

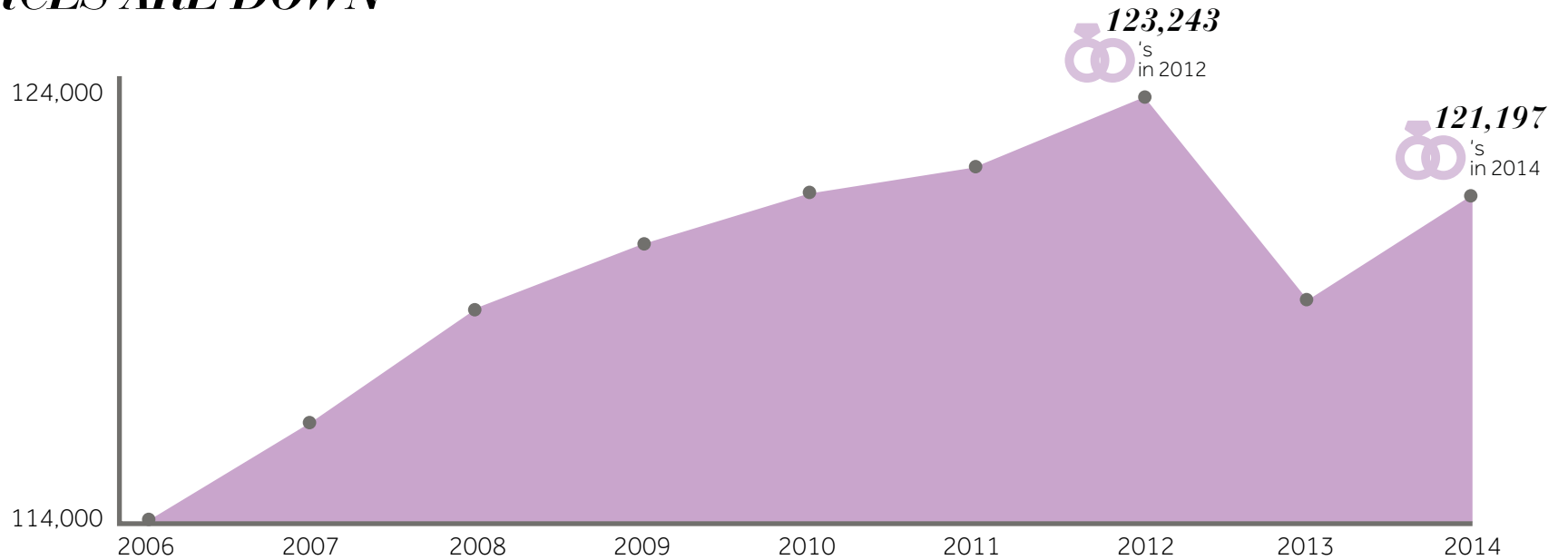
Modern Wedding®

REPORT 2016

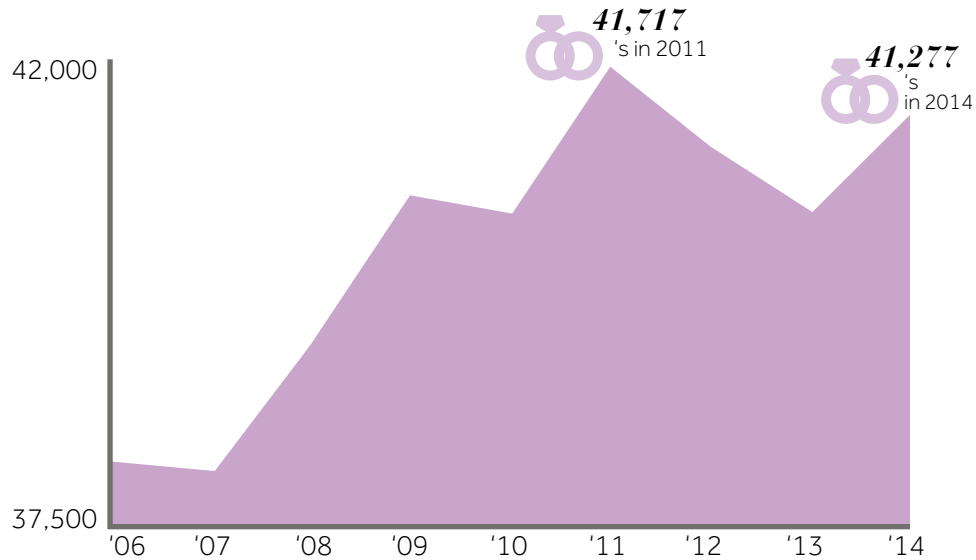


WEDDINGS ARE UP DIVORCES ARE DOWN

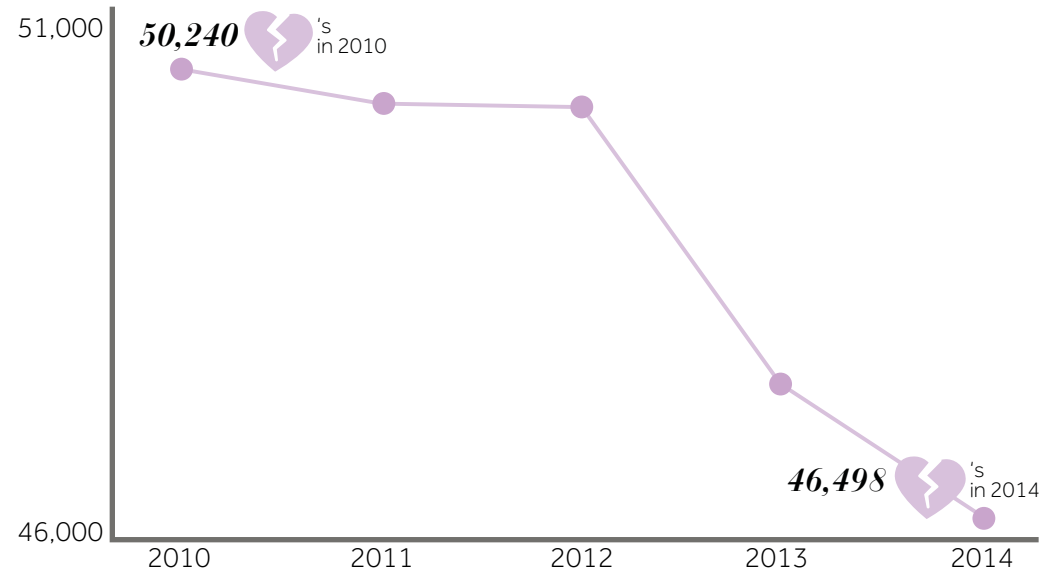
Marriages in Australia 2006-14



Marriages in NSW 2006-14

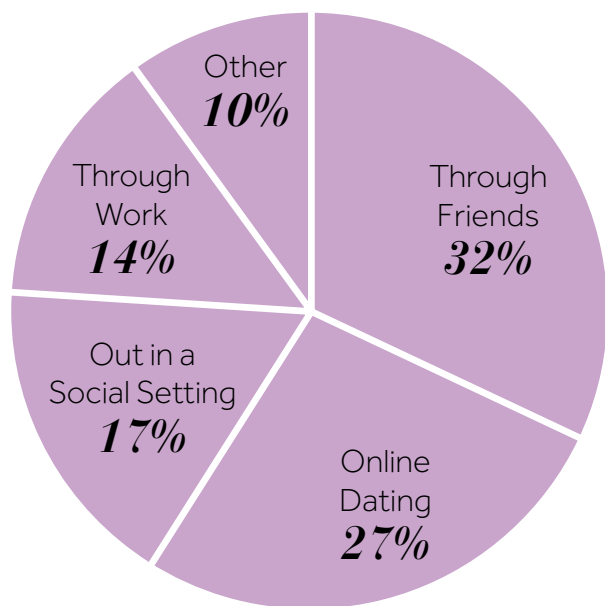


Divorces in Australia 2010-14



ENGAGEMENT

How Couples Meet



MOST POPULAR DAYS TO GET ENGAGED

1. Christmas Day
2. Valentine's Day
3. Christmas Eve
4. New Years Day
5. Saturday before Christmas
6. New Years Eve

38% OF ENGAGEMENTS HAPPEN BETWEEN **DECEMBER** & VALENTINE'S DAY

80% of couples COHABIT **BEFORE** engagement.

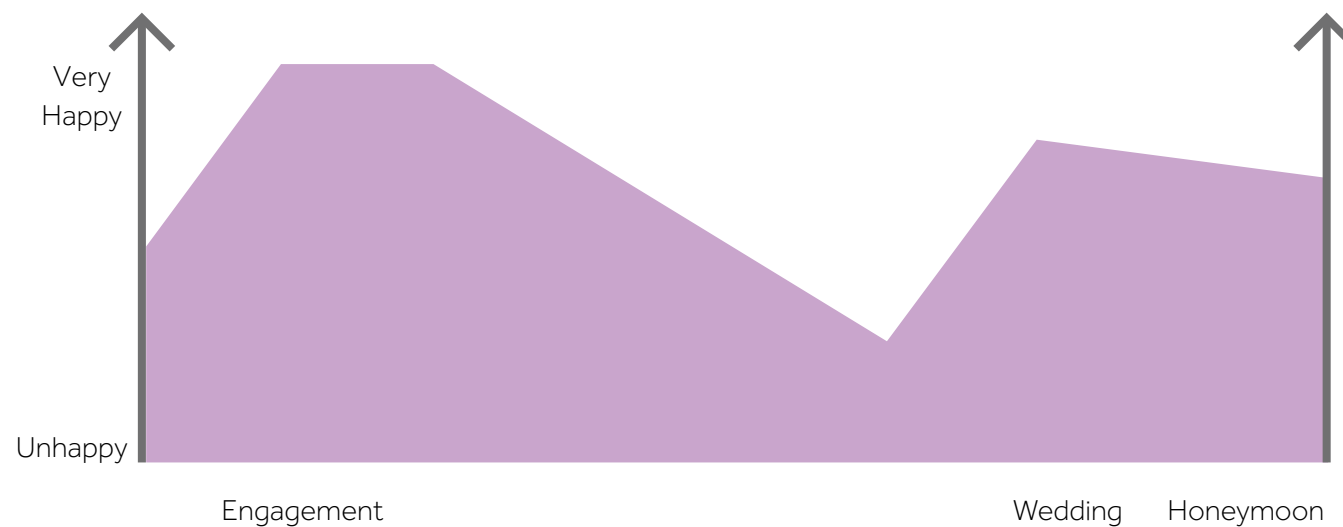
30% of brides have a **WEDDING** pinterest board **BEFORE** ENGAGEMENT!

AVERAGE ENGAGEMENT **14 MONTHS** AND GROWING!

STAGES OF *WEDDING PLANNING*

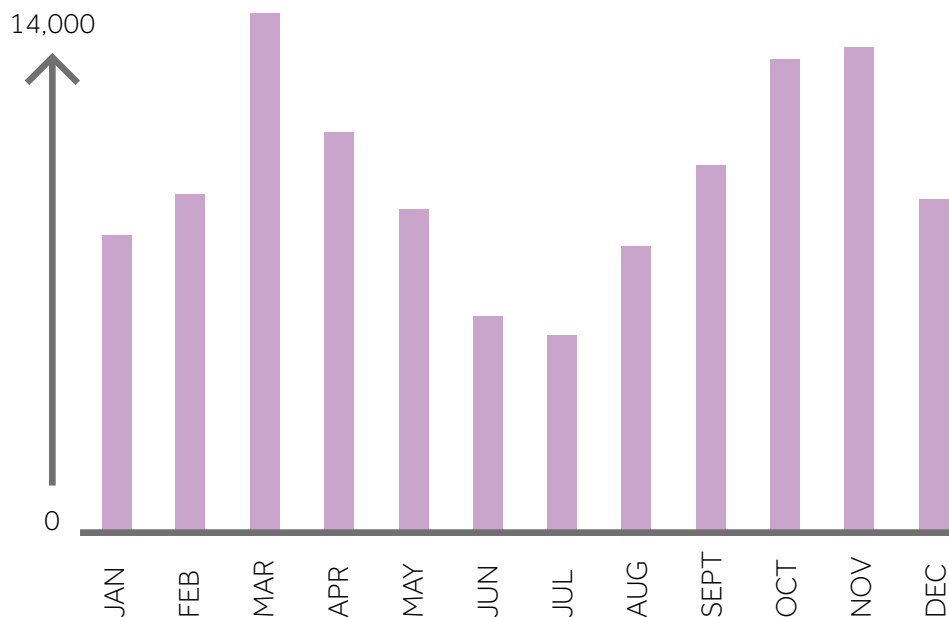
1. Pure Joy
2. Bewilderment
3. Determination
4. Overconfidence
5. Details, details, details
6. Enjoyment

The Happiness Scale



WHEN DO THEY SAY 'I DO'?

Weddings by Month 2014



Weddings by Day 2014

SATURDAY	FRIDAY	SUNDAY	WEEKDAY
<u>55.2%</u>	<u>14.2%</u>	<u>13.8%</u>	<u>16.8%</u>

MOST POPULAR DAY APRIL 12
2,056 WEDDINGS

LEAST POPULAR DAY DEC 2
45 WEDDINGS

•••
 MEDIAN AGE OF
BRIDE
 29.6 YEARS
 •••

•••
 MEDIAN AGE OF
GROOM
 31.5 YEARS
 •••

*W*HERE DO THEY GET THEIR INFORMATION?

*P*URPOSE

85% Wedding Magazines	—————	Ideas, Inspiration, products and suppliers
89% Wedding Websites	—————	Suppliers, Planning tools, Information
91% Supplier Websites	—————	Detailed information and prices
32% Bridal Expos / Events	—————	Compare vendors and prices. Ideas, samples
93% Facebook	—————	Community, connection, ideas, promotions
67% Instagram	—————	Visual Ideas, connection, dreams!
54% Pinterest	—————	Visual Ideas, building themes and plans
13% Twitter	—————	Celebrity Weddings, instant news

HOW THE MODERN BRIDE *PLANS HER WEDDING*

IT STARTS WELL BEFORE
ENGAGEMENT!

IS VERY MUCH A
‘VISUAL’ SEARCH

WANTS IDEAS AND
INSPIRATION
TO MAKE HER WEDDING
DIFFERENT

HOW TO *WIN HER BUSINESS*

TRUST

BE RESPONSIVE

PERSONALISE

ENHANCE THEIR IMAGE

SHARE THE JOY

*T*HE WEDDINGDAY

AVERAGE BRIDAL PARTY = **8**

THE CEREMONY - THE SERIOUS PART

74% OF WEDDINGS ARE CONDUCTED BY **MARRIAGE CELEBRANTS**

THE RECEPTION - THE "PARTY OF A LIFETIME"

AVERAGE NUMBER OF GUESTS = **110**

*C*URRENT *TRENDS*

LOOK AFTER
THE GUESTS

INCORPORATE
TECHNOLOGY

POINTS OF
DIFFERENCE

IS IT
INSTAGRAMABLE?