

# Entertainment Wedding Market Report

For: Sample Report

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- Market Summary

## 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.

- DJ/MC
- Entertainment lighting
- Live Band
- Musician/s, Soloist, or Ensemble

# 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.

# 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

# 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/)