

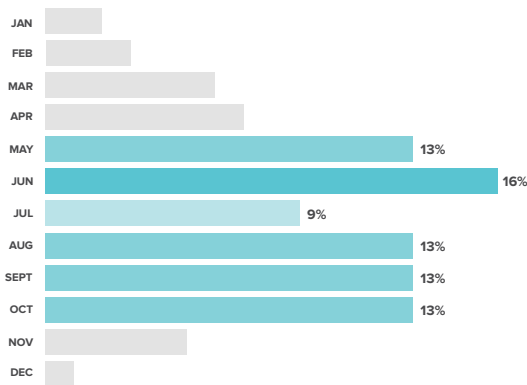
# SETTING A WEDDING DATE

An overview on industry data from WeddingWire's WedInsight Series

## WHEN COUPLES WED

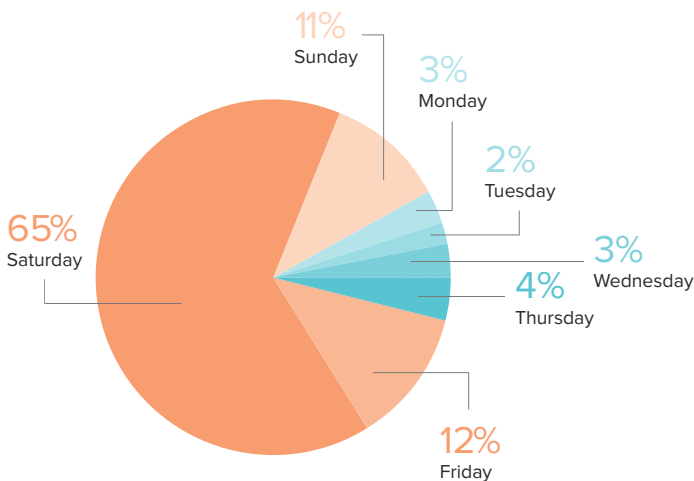
Seventy-seven percent of couples wed between May and October, with June being the most popular month.

### MOST POPULAR MONTHS TO WED



There is high competition to book preferred dates. In 2015, just 25 dates made up 50% of all weddings - they were all Saturdays between May and October.

### MOST POPULAR DAYS TO WED



Seventy-four percent of couples know vendor pricing may differ based on day of week or season (i.e., prices are lower on non-Saturdays and off-season).

## CHOOSING A WEDDING DATE

The top ten most popular factors that influence when a couple chooses their wedding date are:

1. Season/weather
2. Convenient for the couples and families
3. Sentimental date (i.e., anniversary date or close to parents anniversary)
4. Venue availability
5. No clear reason
6. Liked the date
7. Convenient based on engagement length (i.e., 1 year from engagement or enough time to plan)
8. For financial reason
9. On a holiday
10. Astrology

## SEARCHING FOR VENDORS

Most couples hire 10-13 wedding pros. Once the venue is booked and the date is set, there is a general expectation that all other vendors need to work within the schedule. Therefore, availability is a key criteria for choosing which vendors to contact.

### MOST IMPORTANT FEATURES WHEN CHOOSING WHO TO CONTACT

#1: PRICE	#5: PHOTOS
#2: REVIEWS	#6: RESPONSIVENESS
#3: LOCATION	#7: PERSONALITY
#4: AVAILABILITY	#8: DETAILED DESCRIPTION