

# Today's Wedding Trends & Traditions

A preview of WeddingWire's 2018 Newlywed Report

Notable shifts compared to 2 years ago...

GAINING MOMENTUM	COOLING DOWN
<p><b>59%</b> <b>+14%</b> Wedding party: females wearing different dresses</p> <p><b>40%</b> <b>+14%</b> Wedding party: mixed genders</p> <p><b>54%</b> <b>+10%</b> Setup a wedding hashtag</p> <p><b>63%</b> <b>+7%</b> Groom(s) dressed more casual than tuxedo</p> <p><b>61%</b> <b>+7%</b> Walked down aisle to non-classical music</p>	<p><b>70%</b> <b>-12%</b> Changing to partner's last name</p> <p><b>45%</b> <b>-12%</b> Begin honeymoon 1-2 days after reception</p> <p><b>75%</b> <b>-10%</b> Order of day: ceremony, cocktail hour, reception</p> <p><b>74%</b> <b>-9%</b> Had father-daughter and/or mother-son dances</p>

## STILL POPULAR

At least 8 in 10 couples still embrace these traditions:

- 87%** Performed a first dance
- 82%** Cake-cutting ceremony including feeding each other
- 80%** At least one of the couple wore white

**52%** **+8%**  
using a wedding planning app  
*(now a majority!)*

**85%** of couples say having unique or personalized wedding elements was a top priority/important

## NOTABLE GEOGRAPHICAL DIFFERENCES

West Coasters embrace personalized ceremony elements, while Midwesterners are most inclined to get married in a place of worship. New Englanders are more likely to forego traditions like asking permission and using a traditional registry (-10%). The best bet for open bar and a signature cocktail (+13%) is in the Mid-Atlantic.

### MOUNTAIN STATES

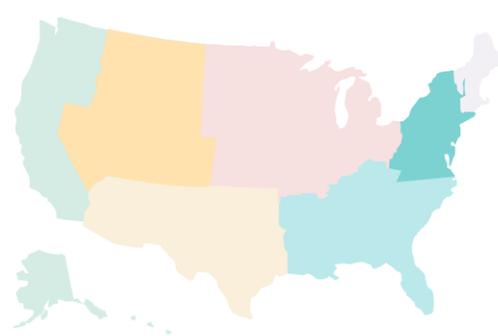
**-11%** Spent the night apart before wedding (US: 68%)

### WEST COAST

- +9%** Created own vows (US: 39%)
- +10%** Had friend/family officiate (US: 43%)

### SOUTHWEST

**+12%** Had bouquet toss (US: 50%)



### NEW ENGLAND

**-12%** Asked parents for blessing or permission (US: 67%)

### MID-ATLANTIC

**+13%** Had open bar (US: 68%)

### SOUTH

**+9%** Served wedding cake (US: 75%)

### MIDWEST

**+9%** Ceremony in place of worship (US: 24%)

## MILLENNIALS VS. GEN X

More than three-fourths of Millennials embrace these traditions and far exceed Gen X. Parents are significantly more involved in Millennial weddings – both day-of activities and financially.

\* Millennials born 1982-1996, Gen X born 1961-1981

	MILLENNIAL	GEN X	DIFFERENCE
There were father-daughter and/or mother-son dances	<b>79%</b>	<b>51%</b>	<b>29%</b>
Had separate bachelorette/bachelor parties	<b>78%</b>	<b>50%</b>	<b>28%</b>
The father of one/both of the couple escorted down the aisle	<b>77%</b>	<b>50%</b>	<b>27%</b>
Announced engagement via social media or a video	<b>76%</b>	<b>54%</b>	<b>21%</b>
At least one of the couple wore white	<b>83%</b>	<b>67%</b>	<b>16%</b>

Millennials are significantly **less** likely to pay for all/majority of the wedding themselves.

**-29%**

MILLENNIALS: **46%** GEN X: **75%**