

Today's Couples Stats & Trends

FACT SHEET

Data shows that the average age has continued to increase over the past few decades and smaller guest count allows for a more intimate and personalized day. Furthermore, we continue to see an increase in mixed gender parties – a trend that was initially inspired by LGBTQ couples.

Understanding ALL COUPLES



30

average age of bride



32

average age of groom



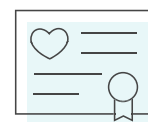
124

average number of guests



84%

get married within 50 miles of the city in which they live



79%

take partner's last name

Comparing SAME-SEX NUANCES

- Same-sex couples skew older than the national average; females are **33** whereas males are **38**
- **45%** of same-sex couples have a joint proposal
- **1 in 3** ask their partner's parents for their blessing
- **Less than half** of same-sex couples take their partner's last name



TOP 5 TRENDS

SAME-SEX COUPLE	OPPOSITE-SEX COUPLE
1 Give out favors	1 Perform first-dance
2 Create own vows	2 Wear white
3 Perform first-dance	3 Have cake-cutting ceremony
4 Have cake-cutting ceremony	4 Father escort down the aisle
5 Do a "first look" prior to the ceremony	5 Parent-child dances



TODAY'S COUPLES (BY THE #S)

	SAME-SEX	OPPOSITE-SEX
Engagement length	14 months	13 months
# of wedding party members	7	9
Wedding party divided by gender	14%	69%
# of guests	100	124
Vendors hired	11	13