

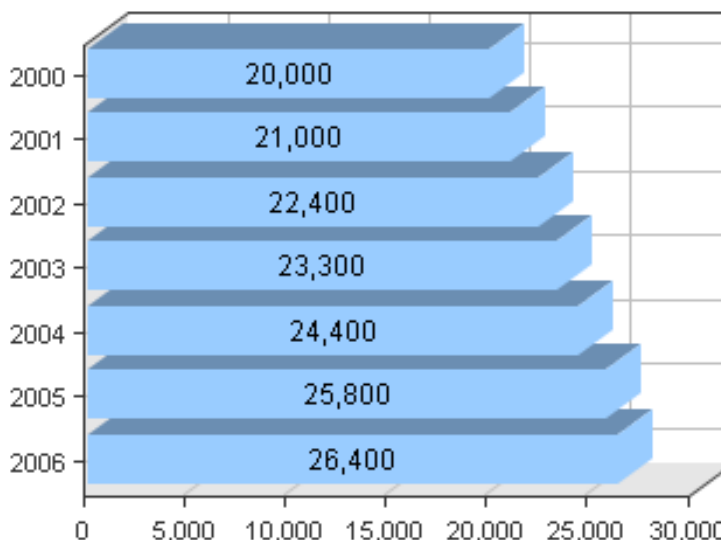
U.S. Wedding Statistics & Market Estimates

Wedding Cost

Estimated average wedding cost 2000 - 2006. Cost Indicators - Cost increased considerable in 2004 through 2005 due to increased demand and inflation. Cost should slow in 2006 due to increase in inventories and slowing inflation rate.

Year	Cost	% Chg
2000	\$20,000.00	
2001	\$21,000.00	5.00%
2002	\$22,400.00	6.67%
2003	\$23,300.00	4.02%
2004	\$24,400.00	4.72%
2005	\$25,800.00	5.74%
2006	\$26,400.00	2.33%

Estimated Wedding Cost

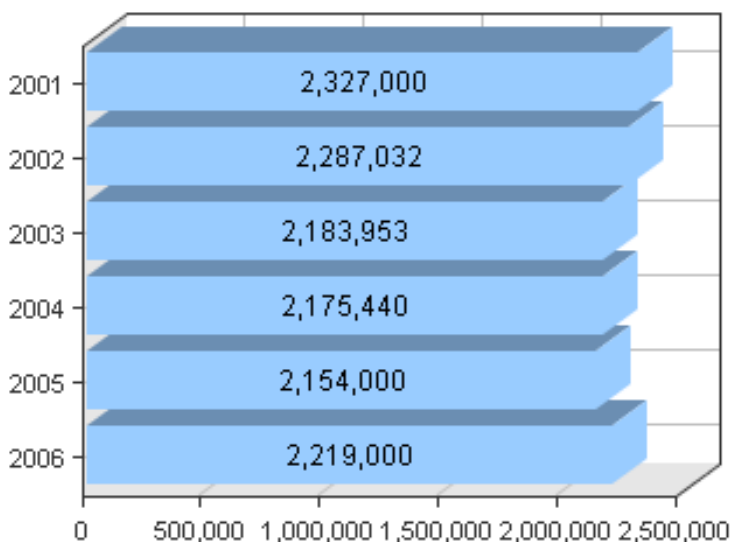


Weddings

Wedding Numbers 2000 - 2006. The average marriage age is 25-30. Starting in 2000 we saw a decrease in weddings due to a decrease in population of average marriage age. 2005 looks to be the bottom of that curve and 2006 should begin an increase in marriages. While estimates for 2006 do not include civil unions, certain states have begun to recognize civil unions as marriages and we may see some increase in those areas.

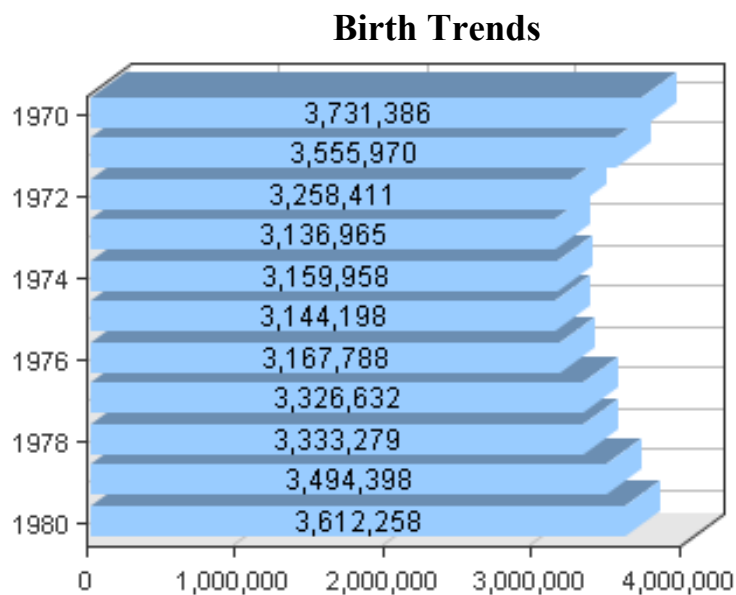
Year	Weddings	% Chg
2001	2,327,000	
2002	2,287,032	- 1.72%
2003	2,183,953	- 4.51%
2004	2,175,440	- 0.39%
2005	2,154,000	- 0.99%
2006	2,219,000	3.02%

Weddings



Birth Trends 1970 - 1980 showing relationship between decline in weddings and expected increase in weddings.

1970 3,731,386
 1971 3,555,970
 1972 3,258,411
 1973 3,136,965
 1974 3,159,958
 1975 3,144,198
 1976 3,167,788
 1977 3,326,632
 1978 3,333,279
 1979 3,494,398
 1980 3,612,258



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2006 U.S. Market Estimates

The 2006 U.S. Wedding Market is expecting slow growth. 2,219,000 weddings are estimated with an average wedding cost of \$26,400.00. The estimated market value for items directly associated with weddings is expected to reach \$58,581,600,000.00, including direct and indirect items the total estimated market value could reach \$139,793,272,080.00.

U.S. - Est Wedding Market Details

Weddings	2,219,000	Weddings at Hotel/County Club	1,575,490
Avg Wedding Price	\$26,400.00	Paid by Brides Parents	599,130
Market Value	\$58,581,600,000.00	Paid by Bride & Groom	599,130
Wedding Trend: expecting slow growth		Paid by Both Sets of Parents & Bride & Groom	332,850
First-Time Weddings	1,664,250	Paid by Both Sets of Parents	155,330
Outdoor Weddings	332,850	Paid by Other Combinations	532,560
Indoor Weddings	1,886,150		

U.S. - Est Wedding Prices		U.S. Est Prices - Wedding Related	
Category	Avg Price	Category	Price
Ceremony Accessories	\$158.00	Engagement Ring	\$3,221.00
Officiate Fee/Donation	\$261.00	Honeymoon	\$2,371.00
Ceremony Location Fee	\$261.00	Gifts from Guest	\$5,507.00
Rehearsal Dinner	\$911.00	Furniture & Household Items	\$2,268.00
Cake & Cutting Fee	\$655.00	Automotive	\$12,408.00
Beverages Bartender	\$2,096.00	Insurance	\$6,072.00
Food Service	\$7,334.00	Financial Services	\$4,752.00
Reception Venue/Rentals	\$2,096.00	Total Market Value	\$139,793,272,080.00
Groom Accessories	\$106.00		
Groom Tux/Suit	\$158.00		
Pre-wedding Pampering	\$106.00	U.S. - Est Bridal Consultant Fees	
Hair & Makeup	\$106.00	Bridal Consultant Fee at 10%	\$2,640.00
Bride Accessories	\$261.00	Bridal Consultant Fee at 15%	\$3,960.00
Headpiece/Veil	\$261.00		
Dress & Alterations	\$1,571.00	U.S. - Est Weddings by Month	
Ceremony Site Decorations	\$367.00	January	148,673
Reception Decorations & Centerpieces	\$1,048.00	February	139,575
Boutonnieres & Corsages	\$185.00	March	151,780
Flower Girl Flowers	\$53.00	April	153,777
Bridesmaid Bouquets	\$261.00	May	186,396
Bride Bouquet	\$158.00	June	219,015
Reception band/disc jockey	\$1,571.00	July	236,324
Cocktail hour musicians	\$261.00	August	230,332
Ceremony musicians	\$261.00	September	227,226
Additional Prints/Videos	\$261.00	October	195,716
Videographer Fee	\$1,309.00	November	168,200
Photographer Fee	\$1,571.00	December	161,987
Other Stationery	\$132.00		
Invitations & Reply Cards	\$655.00	U.S. - Est Weddings by Culture	
His & Her Rings	\$1,309.00	White	1,738,808
Bride/Groom Hotel	\$132.00	African American	179,295
Guest Shuttle/Parking	\$261.00	American Indian	54,366
Limo/Car Rental	\$393.00	Asian	48,596
Parent Gifts	\$132.00	Hispanic	149,117
Favors	\$393.00	Other	48,818
Attendant Gifts	\$261.00		

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About the Estimates - Estimates are compiled from research data published by the sources listed below. Estimates use demographic and economic data to predict weddings, prices and trends. Estimates do not include civil unions / gay weddings unless reported to the state as a marriage. Estimates are rounded. This report only includes locations that estimated to more than 100 weddings.

Sources of Data

- National Center for Health Statistics
- HUD
- U.S. Census Bureau
- U.S. Department of Labor
- Congressional Budget Office
- Office of Federal Housing Enterprise Oversight
- Same-Sex Weddings The Gay-Marriage Windfall: \$16.8 Billion, Aude Lagorce
- Tie the knot without busting your budget, Jennifer Mulrean
- Wedding & Honeymoon Statistics, Susan Breslow Sardone
- Wedding 2002: Trends and Trivia
- The Knot
- The American Bridal Report from Fairchild Bridal Group

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