



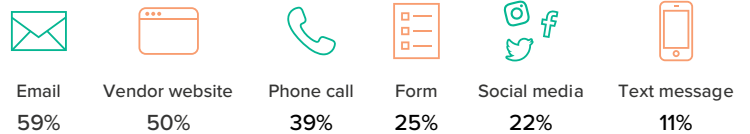
# COMMUNICATION FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

## COUPLES REACH OUT ONLINE

When it comes to reaching out to wedding vendors for the first time, couples prefer online communication - whether that be through email, their website, forms or social media. Less than 40% prefer to have their initial conversation over the phone.

### PREferred METHOD OF INITIAL CONTACT (SELECT ALL)



### PREferred COMMUNICATION BY DEMOGRAPHIC

Vendor	GenX		Millennials	
Florist	50%	25%	36%	37%
Venue	47%	28%	38%	38%
Photographer	41%	25%	33%	37%

## GEN X PREFERS PHONES

Once a couple has hired a vendor, most Gen X prefer to communicate by phone throughout the duration of the planning process, however Millennials are more evenly split between phone and email.

While social media and texting are common forms of communication in everyday life, couples are less interested in using these methods for communicating with their wedding vendors. The low usage of social/text suggests people are approaching planning in a traditional way.

## EXPECT FREQUENT COMMUNICATION

Most couples (roughly 40%+ depending on category) expect at least weekly communication with their wedding vendors during the planning process. More frequent communication is preferred for planners while transportation is less frequent.

### PREferred COMMUNICATION FREQUENCY

	Daily	Weekly	Few times a month	Monthly	Less often than a month
Planner	20%	40%	17%	13%	4%
Venue	13%	27%	23%	21%	14%
Photographer	12%	27%	20%	24%	15%
Officiant	13%	25%	22%	19%	20%
Florist	14%	25%	23%	17%	18%
Transportation	15%	18%	17%	19%	22%