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NORC
at the UNIVERSITY of CHICAGO

Tying the Knot: What Americans Think About Weddings

**WE tv and The Associated Press Poll
Conducted by The AP-NORC Center for Public Affairs Research**

*Interviews: 1/11-16/2018
1,234 adults*

Margin of error: +/- 3.9 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

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WED1. In general, do you think Americans spend too much money on weddings, not enough money on weddings, or do you think Americans spend about the right amount of money on weddings?

	NORC 1/11-16/2018
Too much money	77
Not enough money	5
About the right amount	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,234

WED2. Would you say that each of the following phrases does or does not describe how you feel about attending weddings these days?

NORC 1/11-16/2018	Does describe me	Does not describe me	DK	SKP/ REF
They're heartwarming	70	28	*	2
They're fun	67	29	*	4
They're an obligation	49	49	*	2
They're stressful	38	59	-	3

N=1,234

WED3. If you were planning on getting married this year, would you prefer to have a big wedding, a small wedding, or something in between?

	NORC 1/11-16/2018
Very/Moderately big NET	7
Very big	2
Moderately big	5
In between big and small	26
Very/Moderately small NET	66
Moderately small	28
Very small	38
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,234

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WED4. If you were planning on getting married this year, would you prefer to have a destination wedding or a wedding close to home?

	NORC 1/11-16/2018
Destination	21
Close to home	79
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,234</i>

WED5. Now think about your preferences as a wedding guest. Would you prefer to attend a big wedding, a small wedding, or something in between?

	NORC 1/11-16/2018
Very/Moderately big NET	15
Very big	4
Moderately big	10
In between big and small	48
Very/Moderately small NET	37
Moderately small	22
Very small	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,234</i>

WED6. Would you prefer to attend a destination wedding or a wedding close to home as a guest?

	NORC 1/11-16/2018
Destination	21
Close to home	79
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,234</i>

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WED7. How concerned are you about couples putting too much importance on planning the wedding day and not enough on planning for the actual marriage?

	NORC 1/11-16/2018
Extremely/Very concerned NET	41
Extremely concerned	16
Very concerned	25
Somewhat concerned	31
Not very concerned/Not concerned at all NET	28
Not very concerned	14
Not concerned at all	13
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,234

WED8. Do you think most couples getting married expect too much time from their guests, too little or about the right amount of time?

	NORC 1/11-16/2018
Too much time	21
Not enough time	9
About the right amount	70
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,234

WED9. Do you think most couples getting married expect their guests to spend too much money, too little or about the right amount of money?

	NORC 1/11-16/2018
Too much money	41
Not enough money	6
About the right amount	52
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,234

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WED10. Overall, do you think social media sites and apps like Facebook, Snapchat, Pinterest and Instagram have increased or decreased the stress involved in planning a wedding, or haven't they made a difference?

	NORC 1/11-16/2018
Increased a lot/a little NET	57
Increased a lot	29
Increased a little	29
No difference	28
Decreased a lot/a little NET	12
Decreased a lot	9
Decreased a little	3
DON'T KNOW	2
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,234</i>

WED11. Have you personally ever attended a wedding, or not?

	NORC 1/11-16/2018
Yes	95
No	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,234</i>

If yes in WED11

WED12. Thinking about the most recent wedding you attended, did you give the couple...

NORC 1/11-16/2018	Yes	No	DK	SKP/ REF
A wedding gift	85	15	*	*
An engagement gift	12	82	-	6
A wedding shower gift	40	56	*	4

N=1,184

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WED13. Do you think that each of the following is ideal, acceptable but not ideal, or unacceptable to give as a wedding gift?

NORC 1/11-16/2018	Ideal	Acceptable but not ideal	Unacceptable	DK	SKP/ REF
A gift from the couple's wedding registry	74	22	2	*	2
Cash or a check	55	38	5	-	1
A gift card	33	54	11	-	2
A gift <u>not</u> on the couple's wedding registry	11	71	16	*	1

N=1,234

If yes in WED11

WED14. When it comes to weddings, have you personally ever experienced the following?

NORC 1/11-16/2018	Yes	No	DK	SKP/ REF
Been a bridesmaid or groomsman at a wedding	58	42	-	*
Given a wedding gift and <u>not</u> received a thank you note	56	43	*	*
Attended a wedding at City Hall or the Courthouse	32	68	-	*
Been invited to a wedding with an online invitation instead of a physical invitation	27	72	-	1
Been to a wedding with events lasting more than one day	27	72	*	1
Been to a wedding that had its own social media hashtag	22	77	*	1
Attended a same-sex wedding	14	85	-	1

N=1,184

MARITAL. What is your marital status? Are you married, separated, divorced, widowed, or have you never been married?

	NORC 1/11-16/2018
Married	51
Separated	2
Divorced	13
Widowed	4
Never married	29
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,234

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If married, divorced, separated, or widowed in MARITAL

WED15. When you got married, how concerned were you about each of the following? If married more than once, think about your most recent wedding.

NORC 1/11- 16/2018	Extremely/ Very concerned NET	Extremely concerned	Very concerned	Moderately concerned	Not very concerned/ Not concerned at all NET	Not very concerned	Not concerned at all	DK	SKP /REF
The cost of the wedding	40	20	20	28	32	14	18	-	*
Getting perfect pictures	24	9	15	31	45	24	21	-	*
The behavior of the guests	15	6	9	17	68	29	39	-	*
The impact of wedding planning stress on your relationship	12	4	9	17	70	33	37	-	*
Being seen as too demanding	9	3	5	11	80	28	52	*	*
Getting stood up at the altar	6	3	3	2	91	11	80	-	-

N=892

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If married, divorced, separated, or widowed in MARITAL

WED16. If you had the opportunity to plan your own wedding over again, how likely would you be to do each of the following?

NORC 1/11-16/2018	Extremely/ Very likely NET	Extremely likely	Very likely	Moderately likely	Not very likely/ Not likely at all NET	Not very likely	Not likely at all	DK	SKP /REF
Spend less money	32	16	15	17	51	29	23	-	*
Elope	21	11	10	15	64	20	44	-	*
Change who was invited	21	9	12	14	64	20	44	*	1
Marry a different person	18	12	6	7	73	11	62	*	*
Spend more money	16	4	12	19	65	27	38	-	*

N=892

WED17. Who do you think should be responsible for paying for bridesmaid's dresses and tuxes or suits for groomsmen?

	NORC 1/11-16/2018
The bride and groom or their families	48
The bridesmaids and groomsmen	50
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,234

WED18. Do you think bridesmaid's dresses these days are more likely to be stylish, more likely to be ugly or neither?

	NORC 1/11-16/2018
Very/Somewhat stylish NET	61
Very stylish	17
Somewhat stylish	43
Neither stylish nor ugly	30
Very/Somewhat ugly NET	8
Somewhat ugly	6
Very ugly	3
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,234

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WED19. How likely are you to watch some of the wedding of Prince Harry and Meghan Markle on television in May – extremely likely, very likely, somewhat likely, not very likely, or not at all likely?

	NORC 1/11-16/2018
Extremely/Very likely NET	19
Extremely likely	9
Very likely	11
Somewhat likely	20
Not very/Not at all likely NET	61
Not very likely	19
Not at all likely	42
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,234

WED20. Do you think the upcoming wedding of Prince Harry and Meghan Markle has increased or decreased the pressure for people getting married to plan a perfect wedding, or hasn't made a difference?

	NORC 1/11-16/2018
Increased a lot/a little NET	21
Increased a lot	6
Increased a little	15
No difference	73
Decreased a lot/a little NET	4
Decreased a lot	2
Decreased a little	3
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,234

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PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	NORC 1/11-16/2018
Democrat	36
Republican	24
Independent	23
None of these	17
DON'T KNOW	-
SKIP/REFUSED	1
<i>N=</i>	<i>1,234</i>

If Democrat in PID1

PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?

	NORC 1/11-16/2018
Strong Democrat	40
Moderate Democrat	60
DON'T KNOW	-
SKIP/REFUSED	-
<i>N=</i>	<i>446</i>

If Republican in PID1

PIDB. Do you consider yourself a strong Republican or a moderate Republican?

	NORC 1/11-16/2018
Strong Republican	42
Moderate Republican	58
DON'T KNOW	-
SKIP/REFUSED	-
<i>N=</i>	<i>294</i>

If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	NORC 1/11-16/2018
Lean Democrat	32
Lean Republican	20
Don't lean	46
DON'T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	<i>494</i>

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PID. Combines PID1, PIDI, PIDa, and PIDb.

	NORC 1/11-16/2018
Democrat	48
Independent/None	19
Republican	32
<i>N=</i>	<i>1,234</i>

POLITICS. Combines PID1, PIDI, PIDa, and PIDb.

	NORC 1/11-16/2018
Democrat NET	48
Strong Democrat	14
Moderate Democrat	21
Lean Democrat	13
Independent/None – Don't lean	18
Republican NET	32
Lean Republican	8
Moderate Republican	14
Strong Republican	10
Unknown	1
<i>N=</i>	<i>1,234</i>

AGE

	NORC 1/11-16/2018
18-24	12
25-34	19
35-44	14
45-54	18
55-64	17
65-74	14
75+	6
<i>N=</i>	<i>1,234</i>

GENDER

	NORC 1/11-16/2018
Male	48
Female	52
<i>N=</i>	<i>1,234</i>

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RACE/ETHNICITY

	NORC 1/11-16/2018
White	64
Black or African American	12
Hispanic	16
Other	8

N= 1,234

EMPLOYMENT STATUS

	NORC 1/11-16/2018
Employed	58
Not employed	42

N= 1,234

EDUCATION

	NORC 1/11-16/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	29
College graduate or above	31

N= 1,234

INCOME

	NORC 1/11-16/2018
Under \$10,000	6
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	15
\$150,000 or more	7

N= 1,234

Study Methodology

This AP-WE tv survey was conducted by The Associated Press-NORC Center for Public Affairs Research, with funding from WE tv and The AP-NORC Center. Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between January 11 and 16, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,234 completed the survey—1,120 via the web and 114 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 26.1 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 7.7 percent. The overall margin of sampling error is +/- 3.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world’s essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.

About WE tv

With compelling, can't miss unscripted shows, WE tv's programming is fueled by personalities and relationships filled with purpose and passion. WE tv welcomes everyone and creates an inclusive experience across all platforms: on TV, online, on demand, and social media, embracing how today's digitally savvy, socially engaged audiences connect through content, using it as a catalyst to drive conversation and build community. WE tv is owned and operated by AMC Networks Inc., and its sister channels include AMC, BBC America, IFC and SundanceTV.