



# ENGAGEMENT SEASON FACT SHEET

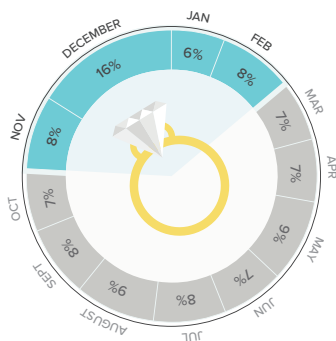
*An overview on industry data from WeddingWire's WedInsight Series*

## ENGAGEMENT



### SEASONALITY GRAPH

**38%** of engagements occur between November and February



### WHAT ARE THE MOST POPULAR DATES TO GET ENGAGED?

1. Christmas
2. Valentine's Day
3. Christmas Eve
4. New Years Day
5. Saturday before Christmas
6. Two Saturdays before Christmas
7. New Years Eve
8. Friday before Christmas
9. December 23
10. July 4

## RING

- Couples spend an average of **\$5,000** on an engagement ring
- **35%** say they spent at least a 2-months salary



### ENGAGEMENT RING SELECTION



**47%**

partner's decision



**46%**

joint decision



**7%**

recipient's decision

## NEW AND OLD TRADITIONS

- **71%** approach parents to get their blessing
- **12%** hire a photographer for the proposal
- **66%** announce engagement on social media

## ENGAGEMENT LENGTH

- The average engagement length is **12-13 months**
- However those getting engaged during the 2015-16 Engagement Season are likely to have either a **short engagement** (marrying in Fall 2016) or a **long engagement** (waiting until Spring 2017)
- Those living in the South and Southwest are most likely to consider a winter wedding

Sources: WeddingWire behavioral data; WeddingWire 2015 Traditions Survey; WeddingWire 2014 Newlywed Survey



WEDDINGWIRE