About the survey

• 1,014 Americans participated in an online survey on April 2-10, 2012, to seek out and identify financial attitudes and behaviors regarding the costs of weddings and marriage.

• The 1,014 survey respondents represent a random sample of Americans selected from a consumer panel of individuals in the U.S. who have online access to the Internet.

• The margin of error in this survey is ±3.0%. This means that in 19 cases out of 20, survey results based on 1,014 respondents will differ by no more than 3.0 percentage points in either direction from what would have been obtained by seeking the opinions of all eligible individuals in the U.S. who are online.

• Research Now conducted this survey on behalf of TD Ameritrade Holding Corporation. Research Now and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other’s products and services.
Weddings: Who foots the bill?

Those who are **married or expect to marry** were asked how they paid/will pay for their wedding:

- Forty-three percent of those who are already married said they and/or their spouse paid, without the help of their parents. Sixty percent of those who expect to marry plan on paying the bill without help from mom and dad.

- Though not shown on this graph, wedding expenses were influenced by age. Forty-one percent of married respondents ages 18-34 shared the cost of their wedding with their parents, compared to 21 percent of married respondents ages 35-54. Just 28 percent of the younger couples paid for their wedding themselves, compared to 48 percent of those ages 35-54.
Cost of Weddings

- When it comes to wedding expenses; most married people (69%) said they paid less than $10,000.
- Forty-five percent of young people, ages 18-34, spent more ($10K to $30K) on their wedding.
- In addition to age, geographic location matters when it comes to wedding expenses:
  - Couples living in the Northeast (38%) were more likely to spend $10,000 to $30,000 on their wedding than those living in other parts of the country (South 18%, West 29%, Midwest 26%).

Among those planning for a future wedding:
- 46% plan to spend $10K or less
- 43% plan to spend between $10K and $30K
- 2% plan to spend $30K-$50K
- 2% plan to spend More than $50K

Base: Those who’ve had a wedding (n=693)  
May not total 100 because of rounding
Saving for the Big Day

“How far in advance did you start saving for your wedding?”

- Less than 1 month: 9%
- 1 to 6 months: 14%
- 6 to 12 months: 30%
- 1 to 2 years: 30%
- More than 2 years: 18%

Base: Those who paid at least in part for their wedding (n=437)

May not total 100 because of rounding
Bad Credit? Unemployed? No Problem.

*When considering marriage, which financial issues, if they impacted your fiancé, would be “deal breakers” or “cause for pause”?*

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**Base: Those who expect to marry (n=151)**
Deal Breakers by Gender

**Base:** Those who expect to marry (n=151)
Midwesterners: More likely to call things off or postpone the wedding due to a spouse’s financial issues

Base: Those who expect to marry (n=151)