

# Wedding Industry Research

## South Dakota

Number of Weddings in SD  
2006 = 6320

Estimated Cost of Weddings  
2006 = \$21,990

Average Engagement Period  
15-17 months

Average # of Guests  
178-192

Average Age of Bride  
25 years old

Average Age of Groom  
27.5 years old

1/3 of Weddings Today are Remarriages

Weddings are projected to grow 22% over the next 15 Years. SD will see \$1,026,603 in additional Wedding Revenue in the next 5 years alone!

### Home, Finance and Auto Statistics:

(These figures are based on the first 12 months of marriage)

**Home:** (1.2 billion dollar/year industry in SD newly married couples)

58% of couples will purchase a home within their engagement period of 17 months or within the 6 months following their wedding.

Another 18% percent will purchase their home in the 6-12 month window following their wedding.

That is 76% of engaged couples in SD who purchase a home within 1 year of their wedding!  
According to statistics, that is over 4,864 houses that will be purchased in 2007 alone!

**Furniture:** (19 million dollar/year industry in SD newly married couples)

The average newly married couple in SD will spend around \$3241 on Furniture in their first 12 months of marriage; also, another \$1430 on household items.

**Insurance:** (41 million dollar/year industry in SD newly married couples)

The average newly married couple in SD will spend around \$6,530/year on Insurances!

**Financial Services:** (32 million dollar/year industry in SD newly married couples)

The average newly married couple in SD will spend around \$5,123 on Financial Services including loans, investments, IRA's, etc.