



Wedding Stress

FACT SHEET

An overview on industry data from WeddingWire's *WedInsight Series*

STRESSES OF WEDDING PLANNING

The majority of brides say their stress level during planning averages about 7.5 out of 10! Although stress may come in a variety of forms, brides say their top 5 wedding planning stresses are:

- #1 / DETERMINING A BUDGET
- #2 / FIGURE OUT WHO TO INVITE
- #3 / FINDING THE PERFECT VENUE
- #4 / FINDING THEIR VENDOR TEAM
- #5 / MANAGING RSVPS

Brides tell us that they usually feel most of the wedding planning stress, as 90% of them do “all or most” of the planning. Despite getting help from their partner or even wedding planners, brides feel pressured to make many of the final decisions.

ADDED STRESS ON THE-DAY-OF

No matter how prepared a couple is for their wedding day, brides confess some of their biggest day-of fears:

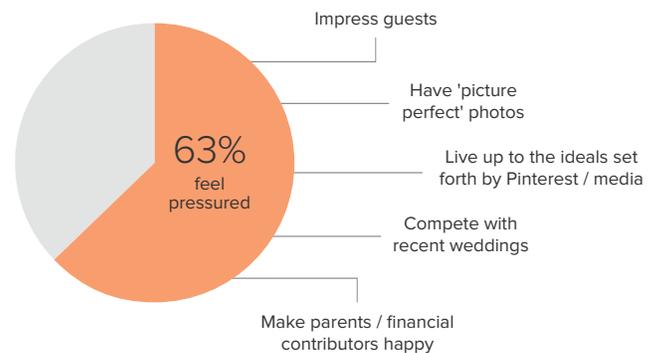
- Inclement weather
- Vendors and/or items don't show up or aren't delivered as expected
- Guest and/or vendors arrive late
- Tripping down the aisle
- Crying uncontrollably
- Dislike hair and/or makeup

SELF-IMPOSED PRESSURE

63% of brides say they feel pressured to have the “perfect wedding”, but interestingly slightly more than half recognize the stress comes from within. So, where does the internal pressure come from?



REASONS BRIDES FEEL PRESSURED



EXERCISE HELPS COUPLES UNWIND

While 85% of brides plan to lose weight and/or get fit prior to their wedding day (which can be an added stress point in and of itself) many actually use working out (think: running, yoga, hiking) as a way to alleviate stress during the planning process. Additional methods of unwinding include:

- Going on a date-night
- Sipping on a beverage (ie. coffee, wine, etc.)
- Getting a massage
- Schedule a “no planning” day
- Taking a bubble bath