



Gen Xers quicker to marry than Gen Ys

One in five Generation Xers were proposed to within 12 months, compared to one in 11 of their Generation Y counterparts, according to a new engagement survey.

In an online survey of 310 respondents by astrology gift report website, It's In The Stars at www.itsinthestaronline.com, 21.4% of women aged 31-43 (Generation X) dated for a year or less before they became engaged, compared to only 8.4% of those aged 18-30 (Generation Y).

Of those who dated two years or more before becoming engaged, 64.5% of them were Gen Ys, compared to only 45.6% of Gen-Xers.

“Part of the reason is that Gen-Ys are younger and haven't been dating as long as Gen-Xers,” said Elizabeth Ball, director of It's In The Stars.

“By the time the right guy comes along, a Gen X girl recognises him very quickly. And maybe Gen Xers really want to settle down: a whopping 17.4% of them have already been engaged twice compared to only 1.2% of Gen Ys,” she said.”

“And yes, the farmer really does want a wife: 23.6% of rural-based respondents were engaged within a year, compared to only 15.5% of city-based couples.”

Gen-Ys intend to have many more pre-wedding social occasions than Generation X.

The twentysomethings outnumber the thirtysomethings in organising the bridal shower (84.2% vs 65.3%), hen's and buck's night (54.9% vs 45.8%), and engagement party (53.2% vs 45.9%). Only Gen-Xers outnumber their younger counterparts in organising the relatively cheaper kitchen teas (12.2% vs 5.8%) and family dinners (7.1% vs 0.5%).

Gen Ys are more likely than Gen-Xers to register for a wider number of gift registries.

“However, they're surprisingly traditional, with more of them than Gen-Xers preferring to register their wedding gifts with department stores (68.9% vs 61.0%),” said Elizabeth.

“The Gen Ys outnumber Gen-Xers in every gift registry category but particularly in homewares/hardware stores (44.6% vs 30.4%),” she said.

“Many Gen Ys still live at home before they marry and so they need all the household items. Those Gen-Xers who do register are usually upgrading existing furniture, whitegoods and hardware items.”

Nearly four in 10 respondents (38.1%) plan to request gift certificates as part of their wedding gift list with Gen Y again outnumbering Generation X (44.3% vs 38.3%).

“Rural couples are more likely to ask for gift certificates than city-based couples (44.4% vs 38.8%),” Elizabeth said. “This suggests they want a wider choice than is available in their area.”

One in 20 (4.5%) want to register with a travel agency-based registry to put money towards their honeymoon.

“And if you’re keen to know when he’s most likely to propose, November is when most respondents became engaged (12.4%), followed by September (11.7%), and August and December (10.1% each),” said Elizabeth, adding the least likely month for getting engaged was July (5.7%).

It’s In The Stars at www.itsinthestaronline.com has produced hundreds of beautifully presented LoveStars and BabyStars reports for anniversaries, birthdays, christenings, engagements, new babies, Valentines Day and weddings since 2005. It has recently begun to produce boxed gift certificates to provide further gift options.