



# WEDDING TRENDS & TRADITIONS FACT SHEET

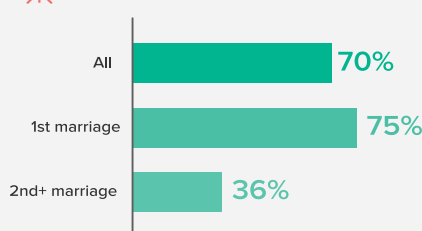
An overview on industry data from WeddingWire's *WedInsights Series*

## ENGAGEMENT

- About **40%** spend 2-month salary on ring
- **1 in 4** invite family/friends to celebrate immediately after proposal
- **64%** announce engagement on social media
- **62%** take engagement photos



### ASK FOR PARENT'S BLESSING BEFORE PROPOSING



More than **twice** as many couples getting married for the first time ask for their parent's blessing than those getting married for a second+ time.



**1/3rd** of couples use a planning app like [Wedding Planner by WeddingWire](#) to stay organized, create a budget and search for vendors.

## PLANNING

- **60%** create a wedding website
- **50%** incorporate a "theme" into their design
- **66%** use a traditional registry
- Nearly **50%** of couples set up a wedding hashtag

## CEREMONY

- **84%** at least one of the couple wore white\*
- **75%** have their father escort them down aisle
- **60%** of grooms dress is something more casual than a tux
- **50%** of couples walk down the aisle to classical music



**61%** of Millennial couples have equal number of wedding party members, while only **47%** of Gen X weddings adhere to this tradition.



**47%**  
2016

**54%**  
2015

Certain time-honored traditions like the **bouquet toss** are slowly losing popularity among today's marrying couples.

## RECEPTION

- **87%** of couples perform first dance\*
- **84%** have cake cutting ceremony\*
- **67%** give out favors
- **50%** have buffet style dinner

\*Top 3 Traditions



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WEDINSIGHTS  
Industry data from WeddingWire