

# Complete Wedding Market Report

For: Sample Report

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## Products & Services

Includes Number of Weddings (Demand), Average Spending per Wedding, Total Sales, Spending Distribution per Product or Service, and spending by number of guests.

- 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
- Wedding Videographer
- 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 weddings, average amount spent per wedding, and median amount spent per wedding for: **Market Totals - Market Summary in Sample Report.**

About 72 (23%) of the 314 - 2019 weddings traveled into this area to marry.

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

**314**

2019 Weddings

**\$17,282**

2019 Avg Spend

**\$9,095**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	346	\$16,122	\$5,578,212
2009	317	\$15,035	\$4,766,095
2010	332	\$17,589	\$5,839,548
2011	316	\$16,466	\$5,203,256
2012	314	\$16,160	\$5,074,240
2013	299	\$16,487	\$4,929,613
2014	320	\$16,987	\$5,435,840
2015	328	\$17,641	\$5,786,248
2016	329	\$17,754	\$5,841,066
2017	315	\$17,605	\$5,545,575
2018	316	\$17,220	\$5,441,520
2019	314	\$17,282	\$5,426,548
2020	312	\$18,129	\$5,656,248
2021	309	\$18,665	\$5,767,485
2022	307	\$19,244	\$5,907,908
2023	305	\$19,817	\$6,044,185

## 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 and number of weddings that spend within certain ranges for Market Totals - Market Summary in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

314

2019 Weddings

\$17,282

2019 Avg Spend

\$9,095

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$5000	28.6%	90	\$224,510
\$5000 - \$10000	31.7%	100	\$746,535
\$10001 - \$20000	21.9%	69	\$1,031,490
\$20001 - \$30000	10.5%	33	\$824,250
\$30000+	7.3%	23	\$1,031,490

# Seasonality of Engagements

331

Engaged Couples

16.5

Avg Months of Engagement

Engagements are based on couples living in the location only.

Table

Month	Percent of Engagements	Number of Engagements
January	8.6%	28
February	10.0%	33
March	9.2%	30
April	6.1%	20
May	8.9%	29
June	6.6%	22
July	7.9%	26
August	7.8%	26
September	5.7%	19
October	8.0%	26
November	6.9%	23
December	14.3%	47

# Seasonality of Weddings

314

2019 Weddings

Table

Month	Percent of Weddings	Number of Weddings
January	6.1%	19
February	5.0%	16
March	12.2%	38
April	11.1%	35
May	10.0%	31
June	7.2%	23
July	6.1%	19
August	6.1%	19
September	9.0%	28
October	13.3%	42
November	9.0%	28
December	5.0%	16

## Number of Guests by Range

125

Avg No. Guests US

94 - 104

Avg No. Guests This Market

Table

Range	Percent of Weddings	Number of Weddings
Less than 25	12.0%	38
25-50	13.0%	41
50-100	27.0%	85
101-150	23.0%	72
151-200	15.0%	47
201-300	8.0%	25
More than 300	2.0%	6

## Average Spending by Number of Guests Range

This is the average spending by number of guests range in Sample Report.

Table

Range	Average Spending
Less than 25	\$6,912
25-50	\$7,988
51-100	\$10,906
101-150	\$14,439
151-200	\$19,047
201-300	\$23,194
More than 300	\$47,771



# Travel Distance

Couples in the US travel 50 miles (on average) from their home to marry.

33 - 43

23% (72)

242

Travel Distance This Market

Weddings that travel into this market

Weddings Originate in this market

This is the distance that couples, living in the area (Originating Weddings), travel from their home to marry.

Table

Miles from Home	Percent of Originating Weddings	Number of Originating Weddings
Within 25 miles	74.0%	179
Within 50 miles	14.0%	34
Between 50 and 200 miles	7.0%	17
More than 200 miles	6.0%	15

# Full Item Summary

This is the number of 2019 weddings, average amount spent, and total sales for each item (product or service) we track. This includes weddings that originate and travel into this market.

314

2019 Weddings

\$17,282

2019 Avg Spend

\$5,426,548

2019 Total Sales

Category	Item	Est Weddings	Avg Spend	Median Spend	Total Sales
<b>Market Totals</b>					
	Market Summary	314	\$17,282	\$9,095	\$5,426,548
<b>Attire &amp; Accessories</b>					
	Dress Accessories	182	\$207	\$89	\$37,674
	Tuxedo/suit/other Accessories	157	\$97	\$55	\$15,229
	Tuxedo/suit/other Rent/purchase	176	\$197	\$158	\$34,672
	Wedding Dress/es	192	\$1,135	\$755	\$217,920
<b>Beauty &amp; Spa</b>					
	Hair Service	195	\$65	\$61	\$12,675
	Makeup Service	160	\$54	\$48	\$8,640
	Manicure & Pedicure	182	\$43	\$40	\$7,826
<b>Entertainment</b>					
	DJ/MC	173	\$697	\$574	\$120,581
	Entertainment lighting	148	\$314	\$159	\$46,472
	Live Band	47	\$1,625	\$906	\$76,375
	Musician/s, Soloist, or Ensemble	75	\$588	\$276	\$44,100
<b>Flowers &amp; Decorations</b>					
	Bouquets	229	\$313	\$203	\$71,677
	Boutonnieres, Corsages	204	\$141	\$93	\$28,764
	Event Decorations	214	\$411	\$231	\$87,954
	Event Flowers & Arrangements	195	\$555	\$224	\$108,225
	Event Table Centerpieces	207	\$302	\$176	\$62,514
<b>Gifts &amp; Favors</b>					
	Gift/s for Attendants	129	\$97	\$39	\$12,513
	Gift/s for Parents	122	\$116	\$61	\$14,152
	Tips (for all services)	201	\$366	\$216	\$73,566

Wedding Favors	154	\$230	\$134	\$35,420
<b>Invitations</b>				
Ceremony Programs	119	\$117	\$59	\$13,923
Engagement Announcements	79	\$101	\$60	\$7,979
Guest Book	160	\$56	\$36	\$8,960
Invitations & Reply Cards	188	\$202	\$87	\$37,976
Postage	179	\$96	\$49	\$17,184
Reception Menus	75	\$115	\$45	\$8,625
Save the Date Cards	129	\$102	\$59	\$13,158
Table Name and Escort/place Cards	113	\$77	\$39	\$8,701
Thank You Cards	170	\$82	\$44	\$13,940
<b>Jewelry</b>				
Bracelet	50	\$161	\$67	\$8,050
Earrings	79	\$140	\$65	\$11,060
Engagement Ring	176	\$3,118	\$1,558	\$548,768
Necklace	60	\$185	\$73	\$11,100
Wedding ring/band for HER	176	\$709	\$393	\$124,784
Wedding ring/band for HIM	188	\$419	\$222	\$78,772
<b>Photography &amp; Video</b>				
Digital or Photo cd/dvd	119	\$264	\$62	\$31,416
Engagement Session	113	\$363	\$170	\$41,019
Photo Booth	66	\$354	\$210	\$23,364
Prints and/or Enlargements	135	\$219	\$81	\$29,565
Wedding Photographer	223	\$1,486	\$858	\$331,378
Wedding Videographer	94	\$1,003	\$650	\$94,282
Wedding album/s or photo book/s	113	\$379	\$130	\$42,827
<b>Planner/Consultant</b>				
A La Carte Services	31	\$892	\$354	\$27,652
Day of Coordinator	44	\$766	\$341	\$33,704
For Getting Started	31	\$821	\$300	\$25,451
Full Service	41	\$2,569	\$909	\$105,329
Month of Direction	31	\$980	\$375	\$30,380
<b>Venue, Catering &amp; Rentals</b>				

Ceremony Officiator	195	\$197	\$93	\$38,415
Event Accessories	170	\$300	\$168	\$51,000
Event Bar Service	166	\$2,194	\$943	\$364,204
Event Food Service	217	\$4,283	\$1,836	\$929,411
Event Location	214	\$3,374	\$1,750	\$722,036
Event Rentals	182	\$1,622	\$811	\$295,204
Hotel Room for After Reception	160	\$291	\$206	\$46,560
Limo Rental	72	\$451	\$366	\$32,472
Other Transportation	63	\$482	\$336	\$30,366
Rehearsal Dinner	163	\$522	\$299	\$85,086
Wedding Cake/dessert	229	\$383	\$248	\$87,707

## 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.

## 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 **Sample Report**.

Table

Category	Est Businesses	Est Weddings per	Est Gross Sales per
Attire & Accessories	1	161	\$156,331
Beauty & Spa	6	37	\$3,441
Entertainment	3	57	\$52,212
Flowers & Decorations	5	51	\$58,293
Gifts & Favors	2	117	\$50,544
Invitations	3	73	\$30,368
Jewelry	4	48	\$119,520
Photography & Video	8	28	\$52,976
Planner/Consultant	3	18	\$12,798
Venue, Catering & Rentals	5	50	\$420,750

## 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	2.1%	7	\$ 14,344
Age 20-24	17.4%	55	\$ 13,826
Age 25-29	27.3%	86	\$ 17,455
Age 30-34	17.4%	55	\$ 16,591
Age 35-39	8.9%	28	\$ 12,789
Age 40-44	6.0%	19	\$ 12,789
Age 45-49	5.0%	16	\$ 10,024
Age 50+	15.9%	50	\$ 21,559

## 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	9.2%	29	\$ 23,849
High School Diploma	25.2%	79	\$ 11,406
Some College	35.5%	111	\$ 13,134
Professional Degree	1.4%	4	\$ 8,641
Associates Degree	9.6%	30	\$ 12,962
Bachelors Degree	12.8%	40	\$ 13,307
Masters or Doctorate Degree	6.4%	20	\$ 18,665

## 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	22.3%	70	\$ 7,431
\$25,000-50,000	33.6%	106	\$ 8,123
\$50,000-75,000	24.0%	75	\$ 9,159
\$75,000-100,000	11.3%	35	\$ 9,159
\$100,000-150,000	6.4%	20	\$ 10,369
\$150,000-200,000	1.4%	4	\$ 10,888
More than \$200,000	1.1%	3	\$ 25,923



# 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%	7	\$ 26,096
Arts Design Entertainment Sports & Media	1.8%	6	\$ 18,492
Building And Grounds Cleaning & Maintenance	3.6%	11	\$ 7,604
Business & Financial Operations	4.6%	14	\$ 19,529
Community & Social Services	1.8%	6	\$ 14,517
Computer & Mathematical Science	3.2%	10	\$ 17,628
Construction & Extraction	4.6%	14	\$ 15,035
Education Training & Library	6.8%	21	\$ 15,381
Farming Fishing & Forestry	0.7%	2	\$ 20,047
Food Preparation & Serving Related	6.4%	20	\$ 13,307
Healthcare Practitioners & Technical	6.0%	19	\$ 17,109
Healthcare Support	2.1%	7	\$ 10,542
Installation Maintenance & Repair	3.6%	11	\$ 7,777
Legal	1.1%	3	\$ 18,492
Life Physical & Social Science	1.1%	3	\$ 12,270
Management	8.9%	28	\$ 16,591
Military Specific	1.1%	3	\$ 11,406
Office & Administrative Support	13.9%	44	\$ 13,480
Personal Care & Service	3.6%	11	\$ 14,690
Production	3.6%	11	\$ 11,233
Protective Service	3.6%	11	\$ 17,282
Sales & Related	11.0%	35	\$ 13,998
Transportation & Material Moving	5.0%	16	\$ 14,517

## Weddings and Spending by Race

Table

<b>Race</b>	<b>Percent of Weddings</b>	<b>No. of Weddings</b>	<b>Average Spending</b>
White-Caucasian	83.7%	263	\$ 13,826
Black-African American	0.0%	0	\$0
Asian	0.0%	0	\$0
Other	16.3%	51	\$ 22,985
Of Hispanic, Latino, or Spanish Origin*	12.0%	38	\$ 13,826

\* Included in all races

# Attire & Accessories - Dress Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Dress Accessories** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

182

2019 Weddings

\$207

2019 Avg Spend

\$89

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	204	\$232	\$47,328
2009	184	\$212	\$39,008
2010	193	\$218	\$42,074
2011	171	\$203	\$34,713
2012	166	\$205	\$34,030
2013	161	\$209	\$33,649
2014	176	\$212	\$37,312
2015	184	\$209	\$38,456
2016	188	\$207	\$38,916
2017	180	\$206	\$37,080
2018	183	\$207	\$37,881
2019	182	\$207	\$37,674
2020	190	\$207	\$39,330
2021	192	\$207	\$39,744
2022	193	\$206	\$39,758
2023	198	\$208	\$41,184

## 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 and number of weddings that spend within certain ranges for Attire & Accessories - Dress Accessories in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

182

2019 Weddings

\$207

2019 Avg Spend

\$89

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	24.8%	45	\$ 1,128
\$50 - \$100	32.5%	59	\$ 4,436
\$101 - \$250	23.9%	43	\$ 7,612
\$251 - \$500	12.1%	22	\$ 8,258
\$500+	6.7%	12	\$ 9,146

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Dress Accessories in Sample Report.

Table

Range	Average Spending
Less than 25	\$125
25-50	\$153
51-100	\$156
101-150	\$169
151-200	\$199
201-300	\$223
More than 300	\$346

# Attire & Accessories - Tuxedo/suit/other Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Accessories** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

157

2019 Weddings

\$97

2019 Avg Spend

\$55

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$191	\$35,717
2009	174	\$148	\$25,752
2010	183	\$104	\$19,032
2011	177	\$92	\$16,284
2012	173	\$92	\$15,916
2013	164	\$95	\$15,580
2014	170	\$93	\$15,810
2015	177	\$93	\$16,461
2016	178	\$95	\$16,910
2017	170	\$96	\$16,320
2018	158	\$96	\$15,168
2019	157	\$97	\$15,229
2020	162	\$99	\$16,038
2021	164	\$98	\$16,072
2022	166	\$95	\$15,770
2023	171	\$96	\$16,416

## 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 and number of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Accessories in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

157

2019 Weddings

\$97

2019 Avg Spend

\$55

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.8%	73	\$ 1,837
\$50 - \$100	30.9%	49	\$ 3,638
\$101 - \$250	14.0%	22	\$ 3,847
\$251 - \$500	5.4%	8	\$ 3,179
\$500+	2.9%	5	\$ 3,415

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Accessories in Sample Report.

Table

Range	Average Spending
Less than 25	\$72
25-50	\$73
51-100	\$76
101-150	\$77
151-200	\$89
201-300	\$103
More than 300	\$168



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

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

176

2019 Weddings

\$197

2019 Avg Spend

\$158

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	194	\$234	\$45,396
2009	178	\$231	\$41,118
2010	186	\$254	\$47,244
2011	171	\$186	\$31,806
2012	163	\$186	\$30,318
2013	158	\$188	\$29,704
2014	173	\$188	\$32,524
2015	180	\$188	\$33,840
2016	184	\$192	\$35,328
2017	176	\$192	\$33,792
2018	177	\$195	\$34,515
2019	176	\$197	\$34,672
2020	181	\$185	\$33,485
2021	185	\$184	\$34,040
2022	187	\$183	\$34,221
2023	192	\$184	\$35,328

## 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 and number of weddings that spend within certain ranges for Attire & Accessories - Tuxedo/suit/other Rent/purchase in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

176

2019 Weddings

\$197

2019 Avg Spend

\$158

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	12.7%	22	\$ 559
\$50 - \$100	21.9%	39	\$ 2,891
\$101 - \$250	39.4%	69	\$ 12,135
\$251 - \$500	18.1%	32	\$ 11,946
\$500+	7.9%	14	\$ 10,428

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tuxedo/suit/other Rent/purchase in Sample Report.

Table

Range	Average Spending
Less than 25	\$166
25-50	\$142
51-100	\$170
101-150	\$163
151-200	\$186
201-300	\$180
More than 300	\$277

# Attire & Accessories - Wedding Dress/es

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Attire & Accessories - Wedding Dress/es** in **Sample Report**.

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

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

192

2019 Weddings

\$1,135

2019 Avg Spend

\$755

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$859	\$184,685
2009	200	\$969	\$193,800
2010	206	\$987	\$203,322
2011	193	\$1,081	\$208,633
2012	185	\$1,101	\$203,685
2013	176	\$1,123	\$197,648
2014	186	\$1,125	\$209,250
2015	197	\$1,134	\$223,398
2016	201	\$1,129	\$226,929
2017	192	\$1,122	\$215,424
2018	193	\$1,129	\$217,897
2019	192	\$1,135	\$217,920
2020	197	\$1,128	\$222,216
2021	201	\$1,143	\$229,743
2022	203	\$1,159	\$235,277
2023	207	\$1,160	\$240,120

## 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 and number of weddings that spend within certain ranges for Attire & Accessories - Wedding Dress/es in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

192

2019 Weddings

\$1,135

2019 Avg Spend

\$755

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	21.3%	41	\$ 5,112
\$250 - \$500	16.2%	31	\$ 11,664
\$501 - \$1000	24.2%	46	\$ 34,848
\$1001 - \$2500	24.2%	46	\$ 81,312
\$2500+	14.0%	27	\$100,800

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Dress/es in Sample Report.

Table

Range	Average Spending
Less than 25	\$565
25-50	\$676
51-100	\$797
101-150	\$948
151-200	\$1,190
201-300	\$1,301
More than 300	\$1,987

# Beauty & Spa - Hair Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Hair Service** in **Sample Report**. Per person

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

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

195

2019 Weddings

\$65

2019 Avg Spend

\$61

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	249	\$79	\$19,671
2009	222	\$79	\$17,538
2010	222	\$69	\$15,318
2011	209	\$63	\$13,167
2012	201	\$63	\$12,663
2013	191	\$62	\$11,842
2014	208	\$63	\$13,104
2015	216	\$63	\$13,608
2016	217	\$64	\$13,888
2017	208	\$64	\$13,312
2018	196	\$65	\$12,740
2019	195	\$65	\$12,675
2020	200	\$67	\$13,400
2021	204	\$67	\$13,668
2022	206	\$68	\$14,008
2023	210	\$67	\$14,070

## 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 and number of weddings that spend within certain ranges for Beauty & Spa - Hair Service in Sample Report.

**NOTE:** Sum of the Spending Distribution 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

2019 Weddings

\$65

2019 Avg Spend

\$61

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	14.3%	28	\$ 349
\$25 - \$50	26.1%	51	\$ 1,909
\$51 - \$75	22.9%	45	\$ 2,791
\$76 - \$100	19.1%	37	\$ 3,259
\$100+	17.5%	34	\$ 5,119

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hair Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$54
25-50	\$50
51-100	\$56
101-150	\$58
151-200	\$60
201-300	\$57
More than 300	\$69

# Beauty & Spa - Makeup Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Makeup Service** in **Sample Report**. Per person

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

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

**160**

2019 Weddings

**\$54**

2019 Avg Spend

**\$48**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	183	\$63	\$11,529
2009	165	\$62	\$10,230
2010	169	\$58	\$9,802
2011	164	\$50	\$8,200
2012	160	\$50	\$8,000
2013	155	\$51	\$7,905
2014	166	\$51	\$8,466
2015	177	\$51	\$9,027
2016	181	\$52	\$9,412
2017	173	\$51	\$8,823
2018	161	\$53	\$8,533
2019	160	\$54	\$8,640
2020	162	\$53	\$8,586
2021	167	\$53	\$8,851
2022	169	\$52	\$8,788
2023	171	\$51	\$8,721

## 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 and number of weddings that spend within certain ranges for Beauty & Spa - Makeup Service in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

160

2019 Weddings

\$54

2019 Avg Spend

\$48

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	23.9%	38	\$ 478
\$25 - \$50	29.0%	46	\$ 1,740
\$51 - \$75	23.6%	38	\$ 2,360
\$76 - \$100	13.4%	21	\$ 1,876
\$100+	10.2%	16	\$ 2,448

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Makeup Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$42
25-50	\$41
51-100	\$45
101-150	\$48
151-200	\$48
201-300	\$49
More than 300	\$72

# Beauty & Spa - Manicure & Pedicure

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Beauty & Spa - Manicure & Pedicure** in **Sample Report**. Per person

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

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

182

2019 Weddings

\$43

2019 Avg Spend

\$40

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	235	\$51	\$11,985
2009	212	\$50	\$10,600
2010	199	\$45	\$8,955
2011	186	\$41	\$7,626
2012	185	\$41	\$7,585
2013	176	\$41	\$7,216
2014	189	\$42	\$7,938
2015	200	\$42	\$8,400
2016	204	\$43	\$8,772
2017	195	\$43	\$8,385
2018	183	\$43	\$7,869
2019	182	\$43	\$7,826
2020	187	\$45	\$8,415
2021	188	\$45	\$8,460
2022	193	\$44	\$8,492
2023	195	\$43	\$8,385

## 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 and number of weddings that spend within certain ranges for Beauty & Spa - Manicure & Pedicure in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

182

2019 Weddings

\$43

2019 Avg Spend

\$40

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$25	22.0%	40	\$ 501
\$25 - \$50	45.5%	83	\$ 3,105
\$51 - \$75	19.7%	36	\$ 2,241
\$76 - \$100	8.9%	16	\$ 1,417
\$100+	3.8%	7	\$ 1,037

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Manicure & Pedicure in Sample Report.

Table

Range	Average Spending
Less than 25	\$35
25-50	\$33
51-100	\$36
101-150	\$37
151-200	\$39
201-300	\$39
More than 300	\$57

# Entertainment - DJ/MC



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:

**Entertainment - DJ/MC in Sample Report.**

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

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

**173**

2019 Weddings

**\$697**

2019 Avg Spend

**\$574**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	173	\$655	\$113,315
2009	178	\$708	\$126,024
2010	199	\$709	\$141,091
2011	183	\$655	\$119,865
2012	179	\$655	\$117,245
2013	170	\$654	\$111,180
2014	186	\$666	\$123,876
2015	197	\$681	\$134,157
2016	197	\$687	\$135,339
2017	189	\$684	\$129,276
2018	174	\$691	\$120,234
2019	173	\$697	\$120,581
2020	178	\$704	\$125,312
2021	182	\$710	\$129,220
2022	184	\$714	\$131,376
2023	189	\$719	\$135,891

## 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 and number of weddings that spend within certain ranges for Entertainment - DJ/MC in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

173

2019 Weddings

\$697

2019 Avg Spend

\$574

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	44.9%	78	\$ 19,419
\$500 - \$1000	35.0%	61	\$ 45,413
\$1001 - \$2000	15.9%	28	\$ 41,261
\$2001 - \$3000	2.5%	4	\$ 10,813
\$3000+	1.6%	3	\$ 12,456

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for DJ/MC in Sample Report.

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	\$843

# Entertainment - Entertainment lighting

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:

**Entertainment - Entertainment lighting in Sample Report.**

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

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

**148**

2019 Weddings

**\$314**

2019 Avg Spend

**\$159**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	155	\$321	\$49,755
2017	148	\$313	\$46,324
2018	149	\$313	\$46,637
2019	148	\$314	\$46,472
2020	150	\$320	\$48,000
2021	155	\$322	\$49,910
2022	157	\$324	\$50,868
2023	159	\$326	\$51,834

## 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 and number of weddings that spend within certain ranges for Entertainment - Entertainment lighting in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

148

2019 Weddings

\$314

2019 Avg Spend

\$159

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	37.9%	56	\$ 2,805
\$100 - \$250	31.2%	46	\$ 8,081
\$251 - \$500	15.6%	23	\$ 8,658
\$501 - \$1000	8.6%	13	\$ 9,546
\$1000+	6.7%	10	\$ 14,874

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Entertainment lighting in Sample Report.

Table

Range	Average Spending
Less than 25	\$176
25-50	\$172
51-100	\$256
101-150	\$257
151-200	\$296
201-300	\$475
More than 300	\$561

# Entertainment - Live Band

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Entertainment - Live Band in Sample Report.**

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

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

47

2019 Weddings

\$1,625

2019 Avg Spend

\$906

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	76	\$1,740	\$132,240
2009	60	\$1,625	\$97,500
2010	80	\$1,659	\$132,720
2011	73	\$1,446	\$105,558
2012	69	\$1,443	\$99,567
2013	66	\$1,531	\$101,046
2014	77	\$1,567	\$120,659
2015	82	\$1,595	\$130,790
2016	79	\$1,585	\$125,215
2017	72	\$1,581	\$113,832
2018	47	\$1,587	\$74,589
2019	47	\$1,625	\$76,375
2020	50	\$1,600	\$80,000
2021	49	\$1,604	\$78,596
2022	49	\$1,608	\$78,792
2023	52	\$1,618	\$84,136

## 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 and number of weddings that spend within certain ranges for Entertainment - Live Band in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

47

2019 Weddings

\$1,625

2019 Avg Spend

\$906

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	36.6%	17	\$ 4,301
\$500 - \$1000	17.5%	8	\$ 6,169
\$1001 - \$2000	18.2%	9	\$ 12,831
\$2001 - \$3000	10.2%	5	\$ 11,985
\$3000+	17.5%	8	\$ 37,013

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Live Band in Sample Report.

Table

Range	Average Spending
Less than 25	\$462
25-50	\$534
51-100	\$852
101-150	\$1,343
151-200	\$1,531
201-300	\$1,834
More than 300	\$2,715



# Entertainment - Musician/s, Soloist, or Ensemble

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Entertainment - Musician/s, Soloist, or Ensemble in Sample Report.**

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

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

**75**

2019 Weddings

**\$588**

2019 Avg Spend

**\$276**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	93	\$514	\$47,802
2009	70	\$635	\$44,450
2010	120	\$530	\$63,600
2011	98	\$504	\$49,392
2012	97	\$503	\$48,791
2013	90	\$556	\$50,040
2014	106	\$565	\$59,890
2015	115	\$571	\$65,665
2016	112	\$578	\$64,736
2017	107	\$575	\$61,525
2018	76	\$574	\$43,624
2019	75	\$588	\$44,100
2020	78	\$590	\$46,020
2021	80	\$596	\$47,680
2022	83	\$602	\$49,966
2023	82	\$606	\$49,692

## 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 and number of weddings that spend within certain ranges for Entertainment - Musician/s, Soloist, or Ensemble in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

75

2019 Weddings

\$588

2019 Avg Spend

\$276

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	46.2%	35	\$ 4,331
\$250 - \$500	25.5%	19	\$ 7,172
\$501 - \$1000	16.6%	12	\$ 9,338
\$1001 - \$2000	7.3%	5	\$ 8,213
\$2000+	4.5%	3	\$ 10,125

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Musician/s, Soloist, or Ensemble in Sample Report.

Table

Range	Average Spending
Less than 25	\$376
25-50	\$355
51-100	\$460
101-150	\$449
151-200	\$507
201-300	\$570
More than 300	\$1,139

# Flowers & Decorations - Bouquets

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Bouquets** in **Sample Report**. Total for all

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

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

**229**

2019 Weddings

**\$313**

2019 Avg Spend

**\$203**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	263	\$288	\$75,744
2009	244	\$238	\$58,072
2010	252	\$297	\$74,844
2011	231	\$270	\$62,370
2012	223	\$271	\$60,433
2013	212	\$289	\$61,268
2014	227	\$299	\$67,873
2015	239	\$301	\$71,939
2016	243	\$313	\$76,059
2017	233	\$310	\$72,230
2018	231	\$312	\$72,072
2019	229	\$313	\$71,677
2020	237	\$327	\$77,499
2021	241	\$334	\$80,494
2022	246	\$340	\$83,640
2023	250	\$344	\$86,000

## 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 and number of weddings that spend within certain ranges for Flowers & Decorations - Bouquets in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

229

2019 Weddings

\$313

2019 Avg Spend

\$203

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	24.3%	56	\$ 2,782
\$100 - \$250	37.1%	85	\$ 14,868
\$251 - \$500	18.5%	42	\$ 15,887
\$501 - \$750	9.9%	23	\$ 14,169
\$750+	10.2%	23	\$ 26,278

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bouquets in Sample Report.

Table

Range	Average Spending
Less than 25	\$234
25-50	\$284
51-100	\$306
101-150	\$339
151-200	\$401
201-300	\$431
More than 300	\$704

# Flowers & Decorations - Boutonnieres, Corsages

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Boutonnieres, Corsages** in **Sample Report**. Includes all purchased

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

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

204

2019 Weddings

\$141

2019 Avg Spend

\$93

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	239	\$113	\$27,007
2009	222	\$98	\$21,756
2010	236	\$125	\$29,500
2011	209	\$113	\$23,617
2012	204	\$113	\$23,052
2013	194	\$124	\$24,056
2014	211	\$132	\$27,852
2015	223	\$132	\$29,436
2016	224	\$135	\$30,240
2017	214	\$135	\$28,890
2018	205	\$138	\$28,290
2019	204	\$141	\$28,764
2020	209	\$145	\$30,305
2021	213	\$148	\$31,524
2022	218	\$151	\$32,918
2023	220	\$153	\$33,660

## 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 and number of weddings that spend within certain ranges for Flowers & Decorations - Boutonnieres, Corsages in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

204

2019 Weddings

\$141

2019 Avg Spend

\$93

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	53.2%	109	\$ 5,426
\$100 - \$250	31.8%	65	\$ 11,353
\$251 - \$500	9.9%	20	\$ 7,574
\$501 - \$750	3.5%	7	\$ 4,463
\$750+	1.6%	3	\$ 3,672

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Boutonnieres, Corsages in Sample Report.

Table

Range	Average Spending
Less than 25	\$76
25-50	\$91
51-100	\$104
101-150	\$113
151-200	\$138
201-300	\$158
More than 300	\$243

# Flowers & Decorations - Event Decorations

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Decorations** in **Sample Report**. Not table centerpieces, flowers, or accessories

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

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

**214**

2019 Weddings

**\$411**

2019 Avg Spend

**\$231**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	221	\$394	\$87,074
2009	209	\$428	\$89,452
2010	212	\$390	\$82,680
2011	196	\$399	\$78,204
2012	192	\$399	\$76,608
2013	185	\$400	\$74,000
2014	202	\$415	\$83,830
2015	213	\$410	\$87,330
2016	217	\$410	\$88,970
2017	208	\$407	\$84,656
2018	215	\$410	\$88,150
2019	214	\$411	\$87,954
2020	222	\$415	\$92,130
2021	222	\$428	\$95,016
2022	227	\$422	\$95,794
2023	232	\$426	\$98,832

## 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 and number of weddings that spend within certain ranges for Flowers & Decorations - Event Decorations in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

214

2019 Weddings

\$411

2019 Avg Spend

\$231

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	21.7%	46	\$ 2,322
\$100 - \$250	32.5%	70	\$ 12,171
\$251 - \$500	22.3%	48	\$ 17,896
\$501 - \$750	9.9%	21	\$ 13,241
\$750+	13.7%	29	\$ 32,983

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Decorations in Sample Report.

Table

Range	Average Spending
Less than 25	\$175
25-50	\$274
51-100	\$296
101-150	\$340
151-200	\$402
201-300	\$453
More than 300	\$690

# Flowers & Decorations - Event Flowers & Arrangements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Flowers & Arrangements** in **Sample Report**. Not table centerpieces

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

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

**195**

2019 Weddings

**\$555**

2019 Avg Spend

**\$224**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	228	\$684	\$155,952
2009	209	\$608	\$127,072
2010	216	\$646	\$139,536
2011	196	\$581	\$113,876
2012	192	\$582	\$111,744
2013	185	\$592	\$109,520
2014	198	\$583	\$115,434
2015	210	\$569	\$119,490
2016	211	\$569	\$120,059
2017	202	\$561	\$113,322
2018	196	\$557	\$109,172
2019	195	\$555	\$108,225
2020	203	\$556	\$112,868
2021	204	\$555	\$113,220
2022	209	\$553	\$115,577
2023	214	\$554	\$118,556

## 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 and number of weddings that spend within certain ranges for Flowers & Decorations - Event Flowers & Arrangements in Sample Report.

**NOTE:** Sum of the Spending Distribution 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

2019 Weddings

\$555

2019 Avg Spend

\$224

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	24.8%	48	\$ 2,418
\$100 - \$250	30.8%	60	\$ 10,511
\$251 - \$500	21.9%	43	\$ 16,014
\$501 - \$750	8.6%	17	\$ 10,481
\$750+	14.0%	27	\$ 30,713

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Flowers & Arrangements in Sample Report.

Table

Range	Average Spending
Less than 25	\$242
25-50	\$311
51-100	\$380
101-150	\$469
151-200	\$572
201-300	\$597
More than 300	\$853

# Flowers & Decorations - Event Table Centerpieces



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Flowers & Decorations - Event Table Centerpieces** in **Sample Report**.

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

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

207

2019 Weddings

\$302

2019 Avg Spend

\$176

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$296	\$72,816
2009	212	\$304	\$64,448
2010	236	\$341	\$80,476
2011	199	\$298	\$59,302
2012	195	\$297	\$57,915
2013	185	\$302	\$55,870
2014	205	\$300	\$61,500
2015	213	\$299	\$63,687
2016	217	\$300	\$65,100
2017	208	\$298	\$61,984
2018	209	\$301	\$62,909
2019	207	\$302	\$62,514
2020	215	\$302	\$64,930
2021	219	\$303	\$66,357
2022	221	\$304	\$67,184
2023	226	\$305	\$68,930

## 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 and number of weddings that spend within certain ranges for Flowers & Decorations - Event Table Centerpieces in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

207

2019 Weddings

\$302

2019 Avg Spend

\$176

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	33.4%	69	\$ 3,457
\$100 - \$250	32.8%	68	\$ 11,882
\$251 - \$500	16.2%	34	\$ 12,575
\$501 - \$750	7.6%	16	\$ 9,833
\$750+	9.9%	20	\$ 23,055

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Table Centerpieces in Sample Report.

Table

Range	Average Spending
Less than 25	\$113
25-50	\$164
51-100	\$196
101-150	\$252
151-200	\$325
201-300	\$357
More than 300	\$486

# Gifts & Favors - Gift/s for Attendants

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Attendants** in **Sample Report**. Per person

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

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

129

2019 Weddings

\$97

2019 Avg Spend

\$39

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	149	\$280	\$41,720
2009	159	\$180	\$28,620
2010	169	\$188	\$31,772
2011	155	\$95	\$14,725
2012	151	\$95	\$14,345
2013	144	\$93	\$13,392
2014	157	\$100	\$15,700
2015	164	\$98	\$16,072
2016	165	\$98	\$16,170
2017	158	\$97	\$15,326
2018	130	\$97	\$12,610
2019	129	\$97	\$12,513
2020	134	\$97	\$12,998
2021	136	\$97	\$13,192
2022	138	\$98	\$13,524
2023	140	\$98	\$13,720

## 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 and number of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Attendants in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

129

2019 Weddings

\$97

2019 Avg Spend

\$39

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	64.3%	83	\$ 2,074
\$50 - \$100	23.6%	30	\$ 2,283
\$101 - \$250	6.7%	9	\$ 1,513
\$251 - \$500	2.9%	4	\$ 1,403
\$500+	2.5%	3	\$ 2,419

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Attendants in Sample Report.

Table

Range	Average Spending
Less than 25	\$61
25-50	\$48
51-100	\$65
101-150	\$90
151-200	\$88
201-300	\$98
More than 300	\$187

# Gifts & Favors - Gift/s for Parents

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Gift/s for Parents** in **Sample Report**. Per parent

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

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

122

2019 Weddings

\$116

2019 Avg Spend

\$61

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	149	\$258	\$38,442
2009	146	\$144	\$21,024
2010	153	\$142	\$21,726
2011	136	\$98	\$13,328
2012	132	\$98	\$12,936
2013	126	\$104	\$13,104
2014	138	\$112	\$15,456
2015	144	\$113	\$16,272
2016	145	\$115	\$16,675
2017	139	\$115	\$15,985
2018	123	\$116	\$14,268
2019	122	\$116	\$14,152
2020	125	\$115	\$14,375
2021	127	\$115	\$14,605
2022	129	\$115	\$14,835
2023	131	\$115	\$15,065

## 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 and number of weddings that spend within certain ranges for Gifts & Favors - Gift/s for Parents in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

122

2019 Weddings

\$116

2019 Avg Spend

\$61

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	42.4%	52	\$ 1,293
\$50 - \$100	34.1%	42	\$ 3,120
\$101 - \$250	14.3%	17	\$ 3,053
\$251 - \$500	5.4%	7	\$ 2,471
\$500+	3.8%	5	\$ 3,477

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Gift/s for Parents in Sample Report.

Table

Range	Average Spending
Less than 25	\$76
25-50	\$73
51-100	\$87
101-150	\$96
151-200	\$102
201-300	\$121
More than 300	\$215



# Gifts & Favors - Tips (for all services)

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Tips (for all services)** in **Sample Report**. Total tips for all services

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

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

201

2019 Weddings

\$366

2019 Avg Spend

\$216

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	235	\$354	\$83,190
2009	216	\$354	\$76,464
2010	226	\$358	\$80,908
2011	209	\$343	\$71,687
2012	204	\$342	\$69,768
2013	194	\$346	\$67,124
2014	211	\$361	\$76,171
2015	223	\$364	\$81,172
2016	224	\$363	\$81,312
2017	214	\$361	\$77,254
2018	202	\$365	\$73,730
2019	201	\$366	\$73,566
2020	206	\$376	\$77,456
2021	210	\$380	\$79,800
2022	215	\$384	\$82,560
2023	217	\$385	\$83,545

## 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 and number of weddings that spend within certain ranges for Gifts & Favors - Tips (for all services) in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

201

2019 Weddings

\$366

2019 Avg Spend

\$216

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	16.9%	34	\$ 849
\$50 - \$100	19.1%	38	\$ 2,879
\$101 - \$250	18.5%	37	\$ 6,507
\$251 - \$500	24.2%	49	\$ 18,241
\$500+	21.3%	43	\$ 32,110

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Tips (for all services) in Sample Report.

Table

Range	Average Spending
Less than 25	\$169
25-50	\$224
51-100	\$286
101-150	\$338
151-200	\$355
201-300	\$384
More than 300	\$468

# Gifts & Favors - Wedding Favors

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Gifts & Favors - Wedding Favors** in **Sample Report**.

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

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

**154**

2019 Weddings

**\$230**

2019 Avg Spend

**\$134**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	190	\$312	\$59,280
2009	178	\$247	\$43,966
2010	193	\$251	\$48,443
2011	171	\$195	\$33,345
2012	163	\$195	\$31,785
2013	155	\$204	\$31,620
2014	166	\$218	\$36,188
2015	174	\$222	\$38,628
2016	174	\$226	\$39,324
2017	167	\$225	\$37,575
2018	155	\$227	\$35,185
2019	154	\$230	\$35,420
2020	156	\$221	\$34,476
2021	161	\$217	\$34,937
2022	163	\$214	\$34,882
2023	165	\$216	\$35,640

## 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 and number of weddings that spend within certain ranges for Gifts & Favors - Wedding Favors in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

154

2019 Weddings

\$230

2019 Avg Spend

\$134

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	17.2%	26	\$ 662
\$50 - \$100	26.1%	40	\$ 3,015
\$101 - \$250	29.9%	46	\$ 8,058
\$251 - \$500	16.2%	25	\$ 9,356
\$500+	10.5%	16	\$ 12,127

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Favors in Sample Report.

Table

Range	Average Spending
Less than 25	\$96
25-50	\$129
51-100	\$159
101-150	\$196
151-200	\$227
201-300	\$274
More than 300	\$384

# Invitations - Ceremony Programs

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Ceremony Programs** in **Sample Report**.

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

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

119

2019 Weddings

\$117

2019 Avg Spend

\$59

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	156	\$113	\$17,628
2009	152	\$84	\$12,768
2010	156	\$101	\$15,756
2011	145	\$90	\$13,050
2012	141	\$90	\$12,690
2013	135	\$94	\$12,690
2014	147	\$105	\$15,435
2015	154	\$109	\$16,786
2016	155	\$115	\$17,825
2017	145	\$115	\$16,675
2018	120	\$116	\$13,920
2019	119	\$117	\$13,923
2020	125	\$122	\$15,250
2021	127	\$125	\$15,875
2022	129	\$127	\$16,383
2023	131	\$127	\$16,637

## 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 and number of weddings that spend within certain ranges for Invitations - Ceremony Programs in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

119

2019 Weddings

\$117

2019 Avg Spend

\$59

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	46.0%	55	\$ 1,369
\$50 - \$100	25.4%	30	\$ 2,267
\$101 - \$250	16.5%	20	\$ 3,436
\$251 - \$500	6.7%	8	\$ 2,990
\$500+	5.4%	6	\$ 4,820

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Programs in Sample Report.

Table

Range	Average Spending
Less than 25	\$50
25-50	\$99
51-100	\$78
101-150	\$84
151-200	\$105
201-300	\$131
More than 300	\$266

# Invitations - Engagement Announcements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Engagement Announcements** in **Sample Report**.

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

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

**79**

2019 Weddings

**\$101**

2019 Avg Spend

**\$60**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	83	\$142	\$11,786
2009	79	\$128	\$10,112
2010	80	\$137	\$10,960
2011	88	\$87	\$7,656
2012	85	\$87	\$7,395
2013	84	\$87	\$7,308
2014	96	\$94	\$9,024
2015	98	\$95	\$9,310
2016	102	\$97	\$9,894
2017	98	\$98	\$9,604
2018	79	\$100	\$7,900
2019	79	\$101	\$7,979
2020	81	\$95	\$7,695
2021	83	\$93	\$7,719
2022	86	\$93	\$7,998
2023	85	\$94	\$7,990

## 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 and number of weddings that spend within certain ranges for Invitations - Engagement Announcements in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

79

2019 Weddings

\$101

2019 Avg Spend

\$60

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	45.0%	36	\$ 889
\$50 - \$100	24.3%	19	\$ 1,440
\$101 - \$250	17.3%	14	\$ 2,392
\$251 - \$500	8.9%	7	\$ 2,637
\$500+	4.5%	4	\$ 2,666

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Announcements in Sample Report.

Table

Range	Average Spending
Less than 25	\$48
25-50	\$64
51-100	\$65
101-150	\$73
151-200	\$89
201-300	\$110
More than 300	\$296

# Invitations - Guest Book

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Guest Book** in **Sample Report**.

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

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

**160**

2019 Weddings

**\$56**

2019 Avg Spend

**\$36**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$51	\$10,047
2009	178	\$52	\$9,256
2010	193	\$54	\$10,422
2011	171	\$50	\$8,550
2012	163	\$50	\$8,150
2013	155	\$49	\$7,595
2014	170	\$53	\$9,010
2015	177	\$53	\$9,381
2016	178	\$55	\$9,790
2017	170	\$55	\$9,350
2018	161	\$55	\$8,855
2019	160	\$56	\$8,960
2020	165	\$57	\$9,405
2021	167	\$58	\$9,686
2022	172	\$58	\$9,976
2023	174	\$60	\$10,440

## 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 and number of weddings that spend within certain ranges for Invitations - Guest Book in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

160

2019 Weddings

\$56

2019 Avg Spend

\$36

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	68.8%	110	\$ 2,752
\$50 - \$100	21.0%	34	\$ 2,520
\$101 - \$250	6.7%	11	\$ 1,876
\$251 - \$500	1.6%	3	\$ 960
\$500+	1.9%	3	\$ 2,280

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Guest Book in Sample Report.

Table

Range	Average Spending
Less than 25	\$30
25-50	\$33
51-100	\$40
101-150	\$46
151-200	\$45
201-300	\$59
More than 300	\$158

# Invitations - Invitations & Reply Cards



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Invitations & Reply Cards** in **Sample Report**.

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

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

**188**

2019 Weddings

**\$202**

2019 Avg Spend

**\$87**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$257	\$55,255
2009	197	\$215	\$42,355
2010	206	\$233	\$47,998
2011	193	\$209	\$40,337
2012	185	\$208	\$38,480
2013	176	\$204	\$35,904
2014	186	\$209	\$38,874
2015	197	\$206	\$40,582
2016	201	\$204	\$41,004
2017	192	\$202	\$38,784
2018	190	\$202	\$38,380
2019	188	\$202	\$37,976
2020	193	\$196	\$37,828
2021	195	\$194	\$37,830
2022	200	\$190	\$38,000
2023	201	\$193	\$38,793

## 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 and number of weddings that spend within certain ranges for Invitations - Invitations & Reply Cards in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

188

2019 Weddings

\$202

2019 Avg Spend

\$87

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	28.0%	53	\$ 1,316
\$50 - \$100	29.6%	56	\$ 4,174
\$101 - \$250	23.6%	44	\$ 7,764
\$251 - \$500	12.4%	23	\$ 8,742
\$500+	6.4%	12	\$ 9,024

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Invitations & Reply Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$72
25-50	\$79
51-100	\$124
101-150	\$171
151-200	\$208
201-300	\$271
More than 300	\$408

# Invitations - Postage

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Postage** in **Sample Report**.

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

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

**179**

2019 Weddings

**\$96**

2019 Avg Spend

**\$49**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	215	\$78	\$16,770
2009	197	\$73	\$14,381
2010	206	\$78	\$16,068
2011	190	\$91	\$17,290
2012	185	\$91	\$16,835
2013	176	\$91	\$16,016
2014	186	\$97	\$18,042
2015	197	\$96	\$18,912
2016	201	\$95	\$19,095
2017	192	\$94	\$18,048
2018	180	\$95	\$17,100
2019	179	\$96	\$17,184
2020	184	\$97	\$17,848
2021	188	\$97	\$18,236
2022	190	\$97	\$18,430
2023	195	\$99	\$19,305

## 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 and number of weddings that spend within certain ranges for Invitations - Postage in Sample Report.

**NOTE:** Sum of the Spending Distribution 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

2019 Weddings

\$96

2019 Avg Spend

\$49

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	50.2%	90	\$ 2,246
\$50 - \$100	29.7%	53	\$ 3,987
\$101 - \$250	16.0%	29	\$ 5,012
\$251 - \$500	2.9%	5	\$ 1,947
\$500+	1.3%	2	\$ 1,745

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Postage in Sample Report.

Table

Range	Average Spending
Less than 25	\$38
25-50	\$39
51-100	\$54
101-150	\$73
151-200	\$98
201-300	\$137
More than 300	\$278

# Invitations - Reception Menus

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Reception Menus** in **Sample Report**.

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

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

**75**

2019 Weddings

**\$115**

2019 Avg Spend

**\$45**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	93	\$124	\$11,532
2009	86	\$79	\$6,794
2010	103	\$109	\$11,227
2011	98	\$94	\$9,212
2012	97	\$93	\$9,021
2013	93	\$91	\$8,463
2014	106	\$106	\$11,236
2015	108	\$112	\$12,096
2016	109	\$113	\$12,317
2017	104	\$112	\$11,648
2018	79	\$113	\$8,927
2019	75	\$115	\$8,625
2020	81	\$117	\$9,477
2021	80	\$119	\$9,520
2022	83	\$121	\$10,043
2023	82	\$122	\$10,004

## 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 and number of weddings that spend within certain ranges for Invitations - Reception Menus in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

75

2019 Weddings

\$115

2019 Avg Spend

\$45

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	55.4%	42	\$ 1,039
\$50 - \$100	23.9%	18	\$ 1,344
\$101 - \$250	9.9%	7	\$ 1,299
\$251 - \$500	5.4%	4	\$ 1,519
\$500+	5.4%	4	\$ 3,038

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Reception Menus in Sample Report.

Table

Range	Average Spending
Less than 25	\$44
25-50	\$99
51-100	\$74
101-150	\$82
151-200	\$96
201-300	\$141
More than 300	\$341



# Invitations - Save the Date Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Save the Date Cards** in **Sample Report**.

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

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

129

2019 Weddings

\$102

2019 Avg Spend

\$59

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$103	\$12,463
2009	130	\$96	\$12,480
2010	153	\$114	\$17,442
2011	136	\$95	\$12,920
2012	132	\$95	\$12,540
2013	126	\$97	\$12,222
2014	141	\$101	\$14,241
2015	148	\$101	\$14,948
2016	148	\$101	\$14,948
2017	142	\$101	\$14,342
2018	130	\$101	\$13,130
2019	129	\$102	\$13,158
2020	134	\$104	\$13,936
2021	136	\$104	\$14,144
2022	138	\$105	\$14,490
2023	140	\$106	\$14,840

## 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 and number of weddings that spend within certain ranges for Invitations - Save the Date Cards in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

129

2019 Weddings

\$102

2019 Avg Spend

\$59

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	44.7%	58	\$ 1,442
\$50 - \$100	30.0%	39	\$ 2,902
\$101 - \$250	17.6%	23	\$ 3,973
\$251 - \$500	5.4%	7	\$ 2,612
\$500+	2.2%	3	\$ 2,128

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Save the Date Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$45
25-50	\$50
51-100	\$59
101-150	\$78
151-200	\$102
201-300	\$124
More than 300	\$254

# Invitations - Table Name and Escort/place Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Table Name and Escort/place Cards in Sample Report.**

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

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

113

2019 Weddings

\$77

2019 Avg Spend

\$39

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	156	\$87	\$13,572
2009	133	\$61	\$8,113
2010	149	\$77	\$11,473
2011	126	\$64	\$8,064
2012	122	\$63	\$7,686
2013	120	\$70	\$8,400
2014	131	\$75	\$9,825
2015	138	\$75	\$10,350
2016	138	\$77	\$10,626
2017	132	\$76	\$10,032
2018	114	\$77	\$8,778
2019	113	\$77	\$8,701
2020	115	\$79	\$9,085
2021	117	\$79	\$9,243
2022	120	\$81	\$9,720
2023	122	\$81	\$9,882

## 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 and number of weddings that spend within certain ranges for Invitations - Table Name and Escort/place Cards in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

113

2019 Weddings

\$77

2019 Avg Spend

\$39

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	62.9%	71	\$ 1,777
\$50 - \$100	23.3%	26	\$ 1,975
\$101 - \$250	8.3%	9	\$ 1,641
\$251 - \$500	3.2%	4	\$ 1,356
\$500+	2.2%	2	\$ 1,864

## 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 Sample Report.

Table

Range	Average Spending
Less than 25	\$38
25-50	\$44
51-100	\$49
101-150	\$58
151-200	\$68
201-300	\$96
More than 300	\$230

# Invitations - Thank You Cards

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Invitations - Thank You Cards** in **Sample Report**.

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

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

**170**

2019 Weddings

**\$82**

2019 Avg Spend

**\$44**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$70	\$13,090
2009	190	\$71	\$13,490
2010	199	\$86	\$17,114
2011	180	\$76	\$13,680
2012	173	\$76	\$13,148
2013	164	\$76	\$12,464
2014	176	\$80	\$14,080
2015	187	\$80	\$14,960
2016	191	\$81	\$15,471
2017	183	\$81	\$14,823
2018	171	\$81	\$13,851
2019	170	\$82	\$13,940
2020	175	\$86	\$15,050
2021	176	\$88	\$15,488
2022	181	\$89	\$16,109
2023	183	\$90	\$16,470

## 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 and number of weddings that spend within certain ranges for Invitations - Thank You Cards in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

170

2019 Weddings

\$82

2019 Avg Spend

\$44

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	56.7%	96	\$ 2,410
\$50 - \$100	25.2%	43	\$ 3,213
\$101 - \$250	13.4%	23	\$ 3,987
\$251 - \$500	3.5%	6	\$ 2,231
\$500+	1.3%	2	\$ 1,658

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Thank You Cards in Sample Report.

Table

Range	Average Spending
Less than 25	\$39
25-50	\$40
51-100	\$52
101-150	\$64
151-200	\$79
201-300	\$99
More than 300	\$236

# Jewelry - Bracelet

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Bracelet** in **Sample Report**.

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

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

50

2019 Weddings

\$161

2019 Avg Spend

\$67

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	56	\$171	\$9,576
2017	54	\$158	\$8,532
2018	51	\$160	\$8,160
2019	50	\$161	\$8,050
2020	50	\$164	\$8,200
2021	53	\$165	\$8,745
2022	52	\$165	\$8,580
2023	52	\$167	\$8,684

## 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 and number of weddings that spend within certain ranges for Jewelry - Bracelet in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

50

2019 Weddings

\$161

2019 Avg Spend

\$67

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	72.9%	36	\$ 1,822
\$100 - \$200	11.1%	6	\$ 833
\$201 - \$300	4.5%	2	\$ 563
\$301 - \$400	2.5%	1	\$ 438
\$400+	8.9%	4	\$ 2,670

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Bracelet in Sample Report.

Table

Range	Average Spending
Less than 25	\$120
25-50	\$73
51-100	\$80
101-150	\$91
151-200	\$208
201-300	\$220
More than 300	\$538

# Jewelry - Earrings

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Earrings** in **Sample Report**.

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

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

**79**

2019 Weddings

**\$140**

2019 Avg Spend

**\$65**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	92	\$146	\$13,432
2017	88	\$137	\$12,056
2018	79	\$139	\$10,981
2019	79	\$140	\$11,060
2020	81	\$141	\$11,421
2021	83	\$142	\$11,786
2022	86	\$143	\$12,298
2023	85	\$145	\$12,325

## 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 and number of weddings that spend within certain ranges for Jewelry - Earrings in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

79

2019 Weddings

\$140

2019 Avg Spend

\$65

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	75.2%	59	\$ 2,970
\$100 - \$200	10.5%	8	\$ 1,244
\$201 - \$300	5.1%	4	\$ 1,007
\$301 - \$400	2.5%	2	\$ 691
\$400+	6.7%	5	\$ 3,176

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Earrings in Sample Report.

Table

Range	Average Spending
Less than 25	\$110
25-50	\$67
51-100	\$95
101-150	\$98
151-200	\$155
201-300	\$213
More than 300	\$371

# Jewelry - Engagement Ring



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Engagement Ring** in **Sample Report**.

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

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

**176**

2019 Weddings

**\$3,118**

2019 Avg Spend

**\$1,558**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	176	\$2,982	\$524,832
2009	165	\$2,963	\$488,895
2010	186	\$3,214	\$597,804
2011	171	\$2,964	\$506,844
2012	166	\$2,972	\$493,352
2013	161	\$3,049	\$490,889
2014	173	\$3,073	\$531,629
2015	184	\$3,098	\$570,032
2016	184	\$3,117	\$573,528
2017	176	\$3,096	\$544,896
2018	177	\$3,108	\$550,116
2019	176	\$3,118	\$548,768
2020	181	\$3,167	\$573,227
2021	185	\$3,188	\$589,780
2022	187	\$3,210	\$600,270
2023	192	\$3,223	\$618,816

## 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 and number of weddings that spend within certain ranges for Jewelry - Engagement Ring in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

176

2019 Weddings

\$3,118

2019 Avg Spend

\$1,558

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	26.3%	46	\$ 11,572
\$500 - \$1000	17.1%	30	\$ 22,572
\$1001 - \$2500	18.1%	32	\$ 55,748
\$2501 - \$5000	21.9%	39	\$144,540
\$5000+	16.5%	29	\$217,800

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Ring in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,801
25-50	\$1,829
51-100	\$2,272
101-150	\$2,799
151-200	\$3,187
201-300	\$3,492
More than 300	\$4,351

# Jewelry - Necklace

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Necklace** in **Sample Report**.

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

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

60

2019 Weddings

\$185

2019 Avg Spend

\$73

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2016	69	\$196	\$13,524
2017	66	\$181	\$11,946
2018	60	\$183	\$10,980
2019	60	\$185	\$11,100
2020	62	\$187	\$11,594
2021	65	\$188	\$12,220
2022	64	\$189	\$12,096
2023	67	\$189	\$12,663

## 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 and number of weddings that spend within certain ranges for Jewelry - Necklace in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

60

2019 Weddings

\$185

2019 Avg Spend

\$73

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	66.9%	40	\$ 2,007
\$100 - \$200	13.1%	8	\$ 1,179
\$201 - \$300	6.7%	4	\$ 1,005
\$301 - \$400	3.2%	2	\$ 672
\$400+	10.2%	6	\$ 3,672

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Necklace in Sample Report.

Table

Range	Average Spending
Less than 25	\$142
25-50	\$87
51-100	\$121
101-150	\$138
151-200	\$189
201-300	\$277
More than 300	\$559

# Jewelry - Wedding ring/band for HER

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HER** in **Sample Report**.

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

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

**176**

2019 Weddings

**\$709**

2019 Avg Spend

**\$393**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	187	\$1,047	\$195,789
2009	181	\$998	\$180,638
2010	183	\$1,043	\$190,869
2011	177	\$624	\$110,448
2012	170	\$673	\$114,410
2013	164	\$658	\$107,912
2014	173	\$660	\$114,180
2015	177	\$704	\$124,608
2016	184	\$719	\$132,296
2017	176	\$712	\$125,312
2018	177	\$711	\$125,847
2019	176	\$709	\$124,784
2020	181	\$707	\$127,967
2021	182	\$706	\$128,492
2022	187	\$707	\$132,209
2023	189	\$711	\$134,379

## 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 and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HER in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

176

2019 Weddings

\$709

2019 Avg Spend

\$393

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	18.5%	33	\$ 1,628
\$100 - \$250	23.6%	42	\$ 7,269
\$251 - \$500	13.7%	24	\$ 9,042
\$501 - \$1000	20.7%	36	\$ 27,324
\$1000+	23.6%	42	\$ 62,304

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HER in Sample Report.

Table

Range	Average Spending
Less than 25	\$466
25-50	\$536
51-100	\$592
101-150	\$687
151-200	\$813
201-300	\$895
More than 300	\$1,204



# Jewelry - Wedding ring/band for HIM

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Jewelry - Wedding ring/band for HIM** in **Sample Report**.

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

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

**188**

2019 Weddings

**\$419**

2019 Avg Spend

**\$222**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	201	\$841	\$169,041
2009	190	\$699	\$132,810
2010	199	\$684	\$136,116
2011	186	\$458	\$85,188
2012	179	\$416	\$74,464
2013	173	\$425	\$73,525
2014	182	\$443	\$80,626
2015	190	\$444	\$84,360
2016	194	\$417	\$80,898
2017	186	\$414	\$77,004
2018	190	\$417	\$79,230
2019	188	\$419	\$78,772
2020	193	\$409	\$78,937
2021	195	\$407	\$79,365
2022	200	\$407	\$81,400
2023	201	\$410	\$82,410

## 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 and number of weddings that spend within certain ranges for Jewelry - Wedding ring/band for HIM in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

188

2019 Weddings

\$419

2019 Avg Spend

\$222

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	22.0%	41	\$ 2,068
\$100 - \$250	34.7%	65	\$ 11,416
\$251 - \$500	17.2%	32	\$ 12,126
\$501 - \$1000	15.6%	29	\$ 21,996
\$1000+	10.5%	20	\$ 29,610

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding ring/band for HIM in Sample Report.

Table

Range	Average Spending
Less than 25	\$268
25-50	\$264
51-100	\$302
101-150	\$328
151-200	\$380
201-300	\$488
More than 300	\$745

# Photography & Video - Digital or Photo cd/dvd

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Digital or Photo cd/dvd in Sample Report.**

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

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

119

2019 Weddings

\$264

2019 Avg Spend

\$62

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	118	\$263	\$31,034
2009	108	\$259	\$27,972
2010	113	\$278	\$31,414
2011	142	\$312	\$44,304
2012	138	\$310	\$42,780
2013	135	\$302	\$40,770
2014	147	\$292	\$42,924
2015	161	\$283	\$45,563
2016	158	\$273	\$43,134
2017	151	\$268	\$40,468
2018	120	\$265	\$31,800
2019	119	\$264	\$31,416
2020	122	\$270	\$32,940
2021	124	\$271	\$33,604
2022	126	\$272	\$34,272
2023	128	\$275	\$35,200

## 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 and number of weddings that spend within certain ranges for Photography & Video - Digital or Photo cd/dvd in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

119

2019 Weddings

\$264

2019 Avg Spend

\$62

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	43.0%	51	\$ 1,279
\$50 - \$100	28.0%	33	\$ 2,499
\$101 - \$250	14.0%	17	\$ 2,916
\$251 - \$500	9.6%	11	\$ 4,284
\$500+	5.4%	6	\$ 4,820

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Digital or Photo cd/dvd in Sample Report.

Table

Range	Average Spending
Less than 25	\$92
25-50	\$143
51-100	\$230
101-150	\$223
151-200	\$230
201-300	\$265
More than 300	\$507

# Photography & Video - Engagement Session

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:

### Photography & Video - Engagement Session in Sample Report.

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

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

113

2019 Weddings

\$363

2019 Avg Spend

\$170

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	121	\$291	\$35,211
2009	111	\$283	\$31,413
2010	116	\$315	\$36,540
2011	98	\$392	\$38,416
2012	97	\$396	\$38,412
2013	96	\$392	\$37,632
2014	109	\$377	\$41,093
2015	121	\$367	\$44,407
2016	125	\$369	\$46,125
2017	120	\$364	\$43,680
2018	114	\$363	\$41,382
2019	113	\$363	\$41,019
2020	119	\$372	\$44,268
2021	121	\$375	\$45,375
2022	120	\$378	\$45,360
2023	122	\$381	\$46,482

## 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 and number of weddings that spend within certain ranges for Photography & Video - Engagement Session in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

113

2019 Weddings

\$363

2019 Avg Spend

\$170

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	35.7%	40	\$ 2,017
\$100 - \$250	30.6%	35	\$ 6,051
\$251 - \$500	21.0%	24	\$ 8,899
\$501 - \$1000	8.3%	9	\$ 7,034
\$1000+	4.5%	5	\$ 7,628

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Engagement Session in Sample Report.

Table

Range	Average Spending
Less than 25	\$274
25-50	\$174
51-100	\$255
101-150	\$290
151-200	\$287
201-300	\$471
More than 300	\$665

# Photography & Video - Photo Booth

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Photo Booth in Sample Report.**

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

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

**66**

2019 Weddings

**\$354**

2019 Avg Spend

**\$210**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2013	63	\$419	\$26,397
2016	66	\$358	\$23,628
2017	63	\$350	\$22,050
2018	66	\$351	\$23,166
2019	66	\$354	\$23,364
2020	66	\$357	\$23,562
2021	68	\$359	\$24,412
2022	68	\$361	\$24,548
2023	70	\$362	\$25,340

## 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 and number of weddings that spend within certain ranges for Photography & Video - Photo Booth in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

66

2019 Weddings

\$354

2019 Avg Spend

\$210

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	33.2%	22	\$ 1,096
\$100 - \$250	22.0%	15	\$ 2,541
\$251 - \$500	23.3%	15	\$ 5,767
\$501 - \$1000	14.7%	10	\$ 7,277
\$1000+	6.7%	4	\$ 6,633

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Photo Booth in Sample Report.

Table

Range	Average Spending
Less than 25	\$209
25-50	\$177
51-100	\$264
101-150	\$334
151-200	\$341
201-300	\$393
More than 300	\$665

# Photography & Video - Prints and/or Enlargements

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Photography & Video - Prints and/or Enlargements** in **Sample Report**.

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

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

**135**

2019 Weddings

**\$219**

2019 Avg Spend

**\$81**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	114	\$202	\$23,028
2009	105	\$189	\$19,845
2010	110	\$211	\$23,210
2011	123	\$214	\$26,322
2012	119	\$214	\$25,466
2013	120	\$218	\$26,160
2014	138	\$218	\$30,084
2015	151	\$220	\$33,220
2016	155	\$221	\$34,255
2017	148	\$219	\$32,412
2018	136	\$219	\$29,784
2019	135	\$219	\$29,565
2020	137	\$237	\$32,469
2021	139	\$244	\$33,916
2022	141	\$249	\$35,109
2023	146	\$250	\$36,500

## 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 and number of weddings that spend within certain ranges for Photography & Video - Prints and/or Enlargements in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

135

2019 Weddings

\$219

2019 Avg Spend

\$81

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	30.2%	41	\$ 1,019
\$50 - \$100	32.4%	44	\$ 3,281
\$101 - \$250	17.5%	24	\$ 4,134
\$251 - \$500	12.7%	17	\$ 6,429
\$500+	7.3%	10	\$ 7,391

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Prints and/or Enlargements in Sample Report.

Table

Range	Average Spending
Less than 25	\$91
25-50	\$160
51-100	\$142
101-150	\$175
151-200	\$222
201-300	\$280
More than 300	\$321

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



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Photography & Video - Wedding album/s or photo book/s in Sample Report.**

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

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

**113**

2019 Weddings

**\$379**

2019 Avg Spend

**\$130**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	83	\$414	\$34,362
2009	76	\$401	\$30,476
2010	80	\$431	\$34,480
2011	85	\$443	\$37,655
2012	85	\$440	\$37,400
2013	87	\$418	\$36,366
2014	109	\$407	\$44,363
2015	125	\$397	\$49,625
2016	128	\$390	\$49,920
2017	123	\$385	\$47,355
2018	114	\$381	\$43,434
2019	113	\$379	\$42,827
2020	119	\$385	\$45,815
2021	121	\$383	\$46,343
2022	123	\$382	\$46,986
2023	122	\$383	\$46,726

## 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 and number of weddings that spend within certain ranges for Photography & Video - Wedding album/s or photo book/s in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

113

2019 Weddings

\$379

2019 Avg Spend

\$130

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	43.6%	49	\$ 2,463
\$100 - \$250	31.2%	35	\$ 6,170
\$251 - \$500	14.6%	16	\$ 6,187
\$501 - \$1000	7.0%	8	\$ 5,933
\$1000+	3.5%	4	\$ 5,933

## 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 Sample Report.

Table

Range	Average Spending
Less than 25	\$145
25-50	\$189
51-100	\$357
101-150	\$296
151-200	\$377
201-300	\$360
More than 300	\$623

# Photography & Video - Wedding Photographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding Photographer in Sample Report.**

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

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

**223**

2019 Weddings

**\$1,486**

2019 Avg Spend

**\$858**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$1,410	\$277,770
2009	197	\$1,640	\$323,080
2010	222	\$1,670	\$370,740
2011	224	\$1,551	\$347,424
2012	217	\$1,548	\$335,916
2013	206	\$1,545	\$318,270
2014	221	\$1,526	\$337,246
2015	233	\$1,525	\$355,325
2016	237	\$1,494	\$354,078
2017	227	\$1,482	\$336,414
2018	224	\$1,485	\$332,640
2019	223	\$1,486	\$331,378
2020	231	\$1,502	\$346,962
2021	235	\$1,507	\$354,145
2022	236	\$1,511	\$356,596
2023	241	\$1,519	\$366,079

## 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 and number of weddings that spend within certain ranges for Photography & Video - Wedding Photographer in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

223

2019 Weddings

\$1,486

2019 Avg Spend

\$858

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	31.5%	70	\$ 17,561
\$500 - \$1000	25.8%	58	\$ 43,151
\$1001 - \$2000	21.7%	48	\$ 72,587
\$2001 - \$3000	12.7%	28	\$ 70,803
\$3000+	8.3%	19	\$ 83,291

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Photographer in Sample Report.

Table

Range	Average Spending
Less than 25	\$713
25-50	\$753
51-100	\$1,057
101-150	\$1,334
151-200	\$1,466
201-300	\$1,625
More than 300	\$2,074

# Photography & Video - Wedding Videographer

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Photography & Video - Wedding Videographer in Sample Report.**

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

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

94

2019 Weddings

\$1,003

2019 Avg Spend

\$650

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	107	\$1,058	\$113,206
2009	89	\$1,196	\$106,444
2010	113	\$1,083	\$122,379
2011	107	\$980	\$104,860
2012	104	\$978	\$101,712
2013	102	\$946	\$96,492
2014	115	\$981	\$112,815
2015	128	\$991	\$126,848
2016	128	\$994	\$127,232
2017	123	\$989	\$121,647
2018	98	\$991	\$97,118
2019	94	\$1,003	\$94,282
2020	100	\$971	\$97,100
2021	102	\$971	\$99,042
2022	104	\$972	\$101,088
2023	104	\$977	\$101,608

## 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 and number of weddings that spend within certain ranges for Photography & Video - Wedding Videographer in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

94

2019 Weddings

\$1,003

2019 Avg Spend

\$650

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	41.7%	39	\$ 9,800
\$500 - \$1000	27.1%	25	\$ 19,106
\$1001 - \$2000	20.7%	19	\$ 29,187
\$2001 - \$3000	4.8%	5	\$ 11,280
\$3000+	5.7%	5	\$ 24,111

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Videographer in Sample Report.

Table

Range	Average Spending
Less than 25	\$517
25-50	\$428
51-100	\$678
101-150	\$820
151-200	\$927
201-300	\$1,007
More than 300	\$1,694



# Planner/Consultant - A La Carte Services

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Consultant - A La Carte Services in Sample Report.**

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

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

**31** **\$892** **\$354**  
2019 Weddings 2019 Avg Spend 2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$813	\$28,455
2009	32	\$609	\$19,488
2010	33	\$1,072	\$35,376
2011	32	\$933	\$29,856
2012	31	\$924	\$28,644
2013	30	\$954	\$28,620
2014	32	\$917	\$29,344
2015	33	\$902	\$29,766
2016	33	\$889	\$29,337
2017	32	\$882	\$28,224
2018	32	\$890	\$28,480
2019	31	\$892	\$27,652
2020	31	\$914	\$28,334
2021	31	\$924	\$28,644
2022	31	\$934	\$28,954
2023	31	\$938	\$29,078

## 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.



# Planner/Consultant - Day of Coordinator

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Planner/Consultant - Day of Coordinator** in **Sample Report**.

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

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

**44**

2019 Weddings

**\$766**

2019 Avg Spend

**\$341**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$648	\$22,680
2009	32	\$665	\$21,280
2010	33	\$807	\$26,631
2011	32	\$810	\$25,920
2012	35	\$804	\$28,140
2013	33	\$782	\$25,806
2014	38	\$791	\$30,058
2015	43	\$778	\$33,454
2016	43	\$765	\$32,895
2017	41	\$758	\$31,078
2018	44	\$764	\$33,616
2019	44	\$766	\$33,704
2020	47	\$790	\$37,130
2021	46	\$799	\$36,754
2022	46	\$808	\$37,168
2023	49	\$812	\$39,788

## 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 and number of weddings that spend within certain ranges for Planner/Consultant - Day of Coordinator in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

44

2019 Weddings

\$766

2019 Avg Spend

\$341

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.4%	18	\$ 2,277
\$250 - \$500	24.2%	11	\$ 3,993
\$501 - \$1000	16.9%	7	\$ 5,577
\$1001 - \$2000	13.4%	6	\$ 8,844
\$2000+	4.1%	2	\$ 5,412

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Day of Coordinator in Sample Report.

Table

Range	Average Spending
Less than 25	\$409
25-50	\$538
51-100	\$538
101-150	\$626
151-200	\$633
201-300	\$708
More than 300	\$1,961

# Planner/Consultant - For Getting Started

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Consultant - For Getting Started in Sample Report.**

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

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

31

2019 Weddings

\$821

2019 Avg Spend

\$300

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$612	\$21,420
2009	32	\$586	\$18,752
2010	33	\$840	\$27,720
2011	32	\$798	\$25,536
2012	31	\$792	\$24,552
2013	30	\$813	\$24,390
2014	32	\$839	\$26,848
2015	33	\$832	\$27,456
2016	33	\$825	\$27,225
2017	32	\$818	\$26,176
2018	32	\$821	\$26,272
2019	31	\$821	\$25,451
2020	31	\$843	\$26,133
2021	31	\$852	\$26,412
2022	31	\$860	\$26,660
2023	31	\$865	\$26,815

## 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 and number of weddings that spend within certain ranges for Planner/Consultant - For Getting Started in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

31

2019 Weddings

\$821

2019 Avg Spend

\$300

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.4%	13	\$ 1,604
\$250 - \$500	28.3%	9	\$ 3,290
\$501 - \$1000	13.1%	4	\$ 3,046
\$1001 - \$2000	9.6%	3	\$ 4,464
\$2000+	7.6%	2	\$ 7,068

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for For Getting Started in Sample Report.

Table

Range	Average Spending
Less than 25	\$321
25-50	\$467
51-100	\$482
101-150	\$628
151-200	\$598
201-300	\$715
More than 300	\$2,496

# Planner/Consultant - Full Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Consultant - Full Service in Sample Report.**

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

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

41

\$2,569

\$909

2019 Weddings

2019 Avg Spend

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$1,853	\$64,855
2009	35	\$1,938	\$67,830
2010	37	\$2,379	\$88,023
2011	38	\$3,290	\$125,020
2012	35	\$3,258	\$114,030
2013	36	\$3,097	\$111,492
2014	42	\$2,826	\$118,692
2015	46	\$2,720	\$125,120
2016	46	\$2,614	\$120,244
2017	44	\$2,582	\$113,608
2018	41	\$2,572	\$105,452
2019	41	\$2,569	\$105,329
2020	44	\$2,614	\$115,016
2021	43	\$2,637	\$113,391
2022	46	\$2,661	\$122,406
2023	46	\$2,674	\$123,004

## 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 and number of weddings that spend within certain ranges for Planner/Consultant - Full Service in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

41  
2019 Weddings

\$2,569  
2019 Avg Spend

\$909  
2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$500	28.0%	11	\$ 2,870
\$500 - \$1000	27.1%	11	\$ 8,333
\$1001 - \$2000	16.9%	7	\$ 10,394
\$2001 - \$3000	10.5%	4	\$ 10,763
\$3000+	17.5%	7	\$ 32,288

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Full Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,439
25-50	\$1,210
51-100	\$1,850
101-150	\$2,215
151-200	\$2,261
201-300	\$2,854
More than 300	\$4,133

# Planner/Consultant - Month of Direction

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for:  
**Planner/Consultant - Month of Direction in Sample Report.**

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

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

31

2019 Weddings

\$980

2019 Avg Spend

\$375

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$950	\$33,250
2009	32	\$965	\$30,880
2010	33	\$1,243	\$41,019
2011	32	\$1,164	\$37,248
2012	31	\$1,152	\$35,712
2013	30	\$1,091	\$32,730
2014	32	\$1,057	\$33,824
2015	33	\$1,023	\$33,759
2016	33	\$1,001	\$33,033
2017	32	\$992	\$31,744
2018	32	\$979	\$31,328
2019	31	\$980	\$30,380
2020	31	\$1,001	\$31,031
2021	31	\$1,008	\$31,248
2022	31	\$1,010	\$31,310
2023	31	\$1,015	\$31,465

## 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.



# Venue, Catering & Rentals - Ceremony Officiator



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Ceremony Officiator** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

**195**

2019 Weddings

**\$197**

2019 Avg Spend

**\$93**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$181	\$44,526
2009	228	\$191	\$43,548
2010	232	\$204	\$47,328
2011	215	\$181	\$38,915
2012	207	\$181	\$37,467
2013	197	\$182	\$35,854
2014	208	\$190	\$39,520
2015	216	\$191	\$41,256
2016	217	\$197	\$42,749
2017	208	\$196	\$40,768
2018	196	\$196	\$38,416
2019	195	\$197	\$38,415
2020	203	\$200	\$40,600
2021	204	\$202	\$41,208
2022	209	\$205	\$42,845
2023	214	\$206	\$44,084

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Ceremony Officiator in Sample Report.

**NOTE:** Sum of the Spending Distribution 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

2019 Weddings

\$197

2019 Avg Spend

\$93

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$50	20.7%	40	\$ 1,009
\$50 - \$100	34.4%	67	\$ 5,031
\$101 - \$250	26.4%	51	\$ 9,009
\$251 - \$500	12.1%	24	\$ 8,848
\$500+	6.4%	12	\$ 9,360

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Ceremony Officiator in Sample Report.

Table

Range	Average Spending
Less than 25	\$135
25-50	\$112
51-100	\$154
101-150	\$175
151-200	\$191
201-300	\$198
More than 300	\$263

# Venue, Catering & Rentals - Event Accessories

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Accessories** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

170

2019 Weddings

\$300

2019 Avg Spend

\$168

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	152	\$596	\$90,592
2009	146	\$553	\$80,738
2010	176	\$307	\$54,032
2011	164	\$301	\$49,364
2012	160	\$300	\$48,000
2013	155	\$298	\$46,190
2014	170	\$297	\$50,490
2015	177	\$299	\$52,923
2016	181	\$301	\$54,481
2017	173	\$298	\$51,554
2018	171	\$300	\$51,300
2019	170	\$300	\$51,000
2020	175	\$297	\$51,975
2021	179	\$296	\$52,984
2022	181	\$295	\$53,395
2023	186	\$296	\$55,056

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Accessories in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

170

2019 Weddings

\$300

2019 Avg Spend

\$168

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	36.3%	62	\$ 3,086
\$100 - \$250	30.3%	52	\$ 9,014
\$251 - \$500	17.5%	30	\$ 11,156
\$501 - \$750	7.3%	12	\$ 7,756
\$750+	8.6%	15	\$ 16,448

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Accessories in Sample Report.

Table

Range	Average Spending
Less than 25	\$211
25-50	\$184
51-100	\$208
101-150	\$248
151-200	\$280
201-300	\$323
More than 300	\$587

# Venue, Catering & Rentals - Event Bar Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Bar Service** in **Sample Report**.

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

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

166

2019 Weddings

\$2,194

2019 Avg Spend

\$943

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	180	\$2,317	\$417,060
2009	152	\$1,921	\$291,992
2010	183	\$2,058	\$376,614
2011	158	\$2,272	\$358,976
2012	154	\$2,266	\$348,964
2013	147	\$2,256	\$331,632
2014	166	\$2,206	\$366,196
2015	180	\$2,188	\$393,840
2016	181	\$2,188	\$396,028
2017	173	\$2,172	\$375,756
2018	167	\$2,184	\$364,728
2019	166	\$2,194	\$364,204
2020	172	\$2,225	\$382,700
2021	173	\$2,242	\$387,866
2022	178	\$2,259	\$402,102
2023	180	\$2,271	\$408,780

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Bar Service in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

166

2019 Weddings

\$2,194

2019 Avg Spend

\$943

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	52.2%	87	\$ 43,326
\$1000 - \$2500	27.7%	46	\$ 80,469
\$2501 - \$5000	12.1%	20	\$ 75,323
\$5001 - \$10000	5.4%	9	\$ 67,230
\$10000+	2.5%	4	\$ 62,250

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Bar Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$585
25-50	\$995
51-100	\$1,229
101-150	\$1,736
151-200	\$2,379
201-300	\$3,510
More than 300	\$4,544



# Venue, Catering & Rentals - Event Food Service

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Food Service** in **Sample Report**.

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

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

217

2019 Weddings

\$4,283

2019 Avg Spend

\$1,836

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	211	\$3,311	\$698,621
2009	174	\$3,272	\$569,328
2010	212	\$4,046	\$857,752
2011	183	\$4,402	\$805,566
2012	179	\$4,388	\$785,452
2013	173	\$4,375	\$756,875
2014	192	\$4,413	\$847,296
2015	207	\$4,389	\$908,523
2016	214	\$4,300	\$920,200
2017	205	\$4,270	\$875,350
2018	218	\$4,273	\$931,514
2019	217	\$4,283	\$929,411
2020	222	\$4,352	\$966,144
2021	226	\$4,380	\$989,880
2022	230	\$4,408	\$1,013,840
2023	235	\$4,432	\$1,041,520

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Food Service in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

217

2019 Weddings

\$4,283

2019 Avg Spend

\$1,836

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	31.8%	69	\$ 34,503
\$1000 - \$2500	32.2%	70	\$122,279
\$2501 - \$5000	17.2%	37	\$139,965
\$5001 - \$10000	10.8%	23	\$175,770
\$10000+	8.0%	17	\$260,400

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Food Service in Sample Report.

Table

Range	Average Spending
Less than 25	\$837
25-50	\$1,447
51-100	\$2,551
101-150	\$4,111
151-200	\$5,177
201-300	\$5,596
More than 300	\$6,776

# Venue, Catering & Rentals - Event Location

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Location** in **Sample Report**.

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

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

214

2019 Weddings

\$3,374

2019 Avg Spend

\$1,750

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	208	\$2,867	\$596,336
2009	206	\$2,386	\$491,516
2010	232	\$2,822	\$654,704
2011	196	\$3,196	\$626,416
2012	195	\$3,235	\$630,825
2013	185	\$3,334	\$616,790
2014	205	\$3,324	\$681,420
2015	213	\$3,338	\$710,994
2016	217	\$3,321	\$720,657
2017	208	\$3,304	\$687,232
2018	215	\$3,338	\$717,670
2019	214	\$3,374	\$722,036
2020	222	\$3,390	\$752,580
2021	222	\$3,414	\$757,908
2022	227	\$3,439	\$780,653
2023	232	\$3,457	\$802,024

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Location in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

214

2019 Weddings

\$3,374

2019 Avg Spend

\$1,750

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	37.3%	80	\$ 39,911
\$1000 - \$2500	25.5%	55	\$ 95,498
\$2501 - \$5000	19.7%	42	\$158,093
\$5001 - \$10000	11.1%	24	\$178,155
\$10000+	6.4%	14	\$205,440

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Location in Sample Report.

Table

Range	Average Spending
Less than 25	\$1,020
25-50	\$1,469
51-100	\$2,219
101-150	\$3,209
151-200	\$3,899
201-300	\$3,929
More than 300	\$4,798

# Venue, Catering & Rentals - Event Rentals

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Event Rentals** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

182

2019 Weddings

\$1,622

2019 Avg Spend

\$811

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	180	\$1,888	\$339,840
2009	149	\$1,282	\$191,018
2010	189	\$1,292	\$244,188
2011	164	\$1,576	\$258,464
2012	160	\$1,572	\$251,520
2013	155	\$1,583	\$245,365
2014	176	\$1,593	\$280,368
2015	190	\$1,581	\$300,390
2016	194	\$1,598	\$310,012
2017	186	\$1,588	\$295,368
2018	183	\$1,602	\$293,166
2019	182	\$1,622	\$295,204
2020	190	\$1,626	\$308,940
2021	192	\$1,637	\$314,304
2022	196	\$1,650	\$323,400
2023	198	\$1,659	\$328,482

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Event Rentals in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

182

2019 Weddings

\$1,622

2019 Avg Spend

\$811

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$1000	60.8%	111	\$ 55,328
\$1000 - \$2500	24.8%	45	\$ 78,988
\$2501 - \$5000	8.9%	16	\$ 60,743
\$5001 - \$10000	2.9%	5	\$ 39,585
\$10000+	2.5%	5	\$ 68,250

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Event Rentals in Sample Report.

Table

Range	Average Spending
Less than 25	\$577
25-50	\$908
51-100	\$1,197
101-150	\$1,211
151-200	\$1,398
201-300	\$2,638
More than 300	\$3,921

# Venue, Catering & Rentals - Hotel Room for After Reception

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Hotel Room for After Reception in Sample Report.**

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

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

**160**

2019 Weddings

**\$291**

2019 Avg Spend

**\$206**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	194	\$253	\$49,082
2009	181	\$238	\$43,078
2010	206	\$262	\$53,972
2011	186	\$278	\$51,708
2012	182	\$277	\$50,414
2013	173	\$276	\$47,748
2014	186	\$283	\$52,638
2015	197	\$284	\$55,948
2016	197	\$290	\$57,130
2017	189	\$288	\$54,432
2018	164	\$290	\$47,560
2019	160	\$291	\$46,560
2020	168	\$295	\$49,560
2021	170	\$298	\$50,660
2022	175	\$301	\$52,675
2023	177	\$302	\$53,454

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Hotel Room for After Reception in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

160

2019 Weddings

\$291

2019 Avg Spend

\$206

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	13.7%	22	\$ 1,096
\$100 - \$250	51.3%	82	\$ 14,364
\$251 - \$500	21.7%	35	\$ 13,020
\$501 - \$750	6.4%	10	\$ 6,400
\$750+	7.0%	11	\$ 12,600

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Hotel Room for After Reception in Sample Report.

Table

Range	Average Spending
Less than 25	\$277
25-50	\$274
51-100	\$235
101-150	\$243
151-200	\$248
201-300	\$282
More than 300	\$411

# Venue, Catering & Rentals - Limo Rental

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Limo Rental** in **Sample Report**.

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

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

**72**

2019 Weddings

**\$451**

2019 Avg Spend

**\$366**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	145	\$472	\$68,440
2009	117	\$481	\$56,277
2010	136	\$454	\$61,744
2011	117	\$435	\$50,895
2012	113	\$434	\$49,042
2013	108	\$437	\$47,196
2014	112	\$436	\$48,832
2015	118	\$442	\$52,156
2016	115	\$444	\$51,060
2017	107	\$442	\$47,294
2018	76	\$447	\$33,972
2019	72	\$451	\$32,472
2020	78	\$442	\$34,476
2021	77	\$443	\$34,111
2022	80	\$442	\$35,360
2023	79	\$445	\$35,155

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Limo Rental in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

72

2019 Weddings

\$451

2019 Avg Spend

\$366

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	32.5%	23	\$ 2,925
\$250 - \$500	37.9%	27	\$ 10,233
\$501 - \$750	12.7%	9	\$ 5,715
\$751 - \$1000	8.3%	6	\$ 5,229
\$1000+	8.6%	6	\$ 9,288

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Limo Rental in Sample Report.

Table

Range	Average Spending
Less than 25	\$281
25-50	\$241
51-100	\$313
101-150	\$365
151-200	\$413
201-300	\$481
More than 300	\$677

# Venue, Catering & Rentals - Other Transportation



## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Other Transportation** in **Sample Report**. 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:** weddings equals the demand for this product or service only and may not equal total number of weddings for the entire market.

63

2019 Weddings

\$482

2019 Avg Spend

\$336

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	35	\$372	\$13,020
2009	35	\$361	\$12,635
2010	76	\$392	\$29,792
2011	85	\$433	\$36,805
2012	85	\$432	\$36,720
2013	81	\$454	\$36,774
2014	93	\$463	\$43,059
2015	95	\$474	\$45,030
2016	95	\$477	\$45,315
2017	91	\$473	\$43,043
2018	63	\$478	\$30,114
2019	63	\$482	\$30,366
2020	62	\$488	\$30,256
2021	65	\$494	\$32,110
2022	64	\$500	\$32,000
2023	67	\$503	\$33,701

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Other Transportation in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

63

2019 Weddings

\$482

2019 Avg Spend

\$336

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$250	41.1%	26	\$ 3,237
\$250 - \$500	26.1%	16	\$ 6,166
\$501 - \$750	13.1%	8	\$ 5,158
\$751 - \$1000	7.6%	5	\$ 4,190
\$1000+	12.1%	8	\$ 11,434

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Other Transportation in Sample Report.

Table

Range	Average Spending
Less than 25	\$296
25-50	\$253
51-100	\$334
101-150	\$433
151-200	\$411
201-300	\$450
More than 300	\$900

# Venue, Catering & Rentals - Rehearsal Dinner

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Rehearsal Dinner** in **Sample Report**.

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

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

**163**

2019 Weddings

**\$522**

2019 Avg Spend

**\$299**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	197	\$771	\$151,887
2009	212	\$680	\$144,160
2010	222	\$807	\$179,154
2011	196	\$506	\$99,176
2012	192	\$506	\$97,152
2013	182	\$513	\$93,366
2014	192	\$525	\$100,800
2015	203	\$531	\$107,793
2016	204	\$526	\$107,304
2017	192	\$522	\$100,224
2018	167	\$522	\$87,174
2019	163	\$522	\$85,086
2020	172	\$523	\$89,956
2021	173	\$522	\$90,306
2022	178	\$520	\$92,560
2023	180	\$523	\$94,140

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Rehearsal Dinner in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

163

2019 Weddings

\$522

2019 Avg Spend

\$299

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	17.3%	28	\$ 1,410
\$100 - \$250	28.8%	47	\$ 8,215
\$251 - \$500	20.8%	34	\$ 12,714
\$501 - \$750	12.1%	20	\$ 12,327
\$750+	21.1%	34	\$ 38,692

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Rehearsal Dinner in Sample Report.

Table

Range	Average Spending
Less than 25	\$241
25-50	\$213
51-100	\$339
101-150	\$459
151-200	\$552
201-300	\$599
More than 300	\$738

# Venue, Catering & Rentals - Wedding Cake/dessert

## Item Summary

This is the number of weddings, average amount spent per wedding, and median amount spent per wedding for: **Venue, Catering & Rentals - Wedding Cake/dessert** in **Sample Report**.

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

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

**229**

2019 Weddings

**\$383**

2019 Avg Spend

**\$248**

2019 Median Spend

Table

Year	Number of Weddings (Demand)	Average Spending per Wedding	Total Sales
2008	246	\$335	\$82,410
2009	235	\$329	\$77,315
2010	236	\$360	\$84,960
2011	221	\$390	\$86,190
2012	214	\$388	\$83,032
2013	203	\$387	\$78,561
2014	221	\$390	\$86,190
2015	233	\$388	\$90,404
2016	237	\$385	\$91,245
2017	227	\$382	\$86,714
2018	231	\$384	\$88,704
2019	229	\$383	\$87,707
2020	234	\$394	\$92,196
2021	238	\$398	\$94,724
2022	243	\$402	\$97,686
2023	247	\$404	\$99,788

## 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 and number of weddings that spend within certain ranges for Venue, Catering & Rentals - Wedding Cake/dessert in Sample Report.

**NOTE:** Sum of the Spending Distribution 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.

229

2019 Weddings

\$383

2019 Avg Spend

\$248

2019 Median Spend

Table

Spending Range	Percent of Weddings	Number of Weddings	Total Sales
<\$100	20.1%	46	\$ 2,301
\$100 - \$250	30.3%	69	\$ 12,143
\$251 - \$500	29.9%	68	\$ 25,677
\$501 - \$750	11.5%	26	\$ 16,459
\$750+	8.3%	19	\$ 21,383

## Average Spending by Number of Guests Range

This is the average spending by number of guests range for Wedding Cake/dessert in Sample Report.

Table

Range	Average Spending
Less than 25	\$194
25-50	\$231
51-100	\$276
101-150	\$337
151-200	\$388
201-300	\$436
More than 300	\$589



# Methodology & Use of Data

Methodology details are located at: <https://wedding.report/index.cfm/action/home/view/methodology/>

Use of Data details are located at: [https://wedding.report/index.cfm/action/home/view/terms\\_of\\_service/](https://wedding.report/index.cfm/action/home/view/terms_of_service/)