



“Real Diamond” Research

Summary of Results

May 15, 2018



Objective and Methodology

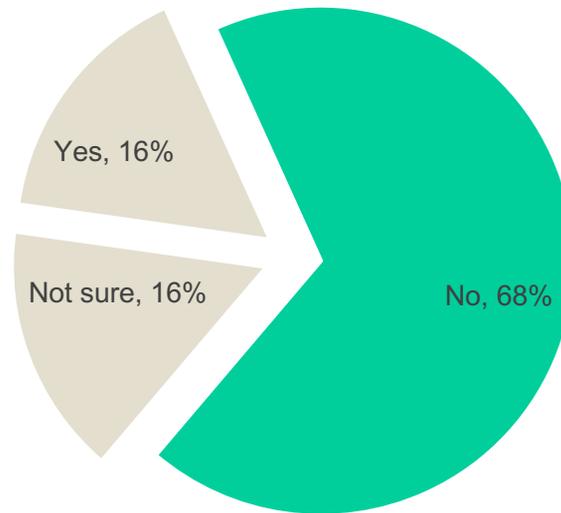
- The Diamond Producers Association commissioned The Harris Poll to assess the extent to which consumers associate the term “real diamonds” with “natural diamonds”.
- This survey was conducted online by The Harris Poll on behalf of DPA from May 3-7, 2018 among a nationally representative sample of 2,011 U.S. adults ages 18+. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.
- In order to avoid any terminology bias and ensure that consumers understood the question asked, existing synthetic diamond terminologies were avoided and the question was formulated in a neutral manner :

“Factories exist where, over the course of two weeks, diamonds are created that have the same physical and chemical properties as a natural diamond. Do you consider this type of diamond to be a real diamond?”



A Large Majority of Adults Do Not Consider Diamonds Created in a Factory to Be Real

Are factory created diamonds real diamonds?



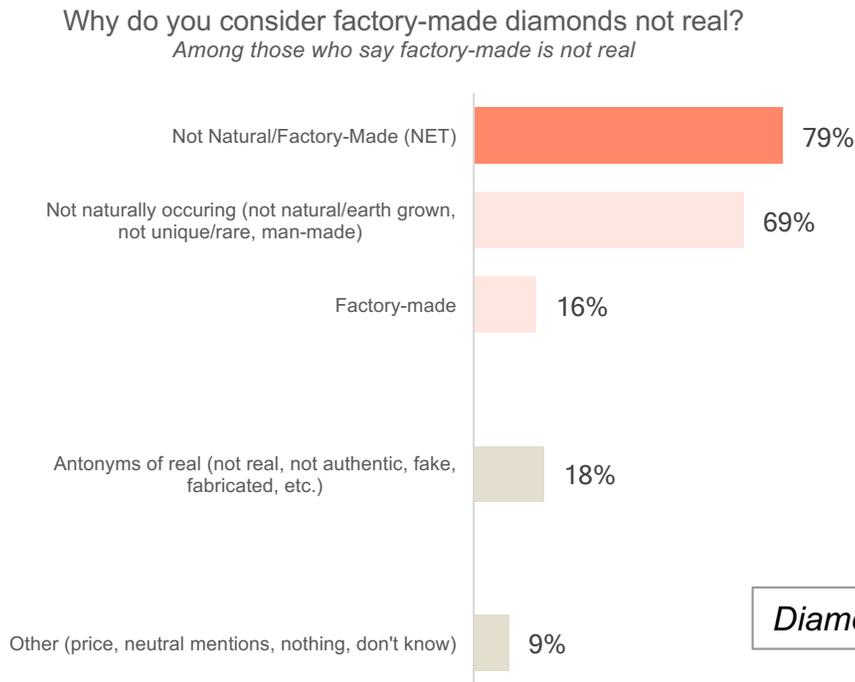
BASE: U.S. ADULTS (n=2011)

Q8 Factories exist where, over the course of two weeks, diamonds are created that have the same physical and chemical properties as a natural diamond. Do you consider this type of diamond to be a real diamond?



Diamonds Created In A Factory Not Real Because Not Naturally Occurring

U.S. Adults find that the diamond’s origin determines whether a diamond is real or not.



Note: Subset of codes shown

I don't consider diamonds that have been intentionally brought into existence by man to be real, but an imitation of the real thing.

They might look like diamonds but I would not consider them real. Maybe an imitation but I wouldn't use the word real.

Because it doesn't come from the place where diamonds come from. it's manmade and not natural

I believe that real diamonds are found not manufactured.

Diamonds are only real if they were made naturally.

Because natural diamonds are made naturally, under pressure. They take time. Factory made probably just rushes the production of diamonds.

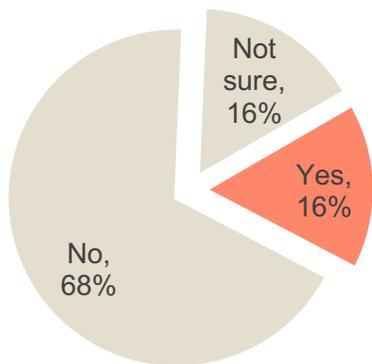
BASE: FACTORY MADE IS NOT REAL (n=1366)
Q9 Why do you not consider factory-made diamonds real?



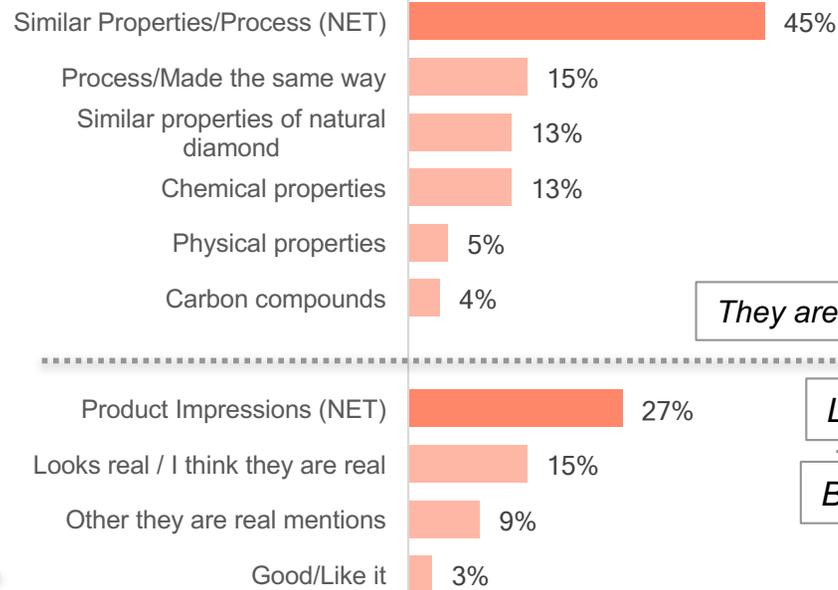
Minority Who Consider Factory-Made Real Mention Production Process and Properties as Key Reasons

However, over one-quarter (27%) of adults who say a factory-made diamond is real have difficulty articulating exactly why.

Are factory created diamonds real diamonds?



Why do you consider factory-made real?
Among those who say factory-made is real



They have the same chemical make up as natural diamonds.

If they have the same physical and chemical properties and are formed under pressure like diamonds in the earth they are real diamonds. If you can't tell the difference then they must be real diamonds.

They are compressed carbon, like real diamonds

Look the same

Just look real.

Because it has the same beauty.

It shines like a real one.

Note: Subset of codes shown

BASE: U.S. ADULTS (n=2011)

Q8 Factories exist where, over the course of two weeks, diamonds are created that have the same physical and chemical properties as a natural diamond. Do you consider this type of diamond to be a real diamond?

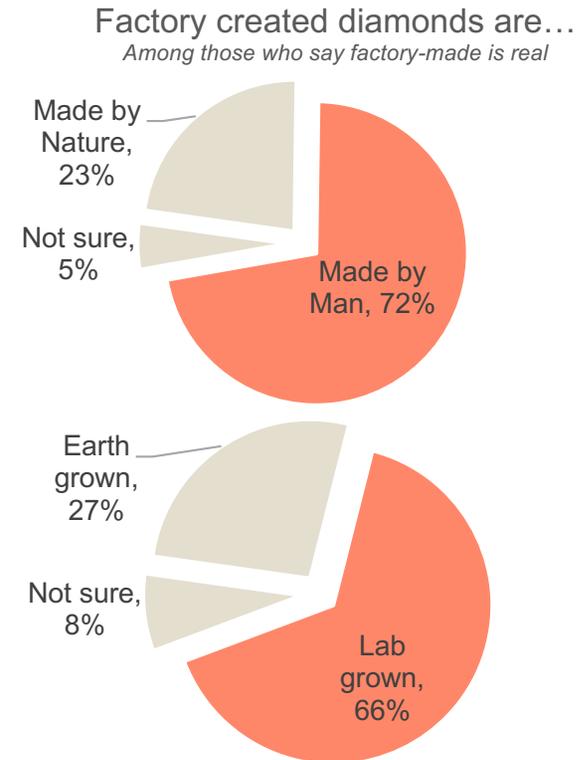
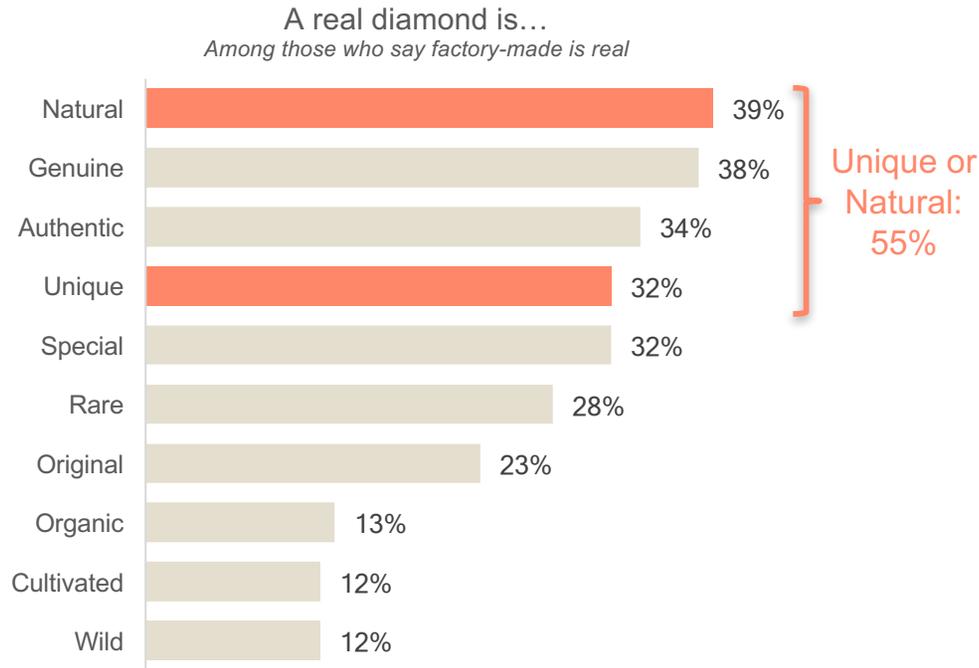
BASE: FACTORY MADE IS REAL (n=304)

Q9 Why do you consider factory-made diamonds real?



Blurring of Different Diamond Characteristics for Some

Among those who say factory-made diamonds are real, over half attribute characteristics of natural or unique to a real diamond and around one-quarter think they are made by nature and earth grown.



BASE: FACTORY MADE ARE REAL (n=304)

Q6 Now please think about diamonds. Which descriptive words best complete this sentence? Please select all that apply. A real diamond is...

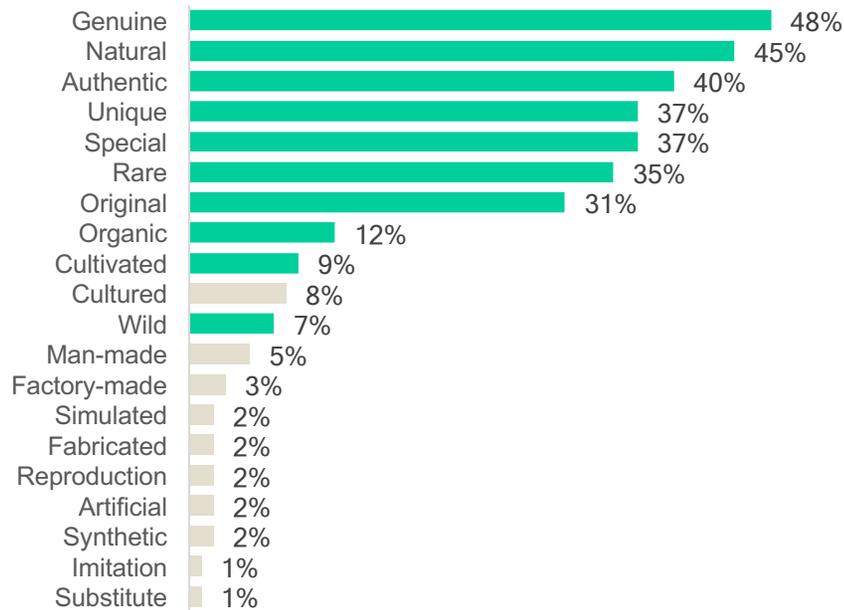
Q10A/Q10B Please continue thinking about the diamonds created in factories that have the same physical and chemical properties as a natural diamond. Of each of the following pairs of characteristics, which most closely describes this product?



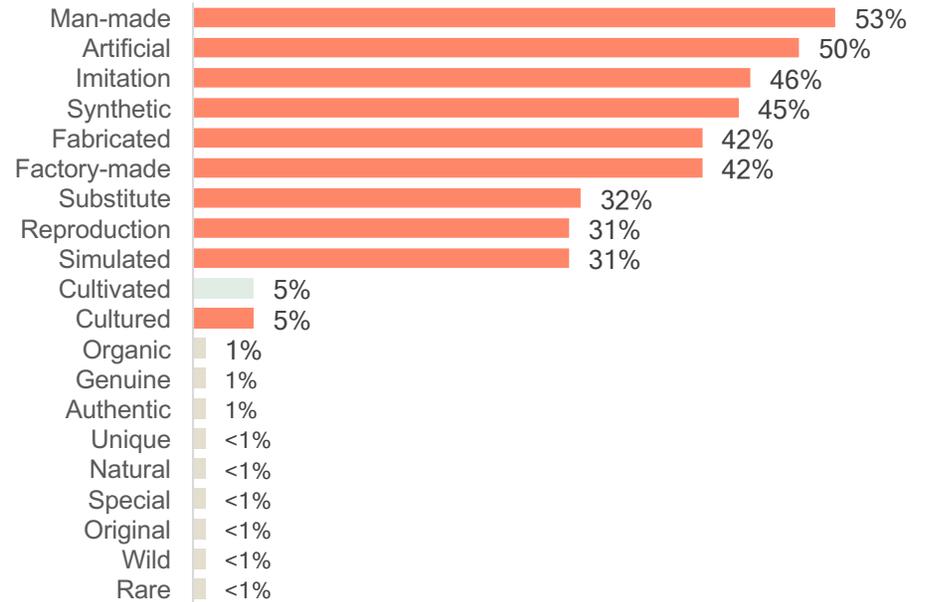
Genuine, Natural, and Authentic Readily Associated With “Real” Diamonds

No confusion of “natural”, “unique”, or “rare” with diamonds that are not real.

A real diamond is...



A diamond that is not real is...



BASE: U.S. ADULTS (n=2011)

Q6 Now please think about diamonds. Which descriptive words best complete this sentence? Please select all that apply. A real diamond is...

Q7 And how would you complete this sentence? Please select all that apply. A diamond that is not real is...