



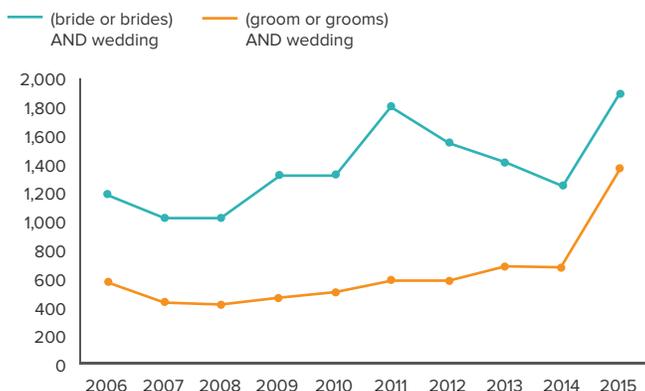
# BRIDAL RE-BRAND FACT SHEET

An overview on industry data from WeddingWire's WedInsights Series

## TERM "BRIDE" IN THE MEDIA

In six of the largest national and urban papers (both online and in print), there has been a general increase in the use of the term "groom" in articles since 2007, and a decline in the ratio of the use of "brides" to "grooms" in articles since 2011.<sup>1</sup>

### USE OF BRIDAL TERMS IN MEDIA



## PREFERENCE FOR INCLUSION

- Seventy-four percent of people who visited GayWeddings overwhelmingly prefer the term "wedding" to "bridal" (26%).<sup>2</sup>
- Roughly 90% LGBTQ couples report that inclusive language & services is important when selecting a vendor; 49% of non-LGBTQ couples do as well.
- 98% of LGBTQ couples have a favorable reaction to seeing same-sex couples in wedding imagery & messaging; 53% of non-LGBTQ couples have a favorable reaction as well.

## HETERONORMATIVE ASSUMPTIONS

- Many in the industry (i.e., retailers, registries, wedding expos, etc.) assume a marrying couple is one male and one woman, thus distributing forms/contracts with "bride" and "groom" language, and often use the term "bridal" when referencing their clientele.
- Over 85% of wedding professionals say they are ready, willing and able to serve same-sex couples, yet 51% of LGBTQ couples report finding it hard to see themselves reflected in magazines and online planning sources.



"The most annoying thing is the paperwork we fill out for different vendors. It always says bride and groom."

- Male couple

"People assumed we were getting married to men and were sisters or best friends having a joint wedding."

- Female couple

"Most vendors assume my fiancé is female when they hear my male voice on the phone. They always ask "what is the bride's name?"

- Male couple

## BESIDE THE BRIDE

About 40% of straight grooms and 50% of brides and grooms of color say it is challenging to see themselves reflected in the content and imagery of magazines and online resources.