

Overall Spend Stats & Trends

FACT SHEET

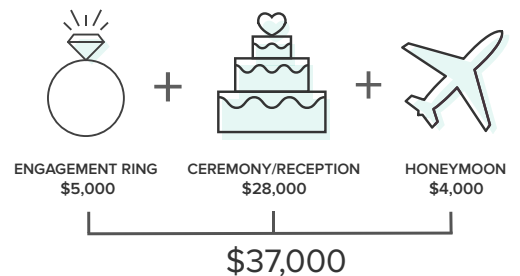
The average wedding ceremony/reception costs nearly \$30,000, and is greater by \$15K (or more) in large metropolitan areas like New York and San Francisco. Age, gender of the couple and whether it's a first marriage also plays a factor in total spend - and who foots the majority of the bill.

Calculating THE TOTAL COST

- The average wedding ceremony/reception costs **\$28,000** but raises to **\$37,000** when you factor in all components, such as honeymoon and engagement ring
- Couples tend to underestimate how much they'll spend on their wedding by about **40%**
- More than **60%** of the budget goes towards catering, venue, music and photography/videography



AVERAGE WEDDING COST



WHO PAYS FOR ALL/ MAJORITY OF WEDDING

	All	Same-Sex	Millennials	Gen X
Couple	44%	61%	37%	63%
Parents	46%	34%	52%	31%
Other	10%	5%	11%	69%

Paying FOR THE WEDDING

- Slightly more than **50%** of millennial couples have all/ the majority of their wedding paid for by their parents
- Gen X** is the largest segment to pay for all/majority of the wedding on their own
- Over **60%** of same-sex couples continue to pay for the majority of their wedding, but are receiving more financial help from family/friends than in years past

Discovering VARIATIONS IN SPEND

- Millennials spend on average **\$31,000** on their wedding, whereas GenX spends **\$24,000**
- While same-sex couples spend approximately **\$26,000** on their wedding, this can be attributed to smaller guest sizes - they still spend about the same per guest as opposite-sex couples
- Couples getting married for the 1st time spend approximately **\$30,000** on their wedding, approximately **\$10K** more than 2nd+ marriages



TOP 5 MOST EXPENSIVE CITIES TO GET MARRIED

- New York City
- San Francisco
- Boston
- Washington D.C.
- Chicago