

Wedding Industry Report

For: Mexia, TX - (City)

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Table of Contents

[Weddings, Spending, and Market Value](#)

[Average Number of Guests](#)

[Spending Distribution](#)

[Category Summary 2010](#)

[Item Summary 2010](#)

[Competitive Landscape 2010](#)

[Methodology and Use of Data](#)

Products & Services

[Dress Accessories](#)

[Headpiece and/or Veil](#)

[Tuxedo/suit/other Accessories](#)

[Tuxedo/suit/other Rent/purchase](#)

[Wedding Dress/es](#)

[Hair Service](#)

[Makeup Service](#)

[Manicure & Pedicure](#)

[DJ](#)

[Live Band](#)

[Musician/s, Soloist, or Ensemble](#)

[Boutonnieres, Corsages](#)

[Bridal Bouquet](#)

[Bridesmaid Bouquets](#)

[Ceremony Decorations](#)

[Ceremony Flower Arrangements](#)

[Flower Girl Flowers](#)

[Flower Petals](#)

[Reception Decorations](#)

[Reception Flower Arrangements](#)

[Reception Table Centerpieces](#)

[Gift/s for Attendants](#)

[Gift/s for Parents](#)

[Tips \(for all services\)](#)

[Wedding Favors](#)

[Ceremony Programs](#)

[Engagement Announcements](#)

[Guest Book](#)

[Invitations & Reply Cards](#)

[Postage](#)

[Reception Menus](#)

[Save the Date Cards](#)

[Table Name and Escort/place Cards](#)

[Thank You Cards](#)

[Engagement Ring](#)

[Wedding Bands](#)

[Digital or Photo cd/dvd](#)

[Engagement Session](#)

[Prints and/or Enlargements](#)

[Traditional Leather Bound Album](#)

[Wedding Photographer](#)

[Wedding Videographer](#)

[A La Carte Services](#)

[Day of Coordinator](#)

[For Getting Started](#)

[Full Service](#)

[Month of Direction](#)

[Limo Rental](#)

[Other Transportation](#)

[Ceremony Accessories](#)

[Ceremony Location](#)

[Ceremony Officiator](#)

[Hotel Room for After Reception](#)

[Reception Accessories](#)

[Reception Bar Service](#)

[Reception Food Service](#)

[Reception Location](#)

[Reception Rentals](#)

[Rehearsal Dinner](#)

[Wedding Cake/dessert](#)

Weddings, Spending, and Market Value

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Market Totals - Market Summary in Mexia, TX - (City)** . See the [Methodology](#) page for more details on how we calculate these numbers. This includes weddings that originate and travel into this market.

Year	Est Weddings	Avg Spending	Market Value
2008	61 - 122 *	\$22,363 *	\$1,364,143 *
2009	60 - 120 *	\$20,463 *	\$1,227,780 *
2010	60 - 120 *	\$24,618 *	\$1,477,080 *
2011	59 - 118 *	\$24,990 *	\$1,474,410 *
2012	58 - 116 *	\$25,449 *	\$1,476,042 *
2013	57 - 114 *	\$25,919 *	\$1,477,383 *
2014	56 - 112 *	\$26,394 *	\$1,478,064 *
2015	55 - 110 *	\$26,812 *	\$1,474,660 *
2016	54 - 108 *	\$27,388 *	\$1,478,952 *

* = Estimated Value

Average Number of Guests

The 2010 US average was 141 guests. The 2010 average in **Mexia, TX - (City)** is estimated between 109 and 119. A single guest could add or remove about \$216 to the overall cost of a wedding.

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Market Totals - Market Summary** at the US level. The probability score gives you an idea of the ideal target market spending range for **Market Totals - Market Summary** in **Mexia, TX - (City)**. A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$10,000	38%	1.02
\$10,000 - \$19,999	28%	1.09
\$20,000 - \$29,999	18%	1.18
\$30,000 - \$49,999	9%	1.34
\$50,000 - \$99,999	4%	1.56
\$100,000+	3%	1.86

1 - US Based Spending Distribution

2 - Selected market probability score for spending range. A score closest to 1.00 is the best possible score. A score between 1.00 and 1.10 means the spending range has the highest probability. A score of 1.11+ has the least probability. If all scores are greater than 1.11 then the score closest to 1.00 has the best probability.

Category Summary 2010

This is the number of estimated weddings, estimated average amount spent, and estimated market value for each category we track in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market.

Category	Est Weddings	Avg Spending	Market Value
Attire & Accessories	37	\$952	\$57,148
Beauty & Spa	32	\$80	\$4,823
Entertainment	28	\$751	\$45,039
Flowers & Decorations	36	\$1,094	\$65,666
Gifts & Favors	34	\$450	\$26,998
Invitations	36	\$484	\$29,058
Jewelry	35	\$2,752	\$165,097
Photography & Video	35	\$1,625	\$97,496
Planner/Consultant	10	\$789	\$47,318
Transportation	19	\$234	\$14,045
Venue, Catering & Rentals	35	\$6,231	\$373,835

Item Summary 2010

This is the number of estimated weddings, estimated average amount spent, and estimated market value for each item (product or service) we track in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market.

Category	Item	Est Weddings	Avg Spending	Market Value
Attire & Accessories				
	Dress Accessories	35	\$135	\$4,779
	Headpiece and/or Veil	31	\$112	\$3,494
	Tuxedo/suit/other Accessories	32	\$104	\$3,307
	Tuxedo/suit/other Rent/purchase	37	\$255	\$9,333
	Wedding Dress/es	37	\$990	\$36,234
Beauty & Spa				
	Hair Service	32	\$68	\$2,162
	Makeup Service	24	\$58	\$1,392
	Manicure & Pedicure	28	\$45	\$1,269
Entertainment				
	DJ	28	\$668	\$18,838

Live Band	11	\$1,563	\$17,818
Musician/s, Soloist, or Ensemble	17	\$499	\$8,383
Flowers & Decorations			
Boutonnieres, Corsages	34	\$130	\$4,368
Bridal Bouquet	36	\$134	\$4,824
Bridesmaid Bouquets	34	\$174	\$5,951
Ceremony Decorations	30	\$227	\$6,810
Ceremony Flower Arrangements	31	\$288	\$8,986
Flower Girl Flowers	27	\$83	\$2,241
Flower Petals	25	\$85	\$2,142
Reception Decorations	30	\$278	\$8,340
Reception Flower Arrangements	30	\$337	\$10,110
Reception Table Centerpieces	34	\$354	\$11,894
Gifts & Favors			
Gift/s for Attendants	29	\$173	\$5,086
Gift/s for Parents	26	\$131	\$3,458
Tips (for all services)	32	\$330	\$10,692
Wedding Favors	34	\$231	\$7,762
Invitations			
Ceremony Programs	27	\$106	\$2,862
Engagement Announcements	14	\$145	\$2,001
Guest Book	34	\$57	\$1,915
Invitations & Reply Cards	36	\$246	\$8,856
Postage	35	\$82	\$2,903
Reception Menus	18	\$115	\$2,070
Save the Date Cards	26	\$121	\$3,194
Table Name and Escort/place Cards	26	\$81	\$2,090
Thank You Cards	35	\$91	\$3,167
Jewelry			
Engagement Ring	32	\$3,231	\$104,684
Wedding Bands	35	\$1,736	\$60,413
Photography & Video			
Digital or Photo cd/dvd	16	\$273	\$4,259
Engagement Session	20	\$309	\$6,118
Prints and/or Enlargements	16	\$207	\$3,229
Traditional Leather Bound Album	11	\$423	\$4,822
Wedding Photographer	35	\$1,639	\$58,021

Wedding Videographer	20	\$1,063	\$21,047
Planner/Consultant			
A La Carte Services	7	\$1,112	\$7,339
Day of Coordinator	10	\$837	\$8,035
For Getting Started	7	\$871	\$5,749
Full Service	8	\$2,466	\$19,235
Month of Direction	5	\$1,289	\$6,961
Transportation			
Limo Rental	19	\$437	\$8,390
Other Transportation	15	\$377	\$5,655
Venue, Catering & Rentals			
Ceremony Accessories	32	\$192	\$6,106
Ceremony Location	35	\$874	\$30,415
Ceremony Officiator	33	\$204	\$6,732
Hotel Room for After Reception	29	\$262	\$7,703
Reception Accessories	33	\$189	\$6,237
Reception Bar Service	26	\$2,058	\$53,096
Reception Food Service	30	\$4,046	\$121,380
Reception Location	31	\$2,492	\$76,255
Reception Rentals	27	\$1,292	\$34,884
Rehearsal Dinner	32	\$807	\$25,663
Wedding Cake/dessert	34	\$360	\$12,096

Competitive Landscape 2010

This is the estimated number of businesses, estimated weddings served per business per year, estimated gross sales per business per year for all categories that we track in **Mexia, TX - (City)** .

Category	Est Businesses	Est Weddings per	Est Gross Sales per
Attire & Accessories	1 - 2	60	\$57,120
Beauty & Spa	1 - 2	28	\$2,240
Entertainment	1 - 2	21	\$15,771
Flowers & Decorations	1 - 2	34	\$37,196
Gifts & Favors	1 - 2	60	\$27,000
Invitations	1 - 2	49	\$23,716
Jewelry	1 - 2	45	\$123,840
Photography & Video	2 - 3	14	\$22,750
Planner/Consultant	1 - 2	12	\$9,468
Transportation	1 - 2	40	\$9,360
Venue, Catering & Rentals	1 - 2	24	\$149,544

Dress Accessories

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Attire & Accessories - Dress Accessories in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes Tiara, Combs, Hair Pins, Garter, Shoes, Jewelry, ect.

Year	Est Weddings	Avg Spending	Market Value
2008	37 - 74 *	\$156 *	\$5,710 *
2009	35 - 70 *	\$143 *	\$5,062 *
2010	35 - 70 *	\$135 *	\$4,779 *
2011	35 - 70 *	\$138 *	\$4,804 *
2012	34 - 68 *	\$141 *	\$4,825 *
2013	34 - 68 *	\$144 *	\$4,843 *
2014	33 - 66 *	\$147 *	\$4,857 *
2015	32 - 64 *	\$148 *	\$4,721 *
2016	32 - 64 *	\$151 *	\$4,811 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Attire & Accessories - Dress Accessories** at the US level. The probability score gives you an idea of the ideal target market spending range for **Attire & Accessories - Dress Accessories in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	31%	1.02
\$50 - 100	34%	1.04
\$101 - 250	25%	1.12
\$251 - 500	7%	1.31
\$501 - 1000	2%	1.42
\$1000+	1%	2.05

Headpiece and/or Veil

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Attire & Accessories - Headpiece and/or Veil in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$100 *	\$3,233 *
2009	30 - 60 *	\$97 *	\$2,910 *
2010	31 - 62 *	\$112 *	\$3,494 *
2011	31 - 62 *	\$114 *	\$3,498 *
2012	30 - 60 *	\$115 *	\$3,468 *
2013	30 - 60 *	\$117 *	\$3,468 *
2014	29 - 58 *	\$118 *	\$3,436 *
2015	28 - 56 *	\$120 *	\$3,366 *
2016	28 - 56 *	\$122 *	\$3,426 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Attire & Accessories - Headpiece and/or Veil** at the US level. The probability score gives you an idea of the ideal target market spending range for **Attire & Accessories - Headpiece and/or Veil in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	39%	1.02
\$50 - 100	33%	1.07
\$101 - 250	21%	1.20
\$251 - 500	5%	1.30
\$501 - 1000	1%	1.64
\$1000+	1%	1.82

Tuxedo/suit/other Accessories

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Attire & Accessories - Tuxedo/suit/other Accessories in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes Cuff links, Cummerbund, Tie, Pocket Square, Shoes, Jewelry, etc.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$192 *	\$6,090 *
2009	31 - 62 *	\$148 *	\$4,618 *
2010	32 - 64 *	\$104 *	\$3,307 *
2011	31 - 62 *	\$106 *	\$3,315 *
2012	31 - 62 *	\$108 *	\$3,320 *
2013	30 - 60 *	\$110 *	\$3,323 *
2014	30 - 60 *	\$112 *	\$3,324 *
2015	29 - 58 *	\$113 *	\$3,232 *
2016	29 - 58 *	\$116 *	\$3,320 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Attire & Accessories - Tuxedo/suit/other Accessories** at the US level. The probability score gives you an idea of the ideal target market spending range for **Attire & Accessories - Tuxedo/suit/other Accessories in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	42%	1.04
\$50 - 100	36%	1.07
\$101 - 250	16%	1.15
\$251 - 500	4%	1.34
\$501 - 1000	1%	2.00
\$1000+	1%	2.33

Tuxedo/suit/other Rent/purchase

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Tuxedo (purchased or rented), suit (purchased or rented), or other attire options for groom only.

Year	Est Weddings	Avg Spending	Market Value
2008	37 - 74 *	\$235 *	\$8,744 *
2009	37 - 74 *	\$231 *	\$8,455 *
2010	37 - 74 *	\$255 *	\$9,333 *
2011	35 - 70 *	\$254 *	\$8,992 *
2012	35 - 70 *	\$249 *	\$8,665 *
2013	34 - 68 *	\$244 *	\$8,345 *
2014	34 - 68 *	\$240 *	\$8,064 *
2015	33 - 66 *	\$234 *	\$7,722 *
2016	32 - 64 *	\$230 *	\$7,452 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Attire & Accessories - Tuxedo/suit/other Rent/purchase** at the US level. The probability score gives you an idea of the ideal target market spending range for **Attire & Accessories - Tuxedo/suit/other Rent/purchase** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	24%	1.01
\$50 - 100	28%	1.03
\$101 - 250	34%	1.09
\$251 - 500	9%	1.16
\$501 - 1000	3%	1.60
\$1000+	2%	1.88

Wedding Dress/es

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Attire & Accessories - Wedding Dress/es in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	37 - 74 *	\$861 *	\$32,038 *
2009	37 - 74 *	\$969 *	\$35,465 *
2010	37 - 74 *	\$990 *	\$36,234 *
2011	36 - 72 *	\$1,010 *	\$36,350 *
2012	35 - 70 *	\$1,028 *	\$36,371 *
2013	35 - 70 *	\$1,049 *	\$36,474 *
2014	34 - 68 *	\$1,069 *	\$36,517 *
2015	33 - 66 *	\$1,087 *	\$35,871 *
2016	33 - 66 *	\$1,111 *	\$36,596 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Attire & Accessories - Wedding Dress/es** at the US level. The probability score gives you an idea of the ideal target market spending range for **Attire & Accessories - Wedding Dress/es in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	24%	1.01
\$250 - \$500	24%	1.03
\$501 - \$1,000	26%	1.06
\$1,001 - \$2,500	19%	1.19
\$2,501 - \$5,000	5%	1.38
\$5,000+	2%	1.88

Hair Service

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Beauty & Spa - Hair Service in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Per person

Year	Est Weddings	Avg Spending	Market Value
2008	35 - 70 *	\$79 *	\$2,747 *
2009	33 - 66 *	\$78 *	\$2,574 *
2010	32 - 64 *	\$68 *	\$2,162 *
2011	31 - 62 *	\$69 *	\$2,158 *
2012	31 - 62 *	\$70 *	\$2,152 *
2013	30 - 60 *	\$71 *	\$2,145 *
2014	30 - 60 *	\$72 *	\$2,137 *
2015	29 - 58 *	\$74 *	\$2,116 *
2016	29 - 58 *	\$75 *	\$2,147 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Beauty & Spa - Hair Service** at the US level. The probability score gives you an idea of the ideal target market spending range for **Beauty & Spa - Hair Service in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$25	13%	1.02
\$26 - 50	32%	1.03
\$51 - 75	24%	1.11
\$76 - 100	17%	1.15
\$101 - 200	10%	1.29
\$200+	4%	1.63

Makeup Service

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Beauty & Spa - Makeup Service** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Per person

Year	Est Weddings	Avg Spending	Market Value
2008	26 - 52 *	\$63 *	\$1,614 *
2009	24 - 48 *	\$62 *	\$1,488 *
2010	24 - 48 *	\$58 *	\$1,392 *
2011	24 - 48 *	\$59 *	\$1,392 *
2012	23 - 46 *	\$59 *	\$1,369 *
2013	23 - 46 *	\$60 *	\$1,368 *
2014	22 - 44 *	\$61 *	\$1,366 *
2015	22 - 44 *	\$60 *	\$1,320 *
2016	22 - 44 *	\$62 *	\$1,339 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Beauty & Spa - Makeup Service** at the US level. The probability score gives you an idea of the ideal target market spending range for **Beauty & Spa - Makeup Service** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$25	23%	1.02
\$26 - 50	37%	1.09
\$51 - 75	21%	1.20
\$76 - 100	11%	1.26
\$101 - 200	5%	1.52
\$200+	3%	1.53

Manicure & Pedicure

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Beauty & Spa - Manicure & Pedicure in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Per person

Year	Est Weddings	Avg Spending	Market Value
2008	33 - 66 *	\$51 *	\$1,680 *
2009	31 - 62 *	\$50 *	\$1,560 *
2010	28 - 56 *	\$45 *	\$1,269 *
2011	28 - 56 *	\$45 *	\$1,248 *
2012	27 - 54 *	\$46 *	\$1,254 *
2013	27 - 54 *	\$47 *	\$1,259 *
2014	26 - 52 *	\$47 *	\$1,237 *
2015	26 - 52 *	\$48 *	\$1,241 *
2016	25 - 50 *	\$49 *	\$1,244 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Beauty & Spa - Manicure & Pedicure** at the US level. The probability score gives you an idea of the ideal target market spending range for **Beauty & Spa - Manicure & Pedicure in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$25	20%	1.01
\$26 - 50	50%	1.08
\$51 - 75	21%	1.20
\$76 - 100	6%	1.26
\$101 - 200	2%	1.47
\$200+	1%	1.49

DJ

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Entertainment - DJ in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	24 - 48 *	\$617 *	\$14,678 *
2009	26 - 52 *	\$665 *	\$17,157 *
2010	28 - 56 *	\$668 *	\$18,838 *
2011	28 - 56 *	\$676 *	\$18,745 *
2012	27 - 54 *	\$685 *	\$18,673 *
2013	27 - 54 *	\$693 *	\$18,565 *
2014	26 - 52 *	\$701 *	\$18,450 *
2015	26 - 52 *	\$708 *	\$18,302 *
2016	25 - 50 *	\$718 *	\$18,223 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Entertainment - DJ** at the US level. The probability score gives you an idea of the ideal target market spending range for **Entertainment - DJ in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	19%	1.01
\$250 - 500	32%	1.05
\$501 - 1000	32%	1.13
\$1001 - 2000	14%	1.32
\$2001 - 3500	2%	1.34
\$3500+	1%	1.81

Live Band

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Entertainment - Live Band in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	11 - 22 *	\$1,639 *	\$17,996 *
2009	8 - 16 *	\$1,527 *	\$12,827 *
2010	11 - 22 *	\$1,563 *	\$17,818 *
2011	11 - 22 *	\$1,569 *	\$17,588 *
2012	11 - 22 *	\$1,575 *	\$17,357 *
2013	11 - 22 *	\$1,582 *	\$17,133 *
2014	11 - 22 *	\$1,588 *	\$16,896 *
2015	10 - 20 *	\$1,590 *	\$16,616 *
2016	10 - 20 *	\$1,600 *	\$16,416 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Entertainment - Live Band** at the US level. The probability score gives you an idea of the ideal target market spending range for **Entertainment - Live Band in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	18%	1.02
\$250 - 500	16%	1.02
\$501 - 1000	18%	1.15
\$1001 - 2000	19%	1.31
\$2001 - 3500	15%	1.33
\$3500+	14%	1.81

Musician/s, Soloist, or Ensemble

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Entertainment - Musician/s, Soloist, or Ensemble in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	13 - 26 *	\$484 *	\$6,200 *
2009	10 - 20 *	\$596 *	\$6,079 *
2010	17 - 34 *	\$499 *	\$8,383 *
2011	17 - 34 *	\$502 *	\$8,293 *
2012	16 - 32 *	\$503 *	\$8,169 *
2013	16 - 32 *	\$506 *	\$8,076 *
2014	16 - 32 *	\$509 *	\$7,981 *
2015	15 - 30 *	\$510 *	\$7,854 *
2016	15 - 30 *	\$513 *	\$7,757 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Entertainment - Musician/s, Soloist, or Ensemble** at the US level. The probability score gives you an idea of the ideal target market spending range for **Entertainment - Musician/s, Soloist, or Ensemble in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	46%	1.06
\$250 - 500	31%	1.14
\$501 - 1000	15%	1.28
\$1001 - 2000	5%	1.53
\$2001 - 3500	1%	1.60
\$3500+	2%	1.95

Boutonnieres, Corsages

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Boutonnieres, Corsages in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes all purchased

Year	Est Weddings	Avg Spending	Market Value
2008	33 - 66 *	\$117 *	\$3,854 *
2009	33 - 66 *	\$102 *	\$3,366 *
2010	34 - 68 *	\$130 *	\$4,368 *
2011	33 - 66 *	\$131 *	\$4,328 *
2012	32 - 64 *	\$132 *	\$4,287 *
2013	32 - 64 *	\$133 *	\$4,245 *
2014	31 - 62 *	\$134 *	\$4,202 *
2015	30 - 60 *	\$135 *	\$4,084 *
2016	30 - 60 *	\$136 *	\$4,113 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Boutonnieres, Corsages** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Boutonnieres, Corsages in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	62%	1.03
\$101 - 250	29%	1.13
\$251 - 500	6%	1.24
\$501 - 750	1%	1.59
\$751 - 1000	1%	1.90
\$1000+	1%	2.03

Bridal Bouquet

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Bridal Bouquet** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	37 - 74 *	\$149 *	\$5,453 *
2009	36 - 72 *	\$127 *	\$4,572 *
2010	36 - 72 *	\$134 *	\$4,824 *
2011	35 - 70 *	\$135 *	\$4,779 *
2012	35 - 70 *	\$137 *	\$4,768 *
2013	34 - 68 *	\$138 *	\$4,720 *
2014	34 - 68 *	\$139 *	\$4,670 *
2015	32 - 64 *	\$141 *	\$4,575 *
2016	32 - 64 *	\$142 *	\$4,601 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Bridal Bouquet** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Bridal Bouquet** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	56%	1.02
\$101 - 250	36%	1.15
\$251 - 500	5%	1.26
\$501 - 750	1%	1.54
\$751 - 1000	1%	1.75
\$1000+	1%	1.97

Bridesmaid Bouquets

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Bridesmaid Bouquets** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes all purchased

Year	Est Weddings	Avg Spending	Market Value
2008	34 - 68 *	\$150 *	\$5,124 *
2009	34 - 68 *	\$120 *	\$4,032 *
2010	34 - 68 *	\$174 *	\$5,951 *
2011	34 - 68 *	\$175 *	\$5,885 *
2012	33 - 66 *	\$177 *	\$5,852 *
2013	32 - 64 *	\$179 *	\$5,816 *
2014	32 - 64 *	\$181 *	\$5,778 *
2015	31 - 62 *	\$181 *	\$5,575 *
2016	31 - 62 *	\$184 *	\$5,664 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Bridesmaid Bouquets** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Bridesmaid Bouquets** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	54%	1.03
\$101 - 250	30%	1.08
\$251 - 500	11%	1.18
\$501 - 750	3%	1.39
\$751 - 1000	1%	1.43
\$1000+	1%	1.72

Ceremony Decorations

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Ceremony Decorations in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	33 - 66 *	\$250 *	\$8,235 *
2009	32 - 64 *	\$246 *	\$7,823 *
2010	30 - 60 *	\$227 *	\$6,810 *
2011	30 - 60 *	\$229 *	\$6,756 *
2012	29 - 58 *	\$231 *	\$6,699 *
2013	29 - 58 *	\$233 *	\$6,641 *
2014	28 - 56 *	\$236 *	\$6,608 *
2015	28 - 56 *	\$237 *	\$6,518 *
2016	27 - 54 *	\$240 *	\$6,480 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Ceremony Decorations** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Ceremony Decorations in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	41%	1.02
\$101 - 250	30%	1.05
\$251 - 500	18%	1.11
\$501 - 750	6%	1.13
\$751 - 1000	2%	1.34
\$1000+	3%	1.58

Ceremony Flower Arrangements

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Ceremony Flower Arrangements** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$277 *	\$8,786 *
2009	30 - 60 *	\$239 *	\$7,170 *
2010	31 - 62 *	\$288 *	\$8,986 *
2011	31 - 62 *	\$290 *	\$8,897 *
2012	30 - 60 *	\$293 *	\$8,837 *
2013	30 - 60 *	\$296 *	\$8,773 *
2014	29 - 58 *	\$298 *	\$8,678 *
2015	28 - 56 *	\$300 *	\$8,415 *
2016	28 - 56 *	\$304 *	\$8,536 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Ceremony Flower Arrangements** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Ceremony Flower Arrangements** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	31%	1.01
\$101 - 250	34%	1.05
\$251 - 500	21%	1.15
\$501 - 750	7%	1.19
\$751 - 1000	4%	1.38
\$1000+	3%	1.50

Flower Girl Flowers

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Flower Girl Flowers** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes all purchased

Year	Est Weddings	Avg Spending	Market Value
2008	27 - 54 *	\$81 *	\$2,223 *
2009	25 - 50 *	\$74 *	\$1,865 *
2010	27 - 54 *	\$83 *	\$2,241 *
2011	27 - 54 *	\$83 *	\$2,204 *
2012	26 - 52 *	\$84 *	\$2,192 *
2013	26 - 52 *	\$84 *	\$2,155 *
2014	25 - 50 *	\$85 *	\$2,142 *
2015	24 - 48 *	\$85 *	\$2,057 *
2016	24 - 48 *	\$86 *	\$2,090 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Flower Girl Flowers** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Flower Girl Flowers** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	85%	1.04
\$101 - 250	10%	1.15
\$251 - 500	2%	1.25
\$501 - 750	1%	1.75
\$751 - 1000	1%	2.03
\$1000+	1%	2.31

Flower Petals

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Flower Petals** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	26 - 52 *	\$88 *	\$2,255 *
2009	25 - 50 *	\$79 *	\$1,943 *
2010	25 - 50 *	\$85 *	\$2,142 *
2011	25 - 50 *	\$86 *	\$2,131 *
2012	24 - 48 *	\$86 *	\$2,095 *
2013	24 - 48 *	\$87 *	\$2,083 *
2014	24 - 48 *	\$87 *	\$2,046 *
2015	23 - 46 *	\$88 *	\$2,033 *
2016	23 - 46 *	\$88 *	\$1,996 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Flower Petals** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Flower Petals** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	84%	1.04
\$101 - 250	11%	1.19
\$251 - 500	2%	1.53
\$501 - 750	1%	1.48
\$751 - 1000	1%	2.03
\$1000+	1%	2.61

Reception Decorations

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Reception Decorations** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	29 - 58 *	\$262 *	\$7,512 *
2009	30 - 60 *	\$296 *	\$8,880 *
2010	30 - 60 *	\$278 *	\$8,340 *
2011	30 - 60 *	\$281 *	\$8,290 *
2012	29 - 58 *	\$283 *	\$8,207 *
2013	29 - 58 *	\$285 *	\$8,123 *
2014	28 - 56 *	\$287 *	\$8,036 *
2015	28 - 56 *	\$290 *	\$7,975 *
2016	27 - 54 *	\$293 *	\$7,911 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Reception Decorations** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Reception Decorations** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	37%	1.02
\$101 - 250	29%	1.06
\$251 - 500	18%	1.11
\$501 - 750	7%	1.18
\$751 - 1000	4%	1.24
\$1000+	5%	1.45

Reception Flower Arrangements

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Reception Flower Arrangements in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$372 *	\$12,027 *
2009	31 - 62 *	\$349 *	\$10,889 *
2010	30 - 60 *	\$337 *	\$10,110 *
2011	30 - 60 *	\$340 *	\$10,030 *
2012	29 - 58 *	\$342 *	\$9,918 *
2013	29 - 58 *	\$345 *	\$9,833 *
2014	28 - 56 *	\$347 *	\$9,716 *
2015	27 - 54 *	\$349 *	\$9,406 *
2016	27 - 54 *	\$353 *	\$9,531 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Reception Flower Arrangements** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Reception Flower Arrangements** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	35%	1.02
\$101 - 250	29%	1.06
\$251 - 500	17%	1.12
\$501 - 750	8%	1.19
\$751 - 1000	4%	1.21
\$1000+	7%	1.50

Reception Table Centerpieces

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Flowers & Decorations - Reception Table Centerpieces** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	34 - 68 *	\$307 *	\$10,487 *
2009	31 - 62 *	\$314 *	\$9,797 *
2010	34 - 68 *	\$354 *	\$11,894 *
2011	33 - 66 *	\$357 *	\$11,795 *
2012	32 - 64 *	\$360 *	\$11,693 *
2013	32 - 64 *	\$363 *	\$11,587 *
2014	31 - 62 *	\$366 *	\$11,478 *
2015	30 - 60 *	\$368 *	\$11,132 *
2016	30 - 60 *	\$372 *	\$11,249 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Flowers & Decorations - Reception Table Centerpieces** at the US level. The probability score gives you an idea of the ideal target market spending range for **Flowers & Decorations - Reception Table Centerpieces** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	31%	1.02
\$101 - 250	30%	1.03
\$251 - 500	20%	1.11
\$501 - 750	8%	1.27
\$751 - 1000	5%	1.37
\$1000+	6%	1.48

Gift/s for Attendants

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Gifts & Favors - Gift/s for Attendants in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Per person

Year	Est Weddings	Avg Spending	Market Value
2008	25 - 50 *	\$258 *	\$6,453 *
2009	28 - 56 *	\$166 *	\$4,681 *
2010	29 - 58 *	\$173 *	\$5,086 *
2011	29 - 58 *	\$172 *	\$4,973 *
2012	28 - 56 *	\$170 *	\$4,831 *
2013	28 - 56 *	\$169 *	\$4,720 *
2014	27 - 54 *	\$168 *	\$4,610 *
2015	26 - 52 *	\$166 *	\$4,382 *
2016	26 - 52 *	\$165 *	\$4,366 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Gifts & Favors - Gift/s for Attendants** at the US level. The probability score gives you an idea of the ideal target market spending range for **Gifts & Favors - Gift/s for Attendants in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	40%	1.01
\$50 - 100	28%	1.12
\$101 - 250	19%	1.14
\$251 - 500	9%	1.20
\$501 - 1000	3%	1.38
\$1000+	1%	1.67

Gift/s for Parents

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Gifts & Favors - Gift/s for Parents in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Per parent

Year	Est Weddings	Avg Spending	Market Value
2008	25 - 50 *	\$237 *	\$5,927 *
2009	26 - 52 *	\$132 *	\$3,406 *
2010	26 - 52 *	\$131 *	\$3,458 *
2011	26 - 52 *	\$130 *	\$3,375 *
2012	26 - 52 *	\$129 *	\$3,292 *
2013	25 - 50 *	\$128 *	\$3,210 *
2014	25 - 50 *	\$127 *	\$3,129 *
2015	24 - 48 *	\$126 *	\$2,980 *
2016	24 - 48 *	\$125 *	\$2,970 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Gifts & Favors - Gift/s for Parents** at the US level. The probability score gives you an idea of the ideal target market spending range for **Gifts & Favors - Gift/s for Parents in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	34%	1.01
\$50 - 100	37%	1.07
\$101 - 250	20%	1.20
\$251 - 500	6%	1.20
\$501 - 1000	2%	1.70
\$1000+	1%	2.33

Tips (for all services)

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Gifts & Favors - Tips (for all services)** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Total tips for all services

Year	Est Weddings	Avg Spending	Market Value
2008	33 - 66 *	\$327 *	\$10,771 *
2009	32 - 64 *	\$326 *	\$10,367 *
2010	32 - 64 *	\$330 *	\$10,692 *
2011	32 - 64 *	\$341 *	\$10,864 *
2012	31 - 62 *	\$352 *	\$11,025 *
2013	31 - 62 *	\$364 *	\$11,204 *
2014	30 - 60 *	\$375 *	\$11,340 *
2015	29 - 58 *	\$386 *	\$11,252 *
2016	29 - 58 *	\$401 *	\$11,693 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Gifts & Favors - Tips (for all services)** at the US level. The probability score gives you an idea of the ideal target market spending range for **Gifts & Favors - Tips (for all services)** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	24%	1.03
\$50 - 100	32%	1.11
\$101 - 250	24%	1.09
\$251 - 500	8%	1.18
\$501 - 1000	6%	1.32
\$1000+	6%	1.67

Wedding Favors

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Gifts & Favors - Wedding Favors in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$288 *	\$9,311 *
2009	32 - 64 *	\$227 *	\$7,219 *
2010	34 - 68 *	\$231 *	\$7,762 *
2011	33 - 66 *	\$229 *	\$7,566 *
2012	32 - 64 *	\$227 *	\$7,373 *
2013	32 - 64 *	\$225 *	\$7,182 *
2014	31 - 62 *	\$223 *	\$6,993 *
2015	30 - 60 *	\$220 *	\$6,655 *
2016	30 - 60 *	\$219 *	\$6,623 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Gifts & Favors - Wedding Favors** at the US level. The probability score gives you an idea of the ideal target market spending range for **Gifts & Favors - Wedding Favors in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	25%	1.03
\$50 - 100	35%	1.13
\$101 - 250	25%	1.08
\$251 - 500	9%	1.16
\$501 - 1000	4%	1.32
\$1000+	2%	1.71

Ceremony Programs

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Ceremony Programs in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	26 - 52 *	\$119 *	\$3,121 *
2009	27 - 54 *	\$89 *	\$2,403 *
2010	27 - 54 *	\$106 *	\$2,862 *
2011	27 - 54 *	\$106 *	\$2,814 *
2012	26 - 52 *	\$105 *	\$2,741 *
2013	26 - 52 *	\$104 *	\$2,668 *
2014	25 - 50 *	\$104 *	\$2,621 *
2015	25 - 50 *	\$103 *	\$2,549 *
2016	24 - 48 *	\$103 *	\$2,503 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Ceremony Programs** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Ceremony Programs in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	49%	1.05
\$50 - 100	30%	1.11
\$101 - 250	14%	1.17
\$251 - 500	5%	1.41
\$501 - 1000	1%	1.51
\$1000+	1%	1.62

Engagement Announcements

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Engagement Announcements in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	14 - 28 *	\$150 *	\$2,105 *
2009	14 - 28 *	\$135 *	\$1,863 *
2010	14 - 28 *	\$145 *	\$2,001 *
2011	14 - 28 *	\$148 *	\$2,008 *
2012	13 - 26 *	\$143 *	\$1,908 *
2013	13 - 26 *	\$140 *	\$1,835 *
2014	13 - 26 *	\$138 *	\$1,777 *
2015	13 - 26 *	\$135 *	\$1,708 *
2016	12 - 24 *	\$133 *	\$1,652 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Engagement Announcements** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Engagement Announcements in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
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Guest Book

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Guest Book in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	34 - 68 *	\$54 *	\$1,812 *
2009	32 - 64 *	\$55 *	\$1,749 *
2010	34 - 68 *	\$57 *	\$1,915 *
2011	33 - 66 *	\$57 *	\$1,883 *
2012	32 - 64 *	\$56 *	\$1,819 *
2013	32 - 64 *	\$56 *	\$1,788 *
2014	31 - 62 *	\$55 *	\$1,725 *
2015	30 - 60 *	\$55 *	\$1,664 *
2016	30 - 60 *	\$54 *	\$1,633 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Guest Book** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Guest Book in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	72%	1.04
\$50 - 100	20%	1.14
\$101 - 250	5%	1.21
\$251 - 500	1%	1.41
\$501 - 1000	1%	1.72
\$1000+	1%	2.04

Invitations & Reply Cards

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Invitations & Reply Cards in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	36 - 72 *	\$271 *	\$9,753 *
2009	35 - 70 *	\$226 *	\$8,000 *
2010	36 - 72 *	\$246 *	\$8,856 *
2011	35 - 70 *	\$244 *	\$8,638 *
2012	35 - 70 *	\$242 *	\$8,422 *
2013	34 - 68 *	\$240 *	\$8,208 *
2014	34 - 68 *	\$238 *	\$7,997 *
2015	33 - 66 *	\$236 *	\$7,788 *
2016	32 - 64 *	\$234 *	\$7,582 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Invitations & Reply Cards** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Invitations & Reply Cards in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	18%	1.01
\$50 - 100	27%	1.02
\$101 - 250	28%	1.08
\$251 - 500	17%	1.18
\$501 - 1000	7%	1.39
\$1000+	3%	1.50

Postage

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Postage in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	36 - 72 *	\$82 *	\$2,951 *
2009	35 - 70 *	\$77 *	\$2,726 *
2010	35 - 70 *	\$82 *	\$2,903 *
2011	35 - 70 *	\$84 *	\$2,924 *
2012	34 - 68 *	\$87 *	\$2,977 *
2013	34 - 68 *	\$83 *	\$2,791 *
2014	33 - 66 *	\$80 *	\$2,643 *
2015	32 - 64 *	\$78 *	\$2,488 *
2016	32 - 64 *	\$76 *	\$2,421 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Postage** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Postage in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
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Reception Menus

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Reception Menus in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	16 - 32 *	\$131 *	\$2,078 *
2009	16 - 32 *	\$83 *	\$1,295 *
2010	18 - 36 *	\$115 *	\$2,070 *
2011	18 - 36 *	\$114 *	\$2,018 *
2012	17 - 34 *	\$114 *	\$1,984 *
2013	17 - 34 *	\$113 *	\$1,932 *
2014	17 - 34 *	\$112 *	\$1,882 *
2015	17 - 34 *	\$112 *	\$1,848 *
2016	16 - 32 *	\$111 *	\$1,798 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Reception Menus** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Reception Menus in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	52%	1.08
\$50 - 100	26%	1.14
\$101 - 250	14%	1.32
\$251 - 500	5%	1.52
\$501 - 1000	2%	1.84
\$1000+	1%	2.21

Save the Date Cards

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Save the Date Cards in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	20 - 40 *	\$109 *	\$2,194 *
2009	23 - 46 *	\$101 *	\$2,303 *
2010	26 - 52 *	\$121 *	\$3,194 *
2011	26 - 52 *	\$120 *	\$3,115 *
2012	26 - 52 *	\$119 *	\$3,037 *
2013	25 - 50 *	\$118 *	\$2,959 *
2014	25 - 50 *	\$117 *	\$2,883 *
2015	24 - 48 *	\$116 *	\$2,743 *
2016	24 - 48 *	\$115 *	\$2,732 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Save the Date Cards** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Save the Date Cards in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	41%	1.05
\$50 - 100	31%	1.10
\$101 - 250	21%	1.19
\$251 - 500	5%	1.34
\$501 - 1000	1%	1.63
\$1000+	1%	1.93

Table Name and Escort/place Cards

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Table Name and Escort/place Cards** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	34 - 68 *	\$92 *	\$3,087 *
2009	24 - 48 *	\$64 *	\$1,536 *
2010	26 - 52 *	\$81 *	\$2,090 *
2011	25 - 50 *	\$81 *	\$2,055 *
2012	25 - 50 *	\$80 *	\$1,995 *
2013	25 - 50 *	\$80 *	\$1,961 *
2014	24 - 48 *	\$80 *	\$1,926 *
2015	24 - 48 *	\$79 *	\$1,868 *
2016	23 - 46 *	\$79 *	\$1,834 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Table Name and Escort/place Cards** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Table Name and Escort/place Cards** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	58%	1.06
\$50 - 100	26%	1.14
\$101 - 250	11%	1.26
\$251 - 500	3%	1.61
\$501 - 1000	1%	1.77
\$1000+	1%	1.79

Thank You Cards

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Invitations - Thank You Cards** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	32 - 64 *	\$74 *	\$2,347 *
2009	34 - 68 *	\$74 *	\$2,531 *
2010	35 - 70 *	\$91 *	\$3,167 *
2011	34 - 68 *	\$90 *	\$3,080 *
2012	34 - 68 *	\$89 *	\$2,994 *
2013	33 - 66 *	\$88 *	\$2,909 *
2014	32 - 64 *	\$87 *	\$2,826 *
2015	31 - 62 *	\$86 *	\$2,696 *
2016	31 - 62 *	\$86 *	\$2,694 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Invitations - Thank You Cards** at the US level. The probability score gives you an idea of the ideal target market spending range for **Invitations - Thank You Cards** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	48%	1.03
\$50 - 100	31%	1.09
\$101 - 250	15%	1.18
\$251 - 500	4%	1.23
\$501 - 1000	1%	1.52
\$1000+	1%	1.83

Engagement Ring

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Jewelry - Engagement Ring** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	30 - 60 *	\$2,998 *	\$89,610 *
2009	29 - 58 *	\$2,971 *	\$87,347 *
2010	32 - 64 *	\$3,231 *	\$104,684 *
2011	32 - 64 *	\$3,299 *	\$105,106 *
2012	31 - 62 *	\$3,369 *	\$105,517 *
2013	31 - 62 *	\$3,441 *	\$105,914 *
2014	30 - 60 *	\$3,514 *	\$106,263 *
2015	29 - 58 *	\$3,580 *	\$104,357 *
2016	29 - 58 *	\$3,665 *	\$106,871 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Jewelry - Engagement Ring** at the US level. The probability score gives you an idea of the ideal target market spending range for **Jewelry - Engagement Ring** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$500	17%	1.00
\$501 - \$1,000	18%	1.00
\$1,001 - \$2,500	25%	1.03
\$2,501 - \$5,000	21%	1.14
\$5,001 - \$10,000	13%	1.27
\$10,000+	6%	1.77

Wedding Bands

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Jewelry - Wedding Bands in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	33 - 66 *	\$1,899 *	\$62,553 *
2009	34 - 68 *	\$1,702 *	\$57,187 *
2010	35 - 70 *	\$1,736 *	\$60,413 *
2011	34 - 68 *	\$1,777 *	\$60,809 *
2012	33 - 66 *	\$1,821 *	\$60,202 *
2013	32 - 64 *	\$1,865 *	\$60,594 *
2014	32 - 64 *	\$1,910 *	\$60,967 *
2015	31 - 62 *	\$1,949 *	\$60,029 *
2016	31 - 62 *	\$2,002 *	\$61,622 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Jewelry - Wedding Bands** at the US level. The probability score gives you an idea of the ideal target market spending range for **Jewelry - Wedding Bands in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$500	45%	1.02
\$501 - \$1,000	31%	1.11
\$1,001 - \$2,500	15%	1.20
\$2,501 - \$5,000	5%	1.40
\$5,001 - \$10,000	2%	1.42
\$10,000+	2%	2.42

Digital or Photo cd/dvd

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Digital or Photo cd/dvd** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	16 - 32 *	\$258 *	\$4,092 *
2009	16 - 32 *	\$254 *	\$3,962 *
2010	16 - 32 *	\$273 *	\$4,259 *
2011	15 - 30 *	\$276 *	\$4,234 *
2012	15 - 30 *	\$279 *	\$4,207 *
2013	15 - 30 *	\$281 *	\$4,164 *
2014	15 - 30 *	\$284 *	\$4,135 *
2015	14 - 28 *	\$286 *	\$4,090 *
2016	14 - 28 *	\$290 *	\$4,072 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Digital or Photo cd/dvd** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Digital or Photo cd/dvd** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	43%	1.06
\$101 - \$250	16%	1.11
\$251 - \$500	18%	1.27
\$501 - \$1000	15%	1.33
\$1001 - \$1500	4%	1.39
\$1500+	4%	1.88

Engagement Session

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Engagement Session in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	20 - 40 *	\$286 *	\$5,757 *
2009	20 - 40 *	\$277 *	\$5,485 *
2010	20 - 40 *	\$309 *	\$6,118 *
2011	19 - 38 *	\$314 *	\$6,114 *
2012	19 - 38 *	\$316 *	\$6,048 *
2013	19 - 38 *	\$320 *	\$6,019 *
2014	18 - 36 *	\$323 *	\$5,969 *
2015	18 - 36 *	\$326 *	\$5,917 *
2016	18 - 36 *	\$329 *	\$5,863 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Engagement Session** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Engagement Session in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	76%	1.04
\$101 - \$250	19%	1.17
\$251 - \$500	2%	1.62
\$501 - \$1000	1%	1.94
\$1001 - \$1500	1%	2.50
\$1500+	1%	3.07

Prints and/or Enlargements

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Prints and/or Enlargements in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	16 - 32 *	\$198 *	\$3,140 *
2009	16 - 32 *	\$185 *	\$2,886 *
2010	16 - 32 *	\$207 *	\$3,229 *
2011	15 - 30 *	\$208 *	\$3,191 *
2012	15 - 30 *	\$210 *	\$3,167 *
2013	15 - 30 *	\$212 *	\$3,142 *
2014	15 - 30 *	\$215 *	\$3,130 *
2015	14 - 28 *	\$216 *	\$2,970 *
2016	14 - 28 *	\$219 *	\$3,075 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Prints and/or Enlargements** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Prints and/or Enlargements in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	41%	1.01
\$101 - \$250	34%	1.11
\$251 - \$500	17%	1.12
\$501 - \$1000	5%	1.19
\$1001 - \$1500	2%	1.41
\$1500+	1%	1.66

Traditional Leather Bound Album

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Traditional Leather Bound Album in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	12 - 24 *	\$406 *	\$4,706 *
2009	11 - 22 *	\$392 *	\$4,469 *
2010	11 - 22 *	\$423 *	\$4,822 *
2011	11 - 22 *	\$428 *	\$4,798 *
2012	11 - 22 *	\$433 *	\$4,772 *
2013	11 - 22 *	\$436 *	\$4,722 *
2014	11 - 22 *	\$441 *	\$4,692 *
2015	10 - 20 *	\$443 *	\$4,629 *
2016	10 - 20 *	\$449 *	\$4,607 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Traditional Leather Bound Album** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Traditional Leather Bound Album in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	27%	1.02
\$101 - \$250	17%	1.15
\$251 - \$500	14%	1.29
\$501 - \$1000	18%	1.51
\$1001 - \$1500	11%	1.67
\$1500+	13%	1.83

Wedding Photographer

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Wedding Photographer** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	27 - 54 *	\$1,384 *	\$37,991 *
2009	29 - 58 *	\$1,605 *	\$46,224 *
2010	35 - 70 *	\$1,639 *	\$58,021 *
2011	35 - 70 *	\$1,661 *	\$57,819 *
2012	34 - 68 *	\$1,684 *	\$57,626 *
2013	34 - 68 *	\$1,707 *	\$57,406 *
2014	33 - 66 *	\$1,730 *	\$57,159 *
2015	32 - 64 *	\$1,749 *	\$55,793 *
2016	32 - 64 *	\$1,778 *	\$56,647 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Wedding Photographer** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Wedding Photographer** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$500	22%	1.01
\$500 - 1000	23%	1.05
\$1001 - 2000	26%	1.12
\$2001 - 3000	16%	1.22
\$3001 - 5000	10%	1.49
\$5000+	3%	1.79

Wedding Videographer

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Photography & Video - Wedding Videographer** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	15 - 30 *	\$1,039 *	\$15,845 *
2009	13 - 26 *	\$1,171 *	\$14,755 *
2010	20 - 40 *	\$1,063 *	\$21,047 *
2011	19 - 38 *	\$1,069 *	\$20,813 *
2012	19 - 38 *	\$1,076 *	\$20,595 *
2013	19 - 38 *	\$1,082 *	\$20,352 *
2014	18 - 36 *	\$1,089 *	\$20,125 *
2015	18 - 36 *	\$1,092 *	\$19,820 *
2016	18 - 36 *	\$1,101 *	\$19,620 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Photography & Video - Wedding Videographer** at the US level. The probability score gives you an idea of the ideal target market spending range for **Photography & Video - Wedding Videographer** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$500	35%	1.02
\$500 - 1000	28%	1.14
\$1001 - 2000	24%	1.24
\$2001 - 3000	8%	1.37
\$3001 - 5000	3%	1.73
\$5000+	2%	2.12

A La Carte Services

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Planner/Consultant - A La Carte Services in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	2 - 4 *	\$842 *	\$2,054 *
2009	4 - 8 *	\$630 *	\$2,268 *
2010	7 - 14 *	\$1,112 *	\$7,339 *
2011	6 - 12 *	\$1,114 *	\$7,230 *
2012	6 - 12 *	\$1,116 *	\$7,120 *
2013	6 - 12 *	\$1,117 *	\$7,004 *
2014	6 - 12 *	\$1,119 *	\$6,893 *
2015	6 - 12 *	\$1,118 *	\$6,764 *
2016	6 - 12 *	\$1,123 *	\$6,671 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Planner/Consultant - A La Carte Services** at the US level. The probability score gives you an idea of the ideal target market spending range for **Planner/Consultant - A La Carte Services in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	36%	1.02
\$250 - 500	27%	1.09
\$501 - 1000	17%	1.29
\$1001 - 2000	10%	1.38
\$2001 - 3500	5%	1.48
\$3500+	5%	1.61

Day of Coordinator

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Planner/Consultant - Day of Coordinator in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	5 - 10 *	\$672 *	\$3,279 *
2009	7 - 14 *	\$688 *	\$4,541 *
2010	10 - 20 *	\$837 *	\$8,035 *
2011	9 - 18 *	\$840 *	\$7,930 *
2012	9 - 18 *	\$842 *	\$7,814 *
2013	9 - 18 *	\$844 *	\$7,697 *
2014	9 - 18 *	\$847 *	\$7,589 *
2015	9 - 18 *	\$848 *	\$7,462 *
2016	9 - 18 *	\$852 *	\$7,361 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Planner/Consultant - Day of Coordinator** at the US level. The probability score gives you an idea of the ideal target market spending range for **Planner/Consultant - Day of Coordinator in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	24%	1.06
\$250 - 500	23%	1.18
\$501 - 1000	29%	1.34
\$1001 - 2000	18%	1.45
\$2001 - 3500	4%	1.81
\$3500+	2%	2.19

For Getting Started

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Planner/Consultant - For Getting Started in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	2 - 4 *	\$635 *	\$1,549 *
2009	4 - 8 *	\$606 *	\$2,545 *
2010	7 - 14 *	\$871 *	\$5,749 *
2011	6 - 12 *	\$872 *	\$5,659 *
2012	6 - 12 *	\$874 *	\$5,576 *
2013	6 - 12 *	\$875 *	\$5,486 *
2014	6 - 12 *	\$877 *	\$5,402 *
2015	6 - 12 *	\$876 *	\$5,300 *
2016	6 - 12 *	\$879 *	\$5,221 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Planner/Consultant - For Getting Started** at the US level. The probability score gives you an idea of the ideal target market spending range for **Planner/Consultant - For Getting Started in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	32%	1.06
\$250 - 500	29%	1.12
\$501 - 1000	20%	1.25
\$1001 - 2000	10%	1.28
\$2001 - 3500	5%	1.88
\$3500+	4%	2.07

Full Service

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Planner/Consultant - Full Service in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	7 - 14 *	\$1,921 *	\$12,890 *
2009	7 - 14 *	\$2,004 *	\$13,226 *
2010	8 - 16 *	\$2,466 *	\$19,235 *
2011	8 - 16 *	\$2,474 *	\$18,976 *
2012	8 - 16 *	\$2,482 *	\$18,714 *
2013	7 - 14 *	\$2,489 *	\$18,443 *
2014	7 - 14 *	\$2,497 *	\$18,178 *
2015	7 - 14 *	\$2,498 *	\$16,487 *
2016	7 - 14 *	\$2,512 *	\$17,634 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Planner/Consultant - Full Service** at the US level. The probability score gives you an idea of the ideal target market spending range for **Planner/Consultant - Full Service in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$500	10%	1.03
\$500 - 1000	9%	1.17
\$1001 - 2000	10%	1.14
\$2001 - 3000	18%	1.29
\$3001 - 5000	23%	1.41
\$5000+	30%	1.56

Month of Direction

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Planner/Consultant - Month of Direction in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	2 - 4 *	\$985 *	\$2,403 *
2009	4 - 8 *	\$998 *	\$3,593 *
2010	5 - 10 *	\$1,289 *	\$6,961 *
2011	5 - 10 *	\$1,291 *	\$6,855 *
2012	5 - 10 *	\$1,293 *	\$6,749 *
2013	5 - 10 *	\$1,295 *	\$6,643 *
2014	5 - 10 *	\$1,297 *	\$6,537 *
2015	5 - 10 *	\$1,296 *	\$6,415 *
2016	5 - 10 *	\$1,301 *	\$6,323 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Planner/Consultant - Month of Direction** at the US level. The probability score gives you an idea of the ideal target market spending range for **Planner/Consultant - Month of Direction in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	14%	1.03
\$250 - 500	15%	1.15
\$501 - 1000	24%	1.33
\$1001 - 2000	30%	1.65
\$2001 - 3500	13%	1.78
\$3500+	4%	1.90

Limo Rental

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Transportation - Limo Rental in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	20 - 40 *	\$454 *	\$9,139 *
2009	17 - 34 *	\$461 *	\$8,021 *
2010	19 - 38 *	\$437 *	\$8,390 *
2011	19 - 38 *	\$447 *	\$8,439 *
2012	19 - 38 *	\$457 *	\$8,482 *
2013	18 - 36 *	\$468 *	\$8,536 *
2014	18 - 36 *	\$478 *	\$8,566 *
2015	18 - 36 *	\$488 *	\$8,589 *
2016	17 - 34 *	\$500 *	\$8,640 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Transportation - Limo Rental** at the US level. The probability score gives you an idea of the ideal target market spending range for **Transportation - Limo Rental in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	30%	1.03
\$250 - \$500	38%	1.10
\$501 - \$750	16%	1.13
\$751 - \$1000	9%	1.23
\$1,001 - \$1,500	4%	1.54
\$1,500+	3%	1.88

Other Transportation

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Transportation - Other Transportation in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes Shuttles, Antique Car, Horse & Carriage, Etc.

Year	Est Weddings	Avg Spending	Market Value
2008	4 - 8 *	\$358 *	\$1,310 *
2009	5 - 10 *	\$346 *	\$1,868 *
2010	15 - 30 *	\$377 *	\$5,655 *
2011	15 - 30 *	\$380 *	\$5,605 *
2012	15 - 30 *	\$381 *	\$5,525 *
2013	14 - 28 *	\$384 *	\$5,472 *
2014	14 - 28 *	\$387 *	\$5,418 *
2015	13 - 26 *	\$388 *	\$5,122 *
2016	14 - 28 *	\$392 *	\$5,292 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Transportation - Other Transportation** at the US level. The probability score gives you an idea of the ideal target market spending range for **Transportation - Other Transportation in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$250	40%	1.07
\$250 - \$500	32%	1.13
\$501 - \$750	14%	1.25
\$751 - \$1000	7%	1.33
\$1,001 - \$1,500	3%	1.42
\$1,500+	4%	1.86

Ceremony Accessories

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Ceremony Accessories** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes Aisle Runner, Ring Pillow or Box, Unity Candle, Etc. not flowers or decorations

Year	Est Weddings	Avg Spending	Market Value
2008	23 - 46 *	\$434 *	\$10,060 *
2009	23 - 46 *	\$384 *	\$8,986 *
2010	32 - 64 *	\$192 *	\$6,106 *
2011	31 - 62 *	\$197 *	\$6,160 *
2012	31 - 62 *	\$201 *	\$6,179 *
2013	30 - 60 *	\$206 *	\$6,223 *
2014	30 - 60 *	\$211 *	\$6,262 *
2015	29 - 58 *	\$216 *	\$6,178 *
2016	29 - 58 *	\$221 *	\$6,325 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Ceremony Accessories** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Ceremony Accessories** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	42%	1.05
\$101 - 250	34%	1.08
\$251 - 500	16%	1.14
\$501 - 750	4%	1.44
\$751 - 1000	2%	1.56
\$1000+	2%	1.92

Ceremony Location

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Ceremony Location in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	31 - 62 *	\$1,269 *	\$38,705 *
2009	34 - 68 *	\$852 *	\$28,627 *
2010	35 - 70 *	\$874 *	\$30,415 *
2011	34 - 68 *	\$904 *	\$30,935 *
2012	34 - 68 *	\$935 *	\$31,453 *
2013	33 - 66 *	\$968 *	\$32,002 *
2014	32 - 64 *	\$1,002 *	\$32,545 *
2015	31 - 62 *	\$1,033 *	\$32,385 *
2016	31 - 62 *	\$1,071 *	\$33,544 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Ceremony Location** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Ceremony Location in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$1000	83%	1.05
\$1001 - 2500	11%	1.12
\$2501 - 5000	3%	1.21
\$5001 - 10000	1%	1.69
\$10001 - 15000	1%	1.91
\$15000+	1%	2.14

Ceremony Officiator

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Ceremony Officiator in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes JP, Officiant, Ordained Friend or Family, Pastor, Minister, Priest, Etc.

Year	Est Weddings	Avg Spending	Market Value
2008	59 - 118 *	\$181 *	\$10,710 *
2009	58 - 116 *	\$190 *	\$11,058 *
2010	33 - 66 *	\$204 *	\$6,732 *
2011	32 - 64 *	\$205 *	\$6,652 *
2012	32 - 64 *	\$207 *	\$6,603 *
2013	31 - 62 *	\$208 *	\$6,521 *
2014	31 - 62 *	\$209 *	\$6,437 *
2015	30 - 60 *	\$209 *	\$6,322 *
2016	30 - 60 *	\$211 *	\$6,267 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Ceremony Officiator** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Ceremony Officiator in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$50	16%	1.03
\$50 - 100	34%	1.03
\$101 - 250	29%	1.09
\$251 - 500	15%	1.23
\$501 - 1000	5%	1.34
\$1000+	1%	1.43

Hotel Room for After Reception

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Hotel Room for After Reception in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	27 - 54 *	\$253 *	\$6,791 *
2009	26 - 52 *	\$238 *	\$6,283 *
2010	29 - 58 *	\$262 *	\$7,703 *
2011	29 - 58 *	\$269 *	\$7,777 *
2012	28 - 56 *	\$277 *	\$7,872 *
2013	28 - 56 *	\$284 *	\$7,932 *
2014	27 - 54 *	\$292 *	\$8,012 *
2015	26 - 52 *	\$299 *	\$7,894 *
2016	26 - 52 *	\$309 *	\$8,176 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Hotel Room for After Reception** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Hotel Room for After Reception in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	17%	1.05
\$101 - 250	50%	1.08
\$251 - 500	23%	1.17
\$501 - 750	6%	1.33
\$751 - 1000	2%	1.65
\$1000+	2%	1.99

Reception Accessories

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Reception Accessories** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes Toasting Flutes, Cake Topper, Serving Set, Etc. not flowers or decorations

Year	Est Weddings	Avg Spending	Market Value
2008	28 - 56 *	\$454 *	\$12,739 *
2009	28 - 56 *	\$418 *	\$11,788 *
2010	33 - 66 *	\$189 *	\$6,237 *
2011	32 - 64 *	\$195 *	\$6,328 *
2012	32 - 64 *	\$200 *	\$6,380 *
2013	31 - 62 *	\$206 *	\$6,458 *
2014	31 - 62 *	\$213 *	\$6,560 *
2015	30 - 60 *	\$218 *	\$6,475 *
2016	30 - 60 *	\$225 *	\$6,683 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Reception Accessories** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Reception Accessories** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	54%	1.04
\$101 - 250	28%	1.08
\$251 - 500	12%	1.14
\$501 - 750	3%	1.16
\$751 - 1000	1%	1.49
\$1000+	2%	1.88

Reception Bar Service

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Reception Bar Service** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	25 - 50 *	\$2,317 *	\$57,948 *
2009	22 - 44 *	\$1,916 *	\$42,535 *
2010	26 - 52 *	\$2,058 *	\$53,096 *
2011	25 - 50 *	\$2,106 *	\$53,429 *
2012	25 - 50 *	\$2,153 *	\$53,696 *
2013	25 - 50 *	\$2,203 *	\$53,996 *
2014	24 - 48 *	\$2,253 *	\$54,252 *
2015	24 - 48 *	\$2,299 *	\$54,371 *
2016	23 - 46 *	\$2,358 *	\$54,753 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Reception Bar Service** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Reception Bar Service** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$1000	50%	1.02
\$1001 - 2500	26%	1.08
\$2501 - 5000	16%	1.25
\$5001 - 10000	5%	1.78
\$10001 - 15000	1%	1.85
\$15000+	2%	1.91

Reception Food Service

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Reception Food Service** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	29 - 58 *	\$3,311 *	\$96,946 *
2009	26 - 52 *	\$3,263 *	\$84,185 *
2010	30 - 60 *	\$4,046 *	\$121,380 *
2011	30 - 60 *	\$4,152 *	\$122,484 *
2012	29 - 58 *	\$4,262 *	\$123,598 *
2013	29 - 58 *	\$4,374 *	\$124,659 *
2014	28 - 56 *	\$4,489 *	\$125,692 *
2015	28 - 56 *	\$4,594 *	\$126,335 *
2016	27 - 54 *	\$4,728 *	\$127,656 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Reception Food Service** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Reception Food Service** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$1000	33%	1.00
\$1001 - 2500	21%	1.03
\$2501 - 5000	24%	1.11
\$5001 - 10000	15%	1.28
\$10001 - 15000	4%	1.35
\$15000+	3%	1.74

Reception Location

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Reception Location in Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	27 - 54 *	\$2,646 *	\$71,019 *
2009	26 - 52 *	\$2,315 *	\$61,116 *
2010	31 - 62 *	\$2,492 *	\$76,255 *
2011	30 - 60 *	\$2,560 *	\$77,030 *
2012	30 - 60 *	\$2,629 *	\$77,766 *
2013	29 - 58 *	\$2,700 *	\$78,489 *
2014	29 - 58 *	\$2,773 *	\$79,197 *
2015	28 - 56 *	\$2,840 *	\$78,100 *
2016	28 - 56 *	\$2,925 *	\$80,555 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Reception Location** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Reception Location in Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$1000	54%	1.01
\$1001 - 2500	22%	1.05
\$2501 - 5000	13%	1.16
\$5001 - 10000	6%	1.28
\$10001 - 15000	3%	1.38
\$15000+	2%	1.54

Reception Rentals

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Reception Rentals** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service. Includes lighting, tent, tables, chairs, photo booth, etc.

Year	Est Weddings	Avg Spending	Market Value
2008	25 - 50 *	\$1,888 *	\$47,219 *
2009	22 - 44 *	\$1,278 *	\$28,372 *
2010	27 - 54 *	\$1,292 *	\$34,884 *
2011	27 - 54 *	\$1,320 *	\$35,046 *
2012	26 - 52 *	\$1,350 *	\$35,235 *
2013	26 - 52 *	\$1,381 *	\$35,423 *
2014	25 - 50 *	\$1,412 *	\$35,582 *
2015	24 - 48 *	\$1,440 *	\$34,848 *
2016	24 - 48 *	\$1,476 *	\$35,867 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Reception Rentals** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Reception Rentals** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$1000	70%	1.01
\$1001 - 2500	19%	1.10
\$2501 - 5000	6%	1.36
\$5001 - 10000	2%	1.56
\$10001 - 15000	2%	1.77
\$15000+	1%	1.98

Rehearsal Dinner

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Rehearsal Dinner** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	27 - 54 *	\$771 *	\$21,164 *
2009	31 - 62 *	\$678 *	\$21,154 *
2010	32 - 64 *	\$807 *	\$25,663 *
2011	31 - 62 *	\$833 *	\$26,048 *
2012	31 - 62 *	\$860 *	\$26,436 *
2013	30 - 60 *	\$888 *	\$26,826 *
2014	30 - 60 *	\$916 *	\$27,187 *
2015	29 - 58 *	\$943 *	\$26,970 *
2016	29 - 58 *	\$976 *	\$27,933 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Rehearsal Dinner** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Rehearsal Dinner** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	12%	1.00
\$101 - 250	23%	1.03
\$251 - 500	27%	1.05
\$501 - 750	20%	1.15
\$751 - 1000	12%	1.29
\$1000+	6%	1.57

Wedding Cake/dessert

This is the number of estimated weddings, estimated average amount spent, and estimated market value for: **Venue, Catering & Rentals - Wedding Cake/dessert** in **Mexia, TX - (City)** . This includes weddings that originate and travel into this market. Estimated weddings equals the demand for this product or service.

Year	Est Weddings	Avg Spending	Market Value
2008	34 - 68 *	\$335 *	\$11,444 *
2009	34 - 68 *	\$328 *	\$11,218 *
2010	34 - 68 *	\$360 *	\$12,096 *
2011	33 - 66 *	\$373 *	\$12,324 *
2012	32 - 64 *	\$386 *	\$12,537 *
2013	32 - 64 *	\$400 *	\$12,768 *
2014	31 - 62 *	\$415 *	\$13,014 *
2015	30 - 60 *	\$428 *	\$12,947 *
2016	30 - 60 *	\$445 *	\$13,457 *

* = Estimated Value

Spending Distribution

This is the percent of weddings that spend within certain ranges for **Venue, Catering & Rentals - Wedding Cake/dessert** at the US level. The probability score gives you an idea of the ideal target market spending range for **Venue, Catering & Rentals - Wedding Cake/dessert** in **Mexia, TX - (City)** . A probability score closest to 1.00 is the best target for selected market.

Spending Range	Percent of Spending (1)	Probability Score (2)
<\$100	16%	1.03
\$101 - 250	27%	1.04
\$251 - 500	35%	1.08
\$501 - 750	14%	1.17
\$751 - 1000	5%	1.42
\$1000+	3%	1.63

Methodology and Use of Data

Methodology details are located at:

<http://www.theweddingreport.com/wmdb/index.cfm?action=help.methodology>

Use of Data details are located at:

<http://www.theweddingreport.com/wmdb/index.cfm?action=home.terms>