

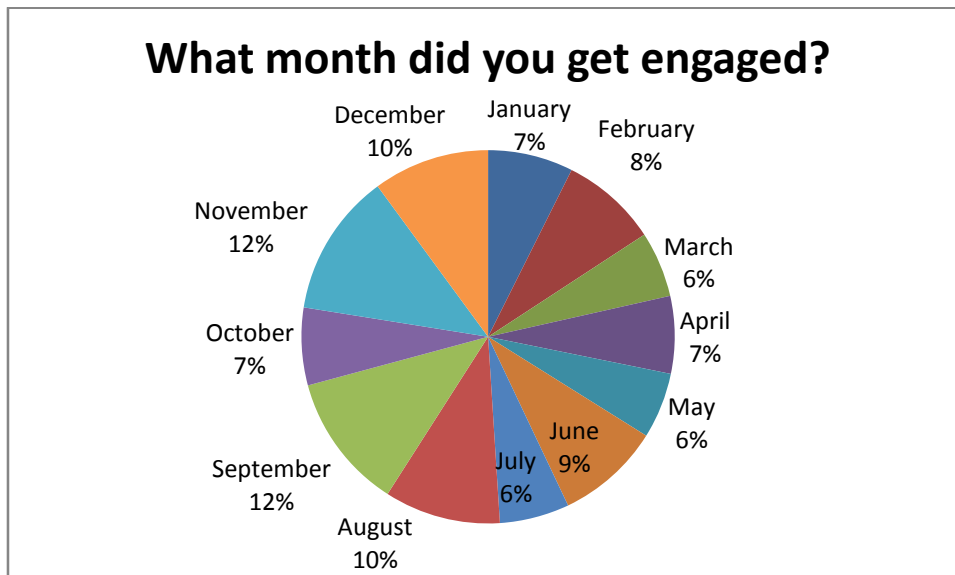


Gen Xers quick to marry, but Gen Ys want all the wedding bells & whistles

It's In Stars at <http://www.itsinthestaronline.com> surveyed 310 respondents about their engagement and found that Gen Xers (those aged 31-43) receive proposals more quickly, but Gen Ys (those aged 18-30) want more gift registry options (and social occasions) prior to their wedding.

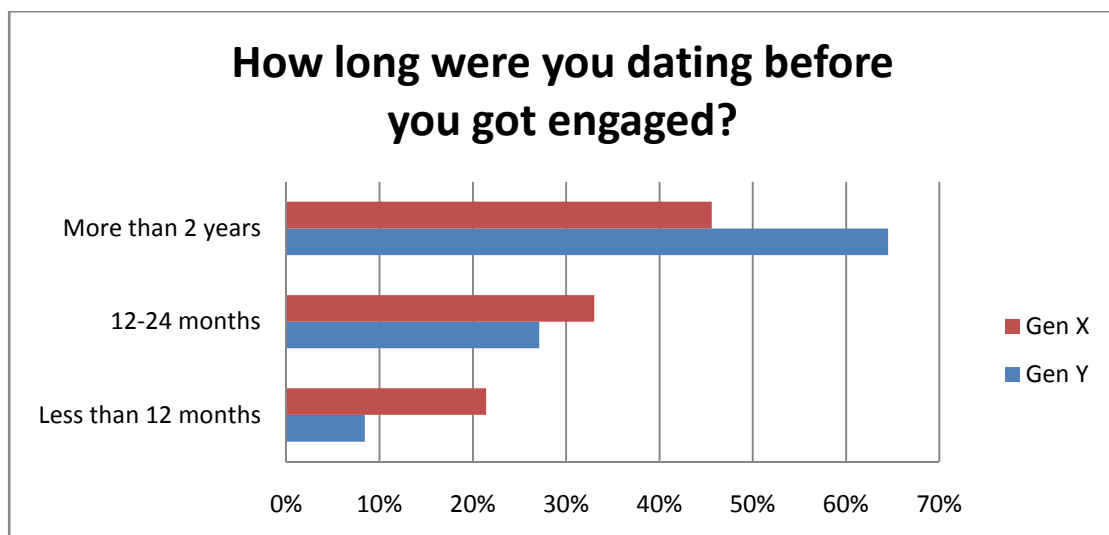
(The southern hemisphere) Spring is the most popular time for proposals

- A quarter of all couples (24%) get engaged in September and November
- August and December are the second most popular months (10% each)
- March and May are the least popular months for proposals (6% each)



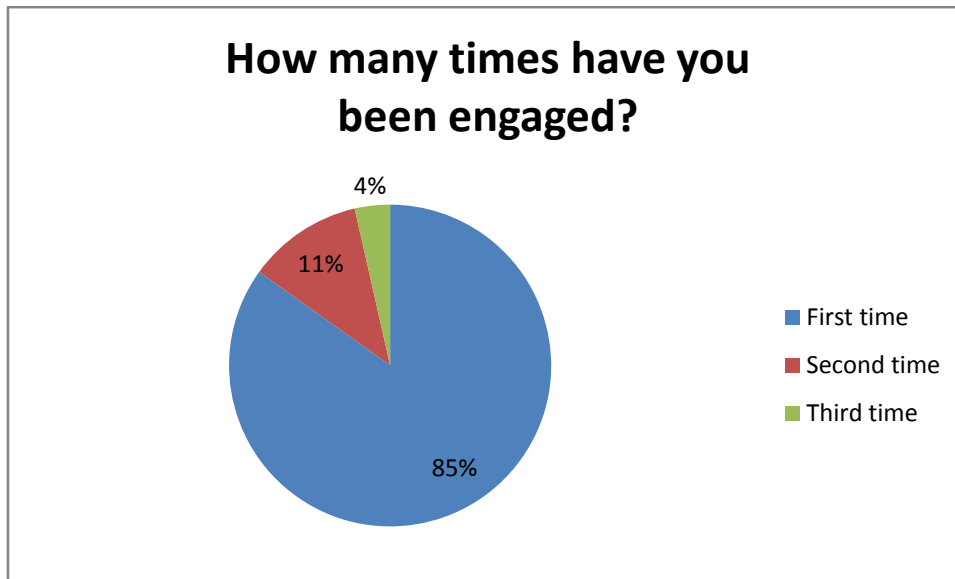
Gen Xers get married faster than Gen Ys

- More than half of the Gen X respondents (54%) became engaged in less than 2 years of dating vs only 36% of Gen Ys



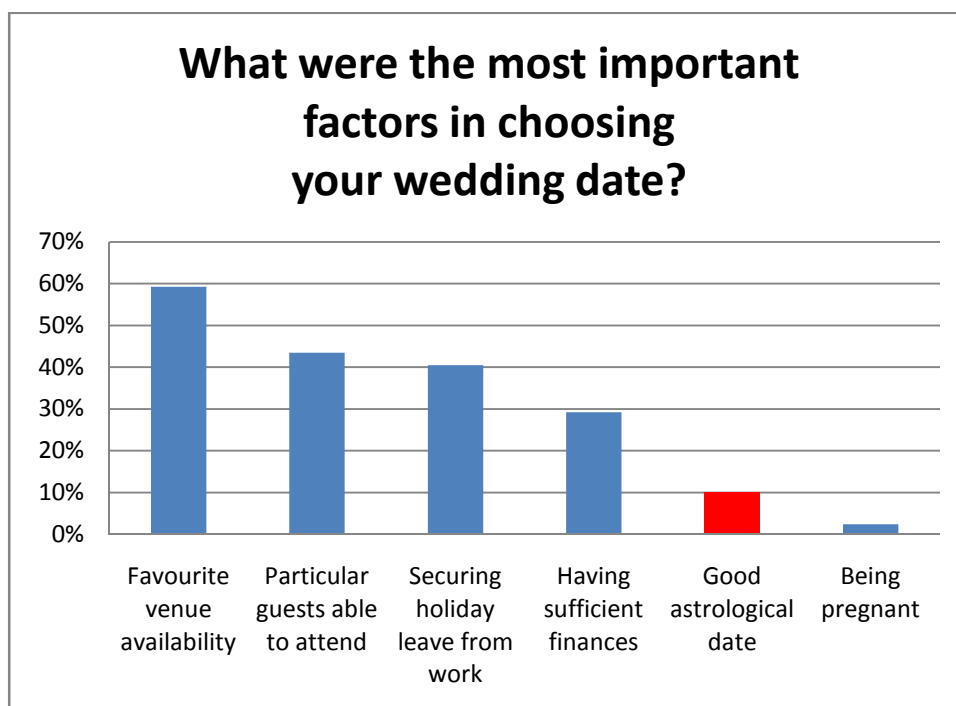
Most couples have been engaged only once

- 17% of Gen Xers vs 1% of Gen Ys have been engaged twice



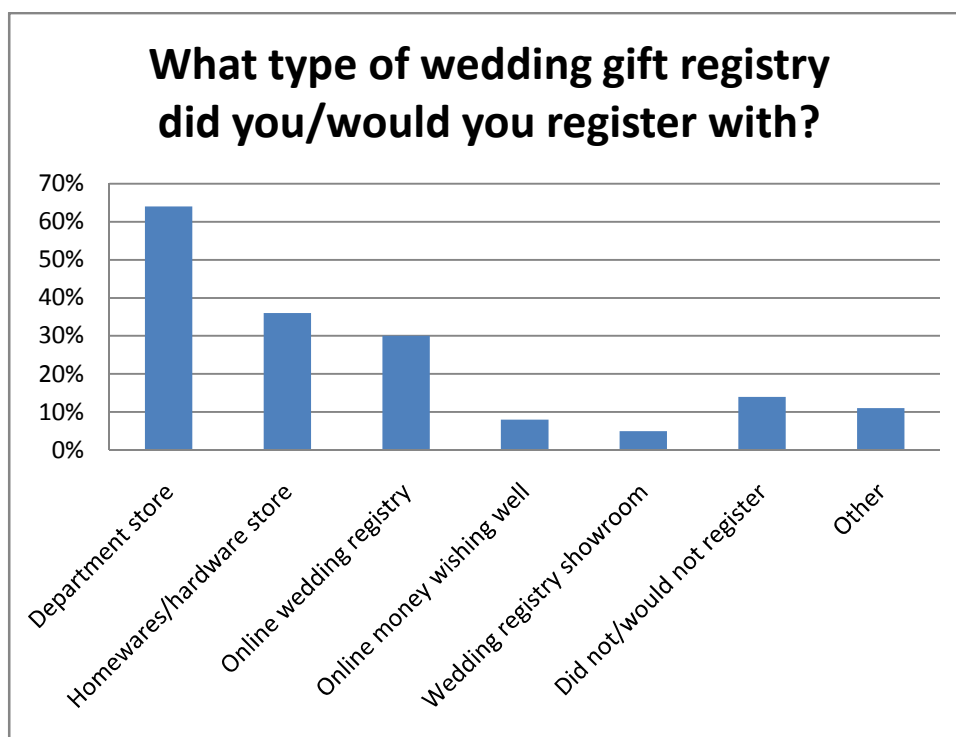
Getting a favourite venue twice as important as being able to afford the wedding

- Obtaining their favourite wedding venue (60%) was a much more important factor in choosing the wedding date than knowing that certain guests could attend (43%), they could get holiday leave (40%) or they could pay for the wedding (29%)
- Gen Ys were – surprisingly! – more likely than Gen Xers to list being able to afford to pay for the wedding as an important factor in choosing the wedding date (33% vs 27%)
- Getting married on a date considered astrologically fortunate was important to one in 10 people
- Only 3% would have changed their wedding date had they been/become pregnant



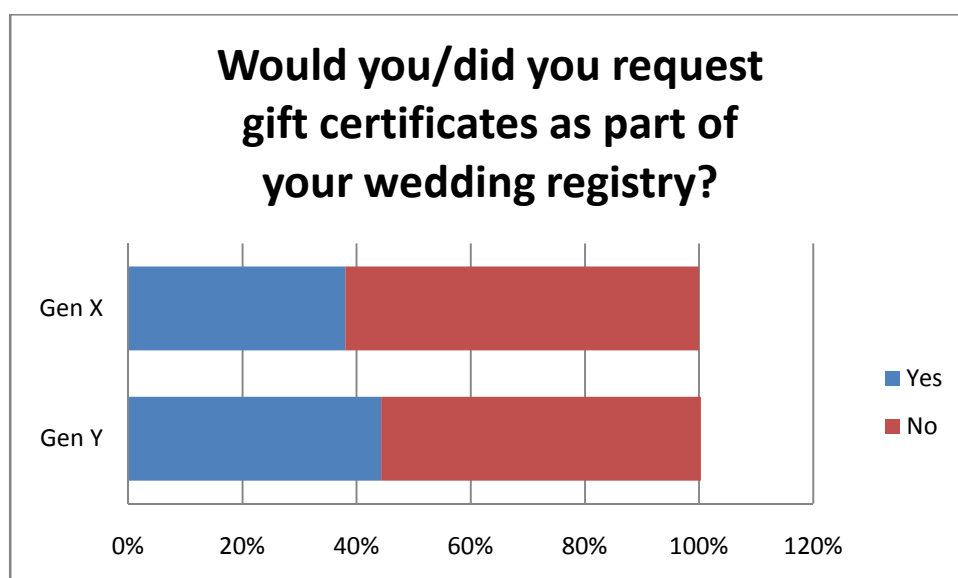
Department stores still twice as popular as online wedding registries

- Nearly two-thirds (64%) registered/would register with department stores, with this option appealing more to Gen Ys than Gen Xers (69% vs 61%)
- Homewares/hardwares stores appeal to over one-third (36%) with Gen Ys outnumbering Gen Xers (45% vs 30%)
- Online wedding registries (30%) and online money wishing wells (8%) are becoming significant wedding registry choices
- About one in seven (14%) would not or did not register for wedding gifts
- 5% want a travel agency registry to put money towards their honeymoon while the other 6% just want plain, hard cold cash!



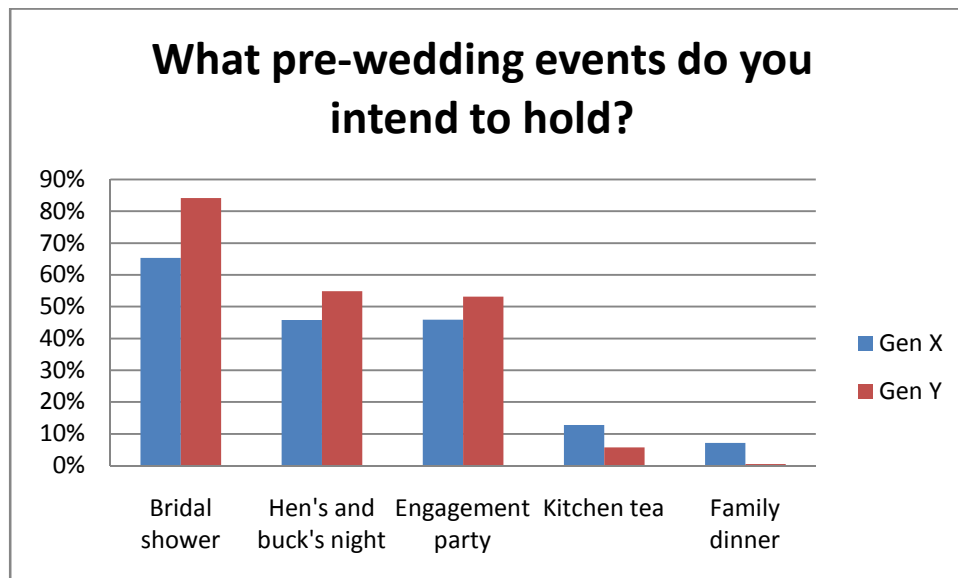
Gift certificates more popular with Gen Ys than Gen Xers

- Gen Ys want to have more choice in how they select their gifts with 44% of them wanting gift certificates vs 38% of Gen Xers



Gen Ys keen to have almost every kind of pre-wedding social occasion

- Bridal showers were (or will be) held by three in four couples (76%) overall
- Just under half (49%) plan to hold an engagement party with hen's and buck's nights the third most popular pre-wedding social occasion (44%)
- Ironically, even though Gen Ys were more concerned than Gen Xers about being able to afford the wedding (33% vs 27%), Gen Ys were overwhelmingly keen to have the (more expensive) bridal showers, engagement parties and hen's/buck's nights as pre-wedding social occasions
- Gen Xers are more likely than Gen Ys to hold family dinners and kitchen teas



It's In The Stars at <http://www.itsinthestaronline.com> has been delighting couples and parents with its beautifully designed hardcover astrology reports as unique personalised gifts for anniversaries, birthdays, christenings, Christmas, engagements, Mothers Day, new babies, Valentines Day and weddings since 2005.

It's In The Stars regularly undertakes surveys about important gift-giving occasions. Please visit <http://www.itsinthestaronline.com/register.html> if you'd like to take part for free in future surveys.