



# THE AMERICAN WEDDING

FairchildBRIDALGROUP  
BRIDE'S • MODERN BRIDE • ELEGANT BRIDE

# FAIRCHILD BRIDAL INFOBANK

---

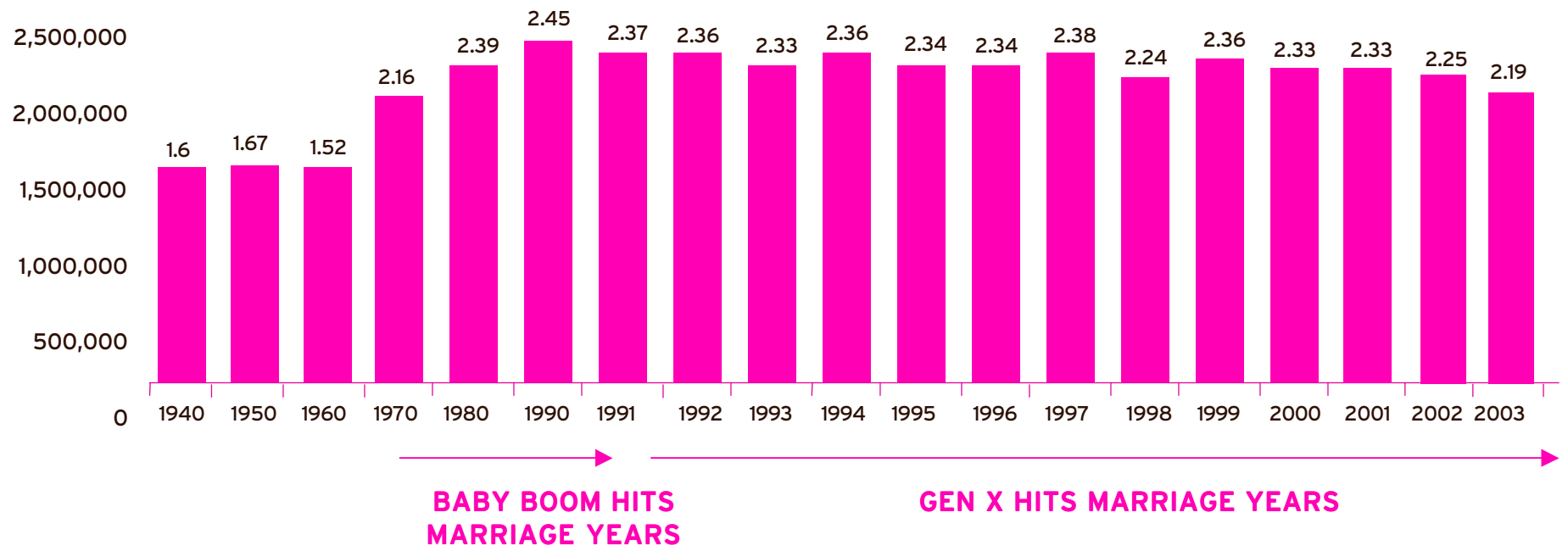
## Executive summary

- Marriages in the United States have remained at approximately 2.2 million since 1980, and it is estimated that 75% of marriages are first-time marriages for either the bride or the groom.
- Today's brides and grooms are more sophisticated than ever before, have a higher education and more career opportunities. Because of these factors, women are marrying later and the average age of a bride is now 27 (groom is 29).
- The Echo Boom (children of the Baby Boomers) is the next big generation to move into "engagement zone". 71 million men and women, born between 1979 and 2002, make up this generation.
- In the next 15 years, the number of Echo Boomers turning 27 will grow 22%. Assuming that the average age of a bride and other factors\* (i.e. divorce and remarriage rates) remain constant, an increase in marriages seems likely due to the sheer size of the group.
- Their generational characteristics include being highly tech-savvy, well-educated and accustomed to being bombarded by media messages. They've grown up in an affluent society and have big spending power.
- This group offers bridal marketers an opportunity to reach a larger audience than in the past and also an increase in market share.

\*There were approximately 920,060 divorces in 2003. The National Center for Health Statistics recently Released a report that 43% of first marriages end in separation or divorce within fifteen years.

# THE NUMBER OF MARRIAGES HAS REMAINED RELATIVELY CONSTANT OVER THE LAST 20 YEARS

NUMBER OF MARRIAGES PER YEAR (in millions)



Source: National Center for Health Statistics

# MARRIAGES BY REGION

---

## 2003 MARRIAGES BY REGION:

<b>South Atlantic</b> (DE, MD, DC, VA, WV, NC, SC, GA, FL)	<b>432,142</b>
<b>East North Central</b> (OH, IN, IL, MI, WI)	<b>298,692</b>
<b>Pacific</b> (WA, OR, CA, AK, HI)	<b>291,728</b>
<b>West South Central</b> (AR, LA, OK, TX)	<b>242,212</b>
<b>Middle Atlantic</b> (NY, NJ, PA)	<b>248,431</b>
<b>Mountain</b> (MT, ID, WY, CO, NM, AZ, UT, NV)	<b>264,090</b>
<b>East South Central</b> (KY, TN, AL, MS)	<b>169,672</b>
<b>West North Central</b> (MN, IO, MS, ND, SD, NB, KS)	<b>132,095</b>
<b>New England</b> (ME, NH, VT, MA, RI, CT)	<b>88,205</b>

Source: National Center for Health Statistics, 2004  
\* Data for Oklahoma not available

# MARRIAGES BY STATE

---

## NEW ENGLAND:

Maine	9,768
New Hampshire	10,578
Vermont	5,960
Massachusetts	36,765
Rhode Island	8,339
Connecticut	16,795

## MIDDLE ATLANTIC:

New York	120,754
New Jersey	54,380
Pennsylvania	73,297

## EAST NORTH CENTRAL:

Ohio	72,712
Indiana	47,111
Illinois	82,076
Michigan	62,583
Wisconsin	34,210

## WEST NORTH CENTRAL:

Minnesota	31,864
Iowa	19,293
Missouri	39,055
North Dakota	4,431
South Dakota	6,440
Nebraska	12,107
Kansas	18,905

## SOUTH ATLANTIC:

Delaware	4,608
Maryland	37,621
DC	2,927
Virginia	61,519
West Virginia	13,886
North Carolina	62,708
South Carolina	34,192
Georgia	59,441
Florida	155,240

## EAST SOUTH CENTRAL:

Kentucky	37,413
Tennessee	73,381
Alabama	40,956
Mississippi	17,922

## WEST SOUTH CENTRAL:

Arkansas	36,445
Louisiana	38,426
Oklahoma	N/A
Texas	167,341

## MOUNTAIN:

Montana	6,553
Idaho	14,620
Wyoming	4,728
Colorado	36,387
New Mexico	12,865
Arizona	35,873
Utah	14,472
Nevada	138,592

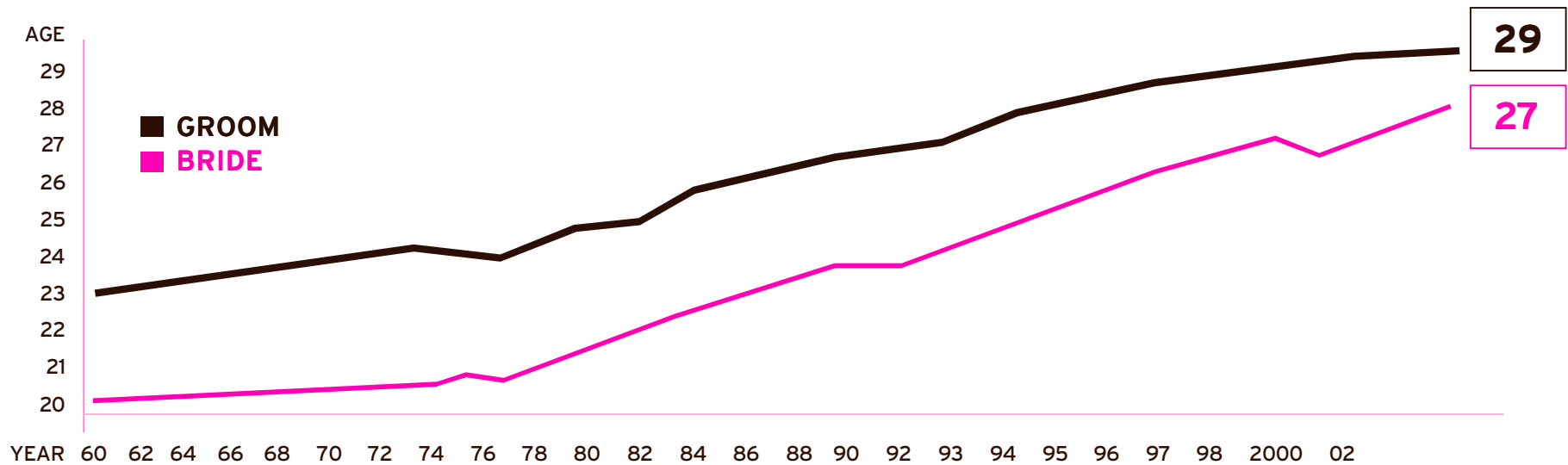
## PACIFIC:

Washington	40,247
Oregon	24,086
California	194,914
Alaska	5,529
Hawaii	26,952

Puerto Rico	24,567
-------------	--------

# TODAY'S BRIDES AND GROOMS ARE MORE AFFLUENT, EDUCATED AND SOPHISTICATED

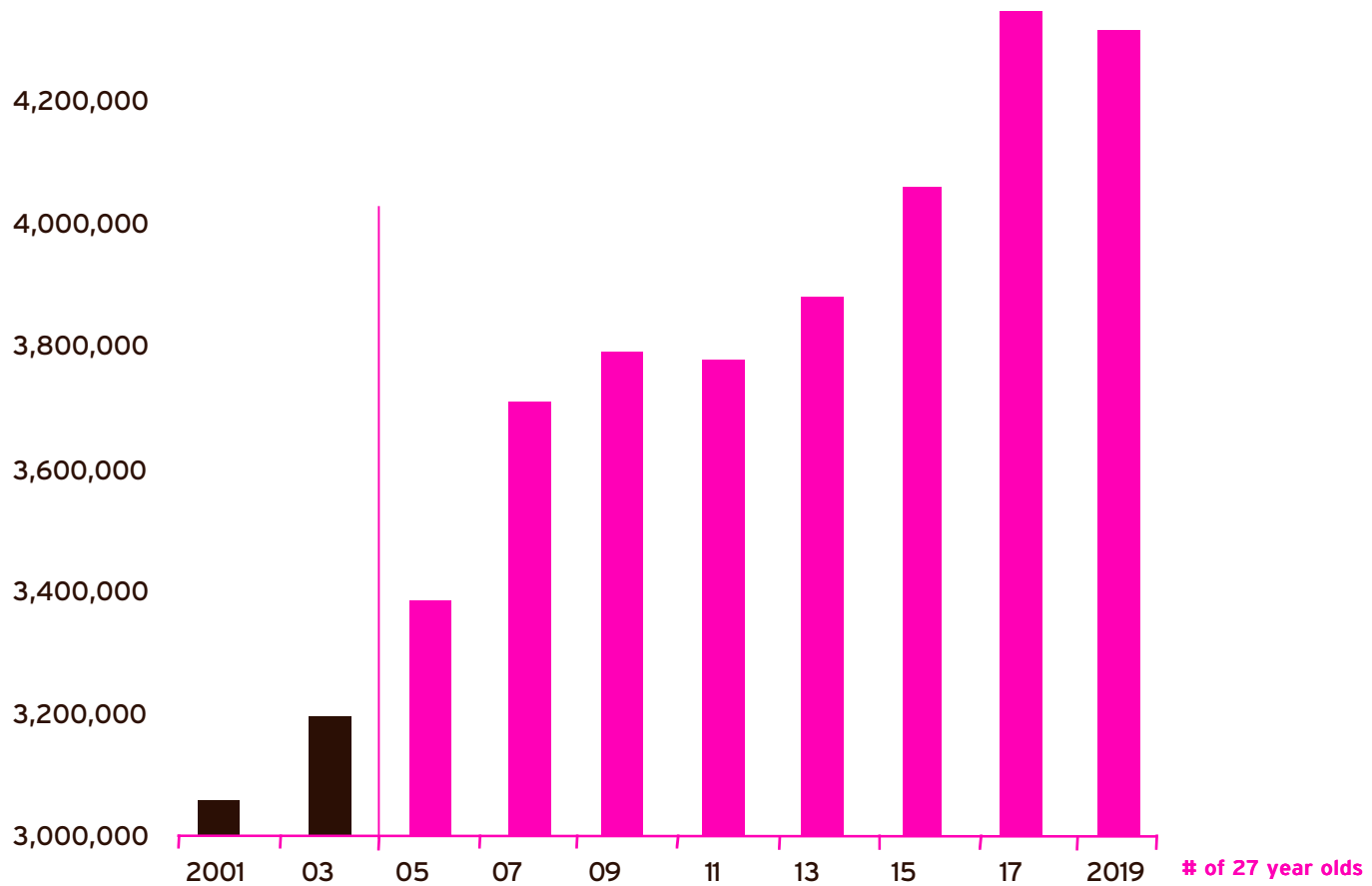
Due to higher education and career opportunities, women are marrying later



Source: National Center for Health Statistics (Note: median age of bride and groom is measured by NCHS through 1995; data thereafter is derived from Fairchild Bridal Group studies)

# THE ECHO BOOM IS GETTING MARRIED

The bridal market is projected to grow 22% over the next 15 years



Source: National Center for Health Statistics, 1970-1992; American Wedding Study, 2002  
\*Average age of engagement for bride: 27



## WHO IS RESPONSIBLE FOR THIS INCREASE IN MARRIAGES WE ARE EXPECTING?

- Also known as Generation Y and Millennials
- Oldest are age 25

83 million



**BABY BOOM**

1946-1964  
18 year span

37 million



**GEN X**

1965-1978  
13 year span

71 million



**ECHO BOOM**

1979-2002  
23 year span

Source: Millennials Rising

FairchildBRIDALGROUP  
BRIDE'S • MODERN BRIDE • ELEGANT BRIDE

## BIRTH RATES BY YEAR SHOW STEADY GROWTH

<b>27 IN 2006</b>	<b>1979</b>	3,494,398	<b>1991</b>	4,110,907	
	<b>1980</b>	3,612,258	<b>1992</b>	4,065,104	
	<b>1981</b>	3,629,238	<b>1993</b>	4,000,240	
	<b>1982</b>	3,680,537	<b>1994</b>	3,952,767	
	<b>1983</b>	3,638,933	<b>1995</b>	3,899,589	
	<b>1984</b>	3,669,141	<b>1996</b>	3,891,494	
	<b>1985</b>	3,760,561	<b>1997</b>	3,880,894	
	<b>1986</b>	3,756,547	<b>1998</b>	3,941,553	
	<b>1987</b>	3,809,394	<b>1999</b>	3,959,417	
	<b>1988</b>	3,909,510	<b>2000</b>	4,058,814	
	<b>1989</b>	4,040,958	<b>2001</b>	4,083,676	
	<b>1990</b>	4,158,212	<b>2002</b>	4,022,000	
			<b>2003</b>	4,093,000	<b>27 IN 2030</b>

Source: National Center for Health Statistics

# COUPLES GET ENGAGED YEAR 'ROUND

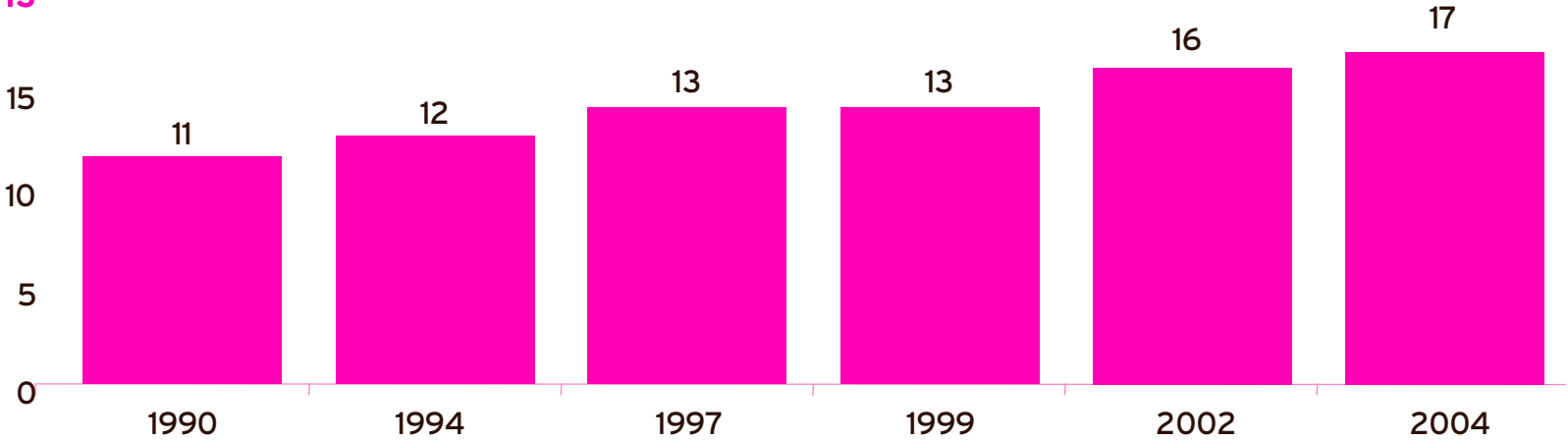
The winter holidays still dominate

% ENGAGEMENTS		% ENGAGEMENTS	
January	5%	July	9%
February	8%	August	9%
March	4%	September	7%
April	6%	October	9%
May	6%	November	9%
June	8%	December	19%

# AVERAGE ENGAGEMENT

The engaged lifestage lasts 17 months

MONTHS



Source: Fairchild Bridal Group Reader Panel Surveys 1990-1999; Engagement Ring and Jewelry study, 2002; Pre-engagement Study, 2003

# OVER A 16 MONTH TIME PERIOD, THEY DECIDE HOW TO SPEND \$120 BILLION

## WEDDING AND HONEYMOON

Jewelry	\$9 billion
Wedding Attire	\$5 billion
Beauty	\$606 million
Registry	\$6 billion
Day of Wedding	\$24 billion
Honeymoon	\$7 billion

**\$50 BILLION**

## THEIR NEW LIFE AHEAD

Automotive	\$31 billion
Insurance	\$15 billion
Financial Services	\$12 billion
Furniture	\$4 billion
Housewares	\$3 billion
Tabletop	\$413 million

**\$70 BILLION**

Source: Fairchild Bridal Infobank American Wedding Study, 2002; Roper, 2000



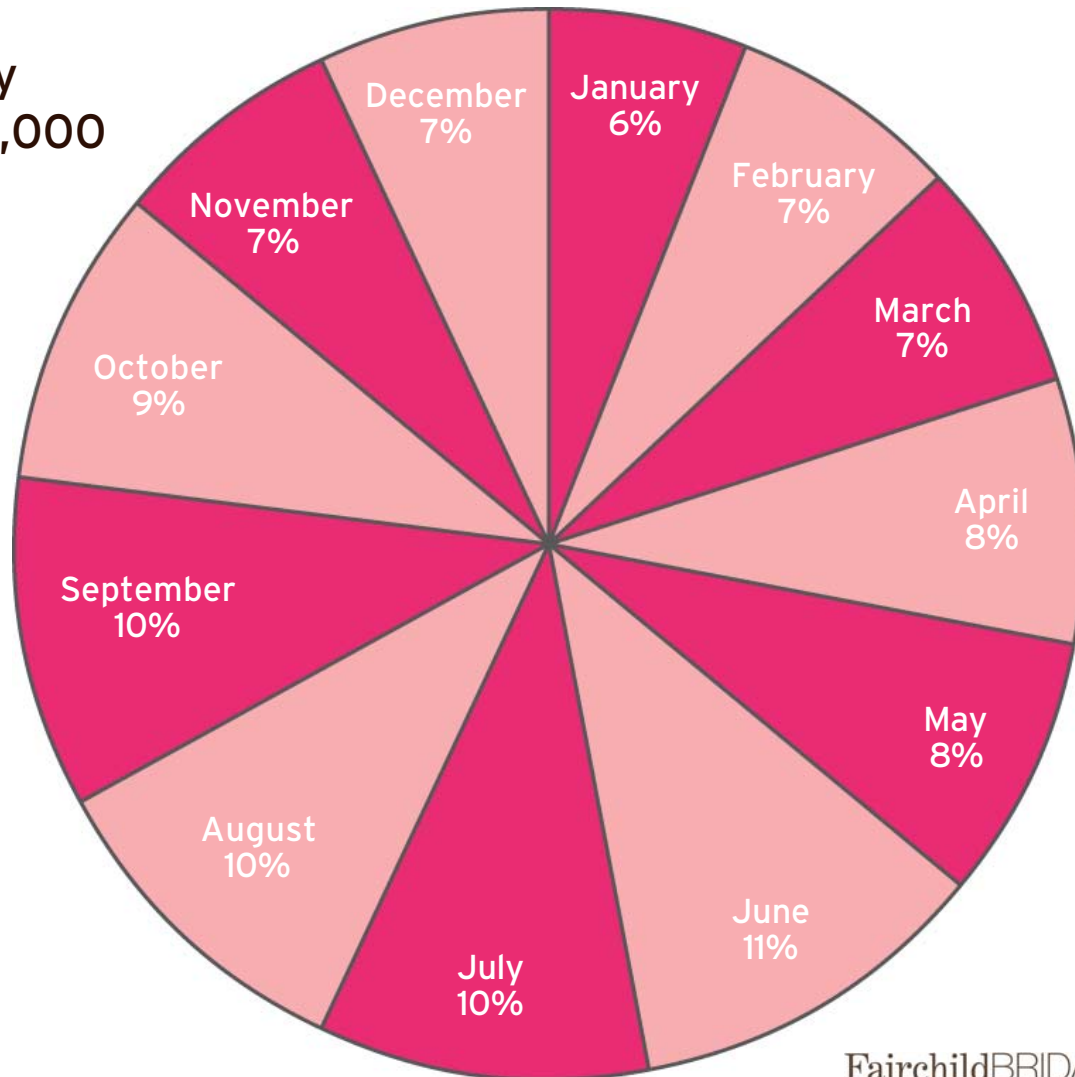
## THIS YEAR, 1 OUT OF EVERY 64 AMERICANS WILL GET MARRIED

### There will be:

- 2.2 million weddings
- 1.7 million first-time weddings
- 42,300 weddings every weekend
- 17 million bridesmaids and groomsmen
- 287 million wedding guests

# A YEAR 'ROUND SHOPPING SPREE

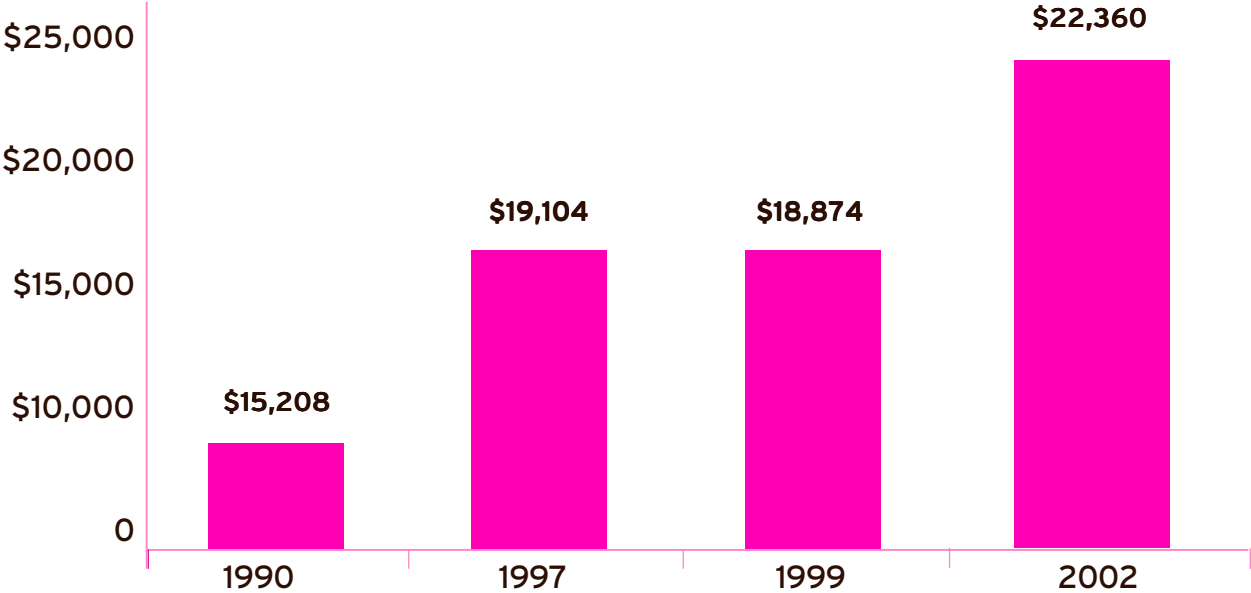
2003 marriages by month total: 2,187,000



Source: National Center for Health Statistics, 2004

# THE AVERAGE COST OF A WEDDING HAS GROWN ALMOST 50% IN 10 YEARS

- Average cost of a wedding includes all aspects of the wedding day from ceremony to reception
- 43% of couples say they spent more on the wedding than they had planned



Source: American Wedding Study, 1990-2002

# AS THE AVERAGE COST OF A WEDDING INCREASES, SO DOES THE NUMBER OF PEOPLE PAYING FOR IT

In almost half of weddings, more than one party contributes (45%)

## Who paid for the wedding?

Only the bride's parents	27%
Only the bride and groom	27%
Both sets of parents and the bride and groom	15%
Both sets of parents only	7%
Other combinations	24%



# TODAY'S AVERAGE WEDDING COSTS OVER \$22,000

Invitations, Announcements, Thank-yous, etc	\$381	Rehearsal Dinner	\$875
Bouquets and other Flowers	\$967	Bride's Wedding Dress	\$799
Photography, Videography	\$1,814	Bride's Headpiece/Veil	\$181
Wedding Favors	\$241	Other Bridal Accessories	\$186
Music	\$900	Day of Wedding Hair and Makeup	\$357
Clergy, Church, Chapel, Synagogue Fee	\$297	Bridal Attendants' Apparel*	\$735
Limousines	\$577	Mother of the Bride's Apparel	\$236
Attendants' Gifts	\$510	Groom's Formalwear (Rented)	\$110
Printed matches and napkins	\$112	Formalwear for Ushers, Best Man (Rented)**	\$575
Wedding Rings	\$1,301	Wedding Reception	\$7,630
Engagement Ring	\$3,576		

Source: American Wedding Study, 2002. \*Average cost of 5 bridesmaids dresses (including maid of honor),

\*\* Average cost of 5 ushers apparel (including best man)

# AVERAGE COST OF A WEDDING VARIES BY REGION

---

**New York Metro: \$33,424**  
(NY, CT, NJ)

---

**Northeast: \$29,788**  
(CT, MA, ME, NH, NJ, NY, PA, VT)

---

**South/Southeast: \$18,624**  
(AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV)

---

**Midwest: \$20,678**  
(IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

---

**Pacific/Mountain: \$21,156**  
(AZ, CA, CO, ID, NM, NV, OR, UT, WA, WY)

---

**National Average: \$22,360**



# A SNAPSHOT OF THE AMERICAN WEDDING

- Traditional weddings are most popular
  - 99% of Fairchild Bridal Group readers have formal weddings
  - 85% marry in a religious ceremony
- 66% of wedding ceremonies are at a house of worship; 15% are outdoor
- 71% have their reception in a hotel, country club, or catering venue
- Average number of wedding guests: 168
- Each couple has an average of 10 attendants: 5 bridal attendants and 5 ushers