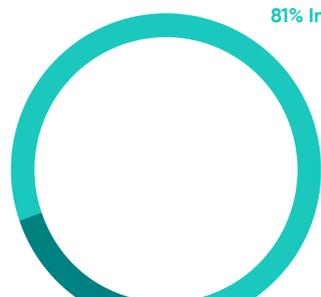
said the Engagement Ring was their biggest purchase outside of buying a home or a car (bigger than wedding, honeymoon and college!)



81%

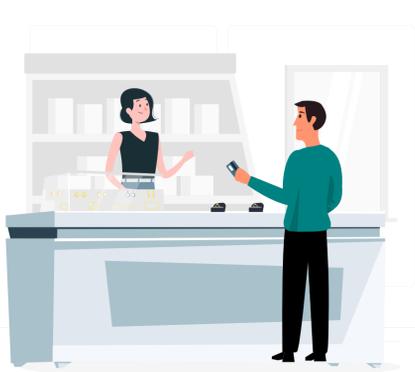
bought their engagement ring in person at a retail store

81% In person retail



18% Online

1% Don't remember



85%

said **sustainability** was somewhat or very important to their purchase decision



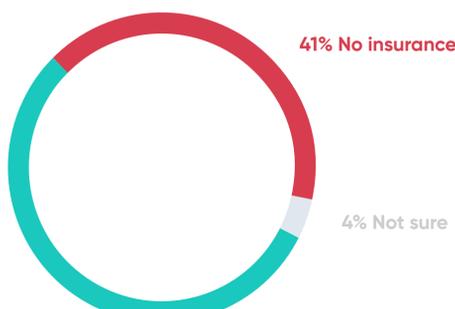
- 65% Very important
- 20% Somewhat important
- 12% Not important
- 3% Not sure/don't know



41%

did not get insurance coverage for their engagement ring, feeling it was too expensive or didn't know how to get insurance

55% Purchased Insurance



41% No insurance

4% Not sure



59%

of those who did buy engagement ring insurance used it to make a claim for a lost or damaged ring within the past 10 years



69%

indicated that they had either lost a piece of jewelry, had a piece of jewelry break, or both.

16% Lost and broke



31% Yes, I've lost jewelry

22% Yes, I've had jewelry break

31% Have not lost or broken jewelry



The Big Takeaway?

You're spending a lot on an engagement ring. Be sure to fully protect it by insuring it. **BriteCo Jewelry and Watch Insurance makes it quick, easy, and affordable.** Get your custom quote in **less than 60 seconds.**