

# Interesting Wedding Statistics

## **\*AFTER THE VOWS...**

- **72%** of all brides say they would have spent more time choosing their reception entertainment.
- **Almost 100%** say they would have spent more of their budget on the entertainment.
- During wedding planning, Brides say their highest priority is their attire, followed by the reception site and caterer - reception entertainment is among the least of their priorities. Within one week after their reception, **78%** of Brides say they would have made the entertainment their highest priority!
- When asked **81%** of guests say the thing they remember most about a wedding is the entertainment.
- **65%** of all couples that chose a band to entertain at their wedding, said, if they had it to do over again, they would have chosen a disc jockey.

## **Other Items to Note:**

**Disc Jockey rates** vary based on talent, experience, emcee ability, service, coordination, equipment needed, music knowledge, mixing ability and personality.

The DJ you select will be taking on the responsibility of over **80%** of the success of your party and often gets paid less than **3%** of the total budget (based on the average \$25,000.00 Wedding, 3% would equal \$750.00), yet if the DJ is a poor performer or worse, doesn't show up, your entire investment is wasted, not just that 3%.

Rates for the DJ industry vary greatly, ranging from \$550.00 to \$3,500.00 with an average of \$1,200.00 for a 4 hour booking. The best price is not always the best deal, especially if you are planning a wedding. As a matter of fact, surveys conclude that nearly **100%** of brides would have spent more money on their entertainment and made it their #1 priority in hindsight.

**A full-service disc jockey company will normally invest 12 to 30 hours to your special event but it may appear that you are only paying for "4 hours".** Consultations, music purchasing & editing, preparation, set-up and tear-down, education and other business related endeavors add up to the overall success of your special occasion.

\*These statistics were published in St. Louis Bride & Groom Magazine <http://www.stlbrideandgroom.com/> in 2003. Sources include: Simmons, 2001; USA Today, 2002; National Bridal Service, 2001; The Knot, 2002; Brides Magazine, 2001; American Disc Jockey Association ADJA.org 2004.