



Wedding Expenses – April Spending & Saving Tracker

A research report prepared for:



April 10, 2012

echo

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

Research Method



- This research was completed online among a random sample of consumers aged 18+. A total of 1,500 interviews were completed.
- In addition to a general population sample, the sub-group Affluents was targeted and balanced by the general population.
 - n= 588: Affluents – defined as having a minimum annual household income of \$100,000
- Interviewing was conducted by Echo Research between March 2- 5, 2012.
- Overall the results have a margin of error of +/- 2.5 (or 4.0 among Affluents) percentage points at the 95% level of confidence.

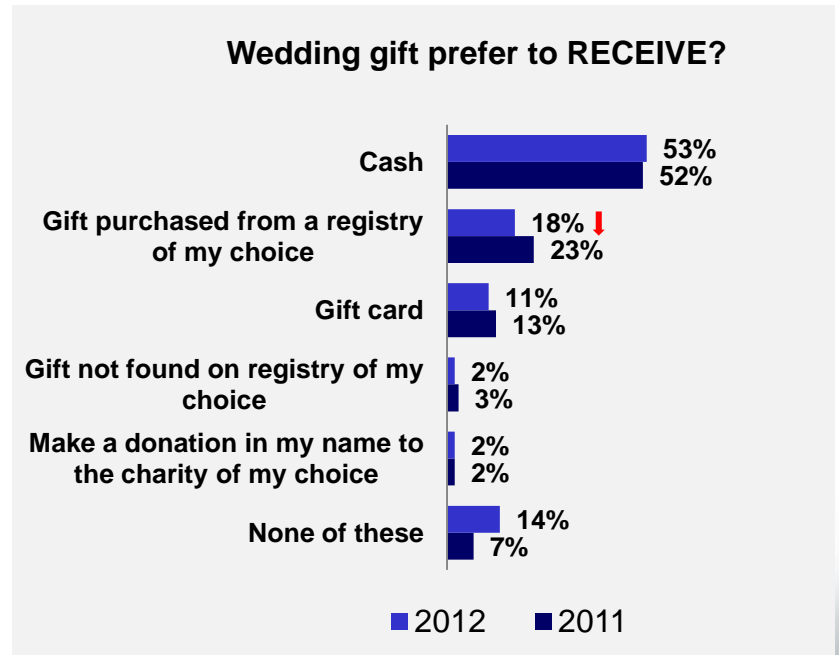
Type Of Wedding Gift Consumers among the General Population Prefer To Give vs. Receive



Most (53%) consumers among the general population prefer to *receive* cash as a wedding gift, followed by a gift from their registry of choice (18% - down from 23%).

But the top gift consumers prefer to *give* is from the couples' registry and cash (34% and 33%, respectively).

Just one in ten prefer *giving* a gift card (10% vs. 16% last year).



W3./W4 Which of these do you prefer giving/receiving as a wedding gift? Base: total respondents

↑ ↓ Significantly higher / lower at the 95% confidence level (2012 versus 2011)



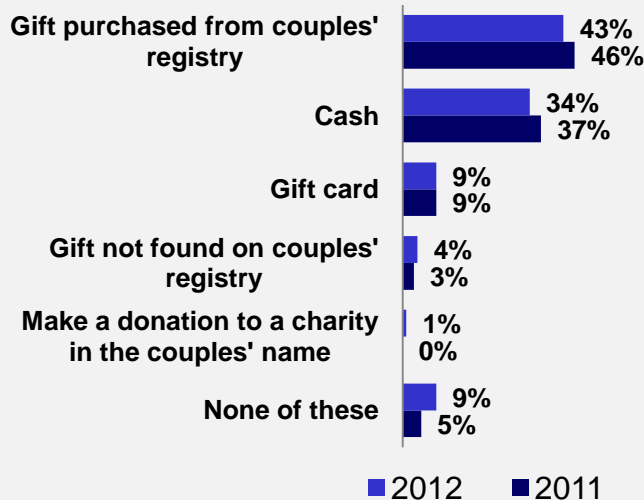
Type Of Wedding Gift the Affluent Consumer Prefers To Give vs. Receive



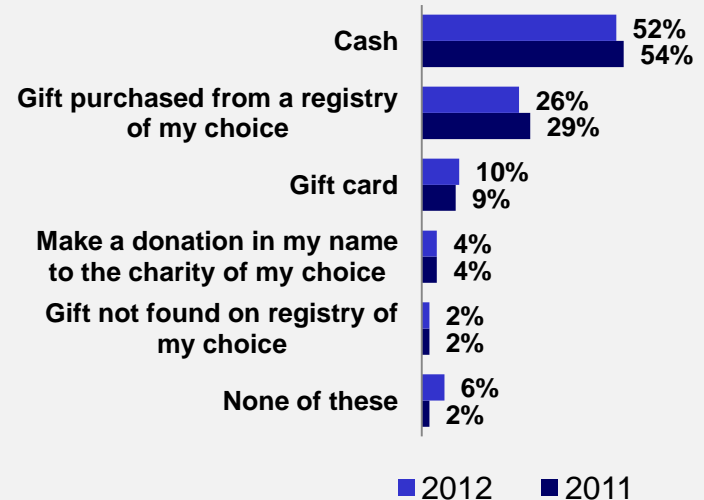
Most (52%) Affluent consumers prefer to *receive* cash as a wedding gift, followed by more than one in five (26%) who prefer to *receive* a gift from their registry of choice.

But the top gift consumers prefer to *give* is from the couples' registry (43%), while more than one in third prefer giving cash (34%).

Wedding gift prefer to GIVE?



Wedding gift prefer to RECEIVE?



W3./W4 Which of these do you prefer giving/receiving as a wedding gift? Base: total respondents

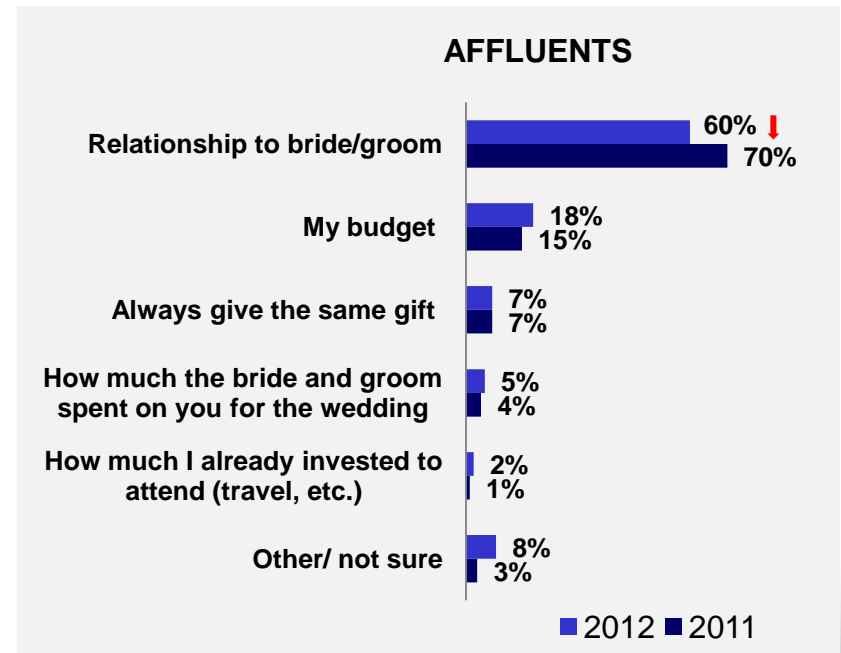
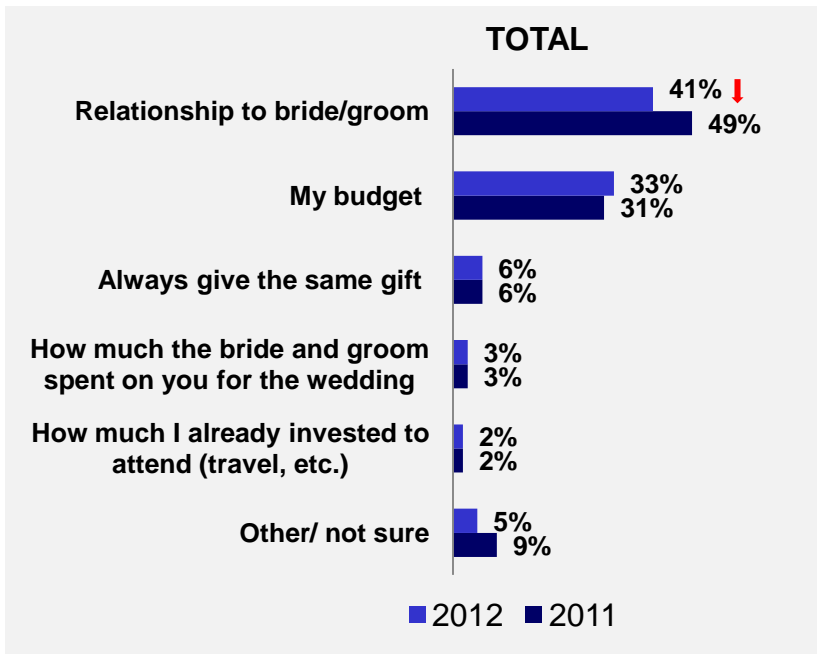


Relationship To The Couple Is Most Influential Factor In How Much To Give



The top factor to influence consumers in how much to give a couple is the relationship they have with the bride and/or groom.

Although this factor is less influential than one year ago among the general population (41% vs. 49%) and Affluents (60% vs. 70%).



Q.W5 When determining the value of your gift, which factor influences you the most? Base: total respondents

↑ ↓ Significantly higher / lower at the 95% confidence level (2012 versus 2011)



Estimated Average Wedding Gift by Recipient



The average monetary amount consumers estimate they give a wedding couple skews highest when giving to a close family member (\$166), decreases to roughly \$100 for other relatives and close friends, and less than \$100 to a co-worker and other friends.

TOTAL

	2011	2012
CLOSE FAMILY MEMBER	\$196	\$166
OTHER RELATIVES	\$105	\$101
CLOSE FRIEND	\$101	\$105
OTHER FRIENDS	\$68	\$67
CO-WORKERS	\$56	\$56

AFFLUENTS

	2011	2012
CLOSE FAMILY MEMBER	\$263	\$267
OTHER RELATIVES	\$131	\$144
CLOSE FRIEND	\$138	\$157
OTHER FRIENDS	\$92	\$97
CO-WORKERS	\$76	\$84

W6. How much do you estimate you spend on the average wedding gift for the following recipients?



Typical Costs To Attend A Wedding



Consumers spend an average of \$339 to attend a wedding as a guest or \$377 when in the wedding, down significantly from one year ago (\$490 vs. \$539, respectively).

AVERAGE WEDDING EXPENSES	TOTAL		AFFLUENTS	
	2011	2012	2011	2012
Total wedding costs when GUEST at wedding	\$490	\$339 ↓	\$586	\$545
Total wedding costs when IN THE wedding party	\$539	\$377 ↓	\$674	\$583
• Dressing up for the wedding				
<input type="checkbox"/> When a guest	\$113	\$48	\$159	\$78
<input type="checkbox"/> When in the wedding	\$64	\$86	\$74	\$117
• Hotel stay	\$106	\$69	\$143	\$123
• Transportation	\$96	\$56	\$137	\$104
• Dining out	\$70	\$49	\$94	\$70
• Pre-wedding party - i.e. Bachelor/Bachelorette party	\$56	\$46	\$64	\$74
• Jewelry	\$47	\$37	\$30	\$53
• Arrangements for children, pets (i.e., baby sitter, pet sitter, etc)	\$26	\$17	\$29	\$30
• Other expense	\$24	\$17	\$15	\$13

W7. Other than the wedding gift, how much do you estimate the typical wedding costs you to attend (clothes, travel and other wedding related expenses)?



Significantly higher / lower at the 95% confidence level (2012 versus 2011)

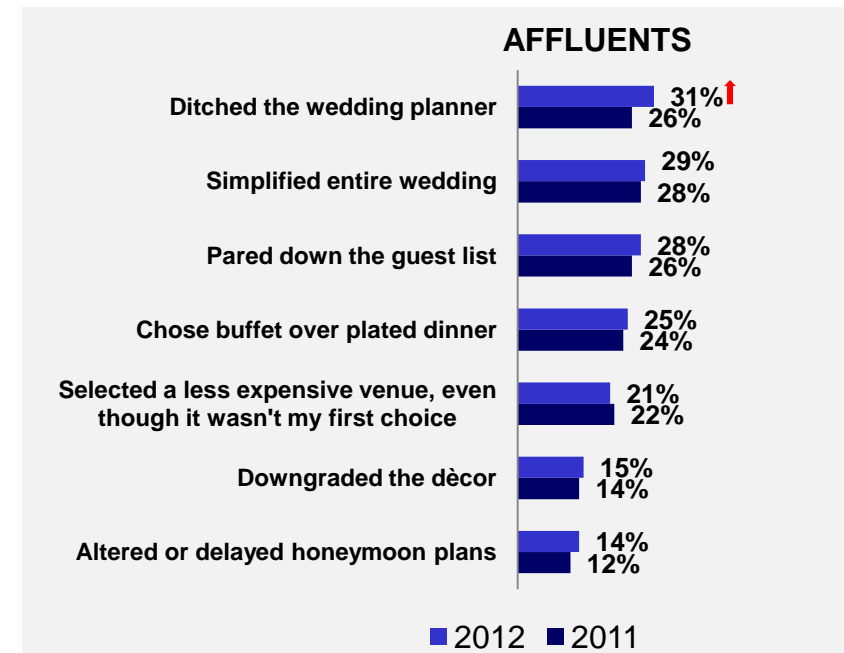
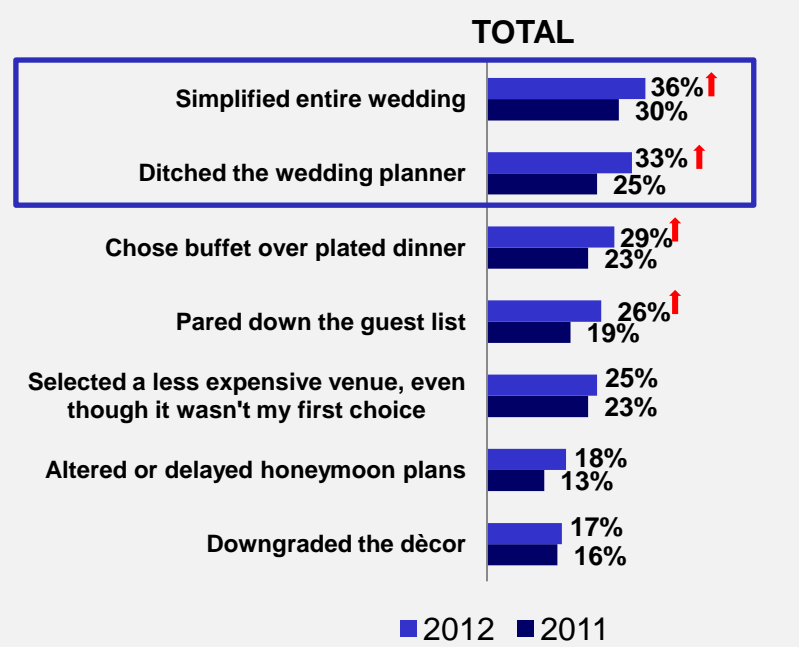


Married Couples Think Back to their Wedding and Recall Cost Control Measures Taken



The top cost control measures married couples recall is a simplified wedding and going without the wedding planner.

More married couples among the general population than Affluents kept costs down via a simple wedding (36% vs. 29%).



Q.W8 What did you do to keep costs under control for your wedding?
Base: total married respondents

↑ ↓ Significantly higher / lower at the 95% confidence level (2012 versus 2011)

