

# Couples today are creating new traditions.

According to a new survey, more than half of U.S. millennials believe current engagement and wedding traditions should be modernized.

## Could eloping be the new white wedding?

**91%**  
of millennials who hope to get married would consider eloping

**63%**  
of married couples would elope if they could do it over again

### Why elope?

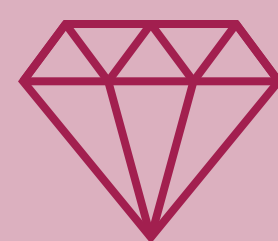
The top three reasons couples are saying goodbye to the traditional wedding ceremony are to:

1. Save money (59%)
2. Avoid having to plan the ceremony (46%)
3. Keep the ceremony more intimate (43%)



### Nearly half

of those who believe engagement and wedding traditions are outdated think the tradition of asking for a father's permission ahead of proposing should be retired



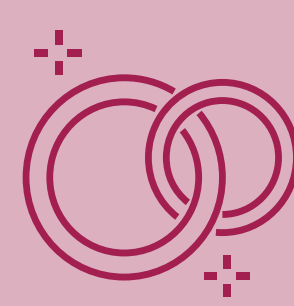
**86%**

of respondents would consider buying a lab-grown diamond, with affordability being the top reason why



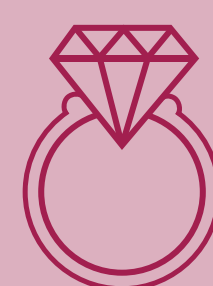
### More than half

of respondents don't believe there is a set amount of time a couple needs to be together before tying the knot



**56%**

of respondents who hope to get married would prefer someone other than a religious figure to officiate their wedding



### Nearly half

of respondents agree that partners should pitch in for the cost of the engagement ring

Source: Wakefield Research

**HELZBERG**  
DIAMONDS®

Helzberg is continuing the conversation about the changing dynamics of engagement and wedding traditions. Participate by visiting Helzberg on social media.