



# LGBTQ WEDDINGS: UNDERSTANDING TODAY'S COUPLES

An overview on industry data from WeddingWire's WedInsights

## LGBTQ COUPLES BY THE NUMBERS

Prior to the legalization of same-sex marriage in 2015, LGBTQ couples were marrying older, having smaller ceremonies and including fewer people in their wedding party. Today, guest count is up by 7 since the Supreme Court's 2015 ruling in favor of marriage equality, and an increase in parental acceptance and financial support are helping to drive more elaborate nuptials.

LGBTQ COUPLES	2017	2016	2015
Average age	34	35	35
Average number of guests	107	100	100
# of wedding party members	7	7	6
# of vendors hired	11	11	12
Asked for parents blessing	42%	33%	27%

Prior to 2013, **63%** of same-sex couples had **0-3** wedding party members and the average guest list was 65 people.\*

## TOP 5 BIGGEST CHALLENGES

- DETERMINING BUDGET AND GUEST SIZE
- MAKING DECISIONS
- KEEPING TRACK OF EXPENSES
- KNOWING YOU'RE ON THE RIGHT TRACK WITH PLANNING
- FINDING VENDORS

## CHALLENGES AND VENDOR DISCOVERY

Setting budgets, finding vendors and "knowing you're on the right track" are some of the biggest challenges for both LGBTQ and opposite-sex couples when planning for their weddings. While acceptance of same sex couples has increased, fear of rejection based on sexual orientation remains a unique challenge faced by LGBTQ couples during planning.

Recommendations from family and friends are highly regarded by all couples for finding wedding professionals, though search engines and wedding website vendor directories are also regularly used. When it comes to finding the ceremony and/or reception venue, 1 in 3 LGBTQ couples first look to wedding-websites.

## TRENDS & TRADITIONS

LGBTQ couples are influencing trends now seen among opposite-sex weddings (such as mixed-gender wedding parties and creating their own vows) – but they're also incorporating trends that have stood the test of time into their big day, including a first dance or cake-cutting ceremony. Keep in mind that trends also differ between lesbian couples and gay grooms. Research to-date indicates lesbian couples are more likely to incorporate traditional elements like a first dance or one person changing their last name.\*

TRENDS	SAME-SEX	OPPOSITE-SEX
Lived with partner prior to getting married	85%	76%
Performed first dance	77%	87%
Created your own vows	61%	39%
Had friend/family member officiate	51%	43%
Had a cake-cutting ceremony	46%	82%
Jointly picked out ring together	45%	26%
Spent the night apart before wedding	41%	68%
Created an alternative registry (ex. honeymoon fund)	32%	25%
Ceremony held in place of worship	10%	24%

## EVOLUTION OF LGBTQ WEDDING SPEND

LGBTQ couples spend nearly \$25 more per guest (at \$245 a head) than the average opposite-sex couple, based on an overall total wedding ceremony/reception cost of \$26,000. Furthermore, their total wedding spend has gradually increased and same-sex couples are receiving much more financial support from their parents than five-years ago.

## SAME-SEX COUPLES WHO PAY FOR ALL/MAJORITY OF WEDDING

