



Weddingplan Survey Results 2011

This survey was based on the responses of over 500 couples who insured their wedding with Weddingplan.
Please note: Results have been rounded to closest whole percentage figure.



Weddingplan Survey Questions

- How long did it take to plan your wedding? [Slide 4](#)
- How far in advance did you purchase your wedding insurance? [Slide 5](#)
- Where did your wedding take place? [Slide 6](#)
- Where did you take your vows? [Slide 7](#)
- How many bridesmaids did you have? [Slide 8](#)
- What did you spend the most money on? [Slide 9](#)
- Roughly how much did you spend on your wedding overall (include honeymoon if applicable)? [Slide 10](#)
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- What song did you have for your first dance? [Slide 15/16](#)



Executive Summary

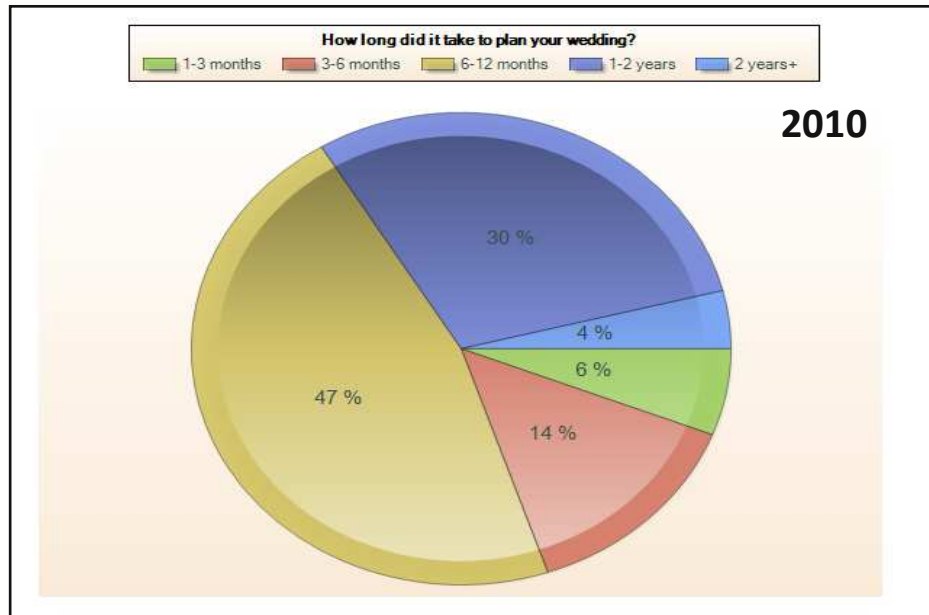
- The biggest change between 2010 and 2011 was the cost, with the average cost rising from £14,397.88 to £15,909.39, a 11% increase.
- Respondents told us that they began planning their wedding as far as 2 years in advance. However, the majority only purchased their insurance 6-12 months before the big day, with 18% leaving it as late as 3 months before their wedding in 2011.
- 11% told us that their wedding took place abroad.
- Couples spent the majority of their money on the venue, this was followed by the honeymoon.
- The biggest pre-wedding fears were the cancellation/rearrangement of the wedding followed by failure of suppliers. (Although we received *humorous responses relating to worries over the guests, best man and bridesmaids!*)
- Most popular first dance song in 2011 was Adele 'Make you Feel my Love'. In 2010 the most popular song was Take That 'Rule the World'. This seems to suggest that this choice mirrors popular music of the previous year.
- The most popular theme was Winter/Christmas, Although answers were widely varied and some couples opted for very unusual themes!

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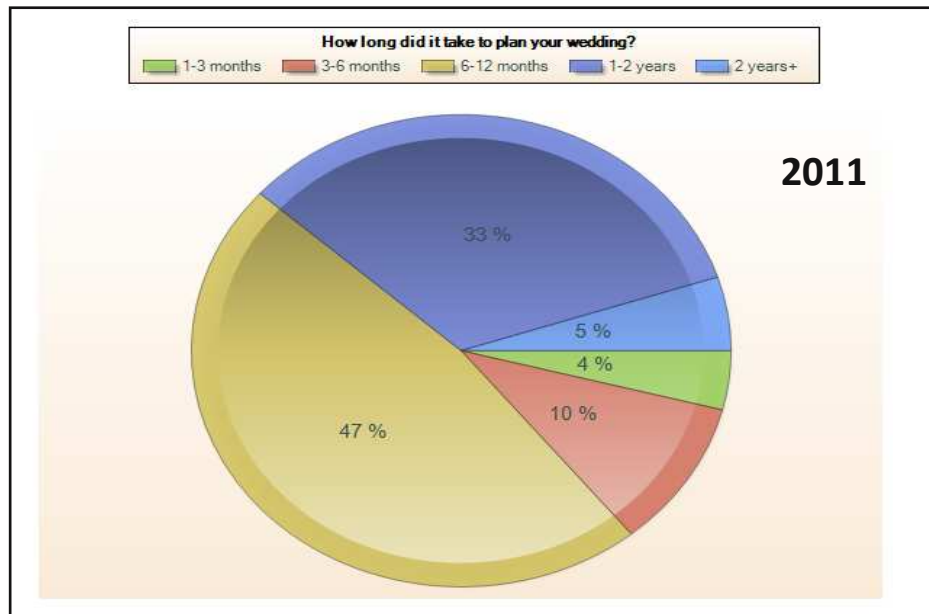
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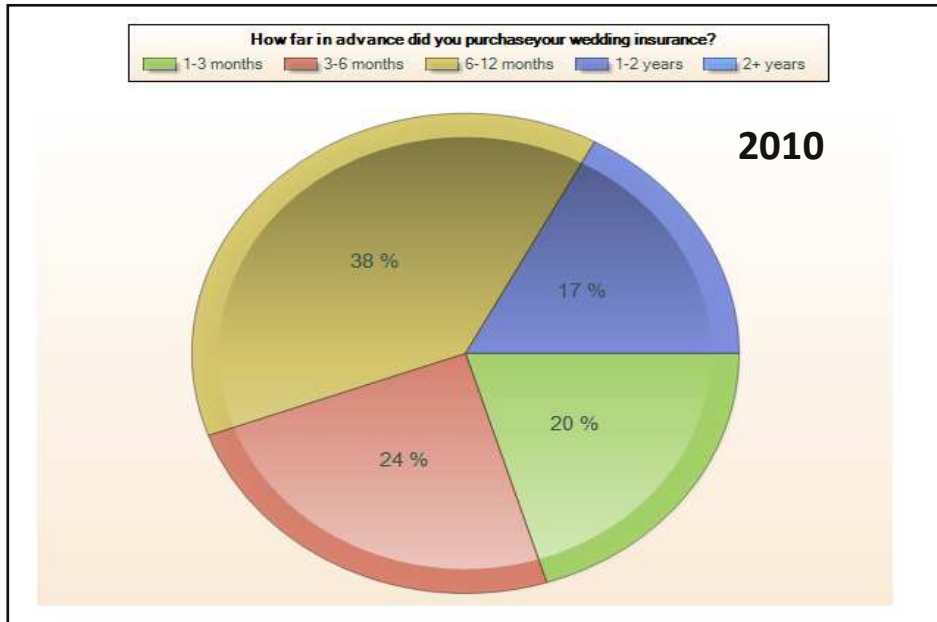
How long did it take to plan your wedding?



On average the survey shows that people usually take from 6 months to 2 years to plan their wedding, this has varied very little from the results seen in 2010.



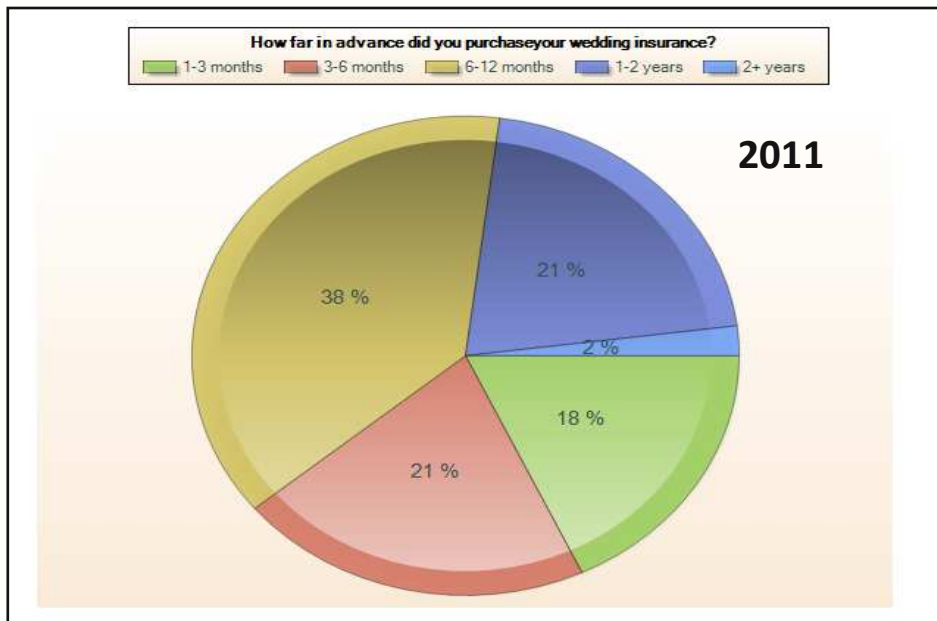
How far in advance did you purchase your wedding insurance?



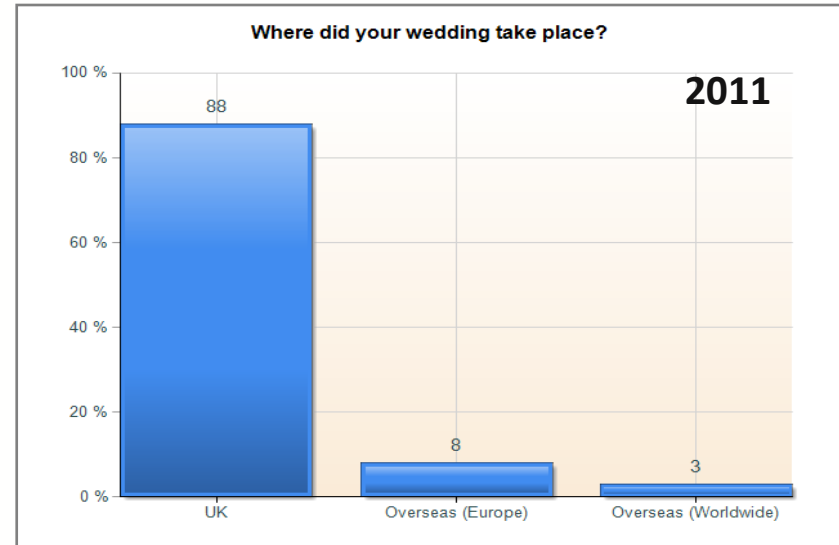
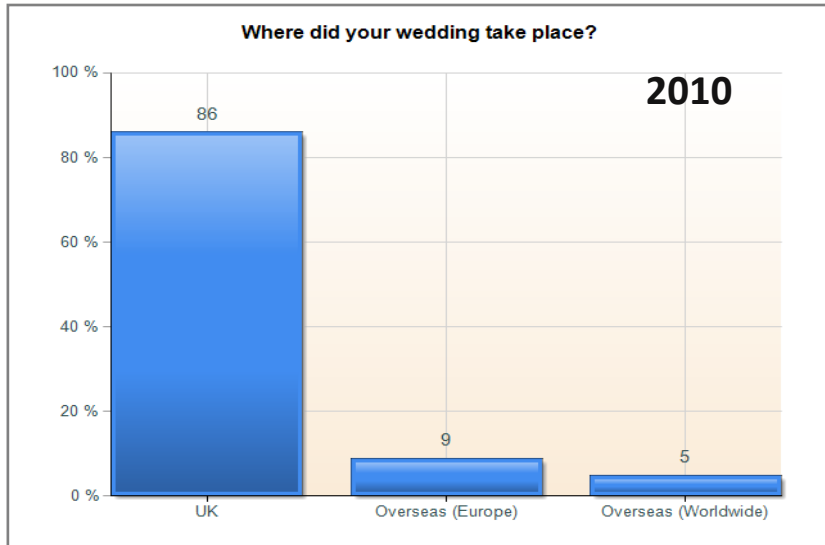
Although people seem to plan their weddings well in advance, they were not so eager to purchase wedding insurance.

18%-20% of couples only took out insurance 1-3 months before their big day.

This may suggest that people are unaware of wedding insurance or its benefits.



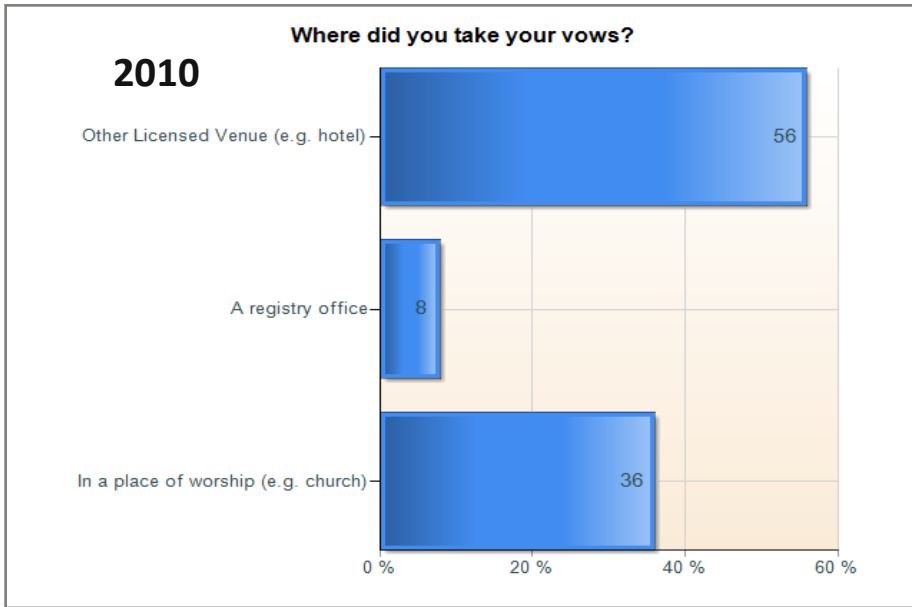
Where did your wedding take place?



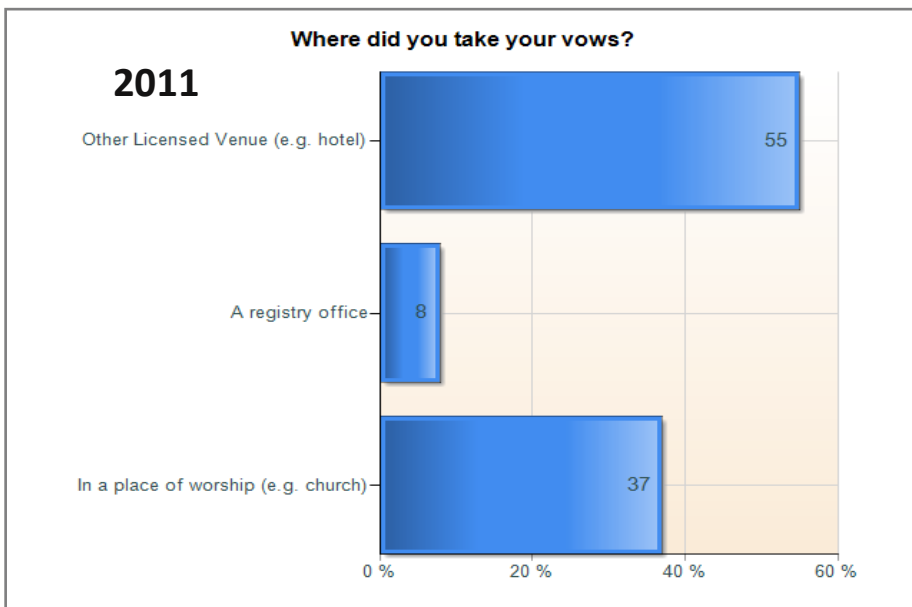
Where did your wedding take place?	
UK	86 %
Overseas (Europe)	9 %
Overseas (Worldwide)	5 %

Where did your wedding take place?	
UK	88 %
Overseas (Europe)	8 %
Overseas (Worldwide)	3 %

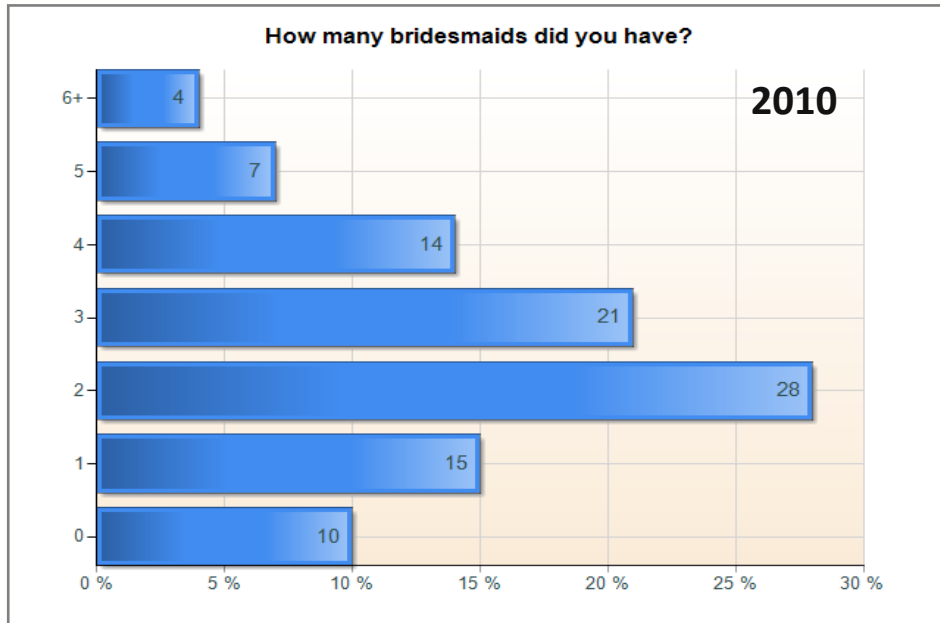
Where did you take your vows?



The majority of our respondents told us that their ceremony took place in a licensed venue as opposed to a place of worship or registry office.

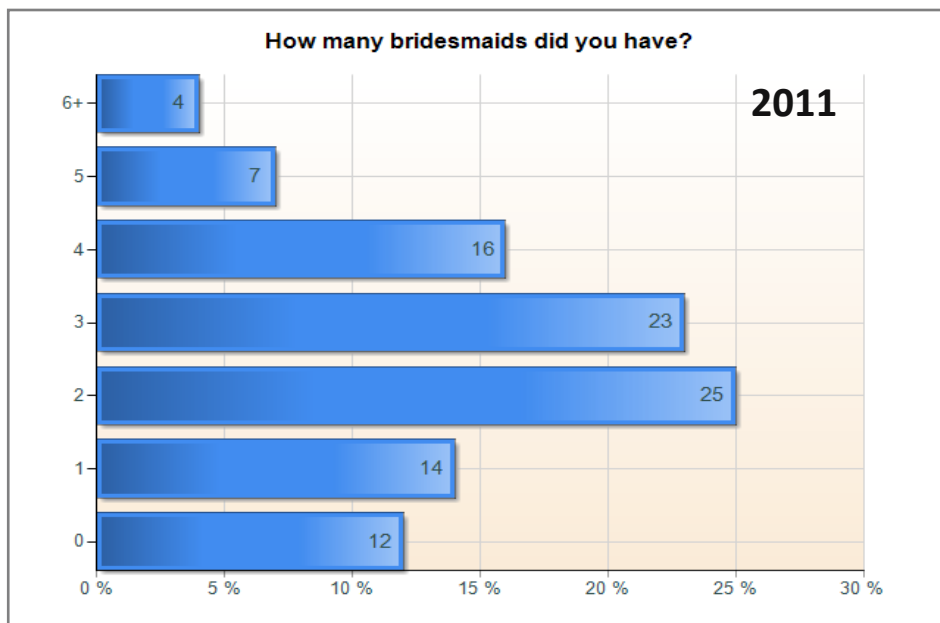


How many bridesmaids did you have?

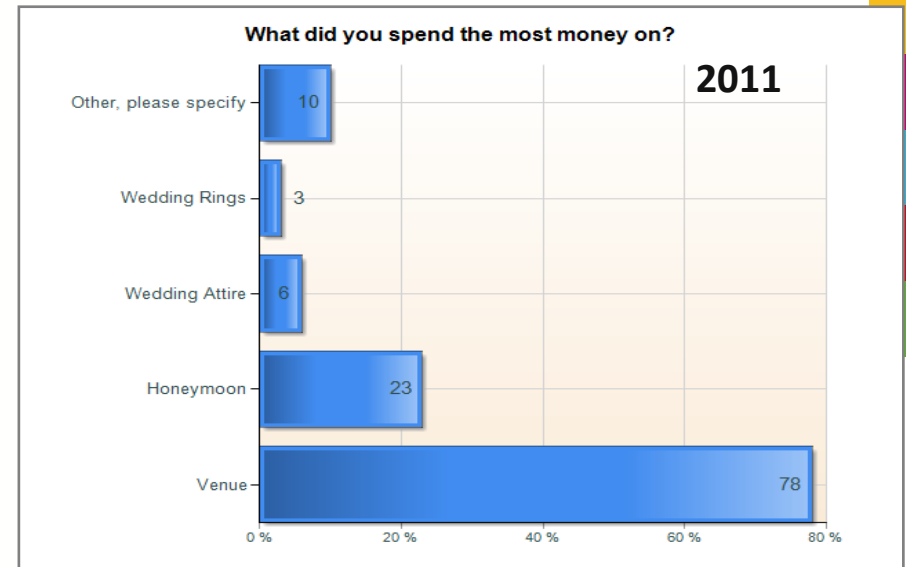
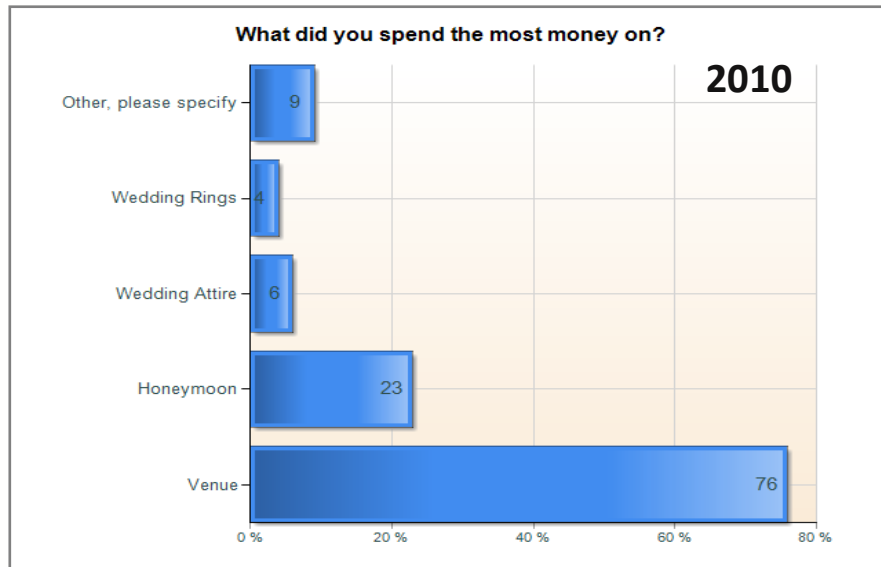


As we can see from the results the number of bridesmaids a couples have is varied.

The only real trend we can ascertain from this is that the majority of brides do choose to have at least one bridesmaid.



What did you spend the most money on?



What did you spend the most money on?	
Venue	76 %
Honeymoon	23 %
Wedding Attire	6 %
Wedding Rings	4 %
Other, please specify	9 %

What did you spend the most money on?	
Venue	78 %
Honeymoon	23 %
Wedding Attire	6 %
Wedding Rings	3 %
Other, please specify	10 %

The majority of respondents told us that they spent the most money on their venue.

A significant proportion (23%) spent the most on their honeymoon.

Respondents who chose the 'other' option overwhelmingly told us that they spent the most money on food and drink.

Roughly how much did you spend on your wedding overall (include honeymoon if applicable)?

Answers ranged from an economical £1000 to an extravagant £100,000!

And the average spend was:

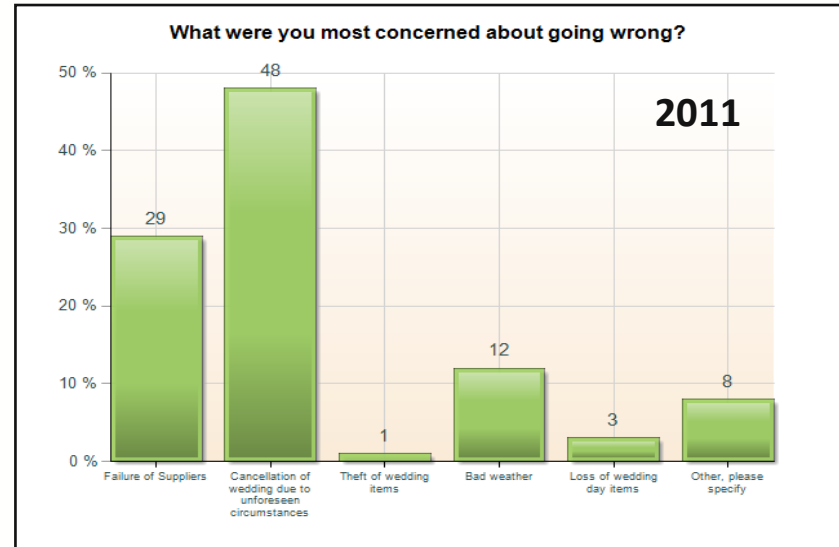
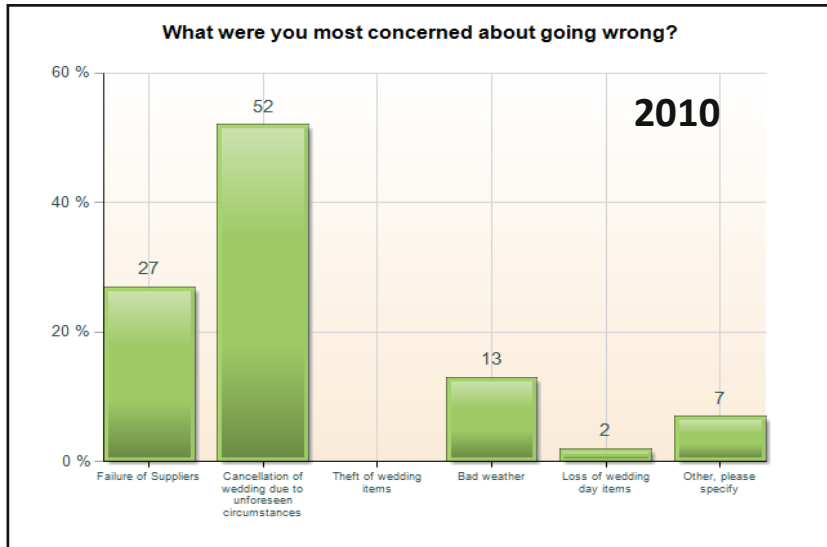
2010: £14,397.88

2011: £15,909.39

This means the average WeddingPlan customer should be opting for the Platinum product.



What were you most concerned about going wrong?



What were you most concerned about going wrong?	
Failure of Suppliers	27 %
Cancellation of wedding due to unforeseen circumstances	52 %
Theft of wedding items	0 %
Bad weather	13 %
Loss of wedding day items	2 %
Other, please specify	7 %

What were you most concerned about going wrong?	
Failure of Suppliers	29 %
Cancellation of wedding due to unforeseen circumstances	48 %
Theft of wedding items	1 %
Bad weather	12 %
Loss of wedding day items	3 %
Other, please specify	8 %

The majority of respondents (48%-52%) were most concerned about their wedding being cancelled due to unforeseen circumstances.

However, other answer included:

- Concerns over flight delays, damage to our luggage and also things going wrong with the suppliers we were using in Italy (form a couple who were getting married abroad)
- Things not going to plan on the day
- Future husband going to war
- Volcano Ash cloud causing delay as groom couldn't get to the UK
- Flights
- Old relatives dying and having to cancel the wedding
- Companies going bust or closing
- Illness of close relatives (parents) due to their age
- Damage to wedding items while in transit
- Overseas visitors not making it
- Reception venue closing / bankrupt

*Some couple's guests, best man and bridesmaids added to there worries – Well you know what they say...
"You can choose your friends but you can't always choose your wedding guest!"*

Concerns included:

- Best men being responsible for getting wedding dress to the venue
- Bridesmaid dresses not fitting as one of them gained a lot of weight in the months between purchase and the wedding
- People getting on

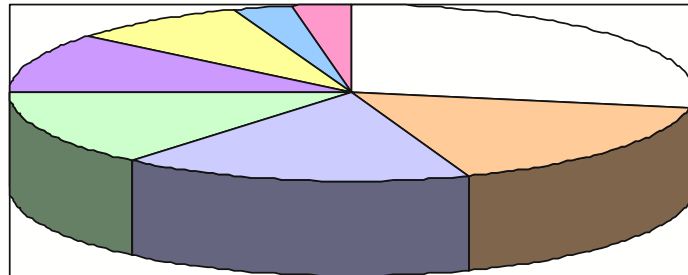
(please note many of these responses seem to be what actually went wrong rather than pre-wedding concerns!)



What was your theme?

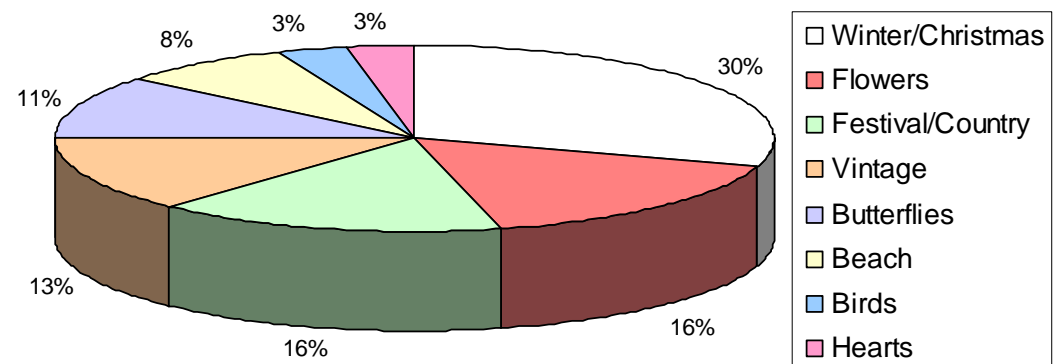


2010



- Winter/Christmas 30%
- Flowers 16%
- Festival/Country 16%
- Vintage 13%
- Butterflies 11%
- Beach 8%
- Birds 3%
- Hearts 3%

2011



- Winter/Christmas
- Flowers
- Festival/Country
- Vintage
- Butterflies
- Beach
- Birds
- Hearts

There was also a wide selection of themes, however what was surprising was the number of Winter/Christmas themed weddings.

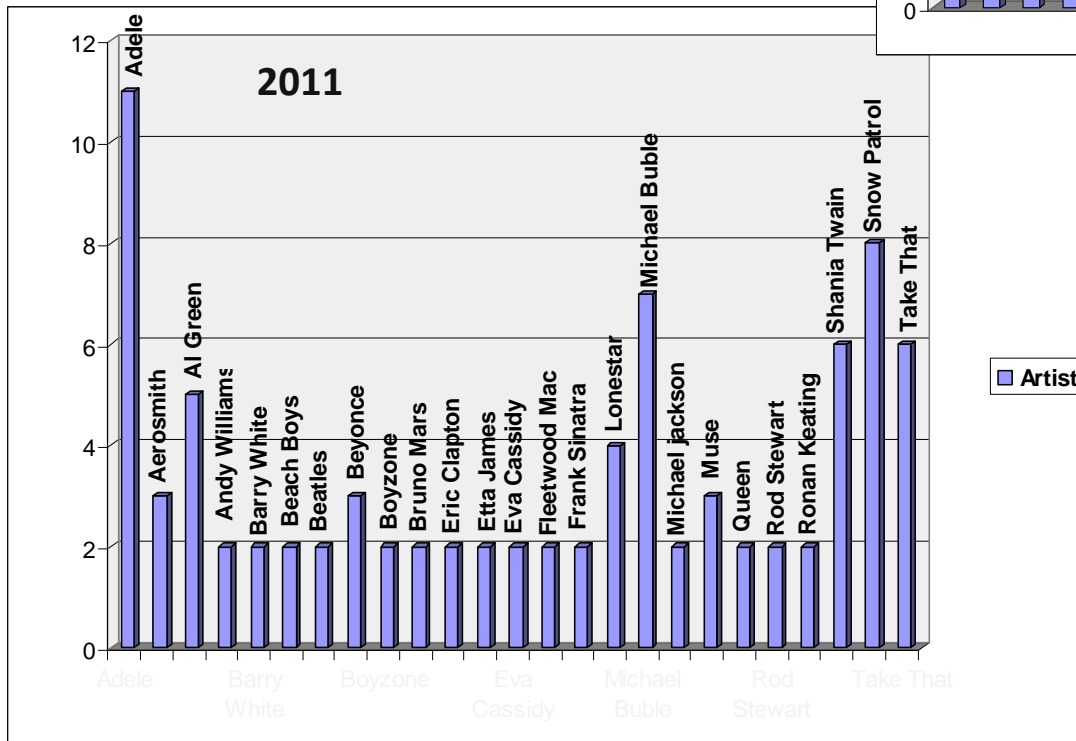
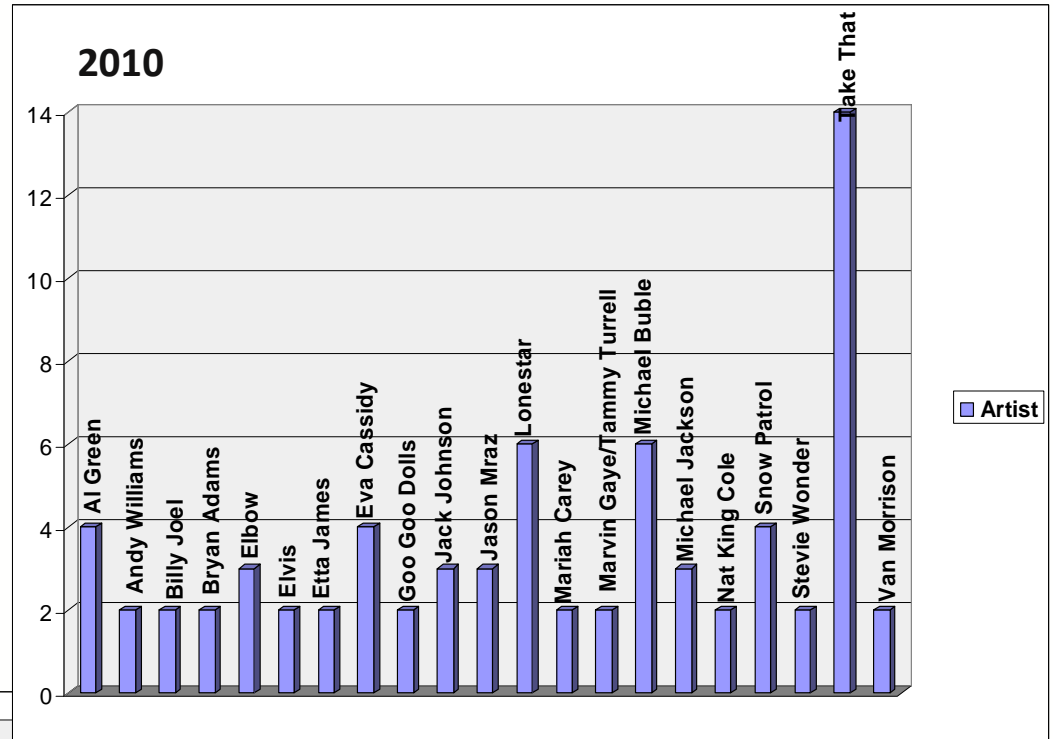
Some of the more Themes included:

- 1940's Blitz Theme
- Gunmetal grey
- Tropical but contemporary
- Agricultural theme with tractor transport
- Dark green railway theme
- Red and white with sea theme
- Hot pink military theme
- Birch tree theme
- Environmentally friendly



What song did you choose for your first dance?

We received a huge variety of different responses to this question showing that it's a very personal and individual choice. The most popular song for 2010 was 'Rule the World' by Take That and for 2011 it was Adele 'Make me Feel Your Love'. A surprisingly high number stated that they didn't have a first dance or couldn't remember! We've broken down the answers to show the most popular artists. Some are there for just one song, for example Lonestar with Amazed (*you know it: Every little thing that you do, Baby, I'm amazed by you...!!!*) where as some like Take That had several songs listed. As we can see from the results a huge number of respondents told us that they choose a Take That song for their first dance, also popular were Michael Buble, Lonestar, Snow Patrol and Al Green.



And here's a top 5 most popular first dance songs (complete with youtube link!)

1. Take That: Rule the World <http://www.youtube.com/watch?v=KII1ruAfvsg>
2. Adele: Make you Feel Your Love <http://www.youtube.com/watch?v=LLoyNxjhTzc&ob=av2n>
3. Snow Patrol: Chasing Cars <http://www.youtube.com/watch?v=GemKqzILV4w&ob=av2n>
4. Lonestar: Amazed <http://www.youtube.com/watch?v=x-skFgrV59A&ob=av2e>
5. Shania Twain: You're Still the One <http://www.youtube.com/watch?v=KNZH-emehxA&ob=av2e>



Some of the most original song choices were:

- Winter Wonderland
- Nothing Else Matters by Metallica
- I Often Dream of Trains by Robyn Hitchcock
- We did a medley of silly dances that lasted around 7 minutes and is available to view on YouTube
- The Time Warp - rocky horror picture show
- My husband 'doesn't dance' and so we opted for a quiz evening rather than dancing