



PARENTS FINANCIAL CONTRIBUTION FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

PARENTS ARE PAYING FOR THE MAJORITY

Combined, the couple's parents contribute roughly \$19,000 to the wedding, which is 67% of the total cost – the average wedding costs roughly \$28,000! In fact, 1/3rd of parents spend more on their child's wedding than what they initially budgeted.

Parents of the bride:
43% (\$12K)

Parents of the groom:
24% (\$7K)

Couple:
28% (\$8K)

Other:
5% (\$1K)

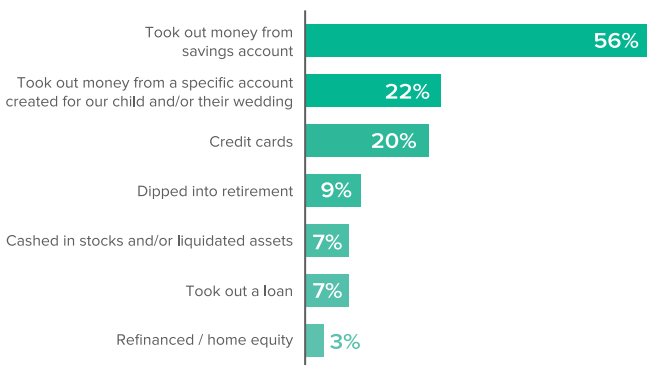
FUNDS ARE OFTEN PULLED FROM SAVINGS ACCOUNT

Roughly 60% of parents pull money out of their savings account to help pay for their child's wedding. Interestingly, parents of the groom are more likely to use their general savings account, whereas parents of the bride are more likely to take money out of a specific account created for their child's wedding.

PARENTS ARE MOST COMFORTABLE PAYING FOR SPECIFIC ITEMS

When it comes to who pays for what, over 55% of parents agree to pay for certain items/vendors. However, nothing in life is ever free. Over 80% of parents report being involved in the decision-making process and over 1/3rd of parents feel it's their right to voice their opinion since they're helping to pay.

WHERE PARENTS FIND THE CASH:



WHAT ITEMS/VENDOR'S PARENTS HELP PAY FOR:

Top 5	Parents of the Bride	Parents of the Groom
1	Wedding cake / 60%	Rehearsal dinner / 43%
2	Wedding dress / 58%	Catering / food 38%
3	Photographer / 52%	Groom tuxedo and/or suit 34%
4	Florist / 51%	Photographer / 33%
5	Ceremony / reception venue 49%	Ceremony / reception venue 30%



Among those parents who save specifically for their child's wedding, over 50% started saving when their child was between the ages of 11 - 20. However, about 42% of parents report not saving money specifically for their child's wedding, as other financial goals are more important such as general savings, child's education, home purchase and retirement.