



## **Wedding**

**Fieldwork Dates: 21st - 22nd June 2021**

**Conducted by YouGov  
On behalf of Editorial**

© YouGov plc 2021



## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [realtime.us@yougov.com](mailto:realtime.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1295 adults. Fieldwork was undertaken between 21st - 22nd June 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Gender		Generation							Reg	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest

profile\_marstat\_2018. What is your current marital or relationship status?

Unweighted base	1295	622	673	69	409	300	449	68	-	-	252	265
<b>Base</b>	1295	630	665	73	423	293	435	72	-	-	230	272
Married	42%	45%	39%	1%	28%	51%	53%	61%	-	-	38%	45%
Civil partnership	2%	2%	2%	1%	4%	1%	2%	-	-	-	3%	2%
Living with a partner, but neither married nor in a civil partnership	7%	5%	8%	4%	11%	6%	3%	4%	-	-	5%	6%
Single	24%	25%	24%	53%	37%	22%	12%	6%	-	-	22%	26%
Divorced	9%	7%	11%	4%	2%	9%	18%	10%	-	-	9%	11%
Widowed	5%	3%	7%	2%	2%	2%	7%	20%	-	-	5%	3%
Separated but still legally married or in a civil partnership	2%	2%	2%	1%	1%	4%	2%	-	-	-	2%	1%
In a relationship, but not living together	4%	3%	4%	26%	4%	2%	2%	-	-	-	5%	3%
Other	1%	2%	1%	1%	3%	1%	-	-	-	-	6%	0%
Prefer not to say	4%	4%	3%	7%	7%	2%	1%	-	-	-	5%	2%

REW\_Q1. Which, if any, of the following wedding traditions happened at your wedding (or weddings, if you have been married more than once)?

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Bride had her father or other male family/friend give her away	44%	41%	47%	15%	30%	45%	49%	57%	-	-	41%	52%
Groom did a garter toss	30%	29%	30%	-	22%	33%	31%	27%	-	-	36%	35%
Bride tossed her bouquet	45%	46%	44%	31%	33%	48%	49%	42%	-	-	45%	50%
Bride and groom had a first dance	37%	38%	35%	15%	36%	36%	38%	34%	-	-	40%	38%
Bride and groom didn't see each other beforehand	29%	27%	31%	33%	24%	34%	29%	29%	-	-	34%	34%
Bride wore white	49%	50%	49%	15%	47%	50%	49%	58%	-	-	46%	61%
Bride's family paid for the wedding	25%	20%	29%	31%	18%	23%	27%	32%	-	-	29%	22%
Bride and groom sent thank-you notes to guests	46%	42%	50%	-	35%	47%	50%	48%	-	-	47%	53%
Bride promised to obey her husband	24%	27%	22%	-	19%	27%	23%	39%	-	-	25%	27%
Bride and groom exchanged rings	64%	64%	65%	51%	55%	65%	68%	68%	-	-	62%	70%
Guests threw rice/confetti as the bride/groom exited	27%	30%	24%	-	13%	22%	35%	31%	-	-	28%	23%
Other	6%	6%	6%	-	3%	6%	7%	6%	-	-	7%	4%
Don't know	5%	6%	4%	-	3%	5%	6%	4%	-	-	3%	5%
Not applicable - We didn't have a wedding	14%	9%	19%	-	13%	14%	15%	12%	-	-	14%	11%

Do you think each of these wedding traditions should be preserved or dropped? Please select an option for each row.

REW\_Q2\_1. Bride having her father or other male family/friend give her away

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	14%	13%	16%	53%	21%	13%	12%	10%	-	-	21%	16%
Should be preserved	64%	66%	62%	47%	55%	64%	65%	77%	-	-	52%	64%
Don't know	22%	21%	23%	-	24%	23%	22%	13%	-	-	28%	20%

REW\_Q2\_2. Groom doing a garter toss

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	26%	24%	27%	-	30%	18%	27%	36%	-	-	32%	23%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Region		Race				Education				Married
	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	

profile\_marstat\_2018. What is your current marital or relationship status?

Unweighted base	1295	465	313	838	169	165	123	492	427	241	135	546
<b>Base</b>	1295	487	305	822	155	202	116	522	401	236	136	544
Married	42%	43%	41%	48%	25%	40%	30%	38%	36%	51%	60%	100%
Civil partnership	2%	2%	2%	2%	2%	4%	2%	3%	2%	1%	2%	-
Living with a partner, but neither married nor in a civil partnership	7%	7%	7%	7%	5%	6%	7%	5%	8%	9%	4%	-
Single	24%	24%	26%	22%	40%	20%	28%	26%	26%	23%	15%	-
Divorced	9%	8%	11%	10%	14%	6%	7%	9%	11%	8%	9%	-
Widowed	5%	6%	5%	5%	3%	5%	7%	6%	5%	4%	2%	-
Separated but still legally married or in a civil partnership	2%	2%	2%	2%	3%	2%	2%	2%	2%	0%	1%	-
In a relationship, but not living together	4%	4%	3%	2%	5%	7%	7%	4%	6%	1%	3%	-
Other	1%	0%	0%	1%	-	3%	3%	3%	1%	-	-	-
Prefer not to say	4%	4%	3%	2%	4%	7%	7%	5%	2%	3%	3%	-

REW\_Q1. Which, if any, of the following wedding traditions happened at your wedding (or weddings, if you have been married more than once)?

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Bride had her father or other male family/friend give her away	44%	43%	43%	51%	20%	31%	43%	32%	46%	55%	62%	46%
Groom did a garter toss	30%	28%	23%	33%	12%	25%	28%	26%	27%	32%	41%	31%
Bride tossed her bouquet	45%	43%	43%	50%	29%	32%	41%	37%	42%	56%	60%	47%
Bride and groom had a first dance	37%	33%	39%	40%	26%	28%	35%	26%	38%	45%	52%	39%
Bride and groom didn't see each other beforehand	29%	28%	23%	32%	18%	22%	34%	24%	30%	34%	33%	31%
Bride wore white	49%	46%	47%	56%	26%	35%	46%	35%	46%	67%	73%	53%
Bride's family paid for the wedding	25%	26%	22%	28%	15%	16%	22%	17%	24%	30%	38%	25%
Bride and groom sent thank-you notes to guests	46%	42%	45%	53%	20%	26%	48%	31%	47%	57%	68%	49%
Bride promised to obey her husband	24%	25%	22%	25%	22%	23%	27%	23%	25%	30%	21%	27%
Bride and groom exchanged rings	64%	61%	66%	71%	47%	49%	58%	52%	65%	77%	81%	68%
Guests threw rice/confetti as the bride/groom exited	27%	31%	22%	31%	12%	16%	27%	22%	28%	32%	29%	28%
Other	6%	7%	4%	6%	6%	6%	-	5%	7%	7%	4%	8%
Don't know	5%	6%	4%	4%	11%	6%	2%	7%	5%	2%	1%	4%
Not applicable - We didn't have a wedding	14%	15%	14%	12%	24%	20%	11%	20%	14%	8%	6%	12%

Do you think each of these wedding traditions should be preserved or dropped? Please select an option for each row.

REW\_Q2\_1. Bride having her father or other male family/friend give her away

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	14%	11%	13%	14%	19%	14%	16%	12%	12%	16%	22%	14%
Should be preserved	64%	68%	65%	65%	64%	66%	51%	69%	63%	59%	58%	64%
Don't know	22%	21%	22%	22%	17%	21%	33%	19%	25%	25%	20%	21%

REW\_Q2\_2. Groom doing a garter toss

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	26%	23%	27%	27%	24%	24%	18%	24%	22%	31%	32%	25%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Marital Status										Younger than 18
	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	

profile\_marstat\_2018. What is your current marital or relationship status?

Unweighted base	1295	27	86	46	705	321	120	67	26	15	41	258
<b>Base</b>	1295	28	84	47	704	316	123	64	24	17	46	260
Married	42%	-	-	-	77%	-	-	-	-	-	-	58%
Civil partnership	2%	100%	-	-	4%	-	-	-	-	-	-	4%
Living with a partner, but neither married nor in a civil partnership	7%	-	100%	-	12%	-	-	-	-	-	-	9%
Single	24%	-	-	-	-	100%	-	-	-	-	-	14%
Divorced	9%	-	-	-	-	-	100%	-	-	-	-	6%
Widowed	5%	-	-	-	-	-	-	100%	-	-	-	2%
Separated but still legally married or in a civil partnership	2%	-	-	-	-	-	-	-	100%	-	-	3%
In a relationship, but not living together	4%	-	-	100%	7%	-	-	-	-	-	-	1%
Other	1%	-	-	-	-	-	-	-	-	100%	-	1%
Prefer not to say	4%	-	-	-	-	-	-	-	-	-	100%	1%

REW\_Q1. Which, if any, of the following wedding traditions happened at your wedding (or weddings, if you have been married more than once)?

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Bride had her father or other male family/friend give her away	44%	-	-	-	46%	-	45%	38%	26%	-	-	40%
Groom did a garter toss	30%	-	-	-	31%	-	29%	26%	8%	-	-	31%
Bride tossed her bouquet	45%	-	-	-	47%	-	45%	36%	24%	-	-	45%
Bride and groom had a first dance	37%	-	-	-	39%	-	34%	26%	16%	-	-	43%
Bride and groom didn't see each other beforehand	29%	-	-	-	31%	-	29%	18%	26%	-	-	29%
Bride wore white	49%	-	-	-	53%	-	43%	37%	34%	-	-	53%
Bride's family paid for the wedding	25%	-	-	-	25%	-	26%	20%	23%	-	-	20%
Bride and groom sent thank-you notes to guests	46%	-	-	-	49%	-	42%	37%	24%	-	-	45%
Bride promised to obey her husband	24%	-	-	-	27%	-	20%	11%	29%	-	-	23%
Bride and groom exchanged rings	64%	-	-	-	68%	-	61%	49%	47%	-	-	61%
Guests threw rice/confetti as the bride/groom exited	27%	-	-	-	28%	-	24%	23%	20%	-	-	20%
Other	6%	-	-	-	8%	-	1%	2%	-	-	-	4%
Don't know	5%	-	-	-	4%	-	7%	6%	13%	-	-	4%
Not applicable - We didn't have a wedding	14%	-	-	-	12%	-	21%	16%	23%	-	-	13%

Do you think each of these wedding traditions should be preserved or dropped? Please select an option for each row.

REW\_Q2\_1. Bride having her father or other male family/friend give her away

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	14%	-	-	-	14%	-	14%	14%	8%	-	-	17%
Should be preserved	64%	-	-	-	64%	-	62%	64%	66%	-	-	62%
Don't know	22%	-	-	-	21%	-	24%	21%	26%	-	-	21%

REW\_Q2\_2. Groom doing a garter toss

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	26%	-	-	-	25%	-	32%	25%	18%	-	-	26%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Parent or guardian of any children				Income				Type of Area Lived in		
	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural

profile\_marstat\_2018. What is your current marital or relationship status?

Unweighted base	1295	442	664	564	67	436	362	321	176	412	621	250
<b>Base</b>	1295	429	654	564	77	441	362	321	170	420	616	249
Married	42%	59%	59%	25%	26%	26%	48%	62%	34%	37%	45%	45%
Civil partnership	2%	1%	2%	2%	5%	2%	2%	2%	2%	3%	2%	2%
Living with a partner, but neither married nor in a civil partnership	7%	4%	6%	7%	6%	7%	8%	6%	2%	6%	6%	8%
Single	24%	7%	9%	43%	16%	32%	20%	14%	32%	29%	23%	21%
Divorced	9%	16%	13%	7%	1%	11%	11%	7%	7%	8%	10%	11%
Widowed	5%	7%	5%	5%	5%	7%	5%	3%	5%	5%	5%	5%
Separated but still legally married or in a civil partnership	2%	4%	3%	1%	0%	3%	1%	2%	1%	1%	2%	2%
In a relationship, but not living together	4%	1%	1%	6%	10%	4%	3%	2%	7%	5%	3%	3%
Other	1%	0%	0%	1%	9%	3%	-	1%	-	4%	0%	0%
Prefer not to say	4%	1%	1%	4%	23%	4%	2%	1%	10%	4%	3%	4%

REW\_Q1. Which, if any, of the following wedding traditions happened at your wedding (or weddings, if you have been married more than once)?

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Bride had her father or other male family/friend give her away	44%	50%	47%	42%	20%	28%	51%	49%	53%	37%	49%	45%
Groom did a garter toss	30%	32%	32%	25%	13%	17%	37%	33%	28%	26%	33%	27%
Bride tossed her bouquet	45%	51%	49%	38%	24%	29%	52%	51%	50%	37%	51%	43%
Bride and groom had a first dance	37%	36%	38%	35%	18%	22%	42%	43%	39%	31%	43%	29%
Bride and groom didn't see each other beforehand	29%	32%	32%	24%	18%	21%	34%	32%	29%	24%	33%	28%
Bride wore white	49%	52%	53%	45%	24%	33%	54%	60%	49%	41%	57%	45%
Bride's family paid for the wedding	25%	26%	24%	26%	18%	18%	27%	26%	30%	22%	26%	24%
Bride and groom sent thank-you notes to guests	46%	51%	49%	40%	21%	28%	50%	56%	50%	38%	53%	42%
Bride promised to obey her husband	24%	28%	27%	19%	13%	22%	26%	26%	22%	18%	26%	29%
Bride and groom exchanged rings	64%	68%	66%	62%	50%	49%	68%	73%	70%	57%	70%	62%
Guests threw rice/confetti as the bride/groom exited	27%	35%	31%	19%	13%	17%	32%	29%	28%	15%	31%	33%
Other	6%	6%	5%	7%	-	6%	4%	7%	7%	8%	5%	4%
Don't know	5%	6%	5%	5%	4%	9%	4%	2%	7%	5%	5%	5%
Not applicable - We didn't have a wedding	14%	13%	13%	16%	16%	24%	13%	8%	10%	15%	10%	23%

Do you think each of these wedding traditions should be preserved or dropped? Please select an option for each row.

REW\_Q2\_1. Bride having her father or other male family/friend give her away

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	14%	13%	15%	13%	8%	12%	15%	16%	10%	20%	13%	9%
Should be preserved	64%	67%	65%	61%	70%	66%	66%	61%	64%	55%	65%	74%
Don't know	22%	20%	20%	26%	22%	22%	20%	23%	25%	25%	22%	17%

REW\_Q2\_2. Groom doing a garter toss

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	26%	27%	27%	25%	15%	21%	23%	30%	31%	27%	27%	21%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	
	Other

profile\_marstat\_2018. What is your current marital or relationship status?

Unweighted base	1295	12
<b>Base</b>	1295	10
Married	42%	26%
Civil partnership	2%	-
Living with a partner, but neither married nor in a civil partnership	7%	-
Single	24%	34%
Divorced	9%	-
Widowed	5%	19%
Separated but still legally married or in a civil partnership	2%	3%
In a relationship, but not living together	4%	-
Other	1%	-
Prefer not to say	4%	18%

REW\_Q1. Which, if any, of the following wedding traditions happened at your wedding (or weddings, if you have been married more than once)?

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Bride had her father or other male family/friend give her away	44%	-
Groom did a garter toss	30%	-
Bride tossed her bouquet	45%	15%
Bride and groom had a first dance	37%	15%
Bride and groom didn't see each other beforehand	29%	-
Bride wore white	49%	-
Bride's family paid for the wedding	25%	5%
Bride and groom sent thank-you notes to guests	46%	-
Bride promised to obey her husband	24%	18%
Bride and groom exchanged rings	64%	40%
Guests threw rice/confetti as the bride/groom exited	27%	15%
Other	6%	18%
Don't know	5%	-
Not applicable - We didn't have a wedding	14%	22%

Do you think each of these wedding traditions should be preserved or dropped? Please select an option for each row.

REW\_Q2\_1. Bride having her father or other male family/friend give her away

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	14%	45%
Should be preserved	64%	55%
Don't know	22%	-

REW\_Q2\_2. Groom doing a garter toss

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	26%	30%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Gender		Generation							Reg	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Should be preserved	45%	47%	44%	36%	42%	49%	45%	42%	-	-	38%	47%
Don't know	29%	29%	29%	64%	28%	32%	28%	22%	-	-	30%	30%
<b>REW_Q2_3. Bride tossing her bouquet</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	11%	9%	13%	47%	19%	9%	9%	9%	-	-	19%	10%
Should be preserved	66%	69%	63%	15%	57%	65%	69%	70%	-	-	51%	66%
Don't know	23%	22%	24%	38%	24%	26%	21%	21%	-	-	30%	24%
<b>REW_Q2_7. Bride and groom having a first dance</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	6%	7%	5%	49%	11%	5%	5%	4%	-	-	13%	6%
Should be preserved	73%	73%	74%	51%	64%	74%	76%	80%	-	-	69%	73%
Don't know	21%	20%	21%	-	25%	21%	20%	16%	-	-	18%	22%
<b>REW_Q2_8. Bride and groom not seeing each other beforehand</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	28%	28%	28%	20%	28%	23%	29%	33%	-	-	32%	30%
Should be preserved	44%	45%	43%	31%	45%	48%	41%	48%	-	-	45%	38%
Don't know	28%	28%	29%	49%	27%	29%	30%	19%	-	-	24%	32%
<b>REW_Q2_9. Bride wearing white</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	24%	21%	27%	54%	25%	19%	28%	16%	-	-	26%	21%
Should be preserved	50%	55%	45%	15%	47%	52%	48%	63%	-	-	48%	45%
Don't know	26%	24%	28%	31%	27%	29%	25%	20%	-	-	26%	33%
<b>REW_Q2_10. Bride's family paying for the wedding</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	43%	34%	52%	51%	34%	41%	48%	42%	-	-	44%	49%
Should be preserved	25%	34%	16%	49%	33%	26%	19%	30%	-	-	23%	20%
Don't know	32%	32%	32%	-	33%	33%	33%	28%	-	-	33%	31%
<b>REW_Q2_11. Bride and groom sending thank-you notes to guests</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	7%	8%	6%	-	15%	6%	5%	3%	-	-	9%	7%
Should be preserved	75%	74%	77%	67%	62%	73%	81%	82%	-	-	73%	80%
Don't know	18%	18%	17%	33%	22%	21%	14%	15%	-	-	18%	13%
<b>REW_Q2_12. Bride promising to obey her husband</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	50%	38%	61%	51%	35%	44%	59%	51%	-	-	53%	57%
Should be preserved	32%	42%	22%	33%	43%	38%	24%	32%	-	-	29%	24%
Don't know	19%	20%	17%	16%	22%	18%	17%	17%	-	-	19%	19%



# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Region		Race				Education				Married
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	
Should be preserved	45%	49%	43%	44%	44%	52%	47%	51%	44%	43%	36%	46%
Don't know	29%	27%	30%	29%	32%	23%	34%	26%	34%	26%	32%	29%
<b>REW_Q2_3. Bride tossing her bouquet</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	11%	10%	9%	10%	14%	17%	12%	11%	13%	9%	11%	10%
Should be preserved	66%	71%	68%	68%	61%	61%	62%	70%	63%	66%	58%	66%
Don't know	23%	20%	23%	23%	25%	22%	26%	19%	24%	24%	31%	24%
<b>REW_Q2_7. Bride and groom having a first dance</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	6%	5%	4%	5%	7%	8%	15%	8%	6%	3%	7%	5%
Should be preserved	73%	76%	72%	76%	70%	68%	59%	71%	74%	77%	74%	74%
Don't know	21%	19%	24%	19%	23%	24%	27%	21%	21%	20%	19%	21%
<b>REW_Q2_8. Bride and groom not seeing each other beforehand</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	28%	26%	27%	30%	24%	24%	21%	23%	26%	32%	38%	28%
Should be preserved	44%	47%	43%	42%	42%	53%	42%	50%	43%	43%	30%	43%
Don't know	28%	27%	30%	28%	34%	22%	37%	27%	31%	25%	32%	29%
<b>REW_Q2_9. Bride wearing white</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	24%	24%	24%	22%	43%	23%	19%	23%	25%	24%	24%	21%
Should be preserved	50%	53%	51%	52%	38%	50%	47%	52%	49%	50%	48%	53%
Don't know	26%	23%	25%	26%	19%	26%	35%	25%	26%	26%	28%	26%
<b>REW_Q2_10. Bride's family paying for the wedding</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	43%	40%	42%	45%	44%	40%	32%	41%	40%	49%	46%	42%
Should be preserved	25%	28%	26%	23%	31%	30%	29%	25%	29%	20%	22%	25%
Don't know	32%	32%	32%	33%	25%	30%	39%	35%	30%	31%	32%	33%
<b>REW_Q2_11. Bride and groom sending thank-you notes to guests</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	7%	7%	6%	6%	7%	9%	18%	9%	6%	6%	5%	7%
Should be preserved	75%	73%	76%	80%	67%	67%	60%	71%	75%	80%	82%	76%
Don't know	18%	20%	17%	15%	26%	24%	22%	20%	19%	14%	14%	17%
<b>REW_Q2_12. Bride promising to obey her husband</b>												
Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	50%	47%	46%	55%	47%	33%	29%	43%	49%	58%	58%	47%
Should be preserved	32%	35%	36%	28%	35%	44%	39%	35%	31%	29%	27%	34%
Don't know	19%	18%	19%	16%	18%	23%	32%	22%	19%	13%	15%	19%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Marital Status										Younger than 18
		Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
Should be preserved	45%	-	-	-	46%	-	41%	54%	28%	-	-	45%
Don't know	29%	-	-	-	29%	-	27%	22%	53%	-	-	30%
<b>REW_Q2_3. Bride tossing her bouquet</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	11%	-	-	-	10%	-	11%	13%	25%	-	-	16%
Should be preserved	66%	-	-	-	66%	-	66%	67%	54%	-	-	61%
Don't know	23%	-	-	-	24%	-	24%	20%	22%	-	-	24%
<b>REW_Q2_7. Bride and groom having a first dance</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	6%	-	-	-	5%	-	9%	13%	4%	-	-	7%
Should be preserved	73%	-	-	-	74%	-	72%	72%	62%	-	-	70%
Don't know	21%	-	-	-	21%	-	19%	15%	34%	-	-	23%
<b>REW_Q2_8. Bride and groom not seeing each other beforehand</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	28%	-	-	-	28%	-	27%	28%	26%	-	-	26%
Should be preserved	44%	-	-	-	43%	-	48%	48%	27%	-	-	47%
Don't know	28%	-	-	-	29%	-	26%	24%	47%	-	-	27%
<b>REW_Q2_9. Bride wearing white</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	24%	-	-	-	21%	-	37%	28%	22%	-	-	22%
Should be preserved	50%	-	-	-	53%	-	37%	52%	36%	-	-	52%
Don't know	26%	-	-	-	26%	-	26%	21%	42%	-	-	26%
<b>REW_Q2_10. Bride's family paying for the wedding</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	43%	-	-	-	42%	-	49%	43%	39%	-	-	37%
Should be preserved	25%	-	-	-	25%	-	21%	29%	27%	-	-	31%
Don't know	32%	-	-	-	33%	-	30%	27%	33%	-	-	32%
<b>REW_Q2_11. Bride and groom sending thank-you notes to guests</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	7%	-	-	-	7%	-	5%	11%	4%	-	-	8%
Should be preserved	75%	-	-	-	76%	-	77%	68%	62%	-	-	71%
Don't know	18%	-	-	-	17%	-	18%	21%	34%	-	-	21%
<b>REW_Q2_12. Bride promising to obey her husband</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	50%	-	-	-	47%	-	59%	54%	42%	-	-	37%
Should be preserved	32%	-	-	-	34%	-	26%	26%	39%	-	-	42%
Don't know	19%	-	-	-	19%	-	15%	20%	19%	-	-	21%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural
Should be preserved	45%	46%	45%	45%	47%	49%	47%	43%	38%	44%	43%	53%
Don't know	29%	27%	28%	31%	39%	30%	30%	27%	30%	29%	31%	26%
<b>REW_Q2_3. Bride tossing her bouquet</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	11%	10%	12%	7%	21%	10%	12%	11%	11%	16%	8%	10%
Should be preserved	66%	69%	66%	66%	52%	67%	67%	66%	61%	58%	69%	68%
Don't know	23%	21%	22%	26%	27%	23%	21%	23%	29%	25%	22%	22%
<b>REW_Q2_7. Bride and groom having a first dance</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	6%	5%	6%	7%	12%	9%	5%	5%	7%	10%	5%	4%
Should be preserved	73%	76%	74%	72%	67%	70%	80%	71%	68%	64%	76%	79%
Don't know	21%	19%	20%	21%	21%	22%	15%	24%	25%	27%	19%	17%
<b>REW_Q2_8. Bride and groom not seeing each other beforehand</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	28%	28%	27%	29%	31%	24%	26%	34%	24%	28%	30%	21%
Should be preserved	44%	43%	44%	42%	51%	46%	47%	40%	40%	42%	41%	52%
Don't know	28%	29%	29%	29%	18%	30%	27%	26%	36%	30%	28%	27%
<b>REW_Q2_9. Bride wearing white</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	24%	26%	25%	22%	21%	26%	20%	27%	22%	25%	24%	23%
Should be preserved	50%	50%	50%	49%	48%	46%	57%	48%	43%	45%	52%	52%
Don't know	26%	24%	25%	28%	31%	28%	22%	24%	35%	30%	24%	25%
<b>REW_Q2_10. Bride's family paying for the wedding</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	43%	45%	43%	45%	24%	38%	41%	47%	48%	47%	44%	36%
Should be preserved	25%	22%	24%	24%	43%	24%	28%	26%	13%	24%	24%	30%
Don't know	32%	33%	33%	31%	33%	37%	31%	27%	39%	29%	33%	35%
<b>REW_Q2_11. Bride and groom sending thank-you notes to guests</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	7%	6%	6%	8%	10%	8%	7%	6%	7%	11%	5%	5%
Should be preserved	75%	79%	77%	74%	55%	68%	80%	79%	69%	67%	79%	79%
Don't know	18%	15%	17%	18%	35%	23%	13%	15%	24%	22%	16%	16%
<b>REW_Q2_12. Bride promising to obey her husband</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	50%	54%	49%	55%	19%	42%	54%	49%	58%	50%	52%	44%
Should be preserved	32%	29%	33%	28%	46%	36%	31%	32%	21%	32%	30%	38%
Don't know	19%	17%	18%	17%	35%	22%	15%	19%	21%	18%	18%	19%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Other
Should be preserved	45%	48%
Don't know	29%	22%

## REW\_Q2\_3. Bride tossing her bouquet

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	11%	21%
Should be preserved	66%	55%
Don't know	23%	25%

## REW\_Q2\_7. Bride and groom having a first dance

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	6%	30%
Should be preserved	73%	70%
Don't know	21%	-

## REW\_Q2\_8. Bride and groom not seeing each other beforehand

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	28%	40%
Should be preserved	44%	55%
Don't know	28%	5%

## REW\_Q2\_9. Bride wearing white

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	24%	55%
Should be preserved	50%	18%
Don't know	26%	27%

## REW\_Q2\_10. Bride's family paying for the wedding

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	43%	40%
Should be preserved	25%	18%
Don't know	32%	42%

## REW\_Q2\_11. Bride and groom sending thank-you notes to guests

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	7%	15%
Should be preserved	75%	85%
Don't know	18%	-

## REW\_Q2\_12. Bride promising to obey her husband

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	50%	58%
Should be preserved	32%	-
Don't know	19%	42%

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Gender		Generation							Reg	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest

## REW\_Q2\_13. Bride and groom exchanging rings

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	5%	7%	4%	38%	11%	5%	2%	6%	-	-	9%	6%
Should be preserved	79%	78%	79%	46%	67%	76%	84%	86%	-	-	71%	78%
Don't know	16%	15%	17%	16%	22%	19%	14%	8%	-	-	19%	16%

## REW\_Q2\_14. Guests throwing rice/confetti as the bride/groom exit

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Should be dropped	31%	24%	38%	16%	30%	30%	32%	38%	-	-	36%	36%
Should be preserved	44%	50%	39%	51%	45%	43%	44%	44%	-	-	39%	38%
Don't know	25%	26%	24%	33%	25%	27%	25%	18%	-	-	26%	26%

## Would you approve or disapprove of a couple doing each of the following at their wedding?

### REW\_Q3\_1. Serving alcohol at the wedding reception

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	67%	68%	66%	31%	67%	67%	70%	50%	-	-	67%	76%
Disapprove	17%	19%	15%	53%	19%	13%	15%	33%	-	-	20%	11%
Don't know	16%	13%	19%	16%	14%	19%	15%	17%	-	-	13%	13%

### REW\_Q3\_2. Having a cash bar instead of an open bar (i.e., guests pay for their drinks)

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	40%	41%	39%	51%	49%	40%	38%	30%	-	-	36%	44%
Disapprove	35%	36%	35%	33%	32%	32%	37%	44%	-	-	42%	36%
Don't know	25%	23%	26%	16%	19%	28%	25%	26%	-	-	22%	20%

### REW\_Q3\_3. Including registry information on the wedding invite

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	55%	56%	54%	67%	62%	57%	55%	33%	-	-	50%	57%
Disapprove	25%	23%	26%	16%	24%	21%	24%	44%	-	-	27%	26%
Don't know	20%	21%	20%	18%	14%	22%	21%	23%	-	-	23%	18%

### REW\_Q3\_4. Inviting some guests to the reception but not the ceremony

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	27%	30%	24%	51%	48%	28%	21%	8%	-	-	27%	26%
Disapprove	49%	47%	50%	16%	35%	42%	56%	69%	-	-	51%	51%
Don't know	24%	22%	25%	33%	17%	30%	24%	23%	-	-	22%	24%

### REW\_Q3\_5. Inviting some guests to pre-wedding events (e.g., engagement party, bachelor/bachelorette party, etc.) but not to the wedding itself

Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Region		Race				Education				Married
	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	

## REW\_Q2\_13. Bride and groom exchanging rings

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	5%	5%	2%	4%	3%	10%	7%	5%	3%	6%	6%	5%
Should be preserved	79%	82%	79%	82%	74%	69%	74%	75%	80%	83%	81%	81%
Don't know	16%	13%	18%	14%	23%	21%	18%	20%	17%	11%	13%	14%

## REW\_Q2\_14. Guests throwing rice/confetti as the bride/groom exit

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Should be dropped	31%	28%	29%	31%	34%	37%	21%	30%	32%	36%	28%	30%
Should be preserved	44%	48%	47%	45%	41%	40%	49%	47%	45%	43%	35%	45%
Don't know	25%	24%	24%	25%	26%	23%	30%	24%	24%	21%	37%	25%

## Would you approve or disapprove of a couple doing each of the following at their wedding?

### REW\_Q3\_1. Serving alcohol at the wedding reception

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Approve	67%	65%	62%	71%	61%	58%	53%	58%	67%	77%	76%	71%
Disapprove	17%	18%	18%	15%	15%	23%	22%	24%	13%	12%	14%	16%
Don't know	16%	17%	20%	14%	23%	19%	25%	18%	20%	11%	11%	13%

### REW\_Q3\_2. Having a cash bar instead of an open bar (i.e., guests pay for their drinks)

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Approve	40%	39%	42%	41%	42%	39%	32%	38%	37%	47%	41%	43%
Disapprove	35%	34%	32%	37%	27%	33%	34%	35%	34%	34%	40%	33%
Don't know	25%	27%	26%	22%	31%	28%	34%	27%	28%	18%	19%	24%

### REW\_Q3\_3. Including registry information on the wedding invite

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Approve	55%	55%	57%	57%	53%	53%	44%	50%	56%	64%	55%	55%
Disapprove	25%	24%	24%	25%	21%	25%	27%	23%	22%	28%	31%	25%
Don't know	20%	22%	19%	18%	26%	21%	29%	28%	22%	8%	14%	20%

### REW\_Q3\_4. Inviting some guests to the reception but not the ceremony

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544
Approve	27%	25%	32%	25%	33%	31%	29%	24%	26%	34%	27%	29%
Disapprove	49%	49%	46%	52%	36%	46%	41%	49%	45%	49%	57%	49%
Don't know	24%	27%	21%	23%	31%	23%	30%	27%	29%	17%	16%	22%

### REW\_Q3\_5. Inviting some guests to pre-wedding events (e.g., engagement party, bachelor/bachelorette party, etc.) but not the wedding itself

Unweighted base	759	282	180	533	76	94	56	273	236	152	98	546
<b>Base: All US Adults that have ever been married</b>	756	290	177	526	69	108	52	288	220	148	99	544

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Marital Status										Younger than 18
	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	

## REW\_Q2\_13. Bride and groom exchanging rings

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	5%	-	-	-	5%	-	5%	5%	4%	-	-	10%
Should be preserved	79%	-	-	-	81%	-	73%	76%	72%	-	-	70%
Don't know	16%	-	-	-	14%	-	22%	19%	24%	-	-	20%

## REW\_Q2\_14. Guests throwing rice/confetti as the bride/groom exit

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Should be dropped	31%	-	-	-	30%	-	38%	28%	41%	-	-	34%
Should be preserved	44%	-	-	-	45%	-	37%	51%	40%	-	-	40%
Don't know	25%	-	-	-	25%	-	25%	20%	19%	-	-	26%

## Would you approve or disapprove of a couple doing each of the following at their wedding?

### REW\_Q3\_1. Serving alcohol at the wedding reception

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	67%	-	-	-	71%	-	61%	44%	67%	-	-	69%
Disapprove	17%	-	-	-	16%	-	14%	30%	16%	-	-	19%
Don't know	16%	-	-	-	13%	-	25%	26%	17%	-	-	13%

### REW\_Q3\_2. Having a cash bar instead of an open bar (i.e., guests pay for their drinks)

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	40%	-	-	-	43%	-	31%	35%	30%	-	-	46%
Disapprove	35%	-	-	-	33%	-	42%	40%	44%	-	-	30%
Don't know	25%	-	-	-	24%	-	27%	26%	26%	-	-	24%

### REW\_Q3\_3. Including registry information on the wedding invite

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	55%	-	-	-	55%	-	54%	56%	56%	-	-	64%
Disapprove	25%	-	-	-	25%	-	21%	27%	24%	-	-	19%
Don't know	20%	-	-	-	20%	-	25%	17%	19%	-	-	17%

### REW\_Q3\_4. Inviting some guests to the reception but not the ceremony

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	27%	-	-	-	29%	-	22%	25%	19%	-	-	41%
Disapprove	49%	-	-	-	49%	-	44%	54%	50%	-	-	38%
Don't know	24%	-	-	-	22%	-	34%	22%	31%	-	-	21%

### REW\_Q3\_5. Inviting some guests to pre-wedding events (e.g., engagement party, bachelor/bachelorette party, etc.) but not to the wedding itself

Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Parent or guardian of any children				Income				Type of Area Lived in		
	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural

## REW\_Q2\_13. Bride and groom exchanging rings

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	5%	3%	5%	4%	8%	6%	5%	6%	2%	8%	4%	3%
Should be preserved	79%	83%	79%	80%	64%	77%	83%	76%	78%	70%	81%	86%
Don't know	16%	14%	16%	16%	28%	17%	12%	18%	20%	21%	15%	12%

## REW\_Q2\_14. Guests throwing rice/confetti as the bride/groom exit

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Should be dropped	31%	32%	32%	30%	39%	28%	34%	30%	35%	30%	32%	30%
Should be preserved	44%	43%	43%	46%	45%	46%	47%	41%	38%	40%	44%	50%
Don't know	25%	25%	25%	24%	16%	26%	19%	29%	27%	30%	24%	20%

## Would you approve or disapprove of a couple doing each of the following at their wedding?

### REW\_Q3\_1. Serving alcohol at the wedding reception

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	67%	69%	69%	63%	56%	51%	72%	75%	68%	65%	71%	61%
Disapprove	17%	17%	17%	17%	6%	22%	15%	16%	13%	19%	14%	20%
Don't know	16%	15%	14%	19%	37%	27%	13%	9%	19%	16%	15%	19%

### REW\_Q3\_2. Having a cash bar instead of an open bar (i.e., guests pay for their drinks)

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	40%	39%	41%	37%	50%	36%	42%	44%	32%	39%	41%	40%
Disapprove	35%	36%	35%	39%	14%	34%	34%	37%	39%	37%	36%	32%
Don't know	25%	25%	24%	24%	35%	30%	24%	19%	29%	24%	23%	28%

### REW\_Q3\_3. Including registry information on the wedding invite

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	55%	53%	57%	52%	40%	49%	58%	60%	47%	54%	60%	44%
Disapprove	25%	26%	24%	26%	39%	24%	24%	25%	28%	27%	20%	34%
Don't know	20%	21%	20%	22%	21%	28%	18%	15%	25%	19%	20%	21%

### REW\_Q3\_4. Inviting some guests to the reception but not the ceremony

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	27%	21%	27%	24%	43%	22%	27%	34%	21%	35%	28%	14%
Disapprove	49%	53%	49%	51%	27%	45%	50%	49%	53%	45%	48%	57%
Don't know	24%	26%	23%	25%	30%	33%	23%	17%	26%	20%	24%	29%

### REW\_Q3\_5. Inviting some guests to pre-wedding events (e.g., engagement party, bachelor/bachelorette party, etc.) but not to the wedding itself

Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156



# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	
	Other

## REW\_Q2\_13. Bride and groom exchanging rings

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	5%	40%
Should be preserved	79%	40%
Don't know	16%	20%

## REW\_Q2\_14. Guests throwing rice/confetti as the bride/groom exit

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Should be dropped	31%	30%
Should be preserved	44%	64%
Don't know	25%	5%

## Would you approve or disapprove of a couple doing each of the following at their wedding?

### REW\_Q3\_1. Serving alcohol at the wedding reception

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	67%	37%
Disapprove	17%	57%
Don't know	16%	5%

### REW\_Q3\_2. Having a cash bar instead of an open bar (i.e., guests pay for their drinks)

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	40%	58%
Disapprove	35%	15%
Don't know	25%	27%

### REW\_Q3\_3. Including registry information on the wedding invite

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	55%	42%
Disapprove	25%	21%
Don't know	20%	37%

### REW\_Q3\_4. Inviting some guests to the reception but not the ceremony

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	27%	47%
Disapprove	49%	33%
Don't know	24%	20%

### REW\_Q3\_5. Inviting some guests to pre-wedding events (e.g., engagement party, bachelor/bachelorette party, etc.) but not to the wedding itself

Unweighted base	759	6
<b>Base: All US Adults that have ever been married</b>	756	5

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Gender		Generation						Reg		
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Approve	27%	32%	21%	15%	45%	25%	23%	14%	-	-	29%	20%
Disapprove	50%	45%	55%	36%	38%	48%	52%	70%	-	-	52%	60%
Don't know	24%	23%	24%	49%	17%	28%	25%	16%	-	-	19%	20%
<b>REW_Q3_6. Having a destination wedding</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	35%	33%	37%	67%	50%	41%	27%	27%	-	-	32%	30%
Disapprove	31%	36%	26%	33%	30%	21%	34%	41%	-	-	34%	38%
Don't know	34%	31%	37%	-	20%	38%	39%	32%	-	-	34%	32%
<b>REW_Q3_7. Leaving more than one hour between the end of the ceremony and the beginning of the reception</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	33%	37%	30%	-	44%	34%	31%	24%	-	-	36%	37%
Disapprove	36%	33%	39%	84%	36%	31%	37%	44%	-	-	42%	35%
Don't know	30%	30%	31%	16%	20%	36%	32%	32%	-	-	22%	28%
<b>REW_Q3_8. Asking guests not to use their phones/take photos during the ceremony</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	49%	50%	49%	47%	60%	41%	51%	41%	-	-	49%	54%
Disapprove	31%	30%	32%	18%	24%	38%	31%	32%	-	-	31%	30%
Don't know	20%	20%	19%	36%	16%	21%	19%	27%	-	-	20%	16%
<b>REW_Q3_9. Asking guests to not bring their children to the wedding</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	41%	36%	45%	31%	44%	40%	45%	19%	-	-	52%	42%
Disapprove	37%	44%	31%	31%	40%	36%	33%	56%	-	-	28%	36%
Don't know	22%	20%	24%	38%	16%	24%	23%	25%	-	-	20%	22%
<b>REW_Q3_10. Asking guests for money/cash instead of a gift</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	31%	36%	26%	33%	52%	34%	23%	15%	-	-	31%	28%
Disapprove	48%	43%	52%	16%	30%	41%	56%	62%	-	-	45%	52%
Don't know	21%	21%	22%	51%	17%	25%	21%	22%	-	-	24%	20%
<b>REW_Q3_11. Asking guests to wear a certain color</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158
<b>Base: All US Adults that have ever been married</b>	756	362	393	6	143	194	348	64	-	-	124	165
Approve	19%	23%	16%	49%	40%	24%	10%	5%	-	-	16%	12%
Disapprove	59%	53%	64%	15%	39%	48%	70%	76%	-	-	58%	72%
Don't know	22%	24%	20%	36%	21%	29%	20%	19%	-	-	25%	16%
<b>REW_Q3_12. Asking guests to only attend if they have been fully vaccinated for Coronavirus (COVID-19) or if they have a negative result from a Coronavirus (COVID-19) test</b>												
Unweighted base	759	363	396	6	138	194	359	62	-	-	139	158

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Region		Race				Education					
	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	
Approve	27%	30%	23%	40%	32%	29%	29%	23%	28%	24%	28%	
Disapprove	50%	47%	56%	30%	38%	39%	45%	46%	58%	62%	50%	
Don't know	24%	23%	21%	30%	30%	32%	27%	30%	15%	13%	22%	
<b>REW_Q3_6. Having a destination wedding</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	35%	40%	33%	42%	38%	38%	31%	33%	44%	37%	36%	
Disapprove	31%	30%	33%	17%	28%	29%	29%	32%	32%	33%	31%	
Don't know	34%	30%	33%	41%	34%	33%	40%	35%	24%	30%	33%	
<b>REW_Q3_7. Leaving more than one hour between the end of the ceremony and the beginning of the reception</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	33%	30%	32%	38%	41%	21%	35%	31%	32%	35%	36%	
Disapprove	36%	36%	38%	26%	32%	40%	32%	36%	43%	40%	36%	
Don't know	30%	34%	29%	36%	27%	39%	32%	34%	25%	25%	28%	
<b>REW_Q3_8. Asking guests not to use their phones/take photos during the ceremony</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	49%	44%	52%	45%	43%	42%	44%	44%	61%	59%	52%	
Disapprove	31%	31%	31%	29%	30%	36%	34%	34%	27%	23%	29%	
Don't know	20%	25%	17%	26%	27%	22%	22%	22%	12%	18%	19%	
<b>REW_Q3_9. Asking guests to not bring their children to the wedding</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	41%	38%	43%	43%	30%	40%	34%	40%	50%	48%	42%	
Disapprove	37%	43%	35%	31%	51%	38%	42%	38%	33%	26%	37%	
Don't know	22%	19%	22%	26%	20%	23%	24%	22%	16%	26%	21%	
<b>REW_Q3_10. Asking guests for money/cash instead of a gift</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	31%	29%	29%	39%	32%	38%	25%	33%	39%	32%	34%	
Disapprove	48%	48%	51%	32%	47%	36%	55%	41%	44%	47%	45%	
Don't know	21%	23%	20%	29%	21%	26%	20%	27%	17%	21%	21%	
<b>REW_Q3_11. Asking guests to wear a certain color</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	
<b>Base: All US Adults that have ever been married</b>	756	177	526	69	108	52	288	220	148	99	544	
Approve	19%	26%	16%	33%	27%	23%	17%	20%	19%	24%	20%	
Disapprove	59%	53%	66%	37%	43%	45%	56%	55%	65%	63%	60%	
Don't know	22%	21%	19%	29%	30%	32%	27%	24%	16%	13%	20%	
<b>REW_Q3_12. Asking guests to only attend if they have been fully vaccinated for Coronavirus (COVID-19) or if they have a negative result from a Coronavirus (COVID-19) test</b>												
Unweighted base	759	180	533	76	94	56	273	236	152	98	546	

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Marital Status										Younger than 18
		Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
Approve	27%	-	-	-	28%	-	23%	20%	32%	-	-	38%
Disapprove	50%	-	-	-	50%	-	51%	50%	46%	-	-	41%
Don't know	24%	-	-	-	22%	-	26%	30%	23%	-	-	21%
<b>REW_Q3_6. Having a destination wedding</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	35%	-	-	-	36%	-	32%	39%	28%	-	-	42%
Disapprove	31%	-	-	-	31%	-	29%	35%	22%	-	-	27%
Don't know	34%	-	-	-	33%	-	39%	26%	50%	-	-	31%
<b>REW_Q3_7. Leaving more than one hour between the end of the ceremony and the beginning of the reception</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	33%	-	-	-	36%	-	29%	23%	33%	-	-	32%
Disapprove	36%	-	-	-	36%	-	34%	41%	43%	-	-	38%
Don't know	30%	-	-	-	28%	-	38%	37%	24%	-	-	29%
<b>REW_Q3_8. Asking guests not to use their phones/take photos during the ceremony</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	49%	-	-	-	52%	-	42%	39%	44%	-	-	50%
Disapprove	31%	-	-	-	29%	-	35%	41%	33%	-	-	31%
Don't know	20%	-	-	-	19%	-	23%	20%	24%	-	-	19%
<b>REW_Q3_9. Asking guests to not bring their children to the wedding</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	41%	-	-	-	42%	-	35%	40%	43%	-	-	38%
Disapprove	37%	-	-	-	37%	-	38%	39%	40%	-	-	43%
Don't know	22%	-	-	-	21%	-	27%	21%	17%	-	-	20%
<b>REW_Q3_10. Asking guests for money/cash instead of a gift</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	31%	-	-	-	34%	-	24%	20%	34%	-	-	45%
Disapprove	48%	-	-	-	45%	-	52%	64%	39%	-	-	36%
Don't know	21%	-	-	-	21%	-	25%	17%	26%	-	-	19%
<b>REW_Q3_11. Asking guests to wear a certain color</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180
<b>Base: All US Adults that have ever been married</b>	756	-	-	-	544	-	123	64	24	-	-	180
Approve	19%	-	-	-	20%	-	22%	9%	26%	-	-	31%
Disapprove	59%	-	-	-	60%	-	54%	64%	31%	-	-	47%
Don't know	22%	-	-	-	20%	-	24%	27%	43%	-	-	21%
<b>REW_Q3_12. Asking guests to only attend if they have been fully vaccinated for Coronavirus (COVID-19) or if they have a negative result from a Coronavirus (COVID-19) test</b>												
Unweighted base	759	-	-	-	546	-	120	67	26	-	-	180

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Total	Parent or guardian of any children				Income				Type of Area Lived in			
	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	
Approve	27%	20%	26%	27%	34%	22%	27%	32%	21%	36%	25%	19%
Disapprove	50%	55%	52%	48%	29%	45%	52%	51%	53%	40%	53%	55%
Don't know	24%	24%	22%	25%	37%	33%	22%	17%	27%	24%	22%	25%
<b>REW_Q3_6. Having a destination wedding</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	35%	30%	34%	39%	36%	36%	33%	36%	35%	42%	32%	33%
Disapprove	31%	33%	31%	31%	15%	24%	33%	36%	23%	27%	32%	33%
Don't know	34%	37%	35%	30%	49%	40%	34%	27%	41%	30%	36%	34%
<b>REW_Q3_7. Leaving more than one hour between the end of the ceremony and the beginning of the reception</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	33%	31%	31%	37%	44%	29%	38%	35%	25%	39%	33%	28%
Disapprove	36%	38%	38%	34%	19%	32%	35%	41%	39%	33%	37%	38%
Don't know	30%	31%	30%	30%	37%	40%	28%	23%	36%	29%	30%	34%
<b>REW_Q3_8. Asking guests not to use their phones/take photos during the ceremony</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	49%	47%	49%	52%	41%	40%	50%	54%	56%	48%	51%	46%
Disapprove	31%	34%	33%	28%	32%	37%	31%	29%	25%	33%	29%	35%
Don't know	20%	19%	19%	21%	27%	24%	18%	17%	19%	20%	20%	18%
<b>REW_Q3_9. Asking guests to not bring their children to the wedding</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	41%	40%	39%	47%	20%	28%	43%	50%	41%	42%	42%	37%
Disapprove	37%	37%	39%	31%	54%	45%	35%	35%	32%	36%	37%	39%
Don't know	22%	23%	22%	22%	26%	27%	23%	15%	27%	21%	21%	24%
<b>REW_Q3_10. Asking guests for money/cash instead of a gift</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	31%	25%	31%	30%	34%	21%	36%	38%	21%	35%	33%	20%
Disapprove	48%	54%	49%	46%	37%	48%	47%	46%	55%	43%	47%	55%
Don't know	21%	21%	20%	24%	29%	31%	17%	17%	24%	21%	20%	25%
<b>REW_Q3_11. Asking guests to wear a certain color</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158
<b>Base: All US Adults that have ever been married</b>	756	367	522	209	24	206	233	237	80	212	383	156
Approve	19%	13%	19%	18%	31%	20%	19%	21%	15%	23%	21%	10%
Disapprove	59%	65%	60%	59%	29%	51%	63%	59%	64%	56%	57%	68%
Don't know	22%	21%	21%	23%	40%	29%	18%	21%	21%	21%	23%	23%
<b>REW_Q3_12. Asking guests to only attend if they have been fully vaccinated for Coronavirus (COVID-19) or if they have a negative result from a Coronavirus (COVID-19) test</b>												
Unweighted base	759	378	531	206	22	204	233	238	84	207	388	158

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



	Total	Other
Approve	27%	-
Disapprove	50%	63%
Don't know	24%	37%

## REW\_Q3\_6. Having a destination wedding

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	35%	30%
Disapprove	31%	30%
Don't know	34%	40%

## REW\_Q3\_7. Leaving more than one hour between the end of the ceremony and the beginning of the reception

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	33%	15%
Disapprove	36%	58%
Don't know	30%	27%

## REW\_Q3\_8. Asking guests not to use their phones/take photos during the ceremony

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	49%	37%
Disapprove	31%	18%
Don't know	20%	45%

## REW\_Q3\_9. Asking guests to not bring their children to the wedding

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	41%	55%
Disapprove	37%	15%
Don't know	22%	30%

## REW\_Q3\_10. Asking guests for money/cash instead of a gift

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	31%	38%
Disapprove	48%	15%
Don't know	21%	47%

## REW\_Q3\_11. Asking guests to wear a certain color

	Unweighted base	
	759	6
<b>Base: All US Adults that have ever been married</b>	756	5
Approve	19%	45%
Disapprove	59%	15%
Don't know	22%	40%

## REW\_Q3\_12. Asking guests to only attend if they have been fully vaccinated for Coronavirus (COVID-19) or if they have a negative result from a Coronavirus (COVID-19) test

	Unweighted base	
	759	6

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Base: All US Adults that have ever been married

Total	Gender		Generation							Reg	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
756	362	393	6	143	194	348	64	-	-	124	165
Approve	49%	52%	16%	54%	42%	52%	51%	-	-	53%	45%
Disapprove	32%	28%	69%	29%	34%	32%	29%	-	-	29%	35%
Don't know	19%	20%	16%	17%	24%	16%	20%	-	-	18%	20%

Cell Contents (Column Percentages)

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Base: All US Adults that have ever been married

Total	Region		Race				Education				Married	
	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad		
756	290	177	526	69	108	52	288	220	148	99	544	
Approve	49%	52%	47%	49%	56%	54%	34%	45%	47%	52%	64%	47%
Disapprove	32%	30%	33%	34%	23%	23%	42%	32%	35%	32%	23%	34%
Don't know	19%	18%	20%	17%	21%	23%	24%	23%	18%	16%	12%	19%

Cell Contents (Col



# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Base: All US Adults that have ever been married

Total	Marital Status										Younger than 18
	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
756	-	-	-	544	-	123	64	24	-	-	180
Approve	49%	-	-	47%	-	54%	55%	61%	-	-	50%
Disapprove	32%	-	-	34%	-	23%	31%	25%	-	-	30%
Don't know	19%	-	-	19%	-	23%	14%	14%	-	-	20%

Cell Contents (Col

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Base: All US Adults that have ever been married

Total	Parent or guardian of any children				Income				Type of Area Lived in		
	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural
756	367	522	209	24	206	233	237	80	212	383	156
Approve	49%	49%	50%	43%	46%	51%	53%	42%	58%	52%	33%
Disapprove	32%	34%	31%	25%	28%	33%	32%	36%	23%	31%	46%
Don't know	19%	17%	19%	32%	26%	15%	15%	23%	20%	17%	22%

Cell Contents (Col

# Editorial Wedding

US\_nat\_int Sample: 21st - 22nd June 2021



Base: All US Adults that have ever been married

	Total	Other
	756	5
Approve	49%	33%
Disapprove	32%	40%
Don't know	19%	27%

Cell Contents (Col