

# Wedding Prep Stats & Trends

## FACT SHEET

Today's couples are tech-savvy and constantly planning on-the-go, at work or multitasking from their mobile devices. From planning apps and budget trackers to wedding websites and hashtags, technology has greatly influenced the planning process.

### Starting TO PLAN

- **50%** start planning within 1 month of getting engaged
- **52%** have secret Pinterest board prior to engagement
- **65%** mail traditional save-the-date cards; which is down **9%** from last year



#### TOP 5 BIGGEST CHALLENGES

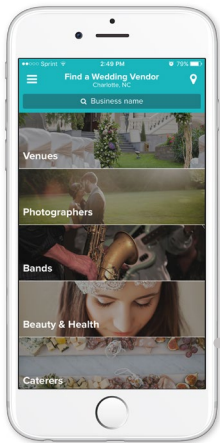
DETERMINING BUDGET AND GUEST SIZE

MAKING DECISIONS

KEEPING TRACK OF EXPENSES

KNOWING YOU'RE ON THE RIGHT TRACK WITH PLANNING

FINDING VENDORS



Wedding Planner by WeddingWire helps couples stay organized, create a budget, search for vendors and more.

### Relying ON MOBILE

- **50%** of planning is done from smartphone/tablet device
- **1 – 2 hrs/day** spent wedding planning on mobile
- **1/3rd of couples** use at least one wedding planning app

### Utilizing ONLINE RESOURCES

- **66%** use an online wedding checklist
- Nearly **70%** of millennial couples create a wedding website
- Over **65%** of couples access Facebook & Pinterest at least weekly to help with planning



#### TOP 5 PLANNING TOOLS USED



Wedding Planning Checklist



Guest list organizer



Photo/ inspiration boards



Budget tracker



Wedding website builder