



# AMERICAN EXPRESS SPENDING & SAVING TRACKER

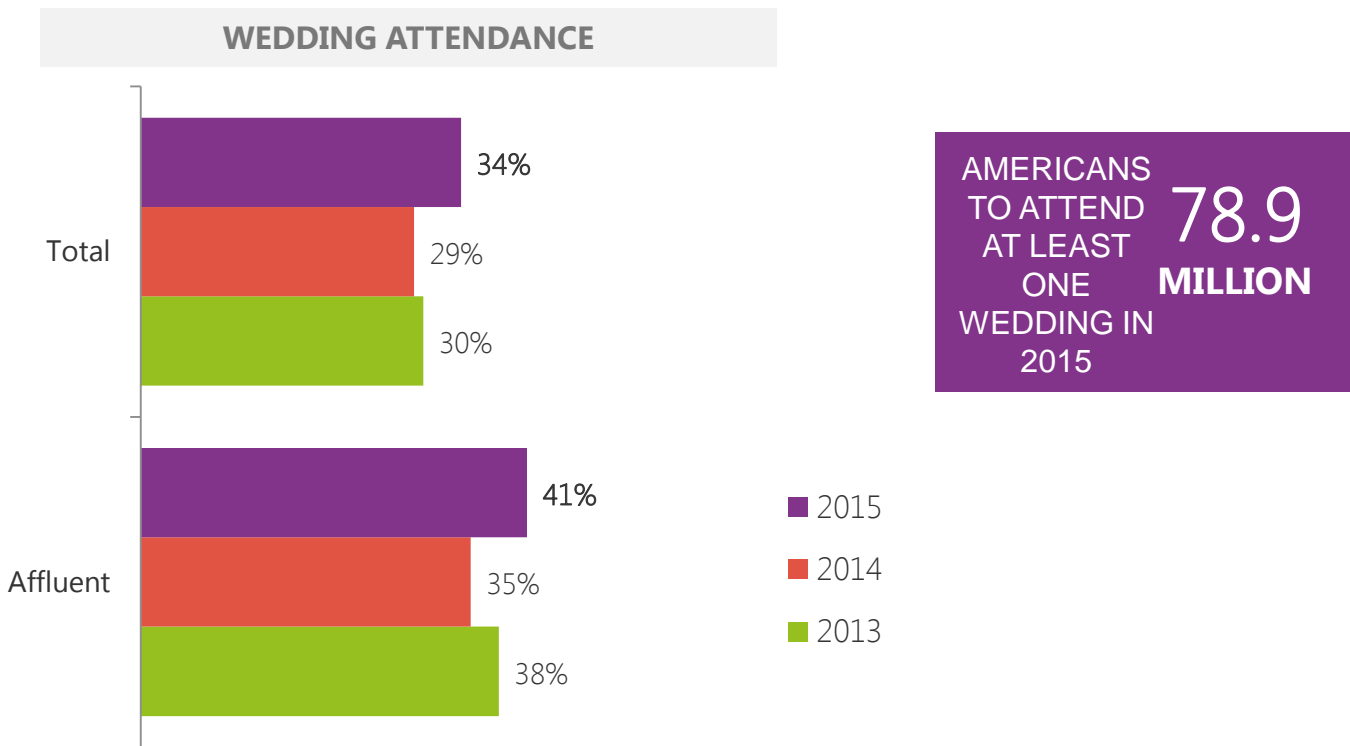
WHEN OTHERS SAY "I DO," YOUR WALLET WILL TOO

**ebiquity**

Data-driven insights

# WEDDING ATTENDANCE EXPECTED TO RISE THIS YEAR

More than one-third of consumers overall have plans to attend wedding in 2015 (34% vs. 29% in 2014).

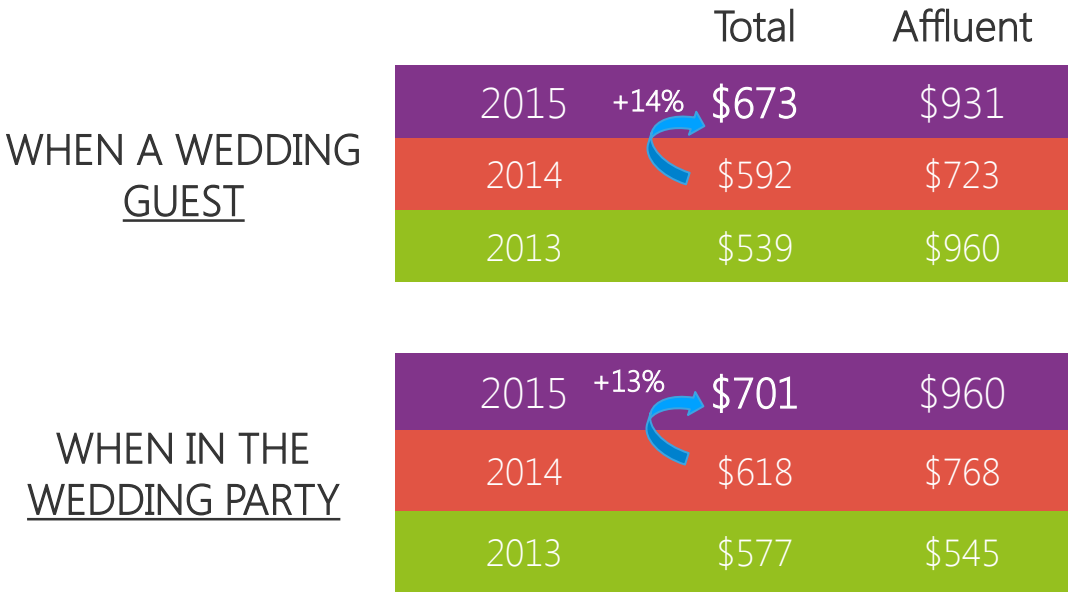


Q.29. How many weddings do you plan on attending in all of 2015?  
Base: Total respondents  
Wedding attendance ( 78,9) is calculated on a population of 234 million U.S. adults

# OVERALL COSTS TO ATTEND A WEDDING ARE ALSO RISING

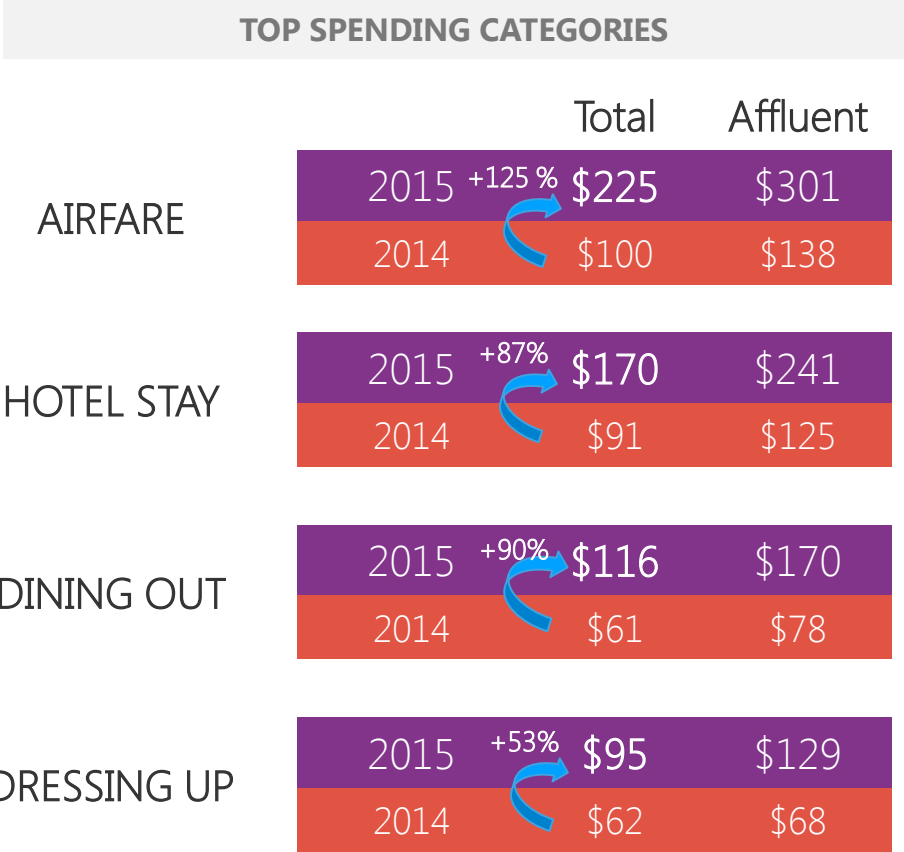
Overall a typical wedding will cost \$673 as a guest (+14% vs. 2014) and \$701 when in the wedding party (+13% vs. 2014).

## OVERALL AVERAGE COSTS EXPECT TO SPEND PER WEDDING



Q.34 How much do you estimate the typical wedding costs you to attend (clothes, travel and other wedding related expenses)?  
Base: Total respondents  
Wedding attendance ( 78,9) is calculated on a population of 234 million U.S. adults

# WEDDING EXPENSES INCREASE FOR ALL TOP CATEGORIES



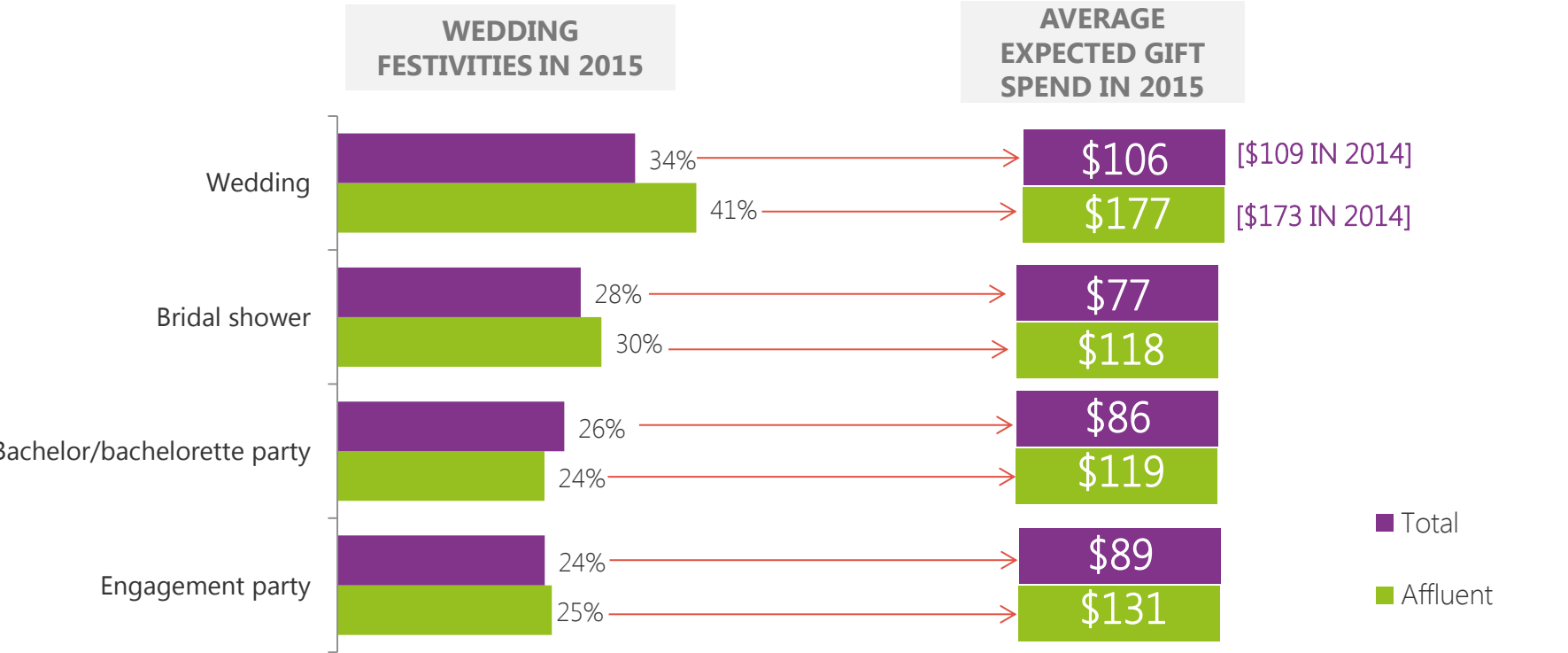
Q.34 How much do you estimate the typical wedding costs you to attend (clothes, travel and other wedding related expenses)?

Base: Total respondents

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# THE GUESTS THAT KEEP ON GIVING

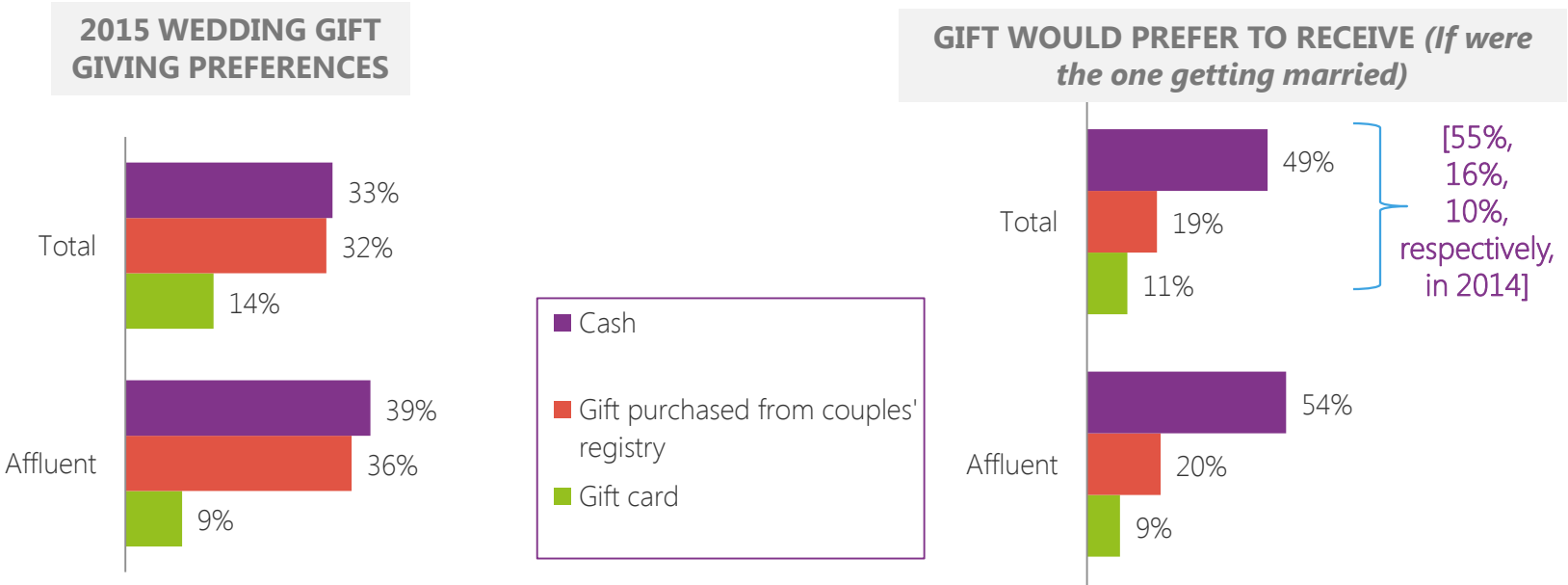
More than one-third (34%) plan to attend at least one wedding this year, but for some wedding celebrations continue. That is, roughly one-quarter will attend a bridal shower (28%), bachelor or bachelorette party (26%), and engagement party (24%) this year. Overall, the average wedding gift spend is \$106, and other gifts will costs – bridal shower (\$77), bachelor/bachelorette (\$86) and engagement (\$89).



Q.29. How many weddings do you plan on attending in all of 2015? / Q.33 How much do you estimate you spend on the average wedding gift? [overall gift spend]  
Q.N5 [NEW IN 2015] How many of the following will you attend in 2015?/ On average, how much do you expect to spend on gifts?

# WHEN IT COMES TO GIVING A WEDDING GIFT, CASH EDGES AHEAD OF A COUPLES' REGISTRY WISH LIST

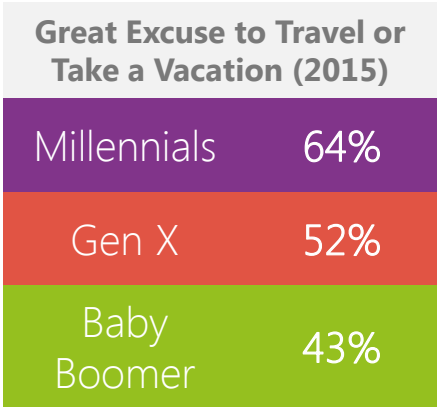
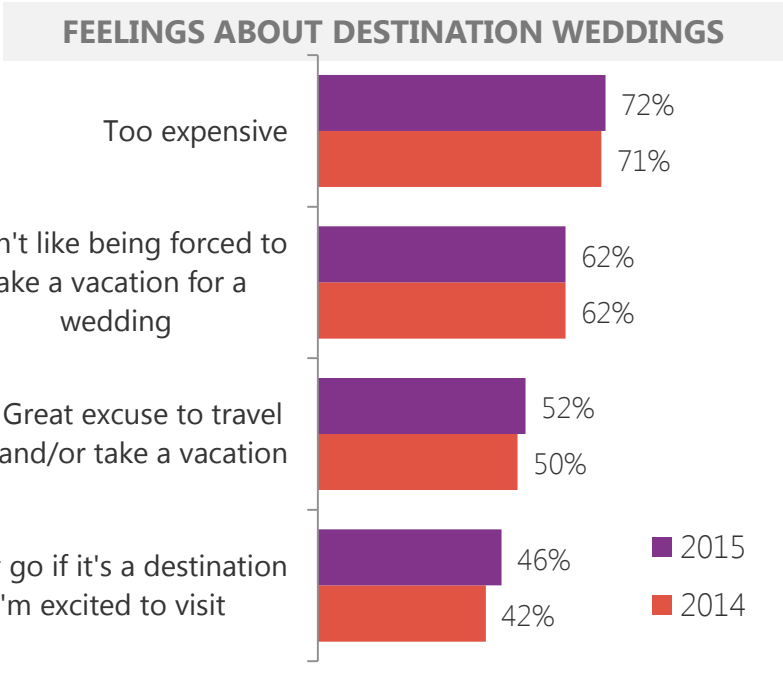
One-third of consumers prefer to give a gift of cash or from the couples' registry (33% and 32%, respectively). While about one-half (49%- down from 55% in 2014) prefer to receive cash if they were the recipient. About one-in-five (19% - up from 16% in 2014) favor a gift from their registry.



Q.30 Which of these do you prefer giving as a wedding gift?  
Q.31 Which of these would you prefer receiving as a wedding gift if you were getting married?  
Top 3 preferences illustrated  
Base: Total respondents

# DESTINATION WEDDINGS NOT A FAVORITE FOR MOST

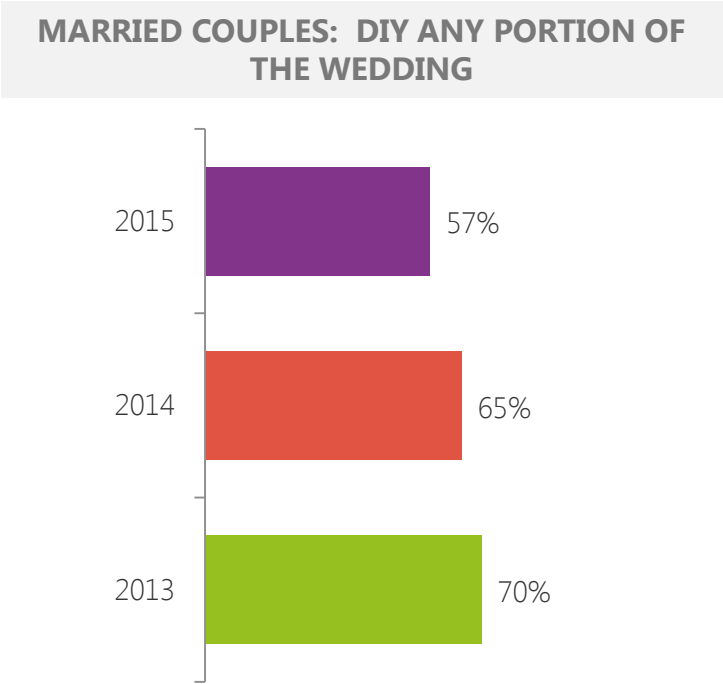
While weddings transportation and travel costs are increasing in for guests (+49%) – it's not surprising that more consumers have a negative perception of destination weddings than positive. Seventy-two percent feel destination weddings are too expensive to attend, followed by 62% who don't like being forced to take a vacation for a wedding. While significantly less feel destination weddings are a great excuse to travel (52%).



Q.34 Average expect to spend on airfare, hotel stay and transportation  
Q.35 How much do you agree or disagree with each of the following describing destination weddings? Destination Weddings - % Agree  
Base: Total respondents

# MOST COUPLES IMPLEMENT COST SAVING MEASURES BUT DIY IS DOWN FROM PREVIOUS YEARS

More than one-half (57%) of married couples say they did implement DIY cost saving measures for their wedding (down from 65% in 2014 and 70% in 2013).





# ABOUT THE AMERICAN EXPRESS SPENDING & SAVING TRACKER

The [American Express Spending & Saving Tracker](#) research was completed online among a random sample of 1,882 adults, including the general U.S. population, as well as an affluent demographic defined by a minimum annual household income of \$100,000. Interviewing was conducted by Ebiquity between February 25 – March 3, 2015. The results have an overall margin of error of +/- 2.3 at the 95 percent level of confidence.

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Data-driven insights