

### Western Respondents

5% of surveyed Western brides are **planning to wear their wedding dress to a costume party after their “Big Day,”** nearly twice as many as the national average (2.8%)

**Western respondents are least likely to marry their high school sweethearts** – just 8% do, as opposed to the national average of 13%.

They might not be meeting their high school sweetie at the altar, but **Western brides are most likely to be watching their ex tie the knot.** 13% of these brides saying they’ve attended the wedding of an ex, vs. the national average of 10%.

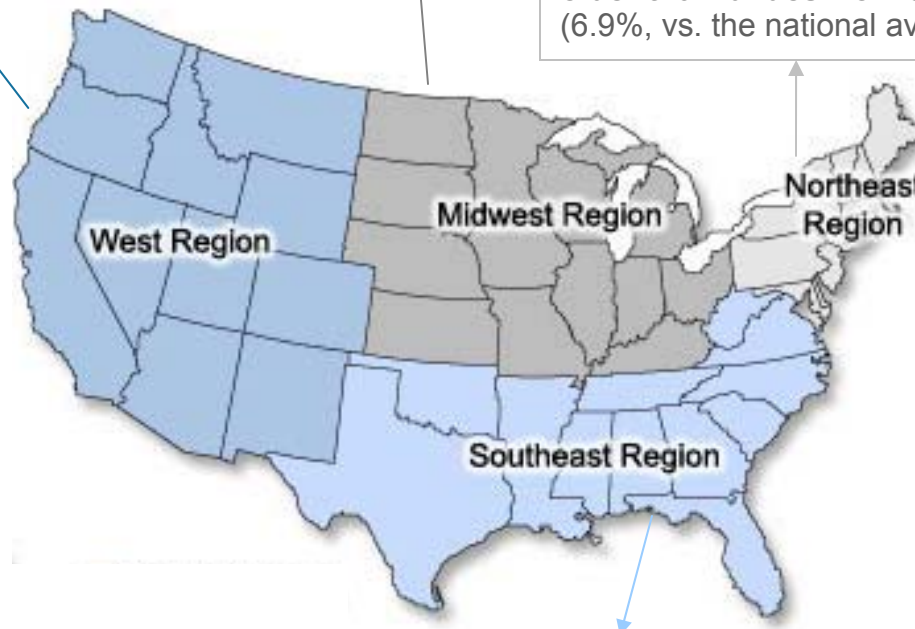
### Midwest/Central

**Central brides are significantly more likely than those from any other region to be open to color on their dress** (71%, versus second place Southern brides at 57%)

### Northeast

Living up to their reputation for being forthright, **Northeastern respondents are the most likely to say that they won’t show their fiancé the dress because they ‘just don’t want’ his opinion** (10%)

Northeastern respondents are nearly **twice as likely to get married at age 50 or older than brides from any other region** (6.9%, vs. the national average of 3.6%)



### Southern/Southeastern

**In the south, more brides marry in their early 40’s (10%) than in their late 30’s (7%).** The South is the **ONLY** region in the U.S. where this occurs.

Brides south of the Mason Dixon line are nearly **one-and-a-half times more likely than any other region to say that “securing the date” is the most stressful part of planning their ceremony** (17%, vs. the West’s second place 12%)

## *What’s On Brides’ Minds*

*Conducted by  
Leflein Associates, Inc.  
for*

**DAVID’S BRIDAL**