

# Today's Wedding Trends & Traditions


A preview of WeddingWire's 2018 Newlywed Report

Notable shifts compared to 2 years ago...

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


## 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%

using a wedding planning app  
*(now a majority!)*

+8%

 **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	79%	51%	29%
Had separate bachelorette/bachelor parties	78%	50%	28%
The father of one/both of the couple escorted down the aisle	77%	50%	27%
Announced engagement via social media or a video	76%	54%	21%
At least one of the couple wore white	83%	67%	16%

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

**-29%**      **MILLENNIALS: 46%    GEN X: 75%**

Source: Survey among 2,716 couples married in 2017