



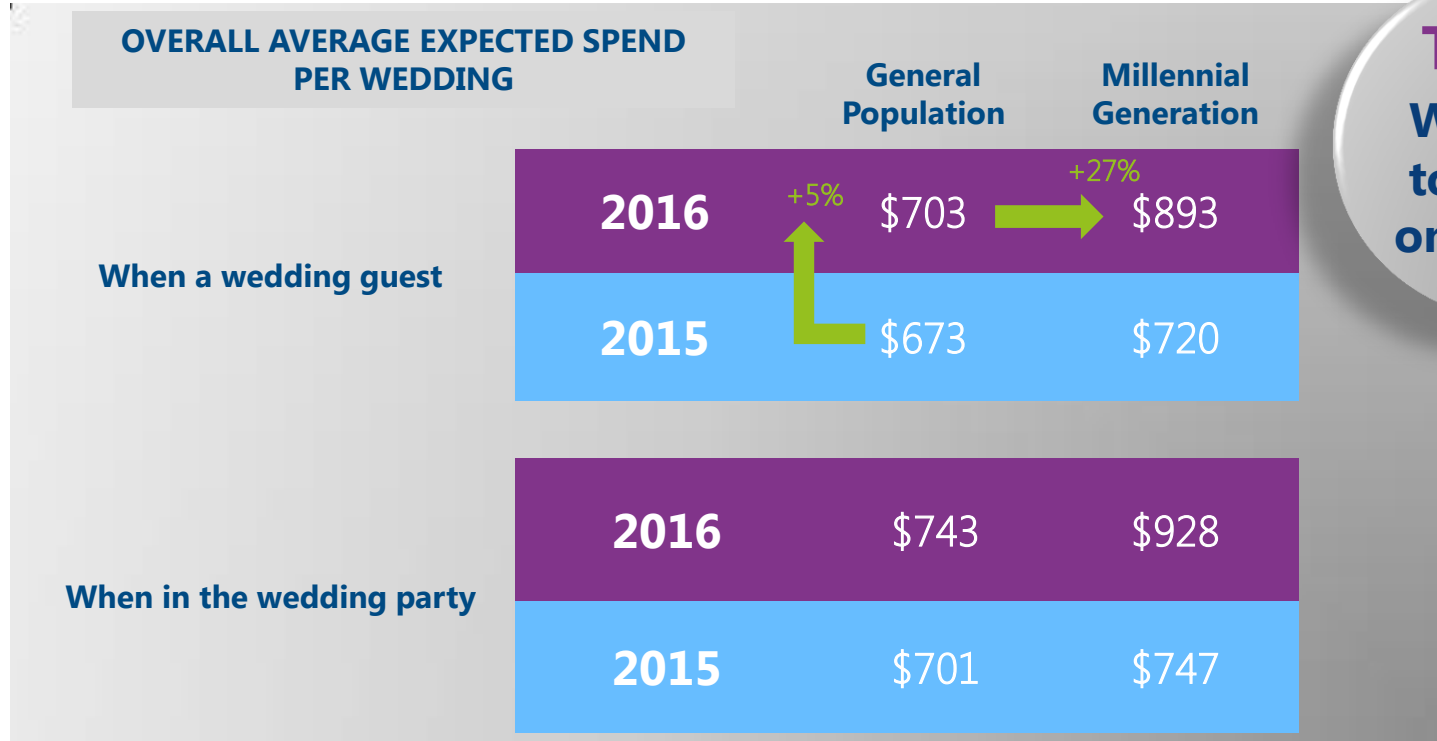
AMERICAN EXPRESS SPENDING & SAVING TRACKER

Here Comes Wedding Season: How Consumers Will Pay for Others' Big Day in 2016

ebiquity

Data-driven insights

AMERICANS WILL ATTEND AN AVERAGE OF THREE WEDDINGS THIS YEAR AND ANTICIPATE SPENDING AN AVERAGE OF \$703 PER 'BIG DAY'



Three Weddings to Attend, on Average

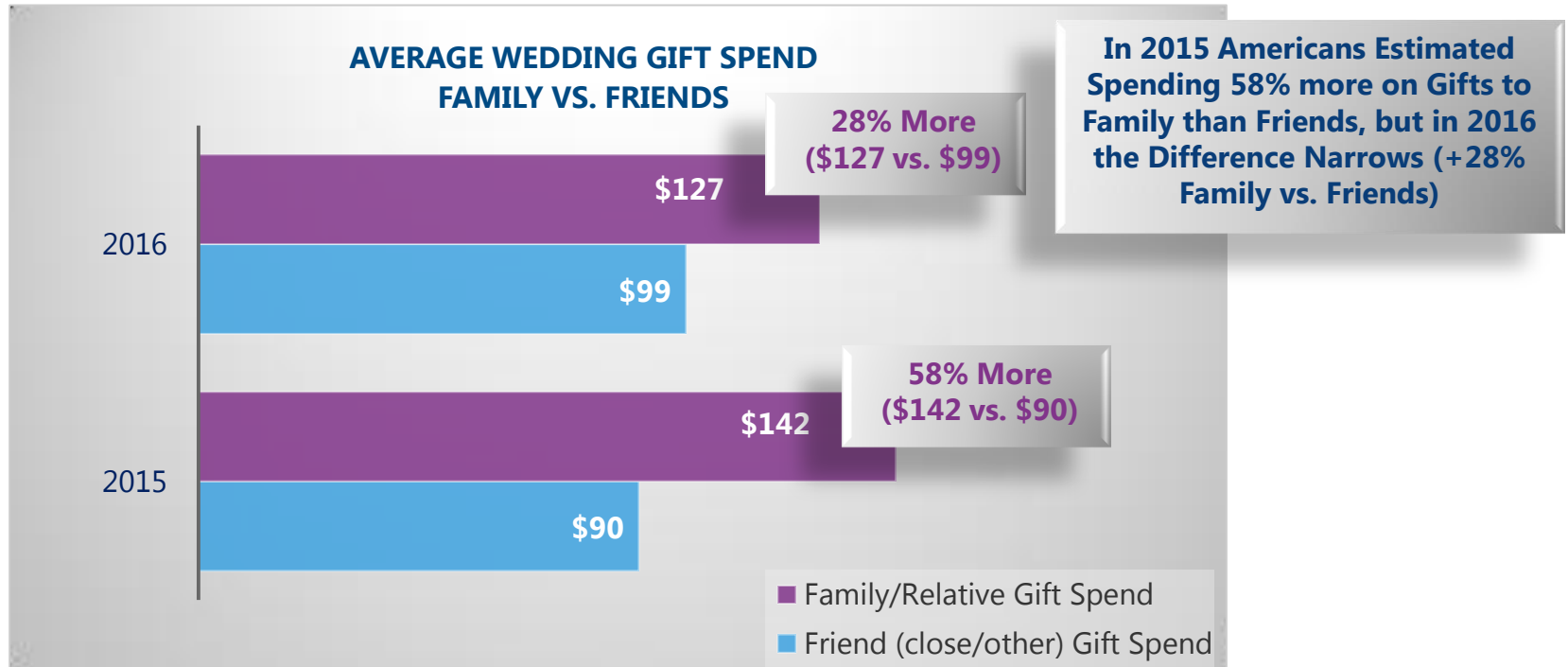
- Americans will attend an average of three weddings this year and anticipate spending an average of \$703 per 'big day,' up 5% from last year (\$673 in 2015). Millennials, as a generation, plan to spend the most on weddings (\$893), significantly higher (by 27%) than the general population.

Q.34 How much do you estimate the typical wedding costs you to attend (clothes, travel and other wedding related expenses)?

Q.29. How many weddings do you plan on attending in all of 2016?

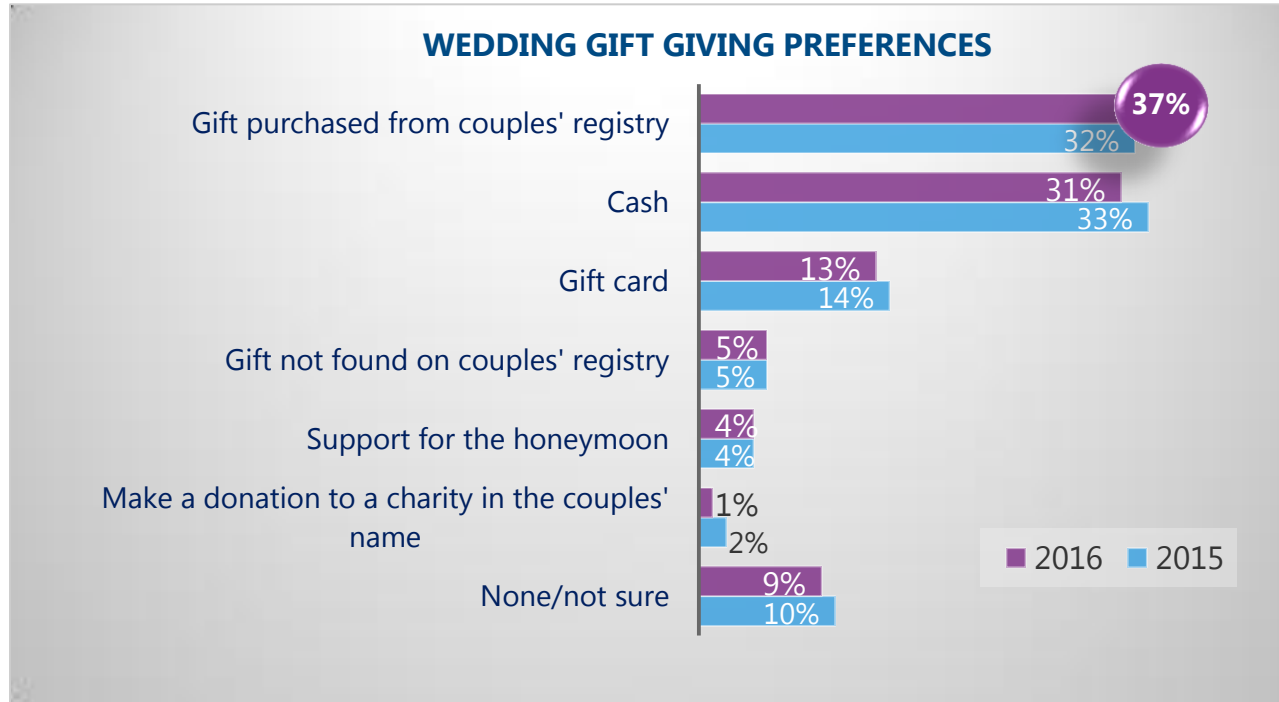
Base: Total respondents

FAMILY AND FRIEND GIFT SPEND HAS NARROWED THIS YEAR



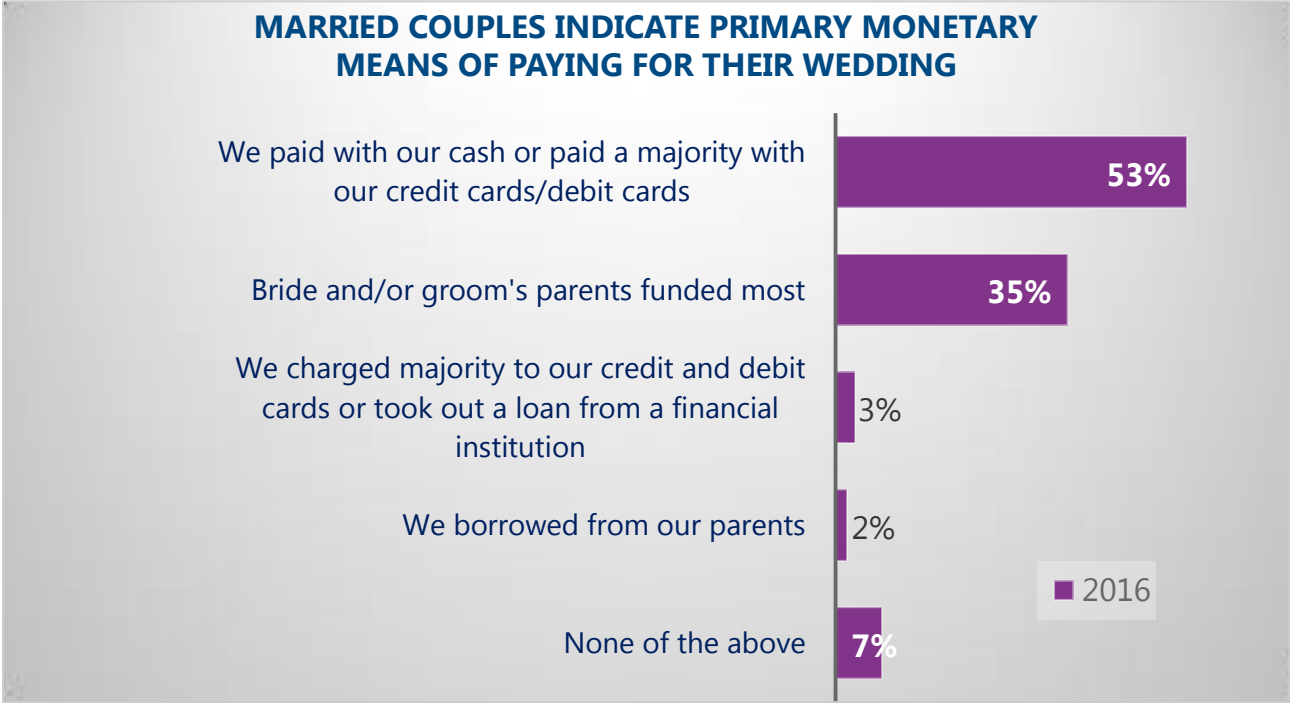
- Americans expect to spend an average of \$127 on wedding gifts for relatives (vs. \$142 in 2015), while the average amount to spend on a friend's wedding is \$99 (vs. \$90 in 2015). Perhaps signaling the growing importance of friendships, the gap between family and friend gift spend has narrowed this year (58% vs. 28% in 2015).

WHEN IT COMES TO GIVING A WEDDING GIFT, A GIFT PURCHASED FROM THE COUPLES' REGISTRY TRUMPS CASH



- Popular wedding presents include registry gifts (37% vs 32% in 2015), which beat out cash (31% vs. 33% last year) for the number one preferred gift to give in 2016, and gift cards (13% vs. 14% in 2015).

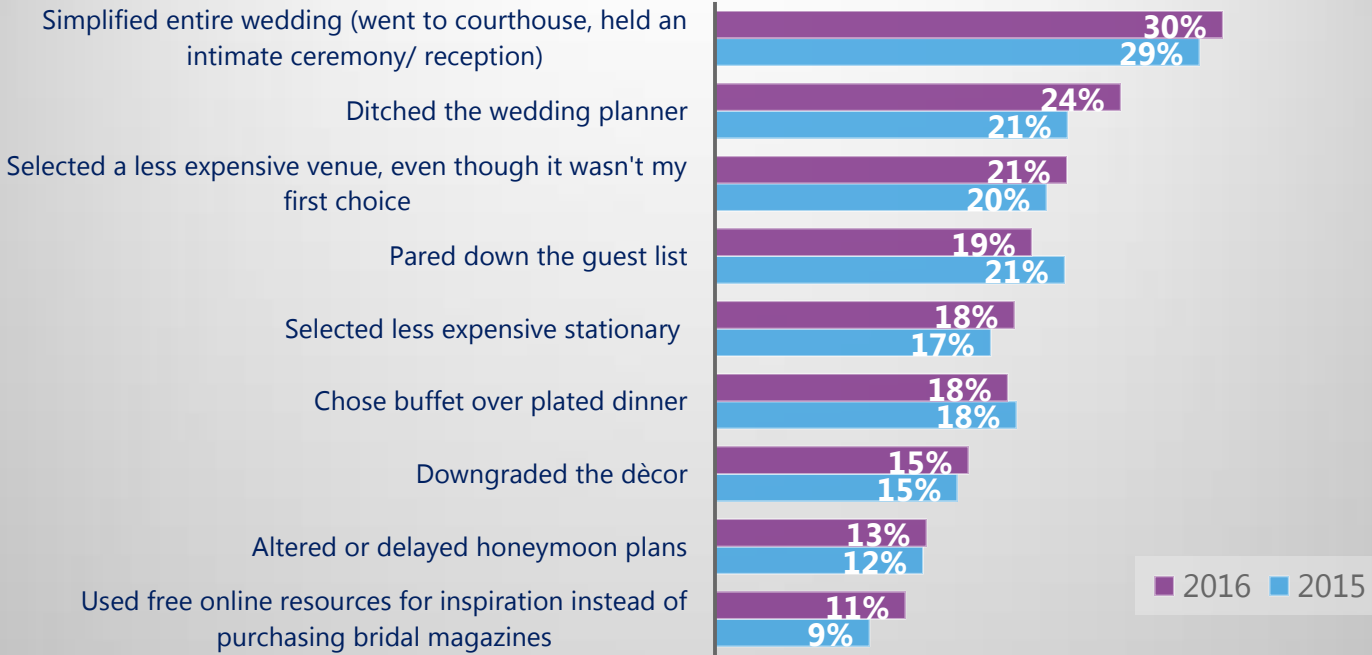
MORE AMERICANS HAVE SELF-FUNDED THEIR WEDDING RATHER THAN RECEIVING SUPPORT FROM PARENTS



- Half of Americans (53%) are self-funding their weddings either through cash or paying a majority of the costs with credit and/or debit cards. On the other hand, a little more than one-third of couples (35%) receive support from the parents of the bride or groom.

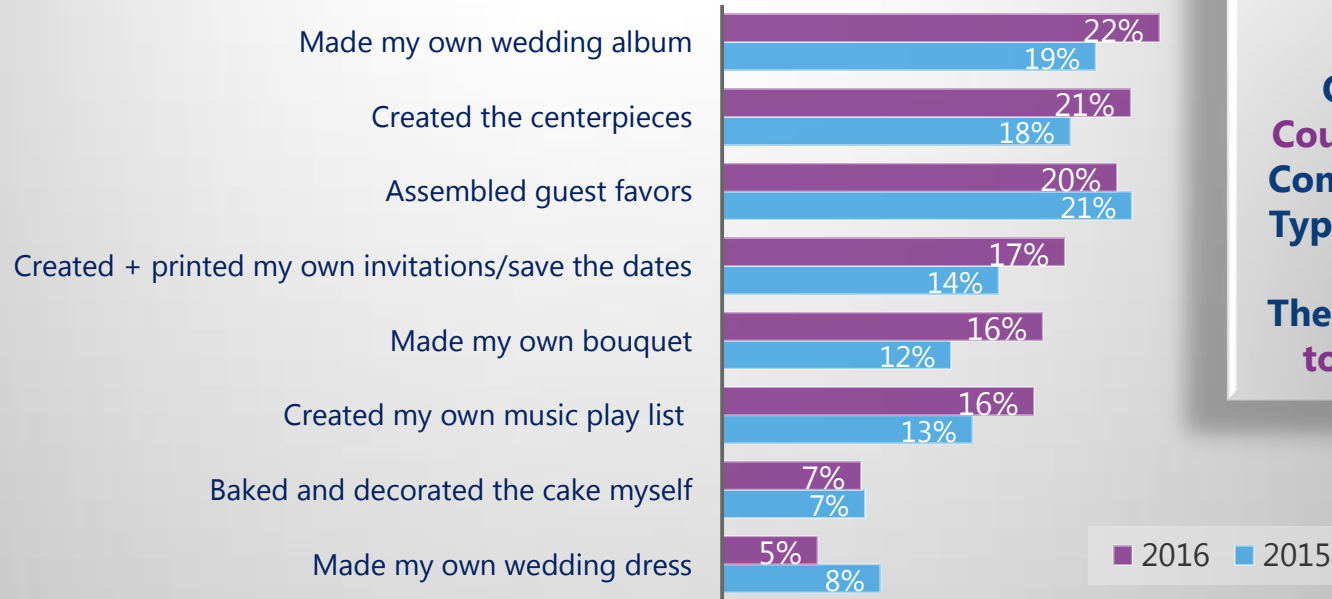
COUPLES ARE APPLYING A VARIETY OF COST-SAVING MEASURES TO THEIR WEDDING PLANNING

MARRIED COUPLES INDICATE COST CONTROL MEASURES IMPLEMENTED FOR THEIR WEDDING



THE MAJORITY OF MARRIED COUPLES HAVE COMPLETED SOME TYPE OF DIY WEDDING PROJECT TO SAVE COSTS

WEDDING PLANS WITH INTENTION TO SAVE



55%
Of Married
Couples say they
Completed Some
Type of Wedding
Project
Themselves (DIY)
to Save Costs

- More than one-half of married couples (55%) have completed some type of DIY wedding project to save costs, such as making their own wedding album (22%), creating centerpieces (21%) or assembling guest favors (20%).

ABOUT THE AMERICAN EXPRESS SPENDING & SAVING TRACKER

The [American Express Spending & Saving Tracker](#) research was completed online among a random sample of 1,803 adults, including the general U.S. population, as well as an affluent demographic defined by a minimum annual household income of \$100,000. Interviewing was conducted by Ebiquity between February 19 and 24, 2016. The results have an overall margin of error of +/- 2.3 at the 95 percent level of confidence.

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