

Wedding Industry Report

For: Anderson TX - (County)

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Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, and Spending Distribution per Product or Service

- Dress Accessories
- Tuxedo/suit/other Accessories
- Tuxedo/suit/other Rent/purchase
- Wedding Dress/es
- Hair Service
- Makeup Service
- Manicure & Pedicure
- DJ/MC
- Entertainment lighting
- Live Band
- Musician/s, Soloist, or Ensemble
- Bouquets
- Boutonnieres, Corsages
- Event Decorations
- Event Flowers & Arrangements
- Event Table Centerpieces
- Gift/s for Attendants
- Gift/s for Parents
- Tips (for all services)
- Wedding Favors
- Ceremony Programs
- Engagement Announcements
- Guest Book
- Invitations & Reply Cards
- Postage
- Reception Menus
- Save the Date Cards
- Table Name and Escort/place Cards
- Thank You Cards
- Bracelet
- Earrings
- Engagement Ring
- Necklace
- Wedding ring/band for HER
- Wedding ring/band for HIM
- Digital or Photo cd/dvd
- Engagement Session

- Photo Booth
- Prints and/or Enlargements
- Wedding album/s or photo book/s
- Wedding Photographer Fee
- Wedding Videographer Fee
- A La Carte Services
- Day of Coordinator
- For Getting Started
- Full Service
- Month of Direction
- Ceremony Officiator
- Event Accessories
- Event Bar Service
- Event Food Service
- Event Location
- Event Rentals
- Hotel Room for After Reception
- Limo Rental
- Other Transportation
- Rehearsal Dinner
- Wedding Cake/dessert

Market Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Market Totals - Market Summary in Anderson TX - (County)**.

About 159 (39%) of the 407 - 2018 weddings travelled into this area to marry.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

407

2018 Weddings

\$18,703

2018 Avg Spend

\$7,612,121

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	523	\$16,424	\$8,589,752
2009	499	\$15,131	\$7,550,369
2010	494	\$17,840	\$8,812,960
2011	493	\$17,607	\$8,680,251
2012	484	\$17,619	\$8,527,596
2013	461	\$18,043	\$8,317,823
2014	448	\$19,115	\$8,563,520
2015	444	\$19,461	\$8,640,684
2016	439	\$19,295	\$8,470,505
2017	419	\$19,550	\$8,191,450
2018	407	\$18,703	\$7,612,121
2019	400	\$18,708	\$7,483,200
2020	396	\$18,955	\$7,506,180
2021	395	\$18,970	\$7,493,150
2022	391	\$18,976	\$7,419,616
2023	370	\$19,251	\$7,122,870

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Market Totals - Market Summary in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

407

2018 Weddings

\$18,703

2018 Avg Spend

- [Table](#)

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$10000	49.8%	203	\$1,216,116
\$10000 - \$19999	26.7%	109	\$1,738,704
\$20000 - \$29999	13.9%	57	\$1,470,898
\$30000 - \$49999	6.6%	27	\$1,101,342
\$50000 - \$99999	2.4%	10	\$742,368
\$100000+	0.7%	3	\$569,800

Seasonality of Engagements

335

Engaged Couples

16.2

Avg Months of Engagement

Engagements are based on couples living in the location only.

- [Table](#)

Month	Percent of Engagements	Number of Engagements
January	8.7%	29
February	8.7%	29
March	8.9%	30
April	7.9%	26
May	7.6%	25
June	6.2%	21
July	8.5%	28
August	7.1%	24
September	6.6%	22
October	7.4%	25
November	7.4%	25
December	15.1%	51

Seasonality of Weddings

407

2018 Weddings

- [Table](#)

Month	Percent of Weddings	Number of Weddings
January	4.0%	16
February	4.9%	20
March	8.8%	36
April	10.0%	41
May	10.0%	41
June	11.9%	48
July	8.8%	36
August	8.8%	36
September	7.9%	32
October	10.0%	41
November	7.9%	32
December	7.0%	28

Number of Guests by Range

125

Avg No. Guests US

74 - 84

Avg No. Guests This Market

- [Table](#)

Range	Percent of Weddings	Number of Weddings
Less than 25	29.0%	118
25-50	8.0%	33
50-100	20.0%	81
101-150	20.0%	81
151-200	14.0%	57
201-300	7.0%	28
More than 300	2.0%	8

Average Spending by Number of Guests Range

This is the average spending by number of guests range in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$7,621
25-50	\$8,807
51-100	\$12,025
101-150	\$15,920
151-200	\$21,001
201-300	\$25,574
More than 300	\$52,672

Travel Distance

This is the distance that couples, living in the area, travel from their home to marry. It also includes the percent of weddings that travel into this market to marry.

48

Travel Distance U.S.

57 - 67

Travel Distance This Market

39%

Weddings travel to This Market

- [Table](#)

Miles from Home	Percent of Weddings	Number of Weddings
Within 25 miles	46.0%	187
Within 50 miles	26.0%	106
Between 50 and 200 miles	15.0%	61
More than 200 miles	12.0%	49

Full Item Summary

This is the number of 2018 estimated weddings, estimated average amount spent, and estimated total sales for each item (product or service) we track. This includes weddings that originate and travel into this market.

407

2018 Weddings

\$18,703

2018 Avg Spend

\$7,612,121

2018 Total Sales

Category	Item	Est Weddings	Avg Spend	Total Sales
Market Totals				
	Market Summary	407	\$18,703	\$7,612,121
Attire & Accessories				
	Dress Accessories	301	\$209	\$62,947
	Tuxedo/suit/other Accessories	256	\$98	\$25,128
	Tuxedo/suit/other Rent/purchase	289	\$197	\$56,927
	Wedding Dress/es	313	\$1,141	\$357,578
Beauty & Spa				
	Hair Service	260	\$64	\$16,671
	Makeup Service	212	\$52	\$11,005
	Manicure & Pedicure	244	\$43	\$10,501
Entertainment				
	DJ/MC	232	\$684	\$158,681
	Entertainment lighting	195	\$310	\$60,562
	Live Band	65	\$1,570	\$102,238
	Musician/s, Soloist, or Ensemble	102	\$568	\$57,794
Flowers & Decorations				
	Bouquets	309	\$326	\$100,838
	Boutonnieres, Corsages	273	\$145	\$39,540
	Event Decorations	289	\$428	\$123,679
	Event Flowers & Arrangements	265	\$583	\$154,233
	Event Table Centerpieces	281	\$315	\$88,461
Gifts & Favors				
	Gift/s for Attendants	212	\$88	\$18,624
	Gift/s for Parents	199	\$106	\$21,140
	Tips (for all services)	269	\$334	\$89,719
	Wedding Favors	248	\$208	\$51,640
Invitations				
	Ceremony Programs	195	\$128	\$25,006
	Engagement Announcements	130	\$110	\$14,326
	Guest Book	265	\$61	\$16,138
	Invitations & Reply Cards	305	\$223	\$68,071

Postage	293	\$105	\$30,769
Reception Menus	126	\$125	\$15,771
Save the Date Cards	212	\$112	\$23,704
Table Name and Escort/place Cards	183	\$85	\$15,568
Thank You Cards	277	\$90	\$24,908
Jewelry			
Bracelet	81	\$161	\$13,105
Earrings	130	\$140	\$18,234
Engagement Ring	289	\$3,142	\$907,944
Necklace	102	\$185	\$18,824
Wedding ring/band for HER	289	\$719	\$207,769
Wedding ring/band for HIM	305	\$421	\$128,510
Photography & Video			
Digital or Photo cd/dvd	159	\$270	\$42,857
Engagement Session	187	\$370	\$69,271
Photo Booth	85	\$357	\$30,513
Prints and/or Enlargements	179	\$224	\$40,114
Wedding album/s or photo book/s	155	\$388	\$60,008
Wedding Photographer Fee	301	\$1,513	\$455,685
Wedding Videographer Fee	130	\$1,010	\$131,542
Planner/Consultant			
A La Carte Services	24	\$897	\$21,905
Day of Coordinator	61	\$770	\$47,009
For Getting Started	24	\$828	\$20,220
Full Service	57	\$2,593	\$147,749
Month of Direction	24	\$987	\$24,103
Venue, Catering & Rentals			
Ceremony Officiator	265	\$192	\$50,794
Event Accessories	281	\$293	\$82,283
Event Bar Service	224	\$2,137	\$478,367
Event Food Service	289	\$4,180	\$1,207,895
Event Location	289	\$3,265	\$943,487
Event Rentals	248	\$1,568	\$389,287
Hotel Room for After Reception	220	\$283	\$62,198
Limo Rental	102	\$438	\$44,567
Other Transportation	81	\$467	\$38,014
Rehearsal Dinner	224	\$511	\$114,387
Wedding Cake/dessert	305	\$375	\$114,469

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Online Market

The Online Market includes what couples purchased via a computer and/or a mobile device.

\$7,612,121

2018 Total Wedding Sales

\$931,972

2018 Total Online Wedding Sales

Category	Item	Total Item Weddings	Online Demand	Online Weddings	Online Total Sales
Attire & Accessories					
	Dress Accessories	301	13.0%	39	\$8,183
	Tuxedo/suit/other Accessories	256	9.0%	23	\$2,262
	Tuxedo/suit/other Rent/purchase	289	9.0%	26	\$5,123
	Wedding Dress/es	313	12.0%	38	\$42,909
Beauty & Spa					
	Hair Service	260	8.0%	21	\$1,334
	Makeup Service	212	9.0%	19	\$990
	Manicure & Pedicure	244	7.0%	17	\$735
Entertainment					
	DJ/MC	232	18.0%	42	\$28,563
	Entertainment lighting	195	5.0%	10	\$3,028
	Live Band	65	5.0%	3	\$5,112
	Musician/s, Soloist, or Ensemble	102	5.0%	5	\$2,890
Flowers & Decorations					
	Bouquets	309	10.0%	31	\$10,084
	Boutonnieres, Corsages	273	8.0%	22	\$3,163
	Event Decorations	289	12.0%	35	\$14,841
	Event Flowers & Arrangements	265	10.0%	26	\$15,423
	Event Table Centerpieces	281	11.0%	31	\$9,731
Gifts & Favors					
	Gift/s for Attendants	212	11.0%	23	\$2,049
	Gift/s for Parents	199	11.0%	22	\$2,325
	Wedding Favors	248	13.0%	32	\$6,713
Invitations					
	Ceremony Programs	195	9.0%	18	\$2,251
	Engagement Announcements	130	11.0%	14	\$1,576
	Guest Book	265	11.0%	29	\$1,775
	Invitations & Reply Cards	305	26.0%	79	\$17,698
	Postage	293	15.0%	44	\$4,615
	Reception Menus	126	9.0%	11	\$1,419
	Save the Date Cards	212	24.0%	51	\$5,689
	Table Name and Escort/place Cards	183	14.0%	26	\$2,179

Thank You Cards	277	15.0%	42	\$3,736
Jewelry				
Bracelet	81	5.0%	4	\$655
Earrings	130	5.0%	7	\$912
Engagement Ring	289	11.0%	32	\$99,874
Necklace	102	5.0%	5	\$941
Wedding ring/band for HER	289	8.0%	23	\$16,622
Wedding ring/band for HIM	305	8.0%	24	\$10,281
Photography & Video				
Digital or Photo cd/dvd	159	8.0%	13	\$3,429
Engagement Session	187	5.0%	9	\$3,464
Photo Booth	85	5.0%	4	\$1,526
Prints and/or Enlargements	179	10.0%	18	\$4,011
Wedding album/s or photo book/s	155	10.0%	15	\$6,001
Wedding Photographer Fee	301	20.0%	60	\$91,137
Wedding Videographer Fee	130	10.0%	13	\$13,154
Planner/Consultant				
A La Carte Services	24	6.0%	1	\$1,314
Day of Coordinator	61	7.0%	4	\$3,291
For Getting Started	24	5.0%	1	\$1,011
Full Service	57	7.0%	4	\$10,342
Month of Direction	24	5.0%	1	\$1,205
Venue, Catering & Rentals				
Ceremony Officiator	265	13.0%	34	\$6,603
Event Accessories	281	12.0%	34	\$9,874
Event Bar Service	224	11.0%	25	\$52,620
Event Food Service	289	14.0%	40	\$169,105
Event Location	289	13.0%	38	\$122,653
Event Rentals	248	14.0%	35	\$54,500
Hotel Room for After Reception	220	15.0%	33	\$9,330
Limo Rental	102	7.0%	7	\$3,120
Other Transportation	81	6.0%	5	\$2,281
Rehearsal Dinner	224	10.0%	22	\$11,439
Wedding Cake/dessert	305	13.0%	40	\$14,881

Competitive Landscape

This is the estimated number of businesses, estimated weddings served per business per year, estimated gross sales per business per year for all categories that we track in **Anderson TX - (County)**.

- [Table](#)

Category	Est Businesses	Est Weddings per	Est Gross Sales per
Attire & Accessories	3	126	\$155,610
Beauty & Spa	9	29	\$2,726
Entertainment	6	44	\$41,008
Flowers & Decorations	8	40	\$49,800
Gifts & Favors	3	91	\$40,495
Invitations	6	57	\$32,832
Jewelry	8	37	\$117,660
Photography & Video	14	22	\$44,858
Planner/Consultant	5	14	\$8,974
Venue, Catering & Rentals	8	39	\$332,982

Weddings and Spending by Age Group

This shows the number of weddings and spending by age group.

- [Table](#)

Age	% of Weddings	Number of Weddings	Average Spending
Age 15-19	1.6%	7	\$ 14,775
Age 20-24	13.6%	55	\$ 14,214
Age 25-29	24.0%	98	\$ 18,703
Age 30-34	18.4%	75	\$ 19,638
Age 35-39	11.5%	47	\$ 17,020
Age 40-44	8.9%	36	\$ 18,329
Age 45-49	7.3%	30	\$ 14,027
Age 50+	14.5%	59	\$ 20,340

Weddings and Spending by Education

This shows the number of weddings and spending by type of education.

- [Table](#)

Education Level	% of Weddings	No. of Weddings	Average Spending
No High School Diploma	16.5%	67	\$ 39,463
High School Diploma	25.5%	104	\$ 13,092
Some College	27.4%	112	\$ 12,718
Professional Degree	1.4%	6	\$ 10,474
Associates Degree	7.8%	32	\$ 13,466
Bachelors Degree	14.2%	58	\$ 16,272
Masters or Doctorate Degree	7.3%	30	\$ 23,379

Weddings and Spending by Household Income

This shows the number of weddings and spending by household income.

- [Table](#)

Household Income	Percent of Weddings	No. of Weddings	Average Spending
Less than \$25,000	20.2%	82	\$ 7,855
\$25,000-50,000	30.0%	122	\$ 8,603
\$50,000-75,000	21.1%	86	\$ 9,913
\$75,000-100,000	16.2%	66	\$ 12,531
\$100,000-150,000	8.7%	35	\$ 14,027
\$150,000-200,000	2.1%	9	\$ 14,962
More than \$200,000	1.6%	7	\$ 38,528

Weddings and Spending by Occupation

This shows the number of weddings and spending by occupation.

- [Table](#)

Occupation	% of Weddings	No. of Weddings	Average Spending
Architecture & Engineering	2.1%	9	\$ 29,177
Arts Design Entertainment Sports & Media	1.6%	7	\$ 20,199
Building And Grounds Cleaning & Maintenance	2.8%	11	\$ 7,668
Business & Financial Operations	5.2%	21	\$ 24,127
Community & Social Services	1.4%	6	\$ 14,775
Computer & Mathematical Science	2.8%	11	\$ 18,703
Construction & Extraction	6.3%	26	\$ 20,386
Education Training & Library	6.6%	27	\$ 17,394
Farming Fishing & Forestry	0.7%	3	\$ 20,760
Food Preparation & Serving Related	4.7%	19	\$ 12,905
Healthcare Practitioners & Technical	5.6%	23	\$ 19,077
Healthcare Support	2.6%	11	\$ 13,653
Installation Maintenance & Repair	4.0%	16	\$ 9,539
Legal	1.2%	5	\$ 23,753
Life Physical & Social Science	0.9%	4	\$ 14,401
Management	8.5%	35	\$ 18,890
Military Specific	1.6%	7	\$ 16,272
Office & Administrative Support	13.1%	53	\$ 14,962
Personal Care & Service	3.1%	13	\$ 15,336
Production	5.4%	22	\$ 15,523
Protective Service	2.6%	11	\$ 16,646
Sales & Related	11.3%	46	\$ 16,272
Transportation & Material Moving	5.9%	24	\$ 18,516

Weddings and Spending by Race

- [Table](#)

Race	Percent of Weddings	No. of Weddings	Average Spending
White-Caucasian	76.5%	311	\$ 15,336
Black-African American	13.6%	55	\$ 19,638
Asian	0.2%	1	\$0
Other	9.6%	39	\$ 18,703
Of Hispanic, Latino, or Spanish Origin*	13.0%	53	\$ 16,646

* Included in all races

Attire & Accessories - Dress Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Dress Accessories** in **Anderson TX - (County)**. Includes headpiece, veil, shoes, lingerie, sash, handbag, garter, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

301

2018 Weddings

\$209

2018 Avg Spend

\$62,947

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	371	\$227	\$84,292
2009	344	\$207	\$71,272
2010	346	\$213	\$73,655
2011	335	\$203	\$68,054
2012	329	\$204	\$67,140
2013	318	\$208	\$66,163
2014	323	\$212	\$68,383
2015	320	\$212	\$67,772
2016	316	\$209	\$66,061
2017	306	\$211	\$64,539
2018	301	\$209	\$62,947
2019	296	\$207	\$61,272
2020	297	\$207	\$61,479
2021	296	\$206	\$61,028
2022	293	\$204	\$59,823
2023	281	\$205	\$57,646

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Dress Accessories in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

301

2018 Weddings

\$209

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	22.8%	69	\$ 1,716
\$50 - 100	25.6%	77	\$ 5,779
\$101 - 250	25.1%	76	\$ 13,221
\$251 - 500	15.5%	47	\$ 17,496
\$501 - 1000	8.2%	25	\$ 18,512
\$1000+	2.8%	8	\$ 12,642

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Dress Accessories in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$129
25-50	\$157
51-100	\$161
101-150	\$174
151-200	\$204
201-300	\$229
More than 300	\$356

Attire & Accessories - Tuxedo/suit/other Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Tuxedo/suit/other Accessories** in **Anderson TX - (County)**. Includes cuff links, cummerbund, tie, pocket square, shoes, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

256

2018 Weddings

\$98

2018 Avg Spend

\$25,128

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	345	\$188	\$64,894
2009	329	\$144	\$47,425
2010	326	\$102	\$33,256
2011	345	\$92	\$31,749
2012	339	\$91	\$30,831
2013	323	\$94	\$30,334
2014	314	\$93	\$29,165
2015	311	\$95	\$29,526
2016	303	\$96	\$29,079
2017	293	\$98	\$28,743
2018	256	\$98	\$25,128
2019	252	\$98	\$24,696
2020	253	\$99	\$25,091
2021	253	\$98	\$24,774
2022	250	\$94	\$23,523
2023	241	\$95	\$22,848

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Accessories in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

256

2018 Weddings

\$98

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	38.4%	98	\$ 2,458
\$50 - 100	34.6%	89	\$ 6,643
\$101 - 250	19.3%	49	\$ 8,646
\$251 - 500	5.6%	14	\$ 5,376
\$501 - 1000	1.4%	4	\$ 2,688
\$1000+	0.7%	2	\$ 2,688

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Accessories in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$74
25-50	\$75
51-100	\$78
101-150	\$79
151-200	\$91
201-300	\$106
More than 300	\$173

**Attire & Accessories - Tuxedo/suit/other
Rent/purchase**

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Anderson TX - (County)**. Tuxedo (purchased or rented), suit (purchased or rented), or other attire options for groom only.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$197

2018 Avg Spend

\$56,927

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	356	\$230	\$81,797
2009	334	\$226	\$75,559
2010	331	\$249	\$82,414
2011	330	\$185	\$61,107
2012	324	\$185	\$59,992
2013	313	\$187	\$58,621
2014	314	\$188	\$58,957
2015	311	\$191	\$59,363
2016	307	\$194	\$59,616
2017	297	\$196	\$58,308
2018	289	\$197	\$56,927
2019	284	\$190	\$53,960
2020	285	\$185	\$52,747
2021	284	\$183	\$52,045
2022	282	\$181	\$50,955
2023	270	\$182	\$49,158

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Rent/purchase in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$197

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	13.1%	38	\$ 946
\$50 - 100	28.2%	81	\$ 6,112
\$101 - 250	39.0%	113	\$ 19,724
\$251 - 500	12.7%	37	\$ 13,764
\$501 - 1000	4.7%	14	\$ 10,187
\$1000+	2.3%	7	\$ 9,971

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Rent/purchase in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$169
25-50	\$144
51-100	\$173
101-150	\$166
151-200	\$189
201-300	\$184
More than 300	\$282

Attire & Accessories - Wedding Dress/es

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Attire & Accessories - Wedding Dress/les** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

313

2018 Weddings

\$1,141

2018 Avg Spend

\$357,578

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	392	\$843	\$330,667
2009	374	\$949	\$355,163
2010	371	\$969	\$359,015
2011	375	\$1,079	\$404,280
2012	368	\$1,095	\$402,785
2013	350	\$1,117	\$391,352
2014	345	\$1,125	\$388,080
2015	342	\$1,152	\$393,846
2016	338	\$1,142	\$386,030
2017	327	\$1,147	\$374,863
2018	313	\$1,141	\$357,578
2019	308	\$1,130	\$348,040
2020	309	\$1,128	\$348,417
2021	308	\$1,136	\$350,002
2022	305	\$1,147	\$349,812
2023	292	\$1,145	\$334,684

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Attire & Accessories - Wedding Dress/es in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

313

2018 Weddings

\$1,141

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	13.6%	43	\$ 10,642
\$250 - \$500	20.2%	63	\$ 23,710
\$501 - \$1000	31.0%	97	\$ 72,773
\$1001 - \$2500	27.9%	87	\$152,822
\$2501 - \$5000	5.2%	16	\$ 61,035
\$5000+	2.1%	7	\$ 49,298

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Dress/es in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$579
25-50	\$692
51-100	\$816
101-150	\$971
151-200	\$1,219
201-300	\$1,333
More than 300	\$2,035

Beauty & Spa - Hair Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Hair Service** in **Anderson TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

260

2018 Weddings

\$64

2018 Avg Spend

\$16,671

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	371	\$77	\$28,592
2009	344	\$76	\$26,168
2010	326	\$66	\$21,519
2011	330	\$62	\$20,479
2012	324	\$62	\$20,105
2013	309	\$61	\$18,841
2014	314	\$62	\$19,443
2015	311	\$63	\$19,580
2016	303	\$63	\$19,083
2017	293	\$64	\$18,771
2018	260	\$64	\$16,671
2019	256	\$65	\$16,640
2020	257	\$66	\$16,988
2021	257	\$66	\$16,946
2022	254	\$66	\$16,774
2023	244	\$65	\$15,873

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Hair Service in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

260

2018 Weddings

\$64

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$25	15.5%	40	\$ 524
\$26 - 50	31.8%	83	\$ 3,142
\$51 - 75	23.1%	60	\$ 3,784
\$76 - 100	16.5%	43	\$ 3,775
\$101 - 200	9.6%	25	\$ 3,744
\$200+	3.5%	9	\$ 2,730

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hair Service in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$54
25-50	\$50
51-100	\$56
101-150	\$59
151-200	\$60
201-300	\$57
More than 300	\$69

Beauty & Spa - Makeup Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Makeup Service** in **Anderson TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

212

2018 Weddings

\$52

2018 Avg Spend

\$11,005

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	272	\$61	\$16,590
2009	254	\$60	\$15,269
2010	252	\$56	\$14,109
2011	266	\$49	\$13,045
2012	261	\$49	\$12,807
2013	249	\$50	\$12,447
2014	255	\$50	\$12,768
2015	253	\$50	\$12,654
2016	250	\$51	\$12,762
2017	239	\$51	\$12,180
2018	212	\$52	\$11,005
2019	208	\$52	\$10,816
2020	210	\$52	\$10,914
2021	209	\$51	\$10,677
2022	207	\$50	\$10,362
2023	200	\$50	\$9,990

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Makeup Service in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

212

2018 Weddings

\$52

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$25	26.1%	55	\$ 719
\$26 - 50	35.2%	75	\$ 2,836
\$51 - 75	19.5%	41	\$ 2,604
\$76 - 100	11.5%	24	\$ 2,145
\$101 - 200	5.2%	11	\$ 1,654
\$200+	2.6%	6	\$ 1,654

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Makeup Service in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$41
25-50	\$40
51-100	\$44
101-150	\$47
151-200	\$47
201-300	\$49
More than 300	\$70

Beauty & Spa - Manicure & Pedicure

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Beauty & Spa - Manicure & Pedicure** in **Anderson TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

244

2018 Weddings

\$43

2018 Avg Spend

\$10,501

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	350	\$50	\$17,521
2009	329	\$49	\$16,138
2010	291	\$44	\$12,824
2011	301	\$40	\$12,029
2012	300	\$40	\$12,003
2013	286	\$40	\$11,433
2014	287	\$41	\$11,756
2015	284	\$42	\$11,935
2016	281	\$43	\$12,081
2017	272	\$43	\$11,711
2018	244	\$43	\$10,501
2019	240	\$44	\$10,560
2020	242	\$44	\$10,629
2021	241	\$44	\$10,602
2022	239	\$43	\$10,256
2023	226	\$42	\$9,479

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Beauty & Spa - Manicure & Pedicure in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

244

2018 Weddings

\$43

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$25	20.7%	51	\$ 657
\$26 - 50	50.0%	122	\$ 4,636
\$51 - 75	20.2%	49	\$ 3,105
\$76 - 100	6.3%	15	\$ 1,353
\$101 - 200	1.6%	4	\$ 586
\$200+	1.2%	3	\$ 878

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Manicure & Pedicure in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$36
25-50	\$33
51-100	\$37
101-150	\$38
151-200	\$40
201-300	\$40
More than 300	\$58

Entertainment - DJ/MC

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - DJ/MC in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

232

2018 Weddings

\$684

2018 Avg Spend

\$158,681

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	256	\$618	\$158,375
2009	274	\$667	\$183,058
2010	291	\$669	\$194,987
2011	296	\$629	\$186,058
2012	290	\$627	\$182,081
2013	277	\$626	\$173,152
2014	282	\$641	\$180,916
2015	280	\$677	\$189,370
2016	272	\$680	\$185,082
2017	264	\$684	\$180,555
2018	232	\$684	\$158,681
2019	228	\$685	\$156,180
2020	230	\$689	\$158,250
2021	229	\$691	\$158,308
2022	227	\$692	\$156,932
2023	218	\$695	\$151,719

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - DJ/MC in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

232

2018 Weddings

\$684

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	22.4%	52	\$ 12,992
\$500 - 1000	30.8%	71	\$ 53,592
\$1001 - 2000	31.5%	73	\$109,620
\$2001 - 3000	12.7%	29	\$ 73,660
\$3001 - 5000	1.9%	4	\$ 17,632
\$5000+	0.7%	2	\$ 12,180

Average Spending by Number of Guests Range

This is the average spending by number of guests range for DJ/MC in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$390
25-50	\$409
51-100	\$514
101-150	\$632
151-200	\$681
201-300	\$694
More than 300	\$842

Entertainment - Entertainment lighting

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Entertainment lighting in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

195

2018 Weddings

\$310

2018 Avg Spend

\$60,562

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2016	215	\$317	\$68,190
2017	205	\$313	\$64,262
2018	195	\$310	\$60,562
2019	192	\$313	\$60,096
2020	194	\$313	\$60,735
2021	194	\$313	\$60,581
2022	192	\$313	\$59,968
2023	185	\$315	\$58,275

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Entertainment lighting in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

195

2018 Weddings

\$310

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	35.7%	70	\$ 3,481
\$100 - 250	29.3%	57	\$ 9,999
\$251 - 500	17.5%	34	\$ 12,797
\$501 - 1000	10.4%	20	\$ 15,210
\$1001 - 1500	4.3%	8	\$ 10,481
\$1500+	2.8%	5	\$ 12,285

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Entertainment lighting in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$177
25-50	\$173
51-100	\$258
101-150	\$259
151-200	\$298
201-300	\$478
More than 300	\$564

Entertainment - Live Band

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Live Band in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

65

2018 Weddings

\$1,570

2018 Avg Spend

\$102,238

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	115	\$1,643	\$189,044
2009	90	\$1,531	\$137,514
2010	119	\$1,567	\$185,784
2011	113	\$1,388	\$157,385
2012	111	\$1,381	\$153,733
2013	106	\$1,466	\$155,440
2014	116	\$1,508	\$175,652
2015	115	\$1,587	\$183,203
2016	110	\$1,568	\$172,088
2017	105	\$1,581	\$165,610
2018	65	\$1,570	\$102,238
2019	64	\$1,567	\$100,288
2020	63	\$1,566	\$99,222
2021	63	\$1,562	\$98,718
2022	63	\$1,558	\$97,468
2023	59	\$1,564	\$92,589

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Live Band in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

65

2018 Weddings

\$1,570

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	22.3%	14	\$ 3,624
\$500 - 1000	14.8%	10	\$ 7,215
\$1001 - 2000	20.4%	13	\$ 19,890
\$2001 - 3000	18.1%	12	\$ 29,412
\$3001 - 5000	9.6%	6	\$ 24,960
\$5000+	14.8%	10	\$ 72,150

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Live Band in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$455
25-50	\$526
51-100	\$839
101-150	\$1,322
151-200	\$1,507
201-300	\$1,806
More than 300	\$2,673

Entertainment - Musician/s, Soloist, or Ensemble

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Entertainment - Musician/s, Soloist, or Ensemble** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

102

2018 Weddings

\$568

2018 Avg Spend

\$57,794

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	141	\$485	\$68,487
2009	105	\$598	\$62,664
2010	178	\$500	\$88,920
2011	158	\$484	\$76,356
2012	160	\$482	\$76,985
2013	148	\$532	\$78,481
2014	161	\$544	\$87,736
2015	160	\$568	\$90,789
2016	158	\$572	\$90,399
2017	151	\$575	\$86,733
2018	102	\$568	\$57,794
2019	100	\$571	\$57,100
2020	103	\$578	\$59,511
2021	103	\$580	\$59,566
2022	102	\$583	\$59,268
2023	96	\$586	\$56,373

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Entertainment - Musician/s, Soloist, or Ensemble in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

102

2018 Weddings

\$568

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	46.9%	48	\$ 11,959
\$250 - 500	29.0%	30	\$ 11,093
\$501 - 1000	15.1%	15	\$ 11,552
\$1001 - 2000	5.4%	6	\$ 8,262
\$2001 - 3500	1.4%	1	\$ 3,927
\$3500+	2.1%	2	\$ 11,246

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Musician/s, Soloist, or Ensemble in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$370
25-50	\$350
51-100	\$453
101-150	\$442
151-200	\$499
201-300	\$561
More than 300	\$1,121

Flowers & Decorations - Bouquets

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Bouquets** in **Anderson TX - (County)**. Total for all

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

309

2018 Weddings

\$326

2018 Avg Spend

\$100,838

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	392	\$291	\$114,145
2009	374	\$240	\$89,820
2010	371	\$301	\$111,521
2011	370	\$278	\$102,791
2012	363	\$278	\$100,914
2013	346	\$296	\$102,342
2014	345	\$308	\$106,248
2015	342	\$316	\$108,034
2016	338	\$327	\$110,536
2017	327	\$328	\$107,197
2018	309	\$326	\$100,838
2019	304	\$333	\$101,232
2020	305	\$339	\$103,368
2021	304	\$343	\$104,323
2022	301	\$348	\$104,772
2023	289	\$351	\$101,299

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Bouquets in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

309

2018 Weddings

\$326

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	33.3%	103	\$ 5,145
\$101 - 250	24.4%	75	\$ 13,194
\$251 - 500	19.2%	59	\$ 22,248
\$501 - 750	12.4%	38	\$ 25,863
\$751 - 1000	3.1%	10	\$ 8,382
\$1000+	7.5%	23	\$ 34,763

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bouquets in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$248
25-50	\$301
51-100	\$325
101-150	\$360
151-200	\$425
201-300	\$458
More than 300	\$747

Flowers & Decorations - Boutonnieres, Corsages

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Boutonnieres, Corsages** in **Anderson TX - (County)**. Includes all purchased

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

273

2018 Weddings

\$145

2018 Avg Spend

\$39,540

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	356	\$114	\$40,543
2009	344	\$99	\$34,087
2010	346	\$126	\$43,571
2011	335	\$117	\$39,223
2012	329	\$116	\$38,178
2013	313	\$127	\$39,812
2014	318	\$136	\$43,259
2015	315	\$139	\$43,818
2016	307	\$141	\$43,329
2017	297	\$143	\$42,541
2018	273	\$145	\$39,540
2019	268	\$148	\$39,664
2020	269	\$150	\$40,392
2021	269	\$152	\$40,827
2022	266	\$155	\$41,211
2023	255	\$156	\$39,827

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Boutonnieres, Corsages in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

273

2018 Weddings

\$145

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	53.5%	146	\$ 7,303
\$101 - 250	35.4%	97	\$ 16,912
\$251 - 500	8.7%	24	\$ 8,907
\$501 - 750	1.4%	4	\$ 2,580
\$751 - 1000	0.5%	1	\$ 1,194
\$1000+	0.5%	1	\$ 2,048

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Boutonnieres, Corsages in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$80
25-50	\$96
51-100	\$109
101-150	\$118
151-200	\$144
201-300	\$165
More than 300	\$255

Flowers & Decorations - Event Decorations

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Decorations** in **Anderson TX - (County)**. Not table centerpieces, flowers, or accessories

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$428

2018 Avg Spend

\$123,679

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	329	\$399	\$131,467
2009	324	\$432	\$140,119
2010	311	\$394	\$122,621
2011	316	\$410	\$129,363
2012	310	\$409	\$126,692
2013	300	\$410	\$122,857
2014	305	\$427	\$130,081
2015	302	\$432	\$130,429
2016	299	\$429	\$128,065
2017	289	\$431	\$124,606
2018	289	\$428	\$123,679
2019	284	\$436	\$123,824
2020	281	\$430	\$120,899
2021	280	\$440	\$123,398
2022	278	\$432	\$119,928
2023	266	\$435	\$115,884

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Decorations in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$428

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	25.4%	73	\$ 3,670
\$101 - 250	18.3%	53	\$ 9,255
\$251 - 500	20.0%	58	\$ 21,675
\$501 - 750	11.5%	33	\$ 22,434
\$751 - 1000	14.6%	42	\$ 36,920
\$1000+	10.3%	30	\$ 44,651

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Decorations in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$186
25-50	\$291
51-100	\$314
101-150	\$360
151-200	\$426
201-300	\$481
More than 300	\$733

Flowers & Decorations - Event Flowers & Arrangements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Flowers & Arrangements** in **Anderson TX - (County)**. Not table centerpieces

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

265

2018 Weddings

\$583

2018 Avg Spend

\$154,233

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	345	\$691	\$238,519
2009	319	\$613	\$195,768
2010	316	\$653	\$206,452
2011	316	\$597	\$188,365
2012	310	\$596	\$184,617
2013	300	\$607	\$181,888
2014	300	\$601	\$180,396
2015	297	\$598	\$177,893
2016	290	\$596	\$172,685
2017	281	\$593	\$166,473
2018	265	\$583	\$154,233
2019	260	\$579	\$150,540
2020	261	\$576	\$150,543
2021	261	\$571	\$148,860
2022	258	\$566	\$146,062
2023	244	\$566	\$138,217

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Flowers & Arrangements in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

265

2018 Weddings

\$583

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	27.6%	73	\$ 3,657
\$101 - 250	16.7%	44	\$ 7,745
\$251 - 500	19.8%	52	\$ 19,676
\$501 - 750	17.9%	47	\$ 32,019
\$751 - 1000	6.1%	16	\$ 14,144
\$1000+	11.8%	31	\$ 46,905

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Flowers & Arrangements in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$259
25-50	\$333
51-100	\$407
101-150	\$502
151-200	\$612
201-300	\$639
More than 300	\$913

Flowers & Decorations - Event Table Centerpieces

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Flowers & Decorations - Event Table Centerpieces** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

281

2018 Weddings

\$315

2018 Avg Spend

\$88,461

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	366	\$299	\$109,464
2009	329	\$306	\$100,778
2010	346	\$345	\$119,301
2011	320	\$306	\$98,058
2012	315	\$304	\$95,638
2013	304	\$309	\$94,016
2014	309	\$309	\$95,518
2015	306	\$314	\$96,197
2016	303	\$314	\$95,114
2017	293	\$315	\$92,389
2018	281	\$315	\$88,461
2019	276	\$312	\$86,112
2020	277	\$313	\$86,764
2021	277	\$312	\$86,268
2022	274	\$312	\$85,394
2023	263	\$311	\$81,700

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Flowers & Decorations - Event Table Centerpieces in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

281

2018 Weddings

\$315

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	34.5%	97	\$ 4,847
\$101 - 250	30.8%	87	\$ 15,146
\$251 - 500	18.8%	53	\$ 19,811
\$501 - 750	6.8%	19	\$ 12,898
\$751 - 1000	3.8%	11	\$ 9,343
\$1000+	5.4%	15	\$ 22,761

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Table Centerpieces in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$120
25-50	\$174
51-100	\$208
101-150	\$268
151-200	\$345
201-300	\$379
More than 300	\$516

Gifts & Favors - Gift/s for Attendants

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Gift/s for Attendants in Anderson TX - (County)**. Per person

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

212

2018 Weddings

\$88

2018 Avg Spend

\$18,624

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	267	\$266	\$70,950
2009	294	\$171	\$50,344
2010	301	\$178	\$53,639
2011	306	\$92	\$28,121
2012	300	\$91	\$27,307
2013	286	\$89	\$25,438
2014	287	\$97	\$27,812
2015	284	\$90	\$25,574
2016	277	\$90	\$24,891
2017	268	\$90	\$24,134
2018	212	\$88	\$18,624
2019	208	\$88	\$18,304
2020	210	\$88	\$18,469
2021	209	\$88	\$18,423
2022	207	\$88	\$18,236
2023	200	\$87	\$17,383

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Attendants in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

212

2018 Weddings

\$88

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	40.0%	85	\$ 2,120
\$50 - 100	28.0%	59	\$ 4,452
\$101 - 250	17.9%	38	\$ 6,641
\$251 - 500	8.9%	19	\$ 7,075
\$501 - 1000	3.5%	7	\$ 5,565
\$1000+	1.6%	3	\$ 5,088

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Attendants in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$57
25-50	\$45
51-100	\$60
101-150	\$83
151-200	\$81
201-300	\$91
More than 300	\$173

Gifts & Favors - Gift/s for Parents

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Gift/s for Parents in Anderson TX - (County)**. Per parent

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

199

2018 Weddings

\$106

2018 Avg Spend

\$21,140

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	267	\$245	\$65,349
2009	274	\$137	\$37,600
2010	272	\$135	\$36,680
2011	266	\$94	\$25,025
2012	261	\$94	\$24,568
2013	249	\$100	\$24,894
2014	255	\$109	\$27,834
2015	253	\$104	\$26,320
2016	246	\$106	\$26,059
2017	239	\$106	\$25,316
2018	199	\$106	\$21,140
2019	196	\$104	\$20,384
2020	198	\$104	\$20,592
2021	198	\$104	\$20,540
2022	196	\$104	\$20,332
2023	185	\$103	\$19,055

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Parents in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

199

2018 Weddings

\$106

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	38.6%	77	\$ 1,920
\$50 - 100	34.8%	69	\$ 5,194
\$101 - 250	17.6%	35	\$ 6,129
\$251 - 500	5.6%	11	\$ 4,179
\$501 - 1000	1.9%	4	\$ 2,836
\$1000+	1.4%	3	\$ 4,179

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Parents in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$71
25-50	\$68
51-100	\$81
101-150	\$89
151-200	\$95
201-300	\$112
More than 300	\$201

Gifts & Favors - Tips (for all services)

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Tips (for all services)** in **Anderson TX - (County)**. Total tips for all services

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

269

2018 Weddings

\$334

2018 Avg Spend

\$89,719

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	350	\$337	\$118,088
2009	329	\$336	\$110,658
2010	331	\$340	\$112,533
2011	335	\$331	\$110,964
2012	329	\$329	\$108,280
2013	313	\$333	\$104,389
2014	318	\$350	\$111,328
2015	315	\$335	\$105,605
2016	307	\$332	\$102,024
2017	297	\$334	\$99,362
2018	269	\$334	\$89,719
2019	264	\$337	\$88,968
2020	265	\$341	\$90,474
2021	265	\$343	\$90,775
2022	262	\$345	\$90,380
2023	252	\$345	\$86,802

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Tips (for all services) in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

269

2018 Weddings

\$334

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	31.0%	83	\$ 2,085
\$50 - 100	27.7%	75	\$ 5,588
\$101 - 250	22.8%	61	\$ 10,733
\$251 - 500	9.4%	25	\$ 9,482
\$501 - 1000	1.9%	5	\$ 3,833
\$1000+	7.3%	20	\$ 29,456

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tips (for all services) in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$157
25-50	\$209
51-100	\$266
101-150	\$315
151-200	\$330
201-300	\$357
More than 300	\$436

Gifts & Favors - Wedding Favors

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Gifts & Favors - Wedding Favors in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

248

2018 Weddings

\$208

2018 Avg Spend

\$51,640

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	345	\$297	\$102,518
2009	329	\$234	\$77,066
2010	346	\$238	\$82,300
2011	330	\$188	\$62,098
2012	324	\$188	\$60,965
2013	309	\$196	\$60,539
2014	305	\$211	\$64,279
2015	302	\$204	\$61,592
2016	294	\$207	\$60,885
2017	285	\$208	\$59,263
2018	248	\$208	\$51,640
2019	244	\$202	\$49,288
2020	246	\$200	\$49,104
2021	245	\$196	\$48,000
2022	242	\$192	\$46,545
2023	233	\$194	\$45,221

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Gifts & Favors - Wedding Favors in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

248

2018 Weddings

\$208

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	12.0%	30	\$ 744
\$50 - 100	24.7%	61	\$ 4,594
\$101 - 250	34.4%	85	\$ 14,930
\$251 - 500	19.1%	47	\$ 17,763
\$501 - 1000	7.1%	18	\$ 13,206
\$1000+	2.8%	7	\$ 10,416

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Favors in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$89
25-50	\$119
51-100	\$147
101-150	\$181
151-200	\$209
201-300	\$252
More than 300	\$354

Invitations - Ceremony Programs

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Ceremony Programs in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

195

2018 Weddings

\$128

2018 Avg Spend

\$25,006

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	282	\$113	\$31,913
2009	284	\$85	\$24,177
2010	282	\$101	\$28,440
2011	286	\$92	\$26,306
2012	281	\$92	\$25,826
2013	267	\$96	\$25,668
2014	269	\$108	\$29,030
2015	266	\$121	\$32,234
2016	259	\$127	\$32,894
2017	247	\$128	\$31,643
2018	195	\$128	\$25,006
2019	192	\$132	\$25,344
2020	194	\$133	\$25,807
2021	194	\$135	\$26,129
2022	192	\$137	\$26,248
2023	185	\$137	\$25,345

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Ceremony Programs in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

195

2018 Weddings

\$128

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	36.1%	70	\$ 1,760
\$50 - 100	39.2%	76	\$ 5,733
\$101 - 250	17.0%	33	\$ 5,801
\$251 - 500	5.4%	11	\$ 3,949
\$501 - 1000	1.4%	3	\$ 2,048
\$1000+	0.9%	2	\$ 2,633

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Programs in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$56
25-50	\$110
51-100	\$87
101-150	\$94
151-200	\$117
201-300	\$146
More than 300	\$297

Invitations - Engagement Announcements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Engagement Announcements in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

130

2018 Weddings

\$110

2018 Avg Spend

\$14,326

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	152	\$143	\$21,689
2009	145	\$129	\$18,668
2010	143	\$138	\$19,770
2011	173	\$89	\$15,357
2012	169	\$89	\$15,077
2013	166	\$89	\$14,770
2014	175	\$96	\$16,773
2015	173	\$105	\$18,182
2016	171	\$108	\$18,491
2017	163	\$109	\$17,812
2018	130	\$110	\$14,326
2019	128	\$105	\$13,440
2020	127	\$103	\$13,052
2021	126	\$101	\$12,766
2022	125	\$100	\$12,512
2023	122	\$102	\$12,454

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Engagement Announcements in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

130

2018 Weddings

\$110

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	41.1%	53	\$ 1,336
\$50 - 100	32.2%	42	\$ 3,140
\$101 - 250	17.4%	23	\$ 3,958
\$251 - 500	7.0%	9	\$ 3,413
\$501 - 1000	1.2%	2	\$ 1,170
\$1000+	1.2%	2	\$ 2,340

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Announcements in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$54
25-50	\$71
51-100	\$72
101-150	\$81
151-200	\$99
201-300	\$122
More than 300	\$329

Invitations - Guest Book

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Guest Book in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

265

2018 Weddings

\$61

2018 Avg Spend

\$16,138

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	361	\$52	\$18,765
2009	329	\$53	\$17,455
2010	346	\$54	\$18,673
2011	330	\$51	\$16,846
2012	324	\$51	\$16,538
2013	309	\$50	\$15,444
2014	314	\$55	\$17,248
2015	311	\$59	\$18,337
2016	303	\$61	\$18,478
2017	293	\$61	\$17,891
2018	265	\$61	\$16,138
2019	260	\$62	\$16,120
2020	261	\$62	\$16,204
2021	261	\$63	\$16,424
2022	258	\$63	\$16,258
2023	244	\$64	\$15,629

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Guest Book in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

265

2018 Weddings

\$61

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	72.5%	192	\$ 4,803
\$50 - 100	20.0%	53	\$ 3,975
\$101 - 250	5.4%	14	\$ 2,504
\$251 - 500	1.2%	3	\$ 1,193
\$501 - 1000	0.5%	1	\$ 994
\$1000+	0.5%	1	\$ 1,988

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Guest Book in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$33
25-50	\$36
51-100	\$44
101-150	\$51
151-200	\$50
201-300	\$65
More than 300	\$176

Invitations - Invitations & Reply Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Invitations & Reply Cards in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

305

2018 Weddings

\$223

2018 Avg Spend

\$68,071

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	387	\$259	\$100,238
2009	369	\$216	\$79,760
2010	371	\$235	\$87,068
2011	375	\$214	\$80,182
2012	368	\$213	\$78,350
2013	350	\$208	\$72,875
2014	345	\$215	\$74,166
2015	342	\$229	\$78,291
2016	338	\$225	\$76,057
2017	327	\$226	\$73,861
2018	305	\$223	\$68,071
2019	300	\$218	\$65,400
2020	301	\$215	\$64,706
2021	300	\$211	\$63,342
2022	297	\$206	\$61,215
2023	285	\$208	\$59,259

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Invitations & Reply Cards in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

305

2018 Weddings

\$223

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	19.3%	59	\$ 1,472
\$50 - 100	28.2%	86	\$ 6,451
\$101 - 250	28.2%	86	\$ 15,052
\$251 - 500	16.5%	50	\$ 18,872
\$501 - 1000	5.4%	16	\$ 12,353
\$1000+	2.4%	7	\$ 10,980

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Invitations & Reply Cards in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$81
25-50	\$89
51-100	\$139
101-150	\$192
151-200	\$234
201-300	\$305
More than 300	\$458

Invitations - Postage

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Postage in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

293

2018 Weddings

\$105

2018 Avg Spend

\$30,769

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	387	\$78	\$30,188
2009	369	\$74	\$27,325
2010	366	\$78	\$28,514
2011	370	\$93	\$34,387
2012	368	\$93	\$34,209
2013	350	\$93	\$32,583
2014	345	\$100	\$34,496
2015	342	\$106	\$36,239
2016	338	\$105	\$35,493
2017	327	\$105	\$34,316
2018	293	\$105	\$30,769
2019	288	\$105	\$30,240
2020	289	\$106	\$30,642
2021	288	\$105	\$30,277
2022	285	\$105	\$29,970
2023	274	\$107	\$29,297

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Postage in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

293

2018 Weddings

\$105

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	36.2%	106	\$ 2,652
\$50 - 100	37.2%	109	\$ 8,175
\$101 - 250	20.9%	61	\$ 10,716
\$251 - 500	4.0%	12	\$ 4,395
\$501 - 1000	0.9%	3	\$ 1,978
\$1000+	0.7%	2	\$ 3,077

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Postage in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$43
25-50	\$44
51-100	\$60
101-150	\$82
151-200	\$109
201-300	\$152
More than 300	\$310

Invitations - Reception Menus

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Reception Menus** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

126

2018 Weddings

\$125

2018 Avg Spend

\$15,771

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	167	\$125	\$20,920
2009	160	\$79	\$12,615
2010	188	\$110	\$20,649
2011	192	\$96	\$18,458
2012	189	\$95	\$17,932
2013	184	\$93	\$17,149
2014	193	\$109	\$20,998
2015	191	\$124	\$23,674
2016	184	\$125	\$23,048
2017	176	\$125	\$21,998
2018	126	\$125	\$15,771
2019	124	\$125	\$15,500
2020	127	\$127	\$16,093
2021	126	\$129	\$16,306
2022	125	\$130	\$16,266
2023	118	\$132	\$15,629

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Reception Menus in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

126

2018 Weddings

\$125

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	47.1%	59	\$ 1,484
\$50 - 100	30.8%	39	\$ 2,911
\$101 - 250	12.5%	16	\$ 2,756
\$251 - 500	5.6%	7	\$ 2,646
\$501 - 1000	1.9%	2	\$ 1,796
\$1000+	2.1%	3	\$ 3,969

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Reception Menus in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$49
25-50	\$110
51-100	\$81
101-150	\$91
151-200	\$106
201-300	\$156
More than 300	\$378

Invitations - Save the Date Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Save the Date Cards in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

212

2018 Weddings

\$112

2018 Avg Spend

\$23,704

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	220	\$104	\$22,845
2009	240	\$97	\$23,233
2010	272	\$115	\$31,246
2011	266	\$97	\$25,823
2012	261	\$97	\$25,352
2013	249	\$99	\$24,645
2014	260	\$104	\$27,023
2015	258	\$112	\$28,842
2016	255	\$112	\$28,517
2017	243	\$112	\$27,218
2018	212	\$112	\$23,704
2019	208	\$113	\$23,504
2020	210	\$113	\$23,716
2021	209	\$113	\$23,657
2022	207	\$113	\$23,417
2023	200	\$115	\$22,977

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Save the Date Cards in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

212

2018 Weddings

\$112

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	36.5%	77	\$ 1,935
\$50 - 100	35.3%	75	\$ 5,613
\$101 - 250	21.2%	45	\$ 7,865
\$251 - 500	4.9%	10	\$ 3,896
\$501 - 1000	1.4%	3	\$ 2,226
\$1000+	0.7%	1	\$ 2,226

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Save the Date Cards in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$51
25-50	\$56
51-100	\$66
101-150	\$87
151-200	\$115
201-300	\$139
More than 300	\$284

Invitations - Table Name and Escort/place Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Table Name and Escort/place Cards in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

183

2018 Weddings

\$85

2018 Avg Spend

\$15,568

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	282	\$88	\$24,853
2009	250	\$61	\$15,220
2010	272	\$77	\$20,921
2011	247	\$66	\$16,269
2012	242	\$65	\$15,730
2013	235	\$71	\$16,693
2014	242	\$77	\$18,628
2015	240	\$83	\$19,900
2016	233	\$85	\$19,777
2017	226	\$85	\$19,232
2018	183	\$85	\$15,568
2019	180	\$85	\$15,300
2020	182	\$86	\$15,666
2021	182	\$86	\$15,626
2022	180	\$87	\$15,648
2023	170	\$87	\$14,807

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Table Name and Escort/place Cards in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

183

2018 Weddings

\$85

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	52.2%	96	\$ 2,388
\$50 - 100	31.8%	58	\$ 4,365
\$101 - 250	11.1%	20	\$ 3,555
\$251 - 500	3.3%	6	\$ 2,265
\$501 - 1000	0.9%	2	\$ 1,235
\$1000+	0.7%	1	\$ 1,921

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Table Name and Escort/place Cards in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$42
25-50	\$50
51-100	\$55
101-150	\$65
151-200	\$76
201-300	\$108
More than 300	\$259

Invitations - Thank You Cards

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Invitations - Thank You Cards** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

277

2018 Weddings

\$90

2018 Avg Spend

\$24,908

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	345	\$71	\$24,508
2009	359	\$71	\$25,509
2010	361	\$87	\$31,374
2011	350	\$78	\$27,302
2012	344	\$78	\$26,804
2013	327	\$78	\$25,530
2014	327	\$83	\$27,144
2015	324	\$89	\$28,847
2016	320	\$90	\$28,842
2017	310	\$90	\$27,905
2018	277	\$90	\$24,908
2019	272	\$93	\$25,296
2020	273	\$94	\$25,685
2021	273	\$95	\$25,892
2022	270	\$96	\$25,900
2023	259	\$96	\$24,864

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Invitations - Thank You Cards in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

277

2018 Weddings

\$90

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	46.8%	130	\$ 3,241
\$50 - 100	33.6%	93	\$ 6,980
\$101 - 250	14.4%	40	\$ 6,980
\$251 - 500	4.0%	11	\$ 4,155
\$501 - 1000	0.7%	2	\$ 1,454
\$1000+	0.5%	1	\$ 2,078

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Thank You Cards in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$43
25-50	\$45
51-100	\$58
101-150	\$72
151-200	\$88
201-300	\$111
More than 300	\$264

Jewelry - Bracelet

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Bracelet** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

81

2018 Weddings

\$161

2018 Avg Spend

\$13,105

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2016 97	\$173	\$16,708
2017 92	\$162	\$14,933
2018 81	\$161	\$13,105
2019 80	\$163	\$13,040
2020 79	\$164	\$12,989
2021 79	\$164	\$12,956
2022 78	\$164	\$12,825
2023 74	\$165	\$12,210

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Bracelet in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

81

2018 Weddings

\$161

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	67.9%	55	\$ 13,750
\$100 - \$200	13.9%	11	\$ 8,444
\$201 - \$300	4.2%	3	\$ 5,954
\$301 - \$400	3.8%	3	\$ 11,543
\$401 - \$500	3.3%	3	\$ 20,048
\$500+	6.8%	6	\$ 82,620

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bracelet in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$122
25-50	\$74
51-100	\$82
101-150	\$93
151-200	\$212
201-300	\$225
More than 300	\$548

Jewelry - Earrings

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Earrings** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

130

2018 Weddings

\$140

2018 Avg Spend

\$18,234

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2016	158	\$148	\$23,390
2017	151	\$140	\$21,118
2018	130	\$140	\$18,234
2019	128	\$141	\$18,048
2020	127	\$141	\$17,868
2021	126	\$141	\$17,822
2022	125	\$141	\$17,642
2023	122	\$143	\$17,460

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Earrings in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

130

2018 Weddings

\$140

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	71.6%	93	\$ 23,270
\$100 - \$200	12.1%	16	\$ 11,798
\$201 - \$300	4.7%	6	\$ 10,693
\$301 - \$400	3.5%	5	\$ 17,063
\$401 - \$500	2.6%	3	\$ 25,350
\$500+	5.4%	7	\$105,300

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Earrings in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$112
25-50	\$68
51-100	\$97
101-150	\$100
151-200	\$158
201-300	\$217
More than 300	\$378

Jewelry - Engagement Ring

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Engagement Ring** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$3,142

2018 Avg Spend

\$907,944

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	324	\$2,885	\$935,490
2009	309	\$2,859	\$884,517
2010	331	\$3,110	\$1,029,348
2011	335	\$2,916	\$977,560
2012	329	\$2,915	\$959,385
2013	318	\$2,991	\$951,407
2014	318	\$3,031	\$964,100
2015	315	\$3,149	\$992,691
2016	312	\$3,151	\$982,135
2017	302	\$3,164	\$954,516
2018	289	\$3,142	\$907,944
2019	284	\$3,154	\$895,736
2020	285	\$3,167	\$902,975
2021	284	\$3,171	\$901,832
2022	282	\$3,176	\$894,108
2023	270	\$3,181	\$859,188

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Engagement Ring in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$3,142

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	17.0%	49	\$ 12,283
\$501 - \$1000	15.8%	46	\$ 34,247
\$1001 - \$2500	23.8%	69	\$120,369
\$2501 - \$5000	21.7%	63	\$235,174
\$5001 - \$10000	14.4%	42	\$312,120
\$10000+	7.3%	21	\$316,455

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Ring in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$1,849
25-50	\$1,878
51-100	\$2,333
101-150	\$2,874
151-200	\$3,272
201-300	\$3,585
More than 300	\$4,467

Jewelry - Necklace

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Necklace** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

102

2018 Weddings

\$185

2018 Avg Spend

\$18,824

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2016	119	\$198	\$23,469
2017	113	\$185	\$20,929
2018	102	\$185	\$18,824
2019	100	\$186	\$18,600
2020	99	\$187	\$18,513
2021	99	\$187	\$18,466
2022	98	\$187	\$18,279
2023	93	\$187	\$17,298

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Necklace in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

102

2018 Weddings

\$185

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	62.3%	64	\$ 15,887
\$100 - \$200	14.5%	15	\$ 11,093
\$201 - \$300	7.3%	7	\$ 13,031
\$301 - \$400	3.6%	4	\$ 13,770
\$401 - \$500	3.6%	4	\$ 27,540
\$500+	8.8%	9	\$134,640

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Necklace in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$144
25-50	\$89
51-100	\$123
101-150	\$141
151-200	\$193
201-300	\$282
More than 300	\$570

Jewelry - Wedding ring/band for HER

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Wedding ring/band for HER in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$719

2018 Avg Spend

\$207,769

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	345	\$1,013	\$349,667
2009	339	\$963	\$326,765
2010	326	\$1,009	\$328,974
2011	345	\$614	\$211,891
2012	334	\$660	\$220,414
2013	327	\$645	\$211,115
2014	314	\$651	\$204,154
2015	306	\$715	\$219,047
2016	312	\$727	\$226,599
2017	302	\$727	\$219,321
2018	289	\$719	\$207,769
2019	284	\$710	\$201,640
2020	281	\$707	\$198,780
2021	280	\$702	\$196,876
2022	278	\$699	\$194,049
2023	266	\$701	\$186,746

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HER in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$719

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$200	29.6%	86	\$ 8,554
\$200 - 500	18.8%	54	\$ 19,016
\$501 - 750	12.5%	36	\$ 22,578
\$751 - 1000	11.5%	33	\$ 29,081
\$1001 - 1500	14.8%	43	\$ 53,465
\$1500+	12.7%	37	\$ 82,582

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HER in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$482
25-50	\$553
51-100	\$612
101-150	\$710
151-200	\$840
201-300	\$925
More than 300	\$1,244

Jewelry - Wedding ring/band for HIM

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Jewelry - Wedding ring/band for HIM in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

305

2018 Weddings

\$421

2018 Avg Spend

\$128,510

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	366	\$814	\$298,005
2009	359	\$675	\$242,514
2010	361	\$662	\$238,730
2011	365	\$450	\$164,169
2012	358	\$408	\$146,129
2013	341	\$417	\$142,255
2014	336	\$437	\$146,832
2015	333	\$451	\$150,183
2016	329	\$422	\$138,944
2017	318	\$423	\$134,700
2018	305	\$421	\$128,510
2019	300	\$413	\$123,900
2020	301	\$409	\$123,093
2021	300	\$405	\$121,581
2022	297	\$403	\$119,755
2023	285	\$405	\$115,385

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HIM in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

305

2018 Weddings

\$421

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$200	39.5%	120	\$ 12,048
\$200 - 500	25.4%	77	\$ 27,115
\$501 - 750	15.5%	47	\$ 29,547
\$751 - 1000	7.5%	23	\$ 20,016
\$1001 - 1500	6.6%	20	\$ 25,163
\$1500+	5.4%	16	\$ 37,058

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HIM in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$274
25-50	\$271
51-100	\$309
101-150	\$335
151-200	\$389
201-300	\$499
More than 300	\$762

Photography & Video - Digital or Photo cd/dvd

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Digital or Photo cd/dvd in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

159

2018 Weddings

\$270

2018 Avg Spend

\$42,857

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	173	\$254	\$43,838
2009	165	\$250	\$41,168
2010	163	\$269	\$43,852
2011	227	\$306	\$69,395
2012	223	\$303	\$67,460
2013	217	\$296	\$64,134
2014	224	\$287	\$64,288
2015	226	\$290	\$65,668
2016	220	\$278	\$61,021
2017	210	\$276	\$57,822
2018	159	\$270	\$42,857
2019	156	\$271	\$42,276
2020	158	\$272	\$43,085
2021	158	\$272	\$42,976
2022	156	\$272	\$42,541
2023	148	\$273	\$40,404

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Digital or Photo cd/dvd in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

159

2018 Weddings

\$270

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	66.2%	105	\$ 2,631
\$50 - 100	17.4%	28	\$ 2,075
\$101 - 250	10.1%	16	\$ 2,810
\$251 - 500	3.8%	6	\$ 2,266
\$501 - 1000	0.9%	1	\$ 1,073
\$1000+	1.6%	3	\$ 3,816

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Digital or Photo cd/dvd in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$95
25-50	\$149
51-100	\$240
101-150	\$232
151-200	\$240
201-300	\$276
More than 300	\$528

Photography & Video - Engagement Session

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Engagement Session in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

187

2018 Weddings

\$370

2018 Avg Spend

\$69,271

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	220	\$281	\$61,724
2009	210	\$272	\$57,006
2010	207	\$304	\$63,074
2011	192	\$385	\$74,024
2012	189	\$388	\$73,239
2013	194	\$383	\$74,156
2014	202	\$371	\$74,794
2015	213	\$376	\$80,133
2016	211	\$376	\$79,231
2017	201	\$375	\$75,420
2018	187	\$370	\$69,271
2019	184	\$374	\$68,816
2020	182	\$375	\$68,310
2021	182	\$376	\$68,319
2022	180	\$377	\$67,807
2023	174	\$379	\$65,908

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Engagement Session in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

187

2018 Weddings

\$370

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	81.8%	153	\$ 38,241
\$101 - \$250	13.0%	24	\$ 18,233
\$251 - \$500	3.1%	6	\$ 8,696
\$501 - \$1000	1.4%	3	\$ 6,545
\$1001 - \$1500	0.2%	0	\$0
\$1500+	0.5%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Session in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$285
25-50	\$181
51-100	\$265
101-150	\$302
151-200	\$298
201-300	\$489
More than 300	\$690

Photography & Video - Photo Booth

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Photo Booth** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

85

2018 Weddings

\$357

2018 Avg Spend

\$30,513

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2013	101	\$410	\$41,582
2016	92	\$365	\$33,649
2017	88	\$360	\$31,676
2018	85	\$357	\$30,513
2019	84	\$359	\$30,156
2020	87	\$360	\$31,363
2021	87	\$360	\$31,284
2022	86	\$360	\$30,967
2023	81	\$360	\$29,304

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Photo Booth in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

85

2018 Weddings

\$357

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	29.3%	25	\$ 1,245
\$100 - 250	22.0%	19	\$ 3,273
\$251 - 500	26.0%	22	\$ 8,288
\$501 - 1000	16.3%	14	\$ 10,391
\$1001 - 1500	4.0%	3	\$ 4,250
\$1500+	2.4%	2	\$ 4,590

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Photo Booth in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$215
25-50	\$181
51-100	\$271
101-150	\$343
151-200	\$350
201-300	\$403
More than 300	\$683

Photography & Video - Prints and/or Enlargements

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Prints and/or Enlargements** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

179

2018 Weddings

\$224

2018 Avg Spend

\$40,114

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	167	\$195	\$32,635
2009	160	\$182	\$29,062
2010	158	\$203	\$32,090
2011	197	\$210	\$41,412
2012	194	\$209	\$40,462
2013	194	\$213	\$41,241
2014	211	\$214	\$45,060
2015	218	\$225	\$48,951
2016	215	\$225	\$48,400
2017	205	\$225	\$46,195
2018	179	\$224	\$40,114
2019	176	\$232	\$40,832
2020	178	\$238	\$42,412
2021	178	\$245	\$43,549
2022	176	\$248	\$43,636
2023	167	\$249	\$41,459

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Prints and/or Enlargements in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

179

2018 Weddings

\$224

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	47.8%	86	\$ 2,139
\$50 - 100	29.4%	53	\$ 3,947
\$101 - 250	13.4%	24	\$ 4,198
\$251 - 500	6.8%	12	\$ 4,565
\$501 - 1000	1.2%	2	\$ 1,611
\$1000+	1.4%	3	\$ 3,759

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Prints and/or Enlargements in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$95
25-50	\$166
51-100	\$148
101-150	\$183
151-200	\$231
201-300	\$292
More than 300	\$335

Photography & Video - Wedding album/s or photo book/s

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding album/s or photo book/s** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

155

2018 Weddings

\$388

2018 Avg Spend

\$60,008

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	126	\$399	\$50,082
2009	120	\$386	\$46,227
2010	119	\$417	\$49,440
2011	138	\$434	\$59,909
2012	136	\$430	\$58,274
2013	138	\$409	\$56,565
2014	161	\$401	\$64,673
2015	178	\$407	\$72,283
2016	180	\$398	\$71,636
2017	172	\$396	\$68,029
2018	155	\$388	\$60,008
2019	152	\$389	\$59,128
2020	150	\$388	\$58,386
2021	150	\$384	\$57,638
2022	149	\$381	\$56,609
2023	144	\$381	\$54,978

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding album/s or photo book/s in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

155

2018 Weddings

\$388

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	56.9%	88	\$ 4,410
\$101 - \$250	20.2%	31	\$ 5,479
\$251 - \$500	13.2%	20	\$ 7,673
\$501 - \$1000	5.2%	8	\$ 6,045
\$1001 - \$1500	3.3%	5	\$ 6,394
\$1500+	1.2%	2	\$ 4,185

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding album/s or photo book/s in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$151
25-50	\$197
51-100	\$372
101-150	\$309
151-200	\$394
201-300	\$376
More than 300	\$650

Photography & Video - Wedding Photographer Fee

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding Photographer Fee in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

301

2018 Weddings

\$1,513

2018 Avg Spend

\$455,685

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	293	\$1,361	\$398,610
2009	299	\$1,579	\$472,753
2010	326	\$1,613	\$525,903
2011	360	\$1,522	\$547,753
2012	353	\$1,514	\$534,926
2013	337	\$1,512	\$508,833
2014	336	\$1,501	\$504,336
2015	333	\$1,562	\$520,146
2016	329	\$1,522	\$501,119
2017	314	\$1,526	\$479,546
2018	301	\$1,513	\$455,685
2019	296	\$1,514	\$448,144
2020	297	\$1,514	\$449,658
2021	296	\$1,511	\$447,634
2022	293	\$1,507	\$441,928
2023	281	\$1,511	\$424,893

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding Photographer Fee in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

301

2018 Weddings

\$1,513

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	30.0%	90	\$ 22,575
\$500 - 1000	25.4%	76	\$ 57,341
\$1001 - 2000	23.9%	72	\$107,908
\$2001 - 3000	12.0%	36	\$ 90,300
\$3001 - 5000	6.3%	19	\$ 75,852
\$5000+	2.3%	7	\$ 51,923

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Photographer Fee in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$740
25-50	\$781
51-100	\$1,096
101-150	\$1,384
151-200	\$1,521
201-300	\$1,685
More than 300	\$2,151

Photography & Video - Wedding Videographer Fee

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Photography & Video - Wedding Videographer Fee** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

130

2018 Weddings

\$1,010

2018 Avg Spend

\$131,542

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	162	\$1,022	\$165,697
2009	135	\$1,152	\$155,209
2010	168	\$1,045	\$175,518
2011	173	\$962	\$165,993
2012	169	\$957	\$162,116
2013	166	\$925	\$153,513
2014	175	\$965	\$168,605
2015	182	\$1,015	\$184,771
2016	180	\$1,013	\$182,330
2017	172	\$1,018	\$174,882
2018	130	\$1,010	\$131,542
2019	128	\$985	\$126,080
2020	127	\$979	\$124,059
2021	126	\$974	\$123,114
2022	125	\$969	\$121,241
2023	122	\$972	\$118,681

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Photography & Video - Wedding Videographer Fee in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

130

2018 Weddings

\$1,010

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	43.5%	57	\$ 14,138
\$500 - 1000	27.1%	35	\$ 26,423
\$1001 - 2000	19.5%	25	\$ 38,025
\$2001 - 3000	5.9%	8	\$ 19,175
\$3001 - 5000	2.6%	3	\$ 13,520
\$5000+	1.4%	2	\$ 13,650

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Videographer Fee in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$530
25-50	\$439
51-100	\$695
101-150	\$841
151-200	\$951
201-300	\$1,033
More than 300	\$1,738

Planner/Consultant - A La Carte Services

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - A La Carte Services** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

24

2018 Weddings

\$897

2018 Avg Spend

\$21,905

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008 26	\$864	\$22,594
2009 25	\$646	\$16,118
2010 25	\$1,140	\$28,158
2011 25	\$1,007	\$24,823
2012 24	\$995	\$24,079
2013 23	\$1,028	\$23,695
2014 22	\$992	\$22,221
2015 27	\$914	\$24,349
2016 26	\$896	\$23,601
2017 25	\$899	\$22,601
2018 24	\$897	\$21,905
2019 24	\$905	\$21,720
2020 24	\$912	\$21,669
2021 24	\$917	\$21,733
2022 23	\$922	\$21,630
2023 22	\$924	\$20,513

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - A La Carte Services in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

24

2018 Weddings

\$897

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	45.6%	11	\$ 2,736
\$250 - 500	21.6%	5	\$ 1,944
\$501 - 1000	15.8%	4	\$ 2,844
\$1001 - 2000	6.8%	2	\$ 2,448
\$2001 - 3500	3.3%	1	\$0
\$3500+	6.8%	2	\$ 8,568

Average Spending by Number of Guests Range

This is the average spending by number of guests range for A La Carte Services in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$560
25-50	\$406
51-100	\$772
101-150	\$601
151-200	\$715
201-300	\$893
More than 300	\$2,144

Planner/Consultant - Day of Coordinator

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Day of Coordinator in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

61

2018 Weddings

\$770

2018 Avg Spend

\$47,009

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	47	\$689	\$32,431
2009	45	\$705	\$31,662
2010	49	\$858	\$42,385
2011	49	\$874	\$43,088
2012	53	\$866	\$46,106
2013	55	\$841	\$46,524
2014	58	\$856	\$49,853
2015	62	\$788	\$48,982
2016	61	\$771	\$47,386
2017	59	\$773	\$45,344
2018	61	\$770	\$47,009
2019	60	\$781	\$46,860
2020	59	\$788	\$46,807
2021	59	\$793	\$46,985
2022	59	\$797	\$46,744
2023	56	\$800	\$44,400

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Day of Coordinator in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

61

2018 Weddings

\$770

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	48.4%	30	\$ 7,381
\$250 - 500	26.1%	16	\$ 5,970
\$501 - 1000	15.0%	9	\$ 6,863
\$1001 - 2000	6.8%	4	\$ 6,222
\$2001 - 3500	1.9%	1	\$ 3,187
\$3500+	1.9%	1	\$ 6,085

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Day of Coordinator in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$418
25-50	\$551
51-100	\$551
101-150	\$641
151-200	\$648
201-300	\$725
More than 300	\$2,008

Planner/Consultant - For Getting Started

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - For Getting Started in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

24

2018 Weddings

\$828

2018 Avg Spend

\$20,220

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008 26	\$651	\$17,024
2009 25	\$621	\$15,494
2010 25	\$893	\$22,057
2011 25	\$861	\$21,224
2012 24	\$853	\$20,643
2013 23	\$875	\$20,169
2014 22	\$908	\$20,339
2015 22	\$843	\$18,715
2016 22	\$831	\$18,240
2017 21	\$834	\$17,472
2018 24	\$828	\$20,220
2019 24	\$833	\$19,992
2020 24	\$840	\$19,958
2021 24	\$845	\$20,027
2022 23	\$849	\$19,918
2023 22	\$851	\$18,892

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - For Getting Started in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

24

2018 Weddings

\$828

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	49.5%	12	\$ 2,970
\$250 - 500	24.1%	6	\$ 2,169
\$501 - 1000	12.0%	3	\$ 2,160
\$1001 - 2000	6.4%	2	\$ 2,304
\$2001 - 3500	2.6%	1	\$0
\$3500+	5.4%	1	\$ 6,804

Average Spending by Number of Guests Range

This is the average spending by number of guests range for For Getting Started in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$330
25-50	\$480
51-100	\$495
101-150	\$645
151-200	\$615
201-300	\$735
More than 300	\$2,564

Planner/Consultant - Full Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Full Service in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

57

2018 Weddings

\$2,593

2018 Avg Spend

\$147,749

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008 47	\$1,969	\$92,681
2009 50	\$2,054	\$102,495
2010 54	\$2,528	\$137,372
2011 59	\$3,552	\$210,136
2012 58	\$3,508	\$203,745
2013 60	\$3,334	\$199,807
2014 63	\$3,058	\$191,798
2015 67	\$2,756	\$183,550
2016 66	\$2,634	\$173,449
2017 63	\$2,630	\$165,295
2018 57	\$2,593	\$147,749
2019 56	\$2,596	\$145,376
2020 55	\$2,607	\$144,532
2021 55	\$2,617	\$144,720
2022 55	\$2,626	\$143,747
2023 52	\$2,633	\$136,389

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Full Service in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

57

2018 Weddings

\$2,593

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$500	46.0%	26	\$ 6,555
\$500 - 1000	16.2%	9	\$ 6,926
\$1001 - 2000	16.0%	9	\$ 13,680
\$2001 - 3000	9.4%	5	\$ 13,395
\$3001 - 5000	2.6%	1	\$ 5,928
\$5000+	9.9%	6	\$ 42,323

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Full Service in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$1,479
25-50	\$1,244
51-100	\$1,902
101-150	\$2,278
151-200	\$2,325
201-300	\$2,935
More than 300	\$4,250

Planner/Consultant - Month of Direction

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Planner/Consultant - Month of Direction in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

24

2018 Weddings

\$987

2018 Avg Spend

\$24,103

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008 26	\$1,010	\$26,412
2009 25	\$1,023	\$25,524
2010 25	\$1,322	\$32,653
2011 25	\$1,257	\$30,985
2012 24	\$1,240	\$30,008
2013 23	\$1,174	\$27,061
2014 22	\$1,144	\$25,626
2015 22	\$1,036	\$22,999
2016 22	\$1,009	\$22,148
2017 21	\$1,010	\$21,160
2018 24	\$987	\$24,103
2019 24	\$991	\$23,784
2020 24	\$998	\$23,712
2021 24	\$1,000	\$23,700
2022 23	\$997	\$23,390
2023 22	\$1,000	\$22,200

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Planner/Consultant - Month of Direction in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

24

2018 Weddings

\$987

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	51.8%	12	\$ 3,108
\$250 - 500	21.9%	5	\$ 1,971
\$501 - 1000	10.8%	3	\$ 1,944
\$1001 - 2000	8.7%	2	\$ 3,132
\$2001 - 3500	3.5%	1	\$0
\$3500+	3.3%	1	\$0

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Month of Direction in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$474
25-50	\$733
51-100	\$599
101-150	\$921
151-200	\$688
201-300	\$965
More than 300	\$2,431

Venue, Catering & Rentals - Ceremony Officiator

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Ceremony Officiator** in **Anderson TX - (County)**. Includes JP, Officiant, ordained friend or family member, Pastor, Minister, Priest, Rabbi, Etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

265

2018 Weddings

\$192

2018 Avg Spend

\$50,794

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	366	\$177	\$64,800
2009	349	\$186	\$64,970
2010	346	\$200	\$69,160
2011	345	\$180	\$62,118
2012	339	\$179	\$60,645
2013	323	\$180	\$58,086
2014	314	\$190	\$59,584
2015	311	\$188	\$58,430
2016	303	\$193	\$58,462
2017	293	\$194	\$56,900
2018	265	\$192	\$50,794
2019	260	\$192	\$49,920
2020	261	\$194	\$50,704
2021	261	\$195	\$50,837
2022	258	\$196	\$50,580
2023	244	\$197	\$48,107

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Ceremony Officiator in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

265

2018 Weddings

\$192

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$50	30.0%	80	\$ 1,988
\$50 - 100	29.3%	78	\$ 5,823
\$101 - 250	30.5%	81	\$ 14,144
\$251 - 500	7.0%	19	\$ 6,956
\$501 - 1000	2.1%	6	\$ 4,174
\$1000+	0.9%	2	\$ 3,577

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Officiator in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$134
25-50	\$111
51-100	\$153
101-150	\$174
151-200	\$190
201-300	\$196
More than 300	\$261

Venue, Catering & Rentals - Event Accessories

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Accessories** in **Anderson TX - (County)**. Includes aisle runner, ring pillow or box, unity candle, toasting flutes, cake topper, serving set, etc. not flowers or decorations

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

281

2018 Weddings

\$293

2018 Avg Spend

\$82,283

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	277	\$583	\$161,602
2009	274	\$539	\$147,929
2010	316	\$300	\$94,848
2011	325	\$299	\$97,289
2012	319	\$297	\$94,874
2013	304	\$296	\$90,061
2014	314	\$296	\$92,826
2015	311	\$294	\$91,375
2016	307	\$294	\$90,346
2017	297	\$295	\$87,760
2018	281	\$293	\$82,283
2019	276	\$290	\$80,040
2020	277	\$288	\$79,834
2021	277	\$285	\$78,803
2022	274	\$282	\$77,183
2023	263	\$283	\$74,344

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Accessories in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

281

2018 Weddings

\$293

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	39.1%	110	\$ 5,494
\$101 - 250	17.4%	49	\$ 8,556
\$251 - 500	20.5%	58	\$ 21,602
\$501 - 750	13.2%	37	\$ 25,037
\$751 - 1000	2.1%	6	\$ 5,163
\$1000+	7.8%	22	\$ 32,877

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Accessories in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$210
25-50	\$183
51-100	\$207
101-150	\$247
151-200	\$279
201-300	\$321
More than 300	\$584

Venue, Catering & Rentals - Event Bar Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Bar Service** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

224

2018 Weddings

\$2,137

2018 Avg Spend

\$478,367

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	267	\$2,268	\$604,944
2009	235	\$1,875	\$439,744
2010	272	\$2,014	\$547,204
2011	251	\$2,260	\$568,232
2012	247	\$2,247	\$554,649
2013	240	\$2,237	\$536,254
2014	251	\$2,200	\$551,936
2015	258	\$2,152	\$554,183
2016	255	\$2,140	\$544,887
2017	243	\$2,148	\$522,007
2018	224	\$2,137	\$478,367
2019	220	\$2,143	\$471,460
2020	222	\$2,154	\$477,671
2021	221	\$2,158	\$477,350
2022	219	\$2,163	\$473,610
2023	207	\$2,169	\$449,417

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Bar Service in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

224

2018 Weddings

\$2,137

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$1000	50.7%	114	\$ 56,784
\$1001 - 2500	27.5%	62	\$107,800
\$2501 - 5000	13.6%	30	\$114,240
\$5001 - 10000	5.4%	12	\$ 90,720
\$10001 - 15000	1.4%	3	\$ 39,200
\$15000+	1.4%	3	\$ 70,560

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Bar Service in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$581
25-50	\$987
51-100	\$1,219
101-150	\$1,722
151-200	\$2,361
201-300	\$3,483
More than 300	\$4,509

Venue, Catering & Rentals - Event Food Service

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Food Service** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$4,180

2018 Avg Spend

\$1,207,895

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008 314	\$3,240	\$1,016,712
2009 269	\$3,193	\$860,386
2010 311	\$3,959	\$1,232,120
2011 296	\$4,378	\$1,295,012
2012 290	\$4,353	\$1,264,111
2013 281	\$4,340	\$1,220,451
2014 291	\$4,401	\$1,281,571
2015 293	\$4,318	\$1,265,347
2016 294	\$4,207	\$1,237,405
2017 285	\$4,224	\$1,203,502
2018 289	\$4,180	\$1,207,895
2019 284	\$4,197	\$1,191,948
2020 285	\$4,213	\$1,201,211
2021 284	\$4,217	\$1,199,315
2022 282	\$4,222	\$1,188,577
2023 270	\$4,233	\$1,143,333

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Food Service in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$4,180

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$1000	29.9%	86	\$ 43,206
\$1001 - 2500	23.5%	68	\$118,851
\$2501 - 5000	20.2%	58	\$218,918
\$5001 - 10000	15.8%	46	\$342,465
\$10001 - 15000	6.6%	19	\$238,425
\$15000+	4.0%	12	\$260,100

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Food Service in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$833
25-50	\$1,438
51-100	\$2,536
101-150	\$4,088
151-200	\$5,148
201-300	\$5,564
More than 300	\$6,738

Venue, Catering & Rentals - Event Location

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Location** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

289

2018 Weddings

\$3,265

2018 Avg Spend

\$943,487

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	309	\$2,806	\$865,847
2009	314	\$2,329	\$732,168
2010	341	\$2,761	\$941,114
2011	316	\$3,178	\$1,002,723
2012	315	\$3,209	\$1,009,551
2013	304	\$3,307	\$1,006,188
2014	309	\$3,315	\$1,024,733
2015	306	\$3,283	\$1,005,780
2016	303	\$3,249	\$984,155
2017	293	\$3,268	\$958,504
2018	289	\$3,265	\$943,487
2019	284	\$3,267	\$927,828
2020	281	\$3,282	\$922,767
2021	280	\$3,287	\$921,839
2022	278	\$3,293	\$914,170
2023	266	\$3,302	\$879,653

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Location in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

289

2018 Weddings

\$3,265

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$1000	29.8%	86	\$ 43,061
\$1001 - 2500	29.8%	86	\$150,714
\$2501 - 5000	20.0%	58	\$216,750
\$5001 - 10000	11.3%	33	\$244,928
\$10001 - 15000	4.9%	14	\$177,013
\$15000+	4.2%	12	\$273,105

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Location in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$1,005
25-50	\$1,449
51-100	\$2,188
101-150	\$3,164
151-200	\$3,844
201-300	\$3,873
More than 300	\$4,731

Venue, Catering & Rentals - Event Rentals

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Event Rentals** in **Anderson TX - (County)**. Includes lighting, tent, tables, chairs, photo booth, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

248

2018 Weddings

\$1,568

2018 Avg Spend

\$389,287

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	267	\$1,848	\$492,917
2009	230	\$1,251	\$287,155
2010	277	\$1,264	\$349,673
2011	266	\$1,567	\$417,167
2012	261	\$1,559	\$407,460
2013	254	\$1,570	\$398,074
2014	264	\$1,588	\$419,740
2015	271	\$1,556	\$421,427
2016	272	\$1,563	\$425,417
2017	260	\$1,571	\$408,114
2018	248	\$1,568	\$389,287
2019	244	\$1,569	\$382,836
2020	242	\$1,574	\$380,215
2021	241	\$1,577	\$379,978
2022	239	\$1,580	\$376,846
2023	229	\$1,584	\$363,370

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Rentals in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

248

2018 Weddings

\$1,568

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$1000	58.6%	145	\$ 72,664
\$1001 - 2500	25.9%	64	\$112,406
\$2501 - 5000	10.4%	26	\$ 96,720
\$5001 - 10000	2.8%	7	\$ 52,080
\$10001 - 15000	1.2%	3	\$ 37,200
\$15000+	1.2%	3	\$ 66,960

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Rentals in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$568
25-50	\$895
51-100	\$1,179
101-150	\$1,193
151-200	\$1,377
201-300	\$2,598
More than 300	\$3,862

Venue, Catering & Rentals - Hotel Room for After Reception

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Hotel Room for After Reception in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

220

2018 Weddings

\$283

2018 Avg Spend

\$62,198

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	288	\$247	\$71,050
2009	274	\$233	\$63,947
2010	301	\$256	\$77,143
2011	301	\$276	\$83,001
2012	295	\$275	\$81,191
2013	281	\$274	\$77,052
2014	282	\$283	\$79,874
2015	280	\$280	\$78,322
2016	272	\$284	\$77,299
2017	264	\$285	\$75,231
2018	220	\$283	\$62,198
2019	216	\$284	\$61,344
2020	218	\$286	\$62,291
2021	217	\$287	\$62,351
2022	215	\$288	\$61,934
2023	204	\$289	\$58,812

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Hotel Room for After Reception in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

220

2018 Weddings

\$283

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	20.2%	44	\$ 2,222
\$101 - 250	48.5%	107	\$ 18,673
\$251 - 500	20.7%	46	\$ 17,078
\$501 - 750	5.9%	13	\$ 8,761
\$751 - 1000	2.4%	5	\$ 4,620
\$1000+	2.4%	5	\$ 7,920

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hotel Room for After Reception in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$274
25-50	\$272
51-100	\$233
101-150	\$241
151-200	\$246
201-300	\$279
More than 300	\$407

Venue, Catering & Rentals - Limo Rental

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Limo Rental in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

102

2018 Weddings

\$438

2018 Avg Spend

\$44,567

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	220	\$462	\$101,483
2009	180	\$469	\$84,251
2010	198	\$444	\$87,734
2011	187	\$433	\$81,118
2012	184	\$431	\$79,270
2013	175	\$434	\$76,028
2014	170	\$435	\$74,054
2015	169	\$434	\$73,224
2016	158	\$435	\$68,747
2017	151	\$437	\$65,917
2018	102	\$438	\$44,567
2019	100	\$430	\$43,000
2020	99	\$428	\$42,372
2021	99	\$426	\$42,068
2022	98	\$424	\$41,446
2023	93	\$425	\$39,313

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Limo Rental in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

102

2018 Weddings

\$438

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	33.2%	34	\$ 4,233
\$250 - \$500	35.8%	37	\$ 13,694
\$501 - \$750	14.8%	15	\$ 9,435
\$751 - \$1000	9.2%	9	\$ 8,211
\$1001 - \$1500	4.0%	4	\$ 5,100
\$1500+	3.1%	3	\$ 7,115

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Limo Rental in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$278
25-50	\$238
51-100	\$309
101-150	\$361
151-200	\$409
201-300	\$476
More than 300	\$670

Venue, Catering & Rentals - Other Transportation

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Other Transportation** in **Anderson TX - (County)**. Includes shuttles, antique car, horse & carriage, etc.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

81

2018 Weddings

\$467

2018 Avg Spend

\$38,014

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	42	\$364	\$15,230
2009	55	\$352	\$19,321
2010	114	\$383	\$43,516
2011	138	\$430	\$59,357
2012	136	\$428	\$58,003
2013	134	\$450	\$60,161
2014	139	\$462	\$64,163
2015	138	\$466	\$64,140
2016	132	\$466	\$61,372
2017	126	\$468	\$58,828
2018	81	\$467	\$38,014
2019	80	\$469	\$37,520
2020	83	\$472	\$39,252
2021	83	\$475	\$39,401
2022	82	\$479	\$39,331
2023	78	\$480	\$37,296

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Other Transportation in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

81

2018 Weddings

\$467

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$250	39.1%	32	\$ 3,959
\$250 - \$500	30.6%	25	\$ 9,295
\$501 - \$750	14.4%	12	\$ 7,290
\$751 - \$1000	5.6%	5	\$ 3,969
\$1001 - \$1500	4.7%	4	\$ 4,759
\$1500+	5.6%	5	\$ 10,206

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Other Transportation in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$292
25-50	\$250
51-100	\$330
101-150	\$427
151-200	\$406
201-300	\$444
More than 300	\$888

Venue, Catering & Rentals - Rehearsal Dinner

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Rehearsal Dinner in Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

224

2018 Weddings

\$511

2018 Avg Spend

\$114,387

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	293	\$755	\$221,124
2009	329	\$663	\$218,352
2010	326	\$789	\$257,246
2011	316	\$503	\$158,707
2012	310	\$501	\$155,190
2013	295	\$509	\$150,175
2014	291	\$524	\$152,589
2015	289	\$522	\$150,649
2016	281	\$515	\$144,694
2017	268	\$516	\$138,371
2018	224	\$511	\$114,387
2019	220	\$508	\$111,760
2020	222	\$506	\$112,211
2021	221	\$502	\$111,042
2022	219	\$498	\$109,042
2023	207	\$499	\$103,393

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Rehearsal Dinner in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

224

2018 Weddings

\$511

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	13.9%	31	\$ 1,557
\$101 - 250	23.5%	53	\$ 9,212
\$251 - 500	25.2%	56	\$ 21,168
\$501 - 750	17.6%	39	\$ 26,611
\$751 - 1000	7.3%	16	\$ 14,308
\$1000+	12.5%	28	\$ 42,000

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Rehearsal Dinner in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$241
25-50	\$213
51-100	\$338
101-150	\$458
151-200	\$551
201-300	\$597
More than 300	\$736

Venue, Catering & Rentals - Wedding Cake/dessert

Item Summary

This is the number of estimated weddings, estimated average amount spent per wedding, and estimated total sales for: **Venue, Catering & Rentals - Wedding Cake/dessert** in **Anderson TX - (County)**.

NOTE: County numbers will not equal County Clerk numbers because couples can marry anywhere within the State.

NOTE: Estimated weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

305

2018 Weddings

\$375

2018 Avg Spend

\$114,469

2018 Total Sales

- [Table](#)

Year Number of Weddings (Demand) Average Spending per Wedding Total Sales

2008	366	\$328	\$120,081
2009	359	\$321	\$115,329
2010	346	\$352	\$121,722
2011	355	\$388	\$137,724
2012	348	\$385	\$134,165
2013	332	\$383	\$127,125
2014	336	\$389	\$130,704
2015	333	\$382	\$127,206
2016	329	\$377	\$124,127
2017	314	\$378	\$118,787
2018	305	\$375	\$114,469
2019	300	\$377	\$113,100
2020	301	\$381	\$114,666
2021	300	\$383	\$114,977
2022	297	\$385	\$114,407
2023	285	\$386	\$109,971

Note About Average Spending

Products; The average amount shown is based on spending of couples getting married, not prices. This includes purchases of both new and pre-owned items.

Services; The average amount shown is based on spending of couples getting married, not vendor prices. This includes purchases of services from professionals, someone that simply provides the service, or a hired family member or friend.

Spending Distribution Details

This is the percent of weddings, number of weddings, and estimated total sales of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Cake/dessert in Anderson TX - (County).

NOTE: Sum of the Spending Distribution estimated total sales may be less than or more than the item total sales because we use the middle point of the spending ranges to estimate the sales. For total sales use the item total sales value.

305

2018 Weddings

\$375

2018 Avg Spend

- [Table](#)

Spending Range Percent of Weddings Number of Weddings Total Sales

<\$100	21.1%	64	\$ 3,218
\$101 - 250	27.5%	84	\$ 14,678
\$251 - 500	31.7%	97	\$ 36,257
\$501 - 750	11.5%	35	\$ 23,676
\$751 - 1000	5.2%	16	\$ 13,878
\$1000+	3.1%	9	\$ 14,183

Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Cake/dessert in Anderson TX - (County).

- [Table](#)

Range	Average Spending
Less than 25	\$194
25-50	\$231
51-100	\$275
101-150	\$336
151-200	\$387
201-300	\$435
More than 300	\$587

Methodology & Use of Data

Methodology details are located at:

<http://www.theweddingreport.com/index.cfm/action/home/view/methodology/>

Use of Data details are located at:

http://www.theweddingreport.com/index.cfm/action/home/view/terms_of_service/