



The Choosi Cost of Love Report 2021

July
2021

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About the report

The Choosi Cost of Love Report 2021 follows on from the first iteration in 2018 and forms part of the Choosi Research Series. In its latest instalment, this in-depth study explores the costs, pressures and stresses of planning a wedding. It also investigates the impact of the COVID-19 pandemic on weddings and relationships.

The report is compiled based on research commissioned by Choosi and conducted by CoreData between 12 and 25 March 2021. The research was conducted via a quantitative online survey, gathering **5,113** responses from Australians aged 18 years and above.

Sample breakdown:

- Recently married – **688**
- Married in the past 2 years or longer – **2,402**
- Planning to marry – **840**
- Single/Divorced/Separated/Widowed – **653**
- Not getting married – **530**

The sample is representative of the general population of Australians in terms of age, gender, wealth, and state/territory.

Important things to note about the charts

- Footnotes directly underneath the charts (e.g. 'Respondents who postponed their wedding') mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.
- Charts without any notes on sampling display data from questions asked to all respondents.
- It also differentiates the types of questions asked. For instance, 'Multiple answers allowed' appears when the question called for more than one answer from the respondent.
- 2018 data referenced throughout refers to [The Choosi Cost of Love Report 2018](#) (n = 1,000)

**Key
findings**



Key findings

Australians think the average cost of a wedding has increased by \$5k since 2018

- Australians think the average cost of a wedding in 2021 is almost \$5k higher than it was in 2018 (\$29,645 in 2021 vs \$24,660 in 2018).
- Those who have recently been married say the average cost of a wedding is \$33,182.

Keeping costs down with wedding 'hacks' has proven popular

- 85.3% of recently married Australians say that keeping costs down was an important part of the wedding planning process, similarly 89.6% of those planning to get married feel the same.
- Apart from having a small wedding (76.7%), other popular hacks for those recently married included cutting down on certain elements (51.9%), planning and researching (49.9%), and moving to a lower cost venue (36.6%).
- It's a similar story for those planning to get married, with having a small wedding (68.6%), planning and researching (53.2%), and cutting down on elements (43.6%) all top 'hacks'.
- Those planning to get married are more optimistic about being able to take advantage of special offers from vendors (42.8%).

Almost a quarter of respondents have found 2020 had positive impacts on their relationships

- Those recently married were the most likely to say 2020 had a positive impact on their relationship (33.1%), compared to only 8.6% of those who are not planning to get married.
- Very few have found 2020 to have had a negative impact on their relationship (7.2%). Almost half (46.3%) have found 2020 to have both good and bad, or neither good nor bad impacts on their relationship.
- Two-thirds (65.7%) of Australians who have experienced positive impacts feel 2020 has brought them closer together as they now appreciate what they have.
- While 3 in 5 (58.4%) of those who have experienced negative impacts, say 2020 has brought tension or frustration into their relationships due to being unable to take part in normal activities.

3 in 10 respondents feel as though the pandemic has placed stress on their relationship, and this has led to a minority breaking-up with their partner, or at least considering it

- 1 in 10 (10.5%) have either already broken-up, or thought about breaking-up with their partner due to the experiences of 2020.
- The impact of marriage on thoughts of commitment is noticeable, as those not planning on getting married are more likely to have already broken-up with, or thought about breaking-up with their partner (18.1%).

Key findings

Impact of COVID-19 on wedding plans – Recently Married

- Just over 1 in 10 of those recently married felt that COVID-19 had no impact on their preferred wedding plans (13.0%).
- For those who had to adapt their plans, the most common change was limiting the amount of people attending their wedding (56.9%).
- For those who had to change or cancel dates, 2 in 5 (43.3%) had to do so more than once, or many times.
- 94.2% reported that their honeymoon plans were impacted.
- 2 in 3 have a sense that they really 'missed out' by having their wedding or honeymoon plans change (66.6%).
- 3 in 4 applied at least one 'get around' to their wedding plans, with the most common cited as 'getting brutal' when cutting the guest list to only their nearest and dearest (49.5%).
- 65.2% reported that COVID-19 increased the stress and anxiety around their wedding. Most commonly due to having important family members unable to attend (71.5%).
- 1 in 2 reported having a small wedding due to COVID-19 restrictions, and nearly 1 in 3 reported cutting their wedding budget due to COVID-19 implications.

Impact of COVID-19 on wedding plans – Planning to get Married

- 2 in 5 (38.1%) of those planning to get married say they have felt no impact to their wedding plans due to COVID-19.
- For those who have felt an impact, the most common one is cited as having to make changes to their preferred honeymoon plans (27.2%).
- 2 in 3 have a sense of 'missing out' by having their wedding or honeymoon plans impacted (56.7%).
- 3 in 5 say they will apply at least one 'get around' to their wedding plans, with the most common cited as 'getting brutal' on cutting their guest list to only their nearest and dearest (30.5%).
- 36.1% reported that COVID-19 has increased the stress and anxiety around having a wedding, most commonly due to uncertainty regarding the date (63.1%).
- 1 in 4 will consider having a small wedding due to COVID-19 restrictions, while a further 1 in 4 are currently unsure.
- 68.1% feel that having a big wedding is not important, with the majority saying they would rather spend the money on something else such as a property (70.7%), while others are choosing to take a longer honeymoon (16.1%).

Key findings

It's not all bad – some couples have felt the 'silver linings' of a COVID wedding

- While there were worries about not being able to invite more people or have family from other states/countries attend, for some recently married couples the restrictions took the pressure off them to invite a large number of guests (45.0%).
- It also allowed some couples to get back to more intimate and meaningful gatherings (43.0%), save money for other things (34.9%) and cut back on wedding size – but not quality (34.1%).
- It's the same story for those planning to get married. There's less pressure to invite a large number of guests (37.1%), they can get back to a more intimate and meaningful gathering (31.9%) and save money for other things (33.1%).

Social media has placed increased pressure on couples to have an 'Insta-perfect' wedding

- More than a quarter (26.6%) of recently married couples felt pressured to have a wedding that was 'Insta-perfect', with 76.9% agreeing this places unnecessary stress on couples.
- Majority felt this pressure also detracts from the meaning of a marriage (77.3%) and the joy of the occasion (77.2%).

The pressures of wedding planning can negatively impact physical and mental health

- 11.6% of recently married couples reported physical health concerns as a result of planning their wedding, and more than half (51.7%) reported mental health concerns.
- A similar amount (11.5%) of those planning to get married have reported physical health concerns as a result of planning their wedding, with 2 in 5 (42.6%) reporting mental health concerns.

Cost of a wedding

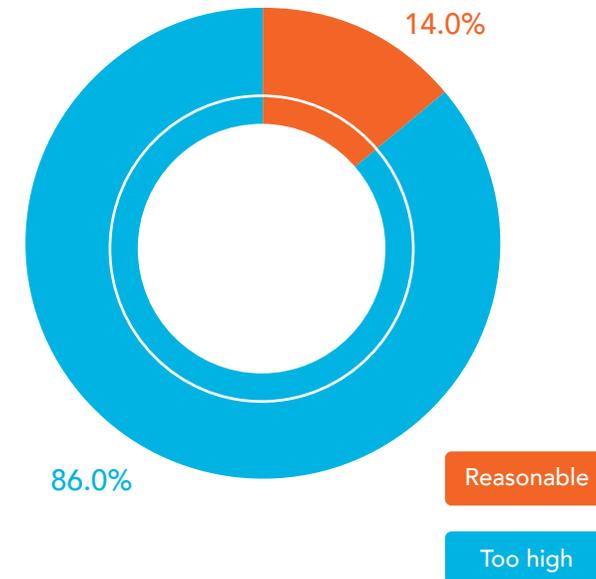


Costly expectations

What do you think the average cost of a wedding in Australia is in 2021?



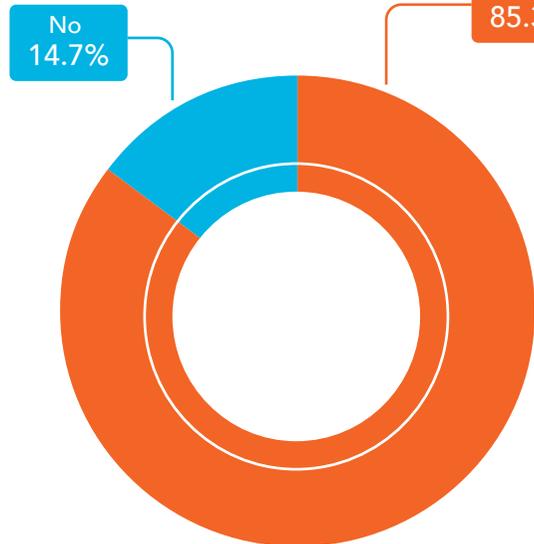
Do you think the average cost of a wedding in Australia is reasonable or too high?



On average, Australians think a wedding in 2021 costs close to \$30,000 – almost \$5,000 higher when compared to 2018.

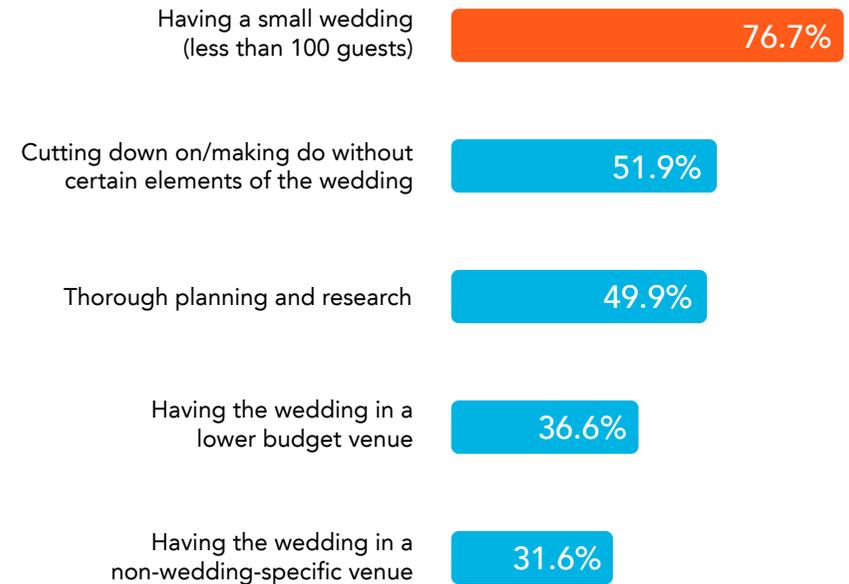
Cost considerations for recently married couples

Was keeping costs down an important consideration when planning your wedding?



n= 688, recently married

Which of the following wedding 'hacks' did you use to keep the cost of your wedding down?



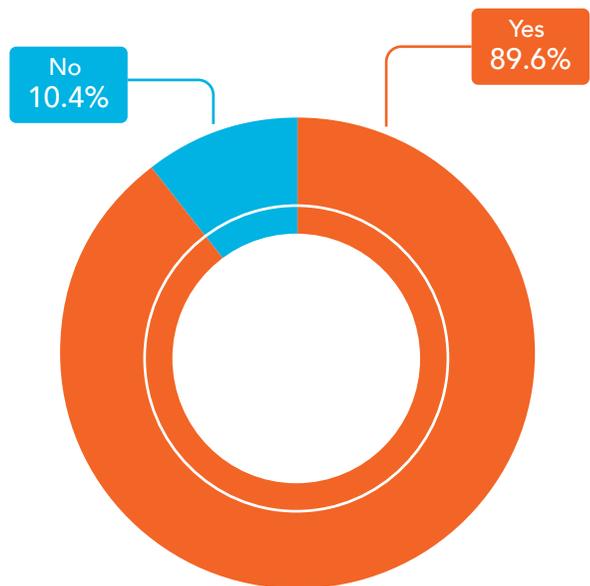
Multiple answers allowed
Top 5 answers only

n= 572, was able to keep the cost down

Almost 9 in 10 (85.3%) of those who have been recently married believed keeping costs down was an important consideration when planning their wedding. The most common wedding 'hack' to keep costs down included having a small wedding (76.7%), and cutting down on/making do without certain elements (51.9%).

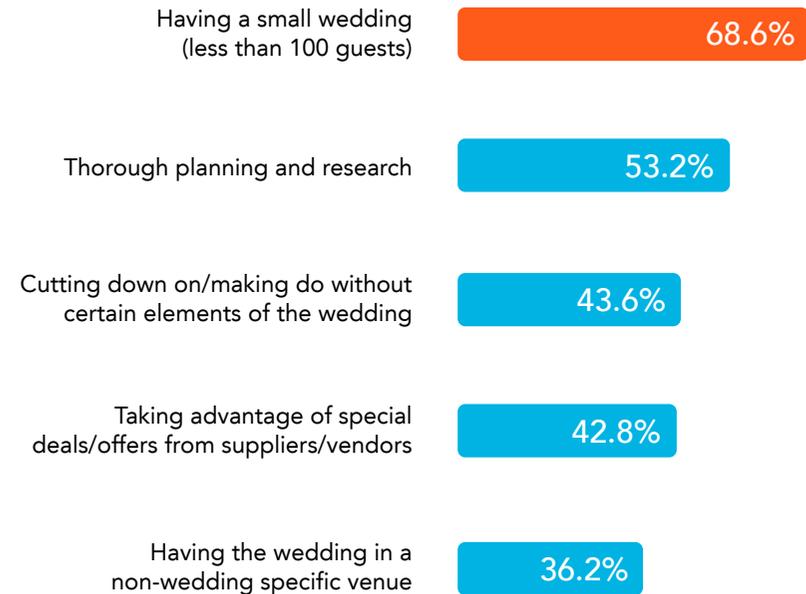
Cost considerations for those planning to get married

Is keeping costs down an important consideration for your wedding?



n= 840, planning to get married

Which of the following wedding 'hacks' will you consider using to keep the cost of your wedding down?



Multiple answers allowed
Top 5 answers only

n= 757, important to consider keeping weddings costs down

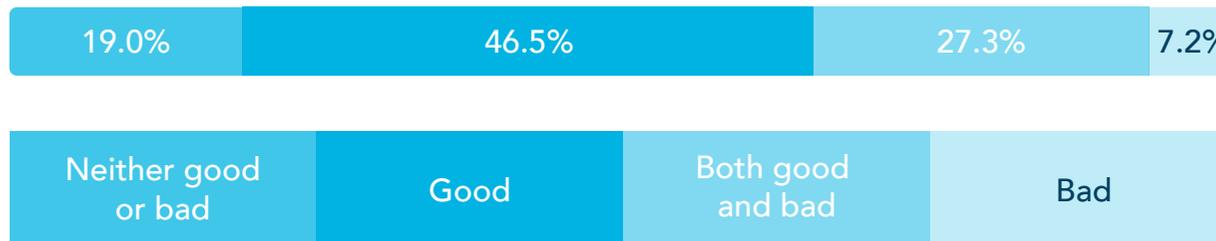
9 in 10 (89.6%) of those planning to get married say keeping costs down is an important consideration. The most common wedding 'hack' considered is to have a small wedding (68.6%), followed by thorough planning and research (53.2%).

**Impact on
relationships**



The 2020 impact on relationships

Do you feel the experiences through 2020 have been generally good or bad for your relationship?

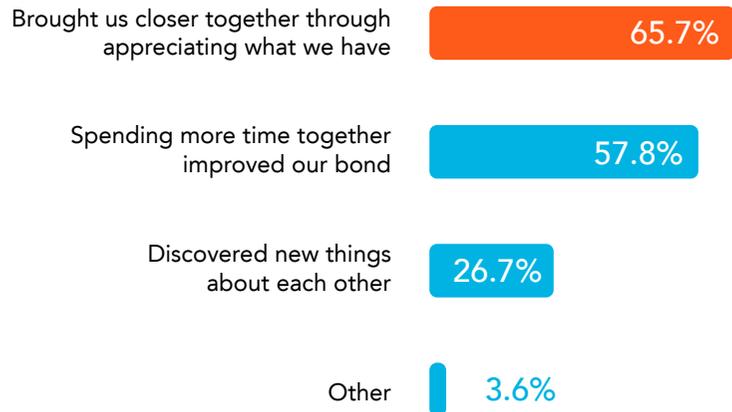


n= 4,460, those who are casually dating, in a serious relationship, engaged, in a de facto relationship, or married

Almost half of those in a relationship (46.5%) feel that the 2020 experience has been good for their relationship. 1 in 4 (27.3%) feel it has been both good and bad, while only a minority (7.2%) believe it has been only bad.

The good and the bad

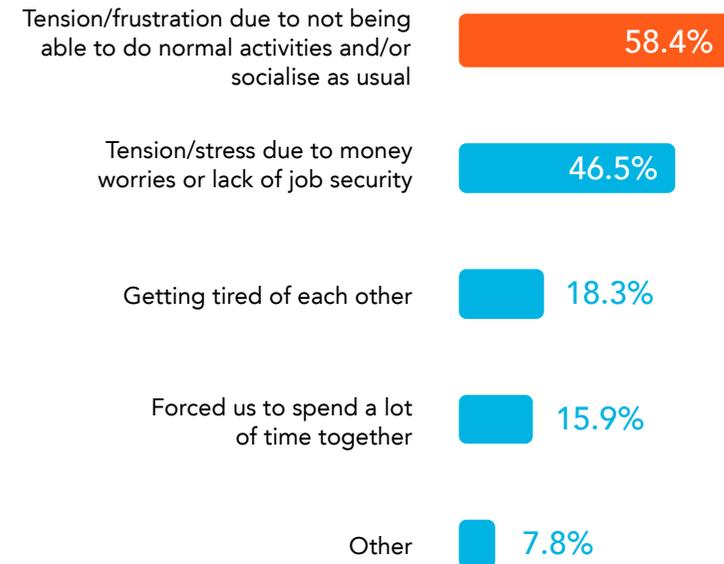
What have the good impacts on your relationship been?



Multiple answers allowed

n= 3,335, those who feel that experiences through 2020 have been generally good for the relationship

What have the bad impacts on your relationship been?



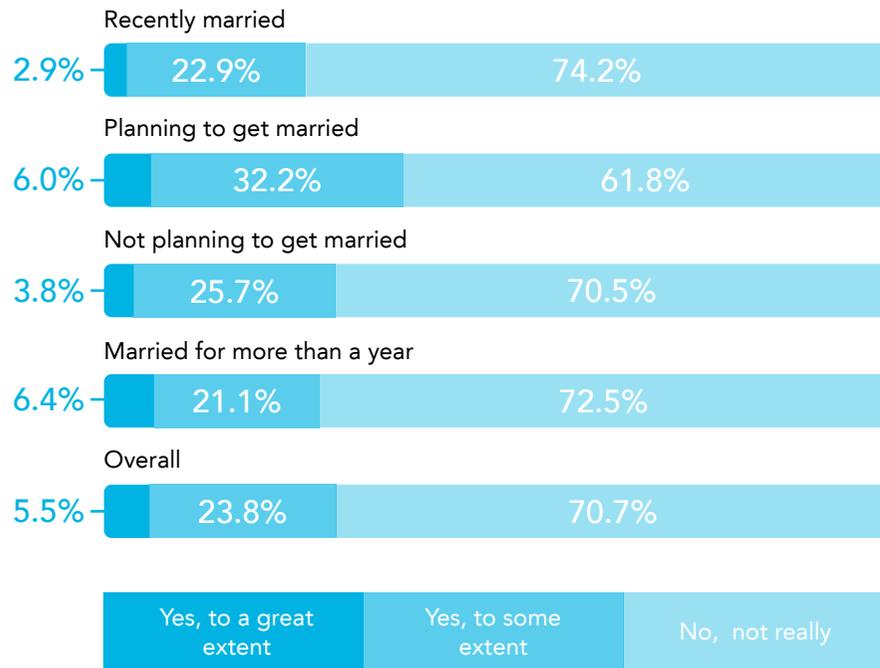
Multiple answers allowed

n= 1,504, those who feel that experiences through 2020 have been generally bad for the relationship

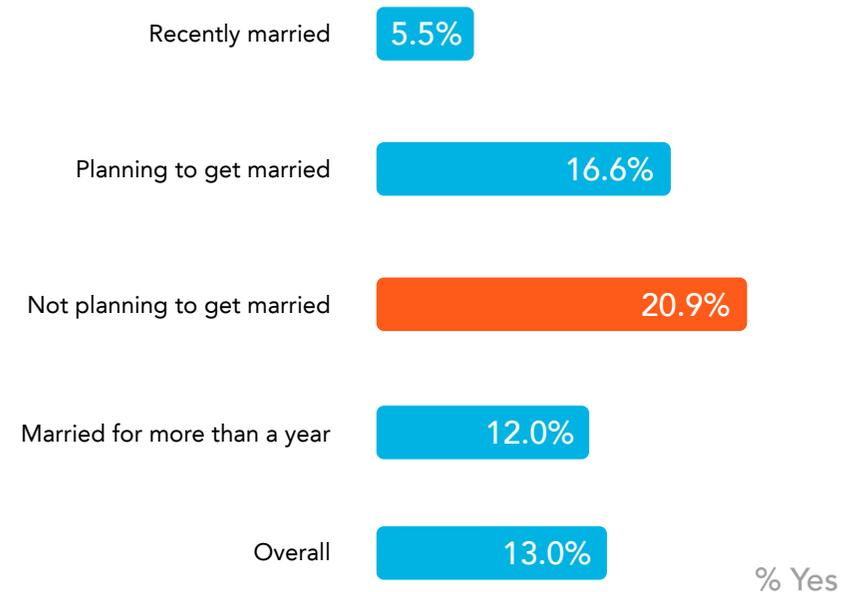
The top positive impact of 2020 on relationships is cited as being brought closer together through appreciating what they have (65.7%), while the most common negative impact is cited as the frustration of not being able to partake in normal activities (58.4%).

Pandemic stress on relationships

Do you feel that the lingering pandemic is putting stress on your relationship?



Have you considered/are you considering breaking up with your partner due to experiences over the past year?



% Yes pertains to: "Yes, already have", "Yes, seriously considering", "Yes, the thought has crossed my mind", "Yes, was previously considering but changed my mind"

n= 4,460, those who are casually dating, in a serious relationship, engaged, in a de facto relationship, or married; 688, recently married; 840, planning to get married; 530, not planning to get married; 2,402, married for more than a year

Overall, more than a quarter (29.3%) feel the lingering pandemic has put at least some stress on their relationship. Those planning to get married are most likely to feel this way (38.2%). Just over 1 in 10 (13.0%) have broken up with their partner, or considered it due to their experiences in 2020. Those not planning to get married are most likely to have broken up, or are considering doing so (20.9%).

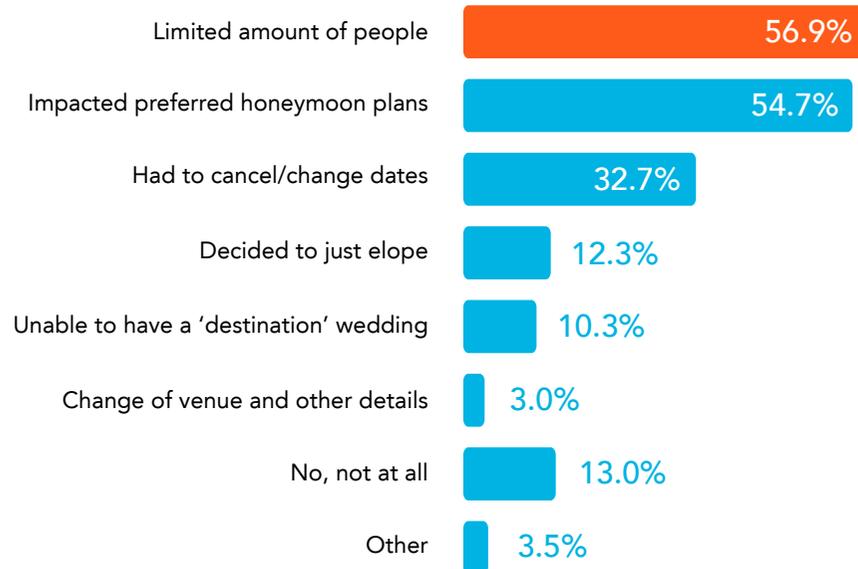
**Impact of
COVID-19**



COVID-19 impact on wedding plans

Do you feel that COVID-19 impacted your preferred wedding plans in any way?

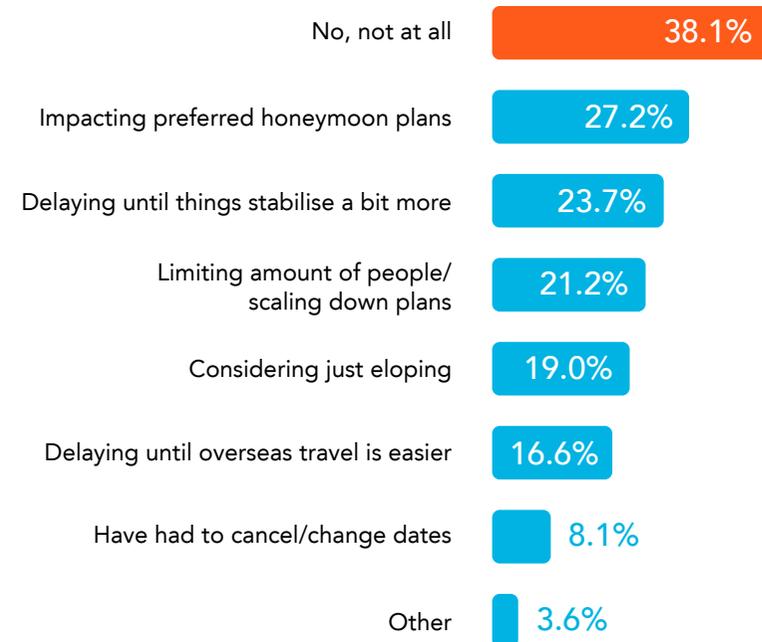
Recently married couples



Multiple answers allowed

n= 688, recently married

Couples planning to get married



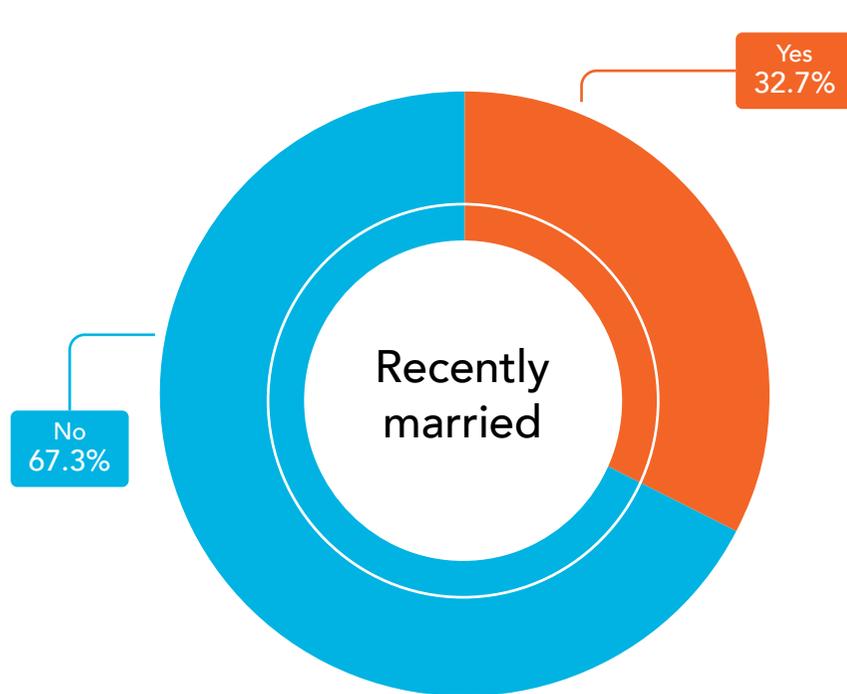
Multiple answers allowed

n= 840, planning to get married

COVID-19 impacted the wedding plans of almost 9 in 10 (87.0%) of those who have recently married. The proportion is less for those planning to get married (61.9%).

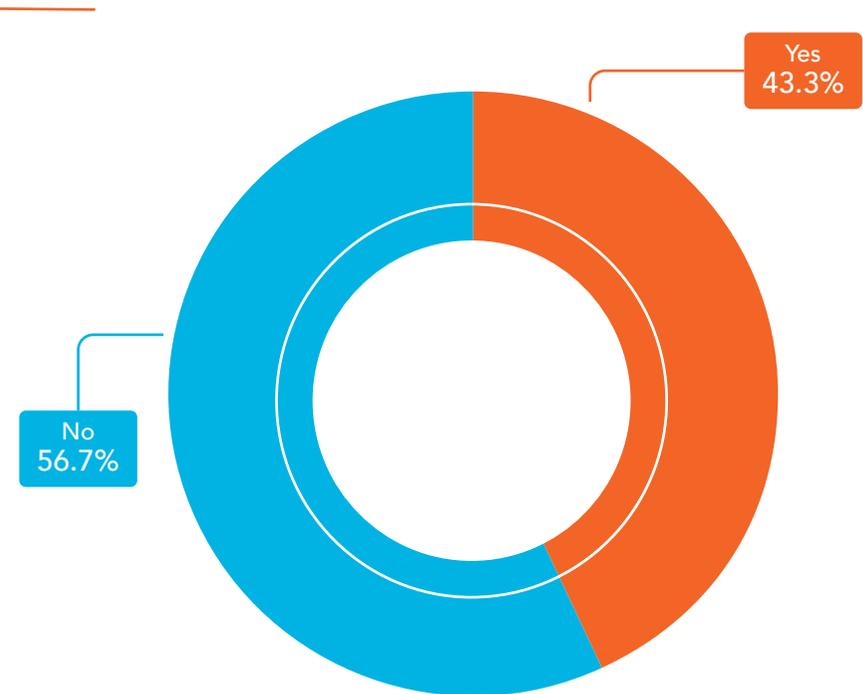
Wedding date changes

Do you feel that COVID-19 impacted your preferred wedding date in any way?



n= 688, recently married

Did you have to cancel or change dates more than once?

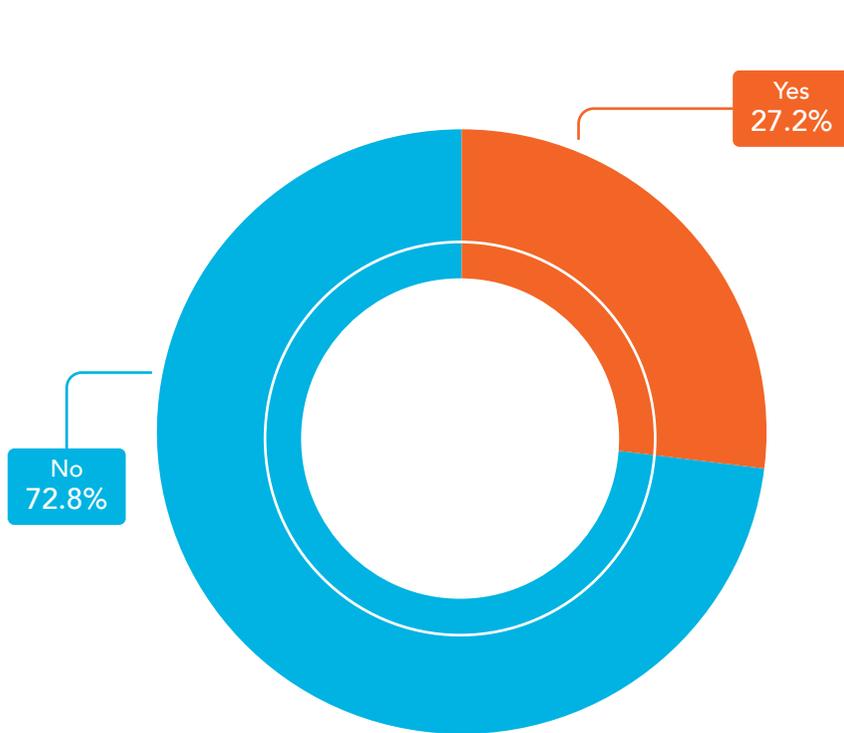


n= 241, had to cancel/change dates

COVID-19 impacted the preferred wedding dates for almost one third of recently married couples (32.7%). Unfortunately, 2 in 5 of these couples (43.3%) had to change or cancel dates more than once.

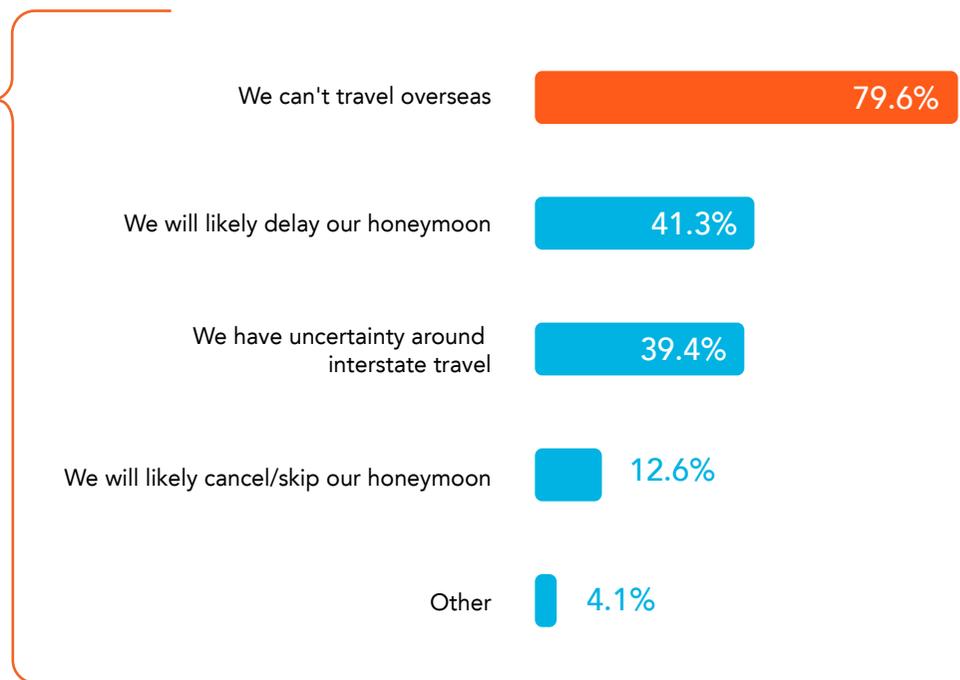
Future honeymoon plans

Do you feel that COVID-19 impacted your preferred honeymoon plans in any way?



n= 840, planning to get married

What best describes how your honeymoon plans have been impacted?



Multiple answers allowed

n= 264, honeymoon plans were impacted

More than a quarter of those planning to get married (27.2%) have had their preferred honeymoon plans impacted, with the most common reason being the inability to travel overseas (79.6%).

Missing out

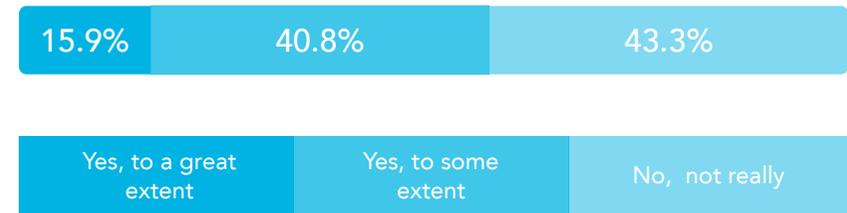
Do you/did you have a sense you are 'missing out/missed out' on anything in having to change your wedding/honeymoon plans?

Recently married couples



n= 602, marriage plans were impacted by COVID-19

Couples planning to get married

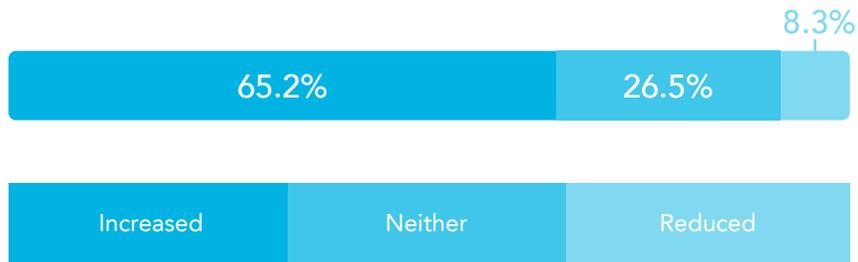


n= 553, marriage plans were impacted by COVID-19

Two thirds (66.6%) of recently married couples feel as though they have missed out on something by having their wedding/honeymoon plans changed. While more than half of those planning to get married (56.7%) believe they are missing out on something.

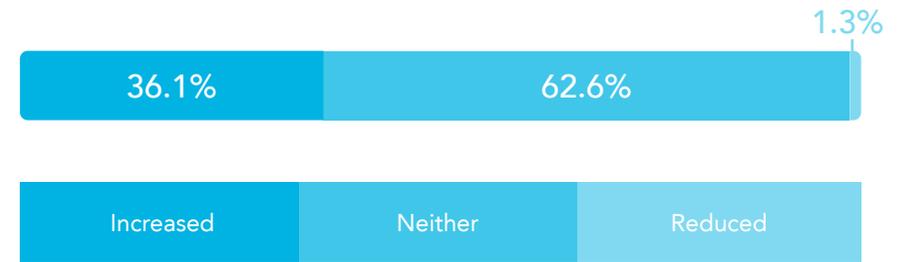
COVID-19 wedding stress

Did COVID-19 increase or reduce stress and anxiety around having a wedding?



n= 688, recently married

Has COVID-19 increased or reduced stress and anxiety around planning your wedding?



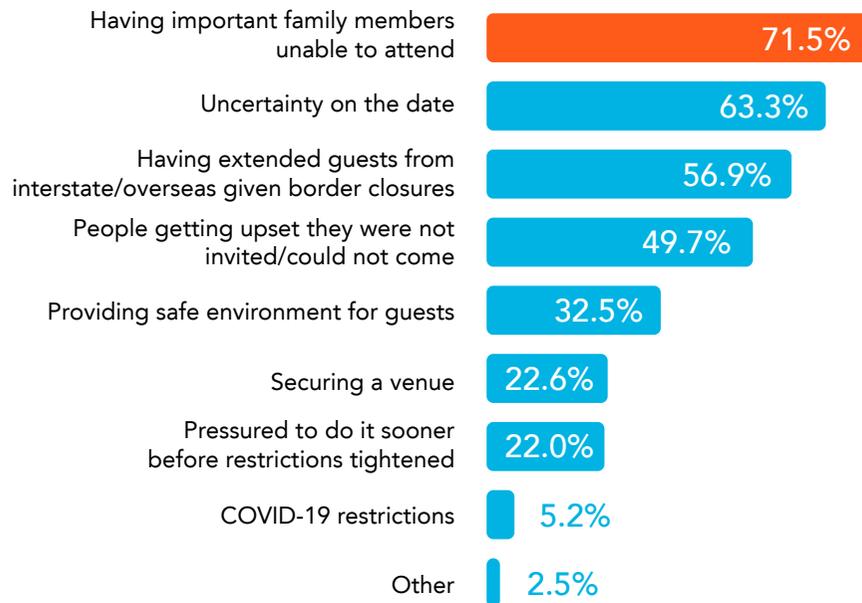
n= 840, planning to get married

For those who have recently been married, COVID-19 increased stress/anxiety levels associated with having a wedding (65.2%). This is almost double compared to those who are planning to get married (36.1%).

Reasons for stress over wedding plans

What are the main reasons for the stress or anxiety over your wedding plans?

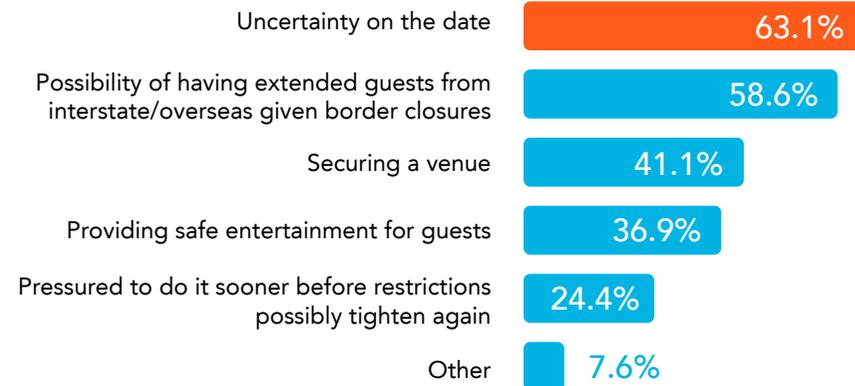
Recently married couples



Multiple answers allowed

n= 473, felt more stressed over the wedding preparations

Couples planning to get married



Multiple answers allowed

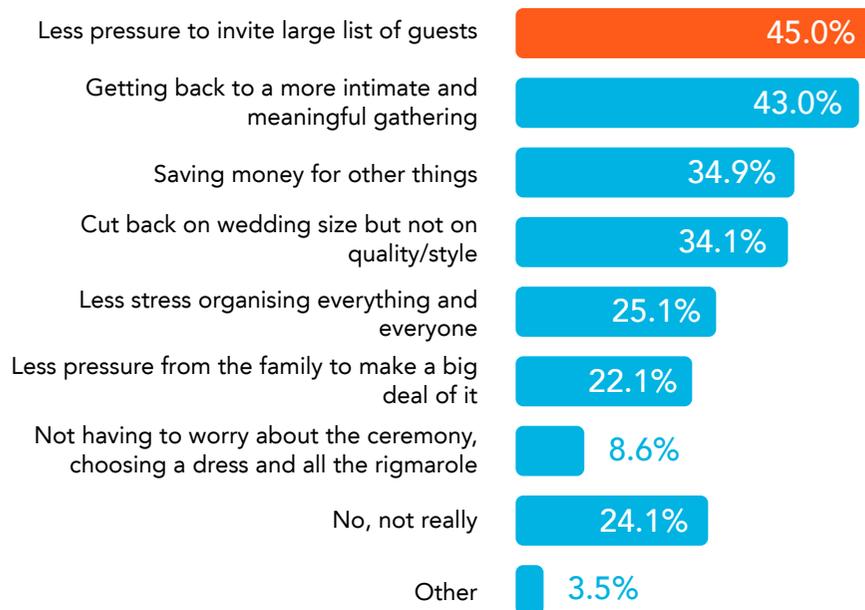
n= 310, felt more stressed over the wedding preparations

Recently married couples cited having family members unable to attend as the most common source of stress (71.5%). For those planning to get married, it was the uncertainty around the wedding date (63.1%).

Positives of COVID-19 on weddings

Do you think there were any silver linings from the impact COVID-19 had on your wedding?

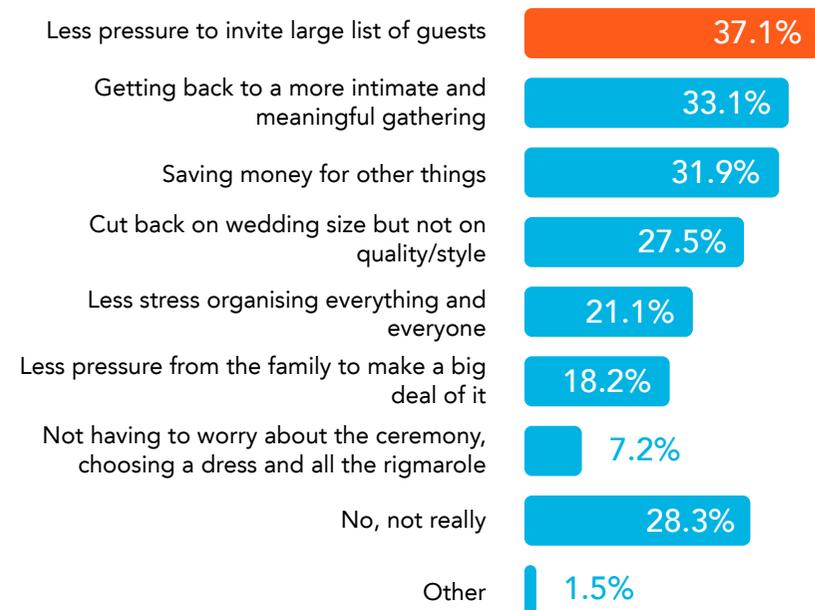
Recently married couples



Multiple answers allowed

n= 602, marriage plans were impacted by COVID-19

Couples planning to get married



Multiple answers allowed

n= 553, marriage plans were impacted by COVID-19

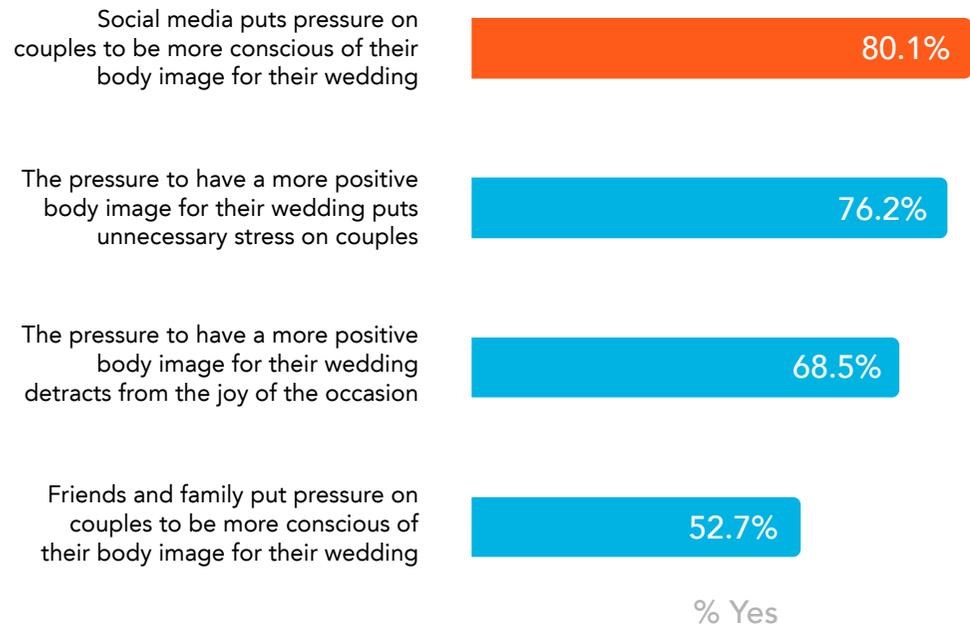
The majority of couples found some positives in having a COVID-wedding. For recently married couples (45.0%) and those planning to marry (37.1%), the most common silver lining is noted as feeling less pressure to invite a large guest number of guests.

**Wedding
pressures**



Body image pressure and the 'insta-perfect' affair

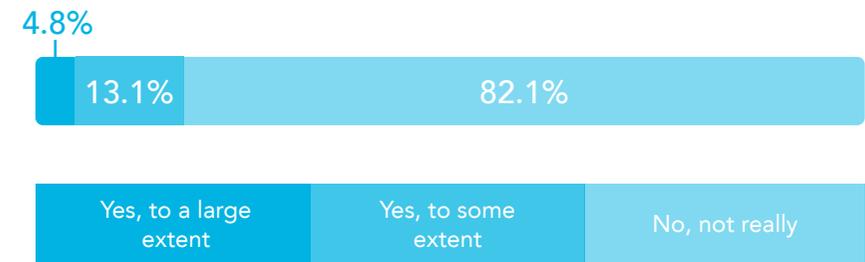
Do you agree with the following statements about body image and its impact on weddings?



n= 3,090, married

% Yes pertains to: Strongly agree and Agree

Did you feel pressured to have a wedding that was 'perfect' for social media or 'Insta-perfect'?



n= 3,090, married

4 in 5 (83.4%) recently married couples agree that social media puts more pressure on couples to be more conscious of their body image. The majority agree that it places extra stress on couples and detracts from the joy of the occasion. A quarter of those recently married say they felt more pressure (26.6%) to have an 'Insta-perfect' wedding.

Physical and mental health impacts

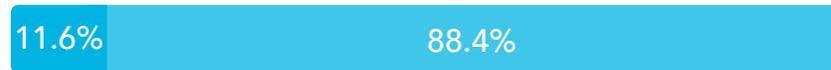
Did you feel you had the following as a result of planning your wedding?

Recently married couples

Mental health concerns



Physical health concerns



n= 3,090, married

Couples planning to get married

Mental health concerns



Physical health concerns



n= 840, planning to get married

Concerningly, 5 in 10 (51.7%) recently married couples and 4 in 10 (42.6%) couples who are planning to get married experienced mental health concerns as a result of planning their wedding.

More research from Choosi coming soon...

About Choosi

Choosi provides information to help customers compare, choose and apply for a range of insurance products online and over the phone. Choosi's free comparison service lets you compare the benefits and prices of a range of popular insurance products, so you can confidently choose cover that suits your needs, your budget and lifestyle.

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